

Voting Report

Prepared for



By



June 2013

|

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M e t h o d o l o g y & L o g i s t i c s

Overview

- The following represents the findings from a public opinion survey conducted by Oraclepoll Research Limited for the City of Guelph.

Study Sample

- A total of 600 randomly selected residents 18 years of age and older were interviewed.

Survey Method

- The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research supervised 100%.

Logistics

- The surveys were conducted between the days of May 23rd to June 3rd 2013.

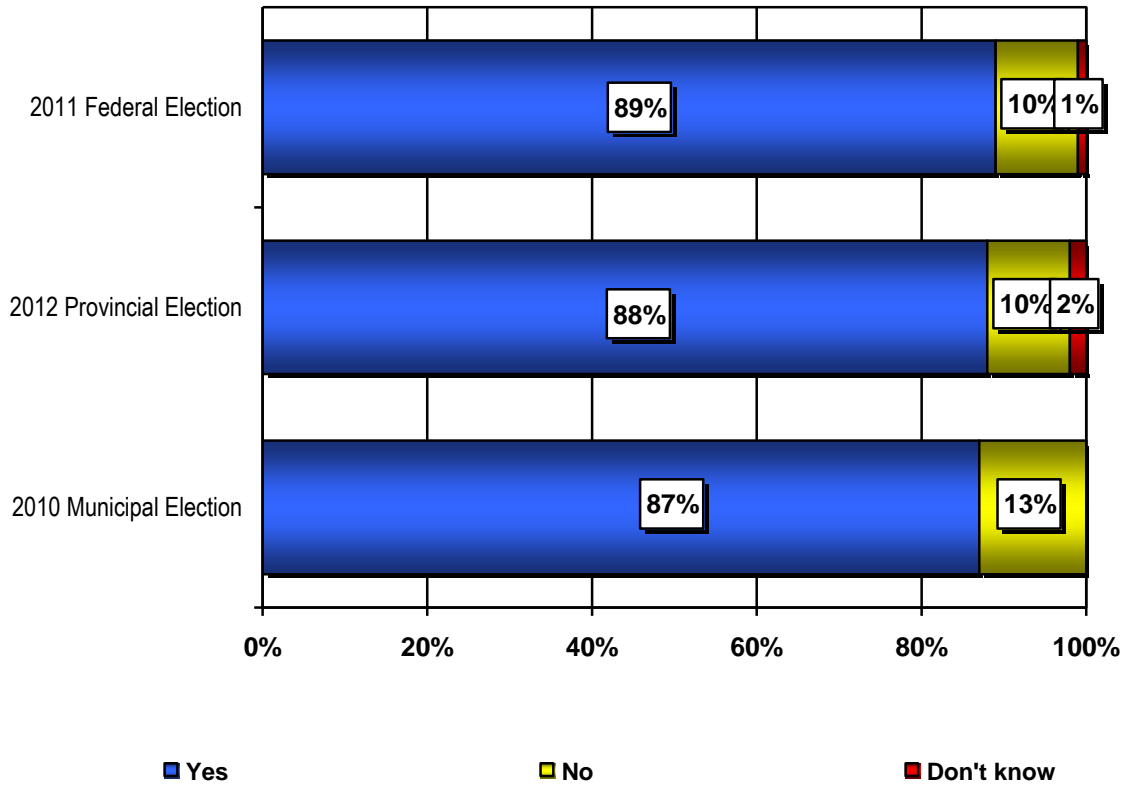
Confidence

- The margin of error for the survey is $\pm 4.0\%$, 19/20 times.

Executive Summary

Respondents were first asked if they have voted in each of the last three Elections.

“First of all, did you vote in each of the following Elections?”



A high percentage of Guelph residents claimed to have voted in each of the Elections. While there is a discrepancy between the survey results and actual turnout this is not an uncommon phenomenon. Despite the fact voting is not compulsory voters do not want to appear to be free riders within the system.

Respondents that said that they did not vote in the 2010 Municipal Election were then asked the following question.

