



Survey of Electors Following the May 6, 2019, By-election in Nanaimo– Ladysmith (British Columbia)

Final Report

Prepared for Elections Canada

Supplier Name: Phoenix SPI
Contract Number: 05005-190091-001-CY
Contract Value: \$36,458.32 (including HST)
Award Date: 2019-04-25
Delivery Date: 2019-08-14

Registration Number: POR 004-19

For more information on this report, contact Elections Canada at: rop-por@elections.ca.

Ce rapport est aussi disponible en français.

Survey of Electors Following the May 6, 2019, By-election in Nanaimo–Ladysmith (British Columbia)

Final Report

Prepared for Elections Canada
Supplier name: Phoenix Strategic Perspectives Inc.
August 2019

This public opinion research report presents the results of a telephone survey conducted to help evaluate the May 6, 2019, federal by-election in the electoral district of Nanaimo–Ladysmith (British Columbia).

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Elections Canada. For more information on this report, contact Elections Canada at rop-por@elections.ca.

Catalogue number:

SE3-106/2019E-PDF

International Standard Book Number (ISBN):

978-0-660-31983-4

Related publications (registration number: POR 004-19):

Catalogue number : SE3-106/2019F-PDF (Final report, French)

Numéro international normalisé du livre (ISBN) : 978-0-660-31984-1

© Her Majesty the Queen in Right of Canada, as represented by the Prime Minister of Canada, 2019.

Cette publication est aussi disponible en français sous le titre : *Sondage auprès des électeurs à la suite de l'élection partielle du 6 mai 2019 dans Nanaimo—Ladysmith (Colombie-Britannique)*

Table of Contents

Executive Summary	1
Background and Objectives	1
Methodology	1
Key Findings	2
Notes to Readers	4
Detailed Findings	7
Awareness of the By-election and Voter Information	7
Voter Information Card and Registration	14
Voting and Voter Participation	19
Voter Identification	24
Voter Experience	26
Fairness and Trust	31
Profile of Survey Respondents	34
Appendix	36
Annex 1: Methodological Details	36
Annex 2: Survey Questionnaire	39

List of Figures

Figure 1: Awareness of By-election.....	7
Figure 2: Recall of Elections Canada Advertisements.....	8
Figure 3: Source of Unaided Recall of Elections Canada Advertising.....	9
Figure 4: Source of Aided Recall of Elections Canada Advertising.....	10
Figure 5: Knowledge of How, When and Where to Vote.....	11
Figure 6: Elections Canada Website.....	12
Figure 7: Contact with Elections Canada.....	13
Figure 8: Receipt of Voter Information Card.....	14
Figure 9: Voter Information Card – Brought to Vote.....	15
Figure 10: Steps Taken to Find Out if Registered to Vote.....	15
Figure 11: Awareness of Registration to Vote.....	16
Figure 12: Election Day Registration.....	17
Figure 13: Awareness of Online Voter Registration.....	18
Figure 14: Voter Participation in May 6, 2019, By-election.....	19
Figure 15: Main Reasons for Not Voting – Themes.....	20
Figure 16: Main Reasons for Not Voting – Breakdown.....	20
Figure 17: Knowledge of Voting Methods.....	22
Figure 18: Methods Used to Vote.....	23
Figure 19: Awareness of Voter Identification Requirements.....	24
Figure 20: Ease of Meeting Voter Identification Requirements.....	25
Figure 21: Ease of Voting.....	26
Figure 22: Time of Day Voted – Election Day.....	27
Figure 23: Time of Day Voted – Advance Polls.....	27
Figure 24: Length of Time to Vote.....	28
Figure 25: Satisfaction with Elections Canada Staff.....	29
Figure 26: Satisfaction with Overall Voting Experience.....	29
Figure 27: Perceptions of Elections Canada’s Fairness.....	31
Figure 28: Trust in Accuracy of Results.....	32

Executive Summary

Elections Canada commissioned Phoenix Strategic Perspectives Inc. (Phoenix SPI) to conduct research to help evaluate the May 6, 2019, federal by-election in the electoral district of Nanaimo–Ladysmith (British Columbia).

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 Nanaimo–Ladysmith (British Columbia), where a by-election was held on May 6, 2019. 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 research objectives were to measure electors' opinions on various election-related issues and to assist in evaluating and refining Elections Canada's programs and services to the electorate. More specifically, the survey aimed to assess the following aspects:

- 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 (VIC).
- Experiences with communications from Elections Canada.
- Experiences with voting in the by-election.
- Attitudes toward 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. They may also help in developing the Chief Electoral Officer's reports to Parliament.

Methodology

A 13-minute, random digit dialling telephone survey was conducted with 400 eligible electors. Eligible electors were Canadian citizens, at least 18 years of age on polling day (May 6, 2019), who were residents of the electoral district – that is, they had an address of ordinary residence in the electoral district – from the first day of the by-election period until election day. Given the low proportion of French-speaking electors in the riding, all respondents completed the survey in English.

An overlapping, dual-frame (landline and cellphone) sample was used to minimize coverage error. The sample frame was composed of 50% wireless and 50% landline telephone numbers. Those who declined to participate in the survey when contacted by telephone were offered the possibility of completing the survey through an online, self-administered questionnaire instead of a telephone interview. Five respondents agreed to participate using the online questionnaire;

however, none of these electors completed the online survey. As a result, all completed surveys were conducted over the telephone.

The survey data was weighted to accurately reflect the age and gender distribution of eligible electors. The data collection was conducted from May 7 to May 17, 2019. Based on a sample of this size, the overall results can be considered accurate to within $\pm 4.9\%$, 19 times out of 20. (For a more complete description of the methodology, refer to Annex 1.)

Key Findings

Awareness of By-election and Voter Information

- Almost everyone surveyed (98%) said that they were aware of the May 6, 2019, federal by-election that took place in the riding of Nanaimo–Ladysmith, British Columbia.
- In order to improve data about recall of Elections Canada advertising, a split-sample technique was used to test a new question (this was first introduced as part of the survey following the December 3, 2018, by-election). One-half of respondents were asked the standard question about whether they recalled any advertising or communications from Elections Canada about how, when, and where to vote, and if so, where they saw, heard or read this. The other half was asked four closed-ended questions about whether they recalled any advertising or communications from Elections Canada on social media, when browsing or on a mobile application, on the radio or in a local newspaper. This was followed by an open-ended question asking whether they recalled Elections Canada advertising or communications in any other formats. In both samples, a majority of electors recalled Elections Canada advertising or communications (62% and 73%, respectively). However, the second formulation resulted in a higher proportion of respondents claiming recall of Elections Canada advertising or communications.
- Those who recalled advertisements or communications about the by-election in the first split sample were most likely to point to their VIC (32%), newspaper (31%) or the Elections Canada householder (20%). Electors aware of the by-election in the second split sample were most likely to recall advertising from Elections Canada in a local newspaper (34%) or on the radio (31%). Following this, approximately one-quarter each recalled advertising when they were browsing or on a mobile application (24%) or on social media (25%).
- The majority of respondents (89%) felt informed about when, where and the ways to vote for the May 6, 2019, by-election, with two-thirds (67%) saying that they felt very informed.
- Fifteen percent of electors said they visited the Elections Canada website during the campaign, and 5% said they contacted Elections Canada during the campaign.
- Among those who contacted Elections Canada, there was widespread satisfaction with the information they received: 88% were satisfied with the information they received from the Elections Canada website, and 88% were satisfied with the information they received when they contacted Elections Canada.

Voter Information Card and Registration

- Approximately 9 in 10 (87%) of those who were aware of the federal by-election said that they received their VIC, and 87% of those who received their VIC brought it to the polling station.

- Nearly all electors who received a VIC reported that it had the correct name (98%) and address (99%).
- Six in 10 electors (61%) knew that voters need to be registered to vote in a federal by-election, and slightly more (68%) were aware that electors can register at the polling place and then vote immediately after.
- A split-sample technique was used to confirm the impact of question formulation on measures of awareness of online registration, as has been done since October 2017. Half the respondents were asked the question as it was formulated in previous surveys, and the other half was asked a simplified version of the question. The simplified formulation resulted in a higher proportion of respondents who said that they were aware of online registration (64%) compared to the original formulation (52%) and a lower proportion of respondents who indicated that they did not know the answer (33% compared to 43%).

Voting and Voter Participation

- Sixty-nine percent of those who were aware of the by-election reported voting in it.
- Among respondents who did not vote in the election, approximately half (49%) said that they did not vote due to everyday life and health reasons. One-quarter (24%) did not vote due to political reasons, and 6% did not vote due to electoral process–related reasons.
- A split sample was used to test questions designed to measure electors' knowledge of current voting methods. One sample of respondents (n=209; split sample 1) was asked, in an open-ended manner, to identify the current ways that electors can vote in a federal election. The other sample (n=191; split sample 2) was asked a set of two questions. First, they were asked how someone can vote in a federal election, and then they were asked whether there are ways to cast a ballot ahead of time. Both formulations yielded similar results. When the split samples were merged, the majority of electors (81%) were aware that they can vote in person on polling day and at an advance polling station (63%). One-quarter (24%) were aware that they could vote by mail, and 5% were aware that they could vote at a local Elections Canada office.
- Three-quarters (74%) of respondents who voted in the by-election reported voting at a polling station on election day.

Voter Identification

- Similar to findings from previous post-electoral surveys, a question about voter identification found that 96% of respondents were aware that voters have to provide proof of identity, and 88% were aware that voters have to provide proof of address.
- In a split-sample experiment, a second approach was tested and found fewer respondents who were fully aware of voter identification requirements: 86% correctly answered that electors must provide proof of both identity and address to vote at a federal election; 13% answered incorrectly or did not know.
- Virtually all respondents (97%) found it easy to meet the identification requirements, with 92% saying that it was very easy.

Voter Experience

- The vast majority (95%) of those who voted during the May 6, 2019, federal by-election reported that it was easy to vote, with 88% saying that it was *very* easy.
- Nearly everyone (96%) who voted in the by-election was satisfied with the services provided by Elections Canada staff (with 90% saying that they were *very* satisfied).
- Virtually all those who voted (98%) were satisfied with their overall voting experience, with 81% saying that they were *very* satisfied.

Fairness and Trust

- Respondents were asked two variations of a question about their perception of the fairness of election administration by Elections Canada. Half the respondents were asked specifically about the May 6, 2019, federal by-election, while the other half were asked about federal by-elections in general. The more specific formulation (i.e. focusing on the May 6, 2019, by-election) found the majority of respondents (87%) thought that Elections Canada ran the election fairly (with 76% saying *very* fairly). The more general formulation yielded similar results overall, with the majority (89%) saying that Elections Canada runs elections fairly. Fewer respondents, however, reported that Elections Canada runs elections *very* fairly (66% versus 76% of those who responded to the specific formulation). This is the first time this effect has been evident.
- A split-sample approach was also used to survey electors about their level of trust in the accuracy of the by-election results. One subset of respondents was asked about their level of trust in the accuracy of the election results in their riding. The other subset was asked a similar question, but the question was prefaced by the following preamble: “At the end of a federal election, poll workers in each riding count ballots by hand and report the results to Elections Canada.” In addition, the question asked generally about trust in election results, not specifically about trust in the election results in their riding. Both question formulations yielded similar results. However, respondents who were asked the question without the preamble, and with “your riding” explicitly identified, were more likely to express a *very* high level of trust (65%) than those who were asked the version prefaced by the preamble but without “your riding” explicitly identified (58%).

Notes to Readers

- 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.
- The number of respondents changes throughout the report because questions were often asked of sub-samples of the survey population. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Demographic and other subgroup differences are identified in the report. When reporting subgroup variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of more than n=30 are discussed.

- If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences (e.g. if one out of three age segments are compared), it can be assumed that significant differences were found only among the categories reported.

The contract value was \$36,458.32 (including HST).

Political Neutrality Certification

I hereby certify, as a senior officer of Phoenix Strategic Perspectives, that the deliverables fully comply with the government of Canada's political neutrality requirements outlined in the Policy on Communications and Federal Identity of the government of Canada and 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.

Signed:



Alethea Woods, President
Phoenix Strategic Perspectives

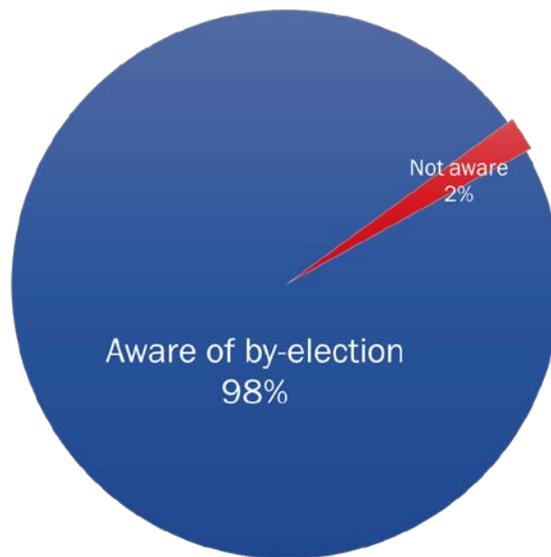
Detailed Findings

Awareness of the By-election and Voter Information

Widespread Awareness of May 6, 2019, Federal By-election

Ninety-eight percent of electors surveyed said that they were aware that a federal by-election took place on May 6, 2019, in Nanaimo–Ladysmith, BC. Awareness of the by-election was higher among electors aged 25 to 34 (100%) compared to electors aged 35 to 54 (96%).

Figure 1: Awareness of By-election



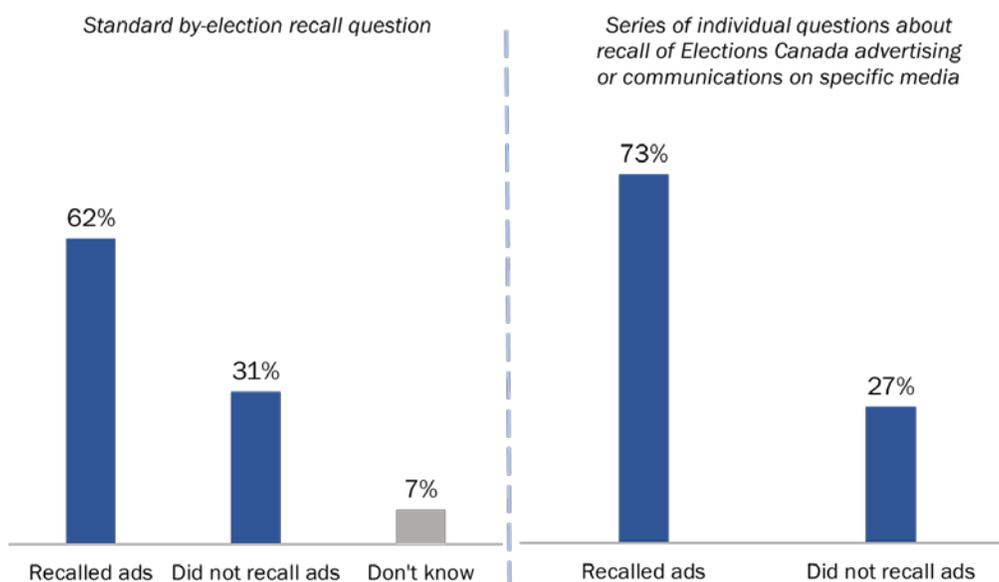
Q1. Did you know that a federal by-election took place on May 6, 2019, in your riding? Base: n=400; all respondents.

Moderate Recall of Elections Canada Advertising

A split sample was used to test recall of Elections Canada advertisements for the May 6, 2019, federal by-election. One subset of respondents (n=205) was asked whether they recalled any advertising or communications from Elections Canada about how, when, and where to vote, a standard question used in previous post-electoral phone surveys. The other subset (n=195) was asked whether they recalled any advertising or communications from Elections Canada on social media, when browsing or on a mobile application, on the radio, in a local newspaper or in any other format. Respondents who indicated that they had seen or heard something about how, when, and where to vote through at least one source were coded as having recalled Elections Canada advertising or communications.

