

Survey of Electors Following the June 24, 2024, Federal By-election in the District of Toronto—St. Paul's (ON)

Final Report

Prepared for Elections Canada

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Ce rapport est aussi disponible en français.

**Survey of Electors Following the June 24, 2024, Federal By-election in the District of Toronto—
St. Paul's**

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Supplier name: Phoenix Strategic Perspectives Inc.

This public opinion research report presents the results of a telephone survey conducted to help evaluate the June 24, 2024, federal by-election in the electoral district of Toronto—St. Paul's. In total, 402 surveys were completed from June 27 to July 11, 2024.

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Executive Summary

Elections Canada (EC) is an independent, non-partisan agency responsible for conducting Canadian federal general elections, by-elections, and referendums. Phoenix Strategic Perspectives Inc. (Phoenix SPI) conducted a survey of eligible electors on behalf of EC following the June 24, 2024, federal by-election held in the electoral district of Toronto—St. Paul's (Ontario). Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district (i.e. had an address of ordinary residence in the electoral district) from the first day of the by-election period until election day.

1. Research purpose and objectives

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

2. Summary of key findings

Awareness of by-election and knowledge of electoral process

- More than nine in 10 electors (94%) said they were aware that a federal by-election took place in the Ontario riding of Toronto—St. Paul's.
- Approximately three-quarters (74%) of respondents knew that electors could register at the polling place on election day and then vote immediately after. A smaller majority (61%) were aware that electors can check, update, or complete their voter registration on Elections Canada's website.
- When asked to identify the current ways to vote in a federal election, respondents were generally aware of the main voting methods. Most (83%) identified voting in person at a polling station on election day, followed by voting at advance polls in person (74%) and voting by mail (60%).

Aided recall of EC advertising and communications

- A large majority of electors (87%) who were aware of the federal by-election reported receiving their Voter Information Card (VIC).
- Fifty-five percent of electors who were aware of the by-election saw or heard advertising from Elections Canada about where, when and how to vote in at least one medium or format. Specifically, two in 10 each recalled advertising on social media (20%) or when browsing websites or on a mobile application (20%), while 17% heard advertising from EC on the radio or an audio platform, and 15% recalled seeing advertising from EC in a local newspaper.
- Most electors (91%) aware of the by-election felt informed about when, where, and how they could vote, with 75% saying they felt very informed and 16% saying they felt somewhat informed.

Voter registration

- Relatively few electors took action to confirm their voter registration. Nineteen percent checked to ensure they were registered, while 4% had recently registered to vote and 2% updated their registration information.
- Among those who confirmed their voter registration, a variety of actions were taken: 44% made sure their Voter Information Card (VIC) was correct, 26% used Elections Canada's online voter registration system, and 13% contacted Elections Canada through the website.

Voter participation

- Three-quarters (76%) of electors aware of the Toronto—St. Paul's by-election reported voting in it.¹
- Among respondents who did not vote in the by-election, the primary reasons were political (38%) and everyday or health-related issues (35%). Approximately two in 10 (19%) did not vote for reasons related to the electoral process.
- Sixty-two percent of electors reported voting on election day at a polling station, while 35% said they voted at an advance polling station. Very few mentioned voting by mail or at a local Elections Canada office.

Experience at the polling place

- Nearly a third (32%) of those who voted in person (n=299) reported doing so in the morning between 8:00 a.m. and noon. The remaining voters were evenly split between voting in the afternoon between noon and 4:00 p.m. (31%) and in the evening between 4:00 p.m. and the close of polls (32%).
- Among those who voted in person (n=299), 48% said it took five minutes or less to travel to the polling place, while 33% reported it took between six and 10 minutes. Nineteen percent said it took more than 10 minutes to reach the polling place. Those who voted at a polling station on election day (57%) were more likely than those who voted at an advance polling station (32%) to say it took them five minutes or less to travel to the polling place.
- Ninety-five percent said the distance to their polling station from home was at least somewhat reasonable, with 82% describing the distance as very reasonable.
- Half (53%) of those who voted in the by-election said it took them five minutes or less to vote, with most others (29%) reporting that it took between six and 10 minutes. Seventeen percent reported taking more than 10 minutes to vote once they arrived at the facility. There were no significant differences in the time it took to vote on election day or at an advance poll.
- The vast majority (97%) of those who voted at a polling station, advance polling station, or local Elections Canada office found the building to be at least somewhat suitable, with 87% describing it as very suitable.
- The vast majority (94%) of voters said the amount of time it took to vote once they arrived at the voting facility was reasonable.

¹ Self-reported voter turnout is historically overreported in public opinion surveys. In this survey, self-reported turnout was 76%, while the turnout rate among registered electors was 43.5%. Two factors may be responsible for the overrepresentation of voters: 1) People who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted in order to present themselves in a more positive light (social desirability bias).

Voter identification

- Among electors who received their VIC and voted in person, most (96%) brought their VIC with them to the voting location.
- Approximately nine in 10 (92%) who voted found it very easy to meet the identification requirements, with an additional 6% saying it was somewhat easy.

Satisfaction with voting experience

- The majority (77%) of those who said they voted in the by-election found it very easy overall to vote.
- When asked specifically about completing the paper ballot, three in 10 voters had difficulty completing the paper ballot. The main reason for having difficulty completing the paper ballot was the long list of candidates, which made it hard to find candidates (92%).²
- Among voters, there was widespread satisfaction with Elections Canada and with the overall voting experience: 98% were satisfied, with 83% being very satisfied with the services provided by Elections Canada staff. Ninety-three percent were satisfied with their overall voting experience, with 76% being very satisfied.

Fairness, trust and confidence in Elections Canada

- Most electors (84%) believe Elections Canada ran the by-election fairly, with 69% saying it was run very fairly; and the vast majority have confidence in Elections Canada (94%), with 62% having a great deal of confidence and 32% a fair amount of confidence in the agency.
- Trust in the accuracy of the election results was widespread (94%), with 73% reporting a very high level of trust and 21% a somewhat high level of trust.

3. Methodology

A telephone survey was conducted with 402 eligible electors in the Toronto—St. Paul's federal electoral district. The data collection took place from June 27 to July 11, 2024. An overlapping dual-frame (landline and wireless) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone were offered the option of completing the survey through an online self-administered questionnaire. Forty-three (n=43) electors completed the survey online; the remaining 359 electors did so over the telephone. Based on a sample of this size, the overall results would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20. Maximum margins of error for subsamples would be larger. For a more complete description of the methodology, refer to [Annex 1](#).

4. Political neutrality certification

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

² This by-election included 84 candidates. Therefore, the large ballot paper used to accommodate all candidate names was 90 centimetres long.

political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

5. Contract value

The contract value was \$137,369.13 (including HST); this survey wave accounted for \$53,513.18 of that cost (including HST).

Introduction

Background and objectives

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

As part of its evaluation program, the agency wanted to conduct a survey of eligible electors following the federal by-election held on June 24, 2024, in the riding of Toronto—St. Paul's, Ontario. The purpose of conducting this survey following the by-election was to obtain reliable survey data to evaluate electors' opinions, attitudes, and knowledge of the agency's services and various aspects of their experience.

The objective of this survey was to evaluate electors':

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

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

Methodology

A telephone survey was conducted with 402 eligible electors in the Toronto—St. Paul's, Ontario federal electoral district. Eligible electors were Canadian citizens, at least 18 years of age on polling day, who were residents of the electoral district from the first day of the by-election period until election day. A first pre-test was conducted on June 25, 2024, with 34 individuals. Following a review of the recordings, additional training was provided to interviewers to ensure consistent interview quality. These pre-test interviews were not retained in the dataset. A second pre-test involving 17 individuals was conducted on June 27, 2024. No changes to the questionnaire were necessary; data collection resumed June 29, 2024, and continued through July 11, 2024.

An overlapping dual-frame (wireless and landline) sample was used to minimize coverage error. Those who declined to participate in the survey when contacted by telephone were offered the option of completing the survey through an online self-administered questionnaire. Forty-three electors opted to complete the survey online; the rest did so over the telephone. The option to complete the survey in French was also provided, though no respondents selected this option.

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

Notes to reader

- The survey research relies on self-reported voter turnout, which is often overreported in public opinion surveys. In this survey, self-reported turnout was 76%, while the actual turnout rate for the June 24, 2024, by-election was 43.55%. A limitation of this research, therefore, is that it overrepresents voters in the survey sample. Two factors may be responsible for the overrepresentation of voters: 1) People who vote may be more likely than non-voters to participate in a study about voting (response bias), and 2) people who did not vote may report that they voted in order to present themselves in a more positive light (social desirability bias).
- For editorial purposes, the terms “electors” and “respondents” are used interchangeably to denote survey participants. The term “voters” denotes survey participants who reported having voted.
- All results in the report are expressed as percentages unless otherwise noted. Percentages may not always add to 100% due to rounding or multiple mentions.
- Percentages in the report are rounded to the nearest full percentage. When a total is presented in the report (i.e. two percentages are added together, e.g. “somewhat satisfied” plus “very satisfied”), it has been calculated based on unrounded percentages. As a result, rounded percentages, at times, do not sum to the unrounded total percentage.
- The number of respondents per question changes throughout the report because questions were often asked of a sub-sample of respondents. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Subgroup differences are identified in the report where applicable. When reporting variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of $n=30$ or greater are discussed in the report.
 - When subgroup differences are reported, one category within a subgroup is being compared to one or more other categories within the same subgroup, often using the following syntax: “more likely” or “less likely”; for example, “group A was more likely than group B to...” or “group A is less likely than group B to...”.
 - If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences, it can be assumed that significant differences were found only among the categories reported.
 - If no subgroup differences are identified for a question, it can be assumed that there were no significant differences.

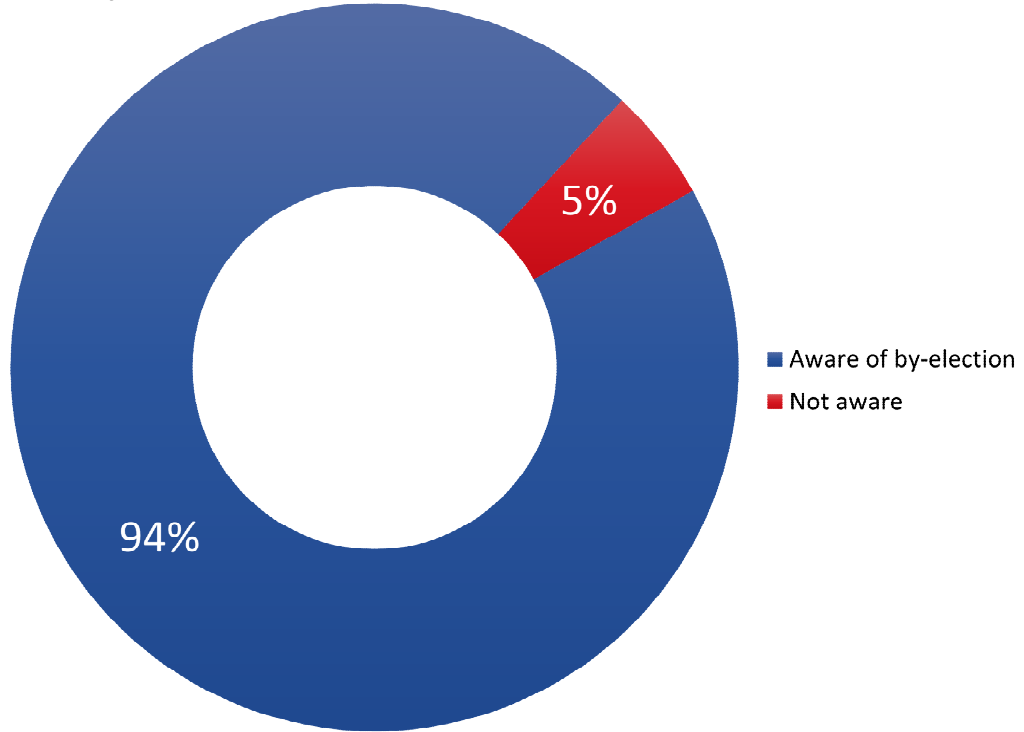
Detailed Findings

1. Awareness of the by-election

Large majority of electors were aware of the federal by-election

Ninety-four percent of electors surveyed were aware of the federal by-election that took place on June 24, 2024, in their riding.

Figure 1: Awareness of by-election



Q6. Did you know that a federal by-election took place on June 24, 2024, in your riding? Base: n=402; all respondents.

