



# Municipal Election Survey Report



November 2022

# **Methodology and Logistics**

## **Background and Overview**

The following represents the findings from a November 2022 telephone survey of N=500 voting age City of Guelph residents (18 years of age or older) conducted by OraclePoll Research Limited for The City of Guelph. The purpose of the research was to gather opinions from residents on their experience as a voter in the 2022 municipal Election.

## **Study Sample**

A dual frame random database (RDD) was used for the sample that was inclusive of landline and cellular telephone numbers. The sample was stratified to ensure that there was an equal distribution across each of the six new Wards. The survey screened to ensure respondents were 18 years of age or older and were residents of each Ward. Gender and age samples were also monitored to ensure they reflected the demographic characteristics of the community.

Ward sample breakdown

- Ward 1 N=83, 17%
- Ward 2 N=83, 17%
- Ward 3 N=83, 17%
- Ward 4 N=83, 17%
- Ward 5 N=83, 17%
- Ward 6 N=83, 17%

## **Survey Method**

All surveys were conducted by telephone using live operators at the OraclePoll call center facility. A total of 20% of all interviews were monitored and the management of OraclePoll Research Limited supervised 100%. The survey was conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection (RDD).

## **Logistics**

Surveys were conducted by telephone at the OraclePoll call center using person to person live operators from the days of October 28th to November 6th, 2022.

Initial calls were made between the hours of 6:00 p.m. and 9:00 p.m. Subsequent call-backs of no-answers and busy numbers were made on a (staggered) daily rotating basis up to 5 times (from 10:00 a.m. to 9:00 p.m.) until contact was made. In addition, telephone interview appointments were attempted with those respondents unable to complete the survey at the time of contact. If no contact was made at a number after the fifth attempt, the number was discarded and a new one supplanted it.

## Confidence

The margin of error for the total N=500 sample is  $\pm 4.4\%$  at the 95% confidence interval.

## Communication

In the first question presented to all respondents, they were asked in an open-ended or unaided probe to name the sources from which they became aware of the 2022 Guelph municipal Election. The results below include the percentage of cases of the number of times each area was referenced.

Q1. How did you learn about the 2022 Guelph municipal Election?

- Social media – 35%
- Word of mouth – 31%
- Local news and media coverage – 26%
- Print or newspaper ads – 14%
- I did not - 14%
- Do not know/unsure – 13%
- General advertisements around town – 12%
- Web advertisements (Google search ads)- 8%
- Bus advertisements – 7%
- Radio advertisements – 6%
- Advertisements in the mall – 4%
- Advertisements on campus at University of Guelph – 4%
- Big G podcast – 1%
- Spotify – 1%
- Cineplex ads – 1%

Social media was the most referenced source by 35% for learning about the 2022 Election, closely followed by 31% that said word of mouth or from others and 26% local news and media coverage. Other notable mentions included print or newspaper ads (14%), general advertising (12%), and web (8%), bus (7%) and radio (6%) ads. There were 27% that either did not learn about the Election (14%) or were unsure of the source (13%).

In another open-question, respondents were asked to name any other ways they felt the City should communicate. One response was accepted.

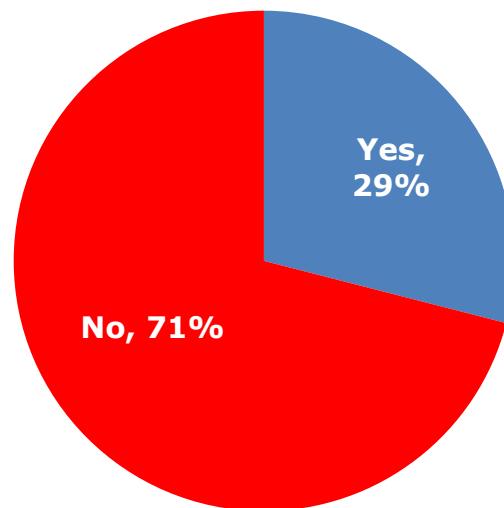
Q2. Are there other ways of communicating with you that the City should consider for the next municipal Election?

- Unsure / no other - 67%
- Telephone - 7%
- City website - 6%
- Mail/inserts/flyers - 5%
- E-mails - 5%
- Texts - 4%
- Public meetings/forums - 2%
- Television - 2%
- Billboards - 1%

## 2022 Vote

All N=500 residents were then asked if they voted in the October 2022 municipal Election in the City of Guelph. Those that did not vote were asked the follow-up Q4 to explain why they did not cast a ballot, while voters were asked a separate stream of questions starting with Q5.