In both samples, a majority of electors recalled advertisements (62% and 73%, respectively). However, the second formulation resulted in a higher proportion of respondents expressing recall.

Figure 2: Recall of Elections Canada Advertisements



Q29A. 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? Base: n=205; all respondents. SPLIT SAMPLE.
 Q30A–E [computed variable]. During the by-election campaign, have you seen or heard communications from Elections Canada about how, when and where to vote in the by-election? Base: n=195; all respondents. SPLIT SAMPLE.

The likelihood¹ of recalling any advertising or communications from Elections Canada was higher among:

- Women (72%) than men (61%).
- Those who voted in the by-election (72%) compared to those who did not vote in the by-election (57%).
- Those who felt informed about how, when and where to vote in the by-election (72%) compared to those who did not (32%).

Elections Canada Householder, Newspaper and Voter Information Card Were Main Sources of Recall

The subset of respondents from the first split sample who recalled advertising or communications from Elections Canada (n=132) were asked where they saw, heard or read about the May 6, 2019, by-election. These electors mostly recalled the following kinds of advertising or communications from Elections Canada:

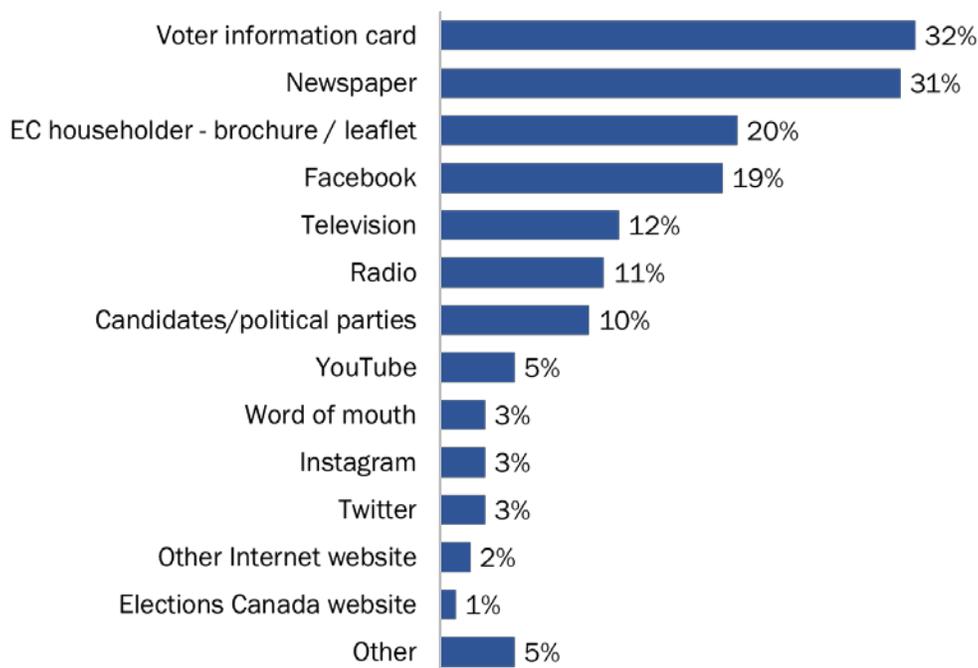
- Voter information card (VIC) (32%).
- Newspaper (31%).
- Elections Canada householder (20%).

Nineteen percent mentioned Facebook, while smaller proportions mentioned television (12%), radio (11%) and political advertising by candidates or parties (10%). Fewer (5% or less) electors

¹ Subgroup reporting is based on the aggregate variable, a computed variable that merges the split samples.

recalled Elections Canada advertising through YouTube, word of mouth, Instagram, Twitter, other Internet website or the Elections Canada website.

Figure 3: Source of Unaided Recall of Elections Canada Advertising



Q29B. Where did you see, hear or read advertising from Elections Canada? Base: n=132; split-sample respondents who recalled communications from EC [Dk/nr: 3%]. (Multiple responses accepted.)

Notable subgroup differences include the following:

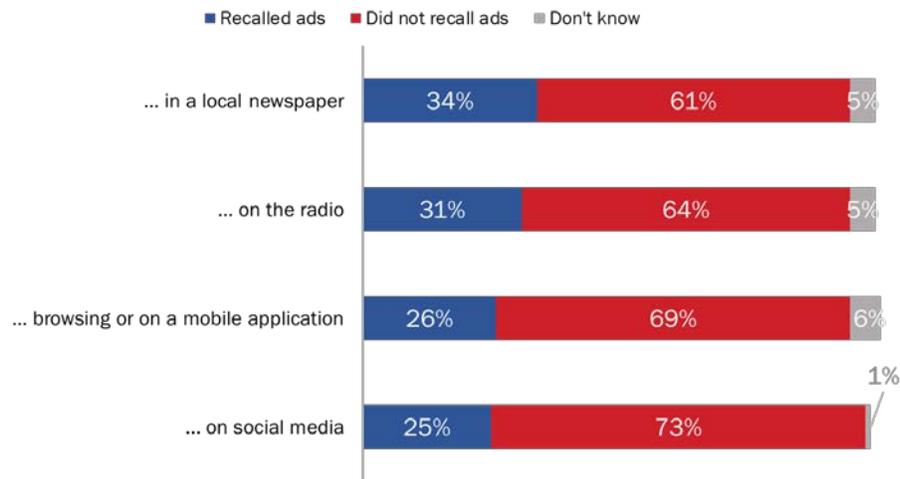
- Those who voted in the by-election were more likely to have read about the by-election in the newspaper (39%) and Elections Canada householder (25%) than those who did not (14% and 6%, respectively).
- Those who did not vote in the by-election were more likely to have heard about the by-election through Facebook (37% compared to 11% of those who voted in the by-election).
- Electors aged 55+ (47%) were more likely to have heard about the by-election through a newspaper than electors aged 25 to 34 (16%) and 35 to 54 (25%).

As was the case with previous by-election surveys, a number of respondents (12%) said that they recalled seeing Elections Canada ads on television when there were no such ads during the by-election. This recall could be due to several factors, including confusion with other electoral communications, such as partisan advertising, or news reports about the by-election in the riding.

The second subset of respondents (n=195) was asked about specific information sources. These electors were most likely to recall advertising from a local newspaper (34%) or on the radio (31%). Following this, one-quarter recalled advertising when they were browsing or on a mobile application (26%) or on social media (25%).

Figure 4: Source of Aided Recall of Elections Canada Advertising

During the by-election campaign, have you seen or heard advertising from EC...



Q30. During the by-election campaign, have you seen or heard advertising from Elections Canada about where, when and how to vote: a) on social media such as Facebook, Twitter or Instagram? / b) when you were browsing or on a mobile application? / c) on the radio? / d) in a local newspaper? Base: n=195; all respondents. SPLIT SAMPLE.

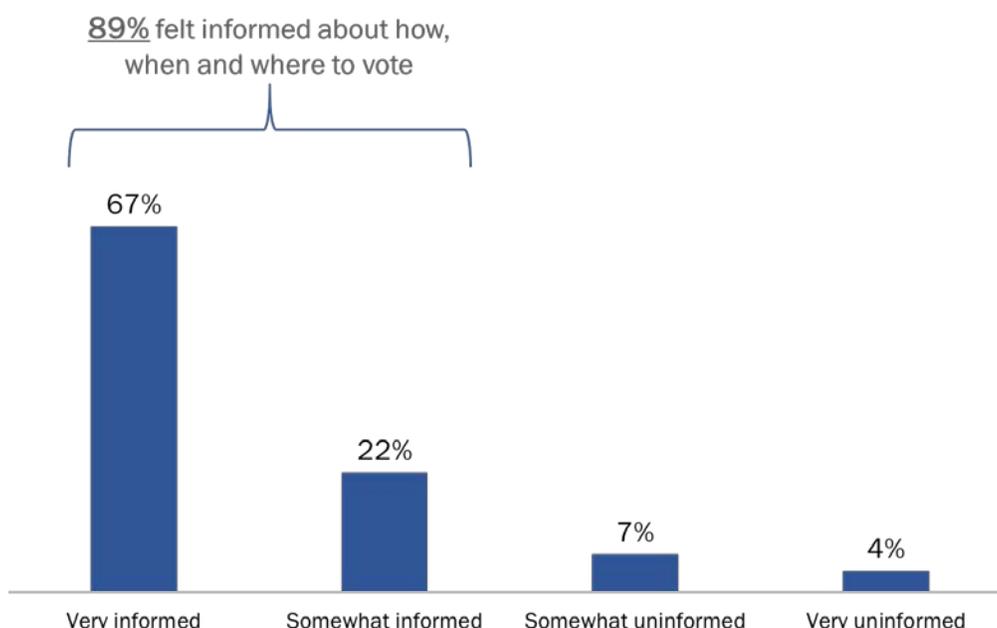
Notable subgroup differences include the following:

- Electors aged 55+ (12%) were less likely to say that they recalled advertising from Elections Canada on where, when and how to vote on social media (compared to 31% of electors aged 35 to 54). Electors who are employed (35%) were more likely than retired electors (6%) to say that they recalled advertising from Elections Canada on where, when and how to vote on social media. Those who voted at a polling station on election day (27%) were more likely to say that they recalled advertising from Elections Canada on where, when and how to vote on social media than those who voted at an advance polling station (11%).
- Electors who are employed (40%) were more likely than retired electors (22%) to say that they recalled advertising from Elections Canada on where, when and how to vote on the radio.
- Electors aged 55+ (43%) were more likely to say that they recalled advertising from Elections Canada on where, when and how to vote from a local newspaper than those aged 35 to 54 (26%). Electors with some post-secondary or college education (42%) were more likely to say that they recalled advertising from Elections Canada on where, when and how to vote from a local newspaper than those with high school or less education (23%). Retired electors (48%) were more likely to say that they recalled advertising from Elections Canada on where, when and how to vote from a local newspaper than electors who are employed (29%).

Very Strong Majority Felt Informed about How, When and Where to Vote

The vast majority (89%) of respondents aware of the by-election felt informed about how, when and where to vote for the May 6, 2019, federal by-election, with two-thirds (67%) saying that they felt very informed.

Figure 5: Knowledge of How, When and Where to Vote



Q28. Overall, how well informed did you feel you were about how, when and where to vote? Would you say that you were...? Base: n=392; those aware of the by-election [Dk/nr: 0.4%]

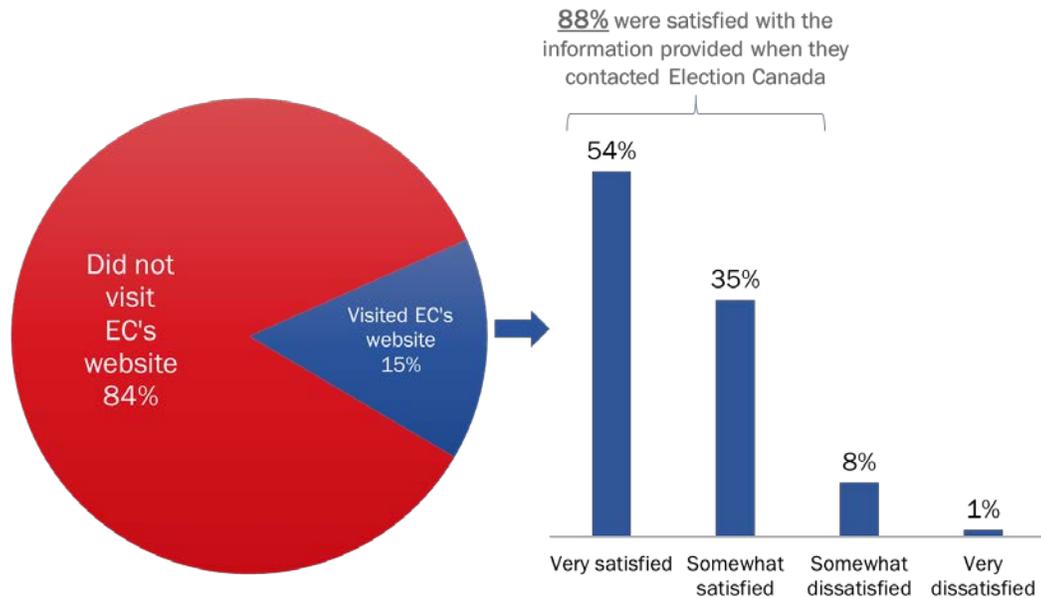
Notable subgroup differences include the following:

- Women (92%) were more likely to feel informed about how, when and where to vote than men (85%).
- Electors aged 35 to 54 (92%) and 55+ (93%) were more likely to feel informed about how, when and where to vote than electors aged 18 to 24 (72%).
- Those who completed university (94%) were more likely to feel informed about how, when and where to vote than those with high school or less education (80%).
- Those who never or sometimes have to limit their daily activities due to a physical condition, to pain or to a mental health issue (91%) were more likely to feel informed about how, when and where to vote than electors with a functional disability (i.e. someone who often or always has to limit their daily activities) (78%).
- Those who voted in the by-election (97%), those who voted in the 2015 federal general election (93%) and those who received their VIC (96%) were more likely to feel informed about the by-election than those who did not vote in the by-election (69%) or in the 2015 general election (70%), and those who did not receive their VIC (40%).

Few Used the Elections Canada Website, but Those Who Did Were Satisfied with the Information

Fifteen percent of electors said they visited the Elections Canada website during the campaign. Of those who visited the Elections Canada website, many (88%) were satisfied with the information provided on the website, with half (54%) saying that they were very satisfied.

Figure 6: Elections Canada Website



Q31 [LEFT]. Did you visit Elections Canada's website during the campaign? Base: n=400; all respondents [Dk/nr: 0.4%]

Q32 [RIGHT]. Overall, how satisfied were you with the information on Elections Canada's website? Would you say that you were...? Base: n=58; all who visited the site. [Dk/nr: 3%]

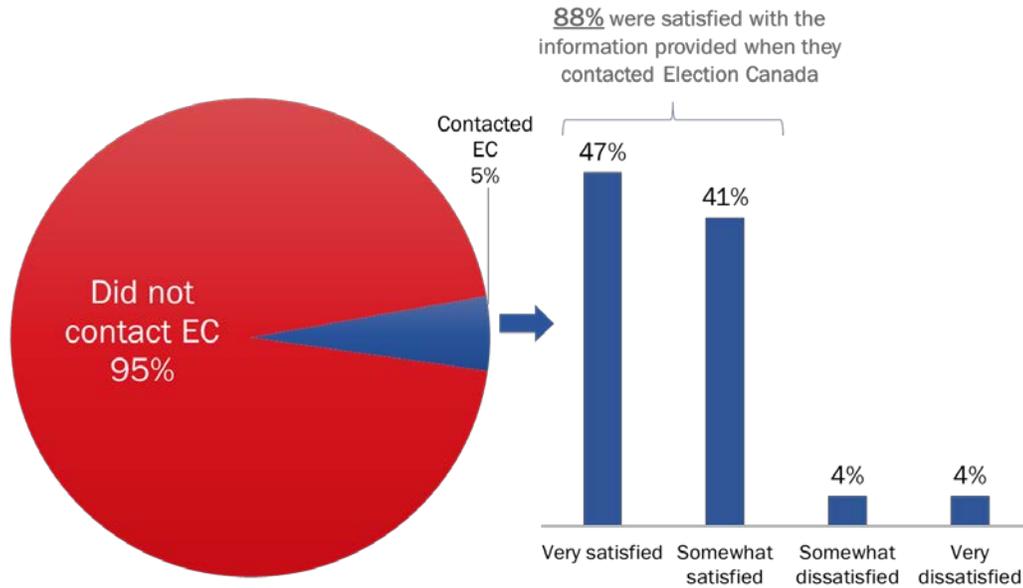
The likelihood of visiting the Elections Canada website during the campaign was higher among:

- Those who voted in the by-election (19%) compared to those who did not (8%).
- Those who voted at an advance polling station (29%) than those who voted at a polling station on election day (15%).
- Those who voted in the 2015 federal election (16%) than those who did not (5%).

