

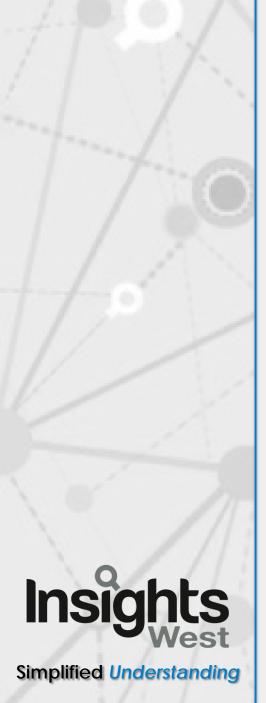
# PRESENTATION TO THE SPECIAL COMMITTEE ON ELECTORAL REFORM











### Methodology

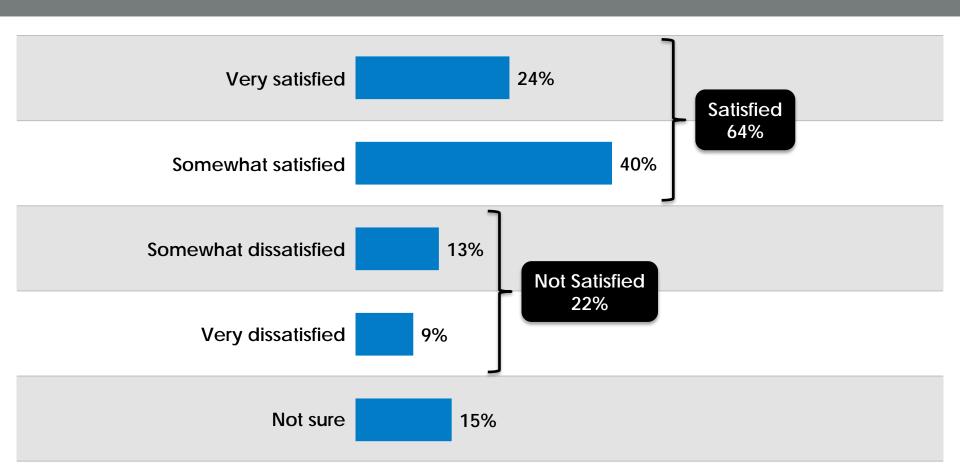
The results included in this presentation are based on an online study conducted from September 14 to September 16, 2016, among a representative sample of 1,029 Canadian adults.

The data has been statistically weighted according to Canadian census figures for age, gender and region.

The margin of error—which measures sample variability—is +/- 3.1 percentage points.



