

City of Toronto – Post Election Survey

November 30, 2010

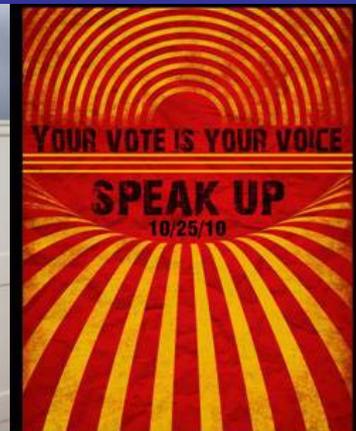
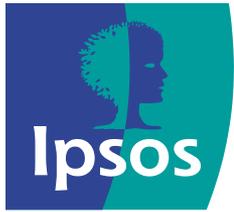


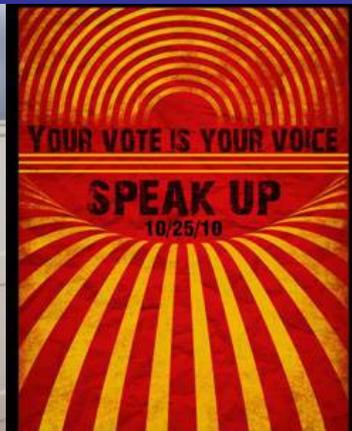


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Introduction



Background and Objectives

- The City of Toronto commissioned Ipsos Reid to conduct research among City of Toronto residents who were eligible to vote the last municipal elections. The City was interested in the 'general population' as well as 'Disability groups' including those that are blind or partially sighted, deaf or hard of hearing and those that are physically disabled.

- Specifically, the City wanted to:
 - Understand residents' knowledge of the voting process;
 - Explore attitudes and opinions toward voting;
 - Understand perceptions of the voting experience;
 - Explore any problems or barriers experienced;
 - Determine recall of the communications campaign;
 - Understand sources of information about the voting process;
 - Measure awareness services provided by the City during elections; and
 - Measure resident's ratings of these services.

■ Component 1 – General Population

- The General Population component of the research (referenced as “All Gen Pop”) consists of a total of 752 interviews which were completed online between October 26th and November 5th, 2010 with adults (18+) eligible to vote in the City of Toronto municipal elections who were not deaf or hard of hearing, blind or partially sighted or physically disabled.
- A sampling matrix was applied where a proportionate number of interviews were conducted according to age, gender, region and voting behaviour. The data was also weighted on the back end to meet this criteria.
- The margin of error for the All Gen Pop sample of n=752 is $\pm 3.6\%$, 19 times out of 20. The margin of error will be larger for subgroups of the data (e.g. where results were broken down by region, age, gender, voting behaviour, etc.).

■ Component 2 – Disability Groups

- For the second component of the research (referenced as “Disability”), 123 interviews were completed over the telephone (n=1) and online (n=122) between October 26th, 2010 and November 22nd, 2010 with adults (18+) eligible to vote in the City of Toronto municipal elections who were deaf or hard of hearing (n=42), blind or partially sighted (n=17), and/or physically disabled (n=77).
- Respondents were obtained from the Ipsos I-Say Panel, as well as through the City’s partnership with various organizations.
- The online portion was offered to all three of the Disability groups, while the telephone portion was offered to the blind and partially sighted group, as well as the deaf and hard of hearing (through a Bell Relay service).
- The margin of error for the Disability sample of n=123 is $\pm 8.8\%$, 19 times out of 20.

■ Voting Behaviour

- As we know, approximately half of Torontonians voted in the municipal election on October 25th, 2010, one in ten being First Time Voters. Voters tend to be older, middle-upper income and English speaking, and most of the Disabled survey participants said they voted in the election.
- One third of Non Voters and one fifth of the Disabled Non Voter Group are Lapsed Voters. While reasons not to vote vary, it's civic duty, wanting a change, and making a difference that drove Voters to the booth.

■ The Voting Process

- Overall, Voters have very positive impressions of the voting process; the general voting public and disabled voting public alike. Specific elements of the voting process also obtain very good ratings (with the exception of the assistance and services provided for voters who are blind/visually challenged). In fact, at least half of Non Voters even rate the City good or better on information provided before Election Day and Accessibility services/information/provisions available to people with disabilities.
- Few contacted the City during the Election with a problem and few experienced problems when they went to vote (though slightly more among the Disabled group).
- Six in ten Torontonians (8/10 Voters, 4/10 Non Voters) and three-quarters of the Disabled group received their (correct) Voter Card.

■ Additional Services

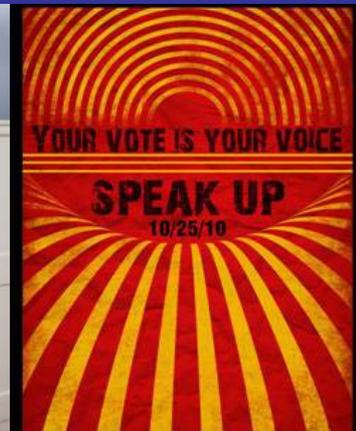
- With the exception of Advanced Voting, awareness of the additional services provided by the City of Toronto to people with disabilities during the election is fairly low. Most cannot name any services off the top of their head. On an aided basis those services most aware of are accessible voting places and clear directional signage with a third of the public aware and half of each Voters and the Disabled group, followed by wheelchair access (four in ten Physically Disabled aware). By comparison, only one in ten had heard at least something about the online instructional videos.
- Those aware of these additional services say they learned of them through the City of Toronto.
- While many aware did not actually use these services, most offer “fair” or better ratings. Generally, Voters are the most complimentary of the City’s additional services. The Disabled group's ratings are often on par, except in the case of advanced voting, accessible voting machines, sensitivity trained staff, accessible voting screens, providing information in alternative formats, accessible website design, appointment of a proxy, outreach to community groups, and online instructional videos, where they offered less positive opinions.

■ General Attitudes

- Despite actual turnout, most (even Non Voters) think it’s important that people vote in elections, that it’s their civic duty to vote in all elections, that their vote counts, and that municipal elections are just as important as others.
- Seven in ten Torontonians (9/10 Voters and 1/2 Non Voters) and Disabled say that they felt rather well informed about the Toronto municipal election.



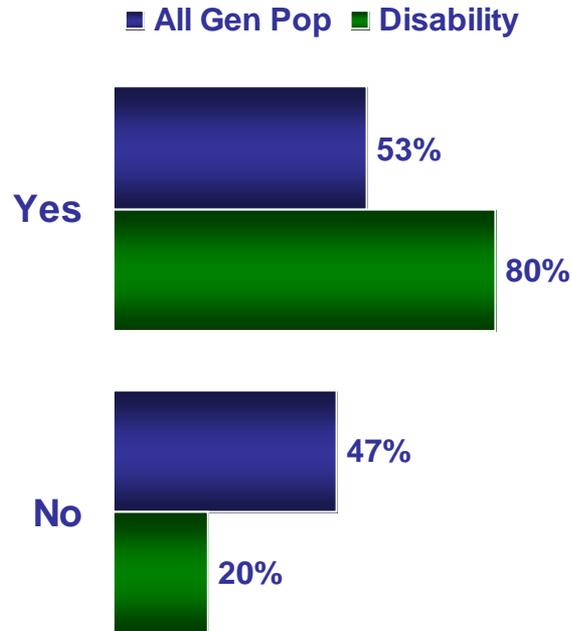
Voting Behaviour



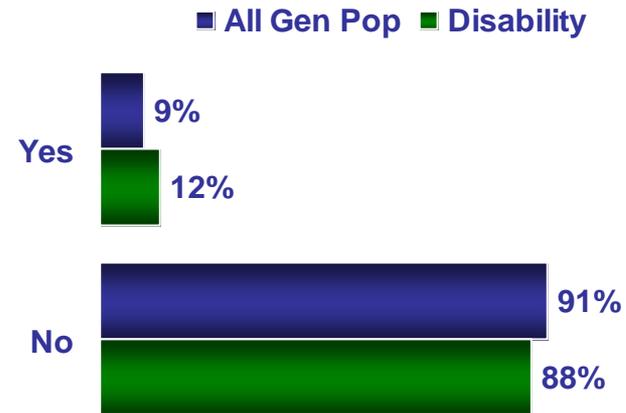
Voting Habits

As we know, 53% of Torontonians voted in the most recent municipal election, one in ten say that this was their first time out. Among the Disability group surveyed, eight in ten said that they voted and the same proportion as All Gen Pop are self-reported first-time voters.

Voter Gen Pop in current election...



First time Voter Gen Pop...



**Caution: Small base size
Disability n=98**

NOTE: Please note that Gen Pop was weighted to voting behaviours, while the Disability group was not.

Q7. With this in mind, did you vote in the most recent City of Toronto municipal election held on Monday, October 25, 2010? Base: All respondents Gen Pop n=752; Disability n=123. Q8. Was this your first time voting in a City of Toronto municipal election in which you were eligible to vote? Base: Voter Gen Pops Gen Pop n=489; Disability n=98* *Caution: Small base size.

Voting Habits, By Demographics (All Gen Pop)

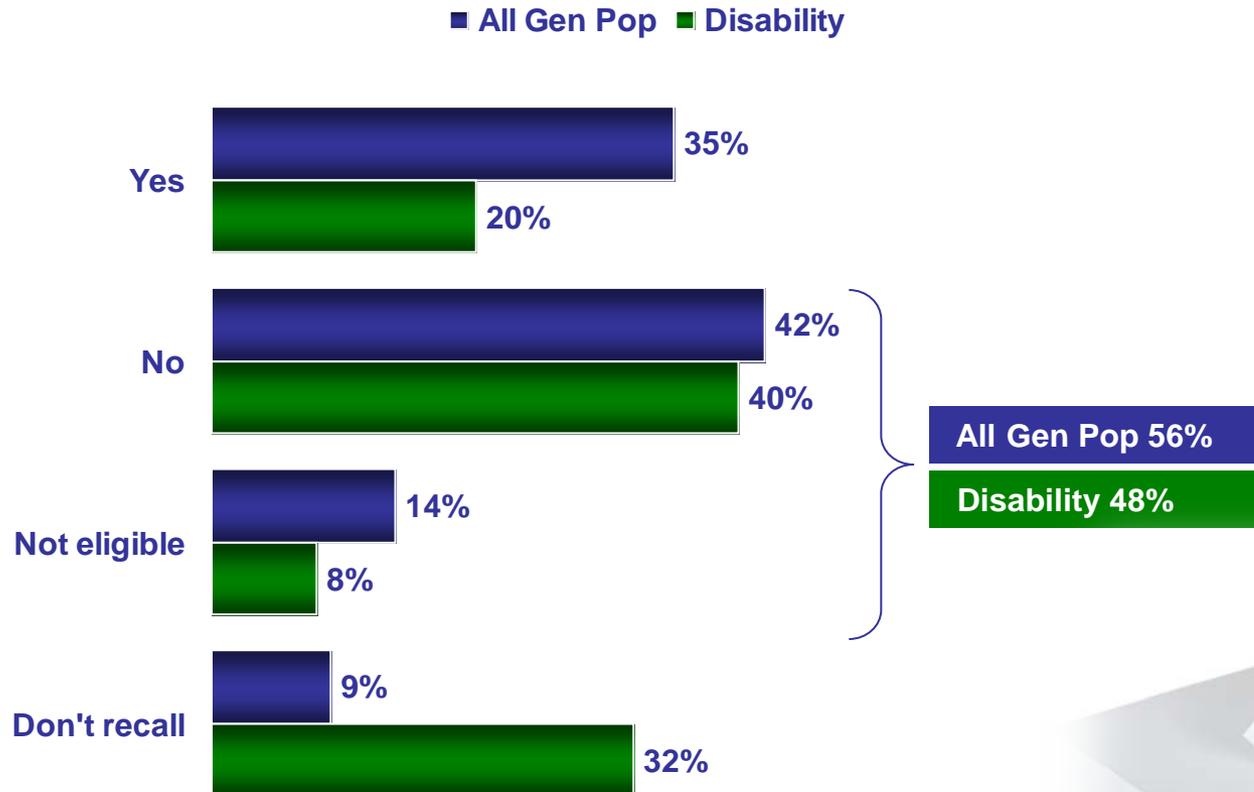
Voters tend to be older, middle-upper income, and English speaking.

	Age			Region			
	18-34 n=226	35-54 n=293	55+ n=233	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Yes	35%	48%	77%	49%	63%	53%	50%

	Income				Household Language		Gender	
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199	English n=635	Other n=117	Male n=376	Female n=376
Yes	39%	47%	60%	64%	56%	36%	53%	53%

Previous Voting Habits (Among Non-voters)

One-third of Non-Voters and one in ten Disabled Non-Voters are Lapsed Voters, meaning that they voted in the previous municipal election. Notably, a significant proportion of the Disabled group cannot remember one way or another.



Caution: Very small base size Disability n=25



Q9. And, did you vote in the previous City of Toronto municipal election in November 2006?
 Base: Non-Voters Gen Pop n=263; Disability n=25**.

Reasons for Not Voting & More Likely to Vote

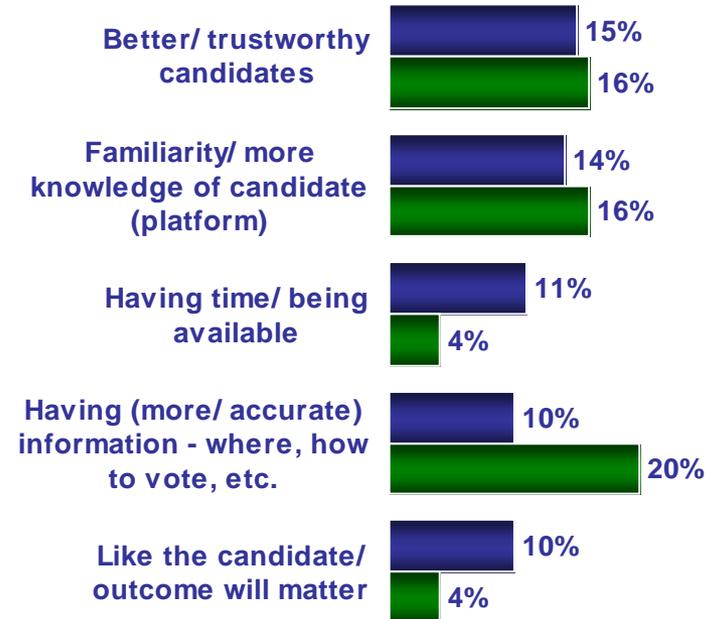
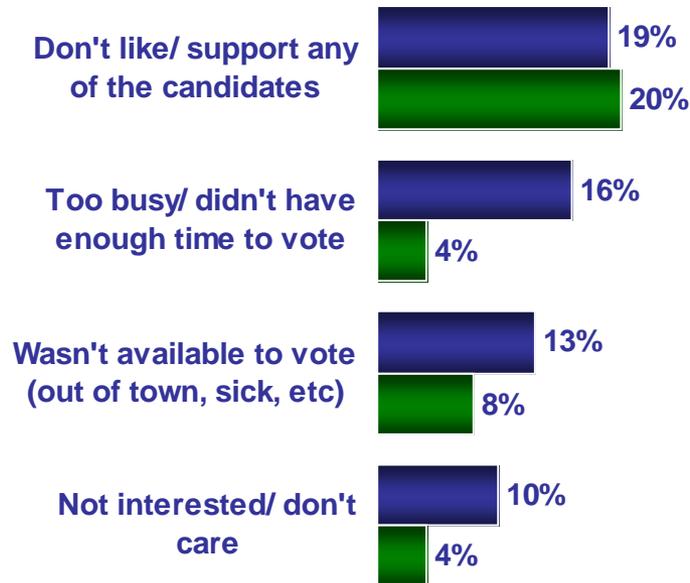
Non Voters say they did not cast a ballot because they didn't like any of the candidates, were too busy, weren't available, or didn't care to, among other things. Accordingly, the factors that would drive people to the voting booth are candidates, availability, and in some cases, more information about the process.

Reasons for not voting...

Would more likely vote if...

■ All Gen Pop ■ Disability

■ All Gen Pop ■ Disability



Note: Responses of 10% or more are shown

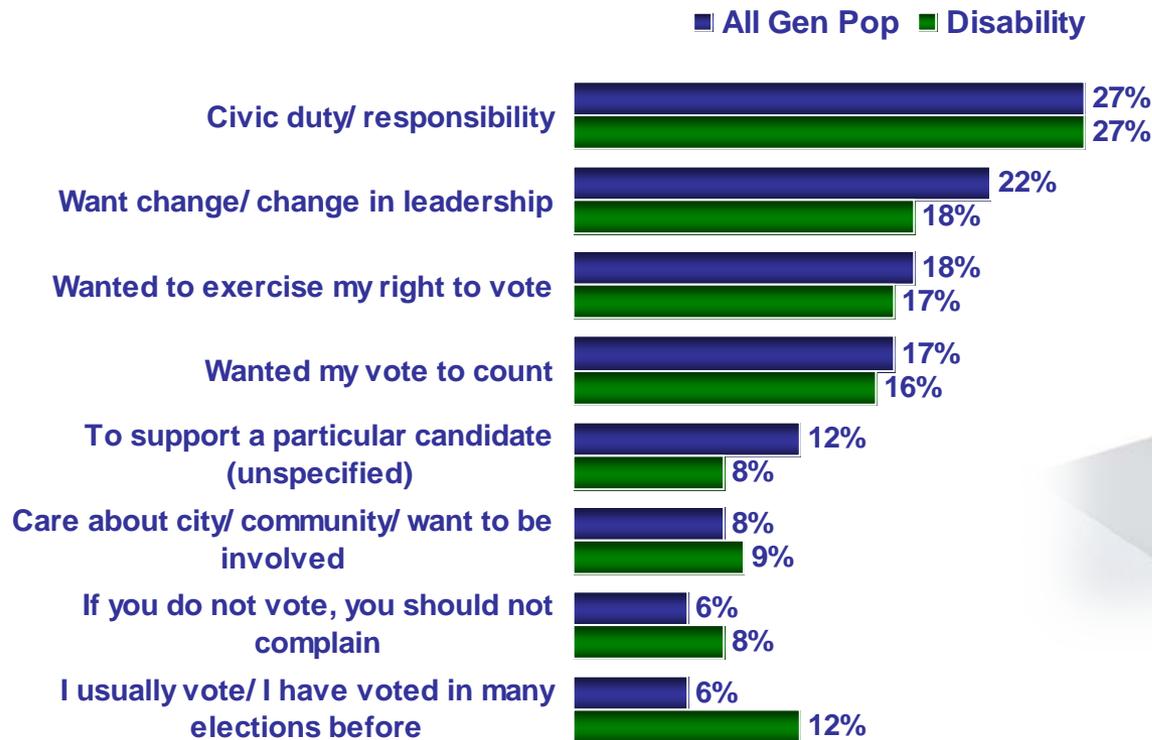
Note: Responses of 10% or more are shown

Caution: Very small base size Disability n=25

Q11. What is the one main reason that you did not vote in the most recent City of Toronto municipal election? Please state your answer in the space provided below. Base: Non-Voter Gen Pops Gen Pop n=263; Disability n=25** Caution: Very small base size. Q12. What is the one main thing that would have made you more likely to vote in the most recent municipal election? Please state your answer in the space provided below. Base: Non-Voter Gen Pops Gen Pop n=263; Disability n=25** Caution: Very small base size.

Reasons for Voting

The number one reason for voting is a feeling of civic duty, followed by a desire for a change, and making a difference. Reasons are the same for the General Population as they are for the Disability groups surveyed.



