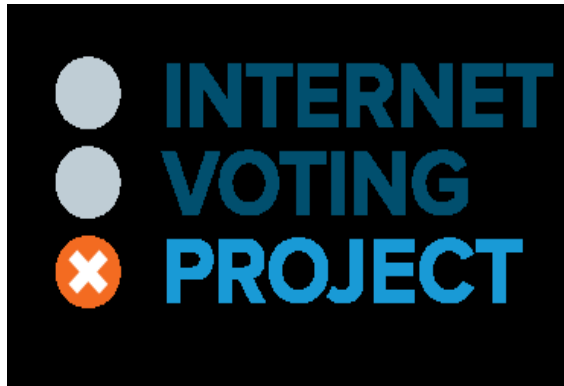


City of Markham 2018 Municipal Election Survey Results

January 21, 2019

Prepared by: Dr. Nicole Goodman

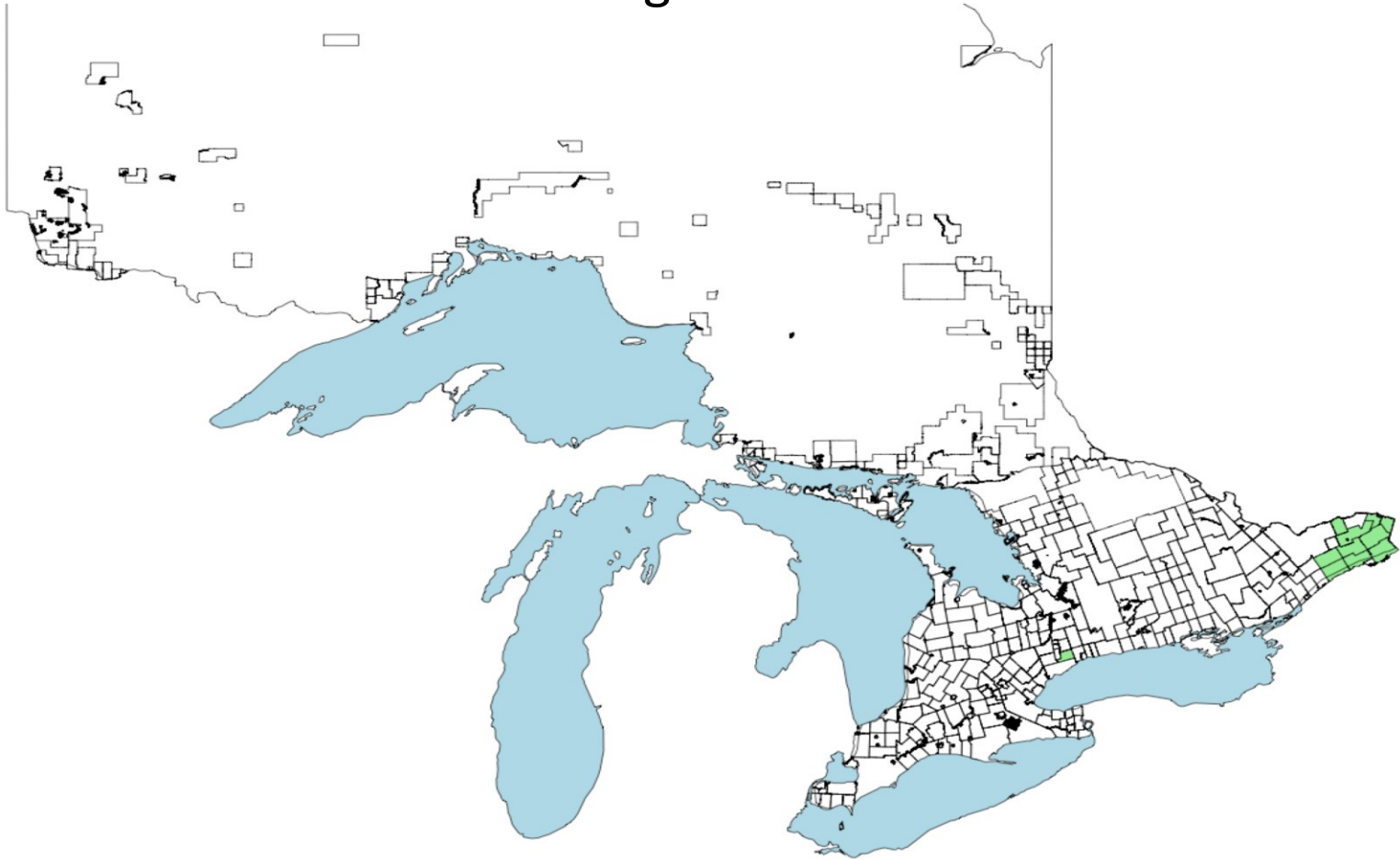
Canadian Voting Technology Projects



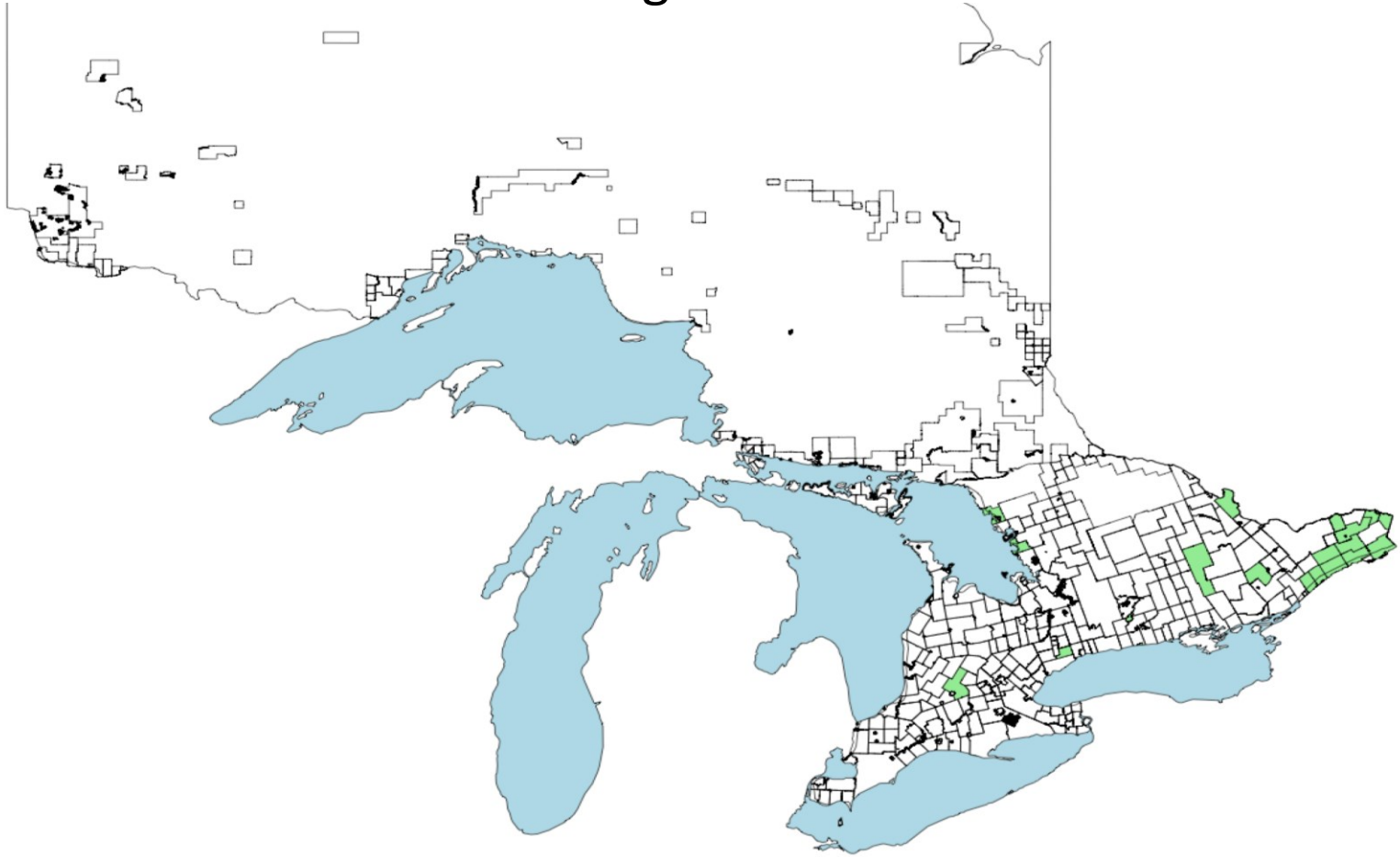
Municipal history

- Late 1990s push toward remote voting.
- Mail failure prompted interest in technology in 2000.
- First adoption in 2003.
- Markham was the first major municipality in Canada to use online voting.

