

**THE CANADA-EUROPE TRANSATLANTIC DIALOGUE
(STRATEGIC KNOWLEDGE CLUSTER)**

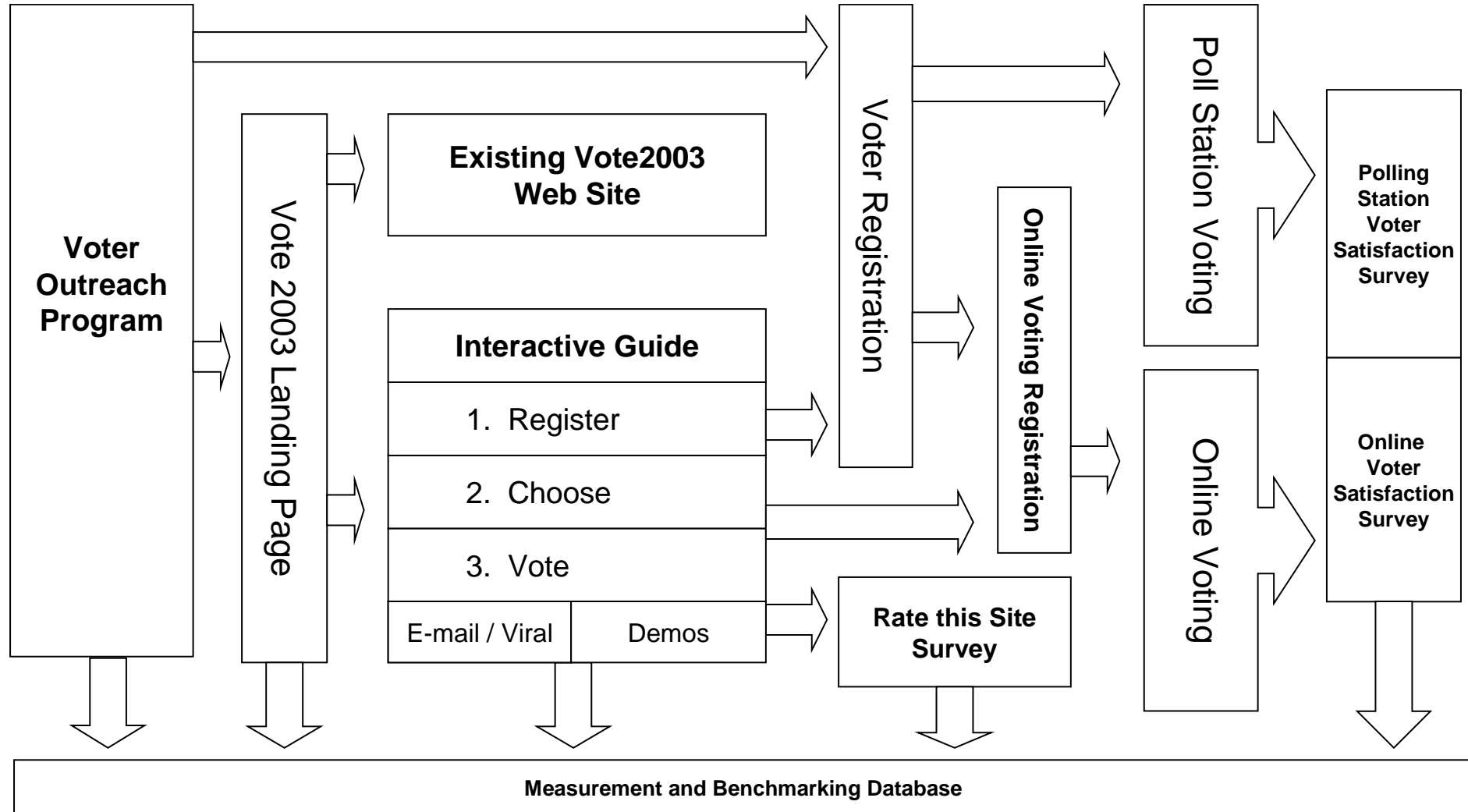
INTERNET VOTING: WHAT CAN CANADA LEARN?