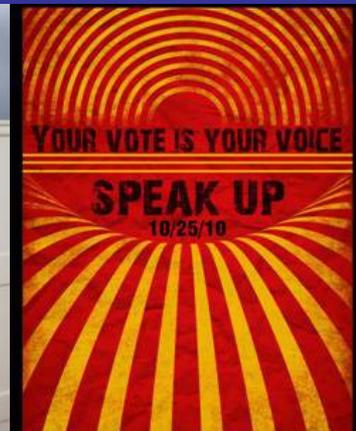
Responses of 6% or more are shown

Caution: Small base size Disability n=98

Q13. What is the main reason why you voted in the most recent City of Toronto municipal election? Please state your answer in the space provided below. Base: Voter Gen Pops Gen Pop n=489; Disability n=98* Caution: Small base size

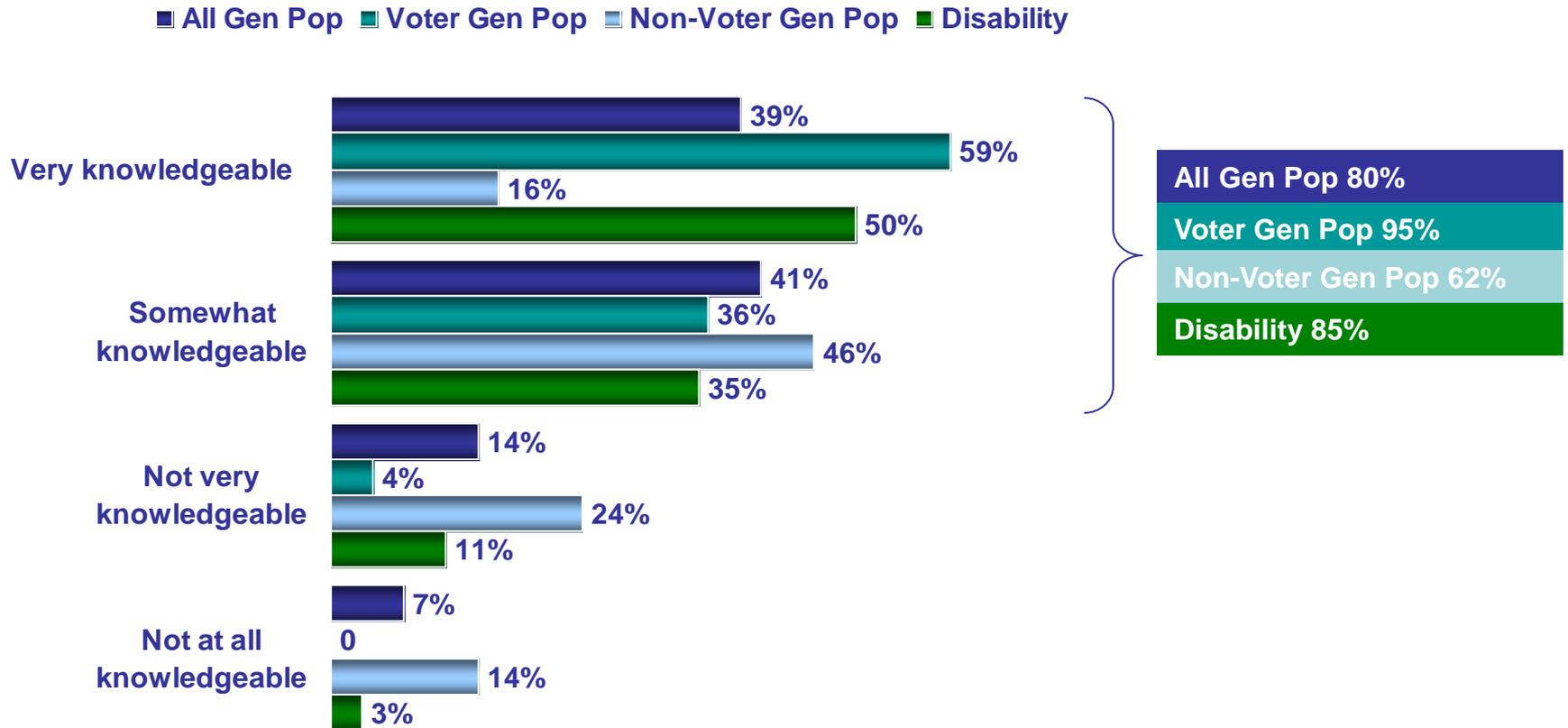


The Voting Process



Knowledge of Voting Process

Most (All Gen Pop and Disability) would qualify themselves as knowledgeable about the voting process, especially Voters.



Q10. I would like you to think about the voting process during the most recent municipal election in the City of Toronto. That is, when, where, and how you were able to vote on Election Day, and the alternate options – such as Advance Vote days. Thinking of this, overall, were you very knowledgeable, somewhat knowledgeable, not very knowledgeable, or not at all knowledgeable about the voting process? Base: All respondents Gen Pop n=752, Disability n=123



Knowledge of Voting Process, by Demographics (Gen Pop)

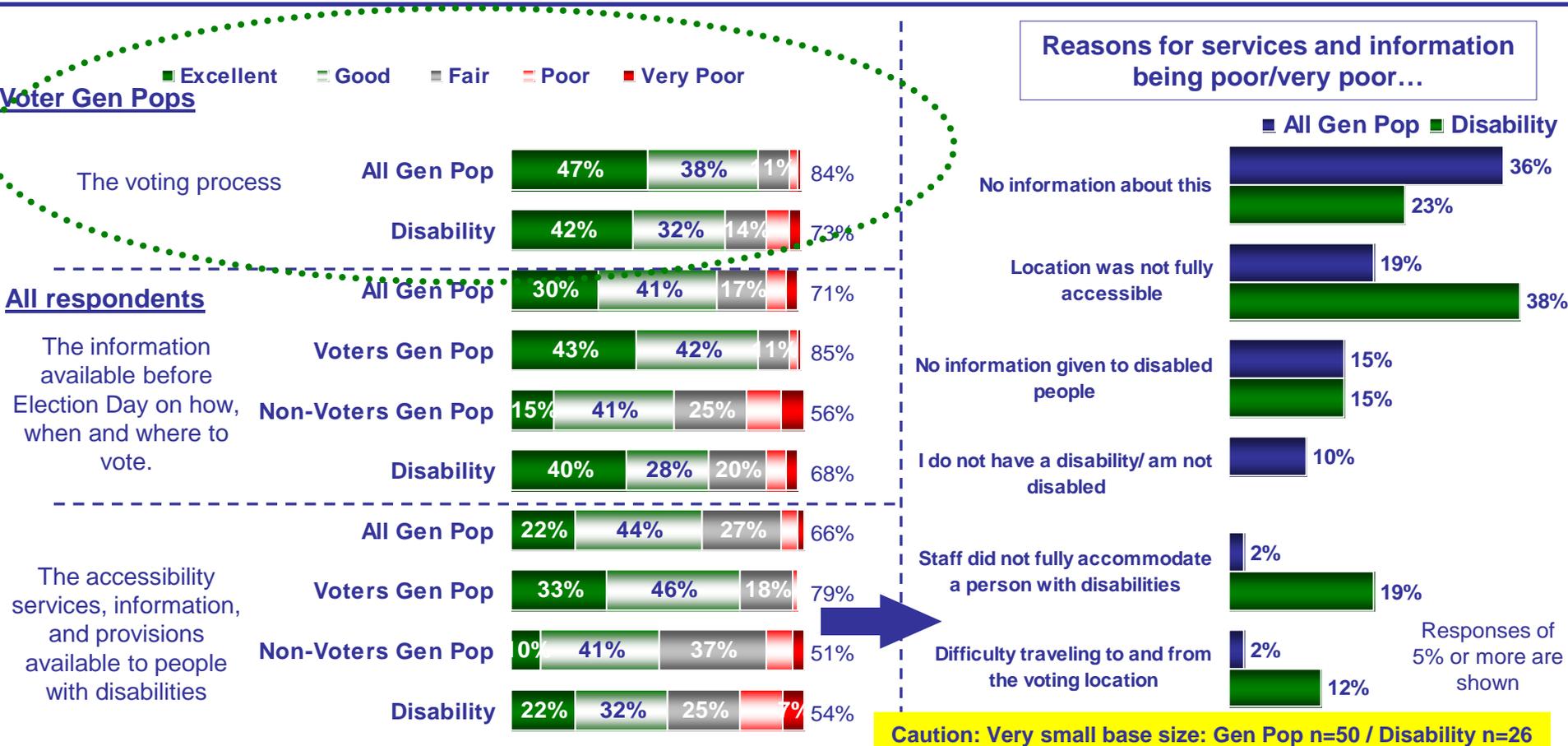
The demographic profile of those knowledgeable is in line with Voter make-up.

	Age			Gender		Region			
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Very / Somewhat knowledgeable	67%	76%	96%	79%	80%	81%	86%	80%	74%

	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199	Yes n=399	No n=353	English n=635	Other n=117
Very / Somewhat knowledgeable	70%	79%	82%	85%	83%	97%	82%	69%

General Attitudes Toward Voting Process

Overall, people rate the City positively on the voting process, information made available about the process, and accessibility; to be expected, Voters hold more positive impressions. The Disability group is less likely to be positive, but still a majority rate each of the three areas as at least excellent or good. Among the few that rated the City poorly, the reasons most often cited were lack of information or inaccessibility.



Q13a. How would you rate each of the following? Base: All respondents Gen Pop n=752, Disability n=123; Base: Voter Gen Pops Gen Pop n=489; Disability n=98* Caution: Small base size.
 13b. You mentioned the services and information provided to people with disabilities before and during the election were poor/very poor in your opinion. Please provide a reason for your answer. Base: Services provided were poor/very poor Gen Pop n=50* Caution: Small base size. Disability n=26** Caution: very small base size.



General Attitudes Toward Voting Process, by Demographics (Gen Pop)

Again, there's a pattern of higher opinions among older Torontonians, the Upper Income, and English-speaking. Interestingly, Scarborough residents are more likely to rate the City as good or excellent on the accessibility of services.

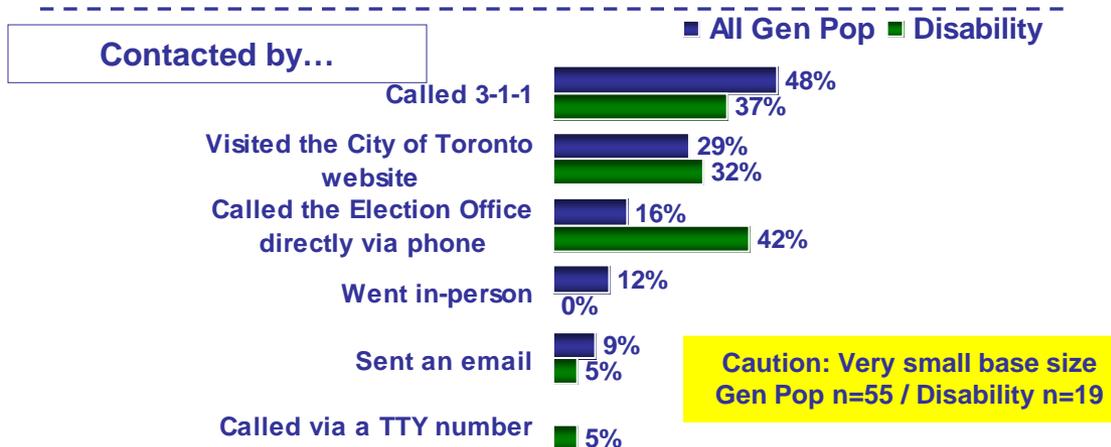
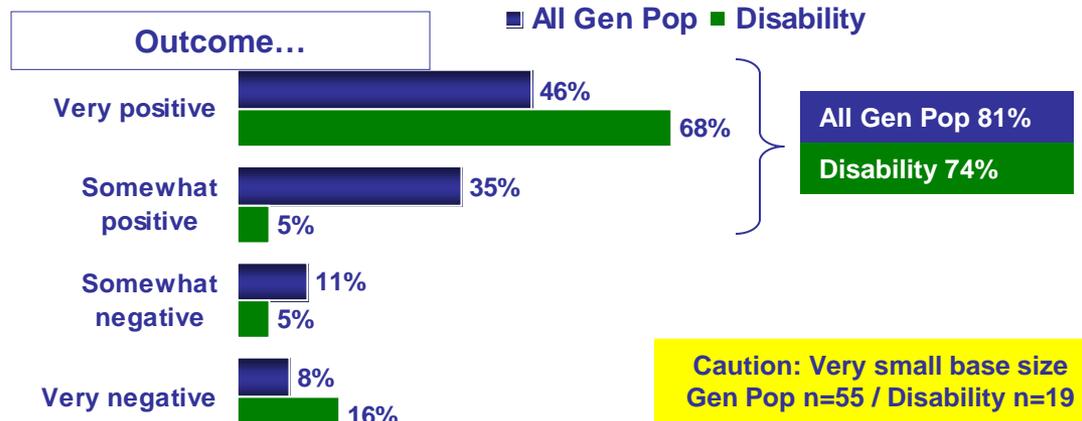
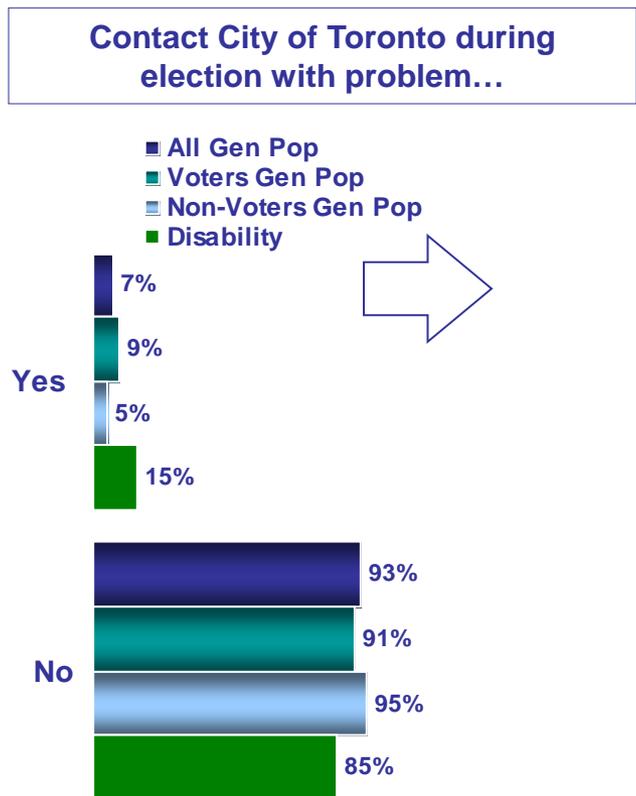
Excellent/Good	Age			Gender		Region			
	18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Toronto
The voting process (n=489)	84%	82%	87%	82%	87%	86%	94%	83%	74%
The information available (n=752)	56%	71%	86%	71%	71%	73%	77%	71%	66%
The accessibility services, information, and provisions - people with disabilities (n=752)	53%	66%	78%	67%	65%	66%	72%	70%	58%

Excellent/Good	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	Yes	No	English	Other
The voting process (n=489)	84%	86%	88%	81%	78%	85%	85%	83%
The information available (n=752)	60%	71%	73%	77%	73%	86%	73%	59%
The accessibility services, information, and provisions - people with disabilities (n=752)	54%	65%	69%	71%	78%	80%	67%	59%

Caution: Small base size in some Voter subsets

Contacting the City of Toronto

Not many people indicate that they contacted the City during the election with a problem; Voters and the Disabled are nominally more likely to have. Most did so by calling 311, the Election Office, or visiting the website. Among the very few that did contact the city, the majority rated the outcome positively (many “very positively”).



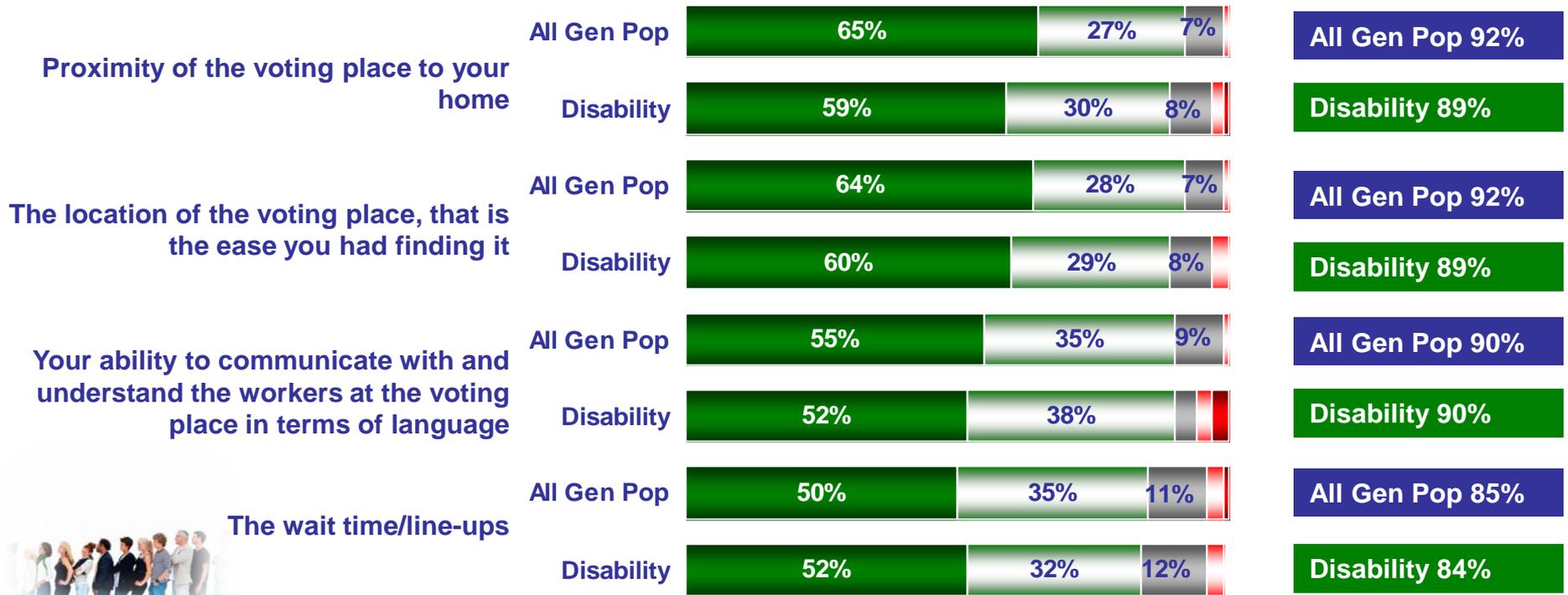
Q14. Did you contact the City of Toronto directly at any time during the election for information or help with a problem you were encountering in the voting process? Base: All respondents Gen Pop n=752; Disability n=123 / Q14b. And, was the outcome positive or negative? Base: Contacted City of Toronto during election Gen Pop n=55* Caution: Small base size; Disability n=19** Caution: very small base size / Q15. How did you contact the City of Toronto? Base: Contacted City of Toronto during election Gen Pop n=55* Caution: Small base size; Disability n=19** Caution: very small base size

Rating the Voting Process

Additionally, an overwhelming majority of Voters rate the City good or better on the proximity of the voting place to their home, location, communication at the voting place, and wait times. Ratings are equal among Gen Pop Voters and Disabled Voters.

■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor

Excellent/Good



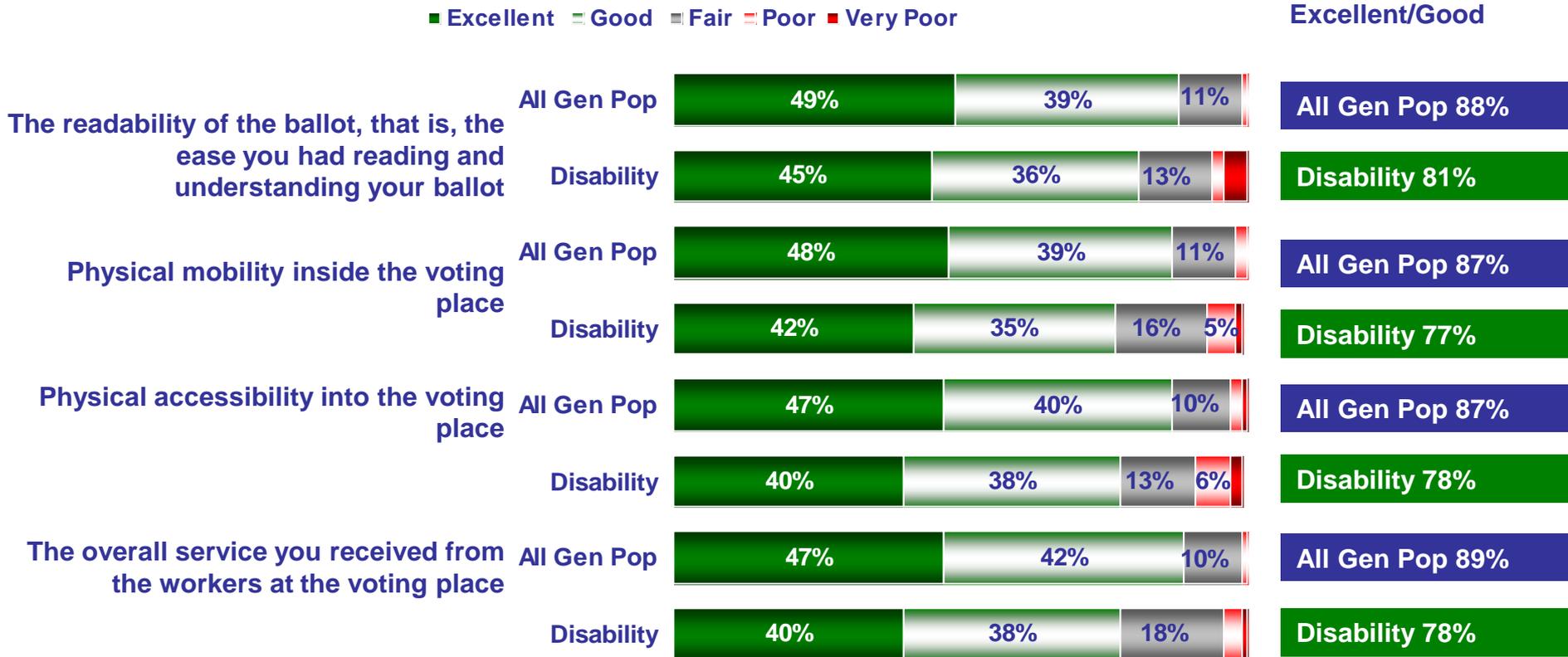
Caution: Small base size Disability n=98

Q16. And how would you rate the following characteristics of the voting process?
Base: Voter Gen Pops n=489; Disability n=98*



Rating the Voting Process, cont.

