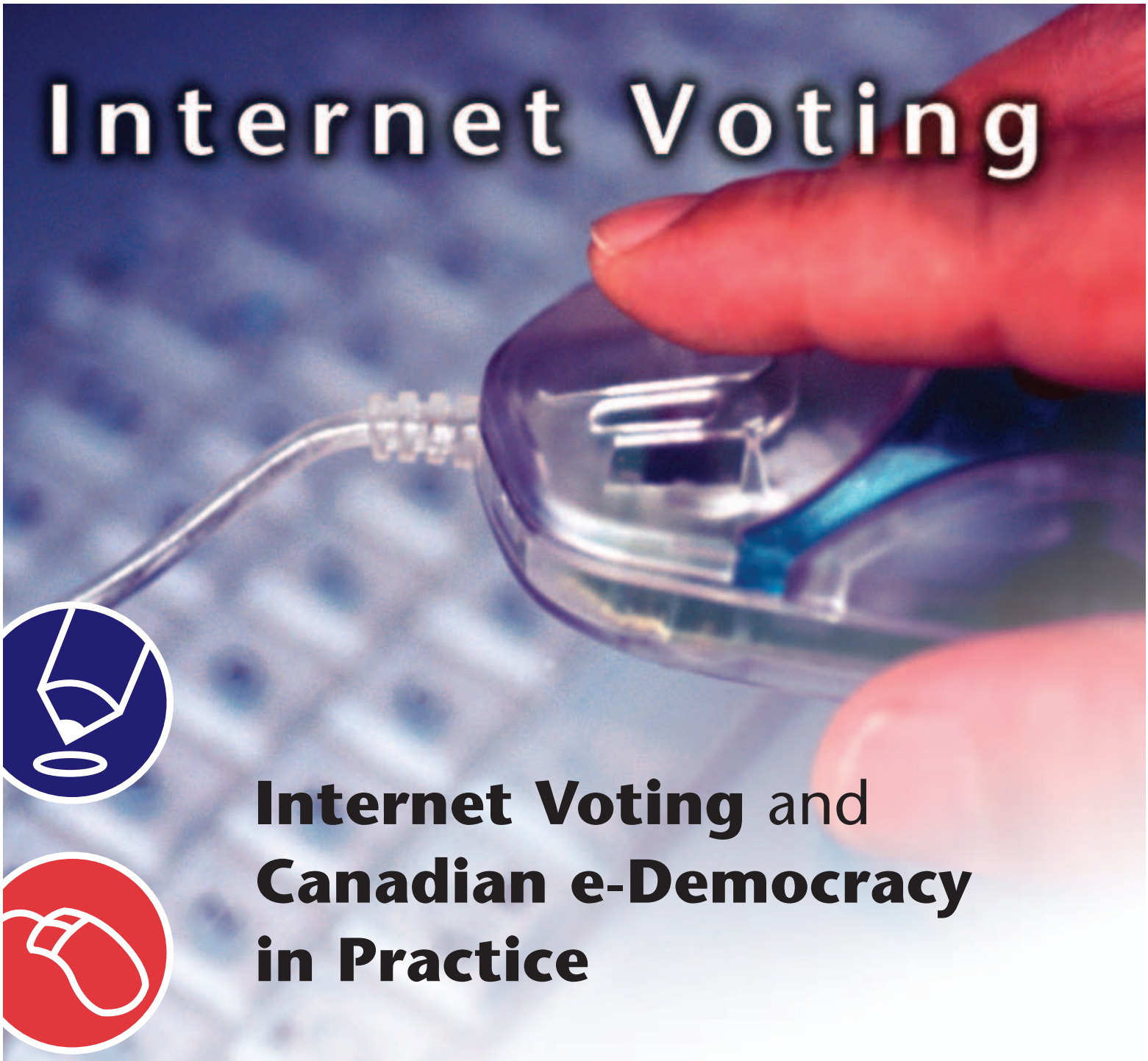

Internet Voting and Canadian e-Democracy in Practice

The Delvinia Report on Internet Voting in the 2003 Town of Markham Municipal Election

February 2004

MARKHAM Canada's HIGH-TECH capital

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Executive Summary

This is the first of two reports of a major applied research study conducted in partnership between the Town of Markham and Delvinia Interactive to assess the effectiveness of using broadband technologies for the communication of government services. This report provides insights and conclusions about the success of Internet voting, which was introduced for the first time in the Town of Markham during the 2003 municipal election. Analysis and conclusions were drawn from 4,649 surveys, which were administered to both online voters and those that voted in-person at an advance poll location or on Election Day.

The Town of Markham, Canada's high-tech capital became the first major municipality in Canada to pilot the implementation of Internet voting for the 2003 municipal election. This pilot was intended to evaluate the potential for increased voter participation (voter turnout) by improving accessibility and efficiency of the voting process and to prompt exploration of issues raised by the alternative voting technology.

In order to obtain a complete picture of the success of Internet voting in the Town of Markham from the voter's perspective, Delvinia captured information from not only those who voted online, but also from those who cast their ballot in-person at the polling stations. To capture both types of voter feedback the methodology required the development and administration of two types of voter exit surveys, one for those who voted online and one for those who voted in-person.

In general, the survey findings revealed an optimistic and enthusiastic attitude toward Internet voting.

In-Person Survey Findings

- Eight in ten respondents voted in the previous municipal election
- Media, posters and community newspapers were the most common sources of voter information for the 2003 municipal election
- 83% of in-person respondents were aware of the Internet voting option
- Missing the registration deadline was the most common reason given for not voting online
- 69% of in-person respondents indicated they are likely to vote online in the next municipal election if the option is available
- Those in-person respondents that said that they would not vote online in the future indicated that the primary reasons was 'not being computer literate' and they 'preferred to vote in-person'

- 69% of in-person respondents were aware of the “Markham Votes” web site as a source of voter information
- 23% of in-person respondents used the Interactive Guide on the “Markham Votes” web site to obtain information about the municipal election
- In-person respondents used the “Markham Votes” web site primarily to find out ‘how to register to vote’ (70%), ‘when to vote’ (68%), ‘where to vote’ (65%)
- 83% of in-person respondents own a home computer
- 79% of respondents have a home computer that is three years old or less
- 80% of respondents have access to a computer with an Internet connection
- 72% of respondents have a high speed Internet connection
- 86% of in-person respondents use the Internet at least weekly

Online Survey Findings

- 25% of respondents who voted online did not vote in the 2000 municipal election
- 86% of respondents voting online cited convenience was the primary reason for choosing the Internet voting option
- Most online voters found out about the 2003 municipal election from direct mail information or a community newspaper
- 99% of online voters were satisfied overall with the online voting process
- 100% of online respondents are likely to vote online in future elections
- 79% of online respondents voted online from their home computer
- 28% of online respondents used the Interactive Guide on the “Markham Votes” web site
- 70% of online respondents used the Interactive Guide to find out how to register to vote
- 96% found the information on the “Markham Votes” web site to be useful
- 99% of online respondents would find the “Markham Votes” web site to be helpful for future elections
- Only 8% of online respondents used the Town of Markham voter telephone information line

Comparison of In-Person and Online Survey Respondents:

- Internet voting attracted more of those who did not vote in the previous municipal election
- Online and in-person voters tended to use different sources of information to learn about the 2003 municipal election
- A significant proportion of online and in-person respondents indicated they are likely to vote online in future election if the option is available
- Citizens who cast their ballot online would not be classified as early adopters of computer or internet technology

- The Interactive Guide on the “Markham Votes” web site was used consistently between the two voting groups surveyed
- Both in-person and online voters who used the Interactive Guide did so to find out how to register to vote
- Both in-person and online voters found the information on the “Markham Votes” web site to be useful
- The type of Internet connection was relatively consistent among in-person and online voters
- Eight in ten respondents voted in the previous municipal election
- Overall, the gender breakdown was consistent for both voting methods
- Ages of the online voters skews slightly younger
- Overall, marital status was consistent for both voting methods
- Those who voted online tended to be more highly educated

Based upon the survey findings and the examination of the success of Internet voting, the following conclusions can be drawn:

- Internet voting can be an effective solution for those who did not previously vote in a municipal election
- Internet voting is an alternative voting method for changing lifestyles and for those facing accessibility issues
- Voter authenticity and security are not significant concerns
- The Town of Markham introduced Internet voting at the appropriate time
- Municipalities will see an increase in voter turnout if they are prepared to adequately invest in voter outreach and education
- Internet voting should be viewed as part of a broader multi-channel effort to improve voter participation in the democratic process

While the pioneering efforts of the Town of Markham did not contribute to an overall increase in voter turnout, the Internet cannot be overlooked as a legitimate and effective channel for future municipal elections. This report provides evidence that suggests Internet voting presents a significant opportunity to encourage new and disenfranchised voters to participate in the democratic electoral process. The Town of Markham should be applauded for its, leadership, vision and courage to contribute to the advancement of e-democracy in Canada.

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Introduction

This is the first of two reports of a major applied research study conducted in partnership between the Town of Markham and Delvinia Interactive to assess the effectiveness of using broadband technologies for the communication of government services. This report provides insights and conclusions about the success of Internet voting, which was introduced for the first time in the Town of Markham during the 2003 municipal election. Analysis and conclusions were drawn from 4,649 surveys, which were administered to both online voters and those that voted in-person at an advance poll location or on Election Day. The second report, slated for release in March 2004, will address whether broadband technology was an effective tool to communicate information about the election to the voting population.

Some scholars and experts predict that as part of e-democracy, Internet voting will have a broad impact on the political process in the near future, influencing voter turnout and empowering voters. While issues of voter authenticity, service delivery, efficiency, security and accessibility crowd legislators' agendas, there has been some effort made to move toward practicing e-democracy. This research provides valuable insights into the voter experience as it relates to e-democracy in an applied setting. The following survey findings will be presented and discussed in this report:

- Internet voting improving accessibility to cast ballots
- Effectiveness of Internet voting in increasing voter turnout
- Efficiency of Internet voting as an alternative voting method
- Consequences of the mixed media used to communicate the election process
- Issues raised by Internet voting, such as security and voter authenticity
- Profiles of voters and the influencing factors for voting either online or in-person

For the purposes of this report, the term "Internet voting" was used to describe a voting process that enabled voters to cast a secure and secret ballot over the Internet. The findings of this report were intended to provide the Town of Markham with insight in order to decide on the value of implementing Internet voting for future municipal elections as well as helping the Town identify the best way to allocate resources for building voter awareness and implementing election communications campaigns.

Delvinia Interactive Inc., a Digital Marketing and Applied Research Agency in Toronto, was responsible for conducting this study and compiling this report. Delvinia engaged Millward Brown Goldfarb to assist in the collection of field data for the in-person surveys as well as the analysis of the survey data for both the in-person and online surveys.

This report begins by outlining the background and methodology of the research initiative. The survey findings are summarized and organized into three sections. The first section addresses the in-person survey results, the second section presents the online survey results and the third section provides a comparison of the findings from in-person and online surveys as well as the respective respondent profiles. As part of the analysis, a section has been dedicated to examining the success of Internet voting.

The final section of the report provides conclusions that have been drawn from the survey findings and additional analysis and evaluates the overall success of Internet voting for the Town of Markham.

Acknowledgements

A number of people contributed their time and expertise to this research project and I wish to personally thank everyone for their generous support at various steps of the process.

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Jonathon Hollins, Canadian Sales Manager

Finally, I wish to thank members of the Delvinia Interactive team for the important contribution of ideas and the energy spent in the development, execution, monitoring and evaluation of this applied research initiative. In particular thanks are due to:
Rachel Bandura, Steve Mast, Craig Tothill, Sean Howard, Pete O'Neill, Susan Megson.

Everyone's interest and willingness to participate in this important research initiative has enabled Delvinia to deliver an insightful report into the success of Internet voting as an alternative voting method and effectiveness of various online and off line tactics for communicating the election process.

Adam Froman, P. Eng MBA
President, Managing Director Applied Research
Delvinia Interactive Inc.

