

## **FINAL REPORT**

### **Public Opinion Survey Following the October 24, 2016, By-election in the Medicine Hat–Cardston–Warner Riding**

**Prepared for: Elections Canada**

**March 2017**

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

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## Executive Summary

Phoenix Strategic Perspectives was commissioned by Elections Canada to conduct a random digit dialling telephone survey with 750 Canadians eligible to vote in the October 24, 2016, by-election in the Medicine Hat–Cardston–Warner federal electoral district. The purpose of the survey was to evaluate electors' opinions, experience, attitudes and knowledge with respect to the agency's services and various aspects of the electoral process. The results will be used to help evaluate and refine Elections Canada's programs and services to the electorate. The fieldwork was conducted from October 29 to November 13, 2016, and the overall results can be considered accurate to within  $\pm 3.6\%$ , 19 times out of 20.

The key findings are listed below.

### Awareness of the By-election and Voter Information

Awareness of the by-election was very high, recall of advertising or communications from Elections Canada was moderate, and most voters felt they were informed about how, when and where to vote.

- Almost all eligible voters (97%) said they were aware of the October 24, 2016, by-election in the federal electoral district of Medicine Hat–Cardston–Warner.
- A little over two thirds (67%) of eligible voters aware of the by-election recalled seeing advertising or communications from Elections Canada about how, when and where to vote in the October 24 by-election. Those who recalled seeing, hearing or reading advertising or communications for the October 24 by-election were most likely to have noticed it in newspapers (37%) or on the radio (32%). In addition, one quarter (25%) stated that they recalled getting information about the by-election from their voter information card (VIC). Television was cited by 22% of respondents. Additionally, 17% said they recalled advertisements in Elections Canada brochures and leaflets received in the mail.
- When asked how well informed they felt in terms of how, when and where to vote, three quarters (75%) of voters felt they were very informed about the by-election. In addition, roughly one fifth (18%) of voters felt they were somewhat informed. Relatively few viewed themselves as somewhat uninformed (4%) or very uninformed (3%).
- Few (10%) visited Elections Canada's website, but those who did were satisfied with the information they found on the site: 48% were very satisfied and 45% were somewhat satisfied. Dissatisfaction was low, but those who were not satisfied were more likely to be very dissatisfied with the information (6%).
- Only 3% of surveyed electors aware of the by-election said they had contacted Elections Canada during the campaign. Most of these respondents were satisfied with the information received from Elections Canada (57% were very satisfied and 31% were somewhat satisfied).

## **Voter Information Card (VIC) and Registration**

Most recalled receiving their VIC and brought it with them to vote. Just over half claimed to be aware of Elections Canada's Online Voter Registration Service.

- Most (86%) of those who were aware of the by-election claimed they had received their VIC. Almost everyone (98%) who reported having received their VIC said that it had their correct name on it. When asked whether the card had their correct address, 99% said the address was correct.
- Of those who voted in the election in person, 82% said they brought their VIC with them to vote.
- More than three quarters (77%) of all respondents knew that voters need to be registered to vote in Canadian federal elections.
- Of those who were aware of the need to be registered to vote, 54% knew that electors could use an online voter registration service; 17% thought they could not, and 29% simply didn't know.

## **Voting and Voter Participation**

- When asked whether a number of different methods were possible for voting in federal elections, virtually everyone (91%) claimed to be aware that Canadians could vote at advance polling stations. Awareness was much lower for other voting methods. Roughly three in five (59%) said that an Elections Canada Office was a method by which voters could vote, while 31% said that voters could vote by mail.
- A clear majority of respondents who were aware of the by-election (71%) reported that they had voted at the October 24 by-elections, while 29% said that they did not vote.
- The large majority of those who voted (78%) said they used the polling stations on election day. However, nearly one in five (19%) said they used advance polling stations. Only 3% said they voted at an Elections Canada office or at home.
- Among those who did not vote, 43% said they did not vote due to everyday life or health reasons such as being too busy (22%), being out of town (14%) or having an illness or disability (7%). A further 22% reported that they did not vote due to political reasons, and only 3% reported electoral process-related reasons.

## **Voter Identification**

Almost everyone knew about the voter identification requirements and brought the required documents with them to vote.

- The large majority of respondents knew that federal elections have voter identification requirements. Ninety-seven percent were aware that voters had to present a proof of identity when they vote in a federal election. Noticeably fewer (84%), however, were aware that voters had to present proof of their address when voting.
- Of those who voted at polling stations, almost everyone (98%) brought the required identification documents with them. Additionally, the vast majority of those who voted at polling stations found it easy to meet the identification requirements—93% said very easy, and 6% somewhat easy.

## **Voter Experience**

Satisfaction with the voting experience was widespread. Most felt it was very easy to cast their vote, and virtually everyone was satisfied with the language in which they were served at the polling station, as well as the services provided by Elections Canada staff.

- Ninety-one percent of electors who voted in the by-election felt it was very easy, with most of the rest saying it was somewhat easy (5%). Few (4%) characterized voting as difficult.
- Of those who voted in person for the October 24, 2016, by-election, nearly all found their facilities convenient and easy to reach. Ninety-seven percent said the location was a convenient distance from their home, while 98% said they had no difficulty reaching the voting location.
- Nine in ten (90%) respondents said that the facility in which they voted was very suitable, with 8% saying somewhat suitable. Furthermore, 95% of those who voted in person felt that the facilities had enough directional signs.
- The largest proportion of voters (42%) said they voted between noon and 5:00 p.m. That said, morning voting was also popular (23%), as was evening voting (30%). Most respondents (70%) took 5 minutes or less to vote at the polling station, with 97% of voters saying this was a reasonable amount of time. For ordinary polls, the average time taken to vote was 6 minutes and the median was 5 minutes. For advance polls, the average time was 8 minutes and the median was 5 minutes. In addition, all voters were served in English, and virtually everyone (99%) was satisfied with the service they received in English.
- There was widespread satisfaction with the services provided by Elections Canada staff. Ninety-one percent of those who voted in person were very satisfied with Elections Canada staff, while 7% were somewhat satisfied.

## **Fairness**

Electors believe that the by-election was run fairly by Elections Canada and trust the accuracy of the by-election results.

- Almost three quarters (73%) felt that Elections Canada ran the by-election very fairly, with a further 16% saying somewhat fairly. Relatively few (4%) felt that Elections Canada ran the by-election unfairly.
- In addition, overall, surveyed electors felt they could trust the accuracy of the by-election results. Seven in ten rated their level of trust in the accuracy as very high. An additional 21% said their level of trust was somewhat high. Conversely, only 6% described their level of trust as somewhat or very low.

## Introduction

Elections Canada commissioned Phoenix Strategic Perspectives to conduct research to help evaluate the October 24, 2016, by-election held in Alberta in the federal constituency of Medicine Hat–Cardston–Warner.

## Background and Objectives

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

As part of its evaluation program, the agency wanted to conduct a survey of eligible electors in the electoral district of Medicine Hat–Cardston–Warner (Alberta), where a by-election was held on October 24, 2016. The purpose of the survey was to evaluate electors' opinions, experience, attitudes and knowledge with respect to the agency's services and various aspects of the electoral process.