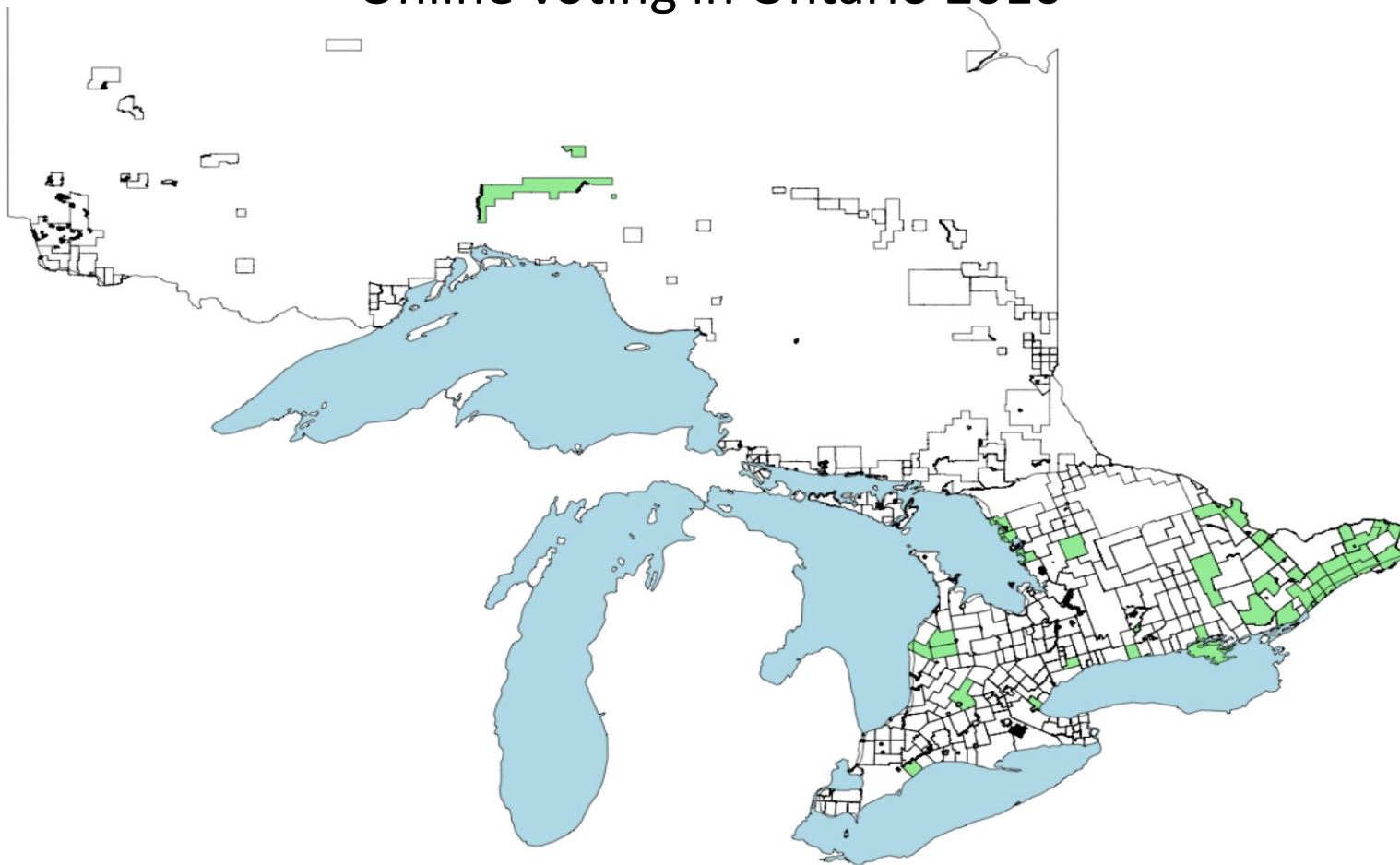
Online voting in Ontario 2003



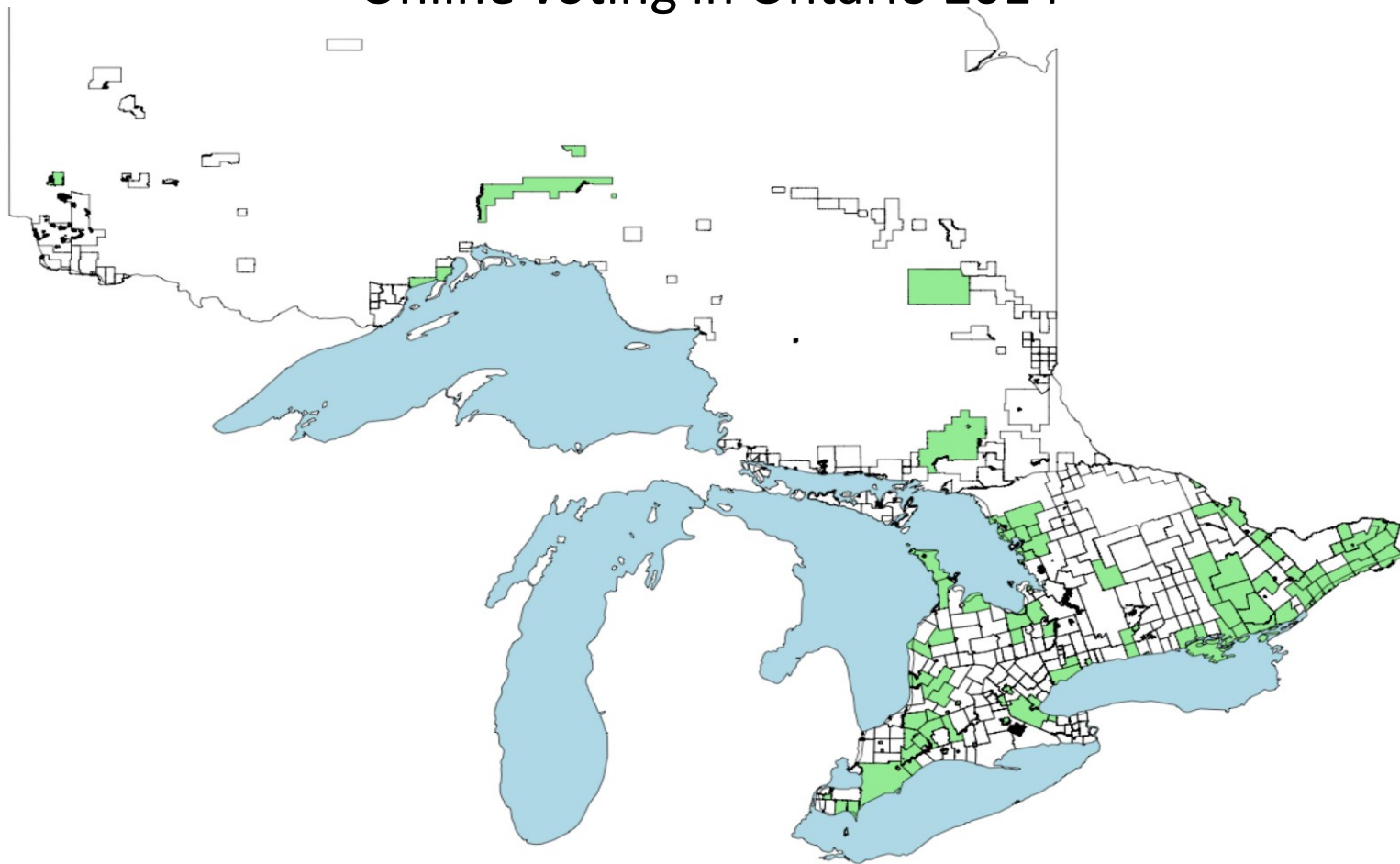
Online voting in Ontario 2006



Online voting in Ontario 2010



Online voting in Ontario 2014



Current context

- 209 municipalities used online voting in 2019.
- Many of them (100+) eliminated paper voting.
- Markham still very much a leader in the space.

Overview

This presentation presents the results of an exit survey of online voters in the City of Markham during the 2018 municipal election.

The report proceeds as follows:

1. Information about the project & survey completion
2. Voter satisfaction
3. Vote information
4. Public attitudes
5. Voter profile & participation
6. Broader findings
7. Takeaways

Context

The October 2018 municipal election in the City of Markham was conducted using a combination of online voting and paper voting at the polls.

38.26% of eligible electors voted compared with 37.1% in the 2014 municipal election.

To better understand voter opinions and experiences, the City participated in the Internet Voting Study, which offered electors the option to complete a voluntary survey about their voting experience after voting online.

Context: Data

Where relevant, this report compares survey results with findings from two sources of data:

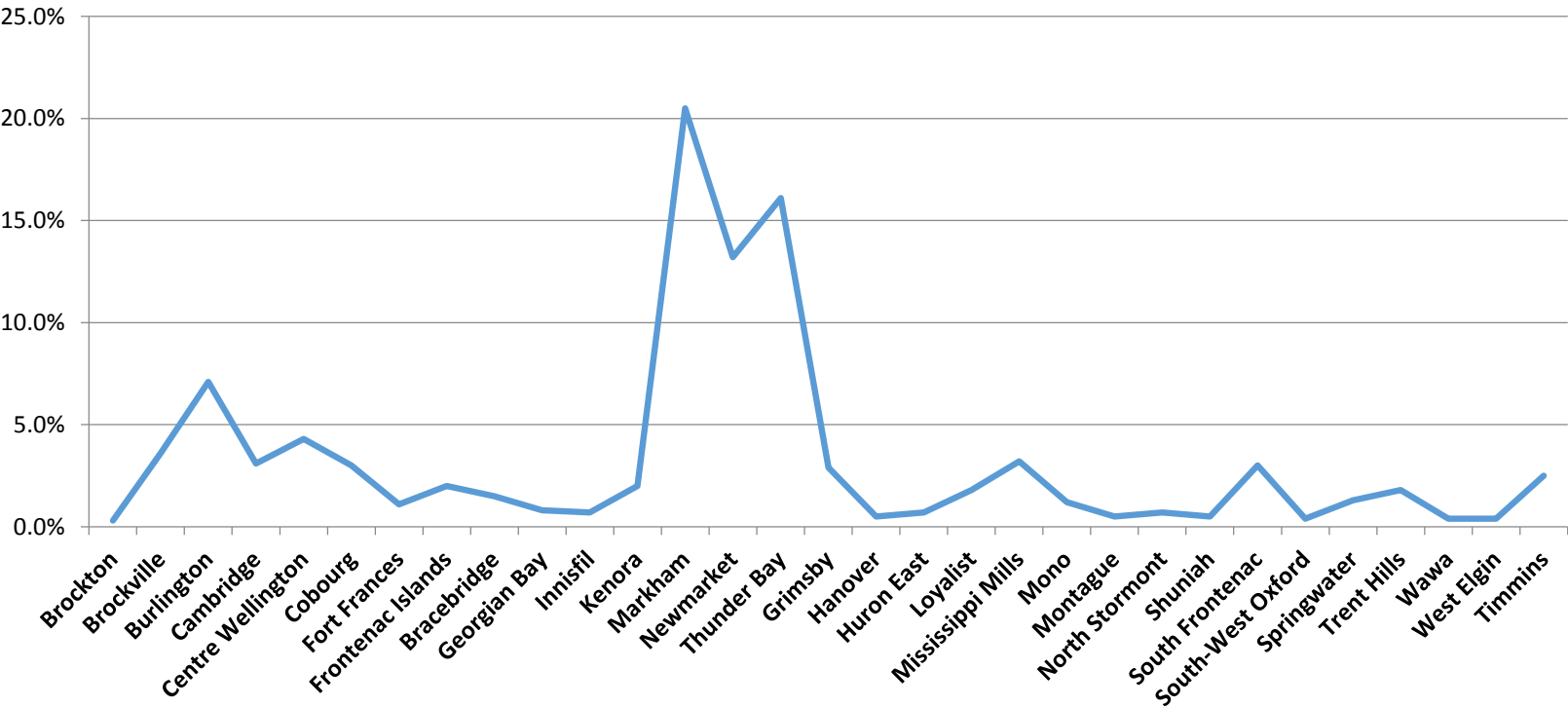
1. 2018 Internet Voting Study data from 31 municipalities.
2. The 2014 Internet Voting Project (IVP) surveys of online voters in 43 municipalities and paper voters in 4 communities.
 - 30,090 online voters completed a survey.
 - 1,766 paper voters completed surveys in the municipalities of Guelph, Markham, Springwater and Sudbury referred to as 'IVP data' in the report.

1. Information about survey completion

Participating municipalities

2018 Internet Voting Study Participants		
Brockton	Grimsby	Newmarket
Bracebridge	Hanover	North Stormont
Brockville	Huron East	Shuniah
Burlington	Innisfil	South Frontenac
Cambridge	Kenora	South-West Oxford
Centre Wellington	Loyalist	Springwater
Cobourg	Markham	Thunder Bay
English	Mississippi Mills	Timmins
Frontenac Islands	Mono	Trent Hills
Georgian Bay	Montague	Wawa
		West Elgin

Survey respondents by municipality



Information about survey completion

- 52,914 surveys completed.
 - Largest voting study ever carried out in Canada.
- 10,945 of these were completed in Markham out of 70,784 voters.
 - In 2014, 1,612 out of 11,002 voters completed a survey.

2018 response rate	2014 response rate
15.46%	14.67%

- Open for completion in Markham from October 12th to 22nd.
- Average length of time to complete a survey was 8 minutes.

2. Voter satisfaction & rationale for use

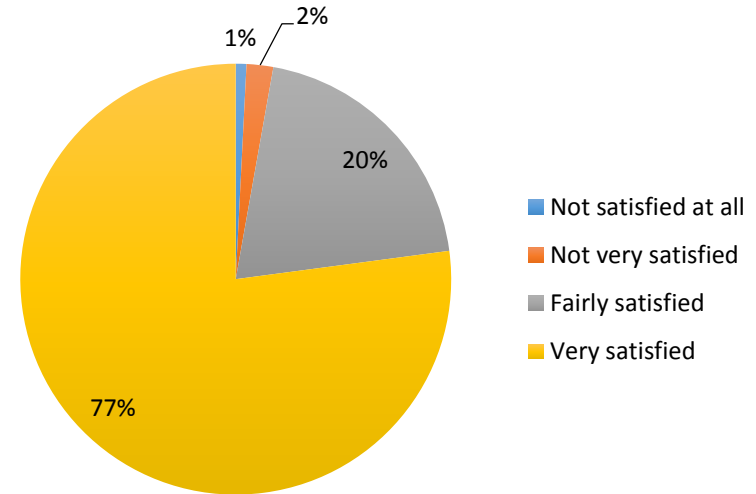
Voter satisfaction

97% of respondents in Markham are satisfied with online voting.

- 77% are 'very satisfied'

A high satisfaction rate compared with data from other Ontario municipalities.

In 2014, online voter satisfaction was 90% and paper voter satisfaction 68%.

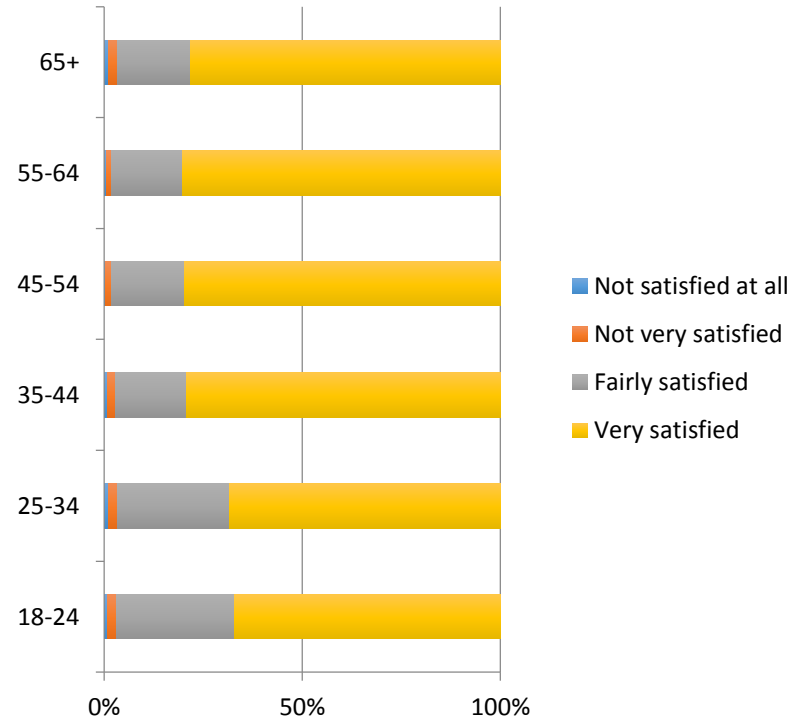


Voter satisfaction by age

There is strong satisfaction among all age groups.

