

National Electors Study Following the 44th Canadian Federal Election

Methodology Report

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Introduction

Elections Canada is the independent, non-partisan agency responsible for conducting Canadian federal elections. In the context of the 44th federal general election (GE) held on September 20, 2021, Elections Canada conducted the 2021 National Electors Study (NES) 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 August and October 2021 and 2) a series of post-election focus groups and interviews. This report provides a description of the methodologies for the quantitative and qualitative components of the NES.

1. Quantitative Research

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

Wave	Sample	Method	Field period	Sample size
W1	Longitudinal	Online	Election period: August 16 to September 19	53,731
W2a	Longitudinal	Online	Post-election: September 21 to October 17	31,621
W2b	Discrete	Online, by telephone	Post-election: September 21 to October 17 (online) September 21 to October 14 (phone)	7,947

Detailed information is provided below.

1.1: Sampling

The NES survey component included longitudinal, top-up and discrete samples. The sample sources used included:

Sample	Wave	Sample Source	Type of Sample
S1 Longitudinal	W1 W2a	GPRS (Advanis)	Probability; general population
S2 Top-up	W2b	GPRS top-up oversample Online panels <ul style="list-style-type: none"> • Lucid • Dynata • Asking Canadians 	Oversample, non-probability; First Nations electors who live on reserve
S3 Discrete	W2b	GPRS (Advanis); random digit dial (RDD)	Probability; general population

A: Longitudinal Probability Sample

Electors for the longitudinal sample 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 and subgroup targets for Indigenous electors, new Canadians, electors with disabilities and youth. A description of each population is provided below (see [Subpopulations](#)).

For the W1 survey, a probability sample was drawn from Advanis' proprietary General Population Random Sample (GPRS). This sample has been recruited via random digit dialling (RDD) using both wireless and landline telephone numbers as well as interactive voice response (IVR) calling and live interviewers. The method of recruitment is probability-based; every recruit has an equal and known chance of being invited to participate. A total of 195,183 individuals from the GPRS sample were invited by SMS or email to participate in the W1 online survey. The [fieldwork](#) protocols are outlined below.

In all, 53,731 respondents completed W1¹ and were invited to completed W2a. The W2a survey was completed by 31,621 W1 respondents.

B: Top-Up Sample

The research design provided an optional top-up sample of a maximum of 500 respondents that could be obtained by various methods if needed to achieve particular subgroup targets for W2; for example, to compensate for attrition in the longitudinal sample or low response rates in the discrete sample.

Patterns of attrition and response among different subgroups were analyzed during the first week of fieldwork for W2, after which it was determined that a top-up sample from various sources would be used exclusively to increase the number of respondents among First Nations electors who live on reserve.

An oversample of GPRS panelists who had not responded to the W1 survey but were identified as potentially being First Nations electors who live on a reserve were contacted and interviewed by phone, resulting in 58 interviews.

The following non-probabilistic web panels were used to obtain 111 additional web completions: Dynata, Lucid and Asking Canadians. Each panel recruits through several sources, including but not limited to: partnerships with loyalty programs, open recruitment via messaging on websites, mobile app panels and targeted online communities. Panelists are required to double opt-in and survey participation is limited to avoid "professional" panelists. Panelists have unique ID numbers that are used to track and store members' activity, including past survey participation, as well as to verify panelists' identity. Panelists recruited through each web panel received an email invitation to complete the survey via a Computer-Assisted Web Interviewing (CAWI) system. The [fieldwork](#) protocols are outlined below.

C: Discrete Probability Sample

Discrete samples were drawn for the cross-sectional W2b web and phone surveys. A new random sample was drawn from GPRS for the representative sample of 6,276 electors who responded to the W2b web survey. RDD with a dual wireless and landline overlapping frame was used for the representative sample of 1,502 electors who responded to the W2b phone survey, which was administered by live interviewers using a Computer-Assisted Telephone Interviewing (CATI) system.

¹ For more detailed information on W1 targets, please see the section titled "[Election Period Rolling Cross-Section](#)."

D: Subpopulations

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

Representatives of these subpopulations were identified through a screening process in the W1 questionnaire 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.
- Indigenous electors: Electors who self-identified as First Nations, Inuit or Métis. First Nations were further divided into those living on and off reserve.
- New Canadians: Immigrants to Canada who became citizens after the 42nd GE held in 2015.
- Students: Students between the ages of 18 and 34 years who were (or planned to be) attending school at a secondary or post-secondary institution in the fall of 2021.
- NEET youth: Those between the ages of 18 and 34 years who were “Not Employed, in Education or in Training” during the fieldwork.

The table below presents the number of completes for each wave by sample type and subpopulation.

Sub-Populations	W1	W2					Total	Target for W2	Minimum Required in W2
	Total	2a	2b CATI	2b Web	2b Panel Top-Up	2b CATI Top-Up			
Electors with a disability	21,262	12,716	400	2,593	78	29	15,816	7,891	3,000
Mild/moderate	16,076	9,639	303	1,973	35	19	11,969	--	--
Severe/very severe	5,186	3,077	97	620	43	10	3,847	--	--
Indigenous electors	2,698	1,561	59	142	111	58	1,931	1,817	800
First Nations	1,108	636	30	49	111	58	884	703	400
On reserve	118	78	8	4	111	58	259	324	200
Off reserve	990	558	22	45	0	0	625	--	--
Metis	1,543	898	25	89	0	0	1,012	--	--
Inuit	47	27	4	4	0	0	35	--	--
New Canadians	995	469	35	123	0	0	627	614	300
Youth aged 18–34	12,152	6,330	323	1,197	41	10	7,901	6,164	2,500
Youth aged 18–24	2,984	1,555	93	175	14	3	1,840	2,260	1,400
Students aged 18–34	2,438	1,439	46	167	3	0	1,655	1,945	1,000
NEET youth aged 18–34	1,020	561	27	104	16	1	709	389	240

Total sample	53,731	31,621	1,502	6,276	111	58	39,568	--	--
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As was the case for the 2019 NES, two groups were more challenging to both reach and retain throughout the duration of the study: youth aged 18 to 24 and First Nations who live on a reserve. As a result, the final targets for youth aged 18 to 24, students aged 18 to 34 and First Nations electors who live on a reserve were not met.

During the data collection, the following actions were taken to help maximize the number of Indigenous electors included in the samples: 1) Indigenous electors were oversampled as part of W1, 2) First Nations electors living on a reserve who completed W1 were contacted by telephone to complete W2, 3) First Nations members of GPRS who potentially live on a reserve (based on residence) and who did not complete W1 were contacted by telephone to complete W2 (only those living on a reserve were invited to participate in the survey) and 4) volunteer web panels were used to augment the sample of First Nations electors living on a reserve in W2.

1.2: Incentives

No incentives were offered to the longitudinal sample, nor the discrete random sample recruited for the post-election survey. All incentive resources were directed toward increasing the representation of First Nations electors living on a reserve among W2 respondents. The strategy differed by sample source. For the probability sample, W1 responders who indicated that they live on a First Nations reserve were offered a \$20 Amazon gift card to be received upon completion of the W2 survey. In all, 61 people accepted this incentive (110 were eligible for the incentive). For the non-probability sample, panelists were rewarded for taking part in the surveys as per the panel's incentive programs, which are structured to reflect the length of the survey and the nature of the sample.

1.3: Questionnaires

The 2021 NES questionnaires were based on those administered as part of the 2019 NES to facilitate the tracking of the agency's core measures over time. A principal difference between the 2021 and 2019 NES was the absence of a pre-election survey wave due to the minority government context and the likelihood that an election would be held at any time before the fixed election date. The 2021 W1 election period questionnaire was therefore adapted to combine the key components of the 2019 pre-election and election period questionnaires.

Three questionnaire instruments were developed in total: One questionnaire for each wave of the longitudinal sample (W1, W2a) and one questionnaire for the post-election survey of the discrete sample (W2b). The W1 and W2a questionnaires were designed to be administered online. The W2b questionnaire was designed to be administered in both telephone and online modes, with survey questions modified as needed for each mode of administration. For example, telephone survey questions with a "do not read list" of response options were treated as open-ended questions in the online questionnaire. In some cases, questions were assigned to only one mode where the other mode was not suitable.

The questionnaires administered to the longitudinal sample (W1, W2a) were designed to minimize respondent burden (demographic questions, for example, were only asked during W1), 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. To achieve this,

skip logic in the W2a survey depended on certain responses being imported from the W1 survey. 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 W2a survey.

The W1 and W2a 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's Advertising Campaign Evaluation Tool (ACET). Aided measures of recall were limited to the W1 survey, where web respondents were presented with 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 W1 survey.

The W1 questionnaire consisted of five phases that were timed to coincide with election period milestones and with the phases of the Voter Information Campaign. They are as follows:

- August 16² to August 22: Early election phase (W1a)
- August 23 to August 30: Registration phase (W1b)
- August 31 to September 6: Voter information card phase (W1c)
- September 7 to September 13: Early voting phase (W1d)
- September 14 to September 19: Election day phase (W1e)

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

The W2b questionnaire included a set of questions that were considered core to the W2a questionnaire, while others were 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 9 to 19 minutes. The online questionnaires were mobile-friendly.

1.4: Pre-Test

Following survey best practices, the questionnaires were pre-tested in advance of the fieldwork. Overall, the questionnaires worked well. This was anticipated given that the questionnaires performed well (after minor revisions were implemented following the pre-tests) when administered for the NES for the 43rd GE. The W1 questionnaire underwent no changes following the pre-test. Minor revisions were made to the W2 survey instructions (average completion times were updated) and several notes were shared with interviewers who administered the W2b questionnaire.

Separate testing procedures were used for the interviewer-assisted telephone surveys and for the self-administered online surveys. To pre-test the questionnaires administered by interviewers over the telephone (W2b), respondents were first administered the survey in the official language of their choice, and then were asked two follow-up questions.³ The debriefing following the survey provided an opportunity for respondents to offer feedback on the questionnaire. The pre-test interviews conducted by telephone were digitally recorded and the anonymized digital recordings were reviewed by team members and Elections Canada officials.

² The election writs were issued August 15th, 2021. This fell on a Sunday; therefore, the first day of surveying was August 16th, 2021. On this day, the W1 survey was pretested, with full field starting the next day, August 17th, 2021.

³ The follow-up questions were: Were the questions in this survey easy to understand? If not, why not?

The online questionnaires (W1, W2a) were thoroughly tested by team members and Elections Canada 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 sample frame. 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.

1.5: Fieldwork

A: Fielding Procedures

The fieldwork was conducted by Advanis. All respondents were informed that their participation was voluntary and that the information collected is protected under the authority of the *Privacy Act*. The following specifications applied to the CATI surveys (W2b):

- 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.

The following specifications applied to the CAWI surveys (W1, W2a):

- Respondents were invited to participate through a unique link with an embedded code shared via SMS or email.
- 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.
- 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.

B: Election Period Rolling Cross-Section

The W1 election period survey was fielded as a rolling cross-section designed to collect a continuous stream of daily responses for the duration of the election period. Although the survey questions evolved across five broad phases depending on the survey's date, W1 respondents were invited to participate in the online questionnaire only once. A controlled number of invitations were sent each day to allow the

data collected to 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 research, the survey questions and choices presented to respondents were determined based on the date they accessed the survey rather than the invitation date.

The rate of daily invitations was designed to adjust over the course of the election period to ensure that the individual survey phases would obtain sufficient sample sizes despite their different durations. For example, larger numbers of invitations were sent during the first three days of full field (August 17–19) to accommodate the compressed field period for the early election phase (W1a). Only reminders were used to generate responses from September 18–19. These reminders mentioned that the survey would only be open until the day before the election: September 19, 2021.

The election writs were issued Sunday, August 15, 2021. The W1 survey was pre-tested on August 16 and launched in full on August 17, resulting in 34 full days of data collection out of the 36 days in the election period.

The table below includes the target and actual number of completes per phase, as well as the field days and the average number of completes per day per phase.

Phase	Target Completes	Total Completes	Field Days	Daily Average
W1a	7,632	8,322	6 ⁴	1,387
W1b	10,173	12,928	8	1,616
W1c	8,934	11,214	7	1,602
W1d	8,939	11,865	7	1,695
W1e	8,410	9,402	6	1,567

1.6: Outcome Rates

A: Longitudinal Sample

The following tables provide the response rate for the longitudinal sample at W1, followed by the rates that W1 respondents were retained in W2a based on invitations to the online survey and based on the targeted phone calling of First Nations W1 respondents living on a reserve that was used to maximize the retention rate for this group in W2a.

The response rate for Wave 1 is presented in the table below.

Wave 1 – Response Rate	Total (n)
Total survey invitations sent (T)	195,183
In-scope - Responding units (R)	58,912
Completed the W1 survey	53,731
Terminated (did not qualify)	5,181
Response rate = R / T	30.2%

⁴ There were six full days of field for W1a. The first day, August 16, was used for pre-testing and resulted in n=34 completed surveys.

The retention rate for Wave 2a is presented in the first table below, followed by the retention rate for First Nations Wave 1 respondents who live on a reserve based on phone calls.

Wave 2a – Retention Rate	Total (n)
Total survey invitations sent (T)	53,731
Non-response from email/SMS invites (IS)	22,032
Invite attrition (A) (invalid invites: i.e., undeliverable)	149
In-scope - Responding units (R)	31,550
Completed the W2a survey	31,550
Terminated (did not qualify)	0
Retention rate = $R / (R+IS+A)$	58.7%

Wave 2a – Retention Rate [Targeting First Nations W1 respondents living on a reserve]	Total (n)
Total phone numbers attempted* = U + IS + R	110
Unresolved (U)	8
No answer/answering machine/busy	8
In-scope - Non-responding (IS)	31
Respondent refusal (phone)	6
Respondent recruited by phone but did not complete the online survey	11
Respondent recruited by voicemail invitation but did not complete the online survey	14
In-scope - Responding units (R)	71
Completed the W2a survey	71
Retention rate = $R / (U + IS + R)$	64.5%

*Maximum number of call attempts: 2; average number of call attempts: 1.1

B: Top-Up Sample

The response rates for the Wave 2b top-up phone oversample is presented in the table below.

The outcome, or participation rate, for the Wave 2b non-probability top-up web panel are not known. The number of invitations sent by the panel companies is considered proprietary information.

Wave 2b top-up phone oversample – Response Rate [First Nations W1 non-respondents]	Total (n)
Total phone numbers attempted = I + U + IS + R	4,156
Out-of-scope - Invalid (I)	510
Unresolved (U)	2,294
No answer/answering machine/busy	2,294
In-scope - Non-responding (IS)	336
Language problem, illness, incapable	7
Household refusal	54
Respondent refusal	157
Qualified respondent break-off/partial complete	118
In-scope - Responding units (R)	1,016

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Wave 2b top-up phone oversample – Response Rate [First Nations W1 non-respondents]	Total (n)
Completed the W2b survey	58
Terminate, does not qualify (determined at introduction)	30
Terminate, not a Canadian citizen 18+ years of age	135
Terminate, does not live on a reserve	793
Response rate = $R / (U + IS + R)$	27.9%

*Maximum number of call attempts: 8; average number of call attempts: 1.9

C: Discrete Sample

The response rate for the W2b discrete web probability sample was 28.8%.

Wave 2b web probability sample – Response Rate	Total (n)
Total survey invitations sent (T)	22,563
In-scope - Responding units (R)	6,493
Completed the W2a survey	6,276
Terminated (did not qualify)	217
Response rate = R / T	28.8%

The response rate for the W2b discrete telephone probability sample was 16.5%.

Wave 2b phone probability sample – Response Rate	Total (n)
Total phone numbers attempted = $I + U + IS + R$	16,722
Out-of-scope - Invalid (i)	2,003
Unresolved (U)	9,482
No answer/answering machine/busy	9,482
In-scope - Non-responding (IS)	2,804
Language problem, illness, incapable	133
Household refusal	547
Respondent refusal	1,581
Qualified respondent break-off/partial complete	543
In-scope - Responding units (R)	2,433
Completed the W2b survey	1,502
Terminate, does not qualify (determined at introduction)	265
Terminate, not a Canadian citizen 18+ years of age	666
Response rate = $R / (U + IS + R)$	16.5%

*Maximum number of call attempts: 18; average number of call attempts: 3.8

D: Potential for Non-Response Bias

The final survey sample over-represented voters in the 44th GE. Among survey respondents, the self-reported turnout rate was 93%, while the turnout rate among registered voters was 62.6%. Two factors may be responsible for the over-representation 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 that they voted in order to present themselves in a more positive light (social desirability bias). Readers should be aware of this potential for bias resulting from non-response (including from attrition) when interpreting the results.

1.7: Margin of Error

Since the NES survey sample included samples generated through 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 top-up 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 $\pm 0.5\%$, 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 Probability	Longitudinal Non-Probability	Discrete Probability		
W1	53,731	53,731	--	--	53,731	$\pm 0.423\%$
W2	39,568	31,621	111	7,836	39,457	$\pm 0.493\%$

1.8: Data Production

A: 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 both waves of data collection.

B: Coding

Verbatim responses provided in “other, please 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 miscategorized responses (i.e. respondents entering a response in the “other, please specify” category when a category already existed for that response) and then by creating new categories where numbers warranted it.

Fully open-ended questions were coded through machine and human manual coding. Specifically, text responses collected via web for W1_ECInfoSource and W2_ECInfoSource were coded into categories by an algorithm developed by Elections Canada as part of the 2019 NES, using an updated coding dictionary first developed from manually coded text responses for the same question in the 2015 ERP Evaluation. The objective of the question 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 over

others, and gave Elections Canada the highest priority. Where no priority category was identified, the category that was first mentioned took precedence over those that were identified later in the string.

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, only random samples of text responses to key evaluation questions were coded for reporting purposes. In these cases, random samples of cases from each survey 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 created and used in lieu of raw question variables where applicable to produce the final survey results. For example, W1 respondents were asked a selection of questions about their voting experience if they indicated that they had already voted early in the election period, rather than being asked the same questions post-election at W2. To produce a final, integrated measure of all those who voted in the election, any W2 respondents who already answered the question at W1 were merged with those who only answered the question at W2.

