



Public Opinion Survey Following the November 26, 2012 By-Elections

FINAL REPORT

Submitted to:

Elections Canada

EKOS RESEARCH ASSOCIATES INC.

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TABLE OF CONTENTS

Executive Summary	v
1. Introduction and Methodology	1
1.1 Context.....	1
1.2 Methodology	1
2. Findings	3
2.1 Awareness of By-Elections	3
2.2 Voter Information	6
2.3 Interaction with Elections Canada.....	12
2.4 Voter Information Card and Voter Registration.....	14
2.5 Voting in the By-Election.....	19
2.6 Voter Participation	26
2.7 Proof of Identity/Address Requirements	29
2.8 Voting Experience	35
2.9 Accessibility	40
2.10 Perceptions of Fairness	43
2.11 Use of Technology	44
2.12 Socio-demographics	45

APPENDIX A: Survey Questionnaire

APPENDIX B: Response Rate Table

EXECUTIVE SUMMARY

On November 26, 2012, by-elections were held in three federal constituencies: Calgary Centre (Alberta), Durham (Ontario), and Victoria (British Columbia). Elections Canada commissioned EKOS Research Associates to conduct public opinion research with electors (eligible voters) in these ridings in the days immediately following the by-elections. A telephone survey was conducted in December 2012 with a total of 1,503 eligible voters spread evenly across the three ridings. Riding results can be considered to be accurate to within +/-4.4 per cent, 19 times out of 20.

Awareness of by-elections

- Overall awareness of the November 26, 2012 by-elections was very high in Durham and Victoria (94 and 95 per cent aware of the by-elections), although somewhat lower in Calgary Centre (83 per cent).
- Most electors heard about the by-elections through traditional news media like newspapers (56 and 50 per cent in Durham and Victoria, but 37 per cent in Calgary Centre), television (one in three in Durham and Victoria, but higher at 47 per cent in Calgary Centre), and radio (25 to 34 per cent in each riding). The Voter Information Card was the most widely cited information source specific to Elections Canada (15 to 21 per cent in each riding: lowest in Calgary Centre).

Information and advertising

- Most voters learned about voting procedures from an Elections Canada source such as the VIC (68 and 66 per cent in Durham and Victoria, while 55 per cent mentioned the VIC in Calgary Centre), the EC householder (9 to 11 per cent), the EC website (one to five per cent), a local EC office (one per cent), or a general EC source (one to three per cent). One in five found out through media like newspapers (9 to 13 per cent), radio (three to six per cent), and television (three to six per cent).
- About three to four in ten electors (41 per cent in Durham, while 36 and 41 per cent in Victoria and Calgary Centre) recall having seen or heard advertising about the by-election by Elections Canada.
- Electors who noticed this advertising most often saw it in newspapers (especially in Durham and Victoria, 50 and 53 per cent, while 34 per cent in Calgary Centre). Some heard an ad on the radio (15 to 18 per cent) or saw it on television (10 to 15 per cent)¹.
- Messages recalled from this advertising include the election date (22 to 29 per cent), a reminder to vote (20 to 23 per cent), and information about proving identification (9 to 14 per cent).

¹ It should be noted that Elections Canada did not produce any television ads for the by-elections.

Interaction with Elections Canada

- Few electors contacted Elections Canada during the campaign (three to five per cent); the majority of these say they got the information they needed, particularly in Victoria where virtually all respondents reported this to be the case.
- Although Elections Canada does not call electors to inform them about where or when to vote during elections, roughly one in ten electors overall (16 per cent in Durham) indicated, when asked, that they recalled having received a telephone call from Elections Canada during the campaign informing them about where and when to vote. That said, the self-reported turnout among these electors is 68 per cent, which is not significantly different from the overall population.

Voter information card and registration

- Most electors in each riding received a voter information card (VIC), addressed to them personally, telling them where and when to vote; however, this was only 69 per cent in Calgary Centre, compared to 87 and 92 per cent in Victoria and Durham.
- Most electors who did not receive their VIC in Durham (80 per cent) and Calgary Centre (60 per cent) did nothing specific to find out whether they were registered to vote in the by-election. In Victoria, 49 per cent did nothing, while 30 per cent found out at a polling station.
- Almost everyone who received their VIC indicated that their name and address were written correctly (97 to 99 per cent in each riding). Most voters took their VIC with them to vote (92 and 86 per cent in Durham and Victoria and 79 per cent in Calgary Centre).
- Around half could not recall any specific information on their VIC (52 and 49 per cent in Durham and Calgary Centre, while 41 per cent in Victoria). Some electors recalled information about identification (particularly in Victoria, around 32 per cent) and advance polls (20 to 25 per cent) on the VIC.

Voting

- The highest concentration of participation in the by-election was claimed in Victoria where 72 per cent of electors said they voted. In Durham this was 65 per cent and in Calgary Centre 48 per cent, although actual voter turnout figures are lower (less than 50 per cent in each of the ridings).²
- Almost half of those who mention having voted across the three ridings said they did so because it is their duty or right to vote (46 to 48 per cent).

² Previous post-election surveys by Elections Canada have also found that reported election participation is higher than actual voter turnout. These incongruities are likely due to a combination of sample and social desirability biases.

Non-voters

- Non-voters mention various reasons to explain their non voting behaviour, such as being too busy (especially in Victoria, 25 per cent), travel (14 to 17 per cent in the three ridings), lack of information (especially in Calgary Centre, around 21 per cent), and work (particularly in Durham, at 16 per cent).
- Many indicated they had intended to vote or usually vote, but circumstances prevented them from doing so this time.
- The majority in each of the ridings say that they would have voted or might have voted had an online voting option been available (58 and 59 per cent in Durham and Victoria, while 70 per cent in Calgary Centre).

Identification

- Almost all electors were aware that they must present proof of identity in order to vote in a federal election (96 to 99 per cent).
- Between one and two in four electors became aware of the voter identification requirements as a result of receiving a VIC in the mail (highest in Victoria at 43 per cent; 26 and 30 per cent in Calgary Centre and Durham). Some knew about these requirements from prior elections (18 to 25 per cent), general experience/knowledge (about a third), or when they went to vote (about one in ten).
- Virtually every voter who was aware of the proof of identification and address requirements had the required documents with them (96 to 99 per cent).
- Most electors presented a driver's license as their first (or only) proof of identity and address when they went to vote (85 to 91 per cent). Among those who mention having presented a second piece of documentation (n=220), six to 13 per cent also report that they used their driver's license. Other documents presented as first form of ID include passport, citizenship card, health card, and utility bill (under five per cent in each riding).
- Six to eight per cent presented a Voter Information Card as proof of identification. Of those who provided a Voter Identification Card, three in four also presented a driver's license.³
- Nearly all electors say it is very or somewhat easy to meet the identification requirements to vote (97 to 99 per cent).

Voter experience

- Most voters left from home when they headed to the polling station to vote (81 and 79 per cent in Victoria and Durham and 72 per cent in Calgary Centre). Some went straight from work to the polling station (13 to 19 per cent).

³ For the by-elections being held on November 26, 2012, the voter information card was accepted as one of two authorized pieces of identification at polling stations located in long-term care facilities, in seniors' residences, on Indian reserves and in students' residences located on campus.

- Most voted at a polling station on November 26 (highest in Durham at 86 per cent, while 81 per cent in Calgary Centre and 75 per cent in Victoria). Some voted during advance polls (highest in Victoria, 24 per cent; 12 and 15 per cent in Calgary Centre and Durham).
- Most electors found the distance to travel to vote to be convenient for them (96 to 99 per cent). Only a few (three per cent overall) had any difficulty reaching their polling station to vote.
- Just under half of electors (41 to 47 per cent) were unaware they could vote at any time during a federal election by mail.
- Everyone or nearly everyone was satisfied with the language of service (100 per cent) and time spent waiting to vote (96 to 98 per cent). Roughly nine in ten were satisfied with EC staff (87 to 92 per cent).
- Almost all voters say that voting was easy (88 per cent very easy; 9 per cent somewhat easy).

Accessibility

- Nine in ten voters say that the building where they voted was very accessible (89 to 95 per cent).
- About one in ten overall (15 per cent in Victoria) say there were not enough directional signs outside the building to help them find the entrance. Almost everyone (about 96 per cent) says there were enough signs inside the building to direct them to the polling station.
- Signs indicating level access for wheelchairs were noticed by 48 per cent in Durham, while 40 and 39 per cent in Victoria and Calgary Centre. The majority of these people say the signs were either highly visible (67 to 72 per cent) or somewhat visible (18 to 22 per cent).

Trust in election process

- Most electors say the election was run fairly by Elections Canada (61 to 73 per cent very fairly, 9 to 16 per cent somewhat fairly) and a few say that it was run unfairly (2 per cent somewhat unfairly and 1 per cent very unfairly). A significant minority said that they did not know (16 per cent). As a reference point, it can be stated that these results are similar to that of the 2011 general elections, except for the percentage of electors who thought that the election was run somewhat fairly (25 per cent in 2011) and those who did not know (6 per cent in 2011).

Use of Technology

- More than nine in ten electors (92 per cent overall) have access to the Internet. Most electors access the Internet through a laptop (63 to 73%) or a desktop (60 to 64 per cent), while more than two in five (44 per cent) use a smart phone and 29 per cent use a tablet.

1. INTRODUCTION AND METHODOLOGY

1.1 CONTEXT

The Chief Electoral Officer of Canada, an agent of the Parliament of Canada, exercises direction and supervision over electoral procedures at the federal level. As an independent, non-partisan agency, Elections Canada fulfills a mandate of conducting and monitoring all federal general elections, by-elections and referendums, ensuring that electoral activities are compliant with the provisions of the *Canada Elections Act*. Elections Canada is also mandated to conduct information programs that educate Canadians, to provide support to commissions charged with assessing Canada's electoral boundaries, and to conduct research into alternative voting methods. In order to evaluate its performance and to continue to refine its programs and services offered to the electorate and Canadians more broadly, Elections Canada periodically commissions public opinion research following electoral events.

On November 26, 2012, by-elections were held in three federal constituencies: Calgary Centre (Alberta), Durham (Ontario), and Victoria (British Columbia). Elections Canada commissioned EKOS Research Associates to conduct public opinion research with electors (eligible voters) in these ridings in the days immediately following the by-elections. Elections Canada uses the evidence from its public opinion research to help refine public programs, improve the quality of services delivered, and develop the Chief Electoral Officer's recommendations to Parliament. These results will contribute to the broader understanding of trends in Canadians' understanding and perceptions of Elections Canada's services and programs and elements of the electoral process, and challenges and barriers electors may face in participating.

1.2 METHODOLOGY

A telephone survey with a total of 1,503 eligible voters was conducted across the three ridings. This sample was collected randomly from the public using a random digit dial (RDD) process to select households. Individuals within households were randomly selected, based on who last celebrated a birthday. Results are considered to be accurate to within +/- 4.4 in each riding, 19 times out of 20. In order to test the questionnaire a small set of interviews was completed and results reviewed, including a thorough vetting of the audio recordings of the interviews, resulting in minor modifications. The survey data collection was conducted between December 6 and 20, 2012. The interview required an average of 14 minutes to administer, with trained, bilingual interviewers. The participation rate in the survey was 16 per cent. In order to increase the representativeness of the sample, the RDD sample was augmented with a small number of cases identified as cell phone only households from the EKOS Research Probit panel of online Canadians. Interviews in these households were also completed by telephone.

Survey results were weighted by age and gender within each riding to reflect population characteristics, due to a slight under representation of men and a moderate under representation of electors under the age of 35.

Open ended responses were reviewed and coded and banner tables created to explore results by key demographic characteristics (e.g., age, gender, education and income).

Results are presented in the text overall and then in bullets for specific segments of the sample if they are statistically and substantively different from the overall results for the entire sample. If differences are not noted in the report it may be assumed that they are either not statistically significant in their variation from the overall result or that the difference was deemed to be substantively too small to be noteworthy.

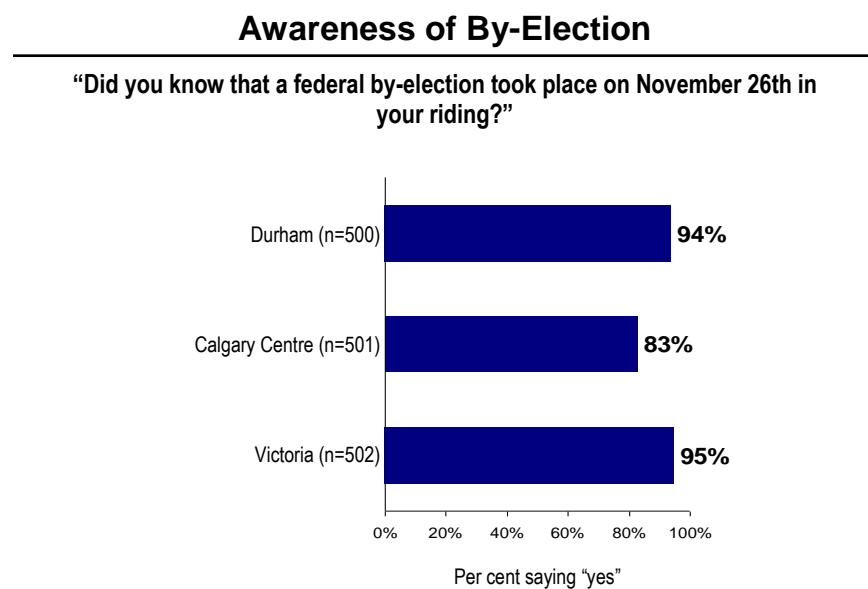
Readers should note that the proportion of respondents in the sample that said either “don’t know” or did not provide a response may not be indicated in the graphic representation of the results. Results may also not total to 100 per cent due to rounding.

2. FINDINGS

2.1 AWARENESS OF BY-ELECTIONS

a) Overall Awareness

Overall awareness of the November 26, 2012 by-elections was very high. Nine in ten electors overall (90 per cent) were aware that an election took place in their riding on that date. Awareness was higher in Victoria and Durham (95 and 94 per cent, respectively) and significantly lower, although still more than eight in ten, in Calgary Centre (83 per cent).



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Elections Canada Survey, 2012

- Younger voters are typically less aware of a by-election: 80 per cent of 18 to 34 year olds, compared to more than nine in ten electors 35 years and older.

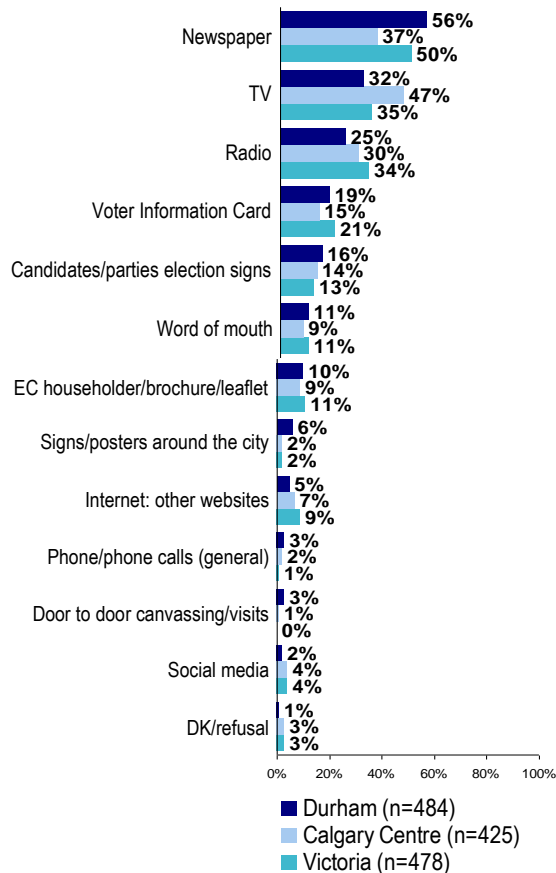
b) Sources of Information about the By-Elections

Newspapers, television and radio were the most commonly cited sources of information about the by-elections. Almost half of electors overall heard about the by-elections through newspapers (48 per cent), followed by 38 per cent who were made aware through television and 30 per cent through radio. Of sources specific to Elections Canada, the Voter Information Card was the most widely cited. Nearly one in five electors overall heard about a by-election by having received a voter information card in the mail (18 per cent), and a further ten per cent overall were made aware of a by-election because they received the EC householder brochure in the mail. One per cent report having heard about the by-election through the EC website. Around one in five electors heard about the by-election through candidates and parties elections signs (15 per cent) or signs and posters in their local area (three per cent). Some heard through word of mouth (10 per cent). The Internet (aside from the Elections Canada website) was a source for around one in ten, when taking account of websites (seven per cent) and social media (three per cent). Two per cent of electors heard about the by-election through telephone calls (from candidates, parties, and third party surveys). One per cent overall report having heard about the by-election through the news media (general), door-to-door canvassing visits, directly from political parties or candidates, working in the election (for EC or a party), and through the mail (flyers, pamphlets, etc. not specified as the EC householder).