**January 26th, 2010
Ottawa**

delv*i*nia

The Digital Voter Experience

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Voter Outreach Tactics

- Direct Mail
- Postcard
- Fridge Magnet
- Newspaper Ads
- Posters
- Website Promotion
- Promo Links
- Auto Decal
- Shopping Mall Kiosks
- PR / Press Conference
- Voicemail Broadcast
- Electronic Billboards
- Call Centre



VOTE 2003 Markham Municipal Election November 2003



GET ON THE VOTERS' LIST BY SEPTEMBER 26, 2003
Call 905-477-7000 ext.VOTE (8683)

1 REGISTER Are you a new resident? Have you moved recently?
GET ON THE VOTERS' LIST TO VOTE!
Call 905-477-7000 ext.VOTE (8683)
If you're on the Voters' List by September 26, you can:
✓ Vote in advance and save time!
✓ Register and Vote online to avoid the line-up!
✓ Vote hassle-free in line on Election Day, Monday November 10, 2003!

2 CHOOSE Vote through the Internet or at a Polling Station. Discover how easy it is to vote online or in line. Visit www.markhamvotes.ca

VOTE Online or In Line!
Info: www.markhamvotes.ca

VOTE 2003

NOVEMBER 2003

S	M	T	W	T	F	S
						1
						8
9	10	11	12	13	14	15

advance voting
online voting

Election Day

mvotes.ca

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2 CHOOSE This year, you can vote at a Polling Station or through the Internet. Visit www.markhamvotes.ca and discover how easy it is to vote online or in line!

3 VOTE Save this calendar of important election dates.

NOVEMBER 2003

S	M	T	W	T	F	S
						1
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advance voting
online voting

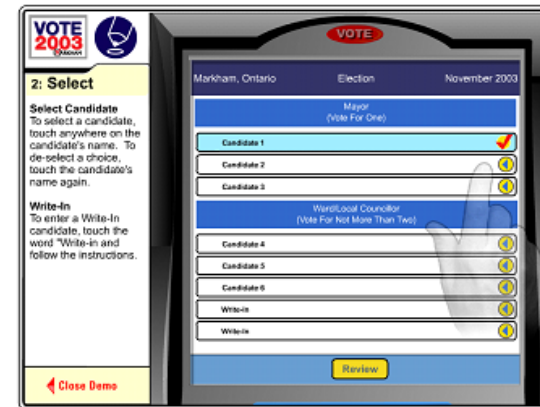
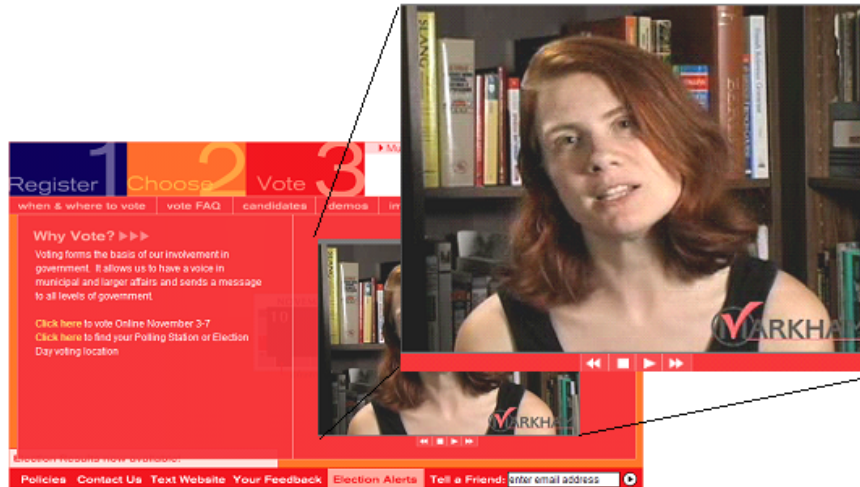
Election Day

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Voter Education

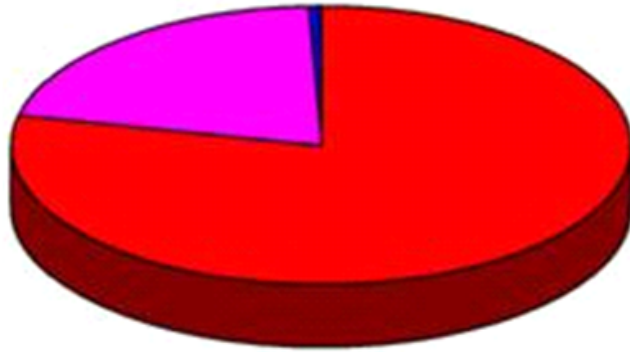
- Interactive Guide
- Interactive Demos
- Why Vote Video

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Voter Insight

- Web site satisfaction survey
- Post Polling and Online surveys
- Tracked Online activity
- Tracked call centre acti vity
- Developed benchmark database



What was your level of satisfaction with the online voting process?



close window

Municipal Election 2003

VOTE Online or In Line

VOTE 2003

Welcome to the Flash Website satisfaction survey. Your responses will help us make your experience the best possible.