Very Few Contacted Elections Canada, but Many of Those Who Did Were Satisfied with the Information

Very few (5%) of the electors said they contacted Elections Canada during the campaign. Many (88%) of those who did were satisfied with the information they received, including 47% who were very satisfied.

Figure 7: Contact with Elections Canada



Q33 [LEFT]. Did you contact Elections Canada during the campaign? Base: n=400; all respondents.

Q34 [RIGHT]. Overall, how satisfied were you with the information provided when you contacted Elections Canada? Would you say that you were...? Base: n=21; respondents who contacted EC. [Dk/nr: 4%]

The likelihood of contacting Elections Canada’s during the campaign was higher among:

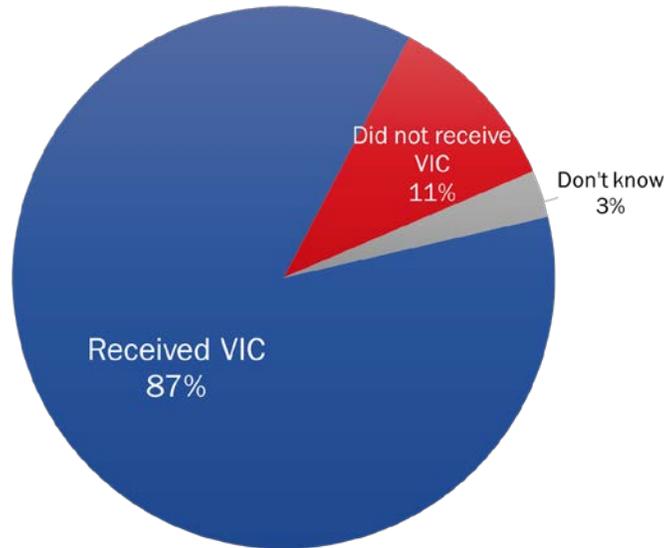
- Those who voted in the by-election (7%) compared to those who did not (2%).
- Those who voted at an advance polling station (18%) than those who voted at a polling station on election day (3%).

Voter Information Card and Registration

Nine in 10 Received a Voter Information Card

Approximately 9 in 10 (87%) of those who were aware of the federal by-election said that they received their VIC.

Figure 8: 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=392; those who said they were aware of the by-election.

The following groups of electors were more likely to say that they received a VIC:

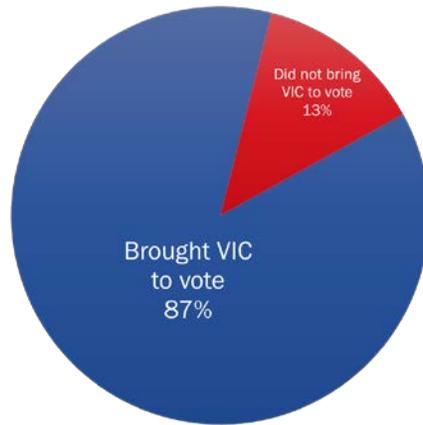
- Electors aged 35 to 54 (91%) and 55+ (95%) compared to electors between 18 and 24 years of age (57%) and 25 to 34 years of age (66%).
- Those who completed university (92%) compared to those with high school or less education (78%).
- Retired electors (95%) compared to employed electors (85%).
- Those who voted in the by-election (96%) compared to those who did not (67%).
- Those who voted at an advance polling station (100%) than those who voted at a polling station on election day (94%).
- Those who felt informed (94%) compared to those who felt uninformed (30%) about how, when and where to vote in the by-election.

Nearly all electors who received a VIC reported that it had the correct name (98%) and address (99%).

Nine in 10 Brought Their Voter Information Card to Vote

Nearly 9 in 10 electors (87%) who voted at a local Elections Canada office, advance poll or polling station on election day said they brought their VIC with them.

Figure 9: Voter Information Card – Brought to Vote



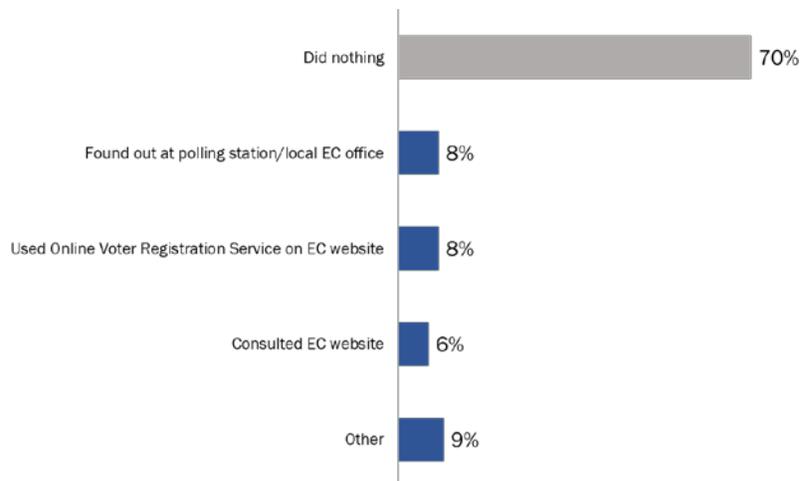
Q21. Did you bring your voter information card with you to the polling station/advance polling station/local Elections Canada office? Base: n=271; respondents who voted at an advance poll or at a polling station on election day.

There were no significant subgroup differences.

Many Electors Who Did Not Receive a Voter Information Card Did Nothing to Find Out Whether They Were Registered

Seven in 10 electors who did not receive a VIC during the campaign did nothing to find out whether they were registered to vote in the federal by-election. Electors who took action to find out whether they were registered did so by finding out at the polling station or local Elections Canada office (8%), using the Online Voter Registration Service on the website (8%) or consulting the Elections Canada website (6%).

Figure 10: Steps Taken to Find Out if Registered to Vote



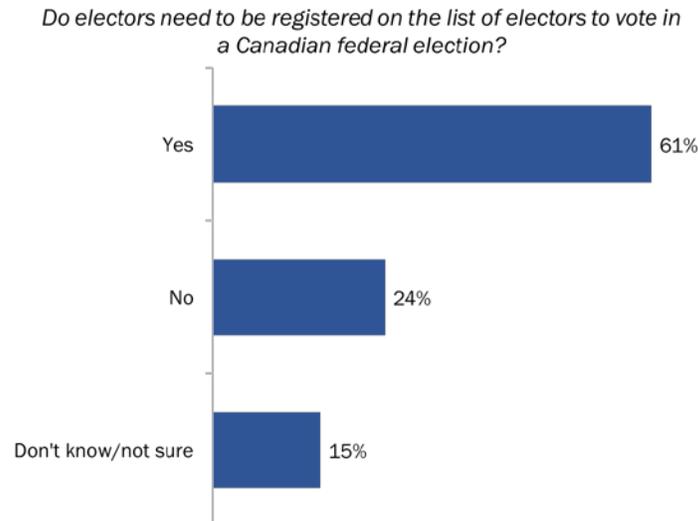
Q7: What did you do to find out whether you were registered to vote in this by-election? Base: n=40; respondents who did not receive a VIC [Dk/nr: 7%]

There were no significant subgroup differences.

Six in ten of electors know they need to be registered in order to vote

Six in 10 electors (61%) said they knew that they need to be registered in order to vote in a Canadian federal election. One-quarter (24%) said they did not need to be registered and 15% were unsure.

Figure 11: Awareness of Registration to Vote



Q8. To the best of your knowledge, do electors need to be registered on the list of electors to vote in a Canadian federal election? Base: n=400; all respondents

The likelihood of knowing that electors need to be registered on the list of electors to vote in a Canadian federal election was higher among electors who received a VIC (64%) compared to those who did not (37%).

The following groups of electors were more likely to say they “did not know” whether electors need to be registered:

- Electors aged 18 to 24 (30%) compared to electors aged 55+ (12%).
- Those who felt uninformed about how, when and where to vote (38%) compared to those who felt informed (12%).
- Those who did not vote in the by-election (23%) compared to those who did vote (12%).

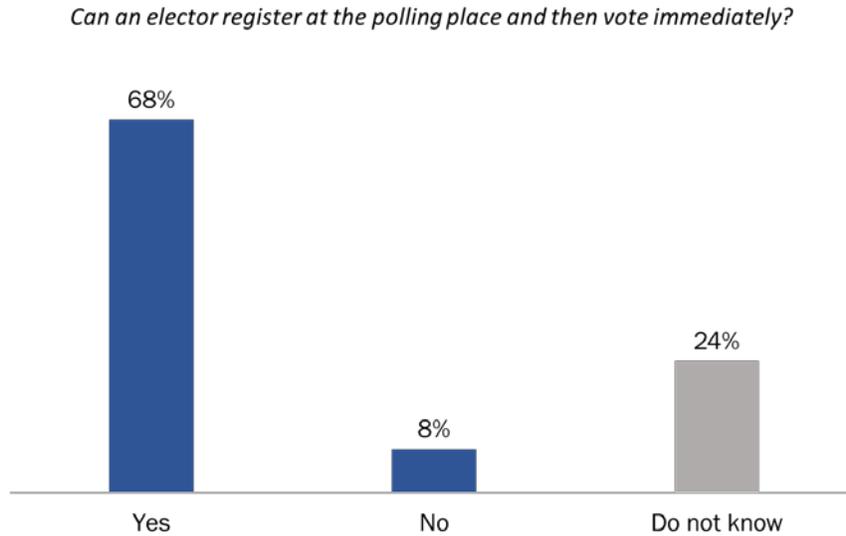
In addition, the likelihood of incorrectly answering “No” to this question was higher among:

- Electors with some post-secondary education (24%) and those who completed university (31%) compared to those with high school or less education (13%).
- Those who voted in the by-election (28%) compared to those who did not (14%).
- Those who felt informed about how, when and where to vote (25%) compared to those who felt uninformed (10%).

Seven in 10 Were Aware That They Can Register at the Polling Place and Vote Immediately

Nearly seven in 10 (68%) were aware that electors can register at the polling place and then vote immediately afterwards. In contrast, few (8%) were not aware that this is possible, and one-quarter (24%) said that they did not know one way or the other.

Figure 12: Election Day Registration



Q9AB. Electors must be registered to vote in a federal election. 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? Base: n=400; all respondents.

Notable subgroup differences include the following:

- Electors aged 55+ (73%) were more likely to be aware that electors can register at the polling place and vote immediately afterwards than electors aged 18 to 24 (49%).
- Those who voted in the by-election (74%) compared to those did not (57%).
- Those who felt informed about how, when and where to vote (72%) compared to those who felt uninformed (38%).

A Majority of Canadians Were Aware of the Online Voter Registration Service

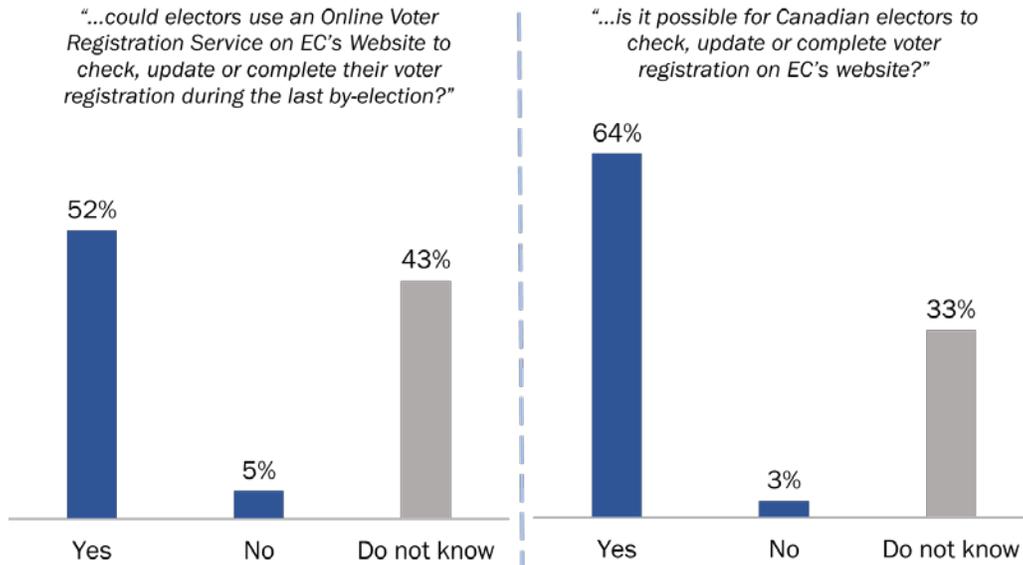
A split sample was used to test awareness of online voter registration.² Half the respondents (n=183) were asked whether electors could use an “online voter registration service on Elections Canada’s website,” a question previously used in post-electoral phone surveys. As this question has always yielded a high proportion of “don’t know” responses from electors, a simplified formulation was developed and asked of the other half (n=217) of the sample (see precise wording of questions in the graph below).

While a majority of electors expressed awareness of this option regardless of the formulation of the question, the size of the majority varied. As the graph below indicates, a small majority (52%) claimed to be aware when asked, “To the best of your knowledge could electors use an

² Post-election surveys following previous by-elections (October 23, 2017; December 11, 2017; June 18, 2018; December 3, 2018; and February 25, 2019) also included this split-sample test.

online voter registration service on Elections Canada’s website to check, update or complete their voter registration during the last by-election?” By contrast, nearly two-thirds (64%) claimed to be aware when asked, “To the best of your knowledge is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada’s website?”

Figure 13: Awareness of Online Voter Registration



Q10A [LEFT]. 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=183; all respondents. SPLIT SAMPLE.

Q10B [RIGHT]. To the best of your knowledge, is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada’s website? Base: n=217; SPLIT SAMPLE.

The results of this split-sample test confirm that the second formulation of the question is easier to understand as it resulted in a smaller proportion of respondents who indicated that they did not know.

Regardless of question formulation:³

- Electors aged 18 to 24 (85%) were more likely to say that they can check, update or complete their voter registration on the Elections Canada website than those aged 35 to 54 (52%) and 55+ (53%).
- Employed electors (62%) were more likely to say that they can check, update or complete their voter registration on the Elections Canada website than retired electors (49%).

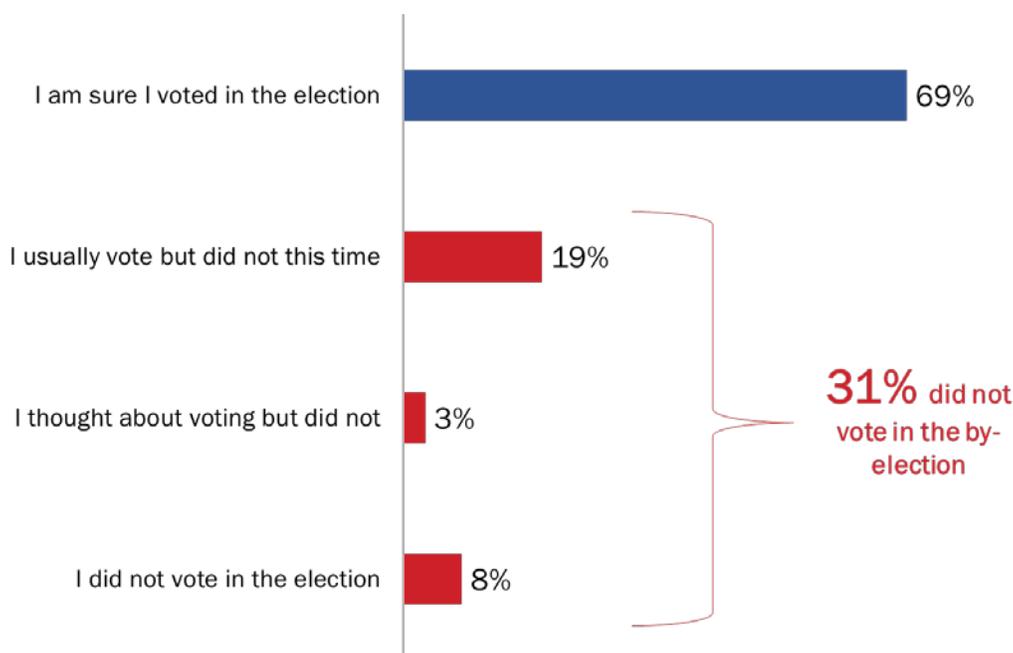
³ The subgroup reporting is based on the aggregate variable, a computed variable that merges the split samples.