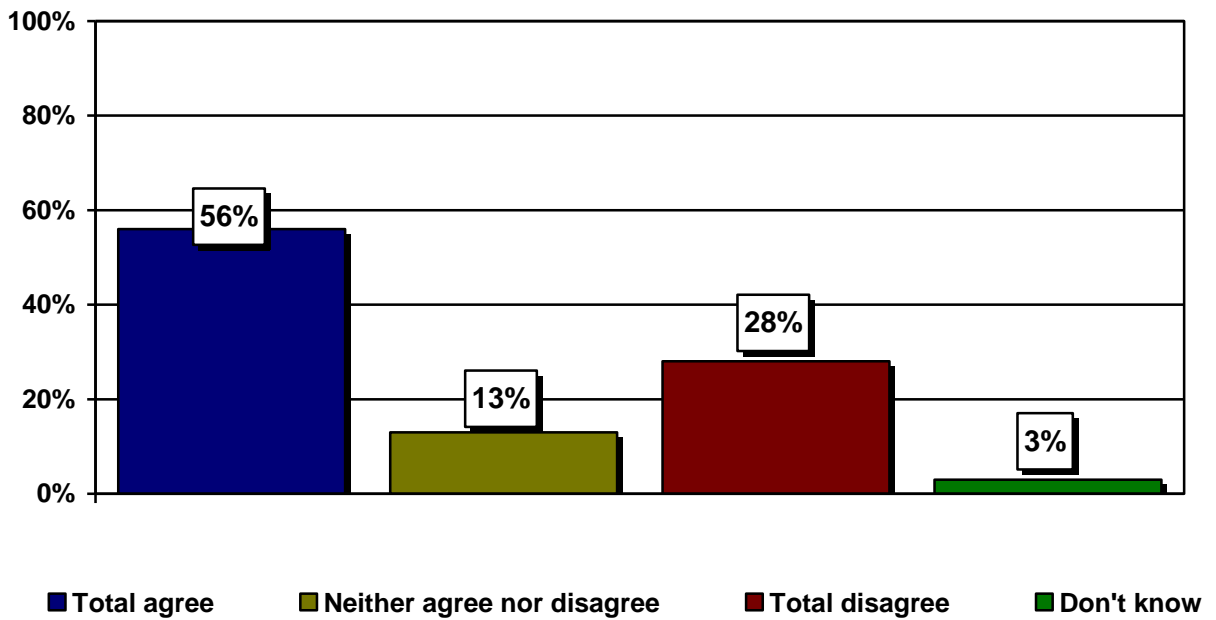
Why did you not vote in the last Municipal election in 2010?	Percent
I didn't support any of the candidates	16%
I didn't know the candidates platforms/policies	16%
Didn't know it was happening	13%
I don't care about / dislike politics	13%
Too busy	9%
Out of the city/province/country	9%
Illness/age	9%
Voting locations were inconvenient	6%
Don't know	6%
Not eligible (too young)	3%

Reasons for not voting are varied and revolve around issues related to a lack of support, a lack of knowledge of issues and a dislike of politics.

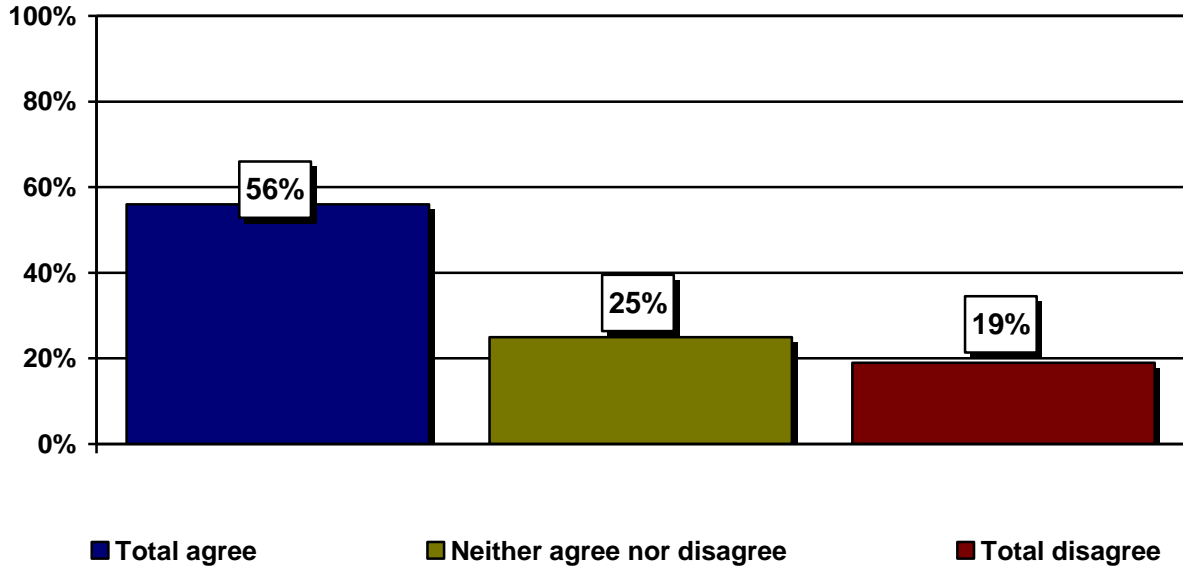
Respondents were then asked to rate their level of agreement with a series of statements.

“Please rate your level of agreement with the following statements using a scale from one to five, where one represents strongly disagree and five strongly agree.”

“If remote internet were available I would vote in Municipal Elections.”



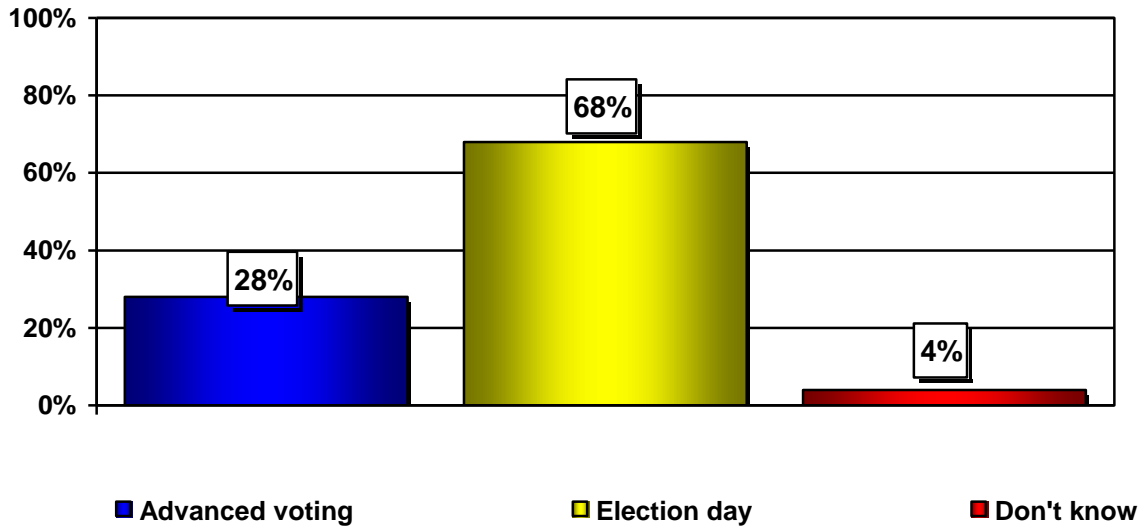
"If telephone voting were available I would vote in Municipal Elections."



