

Survey of Electors Following the March 4, 2024, Federal By-election in the Electoral District of Durham (ON)

Final Report

Prepared for Elections Canada

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Survey of Electors Following the March 4, 2024, Federal By-election in the Electoral District of Durham

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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 March 4, 2024, federal by-election in the electoral district of Durham. In total, 402 surveys were completed from March 5 to 19, 2024.

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Table of Contents

| | |
|---|----|
| Executive Summary..... | 1 |
| Introduction | 5 |
| Background and Objectives..... | 5 |
| Methodology..... | 5 |
| Notes to Reader | 6 |
| Detailed Findings..... | 7 |
| 1. Awareness of the By-election | 7 |
| 2. Knowledge of Voter Registration, Identification and Voting | 8 |
| 3. Voter Information | 11 |
| 4. Voter Registration | 14 |
| 5. Voter Participation | 16 |
| 6. Experience at the Polling Place | 19 |
| 7. Voter Identification | 23 |
| 8. Satisfaction with Voting Experience..... | 25 |
| 9. Fairness of the By-election and Trust in the Results..... | 27 |
| Profile of Survey Respondents | 29 |
| Appendix | 31 |
| Annex 1: Methodological Details | 31 |
| Annex 2: Survey Questionnaire..... | 34 |

List of Figures

| | |
|---|----|
| Figure 1: Awareness of by-election | 7 |
| Figure 2: Knowledge of voter registration..... | 8 |
| Figure 3: Knowledge of voter identification | 9 |
| Figure 4: Knowledge of ways to vote..... | 10 |
| Figure 5: Receipt of voter information card | 11 |
| Figure 6: Recall of Elections Canada by-election campaign advertising..... | 12 |
| Figure 7: Other sources of recall of Elections Canada advertising | 13 |
| Figure 8: Informed of how, when and where to vote | 13 |
| Figure 9: Actions taken to make sure elector was registered to vote..... | 14 |
| Figure 10: Specific actions taken to make sure elector was registered to vote | 15 |
| Figure 11: Voter participation..... | 16 |
| Figure 12: Main reasons for not voting—themes..... | 17 |
| Figure 13: Main reasons for not voting—itemized..... | 17 |
| Figure 14: Methods used to vote..... | 18 |
| Figure 15: Time of day voted | 19 |
| Figure 16: Travel time to vote..... | 20 |
| Figure 17: Satisfaction with distance from home to the polling station | 21 |
| Figure 18: Suitability of voting facilities..... | 21 |
| Figure 19: Time it took to vote | 22 |
| Figure 20: Brought voter information card to vote | 23 |
| Figure 21: Ease of meeting identification requirements | 24 |
| Figure 22: Ease or difficulty of voting | 25 |
| Figure 23: Satisfaction with Elections Canada staff..... | 25 |
| Figure 24: Satisfaction with voting experience..... | 26 |
| Figure 25: Perceptions of Elections Canada’s fairness in running the by-election..... | 27 |
| Figure 26: Trust in accuracy of results | 28 |

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 March 4, 2024, federal by-election held in the electoral district of Durham (Ontario). 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 EC's programs and services to the electorate. The results will be used to assist in evaluating and refining EC'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

- A large majority of respondents (85%) said that they were aware that a federal by-election took place in Durham.
- Nearly two thirds (64%) of respondents knew that electors could register at the polling place on election day and then vote immediately after. Fewer, but still a majority at 57%, were aware that electors can check, update or complete their voter registration on the EC website.
- When asked to identify the current ways to vote in a federal election, respondents were aware of the main voting methods, with most (87%) able to identify voting in person at a polling station on election day, followed by voting at advance polls in person (60%) and voting by mail (47%). One in five (19%) had the impression that it is possible to vote online.

Aided recall of Elections Canada advertising and communications

- Most electors (84%) who were aware of the federal by-election reported receiving their voter information card (VIC).
- Approximately two thirds (65%) of the electors who were aware of the by-election saw or heard advertising from EC about where, when and how to vote on at least one medium or format. Specifically, 28% recalled hearing advertising on the radio or an audio platform, 25% on social media and 23% when browsing websites or on a mobile application. Roughly one in 10 (11%) recalled seeing advertising from EC in a local newspaper.
- A large majority (83%) of the electors who were aware of the federal by-election felt that they were informed about when, where and how to vote, with 71% saying that they felt very informed and 12% saying they felt somewhat informed.

Voter registration

- Relatively few electors took action to confirm their voter registration. Fifteen percent (15%) checked to make sure that they were registered, while 3% updated their registration information and 2% had recently registered to vote.
- Among those who confirmed their voter registration, a variety of actions were taken to do so, with one quarter (25%) making sure that their VIC was correct and roughly one in five contacting EC through the website (19%) and using EC's Online Voter Registration System (18%).

Voter participation

- Two thirds (67%) of electors who were aware of the Durham by-election reported voting in it.¹
- Among respondents who did **not** vote in the by-election, the most common reasons for not doing so were everyday life or health reasons (39%) and political reasons (33%). Just over one in 10 (13%) did not vote for reasons related to the electoral process.
- Virtually everyone (98%) voted at either a polling station on election day (63%) or an advance polling station (35%).

Experience at the polling place

- One quarter (25%) of those who said they voted in person reported doing so in the morning between 8:00 a.m. and noon. The rest were almost evenly split between voting in the afternoon between noon and 4:00 p.m. (34%) and in the evening between 4:00 p.m. and the close of polls (36%).
- Among those who voted on election day, peak voting times were between 4:00 p.m. and the close of polls (41%). Among those who voted at an advance polling station, peak voting time was between noon and 4:00 p.m. (42%).
- Six in 10 (61%) of those who voted in person said it took five minutes or less to travel to the polling place, while nearly three in 10 (28%) said it took them between six and 10 minutes. When broken out by type of polling station, those who voted on election day (69%) were more likely than those who voted at an advance poll (45%) to say it took them five minutes or less to travel to the polling place.
- Nearly everyone (98%) who voted in person said the building where they voted was suitable, with 12% reporting it was somewhat suitable, and 86% saying it was very suitable.
- Seven in 10 (69%) of those who voted in person said that voting took them five minutes or less, with most other in-person voters (28%) saying it took them between six and 15 minutes. When broken out by type of poll, 73% of those who voted on election day said it took five minutes or less compared to 61% of those who voted at an advance poll.

¹ Self-reported voter turnout is historically over-reported in public opinion surveys. In this survey, self-reported turnout was 67%, while the turnout rate across all by-elections among registered electors was 27.9%. Two factors may be responsible for the overrepresentation of voters: 1) people who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted to present themselves in a more positive light (social desirability bias).

Voter identification

- Ninety-five percent (95%) of those who received their VIC and voted in person brought it with them to the polling place.
- Almost everyone who voted (97%) found it very easy to meet the identification requirements, with an additional 1% saying it was somewhat easy to meet the identification requirements.

Satisfaction with voting experience

- The vast majority of those who said they voted in the by-election found it very easy to vote (96%), were very satisfied with the services provided by EC staff (93%) and were very satisfied with their overall voting experience (90%).

Fairness of the by-election and trust in the results

- Just over two thirds (68%) of electors surveyed thought that EC ran the by-election fairly, with just over half (57%) saying very fairly and 11% saying somewhat fairly.
- Almost nine in 10 respondents (88%) reported having trust in the accuracy of the election results, with nearly six in 10 (58%) expressing a very high level of trust and 30% a somewhat high level of trust.

3. Methodology

A telephone survey was conducted with 402 eligible electors in the Durham federal electoral district. The data collection took place from March 5 to 19, 2024. 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 were offered the option of completing the survey through an online self-administered questionnaire. Three (n=3) electors completed the survey online; the remaining 399 electors did so over the telephone. Based on a sample of this size, the overall results would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20. Maximum margins of error for sub-samples would be larger. For a more complete description of the methodology, refer to [Annex 1](#).

4. Political neutrality certification

I hereby certify, as a senior officer of Phoenix SPI, that the deliverables fully comply with the Government of Canada's 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.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

5. Contract value

The contract value was \$187,030.03; this survey wave accounted for \$48,140.40 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*; 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 March 4, 2024, in the riding of Durham, Ontario. The purpose of conducting this survey following the by-election was to obtain reliable survey data to evaluate electors' opinions about, attitudes toward 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 EC
- experiences with voting in the by-election
- attitudes toward EC 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 402 eligible electors in the Durham, Ontario, 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 conducted on March 5, 2024. There were no changes to the questionnaire; data collection resumed on March 6, 2024, and continued through March 19, 2024.

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 were offered the option of completing the survey through an online self-administered questionnaire. Three electors opted to complete the survey online; the rest completed it over the telephone. The option to complete the survey in French was also provided, though no respondents selected the option.

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 would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20. The maximum margins of error would be greater for results pertaining to subgroups of the total sample.

Notes to Reader

- The survey research relies on self-reported voter turnout, which is often over-reported in public opinion surveys. In this survey, self-reported turnout was 67.1%, while the actual turnout rate for the March 4, 2024, by-election was 27.9%. A limitation of this research, therefore, is that it overrepresents voters in the survey sample. Two factors may be responsible for the overrepresentation of voters: 1) people who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted to present themselves in a more positive light (social desirability bias).
- 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 (e.g. 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. Accordingly, 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.

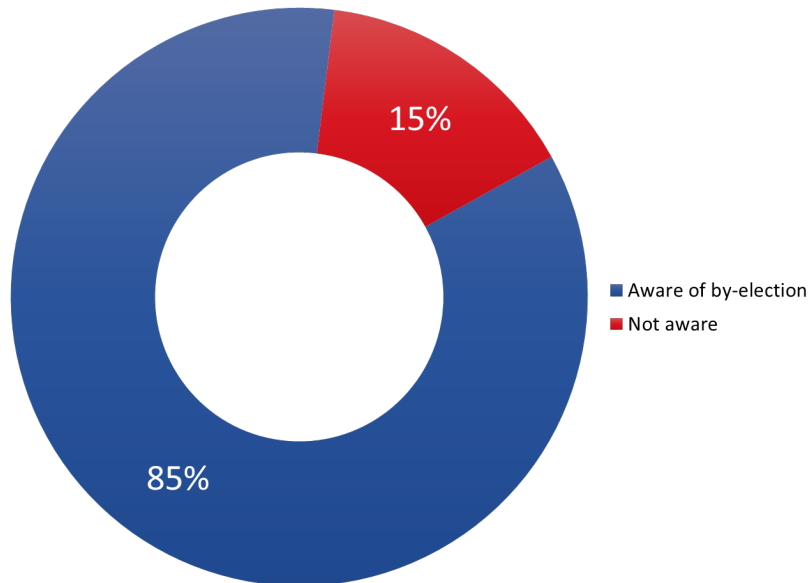
Detailed Findings

1. Awareness of the By-election

A large majority of electors were aware of the federal by-election

Eighty-five percent of the electors surveyed were aware of the federal by-election that took place on March 4, 2024, in their riding.

