

# Survey of Electors Following the August 18, 2025, Federal By-election in the District of Battle River–Crowfoot (AB)

## Final Report

### Prepared for Elections Canada

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**Ce rapport est aussi disponible en français.**

**Survey of Electors Following the August 18, 2025, Federal By-election in the District of Battle River–Crowfoot (AB)**

Final Report

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Supplier name: Phoenix Strategic Perspectives Inc.

This public opinion research report presents the results of a telephone survey conducted to help evaluate the August 18, 2025, federal by-election in the electoral district of Battle River–Crowfoot (Alberta). In total, 403 surveys were completed from August 19 to 27, 2025.

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## Executive Summary

Elections Canada (EC) is an independent, non-partisan agency responsible for conducting Canadian federal general elections, by-elections and referendums. Phoenix Strategic Perspectives Inc. (Phoenix SPI) conducted a survey of eligible electors on behalf of EC following the August 18, 2025, federal by-election held in the electoral district of Battle River–Crowfoot, Alberta. Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district (i.e. had an address of ordinary residence in the electoral district) from the first day of the by-election period until election day.

### 1. Research Purpose and Objectives

The purpose of the survey was to obtain reliable survey data to evaluate electors' opinions, attitudes and knowledge of the agency's services and various aspects of their experience. The objectives were to measure electors' opinions on various election-related issues and to assist in evaluating and refining Elections Canada's programs and services to the electorate. The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate. They may also be used to help develop the Chief Electoral Officer's reports to Parliament.

### 2. Summary of Key Findings

#### Awareness of by-election and knowledge of electoral process

- Ninety-seven percent of electors said they were aware that a federal by-election had taken place in their riding.
- In terms of knowledge of the electoral process:
  - Approximately two-thirds of electors (68%) were aware that voters could register at the polling station on election day and vote immediately, while just over half (54%) knew they could check, update or complete their voter registration on the Elections Canada website.
  - Most electors correctly indicated that proof of identity (96%) and address (92%) are required to vote in a Canadian federal election.
  - Eight in 10 electors (82%) recognized in-person voting at a polling station on election day as a way in which electors can vote in a federal election, while two-thirds (67%) were aware of the option to vote at an advance poll and four in 10 (40%) knew about voting by mail.
- Three-quarters of electors (76%) knew it was possible to look up the location of their polling station on the Elections Canada website.

#### Aided recall of EC advertising and communications

- Among electors aware of the by-election:
  - 79% received their voter information card (VIC).
  - 92% felt informed about when, where and the ways to vote.
  - 57% recalled advertising or communications from Elections Canada about where, when and the ways to vote.
- Among electors who saw or heard Elections Canada advertising or communications, half (51%) recalled seeing it on social media platforms, such as Facebook, Instagram or YouTube. One-quarter recalled advertising or communications from Elections Canada in a local

newspaper (24%), on outdoor signage such as billboards or posters (23%), on the radio or an audio platform such as Spotify (23%), or on television (23%).

### Voter registration

- Among electors aware of the by-election, three in 10 took action to confirm their voter registration: 26% checked their registration, 5% recently registered to vote, and 5% updated their registration information.
- Among those who took steps to confirm their registration for the federal by-election, 26% checked their voter information card, 19% checked at the polling place before voting, 19% used Elections Canada's online voter registration system, and 15% contacted Elections Canada through their website.

### Voter participation

- Eight in 10 (83%) electors aware of the by-election reported voting in it. Among those who voted, 53% cast their ballot at a polling station on election day, whereas 41% voted at an advance polling station.
- The most common reason for not voting was everyday life or health-related reasons (47%).

### Experience at the polling place

- Three in 10 (31%) in-person voters voted in the morning (between 8:00 a.m. and noon), 35% voted in the afternoon (between noon and 4:00 p.m.), and 28% voted in the evening (from 4:00 p.m. until the polling stations closed).
- Among in-person voters, almost two-thirds (64%) reported that travelling to their polling place took five minutes or less, while 14% said that it took between six and 10 minutes. For two in 10 (21%), it took more than 10 minutes.
- Ninety-eight percent of voters said the distance to their polling station from home was reasonable, with 91% describing it as very reasonable and 7% as somewhat reasonable.
- Ninety-eight percent of those who voted at a polling station, advance polling station or local Elections Canada office found the building at least somewhat suitable, with 90% rating it as very suitable.
- Over half (54%) of those who voted in the by-election said it took five minutes or less to vote, while 30% reported that it took between six and 10 minutes and 16% said it took more than 10 minutes. Nearly all voters (96%) agreed that the time it took to vote once they arrived at the polling place was reasonable.

### Voter identification

- More than nine in 10 (94%) voters found it very easy to meet the identification requirements, while 5% indicated it was somewhat easy.

### Satisfaction with voting experience

- Nearly all surveyed voters (97%) were satisfied with Elections Canada staff, with 89% reporting they were very satisfied and 8% somewhat satisfied.
- Ninety-two percent of voters indicated that voting was easy, with 77% saying it was very easy and 15% somewhat easy.
- With regards to completing their paper ballot, 67% described it as very easy and 20% as somewhat easy.

- Nine in 10 (90%) electors who voted in the by-election were at least somewhat satisfied with their overall voting experience. Specifically, 73% were very satisfied and 17% were somewhat satisfied.

### Fairness, trust and confidence in Elections Canada

- Approximately seven in 10 electors (72%) said Elections Canada managed the by-election fairly. Those who felt the by-election was not run fairly were most likely to point to concerns about the number of candidates on the ballot (74%).<sup>1</sup>
- In addition to thinking that Elections Canada ran the by-election fairly, 73% of electors reported having at least some confidence in the agency, with 34% expressing a great deal of confidence and 38% having a fair amount of confidence.
- An even greater proportion of electors (86%) said they trust the accuracy of the election results in their riding, with 61% expressing a very high level of trust and 25% a somewhat high level of trust.

### 3. Methodology

A telephone survey was conducted with 403 eligible electors in the Battle River–Crowfoot federal electoral district. The data collection took place from August 19 to 27, 2025. An overlapping dual-frame (landline and wireless) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone, or who could not be reached by telephone after three call attempts, were offered the option of completing the survey through an online self-administered questionnaire. Nine electors completed the survey online; the remaining 394 electors completed it over the telephone. Based on a sample of this size, the overall results have a maximum margin of error of  $\pm 4.9$  percentage points, 19 times out of 20. Maximum margins of error for subsamples are larger.

### 4. Political Neutrality Certification

I hereby certify as a Senior Officer of Phoenix SPI that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy* of the Government of Canada and the *Procedures for Planning and Contracting Public Opinion Research*. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leader.



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Alethea Woods  
President  
Phoenix Strategic Perspectives Inc.

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<sup>1</sup> The ballot included 214 candidates.

## 5. Contract Value

The contract value was \$298,870.31 (including HST); this survey wave accounted for \$53,269.90 of that cost (including HST).

## Introduction

### Background and Objectives

Elections Canada (EC) is an independent, non-partisan agency that reports directly to Parliament. The agency's mandate is to conduct federal general elections, by-elections and referendums, administer the political financing provisions of the *Canada Elections Act* (CEA), monitor compliance and enforce electoral legislation.

As part of its evaluation program, the agency wanted to conduct a survey of eligible electors following the federal by-election held on August 18, 2025, in the riding of Battle River–Crowfoot, Alberta. The purpose of conducting this survey following the by-election was to obtain reliable survey data to evaluate electors' opinions, attitudes and knowledge of the agency's services and various aspects of their experience.

The objective of this survey was to evaluate electors':

- awareness of the by-election and different aspects of the voting process
- sources of information about the by-election
- impressions of different voting methods
- experiences with communications from Elections Canada
- experiences with voting in the by-election
- attitudes toward Elections Canada and the election results

The results will be used to assist in evaluating and refining Elections Canada's programs and services to the electorate. They may also be used to help in developing the Chief Electoral Officer's reports to Parliament.

### Methodology

A telephone survey was conducted with 403 eligible electors in the Battle River–Crowfoot, Alberta, federal electoral district. Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district from the first day of the by-election period until election day. A pre-test was first conducted on August 19, 2025, with 20 individuals. No substantive changes were made to the questionnaire following the pre-test; data collection resumed on August 20, 2025, and continued through August 27, 2025.

An overlapping dual-frame (wireless and landline) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone, or who could not be reached by telephone after three call attempts, were offered the option to complete the survey through an online self-administered questionnaire. Nine electors opted to complete the survey online; the rest completed it over the telephone. All 403 respondents answered the survey in English.

The survey data was weighted to accurately reflect the age and gender distribution of eligible electors. Based on a sample of this size, the overall results have a maximum margin of error of  $\pm 4.9\%$ , 19 times out of 20. The maximum margins of error are greater for results pertaining to

subgroups of the total sample. For a more complete description of the methodology, refer to [Annex 1](#).

## Notes to the Reader

- For editorial purposes, the terms “electors” and “respondents” are used interchangeably to denote survey participants. The term “voters” denotes survey participants who reported having voted.
- All results in the report are expressed as percentages, unless otherwise noted. Percentages may not always add up to 100% due to rounding or multiple mentions.
- Percentages in the report are rounded to the nearest full percentage. When a total is presented in the report (i.e. two percentages are added together, such as “somewhat satisfied” plus “very satisfied”), it has been calculated based on unrounded percentages. As a result, rounded percentages at times do not sum to the unrounded total percentage.
- The number of respondents per question changes throughout the report because questions were often asked of a sub-sample of respondents. Readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Subgroup differences are identified in the report where applicable. When reporting variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of n=30 or greater are discussed in the report.
  - When subgroup differences are reported, one category within a subgroup is being compared to one or more other categories within the same subgroup, often using the following syntax: “more likely” or “less likely”. For example, “group A was more likely than group B to...” or “group A is less likely than group B to...”.
  - If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences, it can be assumed that significant differences were found only among the categories reported.
  - If no subgroup differences are identified for a question, it can be assumed that there were no significant differences.

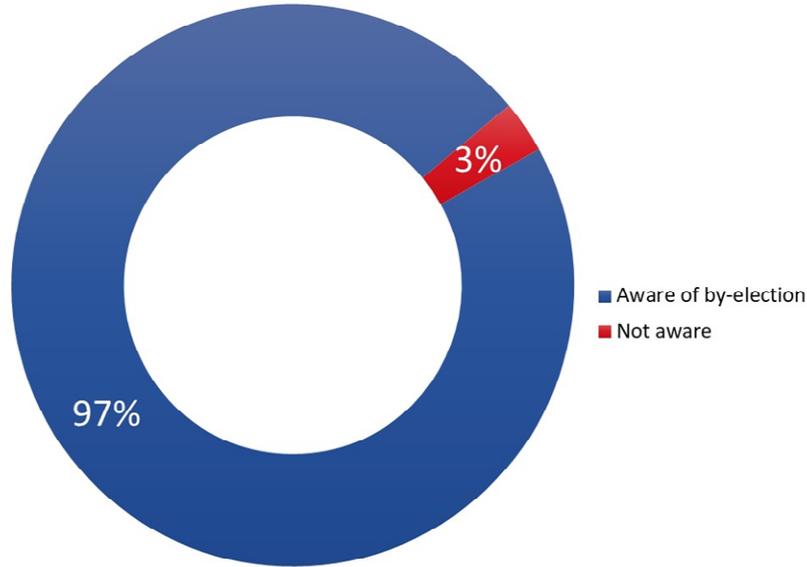
## Detailed Findings

### 1. Awareness of the by-election

#### Nearly all electors reported being aware of the federal by-election

Ninety-seven percent of surveyed electors were aware of the federal by-election held on August 18, 2025, in their riding.

Figure 1: Awareness of by-election



Q. Did you know that a federal by-election took place on August 18, 2025, in your riding? Base: n=403; all respondents.

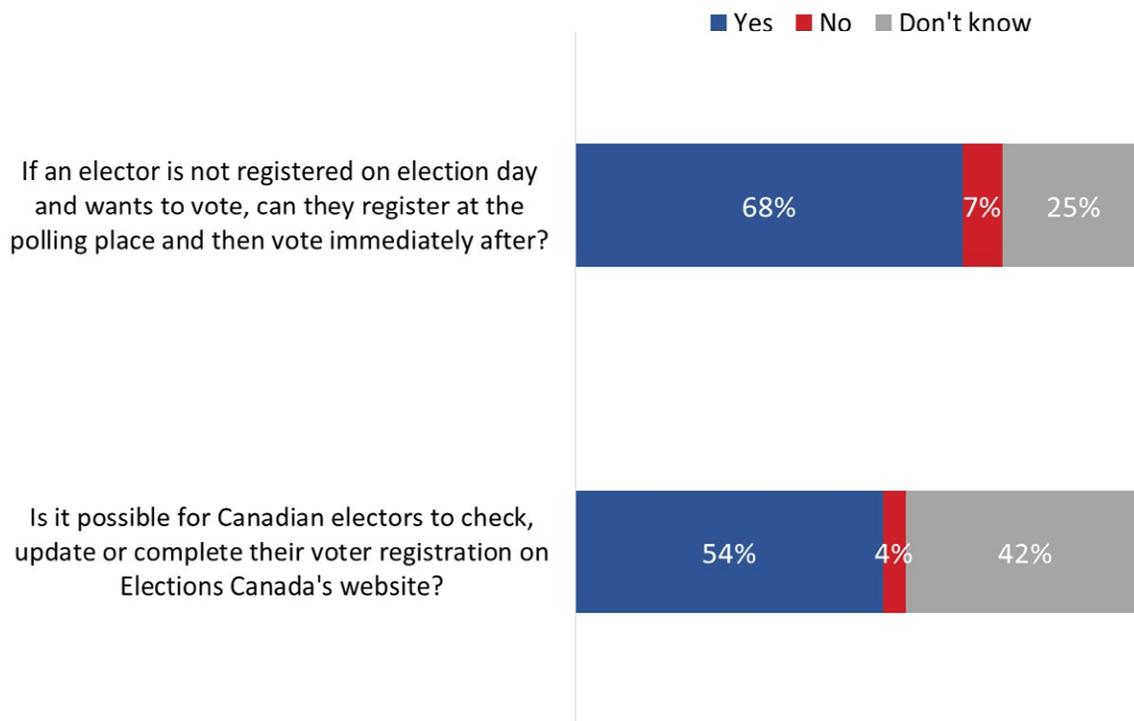
Awareness of the by-election was lower among electors who did not vote in the 2025 federal election (85%) compared to those who did vote (98%).