C: Weighting

The survey sample was weighted so that the results were representative of the population of electors in Canada. This took into consideration sample source, attrition between W1 and W2, oversampling of Indigenous electors and mode of survey completion (web or telephone). Separate weights were calculated so that data could be weighted on a per-wave (W1 or W2) or per-mode (web or telephone) basis. This resulted in the creation of five weights:

- **W1:** Weight 1 was used to analyze responses from wave 1 respondents (the longitudinal probability sample). The sample of W1 respondents was post-stratified to the characteristics of the elector population as per Elections Canada’s September 2021 estimates of the population of eligible electors in Canada. The following categories were used for weighting: region (BC, AB, the Prairies, ON, QC, Atlantic Canada and the territories), gender (male/female) and age (18–24, 25–34, 35–44, 45–54, 55–64, 65+). The sample was then adjusted to reflect that the Indigenous population represents 3.4% of the total population (due to oversampling, the proportion of Indigenous electors in the final W1 sample was 5.0%).
- **W2a:** This was an intermediary weight calculated for the longitudinal sample prior to its integration in the entire sample. It included all W1 respondents as well as web panel First Nations on-reserve responses collected as part of the top-up panel. The assumption underscoring this step was that top-up panelists could replace Indigenous respondents from W1 that were lost to attrition at W2a at least as well as the Indigenous respondents who answered both surveys could represent those non-respondents. W1 and the W2a top-up respondents were segmented based on region (BC, AB, the Prairies, ON, QC, Atlantic Canada and the territories), gender (male/female), age (18–24, 25–34, 35–44, 45–54, 55–64, 65+) and, where possible, Indigenous status. For each segment, the inverse retention rate of W1/W2a was calculated and multiplied by the retention rate for the total sample (W2a/W1) to produce a segment non-response adjustment factor that accounted for uneven attrition across segments. The non-response-adjusted sample was then post-stratified to the characteristics of the elector population.

- W2 (web): This was the weight for web respondents across both W2a and W2b web used for analyzing questions that were asked only in the web survey. W2b web respondents were post-stratified to the elector population based on region, gender and age such that the weight values summed to the number of respondents in W2b web and were then integrated with W2a.
- W2 (phone): This was the weight based on phone respondents for use in analyzing questions asked only in the phone survey. The following adjustments were calculated as part of the weighting process:
 - a. *Probability of selection adjustment*: Since the probability of being selected as part of the sample frame differed within sub-samples of the probability sample, it was necessary to correct for this difference. This adjustment reflected the number of sample phone records available to be contacted for the study divided by the number of sample records contacted for the study.
 - b. *In-scope adjustment*: This adjustment considered that not all individuals contacted and asked to participate in the study qualified to participate. 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.
 - c. *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 as the estimated total in-scope units sampled divided by the number of completed interviews.
 - d. *Telephone top-up oversample of First Nations on-reserve adjustment*: As noted earlier, due to attrition, it was necessary to augment the sample of First Nations respondents living on a reserve. This top-up was treated as an oversample frame and considered separately from the calculation of adjustment factors (bullets a to c above) for the other population frames because First Nations respondents in this group also had a chance of being selected in the general population sample frames. Adjustments included: 1) a multiple chance of selection adjustment that considered the initial chance of being selected in the oversample frame plus the chance of being selected in any of the general population frames and 2) a further oversample adjustment to bring the proportion of the First Nations oversample into line with the proportion of the oversampled group in the population.

In addition to these frame-level adjustments, a household size adjustment for individual landline units commensurate to the number of electors living in their household was made and the factor-adjusted cases from all frames were post-stratified to match the characteristics of the elector population.

- W2 (all): This was the integrated weight used when analyzing results for all samples with questions asked on both web and phone. The construction of this weight followed the same process as the W2 (phone) weight described in bullets a to c above, but also included the W2b web respondents as their own sample frame. Following the initial adjustments, the factor-adjusted cases were post-stratified to the characteristics of the elector population as described above for the W2 (phone) weight.

In analysis, data were weighted according to the modes used on a per-question basis.

2. Qualitative Research

To meet the research objectives, qualitative research was conducted with electors (Canadians aged 18 or older who are eligible to vote). Due to the COVID-19 pandemic, no research was conducted in person. Online focus groups, as well as in-depth telephone interviews were conducted with the following groups of electors:

- Electors in general
- Youth aged 18 to 24 years
 - attending school full time or part time
 - not attending school, not employed and not taking training
- New Canadians (i.e. those who became Canadian citizens after the 42nd federal GE held on October 19, 2015)
- Indigenous electors
- Electors with visual or hearing impairments
- Electors with a mobility limitation
- Electors with mental health conditions or cognitive disabilities

2.1: Recruitment

A recruitment screener was developed to identify potential participants through the following methods: an opt-in database, cold calling and via the NES survey.⁵ When recruiting, individuals were offered the option to conduct the recruitment interview in English or French. All individuals recruited were fluent in the language in which the focus group was being conducted. For the groups conducted with electors living in Montreal and the surrounding area, the primary language of recruited individuals was French and elsewhere it was English. The identity of the client was revealed (i.e. Elections Canada) as part of 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* 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 the sessions (and interviews) would be recorded.

Recruitment adhered to the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research – Qualitative Research* on recruitment specifications.

2.2: Discussion Guide

The moderator's guide was developed in consultation with Elections Canada. The primary objective was to explore participants' recall and perceptions of Elections Canada's information materials for electors that were distributed during the 44th federal election. The materials were designed to give Canadians information about when, where and the ways to register and vote, as well as the measures in place to ensure that electors could register and vote safely and to ensure that poll workers could do their job

⁵ Respondents in the longitudinal sample were asked if they could be contacted for follow-up research. This technique was used only for harder-to-reach subpopulations (persons with disabilities). In the end, none of the participants in the qualitative research were also members of the longitudinal sample.

safely. Part of a multi-media information campaign, some pieces were broadcast on TV and radio, while others were presented on social media, the Internet or in print format. See Appendix 3 for an overview of the advertising materials that were tested.

In addition to the discussion of Elections Canada's Voter Information Campaign, the guide included a series of questions designed to explore participants' experiences during the election. This included whether they voted, why they did not vote, the method they used to vote (in person, by mail), when they voted (on election day or in advance), their awareness of the option to vote by mail, their experience voting (whether it was easy or difficult) and the information (if any) they sought about where, when and the ways to vote. In addition, awareness and perceptions of the health and safety measures for COVID-19 in place at polling stations were discussed with participants, including whether the measures made them feel safe when casting their ballot.

2.3: Data Collection

In total, 133 eligible electors participated in this research: 128 electors participated in the online focus groups, and (by design) 5 participated in the in-depth interviews. The following specifications applied to the research:

- Between October 18 and 27, 2021, 14 virtual focus groups were conducted with electors residing in the following locations: Halifax and surrounding areas (two groups: students and the general public), Atlantic Canada (one group: electors with a mobility impairment), Montreal and surrounding areas (three groups, conducted in French: the general public, students and new Canadians), the Greater Toronto Area (three groups: new Canadians, Indigenous electors and electors with a visual impairment), Winnipeg and surrounding areas (two groups: youth who are not in education, employment or training, and Indigenous electors) and Metro Vancouver, including Vancouver Island (three groups: the general public, new Canadians and electors with a hearing impairment).
 - These groups lasted 90 minutes and included a mix of participants by age, gender, employment status and education.
- Five in-depth telephone interviews were conducted between October 26 and 27, 2021, 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.

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

2.4: 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.

3. Appendix

3.1: Quantitative Research Instruments

Wave 1 Questionnaire

Introduction

Thank you for agreeing to take part in the first of two surveys being conducted on behalf of Elections Canada by Advanis. Click [<here>](#) if you wish to go to the Elections Canada website to verify the authenticity of this survey. The survey should take no more than 20 minutes to complete and is voluntary and completely confidential.

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.

Section 1: Screening/Quotas

The first questions ask a bit about you so we know which questions to ask you later in the survey.

1. Citizen

Are you a Canadian citizen?

- 01. Yes
- 02. No [TERMINATE]

2. YOB

In what year were you born?

Record year: [4- digit number; min. 1905, max. 2021]

[Compute Age=2021-YOB]

[If Age<18, TERMINATE]

[If Age=19-24, Youth=01 "18 to 24"]

[If Age=25-34, Youth=02 "25 to 34"]

[Show if Age=18]

3. 18inGE

Will you be 18 years of age on or before September 20, 2021?

- 01. Yes [Youth=01]
- 02. No [TERMINATE]

4. ProvTerr

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In which province or territory do you live?

[Alphabetize 01-13]

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

5. Employment

What best describes your current employment status?

01. Working full-time (35 or more hours per week)
02. Working part-time (less than 35 hours per week)
03. Self-employed
04. Not currently working due to COVID-19 restrictions
05. Unemployed, and looking for work
06. A student attending school
07. Training for a trade (e.g. apprenticeship)
08. Retired
09. A caregiver or homemaker
96. Other, please specify: [TEXT]
99. Prefer not to answer

[Show FallStudent if Date < September 7, 2021] [Show if Age=18-34 and Employment<>06]

6. FallStudent

Will you be attending school full-time or part-time in the fall?

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

[If Age=18-34 and Employment=04,05,08,09 and FallStudent<>01, NEET=01 "NEET youth"]

[If Age=18-34 and (Employment=06 or FallStudent=01), Student=01 "Student youth"]

7. Marketing

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

[Allow multiple responses except 97,99]

- 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 [TERMINATE]
- 97. None of the above
- 99. Prefer not to say

8. LangAtHome

What language do you speak most often at home?

- 01. English
- 02. French
- 96. Other, please specify: [TEXT]
- 99. Prefer not to say

[If LangAtHome=01 and ProvTerr=QC, OLMC=01 "English OLMC"]

[If LangAtHome=02 and ProvTerr<>QC, OLMC=02 "French OLMC"]

[If (LangAtHome=97,99) or (LangAtHome=01 and ProvTerr<>QC) or (LangAtHome=02 and ProvTerr=QC), OLMC=00 "Not OLMC"]

9. Indigenous

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

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

[Show if Indigenous=02]

10. FNonReserve

Do you live on a reserve?

- 01. Yes
- 02. No

[If Indigenous=02-04, go to DisabilityPreamble]

11. CanBorn

Were you born in Canada?

- 01. Yes
- 02. No

[If CanBorn=01, go to DisabilityPreamble]

12. CountryBorn

In what country were you born?

[DROPDOWN]

- 99. Prefer not to say

13. CanYear

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

Record year: [4- digit number; validate that (CanYear >= YOB and CanYear<=2021) or CanYear=98]

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

14. CitizenYear

In what year did you become a citizen of Canada?

Record year: [4- digit number; validate that (CitizenYear >= YOB and CitizenYear<=2021) or CitizenYear=97,98]

- 97. I was born a Canadian Citizen
- 98. Don't know / don't remember

[If CitizenYear>2015, NewCanadian=01 "New Canadian"]

[Show if CitizenYear=2015]

15. Citizen2015

Did you become a Canadian citizen before or after October 19, 2015? [Hyperlink note on date: A federal election was held on October 19, 2015.]

- 01. Before
- 02. After [NewCanadian=01]

DisabilityPreamble

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.

The next questions will ask if you have any difficulty doing various activities, and if you do, we may ask you a few questions later in the survey about how accessible Elections Canada's services are for you.

16. TaskDifficulty

How much difficulty, if any, do you have with ...

[GRID] [ROWS; ROTATE]

_Hearing Hearing, even when using a hearing aid?

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_Seeing Seeing, even when wearing glasses or contacts?
_Mobility Going up and down a flight of stairs without resting?
_Dexterity Using your fingers to grasp a small object like a pencil?
 [COLUMNS]

- 00. No difficulty
- 01. Some difficulty
- 04. A lot of difficulty
- 07. I cannot do this at all
- 98. Don't know
- 99. Prefer not to say

17. DailyDifficulty

Thinking about your daily activities, how much difficulty, if any, do you have with ...

[GRID] [ROWS; ROTATE]

_Pain Chronic or recurring pain?
_Cognitive Learning, remembering or concentrating?
_Mentalhealth A mental health, psychological or emotional health condition?
_Development A developmental disability or disorder, for example Down syndrome or autism?
 [COLUMNS]

- 00. No difficulty
- 01. Some difficulty
- 04. A lot of difficulty
- 07. I cannot do most activities because of this
- 98. Don't know
- 99. Prefer not to say

[Sum the valid levels (i.e. values of 0,1,4,7) of all TaskDifficulty and DailyDifficulty variables to compute a total DisabilityScore with a range of 0 to 56.]

[98 and 99 responses count as missing but should not exclude other row responses from being counted toward the DisabilityScore. If all TaskDifficulty and DailyDifficulty responses are 98 or 99, then DisabilityScore would be missing.]

[If DisabilityScore=0-1, DisabilityLevel=00 "No disability"]

[If DisabilityScore=2-3, DisabilityLevel=01 "Mild disability"]

[If DisabilityScore=4-6, DisabilityLevel=02 "Moderate disability"]

[If DisabilityScore=7-13, DisabilityLevel=03 "Severe disability"]

[If DisabilityScore>=14, DisabilityLevel=04 "Very severe disability"]

Section 2: Electoral Awareness and Propensity to Vote

18. W1_AwareGE

Are you aware that a federal election will take place on September 20, 2021?

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

19. W1_VoteIntention

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

- 01. Certain to vote
- 02. Likely to vote
- 03. Unlikely to vote
- 04. Certain not to vote
- 05. [Show if W1_AwareGE=01] I already voted
- 98. Don't know

[Hide if CitizenYear>2019 or YOB>2001]

20. Voted2019

Did you vote in the previous federal election held on October 21, 2019?

- 01. Yes
- 02. No
- 97. I was not eligible to vote in 2019
- 98. Don't remember

21. Polinterest

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

[Split sample Duty and Choice]

22. Duty

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?

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

23. Choice

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?

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

24. W1_FeelInformed_Voting

Overall, how well informed do you feel you are about when, where and how to vote in the federal election?

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

25. W1_FeelInformed_Safety

How well informed do you feel you are about the health and safety measures for COVID-19 that are in place at the polls for this election?

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

26. W1_ECInfoSource

When you think about getting information about when and where to vote, or any other information you need on the voting process, who or which organization first comes to mind?

[OPEN-ENDED]

- 98. Don't know

27. W1_Confidence

How much confidence, if any, do you have in the following institutions in Canada?

[GRID; ROWS; RANDOMIZE]

_Fed	The federal government
_Police	The police
_Business	Business and corporations
_EC	Elections Canada
_Media	Mainstream media

[COLUMNS]

- 01. A great deal of confidence

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

28. W1_ECInfoTrust

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. Don't know

Section 3: Unaided recall of EC Advertising

[If Marketing<>97, skip to Section: Knowledge of the Electoral Process]

29. W1_AdRecall

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

[Show if W1_AdRecall=01]

30. W1_AdChannel

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

[Allow multiple selections except for 98; randomize 01-13]

- 01. Newspaper
- 02. Outdoor billboards
- 03. Postcard or brochure in the mail
- 04. Public transit (bus or subway)
- 05. Radio
- 06. Television
- 07. Facebook
- 08. Twitter
- 09. YouTube
- 10. Instagram
- 11. Snapchat
- 12. Spotify
- 13. Internet website
- 96. Other, please specify: [TEXT]

98. Don't know / don't remember

[Show if W1_AdRecall=01]

31. W1_AdMessage

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 4: Knowledge of the Electoral Process

Now we would like to ask you a few questions about voting in a Canadian federal election.

[Randomize order of next 3 questions]

[W1a-b]

32. W1_KnowReg_Update

To the best of your knowledge, do you need to update your voter registration if your information changes – for example if you moved or changed your name?

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

[W1a-b]

33. W1_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?

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

[W1a-b]

34. W1_KnowReg_Online

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

[Rotate W1_KnowID_Identity and W1_KnowID_Address]

35. W1_KnowID_Identity

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

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

36. W1_KnowID_Address

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

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

[W1a-d]

37. W1_KnowWaystoVote_aid

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

[Randomize 01-05]

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

[W1a-e] [Split sample next 4 questions in 4 ways]

38. W1_WorkKnowPay

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

39. W1_WorkKnowPub

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

40. W1_WorkIntPay

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

41. W1_WorkIntSafety

Due to the pandemic, Elections Canada has put health and safety measures in place at every polling place to keep workers and electors safe in this election. 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 5: Aided recall of EC advertising and communications

[Show if Marketing=97]

42. W1_SloganRecall_aid

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

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

[W1c-e]

43. W1_GotVIC

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?

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

[Show if W1_GotVIC=01]

44. W1_VICcorrect

Was the following information correct on the card you received?

[GRID; ROWS]

_Name Your name
_Address Your address
 [COLUMNS]

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

[W1d-e]

45. W1_GotBrochure

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?

[DISPLAY IMAGE OF BROCHURE]

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

[If W1a or Marketing<>97 or (TaskDifficulty_Hearing>=4 and TaskDifficulty_Seeing>=4), go to Section: Election Period Experience]

Section 6: Aided recall and evaluation of EC advertising

[W1b-e: Testing of Ad Materials]

[For each of W1b-e:

Divide respondents at random into one of 2 ad campaign streams:

- Recruitment Campaign (1 in 5 chance of selection)
- Active Campaign (4 in 5 chance) – active campaign changes based on the active survey phase according to survey date:
 - W1b = Registration campaign
 - W1c = VIC campaign
 - W1d = Early voting options campaign
 - W1e = Election day campaign

Present respondents with up to 3 ads from the selected campaign stream:

- 1 Social media ad (i.e. 1 short social media video, has music but no voiceover)
- 1 Image ad (i.e. 1 print ad or 1 animated web banner)
- 1 Broadcast ad (i.e. 1 radio ad or 1 TV ad with voiceover)

Where there are multiple ads in a category, the ad will be selected on a randomized basis.

Where a campaign has no ad in certain categories, respondents will skip seeing an ad from that category.

See Annex 1 for a matrix of the test materials.]

[Hide if TaskDifficulty_Seeing>=04]

46. AdRecall_Socmed

Have you seen this ad in the past few weeks?

[INSERT VIDEO] [Click here to watch]

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

[Hide if TaskDifficulty_Seeing>=04]

47. AdRecall_Image

Have you seen this ad in the past few weeks?

[INSERT IMAGE/ANIMATED GIF]

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

[Hide if (TaskDifficulty_Hearing>=04) or if respondent is in the recruitment or registration stream]

48. AdRecall_Broadcast

Have you seen or heard this ad in the past few weeks?