It is highest among those aged 45-64.

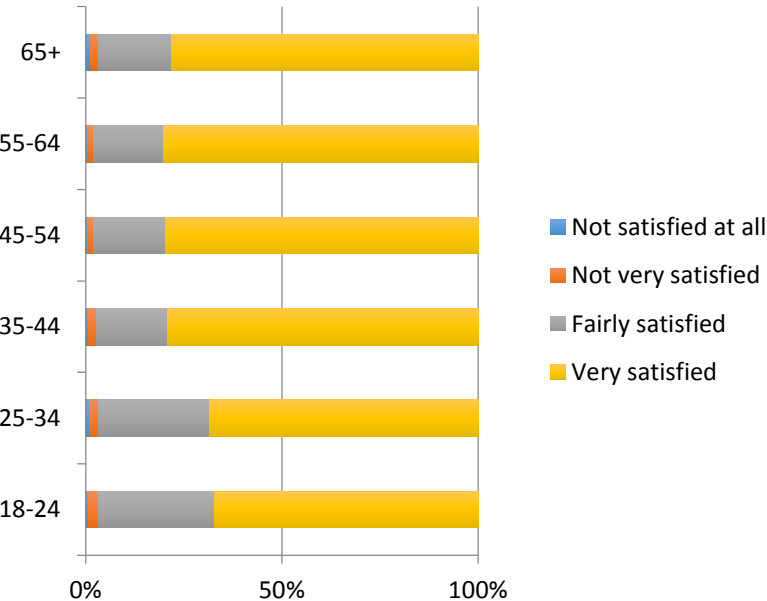
Voters 34 years and younger are less likely to report being 'very satisfied'.



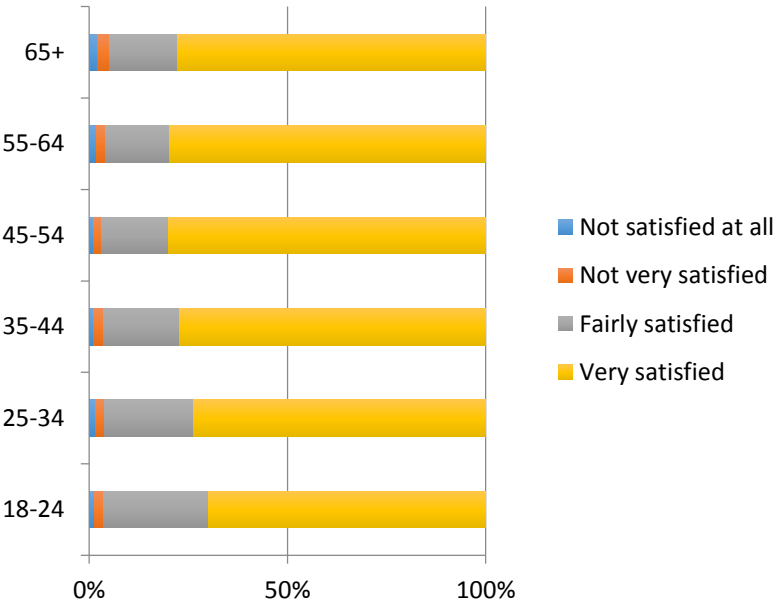
Comparing satisfaction with IVS data

Markham respondents slightly more satisfied than the rest of the sample.

Markham 2018



IVS data



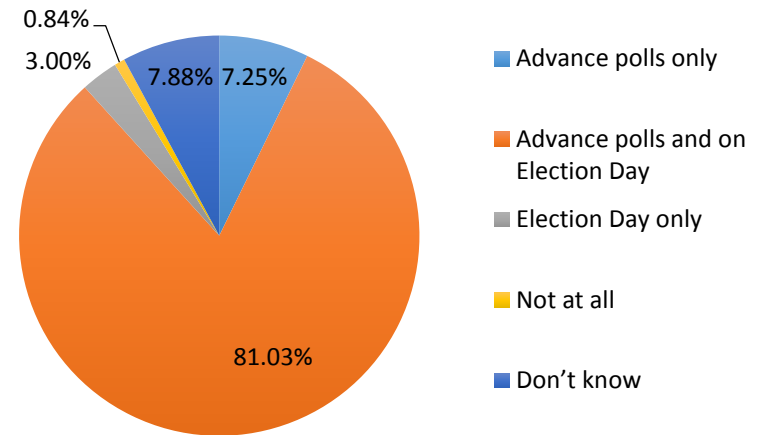
Rationale for use

Rationale	2014	2018
Convenience	76.86%	75.07%
Accessibility	3.68%	7.67%
Found it interesting/wanted to try something new	4.42%	5.68%
Suggestion from friend(s) or family member(s)	.48%	1.11%
Suggestion from a candidate	.07%	0.64%
Positive past experience with voting online	9.39%	3.73%
Privacy	.75%	1.96%
Internet and telephone voting were my only choices	1.36%	1.14%
Internet voting was the only method offered in my municipality	3.00%	1.44%
Other (please specify)	0	1.55%