## 2. Knowledge of voter registration, identification and voting

### A majority knew that electors could register at the polling place and check their registration status online

Approximately two-thirds of electors (68%) were aware that voters could register at the polling station on election day and vote immediately, while just over half (54%) knew they could check, update or complete their voter registration on the Elections Canada website. One-quarter (25%) were unsure whether same-day registration and voting were possible, and 42% were uncertain about the ability to update voter registration online. The remaining respondents believed that neither option was available to electors.

Figure 2: Knowledge of voter registration



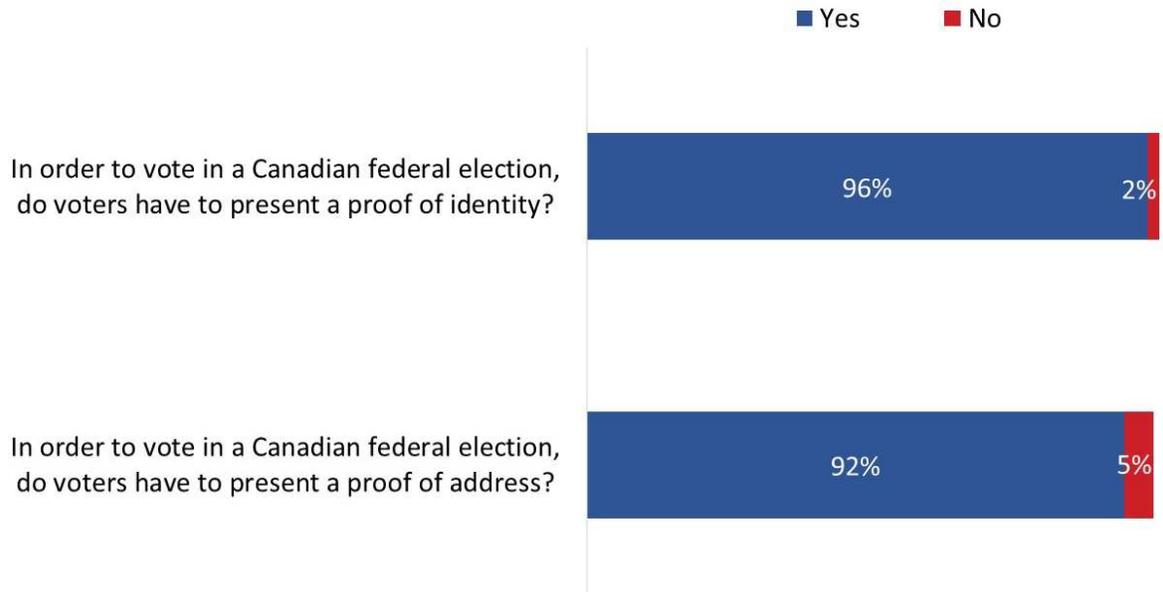
Q. If an elector is not registered on election day and wants to vote, can they register at the polling place and then vote immediately after?/Q. Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website? Base: n=403; all respondents.

Awareness that voters could register at the polling station on election day and vote immediately was lower among those aged 18–34 (55%, compared to 73% of electors aged 55+) and among those who did not vote in the 2025 federal general election (46%, compared to 71% of voters). In addition, awareness that Canadian electors could check, update or complete their voter registration on EC's website was higher among those with a disability (69%) compared to electors with no disability (51%).

### Vast majority reported being aware of voter identification requirements

Ninety-six percent of electors knew that proof of identity is required to vote in a Canadian federal election, while 92% were aware that proof of address is also necessary.

Figure 3: Knowledge of voter identification



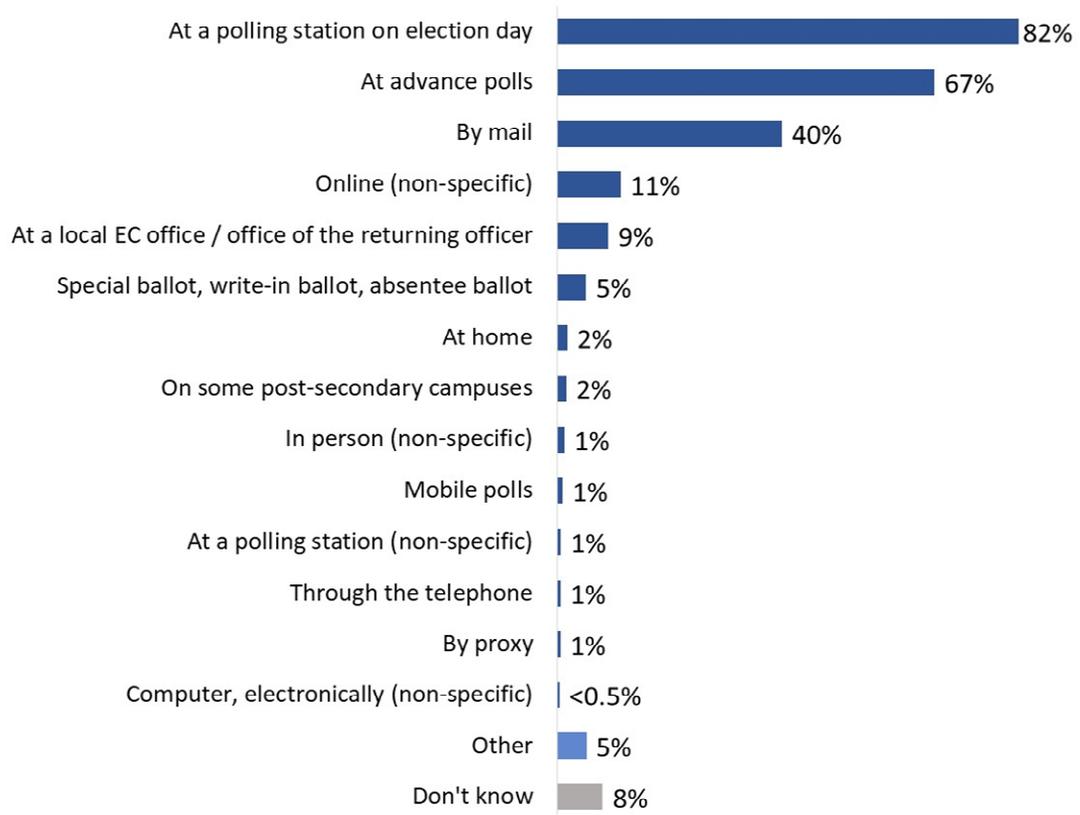
In order to vote in a Canadian federal election, do voters have to present ... Q) A proof of IDENTITY? Q) A proof of ADDRESS? Base: n=403; all respondents. [Proof of identity, 1% don't know; proof of address, 4% don't know]

Electors who did not vote in the 2025 federal general election were less likely to know that voters must present a proof of address in order to vote (78%, compared to 93% of voters).

### Most were aware of the main voting methods

Respondents were asked to indicate which voting methods are currently available during a federal election. Eight in 10 (82%) recognized in-person voting at a polling station on election day, while two-thirds (67%) were aware of advance polls and 40% knew about voting by mail. Other voting methods were mentioned by smaller proportions, as shown in Figure 4.

Figure 4: Knowledge of ways to vote



Q. To the best of your knowledge, what are the current ways that electors can vote in a federal election? Base: n=403; all respondents.

Notable subgroup differences include the following:

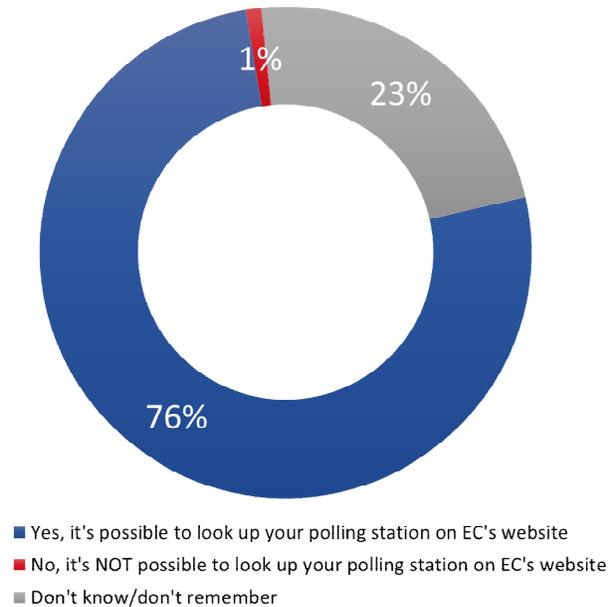
- Electors under 35 were less likely to recognize in-person voting at advance polls (55%, compared to 71% of electors aged 35+) and more likely to incorrectly identify voting online as an option (22%, versus 9% of those aged 35–54 and 7% of those aged 55+).
- Electors with a high school education or less were least likely to know about advance polls (56%, compared to 70% of college graduates and those with some university or college<sup>2</sup> and 80% of university graduates) and less likely than university graduates to know about voting by mail (33%, compared to 47% of university graduates).
- Those who voted in the last federal general election were more likely than non-voters to know that electors can vote at a polling station on election day (85% versus 63% of non-voters), at an advance poll (71% versus 40%), and by mail (42% versus 24%).

<sup>2</sup> “College” includes those who attended college, vocational, trade or commercial schools, as well as CEGEP.

### Three-quarters knew they could look up the location of their polling station on the EC website

Three-quarters of electors (76%) knew they could look up the location of their polling station on the Elections Canada website. In contrast, one-quarter (23%) were unsure whether this is possible and 1% said it is not possible.

Figure 5: Awareness of polling station information on the Elections Canada website



Q. During an election, is it possible to look up the location of your polling station on the Elections Canada website?  
Base: n=403; all respondents.

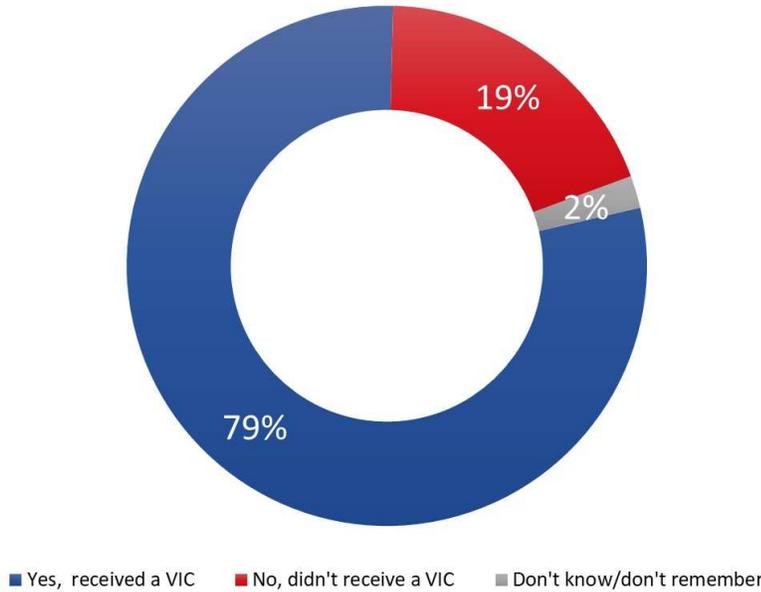
Electors aged 18–34 were more likely to know that it is possible to look up the location of their polling station on the EC website (88%, compared to 75% of those aged 35–54 and 70% of those aged 55+).

### 3. Voter information

#### Majority of electors aware of the by-election received a VIC addressed to them personally

Eight in 10 respondents (79%) aware of the by-election reported that they received a voter information card (VIC) addressed to them personally telling them where and when to vote. Conversely, two in 10 (19%) said they did not receive a VIC.

Figure 6: Receipt of VIC



Q. During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote? Base: n=392, those aware of the by-election date.

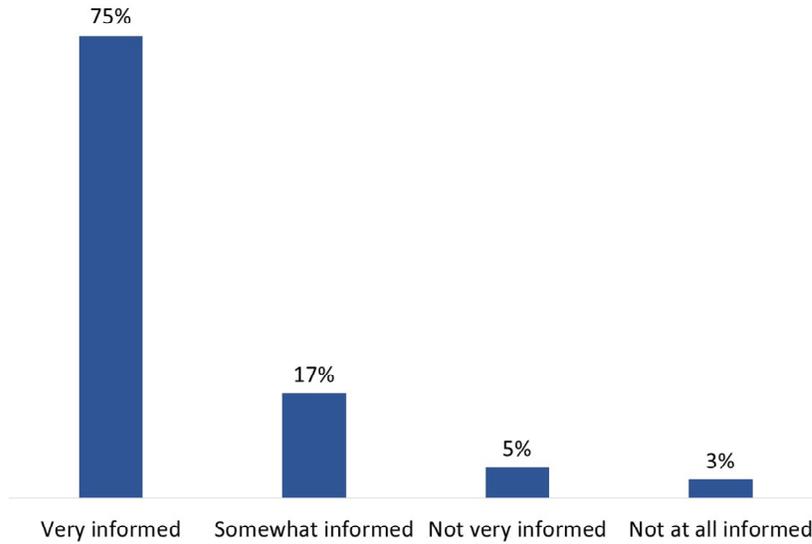
The following groups of electors were less likely to report having received a VIC:

- people aged 18–34 (57%, compared to 83% of people aged 35–54 and 87% of people aged 55+)
- those who completed high school or less education (72%, compared to 84% of university graduates)

#### Most electors aware of the by-election felt informed about when, where and the ways to vote

Nine in 10 electors (92%) aware of the by-election felt informed about when, where and the ways to vote, with three-quarters (75%) feeling very informed and 17% feeling somewhat informed. Meanwhile, only 8% reported feeling not very or not at all informed about voting in the by-election.

Figure 7: Informed of when, where and the ways to vote

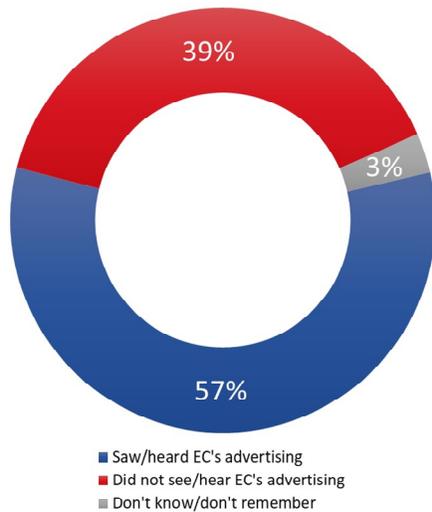


Q. Overall, how well informed do you feel you were about when, where and the ways to vote in the by-election? Base: n=392, those aware of the by-election date.