Newspapers are more likely to have been a source for electors in Durham (56 per cent) and least likely in Calgary Centre (37 per cent). Television stands out more prominently in Calgary Centre (47 per cent, versus 32 per cent in Durham and 35 per cent in Victoria). Electors in Victoria are somewhat more likely to have cited radio as their information source (34 per cent, versus 30 per cent in Calgary Centre and 25 per cent in Durham).

Sources of Awareness

“From which sources do you recall hearing about the by-election?”



- Newspaper and television are more likely to have been sources of information among older electors (57 per cent of those 55 and older heard about the by-election through the newspaper, compared to 32 per cent under 35). Forty-one per cent of electors ages 55 and older heard about the by-election from TV, compared to 35 to 36 per cent of younger voters.
- Seventeen per cent of electors under 35 heard about the by-elections through word of mouth, compared to about eight per cent of older electors. Younger electors are also slightly more likely to report having heard about the election through websites (11 per cent) and social media (six per cent).
- Women (13 per cent) are somewhat more likely than men (eight per cent) to have cited the Elections Canada householder.

- Electors from middle-income households (\$40,000 to \$80,000) are more likely to have cited the Voter Information Card (24 per cent, compared to 20 per cent with incomes under \$40,000 and 15 per cent with incomes over \$80,000). Electors from lower income households are less likely than average to have heard about the election through newspapers (41 per cent).
- Electors who are not employed are slightly more likely (21 per cent) to have heard about the by-election by word of mouth, but less likely (28 per cent) to cite TV as the source.

2.2 VOTER INFORMATION

a) Voting Procedures

Electors were asked from what sources they got information about voting procedures such as where and when to vote and what was needed to prove their identity and address in order to vote. Overall, Elections Canada materials were mentioned by most electors (84 per cent in Durham and Victoria, while 73 per cent in Calgary Centre) and the majority learned about the voting procedures from their VIC. Electors in Durham are more likely to have gotten information from their VIC (68 per cent), followed by 66 per cent of voters in Victoria and 55 per cent in Calgary Centre. A further 16 per cent found out through another Elections Canada source such as the householder (9 to 11 per cent), the EC website (1 to 5 per cent), a local EC office (one per cent), or a general EC source (1 to 3 per cent). One in five found out through media like newspapers (9 to 13 per cent), radio (3 to 6 per cent), and television (3 to 6 per cent). Some heard about the voting procedures through family, friends or others (3 to 4 per cent), and from political parties or candidates (2 to 4 per cent) or campaigns (one per cent). Around one in ten learned from previous experience or knowledge (4 to 7 per cent), previous elections (1 to 3 per cent), or when voting (one per cent). A few others reported less specific sources, such as other pamphlets/brochures (1 to 3 per cent), the Internet or a website (1 to 4 per cent), or by phoning a 1-800 number (one per cent). Three to seven per cent did not get information from any source or did not intend to vote, while four to eight per cent did not know or can't remember where they got their information.

The proportions of electors who got information about voting procedures through other means are similar to the average across the three ridings.

Table 2.1: Sources of information on voting procedures

Where did you get information on voting procedures for this by-election? By that I mean, when and where to vote and how to prove your identity and address before voting*.	Durham	Calgary Centre	Victoria
Total:	484	425	478
Voter information card	68%	55%	66%
Newspapers	13%	9%	11%
EC householder - brochure / leaflet / reminder card (received in the mail)	11%	9%	9%
Previous experience	5%	4%	7%
Radio	3%	5%	6%
Television	3%	6%	5%
Friends/family/parents	3%	4%	3%
Previous elections	3%	3%	1%
Political parties/candidates	2%	4%	2%
Telephone (EC 1- 800 number)	1%	1%	1%
Other pamphlets/brochures	1%	3%	1%
Internet/Web site	1%	4%	3%
Elections Canada Web site	1%	5%	3%
Elections Canada (general)	1%	1%	3%
Local Elections Canada office in the electoral district	1%	1%	1%
At the polling station, when voting	1%	1%	1%
Campaigns	1%	1%	1%
Social media (Facebook, Twitter, etc)	0%	0%	1%
Other	1%	2%	1%
None/Did not intend to vote	3%	7%	3%
Don't know/Refusal	4%	8%	5%

*Up to three responses accepted among those aware of the by-election in their electoral district.

- Younger electors are more likely than the average to have gotten information from the EC website, although the incidence is fairly small (seven per cent).
- Electors between ages 35 and 54 are more likely to have gotten information on the voting procedure from their VIC (67 per cent, compared to 65 per cent of electors age 55 and older, and 55 per cent of electors ages 18 to 34).
- Electors 55 and older and retired voters are more likely than the average to have gotten information on voting procedure from newspapers (17 per cent each).
- Lower income electors are more likely than the average to have heard about the voting procedures through the EC householder (15 per cent).

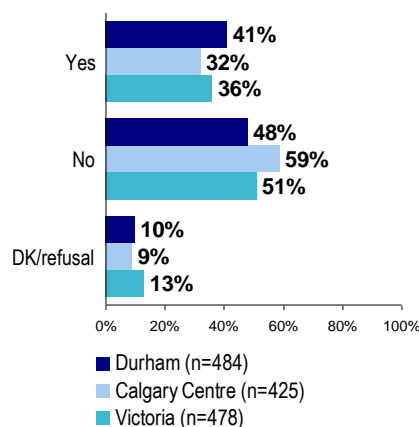
- Middle income electors are more likely than others to have found out about the voting procedures through a VIC (70 per cent).
- Electors who are not employed are less likely than others to have found out about the voting procedure from their VIC (54 per cent).

b) Elections Canada Advertisement

Electors were asked if they recalled seeing or hearing any Elections Canada advertising about the by-election. In Durham, 41 per cent of electors recall seeing or hearing Elections Canada advertising about the by-election; 36 per cent in Victoria recalled this advertising and 32 per cent in Calgary Centre recalled it.

Recall of EC Advertisements

“Did you notice an advertisement from Elections Canada about the November 26th by-election? By this I mean an advertisement by Elections Canada about the voting process.”



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Base: All aware of by-election

Elections Canada Survey, 2012

- Voters age 55 and older, as well as those who are retired, are more likely to have noticed advertising from Elections Canada about the by-elections (42 per cent, compared to 32 per cent of those under 35 and 35 per cent of 35 to 54 year olds).

c) Advertisement Sources

Electors who noticed this advertising from Elections Canada most often saw it in newspapers. In Victoria, 53 per cent of electors noticed the advertising in newspapers, compared to 50 per cent in Durham and 34 per cent in Calgary Centre. More than a quarter recall hearing an ad from Elections Canada on the radio (15 to 18 per cent) or on television (10 per cent in Durham and Victoria, and 15 per cent in Calgary Centre)⁴. Some also mentioned their VIC, or the EC householder (6 to 9 per cent) as the source of the advertising. Electors in Calgary Centre are more likely to have reported the voter information card as advertising (15 per cent, compared to nine per cent in Victoria and six per cent in Durham). A few mentioned seeing advertising in pamphlets or brochures (4 to 5 per cent), and some mentioned receiving mail generally (1 to 2 per cent). Some saw posters and signs around their area (2 to 4 per cent), the Elections Canada website (up to 3 per cent) or the EC office in their electoral district (1 or 2 per cent). Between 15 and 19 per cent do not recall where they saw or heard the advertising from Elections Canada.

Table 2.2: Recall of placement of advertising

Where did you notice advertising by Elections Canada about the by-election*?	Durham	Calgary Centre	Victoria
Total:	260	178	241
Newspapers	50%	34%	53%
Radio	16%	18%	15%
Television	10%	15%	10%
EC householder - brochure / leaflet / reminder card (received in the mail)	9%	6%	6%
Voter information card	6%	15%	9%
Pamphlets/brochures	4%	5%	4%
Signs/posters around area	4%	3%	2%
Mail	2%	1%	2%
Local Elections Canada office in the electoral district	2%	1%	1%
Elections Canada Web site	1%	3%	0%
Other	2%	4%	2%
Don't know/Refusal	15%	18%	19%

*Up to three responses accepted among those aware of the by-election in their electoral district

- Younger electors are more likely than older electors to have noticed advertising on the radio (31 per cent, compared to 15 per cent of 35 to 54 year olds and 11 per cent of those 55 and older).
- Older electors (58 per cent) and retired electors (56 per cent) are more likely to have noticed newspaper advertising than their counterparts.
- Men are more likely to have noticed radio advertising (21 per cent, compared to 12 per cent of women).

⁴ Elections Canada did not produce any television ads for the by-elections.

- Though the incidence is quite small, electors who are not employed are more likely to have noticed advertising on the Elections Canada website and at an EC office (six per cent each, compared to the average of one per cent).
- Lower income electors are more likely than average to have mentioned the VIC (16 per cent).

d) Content Recall

Electors who noticed some advertising were asked to recall what the main message talked about in the advertisement. One-quarter recall the advertising mentioned the date of the election; a further four to seven per cent recall information on the advance polling dates. Electors in Durham are more likely to have recalled a message about the date of the election (29 per cent, compared to 22 per cent in Calgary Centre and 23 per cent in Victoria). And two to three per cent recall a notice of the upcoming by-election. Just over one in five (20 to 23 per cent) recall a reminder to go vote and a further nine per cent indicate the message was an enticement to vote in Durham and Calgary Centre, although this is only two per cent in Victoria. One in ten (nine to 10 per cent) recall information about voters needing to prove their identity and address in order to vote in Durham and Calgary Centre, although this rises to 14 per cent in Victoria. Some remember seeing or hearing specific information such as the hours of the polling stations (8 to 10 per cent), a telephone number (3 per cent), where to go to vote (3 to 4 per cent), or the EC website (one per cent). A few recall messages about ways to vote, including how to vote (instructions, eligibility – 1 to 2 per cent), special voting rules (up to 2 per cent) and voting by mail (one per cent), and voting at a local EC office (1 to 3 per cent). Two to three per cent recall a reminder that they would get a VIC in the mail. Roughly two in five (36 to 41 per cent) do not recall what the advertising talked about.

Table 2.3: Recall of EC advertising content

What did the advertising talk about*?	Durham	Calgary Centre	Victoria
Total:	260	178	241
Election date	29%	22%	23%
Reminder to vote	23%	20%	22%
Voters must prove their ID/address before voting	10%	9%	14%
Enticement to vote	9%	9%	2%
Advanced polling dates	7%	4%	7%
Polling stations' opening hours	8%	10%	10%
Candidates'/parties' platforms and ridings	6%	4%	4%
Where to go vote	4%	4%	3%
Telephone number	3%	3%	3%
Voting at the local Elections Canada office	3%	1%	3%
Reminder that a VIC will come in the mail	3%	2%	2%
The upcoming by-election, what it is	3%	2%	3%
Special Voting Rules	2%	0%	1%
Voting by-mail	1%	0%	1%
How to vote (instructions, requirements)	1%	2%	3%
Website (elections.ca)	0%	1%	2%
Other	2%	1%	1%
Don't know/Refusal	36%	41%	40%

*Up to three responses accepted among those aware of the by-election in their electoral district

- Men are more likely to recall that the advertising included the election date (29 per cent, compared to 21 per cent of women).
- Higher income electors are more likely to recall that the advertising included the election date (32 per cent, compared to 16 per cent of those with incomes under \$40,000 and 26 per cent of those with incomes between \$40,000 and \$80,000).
- Middle income electors are more likely than average to have noticed the dates of advance polls (10 per cent).
- Lower income electors are more likely to recall information about candidates' and parties' platforms (nine per cent).
- Though the incidence is quite small, electors who are not employed are more likely to have noticed information about special voting rules.

2.3 INTERACTION WITH ELECTIONS CANADA

a) Attempts to Contact Elections Canada

Few electors contacted Elections Canada during the campaign, which was fairly similar across the three ridings (three per cent in Durham and five per cent in the other two ridings). Among those who did contact Elections Canada (n=59 across the three ridings), most said they got the information they needed, particularly in Victoria where virtually all respondents reported this to be the case. Just over one in ten said their questions were partially answered, although the concentration was higher in Durham. About one in ten said they did not get the information they needed, although the concentration was somewhat higher in Calgary Centre. Results should be interpreted with caution, however, given that these findings are based on 15 to 25 electors in each riding.

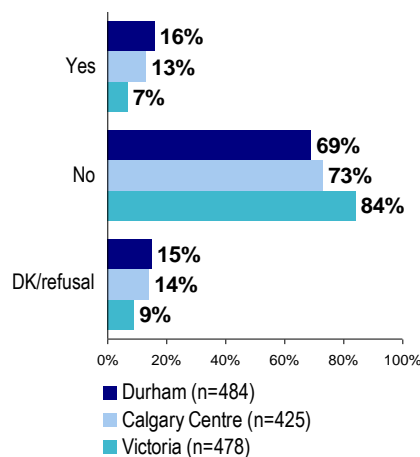
- Electors who are not employed are more likely to have contacted Elections Canada during the campaign (11 per cent, compared to three per cent of employed electors and four per cent of retired electors).

b) Calls from Elections Canada

Although Elections Canada does not call electors to inform them about where or when to vote during elections, roughly one in ten electors overall indicated, when asked, that they recalled having received a telephone call from Elections Canada during the campaign informing them about where and when to vote. This was highest in Durham, where 16 per cent indicated receiving such a phone call from Elections Canada. In Calgary Centre, 13 per cent say they received such a call, followed by seven per cent in Victoria. That said, it should be noted that the self-reported turnout among these electors is 68 per cent, which is a percentage not significantly different from the overall population.

Telephone Calls from EC

“So far as you can recall, did you receive a telephone call from Elections Canada informing you about where and when to vote during this by-election?”