Background

Canada is considered to be a technologically advanced country whose electoral process is regarded as one of the most efficient and respected in the world. Since reducing costs and improving service to residents are at the top of every government agenda, combined with the high penetration of Internet access in Canada, it seemed only logical to explore the potential for Internet voting to both reduce costs while improving the quality of government service to Canadians.

Canada is not the first country to explore Internet voting as part of a multi-channel voting experience in order to offer convenience, increase voter turnout and reduce costs. As recently as May 2003, Electoral Software & Systems (ES&S), the largest voting technology company in the world, implemented a multi-channel voting pilot for the election in England with much success.

When ES&S presented the opportunity of Internet voting for the 2003 municipal election in Ontario, they spoke to a number of municipalities and generated a great deal of interest. Despite the extensive interest surrounding Internet voting, few municipalities actually demonstrated much initiative to implement this new voting technology. It was no surprise that the Town of Markham, Canada's high-tech capital, stood out amongst other municipalities to be the first major municipality in Canada willing to test Internet voting in a way that would satisfy the requirements of the electoral guidelines in Canada. Specifically, the Internet voting option was limited to the advance poll. Their interest was not only to demonstrate their commitment to residents about implementing technology, but also to evaluate the potential for improving accessibility, voter participation and efficiency of the voting process while having the opportunity to address the perceived issues of offering a new voting channel.

At the same time as they were considering offering Internet voting, the Town of Markham entered into a partnership with Delvinia Interactive to assess the effectiveness of using broadband technologies for the communication of government services. The research project that the Town of Markham and Delvinia developed was called "Municipalities on Demand" and was funded in-part by the Applied Research in Interactive Media (ARIM) Program. This is a joint program between CANARIE Inc. and the Department of Canadian Heritage to support projects that research and develop broadband technologies and tools that facilitate the creation and use of broadband content (see Appendix I).

Internet voting presented a number of challenging communications objectives, including building awareness about the opportunity to vote online, educating voters on a new

registration process and addressing concerns regarding security and voter authenticity. In addition to leading the research, Delvinia Interactive was awarded the Town of Markham's 2003 Voter Outreach Campaign. In order to evoke a positive public interest in Markham's election process and to encourage citizens to participate more actively in their local government, Delvinia developed and executed an integrated communications plan that blended offline and online marketing tactics.

Although the marketing tactics were successful in creating awareness about the election, mass media could not effectively communicate the details about Internet voting. The strategy involved driving people to a dedicated web site to effectively deliver information about the election process. Delvinia used broadband technology to develop an Interactive Guide in order to facilitate the voter education process. As part of the "Municipalities on Demand" project, the effectiveness of the various integrated communications tactics were also analyzed to enable the Town of Markham to evaluate which tactics influenced voters most. These findings will be discussed in the second report.

In a municipality of more than 158,000 registered voters, over 11,700 citizens (7.5 per cent of the registered voters) registered to vote online for the 2003 municipal election in the Town of Markham. Of them, 7,210 cast their ballot online during the advance polls. This accounted for approximately 17 per cent of the overall voter turnout of 42,198 in Markham and an increase of over 300% in advance poll voting.

Methodology

In order to obtain a complete picture of the success of Internet voting in the Town of Markham from the voter's perspective, Delvinia captured information from not only those who voted online, but also from those who cast their ballot at the polling stations. To capture both types of voter feedback, the methodology required the development and administration of two types of voter exit surveys, one for those who voted online and one for those who voted in-person.

In order to develop the survey questions and implementation plan, Delvinia engaged their research partner, Millward Brown Goldfarb, and also consulted with the Town of Markham to identify key research metrics. These metrics formed the basis for both surveys, which were crafted in a similar fashion, but were somewhat tailored to the means of implementation.

In keeping with the objectives of this portion of the research, Delvinia's first task was to identify the factors that influenced citizens to vote online and gain insight into their attitudes, opinions, expectations and interest in Internet voting. The second task was to examine whether Internet voting presented an opportunity to increase voter participation at a municipal level. Therefore, the survey questions focused on addressing accessibility issues that may affect Internet voting participation and captured demographics of those surveyed both online and in-person.

To ensure a reliable sample of data was collected, a target number of completed surveys for each research technique was established. Based on the research expertise of Millward Brown Goldfarb, a minimum target of 300 completed surveys for each survey instrument (online and in-person) would provide a representative sample.

In-Person Survey

In order to ensure that an adequate survey sample was collected from voters at polling stations, Delvinia, the Town of Markham and Millward Brown Goldfarb identified key polling stations throughout the municipality and mapped out dates and times best suited to achieve the targeted completed surveys. Millward Brown Goldfarb placed experienced and fully briefed interviewers at nine voting sites throughout the Town of Markham during the advance voting period and on Election Day. For more information about the in-person survey locations see Appendix D.

Online Survey

Since Internet voting was available only during advance polls, the online survey was administered only during that period (November 3rd to November 7th, 2003). Online voters were invited to take the survey after they had cast their ballot, upon exiting the ES&S Internet voting application. A pop-up window appeared in the voters' Internet browser with a link to the online survey. The survey could be completed within approximately 5 to 7 minutes, well within the tolerance threshold of online surveys.

Once the advance voting period was over, the survey data was forwarded to Millward Brown Goldfarb for coding and analysis. Only completed surveys were included in the sample.

Summary of Findings

In general, the survey findings revealed an optimistic and enthusiastic attitude toward Internet voting. Of 7,210 online voters, an astonishing 50% participated in the survey. In total, 3,655 online surveys and 994 in-person surveys were completed. The survey completion rate for both voting methods far exceeded targets and expectations, resulting in a reliable sample of data and demonstrated that voters were open to sharing opinions.

Based on the responses from both voting groups, the majority of voters were positive about Internet voting, even if they did not vote online in this election. This suggests that future uptake of Internet voting will likely be significant.

The findings from in-person and online surveys are listed in the sections to follow. Detailed findings with tables for both the in-person and online surveys can be found in Appendix A and B. A comparison of in-person and online surveys can be found in Appendix C.

In-Person Survey Findings

Overall, 83% of voters surveyed in-person at polling stations confirmed they were aware of Internet voting. Of those that said that they would have voted online, missing the online voting deadlines was the primary reason that they did not vote online. This suggests that the concept of online voting itself appears to not be a deterrent for using the option.

Another interesting finding was that nearly 70% of respondents voting in-person indicated they are likely to vote online in the next election. Although 80% of respondents had access to a computer with an Internet connection, the most common reason given by those who are unlikely to vote online in the next election is a lack of computer knowledge or Internet access. The in-person survey findings were:

Findings Related to the Town of Markham Municipal Election:

Eight in ten respondents voted in the previous municipal election

Exactly eight in ten in-person respondents said that they voted in the 2000 municipal election. This proportion is higher among those aged 35 and over. Just over half (51%) of those between the ages of 18 and 34 said that they voted in the 2000 municipal election.

This suggests that there were many new voters in the 2003 municipal election. In terms of gender, slightly more females than males said that they voted in the last municipal election.

Refer to Table: 1 and 2

Media, posters and community newspapers were the most common sources of voter information for the 2003 municipal election

Over four in ten (44%) said that they heard about the 2003 municipal election through the 'media', specifically television or the radio. Exactly four in ten in-person respondents said that they heard about the municipal election through posters, while 38% heard about the election by reading their community newspaper.

Refer to Table: 3 and 4

83% of in-person respondents were aware of the Internet voting option

Overall, 83% of in-person respondents were aware that they could vote online in the 2003 municipal election. This proportion is relatively consistent among both males and females. Awareness was higher among respondents over 35 years of age.

Refer to Table: 5 and 6

Missing the registration deadline was the most common reason given for not voting online

One-third (33%) of in-person respondents who were aware that they could vote online said that the reason they did not vote online was that they missed the registration deadline. This proportion is relatively consistent across gender and age breakdowns. Other reasons given by respondents for not voting online were:

- Wanted to vote in-person / had never voted before / like the social aspect (11%)
- Don't trust / security concerns (9%)
- Forgot (9%)
- Limited / no experience using the Internet (8%)

Refer to Table: 7

69% of in-person respondents indicated they are likely to vote online in the next municipal election if the option is available

Close to seven in ten (69%) would be at least 'likely' to vote online in the next municipal election. Over four in ten (42%) said that they would be 'very likely' to vote online in the next municipal election.

In terms of differences by gender, more males than females would be 'very likely' to vote online in the next municipal election. In terms of age, more under the age of 55 would be 'very likely' to vote online for the next municipal election. Conversely, those 55 and older have a greater propensity to say that they are 'not likely at all' to vote online for the next municipal election.

Refer to Table: 8 and 9

Those in-person respondents that indicated that they would not vote online in the future indicated that the primary reasons was 'not being computer literate' and they 'preferred to vote in-person'

Just over four in ten (41%) who are 'not likely' to vote online in the next election say that it is because they are not 'computer literate' or do not have a computer / Internet available to them. A relatively equal proportion (38%) said that they prefer voting in-person. This suggests that although the online option is appealing to respondents, there remains a proportion that prefers to vote in-person.

Other reasons given by respondents who are 'not likely' to vote online in the next municipal election include security concerns (18%) and the social aspect of voting (12%).

Refer to Table: 10 and 11

Findings Related to the "Markham Votes" Web Site:

69% of in-person respondents were aware of the "Markham Votes" web site as a source of voter information

Almost six in ten respondents (59%) said that they were aware of the "Markham Votes" web site (www.Markhamvotes.ca). This proportion is consistent among both males and females.

In terms of age differences, those over the age of 35 appeared to have a higher awareness of the "Markham Votes" site than do those under the age of 35. This may tie-in with overall

awareness of the online voting option, as it is higher among older respondents in the sample.

Refer to Table: 12 and 13

23% of in-person respondents used the Interactive Guide on the "Markham Votes" web site to obtain information about the municipal election

Among those who were aware of the "Markham Votes" web site, 23% said that they used the Interactive Guide while they were on the site. Among males, and those between the ages of 18 and 34, the proportion that used the web site was even higher.

Refer to Table: 13 and 15

In-person respondents used the "Markham Votes" web site primarily to find out 'how to register to vote' (70%), 'when to vote' (68%), 'where to vote' (65%)

Respondents were also likely to use the site for the 'Why Vote' feature (37%) and for Frequently Asked Questions (FAQ) about the voting process (27%).

Most respondents who used the "Markham Votes" web site found the information to be 'useful'. Specifically, 34% found the information to be 'very useful', while an additional 59% found the information on the "Markham Votes" web site to be 'useful'. While there are no significant gender differences, directionally, those aged 18 to 34 are more likely than older respondents to find the information on the site to be 'very useful'.

Refer to Table: 16, 17, 18, and 19

Findings Related to the Home Computer and Internet Use:

83% of in-person respondents own a home computer

Over eight in ten in-person respondents (83%) say that they have a home computer. This proportion is consistent among both males and females. In terms of age differences, those 55 and older are less likely than younger respondents to have a home computer.

Refer to Table: 20

68% of respondents have a home computer that is three years old or less

Close to eight in ten respondents (79%) have a home computer that is more than 1 year old. Almost half (48%) have a home computer that is between 1 and 3 years old, while 31% have a home computer that is 3 or more years old. Exactly 20% have a home computer that is less than 1 year old.

There are some interesting differences when looking at gender. Specifically, slightly more males than females have a home computer that is less than 1 year old, while females are more likely than males to own a home computer that is 3 or more years old. In terms of age, those 55 and older are more likely than younger respondents in the sample to own a home computer that is 3 or more years old. Conversely, those respondents between the ages of 18 and 34 are more likely to own a home computer that is 3 years old or less.

Refer to Table: 21 and 22

80% of respondents have access to a computer with an Internet connection

Exactly eight in ten respondents said that they have access to a computer with an Internet connection. Slightly more males than females said that they have Internet access, while this proportion is higher among those under 55 years of age.

Refer to Table: 23

72% of respondents have a high speed Internet connection

About three quarters (72%) of in-person respondents have access to computers with high speed Internet. In terms of age differences, this proportion is slightly higher among those 18 to 34, which may coincide with this group's likelihood to own newer computers.