[INSERT VIDEO OR AUDIO] [Click here to watch or listen]

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

49. W1_AdMessage_aid

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

[Multiple responses allowed except 98; randomize 01-20]

- 01. You can work at the federal election
- 02. The federal election is on September 20
- 03. You need to be registered to vote
- 04. Check or update your registration
- 05. Check the mail for your voter information card
- 06. The voter information card tells you when and where to vote
- 07. There are ways to vote early
- 08. The Elections Canada website has official information
- 09. It's important to vote
- 10. You need to prove your identity and address to vote
- 11. It's our vote

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12. Get out and vote
13. Who is eligible to vote
14. It is easy to vote
15. Paid positions are available
16. Apply on the Elections Canada website
17. There are safety measures at the polls
18. DELETED
19. You can vote safely
20. DELETED
96. Other, please specify: [TEXT]
98. Don't know / don't remember

50. W1_AdOpinion

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

[GRID; ROWS; ROTATE]

- _a** These ads catch my attention
- _b** These ads are relevant to me
- _c** These ads are clear
- _d** These ads provide useful information

[COLUMNS]

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

Section 7: Election Period Experience**51. W1_ECInfoSat**

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

52. W1_RegCheck

What, if anything, have you done so far to make sure you are registered to vote in this federal election? Did you...?

01. Register to vote recently
02. Update your registration information
03. Check that you are already registered
04. Did none of the above
98. Don't know

[Show if W1_RegCheck=01-03]

53. W1_RegMethod

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

[Allow multiple responses except for 98; randomize 01-08]

- 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 Day<=10 (i.e. Date >= September 10) AND W1_VoteIntention=05] At the polling place before voting
- 06. At a local Elections Canada office
- 07. [Show if W1_GotVIC=01] I made sure my voter information card was correct
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W1_RegCheck=01-03]

54. W1_RegEase

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

55. W1_PartyContact

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

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

[Show if W1_PartyContact=01]

56. W1_PartyContactMethod

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

[Multiple response allowed; Randomize 01-07]

- 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. E-mail
- 07. Mail
- 96. Other, please specify: [TEXT]

57. W1_PartyContactPref

Thinking about this election, what do you think are appropriate ways for political parties or candidates to contact you? Select all that apply.

[Multiple response allowed except 97-98; Randomize 01-07]

- 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. E-mail
- 07. Mail
- 96. Other, please specify: [TEXT]
- 97. None of the above
- 98. Don't know

[If W1_VoteIntention=05, go to Section: Voting experience]

Section 8: Vote intentions and perceptions

[Show if W1a-d and (W1_VoteIntention=01,02)]

58. W1_VoteIntention_Method

If you do vote, which voting method do you think you will use?

- 01. At the polling station on election day, September 20
- 02. [Hide if Day<7 (i.e. Date > September 13, 2021)] At the advance polling station on September 10, 11, 12 or 13
- 03. At a local Elections Canada office before election day
- 04. By mail
- 96. Other, please specify: [TEXT]
- 98. Don't know yet

59. W1_Expected

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

[GRID] [ROWS]

[Show if W1a-d] **_MailEase** Vote by mail?

_TravelEase Go to the polling place?

[Show if (TaskDifficulty_Seeing=04,07) or (TaskDifficulty_Mobility=04,07) or (DailyDifficulty_Pain=04,07)] **_Access** Enter and access the polling place?

_IDEase Prove your identity and address?

_VoteEase Vote at the polling place?

[COLUMNS]

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

[W1a-b]

60. W1_Expected_TravelTime

How much time do you think it would take you to go to the polling place?

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

[W1a-b]

61. W1_Expected_VoteTime

How much time do you think it would take you to vote once you arrive at the polling place?

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

[Show if OLMC=01,02]

62. W1_VoteOLMC_Expected

If you go to vote in person, do you think you will be able receive service in [If OLMC=01, "English"; if OLMC=02, "French"]?

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

63. W1_VoteSafety_Expected

Knowing that there will be health and safety measures for COVID-19 in place at the polls, how safe or unsafe would you feel voting in person at a polling place?

- 01. Very safe
- 03. Somewhat safe
- 04. Somewhat unsafe
- 05. Very unsafe
- 98. Don't know
- 99. Prefer not to say

Section 9: Voting experience

[Show if W1_VoteIntention=05, else go to Section: Electoral Integrity]

64. W1_VoteMethod

You mentioned that you already voted. How or where did you receive your ballot?

01. [Show if Day<=0 (Date >= September 20, 2021)] At the polling station on election day, September 20
02. [Show if Day<=10 (Date >= September 10, 2021)] At the advance polling station on September 10, 11, 12 or 13
03. At a local Elections Canada office before election day
04. Received it in the mail
05. [Show if DisabilityLevel=01-04] Election officials visited my home so I could vote
96. Other, please specify: [TEXT]
98. Don't know [Skip to Section: Electoral Integrity]

[If W1_VoteMethod=03]

65. W1_VotedOffice

Did you vote immediately at the local Elections Canada office, or did you take your ballot home with you to return it later?

01. Voted immediately
02. Took ballot home to return it later

[Show if W1_VoteMethod=01,02,03]

66. W1_VoteTimeOfDay

Do you remember approximately what time it was when you went to the [Insert based on W1_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

01. [Hide if (W1_VoteMethod=01 and (ProvTerr = MB, ON, QC, NL, NB, NS, or PEI)) or W1_VoteMethod=02,03] Before 8 a.m.
02. [Hide if (W1_VoteMethod=01 and ProvTerr = QC) or W1_VoteMethod=02,03] 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 W1_VoteMethod=01 and (ProvTerr = BC, YT)] Between 7 and 8 p.m.

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- 14. [Hide if W1_VoteMethod=01 and (ProvTerr = BC, YT, AB, SK, or NWT)] Between 8 and 9 p.m.
- 15. [Hide if (W1_VoteMethod=01 and (ProvTerr<>ON, QC, or NU)) or W1_VoteMethod=02,03]
After 9 p.m.
- 98. Don't know

[Show if W1_VoteMethod=01,02,03]

67. W1_TravelTime

To the best of your knowledge, how long did it take you to travel to the [Insert based on W1_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

[Show if W1_VoteMethod=01,02 or W1_VotedOffice=01]

68. W1_VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on W1_VoteMethod=01,02 or W1_VotedOffice=01: polling station/advance polling station/local Elections Canada office]?

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

[Show if W1_VoteTime=01 (i.e., if it's a number)]

69. W1_VoteTimeReasonable

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

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

[Show If W1_GotVic = 01 and (W1_VoteMethod=01,02,03)]

70. W1_BroughtVIC

Did you bring your voter information card with you to the [Insert based on W1_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

[Show If ProvTerr=QC]

71. W1_IDoption1QC

Did you use your driver's licence to prove your identity and address in order to receive your ballot?

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

[Show If ProvTerr<>QC]

72. W1_IDoption1

Did you use one of the following pieces of photo ID to prove your identity and address in order to receive your ballot?

- 01. Driver's licence
- 02. Provincial/territorial photo ID [Hyperlink note: "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 licence as a form of government-issued identification.]
- 03. [Show if ProvTerr = BC] BC Services Card
- 97. No, none of these
- 98. Don't know / don't remember

[Show if (W1_IDoption1QC=97 or W1_IDoption1=97) and Indigenous=02]

73. W1_IDoption1FN

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

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

[Hide if (W1_IDoption1QC=01,98 or W1_IDoption1=01-03,98 or W1_IDoption1FN=04,98)]

74. W1_IDoption2or3

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

- 01. I provided 2 pieces of ID
- 02. [Show if W1_VoteMethod<>04] Someone vouched for me and I declared my identity and address in writing
- 03. [Show if W1_VoteMethod=04] Provided a signed affidavit with my name and address
- 98. Don't know / don't remember

[Show if W1_IDoption2or3=01]

75. W1_IDPiece_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]

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05. [Show if W1_BroughtVIC = 01] voter information card
06. [Show if ProvTerr=MB,YT] health care card
18. utility bill (e.g. electricity, water, telephone, internet)
19. statement from a financial institution or insurance company, or personal cheque
20. residential lease or sub-lease
21. government cheque, statement of benefits or pension statement
22. income or property tax assessment
23. [Show if Student=01] correspondence issued by your school, college or university
24. [Show if Indigenous=02-04] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
25. [Show if Student=01] letter confirming your residence or stay from a student residence
26. 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. 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

[Show if W1_IDPiece_Address<=97]

76. W1_IDPiece_Second

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]

05. [Show if W1_BroughtVIC=01 and W1_IDPiece_address<>05] voter information card
06. [Show if W1_IDPiece_address<>06] health care card
07. birth certificate or citizenship card
08. Canadian passport
09. social insurance or old age security card
10. debit or credit card
11. [Show if Indigenous=02-04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
12. Canadian Forces identity card or Veterans Affairs health card
13. [Show if Student=01] student identity card
14. public transit card
15. other government-issued licence (firearms, fishing/trapping/hunting, liquor)
16. card or identity bracelet issued by a hospital, clinic or long-term care institution
17. [Show if TaskDifficulty_Seeing=04,07] CNIB card
18. utility bill (e.g. electricity, water, telephone, internet)
19. statement from a financial institution or insurance company, or personal cheque
20. [Show if W1_IDPiece_address <> 20] residential lease or sub-lease
21. government cheque, statement of benefits or pension statement
22. income or property tax assessment
23. [Show if Student=01] correspondence issued by a school, college or university
24. [Show if Indigenous=02-04 and W1_IDPiece_address <>24] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority

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- 25. [Show if Student=01 and W1_IDPiece_address<>25] letter confirming your residence or stay from a student residence
- 26. [Show if W1_IDPiece_address<>26] 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. Other, please specify: [TEXT]
- 98. Don't know / Don't remember
- 99. Prefer not to say

[Show if W1_IDoption1QC=01 or W1_IDoption1=01-03 or W1_IDOption1FN=04 or (W1_IDPiece_Address<=97and W1_IDPiece_Second <= 97)]

77. W1_IDEase

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

[Show if W1_VoteMethod=04]

78. W1_MailApplyMethod

How did you submit your application to receive your special ballot in the mail?

- 01. Submitted an online application
- 02. In person at a local Elections Canada office
- 03. By fax
- 04. By mail/courier
- 05. Someone submitted it for me
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W1_MailApplyMethod=01-04,96]

79. W1_MailApplyEase

How easy or difficult was it to apply for your special ballot?

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

[Show if W1_VoteMethod=04]

80. W1_MailTime

After you applied to get your ballot in the mail, how long did it take to receive it?

- 01. Record number of days: [NUMBER]
- 98. Don't know

[Show if W1_MailTime=01 (i.e., if it's a number)]

81. W1_MailTimeReasonable

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

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

[Show if W1_VoteMethod=04 or W1_VotedOffice=02]

82. W1_VoteAssist

Did someone assist you with marking your ballot?

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

[Show if W1_VoteAssist=01]

83. W1_VoteAssistWho

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
- 03. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W1_VoteMethod=04 or W1_VotedEOffice=02]

84. W1_SpecialBallotEase

How easy or difficult was it to complete your ballot using the special ballot voting kit?

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

[Show if W1_VoteMethod=04 or W1_VotedEOffice=02]

85. W1_VoteDeposit

After you filled out your ballot, how did you return it?

- 01. In the mail
- 02. A drop box at a local Elections Canada office or polling place
- 03. Someone returned it for me
- 96. Other, please specify: [TEXT]

[Show if W1_VoteDeposit=03]

86. W1_VoteDepositAssistWho

Who returned your ballot for you?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

Section 10: Electoral Integrity

[Ask All]

87. W1_DemSat

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

88. W1_Results_Expected

After the polls close on election day, when do you expect all the ballots will be counted and the election results will be known?

- 01. On election night
- 02. One or two days after election day
- 03. Three or four days
- 04. Five days to a week
- 05. Weeks
- 06. A month or more
- 98. Don't know

89. PrivacyTrust

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.

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How strongly do you agree or disagree with the following statements?

[GRID] [ROWS; ROTATE]

_EC Elections Canada can be trusted to protect the personal information of Canadians.

_Party [SPLIT SAMPLE 3 WAYS] a. Political parties can be trusted to collect and use the personal information of Canadians in a responsible way. / b. Laws should regulate how political parties collect and use Canadians' personal information. / c. 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. Don't know

[Split sample W1_VoteFraudPerception and W1_MailFraudPerception]

90. W1_VoteFraudPerception

Which statement is closest to your opinion about the voting system in Canada?

[ROTATE 01-02]

- 01. Voting is prone to fraud
- 02. Voting is safe and reliable
- 98. Don't know

91. W1_MailFraudPerception

Which statement is closest to your opinion about voting by mail in Canada?

[ROTATE 01-02]

- 01. Voting by mail is prone to fraud
- 02. Voting by mail is safe and reliable
- 98. Don't know

92. W1_RecallDisinfo

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

[GRID] [ROWS; RANDOMIZE]

_Who Who is eligible to vote?
_Where Where to vote?
_When When to vote?
_Mail Voting by mail?

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

93. W1_Interference_Perceived

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]

_Foreign Foreign countries or groups trying to interfere with the election or political opinions of Canadians.

_Disinfo 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 11: Background Characteristics

[Ask All]

94. W1_COVIDvaccine

Have you been vaccinated with at least one dose of a COVID-19 vaccine?

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

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

95. Gender

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

- 01. Female
- 02. Male
- 03. Or please specify your gender: [TEXT]
- 99. Prefer not to say

96. Education

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

- 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)

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- 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

97. HHsize

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

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

- 99. Prefer not to say

[Show if HHsize>1]

98. HHchild

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

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

99. HHincome

What was the total annual income of all members of your household combined, before taxes, in [Insert year previous to the year of the GE]?

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

100. Moved

Have you moved in the last 12 months?

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

[Hide if Indigenous=02-04]

101. Ethnicity

What is your ethnic or cultural background?

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01. White (e.g. English Canadian, Québécois, German, Italian)
02. South Asian (e.g., East Indian, Pakistani, Sri Lankan)
03. Chinese
04. Black
05. Filipino
06. Arab
07. Latin American
08. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
09. West Asian (e.g., Iranian, Afghan)
10. Korean
11. Japanese
95. Mixed background
96. Other group, please specify: [TEXT]
99. Prefer not to say

102. PostalCode

Finally, to help us better understand how results vary 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.

[TEXT; 6 characters; validate postal code format (e.g. A9A9A9)]

98. Don't know

99. Prefer not to answer

[Show if PostalCode=98,99]

103. FSA

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

[TEXT; 3 characters; validate FSA format (e.g. A9A)]

99. No

Section 12: 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.

We will contact you for the second and final survey following the election.

If you have any questions about this survey, you can contact Elections Canada: [Contact Elections Canada – Elections Canada](#).

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 2a Questionnaire

Introduction

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.

The survey should take no more than 20 minutes to complete and is voluntary and completely confidential. Click [<here>](#) if you wish to go to the Elections Canada website to verify the authenticity of this survey.

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.

Section 1: Electoral Awareness and Knowledge

The first few questions are about voting in a Canadian federal election.

[Randomize order of next 3 questions]

1. W2_KnowReg_Update

To the best of your knowledge, do you need to update your voter registration if your information changes – for example if you moved or changed your name?

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

2. W2_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?

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

3. W2_KnowReg_Online

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

[Rotate W2_KnowID_Identity and W2_KnowID_Address]

4. W2_KnowID_Identity

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

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

5. W2_KnowID_Address

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

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

6. W2_KnowWaystoVote_aid

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

[Randomize 01-05]

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

[Show if FNonreserve=01]

7. FNonReserve_Poll

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

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

8. W2_ECInfoSource

When you think about getting information about when and where to vote, or any other information you need on the voting process, who or which organization first comes to mind?

[OPEN-ENDED]

- 98. Don't know

9. W2_ECInfoTrust

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. Don't know

Section 2: Unaided recall of EC Advertising

[If Marketing<>97, skip to Section: Aided recall of EC advertising and communications]

10. W2_AdRecall

During the election campaign, did you see, hear 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

[Show if W2_AdRecall=01]

11. W2_AdChannel

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

[Allow multiple selections except for 98; randomize 01-13]

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

[Show if W2_AdRecall=01]

12. W2_AdMessage

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: Aided recall of EC advertising and communications

[Hide if W1_GotVIC=01]

13. W2_GotVIC

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

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

[Show if W2_GotVIC=01]

14. W2_VICcorrect

Was the following information correct on the card you received?

[GRID; ROWS]

_Name	Your name
_Address	Your address

[COLUMNS]

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

[Show if W1_GotBrochure<>01]

15. W2_GotBrochure

Do you remember receiving a brochure in the mail over the past few weeks or so describing how to prepare to vote in the federal election?

[DISPLAY IMAGE OF BROCHURE]

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

Section 4: Contact with EC during Campaign**16. W2_ECContact**

During the campaign, did you contact Elections Canada?

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

[Show if W2_ECContact=01]

17. W2_ECContactMethod

How did you contact Elections Canada?

[Allow multiple selections except 98; randomize 01-06]

- 01. By phone
- 02. By e-mail
- 03. By mail
- 04. Through social media

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- 05. Through a web form on Elections Canada's website
- 06. At a local Elections Canada office
- 96. Other, please specify: [TEXT]
- 98. Don't know

[Show if W2_ECContact=01]

18. W2_ECContactSat

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

19. W2_ECWeb

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

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

[Show if W2_ECWeb=01]

20. W2_ECWebSat

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

Section 5: Information Needs and Satisfaction

[Show if DisabilityLevel=01-04]

21. W2_AccessAware

Elections Canada offers a number of voting tools and services to make voting more accessible, for example, for Canadians with disabilities. How aware are you of the tools and services that are available?

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

[Show if DisabilityLevel=01-04]

22. W2_AccessInfoNeed

For this election, did you need information on:

[GRID; ROWS]

_Poll The accessibility of your polling place?

_Tools Accessible voting tools and services to assist you with voting?

[COLUMNS]

01. Yes

02. No

[Show if W2_AccessInfoNeed_Poll=01 or W2_AccessInfoNeed_Tools=01]

23. W2_AccessInfoEase

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

01. Very easy

02. Somewhat easy

03. Somewhat difficult

04. Very difficult

97. I did not look for this information

98. Don't know

[Ask all]

24. W2_FeelInformed_Voting

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

01. Very informed

02. Somewhat informed

03. Not very informed

04. Not at all informed

98. Don't know

25. W2_FeelInformed_Safety

How well informed do you feel you were about the health and safety measures for COVID-19 that were in place at the polls for this election?