**Over half of electors aware of the by-election recalled EC advertising**

Fifty-seven percent of electors aware of the by-election reported seeing or hearing advertising from Elections Canada about where, when and the ways to vote in the August 18, 2025, by-election. Conversely, four in 10 (39%) reported not seeing or hearing advertising.

Figure 8: Recall of EC advertising



Q. Over the past few weeks or so, did you see or hear any advertising from Elections Canada about when, where and the ways to vote in the August 18, 2025 by-election? Base: n=392, those aware of the by-election date.

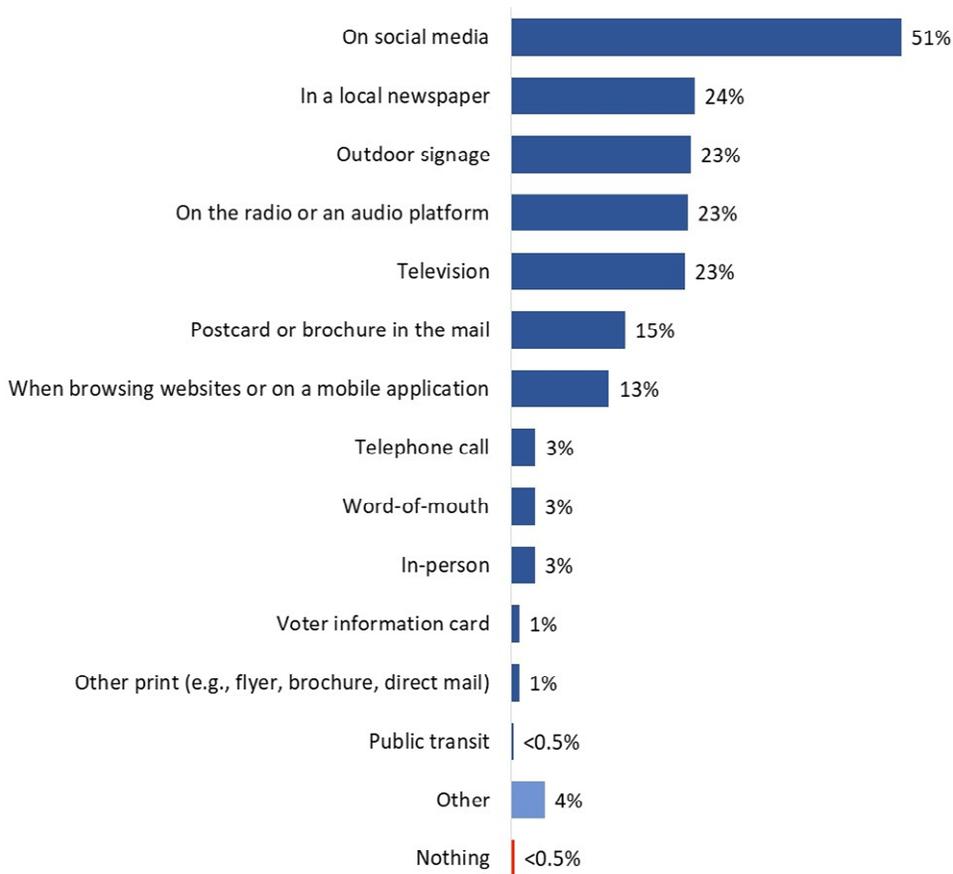
**Social media is the source of recall mentioned by the majority of electors**

Among those who saw or heard Elections Canada advertising or communications (n=227), half (51%) recalled hearing or seeing it on social media platforms, such as Facebook, Instagram or YouTube.

One-quarter recalled advertising or communications from Elections Canada in a local newspaper (24%), on outdoor signage such as billboards or posters (23%), on the radio or an audio platform such as Spotify (23%), or on television (23%).

Approximately one in 10 mentioned seeing or hearing EC advertising or communications on a postcard or brochure in the mail (15%), or when browsing websites or on a mobile application (13%). The full list of sources is shown in Figure 9.

Figure 9: Recall of EC by-election campaign advertising



Q. Where did you see or hear this advertising or communication? Base: n=227, those who have heard or seen EC advertisement.

## 4. Voter registration

### Over one-third of electors took action to confirm their voter registration

To confirm their voter registration for the federal by-election, one-quarter (26%) of electors aware of the by-election checked their registration, 5% registered to vote, and 5% updated their registration information. However, the majority (62%) took no action to verify their registration status.

Figure 10: Actions taken to make sure elector was registered to vote

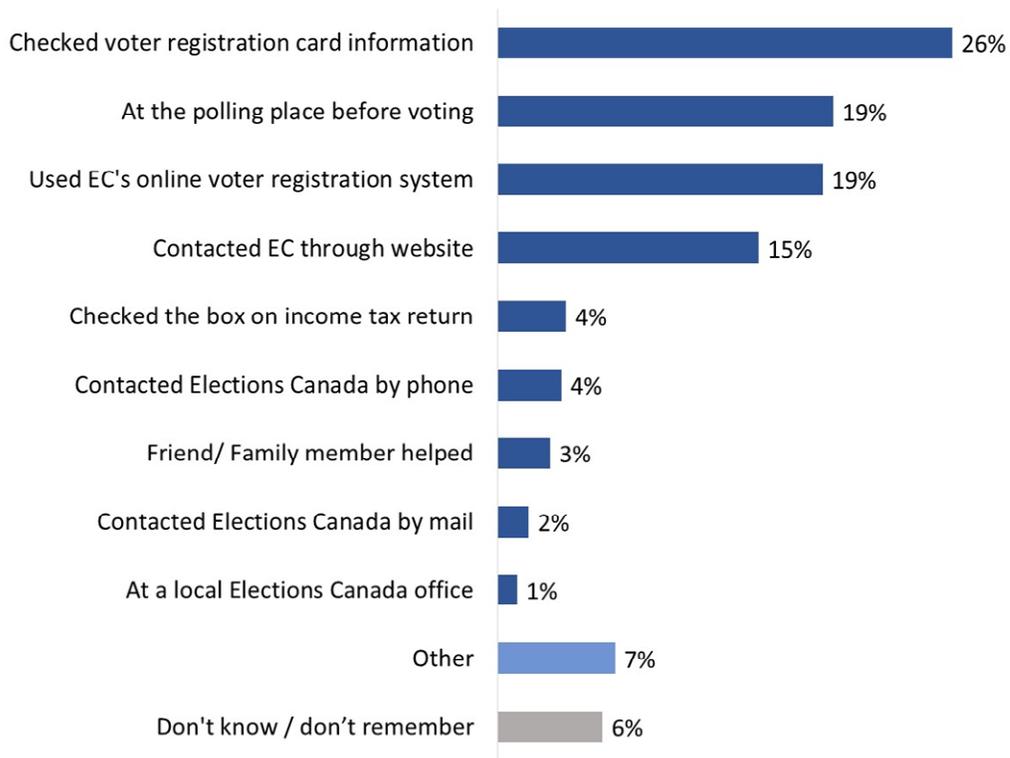


Q. What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you...? Base: n=392; those aware of the by-election date. [Don't know: 2%]

### One-quarter checked their voter registration card information

Among those who took steps to make sure they were registered to vote in the federal by-election (n=143), one-quarter (26%) checked their voter registration card information to make sure they were registered. Additionally, 19% reported they checked at the polling place before voting, 19% used Elections Canada's online voter registration system, and 15% contacted Elections Canada through their website. The full list of actions taken is shown in Figure 11.

Figure 11: Specific actions taken to make sure elector was registered to vote



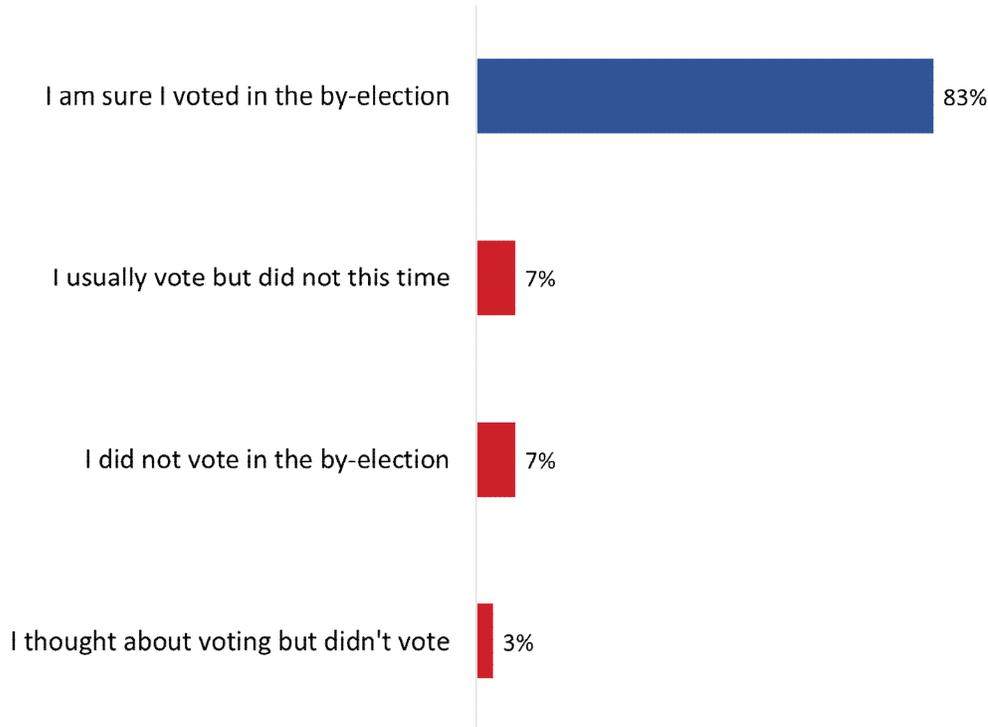
Q. How did you make sure you were registered? Base: n=143; those who took action to confirm registration status.

## 5. Voter participation

### Eight in 10 electors reported voting in the by-election

Eighty-three percent of respondents reported voting in the federal by-election held in their riding on August 18, 2025. Among those who did not vote, 7% said they usually vote but chose not to in this election, an additional 7% stated they simply did not vote and 3% mentioned they considered voting but ultimately decided against it.

Figure 12: Voter participation



Q. Many people don't or can't vote for a variety of reasons. Which of the following statement describes you? Base: n=392, those aware of the by-election date.

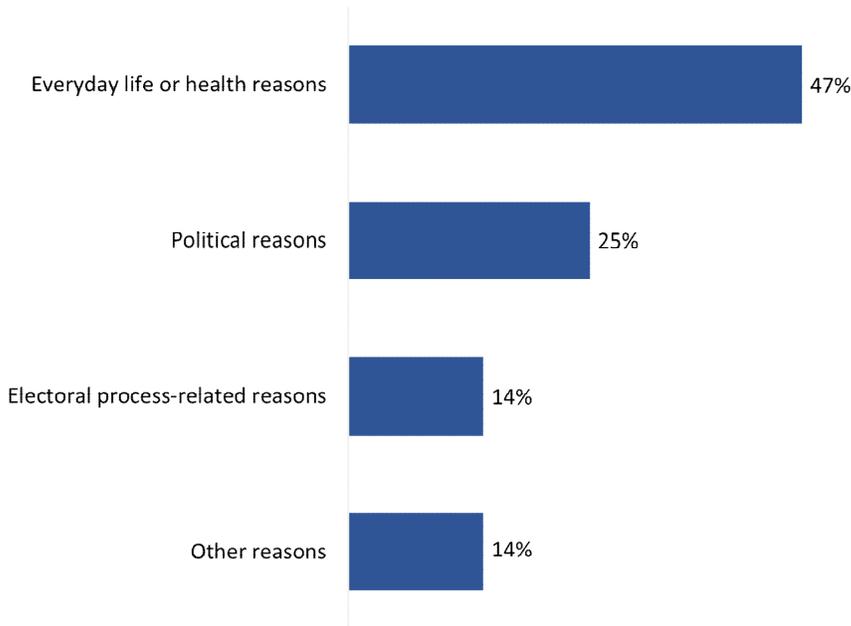
The following subgroups were more likely to report **not** voting in the federal by-election:

- electors aged 18–34 (30%, versus 14% of those aged 35–54 and 12% of those aged 55+)
- those who have some post-secondary or completed college (21%, compared to 11% of university graduates)
- electors who are employed (17%, compared to 8% of those who are retired)

### Everyday life or health reasons, followed by political reasons, are the main reasons for not voting

Among electors who reported not voting (n=62), the primary reason was everyday life or health-related issues (47%). In addition, one-quarter (25%) said they did not vote for political reasons, 14% for reasons related to the electoral process and 14% for other reasons.

Figure 13: Main reasons for not voting—Themes



Q. What is the main reason you did not vote? Base: n=62, those who did not vote. [Don't know: 2%]

The table below provides a detailed breakdown of the reasons why surveyed electors did not vote during the August 18, 2025, federal by-election in their riding.

