

National Electors Study on the 43rd Canadian Federal General Election

Methodology Report

Prepared for: Elections Canada

June 2020

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This report describes the research methodology of the National Electors Study conducted to help evaluate the October 21, 2019 federal election.

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Introduction

Elections Canada (EC) is the independent, non-partisan agency responsible for conducting Canadian federal elections. In the context of the 43rd federal general election (GE) held on October 21, 2019, EC conducted the 2019 National Electors Study (NES) in order to measure electors' attitudes and experiences of the GE and inform evaluation and development of EC's programs and services to electors. The NES consisted of two components: 1) a national longitudinal survey of electors conducted between June and December 2019, and 2) a series of post-election focus groups and interviews. This report provides a description of the methodologies: first for the quantitative component of the NES, and then for the qualitative component.

Quantitative Research

The survey component of the NES was conducted by telephone and online with eligible electors (i.e. Canadian citizens at least 18 years of age on election day), and involved three waves of surveys conducted before, during, and after the election period. The table below presents technical information about each wave of surveying:

Wave	Sample	Mode of Data Collection	Field Period	Sample Size
W1	Longitudinal	Online, telephone	Pre-election: June 12 to July 14, 2019	49,993
W2	Longitudinal	Online	Election period: September 3 to October 20, 2019	23,880
W3a	Longitudinal	Online, telephone	Post-election: October 23 to December 9, 2019	19,435
W3b	Discrete	Telephone	Post-election: October 22 to November 12, 2019	2,000

Detailed information is provided below.

Sampling

The NES survey component included both longitudinal and discrete samples. The longitudinal sample was recruited for the pre-election survey (W1) in June 2019 using probability sampling (random-digit dial phone recruitment) and non-probability sampling (web panel). The discrete random sample was recruited for the post-election survey wave to offset attrition in the longitudinal sample. Random-digit dial probability sampling was used to collect the discrete sample.

Longitudinal Sample

Electors were recruited in proportion to the population by province, age, and gender. To ensure sufficient final sample sizes, the recruitment targets took into consideration expected attrition across each sample source. The table below presents the target and actual number of completes per wave by sample type. Two-thirds of initial respondents (W1) across all modes were obtained via probability sampling; the remainder were sourced from an online panel of volunteer participants. Respondents to the subsequent W2 election period survey and W3a post-election survey were drawn solely from the initial sample of W1 respondents. Respondents did not need to answer W2 to be invited to respond to W3a.

Type of Sample	W1		W2 ¹		W3a	
	Targeted Interviews	Completed Interviews	Targeted Interviews	Completed Interviews	Targeted Interviews	Completed Interviews
Probability web	18,000	29,462	10,000	14,266	5,000	8,521
Probability telephone	3,000	3,063	0 ²	0	2,000	1,744
Panel	17,200	17,468	12,040	9,614	9,030	9,170
Total	38,200	49,993	22,040	23,880	16,030	19,435

Probability sample

A dual sample frame of both landline and wireless phone numbers was used to maximize coverage and ensure a representative sampling of electors. The landline sample was supplied by ASDE and the cellphone sample was supplied by Advanis.

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 the person in the household who had the most recent birthday and who would be at least 18 years of age and a Canadian citizen by the time of the October election. 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.

Phone numbers selected for the longitudinal sample were assigned exclusively to either the telephone survey or web survey for the duration of the study. Those in the telephone sample were contacted by live interviewers who proceeded to administer the survey through a Computer Assisted Telephone Interviewing (CATI) system. Those in the probability web sample were initially contacted by live interviewers via telephone for recruitment. Some members of the web sample were screened for study eligibility during the recruitment call and others were screened via an online questionnaire distributed via SMS message. Consenting participants who met the eligibility criteria then had the choice of receiving an SMS or an email invitation to complete the surveys via a Computer Assisted Web Interviewing (CAWI) system. The fieldwork protocols are outlined later in this report.

Non-probability sample

A key objective of the sampling design was to provide sufficient cases of subpopulations with a historically lower propensity to vote in Canadian federal elections, who in past surveys of electors have also proven to be harder to reach using purely random sampling approaches. Previous surveys of electors have relied on oversampling targets for groups such as youth and Indigenous electors to obtain sufficient case numbers for analysis. The number of calls and length of field time required with such an approach were not feasible for the 2019 NES given the larger sample sizes that needed to be recruited in a short time for the W1 survey. Instead, the sampling design incorporated a non-probability panel, with the rationale that these additional respondents could be used to ensure sufficient representation of subpopulations throughout the entire study.

Dynata's web panel was used for the non-probability sampling. Dynata recruits panellists through several sources: partnerships with major brands' loyalty programs, open recruitment via messaging on websites, mobile app panels, and targeted online communities. All Dynata panellists are required to double opt-in and survey participation is limited to avoid "professional" panellists. Panellists have unique ID numbers used to track and store their activity, including past survey participation, and to verify their identity. Members of the longitudinal sample recruited through Dynata's web panel received

¹ For more detailed information on W2 targets and completes, please see the section titled Election period rolling cross-section.

² No telephone fieldwork was permitted during the election campaign.

email invitations to complete the surveys via a CAWI system. The [fieldwork](#) protocols are outlined below.

Discrete Sample

As with the longitudinal probability sample, random-digit dialling with a dual wireless and landline overlapping frame was used for the representative sample of 2,000 electors. Please refer to the description above (Longitudinal Sample: Probability Sample) for information about the sample frame construction and respondent selection.

Subpopulations

The sampling strategy took into consideration the need to obtain sufficient final sample sizes of selected subpopulations while being to some degree proportional to the Canadian elector population. Demographic subpopulations were selected based on groups that are historically more difficult to reach using surveys and have lower voter turnout rates than the population at large, or else represent new electors eligible to vote for the first time in a federal election.

With the exception of non-voters, representatives of these subpopulations were identified through a screening process. This process was started in advance of W1 and continued through the W1 pre-election survey.

Particular subpopulations were identified based on the following definitions:

- Electors with a disability: These respondents were identified using a functional disability approach based on reported difficulty with various activities, combined to a single measure of overall level of disability, on a scale ranging from no disability to mild to very severe disability. See questions 7 and 8 in the W1 questionnaire provided in the appendix for the method used to calculate overall level of disability.
- Indigenous: Electors who self-identified as First Nations, Inuit, or Métis.
- New Canadians: Immigrants to Canada who became citizens after the 42nd GE and therefore were newly eligible to vote in the 43rd GE.
- PSE students: Students between the ages of 18 and 34 who were enrolled (or planned to be) in a post-secondary institution as of election day.
- NEET youth: Electors 18 to 34 years old who were “Not Employed, in Education or in Training” during the fieldwork, compared to youth attending school (i.e. 18 to 34, full-time or part-time secondary or post-secondary students) and youth working full-time or part-time (and not attending school).

The table below presents the target and final number of completes (W3a, W3b) by sample type and subpopulation.

Subpopulation	Longitudinal Probability Samples		Longitudinal Non-probability Sample		Discrete Probability Sample		W3 Totals	
	Targeted Surveys	Completed Surveys	Targeted Surveys	Completed Surveys	Targeted Surveys	Completed Surveys	Targeted Surveys	Completed Surveys
Electors with a disability	1,850	3,057	1,760	3,216	440	421	4,050	6,694
Indigenous electors	596	887	272	300	68	90	936	1,277
New Canadians	154	206	176	139	30	56	360	401
Youth ages 18–24	1,020	953	696	264	174	144	1,890	1,361

PSE students	770	1,190	464	635	116	75	1,350	1,900
NEET youth	144	230	144	157	36	32	324	419
Non-voters	--	648	--	1,150	--	211	4,070 ³	2,009

Two groups in particular proved more challenging to both reach and retain throughout the duration of the study: The final target for youth ages 18 to 24 and a specific target for First Nations electors who live on a reserve were not met (although the target for Indigenous electors as a whole was exceeded).⁴

For both groups, missed targets originated in W1, where initial targets for the probability web sample specifically were not met, despite the respective targets being met for both the non-probability sample and the probability phone sample. Due to the larger scale of the probability web sample, this resulted in an overall shortfall for both groups at W1. This issue was then exacerbated, as both groups were observed to have higher attrition rates between survey waves than other respondents within the same sample, although in this case the non-probability sample experienced higher attrition than the probability samples.

Since youth and First Nations electors tend to have a lower propensity to vote, the missed targets for these two groups likely help explain at least some of the shortfall in the final number of non-voters obtained.

Incentives

An incentive structure was put in place for the longitudinal sample; no incentives were offered to the discrete random sample recruited for the post-election survey wave.

By necessity, separate incentive strategies were used for the two sample sources: the probability sample and the non-probability. For the probability sample, the proposed incentive strategy was twofold: 1) a prize draw for everyone who agreed to participate in the study (five prizes of \$200), and 2) a guaranteed post-paid incentive for harder-to-reach respondents. In practice, overall recruitment and attrition rates were healthy and did not warrant a prize draw; therefore, all incentive resources were directed toward increasing retention rates among specific subpopulations with noticeably higher attrition rates: NEET youth and First Nations electors who live on a reserve. Both were offered an incentive of \$20. Dynata's panellists were rewarded for taking part in the surveys per the panel's incentive program, which is structured to reflect the length of survey and the nature of the sample.

Questionnaires

Elections Canada provided questionnaires based on its previous post-election surveys in order to facilitate the tracking of the agency's core measures over time. This included the Survey of Electors Following the 42nd General Election, the Evaluation of the Electoral Reminder Program for the 42nd Canadian Federal Election, the National Youth Survey, and EC questions that in previous years had been placed in the Canadian Election Study. Split samples were employed on some core measures to test the comparability of different question scales and offer the possibility of moving to a new scale in future iterations while preserving the ability to track with previous iterations.

³ The target for non-voters was set retroactively. Given historical over-reporting of voter turnout in surveys of electors, the goal across all samples was to keep the proportion of non-voters within 15 percentage points of the official turnout rate. The official turnout rate was 67%; therefore, the minimum target for non-voters equated to 19% of W3 respondents across all sample sources.

⁴ The targets for First Nations and First Nations living on a reserve were variable targets that aimed to have 50% to 70% of Indigenous electors be First Nations, and then to have 50% of First Nations respondents be electors who live on a reserve. Based on the overall W3 target of 936 Indigenous electors, the absolute minimum target for First Nations electors was 468 cases (versus an actual 464 cases collected at W3) and 234 for First Nations who live on a reserve (versus an actual 95 cases collected at W3).

Four questionnaire instruments were developed in total: one questionnaire for each wave of the longitudinal sample (W1, W2, and W3a) and one questionnaire for the post-election survey of the discrete sample (W3b). The W1 and W3a questionnaires were designed to be administered in both telephone and online modes, with survey questions modified as needed for each mode of administration. Efforts were taken to ensure comparability of results across modes. For example, telephone survey questions with a “do not read list” of response options were treated as open-ended questions in the online questionnaires. In some cases, questions were assigned to only one mode where the other mode was not suitable. For example, a question that asked respondents to review or rank a long list of items could be unwieldy to administer over the phone and would therefore be included only in the web survey.

The questionnaires administered to the longitudinal sample were designed to: minimize respondent burden (demographic questions, for example, were only asked during recruitment); allow for tracking of electors’ activities, such as registering to vote, as well as knowledge and attitudes towards voting; and enable comparisons of electors’ expectations of voting versus voters’ actual experience. In order to achieve this, skip logic in the W2 and W3a surveys depended on certain responses being imported from previous surveys. For example, only respondents who identified as having a disability in the W1 survey were asked if they found voting to be accessible in the W3a survey.

The W2 and W3a surveys were, in part, used to measure recall of Elections Canada’s voter information campaign through the inclusion of questions from the Government of Canada Advertising Campaign Evaluation Tool (ACET). Aided measures of recall were limited to the W2 survey, where web respondents were presented a selection of image, audio, and video ads that varied based on when the survey was taken. See Appendix 3 for an overview of the advertising materials tested in each phase of the W2 survey.

Overall, there were five phases of the W2 questionnaire timed to coincide with election period milestones as well as the five phases of the voter information campaign, as follows:

- September 3 to 17: early election phase (W2a)
- September 18 to October 1: registration phase (W2b)
- October 2 to 8: voter information card phase (W2c)
- October 9 to 15: early voting phase (W2d)
- October 16 to 20: election day phase (W2e)

Questions specific to a particular phase were programmed to appear based on the date that respondents accessed the survey invitation.

The W3b questionnaire included a set of questions that were considered core to the W3a questionnaire, with others excluded to allow space to collect socio-demographics from the discrete sample that had already been collected for the longitudinal sample at W1.

Questionnaires varied in length from 15 to 20 minutes, and the online questionnaires were mobile-friendly.

Pretest

Following survey best practices, the questionnaires were pretested in advance of the fieldwork. Overall, the questionnaires generally worked well, although the W1 and W3a questionnaires were too long and required edits to reduce their length. The solutions were split samples, edits to the syntax and/or wording of specific questions, and removal of questions either altogether or from the phone survey only, as this mode tended to take longer to administer than a web survey with the same number of questions. Beyond questionnaire length, there were no significant problems in terms of design or

respondents' comprehension of the questions. As a result, only minor changes to the questionnaires and programming instructions were made.

Separate testing procedures were used for the interviewer-assisted telephone surveys and for the self-administered online surveys. To pretest the questionnaires administered by interviewers over the telephone (W1, W3a, W3b), respondents were first administered the survey in the official language of their choice, and then asked a series of short follow-up questions.⁵ The debriefing following the survey provided an opportunity for respondents to offer feedback on the questionnaire. The pretest interviews conducted by telephone were digitally recorded and the anonymized recordings were reviewed by team members and Elections Canada officials.

The online questionnaires (W1, W2, W3a) were thoroughly tested by team members and Elections officials in advance of the fieldwork. Following this internal testing, the surveys were deployed in the form of a soft launch. Invitations to complete the surveys were sent to a small number of respondents in the longitudinal sample. After at least 20 surveys were completed, the results were reviewed to assess data quality and general functioning of the questionnaire. Once the reviews were completed for each wave, the online questionnaires were launched in full.

Fieldwork

Fielding Procedures

The fieldwork was conducted by Advanis. All respondents were informed that their participation was voluntary and that information collected is protected under the authority of the *Privacy Act*. The following specifications applied to the CATI surveys (W1, W3a, W3b):

- Calling was conducted at different times of the day and the week to maximize the opportunity to establish contact.
- Interviewers mentioned in their introduction that the study was sponsored by Elections Canada.
- Interviewing was conducted in the respondent's official language of choice.
- To ensure quality, 10% of the interviews were monitored to make sure interviewers conducted high-quality interviews.
- Additional calls were made to better retain longitudinal phone respondents for the W3a survey, including one attempt to convert initial refusals into respondents.
- The average and maximum number of callback attempts per sample type and wave were as follows:

Wave	Sample Type	Average Callback Attempts	Maximum Callback Attempts
W1	Longitudinal probability sample	4.6	14
W3a	Longitudinal probability sample	9.2	40
W3b	Discrete probability sample	3.7	13

⁵ The follow-up questions were:

- *What's your 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?*

The following specifications applied to the CAWI surveys (W1, W2, W3a):

- Respondents were invited to participate through a unique link with an embedded code.
- The invitation messages and the survey introduction page identified Elections Canada as the sponsor of the study.
- The survey was available for completion in the respondent's official language of choice.
- The platform automatically identified respondents' device type and presented the survey in a format appropriate to that device. The breakdown of mobile versus desktop completions is presented in the table below by sample and wave.

Wave	Sample Type	% Using Each Platform for Survey Completion	
		Mobile	Desktop
W1	Longitudinal non-probability sample	48%	52%
W1	Longitudinal probability sample	86%	14%
W2	Longitudinal non-probability sample	39%	61%
W2	Longitudinal probability sample	89%	11%
W3a	Longitudinal non-probability sample	37%	63%
W3a	Longitudinal probability sample	85%	15%

- Respondents were able to stop at any point in the questionnaire and return at a later time (or times) to the last question they had completed.
- Up to three reminders were sent to respondents to help maximize the response rate.

The fieldwork was conducted in accordance with the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research* for telephone surveys and online surveys, the standards set out by the Canadian Research Insights Council (CRIC), and applicable federal legislation, including the *Personal Information Protection and Electronic Documents Act* (PIPEDA), Canada's private sector privacy law.

Election Period Rolling Cross-Section

The W2 election period survey was uniquely fielded as a rolling cross-section designed to collect a steady, continuous stream of responses on a daily basis for the duration of the election period. Although the survey questions evolved across five broad phases depending on survey date, W1 respondents were invited to participate in the online questionnaire only once. A controlled number of invitations to the W2 survey were sent each day to a random selection of W1 respondents, so that each day of data collection could be analyzed independently as a representative sample of views on the day and then together in time series to measure trends over the course of the election period. Given the time-sensitive nature of the survey and its questions, the questions and choices that respondents were presented with in the survey were determined based on the date they accessed the survey, rather than the invitation date.

The rate of daily invitations was designed to escalate over the course of the election period, to ensure that the later phases would obtain sufficient sample sizes despite their shorter duration. Invitations were rationed so that all possible invitations were exhausted by October 17. Only reminders were used to generate responses from October 18 to 20. This included a "last chance" reminder that was sent to all non-respondents to date, in addition to the standard reminders.

The first workday following September 1 was chosen as the start of fielding. By law, that was the earliest possible start date for an election period based on an October 21, 2019 election day. In actuality, the

election period began September 11, such that the early election phase includes one week of pre-election surveys.

The table below shows the number of completes per phase by sample source, as well as the average number of completes per day per phase.

Phase	Target Completes	Completed Surveys		Total Completes	Field Days	Daily Average
		Probability Sample (Web)	Panel Sample			
W2a	3,071	1,584	1,528	3,112	15	207
W2b	6,888	3,933	3,306	7,239	14	517
W2c	4,638	2,305	2,269	4,574	7	653
W2d	4,900	2,882	1,925	4,807	7	689
W2e	4,684	3,562	586	4,148	5	830

Outcome Rates

Probability Samples

Longitudinal sample

The following tables provide the initial response rate for the longitudinal probability sample (web and phone) at W1, followed by the rate that longitudinal respondents were retained across each survey wave in relation to W1 completes.

Wave 1 Phone Response Rate	Longitudinal Phone
Total phone numbers attempted = I + U + IS + R	29,992
Out-of-scope – invalid (I)	4,075
Unresolved (U)	11,183
No answer/answering machine/busy	11,183
In-scope – non-responding (IS)	10,173
Language problem, illness, incapable	70
Selected respondent not available	20
Household refusal	6,469
Respondent refusal	3,369
Qualified respondent break-off/partial complete	245
In-scope – responding units (R)	4,561
Language disqualification	302
Terminate, does not qualify (determined at introduction)	52
Terminate, under 18 years old by election day	1,109
Terminate, not a Canadian citizen	33
Terminate, lives outside of Canada	2
Completed the W1 survey	3,063
Wave 1 phone response rate = R / (U + IS + R)	17.6%

Wave 1 Web Response Rate	Longitudinal Web
Total survey invitations sent = U + IS + R	55,439
Email invites sent	2,111
SMS invites sent	53,328
Unresolved (U)	104
Undeliverable email/SMS invites	104
In-scope – non-responding (IS)	25,873
Non-response from email/SMS invites	25,873
In-scope – responding units (R)	29,462
Completed the W1 survey	29,462
Wave 1 web response rate = R / (U + IS + R)	53.1%

Wave 2 Retention Rate	Longitudinal Web
Total survey invitations sent	29,340
Email invites sent	1,275
SMS invites sent	28,065
Invite attrition (A)	122
Invalid invites (undeliverable, unsubscribes, failed quality checks)	122
Non-response from email/SMS invites (IS)	15,074
Completed the W2 survey (C)	14,266
Wave 2 retention rate = C / (C+IS+A)	48.4%

Wave 3a Retention Rate	Longitudinal Web	Longitudinal Phone
Total numbers attempted	-	3,063
Total survey invitations sent	29,244	-
Email invites sent	1,275	-
SMS invites sent	27,969	-
Invite attrition (A)⁶	218	520
Invalid numbers/invites	218	185
No answer/answering machine/busy	-	303
Language disqualification	-	8
Terminate, does not qualify (determined at introduction)	-	24
In-scope – non-responding (IS)	20,723	799
Language problem, illness, incapable	-	12
Selected respondent not available	-	14
Household refusal	-	199
Respondent refusal	-	574

⁶ For the purposes of calculating phone respondent retention at W3a, units that would normally be considered out-of-scope (e.g. invalid) or responding (e.g. disqualified respondents) are instead considered eligible responding units that were lost to attrition at the invite stage rather than from non-response, since the intention of calls made at W3a was to re-contact the specific qualified individual who responded to W1 at that phone number.

Non-response from email/SMS invites	20,723	--
Completed the W3a survey (C)	8,521	1,744
Wave 3a retention rate = C / (C+IS+A)	28.9%	56.9%

Discrete sample

The response rate for the W3b discrete probability phone sample was 15.4%.

Wave 3b Response Rate	Discrete Phone
Total phone numbers attempted = I + U + IS + R	23,447
Out-of-scope – invalid (I)	3,513
Unresolved (U)	9,007
No answer/answering machine/busy	9,007
In-scope – non-responding (IS)	7,857
Language problem, illness, incapable	37
Selected respondent not available	17
Household refusal	4,118
Respondent refusal	3,019
Qualified respondent break-off/partial complete	666
In-scope – responding units (R)	3,070
Language disqualification	139
Terminate, does not qualify (determined at introduction)	183
Terminate, under 18 years old	710
Terminate, not a Canadian citizen	28
Terminate, not 18 years old by election day	7
Terminate, lives outside of Canada	3
Response rate = R / (U + IS + R)	15.4%

Non-probability Sample

The following table provides the initial W1 participation rate for the non-probability web panel, along with the retention rates for the W2 and W3a surveys relative to W1.

Participation and Retention Rates	Non-probability Sample		
	Wave 1	Wave 2	Wave 3a
Email invites sent (S)	29,000	17,468	17,468
Completed the survey (C)	17,468	9,614	9,170
Participation/retention rate = C / S	60.2%	55.0%	52.5%

The participation rate at W1 was 60.2%, and the subsequent retention rates were 55.0% (W2) and 52.5% (W3a).

Potential for Non-Response Bias

The final survey sample over-represented voters in the 43rd GE. Among survey respondents, the self-reported turnout was 90%, while the actual turnout rate among registered voters was 67%. Two factors may be responsible for the overrepresentation of voters: 1) people who vote may be more likely than non-voters to participate in a study about voting, particularly across multiple survey waves (response bias); and 2) people who did not vote may report doing so because they think to present themselves in a more positive light (social desirability bias). Readers and researchers should be aware of this potential for bias resulting from non-response (including from attrition) when interpreting the results.

Margin of Error

Since the NES survey sample included samples generated through both probability and non-probability sampling techniques, no estimate of sampling error can be calculated for the entire survey sample and the overall survey results are not statistically projectable to the entire population of eligible electors. A margin of sampling error and statistical estimations can be obtained if the panel is excluded and only the random samples are considered, in which case all samples are of a size such that overall results across all waves would have a margin of sampling error less than $\pm 1\%$, 19 times out of 20 as detailed in the table below.

Wave	Total Respondents	Respondents by Sample Source				Total Probability Sample	Overall Margin of Error at 50%
		Longitudinal Non-Probability Panel	Longitudinal Probability Web	Longitudinal Probability Telephone	Discrete Probability Telephone		
W1	49,993	17,468	29,462	3,063	-	32,525	$\pm 0.543\%$
W2	23,880	9,614	14,266	-	-	14,266	$\pm 0.82\%$
W3	21,435	9,170	8,521	1,744	2,000	12,265	$\pm 0.885\%$

Data Production

Quality Control

Following the fieldwork, the data were cleaned using SPSS syntax. The review assessed response ranges to identify any respondents who “straight-lined” responses (provided the same answer for all tabular questions) and the length of time taken to complete the surveys to flag any “speeders” (respondents who took an unreasonably short time answering the survey). Any cases flagged for data quality were replaced prior to the weighting and tabulation of the data.

Quality control measures were performed after each wave of data collection, including the production and review of interim datasets, banner tables, and topline reports to allow improvements to be made in the design and conduct of subsequent survey waves.

Coding

Verbatim responses provided in “other (specify)” categories were reviewed for possible coding where these represented more than 10% of responses to a question. Priority was given to minimizing the proportion of “other,” first by cleaning mis-specified responses and then by creating new categories where numbers warranted.

A selection of fully open-ended questions was coded through machine and/or human manual coding.

Text responses collected via web for W1 question 17 and W3a question 22 were coded into categories by an algorithm developed by Elections Canada, using a coding dictionary derived from manually-coded text responses for the same question in the 2015 ERP Evaluation. The objective of the questions was to measure the top-of-mind organization that is a source of information on the voting process, so the algorithm only needed to code a single response for each unique string. Where strings contained multiple possible responses, the algorithm prioritized certain categories before others, with Elections Canada being the highest priority. Where no priority category was identified, the first mentioned category took precedence over categories identified later in the string. Inspection of the coded results indicated that the algorithm correctly coded unique strings representing over 95% of cases. Incorrectly coded strings were then recoded manually into the correct category. Altogether, over 64,000 text responses were coded using this approach.

Other key open-ended questions were coded manually, as the responses were more complex in nature and a coding dictionary approach would not have been feasible. Given the large number of open-ended web responses collected across multiple waves, for practical reasons only random samples of text responses to key evaluation questions were coded for reporting purposes. In these cases, random samples of cases from each wave were selected for coding. The size of the random samples was determined based on the desired maximum margin of error for the sample versus the total number of responses. Prior to drawing these random samples, the open-ended responses were cleaned of “don’t know,” missing, or invalid responses. This way, only valid cases remained for coding purposes.

Derived variables were coded and used in lieu of raw question variables where required to produce the final survey results. For example, W2 respondents were asked a selection of questions about their voting experience if they indicated they had already voted early in the election period, rather than being asked the same questions at W3. Therefore, to produce a final measure of all those who voted in the election, any W3 respondents who had already answered the question at W2 needed to be merged with those who only answered the question at W3.

Weighting

The survey sample was weighted so that the results were representative and/or could be generalized to the population of electors. Separate weights were calculated so that data could be weighted on a per-wave, per-mode basis, with an option to use probability samples only or the entire sample. Weight values sum to the size of the total sample available for the respective wave and mode.

In analysis, data were weighted according to the modes used on a per-question basis. For example, frequencies for a question asked at W3 on the web only were weighted to sum to the total of all web respondents at W3. A question asked using both modes would be weighted such that the frequencies sum to the total of all respondents across both phone and web modes.

W1

Starting with W1 and the longitudinal sample, the weighting was done in two stages:

- Stage 1: establishment of weight factors to adjust for aspects of the study design
- Stage 2: post-stratification stage to align the results with known population characteristics

The following adjustments were calculated during the **first stage** of the weighting process:

- **Probability of selection adjustment:** Since the probability of being selected as part of the sample frame differed by sample source and within sub-samples of the probability sample, it was necessary to correct for this difference. This adjustment was only applicable to the probability samples, and reflected the number of sample phone records available to be contacted for the study divided by

the number of sample records contacted. One probability of selection was calculated for the telephone probability sample, and another four probabilities were calculated for four separate groups for the web probability sample using characteristics identified during the phone recruitment process:

- 18–24 years old, non-Indigenous (or Indigenous status unknown)
 - 18–24 years old, Indigenous
 - 25+ years old (or age unknown), Indigenous
 - 25+ years old (or age unknown), non-Indigenous (or Indigenous status unknown)
- **In-scope adjustment:** This adjustment considered that not all individuals contacted and asked to participate in the study qualified to participate. An in-scope adjustment was calculated on aggregate for the web panel and the telephone probability samples and for the four age/Indigenous status groups within the web probability sample. The in-scope rate of the known sample was used to estimate the number of in-scope records that existed among the records where the scope was unknown (it was assumed that the in-scope proportion would be the same among the records where the scope was unknown). The in-scope adjustment was calculated as the number of sample records used divided by the estimated total in-scope units sampled.
 - **Non-response adjustment:** This adjustment accounted for the variance in the propensity to complete the survey among the sampled units. A non-response adjustment was calculated on aggregate for the web panel and the telephone probability samples and for the four age/Indigenous status groups within the web probability sample. It was calculated as the estimated total in-scope units sampled divided by the completed interviews.
 - **Household size adjustment:** This adjustment was applied only to landline records contacted for the web and telephone probability sample. It took into account how many members were present in the household and treated each record as representing cases equal to the number of members of their household who were 18 years or older. Respondents who did not provide a response to the question regarding the number of household members were assigned a neutral adjustment factor of 1 for this component.

These four adjustment factors were multiplied together for each W1 record and were used to calculate the starting sample proportions for the second phase of weighting.

