



# Qualitative Study of Electors for the 45th Federal General Election

## Research report

### Prepared for Elections Canada

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Ce rapport est aussi disponible en français.

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Supplier name: Earncliffe Strategy Group  
June 2025

This public opinion research report presents the results of qualitative research conducted by Earncliffe Strategy Group on behalf of Elections Canada. The qualitative research was conducted from May 26 to June 13, 2025.

Cette publication est aussi disponible en français sous le titre : *Étude qualitative auprès des électeurs pour la 45e élection générale fédérale : Rapport de recherche.*

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## Executive summary

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Elections Canada summarizing the results of qualitative research aimed at gathering information on perceptions of the electoral process and Elections Canada; reasons for voting or not voting; voting experiences; media consumption and sources; and electors' opinions and understanding of the Voter Information Campaign for the 45th general election in Canada.

### Introduction and objectives

Elections Canada (EC) is the independent, non-partisan agency responsible for conducting Canadian federal elections, by-elections, and referenda.

The 45th federal general election was held on April 28, 2025. After the election, EC engaged Earnscliffe Strategy Group to conduct qualitative research with electors to gather information on perceptions of the electoral process and EC; reasons for voting or not voting; voting experiences; media consumption and sources; and electors' opinions and understanding of the Voter Information Campaign. Raising awareness of, and understanding about, the electoral process is an important priority for Elections Canada.

The research will be used to provide input for the agency's reports to Parliament; support the development of electoral services; as well as any other uses aligned with agency priorities, such as the evaluation of the Voter Information Campaign.

The total contract value of the qualitative research project was \$163,820.85 including HST.

### Methodology

To meet the research objectives, Earnscliffe conducted qualitative research in the form of focus groups and in-depth interviews with Canadian electors. Specifically, the methodology consisted of 10 in-person focus groups (two each in Halifax, Montreal, Toronto and Calgary), three online focus groups and 15 in-depth interviews, with a focus on several key audiences from groups who have historically experienced barriers to voting in federal elections, according to past research:

- General population—one group in Halifax (EN), one group in Montreal (FR)
- Non-voters—one group in Halifax (EN), one group in Calgary (EN)
- Youth aged 18 to 24—one group in Montreal (FR), one group in Calgary (EN)
- New Canadians—one group in Toronto (EN), one group in Vancouver (EN)
- Indigenous persons—one group in Vancouver (EN), one online group with Ontario residents (EN), three interviews (EN)

- Persons with a disability—one group in Toronto (EN), one online group with Eastern Canada residents (EN), one online group with Western and Northern Canada residents (EN), seven interviews (five EN, two FR)
- Members of official language minority communities (OLMCs)—three interviews with English-speaking residents of Quebec (EN), two interviews with French-speaking residents of provinces outside Quebec (FR)

In addition to ensuring participants were qualified electors who met the specific audience criteria, we ensured a good mix of demographics were represented in terms of age, gender, region, urban and rural residence, education, income, ethnic background and employment status within focus groups and across interview participants.

In-person groups were conducted between May 26 and June 3, 2025. Online groups were conducted using Zoom on June 4 and 5, 2025. Focus groups were 90 minutes in length, with between five and 10 participants in each session, for a total of 124 participants. In-depth interviews were conducted between May 26 and June 13, 2025. They were conducted online using Zoom for 14 participants; one participant completed the interview by telephone. Participants were asked for verbal consent for all sessions or interviews to be recorded. To encourage full participation, participants were given an honorarium of between \$115 and \$175. Arrangements were made to permit Elections Canada staff to observe focus group sessions in-person or virtually. Please refer to the Methodology Report in Appendix A for additional details.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group and interview research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved, the participants cannot be expected to be thoroughly representative, in a statistical sense, of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

Key findings of this research are presented below.

## Qualitative findings

### Voting experience and impressions

- Most participants who voted in GE45 voted in person at a polling station and on election day. They did so mainly because it was their routine, including something they do as a family, or out of convenience. Many election day voters noted that their polling place was close to home, easy to stop at on their way to or from work, or that they had positive experiences in the past that led them to expect short lines on election day.
- Those who voted in person before election day did so due to perceptions of greater convenience, including because it fit better into their work and travel schedules, especially because there were weekend options, and an attempt to beat the crowds. The opening of

advance polls coincided with the Easter long weekend in April, which was a factor for some advance poll voters who took advantage of the holiday to vote.

- A couple of participants voted by mail because it fit better with their work and travel schedules. While the majority were not aware that voting by mail was an option, many were aware, mainly having seen it as an option in voter information materials or being aware from past experience.
- Few voted at a local Elections Canada office, and in fact, only a handful were aware that it was an option. What stood out about this way of voting was the need to write their preferred candidate's name, which was sometimes seen as a potential barrier to voting.
- Those who did not vote in GE45 mainly did not for reasons related to politics and a sense that their vote would not make a difference. Some did not follow the election or feel well enough informed to cast a vote. Several had intended to vote, but did not because they just got too busy and distracted on election day. A few did not vote because they did not receive their VIC and thought they needed it to vote.
- Those who voted in GE45 described the experience as extremely easy, convenient, and smooth:
  - Those who voted in person, both at advance polls and on election day, described polling places as well-organized; staffed with friendly, courteous and helpful employees; well-signed; and accessible.
  - When participants raised issues or barriers with voting in person, these included long lineups, lack of a place to sit down, discomfort with voting in a shopping mall, locked doors, long distances from parking, and wayfinding issues with things like washrooms and elevators.
  - The one student who voted at a campus voting location described the process as very easy, well-organized and convenient; they noted the need to write their preferred candidate's name and wondered if others might have difficulty with this.
  - Those who voted by mail also described the experience as easy for them and did not voice any complaints.
- The overwhelming majority of electors felt they were adequately informed about when, where and the ways to vote. The critical information piece was the voter information card (VIC), which regular and first-time voters described as very informative and clear.
- Most participants felt that they had received their voter information card at the right time during the election period.

## **Review of information campaign materials**

- A selection of advertising and communications from Elections Canada’s Voter Information Campaign for the election were presented in each focus group and interview. While some participants recalled one or some of the presented ads, few participants recalled seeing most or all of the presented ads during the campaign.
- Reactions to the various individual ads were mostly neutral to positive, though almost all participants, regardless of audience or region, came away adequately informed of when, where and the ways to register and vote.
- Ads from the registration phase of the campaign were positively received and well-understood, though many participants did not understand why registering to vote is important.
- The VIC ads were very well-understood by participants across groups. Understanding of these ads was supported by strong awareness of the VIC in the first place. One specific VIC ad depicting an Indigenous woman holding the VIC was very well-received by Indigenous participants, who appreciated seeing an Indigenous person depicted.
- In general, participants understood the general message of the ads informing them about early voting options, but some of the ads were found to be complicated or hard to follow.
- Election day ads were seen as informative, and participants usually understood the messaging about finding information on when and where to vote and remembering to bring ID.
- Ads aimed specifically at youth were met with mixed reactions. While some were seen to be attention-grabbing and clear in their messaging, the humour in these ads did not always hit the mark with youth participants, and sometimes their legitimate or official nature was questioned.
- Social media posts aimed at explaining how Elections Canada safeguards the integrity of the vote and at correcting inaccurate information about the electoral process did stand out from the other ads, though overall reaction to and comprehension of these posts was mixed. Many initially reacted with confusion due to their own confidence in, or lack of concern about, electoral integrity. In these cases, the ad itself led to skepticism, confusion about the ad’s intent or purpose, and questions about the rigour of the electoral process. Others—often those aware of some of the misinformation examples addressed in the posts—felt they were helpful and that it was important for Elections Canada to try to dispel misinformation.

## **Accessibility and languages**

### *Accessibility*

- For electors with disabilities, most were aware that Elections Canada provides accommodations and accessibility tools and services to electors. However, despite this general awareness, most were surprised as to the extent of the specific tools and services available that were mentioned in the advertisements, often because they had not seen these options publicized anywhere. One ad, illustrated with a photograph of a voter in a wheelchair, received a mix of reactions. Among some participants, especially those in interviews, this ad was well-received for its positive depiction of a person with a disability receiving support while voting, but it did not always resonate with the voting experiences of participants.
- Prior knowledge of accommodations, tools and services provided by Elections Canada included accessible polling places (e.g. equipped with elevators, ramps, extra space), voting by mail and, to a lesser extent, onsite assistance. While some participants were aware of this service, several participants were surprised to learn that onsite assistance was available.
- Several electors encountered issues with the accessibility of polling places while voting; these participants included persons with disabilities, older participants, and those with mobility concerns. The accessibility issues raised included limited space for a walker in the voting booth, the distance from parking to the registration area at the polling place and to their specific polling station, and a lack of chairs or places to sit while waiting.

### *Languages*

- Having the option to cast your vote and be served in your official language of choice (English or French) was extremely important to participants living in official language minority communities.
- Asked whether they were satisfied with their voting experience, no one raised any concerns. Participants elaborated that they were served in their preferred official language throughout the electoral process, including in communications informing them of when, where and the ways to vote as well as by the staff at the polling place.
  - Francophones, both in and outside Quebec, were very satisfied with the language used in the communications they received and digested, as well as by the staff at the polling place. There were also no concerns about translation.
- While most participants were not aware that Elections Canada offers materials in many languages other than English or French, the vast majority did feel it was important for Elections Canada to do. New Canadians felt that offering information in other languages is more welcoming and an extra encouragement to vote. Indigenous participants felt that offering information in Indigenous languages is important for reconciliation and a demonstration of goodwill.

## Trust, integrity and security

- While some participants had heard some misinformation, including examples addressed in the ads, virtually no one had heard false information about when, where and the ways to vote. Most participants did not believe false information about voting and elections is a problem in Canada, nor did they believe that the spread of false information had an impact on the outcome of this election.
  - Participants largely felt that Elections Canada was responsible for correcting false information about the election process. Some also placed responsibility with the Government of Canada.
- Across all audiences and most regions, there was a high level of trust in Elections Canada, as most participants felt that Elections Canada ran the election fairly.
- Regardless of whether they trusted or questioned the fairness of the election or Elections Canada, participants felt that greater transparency about the agency's role, purpose and process (including public awareness and education about casting ballots, how votes are counted, audited, etc.) for running fair elections could only increase confidence in the validity and rigour of running elections.
- While some participants had heard about allegations of foreign interference in Canadian elections, such as from China, India and Russia, few were concerned about what they had heard or felt any such interference had an impact on this election.
- What some felt had an impact on the outcome of the election was the prominence of US President Donald Trump and the state of Canada–US relations in the discourse around the election.
- In terms of information sources, those who keep themselves informed on current events and politics tended to rely on a variety of sources of information, including certain media outlets (such as CBC, BBC, the Associated Press, and Al Jazeera) and social media (such as Reddit, YouTube, TikTok, Instagram and Facebook).
  - To assess the credibility and accuracy of the information, participants explained they seek multiple sources and divergent views, validate the source of the information and when it was published or released, and rely on the perspectives of others (including contacts, friends and family) to corroborate or refute something they have read.

## Contract details and neutrality certificate

Research firm: Earnscliffe Strategy Group (Earnscliffe)  
Contract number: CW2362237

Contract value: \$163,820.85

Contract award date: May 23, 2024

I hereby certify as a representative of Earnscliffe Strategy Group that the final deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed:

Date: June 27, 2025

A handwritten signature in black ink, appearing to read 'Stephanie Constable', written in a cursive style.

Stephanie Constable  
Principal, Earnscliffe

## Introduction

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Elections Canada summarizing the results of qualitative research aimed at gathering information on perceptions of the electoral process and Elections Canada; reasons for voting or not voting; voting experiences; media consumption and sources; and electors' opinions and understanding of the Voter Information Campaign for the 45th general election in Canada.

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## Methodology

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Detailed findings from this research are presented in subsequent sections of this report. Appended to this report are a detailed methodology report (Appendix A), the recruitment screener (Appendix B), the discussion guide (Appendix C), and images of the advertising materials shown to participants (Appendix D).

## About this report

The following report presents the analysis of qualitative research conducted to gather information on perceptions of the electoral process and EC; reasons for voting or not voting; voting experiences; media consumption and sources; and electors' opinions and understanding of the Voter Information Campaign for the 45th general election (GE45). The results of the qualitative results provide the nuance to understand how and by what those views are informed.

The qualitative findings, except where specifically identified, represent the combined results across the target audiences. Quotations used throughout the report were selected in order to bring the analysis to life and provide typical verbatim commentary from participants across the various groups; some quotations have been lightly edited for grammar and brevity. Details about the focus group methodology, sampling and design approach may be found in Appendix A. A

glossary of terms that explains the generalizations and interpretations of qualitative terms used throughout this report can also be found in the Detailed Methodology Report in Appendix A.

## Detailed findings

This report details the findings of the qualitative research undertaken by Earnscliffe Strategy Group (Earnscliffe) on behalf of Elections Canada to gather information on perceptions of the electoral process and EC, reasons for voting or not voting, voting experiences, media consumption and sources, and electors' opinions and understanding of the Voter Information Campaign for the 45th general election.

### Voting experience and impressions

Focus groups and interviews began with a general discussion about participants' experiences and impressions of voting in the 45th general election (GE45) held on April 28, 2025. Excluding the groups held with non-voters specifically, the vast majority of participants indicated that they voted in GE45.

#### Ways of voting

Most participants who voted did so in person at a polling station on election day. The main reason for choosing this way of voting was out of a sense of routine. Several participants indicated that they usually vote together as a family on election day. Other reasons for choosing to vote at a polling station on election day included having a polling station close to home or work, needing the time to come to a decision about who to vote for, and a desire to connect with other members of the community while voting.

*I did in person because it was easy. There's a school right next to my house that I can walk over to and vote. And I just walked home.*  
—Calgary, youth 18 to 24

*Honestly, it's because my parents did it all the time on the last day.*  
—Montreal, youth 18 to 24 (Earnscliffe translation)

For several participants, voting on election day was easiest because they were able to arrange a ride to the polling station with family or through their community; participants who mentioned this included First Nations electors living on a reserve, persons with disabilities who did not drive, others who did not drive and those living in rural areas.

Several participants voted in person at advance polls. Those who chose this method explained that it fit better into their work and travel schedules, especially because there were weekend options. Others wanted to beat the crowds or felt that there was no reason to wait since they had already made up their minds about the candidates.

*I came to Canada as an international student, so I had quite a journey from student to worker to immigrant to a citizen, and then it was my first ever time voting... just to get that unique experience, and having the*

*chance to voice my own voice, was the reason I chose to vote in advance.*

—Vancouver, new Canadian

*On election day, I had an action-packed day, and I didn't want to not have a chance to go, so I went early.*

—Ontario, Indigenous person

Few participants voted by mail, but those who chose this option found that it fit better with their work and travel schedules. While not the majority, many were aware that voting by mail was an option, mainly having seen it in voter information materials. Most did not know they could vote by mail or were only vaguely aware that it might be an option. A few participants mentioned barriers to voting by mail, which included concerns about the reliability of mail delivery and a lack of easy access to a post office or post box.

*I voted by mail because I wasn't going to be there on election day, so I voted by mail in advance.*

—Montreal, youth 18 to 24 (Earnscliffe translation)

*You have to do it so far in advance... if they don't receive it, it doesn't get counted.*

—Vancouver, Indigenous person

*I thought that was an option during the pandemic, but I didn't know it was an option just in general.*

—Ontario, Indigenous person

Few participants said they voted at a local Elections Canada office before election day and, in fact, only a handful were aware that it was an option. Many did not understand the difference between an Elections Canada office and a polling station or did not realize there was a separate local office where they could vote.

*To beat the rush, there was a, what do you call it? Not an advance poll. It was the election office that was setting up in a mall. And I just figured I would get it out of the way.*

—Eastern Canada, person with a disability

Lastly, just one participant voted at a voting location hosted on a university campus.

## **Non-voting**

Participants who did not vote in GE45 were invited to share their reasons for not voting. Often, and particularly among non-voters in Halifax, these reasons related to disengagement or disillusionment with politics or a sense that their vote would not make a difference. Some did not follow the election or felt they were not sufficiently informed to cast a vote. Several intended to vote but got too busy or distracted on election day, and some just did not have a specific reason. A few participants said they did not vote because they did not receive their VIC and thought they needed it to vote. In some instances, participants related anecdotes about

acquaintances being turned away from polling stations because they did not have a VIC with them; these stories were particularly prevalent among Indigenous participants.

*It's the same thing over and over and over, a bunch of lies just to get your vote.*

—Halifax, non-voter

*I felt like it was a lose-lose situation, either way.*

—Halifax, non-voter

*I found it just got overwhelming, because on any social media platform, it was all hate... It divided families, friendships, and it felt like the divide was starting to get to me.*

—Halifax, non-voter

*I've just never actually voted since I've been 18, ever... I've always felt that one small person isn't going to make a difference, and then life gets busy, life gets in the way.*

—Calgary, non-voter

## Voting experiences

Among those who voted, the experience of voting in GE45 was widely described as extremely easy, convenient and smooth. Polling stations, both on advance and election days, were described by most as very well-organized. Staff were noted to be friendly, courteous and helpful. Participants also generally found their polling stations well-signed and accessible, though a few participants did encounter some accessibility issues.