The City is also rated as good or better on readability of the ballot, physical mobility inside the voting place, physical accessibility, and overall service from workers at the voting place. Though still a very high proportion, fewer Disabled Voters provide Excellent/Good ratings.



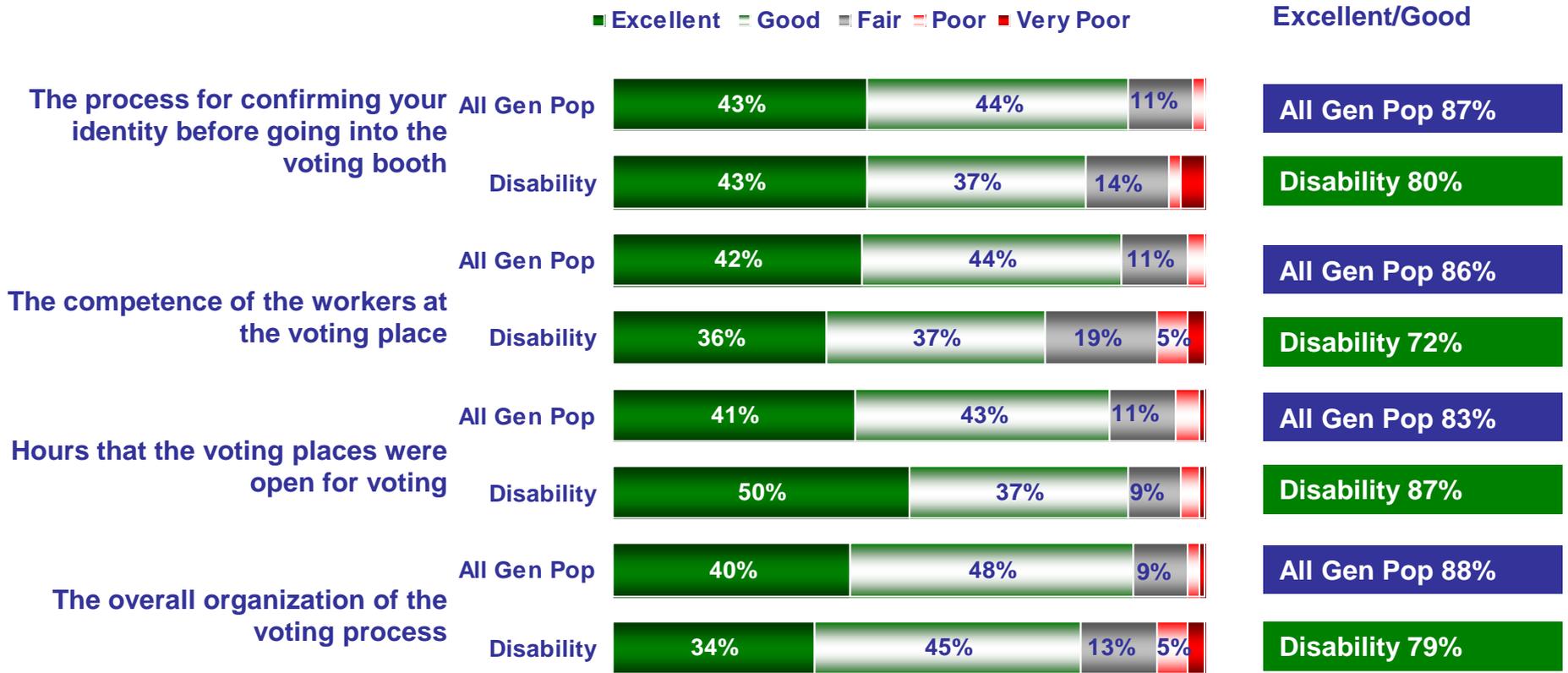
Caution: Small base size Disability n=98

Q16. And how would you rate the following characteristics of the voting process?
 Base: Voter Gen Pops n=489 ; Disability n=98*



Rating the Voting Process, cont.

A similar pattern persists for the process of confirming identity, competence of the workers, hours, and overall organization.

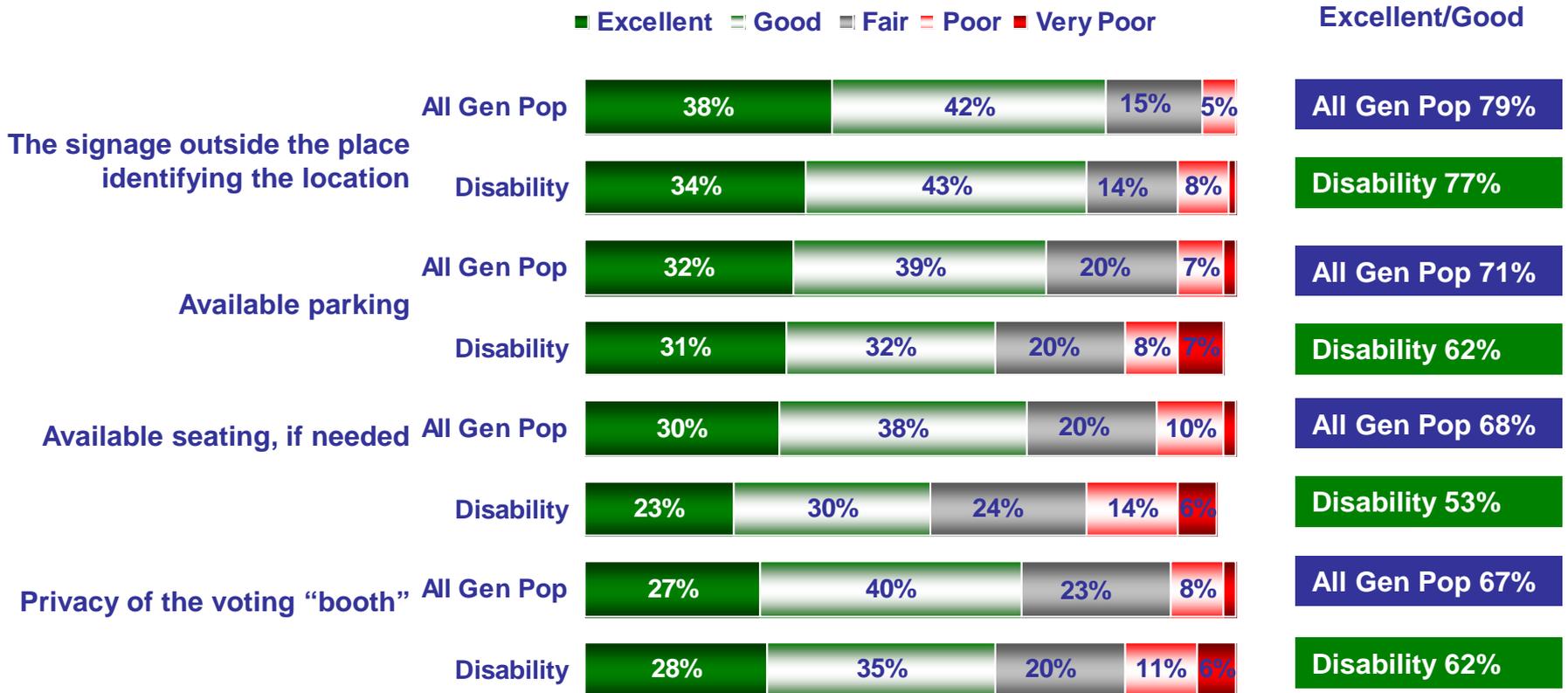


Caution: Small base size Disability n=98

Q16. And how would you rate the following characteristics of the voting process?
 Base: Voter Gen Pops n=489 ; Disability n=98*

Rating the Voting Process, cont.

The lowest ranked elements of the voting process are the signage outside, parking, seating, and privacy of the voting booth; still each of these were rated excellent or good by a majority. Notably, just half of Disabled Voters rated the City good or better on available seating.



Caution: Small base size Disability n=98

Q16. And how would you rate the following characteristics of the voting process?
 Base: Voter Gen Pops n=489 ; Disability n=98*

Rating the Voting Process - Assistance & Services for Disabled

When it comes to the assistance and services provided to disabled voters, the City performed better at assisting the Deaf and Hard of Hearing and the Physically Disabled than the Blind or Visually Impaired.



[DEAF ONLY] The assistance and services provided for voters who are deaf, hard-of-hearing or hearing impaired

Caution: Small base size n=32

[PHYSICALLY DISABLED ONLY] The assistance and services provided to voters who have a physical disability

Caution: Small base size n=59

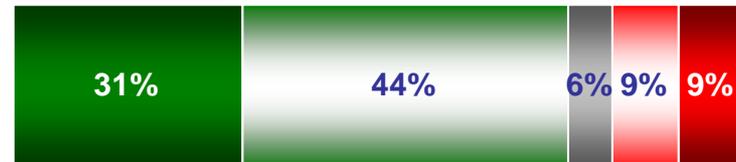
[BLIND ONLY] The assistance and services provided for voters who are the blind and/or visually challenged

Caution: Very small base size n=15

Disabled Only

■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor

Excellent / Good



Q16. And how would you rate the following characteristics of the voting process? Base: Voter

Rating the Voting Process, by Demographics (Gen Pop)

Ratings tend to improve with age; particularly, older voters are the most positive, while the young are the least.

All Gen Pop positive Excellent / Good	Age			Gender		Region			
	18-34 n=78*	35-54 n=140	55+ n=180	Male n=201	Female n=197	North/East York n=111	Etobicoke/ York n=95*	Scarborough n=92*	Toronto n=101
Proximity of the voting place to your home	86%	93%	94%	91%	94%	95%	94%	92%	91%
The location of the voting place, that is the ease you had finding it	84%	93%	94%	91%	93%	94%	87%	95%	91%
Your ability to communicate with and understand the workers at the voting place in terms of language	85%	89%	93%	88%	92%	89%	93%	92%	87%
The wait time/line-ups	77%	81%	91%	83%	86%	90%	85%	81%	82%
The readability of the ballot, that is, the ease you had reading and understanding your ballot	87%	87%	90%	88%	88%	86%	93%	87%	88%
Physical mobility inside the voting place	76%	85%	93%	87%	87%	91%	88%	88%	81%
Physical accessibility into the voting place	82%	85%	91%	86%	88%	91%	86%	89%	82%
The overall service you received from the workers at the voting place	82%	84%	95%	88%	90%	89%	89%	90%	88%

***Caution: Small base size**

Rating the Voting Process, by Demographics (Gen Pop), cont.

Again, older Voters are the most positive. Unsurprisingly, residents of Toronto proper were the least satisfied with available parking.

All Gen Pop positive Top2 box	Age			Gender		Region			
	18-34 n=78*	35-54 n=140	55+ n=180	Male n=201	Female n=197	North/East York n=111	Etobicoke/ York n=95*	Scarborough n=92*	Toronto n=101
The process for confirming your identity before going into the voting booth	80%	83%	92%	86%	87%	88%	92%	87%	80%
The competence of the workers at the voting place	79%	86%	90%	83%	89%	82%	92%	87%	85%
Hours that the voting places were open for voting	75%	78%	91%	81%	86%	85%	90%	84%	74%
The overall organization of the voting process	83%	85%	94%	88%	88%	90%	92%	87%	84%
The signage outside the place identifying the location	73%	73%	87%	78%	81%	79%	82%	81%	75%
Available parking	72%	68%	72%	71%	70%	80%	82%	75%	48%
Available seating, if needed	73%	61%	72%	69%	67%	74%	71%	68%	58%
Privacy of the voting "booth"	59%	59%	76%	67%	67%	68%	70%	63%	66%

***Caution: Small base size**



Rating the Voting Process, by Demographics (Gen Pop), cont.

Veteran (not first-time) and English Speaking Voters rate the City more positively than others on each of the variables below. Upper Income Voters provide more positive ratings on proximity and location.

All Gen Pop positive Excellent / Good	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K n=47*	\$30K to < \$70K n=129	\$70K to < \$100K n=95*	\$100K or more n=128	Yes n=36*	No n=363	English n=356	Other n=42*
Proximity of the voting place to your home	86%	91%	93%	95%	81%	93%	94%	80%
The location of the voting place, that is the ease you had finding it	83%	91%	94%	95%	75%	94%	93%	82%
Your ability to communicate with and understand the workers at the voting place in terms of language	94%	88%	90%	90%	79%	91%	92%	70%
The wait time/line-ups	88%	85%	85%	83%	79%	85%	86%	74%
The readability of the ballot, that is, the ease you had reading and understanding your ballot	82%	91%	88%	88%	77%	89%	89%	84%
Physical mobility inside the voting place	81%	83%	89%	91%	69%	89%	88%	73%
Physical accessibility into the voting place	83%	88%	89%	86%	77%	88%	87%	87%
The overall service you received from the workers at the voting place	86%	89%	91%	89%	79%	90%	90%	75%

***Caution: Small base size**



Rating the Voting Process, by Demographics (Gen Pop), cont.

English Speaking Voters hold more positive opinions about the process of confirming their identity, workers' competence, and overall organization. Upper Income Voters were less satisfied with the hours of operation.

All Gen Pop positive Top2 box	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K n=47*	\$30K to < \$70K n=129	\$70K to < \$100K n=95*	\$100K or more n=128	Yes n=36*	No n=363	English n=356	Other n=42*
The process for confirming your identity before going into the voting booth	83%	88%	89%	85%	78%	87%	88%	75%
The competence of the workers at the voting place	88%	88%	85%	84%	83%	86%	88%	70%
Hours that the voting places were open for voting	89%	88%	84%	77%	74%	84%	84%	80%
The overall organization of the voting process	90%	89%	90%	86%	84%	89%	89%	79%
The signage outside the place identifying the location	80%	81%	79%	78%	74%	80%	79%	80%
Available parking	65%	74%	75%	67%	70%	71%	71%	68%
Available seating, if needed	84%	72%	66%	60%	73%	68%	69%	59%
Privacy of the voting "booth"	72%	71%	61%	65%	61%	67%	66%	74%

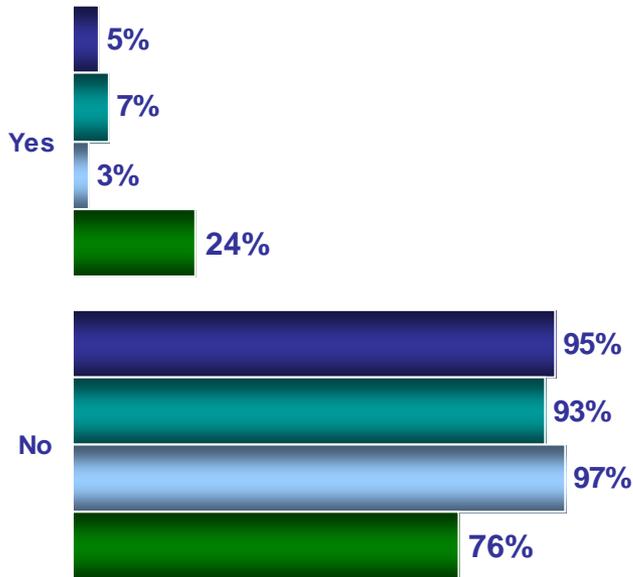
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Problems / Barriers at Voting Place

Few people experienced a problem at their voting place. Reported barriers are varied. The incidence of problems experienced is notably higher among the Disabled group.

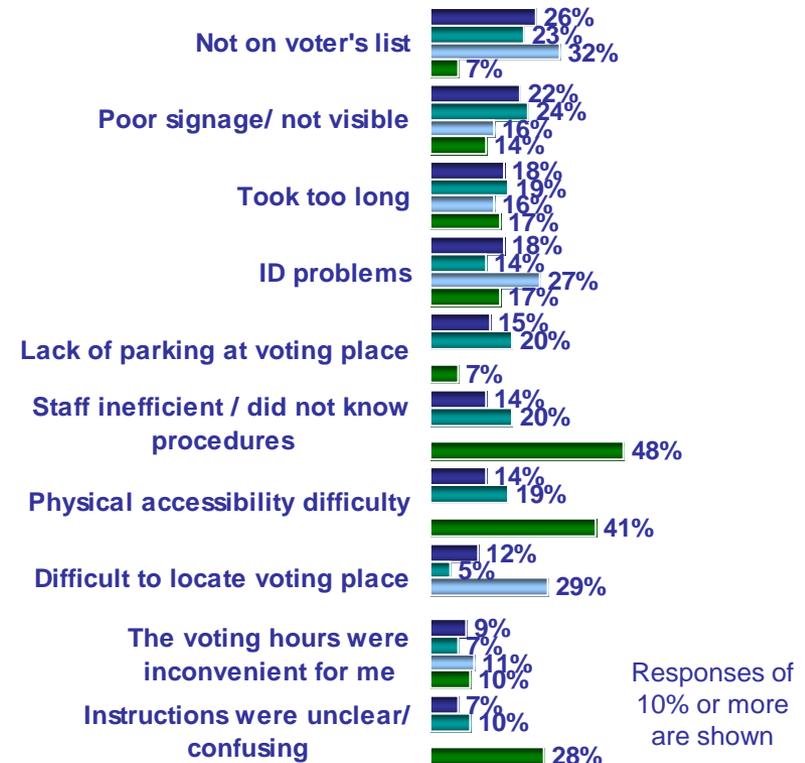
Problems/Barriers at Voting Location...

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



Problems/Barriers Experienced ...

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



Caution: Small base size Gen Pop n=40, Very small base size Disability n=29

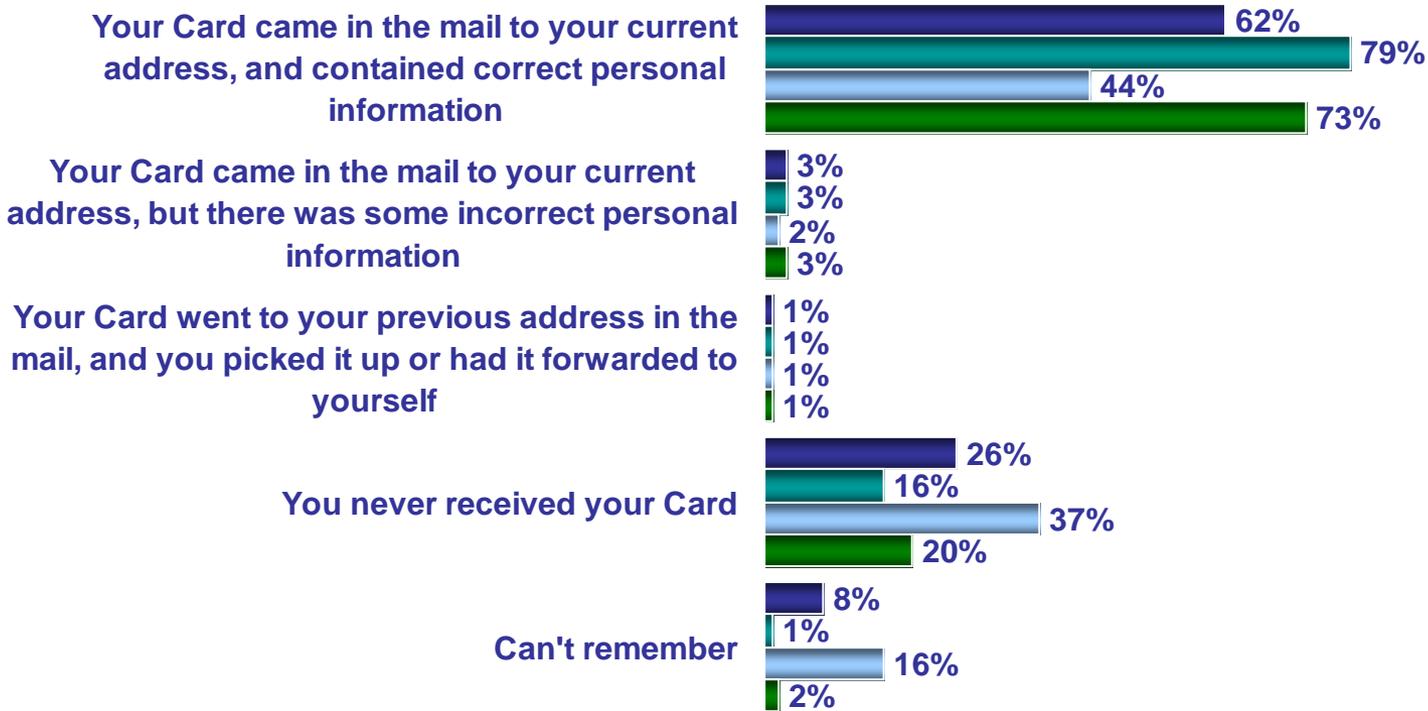
Q20. Did you experience any problems or barriers at your voting location? Base: All respondents n=752; Disability n=123

Q21. What problems or barriers did you experience? Base: Experienced problems or barriers at voting location Gen Pop n=40*; Disability n=29**

Received Voter Card

Most people say that they received their Voter Card in the mail (at home with correct information); Non Voters are more likely to say that they never received their card.