Figure 1: Awareness of by-election



Q6. Did you know that a federal by-election took place on March 4, 2024, in your riding? Base: n=402, all respondents.

Awareness of the by-election was lower among:

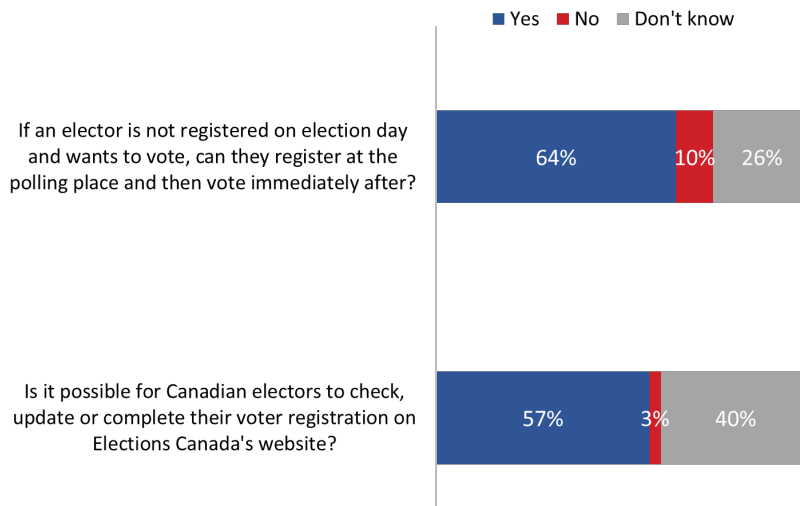
- electors 18 to 34 (74%, versus 86% of electors aged 35 to 54 and 91% of electors aged 55+)
- electors with some post-secondary education or college (81%, versus 90% of university graduates)
- those with a disability (73%, versus 87% of other electors).

2. Knowledge of Voter Registration, Identification and Voting

Many knew that they can register at the polling place and check their registration status online

Nearly two thirds (64%) of respondents knew that electors can register at the polling place on election day and then vote immediately. Fewer, but still a majority at 57%, were aware that electors can check, update or complete their voter registration on Elections Canada’s website. The rest were more likely to report not knowing whether either is possible than to say definitively that neither is possible.

Figure 2: Knowledge of voter registration



Q7. 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? / Q8. Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website? Base: n=402, all respondents.

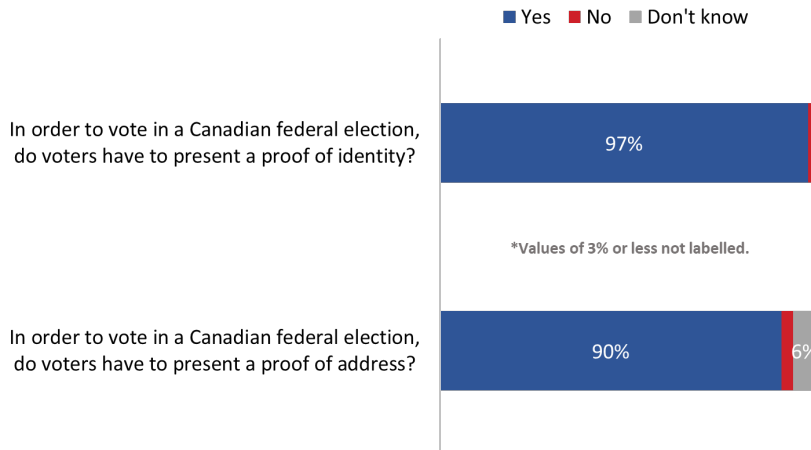
Awareness that electors can register and then immediately vote at a polling place on election day was higher among electors aged 35 to 54 (72%, compared to 55% of those aged 18 to 34) and university graduates (72%, compared to 52% of those who completed high school or less).

Electors aged 18 to 34 (68%) were more likely to know that it is possible to check, update or complete their voter registration on Elections Canada’s website compared to those aged 35 to 54 (54%) and those aged 55+ (51%).

Widespread awareness of voter identification requirements

Virtually all electors (97%) correctly responded that proof of identity is required to vote in a Canadian federal election. Nine in 10 electors (90%) were aware that a proof of address is also required to vote.

Figure 3: Knowledge of voter identification



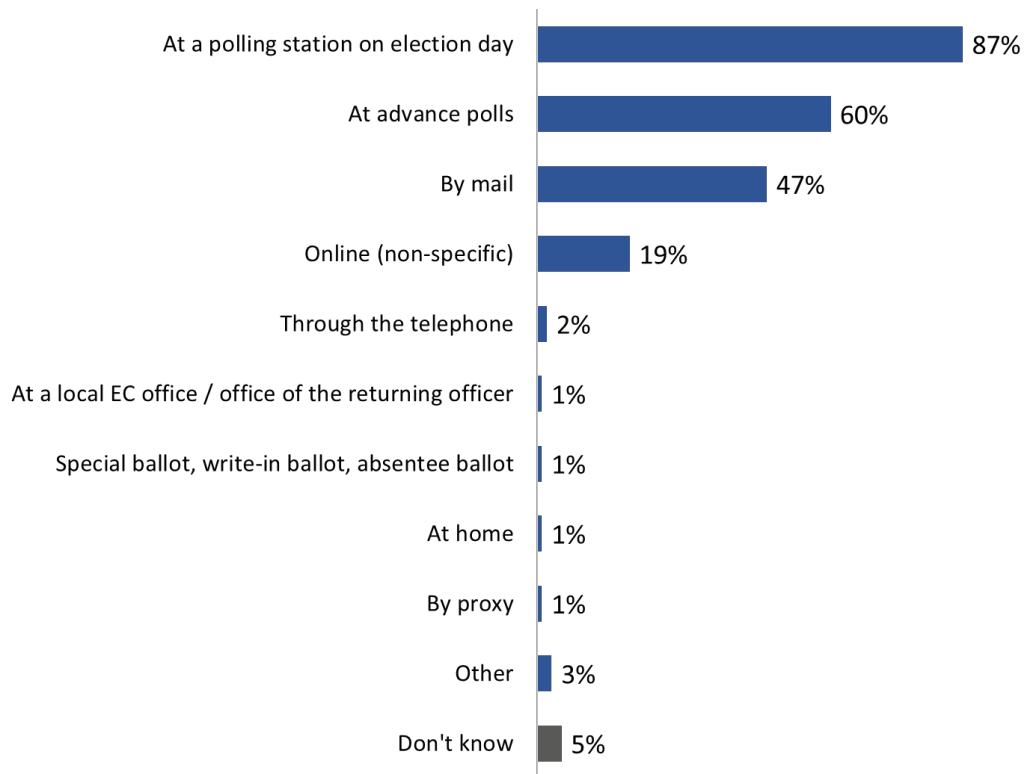
In order to vote in a Canadian federal election, do voters have to present ... Q9) A proof of IDENTITY? Q10) A proof of ADDRESS? Base: n=402, all respondents. [Q9 No: 2%/Don't know: 2%; Q10 No: 3%/Don't know: 6%].

Men were less likely than women to know that proof of identity is needed to vote (95%, compared to 99% of women), and electors with a disability were less likely than other electors to be aware that a proof of address is needed to vote (81%, compared to 92% of electors without a disability).

Electors were largely aware of the main voting methods

Respondents were asked to identify the current ways that electors can vote in a federal election. The vast majority (87%) identified voting in person at a polling station on election day, followed by voting at advance polls in person (60%) and voting by mail (47%). One in five electors (19%) had the impression that it is possible to vote online. (Note: It is currently not possible to vote online, on the telephone, by computer or electronically in a federal election.) All other responses were mentioned by smaller proportions, as indicated in Figure 4.

Figure 4: Knowledge of ways to vote



Q11. To the best of your knowledge, what are the current ways that electors can vote in a federal election? Base: n=399, all respondents who completed the survey by telephone.

Notable subgroup differences include the following:

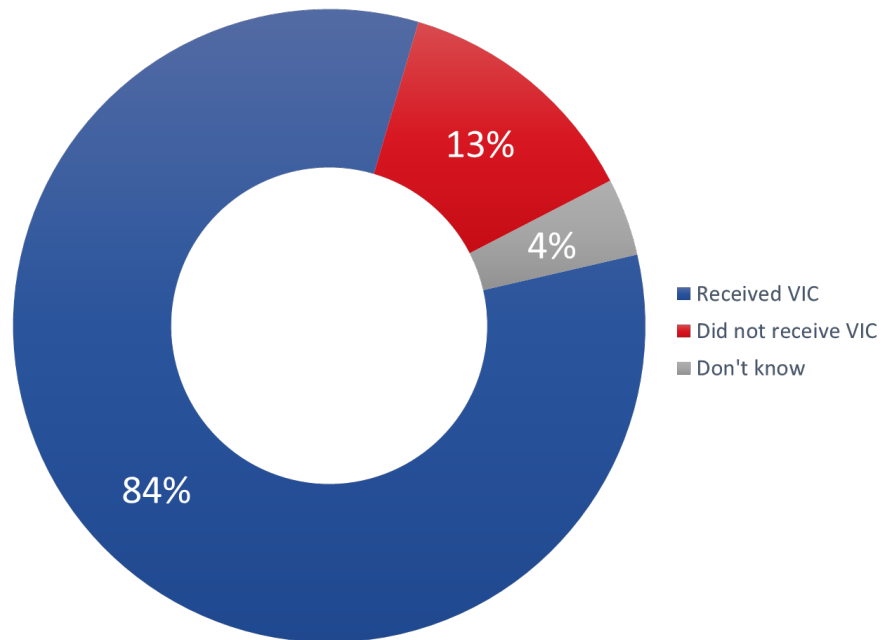
- Awareness of the possibility of voting by mail was lowest among those 55 and older (35%), while awareness of the option to vote at an advance poll was lowest among 18-to-34-year-olds (41%).
- Those with a high school education or less were less likely than electors with higher levels of education to be aware of the main ways to vote: 78% were aware that electors can vote at a polling station on election day (versus 92% of university graduates), 43% were aware of the possibility of voting at an advance poll (versus 63% of those with some post-secondary education and 68% of those who completed university) and 29% knew that electors can vote by mail (versus 48% of those with some post-secondary education or college and 57% of those who completed university).
- Electors who identified as having a disability were less likely to be aware of the options to vote at a polling station on election day (77%, versus 90% of electors who did not identify as having a disability) and by mail (36%, versus 50% of electors who did not identify as having a disability).