NOTE: Responses are anonymous and you will not be contacted at any time. Your feedback will be analyzed, considered and tabulated for research purposes.

Thank you for taking a few minutes to complete this short survey.

Is the navigation and layout of the site clear and easy to follow?

Yes No Don't Know

Did the video and animation on this site help you understand the voting process?

Yes No Don't Know

What is your level of satisfaction with the information provided on this site?

Very satisfied Not very satisfied
 Somewhat satisfied Not satisfied at all

How helpful would you find this site for future elections?

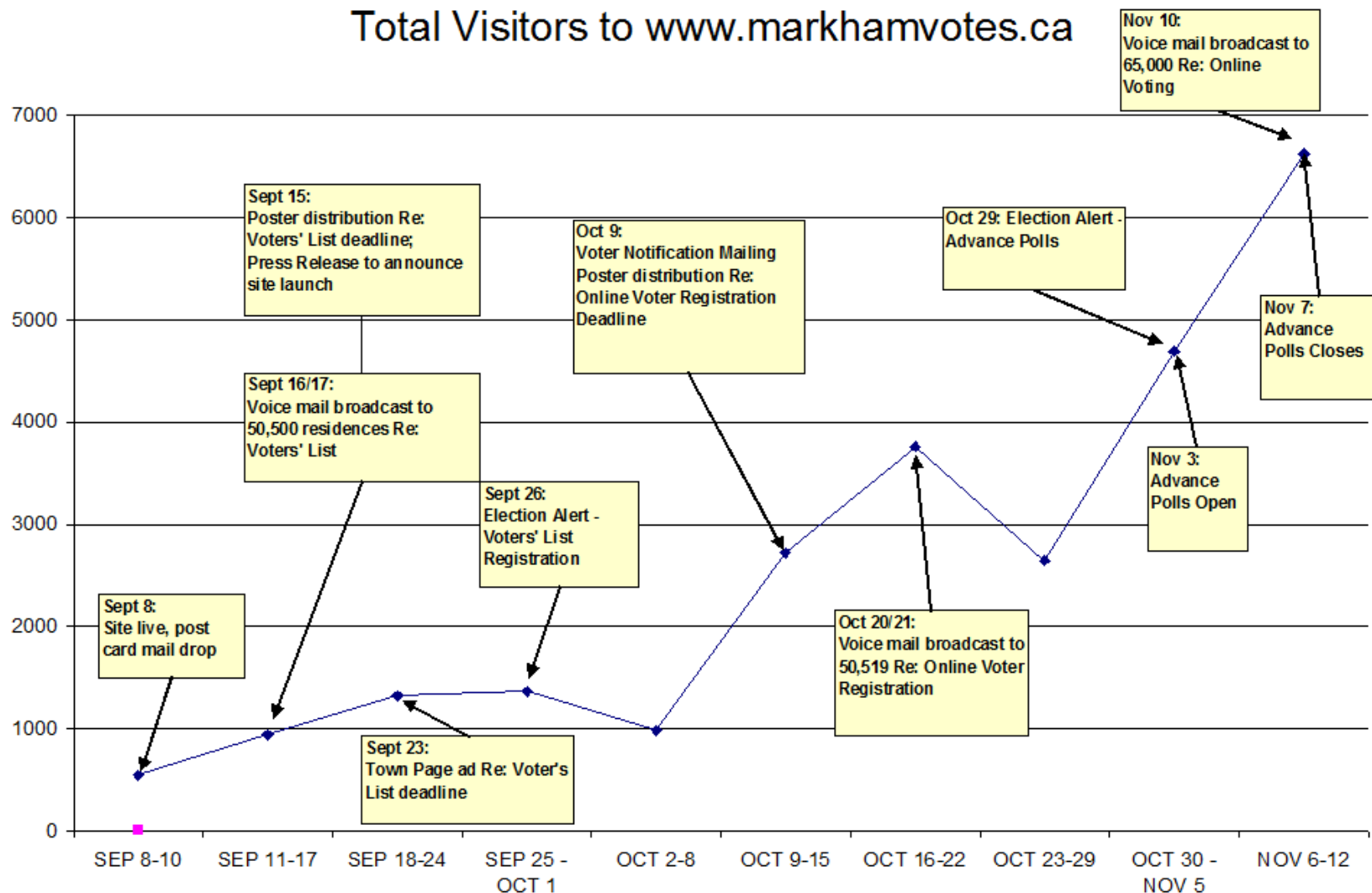
Very helpful Somewhat helpful Not very helpful Not helpful at all