The **second stage** of the weighting process involved the following steps:

- Adjusting the sample so that it reflected the age, gender, and province distribution as per Elections Canada’s estimate of the June 2019 electoral population of Canada. The following categories were used:
 - male, female, other/don’t know
 - 18–24, 25–34, 35–54, 55–64, 65+
 - BC, Alberta, Saskatchewan/Manitoba/Territories, Ontario, Quebec, Atlantic
- The sample was then adjusted to reflect that the Indigenous population represents 3.4% of the total population.
- The sample was adjusted so that the weighted sample size equaled the unweighted sample size on aggregate.

The following adjustments were considered but not incorporated into the W1 weighting structure:

- Multiple chance of selection adjustment: This adjustment corrects for the chance that certain sample records have an increased chance of being included in the sample frame (e.g., have a cellphone and also live in a household with a landline telephone). However, since questions were not included in the survey to determine whether individuals could have been included in both the landline and cellphone sample, this adjustment was not incorporated into the weights.
- Household oversample adjustment: This adjustment corrects for instances where certain members of the household have an increased chance of being selected to be included in the study (e.g., 18–24 years old). Since no particular types of electors were targeted within households when calling landline telephone numbers, there was no need to apply a household oversample adjustment to the weights.

W2

W2 weighting included an attrition adjustment factor to correct for uneven response rates to the W2 survey between different segments of W1 respondents. The adjustment started with the W1 weight factor, which was then multiplied by an attrition factor derived from ratios of W1 respondents to W2 respondents for each segment. Attrition adjustments were based on segments constructed by gender (male, female, non-binary/transgender), age (18–24, 25–34, 35–54, 55–64, 65+), and region (BC, AB, SK/MB/Territories, ON, QC, Atlantic).

W3

The W3 longitudinal (W3a) and discrete (W3b) samples were weighted independently. For the W3a sample, the W1 weights were again used as the starting point and, like W2, an attrition factor was applied based on uneven attrition from W1 to W3a between segments. Weighting of W3b was done in three steps: 1) a household size adjustment for landline records was applied; 2) cases were weighted by age (18–24, 25–34, 35–54, 55–64, 65+), gender (male, female, non-binary/transgender), and region (BC, AB, SK/MB/Territories, ON, QC, Atlantic); and 3) weights were adjusted so that the weighted sample size equaled the unweighted sample size. The weighted samples for W3a and W3b were then combined to produce a final integrated W3 sample. The application of additional correction factors (e.g. benchmarking, post-stratification) to the combined weighted samples was explored but found unnecessary.

Integration of Probability and Non-probability Samples

Consideration was given to whether probability and non-probability samples could be integrated in the final results, and whether to integrate the non-probability sample at a lower weight determined from known benchmarks, such as population demographic characteristics or official voter turnout figures.

A comparison of unweighted results collected at W1 from the probability and non-probability samples showed that including the non-probability sample at its full weight produced a socio-demographic profile that, before weighting, was overall more in proportion with known population figures. The effect was most pronounced for the proportions of gender and voter turnout in the 42nd GE in 2015: Including the non-probability sample improved representation of women to 48% of W1 respondents, up from 45% if using only the probability sample; the proportion of non-voters in 2015 improved to 17% when using all available sample, up from 10% in the probability samples. This trend was borne out through later survey waves, where the non-probability sample obtained the highest proportion of non-voters in the 2019 GE at W3 compared to any other sample (accounting for over half of all non-voter respondents despite representing one-third of all W3 respondents).

The decision to integrate all samples was further supported by other results comparisons that found there was either no large impact on the results obtained from using the entire sample versus only the

probability sample, or else that differences between the entire sample and the probability sample tended to move in expected directions, given the higher proportion of non-voters when using the entire sample (for example, the entire sample had lower intention to vote in the 2019 GE than the probability sample did).

Based on these findings, the full weight of the non-probability sample was integrated into the results with all other samples as a means of mitigating the over-representation of voters in the probability samples. Similar considerations with the W3b survey resulted in its integration with the W3a survey.

Qualitative Research

To meet the research objectives, qualitative research was conducted with electors (Canadians aged 18 or older who are eligible to vote). In-person and online focus groups and in-depth telephone interviews were conducted with the following groups of electors:

- voters and non-voters from the 43rd federal election
- youth 18 to 34 years of age:
 - attending a post-secondary institution
 - not attending a post-secondary institution, not employed, and not taking training
- new citizens (i.e. those who became a citizen after the 42nd federal election)
- Indigenous peoples
- electors with visual or hearing impairments
- electors with a mobility limitation
- electors with mental health conditions/cognitive disabilities

Recruitment

Recruitment adhered to the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research* on recruitment specifications. A recruitment screener was developed to identify potential participants. Participants were recruited through the following methods: an opt-in database, cold calling, and via the NES survey.⁷ When recruiting, individuals were offered the option to conduct the recruitment interview in English or French. That said, all individuals recruited were fluent in the language in which the focus group was being conducted. In Montreal, the primary language of all recruited individuals was French and elsewhere it was English. The identity of the client (i.e. Elections Canada) was revealed during the recruitment interview.

During the recruitment interview, potential participants were informed of their rights under the *Privacy Act*, *Personal Information Protection and Electronic Documents Act* (PIPEDA), and *Access to Information Act*. This included: informing participants of the purpose of the research; that participation is completely voluntary; that all information collected would be used for research purposes only; and that they would be asked to sign a waiver to acknowledge that they would be video-recorded during the session (in-person focus group participants only). Written consent was also obtained from each participant prior to video recording.

In hindsight, two aspects of the recruitment could have been adjusted. First, electors who worked at the polls could have been excluded from the research. While this was a rare occurrence, future research of this nature would benefit from limiting the participation of anyone who worked as a staff or poll officer in the recent election. Second, the recruitment criteria for persons with disabilities was deliberately inclusive to accommodate research design and budget considerations. However, the qualitative research

⁷ Respondents were asked if they could be contacted for follow-up research. This technique was used only for the harder-to-reach subpopulations (persons with disabilities and Indigenous electors). In the end, very few (i.e. three to four) participants in the qualitative research were also members of the longitudinal sample.

could have benefitted from including quotas on the severity of one's disability, from mild to severe, to maximize the diversity of the feedback.

Discussion Guide

The moderator's guide was developed in consultation with Elections Canada. Modified versions of the in-person focus group guide were used for the online focus groups and in-depth interviews. The guide included discussion on a presentation of advertising and communication pieces from Elections Canada's voter information campaign. See Appendix 3 for an overview of the advertising materials tested.

Data Collection

The following specifications applied to the research:

- Thirteen in-person focus groups were conducted with voters, non-voters, youth, new citizens, Indigenous peoples, and electors with visual impairments between November 19 and 23, 2019. In-person focus groups were held in Vancouver (three groups), Winnipeg (two groups), Toronto (two groups), Montreal (four groups, conducted in French) and Halifax (two groups). These groups lasted 90 minutes and included a mix of participants by age, gender, employment situation, and education. Turnout was excellent, with eight electors participating in each group. The exception was the group held in Winnipeg with youth not attending a post-secondary institution, not employed, and not taking training. In this group, 10 electors participated in the discussion.
- Two online focus groups were conducted: one with electors with mobility limitations (held November 27, 2019) and one with electors with hearing impairments (held November 28, 2019). These groups lasted 90 minutes and included a mix of participants by age, gender, education, and severity of disability. The group for electors with mobility limitations included nine participants, and the group for electors with hearing impairments included 12 participants.
- Ten in-depth telephone interviews were conducted between December 2 and 11, 2019. Five interviews were conducted with Indigenous people living in rural areas and five with electors who have mental health conditions or cognitive disabilities. Interviews lasted approximately 40 minutes and were conducted with a mix of participants by gender, age, and region of residence.

In total, 121 eligible electors participated in this research: 90 electors participated in the in-person focus groups, 21 in the online focus groups, and 10 in the in-depth interviews.

The moderators for this study were Philippe Azzie and Alethea Woods. Both contributed to the preparation of the final report.

Honorarium

All participants were paid an honorarium to thank them for taking part in the research. Electors with visual impairments were paid \$150 and all other participants were paid \$100.

Appendices

Quantitative Research Instruments

Recruitment Script

LANDLINE

Hello, my name is _____ and I am calling on behalf of Elections Canada from Advanis. We are doing an important study about the Federal Election.

Please be assured that I am not selling anything and that we are not inquiring about your political opinions. Your survey participation is voluntary and your answers will be kept entirely confidential.

May I speak to the last person in your household who celebrated his or her birthday and that is at least 17 years of age and is a Canadian citizen eligible to vote in October?

IF ASKED: We are asking people to complete three online surveys. Each survey will take about 15 minutes to complete. The first survey will be available in June, the second survey will be available in the fall prior to the election, and the third survey will be available after the election.

IF ASKED: The election is expected to take place on October 21.

IF ASKED ABOUT LEGITIMACY OF 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. Phoenix Strategic Perspectives is conducting this study with Advanis on behalf of Elections Canada.

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).

IF HAVE VISUAL DISABILITY AND CAN'T TAKE WEB SURVEY BUT WANT TO PARTICIPATE: Take down their information and send to team supervisor to add to shift report. We can call them with the survey later.

WIRELESS

Hello, my name is _____ and I am calling on behalf of Elections Canada from Advanis. We are doing an important study about the Federal Election.

Please be assured that I am not selling anything and that we are not inquiring about your political opinions. Your survey participation is voluntary and your answers will be kept entirely confidential.

May I speak to the last person in your household who celebrated his or her birthday and that is at least 17 years of age and is a Canadian citizen eligible to vote in October?

IF ASKED: We are asking people to complete three online surveys. Each survey will take about 15 minutes to complete. The first survey will be available in June, the second survey will be available in

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IF HAVE VISUAL DISABILITY AND CAN'T TAKE WEB SURVEY BUT WANT TO PARTICIPATE: Take down their information and send to team supervisor to add to shift report. We can call them with the survey later.

SCREENER

S1

Please note that this call may be recorded for quality control or training purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

S2

May I confirm that you are a Canadian citizen?

- Yes
- No

S3 *Show if not Canadian citizen*

This survey must be completed by Canadian citizens. Would there be someone in your household who is a Canadian citizen?

- Yes **ASK TO SPEAK TO THAT PERSON**
- No one in household is a Canadian citizen

T3 *Show if no Canadian citizen in household*

Thank you for your time.

LANDLINE

We are conducting a multi survey for Elections Canada. There will be three online surveys. Each will take about 15 minutes to complete. The first survey will be available within the next few weeks. We will also be asking you to complete an online survey in September or October before the election, and then another online survey after the election.

Can I send you a text or email with a link to the survey to complete when you have time? A link to the survey will be sent to you within the next week.

IF YES, ASK: Would you prefer a text message or an email?
 (if Landline and BeforeJunedate and have email OR landline and No email)

WIRELESS

We are conducting a multi survey for Elections Canada. There will be three online surveys. Each will take about 15 minutes to complete. The first survey will be available within the next few weeks. We will also be asking you to complete an online survey in September or October before the election, and then another online survey after the election.

Can I send you a text or email with a link to the survey to complete when you have time? A link to the survey will be sent to you within the next week.

IF YES, ASK: Would you prefer a text message or an email?
 (if NOT landline and BeforeJunedate and have email OR landline and No email)

IF WIRELESS: WE CAN ALSO SEND AN EMAIL WITH THE SURVEY LINK IF THAT IS PREFERRED.

- Yes, send SMS/text message to this number *(Show if NOT landline)*
- Yes, send SMS/text message to [a/a DIFFERENT] mobile number
- [Yes, please send me an email/LAST resort send email instead of SMS (Used if they don't have a smartphone or SMS plan)]
- No - Refused
- Callback later

Refcontactmethod *Show if Refused contactmethod*

Thank you for your time. Goodbye.

CBcontactmethod *Show if Callback contactmethod*

Arrange callback.

confirmemail *Show if contactmethod send email*

Could you please confirm your email address for me?

Refused

emailrefuse *Show if email refused*

Thank you for your time. Goodbye.

confirmsms *Show if send SMS new contactmethod*

What mobile phone number would you like us to send the survey link to?

EndSMS *Show if contactmethod send SMS*

(if DateJunepassed) Thank you for agreeing to participate. We will send you a text message with the survey link shortly.

Goodbye and have a great day/evening!

(if BeforeJunedate) Thank you for agreeing to participate. We will send you a text message with the survey link within the next week.

Goodbye and have a great day/evening!

Status Code: -1

EndEmail *Show if confirmed email*

(if DateJunepassed) Thank you for agreeing to participate. We will send you an email with the survey link shortly.

Goodbye and have a great day/evening!

(if BeforeJunedate) Thank you for agreeing to participate. We will send you an email with the survey link within the next week.

Goodbye and have a great day/evening!

Status Code: -1

Wave 1 Questionnaire

PHONE INTRO

[REFER TO RECRUITMENT SCRIPT]

WEB INTRO

Please select the language in which you wish to complete the survey.

- English/Anglais
- French/*Français*

[NEXT]

Thank you for agreeing to take part in this short survey being conducted on behalf of Elections Canada by Advanis. Click [<here>](#) if you wish to contact Elections Canada to verify the authenticity of this survey. The survey should take no more than 15 minutes to complete and is voluntary and completely confidential.

Elections Canada is required by the *Privacy Act* to protect your personal information. Elections Canada will not use your responses to identify you, and none of your opinions will be attributed to you personally in any way. To view Advanis's privacy policy, click [<here>](#).

[NEXT]

PROGRAMMING NOTES:

- a) SECTION TITLES SHOULD NOT APPEAR ON SCREEN FOR RESPONDENTS.
- b) DO NOT PRESENT QUESTION NUMBERS ON SCREEN FOR RESPONDENTS.
- c) ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE STATED.
- d) ALLOW ONE RESPONSE PER QUESTION UNLESS OTHERWISE STATED.
- e) SOME QUESTIONS ARE PHONE-ONLY OR WEB-ONLY. THIS IS NOTED.

Screening/Quotas

1. Are you a Canadian citizen? [DO NOT READ LIST]

- 01. Yes
- 02. No [TERMINATE]

2. In what year were you born?

- 01. Record year: [NUMBER] [1985-2001= SUBGROUP: YOUTH]
- 02. 2001 [ASK Q3]

[ASK IF Q2=02]

3. Will you be 18 years of age on or before October 21? [DO NOT READ LIST]

- 01. Yes [SUBGROUP: YOUTH]
- 02. No [TERMINATE]

4. In which province or territory do you live? [DO NOT READ LIST]

01. Alberta
02. British Columbia
03. Manitoba
04. New Brunswick
05. Newfoundland and Labrador
06. Northwest Territories
07. Nova Scotia
08. Nunavut
09. Ontario
10. Prince Edward Island
11. Quebec
12. Saskatchewan
13. Yukon
14. I live outside Canada [TERMINATE]

5. Are you of First Nations, Métis or Inuit descent? [DO NOT READ LIST; IF MULTIPLE IDENTITIES, ASK "WHICH DO YOU PRIMARILY IDENTIFY AS"]

01. First Nations
02. Métis
03. Inuit
04. No

[ASK Q6 IF Q5=01]

6. Do you live on a reserve? [READ LIST]

01. Yes [SUBGROUP: INDIGENOUS ON-RESERVE]
02. No [SUBGROUP: INDIGENOUS OFF-RESERVE]

7. MOVED TO DEMOGRAPHIC SECTION

8. MOVED TO DEMOGRAPHIC SECTION

9. MOVED TO DEMOGRAPHIC SECTION

10. Were you born in Canada? [DO NOT READ LIST]

01. Yes [GO TO Q15]
02. No

11. In what country were you born?

01. Record: [TEXT]

12. In what year did you first come to Canada to live?

01. Record year: [NUMBER]

13. In what year did you become a citizen of Canada? [DO NOT READ]

- 01. 2015 [ASK Q14]
- 02. 2016 [SUBGROUP: NEW CANADIAN]
- 03. 2017 [SUBGROUP: NEW CANADIAN]
- 04. 2018 [SUBGROUP: NEW CANADIAN]
- 05. 2019 [SUBGROUP: NEW CANADIAN]
- 06. I was born a Canadian citizen
- 97. Before 2015 (please specify year): [NUMBER]

[ASK IF Q13=01]

14. Did you become a Canadian citizen before or after October 19, 2015? [READ LIST] [INTERVIEWER NOTE: IF ASKED ABOUT THE DATE, SAY: The last federal election was held on October 19, 2015.]

- 01. Before
- 02. After [SUBGROUP: NEW CANADIAN]

Section I: Voter Participation

15. In each election, many people don't or can't vote for a variety of reasons. Thinking about all elections since you have been eligible to vote, have you voted in none of them, some, most, or all of them? [NOTE TO INTERVIEWER: IF ASKED THIS APPLIES TO FEDERAL, PROVINCIAL AND MUNICIPAL ELECTIONS, INCLUDING ELECTIONS IN THE RESPONDENT'S COUNTRY OF ORIGIN]

- 01. None of them
- 02. Some of them
- 03. Most of them
- 04. All of them
- 98. Don't know/don't remember

[SKIP Q16 IF SUBGROUP: NEW CANADIAN OR IF Q2 > 1997]

16. Did you vote in the previous federal election held on October 19, 2015? [DO NOT READ LIST]

- 01. Yes
- 02. No
- 03. I was not eligible to vote in 2015
- 98. I can't recall

Section II: Perceptions of Elections Canada

17. When you think about getting information about when and where to vote, or how to identify yourself at the polls, or any other information on the voting process, who or which organization first comes to mind? [DO NOT READ LIST; RECORD FIRST MENTION] [ONLINE: OPEN ENDED]

NOTES:

If the respondent only mentions where or how they get the information (e.g. "in the mail," "online"), then PROBE: "Can you think of who is the source of information you would get (in the mail, online, etc.)?" DO NOT PROBE MORE THAN ONCE. Record the response given, and move on to the next question.

- 01. Elections Canada
- 02. The Government of Canada/Federal Government
- 03. Provincial/Territorial Government
- 04. Service Canada
- 05. City hall/municipal services
- 06. Local candidate/political party
- 07. Mail/voter card
- 08. Internet
- 09. Television
- 10. Newspapers
- 11. Radio
- 12. Family/friends/neighbours
- 13. Media
- 14. Political parties
- 15. Community groups
- 97. Other. Please specify: [TEXT]
- 98. Don't know

18. How much confidence, if any, do you have in the following institutions in Canada? [PHONE ONLY:]
Do you have a great deal of confidence, a fair amount, not much, or no confidence in... [READ ITEMS]

[GRID]

[ROWS; ROTATE ITEMS]

- a. DELETED
- b. The civil service
- c. The police

- d. The federal government
- e. Big business/corporations
- f. Elections Canada

[COLUMNS]

- 01. A great deal of confidence
- 02. A fair amount of confidence
- 03. Not much confidence
- 04. No confidence
- 98. [DO NOT READ] Don't know

19. Overall, how familiar are you with Elections Canada? [READ LIST]

- 01. Very familiar
- 02. Somewhat familiar
- 03. Just know the name
- 04. Never heard of Elections Canada

[SKIP Q20/21 IF Q19=4]

[SPLIT SAMPLE 50/50 THE NEXT 2 QUESTIONS]

20. [PHONE] Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that Elections Canada is the most trusted source of information about the electoral process? [READ ITEMS]

[WEB] How strongly do you agree or disagree that Elections Canada is the most trusted source of information about the electoral process?

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. [DO NOT READ] I don't know

21. [PHONE] On a scale of 0 (zero) to 10, where 0 means strongly disagree and 10 means strongly agree, how much do you agree that: *Elections Canada is the most trusted source of information about the electoral process.*

[WEB] How much do you agree that...?

Elections Canada is the most trusted source of information about the electoral process.

[PHONE]: Record number: [minimum of 0, maximum of 10]

98. [DO NOT READ] I don't know

[WEB]

- 0. Strongly disagree
- 1. 1

2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. Strongly agree
98. [DO NOT READ] I don't know

Section III: Electoral Information

22. **[PHONE ONLY]** To the best of your knowledge, what are the current ways that electors can vote in a federal election? [DO NOT READ; ACCEPT MULTIPLE MENTIONS].

PROBE CAREFULLY TO AVOID SUGGESTING ANSWERS WHICH WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE "Anything else?"

01. In person at a polling station on election day
02. At an advance polling station
03. By mail (either within Canada or outside Canada)
04. At a local Elections Canada office
05. At home
06. On some post-secondary campuses
97. Other. Please specify: [TEXT]
98. Don't know

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?"

23. **[WEB ONLY]** Besides voting in person at the polling station on election day, is it possible to vote in the following ways? Select all that apply.

[ROTATE]

01. At an advance polling station
02. By mail
03. At a local Elections Canada office
04. Online
05. Through the telephone
06. None of the above
98. Don't know

Section IV: Registration Requirements

24. To the best of your knowledge...[READ ITEMS AND RESPONSE OPTIONS]

[GRID]

[ROWS]

- a. ...do you need to be registered on the list of electors to vote in a Canadian federal election?
- b. ...do you need to update your voter registration if your information changes – for example if you moved or changed your name?

[COLUMNS]

01. Yes
02. No
98. [DO NOT READ] Don't know

25. Are you personally registered to vote in a Canadian federal election? [DO NOT READ LIST]

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

[ASK IF Q25=01]

26. How do you know that you are registered to vote? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

01. I voted in the last federal election
02. I have always been registered
03. My information has not changed since the last federal election
04. I checked off the registration box on my income tax forms
05. I contacted Elections Canada
06. I used the Elections Canada website
07. I received a voter card/Voter Information Card in the mail
97. Other. Please specify: [TEXT]
98. Don't know

[ASK Q27 IF Q24A=01 AND Q25≠1]

27. If someone needed to register to vote or update their voter registration information, how can they do so? [DO NOT READ; ACCEPT MULTIPLE RESPONSES] [ONLINE: OPEN ENDED]

01. Contact Elections Canada by phone
02. Contact Elections Canada by mail
03. Contact Elections Canada through website
04. Use Elections Canada's online voter registration system on its website
05. Contact Elections Canada (general)
06. By voting in a federal election

- 07. At the poll before voting
- 08. At a local Elections Canada office
- 09. On income tax form/Checking box to register on tax forms
- 97. Other. Please specify: [TEXT]
- 98. Don't know

Section V: Voter Identification

[SPLIT SAMPLE: 50/50 – Q28 and Q29 ROTATED SPLIT Sample 1 and Q30 SPLIT SAMPLE 2]

28. 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 LIST]

- 01. Yes
- 02. No
- 98. [DO NOT READ] Don't know

29. 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 LIST]

- 01. Yes
- 02. No
- 98. [DO NOT READ] Don't know

30. In order to vote at a federal election, must electors provide... [READ LIST]

- 01. A proof of identity
- 02. A proof of address
- 03. Both
- 04. Neither
- 98. [DO NOT READ] Don't know

Section VI: Expectations of Voting Experience

31. [PHONE] As you may know, a federal election is expected to be held in the fall. If you wanted to vote, do you think it would be very easy, somewhat easy, somewhat difficult, or very difficult for you to ...? [READ ITEMS]

[WEB] As you may know, a federal election is expected to be held in the fall. If you wanted to vote, how easy or difficult do you think it would be to ...?

[GRID]

[ROWS]

- a. [ASK ONLY IF Q25 = NO OR DON'T KNOW]...register to vote?
- b. ...decide which candidate to vote for?
- c. ...go to the polling station?
- d. ...vote once you arrive at the polling station?

[COLUMNS]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. [DO NOT READ] Don't know

32. How much time do you think it would take you to do the following? [READ ITEMS]

[GRID]

[ROWS]

- a. go to the polling station?
- b. vote once you arrive at the polling station?

- 01. Record time in minutes: [NUMBER]
- 98. [DO NOT READ] Don't know

33. **[WEB ONLY]** Here are some steps you could take during an election campaign before you cast your vote. Please select the steps in the order you would expect to take them, assuming you were to vote. The final step will be to cast your vote.

Only select the steps that would apply to you. [RANDOMIZE ALL BUT "GO TO THE POLLING PLACE TO CAST MY VOTE"; SELECT ALL THAT APPLY]

- 01. Find out about candidates
- 02. Make sure I have the proper ID to vote
- 03. Make sure I'm registered
- 04. Get my Voter Information Card in the mail
- 05. Watch the leaders' debate(s)
- 06. Decide who to vote for
- 07. Decide to vote
- 08. Make a concrete plan to vote (when/where/how)
- 09. Go to the polling place to cast my vote

34. **[WEB ONLY]** Please indicate how easy or difficult you expect each step to be.

[GRID]

[ROWS]

- a. [List items selected in previous question]

[COLUMNS]

- 01. Very easy
- 02. Somewhat easy
- 03. Neither easy nor difficult
- 04. Somewhat difficult
- 05. Very difficult

35. Are you certain to vote, likely to vote, unlikely to vote or certain not to vote in the 2019 federal election? [DO NOT READ LIST]

- 01. Certain to vote
- 02. Likely to vote
- 03. Unlikely to vote
- 04. Certain not to vote
- 98. [DO NOT READ] Don't know

Section VII: Working in the Election

[SPLIT SAMPLE: NEXT 4 QUESTIONS IN 4 ways]

36. Is this true or false? In a federal election, the people who work at the polls are paid. [DO NOT READ LIST]

- 01. True
- 02. False
- 98. Don't know

37. Is this true or false? In a federal election, people from the general public can be hired to work at the polls. [DO NOT READ LIST]

- 01. True
- 02. False
- 98. Don't know

38. During an election, Elections Canada hires and pays local people to work at the polls in their area. How interested would you be in working at the polls in an election? [READ LIST]

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested
- 04. Not at all interested
- 98. [DO NOT READ] Don't know

39. During an election, Elections Canada needs local people to work at the polls in their area; without them it would be impossible to hold elections. How interested would you be in working at the polls in an election? [READ LIST]

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested
- 04. Not at all interested
- 98. [DO NOT READ] Don't know

Section VIII: Political financing and regulation of political entities

40. Is this true or false? There is no limit on the amount of money an individual may donate to a federal political party or candidate. [DO NOT READ LIST]

- 01. True
- 02. False
- 98. Don't know

[SPLIT SAMPLE THE NEXT questions in 4 ways]

41. DELETED QUESTION

42. DELETED QUESTION

43. DELETED QUESTION

44. Do you think it is appropriate for a provincial government to run advertising about federal election issues during a federal election? [DO NOT READ LIST]

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

45. Do you think it is appropriate for provincial government officials to campaign about federal election issues during a federal election? [DO NOT READ LIST]

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

46. DELETED QUESTION

47. Do you think it is appropriate for a federal government to run advertising about provincial election issues during a provincial election? [DO NOT READ LIST]

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

48. Do you think it is appropriate for federal government officials to campaign about provincial election issues during a provincial election? [DO NOT READ LIST]

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

Section VIII: Civic, Democratic and Political Engagement

49. [PHONE] In general, are you very interested, somewhat interested, not very interested, or not at all interested in politics? [DO NOT READ LIST]

[WEB] In general, how interested are you in politics?

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested
- 04. Not at all interested
- 98. Don't know

50. DELETED QUESTION

51. Who is the current federal Minister of Finance in Canada? Is it...? [READ LIST]

[ROTATE NAMES]

- 01. Bill Morneau
- 02. Marc Garneau
- 03. Chrystia Freeland
- 04. Ralph Goodale
- 98. [DO NOT READ] Don't know

52. To the best of your knowledge, which government has primary responsibility for ...? [READ ITEM]
[PHONE ONLY: READ "Is it the federal, provincial, or municipal government?"]

[READ NEXT ITEM]

[GRID]

[ROWS; ROTATE]

- a. ...education?
- b. ...defence?

[COLUMNS]

- 01. Federal
- 02. Provincial
- 03. Municipal
- 98. [DO NOT READ] Don't know

53. [PHONE] Thinking about government and politics in Canada, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? [READ ITEMS]

[WEB] Thinking about government and politics in Canada, how strongly do you agree or disagree with the following statements?

[GRID]

[ROWS; ROTATE]

- a. All federal political parties are basically the same; there is not really a choice.
- b. I do not think government cares much about what people like me think.
- c. Sometimes politics and government seem so complicated that someone like me can't really understand what's going on.

[COLUMNS]

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

[SPLIT SAMPLE: 50/50 THE NEXT 2 QUESTIONS]

54. DELETED QUESTION

55. For some people, voting is a duty. They feel that they should vote in every election. For others, voting is a choice. They only vote when they feel strongly about that election. For you personally, is voting first and foremost a duty or a choice? [DO NOT READ LIST]

[NOTE: IF RESPONDENT SAYS "both," PROBE "If you had to choose which would you say is the most important: duty or choice?"]

- 01. Duty
- 02. Choice
- 98. Don't know

56. For some people, voting is a choice. They only vote when they feel strongly about that election. For others, voting is a duty. They feel that they should vote in every election. For you personally, is voting first and foremost a choice or a duty? [DO NOT READ LIST] [NOTE: IF RESPONDENT SAYS "both," PROBE "If you had to choose which would you say is the most important: choice or duty?"]