3. Voter Information

Most electors received a voter information card

Most electors (84%) who were aware of the federal by-election (n=344) said they received a voter information card (VIC) during the election campaign, addressed to them personally, which provided information about where and when to vote.

Figure 5: Receipt of voter information card



Q12. During the campaign, did you receive a voter information card addressed to you personally and telling you where and when to vote? Base: n=344, those aware of the by-election.

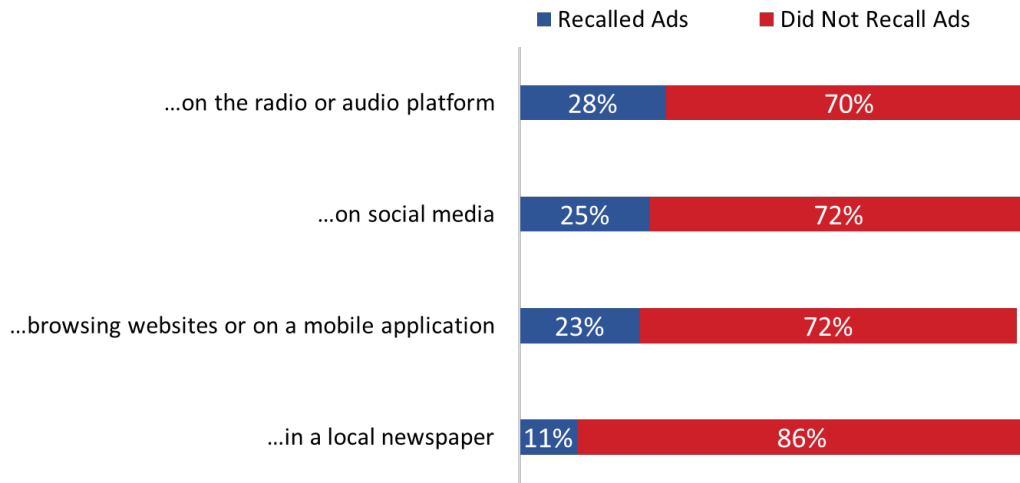
The likelihood of reporting that they received their VIC was higher among those 55 and older (88%) compared to those 18 to 34 (74%).

The majority of electors recalled Elections Canada advertising on at least one medium or format

Approximately two thirds (65%) of electors who were aware of the by-election saw or heard advertising from Elections Canada about where, when and how to vote on at least one medium or format. Specifically, 28% recalled hearing advertising from EC on the radio or an audio platform, 25% recalled advertising on social media and 23% when browsing websites or on a mobile application. Roughly one in 10 (11%) recalled seeing advertising from EC in a local newspaper.

Figure 6: Recall of Elections Canada by-election campaign advertising

During the federal by-election campaign, did you see or hear advertising from Elections Canada ...



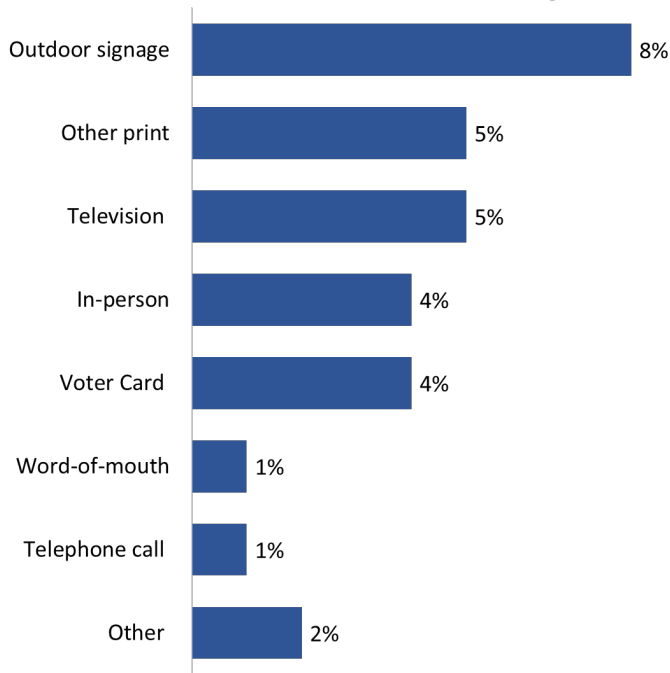
Q14–17. During the federal by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote ... Base: n=344, those aware of the by-election. [Don't know: 3% to 5%].

Electors aged 35 to 54 were more likely to have heard ads from EC on the radio or an audio platform (36%, compared to 16% of those aged 18 to 34), and those aged 55 and older were the most likely to have seen ads in a local newspaper (17%, compared to 2% of 18-to-34-year-olds and 9% of 35-to-54-year-olds).

One quarter (24%) of electors who were aware of the by-election said they recalled seeing or hearing advertisements from EC in other formats, including outdoor signage (8%), other print (5%) and television (5%). For a full list, see Figure 7.²

² EC does not run ads on television or use telephone calls or in-person campaigning to advertise by-elections. In addition, a portion of the responses in the “other print” and “outdoor signage” categories may represent advertising from non-EC sources, such as candidates.

Figure 7: Other sources of recall of Elections Canada advertising

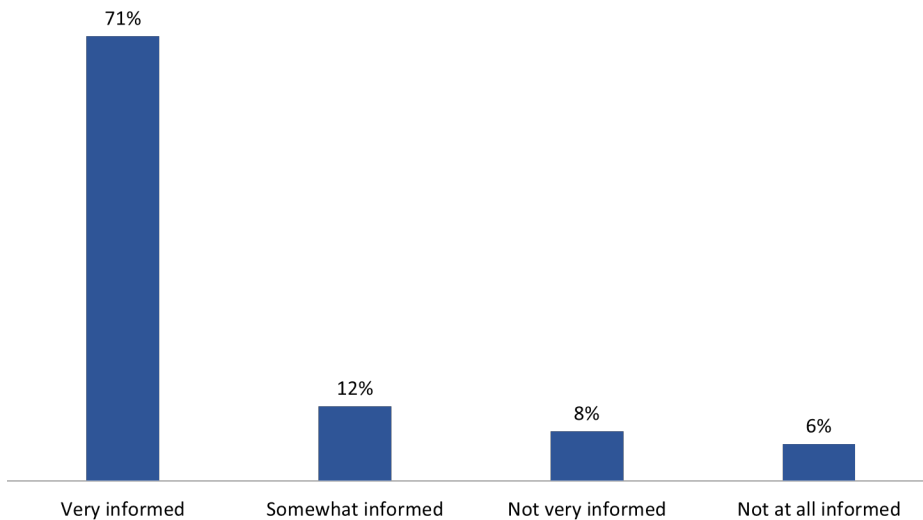


Q18. During the by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote in any other format? Base: n=344, those aware of the by-election. [Don't know: 1%].

Most electors knew when and where to vote

Most electors (83%) who were aware of the by-election felt informed about when, where and how they could vote, with 71% saying they felt very informed and 12% saying they felt somewhat informed.

Figure 8: Informed of how, when and where to vote



Q13. Overall, how well informed do you feel you were about when, where and how to vote in the by-election? Base: n=344, those aware of the by-election. [Don't know: 2%/Prefer not to say: <1%].

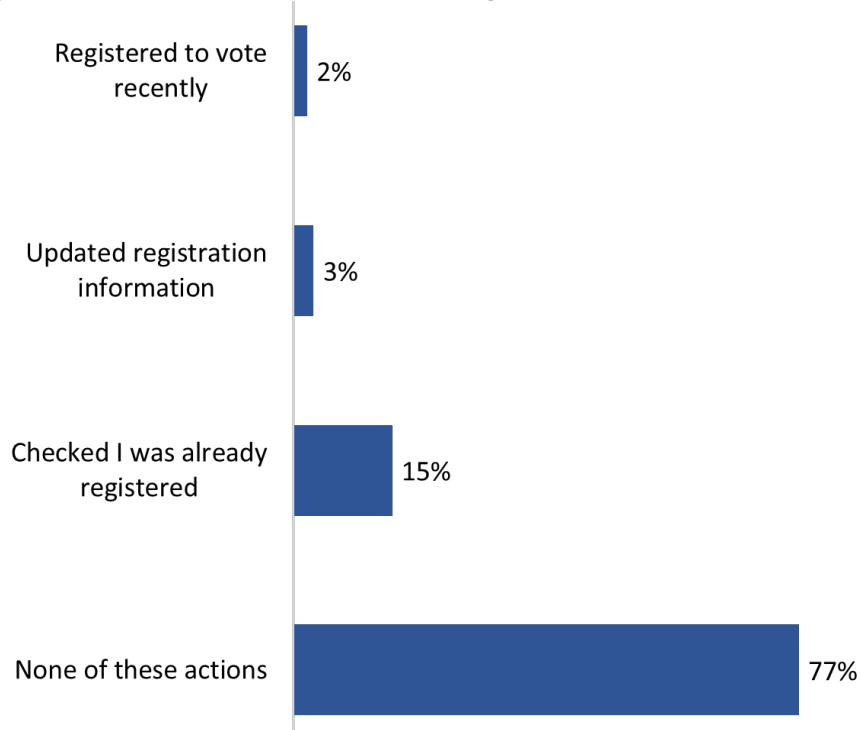
Those aged 55 and older were more likely to be very informed (78%, compared to 62% of those aged 18 to 34 years).