Refer to Table: 24

86% of in-person respondents use the Internet at least weekly

Over eight in ten in-person respondents (86%) use the Internet at least weekly. However, 68% said that they use the Internet daily. In terms of gender differences, males are more likely than females to say that they use the Internet daily. Moreover, those between the ages of 18 to 34 are more likely than older respondents to say that they use the Internet daily. Those over 55 years of age are likely to say that they 'never' use the Internet.

Refer to Table: 25 and 26

Online Survey Findings

Voters' reactions to Internet voting was very positive overall, and the vast majority of online respondents indicated they will likely vote online in a future election if the option exists. Respondents that voted online suggested information received in the mail and through their community newspaper increased their awareness about the election. The "Markham Votes" web site received a few mentions as well. The online survey findings were:

Findings Relating to the Town of Markham Municipal Election:

25% of respondents who voted online did not vote in the 2000 municipal election

Exactly one-quarter of those who voted online in the 2003 municipal election said that they did not vote in the 2000 municipal election. This suggests that the Internet voting was effective in attracting new voters. This proportion is relatively consistent across both gender groups; however, 47% of those aged 18 to 34 make up the one-quarter of respondents who did not vote in the previous municipal election.

Refer to Table: 39 and 40

86% of respondents voting online cited convenience as the primary reason for choosing the Internet voting option

Convenience appears to be the primary reason that respondents chose the online voting option. More specifically, over eight in ten (86%) said that they voted online because of the convenience of the method. Exactly three in ten said that they 'wanted to try something new and this is why they decided to vote online.

In terms of age differences, those between the ages of 18 to 34 are slightly more likely than those 55 and older to say that they voted online because of the convenience of the method.

Refer to Table: 41 and 42

Most online voters found out about the 2003 municipal election from direct mail information or community newspaper

Most online voters found out about this year's election through information received in the mail or their community newspaper. Posters and the candidates themselves were also used as sources of information on the election.

Some online voters found out about the 2003 election through the “Markham Votes” web site.

In terms of age differences, those between the ages of 18 and 34 were less likely to find out about the election through a community newspaper or the candidates themselves compared to those 35 and older.

Refer to Table: 43 and 44

99% of online voters were satisfied overall with the online voting process

Overall, online voters were very satisfied with the online voting process. Specifically, over three-quarters (78%) were ‘very satisfied’ with the process, while an additional 21% were ‘satisfied’ with the online voting process. Only 1% of the sample reported ‘not being satisfied’. This suggests that the online voting process was a good experience for respondents and validated their primary reason for choosing to vote online – convenience.

Refer to Table: 45 and 46

100% of online respondents are likely to vote online in future elections

All respondents are ‘likely’ to vote online in a future election, with over nine in ten (93%) saying that they would be ‘very likely’ to vote online in a future election. This proportion is consistent across both gender and age breaks.

Refer to Table: 47 and 48

79% of online respondents voted online from their home computer

Most respondents who voted online in this year’s election voted online from home. Specifically, close to eight in ten (79%) voted from home, while 13% voted from the office. These results are relatively consistent across gender and age groups, although those who are 18 to 34 are more likely to have voted online while they were out-of-town or on vacation.

Refer to Table: 49 and 50

Findings Related to the "Markham Votes" Web Site:

28% of respondents used the Interactive Guide on the "Markham Votes" web site

Just over one-quarter (28%) used the Interactive Guide on the "Markham Votes" web site before or during the election period. In terms of gender differences, slightly more males than females said that they used the Interactive Guide. There are no significant differences by age group.

Refer to Table: 51 and 52

70% of online respondents used the Interactive Guide to find out how to register to vote

Among those who visited the "Markham Votes" web site and used the Interactive Guide, the primary uses were to obtain information on 'How to register to vote' and 'When to vote'. Specifically, seven in ten respondents used the Interactive Guide to find out how to register to vote and 53% used it to find out when to vote.

Refer to Table: 53 and 54

96% found the information on the "Markham Votes" web site to be useful

Among those who used the Interactive Guide on the "Markham Votes" web site, most found the information on the site and in the Guide to be 'useful'. Specifically, 52% found the information to be 'very useful', while 44% found it to be 'useful'. Only 4% of respondents found the information to be not useful to them.

There are no significant differences by gender. In terms of age, older respondents in the sample (55 and older) are more likely to consider the information on the "Markham Votes" web site to be 'very useful'.

Refer to Table: 55 and 56

99% of online respondents would find the "Markham Votes" web site to be helpful for future elections

Most respondents who visited the "Markham Votes" web site and used the Interactive Guide would find the site to be 'helpful' for future elections. Specifically, over six in ten (63%) said it would be 'very helpful' and 36% said they it would be 'helpful'.

There are no significant differences by gender. In terms of age, older respondents (55 and older) are more likely than those under 55 to find the site to be 'very helpful' for future elections.

Refer to Table: 57 and 58

Findings Related to the Town of Markham Telephone Voter Information Line:

Only 8% of online respondents used the Town of Markham voter telephone information line

Fewer than one in ten respondents (8%) used the voter information line offered by the Town of Markham. There are no significant differences by gender or age group.

Over nine in ten who used the voter information line offered by the Town of Markham were 'satisfied' with the service provided. In terms of age differences, older respondents (those 55 and older) are more likely than those under 54 years of age to be 'very satisfied' with the service provided by the voter information line.

Refer to Tables 61, 62

Comparison of In-Person and Online Surveys

Of 3,455 online voters and nearly 1,000 in-person voters surveyed, the vast majority of respondents indicated they will likely vote online in a future election if the option is available. The findings indicated that online voters tended to be younger, had a stronger educational background and a higher household income. Furthermore, it is also interesting to note that citizens who cast their ballot online would not be considered early adopters of computer or Internet technology. Findings suggested that both online and in-person voters are consistent in their access and usage of computers and Internet.

In order to obtain a detailed picture of the factors influencing or deterring voters from voting online, comparative data was analyzed from four perspectives; the municipal election, the "Markham Votes" web site, home computer and Internet use and demographic profile.

Findings Related to the Town of Markham Municipal Election:

Internet voting attracted more of those who did not vote in the previous municipal election

More who voted online in 2003 election indicated they did not vote in the 2000 election. As the online voting method was the first voting method 25% of online respondents were exposed to since the previous election and the overall reaction was positive, this bodes well for continued future use of the method. The results also suggest that the online voting method may have acted as a 'driver' for people to vote.

Refer to Table: 77

Online and in-person voters tended to use different sources of information to learn about the 2003 municipal election

Most online voters found out about this year's election through information received in the mail or their community newspaper. In-person voters, on the other hand, were more likely to find out about this year's election through information received from the 'media' (encompassing television and radio). In-person voters also found out about this year's election through information received in their community newspaper, albeit to a slightly lesser degree than online voters. However, posters and the candidates' canvassing were equally effective methods of building awareness about the 2003 municipal election for both voting groups.

Refer to Table: 78

A significant proportion of online and in-person respondents indicated they are likely to vote online in future election if the option is available

All online respondents are 'likely' to vote online in a future election, with over nine in ten (93%) saying that they would be 'very likely' to vote online in a future election. Almost seven in ten (69%) of in-person respondents said that they would be 'likely' to vote online in a future election, with over four in ten (42%) saying that they would be 'very likely' to do so.

These results are very promising for the future of online voting, as all who used the method are all likely to do so again, as well, a significant proportion of voters who used the 'traditional' method are likely to try it out in a future election. This suggests that future uptake of the method will be significant.

Refer to Table: 79

Findings Related to the "Markham Votes" Web site:

The Interactive Guide on the "Markham Votes" web site was used consistently between the two voting groups surveyed

A relatively equal proportion of in-person and online voters (23% and 28%, respectively) used the Interactive Guide on the "Markham Votes" web site before or during the election period.

Refer to Table: 80

Both in-person and online voters who used the Interactive Guide did so to find out how to register to vote

Among both in-person and online voters who visited the "Markham Votes" web site and used the Interactive Guide, the primary uses were to obtain information on 'How to register to vote' and 'When to vote'. Interestingly, in-person voters who used the Interactive Guide tended to use it to find out more election information than those who voted online. For instance, more in-person voters used the site to find out where they could vote and why they should vote.

Refer to Table: 81

Both in-person and online voters found the information on the "Markham Votes" web site to be useful

Among both in-person and online voters who used the Interactive Guide on the "Markham Votes" web site, most found the information on the site and in the Guide to be 'useful' overall. Online voters were slightly more likely to find the information contained on the site and in the Guide to be 'very useful' (52% vs. 34% of in-person voters), however, usefulness scores overall are consistent.

This indicates that the information on the site and in the Guide was what voters expected and it helped them during the election period.

Refer to Table: 82

Comparison of In-Person and Online Survey Respondents:

The type of Internet connection was relatively consistent among in-person and online voters

In-person voters are slightly more likely than online voters to have a dial-up Internet connection; however, the majority of both in-person and online voters have a high speed or broadband connection.

Refer to Table: 83

Frequency of Internet use differs among in-person and online voters

Those who voted online are more likely than those who voted in-person to use the Internet on a daily basis. In-person voters are more likely to say that they use the Internet on a weekly or monthly basis.

Refer to Table: 84

Overall, the gender breakdown was consistent for both voting methods

The gender breakdown is consistent for both voting methods, with males slightly more likely to have voted in the 2003 Markham municipal election.

Refer to Table: 85

Ages of the online voters skews slightly younger

When comparing the age ranges of both in-person and online voters, those who voted online tend to skew slightly younger. However, it is interesting to note that 27% of those who voted online were 55 years of age or older.

Refer to Table: 86

Overall, marital status was consistent for both voting methods

Marital status is consistent for both voting methods, with no significant differences to report.

Refer to Table: 87

Those who voted online tended to be more highly educated

In terms of education levels achieved, those who voted online tend to have a slightly higher level of education than those who voted in-person.

Refer to Table: 88

Those who voted online tend to have higher income levels

Those who voted online in the 2003 Markham municipal election tend to have higher income levels than those who voted in-person.

Refer to Table: 89

Examining the Success of Internet Voting

As the survey findings suggest, reaction to Internet voting was extremely positive from both those who voted online and those who voted in-person. While Internet voting accounted for an impressive 17% of the overall voter turnout, it did not contribute to increasing voter turnout in the Town of Markham. Given the overwhelmingly positive survey findings, it was worthwhile to examine the factors specifically relating to all major municipalities across Ontario (populations exceeding 100,000) and the Town of Markham's implementation of Internet voting, prior to making any final conclusions.

Municipal elections, unlike their provincial and federal counterparts, experience historically low voter turnout, ranging from 28 to 32%. Although municipal elections are held consistently every three years in Ontario, it is interesting to note that there was an average decline of 2.57% in voter turnout across major Ontario municipalities since the last election (see Appendix E). This decline may be attributed to "voter burnout" caused by the municipal and provincial elections running only four weeks apart in 2003.

On a municipal level, other factors which can negatively impact voter turnout include the unpredictability of the weather on election day (although weather was not a factor in the 2000 or 2003 Ontario municipal elections) and the lack of a mayoral race. In fact, in Ontario, where an incumbent mayor won the election, there was an average decline of 3.84% in voter turnout. More specifically, when the incumbent mayor won over their nearest competitor by more than 50% of the vote, the average decline grew to 5.72% (see Appendix E). In the Town of Markham, long-standing Mayor, Don Cousens, won with 80% of the overall vote, a spread of 65% over his nearest competitor.

The Town of Markham experienced only a 1.5% decline in overall voter turnout, which is much less than the average decline for major Ontario municipalities where an incumbent mayor won the election without competition. This points to the conclusion that without the success of Internet voting during advance polls, the Town of Markham's voter turnout may have been significantly less.

While this may address how Internet voting helped to reduce the decline in overall voter turnout, it does not answer why more people did not register for Internet voting or why approximately 40% of those who had registered did not vote online. The in-person survey findings indicated that meeting deadlines associated with Internet voting was a major reason for not voting online. Awareness of the deadlines, voter authentication and security were not concerns for those surveyed, rather voters simply chose to miss the voting deadline.

Final Conclusions

Based upon the survey findings and the examination of the success of Internet voting, the following conclusions can be drawn.