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



Q27. Prior to the municipal election on October 25, you should have received a Voter Gen Pop Information Card. This card is the main method that the City uses to inform Torontonians that they are on the Voter Gen Pops List. It provided information to Voter Gen Pops about the election, including where and when to vote. It also would have had your name and address on it. Which of the following best describes how you received your Voter Gen Pop Information Card? (SELECT ONE)

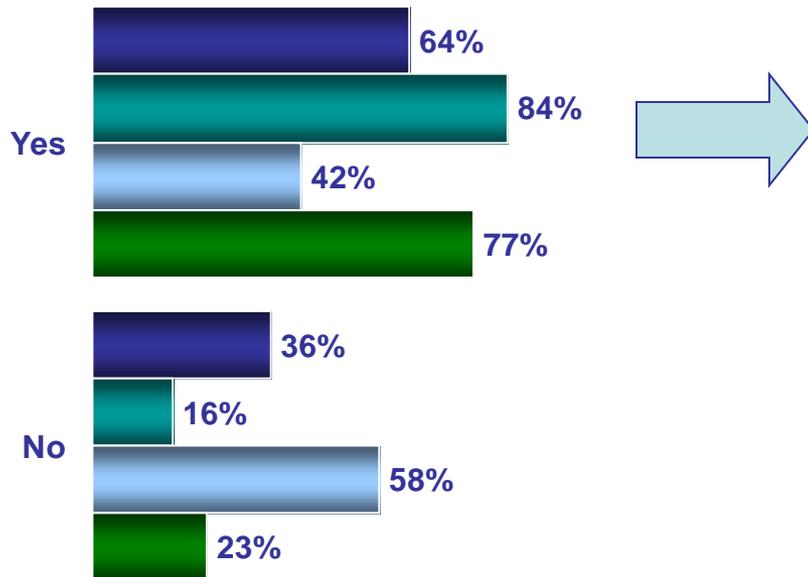
Base: All respondents n=752 ; Disability n=123

Identification Requirements

Most people were aware of the new identification requirements prior to going to vote. Unsurprisingly, Voters are more likely to report so, as are the Disabled (mainly Voters). And, most still got to vote.

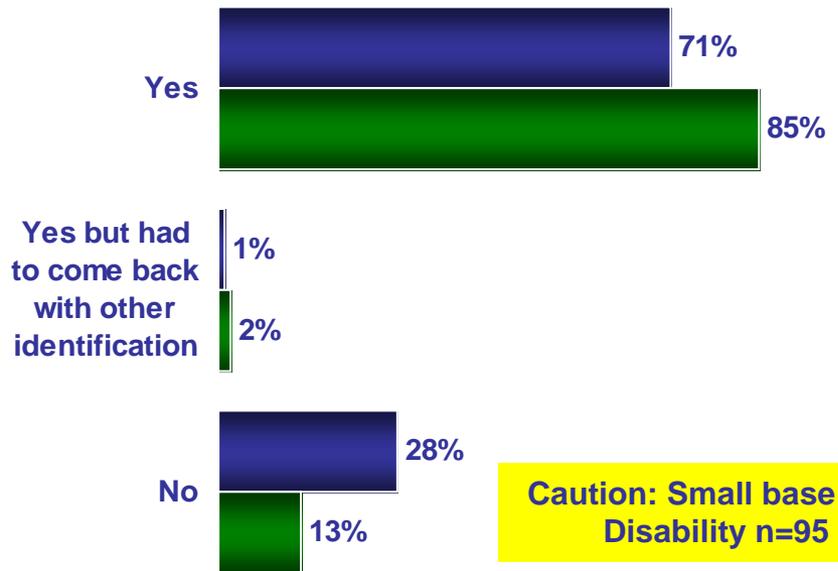
Aware of New Identification Requirements ...

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



Did You Get to Vote...

■ All Gen Pop ■ Disability

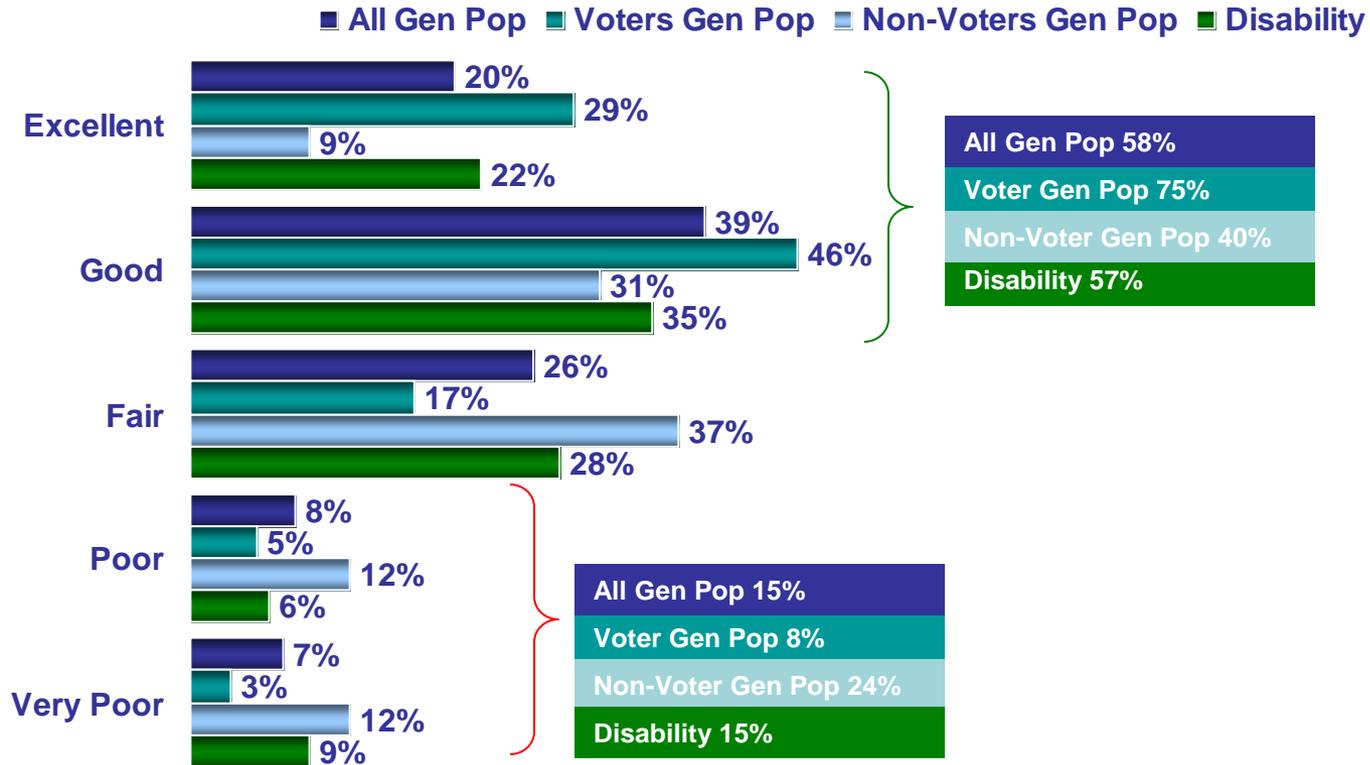


Q22. There were new identification requirements in order to vote this year. Anyone wanting to vote was required to provide identification that shows their name, signature and Toronto address upon arriving at their voting place. Were you aware of these new identification requirements before you went to vote / before election day? Base: All respondents n=752 ; Disability n=123

Q23. Did you get to vote? Base: Aware of new identification requirements n=516; Disability n=95*

Rating of Overall Process of Getting on List

Overall, the public rates the City positively with regards to the process of getting on the Voters List, particularly Voters.



Q26. Overall, how would you rate the current process to find out if you are on the Voter List and being informed that you are on the Voter list? Base: All respondents n=752; Disability n=123



Rating of Overall Process of Getting on List, by Demographics (Gen Pop)

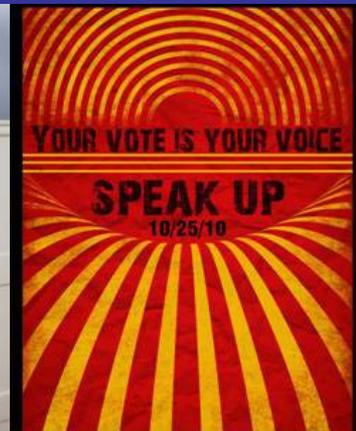
Middle-Aged and older residents tend to be most positive. Regionally, residents of Toronto proper tend to be the least positive.

	Age			Gender		Region			
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Excellent / Good	43%	57%	75%	58%	59%	53%	66%	65%	53%

	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199	Yes* n=399	No n=353	English n=635	Other* n=117*
Excellent / Good	53%	57%	59%	63%	67%	76%	59%	57%

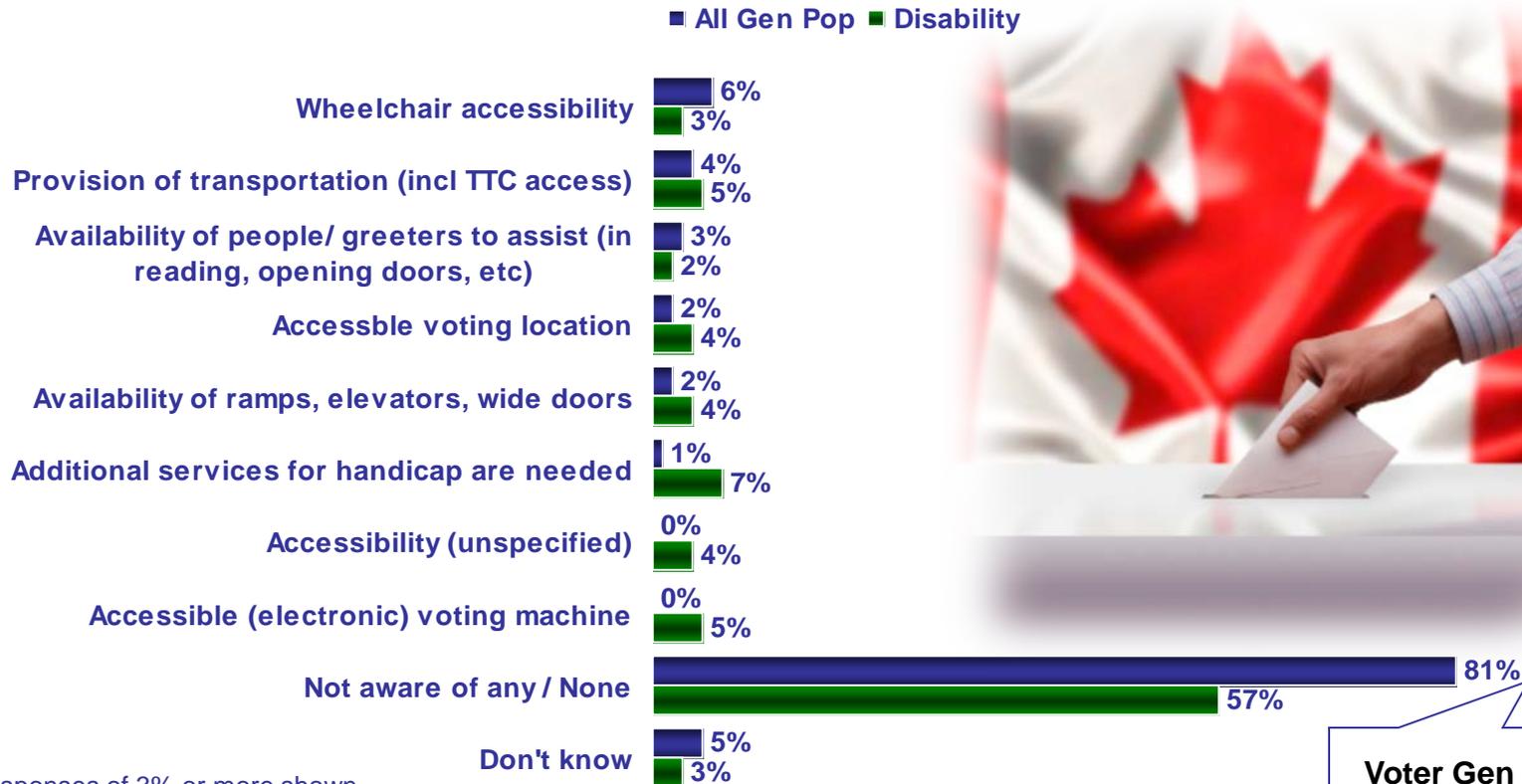


Additional Services



Awareness of Additional Services (Unaided)

Most Torontonians could not mention any additional services provided by the City for people with disabilities during the election. Awareness is higher among Voters and the Disabled.

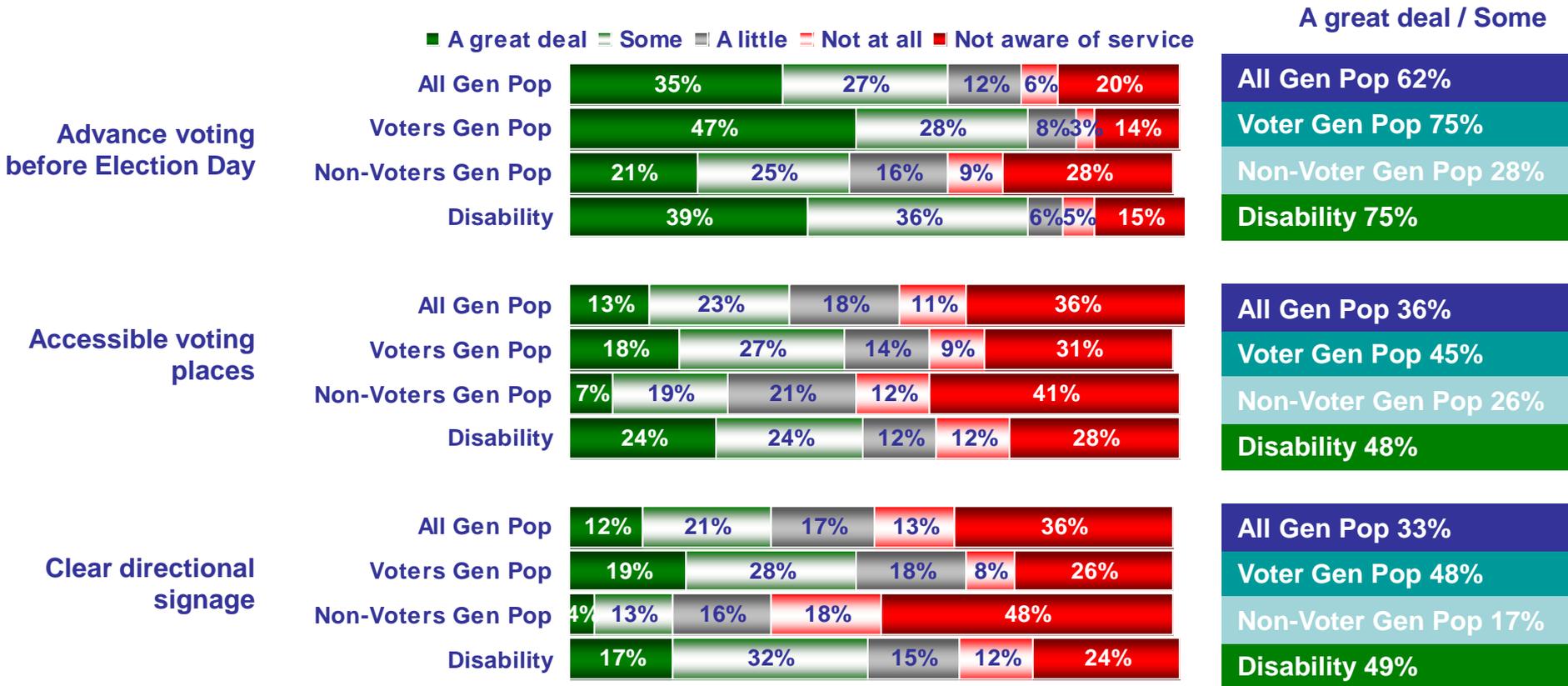


Voter Gen Pop 73%
Non-Voter Gen Pop 90%

17. During the most recent municipal election, the City of Toronto provided additional services for people with disabilities. Thinking of these additional services, please tell me what services – if any – you are aware of? Please state your answer in the space provided below Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided)

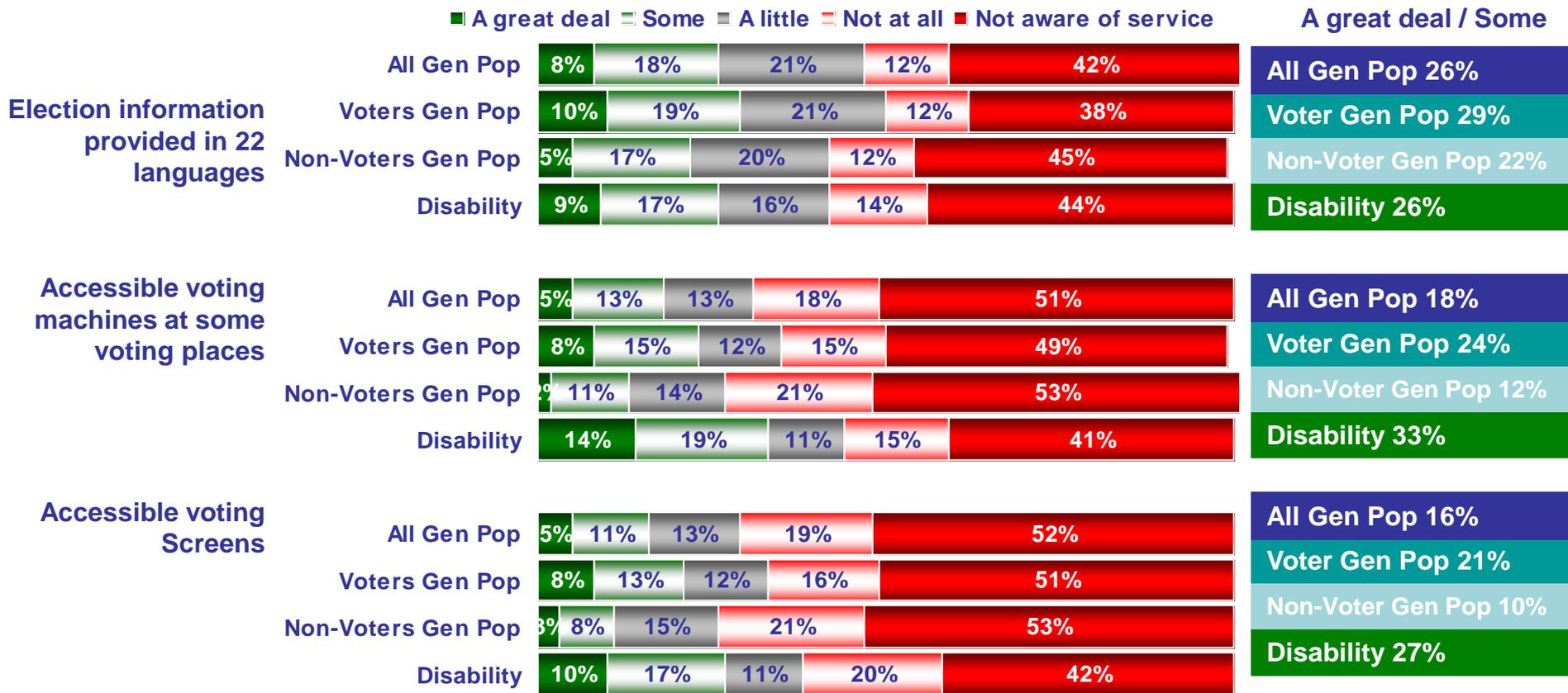
On an aided basis, the public is somewhat more aware of each of the additional services offered. Again, Voters and the Disabled tend to be more aware (similar levels among each). People are most aware of the advanced voting offered before Election Day with a majority of the public saying that they had heard a great deal or some about it. Following this, distantly, the services most aware of are accessible voting place and clear directional signage, each with a third of the general population aware and approximately half of each Voters and Disabled.



Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey. Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided), cont.