4. Voter Registration

Few electors took action to confirm their voter registration

To make sure they were registered to vote in this federal by-election, 15% of those who were aware of the by-election checked to confirm their registration, 3% updated their registration information and 2% had recently registered to vote. The majority (77%) took no action to make sure they were registered to vote in this federal by-election.

Figure 9: Actions taken to make sure elector was registered to vote

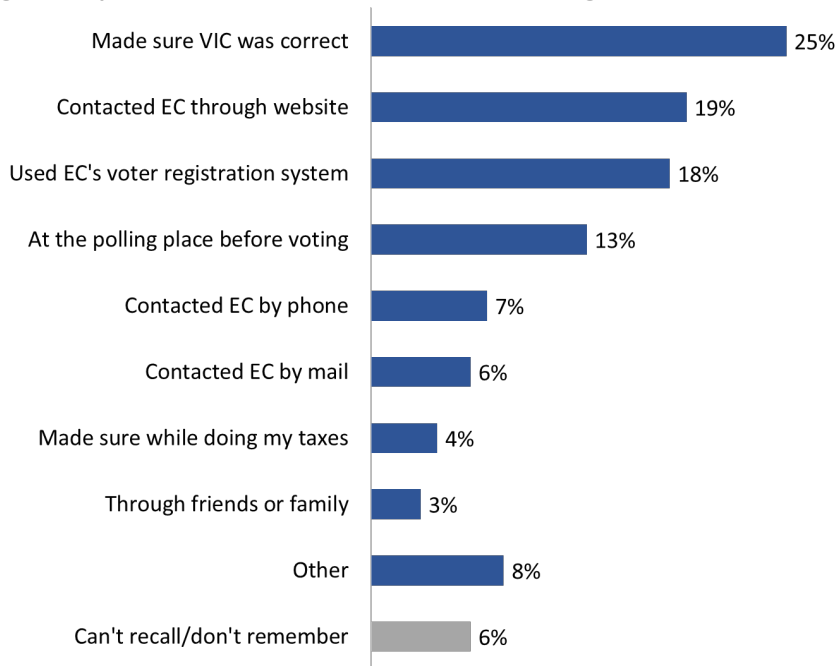


Q19. What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you ...? Base: n=344, those aware of the by-election. [Don't know: 2%/Prefer not to say: 1%].

A variety of actions was taken to confirm voter registration

Among those who did something to make sure they were registered to vote in this federal by-election (n=69), 25% made sure their VIC was correct, 19% contacted Elections Canada through the website and 18% used EC's Online Voter Registration System. The full range of actions can be found in Figure 10.

Figure 10: Specific actions taken to make sure elector was registered to vote



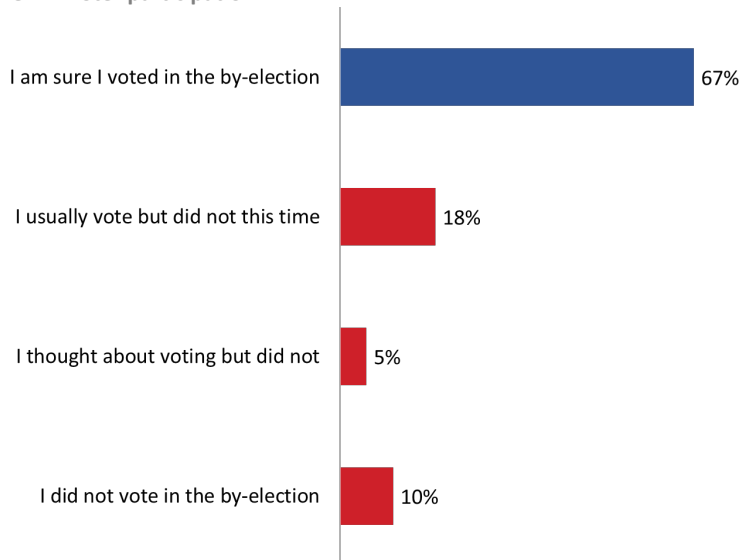
Q20. How did you make sure you were registered? Base: n=66, took action to confirm registration status.

5. Voter Participation

Two thirds of electors reported voting in the by-election

Two thirds of electors (67%) said they voted in the federal by-election held in their riding, with another one in five (18%) saying they usually vote but did not do so for this election and one in 10 (10%) saying they simply did not vote in this by-election.

Figure 11: Voter participation



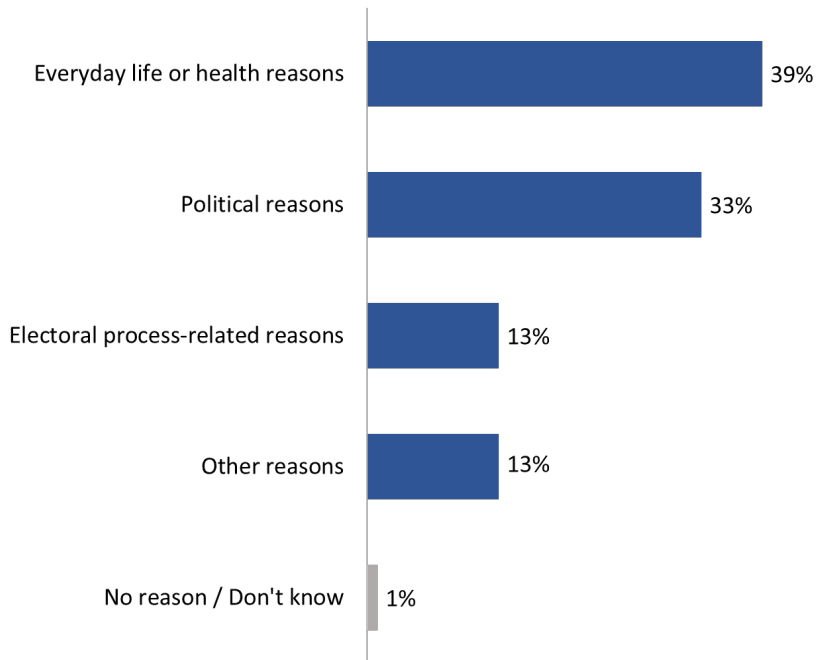
Q21. Many people don't or can't vote for a variety of reasons. Which of the following statements describes you? Base: n=344, those aware of the by-election.

Those aged 55+ were more likely to say they voted (78%) compared with 51% of 18-to-34-year-olds and 66% of 35-to-54-year-olds.

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

Of those electors who said they did not vote (n=104), the primary reasons for not doing so were everyday life or health reasons (39%) and political reasons (33%). Just over one in 10 (13%) did not vote for reasons related to the electoral process. Other reasons mainly included forgetting to vote (7%).

Figure 12: Main reasons for not voting—themes



Q22. What is the main reason you did not vote? Base: n=104, those who did not vote.

The table below provides a detailed breakdown of the reasons why surveyed electors did not vote during the March 4, 2024, federal by-election.

Figure 13: Main reasons for not voting—itemized

| Reasons for Not Voting | Percentage |
|--|------------|
| Everyday life or health reasons | 39% |
| Too busy | 21% |
| Out of town | 13% |
| Illness or disability | 5% |
| Political reasons | 33% |
| Lack of information about campaign issues and parties' positions | 12% |
| Did not like candidates/parties/campaign | 6% |
| Felt voting would not make a difference | 4% |
| Not interested in politics | 4% |
| Did not know whom to vote for | 4% |
| Do not trust politicians/politics | 3% |
| Electoral process-related reasons | 13% |
| Lack of information about voting process (e.g. when/where to vote) | 10% |
| Issues with VIC and identification (e.g. could not prove identity) | 2% |
| Not on voters list | 2% |
| Other reasons | 13% |
| Forgot to vote | 7% |
| Other reasons | 6% |

[Don't know/No reason: 2%]

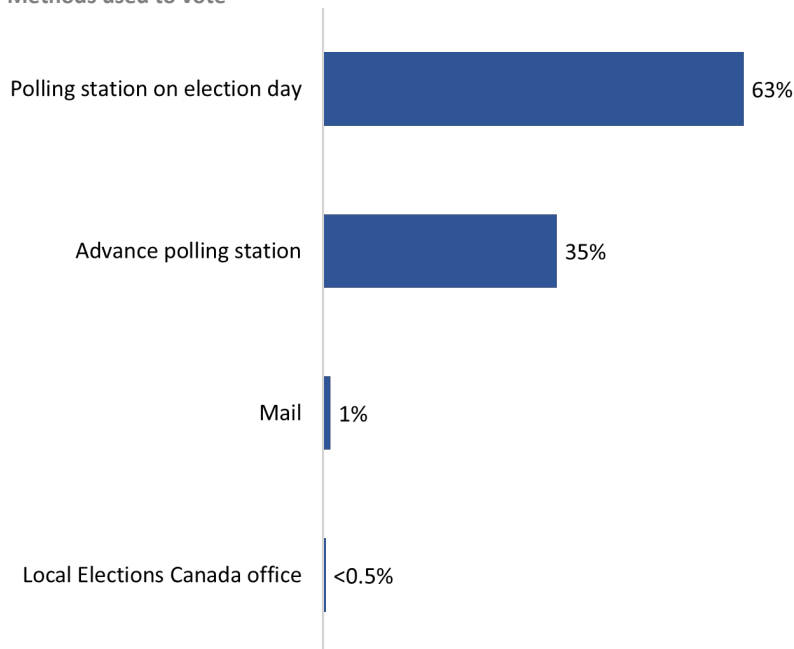
Among electors who did not vote because they were too busy (n=16), half said they had other priorities that day. In addition, a small number of electors had something come up that required them to change their plans or felt they do not have time in their normal schedule to vote.

More electors who were out of town during the by-election (n=14) were away from home for personal reasons rather than work. Their travel was more likely to be planned than unplanned.