- It is reasonable to conclude that Internet voting can be an effective solution for attracting people who did not previously vote in a municipal election
- The convenience of Internet voting as an alternative voting method makes it easier to cast ballots and allow the electoral process to better fit in with changing lifestyles and for those facing accessibility issues
- Voter authenticity and security are not significant concerns among survey respondents indicating the voters are ready to participate in e-democracy driven primarily by convenience
- Given the high penetration of Internet access from home, combined with the fact that 100% of online respondents would use Internet voting in the future, the Town of Markham introduced Internet voting at the appropriate time
- As people become more familiar with Internet voting and municipalities are prepared to adequately invest in voter outreach and education, an increase in voter turnout will be seen and potential cost savings can then be realized
- Internet voting should not be expected to be a cure to voter apathy by itself, or a replacement to traditional voting methods, rather should be viewed as part of a broader multi-channel effort to improve voter participation in the democratic process

While the pioneering efforts of the Town of Markham did not contribute to an overall increase in voter turnout, the Internet cannot be overlooked as a legitimate and effective channel for future municipal elections. This report provides evidence that suggests Internet voting presents a significant opportunity to encourage new and disenfranchised voters to participate in the democratic electoral process. The Town of Markham should be applauded for its, leadership, vision and courage to contribute to the advancement of e-democracy in Canada.

Appendix A – Detailed Findings: In-Person Survey

Of nearly 1,000 in-person voters surveyed, the vast majority of respondents indicated they will likely vote online in a future election.

In order to gain better insight into factors influencing or deterring voters from voting online, data was analyzed from various motivating factors as they relate to; the Markham municipal election, the "Markham Votes" web site and home computer and Internet use.

Findings Related to the Markham Municipal Election

Table 1: Voted in 2000 Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	80	77	83	51	81	92
No	18	21	15	46	17	6
Don't Know	2	2	3	3	2	2
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 2: Voted in 2000 Municipal Election by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Yes	80	83	77
No	18	13	22
Don't Know	2	3	2
D.N.S.	-	1	-
Base Size:	*994*	*188*	*567*

Table 3: Sources for Finding Out About the 2003 Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Media / Television / Radio	44	42	46	35	47	44
Poster(s)	40	39	40	55	42	30
Community newspaper	38	36	40	16	36	50
Information received in the mail	28	28	29	28	29	28
Candidate(s)	21	21	20	28	23	15
Newspapers (general mention)	8	9	6	13	9	4
Someone told me / From someone I know	7	7	7	18	4	6
Know about it / Know frequency of municipal vote	5	4	6	2	5	6
Phone Message	3	3	2	2	3	2
Other web site	1	1	1	1	1	1
Magazine	1	1	1	1	1	1
www.Markhamvotes.ca – The Interactive Guide flash web site	-	1	-	-	1	-
Other / Misc.	-	1	-	1	-	-
None / Nothing	-	-	-	1	-	-
Don't know	1	1	1	-	1	1
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 4: Sources for Finding Out About the 2003 Municipal Election by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Media / Television / Radio	44	42	44
Poster(s)	40	36	43
Community newspaper	38	39	36
Information received in the mail	28	30	29
Candidate(s)	21	19	23
Newspapers (general mention)	8	4	10
Someone told me / From someone I know	7	9	7
Know about it / Know frequency of municipal vote	5	7	4
Phone Message	3	3	3
Other web site	1	1	1
Magazine	1	1	1
www.Markhamvotes.ca - The Interactive Guide web site (Flash)	-	-	1
Other / Misc.	-	1	1
None / Nothing	-	1	-
Don't know	1	1	-
D.N.S.	-	1	-
Base Size:	*994*	*188*	*567*

Table 5: Awareness of Online Voting Option for 2003 Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	83	82	84	73	85	85
No	17	18	16	27	15	15
Don't Know	-	-	-	1	-	-
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 6: Awareness of Online Voting Option for 2003 Municipal Election by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Yes	83	90	85
No	17	10	16
Don't Know	-	-	-
D.N.S.	-	-	-
Base Size:	*994*	*188*	*567*

Table 7: Reasons for Not Voting Online by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
I missed the registration deadline(s)	33	34	32	33	34	32
Wanted to vote in-person / Had never voted before / Like social aspect of voting / Being with other people	11	11	12	9	11	14
Don't trust / security concerns	9	8	9	9	10	7
I forgot	9	11	8	11	9	9
Limited / no experience using the Internet	8	7	9	3	7	12
Didn't know about online voting / Not aware of online voting	7	6	7	16	4	5
Less trouble / Easier to vote in-person / Convenient location	7	6	7	6	7	5
Did not understand the online voting process	4	5	3	3	5	3
Time limitations / Didn't have the time / On vacation	4	3	4	1	5	2
Technical problems	3	3	3	1	4	3
Other / Misc.	3	3	3	1	3	3
Don't have a computer / Internet	2	2	3	2	1	3
Don't know	2	2	2	3	1	3
Needed to take other people to vote	1	1	1	4	-	-
None / Nothing	1	1	2	1	2	-
D.N.S.	1	-	1	-	1	-
Base Size (those who have Internet access):	*790*	*421*	*366*	*158*	*381*	*245*

Table 8: Likelihood of Voting Online in Next Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Very likely	42	46	38	53	48	30
Likely	27	26	28	31	30	22
Not likely	12	9	16	8	10	17
Not likely at all	18	18	18	7	12	30
D.N.S.	1	1	1	2	1	2
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 9: Likelihood of Voting Online in Next Municipal Election by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Very likely	42	48	51
Likely	27	29	29
Not likely	12	9	10
Not likely at all	18	14	10
D.N.S.	1	-	1
Base Size:	*994*	*188*	*567*

Table 10: Reasons for Disinterest in Voting Online in Next Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Not computer literate / Don't know how to use computer / Don't have a computer / Don't have Internet	41	39	43	39	20	53
Prefer to vote in-person	38	39	37	27	51	32
Security concerns	18	20	16	19	28	13
Like the social aspect of voting / See / Be with other people	12	13	11	19	13	10
Other / Misc.	4	4	4	8	5	2
None / Nothing	1	1	1	4	-	1
Don't know	1	1	2	-	3	1
Base Size (those who are unlikely to vote online in the next election):	*301*	*141*	*159*	*26**	*93*	*180*

* *Note: Small Base Size*

Table 11: Reasons for Disinterest in Voting Online in Next Election by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Not computer literate / Don't know how to use computer / Don't have a computer / Don't have Internet	41	21	23
Prefer to vote in-person	38	47	46
Security concerns	18	23	21
Like the social aspect of voting / See / Be with other people	12	21	14
Other / Misc.	4	2	6
None / Nothing	1	-	1
Don't know	1	-	4
D.N.S.	1	-	2
Base Size (those who are unlikely to vote online in the next election):	*301*	*43**	*110*

* *Note: Small Base Size*

Findings Related to the "Markham Votes" Web Site

Table 12: Awareness of "Markham Votes" Web site by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	59	60	58	52	58	64
No	40	40	40	48	41	35
Don't Know	1	-	1	-	1	1
D.N.S.	-	-	1	-	-	-
Base Size (those who have Internet access):	*790*	*421*	*366*	*158*	*381*	*245*

Table 13: Awareness of "Markham Votes" Web site by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Yes	59	66	57
No	40	33	42
Don't Know	1	1	1
D.N.S.	-	1	-
Base Size (those who have Internet access):	*790*	*186*	*565*

Table 14: Use of Interactive Guide on www.Markhamvotes.ca by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	23	25	21	33	26	15
No	75	73	78	63	72	84
Don't Know	2	2	1	1	2	1
D.N.S.	-	1	-	2	-	-
Base Size (those aware of "Markham Votes" web site):	*464*	*252*	*211*	*82*	*220*	*157*

Table 15: Use of Interactive Guide on www.Markhamvotes.ca by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	**Type of Internet Connection**	
		Dial-up	High Speed
Yes	23	16	27
No	75	82	71
Don't Know	2	3	1
D.N.S.	-	-	-
Base Size (those aware of "Markham Votes" web site):	*464*	*122*	*323*

Table 16: Primary Uses of the "Markham Votes" Web site by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
How to register to vote	70	73	67	70	77	52
When to vote	68	71	64	74	75	44
Where to vote	65	63	67	74	68	44
Why vote	37	36	40	41	37	35
FAQ about the voting process	27	24	31	33	23	30
List of candidates	7	5	9	4	5	13
Just looking / General Interest / Nothing Specific	4	5	2	-	4	9
Other / Misc.	8	10	4	7	7	9
D.N.S.	3	2	4	-	2	9
Base Size (those who used "Markham Votes" web site):	*107*	*62**	*45**	*27**	*57**	*23**

** Note: Small Base Size*

Table 17: Primary Uses of the "Markham Votes" Web site by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
How to register to vote	70	58	73
When to vote	68	53	72
Where to vote	65	53	67
Why vote	37	21	41
FAQ about the voting process	27	26	27
List of candidates	7	5	7
Just looking / General Interest / Nothing Specific	4	5	3
Other / Misc.	8	21	5
D.N.S.	3	11	1
Base Size (those who used "Markham Votes" web site):	*107*	*19**	*88*

* *Note: Small Base Size*

Table 18: Usefulness of Information on the "Markham Votes" Web site by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Very useful	34	32	36	56	26	26
Useful	59	58	60	41	68	57
Not useful	4	5	2	-	5	4
Not useful at all	1	2	-	-	-	4
D.N.S.	3	3	2	4	-	9
Base Size (those who used "Markham Votes" web site):	*107*	*62**	*45**	*27**	*57**	*23**

* *Note: Small Base Size*

Table 19: Usefulness of Information on the "Markham Votes" Web site by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Very useful	34	21	36
Useful	59	53	60
Not useful	4	11	2
Not useful at all	1	5	-
D.N.S.	3	11	2
Base Size (those who used "Markham Votes" web site):	*107*	*19**	*88*

* *Note: Small Base Size*

Findings Related to the Home Computer and Internet Use

Table 20: Home Computer Ownership by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	83	84	82	89	93	67
No	17	16	18	11	6	32
D.N.S.	-	1	-	1	-	1
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 21: Age of Home Computer by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Less than 1 year old	20	22	17	21	22	15
1 to 3 years old	48	50	46	56	47	44
More than 3 years old	31	27	35	23	30	38
No computer in household	-	-	-	-	-	-
Don't Know	1	1	1	-	1	3
D.N.S.	-	-	-	-	-	-
Base Size (those who have a home computer):	*821*	*431*	*387*	*159*	*398*	*258*

Table 22: Age of Home Computer by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Less than 1 year old	20	13	23
1 to 3 years old	48	43	51
More than 3 years old	31	44	24
No computer in household	-	-	-
Don't Know	1	1	1
D.N.S.	-	-	-
Base Size (those who have a home computer):	*821*	*181*	*552*

Table 23: Have Access to a Computer with Internet Connection by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	80	82	77	88	89	64
No	20	17	22	12	10	34
Don't Know	1	1	-	-	-	1
D.N.S.	-	1	-	-	-	1
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 24: Type of Internet Connection by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Dial-up (modem)	24	25	22	16	23	30
High speed (DSL/Cable)	72	71	72	82	75	60
No Internet connection at home	-	-	-	-	-	-
Don't Know	3	3	4	-	2	8
D.N.S.	2	1	2	2	1	2
Base Size (those who have Internet access):	*790*	*421*	*366*	*158*	*381*	*245*

Table 25: Frequency of Using the Internet by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Daily	68	72	64	80	70	57
Weekly	18	17	21	15	19	20
Monthly	5	4	6	3	5	7
Not very often / Seldom	2	2	1	1	1	3
Never	6	5	7	1	5	11
Other / Misc.	-	-	-	-	-	1
None / Nothing	-	-	-	-	-	-
Don't know	-	-	-	-	-	-
D.N.S.	1	1	-	1	-	1
Base Size (those who have Internet access):	*790*	*421*	*366*	*158*	*381*	*245*