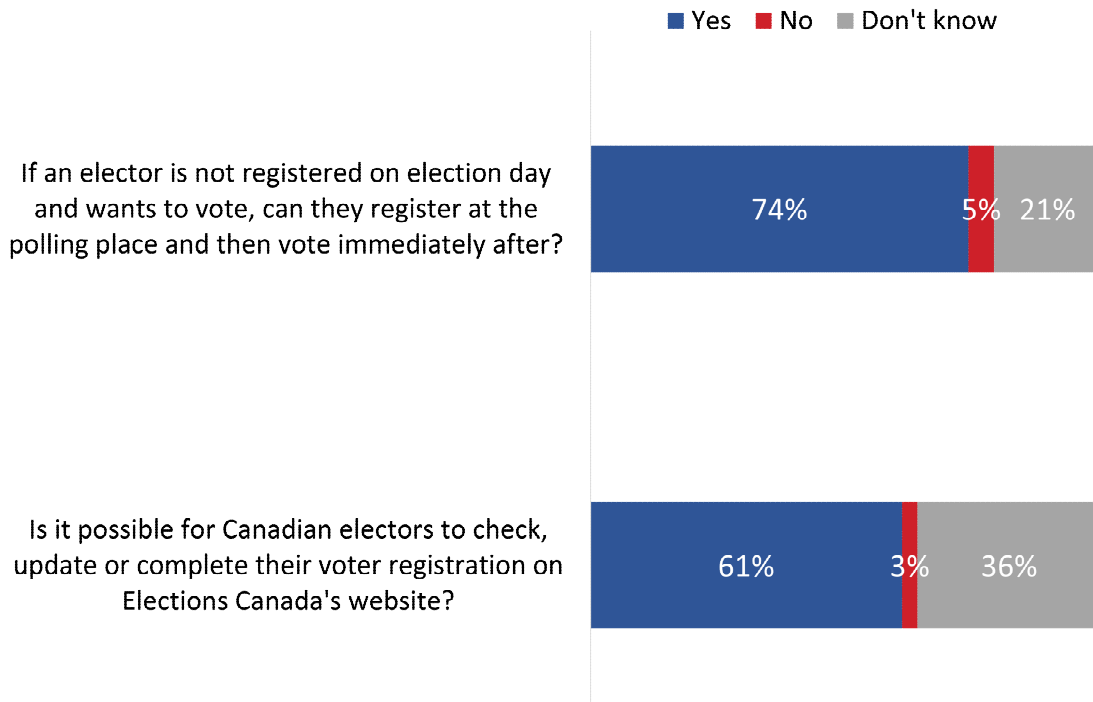
Awareness of the by-election was lower among electors aged 54 or younger (92% of 18- to 34-year-olds and 93% of 35- to 54-year-olds, compared to 100% of electors aged 55+).

2. Knowledge of voter registration, identification and voting

A majority knew they can register at the polling place and check their registration status online

Nearly three-quarters (74%) of respondents were aware that electors could register at the polling place on election day and vote immediately afterward. Sixty-one percent of respondents knew that electors could check, update, or complete their voter registration on Elections Canada’s website. Just over one-third (36%) were unsure whether either was possible, while 3% thought that it was not possible for electors to check, update, or complete their voter registration on Elections Canada’s website.

Figure 2: Knowledge of voter registration



Q7. If an elector is not registered on election day and wants to vote, can they register at the polling place and then vote immediately after? / Q8. Is it possible for Canadian electors to check, update or complete their voter registration on Elections Canada's website? Base: n=402; all respondents.

Awareness that electors can register and then immediately vote at a polling place on election day was lower among electors aged 65+ (63%, compared to 77% of electors aged 18 to 64), and higher among university graduates (78%, compared to 63% of electors with some post-secondary education or college graduates³).

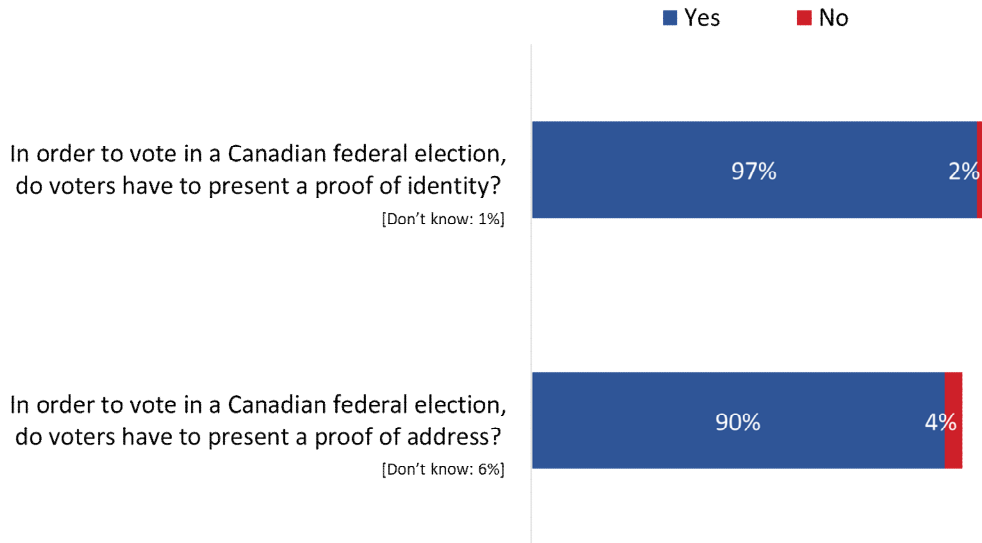
Electors aged 18 to 34 (75%) were more likely to know that they could check, update, or complete their voter registration on Elections Canada’s website, compared to those aged 35 to 54 (61%) and those aged 55+ (49%).

³ This includes those who completed college, vocational/trade/commercial school, or CEGEP.

Vast majority are aware of voter identification requirements

The vast majority of electors (97%) correctly responded that proof of identity is required to vote in a Canadian federal election, while 90% were also aware that a proof of address is also required to vote.

Figure 3: Knowledge of voter identification



In order to vote in a Canadian federal election, do voters have to present ... Q9) A proof of IDENTITY? Q10) A proof of ADDRESS? Base: n=402; all respondents.

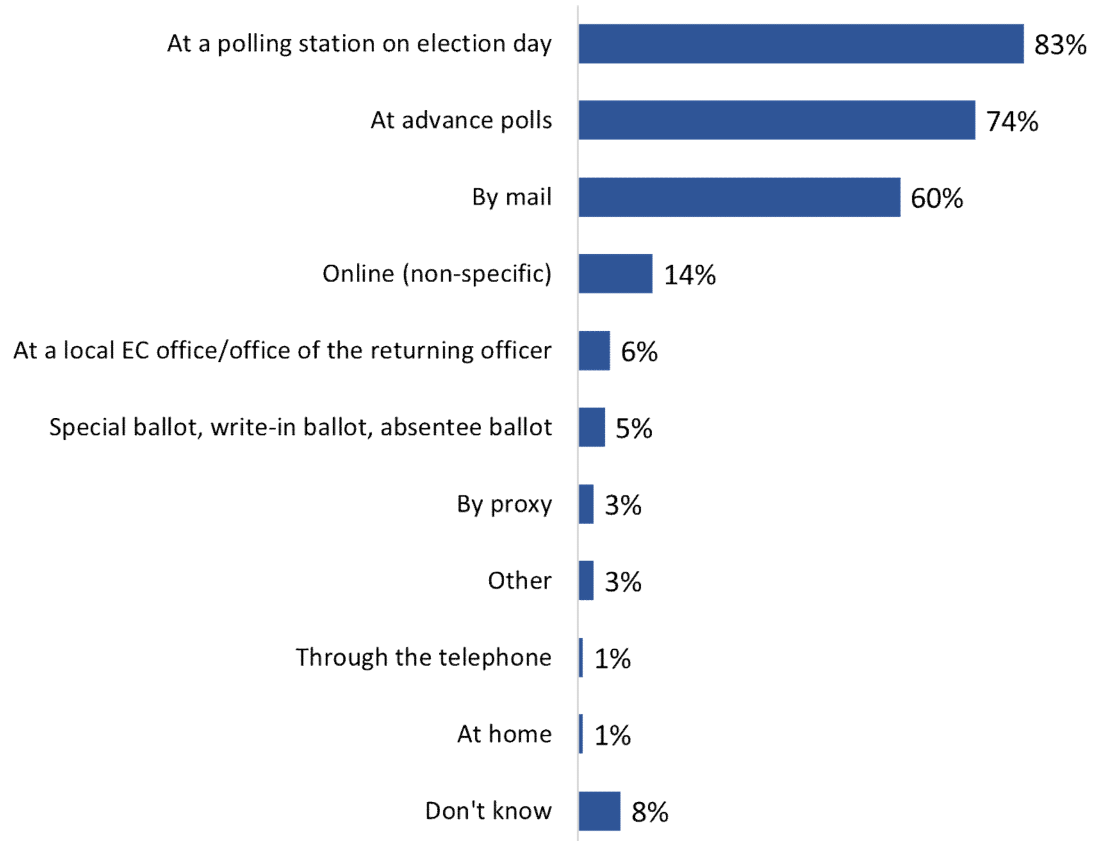
Electors aged 35 to 54 were less likely to know that proof of identity is required to vote (94%) compared to those aged 55+ (99%).

Most electors were aware of the main voting methods

Respondents were asked to identify the current methods available for voting in a federal election. Most (83%) recognized in-person voting at a polling station on election day, followed by voting in person at advance polls (74%) and voting by mail (60%). Fourteen percent of electors mistakenly believed that is possible to vote online.⁴ All other methods were mentioned by smaller proportions, as shown in Figure 4.

Figure 4: Knowledge of ways to vote

⁴ It is currently not possible to vote online, by telephone, by computer, or electronically in a federal election.



Q11. To the best of your knowledge, what are the current ways that electors can vote in a federal election? Base: n=402; all respondents who completed the survey by telephone.

Notable subgroup differences include the following:

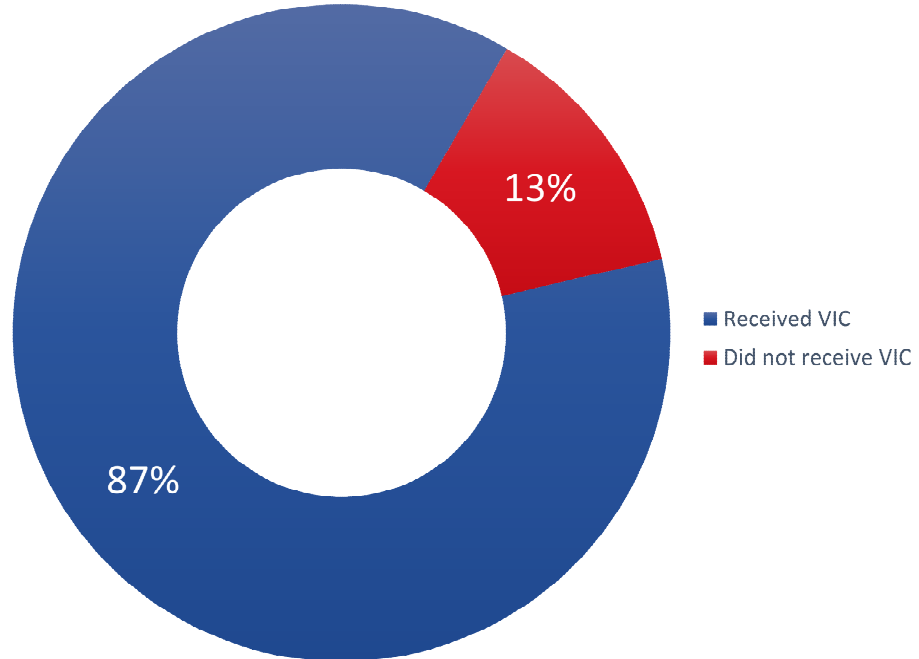
- Those who completed university were more likely than electors with college or some post-secondary education to know about voting on election day (82% versus 71%), at advance polls (81% versus 59%), and by mail (65% versus 51%).
- Electors aged 18 to 34 were more likely to be aware of voting by mail (70%) compared to those aged 55+ (52%). Similarly, electors with a disability were more likely to know about voting by mail (74%) compared to those without a disability (57%).

3. Voter information

Most electors reported receiving a Voter Information Card

Almost nine in 10 electors (87%) who were aware of the federal by-election (n=387) reported receiving a Voter Information Card (VIC) addressed to them personally that provided details on where and when to vote during the election campaign.

Figure 5: Receipt of Voter Information Card



Q12. During the campaign, did you receive a Voter Information Card addressed to you personally and telling you where and when to vote? Base: n=387; those aware of the by-election.