More specifically, surveyed electors were consulted on the following issues:

- Awareness of the election and of the different methods of voting
- Sources of information about the election
- Experiences with registration, including the voter information card
- Experiences with communications from Elections Canada
- Experiences with voting in the by-election
- Attitudes towards Elections Canada and election results

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

## Methodology

A 10-minute, dual-frame (landline and cellphone), random-digit-dial telephone survey was conducted among 750 eligible electors from October 29 to November 13, 2016. Eligible electors were Canadian citizens at least 18 years old on polling day (October 24, 2016) who were residents of the Medicine Hat–Cardston–Warner electoral district (i.e. had an address of ordinary residence in that electoral district) from the first day of the revision period until election day. Based on a sample of this size, the results can be considered accurate to within  $\pm 3.6\%$ , 19 times out of 20 (finite population correction factor applied). The margin of error is greater for results pertaining to subgroups of the total sample. The sample was weighted to reflect the distribution of the population in the electoral district.

For a more complete description of the methodology, please refer to the methodology note available under separate cover.

## Note to Readers

- For editorial purposes, the terms “electors,” “eligible voters,” 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.
- Throughout the report, percentages may not always add up to 100% due to rounding or multiple mentions.
- The number of respondents changes throughout the report because questions were often asked to subsamples of the survey population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- At times, the number of respondents who answered certain questions or answered in a certain way is provided; this is denoted by “n=\_\_\_.” For example, for n=100, the number of respondents is 100.
- Demographic and other subgroup differences are identified in the report. When reporting subgroup variations, only differences that are significant at the 95% confidence level, indicative of a pattern and/or related to a subgroup sample size of more than n=30 are discussed in the report.

## Awareness of the By-election and Voter Information

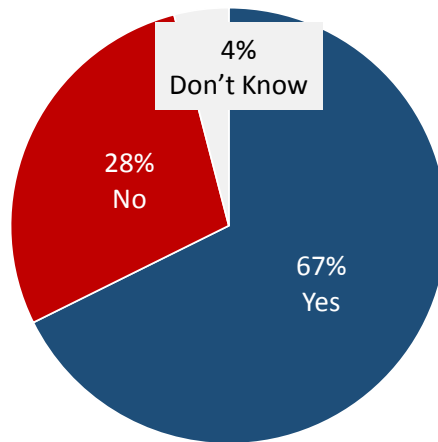
The vast majority of surveyed eligible voters (97%) said they were aware of the October 24, 2016, by-election in the federal electoral district of Medicine Hat–Cardston–Warner. The likelihood of being aware of the federal by-election increased with education, from 96% among electors with a high school education or less to 100% among university-educated electors. The likelihood was higher among employed electors (98%), retirees (99%) and homemakers (99%) than those who were unemployed (83%) at the time of the survey.

The rest of this section explores issues related to the communication channels Elections Canada used to distribute information to the electorate.

### Moderate Recall of Elections Canada Advertising

A little over two thirds (67%) of eligible voters aware of the by-election said that they either saw, heard or read advertising or communications from Elections Canada about how, when and where to vote in the by-election; 28% said they didn't, and 4% could not recall.

### Recall of Elections Canada Advertising



Q29. During the election period, did you see, hear or read any advertising or communications from Elections Canada about how, when and where to vote in the by-election on October 24<sup>th</sup>?  
Base: n=736; those aware of the by-election



The likelihood of recalling any advertising or communications from Elections Canada about the by-election was higher among retirees (77%) and homemakers (70%) than it was among electors employed (63%) at the time of the survey. Those who did not recall receiving a voter information card (44%) and those who voted at a polling station on election day (71%) were less likely to recall any advertising or communications about the by-election.

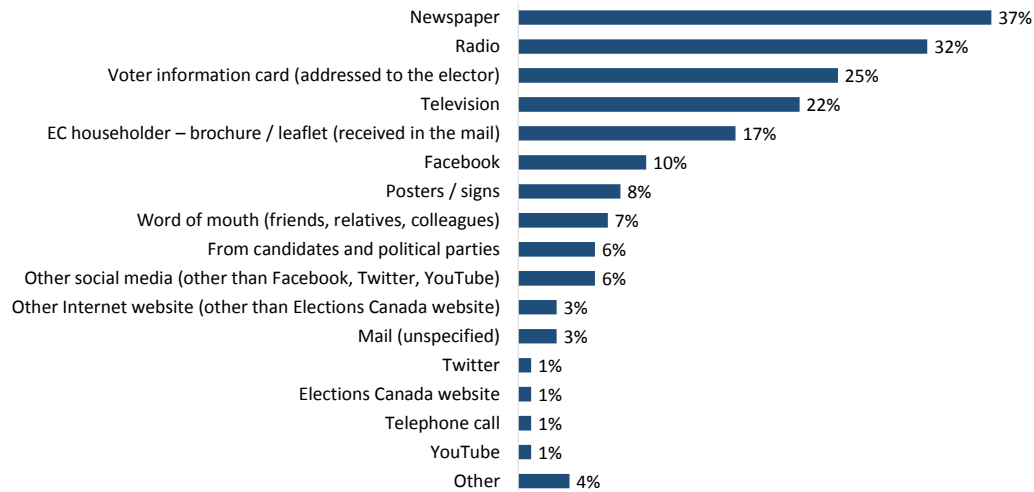
### Newspapers—Most Common Source for Recalled Advertisements

Those who recalled seeing, hearing or reading advertising or communications from Elections Canada for the October 24 by-election were most likely to have noticed it in newspapers (37%) or on the radio (32%). In addition, one quarter (25%) stated that they recalled getting information about the by-election from their voter information card.



Television was cited by 22% of respondents when asked where they recalled seeing Elections Canada advertisements. Additionally, 17% said they recalled the advertisements from Elections Canada brochures and leaflets received in the mail. The rest of sources were identified considerably less often.

## Source of Awareness



Q29A. Where did you see, hear or read about it? [multiple responses accepted]  
 Base: n=516; those who recalled an ad or communications from Elections Canada  
 DK/NR=1%



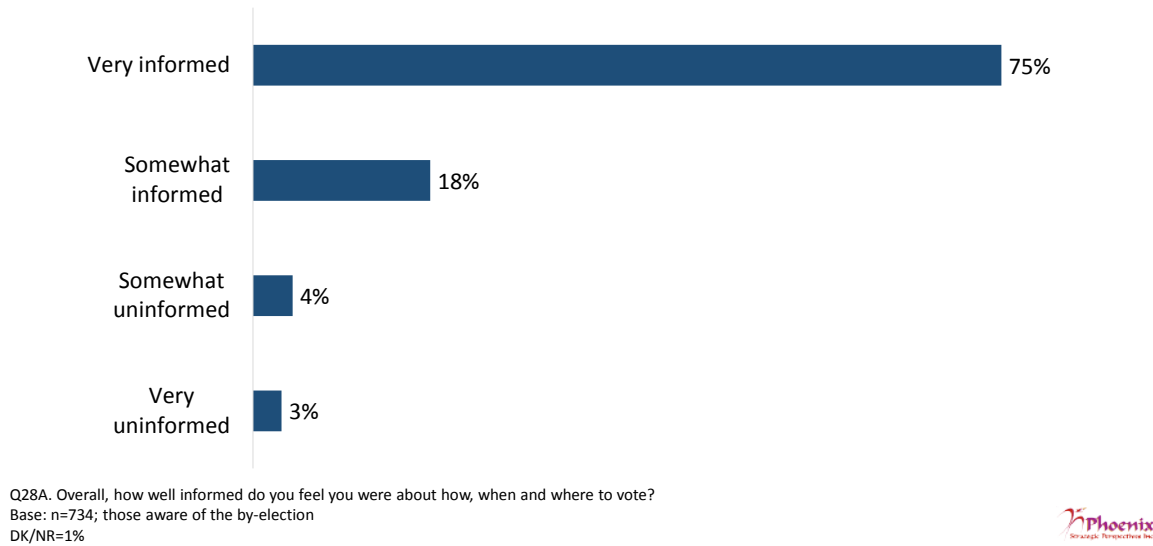
The likelihood of learning about the by-election through newspapers and television increased with age, from 6% among those under 25 years of age to 55% among those aged 55+ for newspaper, and from 6% among those under 25 years of age to 28% among those aged 55+ for television. Notably, electors aged 55 and older were less likely (16%) to have learned about the by-election on the radio, while those between 25 and 54 years of age were the most likely (47%) to point to this source of advertisement.