Voting and Voter Participation

Seven in 10 Electors Reported Voting in the By-election

Seven in 10 (69%) electors who were aware of the by-election held on May 6, 2019, in Nanaimo–Ladysmith, BC said they voted in it.

Figure 14: Voter Participation in May 6, 2019, By-election



Q2. Which of the following statements describes you? Base: n=392; those who said they were aware of the by-election.

The likelihood of voting was higher among:

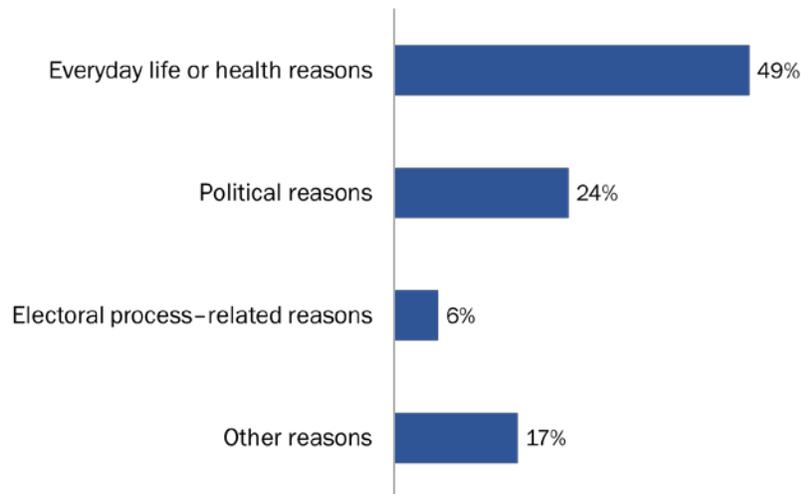
- Electors aged 55+ (80%) compared to electors aged 18 to 24 (47%), electors aged 25 to 34 (51%) and electors aged 35 to 54 (63%).
- Electors who completed university (79%) and those who had some post-secondary or college education (70%) than electors with high school or less education (51%).
- Electors who are retired (81%) compared to electors who are employed (65%).
- Electors who have never or sometimes limit their daily activities (72%) compared to those who often or always limit their daily activities to a physical condition, to pain or to a mental health issue (51%).
- Those who do not have children in the household (72%) compared to those who do have children (56%).
- Those who received their VIC (76%) compared to those who did not (28%).
- Those who felt informed about how, when and where to vote (76%) compared to those who felt uninformed (14%).

- Those who voted in the 2015 federal general election (75%) compared to those who did not vote (33%).

Everyday Life or Health Reasons Are the Main Reasons for Not Voting in the Election

Among respondents who said they did not vote in the by-election (n=109), half (49%) said that they did not vote due to everyday life and health reasons. In addition, one-quarter (24%) reported not voting due to political reasons and 6% for reasons related to the electoral process. The “Other reasons” category included not arriving in time, moving out of the riding, the federal general election this year (i.e. will vote then, so there is no need to do so now) and a family emergency, among others.

Figure 15: Main Reasons for Not Voting – Themes



Q3.: What is the main reason you did not vote? Base: n=109; respondents who did not vote [excludes Dk/nr: 3%].

The table below provides a detailed breakdown of the reasons why respondents did not vote during the May 6, 2019, federal by-election.

Figure 16: Main Reasons for Not Voting – Breakdown

Reasons for Not Voting	%
Everyday life or health reasons	49
Too busy	21
Out of town	14
Illness or disability	14
Political reasons	24
Not interested in politics	10
Felt voting would not make a difference	6
Did not like candidates/parties/campaign	5

Lack of information about campaign issues and parties' positions	3
Did not know whom to vote for	1
Could not prove identity or address	1
Electoral process–related reasons	6
Issues with VIC	3
Transportation problem/polling station too far	2
Lack of information about voting process (e.g. when/where to vote)	1
Other reasons	17
Forgot to vote	6
Federal general election coming	3
Other reasons	8

Those who felt uninformed (30%) about how, when and where to vote were more likely to say that they did not vote in this by-election due to illness or disability than those who were informed (7%).

Half the respondents who said that they were out of town (n=17)⁴ during the election were away due to work commitments (49%), while almost 31% were away for personal reasons. The majority (82%) of those who were out of town during the election had previously planned their trip.

Of the respondents who were too busy to vote (n=25), 4 in 10 said they simply had other priorities that day. Three in 10 had unexpected plans that deterred them from voting, and 7% said that they do not have time in their daily schedule to vote.

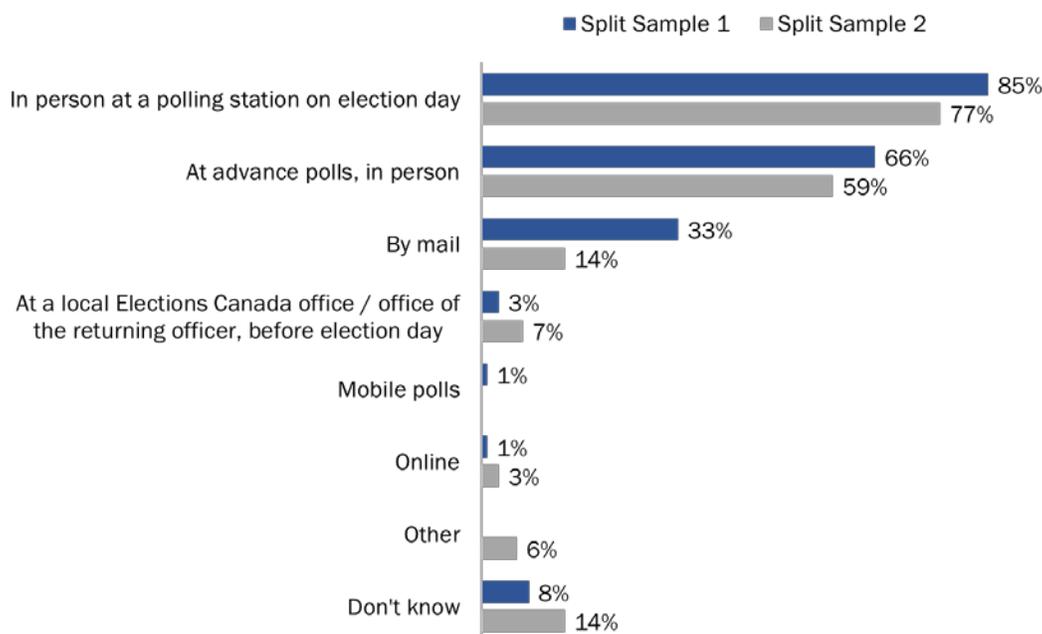
Electors Are Aware of Common Voting Methods

A split sample was used to test questions designed to measure electors' knowledge of current voting methods. One sample of respondents (n=209; split sample 1) was asked, in an open-ended manner, to identify the current ways that electors can vote in a federal election. The other sample (n=191; split sample 2) was asked a set of two questions. First, they were asked how someone can vote in a federal election, and then they were asked whether there are ways to cast a ballot ahead of time (see precise wording of questions in the graph below).

As the graph below indicates, both formulations yielded similar results overall. The one noteworthy difference is that the second formulation resulted in a higher proportion of respondents saying they do not know (specifically, 8% responded this way to the first question in the set and 14% to the second question).

⁴ Exercise caution when interpreting these results due to the smaller sample size.

Figure 17: Knowledge of Voting Methods



Q11A. To the best of your knowledge, what are the current ways that electors can vote in a federal election? (Multiple responses accepted.)

Base: n=209; SPLIT SAMPLE 1.

Q11B/C. If someone wants to vote in a federal election, how can they do so? Anything else? / Now let's say someone wants to vote but is not available on election day, are there ways to cast a ballot ahead of time? IF SOMEONE JUST SAYS "Yes," ASK, "OK, how would you do that?" (Multiple responses accepted.) Base: n=191; SPLIT SAMPLE 2.

Notable subgroup differences include the following:⁵

- Awareness of the possibility of voting at a polling station on election day was higher among:
 - Electors with some post-secondary or college education (85%) and those who completed university (88%) compared to those with high school or less education (66%).
 - Electors who voted in the 2015 federal election (86%) than those who did not (47%).

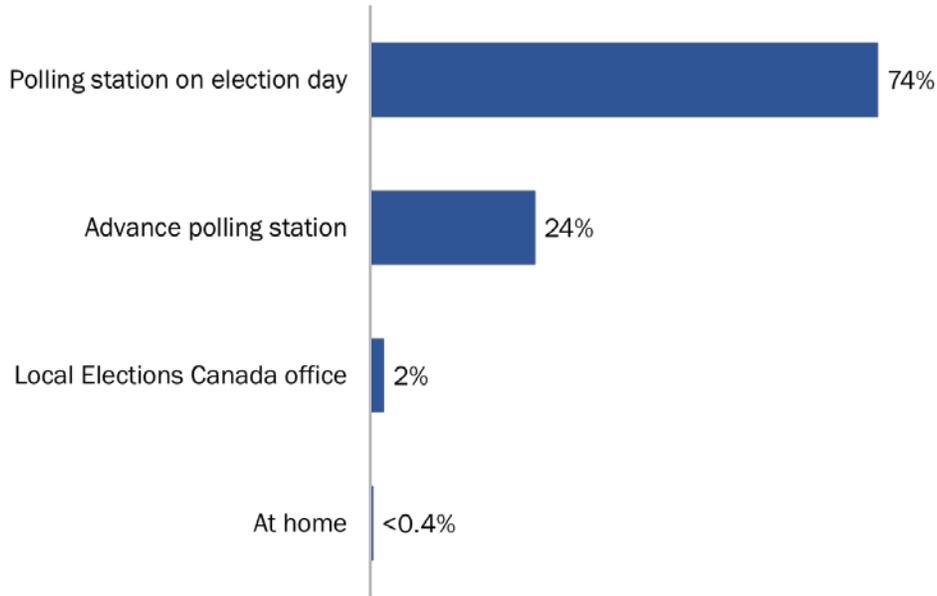
- Awareness of the possibility of voting at an advance polling station was higher among:
 - Electors who have some college or university education (67%) and those who completed university (74%) compared to electors with high school or less education (39%).
 - Electors who were aware of the by-election (63%) than those who were not aware (22%).
 - Electors who voted in the by-election (71% compared to those who did not, 46%) and electors who voted in the 2015 federal general election (70% compared to those who did not, 29%).
 - Electors who felt informed about how, when and where to vote (66%) than those who felt uninformed (44%).

⁵ Subgroup reporting is based on the aggregate variable, a computed variable that merges the split samples.

Three-Quarters Voted at a Polling Station on Election Day

Three-quarters (74%) of electors who said they voted in the by-election reported doing so at a polling station on election day, while one-quarter (24%) reported going to an advance polling station to vote. Very few reported voting at a local Elections Canada office (2%) or at home (0.4%).

Figure 18: Methods Used to Vote



Q12. Which method did you use to vote? Was it ...? Base: n=282; all respondents who voted.

Electors who voted on election day were more likely to be:

- Between the ages of 35 and 54 (84%) than aged 55+ (68%).
- Employed (82%) than retired (62%).

Electors who voted at an advance polling station were more likely to be:

- Aged 55+ (29%) than 35 to 54 years of age (14%).
- Retired (36%) than employed (15%).

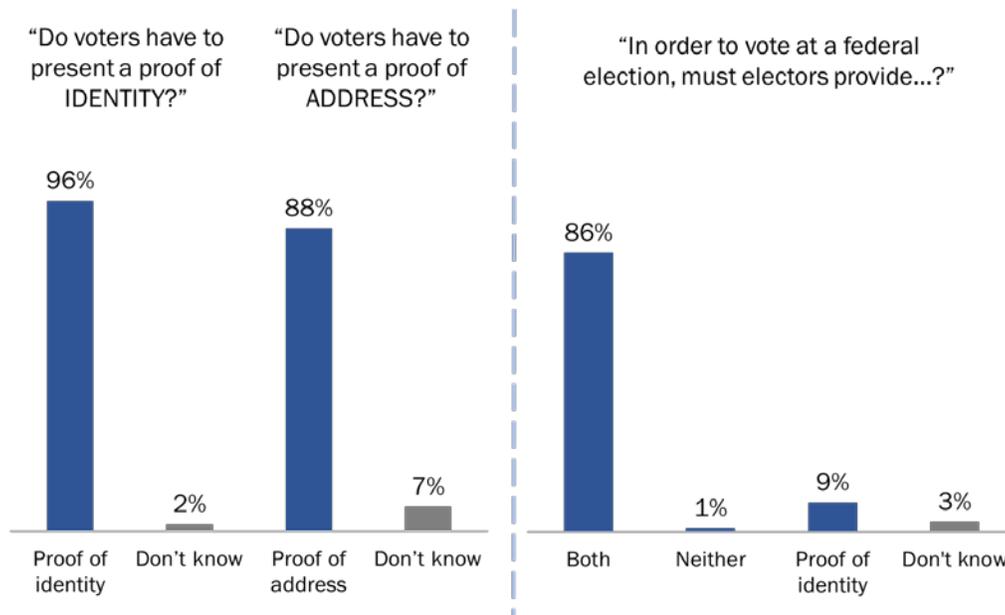
Voter Identification

Widespread Awareness of Identification Requirements

A split-sample approach was used to measure awareness of identification requirements for voting. Traditionally, post-electoral surveys ask respondents whether they need proof of identity to vote, and then the question is repeated for proof of address. In previous post-electoral surveys, this formulation resulted in very high awareness levels for both requirements. However, survey pre-tests suggested that some respondents did not perceive a difference between the two (i.e. between proof of address and proof of identity). Thus, a second version of this question was developed, asking respondents whether, to the best of their knowledge, electors need proof of identity, proof of address, both or none. The two formulations were compared using the aforementioned split-sample experiment.

As has been the case with previous surveys, the first formulation found that the vast majority of respondents think that electors have to present proof of identity (96%) or proof of address (88%) in order to vote in a Canadian election. Of those asked the second formulation, 86% correctly responded that proof of both identity and address are required to vote in a Canadian federal election. Nine percent indicated that only proof of identity was needed and 1% that neither was needed.

Figure 19: Awareness of Voter Identification Requirements



Q14B [LEFT]. Do voters have to present a proof of IDENTITY in order to vote in a Canadian federal election? SPLIT SAMPLE: n=214.
 Q15 [LEFT]. Do voters have to present a proof of ADDRESS in order to vote in a Canadian federal election? SPLIT SAMPLE: n=214.
 Q14A [RIGHT]. In order to vote at a federal election, must electors provide ...? SPLIT SAMPLE: n=186.

The results of this split-sample test confirm those of the results of the five previous by-election surveys.⁶ Furthermore, these results confirm that the new formulation leads to results that better reflect the respondents' grasp of identification requirements.