Table 26: Frequency of Using the Internet by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	**Type of Internet Connection**	
		Dial-up	High Speed
Daily	68	59	75
Weekly	18	30	15
Monthly	5	7	4
Not very often / Seldom	2	1	1
Never	6	4	1
Other / Misc.	-	-	4
None / Nothing	-	-	-
Don't know	-	-	-
D.N.S.	1	-	1
Base Size (have Internet access):	*790*	*186*	*565*

Respondent Profile: In-Person Survey

Table 27: Gender Breakdown

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Male	52	100	-	51	50	54
Female	48	-	100	49	49	45
D.N.S.	-	-	-	-	1	1
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 28: Gender by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Male	52	55	53
Female	48	45	47
D.N.S.	-	-	-
Base Size:	*994*	*188*	*567*

Table 29: Age Breakdown

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
18 to 24	6	6	6	34	-	-
25 to 34	12	12	12	66	-	-
35 to 44	19	18	20	-	44	-
45 to 54	24	23	25	-	56	-
55 to 64	20	21	18	-	-	51
65 and over	19	19	19	-	-	49
Refused	-	-	1	-	-	-
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*567*

Table 30: Age by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
18 to 24	6	4	9
25 to 34	12	10	14
35 to 44	19	26	21
45 to 54	24	20	30
55 to 64	20	19	19
65 and over	19	21	8
Refused	-	-	-
D.N.S.	-	1	-
Base Size:	*994*	*188*	*567*

Table 31: Marital Status by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Single	16	14	19	60	9	4
Married	75	80	68	38	84	81
Common Law	1	1	1	1	2	1
Divorced	4	3	5	1	5	4
Widow/Widower	4	2	7	-	1	10
Don't know	-	-	-	-	-	-
D.N.S.	-	-	1	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 32: Marital Status by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Single	16	16	18
Married	75	77	75
Common Law	1	2	1
Divorced	4	3	4
Widow/Widower	4	2	2
Don't know	-	-	-
D.N.S.	-	1	-
Base Size:	*994*	*188*	*567*

Table 33: Educational Background by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Some high school	7	7	7	5	3	12
Graduated high school	19	20	19	10	19	25
Some university or college	18	14	22	28	17	15
Graduated university or college	36	38	34	46	42	26
Some graduate school	4	5	3	2	4	4
Graduate Degree	14	14	13	9	14	16
D.N.S.	2	1	2	-	1	2
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 34: Educational Background by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Some high school	7	4	5
Graduated high school	19	15	13
Some university or college	18	16	21
Graduated university or college	36	46	40
Some graduate school	4	3	5
Graduate Degree	14	13	16
D.N.S.	2	2	1
Base Size:	*994*	*188*	*567*

Table 35: Household Income by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Under $20,000	5	5	6	5	4	7
$20,000 - $29,999	7	8	7	12	6	7
$30,000 - $54,999	19	21	16	20	20	17
$55,000 - $84,999	18	20	17	17	20	18
$85,000 - $109,999	13	13	12	14	14	11
$110,000 - $139,999	9	9	9	10	10	8
$140,000 or more	10	11	9	6	14	8
Don't know	4	3	6	10	2	4
Refused	14	11	18	7	11	20
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 36: Household Income by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Under $20,000	5	3	4
$20,000 - $29,999	7	6	6
$30,000 - $54,999	19	20	18
$55,000 - $84,999	18	24	18
$85,000 - $109,999	13	16	14
$110,000 - $139,999	9	8	13
$140,000 or more	10	9	13
Don't know	4	3	3
Refused	14	12	11
D.N.S.	-	-	-
Base Size:	*994*	*188*	*567*

Table 37: Location of Interviews Segmented by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Thornhill Community Centre	3	3	3	1	1	6
Armadale Community Centre	15	21	9	32	18	4
Markham Civic Centre	21	21	22	15	18	27
Henderson Ave Public School	8	6	10	1	5	13
Cornell Village Public School	5	4	6	4	6	4
St. Rene Goupil Catholic School	5	4	6	2	4	7
St. Monica Catholic School	10	9	11	8	12	9
William Berczy Public School	8	7	10	2	10	10
Armadale Public School	8	6	10	15	9	3
Raymer Wood Public School	7	8	6	11	8	5
Milikin Mills Public School	10	11	9	10	9	12
D.N.S.	-	-	-	-	-	-
Base Size:	*994*	*515*	*475*	*179*	*426*	*383*

Table 38: Location of Interview by Type of Internet Connection

	% of total respondents		
	TOTAL SAMPLE	Type of Internet Connection	
		Dial-up	High Speed
Thornhill Community Centre	3	3	1
Armadale Community Centre	15	14	18
Markham Civic Centre	21	23	20
Henderson Ave Public School	8	9	5
Cornell Village Public School	5	7	5
St. Rene Goupil Catholic School	5	4	6
St. Monica Catholic School	10	9	12
William Berczy Public School	8	9	8
Armadale Public School	8	6	9
Raymer Wood Public School	7	7	8
Milikin Mills Public School	10	9	9
D.N.S.	-	-	-
Base Size:	*994*	*188*	*567*

Appendix B – Detailed Findings: Online Survey

Of the 3,655 online voters surveyed, their reactions to the Internet voting process was very positive overall, and the vast majority of online respondents indicated they will likely vote online in a future election.

In order to gain better insight into factors influencing or deterring voters from voting online, data was analyzed from various motivating factors as they relate to; the Town of Markham municipal election, the "Markham Votes" web site and home computer and Internet use.

Findings Related to the Markham Municipal Election

Table 39: Voted in 2000 Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	71	72	71	46	74	86
No	25	25	25	47	22	11
Don't Know	4	4	4	6	4	3
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 40: Voted in 2000 Municipal Election by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Yes	71	74	71	71	70	78
No	25	23	25	25	25	20
Don't Know	4	3	4	4	5	2
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 41: Reasons for Choosing to Vote Online by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Convenience	86	86	86	90	83	84
Wanted to try something new	30	32	29	26	32	32
Work / Friends / Family	7	7	9	11	6	7
Tried the demo	5	6	3	3	4	6
Was out of town	5	5	6	12	2	4
Spoke to Town of Markham representative when called Voter Info Line	1	1	1	1	1	1
Candidates' suggestion	1	1	1	1	1	1
Other	5	5	5	4	6	5
None of the above	1	1	-	-	-	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 42: Reasons for Choosing to Vote Online by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Convenience	86	84	87	87	84	82
Wanted to try something new	30	37	30	31	33	27
Work / Friends / Family	7	5	8	6	11	27
Tried the demo	5	3	5	5	3	2
Was out of town	5	6	5	6	2	2
Spoke to Town of Markham representative when called Voter Info Line	1	1	1	1	1	-
Candidates' suggestion	1	1	1	1	-	-
Other	5	5	5	5	5	3
None of the above	1	-	1	-	-	3
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 43: Popular Sources of Information about the 2003 Municipal Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Information received in the mail	66	65	68	63	67	69
Community newspaper	56	55	58	39	62	60
Posters	36	36	39	38	39	33
Candidates	22	23	22	18	25	23
www.Markhamvotes.ca - The Interactive Guide Web site	12	13	11	13	13	12
Phone Message	6	5	7	4	6	8
Magazine	3	3	3	2	4	2
Other web site	1	2	1	1	2	1
Other	9	9	11	11	9	10
None of the above	1	1	1	1	1	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 44: Popular Sources of Information about the 2003 Municipal Election by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Information received in the mail	66	66	67	67	64	70
Community newspaper	56	62	56	56	58	57
Posters	36	40	37	37	39	30
Candidates	22	24	23	23	20	22
www.Markhamvotes.ca - The Interactive Guide Web site	12	11	13	13	9	7
Phone Message	6	8	6	6	10	3
Magazine	3	3	3	3	2	10
Other web site	1	1	2	2	1	2
Other	9	9	10	10	9	12
None of the above	1	1	1	1	1	2
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 45: Level of Satisfaction with the Online Voting Process by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Very satisfied	78	79	79	75	80	79
Satisfied	21	20	21	24	19	20
Not satisfied	1	1	-	-	1	1
Not satisfied at all	-	-	-	-	-	-
Net: Very/Somewhat Satisfied	99	99	99	100	99	99
Net: Not satisfied / Not Satisfied at all	1	1	1	-	1	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 46: Level of Satisfaction with the Online Voting Process by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	**Internet Connection**		**Frequency of Internet Use**		
		Dial-up	High Speed	Daily	Weekly	Monthly
Very satisfied	78	74	80	79	78	67
Satisfied	21	25	20	20	22	33
Not satisfied	1	1	1	1	-	-
Not satisfied at all	-	-	-	-	-	-
Net: Very/Somewhat Satisfied	**99**	**99**	**99**	**99**	**100**	**100**
Net: Not satisfied / Not Satisfied at all	**1**	**1**	**1**	**1**	**-**	**-**
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

** Note: Small Base Size*

Table 47: Likelihood of Voting Online in a Future Election by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Very likely	93	93	93	92	94	92
Likely	7	7	7	8	6	7
Not likely	-	-	-	-	-	
Not likely at all	-	-	-	-	-	
Net: Very / Likely	**100**	**100**	**100**	**100**	**100**	**99**
Net: Not likely / Not likely at all	**-**	**-**	**-**	**-**	**-**	**1**
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 48: Likelihood of Voting Online in a Future Election by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	**Internet Connection**		**Frequency of Internet Use**		
		Dial-up	High Speed	Daily	Weekly	Monthly
Very likely	93	90	94	94	88	85
Likely	7	9	6	6	11	15
Not likely	-	1	-	-	-	-
Not likely at all	-	-	-	-	-	-
Net: Very / Likely	**100**	**99**	**100**	**100**	**100**	**100**
Net: Not likely / Not likely at all	**-**	**1**	**-**	**-**	**-**	**-**
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 49: Location of Voting by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Home	79	83	81	74	81	90
Work	13	13	13	13	17	7
Library	-	-	-	-	-	1
Out of Town/vacation	3	3	3	10	1	1
Other and text	-	-	-	-	-	-
Not stated / refused	5	1	2	4	-	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 50: Location of Voting by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Home	79	90	83	82	87	87
Work	13	6	12	14	11	7
Library	-	-	-	-	1	-
Out of Town/vacation	3	3	3	3	1	3
Other and text	-	-	-	-	-	-
Not stated / refused	5	2	1	1	-	3
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Findings Related to the "Markham Votes" Web site

Table 51: Use of the Interactive Guide by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	28	31	26	26	28	31
No	60	60	60	61	63	53
Don't know	12	10	15	13	10	16
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 52: Use of the Interactive Guide by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Yes	28	21	30	30	20	12
No	60	63	59	59	61	78
Don't know	12	17	11	12	19	10
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 53: Use of the Interactive Guide for Specific Information by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
How to register to vote	70	69	73	57	76	71
When to vote	53	55	51	50	56	51
Where to vote	22	21	24	25	25	16
Why vote	7	7	7	8	7	8
FAQ about the voting process	18	18	17	16	19	17
Other	3	3	3	3	4	1
None of the above	19	20	19	29	15	19
Base Size (those who used the Interactive Guide):	*1001*	*567*	*425*	*200*	*489*	*303*

Table 54: Use of the Interactive Guide for Specific Information by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
How to register to vote	70	69	72	71	71	86
When to vote	53	50	54	53	47	86
Where to vote	22	18	23	22	19	29
Why vote video	7	6	7	7	9	-
FAQ about the voting process	18	13	19	18	9	-
Other	3	2	3	3	2	-
None of the above	19	21	18	19	19	14
Base Size (those who used the Interactive Guide):	*1001*	*115*	*856*	*917*	*58**	*7**

* *Note: Small Base Size*

Table 55: Usefulness of Information on "Markham Votes" Web site / Interactive Guide by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Very useful	52	52	53	46	51	60
Useful	44	44	45	49	46	38
Not useful	3	3	2	4	3	2
Not useful at all	1	1		2	-	-
Net: Very / Likely	96	96	97	95	97	98
Net: Not useful / Not useful at all	4	4	3	5	3	2
Base Size (those who used the Interactive Guide):	*1001*	*567*	*425*	*200*	*489*	*303*