Voter satisfaction & rationale

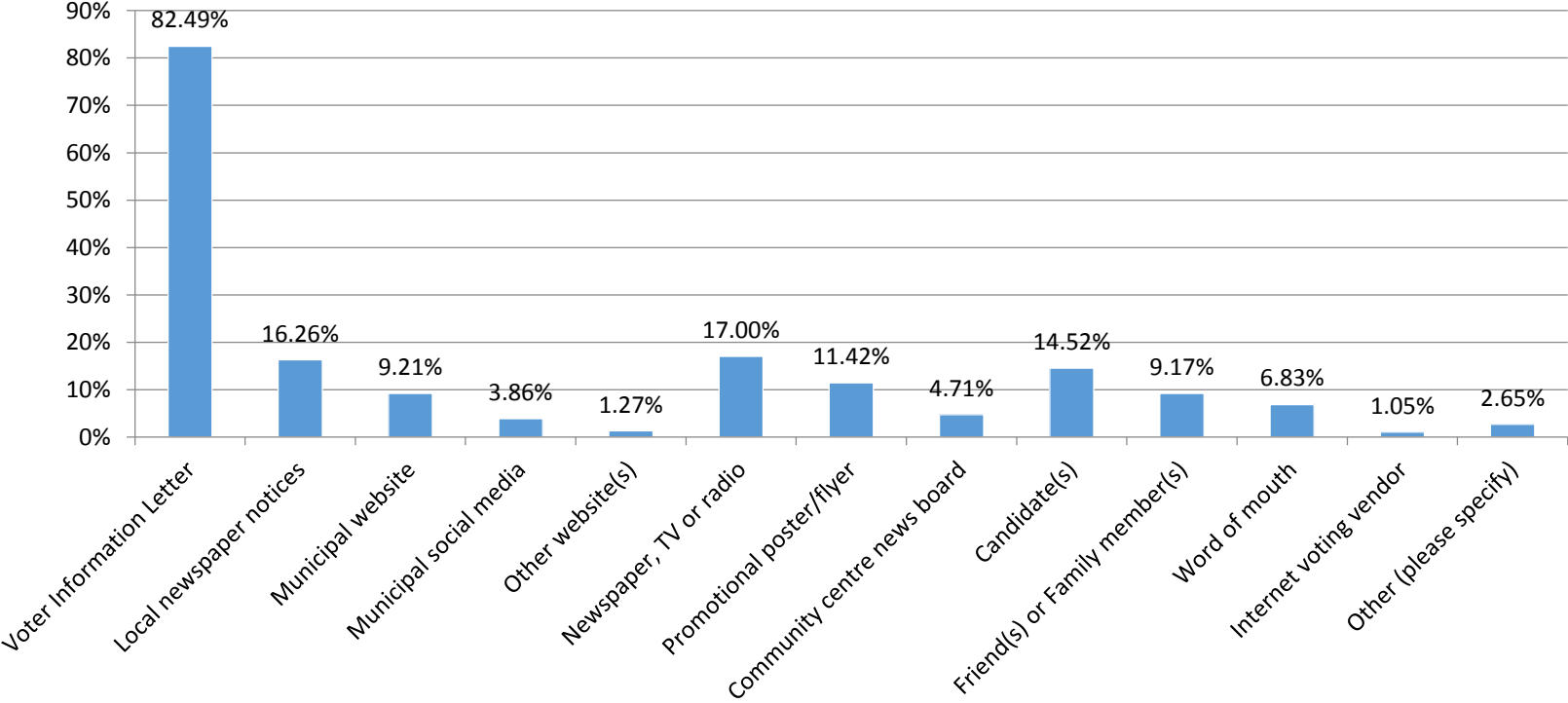
- Online voter satisfaction in Markham is very strong.
 - Slightly higher than the IVS average
- Increase from 2014 and much higher than reported satisfaction among paper voters in 2014.
- Online voting model changes well received by voters.
- Convenience main reason for use.