Findings to the two questions show similar levels of support or agreement at 56%, however disagreement was lower with respect to telephone voting and the neutral results (neither agree nor disagree) were also higher.

The following question was asked to those respondents that said they have voted in the last Municipal election or the last Provincial election or the last Federal Election.

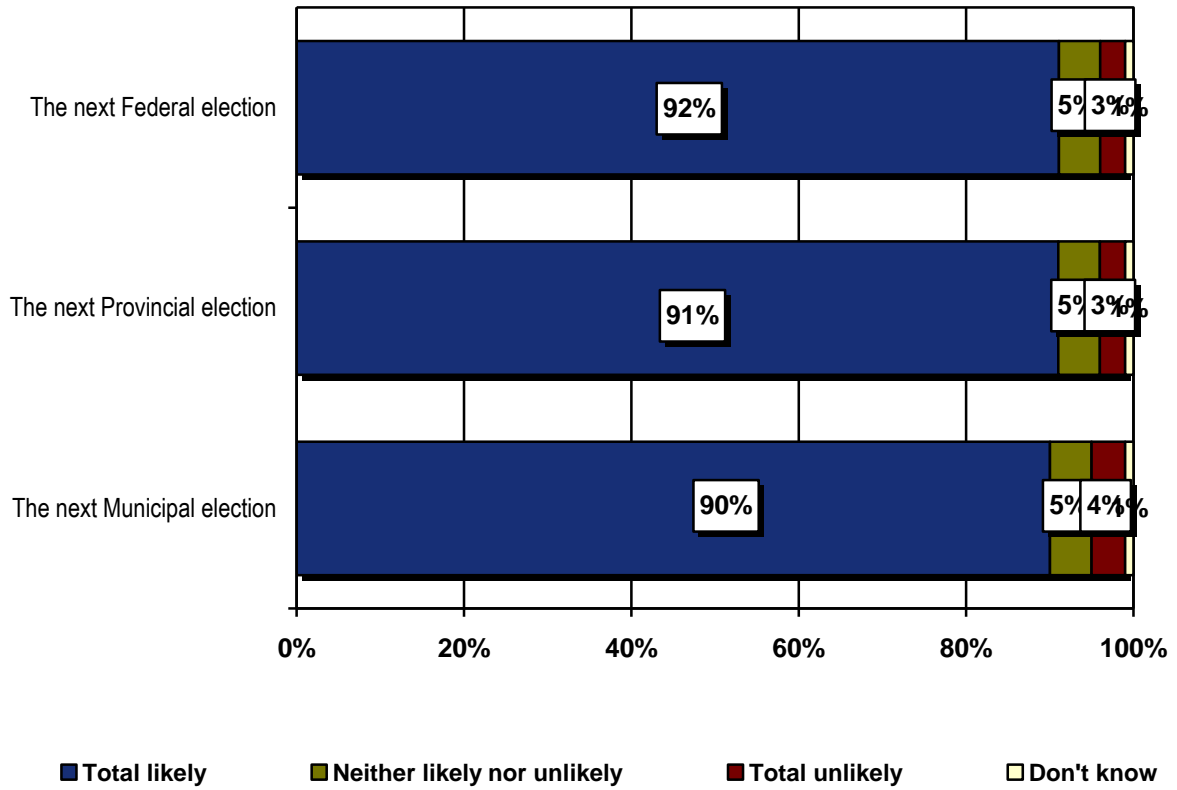
"With respect to Elections in general, are you more inclined to vote during the advance voting period or on Election Day?"



Election Day voting is the preferred method by almost seven in ten or 68% compared to 28% that would vote in an advanced poll.

The following questions were asked to all respondents about their voting intentions.

“How likely are you to vote in each of the following upcoming Elections?”



A high number of voters claim that they would vote in each of the three Elections.