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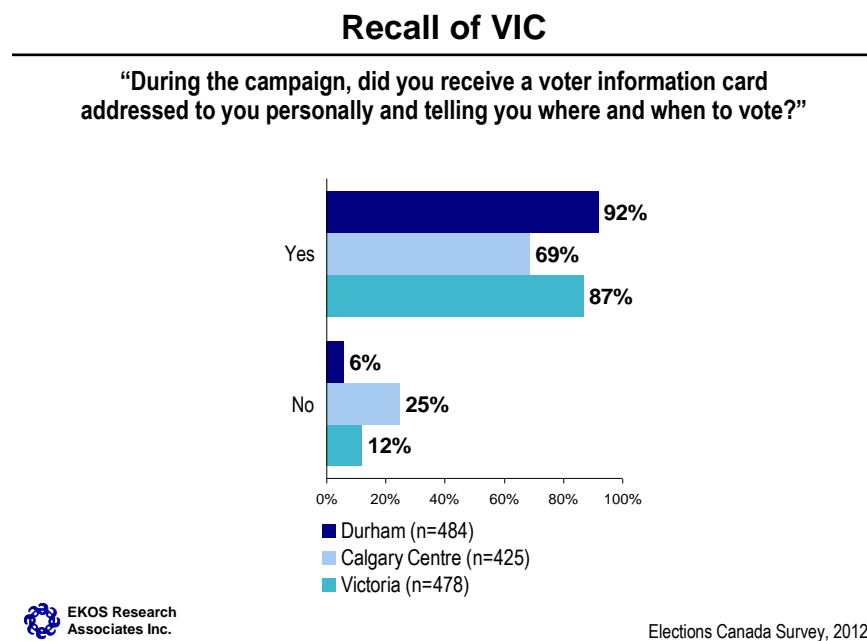
Base: All aware of by-election

Elections Canada Survey, 2012

2.4 VOTER INFORMATION CARD AND VOTER REGISTRATION

a) Recall of VIC

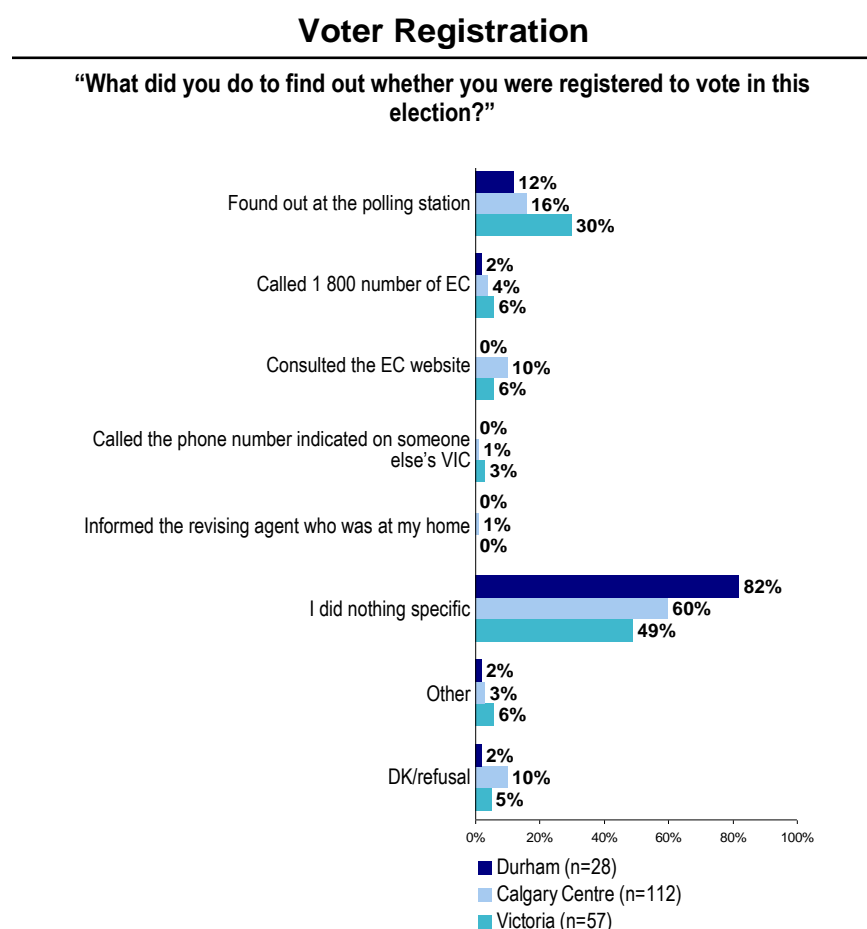
Electors' recall about having received a voter information card (VIC) addressed to them personally and informing them where and when to vote, was not entirely consistent across the three ridings. Electors who remember having received their VIC was highest in Durham (92 per cent) and lowest in Calgary Centre (69 per cent). In Victoria, 87 per cent recalled having received their VIC.



- Younger voters are least likely to report having received a voter information card: 65 per cent under the age of 35 say they received one (compared to 87 per cent or more of older electors).
- Retired electors are also more likely to have received a VIC (92 per cent), while those who are not employed are less likely to have received one (26 per cent).

b) Voter Registration

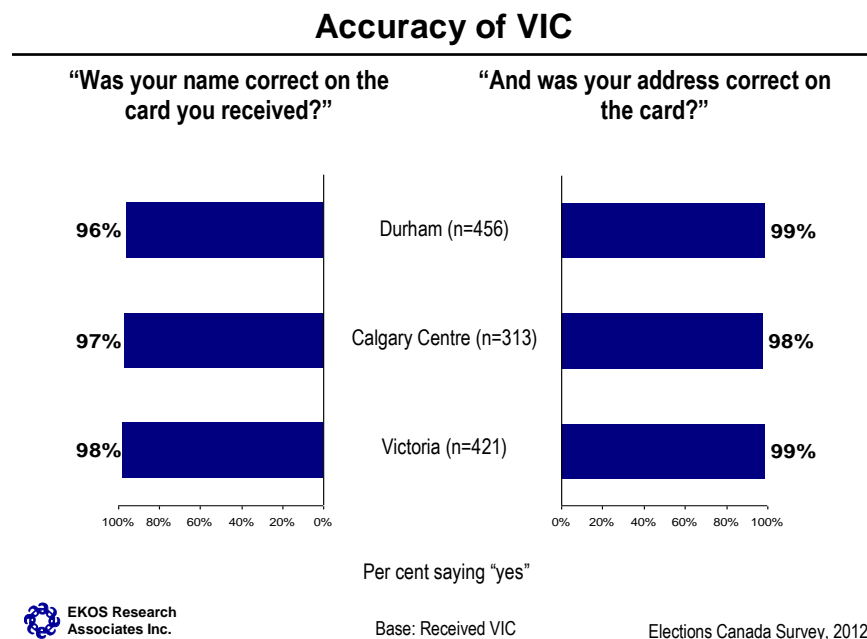
The majority of electors did nothing specific to find out whether they were registered to vote in the by-election (Durham, 82 per cent; Calgary Centre, 60 per cent; Victoria, 49 per cent). One in five found out at the polling station or at an Elections Canada office (significantly higher in Victoria at 30 per cent, compared to 12 per cent in Durham and 16 per cent in Calgary Centre). A few found out by visiting the Elections Canada website (Calgary Centre, 10 per cent and Victoria, 6 per cent, although it was zero in Durham) or calling the 1-800 number for Elections Canada (Durham, 2 per cent; Calgary Centre, 4 per cent; Victoria, 6 per cent). It is rare that electors found out about their registration by calling the phone number on someone else's VIC (one per cent overall), or through a revising agent at their home (one per cent overall).



- Though the incidence is quite small, electors ages 55 and older are more likely than the average to have called the telephone number on someone else's VIC.
- Retired voters are more likely than the average to have found out at the polling station or local EC office (33 per cent).

c) Accuracy of VIC

Of the electors who did receive a VIC in the mail, almost everyone indicated that their names were correct as written on the VIC (96 to 98 per cent). The addresses were correct for 98 to 99 per cent. Just over half (58 per cent) of those who encountered an error on their VIC (n=27) did something to correct the incorrect information on their card (Durham, 63 per cent; Calgary Centre, 51 per cent; Victoria, 56 per cent).



- There are no significant subgroup differences.

d) Recall of VIC Content

Nearly half of electors who received a VIC in the mail could not recall any specific information that was provided on the card other than information on where and when to vote (41 to 52 per cent). One in five recalled seeing information about advance polls (20 to 25 per cent). More than one in five recalled a message about identification: some recalled a notice that voters need to show identification at the polls (especially in Victoria at 24 per cent, while 10 and 14 per cent in Durham and Calgary Centre), four to seven per cent recalled reading that the VIC cannot be used as a piece of identification, and about one per cent recalled a message about what identification is acceptable. Just under one in five recalled their polling station number (15 to 20 per cent). One in ten recalled a message about where (four to six per cent) and/or when to vote (three to five per cent). Five to eight per cent recalled seeing a reminder or enticement to vote. A few electors recalled a message about what to do if information on the VIC is incorrect (one to three per cent), a telephone number (three to five per cent), information for voting by mail or special ballot (two to three per cent), the Elections Canada website (more so in Calgary Centre at four per cent, while one per cent or less elsewhere), information about candidates or parties (one to two per cent), and accessibility options for voting (one to two per cent). Other responses (one to two per cent) included messages about eligibility to vote.

Table 2.4: Recall of VIC content

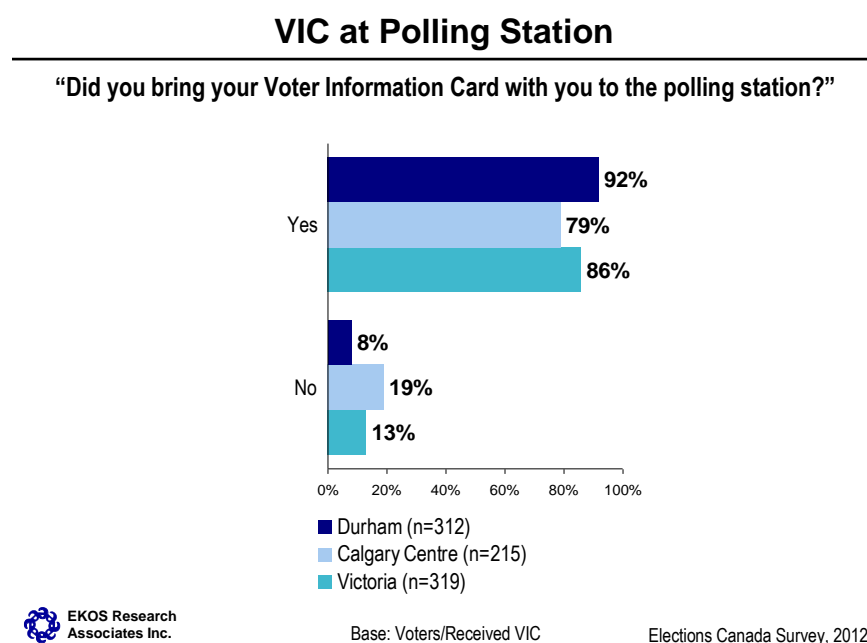
In addition to providing information about where and when to vote, what did the Voter Information Card talk about*?	Durham	Calgary Centre	Victoria
Total:	456	313	421
Information about advance polls	20%	20%	25%
Polling station number	17%	20%	15%
Voters need to show ID at the polls	10%	14%	24%
Reminder/Enticement to vote	8%	5%	6%
Where to vote	6%	4%	4%
Voter Information Card cannot be used as an ID	5%	4%	7%
When to vote (date and times)	4%	5%	3%
Telephone number	3%	4%	5%
Voting by mail/ at local Elections Canada office/ Special Voting Rules	2%	2%	3%
Accessibility needs/disability requirements and options for voting	2%	0%	1%
Candidates information, party representatives, who was running	1%	2%	1%
What to do if information on the VIC is incorrect	1%	1%	3%
Website (elections.ca)	0%	4%	1%
What identification was acceptable to present/to bring	0%	0%	1%
Other	1%	2%	2%
Don't know/Refusal	52%	49%	41%

*Up to three responses accepted among those aware of the by-election in their electoral district

- Women are more likely to recall that electors need to show their identification at the polls (20 per cent, compared to 12 per cent of men).
- Middle-income electors are more likely than the average to recall advance polls (27 per cent, compared to 14 per cent with incomes under \$40,000, and 21 per cent with incomes \$80,000 and higher).

e) Voter Information Card Brought to Vote

Most voters took their VIC with them to vote (86 per cent overall). This was significantly higher in Durham (92 per cent), compared to 86 per cent in Victoria and 79 per cent in Calgary Centre.



- Retired voters were more likely (90 per cent) than the average to have brought their VIC with them to vote.

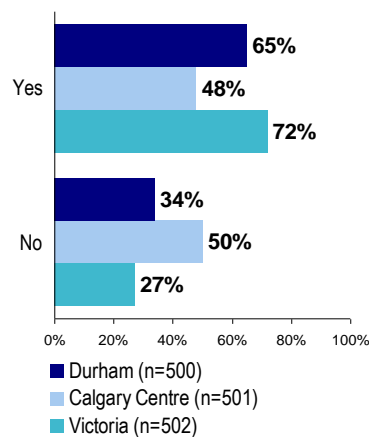
2.5 VOTING IN THE BY-ELECTION

a) By-Election

As in previous post-election surveys, there is a higher proportion of respondents who claim to have voted in the by-election compared to the actual voter turnout rate⁵ in the ridings. In Durham, 65 per cent of respondents say they voted in the by-election, compared to the actual voter turnout rate of 36 per cent. In Calgary Centre, 48 per cent say they voted in the by-election, compared to the voter turnout rate of 29 per cent. In Victoria, 72 per cent say they voted in the by-election, compared to the voter turnout rate of 44 per cent.

Reported Participation in By-Election

“Many people don’t or can’t vote for a variety of reasons. This is particularly true for by-elections, where voter turnout is often much lower than in general elections. Did you vote in the November 26th federal by-election?”



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Associates Inc.

Elections Canada Survey, 2012

- Reported participation is higher among older Canadians: 76 per cent among electors 55 and older, compared with 43 per cent of electors under 35 and 61 per cent of electors between 35 and 54.
- Reported participation is also higher among men (64 versus 59 per cent among women).

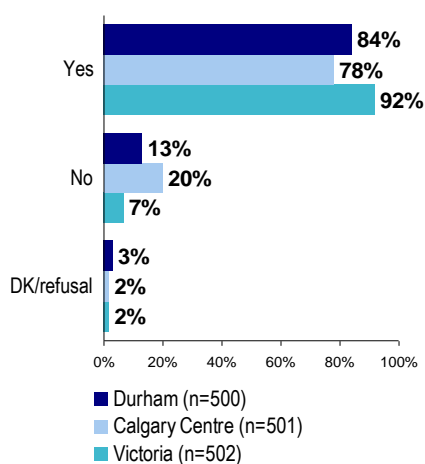
⁵ Based on Elections Canada preliminary turnout result for the November 26th by-elections.

b) 2011 General Election

Asked if they voted in the May 2, 2011 federal general election, the reported participation rate is 84 per cent overall, compared to actual voter turnout of 61 per cent.⁶ This is highest in Victoria (92 per cent), followed by Durham (84 per cent), and Calgary Centre (78 per cent).

Participation in 2011 General Election

“Did you vote in the May 2nd, 2011, federal general election?”



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Elections Canada Survey, 2012

- Seven in ten of the electors reporting participation in the 2011 general election said that they also voted in the by-election, although 30 per cent said that they did not vote in the by-election. Of those who did not vote in the general election 86 per cent also did not vote in the by-election (although 14 per cent said that they did).
- The participation pattern is similar to that of the by-election with regard to age and retirement. Electors age 55 and older and retired electors are more likely than the average to say they voted (94 per cent each).
- Voters under age 35 are among the least likely to have voted (68 per cent).
- Lower income electors are also among the least likely to report that they voted (77 per cent of those with incomes under \$40,000, compared to 88 per cent of those with incomes over \$80,000), which is a pattern not found for the participation in the by-election.

⁶ Elections Canada, Voter Turnout at Federal Elections and Referendums (online), <http://www.elections.ca/content.aspx?section=ele&dir=turn&document=index&lang=e>

c) Reasons for Not Voting in the By-Election

Non-voters were asked the main reason why they did not vote in the by-election.⁷ The majority did not vote due to personal reasons, especially in Durham (71 per cent) and Victoria (69 per cent), and less often in Calgary Centre (63 per cent). Personal reasons for not voting include being too busy (16 to 25 per cent), travelling (being out of town, travelling abroad: 14 to 17 per cent), work (seven to 16 per cent), lack of interest/apathy (eight to 11 per cent), health issues, injuries or illness (particularly in Victoria, four to 13 per cent), transportation issues (one to two per cent), family obligations (4 per cent), and forgetting to vote (one to six per cent). Electors in Victoria are more likely to have cited illness, injury or health issues (13 per cent), and less likely to report work as a barrier (seven per cent) relative to the other two ridings.

Around one in five cited issues having to do with the electoral process/procedures as reasons for not voting, especially electors in Calgary Centre (25 per cent), with smaller proportions reporting these issues in Victoria (17 per cent) and Durham (14 per cent). Reasons having to do with the electoral process include lack of information generally (five to 13 per cent) as well as lack of information specifically related to the voting process (three to eight per cent), registration problems (two to three per cent), problems accessing the polls (one to two per cent), no documents to prove identification (about one per cent), and the polling station being too far away from home (one to two per cent). Electors in Calgary Centre are more likely to point to a lack of information (13 per cent).

