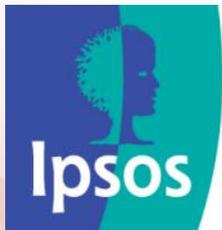




**City of Toronto Municipal Election  
2014 Post Election Survey**

**Final Report  
February 2, 2015**



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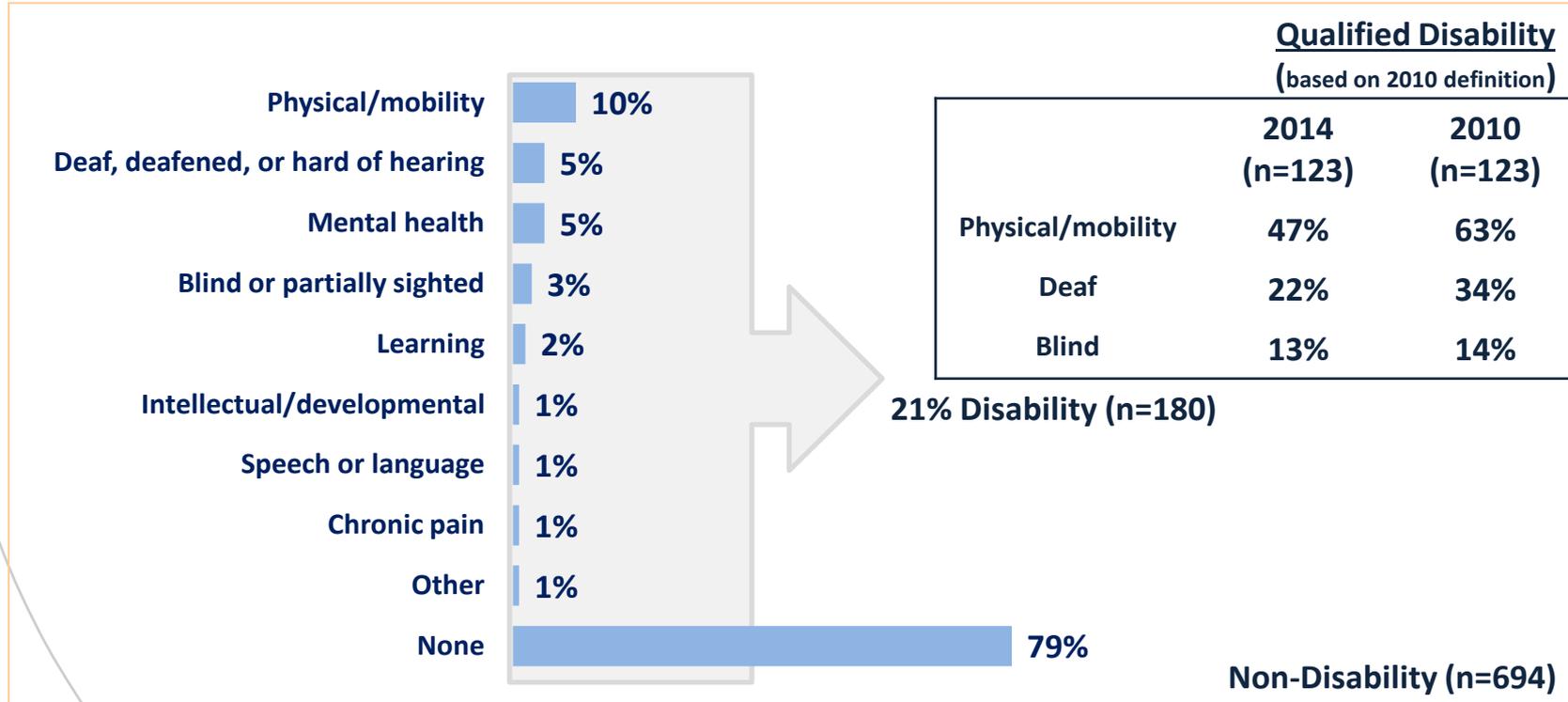
## Background and Research Objectives

- The City of Toronto Elections Office commissioned Ipsos Reid to conduct a survey of electors eligible to vote (i.e. “electors”) in the 2014 City of Toronto municipal election.
- The primary objective of the survey was to measure perceptions of the voting experience and gather feedback on the voting process and procedures including any barriers to voting. Specifically, the survey was designed to examine the following:
  - ⇒ Stated reasons for voting/not voting
  - ⇒ Experience voting including reported barriers or problems with voting
  - ⇒ Knowledge of the voting process and available options
  - ⇒ Awareness and ratings of accessible services provided by the City
  - ⇒ Sources of voting information and recall of city advertising
- In order to gather useful feedback on awareness and ratings of the accessible services provided by the City, as well as compare the experiences of disabled electors against non-disabled electors , the City sought to over-sample the number of electors with a disability participating in the survey.

- **The survey was conducted using two modes: online and telephone.**
- **The methodology and sample frame was designed to achieve a representative sample of n=800 electors (n=400 via online using Ipsos Reid's household panel and n=400 via telephone using random-digit-dialling).** A sample of 800 is a fairly robust sample size for a population of the City of Toronto. To help put this in context a sample of 1000 is commonly used to accurately represent the population of Canada (35 million). Larger samples have diminishing value – the margin of error does not improve in proportion to adding more people. In other words, the effect of adding more people becomes smaller and smaller.
- In order to gather feedback from a large enough sample of electors who have a disability, the online version of the survey was also emailed to the City's network of disabled individuals and advocacy associations to be distributed to their clients or members. This version of the online survey was available in standard and screen reader compatible formats. As well, a TTY-compatible 1-800 inbound survey line was provided to anyone wishing to complete the survey via telephone instead of online.
- **In total n=874 electors completed the survey. This includes n=180 electors who identified themselves as having a disability (coming from either the representative sample or the outreach sample) and n=694 without a disability.** The sample of 180 is reasonably large to measure the City's disabled electors and is larger than the proportionate size of the population. The latter group has been weighted by age, gender, region, income, and the official voter turnout figure (54.7%) to ensure it reflects the population. No weights have been applied to the sample of electors with a disability.

# Survey Methodology - Eligible Voters with a Disability

- Below is the breakdown of electors who indicated having a disability.
- Note: In 2010, the sample of electors with a disability was limited to those with a physical/mobility disability, being deaf or blind. In 2014 a broader definition was used. Comparisons made between the results among the broader definition and 2010 definition have shown no significant differences in opinions and thus there are no concerns about comparing the 2010 data with the 2014 data from the broader definition.



q6a. Which, if any, of the following disabilities do you have ...?

Base: Non-Disabled (n=694), Disabled (n=180)

- Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

Green and red arrows have been used to highlight statistically significant differences between the 2010 post-election survey and 2014 post-election survey.



Score has increased



Score has declined

## Voting Behaviour

- As we know, there was a directional increase in voter turnout in 2014. The increase appears to have come from an increase in the number of younger voters (under the age of 35) and an increase in the voting among those living in downtown Toronto.
- Top reasons for voting continue to be: civic duty/responsibility, to voice opinions (which is higher than it was in 2010), right to vote and a desire for change.
- In 2014 compared to 2010, significantly more electors say they didn't vote because they were too busy or didn't have time. Among those who are disabled, 9% indicate not voting because of difficulty with their mobility or had no access to transportation.

## The Voting Process

- More electors report that they were 'very knowledgeable' about when, where and how to vote on Election Day and alternate options, such as Advanced Voting in 2014 compared to 2010. Ratings of the process to find out if you are on the Voter List also improved since 2010.
- Eligible electors with a disability provide higher ratings for accessibility services, information and provision in 2014 compared to 2010.

## Executive Summary

- Fewer voters with a disability report experiencing a problem or barrier at the voting location compared to 2010. While there has been an increase in problems and barriers among non-disabled voters. Inefficient/unknowledgeable staff is the only problem mentioned more frequently in 2014 than 2010.
- Among non-disabled voters, ratings on the availability of parking and seating have declined significantly which aligns with the increase in voter turnout (but the scores on both are still relatively good).
- Among both voters with a disability and those without, privacy ratings at the voting 'booth' increased significantly.

### Accessible Services for Eligible Voters with Disabilities

- Compared to 2010, more electors with a physical/mobility disability are aware that there is wheelchair access at the voting booth on Election Day. As well, more disabled electors were aware of Advance Voting for Election Day, that additional staff is available to assist electors, and that electors can appoint a proxy to go and vote on their behalf.
- The ratings of the quality of several accessible services are higher than in 2010 including (but not limited to) the following: accessibility services related to outreach to community groups, accessible website design, and among those with a physical/mobility disability ratings for wheelchair access at the voting booth on Election Day and voter-assist terminals.

## Voting Information and Communication

- Slightly fewer electors report contacting the City of Toronto for help with a problem during the election this year compared to 2010.
- Awareness of advertising not sponsored by a candidate has remained roughly the same as it was in 2010. The lower recall of the advertising is mostly driven by lower recall among those 18-34 and 55+ and those who have high school or less education. The most effective way to share election information for both groups is through a flyer sent to the home, followed by major newspapers.

## General Attitudes Toward Voting

- In 2014 significantly more electors agree that the candidates made it more important to vote in this election, and that they felt informed about this election. Three-quarters of those with a disability (74%) think the City's accessibility plan met the needs of people with disabilities.
- While views of Internet voting are somewhat mixed, a greater share of electors say they would vote online than in-person if Internet voting were available in the next municipal election. This, despite the fact that only 50% are confident that votes cannot be tampered with online. Half would trust the outcome of an election with Internet voting the same as one with only in-person voting, while most of the other half say they would trust the outcome less.

## Recommendations for Moving Forward

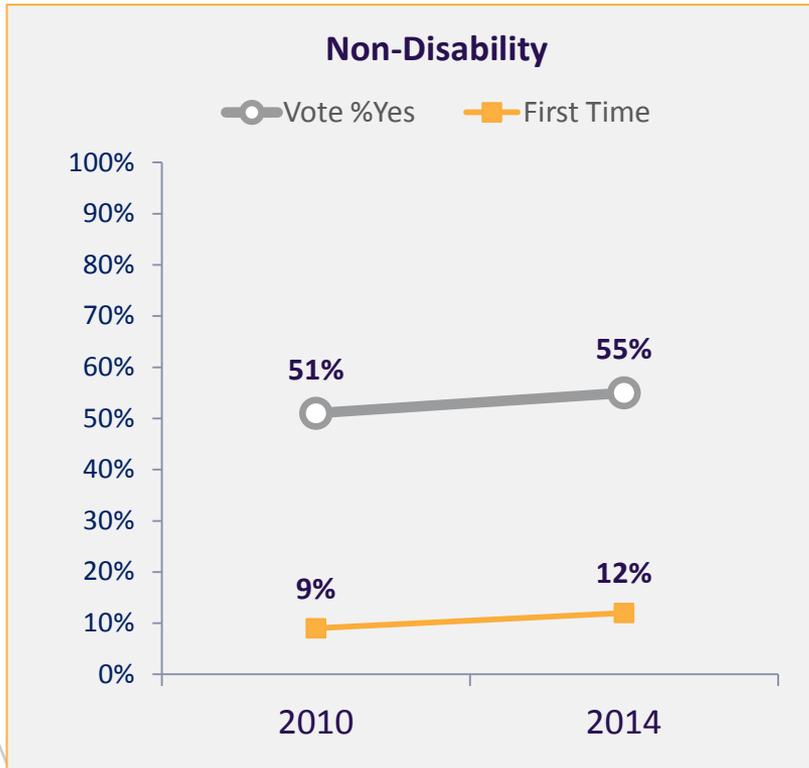
- The 2010 post-election survey showed that Toronto Elections performed well during the election and the 2014 survey shows that Toronto Elections performed about the same in some areas, but in others areas performed better than in 2010. There are no areas where Toronto performed worse than in 2010.
- In 2010, the research recommended that Toronto Elections focus on increasing the public's awareness of the additional services it provides to electors with disabilities as well as the quality of those services and the 2014 research shows Toronto Elections has made good progress. Awareness of most services has increased only directionally, but the increases are so consistent across the long list of services we can feel confident that there has been improvement. Moreover, awareness of a few key services has increased significantly, including the availability of **advance voting, that additional staff is available to assist voters with disabilities, wheelchair access to the voting booth on Election Day and the appointment of a proxy voter who can vote on behalf of those unable to voting themselves. As well, the perceptions of the quality of at least half of the long list of accessibility-related services has increased significantly, while the others have increased directionally. While this year's results show good progress, there is room to further increase awareness of accessible services.**
- The 2010 report noted that when it comes to increasing voter-turnout much is out of the City's hands, and this is still the case. However, there has been a spike in the reasons why electors did not vote. Compared to 2010, significantly more electors indicated that they didn't vote because they were too busy/didn't have time. One way the City can address this is by more strongly promoting the option of Advance voting to electors.

# Voting Behaviour



# Incidence of Voting

- Voter turnout increased directionally between 2010 and 2014.
- The proportion of first time voters also increased. In 2010, 9% of voters were first time voters compared to 12% in 2014.



NOTE: Please note that Non-Disability was weighted to voter turnout, 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 27, 2014? Base: Non-Disability (n=694); Disability (n=180). Q8. Was this your first time voting in a City of Toronto municipal election in which you were eligible to vote? Base: Non-Disability who voted in this past election (n=551), Disability who voted in this election (n=148)

## Incidence of Voting, By Demographics (Non-Disability)

- Reported voter turnout in the downtown area of Toronto increased significantly between 2010 and 2014.
- Voter turnout increased directionally among those under age 55.

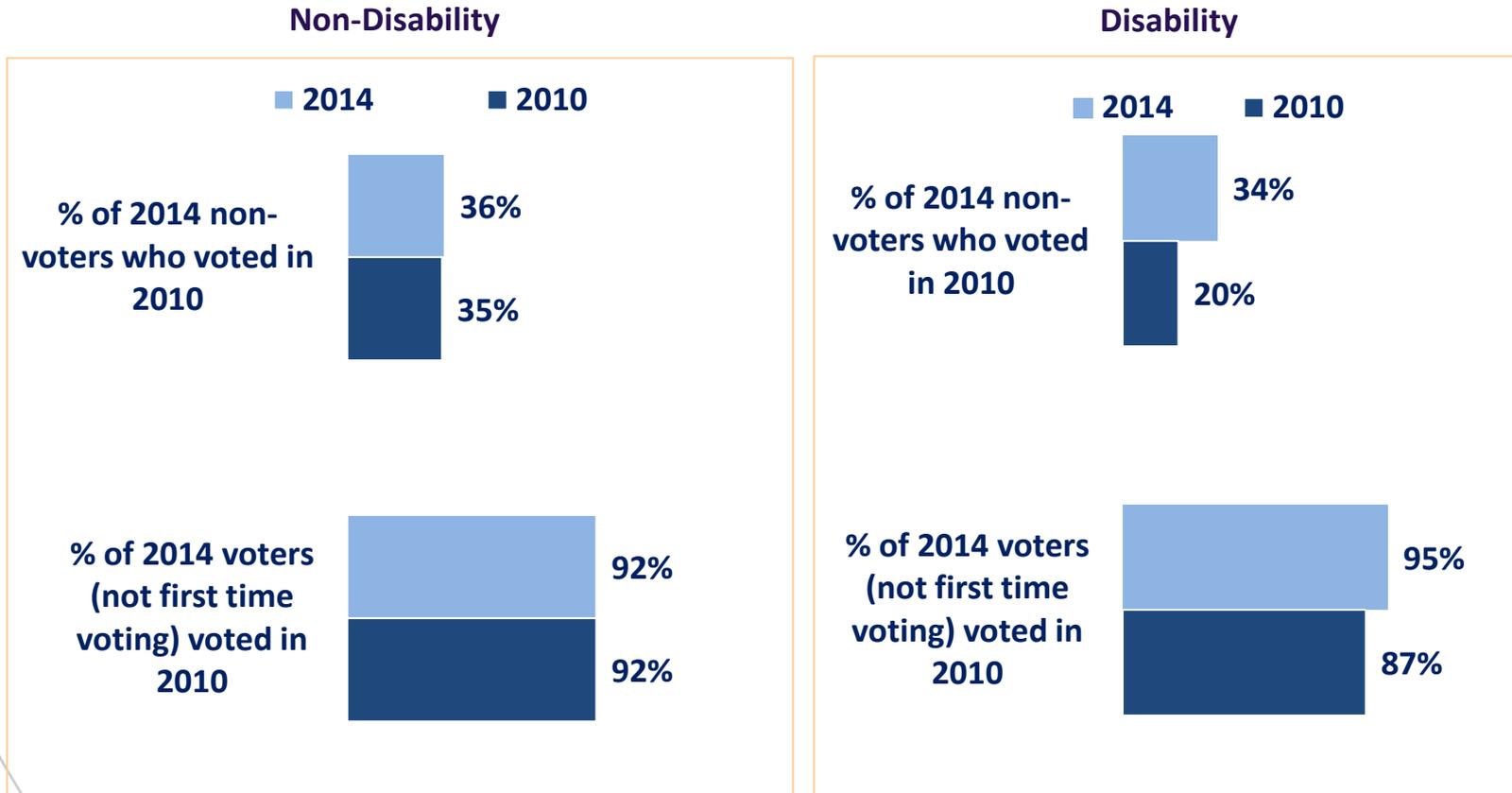
	Total	Age			Region			
Voted		18-34	35-54	55+	North/East York	Etobicoke / York	Scarborough	Downtown Toronto
		A	B	C	D	E	F	G
2014	55%	40%	51%	73% <sub>AB</sub>	55%	54%	51%	58% 
2010	51%	32%	45% <sub>A</sub>	75% <sub>AB</sub>	47%	61%	51%	47%

	Total	Income				Gender	
Voted		Under \$30K	\$30K to <\$70K	\$70K to <\$100K	\$100K or more	Male	Female
		A	B	C	D	G	H
2014	55%	37%	51%	63% <sub>AB</sub>	65% <sub>AB</sub>	56%	53%
2010	51%	37%	44%	58% <sub>AB</sub>	62% <sub>AB</sub>	51%	50%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter. For example, 75% of those age 55+ indicate voting in 2014 this is significantly higher than the percentage of those age 18-34 (32%) and those 35-54 (45%) who indicate voting.