Q3. Did you vote in the recent October 2022 municipal and school board Election?



Twenty-nine percent of respondents said that they voted in the 2022 municipal Election.

Those most likely to have voted were older, over age 45, and especially 65+. Most of the youngest 18-24 cohort did not vote in this Election. Slightly more females (31%) compared to males (28%) voted.

Vote by age:

- 18-24 - 12%
- 25-34 - 18%
- 35-44 - 21%
- 45-54 - 33%
- 55-64 - 35%
- 65-75 - 43%
- 75+ - 57%

The 71% (N=354) that did not vote were asked Q4.

Q4. What were the reasons why you did not vote?

- No interest / Don't vote municipally - 23%
- Nothing changes / doesn't matter - 15%

- Disliked candidates / none motivated me / no important issue - 13%
- Don't know / no reason - 13%
- No time - 8%
- Forgot - 6%
- Did not receive voter card / ballot / lost it - 5%
- I was not informed enough about candidates / Election - 5%
- Complicated / too much effort - 4%
- No electronic voting / other voting method options - 3%
- Illness / age / mobility issues - 2%
- No polling station close by - 1%
- Work - 1%
- Long line-ups / long wait times - 1%
- Moved - <1%

When asked about their reasons for not voting, a lack of interest or that they do not vote municipally was most named by 23%. There were 15% that said their vote does not matter as nothing changes, 13% were not motivated as no issues or candidates enticed them, while 8% referenced a lack of time and 6% just forgot to vote. Other mentions related to not receiving a voter card (5%), not being informed (5%), that is was too much effort (4%), a lack of voting options (3%) and age/illness (2%).

## **Voting Methods Used**

The 29% or N=146 that said they voted in the 2022 municipal Election in Guelph were then asked a series of follow-up questions (Q5 to Q10). In the first probe they were questioned about how they voted in the Election.

Q5. How did you vote in this Municipal Election?

- In person at an advanced poll
  - Percentage – 29%
  - Next question asked – Q6
- In person on Election Day October 24
  - Percentage – 64%
  - Next question asked – Q6
- Main-in voting
  - Percentage – 5%
  - Next question asked – Q9
- Vote from home service
  - Percentage – 1%
  - Next question asked – Q10

Voting on Election Day was the preferred choice of a 64% majority, while 29% voted at an advanced poll. Only 5% cited the mail-in option and 1% voted from home.

The 64% (N=94) that voted on Election Day and 29% (N=42) that voted at an

advanced poll were asked Q6.

Q6. Which ward did you vote in?

- Ward 1 – 16%
- Ward 2 – 18%
- Ward 3 – 15%
- Ward 4 – 15%
- Ward 5 – 19%
- Ward 6 – 17%

## **Election Day and Advanced Poll Locations**

The 64% (N=94) that voted on Election Day and the 29% (N=42) that voted at an advanced poll were probed about the location that they voted at. Those that said they voted at an advanced poll in Q5 were asked Q7A to identify the poll. Those unsure were re-read the list of possible options.

Q7. Which location did you vote in?

Q7a. Advanced poll locations

- Guelph City Hall - N=14, 33%
- University of Guelph, University Centre - N=6, 14%
- Shelldale Centre - N=5, 12%
- West End Community Centre - N=5, 12%
- Victoria Road Recreation Centre - N=4, 10%
- Evergreen Seniors Community Centre - N=4, 10%
- Arkell Road Bible Chapel - N=4, 10%

Election Day voters were specifically asked to recall the poll location where they cast a ballot for their respective Ward. Those unsure were re-read the list of possible options.

Q7b. Election Day ward 1

- Victoria Road Recreation Centre - N=3, 23%
- Brant Avenue Public School - N=2, 15%
- St. Patrick Catholic School - N=2, 15%
- William C. Winegard Public School - N=2, 15%
- Royal Canadian Legion - N=2, 15%
- Ecole Guelph Lace Public School - N=1, 8%
- Ken Danby Public School - N=1, 8%

Q7c. Election Day ward 2

- First Baptist Church - N=3, 16%
- Trinity United Church - N=3, 16%
- King George Public School - N=3, 16%
- New Life Christian Reformed Church - N=2, 11%
- Italian Canadian Club: 135 Ferguson Street - N=2, 11%
- Upper Grand District School Board - N=2, 11%
- Evergreen Seniors Community Centre - N=2, 11%
- Guelph City Hall - N=2, 11%