Ideal online voting period

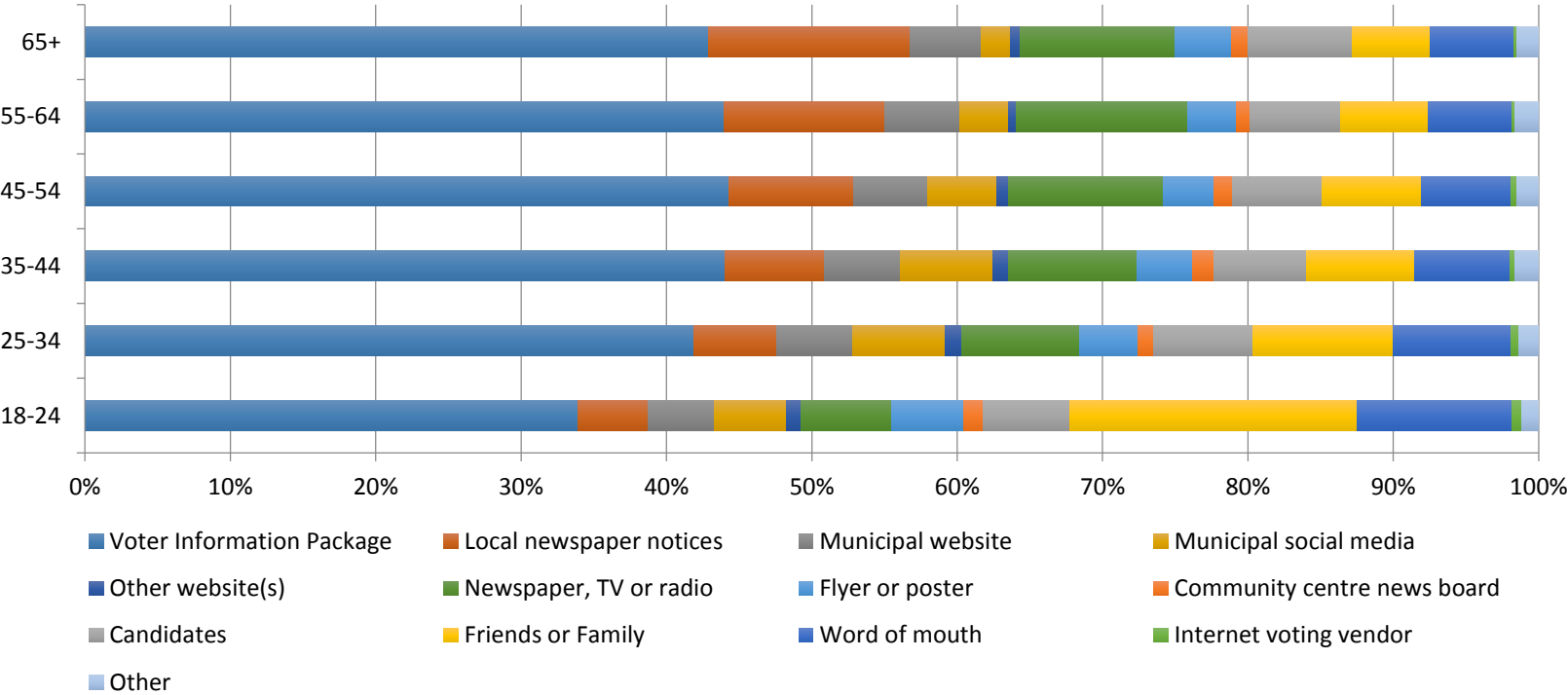


3. Vote information

Source of voting information



Source of voting information by age



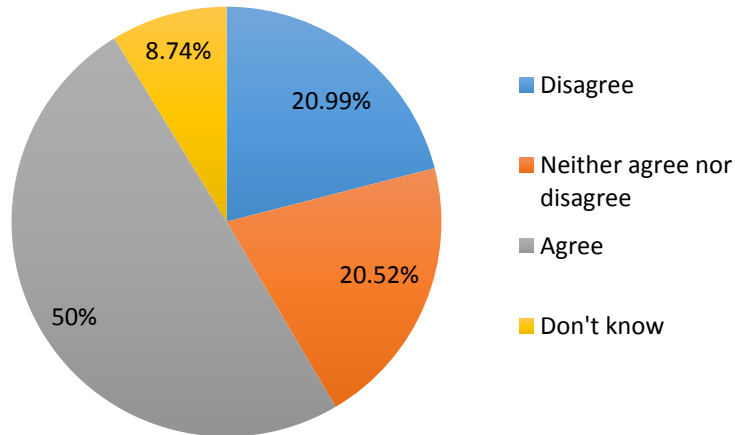
Vote information

- The Voter Information Package and newspaper notices are two consistently important sources to inform Markham electors.
 - News is an especially important source for those aged 45+.
- Voters under 45 are more likely to be reached via social media, word of mouth and friends and family.