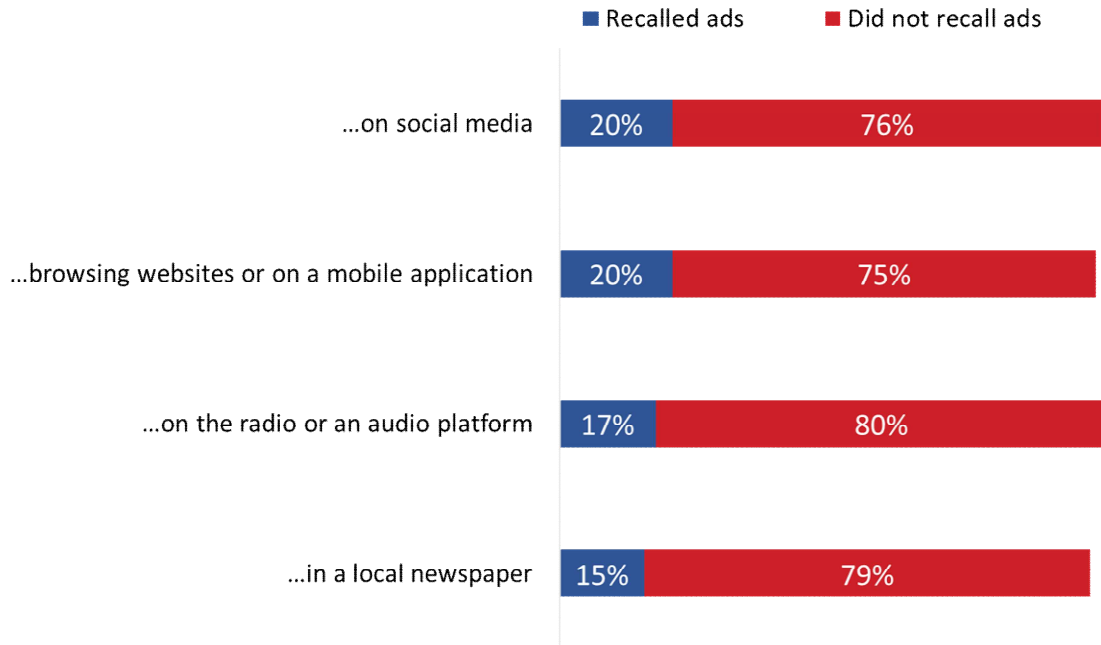
The likelihood of reporting that they received their VIC was lower among 18 to 34-year-olds (75%, compared to 88% of 35 to 54-year-olds and 95% of electors aged 55+) and those who completed college or some post-secondary education (76%, compared to 91% of university graduates).

Just over half of electors aware of the by-election recalled EC advertising

Fifty-five percent (55%) of electors aware of the by-election saw or heard advertising from Elections Canada about where, when and how to vote in at least one medium or format. Specifically, two in 10 each recalled advertising on social media (20%) or when browsing websites or on a mobile application (20%), while 17% heard advertising from EC on the radio or an audio platform, and 15% recalled seeing advertising from EC in a local newspaper.

Figure 6: Recall of EC by-election campaign advertising

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

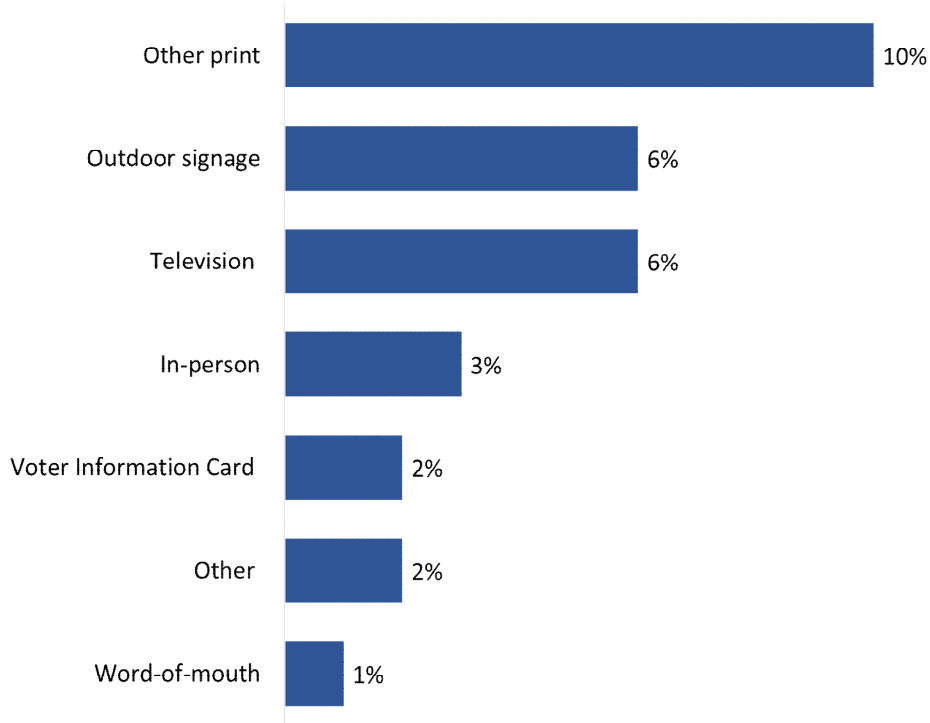


Q14–17. During the federal by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote... Base: n=387; those aware of the by-election. (Don't know: 3% to 6%.)

Electors aged 55+ were more likely to have seen advertising from EC in local newspapers (23%, compared to 11% of those aged 18 to 54) and heard it on the radio or an audio platform (22%, compared to 11% of 18 to 34-year-olds), and were less likely than younger electors to recall ads on social media (9%, compared to 26% of 35- to 54-year-olds and 28% of 18- to 34-year-olds) or when browsing websites or on a mobile application (16%, compared to 28% of 18- to 34-year-olds).

Twenty-six percent of electors aware of the by-election recalled seeing or hearing Elections Canada advertisements in other formats, including other print media (10%), outdoor signage, such as a billboard or poster (6%), and television (6%). For a full list, see Figure 7.⁵

Figure 7: Other sources of recall of EC advertising



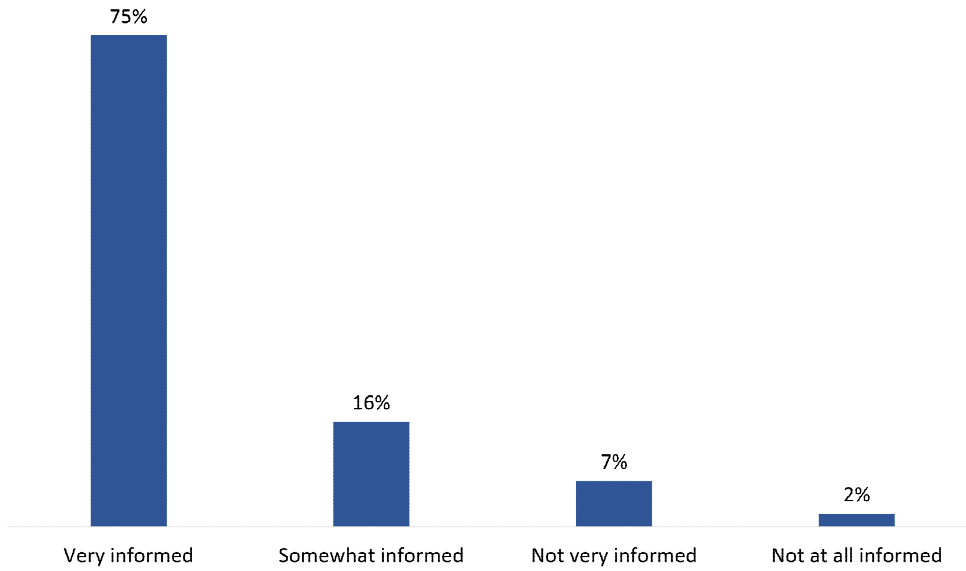
Q18. During the by-election campaign, did you see or hear advertising from Elections Canada about where, when and how to vote in any other format? Base: n=387; those aware of the by-election.

Nine in 10 electors knew when and where to vote

Nine in 10 electors (91%) aware of the by-election felt informed about when, where, and how they could vote, with 75% saying they felt very informed and 16% saying they felt somewhat informed.

⁵ EC does not run ads on television or use telephone calls or in-person campaigning to advertise by-elections. In addition, a portion of the responses in the “other print” and “outdoor signage” categories may represent advertising from non-EC sources, such as candidates.

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



Q13. Overall, how well-informed do you feel you were about when, where, and how to vote in the by-election? Base: n=387; those aware of the by-election.

University graduates and those aged 55+ were more likely to feel very informed about when, where, and how to vote in the by-election. Specifically:

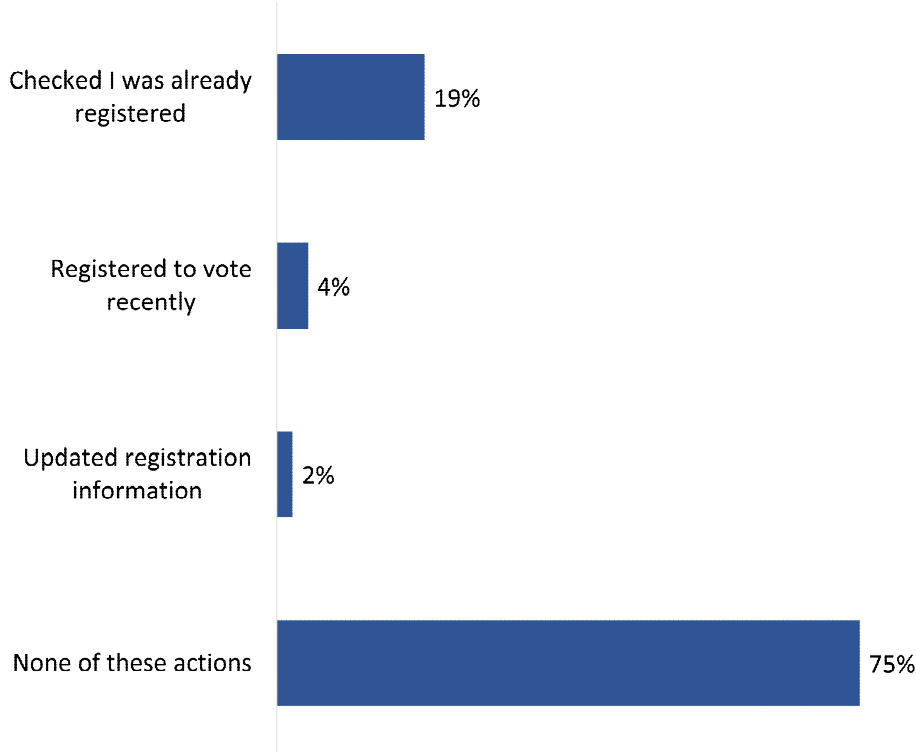
- 80% of university graduates, compared to 59% of electors with some post-secondary education or college graduates
- 88% of electors aged 55+, compared to 61% of 18- to 34-year-olds and 73% of 35- to 54-year-olds

4. Voter registration

One-quarter of electors took action to confirm their voter registration

To ensure they were registered to vote in the federal by-election, 19% of those aware of the by-election checked to confirm their registration, 4% registered to vote, and 2% had recently updated their registration information. The majority (75%) took no action to verify their registration status for this federal by-election.

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

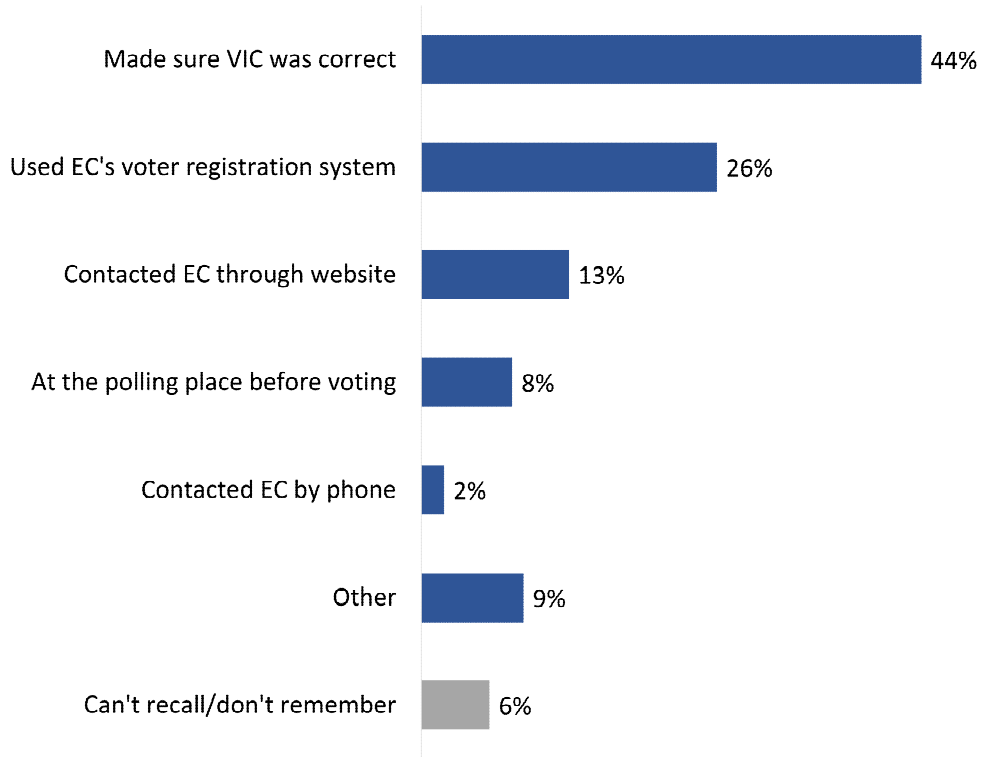


Q19. What, if anything, did you do to make sure you were registered to vote in this federal by-election? Did you...?
Base: n=387; those aware of the by-election. (Don't know: 1%.)

Various actions were taken to confirm voter registration

Among those who took steps to ensure they were registered to vote in this federal by-election (n=92), 44% verified that their VIC was correct, 26% used Elections Canada's online voter registration system, and 13% contacted Elections Canada through the website. The full range of actions can be found in Figure 10.