Table 56: Usefulness of Information on "Markham Votes" Web site / Interactive Guide by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Very useful	52	48	53	53	48	57
Useful	44	50	43	43	52	43
Not useful	3	3	3	3	-	-
Not useful at all	1	-	1	1	-	-
Net: Very / Likely	**96**	**97**	**97**	**96**	**100**	**100**
Net: Not useful / Not useful at all	**3**	**3**	**3**	**4**	**-**	**-**
Base Size (those who used the Interactive Guide):	*1001*	*115*	*856*	*917*	*58**	*7**

** Note: Small Base Size*

Table 57: Helpfulness of "Markham Votes" Web site / Interactive Guide for Future Elections by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Very helpful	63	64	62	59	61	70
Helpful	36	35	37	40	38	29
Not helpful	1	1	1	1	2	1
Not helpful at all	-	-	-	1	-	-
NET: Very / Likely	**98**	**98**	**99**	**99**	**98**	**99**
NET: Not helpful / Not helpful at all	**1**	**2**	**1**	**1**	**2**	**1**
Not stated / refused	-	-	-	-	-	-
Base Size (those who used the Interactive Guide):	*1001*	*567*	*425*	*200*	*489*	*303*

Table 58: Helpfulness of "Markham Votes" Web site / Interactive Guide for Future Elections by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Very helpful	63	54	64	64	57	86
Helpful	36	44	35	35	43	14
Not helpful	1	3	1	1	-	-
Not helpful at all	-	-	-	-	-	-
NET: Very / Likely	**98**	**97**	**99**	**99**	**100**	**100**
NET: Not helpful / Not helpful at all	**1**	**3**	**1**	**1**	**-**	**-**
Not stated / refused	-	-	-	-	-	-
Base Size (those who used the Interactive Guide):	*1001*	*115*	*856*	*917*	*58**	*7**

* *Note: Small Base Size*

Findings Related to the Town of Markham Voter Information Line

Table 59: Use of the Town of Markham Voter Info Line by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Yes	8	9	7	7	7	10
No	92	91	93	93	93	90
Don't know	-	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 60: Use of the Town of Markham Voter Info Line by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Yes	8	7	8	8	5	2
No	92	93	92	92	95	98
Don't know	-	-	-	-	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 61: Satisfaction with Service Provided by Voter Info Line by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Very satisfied	65	63	68	55	66	71
Satisfied	27	30	23	37	26	22
Not satisfied	4	3	5	4	5	3
Not satisfied at all	4	4	3	4	3	4
NET: Very/Somewhat Satisfied	**92**	**93**	**92**	**92**	**92**	**93**
NET: Not satisfied / Not Satisfied at all	**8**	**7**	**8**	**8**	**8**	**7**
Base Size (those who called the info line):	*278*	*157*	*120*	*51**	*130*	*95*

* *Note: Small Base Size*

Table 62: Satisfaction with Service Provided by Voter Info Line by Type of Internet Connection and Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	**Internet Connection**		**Frequency of Internet Use**		
		Dial-up	High Speed	Daily	Weekly	Monthly
Very satisfied	65	70	65	65	79	100
Satisfied	27	24	28	29	7	-
Not satisfied	4	3	4	4	7	-
Not satisfied at all	4	3	3	3	7	-
NET: Very/Somewhat Satisfied	**92**	**95**	**93**	**93**	**86**	**100**
NET: Not satisfied / Not Satisfied at all	**8**	**5**	**7**	**7**	**14**	**-**
Not stated / refused	-	-	-	-	-	-
Base Size (those who called the info line):	*278*	*37**	*221*	*260*	*14**	*1**

* *Note: Small Base Size*

Respondent Profile: Online Survey

Table 63: Type of Internet Connection by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Dial-up (modem)	15	16	16	9	14	24
High-speed (DSL/Cable)	78	82	80	88	82	74
Other text	2	2	3	2	2	2
Don't Know	-	-	-	-	-	-
Not stated / refused	5	1	1	1	1	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 64: Type of Internet Connection by Frequency of Internet Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Dial-up (modem)	15	100	-	14	30	27
High-speed (DSL/Cable)	78	-	100	83	65	70
Other text	2	-	-	2	5	3
Don't Know	-	-	-	-	-	-
Not stated / refused	5	-	-	1	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 65: Frequency of Internet Use by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Daily	85	92	85	95	89	83
Weekly	8	6	10	5	9	9
Monthly	2	1	3	-	2	3
This is my first time	2	1	3	-	1	5
Not stated / refused	4	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 66: Frequency of Internet Use by Type of Internet Connection

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Daily	85	79	90	100	-	-
Weekly	8	16	7	-	100	-
Monthly	2	3	2	-	-	100
This is my first time	2	2	2	-	-	-
Not stated / refused	4	-	-	-	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 67: Gender Breakdown

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Male	51	100	-	49	51	58
Female	45	-	100	51	49	42
Not stated / refused	4	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 68: Gender Breakdown by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Male	51	52	53	55	41	32
Female	45	47	47	45	59	68
Not stated / refused	4	1	-	-	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 69: Age Breakdown

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
18 to 24	9	7	11	42	-	-
25 to 34	12	12	13	58	-	-
35 to 44	22	22	24	-	45	-
45 to 54	27	28	28	-	55	-
55 to 64	19	21	17	-	-	70
65 and over	8	9	7	-	-	30
Not stated / refused	4	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 70: Age Breakdown by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
18 to 24	9	3	10	10	6	2
25 to 34	12	8	13	13	8	-
35 to 44	22	25	22	23	29	15
45 to 54	27	20	29	28	28	30
55 to 64	19	26	18	19	19	28
65 and over	8	16	7	7	10	25
Not stated / refused	4	1	-	-	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 71: Marital Status by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Single	17	17	19	66	6	2
Married	72	78	72	31	88	87
Common Law	2	2	2	1	2	2
Divorced	3	2	4	1	3	3
Widow/Widower	2	1	3	-	1	6
Don't know	1	1	1	-	1	1
Not stated / refused	4	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 72: Marital Status by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Single	17	13	19	19	11	2
Married	72	78	75	74	80	88
Common Law	2	2	2	2	3	2
Divorced	3	3	3	3	3	2
Widow/Widower	2	2	2	1	3	7
Don't know	1	-	1	1	-	-
Not stated / refused	4	1	-	1	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

** Note: Small Base Size*

Table 73: Education Level by Gender and Age

	% of total respondents					
	TOTAL SAMPLE	**Gender**		**Age**		
		Male	Female	18-34	35-54	55+
Some high school	4	3	5	1	2	9
Graduated high school	11	9	15	8	11	16
Some university or college	21	20	24	33	18	20
Graduated university or college	42	46	41	44	50	33
Some graduate school	3	4	3	3	3	4
Graduate Degree	13	17	11	11	15	15
Other	2	1	2	-	1	4
Not stated/refused	4	-	-	-	-	-
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 74: Education Level by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Some high school	4	5	4	3	7	17
Graduated high school	11	15	11	11	18	28
Some university or college	21	22	21	22	17	23
Graduated university or college	42	39	45	45	42	17
Some graduate school	3	4	3	3	6	2
Graduate Degree	13	13	14	15	9	10
Other	2	1	2	1	2	3
Not stated/refused	4	1	1	1	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Table 75: Household Income by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Gender		Age		
		Male	Female	18-34	35-54	55+
Under $20,000	3	3	4	7	2	3
$20,000 - $29,999	3	3	4	5	3	3
$30,000 - $54,999	11	11	12	14	12	10
$55,000 - $84,999	17	18	17	12	18	21
$85,000 - $109,999	15	16	14	12	17	16
$110,000 - 139,999	10	11	9	7	12	10
$140,000 or more	15	17	14	7	21	14
Student	5	4	6	22	-	-
Not applicable	12	12	13	8	11	19
Don't know	5	4	6	7	5	5
Not stated/refused	5	1	1	-	1	1
Base Size:	*3655*	*1850*	*1662*	*757*	*1778*	*973*

Table 76: Household Income by Type of Internet Connection and Frequency of Use

	% of total respondents					
	TOTAL SAMPLE	Internet Connection		Frequency of Internet Use		
		Dial-up	High Speed	Daily	Weekly	Monthly
Under $20,000	3	2	3	3	4	2
$20,000 - $29,999	3	5	3	3	5	7
$30,000 - $54,999	11	14	11	12	13	15
$55,000 - $84,999	17	22	16	17	21	20
$85,000 - $109,999	15	15	15	15	17	5
$110,000 - 139,999	10	6	11	11	7	5
$140,000 or more	15	10	17	17	11	5
Student	5	2	5	5	2	-
Not applicable	12	15	12	11	15	35
Don't know	5	6	5	5	6	7
Not stated/refused	5	2	1	1	-	-
Base Size:	*3655*	*559*	*2854*	*3112*	*289*	*60**

* *Note: Small Base Size*

Appendix C – Comparison of In-Person and Online Surveys

These findings indicate that online voters tend to be younger, have a stronger educational background and a higher household income.

In order to gain better insight into the behavior and demographics of both voting groups, data was analyzed from various motivating factors as they relate to the Town of Markham municipal election, the "Markham Votes" web site and respondent profile.

Findings Related to the Markham Municipal Election

Table 77: Voted in 2000 Municipal Election

	% of total respondents	
	In-person	**Online**
Yes	80	71
No	18	25
Don't Know	2	4
Base Size:	*994*	*3655*

Table 78: Sources for Finding out About the 2003 Municipal Election

	% of total respondents	
	In-person	**Online**
Information received in the mail	28	66
Community newspaper	38	56
Posters	40	36
Candidates	21	22
www.Markhamvotes.ca - The Interactive Guide Web site	-	12
Phone Message	3	6
Media / television / radio	44	4
Magazine	1	3
Someone told me / from someone I know	7	2
Other web site	1	1
Other	-	9
None of the above	-	1
Base Size:	*994*	*3655*

Table 79: Likelihood of Voting Online in a Future Election

	% of total respondents	
	In-person	**Online**
Very likely	42	93
Likely	27	7
Not likely	12	-
Not likely at all	18	-
Net: Very / Likely	**69**	**100**
Net: Not likely / Not likely at all	**30**	**-**
Base Size:	*994*	*3655*

Findings Related to the "Markham Votes" Web site

Table 80: Use of the Interactive Guide

	% of total respondents	
	In-person	**Online**
Yes	23	28
No	75	60
Don't know	2	12
Base Size:	*464*	*3655*

Table 81: Use of the Interactive Guide for Specific Information

	% of total respondents	
	In-person	**Online**
How to register to vote	70	70
When to vote	68	53
Where to vote	65	22
Why vote	37	7
FAQ about the voting process	27	18
Other	8	3
None of the above	-	19
Base Size (those who used the Interactive Guide):	*107*	*1001*

Table 82: Usefulness of Information on "Markham Votes" Web Site / Interactive Guide

	% of total respondents	
	In-person	**Online**
Very useful	34	52
Useful	59	44
Not useful	4	3
Not useful at all	1	1
Net: Very Useful / Useful	**93**	**96**
Net: Not useful / Not useful at all	**5**	**4**
Base Size (those who used the Interactive Guide):	*107*	*1001*

Comparison of In-Person and Online Survey Respondents

Table 83: Type of Internet Connection

	% of total respondents	
	In-person	**Online**
Dial-up (modem)	24	15
High-speed (DSL/Cable)	72	78
Other text	-	2
Don't Know	3	-
Not stated / refused	2	5
Base Size:	*790*	*3655*

Table 84: Frequency of Internet Use

	% of total respondents	
	In-person	**Online**
Daily	68	85
Weekly	18	8
Monthly	5	2
This is my first time	-	2
Not stated / refused	6	4
Base Size:	*790*	*3655*

Table 85: Gender

	% of total respondents	
	In-person	**Online**
Male	52	51
Female	48	45
Not stated / refused	-	4
Base Size:	*994*	*3655*

Table 86: Age

	% of total respondents	
	In-person	**Online**
18 to 24	6	9
25 to 34	12	12
35 to 44	19	22
45 to 54	24	27
55 to 64	20	19
65 and over	19	8
Not stated / refused	-	4
Base Size:	*994*	*3655*

Table 87: Marital Status

	% of total respondents	
	In-person	**Online**
Single	16	17
Married	75	72
Common Law	1	2
Divorced	4	3
Widow/Widower	4	2
Don't know	-	1
Not stated / refused	-	4
Base Size:	*994*	*3655*

Table 88: Education Level

	% of total respondents	
	In-person	**Online**
Some high school	7	4
Graduated high school	19	11
Some university or college	18	21
Graduated university or college	36	42
Some graduate school	4	3
Graduate Degree	14	13
Other	-	2
Not stated/refused	2	4
Base Size:	*994*	*3655*

Table 89: Household Income

	% of total respondents	
	In-person	**Online**
Under $20,000	5	3
$20,000 - $29,999	7	3
$30,000 - $54,999	19	11
$55,000 - $84,999	18	17
$85,000 - $109,999	13	15
$110,000 - 139,999	9	10
$140,000 or more	10	15
Student	-	5
Not applicable	-	12
Don't know	4	5
Not stated/refused	14	5
Base Size:	*994*	*3655*

Appendix D – About the In-Person Survey Locations

Interviewers were placed at the following locations on Saturday, November 1st and Sunday, November 2nd, 2003 from 10am to 6pm:

Saturday, November 1st

Armadale Community Centre

Sunday, November 2nd

Armadale Community Centre

Thornhill Community Centre

One interviewer was placed at the Markham Civic Centre from November 3rd to 7th in order to intercept in-person advance voters. The interviewer's shift was 10am to 8pm.