Most in-person election day voters noted that lineups and wait times were minimal or non-existent when they voted; they frequently described being in and out in a matter of minutes. Even among the few who did not receive or have their VIC on hand, voting with the required ID on election day was still a fast and easy process. Voting by mail was also described as easy and there were no complaints among those who selected this option. For the most part, participants who had voted before did not note any significant changes to the voting process or their voting experience compared to other federal elections. First-time voters felt the process was as expected, or even easier than anticipated. Several participants mentioned the social aspect of voting with their neighbours. Some in Nova Scotia and Ontario had also voted in recent provincial elections, often using the same polling places staffed with the same people, which enhanced the social aspect of the experience. For Indigenous voters living on reserve, the social aspect of voting was also important as an opportunity to connect with other members of the community.

*I'm glad that I went in person, because I actually saw the setup and everything... that was a good experience.*

—Vancouver, new Canadian

*It went really, really well. I was probably in and out... about five minutes. But the neat thing is, either your neighbors or your friends are voting also, so it took me about a half hour to get out of there.*

—*Western and Northern Canada, person with a disability*

*I was expecting a longer queue or something... But there was nobody there, and it just took me like 10 minutes.*

—*Vancouver, new Canadian*

*When I got there, most people were already scratched off the list because my neighborhood voted with the advanced (sic) polls. So our table was empty... I walked in and out as quickly as I could vote.*

—*Ontario, Indigenous person*

Few barriers or issues were raised by a handful of participants, usually related to accessibility. Complaints included long lineups, discomfort voting in a shopping mall, physical barriers like locked doors or long distances from the parking lot, and wayfinding difficulties due to confusing or missing signage. Difficulty accessing transportation was also a common theme. The issue of accessibility is explored in more depth later in this report.

*The fact that I had to write in the name, and I've got a tremor, and so when I write it, it's not so easy for me to write perfectly and legibly... we live in such an electronic world now, why can't it all be done on a computer?*

—*Toronto, person with a disability*

*The (reserve) that we have out here, there's not a single voter station out there. They're all in town. So anybody out on the (reserve) actually has to travel into town to churches and libraries.*

—*Ontario, Indigenous person*

*I've had people in my area show up with two pieces of ID as well as a piece of mail without their voter card and have actually been turned away from voting.*

—*Ontario, Indigenous person*

Advance poll voters were often surprised that there were long lineups and wait times at the advance polls. In some instances, participants additionally remarked that the longer waits may have been due to high turnout for GE45.

Those who voted at an Elections Canada office noted that they were required to write their preferred candidate's name; while those who voted this way were able to do this successfully, they felt it could pose a potential barrier to voting. Writing the preferred candidate's name on the ballot was also mentioned by the participant who voted on campus; this participant also noted that the campus voting locations provided the means to research candidates' names.

*I think I would have liked a little clearer information about which representative I'm looking for... they were able to pull up a list so that I could choose the person that I knew I wanted to vote for, but then I had to make sure I had the spelling exactly correct.*

—*Eastern Canada, person with a disability*

## Being informed on when, where and the ways to vote

For each federal election, Elections Canada mails each registered elector a personalized voter information card (VIC) to serve as a notice of registration and to inform them of their available voting options, times and locations. Most participants in groups and interviews received the VIC and felt that they had received it at the right time during the election period, in enough time to vote for GE45. There were some participants who felt they received their VIC a little later than anticipated or desired, with some receiving it the day before advance polls were to open, and others after advance polls had closed; this came up more often among voting and non-voting participants in Halifax. Among those who did not recall receiving their VIC, many admitted to not checking their mail regularly, or noted that someone else in the household was responsible for checking the mail.

*I thought it was later for this election... by the time I did get it, I was starting to wonder if I should reach out to someone.*

—Halifax, general population

*It seemed like it showed up probably a little bit later than I wanted it to.*

—Ontario, Indigenous person

*I moved about a year and a half ago, and I've had to update my address with the CRA three times, and still my voter card did not come... after I put in a certain amount of effort, I was like, it's not worth it to try and figure out where I'm going to vote or who I'm going to vote for.*

—Halifax, non-voter

*I think I got it too early, if any... I got it so early I had to put it on a bulletin board... we couldn't find them at one point.*

—Calgary, youth 18 to 24

The overwhelming majority of electors felt they were adequately informed about when, where and the ways to vote. The VIC was highly familiar, seen in a very positive light, and generally described as very informative and clear. While the VIC was a critical source of information for many, those who did not receive their VIC still found they were able to get the information they needed through other channels.

A few participants said they looked for information about voting beyond the VIC, usually by a general online search that led them to the Elections Canada website or by going to the website directly. For Indigenous electors living on reserves and some others in rural or remote areas, information disseminated by their band or community was also helpful. Most often, participants who looked for information were trying to confirm where their polling station was located; other information that individual participants looked for included details on mail-in ballots, information about advance polls and checking for ID requirements.

*I ended up looking up the information because I hadn't received the voter card... I just wanted to see for the area I was in where to go to vote.*

—Halifax, general population

*Even though I had my card, I had to look up exactly where it was... I had no idea where the building was.*

*—Eastern Canada, person with a disability*

*One thing that I was looking for that seemed to be hidden was voting by mail. I would have preferred that option a lot better, and when I finally did find it, it was already too late.*

*—Western and Northern Canada, person with a disability*

## Review of the Voter Information Campaign

The focus group and interview conversations also explored participants' reactions to different elements of the Voter Information Campaign. Participants were presented with a mix of four advertisements that varied for each audience, taken from a broader selection of print (newspaper), social media, video, television and radio ads.

The bulk of the presented ads related to the core information campaign aimed at informing electors on when, where and the ways to register and vote in the election. This component of the campaign ran in various media and was conducted in four phases during the election period: the registration (Reg), voter information card (VIC), early voting options (EVO), and election day (ED) phases. These ads used the "It's Our Vote" slogan, visuals and messaging, which were also used in the 43rd and 44th general elections and which had been previously assessed post-campaign.

Other presented ads using the existing design carried complementary messages aimed at recruiting staff to work in the election and at informing electors on how Elections Canada makes voting accessible.

Another set of presented ads and social media posts came from a new online-only component of the information campaign aimed at informing electors on how Elections Canada safeguards the integrity of the vote or at correcting inaccurate or misleading information about voting that was circulating online in and around GE45. These used a similar design and language as the core campaign but with different key messages, such as encouraging electors to get accurate information from Elections Canada's *ElectoFacts* website. Some social media messages were created during the election campaign to counter specific inaccurate information that was circulating in the environment, and therefore could not be pre-tested ahead of the election.

Lastly, a selection of online ads aimed at young electors were presented only in the focus groups with youth. These ads had a different design and messaging emphasizing the ease of registering and voting in the election. They had been newly developed for GE45 and pre-tested prior to the election, but not yet assessed post-campaign.

This section of the report discusses participant responses to the campaign overall; a brief discussion of individual ads follows.

### **General perceptions and recall**

For the most part, reaction to the various individual ads was neutral to positive, and participants found most ads to be clear and easy to understand. Most participants felt the information campaign was aimed at all voters or at first-time voters, but there were some differences in opinion around the topic of intended audience. One notable distinction was among participants who saw ads related to accessibility; most felt these were specifically aimed at voters with disabilities or those who may be assisting voters with disabilities. Almost all participants, regardless of audience or region, felt the ads for each phase of the core campaign (i.e. registration, voter information card, early voting and election day ads) were effective at conveying information about when, where and the ways to vote, as well as more specific information relevant at each phase.

*It seems that they want to convey to us that it's easy.*

—Montreal, general population (Earnscliffe translation)

*I feel it's more targeted to immigration... Just the whole demographic, the people that they use in these ads too, they just don't scream typical Canadians.*

—Ontario, Indigenous person

*I think it'd be more for the older voters. The younger voters, it's like, "Squirrel!" – and they're off to something else, and you can't blame them... there's really nothing in it to show how important it is.*

—Western and Northern Canada, person with a disability

The social media posts about election safeguards stood out from others in tone and message, and reactions to these ads were mainly a mix of confusion and skepticism, especially when participants were not familiar with the issue the post was intended to address. While participants recognized the main message of these social media posts was different than the other ads, they were often somewhat confused about what the safeguard posts were trying to convey. For some, this confusion led to skepticism about the intent of the posts. For participants who were unconcerned about or unaware of potential electoral integrity issues, the posts led to questions or even negativity about the rigour of the electoral process. Some participants—especially those who were aware of the misinformation examples addressed in the ads—felt the safeguard social media posts were helpful and that it was important for Elections Canada to address misinformation.

*I wish they would... write the correct information simply, and then the link... they could write what's true underneath, because some people just might not bother with the link.*

—Calgary, youth aged 18 to 24

*I never had any doubt that there was something bad... but I guess it's good for people who are stressed or paranoid about it.*

—Montreal, general population (Earnscliffe translation)

*Why do you have to put that in there? Why do we need this ad? Who are you trying to convince?*

—Calgary, non-voter

*I do appreciate them having a hub where we can fact-check stuff... but honestly it looks low budget. That feels like a red flag.*

—Vancouver, Indigenous person

*I didn't know there was a rumour started online that someone was stealing ballot boxes... I don't have context to it. I do have to say my first impression when I saw it, I thought it was like someone loading groceries into the back of a SUV.*

—Ontario, Indigenous person

*It'd make me kind of a little bit more suspicious... it gets me thinking, well, how safe actually are our ballot boxes?*

—Ontario, Indigenous person

Some participants, including non-voters, questioned the necessity of Elections Canada ads in general, on the basis that the ads were not telling them anything new.

Within focus groups and interviews, very few participants recalled seeing any of the ads they were specifically shown, though some could remember seeing other ads related to the election. Television and radio ads tended to generate more recall than other types of ads; participants often volunteered that they block ads or skip ads as much as possible on all platforms and media. Some participants, including two participants who were Indigenous persons living on reserve, noted that they do not use social media, and therefore had no opportunity to see many of the ads shown to them.

## Reactions to individual campaign materials

Elections Canada ran a core voter information campaign for GE45, with advertising, social media posts and other information products designed to inform electors about several specific topics including registration, the VIC, early voting options and election day voting. This core campaign was complemented by several additional campaigns including worker recruitment, youth, and electoral integrity. A selection of campaign advertising was shown to focus group and interview participants in this study. In total, 30 different advertising pieces were shown to participants of this study; any individual participant only saw four of the 30 ads.

Participants' responses to the materials are discussed below. Please refer to Appendix D: GE45 advertising materials for representations of each ad.

### Registration

These ads ran early in the election period (i.e. within the first two weeks). In general, most participants clearly understood that the ads were informing them about the steps to register to vote.

While the message of these ads was very clear in most groups, several participants across different groups were not convinced that registering to vote was an important step. Because most participants received correct VICs well in advance of election day, and because most had voted in previous federal elections, their knowledge of the registration process was limited.

Some felt it was illogical when ads had calls to action for those who were not registered, because they did not think someone would know if they were not registered. Participants were also generally aware that voters could register on election day with correct ID, which made them wonder at the purpose of registering in advance.

Beyond these general reactions to the registration ads as a whole, responses to individual ads varied based on content and format.

#### *Social media static post—Reg*

This social media post was shown to Group 11 (Ontario, Indigenous peoples). The post provides information on registering to vote and includes a photo of a man holding an ID card and looking at a laptop.

Reaction to this ad was mostly negative. Participants found it visually unappealing and did not feel that it would make them stop to read further. Some found it difficult to parse what the ad was communicating to them. Many participants in the group interpreted the ad as being aimed at new Canadians, mainly due to the appearance of the character holding the ID card. Several participants suggested without prompting that a visibly Indigenous individual would make the ad more appealing and effective for them.

#### *TV—Reg/VIC*

This television ad was shown to Group 6 (Toronto, persons with a disability), Group 9 (Vancouver, Indigenous peoples), Group 12 (Eastern Canada, persons with a disability), Group 13 (Western and Northern Canada, persons with a disability) and interview participants who were persons with a disability. The ad uses text, graphics and a voiceover narration to remind electors to register to vote, mentions that they should watch for their VIC in the mail and gives information on what to do if the VIC does not arrive or is incorrect.

A majority of participants who viewed this television ad felt that it was very clear and informative. They understood that the ad was telling them about registration and the VIC, and found the information to be direct and complete. Many praised the ad for offering telephone numbers in addition to the website, making it more useful for those who do not use the internet. A handful of participants found the ad to be visually boring, with some comparing it to a PowerPoint presentation.

#### *Radio—Reg/VIC*

This radio ad was played for Group 5 (Toronto, new Canadians), and interview participants who were Indigenous peoples living on reserve. The ad's narrator reminds electors to register to vote, mentions that they should watch for their VIC in the mail and gives information on what to do if the VIC does not arrive or is incorrect.

Most participants very much appreciated this ad. It was described as short and sweet, welcoming and informative. Participants liked the tone of voice and the catchy music. They interpreted the ad as an encouragement to vote, a reminder of both the date of the election and the importance of registration and verifying your information. A couple of Indigenous interviewees living on reserve praised the availability of a phone number.

### *15-second video—Reg*

This video ad was shown to Group 10 (Vancouver, new Canadians). The ad uses graphics and images to remind electors to register, especially in specific circumstances such as a recent move or new Canadian citizenship.

What worked in this ad is that new Canadians knew that it was targeting them, and the main message that they took away was around registration. In terms of improvement, there was a sense that this format (graphics rather than people) lacks a personal touch. Additionally, the fast pace of the 15-second format without a voiceover made it difficult for some participants to keep up with the content.

### **Voter information card (VIC)**

The VIC ads and posts were deployed shortly before electors were expected to receive their VICs in the mail, in the third week of the election period. Participants clearly understood the messages in the posts and the video; general comprehension of the ads was bolstered by a strong underlying recognition of the VIC.

Reactions to the individual posts and the video were quite positive overall.

### *Social media static post—VIC*

This social media post was shown to Group 1 (Halifax, general population) and Group 4 (Montreal, general population). The post asks electors if they have received their VIC and gives instructions on what to do if it does not arrive by April 11. It is illustrated with a photo of a person holding a VIC.

This ad tested very well. Most participants described it as simple, clear and to the point. There were a variety of helpful and informative messages communicated, such as the date of the election, to check your mail for your VIC, and to confirm you are registered to vote and that your information is correct and to update it if it is not. A few participants also noticed and commented on the image of the VIC, which participants described as an important and recognizable part of the voter experience.

### *Social media static post—VIC*

This social media post was shown to interview participants who were Indigenous peoples living on a reserve. The post asks electors if they have received their VIC, and gives instructions on what to do if it does not arrive by April 11. It is illustrated with a photo of a woman holding a VIC.

The interview participants who saw this ad were very positive in their responses. They felt that both the written message and the visual cue of a person holding the VIC were clear and direct. It was meaningful for these participants to see a visibly Indigenous woman depicted in the ad; this made them feel that the ad was aimed at themselves and others in their communities.

### *15-second video—VIC*

This video ad was shown to Group 2 (Halifax, non-voters), Group 8 (Calgary, non-voters) and interview participants who were people living in OLMCs. The ad uses graphics and text to ask electors if they have received their VIC and gives instructions on what to do if it does not arrive by April 11.

This ad received more positive reactions compared to other 15-second video ads. Participants who viewed this ad described it as informative and to the point. While not viewed as exciting or attention-grabbing, there was a sense that it served its purpose and conveyed the necessary information about where, when and the ways to vote in the upcoming federal election.

### **Early voting options (EVO)**

These ads ran during the fourth week of the election period, ahead of and during advance polling days. In general, participants understood that these ads were informing them about early voting options like advance polls, Elections Canada offices and mail-in ballots, but some of the ads were perceived more positively than others:

#### *Print—EVO*

This print ad was shown to Group 1 (Halifax, general population), Group 4 (Montreal, general population) and Group 9 (Vancouver, Indigenous persons). The ad uses graphics and text to describe three early voting methods: advance polling, Elections Canada offices and mail.

Most understood that the message of the ad was to communicate the various ways to vote in advance. Some appreciated having a print option they could cut out of the newspaper to refer to later. In terms of the specific execution, some felt the layout did not make the various ways one could vote in advance very clear and recommended simply listing the ways and dates, rather than using icons. Several also remarked that the “x” on the vote at any Elections Canada office or by mail icons was a little confusing, as it could be interpreted to say that voting in these ways was not acceptable. Conversely, the “x” on the calendar icon was more readily understood as counting down the days.

#### *TV—EVO*

This 30-second television ad was shown to Group 8 (Calgary, non-voters). The ad uses text, graphics and a voiceover narration to tell electors how they can vote early through advance polling, Elections Canada offices or mail.

This ad tested very well. Participants found it to be very informative and detailed. The main messages that they took away were that they could vote in advance and that there were a number of ways to vote. They remarked on the effectiveness of the combination of the oral and visual cues, noting they could be doing something else and still grasp the ad. The availability of a website address and phone number was noted and appreciated.

#### *Radio—EVO*

This 30-second radio ad was played for Group 10 (Vancouver, new Canadians) and interview participants who were people living in OLMCs. The ad’s narrator tells electors how they can vote early through advance polling, Elections Canada offices or mail.

Consistent with the overall comments about radio ads, this one tested very well. It was described as clear and informative, though some new Canadians felt it may have had too much detail, with a lot of information packed into 30 seconds at a fast pace. One new Canadian commented that the voices were not relatable. When others agreed, there was a suggestion to use different voices (dialects) and languages.

#### *15-second video—EVO*

This 15-second video ad was shown to Group 5 (Toronto, new Canadians). The ad uses graphics and text to tell electors how they can vote early through advance polling, Elections Canada offices or mail.

This ad was described as too quick, chaotic and difficult to read, particularly because of the contrasting vibrant colours. Despite the lukewarm to negative reactions, participants did retain the date of the election, that you could vote in advance, including at an Elections Canada office, and to visit elections.ca for more information.