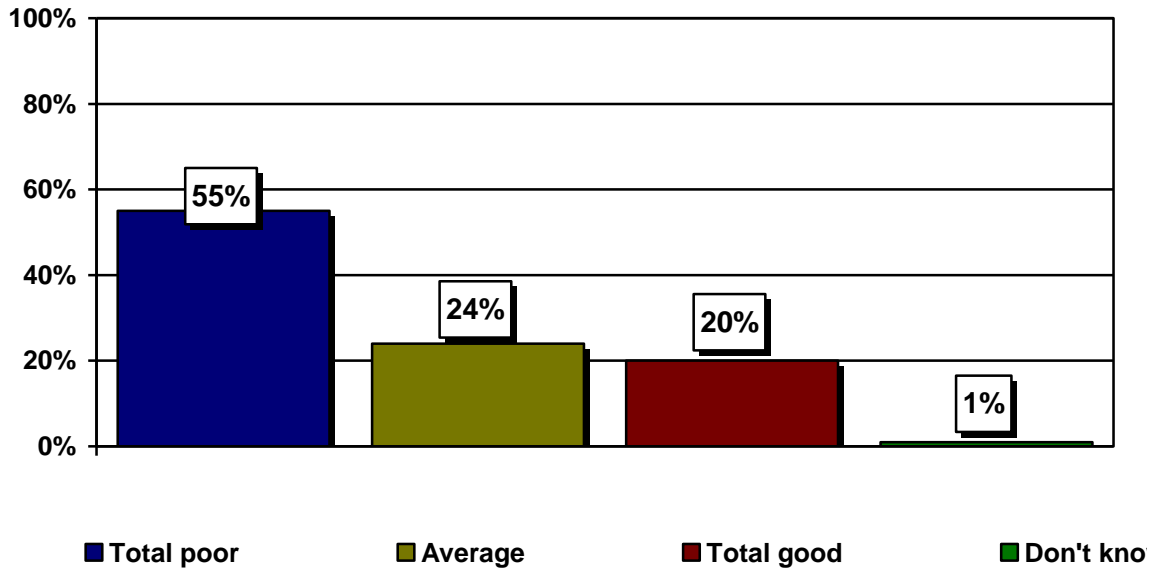
How do you feel the City can increase the number of Municipal voters that cast a ballot in the next election? (TOP RESPONSES)	Percent
Don't know	30%
Online/Telephone voting	20%
None/Nothing	14%
Have to reach the young people	7%
More awareness/advertising	7%
More accessible locations	3%
Having good candidates	3%

Among respondents with an opinion (excluding those saying do not know or nothing), online or telephone voting was most named, followed by reaching youth and having more awareness.

What is the best way (source) the City can inform you about the upcoming municipal Election in 2014? (Multiple responses given)	Percent
The Guelph Tribune	29%
The Guelph Mercury	23%
Mail	10%
Local radio station CJOY AM	7%
Local radio station Magic 106 FM	8%
Online at guelph.ca	5%

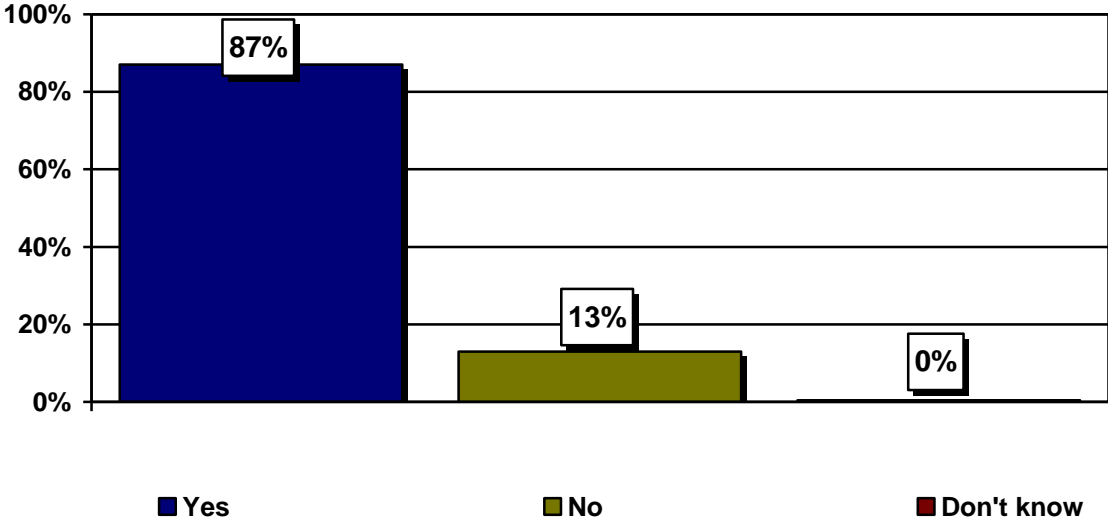
The Guelph Tribune and Guelph Mercury were seen as the best way to inform citizens.

"How would you rate your knowledge of computers?"