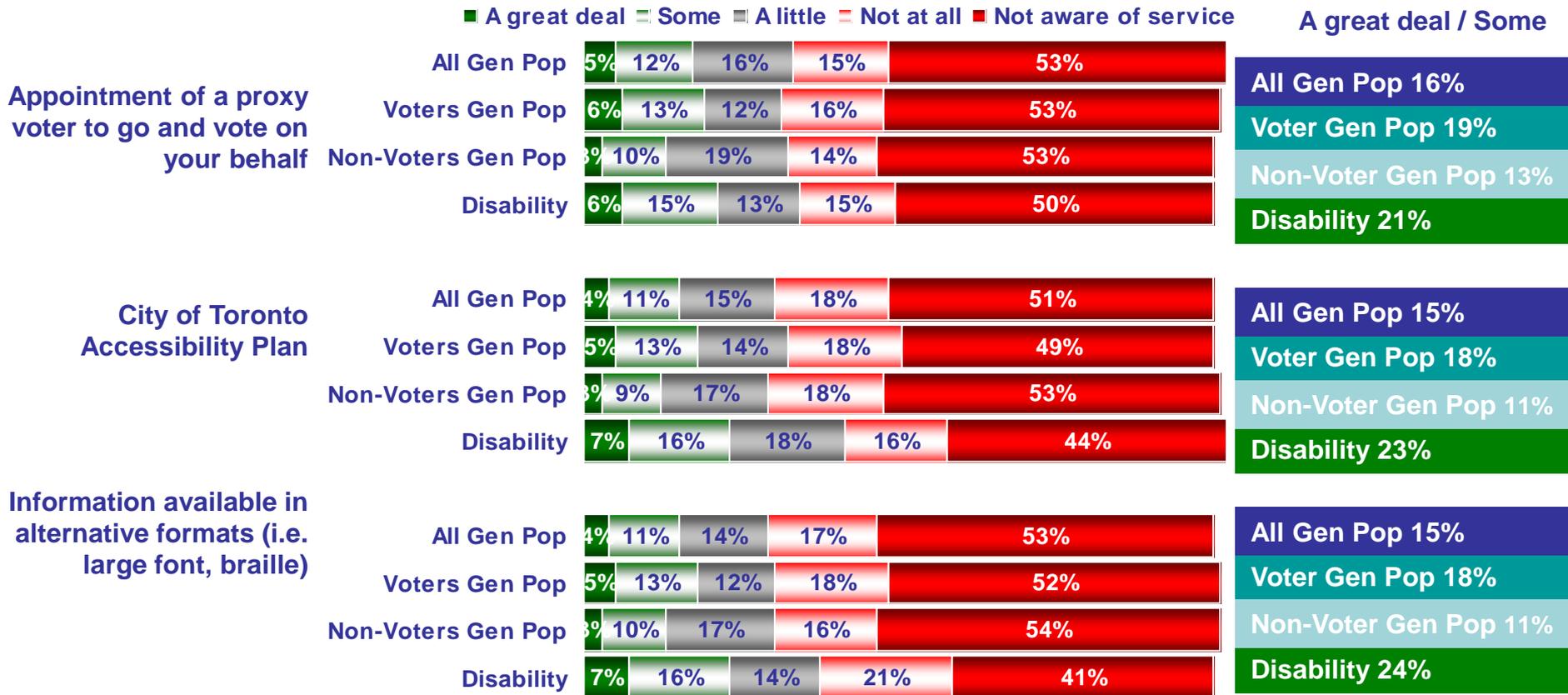
One-quarter are aware that election information was provided in 22 languages, and approximately one fifth said that they had heard about the accessible voting machines and screens (one-quarter to one-third among the Disabled).



Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey. Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided), cont.

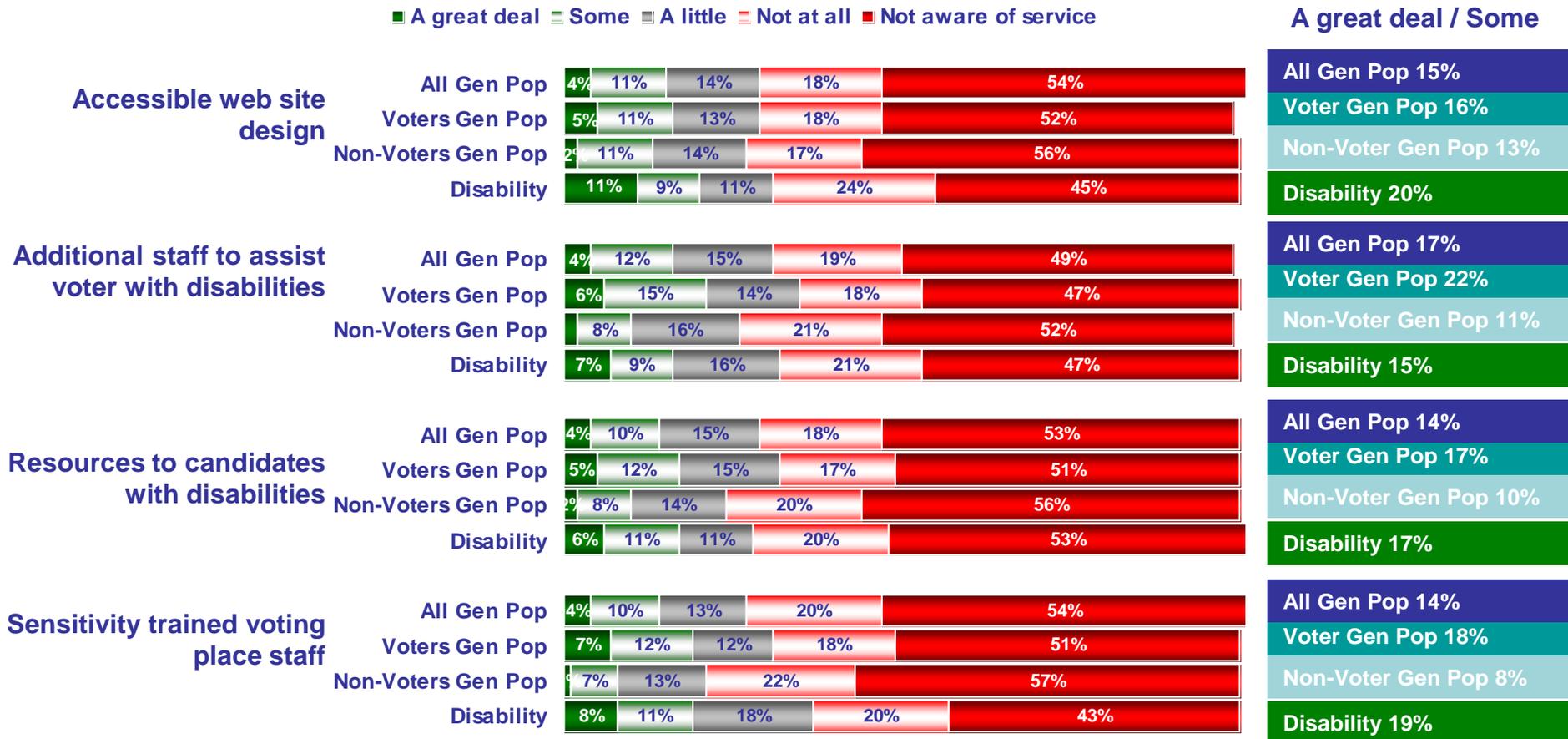
Slightly less said that they had heard about the appointment of a proxy voter, the Accessibility Plan, or the availability of information in alternative formats; one-fifth to one-quarter of the Disabled were aware of each.



Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey. Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided), cont.

Similar proportions were aware of Toronto Elections' accessible website design, additional staff to assist voters with disabilities, resources to candidates with disabilities, and sensitivity trained staff (one fifth or fewer Disabled aware).



Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey. Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided), cont.

Approximately one in ten Torontonians had heard a great deal/some about the City's call centre agents who were sensitive to the needs of people with disabilities, a voter assistance hotline for immediate help to disabled voters (one-fifth among the Disabled), outreach to community groups (one-fifth Disabled), and online instructional videos.

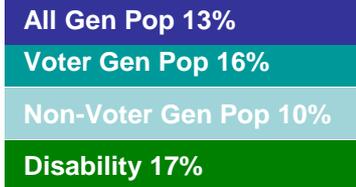
■ A great deal ■ Some ■ A little ■ Not at all ■ Not aware of service

A great deal / Some

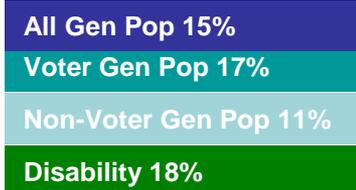
Call centre agents who are sensitive to the needs of people with disabilities



Voter assistance hotline for immediate help to voter with disabilities



Outreach to community groups



Online instructional videos



Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey. Base: All respondents Gen Pop n=752; Disability n=123

Awareness of Additional Services (Aided), by Demographics (Gen Pop)

Older Torontonians are more aware of some of the additional services; women of advanced voting.

A great deal / Some	Age			Gender	
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376
Advance voting before Election Day	50%	59%	77%	58%	66%
Accessible voting places	38%	28%	44%	35%	37%
Clear directional signage	31%	31%	39%	31%	36%
Election information provided in 22 languages	28%	24%	26%	25%	27%
Accessible voting machines at some voting places	17%	16%	23%	19%	18%
Accessible voting Screens	16%	12%	21%	16%	16%
Appointment of a proxy voter to go and vote on your behalf	18%	15%	17%	15%	18%
City of Toronto Accessibility Plan	17%	14%	14%	15%	15%
Information available in alternative formats (i.e. large font, braille)	18%	13%	16%	15%	15%

A great deal / Some	Region			
	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Advance voting before Election Day	57%	65%	62%	65%
Accessible voting places	37%	33%	39%	35%
Clear directional signage	28%	36%	35%	36%
Election information provided in 22 languages	23%	27%	28%	26%
Accessible voting machines at some voting places	16%	19%	18%	21%
Accessible voting Screens	10%	19%	18%	18%
Appointment of a proxy voter to go and vote on your behalf	10%	19%	19%	19%
City of Toronto Accessibility Plan	13%	16%	16%	16%
Information available in alternative formats (i.e. large font, braille)	10%	16%	19%	17%

Awareness of Additional Services (Aided), by Demographics (Gen Pop), cont.

The young and men are more aware of the accessible website design.

A great deal / Some	Age			Gender	
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376
Accessible website design	19%	12%	13%	18%	11%
Additional staff to assist voter with disabilities	17%	14%	19%	16%	17%
Resources to candidates with disabilities	17%	12%	13%	14%	14%
Sensitivity trained voting place staff	14%	12%	15%	12%	15%
Call centre agents who are sensitive to the needs of people with disabilities	15%	11%	15%	14%	13%
Voter assistance hotline for immediate help to voters with disabilities	15%	11%	15%	12%	15%
Outreach to community groups	16%	14%	14%	15%	14%
Online instructional videos	11%	6%	7%	9%	7%

A great deal / Some	Region			
	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Accessible web site design	10%	10%	20%	18%
Additional staff to assist voter with disabilities	15%	16%	16%	19%
Resources to candidates with disabilities	12%	15%	16%	13%
Sensitivity trained voting place staff	11%	13%	17%	14%
Call centre agents who are sensitive to the needs of people with disabilities	11%	12%	14%	16%
Voter assistance hotline for immediate help to voters with disabilities	11%	11%	16%	15%
Outreach to community groups	12%	14%	15%	17%
Online instructional videos	5%	8%	10%	10%

Awareness of Additional Services (Aided), by Demographics (Gen Pop), cont.

Upper-middle income Torontonians report higher awareness levels with some of the additional services offered.

A great deal / Some	Income			
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199
Advance voting before Election Day	54%	63%	63%	64%
Accessible voting places	33%	33%	45%	35%
Clear directional signage	28%	31%	44%	32%
Election information provided in 22 languages	27%	24%	32%	22%
Accessible voting machines at some voting places	21%	18%	23%	14%
Accessible voting Screens	16%	15%	20%	13%
Appointment of a proxy voter to go and vote on your behalf	20%	16%	19%	13%
City of Toronto Accessibility Plan	15%	16%	17%	12%
Information available in alternative formats (i.e. large font, braille)	17%	16%	17%	12%



Awareness of Additional Services (Aided), by Demographics (Gen Pop), cont.

A similar pattern persists with the lower-awareness services.

A great deal / Some	Income			
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199
Accessible web site design	16%	14%	21%	11%
Additional staff to assist voter with disabilities	19%	16%	22%	12%
Resources to candidates with disabilities	17%	12%	20%	9%
Sensitivity trained voting place staff	19%	14%	18%	8%
Call centre agents who are sensitive to the needs of people with disabilities	14%	14%	16%	10%
Voter assistance hotline for immediate help to voters with disabilities	15%	11%	20%	11%
Outreach to community groups	12%	17%	18%	11%
Online instructional videos	13%	7%	12%	4%



Awareness of Additional Services (Aided), by Demographics (Gen Pop), cont.

First time voters report higher awareness levels with accessible voting machines, appointment of a proxy, and the City's Accessibility Plan.

A great deal / Some	First Time Voter (Among Voters)		Household Language	
	Yes n=399	No n=353	English n=635	Other n=117
Advance voting before Election Day	65%	76%	63%	54%
Accessible voting places	48%	45%	36%	34%
Clear directional signage	50%	47%	34%	32%
Election information provided in 22 languages	40%	28%	25%	30%
Accessible voting machines at some voting places	39%	22%	18%	18%
Accessible voting Screens	28%	20%	16%	16%
Appointment of a proxy voter to go and vote on your behalf	34%	18%	16%	17%
City of Toronto Accessibility Plan	30%	17%	14%	18%
Information available in alternative formats (i.e. large font, braille)	26%	17%	15%	17%

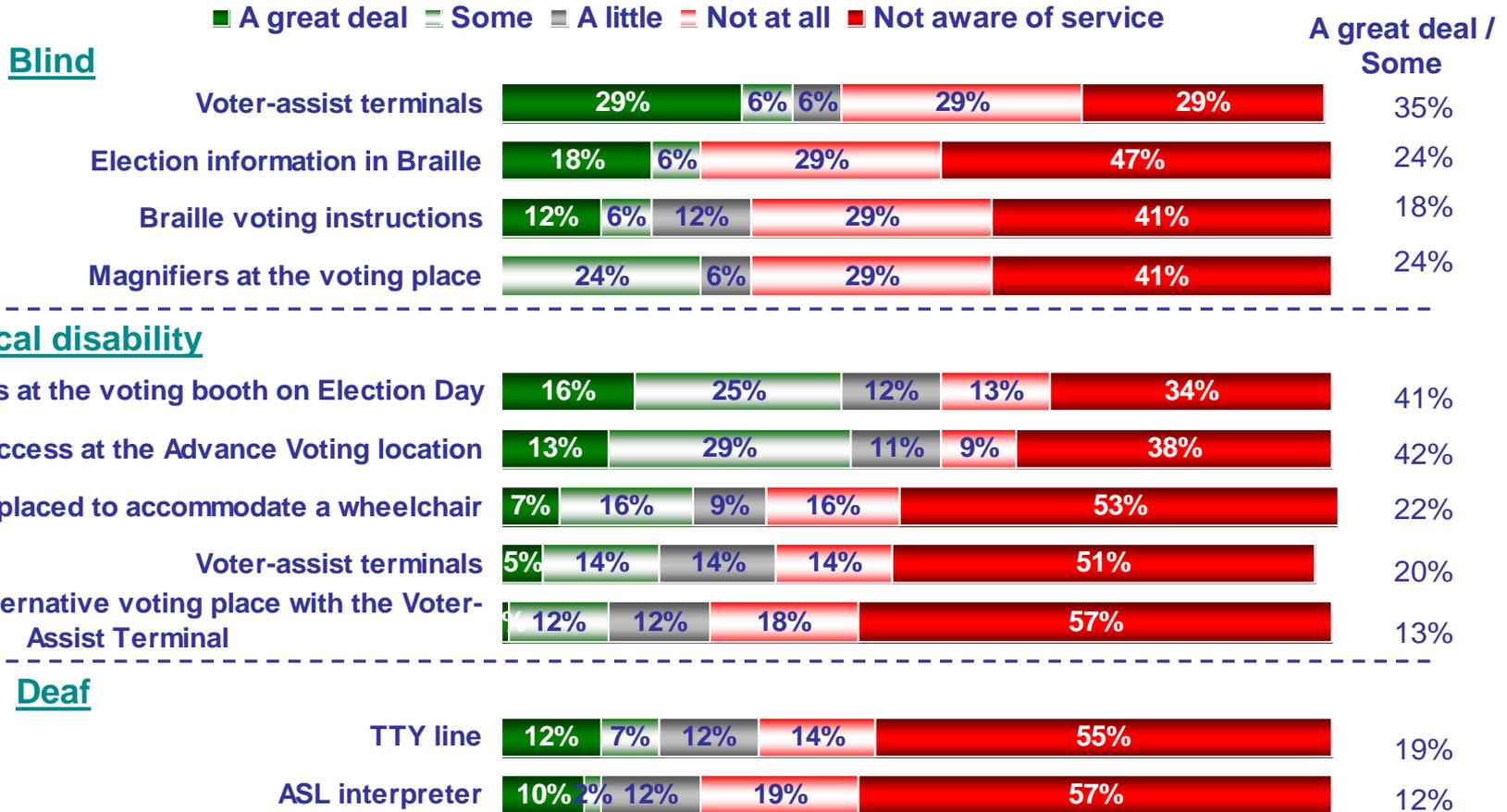
Awareness of Additional Services (Aided), by Demographics (Gen Pop), cont.

They are also more aware of each of the additional services below. Torontonians from non-English speaking households report higher awareness levels of community outreach and online videos.

A great deal / Some	First Time Voter (Among Voters)		Household Language	
	Yes n=399	No n=353	English n=635	Other n=117
Accessible web site design	29%	15%	14%	17%
Additional staff to assist voter with disabilities	34%	20%	16%	20%
Resources to candidates with disabilities	31%	15%	13%	18%
Sensitivity trained voting place staff	34%	17%	13%	17%
Call centre agents who are sensitive to the needs of people with disabilities	29%	14%	12%	19%
Voter assistance hotline for immediate help to voters with disabilities	28%	15%	13%	17%
Outreach to community groups	34%	16%	13%	23%
Online instructional videos	20%	9%	7%	13%

Awareness of Additional Services (Aided), cont.

Lastly, among the specific additional services asked only of the Disabled groups, wheelchair access and voter assist terminals (Blind) were the services most aware of.

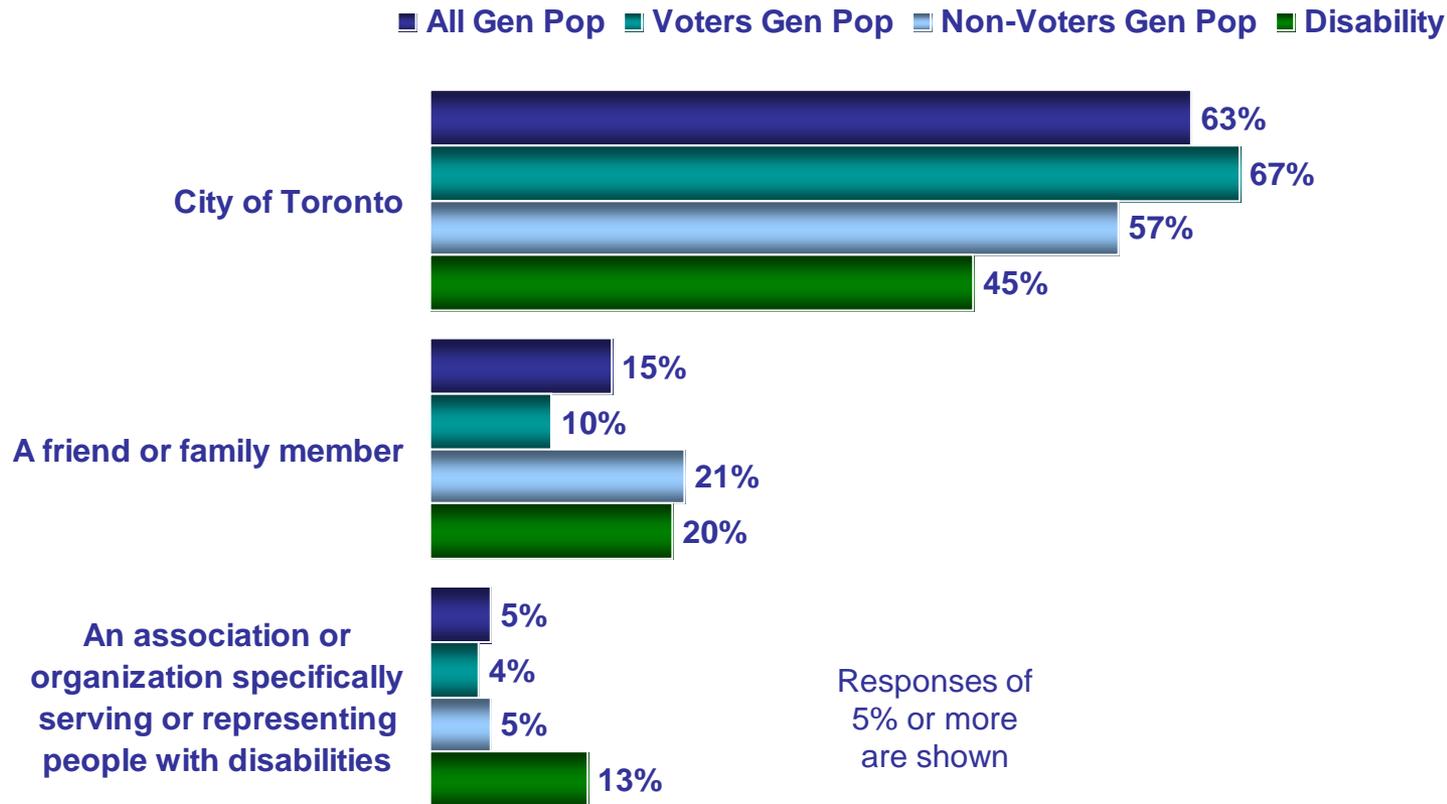


Caution: Very small base size Blind n=17; Caution: Small base size: Physical n=76 / Deaf n=42

Q17a. Below are some of the things provided by the City of Toronto during the most recent municipal election for people with disabilities. Please indicate the extent to which you had read, seen, or heard about each before answering this survey.