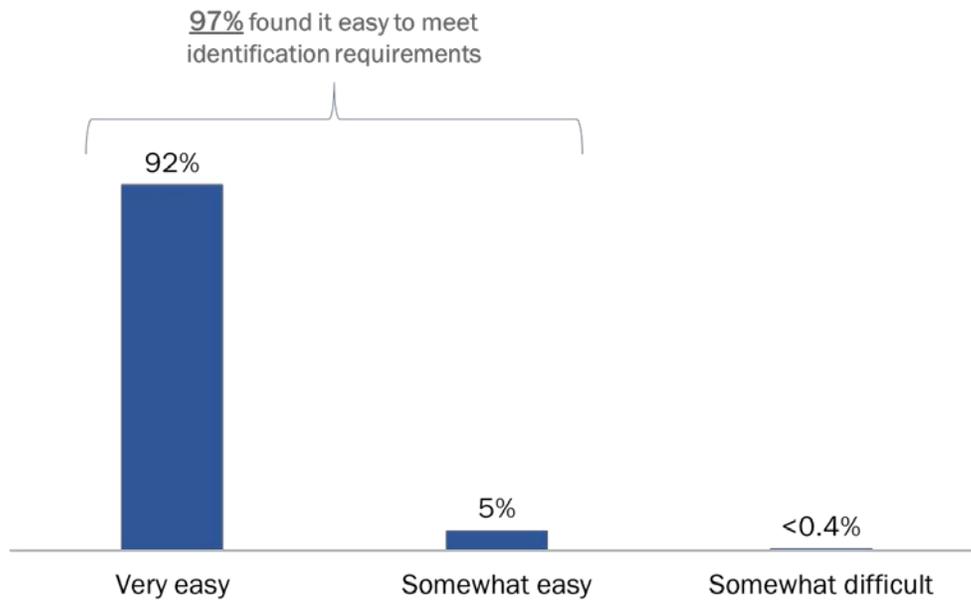
⁶ By-election surveys were conducted following by-elections held on October 23, 2017; December 11, 2017; June 18, 2018; December 3, 2018; and February 25, 2019.

The likelihood of saying that electors must provide proof of both identity and address was higher among those who voted at an advance polling station (95%) than those who voted at a polling station on election day (87%).⁷

Virtually All Voters Found It Easy to Meet the Identification Requirements

Virtually all respondents who voted in the by-election found it easy to meet the identification requirements, with the vast majority (92%) describing it as *very easy*.

Figure 20: Ease of Meeting Voter Identification Requirements



Q16. Overall, how easy was it to meet the identification requirements? Would you say that it was ...? Base: n=281; respondents who voted at an advance poll, at a polling station on election day or an EC office [Dk/nr: 2%].

The likelihood of saying that it was *very easy* to meet the identification requirements was higher among women (96%) than men (88%).

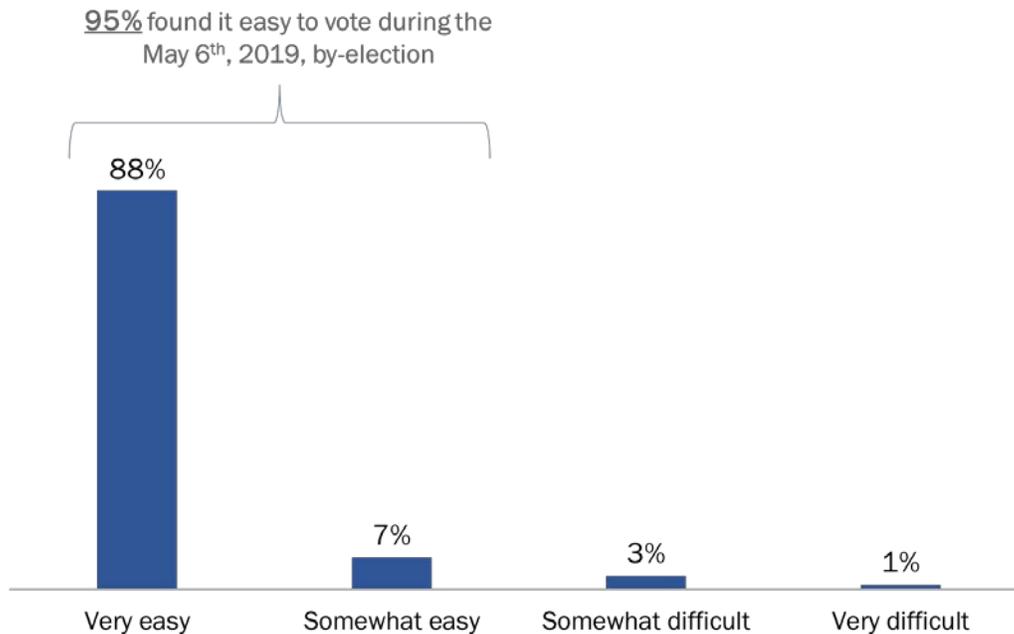
⁷ Subgroup reporting is based on the aggregate variable, a computed variable that merges the split samples.

Voter Experience

Vast Majority of Voters Found It Easy to Vote

A total of 95% of respondents who voted in the by-election said that it was at least somewhat easy to vote, including 88% who said that it was very easy.

Figure 21: Ease of Voting



Q13. Overall, how easy was it to vote? Would you say it was ...? Base: n=282; respondents who voted and identified a voting method. [DK/nr: 1%].

Virtually All Agreed That Facilities Were Convenient to Access and Suitable and Had Enough Signs

As is the case with previous by-election surveys, nearly everyone surveyed who voted in the by-election said the polling station, advance polling station or Elections Canada office was a convenient distance from their home (96%), the facility was suitable (95%) and there were enough signs in the facility to help them find where to go to vote (94%).

The likelihood of saying that the building where electors voted was very suitable was higher among those who voted at a polling station on election day (88%) than those who voted at an advance polling station (71%).

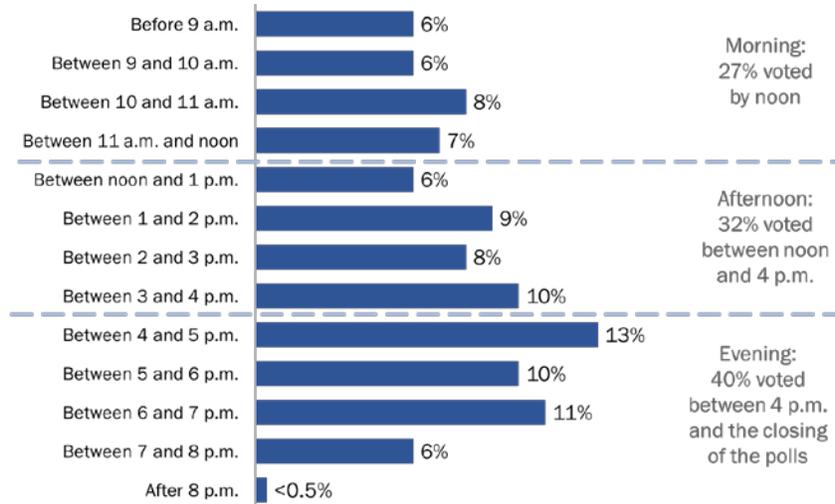
Most Voters Voted in the Afternoon or Evening

Of all voters surveyed (n=276), 76% reported voting between noon and 8:30 p.m.

Of the voters who voted on *election day* (n=207), one-quarter (27%) reported doing so in the morning (from when the polls open until noon), one-third (32%) said they voted in the afternoon

(between noon and 4 p.m.) and 40% claimed to have voted in the evening (from 4 p.m. until the close of polls).

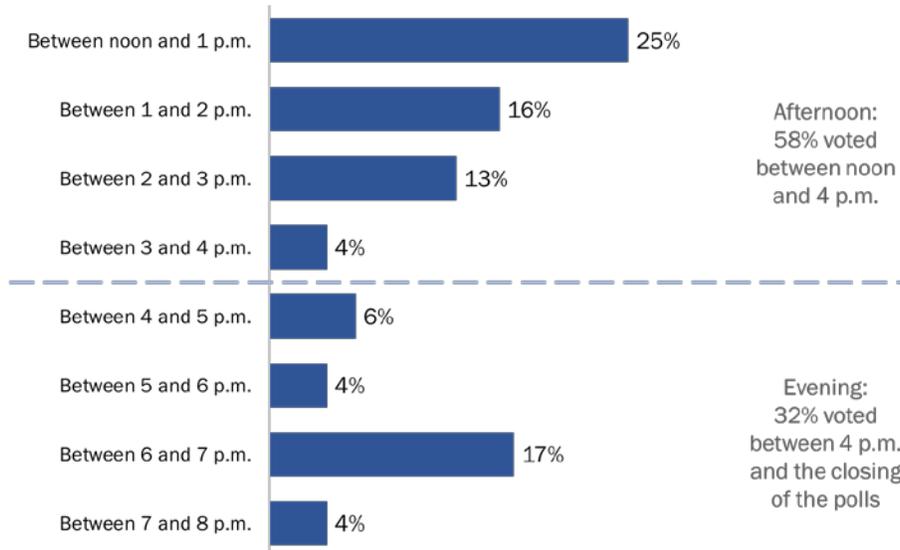
Figure 22: Time of Day Voted – Election Day



Q22. Do you remember approximately what time it was when you went to vote? Base: n=207; respondents who voted on election day [Dk/nr: 2%].
 *Election day polls hours: 8:30 a.m. to 8:30 p.m.
 **Percentages may not add up to 100% due to rounding.

Fifty-eight percent of those who voted at an *advance polling station* (n=69) on April 26, 27, 28 and 29, 2019, reported doing so in the afternoon (between noon and 4 p.m.). The single greatest proportion of these voters (25%) said they voted between noon and 1 p.m.

Figure 23: Time of Day Voted – Advance Polls



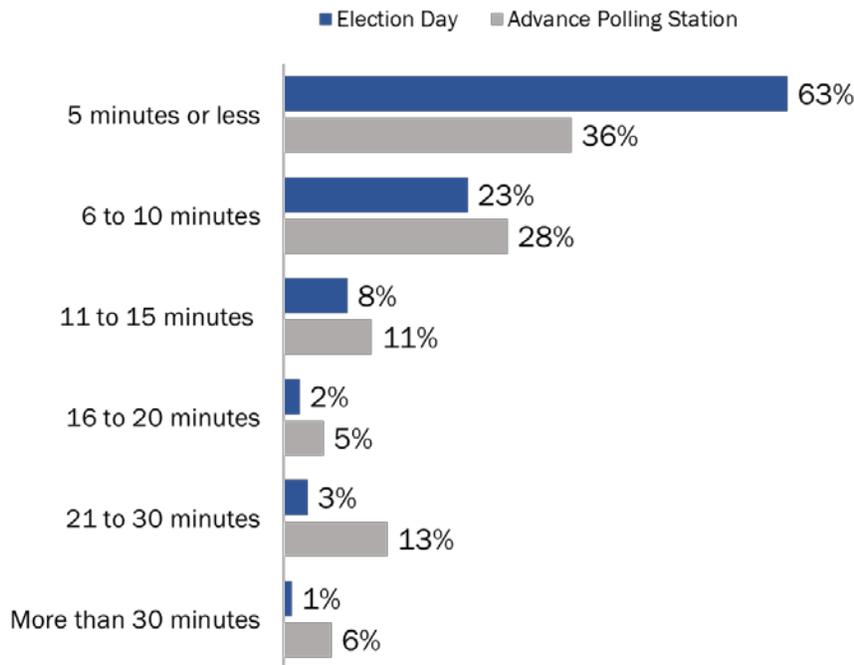
Q22. Do you remember approximately what time it was when you went to vote? Base: n=69; respondents who voted at an advance poll [Dk/nr: 10%].
 *Advance polling stations were open from 12 p.m. to 8 p.m. on April 26, 27, 28 and 29, 2019.

Nearly 6 in 10 Said It Took Five Minutes or Less to Vote

Nearly 6 in 10 (57%) respondents who voted in the by-election said that voting took them five minutes or less, with most of the rest saying that it took them somewhere between 6 and 15 minutes.

Among those who voted at an *advance polling station*, 36% said that it took them less than five minutes to vote. In comparison, 63% of those who voted on *election day* indicated that it took them less than five minutes to vote.

Figure 24: Length of Time to Vote



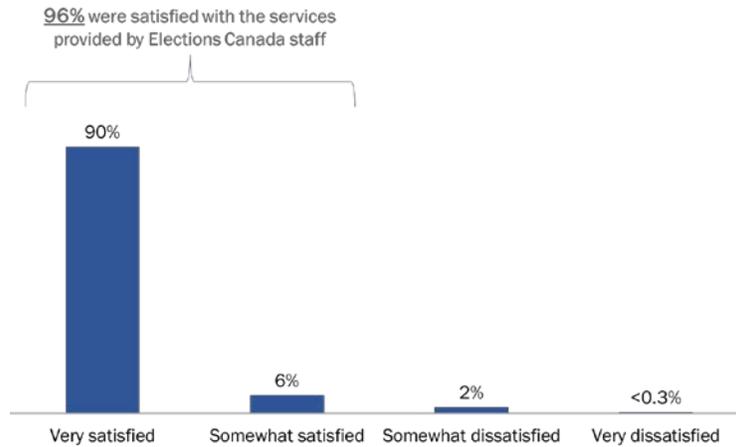
Q23. To the best of your knowledge, how long did it take you to vote at the polling station/advance polling station/local Elections Canada office? This does not include travel time. Base: n= 277; respondents who voted at an advance poll or at a polling station on election day and recalled the time of day they voted.

Virtually all (95%) voters found the time taken to vote to be reasonable. Those who took five minutes or less to vote were more likely to have voted at a polling station on election day (63%) than at an advance polling station (36%).

Virtually All Voters Were Satisfied with Elections Canada Staff

Of those who voted in the by-election, 96% were satisfied with the services provided by Elections Canada staff, with 90% saying that they were *very* satisfied.

Figure 25: Satisfaction with Elections Canada Staff



Q27. Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? Would you say they were ...? Base: n= 281; respondents who voted at an advance poll, at a polling station on election day or an EC office [Dk/nr: 1%].

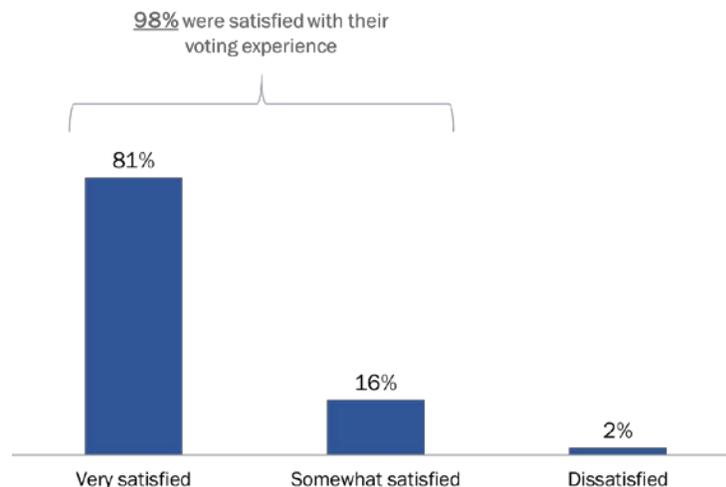
There were no notable subgroup differences.

Virtually all voters chose to be served in English (96%), while 3% chose to be served in both official languages. All voters were satisfied with the service they received in their chosen official language.

Strong and Widespread Satisfaction with Voting Experience

Nearly all respondents who voted in the by-election (98%) were satisfied with their overall voting experience, with 81% saying that they were very satisfied.

Figure 26: Satisfaction with Overall Voting Experience



Q35. Overall, how satisfied were you with your voting experience? Would you say that you were ...? Base: n=282; all respondents who voted [Dk/nr: 1%].