## Voters Largely Informed about By-election Basics

When asked how well informed they felt in terms of how, when and where to vote, eligible voters aware of the by-election felt they were informed. Three quarters of eligible voters (75%) said they were very informed about the by-election. Conversely, roughly one fifth (18%) of eligible voters felt they were somewhat informed. Relatively few viewed themselves as somewhat uninformed (4%) or very uninformed (3%).

The graph on the next page depicts these results.

## Knowledge of How, When and Where to Vote

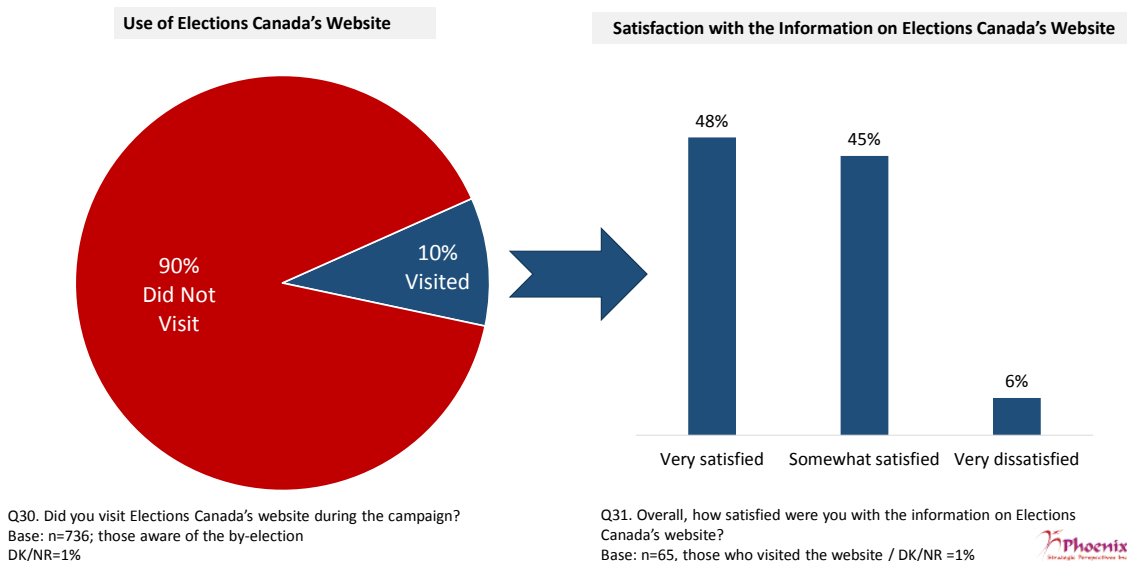


The likelihood of saying they were very informed about how, when and where to vote increased with age (47% of 18- to 24-year-olds vs. 83% of those aged 55 and over).

## Few Visited Elections Canada's Website, Satisfaction Among Those Who Did

One in ten electors aware of the October 24 by-election did visit Elections Canada's website. Website visitors were generally satisfied with the information they found on Elections Canada's website—48% were very satisfied and 45% were somewhat satisfied. Dissatisfaction was low, but those who were not satisfied said that they were very dissatisfied with the information (6%).

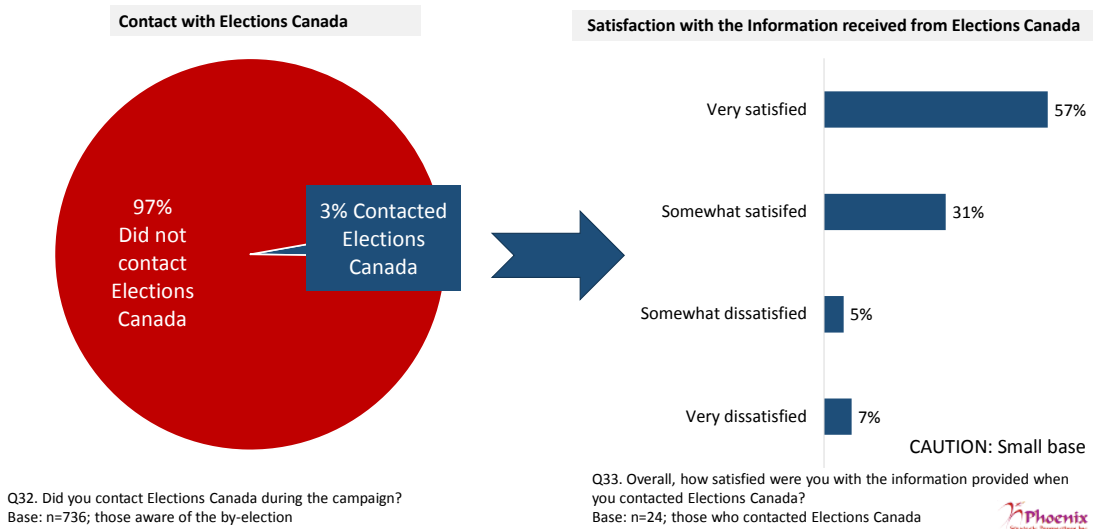
## Elections Canada's Website



## Little Contact with Elections Canada

Only 3% of surveyed electors who were aware of the by-election said they had contacted Elections Canada during the campaign. Most of these respondents said they were satisfied with the information received from Elections Canada: 57% were very satisfied and 31% were somewhat satisfied.

## Contact with Elections Canada



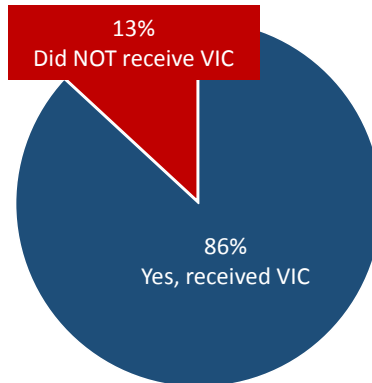
## Voter Information Card and Registration

This section explores issues related to the VIC, as well as knowledge of registration and related issues.

### Most Electors Received VIC

Most of those who were aware of the by-election (86%) said that they received their voter information card.

#### Receipt of Voter Information Card



Q4. During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote?  
Base: n=734; those aware of the by-election  
DK/NR=2%

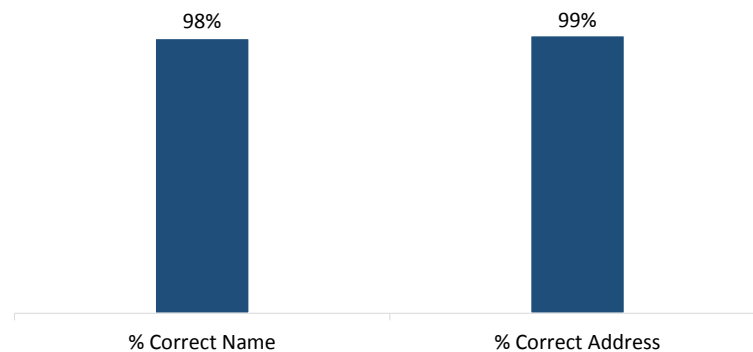


Among respondents aware of the by-election, the likelihood of saying they received their voter information card increased with age, from 68% among 18- to 24-year-olds to 92% among those 55 and older, as well as with education levels, from 81% among high school-educated electors to 90% among university graduates.