#### *Web banner—EVO*

This web banner ad was shown to Group 11 (Ontario, Indigenous peoples). The ad uses graphics and text to tell electors how they can vote early through advance polling, Elections Canada offices or mail.

Most participants who viewed this ad found it to be simple, clear and direct due to the bold colours and the brevity of the language. A few mentioned that they use ad blockers or otherwise ignore this type of advertising and therefore would be unlikely to see it live.

### **Election day**

Election day ads ran in the final week of the election period, after advance voting had concluded. These ads were seen as informative and participants usually understood the messaging about election day, but there were a variety of other reactions to the individual ads tested:

#### *Print—Election day*

This print ad was shown to Group 5 (Toronto, new Canadians). The ad uses graphics and text to tell electors that they can register and vote at their assigned polling station on election day.

Reaction to this ad was mixed. Some felt it was straightforward and informative, confirming eligibility and encouraging people to visit elections.ca. Others found it visually unappealing, unofficial and lacking a call to action. Those voting for the first time felt that the ad could have been a little more informative about where, when or the ways to vote.

#### *TV—Election day*

This 30-second television ad was shown to Group 1 (Halifax, general population), Group 4 (Montreal, general population), Group 11 (Ontario, Indigenous peoples) and interview

participants who were Indigenous peoples living on reserve. The ad uses text, graphics and a voiceover narration to remind electors about election day. It includes the exact date, indicates that polls will be open for 12 hours, reminds electors to bring ID and mentions the VIC.

Reactions to this television ad were mainly neutral. Most participants who viewed this ad found it clear and easy to understand that it was reminding them about election day, but some felt it was visually uninteresting. Like other television ads, it was praised for having telephone numbers at the end. One participant, who was an Indigenous person living on a reserve, felt that the speaking might be too fast for older viewers.

#### *Radio—Election day*

This 30-second radio ad was played for Group 2 (Halifax, non-voters) and Group 8 (Calgary, non-voters). The ad's narrator reminds electors about election day, with details including the exact date, that polls will be open for 12 hours, that electors should bring ID, and to see their VIC for more information.

This ad tested well with non-voters, particularly those in Calgary. They described it as pleasing and informative. The main message was interpreted as a reminder of an upcoming election and the date of the election, with helpful information about where, when and the ways to vote. The call to action was to confirm you received your VIC and, if it was not received, how to go about registering to vote. Where views diverged was with respect to the background music, which was described as uplifting by participants in Calgary and overpowering by those in Halifax.

#### *15-second video—Election day*

This 15-second video ad was shown to Group 9 (Vancouver, Indigenous peoples). The ad uses graphics and text to remind electors to find out where and when to vote, and to bring accepted ID with them.

Other than the speed of the ad, reactions were generally positive. Participants found the vibrant colours attention-grabbing and interesting. They felt all of the necessary information was found in the ad and thought the format would be great for viewing on their phones. They particularly liked the word “planning” and the concept of preparing to vote. There was a suggestion to ensure there are clickable links and phone numbers.

### **Recruitment**

The recruitment ad was part of a complementary campaign for recruiting staff for GE45, which ran for most of the election period.

#### *Print—Recruitment*

This print ad was shown to Group 2 (Halifax, non-voters), Group 10 (Vancouver, new Canadians), interview participants from OLMCs and an Indigenous participant living on a reserve. The ad uses text and graphics to encourage people to apply for elections jobs.

Those who saw the recruitment print ad had largely neutral reactions to it. While most felt it was clear and informative, some felt there may be too much writing and it could be confused with

other election advertising about how to vote. To some, the ad made the elections jobs sound appealing and worthwhile, but several felt there needed to be more information about the work, including specific dates and pay rates. Most did not feel they would be interested in applying, but some said they would consider sharing the information with someone else.

## **Election safeguards**

The social media posts about election safeguards were part of a complementary campaign that ran for the duration of the election period. In general, participants had difficulty understanding the messages in these posts.

### *Social media post—Safeguard, static 1*

This social media post was shown to Group 1 (Halifax, general population), Group 4 (Montreal, general population), Group 5 (Toronto, new Canadians), Group 6 (Toronto, persons with a disability), Group 9 (Vancouver, Indigenous peoples), Group 11 (Ontario, Indigenous peoples), Group 12 (Eastern Canada, persons with a disability) and interview participants who lived in OLMCs. The post uses factual information to address a misleading video that was being shared online, implying that election workers were tampering with ballot boxes. It includes a photo of an election worker taking a ballot box out of the back of a van.

Of all the ads shown in the study, this post was the most confusing for participants. Many of them struggled to understand what the image was showing and needed additional context to help them make sense of the message. Reactions were especially confused and/or negative from participants who were unaware of concerns or rumours about tampering with ballot boxes. The ad was clearer to the few participants who were familiar with the rumour being addressed. Provided with more context, most participants felt positively about the idea of Elections Canada addressing disinformation. However, for some participants, their initial confusion led to unease and distrust of the ad's purpose. In some cases where participants had been unaware of the rumour, the ad caused them to doubt the integrity of the ballot-counting process.

### *Social media post—Safeguard, static 2*

This social media post was shown to Group 2 (Halifax, non-voters), Group 7 (Calgary, youth 18 to 24), Group 13 (Western and Northern Canada, persons with a disability), interview participants who were persons with a disability and interview participants who were Indigenous peoples living on reserve. The post addresses a misleading rumour that ballots can only be marked in pencil by providing a link to a website with the correct information. The post is illustrated with an image of wooden blocks that say FAKE, with the KE turning to CT (to change the word to FACT).

Participants had mixed reactions to this post. In general, participants thought it was visually appealing, and they liked the illustration (Fake/Fact). However, many were confused about the context and intention of the post. They often did not understand why marking a ballot in pencil could be a problem, they were not sure what kinds of writing utensils are permitted on a ballot, they had not seen any social media posts about this topic, or they felt it was suspicious that Elections Canada would create this ad in the first place. This sentiment of confusion and unease, while common, was not as pronounced as it was for the post with the ballot box

rumour. There was more existing awareness or concern about only being able to vote with pencils among participants.

*Social media post—Safeguard, video 1*

This social media post on Instagram was shown to Group 8 (Calgary, non-voters). The post includes an animated graphic explaining how vote counting works and some safeguards in place to protect the process. The graphic is accompanied by text with more details.

While participants understood the main message of the ad—that there is a process for counting the votes and that Canadian elections cannot be rigged, consistent with the findings reported earlier—this ad raised suspicions more than it assuaged concerns. Participants felt the video was too long and not all that attention-grabbing.

*Social media post—Safeguard, video 2*

This social media post on X was shown to Group 3 (Montreal, youth 18 to 24) and Group 10 (Vancouver, new Canadians). The post includes a short video describing the security features on election ballots.

While participants, both youth and new Canadians, did wonder about the intent of the ad, especially in the context of their lack of concern around the integrity of Canadian elections, many felt that the ad was reassuring, particularly youth. New Canadians felt there was far too much information, especially for a social media ad, and wondered whether it was a training video for polling station employees.

## **Accessible services**

The accessible services ads were part of the core campaign, but intended specifically to inform electors with disabilities about accommodations and tools available to assist with voting.

*Print—Accessible services*

This print ad was shown to Group 6 (Toronto, persons with a disability), Group 12 (Eastern Canada, persons with a disability), Group 13 (Western and Northern Canada, persons with a disability) and interview participants who were persons with a disability, including one Indigenous person living on a reserve. The ad describes a selection of accessibility services and tools for electors and is illustrated with a graphic depicting a braille voting template.

Most participants who viewed this ad had positive impressions of it; they found that it was clear and informative, and they were often pleasantly surprised at the range of accessibility services described in the ad. While a few found the ad visually boring, a majority of participants felt the information was useful and thorough. When asked to describe what this ad was communicating, most mentioned accessibility and making sure everyone can vote.

Though participants had generally positive reactions to the ad, there was some disappointment expressed that accessibility services were not always easily or obviously available during their voting experience. Some participants added that they did not see this advertisement while they were voting, but they could have used some of the services or tools mentioned in the ad, like

large-grip pencils or ballots with candidate names in large print. While many participants understood that the image in the ad was a braille ballot, some did not immediately recognize it. Some participants noted that the ad did not mention many services related to mobility or physical disabilities and felt that it would be good to include information on things like closer parking, ramps and chairs for voters who need that type of support.

#### *Social media static post—Election day*

This social media post was shown to Group 6 (Toronto, persons with a disability), Group 12 (Eastern Canada, persons with a disability), Group 13 (Western and Northern Canada, persons with a disability) and interview participants who were persons with a disability. The ad directs electors to learn more about voting and accessibility tools and services. It is illustrated with a photo of a woman in a wheelchair placing a ballot into a ballot box that is being held out to her by a polling station worker.

This ad received very positive reactions from many participants who saw it. They appreciated seeing a wheelchair user depicted in the ad and felt that this image was very successful at conveying the message that Elections Canada will support voters with accessibility needs who wish to vote in person on election day. However, some participants with disabilities were more critical of this ad, noting that it did not align with their own experiences of voting or their awareness of accessibility supports at polling places. Participants focused less on the wording in the ad, but overall they felt the ad was very clear.

#### **Youth ads**

The complementary youth campaign ran for the duration of the election period. The youth participants who viewed these ads generally understood the messages in them. Some of the ads were perceived to be attention-grabbing and appealing, but others met with less enthusiasm.

#### *Social media static post—Youth reg (Choosing your major)*

This social media was shown to Group 3 (Montreal, youth 18 to 24) and Group 7 (Calgary, youth 18 to 24). The ad uses text and graphics to suggest that while choosing a major is difficult, registering to vote is easy.

Reaction to this ad was generally positive. While most youth did not feel it was all that attention-grabbing (though the yellow background was effective), they did feel the message was simple and direct: a reminder of the date of the election, an encouragement that it is easy (and important) to vote, and to register, though there was some hesitation about the need for and importance of registration. Worth noting, while most understood this ad was targeted at younger people, they did not feel it was particularly relevant to them, arguing those contemplating their majors were even younger than them. A few also noted the cliché associated with the difficulty choosing a major.

#### *15-second video—Reg (Agreeing on a show)*

This 15-second video ad was shown to Group 3 (Montreal, youth 18 to 24). The ad uses text and graphics to suggest that agreeing on a show to watch is difficult, but registering to vote is easy.

Youth participants appreciated the simplicity of the ad. While they agreed the pace was a little fast, it was described as attention-grabbing and informative. They understood it was easy to register to vote and to confirm their contact information, and that there were a number of different ways to vote.

*15-second video—Election day (Scoring tickets)*

This 15-second video ad was shown to Group 3 (Montreal, youth 18 to 24). The ad uses text and graphics to suggest that finding tickets to a sold-out show is difficult, but registering to vote is easy.

Many participants were confused by this ad because of the French translation of the term “sold out.” Participants felt the term « guichets fermées » implied the ticket booths were closed, which was confusing as it was not the same meaning and also felt outdated. In fact, as the group was trying to decipher the meaning of the term, one participant used the English phrase “sold out” to explain their interpretation (which was understood by all). Along these lines, they also felt the video lingered too long on the microphone stand visual, sacrificing valuable information time, and they found the delayed start of the music a little jarring (and not attention-grabbing). Despite these issues, participants understood that it was easy to vote and not to forget to bring valid ID. They also understood that this ad was directed at youth.

*15-second video—Reg (Choosing your major)*

This 15-second video ad was shown to Group 7 (Calgary, youth 18 to 24). The ad uses text and graphics to suggest that while choosing a major is difficult, registering to vote is easy.

Participants appreciated the vibrant colours, fast movement, and upbeat music, but not the delayed start in this ad. What they took away was the date of the election, that it is easy to vote, important to register to vote, and to update or change your address (if needed). As with the other ads about choosing a major, this did not feel all that relevant to them.

*15-second video—Election day (Early class)*

This ad was shown to Group 7 (Calgary, youth 18 to 24). The ad uses text and graphics to suggest that while getting to an early class is difficult, registering to vote is easy.

Despite the speed, this ad tested relatively well. Participants found it attention-grabbing, especially the upbeat music that they noted started right from the beginning. Unlike some of the other youth ads, they felt the comparison that waking up for an early class is hard was more relatable and humorous, especially the bunny slippers graphic used to illustrate the message.

## Accessibility

During focus groups and interviews with persons with a disability, part of the discussion centred on the topic of the accessibility of the voting process.

Among electors with disabilities, most were aware that Elections Canada offers a range of accommodations, accessibility tools and services to electors. Participants often recalled being aware of or using mobility-related accommodations at the polling place, like elevators, ramps, accessible parking spaces, extra space, chairs and on-site assistance. A few participants mentioned seeing a secondary line for voters who needed supports like chairs or assistance with voting, though none recalled using this option themselves. Other accommodations that came up in some discussions included voting by mail. Participants who were shown the print ad about accessibility options often referred back to the items listed there, such as large-type ballots and wide-grip pencils; most were initially surprised at the extent of tools and services mentioned because they had not heard about them before.

*[The ad] Doesn't say when you go to vote. It's not something that leaps out to say if somebody needs this or that, there's no sign if you need it.*  
—Toronto, person with a disability

*I've never seen large-grip pencils there.... I don't see any Braille ballots to the side or anything like that. I've never really thought about it, but I've never seen any of that available. I've never even seen any extra people there to help you in case you did need that.*  
—Eastern Canada, person with a disability

*I wasn't aware of the details, but I assumed that they would make voting accessible for any Canadian.*  
—Western and Northern Canada, person with a disability

Some participants were not able to drive or did not have a vehicle. For these participants, transportation arrangements through family, friends or the community were an important element of an accessible voting process.

*The band, they helped in the community. I have a diabetes neuropathy in my feet, and I can't drive.*  
—Ontario, Indigenous person living on a reserve

*The city was giving away free bus rides, ferry rides and free transportation to the voting facilities. It was very easy, if I decided that I wanted to vote, to make my way there.*  
—British Columbia, Indigenous person living on a reserve

Electors who used walkers, canes and prosthetics often described mobility challenges at their chosen voting site. For example, one voter found there was limited space for a walker in the voting booth at their polling station; another encountered clutter that made it difficult to walk through an Elections Canada office. Several of these participants mentioned that the distance from parking to the polling place was difficult for them; one recalled feeling frustrated that they were not able to park near a door that was much closer to the room with the polling place. While

several participants said they were quickly offered a place to sit when they arrived at the polling place, others found that there was a lack of chairs or places to sit while waiting; this was especially difficult for those dealing with longer lines.

*Why are the boxes blocking the way? It wasn't really thought through. And my issue... I'm not in a wheelchair, it's not visibly noticeable... it's that hidden disability.*

—Eastern Canada, person with a disability

*They only had the one door from the outside, so it was walking from the parking lot through this way, but this gate would lock, so you had to go that way, then out onto the street... that's quite a long walk.*

—Toronto, person with a disability

*A lot of people find it difficult to stand in line for five, 10, or more minutes, and having a place to sit down is really important.*

—Eastern Canada, person with a disability

Another general barrier for electors with a disability was not knowing how to get support. Those whose needs were more readily visible to staff tended to receive offers of assistance quite readily, but many others simply made do, even if it was difficult to get around the polling place or stand for long periods of time. Few participants recalled seeing information on-site about accessibility services.

*I found out later on, there was a row which was accommodating the seniors. And I didn't know about that. So the person, when I entered the door, didn't let me know that. And I'm visibly disabled. I'm an above-the-knee amputee and I wear shorts all the time. So people do know.*

—British Columbia, person with a disability

*They were really helpful once they realized I needed help. But there was nothing there set up beforehand for people who had difficulties.*

—Eastern Canada, person with a disability

Some interesting accessibility suggestions came out of the focus groups and interviews. In one group, it was suggested that every polling place should have a dedicated accessible voting booth equipped with plenty of space and all of the tools one might need, so that voters would not have to request specific accommodations. Another suggestion was a drive-up voting accommodation solution that could be booked in advance. Another participant mentioned that a children's table equipped with activities would have helped them to navigate the process of voting as a person with a mobility impairment and children in tow.

*If there was an accessibility line for people with disabilities or seniors... you could also have one or two more people assisting in that line to get that line moving faster as well.*

—Western and Northern Canada, person with a disability

## Languages

Groups and interviews with new Canadians, those living in official language minority communities (OLMCs), and Indigenous peoples included discussions around Elections Canada's offerings in various languages.

### Official languages

For those living in OLMCs, having the option to cast their vote and be served in their official language of choice (English or French) was seen as important, though none of those interviewed encountered any language barriers while voting. These participants were satisfied with the service they received throughout the electoral process, including communications informing them of when, where and the ways to vote, as well as assistance from the staff at the polling stations. Francophones in general, including those in Quebec and OLMCs, were satisfied with the language used by staff and the communications they received from Elections Canada. English speakers in Quebec reported no concerns about being served in English.

*For someone to make informed choices, they need to get information in a way that they can easily understand. If they get the information in a language that they don't really understand, there might be a lot of miscommunication, and at that point they cannot make an informed decision.*

—Quebec, official language minority community member

*I was served in French... by real people who spoke French. That was good.*

—Ontario, official language minority community member

*The person that was there that day, she would switch from French to English. It made me feel comfortable, and it made my friend comfortable, so we were both comfortable, both in our languages.*

—Quebec, official language minority community member

### Non-official languages

Participants who were new Canadians were asked about tools and services in languages other than French and English. While most were not aware that Elections Canada offers materials in many languages, participants in these groups widely felt that seeing materials in their first language would feel welcoming and might encourage themselves and others they know to vote.