Q7d. Election Day ward 3

- Shelldale Centre - N=3, 21%
- St. Joseph Catholic School - N=3, 21%
- Our Lady of Lourdes Catholic High School - N=2, 14%
- Guelph Bible Chapel - N=2, 14%
- Dublin Street United Church - N=2, 14%
- June Avenue Public School - N=1, 7%
- Church of the Apostles - N=1, 7%

Q7e. Election Day ward 4

- St. Peter Catholic School - N=4 27%
- Gateway Drive Public School - N=3 20%
- Parkwood Gardens Church - N=3 20%
- Westwood Public School - N=2 13%
- West End Community Centre Road South - N=1 7%
- Mitchell Woods Public School - N=1 7%
- St. Francis of Assisi Catholic School - N=1 7%

Q7f. Election Day ward 5

- Mary Phelan Catholic School - N=3, 18%
- Delta Hotels Guelph Conference Centre - N=3, 18%
- Harcourt Memorial United Church - N=2, 12%
- University of Guelph, University Centre - N=2, 12%
- École Fred A. Hamilton Public School - N=2, 12%
- Water Street Church - N=1, 6%
- École élémentaire catholique Saint-René-Goupil - N=1, 6%
- St. Michael Catholic School - N=1, 6%
- Village by the Arboretum, Reid Hall - N=1, 6%
- École Arbour Vista Public School - N=1, 6%

Q7g. Election Day ward 6

- Sir Isaac Brock Public School - N=4, 25%
- Arkell Road Bible Chapel - N=3, 19%
- Rickson Ridge Public School - N=2, 13%
- Bishop Macdonell Catholic High School - N=2, 13%
- St. Ignatius of Loyola Catholic School - N=2, 13%
- Westminster Woods Public School - N=2, 13%
- Kortright Hills Public School - N=1, 6%

Next, the 64% (N=94) that voted on Election Day and 29% (N=42) that voted at an advanced poll were asked to rate their voting location experience in Q8a to Q8d. A four-point rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied was used.

Q8. The next questions are about your voting location experience. How would you rate your experience with each of the following using a rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied.

- The location where you cast your vote

- Very dissatisfied – 2%
- Dissatisfied – 5%
- Satisfied – 20%
- Very satisfied – 73%
- Total satisfied percentage – 93%
- The signs to direct you to the voting room
  - Very dissatisfied – 3%
  - Dissatisfied – 6%
  - Satisfied – 57%
  - Very satisfied – 35%
  - Total satisfied percentage – 92%
- The amount of time you waited before casting your vote
  - Very dissatisfied – 5%
  - Dissatisfied – 14%
  - Satisfied – 44%
  - Very satisfied – 37%
  - Total satisfied percentage – 81%
- The information you received explaining how to cast your ballot
  - Very dissatisfied – 1%
  - Dissatisfied – 4%
  - Satisfied – 27%
  - Very satisfied – 68%
  - Total satisfied percentage – 95%

Overall, total dissatisfaction levels were low and satisfaction scores strong, with voters being most satisfied (total satisfied and very satisfied) with the information received on how to cast a ballot at 95%. Next best rated at a strong 93% was the location, closely followed by 92% that were satisfied with the signage provided. While results were lower for the amount of time having to wait to vote, there were still more than eight in ten or 81% that were satisfied or very satisfied.

## **Mail-In Voting**

The N=8 or 5% of respondents that said they cast a ballot using mail-in voting were asked to rate their experience in Q9a to Q9d. A four-point rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied was used. Given the small sample size, the count (N) and percentage (%) are referenced in the results table below.

Q9. The next questions are about your experience using mail-in voting. How would you rate your experience with each of the following using a rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied.

- The application process
  - Very dissatisfied – no response
  - Dissatisfied – 25%



- Satisfied – 12%
- Very satisfied – 63%
- Total satisfied percentage – 75%
- The vote by mail kit received
  - Very dissatisfied – no response
  - Dissatisfied – 12%
  - Satisfied – 38%
  - Very satisfied – 50%
  - Total satisfied percentage – 88%
- The dates vote by mail was offered (Sept 12 to Oct 21)
  - Very dissatisfied – no response
  - Dissatisfied – no response
  - Satisfied – 37%
  - Very satisfied – 63%
  - Total satisfied percentage – 100%
- The information you received explaining how to cast your ballot
  - Very dissatisfied – 12%
  - Dissatisfied – 12%
  - Satisfied – 38%
  - Very satisfied – 38%
  - Total satisfied percentage – 76%

## **Vote From Home**

The N=2 or 1% of respondents that said they voted from home were asked to rate their experience in Q10a and Q10b. A four-point rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied was used. Given the small sample size, the count (N) and percentage (%) are referenced in the results table below.