The following subgroups were more likely to be very satisfied with their voting experience:

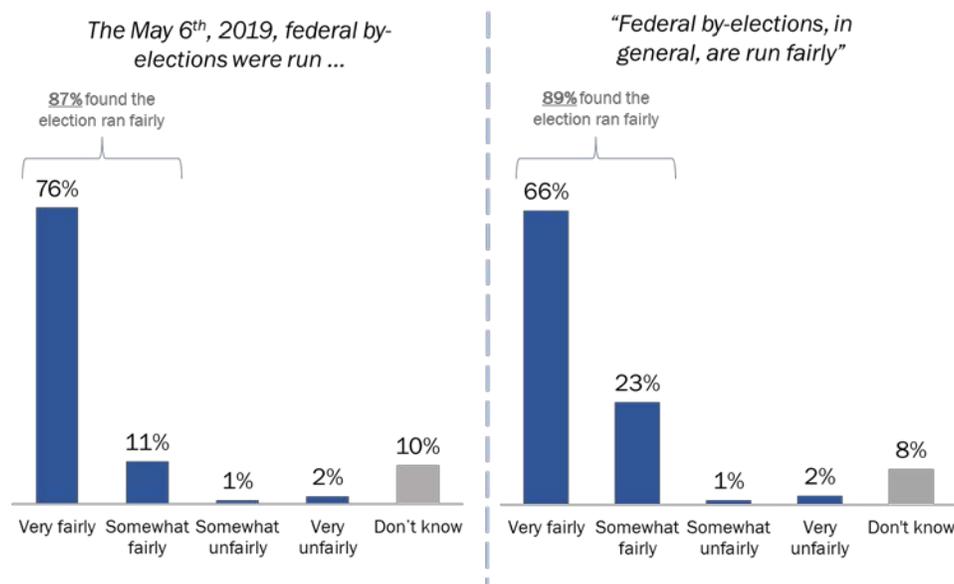
- Electors who sometimes or never limit their daily activities due to a physical condition, to pain or to a mental health issue (85%) compared to those who often or always limit their daily activities due to a physical condition, to pain or to a mental health issue (60%).
- Electors who voted at a polling station on election day (84%) than those who voted at an advance polling station (70%).

Fairness and Trust

Most Think Elections Canada Ran the By-election Fairly

Two variations of a question about the fairness with which Elections Canada runs federal by-elections were asked of respondents. One-half (n=184) was asked the following question: “Thinking about the *May 6, 2019*, federal by-election, would you say that Elections Canada ran the election ...?” The other half (n=216) was asked, “Thinking about federal by-elections *in general*, would you say that Elections Canada runs elections ...?”

Figure 27: Perceptions of Elections Canada’s Fairness



Q36A [LEFT]. Thinking about the May 6, 2019, federal by-election, would you say that Elections Canada ran the election ...? Base: n=184. SPLIT SAMPLE.
 Q36B [RIGHT]. Thinking about federal by-elections in general, would you say that Elections Canada runs elections ...? Base: n=216. SPLIT SAMPLE.
 *Percentages may not add up to 100% due to rounding.

The more specific formulation (i.e. focusing on the specific by-election) found the majority of respondents (87%) thought that Elections Canada ran the election fairly, with 76% saying very fairly. The more general formulation yielded similar results overall, with the majority (89%) saying that Elections Canada runs elections fairly. Fewer respondents, however, reported that Elections Canada runs elections very fairly (66% versus 76% of those who responded to the specific formulation). This is the first time that this effect has been evident. In previous post-by-election surveys⁸ where this split-sample test was conducted, the only noteworthy effect was that the more general formulation resulted in a noticeably lower proportion of electors saying that they did not know.

Regardless of formulation, the following subgroups were more likely to think that the by-election was run very fairly:

- Electors who completed university (85%) than those with high school or less education (66%).

⁸ This test was included in the by-election surveys conducted following by-elections held on December 3, 2018, and February 25, 2019.

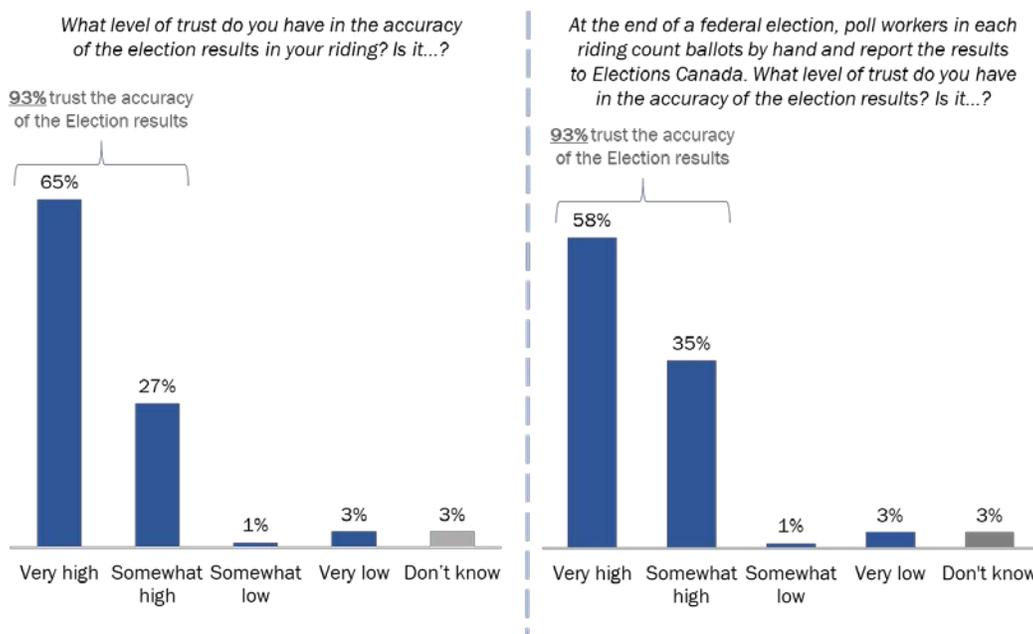
- Those who are never or sometimes limited by a functional disability (80%) compared to those who are often or always limited by a functional disability (56%).
- Those who voted in the by-election (84%) compared to those who did not (59%).

Majority Trusts the Accuracy of By-election Results

A split-sample approach was also used to survey respondents about trust in the accuracy of the by-election results. As in previous waves of the survey, respondents were asked, “What level of trust do you have in the accuracy of the election results in your riding?” In the current wave of the survey, a subset of respondents (n=185) was asked a similar question: “What level of trust do you have in the accuracy of the election results?,” but it was prefaced by the following preamble: “At the end of a federal election, poll workers in each riding count ballots by hand and report the results to Elections Canada.”

As the accompanying graph indicates, both formulations of the question yielded similar overall results. However, respondents who were asked the question without the preamble, and with “your riding” explicitly identified, were more likely to express a very high level of trust (65%) than those who were asked the version prefaced by the preamble but without “your riding” explicitly identified (58%). This result is consistent with the results from previous by-elections.

Figure 28: Trust in Accuracy of Results



Q37A [LEFT]. What level of trust do you have in the accuracy of the election results in your riding? Is it ...? Base: n=185; all respondents. SPLIT SAMPLE.
 Q37B [RIGHT]. At the end of a federal election, poll workers in each riding count ballots by hand and report the results to Elections Canada. What level of trust do you have in the accuracy of the election results? Is it ...? Base: n=215. SPLIT SAMPLE.

The following subgroups were *less* likely to trust the accuracy of the election results:⁹

- Those with high school or less education (83%) than those with some college or university education (94%) and those who completed university (98%).

⁹ Subgroup reporting is based on the aggregate variable, a computed variable that merges the split samples.

- Those with a functional disability that limits their daily activities often or always (77%) compared to those who never or only sometimes are limited in their daily activities due to a functional disability (97%).
- Those who did not vote in the 2015 federal general election (64%) compared to those who did vote (95%).

The following subgroups were *more* likely to have a *very* high level of trust in the accuracy of the election results:

- Electors aged 55+ (69%) compared to electors aged 35 to 54 (58%).
- Electors who completed university (71%) than electors with high school or less education (48%).
- Electors without a functional disability (66%) than those who have a functional disability that limits their daily activities often or always (39%).
- Those who received a VIC (65%) compared to those who did not (41%).
- Those who voted in the by-election (67%) versus those who did not (51%).

Profile of Survey Respondents

Age	Weighted		Unweighted	
	n	%	n	%
<i>18 to 24</i>	37	9	26	7
<i>25 to 34</i>	55	14	23	6
<i>35 to 54</i>	101	26	104	27
<i>55+</i>	199	51	236	61
<i>Refused* excluded from % column</i>	8	2	11	3

Gender	Weighted		Unweighted	
	n	%	n	%
<i>Male</i>	191	48	196	49
<i>Female</i>	207	52	202	51
<i>Non-binary/trans</i>	1	0.3	1	0.3
<i>Refused* excluded from % column</i>	1	0.3	1	0.3

Employment Status	Weighted		Unweighted	
	n	%	n	%
<i>Employed</i>	214	52	193	47
<i>Retired</i>	128	32	156	39
<i>Student</i>	10	3	5	1
<i>Unemployed and looking for work</i>	29	7	25	6
<i>Homemaker</i>	4	1	4	1
<i>Permanently unable to work</i>	12	3	12	3
<i>Temporarily not working</i>	2	1	2	1
<i>Retired and working</i>	9	2	10	2
<i>Other</i>	2	1	2	1

Education	Weighted		Unweighted	
	n	%	n	%
<i>Less than high school</i>	5	1	4	1
<i>Some high school</i>	17	4	17	4
<i>Completed high school</i>	79	20	80	20
<i>Some college</i>	40	10	38	10
<i>Completed college</i>	70	17	74	19
<i>Some university</i>	37	9	38	10
<i>Completed university</i>	103	26	99	25
<i>Post-graduate university</i>	49	12	49	12
<i>Don't know</i>	1	0.2	1	0.2

Household Income	Weighted		Unweighted	
	n	%	n	%
<i>Below \$30,000</i>	47	12	43	11
<i>\$30,000 to just under \$60,000</i>	75	19	77	19
<i>\$60,000 to just under \$90,000</i>	70	17	75	19
<i>\$90,000 to just under \$110,000</i>	44	11	39	10
<i>\$110,000 and over</i>	97	24	95	24
<i>Don't know</i>	30	8	26	7
<i>I prefer not to answer</i>	38	10	45	11

Appendix

Annex 1: Methodological Details

Sampling

Probability sampling was undertaken using random digit dialling. To ensure that the sample was representative, and that the results reflected the distribution of electors by age and gender, the sample frame was based on Statistics Canada census data. Respondents were randomly selected using cellphone and landline samples in an effort to reach younger electors and to ensure that cellphone-only households were included in the sampling frame. The landline sample was supplied by ASDE. The cellphone sample was supplied by Advanis (the firm responsible for data collection for this survey, under subcontract to Phoenix SPI).

The same random-selection process was used for both the landline and cellphone samples. In terms of the specific respondent in the household, interviewers asked to speak to an individual, 18 years of age and older, or a person in the household who had the most recent birthday. If that was not the initial individual answering the telephone, but another in the household, interviewers asked to speak to the eligible respondent. No selection procedures were used for the cellphone sample.

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

Pre-test

To pre-test the questionnaire, respondents were first administered the survey and then asked a series of short, follow-up questions. The debriefing following the survey provided an opportunity for respondents to offer feedback on the questionnaire. The follow-up questions were:

- What's your overall impression of the survey ... was it clear and easy to understand? If not, why not?
- Did the survey appear to be well organized? If not, why not?
- Did any of the questions in the survey cause confusion? If so, which ones and why?
- Could any of the questions be worded more clearly? If so, which ones and why? Do you have any suggestions to improve the way the question(s) is/are asked?
- Do you have any other comments about the survey?

In total, 10 pre-test interviews were conducted by telephone on May 7, 2019. Respondents had the choice of participating in the official language of their choice. In total, 10 pre-test interviews were completed in English. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and Elections Canada officials.

Overall, the questionnaire worked well, as was expected given that it has been administered following previous by-elections.

Data Collection

All fieldwork was conducted using computer-assisted telephone interviewing technology. In an effort to minimize non-response bias, those who declined to complete the survey over the telephone were given the option to complete the survey online. Five respondents agreed to complete the survey online after having their voter eligibility verified by the interviewer. However, none of them completed the online version. In total, 400 electors were interviewed by telephone. Based on a sample of this size, the overall results can be considered accurate to within $\pm 4.9\%$, 19 times out of 20.

The following specifications applied:

- The phone and online surveys were programmed in both French and English.
- Interviews averaged 13 minutes in length.
- All survey participants were informed that their participation was voluntary and that information collected was protected under the authority of the *Privacy Act*. They were also informed that *the anonymized database of all responses could be shared with researchers who collaborate with Elections Canada*.
- Calling was conducted at different times of the day and the week to maximize the opportunity to establish contact.
- Up to eight call-backs were attempted to reach potential respondents before a sample record was retired.
- Interviewers mentioned in their introduction that the study was sponsored by Elections Canada.
- The fieldwork was conducted from May 7 to May 17, 2019.

The data collection was conducted in accordance with the standards set out by industry associations as well as applicable federal legislation, including the *Personal Information Protection and Electronic Documents Act*, Canada's private-sector privacy law.

Response Rate

The following table presents information about the final call dispositions for this survey and calculation of the response rate:

	Landline	Cell	Total
Total Numbers Attempted	5,539	5,458	10,997
Out of scope – Invalid	1,360	266	1,626
Unresolved (U)	2,675	3,822	6,497
No answer/Answering machine	2,675	3,822	6,497
In scope – Non-responding (IS)	1,053	873	1,926
Language barrier/illness/incapable	17	12	29
Callback (respondent not available)	6	1	7
Refusal (household)	671	511	1,182
Refusal (respondent)	359	349	708
In scope – Responding units (R)	451	497	948

Completed interview	201	199	400
Terminate quota filled	13	2	15
NQ – Does not qualify	230	144	374
NQ – Citizenship	0	2	2
NQ – Age	0	0	0
NQ – Not in riding	7	150	157
Response rate	10.8%	9.6%	10.1%

The response rate formula is calculated as follows: $[R=R/(U+IS+R)]$. 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 and Non-response Bias

To produce population estimates, the survey data were weighted to accurately reflect the age and gender distribution of eligible electors in the federal ridings. Specifically, the nested census populations of men and women residing in the district who were 18–24, 25–34, 35–44, 45–64, and 65 or older (at the time of the research) were compiled as the weighting frame. The survey results were then compared to the same age and gender proportions to generate the survey weights. Any respondents who refused to provide their age were given a neutral weight so as not to skew the weighting proportions. Weights were based on 2016 Statistics Canada census data.

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

	Unweighted	Weighted
Base	n=400	n=400
Gender		
Male	49%	52%
Female	51%	48%
Age		
18 to 24	7%	9%
25 to 34	6%	14%
35 to 44	13%	13%
45 to 64	39%	36%
65 or older	36%	28%

Telephone surveys of the Canadian public often under-represent younger Canadians and overrepresent older Canadians. Previous by-election surveys have resulted in few 18-to-32-year-old electors in the final survey sample. To address this, the composition of the sample frame was adjusted to include a larger proportion of cellphones (because research shows that younger Canadians are more likely to be reached on cellphones than on landlines).

Annex 2: Survey Questionnaire

PINTRO

PHONE INTRO

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

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

[IF ASKED ABOUT 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, ext. 223.

[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 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).

A. LANDLINE PROTOCOL

I would like to speak to the person in your household who is a Canadian citizen, is at least 18 years old and who has had the most recent birthday. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALLBACK.

IF PERSON SELECTED IS NOT AVAILABLE OVER INTERVIEW PERIOD, ASK FOR PERSON WITH NEXT MOST RECENT BIRTHDAY AND GO TO SCR1.