One interviewer was placed at the following Markham locations on Monday, November 10th, 10am to 8pm:

Hendersen Avenue Public School

St Rene Goupil Catholic School

William Berezy Public School

Raymer Wood Public School

Cornell Village Public School

St. Monica Catholic School

Armadale Public School

Milliken Mills Public School

Interviewers approached potential respondents after they had voted and administered a 5 to 7 minute questionnaire. The completed surveys were then sent to Millward Brown Goldfarb for validation, key punching and data processing. If a survey was found to be incomplete, it was not counted in the final sample size.

To review the gender and age breakdown of the in-person respondents, please refer to the Respondent Profiles or Table 74, where the location of respondents was segmented by respondent age and gender.

Appendix E –Voter Turnout in Major Ontario Municipalities

Change in Voter Turnout for Major Ontario Municipalities 2000-2003

(Municipalities with greater than 100,000 Registered Voters)

Municipality	Population	Voter Turnout 2003	Voter Turnout 2000	Percentage Change in Voter Turnout	Incumbent Won	Percentage of Votes for Mayor	Percentage of Votes for 1st Runner Up	Percentage Difference between Mayor and 1st Runner Up
Barrie	103,710	30.07	37.55	-7.48	No	51	28	23
Brampton	328,428	24.15	31.40	-7.25	Yes	64	36	28
Burlington	150,836	16.55	22.65	-6.10	Yes	100	0	100
Cambridge	110,372	22.00	31.00	-9.00	Yes	76	24	52
Chatham-Kent	107,341	44.80	52.00	-7.20	Yes	47	17	30
Greater Sudbury	155,219	42.60	44.50	-1.90	No	36	21	15
Guelph	106,170	36.75	43.00	-6.25	No	53	40	13
Hamilton	490,268	37.97	42.50	-4.53	No	51	39	12
Kingston	114,195	41.70	42.70	-1.00	No	67	14	53
Kitchener	190,399	21.48	27.89	-6.41	Yes	82	16	66
London	336,539	35.91	32.75	3.16	Yes	54	40	14
Markham	208,615	27.00	28.50	-1.50	Yes	80	15	65
Mississauga	612,925	19.99	25.60	-5.61	Yes	92	3	89
Oakville	144,738	30.00	27.00	3.00	Yes	49	49	0
Oshawa	139,051	27.60	27.60	0.00	No	49	19	30
Ottawa	774,072	33.00	47.00	-14.00	Yes	53	36	17
Richmond Hill	132,030	24.60	22.00	2.60	Yes	62	34	28
St. Catharines	129,170	29.77	27.00	2.77	Yes	32	32	0
Thunder Bay	109,016	56.50	49.29	7.21	No	55	29	27
Toronto	2,481,494	40.18	36.10	4.08	No	43	38	5
Vaughan	182,022	32.00	36.36	-4.36	Yes	63	37	26
Windsor	208,402	44.00	40.82	3.18	No	53	43	10

Source: Statistics Canada, Municipal Clerk's Office, City Web Site, Delvinia Interactive analysis

Analysis of Average Change in Voter Turnout 2000-2003

Criteria for Average Change of Voter Turnout	Average % Change
All Municipalities >100 Registered Voters	-2.57
For Municipalities Where Incumbent Won	-3.84
For Municipalities Where Incumbent Won by >50% of the Votes	-5.72
For Municipalities Where Incumbent did not Run/Win	-0.74
For Municipalities Where Mayor won with <=20% of the Votes	-1.17
For Municipalities Where Mayor won with <=10% of the Votes	3.26

Source: Delvinia Interactive analysis

Appendix F – About the Municipalities on Demand Project

Overview

To execute this research study, Delvinia Interactive Inc. partnered with the Town of Markham and developed a broadband-based interactive web site which featured a full motion video and dynamically presented information about the registration process, voting methods as well as key dates and polling station locations. The web site was called the Interactive Guide and was accessed through the "Markham Votes" web site. After the Interactive Guide was launched on September 8, 2003, through a user survey, Delvinia accumulated data to assess the effectiveness of this web site in communicating the electoral process to the public.

In addition to leading the research, Delvinia Interactive was awarded The Town of Markham's 2003 Voter Outreach Campaign. The campaign's objectives were to evoke a positive public interest in Markham's election process and to encourage citizens to participate more in their local government. Delvinia developed and executed an integrated communications campaign blending offline tactics with the online presence of the Interactive Guide, in order to build voter awareness about the election and Internet voting. As part of the research, the effectiveness of the various communications tactics were also analyzed to enable the Town of Markham to evaluate which tactics influenced voters most.

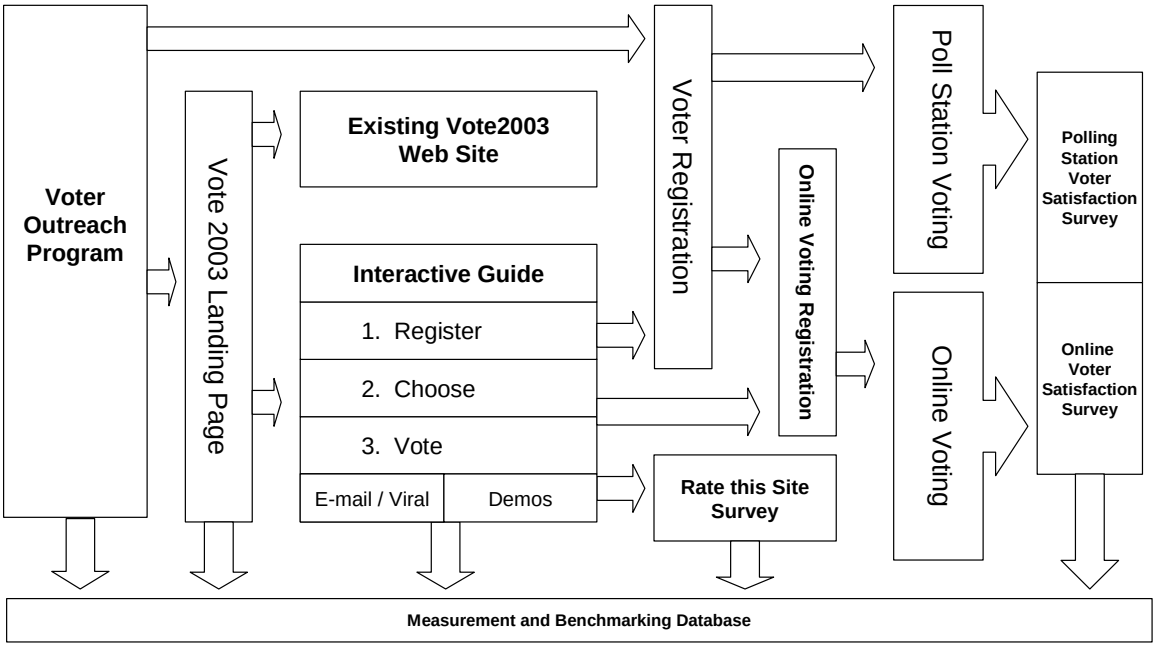
The scope of the Voter Outreach Campaign required Delvinia to develop a theme, creative concepts, manage production of materials and execute media tactics. Delvinia worked closely with the Town of Markham to insure the communications campaign had a 'single-minded' focus and consistency across the entire media mix.

Project Objectives

- Communication Elements
- Develop a positive public interest and awareness in the Town of Markham election process by educating citizens about “how to vote”
- Encourage citizens to participate more in their local government
- Drive people to vote and try online voting
- Increase voter turnout
- Performance Tracking
- Measure effectiveness of various online and off line tactics for communicating the election process
- Gain a better understanding of voters’ profile and needs for future elections

Project Highlights

Program Outline

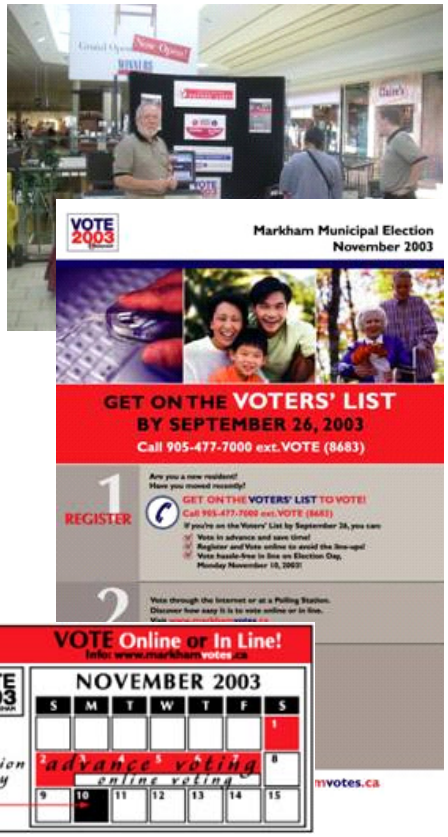


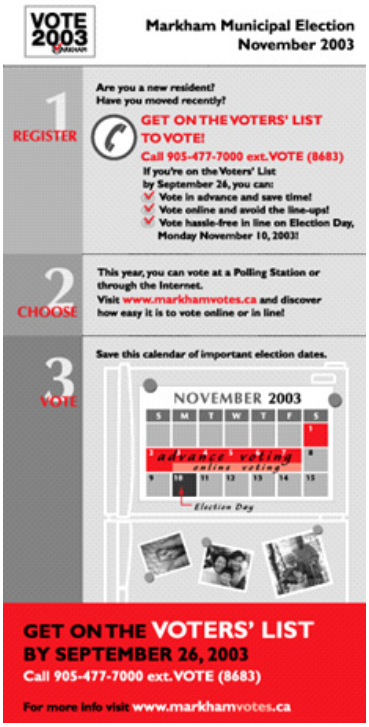
Voter Outreach

- Developed Voter Outreach / Education Program
- Communications Planning
- Concept and Creative Development
- Tactic Execution
- Developed a Brand ID to help voters identify with the voting choices in this years election -- “Vote Online or In Line”