### Virtually Everyone Said VIC Had Correct Information

When those who said they received their voter information card were asked if the card had their correct name on it, 98% said it did. When asked whether the card had their correct address, 99% said the address was correct.

#### Information on Voter Information Card



Q5. Was your name correct on the card you received?  
Base: n=659; those who received voter information card  
DK/NR=1-2%

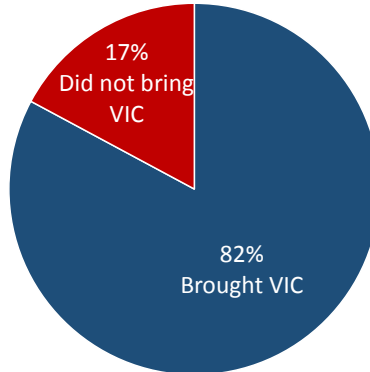
Q6. And was your address correct on the card?



## Four in Five Brought VIC to Vote

Of those who voted in the election in person, 82% said they brought their voter information card with them to vote.

### Brought Voter Information Card to Vote



Q21. Did you bring your Voter Information Card with you to the (INSERT VOTING LOCATION)?  
Base: n=568; those who voted in-person  
DK/NR=1%

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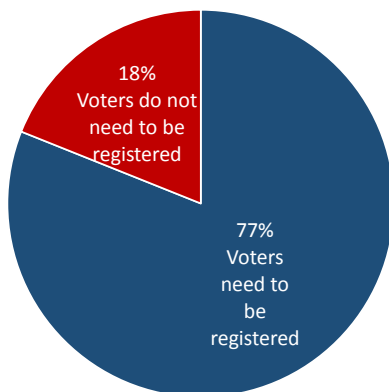
## Moderate Knowledge of Registration Needs

More than three quarters (77%) of all respondents knew that voters need to be registered to vote in Canadian federal elections.

Knowledge that electors must be registered to vote was higher among 18- to 24-year-olds (87%) and those aged 55 and older (83%). In addition, knowledge decreased with education, with those having completed high school or less being more likely to know that voters must be registered than university-educated electors (80% vs. 70%).

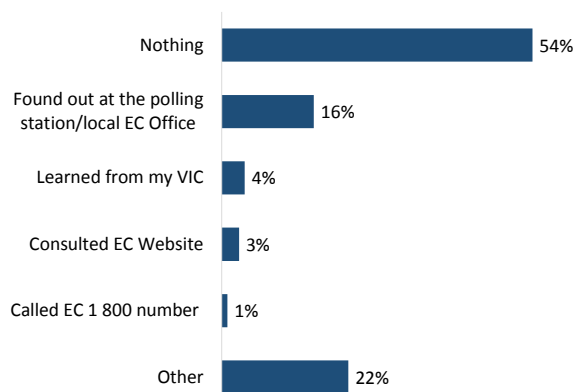
### Knowledge about Voting

"Do voters need to be registered in order to vote in a Canadian federal election?"



Q7. To the best of your knowledge, do voters need to be registered in order to vote in a Canadian federal election?  
Base: n=750  
DK/NR=5%

"What did you do to find out whether you were registered to vote in this by-election?"



Q7A. What did you do to find out whether you were registered to vote in this by-election?  
Base: n=52; those who did not receive a VIC  
DK/NR=1%

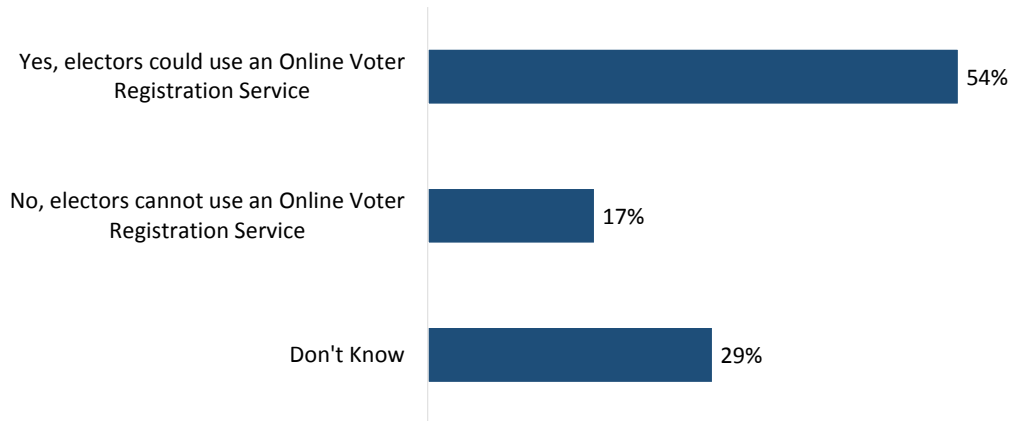
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Of those who did not receive a voter information card (13%), over half (54%) did not do anything to find out if they were registered. Sixteen percent said they found out at the polling station or local Elections Canada office.

### Half Aware of Online Voter Registration

Of those who were aware of the need to be registered to vote (77%), more than half (54%) knew that electors could use an online voter registration service. Conversely, 17% thought this was not possible, and slightly less than one third (29%) simply did not know.

#### Awareness of Election Canada's Online Voter Registration Service



Q8. To the best of your knowledge, could electors use an Online Voter Registration Service on Elections Canada's Website to check, update, or complete their voter registration during the last by-election?  
Base: n=596; those who know that voters need to be registered



Awareness of the Online Voter Registration Service was highest among 25- to 34-year-olds (80%) and students (77%).

## Voting and Voter Participation

This section explores issues related to voting and the methods used for voting in the October 24, 2016, by-election.

The key “did you vote” issue was dealt with using a split sample approach, where two different methods of asking about this were used—one with each half of the sample.

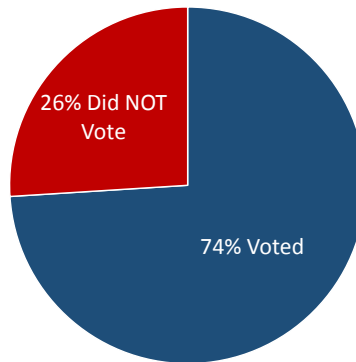
The objective was to observe whether there was any difference between Elections Canada’s standard question and an alternate question that was specifically designed to reduce social desirability bias.

### Most Claim to Have Voted in By-election

When the results for each question were combined, we observed that seven in ten respondents (71%) who were aware of the by-election claimed to have voted, with 29% saying they did not vote.

When half of the respondents who were aware of the by-election were asked if they voted, using Elections Canada’s standard question, almost three quarters (74%) said they did. Only 26% said they did not vote.