# Repeat and Lapsed Voters

- Over one-third of either the non-disabled or disabled group who didn't vote in 2014, voted in 2010. This is on par with 2010 results (% who voted in 2006). Among those with a disability there is a directional increase in lapsed voters (from 20% to 34%).

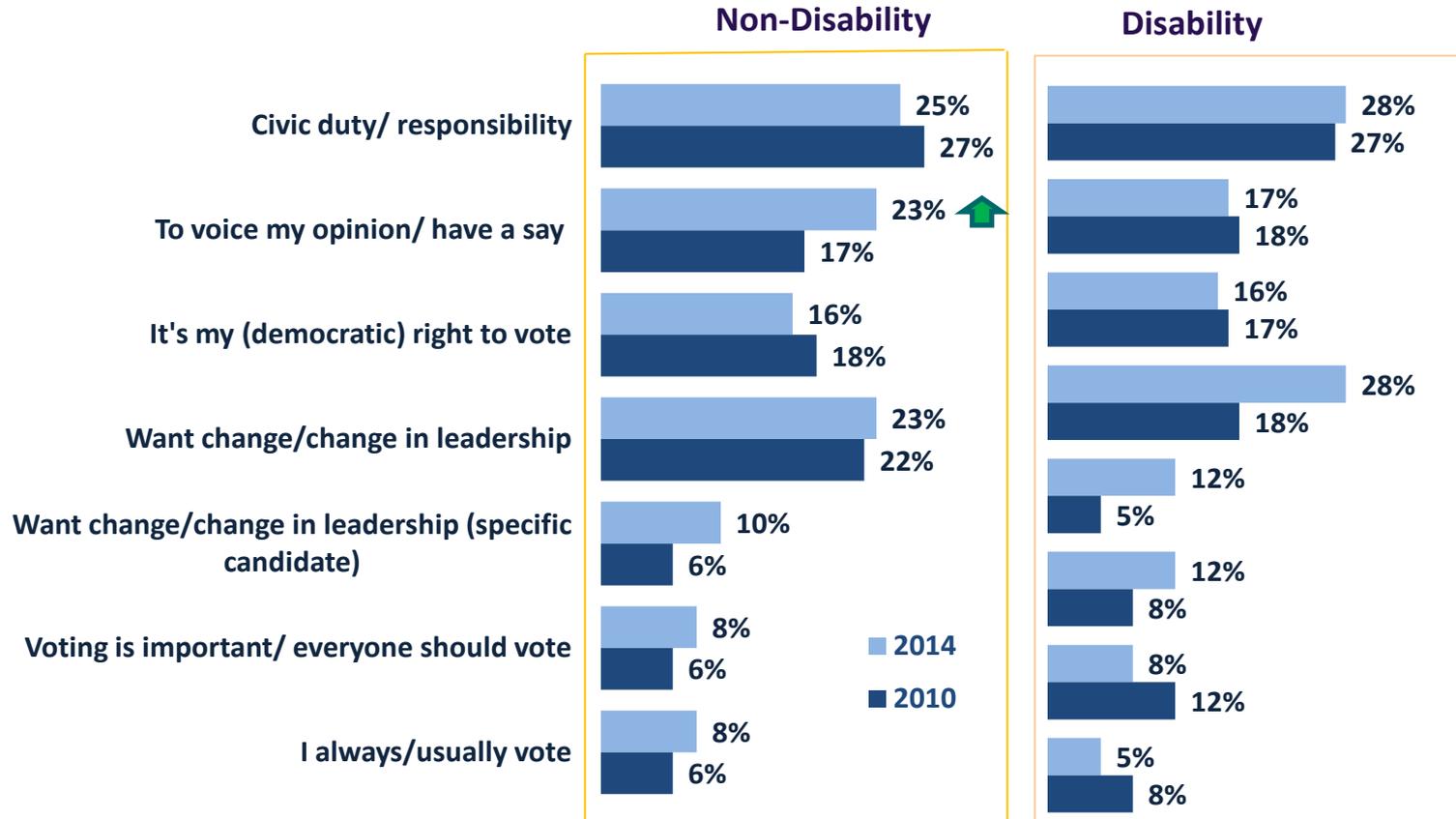


Q9. And, did you vote in the previous City of Toronto municipal election in October 2010?

Base: Respondents who did not vote in this election Non-Disability (non-voters =143 / voters in 2014 who were not voting for the first time n=488); Disability (non-voters n=32 /voters in 2014 who were not voting for the first time n=134).

# Reasons for Voting

- Reasons for voting have not changed significantly between the two elections.
- Top reasons for voting continue to be: civic duty/responsibility, to voice opinions (which is higher than in was in 2010), right to vote and a desire for change.



Responses of 6% or more are shown

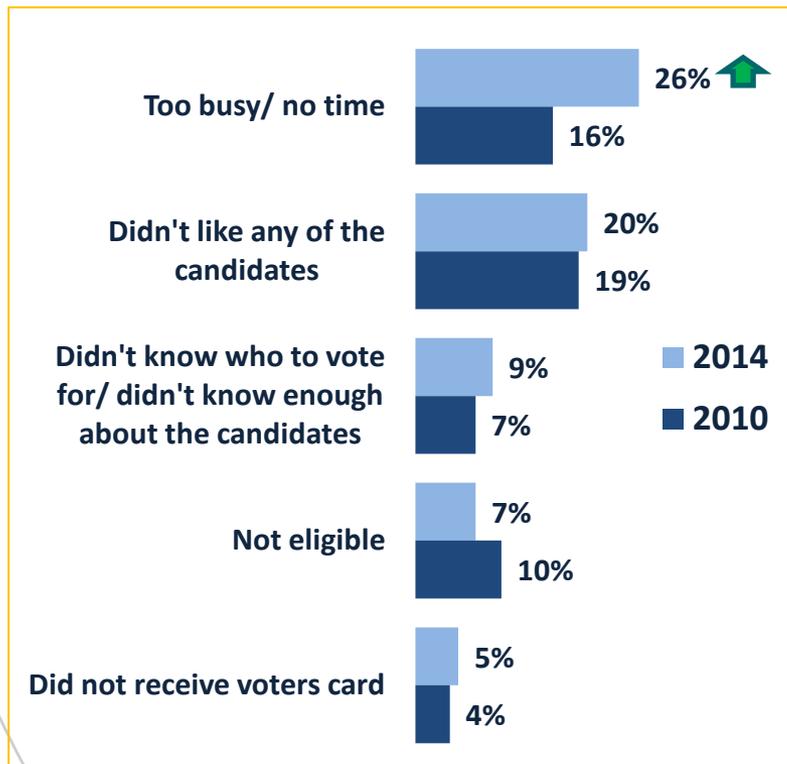
Responses of 5% or more are shown

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: Voters Non-Disability (n=551), Disability (n=148)

# Reasons for Not Voting

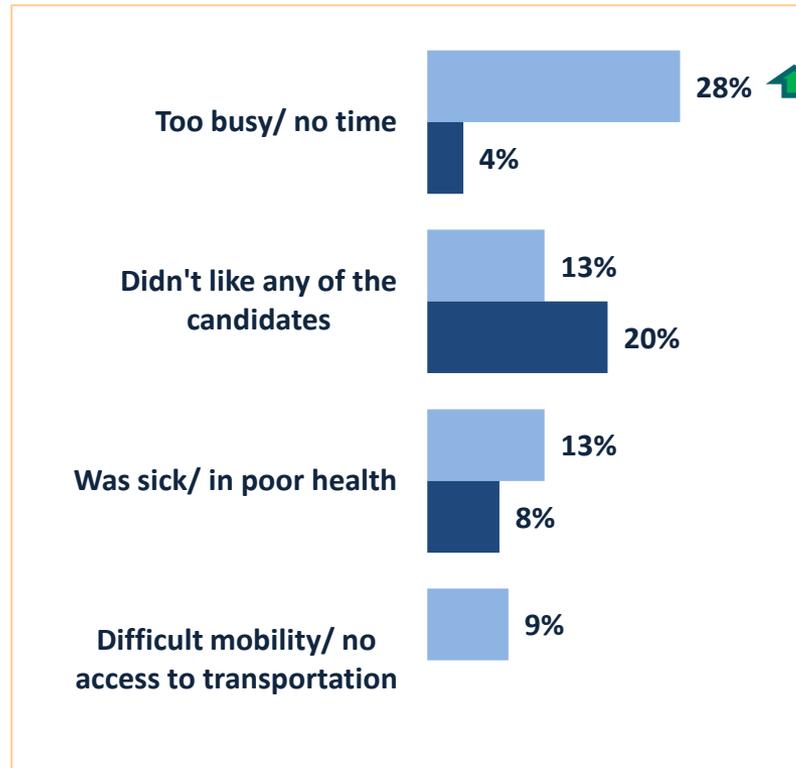
- While the top mentions have not changed significantly between elections, significantly more electors say they didn't vote because they were too busy or didn't have the time. Among those who are disabled, 9% indicate not voting because of difficulty with their mobility or had no access to transportation.

## Non-Disability



Note: Responses of 5% or more are shown

## Disability



Note: Responses of 9% or more are shown

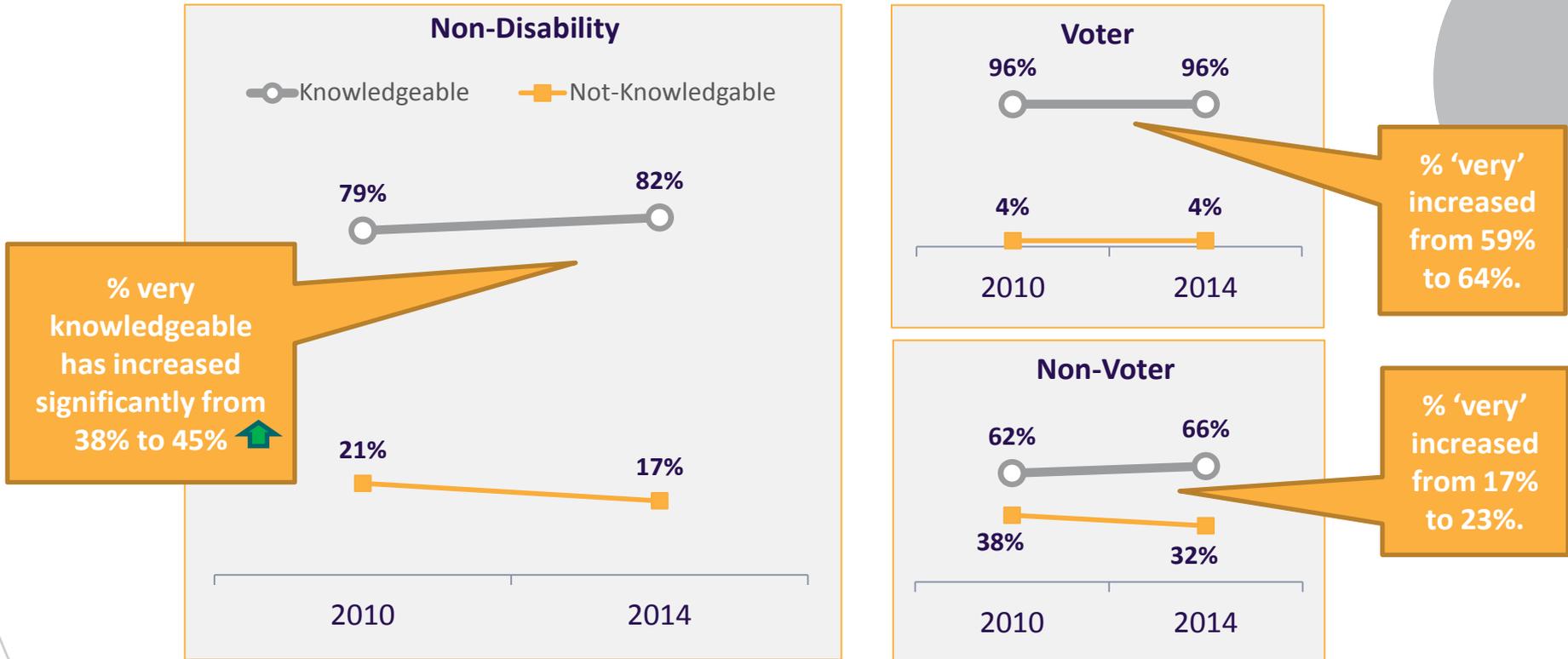
Q11. What is the one main reason that you did not vote in the most recent City of Toronto municipal election? Please state your answer in the space provided below. Base: Non-voters Non-Disability (n=143), Disability (n=32)

# The Voting Process



# Knowledge of Voting Process – Non-Disabled

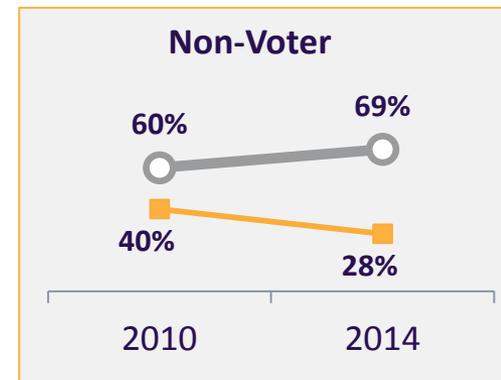
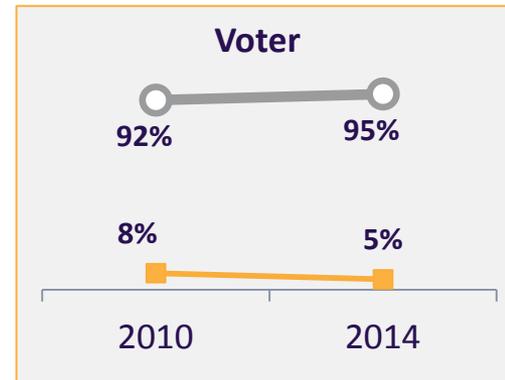
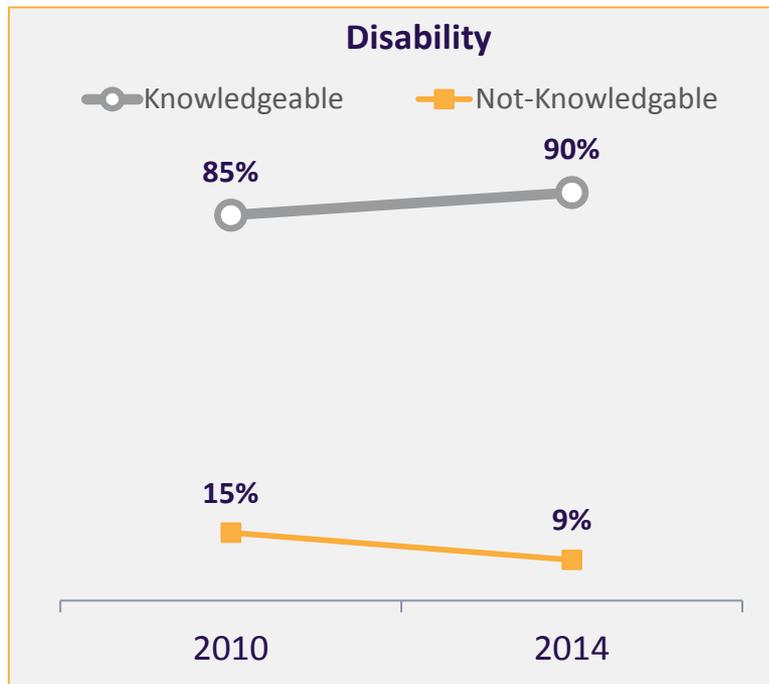
- The proportion of electors indicating they were knowledgeable (% very or somewhat knowledgeable) of when, where and how to vote on Election Day and alternate options such as Advanced Vote is on par with the scores following the 2010 election. However, the proportion of those saying they were ‘very’ knowledgeable increased significantly.