Voter Outreach Tactics

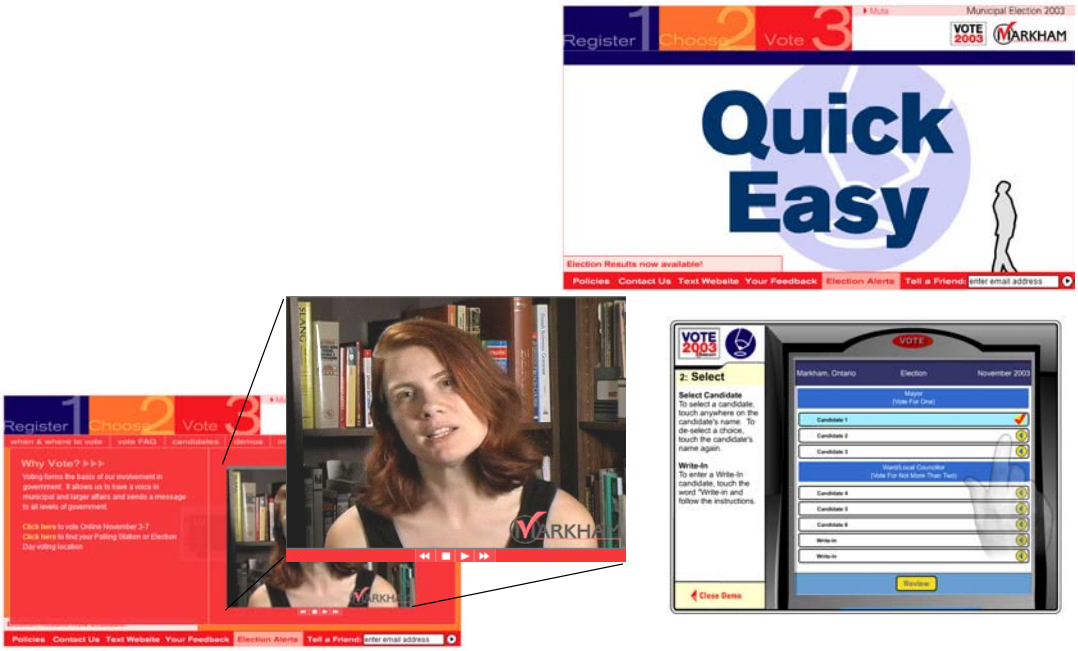
- Direct Mail
- Postcards
- Fridge Magnets
- Newspaper Ads
- Posters
- Web site Promotion
- Promo Links
- Auto Decal
- Shopping Mall Kiosks
- PR / Press Conference
- Voicemail Broadcasts
- Electronic Billboards





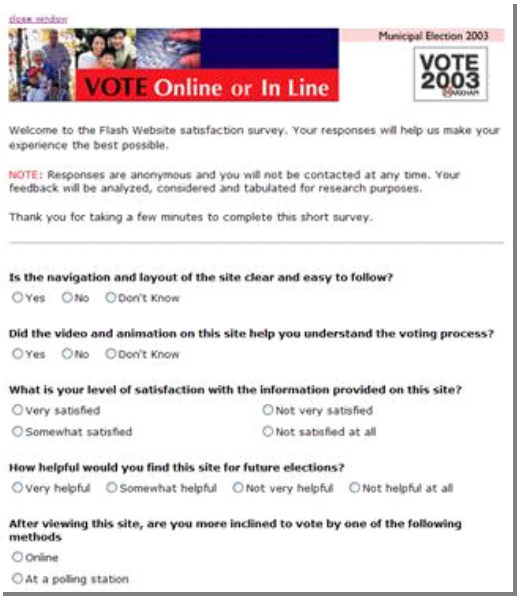
Voter Education Tactics

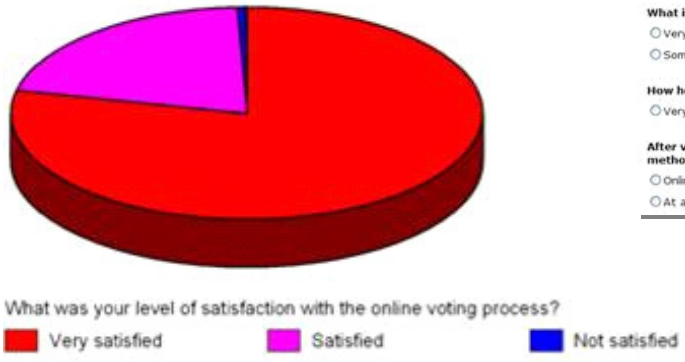
- Produced an innovative web-based Interactive ‘How to Vote’ Guide as central communications piece for Voter Outreach
- Provided interactive online demos for online and touch screen voting
- Produced a “Why Vote” video and streamed over the web
- Signed voters up for electronic Election Alerts (email reminders about registration and election dates)
- Provided customer support through an extensive Frequently Asked Questions section online and voter information phone center



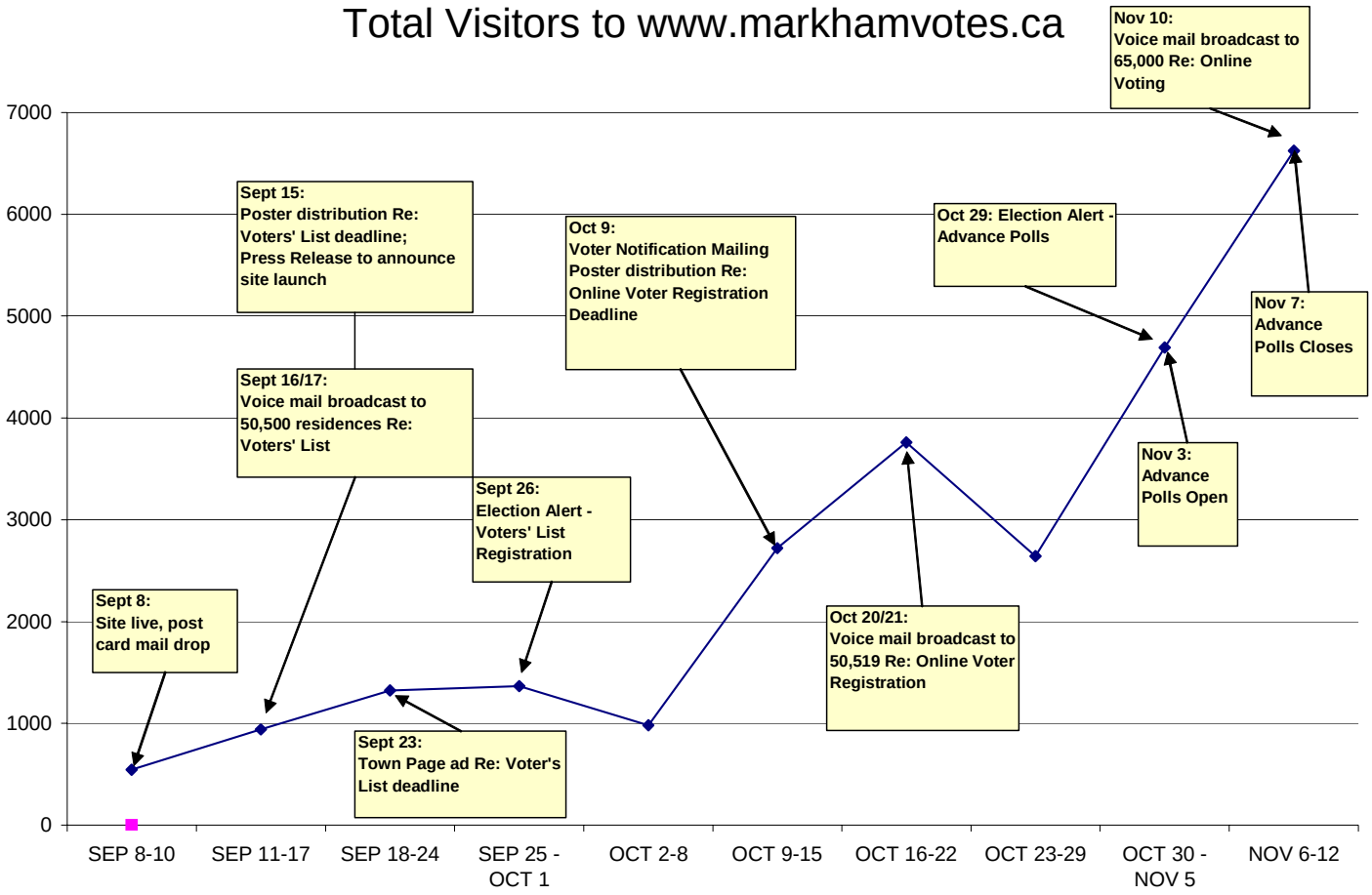
Voter Insight – Research Tactics

- Tracked usage of Interactive Guide
- Conducted web site satisfaction survey
- Conducted post election in-person and online surveys
- Tracked online activity
- Tracked call center activity
- Developed benchmark database





Total Response Based on Marketing and Communications Tactics



Project Outcomes

- Over 19,000 unique visitors to www.Markhamvotes.ca
- Over 12,000 people visited Interactive Guide “How to Vote” web site
- Over 11,700 registered for online voting
- 7,210 people voted online (17% of overall voter turnout)
- Advance polls up by 300% due to online voting
- Over 300 “Rate this Site” online surveys completed
- Over 3,600 online voter surveys completed
- Almost 1,000 in-person polling station voter surveys completed

Appendix G – About Delvinia Interactive Inc.

Delvinia is a leading digital agency specializing in development, planning and execution of high-impact interactive and digital marketing solutions. Using interactive and digital marketing channels, Delvinia is dedicated to helping their organization acquire, retain and better understand their customers. Through their applied research group, Delvinia continues to invest in understanding how people use interactive and digital technologies in communications.

Located in Toronto, Ontario, Delvinia's eclectic team is known for combining the best practices of business communications with the creativity of new media designers to develop interactive communications tools for companies across all vertical markets; from corporate, to not-for-profit or government. Featured clients span the range from provincial, national to international and include RBC Royal Bank, CBC, Harlequin Enterprises, Pfizer Canada, City of Toronto and Canadian Heritage.

Delvinia Interactive is considered to be one of the area's most long-standing and unique agencies in the media industry. Since 1998, Delvinia has demonstrated a commitment to the ongoing growth of the digital marketing industry. Having conducted studies into the health and needs of the new media industry, Delvinia has drafted policy recommendations for every level of government, and has participated in HR initiatives to ensure that the industry has the skills necessary to meet evolving customer demands. Delvinia functions on the core promise to develop innovative and dynamic ideas and demonstrate an unbridled commitment to translate clients' business goals into engaging and profitable user experiences.

For more information, please visit **www.delvinia.com** or call (416) 364-1455.

Appendix H – About the Town of Markham

Well known as "Canada's HIGH-TECH Capital", the Town of Markham is the largest of nine communities in York Region with a population of approximately 220 000 and a land area 211.53 square kilometers.

The Town of Markham is a blend of four communities - Markham Village, Unionville, Milliken and Thornhill. This municipality is located just north of Toronto in Ontario, Canada. The Town of Markham is a growing community with new housing developments and businesses, quality schools, parks and recreational areas. Markham is a mixture of small town, with some farms in the area and large town because it hosts corporate head offices for companies such as IBM and American Express.

For more information, please visit **www.Markham.ca**

Appendix I – About CANARIE Inc.

CANARIE Inc. is Canada's advanced Internet development organization, a not-for-profit corporation supported by its members, project partners and the Federal Government.

CANARIE's mission is to accelerate Canada's advanced Internet development and use by facilitating the widespread adoption of faster, more efficient networks and by enabling the next generation of advanced products, applications and services to run on them.

Headquartered in Ottawa, Ontario, CANARIE employs 31 full-time staff dedicated to the research and implementation of advanced networks and applications that will stimulate economic growth and increase Canada's international competitiveness.

CANARIE has already succeeded in enhancing Canadian R&D Internet speeds by a factor of almost one million since its inception in 1993. The organization has also funded numerous advanced Internet applications projects, providing some 500 companies with the opportunity to achieve business success through innovation.

CANARIE also intends to act as a catalyst and partner with governments, industry and the research community to increase overall IT awareness, ensure continuing promotion of Canadian technological excellence and ultimately, foster long-term productivity and improvement of living standards.

About the CANARIE Applied Research in Interactive Media Program

In order to encourage the delivery of Canadian Content and Culture in a Broadband environment, CANARIE and the Department of Canadian Heritage have jointly launched the Applied Research in Interactive Media (ARIM) Program. Funding from this program will support projects consisting of research and development of broadband technologies and tools that facilitate the creation and use of broadband content, or projects that perform research to address existing barriers to accessing broadband content. This six million dollar fund is composed of equal contributions from both Canadian Heritage and CANARIE.

For more information, please visit **www.canarie.ca**

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