

MEMORANDUM

TO: Committee of the Whole

FROM: Director, Legislative Services/Town Clerk

DATE: January 10, 2014

RE: **Voting Method Options, 2014 Municipal Election**

A summary of the public consultation undertaken regarding the proposed voting method options for the 2014 Municipal Election will be provided as part of Item 2 of the Committee of the Whole Agenda for the January 13, 2014 Committee of the Whole meeting. The following information is attached for your reference:

- Telephone Survey – Voting Report by Oraclepoll Research, January 2014
- Online Survey – Results of Public Input on Voting Method
- Happy or Not Happy Report (Are you in favor of online voting?)
- Email from Steve Foglia, Chair, Newmarket Accessibility Advisory Committee dated January 9, 2014 re. Internet Voting

Voting Report

Prepared for



By



January 2014

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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 Town of Newmarket on issues related to voting options to municipal Elections.

Study Sample

- A total of n=805 randomly selected Newmarket residents 18 years of age and older were interviewed. A total of n=115 surveys were completed in each of the Towns seven (7) Wards.

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 January 7th and January 9th 2014.

Confidence

- The margin of error for the n=805 survey is $\pm 3.5\%$, 19/20 times, while the margin of error for each of the Ward (n=115) breakouts is $\pm 9.1\%$, 19/20 times.

E x e c u t i v e S u m m a r y

VOTE INTENT

Respondents were first screened to ensure that they were residents of Newmarket and eligible to vote in the upcoming municipal Election to be held on October 27th 2014. All 805 respondents surveyed met these criteria prior to being interviewed.

All n=805 of those surveyed were then asked if they plan to vote in the upcoming October 27th municipal Election. A total of 88% said that they plan to vote, 6% do not intend on casting a ballot and 5% were unsure or did not know.

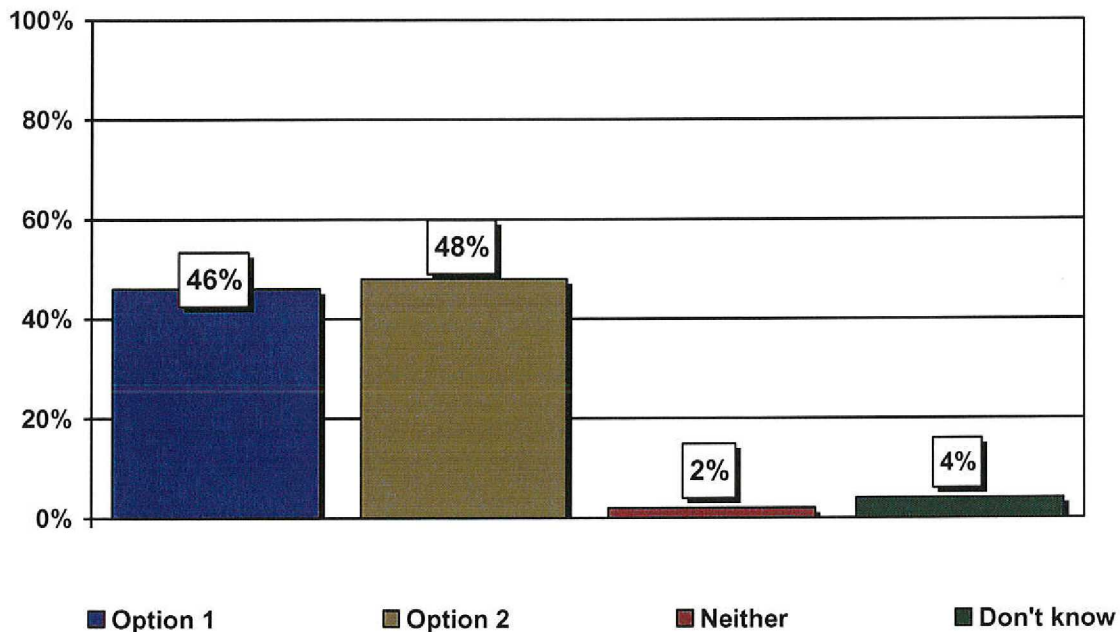
While there may be a discrepancy between the results to this question and what the actual turnout may in fact be, this is not an uncommon phenomenon with a question of this nature. Despite the fact voting is not compulsory; voters do not want to appear to be free riders within the system or appear not to be "good citizens" in a participatory democracy. So while voting intent numbers may be inflated this does not detract from the overall validity of probing into questions related to voting options and preferences. What is important is proper sampling for example an equal distribution in this case, by Ward and by demographic cohorts.