Virtually everyone voted at a polling station on election day or at an advance polling station

Of the electors who voted (n=239), nearly two thirds (63%) said they voted on election day at a polling station, while just over one third (35%) said they voted at an advance polling station. Very few reported voting by mail or at a local EC office.

Figure 14: Methods used to vote



Q26. Which method did you use to vote? Was it ... Base: n=239, those who voted. [Don't know: 1%].

Notable subgroup differences include the following:

- Men were more likely to have voted at an advance polling station (42%, compared to 28% of women), as were those aged 55 and older (39%, compared to 22% of those aged 18 to 34).
- Those who completed university were more likely to vote on election day (74%, compared to 54% of those with some post-secondary education or college).

6. Experience at the Polling Place

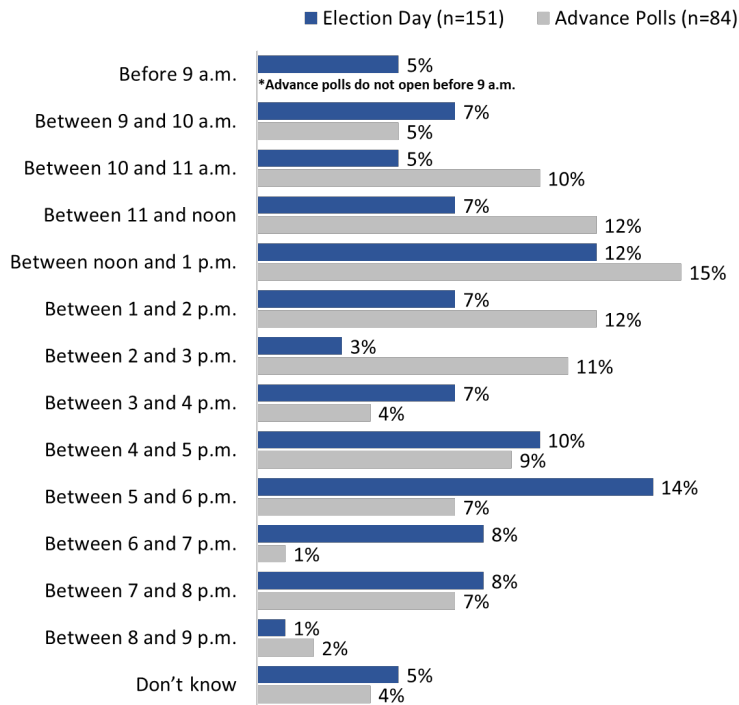
Voting time of day varies by type of poll

One quarter (25%) of those who said they voted in person³ (n=236) reported doing so in the morning between 8:00 a.m. and noon. The rest were fairly evenly split between voting in the afternoon between noon and 4:00 p.m. (34%) and in the evening between 4:00 p.m. and the close of polls (36%).

Of the voters who voted on **election day** (n=151), more reported voting between 4:00 p.m. and the close of polls (41%) than in the morning (24%) or afternoon (29%), with the single largest proportions doing so between noon and 1:00 p.m. (12%) or between 5:00 and 6:00 p.m. (14%).

Of the voters who voted at an **advance polling station** (n=84), approximately four in 10 (42%) voted in the afternoon between noon and 4:00 p.m. Among the rest, just over one quarter each voted in the morning (27%) or the evening (27%).

Figure 15: Time of day voted



Q27. 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.

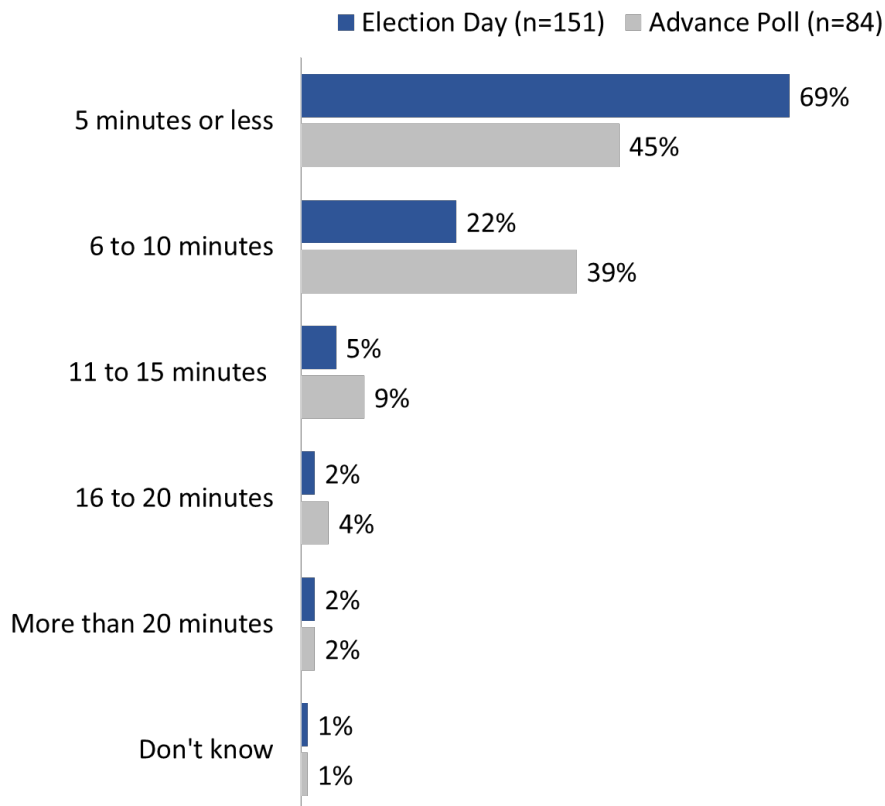
³ This includes voting at a polling station on election day, at an advance polling station or at a local EC office.

Most voters took 10 minutes or less to travel to the polling place

Among those who voted in person (n=236), six in 10 (61%) said it took five minutes or less to travel to the polling place, while nearly three in 10 (28%) said it took between six and 10 minutes. One in 10 (12%) reported that it took more than 10 minutes for them to travel to the polling place.

Figure 16 presents reported travel time, broken out by voting place. Those who voted at a polling station on election day (69%) were more likely than those who voted at an advance polling station (45%) to say it took them five minutes or less to travel to the polling place. In contrast, those who voted at an advance poll (39%) were more likely than those who voted on election day (22%) to say it took six to 10 minutes to travel to the polling place.

Figure 16: Travel time to vote



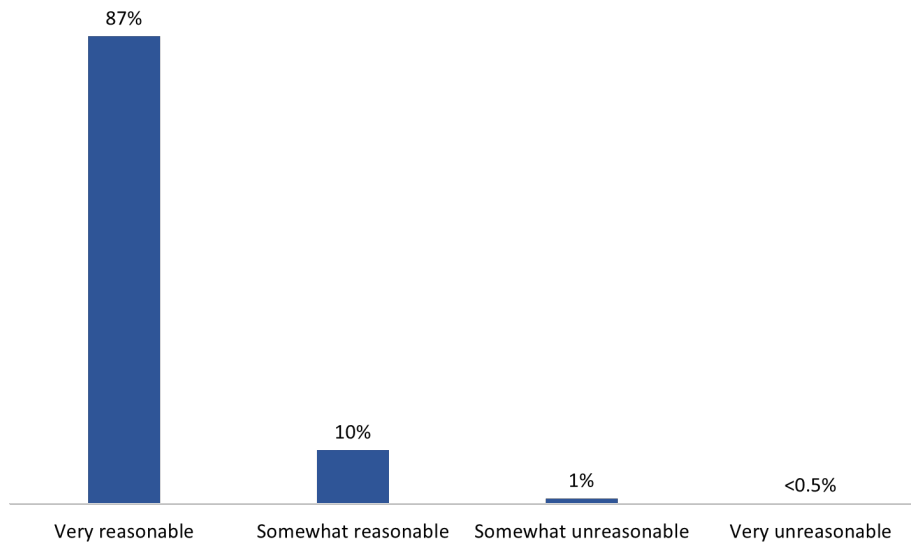
Q28. To the best of your knowledge, how long did it take you to travel to the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

Men were more likely to report travelling for five minutes or less (68%, versus 54% of women), while women were more likely to report travelling six to 10 minutes (34%, versus 20% of men).

Virtually all voters considered the distance to the polling station to be reasonable

Ninety-seven percent of voters said the distance to the polling station from their home was at least somewhat reasonable, with 87% saying the distance was very reasonable.

Figure 17: Satisfaction with distance from home to the polling station



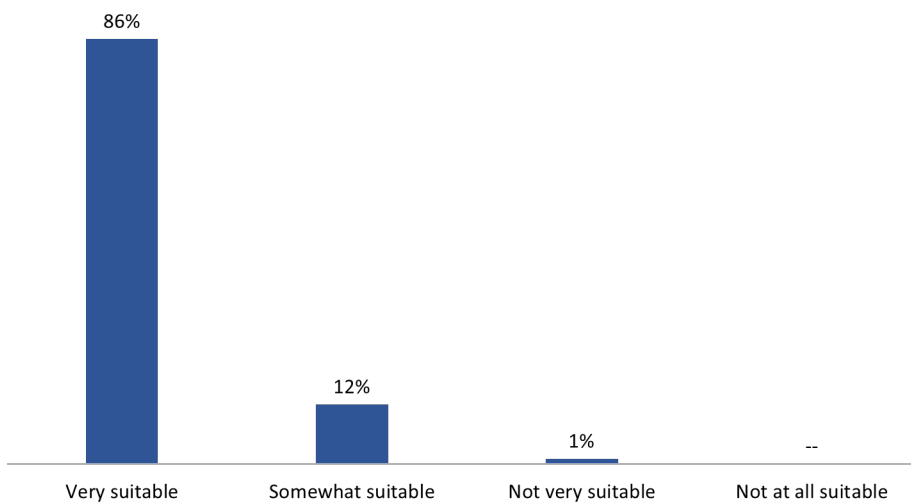
Q29. Was the [polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home? Base: n=236, respondents who voted in person. [Don't know: 1%].

Men (99%, compared to 94% of women) and electors who identify as having a disability (100%, compared to 96% of those who do not identify as having a disability) were more likely to say the distance from their home to the polling station was at least somewhat reasonable.