- 01. Choice
- 02. Duty
- 98. Don't know

57. When you were in high school, did you take any courses where you learned about government, politics and democracy? [DO NOT READ LIST]

- 01. Yes
- 02. No
- 03. Did not attend high school
- 98. Don't know

[ASK Q58 if —SUBGROUP: YOUTH]

58. Did you participate in a mock election program in primary school or high school, for example Student Vote? [DO NOT READ LIST]

[NOTE TO INTERVIEWERS: If asked about Student Vote: “This is a program that runs during a federal, provincial or municipal election that lets students vote for the actual candidates in a mock election at their schools.”]

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

59. DELETED QUESTION

60. DELETED QUESTION

61. [PHONE] When you were growing up, did you often, sometimes, or never talk about politics or government at home? [DO NOT READ LIST]

[WEB] When you were growing up, how often did you talk about politics or government at home?

- 01. Often
- 02. Sometimes
- 03. Never
- 04. Not applicable
- 98. Don't know/don't remember

62. [PHONE] And now, do you often, sometimes, or never talk about politics or government [INSERT ITEM]? [READ OPTIONS]

[WEB] And now, how often do you talk about politics or government ...?

[GRID]

[ROWS]

- a. ...at home?
- b. ...with friends?

[COLUMNS]

- 01. Often
- 02. Sometimes
- 03. Never
- 04. [DO NOT READ] Not applicable
- 98. [DO NOT READ] Don't know/don't remember

63. [WEB ONLY] In the past 12 months, have you done any of the following? (select all that apply)

[GRID]

[ROWS; ROTATE ITEMS]

- a. Left a comment on an online article, or wrote a letter or email to a newspaper
- b. Attended a community meeting about a local issue
- c. Contacted a politician to express your views on an issue
- d. Participated in a demonstration or protest march
- e. Signed a petition
- f. Raised or donated money for a cause
- g. Bought or boycotted products for political or ethical reasons
- h. Wore a t-shirt, bracelet, or badge for a cause
- i. Used social media to share political information or content
- j. Searched online for information about political issues
- k. Volunteered for an organization
- l. Volunteered for a political party or a candidate
- m. Donated money to a political party or a candidate
- n. None of the above

64. Do you think of yourself as close to a particular federal political party? [READ LIST]

01. Yes
02. No
98. [DO NOT READ] Don't know

[ASK IF Q64=01]

65. [PHONE] Do you feel very close, somewhat close, or not very close to this party? [READ LIST] [WEB]
How close do you feel to this party?

01. Very close
02. Somewhat close
03. Not very close
98. [DO NOT READ] Don't know

Section X: Electoral Change and Technology

[SPLIT SAMPLE THE NEXT QUESTIONS in 7 ways; Respondents ASKED 1 of Q70a-B-Q71-Q72A-D]

66. DELETED QUESTION

67. DELETED QUESTION

68. DELETED QUESTION

69. DELETED QUESTION

70. [PHONE] Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement? [READ ITEMS]
[WEB] How strongly do you agree or disagree with the following statement?

- a. The voting age in a federal election should be lowered from 18 to 16 years old.
- b. Canadians should have the option to vote over the Internet in federal elections.

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. [DO NOT READ] Don't know

71. Which statement comes closest to your own view? [READ LIST]

[ROTATE FIRST TWO OPTIONS]

- 01. Voting on the Internet is risky
- 02. Voting on the Internet is safe
- 98. [DO NOT READ] Not sure

72. In some countries, there are rules or incentives in place to ensure political parties run candidates from certain groups. [PHONE] Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that (PIPE IN TEXT OF SELECTED Q72A-H)? [WEB] How strongly do you agree or disagree that (PIPE IN TEXT OF SELECTED Q72A-H)?

- a. political parties should be required to have more women candidates?
- b. political parties should receive a financial incentive for having more women candidates?
- c. deleted
- d. deleted
- e. political parties should be required to have more Indigenous candidates?
- f. political parties should receive a financial incentive for having more Indigenous candidates?
- g. deleted
- h. deleted

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. [DO NOT READ] Don't know

Section XI: Media and Privacy

73. DELETED QUESTION

74. DELETED QUESTION

75. In the last 2 weeks, have you... [ONLINE: ...done any of the following? Select all that apply.]

[GRID]

[ROWS; ROTATE ITEMS]

- a. Read a newspaper or magazine
- b. Read or watched news online
- c. Watched television
- d. DELETED
- e. Listened to radio
- f. DELETED
- g. Used public transit
- h. Used social media **[PHONE: READ IF ASKED: (for example, Facebook, Twitter, Snapchat, YouTube, etc.)]**
- i. Watched a movie at a movie theatre
- j. None of the above

[ASK IF AT LEAST 2 of Q75 A, B, C, E, or H=01]

76. [WEB ONLY] In general, which of these media sources would you say is your main source of news?

01. Newspapers or magazines [HIDE IF Q75A IS NOT SELECTED]
02. Online news [HIDE IF Q75B IS NOT SELECTED]
03. Television [HIDE IF Q75C IS NOT SELECTED]
04. DELETED
05. Radio [HIDE IF Q75E IS NOT SELECTED]
06. DELETED
07. Social media [HIDE IF Q75H IS NOT SELECTED]
08. [DO NOT READ] None of the above.
97. [DO NOT READ] Other. Please specify: [TEXT]

77. DELETED QUESTION

78. [PHONE] Would you say that you have a great deal of trust, a fair amount, not much, or no trust at all in the following sources of news information? [READ ITEMS]
[WEB] How much trust do you have in the following sources of news information?

[GRID]

[ROWS; ROTATE]

- a. Traditional journalism, which includes mainstream media outlets available in print, on TV, and online.
- b. News information posted on social media. This does not include people's personal opinions.

[COLUMNS]

01. A great deal of trust
02. A fair amount of trust
03. Not much trust
04. No trust at all
98. [DO NOT READ] Don't know

79. Elections Canada keeps the name, address and date of birth of all Canadians who are registered to vote. This information is shared with federal political parties every year, and when there is an election. [PHONE] Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements? [READ ITEMS]
[WEB] How strongly do you agree or disagree with the following statements?

[GRID]

[ROWS; ROTATE]

- a. Elections Canada can be trusted to protect the personal information of Canadians.
- b. [SPLIT SAMPLE 3 WAYS] i. Political parties can be trusted to collect and use the personal information of Canadians in a responsible way./ii. Laws should regulate how political parties collect and use Canadians' personal information./iii. It is important for political parties to collect and use personal information about Canadians in order to communicate with them.

[COLUMNS]

01. Strongly agree
02. Somewhat agree
03. Somewhat disagree
04. Strongly disagree
98. [DO NOT READ] Don't know

Section XV: Demographics

The last few questions are for classification purposes only. Please be assured that your answers will remain completely confidential.

80. DELETED QUESTION

81. For the purposes of this survey, could you please provide your gender? [READ LIST]

01. Female
02. Male
97. Or please specify. [TEXT]
99. [DO NOT READ] Prefer not to say

82. What language do you speak most often at home? [READ LIST]

01. English
02. French
97. Or please specify. [TEXT]
99. [DO NOT READ] Prefer not to say

82a. Will you be enrolled in full-time or part-time post-secondary studies in the fall? [READ LIST]

01. Yes
02. No
99. [DO NOT READ] Prefer not to say

83. What best describes your current employment status? [READ LIST]

- 01. Working full-time [PHONE: READ IF ASKED “that is, 35 or more hours per week”]
- 02. Working part-time [PHONE: READ IF ASKED “that is, less than 35 hours per week”]
- 03. DELETED
- 04. Self-employed
- 05. Unemployed, but looking for work
- 06. A student attending school full-time
- 07. Retired
- 08. A caregiver or homemaker
- 97. Other [specify]
- 99. [DO NOT READ] Prefer not to answer

84. What is your marital status? [DO NOT READ LIST]

- 01. Married
- 02. Living common-law
- 03. Widowed
- 04. Separated
- 05. Divorced
- 06. Single, never married
- 99. [DO NOT READ] Prefer not to answer

85. 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)
- 97. Other (specify)
- 98. Don’t know
- 99. Prefer not to answer

7. How much difficulty do you have with ... [READ FIRST ITEM]? [PHONE] Do you have no difficulty, some, a lot, or you can’t do this at all? What about...[READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED]

[GRID]

[ROWS; ROTATE]

- a. ...hearing, even when using a hearing aid?

- b. ...seeing, even when wearing glasses or contacts?
- c. ...going up and down a flight of stairs without resting?
- d. ...using your fingers to grasp a small object like a pencil?

[COLUMNS]

- 01. No difficulty [SCORE 0]
- 02. Some difficulty [SCORE 1]
- 03. A lot of difficulty [SCORE 4]
- 04. I cannot do this at all [SCORE 7]
- 99. [DO NOT READ] Prefer not to say

8. Thinking of your daily activities, how much difficulty do you have with... [READ FIRST ITEM]? [PHONE]
Do you have no difficulty, some, a lot, or you can't do most daily activities because of this? What about...[READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED]

[GRID]

[ROWS; ROTATE]

- a. ...chronic or recurring pain?
- b. ...learning, remembering or concentrating?
- c. ...a mental, psychological, or emotional health condition?
- d. ...a developmental disability or disorder, for example Down syndrome or autism?

[COLUMNS]

- 01. No difficulty [SCORE 0]
- 02. Some difficulty [SCORE 1]
- 03. A lot of difficulty [SCORE 4]
- 04. I cannot do most activities because of this [SCORE 7]
- 99. [DO NOT READ] Prefer not to say

USE Q7 AND Q8 TO CONSTRUCT THE DISABILITY SEVERITY SCALE

scores of 0-1=No disability	
scores of 2-3=Mild disability	[SUBGROUP: MILD/MODERATE DISABILITY]
scores of 4-6=Moderate disability	[SUBGROUP: MILD/MODERATE DISABILITY]
scores of 7-13=Severe disability	[SUBGROUP: VERY/SEVERE DISABILITY]
scores of 14+=Very severe disability	[SUBGROUP: VERY/SEVERE DISABILITY]

[SKIP Q9 if Disability severity scale <2]

9. Do you consider yourself to have a disability? [DO NOT READ LIST]

- 01. Yes
- 02. No
- 99. Prefer not to say

86. What was the total annual income of all members of your household combined, before taxes, in 2018? [READ LIST]

- 01. Under \$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 above
- 99. [DO NOT READ] Prefer not to answer

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

- 01. Record number of people: [NUMBER]
- 99. [DO NOT READ] Prefer not to answer

[ASK IF Q87=02 or more]

88. How many people in your household are under 18 years old?

- 01. Record number of people: [NUMBER]
- 99. [DO NOT READ] Prefer not to answer

[ASK IF Q88=01 or more]

89. What is the age of the youngest person in your household?

- 01. Record age in years: [NUMBER]
- 99. [DO NOT READ] Prefer not to answer

90. DELETED QUESTION

91. How many times have you moved in the last 12 months? [DO NOT READ LIST] [READ IF ASKED: "A move is considered moving to any new dwelling, including a move for college or university."] [WEB] If you have not moved please enter 0.

- [PHONE]
- 01. Record number of moves: [allow a minimum of 1, maximum of 10]
 - 02. Did not move
 - 98. [DO NOT READ] Don't know/don't remember
 - 99. [DO NOT READ] Prefer not to say

[WEB]

- 01. _____ [allow a minimum of 0, maximum of 10]
- 98. [DO NOT READ] Don't know/don't remember
- 99. [DO NOT READ] Prefer not to say

92. DELETED QUESTION

93. DELETED QUESTION

[ASK IF Q5=04]

94. What is your ethnic or cultural background? [DO NOT READ. ACCEPT ONLY ONE REPLY; USE 97 FOR MIXED/MULTIPLE ETHNICITIES.]

Group	<i>Includes</i>
01 White/Caucasian	English-Canadian, French-Canadian, Quebecois 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, Anguillian, 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, Guadeloupian, Guinean, Guinea-Bissauan, Guyanese, Haitian, Ivorian, Jamaican, Kenyan, Lesothan, Liberian, Malagasy, Malawian, Malian, Martinican/French Guiana, Montserratian, Mozambican, Namibian, Nevisitian, 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
97 Other visible minorities or mixed ethnicity, please specify	RECORD _____

Group	<i>Includes</i>
98 Don't know	
99 Refusal	

[WEB LIST]

- Caucasian/European
- Latino/Hispanic
- Middle Eastern
- African
- Caribbean
- South Asian
- East Asian
- Other. Please specify: [TEXT]
- Prefer not to say

95. [WEB ONLY] We're interested in how you see yourself. How well does the following pair of words describe you?

[GRID]

[ROWS; ROTATE]

- a. Extraverted, enthusiastic
- b. Critical, quarrelsome
- c. Dependable, self-disciplined
- d. Anxious, easily upset
- e. Open to new experiences, complex
- f. Reserved, quiet
- g. Sympathetic, warm
- h. Disorganized, careless
- i. Calm, emotionally stable
- j. Conventional, uncreative

[COLUMNS]

01. Very well
02. Somewhat well
03. Not very well
04. Not well at all
99. Prefer not to answer

96. Finally, to help us better understand how results vary by region, please provide your postal code.

[WEB PANEL ONLY] Finally, to help Elections Canada better understand how results vary locally and by region, would you please provide your postal code? Your postal code will not be used to identify you or link your survey responses to you.

Record: [TEXT]

98. Don't know [ASK Q97]

99. Prefer not to answer [ASK Q97]

97. Would you be willing to provide the first three digits of your postal code?

01. Record: [TEXT]

02. No

PHONE CONCLUSION

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

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

[IF ASKED]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to www.priv.gc.ca and click "Report a concern"

We'll contact you for the follow-up survey during the electoral period.

ONLINE CLOSING PAGE

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Web: Go to www.priv.gc.ca and click "Report a concern"

We'll contact you for the follow-up survey during the electoral period.

[WEB ONLY: IF Q38 or Q39 ARE 01 or 02, SHOW THE FOLLOWING AFTER THE PRIVACY INFORMATION: You indicated that you might be interested in working at the polls in your area. For information about doing so, please visit this page of Elections Canada's website:

<https://www.elections.ca/content.aspx?section=emp&dir=pos&document=index&lang=e>

Wave 2 Questionnaire

WEB INTRO

Please select the language in which you wish to complete the survey.

- English/Anglais
- French/*Français*

A short while ago, you agreed to take part in an important study about the Federal Election. Thank you for completing the first of the three surveys being conducted on behalf of Elections Canada by Advanis.

It is now time to complete the second survey. It should take no more than 15 minutes to complete and is completely confidential. Click [<here>](#) if you wish to contact Elections Canada to verify the authenticity of this survey.

Elections Canada is required by the *Privacy Act* to protect your personal information. Elections Canada will not use your responses to identify you, and none of your opinions will be attributed to you personally in any way. To view Advanis's privacy policy, click [<here>](#).

PROGRAMMING NOTES:

- Questions with no red notation [W2x] are to be asked during each W2 survey.
- Questions with a red notation [W2x] are to be asked only during the wave identified.
- Each wave is date-specific. Respondents will receive the survey in field when they click the link.
- Given an election day of October 21, the waves correspond to the following dates:
 - W2a = Sept. 1 to 17
 - W2b = Sept. 18 to Oct. 1
 - W2c = Oct. 2 to 8
 - W2d = Oct. 9 to 15
 - W2e = Oct. 16 to 20
- No new survey invites for W2 will be sent on or after October 21.

The following variables from W1 are required for import to W2:

- Overall disability severity score
- Level of difficulty with:
 - Hearing (W1 Q7a)
 - Seeing (W1 Q7b)
 - Using stairs (W1 Q7c)
 - Chronic pain (W1 Q8a)
- Indigenous (W1 Q5)
- Primary language other than English or French (W1 Q82)
- Province/Territory (W1 Q4)
- Is registered to vote or not (W1 Q25)

SECTION 1: Electoral Information

1. AWARENESS

[IF W2a]: Are you aware that a federal election is scheduled to take place on October 21, 2019?

[IF W2b,c,d,e]: Are you aware that a federal election will take place on October 21, 2019?

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

[ASK IF DATE < Oct. 21]

2. VOTE INTENTION

How likely or unlikely is it that you will vote in the 2019 federal election?

- 01. Certain to vote
- 02. Likely to vote
- 03. Unlikely to vote
- 04. Certain not to vote
- 05. **[Show if W2b-e AND Q1=01]** I already voted
- 98. Don't know

3. INFORMED VOTING PROCESS - BREAKDOWN

Overall, how well informed do you feel you are about voting in the federal election, in terms of ...

- [GRID]
[ROWS]
- a. where to vote?
 - b. when to vote?
 - c. the ways to vote?

- [COLUMNS]
- 01. Very informed
 - 02. Somewhat informed
 - 03. Not very informed
 - 04. Not at all informed
 - 98. Don't know

SECTION 2: EC Advertising

4. UNAIDED RECALL – EC ADVERTISING

Over the past few weeks or so, have you seen, heard or read any advertising or communications from Elections Canada about where, when and the ways to register and vote in the Canadian federal election?

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

[ASK IF Q4=01]

5. HOW DID YOU KNOW

How did you know that it was an ad or communication from Elections Canada?

[OPEN-ENDED]

01. It said Elections Canada
02. The logo/branding
03. Mentioned Elections Canada website/contact info
04. The ad topic (e.g. it was about how and when to vote and register in the election)
05. It seemed like it was/I just knew
97. Other. Please specify: [TEXT]
98. Don't know/don't remember

[ASK IF Q4=01]

6. CHANNEL UNAIDED RECALL

Where did you see or hear this advertising or communication? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

01. Movie theatre
02. Newspaper
03. Outdoor billboards
04. Postcard or brochure in the mail
05. Public transit (bus or subway)
06. Radio
07. Television
08. Facebook
09. Twitter
10. YouTube
11. Instagram
12. Snapchat
13. Spotify
14. Internet website
97. Other. Please specify: [TEXT]
98. Don't know/don't remember

[ASK IF Q4=01]

7. MAIN MESSAGE UNAIDED RECALL

Thinking about the advertising and communications that you saw or heard, what do you think is the main point they were trying to get across?

[OPEN-ENDED]

98. Don't know/don't remember

SECTION 3: Knowledge-related Measures

8. KNOWLEDGE REGISTRATION

[If W2a-b] To the best of your knowledge...

[GRID]

[ROWS]

- a. ...do you need to be registered on the list of electors to vote in a Canadian federal election?
- b. ...do you need to update your voter registration if your information changes – for example if you moved or changed your name?

[COLUMNS]

01. Yes

02. No

98. Don't know

[IF Q8A ≠ 01 AND Q8B ≠ 01, THEN SKIP Q9, Q10, Q11A and Q11B]

[SPLIT SAMPLE THE NEXT 4 QUESTIONS AS FOLLOWS:

- 50% get Q9, and skip Q10 as well as Q11A and Q11B

- The other 50% get Q10 and then are further split in two to get either Q11A (25% of total sample) OR Q11B (also 25% of total sample)]

9. REGISTRATION METHODS OPEN

[W2a-b] If someone needed to register to vote or update their voter registration information, how can they do so? [ONLINE: OPEN-ENDED]

01. Contact Elections Canada by phone
02. Contact Elections Canada by mail
03. Contact Elections Canada through website
04. Use Elections Canada's online voter registration system on its website
05. Contact Elections Canada (general)
06. By voting in a federal election
07. At the poll before voting
08. At a local Elections Canada office
09. On income tax form/Checking box to register on tax forms
97. Other. Please specify: [TEXT]
98. Don't know

10. ELECTION DAY REGISTRATION

[W2a-b] 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?

01. Yes

- 02. No
- 98. Don't know

11A. ONLINE REGISTRATION A

[W2a-b] To the best of your knowledge, can electors use an Online Voter Registration Service on Elections Canada's website to check, update or complete their voter registration during the election?

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

11B. ONLINE REGISTRATION B

[W2a-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?

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

[SPLIT SAMPLE: NEXT 2 QUESTIONS IN 2 WAYS]

12A. KNOWLEDGE ID A

[W2c-e] To the best of your knowledge,

[GRID]

[ROWS; ROTATE ORDER]

- a. do voters have to present a proof of identity in order to vote in a Canadian federal election?
- b. do voters have to present a proof of address in order to vote in a Canadian federal election?

[COLUMNS]

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

12B. KNOWLEDGE ID B

[W2c-e] 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
- 98. Don't know

13. KNOWLEDGE WAYS TO VOTE

[W2c-d] Besides voting in person at the polling station on election day, is it possible to vote in the following ways? Select all that apply.

[ROTATE 01-05]

01. At an advance polling station
02. By mail
03. At a local Elections Canada office
04. Online
05. Through the telephone
06. None of the above
98. Don't know

[SPLIT SAMPLE: NEXT 4 QUESTIONS IN 4 WAYS]

14A. WORK THE POLLS - PAID

[W2a] Is this true or false? In a federal election, the people who work at the polls are paid.

01. True
02. False
98. Don't know

14B. WORK THE POLLS – GENERAL PUBLIC

[W2a] Is this true or false? In a federal election, people from the general public can be hired to work at the polls.

01. True
02. False
98. Don't know

14C. WORK THE POLLS – INTEREST PAID

[W2a] During an election, Elections Canada hires and pays local people to work at the polls in their area. How interested would you be in working at the polls in the election?

01. Very interested
02. Somewhat interested
03. Not very interested
04. Not at all interested
98. Don't know

14D. WORK THE POLLS – INTEREST DUTY

[W2a] During an election, Elections Canada needs local people to work at the polls in their area; without them it would be impossible to hold elections. How interested would you be in working at the polls in the election?

01. Very interested
02. Somewhat interested
03. Not very interested
04. Not at all interested
98. Don't know

SECTION 4: Aided recall of EC advertising

15. RECALL SLOGAN

Do you recall hearing or seeing the slogan "It's Our Vote"?

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

[SPLIT SAMPLE: NEXT QUESTION – 50% RECEIVE IMAGE; 50% DO NOT]

16. RECEIVED VIC

[IF W2c-e] So far in this election, have you received a voter information card in the mail addressed to you personally telling you where and when to vote?

[INSERT IMAGE]

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

[ASK IF Q16=01]

17. VIC INFO CORRECT

Was the following information correct on the card you received?

- [GRID]
[ROWS]
- a. your name?
 - b. your address?

- [COLUMNS]
- 01. Yes
 - 02. No
 - 98. Don't know

18. REMINDER BROCHURE

[IF W2c-e] Do you remember receiving a brochure in the mail over the past few weeks or so describing how to prepare to vote in the upcoming federal election? [SHOW IMAGE OF COVER PAGE]

[INSERT IMAGE]

- 01. Yes
- 02. No

98. Don't know

FOR W2a:

- RESPONDENTS TO BE PRESENTED WITH 2 ADS: 1 DIGITAL IMAGE AND 1 VIDEO
- THE DIGITAL IMAGE WILL BE SELECTED ON A RANDOMIZED BASIS

FOR EACH OF W2b-e:

- RESPONDENTS TO BE PRESENTED WITH 3 ADS:
 - 1 DIGITAL IMAGE (i.e. social media and web banner ads)
 - 1 PRINT IMAGE (i.e. print ads and outdoor billboard/transit ads)
 - AND EITHER 1 VIDEO OR 1 AUDIO AD
- WITHIN EACH CATEGORY, THE AD WILL BE SELECTED ON A RANDOMIZED BASIS
- SEE ANNEX 1

FOR ALL OF W2a-e:

- THOSE WITH “A LOT OF DIFFICULTY” SEEING (OR HIGHER) ≠ PRESENTED WITH IMAGE MATERIALS. AT W2a, THIS GROUP SHOULD GET NO ADS (SKIP TO Q26).
- THOSE WITH “A LOT OF DIFFICULTY” HEARING (OR HIGHER) ≠ RECEIVE AUDIO-ONLY MATERIALS.
- THOSE WITH “A LOT OF DIFFICULTY” HEARING AND SEEING (OR HIGHER) SHOULD RECEIVE NO ADS (SKIP TO Q26).

19. SEEN AD - IMAGE

[IF IMAGE] Have you seen this ad in the past few weeks?

[INSERT IMAGE]

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

20. SEEN AD – VIDEO

[IF VIDEO] Have you seen or heard this ad in the past few weeks?

[Click here to watch]

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

21. SEEN AD - AUDIO

[IF AUDIO] Have you heard this ad in the past few weeks?

[Click here to listen]

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

[IF YES TO ANY OF Q19-21]**22. CHANNEL – AIDED RECALL**

Where have you seen, read or heard these ads? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. Movie theatre
- 02. Newspaper
- 03. Outdoor billboards
- 04. Postcard or brochure in the mail
- 05. Public transit (bus or subway)
- 06. Radio
- 07. Television
- 08. Facebook
- 09. Twitter
- 10. YouTube
- 11. Instagram
- 12. Snapchat
- 13. Spotify
- 14. Internet website
- 97. Other. Please specify: [TEXT]
- 98. Don't know/don't remember

23. MAIN MESSAGE – AIDED RECALL

What do you think is the main point these ads are trying to get across? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. **[Show if W2a]** You can work at the federal election
- 02. **[Show if W2a]** The federal election is scheduled in the fall
- 03. **[Show if W2b-e]** The federal election is on October 21
- 04. You need to be registered to vote
- 05. Check or update your registration
- 06. Check the mail for your voter information card
- 07. The voter information card tells you when and where to vote
- 08. There are ways to vote early
- 09. The Elections Canada website has official information
- 10. It's important to vote
- 11. You need to prove your identity and address to vote
- 12. It's our vote
- 13. Get out and vote
- 15. Who is eligible to vote
- 16. It is easy to vote
- 97. Other. Please specify: [TEXT]
- 98. Don't know/don't remember

24. OPINION AIDED RECALL

To what extent do you agree or disagree with the following statements about these ads?

[GRID]

[ROTATE ROWS]

- a. These ads catch my attention
- b. These ads are relevant to me
- c. These ads are clear
- d. These ads provide useful information

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

[ASK IF INDIGENOUS OR PRIMARY LANGUAGE IS NOT ENGLISH OR FRENCH – W1]

25. ADS OTHER LANGUAGES

Thinking about the ads and communications pieces you have seen or been shown, have you seen, read or heard any of these ads in a language other than English or French?

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

SECTION 5: Experience of campaign

26. VISITED EC WEBSITE

[IF W2a] Have you visited Elections Canada's website in the past month or so?

[IF W2b-e] Have you visited Elections Canada's website so far in this election?

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

[ASK IF Q26=01]

27. SATISFACTION EC WEBSITE

How satisfied were you with your experience using Elections Canada's website?

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

98. Don't know

[ASK IF Q27 = 03 or 04]

27B. Why were you dissatisfied with your experience using Elections Canada's website?

[OPEN-ENDED]

98. Don't know/don't remember

28. CONTACTED EC

[IF W2a] Have you directly contacted Elections Canada in the past month or so?

[IF W2b-e] Have you directly contacted Elections Canada so far in this election?

01. Yes

02. No

98. Don't know

[ASK IF Q28=01]

29. CONTACT EC CHANNEL

How did you contact Elections Canada? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

01. By phone

02. By email

03. By mail

04. Through social media

05. Through a web form on Elections Canada's website

06. At a local Elections Canada office

97. Other. Please specify: [TEXT]

98. Don't know

[ASK IF Q29≠98]

30. SATISFACTION CONTACT EC

How satisfied were you with the service you received when you contacted Elections Canada?

01. Very satisfied

02. Somewhat satisfied

03. Somewhat dissatisfied

04. Very dissatisfied

98. Don't know

31. SATISFACTION OVERALL INFO RECEIVED

Overall, how satisfied are you with the information you have received from Elections Canada on the voting process, meaning where, when, and the ways to vote in the federal election?

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. Don't know

[ASK IF NOT REGISTERED – W1, Q25=02 OR 98]

32. REGISTRATION – PREVIOUSLY UNREGISTERED

Have you made sure that you are registered to vote in the federal election?

- 01. Yes, I registered to vote recently
- 02. Yes, I checked and I was already registered
- 03. No, I have not
- 98. Don't know

[ASK IF REGISTERED – W1, Q25=01]

33. REGISTRATION CHECK – PREVIOUSLY REGISTERED

[IF W2a] Have you checked or updated your voter registration in the past month or so?

[IF W2b-e] Have you checked or updated your voter registration so far in this election?

- 01. Yes, I checked that it was correct
- 02. Yes, I updated my information
- 03. No, I have not
- 98. Don't know

[ASK IF (Q32=01 or 02) or (Q33=01 or 02)]

34. REGISTERED METHOD

How did you make sure you are registered? Select all that apply.