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



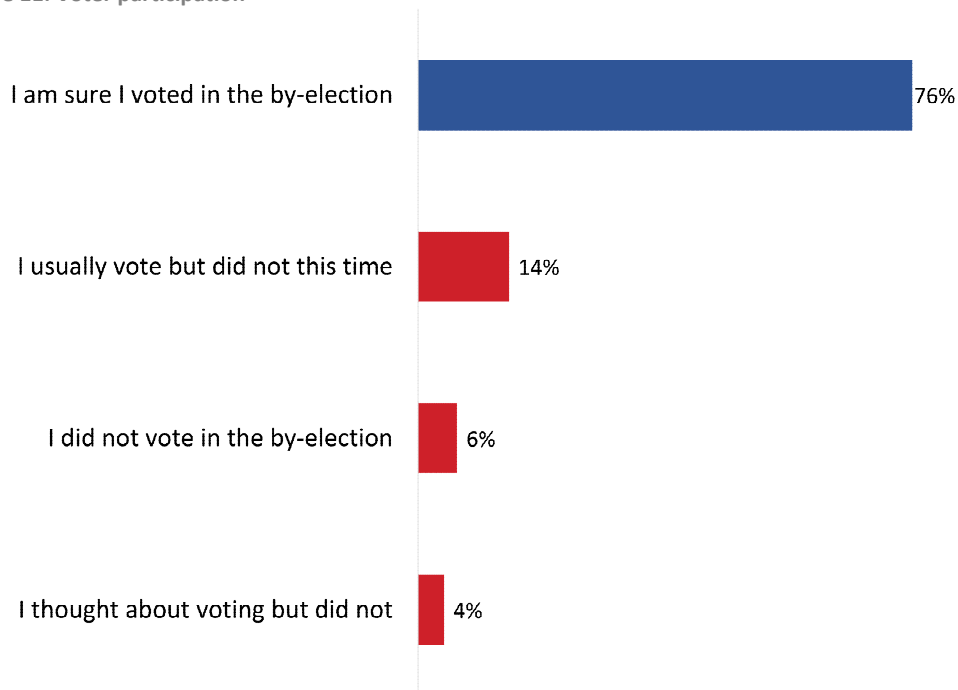
Q20. How did you make sure you were registered? Base: n=92; took action to confirm registration status.

5. Voter participation

Three-quarters of electors reported voting in the by-election

Three-quarters of electors (76%) reported voting in the federal by-election held in their riding. One-quarter reported not voting, including 14% of electors who said they usually vote but did not do so for this election, 6% who said they simply did not vote, and 4% who said they thought about voting, but did not.

Figure 11: Voter participation



Q21. Many people don't or can't vote for a variety of reasons. Which of the following statements describes you? Base: n=387; those aware of the by-election.

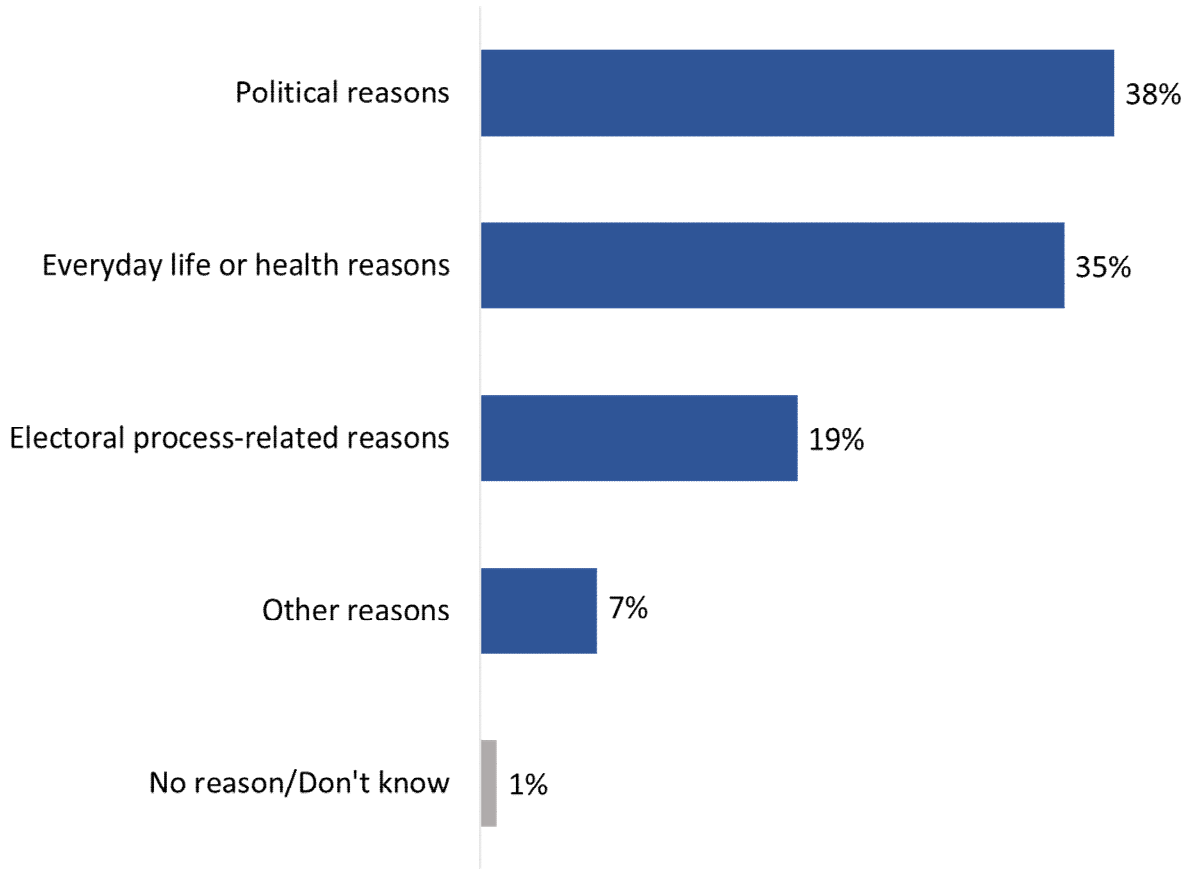
Electors aged 18 to 54 and those with some post-secondary education or college graduates were more likely to say they did not vote. Specifically:

- 34% of 18- to 34-year-olds and 26% of 35- to 54-year-olds, compared to 13% of electors aged 55+
- 33% of electors with some post-secondary education or a college diploma, compared to 18% of university graduates

Political reasons, followed by everyday life or health, are the main reasons for not voting

Among electors who said they did not vote (n=80), the primary reasons for not doing so were political (38%) and everyday or health-related issues (35%). Approximately two in 10 (19%) did not vote for reasons related to the electoral process. The rest reported not voting for other reasons (7%) or could not provide an explanation (1%).

Figure 12: Main reasons for not voting—Themes



Q22. What is the main reason you did not vote? Base: n=80; those who did not vote.

The table below provides a detailed breakdown of the reasons why surveyed electors did not vote during the June 24, 2024, federal by-election.

Figure 13: Main reasons for not voting—Itemized

Political reasons	38%
Not interested in politics	9%
Did not like candidates/parties/campaign	9%
Lack of information about campaign issues and parties' positions	6%
Felt voting would not make a difference	5%
Did not know who to vote for	5%
Do not trust politicians/politics	3%
Issues with voting system	2%
Everyday or health reasons	35%
Too busy ⁶	18%

⁶ Among electors who did not vote because they were too busy (n=11), half said they had something come up that required them to change their plans. In addition, small numbers of electors had other priorities that day or felt they did not have time in their normal schedule to vote.

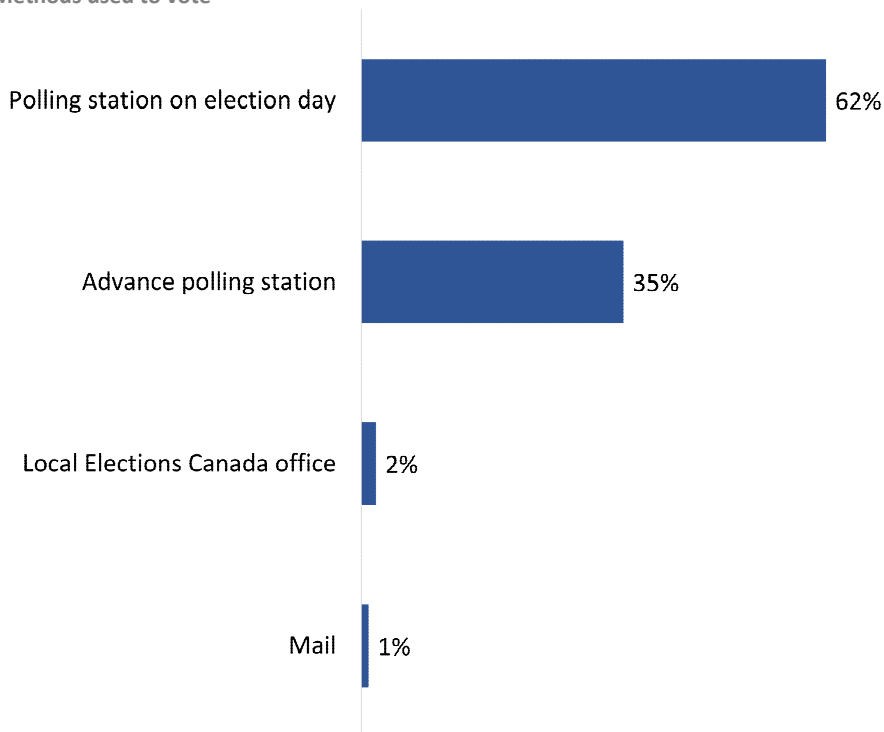
Out of town ⁷	10%
Other commitments	5%
Illness or disability	1%
Electoral process–related reasons	19%
Lack of information about voting process (e.g., when/where to vote)	7%
Not aware of the by-election	7%
Transportation problem/polling station too far	2%
Voting process was not accessible	2%
Missed the mail-in ballot deadline	1%
Issues with VIC	1%
Other reasons	7%
Other reason	5%
Forgot to vote	3%

(No particular reason: 2%.)

The vast majority of respondents voted at a polling station on election day or at an advance polling station

Of the electors who voted (n=306), 62% reported voting on election day at a polling station, while 35% said they voted at an advance polling station. Very few mentioned voting at a local Elections Canada office (2%) or by mail (1%).

Figure 14: Methods used to vote



Q26. Which method did you use to vote? Was it... Base: n=306; those who voted.

⁷ More electors who were out of town during the by-election (n=8) were away from home for personal reasons rather than work. All said their travel was planned.

Electors aged 55+ were more likely to have voted at an advance polling station (42%, compared to 26% of those aged 18–34 and 34% of those aged 35–54), and electors with a disability were more likely to have voted at the polling station on election day (76%, compared to 59% of those who do not have a disability).

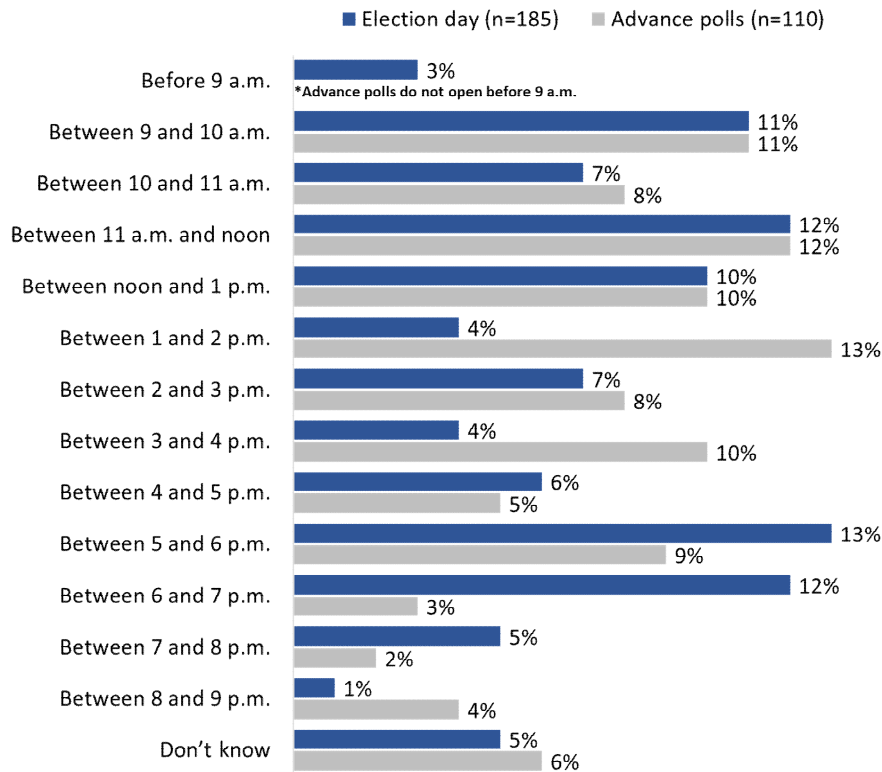
6. Experience at the polling place

Voting time of day varies by type of poll

Nearly a third (32%) of those who voted in person (n=299) reported doing so in the morning between 8:00 a.m. and noon. The remaining voters were evenly split between voting in the afternoon between noon and 4:00 p.m. (31%) and in the evening between 4:00 p.m. and the close of polls (32%).