 - This is especially true for those aged 18 to 24.
- For these reasons a combination of information sources – traditional and newer, digital sources - would continue to work well to reach electors of all ages.

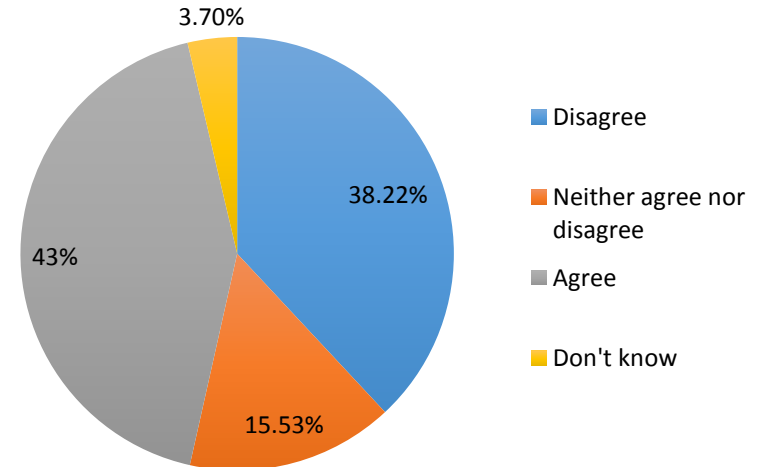
4. Public attitudes

Public attitudes

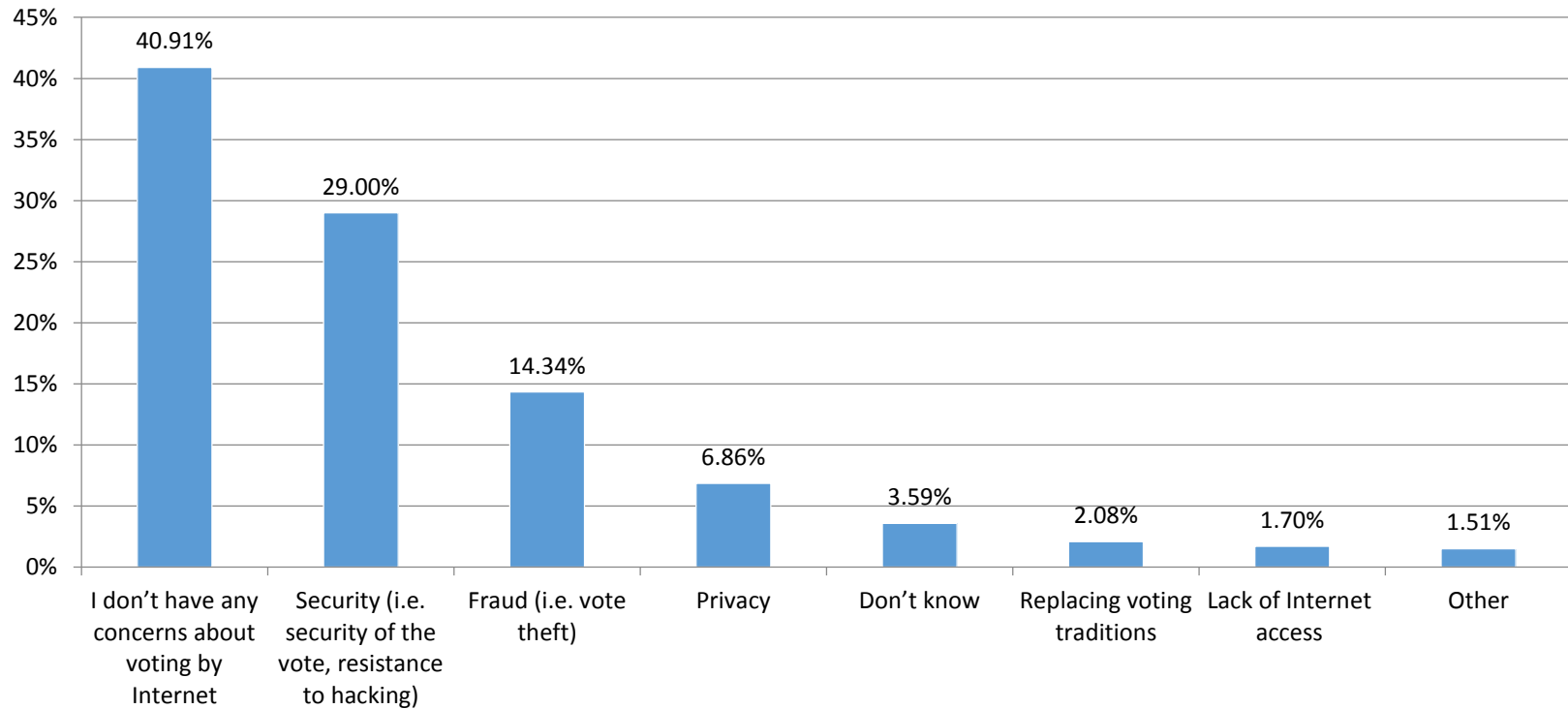
Elections with paper ballots are just as risky as elections where voting is electronic.