Some non-voters said they did not vote due to political reasons, which was more often the reason for non-voters in Durham and Victoria (both 17 per cent) than for those in Calgary Centre (eight per cent). Political reasons for not voting are issues related to candidates (five to seven per cent), political parties (one to five per cent), and government and political parties (one per cent each); cynicism (about one per cent) and perceived meaninglessness of vote (one to seven per cent); and turning attention elsewhere (about one per cent). Although the incidence is quite small, electors in Durham are more likely to say they did not vote because of the perception that their vote is meaningless (seven per cent).

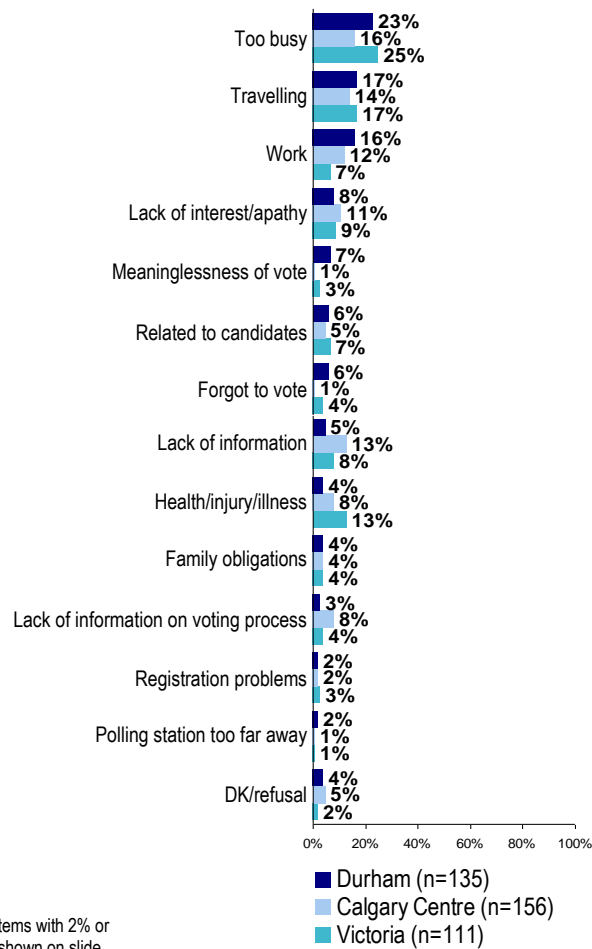
- Electors age 55 and older and retired electors are more likely to say that travel (22 per cent to 25 per cent) and health issues, injury or illness (13 to 24 per cent) were a barrier.
- Non-voters under the age of 35 are more likely than those who are older to mention family obligations (eight per cent) and lack of information (13 per cent) as the reasons why they did not vote.
- While employed electors were more apt to cite work as the reason for their non voting behaviour (15 per cent), those who are not employed were more apt than average to say they were too busy (37 per cent), had family obligations (12 per cent), registration problems (10 per cent), or transportation issues (seven per cent).
- For those in the lowest income brackets “too busy to vote” and health issues, injury or illness were more often cited as barriers (30 and 17 per cent, respectively).

⁷ Totals in this section do not equal 100 for each riding due to rounding, and respondents reporting multiple issues in multiple categories.

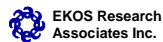
- Middle income electors are more likely to say they lacked information (18 per cent).
- Higher income electors are more likely to say that travel was the reason for their non voting behaviour (20 per cent) or that they were not interested (14 per cent).

Reasons for Not Voting

“What is the main reason you did not vote?”



Only items with 2% or more shown on slide



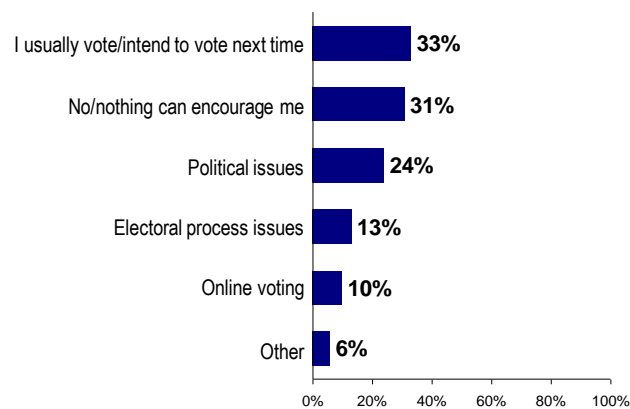
Base: Non-voters

Elections Canada Survey, 2012

Non-voters were asked, as an open-ended question, whether anything in particular could be done to encourage them to vote in the next federal election. One-third of respondents (33 per cent) indicated that they usually vote and/or intend to vote in the next election; some of these respondents indicated something just “came up” that prevented them from voting this time. On the other end of the spectrum, three in ten non-voters (31 per cent) say there is nothing that can be done to encourage them to vote. One-quarter (24 per cent) mentioned political issues get in their way of voting; these respondents suggested things like better candidates and more/clearer information about candidates’ and parties’ platforms could get them to vote in the future. Issues about the electoral/voting process were brought up by 13 per cent, who suggested things like more time to vote and more information about how, where and when to vote could encourage them to vote next time. One in ten non-voters (10 per cent) said they would be encouraged to vote if online voting were an option. Six per cent mentioned other issues or suggestions.

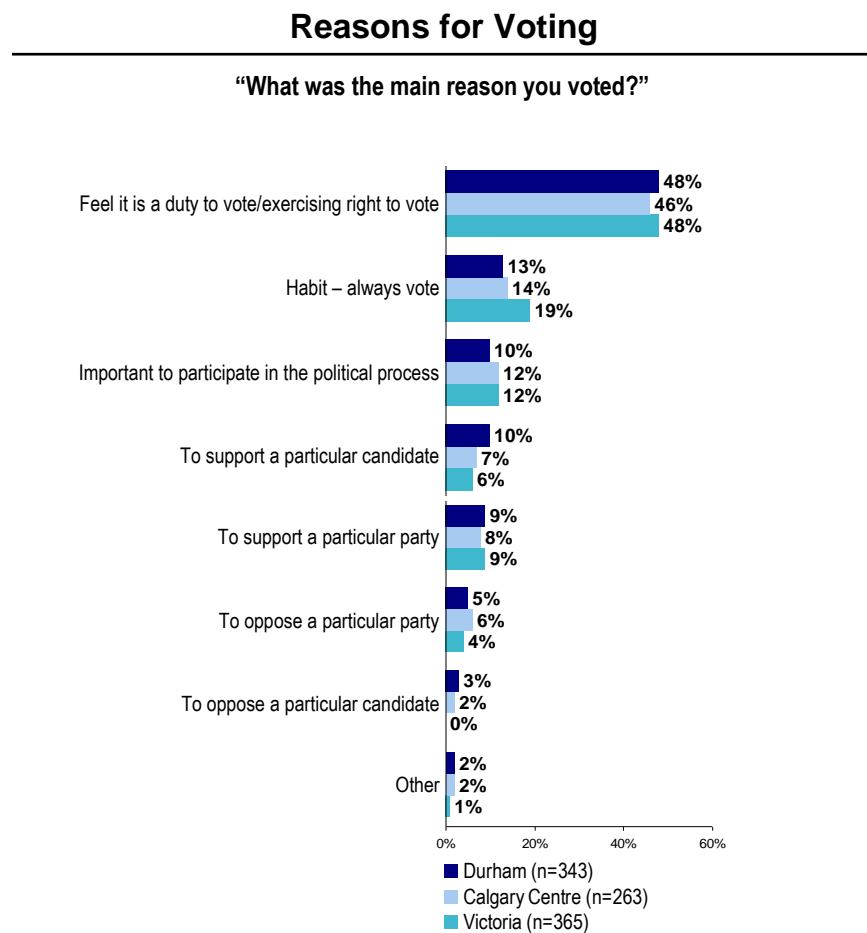
Suggestions to Encourage Non-Voters to Vote

“Is there something that could be done to encourage you to vote in the next federal election?”



d) Reasons for Voting

Among those who did vote, the main reason was centred on the sense of duty in exercising their right to vote (46 to 48 per cent in each of the ridings). Some said they vote out of habit (i.e. they always vote); higher in Victoria at 19 per cent, compared to 13 per cent in Durham and 14 per cent in Calgary Centre. One in ten overall (10 to 12 per cent in each riding) voted because they feel it is important to participate in the political process. One in four overall voted for specific political reasons, including to support or oppose a particular party (nine per cent and five per cent) and to support or oppose a particular candidate (eight per cent and two per cent).



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Base: Voters

Elections Canada Survey, 2012

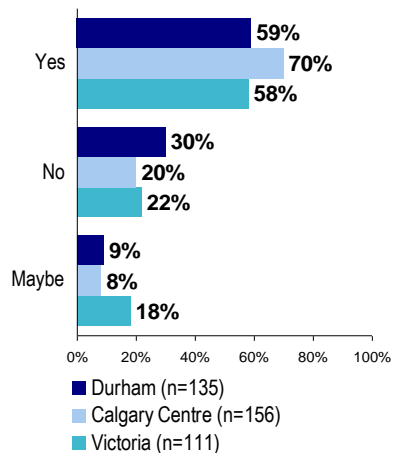
- Electors with incomes less than \$40,000 are less likely than the average to have voted because they feel it is their duty to vote (40 per cent).

e) Online Voting

Three-quarters of respondents who did not vote say they would have or maybe would have voted had there been the option to vote online. Six to seven in ten said they would have (Durham, 59 per cent; Calgary Centre, 70 per cent; Victoria, 58 per cent), and one in ten said they might have voted with this option (Durham, nine per cent; Calgary Centre, eight per cent; Victoria, 18 per cent). One-quarter (24 per cent) said they would not have voted even if online voting had been an option.

Potential for Online Participation

“Would you have voted if you were able to vote on the Internet using the Elections Canada Web site?”



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Base: Non-voters

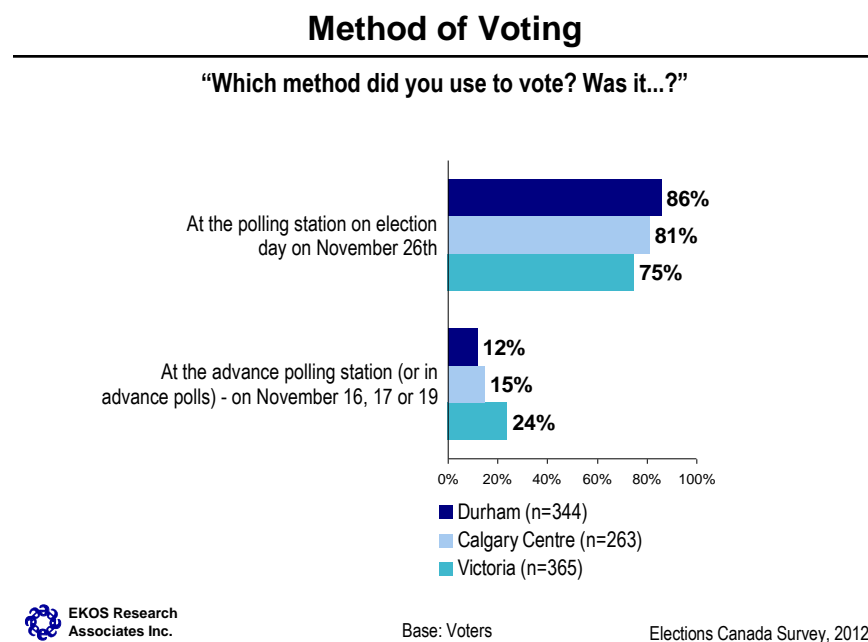
Elections Canada Survey, 2012

- Younger electors are more open to the possibility of voting online. Three-quarters of electors under the age of 35 (74 per cent) say they would have voted online (and ten per cent say they might have). This is compared to 64 per cent among those who are between 35 and 54 years old and 47 per cent of those who are 55 and older.
- Electors with lower incomes are slightly less likely (54 per cent) to say they would have voted if they could have done so online (compared with 66 per cent of those in the \$40,000 to \$60,000 range and 68 per cent of those with incomes greater than \$80,000).

2.6 VOTER PARTICIPATION

a) Method of Voting

Most electors voted at a polling station on election day. This was highest in Durham (86 per cent) and lowest in Victoria (75 per cent), with Calgary Centre in the middle (81 per cent). Some voted at advance polls held November 16, 17 and 18, highest in Victoria (24 per cent), followed by Calgary Centre (15 per cent) and Durham (12 per cent). Only a few voted at a local Elections Canada office (one per cent overall). No one reported voting by mail.



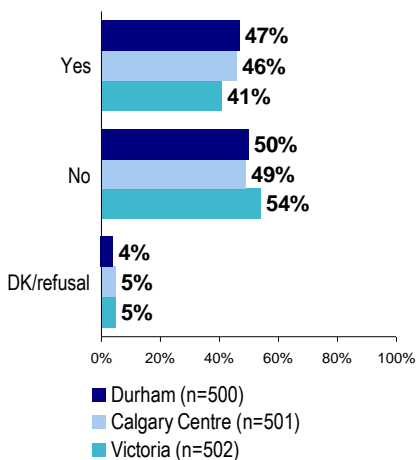
- Voters aged 55 years and older are more likely to have voted at advance polls (22 per cent, compared to 11 per cent of 18 to 34 year olds and 14 per cent of 35 to 54 year olds). Similarly, retired electors are also more likely to have voted at the advance polls (23 per cent).

b) Awareness of Voting Options

Half of electors were not aware that it is possible to vote by mail at any time during a federal election (Durham, 50 per cent; Calgary Centre, 49 per cent; Victoria, 54 per cent).

Awareness of Voting by Mail

“Did you know that it is possible to vote by mail at any time during a federal election?”



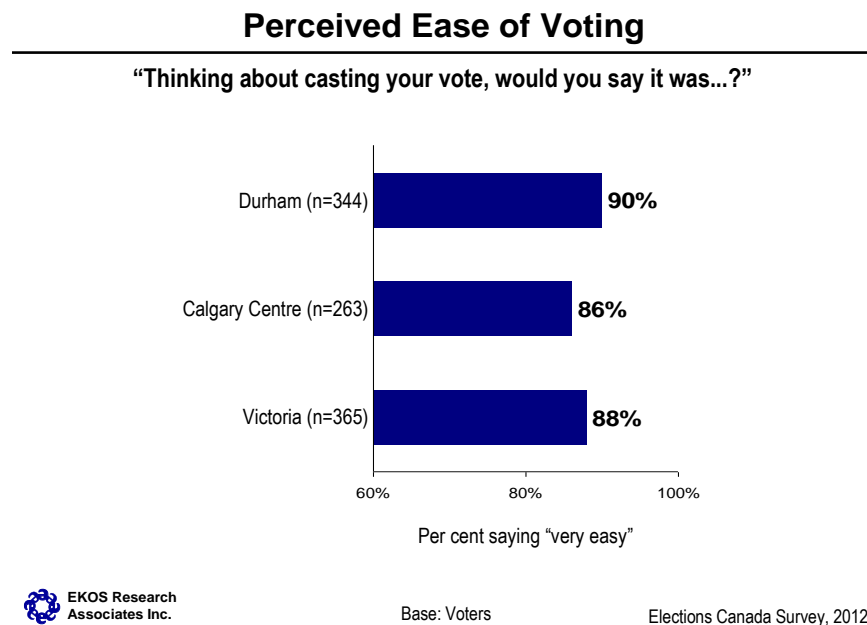
EKOS Research
Associates Inc.

Elections Canada Survey, 2012

- Awareness is slightly lower among women (53 per cent were not aware, compared to 48 per cent of men).
- It is also lower among employed electors (43 per cent aware), compared with retired electors (50 per cent).

c) Ease of Voting

Almost all voters thought that voting was easy. Most say it was very easy (Durham, 90 per cent; Calgary Centre, 86 per cent; Victoria, 88 per cent) and a few say it was somewhat easy (Durham, 9 per cent; Calgary Centre, 11 per cent; Victoria, 8 per cent). Only two per cent found it somewhat difficult and one per cent in Victoria found it very difficult.