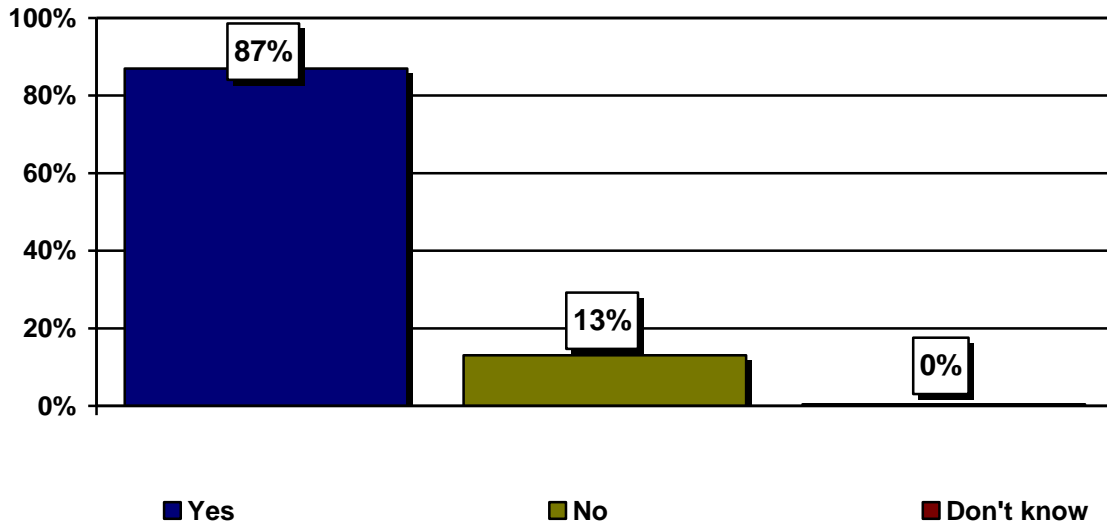
When asked about their knowledge of computers in general there was a rough split between those that stated poor (55%) and those saying average or good (44%).

"Do you have frequent access to a computer at home or at other places such as libraries, school or work?"



A strong majority of citizens or almost nine in ten have frequent access to a computer.

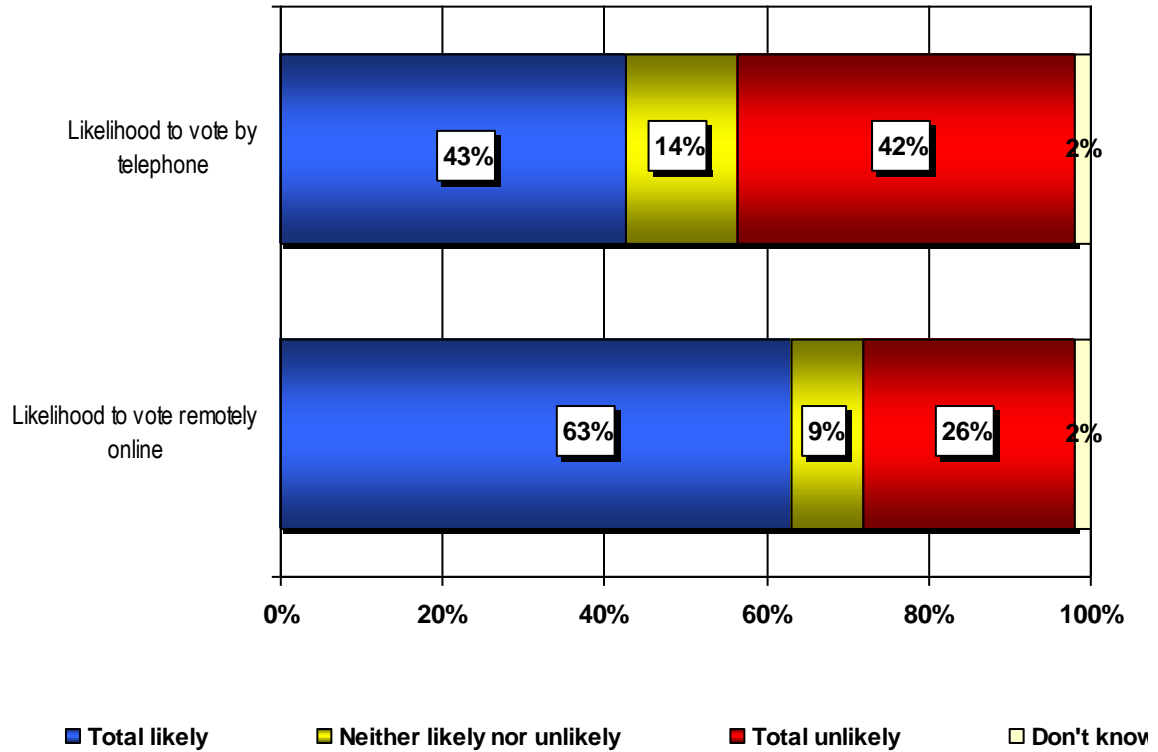
"Do you have internet access at home?"



A total of 87% of residents also have internet access at their home.

Usage is also high with 48% stating that they use the internet several times a day, followed by 24% everyday. Only 14% of respondents said None/never or don't know.