[RANDOMIZE OPTIONS; SELECT ALL THAT APPLY]

- 01. Contacted Elections Canada by phone
- 02. Contacted Elections Canada by mail
- 03. Contacted Elections Canada through website
- 04. Used Elections Canada's online voter registration system on its website
- 05. **[Show if W2c-d AND Q2 = 05]** At the poll before voting
- 06. [Show if W2b-e] At a local Elections Canada office
- 07. [Show if Q16 = 01] I made sure my voter information card was correct
- 97. Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF ((Q32=01 or 02) or (Q33=01 or 02)) AND Q34≠98]

35. EASE CHECKING REGISTRATION

How easy or difficult was it to make sure you are registered?

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know

36. CONFIDENCE EC

Overall, how much confidence do you have in Elections Canada?

- 01. A great deal of confidence
- 02. A fair amount of confidence
- 03. Not much confidence
- 04. No confidence
- 98. Don't know

37. WATCHED LEADERS' DEBATE

[W2e] Did you watch or listen to any of the leaders' debates that took place during this election?

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

[ASK IF Q37=01]

38. CHANNEL LEADERS' DEBATE

[W2e] How did you watch or listen to the leaders' debate(s)? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. Television
- 02. Radio
- 03. Live on YouTube
- 04. Live on Twitter
- 05. Live on Facebook
- 10. Live on news website
- 11. After the fact online
- 97. Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF Q37=02]

39. WHY NOT – LEADERS’ DEBATE

[W2e] Is there a specific reason you did not watch or listen to any of the leaders’ debate(s)? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. I do not like watching political debates
- 02. I had other things to do
- 03. I’m not interested in politics
- 04. I forgot
- 05. I had already decided who to vote for
- 06. I read about the debate instead
- 07. I did not know there were debates
- 08. I did not know when or how to watch the debates
- 09. I could not access the debates
- 10. The debate format was not accessible to me
- 12. No specific reason/I just didn’t
- 97. Other. Please specify: [TEXT]
- 98. Don’t know

40. PERSONALLY CONTACTED BY CANDIDATE

During the election so far, have you been directly contacted by a political party or candidate?

- 01. Yes
- 02. No
- 98. Don’t know

[ASK IF Q40=01]

41. CANDIDATE CONTACT - METHOD

How did the political party or candidate contact you? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. In person (e.g. door-to-door campaigning)
- 02. A telephone call from a live person
- 03. A telephone call with a recorded message
- 04. A text message on your phone
- 05. Through social media
- 06. Email
- 07. Mail
- 97. Other. Please specify: [TEXT]

42. PREFERRED CONTACT METHOD

What do you think are appropriate ways for political parties or candidates to contact you during an election? Select all that apply.

[SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. In person (e.g. door-to-door campaigning)
- 02. A telephone call from a live person
- 03. A telephone call with a recorded message
- 04. A text message on your phone
- 05. Social media
- 06. Email
- 07. Mail
- 08. None of the above
- 97. Other. Please specify: [TEXT]
- 98. Don't know

SECTION 6: Policy questions

[SPLIT SAMPLE: NEXT 2 QUESTIONS IN 2 WAYS]

43. POLITICAL PARTIES SPENDING LIMITS - OPINION

There are limits on how much political parties can spend during elections. Is this a good thing or a bad thing?

- 01. Good thing
- 02. Bad thing
- 98. Don't know

44. SOURCES OF POLITICAL FINANCING - OPINION

How much do you agree or disagree with the following statement?

The public has a right to know where political parties and candidates get their money.

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. Don't know

45. SATISFACTION DEMOCRACY

Overall, how satisfied are you with the way democracy works in Canada?

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Not very satisfied
- 04. Not satisfied at all
- 98. Don't know

[SPLIT SAMPLE: NEXT 2 QUESTIONS IN 2 WAYS]

46. RESPONSIBILITY ENCOURAGING YOUTH TO LEARN ABOUT ELECTIONS

[W2a] Who do you think should be MOST responsible for encouraging young people to learn about elections?

[ACCEPT 1 RESPONSE; RANDOMIZE OPTIONS]

- 01. Schools
- 02. Parents
- 03. Elections Canada
- 04. Political parties
- 05. Youth organizations
- 97. Other. Please specify: [TEXT]
- 98. Don't know

47. RESPONSIBILITY ENCOURAGING YOUTH TO VOTE

[W2a] Who do you think should be MOST responsible for encouraging young people to vote?

[ACCEPT 1 RESPONSE; RANDOMIZE OPTIONS]

- 01. Schools
- 02. Parents
- 03. Elections Canada
- 04. Political parties
- 05. Youth organizations
- 97. Other. Please specify: [TEXT]
- 98. Don't know

[SPLIT SAMPLE: NEXT 2 QUESTIONS IN 2 WAYS]

48. BALLOT COUNTING PREFERENCE

In Canadian federal elections, each paper ballot is counted by hand. In some provincial elections, paper ballots are scanned into a machine that counts the votes. Which vote counting method do you prefer?

- 01. Hand counting
- 02. Machine counting
- 03. No preference
- 98. Don't know

49. VOTERS LIST PREFERENCE

In a Canadian federal election, workers at the polls use paper lists to see if an elector's name is on the list and to mark them off after they vote. In some provincial elections, poll workers use computers or tablets to electronically look up and mark off electors' names. Which method do you prefer?

- 01. Paper lists
- 02. Computer lists
- 03. No preference
- 98. Don't know

50. VOTER FRAUD/SUPPRESSION OPINION

Thinking about the election in your riding, how much of a problem would it be if...

[GRID]

[ROWS/ROTATE ITEMS]

- a. One person who is eligible to vote was prevented from voting in your riding?
- b. One person who is not eligible to vote was able to vote in your riding?

[COLUMNS]

01. Major problem
02. Moderate problem
03. Minor problem
04. Not a problem at all
98. Don't know

51. RECALL FALSE INFORMATION

Since the beginning of the election campaign, do you recall seeing or hearing any false information about...

[GRID]

[ROWS]

- a. who is eligible to vote?
- b. how to register?
- c. where to vote?
- d. when to vote?

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

52. IMPACT FOREIGN INFLUENCE/INTERFERENCE/FALSE INFORMATION

Based on what you have seen or heard recently, what impact, if any, do you think the following could have on the outcome of the election?

[GRID]

[ROWS/ROTATE A-C]

- a. Hacking by foreign countries or groups into the computer systems that support the election.
- b. Foreign countries or groups using social media and other means to influence the political opinions of Canadians.
- c. The spread of false information online.

[COLUMNS]

01. Major impact
02. Moderate impact
03. Minor impact
04. No impact at all
98. Don't know

SECTION 7: Vote intentions and perceptions

53. EMPLOYMENT STATUS

People have different schedules that affect when they can vote. Which of the following, if any, apply to you? Select all that apply.

[ACCEPT ALL THAT APPLY]

01. I am currently enrolled in full-time or part-time post-secondary studies
02. I am working full-time, that is, 35 or more hours per week
03. I am working part-time, that is, less than 35 hours per week
04. None of the above

[IF Q2 = 05, SKIP TO SECTION 8]

[W2a] [ASK IF Q53 ≠ 04]

54. NEED TO TAKE TIME OFF

How likely is it that you would need to take time off work or school to go and vote?

01. Very likely
02. Somewhat likely
03. Somewhat unlikely
04. Very unlikely
98. Don't know

[ASK IF Q2=01 OR 02]

55. INTENDED METHOD

[W2a-d] If you do vote, which voting method do you think you will use?

[ACCEPT 1 RESPONSE]

01. At the polling station on election day, October 21
02. **[Hide if after close of advance voting (i.e. Date > Oct. 14)]** At the advance polling station on October 11, 12, 13 or 14
03. At a local Elections Canada office before election day
04. By mail
05. **[Show if has a moderate or higher disability severity score based on W1]** At home
06. **[Hide if Q53≠01 or if after close of campus voting (Date > Oct. 9)]** At a poll on campus
07. Other. Please specify: [TEXT]
08. Don't know yet

[ASK IF 55 ≠ 04 or 05]

56. VOTE ALONE OR NOT

If you do vote, do you think you will go on your own or with someone else?

01. On my own
02. With someone else, who will also be voting
03. With someone else, who will not be voting
08. Don't know

[ASK IF Q32=03 OR 98]

57. EXPECTED DIFFICULTY REGISTRATION

As you may know, you need to be registered on the list of electors to vote in a Canadian federal election. If you wanted to register, how easy or difficult do you think it would be to do so?

01. Very easy
02. Somewhat easy
03. Somewhat difficult
04. Very difficult
08. Don't know

[ASK IF W2c-e OR has any difficulty with seeing, stairs or chronic pain based on W1]

58. EXPECTED DIFFICULTY VOTING PROCESS

If you do vote, how easy or difficult do you think it will be to ...?

[GRID]

[ROWS]

- a. [Show if W2c-e] ...go to the polling station?
- b. [Show If has "some difficulty" or more with seeing, stairs or with chronic pain based on W1] ...access the polling station?

- c. [Show if W2c-e]...prove your identity and address?
- d. [Show if W2c-e]...vote once you arrive at the polling station?

[COLUMNS]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don't know

SECTION 8: Voting experience

[ASK IF Q2=05; EVERYONE ELSE GOES TO SECTION 9]

59. VOTING METHOD

You mentioned that you already voted. Which method did you use to vote? Was it...?

[ACCEPT 1 RESPONSE]

- 01. **[Hide if before election day (Date < Oct. 21)]** At the polling station on election day, October 21
- 02. **[Hide if before start of advance voting (Date < Oct. 11)]** At the advance polling station on October 11, 12, 13 or 14
- 03. At a local Elections Canada office before election day
- 04. Mail
- 05. **[Hide if does not have a moderate/severe/very severe disability based on W1]** At home
- 06. **[Hide if Q53≠01 or if before start of campus voting (i.e. Date < Oct. 5)]** Poll on campus
- 97. Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF Q59 = 01]

60A. TIME WENT TO VOTE – ELECTION DAY

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

[SHOW LIST]

- 01. [Hide if PROV = MB, ON, QC, NL, NB, NS, or PEI] Before 8 a.m.
- 02. [Hide if PROV = QC] Between 8 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. [HIDE IF PROV = BC or YT] Between 7 and 8 p.m.
14. [HIDE IF PROV = BC, YT, AB, SK or NWT] Between 8 and 9 p.m.
15. [HIDE IF PROV ≠ ON, QC or NU] After 9 p.m.
98. Don't know

[ASK IF Q59 = 02, 03, or 06]

60B. TIME WENT TO VOTE – EARLY VOTING OPTIONS

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

[SHOW LIST]

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. [HIDE IF Q60 = 02 or 03] After 9 p.m.
98. Don't know

[ASK IF Q59 = 01, 02, 03, or 06]

61. TIME IT TOOK

How much time did it take you to...

[GRID]

[ROWS]

- a. travel to the [INSERT BASED ON Q60: polling station/advance polling station/local Elections Canada office/poll on campus]?
- b. vote once you arrived at the [INSERT BASED ON Q60: polling station/advance polling station/local Elections Canada office/poll on campus]?

01. Record time in minutes: [NUMBER]
98. Don't know/don't remember

[ASK IF Q61A≠98 AND Q61B≠98]

62. TIME REASONABLE

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

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

[ASK IF Q16 = 01 AND (Q59 = 01, 02, 03 or 06)]

63. BROUGHT VIC

When you went to vote, did you bring your voter information card with you?

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

[IF PROV=QUEBEC]

64A. ID OPTION 1 QC

When you voted, did you use your driver's license to prove your identity and address?

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

[IF PROV≠QUEBEC]

64B. ID OPTION 1 – NOT QC

When you voted, did you use one of the following pieces of photo ID to prove your identity and address?

- 01. Driver's license
- 02. Provincial/territorial photo ID [*Hyperlink provincial or territorial photo ID: open in a "help bubble" or else in a new window – "A provincial or territorial photo ID is not a health card. It is an ID card issued by your province or territory that includes your photo and address. It may be used in place of a driver's license as a form of government-issued identification.]
- 03. **[Show if PROV = BC]** BC Services Card
- 04. No
- 98. Don't know/don't remember

[IF (Q64A OR B = 04) AND INDIGENOUS = FIRST NATIONS]

64C. ID OPTION 1 – BAND MEMBERSHIP CARD

Did you use a band membership card that contains your photo, name and address?

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

[IF ((Q64A OR B = 04) AND (Q64C≠01 or 98)) AND Q59≠04]

65. ID OPTIONS 2 OR 3

Which of the following options did you use to meet the identification requirements to vote?

- 01. I provided 2 pieces of ID
- 02. Someone vouched for me and I declared my identity and address in writing.
- 98. Don't know/don't remember

[IF Q65 = 01 OR (Q59=04 AND ((Q64A OR B = 04) AND Q64C≠01 or 98))]

66. ID ADDRESS

What document did you use to prove your address? This can include electronic statements or invoices shown on a mobile device, as well as physical documents. At this point, please select only one document.

[SELECT ONE]

- 01 **[Show if Q63 = 01]** voter information card
- 02 **[Show if PROV = MB or YT]** health care card
- 14 utility bill (e.g. electricity, water, telephone, internet)
- 15 statement from a financial institution or insurance company, or personal cheque
- 16 residential lease or sub-lease
- 17 government cheque, statement of benefits or pension statement
- 18 income or property tax assessment
- 19 **[Show if Q53 = 01]** correspondence issued by your school, college or university
- 20 **[Show if Indigenous]** letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 21 **[Show if Q53 = 01]** letter confirming your residence or stay from a student residence
- 22 letter confirming your residence or stay from a seniors' residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)
- 96 I cannot find the proof of address that I used on this list
- 98 Don't know/Don't remember
- 99 Prefer not to say

[ASK IF Q66 <= 96]

67. ID OTHER

Which second piece of ID did you use to meet the identification requirements to vote? This can include electronic statements or invoices shown on a mobile device, as well as physical documents. **[SELECT ONE]**

- 01 **[Show if Q63 = 01 AND Q66 ≠ 01]** voter information card
- 02 **[Show if Q66 ≠ 02]** health care card
- 03 birth certificate or citizenship card
- 04 Canadian passport
- 05 social insurance or old age security card

- 06 debit or credit card
- 07 **[Show if Indigenous]** band membership card, Indian status card, Métis card or card issued by an Inuit local authority
- 08 Canadian Forces identity card or Veterans Affairs health card
- 09 **[Show if Q53 = 01]** student identity card
- 10 public transit card
- 11 other government-issued license (firearms, fishing/trapping/hunting, liquor)
- 12 card or identity bracelet issued by a hospital, clinic or long-term care institution
- 13 **[Show if has “some difficulty” seeing or higher]** CNIB card
- 14 utility bill (e.g. electricity, water, telephone, internet)
- 15 statement from a financial institution or insurance company, or personal cheque
- 16 **[Show if Q66 ≠ 16]** residential lease or sub-lease
- 17 government cheque, statement of benefits or pension statement
- 18 income or property tax assessment
- 19 **[Show if Q53=01]** correspondence issued by a school, college or university
- 20 **[Show if Indigenous AND Q66 ≠ 20]** letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 21 **[Show if Q53=01 AND Q66 ≠ 21]** letter confirming your residence or stay from a student residence
- 22 **[Show if Q66 ≠ 22]** letter confirming your residence or stay from a seniors’ residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)
- 97 Other. Please specify: [TEXT]
- 98 Don’t know/Don’t remember
- 99 Prefer not to say

[SKIP Q68 IF Q64A, Q64B OR Q65 = 98]

68. EASE MEETING ID REQUIREMENTS

Overall, how easy was it to meet the identification requirements?

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 98. Don’t know

SECTION 9: Media consumption

[ASK ALL]

69. MEDIA CONSUMPTION PAST 2 WEEKS

In the last 2 weeks, have you done any of the following? Select all that apply.

- 01. Read a newspaper or magazine
- 02. Read or watched news online
- 03. Watched television
- 04. Listened to radio

- 05. Used public transit
- 06. Used social media
- 07. Watched a movie at a movie theatre
- 08. None of the above

70. MARKETING FILTER

Do you or does anyone in your household work for any of the following employers? Select any that apply.

- 01. A marketing research firm
- 02. A magazine or newspaper
- 03. An advertising agency or graphic design firm
- 04. A radio or television station
- 05. A public relations company
- 06. Elections Canada
- 07. None of the above
- 99. Prefer not to say

ONLINE CLOSING PAGE

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

We'll contact you for the third and final survey following the election.

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

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to www.priv.gc.ca and click "Report a concern"

Wave 3a Questionnaire

INTRODUCTION

[PHONE]

Good afternoon/evening. My name is ... and I am calling from Advanis, a public opinion research company. Today we are conducting a study on behalf of Elections Canada. This is the follow-up survey to the first survey that [IF LANDLINE: a member of your household] [IF CELL: you] completed in June. Please be assured that we are not selling or soliciting anything.

[IF ASKED]: The survey will take about 15 minutes to complete.

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time). You can also contact Alethea Woods, from Phoenix Strategic Perspectives, at 1-844-960-1700, ext. 223. Phoenix Strategic Perspectives is conducting this study with Advanis on behalf of Elections Canada.

[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 [INSERT FIRST NAME OF W1 RESPONDENT]. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALLBACK.

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. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

B. CELL PROTOCOL

I would like to speak to [INSERT FIRST NAME OF W1 RESPONDENT]. Would that be 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

Please note that this call may be recorded for quality control or training purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

[WEB]

Please select the language in which you wish to complete the survey.

- English/Anglais
- French/*Français*

A short while ago, you agreed to take part in an important study about the Federal Election. Thank you for your continued participation in the surveys being conducted on behalf of Elections Canada by Advanis.

It is now time to complete the final survey. It should take no more than 15 minutes to complete and is completely confidential. Click [<here>](#) if you wish to contact Elections Canada to verify the authenticity of this survey.

Elections Canada is required by the *Privacy Act* to protect your personal information. Elections Canada will not use your responses to identify you, and none of your opinions will be attributed to you personally in any way.

To view Advanis's privacy policy, click [<here>](#).

PROGRAMMING NOTES:

The survey is to be programmed for both phone and web administration.

Don't know/opt out options are only included for questions where these should be included as options on the web. On the phone, respondents may always volunteer don't know (code 98) or refused (code 99).

Instructions indicate when a question is to be asked only in one mode, or where different wording for the question should be used depending on mode.

W1 Variables

The following variables from W1 are required for import to W3:

- Overall disability severity score
- Level of difficulty with:
 - Hearing (W1 Q7a)
 - Seeing (W1 Q7b)
 - Using stairs (W1 Q7c)
 - Grasping objects (W1 Q7d)
 - Chronic pain (W1 Q8a)
 - Learning, remembering, concentrating (W1 Q8b)
 - Developmental disability (W1 Q8d)
- Indigenous (W1 Q5)
- Province/Territory (W1 Q4)
- Is registered to vote or not (W1 Q25)

W2 Variables

The following variables from W2 are required for import to W3:

- Responded to W2
- Already voted at W2: W2 Q2 = 05
- Early voting method at W2: W2 Q59
- Already made sure was registered at W2: If W2 Q32 or Q33 = 01 or 02
- Already contacted by party/candidate at W2: W2 Q40 = 01
- Already contacted EC at W2: W2 Q28 = 01
- Already visited EC website at W2: W2 Q26 = 01
- Already received VIC at W2: W2 Q16 = 01
- Already received EC brochure at W2: W2 Q18 = 01
- Post-secondary student at W2: W2 Q53 = 01

Section 1: Electoral Awareness and Knowledge

10. **[IF DID NOT RESPOND TO W2]** Did you know that a federal election took place on October 21, 2019?

[PHONE: DO NOT READ]

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

[ALL RESPONDENTS]

[PHONE] Now, I would like to ask you a few questions about voting in elections in Canada.

[ONLINE] These first few questions are about voting in elections in Canada.

14. To the best of your knowledge...

- a. ...do you need to be registered on the list of electors to vote in a Canadian federal election?
- b. ...do you need to update your voter registration if your information changes – for example if you moved or changed your name?

[INTERVIEWERS: IF ASKED ABOUT REGISTRATION, SAY: This means that your name is on the list of electors.]

[PHONE: DO NOT READ]

[ONLINE: GRID]

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

[IF Q14A ≠ 01 AND Q14B ≠ 01, THEN SKIP Q146, Q15, Q16, Q17]

[SPLIT SAMPLE THE NEXT 4 QUESTIONS AS FOLLOWS:

- 50% get Q146 and skip Q15, Q16, Q17

- The other 50% get Q15 and then are further split in two to get either Q16 (25% of total sample) OR Q17 (also 25% of total sample)]

146. If someone needed to register to vote or update their voter registration information, how can they do so? [ONLINE: OPEN ENDED] [PHONE: DO NOT READ; ACCEPT MULTIPLE RESPONSES]

- 01. Contact Elections Canada by phone
- 02. Contact Elections Canada by mail
- 03. Contact Elections Canada through website
- 04. Use Elections Canada's online voter registration system on its website
- 05. Contact Elections Canada (general)

- 06. By voting in a federal election
- 07. At the poll before voting
- 08. At a local Elections Canada office
- 09. On income tax form/Checking box to register on tax forms
- 97. Other. Please specify: [TEXT]
- 98. Don't know

15. 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?

[PHONE: DO NOT READ]

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

16. 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 this last federal election?

[PHONE: DO NOT READ]

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

17. 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?

[PHONE: DO NOT READ]

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

[ALL RESPONDENTS]

18. **[PHONE ONLY]** To the best of your knowledge, what are the current ways that electors can vote in a federal election? [DO NOT READ; ACCEPT MULTIPLE RESPONSES. PROBE CAREFULLY TO AVOID SUGGESTING ANSWERS WHICH WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE "Anything else?"]

- 01. In person at a polling station on election day (Monday, October 21)
- 02. At advance polls, in person (October 11, 12, 13, or 14)
- 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. On some post-secondary campuses
- 07. Special ballot, write-in ballot, absentee ballot (not specified)
- 08. Online (not specified)
- 09. By phone (not specified)

- 10. Computer, electronically (not specified)
- 11. By proxy
- 97. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

NOTES:

IF ASKED TO CLARIFY: "Ways to vote" means the different voting methods available in a federal election.

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

IF RESPONDENT SAYS, "PRIOR TO ELECTION DAY," ASK FOR CLARIFICATION "Could you please be more specific? – about when would that be?" AS 02, 03 and 04 CAN BE PRIOR TO ELECTION DAY, SEE CHART.

IF RESPONDENT SAYS "ONLINE," PROBE TO FIND OUT IF THEY REFER TO CASTING A VOTE ONLINE (code 08) OR TO ORDERING A BALLOT KIT ONLINE TO VOTE BY MAIL (code 03).

IF RESPONDENT SAYS "OVERSEAS, OUTSIDE OF CANADA, AT AN EMBASSY OR CONSULATE," CODE AS "BY MAIL."

147. **[ONLINE ONLY]** Besides voting in person at the polling station on election day, is it possible to vote in the following ways? Select all that apply.

[ROTATE 01-05]

- 01. At an advance polling station
- 02. By mail
- 03. At a local Elections Canada office
- 04. Online
- 05. Through the telephone
- 06. None of the above
- 98. Don't know

[ASK IF W1 Q6=01 AND (Q10=01 OR RESPONDED TO W2)]

11. Was there a polling place on your reserve for this election?

[PHONE: DO NOT READ]

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

[SPLIT SAMPLE 50/50 BETWEEN Q19 and Q20+Q21]

19. In order to vote at a federal election, must electors provide... [READ LIST]

- 01. A proof of identity
- 02. A proof of address
- 03. Both
- 04. Neither
- [PHONE: DO NOT READ]
- 98. Don't know

[RANDOM ROTATE Q20 AND Q21; USE A FLAG VARIABLE FOR IDENTIFICATION OF FIRST AND SECOND]

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

- [PHONE: DO NOT READ]
- 01. Yes
- 02. No
- 98. Don't know

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

- [PHONE: DO NOT READ]
- 01. Yes
- 02. No
- 98. Don't know

Section 2: EC Advertising and Communications

22. When you think about getting information about when and where to vote, or how to identify yourself at the polls, or any other information on the voting process, who or which organization first comes to mind?

- [ONLINE: OPEN-ENDED]
- 98. Don't know

[PHONE:] [DO NOT READ LIST; RECORD FIRST MENTION]

NOTES:

If the respondent only mentions where or how they get the information (e.g. "in the mail," "online"), then PROBE: "Can you think of who is the source of information you would get (in the mail, online, etc.)?"

DO NOT PROBE MORE THAN ONCE. Record the response given, and move on to the next question.

- 01. Elections Canada
- 02. The Government of Canada/Federal Government
- 03. Provincial/Territorial Government
- 04. Service Canada
- 05. City hall/municipal services

- 06. Local candidate/political party
- 07. Mail/voter card
- 08. Internet
- 09. Television
- 10. Newspapers
- 11. Radio
- 12. Family/friends/neighbours
- 13. Media
- 14. Political parties
- 15. Community groups
- 97. Other. Please specify: [TEXT]
- 98. Don't know

111. Overall, how familiar are you with Elections Canada?

[PHONE: READ LIST]

- 01. Very familiar
- 02. Somewhat familiar
- 03. Just know the name
- 04. Never heard of Elections Canada

[SKIP Q112/Q113 IF Q111=04]

[SPLIT SAMPLE 50/50 THE NEXT 2 QUESTIONS]

112. **[PHONE]** Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that Elections Canada is the most trusted source of information about the electoral process? [READ ITEMS]

[ONLINE] How strongly do you agree or disagree that Elections Canada is the most trusted source of information about the electoral process?

- 01. Strongly agree
- 02. Somewhat agree
- 03. Somewhat disagree
- 04. Strongly disagree
- 98. [DO NOT READ] Don't know

113. **[PHONE]** On a scale of 0 (zero) to 10, where 0 means strongly disagree and 10 means strongly agree, how much do you agree that: *Elections Canada is the most trusted source of information about the electoral process.*

**[ONLINE] How much do you agree that...?
Elections Canada is the most trusted source of information about the electoral process.**

[PHONE]: Record number: [minimum of 0, maximum of 10]

- 98. [DO NOT READ] I don't know

[ONLINE]

- 0. Strongly disagree
- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5
- 6. 6
- 7. 7
- 8. 8
- 9. 9
- 10. Strongly agree
- 98. [DO NOT READ] Don't know

[RESPONDENTS AWARE OF ELECTION: Q10=01 OR RESPONDED TO W2] [ELSE SKIP TO Q27]

114. Over the past few weeks or so, have you seen, heard or read any advertising or communications from Elections Canada about where, when and the ways to register and vote in the Canadian federal election?

[PHONE: DO NOT READ]

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

[ASK IF Q114=01]

115. How did you know that it was an ad or communication from Elections Canada?

[PHONE: DO NOT READ; ACCEPT MULTIPLE RESPONSES]

[ONLINE: OPEN-END]

- 01. It said Elections Canada
- 02. The logo/branding
- 03. Mentioned Elections Canada website/contact info
- 04. The ad topic (e.g. it was about how and when to vote and register in the election)
- 05. It seemed like it was/I just knew
- 97. Other. Please specify: [TEXT]
- 98. Don't know/don't remember

[ASK IF Q114=01]

116. Where did you see or hear this advertising or communication?

[PHONE: DO NOT READ; ACCEPT MULTIPLE RESPONSES]

[ONLINE: SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

01. Movie theatre
02. Newspaper
03. Outdoor billboards
04. Postcard or brochure in the mail
05. Public transit (bus or subway)
06. Radio
07. Television
08. Facebook
09. Twitter
10. YouTube
11. Instagram
12. Snapchat
13. Spotify
14. Internet website
97. Other. Please specify: [TEXT]
98. Don't know/don't remember

[ASK IF Q114=01]

117. Thinking about the advertising and communications that you saw or heard, what do you think is the main point they were trying to get across?

[PHONE: DO NOT READ; ACCEPT MULTIPLE RESPONSES]
[ONLINE: OPEN-END]

01. You can work at the federal election
02. The federal election is scheduled in the fall
03. The federal election is on October 21
04. You need to be registered to vote
05. Check or update your registration
06. Check the mail for your voter information card
07. The voter information card tells you when and where to vote
08. There are ways to vote early
09. The Elections Canada website has official information
10. It's important to vote
11. You need to prove your identity and address to vote
12. It's our vote
13. Get out and vote
15. Who is eligible to vote
16. It is easy to vote
97. Other. Please specify: [TEXT]
98. Don't know/don't remember

118. Do you recall hearing or seeing the slogan "It's Our Vote"?

[PHONE: DO NOT READ]

01. Yes

- 02. No
- 98. Don't know

[SKIP IF ALREADY RECEIVED VICAT W2]

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

[ONLINE: 50% TO BE SHOWN THE IMAGE OF THE VIC]
[PHONE: DO NOT READ]

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

[ASK NEXT TWO QUESTIONS IF Q23=01]

Was your name correct on the card you received?

[PHONE: DO NOT READ]

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

And was your address correct on the card?