*I've seen ads on social media, and I've also seen on their website, there's an option to download these things in different languages.*

—Vancouver, new Canadian

*Where I live, most people, they're Korean or Chinese. So if there's language either in Korean or Chinese, that would be really helpful.*

—Toronto, new Canadian

*English is fine, but for people who do speak another language better than English, it gives you a sense of belonging.*

—Toronto, new Canadian

## Indigenous languages

Several Indigenous participants indicated that they know someone who speaks, reads or understands an Indigenous language, though few were Indigenous language users themselves. Most of these participants were positive about the idea of offering materials in Indigenous languages, even if they themselves did not need them. Some suggested that supporting Indigenous languages was important for reconciliation and could be seen as a demonstration of goodwill and an incentive to participate in the electoral process, particularly given the historical context of Indigenous voting rights in Canada.

*If I'm being frank, I think it's a matter of basic respect... We're in a time of reclamation right now, because our languages were stolen from us, and there are a lot of people that are trying to learn their languages.*

—Ontario, Indigenous person

*Just like French people in Quebec want to keep their culture, we need to work on keeping our culture. It's critical. It's part of our process of reconciliation in this country.*

—British Columbia, Indigenous person living on a reserve

Several participants mentioned that language support is much more important in remote communities, where some residents primarily use Indigenous languages.

*In northern Manitoba, all those kids didn't even speak English. They just spoke Ojibwe. And there's so many communities in northern Ontario. It's vast land. There's hundreds of reserves that literally just speak Ojibwe still today.*

—Vancouver, Indigenous person

*So all of our speakers from my community would be bilingual... however, my uncle is a doctor in fly-in communities in Northern Ontario and translation services are very important and valuable in all contexts of living with or interacting with anyone from the south.*

—Ontario, Indigenous person

Two interview participants who lived on reserves were themselves Indigenous language users who noted the importance of Indigenous language materials in their communities, especially for elders; one participant recalled seeing elections materials offered in Ojibwe in their community.

While most of the Indigenous participants in groups and interviews spoke positively about Indigenous language materials, there were a few who saw it as unnecessary, since their ancestral languages were no longer in use, or felt it was an insincere gesture from the government. Others raised concerns about the practicality of supporting Indigenous languages when there are so many dialects.

*How do you handle all the different dialects and things, working with regional people?*

*—Vancouver, Indigenous person*

## Trust, integrity and security, information/misinformation

The last portion of focus groups and interviews explored views related to trust, integrity and security, and information and misinformation in the election.

### Information sources

While most participants said they tried to keep up with current affairs and politics, some voters and many non-voters said it is not a priority for them. Participants mentioned a variety of information sources, with most leaning toward major media outlets online (such as CBC, BBC, the Associated Press and Al Jazeera) and social media (such as Reddit, YouTube, Tik Tok, X, Instagram and Facebook). A handful of participants, including those who were Indigenous living on reserves, preferred television news, either because they were not avid internet users or did not have the internet at home.

A few participants mentioned using artificial intelligence (AI) platforms to get information, like ChatGPT, Gemini and the AI summaries provided in a Google search, but they often qualified this as a preliminary step to help them find a reliable primary source of information.

*I'm not going to base my opinion on artificial intelligence, but I'm going to use it as an information tool.*

*—Montreal, general population (Earnscliffe translation)*

*I wouldn't go to chat GPT and type in, hey, what's happening with the federal election, but if I look something up on Google and then it gives me the AI summary, I'll read that.*

*—Calgary, youth 18 to 24*

*I used AI to highlight the differences between these three parties.*

*—Ontario, Indigenous person*

Participants had some different strategies to assess the credibility and accuracy of information. Some examples included reviewing multiple sources and seeking out divergent views, validating the source of information and when it was published or released, relying on the perspectives of others (including contacts, friends and family) to corroborate or refute information, or simply using specific sources they deemed to be trustworthy.

*It's hard to know whether or not the information you're getting is 100% accurate... that's why I use multiple sources.*

*—Halifax, general population*

*I do get a lot of the information from my family members. It's usually something that we talk about over supper when it's comes that time of year.*

—Eastern Canada, person with a disability

*I will always look at a couple sources, because I know that their ideology is behind that... I feel like I need to do that to get both sides of the equation.*

—Calgary, non-voter

## **Misinformation**

Virtually no one recalled hearing false information about when, where and the ways to vote during the election. Those who did have concerns about misinformation sometimes mentioned it in relation to politics, rather than Canada's electoral process. Another frequent theme in discussions of disinformation was AI.

While some participants had heard some election-related misinformation or had general concerns about the potential for misinformation, including examples of rumours addressed in the safeguard social media posts, most participants did not feel that false information about voting and elections is a problem in Canada, nor did they believe the spread of false information had an impact on the outcome on this election.

*I don't think I saw any false information so much. I did see some like phishing scams that were trying to be like "click here to vote to go do online voting for the next election."*

—Nova Scotia, person with a disability

*I find it very hard to find the real information, because with AI out there, there's a lot of misinformation.*

—Western and Northern Canada, person with a disability

*Sometimes an ad catches my eye. I like to read through the comments... I look for a consensus with a lot of what people are agreeing on. Sometimes people tell you in the comments, it's AI, it's fake.*

—Ontario, person with a disability

Some participants felt Elections Canada was responsible for correcting false information, and some felt that the Government of Canada more generally should be responsible. Several felt that media outlets and social media platforms themselves should also bear responsibility for correcting false information that is shared through them. While views of the execution of some of the safeguard social media posts were mixed (as outlined above), for most, the intent behind those posts was well-received and welcome.

While some participants had heard of allegations of foreign interference in Canadian elections, few were concerned about what they had heard or felt any such interference had an impact on this election. A few mentioned that they had heard about specific issues like bot farms and influence over Canadian politicians. Participants who had heard about foreign interference often

mentioned China, India, Russia and the United States as potential sources. While participants were steered away from discussing political topics, in most groups and in many interviews, participants said they felt that Canada–US relations, tariffs and US President Donald Trump had an impact on the discourse around the election.

*Of course, we've been accusing China and India of that for the last decade. Do I think it's happening? No.*

*—British Columbia, person with a disability*

*You have misinformation everywhere. People from China and Russia putting fake ads up all over Facebook and Instagram. And it's a problem.*

*—Quebec, official language minority community member*

### **Trust, integrity and security**

Across most audiences and regions, there was a high level of trust in Elections Canada; trust was somewhat lower among non-voters. Most participants felt that Elections Canada ran the election fairly. When asked why they trusted the election results and Elections Canada, many participants seemed to feel that Canadian elections are innately fair and valid simply by virtue of being Canadian, often noting that other parts of the world do not enjoy fair elections. Others cited details about the election process, like vote counting and recount procedures, as evidence that the Canadian system is run fairly.

*I've never seen any reason to believe that anything's being done in an unfair manner. Nobody's taking votes and dumping them in the river.*

*—Alberta, person with a disability*

*Votes are counted in front of other people, and there are scrutineers that can go and look at the votes themselves... it would take a number of people to all agree to throw an election.*

*—Halifax, general population*

*Yeah, it's fair... we still use the ballot and not the machines like in the US. So this is fair as it can be.*

*—Halifax, non-voter*

*How well-organized it is, it inspires confidence... It's very well-structured... Then secondly, the government and the country. You feel a certain protection.*

*—Montreal, youth 18 to 24 (Earnscliffe translation)*

A few participants were more skeptical of Elections Canada's independence and neutrality because it is an agency of the Government of Canada; these electors were often non-voters and this sentiment seemed to be more prominent in the Halifax group.

*I feel like whoever's in power comes with us, regardless of whether they're separate entities. I just feel like they're [Elections Canada] part and parcel there [with the government].*

—Halifax, non-voter

*I'm just very skeptical in regards to the media and the government in general. I don't trust them to do anything fairly or correctly.*

—Eastern Canada, person with a disability

Regardless of their perceptions of electoral fairness or Elections Canada as an entity, many participants felt that greater transparency of the agency's role, purpose and process (including public awareness and education about casting ballots, how votes are counted and audited, etc.) for running fair elections could only increase confidence in the validity and rigour of Canada's federal elections.

*I understand there are a lot of videos, and there is information... But what can they do to increase people's awareness of the fact they have those kinds of videos, and drive you to their website to go look at those?*

—Vancouver, Indigenous person

## Conclusions

Electors in all regions of Canada reported mainly positive experiences of voting in GE45. Voting was widely seen as a quick and simple process facilitated by helpful staff and useful resources. For most of those who had voted previously, GE45 was business as usual, and for first-time voters, casting their first ballot was a happy occasion and well in line with expectations. For many, voting took mere minutes to complete, and even when voters encountered a wait or a complication, these were usually seen as trivial.

With full credit to on-site staff and procedures, electors also had largely positive experiences because they were well-informed about when, where and the ways to vote. The voter information card was universally familiar to electors and served as the main reference for most. While some individual advertising materials generated more positive reactions than others, taken as a whole, the voter information campaign for GE45 was widely seen as clear, informative, easy to understand and thorough. Truly negative or deeply critical responses to the ad materials were few and far between.

With most enjoying a rather seamless experience with GE45, Canadian electors are also widely trusting of Elections Canada and highly confident in the integrity of Canadian federal elections.

When electors did encounter issues, most were personal or local, rather than widely systemic. However, a pattern seemed to emerge from the experiences of electors with disabilities who participated in this study, particularly where mobility is concerned. Many of these electors found the accessibility at polling places to be an issue, and they often faced difficulty receiving help and accommodation. Most study participants, including those with a disability, had low awareness of Elections Canada's accessibility services, and many found that accessibility tools and services were not visibly advertised on premises at polling places. While Elections Canada has rigorous accessibility standards in place, fine-tuning may be needed to ensure that polling places everywhere are in line with those expectations.

Indigenous electors who participated in the study often expressed mixed feelings about the voting process. Several mentioned that members of their communities tend to have feelings of mistrust around voting, due to the historical context of disenfranchisement and general unease with government. However, some saw their own votes as a direct demonstration of Indigenous voting rights, and their experiences of voting in GE45, like other study participants, were widely positive. Elections Canada's materials and services in Indigenous languages were seen as a respectful effort toward reconciliation. Insights shared by Indigenous participants in this study suggest that ongoing and open dialogue about these issues is both welcome and essential.

## Appendix A: Detailed methodology report

To meet the research objectives, Earnscliffe conducted qualitative research consisting of 13 focus groups and 15 in-depth interviews. The target audience for the research included electors from across Canada with an emphasis on specific sub-groups: Indigenous electors, youth, new Canadians, electors with disabilities and electors who are part of official language minority communities (OLMCs).

### Focus groups

Earnscliffe conducted 10 focus groups in person with participants in key cities across Canada: Halifax, Nova Scotia; Montreal, Quebec (in French); Toronto, Ontario; Calgary, Alberta; and Vancouver, British Columbia. Additionally, Earnscliffe conducted three focus groups online with participants: one with participants from across Ontario in English, one with participants from Eastern Canada in English and one with participants from Western and Northern Canada in English. In-person groups were facilitated by Stephanie Constable while online focus groups were facilitated by Stephanie Enns-Coulter.

For each group, Earnscliffe recruited a total of 12 participants. Recruited participants included a mix of demographics, such as age, gender, income, education and cultural backgrounds. For the groups with youth (18-24), participants included a mix of students and non-students

Each focus group was approximately 90 minutes in length. Each group had between eight and 10 participants, for a total of 124 focus group participants. Participants were given an honorarium of between \$115 and \$175 in appreciation of their time and to encourage full participation.

A breakdown of the focus groups by target audience and region is shown in the following tables:

Group #	Audience	Region	Time	Attendance
<b>In-person focus groups</b>				
<b>Monday, May 26, 2025</b>				
1	General population 18+	Halifax, NS (EN)	5:30 p.m. (AT)	10
2	Non-voters	Halifax, NS (EN)	7:00 p.m. (AT)	10
<b>Tuesday, May 27, 2025</b>				
3	Youth (18–24)	Montreal, QC (FR)	5:30 p.m. (ET)	9
4	General population 18+	Montreal, QC (FR)	7:00 p.m. (ET)	10
<b>Wednesday, May 28, 2025</b>				
5	New Canadians	Toronto, ON (EN)	5:30 p.m. (ET)	10
6	Persons with a disability	Toronto, ON (EN)	7:00 p.m. (ET)	10
<b>Monday, June 2, 2025</b>				
7	Youth (18–24)	Calgary, AB (EN)	5:30 p.m. (MT)	10
8	Non-voters	Calgary, AB (EN)	7:00 p.m. (MT)	10
<b>Tuesday, June 3, 2025</b>				
9	Indigenous peoples	Vancouver, BC (EN)	5:30 p.m. (PT)	9
10	New Canadians	Vancouver, BC (EN)	7:00 p.m. (PT)	10

Group #	Audience	Region	Time	Attendance
Online focus groups				
Wednesday, June 4, 2025				
11	Persons with a disability	Eastern Canada (EN)	5:00 p.m. (ET); 6:00 p.m. (AT); 6:30 p.m. (NT)	9
Thursday, June 5, 2025				
12	Indigenous peoples	Ontario (EN)	6:00 p.m. (ET)	8
13	Persons with a disability	Western and Northern Canada (EN)	8:00 p.m. (ET and CT); 6:00 p.m. (MT); 5:00 p.m. (PT)	9

## In-depth interviews

Earnscliffe conducted 15 in-depth interviews with participants from across Canada. Interviews were based on the same discussion guide used for focus groups.

Interviews were, on average, about 45 minutes in length. Fourteen interviews were conducted online using Zoom. One participant without Internet access chose to complete the interview by telephone.<sup>1</sup> Participants were given an honorarium of \$115 to \$175 in appreciation of their time and to encourage full participation.

The breakdown of interviews by target audience was as follows:

In-depth interviews		
Monday, May 26, 2025, to Friday, June 13, 2025		
7 interviews	Persons with a disability	5 across Canada (EN) 2 in Quebec (FR)
3 interviews	Indigenous peoples who live on reserve	3 across Canada (EN)
5 interviews	People who live in OLMCs	3 in Quebec (EN) 2 outside Quebec (FR)

Within those parameters, participants included a mix of demographics, such as age, gender, income, education and cultural backgrounds. English interviews were conducted by Stephanie Enns-Coulter; French interviews were conducted by Stephanie Constable.

## Recruitment

Participants for focus groups and interviews were recruited using a five-minute screening questionnaire (included in Appendix B). The screener contained a series of standard screening questions to ensure participants were eligible electors, i.e. Canadian citizens aged 18 and up. Additional screening questions were used to assign qualified participants to groups and

<sup>1</sup> To accommodate their participation by telephone, this participant was shown two print ads and two static social media ads. Arrangements were made to print the advertising materials for them in advance of the interview.

interviews for specific target audiences (general population, Indigenous peoples, youth aged 18–24, new Canadians, persons with a disability, non-voters and members of an OLMC).

Additionally, in each group, Earnscliffe ensured a good mix of demographics including age, gender, region, urban/rural, education, income, ethnic background and employment status.

Earnscliffe's fieldwork subcontractor, Quality Response, relied on panels and databases of Canadians; this is the approach employed most often for this type of recruitment. Quality Response reaches out to members of their database, first via email and following up with telephone calls to confirm respondent eligibility and availability.

Quality Response's database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles and other relevant criteria. Their database is constantly being updated and replenished and operates out of their own on-site telephone room in Toronto, Ontario. Potential group participants are recruited to their database via mixed-mode: following a proprietary telephone survey, online, referral, social media and print advertising. Quality Response understands the nuances of qualitative recruiting and the importance of locating qualified, interested respondents. Their recruiting is undertaken in strict accordance with the Standards for the Conduct of Government of Canada Public Opinion Research—Qualitative Research.

Reminder calls were made prior to the groups to confirm participants' intention to attend and to encourage higher rates of participation. To encourage full participation, participants were given an honorarium of between \$115 and \$175. These incentive amounts were recommended by Quality Response based on their experience recruiting these audiences, the duration of the engagement and the relative difficulty identifying such participants.

A total of 12 participants were recruited for each group (eight to 10 attended each group), and 17 participants were recruited for interviews (15 completed). All focus group participants agreed to the presence of observers and recording of the session, both during the screening process and at the beginning of the session (for those who attended). Interview participants agreed to recording the session. Arrangements were made to permit Elections Canada staff to observe focus group sessions virtually.

### A note about interpreting qualitative research results

Groups and interviews were facilitated by Stephanie Constable and Stephanie Enns-Coulter, who are both on Earnscliffe's Standing Offer for Public Opinion Research. In our experience, there is value in using multiple facilitators. The facilitators provide debriefs on their groups and interviews, including the functionality of the discussion guide; any issues relating to recruiting, turnout, or technology; and key findings, including noting instances where they were unique and where they were similar to previous sessions. Together, they discuss the findings, both on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups and before the final results are reported.

## Glossary of terms

Generalization	Interpretation
Few	Few is used when less than 10% of participants have responded with similar answers.
Several	Several is used when fewer than 20% of the participants responded with similar answers.
Some	Some is used when more than 20% but significantly fewer than 50% of participants with similar answers.
Many	Many is used when nearly 50% of participants responded with similar answers.
Majority/Plurality	Majority or plurality are used when more than 50% but fewer than 75% of the participants responded with similar answers.
Most	Most is used when more than 75% of the participants responded with similar answers.
Vast majority	Vast majority is used when nearly all participants responded with similar answers, but several had differing views.
Unanimous/Almost all	Unanimous or almost all are used when all participants gave similar answers or when the vast majority of participants gave similar answers and the remaining few declined to comment on the issue in question.