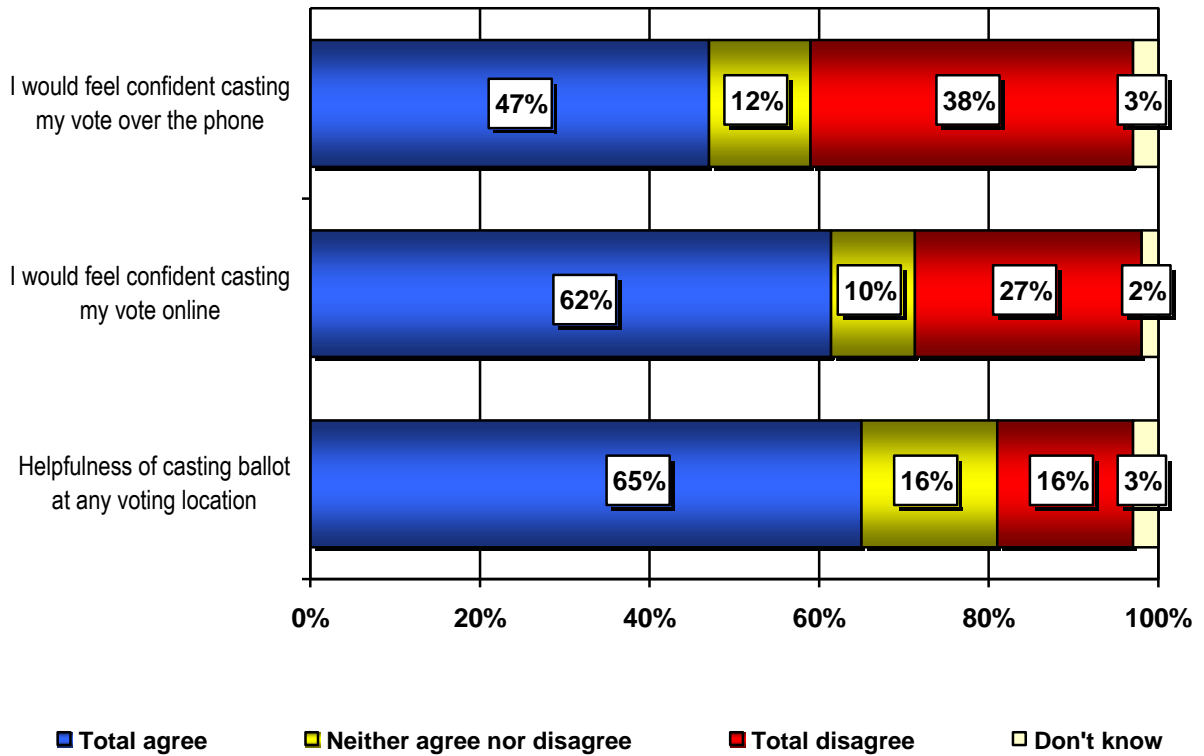
Two scenarios about alternative voting were asked.



Online voting was the preferred choice of 63% of citizens compared to a lesser 43% that would be likely to vote by telephone.

Respondents were asked to rate their level of agreement with the following statements.

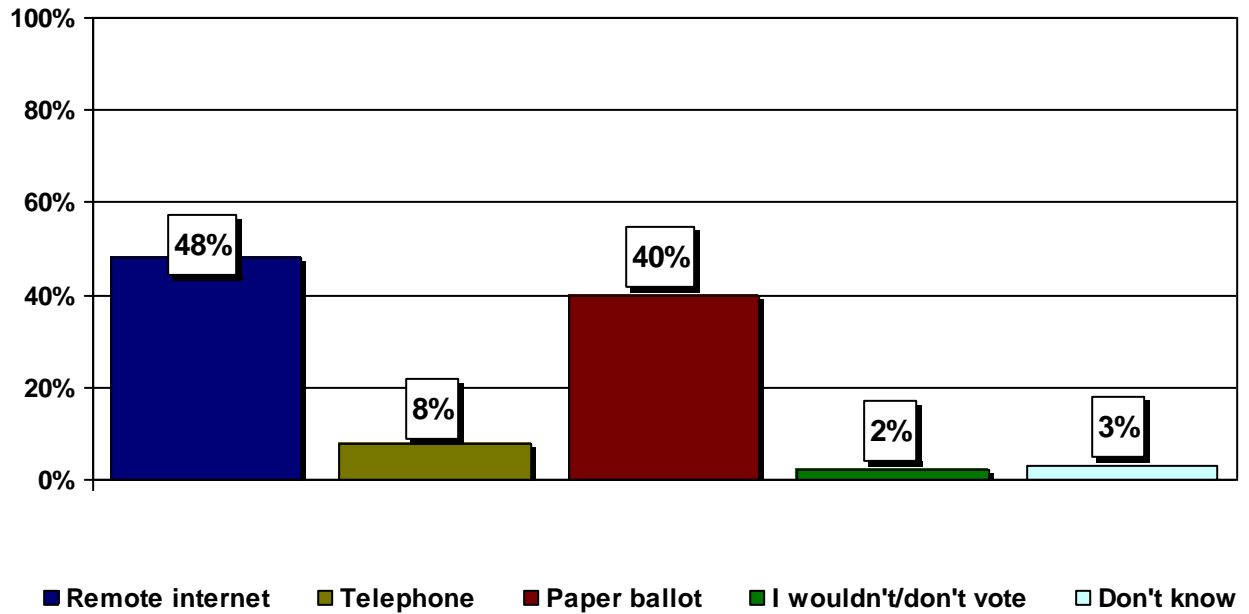
“Please rate your level of agreement with each of the following statements.”



Agreement was highest with respect to casting a ballot at any voting location, closely followed being confident of casting a ballot online. Voters were divided on the issue of being confident of casting a vote by telephone.

Respondents were asked about their preferred method of voting using alternative and the traditional method.

"If the City of Guelph offered remote internet, telephone, and traditional paper ballots in the 2014 municipal election, I would be most likely to vote by: "



Almost half of citizens or 48% would use the remote internet option; higher than the 40% that would use a traditional paper ballot, but support for telephone voting was only 8%.

Results by Question

First of all, did you vote in each of the following Elections?

Q1.The last Municipal election in 2010?