IF IN DOUBT, CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH.

PRIV

Please note that this call may be recorded for quality control or training purposes and all personal information collected will be held in strict confidence. Responses are used only for *research and statistical purposes*. *The anonymized database of all responses may be shared with researchers who collaborate with Elections Canada.*

SCR1

May I confirm that you are a Canadian citizen?

IF NO: This survey must be completed by Canadian citizens. Would there be someone in your household who is a Canadian citizen? IF YES, ASK TO SPEAK TO THAT PERSON.

- 01 Yes
- 02 No GO TO THNK2

SCR2

May I confirm that you were at least 18 years old on May 6, 2019?

IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on May 6, 2019. Would there be someone in your household who was at least 18 years old on May 6, 2019? IF YES, ASK TO SPEAK TO THAT PERSON.

- 01 Yes
- 02 No GO TO THNK2

SCR3 AGE

In what year were you born?

- 01 _____
- 00 Don't know/Refusal

SCR3B CHECK ELIGIBILITY 2015

SCR3 IS 1997

In what month and on what day were you born?

IF ASKED WHY: This is to verify whether you were eligible to vote in a federal election prior to the May 6, 2019, by-election.

RECORD THE TWO ANSWERS

SCR3 = Month: _____

SCR3A = Day: _____

- 00 Don't know/Refusal

SCR4 RESIDENCE

Between March 27 and May 6, 2019, did you live in the federal riding of NANAIMO–LADYSMITH?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the May 6, 2019, 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 (March 27 through May 6, 2019) and were eligible to vote in the May 6, 2019, by-election. THANK AND DISCONTINUE.

IF UNSURE: REVIEW LIST OF COMMUNITIES IN THE RIDING WITH RESPONDENT TO DETERMINE WHETHER 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 GO TO THNK2

B. 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 CALLBACK.

IF PERSON IS NOT AVAILABLE OVER INTERVIEW PERIOD, THANK AND DISCONTINUE.

IF IN DOUBT, CONFIRM WHETHER RESPONDENT WOULD LIKE TO BE INTERVIEWED IN ENGLISH OR FRENCH.

PRIV

Thank you. Please note that this call may be recorded for quality control or training purposes and all personal information collected will be held in strict confidence. Responses are used only for statistical purposes.

SCR1

May I confirm that you are a Canadian citizen?

IF NO: This survey must be completed by Canadian citizens. THANK AND DISCONTINUE.

01 Yes

02 No GO TO THNK2

SCR2

May I confirm that you were at least 18 years old on May 6, 2019?

IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on May 6, 2019. THANK AND DISCONTINUE.

01 Yes

02 No GO TO THNK2

SCR3 AGE

In what year were you born?

01 _____

00 Don't know/Refusal

SCR3B CHECK ELIGIBILITY 2015

SCR3 IS 1997

In what month and on what day were you born?

IF ASKED WHY: This is to verify whether you were eligible to vote in a federal election prior to the May 6, 2019, by-election.

RECORD THE TWO ANSWERS

SCR3 = Month: _____

SCR3A = Day: _____

00 Don't know/Refusal

SCR4 RESIDENCE

Between March 27 and May 6, 2019, did you live in the federal riding of NANAIMO–LADYSMITH?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the May 6, 2019, 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 (March 27 through May 6, 2019) and were eligible to vote in the May 6, 2019, by-election. THANK AND DISCONTINUE.

IF UNSURE: REVIEW LIST OF COMMUNITIES IN THE RIDING WITH RESPONDENT TO DETERMINE WHETHER 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 GO TO THNK2

Q1 KNOW ELECTION

Did you know that a *federal* by-election took place on May 6, 2019, in your riding?

DO NOT READ

IF NO: Confirm once again whether the respondent was living in the federal district (i.e. not just the city), using the geographic boundary description provided ("map").

- 01 Yes
- 02 No GO TO Q8
- 98 Don't know GO TO Q8
- 99 Refusal GO TO Q8

Q2 VOTED OR NOT

Many people don't or can't vote for a variety of reasons. This is particularly true for by-elections, where voter turnout is often much lower than in general elections. Which of the following statement describes you?

- 01 I did not vote in the 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 election

DO NOT READ

- 98 Don't know
- 99 Refusal

Q3 REASON NO VOTE

Q2 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
- 03 Illness or disability

Political reasons

- 04 Not interested in politics
- 05 Lack of information about campaign issues and parties' positions
- 06 Did not like candidates/parties/campaign
- 07 Felt voting would not make a difference
- 08 Did not know who to vote for

Electoral process-related reasons

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

All other reasons

- 15 Forgot to vote
- 16 Religious or other beliefs
- 17 Other reason (specify)
- 98 Don't know
- 99 Refusal

Q3A MISSING ID

Q3 IS 09 (Failed ID Requirements)

Which pieces of identification or documentation were you missing?

READ IF NECESSARY – CODE UP TO 3 ANSWERS

- 01 Document with your photo
- 02 Document with your name
- 03 Document with your address
- 04 No identification pieces
- 77 Other (specify)

DO NOT READ

- 98 Don't know
- 99 Refusal

Q3B OUT OF TOWN

Q3 IS 02 (Out of town)

Were you out of town for work or personal reasons?

- 01 Work
- 02 Personal reasons
- 03 Other (specify)

DO NOT READ

- 99 Refusal

IF RESPONDENT ASKS WHY

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

Q3C UNPLANNED

Q3 IS 02 (out of town)

Would you say that your travel was planned or unplanned?

- 01 Planned
- 02 Unplanned
- DO NOT READ
- 99 Refusal

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.

Q3D TOO BUSY FORCED CHOICE

IF Q3 IS 01

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

READ; ROTATE ITEMS

- 01 There isn't time in my normal daily schedule to vote
- 02 Something unexpected came up and I had to change my plans
- 03 I had other priorities that day
- 04 Other [open-ended]

DO NOT READ

- 99 Refusal

PQ4

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

Q4 VIC

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 Refusal

Q5 NAME ON VIC

Q4 IS 01

Was your *name* correct on the card you received?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q6 ADDRESS ON VIC

Q4 IS 01

And was your *address* correct on the card?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q7 ENSURE REGISTRATION

Q4 IS 02 OR 98 OR 99

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

DO NOT READ. CODE UP TO 3 ANSWERS

INTERVIEWERS: IF RESPONDENT SAYS HE/SHE WENT ONLINE/CHECKED WEBSITE (CODE 04), ALSO PROBE FOR USE OF ONLINE VOTER REGISTRATION SERVICE (CODE 06).

- 01 Did nothing
- 02 Found out at the polling station/local Elections Canada office
- 03 Called 1-800 number of Elections Canada
- 04 Consulted the Elections Canada website
- 05 Informed the revising agent who came to my home
- 06 Used the Online Voter Registration Service on the Elections Canada website
- 07 Learned from revising agent who came to my home
- 08 Learned from my voter information card
- 77 Other (specify)
- 98 Don't know
- 99 Refusal

PQ8

Now, I would like to ask you a few questions about voting in the by-election ...

Q8 NEED TO BE REGISTERED

To the best of your knowledge, do electors need to be registered on the list of electors to vote in a Canadian federal election?

IF ASKED: This means that your name is on the list of electors.

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q9A ELECTION DAY REGISTRATION

IF Q8 IS 01

You are right, electors must be registered to vote in a federal election. 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?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q9B ELECTION DAY REGISTRATION

IF Q8 IS 02 (No), 98 (Don't know) OR 99 (Refusal)

Actually, electors do need to be registered to vote in a federal election. 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?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q10

SPLIT SAMPLE 50/50

Q10A REGISTER ONLINE A

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?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q10B REGISTER ONLINE B

To the best of your knowledge, is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q11

SPLIT SAMPLE 50/50

Q11 WAYS TO VOTE

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 THAT WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE "Anything else?"

- 01 In person at a polling station on election day
- 02 At advance polls, in person
- 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 Mobile polls (including for members of Canadian Forces, prisons, long-term care facilities)
- 97 Other, please specify
- 98 Don't know

99 Refusal

NOTES:

IF RESPONDENT SIMPLY SAYS “POLLING STATION,” PROBE “Could you please be more specific – about when would that be?”

IF RESPONDENT SAYS “PRIOR TO ELECTION DAY,” ASK FOR CLARIFICATION “Could you please be more specific?” AS 02, 03 and 04 CAN BE PRIOR TO ELECTION DAY, SEE CHART.

IF RESPONDENT SAYS “ONLINE,” PROBE TO FIND OUT WHETHER THEY REFER TO CASTING A VOTE ONLINE OR TO ORDERING A BALLOT KIT ONLINE TO VOTE BY MAIL.

IF RESPONDENT ASKS FOR CLARIFICATION REGARDING ANSWER B “AT THE LOCAL ELECTIONS CANADA OFFICE,” say: “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. Is it possible to vote there?”

Ways	When	How
On election day	On election day (Monday, May 6)	In person, at a polling station
Advance polls	A full week before the election, from Friday to Monday	In person, at a polling station
By mail	From the day the election is called until the Tuesday before the election	By getting a special ballot kit: <ul style="list-style-type: none"> • online through the Elections Canada website • at the local Elections Canada office • at any Canadian embassy, high commission or consulate
At a local Elections Canada office/office of the returning officer	From the day the election is called until the Tuesday before the election	Electors can vote at any time during the campaign by going to the local Elections Canada office. Common among those who are away for advance polls and polling day.
At home	From the day the election is called until the Tuesday before the election	Elections Canada offers voting at home in the presence of an election officer and a witness for voters with a disability or an illness. There are specific circumstances a voter must meet. Uncommon.
Mobile polls	From the day the election is called until the Tuesday before the election	Mobile polls are set up with a returning officer to visit electors in difficult-to-reach locations such as Canadian forces bases, prisons, long-term care facilities and very remote communities.

Q11B WAYS TO VOTE

If someone wants to vote in a federal election, how can they do so? Anything else? DO NOT READ – SELECT ALL THAT APPLY (MULTIPLE MENTIONS). IF SOMEONE SAYS, “You go in person/At the polling station,” CODE AS 01 AND ASK Q11C.

- 01 In person at a polling station on election day
- 02 At advance polls, in person
- 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 Mobile polls (including for members of Canadian Forces, prisons, long-term care facilities)
- 97 Other, please specify
- 98 Don't know
- 99 Refusal

Q11C: WAYS TO VOTE 2

Now let's say someone wants to vote but is not available on election day, are there ways to cast a ballot ahead of time? IF SOMEONE JUST SAYS "Yes," ASK, "OK, how would you do that?"

- 02 At advance polls, in person
- 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 Mobile polls (including for members of Canadian Forces, prisons, long-term care facilities)
- 07 No
- 97 Other, please specify
- 98 Don't know
- 99 Refusal

Q12 WHERE DID YOU VOTE

Q2 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 May 6, 2019?
- 02 At the advance polling station (on April 26, 27, 28 or 29, 2019)?
- 03 At the local Elections Canada office before election day?
- 04 By mail?
- 05 At home (if disabled)?

DO NOT READ

- 77 Other (specify)
- 98 Don't know
- 99 Refusal

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 WITH A DISABILITY CAN REGISTER ONLINE TO RECEIVE A BALLOT IN THE MAIL, WHICH CAN BE COMPLETED IN THEIR HOME AND MAILED IN. THESE MENTIONS SHOULD BE CODED AS: 05 – AT HOME.

Q13 EASY TO VOTE

Q2 IS 04

Q12 IS NOT 98 or 99

Overall, how easy was it to vote? Would you say it was ...?

READ

- 01 Very easy
- 02 Somewhat easy
- 03 Somewhat difficult
- 04 Very difficult

DO NOT READ

- 98 Don't know
- 99 Refusal

Q14

SPLIT SAMPLE 50/50 BETWEEN Q14A and Q14B+Q15

Q14A PROOF ID ADDRESS

In order to vote at a federal election, must electors provide ...

- 01 A proof of identity
- 02 A proof of address
- 03 Both
- 04 Neither

DO NOT READ

- 98 Don't know
- 99 Refusal

Q14B PROOF ID

RANDOM ROTATE Q14B WITH Q15 – PLEASE USE A FLAG VARIABLE FOR IDENTIFICATION OF 1st AND 2nd

To the best of your knowledge, do voters have to present a proof of IDENTITY in order to vote in a Canadian federal election?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q15 PROOF ADDRESS

RANDOM ROTATE Q15 WITH Q14B – PLEASE USE A FLAG VARIABLE FOR IDENTIFICATION OF 1st AND 2nd

To the best of your knowledge, do voters have to present a proof of ADDRESS in order to vote in a Canadian federal election?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q1 IS 02 OR 98 OR 99; GO TO PS1 (SOCIO-DEMOGRAPHIC)

Q12 IS 04, 05, 77, 98 OR 99; GO TO PQ28

Q2 IS 01 or 02 or 03; GO TO PQ28

Q2 IS 04

Q16 EASY PROOF ID

Overall, how easy was it to meet the identification requirements? Would you say that it was ...?

READ SCALE. NOTE: THIS QUESTION REFERS TO RESPONDENT'S OWN EXPERIENCE.

- 01 Very easy
- 02 Somewhat easy
- 03 Somewhat difficult
- 04 Very difficult
- DO NOT READ
- 98 Don't know
- 99 Refusal

Q17 DISTANCE TO POLL

Was the (answer underlined at Q12: 01 polling station, 02 advance polls, 03 local Elections Canada office) at a convenient distance from your home?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q18 DIFFICULTY REACHING BUILDING

INSERT BASED ON Q12 RESPONSE OF 1, 2 OR 3

1 = polling station

2 = advance polling stations

3 = local Elections Canada office

Did you have any difficulty reaching the _____?

DO NOT READ. QUESTION REFERS TO DIFFICULTY GETTING TO THE BUILDING.

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q18B WHAT WAS DIFFICULT

Q18 IS 01

Could you briefly describe the main difficulty in reaching the (answers underlined at Q12: 01 polling station, 02 advance polling station or 03 local Elections Canada office)?

DO NOT READ – CODE UP TO 3 ANSWERS

- 01 Physical accessibility
- 02 Polling station address difficult to find
- 03 Room inside the building difficult to find
- 04 Not enough parking
- 05 Wrong information on my voter information card (i.e. wrong polling station address)
- 06 Imprecise signage (interior/exterior)
- 07 Other (specify)
- 98 Don't know

99 Refusal

Q19 BUILDING ADEQUATE

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 Refusal

Q20 SIGNAGE

Once inside, were there enough signs to help you find where to go for voting?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q21 BRING VIC

IF Q4 IS 01

Did you bring your voter information card with you to the (answer underlined at Q12: 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
- 99 Refusal

Q22 VOTE SCHEDULE

Do you remember approximately what time it was when you went to vote?

DO NOT READ

IF Q12 = 01 election day

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

- 01 NA: Opening hours start at 8:30 a.m.
- 02 Between 8:30 and 9 a.m.
- 03 Between 9 and 10 a.m.
- 04 Between 10 and 11 a.m.
- 05 Between 11 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 8:30 p.m.

- 15 NA: Closing of the polls is at 8:30 p.m.
- 98 Don't know
- 99 Refusal

IF Q12 = 02 Advance polls

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

- 01 NA: Opening hours start at 12 p.m.
- 02 NA: Opening hours start at 12 p.m.
- 03 NA: Opening hours start at 12 p.m.
- 04 NA: Opening hours start at 12 p.m.
- 05 NA: Opening hours start at 12.p.m.
- 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. inclusively
- 14 NA: Closing of the polls is at 8 p.m.
- 15 NA: Closing of the polls is at 8 p.m.
- 98 Don't know
- 99 Refusal

Q22A WEEKDAY OR WEEKEND

IF Q12 = 03 (Local EC Office)

The local Elections Canada offices have different schedules on different days. Do you remember if you voted on a weekday or on a weekend?