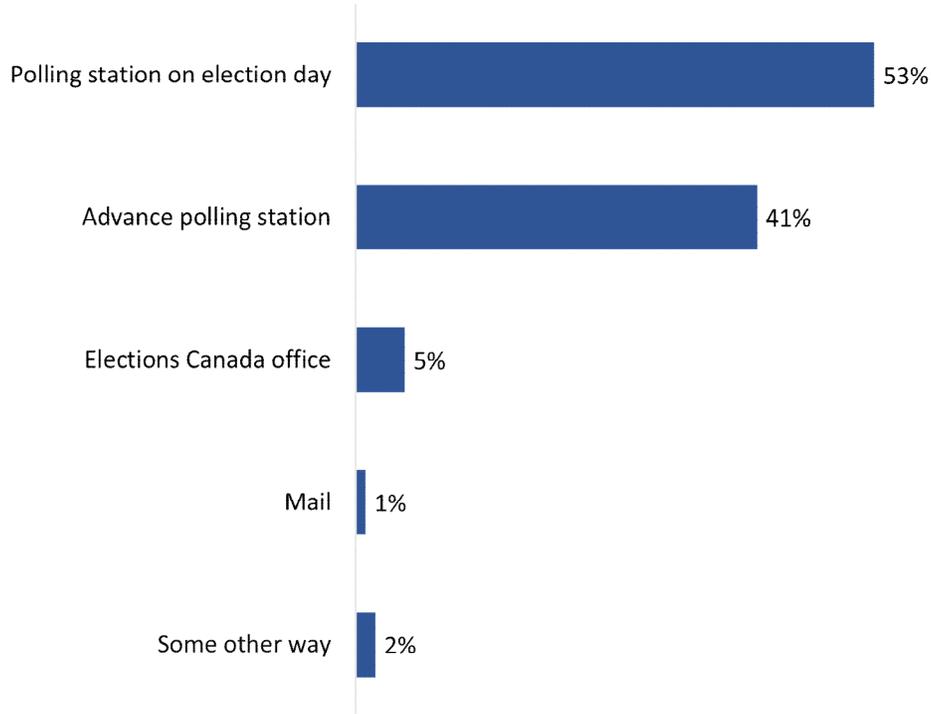
Figure 14: Main reasons for not voting—Itemized

<b>Everyday life or health reasons</b>	<b>47%</b>
Too busy	21%
Out of town/away from home	16%
Illness or disability	10%
<b>Political reasons</b>	<b>25%</b>
Felt voting would not make a difference	9%
Did not like candidates/parties/campaign	7%
Lack of information about campaign issues and parties' positions	5%
Do not trust politicians or politics	2%
Not interested in politics	1%
<b>Electoral process-related reasons</b>	<b>14%</b>
Issues with the voter information card/did not receive a voter information card	5%
Transportation problem/polling station too far	3%
Lack of information about the voting process (e.g. when/where to vote)	2%
Not on voters list	2%
Could not prove identity or address	2%
<b>All other reasons</b>	<b>14%</b>
Other reason	8%
Religious or other beliefs	3%
No particular reason	2%
Don't know	2%

**A majority voted at a polling station on election day or at an advance polling station**

Among electors who voted (n=329), 53% reported voting at a polling station on election day, while 41% voted at an advance polling station. Only a small percentage voted at a local Elections Canada office (5%). Very few mentioned other methods.

Figure 15: Methods used to vote



Q. Which method did you use to vote? Was it... Base: n=329, those who voted.

Electors aged 18–34 (69%, compared to 45% of those aged 55+) and those with high school or less education (64%, compared to 39% of university graduates) were more likely to report voting at a polling station on election day.

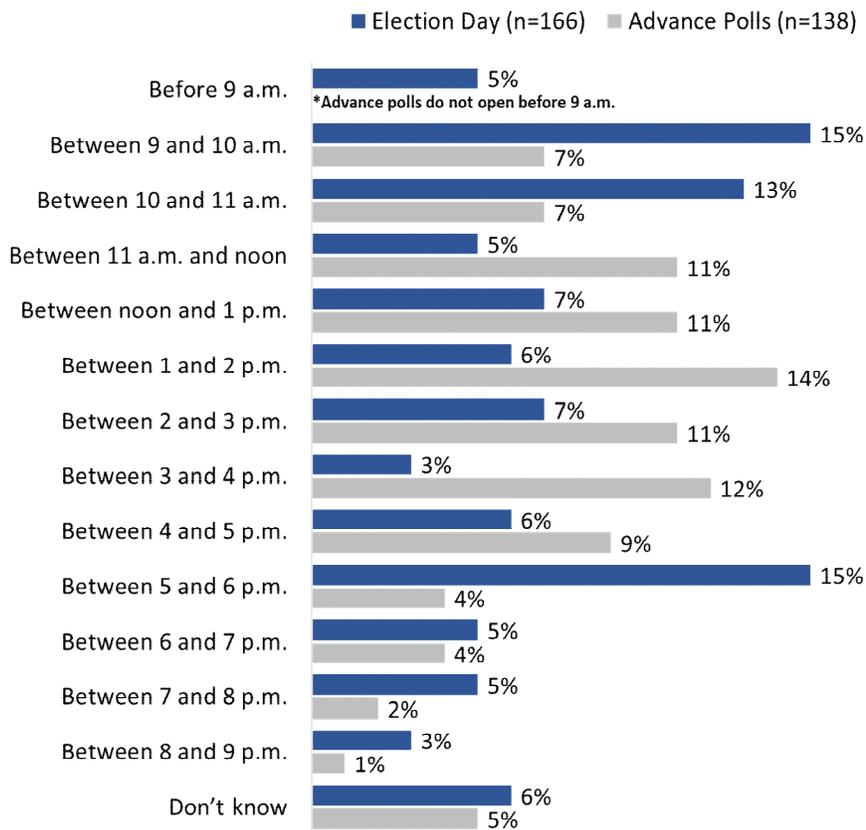
## 6. Experience at the polling place

### Voting time of day varies by type of poll

Three in 10 (31%) in-person voters (n=320) voted in the morning (between 8:00 a.m. and noon), 35% voted in the afternoon (between noon and 4:00 p.m.), and 28% voted in the evening (from 4:00 p.m. until the polling stations closed).

Among those who voted on **election day** (n=166), just over a third (37%) voted in the morning, compared to 31% in the evening and 23% in the afternoon. For those who voted at an **advance polling station** (n=138), almost half (48%) voted in the afternoon, one-quarter (25%) in the morning and 20% in the evening.

Figure 16: Time of day voted



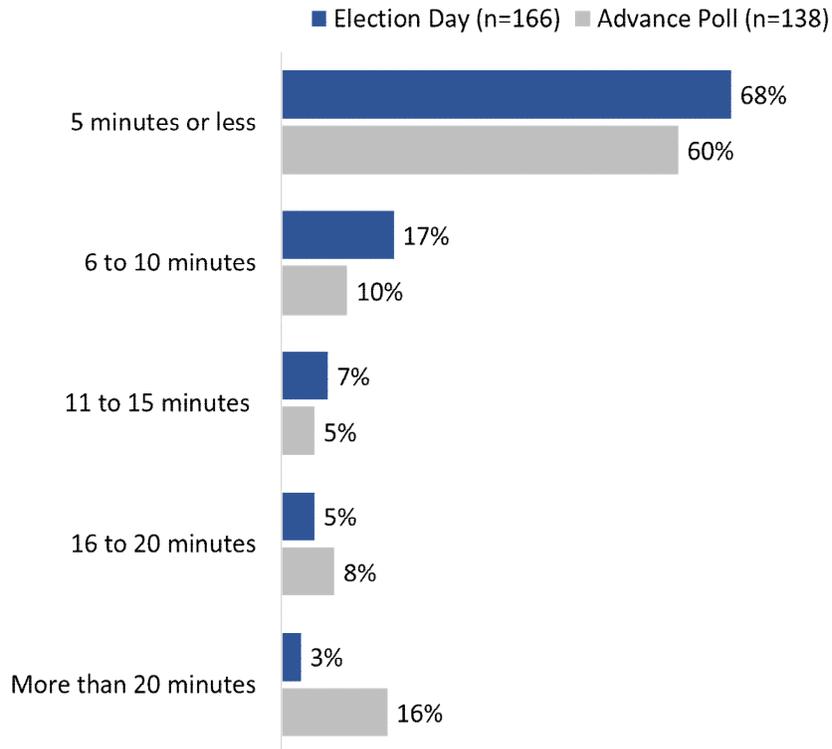
Q. Do you remember approximately what time it was when you went to vote at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

**Majority of electors said it took 10 minutes or less to travel to the polling place**

Among in-person voters (n=320), almost two-thirds (64%) reported that travelling to their polling place took five minutes or less, while 14% said that it took between six and 10 minutes. For two in 10 (21%), it took more than 10 minutes to travel to their polling station.

Figure 17 shows the travel times segmented by voting location. Almost seven in 10 (68%) of those who voted at a polling station on **election day** and six in 10 (60%) of those who voted at an **advance poll** said it took them five minutes or less to travel to their polling place.

Figure 17: Travel time to vote

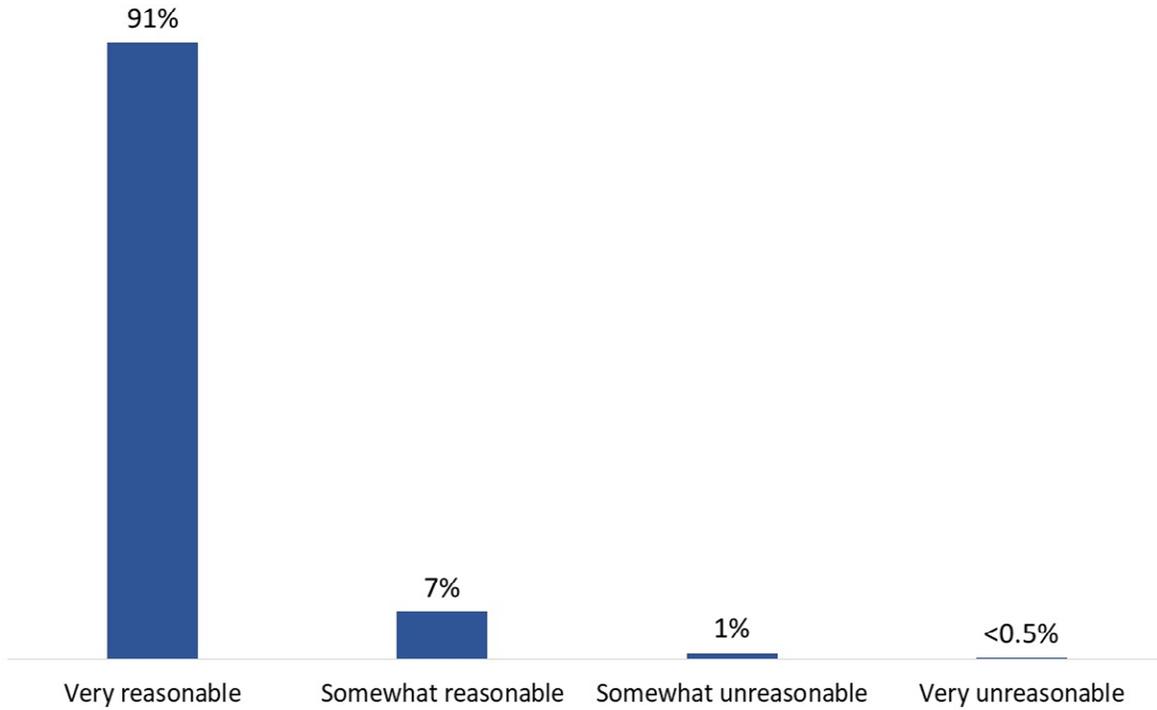


Q. To the best of your knowledge, how long did it take (minutes) you to travel to the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

**Nearly everyone reported that the distance to the polling station was reasonable**

Ninety-eight percent of voters found the distance from their home to their polling station at least somewhat reasonable, with 91% considering it very reasonable and 7% somewhat reasonable. Only 2% described the distance as somewhat or very unreasonable.

Figure 18: Satisfaction with distance from home to the polling station

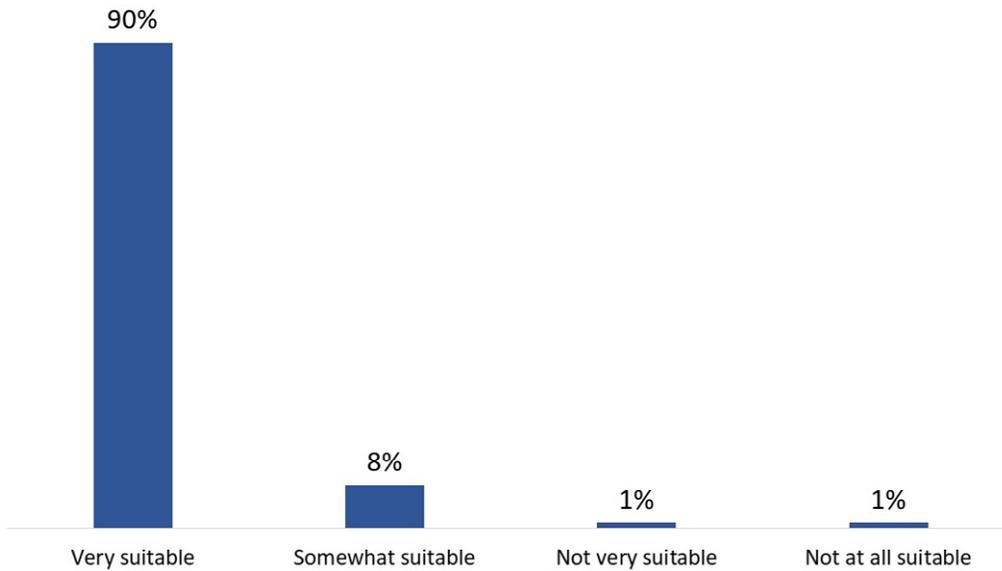


Q. Was the [polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home? Base: n=320; respondents who voted in person at the polling station. [Don't know: 1%]

### Almost all voters considered the facilities to be suitable

Ninety-eight percent of voters who voted at a polling station, advance polling station or local Elections Canada office found the facility at least somewhat suitable, with 90% describing it as very suitable and 8% as somewhat suitable. Only 2% felt the building where they voted was not very or not at all suitable.

Figure 19: Suitability of voting facilities



Q. Would you say that the building where you voted was...? Base: n=320; respondents who voted in person at the polling station.