Among those who voted on **election day** (n=185), more reported voting between 4:00 p.m. and the close of polls (37%) than in the morning (33%) or afternoon (26%). Among those who voted at an **advance polling station** (n=110), 30% voted in the morning, 41% voted in the afternoon, and 23% voted in the evening.

Figure 15: Time of day voted



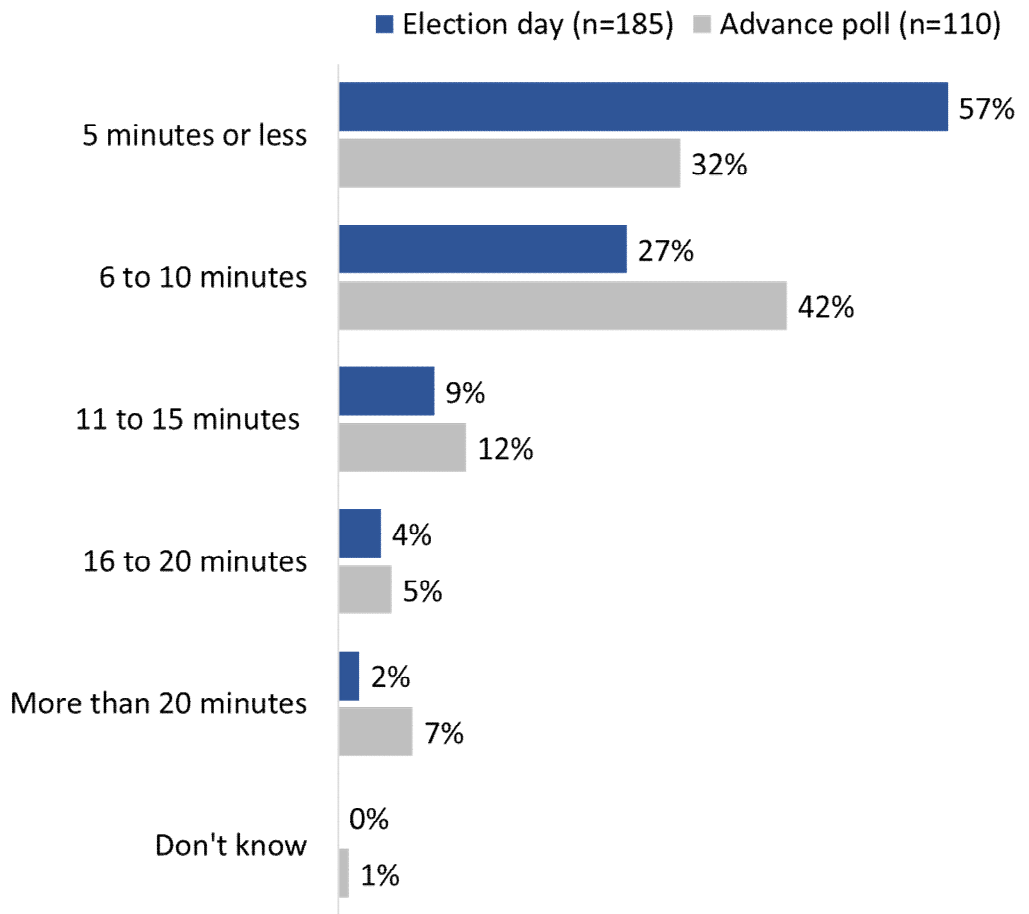
Q27. Do you remember approximately what time it was when you went to vote at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

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

Among those who voted in person (n=299), 48% said it took five minutes or less to travel to the polling place, while 33% reported it took between six and 10 minutes. Nineteen percent said it took more than 10 minutes to reach the polling place.

Figure 16 presents reported travel times broken down by voting method Those who voted at a polling station on election day (57%) were more likely than those who voted at an advance polling station (32%) to say it took them five minutes or less to travel to the polling place. In contrast, those who voted at an advance poll (42%) were more likely than those who voted on election day (27%) to report that it took them six to 10 minutes to get there.

Figure 16: Travel time to vote

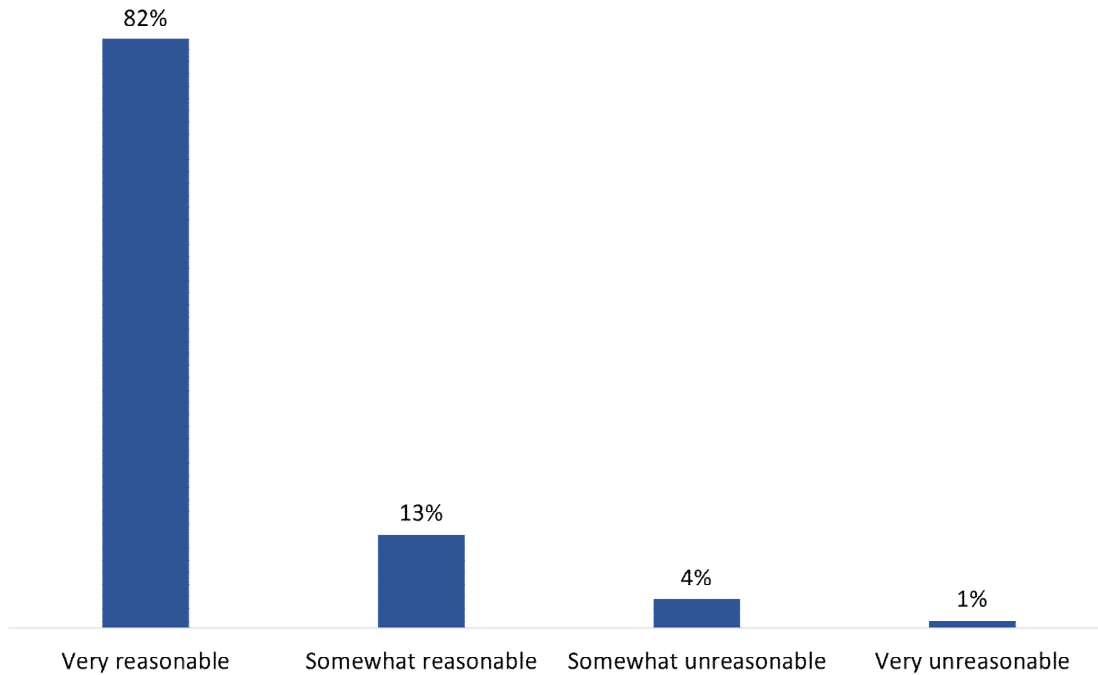


Q28. To the best of your knowledge, how long did it take you to travel to the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll. (Advance poll: 1% = Don't know.)

Most voters considered the distance to the polling station to be reasonable

Ninety-five percent of voters said the distance to their polling station from home was at least somewhat reasonable, with 82% describing the distance as very reasonable.

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

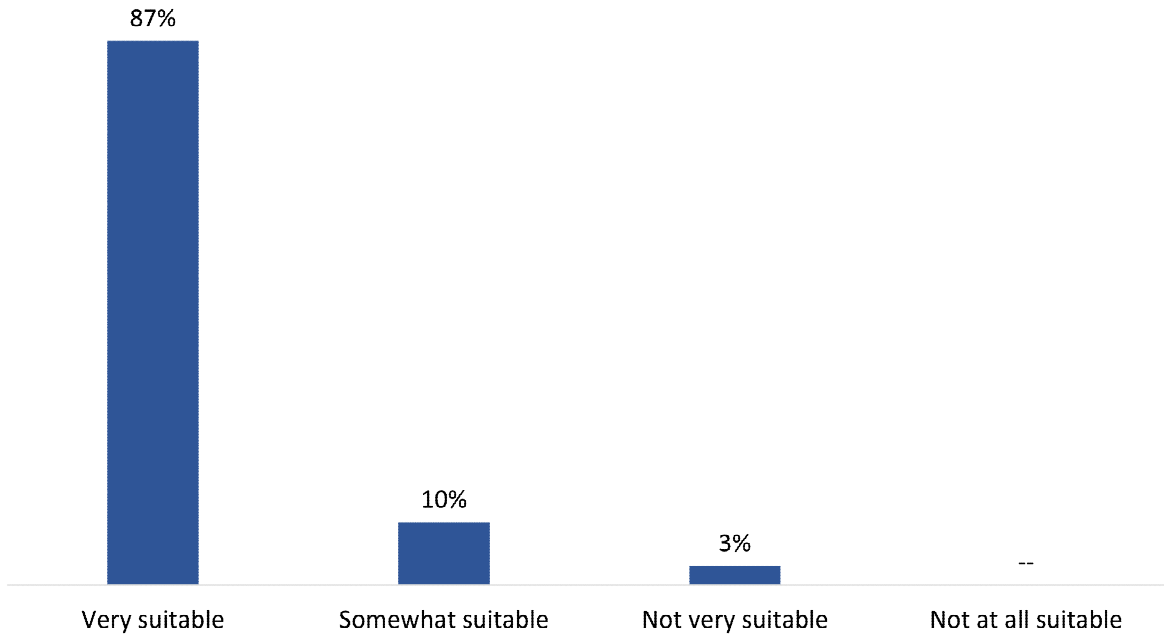


Q29. Was the [polling station/advance polling station/local Elections Canada office] a very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable distance from your home? Base: n=236; respondents who voted in person. (Don't know: 1%)

Widespread agreement that the facilities were suitable

Nearly everyone (97%) who voted at a polling station, advance polling station, or local Elections Canada office found the building to be at least somewhat suitable, with 87% describing it as very suitable.

Figure 18: Suitability of voting facilities

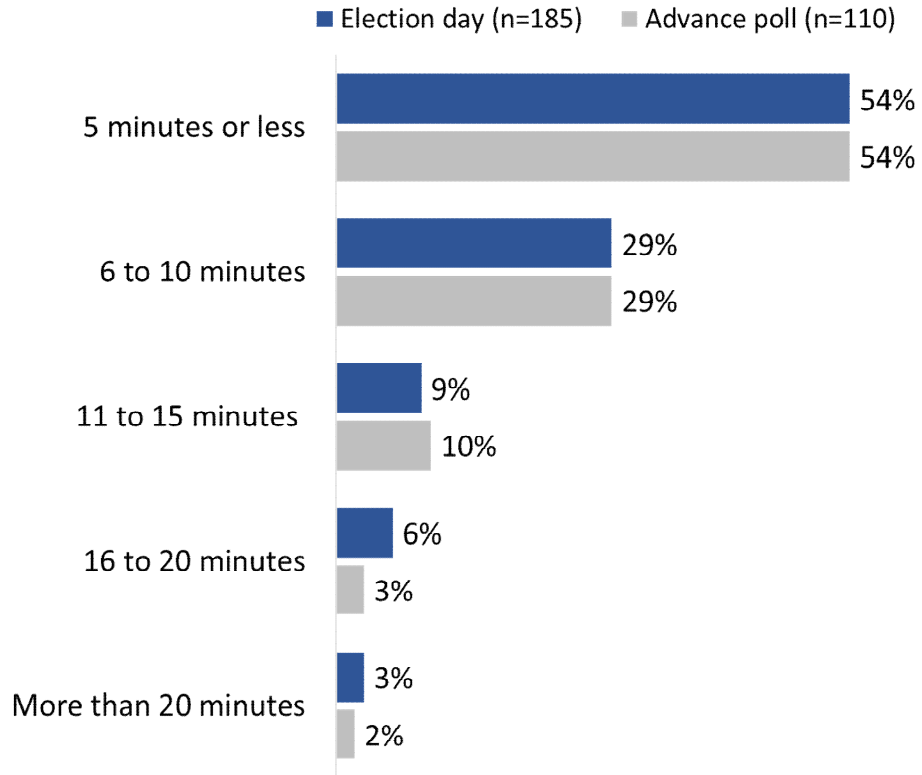


Q30. Would you say that the building where you voted was...? Base: n=299; respondents who voted in person.

Many voters took five minutes or less to vote

Half (53%) of those who voted in the by-election said it took them five minutes or less to vote. Twenty-nine percent reported that it took between six and 10 minutes and 17% reported taking more than 10 minutes to vote once they arrived at the facility. Figure 19 presents voting time by type of poll. There were no significant differences in the time it took to vote on election day compared to an advance poll.

Figure 19: Time it took to vote



Q31. To the best of your knowledge, how long did it take you to vote once you arrived at the [polling station/advance polling station/local Elections Canada office]? Base for the graph: respondents who voted in person on election day or at an advance poll.

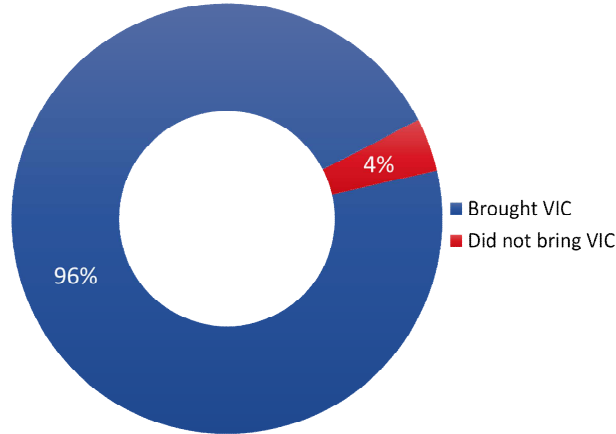
The vast majority (94%) of voters said the amount of time it took to vote once they arrived at the voting facility was reasonable.