## Appendix B: Recruitment screener

### Focus group summary

- Thirteen (13) 90-minute focus groups and fifteen (15) in-depth interviews in total.
- Ten (10) 90-minute in-person groups.
  - In each region, recruit 12 (for 8–12 to show): Halifax, NS; Montreal, QC (in French); Toronto, ON; Calgary, AB; and Vancouver, BC.
- Three (3) 90-minute online groups.
  - In each region, recruit 12 (for 8–12 to show): 1 group with residents of Ontario (in English), 1 group with residents of Eastern Canada (in English) and 1 group with residents of Western and Northern Canada (in English).
- Group participants will be from the following audiences (as defined below):
  - General population 18+ (2 in person)
  - Indigenous peoples (1 in person, 1 online)
  - Youth (18–24) (2 in person)
  - New Canadians (2 in person)
  - Persons with a disability (1 in person, 2 online)
  - Non-voters (2 in person)
- Fifteen (15) 45-minute in-depth interviews with participants from the following audiences (as defined below):
  - Eight with persons with a disability
  - Three with Indigenous peoples who live on reserve
  - Four with people who live in official language minority communities across Canada (2 with English speakers in Quebec and 2 with French speakers outside Quebec)
- For online groups, participants must have high-speed internet access and a webcam.
- Also ensure a good mix of demographics (i.e. region, age, gender, income, education and cultural background), as best as possible in each group.

Group #	Audience	Region	Time
<b>In-person focus groups</b>			
<b>Monday, May 26, 2025</b>			
1	General population 18+	Halifax, NS (EN)	5:30 p.m. (AT)
2	Non-voters	Halifax, NS (EN)	7:00 p.m. (AT)
<b>Tuesday, May 27, 2025</b>			
3	Youth (18-24)	Montreal, QC (FR)	5:30 p.m. (ET)
4	General population 18+	Montreal, QC (FR)	7:00 p.m. (ET)
<b>Wednesday, May 28, 2025</b>			
5	New Canadians	Toronto, ON (EN)	5:30 p.m. (ET)
6	Persons with a disability	Toronto, ON (EN)	7:00 p.m. (ET)

Monday, June 2, 2025			
7	Youth (18–24)	Calgary, AB (EN)	5:30 p.m. (MT)
8	Non-voters	Calgary, AB (EN)	7:00 p.m. (MT)
Tuesday, June 3, 2025			
9	Indigenous peoples	Vancouver, BC (EN)	5:30 p.m. (PT)
10	New Canadians	Vancouver, BC (EN)	7:00 p.m. (PT)
Online focus groups			
Wednesday, June 4, 2025			
11	Persons with a disability	Eastern Canada (EN)	5:00 p.m. (ET); 6:00 p.m. (AT); 6:30 p.m. (NT)
Thursday, June 5, 2025			
12	Indigenous peoples	Ontario (EN)	6:00 p.m. (ET)
13	Persons with a disability	Western and Northern Canada (EN)	8:00 p.m. (ET and CT); 6:00 p.m. (MT); 5:00 p.m. (PT)
In-depth interviews			
Monday, May 26, 2025, to Friday, June 6, 2025			
7 interviews	Persons with a disability	6 across Canada (EN) 2 in Quebec (FR)	At a mutually convenient time
3 interviews	Indigenous peoples who live on reserve	3 across Canada (EN)	At a mutually convenient time
5 interviews	People who live in OLMCs	3 in Quebec (EN) 2 outside Quebec (FR)	At a mutually convenient time

Hello/Bonjour, this is \_\_\_\_\_ calling on behalf of Earnscliffe, a national public opinion research firm. Would you prefer that I continue in English or French? Préférez-vous continuer en français ou en anglais ?

Note: If at this point the respondent prefers to respond in French, then the interviewer must be able to either proceed with the interview in French or read the following statement: « Je vous remercie. Quelqu'un vous rappellera bientôt. »

We are organizing a series of discussion groups and interviews on behalf of Elections Canada. Elections Canada would like to gather your thoughts and views related to your voting experience. We are looking for people who would be willing to participate in a 90-minute in-person or online discussion group / 45-minute interview. Participants will receive an honorarium for their time. May I continue?

Yes     Continue  
No      Thank them and terminate call

Participation is voluntary. We are interested in having you share your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion, or a one-on-one interview led by a research professional. All opinions expressed will not be attributed to any specific individual within the report. The report will be publicly available on the Library and Archives Canada and Elections Canada websites within six months after the end of data collection. Views will be grouped together to ensure no particular individual can be identified. The information you provide will be administered according to the requirements of the *Privacy Act* and the *Access to Information Act*.

I would like to ask you a few questions to see if you or someone in your household qualify to participate. This will take about five minutes. May I continue?

Yes     Continue  
 No     Thank them and terminate call

**Monitoring text:**

Read to all: This call may be monitored or audio taped for quality control and evaluation purposes. Additional clarification if needed:  
 To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately.  
 To assess my (the interviewer) work for performance evaluation.  
 To ensure that the questionnaire is accurate and correct (i.e. evaluation of CATI programming and methodology—we’re asking the right questions to meet our clients’ research requirements—kind of like pre-testing).  
 If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted, or it can be used by the project manager or client to evaluate the questionnaire if they are unavailable at the time of the interview. All audio tapes are destroyed after the evaluation.

1. Are you a Canadian citizen?
 

Yes	1	
No	2	[thank them and terminate call]
Don’t know/Prefer not to answer	9	[thank them and terminate call]
  
2. Were you born in Canada?
 

Yes	1	[skip Q3]
No	2	[go to Q3]
  
3. Did you become a Canadian citizen before or after September 20, 2021?
 

Before	1	continue
After	2	qualifies as New Canadian
  
4. Which of the following age categories do you fall into? Are you...? [ensure good mix]
 

Under 18 years	1	[thank them and terminate call]
18-24 years	2	
25-34 years	3	
35-44 years	4	
45-54 years	5	
55-65 years	6	
66+ years	7	
Don’t know/Prefer not to answer	8	[thank them and terminate call]

5. Do you or does anyone in your immediate family or household work in any of the following areas?

	Yes	No
A marketing research firm, public relations firm, or advertising agency	1	2
The media (radio, television, newspapers, magazines (online or print), etc.	1	2
For a political party	1	2
For Elections Canada	1	2
A graphic design firm	1	2
For a federal, provincial, or municipal government department or agency	1	2
For a Crown corporation	1	2

If they reply “yes” to any of the above, except Elections Canada, thank them and terminate call.

6. [Ask only of those who responded they work for Elections Canada] Did you work for Elections Canada at a polling station on an advance polling day or election day during the recent federal election held on April 28th?

Yes	1	[thank them and terminate call]
No	2	continue

7. Did you vote in the most recent federal election held on April 28, 2025?

Yes	1	
No	2	
Don't know/Prefer not to answer	9	[thank them and terminate call]

For all focus groups, except groups 2 and 8, participants must have voted in the most recent federal election. For groups 2 and 8, participants must not have voted in the most recent federal election.

8. In which province or territory do you live?

<b>Eastern Canada</b>	
Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
<b>Western Canada</b>	
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
<b>Northern Canada</b>	
Nunavut	11
Northwest Territories	12
Yukon	13

Don't know/Prefer not to answer 99 [thank them and terminate call]

For the online groups with residents of:

Eastern Canada: aim for 1 from Newfoundland and Labrador, 2 from Nova Scotia, 1 from Prince Edward Island, 1 from New Brunswick, 3 from Quebec, and 4 from Ontario.

Western and Northern Canada: aim for 2 from Manitoba, 2 from Saskatchewan, 3 from Alberta, 3 from British Columbia and 1 from the territories.

For the interviews:

Aim for a good mix of region for each audience.

9. Would you describe the area in which you live as...? [ensure good mix as best possible]

Urban	1	
Suburban	2	
Rural/Remote	3	
Don't know/Prefer not to answer	9	[thank them and terminate call]

10. [For in-person groups] Do you reside in the [insert city] area?

Yes	1	
No	2	[thank them and terminate call]
Don't know/Prefer not to answer	9	

11. Which official language do you primarily speak?

English	1	
French	2	
Don't know/Prefer not to answer	9	[thank them and terminate call]

For interviews with people who live in OLMCs: 2 must be French speakers who reside in a province outside Quebec and 2 must be English speakers who reside in Quebec (outside Montreal).

12. What is your gender?

Man	1	
Woman	2	
Another gender identity	3	
Don't know/Prefer not to answer	9	[thank them and terminate call]

13. What is your current employment status?

Working full time	1
Working part time	2
Self-employed	3
Retired	4
Unemployed	5
Student	6
Other	7
Don't know/Prefer not to answer	9

14. [If student] Are you currently a student attending...?

Secondary/High school	1	
CEGEP, college, vocational or trade school	2	
University	3	
Don't know/Prefer not to answer	9	[thank them and terminate call]

Groups 3 and 7: If youth 18–24 (Q8), ensure good mix of youth who are non-post-secondary students and students in CEGEP, college, vocational or trade school, or university.

15. What is the last level of education that you have completed? [ensure good mix]

Some high school only	1	
Completed high school	2	
Some college/university	3	
Completed college/university	4	
Post-graduate studies	5	
Don't know/Prefer not to answer	9	[thank them and terminate call]

16. Are you First Nations, Métis, or Inuit?

No	0	
First Nations	1	go to Q17
Métis	2	
Inuit	3	
Don't know/Prefer not to answer	9	

17. [Only First Nations] Do you live...

On reserve	1
Off reserve	2
Don't know/Prefer not to say	9

For interviews: 3 interviewees are First Nations living on reserve. Please ensure a diversity of region across the country as best possible.

18. What is your racial or ethnic background? [Select all that apply.] [ensure a good mix]

White	1
Chinese	2
South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc.)	3
Black	4
Filipino	5
Latin American	6
Southeast Asian (e.g. Vietnamese, Cambodian, Laotian, Thai etc.)	7
Arab	8
West Asian (e.g. Iranian, Afghan, etc.)	9
Korean	10
Japanese	11
Other	77
Don't know/Prefer not to answer	99

19. Do you experience any of the following physical impairments? [Select all that apply]

Hearing impairment or hearing loss that is a partial or total inability to hear	1
Mobility impairment that impacts your ability to move around or perform tasks that require motor control and coordination	2
Vision impairment or vision loss not easily corrected with glasses or contact lenses	3
Don't know/Prefer not to answer	9

For groups (groups 6, 11 and 13) and interviews with persons with a disability, must live with one of these impairments.

20. Which of the following categories best describes your total household income; that is, the total income of all persons in your household combined, before taxes? [read list, stop when respondent provides an answer] [ensure good mix]

Under \$20,000	1
\$20,000 to under \$40,000	2
\$40,000 to under \$60,000	3
\$60,000 to under \$80,000	4
\$80,000 to under \$100,000	5
\$100,000 to under \$150,000	6
\$150,000 or more	7
Don't know/Prefer not to answer	9

21. Have you participated in a discussion group or research interview before? (If needed: A discussion group brings together a few people in order to know their opinion about a given subject. A research interview is conducted one on one to understand your opinion about a given topic.)

Yes	1	Max 4 per group
No	2	Skip to Q23 (groups); Q24 (interviews)
Don't know/Prefer not to answer	9	[thank them and terminate call]

22. When was the last time you attended a discussion group or research interview?

If within the last 6 months	1	[thank them and terminate call]
If not within the last 6 months	2	continue
Don't know/Prefer not to answer	9	[thank them and terminate call]

23. How many of these sessions have you attended in the last five years?

If 4 or less	1	continue
If 5 or more	2	[thank them and terminate call]
Don't know/Prefer not to answer	9	[thank them and terminate call]

24. [For in-person or online focus groups] Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... [read list]?

Very comfortable	1	minimum 4 and maximum 8 per group
Fairly comfortable	2	continue
Comfortable	3	continue
Not very comfortable	4	[thank them and terminate call]
Very uncomfortable	5	[thank them and terminate call]
Don't know/Prefer not to answer	9	[thank them and terminate call]

25. Sometimes participants are asked to read text or review images during the discussion. Is there any reason why you could not participate?

Yes	1	
No	2	skip to Q28
Don't know/Prefer not to answer	9	[thank them and terminate call]

26. [If yes] Is there anything we could do to ensure that you can participate?

Yes	1	
No	2	
Don't know/Prefer not to answer	9	[thank them and terminate call]

27. [If yes] What specifically? [Open end]

Interviewer to note accommodation and schedule for in-person focus group, online focus group, or interview depending on comfort and ability.

28. [For interviews] Would you prefer to do the interview by telephone or videoconference?

Telephone	1	skip to Q30
Videoconference	2	

[For online focus groups and videoconference interviews] This research will require participating in a video call online.

29. Do you have access to a desktop or laptop computer with high-speed internet which will allow you to participate in an online discussion group?

Yes	continue
No	please proceed with telephone interview

30. Does your desktop or laptop have a camera that will allow you to be visible to the moderator and other participants as part of an online discussion group?

Yes	continue
No	please proceed with telephone interview

31. I would like to invite you to participate in a focus-group discussion / interview we are conducting at [time], on [date].

It will last up to 90 minutes / 30- to 45-minutes and you will receive an incentive of [insert amount] as a thank-you for your time. Would you be willing to attend?

Yes	1	recruit
No	2	[thank them and terminate call]
Don't know/Prefer not to answer	9	[thank them and terminate call]

## PRIVACY QUESTIONS

Now, I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you have.

P1) First, we will be providing a list of respondents' first names and profiles (screener responses) to the moderator so that they can sign you into the group. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	go to P2
No	2	go to P1a

We need to provide the first names and background of the people attending the focus group because only the individuals invited are allowed in the session, and this information is necessary for verification purposes. Please be assured that this information will be kept strictly confidential. [Go to P1a]

P1a) Now that I've explained this, do I have your permission to provide your first name and profile?

Yes	1	go to P2
No	2	[thank them and terminate call]

P2) A recording of the group session will be produced for research purposes. The recordings will be used by the research professional to assist in preparing a report on the research findings.

Do you agree to be recorded for research and reporting purposes only?

Yes	1	thank them and go to P3
No	2	read info below and go to P2a

It is necessary for the research process for us to record the session as the researchers need this material to complete the report.

P2a) Now that I've explained this, do I have your permission for recording?

Yes 1 thank them and go to P3  
 No 2 [thank them and terminate call]

P3) Employees from Elections Canada may also be observing the groups.

Do you agree to be observed by Elections Canada employees?

Yes 1 thank them and go to invitation  
 No 2 go to P3a

P3a) It is standard qualitative procedure to invite clients—in this case, Elections Canada employees—to observe the groups online. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Elections Canada employees?

Yes 1 thank them and go to invitation  
 No 2 [thank them and terminate call]

## Invitation

Wonderful, you qualify to participate in one of our discussion groups / interviews. As I mentioned earlier, the group discussion will take place on [date] at [time] for up to 90 minutes; the interview will take place on [date] at [time] for 30 to 45 minutes.

Group #	Audience	Region	Time
<b>In-person focus groups</b>			
<b>Monday, May 26, 2025</b>			
1	General population 18+	Halifax, NS (EN)	5:30 p.m. (AT)
2	Non-voters	Halifax, NS (EN)	7:00 p.m. (AT)
<b>Tuesday, May 27, 2025</b>			
3	Youth (18-24)	Montreal, QC (FR)	5:30 p.m. (ET)
4	General population 18+	Montreal, QC (FR)	7:00 p.m. (ET)
<b>Wednesday, May 28, 2025</b>			
5	New Canadians	Toronto, ON (EN)	5:30 p.m. (ET)
6	Persons with a disability	Toronto, ON (EN)	7:00 p.m. (ET)
<b>Monday, June 2, 2025</b>			
7	Youth (18–24)	Calgary, AB (EN)	5:30 p.m. (MT)
8	Non-voters	Calgary, AB (EN)	7:00 p.m. (MT)
<b>Tuesday, June 3, 2025</b>			
9	Indigenous peoples	Vancouver, BC (EN)	5:30 p.m. (PT)
10	New Canadians	Vancouver, BC (EN)	7:00 p.m. (PT)

Group #	Audience	Region	Time
Online focus groups			
Wednesday, June 4, 2025			
11	Persons with a disability	Eastern Canada (EN)	5:00 p.m. (ET); 6:00 p.m. (AT); 6:30 p.m. (NT)
Thursday, June 5, 2025			
12	Indigenous peoples	Ontario (EN)	6:00 p.m. (ET)
13	Persons with a disability	Western and Northern Canada (EN)	8:00 p.m. (ET and CT); 6:00 p.m. (MT); 5:00 p.m. (PT)
In-depth interviews			
Monday, May 26, 2025, to Friday, June 6, 2025			
8 interviews	Persons with a disability	5 across Canada (EN) 2 in Quebec (FR)	At a mutually convenient time
3 interviews	Indigenous peoples who live on reserve	3 across Canada (EN)	At a mutually convenient time
4 interviews	People who live in OLMCs	3 in Quebec (EN) 2 outside Quebec (FR)	At a mutually convenient time

Can I please confirm your email address so that we can send you the address for the in-person group / the link to the online discussion group or interview?

[For in-person groups] We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking participants' identification before joining the group, so please be sure to bring ID with you (for example, a driver's license). If you require glasses for reading, make sure you bring them with you as well.

[For online groups and videoconference interviews] We ask that you log in a few minutes early to make sure you are able to connect and to test your sound (speaker and microphone). If you require glasses for reading, please make sure you have them handy.

[For any interviews by telephone] Can I please confirm the phone number our moderator can best reach you at?