## Almost two thirds of Canadians claim to be satisfied with the "First-Past-The-Post" system.

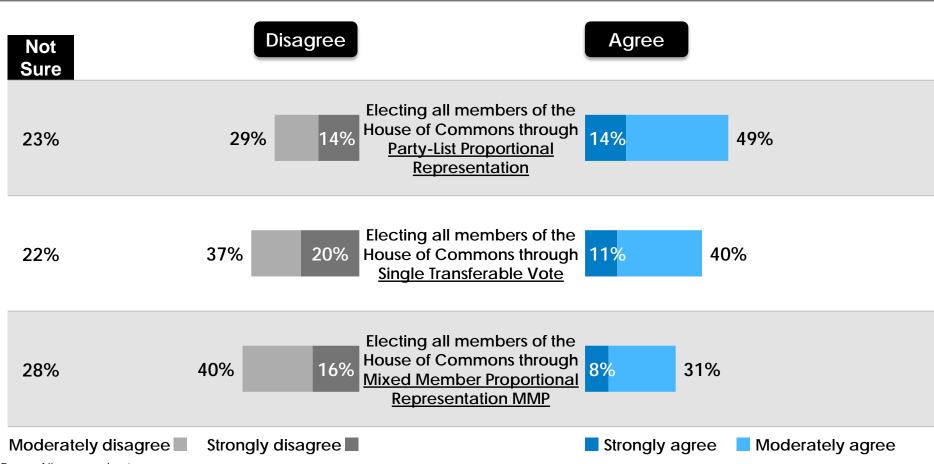


Base: All respondents





## Half of Canadians would agree to elect the House of Commons through Party-List Proportional Representation.



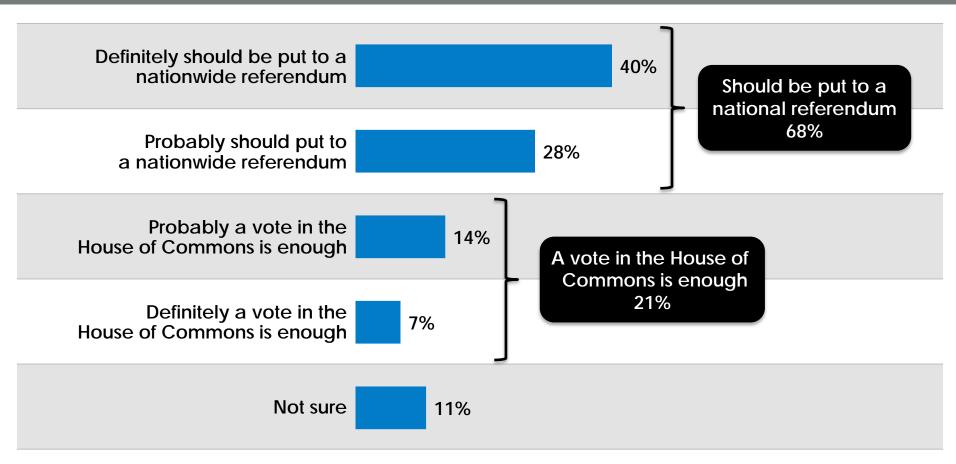
Base: All respondents

As you may know, other countries have different regulations for their own elections. All things considered, do you agree or disagree with Canada adopting each one of these regulations for Canadian federal elections?





Two thirds of Canadians believe a nationwide referendum is warranted before there is change in the current voting system.



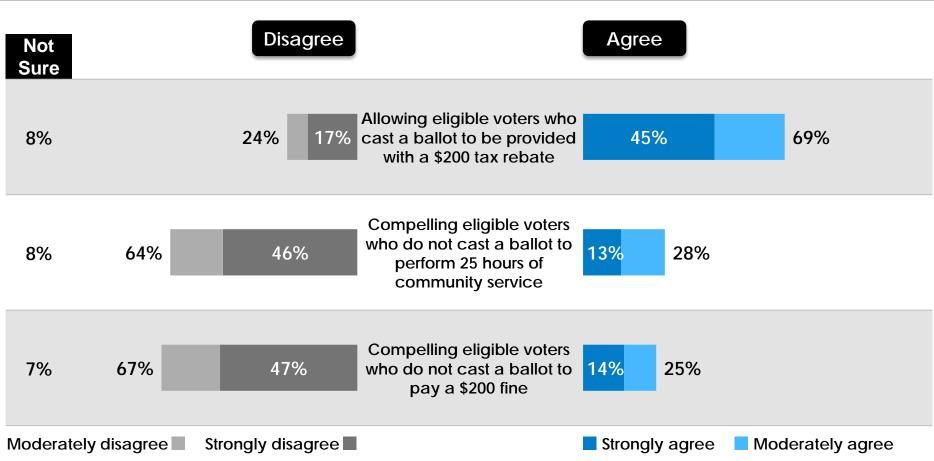
Base: All respondents

Regardless of how you feel about electoral reform, do you think a change in the current system should be put to a nationwide referendum, or do you think a vote in the House of Commons is enough to settle the issue?





The notion of a fine or community service for registered voters who do not cast a ballot is rejected by a majority of Canadians.