7. Voter identification

Almost everyone brought their VIC to vote

Among electors who received their Voter Information Card and voted in person (n=285), 96% said they brought their VIC with them to the voting location.

Figure 20: Brought VIC to vote

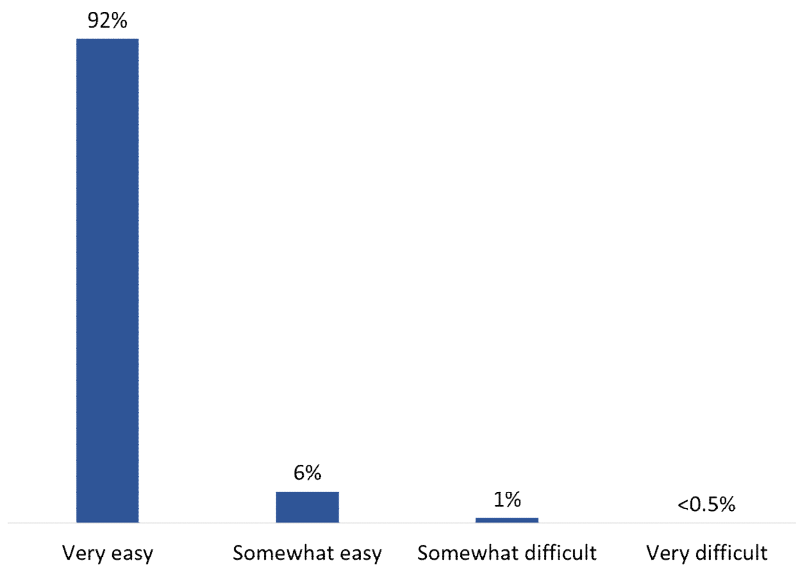


Q33. Did you bring your Voter Information Card with you to the [polling station/advance polling station/local Elections Canada office]? Base: n=285; respondents who received their VIC and voted in person.

Virtually everyone said it was easy to meet the ID requirements

Most who voted (92%) found it very easy to meet the identification requirements, with an additional 6% saying it was somewhat easy to meet the identification requirements.

Figure 21: Ease of meeting ID requirements



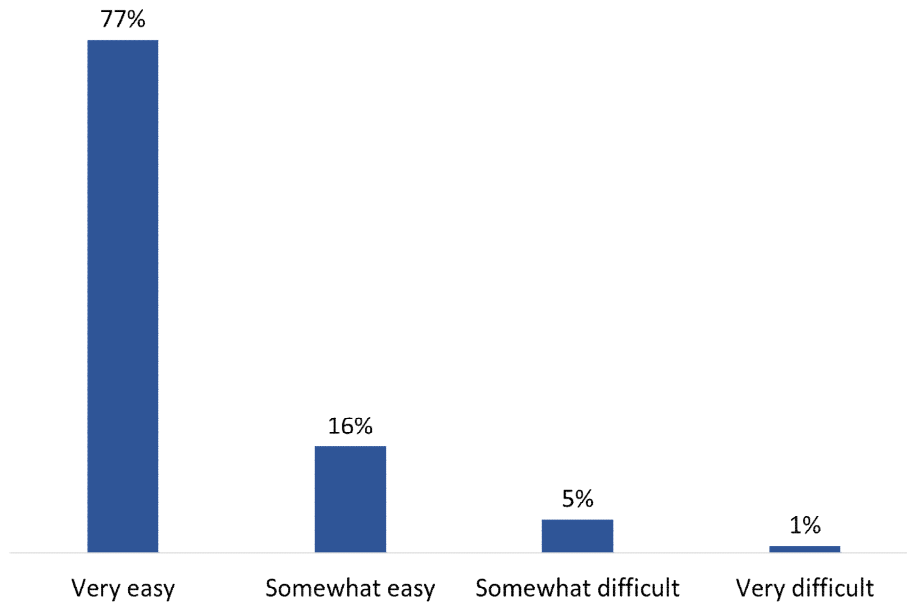
Q34. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to meet the identification requirements when you voted? Base: n=306; respondents who voted and provided a valid response when asked about the method used to vote.

8. Satisfaction with voting experience

More than three-quarters of electors found it very easy to vote

The vast majority of those who reported voting in the by-election found it easy to vote, with 77% reporting it was very easy and 16% reporting it was somewhat easy. The rest (6%) found it somewhat or very difficult to vote.

Figure 22: Ease or difficulty of voting



Q39. Overall, was it very easy, somewhat easy, somewhat difficult or very difficult to vote? Base: n=306; respondents who voted and provided a valid response when asked about the method used to vote.

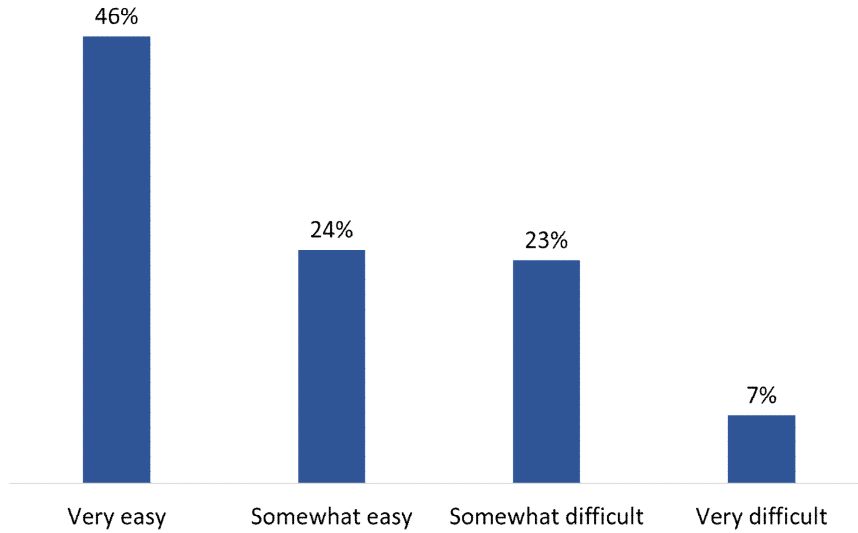
Voters aged 35+ were less likely than voters aged 18 to 34 to find it easy to vote in the by-election (91%, compared to 99%).

Three in 10 electors found the paper ballot at least somewhat difficult to complete

Though most respondents said it was easy to vote overall, three in 10 reported they had difficulty completing the paper ballot.⁸ Twenty-three percent found it somewhat difficult and 7% found it very difficult to complete their ballot. The rest of the voters surveyed said completing their paper ballot was somewhat (24%) or very (46%) easy.

⁸ Note that this by-election included 84 candidates. Therefore, the large ballot paper used to accommodate all candidate names was 90 centimetres long.

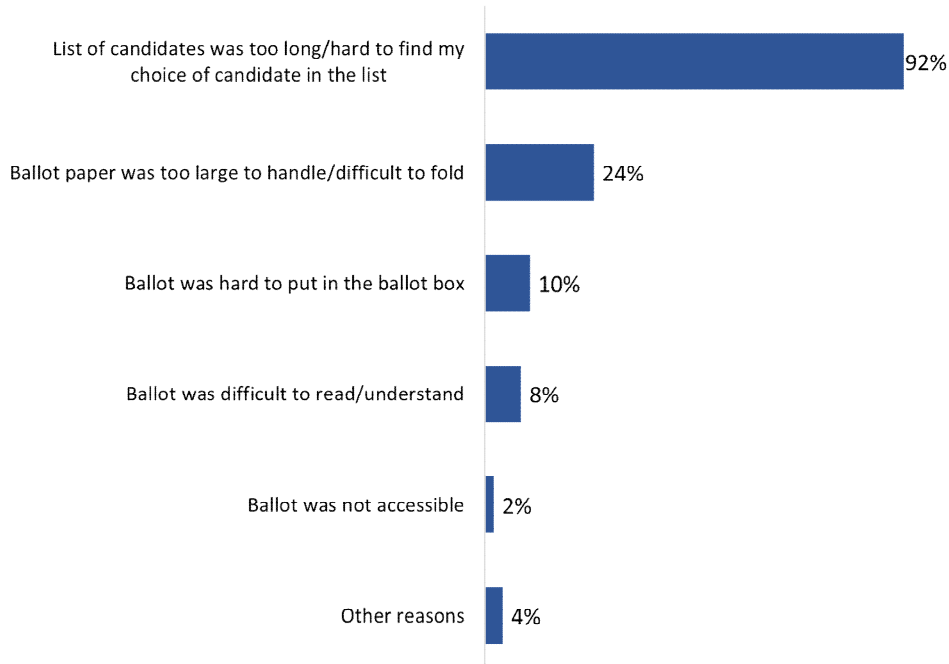
Figure 23: Ease or difficulty completing the paper ballot



Q37. Thinking about the paper ballot you used to vote in the by-election, was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot? Base: n=306; respondents who voted and provided a valid response when asked about the method used to vote. (Don't know: 1%.)

The main reason for having difficulty completing the paper ballot was the long list of candidates, which made it hard to find candidates (92%). There were 84 candidates in the by-election, which required Elections Canada to use a modified large-format ballot paper 90 centimetres in length. The full list of reasons offered by respondents can be found in Figure 24.

Figure 24: Reasons paper ballot was difficult to complete

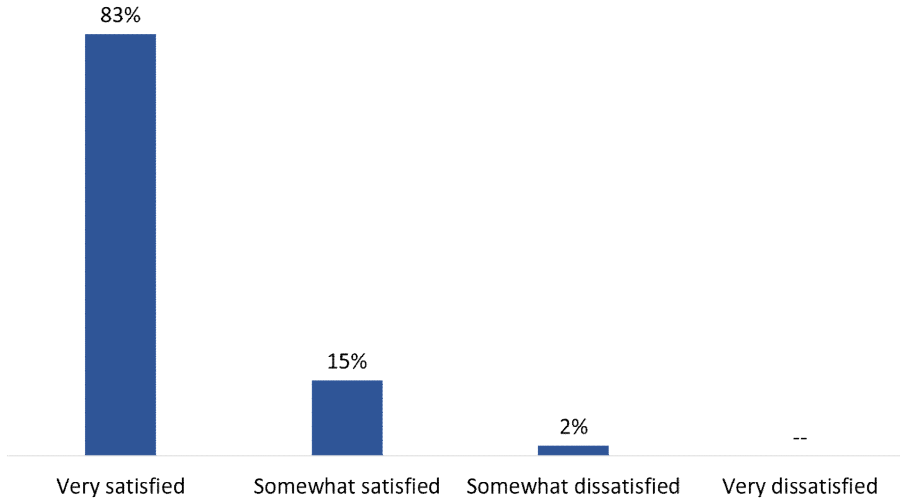


Q38. Why was it difficult to complete your ballot? Multiple responses accepted. Base: n=87; respondents who had difficulty completing the paper ballot.

Strong and widespread satisfaction with Elections Canada staff

Virtually all voters were satisfied with the services provided by Elections Canada staff when they voted (98%), with 83% saying they were very satisfied and an additional 15% saying they were somewhat satisfied.

Figure 25: Satisfaction with Elections Canada staff

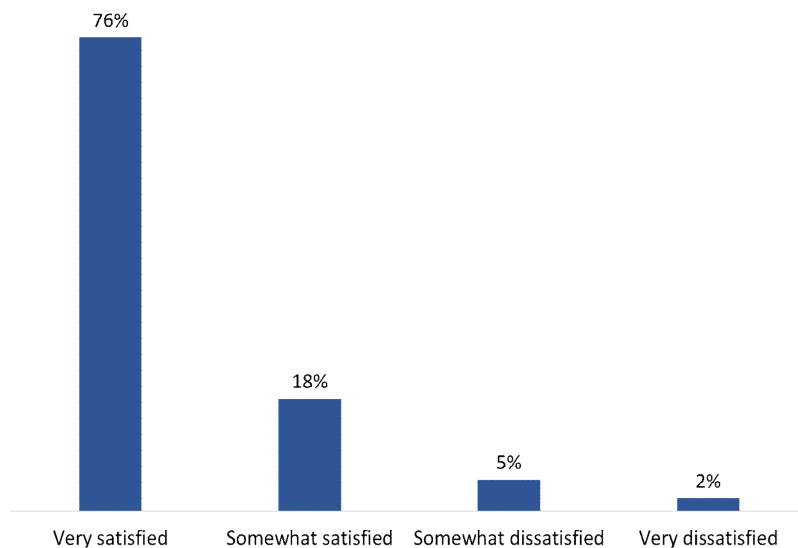


Q35. Overall, were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the services provided by Elections Canada staff when you voted? Base: n=299; respondents who voted in person.

Most electors were satisfied with their voting experience

More than nine in 10 respondents (94%) who said they voted in the by-election were at least somewhat satisfied with their overall voting experience, including 76% who were very satisfied with the experience.