	Frequency	Valid Percent
Valid Yes	520	86.7
No	80	13.3
Total	600	100.0

Q2. The last Provincial election in 2012?

	Frequency	Valid Percent
Valid Yes	525	87.5
No	63	10.4
Don't know	13	2.1
Total	600	100.0

Q3.The last Federal election in 2011?

	Frequency	Valid Percent
Valid Yes	535	89.2
No	60	10.0
Don't know	5	.8
Total	600	100.0

IF YES TO Q1 SKIP TO Q5

Q4. Why did you not vote in the last Municipal election in 2010?

		Frequency	Valid Percent
Valid	I didn't support any of the candidates	13	15.6
	I didn't know the candidates platforms/policies	13	15.6
	Didn't know it was happening	10	12.5
	I don't care about / dislike politics	10	12.5
	Too busy	8	9.4
	Out of the city/province/country	8	9.4
	Illness/age	8	9.4
	Voting locations were inconvenient	5	6.3
	Don't know	5	6.3
	Not eligible (too young)	3	3.1
	Total	80	100.0

Please rate your level of agreement with the following statements using a scale from one to five, where one represents strongly disagree and five strongly agree.

Q4b. If remote Internet voting were available I would vote in municipal Elections.

		Frequency	Valid Percent
Valid	Strongly disagree	20	25.0
	Somewhat disagree	3	3.1
	Neither agree nor disagree	10	12.5
	Agree	18	21.9
	Strongly agree	28	34.4
	Don't know	3	3.1
	Total	80	100.0

Q4c. If telephone voting were available I would vote in municipal Elections.

		Frequency	Valid Percent
Valid	Strongly disagree	13	15.6
	Somewhat disagree	3	3.1
	Neither agree nor disagree	20	25.0
	Agree	20	25.0
	Strongly agree	25	31.3
	Total	80	100.0

IF NO TO Q1, Q2 AND Q3 SKIP TO Q6

Q5. With respect to Elections in general, are you more inclined to vote during the advance voting period or on Election Day?

		Frequency	Valid Percent
Valid	Advanced voting	155	28.2
	Election day	375	68.2
	Don't know	20	3.6
	Total	550	100.0

How likely are you to vote in each of the following upcoming Elections? Please use a scale from one to five, where one represents very unlikely and five very likely.

Q6. The next municipal Election?

		Frequency	Valid Percent
Valid	Very unlikely	13	2.1
	Somewhat unlikely	13	2.1
	Neither likely nor unlikely	28	4.6
	Somewhat likely	60	10.0
	Very likely	480	80.0
	Don't know	8	1.3
	Total	600	100.0

Q7. The next Provincial Election?

		Frequency	Valid Percent
Valid	Very unlikely	13	2.1
	Somewhat unlikely	5	.8
	Neither likely nor unlikely	30	5.0
	Somewhat likely	50	8.3
	Very likely	498	82.9
	Don't know	5	.8
	Total	600	100.0

Q8. The next Federal Election?

		Frequency	Valid Percent
Valid	Very unlikely	13	2.1
	Somewhat unlikely	5	.8
	Neither likely nor unlikely	28	4.6
	Somewhat likely	45	7.5
	Very likely	505	84.2
	Don't know	5	.8
	Total	600	100.0

Q9. Voter turnout in Guelph has declined in recent years, and was especially low in the 2010 municipal Election. How do you feel the City can increase the number of municipal voters that cast a ballot in the next Election?

		Frequency	Valid Percent
Valid	Don't know	178	29.6
	Online/telephone voting	118	19.6
	None / nothing	85	14.2
	Have to reach the young people	43	7.1
	More awareness / advertising	40	6.7
	More accessible locations	20	3.3
	Having good candidates	20	3.3
	If elected officials kept their promises	18	2.9
	Force people to vote / make it a law	13	2.1
	More polling stations	13	2.1
	More information about the candidates	13	2.1
	More advanced polling stations	8	1.3
	Transportation to the polling stations	8	1.3
	Less waiting times at the voting booth	8	1.3
	Issues important to the people	8	1.3
	Door to Door canvassing	5	.8
	Be able to vote for a councillor at large	5	.8
	More women running	3	.4
	Total	600	100.0

Q10a. What is the best way (source) the City can inform you about the upcoming municipal Election in 2014? RESPONDENTS GAVE MULTIPLE RESPONSES

		Frequency	Valid Percent
Valid	The Guelph Tribune	299	28.5
	The Guelph Mercury	238	22.7
	Mail	100	9.5
	Online at guelph.ca	56	5.3
	Television (not specified)	30	2.9
	Local radio station Magic 106 FM	86	8.1
	Don't know	23	2.1
	Email	18	1.7
	None	15	1.4
	Local radio station CJOY AM	74	7.0
	The City's Facebook page	39	3.7
	The City's Twitter account	24	2.2
	Town Hall Meetings	8	.8
	By telephone	8	.8
	Door hangers	5	.5
	On Guelph Transit buses	9	.8
	At a meeting in my ward or neighbourhood	9	.8
	Posters on the street	8	.7
	Internet (not specified)	6	.5
	Total	1050	100.0

Q11. Using a scale from one to five where one represents very poor and five very good, how would you rate your knowledge of computers?