01. Very informed

02. Somewhat informed

03. Not very informed

04. Not at all informed

98. Don't know

26. W2_ECInfoSat

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

Section 6: Registration

[Hide if W1_RegCheck=01-03]

27. W2_RegCheck

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

- 01. Register to vote recently
- 02. Update your registration information
- 03. Check that you were already registered
- 04. Did none of the above
- 98. Don't know

[Show if W2_RegCheck=01-03]

28. W2_RegMethod

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

[Allow multiple responses except for 98; randomize 01-08]

- 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 W1_GotVIC=01 or W2_GotVIC=01] I made sure my voter information card was correct
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_RegCheck=01-03]

29. W2_RegEase

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

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

[Hide if W1_PartyContact=01]

30. W2_PartyContact

During the election, were you directly contacted by a political party or candidate?

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

[Show if W2_PartyContact=01]

31. W2_PartyContactMethod

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

[Multiple response allowed; Randomize 01-07]

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. E-mail
07. Mail
96. Other, please specify: [TEXT]

Section 7: Voter Participation

[Hide if W1_VoteIntention=05] (i.e. already voted at W1)

32. W2_Voted

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

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

[Show if W2_Voted=01-03]

33. W2_ReasonDidNotVote

What is the main reason you did not vote?

[Randomize 01 to 21]

01. Too busy
02. Out of town / away from home
03. Illness or disability
04. Did not feel comfortable going to vote due to COVID-19
05. Needed to quarantine due to exposure to COVID-19
06. Not interested in politics
07. Lack of information about campaign issues or parties' positions
08. Did not like the candidates, parties, or campaign
09. Felt voting would not make a difference
10. Did not know who to vote for
11. Could not prove identity or address
12. Not on voters list
13. Transportation problem / polling station was too far
14. Lack of information about the voting process (e.g. when or where to vote)
15. Lineups were too long
16. Issues with the voter information card
17. Missed the mail-in ballot deadline
18. Tried to vote by mail but did not receive ballot in time

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- 19. Polling place was not accessible
- 20. Voting process was not accessible
- 21. Forgot to vote
- 22. Religious or other beliefs
- 96. Other reason, please specify: [TEXT]
- 97. No particular reason
- 98. Don't know

[Show if W2_ReasonDidNotVote=01]

34. W2_TooBusy_Reason

You indicated that you were too busy to vote. If you had to choose, which of the following most closely reflects your situation?

[Randomize 01-03]

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

[Show if W2_ReasonDidNotVote=02]

35. W2_OutofTown_Reason

Were you away from home for work or personal reasons?

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

[Show if W2_ReasonDidNotVote=02]

36. W2_OutofTown_Planned

Would you say that your travel was planned or unplanned?

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

[Hide if W1_VoteIntention=05 and W2_Voted=01-03,98] (i.e. already voted at W1 or did not vote)

37. W2_VoteMethod

You mentioned that you voted. How or where did you receive your ballot?

- 01. At the polling station on election day, September 20
- 02. At the advance polling station on September 10, 11, 12 or 13
- 03. At a local Elections Canada office before election day
- 04. Received it in the mail
- 05. [Show if DisabilityLevel=01-04] Election officials visited my home so I could vote
- 96. Other, please specify: [TEXT]

98. Don't know [Skip to Section: Trust and Confidence in EC]

[Show if W2_VoteMethod=03]

38. W2_VotedOffice

Did you vote immediately at the local Elections Canada office, or did you take your ballot home with you to return it later?

01. Voted immediately
02. Took ballot home to return it later

Section 8: Going to the Polling Place

[Show section if W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03; else go to Section: Voter Identification]

39. W2_VoteTransport

You mentioned that you received your ballot at [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: a polling station/an advance polling station/a local Elections Canada office]. What kind of transportation did you take to get there?

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

[Show if W2_VoteMethod=01,02,03]

40. W2_VoteTimeOfDay

Do you remember approximately what time it was when you went to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

01. [Hide if (W2_VoteMethod=01 and (ProvTerr = MB, ON, QC, NL, NB, NS, or PEI)) or W2_VoteMethod=02,03] Before 8 a.m.
02. [Hide if (W2_VoteMethod=01 and ProvTerr = QC) or W2_VoteMethod=02,03] 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 W2_VoteMethod=01 and (ProvTerr = BC, YT)] Between 7 and 8 p.m.

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14. [Hide if W2_VoteMethod=01 and (ProvTerr = BC, YT, AB, SK, or NWT)] Between 8 and 9 p.m.
 15. [Hide if (W2_VoteMethod=01 and (ProvTerr<>ON, QC, or NU)) or W2_VoteMethod=02,03] After 9 p.m.
 98. Don't know
 [Show if W2_VoteMethod=01,02,03]

41. W2_TravelTime

To the best of your knowledge, how long did it take you to travel to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

42. W2_TravelReasonable

How reasonable was the distance from the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] to your home?

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

43. W2_PollFamiliar

Was the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] in a location that was familiar to you?

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

[Show if TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Mobility=01,04,07 or DailyDifficulty_Pain=01,04,07]

44. W2_PollLevelAccess

Did you need level access to enter the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?
 [Hyperlink on "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.]

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

[Show if DisabilityLevel=01-04]

45. W2_PollAccessEase

How easy or difficult was it for you to enter and access the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

46. W2_PollDistancing

Did the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] offer enough space to practice physical distancing?

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

47. W2_VoteSafety

Thinking about the health and safety measures for COVID-19 that were in place at the [Insert based on W1_VoteMethod=01,02,03 or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office], how safe or unsafe did you feel you were during your visit?

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

48. W2_PollSuitable

Overall, would you say that the building where you received your ballot was...?

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

[Show if W2_VoteMethod=01,02 or W2_VotedOffice=01]

49. W2_VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on W2_VoteMethod=01,02 or W2_VotedOffice=01: polling station/advance polling station/local Elections Canada office]?

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

[Show if W2_VoteTime=01 (i.e., if it's a number)]

50. W2_VoteTimeReasonable

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

- 01. Yes
- 02. No

98. Don't know

Section 9: Voter Identification

[Show If (W1_GotVIC = 01 or W2_GotVIC=01) and (W2_VoteMethod=01,02,03)]

51. W2_BroughtVIC

Did you bring your voter information card with you to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

[Show If W2_VoteMethod=01-96 and ProvTerr=QC]

52. W2_IDoption1QC

Did you use your driver's licence to prove your identity and address in order to receive your ballot?

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

[Show If W2_VoteMethod=01-96 and ProvTerr<>QC]

53. W2_IDoption1

Did you use one of the following pieces of photo ID to prove your identity and address in order to receive your ballot?

- 01. Driver's licence
- 02. Provincial/territorial photo ID [Hyperlink note: 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 licence as a form of government-issued identification.]
- 03. [Show if ProvTerr = BC] BC Services Card
- 97. No, none of these
- 98. Don't know / don't remember

[Show if (W2_IDoption1QC=97 or W2_IDoption1=97) and Indigenous=02]

54. W2_IDoption1FN

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

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

[Hide if (W2_IDoption1QC=01,98 or W2_IDoption1=01-03,98 or W2_IDoption1FN=04,98)]

55. W2_IDoption2or3

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

- 01. I provided 2 pieces of ID

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- 02. [Show if W2_VoteMethod<>04] Someone vouched for me and I declared my identity and address in writing
- 03. [Show if W2_VoteMethod=04] Provided a signed affidavit with my name and address
- 98. Don't know / don't remember

[Show if W2_IDoption2or3=01]

56. W2_IDPiece_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]

- 05. [Show if W2_BroughtVIC = 01] voter information card
- 06. [Show if ProvTerr=MB,YT] health care card
- 18. utility bill (e.g. electricity, water, telephone, internet)
- 19. statement from a financial institution or insurance company, or personal cheque
- 20. residential lease or sub-lease
- 21. government cheque, statement of benefits or pension statement
- 22. income or property tax assessment
- 23. [Show if Student=01] correspondence issued by your school, college or university
- 24. [Show if Indigenous=02-04] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 25. [Show if Student=01] letter confirming your residence or stay from a student residence
- 26. 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. 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

[Show if W2_IDPiece_Address<=97]

57. W2_IDPiece_Second

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]

- 05. [Show if W2_BroughtVIC=01 and W2_IDPiece_address<>05] voter information card
- 06. [Show if W2_IDPiece_address<>06] health care card
- 07. birth certificate or citizenship card
- 08. Canadian passport
- 09. social insurance or old age security card
- 10. debit or credit card
- 11. [Show if Indigenous=02-04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
- 12. Canadian Forces identity card or Veterans Affairs health card
- 13. [Show if Student=01] student identity card
- 14. public transit card
- 15. other government-issued licence (firearms, fishing/trapping/hunting, liquor)
- 16. card or identity bracelet issued by a hospital, clinic or long-term care institution

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17. [Show if TaskDifficulty_Seeing=04,07] CNIB card
18. utility bill (e.g. electricity, water, telephone, internet)
19. statement from a financial institution or insurance company, or personal cheque
20. [Show if W2_IDPiece_address <> 20] residential lease or sub-lease
21. government cheque, statement of benefits or pension statement
22. income or property tax assessment
23. [Show if Student=01] correspondence issued by a school, college or university
24. [Show if Indigenous=02-04 and W2_IDPiece_address <>24] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
25. [Show if Student=01 and W2_IDPiece_address<>25] letter confirming your residence or stay from a student residence
26. [Show if W2_IDPiece_address<>26] 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. Other, please specify: [TEXT]
98. Don't know / Don't remember
99. Prefer not to say

[Show if W2_IDoption1QC=01 or W2_IDoption1=01-03 or W2_IDOption1FN=04 or W2_IDoption2or3=02,03 or (W2_IDPiece_Address<=97and W2_IDPiece_Second <= 97)]

58. W2_IDEase

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

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

Section 10: Vote by Mail Experience

[Show if W2_VoteMethod=04]

59. W2_MailApplyMethod

How did you submit your application to receive your special ballot in the mail?

01. Submitted an online application
02. In person at a local Elections Canada office
03. By fax
04. By mail/courier
05. Someone submitted it for me
96. Other, please specify: [TEXT]
98. Don't know / don't remember

[Show if W2_MailApplyMethod=01-04,96]

60. W2_MailApplyEase

How easy or difficult was it to apply for your special ballot?

01. Very easy

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

[Show if W2_VoteMethod=04]

61. W2_MailTime

After you applied to get your ballot in the mail, how long did it take to receive it?

- 01. Record number of days: [NUMBER; min. 1, max. 50]
- 98. Don't know

[Show if W2_MailTime=01 (i.e., if it's a number)]

62. W2_MailTimeReasonable

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

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

[Show if W2_VoteMethod=04 or W2_VotedOffice=02]

63. W2_VoteAssist

Did someone assist you with marking your ballot?

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

[Show if W2_VoteAssist=01]

64. W2_VoteAssistWho

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
- 03. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_VoteMethod=04 or W2_VotedEOffice=02]

65. W2_SpecialBallotEase

How easy or difficult was it to complete your ballot using the special ballot voting kit?

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

[Show if W2_VoteMethod=04 or W2_VotedECOOffice=02]

66. W2_VoteDeposit

After you filled out your ballot, how did you return it?

- 01. In the mail
- 02. A drop box at a local Elections Canada office or polling place
- 03. Someone returned it for me
- 96. Other, please specify: [TEXT]

[Show if W2_VoteDeposit=03]

67. W2_VoteDepositAssistWho

Who returned your ballot for you?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

Section 11: Accessible Voting Services

[Show this section if DisabilityLevel=01-04 and (W1_VoteMethod=01,02,05 or W1_VotedOffice=01 or W2_VoteMethod=01,02,05 or W2_VotedOffice=01); else go to Section: Overall Satisfaction with Voting Experience]

68. W2_VoteAssist_Disability

When you voted, did someone assist you with marking your ballot?

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

[Show if W2_VoteAssist_Disability=01]

69. W2_VoteAssistWho_Disability

Who gave you assistance marking your ballot?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_VoteAssist_Disability=01]

70. W2_VoteAssistSat_Disability

How satisfied were you with the assistance you received marking your ballot?

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

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98. Don't know

[Show if TaskDifficulty_Hearing=04,07 or TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

71. W2_VoteAssistTools

Did you use any of the following tools or services to help you vote?

[GRID][ROWS]

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Hearing=04,07 or DailyDifficulty_Cognitive=04,07 or DailyDifficulty_Development=04,07)]

_Interpreter Language or sign language interpretation

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_LargePrintList Large-print list of candidates

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Magnifier Magnifier

[Show if TaskDifficulty_Seeing=04,07]

_BrailleList Braille list of candidates

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_Template Tactile and braille template that fits onto the ballot

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_SigGuide Signature guide

[Show if TaskDifficulty_Hearing<>07 and (TaskDifficulty_Seeing=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Phone A personal smart phone to read the ballot

_Other Any other personal device or support you used

[COLUMNS]

01. Yes

02. No

98. Don't know

[Show if W2_VoteAssistTools_Other=01]

72. W2_VoteAssistTools_Personal

What other personal device or support did you use to help you vote?

[OPEN-ENDED]

98. Don't know

99. Prefer not to say

[Show if DisabilityLevel=01-04]

73. W2_ECStaffSensitivity

Overall, how sensitive would you say Elections Canada staff were regarding your needs when voting?

- 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

[Show if W1_VoteMethod=01,02,03,05 or W2_VoteMethod=01,02,03,05]

74. W2_VoteLang

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

- 01. English
- 02. French
- 03. In both English and French
- 96. Other, please specify: [TEXT]
- 98. Don't know

[Show if W2_VoteLang=01-03]

75. W2_VoteLangSat

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

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

[Show if W2_VoteLangSat=02]

76. W2_VoteLangSat_Reason

Is there a specific reason you were not satisfied with the service you received in [Insert based on W2_VoteLang=01-03: English/French/both English and French]?

[OPEN-ENDED]

- 98. No specific reason
- 99. Don't know

[Show if W1_VoteMethod=01,02,05 or W1_VotedOffice=01 or W2_VoteMethod=01,02,05 or W2_VotedOffice=01]

77. W2_ECStaffSat

Overall, how satisfied were you with the services provided by Elections Canada staff when you voted?

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

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[Show if W1_VoteMethod=01-96 or W2_VoteMethod=01-96]

78. W2_VoteEase

[Show if W1_VoteMethod=04: You mentioned that you received your ballot in the mail.] Overall, how easy or difficult was it to vote?

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

[Show if W1_VoteMethod=01-96 or W2_VoteMethod=01-96]

79. W2_VoteSat

Overall, how satisfied were you with your voting experience?

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

Section 13: Trust and Confidence in EC

[Ask all]

80. W2_GEFairness

Thinking about the September 20 federal election, how fairly would you say Elections Canada ran the election?

- 01. Very fairly
- 02. Somewhat fairly
- 03. Somewhat unfairly
- 04. Very unfairly
- 98. Don't know

81. W2_GETrust

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

- 01. Very high
- 02. Somewhat high
- 03. Somewhat low
- 04. Very low
- 98. Don't know

82. W2_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

83. W2_DemSat

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

Section 14: Electoral Integrity

[Split sample W2_VoteFraudPerception and W2_MailFraudPerception]

84. W2_VoteFraudPerception

Which statement is closest to your opinion about the voting system in Canada?

[ROTATE 01-02]

- 01. Voting is prone to fraud
- 02. Voting is safe and reliable
- 98. Don't know

85. W2_MailFraudPerception

Which statement is closest to your opinion about voting by mail in Canada?

[ROTATE 01-02]

- 01. Voting by mail is prone to fraud
- 02. Voting by mail is safe and reliable
- 98. Don't know

86. W2_Interference

Based on what you have seen or heard recently, do you think any of the following were a problem in this election?

[GRID] [ROWS; ROTATE]

_Foreign Foreign countries or groups trying to interfere with the election or political opinions of Canadians.

_Disinfo The spread of false information online.

[COLUMNS]

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

[Show if W2_Interference_Foreign=01]

87. W2_Impact_Foreign

What impact, if any, do you think problems of foreign interference had on the outcome of this election?

- 01. Major impact
- 02. Moderate impact
- 03. Minor impact

- 04. No impact at all
- 98. Don't know

[Show if W2_Interference_Disinfo=01]

88. W2_Impact_Disinfo

What impact, if any, do you think problems of false information interference had on the outcome of this election?

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

Section 15: Voting Technology

[Ask all]

The last few questions ask about your views on the use of technology in elections.

[Split sample W2_VoteCountPref and W2_ListTechPref]

89. W2_VoteCountPref

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
- 97. No preference
- 98. Don't know

90. W2_ListTechPref

In Canadian federal elections, 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
- 97. No preference
- 98. Don't know

[Split sample W2_IvotingRisk and W2_IvotingSupport]

91. W2_IvotingRisk

Which statement comes closest to your own view?

[Rotate 01 and 02]

- 01. Voting on the Internet is risky
- 02. Voting on the Internet is safe
- 98. Not sure

92. W2_IvotingSupport

How strongly do you agree or disagree that 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. Don't know

Section 16: 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 questions about this survey, you can contact Elections Canada: Contact Elections Canada – Elections Canada.

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 2b Questionnaire (phone)

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 20 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 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 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 is not available, arrange for call back.
- If person is not available over interview period, ask for person with next most recent birthday.
- If no one in household 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.

Section 1: Screening/Quotas

The first questions ask a bit about you so we know which questions to ask you later in the survey.

1. Citizen

May I confirm that you are a Canadian citizen?

[Do not read]

- 01. Yes
- 02. No [TERMINATE]
- 98. Don't know [TERMINATE]
- 99. Refusal [TERMINATE]

2. YOB

In what year were you born?

[Do not read]

Record year: [4- digit number; min. 1905, max. 2021]

- 99. Refusal [TERMINATE]

[Compute Age=2021-YOB]

[If Age<18, TERMINATE]

[If Age=19-24, Youth=01 "18 to 24"]

[If Age=25-34, Youth=02 "25 to 34"]

[Show if Age=18]

3. 18inGE

Were you 18 years of age on or before September 20, 2021?

[Do not read]

- 01. Yes [Youth=01]
- 02. No [TERMINATE]
- 99. Refusal [TERMINATE]

4. Indigenous

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

[Do not read]

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

[Show if Indigenous=02]

5. FNonReserve

Do you live on a reserve?

[Do not read]

- 01. Yes
- 02. No
- 99. Refusal

6. ProvTerr

In which province or territory do you live?