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: Non-Disability (n=694) Voter (n=551), Non-Voter (n=143)

# Knowledge of Voting Process – Disabled

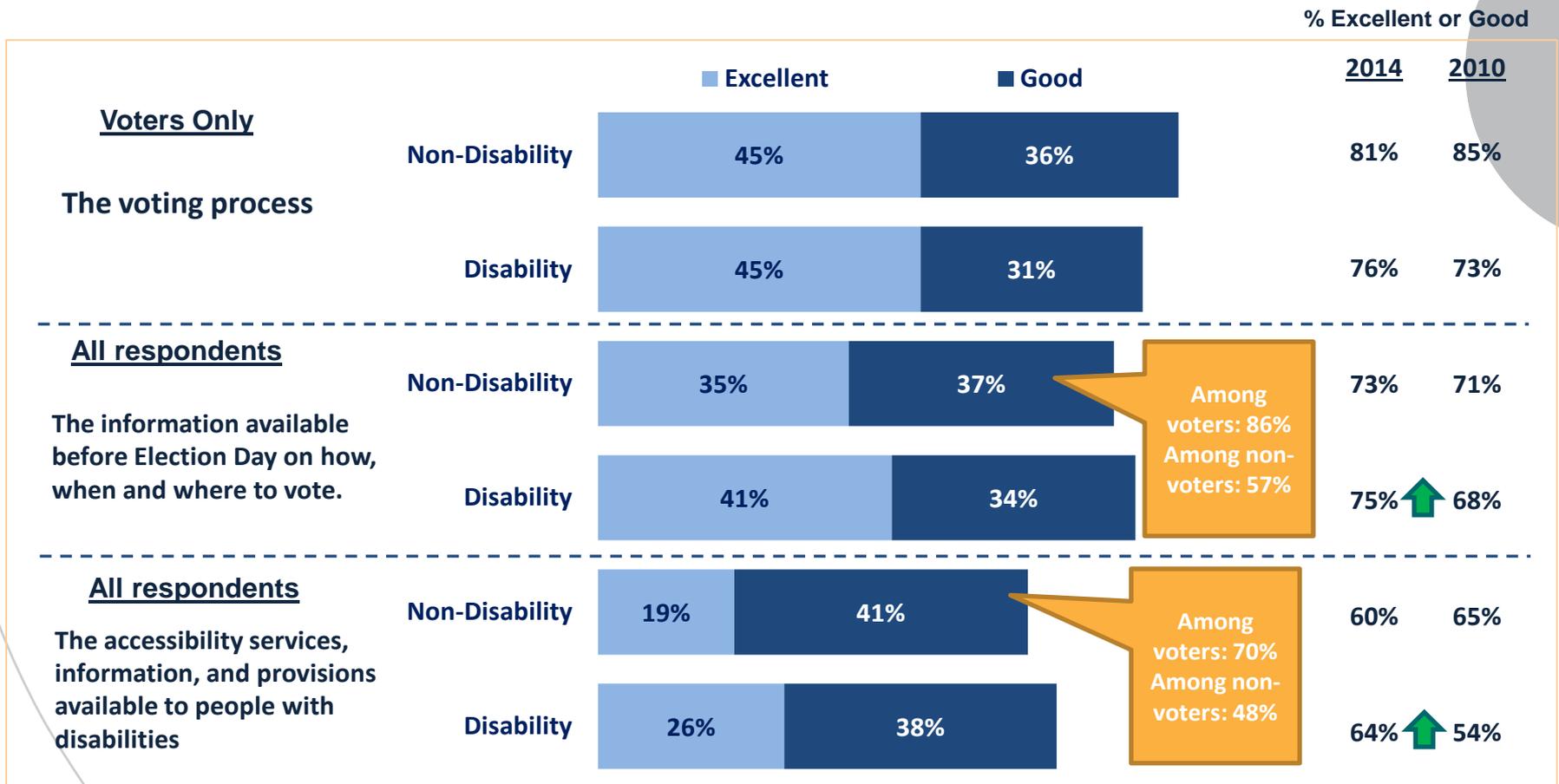
- Knowledge of when, where and how to vote on Election Day and alternate options such as Advance Voting among those with a disability is directionally higher in 2014.
- The increase has come from non-voters – where the percentage who report being knowledgeable of where and how to vote on Election Day and the alternate options such as Advanced Voting has increased 9 points.



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: Disability (n=180), Voter (n=148), Non-Voter (n=32).

# Opinions of the Voting Process

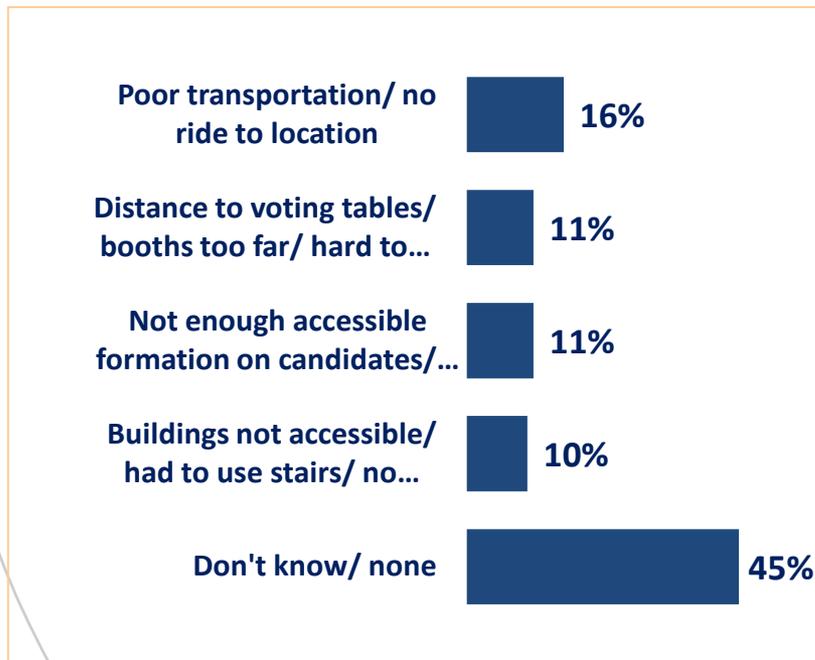
- Ratings for the quality of the information available before Election Day (how, when and where to vote) and for accessibility services, information and provision, have increased significantly among electors with a disability.



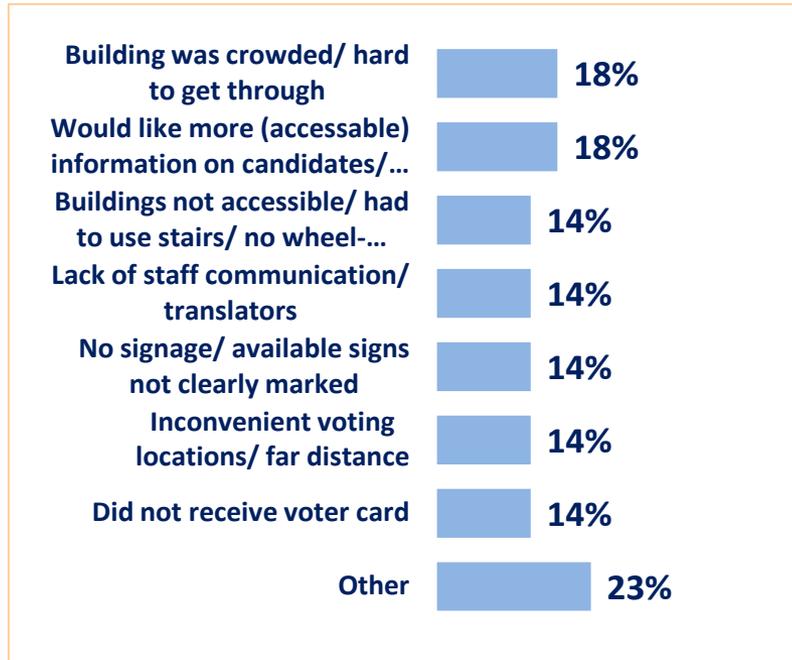
## Reasons for services and information being poor/very poor...

- Among those who rated the accessibility services/information for those with disabilities poor or very poor, the top reason among those without a disability is poor transportation/no ride and distance to voting location is too far/hard to get to and a desire for more accessible information on candidates.
- Top reason among those with a disability are the building was crowded/hard to get through and a desire for more accessible information on candidates.

### Non-Disability



### Disability

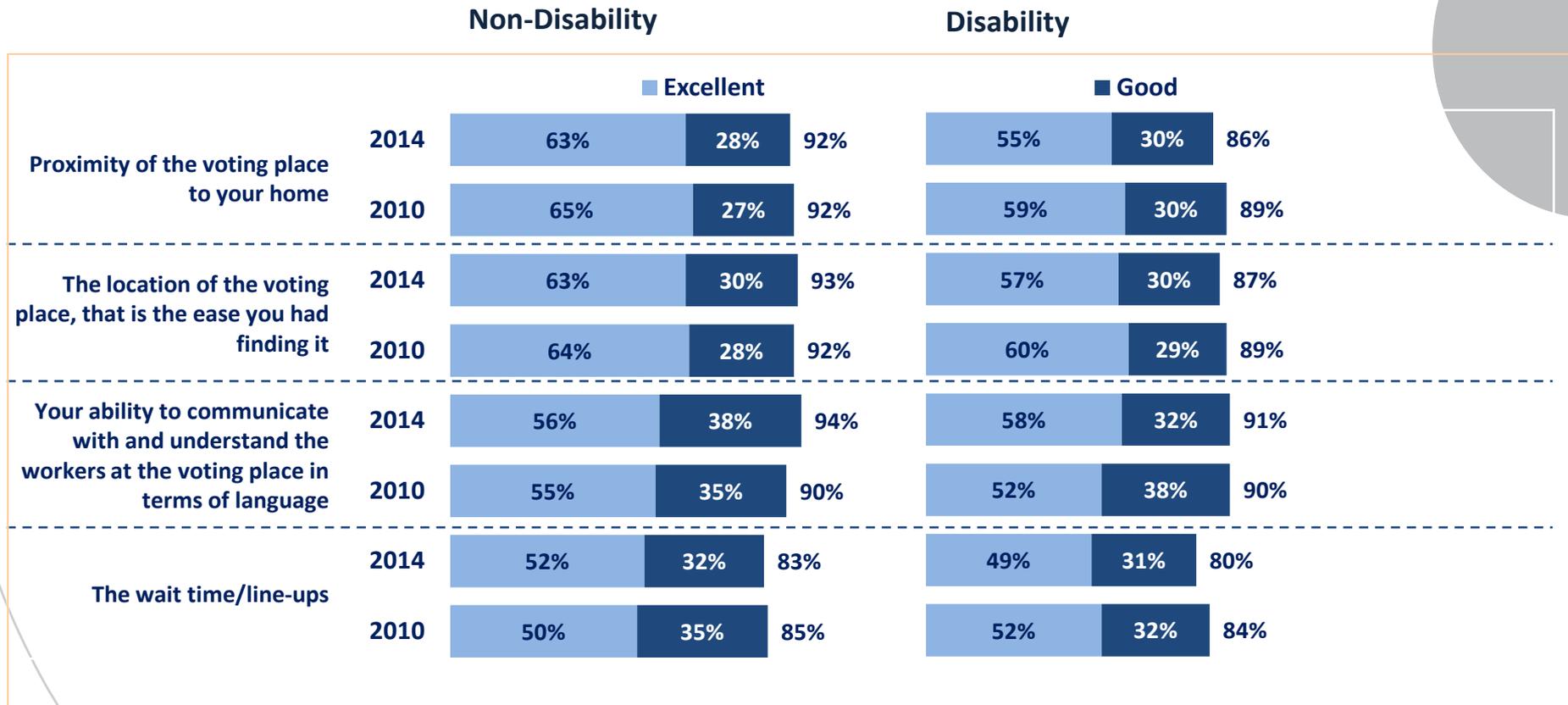


Caution: Very small base size: Non-Disability n=40 / Disability n=22

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 Non-Disability (n=40); Disability (n=22) Caution: very small base size.

# Rating the Voting Process

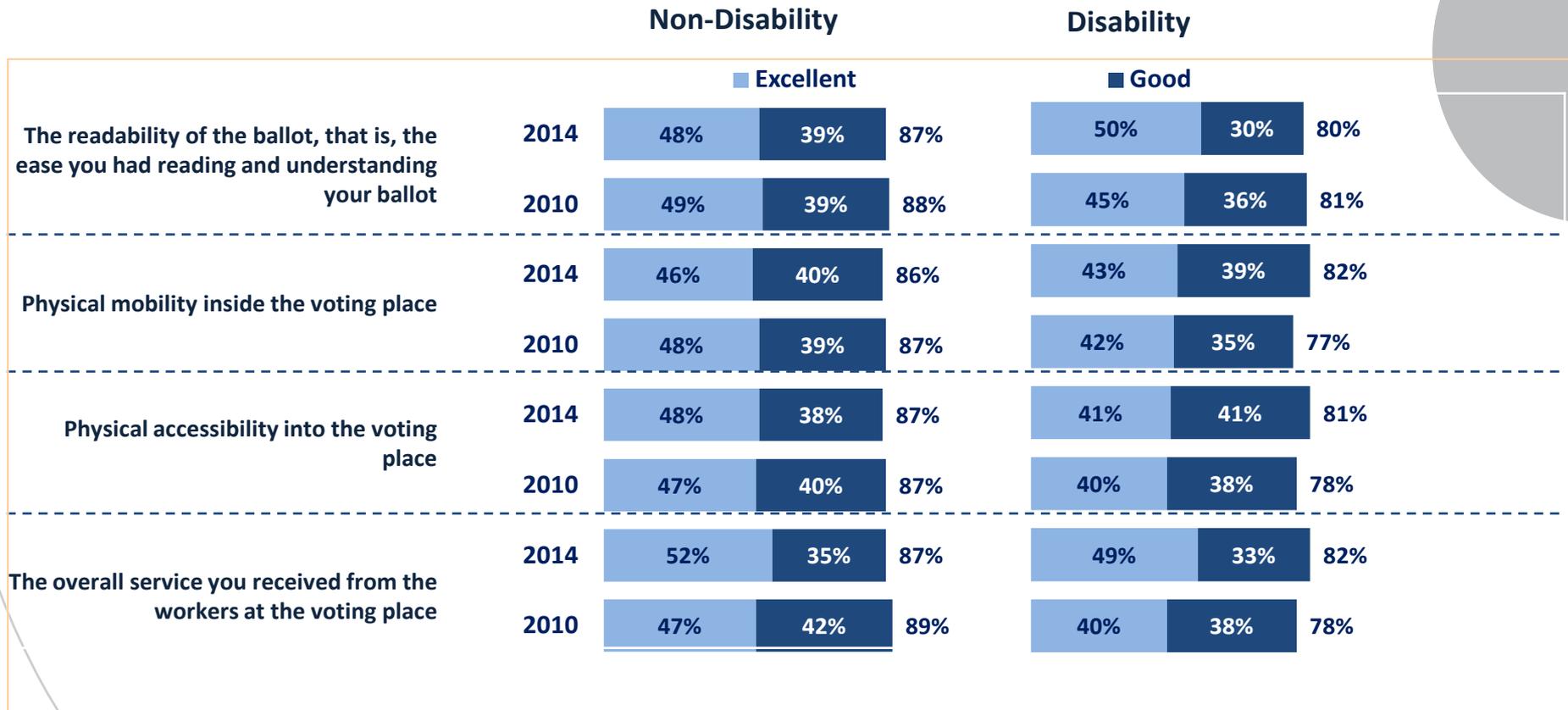
- There has been no significant change in ratings of proximity of the voting place, location of the voting place, the ability to understand workers, and wait time/line ups compared to 2010.



Q16. And how would you rate the following characteristics of the voting process? Excellent, Good, Fair, Poor or Very Poor.  
 Base: Voter Non-Disability n=551; Disability n=148

# Rating the Voting Process Among Voters

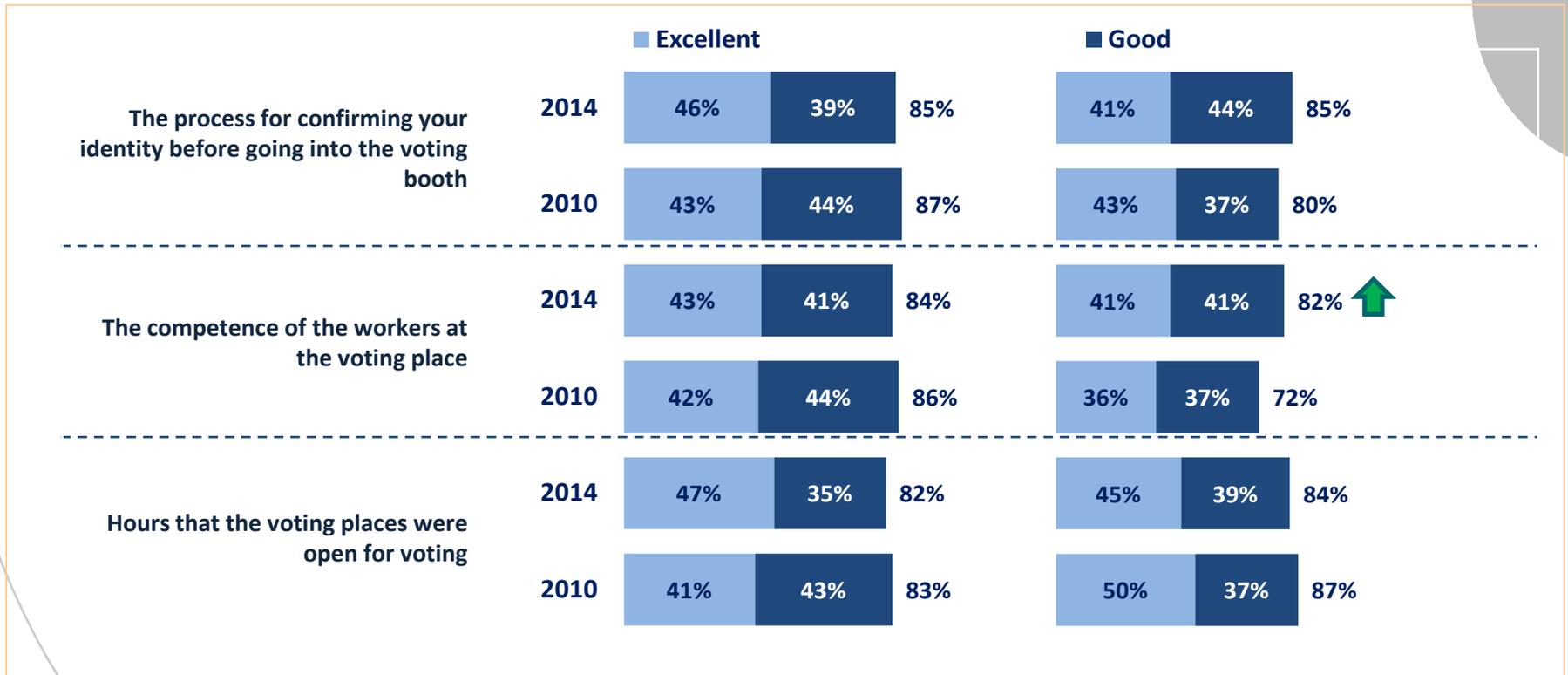
- Similarly, ratings of the readability of the ballot, physical mobility, physical accessibility, and overall service received remain consistent with the 2010 election.