[PHONE: DO NOT READ]

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

[SKIP IF ALREADY RECEIVED BROCHURE AT W2]

During the campaign, did you receive a brochure in the mail describing how to register and vote in the upcoming federal election? The brochure was titled "Guide to the Federal Election."

[ONLINE: SHOW THE IMAGE OF THE GUIDE]
[PHONE: DO NOT READ]

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

Section 3: Contact with EC during Campaign

[SKIP IF ALREADY CONTACTED EC AT W2]

102. [ONLINE ONLY] During the campaign, did you contact Elections Canada?

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

[ASK IF Q102=01]

103. [ONLINE ONLY] How did you contact Elections Canada?

[ONLINE: SELECT ALL THAT APPLY; RANDOMIZE]

- 01. By phone
- 02. By email
- 03. By mail
- 04. Through social media
- 05. Through a web form on Elections Canada's website
- 06. At a local Elections Canada office
- 97. Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF Q102=01]

104. [ONLINE ONLY] How satisfied were you with the service you received when you contacted Elections Canada?

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. [DO NOT READ] Don't know

[SKIP IF ALREADY VISITED EC WEBSITE AT W2]

105. [ONLINE ONLY] Did you visit Elections Canada's website during the campaign?

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

[ASK IF Q105=01]

106. [ONLINE ONLY] How satisfied were you with your experience using Elections Canada's website?

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. [DO NOT READ] Don't know

[ASK IF Q106=03 or 04]

107. [ONLINE ONLY] Why were you dissatisfied with your experience using Elections Canada's website?

[OPEN-ENDED]

- 98. Don't know/don't remember

[ALL RESPONDENTS]

27. [IF (DID NOT RESPOND TO W2 AND Q10≠01), ADD PREAMBLE: "The last federal election was held on October 21, 2019.] Overall, how well informed do you feel you were about... **[PHONE:]** [READ FIRST ITEM]? Would you say you were very informed, somewhat informed, not very informed, or not at all informed about this? What about... [READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED] **[ONLINE: GRID]**

- a. where to vote?
- b. when to vote?
- c. the ways to vote?

[DO NOT READ]

- 01. Very informed
- 02. Somewhat informed
- 03. Not very informed
- 04. Not at all informed
- 98. Don't know

Section 4: Information on Accessibility

[RESPONDENTS WITH A DISABILITY; IF DISABILITY SEVERITY SCALE >1] [ELSE SKIP TO SECTION 5]

28. Elections Canada offers a number of voting tools and services to make voting more accessible, for example, for Canadians with disabilities. **[PHONE:]** Would you say you are very aware, somewhat aware, not very aware, or not at all aware of the accessible tools and services that are available? **[ONLINE:]** How aware are you of the tools and services that are available?

[PHONE: DO NOT READ]

- 01. Very aware
- 02. Somewhat aware
- 03. Not very aware

- 04. Not at all aware
- 98. Don't know

[ASK IF RESPONDED TO W2 OR Q10=01]

29. For this election, did you need information on ...

[PHONE: READ ITEMS]

[ONLINE: GRID]

- a. The accessibility of your polling place?
- b. Accessible voting tools and services to assist you with voting?

[PHONE: DO NOT READ]

[ONLINE: GRID]

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

[ASK IF Q29A OR Q29B=01]

30. How easy or difficult was it to find the information you needed on accessibility for the election?

[PHONE: READ SCALE]

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

[PHONE: DO NOT READ]

- 96. I did not look for this information
- 98. Don't know

Section 5: Information Needs and Satisfaction

[RESPONDENTS AWARE OF ELECTION: Q10=01 OR RESPONDED TO W2] [ELSE SKIP TO SECTION 13]

119. For this election, how easy or difficult was it to find the information you needed on the voting process, meaning where, when and the ways to vote? [PHONE:] Was it...?

[READ LIST]

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

[DO NOT READ]

- 05. I did not look for this information
- 98. Don't know

120. Overall, how satisfied are you with the information you have received from Elections Canada on the voting process?

[PHONE: READ SCALE]

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. [DO NOT READ] Don't know

Section 6: Registration

[RESPONDENTS AWARE OF ELECTION: Q10=01 OR RESPONDED TO W2] [ELSE SKIP TO SECTION 13]

[ASK IF W1 Q25≠01 AND ((W2 Q32≠01 or 02) OR (DID NOT RESPOND TO W2))]

31. What, if anything, did you do to make sure you were registered to vote in this election? Did you...?

[READ LIST; ACCEPT ONE RESPONSE]
[IF RESPONDENT GIVES MULTIPLE ANSWERS: CODE 01 AHEAD OF 03]

- 01. Register to vote
- 03. Check that you were already registered
- [DO NOT READ]
- 04. Did none of the above
- 97. [PHONE ONLY] Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF W1 Q25=01 AND ((W2 Q33≠01 or 02) OR (DID NOT RESPOND TO W2))]

121. What, if anything, did you do to make sure you were registered to vote in this election? Did you...?

[READ LIST; ACCEPT ONE RESPONSE]
[IF RESPONDENT GIVES MULTIPLE ANSWERS: CODE 02 AHEAD OF 03]

- 02. Update your registration information
- 03. Check that you were registered
- [DO NOT READ]
- 04. Did none of the above
- 97. [PHONE ONLY] Other. Please specify: [TEXT]
- 98. Don't know

[ASK IF Q31 = 01 or 03 OR IF Q121=02 or 03]

32. How did you make sure you were registered to vote?

[ONLINE: RANDOMIZE OPTIONS; SELECT ALL THAT APPLY]

[PHONE: DO NOT READ. CODE UP TO 3 RESPONSES]

[INTERVIEWERS: IF RESPONDENT SAYS HE/SHE WENT ONLINE/CHECKED WEBSITE, PROBE TO CLARIFY IF THIS IS CODE 03 OR CODE 04.]

- 01. Contacted Elections Canada by phone
- 02. Contacted Elections Canada by mail
- 03. Contacted Elections Canada through website
- 04. Used Elections Canada's online voter registration system on its website
- 05. At the polling place before voting
- 06. At a local Elections Canada office
- 07. I made sure my voter information card was correct
- 08. A revising agent from Elections Canada visited my home
- 97. Other. Please specify: [TEXT]
- 98. Don't know/don't remember

[ASK IF Q31 = 01 or 03 OR IF Q121=02 or 03]

33. **[PHONE:]** Was it very easy, somewhat easy, somewhat difficult or very difficult to make sure you were registered?

[ONLINE:] How easy or difficult was it to make sure you are registered?

[PHONE: DO NOT READ]

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

[PHONE ONLY] [ASK IF Q33 = 03 or 04]

34. Why was it difficult to make sure you were registered?

[OPEN-ENDED]

[DO NOT READ]

- 96. No particular reason
- 98. Don't know
- 99. Refusal

35. DELETED QUESTION

36. DELETED QUESTION

[SKIP IF STUDENT AT W2]

122. Are you currently enrolled in full-time or part-time studies at a post-secondary institution?

- 01. Yes
- 02. No
- 98. Prefer not to say

[ASK IF STUDENT AT W2, OR AT W3 (i.e. IF Q122 = 01)]

123. **[ONLINE ONLY]** Do you study at one of the following post-secondary campuses? **[ONLINE NOTE:** If you study on multiple campuses, please select the main campus where you attend studies.]

- 01. My campus is not on the list/I do not study on campus
- 02. **[FILTER LIST BY TYPING]** List of campuses with voting place

Section 7: Voter Participation

[RESPONDENTS AWARE OF ELECTION: Q10=01] [ELSE SKIP TO SECTION 13]

[SKIP IF ALREADY VOTED AT W2]

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

[PHONE: READ LIST]

- 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

[PHONE: DO NOT READ]

- 98. Don't know

[ASK IF Q37=01 or 02 or 03 AND STUDENT ON CAMPUS WITH A POLL]

124. **[ONLINE ONLY]** Were you aware that you could vote on campus from October 5 to 9 during the election?

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

[ASK IF Q124 = 02 or 98]

[ONLINE ONLY] If you had known you could vote on campus, do you think you would have voted there?¹²⁵

- 01. Yes

- 02. No
- 98. Don't know

[ASK IF Q37=01 or 02 or 03]

38. What is the main reason you did not vote?

[PHONE: DO NOT READ; CODE 1 ANSWER]

[ONLINE: PRESENT OPTIONS (BUT NOT THEME HEADINGS), ACCEPT 1 ANSWER; RANDOMIZE 01 to 18]

Everyday life or health reasons

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

Political reasons

- 04 Not interested in politics
- 05 Lack of information about campaign issues and parties' positions
- 06 Did not like candidates, parties, or 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 or where to vote)
- 13 Lineups were too long
- 14 Issues with the voter information card
- 15 Polling place was not accessible
- 16 Voting process was not accessible

All other reasons

- 17 Forgot to vote
- 18 Religious or other beliefs
- 97 Other reason (specify)
- 98 Don't know

[ASK IF Q38=09]

39. Is it a proof of address or a proof of identity that you were missing?

[PHONE: DO NOT READ]

- 01. Address
- 02. Identity
- 03. Both
- 98. Don't know

[ASK IF Q38=02]

40. Were you out of town for work or personal reasons?

[IF RESPONDENT ASKS WHY THIS INFORMATION IS BEING COLLECTED, SAY: Elections Canada is working to improve its services for electors who are out of town on voting days.]

[PHONE: DO NOT READ]

- 01. Work
- 02. Personal reasons
- 97. Other (specify)
- 98. Don't know
- 99. Prefer not to say

[ASK IF Q40=02]

41. Would you say that your travel was planned or unplanned?

[PHONE: DO NOT READ]

- 01. Planned
- 02. Unplanned
- 98. Don't know

PHONE: 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 THIS INFORMATION IS BEING COLLECTED, SAY: Elections Canada is working to improve its services for electors who are out of town on voting days.]

ONLINE: HYPERLINK/MOUSEOVER “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.]

[ASK IF Q38=01]

42. You indicated that you were too busy to vote. If you had to choose, which of the following most closely reflects your situation? [PHONE:] Would it be...

[PHONE: READ; ROTATE]

[ONLINE: PRESENT OPTIONS; RANDOMIZE]

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

[DO NOT READ]

- 97. Other, please specify. [TEXT]
- 98. Don't know

[ASK IF Q37=04]

43. Which method did you use to vote? [PHONE:] Was it... [READ IN ORDER UNTIL RESPONDENT PROVIDES A RESPONSE – CODE ONE ANSWER ONLY]

- 01. At the polling station on election day on October 21
- 02. At the advance polling station on October 11, 12, 13 or 14
- 03. At a local Elections Canada office before October 15
- 04. By mail
- 05. At home
- 06. At a poll on campus
- 97. Other, please specify: [TEXT]

[DO NOT READ]

- 98. Don't know

[IF RESPONDENT ASKS FOR CLARIFICATION AT ANSWER 03 "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. Did you vote there before election day?]

[IF RESPONDENTS SAY THEY VOTED ONLINE, ASK FOR CLARIFICATION. VOTERS CAN REGISTER ONLINE TO RECEIVE A BALLOT IN THE MAIL. THESE RESPONSES SHOULD BE CODED AS: 04 – BY MAIL.]

[ASK IF VOTED METHOD AT W2 or W3 IS POLL ON CAMPUS]

108. If a poll on campus had not been available, do you think you would have voted in some other way?

[PHONE: DO NOT READ]

- 01. Yes, I think I would have voted some other way
- 02. No, I think it would have been difficult to vote some other way
- 98. Don't know

[ASK IF Q123=02 AND VOTED METHOD AT W2 or W3 IS NOT POLL ON CAMPUS]**[ONLINE ONLY]**

109. You may have noticed there was a voting place on your campus during the election from October 5 to 9. Is there a reason that you did not vote at the campus voting place? Select all that apply.

[RANDOMIZE 01-08; ACCEPT MULTIPLE RESPONSES]

- 01. It was easier to vote using another option
- 02. I wanted to vote in my home riding
- 03. I didn't know I could vote on campus
- 04. I was not on campus those days
- 05. The location on campus was not convenient for me

- 06. I could not find the campus voting place
- 07. The voting hours did not work with my schedule
- 08. I was still deciding my vote
- 09. Wait times were too long
- 96. No particular reason
- 97. Other (specify)
- 98. Don't know

Section 8: Polling Places

[THOSE WHO VOTED IN-PERSON: IF W2 VOTING METHOD OR Q43=01, 02, 03, 06] [ELSE SKIP TO SECTION 9]

44. When you went to vote, did you go...?

[PHONE: READ LIST; ACCEPT ONE]

- 01. On your own
- 02. With at least one other person who also voted
- 03. With someone else, but they did not vote
- [DO NOT READ]
- 98. Don't know
- 99. Prefer not to say

[IF W2 ALREADY VOTED, SKIP TO Q47]

[ASK IF Q43=01]

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

[PHONE: DO NOT READ]

- 01. [DO NOT ACCEPT IF PROV = MB, ON, QC, NL, NB, NS, or PEI] Before 8 a.m.
- 02. [DO NOT ACCEPT IF PROV = QC] Between 8 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. [DO NOT ACCEPT IF PROV = BC or YT] Between 7 and 8 p.m.
- 14. [DO NOT ACCEPT IF PROV = BC, YT, AB, SK or NWT] Between 8 and 9 p.m.
- 15. [DO NOT ACCEPT IF PROV ≠ ON, QC or NU] After 9 p.m.
- 95. [PHONE ONLY] Before local voting hours
- 96. [PHONE ONLY] After local voting hours

98. Don't know

[NOTES: The polls open and close at different times on election day depending on province/territory.

If the respondent says a time that is too early or too late by an hour or less, probe whether they went to vote closer to the nearest valid hour.

For example: "Was it closer to 7 am or 8 am when you went to vote?" if someone said they went to vote at 7 am but the polls in their area did not open until 8 am.

If respondent answers closer to the valid hour, then record response in the valid category. Otherwise, use code 95 or 96.

If the respondent says a time that is too early or too late by more than 1 hour, use code 95 or 96.]

[ASK IF Q43=02, 03, 06]

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

[DO NOT READ]

- 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. [DO NOT ACCEPT IF Q43 = 02 or 03] After 9 p.m.
- 95. [PHONE ONLY] Before available voting hours
- 96. [PHONE ONLY] After available voting hours
- 98. Don't know

[NOTES:

If the respondent says a time that is too early or too late by an hour or less, probe whether they went to vote closer to the nearest valid hour.

For example: "Was it closer to 8 am or 9 am when you went to vote?" if someone said they went to vote at 8 am but the polls did not open until 9 am.

If respondent answers closer to the valid hour, then record response in the valid category. Otherwise, use code 95 or 96.

If the respondent says a time that is too early or too late by more than 1 hour, use code 95 or 96.]

47. Did you go to the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] from home, work, school, or another location?

[PHONE: DO NOT READ]

- 01. Home
- 02. Work
- 03. School
- 97. Other (specify): [TEXT]
- 98. Don't know/don't remember

48. What kind of transportation did you take to get there?

[PHONE: DO NOT READ]

- 01. Private vehicle
- 02. Taxi (or Uber, Lyft, etc.)
- 03. Public transit
- 04. Bicycle
- 05. Walked
- 97. Other (specify:) [TEXT]
- 98. Don't know/don't remember

[IF W2 ALREADY VOTED, SKIP Q49 AND Q50]

49. To the best of your knowledge, how long did it take you to travel to the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus]?

[PHONE: DO NOT READ]

RECORD TIME IN MINUTES: [NUMBER]

- 98. Don't know

[ASK IF Q49 ≠ 98 or 99]

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

[PHONE: DO NOT READ]

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

51. [PHONE:] Was the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance **from your home**?

[ONLINE:] How reasonable was the distance from the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] **to your home?**

[PHONE: DO NOT READ]

- 01. Very reasonable
- 02. Somewhat reasonable
- 03. Somewhat unreasonable
- 04. Very unreasonable
- 98. Don't know

52. [PHONE:] Was the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] in a location that was very familiar, somewhat familiar, not very familiar, or not familiar at all to you?

[ONLINE:] Was the [INSERT BASED ON Q43 OR VOTNG METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] in a location that was familiar to you?

[PHONE: DO NOT READ]

- 01. Very familiar
- 02. Somewhat familiar
- 03. Not very familiar
- 04. Not familiar at all
- 98. Don't know

[ASK IF Q48=01]

53. Were you able to find a suitable parking space?

[PHONE: DO NOT READ]

- 01. Yes
- 02. No
- 97. Not applicable
- 98. Don't know

[ASK IF W1 Q7b, c or Q8a = 02, 03 or 04]

54. Did you need level access to enter the [INSERT BASED ON Q43 OR VOTING METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus]?

[PHONE: IF ASKED, SAY: Level access means being able to get through the polling place without having to use steps, whether using a ramp, an elevator, an entrance that has no steps, etc.]

[ONLINE: Hyperlink "level access": Level access means being able to get through the polling place without having to use steps, whether using a ramp, an elevator, an entrance that has no steps, etc.]

[PHONE: DO NOT READ]

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

[ASK IF DISABILITY SEVERITY SCORE > 1]

55. How easy or difficult was it for you to enter and access the [INSERT BASED ON Q43 OR VOTING METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus] [PHONE:] Was it...?

[PHONE: READ LIST]

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

[DO NOT READ]

- 98. Don't know

[ASK IF Q55 = 03 or 04]

56. What made it difficult for you to access the [INSERT BASED ON Q43 OR VOTING METHOD AT W2]: polling station/advance polling station/local Elections Canada office/poll on campus]?

[PHONE: DO NOT READ – ACCEPT MULTIPLE RESPONSES]

[ONLINE: OPEN-ENDED]

- 01. Lack of accessible parking (e.g. close to the entrance, or with a wheelchair symbol)
- 02. Difficulty with surfaces (e.g. uneven or steep paths, slippery or loose surfaces)
- 03. Difficulty with level access
- 04. Difficulty opening doors (e.g. too heavy, no automatic door opener)
- 05. Difficulty navigating passages (e.g. too narrow, obstructed by obstacles)
- 06. Poor signage (inside or outside)
- 07. Poor lighting (inside or outside)
- 08. Line-up issues
- 09. Lack of chairs or other place to rest
- 10. Lack of assistance from election workers
- 97. Other, please specify: [TEXT]
- 98. Don't know

[THOSE WHO VOTED IN-PERSON: Q43=01, 02, 03 OR 06 OR W2=IN-PERSON]

57. Overall, would you say that the building where you voted was...?

[PHONE: READ SCALE]

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

[DO NOT READ]

- 98. Don't know

[ASK IF Q57 = 03 or 04]

58. Could you briefly describe why the building was not suitable?

[PHONE: DO NOT READ – ACCEPT MULTIPLE RESPONSES]

[ONLINE: OPEN-ENDED]

- 01. Accessibility issues
- 02. Lack of parking in general
- 03. Location was difficult to reach (e.g. too far, lack of public transit)
- 04. Address was difficult to find
- 05. Difficult to find the room for voting
- 06. Poor signage (interior or exterior)
- 07. Poor lighting (interior or exterior)
- 08. Line-up issues
- 09. Lack of chairs or other place to rest
- 10. Safety/security concerns
- 11. Unfamiliar/inappropriate location
- 12. Small space
- 97. Other, please specify: [TEXT]
- 98. Don't know

Section 9: Voter Identification

[THOSE WHO VOTED (Q37 = 04)]; [SKIP TO SECTION 10 IF W2 = ALREADY VOTED] [ELSE SKIP TO SECTION 13]

[ASK IF Q23=01 AND Q43=01, 02, 03 OR 06]

59. Did you bring your voter information card with you to the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

[PHONE: DO NOT READ]

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

[IF PROV=QUEBEC]

60. When you voted, did you use your driver's license to prove your identity and address?

[PHONE: DO NOT READ]

- 01. Yes
- 02. No
- 98. Don't know SKIP TO NEXT SECTION

[IF PROV≠QUEBEC]

61. When you voted, did you use one of the following pieces of ID to prove your identity and address?
[ACCEPT ONLY ONE RESPONSE]

[INTERVIEWERS: IF ASKED, ABOUT OPTION 02, SAY: "A provincial or territorial photo ID is an ID card issued by your province or territory that includes your photo and address. It may be used in place of a driver's license as a form of government-issued identification. It is not a health card.]

[READ LIST]

- 01. Driver's license
- 02. Provincial/territorial photo ID
- 03. [ONLY IF PROV = BC] BC Services Card

[DO NOT READ]

- 04. None of these
- 98. Don't know/don't remember SKIP TO NEXT SECTION

[ASK IF (Q60 OR Q61=04) AND W1 Q5=01]

62. Did you use a band membership card that contains your **photo, name** and **address**?

[PHONE: DO NOT READ]

- 01. Yes
- 04. No
- 98. Don't know SKIP TO NEXT SECTION

[ASK IF ((Q60 OR Q61=04) AND (Q62≠01,98 or 99)) AND Q43≠04]

63. Which of the following did you use to meet the identification requirements to vote? Did you...?

[READ LIST]

- 01. Provide 2 pieces of ID
- 02. Have someone vouch for you while you declared your identity and address in writing

[DO NOT READ]

- 98. Don't know/don't remember SKIP TO NEXT SECTION

[ASK IF Q63=01 OR (Q43=04 AND ((Q60 OR Q61=04) AND (Q62≠01, 98 or 99)))]

64. [PHONE ONLY] Which two pieces of ID did you use to prove your address and also your identity? This can include electronic statements or invoices shown on a mobile device, as well as physical documents.

[DO NOT READ LISTS; ACCEPT NO MORE THAN TWO RESPONSES BETWEEN LIST A AND LIST B AS INDICATED]

IF RESPONDENT GIVES ONLY ONE RESPONSE, CODE FIRST RESPONSE THEN PROBE:
“And what was the second piece of ID you used?”

IF RESPONDENT GIVES NO RESPONSE FROM LIST A, PROBE:
“Did you use any other document to prove your address?”

IF RESPONDENT STILL DOES NOT NAME A DOCUMENT ON LIST A, THEN CODE 96.

LIST A – PROOF OF ADDRESS AND IDENTITY

[DO NOT READ] [MUST SELECT AT LEAST ONE FROM LIST A; CAN SELECT UP TO TWO]

01. [ONLY ACCEPT IF Q59=01] Voter information card
02. [ONLY ACCEPT IF PROV = MB or YT] health care card [see List B for other provinces/territories]
14. utility bill (e.g. electricity, water, telephone, internet)
15. statement from a financial institution or insurance company, or personal cheque
16. residential lease or sub-lease
17. government cheque, statement of benefits or pension statement
18. income or property tax assessment
19. correspondence issued by your school, college or university
20. [ONLY ACCEPT IF W1 Q5=01 OR 03] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
21. letter confirming your residence or stay from a student residence
22. letter confirming your residence or stay from a seniors' residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)

[Codes 23 through 27 are repeated categories - use only if someone uses two documents of the same type. For example, for “telephone bill” and “internet bill”, code 14 and 23]

23. utility bill (e.g. electricity, water, telephone, internet)
24. statement from a financial institution or insurance company, or personal cheque
25. government cheque, statement of benefits or pension statement
26. income or property tax assessment
27. correspondence issued by a school, college or university

LIST B – PROOF OF IDENTITY ONLY

[DO NOT READ] [SELECT NO MORE THAN ONE – DO NOT SELECT ANY IF LIST A HAS TWO SELECTIONS]

02. [ONLY ACCEPT IF PROV ≠ MB or YT] health care card
03. birth certificate or citizenship card
04. Canadian passport

- 05. social insurance or old age security card
- 06. debit or credit card
- 07. [W1 Q5 ≠04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
- 08. Canadian Forces identity card or Veterans Affairs health card
- 09. student identity card
- 10. public transit card
- 11. other government-issued license (firearms, fishing/trapping/hunting, liquor)
- 12. card or identity bracelet issued by a hospital, clinic or long-term care institution
- 13. CNIB card

- 96. Unable to name piece from List A [code only after probing questions are exhausted]
- 97. Other – specify * INTERVIEWER: SEE FULL LIST
- 98. Don't know/Don't remember
- 99. Prefer not to say

[ASK IF Q63=01 OR (Q43=04 AND ((Q60 OR Q61=04) AND (Q62≠01, 98 or 99)))]

64A. [ONLINE ONLY] What document did you use to prove your address? This can include electronic statements or invoices shown on a mobile device, as well as physical documents. At this point, please select only one document.

[SELECT ONE]

- 01 [Show if Q59 = 01] voter information card
- 02 [Show if PROV = MB or YT] health care card
- 14 utility bill (e.g. electricity, water, telephone, internet)
- 15 statement from a financial institution or insurance company, or personal cheque
- 16 residential lease or sub-lease
- 17 government cheque, statement of benefits or pension statement
- 18 income or property tax assessment
- 19 [Show if STUDENT at W2 or W3] correspondence issued by your school, college or university
- 20 [Show if W1 Q5=01 or 03] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 21 [Show if STUDENT at W2 or W3] letter confirming your residence or stay from a student residence
- 22 letter confirming your residence or stay from a seniors' residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)
- 96 I cannot find the proof of address that I used on this list
- 98 Don't know/Don't remember

[ASK IF Q64A <= 96]

64B. [ONLINE ONLY] Which second piece of ID did you use to meet the identification requirements to vote? This can include electronic statements or invoices shown on a mobile device, as well as physical documents. [SELECT ONE]

- 01 **[Show if Q59 = 01 AND Q64A ≠ 01]** voter information card
- 02 **[Show if Q64A ≠ 02]** health care card
- 03 birth certificate or citizenship card
- 04 Canadian passport
- 05 social insurance or old age security card
- 06 debit or credit card
- 07 **[Show if INDIGENOUS]** band membership card, Indian status card, Métis card or card issued by an Inuit local authority
- 08 Canadian Forces identity card or Veterans Affairs health card
- 09 **[Show if STUDENT at W2 or W3]** student identity card
- 10 public transit card
- 11 other government-issued license (firearms, fishing/trapping/hunting, liquor)
- 12 card or identity bracelet issued by a hospital, clinic or long-term care institution
- 13 **[Show if has “some difficulty” seeing or higher]** CNIB card
- 14 utility bill (e.g. electricity, water, telephone, internet)
- 15 statement from a financial institution or insurance company, or personal cheque
- 16 **[Show if Q64A ≠ 16]** residential lease or sub-lease
- 17 government cheque, statement of benefits or pension statement
- 18 income or property tax assessment
- 19 **[Show if STUDENT at W2 or W3]** correspondence issued by a school, college or university
- 20 **[Show if W1 Q5=01 or 03 AND Q64A ≠ 20]** letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 21 **[Show if STUDENT at W2 or W3 AND Q64A ≠ 21]** letter confirming your residence or stay from a student residence
- 22 **[Show if Q64A ≠ 22]** letter confirming your residence or stay from a seniors’ residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)
- 97 Other. Please specify: [TEXT]
- 98 Don’t know/Don’t remember

[SKIP IF Q60-Q63 = 98 OR 99]

65. Overall, how easy was it to meet the identification requirements? [PHONE:] Was it...?

[READ LIST]

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- [DO NOT READ]
- 98. Don’t know

[ASK IF Q65 = 03 or 04]

66. Was it your identity or your address that was difficult to prove?

[PHONE: DO NOT READ]

- 01. Address
- 02. Identity
- 03. Both
- 98. Don't know

Section 10: Time it Took to Vote

[IF W2 ALREADY VOTED, SKIP TO SECTION 11]

[THOSE WHO VOTED IN-PERSON: Q43=01, 02, 03, 06] [ELSE SKIP TO SECTION 11]

67. To the best of your knowledge, how long did it take you to vote once you arrived at the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

RECORD TIME IN MINUTES

[DO NOT READ]

- 98. Don't know

[ASK IF Q67 ≠ 98 or 99]

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

[PHONE: DO NOT READ]

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

Section 11: Accessible Voting Services

[ASK IF DISABILITY SEVERITY SCALE >1 AND (W2 VOTING METHOD OR Q43 = 01, 02, 03, 05 or 06)]

[ELSE SKIP TO SECTION 12]

69. When you voted, did someone assist you with marking your ballot?

[PHONE: DO NOT READ]

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

[ASK IF Q69 = 01]

70. Who gave you assistance marking your ballot? [PHONE:] Was it ... ?

[PHONE: READ LIST]

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff

[DO NOT READ]

- 97. Other, please specify: [TEXT]
- 98. Don't know/don't remember

[ASK IF Q69 = 01]

71. How satisfied were you with the assistance you received marking your ballot?

[PHONE: READ SCALE]

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

[DO NOT READ]

- 98. Don't know

[ASK IF W1 - Q7b,d or Q8b,d = 02, 03 or 04; or Q7a=03 or 04]

72. Did you use any of the following tools or services to help you vote? [PHONE: READ ITEMS]

[ONLINE: GRID]

[ROWS]

- a. [Ask if (Q7b ≠ 04) AND (Q7a or Q8b,d = 03 or 04)] Language or sign language interpretation
- b. [Ask if (Q7b ≠ 04) AND ((Q7b = 02 or 03) OR (Q8b,d = 02, 03 or 04))] Large-print list of candidates
- c. [Ask if (Q7b ≠ 04) AND ((Q7b = 02 or 03) OR (Q8b,d = 02, 03 or 04))] Magnifier
- d. [Ask if Q7b = 03 or 04] Braille list of candidates
- e. [Ask if (Q7b = 03 or 04) or (Q7d, Q8b,d = 02, 03 or 04)] Tactile and braille template that fits onto the ballot
- f. [Ask if (Q7b = 03 or 04) or (Q7d, Q8b,d = 02, 03 or 04)] Signature guide
- g. [Ask if (Q7a ≠ 04) AND (Q7b or Q8b,d = 02, 03 or 04)] A personal smart phone to read the ballot
- h. Any other personal device or support you used

[COLUMNS]

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

[ASK IF Q72h = 01]

72i. What other personal device or support did you use to help you vote?