[Do not read]

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

7. 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. Not currently working due to COVID-19 restrictions
05. Unemployed, and looking for work
06. A student attending school
07. Training for a trade (e.g. apprenticeship)
08. Retired
09. A caregiver or homemaker
96. Other, please specify: [TEXT]
99. Prefer not to answer

[If Age=18-34 and Employment=04,05,08,09, NEET=01 "NEET youth"]

[If Age=18-34 and Employment=06, Student=01 "Student youth"]

[If Indigenous=02-04, go to DisabilityPreamble]

8. CanBorn

Were you born in Canada?

[Do not read]

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

[If CanBorn=01,98,99, go to DisabilityPreamble]

9. CountryBorn

In what country were you born?

[Do not read]

[DROPDOWN]

98. Don't know

99. Prefer not to say

10. CanYear

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

[Do not read]

Record year: [4- digit number; validate that (CanYear >= YOB and CanYear<=2021) or CanYear=98-99]

98. Don't know / don't remember

99. Refusal

11. CitizenYear

In what year did you become a citizen of Canada?

[Do not read]

Record year: [4-digit number; validate that (CitizenYear >= YOB and CitizenYear<=2021) or CitizenYear=97-99]

97. I was born a Canadian Citizen

98. Don't know / don't remember

99. Refusal

[If CitizenYear>2015, NewCanadian=01 "New Canadian"]

[Show if CitizenYear=2015]

12. Citizen2015

Did you become a Canadian citizen before or after October 19, 2015?

[If clarification is needed: "A federal election was held on October 19, 2015."]

[Do not read]

01. Before

02. After [NewCanadian=01]

98. Don't know/don't remember

99. Refusal

DisabilityPreamble

[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.

13. TaskDifficulty

How much difficulty, if any, do you have with ... [Read first item]?

Do you have no difficulty, some, a lot, or you cannot 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: "If you have any difficulty doing any of these activities, we will ask you a few questions later in the survey about how accessible Elections Canada's services are for you."]

[GRID] [ROWS; ROTATE]

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_Hearing	Hearing, even when using a hearing aid?
_Seeing	Seeing, even when wearing glasses or contacts?
_Mobility	Going up and down a flight of stairs without resting?
_Dexterity	Using your fingers to grasp a small object like a pencil?

[COLUMNS]

[Do not read]

- 00. No difficulty
- 01. Some difficulty
- 04. A lot of difficulty
- 07. I cannot do this at all
- 98. Don't know
- 99. Prefer not to say

14. DailyDifficulty

Thinking about 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 cannot do most 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: "If any of these give you difficulty in your daily activities, we will ask you a few questions later in the survey about how accessible Elections Canada's services are for you."]

[GRID] [ROWS; ROTATE]

_Pain	Chronic or recurring pain?
_Cognitive	Learning, remembering or concentrating?
_Mentalhealth	A mental health, psychological or emotional health condition?
_Development	A developmental disability or disorder, for example Down syndrome or autism?

[COLUMNS]

[Do not read]

- 00. No difficulty
- 01. Some difficulty
- 04. A lot of difficulty
- 07. I cannot do most activities because of this
- 98. Don't know
- 99. Prefer not to say

[Sum the valid levels (i.e. values of 0,1,4,7) of all TaskDifficulty and DailyDifficulty variables to compute a total DisabilityScore with a range of 0 to 56.]

[98 and 99 responses count as missing but should not exclude other row responses from being counted toward the DisabilityScore. If all TaskDifficulty and DailyDifficulty responses are 98 or 99, then DisabilityScore would be missing.]

[If DisabilityScore=0-1, DisabilityLevel=00 "No disability"]

[If DisabilityScore=2-3, DisabilityLevel=01 "Mild disability"]

[If DisabilityScore=4-6, DisabilityLevel=02 "Moderate disability"]

[If DisabilityScore=7-13, DisabilityLevel=03 "Severe disability"]

[If DisabilityScore>=14, DisabilityLevel=04 "Very severe disability"]

Section 2: Electoral Awareness and Knowledge

[Ask all]

15. W2_AwareGE

Are you aware that a federal election took place on September 20, 2021?

[Do not read]

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

[Hide if CitizenYear>2019 or YOB>2001]

16. Voted2019

Did you vote in the previous federal election held on October 21, 2019?

[Read]

- 01. Yes
- 02. No
- 97. Not eligible to vote in 2019

[Do not read]

- 98. Don't remember
- 99. Refusal

17. Polinterest

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

[Split sample Duty and Choice]

18. Duty

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?

[If respondent says "both", probe: "If you had to choose, which would you say is the most important: duty or choice?"]

[Do not read]

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

19. Choice

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?

[If respondent says “both”, probe: “If you had to choose, which would you say is the most important: choice or duty?”]

[Do not read]

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

[Read] The next few questions are about voting in a Canadian federal election.

[Randomize order of next 3 questions]

20. W2_KnowReg_Update

To the best of your knowledge, do you need to update your voter registration if your information changes – for example if you moved or changed your name?

[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. Refusal

21. W2_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. Refusal

22. W2_KnowReg_Online

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?

[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. Refusal

[Rotate W2_KnowID_Identity and W2_KnowID_Address]

23. W2_KnowID_Identity

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

24. W2_KnowID_Address

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

25. W2_KnowWaystoVote_phone

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, September 20)
- 02. At an advance polling station, in person (September 10, 11, 12 or 13)
- 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. Refusal

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).

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- If respondent says “overseas, outside of Canada, at an embassy or consulate”: code as “By mail” (03).
- If respondent says “online”, probe to find out if they mean casting a vote online (code 08) (or if they mean applying online for a vote by mail kit (code 03)).

[Show if FNonreserve=01 and W2_AwareGE=01]

26. FNonReserve_Poll

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

[Do not read]

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

27. W2_ECInfoSource_phone

When you think about getting information about when and where to vote, or any other information you need on the voting process, who or which organization first comes to mind?

[Do not read list; record first mention only.]

[If respondent only mentions where or how they get the information (e.g. “in the mail”, “online”), 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 (or Chief Electoral Officer of Canada (CEO), Directeur général des élections du Canada (DGE))
02. Provincial or territorial elections agency (e.g. Elections Ontario; Directeur général des élections du Québec, etc.)
03. The Government of Canada, federal government or federal agency (e.g. Service Canada)
04. Provincial or territorial government
05. City hall or municipal services
06. Candidate or political party
07. In the mail / voter card
08. Internet
09. Media (e.g. television, newspapers, radio)
96. Other, please specify: [TEXT]
98. Don't know
99. Refusal

28. W2_ECInfoTrust

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?

[Do not read]

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

Section 3: Aided recall of EC advertising and communications

[Show Section if W2_AwareGE=01]

29. W2_GotVIC

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

[Do not read]

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

[Show if W2_GotVIC=01]

30. W2_VICcorrect

Was the following information correct on the card you received?

[GRID; ROWS]

[Read items]

_Name	Your name?
_Address	Your address?

[COLUMNS]

[Do not read]

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

31. W2_GotBrochure

Do you remember receiving a brochure in the mail over the past few weeks or so describing how to prepare to vote in the federal election? The brochure was titled "Guide to the Federal Election".

[Do not read]

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

Section 4: Contact with EC during Campaign

[Show Section if W2_AwareGE=01]

32. W2_ECContact

During the campaign, did you contact Elections Canada?

[Do not read]

- 01. Yes
- 02. No

- 98. Don't know
- 99. Refusal

[Show if W2_ECContact=01]

33. W2_ECContactMethod

How did you contact Elections Canada?

[Do not read; accept multiple responses]

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

[Show if W2_ECContact=01]

34. W2_ECContactSat

Were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the service you received when you contacted Elections Canada?

[Do not read]

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

35. W2_ECWeb

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

[Do not read]

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

[Show if W2_ECWeb=01]

36. W2_ECWebSat

Were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with your experience using Elections Canada's website?

[Do not read]

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

- 04. Very dissatisfied
- 98. Don't know
- 99. Refusal

Section 5: Information Needs and Satisfaction

[Show if DisabilityLevel=01-04]

37. W2_AccessAware

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?

[Do not read]

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

[Show if DisabilityLevel=01-04 and W2_AwareGE=01]

38. W2_AccessInfoNeed

For this election, did you need information on:

[GRID; ROWS]

[Read items]

_Poll The accessibility of your polling place?

_Tools Accessible voting tools and services to assist you with voting?

[COLUMNS]

[Do not read]

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

[Show if W2_AccessInfoNeed_Poll=01 or W2_AccessInfoNeed_Tools=01]

39. W2_AccessInfoEase

Was it very easy, somewhat easy, somewhat difficult or very difficult to find the information you needed on accessibility for the election?

[Do not read]

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

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- 97. I did not look for this information
- 98. Don't know
- 99. Refusal

[Ask all]

40. W2_FeelInformed_Voting

[Insert if W2_AwareGE<>01: The federal election was held on September 20, 2021.] Overall, how well informed do you feel you were about when, where and how to vote in the federal election?

[Read]

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

[Do not read]

- 98. Don't know
- 99. Refusal

[Show if W2_AwareGE=01]

41. W2_FeelInformed_Safety

How well informed do you feel you were about the health and safety measures for COVID-19 that were in place at the polls for this election?

[Read]

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

[Do not read]

- 98. Don't know
- 99. Refusal

[Show if W2_AwareGE=01]

42. W2_ECInfoSat

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?

[Read]

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

[Do not read]

- 98. Don't know
- 99. Refusal

Section 6: Registration

[If W2_AwareGE<>01, skip to Section: Trust and Confidence in EC]

43. W2_RegCheck

What, if anything, did you do to make sure you were registered to vote in this federal 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 recently
02. Update your registration information
03. Check that you were already registered

[Do not read]

04. Did none of the above
98. Don't know
99. Refusal

[Show if W2_RegCheck=01-03]

44. W2_RegMethod

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

[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 W2_GotVIC=01] I made sure my voter information card was correct
96. Other, please specify: [TEXT]
98. Don't know / don't remember
99. Refusal

[Show if W2_RegCheck=01-03]

45. W2_RegEase

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

Section 7: Voter Participation

46. W2_Voted

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

[Read]

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

[Show if W2_Voted=01-03]

47. W2_ReasonDidNotVote

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)

Pandemic-related reasons

04. Did not feel comfortable going to vote due to COVID-19
05. Needed to quarantine due to exposure to COVID-19 (include illness related to COVID-19)

Political reasons

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

Electoral process-related reasons

11. Could not prove identity or address
12. Not on voters list
13. Transportation problem / polling station was too far
14. Lack of information about the voting process (e.g. when or where to vote)
15. Lineups were too long
16. Issues with the voter information card
17. Missed the mail-in ballot deadline
18. Tried to vote by mail but did not receive ballot in time
19. Polling place was not accessible
20. Voting process was not accessible

All other reasons

21. Forgot to vote
22. Religious or other beliefs

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- 96. Other reason, please specify: [TEXT]
- 97. No particular reason
- 98. Don't know
- 99. Refusal

[Show if W2_ReasonDidNotVote=01]

48. W2_TooBusy_Reason

You indicated that 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. Refused

[Show if W2_ReasonDidNotVote=02]

49. W2_OutofTown_Reason

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

[Show if W2_ReasonDidNotVote=02]

50. W2_OutofTown_Planned

Would you say that your travel was planned or unplanned?

[Do not read]

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

[Hide if W2_Voted=01-03,98-99] (i.e. did not vote)

51. W2_VoteMethod

You mentioned that you voted. Did you receive your ballot ...

[Read in order until respondent provides a response – code one answer only]

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01. At the polling station on election day, September 20
 02. At the advance polling station on September 10, 11, 12 or 13
 03. At a local Elections Canada office before election day
 04. In the mail
 05. [Show if DisabilityLevel=01-04] Election officials visited your home so you could vote
 96. Other, please specify: [TEXT]
- [Do not read]
98. Don't know [Skip to Section: Trust and Confidence in EC]
 99. Refusal [Skip to Section: Trust and Confidence in EC]

Notes:

- Clarify if needed to confirm that respondents are talking about how they received their ballot:
 - Voters who receive their ballot at a local EC office (code 03) can choose to return their ballot in the mail;
 - Voters who receive their ballot in the mail (code 04) can choose to return it by dropping it off at a polling place or local Elections Canada office.
- If respondent says they received their ballot online, ask for clarification. Voters can apply online to receive a ballot in the mail (code 04).

[Show if W2_VoteMethod=03]

52. W2_VotedOffice

Did you vote immediately at the local Elections Canada office, or did you take your ballot home with you to return it later?

[Do not read]

01. Voted immediately
02. Took ballot home to return it later
98. Don't know / don't remember
99. Refusal

Section 8: Going to the Polling Place

[Show section if W2_VoteMethod=01,02,03; else go to Section: Voter Identification]

53. W2_VoteTransport

What kind of transportation did you take to get to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

[Do not read]

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

[Show if W2_VoteMethod=01,02,03]

54. W2_VoteTimeOfDay

Do you remember approximately what time it was when you went to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

[Do not read]

01. [Hide if (W2_VoteMethod=01 and (ProvTerr = MB, ON, QC, NL, NB, NS, or PEI)) or W2_VoteMethod=02,03] Before 8 a.m.
02. [Hide if (W2_VoteMethod=01 and ProvTerr = QC) or W2_VoteMethod=02,03] 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 W2_VoteMethod=01 and (ProvTerr = BC, YT)] Between 7 and 8 p.m.
14. [Hide if W2_VoteMethod=01 and (ProvTerr = BC, YT, AB, SK, or NWT)] Between 8 and 9 p.m.
15. [Hide if (W2_VoteMethod=01 and (ProvTerr<>ON, QC, or NU)) or W2_VoteMethod=02,03] After 9 p.m.
96. Before available voting hours
97. After available voting hours
98. Don't know
99. Refused

Notes:

- Voting places open and close at different times depending on the day, voting method and 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 the voting place closer to the nearest valid hour.
 - For example: “Was it closer to 7 am or 8 am when you went to the voting place?” if someone says they went there at 7 am but the earliest available option is 8 am.
 - If respondent answers closer to the valid hour, then record response in the valid category. Otherwise, use code 96 or 97.
- If the respondent says a time that is too early or too late by more than 1 hour, use code 96 or 97

[Show if W2_VoteMethod=01,02,03]

55. W2_TravelTime

To the best of your knowledge, how long did it take you to travel to the [Insert based on W2_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. Refusal

56. W2_TravelReasonable

Was the [Insert based on W2_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. Don't know

57. W2_PollFamiliar

Was the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] 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

[Show if TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Mobility=01,04,07 or DailyDifficulty_Pain=01,04,07]

58. W2_PollLevelAccess

Did you need level access to enter the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

[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

[Show if DisabilityLevel=01-04]

59. W2_PollAccessEase

How easy or difficult was it for you to enter and access the [Insert based on or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]? Was it...?

[Read]

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

04. Very difficult

[Do not read]

- 98. Don't know
- 99. Refusal

60. W2_PollDistancing

Did the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] offer enough space to practice physical distancing?

[Do not read]

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

61. W2_VoteSafety

Thinking about the health and safety measures for COVID-19 that were in place at the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office], would you say you felt very safe, somewhat safe, somewhat unsafe or very unsafe during your visit?

[Do not read]

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

62. W2_PollSuitable

Overall, would you say that the building where you received your ballot was...?

[Read]

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

[Do not read]

- 98. Don't know
- 99. Refusal

[Show if W2_VoteMethod=01,02 or W2_VotedOffice=01]

63. W2_VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on W2_VoteMethod=01,02 or W2_VotedOffice=01: polling station/advance polling station/local Elections Canada office]?

[Do not read]

- 01. Record time in minutes: [NUMBER]
- 98. Don't know
- 99. Refusal

[Show if W2_VoteTime=01 (i.e., if it's a number)]

64. W2_VoteTimeReasonable

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

[Do not read]

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

Section 9: Voter Identification

[Show If W2_GotVIC=01 and W2_VoteMethod=01,02,03]

65. W2_BroughtVIC

Did you bring your voter information card with you to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

[Do not read]

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

[Show If W2_VoteMethod=01-96 and ProvTerr=QC]

66. W2_IDoption1QC

Did you use your driver's licence to prove your identity and address in order to receive your ballot?

[Do not read]

- 01. Yes
- 97. No
- 98. Don't know / don't remember
- 99. Refusal

[Show If W2_VoteMethod=01-96 and ProvTerr<>QC]

67. W2_IDoption1

Did you use one of the following pieces of photo ID to prove your identity and address in order to receive your ballot?

[Read; accept only one response]

- 01. Driver's licence
- 02. Provincial/territorial photo ID [If asked: "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 licence as a form of government-issued identification."]
- 03. [Show if ProvTerr = BC] BC Services Card

[Do not read]

- 97. No, none of these

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

[Show if (W2_IDOption1QC=97 or W2_IDOption1=97) and Indigenous=02]

68. W2_IDoption1FN

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

[Do not read]

- 04. Yes
- 97. No
- 98. Don't know / don't remember
- 99. Refusal

[Hide if (W2_IDoption1QC=01,98-99 or W2_IDoption1=01-03,98-99 or W2_IDoption1FN=04,98-99)]

69. W2_IDoption2or3

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

[Read]

- 01. Provide 2 pieces of ID
 - 02. [Show if W2_VoteMethod<>04] Have someone vouch for you while you declared your identity and address in writing
 - 03. [Show if W2_VoteMethod=04] Provide a signed affidavit with your name and address
- [Ne pas lire]
- 98. Don't know / don't remember
 - 99. Refusal

[Show if W2_IDoption2or3=01]

70. W2_IDPiece_phone

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 97.

LIST A – Proof of Address and Identity

[Do not read] [Must select at least one from List A; can select up to two]

- 05. [Show if W2_BroughtVIC = 01] voter information card
- 33. [Show if ProvTerr=MB,YT] health care card
- 18. utility bill (e.g. electricity, water, telephone, internet)
- 19. statement from a financial institution or insurance company, or personal cheque
- 20. residential lease or sub-lease
- 21. government cheque, statement of benefits or pension statement
- 22. income or property tax assessment

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23. [Show if Student=01] correspondence issued by your school, college or university
24. [Show if Indigenous=02-04] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
25. [Show if Student=01] letter confirming your residence or stay from a student residence
26. 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 27 through 32 are repeated categories – use only if someone uses two documents of the same type. For example, for “telephone bill” and “internet bill”, code 18 and 27].