VOTING OPTIONS

All respondents or the 88% (n=714) that claimed that they were planning to vote in the October 2014 municipal Election were read the following preamble outlining two voting options. They were then asked which option that they most favoured.

“The Town of Newmarket is considering the following two voting method options. Option 1 is the traditional voting method of marking paper ballots using a pen in voting places throughout the Town. Marked ballots are counted using an optical scan vote tabulator. In Option 2 voters have the choice of voting online through a secure website either remotely (e.g., home or work) or voting in voting places throughout the Town through an easy to use program on laptops or tablet devices to indicate choices. In both Option 1 and 2 special voting places will be established in seniors' apartments, long term care facilities and Southlake Hospital to provide assistance, if required. Advance voting opportunities will be also available prior to voting day; and there will no additional cost for taxpayers. “

“Are you in favour of Option 1 or Option 2?”



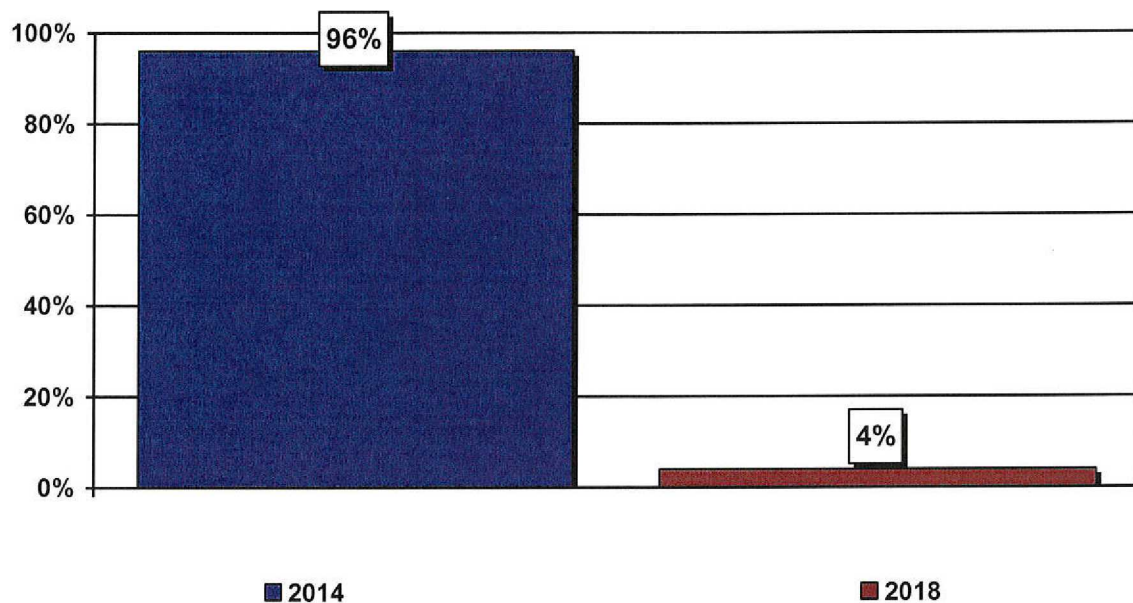
There was an almost equal split among residents that were in favour of Option 1 (46%) the traditional method and Option 2 the online approach (48%). Only 2% said that they supported neither of the two options and 4% were undecided.

When the 2% (n=16) of Newmarket voters that answered neither of the two options were asked about their reasons why, n=5 said that they dislike or were not in support of online voting, n=4 named security concerns, n=3 cited cost, n=3 that the process has not been tested and n=1 did not know.

YEAR OF IMPLEMENTATION

The 48% of respondents (n=340) that stated they prefer Option 2 or the online approach were then asked about when they would like to see it implemented.

"Would you prefer to see this implemented during the 2014 or 2018 Election year."