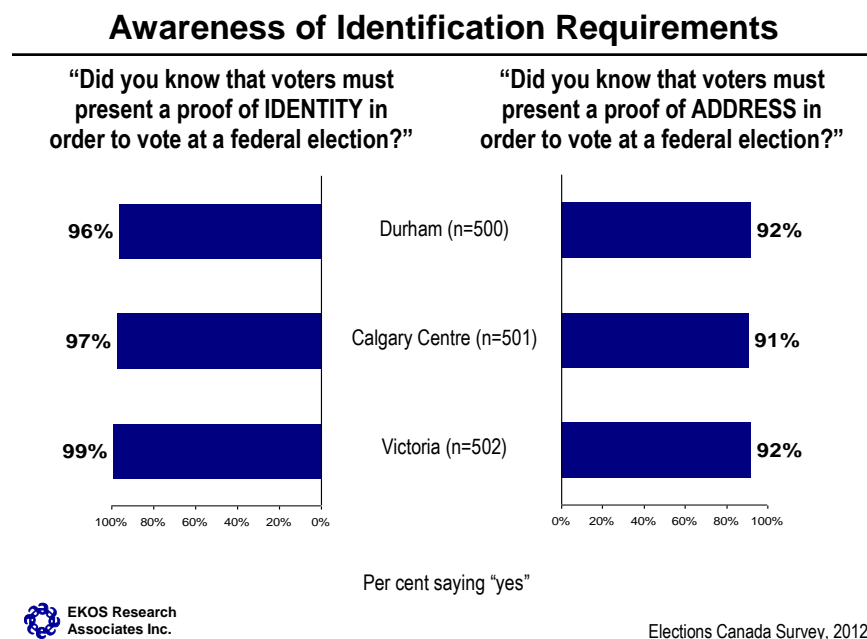


- There are no significant subgroup differences.

2.7 PROOF OF IDENTITY/ADDRESS REQUIREMENTS

a) Awareness of Requirements

Almost all electors were aware that they must present proof of identity in order to vote in a federal election (Durham, 96 per cent; Calgary Centre 97 per cent, Victoria, 99 per cent). Slightly fewer overall, but still the vast majority (91 to 92 per cent), were aware that proof of address must also be presented in order to vote in an election.



- Awareness is slightly higher among electors age 55 and older (99 and 91 per cent).

b) Source of Awareness

In Victoria the largest proportion of electors became aware of the voter identification requirements as a result of receiving a VIC in the mail (43 per cent). The proportion was considerably lower in Durham and Calgary Centre where prior knowledge and the VIC were recalled as the source by similar proportions of electors. More specifically, 26 and 30 per cent of Calgary Centre and Durham electors pointed to the VIC as a source, respectively, compared with 31 per cent citing prior knowledge or experience in these ridings. Citing previous elections was also reported by one in four electors in Durham, and slightly less often in Calgary Centre (20 per cent) and Victoria (18 per cent). Other sources were cited considerably less often. Roughly five per cent learned through receiving the EC householder. Nearly one in five learned about these requirements through television (five per cent), newspapers (seven per cent) and radio (five per cent). Four per cent found out about these through Internet sources (including three per cent through the Elections Canada website). One in ten (nine per cent) learned about the requirements when they went to vote. Another one in ten heard about the requirements by word of mouth (seven per cent), work (two per cent), school (one per cent), or party candidates (one per cent).

Table 2.5: Sources of Awareness of Voting Identification Requirements

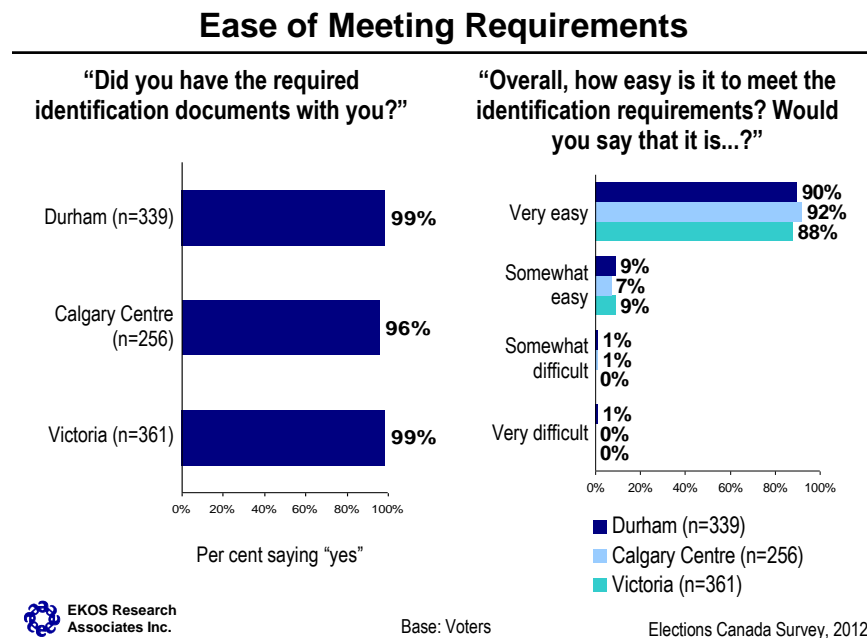
From what sources do you recall hearing about voter identification requirements?	Durham	Calgary Centre	Victoria
Total:	493	493	498
Experience/prior knowledge	33%	31%	31%
Voter Information Card (received in the mail)	30%	26%	43%
Previous election	25%	20%	18%
When I voted	11%	9%	7%
Newspaper	7%	7%	7%
Word of mouth (friends, relatives, colleagues)	7%	9%	6%
EC householder - brochure / leaflet / reminder card (received in the mail)	4%	6%	5%
Radio	3%	5%	6%
TV	3%	8%	4%
Through work	2%	1%	2%
Through school	2%	1%	1%
Through candidates'/parties' campaigns	1%	1%	1%
Elections Canada Website	0%	4%	4%
Internet: other websites	0%	2%	2%
Social media (Facebook, Twitter, etc.)	0%	1%	1%
Other source	2%	1%	1%
Don't know/Refusal	5%	7%	7%

- Electors age 55 and older and retired electors are more likely than the average to have heard about the requirements through receiving a VIC (37 per cent each) or newspaper (10 per cent).
- Electors under the age of 35 are more likely than the average to have learned about the requirements through word of mouth (18 per cent).
- Middle income electors are more likely than the average to have heard through receiving a VIC (41 per cent), and at the polling station (14 per cent).
- Electors who are not employed are more likely to have heard about the requirements by word of mouth (18 per cent) and through school (10 per cent).

c) Compliance with Identification Requirements

Virtually everyone who was aware of the proof of identification and address requirements and went to vote had the required documents with them. In Calgary Centre, four per cent did not have the required documents with them, while in both Durham and Victoria just one per cent was without the required documents.

Most electors feel that it is easy to meet the identification requirements to vote. Just two per cent say that requirements are difficult to meet in Victoria (one per cent in Calgary and none in Durham), while 98 per cent of the overall population feel that they are easy to meet, including nine in ten who feel the requirements are very easy to meet.



- Though the incidences are very small (between four and five per cent), voters between 18 and 24 years old, those with incomes between \$40,000 to \$80,000, and those not employed are slightly more likely to have presented themselves at the polling station without the required documentation.

d) Documentation Presented to Vote

Most electors presented a driver's license as their proof of identity and address when they went to vote (93 per cent in Durham, 87 per cent in Calgary Centre and 88 per cent in Victoria).

Overall, when taking account of both the first and second responses, around 10 per cent of electors presented other documents, such as a Canadian passport (two to six per cent), health card (two to four per cent), Canadian citizenship card (two per cent in Calgary Centre, while none in the other ridings), utility bill (one to four per cent), or provincial or territorial identification card (two per cent in Calgary Centre and Victoria, none in Durham) as a form of documentation. Six to eight per cent presented a Voter Information Card as proof of identification. Of those who provided a Voter Identification Card, three in four also presented a driver's license.

Table 2.6: Document presented as proof of identity/address (First Response)

Which document did you use to prove your identity and address? 1st Response	Durham	Calgary Centre	Victoria
Total:	338	250	357
Driver's Licence	91%	86%	85%
Health Card	2%	1%	0%
Voter Information Card ⁸	2%	3%	2%
Canadian Passport	1%	2%	4%
Provincial/Territorial Identification Card	0%	2%	2%
Certificate of Canadian Citizenship (Citizenship Card)	0%	2%	0%
Birth Certificate	0%	1%	0%
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water)	0%	1%	2%
Other	1%	2%	2%
DK/NR	1%	0%	1%

⁸ For the by-elections being held on November 26, 2012, the voter information card was accepted as one of two authorized pieces of identification at polling stations located in long-term care facilities, in seniors' residences, on Indian reserves and in students' residences located on campus.

Table 2.7: Document presented as proof of identity/address (Second Response)

Which document did you use to prove your identity and address? 2nd Response	Durham	Calgary Centre	Victoria
Total:	82	51	87
Voter Information Card	23%	16%	19%
Health Card	8%	7%	9%
Birth Certificate	7%	0%	3%
Driver's Licence	6%	6%	13%
Firearm Possession and Acquisition Licence or Possession Only Licence	5%	0%	0%
Canadian Passport	4%	7%	9%
Social Insurance Number Card	2%	3%	1%
Certificate of Indian Status (Status Card)	1%	0%	0%
Provincial/Territorial Identification Card	1%	0%	0%
Hospital/Medical Clinic Card	1%	0%	0%
Credit/Debit Card	1%	0%	2%
Employee Card	1%	0%	0%
Canadian Forces Identity Card	1%	0%	0%
Fishing, Trapping or Hunting Licence	1%	0%	0%
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water)	1%	8%	10%
Attestation of Residence issued by the responsible authority of a First Nations band or reserve	1%	0%	0%
One of the following, issued by the responsible authority of a shelter, soup kitchen, student/senior residence, or long-term care facility: Attestation of Residence, Letter of Stay, Admission Form or Statement of Benefits	1%	2%	0%
Parolee Identification Card	1%	0%	1%
Bank/Credit Card Statement	0%	2%	0%
Old Age Security Card	0%	0%	1%
Other	5%	4%	4%
None (not possible for 1st response)	25%	38%	21%
DK/NR	3%	8%	6%

- A driver's license is more likely to have been presented by higher income electors (96 per cent) compared to the average.
- Lower income electors and those not employed are more likely to have presented Canadian passports, utility bills, Canadian citizenship cards, and provincial/territorial identification cards.

e) Missing Documentation

Those people without the required documentation (n=14) were asked which pieces of identification or documentation they were missing.⁹ Among these, the largest number was missing documentation with their address (n=6), some were missing photo identification (n=3), and a few were missing documentation with their name (n=2). A few said, specifically, that they were missing their VIC (n=2), even though this specific item is not required to vote. Among these electors with missing documents, about one in four went back to find the missing documents (n=3), and all of these people say they voted. About one in five swore an oath with another registered elector (n=3). One person who did not have the required documentation reported that he did not vote.

2.8 VOTING EXPERIENCE

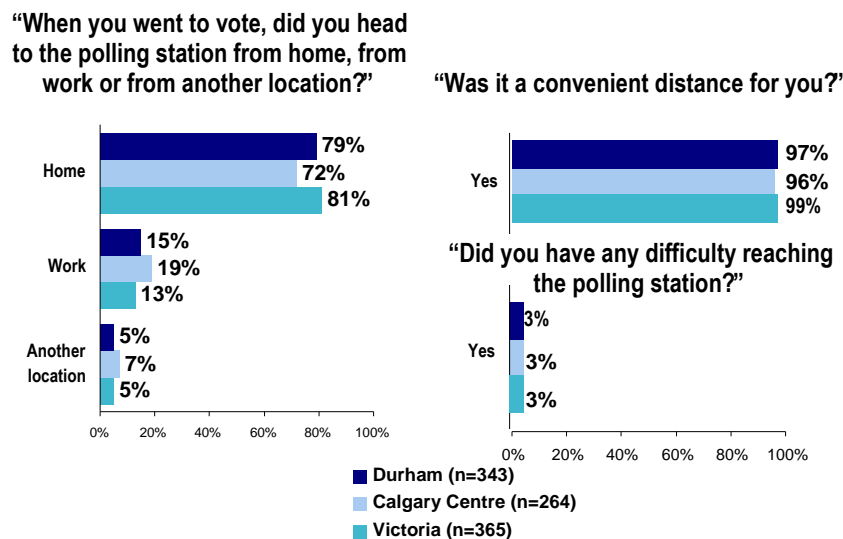
a) Polling Station Distance and Convenience

Among those who voted at a polling station on election day, most voters travelled from home to vote, which was most frequently the case in Victoria (81 per cent) and least so in Calgary (72 per cent). Some went from work to the polling station (13 to 19 per cent). A small proportion (five to seven per cent) arrived from another location. Among those who voted at the advance polling station, proportions who left from home, work, and other locations are nearly identical to those who voted on election day. Only a very small number (n=6) voted at an Elections Canada office; about three quarters of these people went there from home, while the remainder went there from work. Of the small number of people who voted in some other way (i.e. some way other than at the polling station on election day, at advanced polls, at an Elections Canada office or by mail; n=9), two in five departed from home, while half departed from a location other than home or work.

⁹ This question permitted multiple responses; however, each respondent provided only one response.

Virtually all electors found the distance to travel to vote to be convenient for them (Durham, 97 per cent; Calgary Centre, 96 per cent; Victoria, 99 per cent). Only a few (three per cent overall; n=24) had any difficulty reaching their polling station or EC office. Among these electors who experienced difficulties, 23 per cent encountered physical accessibility issues¹⁰, 13 per cent said that the polling station address was difficult to find, and 12 per cent found there was not enough parking space. A few (four per cent) encountered imprecise signage. Nearly two in five (39 per cent) had some other difficulty, such as traffic around the polling station or unexpected detours.

Convenience of Voting



EKOS Research
Associates Inc.

Base: Voters

Elections Canada Survey, 2012

- Electors age 55 and older (85 per cent) and retired electors (93 per cent) are more likely than the average to have travelled from home to vote.
- Electors between 35 and 54 are more likely than the average to have travelled from work to vote (21 per cent).
- Fittingly, employed electors are more likely to have travelled from work to vote (23 per cent). Lower income (11 per cent) and electors who are not employed (13 per cent) are more likely to have travelled from another location to vote (i.e., school).
- Electors reporting a disability were no more likely than other electors to report difficulty in reaching the polling station.

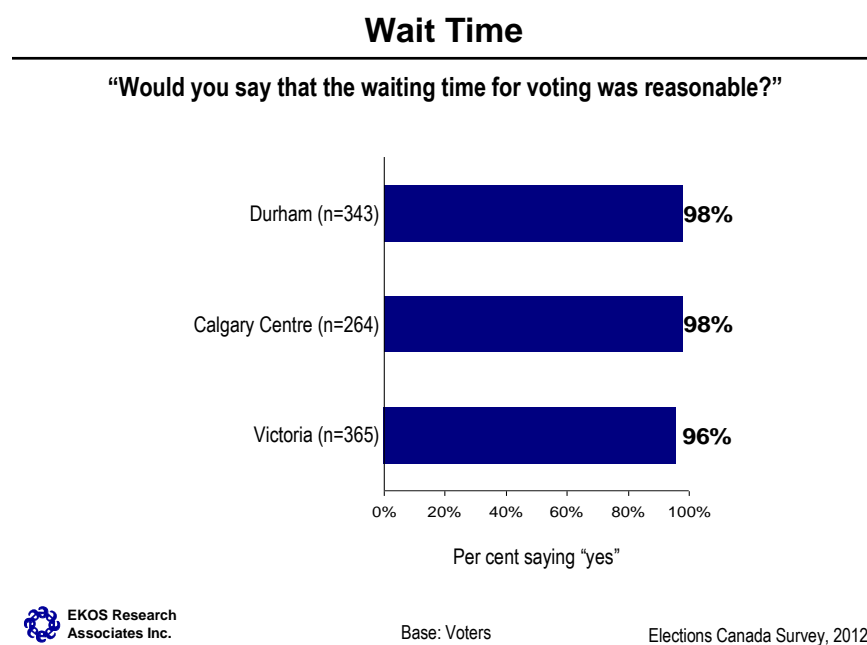
¹⁰ It should be noted that only 1 of the 24 individuals reported a disability and this respondent cited issues with parking, not physical accessibility.

b) Language of Service

Almost everyone who voted was served in English (99 per cent). Everyone (100 per cent) was satisfied with the language in which they were served.

c) Waiting to Vote

Nearly everyone was satisfied with the time spent waiting to vote at the polling station (96 and 98 per cent in each riding).