#### Voted in By-election



Q2A. Did you vote in the October 24<sup>th</sup> 2016 federal by-election?  
Base: n=368 [split sample]; those aware of the by-election

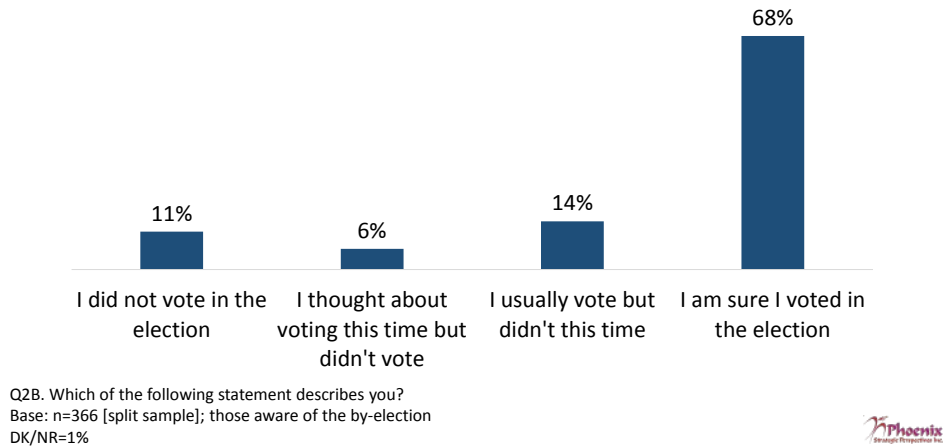
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When using Elections Canada’s standard question, the likelihood of voting increased with age and education (66% of electors who completed high school or less vs. 82% of university-educated electors). Additionally, electors not in the workforce (80%) were more likely to say they voted in the by-election than those who were employed at the time of the survey (70%).

When the other half of respondents who were aware of the by-election were asked about statements that best described their voting in the by-election, 68% said they were sure they had voted in the election. In addition, 14% said that they usually vote but did not in this election, while 6% said they thought about voting but did not. Finally, 11% said outright that they did not vote in the election this time. Even if fewer reported having voted when asked this alternate question, the difference is not statistically significant.

The likelihood of respondents who were aware of the by-election saying they were sure they had voted in the election increased with age (from 35% for electors under 25 years of age to 82% for those aged 55 and older) and education (from 61% for those with a high school education or less to 76% for university-educated electors).

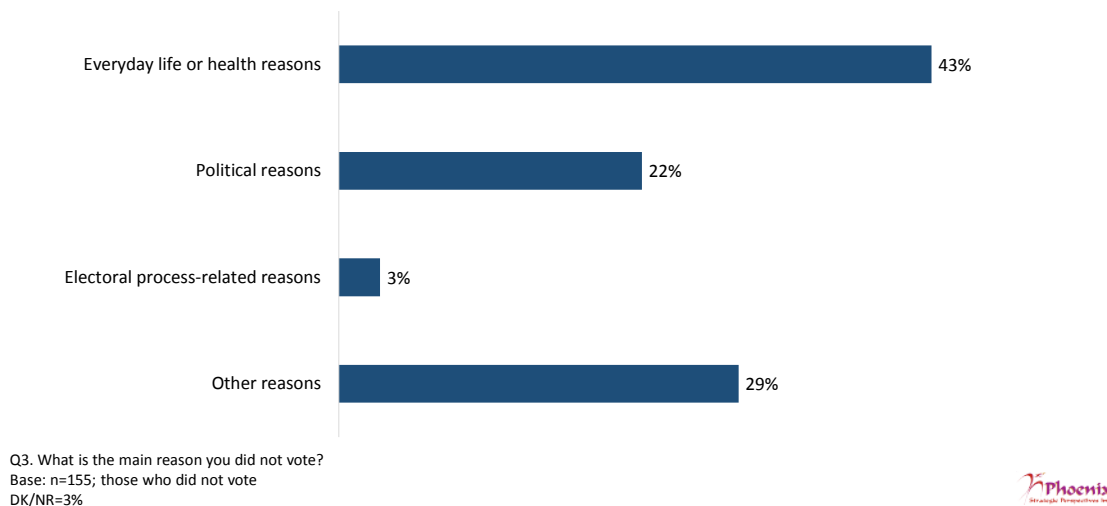
## Voted in By-election



## Everyday Life and Health Reasons Are Main Reasons for Not Voting

Of those who were aware of the by-election but did not vote, 43% said they did not vote due to everyday life or health reasons. Almost one quarter (22%) pointed to political reasons for not voting. Only 3% said they did not vote due to electoral process-related reasons.

## Main Reasons for Not Voting



Women who were aware of the by-election but did not vote were more likely to point to everyday life or health reasons (54%) as the reason for not voting. Men who were aware of the by-election were more apt to say they did not vote for political reasons (36%).



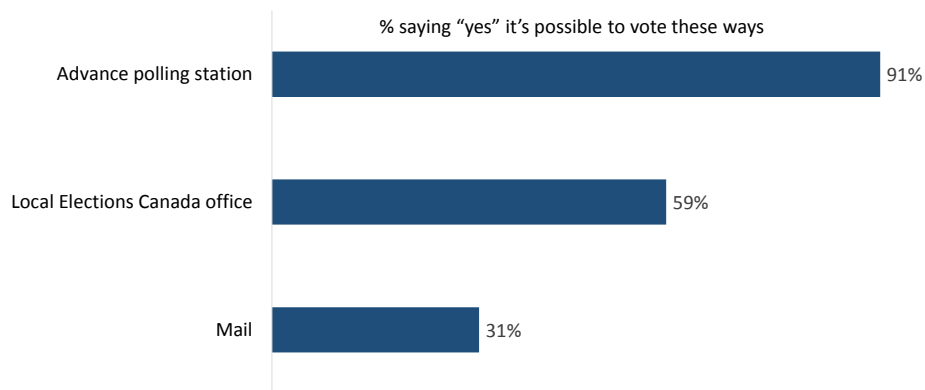
The table below provides the full range of responses.

Reasons for Not Voting	%
<b>Everyday life or health reasons</b>	
Too busy	22%
Out of town	14%
Illness or disability	7%
<b>Political reasons</b>	
Not interested in politics	10%
Did not like candidates/parties	5%
Lack of information about campaign issues and parties' positions	4%
Felt voting would not make a difference	2%
Did not know who to vote for	1%
<b>Electoral process–related reasons</b>	
<b>Issues with voter information card</b>	2%
Lack of information about the voting process	1%
Transportation problem / polling station too far	<1%
Could not prove identity or address	0%
Lineups were too long	0%
<b>Not on voters list</b>	0%
<b>All other reasons</b>	
Forgot to vote	10%
Religious or other beliefs	6%
Other reason	13%

### Advance Polling Station—Most Recognized Alternative Way to Vote

When asked whether a number of different methods were possible for voting in federal elections, virtually everyone (91%) claimed to be aware that Canadians could vote at advance polling stations. Awareness was much lower for other voting methods. Roughly three in five (59%) said that voters could vote at an Elections Canada office, while 31% said that voters could vote by mail. Conversely, 9% said that voting at advance polls was not possible, 36% said it was not possible to vote at the local Elections Canada office, and 65% said voting by mail was not possible.