[PHONE: DO NOT READ]

[OPEN-END]

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

[ASK IF DISABILITY SEVERITY SCALE >1]

73. [PHONE:] Overall, would you say that Elections Canada staff were very sensitive, somewhat sensitive, not very sensitive, or not at all sensitive regarding your needs when voting?
[ONLINE:] Overall, how sensitive would you say Elections staff were regarding your needs when voting?

[PHONE: DO NOT READ]

- 01. Very sensitive
- 02. Somewhat sensitive
- 03. Not very sensitive
- 04. Not at all sensitive
- 98. Don't know

Section 12: Overall Satisfaction with Voting Experience

[VOTERS (IF Q37=04) AND ALREADY VOTED AT W2] [ELSE SKIP TO SECTION 13]

[ASK IF W2 VOTING METHOD OR Q43 = 01, 02, 03, 05, 06]

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

[PHONE: DO NOT READ]

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

[ASK IF Q74 = 01, 02, OR 03]

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

[PHONE: DO NOT READ]

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

[ASK IF W2 VOTING METHOD OR Q43 = 01, 02, 03, 05, 06]

76. Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? [PHONE:] Were you...

[PHONE: READ LIST]

- 01. Very satisfied
 - 02. Somewhat satisfied
 - 03. Somewhat dissatisfied
 - 04. Very dissatisfied
- [DO NOT READ]
- 98. Don't know

[ASK IF Q76 = 03 OR 04]

77. **[PHONE ONLY]** Is there a specific reason why you were not satisfied with the services provided by Elections Canada staff?

[DO NOT READ – ACCEPT MULTIPLE RESPONSES]

- 01. Staff were not knowledgeable
- 02. Staff were not friendly
- 03. Staff were not helpful
- 04. Staff could not/would not accommodate my disability
- 05. Staff were rude
- 06. Language barrier/could not understand English or French
- 07. Staff could not answer my questions
- 08. Staff made errors
- 09. Service was slow/took too long
- 10. Service was disorganized or chaotic
- 97. Other (specify)
- 98. Don't know
- 99. Refusal

[ASK IF W2 VOTING METHOD OR Q43 = 01, 02, 03, 06]

127. **[ONLINE ONLY]** Here are some steps you may have taken during the election campaign before you cast your vote. Please select only the steps you took and put them in the order you took them.

[RANDOMIZE ALL BUT "GO TO THE POLLING PLACE TO CAST MY VOTE"; SELECT ALL THAT APPLY]

- 01. Find out about candidates
- 02. Make sure I have the proper ID to vote
- 03. Make sure I'm registered
- 04. Get my Voter Information Card in the mail
- 05. Watch the leaders' debate(s)
- 06. Decide who to vote for
- 07. Decide to vote
- 08. Make a concrete plan to vote (when/where/how)
- 09. Go to the polling place to cast my vote

128. **[ONLINE ONLY]** Please indicate how easy or difficult each step was.

[GRID]

[ROWS]

[List items selected in previous question]

[COLUMNS]

01. Very easy
02. Somewhat easy
03. Neither easy nor difficult
04. Somewhat difficult
05. Very difficult

78. Overall, how easy was it to vote? [PHONE:] Would you say it was...?

[PHONE: READ LIST]

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

[DO NOT READ]

98. Don't know

[IF Q78 = 03 OR 04]

79. **[PHONE ONLY]** Can you tell us why it was difficult to vote?

[DO NOT READ]

01. Lack of information on how to register or vote
02. Accessibility issues
03. Difficulty with registration
04. Polling place was too far/difficult to reach
05. Polling place was not suitable
06. Long lines at the polling place
07. Polling place was crowded
08. Difficult to meet ID requirements
09. Voting took too long
10. Voting process was complex
11. Poor service from Elections Canada staff
12. Difficult to find the time to vote/timing of voting days
13. Difficult to decide who to vote for
97. Other (specify)
98. Don't know

99. Refusal

[ASK IF Q37 = 04 OR ALREADY VOTED AT W2]

80. Overall, how satisfied were you with your voting experience? [PHONE:] Were you...?

[PHONE: READ SCALE]

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

[DO NOT READ]

98. Don't know

Section 13: Trust and Confidence in EC

[ALL RESPONDENTS]

81. [PHONE:] Thinking about the October 21 federal election, would you say that Elections Canada ran the election...? [EMPHASIZE "ELECTIONS CANADA"]

[ONLINE:] Thinking about the October 21 federal election, how fairly would you say Elections Canada ran the election?

[PHONE: READ SCALE]

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

[DO NOT READ]

98. Don't know

[ASK IF Q81 = 03 OR 04]

81A. **[PHONE ONLY]** Is there a specific reason you think Elections Canada ran the election unfairly?

[OPEN-ENDED]

[DO NOT READ]

- 96. No particular reason
- 98. Don't know
- 99. Refusal

[ALL RESPONDENTS]

82. What level of trust do you have in the accuracy of the election results in your riding? [PHONE:] Is it...?

[PHONE: READ SCALE]

- 01. Very high
- 02. Somewhat high
- 03. Somewhat low
- 04. Very low
- [DO NOT READ]
- 98. Don't know
- 99. Prefer not to say

[ASK IF Q82 = 03 OR 04]

83. **[PHONE ONLY]** Is there a specific reason your trust in the accuracy of the election results is low? [DO NOT READ; CODE MULTIPLE RESPONSES]

- 01. Mistrust of government or politics (general)
- 02. Not informed about the election
- 03. Not informed about candidates
- 04. Concerns with potential human error
- 05. Concerns with fairness or integrity (general)
- 06. Concerns with low voter turnout
- 07. Surprised by the outcome
- 08. Dissatisfied with voting experience
- 09. Concerns with false information
- 10. Concerns with interference in the election
- 96. No particular reason
- 97. Other. Please specify: [TEXT]
- 98. Don't know
- 99. Refusal

84. DELETED QUESTION

129. Overall, how much confidence do you have in Elections Canada? [PHONE:] Do you have a great deal of confidence, a fair amount, not much, or no confidence?

[PHONE: DO NOT READ]

- 01. A great deal of confidence
- 02. A fair amount of confidence
- 03. Not much confidence
- 04. No confidence
- 98. Don't know

Section 14: Policy questions

[ALL RESPONDENTS] [SPLIT SAMPLE Q130 and Q131 - 50/50]

130. In Canadian federal elections, each paper ballot is counted by hand. In some provincial elections, paper ballots are scanned into a machine that counts the votes. Which vote counting method do you prefer?

[PHONE: READ LIST]

- 01. Hand counting
- 02. Machine counting
- [PHONE: DO NOT READ]
- 03. No preference
- 98. Don't know

131. In a Canadian federal election, workers at the polls use paper lists to see if an elector's name is on the list and to mark them off after they vote. In some provincial elections, poll workers use computers or tablets to electronically look up and mark off electors' names. Which method do you prefer?

[PHONE: READ LIST]

- 01. Paper lists
- 02. Computer lists
- [PHONE: DO NOT READ]
- 03. No preference
- 98. Don't know

Section 15: Political Communications and Electoral Interference

[IF Q10=01 or RESPONDED to W2] [ELSE SKIP TO Q141]

[SKIP IF ALREADY CONTACTED BY PARTY/CANDIDATE AT W2]

132. During the election, were you directly contacted by a political party or candidate?

[PHONE: DO NOT READ]

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

[ASK IF Q132=01]

133. How did the political party or candidate contact you?

[PHONE: DO NOT READ; ACCEPT MULTIPLE RESPONSES]

[ONLINE: SELECT ALL THAT APPLY; RANDOMIZE OPTIONS]

- 01. In person (e.g. door-to-door campaigning)
- 02. A telephone call from a live person
- 03. A telephone call with a recorded message
- 04. A text message on your phone
- 05. Through social media
- 06. Email
- 07. Mail
- 97. Other. Please specify: [TEXT]

134. Based on what you have seen or heard recently, do you think any of the following were a problem in this election?

[PHONE: READ ITEMS]
[ONLINE: GRID]
[ROWS/ROTATE A-C]

- a. Hacking by foreign countries or groups into the computer systems that support the election.
- b. Foreign countries or groups using social media and other means to influence the political opinions of Canadians.
- c. The spread of false information online.

[PHONE: DO NOT READ]
01. Yes
02. No
98. Don't know

[ASK IF 134a=01]

135. What impact, if any, do you think problems of foreign hacking had on the outcome of this election?

[PHONE: READ SCALE]
01. Major impact
02. Moderate impact
03. Minor impact
04. No impact at all
[DO NOT READ]
98. Don't know

[ASK IF 134b=01]

136. What impact, if any, do you think problems of foreign influence had on the outcome of this election?

[PHONE: READ SCALE]
01. Major impact

- 02. Moderate impact
- 03. Minor impact
- 04. No impact at all
- [DO NOT READ]
- 98. Don't know

[ASK IF 134c=01]

137. What impact, if any, do you think problems of false information had on the outcome of this election?

- [PHONE: READ SCALE]
- 01. Major impact
- 02. Moderate impact
- 03. Minor impact
- 04. No impact at all
- [DO NOT READ]
- 98. Don't know

Section 16: Civic, Democratic and Political Engagement

[ALL RESPONDENTS]

138. **[ONLINE ONLY]** In this last election, did any of the following people or groups encourage you to vote? Select all that apply.

[RANDOMIZE 01 to 11]

- 01. Your family (not including your spouse or partner)
- 02. Your friends or peers
- 03. Your spouse or partner
- 04. A teacher or professor
- 05. The news media
- 06. Politicians, a party or a candidate
- 07. A community, environmental, or social organization
- 08. **[If W1 Q5 ≠04]** An Indigenous organization
- 09. **[If W2 OR W3 = STUDENT]** A student organization
- 10. An organization representing a cultural or ethnic group
- 11. **[If W1 = DISABILITY]** An organization representing people with disabilities
- 97. Other [please specify]
- 96. None of the above
- 98. Don't know/don't remember

139. Did your spouse or partner vote in the federal election?

- [PHONE: DO NOT READ]
- 01. Yes

- 02. No
- 96. Not applicable
- 98. Don't know
- 99. Prefer not to say

140. **[ONLINE ONLY]** In each of the following groups, how many would you say voted?

[ONLINE GRID; ROWS; RANDOMIZE]

- a. Your friends
- b. Your colleagues or peers
- c. Your family

[COLUMNS]

- 01. Most
- 02. Many
- 03. Some
- 04. None
- 96. Not applicable
- 98. Don't know
- 99. Prefer not to say

141. Overall, how satisfied are you with the way democracy works in Canada?

[PHONE: READ SCALE]

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

[PHONE: DO NOT READ]

- 98. Don't know

Section 17: Socio-Demographics

142. **[ONLINE ONLY]** In the last 2 weeks, have you done any of the following? Select all that apply.

- 01. Read a newspaper or magazine
- 02. Read or watched news online
- 03. Watched television
- 04. Listened to radio
- 05. Used public transit
- 06. Used social media
- 07. Watched a movie at a movie theatre
- 08. None of the above

The last few questions are for classification purposes only. Please be assured that your answers will remain completely confidential.

99. How many times have you moved in the last 12 months? [DO NOT READ LIST] [PHONE: READ IF ASKED:][ONLINE: [Hyperlink:](#)] “A move is considered moving to any new dwelling, including a move for college or university.”
[ONLINE] If you have not moved please enter 0.

[PHONE]

01. Record number of moves: [allow a minimum of 1, maximum of 10]
02. Did not move
98. Don't know/don't remember
99. Prefer not to say

[ONLINE]

01. _____ [allow a minimum of 0, maximum of 10]
98. Don't know/don't remember
99. Prefer not to say

95. What was the total annual income of all members of your household combined, before taxes, in 2018?

[PHONE: READ LIST]

01. Under \$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 to just under \$150,000
06. \$150,000 and above
99. [DO NOT READ] Prefer not to answer

[ONLINE ONLY]

Elections Canada wants to ensure its services are accessible to all Canadians who have the right to vote, including those who have religious or spiritual obligations.

201. What is your religion, if you have one? [ALPHABETIZE 02 to 16]

01. No religion/atheist
02. Buddhist
03. Anglican
04. Baptist
05. Catholic/Roman Catholic
06. Christian Orthodox
07. Lutheran
08. Pentecostal
09. Presbyterian
10. United Church
12. Hindu

- 13. Indigenous Spirituality
- 14. Jewish/Judaism
- 15. Muslim/Islam
- 16. Sikh
- 97. Other religion: [TEXT]
- 98. Don't know
- 99. Prefer not to say

[ASK IF Q201= 02 to 97]

202. How important is your religion to the way you live your daily life?

- 01. Very important
- 02. Somewhat important
- 03. Not very important
- 04. Not important at all
- 98. Don't know
- 99. Prefer not to say

CONCLUSION

[PHONE]

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

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

[IF ASKED]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to www.priv.gc.ca and click "Report a concern"

[ONLINE]

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

If you have any comments about this survey, please contact [Elections Canada](http://ElectionsCanada.ca).

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Wave 3b Questionnaire

INTRODUCTION

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

[IF ASKED]: The survey will take about 15 minutes to complete.

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time). You can also contact Alethea Woods, from Phoenix Strategic Perspectives, at 1-844-960-1700, ext. 223. Phoenix Strategic Perspectives is conducting this study with Advanis on behalf of Elections Canada.

[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 Q1.

IF NO ONE IN HOUSEHOLD IS A CANADIAN CITIZEN OR 18 YEARS, THANK AND DISCONTINUE.

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

PRIV

Please note that this call may be recorded for quality control or training purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

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 PERSON IS NOT A CANADIAN CITIZEN OR 18 YEARS, THANK AND DISCONTINUE.

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

PRIV

Please note that this call may be recorded for quality control or training purposes. Any personal information collected is subject to the federal *Privacy Act* and will be held in strict confidence. By taking part in this survey, you consent to the use of your answers for research and statistical purposes. The anonymous database of all responses may be shared with external researchers under the strict condition that no personal information is ever distributed or made public.

Section 1: Screening Questions

1. May I confirm that you are a Canadian citizen?

[DO NOT READ]

01. Yes

02. No [TERMINATE]

TERMINATION MESSAGE: This survey must be completed by Canadian citizens.

2. In what year were you born?

01. Record year: [NUMBER] [1985-2000: SUBGROUP=YOUTH]

02. 2001

03. 2002 or later [TERMINATE]

TERMINATION MESSAGE: This survey must be completed by Canadian citizens who were at least 18 years old on October 21, 2019.

[ASK IF Q2=02]

3. May I confirm that you were 18 years old on October 21, 2019?

[DO NOT READ]

01. Yes [SUBGROUP=YOUTH]

02. No [TERMINATE]

TERMINATION MESSAGE: This survey must be completed by Canadian citizens who were at least 18 years old on October 21, 2019.

[ALL RESPONDENTS]

4. In which province or territory do you live?

[DO NOT READ]

- 01. Alberta
- 02. British Columbia
- 03. Manitoba
- 04. New Brunswick
- 05. Newfoundland and Labrador
- 06. Northwest Territories
- 07. Nova Scotia
- 08. Nunavut
- 09. Ontario
- 10. Prince Edward Island
- 11. Quebec
- 12. Saskatchewan
- 13. Yukon
- 14. I live outside Canada [TERMINATE]
- 98. Don't know [TERMINATE]
- 99. Refused [TERMINATE]

TERMINATION MESSAGE: This survey must be completed by Canadian citizens who were at least 18 years old on October 21, 2019 and who live in Canada.

5. Are you of First Nations, Métis or Inuit descent? [IF MULTIPLE IDENTITIES, ASK "WHICH DO YOU PRIMARILY IDENTIFY AS"]

[DO NOT READ]

- 01. First Nations
- 02. Métis
- 03. Inuit
- 04. No
- 98. Don't know
- 99. Refusal

[ASK IF Q5=01]

6. Do you live on a reserve?

[DO NOT READ]

- 01. Yes
- 02. No

- 98. Don't know
- 99. Refusal

[ALL RESPONDENTS]

[READ:] Elections Canada wants to ensure that its services are accessible to all Canadians who have the right to vote, including people who have difficulty doing some tasks or doing some daily activities.

7. How much difficulty, if any, do you have with ... [READ FIRST ITEM]? Do you have no difficulty, some, a lot, or you can't do this at all? What about...[READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED]

[IF ASKED WHY ELECTIONS CANADA NEEDS THIS INFORMATION, SAY: If you have difficulty with some of these activities, we will ask you a few questions about how accessible Elections Canada's services were for you later in the survey. Your answers will help Elections Canada improve its services.]

[ROTATE]

- a. ...hearing, even when using a hearing aid?
- b. ...seeing, even when wearing glasses or contacts?
- c. ...going up and down a flight of stairs without resting?
- d. ...using your fingers to grasp a small object like a pencil?

[ROTATE]

- | | |
|-----------------------------|-----------|
| 01. No difficulty | [SCORE 0] |
| 02. Some difficulty | [SCORE 1] |
| 03. A lot of difficulty | [SCORE 4] |
| 04. I cannot do this at all | [SCORE 7] |

[DO NOT READ]

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

8. Thinking of your daily activities, how much difficulty, if any, do you have with... [READ FIRST ITEM]? Do you have no difficulty, some, a lot, or you can't do most daily activities because of this? What about...[READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED]

[IF ASKED WHY ELECTIONS CANADA NEEDS THIS INFORMATION, SAY: If any of these give you difficulty in your daily activities, we will ask you a few questions about how accessible Elections Canada's services were for you later in the survey. Your answers will help Elections Canada improve its services.]

[ROTATE]

- a. ...chronic or recurring pain?
- b. ...learning, remembering or concentrating?
- c. ...a mental health, psychological or emotional health condition?
- d. ...a developmental disability or disorder, for example Down syndrome or autism?

[ROTATE]

- 01. No difficulty [SCORE 0]
- 02. Some difficulty [SCORE 1]
- 03. A lot of difficulty [SCORE 4]
- 04. I cannot do this at all [SCORE 7]

[DO NOT READ]

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

USE Q7 AND Q8 TO CONSTRUCT THE DISABILITY SEVERITY SCALE

SCORES OF 0-1=NO DISABILITY	[SUBGROUP: NO DISABILITY]
SCORES OF 2-3=MILD DISABILITY	[SUBGROUP: MILD/MODERATE DISABILITY]
SCORES OF 4-6=MODERATE DISABILITY	[SUBGROUP: MILD/MODERATE DISABILITY]
SCORES OF 7-13=SEVERE DISABILITY	[SUBGROUP: VERY/SEVERE DISABILITY]
SCORES OF 14+=VERY SEVERE DISABILITY	[SUBGROUP: VERY/SEVERE DISABILITY]

[SKIP IF DISABILITY SEVERITY SCALE <2]

- 9. Do you consider yourself to have a disability?

[DO NOT READ]

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

Section 2: Electoral Awareness and Knowledge

[ALL RESPONDENTS]

- 10. Did you know that a federal election took place on October 21, 2019?

[DO NOT READ]

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

[ALL RESPONDENTS]

- 12. In general, are you very interested, somewhat interested, not very interested, or not at all interested in politics?

[DO NOT READ]

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested

- 04. Not at all interested
- 98. Don't know
- 99. Refusal

[SKIP Q13 IF Q2 > 1997]

13. Did you vote in the previous federal election held on October 19, 2015?

[DO NOT READ]

- 01. Yes
- 02. No
- 03. I was not eligible to vote in 2015
- 98. I can't recall
- 99. Refusal

[ALL RESPONDENTS]

Now, I would like to ask you a few questions about voting in elections in Canada.

14. To the best of your knowledge...

- a. ...do you need to be registered on the list of electors to vote in a Canadian federal election?
- b. ...do you need to update your voter registration if your information changes – for example if you moved or changed your name?

[INTERVIEWERS: IF ASKED ABOUT REGISTRATION, SAY: This means that your name is on the list of electors.]

[DO NOT READ]

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

[IF Q14A ≠ 01 AND Q14B ≠ 01, THEN SKIP Q15, Q16, Q17]

15. 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

[SPLIT SAMPLE 50/50 NEXT TWO QUESTIONS]

16. 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 this last federal election?

[DO NOT READ]

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

17. 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

[ALL RESPONDENTS]

18. To the best of your knowledge, what are the current ways that electors can vote in a federal election? [DO NOT READ; ACCEPT MULTIPLE RESPONSES. PROBE CAREFULLY TO AVOID SUGGESTING ANSWERS WHICH WOULD GIVE AWAY THE LIST. AFTER EACH ANSWER, PROBE "Anything else?"]

- 01. In person at a polling station on election day (Monday, October 21)
- 02. At advance polls, in person (October 11, 12, 13, or 14)
- 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. On some post-secondary campuses
- 07. Special ballot, write-in ballot, absentee ballot (not specified)
- 08. Online (not specified)
- 09. By phone (not specified)
- 10. Computer, electronically (not specified)
- 11. By proxy
- 97. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

NOTES:

IF ASKED TO CLARIFY: "Ways to vote" means the different voting methods available in a federal election.

IF RESPONDENT SIMPLY SAYS, "POLLING STATION," PROBE "Could you please be more specific?"

IF RESPONDENT SAYS, "PRIOR TO ELECTION DAY," ASK FOR CLARIFICATION "Could you please be more specific – about when would that be?" AS 02, 03 and 04 CAN BE PRIOR TO ELECTION DAY, SEE CHART.

IF RESPONDENT SAYS "ONLINE," PROBE TO FIND OUT IF THEY REFER TO CASTING A VOTE ONLINE (code 08) OR TO ORDERING A BALLOT KIT ONLINE TO VOTE BY MAIL (code 03).

IF RESPONDENT SAYS "OVERSEAS, OUTSIDE OF CANADA, AT AN EMBASSY OR CONSULATE," CODE AS "BY MAIL."

[ASK IF Q6=01 AND Q10=01]

11. Was there a polling place on your reserve for this election?

[DO NOT READ]

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

[SPLIT SAMPLE 50/50 BETWEEN Q19 and Q20+Q21]

19. In order to vote at a federal election, must electors provide... [READ LIST]

- 01. A proof of identity
 - 02. A proof of address
 - 03. Both
 - 04. Neither
- [PHONE: DO NOT READ]
- 98. Don't know

[RANDOM ROTATE Q20 WITH Q21; USE A FLAG VARIABLE FOR IDENTIFICATION OF FIRST AND SECOND]

20. 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

21. 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

Section 3: EC Communications

22. When you think about getting information about when and where to vote, or how to identify yourself at the polls, or any other information on the voting process, who or which organization first comes to mind?

[DO NOT READ LIST; RECORD FIRST MENTION]

NOTES:

If the respondent only mentions where or how they get the information (e.g. “in the mail,” “online”), then PROBE: “Can you think of who is the source of information you would get (in the mail, online, etc.)?”

DO NOT PROBE MORE THAN ONCE. Record the response given, and move on to the next question.

[DO NOT READ]

01. Elections Canada
02. The Government of Canada/Federal Government
03. Provincial/Territorial Government
04. Service Canada
05. City hall/municipal services
06. Local candidate/political party
07. Mail/voter card
08. Internet
09. Television
10. Newspapers
11. Radio
12. Family/friends/neighbours
13. Media
14. Political parties
15. Community groups
97. Other. Please specify: [TEXT]
98. Don't know

[RESPONDENTS AWARE OF ELECTION: Q10=01]

I'd like to ask a few questions about the information you may have received during the federal election.

23. 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

[ASK NEXT TWO QUESTIONS IF Q23=01]

24. Was your name correct on the card you received?

[DO NOT READ]

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

25. And was your address correct on the card?

[DO NOT READ]

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

[RESPONDENTS AWARE OF ELECTION: Q10=01]

26. During the campaign, did you receive a brochure in the mail describing how to register and vote in the upcoming federal election? The brochure was titled "Guide to the Federal Election."

[DO NOT READ]

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

[RESPONDENTS AWARE OF ELECTION: Q10=01]

102. During the campaign, did you contact Elections Canada?

[DO NOT READ]

[DO NOT READ]

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

[ASK IF Q102=01]

103. How did you contact Elections Canada?

[DO NOT READ; ACCEPT MULTIPLE RESPONSES]

- 01. By phone
- 02. By email
- 03. By mail

- 04. Through social media
- 05. Through a web form on Elections Canada's website
- 06. At a local Elections Canada office
- 97. Other. Please specify: [TEXT]
- 98. Don't know
- 99. Refused

[ASK IF Q102=01]

104. How satisfied were you with the service you received when you contacted Elections Canada? Were you ...

[READ SCALE]

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. [DO NOT READ] Don't know
- 99. [DO NOT READ] Refused

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

[DO NOT READ]

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

[ASK IF Q105=01]

106. How satisfied were you with your experience using Elections Canada's website? Were you ...

[READ LIST]

- 01. Very satisfied
- 02. Somewhat satisfied
- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- [DO NOT READ]
- 98. Don't know
- 99. Refusal

[ASK IF Q106=03 or 04]

107. Why were you dissatisfied with your experience using Elections Canada's website?

[OPEN-ENDED]

- 98. Don't know/don't remember

99. Refused

[ALL RESPONDENTS]

27. [IF Q10≠01, ADD PREAMBLE: “The last federal election was held on October 21, 2019.] Overall, how well informed do you feel you were about... [READ FIRST ITEM]? Would you say you were very informed, somewhat informed, not very informed, or not at all informed about this? What about...[READ NEXT ITEM]? [REPEAT FOR ALL. DO NOT REPEAT SCALE UNLESS ASKED]

- a. where to vote?
- b. when to vote?
- c. the ways to vote?

[DO NOT READ]

- 01. Very informed
- 02. Somewhat informed
- 03. Not very informed
- 04. Not at all informed
- 98. Don't know
- 99. Refusal

Section 4: Information on Accessibility

[RESPONDENTS WITH A DISABILITY; IF DISABILITY SEVERITY SCALE >1] [ELSE SKIP TO SECTION 5]

28. **Elections Canada offers a number of voting tools and services to make voting more accessible, for example, for Canadians with disabilities. Would you say you are very aware, somewhat aware, not very aware, or not at all aware of the accessible tools and services that are available?**

[READ SCALE]

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

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[ASK IF Q10 = 01]

29. For this election, did you need information on ...

[READ ITEMS]

- a. The accessibility of your polling place?
- b. Accessible voting tools and services to assist you with voting?

[DO NOT READ]

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

[ASK IF Q29A OR Q29B = 01]

30. How easy or difficult was it to find the information you needed on accessibility for the election?

[READ SCALE]

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

[DO NOT READ]

- 96. I didn't look for information
- 98. Don't know
- 99. Refusal

Section 5: Registration

[RESPONDENTS AWARE OF ELECTION: Q10=01] [ELSE SKIP TO SECTION 12]

31. What, if anything, did you do to make sure you were registered to vote in this election? Did you...?

[READ LIST; ACCEPT ONE RESPONSE]

[IF RESPONDENT GIVES MULTIPLE ANSWERS: CODE 01 AHEAD OF 02 OR 03; CODE 02 AHEAD OF 03]

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

[DO NOT READ]

- 04. Did none of the above
- 97. Other. Please specify: [TEXT]
- 98. Don't know
- 99. Refusal

[ASK IF Q31 = 01, 02 or 03]

32. How did you make sure you were registered to vote? [DO NOT READ. CODE UP TO 3 RESPONSES]

[INTERVIEWERS: IF RESPONDENT SAYS HE/SHE WENT ONLINE/CHECKED WEBSITE, PROBE TO CLARIFY IF THIS IS CODE 03 OR CODE 04.]