Strong and widespread agreement that the facilities were suitable

Nearly everyone (98%) who voted at a polling station, advance polling station or local EC office said the building where they voted was at least somewhat suitable, with 86% saying it was very suitable.

Figure 18: Suitability of voting facilities



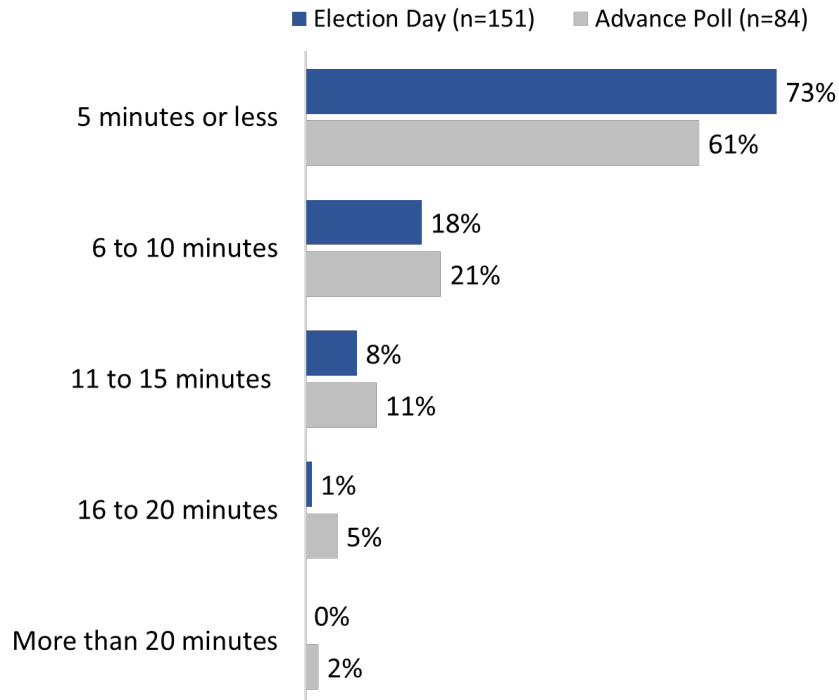
Q30. Would you say that the building where you voted was ...? Base: n=236, respondents who voted in person.

Those aged 55 and older (91%) were more likely than those aged 35 to 54 (79%) to say the building where they voted was very suitable.

Most voters took five minutes or less to vote; almost everyone said this was reasonable

Seven in 10 (69%) of those who voted in the by-election said voting took them five minutes or less, with most of the rest saying it took them between six and 15 minutes (28%). Four percent reported taking more than 15 minutes to vote. When breaking out voting time by type of poll, 73% of those who voted on election day said it took five minutes or less compared to 61% of those who voted at an advance poll. Virtually everyone (98%) said this was a reasonable amount of time.

Figure 19: Time it took to vote



Q31. 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.

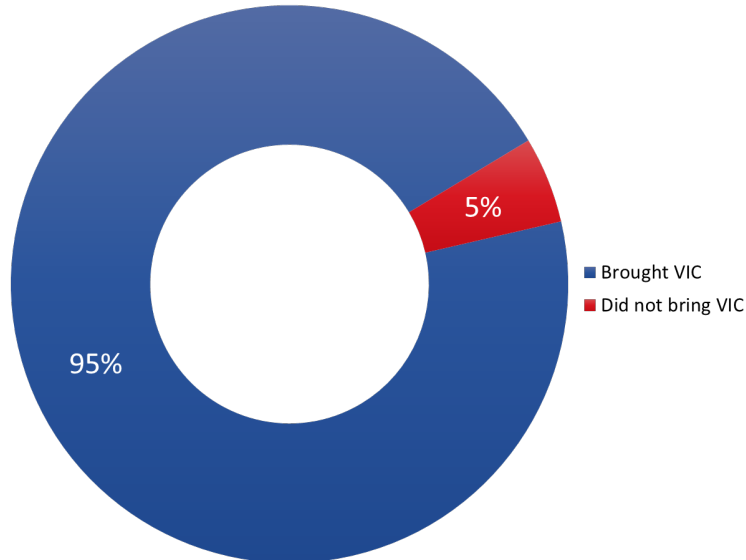
Those aged 65+ (57%) were less likely than younger voters (73%) to report taking five minutes or less to vote.

7. Voter Identification

Vast majority brought their voter information card to vote

Among electors who received their VIC and voted in person (n=223), almost all (95%) said they brought their VIC with them to the voting location.

Figure 20: Brought voter information card to vote



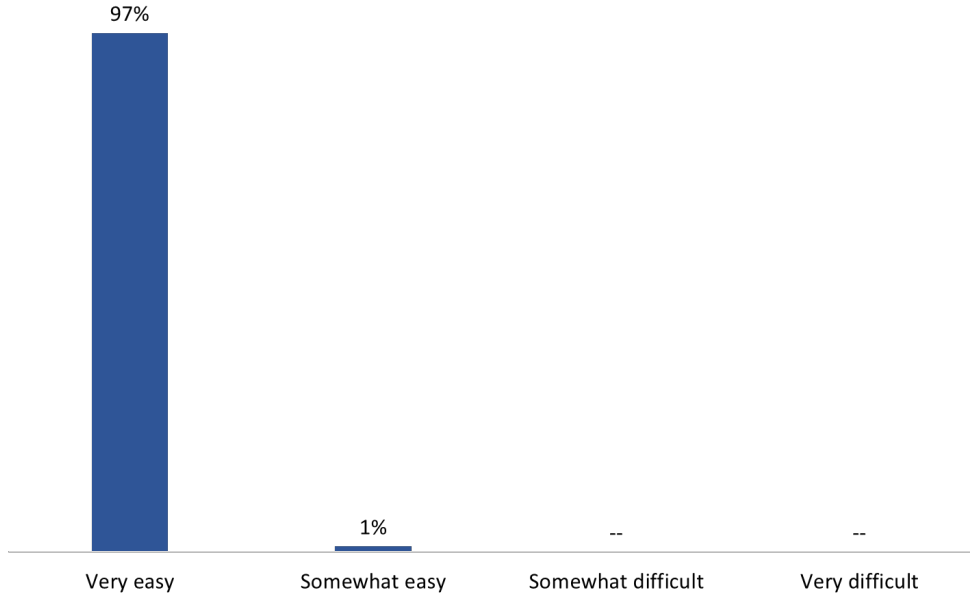
Q33. Did you bring your voter information card with you to the [polling station/advance polling station/local Elections Canada office]? Base: n=223, respondents who received their VIC and voted in person.

Voters aged 65 and older (99%, compared to 93% of 18-to-64-year-olds) and those with a high school education or less (100%, compared to 92% of those with some post-secondary education and to 94% of those who completed university) were more likely to have brought their VIC with them when they voted.

Virtually everyone found it easy to meet the identification requirements

Almost everyone who voted (97%) found it very easy to meet the identification requirements, with an additional 1% saying it was somewhat easy to meet the identification requirements.

Figure 21: Ease of meeting identification requirements



Q. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted? Base: n=238, respondents who voted and provided a valid response when asked about the method used to vote. [Don't know: 1%/Prefer not to say: <0.5%].

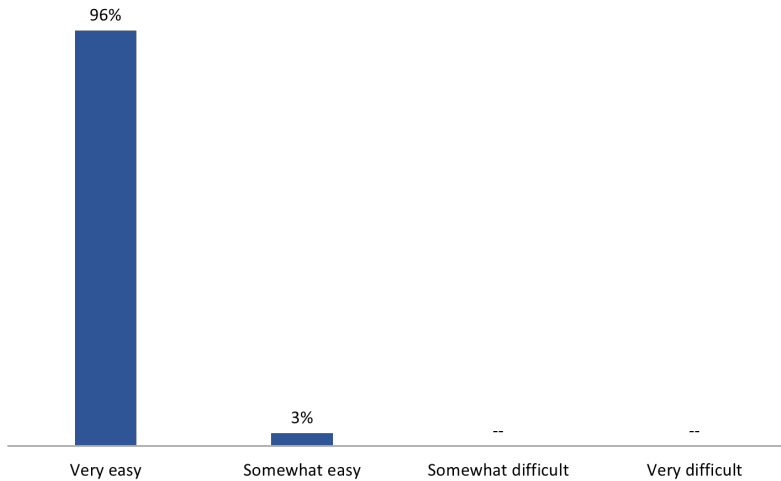
Voters who self-identified as having a disability were more likely than other voters to say it was very easy to meet the identification requirements (100% versus 96%).

8. Satisfaction with Voting Experience

Almost everyone found it easy to vote

The vast majority (96%) of those who said they voted in the by-election found it very easy to vote, with an additional 3% saying it was somewhat easy.

Figure 22: Ease or difficulty of voting

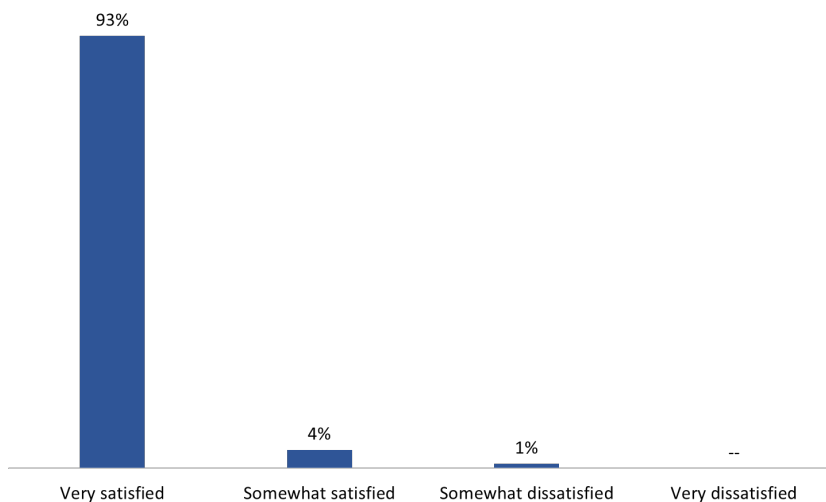


Q37. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to vote? Base: n=238, respondents who voted and provided a valid response when asked about the method used to vote.