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [insert phone number] at our office. Please ask for [name]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group / interview or contact you if there are any changes, can you please confirm your name and contact information for me?

First name / Last name / Email / Daytime phone number / Evening phone number

**If the respondent refuses to give their first or last name, email or phone number, please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it will be used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse, thank them and terminate call.**

## Appendix C: Discussion guide

### Introduction

#### Section time: 10 minutes/Cumulative time: 10 minutes

- Moderator introduces themselves (included pronouns), their role and the name and type of firm they work for (an independent marketing research firm).
- Thank you for attending. We value your being here.
- I would like to acknowledge that we are gathering on/I am joining from the traditional and unceded territory of the [insert appropriate] nation.
- Tonight/today, we're conducting research on behalf of Elections Canada. Elections Canada is an independent, non-partisan agency that reports directly to Parliament. They direct and supervise the conduct of elections and referendums at the federal level.
- We'll be talking about Elections Canada's information materials for electors that some of you may have seen during the recent federal election.
  - We'll also discuss your experience voting or not voting;
  - Your opinions about election integrity, information, technology, accessibility of the electoral process and Elections Canada.
  - We won't be discussing how you voted, the outcome of the election or specific parties or candidates.
- The group will last approximately 90 minutes.
- If you have a cell phone or other electronic device, please turn it off.

#### [Describe focus group]

- My job is to facilitate the discussion, keeping us on topic and on time.
- Your job is to offer your opinions. There are no right or wrong answers.
- I'd like to hear from everyone, so we have a range of opinions.
- I'll try to call on you but feel free to wave if you want to contribute.
- Let us know if you experience any barriers along the way, and we will do our best to address them.

#### [Explanations]

- Your comments will be treated in confidence.
  - Anything you say during these groups will be held in confidence.
  - We will be drafting a report, which summarizes the findings of this research but does not mention anyone by name. The final report will be available through Library and Archives Canada and on Elections Canada's website.
  - We encourage you not to provide any identifiable information about yourself.
- Your responses will in no way affect any dealings you have with Elections Canada or the Government of Canada.
- The session is being recorded to verify the feedback we receive when writing the report. The recordings remain in our possession and will not be released to anyone aside from Elections Canada.
- There are people from Elections Canada involved in this project who are observing this session. They will not participate in the session. [Include details about what this will look like online and in person].

- The purpose of observers is to oversee the research process and to hear your responses firsthand.

### **Any questions?**

[Roundtable introduction] Please tell us your first name and feel free to share your pronouns.

## **Voting experience and impressions**

**Section time: 15 minutes/Cumulative time: 25 minutes**

First, I'd like to take a few minutes to discuss your experience during the last federal election that was held on April 28, 2025.

1. [Show of hands] To start, Elections Canada understands that some people don't or can't vote for a variety of reasons and wants to hear from both non-voters and voters. Did any of you vote in the federal election?

### **For those of you who voted**

2. Which method did you use to vote? Was it in person at a polling station? By mail? [hand count]
3. When did you vote? Did you vote early or on election day? Was this at an advance polling station?

[Moderator: Early voting was from March 23, 2025, to April 22, 2025; advance polling stations April 18–21; local Elections Canada office before April 22 at 6 p.m. Other methods include at a voting location hosted on a post-secondary campus; for persons with a disability, in their home aided by an election official.]

[FOR POST-SECONDARY STUDENT GROUP]: Did anybody vote on a post-secondary campus?

4. Why did you choose your voting method (distance, convenience, necessity, scheduling, some other reason)?
  - Probe (only if needed): simplicity, ease; timing/date; distance; convenience; availability of accommodations
5. How did you find the process of voting? Why?
  - What made it easy? [note differences by vote method]
  - What made it difficult? [note differences by vote method]
6. Was this anyone's first time voting in a federal election?
  - Was the voting process what you expected?
    - Probe if needed: Did you think it would be harder? Easier?
7. For those who voted in previous federal election(s), was the process of voting this time easier, more difficult or the same? How so?

**[Non-voter group]/For those of you who didn't vote**

8. Have you ever voted in a previous election in Canada, whether federal, provincial or municipal? If so, which one(s)?

[If yes]

- How was that experience?

9. Is there any reason why you didn't vote in this recent federal election?

[Probes if not mentioned: How easy/difficult do you think it is to vote? Why? Are you interested in politics or government or both?]

10. Do you feel that voting makes a difference? Why/why not?

[Moderator: As appropriate, link negative perceptions of the voting process, feelings about politics, etc. to the reason(s) stated for not voting.]

**For everyone**

11. How many received a voter information card from Elections Canada in the mail, saying where and when you could vote? [show of hands]

- [If yes] How many of you received it before you planned to go vote? [show of hands]

- [Probe if applicable]: When did you get it? Did you have it before going to vote?

12. [Show of hands] Besides the voter information card, during the election, did anyone look for information about where, when and the ways to vote? Why or why not?

[If yes]

- What type of information were you looking for? Where did you look for it?

- Did you find the information you needed?

- At what point during the election campaign did you start looking for this kind of information?

- Did you feel well informed about where, when and the ways to vote in the election? Why or why not?

- How many of you were aware that you could vote at a local Elections Canada office? [show of hands]

## Review of information campaign materials

### Section time: 25 minutes/Cumulative time: 50 minutes

Now, we're going to talk about some advertising that ran during the recent federal election to inform Canadians on when, where and the ways to register and vote. Some of the pieces aired on TV or the radio, while others were presented on social media, the Internet or in print.

We're going to review six or seven ads from different phases of the campaign. We're going to start with ads that ran at the beginning of the election period and work our way toward election day.

[Moderator: The order of the ads is:]

- A. Working at the polls (recruitment) (1 ad)
- B. Voter registration (1 ad)
- C. Voter information card (1 ad)
- D. Early voting options (1 ad)
- E. Election day (1 ad)
- F. Trust and integrity/safeguards (1 ad)
- G. [Youth groups only]: Youth campaign (1 ad)

**Ad testing questions:** [Moderator to probe for each ad:]

- 13. What is your overall impression of this ad? Why do you say that? [probe: positive, neutral, negative impressions]
- 14. Was this ad easy to understand? Why or why not? [probe: Is anything unclear or confusing? If so, what? [probe for electors with disabilities/new Canadians groups]: Was the language clear? Easy to understand? Were the images/audio helpful?]
- 15. [For electors with disabilities group] Were you able to access descriptive videos, alternative text and/or captioning when viewing, reading or listening to this ad?
- 16. What message is this ad trying to communicate?
  - Does it communicate this message clearly? Why/why not?
- 17. [When applicable] What is the ad asking you to do? Is this clear? If not, why not?
  - [Recruitment ad] Would this ad encourage you to consider working at a polling station if you saw it at the start of the election? If not, why not? Would it interest someone you know?
  - [Safeguard ad] How did this ad make you feel about the security of the election and voting process? Why?
- 18. Thinking about the specific phase of the campaign, [moderator to remind participants of relevant phase] is there any information missing? For example, is there any information that could have been helpful to receive at this point? Why do you say that?

Next, we're going to look at the ad... [Moderator to repeat ad testing questions for each ad.]

## Overall assessment

**Section time: 5 minutes/Cumulative time: 55 minutes**

Now that we've had a chance to review specific pieces of the information campaign, I have some general questions for you about the campaign overall.

- 19. [Show of hands] Do you recall seeing/hearing any of these ads during the election period?
  - If so, where?
- 20. [New Canadians/Indigenous groups] Did you see/hear these ads in a language other than French or English?
- 21. Thinking about all the materials presented to you, do they work well together? Why or why not?
- 22. Do they give you an understanding of when, where and the ways to register and vote?

- [If no] What do you need more information about?
- 23. Who do you think is the target audience for the information campaign? Why?
- 24. [For those with disabilities] Did these ads and information pieces meet your needs? Why or why not?
  - Was there any information that you needed but did not receive?
  - Did you need to receive the information in a specific format that was not presented today?
  - Is there anything Elections Canada can do better to meet your needs?

## Accessibility and languages

### Section time: 10 minutes/Cumulative time: 65 minutes

- 25. [Electors with disabilities] Are you aware of any accessibility tools and services that Elections Canada offers for electors who might need assistance or accommodation in order to vote? [for example, sign language interpretation; assistance marking a ballot; large-print and braille lists of candidates; large-grip pencils?]
- 26. Did you see any ads or communications about these tools and services? Did you need this or look for any info?
- 27. [For electors with disabilities] Did you use any accommodation and accessibility tools and services? Why or why not?
  - [If yes] Did this help you?
  - How/where did you learn about these supports?
  - Did you use any tools or supports of your own? [if yes] why/what were they?
  - Are there other tools or services you would need from Elections Canada to facilitate voting for you?
- 28. [For electors with disabilities] Was assistance/were voting tools satisfactory in order to vote? Why or why not?
- 29. [For Indigenous electors] Do you or does anyone you know speak, read or understand any Indigenous language(s)?
  - How important is it to have information about voting available in Indigenous languages? Interpretation services when voting? Why or why not?
  - Would this affect your decision or ability to vote or not vote? Would it affect anyone you know?
- 30. [For Indigenous electors]: Are you aware of Elections Canada's materials about voting (e.g. guide, brochures, explainer videos about registration, ID, voting or working at the election) in Indigenous languages OR [Inuktitut/Inuinnaqtun]?
- 31. [For Indigenous electors]: Did you interact with elders and youth in your community or community relations officers when you went to vote?
- 32. [For Indigenous electors]: Are there any other tools or services you would need from Elections Canada to facilitate voting for you (e.g. materials in specific languages, interpreters, etc.)?
- 33. [For new Canadians] Do you speak, read or understand any language(s) other than English or French?
  - If yes: How important is it to have information about voting available in other languages?
  - Did this help you/would it help people you know?

34. [For new Canadians] Are you aware that Elections Canada offers materials in many languages (e.g. Arabic, Chinese (simplified), Gujarati, Spanish)?
35. Did you encounter any barriers to voting (physical, attitudinal, systemic), whether you voted or not? [Indigenous elector probes: Were there enough polling stations/opportunities to vote that you could get to? Was voting by mail an option?]  
If yes: What would have helped you address these barriers?
36. [For electors from official language minority communities]: In any conversations with Elections Canada officials or people working at polling stations, how important is it to you to be served in your preferred official language (English or French)? [probe: why/why not?]
  - Was the level and quality of the service you received in French/English about what you expected, better than what you expected or worse than what you expected? Why do you say that?
  - Overall, how easy or difficult do you think it is for Elections Canada to provide service in French/English in your community? Why do you say that?

## Trust, integrity and security, information/disinformation

### Section time: 10 minutes/Cumulative time: 75 minutes

1. [Show of hands] How many of you keep yourself informed on current events and politics? Why? How?
2. What information sources do you use to keep yourself informed? Why?
  - How do you know if information is credible or accurate?
  - Which sources do you consider the most credible or trustworthy and why?
  - [Probe if not mentioned] Do you use any AI tools? If so, which ones/how? [Moderator: Artificial intelligence (AI) is the use of computer systems to perform tasks or produce output normally requiring human intelligence, such as reasoning, making decisions or solving problems. For example, ChatGPT.]
3. Do you think false information about voting and elections is a problem in Canada? Why/why not? Where, what format?
  - Do you feel able to recognize false information about voting and elections? Why or why not? [moderator: connect to sources of media/information]
  - Do you think you heard/saw any false information about where, when and the ways to vote during the election? Why? [moderator: if not mentioned, which kinds of false information?]
4. Do you think the spread of false information had an impact on the outcome of the election? How so? Why?
  - Which forms of false information?
  - What kind of impact do you see? How big or small of an impact?
  - Who should be responsible for correcting false information about the election process?
  - Can you share more about why/how?
5. What have you heard in the past few years about threats of foreign interference in Canadian elections?
  - How concerned are you about what you have heard?
6. Do you trust that Elections Canada ran the election fairly (it was non-partisan/impartial)? Why/why not? [probes about Elections Canada]
  - [If no] What would help you have more trust in elections?

## Conclusion

**Section time: 5 minutes/Cumulative time: 80 minutes**

We've covered a lot tonight, and I really appreciate you taking the time to share your opinions.

7. Do you have any final thoughts about the experience of voting in a federal election?

Thank you very much for your participation. We really appreciate you taking the time to share your views. Your input is very important.

## Test materials

	<b>Audience</b>	<b>Material 1</b>	<b>Material 2</b>	<b>Material 3</b>	<b>Material 4</b>	<b>Region</b>
<b>In-person focus groups</b>						
<b>Monday, May 26, 2025</b>						
<b>1</b>	<b>General population 18+</b>	SM static post - VIC	Print - EVO	TV – Election Day	SM post – Safeguard – Static 1	Halifax, NS (EN)
<b>2</b>	<b>Non-voters</b>	15 sec. Video - VIC	Print-recruitment	Radio - Election Day	SM post – Safeguard – Static 2	Halifax, NS (EN)
<b>Tuesday, May 27, 2025</b>						
<b>3</b>	<b>Youth (18-24) non-post-secondary students</b>	Youth Campaign: 15 sec. video - REG (Agreeing on a show)	Youth Campaign: SM static post - Reg (Choosing your major)	Youth Campaign: 15 sec. video - Election Day (Scoring tickets)	SM post – Safeguard – Video 2	Montreal, QC (FR)
<b>4</b>	<b>General population 18+</b>	SM static post - VIC	Print - EVO	TV - Election Day	SM post – Safeguard – Static 1	Montreal, QC (FR)
<b>Wednesday, May 28, 2025</b>						
<b>5</b>	<b>New Canadians</b>	Radio - Reg/VIC	15 sec. Video - EVO	Print - Election Day	SM post – Safeguard – Static 1	Toronto, ON (EN)
<b>6</b>	<b>Persons with a disability</b>	TV - Reg/VIC	Print - Accessible Services	SM Static post - Election Day	SM post – Safeguard – Static 1	Toronto, ON (EN)
<b>Monday, June 2, 2025</b>						
<b>7</b>	<b>Youth (18–24) post-secondary students</b>	Youth Campaign: 15 sec. video - REG (Choosing your major)	Youth Campaign: SM static post - Reg (Choosing your major)	Youth Campaign: 15 sec. video - Election Day (Early class)	SM post – Safeguard – Static 2	Calgary, AB (EN)
<b>8</b>	Non-voters	15 sec. Video - VIC	TV - EVO	Radio - Election Day	SM post – Safeguard – Video 1	Calgary, AB (EN)
<b>Tuesday, June 3, 2025</b>						
<b>9</b>	Indigenous peoples	TV - Reg/VIC	Print - EVO	15 sec. Video - Election Day	SM post – Safeguard – Static 1	Vancouver, BC (EN)
<b>10</b>	New Canadians	15 sec. Video - REG	Radio - EVO	Print - Recruitment	SM post – Safeguard – Video 2	Vancouver, BC (EN)

<b>Online focus groups</b>						
<b>Wednesday, June 4, 2025</b>						
<b>11</b>	Persons with a disability	TV - Reg/VIC	Print - Accessible Services	SM Static post - Election Day	SM post – Safeguard – Static 1	Eastern Canada (EN)
<b>12</b>	Indigenous peoples	SM static post - REG	Web banner - EVO	TV - Election Day	SM post – Safeguard – Static 1	Ontario (EN)
<b>Thursday, June 5, 2025</b>						
<b>13</b>	Persons with a disability	TV - Reg/VIC	Print - Accessible Services	SM Static post - Election Day	SM post – Safeguard – Static 2	Western and Northern Canada (EN)
<b>In-depth interviews</b>						
<b>Monday, May 26 to Friday, June 6</b>						
<b>8 interviews</b>	Persons with a disability	TV - Reg/VIC	Print - Accessible Services	SM Static post - ED	SM post – Safeguard – Static 2	6 across Canada (EN)
<b>3 interviews</b>	Indigenous peoples who live on reserve	Radio - Reg/VIC	SM Static post - VIC	TV - Election Day	SM post – Safeguard – Static 2	3 across Canada (EN)
<b>4 interviews</b>	People who live in OLMCs	Print - Recruitment	15 sec. Video - VIC	Radio - EVO	SM post – Safeguard – Static 1	2 in Quebec (EN) 2 outside Quebec (FR)

## Appendix D: GE45 advertising materials

Test materials included a sample of Elections Canada's advertising that represented the key spots and messages from the Voter Information Campaign. The full set of advertising products can be accessed on [Elections Canada's website](#).

### Print—Recruitment

FEDERAL ELECTION / MONDAY, APRIL 28

#It'sOurVote

### Work at the election

Make a valuable contribution to democracy



Work on advance polling days and/or election day

- Variety of paid positions
- Weekend hours available
- Flexible training options

**X** It's Our Vote

Apply now at [elections.ca/jobs](https://elections.ca/jobs)

1-800-463-6868 / [elections.ca](https://elections.ca) / TTY 1-800-361-8935

Elections Canada

EC\_GEN\_ELECTION\_RECRUITMENT\_ENG\_HL\_0307\_5.indd 1

302-05-01 1:08 AM

ÉLECTION FÉDÉRALE / LE LUNDI 28 AVRIL

#CestNotreVote

### Travaillez à l'élection

Contribuez à la démocratie



Comme préposé au scrutin les jours de vote par anticipation et/ou le jour de l'élection

- Divers postes rémunérés sont offerts
- Possibilité de travailler la fin de semaine
- Options de formation souples

**X** C'est notre Vote

Postulez maintenant à [elections.ca/emplois](https://elections.ca/emplois)

1-800-463-6868 / [elections.ca](https://elections.ca) / ATS 1-800-361-8935

Elections Canada

EC\_GEN\_ELECTION\_RECRUITMENT\_FRN\_HL\_0307\_5.indd 1

302-05-01 1:08 AM

## Print—EVO

FEDERAL ELECTION / MONDAY, APRIL 28 #ItaOurVote

### There are ways you can vote early.

You can vote:



At your assigned advance polling station from Friday, April 18, to Monday, April 21, 9 a.m. to 9 p.m.