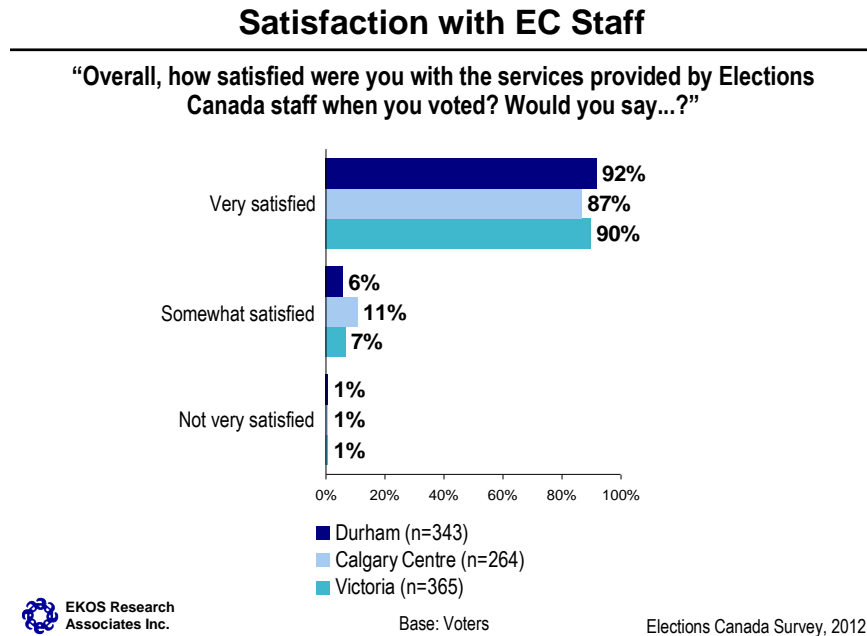


d) Assistance with Voting

One per cent of voters overall required assistance in order to cast their ballot (n=15). Among these voters, some required assistance from poll staff, a relative or friend. Among the 76 electors reporting a disability, ten per cent said that they needed special assistance in order to cast their ballot, accounting for half of the 15 individuals in the survey reporting the need for assistance.

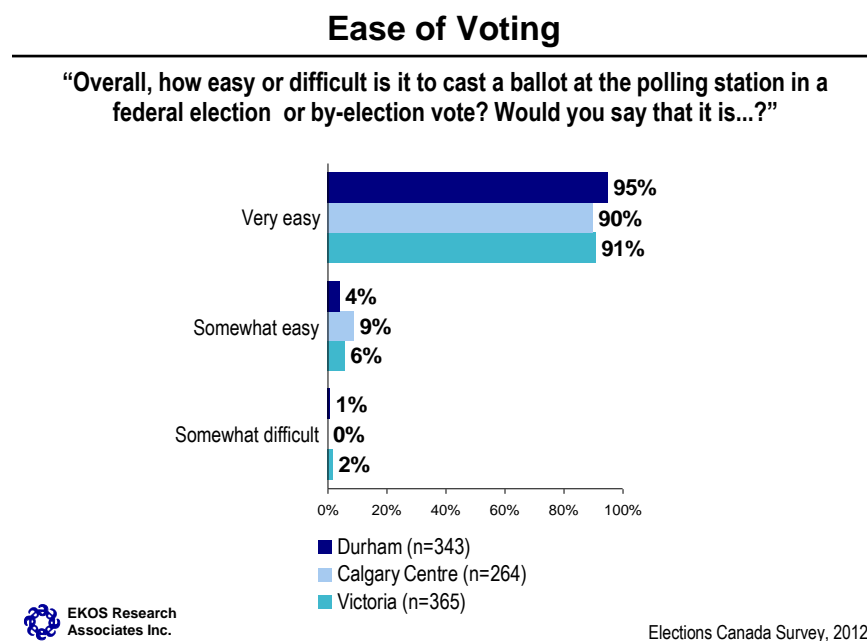
e) Satisfaction with EC Staff

Overall, nine in ten voters were very satisfied with the services provided by EC staff when they voted (Durham, 92 per cent; Calgary Centre, 87 per cent; Victoria, 90 per cent). Just under one in ten were somewhat satisfied (Durham, six per cent; Calgary Centre, 11 per cent; Victoria, seven per cent). Only two per cent were not very or not at all satisfied (one per cent in each riding).



f) Ease of Voting

Almost everyone says that it is very easy (Durham, 95 per cent, Calgary Centre, 90 per cent, Victoria, 91 per cent) or somewhat easy (Durham, four per cent, Calgary Centre, nine per cent, Victoria, six per cent) to cast a ballot in a federal election. Just one per cent says it is somewhat difficult, and no one says it is very difficult.



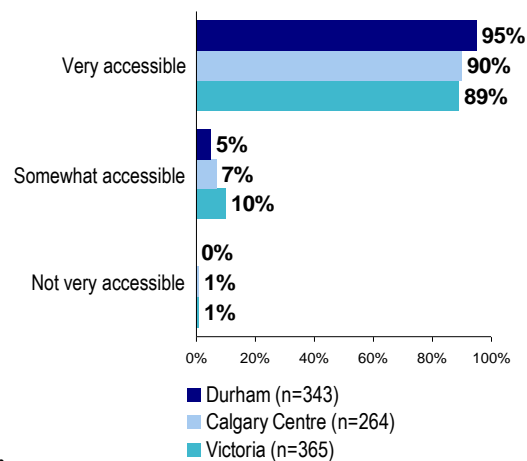
2.9 ACCESSIBILITY

a) Building Accessibility and Signage

Nine in ten voters say that the building where they voted was very accessible and a further five to ten per cent found it somewhat accessible. In Durham, 95 per cent found the building to be very accessible; this is slightly higher than in Calgary Centre (90 per cent) and Victoria (89 per cent). Those saying the building was inaccessible (n=6) say they encountered physical accessibility issues, not enough parking space, imprecise signage, and traffic.

Accessibility of Polling Station

“Once arrived at the address of the polling station, would you say that the building where you voted was... ?”



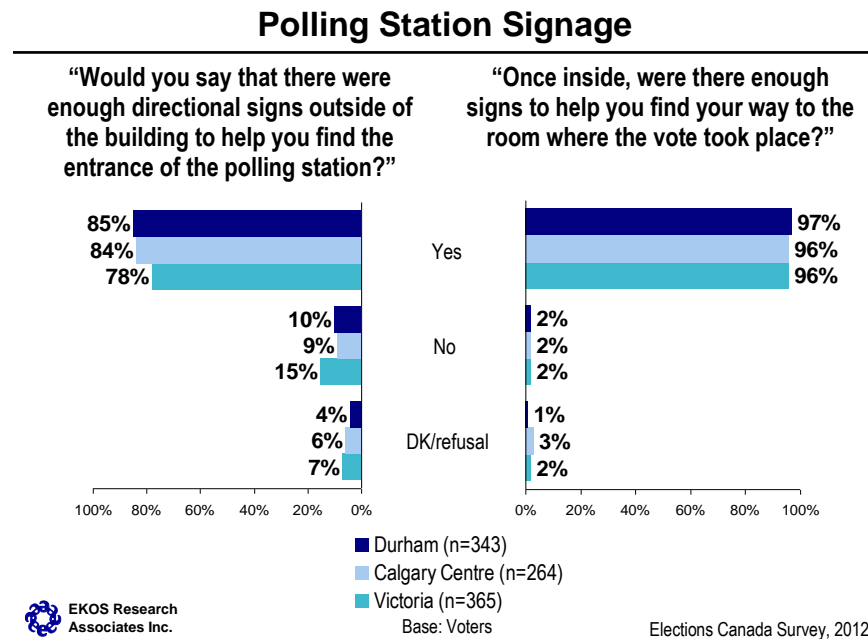
EKOS Research
Associates Inc.

Base: Voters

Elections Canada Survey, 2012

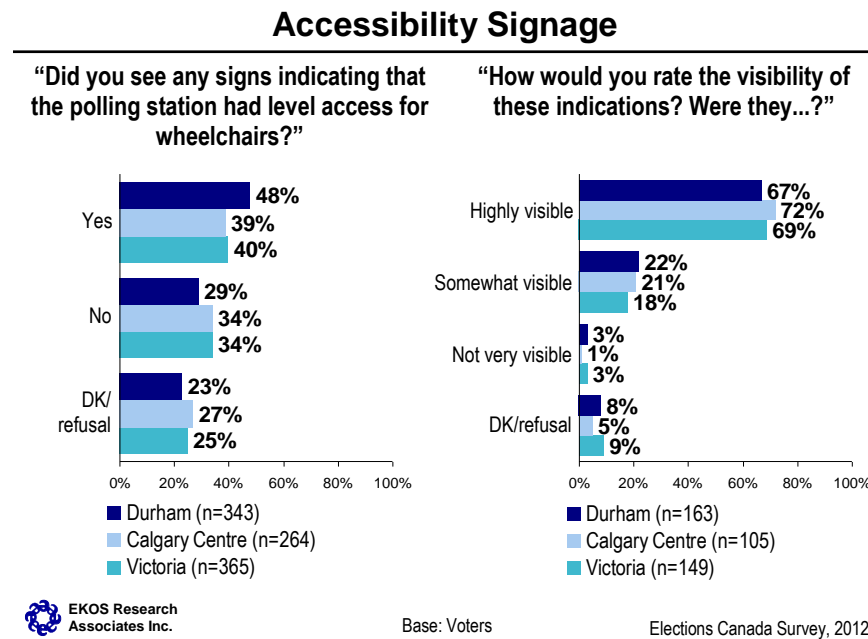
When asked whether there were enough directional signs *outside* of the building to help find the entrance to the polling station, most say the quantity of signs was sufficient, although just over one in ten indicated there were not enough (Durham, 10 per cent; Calgary Centre, nine per cent; Victoria, 15 per cent).

When asked whether there were enough directional signs *inside* the building to help find the way to the room for voting, almost everyone (96 to 97 per cent) says there were enough signs.



- Younger voters are less likely than the average to have found the number of directional signs outside the building to be adequate (19 per cent said there were not enough signs). Though the incidence is very small, younger voters are also somewhat less apt to have found the quantity of indoor signs to be sufficient.

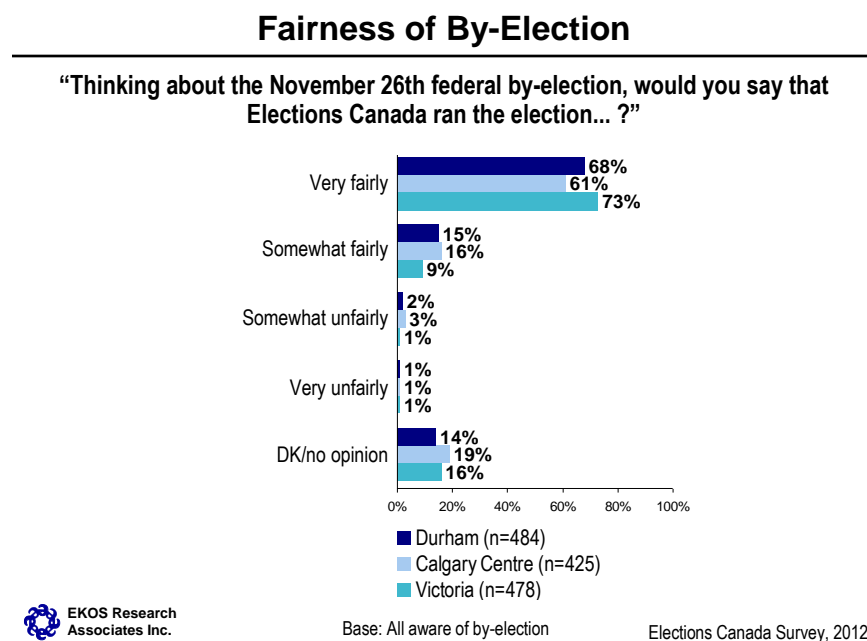
More than two in five electors noticed signs indicating the building where they went to vote had level access for wheelchairs. This was slightly higher in Durham, where 48 per cent noticed such signs, followed by 40 per cent in Victoria and 39 per cent in Calgary Centre. The majority of those who saw these signs say they were highly visible (67 to 72 per cent), and roughly one in five say they were somewhat visible. Just three per cent indicate they were not very visible.



- Employed electors are less likely (39 per cent) than the average to have noticed level access signs. Electors reporting a disability provided roughly similar ratings of the visibility of the signs relative to the rest of electors, with 65 per cent rating them as highly visible.

2.10 PERCEPTIONS OF FAIRNESS

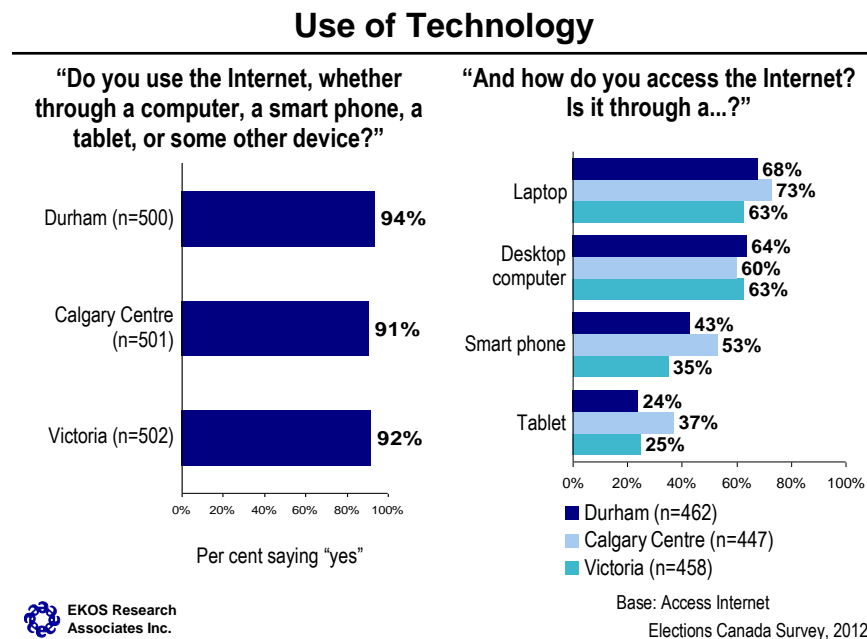
The majority of electors perceive the by-election to have been run fairly by Elections Canada. Two-thirds overall say it was run very fairly, and a further 13 per cent say it was run somewhat fairly. Two per cent thought that Elections Canada ran the election somewhat unfairly and one per cent very unfairly, with an additional 16 per cent who did not know. As a reference point, it can be stated that these results are similar to that of the 2011 general elections, except for the percentage of electors who thought that the election was run somewhat fairly (25 per cent in 2011) and those who did not know (6 per cent in 2011). In Victoria, electors are more likely to say that the by-election was run very fairly (73 per cent), compared to 68 per cent in Durham and 61 per cent in Calgary Centre.



- Electors age 55 and older (77 per cent) and retired electors (75 per cent) are more likely than the average to say that the election was run very fairly compared with their counterparts.

2.11 USE OF TECHNOLOGY

More than nine in ten access the Internet (92 per cent overall; Durham, 94 per cent; Calgary Centre, 91 per cent; Victoria, 92 per cent). Most access the Internet through a laptop computer (63 to 73 per cent) or a desktop computer (60 to 64 per cent). More than two in five electors use a smart phone to access the Internet (44 per cent overall) and nearly three in ten (29 per cent) use a tablet. Electors in Calgary Centre are more likely to use a smart phone (53 per cent), laptop (73 per cent), or tablet (37 per cent) to access the Internet, compared to electors in Durham and Victoria.