Figure 26: Satisfaction with voting experience



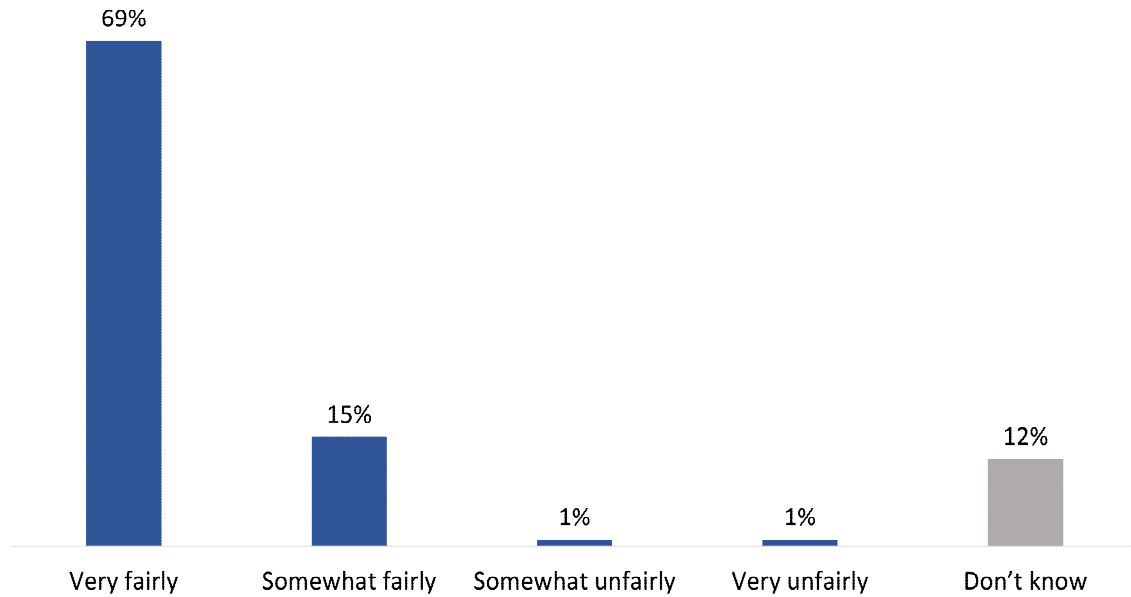
Q40. Overall, how satisfied were you with your voting experience? Would you say that you were...? Base: n=306; respondents who voted and provided a valid response when asked about the method used to vote.

9. Fairness, trust and confidence in Elections Canada

Majority of electors felt Elections Canada ran the by-election fairly

The majority of electors (84%) said Elections Canada ran the by-election fairly, with 69% saying it was run very fairly and 15% saying somewhat fairly. Among the rest, 2% thought it was run unfairly, while 12% were unsure.

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



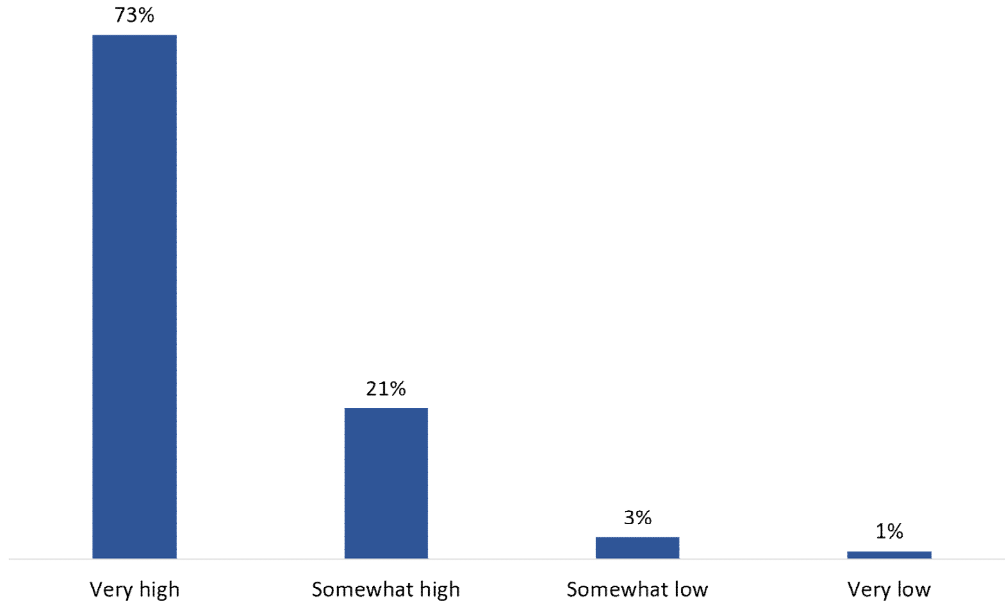
Q39. Thinking about the June 24 federal by-election, would you say that Elections Canada ran the election...? Base: n=402; all respondents. (Prefer not to answer: 1%.)

Those who felt that Elections Canada ran the election somewhat or very unfairly (n=9) were asked if there was a specific reason for this opinion. Reasons included a perceived lack of information about the by-election, the selection of polling stations, and the large number of candidates on the ballot. There were 84 candidates in the by-election, which required Elections Canada to use a modified large-format ballot paper 90 centimetres in length.

Nine in 10 trust the accuracy of by-election results

More than nine in 10 respondents (93%) trust the accuracy of the election results in their riding, with 73% having a very high level of trust.

Figure 28: Trust in accuracy of results



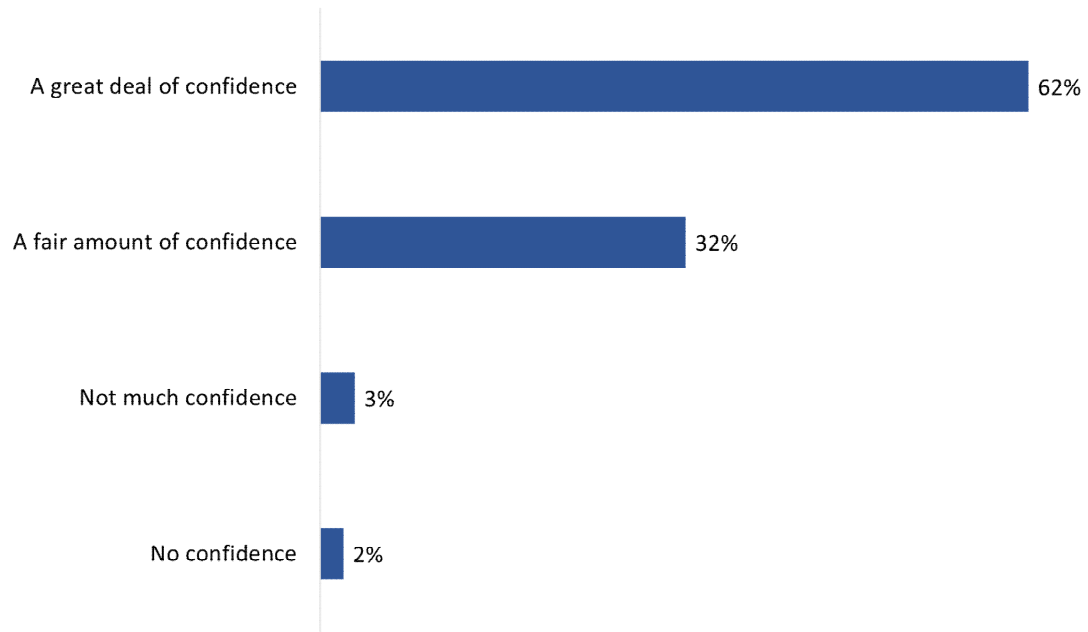
Q41. What level of trust do you have in the accuracy of the election results in your riding? Is it...? Base: n=402; all respondents. (Don't know: 2%.)

Those who said that they have low trust in the accuracy of the election results (n=17) were asked if there was a specific reason for their low trust. In response, most respondents pointed to a general lack of information about the by-election, the number of candidates on the ballot, and the length of time it took to announce the results.

Vast majority of electors have confidence in Elections Canada

Sixty-two percent of electors surveyed have a great deal of confidence in Elections Canada and 32% have a fair amount of confidence in the agency. Very few (4%) have not much or no confidence in Elections Canada.

Figure 29: Confidence in Elections Canada



Q45. Overall, how much confidence do you have in Elections Canada? Base: n=402; all respondents. (Don't know: 2%.)

Profile of Survey Respondents

Age	Weighted		Unweighted	
	n	%	n	%
18 to 34 years	122	30%	76	19%
35 to 54 years	144	36%	141	35%
55 years and older	137	34%	185	46%

Gender	Weighted		Unweighted	
	n	%	n	%
Man	181	45%	168	42%
Woman	218	54%	231	57%

*Other: n=3 (unweighted)

Employment	Weighted		Unweighted	
	n	%	n	%
Employed	271	67%	240	60%
Unemployed and looking for work	18	5%	16	4%
Student	9	2%	5	1%
Retired	88	22%	125	31%
Homemaker	4	1%	5	1%
Other	9	2%	7	2%

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

Education	Weighted		Unweighted	
	n	%	n	%
High school or less	28	7%	26	6%
Some post-secondary/college/university	83	21%	81	20%
Completed university	286	71%	290	72%

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

Household Size	Weighted		Unweighted	
	n	%	n	%
Single person household	138	34%	157	39%
Two people	137	34%	133	33%
Three to four	110	27%	96	24%
Five or more	14	3%	13	3%

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

Household income	Weighted		Unweighted	
	n	%	n	%
Under \$20,000	16	4%	15	4%
\$20,000 to just under \$40,000	25	6%	28	7%
\$40,000 to just under \$60,000	33	8%	36	9%
\$60,000 to just under \$80,000	29	7%	28	7%
\$80,000 to just under \$100,000	40	10%	39	10%
\$100,000 to just under \$150,000	64	16%	58	14%
\$150,000 and above	128	32%	123	31%

*Don't know: n=13; prefer not to say: n=62 (unweighted)

Disability [self-identification]	Weighted		Unweighted	
	n	%	n	%
Identify as having a disability	76	19%	69	17%
Do not identify as having a disability	324	81%	332	83%

*Don't know: n=3; prefer not to say: n=1 (unweighted)

First Nations, Métis or Inuk (Inuit)	Weighted		Unweighted	
	n	%	n	%
Non-Indigenous	392	98%	395	99%
Indigenous	8	2%	5	1%

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

Born in Canada	Weighted		Unweighted	
	n	%	n	%
Base: those who are not Indigenous.				
Born in Canada	286	71%	285	71%
Born outside Canada	106	26%	110	27%

*N/A: n=7 (unweighted)

Voted in the 2021 federal election	Weighted		Unweighted	
	N	%	n	%
Base: those 18+ at the time of the last federal election.				
Voted	341	85%	356	89%
Non-voter but eligible	31	8%	23	6%
Not eligible to vote in 2021	9	2%	7	2%

*Don't know: n=8; N/A: n=8 (unweighted)

Appendix

Annex 1: Methodological details

Sampling

An overlapping dual-frame (landline and cell) sample was used to minimize coverage error: 60% of the sample was landline and 40% was wireless. The following table provides a breakdown of the number of completed surveys by sample source:

Sample source	Sample type	n
ASDE	Landline RDD	200
Advanis	Wireless GPRS	202

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

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

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

Based on a sample of this size (n=402), the overall results would have a maximum margin of error of $\pm 4.9\%$, 19 times out of 20.

Pre-test

To pre-test the questionnaire, respondents were first administered the survey and then asked about its clarity. A brief debriefing session followed, providing respondents with an opportunity to offer feedback on the questionnaire. This pre-test was conducted by telephone on June 25, 2024, following the June 24, 2024, by-election.

Respondents had the option to participate in the official language of their choice; all interviews were conducted in English. The pre-test interviews were digitally recorded and reviewed by Phoenix SPI team members and Elections Canada officials. In total, 34 electors agreed to participate in the pre-test; all participated in English.

After reviewing the recordings, interviewers received additional training to ensure consistent interview quality. Due to inconsistencies in interviewing, completed surveys from the June 25 pre-

test were excluded from the study dataset and replaced with additional interviews conducted between June 27 and July 11, 2024.

A second pre-test was conducted on June 27, 2024, to validate the additional training and to reassess the length of the questionnaire. In total, 17 electors participated in the second pre-test. Following a review of these recordings, no changes were made to the questionnaire and the fieldwork continued on June 29, 2024. The data from the second pre-test was retained in the final survey dataset.

Data collection

All fieldwork was conducted using computer-assisted telephone interviewing (CATI) and computer-assisted web interviewing (CAWI) technology. To minimize non-response, those who declined to complete the survey over the telephone were given the option to complete the survey online. Forty-three (n=43) electors completed the survey online; the remaining 359 electors did so over the telephone.

The following specifications applied:

- The survey was programmed in both French and English.
- All interviews were completed in English.
- Interviews averaged 13.2 minutes in length when conducted over the telephone and six minutes when completed online.
- Survey respondents were informed that their participation would be voluntary, and that information collected is protected under the authority of the *Privacy Act*. They were also informed that the anonymized database of all responses may be shared with external researchers who collaborate with Elections Canada under the strict condition that no personal information is ever distributed or made public.
- Interviewers mentioned in the introduction that the study was sponsored by Elections Canada.
- The fieldwork took place June 27 to July 11, 2024.