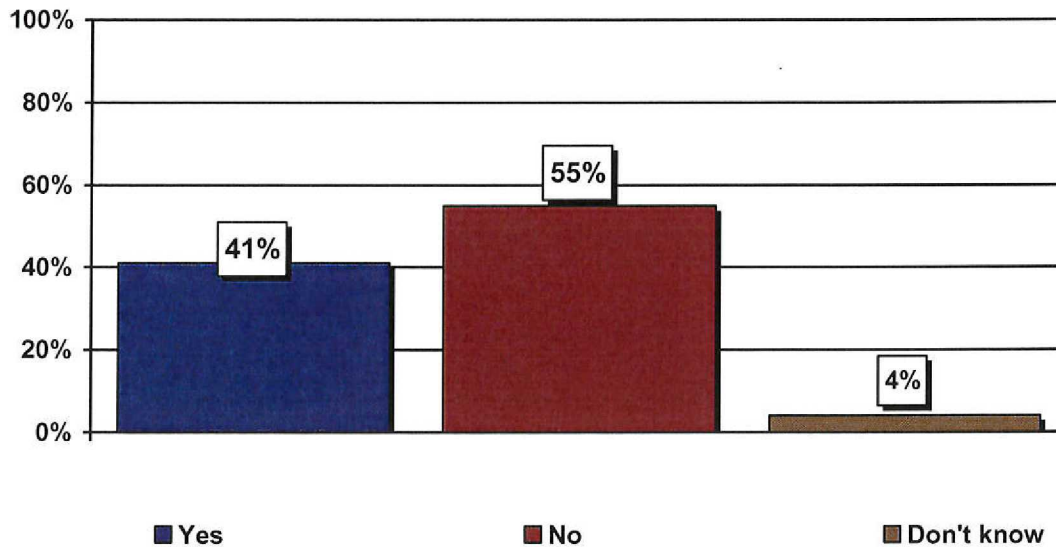


An overwhelming 96% majority claimed that they would like the Option (2) implemented in the 2014 Election, with only 4% naming 2018.

LIKELIHOOD TO PARTICIPATE

All respondents were then asked the following final question

"Would you be more likely to participate in the October 27th, 2014 municipal Election if an internet voting option was made available?"



More than four in ten or 41% of Newmarket voters stated that they would be more likely to participate in the upcoming fall Election if internet voting was made available.

The following table is a crosstabulation of results from Question 3 respondents preferred voting Option, by Question 6 or the likelihood to vote if internet voting was made available. A high three quarters (75%) of those favouring Option 2 stated that they would be more likely to vote if an internet choice was offered. This compared to only 9% supporting Option 1, 19% undecided and none of those stating neither of the two.

		Q6.Would you more likely to participate in the October 27th, 2014 municipal Election if an internet voting option was made available?		
		Yes	No	Don't know
Q3. Are you in favour of Option 1 or Option 2?	Option 1	8.9%	86.9%	4.3%
	Option 2	75.3%	23.5%	1.2%
	Neither		87.5%	12.5%
	Don't know	19.4%	67.7%	12.9%

Results & Crosstabs

Q1. I just want to confirm that you 18 years
of age or older or will be as of October 27th
2014 and are (will be) eligible to vote in a
municipal Election within the Town of
Newmarket?

	Frequency	Percent
Yes	805	100.0

		Q1. I just want to confirm that you 18 years of age or older or will be as of October 27th 2014 and are (will be) eligible to vote in a municipal Election within the Town of Newmarket?
		Yes
	Ward 1	100.0%
	Ward 2	100.0%
	Ward 3	100.0%
Ward	Ward 4	100.0%
	Ward 5	100.0%
	Ward 6	100.0%
	Ward 7	100.0%

**Q2. Do you plan to vote in the October 27th 2014
municipal Election?**

	Frequency	Percent
Yes	714	88.7
No	51	6.3
Don't know	40	5.0
Total	805	100.0

		Q2. Do you plan to vote in the October 27th 2014 municipal Election?		
		Yes	No	Don't know
Ward	Ward 1	85.2%	7.8%	7.0%
	Ward 2	90.4%	6.1%	3.5%
	Ward 3	89.6%	7.0%	3.5%
	Ward 4	90.4%	4.3%	5.2%
	Ward 5	92.2%	5.2%	2.6%
	Ward 6	83.5%	7.8%	8.7%
	Ward 7	89.6%	6.1%	4.3%

IF YES ASK Q3 / IF NO OR DO NOT KNOW SKIP TO Q6

PREAMBLE TO Q3

The Town of Newmarket is considering the following two voting method options.