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

- 06. At a local Elections Canada office
- 07. I made sure my voter information card was correct
- 08. A revising agent from Elections Canada visited my home
- 97. Other. Please specify: [TEXT]
- 98. Don't know/don't remember
- 99. Refusal

[ASK IF Q31 = 01, 02 or 03]

33. Was it very easy, somewhat easy, somewhat difficult or very difficult to make sure you were registered?

[DO NOT READ]

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

[ASK IF Q33 = 03 or 04]

34. Why was it difficult to make sure you were registered?

[OPEN-ENDED]

[DO NOT READ]

- 96. No particular reason
- 98. Don't know
- 99. Refusal

[ASK IF Q31 = 04]

35. Were you already registered to vote in a Canadian federal election?

[DO NOT READ LIST]

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

[ASK IF Q35 = 01]

36. How did you know that you were registered to vote? [DO NOT READ; ACCEPT MULTIPLE RESPONSES]

- 01. I voted in the last federal election
- 02. I have always been registered
- 03. My information has not changed since the last federal election
- 04. I checked off the registration box on my income tax forms

- 05. I contacted Elections Canada
- 06. I used the Elections Canada website/online registration system
- 07. I received a voter information card in the mail
- 08. I was on the list of electors when I went to vote
- 97. Other. Please specify: [TEXT]
- 98. Don't know
- 99. Refusal

Section 6: Voter Participation

[RESPONDENTS AWARE OF ELECTION: Q10=01] [ELSE SKIP TO SECTION 12]

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

[READ LIST]

- 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

[ASK IF Q37=01, 02 OR 03]

38. What is the main reason you did not vote? [DO NOT READ; CODE 1 ANSWER ONLY]

Everyday life or health reasons

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

Political reasons

- 04 Not interested in politics
- 05 Lack of information about campaign issues 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

- 15 Polling place was not accessible
- 16 Voting process was not accessible

All other reasons

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

[ASK IF Q38=09]

39. Is it a proof of address or a proof of identity that you were missing?

[DO NOT READ]

- 01. Address
- 02. Identity
- 03. Both
- 98. Don't know
- 99. Refusal

[ASK IF Q38=02]

40. Were you out of town for work or personal reasons?

[IF RESPONDENT ASKS WHY THIS INFORMATION IS BEING COLLECTED, SAY: Elections Canada is working to improve its services for electors who are out of town on voting days.]

[DO NOT READ]

- 01. Work
- 02. Personal reasons
- 97. Other (specify)
- 98. Don't know
- 99. Refusal

[ASK IF Q40=02]

41. Would you say that your travel was planned or unplanned?

[IF RESPONDENT ASKS WHAT IS MEANT BY "UNPLANNED," SAY: 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 THIS INFORMATION IS BEING COLLECTED, SAY: Elections Canada is working to improve its services for electors who are out of town on voting days.]

[DO NOT READ]

- 01. Planned
- 02. Unplanned

99. Refusal

[ASK IF Q38=01]

42. 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 LIST; ROTATE ITEMS]

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

[DO NOT READ]

- 97. Other [open-ended]
- 98. Don't know
- 99. Refusal

[ASK IF Q37=04]

43. 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 October 21
- 02. At the advance polling station (on October 11, 12, 13 or 14)
- 03. At a local Elections Canada office before October 15
- 04. By mail
- 05. At home
- 06. At a poll on campus
- 97. Other, please specify: [TEXT]

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[IF RESPONDENT ASKS FOR CLARIFICATION AT ANSWER 03 "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. Did you vote there before election day?]

[IF RESPONDENTS SAY THEY VOTED ONLINE, ASK FOR CLARIFICATION. VOTERS CAN REGISTER ONLINE TO RECEIVE A BALLOT IN THE MAIL. THESE RESPONSES SHOULD BE CODED AS: 04 – BY MAIL.]

[ASK IF Q43=06 VOTED ON CAMPUS]

108. If a poll on campus had not been available, do you think you would have voted in some other way?
[DO NOT READ]

- 01. Yes, I think I would have voted some other way
- 02. No, I think it would have been difficult to vote some other way
- 98. Don't know
- 99. Refused

Section 7: Polling Places

[THOSE WHO VOTED IN-PERSON: IF Q43=01, 02, 03, 06] [ELSE SKIP TO SECTION 8]

44. When you went to vote, did you go...?

[READ LIST; ACCEPT ONE]

- 01. On your own
 - 02. With at least one other person who also voted
 - 03. With someone else, but they did not vote
- [DO NOT READ]
- 98. Don't know
 - 99. Prefer not to say

[ASK IF Q43=01]

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

[DO NOT READ]

- 01. [DO NOT ACCEPT IF PROV = MB, ON, QC, NL, NB, NS, or PEI] Before 8 a.m.
- 02. [DO NOT ACCEPT IF PROV = QC] Between 8 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. [DO NOT ACCEPT IF PROV = BC or YT] Between 7 and 8 p.m.
- 14. [DO NOT ACCEPT IF PROV = BC, YT, AB, SK or NWT] Between 8 and 9 p.m.
- 15. [DO NOT ACCEPT IF PROV ≠ ON, QC or NU] After 9 p.m.
- 95. Before local voting hours
- 96. After local voting hours
- 98. Don't know
- 99. Refused

[NOTES: The polls open and close at different times on election day depending on province/territory.

If the respondent says a time that is too early or too late by an hour or less, probe whether they went to vote closer to the nearest valid hour.

For example: “Was it closer to 7 am or 8 am when you went to vote?” if someone said they went to vote at 7 am but the polls in their area did not open until 8 am.

If respondent answers closer to the valid hour, then record response in the valid category. Otherwise, use code 95 or 96.

If the respondent says a time that is too early or too late by more than 1 hour, use code 95 or 96.]

[ASK IF Q43=02, 03, 06]

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

[DO NOT READ]

- 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. [DO NOT ACCEPT IF Q43 = 02 or 03] After 9 p.m.
- 95. Before available voting hours
- 96. After available voting hours
- 98. Don't know
- 99. Refused

[NOTES:

If the respondent says a time that is too early or too late by an hour or less, probe whether they went to vote closer to the nearest valid hour.

For example: “Was it closer to 8 am or 9 am when you went to vote?” if someone said they went to vote at 8 am but the polls did not open until 9 am.

If respondent answers closer to the valid hour, then record response in the valid category. Otherwise, use code 95 or 96.

If the respondent says a time that is too early or too late by more than 1 hour, use code 95 or 96.]

47. Did you go to the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus] from home, work, school, or another location?

[DO NOT READ]

- 01. Home
- 02. Work
- 03. School
- 97. Other (specify): [TEXT]
- 98. Don't know
- 99. Refusal

48. What kind of transportation did you take to get there?

[DO NOT READ]

- 01. Private vehicle
- 02. Taxi (or Uber, Lyft, etc.)
- 03. Public transit
- 04. Bicycle
- 05. Walked
- 97. Other (specify:) [TEXT]
- 98. Don't know
- 99. Refusal

49. To the best of your knowledge, how long did it take you to travel to the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

[DO NOT READ]

- 01. RECORD TIME IN MINUTES: [NUMBER]
- 98. Don't know
- 99. Refusal

[ASK IF Q49 ≠ 98 or 99]

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

[DO NOT READ]

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

51. Was the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home?

[DO NOT READ]

- 01. Very reasonable
- 02. Somewhat reasonable
- 03. Somewhat unreasonable
- 04. Very unreasonable

- 98. Don't know
- 99. Refusal

52. Was the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus] in a location that was very familiar, somewhat familiar, not very familiar, or not familiar at all to you?

[DO NOT READ]

- 01. Very familiar
- 02. Somewhat familiar
- 03. Not very familiar
- 04. Not familiar at all
- 98. Don't know
- 99. Refusal

[ASK IF Q48=01]

53. Were you able to find a suitable parking space?

[DO NOT READ]

- 01. Yes
- 02. No
- 97. Not applicable
- 98. Don't know
- 99. Refusal

[ASK IF Q7b, c or Q8a = 02, 03 or 04]

54. Did you need level access to enter the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

[IF ASKED: Level access means being able to get through the polling place without having to use steps, whether using a ramp, an elevator, an entrance that has no steps, etc.]

[DO NOT READ]

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

[ASK IF DISABILITY SEVERITY SCORE > 1]

55. How easy or difficult was it for you to enter and access the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus] Was it...?

[READ LIST]

- 01. Very easy
- 02. Somewhat easy

- 03. Somewhat difficult
- 04. Very difficult

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[ASK IF Q55 = 03 or 04]

56. What made it difficult for you to access the [INSERT BASED ON Q42: polling station/advance polling station/local Elections Canada office/poll on campus]?

[DO NOT READ – ACCEPT MULTIPLE RESPONSES]

- 01. Lack of accessible parking (e.g. close to the entrance, or with a wheelchair symbol)
- 02. Difficulty with surfaces (e.g. uneven or steep paths, slippery or loose surfaces)
- 03. Difficulty with level access
- 04. Difficulty opening doors (e.g. too heavy, no automatic door opener)
- 05. Difficulty navigating passages (e.g. too narrow, obstructed by obstacles)
- 06. Poor signage (inside or outside)
- 07. Poor lighting (inside or outside)
- 08. Line-up issues
- 09. Lack of chairs or other place to rest
- 010. Lack of assistance from election workers
- 97. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

[THOSE WHO VOTED IN-PERSON: Q43=01, 02, 03 OR 06]

57. Overall, 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

[ASK IF Q57 = 03 or 04]

58. Could you briefly describe why the building was not suitable?

[DO NOT READ – ACCEPT MULTIPLE RESPONSES]

- 01. Accessibility issues
- 02. Lack of parking in general

- 03. Location was difficult to reach (e.g. too far, lack of public transit)
- 04. Address was difficult to find
- 05. Difficult to find the room for voting
- 06. Poor signage (interior or exterior)
- 07. Poor lighting (interior or exterior)
- 08. Line-up issues
- 09. Lack of chairs or other place to rest
- 10. Safety/security concerns
- 11. Unfamiliar/inappropriate location
- 12. Small space
- 97. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

Section 8: Voter Identification

[THOSE WHO VOTED (Q37 = 04)]; [ELSE SKIP TO SECTION 12]

[ASK IF Q23=01 AND Q43=01, 02, 03 OR 06]

59. Did you bring your voter information card with you to the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

[DO NOT READ]

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

[IF PROV=QUEBEC]

60. When you voted, did you use your driver's license to prove your identity and address?

[DO NOT READ]

- 01. Yes
- 04. No
- 98. Don't know SKIP TO NEXT SECTION
- 99. Refusal SKIP TO NEXT SECTION

[IF PROV≠QUEBEC]

61. When you voted, did you use one of the following pieces of photo ID to prove your identity and address? [ACCEPT ONLY ONE RESPONSE]

[INTERVIEWERS: IF ASKED, ABOUT OPTION 02, SAY: "A provincial or territorial photo ID is an ID card issued by your province or territory that includes your photo and address. It may be used in place of a driver's license as a form of government-issued identification. It is not a health card.]

[READ LIST]

- 01. Driver's license
- 02. Provincial/territorial photo ID
- 03 [ONLY IF PROV = BC] BC Services Card

[DO NOT READ]

- 04. None of these
- 98. Don't know/don't remember SKIP TO NEXT SECTION
- 99. Refusal SKIP TO NEXT SECTION

[ASK IF (Q60 OR Q61=04) AND Q5=01]

62. Did you use a band membership card that contains your **photo, name** and **address**?

[DO NOT READ]

- 01. Yes
- 04. No
- 98. Don't know SKIP TO NEXT SECTION
- 99. Refusal SKIP TO NEXT SECTION

[ASK IF ((Q60 OR Q61=04) AND (Q62≠01,98 or 99)) AND Q43≠04]

63. Which of the following did you use to meet the identification requirements to vote? Did you...?

[READ LIST]

- 01. Provide 2 pieces of ID
- 02. Have someone vouch for you while you declared your identity and address in writing

[DO NOT READ]

- 98. Don't know/don't remember SKIP TO NEXT SECTION
- 99. Refusal SKIP TO NEXT SECTION

[ASK IF Q63=01 OR (Q43=04 AND ((Q60 OR Q61=04) AND (Q62≠01, 98 or 99)))]

64. Which two pieces of ID did you use to prove your address and also your identity? This can include electronic statements or invoices shown on a mobile device, as well as physical documents.

[DO NOT READ LISTS; ACCEPT NO MORE THAN TWO RESPONSES BETWEEN LIST A AND LIST B AS INDICATED]

IF RESPONDENT GIVES ONLY ONE RESPONSE, CODE FIRST RESPONSE THEN PROBE:
"And what was the second piece of ID you used?"

IF RESPONDENT GIVES NO RESPONSE FROM LIST A, PROBE:
"Did you use any other document to prove your address?"

IF RESPONDENT STILL DOES NOT NAME A DOCUMENT ON LIST A, THEN CODE 96.

LIST A – PROOF OF ADDRESS AND IDENTITY

[DO NOT READ] [MUST SELECT AT LEAST ONE FROM LIST A; CAN SELECT UP TO TWO]

01. [ONLY ACCEPT IF Q59=01] voter information card
02. [ONLY ACCEPT IF PROV = MB or YT] health care card
14. utility bill (e.g. electricity, water, telephone, internet)
15. statement from a financial institution or insurance company, or personal cheque
16. residential lease or sub-lease
17. government cheque, statement of benefits or pension statement
18. income or property tax assessment
19. correspondence issued by your school, college or university
20. [ONLY ACCEPT IF Q5=01 OR 03] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
21. letter confirming your residence or stay from a student residence
22. letter confirming your residence or stay from a seniors' residence, long-term care institution, shelter, soup kitchen or community-based residential facility (halfway house)

[Codes 23 through 27 are repeated categories - use only if someone uses two documents of the same type. For example, for "telephone bill" and "internet bill," code 14 and 23]

23. utility bill (e.g. electricity, water, telephone, internet)
24. statement from a financial institution or insurance company, or personal cheque
25. government cheque, statement of benefits or pension statement
26. income or property tax assessment
27. correspondence issued by a school, college or university

LIST B – PROOF OF IDENTITY ONLY

[DO NOT READ] [SELECT NO MORE THAN ONE – DO NOT SELECT ANY IF LIST A HAS TWO SELECTIONS]

02. [ONLY ACCEPT IF PROV ≠ MB or YT] health care card
03. birth certificate or citizenship card
04. Canadian passport
05. social insurance or old age security card
06. debit or credit card
07. [ONLY ACCEPT IF Q5 ≠ 04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
08. Canadian Forces identity card or Veterans Affairs health card
09. student identity card
10. public transit card
11. other government-issued license (firearms, fishing/trapping/hunting, liquor)
12. card or identity bracelet issued by a hospital, clinic or long-term care institution
13. CNIB card

96. Unable to name piece from List A [code only after probing questions are exhausted]
97. Other – specify * INTERVIEWER: SEE FULL LIST
98. Don't know/Don't remember
99. Prefer not to say

[SKIP IF Q60-Q63 = 98 OR 99]

65. Overall, how easy was it to meet the identification requirements? Was it...?

[READ LIST]

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

[ASK IF Q65 = 03 or 04]

66. Was it your identity or your address that was difficult to prove?

[DO NOT READ]

- 01. Address
 - 02. Identity
 - 03. Both
- [DO NOT READ]
- 98. Don't know
 - 99. Refusal

Section 9: Time it Took to Vote

[THOSE WHO VOTED IN-PERSON: Q43=01, 02, 03, 06] [ELSE SKIP TO SECTION 10]

67. To the best of your knowledge, how long did it take you to vote once you arrived at the [INSERT BASED ON Q43: polling station/advance polling station/local Elections Canada office/poll on campus]?

01. RECORD TIME IN MINUTES

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[ASK IF Q67 ≠ 98 or 99]

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

[DO NOT READ]

- 01. Yes
 - 02. No
- [DO NOT READ]
- 98. Don't know
 - 99. Refusal

Section 10: Accessible Voting Services

[ASK IF DISABILITY SEVERITY SCALE >1 AND Q43 = 01, 02, 03, 05 or 06] [ELSE SKIP TO SECTION 11]

69. When you voted, did someone assist you with marking your ballot?

[DO NOT READ]

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

[ASK IF Q69 = 01]

70. Who gave you assistance marking your ballot? Was it ... ?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff

[DO NOT READ]

- 97. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

[ASK IF Q69 = 01]

71. How satisfied were you with the assistance you received marking your ballot?

[READ SCALE]

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

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[ASK IF Q7b,d or Q8b,d = 02, 03 or 04; or Q7a=03 or 04]

72. Did you use any of the following tools or services to help you vote? [READ ITEMS]

[GRID]

[ROWS]

- a. [Ask if (Q7b ≠ 04) AND (Q7a or Q8b,d = 03 or 04)] Language or sign language interpretation
- b. [Ask if (Q7b ≠ 04) AND ((Q7b = 02 or 03) OR (Q8b,d = 02, 03 or 04))] Large-print list of candidates
- c. [Ask if (Q7b ≠ 04) AND ((Q7b = 02 or 03) OR (Q8b,d = 02, 03 or 04))] Magnifier
- d. [Ask if (Q7b = 03 or 04)] Braille list of candidates
- e. [Ask if (Q7b = 03 or 04) or (Q7d, Q8b,d = 02, 03 or 04)] Tactile and braille template that fits onto the ballot

- f. [Ask if (Q7b = 03 or 04) or (Q7d, Q8b,d = 02, 03 or 04)] Signature guide
- g. [Ask if (Q7a ≠ 04) AND (Q7b or Q8b,d = 02, 03 or 04)] A personal smart phone to read the ballot
- h. Any other personal device or support you used

[COLUMNS]

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

[ASK IF Q72h = 01]

72i. What other personal device or support did you use to help you vote? [DO NOT READ]

- [DO NOT READ]
- [OPEN-END]
- 98. Don't know
- 99. Refusal

[ASK IF DISABILITY SEVERITY SCALE >1]

73. Overall, would you say that Elections Canada staff were very sensitive, somewhat sensitive, not very sensitive, or not at all sensitive regarding your needs when voting?

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

Section 11: Overall Satisfaction with Voting Experience

[VOTERS (IF Q37=04)] [ELSE SKIP TO SECTION 12]

[ASK IF Q43 = 01, 02, 03, 05, 06]

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

- [DO NOT READ]
- 01. English
- 02. French
- 03. In both official languages (English and French)
- 97. Other (specify): [TEXT]
- 98. Don't know
- 99. Refusal

[ASK IF Q74 = 01, 02, OR 03]

75. 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

[ASK IF Q43 = 01, 02, 03, 05, 06]

76. Overall, how satisfied were you with the services provided by Elections Canada staff when you voted? Were you ...

[READ SCALE]

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

[DO NOT READ]

- 98. Don't know
- 99. Refusal

[ASK IF Q76 = 03 OR 04]

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

[DO NOT READ – ACCEPT MULTIPLE RESPONSES]

- 01. Staff were not knowledgeable
- 02. Staff were not friendly
- 03. Staff were not helpful
- 04. Staff could not/would not accommodate my disability
- 05. Staff were rude
- 06. Language barrier/could not understand English or French
- 07. Staff could not answer my questions
- 08. Staff made errors
- 09. Service was slow/took too long
- 10. Service was disorganized or chaotic
- 97. Other (specify)
- 98. Don't know
- 99. Refusal

[ASK IF Q37 = 04]

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

[READ LIST]

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

[DO NOT READ]

98. Don't know
99. Refusal

[IF Q78 = 03 OR 04]

79. Can you tell us why it was difficult to vote?

[DO NOT READ -- ACCEPT MULTIPLE RESPONSES]

01. Lack of information on how to register or vote
02. Accessibility issues
03. Difficulty with registration
04. Polling place was too far/difficult to reach
05. Polling place was not suitable
06. Long lines at the polling place
07. Polling place was crowded
08. Difficult to meet ID requirements
09. Voting took too long
10. Voting process was complex
11. Poor service from Elections Canada staff
12. Difficult to find the time to vote/timing of voting days
13. Difficult to decide who to vote for
97. Other (specify)
98. Don't know
99. Refusal

80. Overall, how satisfied were you with your voting experience? Were you...?

[READ SCALE]

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

[DO NOT READ]

98. Don't know
99. Refusal

Section 12: Trust and Confidence in EC

[ALL RESPONDENTS]

81. Thinking about the **October 21, 2019**, federal 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

[ASK IF Q81 = 03 OR 04]

81A. Is there a specific reason you think Elections Canada ran the election unfairly?

[OPEN-ENDED]

[DO NOT READ]

- 96. No particular reason
- 98. Don't know
- 99. Refusal

82. 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

[ASK IF Q82 = 03 OR 04]

83. Is there a specific reason your trust in the accuracy of the election results is low? [DO NOT READ; CODE MULTIPLE RESPONSES]

- 01. Mistrust of government or politics (general)
- 02. Not informed about the election

- 03. Not informed about candidates
- 04. Concerns with potential human error
- 05. Concerns with fairness or integrity (general)
- 06. Concerns with low voter turnout
- 07. Surprised by the outcome
- 08. Dissatisfied with voting experience
- 09. Concerns with false information
- 10. Concerns with interference in the election
- 96. No particular reason
- 97. Other. Please specify: [TEXT]
- 98. Don't know
- 99. Refusal

Finally,

84. How much confidence do you have in the following institutions in Canada? Do you have a great deal of confidence, a fair amount, not much, or no confidence in...? [READ ITEMS; ROTATE ITEMS; ONLY REPEAT SCALE AS NEEDED]

- a. The civil service
- b. The police
- c. The federal government
- d. Big business/corporations
- e. Elections Canada

[DO NOT READ]

- 01. A great deal of confidence
- 02. A fair amount of confidence
- 03. Not much confidence
- 04. No confidence
- 98. Don't know
- 99. Refusal

Section 13: Demographics

[ALL RESPONDENTS]

The last few questions are for classification purposes only. Please be assured that your answers will remain completely confidential.

85. For the purposes of this survey, could you please provide your gender? [READ LIST; STOP WHEN RESPONDENT PROVIDES AN ANSWER]

- 01. Female
- 02. Male
- 97. Or please specify. [TEXT]

[DO NOT READ]

99. Prefer not to say

86. What language do you speak most often at home?

[READ LIST]

01. English

02. French

97. Or please specify. [TEXT]

[DO NOT READ]

99. Prefer not to say

[ASK IF Q5=04]

87. What is your ethnic or cultural background? [DO NOT READ. ACCEPT ONLY ONE REPLY; USE 97 FOR MIXED/MULTIPLE ETHNICITIES.]

Group	<i>Includes</i>
01 White/Caucasian	English-Canadian, French-Canadian, Quebecois 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, Guadeloupian, 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

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

88. Were you born in Canada?

[DO NOT READ LIST]

- 01. Yes
- 02. No
- 99. Prefer not to say

[ASK IF Q88=02]

89. In what country were you born?

01. Record: [TEXT]

[DO NOT READ]

- 98. Refused
- 99. Prefer not to say

[ASK IF Q88=02]

90. In what year did you first come to Canada to live?

01. Record year: [NUMBER]

[DO NOT READ]

- 99. Prefer not to say

[ASK IF Q88=02]

91. In what year did you become a citizen of Canada?

[DO NOT READ]

- 01. 2015
- 02. 2016 [SUBGROUP: NEW CANADIAN]
- 03. 2017 [SUBGROUP: NEW CANADIAN]
- 04. 2018 [SUBGROUP: NEW CANADIAN]

05. 2019 [SUBGROUP: NEW CANADIAN]

06. I was born a Canadian citizen

97. Before 2015 (please specify year): [NUMBER]

98. Don't know

99. Prefer not to say

[ASK IF Q91=01]

92. Did you become a Canadian citizen before or after October 19, 2015? [INTERVIEWER NOTE: IF ASKED ABOUT THE DATE, SAY: The last federal election was held on October 19, 2015.]

[DO NOT READ]

01. Before

02. After [SUBGROUP: NEW CANADIAN]

99. Prefer not to say

93. 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)

97. Other (specify)

98. Don't know

99. Prefer not to answer

94. How would you describe your current employment status?

[IF ASKED TO CLARIFY:] Are you, for example, employed full-time, or in school, retired, or unable to work?

[DO NOT READ LIST, CODE UP TO 2 RESPONSES]

[PROBE AS NEEDED TO CONFIRM WHETHER THE RESPONDENT IS EMPLOYED OR SELF-EMPLOYED, FULL TIME OR PART-TIME]

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 (e.g. long-term disability)

- 10. Temporarily not working (e.g. due to illness, parental leave, short-term disability, vacation or labour dispute)
- 11. A homemaker or caregiver
- 97. Other [specify]
- 99. Prefer not to answer

95. What was the total annual income of all members of your household combined, before taxes, in 2018?

[READ LIST]

- 01. Under \$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 to just under \$150,000
- 06. \$150,000 and above

[DO NOT READ]

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

96. What is your marital status?

[DO NOT READ LIST]

- 01. Married
- 02. Living common-law
- 03. Widowed
- 04. Separated
- 05. Divorced
- 06. Single, never married
- 99. Prefer not to answer

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

- 01. Record number of people: [NUMBER]

[DO NOT READ]

- 99. Prefer not to answer

[ASK IF Q97=2 OR MORE]

98. How many people in your household are under 18 years old?

- 01. None
- 02. Record number of people: [NUMBER]

[DO NOT READ]

- 99. Prefer not to answer

99. How many times have you moved in the last 12 months? [READ IF ASKED: “A move is considered moving to any new dwelling, including a move for college or university.”]

[DO NOT READ]

01. Record number of moves: [allow a minimum of 1, maximum of 10]

02. Did not move

98. Don't know/don't remember

99. Prefer not to say

100. Finally, to help us better understand how results vary by region, please provide your postal code.

Your postal code will not be used to identify you or link your survey responses to you.

01. Record: [TEXT]

[DO NOT READ]

98. Don't know

99. Prefer not to answer

[ASK IF Q100=98 OR 99]

101. Would you be willing to provide the first three digits of your postal code?

01. Record: [TEXT]

02. No

CONCLUSION

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

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

[IF ASKED]

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

Web: Go to www.priv.gc.ca and click “Report a concern”

Qualitative Research Instruments

Recruitment Screener

Youth, new citizens, voters, non-voters, Indigenous

(IN-PERSON FOCUS GROUPS + INTERVIEWS)

INTRODUCTION: Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian research company. We're organizing a series of discussion groups and interviews on behalf of Elections Canada to explore issues of relevance to Canadians.

Would you prefer to continue in English or French?/Préférez-vous continuer en français ou en anglais?

[RECRUITER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUP, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]

DESCRIPTION: As I mentioned, we're conducting a research study for Elections Canada to discuss issues of importance to Canadians. [FOCUS GROUPS: The groups will last 90 minutes and people who take part will receive a cash gift to thank them for their time. [INTERVIEWS: The interviews will be conducted by telephone, will last up to 40 minutes, and people who take part will receive a cash gift to thank them for their time.] Participation is completely voluntary and your decision to participate or not will not affect any dealings you may have with Elections Canada. We are interested in your opinions only. [FOCUS GROUPS: The format is a round table discussion led by a research professional from Phoenix Strategic Perspectives with up to 10 participants.] All opinions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy.*

***PRIVACY: IF ASKED:**

The personal information you provide is governed in accordance with the *Privacy Act* and will not be linked with your name on any document including the consent form. In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. The final report written by Phoenix SPI will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

1. Are you a Canadian citizen at least 18 years old who normally resides in the [INSERT CITY] area?

Yes	SKIP TO Q3
No	ASK Q2

2. Is there someone else in the household who is at least 18 years of age and a Canadian citizen?

Yes	ASK TO SPEAK WITH THEM; GO BACK TO INTRODUCTION
No	THANK/TERMINATE*

[*TERMINATION MESSAGE: Thank you for your interest. In order to participate you must be 18 years of age and a Canadian citizen.]

3. Would you be interested in taking part in this study?

Yes	CONTINUE
No	THANK/DISCONTINUE

4. Before we invite you to attend, I need to ask you a few questions to ensure that we get a good mix of participants. This will take 5 minutes. May I continue?

Yes	CONTINUE
No	THANK/DISCONTINUE

5. Will you please provide your gender? [READ LIST; STOP WHEN RESPONDENT PROVIDES AN ANSWER]
[RECRUIT A MIX]

Female

Male

Or please specify. [TEXT]

DO NOT READ: Prefer not to say → RECORD BY OBSERVATION

6. Do you, or a member of your household or immediate family, work in any of the following fields? [READ LIST]

Marketing research, public relations firm, or advertising agency

The media (i.e. radio, television, newspapers, magazines, etc.)

A federal or provincial government department or agency

A political party

Yes	THANK/TERMINATE
No	CONTINUE

[WHEN TERMINATING A CALL WITH SOMEONE, SAY: Thank you for your cooperation. We already have enough participants who have a similar profile to yours, so we are unable to invite you to participate.]