DO NOT READ

- 01 Weekday
- 02 Weekend
- 99 Refusal

IF RESPONDENT DOES NOT REMEMBER, CODE UNDER WEEKDAY

IF Q22A = 01 or 99 (Weekday or Refusal)

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

- 01 NA: Opening hours start at 9 a.m.
- 02 NA: Opening hours start at 9 a.m.
- 03 Between 9 and 10 a.m.
- 04 Between 10 and 11 a.m.
- 05 Between 11 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 NA: Closing of the polls is at 9 p.m.
- 98 Don't know
- 99 Refusal

IF Q22A = 02 Weekend

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

- 01 NA: Opening hours start at 9 a.m.
- 02 NA: Opening hours start at 9 a.m.
- 03 Between 9 and 10 a.m.
- 04 Between 10 and 11 a.m.
- 05 Between 11 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 NA: Closing of the polls is at 6 p.m.
- 13 NA: Closing of the polls is at 6 p.m.
- 14 NA: Closing of the polls is at 6 p.m.
- 15 NA: Closing of the polls is at 6 p.m.
- 98 Don't know
- 99 Refusal

Q23 VOTE DURATION

To the best of your knowledge, how long did it take you to vote AT THE ... Q12: 01 polling station, 02 advance polling station or 03 local Elections Canada office? This does not include travel time.

DO NOT READ; RECORD TIME IN MINUTES

- 01 [Open-ended question]
- 98 Don't know
- 99 Refusal

Q24 REASONABLE TIME

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 Refusal

Q25 OFFICIAL LANGUAGE

Voters can choose to be served in either official language, English or French. In which language were you served?

DO NOT READ. CODE ONE ANSWER ONLY

- 01 English
- 02 French
- 03 In both official languages (English and French)
- 04 Other (specify)
- 98 Don't know
- 99 Refusal

Q26 SATISFIED LANGUAGE

Were you satisfied with the official language in which you were served?

DO NOT READ

- 01 Yes, satisfied
- 02 No, not satisfied
- 98 Don't know
- 99 Refusal

Q27 SATISFIED SERVICES

Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? Would you say that they were ...?

READ. QUESTION REFERS TO SERVICES PROVIDED BY ELECTIONS CANADA STAFF PRESENT AT THE Q12: 01 polling station, 02 advance polling station or 03 local Elections Canada office

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

DO NOT READ

- 98 Don't know
- 99 Refusal

Q27B – WHY DISSATISFIED

IF Q27 IS 03 OR 04

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

[open-ended]

[IF ASKED ABOUT COMPLAINTS MECHANISMS]: If you would like to lodge a complaint with 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 use the contact form on their website, at www.elections.ca, and click on Contact us in the right-hand corner.

PQ28

I would now like to ask you some questions about the level of information that you received during this by-election ...

Q28 WELL INFORMED

Overall, how well informed did you feel you were about how, when and where to vote? Would you say that you were ...?

READ SCALE

- 01 Very informed
- 02 Somewhat informed
- 03 Somewhat uninformed
- 04 Very uninformed

DO NOT READ

- 98 Don't know

99 Refusal

Q29 SPLIT SAMPLE 50/50 BETWEEN Q29A/B and Q30A/D

Q29A EC ADVERTISING

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?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q29B WHERE ADVERTISING

Q29A IS 01

Where did you see, hear or read advertising from Elections Canada?

DO NOT READ. SELECT ALL THAT APPLY (MULTIPLE MENTIONS). IF RESPONDENT SAYS "INTERNET," PROBE FOR SPECIFIC WEBSITES OR SOCIAL MEDIA. IF RESPONDENT SAYS "SOCIAL MEDIA," PROBE FOR SPECIFIC MEDIA.

- 01 EC householder-brochure/leaflet (received in the mail)
- 02 Voter information card (received in the mail addressed to the elector)
- 03 Radio
- 04 Screens in a Tim Hortons
- 05 Newspaper
- 06 Elections Canada website
- 07 Word of mouth (friends, relatives, colleagues)
- 08 Facebook
- 09 Twitter
- 10 YouTube
- 11 Instagram
- 12 Website other than Elections Canada website (banner or pop-up ads)
- 13 From candidates and political parties
- 14 Television
- 97 Other source, please specify
- 98 Don't know
- 99 Refusal

Q30A TO D ADVERTISING ALTERNATIVE

During the by-election campaign, have you seen or heard advertising from Elections Canada about where, when and how to vote:

ROTATE Q30A to Q30D

Q30A

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

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q30B

... when you were browsing 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 Refusal

Q30C

... on the radio?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q30D

... in a local newspaper?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q30E OTHER

... in any other format?

DO NOT READ

- 01 Yes [Open-ended question]

Q31 EC WEBSITE

Did you visit Elections Canada's website during the campaign?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q32 SATISFIED EC WEBSITE

Q31 IS 01

Overall, how satisfied were you with the information on Elections Canada's website? 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 Refusal

Q33 CONTACT EC

Did you contact Elections Canada during the campaign?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

Q34 SATISFIED CONTACT EC

Q33 IS 01

Overall, how satisfied were you with the information provided when you contacted Elections Canada? 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 Refusal

Q35 SATISFIED VOTING

Q2 IS 04

SPLIT SAMPLE RANDOM ROTATE Q35A AND Q35B – PLEASE USE A FLAG VARIABLE FOR IDENTIFICATION OF 1st AND 2nd

Q35A BIPOLAR

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 Refusal

Q35B UNIPOLAR

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

READ SCALE

- 01 Very satisfied
 - 02 Somewhat satisfied
 - 03 Not very satisfied
 - 04 Not satisfied at all
- DO NOT READ
- 98 Don't know
 - 99 Refusal

SPLIT SAMPLE 50/50 AS FOLLOWS:

1. Split sample Q36A and Q36B
2. Split sample Q37A and Q37B
3. Randomize the order of those two questions; half get Q36 first and half get Q37 first

PLEASE USE A FLAG VARIABLE FOR IDENTIFICATION OF THE SPLIT AND THE ORDER OF THE SPLIT (Q36 FIRST OR Q37 FIRST).

Q36A RAN FAIRLY THIS BY-ELECTION

Thinking about the May 6, 2019, 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 Refusal

Q36B RAN FAIRLY GENERAL

Thinking about federal by-elections in general, would you say that Elections Canada runs elections ...?

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 Refusal

Q36C WHY NOT TRUST

Q36A or 36B IS 03 or 04

Is there a specific reason as to why you think Elections Canada runs the election unfairly?

DO NOT READ

- 01 [Open-ended question]
- 98 Don't know
- 99 Refusal

Q37A TRUST RESULTS

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 Refusal

Q37 B TRUST RESULTS WITH INTRO

At the end of a federal election, poll workers in each riding count ballots by hand and report the results to Elections Canada. What level of trust do you have in the accuracy of the election results? Is it ...?

READ SCALE

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

DO NOT READ

- 98 Don't know
- 99 Refusal

Q37C WHY NOT TRUST

Q37A or Q37B IS 03 or 04

Is there a specific reason as to why your level of trust is low when it comes to the accuracy of the election results in your riding?

DO NOT READ

- 01 [Open-ended question]
- 98 Don't know
- 99 Refusal

PS1

Before ending, I would like to ask you a few questions about you and your household for statistical purposes only. Please be assured that your answers will remain completely confidential.

S1 GENDER

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

DO NOT READ.

- 01 Male
- 02 Female
- 97 Other (specify)
- 98 Don't know
- 99 Refusal

S2 LANGUAGE

What language do you speak most often at home? READ LIST

- 01 English
- 02 French
- 77 Other
- 98 Don't know
- 99 Refusal

S3 ETHNIC

Could you please tell me your ethnic background? For example, White/Caucasian, Asian, African, Latin American, etc.

DO NOT READ. ACCEPT ONLY ONE REPLY; USE 97 FOR MIXED/MULTIPLE ETHNICITIES.

Group	Includes
01 White/Caucasian	English-Canadian, French-Canadian, Québécois and non-visible minority (includes English, Irish, Scottish, German, French, Italian)
02 Chinese	China, Hong Kong, Taiwan
03 East Asian	Japanese, Korean
04 South Asian/East Indian	Bangladeshi, Bengali, Bruneian, Gujarati, East Indian, Indo Pakistani, Mauritian, Mayotte, Mongolian, Pakistani, Punjabi, Singhalese, Sri Lankan, Tamil
05 South East Asian	Vietnamese, Cambodian, Malaysian, Laotian, Indonesian, Singaporean, Burmese, Kampuchean, Thai
06 Filipino	
07 Black (Africa, Caribbean)	Angolan, Anguillan, Antiguan, Aruba/Netherlands Antilles, Bahamian, Barbadian, Belizean, Beninese, Bermudan, Botswanan, Burkinabe, Burundian, Cameroonian, Cape Verde Islands, Cayman Islands, Central African, Chadian, Comoros Islands, Congolais, Dominican, Equatorial Guinean, Ethiopian, Gabonese, Gambian, Ghanaian, Grenadian, Guadeloupien, Guinean, Guinea-Bissauan, Guyanese, Haitian, Ivorian, Jamaican, Kenyan, Lesothan, Liberian, Malagasy, Malawian, Malian, Martinican / French Guiana, Montserratian, Mozambican, Namibian, Nevisian, Nigerois, Nigerian, Rwandan, Vicentian / Grenadines, Saint Lucian, Senegalese, Trinidadian, Tobagonian, West Indian, other Caribbean, other African
08 Latin American	All Central and South American countries, Mexico, Cuba, Puerto Rico.
09 West Asian / North African / Arab	Afghan, Algerian, Armenian, Bahrain, Bhutanese, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Kurdish, Kuwaiti, Lebanese, Libyan, Maghrebi origins, Mauritanian, Moroccan, Nepalese, Omani, Palestinian, Yemenite, Saudi Arabian, Syrian, Turk
10 Pacific Islands	Fijian, Melanesian, Micronesian, Polynesian, Tongan, Tuvaluan, Wake Island, Samoan, American Samoa, Coral Sea Islands Territory, Kiribatian, Nauruan, Norfolk Island, Northern Mariana Island, Tokelau, Pitcairn Islands, Trust Territory of the Pacific Islands, Vanuatuan, Wallis and Futuna Islands, Cook Islands, Johnston Atoll, Guam, Midway Islands, New Caledonian
11 Indigenous	First Nations / Métis / Inuit

Group	Includes
97 Other visible minorities or mixed ethnicity, please specify	RECORD _____
98 Don't know	
99 Refusal	

SPLIT SAMPLE 50/50

S4A VISIBLE MINORITY A

Are you a member of a visible minority group?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

IF THE RESPONDENT DOESN'T KNOW WHAT THAT MEANS: Under the *Employment Equity Act*, visible minorities are people, other than Indigenous peoples, who are not white or Caucasian.

S4B VISIBLE MINORITY B

Do you consider yourself to be a member of a visible minority group?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

S5 COUNTRY BIRTH

In what country were you born?

INTERVIEWER: Specify place of birth according to current boundaries.

United Kingdom includes England, Scotland, Wales, the Isle of Man, the Channel Islands and Northern Ireland

DO NOT READ – ONE ANSWER ONLY

- 01 Canada GO TO S6
- 02 China
- 03 Germany
- 04 India
- 05 Italy
- 06 Philippines
- 07 Poland
- 08 Portugal
- 09 United Kingdom
- 10 United States
- 11 Vietnam
- 97 Other (specify)
- 98 Don't know GO TO S6

99 Refusal GO TO S6

S6 YEAR ARRIVED CANADA

S5 IS NOT 01 CANADA

In what year did you come to live in Canada?

RECORD 4-DIGIT YEAR

DO NOT READ

01 _____ <YEAR>

98 Don't know

99 Refusal

S7 DEMOCRACY IN HOME COUNTRY

S4 IS NOT 01 CANADA

Thinking about your country of origin at the time that you left, would you say that this country was ... READ LIST

01 Very democratic

02 Somewhat democratic

03 Not very democratic

04 Not democratic at all

98 Don't know

99 Refusal

S9 EDUCATION

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

DO NOT READ – CODE ONE ONLY

01 Some elementary

02 Completed elementary

03 Some high school

04 Completed high school

05 Some community college/vocational/trade school/commercial/CEGEP

06 Completed community college/vocational/trade school/ commercial/CEGEP

07 Some university (No degree or diploma obtained)

08 Completed university (Diploma or bachelor degree)

09 Post-graduate university/professional school (Master's, PhD, or any professional degree)

77 Other (specify)

98 Don't know

99 Refusal

S10 OCCUPATION

How would you describe your current employment status?

IF RESPONDENT IS UNCLEAR ABOUT THE QUESTION:

Are you, for example, employed, retired, in school, unable to work? This includes part-time and temporary occupations.

DO NOT READ SCALE, CODE UP TO 2 RESPONSES

PROBE AS NEEDED TO CONFIRM WHETHER THE RESPONDENT IS EMPLOYED OR SELF-EMPLOYED.

01 Employed full-time (35 or more hours per week)

02 Employed part-time (less than 35 hours per week)

03 Self-employed full-time (35 or more hours per week)

04 Self-employed part-time (less than 35 hours per week)

05 Retired

- 06 A full-time student
- 07 A part-time student
- 08 Unemployed, but looking for work (includes seasonal leave)
- 09 Permanently unable to work (long-term disability)
- 10 Temporarily not working (includes absence due to illness, parental leave, short-term disability, vacation or labour dispute)
- 11 A homemaker or caregiver
- 12 Other

S11 DISABILITY FUNCTIONAL

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

- 01 Never
- 02 Sometimes
- 03 Often
- 04 Always
- 98 Don't know
- 99 Refusal

S12 DISABILITY ID

Do you identify as having a disability?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

S13 MARITAL

What is your marital status? Are you ...

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

- 01 Married
- 02 Living common-law
- 03 Widowed
- 04 Separated
- 05 Divorced
- 06 Single, never married

DO NOT READ

- 98 Don't know
- 99 Refusal

S14 HOUSEHOLD SIZE

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

DO NOT READ

- 01 _____
- 98 Don't know
- 99 Refusal

S15 KIDS

S14 IS 2 OR MORE

Are you the parent or guardian of any child under 18 years of age living at home with you?

DO NOT READ

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refusal

S15 KIDS_AGE

S15 IS 1

Will you please tell me the ages of the children living in your household?

PROBE AS NEEDED TO DETERMINE/CONFIRM HOW MANY CHILDREN IN THE HOUSEHOLD ARE A SPECIFIC AGE

Age	Number of Children

S16 INCOME

Which of the following categories best corresponds to the total annual family income, before taxes, of *all members in your household*, for 2018?

EMPHASIZE FOCUS ON TOTAL HOUSEHOLD INCOME

READ IN SEQUENCE – CODE ONE ONLY

- 01 Below \$30,000
- 02 \$30,000 to just under \$60,000
- 03 \$60,000 to just under \$90,000
- 04 \$90,000 to just under \$110,000
- 05 \$110,000 and over

DO NOT READ

- 98 Don't know
- 99 Refusal

S17 VOTE 2015

SCR3 IS MORE THAN 1900 AND LESS THAN 1997 OR SCR3 IS 1997 AND SCR3B IS LESS OR EQUAL TO October 19, 2015 OR SCR3 IS 00 OR SCR3B IS 00

Finally, we would like to know if you voted in the October 19, 2015, federal *general election*?

DO NOT READ

- 01 YES
- 02 No
- 77 Other (specify)

98 Don't know
99 Refusal

S18 POSTAL CODE

And to help us better understand how results vary by region, may I have your postal code?

PROBE FOR FIRST THREE DIGITS IF REFUSAL

01 _____
98 Don't know
99 Refusal

THNK

That completes the survey. Thank you for taking part. Your participation is appreciated.

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.