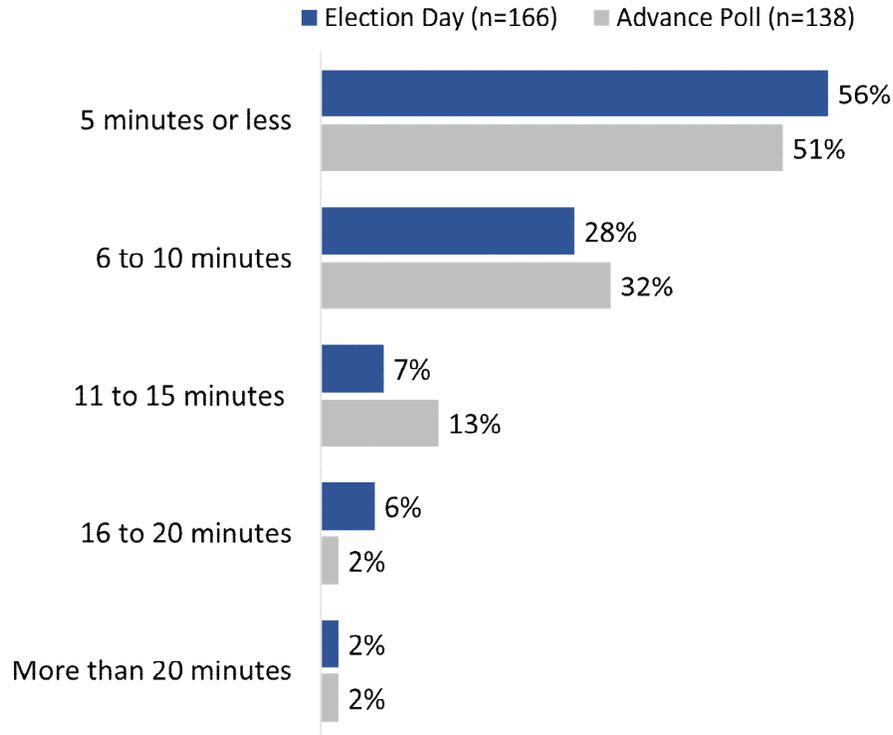
Voters aged 18–34 (78%, compared to 95% of voters aged 55+) and those with high school or less education (84%, compared to 93% of college graduates and those with some post-secondary and 95% of university graduates) were less likely to say that the building where they voted was very suitable.

**Half took five minutes or less to vote**

Fifty-four percent of voters who cast their ballot in person (n=320) reported that voting took five minutes or less. Thirty percent said it took between six and 10 minutes, while 16% indicated it took more than 10 minutes once they arrived at the facility.

Figure 20 shows voting time by type of poll.

Figure 20: Time it took to vote



Q. To the best of your knowledge, how long did it take you to vote once you arrived at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll. [Don't know: 1%]

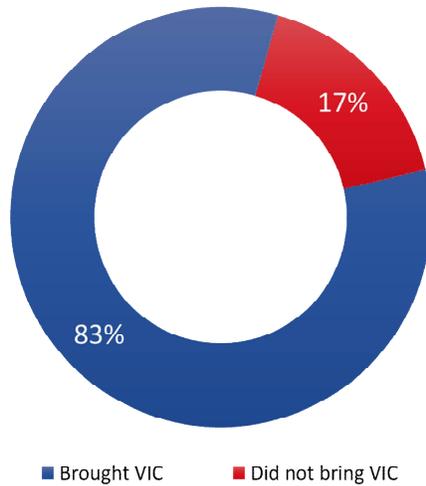
The vast majority (96%) of voters said the amount of time it took to vote once they arrived at the voting facility was reasonable.

## 7. Voter identification

### Large majority brought their VIC to vote

Eighty-three percent of voters who received a VIC and voted in person (n=273) said they brought their VIC with them to the polling place.

Figure 21: Percentage that brought their VIC to vote

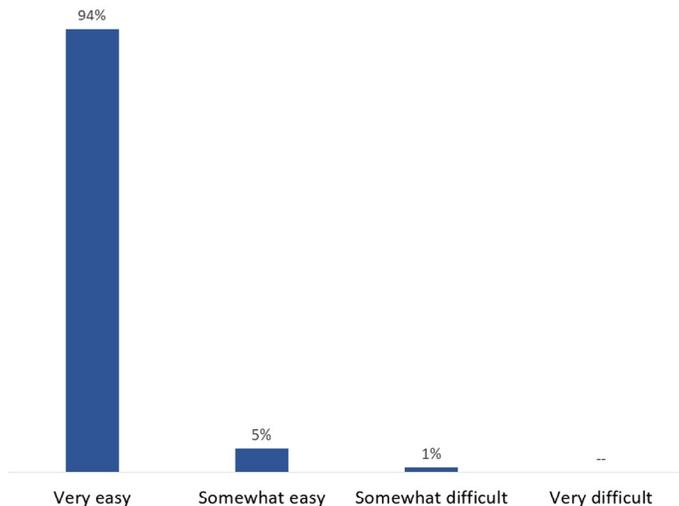


Q. Did you bring your voter information card with you to the [polling station/advance polling station/local Elections Canada office]? Base: n=273; those who received a VIC and voted at a polling place.

### Almost all voters said it was easy to meet the ID requirements

Nearly all surveyed voters considered it easy to meet the identification requirements, with 94% reporting it was very easy and 5% saying it was somewhat easy.

Figure 22: Ease of meeting ID requirements



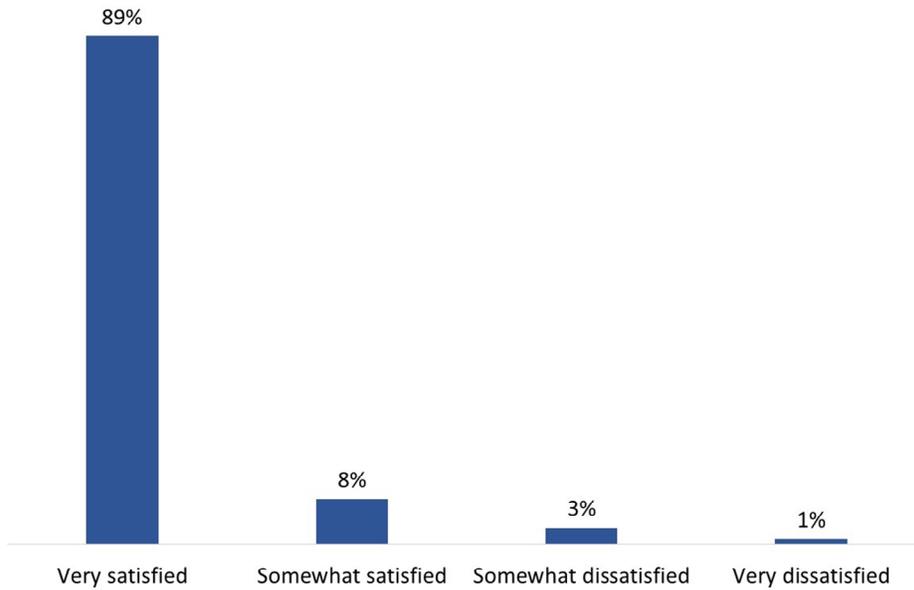
Q. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted? Base: n=329; respondents who voted and provided a valid response when asked about the method used to vote. [Don't know: 1%]

## 8. Satisfaction with voting experience

### Large majority of voters were satisfied with EC staff

Ninety-seven percent of voters reported being satisfied with the services provided by Elections Canada staff when they voted, with 89% reporting being very satisfied and 8% being at least somewhat satisfied.

Figure 23: Satisfaction with EC staff

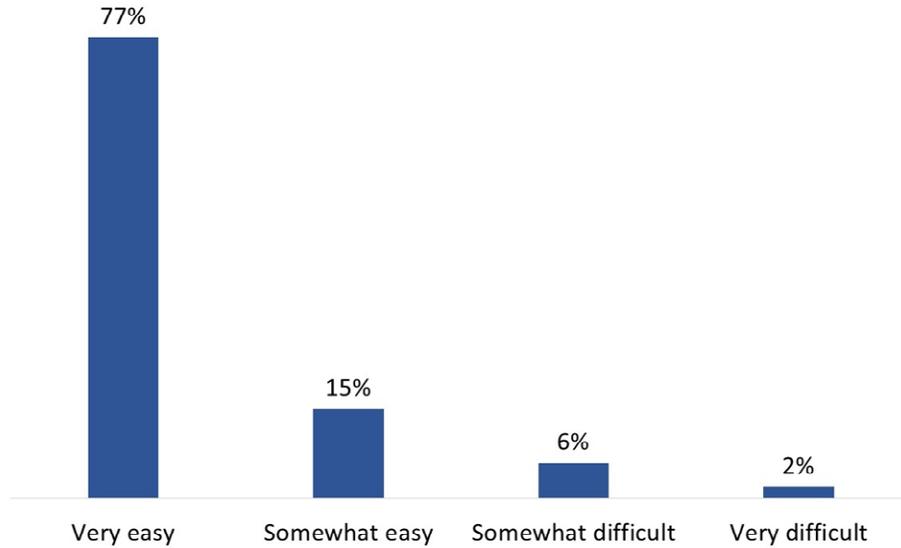


Q. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted? Base: n=321; respondents who voted at a polling station, advance polling station, local Elections Canada office, or at home.

### Most voters found it easy to vote

Ninety-two percent of voters reported that voting was easy, with 77% saying it was very easy and 15% saying it was somewhat easy.

Figure 24: Ease of voting



Q. Overall, how easy was it to vote? Base: n=329; respondents who voted and provided a valid response when asked about the method used to vote.

Electors aged 55+ were more likely to say it was very easy to vote (81%, compared to 70% of those aged 35–54).

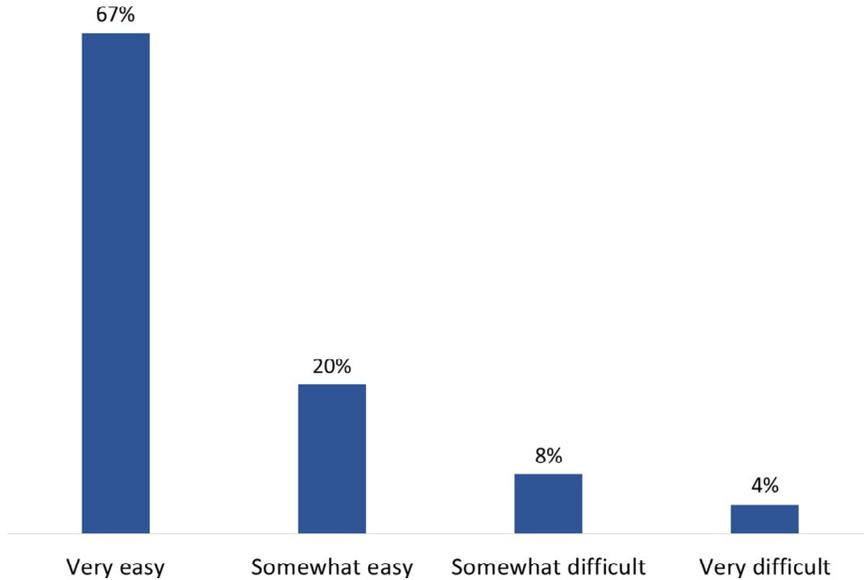
Those who said it was somewhat or very difficult to vote (n=42) pointed to a variety of reasons, including difficulty finding the candidate they wanted to vote for on the ballot<sup>3</sup> (46%), difficulty spelling or writing their chosen candidate’s name (41%), the size of the physical list of candidates (i.e. it was difficult to handle) (31%), and difficulty reading or understanding the list of candidates (24%).

<sup>3</sup> The ballot included 214 candidates. Due to the large number of candidates, Elections Canada created an adapted ballot on which electors wrote in the name of the candidate they were voting for. It replaced the typical list-style ballot, on which electors mark a circle next to the name of their candidate of choice. A complete list of candidates was available to all voters to assist them.

### Large majority of voters found the paper ballot easy to complete

A large majority of surveyed voters (87%) said it was easy to complete their paper ballot, including 67% who said it was very easy and 20% who said it was somewhat easy.

Figure 25: Ease or difficulty completing the paper ballot



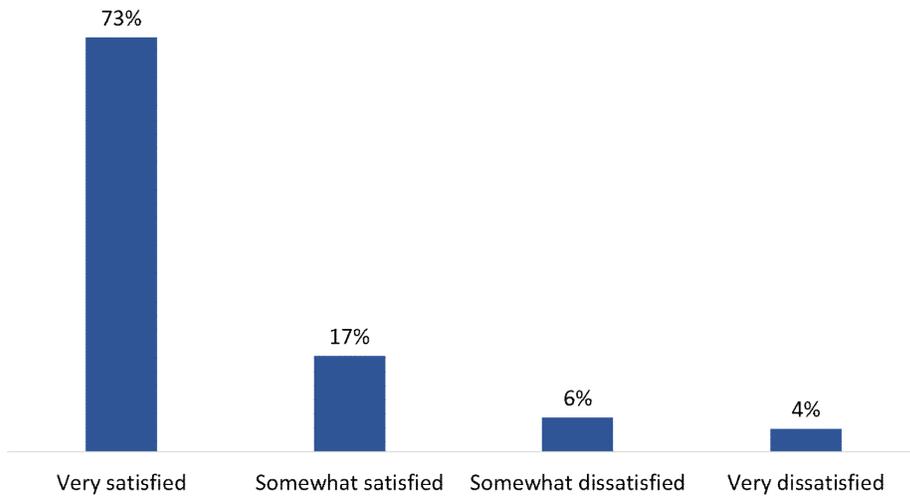
Q. Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot? Base: n=329; respondents who voted and provided a valid response when asked about the method used to vote.

Electors aged 18–34 were most likely to say they found it somewhat or very easy to complete their paper ballot (97%, compared to 82% of those aged 35–54 and 87% of electors aged 55+).

### Nine in 10 voters were satisfied with their voting experience

Ninety percent of respondents who voted in the by-election were at least somewhat satisfied with their overall voting experience, including 73% who were very satisfied and 17% who were somewhat satisfied. Ten percent of respondents who voted reported being somewhat dissatisfied.

Figure 26: Satisfaction with voting experience



Q. Overall, how satisfied were you with your voting experience? Would you say that you were...? Base: n=329; respondents who voted and provided a valid response when asked about the method used to vote.

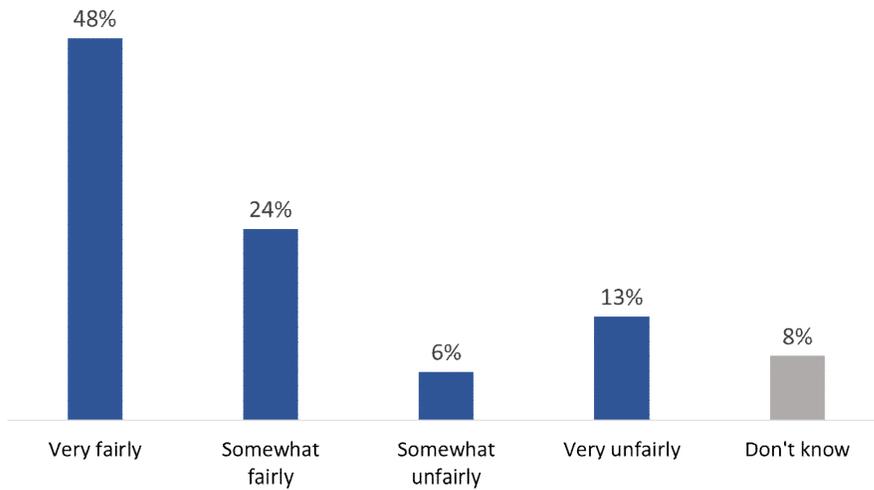
Electors aged 18–34 were most likely to be satisfied with their voting experience (100%, compared to 85% of electors aged 35–54 and 90% of those aged 55+).