7. We have been asked to speak to participants from all different ages. May I have your age please?
RECORD: _____. [RECRUIT A MIX BY AGE]

Under 18	THANK/TERMINATE
18 to 24 years	CONTINUE
25 to 34 years	CONTINUE
35 to 44 years	CONTINUE
45 to 54 years	CONTINUE
55 to 64 years	CONTINUE
65 to 74 years	CONTINUE
75+ years	THANK/TERMINATE

8. Are you of First Nations, Métis or Inuit descent?

First Nations	CONTINUE
Métis	CONTINUE
Inuit	CONTINUE
No	SKIP TO Q10

[ASK IF Q8=INDIGENOUS]

9. How far away is the nearest city of at least 100,000 residents? [READ LIST]

Under 100 kilometres **INDIGENOUS/SKIP TO Q13**
100+ kilometres **INDIGENOUS: RURAL/REMOTE/SKIP TO Q13**

10. Were you born in Canada?

Yes SKIP TO Q12 IF 18-34; 35+ SKIP TO Q13
No CONTINUE

[ASK IF Q10=NO]

11. Did you become a Canadian citizen before or after October 19, 2015?

Before CONTINUE
After **NEW CITIZENS/SKIP TO Q13**

[ASK IF 18-34 YEARS]

12. Are you currently enrolled in a post-secondary program?

Yes
No

[ALL RESPONDENTS]

13. Which of the following best describes your employment situation? [GET MIX]

Working full-time (35+ hrs.)
Working part-time (under 35 hrs.)
Homemaker
Student
Retired
Unemployed

14. Could you please tell me what is the last level of education that you completed? [GET MIX]

Some high school
Completed high school
Some college/technical school/CEGEP
Graduated college/technical school/CEGEP
Some university
Graduated university
Graduate studies

PSE: IF Q12=YES – GO TO INDUSTRY SCREENING AND CONSENT
NEET: IF Q12=NO AND Q13=UNEMPLOYED – GO TO INDUSTRY SCREENING AND CONSENT
***ONCE THESE 3 GROUPS [1 NEET, 2 PSE] ARE FULLY RECRUITED, DROP Q12.

NEW CITIZENS: IF Q11=AFTER – ASK Q13 and Q14 AND THEN GO TO INDUSTRY SCREENING AND CONSENT
***ONCE THE 3 NEW CITIZEN GROUPS ARE FULLY RECRUITED, DROP Q10 AND Q11.

INDIGENOUS: IF INDIGENOUS – ASK Q13 and Q14 AND THEN GO TO INDUSTRY SCREENING AND CONSENT
***ONCE THE INDIGENOUS GROUPS + INTERVIEWS ARE FULLY RECRUITED, DROP Q8 AND Q9.

15. Did you vote in the last federal general election held on October 21, 2019?

Yes **VOTERS**/GO TO INDUSTRY SCREENING AND CONSENT
No **NON-VOTERS**/GO TO INDUSTRY SCREENING AND CONSENT

[GO TO INDUSTRY SCREENING AND CONSENT]

Persons with disabilities: deaf, visual impairment, mobility limitations

(IN-PERSON + ONLINE FOCUS GROUPS + INTERVIEWS)

INTRODUCTION: Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian research company. We're organizing a series of discussion groups and interviews on behalf of Elections Canada with people in your area.

Would you prefer to continue in English or French?/Préférez-vous continuer en français ou en anglais?

[RECRUITER NOTE: FOR ENGLISH GROUPS, IF PARTICIPANT WOULD PREFER TO CONTINUE IN FRENCH, PLEASE RESPOND WITH, "Malheureusement, nous recherchons des gens qui parlent anglais pour participer à ces groupes de discussion. Nous vous remercions de votre intérêt." FOR FRENCH GROUP, IF PARTICIPANT WOULD PREFER TO CONTINUE IN ENGLISH, PLEASE RESPOND WITH, "Unfortunately, we are looking for people who speak French to participate in this discussion group. We thank you for your interest."]

1. Is there anyone in your household 18 years of age or older who has a disability or a mental health condition? If so, may I speak with this individual?

[RECRUITER NOTE: IF ANYONE ASKS WHY ELECTIONS CANADA IS ASKING THIS QUESTION, SAY: Elections Canada wants to ensure that its services are accessible to all Canadians who have the right to vote, including people who have difficulty doing some tasks or doing some daily activities. For this reason, we want to ensure that Canadians with a disability or a mental health condition are included in this research study.]

No	THANK/TERMINATE
Not available	SCHEDULE CALLBACK
Yes	
Same person	CONTINUE
Someone else	1. ASK TO SPEAK TO INDIVIDUAL
	2. REPEAT INTRODUCTION
	3. GO TO DESCRIPTION

DESCRIPTION: As I mentioned, we're conducting a research study for Elections Canada to discuss issues of importance to Canadians. [FOCUS GROUPS: The groups will last 90 minutes and people who take part will receive a cash gift to thank them for their time. INTERVIEWS: The interviews will be conducted by telephone, will last up to 40 minutes, and people who take part will receive a cash gift to thank them for their time.] Participation is completely voluntary and your decision to participate or not will not affect any dealings you may have with the Government of Canada. We are interested in your opinions only. [FOCUS GROUPS: The format is a (IN-PERSON: round table discussion; ONLINE: online chat) led by a research professional from Phoenix Strategic Perspectives with up to 10 participants.] All opinions will remain anonymous and will be used for research purposes only in accordance with laws designed to protect your privacy.*

*PRIVACY: IF ASKED:

The personal information you provide is governed in accordance with the *Privacy Act* and will not be linked with your name on any document including the consent form. In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly. The final report written by Phoenix SPI will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

2. Would you be interested in taking part in this study?

Yes	CONTINUE
No	THANK/DISCONTINUE

3. Before we invite you to attend, I need to ask you a few questions to ensure that we get a good mix of participants. This will take 5 minutes. May I continue?

Yes	CONTINUE
No	THANK/DISCONTINUE

4. Will you please provide your gender? [READ LIST; STOP WHEN RESPONDENT PROVIDES AN ANSWER]
[RECRUIT A MIX]

Female
Male
Or please specify. [TEXT]
DO NOT READ: Prefer not to say → RECORD BY OBSERVATION

5. Do you, or a member of your household or immediate family, work in any of the following fields?
[READ LIST]

Marketing research, public relations firm, or advertising agency
The media (i.e. radio, television, newspapers, magazines, etc.)
A federal or provincial government department or agency
A political party

Yes	THANK/TERMINATE
No	CONTINUE

[WHEN TERMINATING A CALL WITH SOMEONE, SAY: Thank you for your cooperation. We already have enough participants who have a similar profile to yours, so we are unable to invite you to participate.]

6. Are you a Canadian citizen at least 18 years old who normally resides in the [INSERT CITY] area?

Yes	CONTINUE
No	THANK/TERMINATE*

[*TERMINATION MESSAGE: Thank you for your interest. In order to participate you must be 18 years of age and a Canadian citizen.]

7. How much difficulty do you have with ... [READ FIRST ITEM]? Do you have no difficulty, some, a lot, or you can't do this at all? [GET MIX BY SOME/A LOT]

- | | |
|--|-----------------------|
| a. hearing, even when using a hearing aid? | SOME/A LOT = DEAF |
| b. seeing, even when wearing glasses or contacts? | SOME/A LOT = VISUAL |
| c. going up and down a flight of stairs without resting? | SOME/A LOT = MOBILITY |
| d. using your fingers to grasp a small object like a pencil? | SOME/A LOT = MOBILITY |

No difficulty	CONTINUE
I cannot do this at all	CONTINUE

8. Thinking of your daily activities, how much difficulty do you have with... [READ FIRST ITEM]? Do you have no difficulty, some, a lot, or you can't do most daily activities because of this? [GET MIX BY SOME/A LOT]

- a. learning, remembering or concentrating?
- b. a mental, psychological or emotional health condition?
- c. a developmental disability or disorder, for example Down syndrome or autism?

IF SOME/A LOT TO ONE OR MORE OF A-C = MENTAL HEALTH/COGNITIVE DISABILITY

No difficulty	CONTINUE
I cannot do most activities	CONTINUE

9. Could you tell me the type or nature of your disability or mental health condition?

Record type of disability/mental health condition: _____

10. We have been asked to speak to participants from all different ages. May I have your age please?
RECORD: _____. [GET MIX]

Under 18	THANK/TERMINATE
18 to 24 years	
25 to 34 years	
35 to 44 years	
45 to 54 years	
55 to 64 years	
65 to 74 years	
75+ years	THANK/ TERMINATE

AT THIS POINT, THANK/TERMINATE IF Q7a or Q7b OR Q8 ≠ SOME/A LOT OR IF Q7c or Q7d = NO DIFFICULTY.

11. Could you please tell me what is the last level of education that you completed? [GET MIX]

- Some high school
- Completed high school
- Some college/technical school/CEGEP
- Graduated college/technical school/CEGEP
- Some university
- Graduated university

Graduate studies

[ASK IF MOBILITY LIMITATION OR DEAF; EVERYONE ELSE GOES TO *INDUSTRY SCREENING AND CONSENT*]

12. Do you currently have a computer with high-speed Internet that you have regular access to?

Yes
No

CONTINUE
THANK/TERMINATE*

[*TERMINATION MESSAGE: Thank you for your cooperation. The focus groups we'd like to invite you to participate in will take place online. This means you will need to have access to a computer with high-speed Internet, so we are unable to invite you to participate.]

13. The focus groups we'd like to invite you to participate in will take place online. How comfortable would you say you are using the Internet?

Very comfortable
Fairly comfortable
Not very comfortable
Very uncomfortable

CONTINUE
CONTINUE
THANK/TERMINATE*
THANK/TERMINATE*

[*TERMINATION MESSAGE: Thank you for your cooperation. Since the focus groups we'd like to invite you to participate in will take place online, you do need to be comfortable using the Internet. For this reason, we are unable to invite you to participate.]

[*GO TO INDUSTRY SCREENING AND CONSENT*]

Industry screening and consent

We have just a few final questions for you.

1. Have you ever attended a discussion group or taken part in an interview on any topic that was arranged in advance and for which you received money for your participation?

Yes	CONTINUE
No	GO Q5

2. When did you last attend one of these discussion groups or interviews? [DO NOT READ LIST UNLESS HELPFUL; RECORD RESPONSE]

Within the last 6 months	THANK/TERMINATE
6 months to under 2 years	CONTINUE
2 or more years	GO TO Q5

[NOTE: WHEN TERMINATING A CALL WITH SOMEONE, SAY: Thank you for your cooperation. We already have enough participants who have a similar profile to yours, so we are unable to invite you to participate.]

3. Thinking about the groups or interviews that you have taken part in, what were the main topics discussed?

RECORD: _____
THANK/TERMINATE IF RELATED TO VOTING/ELECTIONS

4. How many discussion groups have you attended in the past 5 years?

Fewer than 5	CONTINUE
5 or more	THANK/TERMINATE

5. Participants will be asked to voice their opinions in front of others. Do you feel comfortable doing this?

Yes	CONTINUE
No	THANK/TERMINATE

6. The discussion group will be audio/video recorded. These recordings are used to help with analyzing the findings and writing the report. The results from the discussions will be grouped together in the research report, which means that individuals will not be identified in any way. Neither your name nor your specific comments will appear in the research report. Is this acceptable?

Yes	CONTINUE
No	THANK/TERMINATE

7. There may be some people from Elections Canada who have been involved in this project observing the session. They will not take part in the discussion and they will not know your name. Is this acceptable?

Yes	CONTINUE
No	THANK/TERMINATE

[GO TO INVITATION]

Invitation to participate

I would like to invite you to:

IN-PERSON FOCUS GROUPS: attend the focus group session where you will exchange your opinions in a moderated discussion with other Canadians from your community. The discussion will be led by a researcher from the public opinion research firm, Phoenix Strategic Perspectives. The group will take place on [DAY OF WEEK], [DATE], at [TIME] at [FACILITY]. It will last an hour and a half [90 minutes] and we ask that you arrive 15 minutes early. Information regarding how to participate will be sent to you by email in the coming days. People who attend will receive [ADJUST BASED ON AUDIENCE: \$100/\$150] to thank them for their time. The facility where the discussion is being held is fully accessible.

ONLINE FOCUS GROUPS: attend the online focus group session where you will exchange your opinions in a moderated chat session with other Canadians from your community. The discussion will be led by a researcher from the public opinion research firm, Phoenix Strategic Perspectives. The group will take place on [DAY OF WEEK], [DATE], at [TIME]. It will last an hour and a half [90 minutes]. Information regarding how to participate will be sent to you by email in the coming days. You will be asked to log into the online session 15 minutes prior to the start time. People who participate will receive \$100 to thank them for their time.

INTERVIEWS: participate in a telephone interview which will be conducted by a researcher from the public opinion firm, Phoenix Strategic Perspectives. The interview will take place on [DAY OF WEEK], [DATE], at [TIME]. It will last up to 40 minutes. A reminder of the date and time will be sent by email in the coming days. People who participate will receive \$100 to thank them for their time.

Are you willing to attend?

Yes

No

THANK/DISCONTINUE

May I have your email address so that we can also send you an email message with the information you will need about the FOCUS GROUP/INTERVIEW?

Yes: ENTER EMAIL ADDRESS: _____

[FOR IN-PERSON FOCUS GROUPS]

At the facility where the focus group is held, you will be asked to produce photo identification, so please remember to bring something with you (for example, a driver's license; FOR THOSE WITH A VISUAL IMPAIRMENT: for example, a government issued ID card). If you use glasses to read, please remember to bring them with you. Participants may be asked to review some materials during the discussion.

As I mentioned, the session will be audio/video recorded for research purposes and representatives of the Elections Canada research team will be observing from an adjoining room. You will be asked to sign a waiver to acknowledge that you will be video recorded during the session. The recordings will be used only by the Phoenix SPI research team and will not be shared with others. All information collected in the group discussion will remain anonymous and be used for research purposes only in accordance with laws designed to protect your privacy.

[FOR IN-PERSON AND ONLINE FOCUS GROUPS]

As we are only inviting a small number of people to attend, your participation is very important to us. If for some reason you are unable to attend, please call us so that we can get someone to replace you. You can reach us at [INSERT NUMBER] at our office. Please ask for [INSERT NAME].

Someone will call you the day before to remind you about the session. So that we can call you to remind you about the focus group or contact you should there be any changes, can you please confirm your name and contact information for me?

First name: _____
Last Name: _____
Daytime phone number: _____
Evening phone number: _____

[EVERYONE]

Thank you very much for your time and willingness to participate in this research.

Moderator's Guide

Introduction (5 minutes)

- A. Introduce moderator/firm and welcome participants.
 - Thanks for attending/value your being here.
 - Tonight/today, we're conducting research on behalf of Elections Canada. Elections Canada is an independent, non-partisan agency that reports directly to Parliament. Elections Canada exercises general direction and supervision over the conduct of elections and referendums at the federal level.
 - We'll be [IN-PERSON: talking/ONLINE: chatting] about Elections Canada's information materials for electors that some of you may have seen during the recent federal election period. We won't be talking/chatting about the outcome of the election or about specific parties or candidates.
 - The group will last up to 1.5 hours.
 - If you have a cell phone or other electronic device, please turn it off.
- B. Describe focus group.
 - A focus group is a "round table" discussion/chat session.
 - My job is to facilitate the discussion, keeping us on topic and on time.
 - Your job is to offer your opinions.
 - There are no right or wrong answers. This is not a knowledge test.
 - Everyone's opinion is important and should be respected.
- C. Explanations.
 - Your comments will be treated in confidence. We do not attribute comments to specific people. Our report summarizes the findings from the groups but does not mention anyone by name. That said, we ask that you do not provide any identifiable information about yourself during the session.
 - Your responses will in no way affect any dealings you have with Elections Canada or the Government of Canada.
 - IN-PERSON GROUPS:
 - The session is being audio-video recorded. Recording is for report writing purposes (to verify feedback). The recordings remain in our possession and will not be released to anyone without your written consent.
 - Observers.
 - There are observers from Elections Canada who will be watching behind the one-way mirror.
 - Purpose: oversee the research process and see your reactions first-hand.
 - ONLINE GROUPS:
 - The session is being recorded. The transcripts are for report writing purposes (to verify feedback).
 - Observers.
 - There are observers from Elections Canada who will be viewing the chat session in real time. They will not participate in the session.
 - Purpose: oversee the research process and see your reactions first-hand.
- D. Any questions?
- E. Roundtable introduction: Please tell us your first name and something that interests you.

Voting experience and impressions (10 minutes)

I'd like to start by spending a few minutes talking/chatting about your experience during the last federal election that was held on October 21.

MODERATOR: FOR THE NON-VOTER GROUPS, START AT Q5, BUT ADD THE FOLLOWING PREAMBLE:
 “What all of you have in common is that you did not vote in the federal election” AND CUT THE PHRASE:
 “For those of you who didn’t vote.”

1. How many of you voted in the last federal election? [IN-PERSON: HAND-COUNT]
2. For those of you who voted...When did you vote ... on Election Day or at another time?
 [MODERATOR: CONFIRM THAT THOSE WHO VOTED AT ANOTHER TIME DID SO AT AN ADVANCE POLL]
3. What was your experience voting...how easy or difficult was the process of voting?
 - a. What made it easy?
 - b. What made it difficult? [MODERATOR: STEER AWAY FROM COMPLAINTS ABOUT WAIT TIMES]
4. For those of you who voted in advance, why did you vote on one of the advance polling days?
 [MODERATOR: KEEP BRIEF]
5. People don’t or can’t vote for a variety of reasons. For those of you who didn’t vote:
 - a. Is there any reason in particular why you didn’t vote in the recent federal election?
 [MODERATOR: KEEP BRIEF]
 - b. What is your perception of the voting process...how easy or difficult do you think it is to vote?
 - c. Did that play a role in why you didn’t vote? [MODERATOR: AS APPROPRIATE, LINK PERCEPTIONS OF THE VOTING PROCESS TO THE REASON(S) STATED FOR NOT VOTING]
6. This next question is for everyone...Did anyone look for information about how, where and when to vote?
 [IN-PERSON: HAND-COUNT] [MODERATOR: LISTEN FOR ACTIVE SEEKING VERSUS PASSIVE/WAITING TO RECEIVE IT]
7. For those of you who looked for information about voting:
 - a. At what point during the election campaign did you start looking for this kind of information?
 - b. What type of information were you looking for?
 - c. Where did you go for this information?
 - d. Did you find what you were looking for?

Media consumption (5 minutes)

As I mentioned, tonight/today we’ll be talking/chatting about Elections Canada’s information materials for electors. Before we do that, I’d like to briefly talk/chat about the types of media you use to stay informed and the types of ads you encounter on these and other media.

8. What sources do you typically use to get information about current events and politics? Why is that?

9. Where are you most likely to notice ads? On the internet? On your social media account? On TV? On the radio? Outdoors, such as on public transit or billboards? [MODERATOR: ADJUST AS NEEDED FOR VISUAL DISABILITY GROUP]
10. During elections, Elections Canada’s social media accounts provide news and information on voting and employment opportunities. Is anyone following or likely to follow Elections Canada on social media? Why/why not? If so, which social media?

MODERATOR: ELECTIONSCANADA IS ON TWITTER, FACEBOOK, YOUTUBE, LINKEDIN AND INSTAGRAM.

Review of information campaign materials (40 minutes)

Now we’re going to talk/chat about some advertising and communications materials that were distributed during the recent federal election to help Canadians understand when, where and how to register and vote. These materials were part of a multi-media information campaign conducted by Elections Canada. Tonight/today, you will be asked to provide feedback on a number of these materials from different phases of the campaign. Some of the pieces aired on TV and some were broadcast on radio, while others were presented on social media, the internet or in print format.

Let’s turn to the monitor. We’re going to review 4 sets of ads from different phases of the campaign. The ads will have appeared in different media. We’re going to start with ads issued before the election period began, in what we call the pre-writ period. [MODERATOR: PLAY THE ADS].

MODERATOR: THE ORDER OF ADS IS... [see annex 1]

- A. PRE-WRIT AND REGISTRATION
- B. VIC
- C. EARLY VOTING
- D. ELECTION DAY

ALLOW UP TO 3 MINUTES FOR REVIEW FOR EACH OF THE 4 PHASES – 15 MINUTES IN TOTAL.

Questions for each ad phase (35 minutes)

11. Do you recall seeing/hearing⁸ these ads before or during the election period?
- a. Where did you see them?
 - b. [NEW CANADIANS/INDIGENOUS GROUPS]: Did you see/hear these ads in a language other than French or English?

[MODERATOR: NOTE DIFFERENCES BY AD; AS APPROPRIATE, LINK FEEDBACK TO EACH AD]

12. What’s your overall impression of these ads?
- a. What do you think about the concept of these ads? Why do you say that?
 - b. Which ad(s), if any, did you like the most? Why is that?
 - c. Which ad(s), if any, did you like the least? Why is that?
 - d. Were the ads easy to understand? Why or why not?

13. What do you think is the main message of these ads? Why do you say that?

⁸ MODERATOR: ADJUST LANGUAGE BASED ON ADS IN EACH PHASE.

MODERATOR: The main messages are...

- The date of the next federal election
- Who is eligible to vote?
- Where to get more information about voting
- Other ways to vote if you cannot vote on election day
- People need to register to vote
- People should confirm that they are registered to vote
- Elections Canada website has the official information you need to vote
- You need to have the right kind of ID to vote
- Accessibility tools/services are available to make voting easier for people with disabilities
- You can apply to work in the federal election
- Elections Canada mails registered voters a voter information card
- What to do if you do not get a voter information card or if your card has incorrect information

14. Who do you think these ads target...that is, who are they designed for?

15. For those of you who recalled these ads, did you do anything after seeing/hearing them? If so, what?

- a. MODERATOR: IF THEY LOOKED FOR INFORMATION, ASK: Where did you look for this information and did you find what you were looking for?

16. What action could, or should, someone take based on these ads?

MODERATOR:

- PRE-WRIT & REGISTRATION: ...register/verify if you're registered to vote
- VIC: ...contact EC if you haven't received your VIC or if has the wrong information
- EARLY VOTING: ... take note of where, when and how you can vote early
- ELECTION DAY: ... take note where you can go to vote

17. Thinking about the specific phase of the campaign, MODERATOR: REMIND PARTICIPANTS WHICH PHASE THE ADS PERTAIN TO, is there any information missing...any information that could have been helpful to receive at this point? Why do you say that?

Next, we're going to look at the next set of ads.... REPEAT QUESTIONS 11 THROUGH 16 AS NEEDED.

Now, I'd like to ask you a few questions about the different types of ads we've reviewed so far...

[MODERATOR: ADJUST AS NEEDED IF THESE QUESTIONS HAVE ALREADY BEEN ADDRESSED DURING THE PREVIOUS SETS OF QUESTIONS]

18. ADS WITH AUDIO: Focusing on the radio and video ads you reviewed tonight/today, what do you think about

- a. ... the tone of the ads?
- b. ...the announcer's voice?
 - Was it easy to follow?
 - Did the announcer speak too fast?
- c. ... the background music?
 - Did it fit well with the ad?
 - Did it drown out the announcer's voice?

- Did it take away from the main point of the ad (which is to inform you about the election)? Why?
19. FOR THE VIDEO ADS: Did you watch the ads in their entirety?
- a. IF YES: Where did you see them (i.e. tv, social media, internet)?
 - b. IF NO: Why didn't you watch them? Were they too long?
20. FOR THE SOCIAL MEDIA ADS: Did you comment on or share any of these ads on your social media pages or stories? Why/why not?

Guide/brochure (10 minutes)

Now, we're going to look at the "Guide to the federal election," which was mailed to voters during the election period. The format of the guide was a bound booklet. [MODERATOR: SHOW GUIDE AND DEMONSTRATE HOW IT LOOKED]. Please take a few minutes to review the guide. [MODERATOR: PASS OUT GUIDE. ALLOW 2 MINUTES TO REVIEW THE BOOKLET. REMIND PARTICIPANTS NOT TO WRITE IN THE PACKAGE. PLAY THE AUDIO FOR THE VISUAL DISABILITY GROUP.]

21. Do you recall receiving this guide in the mail during the election period?
- a. IF YES: What did you do with it? Did you read it?
22. What's your overall impression of this guide? Why do you say that?
- a. What do you like the most? Why is that?
 - b. What do you like the least? Why is that?
23. What do you think of... [MODERATOR: ADJUST FOR THE VISUAL DISABILITY GROUP AS NEEDED.]
- a. ...the layout? PROBE: too long/short
 - b. ...the use of graphics versus the text? PROBE: right balance/too much/too little text
 - c. ...the content...is it organized well?
24. Who do you think this guide is designed for... who is the target audience? PROBE IF NEEDED: New Canadians, youth, non-voters, etc.
25. Thinking about the information in the guide, does it contain all the information you would need to vote? If not, why not? What's missing?

Probes as needed: Key dates, registration information, voting options, ID requirements.

26. [NEW CANADIANS/INDIGENOUS GROUPS]: Were you aware that this guide is available in other languages?
27. [VISUALLY IMPAIRED GROUP]: Were you aware that this guide is available in alternate formats such as braille, DAISY, large print?
- a. IF YES: Did you request/receive the guide in an alternate format? Did it meet your needs and expectations?
 - b. IF NO: In which formats do you expect materials like this to be available?

[MODERATOR: THE GUIDE IS AVAILABLE IN AUDIO.]

Overall assessments of information campaign (15 minutes)

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

28. To start, what's your overall impression of the information campaign? Why is that? [MODERATOR: THE FOCUS SHOULD BE THE OVERALL LOOK AND FEEL OF THE CAMPAIGN...ALL THE PIECES, ACROSS THE DIFFERENT MEDIA. CLARIFY IF NEEDED.]
- What, if anything, do you like about it? Why is that?
 - What, if anything, do you dislike about it? Why is that?
 - What about the logo and tagline, "It's Our Vote," did you like it? Why/why not? MODERATOR: PAY ATTENTION TO REFERENCES TO THE "X." PROBE IF NOT MENTIONED.
 - What about the use of colours...do they draw your attention?
 - Did any colours stand out?
 - Is the campaign relevant to you? Do you see yourself in these ads? Why/why not?
29. Thinking about all the materials presented to you tonight/today, together do they give you an understanding of when and where to vote and the ways to register and vote? Why/why not?
- Did you need more information about anything? If so, what?
30. [VISUALLY IMPAIRED GROUP]: Did these ads and information pieces meet your needs?
- Was there any information that you needed, but that you did not receive?
 - Was there a format that you needed to receive this information in, but that was not available?
 - What can Elections Canada do better to meet your voting needs?
31. Finally, is there another way that Elections Canada should be communicating this information to you? If so, how?

Voter journey (10 minutes)

We're going to change the topic and talk about the steps you took to vote/would take if you voted.

[PASS OUT VOTER JOURNEY SHEETS TO PARTICIPANTS]

On the sheet you'll notice there are various steps a person can take to prepare for and cast their vote. [FOR VOTERS INSERT: "Thinking back to the election period"] Take a moment to think of the steps you [VOTERS: took] [NON VOTERS: would take] leading up to voting and order them by what you would [VOTERS: what you did] do first, and then second and so on. If you notice any steps that are missing, feel free to write them in at the bottom. If there are any steps that don't apply to you, feel free to cross them out.

32. Can you tell me about the order you chose?
33. [VOTERS]: When you voted, what step would you say was the most difficult or challenging? Why?
[NON-VOTERS]: If you were voting, what step would you expect to be the most difficult or challenging? Why?

CONCLUSION

We've covered a lot tonight and I really appreciate you taking the time to come and share your opinions. I'm going to leave the room now to check with the observers to see if there are any last questions for you. When I come back, I'm going to ask whether any of you has last thoughts that you want to give Elections Canada about the discussion topic.

MODERATOR WILL LEAVE THE ROOM AND CHECK WITH OBSERVERS TO SEE IF THERE ARE LAST QUESTIONS.

This concludes what we needed to cover tonight. We really appreciate you taking the time to share your views. Your input is very important and insightful.

Test Materials

Test materials for both the quantitative and qualitative research included a sample of Elections Canada advertising that represented the key spots and messages from the voter information campaign. The tables below provide an overview of the number of test materials by phase of the voter information campaign and medium. The full set of advertising products can be accessed on [Elections Canada's website](#).

Quantitative test materials

<i>Phase</i>	<i>Video</i>	<i>Radio</i>	<i>Print</i>	<i>Social Media</i>	<i>Web Banner</i>	<i>Billboard</i>
Pre-writ	X (2)			X (2)	X (1)	
Registration	X (1)	X (1)	X (1)	X (1)	X (1)	X (1)
VIC	X (1)	X (1)	X (1)	X (1)	X (1)	X (1)
Early voting	X (1)	X (1)	X (1)	X (1)	X (1)	X (1)
Election day	X (1)	X (1)	X (1)	X (1)	X (1)	X (1)

Qualitative test materials

<i>Phase</i>	<i>Video</i>	<i>Radio</i>	<i>Print</i>	<i>Social Media</i>	<i>Web Banner</i>
Registration	X(1)			X (2)	
VIC		X(1)	X(1)		
Early voting	X(1)		X(1)	X(1)	X(1)
Election day		X(1)		X(1)	X(1)