After viewing this site, are you more inclined to vote by one of the following methods

Online
 At a polling station

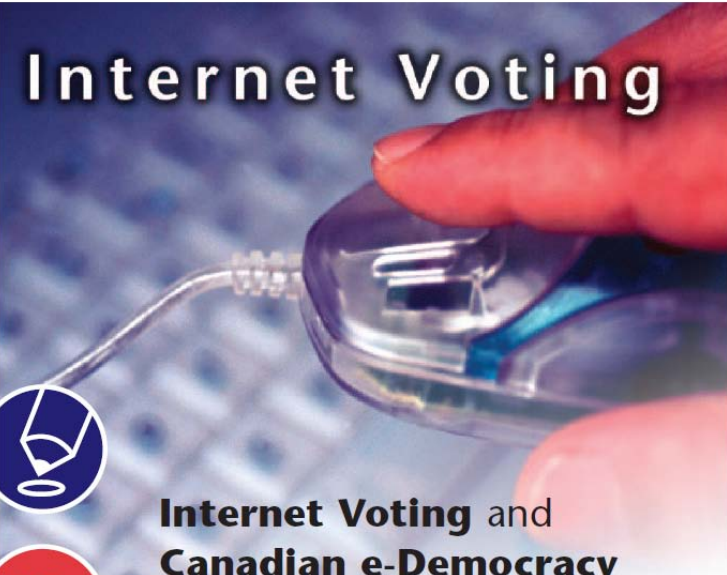
Total Response Based on Marketing Tactic



Total Visitors to www.markhamvotes.ca







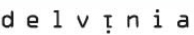
Internet Voting







Internet Voting and Canadian e-Democracy in Practice

The Delvinia Report on Internet Voting in the 2003 Town of Markham Municipal Election
February 2004

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Understanding the Digital Voter Experience

The Delvinia Report on Internet Voting in the 2006 Town of Markham Municipal Election








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	-
<i>Base Size (those who have Internet access):</i>	<i>790</i>	<i>421</i>	<i>366</i>	<i>158</i>	<i>381</i>	<i>245</i>

Table 3: Reasons For Voting Online In Current Election

	% of Online Voters	
	2003	2006
Convenience	86	88
Wanted to try something new	30	22
Voted online in 2003 election	-	14
Work/friends/family	7	8
Tried the demo	5	3
Was out of town	5	5
Spoke to Town of Markham representative when called Voter Info Line	1	1
Candidates' suggestion	1	2
Other reason	5	5
Unweighted base:	3655	4633

Table 4: Sources Of Information About Online Voting

	% of Online Voters	
	2003	2006
Information received in the mail	66	79
Community newspaper	56	24
Posters	36	5
Candidates	22	4
The Interactive Guide web site (www.markhamvotes06.ca)	16	12
Received a phone message	6	5
Saw it in a magazine	3	1
Saw it on another web site	1	1
Other	9	7
Unweighted base:	3655	4633