		Frequency	Valid Percent
Valid	Very poor	80	13.3
	Poor	43	7.1
	Average (Neither poor nor good)	143	23.8
	Good	170	28.3
	Very good	158	26.3
	Don't know	8	1.3
	Total	600	100.0

Q12. Do you have frequent access to a computer at home or at other places such as libraries, school or work?

		Frequency	Valid Percent
Valid	Yes	523	87.1
	No	75	12.5
	Don't know	3	.4
	Total	600	100.0

Q13. Do you have Internet access at home?

		Frequency	Valid Percent
Valid	Yes	523	87.1
	No	75	12.5
	Don't know	3	.4
	Total	600	100.0

Q14. How often do you access the Internet?

		Frequency	Valid Percent
Valid	Several times a day	288	47.9
	Every day	145	24.2
	Several times a week	40	6.7
	About once a week	20	3.3
	Several times a month	3	.4
	About once a month	20	3.3
	None/never	80	13.3
	Don't know	5	.8
	Total	600	100.0

Q15. If you could vote remotely online, how likely would you be to use that method to vote in a future municipal Election? Please use a scale from one to five, where one represents very unlikely and five very likely.

		Frequency	Valid Percent
Valid	Very unlikely	145	24.2
	Somewhat unlikely	13	2.1
	Neither likely nor unlikely	53	8.8
	Somewhat likely	85	14.2
	Very likely	295	49.2
	Don't know	10	1.7
	Total	600	100.0

16. If you could vote by telephone, how likely would you be to use that method to vote in a future municipal Election? Please use a scale from one to five, where one represents very unlikely and five very likely.

	Frequency	Valid Percent
Valid Very unlikely	223	37.1
Somewhat unlikely	33	5.4
Neither likely nor unlikely	85	14.2
Somewhat likely	83	13.8
Very likely	168	27.9
Don't know	10	1.7
Total	600	100.0

Please rate your level of agreement with the following statements using a scale from one to five, where one represents strongly disagree and five strongly agree.

Q17. It would be helpful to me if in the next municipal Election in 2014 I could cast my ballot at my convenience at any voting location in the City (not having to vote at any one location).

	Frequency	Valid Percent
Valid Strongly disagree	63	10.4
Somewhat disagree	33	5.4
Neither agree nor disagree	95	15.8
Agree	125	20.8
Strongly agree	265	44.2
Don't know	20	3.3
Total	600	100.0

Q18. If remote Internet voting were an option for the 2014 municipal election in Guelph, I would feel confident casting my vote online

	Frequency	Valid Percent
Valid Strongly disagree	120	20.0
Somewhat disagree	40	6.7
Neither agree nor disagree	58	9.6
Agree	115	19.2
Strongly agree	255	42.5
Don't know	13	2.1
Total	600	100.0

Q19. If telephone voting were an option for the 2014 municipal election in Guelph, I would feel confident casting my vote over the telephone.

	Frequency	Valid Percent
Valid Strongly disagree	175	29.2
Somewhat disagree	55	9.2
Neither agree nor disagree	73	12.1
Agree	108	17.9
Strongly agree	173	28.8
Don't know	18	2.9
Total	600	100.0

Q20. If the City of Guelph offered remote Internet, telephone, and traditional paper ballots in the 2014 municipal election I would be most likely to vote by:

	Frequency	Valid Percent
Valid Remote Internet	285	47.5
Telephone	48	7.9
Paper ballot	240	40.0
I wouldn't vote/ I don't vote	13	2.1
Don't know	15	2.5
Total	600	100.0

The final few questions involve collecting personal information, which is very important for our analysis and reporting. Once again we would like to assure you that all information will be kept in strict confidence and only overall results will be reported on.

D1. What is your age?

	Frequency	Valid Percent
Valid 18-24	28	4.6
25-34	38	6.3
35-44	95	15.8
45-54	98	16.3
55-64	123	20.4
65 and over	170	28.3
Don't know/ Refused	50	8.3
Total	600	100.0

D2. What is the highest level of education you have completed?

	Frequency	Valid Percent
Valid No formal education	5	.8
Some elementary school	13	2.1
Completed elementary school	3	.4
Some high school	68	11.3
Completed high school	90	15.0
Some technical, community college	15	2.5
Completed technical, community college	128	21.3
Some university	50	8.3
Bachelor's degree/ undergraduate degree	133	22.1
Post graduate degree (Masters, Doctorate / Professional degr	65	10.8
Refused	33	5.4
Total	600	100.0

D3. What is your annual income from all sources before taxes?

	Frequency	Valid Percent
Valid Less than - \$20,000	63	10.4
\$20,000 - \$29,999	35	5.8
\$30,000 - \$39,999	43	7.1
\$40,000 - \$49,999	35	5.8
\$50,000 - \$59,999	48	7.9
\$60,000 - \$79,999	65	10.8
\$80,000 - \$99,999	55	9.2
\$100,000 - \$119,999	25	4.2
\$120,000 or more	53	8.8
Student (No income)	20	3.3
Don't know/ Refused	160	26.7
Total	600	100.0

D5. Would you say that you live in an area that is?

	Frequency	Valid Percent
Valid Urban/Suburban	550	91.7
Rural	23	3.8
Don't know/ Refused	28	4.6
Total	600	100.0

D4. Gender?

		Frequency	Valid Percent
Valid	Male	253	42.1
	Female	348	57.9
	Total	600	100.0