Paper voting is not needed in municipal elections where internet voting is available.



Concerns



Public attitudes

- Voters are accepting of electronic and online voting.
- The 2014 study showed that voters perceive online voting to be less risky than other remote forms of voting.
- While security is a concern, the largest proportion of online voters have no concerns.

5. Voter profile & participation

Voter profile

Profile	Characteristics	Online voter Markham, 2018	Paper voter IVP data, 2014
Socio- demographic	Age	54 years	44 years
	Annual household income	\$75,000 to \$99,999 before taxes	\$60,000 to \$79,999 before taxes
	Community density	Urban to Suburban	Urban to Suburban
	Education	Some university	Completed technical, community college
Attitudes	Voting history	Habitual	Very habitual
	Interest level in politics	Moderate	Moderate

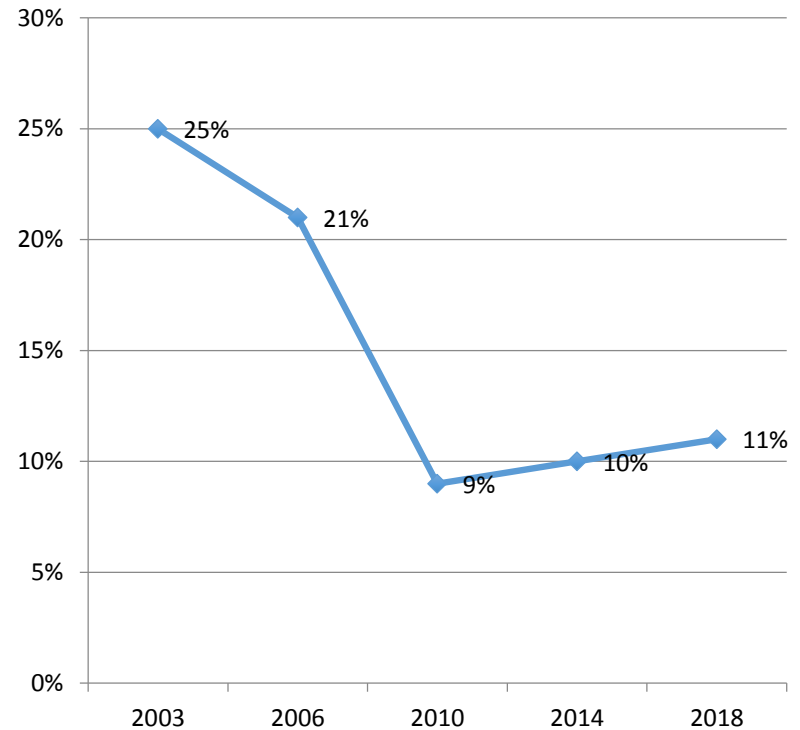
Engaging infrequent and non voters

12% of respondents say they 'probably' or 'definitely' would not have voted without online voting.

- 12.5% in 2014.

Those with less committed voting records are not as certain they would have voted.

11% of the sample say they did not vote in 2014.

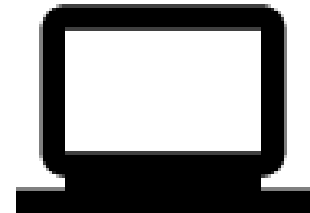


Reasons for not voting in a past municipal election (2014)

Category	Markham	IVS
Everyday life issues (access)	48.7%	41.4%
Political issues (lack of interest)	30.6%	33.7%
Administrative issues	8.16%	6.76%
Markham N=1201; IVS N=5640 Excludes Other and Don't know		

Voter profile & participation

- Online voters are older, more educated and higher income than paper voters but with less habitual voting histories.
- Continued evidence to suggest online voting encourages the participation of some electors for reasons of accessibility.
- Brings occasional voters in the voting process more permanently.



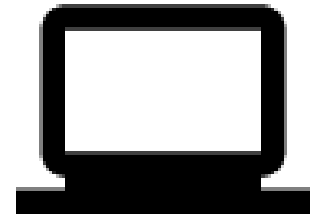
6. Broader findings

Turnout

- Markham
 - 300 percent increase in 2003
 - 43 percent increase in 2006
 - No change in 2010 (less than 1 percent decrease)
- Ontario municipal elections, 2000-2014
 - 171 elections in 98 municipalities across 5 election time periods
 - Increase of 3.5 percentage points
 - 7 percentage points if voting by mail not in place beforehand
 - Increases effective voting population by 7%
 - **LARGER THAN ELECTORAL SYSTEM CHANGE**

Going all electronic?

- Observe a turnout increase of 2 percentage points.
- Evidence that eliminating paper voting disenfranchises voters on the basis of digital literacy.
- Still a lot we don't know, but we will answer a lot of these questions in the coming months.



Policy considerations

- When there is no registration requirement 35% more people vote by internet.
- 9% less people use it when available in advance voting only.



7. Takeaways

Takeaways

- Markham online voters are very satisfied.
 - Slightly more satisfied than IVS voters and much more satisfied than paper voters.
- Mainly vote online for convenience, though access has increased.
- The change in this election to have online voting available for the full election period was desired and well received by voters.
- Making a move to a fully electronic election is less certain. Suggest doing a public opinion poll prior to eliminating a voting method.

Takeaways

- Voter Information Package, newspaper notices and TV and radio are top election information sources.
- Given key differences in information source by age a blended model is suggested, which combines traditional and non-traditional mediums.
- Public attitudes are supportive of online voting and findings suggest there is a positive effect on voter participation.
- Markham continues to be a leader in this space.

Questions & bio



Dr. Nicole Goodman, Director at the Centre for e-Democracy and Assistant Professor at Brock University is recognized internationally as a leading expert on electoral modernization. She has co-authored reports for EMBs and governments across Canada and has provided advice to governments internationally about the modernization of elections. Dr. Goodman has led a number of projects studying elections in municipalities and First Nations across Canada. She currently represents Canada on the International Institute for Democracy and Electoral Assistance Board of Advisers.