- **Option 1** is the traditional voting method of marking paper ballots using a pen in voting places throughout the Town. Marked ballots are counted using an optical scan vote tabulator.
- **In Option 2** voters have the choice of voting online through a secure website either remotely (e.g., home or work) or voting in voting places throughout the Town through an easy to use program on laptops or tablet devices to indicate choices.
- **In both Option 1 and 2** special voting places will be established in seniors' apartments, long term care facilities and Southlake Hospital to provide assistance, if required. Advance voting opportunities will be also available prior to voting day; and there will be no additional cost for taxpayers.

Q3. Are you in favour of Option 1 or Option 2?

	Frequency	Valid Percent
Option 1	327	45.8
Option 2	340	47.6
Neither	16	2.2
Don't know	31	4.3
Total	714	100.0

		Q3. Are you in favour of Option 1 or Option 2?			
		Option 1	Option 2	Neither	Don't know
Ward	Ward 1	43.9%	51.0%	1.0%	4.1%
	Ward 2	46.2%	43.3%	3.8%	6.7%
	Ward 3	42.7%	52.4%	1.9%	2.9%
	Ward 4	51.9%	40.4%	3.8%	3.8%
	Ward 5	40.6%	51.9%	0.9%	6.6%
	Ward 6	52.1%	45.8%	1.0%	1.0%
	Ward 7	43.7%	48.5%	2.9%	4.9%

IF NEITHER ASK Q5

IF OPTION 2 (ONLINE VOTING) ASK Q4

OTHERS SKIP TO Q6

**Q4. Would you prefer to see this
implemented during the 2014 or 2018**

Election year?"

	Frequency	Percent
2014	328	96.5
2018	12	3.5
Total	340	100.0

		Q4. Would you prefer to see this implemented during the 2014 or 2018 Election year?"	
		2014	2018
Ward	Ward 1	98.0%	2.0%
	Ward 2	95.6%	4.4%
	Ward 3	98.1%	1.9%
	Ward 4	92.9%	7.1%
	Ward 5	98.2%	1.8%
	Ward 6	95.5%	4.5%
	Ward 7	96.0%	4.0%

Q5 ASKED ONLY TO THOSE (N=15) THAT ANSWERED NEITHER IN Q3

Q5.Can you tell me why you are not in favour of either option?

	Frequency	Valid Percent
Not in favour of online voting / dislike it	5	31.3
Cost of it	3	18.8
Security issues / do not trust it	4	25.0
Not proven / needs to be tested first	3	18.8
Don't know	1	6.3
Total	16	100.0

**Q6.Would you more likely to participate in the
October 27th, 2014 municipal Election if an
internet voting option was made available?**

	Frequency	Valid Percent
Yes	335	41.6
No	442	54.9
Don't know	28	3.5
Total	805	100.0

		Q6.Would you more likely to participate in the October 27th, 2014 municipal Election if an internet voting option was made available?		
		Yes	No	Don't know
Ward	Ward 1	36.5%	59.1%	4.3%
	Ward 2	37.4%	58.3%	4.3%
	Ward 3	47.0%	51.3%	1.7%
	Ward 4	38.3%	57.4%	4.3%
	Ward 5	45.2%	48.7%	6.1%
	Ward 6	45.2%	53.9%	0.9%
	Ward 7	41.7%	55.7%	2.6%

Online Survey – Public Input on Voting Method

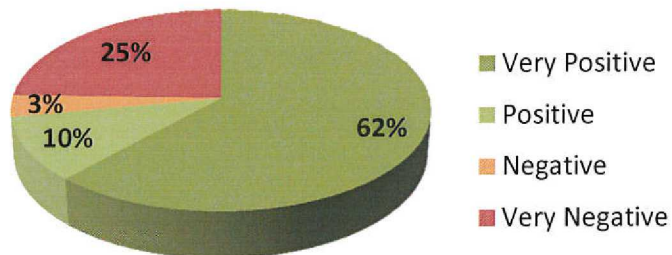
Question	# of respondents	as a percentage	% In Favour of Option 2	
# of people in favour of Option 1 (Traditional):	26	20.97%		
# of people in favour of Option 2 (E-Voting):	86	69.35%		
# of male respondents	64	51.61%	75.00%	
# of female respondents	56	45.16%	66.07%	
# of respondents that did not specify a gender	4	3.23%	25.00%	
# of respondents ages 18 to 25	6	4.84%	100.00%	
# of respondents ages 26 to 35	17	13.71%	82.35%	
# of respondents ages 36 to 45	33	26.61%	69.70%	
# of respondents ages 46 to 64	55	44.35%	67.27%	
# of respondents ages 65+	8	6.45%	50.00%	
# of respondents that want internet voting and in 2014	78	90.70%		
# of respondents that want internet voting and in 2018	4	4.65%		
# of respondents that want internet voting but did not specify a year	2	2.33%		
# of respondents that want internet voting in either 2014 or 2018	2	2.33%		