Strong and widespread satisfaction with Elections Canada staff

Virtually all voters said they were satisfied with the services provided by EC staff, with 93% saying they were very satisfied and an additional 4% saying they were somewhat satisfied.

Figure 23: Satisfaction with Elections Canada staff

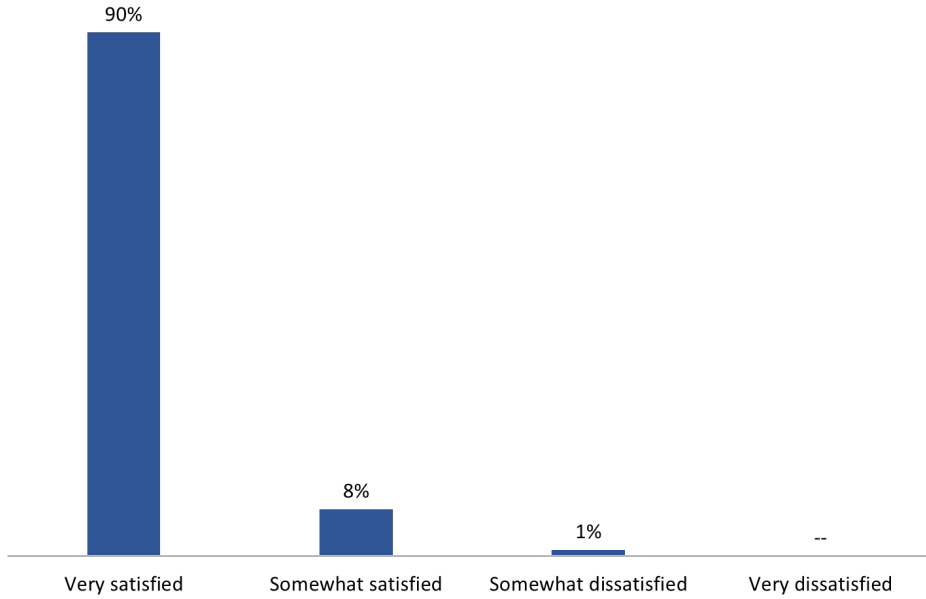


Q35. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted? Base: n=236, respondents who voted in person. [Don't know: 1%].

Widespread satisfaction with voting experience

Ninety-eight percent of respondents who said they voted in the by-election were at least somewhat satisfied with their overall voting experience, including nine in 10 (90%) who were very satisfied with the experience.

Figure 24: Satisfaction with voting experience



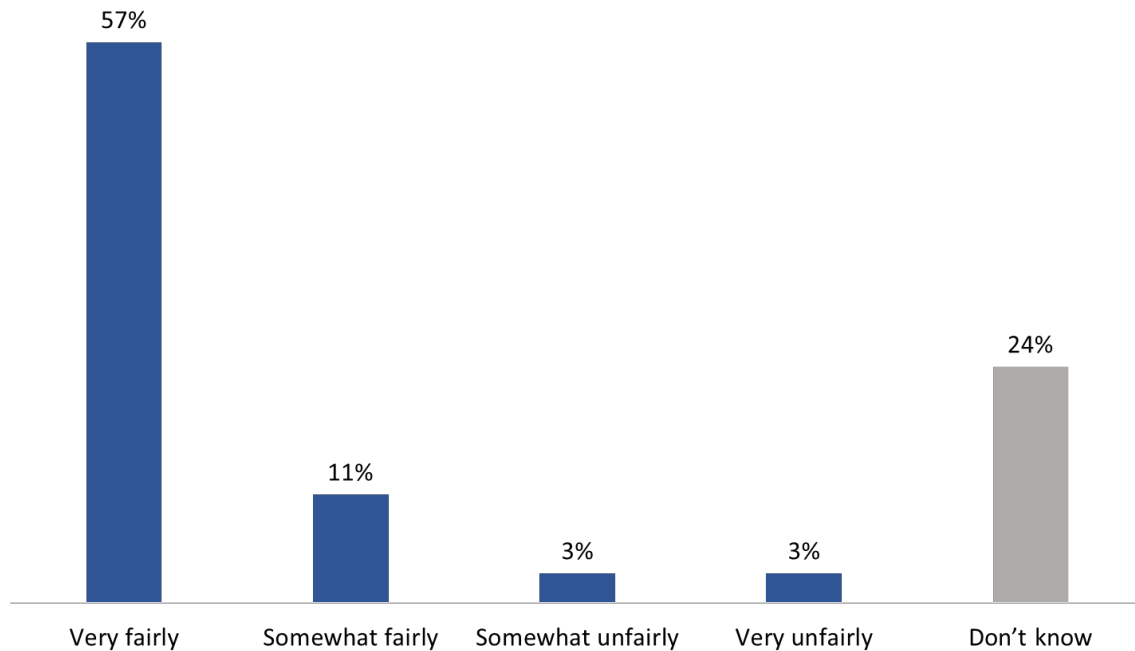
Q38. Overall, how satisfied were you with your voting experience? Would you say that you were ...? Base: n=238, respondents who voted and provided a valid response when asked about the method used to vote.

9. Fairness of the By-election and Trust in the Results

Most electors felt that Elections Canada ran the by-election fairly

Just over two thirds (68%) of electors surveyed thought that EC ran the by-election fairly, with the majority (57%) saying very fairly and 11% saying somewhat fairly. Among the rest, 6% thought it was run unfairly, and one in four (24%) responded that they did not know.

Figure 25: Perceptions of Elections Canada’s fairness in running the by-election



Q39. Thinking about the March 4 federal by-election, would you say that Elections Canada ran the election ...? Base: n=402, all respondents. [Prefer not to answer: 1%].

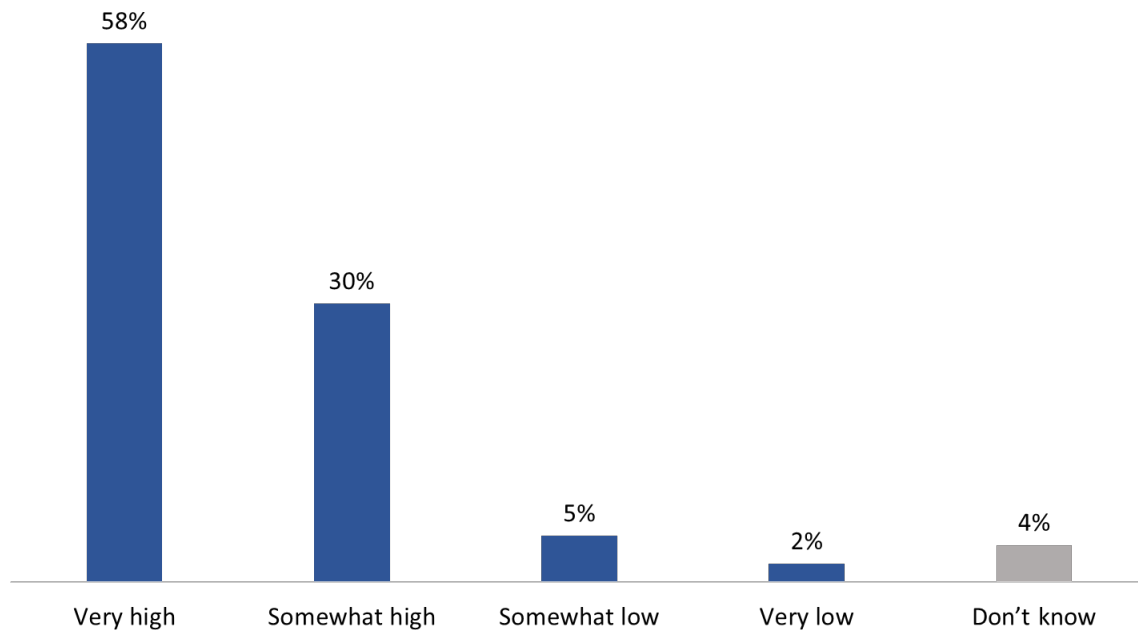
Electors aged 18 to 34 (49%) were less likely than electors aged 55+ (64%) to say that EC ran the by-election very fairly.

Those who felt that EC ran the election somewhat or very unfairly (n=24) were asked whether there was a specific reason for this opinion. The reason mentioned most frequently was a perceived lack of information about the by-election.

Nine in 10 trust the accuracy of the by-election results

Almost nine in 10 respondents (88%) had trust in the accuracy of the election results, with nearly six in 10 (58%) expressing a very high level of trust.

Figure 26: Trust in accuracy of results



Q41. What level of trust do you have in the accuracy of the election results in your riding? Is it ...? Base: n=402, all respondents.

The following electors were less likely to have a very high level of trust in the accuracy of the election results:

- 18-to-34-year-olds (47%, compared to 65% of electors aged 55+)
- electors with less formal education (48% of those who completed high school or less and 52% of electors with post-secondary below a university degree, versus 72% of university graduates)
- electors with a disability (41%, versus 62% of other electors)
- those who did not vote in the previous federal general election despite being eligible to do so (40%, versus 61% of voters)

Those who said that they have low trust in the accuracy of the election results (n=27) were asked whether there was a specific reason for their low trust. In response, most respondents pointed to a general distrust of government and politicians, concerns related to the electoral process and lack of information about the by-election.