Q16. And how would you rate the following characteristics of the voting process? Excellent, Good, Fair, Poor or Very Poor.  
 Base: Voter Non-Disability n=551; Disability n=148

# Rating the Voting Process Among Voters

- Ratings for the process of confirming your identity and the hours that the voting places were open are also consistent with 2010.
- However, there is a 10 point increase in ratings of the competence of the workers at the voting place among voters with a disability.

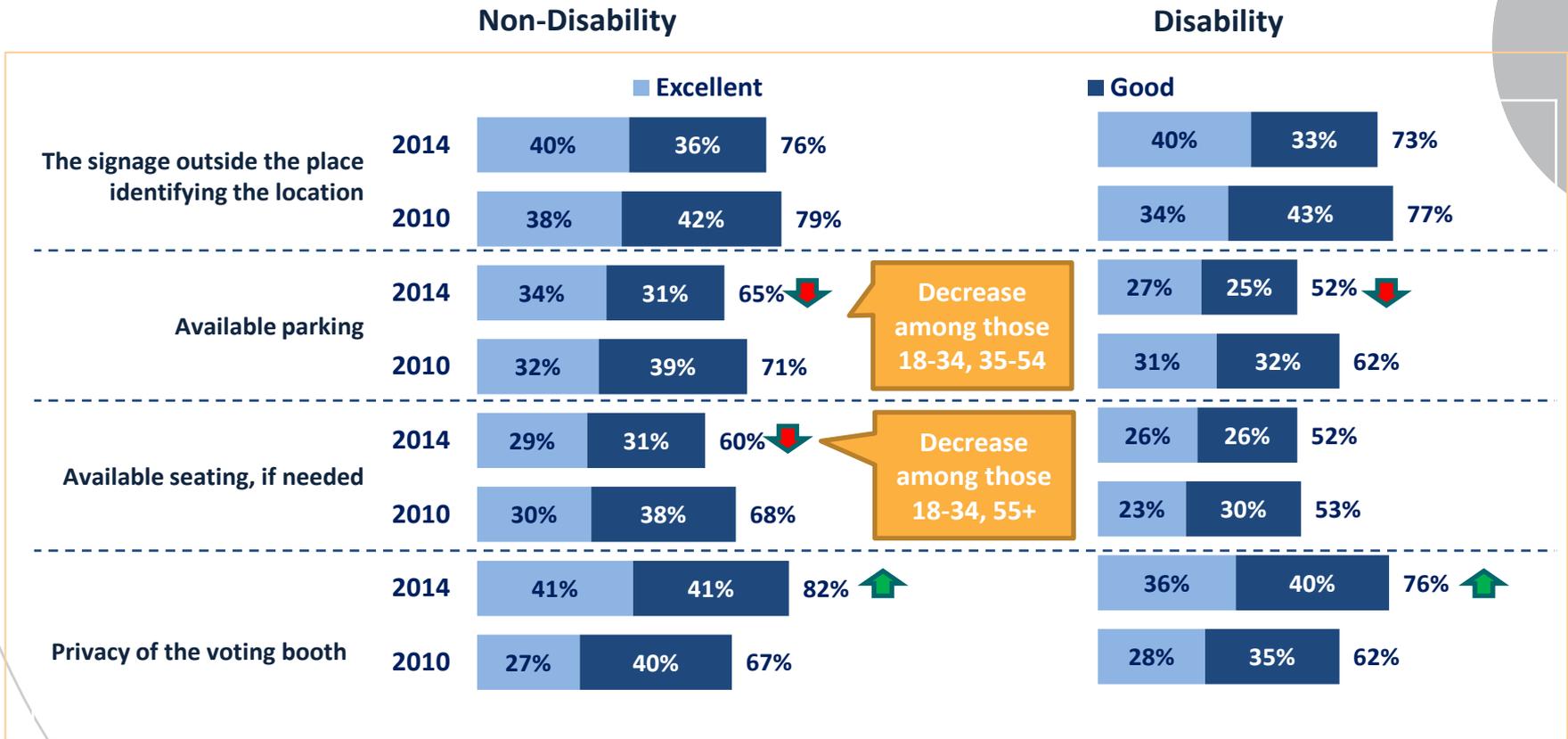


Q16. And how would you rate the following characteristics of the voting process? Excellent, Good, Fair, Poor or Very Poor.

Base: Voter Non-Disability n=551; Disability n=148

# Rating the Voting Process Among Voters

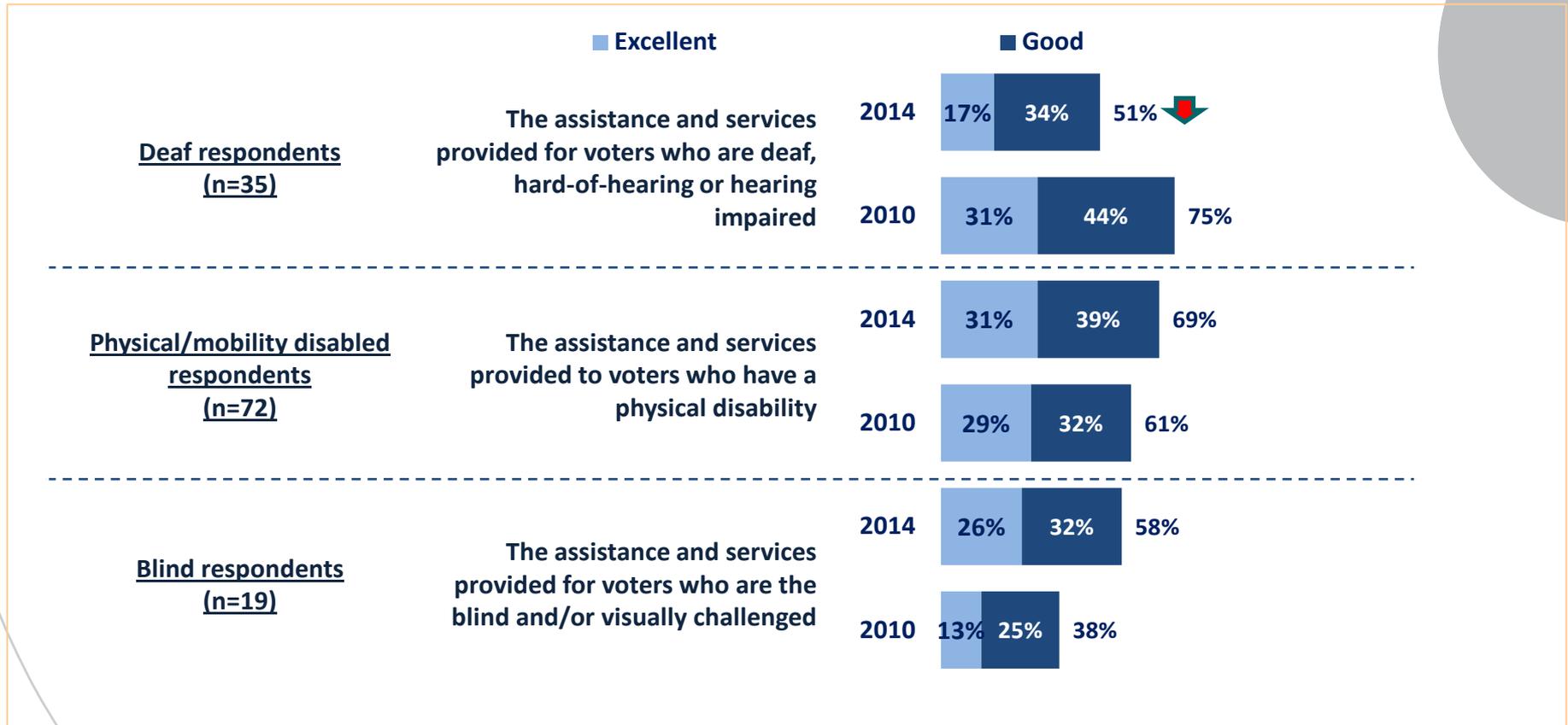
- Ratings of the privacy of the voting booth have increased significantly from 2010, while ratings on the availability of parking and seating have declined significantly which aligns with the increase in voter turnout (but the scores on both are still relatively good).
- Among voters with a disability privacy ratings have increased significantly as well.



Q16. And how would you rate the following characteristics of the voting process? Excellent, Good, Fair, Poor or Very Poor.  
 Base: Voter Non-Disability n=551; Disability n=148

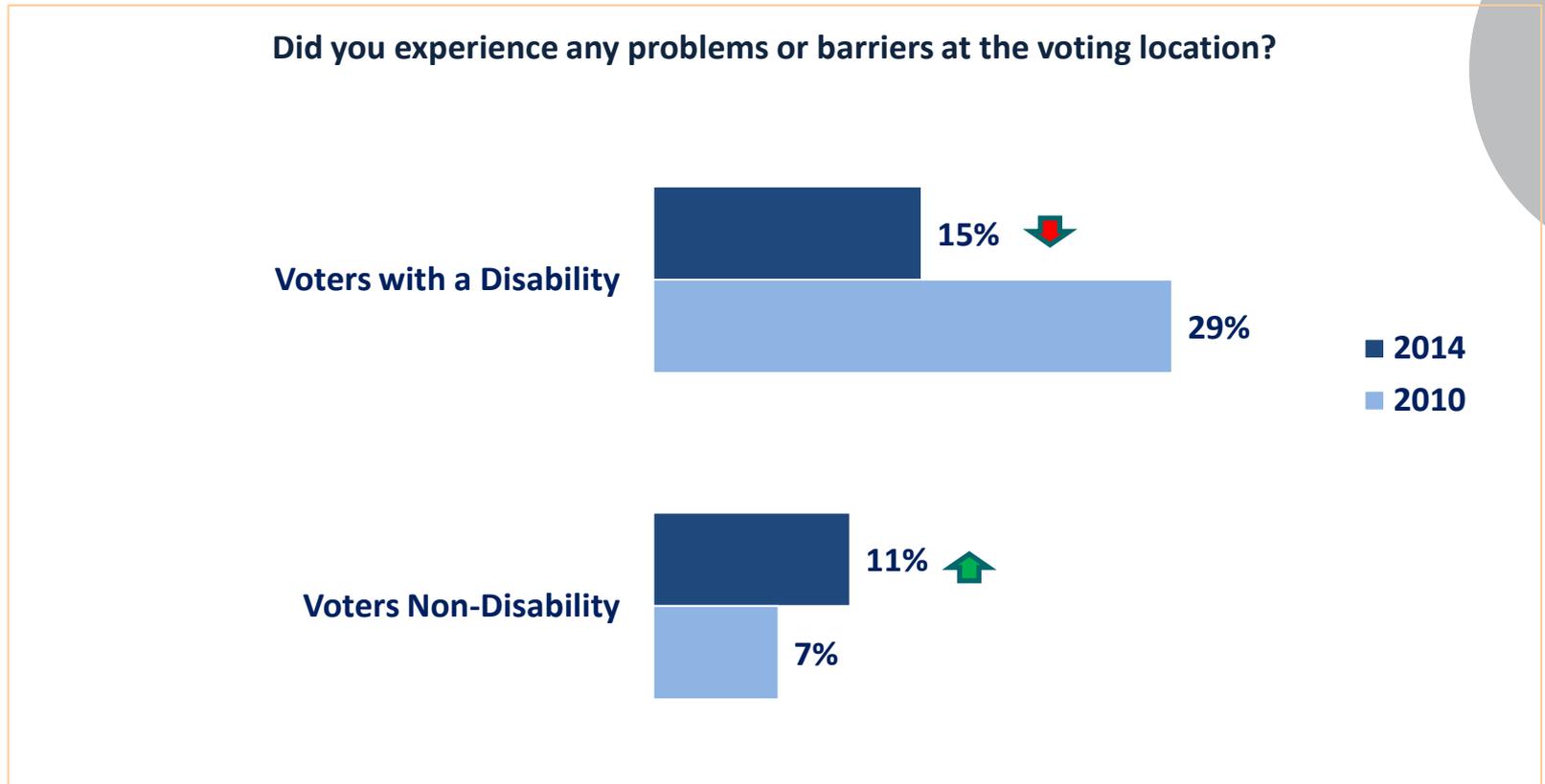
# Rating the Voting Process - Assistance & Services for Disabled Voters

- Ratings of assistance and services provided to voters with a physical/mobility disability and/or blind voters have increased directionally compared to 2010; however ratings among deaf voters have decreased \* note sample sizes are small.



## Problems / Barriers at Voting Place

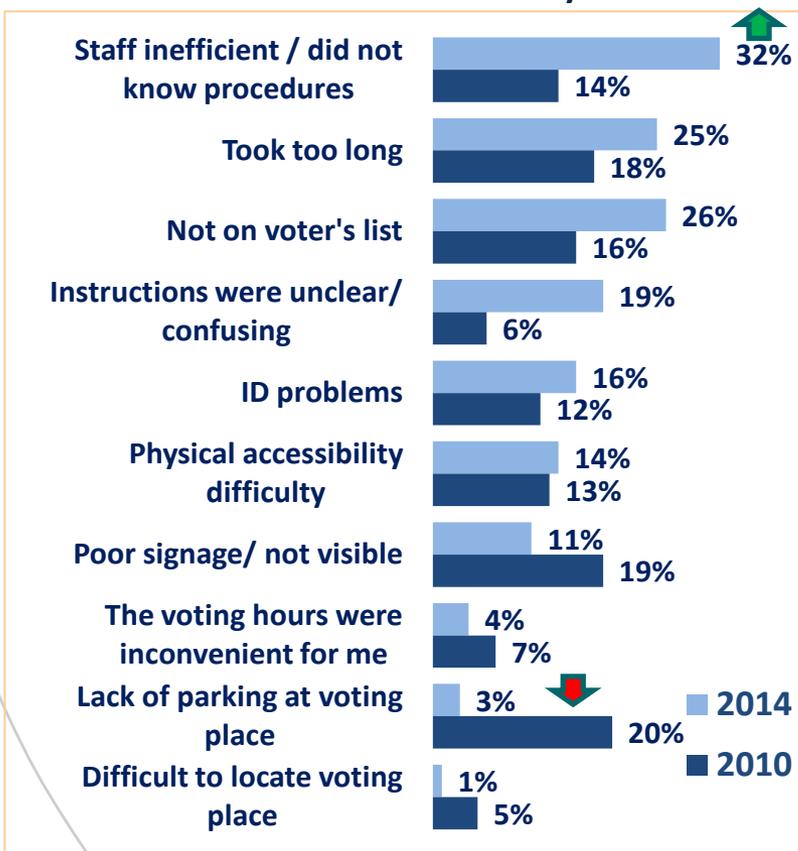
- Fewer voters with a disability report experiencing a problem or barrier at the voting location compared to 2010. However, there has been an increase in problems and barriers among non-disabled voters.