## 9. Fairness, trust and confidence in Elections Canada

### Close to three-quarters of electors felt that Elections Canada ran the by-election fairly

Seventy-two percent of voters felt that Elections Canada ran the by-election fairly, with 48% saying it was run very fairly and one-quarter (24%) saying somewhat fairly. Meanwhile, 19% believed the election was run somewhat or very unfairly and 8% were unsure.

Figure 27: Perceptions of Elections Canada’s fairness in running the by-election



Q. Thinking about the August 18, 2025, federal by-election, would you say that Elections Canada ran the election...?  
 Base: n=403; all respondents. [Prefer not to answer: <0.5%]

Those who felt that Elections Canada ran the election somewhat or very unfairly (n=81) were asked to explain their reasoning. The most common concern was the number of candidates, with 74% of electors who felt the election was run unfairly citing this reason. Additional concerns included broad allegations that cheating occurred or that the election was “rigged,” concerns about the write-in ballot, and unfair electoral district boundaries or regional distribution of seats.

Figure 28 presents the full list of reasons why electors felt that Elections Canada ran the election unfairly.

Figure 28: Reasons for saying that EC ran the election unfairly

Reasons for saying that EC ran the election unfairly	% that pointed to each reason
Complaints about the number of candidates	74%
Broad allegations that cheating occurred or the election was “rigged”	8%
Concerns about the write-in ballot	7%

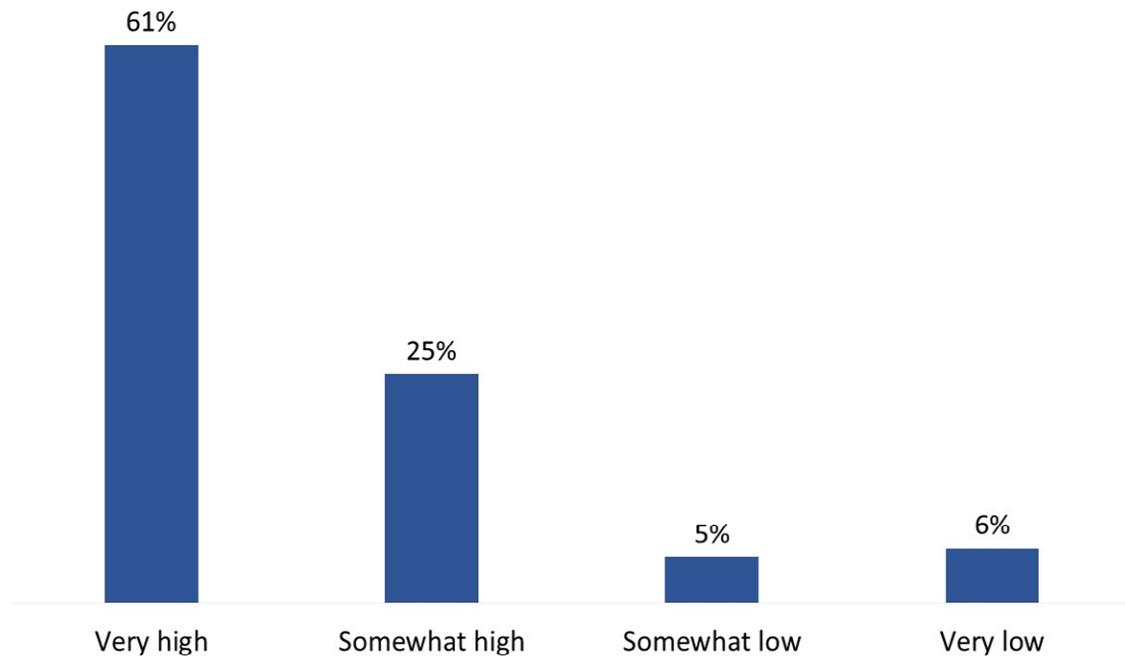
Unfair electoral district boundaries/regional distribution of seats	5%
Issues with receiving info on where and when to vote	3%
Perception that EC ran the election in a partial, partisan or corrupt way	3%
General mistrust in elections, government, politics or politicians	2%
Poor communications around the by-election	2%
Fairness of electoral process	2%
Dissatisfaction with the location/accessibility of the polling place	1%
Concerns about the accuracy/integrity of the vote-counting process	1%
Other reasons	1%
No particular reason	2%

Q. Is there a specific reason as to why you think Elections Canada runs the election unfairly? Base: n=81; those who think EC ran the election unfairly.

**Most trust the accuracy of by-election results**

Most electors (86%) reported trusting the accuracy of the election results in their riding, with 61% expressing a very high level of trust and one-quarter (25%) a somewhat high level of trust. Meanwhile, 10% reported having a low level of trust in the results.

Figure 29: Trust in accuracy of results



Q. What level of trust do you have in the accuracy of the election results in your riding? Base: n=403; all respondents. [Don't know: 3%]

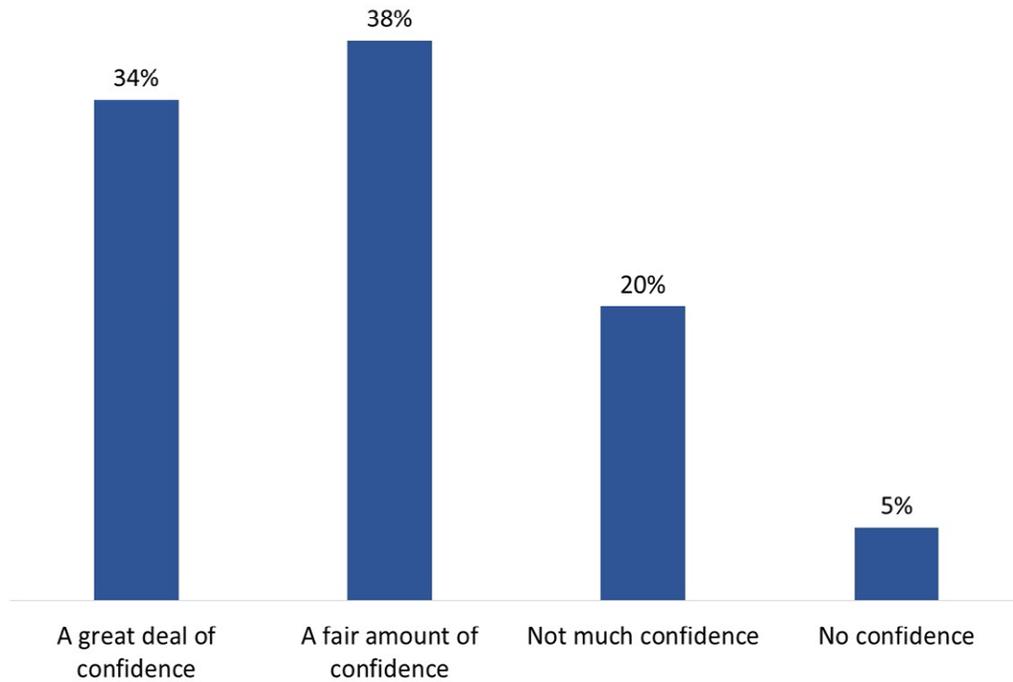
Electors aged 55+ were most likely to report a very high level of trust (69%, compared to 53% of those aged 18–34 and 56% of those aged 35–54).

Electors who reported low trust in the accuracy of the election results (n=37) were asked to explain their reasons. The most common responses included general mistrust or a lack of confidence in elections, government, politics, or politicians, followed by other reasons, the number of candidates on the list, and broad allegations of cheating or that the election was “rigged.”

### Three-quarters of surveyed electors have confidence in Elections Canada

Overall, 73% of electors reported having at least some confidence in Elections Canada, with 34% expressing a great deal of confidence and 38% having a fair amount of confidence. One-quarter (26%) said they have little or no confidence in EC.

Figure 30: Confidence in Elections Canada



Q. Overall, how much confidence do you have in Elections Canada? Base: n=403; all respondents. [Don't know: 1%]

University graduates were most likely to report having a great deal of confidence in Elections Canada (49%, compared to 32% of those with a high school education or less and 28% of those with some post-secondary education and college graduates).

## Profile of Surveyed Electors

Age	Weighted		Unweighted	
	n	%	n	%
18–34 years	95	24%	64	16%
35–54 years	127	32%	137	34%
55 years and older	181	45%	202	50%

Gender	Weighted		Unweighted	
	n	%	n	%
Man	199	50%	230	57%
Woman	199	50%	168	42%

\*Another gender: n=2; Prefer not to say: n=3 (unweighted)

Employment	Weighted		Unweighted	
	n	%	n	%
Employed	242	60%	237	59%
Unemployed and looking for work	18	5%	14	4%
Student	6	2%	5	1%
Retired	106	26%	119	30%
Homemaker	12	3%	10	3%
Other	18	4%	18	4%

Education	Weighted		Unweighted	
	n	%	n	%
High school or less	143	35%	142	35%
Some post-secondary/college/university	159	39%	154	38%
Completed university	98	24%	102	25%

\* Prefer not to say: n=2 (unweighted)

Household income	Weighted		Unweighted	
	n	%	n	%
Under \$20,000	19	5%	16	4%
\$20,000 to just under \$40,000	44	11%	43	11%
\$40,000 to just under \$60,000	50	12%	49	12%
\$60,000 to just under \$80,000	47	12%	48	12%
\$80,000 to just under \$100,000	45	11%	44	11%
\$100,000 to just under \$150,000	65	16%	69	17%
\$150,000 and above	65	16%	66	16%

\*Don't know: n=20; Prefer not to say: n=48 (unweighted)

Disability [self-identification]	Weighted		Unweighted	
	n	%	n	%
Identify as having a disability	79	20%	80	20%
Do not identify as having a disability	319	79%	317	79%

\*Don't know: n=1; Prefer not to say: n=5 (unweighted)

First Nations, Métis or Inuk (Inuit)	Weighted		Unweighted	
	n	%	n	%
Non-Indigenous	369	92%	376	93%
Indigenous	33	8%	26	6%

\*Prefer not to say: n=1 (unweighted)

Born in Canada	Weighted		Unweighted	
	n	%	n	%
Base: those who are not Indigenous.				
Born in Canada	345	94%	350	93%
Born outside Canada	23	6%	25	7%

\*Prefer not to say: n=1 (unweighted)

Visible minority	Weighted		Unweighted	
	n	%	n	%
Visible minority	16	4%	16	4%
Not a visible minority	372	92%	370	92%

\*Don't know: n=5; Prefer not to say: n=9 (unweighted)

Voted in the 2025 federal election	Weighted		Unweighted	
	n	%	n	%
Base: those 18+ at the time of the last federal election.				
Voted	349	87%	349	87%
Non-voter but eligible	40	10%	41	10%
Not eligible to vote in 2025	5	1%	5	1%

\*Don't know: n=5; Prefer not to say: n=3 (unweighted)

## Appendix

### Annex 1: Methodological Details

#### Sampling

An overlapping dual-frame (landline and cell) sample was used to minimize coverage error. The sample sources were as follows:

Sample Source	Sample Type	Number of Surveys
ASDE	Landline RDD	49
ASDE	Wireless RDD	285
Advanis	Wireless GPRS	69

To ensure that the sample was representative and that the results reflected the distribution of electors by age and gender, the sampling frame was based on Statistics Canada 2021 census data and stratified by age.

Respondents were randomly selected using the landline and wireless samples. For landlines, interviewers asked to speak to the youngest person in the household who is a Canadian citizen and who was at least 18 years old at the time of the election. If that was not the initial individual answering the telephone but another in the household, interviewers asked to speak to the eligible respondent. If that person was not available over the interview period, interviewers asked to speak to the person with the next most recent birthday. No selection procedures were used for the cell phone sample.

Once an appropriate adult was reached, voter eligibility was verified by the interviewer. To be eligible for the survey, respondents had to be Canadian citizens at least 18 years of age on polling day and have had an address of ordinary residence in the Battle River–Crowfoot electoral district from the first day of the revision period until election day.

Based on a sample of this size (n=403), the overall results would have a maximum margin of error of  $\pm 4.9\%$ , 19 times out of 20.

#### Pre-test

To pre-test the questionnaire, respondents were first administered the survey and then asked about its clarity. A brief debriefing session followed, providing respondents with an opportunity to offer feedback on the questionnaire. This pre-test was conducted by telephone on August 19, 2025, following the August 18, 2025, by-election.

Respondents had the option to participate in the official language of their choice; all interviews were conducted in English. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and Elections Canada officials. In total, 20 electors agreed to participate in the pre-test; all respondents participated in English. Following a review of these recordings, no substantive changes were made to the questionnaire, and the fieldwork continued on August 20, 2025.

**Data collection**

All fieldwork was conducted using computer-assisted telephone interviewing (CATI) and computer-assisted web interviewing (CAWI) technology. To minimize non-response, those who declined to complete the survey over the telephone and those who could not be reached by wireless telephone after three call attempts were given the option to complete the survey online.<sup>4</sup> Nine (n=9) electors completed the survey online. The remaining 394 electors completed the survey over the telephone.

The following specifications applied:

- The survey was programmed in both French and English.
- A total of 403 interviews were completed in English.
- Interviews averaged 13.3 minutes when conducted over the telephone. Completing the survey online averaged 7.6 minutes.
- Survey respondents were informed that their participation would be voluntary and that information collected is protected under the authority of the *Privacy Act*. They were also informed that the anonymized database of all responses may be shared with external researchers who collaborate with Elections Canada under the strict condition that no personal information is ever distributed or made public.
- Interviewers mentioned in the introduction that the study was sponsored by Elections Canada.
- The fieldwork took place from August 19 to 27, 2025.

**Response rate**

The table below presents information about the final call dispositions for this survey and the response rate: first, the individual landline and wireless samples, then the overall results.