Main Source of Information About Services for People with Disabilities

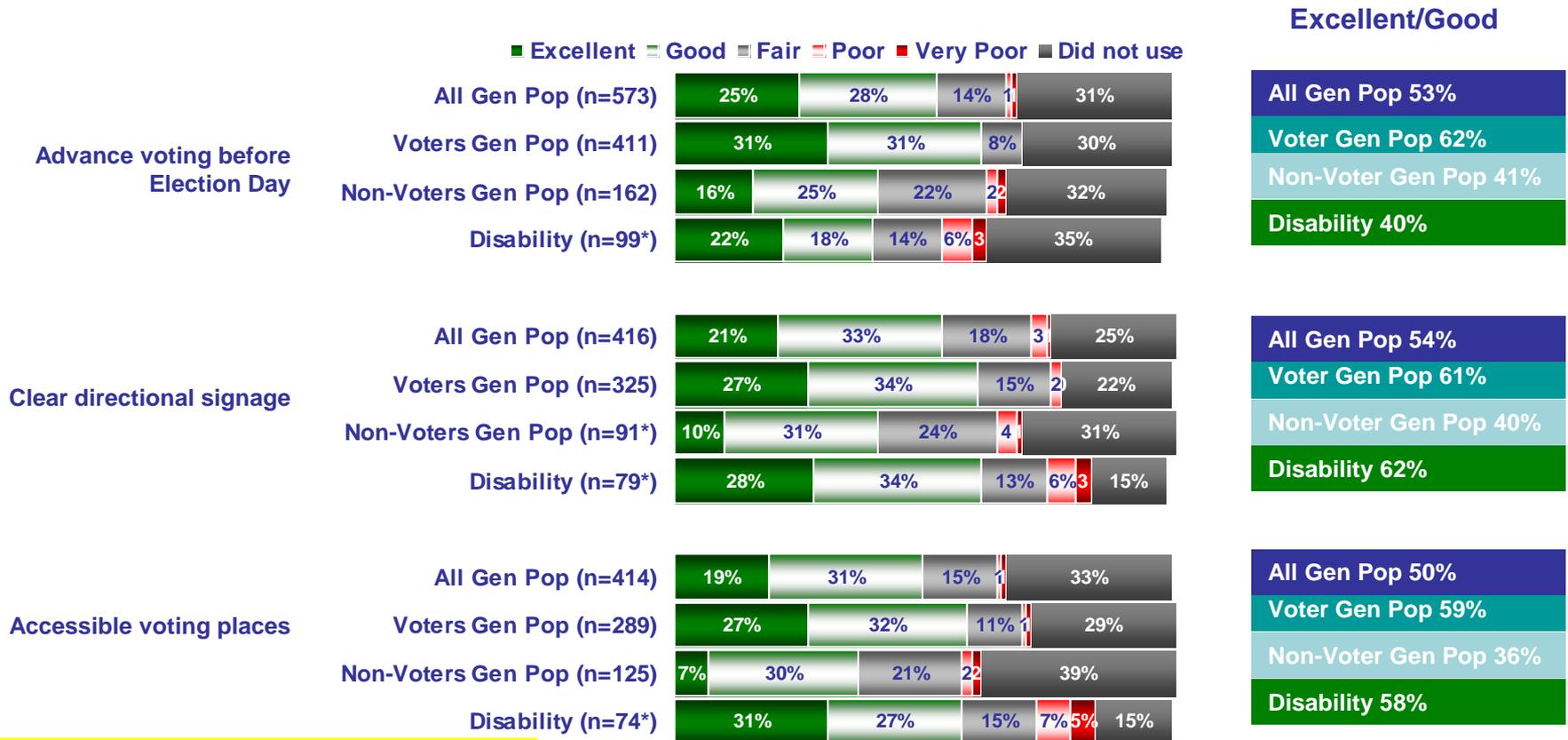
Most of those aware of the City's offering of services for people of disabilities learned this from the City Of Toronto, itself. While the Disabled are less likely to have been informed by the City of Toronto, it is still their number one information source.



Q18. Thinking about the services you are aware of, what was your main source of information about these services for people with disabilities? Base: Aware of any initiatives for people with disabilities n=637; Disability n=107

Rating Services Aware of, cont.

Torontonians hold fair or better ratings of the additional services offered during the Election. Again, Voters and the Disabled are generally more positive than Non Voters, except in the case of advanced voting. That said, many did not use the services.

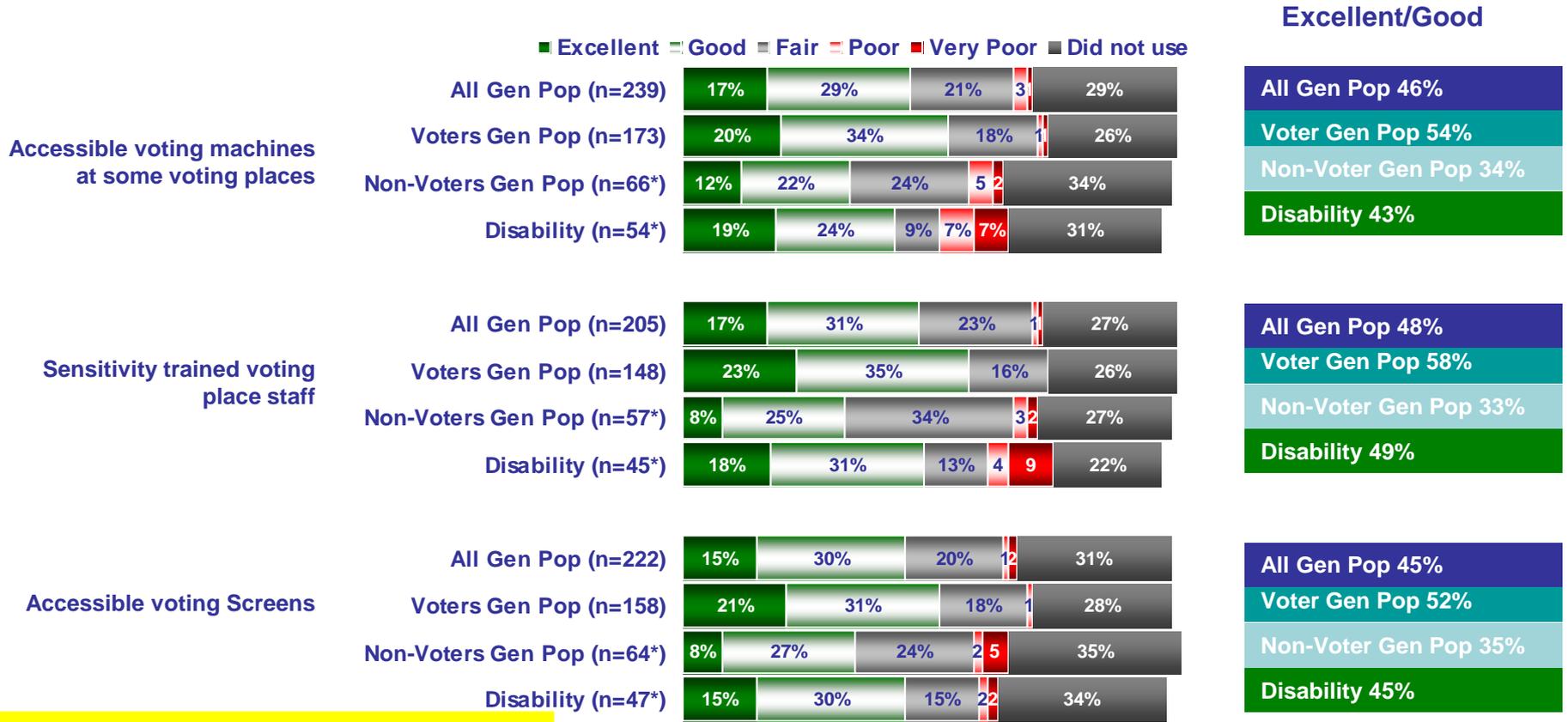


***Caution: Small base size**

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

Rating Services Aware of, cont.

Though still generally positive, or at least fair, the Disabled were less complimentary of the accessible voting machines, sensitivity trained staff, and accessible voting screens.



***Caution: Small base size**

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

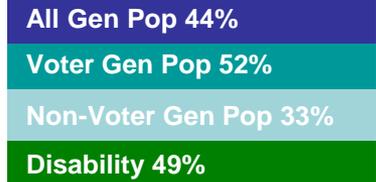
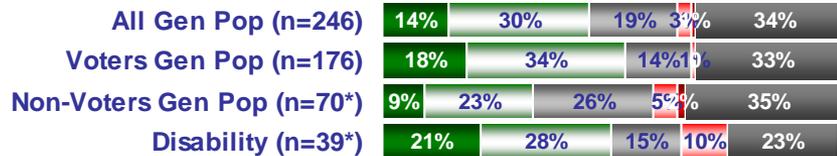
Rating Services Aware of, cont.

The public rates the City fair or better on additional staff to assist voters with disabilities, call centre agents who are sensitive to the needs of people with disabilities, the Accessibility Plan, and resources to candidates with disabilities. Again, Voters and the Disabled tend to offer more positive ratings than Non Voters.

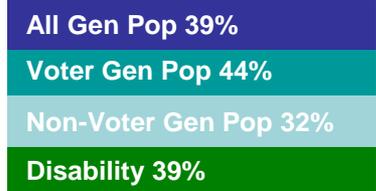
■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor ■ Did not use

Excellent/Good

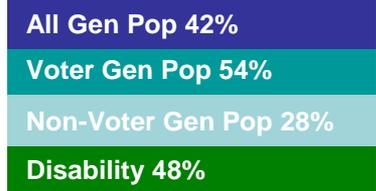
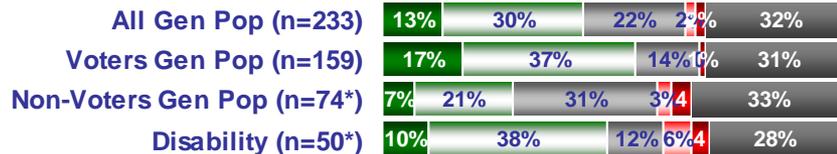
Additional staff to assist voters with disabilities



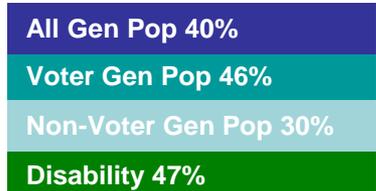
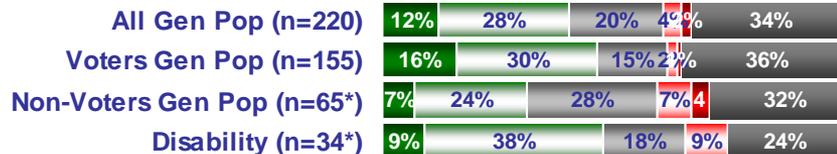
Call centre agents who are sensitive to the needs of people with disabilities



City of Toronto Accessibility Plan



Resources to candidates with disabilities

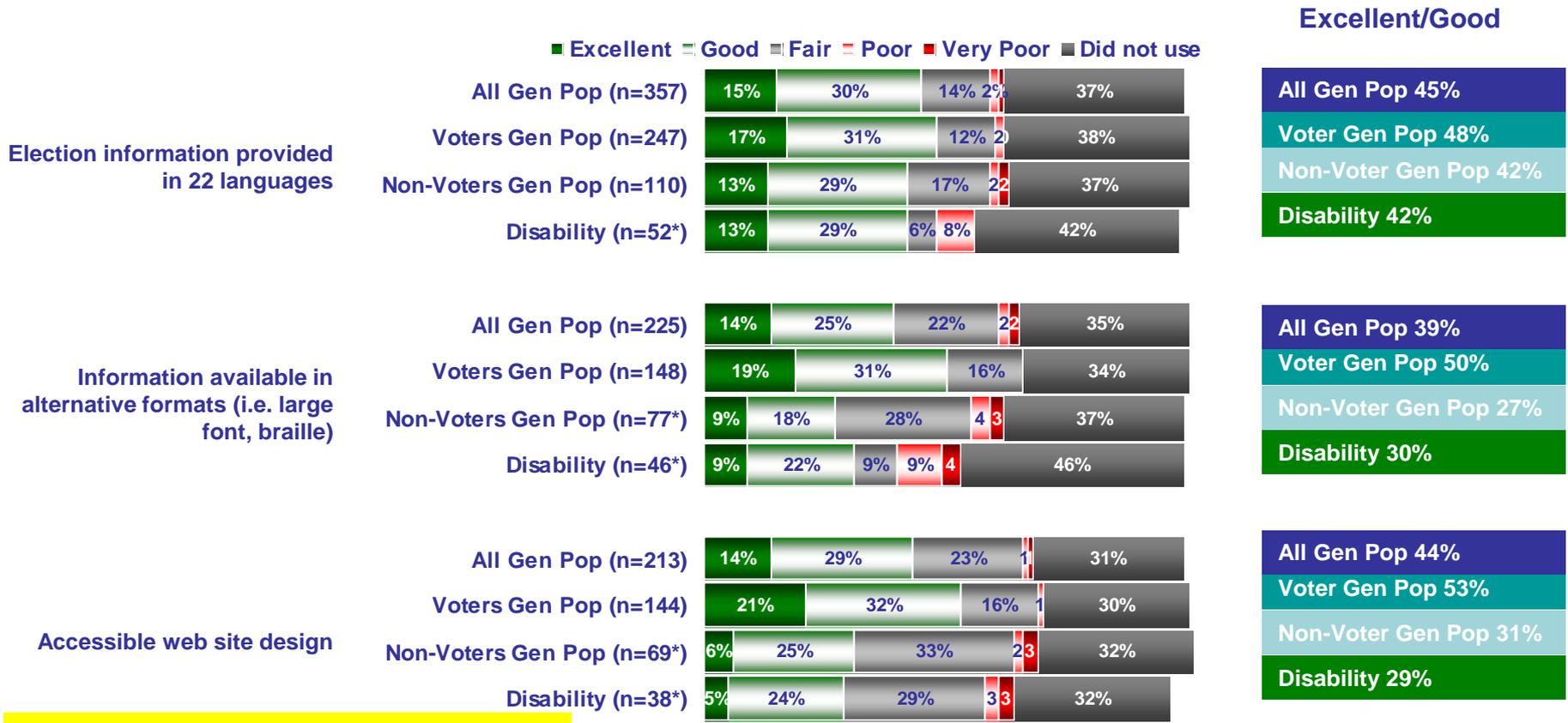


*Caution: Small base size **Caution: Very small base size

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

Rating Services Aware of, cont.

The Disabled were less positive than others on their rating of the City providing information in alternative formats and accessible website design.

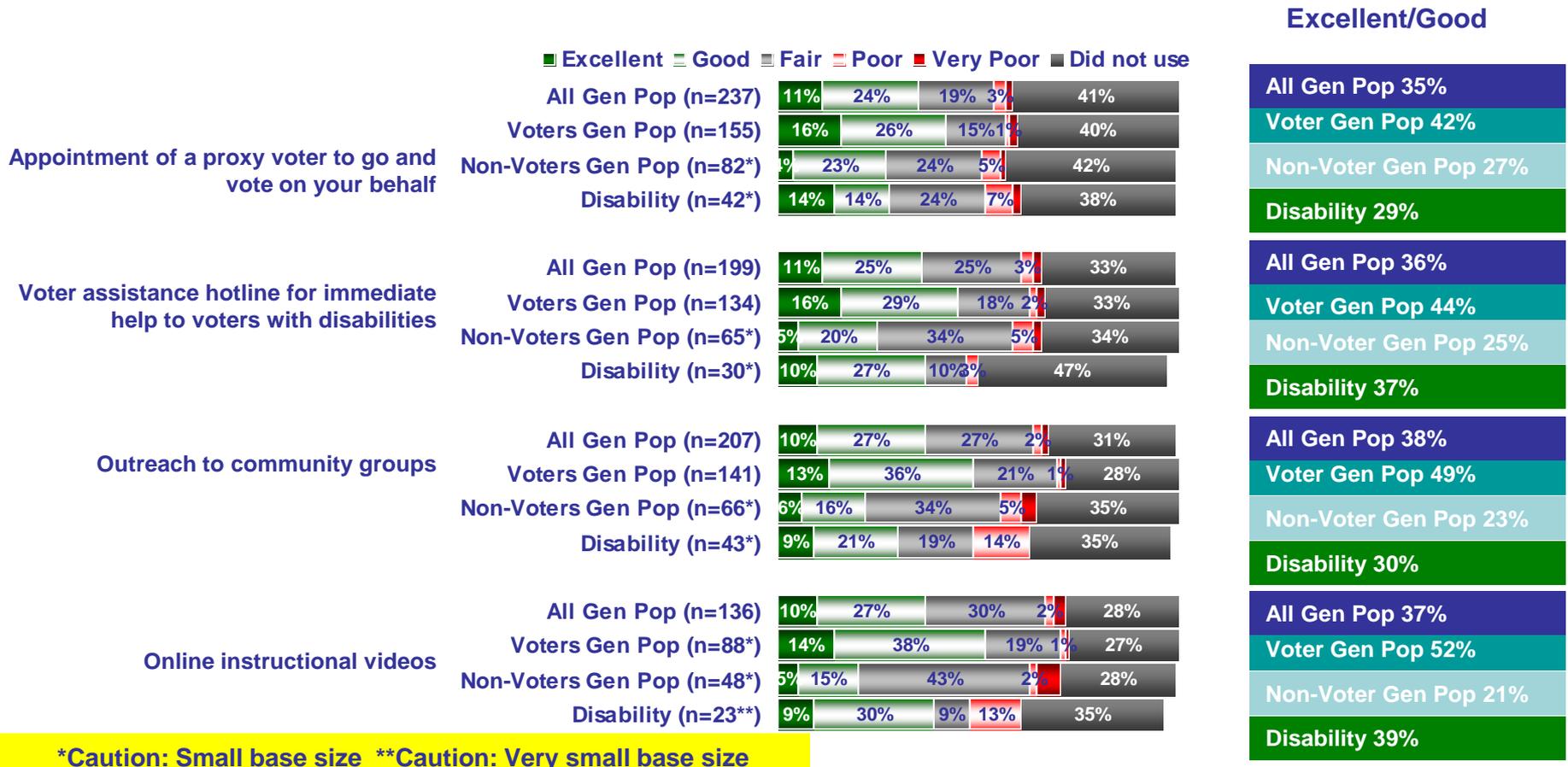


***Caution: Small base size**

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

Rating Services Aware of, cont.

The Disabled were slightly less positive about the appointment of a proxy voter, outreach to community groups, and online instructional videos.



*Caution: Small base size **Caution: Very small base size

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

Rating Services Aware of, by Demographics (Gen Pop)

Young adults tend to offer less positive ratings of the additional services than middle-aged or older adults. Men tend to be less positive than women vis-à-vis clear directional signage and accessible voting places.

Excellent / Good	Age			Gender		Region			
	18-34*	35-54*	55+*	Male*	Female*	North/East York*	Etobicoke/York*	Scarborough*	Toronto*
Advance voting before Election Day (n=573)	39%	55%	63%	50%	57%	50%	57%	60%	49%
Clear directional signage (n=416)	49%	49%	65%	49%	59%	50%	53%	59%	55%
Accessible voting places (n=414)	39%	47%	62%	44%	55%	47%	51%	59%	44%
Accessible voting machines at some voting places (n=239)	37%	47%	55%	44%	49%	42%	51%	48%	45%
Sensitivity trained voting place staff (n=205)	38%	49%	60%	46%	51%	40%	51%	50%	53%
Accessible voting Screens (n=222)	36%	47%	53%	42%	49%	38%	48%	52%	43%
Election information provided in 22 languages (n=357)	38%	54%	43%	44%	47%	43%	45%	47%	47%
Information available in alternative formats (i.e. large font, braille) (n=225)	27%	45%	50%	38%	40%	33%	48%	42%	38%
Accessible web site design (n=213)	36%	44%	54%	40%	49%	43%	54%	48%	35%

***Caution: Small base size**



Rating Services Aware of, by Demographics (Gen Pop), cont.

Lower income residents are less likely than their counterparts to rate many of the services positively.

Excellent / Good	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K*	\$30K to < \$70K*	\$70K to < \$100K*	\$100K or more*	Yes*	No*	English*	Other*
Advance voting before Election Day (n=573)	36%	59%	55%	55%	51%	63%	53%	54%
Clear directional signage (n=416)	40%	59%	62%	51%	53%	61%	55%	52%
Accessible voting places (n=414)	38%	52%	55%	50%	51%	60%	51%	43%
Accessible voting machines at some voting places (n=239)	35%	47%	48%	54%	50%	54%	47%	42%
Sensitivity trained voting place staff (n=205)	32%	51%	55%	56%	59%	57%	49%	45%
Accessible voting Screens (n=222)	35%	50%	46%	47%	50%	53%	47%	38%
Election information provided in 22 languages (n=357)	39%	45%	50%	46%	37%	49%	46%	43%
Information available in alternative formats (i.e. large font, braille) (n=225)	30%	34%	53%	45%	67%	47%	41%	34%
Accessible web site design (n=213)	37%	48%	36%	52%	57%	53%	43%	45%

***Caution: Small base size**

Rating Services Aware of, by Demographics (Gen Pop), cont.