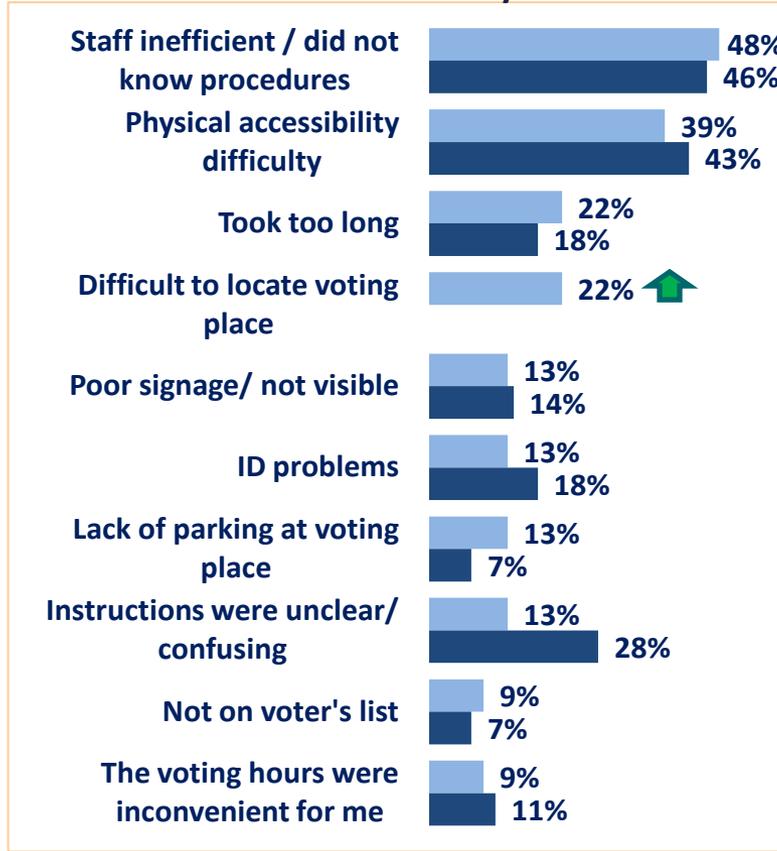
# Specific Problems/Barriers Experienced

- Since only one-in-ten had a problem at the voting location, the sample sizes for the results below are quite small. Inefficient/unknowledgeable staff is the only problem mentioned more frequently in 2014 than 2010. In 2010 there were no mentions of problems locating the voting place, but 22% in 2014 mention it in 2014.

## Non-Disability



## Disability



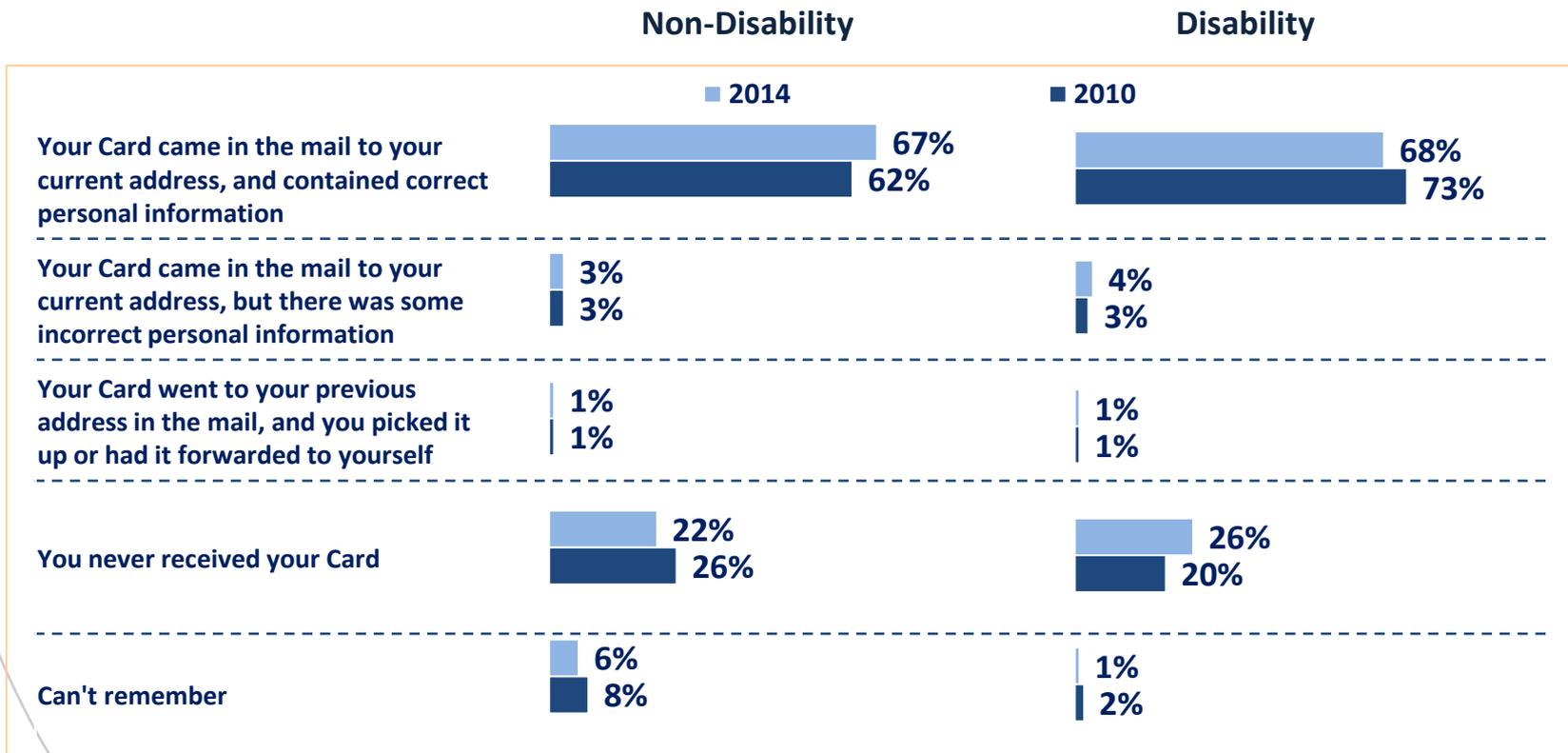
Q21. What problems or barriers did you experience? Base: Experienced problems or barriers at voting location Non-Disability n=50 Disability n=23.

Caution: small base sizes.

Responses of 10% or more are shown

# Voter Information Card

- There are few changes in receipt and accuracy of the Voter Information Card in 2014 compared to 2010.



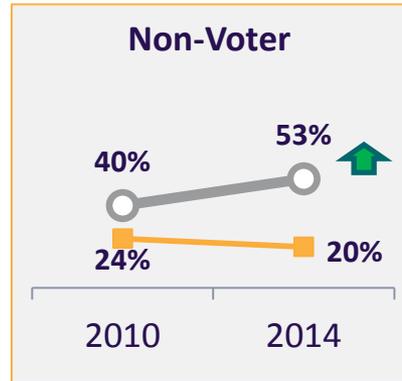
Q27. Prior to the municipal election on October 27, you should have received a Voter Non-Disability Information Card. This card is the main method that the City uses to inform Torontonians that they are on the Voter Non-Disability List. It provided information to Voter Non-Disability about the election, 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 Non-Disability Information Card? (SELECT ONE)

Base: All respondents n=694 ; Disability n=180

# Rating of Overall Process of Getting on List

- Ratings of the process to find out if you are on the Voter List have improved since 2010.
- The shift is driven by improved views among non-voters rather than voters.

## Non-Disability



## Disability



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=694; Disability n=180

# Accessible Services for Electors with Disabilities





- Awareness of a few accessible services has increased since 2010. From the list below, these include: Advance Voting for Election Day, additional staff is available to assist voters, and electors can appoint a proxy voter to go and vote on your behalf.

	2014				2010			
	Great deal	Some	A little	Total Aware	Great deal	Some	A little	Total Aware
Advance voting before Election Day	53%	22%	6%	82%	39%	36%	6%	80%
Clear directional signage	28%	23%	14%	65%	17%	32%	15%	64%
Accessible voting places	26%	26%	12%	64%	24%	24%	12%	60%
Election information provided in 24 languages	14%	18%	12%	44%	9%	17%	16%	42%
Information available in alternative formats (i.e. large font, braille)	9%	20%	12%	42%	7%	16%	14%	37%
Accessible voting Screens	13%	16%	12%	42%	10%	17%	11%	38%
Additional staff to assist voters with disabilities	12%	19%	9%	41%	7%	9%	17%	32%
Appointment of a proxy voter to go and vote on your behalf	14%	17%	9%	41%	6%	15%	13%	34%
Sensitivity trained voting place staff	9%	20%	9%	39%	8%	11%	18%	37%
City of Toronto Accessibility Plan	8%	18%	12%	38%	7%	16%	18%	41%

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: Disability n=180



- Compared to 2010, more electors with a physical/mobility disability are aware that there is wheelchair access at the voting booth on Election Day.

	2014				2010			
	Great deal	Some	A little	Total	Great deal	Some	A little	Total
Accessible voting machines at some voting places	12%	16%	11%	38%	14%	19%	11%	44%
Outreach to community groups	8%	14%	13%	35%	6%	12%	17%	35%
Voter assistance hotline for immediate help to voters with disabilities	8%	11%	14%	33%	3%	14%	7%	24%
Accessible web site design	7%	13%	10%	30%	11%	9%	11%	31%
Online instructional videos	4%	9%	14%	27%	6%	7%	7%	19%
Wheelchair access at the voting booth on Election Day (n=83*)	30%	16%	12%	58%	16%	25%	12%	41%
Wheelchair access at the Advance Voting location (n=83*)	17%	23%	12%	52%	13%	29%	11%	53%
Voting screen placed to accommodate a wheelchair (n=83*)	18%	15%	11%	43%	7%	16%	9%	32%
Voter-assist terminals (n=24*)	8%	17%	8%	33%	29%	6%	6%	41%

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: Disability n=180 (\*respondents with a physical or mobility disability)



- There is no change in awareness of services for blind or deaf electors.

	2014				2010			
	Great deal	Some	A little	Total	Great deal	Some	A little	Total
<b>Magnifiers at the voting place (n=24*)</b>	8%	8%	17%	33%	0%	24%	6%	29%
<b>Voter-assist terminals (n=83*)</b>	10%	16%	6%	31%	5%	14%	14%	34%
<b>Election information in Braille (n=24*)</b>	13%	8%	8%	29%	18%	6%	0%	24%
<b>Braille voting instructions (n=24*)</b>	13%	4%	13%	29%	12%	6%	12%	30%
<b>TTY line (n=39**)</b>	3%	8%	18%	28%	12%	7%	12%	31%
<b>ASL interpreter (n=39**)</b>	10%	8%	8%	26%	10%	2%	12%	24%
<b>Transfer to an alternative voting place with the Voter-Assist Terminal (n=83*)</b>	8%	10%	7%	25%	1%	12%	12%	25%

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: Disability n=180

\* Blind respondents, \*\* deaf respondents, \* physically/mobility disabled



- The ratings of several accessible services below are higher than in 2010.

	2014			2010		
	Excellent	Good	Top 2 Box	Excellent	Good	Top 2 Box
Advance voting before Election Day	35%	33%	68%	22%	18%	40%
Clear directional signage	31%	37%	68%	28%	34%	62%
Accessible voting places	29%	46%	75%	31%	27%	58%
Election information provided in 24 languages	21%	35%	56%	13%	29%	42%
Information available in alternative formats (i.e. large font, braille)	17%	37%	54%	9%	22%	30%
Accessible voting Screens	21%	40%	61%	15%	30%	45%
Additional staff to assist voters with disabilities	23%	40%	63%	21%	28%	49%
Appointment of a proxy voter to go and vote on your behalf	12%	28%	40%	14%	14%	29%
Sensitivity trained voting place staff	17%	53%	70%	18%	31%	49%
City of Toronto Accessibility Plan	16%	38%	54%	10%	38%	48%

q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each please rate as excellent, good, fair, poor or very poor.. Base:; varies based on awareness of service



- The ratings of accessible services related to outreach to community groups and accessible website design are higher than they were in 2010.
- Among those with a physical/mobility disability ratings for wheelchair access at the voting booth on Election Day and voter-assist terminals are higher than in 2010.

	2014			2010		
	Excellent	Good	Top 2 Box	Excellent	Good	Top 2 Box
Accessible voting machines at some voting places	25%	33%	58%	19%	24%	43%
Outreach to community groups	14%	37%	51%	9%	21%	30%
Voter assistance hotline for immediate help to voters with disabilities	15%	35%	50%	10%	27%	37%
Accessible web site design	13%	41%	54%	5%	24%	29%
Online instructional videos	12%	29%	41%	9%	30%	39%
Wheelchair access at the voting booth on Election Day (n=83*)	33%	38%	71%	15%	28%	43%
Wheelchair access at the Advance Voting location (n=83*)	23%	30%	53%	8%	28%	36%
Voting screen placed to accommodate a wheelchair (n=83*)	14%	39%	53%	13%	29%	42%
Voter-assist terminals (n=83*)	19%	46%	65%	15%	15%	31%

q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each please rate as excellent, good, fair, poor or very poor.. Base:; varies based on awareness of service

# Rating of Accessible Services

- The ratings of accessible services related to transfer to an alternative voting place with the Voter-Assist Terminal are higher than they were in 2010.



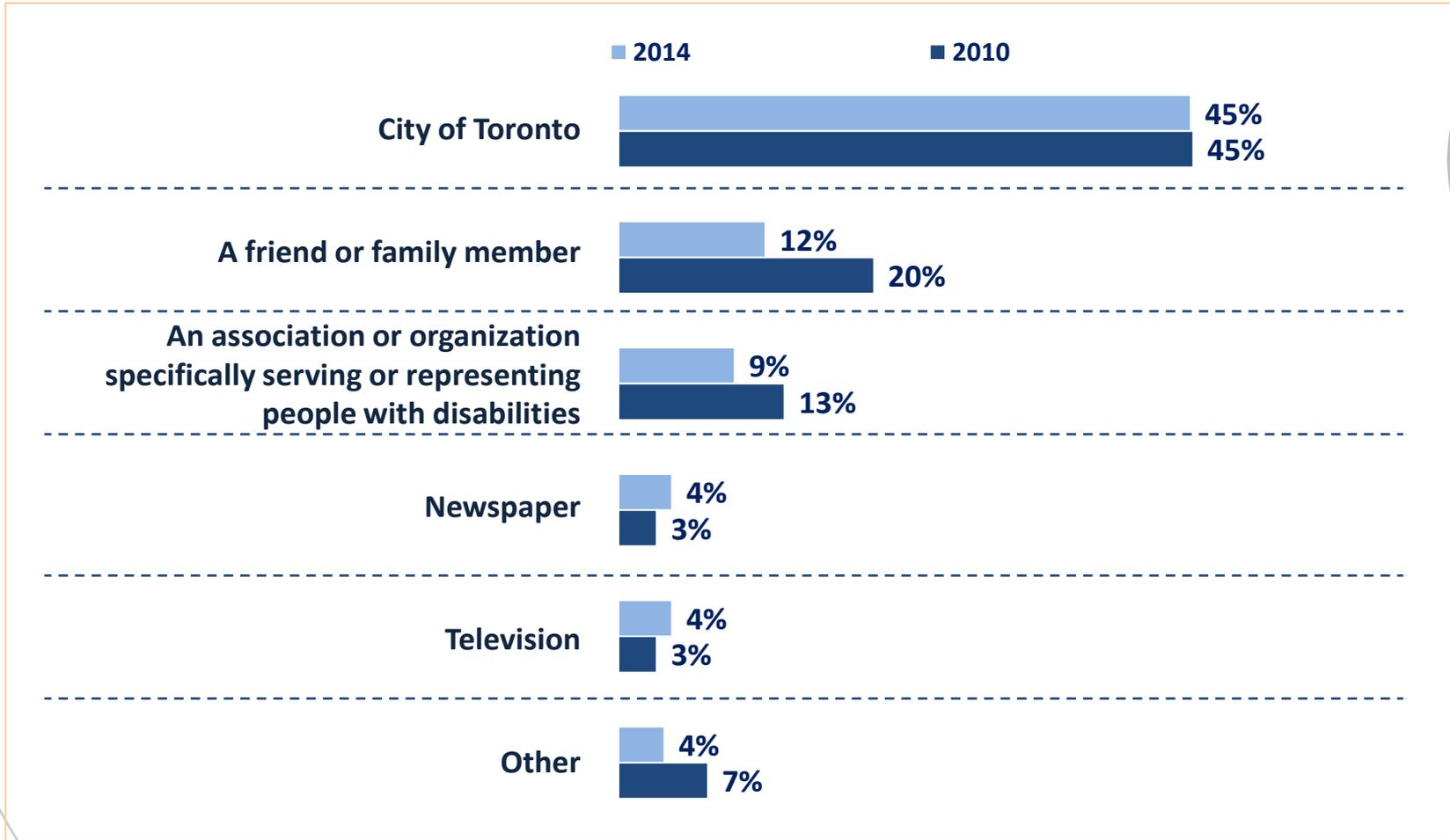
	2014			2010		
	Excellent	Good	Top 2 Box	Excellent	Good	Top 2 Box
Magnifiers at the voting place (n=24*)	13%	25%	38%	0%	40%	40%
Voter-assist terminals (n=24*)	25%	13%	38%	29%	29%	57%
Election information in Braille (n=24*)	29%	29%	57%	25%	50%	75%
Braille voting instructions (n=24*)	29%	29%	58%	0%	60%	60%
TTY line (n=39*)	10%	20%	30%	0%	23%	23%
ASL interpreter (n=39*)	0%	18%	18%	10%	20%	30%
Transfer to an alternative voting place with the Voter-Assist Terminal (n=83*)	24%	29%	53%	0%	21%	21%

q19. Below is a list of services provided during the most recent City of Toronto municipal election for people with disabilities. For each please rate as excellent, good, fair, poor or very poor.. Base:; varies based on awareness of service

# Source of Information About Services



- City of Toronto remains the main source of information for services available for people with disabilities.



q18. Thinking about the services you are aware of, what was your main source of information about these services for people with disabilities? (Select one) Base: Disability n=180

# Voting Information & Communications

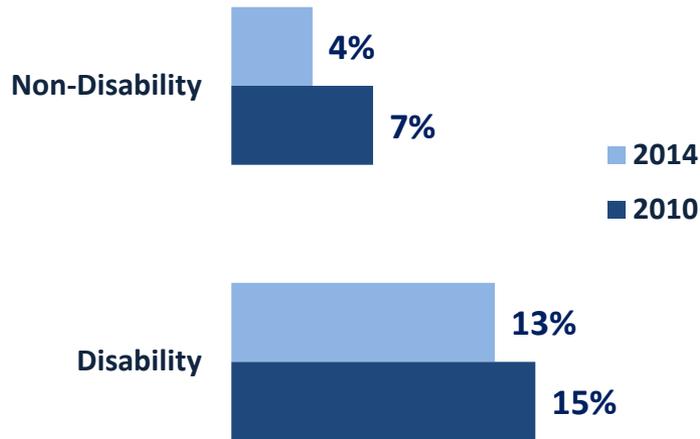


# Contacting the City of Toronto

- Slightly fewer electors report contacting the City of Toronto for help with a problem during the election this year compared to 2010.
- There has been no change in perceptions of the outcome compared to 2010 – the vast majority of non-disabled electors report a positive outcome – and slightly lower scores among those with a disability.