Call disposition	Landline	Wireless	Overall
<b>Out-of-scope—invalid (I)</b>			
Not in service, fax/modem, business	922	3,692	4,614
<b>Unresolved (U)</b>			
Busy, voicemail, no answer	1,245	17,958	19,203
<b>In-scope—non-responding (IS)</b>			
Language problem, illness	11	28	39
Selected respondent not available	0	4	4
Household refusal	174	2,691	2,865
Respondent refusal	116	1,397	1,513
<b>In-scope—responding units (R)</b>			
Does not qualify—age	1	5	6
Does not qualify—citizenship	0	1	1
Terminate—does not live in Battle River–Crowfoot	14	340	354

<sup>4</sup> For panellists from the wireless telephone sample who had previously provided consent to be contacted via SMS text message, an SMS invitation was sent after leaving a voicemail on the third call attempt.

Terminate—age stratum filled	2	19	21
Completed the survey	49	354	403
<b>Total numbers dialed</b>	<b>2,534</b>	<b>26,489</b>	<b>29,023</b>
<b>Response rate<sup>5</sup> = R / (U + IS + R)</b>	<b>4.1%</b>	<b>3.2%</b>	<b>3.2%</b>

**Survey weighting**

The table below shows the weighted and unweighted proportions for the variables used to create the weights:

	Battle River–Crowfoot	
	Unweighted	Weighted
Total (n)	403	403
<b>Gender</b>		
Male	57%	49%
Female	42%	49%
Preferred not to answer	1%	1%
<b>Age</b>		
18 to 24	8%	9%
25 to 34	8%	15%
35 to 44	16%	15%
45 to 64	38%	34%
65 or older	31%	27%

<sup>5</sup> The response rate formula is as follows: [Response rate=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

## Annex 2: Survey Questionnaire

### Introduction

**Good afternoon/evening. My name is ... and I am calling from [...], a public opinion research company. Today we are conducting a study on behalf of Elections Canada. Please be assured that we are not selling or soliciting anything.**

[IF ASKED]: The survey will take about 12 minutes to complete.

[IF ASKED ABOUT TOPIC OF SURVEY]: This survey is about the federal by-election that took place on August 18, 2025, not the federal general election, provincial election, or any other previous election.

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time). You can also contact Alethea Woods, from Phoenix Strategic Perspectives, at 1-877-680-7070.

[IF ASKED ABOUT THE NATIONAL DO NOT CALL LIST]: Calls made for the purpose of market research, polls or surveys are not considered telemarketing calls. Organizations making these types of calls are not required to register with the National Do Not Call List. The National Do Not Call List toll-free telephone number is 1-866-580-3625.

[IF ASKED ABOUT ELECTIONS CANADA]: The Elections Canada website is at elections.ca. The toll-free telephone number for Elections Canada is 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time).

### Landline Protocol

**I would like to speak to the youngest person in your household who is a Canadian citizen and is at least 18 years old. Would that be you?**

- If person is not available, arrange for call back.
- If person is not available over interview period, ask for person with next most recent birthday.
  - If the response rate is lower among younger Canadians, ask to speak to the youngest person in the household who is 18 years of age or older.
- If no one in household is a Canadian citizen or 18 years, thank and discontinue.
- If in doubt, confirm whether respondent would like to be interviewed in English or French.

### Cell Protocol

**I would like to speak to someone who is a Canadian citizen and is at least 18 years old. Does that describe you?**

- If person is not available, arrange for call back.
- If person is not available over interview period, thank and discontinue.
- If person is not a Canadian citizen or 18 years, thank and discontinue.
- If in doubt, confirm whether respondent would like to be interviewed in English or French.

### Privacy

**Please note that this call may be recorded for quality control or training purposes. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. Elections Canada will not use your responses to identify you, and none of your**

opinions will be attributed to you personally in any way. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

## Screening/Quotas

### ByResident

**Between July 16, 2025, and August 18, 2025, did you live in the federal riding of Battle River-Crowfoot?**

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the August 18, 2025, federal by-election. THANK AND DISCONTINUE.

IF ANSWERS SPONTANEOUSLY THAT LIVED IN RIDING FOR ONLY PART OF REVISION PERIOD: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding for the entire revision period (July 16, 2025, through August 18, 2025), and were eligible to vote in the August 18, 2025, federal by-election. THANK AND DISCONTINUE.

IF UNSURE: REVIEW LIST OF COMMUNITIES IN THE RIDING WITH RESPONDENT TO DETERMINE IF HE/SHE WAS A RESIDENT OF THE RIDING. IF SO, CONTINUE. IF NOT, DISCONTINUE USING LANGUAGE IN CODE 02. LIST OF COMMUNITIES ATTACHED.

IF UNSURE (2): INTERVIEWER TO USE ELECTIONS CANADA'S ONLINE VOTER INFORMATION SERVICE TO VERIFY RIDING BY POSTAL CODE (<http://www.elections.ca/scripts/vis/finded>).

01. Yes
02. No [TERMINATE AND USE 'NO' TERMINATION ABOVE]
03. [PHONE ONLY] Recently moved [TERMINATE AND USE 'LIVED IN RIDING FOR ONLY PART OF PERIOD' TERMINATION ABOVE]

### Citizen

**May I confirm that you are a Canadian citizen?**

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on August 18, 2025. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on August 18, 2025? IF YES ASK TO SPEAK TO THAT PERSON.

01. Yes
02. No [TERMINATE AND USE 'NO' TERMINATION]
98. Don't know [TERMINATE AND GO TO THNK2]
99. Prefer not to say [TERMINATE AND GO TO THNK2]

### YOB

**In what year were you born?**

[DO NOT READ]

Record year: [4- digit number; min. 1905, max. 2025]

99. Prefer not to say  
[Compute Age=2025-YOB]  
*[If Age<18, TERMINATE AND GO TO THNK2]*

[Show if YOB=99]

### AgeGroup

**Would you be willing to indicate in which of the following age categories you belong?**

- 00. Under 18 [TERMINATE]
- 01. 18 to 24
- 02. 25 to 34
- 03. 35 to 44
- 04. 45 to 54
- 05. 55 to 64
- 06. 65 or older

[Do not read]

99. Prefer not to say [*TERMINATE AND GO TO THNK2*]

### 18inBy

*[Show if Age=18 or AgeGroup=01]*

**May I confirm that you were at least 18 years old on August 18, 2025?**

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on August 18, 2025. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on August 18, 2025? IF YES ASK TO SPEAK TO THAT PERSON.

[DO NOT READ]

- 01. Yes
- 02. No [*TERMINATE AND USE 'NO' TERMINATION*]

## Electoral Awareness and Knowledge

*[Ask all]*

### AwareBy

**Did you know that a federal by-election took place on August 18, 2025, in your riding?**

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

### KnowPreamble

***Now, I would like to ask you a few questions about voting in a federal by-election. Please answer to the best of your knowledge.***

[Randomize order of next 2 questions]

### KnowReg\_Eday

**If an elector is not registered on election day and wants to vote, can they register at the polling place and then vote immediately after?**

[If asked about registration: "Registration means that your name is on the list of electors."]

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

### KnowReg\_Online

**Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website?**

[If asked about registration: "Registration means that your name is on the list of electors."]

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

[Rotate KnowID\_Identity and KnowID\_Address]

### KnowID

**In order to vote in a Canadian federal election, do voters have to present ...**

#### KnowID\_Identity

**A proof of IDENTITY?**

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

#### KnowID\_Address

**A proof of ADDRESS?**

[DO NOT READ]

01. Yes
02. No
98. Don't know
99. Prefer not to say

### KnowWaystoVote\_phone

**To the best of your knowledge, what are the current ways that electors can vote in a federal election?**

[DO NOT READ] – SELECT ALL THAT APPLY (MULTIPLE MENTIONS). PROBE CAREFULLY TO AVOID SUGGESTING ANSWERS WHICH WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE “Anything else?”

01. In person at a polling station on election day (August 18, 2025)
02. At advance polls, in person (on August 8, 9, 10, 11, 2025)
03. By mail (either within Canada or outside Canada)
04. At a local Elections Canada office / office of the returning officer, before election day
05. At home (for electors with a disability)
06. Special ballot, write-in ballot, absentee ballot (non-specific) \*not at a polling station on or before election day\*
07. On some post-secondary campuses
08. Online (non-specific)
09. Through the telephone
10. Computer, electronically (non-specific)
11. By proxy
96. Other, please specify: [TEXT]
98. Don't know
99. Prefer not to say

### NOTES:

- “Ways to vote” means the different voting methods available in a federal election.
- If respondent simply says, “polling station”, probe “Could you please be more specific about when that would be?” (codes 01 and 02 use polling stations).
- If respondent simply says “before election day”, ask for clarification “Could you please be more specific about how you can vote before election day?” (codes 02, 03 and 04 can all be prior to election day).

### VISknowledge

During an election, is it possible to look up the location of your polling station on the Elections Canada website?

01. Yes
02. No
98. Don't know/don't remember

*If AwareBy IS 02 OR 98 OR 99; GO TO ByFairness*

## Aided recall of EC advertising and communications

### InfoPreamble

*I would like to ask a few questions about the information you may have received in advance of the federal by-election.*

### GotVIC

**During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote?**

[DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know/don't remember
- 99. Prefer not to say

### FeelInformed\_Voting

**Overall, how well informed do you feel you were about when, where and the ways to vote in the by-election?**

READ SCALE

- 01. Very informed
- 02. Somewhat informed
- 03. Not very informed
- 04. Not at all informed

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

### AdRecallA

**Over the past few weeks or so, did you see or hear any advertising from Elections Canada about where, when, and ways to vote in the August 18<sup>th</sup>, 2025 by-election?...**

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

### AdRecallB

**Where did you see or hear this advertising or communication?**

[DO NOT READ; SELECT ALL THAT APPLY.]

01. On social media such as Facebook, Instagram or YouTube
02. When browsing websites or on a mobile application
03. On the radio or an audio platform (such as Spotify)
04. In a local newspaper
05. Television
06. Postcard or brochure in the mail
07. Public transit (bus or subway)
96. Other, please specify: [TEXT]
98. Don't know

[READ]

99. Anywhere else?

## Registration

### RegCheck

**What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you...?**

[Read list; accept one response]

[If respondent gives multiple answers: code 01 ahead of 02 or 03, code 02 ahead of 03]

01. Register to vote recently
02. Update your registration information
03. Check that you were already registered

[DO NOT READ]

04. Did none of the above
98. Don't know
99. Prefer not to say

### RegMethod

**How did you make sure you were registered?**

[Show if RegCheck=01-03]

[Do not read. Code up to 3 responses.]

[If respondent says they went online/checked website, probe to clarify if this is code 03 or 04.]

01. Contacted Elections Canada by phone
02. Contacted Elections Canada by mail
03. Contacted Elections Canada through website
04. Used Elections Canada's online voter registration system on its website
05. At the polling place before voting
06. At a local Elections Canada office

- 07. [Show if GotVIC=01] I made sure my voter information card was correct
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember
- 99. Prefer not to say

## Voter participation

### Voted

**Many people don't or can't vote for a variety of reasons. Which of the following statements describes you?**

- 01. I did not vote in the by-election
- 02. I thought about voting this time but didn't vote
- 03. I usually vote but didn't this time
- 04. I am sure I voted in the by-election

[DO NOT READ]

- 98. Don't know
- 99. Prefer not to say

### ReasonDidNotVote

**Show if Voted IS 01 or 02 or 03**

**What is the main reason you did not vote?**

[DO NOT READ – CODE 1 ANSWER]

#### Everyday life or health reasons

- 01. Too busy
- 02. Out of town / away from home
- 03. Illness or disability

#### Political reasons

- 04. Not interested in politics
- 05. Lack of information about campaign issues or parties' positions
- 06. Did not like the candidates, parties, or campaign
- 07. Felt voting would not make a difference
- 08. Did not know who to vote for
- 09. Do not trust politicians or politics

#### Electoral process-related reasons

- 10. Could not prove identity or address
- 11. Not on voters list
- 12. Transportation problem / polling station was too far
- 13. Lack of information about the voting process (e.g. when or where to vote)
- 14. Lineups were too long

15. Issues with the voter information card/ did not receive voter information card
16. Missed the mail-in ballot deadline
17. Tried to vote by mail but did not receive ballot in time
18. Polling place was not accessible
19. Voting process was not accessible

All other reasons

20. Forgot to vote
21. Religious or other beliefs
22. Long ballot/adapted ballot/write-in ballot
96. Other reason, please specify: [TEXT]
97. No particular reason
98. Don't know
99. Prefer not to say

**TooBusy\_Reason**

***Show if ReasonDidNotVote IS 01 (Too busy)***

**You said you were too busy to vote. If you had to choose, which of the following most closely reflects your situation? Would it be...**

[Randomize 01-03]

[READ]

01. There isn't time in my normal schedule to vote
02. Something came up and I had to change my plans
03. I had other priorities that day

[Do not read]

96. Other, please specify: [TEXT]
98. Don't know
99. Prefer not to say

**OutofTown\_Reason**

***Show if ReasonDidNotVote IS 02 (Out of town / away from home)***

**Were you away from home for work or personal reasons?**

[DO NOT READ]

01. Work
02. Personal reasons
96. Other, please specify: [TEXT]
98. Don't know
99. Prefer not to say

**IF RESPONDENT ASKS WHY**

Elections Canada is working to improve its services for electors who are away from home on voting days.

#### OutofTown\_Planned

*Show if ReasonDidNotVote IS 02 (out of town / away from home)*

**Would you say that your travel was planned or unplanned?**

[DO NOT READ]

- 01. Planned
- 02. Unplanned
- Don't know
- Prefer not to say

#### **IF RESPONDENT ASKS WHAT IS MEANT BY UNPLANNED**

This means that the trip was not planned in advance—for example, you knew that you were leaving less than a week before you left.

#### **IF RESPONDENT ASKS WHY WE WANT TO KNOW**

Elections Canada is working to improve its services for electors who are out of town on voting days.