27. utility bill (e.g. electricity, water, telephone, internet)
28. statement from a financial institution or insurance company, or personal cheque
29. residential lease or sub-lease
30. government cheque, statement of benefits or pension statement
31. income or property tax assessment
32. [Show if Student=01] correspondence issued by your 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]

06. [Show if ProvTerr<>MB,YT] health care card
07. birth certificate or citizenship card
08. Canadian passport
09. social insurance or old age security card
10. debit or credit card
11. [Show if Indigenous=02-04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
12. Canadian Forces identity card or Veterans Affairs health card
13. [Show if Student=01] student identity card
14. public transit card
15. other government-issued licence (firearms, fishing/trapping/hunting, liquor)
16. card or identity bracelet issued by a hospital, clinic or long-term care institution
17. [Show if TaskDifficulty_Seeing=04,07] CNIB card
96. Other, please specify: [TEXT]
97. Unable to name piece from List A [code only after probing questions are exhausted]
98. Don't know / Don't remember
99. Prefer not to say

[Show if W2_IDoption1QC=01 or W2_IDoption1=01-03 or W2_IDoption1FN=04 or W2_IDoption2or3=02,03 or (W2_IDPiece_Address<=97and W2_IDPiece_Second <= 97)]

71. W2_IDEase

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

[Do not read]

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

- 98. Don't know
- 99. Refusal

Section 10: Vote by Mail Experience

[Show if W2_VoteMethod=04]

72. W2_MailApplyMethod

How did you submit your application to receive your special ballot in the mail?

[Read list; stop when respondent provides an answer]

- 01. Submitted an online application
- 02. In person at a local Elections Canada office
- 03. By fax
- 04. By mail/courier

[Do not read]

- 05. Someone submitted it for me
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember
- 99. Refusal

[Show if W2_MailApplyMethod=01-04,96]

73. W2_MailApplyEase

Was it very easy, somewhat easy, somewhat difficult or very difficult to apply for your special ballot?

[Do not read]

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

[Show if W2_VoteMethod=04]

74. W2_MailTime

After you applied to get your ballot in the mail, how long did it take to receive it?

[Do not read]

- 01. Record number of days: [NUMBER; min. 1, max. 50]
- 98. Don't know
- 99. Refusal

[Show if W2_MailTime=01 (i.e., if it's a number)]

75. W2_MailTimeReasonable

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

[Do not read]

- 01. Yes
- 02. No

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- 98. Don't know
- 99. Refusal

[Show if W2_VoteMethod=04 or W2_VotedOffice=02]

76. W2_VoteAssist

Did someone assist you with marking your ballot?

[Do not read]

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

[Show if W2_VoteAssist=01]

77. W2_VoteAssistWho

Who gave you assistance marking your ballot? Was it...?

[Read]

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff
- 03. Someone from a political campaign such as a candidate or party volunteer

[Do not read]

- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember
- 99. Refusal

[Show if W2_VoteMethod=04 or W2_VotedEOffice=02]

78. W2_SpecialBallotEase

Was it very easy, somewhat easy, somewhat difficult or very difficult to complete your ballot using the special ballot voting kit?

[Do not read]

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

[Show if W2_VoteMethod=04 or W2_VotedEOffice=02]

79. W2_VoteDeposit

After you filled out your ballot, how did you return it?

[Read]

- 01. In the mail
- 02. A drop box at a local Elections Canada office or polling place
- 03. Someone returned it for you

[Do not read]

- 96. Other, please specify: [TEXT]

- 98. Don't know
- 99. Refusal

[Show if W2_VoteDeposit=03]

80. W2_VoteDepositAssistWho

Who returned your ballot for you? Was it ...?

[Read]

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Someone from a political campaign such as a candidate or party volunteer

[Do not read]

- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember
- 99. Refusal

Section 11: Accessible Voting Services

[Show this section if DisabilityLevel=01-04 and (W2_VoteMethod=01,02,05 or W2_VotedOffice=01); else go to Section: Overall Satisfaction with Voting Experience]

81. W2_VoteAssist_Disability

When you voted, did someone assist you with marking your ballot?

[Do not read]

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

[Show if W2_VoteAssist_Disability=01]

82. W2_VoteAssistWho_Disability

Who gave you assistance marking your ballot? Was it...?

[Read]

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff

[Do not read]

- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember
- 99. Refusal

[Show if W2_VoteAssist_Disability=01]

83. W2_VoteAssistSat_Disability

Were you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the assistance you received marking your ballot?

[Do not read]

- 01. Very satisfied
- 02. Somewhat satisfied

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- 03. Somewhat dissatisfied
- 04. Very dissatisfied
- 98. Don't know
- 99. Refusal

[Show if TaskDifficulty_Hearing=04,07 or TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

84. W2_VoteAssistTools

Did you use any of the following tools or services to help you vote?

[GRID][ROWS]

[Read items]

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Hearing=04,07 or DailyDifficulty_Cognitive=04,07 or DailyDifficulty_Development=04,07)]

_Interpreter Language or sign language interpretation

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_LargePrintList Large-print list of candidates

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Magnifier Magnifier

[Show if TaskDifficulty_Seeing=04,07]

_BrailleList Braille list of candidates

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_Template Tactile and braille template that fits onto the ballot

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_SigGuide Signature guide

[Show if TaskDifficulty_Hearing<>07 and (TaskDifficulty_Seeing=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Phone A personal smart phone to read the ballot

_Other Any other personal device or support you used

[COLUMNS]

[Do not read]

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

[Show if W2_VoteAssistTools_Other=01]

85. W2_VoteAssistTools_Personal

What other personal device or support did you use to help you vote?

[Do not read]

[OPEN-ENDED]

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

[Show if DisabilityLevel=01-04]

86. W2_ECStaffSensitivity

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 12: Overall Satisfaction with Voting Experience

[Show if W2_VoteMethod=01,02,03,05]

87. W2_VoteLang

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

[Do not read]

- 01. English
- 02. French
- 03. In both English and French
- 96. Other, please specify: [TEXT]
- 98. Don't know
- 99. Refusal

[Show if W2_VoteLang=01-03]

88. W2_VoteLangSat

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

[Show if W2_VoteLangSat=02]

89. W2_VoteLangSat_Reason

Is there a specific reason you were not satisfied with the service you received in [Insert based on W2_VoteLang=01-03: English/French/both English and French]?

[Do not read]

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[OPEN-ENDED]

- 97. No specific reason
- 98. Don't know
- 99. Refusal

[Show if W2_VoteMethod=01,02,05 or W2_VotedOffice=01]

90. W2_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. Refusal

[Show if W2_VoteMethod=01-96]

91. W2_VoteEase

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. Refusal

[Show if W2_VoteEase=03,04]

92. W2_VoteEase_Reason

Can you tell us why it was difficult to vote?

[Do not read]

[Open-ended]

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

[Show if W2_VoteMethod=01-96]

93. W2_VoteSat

Overall, how satisfied were you with your voting experience? Were you...?

[Read]

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

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04. Very dissatisfied

[Do not read]

98. Don't know

99. Refusal

Section 13: Trust and Confidence in EC

[Ask all]

94. W2_GEFairness

Thinking about the September 20 federal election, would you say that Elections Canada ran the election...?

[Read]

01. Very fairly

02. Somewhat fairly

03. Somewhat unfairly

04. Very unfairly

[Do not read]

98. Don't know

99. Refusal

[Show if W2_GEFairness=03,04]

95. W2_GEFairness_Reason

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. Refusal

96. W2_GETrust

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

[Read]

01. Very high

02. Somewhat high

03. Somewhat low

04. Very low

[Do not read]

98. Don't know

99. Refusal

[Show if W2_GETrust=03,04]

97. W2_GETrust_Reason

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

[Do not read]

[Open-ended]

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

98. W2_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. Refusal

99. W2_DemSat

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

[Read]

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

[Do not read]

- 98. Don't know
- 99. Refusal

Section 14: 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.

100. Gender

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

[Read list; stop when respondent provides an answer]

- 01. Female
- 02. Male
- 03. Or please specify your gender: [TEXT]

[Do not read]

- 99. Prefer not to say

101. LangAtHome

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What language do you speak most often at home?

[Read list]

- 01. English
- 02. French
- 96. Other, please specify: [TEXT]

[Do not read]

- 99. Prefer not to say

[If LangAtHome=01 and ProvTerr=QC, OLMC=01 "English OLMC"]

[If LangAtHome=02 and ProvTerr<>QC, OLMC=02 "French OLMC"]

[If (LangAtHome=97,99) or (LangAtHome=01 and ProvTerr<>QC) or (LangAtHome=02 and ProvTerr=QC), OLMC=00 "Not OLMC"]

102. 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

103. 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

[Show if HHsize>1]

104. HHchild

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

[Do not read]

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

105. HHincome

What was the total annual income of all members of your household combined, before taxes, in 2020?

[Read list; stop when respondents provide an answer]

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- 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

106. Moved

Have you moved in the last 12 months?

[Do not read]

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

107. W2_COVIDvaccine

Have you been vaccinated with at least one dose of a COVID-19 vaccine?

[Do not read]

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

[Hide if Indigenous=02-04]

108. Ethnicity

What is your ethnic or cultural background?

[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

109. PostalCode

Finally, to help us better understand how results vary by region, would you please provide your postal code?

[If asked: "Your postal code will not be used to identify you or link your survey responses to you."]

[Do not read]

[TEXT; 6 characters; validate postal code format (e.g. A9A9A9)]

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

[Show if PostalCode=98,99]

110. FSA

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

[Do not read]

[TEXT; 3 characters; validate FSA format (e.g. A9A)]

- 99. No

Section 15: 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 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"

Wave 2b Questionnaire (web)

Introduction

Thank you for agreeing to take part in this survey being conducted on behalf of Elections Canada by Advanis.

The survey should take no more than 20 minutes to complete and is voluntary and completely confidential. Click [here](#) if you wish to go to the Elections Canada website to verify the authenticity of this survey.

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.

Section 1: Screening/Quotas

The first questions ask a bit about you so we know which questions to ask you later in the survey.

1. Citizen

Are you a Canadian citizen?

- 01. Yes
- 02. No [TERMINATE]

2. YOB

In what year were you born?

Record year: [4- digit number; min. 1905, max. 2021]

[Compute Age=2021-YOB]

[If Age<18, TERMINATE]

[If Age=19-24, Youth=01 "18 to 24"]

[If Age=25-34, Youth=02 "25 to 34"]

[Show if Age=18]

3. 18inGE

Were you 18 years of age on or before September 20, 2021?

- 01. Yes [Youth=01]
- 02. No [TERMINATE]

4. ProvTerr

In which province or territory do you live?

[Alphabetize 01-13]

- 01. British Columbia
- 02. Alberta
- 03. Manitoba
- 04. Saskatchewan
- 05. Ontario

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06. Quebec
07. New Brunswick
08. Nova Scotia
09. Prince Edward Island
10. Newfoundland and Labrador
11. Yukon
12. Northwest Territories
13. Nunavut
14. I live outside Canada [TERMINATE]

5. Employment

What best describes your current employment status?

01. Working full-time (35 or more hours per week)
02. Working part-time (less than 35 hours per week)
03. Self-employed
04. Not currently working due to COVID-19 restrictions
05. Unemployed, and looking for work
06. A student attending school
07. Training for a trade (e.g. apprenticeship)
08. Retired
09. A caregiver or homemaker
96. Other, please specify: [TEXT]
99. Prefer not to answer

[If Age=18-34 and Employment=04,05,08,09 and FallStudent<>01, NEET=01 "NEET youth"]

[If Age=18-34 and (Employment=06 or FallStudent=01), Student=01 "Student youth"]

6. Indigenous

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

01. No, not First Nations, Métis or Inuk (Inuit)
02. Yes, First Nations
03. Yes, Métis
04. Yes, Inuit
99. Prefer not to say

[Show if Indigenous=02]

7. FNonReserve

Do you live on a reserve?

01. Yes
02. No

[If Indigenous=02-04, go to DisabilityPreamble]

8. CanBorn

Were you born in Canada?

01. Yes
02. No

[If CanBorn=01, go to DisabilityPreamble]

9. CountryBorn

In what country were you born?

[DROPDOWN]

99. Prefer not to say

10. CanYear

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

Record year: [4- digit number; validate that (CanYear >= YOB and CanYear<=2021) or CanYear=98]

98. Don't know / don't remember

11. CitizenYear

In what year did you become a citizen of Canada?

Record year: [4-digit number; validate that (CitizenYear >= YOB and CitizenYear<=2021) or

CitizenYear=97,98]

97. I was born a Canadian Citizen

98. Don't know / don't remember

[If CitizenYear>2015, NewCanadian=01 "New Canadian"]

[Show if CitizenYear=2015]

12. Citizen2015

Did you become a Canadian citizen before or after October 19, 2015? [Hyperlink note on date: A federal election was held on October 19, 2015.]

01. Before

02. After [NewCanadian=01]

DisabilityPreamble

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.

The next questions will ask if you have any difficulty doing various activities, and if you do, we may ask you a few questions later in the survey about how accessible Elections Canada's services are for you.

13. TaskDifficulty

How much difficulty, if any, do you have with ...

[GRID] [ROWS; ROTATE]

_Hearing	Hearing, even when using a hearing aid?
_Seeing	Seeing, even when wearing glasses or contacts?
_Mobility	Going up and down a flight of stairs without resting?
_Dexterity	Using your fingers to grasp a small object like a pencil?

[COLUMNS]

00. No difficulty

01. Some difficulty

04. A lot of difficulty

07. I cannot do this at all

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

14. DailyDifficulty

Thinking about your daily activities, how much difficulty, if any, do you have with ...

[GRID] [ROWS; ROTATE]

- _Pain Chronic or recurring pain?
- _Cognitive Learning, remembering or concentrating?
- _Mentalhealth A mental health, psychological or emotional health condition?
- _Development A developmental disability or disorder, for example Down syndrome or autism?

[COLUMNS]

- 00. No difficulty
- 01. Some difficulty
- 04. A lot of difficulty
- 07. I cannot do most activities because of this
- 98. Don't know
- 99. Prefer not to say

[Sum the valid levels (i.e. values of 0,1,4,7) of all TaskDifficulty and DailyDifficulty variables to compute a total DisabilityScore with a range of 0 to 56.]

[98 and 99 responses count as missing but should not exclude other row responses from being counted toward the DisabilityScore. If all TaskDifficulty and DailyDifficulty responses are 98 or 99, then DisabilityScore would be missing.]

- [If DisabilityScore=0-1, DisabilityLevel=00 "No disability"]
- [If DisabilityScore=2-3, DisabilityLevel=01 "Mild disability"]
- [If DisabilityScore=4-6, DisabilityLevel=02 "Moderate disability"]
- [If DisabilityScore=7-13, DisabilityLevel=03 "Severe disability"]
- [If DisabilityScore>=14, DisabilityLevel=04 "Very severe disability"]

Section 2: Electoral Awareness and Knowledge

[Ask all]

15. W2_AwareGE

Are you aware that a federal election took place on September 20, 2021?

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

[Hide if CitizenYear>2019 or YOB>2001]

16. Voted2019

Did you vote in the previous federal election held on October 21, 2019?

- 01. Yes

- 02. No
- 97. I was not eligible to vote in 2019
- 98. Don't remember

17. Polinterest

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

[Split sample Duty and Choice]

18. Duty

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?

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

19. Choice

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?

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

The next few questions are about voting in a Canadian federal election.

[Randomize order of next 3 questions]

20. W2_KnowReg_Update

To the best of your knowledge, do you need to update your voter registration if your information changes – for example if you moved or changed your name?

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

21. W2_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?

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

22. W2_KnowReg_Online

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

[Rotate W2_KnowID_Identity and W2_KnowID_Address]

23. W2_KnowID_Identity

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

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

24. W2_KnowID_Address

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

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

25. W2_KnowWaystoVote_aid

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

[Randomize 01-05]

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

[Show if FNonreserve=01 and W2_AwareGE=01]

26. FNonReserve_Poll

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

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

27. W2_ECInfoSource

When you think about getting information about when and where to vote, or any other information you need on the voting process, who or which organization first comes to mind?

[OPEN-ENDED]

98. Don't know

28. W2_ECInfoTrust

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. Don't know

Section 3: Aided recall of EC advertising and communications

[Show Section if W2_AwareGE=01]

29. W2_GotVIC

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

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

[Show if W2_GotVIC=01]

30. W2_VICcorrect

Was the following information correct on the card you received?

[GRID; ROWS]

_Name	Your name
_Address	Your address

[COLUMNS]

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

31. W2_GotBrochure

Do you remember receiving a brochure in the mail over the past few weeks or so describing how to prepare to vote in the federal election?

[DISPLAY IMAGE OF BROCHURE]

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

Section 4: Contact with EC during Campaign

[Show Section if W2_AwareGE=01]

32. W2_ECContact

During the campaign, did you contact Elections Canada?

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

[Show if W2_ECContact=01]

33. W2_ECContactMethod

How did you contact Elections Canada?

[Allow multiple selections except 98; randomize 01-06]

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

[Show if W2_ECContact=01]

34. W2_ECContactSat

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

35. W2_ECWeb

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

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

[Show if W2_ECWeb=01]

36. W2_ECWebSat

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

Section 5: Information Needs and Satisfaction

[Show if DisabilityLevel=01-04]

37. W2_AccessAware

Elections Canada offers a number of voting tools and services to make voting more accessible, for example, for Canadians with disabilities. How aware are you of the tools and services that are available?

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

[Show if DisabilityLevel=01-04 and W2_AwareGE=01]

38. W2_AccessInfoNeed

For this election, did you need information on:

[GRID; ROWS]

_Poll The accessibility of your polling place?

_Tools Accessible voting tools and services to assist you with voting?

[COLUMNS]

- 01. Yes
- 02. No

[Show if W2_AccessInfoNeed_Poll=01 or W2_AccessInfoNeed_Tools=01]

39. W2_AccessInfoEase

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

- 01. Very easy
- 02. Somewhat easy
- 03. Somewhat difficult
- 04. Very difficult
- 97. I did not look for this information
- 98. Don't know

[Ask all]

40. W2_FeelInformed_Voting

[Insert if W2_AwareGE<>01: The federal election was held on September 20, 2021.] Overall, how well informed do you feel you were about when, where and how to vote in the federal election?

- 01. Very informed
- 02. Somewhat informed

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- 03. Not very informed
- 04. Not at all informed
- 98. Don't know

[Show if W2_AwareGE=01]

41. W2_FeelInformed_Safety

How well informed do you feel you were about the health and safety measures for COVID-19 that were in place at the polls for this election?