### Knowledge of Voting Methods



Q9. At federal elections, did you know that it was possible to vote....?  
 Base: n=750  
 DK/NR=1-5%

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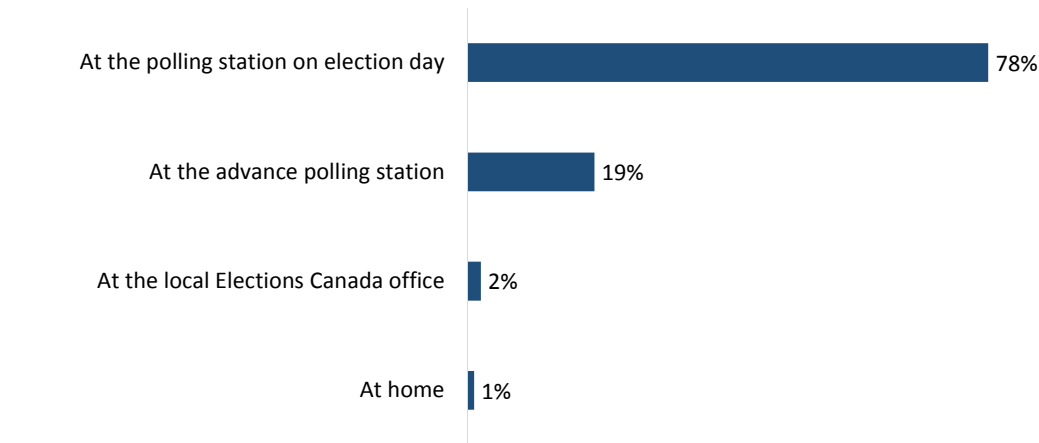
The likelihood of knowing that you can vote at an advance polling station increased with age (from 73% among 18- to 24-year-olds to 97% among those aged 55 and older) and was higher among university-educated respondents (98% compared to 88% of electors with some post-secondary education and 90% among those with high school or less). The likelihood of knowing that you can vote at an Elections Canada office was higher among those with high school or less (63%) than electors with some post-secondary education (53%). There were no statistically significant differences when it came to voting by mail.

### Large Majority Used Polling Stations to Vote

When asked about which method they used to vote in the October 24, 2016, by-election, 78% of those who voted said they used the polling stations on election day. However, one in five (19%) said they used advance polling stations. Only 3% said they voted at an Elections Canada office or at home.

Voters under 25 years of age were the most likely (92%) to have voted at a polling station on election day, while those aged 55 and older were the least likely (72%) to have voted this way.

## Methods Used to Vote



Q10. Which method did you use to vote?  
Base: n=576; by-election voters

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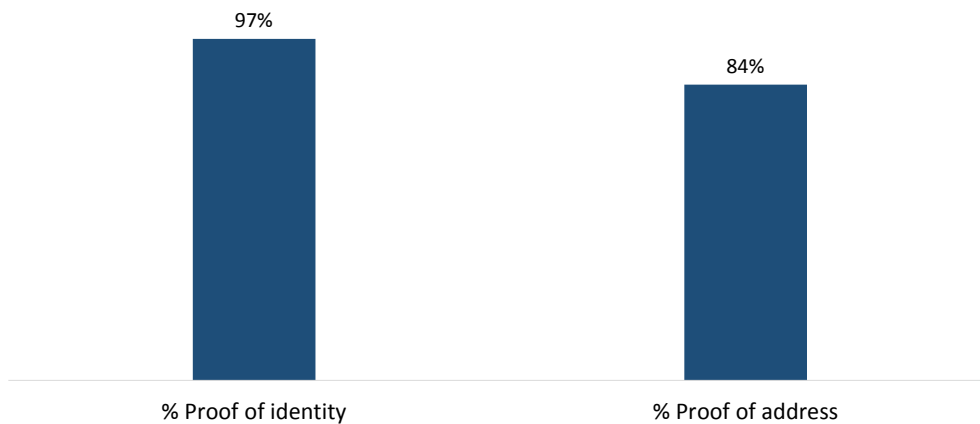
## Voter Identification

This section discusses issues related to the voter identification requirements associated with voting in the by-election.

### Widespread Awareness of Identification Requirements

The large majority of respondents knew that voters need to prove their identity and address in order to vote at federal elections. Ninety-seven percent were aware that voters have to present proof of identity when they vote in a federal election. Noticeably fewer (84%), however, were aware that voters have to present proof of their address when voting.

### Knowledge of Voter Identification Requirements



Q12. To the best of your knowledge, do voters have to present a proof of IDENTITY in order to vote in a Canadian federal election?  
Q13. To the best of your knowledge, do voters have to present a proof of ADDRESS in order to vote in a Canadian federal election?  
Base: n=750  
DK/NR=1-7%



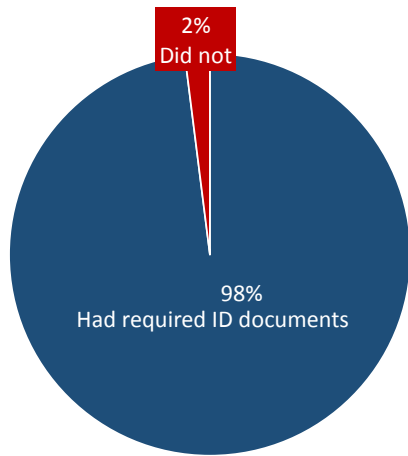
Awareness that proof of *identity* is required to vote was higher among electors under 25 years of age (100%) and students (100%). Women (88%) and 35- to 54-year-olds (91%) were more likely to know that voters must present proof of *address* to vote. The likelihood of being aware that proof of *address* is needed increased with education (from 79% among electors with high school or less to 90% among university-educated electors).

### Nearly Everyone Had the Required Identification Documents and Found It Easy to Prove Their Identity and Address

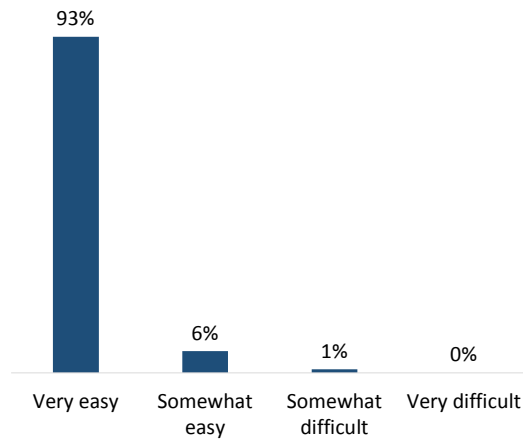
Of those who voted at polling stations, almost everyone (98%) brought the required identification documents with them.

Additionally, the vast majority of those who voted at polling stations found it easy to meet the identification requirements—93% said very easy, and 6% somewhat easy. Virtually no one (1%) felt that it was difficult to do.

## Identification Requirements



Q14. Did you have the required identification documents with you?  
Base: n=551; those who voted at a polling station



Q15. Overall, how easy was it to meet the identification requirements?  
Base: n=551; those who voted at a polling station

 Phoenix  
Strategic Perspectives Inc.

Women (96%) were more likely than men (90%) to say that it was very easy to meet the identification requirements.

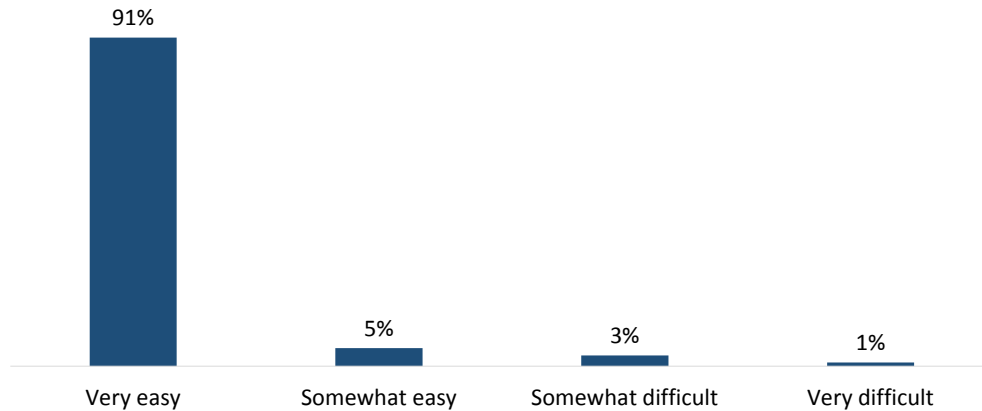
## Voter Experience

This section examines the issues related to the experience voters had at the polls.