At any Elections Canada office until Tuesday, April 22, 6 p.m.



By mail - Apply by Tuesday, April 22, 6 p.m.

Check your voter information card or visit [elections.ca](http://elections.ca) for all the ways you can vote.

 Visit [elections.ca](http://elections.ca) for the official information you need to vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / TTY 1-800-361-8935 

EC\_DEN\_ELECTION\_EVO\_ENO\_13\_1354\_75.indd 1

2025-04-07 11:38 AM

ÉLECTION FÉDÉRALE / LE LUNDI 28 AVRIL #CestNotreVote

### Il y a plusieurs façons de voter d'avance.

Vous pouvez voter :



À votre bureau de vote par anticipation du vendredi 18 avril au lundi 21 avril, de 9 h à 21 h



À n'importe quel bureau d'Élections Canada d'ici le mardi 22 avril, 18 h



Par la poste - Faites votre demande d'ici le mardi 22 avril, 18 h

Consultez votre carte d'information de l'électeur ou visitez [elections.ca](http://elections.ca) pour connaître toutes les façons de voter.

 Visitez [elections.ca](http://elections.ca) pour l'information officielle sur le vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / ATS 1-800-361-8935 

EC\_DEN\_ELECTION\_EVO\_FR\_13\_1354\_75.indd 1

2025-04-07 12:43 PM

## Print—ED

FEDERAL ELECTION / MONDAY, APRIL 28 #ItsOurVote

### Are you planning to vote?

You can register and vote at your assigned polling station on election day if you:



- are a Canadian citizen
- are at least 18 years old
- prove your identity and address

 Check your voter information card or visit [elections.ca](http://elections.ca) to find out where and when you can vote.

 Visit [elections.ca](http://elections.ca) for the official information you need to vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / TTY 1-800-361-8935 

ÉLECTION FÉDÉRALE / LE LUNDI 28 AVRIL #CestNotreVote

### Prévoyez-vous voter?

Vous pouvez vous inscrire et voter à votre bureau de vote le jour de l'élection, si vous :



- êtes citoyen canadien;
- avez au moins 18 ans;
- prouvez votre identité et votre adresse.

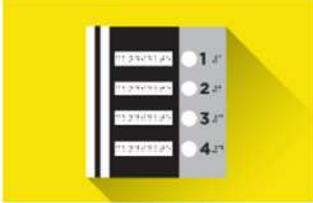
 Consultez votre carte d'information de l'électeur ou visitez [elections.ca](http://elections.ca) pour savoir où et quand voter.

 Visitez [elections.ca](http://elections.ca) pour l'information officielle sur le vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / ATS 1-800-361-8935 

## Print—Services Accessible

FEDERAL ELECTION / MONDAY, APRIL 28  #VoteYourVote

### We strive to make your vote accessible

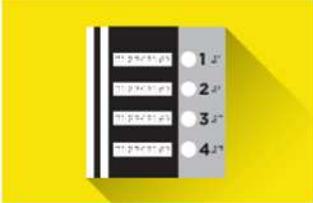


- Accessible polling stations
- Language and sign-language interpretation and other assistance (upon request in advance)
- Assistance marking your ballot
- Signature guide
- Ballot with candidate names in large print
- Tactile and braille voting template
- Magnifiers
- Large-grip pencil

 Visit [elections.ca](http://elections.ca) for the official information you need to vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / 1-800-365-8935 

ÉLECTION FÉDÉRALE / LE LUNDI 28 AVRIL  #VoteYourVote

### Nous nous efforçons de rendre le vote accessible



- Bureaux de vote accessibles
- Services d'interprétation linguistique et gestuelle et autres services (vous devez en faire la demande à l'avance)
- Aide pour marquer votre bulletin de vote
- Guide à signature
- Bulletin de vote avec le nom des candidats en gros caractères
- Gabarit de vote en braille avec fonctions tactiles
- Loupes
- Crayon à prise facile

 Visitez [elections.ca](http://elections.ca) pour l'information officielle sur le vote  
1-800-463-6868 / [elections.ca](http://elections.ca) / 1-800-365-8935 

100-000-0000-0000-0000-0000-0000-0000

100-000-0000-0000-0000-0000-0000-0000

100-000-0000-0000-0000-0000-0000-0000

100-000-0000-0000-0000-0000-0000-0000

## Social Media Static Post—REG

**Elections Canada**  
Sponsored · Paid for by Elections Canada

The federal election is on Monday, April 28. If it is your first time voting in a federal election, make sure you are registered to vote. Check online. #ItsOurVote

**It's Our Vote**

ELECTIONS.CA  
Are you registered to vote?  
elections.ca

Learn More

**Élections Canada**  
Sponsored · Paid for by Élections Canada · Canada

L'élection fédérale aura lieu le lundi 28 avril. Vous voterez pour la première fois à une élection fédérale? Vérifiez en ligne si vous êtes inscrit pour voter. #CestNotreVote

About this ad

**C'est notre vote**

elections.ca  
Êtes-vous inscrit pour voter?

Learn more

Like Comment Share

## Social Media Static Post—VIC

 **Elections Canada**  
Sponsored · Paid for by Elections Canada

The federal election is on Monday, April 28. Did you get your voter information card in the mail? It tells you where and when you can vote. If you don't get a card by April 11, or if the information on it is incorrect, check or update your registration. #ItsOurVote



 *It's Our Vote*

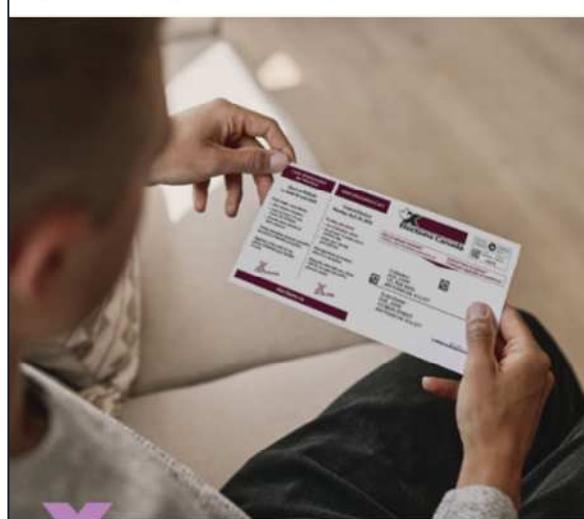
 **Elections Canada**

ELECTIONS.CA  
Voter information card  
elections.ca

[Learn More](#)

 **Élections Canada**  
Sponsorisé · Financé par Élections Canada

L'élection fédérale aura lieu le lundi 28 avril. Avez-vous reçu votre carte d'information de l'électeur par la poste? Elle vous indique où et quand voter. Si vous n'avez pas reçu de carte d'ici le 11 avril ou si elle contient des erreurs, vérifiez ou mettez à jour votre inscription. #CestNotreVote



 *C'est notre vote*

 **Elections Canada**

ELECTIONS.CA  
Carte d'information de l'électeur  
elections.ca

[En savoir plus](#)

## Social Media Static Post—VIC

 **Elections Canada**  
Sponsored • Paid for by Elections Canada

The federal election is on Monday, April 28. Did you get your voter information card in the mail? It tells you where and when you can vote. If you don't get one by April 11, or if the information on it is incorrect, check or update your registration. #ItsOurVote



 *It's Our Vote*

 **Elections Canada**

ELECTIONS.CA  
Voter information card  
elections.ca

[Learn More](#)

 **Élections Canada**  
Sponsorisé • Financé par Élections Canada

L'élection fédérale aura lieu le lundi 28 avril. Avez-vous reçu votre carte d'information de l'électeur par la poste? Elle vous indique où et quand voter. Si vous n'avez pas reçu de carte d'ici le 11 avril ou si elle contient des erreurs, vérifiez ou mettez à jour votre inscription. #CestNotreVote



 *C'est notre vote*

 **Élections Canada**

ELECTIONS.CA  
Carte d'information de l'électeur  
elections.ca

[En savoir plus](#)

## Social Media Static Post—ED

 **Elections Canada**  
Sponsored · Paid for by Elections Canada

The federal election is on Monday, April 28. Are you planning to vote? Find out where and when to vote, and about all the available accessibility tools and services. Don't forget to bring accepted ID. Not registered? You can register at your assigned polling station on election day. #ItsOurVote



*It's Our Vote*



ELECTIONS.CA  
Election day is Monday, April 28  
elections.ca

[Learn More](#)

 **Élections Canada**  
Sponsorisé · Financé par Élections Canada

L'élection fédérale aura lieu le lundi 28 avril. Prévoyez-vous voter? Sachez où et quand voter, et renseignez-vous sur les services et les outils d'aide offerts. N'oubliez pas d'apporter des pièces d'identité acceptées. Vous n'êtes pas inscrit? Vous pouvez vous inscrire à votre bureau de vote le jour de l'élection. #CestNotreVote



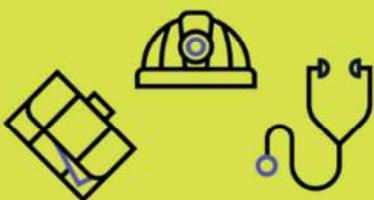
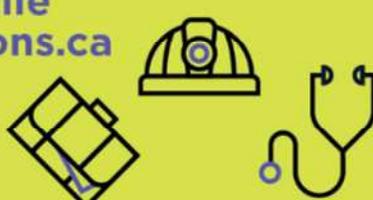
*C'est notre vote*



ELECTIONS.CA  
L'élection aura lieu le lundi 28 avril  
elections.ca

[En savoir plus](#)

## Social Media Static Post—Youth—Choosing your major

<p> <b>Elections Canada</b> Sponsored · Paid for by Elections Canada</p> <p>The federal election is on Monday, April 28. Registering to vote is easy! It only takes a few moments at elections.ca. #ItsOurVote</p> <p><b>Choosing your major? That's <i>hard</i>.</b></p> <p><b>Registering to vote is <i>easy</i> at <i>elections.ca</i></b></p>  <p> </p> <p>ELECTIONS.CA Make sure you're registered to vote elections.ca</p> <p><a href="#">Learn More</a></p>	<p> <b>Élections Canada</b> Sponsorisé · Financé par Élections Canada</p> <p>L'élection fédérale aura lieu le lundi 28 avril. C'est facile de s'inscrire pour voter! Ça ne prend que quelques minutes à elections.ca. #CestNotreVote</p> <p><b>Choisir son programme d'études? C'est <i>difficile</i>.</b></p> <p><b>S'inscrire pour voter, c'est <i>facile</i> à <i>elections.ca</i></b></p>  <p> </p> <p>ELECTIONS.CA Assure-toi d'être inscrit pour voter elections.ca</p> <p><a href="#">En savoir plus</a></p>
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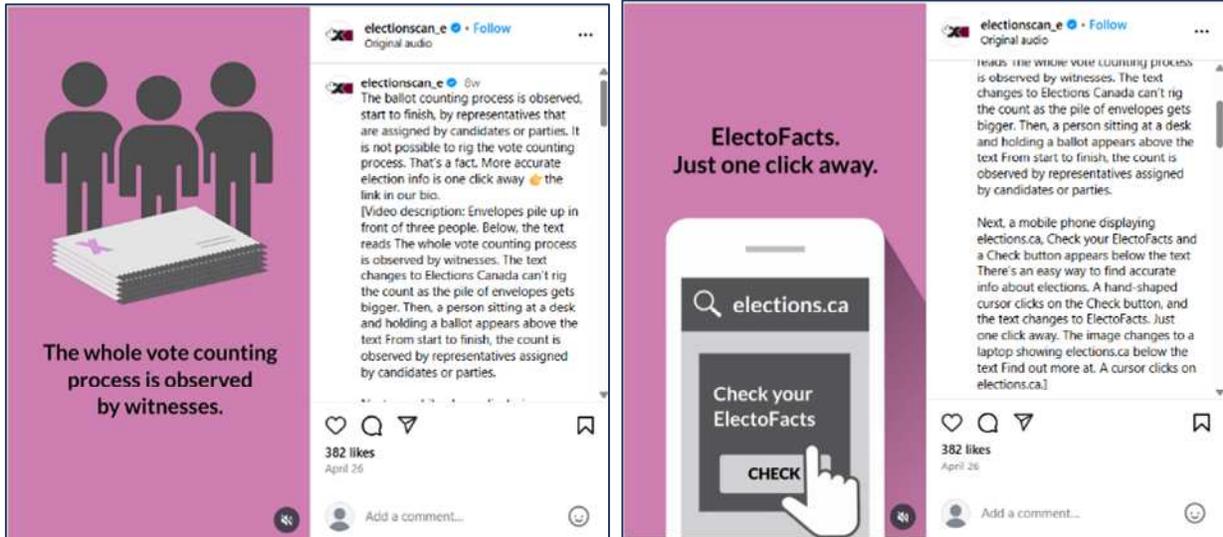
## Social Media Post—Safeguard—Static 1

<p> <b>Elections Canada</b> Sponsored • Paid for by Elections Canada</p> <p>There is a video being shared online, along with some inaccurate information. The ballot boxes in the video are not full of marked ballots; they contain the materials needed to set up the polls for election day.</p> <p>For accurate information, check out our ElectroFacts, just one click away: <a href="https://www.elections.ca/content.aspx?section=res&amp;dir=dis&amp;document=index&amp;lang=e">https://www.elections.ca/content.aspx?section=res&amp;dir=dis&amp;document=index&amp;lang=e</a></p>	<p> <b>Élections Canada</b> Sponsorisé • Financé par Élections Canada</p> <p>Une vidéo accompagnée d'informations inexactes circule en ligne. Les urnes dans cette vidéo ne sont pas remplies de bulletins de vote marqués; elles contiennent plutôt le matériel nécessaire aux bureaux de vote le jour de l'élection.</p> <p>Pour obtenir l'information exacte, consultez ÉlectoFacts, en un clic : <a href="https://www.elections.ca/content.aspx?section=res&amp;dir=dis&amp;document=index&amp;lang=f">https://www.elections.ca/content.aspx?section=res&amp;dir=dis&amp;document=index&amp;lang=f</a></p>
<p><b>Don't believe everything you see.</b></p> <p>Get the facts at <a href="#">ElectoFacts.</a></p> 	<p><b>Ne croyez pas tout ce que vous voyez.</b></p> <p>Consultez <a href="#">ÉlectoFacts.</a></p> 

## Social Media Post—Safeguard—Static 2



## Social Media Post—Safeguard—Video 1 (Screenshots)



## Social Media Post—Safeguard—Video 2 (Screenshots)

**Elections Canada** @ElectionsCan\_E

Get ready to vote! Meet your federal election ballot. Visit [elections.ca](https://elections.ca) for the official information you need to vote. #ItsOurVote

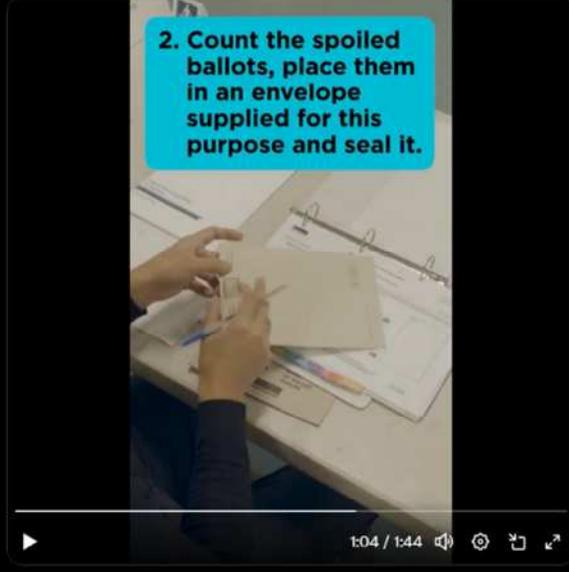


**Meet your federal election ballot**

1:44

**Elections Canada** @ElectionsCan\_E

Get ready to vote! Meet your federal election ballot. Visit [elections.ca](https://elections.ca) for the official information you need to vote. #ItsOurVote



**2. Count the spoiled ballots, place them in an envelope supplied for this purpose and seal it.**

1:04 / 1:44

**Élections Canada** @ElectionsCan\_F

Translate post

Préparez-vous à voter ! Découvrez le bulletin de vote de l'élection fédérale. Visitez [elections.ca](https://elections.ca) pour l'information officielle sur le vote. #CestNotreVote



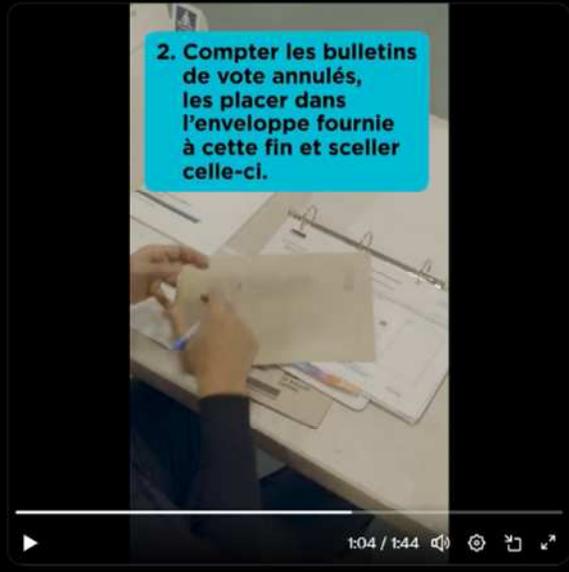
**Découvrez le bulletin de vote de l'élection fédérale**

1:44

**Élections Canada** @ElectionsCan\_F

Translate post

Préparez-vous à voter ! Découvrez le bulletin de vote de l'élection fédérale. Visitez [elections.ca](https://elections.ca) pour l'information officielle sur le vote. #CestNotreVote



**2. Compter les bulletins de vote annulés, les placer dans l'enveloppe fournie à cette fin et sceller celle-ci.**

1:04 / 1:44

## Web Banner—EVO (Screenshots)

<p><b>FEDERAL ELECTION</b> <b>MONDAY, APRIL 28</b></p>	<p>FEDERAL ELECTION / 2025 elections.ca</p> <p><b>You can vote early</b></p>	<p>FEDERAL ELECTION / 2025 elections.ca</p> <p> At advance polls</p> <p> At any Elections Canada office</p> <p> By mail</p>	<p>Get the official information you need to vote</p> <p> <i>It's Our Vote</i></p> <p><b>elections.ca</b> 1-800-463-6868</p> <p></p>
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<p><b>ÉLECTION FÉDÉRALE</b> <b>LE LUNDI 28 AVRIL</b></p>	<p>ÉLECTION FÉDÉRALE / 2025 elections.ca</p> <p><b>Vous pouvez voter d'avance</b></p>	<p>ÉLECTION FÉDÉRALE / 2025 elections.ca</p> <p> Aux bureaux de vote par anticipation</p> <p> À n'importe quel bureau d'Élections Canada</p> <p> Par la poste</p>	<p>Pour l'information officielle sur le vote</p> <p> <i>C'est notre vote</i></p> <p><b>elections.ca</b> 1-800-463-6868</p> <p></p>
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Television—30 sec—ED (Screenshots)



## Television—30 sec—REG VIC (Screenshots)



Video—15 sec—REG (Screenshots)



## Video—15 sec—VIC (Screenshots)

Did you get your **voter information card** in the mail?