Women rate the City more positively than men on appointment of a proxy voter.

Excellent / Good	Age			Gender		Region			
	18-34*	35-54*	55+*	Male*	Female*	North/East York*	Etobicoke/York*	Scarborough*	Toronto*
Additional staff to assist voters with disabilities (n=246)	37%	44%	53%	47%	41%	40%	49%	48%	42%
Call centre agents who are sensitive to the needs of people with disabilities (n=200)	35%	42%	41%	36%	44%	35%	45%	39%	39%
City of Toronto Accessibility Plan (n=233)	33%	44%	51%	38%	47%	34%	55%	44%	42%
Resources to candidates with disabilities (n=220)	34%	41%	45%	36%	43%	33%	51%	43%	35%
Appointment of a proxy voter to go and vote on your behalf (n=237)	26%	37%	42%	29%	42%	34%	40%	42%	28%
Voter assistance hotline for immediate help to voters with disabilities (n=199)	30%	47%	32%	34%	39%	27%	41%	39%	40%
Outreach to community groups (n=207)	26%	46%	43%	34%	42%	28%	45%	39%	41%
Online instructional videos (n=136)	30%	39%	49%	36%	40%	21%	54%	41%	38%

***Caution: Small base size**

Rating Services Aware of, by Demographics (Gen Pop), cont.

Few differences emerge for income, first time voters, and language.

Excellent / Good	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K*	\$30K to < \$70K*	\$70K to < \$100K*	\$100K or more*	Yes*	No*	English*	Other*
Additional staff to assist voters with disabilities (n=246)	39%	43%	49%	45%	61%	51%	44%	46%
Call centre agents who are sensitive to the needs of people with disabilities (n=200)	36%	30%	49%	45%	41%	45%	38%	44%
City of Toronto Accessibility Plan (n=233)	40%	38%	51%	42%	46%	55%	44%	36%
Resources to candidates with disabilities (n=220)	37%	40%	44%	37%	53%	45%	36%	52%
Appointment of a proxy voter to go and vote on your behalf (n=237)	22%	36%	52%	31%	45%	42%	36%	31%
Voter assistance hotline for immediate help to voters with disabilities (n=199)	23%	38%	45%	38%	64%	42%	37%	33%
Outreach to community groups (n=207)	27%	37%	46%	42%	56%	48%	37%	39%
Online instructional videos (n=136)	22%	39%	49%	47%	57%	51%	37%	37%

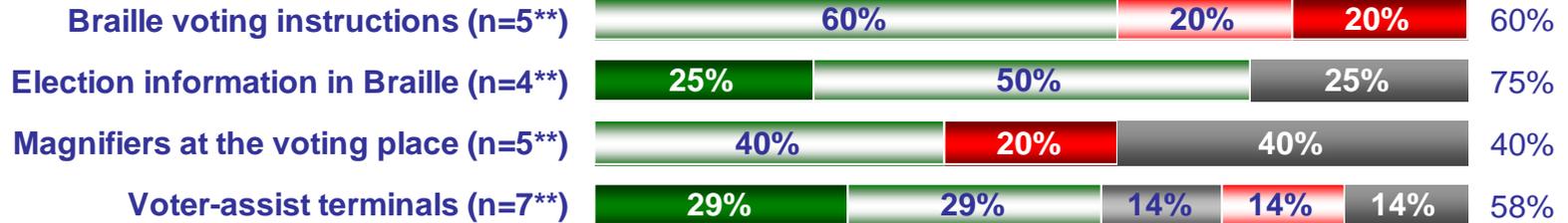
***Caution: Small base size**

Rating Services Aware of, cont.

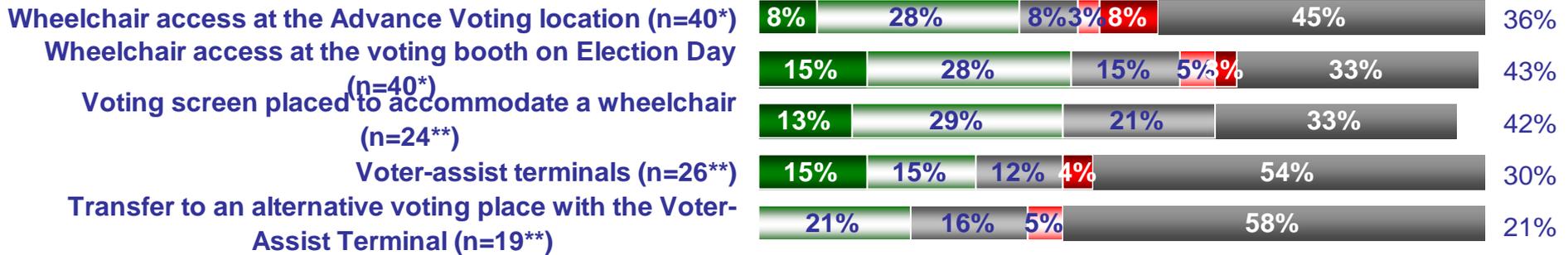
Although we're dealing with some very small sample sizes, Blind/Partially-Sighted, Physically Disabled, and Deaf/Hard of Hearing specific-services are generally rated positively.

■ Excellent ■ Good ■ Fair ■ Poor ■ Very Poor ■ Did not use

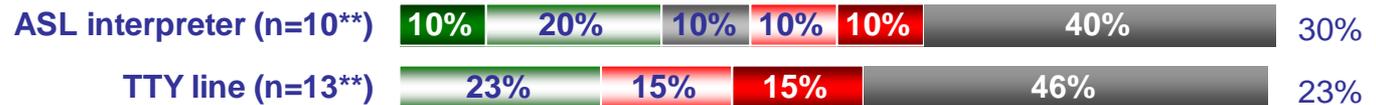
Blind



Physical disability

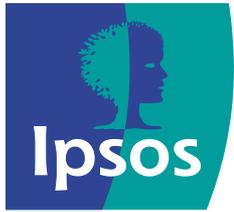


Deaf

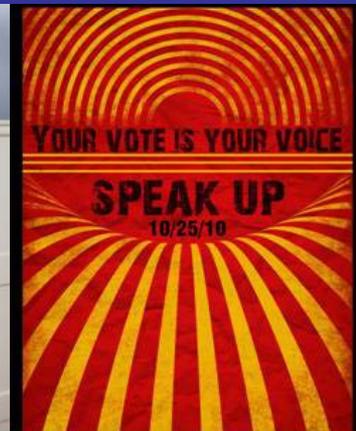


*Caution: Small base size **Caution: Very small base size

Q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each, please indicate whether you rate it excellent, good, fair, poor or very poor. Base: Aware of specific initiative

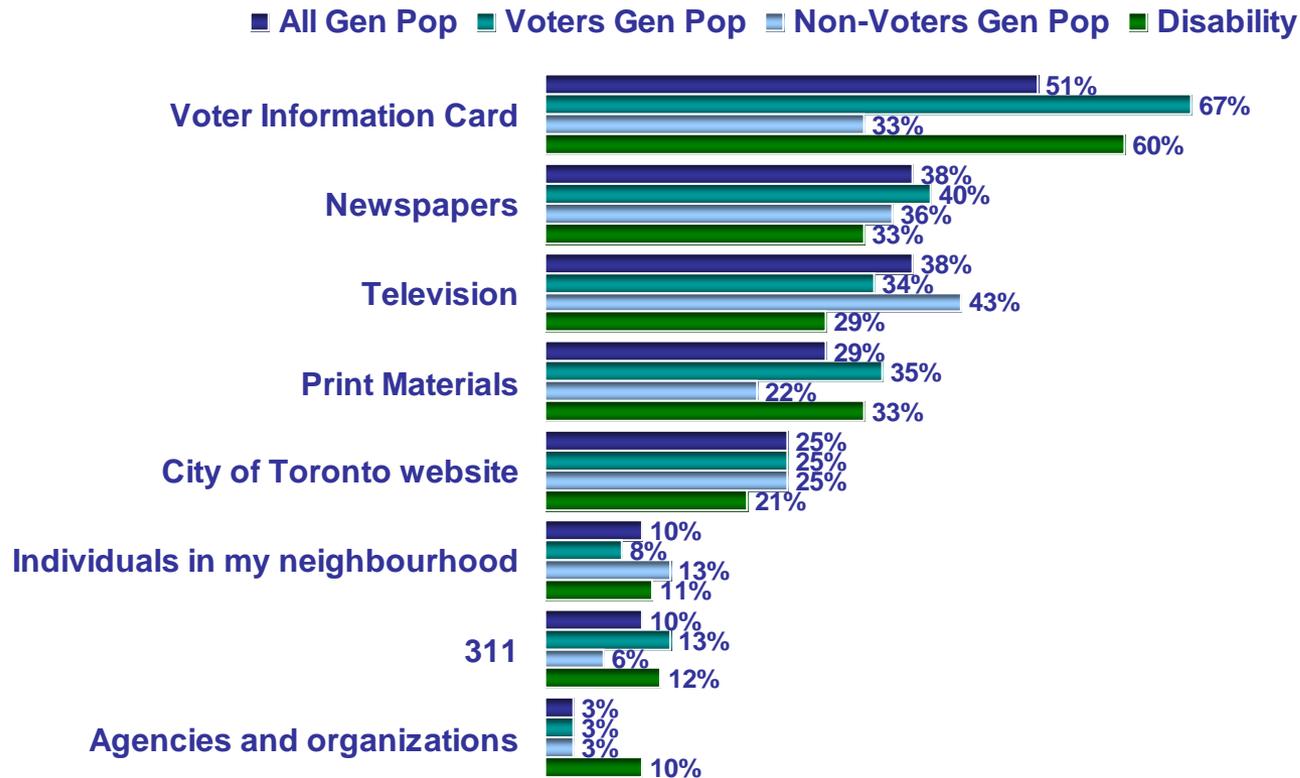


Information & Communications



Sources of Information about Voting Procedures

The Voter Information Card was the most cited source of information about voting procedures, followed by newspapers and television. Voters and the Disabled (mainly Voters) are even more likely to cite their Voter Card.



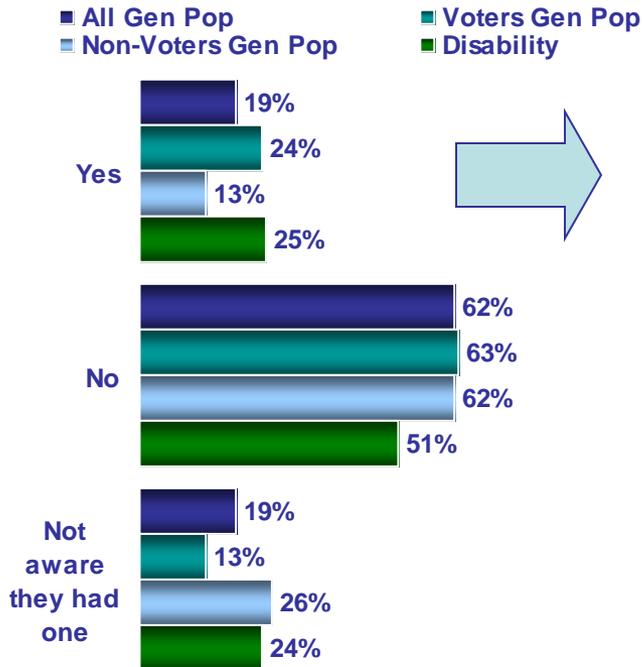
Responses of 10% or more are shown

Q25. Now, I would like you to think about your sources of information about voting procedures in the most recent City of Toronto municipal election. By voting procedures, I am referring to such details as how to get your name on the Voter Gen Pops list, and when, where, and how to vote. Thinking of this, what were your source(s) of information about voting procedures in the latest municipal election in the City of Toronto? Base: All respondents n=752 ; Disability n=123

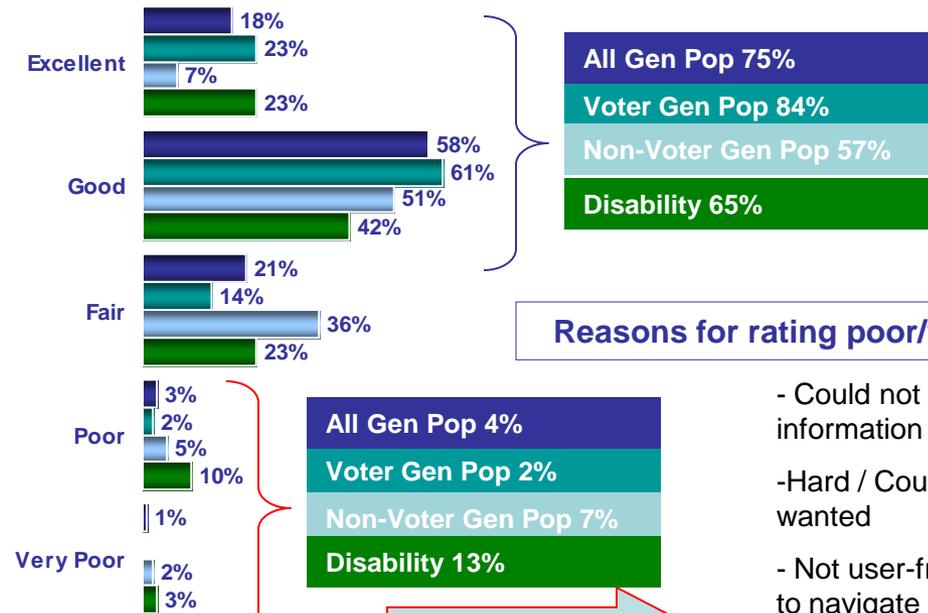
City of Toronto Website

A significant minority of people used the City's Election website; one-quarter of each Voters and Disabled and one in ten Non Voters. Those that used the website rated it well; most good or excellent. While still mostly positive, the Disabled Group and Non-Voters were less complimentary.

Visit City website...



Rating Website...



Reasons for rating poor/very poor...

- Could not find information on candidates
- Hard / Couldn't find info I wanted
- Not user-friendly / Hard to navigate
- Did not get on Voters List

Caution: Small base size
Disability n=31

Caution: Very small base size
Gen Pop n=7 / Disability n=4

Q28. Did you visit the City of Toronto's Election website for information about the most recent City of Toronto municipal election?

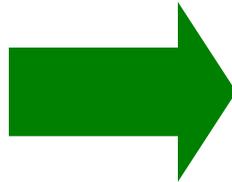
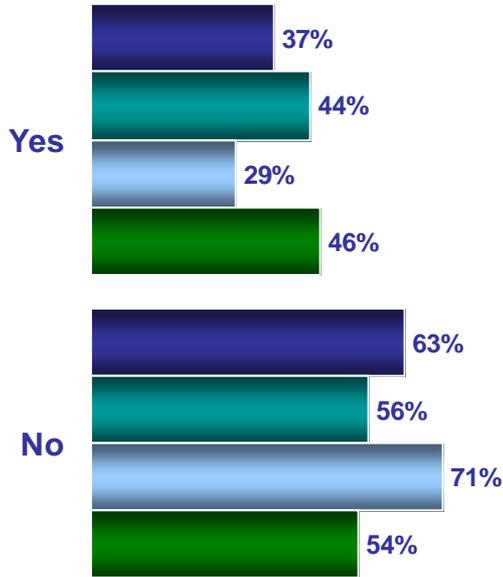
Base: All respondents n=752 ; Disability n=123 / Q29. Overall, how would you rate the City of Toronto's Election website? Base: Visited City of Toronto's Election website n=156; Disability n=31* / Q29B. And, why do you rate it [POOR/VERY POOR]? Base: City of Toronto's Election website was poor/very poor n=7**; Disability n=4**

Advertising – Not Sponsored

A majority do not recall seeing *any* (non-partisan) advertising about the Election prior to Voting Day. Voters and the Disabled Group are most likely to recall some. Most mention messaging around “Get Out and Vote”.

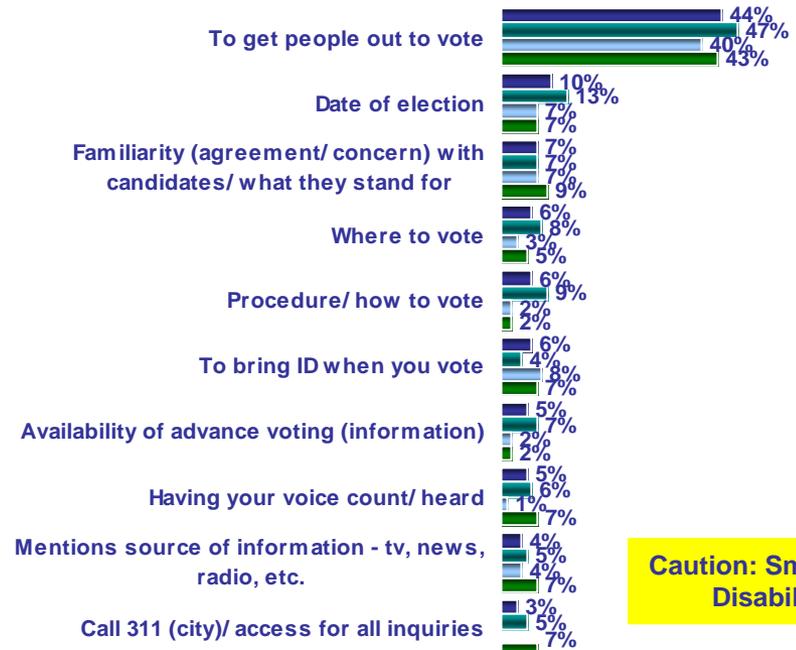
Hear/See Ads about election (not sponsored)...

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



Main message...

■ All Gen Pop ■ Voters Gen Pop ■ Non-Voters Gen Pop ■ Disability



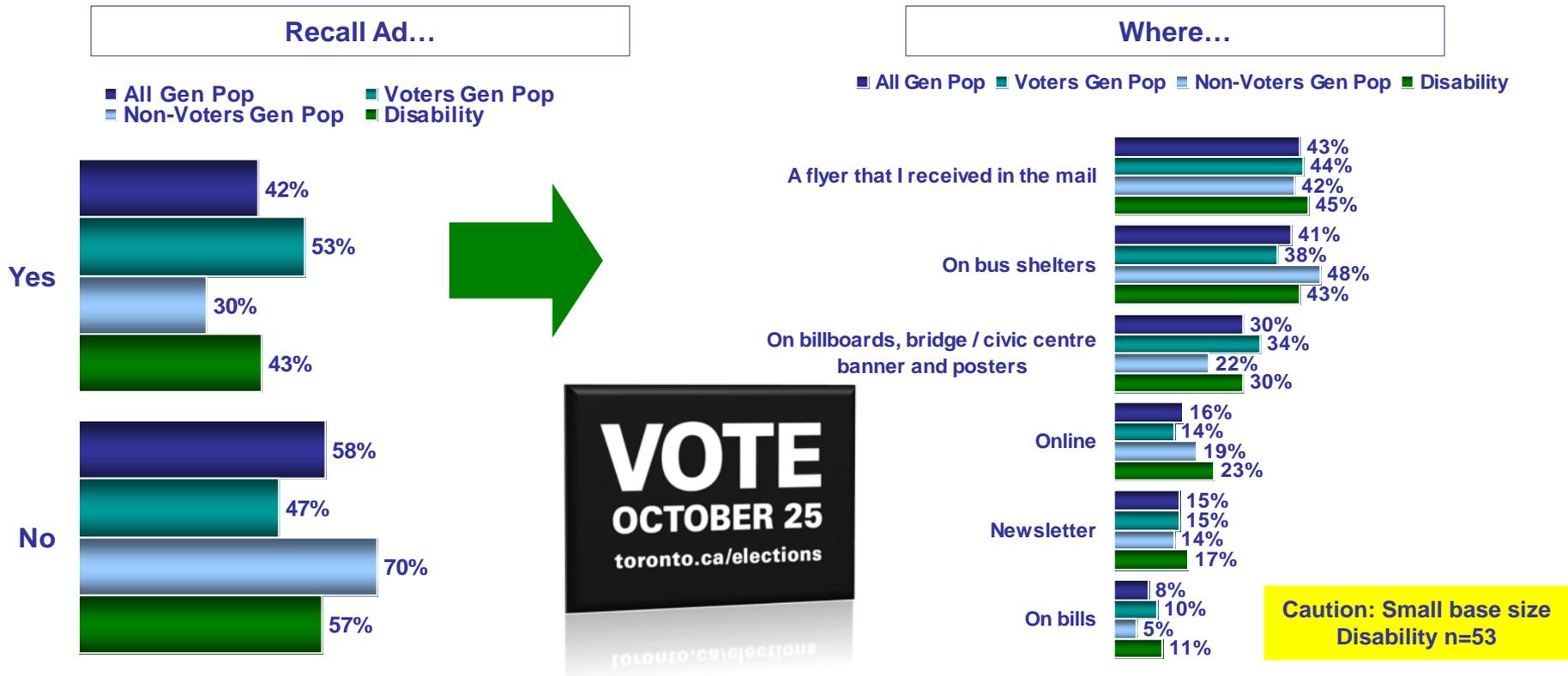
Caution: Small base size Disability n=56

Note: Responses of 7% or more are shown

A1. Prior to voting day on October 25th, did you see, read, or hear any advertising that provided information about the municipal election in general– that was not sponsored by any of the political parties or groups?. Base: All respondents n=752 ; Disability n=123 A2. To the best of your knowledge what was the main message of the ads? Base: Heard any ads that provided info about election - not sponsored by parties n=290; Disability n=56

Recall of Specific Advertising

Recall levels are about the same (or slightly higher among Voters) when prompted with a visual of one of the actual communications. Half of Voters recall seeing this piece of information, three in ten Non-Voters, and approximately four in ten Disabled. The flyer is the most mentioned form of advertising recalled, followed by bus ads, and billboards.