Contact City of Toronto during election with problem

## % Yes



## Outcome

### % Very/Somewhat Positive

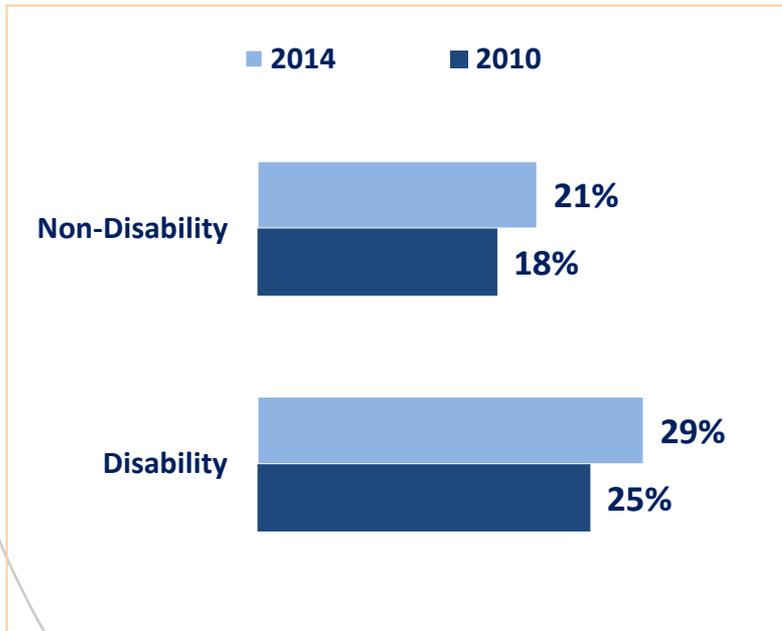


Q14. Did you contact the City of Toronto directly at any time during the election for information or help with a problem you were encountering in the voting process? Base: Non-Disability (n=694), Disability (n=180). Q14b. And, was the outcome positive or negative? Base: Contacted City of Toronto during election Non-Disability (n=39), Disability (n=23)

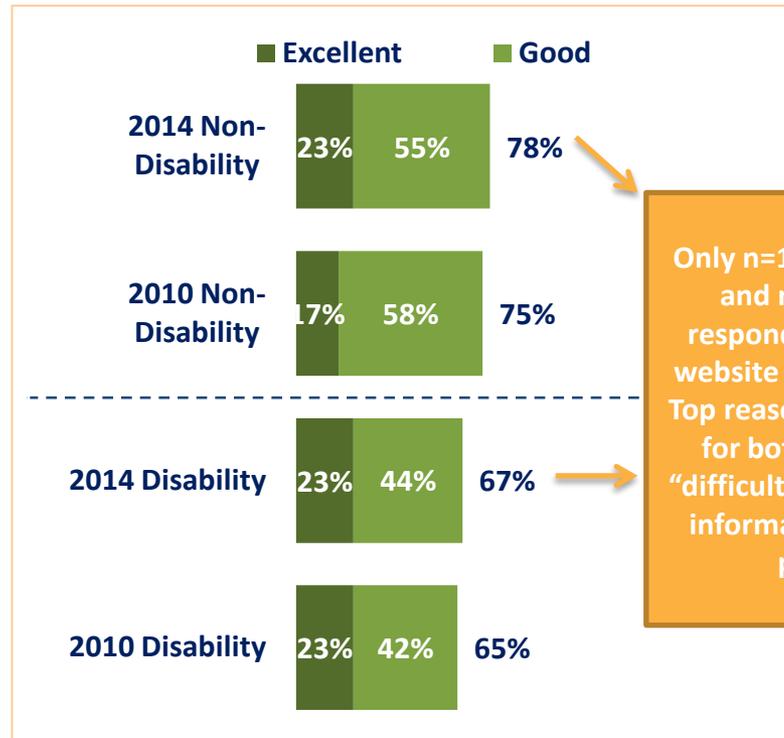
# City of Toronto Website

- One-in-five (21%) electors without a disability and three-in-ten (29%) with a disability report visiting the City of Toronto Election website for information.
- Among those who visited, ratings of the website are consistent with 2010, with three-quarters rating the website excellent or good, slightly fewer among those with a disability.

Did you visit the City website? (%Yes)



Among those have visited, how do you rate the website?



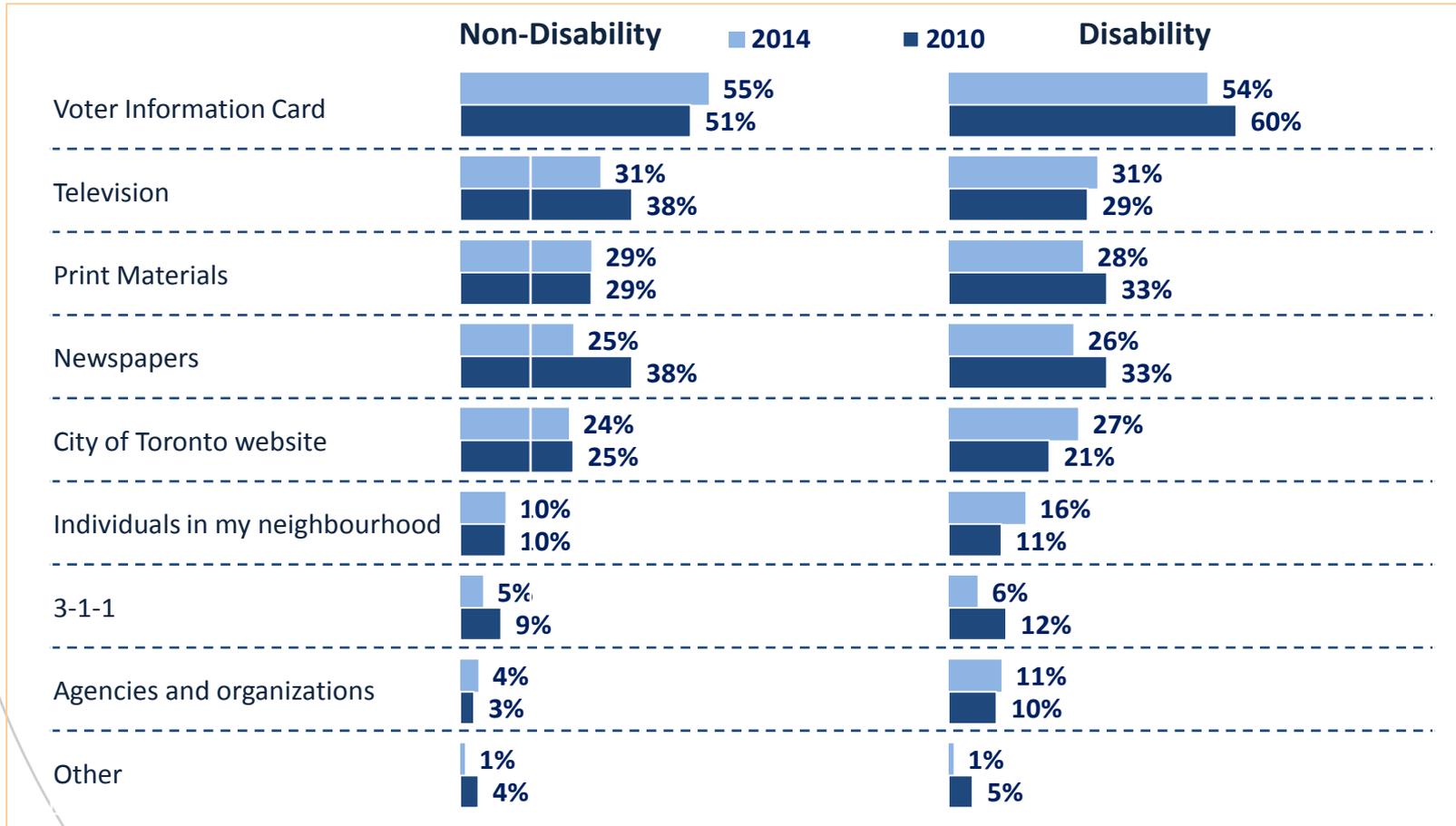
Only n=10 Non-Disabled and n=4 Disabled respondents rated the website poor/very poor. Top reason for this rating for both groups was "difficult to find (correct) information on voting process"

Q28. Did you visit the City of Toronto's Election website for information about the most recent City of Toronto municipal election? Base: Non-Disability (n=694); Disability (n=180).

Q29. Overall, how would you rate the City of Toronto's Election website? Base: Visited City of Toronto's Election website Non-Disability (n=166); Disability (n=52). Q29B. And, why do you rate it [POOR/VERY POOR]? Base: City of Toronto's Election website was poor/very poor Non-Disability (n=10); (Disability n=4)

# Sources of Information on Voting Procedures

- The Voter Information Card remains the most popular or common source of information followed by television, print materials, newspapers and City of Toronto website.



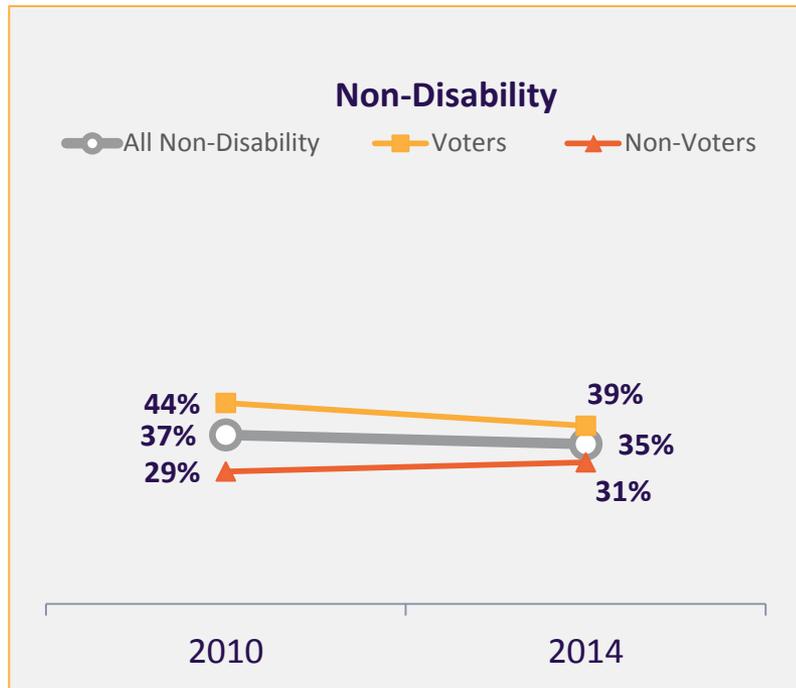
Responses of 5% or more are shown

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 voters 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? (Select all that apply) Base: Non-Disability (n=694); Disability (n=180).

# Awareness of Advertising - Unaided

- Awareness of advertising not sponsored by a candidate has remained roughly the same as it was in 2010 with four-in-ten who recall seeing, hearing, or reading ads. Awareness among Non-Disabled voters has decreased slightly, while awareness among non-voters has slightly increased.

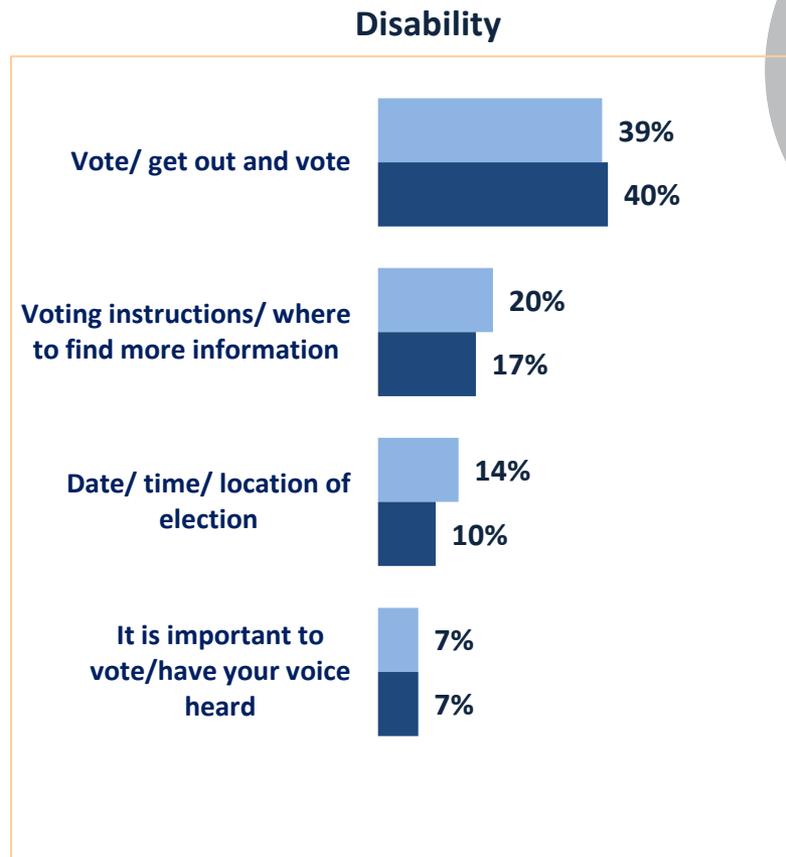
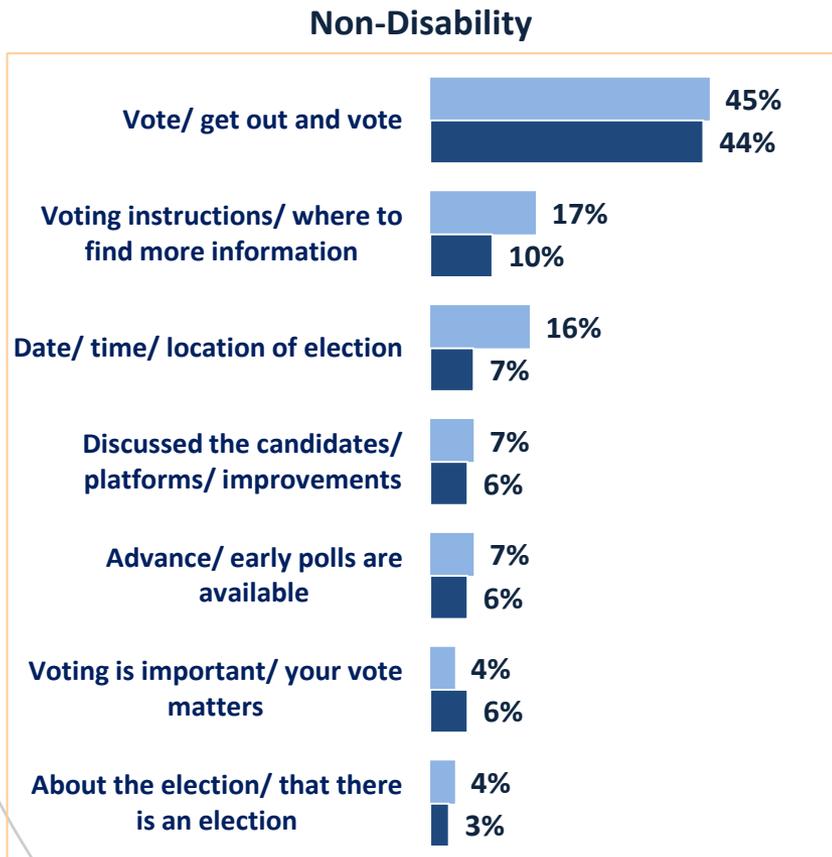
## Hear/See Ads about election (not sponsored)...



A1. Prior to voting day on October 27th, 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 candidates? Base: Non-Disability (n=694); Disability (n=180).

# Main message...

- Those who recall advertising are most likely to say the main message was to “get out and vote” followed by voting instructions/where to find more information and date/time/location of the election.



Responses of 5% or more are shown

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 candidates Base: Non-Disability (n=258); Disability (n=71).



## Recall of Specific Advertising, by Demographics (Non-Disability)

- The lower recall of the advertising is mostly driven by lower recall among those 18-34 and 55+, and those who have high school or less education.