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

[Show if W2_AwareGE=01]

42. W2_ECInfoSat

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

Section 6: Registration

[If W2_AwareGE<>01, skip to Section: Trust and Confidence in EC]

43. W2_RegCheck

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

- 01. Register to vote recently
- 02. Update your registration information
- 03. Check that you were already registered
- 04. Did none of the above
- 98. Don't know

[Show if W2_RegCheck=01-03]

44. W2_RegMethod

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

[Allow multiple responses except for 98; randomize 01-08]

- 01. Contacted Elections Canada by phone
- 02. Contacted Elections Canada by mail
- 03. Contacted Elections Canada through website

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- 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 W2_GotVIC=01] I made sure my voter information card was correct
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_RegCheck=01-03]

45. W2_RegEase

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

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

Section 7: Voter Participation

46. W2_Voted

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

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

[Show if W2_Voted=01-03]

47. W2_ReasonDidNotVote

What is the main reason you did not vote?

[Randomize 01 to 21]

- 01. Too busy
- 02. Out of town / away from home
- 03. Illness or disability
- 04. Did not feel comfortable going to vote due to COVID-19
- 05. Needed to quarantine due to exposure to COVID-19
- 06. Not interested in politics
- 07. Lack of information about campaign issues or parties' positions
- 08. Did not like the candidates, parties, or campaign
- 09. Felt voting would not make a difference
- 10. Did not know who to vote for
- 11. Could not prove identity or address
- 12. Not on voters list
- 13. Transportation problem / polling station was too far
- 14. Lack of information about the voting process (e.g. when or where to vote)

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15. Lineups were too long
16. Issues with the voter information card
17. Missed the mail-in ballot deadline
18. Tried to vote by mail but did not receive ballot in time
19. Polling place was not accessible
20. Voting process was not accessible
21. Forgot to vote
22. Religious or other beliefs
96. Other reason, please specify: [TEXT]
97. No particular reason
98. Don't know

[Show if W2_ReasonDidNotVote=01]

48. W2_TooBusy_Reason

You indicated that you were too busy to vote. If you had to choose, which of the following most closely reflects your situation?

[Randomize 01-03]

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
96. Other, please specify: [TEXT]
98. Don't know

[Show if W2_ReasonDidNotVote=02]

49. W2_OutofTown_Reason

Were you away from home for work or personal reasons?

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

[Show if W2_ReasonDidNotVote=02]

50. W2_OutofTown_Planned

Would you say that your travel was planned or unplanned?

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

[Hide if W2_Voted=01-03,98] (i.e. did not vote)

51. W2_VoteMethod

You mentioned that you voted. How or where did you receive your ballot?

01. At the polling station on election day, September 20
02. At the advance polling station on September 10, 11, 12 or 13

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- 03. At a local Elections Canada office before election day
- 04. Received it in the mail
- 05. [Show if DisabilityLevel=01-04] Election officials visited my home so I could vote
- 96. Other, please specify: [TEXT]
- 98. Don't know [Skip to Section: Trust and Confidence in EC]

[Show if W2_VoteMethod=03]

52. W2_VotedOffice

Did you vote immediately at the local Elections Canada office, or did you take your ballot home with you to return it later?

- 01. Voted immediately
- 02. Took ballot home to return it later

Section 8: Going to the Polling Place

[Show section if W2_VoteMethod=01,02,03; else go to Section: Voter Identification]

53. W2_VoteTransport

You mentioned that you received your ballot at [Insert based on W2_VoteMethod=01,02,03: a polling station/an advance polling station/a local Elections Canada office]. What kind of transportation did you take to get there?

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

[Show if W2_VoteMethod=01,02,03]

54. W2_VoteTimeOfDay

Do you remember approximately what time it was when you went to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

- 01. [Hide if (W2_VoteMethod=01 and (ProvTerr = MB, ON, QC, NL, NB, NS, or PEI)) or W2_VoteMethod=02,03] Before 8 a.m.
- 02. [Hide if (W2_VoteMethod=01 and ProvTerr = QC) or W2_VoteMethod=02,03] 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.

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11. Between 5 and 6 p.m.
12. Between 6 and 7 p.m.
13. [Hide if W2_VoteMethod=01 and (ProvTerr = BC, YT)] Between 7 and 8 p.m.
14. [Hide if W2_VoteMethod=01 and (ProvTerr = BC, YT, AB, SK, or NWT)] Between 8 and 9 p.m.
15. [Hide if (W2_VoteMethod=01 and (ProvTerr<>ON, QC, or NU)) or W2_VoteMethod=02,03] After 9 p.m.
98. Don't know

[Show if W2_VoteMethod=01,02,03]

55. W2_TravelTime

To the best of your knowledge, how long did it take you to travel to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

56. W2_TravelReasonable

How reasonable was the distance from the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] to your home?

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

57. W2_PollFamiliar

Was the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] in a location that was familiar to you?

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

[Show if TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Mobility=01,04,07 or DailyDifficulty_Pain=01,04,07]

58. W2_PollLevelAccess

Did you need level access to enter the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]? [Hyperlink on "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.]

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

[Show if DisabilityLevel=01-04]

59. W2_PollAccessEase

How easy or difficult was it for you to enter and access the [Insert based on or W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

60. W2_PollDistancing

Did the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office] offer enough space to practice physical distancing?

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

61. W2_VoteSafety

Thinking about the health and safety measures for COVID-19 that were in place at the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office], how safe or unsafe did you feel you were during your visit?

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

62. W2_PollSuitable

Overall, would you say that the building where you received your ballot was...?

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

[Show if W2_VoteMethod=01,02 or W2_VotedOffice=01]

63. W2_VoteTime

To the best of your knowledge, how long did it take you to vote once you arrived at the [Insert based on W2_VoteMethod=01,02 or W2_VotedOffice=01: polling station/advance polling station/local Elections Canada office]?

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

[Show if W2_VoteTime=01 (i.e., if it's a number)]

64. W2_VoteTimeReasonable

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

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

Section 9: Voter Identification

[Show If W2_GotVIC=01 and W2_VoteMethod=01,02,03]

65. W2_BroughtVIC

Did you bring your voter information card with you to the [Insert based on W2_VoteMethod=01,02,03: polling station/advance polling station/local Elections Canada office]?

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

[Show If W2_VoteMethod=01-96 and ProvTerr=QC]

66. W2_IDoption1QC

Did you use your driver's licence to prove your identity and address in order to receive your ballot?

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

[Show If W2_VoteMethod=01-96 and ProvTerr<>QC]

67. W2_IDoption1

Did you use one of the following pieces of photo ID to prove your identity and address in order to receive your ballot?

- 01. Driver's licence
- 02. Provincial/territorial photo ID [Hyperlink note: 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 licence as a form of government-issued identification.]
- 03. [Show if ProvTerr = BC] BC Services Card
- 97. No, none of these
- 98. Don't know / don't remember

[Show if (W2_IDoption1QC=97 or W2_IDoption1=97) and Indigenous=02]

68. W2_IDoption1FN

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

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

[Hide if (W2_IDoption1QC=01,98 or W2_IDoption1=01-03,98 or W2_IDoption1FN=04,98)]

69. W2_IDoption2or3

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

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- 01. I provided 2 pieces of ID
- 02. [Show if W2_VoteMethod<>04] Someone vouched for me and I declared my identity and address in writing
- 03. [Show if W2_VoteMethod=04] Provided a signed affidavit with my name and address
- 98. Don't know / don't remember

[Show if W2_IDoption2or3=01]

70. W2_IDPiece_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]

- 05. [Show if W2_BroughtVIC = 01] voter information card
- 06. [Show if ProvTerr=MB,YT] health care card
- 18. utility bill (e.g. electricity, water, telephone, internet)
- 19. statement from a financial institution or insurance company, or personal cheque
- 20. residential lease or sub-lease
- 21. government cheque, statement of benefits or pension statement
- 22. income or property tax assessment
- 23. [Show if Student=01] correspondence issued by your school, college or university
- 24. [Show if Indigenous=02-04] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
- 25. [Show if Student=01] letter confirming your residence or stay from a student residence
- 26. 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. 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

[Show if W2_IDPiece_Address<=97]

71. W2_IDPiece_Second

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]

- 05. [Show if W2_BroughtVIC=01 and W2_IDPiece_address<>05] voter information card
- 06. [Show if W2_IDPiece_address<>06] health care card
- 07. birth certificate or citizenship card
- 08. Canadian passport
- 09. social insurance or old age security card
- 10. debit or credit card
- 11. [Show if Indigenous=02-04] band membership card, Indian status card, Métis card or card issued by an Inuit local authority
- 12. Canadian Forces identity card or Veterans Affairs health card
- 13. [Show if Student=01] student identity card
- 14. public transit card
- 15. other government-issued licence (firearms, fishing/trapping/hunting, liquor)

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16. card or identity bracelet issued by a hospital, clinic or long-term care institution
17. [Show if TaskDifficulty_Seeing=04,07] CNIB card
18. utility bill (e.g. electricity, water, telephone, internet)
19. statement from a financial institution or insurance company, or personal cheque
20. [Show if W2_IDPiece_address <> 20] residential lease or sub-lease
21. government cheque, statement of benefits or pension statement
22. income or property tax assessment
23. [Show if Student=01] correspondence issued by a school, college or university
24. [Show if Indigenous=02-04 and W2_IDPiece_address <>24] letter confirming your residence from a First Nations band or reserve, or an Inuit local authority
25. [Show if Student=01 and W2_IDPiece_address<>25] letter confirming your residence or stay from a student residence
26. [Show if W2_IDPiece_address<>26] 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. Other, please specify: [TEXT]
98. Don't know / Don't remember
99. Prefer not to say

[Show if W2_IDoption1QC=01 or W2_IDoption1=01-03 or W2_IDoption1FN=04 or W2_IDoption2or3=02,03 or (W2_IDPiece_Address<=97and W2_IDPiece_Second <= 97)]

72. W2_IDEase

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

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

Section 10: Vote by Mail Experience

[Show if W2_VoteMethod=04]

73. W2_MailApplyMethod

How did you submit your application to receive your special ballot in the mail?

01. Submitted an online application
02. In person at a local Elections Canada office
03. By fax
04. By mail/courier
05. Someone submitted it for me
96. Other, please specify: [TEXT]
98. Don't know / don't remember

[Show if W2_MailApplyMethod=01-04,96]

74. W2_MailApplyEase

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How easy or difficult was it to apply for your special ballot?

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

[Show if W2_VoteMethod=04]

75. W2_MailTime

After you applied to get your ballot in the mail, how long did it take to receive it?

- 01. Record number of days: [NUMBER; min. 1, max. 50]
- 98. Don't know

[Show if W2_MailTime=01 (i.e., if it's a number)]

76. W2_MailTimeReasonable

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

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

[Show if W2_VoteMethod=04 or W2_VotedOffice=02]

77. W2_VoteAssist

Did someone assist you with marking your ballot?

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

[Show if W2_VoteAssist=01]

78. W2_VoteAssistWho

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
- 03. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_VoteMethod=04 or W2_VotedECOOffice=02]

79. W2_SpecialBallotEase

How easy or difficult was it to complete your ballot using the special ballot voting kit?

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

98. Don't know

[Show if W2_VoteMethod=04 or W2_VotedECOOffice=02]

80. W2_VoteDeposit

After you filled out your ballot, how did you return it?

- 01. In the mail
- 02. A drop box at a local Elections Canada office or polling place
- 03. Someone returned it for me
- 96. Other, please specify: [TEXT]

[Show if W2_VoteDeposit=03]

81. W2_VoteDepositAssistWho

Who returned your ballot for you?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Someone from a political campaign such as a candidate or party volunteer
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

Section 11: Accessible Voting Services

[Show this section if DisabilityLevel=01-04 and (W2_VoteMethod=01,02,05 or W2_VotedOffice=01); else go to Section: Overall Satisfaction with Voting Experience]

82. W2_VoteAssist_Disability

When you voted, did someone assist you with marking your ballot?

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

[Show if W2_VoteAssist_Disability=01]

83. W2_VoteAssistWho_Disability

Who gave you assistance marking your ballot?

- 01. Someone you know such as a family member, friend or personal support worker
- 02. Elections Canada staff
- 96. Other, please specify: [TEXT]
- 98. Don't know / don't remember

[Show if W2_VoteAssist_Disability=01]

84. W2_VoteAssistSat_Disability

How satisfied were you with the assistance you received marking your ballot?

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

98. Don't know

[Show if TaskDifficulty_Hearing=04,07 or TaskDifficulty_Seeing=01,04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

85. W2_VoteAssistTools

Did you use any of the following tools or services to help you vote?

[GRID][ROWS]

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Hearing=04,07 or DailyDifficulty_Cognitive=04,07 or DailyDifficulty_Development=04,07)]

_Interpreter Language or sign language interpretation

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_LargePrintList Large-print list of candidates

[Show if TaskDifficulty_Seeing<>07 and (TaskDifficulty_Seeing=01,04 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Magnifier Magnifier

[Show if TaskDifficulty_Seeing=04,07]

_BrailleList Braille list of candidates

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_Template Tactile and braille template that fits onto the ballot

[Show if TaskDifficulty_Seeing=04,07 or TaskDifficulty_Dexterity=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07]

_SigGuide Signature guide

[Show if TaskDifficulty_Hearing<>07 and (TaskDifficulty_Seeing=01,04,07 or DailyDifficulty_Cognitive=01,04,07 or DailyDifficulty_Development=01,04,07)]

_Phone A personal smart phone to read the ballot

_Other Any other personal device or support you used

[COLUMNS]

01. Yes

02. No

98. Don't know

[Show if W2_VoteAssistTools_Other=01]

86. W2_VoteAssistTools_Personal

What other personal device or support did you use to help you vote?

[OPEN-ENDED]

98. Don't know

99. Prefer not to say

[Show if DisabilityLevel=01-04]

87. W2_ECStaffSensitivity

Overall, how sensitive would you say Elections Canada staff were regarding your needs when voting?

- 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

[Show if W2_VoteMethod=01,02,03,05]

88. W2_VoteLang

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

- 01. English
- 02. French
- 03. In both English and French
- 96. Other, please specify: [TEXT]
- 98. Don't know

[Show if W2_VoteLang=01-03]

89. W2_VoteLangSat

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

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

[Show if W2_VoteLangSat=02]

90. W2_VoteLangSat_Reason

Is there a specific reason you were not satisfied with the service you received in [Insert based on W2_VoteLang=01-03: English/French/both English and French]?

[OPEN-ENDED]

- 98. No specific reason
- 99. Don't know

[Show if W2_VoteMethod=01,02,05 or W2_VotedOffice=01]

91. W2_ECStaffSat

Overall, how satisfied were you with the services provided by Elections Canada staff when you voted?

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

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98. Don't know

[Show if W2_VoteMethod=01-96]

92. W2_VoteEase

Overall, how easy or difficult was it to vote?

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

[Show if W2_VoteMethod=01-96]

93. W2_VoteSat

Overall, how satisfied were you with your voting experience?

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

Section 13: Trust and Confidence in EC

[Ask all]

94. W2_GEFairness

Thinking about the September 20 federal election, how fairly would you say Elections Canada ran the election?

- 01. Very fairly
- 02. Somewhat fairly
- 03. Somewhat unfairly
- 04. Very unfairly
- 98. Don't know

95. W2_GETrust

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

- 01. Very high
- 02. Somewhat high
- 03. Somewhat low
- 04. Very low
- 98. Don't know

96. W2_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

97. W2_DemSat

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

Section 14: 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.

98. Gender

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

- 01. Female
- 02. Male
- 03. Or please specify your gender: [TEXT]
- 99. Prefer not to say

99. LangAtHome

What language do you speak most often at home?

- 01. English
- 02. French
- 96. Other, please specify: [TEXT]
- 99. Prefer not to say

[If LangAtHome=01 and ProvTerr=QC, OLMC=01 "English OLMC"]

[If LangAtHome=02 and ProvTerr<>QC, OLMC=02 "French OLMC"]

[If (LangAtHome=97,99) or (LangAtHome=01 and ProvTerr<>QC) or (LangAtHome=02 and ProvTerr=QC), OLMC=00 "Not OLMC"]

100. Education

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

- 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)

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- 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

101. HHsize

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

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

- 99. Prefer not to say

[Show if HHsize>1]

102. HHchild

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

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

103. HHincome

What was the total annual income of all members of your household combined, before taxes, in [Insert year previous to the year of the GE]?

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

104. Moved

Have you moved in the last 12 months?

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

105. W2_COVIDvaccine

Have you been vaccinated with at least one dose of a COVID-19 vaccine?

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

[Hide if Indigenous=02-04]

106. Ethnicity

What is your ethnic or cultural background?

- 01. White (e.g. English Canadian, Québécois, German, Italian)
- 02. South Asian (e.g., East Indian, Pakistani, Sri Lankan)
- 03. Chinese
- 04. Black
- 05. Filipino
- 06. Arab
- 07. Latin American
- 08. Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)
- 09. West Asian (e.g., Iranian, Afghan)
- 10. Korean
- 11. Japanese
- 95. Mixed background
- 96. Other group, please specify: [TEXT]
- 99. Prefer not to say

107. PostalCode

Finally, to help us better understand how results vary 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.

[TEXT; 6 characters; validate postal code format (e.g. A9A9A9)]

98. Don't know

99. Prefer not to answer

[Show if PostalCode=98,99]

108. FSA

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

[TEXT; 3 characters; validate FSA format (e.g. A9A)]

99. No

Section 15: 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 questions about this survey, you can contact Elections Canada: Contact Elections Canada – Elections Canada.

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"

3.2: Qualitative Research Instruments

Recruitment Screener

A. Screener

YOUTH, NEW CANADIANS, INDIGENOUS ELECTORS, GENERAL PUBLIC

Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian public opinion research firm. We're organizing a series of online discussion groups on behalf of Elections Canada to explore issues of relevance to Canadians. This study is a research project, not an attempt to sell or market anything.

Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

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."

The format is a round table online or virtual discussion led by a research professional from Phoenix Strategic Perspectives with up to 10 participants. A recording of the session will be produced for research purposes. The recording will be used only by the research professional to assist in preparing a report on the research findings. 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/>.)

The session will last an hour and 15 minutes and people who take part will receive a cash gift to thank them for their time. May we have your permission to ask you some questions to see if you fit in our study? This will take about 5 minutes.

Yes
No

CONTINUE
THANK/DISCONTINUE

NOTE:

If asked for information on the research company conducting the research, provide the following: Phoenix SPI is located at 1678 Bank Street, Suite 2, Ottawa, Ontario and can be reached at 1-844-960-1700.

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 1

[TERMINATION MESSAGE 1: Thank you for your interest. In order to participate you must be 18 years of age and a Canadian citizen.]