- Higher income electors are more likely than the average to use any of these devices to access the Internet, although even among those reporting households' incomes of under \$40,000, 80 per cent use the Internet.
- Older, particularly retired electors, are less likely to access the Internet (83 and 76 per cent, respectively).
- Employed electors are more likely than the average to use smart phones (51 per cent), laptops (73 per cent), and tablets (33 per cent). This is also true of younger electors (under 35 years of age): 65 per cent use smart phones, 79 per cent use laptops and 38 per cent use tablets. In fact, only 55 per cent of those under 35 access the internet from a desktop computer.

- Electors age 55 and older are more likely to use desktop computers than any other age group (67 per cent).
- Men are somewhat more likely than women to use smart phones, desktops, and tablets.

2.12 SOCIO-DEMOGRAPHICS

The table below provides socio-demographic details of respondents by each riding.

Table 2.8: Socio-demographic variables

	Durham	Calgary Centre	Victoria
Living with either or both parents at time of by-election (Base: voters between the ages of 18 and 35)			
Total:	71	117	53
Yes	38%	24%	30%
No	62%	76%	70%
Don't know/Refusal	0%	0%	0%
Ethnic background			
Total:	500	501	502
White/Caucasian	90%	83%	92%
Black	1%	2%	1%
Latin American	1%	1%	0%
West Asian/North African/Arabs	1%	1%	0%
Aboriginal Canadian	1%	1%	1%
Chinese	0%	2%	1%
East Asia	0%	1%	0%
South Asian/East Indian	0%	3%	0%
Filipino	0%	1%	0%
Other Visible Minorities	2%	3%	2%
Don't know	1%	0%	0%
Refusal	2%	2%	2%
Country of birth			
Total:	500	501	502
Canada	89%	83%	82%
United Kingdom	3%	3%	5%
United States	1%	1%	3%
Germany	1%	0%	1%
Poland	0%	1%	0%
Hong Kong	0%	1%	0%
India	0%	1%	0%
Philippines	0%	1%	0%

	Durham	Calgary Centre	Victoria
Other	6%	8%	8%
Don't know/Refusal	0%	1%	1%
Person with a disability			
Total:	500	501	502
Yes	5%	8%	12%
No	95%	91%	88%
Don't know/Refusal	0%	1%	1%
Nature of your disability			
Total:	26	41	65
Mobility	42%	34%	29%
Blind or visual impairment	11%	4%	8%
Co-ordination or dexterity	3%	4%	2%
Deaf or hard of hearing	0%	2%	10%
Speech impairment	0%	2%	6%
Other	50%	53%	43%
Don't know	0%	2%	3%
Refusal	4%	7%	13%
Employment status			
Total:	500	501	502
Working full-time (35 hours/week or more)	48%	48%	33%
Working part-time (less than 35 hours/week)	8%	10%	12%
Unemployed or looking for a job	3%	2%	3%
Self-employed	8%	11%	9%
Stay at home full-time	3%	4%	2%
Student	6%	6%	7%
Retired	21%	15%	30%
Disability pension	1%	2%	2%
Don't know/Refusal	1%	2%	2%
Type of home			
Total:	500	501	502
House	87%	58%	53%
Townhouse	6%	9%	4%
Apartment	3%	13%	22%
Condominium	1%	15%	18%
Long term care centre	0%	1%	1%
Student residence	0%	1%	0%
Other	2%	2%	1%
Don't know/Refusal	1%	1%	1%

	Durham	Calgary Centre	Victoria
Annual household income			
Total:	500	501	502
Under \$20,000	2%	4%	7%
\$20,000 to just under \$40,000	9%	14%	16%
\$40,000 to just under \$60,000	11%	11%	18%
\$60,000 to just under \$80,000	12%	9%	9%
\$80,000 to just under \$100,000	10%	5%	8%
\$100,000 and over	34%	35%	22%
Don't know/Refusal	23%	22%	20%

APPENDIX A

SURVEY QUESTIONNAIRE

PINTRO

PHONE INTRO

Good afternoon/evening. My name is ... and I am calling from Ekos, 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. This survey is registered with the national survey registration system.

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

[IF ASKED]: The registration system has been created by the Canadian survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system toll-free telephone number is 1-888-602-6742, extension 8728

[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

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?

PRIV

This call may be recorded for quality control or training purposes.

X1

Gender:

Male..... 1
Female 2

SCR1

May I confirm that you are a Canadian citizen?

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

Yes..... 1
No 2 ->THNK2

SCR2

May I confirm that you were at least 18 years old on November 26th, 2012?

IF NO: This survey must be completed by Canadian citizens who were at least 18 years old on November 26, 2012.

Would there be someone in your household who was at least 18 years old on November 26, 2012? IF YES ASK TO SPEAK TO THAT PERSON

Yes..... 1
No 2 ->THNK2

SCR3

Between October 24th and November 26th, 2012, did you live in the federal district of...?

IF NO: Unfortunately, this survey must be completed by Canadian citizens who lived in this riding and were eligible to vote in the November 26th, 2012 by-election. THANK AND DISCONTINUE.

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

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

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

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

Yes..... 1
No 2 ->THNK2
Unsure 3

Q1

Did you know that a federal by-election took place on November 26th in your riding?

DO NOT READ

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

Yes..... 1
No 2 ->Q14
Don't know/Refusal 9 ->Q14

Q2

From which sources do you recall hearing about the by-election?

PROBE. RECORD UP TO 3 MENTIONS. (DO NOT READ)

EC householder – brochure / leaflet / reminder card (received in the mail)	1
Voter Information Card (received in the mail)	2
Radio	3
TV	4
Newspaper	5
Elections Canada Website	6
Internet: other websites	7
Word of mouth (friends, relatives, colleagues)	8
Candidates/parties election signs	9
Social media (Facebook, Twitter, etc)	10
Other source (SPECIFY)	77
Don't know/Refusal	99

Q3

Many people don't or can't vote for a variety of reasons. This is particularly true for by-elections, where voter turnout is often much lower than in general elections. Did you vote in the November 26th federal by-election?

DO NOT READ

Yes	1
No	2
Don't know/Refusal	9

Q4A

Q3 IS NO

What is the main reason you did not vote?

DO NOT READ – CODE UP TO 3 ANSWERS

Related to government	1
Related to politicians (in general)	2
Related to political parties	3
Related to candidates	4
Related to political party leaders	5
Related to campaign issues	6
Related to electoral system	7
Regional discontent	8
Lack of competition	9
Lack of information	10
Problems with access to the polls	11
Registration problems	12
Lack of information on voting process e.g. when/where to vote	13
Meaninglessness of vote	14
Lack of interest/ Apathy	15
Turned attention elsewhere	16
Cynicism	17
Health/Injury/ Illness	18
Transportation issues	19
Travelling (out of town, abroad ...)	20
Weather issues	21
No documents to prove identification when voting	22
No documents to prove identification when registering	23
Too busy	24
Work	25
Family obligations	26
Religious beliefs	27
Polling station too far away from home	28
Other source (SPECIFY)	77
Don't know/Refusal	99

Q4B

Q3 IS NO

Would you have voted if you were able to vote on the Internet using the Elections Canada Web site?

DO NOT READ

Yes	1
No	2
Maybe	3
Don't know/Refusal	9

Q4C

Q3 IS NO

Is there something that would have encouraged you to vote in the next federal election?

DO NOT READ - RECORD ONLY ONE ANSWER

Answer.....	77
Don't know/Refusal	99

Q5

Q3 IS YES

What was the main reason you voted?

DO NOT READ – RECORD ONLY ONE ANSWER

To support a particular party.....	1
To support a particular candidate.....	2
To oppose a particular party	3
To oppose a particular candidate	4
Feel it is a duty to vote or exercising the right to vote.....	5
To set an example for children/others.....	6
Habit – always vote	7
Important to participate in the political process.....	8
Other (SPECIFY)	77
Don't know/Refusal	99

PQ6

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

Q6

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

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q7

Q6 IS YES

Was your name correct on the card you received?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q8

Q6 IS YES

And was your address correct on the card?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal 9

Q9

Q7 OR Q8 IS NO

Did you do anything to make corrections to incorrect information on the card you received?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal 9

Q10

Q6 IS YES

In addition to providing information about where and when to vote, what did the Voter Information Card talk about?

DO NOT READ. CODE UP TO 3 ANSWERS

Polling station number..... 1
Voter Information Card cannot be used as an ID 2
Voters need to show ID at the polls..... 3
Information about advance polls 4
What to do if information on the VIC is incorrect..... 5
Reminder/Enticement to vote 6
Telephone number 7
Website (elections.ca)..... 8
Voting by mail/ at local Elections Canada office/ Special Voting Rules..... 9
Other (SPECIFY) 77
Don't know/Refusal 99

Q11

Q6 IS NO OR DK/NR

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

DO NOT READ. CODE UP TO 3 ANSWERS

Found out at the polling station/local Elections Canada office.....	1
Called the phone number indicated on someone else's voter information card (ie., anyone's VIC)	2
Called 1 800 number of Elections Canada.....	3
Consulted the Elections Canada Web site	4
Informed the revising agent who was at my home	5
I did nothing specific	98
Other (SPECIFY)	77
Don't know/Refusal	99

PQ12

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

Q12

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

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

At the polling station on election day on November 26th?.....	1
At the advance polling station (or in advance polls) – on November 16, 17 or 19? ...	2
At the local Elections Canada office?	3
By mail?.....	4
(DO NOT READ) Other (specify).....	77
(DO NOT READ) Don't know/Refusal	99

Q13

Q12 ANSWER IS INSERTED

Thinking about casting your vote _____, would you say it was...

READ

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
Don't know/Refusal	9

Q14

Q12 IS NOT BY MAIL

Did you know that it is possible to vote by mail at any time during a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know	98
Refusal.....	99

Q15

Did you know that voters must present a proof of IDENTITY in order to vote at a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q16

Did you know that voters must present a proof of ADDRESS in order to vote at a federal election?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q17

Q15 OR Q16 IS YES

From what sources do you recall hearing about these requirements?

DO NOT READ UNLESS REQUIRED - CODE UP TO 3 ANSWERS

EC householder – brochure / leaflet / reminder card (received in the mail)	1
Voter Information Card (received in the mail)	2
Radio	3
TV.....	4
Newspaper.....	5
Elections Canada Website	6
Internet: other websites.....	7
Word of mouth (friends, relatives, colleagues).....	8
When I voted	9
Previous election.....	10
Experience/prior knowledge	11
Social media (Facebook, Twitter, etc)	12
Other source (SPECIFY)	77
Don't know/Refusal	99

IF Q1 IS “No” OR “DK/NR” GO TO SOCIO-DEMOGRAPHIC

IF Q3 IS “No” OR “DK/NR”; UNLESS Q4A = 22 GO TO Q37

IF Q4A = 22 GO TO Q19

IF Q12 IS “at the local Elections Canada office” or “by mail” or “other” GO TO Q23

Q18

Q4A IS NOT “No documents to prove identification when voting”

Did you have the required identification documents with you?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q19

Q18 IS NOT YES OR Q4A IS “No documents to prove identification when voting”

Which pieces of identification or documentation were you missing?

READ IF NECESSARY - CODE UP TO 3 ANSWERS

Document with your photo	1
Document with your name.....	2
Document with your address	3
No identification pieces	4
Other (SPECIFY)	77
(VOLUNTEERED) Don't know/Refusal.....	99

Q20

Q18 IS NOT YES OR Q4A IS “No documents to prove identification when voting”

What did you do about it?

READ IF NECESSARY

Swore an oath with a respondent	1
Went back to find missing documents	2
(VOLUNTEERED) Other (SPECIFY).....	77
(VOLUNTEERED) Don't know/Refusal.....	99

PQ21

Q18 IS YES OR Q20 IS “Went back to find missing documents”

Which document did you use to prove your identity and address?

DO NOT READ – PROBE IF ONLY ONE DOCUMENT IS MENTIONED: “DID YOU PROVIDE ANOTHER DOCUMENT?” IMPORTANT: CODE A MAXIMUM OF TWO ANSWERS. RECORD FIRST RESPONSE SEPARATELY FROM SECOND RESPONSE.

Q21A

Q18 IS YES OR Q20 IS “Went back to find missing documents”

1st Response

Driver's Licence.....	1
Health Card.....	2
Canadian Passport.....	3
Certificate of Canadian Citizenship (Citizenship Card)	4
Birth Certificate	5
Certificate of Indian Status (Status Card)	6
Social Insurance Number Card	7
Old Age Security Card	8
Student ID Card	9
Provincial/Territorial Identification Card	10
Liquor Identification Card	11
Hospital/Medical Clinic Card	12
Credit/Debit Card	13
Employee Card	14
Public Transportation Card.....	15
Library Card	16
Canadian Forces Identity Card	17
Veterans Affairs Canada Health Card	18
Canadian Blood Services/Héma-Québec Card	19
CNIB ID Card.....	20
Firearm Possession and Acquisition Licence or Possession Only Licence	21
Fishing, Trapping or Hunting Licence.....	22
Outdoors or Wildlife Card/Licence	23
Hospital bracelet worn by residents of long-term care facilities.....	24
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water).....	25
Bank/Credit Card Statement	26
Vehicle Ownership/Insurance.....	27
Correspondence issued by a school, college or university.....	28
Statement of Government Benefits (employment insurance, old age security, social assistance, disability support or child tax benefit)	29
Attestation of Residence issued by the responsible authority of a First Nations band or reserve	30
Government Cheque or Cheque Stub	31
Pension Plan Statement of Benefits, Contributions or Participation.....	32
Residential Lease/Mortgage Statement	33
Income/Property Tax Assessment Notice.....	34
Insurance Policy	35
Letter from a public curator, public guardian or public trustee	36
One of the following, issued by the responsible authority of a shelter, soup kitchen, student/senior residence, or long-term care facility: Attestation of Residence, Letter of Stay, Admission Form or Statement of Benefits	37
Parolee Identification Card	38
Voter Information Card	97
None (not possible for 1st response).....	98
Other (SPECIFY)	77
DK/NR.....	99

Q21B

Q18 IS YES OR Q20 IS “Went back to find missing documents”

2nd Response

Driver's Licence.....	1
Health Card.....	2
Canadian Passport.....	3
Certificate of Canadian Citizenship (Citizenship Card)	4
Birth Certificate	5
Certificate of Indian Status (Status Card)	6
Social Insurance Number Card	7
Old Age Security Card	8
Student ID Card	9
Provincial/Territorial Identification Card	10
Liquor Identification Card	11
Hospital/Medical Clinic Card	12
Credit/Debit Card	13
Employee Card	14
Public Transportation Card.....	15
Library Card	16
Canadian Forces Identity Card	17
Veterans Affairs Canada Health Card	18
Canadian Blood Services/Héma-Québec Card	19
CNIB ID Card.....	20
Firearm Possession and Acquisition Licence or Possession Only Licence	21
Fishing, Trapping or Hunting Licence.....	22
Outdoors or Wildlife Card/Licence	23
Hospital bracelet worn by residents of long-term care facilities.....	24
Utility Bill (telephone, TV, public utilities commission, hydro, gas or water).....	25
Bank/Credit Card Statement	26
Vehicle Ownership/Insurance.....	27
Correspondence issued by a school, college or university.....	28
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Residential Lease/Mortgage Statement	33
Income/Property Tax Assessment Notice.....	34
Insurance Policy	35
Letter from a public curator, public guardian or public trustee	36
One of the following, issued by the responsible authority of a shelter, soup kitchen, student/senior residence, or long-term care facility: Attestation of Residence, Letter of Stay, Admission Form or Statement of Benefits	37
Parolee Identification Card	38
Voter Information Card	97
None (not possible for 1st response).....	98
Other (SPECIFY)	77
DK/NR.....	99

Q22

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

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

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
(DO NOT READ) Don't know/Refusal	9

Q12 IS “By mail” OR “DK/NR” GO TO Q36

Q23

INSERT BASED ON Q12 RESPONSE OF 1, 2 OR 3

1 = polling station

2 = advance polling stations

3 = local Elections Canada office

When you went to vote, did you head to the _____ from home, from work or from another location?