Graph 3: Satisfaction With The Online Voting Process

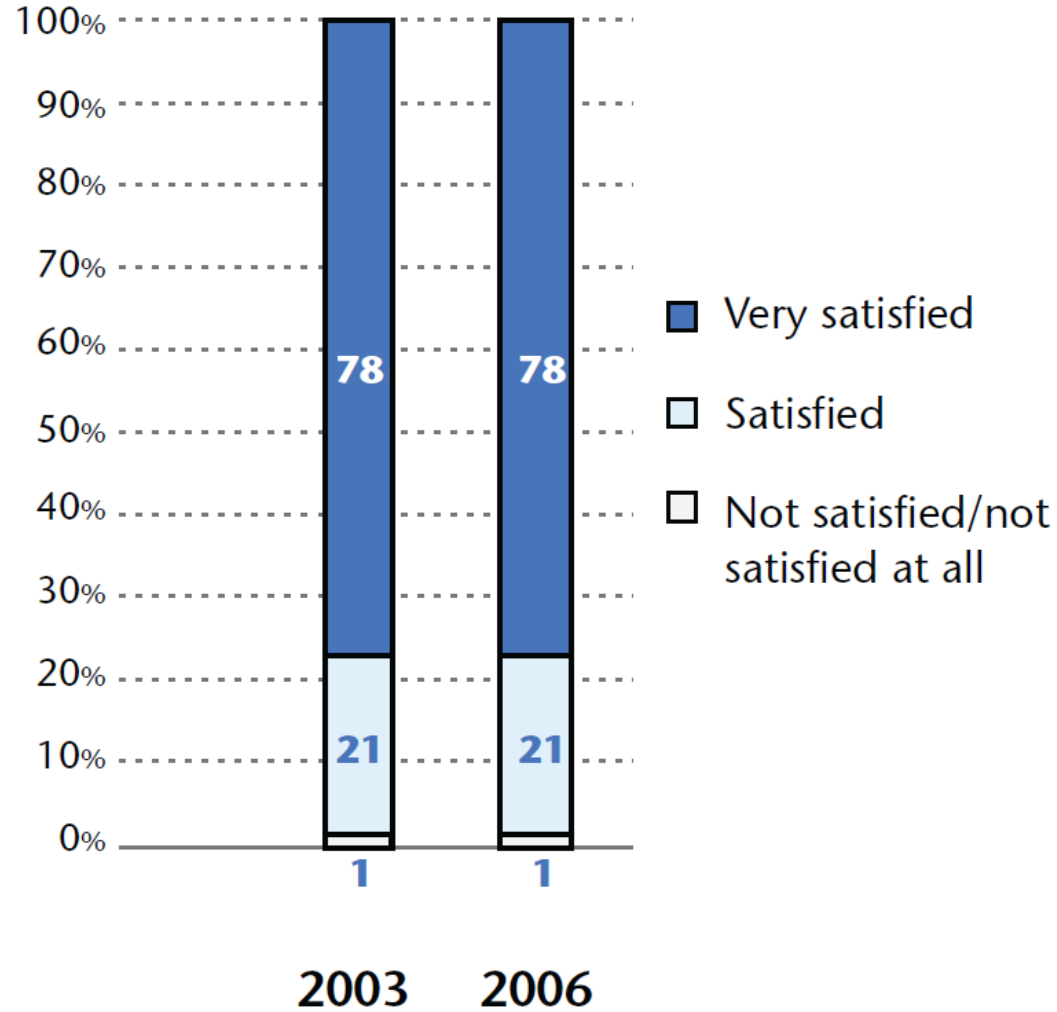


Table 12: Interest in Voting Online On Other Elections

	TOTAL SAMPLE
<hr/>	
In A Provincial Election?	
Very interested	90
Somewhat interested	8
Neither interested nor disinterested	1
Not very interested/not interested at all	1
NET: Very/somewhat interested	98
<hr/>	
In A Federal Election?	
Very interested	89
Somewhat interested	8
Neither interested nor disinterested	1
Not very interested/not interested at all	2
NET: Very/somewhat interested	97
<hr/>	
Unweighted Base:	4633
<hr/>	

Facebook. MySpace. YouTube. Twitter. Five years ago, social media sites were seen as little more than novel forms of teenage online amusement. Now almost overnight, companies, governments and academic organizations are grappling with the consequences of these new digital technologies, some banning them from the workplace, others embracing the so-called Web 2.0 social sites as dynamic new ways to connect with hard-to-reach audiences.

The Digital Dialogue: Providing People a Voice, Surrendering Control of the Conversation

New digital technologies are providing individuals with a powerful, connected voice that exerts a greater influence on government and corporate decision-making. And they are opening up two-way channels of communication that encourage forward-looking organizations to develop a deeper, more meaningful relationship with their audiences. **Adam Froman**

Thanks.



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