3. 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.)
For a federal or provincial government department or agency
For a political party
For Elections Canada

Yes THANK/TERMINATE: TERMINATION MESSAGE 2
No CONTINUE

[TERMINATION MESSAGE 2: 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.]

4. Did you work for Elections Canada at a polling station on an advance polling day or election day during the recent federal election held on September 20?

Yes THANK/TERMINATE: TERMINATION MESSAGE 2
No CONTINUE

5. Do you currently have a computer, either a desktop or laptop, with high-speed Internet that you have regular access to? This does not include smartphones or tablets.

Yes CONTINUE
No THANK/TERMINATE: TERMINATION MESSAGE 3

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[*TERMINATION MESSAGE 3: 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.]

6. 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: TERMINATION MESSAGE 2

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

First Nations	SKIP TO Q10	[INDIGENOUS]
Métis	SKIP TO Q10	[INDIGENOUS]
Inuit	SKIP TO Q10	[INDIGENOUS]
No	CONTINUE	

8. Were you born in Canada?

Yes	SKIP TO Q10
No	CONTINUE

[ASK IF Q8=NO]

9. Did you become a Canadian citizen before or after October 19, 2015?

Before	CONTINUE	
After	CONTINUE	[NEW CANADIANS]

10. Which of the following best describes your current employment situation? [GET MIX]

- Working full time (35 hrs. +)
- Working part time (under 35 hrs.)
- Caregiver or homemaker
- Student
- Training for a trade
- Retired
- Unemployed

[ASK IF 18-24 YEARS]

11. Are you currently attending school full-time or part-time?

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Yes **[YOUTH PSE IF Q10=STUDENT OR TRAINING FOR A TRADE]**
 No **[YOUTH NEET IF Q10=CAREGIVER/HOMEMAKER OR UNEMPLOYED]**

12. 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

13. 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

PSE + NEET: ONCE THESE GROUPS ARE FULLY RECRUITED, DROP Q11.
NEW CITIZENS: ONCE THE NEW CITIZEN GROUPS ARE FULLY RECRUITED, DROP Q8 AND Q9.
INDIGENOUS: ONCE THE INDIGENOUS GROUPS ARE FULLY RECRUITED, DROP Q7.

[GO TO INDUSTRY SCREENING AND CONSENT]

PERSONS WITH DISABILITIES

INTRODUCTION: Hello/Bonjour, my name is [INSERT]. I'm calling from Phoenix Strategic Perspectives, a Canadian public opinion research firm. We're conducting research on behalf of Elections Canada to explore issues of relevance to Canadians. This study is a research project, not an attempt to sell or market anything.

Would you prefer to continue in English or French? / Préférez-vous continuer en français ou en anglais?

Yes, continue in English	CONTINUE
Yes, continue in French	CONTINUE
No	THANK/DISCONTINUE

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?

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 CALL-BACK
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 online discussions groups and interviews for Elections Canada to discuss issues of importance to Canadians. Participation is completely voluntary, and you will receive a cash gift as a thank you. We are interested in your opinions only. 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? We'll provide more information about the study after we 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

3. 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 1

[TERMINATION MESSAGE 1: Thank you for your interest. In order to participate you must be 18 years of age and a Canadian citizen.]

4. Do you currently have a computer, either a desktop or laptop, with high-speed Internet that you have regular access to? This does not include smartphones or tablets.

Yes CONTINUE
 No THANK/TERMINATE: TERMINATION MESSAGE 3

[*TERMINATION MESSAGE 3: 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.]

5. 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 OF "A LOT" AND "CANNOT DO THIS".]

	No difficulty	Some	A lot	Cannot do this
a. hearing, even when using a hearing aid?	CONTINUE	CONTINUE	[HEARING]	CONTINUE
b. seeing, even when wearing glasses or contact	CONTINUE	CONTINUE	[VISUAL]	[VISUAL]
c. going up and down a flight of stairs without resting?	CONTINUE	CONTINUE	[MOBILITY]	[MOBILITY]
d. using your fingers to grasp a small object like a pencil?	CONTINUE	CONTINUE	[MOBILITY]	[MOBILITY]

6. 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 OF "A LOT" AND "CANNOT DO MOST ACTIVITIES".]

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- 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 "A LOT" OR "CAN'T DO" TO ONE OR MORE OF A-C = [MENTAL HEALTH/COGNITIVE DISABILITY]

No difficulty*

Some difficulty*

*THANK/TERMINATE IF Q5 ≠ ONE OF HEARING, VISUAL OR MOBILITY: TERMINATION MESSAGE 2

[TERMINATION MESSAGE 2: 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.]

[SKIP IF MENTAL HEALTH/COGNITIVE DISABILITY]

7. 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

CONTINUE

Fairly Comfortable

CONTINUE

Not Very Comfortable

THANK/TERMINATE: TERMINATION MESSAGE 4

Very Uncomfortable

THANK/TERMINATE: TERMINATION MESSAGE 4

[TERMINATION MESSAGE 4: 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.]

8. 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.)

For a federal or provincial government department or agency

For a political party

For Elections Canada

Yes

THANK/TERMINATE: TERMINATION MESSAGE 2

No

CONTINUE

9. Did you work for Elections Canada at a polling station on an advance polling day or election day during the recent federal election held on September 20?

Yes

THANK/TERMINATE: TERMINATION MESSAGE 2

No

CONTINUE

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10. 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

11. We have been asked to speak to participants from all different ages. May I have your age please?
RECORD: _____. [GET MIX]

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

12. 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

[GO TO INDUSTRY SCREENING AND CONSENT]

B. 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: TERMINATION MESSAGE 2
6 months to under 2 years	CONTINUE
2 or more years	GO TO Q5

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: TERMINATION MESSAGE 2

4. How many discussion groups have you attended in the past 5 years?

Fewer than 5	CONTINUE
5 or more	THANK/TERMINATE: TERMINATION MESSAGE 2

[SKIP TO Q7_INT IF **MENTAL HEALTH/COGNITIVE DISABILITY**]

5. Participants will be asked to voice their opinions in front of others. Do you feel comfortable doing this?

Yes	CONTINUE
No	THANK/TERMINATE: TERMINATION MESSAGE 5

[TERMINATION MESSAGE 5: Thank you for your cooperation. Since the focus groups we'd like to invite you to participate in is a round table discussion, you do need to be comfortable discussing your views with other people. For this reason, we are unable to invite you to participate.]

6. Participants invited to participate in an online focus group will need access to internet and a computer. Do you have access to these items?

Yes	CONTINUE
No	THANK/TERMINATE: TERMINATION MESSAGE 4

7. The discussion group will be 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

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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: TERMINATION MESSAGE 6

[TERMINATION MESSAGE 6: Thank you for your cooperation. Since the focus groups we'd like to invite you to participate will be recorded as part of the research design, we are unable to invite you to participate.]

7_INT With your permission, the interview would be audio-recorded. The recordings are used to help with analyzing the findings and writing the report. The results from the interviews 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: TERMINATION MESSAGE 7

[TERMINATION MESSAGE 7: Thank you for your cooperation. Since the interviews will be audio-recorded as part of the research design, we are unable to invite you to participate.]

[SKIP TO INVITATION IF **MENTAL HEALTH/COGNITIVE DISABILITY**]

8. 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: TERMINATION MESSAGE 8

[TERMINATION MESSAGE 8: Thank you for your cooperation. Since there may be people from Elections observing the session, we are unable to invite you to participate.]

[GO TO INVITATION]

C. Invitation to Participate

I would like to invite you to:

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 [ADJUST BASED ON AUDIENCE: \$100 / \$150] 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 30 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: _____

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)

- 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 talking 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 discussing how you voted, the outcome of the election, or specific parties or candidates.
 - The group will last 90 minutes.
 - If you have a cell phone or other electronic device, please turn it off.
- Describe focus group.
 - This is a "virtual round table" discussion.
 - 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.
 - I'd like to hear from everyone, so we have a range of opinions.
 - I'll try to call on you, but feel free to wave if you want to contribute.
- Explanations.
 - Your comments will be treated in confidence.
 - Anything you say during these groups will be held in confidence.
 - Our report summarizes the findings but does not mention anyone by name. The final report will be available through Library and Archives Canada.
 - We encourage you to not provide any identifiable information about yourself.
 - Your responses will in no way affect any dealings you have with Elections Canada or the Government of Canada.
 - The session is being recorded. The recordings remain in our possession and will not be released to anyone, even to the Government of Canada, without your written consent.
 - Recording is for report writing purposes/verify feedback.
 - There are people from Elections Canada involved in this project who will be observing tonight's online session. They will not participate in the session.
 - Purpose: oversee the research process and see your reactions first-hand.
- Any questions?
- Roundtable introduction: Please tell us your first name.

Voting Experience and Impressions (15 minutes)

As I mentioned, we'll be asking for your opinion on Elections Canada's information materials for electors, but before we get to that I'd like to take a few minutes to discuss your experience during the last federal election that was held on September 20.

1. To start, how many of you voted in the last federal election? [HAND COUNT]

For those of you who voted...

2. How did you vote ... in person, by mail? And when ... on Election Day or in advance? Was this at an advance polling station? MODERATOR: OTHER METHODS INCLUDE AT A LOCAL ELECTIONS CANADA OFFICE BEFORE ELECTION DAY, OR, FOR PERSONS WITH A DISABILITY, IN THEIR HOME WITH AN ELECTION OFFICIAL.
 - a. ADJUST BASED ON RESPONSES: **For everyone...** How many of you were aware that you could vote by mail? [HAND COUNT; NOTE DIFFERENCES BY VOTER STATUS]
 - b. **For those aware of the option to vote by mail...** Did you look in to voting by mail? Why is that?
 - c. **For those aware of the option to vote by mail and who voted in person...** Why did you decide not to vote by mail? Prompt as needed:
 - i. Concern about ballot not being received in time
 - ii. Confusion/lack of clarity/seemed complicated
 - iii. Wanted the option to change mind and potentially vote in person
 - iv. Wanted the option to wait until September 20 to decide who to vote for
3. What was your experience voting...how easy or difficult was the process of voting?
 - a. What made it easy? [NOTE DIFFERENCES BY IN PERSON VS. MAIL VOTING]
 - b. What made it difficult? [NOTE DIFFERENCES BY IN PERSON VS. MAIL VOTING AND FOCUS ON DIFFICULTIES RESULTING FROM COVID-19: E.G., LONGER WAIT TIMES BECAUSE OF PHYSICAL DISTANCING, LONGER TRAVEL TIME TO POLLS BECAUSE THEY COULDN'T BE IN SCHOOLS, ETC.]
 - c. Was this anyone's first time voting? If so, how did the experience match your expectations?
 - d. IF NOT ADDRESSED BY FEEDBACK, ASK: For those who voted in previous general elections, was the process of voting this time easier or more difficult and why?
4. For those of you who voted in person, did you notice the health and safety measures for COVID-19 that were in place at the polling station? Did the measures make you feel safe when casting your ballot? Why is that?

People don't or can't vote for a variety of reasons. For those of you who didn't vote...

5. Have you ever voted in an election in Canada, whether federal, provincial or municipal?
6. Is there any reason why you didn't vote in this recent federal election?
 - a. IF COVID-19/SAFETY IS MENTIONED, ASK: Is there anything Elections Canada could have done to have eased your concerns about voting during a pandemic or helped to have made it possible for you to vote during a pandemic?
 - b. **For those unaware of the option to vote by mail...** Would you have considered voting if you knew you could vote by mail this election?
7. What's your perception of the voting process...how easy or difficult do you think it is to vote? 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]

This next question is for everyone...

8. Did anyone look for information about how, where and when to vote? [HAND COUNT] [MODERATOR: LISTEN FOR ACTIVE SEEKING VERSUS PASSIVE/WAITING TO RECEIVE IT]

For those of you who looked for information about voting...

9. At what point during the election campaign did you start looking for this kind of information?
10. What type of information were you looking for?
11. Where did you go for this information, and did you find what you were looking for?

Review of Information Campaign Materials (55 minutes)

Now we're going to talk about some advertising and communications materials that were distributed during the recent federal election. The materials were designed to help Canadians understand when, where and the ways to register and vote as well as to provide information on the measures in place to ensure electors could register and vote safely and to ensure poll workers could do their job safely. These materials were part of a multi-media information 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.

We're going to review 6 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 at the beginning of the election period and work our way towards Election Day.

MODERATOR: THE ORDER OF ADS IS... [see below for selected ads]

- A. RECRUITMENT (2 ads)
- B. SAFETY CAMPAIGN (2 ads)
- C. REGISTRATION (2 ads)
- D. VOTER INFORMATION CARD (2 ads; rotate broadcast ads)
- E. EARLY VOTING OPTIONS (2 ads; rotate broadcast ads)
- F. ELECTION DAY (2 ads; rotate broadcast ads)

QUESTIONS FOR EACH SET OF ADS [40 MINUTES]

12. Do you recall seeing/hearing⁶ any of these ads during the election period? If so, which ones and where?
- a. [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]

13. What's your overall impression of these ads? Why do you say that?

⁶ MODERATOR: ADJUST LANGUAGE BASED ON ADS IN EACH PHASE.

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- Probe: Positive, neutral, negative impressions
14. Were these ads easy to understand? Why do you say that?
- Probe: Is anything unclear or confusing? If so, what?
15. What message are these ads trying to communicate? Do they communicate this message clearly? If not, why not?
- [IF NOT RAISED BY PARTICIPANTS] Call to Action probe:
 - What are the ads asking you to do? Is this clear? If not, why not?
 - [RECRUITMENT ADS] Would this ad encourage you to consider working at a polling station if you saw it at the start of the campaign? If not, why not? Probe: safety concerns re: COVID if not mentioned.
16. 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 12 THROUGH 16.

GUIDE/BROCHURE [5 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 ON SCREEN; PLAY THE AUDIO FOR THE VISUAL DISABILITY GROUP.]

17. Do you recall receiving this guide in the mail during the election period?
18. What's your overall impression of this guide? Why do you say that?
- Probes:
 - i. ...the layout?
 - ii. ...the use of graphics versus the text?
 - iii. ...the content...is it organized well?
19. [NEW CANADIANS/INDIGENOUS GROUPS]: Were you aware that this guide is available in other languages?
20. [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 [10 MINUTES]

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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.

21. Thinking about all the materials presented to you, do they work well together? That is, do they complement each other? Why is that?
22. Together do they give you an understanding of when and where to vote and the ways to register and vote? If not, what do you need more information about?
23. [IF SAFETY IS NOT MENTIONED AT Q22] And what about the safety of voting in person...do the ads give you a good sense of the measures put in place to keep electors and Elections Canada staff safe at advance polls and election day? If not, what do you need more information about?
24. Who do you think is the target audience for the information campaign? Why is that?
25. [VISUALLY IMPAIRED GROUP]: Did these ads and information pieces meet your needs?
 - a. Was there any information that you needed, but that you did not receive?
 - b. Was there a format that you needed to receive this information in, but that was not available?
 - c. What can Elections Canada do better to meet your voting needs?
26. If you saw one of these ads during the election campaign, let's say on social media, would you have any doubt about the sponsorship of the ad...that is, that the ad is from Elections Canada? If so, what is it about the any of the ads that would make you question their source?
27. Is there another way that Elections Canada should be communicating this information to you? If so, how?

Media Consumption (15 minutes)

The final thing I'd like to briefly talk about is the types of media you use to stay informed.

28. To start, what kinds of electronic devices do you use on a daily basis? [KEEP BRIEF]
 - Probes (if needed)
 - Smartphone
 - Tablet
 - Laptop/PC
 - TV/Smart TV
 - E-reader
29. Which media do you use on a daily basis, for what purposes and why? [MODERATOR: TAKE TIME TO LINK MEDIA TO PURPOSES]
 - a. Prompts for media: TV, internet, radio, print, social media
 - i. For those who mention TV: do you watch this with cable/satellite or stream it?
 - b. Prompts for purposes: entertainment, education, general knowledge, sports, news, etc.

30. And when it comes to TV shows and movies, or listening to music...do you stream this kind of entertainment?

31. **For those who use social media...**

- a. Which social media platforms do you use?
- b. Which one is most important to you and why?
- c. Do you generally engage with social media posts by liking, sharing or commenting?
- d. **For those of you who recalled Elections Canada's ads on social media**, did you engage with them in any way? If so, how and why did you do so? If not, why not?

32. How many of you keep yourself informed on current events and politics? [HAND COUNT] Why is that?

33. What sources do you typically use to get information about current events and politics? Why is that?

34. Which sources do you consider the most credible or trustworthy? Why is that?

Conclusion

We've covered a lot tonight and I really appreciate you taking the time to share your opinions. CHECK WITH OBSERVERS TO SEE IF THERE ARE ANY LAST QUESTIONS.

19. Do you have any thoughts about the design of any future creative concepts and/or supporting materials related to voting?

20. What more, if anything, do you think Elections Canada could do to reach and engage more Canadians?

Thank you very much for your time. This concludes the discussion group. Your incentive will be available via e-transfer or a cheque. We will contact you by email to determine your preference.

3.3: Test Materials

Test materials for both the quantitative and qualitative research included a sample of Elections Canada's 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

Campaign/phase	Social Media ad (web videos with music, no voiceover)	Image ad (print image or animated web banner, no audio)	Broadcast ad (TV or radio; includes voiceover)
*W1b-e: Recruitment	15s video or 6s video	10s animated GIF	-
**W1b: Registration	15s video or 6s video	Image or 10s animated GIF	-
**W1c: VIC	6s video	Image or 10s animated GIF	30s video or 30s audio
**W1d: Early voting options	15s video or 6s video	Image or 10s animated GIF	30s video or 30s audio
**W1e: Election day	15s video or 6s video	Image or 10s animated GIF	30s video or 30s audio

*Respondents had a 1 in 5 chance of seeing ads from this campaign.

**Respondents in this survey phase had a 4 in 5 chance of seeing ads from this campaign.

Qualitative Test Materials

Campaign/phase	Social media ad (web videos with music, no voiceover)	Image ad (print image or animated web banner, no audio)	Broadcast ad (TV or radio, includes voiceover)
Recruitment	15s video	10s animated GIF	
Safety campaign	60s infographic video	10s animated GIF	30s video or 30s audio
Registration	15s video	10s animated GIF	
VIC		10s animated GIF	30s video or 30s audio
Early voting options		Image	30s video or 30s audio
General population, Indigenous (Inuktitut)		Image	
Students living away from home		Image (Facebook)	15s video
Disabilities		Images (2)	
New Canadians		Image (Facebook)	