DO NOT READ. IF NECESSARY, READ: “Was it from...” and probe

Home?	1
Work?	2
Another location? (SPECIFY)	77
(DO NOT READ) Don't know/Refusal	99

Q24

Was it a convenient distance for you?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q25

INSERT BASED ON Q12 RESPONSE OF 1, 2 OR 3

1 = polling station

2 = advance polling stations

3 = local Elections Canada office

Did you have any difficulty reaching the _____?

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

Yes.....	1
No	2
Don't know/Refusal	9

Q26

Q25 IS YES

Could you briefly describe these difficulties?

DO NOT READ - CODE UP TO 3 ANSWERS

Physical accessibility	1
Polling station address difficult to find	2
Room inside the building difficult to find	3
Not enough parking	4
Wrong information on my Voter Information Card (i.e., wrong polling station address)	5
Imprecise signage (interior / exterior)	6
Other (SPECIFY)	77
Don't know/Refusal	99

Q27

Once arrived at the address of the polling station, would you say that the building where you voted was... ?

READ. NOTE: THE REFERS TO ACCESS INTO THE BUILDING – I.E., ENTRANCE TO IT

Very accessible	1
Somewhat accessible	2
Not very accessible	3
Not accessible at all	4
Don't know/Refusal	9

Q27NOTE

eg. Physical accessibility / Polling station address difficult to find / Room inside the building difficult to find / Not enough parking / Wrong information on my Voter Information Card (wrong address) / Imprecise signage (interior / exterior)

Q28

Q27 IS “Not very accessible” or “Not accessible at all”

Could you briefly describe what made the building inaccessible?

RECORD ONLY ONE ANSWER – ASK FOR THE MOST IMPORTANT IF MORE THAN ONE [OPEN] NOTE THAT THIS REFERS TO THE BUILDING ITSELF

Physical accessibility	1
Polling station address difficult to find	2
Room inside the building difficult to find	3
Not enough parking	4
Wrong information on my Voter Information Card (wrong address)	5
Imprecise signage (interior / exterior)	6
Other (SPECIFY)	77
Don't know	98
Refusal	99

Q29

Would you say that there were enough directional signs outside of the building to help you find the entrance of the polling station?

DO NOT READ NOTE: IF RESPONDENT SAYS DON'T RECALL - CODE AS DK

Yes..... 1
No 2
Don't know/Refusal 9

Q29A

Once inside, were there enough signs to help you find your way to the room where the vote took place?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal 9

Q30

INSERT BASED ON Q12 RESPONSE OF 1, 2 OR 3

1 = polling station

2 = advance polling stations

3 = local Elections Canada office

Did you see any signs indicating that the _____ had level access for wheelchairs?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal 9

Q30A

Q30 IS YES

How would you rate the visibility of these indications? Were they...

READ. QUESTION REFERS TO SIGNS ABOUT WHEELCHAIR ACCESS

Highly visible 1
Somewhat visible..... 2
Not very visible 3
Don't know/Refusal 9

Q31

IF Q6 IS YES AND Q21A IS NOT “voter information card” AND Q21B IS NOT “voter information card”

Did you bring your Voter Information Card with you to the polling station?

DO NOT READ. CODE ONE ANSWER ONLY

Yes..... 1
No 2
Don't know/Refusal 9

Q32

In which language were you served?

DO NOT READ. CODE ONE ANSWER ONLY

English..... 1
French..... 2
Other (SPECIFY) 77
Don't know/Refusal 99

Q32A

Were you satisfied or not with the language in which you were served?

DO NOT READ

Yes, satisfied..... 1
No, not satisfied..... 2
Don't know/Refusal 9

Q33

Would you say that the waiting time for voting was reasonable?

DO NOT READ. QUESTION REFERS TO AMOUNT OF TIME SPENT AT THE POLLING STATION
WAITING TO CAST A BALLOT

Yes..... 1
No 2
Don't know/Refusal 9

Q34

Did you need special assistance to cast your ballot?

DO NOT READ

Yes..... 1
No 2
Don't know/Refusal 9

Q34A

Q34 IS YES

What kind of assistance did you need?

DO NOT READ

Assistance by family / friend	1
Assistance by poll staff.....	2
Template to mark ballot paper	3
Sign language translator	4
Other (SPECIFY)	77
Don't know/Refusal	99

Q35

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

READ. QUESTION REFERS TO SERVICES PROVIDED BY ec STAFF PRESENT AT THE POLLING STATION

Very satisfied	1
Somewhat satisfied	2
Not very satisfied	3
Not at all satisfied	4
(DO NOT READ) Don't know/Refusal	9

Q36

Overall, how easy or difficult is it to cast a ballot at the polling station in a federal election or by-election vote? Would you say that it is...?

READ. QUESTION REFERS BROADLY TO THEIR PARTICIPATION IN ELECTORAL PROCESS

Very easy	1
Somewhat easy	2
Somewhat difficult	3
Very difficult	4
(DO NOT READ) Don't know/Refusal	9

PQ37

I would like to ask you some questions about any information you may have required about this by-election...

Q37

Where did you get information on voting procedures for this by-election? By that I mean, when and where to vote and how to prove your identity and address before voting.

CLARIFY IF RESPONDENT MISUNDERSTANDS QUESTION: I do not mean the information that you used to decide which candidate to vote for.

DO NOT READ - CODE UP TO 3 ANSWERS

IMPORTANT NOTE; IF RESPONSE IS "IN THE MAIL" ASK WHAT THEY RECEIVED IN THE MAIL TO FULLY IDENTIFY SOURCE

Voter information card	1
EC householder – brochure / leaflet / reminder card (received in the mail)	2
Television	3
Radio	4
Newspapers.....	5
Telephone (1 800 number).....	6
Pamphlets/brochures.....	7
Friends/family/parents	8
Internet/Web site.....	9
Elections Canada Web site	10
Elections Canada	11
Political parties/candidates	12
Local Elections Canada office in the electoral district	13
Revising agents/enumerators	14
Social media (Facebook, Twitter, etc)	15
None/Did not intend to vote	98
Other (SPECIFY)	77
Don't know/Refusal	99

Q38

Did you notice an advertisement from Elections Canada about the November 26th by-election?
By this I mean an advertisement by Elections Canada about the voting process. I do not mean
advertising by political parties or news stories about the by-election.

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

Q39

Q38 IS YES OR DK/NR

Where did you notice it?

DO NOT READ - CODE UP TO 3 ANSWERS

Voter information card	1
EC householder – brochure / leaflet / reminder card (received in the mail)	2
Radio	3
Newspapers.....	4
Pamphlets/brochures.....	5
Elections Canada Web site	6
Local Elections Canada office in the electoral district	7
Other (SPECIFY)	77
Don't know/Refusal	99

Q40

Q38 IS YES OR DK/NR

What did it talk about?

DO NOT READ - RECORD UP TO 3 RESPONSES

Voters must prove their ID/address before voting	1
Reminder to vote	2
Enticement to vote	3
Election date	4
Telephone number	5
Website (elections.ca)	6
Polling stations' opening hours	7
Advanced polling dates	8
Voting by-mail	9
Voting at the local Elections Canada office	10
Special Voting Rules	11
Other (SPECIFY)	77
Don't know/Refusal	99

Q41

Did you contact Elections Canada for any reason during the campaign?

DO NOT READ

Yes	1
No	2
Don't know/Refusal	9

Q42

Q41 IS YES

Did you get the information you needed?

IF YES, PROBE FOR FULLY OR PARTIALLY

Yes, fully	1
Yes, partially	2
No	3
Don't know/Refusal	9

Q43

So far as you can recall, did you receive a telephone call from Elections Canada informing you about where and when to vote during this by-election?

DO NOT READ. EMPHASIZE "Elections Canada"

Yes	1
No	2
Don't know/Refusal	9

Q44

Thinking about the **November 26th** federal by-election, would you say that Elections Canada ran the election... ?

EMPHASIZE "Elections Canada" READ CATEGORIES

Very fairly	1
Somewhat fairly.....	2
Somewhat unfairly.....	3
Very unfairly	4
Don't know/No opinion	9

PS1

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

S1

In what year were you born?

Year	77
No Response	99

S2

IF S1 IS 1994

In what month and on what day were you born?

IF ASKED WHY: This is to verify whether you had been eligible to vote in a federal election prior to the November 26th, 2012 by-election

RECORD THE TWO ANSWERS

Month:	77
Day:	78
Don't know/Refusal	99

S3

IF S1 IS 1977 to 1994

At the time of the election, were you living with either or both of your parents?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

S4

What is your ethnic background? [If necessary specify: "for example Caucasian, Asian, African, Latin-American, etc"] IF MULTIPLE ETHNIC ORIGINS OFFERED, ASK FOR PRIMARY ETHNIC BACKGROUND

White/Caucasian (Non-visible minority (Includes English, Irish, Scottish, German, French, Italian))	1
Chinese (China, Hong Kong, Taiwan).....	2
East Asia (Japanese, Korean)	3
South Asian/East Indian (Bangladeshi, Bengali, Bruneian, Gujarati, East Indian, Indo Pakistani, Mauritian, Mayotte, Mongolian, Pakistani, Punjabi, Singhalese, Sri Lankan, Tamil)	4
South East Asian (Vietnamese, Cambodian, Malaysian, Laotian, Indonesian, Singaporean, Burmese, Kampuchean, Thai)	5
Filipino	6
Black (Africa, Caribbean, Angolan, Anguillan, Antiguan, Aruba/Netherlands Antilles, Bahamian, Barbadian, Belizean, Beninese, Bermudan, Botswanan, Burkinan, Burundian, Cameroonain, Cape Verde Islands, Cayman Islands, Central African, Chadian, Comoros Islands, Congolais, Dominican, Equatorial Guinean, Ethiopian, Gabonese, Gambian, Ghanaian, Grenadian, Guadeloupian, Guinean, Guinea-Bissauan, Guyanese, Haitian, Ivorian, Jamaican, Kenyan, Lesothan, Liberian, Malagasy, Malawian, Malian, Martinican/French Guiana, Montserratian, Mozambican, Namibian, Nevisian, Nigerois, Nigerian, Rwandan, Vicentian/Grenadines, Saint Lucian, Senegalese, Trinidadian, Tobagonian, West Indian, Other Caribbean, Other African	7
Latin American (All Central and South American countries, Mexico, Cuba, Puerto Rico)	8
West Asian/North African/Arabs (Afghan, Algerian, Armenian, Bahrain, Bhutanese, Egyptian, Iranian, Iraqi, Israeli, Jordanian, Kurdish, Kuwaiti, Lebanese, Libyan, Maghrebi origins, Mauritanian, Moroccan, Nepalese, Omani, Palestinian, Yemenite, Saudi Arabian, Syrian, Turk).....	9
Pacific Islands (Fijian, Melanesian, Micronesian, Polynesian, Tongan, Tuvaluan, Wake Island, Samoan, American Samoa, Coral Sea Islands Territory, Kiribatian, Nauruan, Norfolk Island, Northern Mariana Island, Tokelau, Pitcairn Islands, Trust Territory of the Pacific Islands, Vanuatuan, Wallis and Futuna Islands, Cook Islands, Johnston Atoll, Guam, Midway Islands, New Caledonian)	10
Aboriginal Canadian (First Nations, Métis or Inuit).....	11
Other Visible Minorities (RECORD)	77
Don't know	98
Refusal	99

S5

In what country were you born?

INTERVIEWER: Specify place of birth according to current boundaries. United Kingdom includes England, Scotland, Wales, the Isle of Man, the Channel Island and Northern Ireland.

DO NOT READ

Canada	1
United States.....	2
United Kingdom	3
Germany	4
Italy.....	5
Poland.....	6
Portugal.....	7
China	8
Hong Kong	9
India.....	10
Philippines	11
Vietnam	12
Other (SPECIFY)	77
Don't know/Refusal	99

S6

IF S5 IS NOT CANADA

In what year did you come to live in Canada?

NOTE: ENSURE RESPONDENT UNDERSTANDS THAT THIS IS THE DATE THAT THEY ARRIVED IN CANADA TO LIVE. NOT THE DATE THAT THEY OBTAINED CITIZENSHIP.

RECORD 4-DIGIT YEAR

Year:	77
Don't know/Refusal	99

S7

Are you a person with a disability?

DO NOT READ

Yes.....	1
No	2
Don't know/Refusal	9

S8

S7 IS YES

Could you please specify the nature of your disability.

CODE ALL THAT APPLY - PROBE ONLY IF NEEDED

Blind or visual impairment	1
Co-ordination or dexterity	2
Deaf or hard of hearing.....	3
Mobility	4
Speech impairment	5
Other (SPECIFY)	77
Don't know	98
Refusal.....	99

S9

Which of the following best describes your own present employment status?

READ – PROBE FULL OR PART-TIME HOURS

Working full-time (35 hours/week or more).....	1
Working part-time (less than 35 hours/week).....	2
Unemployed or looking for a job.....	3
Self-employed.....	4
Stay at home full-time	5
Student.....	6
Retired	7
(VOLUNTEERED) Disability pension	8
(VOLUNTEERED) Don't know/Refusal.....	9

S10

Which of the following best describes your type of dwelling? Is it a...

READ

House.....	1
Townhouse	2
Condominium	3
Apartment	4
Long term care centre	5
(DO NOT READ) Student residence.....	6
(DO NOT READ) Other (SPECIFY)	77
(DO NOT READ) Don't know/Refusal	99

S11

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

DO NOT READ - CODE ONE ONLY

Some elementary	1
Completed elementary	2
Some high school.....	3
Completed high school	4
Community college/ vocational/ trade school/ commercial/ CEGEP	5
Some university	6
Completed university.....	7
Post-graduate university/ professional school	8
Other (SPECIFY)	77
Don't know/Refusal	99

S12

Do you use the Internet, whether through a computer, a smart phone, a tablet, or some other device?

DO NOT READ

NOTE: Internet at work = YES

Yes.....	1
No	2
Don't know/Refusal	9

S13

S12 IS YES

And how do you access the Internet? Is it through a...?

READ LIST; ACCEPT ALL THAT APPLY

Smart phone (iPhone, Blackberry, Android phone, etc.)	1
Laptop computer.....	2
Desktop computer.....	3
Tablet (e.g. iPad)	4

S14

Which of the following categories best corresponds to the total annual income, before taxes, of all members in your household, for 2011?

EMPHASIZE FOCUS ON HOUSEHOLD INCOME.

READ IN SEQUENCE – CODE ONE ONLY

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 and over	6
(VOLUNTEERED) Don't know/Refusal.....	9

S15

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

PROBE FOR FIRST THREE DIGITS IF REFUSAL

Postal Code 77
Don't know/Refusal 99

S15B

Have I reached you today on a land-line or a cell phone?

Land line 1
Cellular phone 2
Don't know/Refused 9

S15C

IF S15B is "Cellular phone"

Do you have a landline at home?

Yes 1
No 2
Don't know/Refused 9

S16

Finally, we would like to know if you voted in the May 2nd, 2011, federal general election?

DO NOT READ

Yes 1
No 2
Don't know/Refusal 99

THNK

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

THNK2

NOT ELIGIBLE TO COMPLETE SURVEY

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

APPENDIX B

RESPONSE RATE TABLE

Final disposition		#	Totals
A - Invalid numbers			1425
	BC - Blocked by Bell	65	
	BU - Not Live - Fax/Modem	711	
	DU - Duplicate Number	17	
	NF - Invalid Number	632	
B - Unresolved			12584
	AM - Callback in 2 hrs	8798	
	AP - Callback - Specific time/date	366	
	FR - French Request	9	
	NA - Callback in 12 hrs	3372	
	SY - Soft Youth Call - Date Required	29	
	X - Exit without Dialing	10	
D - Ineligible			1512
	IG - Ineligible	631	
	LN - Language Barrier	294	
	QF - Quota Filled	587	
E - Non-responding, eligible			3632
	IR - Incomplete Refusals	136	
	RF - Refusal	3458	
	UN - Unavailable within Project Timeframe	38	
F - Completed interviews			1523
	Complete	1523	
TOTALS		20676	20676
Response rate table			
Method (MRIA formulas)		Outcome	
Empirical method		15.8 %	