*If Voted IS 01, 02, 03, 98 OR 99; GO TO ByFairness*

#### VoteMethod

*Show if Voted IS 04*

**Which method did you use to vote? Was it...**

[READ IN ORDER UNTIL RESPONDENT PROVIDES A RESPONSE – CODE ONE ANSWER ONLY]

- 01. At the polling station on election day on August 18, 2025?
- 02. At the advance polling station (on August 8, 9, 10, 11, 2025)?
- 03. At the local Elections Canada office before election day?
- 04. By mail?
- 05. At home (if disabled)
- 96. Other, please specify: [TEXT]

[DO NOT READ]

- 98. Don't know
- 99. Prefer not to say

#### **IF RESPONDENT ASKS FOR CLARIFICATION AT ANSWER 03 "AT THE LOCAL ELECTIONS CANADA OFFICE"**

Whenever there is an election, the official in charge of conducting the election in a riding opens an office. That office is open to the public for the duration of the campaign. Did you vote there before election day?

IF RESPONDENTS SAY THEY VOTED ONLINE, ASK FOR CLARIFICATION. VOTERS CAN APPLY ONLINE TO RECEIVE A BALLOT IN THE MAIL HOME.

## Going to the Polling Place

*Show section if VoteMethod IS 01, 02, 03*

### VoteTimeOfDay

**Do you remember approximately what time it was when you went to vote at the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?**

DO NOT READ

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

01. [Hide always] Between 7 and 8 a.m.
02. [Show if VoteMethod=01] Between 8 and 9 a.m.
03. Between 9 and 10 a.m.
04. Between 10 and 11 a.m.
05. Between 11 a.m. and noon
06. Between noon and 1 p.m.
07. Between 1 and 2 p.m.
08. Between 2 and 3 p.m.
09. Between 3 and 4 p.m.
10. Between 4 and 5 p.m.
11. Between 5 and 6 p.m.
12. Between 6 and 7 p.m.
13. Between 7 and 8 p.m.
14. Between 8 and 9 p.m.
15. [Hide always] Between 9 and 9:30 p.m.
98. Don't know
99. Prefer not to say

### TravelTime

**To the best of your knowledge, how long did it take you to travel to the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?**

[DO NOT READ]

01. Record time in minutes: [NUMBER]
98. Don't know
99. Prefer not to say

### TravelReasonable

Was the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home?

[DO NOT READ]

- 01. Very reasonable
- 02. Somewhat reasonable
- 03. Somewhat unreasonable
- 04. Very unreasonable
- 98. Don't know
- 99. Prefer not to say

### PollSuitable

Would you say that the building where you voted was...?

READ SCALE

- 01. Very suitable
- 02. Somewhat suitable
- 03. Not very suitable
- 04. Not suitable at all

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

### VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

DO NOT READ; RECORD TIME IN MINUTES

- 01. Record time in minutes: [NUMBER]
- 98. Don't know
- 99. Prefer not to say

### VoteTimeReasonable

*[Show if VoteTime=01 (i.e., if it's a number)]*

Would you say that this was a reasonable amount of time?

DO NOT READ. QUESTION REFERS TO TIME SPENT TO VOTE

- 01. Yes
- 02. No

- 98. Don't know
- 99. Prefer not to say

## Voter Identification

*[Show if GotVIC=01 and VoteMethod=01,02,03]*

### BroughtVIC

Did you bring your voter information card with you to the **[insert based on VoteMethod: 01 polling station, 02 advance polling station or 03 local Elections Canada office]**?

DO NOT READ. CODE ONE ANSWER ONLY

- 01. Yes
- 02. No
- 98. Don't know / don't remember
- 99. Prefer not to say

### IDease

*[Show if VoteMethod=01 to 96]*

Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted?

[DO NOT READ]

NOTE: THIS QUESTION REFERS TO RESPONDENT'S OWN EXPERIENCE

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

## Satisfaction with Voting Experience

*[Show if VoteMethod=01,02,03,05]*

### ECStaffSat

Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted?

DO NOT READ

- 01. Very satisfied

- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. Don't know
- 99. Prefer not to say

#### ECStaffSat\_Reason

##### *If ECStaffSat IS 03 OR 04*

**Is there a specific reason why you were not satisfied with the services provided by Elections Canada staff?**

[open-ended]

- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

#### BallotEase

##### *Show if VoteMethod IS 01 to 96*

**Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot?**

[DO NOT READ]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

#### BallotEase\_Reason

##### *If BallotEase IS 03 or 04*

**Why was it difficult to complete your ballot?**

[Do not read; accept multiple responses]

- 01. List of candidates was too long/hard to find my choice of candidate in the list
- 02. List of candidates was difficult to read or understand
- 03. Spelling or writing chosen candidate's name was difficult
- 04. Found instructions for completing the ballot confusing
- 05. More difficult to fill out the adapted ballot compared to regular ballot in previous election(s)
- 06. Took longer to complete ballot
- 07. Physical list of candidates was too large/difficult to handle
- 08. Made error when filling out ballot, needed to re-do (e.g. misspelled party, candidate name, etc.)
- 09. I was afraid my handwriting would not be understood

- 96. Other, please specify: [TEXT]
- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

#### VoteEase

**Show if VoteMethod IS 01 to 96**

**Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to vote?**

[DO NOT READ]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know
- 99. Prefer not to say

#### VoteSat

**Show if VoteMethod=01-96**

**Overall, how satisfied were you with your voting experience? Would you say that you were...?**

READ SCALE

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

## Trust and Confidence in EC

[Ask all]

#### ByFairness

**Thinking about the August 18 federal by-election, would you say that Elections Canada ran the election...?**

EMPHASIZE "ELECTIONS CANADA"

READ SCALE

- 01. Very fairly

- 02. Somewhat fairly
- 03. Somewhat unfairly
- 04. Very unfairly

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

**ByFairness\_Reason**

***ByFairness IS 03 or 04***

**Is there a specific reason why you think Elections Canada ran the election unfairly?**

DO NOT READ

[Open-ended]

- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

**ByTrust**

**What level of trust do you have in the accuracy of the election results in your riding? Is it...?**

READ SCALE

- 01. Very high
- 02. Somewhat high
- 03. Somewhat low
- 04. Very low

DO NOT READ

- 98. Don't know
- 99. Prefer not to say

**ByTrust\_Reason**

***ByTrust IS 03 or 04***

**Is there a specific reason your trust in the accuracy of the election results is low?**

DO NOT READ ON PHONE

DO NOT INCLUDE RESPONSE OPTIONS ONLINE—TREAT AS OPEN-ENDED ONLINE

- 01. Number of candidates on list  
EXAMPLES INCLUDE CONCERNS ABOUT SELECTING WRONG CANDIDATE, CONFUSING DIFFERENT CANDIDATES, ETC.
- 02. Concerns about the accuracy/integrity of the ballot-counting process

EXAMPLES INCLUDE CONCERNS ABOUT ERRORS DURING COUNTING DUE TO NUMBER OF CANDIDATES, GENERAL CONCERN OR DISTRUST OF BALLOT COUNTING PROCESS, ETC.

03. Dissatisfaction with poll workers/electoral services during the voting experience
04. Concerns about/issues with mail-in ballots
05. Concerns about the use of pencils rather than ink to mark ballots
06. Broad allegations that cheating occurred or the election was “rigged”
07. Perceptions that Elections Canada ran the election in a partial, partisan or corrupt way (code as 08 if it is NOT about EC’s administration)
08. Perceptions that the special/adapted write-in ballot, or the longest ballot initiative, is political/partisan/ biased.
09. General mistrust/lack of confidence in elections, government, politics, or politicians. THE FOCUS IS GENERALIZED MISTRUST  
E.G., BELIEF THAT THE SYSTEM IS UNFAIR/RIGGED, REFERENCES TO PAST EXAMPLES OF ELECTORAL ERRORS OR FRAUD.
10. Concerns about eligible electors not voting for various reasons. EXAMPLES INCLUDE THE SPECIAL/ADAPTED WRITE-IN, NOT BEING ON THE VOTER’S LIST, NOT MEETING ID REQUIREMENTS, FATIGUE DUE TO PROXIMITY OF GENERAL ELECTION, INTIMIDATION)
11. Issues with the voter information card/did not know where to vote.
12. Concerns about polling logistics or operations. EXAMPLES INCLUDE ISSUES WITH POLLING STATION HOURS, ACCESSIBILITY, STAFF
13. Dissatisfaction with outcome of by-election/frustration with party politics
14. Other, please specify:
15. No particular reason
98. Don’t know
99. Refusal

### Confidence\_EC

**Overall, how much confidence do you have in Elections Canada? Do you have a great deal of confidence, a fair amount, not much, or no confidence?**

DO NOT READ

01. A great deal of confidence
02. A fair amount of confidence
03. Not much confidence
04. No confidence
98. Don’t know
99. Prefer not to say

## Background Characteristics

[Ask All]

These last few questions will allow us to compare the survey results among different groups of respondents. Your answers will remain anonymous and confidential.

### Gender

**For the purposes of this survey, could you please provide your gender?**

READ LIST

- 01. Woman
- 02. Man
- 96. Or please specify: [TEXT]
- 99. [DO NOT READ] Prefer not to say

### LangAtHome

**What language do you speak most often at home?**

READ LIST

- 01. English
- 02. French
- 96. Or please specify. [TEXT]
- 99. [Do not read] Prefer not to say

### Indigenous

**Are you First Nations, Métis or Inuk (Inuit)?**

**[DO NOT READ LIST; IF MULTIPLE IDENTITIES, ASK “WHICH DO YOU PRIMARILY IDENTIFY AS”]**

- 01. No, not First Nations, Métis or Inuk (Inuit)
- 02. Yes, First Nations
- 03. Yes, Métis
- 04. Yes, Inuit
  
- 99. Prefer not to answer

### CanBorn

***Indigenous IS 01 (No, not FN, Métis or Inuk (Inuk))***

Were you born in Canada?

[Do not read]

- 01. Yes
- 02. No

- 98. Don't know
- 99. Refusal

### CanYear

#### **CanBorn IS 02 (Not born in Canada)**

**In what year did you come to live in Canada?**

[Do not read]

Record year: [4- digit number; validate that (CanYear >= YOB and CanYear <= 2025) or CanYear=98-99]

- 98. Don't know / don't remember
- 99. Prefer not to say

### Ethnicity

**What is your ethnic or cultural background?**

#### **Indigenous IS 01 (No, not FN, Métis or Inuit (Inuk))**

[Do not read. Code only one reply.]

[Use 95 for multiple ethnicities that do not fall under one category; e.g., English-Chinese would be 95; German-Canadian would be 01.]

[If respondent will only say "Canadian", code as 01.]

[If unsure, code response in 96 "other"]

**\*FOR ONLINE: DO NOT INCLUDE THE EXAMPLES FOR 01, 03, 04, 06, 07.**

- 01. White (e.g. English Canadian, Québécois, French, German, Italian, Scottish, etc.)
- 02. South Asian (e.g., East Indian, Pakistani, Bangladeshi, Sri Lankan, Punjabi, Tamil)
- 03. Chinese (e.g. China, Hong Kong, Taiwan)
- 04. Black (e.g. Caribbean, West African, Central African, East African)
- 05. Filipino
- 06. Arab (e.g. North African, Egyptian, Palestinian, Lebanese, Iraqi, Jordanian, Syrian, Saudi)
- 07. Latin American (e.g. South American, Central American, Mexican, Cuban, Puerto Rican)
- 08. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, Indonesian)
- 09. West Asian (e.g., Iranian, Afghan, Israeli, Turk, Kurdish)
- 10. Korean
- 11. Japanese
- 12. Jewish
- 95. Mixed background
- 96. Other group, please specify: [TEXT]
- 98. Don't know
- 99. Prefer not to say

### Education

**What is the highest level of education that you have reached?**

[Do not read – code one response only]

01. Some elementary
02. Completed elementary
03. Some high school
04. Completed high school
05. Some college/vocational/trade school/commercial/CEGEP
06. Completed college/vocational/trade school/commercial/CEGEP
07. Some university (No degree or diploma obtained)
08. Completed university (Diploma or bachelor degree)
09. Post-graduate university/professional school (Master’s, PhD, or any professional degree)
96. Other, please specify: [TEXT]
98. Don’t know
99. Prefer not to answer

### Employment

#### What best describes your current employment status?

[If asked to clarify: “Are you, for example, working full-time, or in school, or retired?”]

[Do not read]

01. Working full-time (35 or more hours per week)
02. Working part-time (less than 35 hours per week)
03. Self-employed
04. Unemployed, and looking for work
05. A student attending school
06. Training for a trade (e.g. apprenticeship)
07. Retired
08. A caregiver or homemaker
09. Not working due to illness/disability, or not looking for work
10. Temporarily not working (e.g. parental leave, seasonal worker, in the process of changing jobs)
96. Other, please specify: [TEXT]
99. Prefer not to answer

### DisabilityFunctional

#### How often do you have to limit your daily activities due to a physical condition, a sensory impairment, pain, or a mental health issue?

[Read list]

01. Never
02. Sometimes
03. Often
04. Always

[Do not read]

- 98. Don't know
- 99. Prefer not to say

**DisabilityID**

**Do you identify as having a disability?**

[Do not read]

- 01. Yes
- 02. No
- 98. Don't know
- 99. Prefer not to say

**HHincome**

What was the total annual income of all members of your household combined, before taxes, in 2024?

[Read list; stop when respondents provide an answer]

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above

[Do not read]

- 98. Don't know
- 99. Prefer not to say

**VotedLastGE**

***YOB IS MORE THAN 1900 AND LESS THAN OR EQUAL TO 2007***

**Finally, we would like to know if you voted in the April 28, 2025, federal general election?**

[READ]

- 01. Yes
- 02. No
- 97. Not eligible to vote in 2025

[DO NOT READ]

- 98. Don't know
- 99. Prefer not to say

## Conclusion

### THNK

That concludes the survey. This survey was conducted on behalf of Elections Canada. Thank you very much for your thoughtful feedback. It is much appreciated.

If you have any questions about this survey, you can contact Elections Canada through their website at [elections.ca](https://elections.ca) or call toll-free at 1-800-463-6868.

If you have any reason to believe that your personal information is not being handled in accordance with the *Privacy Act*, you have a right to complain to the Privacy Commissioner of Canada.

[If asked for contact information for the Privacy Commissioner:]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to [www.priv.gc.ca](https://www.priv.gc.ca) and click "Report a concern"

### THNK2

#### ***NOT ELIGIBLE TO COMPLETE SURVEY***

**Thank you for your cooperation! Based on the information you have provided, unfortunately you are not eligible to complete the remainder of this survey.**