Response rate

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

Call disposition	Landline	Wireless	Overall
Out-of-scope—invalid (I)			
Not in service, fax/modem, business	7,818	118	7,936
Unresolved (U)			
Busy, voicemail, no answer	9,004	1,372	10,376
In-scope—non-responding (IS)			
Language problem, illness	119	3	122
Selected respondent not available	6	2	8
Household refusal	977	107	1,084

Respondent refusal	868	177	1,045
Qualified respondent break-off/partial complete	18	6	24
In-scope—responding units (R)			
Does not qualify—citizenship	--	5	5
Terminate—does not live in Toronto—St. Paul's	37	296	333
Terminate—age stratum filled	310	77	387
Completed the survey	200	202	402
Total numbers dialed	19,357	2,365	21,722
Response rate⁹ = R/(U + IS + R)	4.7%	25.8%	8.2%

Survey weighting

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

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

	Toronto—St. Paul's	
	Unweighted	Weighted
Total (n)	402	402
Gender		
Male	42%	45%
Female	57%	54%
Refusal	0%	0%
Age		
18 to 24	4%	8%
25 to 34	15%	23%
35 to 44	15%	18%
45 to 64	32%	28%
65 or older	34%	24%
Refusal	0%	0%

⁹ The response rate formula is as follows: [Response Rate=R/(U+IS+R)]. This means that the response rate is calculated as the number of responding units [R] divided by the number of unresolved [U] numbers plus in-scope [IS] non-responding households and individuals plus responding units [R].

Annex 2: Survey questionnaire

Introduction

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

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

[IF ASKED ABOUT TOPIC OF SURVEY]: This survey is about the federal by-election that took place on June 24, 2024, not the federal general election, provincial election, or any other previous election.

[IF ASKED ABOUT THE LEGITIMACY OF THE SURVEY]: If you would like to ensure that this survey is run by Elections Canada, you can call their toll-free number at 1-800-463-6868. Their hours of operation are Monday to Friday, from 9:00 a.m. to 5:00 p.m. (Eastern time). You can also contact Alethea Woods, from Phoenix Strategic Perspectives, at 613-260-1700.

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

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

Landline Protocol

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

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

Cell Protocol

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

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

Privacy

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

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

Screening/Quotas

ByResident

Between May 20, 2024, and June 24, 2024 did you live in the federal riding of Toronto—St. Paul’s?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the June 24, 2024, federal by-election. THANK AND DISCONTINUE.

IF ANSWERS SPONTANEOUSLY THAT LIVED IN RIDING FOR ONLY PART OF REVISION PERIOD: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding for the entire revision period (May 20, 2024, through June 24, 2024), and were eligible to vote in the June 24, 2024, federal by-election. THANK AND DISCONTINUE.

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

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

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

Citizen

May I confirm that you are a Canadian citizen?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on June 24, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on June 24, 2024? IF YES ASK TO SPEAK TO THAT PERSON.

- 01. Yes
- 02. No [Terminate AND USE ‘NO’ TERMINATION]
- 98. Don’t know [Terminate AND GO TO THINK2]
- 99. Prefer not to say [Terminate AND GO TO THINK2]

YOB

In what year were you born?

[DO NOT READ]

Record year: [4- digit number; min. 1905, max. 2024]

- 99. Prefer not to say

[Compute Age=2024-YOB]

[If Age<18, TERMINATE AND GO TO THINK2]

[Show if YOB=99]

AgeGroup

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

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

[Do not read]

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

18inBy

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

May I confirm that you were at least 18 years old on June 24, 2024?

[If Landline] IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on June 24, 2024. Would there be someone in your household who is a Canadian citizen and was at least 18 years old on June 24, 2024? IF YES ASK TO SPEAK TO THAT PERSON.

[DO NOT READ]

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

Electoral Awareness and Knowledge

[*Ask all*]

AwareBy

Did you know that a federal by-election took place on June 24, 2024, in your riding?

[DO NOT READ]

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

KnowPreamble

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

[Randomize order of next 2 questions]

KnowReg_Eday

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

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

[DO NOT READ]

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

KnowReg_Online

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

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

[DO NOT READ]

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

[Rotate KnowID_Identity and KnowID_Address]

KnowID

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

KnowID_Identity

A proof of IDENTITY?

[DO NOT READ]

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

KnowID_Address

A proof of ADDRESS?

[DO NOT READ]

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

KnowWaystoVote_phone

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

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

01. In person at a polling station on election day (June 24, 2024)
02. At advance polls, in person (on June 14, 15, 16, 17, 2024)
03. By mail (either within Canada or outside Canada)
04. At a local Elections Canada office / office of the returning officer, before election day
05. At home (for electors with a disability)
06. Special ballot, write-in ballot, absentee ballot (non-specific)
07. On some post-secondary campuses
08. Online (non-specific)
09. Through the telephone
10. Computer, electronically (non-specific)
11. By proxy
96. Other, please specify: [TEXT]
97. None of the above
98. Don't know
99. Prefer not to say

NOTES:

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

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

Aided recall of EC advertising and communications

InfoPreamble

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

GotVIC

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

[DO NOT READ]

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

FeelInformed_Voting

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

READ SCALE

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

DO NOT READ

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

AdRecallA to E

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

ROTATE AdRecallA to AdRecallD

AdrecallA

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

DO NOT READ

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

AdRecallB

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

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

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

AdRecallC

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

DO NOT READ

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

AdRecallD
... in a local newspaper?

DO NOT READ

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

AdRecallE other
... in any other format?

DO NOT READ

- 01. Yes: [Specify formats]
- 02. No
- 98. Don't know
- 99. Prefer not to say

Registration

19. RegCheck

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

[Read list; accept one response]

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

Register to vote recently
Update your registration information
Check that you were already registered

[DO NOT READ]

Did none of the above

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

20. RegMethod

How did you make sure you were registered?

[Show if RegCheck=01-03]

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

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

- 01. Contacted Elections Canada by phone
- 02. Contacted Elections Canada by mail
- 03. Contacted Elections Canada through website
- 04. Used Elections Canada's online voter registration system on its website

05. At the polling place before voting
06. At a local Elections Canada office
07. [Show if GotVIC=01] I made sure my voter information card was correct
96. Other, please specify: [TEXT]
98. Don't know / don't remember
99. Prefer not to say

Voter participation

Voted

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

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

[DO NOT READ]

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

ReasonDidNotVote

Show if Voted IS 01 or 02 or 03

What is the main reason you did not vote?

[DO NOT READ – CODE 1 ANSWER]

Everyday life or health reasons

01. Too busy
02. Out of town / away from home
03. Illness or disability (exclude illness related to COVID-19)

Political reasons

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

Electoral process-related reasons

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

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

All other reasons

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

TooBusy_Reason

Show if ReasonDidNotVote IS 01 (Too busy)

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

[Randomize 01-03]

[READ]

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

[Do not read]

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

OutofTown_Reason

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

Were you away from home for work or personal reasons?

[DO NOT READ]

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

IF RESPONDENT ASKS WHY

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

OutofTown_Planned

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

Would you say that your travel was planned or unplanned?

[DO NOT READ]

- 01. Planned
- 02. Unplanned

Don't know

Prefer not to say

IF RESPONDENT ASKS WHAT IS MEANT BY UNPLANNED

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

IF RESPONDENT ASKS WHY WE WANT TO KNOW

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

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

VoteMethod

Show if Voted IS 04

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

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

- 01. At the polling station on election day on June 24, 2024?
- 02. At the advance polling station (on June 14, 15, 16, 17, 2024)?
- 03. At the local Elections Canada office before election day?
- 04. By mail?
- 05. At home (if disabled)
- 96. Other, please specify: [TEXT]

[DO NOT READ]

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

IF RESPONDENT ASKS FOR CLARIFICATION AT ANSWER 03 “AT THE LOCAL ELECTIONS CANADA OFFICE”

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

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

Going to the Polling Place

Show section if VoteMethod IS 01, 02, 03

VoteTimeOfDay

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

DO NOT READ

READ ONLY IF NECESSARY; CODE ONLY ONE RESPONSE

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

TravelTime

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

[DO NOT READ]

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

TravelReasonable

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

[DO NOT READ]

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

PollSuitable

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

READ SCALE

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

DO NOT READ

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

VoteTime

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

DO NOT READ; RECORD TIME IN MINUTES

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

VoteTimeReasonable

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

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

DO NOT READ. QUESTION REFERS TO TIME SPENT TO VOTE

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

Voter Identification

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

BroughtVIC

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

DO NOT READ. CODE ONE ANSWER ONLY

- 01. Yes

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

IDease

[Show if VoteMethod=01 to 96]

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

[DO NOT READ]

NOTE: THIS QUESTION REFERS TO RESPONDENT'S OWN EXPERIENCE

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

Satisfaction with Voting Experience

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

ECStaffSat

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

DO NOT READ

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

ECStaffSat_Reason

If ECStaffSat IS 03 OR 04

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

[open-ended]

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

BallotEase

Show if VoteMethod IS 01 to 96

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

[DO NOT READ]

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

BallotEase_Reason

If BallotEase IS 03 or 04

Why was it difficult to complete your ballot?

[Do not read; accept multiple responses]

- 01. List of candidates was too long/hard to find my choice of candidate in the list
- 02. Ballot was difficult to read/understand
- 03. Ballot paper was too large to handle/difficult to fold
- 04. Ballot was hard to put in the ballot box
- 96. Other, please specify: [TEXT]
- 97. No particular reason
- 98. Don't know
- 99. Prefer not to say

VoteEase

Show if VoteMethod IS 01 to 96

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

[DO NOT READ]

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

VoteSat

Show if VoteMethod=01-96

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

READ SCALE

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

DO NOT READ

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

Trust and Confidence in EC

[Ask all]

ByFairness

Thinking about the June 24 federal by-election, would you say that Elections Canada ran the election...?

EMPHASIZE "ELECTIONS CANADA"

READ SCALE

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

DO NOT READ

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

ByFairness_Reason

ByFairness IS 03 or 04

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

DO NOT READ

[Open-ended]

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

ByTrust

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

READ SCALE

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

DO NOT READ

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

ByTrust_Reason

ByTrust IS 03 or 04

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

DO NOT READ

[Open-ended]

No particular reason

Don't know

Refusal

Confidence_EC

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

DO NOT READ

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

Background Characteristics

[Ask All]

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

Gender

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

READ LIST

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

LangAtHome

What language do you speak most often at home?

READ LIST

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

Indigenous

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

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

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

99. Prefer not to answer

CanBorn

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

Were you born in Canada?

[Do not read]

Yes

No

Don't know

Refusal

CanYear

CanBorn IS 02 (Not born in Canada)

In what year did you come to live in Canada?

[Do not read]

Record year: [4- digit number; validate that (CanYear >= YOB and CanYear <= 2024) or CanYear = 98-99]

98. Don't know / don't remember

99. Prefer not to say

Ethnicity

What is your ethnic or cultural background?

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

[Do not read. Code only one reply.]

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

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

[If unsure, code response in 96 “other”]

- 01. White (e.g. English Canadian, Québécois, French, German, Italian, Scottish, etc.)
- 02. South Asian (e.g., East Indian, Pakistani, Bangladeshi, Sri Lankan, Punjabi, Tamil)
- 03. Chinese (e.g. China, Hong Kong, Taiwan)

04. Black (e.g. Caribbean, West African, Central African, East African)
05. Filipino
06. Arab (e.g. North African, Egyptian, Palestinian, Lebanese, Iraqi, Jordanian, Syrian, Saudi)
07. Latin American (e.g. South American, Central American, Mexican, Cuban, Puerto Rican)
08. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, Indonesian)
09. West Asian (e.g., Iranian, Afghan, Israeli, Turk, Kurdish)
10. Korean
11. Japanese
12. Jewish
95. Mixed background
96. Other group, please specify: [TEXT]
98. Don't know
99. Prefer not to say

Education

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

[Do not read – code one response only]

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

Employment

What best describes your current employment status?

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

[Do not read]

01. Working full-time (35 or more hours per week)
02. Working part-time (less than 35 hours per week)
03. Self-employed
04. Unemployed, and looking for work
05. A student attending school
06. Training for a trade (e.g. apprenticeship)
07. Retired
08. A caregiver or homemaker
09. Not working due to illness/disability, or not looking for work

- 10. Temporarily not working (e.g. parental leave, seasonal worker, in the process of changing jobs)
- 96. Other, please specify: [TEXT]
- 99. Prefer not to answer

DisabilityFunctional

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

[Read list]

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

[Do not read]

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

DisabilityID

Do you identify as having a disability?

[Do not read]

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

HHsize

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

[DO NOT READ]

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

- 99. Prefer not to say

HHincome

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

[Read list; stop when respondents provide an answer]

- 01. Under \$20,000
- 02. \$20,000 to just under \$40,000
- 03. \$40,000 to just under \$60,000
- 04. \$60,000 to just under \$80,000

- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above

[Do not read]

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

VotedLastGE

YOB IS MORE THAN 1900 AND LESS THAN OR EQUAL TO 2003

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

[READ]

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

[DO NOT READ]

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

Conclusion

THNK

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

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

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

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

Toll-free: 1-800-282-1376

TTY: (819) 994-6591

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

THNK2

NOT ELIGIBLE TO COMPLETE SURVEY

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