	Total	Age					Region			
Ad Recall		18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Downtown Toronto
		A	B	C	D	E	F	G	H	I
2014	35%	31% 	36%	37% 	33%	36%	35%	36%	32%	35%
2010	41%	43%	37%	45%	41%	42%	43%	41%	39%	42%

	Total					Education		
Ad Recall		Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	High school or less	Trade/College /Some University	Graduated university or more
		A	B	C	D	E	F	G
2014	35%	38%	34%	33%	31%	26% 	37%	36%
2010	41%	37%	40%	48%	41%	39%	36%	44%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

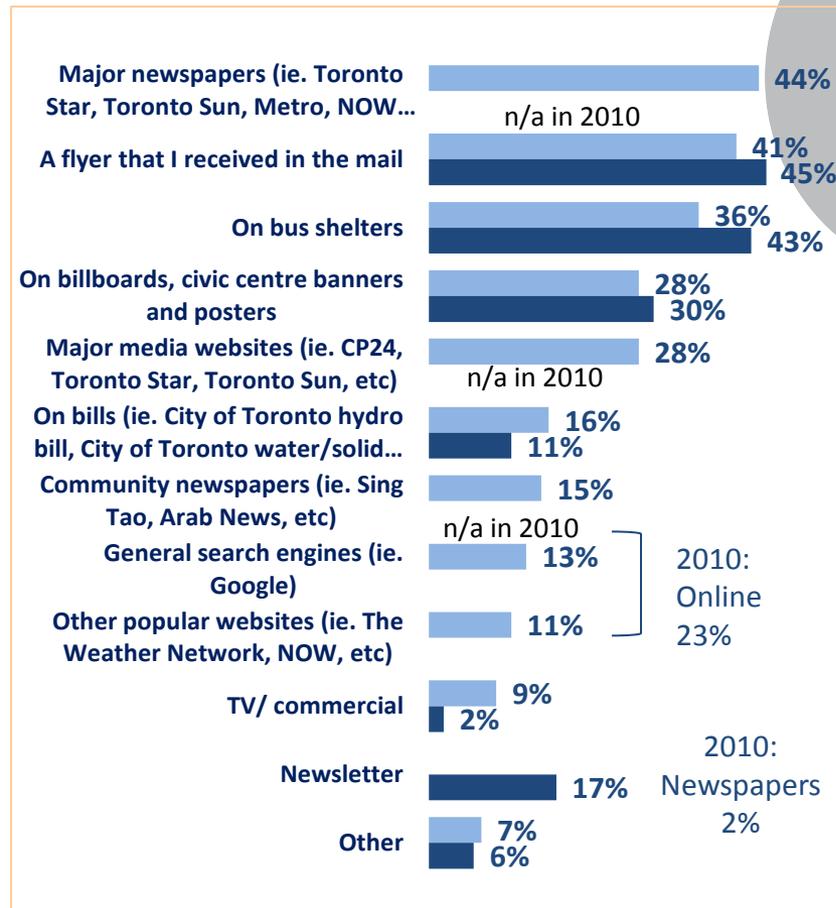
# Where Ads Were Seen

- The most common locations where the ads were seen (among those who had seen the ads) were in flyers received in the mail, on bus shelters, in major newspapers and on billboards.

## Non-Disability

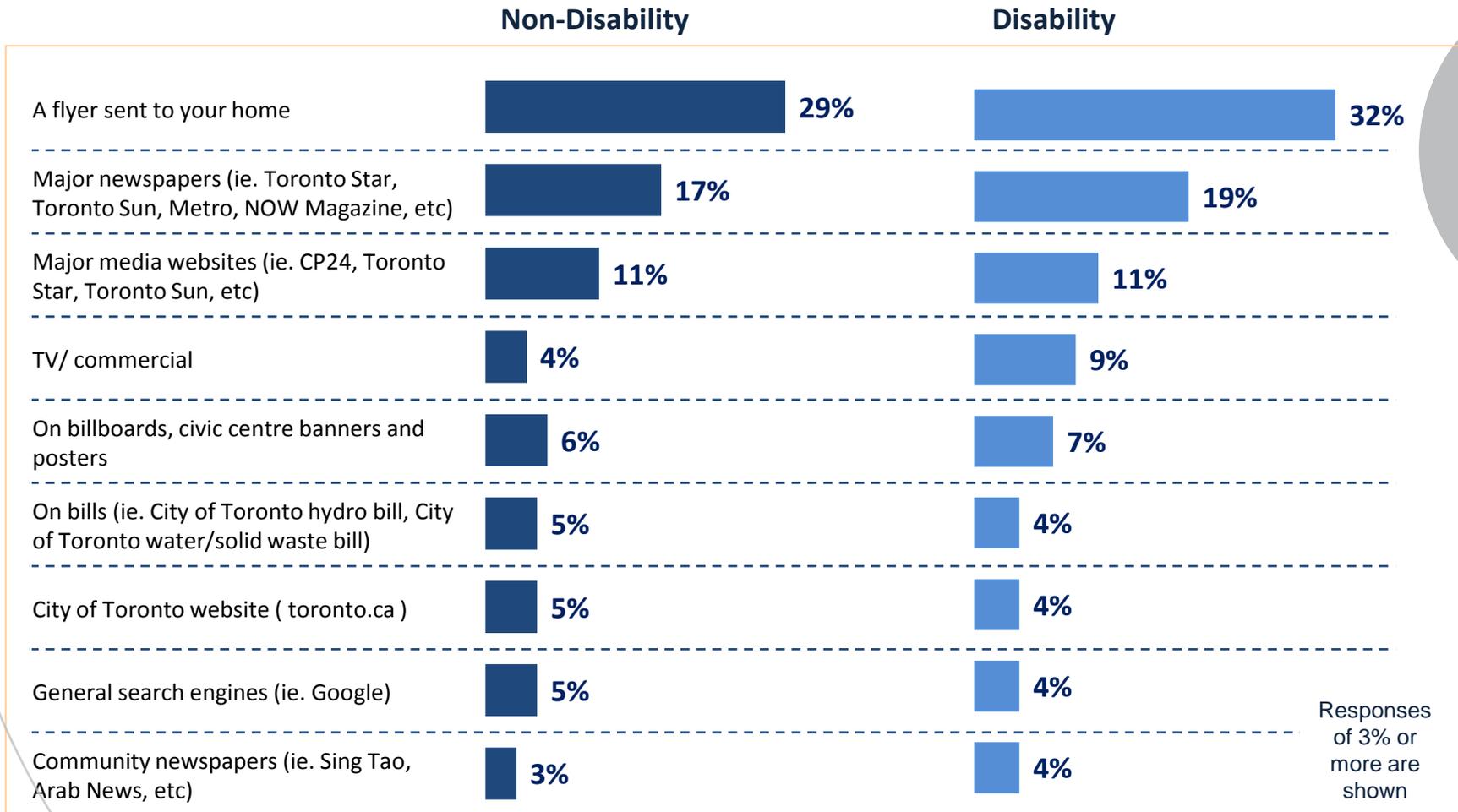


## Disability



# Most Effective Form of Advertising

- The most effective way to share election information for both groups is through a flyer sent to the home, followed by major newspapers.



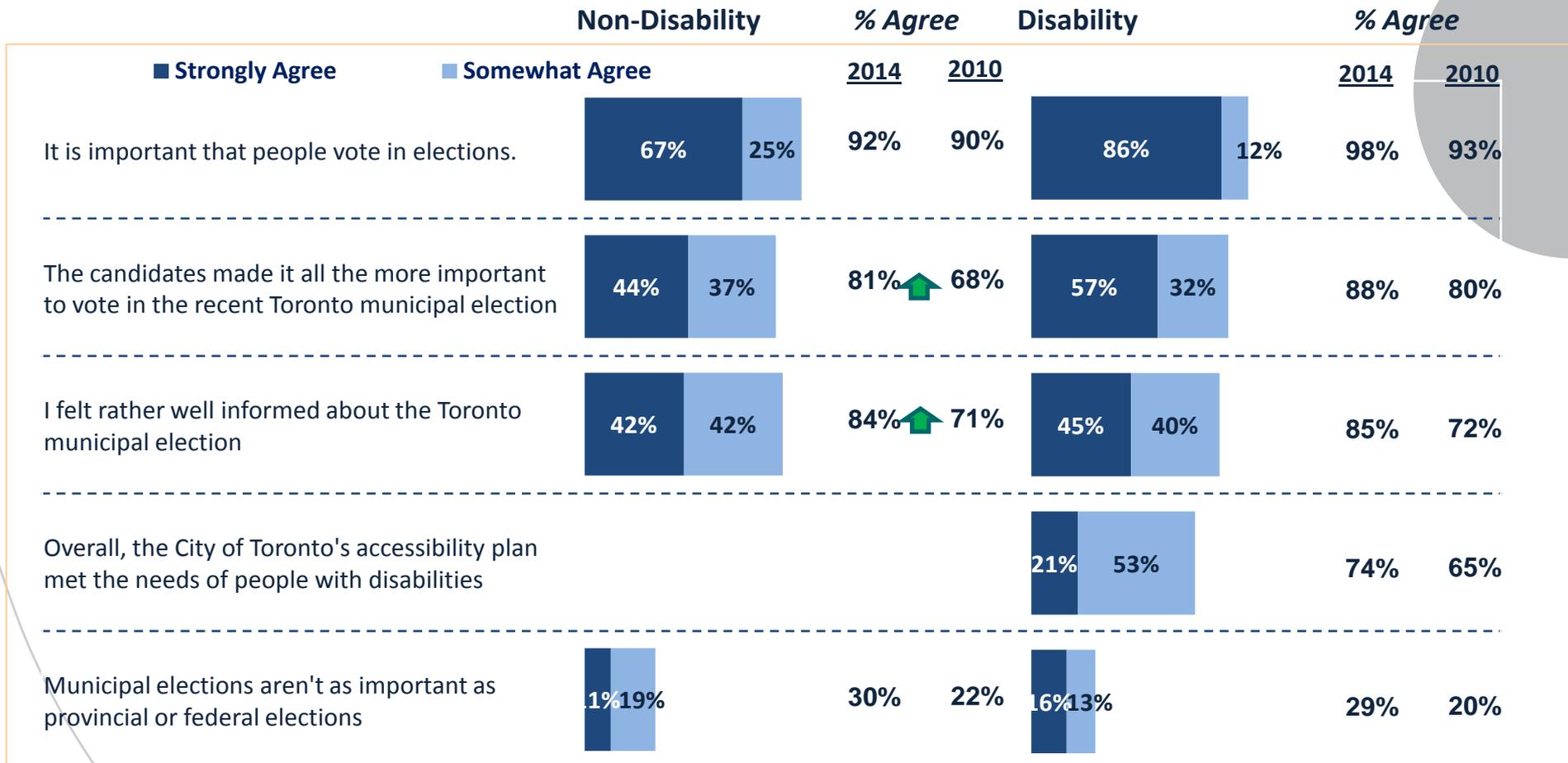
a5. Which form of advertising is the most effective way to share election information with you? Base: Base: Non-Disability (n=694); Disability (n=180).

# General Attitudes Toward Voting



# General Attitudes Toward Voting and Elections

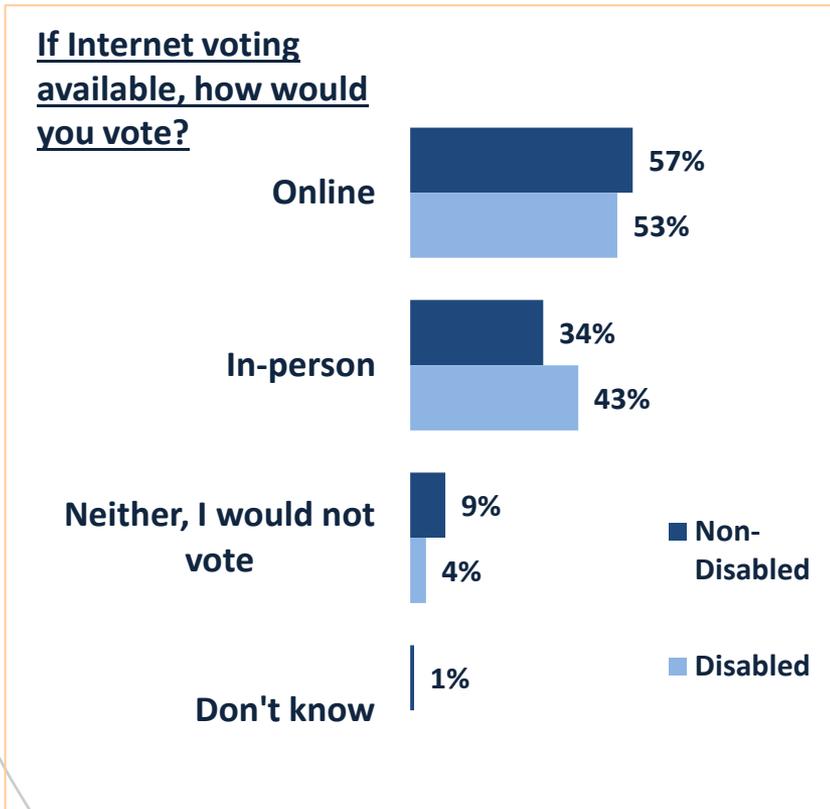
- In 2014 significantly more electors agree that the candidates made it more important to vote in this election, and that they felt informed about this election. Three quarters of those with a disability (74%) think the City's accessibility plan met the needs of people with disabilities.



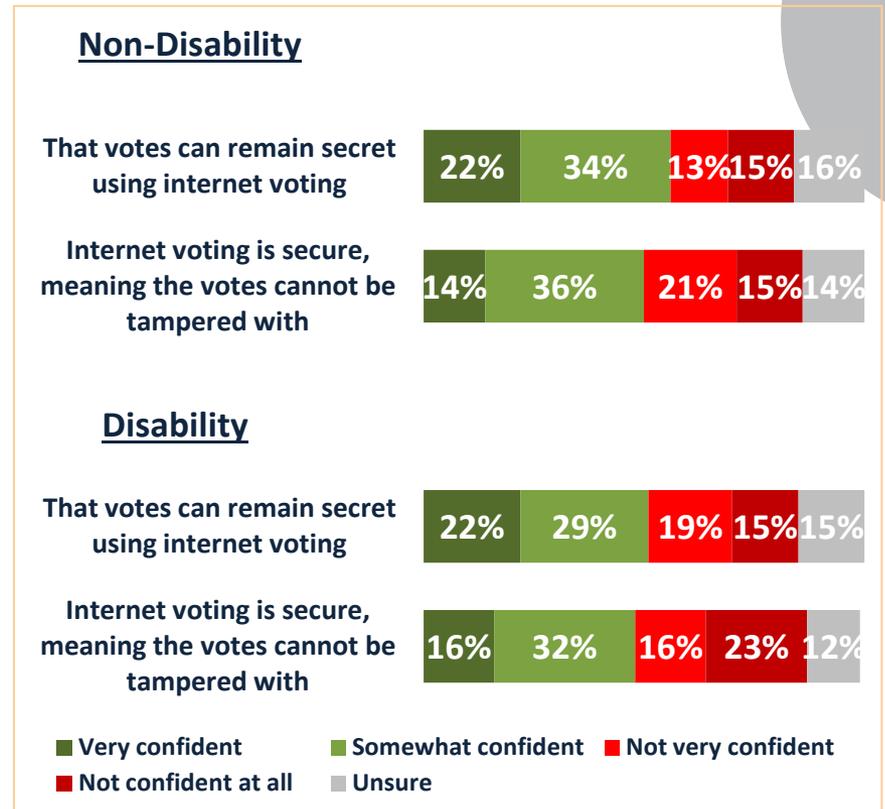
Q30. Please indicate to what extent you agree or disagree with each of the following statements.  
 Base: Non-Disability (n=694); Disability (n=180).

# Views on Internet Voting

- While views on Internet voting are somewhat mixed, a greater share of electors would vote online than in-person if Internet voting were available in the next municipal election.
- However, only around 50% of electors are confident that votes cannot be tampered with online.