Q10. The next questions are about YOUR experience with the home vote service this municipal election. How would you rate your experience with each of the following using a rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied.

- The appointment booking process
  - Very dissatisfied – no response
  - Dissatisfied – no response
  - Satisfied – 50%
  - Very satisfied – 50%
  - Total satisfied percentage – 100%
- The home visit service provided during your appointment
  - Very dissatisfied – no response
  - Dissatisfied – no response
  - Satisfied – no response

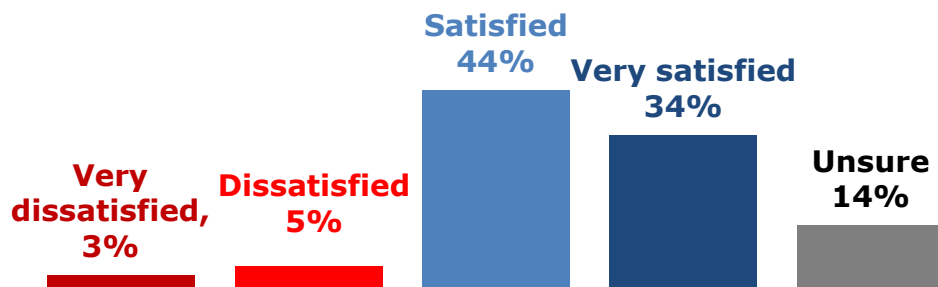
- Very satisfied – 100%
- Total satisfied percentage – 100%

## Election Planning – Advanced Voting

All N=500 respondents were asked the following set of questions related to planning for future Elections. In the first probe they were asked to rate their satisfaction (very dissatisfied, dissatisfied, satisfied, or very satisfied) with the number of advanced voting days offered.

“Your opinions in the next few questions will help the City in its planning for the next municipal Election in 2026.”

Q11a. Advanced voting locations in this Election were offered from October 8 to 10 and 14 to 16, 2022. Using a rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied, how satisfied were you with the number of advanced voting days?



Seventy-eight percent said that they were satisfied or very satisfied with the number of advanced voting days offered. This compares to only 8% dissatisfied and 14% that were unsure.

The 8% or N=40 dissatisfied or very dissatisfied were then asked how many days they would recommend.

The 8% (N=40) dissatisfied or very dissatisfied were asked Q11b.

Q11b. How many advanced voting days would you recommend for future consideration?

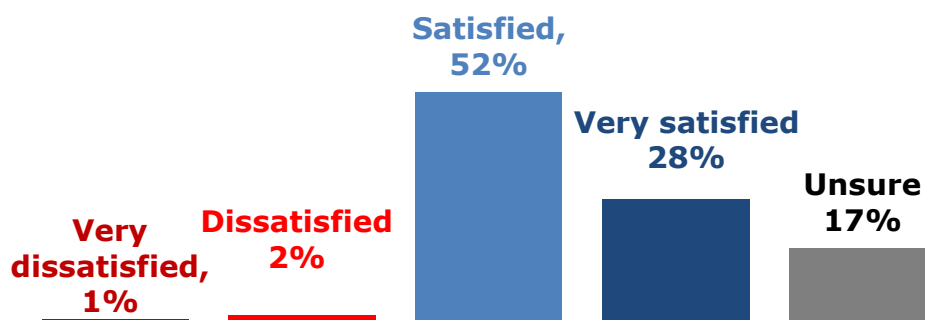
- 5-10 days - N=11, 28%
- 11-15 days - N=9, 23%
- 16-20 days - N=5, 13%
- 20+ days - N=2, 5%
- Unsure - N=13, 33%

All N=500 respondents were first read the following short statement about the

number of advanced poll locations and were then asked to rate their satisfaction (very dissatisfied, dissatisfied, satisfied, or very satisfied) with the ones offered.

"Advanced voting was offered at seven locations across the city at City Hall, Victoria Road Recreation Centre, Evergreen Seniors Community Centre, Shelldale Centre, West End Community Centre, University of Guelph, and Arkell Road Bible Chapel."

Q12a. How satisfied were you with the advanced voting locations offered? Please use a rating scale of very dissatisfied, dissatisfied, satisfied, or very satisfied.