### Voting Seen to be Easy

Canadians who voted were asked how easy it was to vote. Ninety-one percent felt it was very easy, with 5% saying somewhat easy. Few (4%) characterized voting as difficult.

#### Ease of Voting



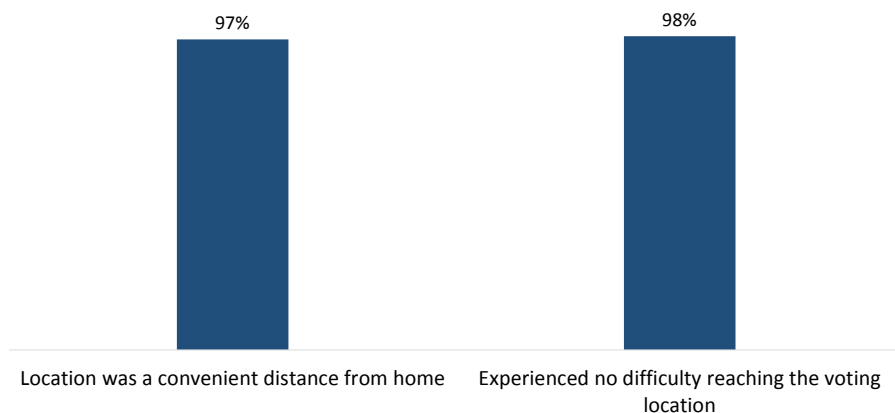
Q11. Overall, how easy was it to vote?  
Base: n=576; by-election voters

Phoenix  
Strategic Perspectives Inc.

### Polling Centre Convenient and Easy to Reach

Of those who voted in person in the October 24, 2016, by-election, nearly all found their polling centre convenient and easy to reach. Ninety-seven percent said the location was a convenient distance from their home, while 98% said they had no difficulty reaching the voting location.

#### Facility Convenience



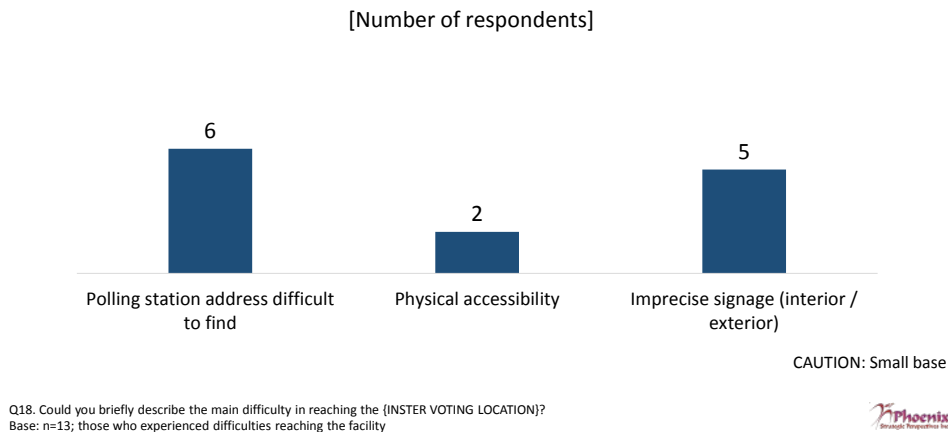
Q16. Was the {INSERT VOTING LOCATION} at a convenient distance from your home?  
Q17. Did you have any difficulty reaching the {INSERT VOTING LOCATION}?  
Base: n=568; those who voted in-person

Phoenix  
Strategic Perspectives Inc.

Women (99%) were more likely to say that the voting location was a convenient distance from their home. In addition, the likelihood of feeling this way decreased with education, from 100% among electors with a high school education or less to 95% among university graduates.

Among those who experienced difficulties reaching the voting facility (13 respondents), the most-cited reason was the polling station address being difficult to find (6 respondents). Also identified were imprecise signage (5 respondents) and the physical accessibility of the voting facility (2 respondents).

## Difficulties Reaching Voting Facilities

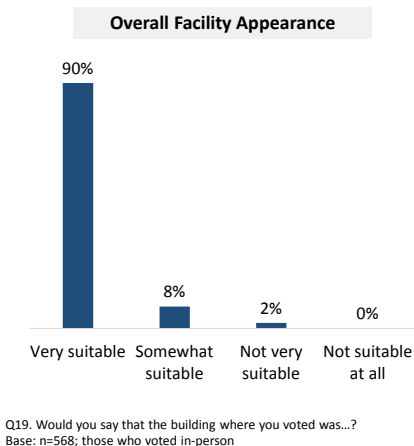


## Facilities Suitable and Have Plenty of Signage

Voters were satisfied with the facility in which they cast their ballot. Nine in ten (90%) said they found the facility very suitable, with 8% saying somewhat suitable.

Furthermore, 95% of those who voted in person felt that the facilities had enough directional signs.

## Voting Facilities



Men (87%) were less likely than women (93%) to say that the building where they voted was very suitable.

### Experience at Polling Station

The largest proportion of voters (42%) said they voted between noon and 5:00 p.m. That said, morning voting was also popular (23%), as was evening voting (30%).

Most voters (70%) said it took them 5 minutes or less to cast their ballot at the polling station. Twenty-one percent said it took them between 6 and 10 minutes to vote. The rest of the time options were reported by small numbers. For ordinary polls, the average time taken to vote was 6 minutes and the median was 5 minutes. For advance polls, the average time was 8 minutes and the median was 5 minutes. Nearly all voters (97%) felt that the time it took them to vote was reasonable.

All of the voters were served in English at the polling stations. Furthermore, nearly all of them (99%) were satisfied with the service they received in English.

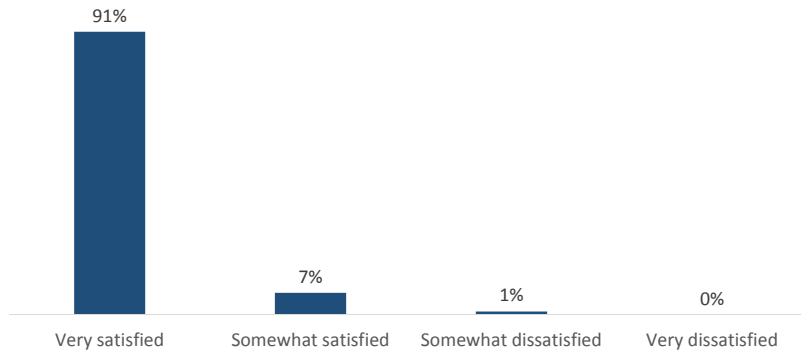
Experience at Polling Station		%
<b>Q22. Do you remember approximately what time it was when you went to vote?</b>		
Before 8:00 a.m. to noon		23%
Noon to 5:00 p.m.		42%
5:00 p.m. to 9:00 p.m.		30%
Don't Know		4%
<b>Q23. To the best of your knowledge, how long did it take you to vote?</b>		
5 minutes or less		70%
6–10 minutes		21%
11–15 minutes		3%
16–20 minutes		2%
21–30 minutes		2%
Longer than 30 minutes		1%
Don't Know		2%
<b>Q24. Would you say that this was a reasonable amount of time?</b>		
Yes		97%
No		3%
<b>Q25. In which official language were you served?</b>		
English		100%
<b>Q26. Were you satisfied or not with the official language in which you were served?</b>		
Yes, satisfied		99%
No, not satisfied		1%

### Overwhelming Satisfaction with Elections Canada Staff

There was widespread satisfaction with the services provided by Elections Canada staff. Ninety-one percent of those who voted in person were very satisfied with Elections Canada staff while 7% were somewhat satisfied. Only 1% expressed any degree of dissatisfaction.