**Recreation & Culture
Happy or Not Happy Report**

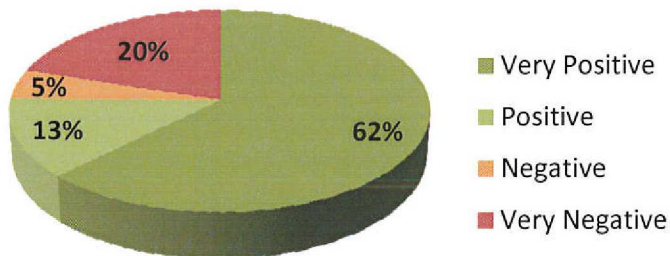
Request by: Andrew Brouwer
Location: Magna Centre
Question: Are in favor of online voting?
Period: 31-Dec-13 to 9-Jan-14
Total Responses: 494

Are you in favor of online voting?

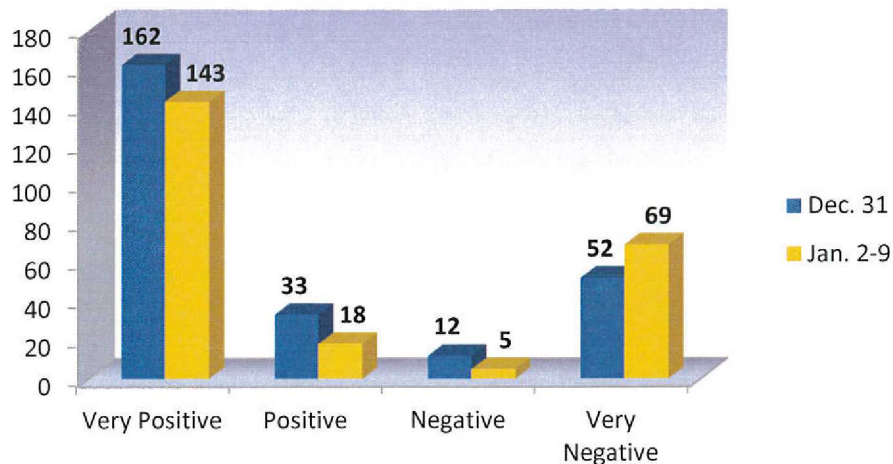
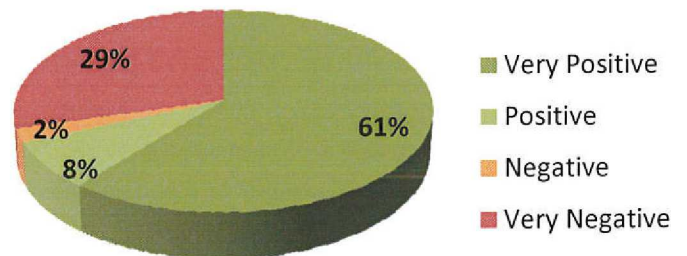
Responses from Dec. 31st to January 9th



Responses from December 31st Event



Responses from Jan 2nd to Jan 9th



From: Steve Foglia
Sent: January-09-14 3:14 PM
To: Lyons, Lisa
Subject: Internet voting

Today Jan. 9 2014, The Newmarket Accessibility Committee reviewed Andrew Brouwer's presentation on internet voting. Unfortunately our meeting did not meet quorum as several members were not able to attend.

However, based on Andrew Brouwer's explanation on the process of internet voting, the committee members present, including myself, agree that internet voting would be beneficial to the disabled and elderly communities of Newmarket. This would be contingent on that proper education and support would be provided prior to and on election day for Retirement Homes, Nursing and Extended care facilities throughout Newmarket.

Steve Foglia
Chairperson Newmarket Accessibility Advisory Committee