Eight in ten said were satisfied or very satisfied with the number of advanced voting locations, while only 3% were dissatisfied or very dissatisfied and 17% were unsure.

The 3% or N=14 dissatisfied or very dissatisfied were then asked what other locations they would recommend, with the results displayed below.

The 3% (N=14) dissatisfied or very dissatisfied were asked Q12b.

Q12b. What different or other advanced voting locations would you recommend?

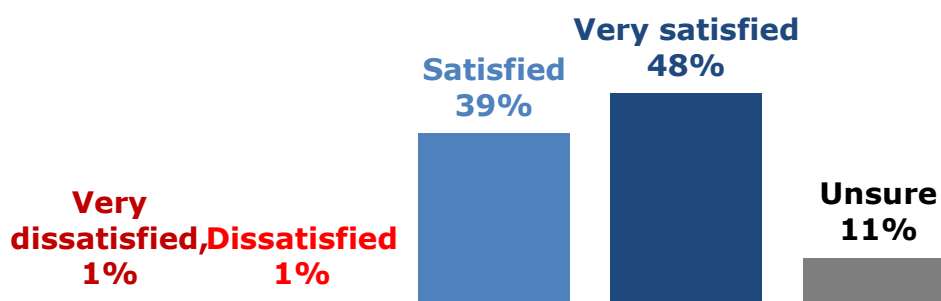
- Unsure - N=6, 43%
- Delta Hotel - N=2, 14%
- St. Peters - N=1, 7%
- St. Ignatius - N=1, 7%
- Italian Club - N=1, 7%
- Gateway Public - N=1, 7%
- St. Michaels - N=1, 7%
- Evergreen Seniors - N=1, 7%

## **Election Planning – Election Day**

All N=500 respondents were asked to rate their satisfaction (very dissatisfied,

dissatisfied, satisfied, or very satisfied) with the number of Election Day voting locations offered.

Q13a. On election day, voting was offered at 46 voting locations across the city with at least seven locations per ward. How satisfied were you with the number of election day voting locations offered?



A strong 87% majority were satisfied or very satisfied with the number of Election Day voting locations. This compares to only 2% dissatisfied or very dissatisfied and 11% were unsure.

The 2% or N=8 dissatisfied or very dissatisfied were then asked what other locations they would recommend, with the results displayed below.

The 2% (N=8) dissatisfied or very dissatisfied were asked Q13b.

Q13b. What different or other election day voting locations would you recommend?

- I don't know - N=3, 38%
- Public Library - N=2, 25%
- Recreation Centre - N=2, 25%
- YMCA - N=1, 13%

## Ranking Voting Methods

The following short statement was first read to all N=500 respondents. They were then read a list of five possible voting options for future elections and were asked to rate them in priority preference from one being the most likely to be used through to five the least. The table below illustrates the mean score results.

"In 2022, voters could vote remotely (from home) by mail or cast ballots in person at voting locations. We would like to know which methods the community is most likely to use to cast their vote in future elections."

Q14. Please rank the following voting methods in order of priority from 1

being your most likely to use to 5 the least likely to use if these methods were offered.

Ranked voting methods (1 – most likely to 5 – least likely)

- In person at a voting location with a digital ballot on a tablet or laptop
  - Mean score – 2.17
- Remotely with online voting
  - Mean score – 2.32
- In person at a voting location with a paper ballot
  - Mean score – 3.21
- Remotely with telephone voting
  - Mean score – 3.56
- Remotely with vote by mail
  - Mean score – 3.69

Most preferred in terms of its mean score of 2.17 was for in person voting with a digital ballot using a tablet or laptop, closely followed by remote online voting at 2.32. With a mid-point score of 3.21 was in person voting using a paper ballot.

The least preferred options were telephone voting at 3.56 and especially voting by mail at 3.69.

## **Final Comments**

Final comments were accepted from respondents as it related to considerations for future elections.

Q15. Is there anything else you would like the City of Guelph to consider for future elections?

- No comment / nothing more - 46%
- All good / good experience - 15%
- Unsure - 11%
- Need more voting options - 7%
- Have online voting - 5%
- There were many / good poll locations - 4%
- Pleased to vote - 3%
- Need to vote / need to encourage more to vote - 3%
- Distrust / dislike mail - 2%
- Extend advanced poll period - 2%
- Need to encourage / communicate with youth to vote - 2%
- Assistance / support to get seniors to vote - 1%