Note: Responses of 5% or more are shown

A3. There were a variety of ads and information pamphlets/sheets about the recent municipal election provided by the City of Toronto. These ads and information sheets/pamphlets provided information about the election, and encouraged people to get out and vote. Do you recall seeing the following, or something similar? Base: All respondents n=752 ; Disability n=123 A4. Where do you recall having seen this advertisement, or one similar to it? Base: Recall ad n=339; Disability n=53*

Recall of Specific Advertising, by Demographics (Gen Pop)

Ad recall is stable across the demographic groups and regions.

	Age			Gender		Region			
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
Yes	44%	38%	45%	42%	42%	43%	42%	40%	43%
No	56%	62%	55%	58%	58%	57%	58%	60%	57%

	Income				First Time Voter (Among Voters)		Household Language	
	Under \$30K* n=121*	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199	Yes* n=399	No n=353	English n=635	Other* n=117*
Yes	38%	40%	49%	41%	58%	52%	42%	42%
No	62%	60%	51%	59%	42%	48%	58%	58%

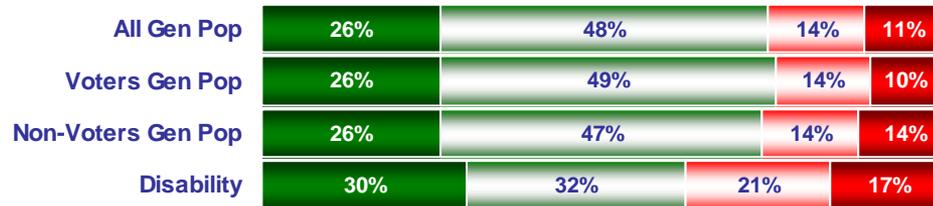
***Caution: Small base size**

Attitudes Toward Advertising

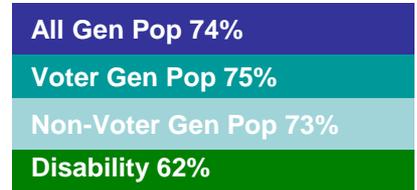
Most aware of the advertising agreed that it told them how to get more information about the municipal election, made them think seriously about voting, and provided useful information about the election.

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

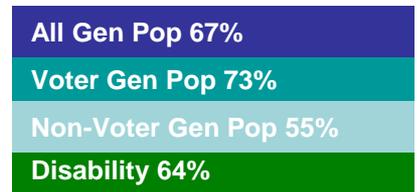
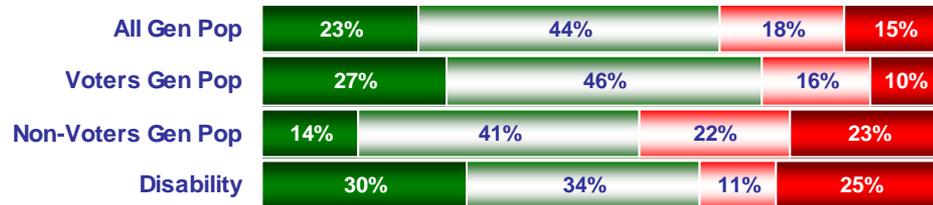
The advertisement told me how to get more information about the municipal election



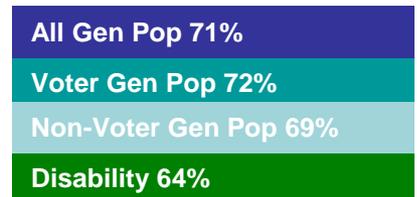
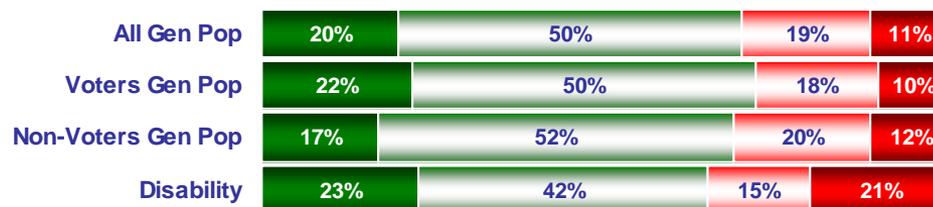
Strongly / Somewhat Agree



The advertisement made me think seriously about voting in the Toronto municipal election



The advertisement provided me with useful information about the municipal election



Caution: Small base size Disability n=53

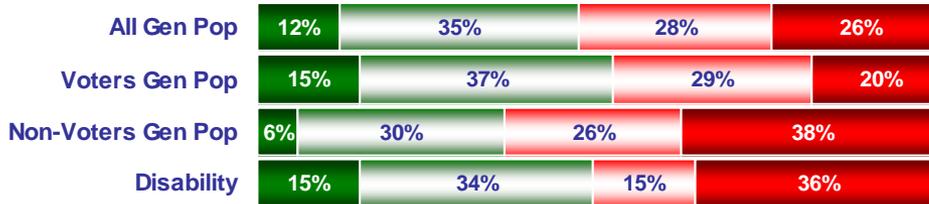
A5. Thinking about the advertisement that you just saw, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that...? Base: Recall ad n=339; Disability n=53*

Attitudes Toward Advertising, cont.

They're less likely to agree that the advertising informed them about accessible options to vote or something they didn't know before. The advertising inspired few to discuss it with family/friends.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

The advertisement informed me of accessible options to vote



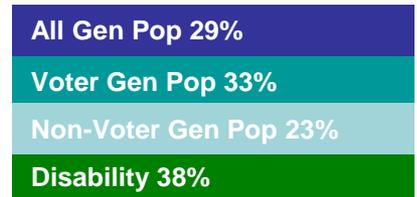
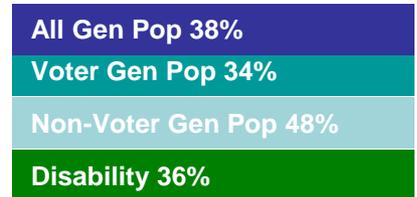
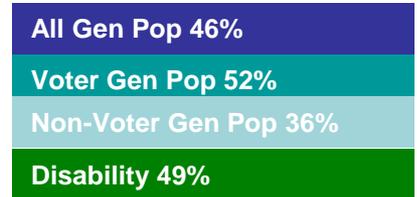
The advertising informed me about something that I did not know before



I discussed the advertising with family or friends



Strongly / Somewhat Agree

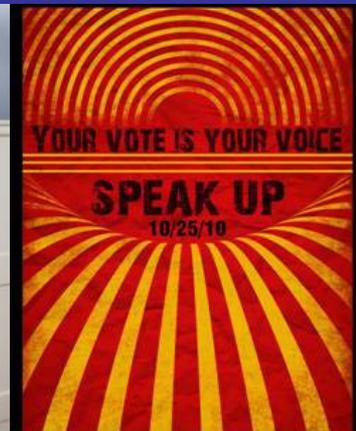


Caution: Small base size Disability n=53

A5. Thinking about the advertisement that you just saw, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that...? Base: Recall ad n=339 ; Disability n=53*



General Attitudes

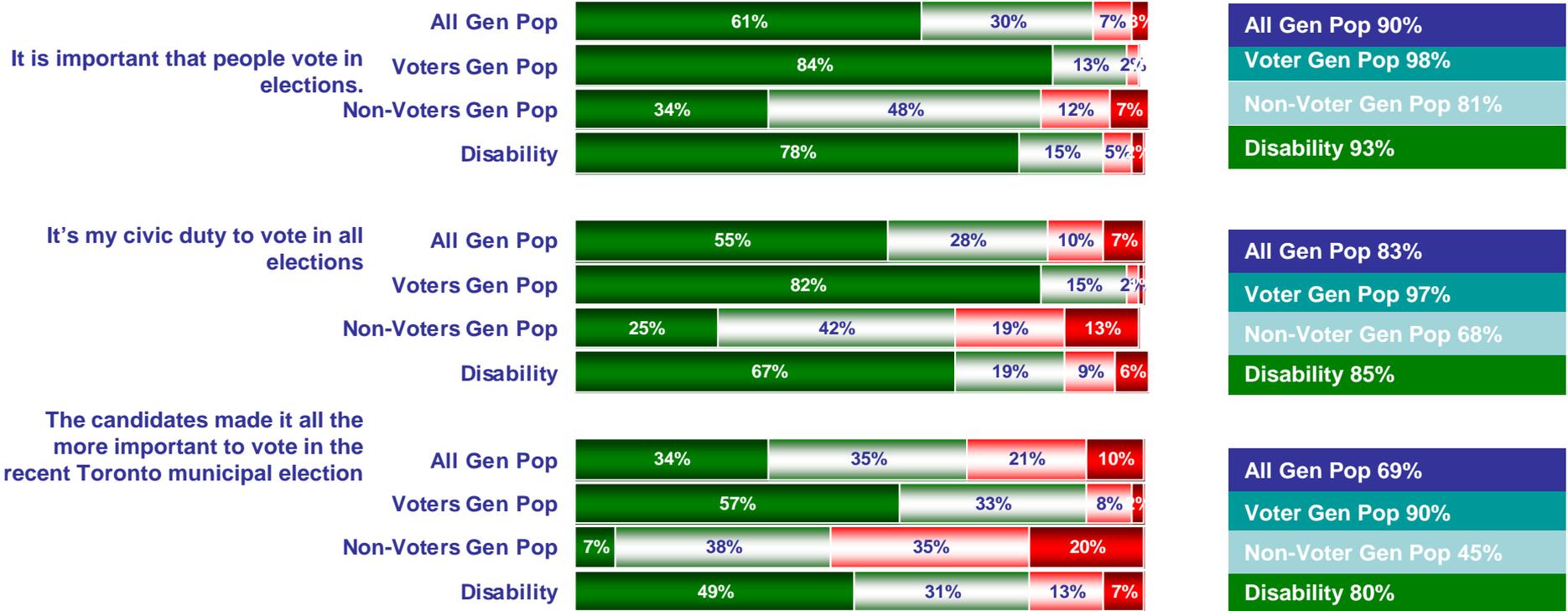


General Attitudes Toward Voting and Elections

Majorities, even Non-Voters, agree that it's important that people vote in elections, that it's their civic duty to vote in all elections, and that the candidates made it all the more important to vote in the recent election.

■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree

Strongly / Somewhat Agree

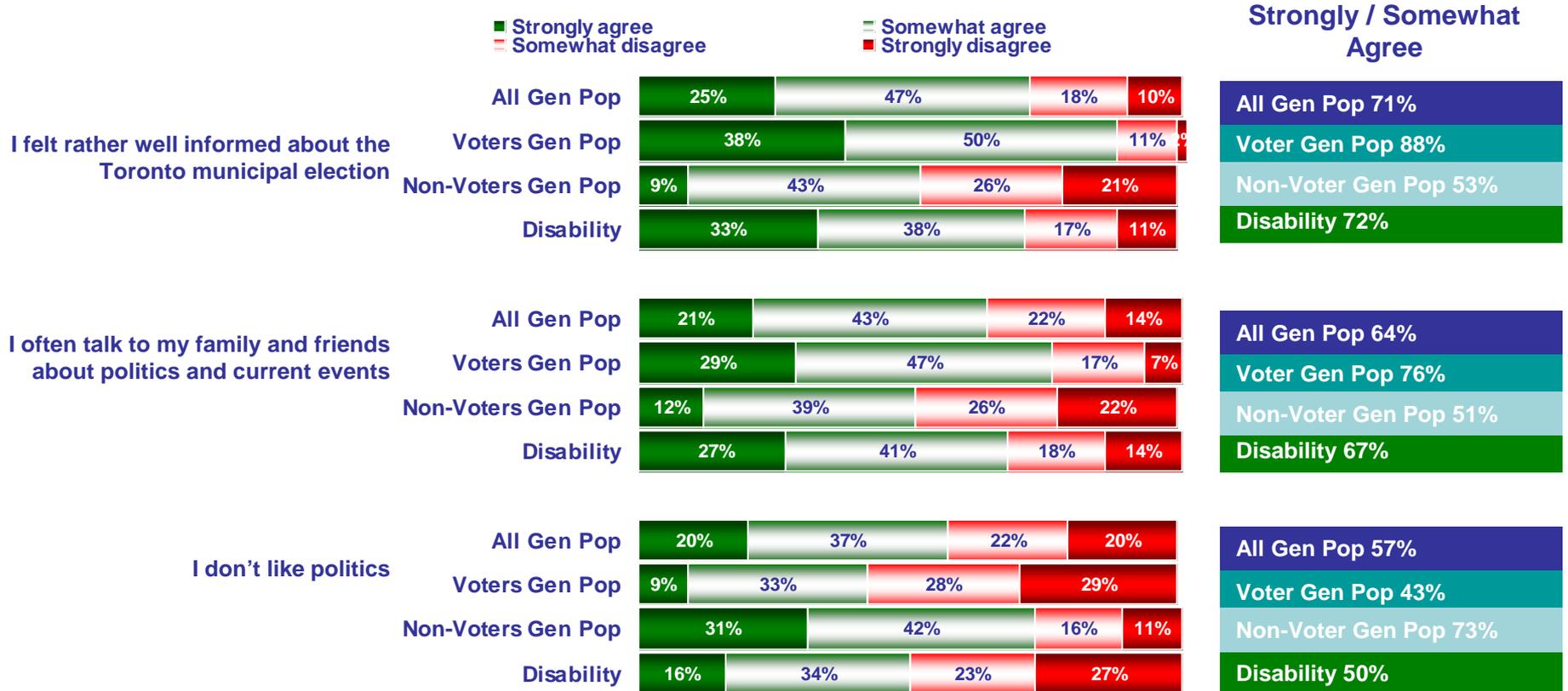


Q30. Please indicate to what extent you agree or disagree with each of the following statements.

Base: All respondents n=752; Disability n=123

General Attitudes Toward Voting and Elections, cont.

Most say that they felt rather well informed about the election and that they often talk to family/friends about politics/current events (half among Non-Voters). Still, most say that they don't like politics (three-quarters of Non Voters).



Q30. Please indicate to what extent you agree or disagree with each of the following statements.

Base: All respondents n=752; Disability n=123

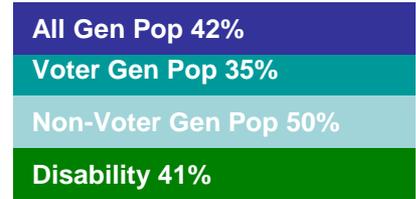
General Attitudes Toward Voting and Elections, cont.

Most *disagree* that there was too much talk about the municipal election, that their vote doesn't really matter, and that municipal elections aren't as important as others. Unsurprisingly, Non Voters are more apt to agree with each of these sentiments.

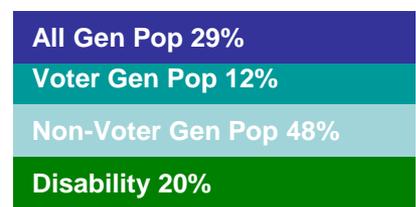
■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree

Strongly / Somewhat Agree

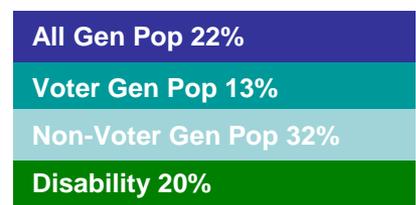
There was too much talk about the Toronto municipal election



My vote doesn't really matter



Municipal elections aren't as important as provincial or federal elections



Q30. Please indicate to what extent you agree or disagree with each of the following statements.

Base: All respondents n=752; Disability n=123

General Attitudes Toward Voting and Elections, by Demographics (Gen Pop)

Women are more likely to think that it's important to vote/that it's their civic duty, but to say that they don't like politics. The age trends outlined below are in-line with Voter make-up (e.g. Voters are more likely older, older more likely to agree with pro-vote statements).

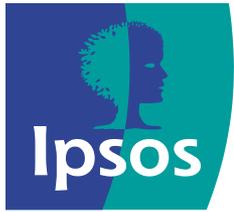
Strongly / Somewhat Agree	Age			Gender		Region			
	18-34 n=226	35-54 n=293	55+ n=233	Male n=376	Female n=376	North/East York n=226	Etobicoke/ York n=150	Scarborough n=173	Toronto n=203
It is important that people vote in elections.	85%	89%	96%	87%	93%	91%	89%	89%	92%
It's my civic duty to vote in all elections	73%	85%	92%	81%	86%	81%	81%	86%	86%
The candidates made it all the more important to vote in the recent Toronto municipal election	59%	65%	84%	67%	71%	68%	73%	72%	65%
I felt rather well informed about the Toronto municipal election	59%	71%	84%	73%	70%	69%	78%	74%	67%
I often talk to my family and friends about politics and current events	60%	58%	77%	65%	64%	63%	59%	67%	68%
I don't like politics	67%	57%	47%	53%	61%	61%	58%	56%	52%
There was too much talk about the Toronto municipal election	47%	40%	39%	46%	38%	44%	48%	45%	33%
My vote doesn't really matter	42%	27%	19%	33%	25%	30%	26%	29%	31%
Municipal elections aren't as important as provincial or federal elections	30%	22%	14%	28%	16%	23%	21%	22%	21%



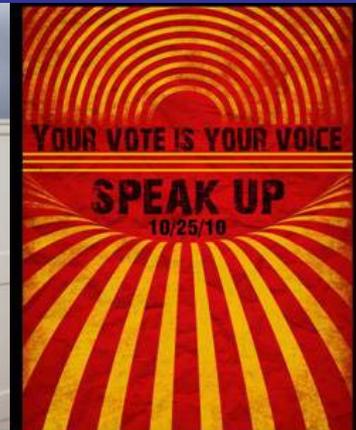
General Attitudes Toward Voting and Elections, by Demographics (Gen Pop), cont.

Variation by income is also in-line with Voter turnout. Veteran Voters are more likely to think that voting is important/civic duty, whereas First Time Voters are more likely to *not* like politics, to think there was too much talk, *not* to think their vote matters, or to think that municipal elections *aren't* as important. Non-English speaking households are more likely to think there was too much talk (and *not* to talk politics themselves) and to think municipal elections are less important.

Strongly / Somewhat Agree	Income				First Time Vote (Among Voters)		Household Language	
	Under \$30K n=121	\$30K to < \$70K n=275	\$70K to < \$100K n=156	\$100K or more n=199	Yes n=399	No n=353	English n=635	Other n=117
It is important that people vote in elections.	92%	88%	89%	92%	89%	99%	90%	88%
It's my civic duty to vote in all elections	82%	80%	83%	90%	91%	98%	84%	81%
The candidates made it all the more important to vote in the recent Toronto municipal election	72%	63%	70%	75%	87%	90%	70%	64%
I felt rather well informed about the Toronto municipal election	70%	67%	78%	74%	82%	89%	72%	70%
I often talk to my family and friends about politics and current events	59%	59%	65%	75%	69%	77%	66%	54%
I don't like politics	65%	65%	48%	49%	63%	41%	56%	60%
There was too much talk about the Toronto municipal election	50%	42%	38%	40%	54%	33%	40%	52%
My vote doesn't really matter	38%	34%	20%	25%	32%	10%	28%	35%
Municipal elections aren't as important as provincial or federal elections	31%	21%	20%	19%	34%	11%	20%	31%



Demographic Profile



Demographics

Years Lived in Current Electoral Ward

0-1	10%
2-5	23%
6-10	17%
11+	51%

Education

Primary school or some high school	4%
Complete high school	19%
Technical or trade school	5%
Community college	18%
Some university	19%
Complete university degree	25%
Post-graduate degree	10%

Employment

Employed full time	55%
Employed part time	11%
Homemaker	8%
Student	9%
Retired	18%

Language

English	84%
Chinese-Cantonese	4%
Chinese-Mandarin	1%
Polish	1%
Spanish	1%
Portuguese	1%
Greek	1%
German	1%
Italian	1%
Punjabi	1%
Other	1%

Income

Under \$20,000	10%
\$20,000 to under \$30,000	6%
\$30,000 to under \$40,000	10%
\$40,000 to under \$50,000	10%
\$50,000 to under \$60,000	8%
\$60,000 to under \$70,000	9%
\$70,000 to under \$80,000	7%
\$80,000 to under \$90,000	6%
\$90,000 to under \$100,000	8%
\$100,000 to under \$150,000	17%
\$150,000 or more	9%

Demographics

Age

18-24	10%
25-29	10%
30-34	10%
35-39	9%
40-44	9%
45-49	12%
50-54	10%
55-59	12%
60-64	10%
65-69	3%
70+	5%

Region

North York	25%
East York	5%
Etobicoke	14%
York	6%
Scarborough	23%
Toronto	27%

Gender