It tells you **where** and **when** you can vote

If you **don't get a card** by April 11

or if your card has **incorrect information**

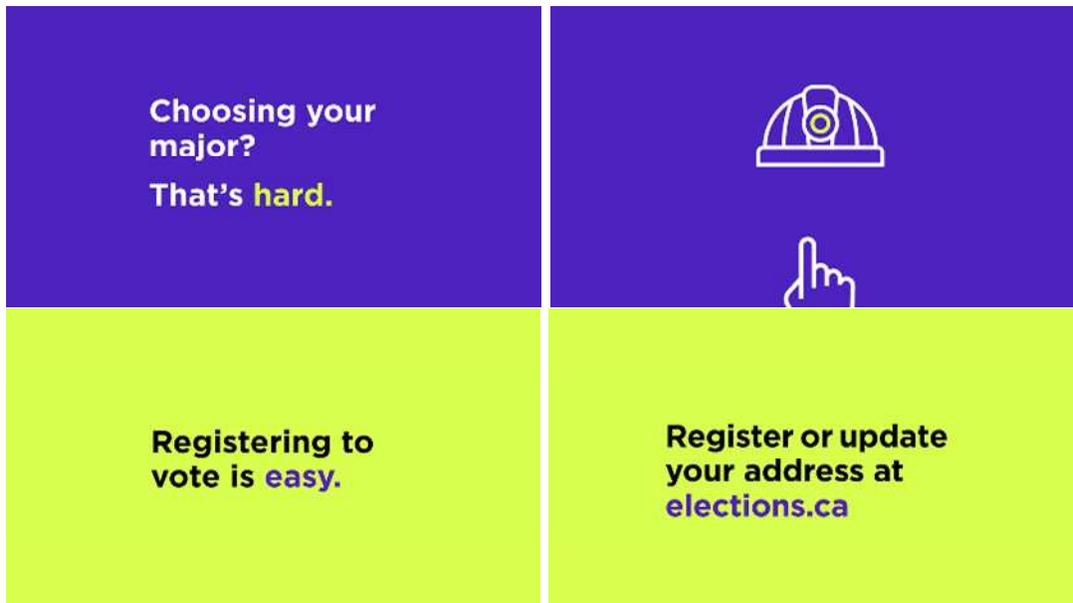
Avez-vous reçu votre **carte d'information de l'électeur** par la poste?

Elle vous indique **où** et **quand** voter

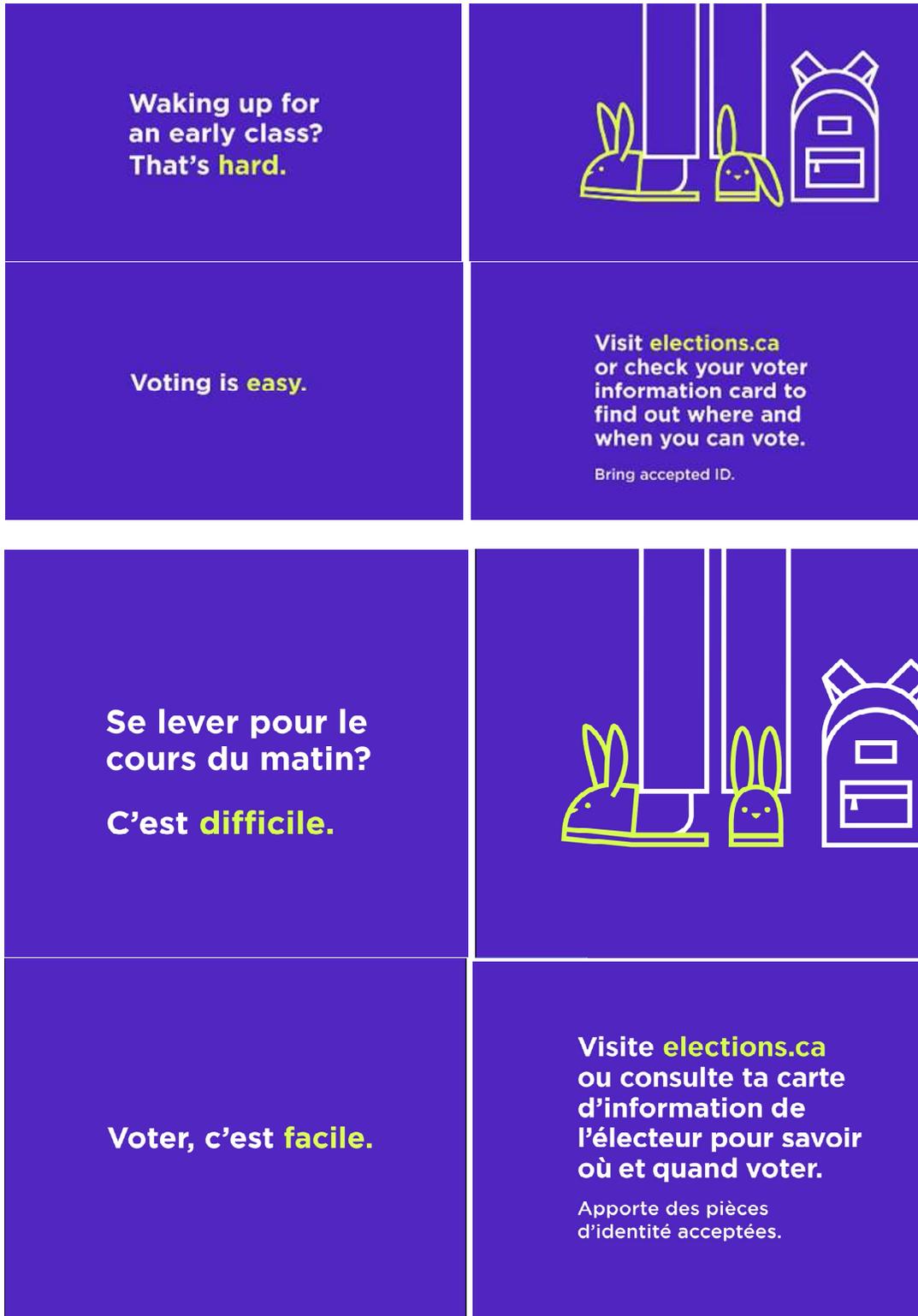
Si vous **n'avez pas reçu de carte** d'ici le 11 avril

ou si votre carte **contient des erreurs**

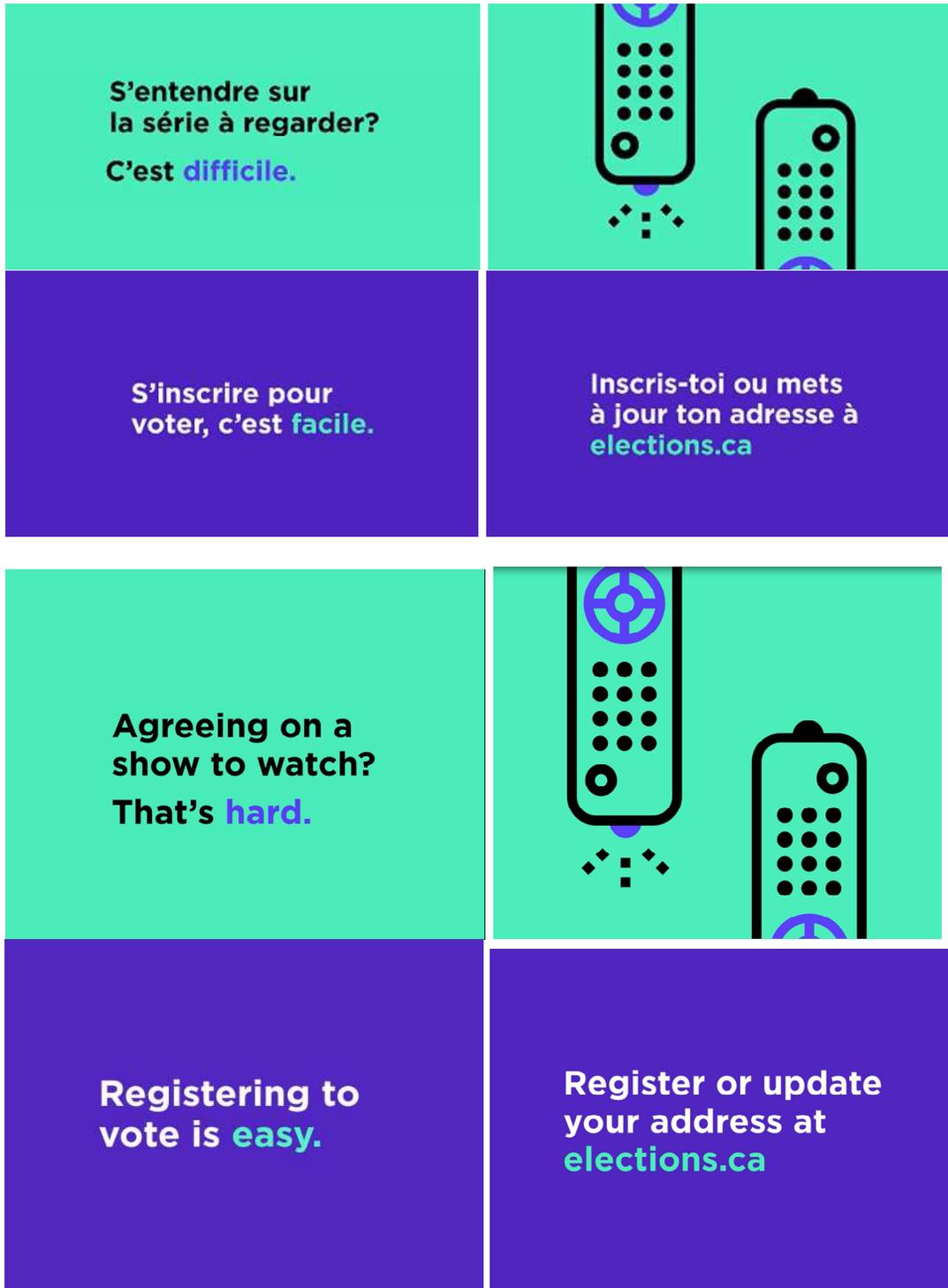
Video—15 sec—Youth—Choosing your major (Screenshots)



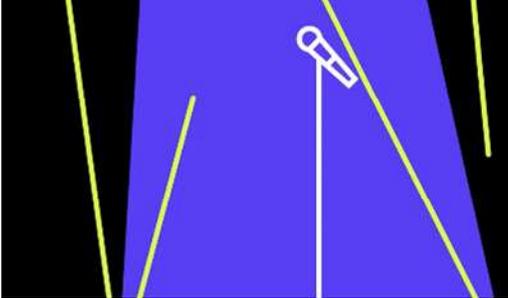
Video—15 sec—Youth—Early class (Screenshots)

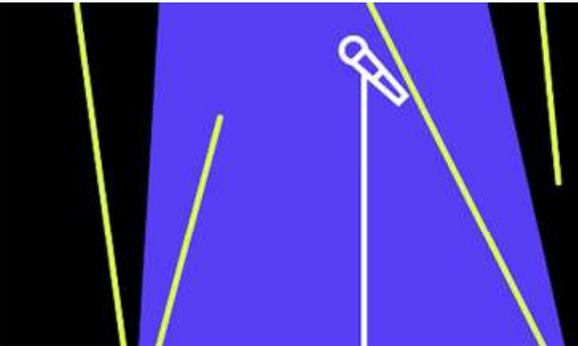


Video—15 sec—Youth—Agreeing on a show (Screenshots)



Video—15 sec—Youth—Scoring tickets (Screenshots)

<p>Trouver des billets pour un concert à guichets fermés? C'est <b>difficile</b>.</p>	
<p><b>Voter, c'est facile.</b></p>	<p>Visite <a href="http://elections.ca">elections.ca</a> ou consulte ta carte d'information de l'électeur pour savoir où et quand tu peux voter. Apporte des pièces d'identité acceptées.</p>

<p>Scoring tickets to a sold-out show? That's <b>hard</b>.</p>	
<p><b>Voting is easy.</b></p>	<p>Visit <a href="http://elections.ca">elections.ca</a> or check your voter information card to find out where and when you can vote. Bring accepted ID.</p>

## Radio—ED

English version:

ANNOUNCER 1 VO: The federal election is on Monday, April 28. Are you planning to vote? Check your voter information card or visit [elections.ca](http://elections.ca) to find out where and when to vote. Polls are open for 12 hours. Don't forget to bring accepted ID. If you're not registered to vote, you can register at your assigned polling station.

ANNOUNCER 2 VO: For the official information you need to vote, visit [elections.ca](http://elections.ca) or call 1-800-463-6868. It's Our Vote!

French version:

ANNONCEUR 1 : L'élection fédérale aura lieu le lundi 28 avril. Prévoyez-vous voter? Consultez votre carte d'information de l'électeur ou visitez [elections.ca](http://elections.ca) pour savoir où et quand voter. Les bureaux de vote seront ouverts pendant 12 heures. N'oubliez pas d'apporter des pièces d'identité acceptées. Si vous n'êtes pas inscrit pour voter, vous pouvez vous inscrire à votre bureau de vote.

ANNONCEUR 2 : Pour l'information officielle sur le vote, visitez [elections.ca](http://elections.ca) ou téléphonez au 1-800-463-6868. C'est notre vote!

## Radio—Reg/VIC

English version:

ANNOUNCER 1 VO: The federal election is on Monday, April 28. Make sure you're registered to vote. If you are, you should get a voter information card in the mail. It tells you where and when you can vote. If you don't get one by April 11, or if the information on it is incorrect, visit [elections.ca](http://elections.ca).

ANNOUNCER 2 VO: For the official information you need to vote, visit [elections.ca](http://elections.ca) or call 1-800-463-6868. It's Our Vote!

French version:

ANNONCEUR 1 : L'élection fédérale aura lieu le lundi 28 avril. Assurez-vous d'être inscrit pour voter. Si vous l'êtes, vous devriez recevoir par la poste une carte d'information de l'électeur. Elle vous indique où et quand voter. Si vous n'avez pas reçu de carte d'ici le 11 avril ou si elle contient des erreurs, visitez [elections.ca](http://elections.ca).

ANNONCEUR 2 : Pour l'information officielle sur le vote, visitez [elections.ca](http://elections.ca) ou téléphonez au 1-800-463-6868. C'est notre vote!

## Radio—EVO

English version:

ANNOUNCER 1: The federal election is on Monday, April 28. You can vote early! Advance polls will be open April 18 to 21. If you prefer, you can vote at any Elections Canada office until Tuesday, April 22, 6 p.m. or you can apply to vote by mail. Check your voter information card or visit [elections.ca](http://elections.ca) for all the ways you can vote.

ANNOUNCER 2: For the official information you need to vote, visit [elections.ca](http://elections.ca) or call 1-800-463-6868. It's Our Vote!

French version:

ANNONCEUR 1 : L'élection fédérale aura lieu le lundi 28 avril. Vous pouvez voter d'avance aux bureaux de vote par anticipation du 18 au 21 avril, à n'importe quel bureau d'Élections Canada d'ici le mardi 22 avril, 18 h ou faire une demande pour voter par la poste. Consultez votre carte d'information de l'électeur ou visitez [elections.ca](http://elections.ca) pour connaître toutes les façons de voter.

ANNONCEUR 2 : Pour l'information officielle sur le vote, visitez [elections.ca](http://elections.ca) ou téléphonez au 1-800-463-6868. C'est notre vote!