Compared to men (87%), women (95%) were more likely to say that they were very satisfied with Elections Canada staff.

## Satisfaction with Elections Canada Staff



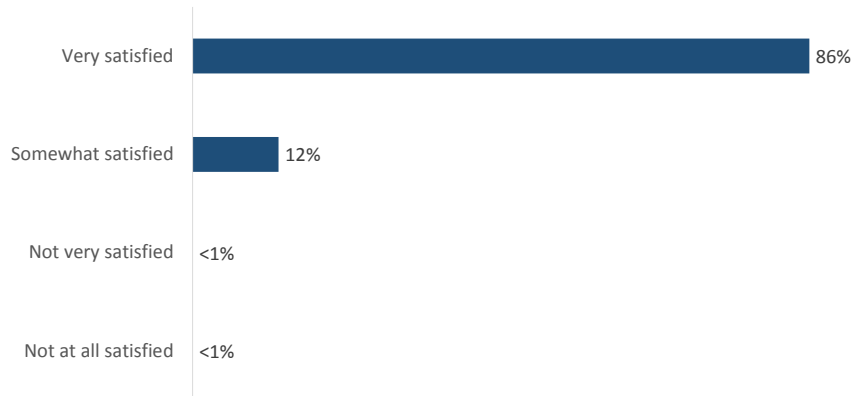
Q27. Overall, how satisfied were you with the services provided by Elections Canada staff when you voted?  
Base: n=568; those who voted in-person



### Widespread Satisfaction with Voting Experience<sup>1</sup>

Virtually everyone who said they voted in the by-election was satisfied with their voting experience. Specifically, 86% of those who voted were very satisfied and 12% were somewhat satisfied with the experience.

## Satisfaction with Overall Voting Experience



Q34A&B. Overall, how satisfied were you with your voting experience?  
Base: n=576; those who voted in the by-election



<sup>1</sup> The sample of voters who voted in the by-election was split in half: half were asked to rate their satisfaction with their voting experience using the scale *very satisfied*, *somewhat satisfied*, *not very satisfied*, or *not at all satisfied*; the other half were asked to rate their satisfaction using the scale *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied*. Overall, the different response categories had little impact on the results.



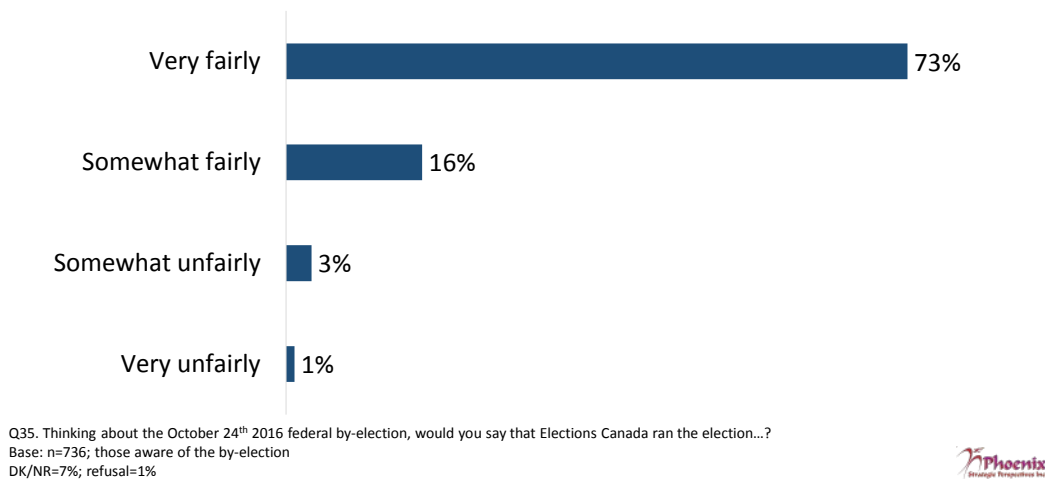
## Fairness

This section discusses issues regarding voters' perception of the fairness of the by-election of October 24, 2016.

### Election Widely Deemed to Have Been Run Fairly

Most respondents who were aware of the by-election felt that it was run fairly. Almost three quarters (73%) felt that Elections Canada ran the by-election very fairly, with a further 16% saying somewhat fairly. Relatively few (4%) felt that Elections Canada ran the by-election unfairly.

#### Fairness of By-election



The likelihood of thinking that Elections Canada ran the election very fairly increased with age (from 53% among 18 to 24 year olds to 81% among those aged 55 and over) and education (from 68% among those with a high school education or less to 78% among university graduates).

### Most Have Trust in Accuracy of Election Results

Overall, surveyed electors who were aware of the by-election had trust in the accuracy of the results. Seven in 10 rated their level of trust in the accuracy of the results as very high. An additional 21% said their level of trust was somewhat high. Conversely, a few respondents described their level of trust as somewhat low (5%) or very low (1%).

The likelihood of saying they have a high level of trust in the accuracy of the election results in their riding was higher among electors aged 35 and older (77% of 35- to 54-year-olds and 74% of those aged 55 and older) than electors under 25 (46%). In addition, trust increased with education—university-educated electors (78%) were the most likely to say they place a very high level of trust in the accuracy of the election results and electors with high school or less (62%) were the least likely to feel this way.

## Profile of Survey Respondents

This section provides a detailed breakdown of survey respondents by the following socio-demographic characteristics: age, gender, education, employment status, household income, ethnic background, country of birth, and language spoken at home (at the time of the election). All interviews were conducted in English. The survey sample size was 750 electors. All data are weighted.

Age	
18–24	12%
25–34	16%
35–54	34%
55+	35%
Refused	3%

Gender	
Male	49%
Female	51%

Education	
Some elementary	1%
Completed elementary	1%
Some high school	9%
Completed high school	25%
Some community college/vocational/trade school/commercial/CEGEP	8%
Completed community college/vocational/trade school/commercial/CEGEP	25%
Some university	7%
Completed university	19%
Post-graduate university/professional school	5%
Don't know	1%
Refused	1%

Employment Status	
Employed	46%
Self-employed	10%
Unemployed or looking for a job	5%
Stay at home full time	7%
Student	4%
Retired	25%
Disability/medical leave	1%
Other	1%

Household Income	
Under \$30,000	14%
\$30,000 to just under \$60,000	20%
\$60,000 to just under \$90,000	16%
\$90,000 to just under \$110,000	14%
\$110,000 and over	19%
Don't know	4%
Refused	14%

Ethnic Background	
White/Caucasian	91%
South Asian/East Asian/East Indian	2%
Aboriginal Canadian	2%
Latin American	1%
Other	<1%
Refused	2%

Country of Birth	
Canada	92%
Outside Canada	8%

Language Spoken at Home	
English	94%
German	2%
Other	3%