Profile of Survey Respondents

| Age | Weighted | | Unweighted | |
|---------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| 18 to 34 years | 113 | 28% | 82 | 20% |
| 35 to 54 years | 134 | 33% | 136 | 34% |
| 55 years of age and older | 155 | 39% | 184 | 46% |

| Gender | Weighted | | Unweighted | |
|--------|----------|-----|------------|-----|
| | n | % | n | % |
| Man | 193 | 48% | 195 | 49% |
| Woman | 204 | 51% | 202 | 50% |

*Other: n=2; Prefer not to say: n=3 (unweighted)

| Employment | Weighted | | Unweighted | |
|---------------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Employed | 239 | 60% | 223 | 55% |
| Unemployed and looking for work | 21 | 5% | 18 | 4% |
| Student | 9 | 2% | 7 | 2% |
| Retired | 108 | 27% | 132 | 33% |
| Homemaker | 5 | 1% | 4 | 1% |
| Other | 18 | 5% | 16 | 4% |

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

| Education | Weighted | | Unweighted | |
|--------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Some high school or less | 13 | 3% | 16 | 5% |
| Completed high school | 76 | 19% | 74 | 18% |
| Some college | 23 | 6% | 20 | 5% |
| Completed college | 128 | 32% | 131 | 33% |
| Some university | 15 | 4% | 15 | 4% |
| Completed university | 88 | 22% | 86 | 21% |
| Post-graduate university | 56 | 14% | 58 | 14% |

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

| Household Size | Weighted | | Unweighted | |
|-------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Single-person household | 54 | 13% | 60 | 15% |
| Two people | 131 | 33% | 143 | 36% |
| Three to four | 164 | 41% | 148 | 37% |
| Five or more | 50 | 12% | 47 | 12% |

*Prefer not to say: n=4 (unweighted)

March 4, 2024, Federal By-election Survey Report

| Household Income | Weighted | | Unweighted | |
|-----------------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Under \$20,000 | 14 | 3% | 16 | 4% |
| \$20,000 to just under \$40,000 | 29 | 7% | 32 | 8% |
| \$40,000 to just under \$60,000 | 40 | 10% | 40 | 10% |
| \$60,000 to just under \$80,000 | 36 | 9% | 38 | 9% |
| \$80,000 to just under \$100,000 | 41 | 10% | 39 | 10% |
| \$100,000 to just under \$150,000 | 77 | 19% | 75 | 19% |
| \$150,000 and above | 93 | 23% | 91 | 23% |

*Don't know: n=30; Prefer not to say: n=41 (unweighted)

| Disability [Self-Identification] | Weighted | | Unweighted | |
|--|----------|-----|------------|-----|
| | n | % | n | % |
| Identify as having a disability | 77 | 19% | 74 | 18% |
| Do not identify as having a disability | 321 | 80% | 324 | 81% |

*Don't know: n=4 (unweighted)

| First Nations, Métis or Inuk (Inuit) | Weighted | | Unweighted | |
|--------------------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Non-Indigenous | 390 | 97% | 389 | 97% |
| Indigenous | 10 | 2% | 10 | 2% |

*Prefer not to say: n=3 (unweighted)

| Born in Canada | Weighted | | Unweighted | |
|-------------------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Base: those who are not Indigenous. | | | | |
| Born in Canada | 334 | 83% | 329 | 82% |
| Born outside Canada | 56 | 14% | 60 | 15% |

| Visible Minority | Weighted | | Unweighted | |
|-------------------------------------|----------|-----|------------|-----|
| | n | % | n | % |
| Base: those who are not Indigenous. | | | | |
| Not a visible minority | 324 | 84% | 327 | 85% |
| Visible minority | 62 | 16% | 57 | 15% |

*Don't know: n=2; Prefer not to say: n=2, unweighted)

| Voted in the 2021 Federal Election | Weighted | | Unweighted | |
|---|----------|-----|------------|-----|
| | n | % | n | % |
| Base: those 18+ at the time of the 2021 federal election. | | | | |
| Voted | 329 | 82% | 342 | 85% |
| Non-voter but eligible | 42 | 10% | 37 | 9% |
| Not eligible to vote in 2021 | 2 | <1% | 1 | <1% |

*Don't know: n=11 (unweighted)

Appendix

Annex 1: Methodological Details

Sampling

An overlapping dual-frame (landline and cell) sample was used to minimize coverage error. The following table provides a breakdown of the number of completed surveys by sample source:

| Sample Source | Sample Type | n |
|---------------|---------------|-------|
| ASDE | Landline RDD | 235 |
| Advanis | Wireless GPRS | 167 |
| | | n=402 |

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’s 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 of at least 18 years of age on polling day and to have had an address of ordinary residence in the Durham electoral district from the first day of the revision period until election day.

Based on a sample of this size (n=402), 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 the clarity of the questionnaire. The short debrief following the survey provided an opportunity for respondents to offer feedback on the questionnaire and was conducted by telephone on March 5, 2024, following the March 4, 2024, by-election. Respondents had the choice of participating in the official language of their choice; all were completed in English. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and EC officials. There were no changes to the questionnaire following the pre-test; therefore, the data from the pre-test was retained in the final survey data set.

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 were given the option to complete the survey online. Three (n=3) electors completed the survey online; the remaining 399 electors did so over the telephone.

The following specifications applied:

- The survey was programmed in both French and English.
- All interviews were completed in English.
- Interviews averaged 11.5 minutes in length when conducted over the telephone and 6.9 minutes when completed online.
- 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 EC 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 March 5 to 19, 2024.

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 |
|---|---------------|--------------|---------------|
| Out-of-scope—invalid (I) | | | |
| Not in service, fax/modem, business | 13,527 | 54 | 13,581 |
| Unresolved (U) | | | |
| Busy, voice mail, no answer | 11,138 | 888 | 12,026 |
| In-scope—non-responding (IS) | | | |
| Language problem, illness | 28 | 1 | 29 |
| Selected respondent not available | 10 | 0 | 10 |
| Household refusal | 1,371 | 89 | 1,460 |
| Respondent refusal | 988 | 70 | 1,068 |
| Qualified respondent break-off/partial complete | 22 | 7 | 29 |
| In-scope—responding units (R) | | | |
| Does not qualify—age | 5 | 0 | 5 |
| Does not qualify—citizenship | 1 | 1 | 2 |
| Terminate—does not live in Durham | 23 | 60 | 83 |
| Terminate—age stratum filled | 760 | 9 | 769 |
| Completed the survey | 235 | 167 | 402 |
| Total numbers dialed | 28,118 | 1,346 | 29,464 |
| Response rate⁴ = R/(U+IS+R) | 7.0% | 18.3% | 7.9% |

⁴ 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).

Survey weighting

The survey data were weighted using calibration to accurately reflect the separate age and gender distributions of eligible electors in the Durham riding. Specifically, the nested census population of males and females residing in the Durham federal electoral district who were 18–24, 25–34, 35–44, 45–64 and 65 or older were compiled as weighting frames. The survey results were then compared to the same age and gender proportions to generate survey weights that summed to the size of the sample of respondents. Any respondents who refused to provide their age and/or gender were given a neutral weight so as not to skew the weighting proportions. Weights were based on Statistics Canada’s 2021 census data.

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

| Variable | Durham | |
|---------------|------------|----------|
| | Unweighted | Weighted |
| Total (n) | 402 | 402 |
| Gender | | |
| Male | 49% | 48% |
| Female | 50% | 51% |
| Refusal | 1% | 1% |
| Age | | |
| 18 to 24 | 8% | 11% |
| 25 to 34 | 12% | 17% |
| 35 to 44 | 18% | 19% |
| 45 to 64 | 37% | 34% |
| 65 or older | 25% | 19% |

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 15 minutes to complete.

[IF ASKED ABOUT TOPIC OF SURVEY]: The focus of this survey is on the federal by-election that took place on March 4, 2024, not the general federal election, provincial elections, or any previous elections the respondent may have voted in.

[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 613-260-1700.

[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 January 29, 2024, and March 4, 2024, did you live in the federal riding of Durham?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the March 4, 2024, 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 (January 29, 2024, through March 4, 2024) and were eligible to vote in the March 4, 2024, 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 March 4, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on March 4, 2024? 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. 2024]

- 99. Prefer not to say

[Compute Age=2024-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 March 4, 2024?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least

18 years old on March 4, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on March 4, 2024? 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 March 4, 2024, 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 (March 4, 2024)
02. At advance polls, in person (on February 23, 24, 25, 26, 2024)
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)
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]
97. None of the above
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).

If AwareBy IS 02 OR 98 OR 99, GO TO ByFairness

Aided Recall of Elections Canada 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
- 99. Prefer not to say

FEELINFORMED_VOTING

Overall, how well informed do you feel you were about when, where and how 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 TO E

During the federal by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote ...

ROTATE AdRecallA to AdRecallD

ADRECALLA

... on social media such as Facebook, Instagram or YouTube?

[DO NOT READ]

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

ADRECALLB

... when you were browsing websites or on a mobile application?

[DO NOT READ.] INCLUDES MENTIONS OF ONLINE NEWSPAPERS AND ARTICLES, "ON MY PHONE", WEATHER NETWORK.

- 01. Yes
- 02. No
- 98. Don't know

99. Prefer not to say

ADRECALLC

... on the radio or an audio platform (such as Spotify)?

[DO NOT READ]

01. Yes

02. No

98. Don't know

99. Prefer not to say

ADRECALLD

... in a local newspaper?

[DO NOT READ]

01. Yes

02. No

98. Don't know

99. Prefer not to say

ADRECALL E OTHER

... in any other format?

[DO NOT READ]

01. Yes: [Specify formats]

02. No

98. Don't know

99. Prefer not to say

Registration

19. 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]

Register to vote recently

Update your registration information
Check that you were already registered

[DO NOT READ]

Did none of the above

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

20. 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 statement 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 (exclude illness related to COVID-19)

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
- 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
- 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 March 4, 2024?
- 02. At the advance polling station (on February 23, 24, 25, 26, 2024)?
- 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 AT 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

VOTEASE

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 to 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 Elections Canada

[Ask all]

BYFAIRNESS

Thinking about the March 4 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

[Open-ended]

- No particular reason
- Don't know
- Refusal

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. Female
- 02. Male

- 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 Inuit (Inuk))

Were you born in Canada?

[DO NOT READ]

- Yes
- No
- Don't know
- 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<=2024) 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 group”]

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's degree)
09. Post-graduate university/professional school (Master's, PhD or any professional degree)
96. Other, please specify: [TEXT]
97. 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

HHSIZE

Including yourself, how many people usually live in your household?

[DO NOT READ]

[NUMBER; Min. value 1, max. value 20]

99. Prefer not to say

HHINCOME

What was the total annual income of all members of your household combined, before taxes, in 2023?

[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 2003

Finally, we would like to know if you voted in the September 20, 2021, federal general election?

[READ]

- 01. Yes
- 02. No
- 97. Not eligible to vote in 2021

[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 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, choose your preferred language, then 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.