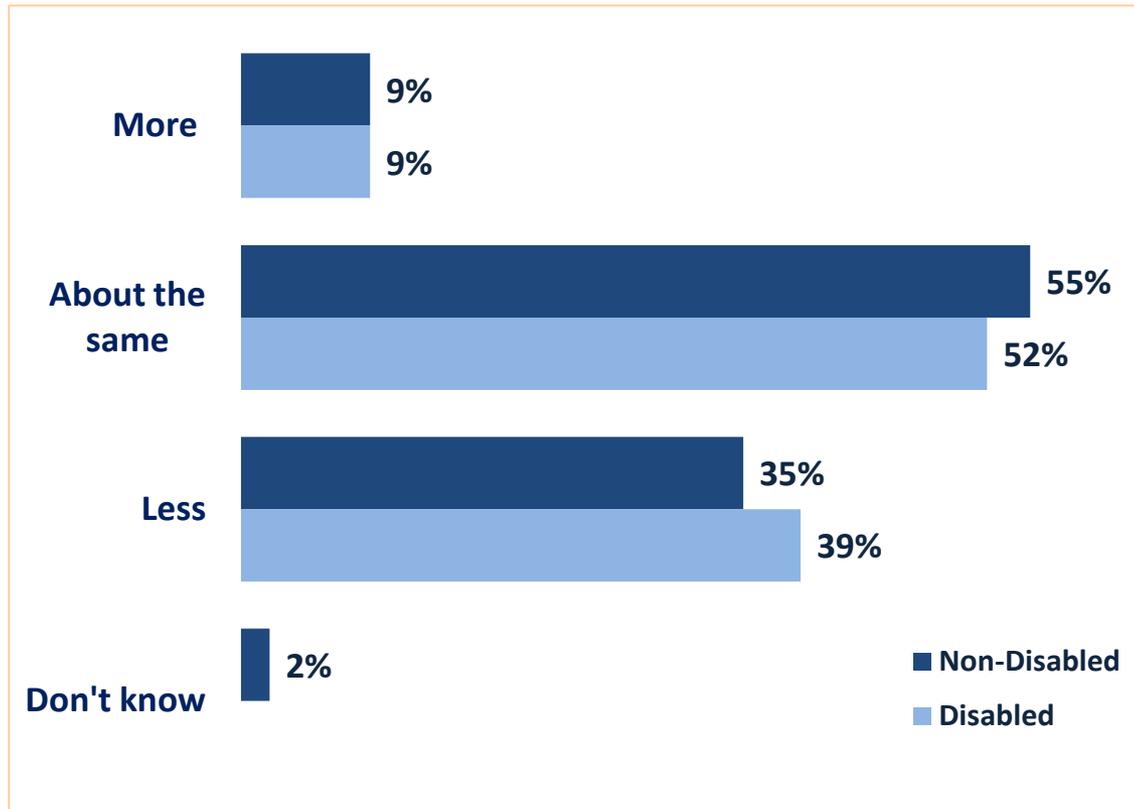
q30a. If Internet voting were made available for the next municipal election in 2018, how would you be most likely to vote in the next municipal election? (Select one) Base: Non-Disability (n=694); Disability (n=180)



. q30b. How confident are you that... Base: Non-Disability (n=694); Disability (n=180)

## Trust in the Outcome of an Election that Included Internet Voting

- Over half of electors say they would trust the outcome of an election that included Internet voting about the same as an election that used only paper based in-person voting.
- The other half leans toward trusting less than trusting more.



q30d. Would you trust the outcome of an election that included Internet voting more, about the same or less than an election that used only paper based, in-person voting?) Base: Non-Disability (n=694); Disability (n=180)

## Preferences for Voting (Non-Disabled)

- If Internet voting were made available in the next election, those who are more likely to vote online are those under 55, those earning a higher income, and those with more than a high school education.
- Preference for in-person voting is highest in North/East York.

	Total	Age			Gender		Region			
Voting Preference		18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Downtown Toronto
		A	B	C	D	E	F	G	H	I
<b>Online</b>	<b>57%</b>	<b>60%<sub>C</sub></b>	<b>66%<sub>C</sub></b>	<b>43%</b>	<b>54%</b>	<b>59%</b>	<b>50%</b>	<b>63%</b>	<b>60%</b>	<b>56%</b>
<b>In-Person</b>	<b>34%</b>	<b>29%</b>	<b>25%</b>	<b>49%<sub>AB</sub></b>	<b>36%</b>	<b>32%</b>	<b>42%<sub>H</sub></b>	<b>34%</b>	<b>26%</b>	<b>33%</b>

	Total	Income				Education		
Voting Preference		Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	High school or less	Trade/College /Some University	Graduated university or more
		A	B	C	D	E	F	G
<b>Online</b>	<b>57%</b>	<b>50%</b>	<b>53%</b>	<b>60%</b>	<b>69%<sub>AB</sub></b>	<b>41%</b>	<b>57%<sub>E</sub></b>	<b>64%<sub>E</sub></b>
<b>In-Person</b>	<b>34%</b>	<b>36%<sub>D</sub></b>	<b>40%<sub>D</sub></b>	<b>34%<sub>D</sub></b>	<b>20%</b>	<b>42%</b>	<b>34%</b>	<b>30%</b>

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter. For example, 49% of those age 55+ prefer in-person voting this is significantly higher than the percentage of those age 18-34 (29%) and those 35-54 (25%) who prefer in-person voting.

# Views on Internet Voting (% Very or Somewhat Confident – Non-Disabled)

- Confidence that votes can remain secret using Internet voting is higher among those with more than a high school education. Confidence that Internet voting is secure is lowest among those with high school or less education.

	Total	Age					Region			
Very/Somewhat confident		18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Downtown Toronto
		A	B	C	D	E	F	G	H	I
That votes can remain secret using Internet voting	<b>56%</b>	<b>56%</b>	<b>61%</b>	<b>51%</b>	<b>58%</b>	<b>54%</b>	<b>56%</b>	<b>65%</b>	<b>51%</b>	<b>55%</b>
Internet voting is secure, meaning the votes cannot be tampered with	<b>50%</b>	<b>49%</b>	<b>53%</b>	<b>47%</b>	<b>52%</b>	<b>48%</b>	<b>46%</b>	<b>53%</b>	<b>52%</b>	<b>49%</b>

	Total	Income				Education		
Very/Somewhat confident		Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	High school or less	Trade/College /Some University	Graduated university or more
		A	B	C	D	E	F	G
That votes can remain secret using Internet voting	<b>56%</b>	<b>48%</b>	<b>57%</b>	<b>63%</b>	<b>63%</b>	<b>42%</b>	<b>59%<sub>E</sub></b>	<b>61%<sub>E</sub></b>
Internet voting is secure, meaning the votes cannot be tampered with	<b>50%</b>	<b>45%</b>	<b>49%</b>	<b>59%</b>	<b>54%</b>	<b>38%</b>	<b>51%</b>	<b>54%<sub>E</sub></b>

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter. See example on previous slide.



# Trust in the Outcome of an Election that Included Internet Voting (Non-Disabled)

- Those earning \$70 –\$100K are most likely to trust election results that include Internet voting.
- There is less trust among those age 55+, those earning under \$30K, and those with less than high school education. Males are more polarized with the same proportion indicating they would trust the election more or less.

	Total	Age			Gender		Region			
Trust results		18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Downtown Toronto
		A	B	C	D	E	F	G	H	I
<b>More</b>	<b>9%</b>	<b>8%</b>	<b>8%</b>	<b>10%</b>	<b>12%<sup>E</sup></b>	<b>5%</b>	<b>7%</b>	<b>12%</b>	<b>9%</b>	<b>8%</b>
<b>About the same</b>	<b>55%</b>	<b>60%<sup>C</sup></b>	<b>60%<sup>C</sup></b>	<b>44%</b>	<b>51%</b>	<b>59%</b>	<b>44%</b>	<b>60%<sup>F</sup></b>	<b>57%</b>	<b>62%<sup>F</sup></b>
<b>Less</b>	<b>35%</b>	<b>33%</b>	<b>30%</b>	<b>41%<sup>B</sup></b>	<b>12%<sup>E</sup></b>	<b>5%</b>	<b>46%<sup>GI</sup></b>	<b>25%</b>	<b>33%</b>	<b>30%</b>

	Total	Income				Education		
Trust results		Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	High school or less	Trade/College /Some University	Graduated university or more
		A	B	C	D	E	F	G
<b>More</b>	<b>9%</b>	<b>7%</b>	<b>8%</b>	<b>15%<sup>D</sup></b>	<b>5%</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>
<b>About the same</b>	<b>55%</b>	<b>46%</b>	<b>59%</b>	<b>59%</b>	<b>63%<sup>A</sup></b>	<b>42%</b>	<b>61%<sup>E</sup></b>	<b>56%<sup>E</sup></b>
<b>Less</b>	<b>35%</b>	<b>47%<sup>BCD</sup></b>	<b>31%</b>	<b>26%</b>	<b>32%</b>	<b>46%<sup>G</sup></b>	<b>32%</b>	<b>31%</b>

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter. See example on previous slide.

# Demographic Profile of Survey Respondents

# Demographics

The white columns below show the demographic and regional profile of disabled and non-disabled survey respondents (including the interviews captured by telephone and online).

The grey shaded columns below show the demographic and regional profile of the total sample (disabled and non-disabled) of by method of interviewing: telephone or online.

All columns add to 100% (if the total is off 100% it is due to rounding). The rows are not intended to add to 100%.

Age	Non-Disability	Disability	Online	Telephone
18-34	31%	17%	38%	16%
35-54	37%	33%	36%	37%
55+	32%	51%	27%	47%

Income	Non-Disability	Disability	Online	Telephone
<\$30k	23%	32%	29%	21%
\$30k-\$70k	24%	28%	28%	21%
\$70k-\$100k	22%	17%	24%	16%
\$100k +	24%	14%	19%	26%
Refused	7%	10%	0%	16%

Education	Non-Disability	Disability	Online	Telephone
High school or less	21%	22%	19%	23%
Technical/college	23%	21%	24%	21%
Some university/ complete university	41%	42%	44%	38%
Post-graduate	16%	16%	13%	18%

Region	Non-Disability	Disability	Online	Telephone
East York	5%	3%	4%	6%
Etobicoke	13%	12%	12%	14%
North York	24%	22%	23%	25%
Scarborough	24%	17%	21%	25%
York	5%	6%	6%	4%
Downtown	31%	41%	34%	27%

Gender	Non-Disability	Disability	Online	Telephone
Male	48%	41%	46%	47%
Female	52%	59%	54%	53%

Own/Rent	Non-Disability	Disability	Online	Telephone
Own	54%	47%	48%	60%
Rent	40%	48%	47%	32%
Other	6%	5%	5%	8%

# Appendix

## Knowledge of Voting Process, by Demographics (Non-Disabled)

- Knowledge of the voting process is directionally higher this election among those living in downtown Toronto, those aged 55+, men, those earning more than 100K.

	Age			Region				First Time Voter	
	18-34	35-54	55+	North/East York	Etobicoke/York	Scarborough	Downtown Toronto	Yes	No
	A	B	C	D	E	F	G	H	I
2014	65%	87% <sub>A</sub>	93% <sub>AB</sub>	77%	83%	84%	86%	85%	97% <sub>H</sub>
2010	67%	76% <sub>A</sub>	96% <sub>AB</sub>	81%	86%	80%	74%	97% <sub>I</sub>	83%

	Income				Gender	
	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	Male	Female
	A	B	C	D	E	F
2014	64%	82% <sub>A</sub>	88% <sub>A</sub>	93% <sub>AB</sub>	84%	81%
2010	70%	79%	82%	85%	79%	80%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

# Rating the Voting Process, by Demographics (Non-Disabled)

- Generally those age 55+ are more likely to provide positive ratings of the voting process.

% Positive	Age			Region				Gender	
	18-34	35-54	55+	North/East York	Etobicoke/York	Scarborough	Downtown Toronto	Male	Female
	A	B	C	D	E	F	G	H	I
The location of the voting place, that is the ease you had finding it	89%	92%	97% <sub>A</sub>	93%	91%	97%	92%	93%	93%
Proximity of the voting place to your home	84%	94% <sub>A</sub>	94% <sub>A</sub>	92%	92%	87%	94% <sub>F</sub>	91%	93%
The signage outside the voting place identifying the location	66%	73%	84% <sub>AB</sub>	76%	79%	76%	74%	76%	76%
Hours that the voting places were open for voting	71%	79%	90% <sub>AB</sub>	83%	80%	88% <sub>G</sub>	77%	80%	84%
Privacy of the voting booth	76%	79%	87% <sub>AB</sub>	83%	79%	85%	80%	81%	82%
The competence of the workers at the voting place	74%	88% <sub>A</sub>	87% <sub>A</sub>	85%	89% <sub>G</sub>	88% <sub>G</sub>	78%	87%	82%
The process for confirming your identity before going into the voting booth	75%	88% <sub>A</sub>	89% <sub>A</sub>	86%	86%	88%	83%	85%	86%
The readability of the ballot, that is, the ease you had reading and understanding your ballot	75%	90% <sub>A</sub>	92% <sub>A</sub>	87%	90%	88%	86%	86%	89%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

## Rating the Voting Process, by Demographics (Non-Disabled)

- Those age 55+ are more likely to provide positive ratings for available parking, wait time/line-ups, and physical mobility inside the voting place. Males are more likely to give a positive rating to the overall service received from workers at the voting place.
- Those in downtown Toronto are directionally less likely to give a positive rating for available parking.

% Positive	Age			Region				Gender	
	18-34	35-54	55+	North/East York	Etobicoke/York	Scarborough	Downtown Toronto	Male	Female
	A	B	C	D	E	F	G	H	I
Your ability to communicate with and understand the workers at the voting place in terms of language	91%	97% <sub>A</sub>	94%	93%	96%	94%	94%	94%	94%
Available parking	57%	61%	72% <sub>AB</sub>	70% <sub>G</sub>	66% <sub>G</sub>	80% <sub>EG</sub>	46%	63%	67%
Available seating, if needed	62%	57%	62%	60%	64%	63%	55%	60%	60%
The wait time/line-ups	70%	81% <sub>A</sub>	92% <sub>AB</sub>	81%	89%	85%	80%	85%	82%
Physical accessibility into the voting place	83%	84%	90%	87%	89%	88%	83%	89%	84%
Physical mobility inside the voting place	78%	85%	92% <sub>AB</sub>	86%	88%	89%	83%	87%	85%
The overall service you received from the workers at the voting place	73%	91% <sub>A</sub>	92% <sub>A</sub>	88%	92% <sub>G</sub>	89%	83%	91% <sub>I</sub>	83%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

## Rating the Voting Process, by Demographics (Non-Disabled)

- There is limited variation for ratings of the voting process by income.
- Ratings of the ease of finding the location and signage outside the location are higher among those who were not voting for the first time.

% Positive	Income				First Time Voter	
	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	Yes	No
	A	B	C	D	G	H
The location of the voting place, that is the ease you had finding it	94%	90%	92%	95%	84%	95% <sub>G</sub>
Proximity of the voting place to your home	87%	91%	90%	95% <sub>A</sub>	94%	92%
The signage outside the place identifying the location	78%	74%	75%	76%	60%	78% <sub>G</sub>
Hours that the voting places were open for voting	85%	82%	83%	81%	79%	82%
Privacy of the voting “booth”	78%	84%	79%	84%	78%	82%
The competence of the workers at the voting place	85%	85%	83%	87%	85%	84%
The process for confirming your identity before going into the voting booth	86%	86%	86%	86%	77%	87%
The readability of the ballot, that is, the ease you had reading and understanding your ballot	86%	88%	85%	88%	82%	88%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

## Rating the Voting Process, by Demographics (Non-Disabled)

- Likewise, there is limited variation by income groups, with the exception of those with incomes under \$30K rating available seating more positively, and those with income over \$100K rating physical accessibility of the voting place more positively.

% Positive	Income				First Time Voter	
	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	Yes	No
	A	B	C	D	G	H
Your ability to communicate with and understand the workers at the voting place in terms of language	94%	91%	94%	96%	93%	94%
Available parking	70%	66%	66%	63%	64%	65%
Available seating, if needed	73% <sub>CD</sub>	64%	54%	56%	54%	61%
The wait time/line-ups	82%	87%	80%	85%	77%	84%
Physical accessibility into the voting place	82%	89%	82%	91% <sub>C</sub>	84%	87%
Physical mobility inside the voting place	89%	86%	85%	86%	86%	86%
The overall service you received from the workers at the voting place	86%	86%	86%	90%	86%	87%

Where a percentage is followed by a letter, the letter indicates that the percentage is statistically significantly higher than the percentage shown in the column associated with the letter.

# Rating of Overall Process of Getting on List, by Demographics (Non-Disabled)

- Ratings of the process of getting on the Voters List generally increase with age, income, and are higher among males.

	Age			Gender		Region			
	18-34	35-54	55+	Male	Female	North/East York	Etobicoke/York	Scarborough	Downtown Toronto
	A	B	C	D	E	F	G	H	I
% Excellent/good	47%	69% A	79% AB	71% E	61%	66%	65%	69%	63%

					First Time Voter	
	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more	Yes	No
	A	B	C	D	G	H
% Excellent/good	52%	68% A	72% A	72% A	70%	77%

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# General Attitudes Toward Voting and Elections, by Demographics (Non-Disabled)

- The proportion that agree they felt well informed about the election increase by age. Those in North/East York and Etobicoke/York are more likely than those Downtown to agree it's important to vote in elections.
- Those earning less than \$30k are less likely to agree that it is important to vote in elections and that they felt well informed about the election. Those earning less than \$70k are more likely to agree that municipal elections aren't as important as federal elections.

	Age			Region				Income			
	18-34	35-54	55+	North/East York	Etobicoke/York	Scarborough	Downtown Toronto	Under \$30K	\$30K to < \$70K	\$70K to < \$100K	\$100K or more
	A	B	C	D	E	F	G	H	I	J	K
It is important that people vote in elections.	88%	94%	93%	94% G	98% G	91%	87%	82%	93% H	97% H	96% H
Municipal elections aren't as important as provincial or federal elections	35%	29%	26%	29%	34%	29%	28%	36% K	32% K	27%	21%
The candidates made it all the more important to vote in the recent Toronto municipal election	78%	79%	87% B	78%	84%	79%	83%	72%	84%	86% H	81%
I felt rather well informed about the Toronto municipal election	73%	87% A	90% A	79%	81%	87%	87%	74%	80%	89% H	92% HI

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