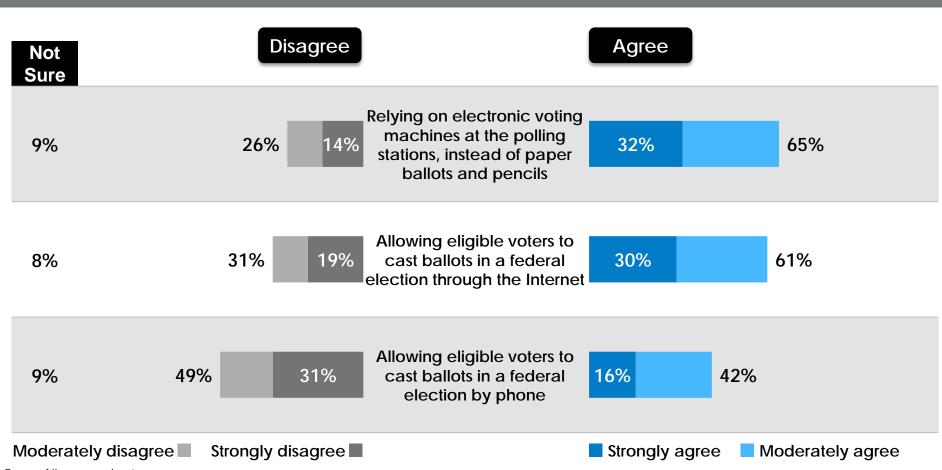
Base: All respondents

As you may know, there have been several discussions about making voting in federal elections mandatory for all eligible voters. Thinking about this, do you agree or disagree with implementing each of these regulations in the next federal election?





At least three-in-five Canadians support allowing Internet voting and electronic voting machines in federal elections.



Base: All respondents

There have also been some discussions about making it easier for voters to cast ballots. Thinking about this, and provided the security features are suitable, do you agree or disagree with implementing each of these regulations in the next federal election?



#### **INSIGHTS WEST**

Survey of Canadians on Electoral Reform - September 2016

	T	Gender	Gender Age				Region		Vote in 2015 Federal Election						
	Canada	Female	Male	18-34	35-54	55+	вс	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
Very satisfied	24%	20%	28%	15%	21%	33%	17%	25%	26%	23%	29%	20%	36%	16%	27%
Somewhat satisfied	40%	39%	41%	48%	38%	36%	38%	41%	25%	44%	38%	40%	43%	33%	45%
Somewhat dissatisfied	13%	12%	14%	11%	14%	13%	16%	16%	12%	11%	11%	19%	8%	18%	11%
Very dissatisfied	9%	9%	8%	9%	9%	8%	14%	8%	4%	10%	4%	7%	3%	20%	6%
Not sure	15%	19%	8%	18%	17%	10%	13%	11%	32%	11%	18%	16%	8%	13%	11%

			Gender		Age			Region							Vote in 2015 Federal Election		
		Canada	Female	Male	18-34	35-54	55+	вс	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal	
Electing all members of the House of Commons	Strongly agree	14%	13%	15%	17%	16%	9%	11%	9%	17%	13%	21%	8%	26%	11%	12%	
through Party-List Proportional Representation	Moderately agree	35%	35%	35%	43%	30%	34%	31%	31%	23%	40%	35%	25%	27%	43%	39%	
(parties make lists of candidates to be elected, and	Moderately disagree	15%	18%	12%	15%	15%	16%	15%	14%	15%	14%	16%	19%	7%	17%	18%	
seats get allocated to each party in accordance with the number of total votes the party receives)	Strongly disagree	14%	8%	21%	8%	12%	19%	22%	22%	10%	12%	7%	14%	21%	10%	12%	
	Not sure	23%	27%	17%	17%	27%	23%	21%	23%	35%	20%	20%	32%	21%	19%	18%	
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Electing all members of the House of Commons through Single Transferable Vote (votes are initially allocated to a voter's most preferred candidate, and	Strongly agree	11%	9%	13%	12%	11%	10%	11%	10%	17%	11%	10%	8%	9%	12%	14%	
	Moderately agree	29%	29%	30%	34%	26%	28%	35%	24%	25%	31%	30%	18%	28%	37%	32%	
	Moderately disagree	17%	19%	15%	18%	13%	20%	17%	19%	12%	15%	20%	19%	17%	18%	15%	
as the count proceeds and candidates are either	Strongly disagree	20%	14%	28%	13%	25%	22%	19%	22%	8%	21%	22%	25%	28%	16%	21%	
elected or eliminated, it is transferred to other	Not sure	22%	29%	14%	23%	25%	20%	17%	25%	38%	21%	19%	31%	19%	17%	18%	
candidates in accordance to the voter's stated	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Electing all members of the House of Commons	Strongly agree	8%	8%	9%	12%	8%	6%	7%	7%	8%	8%	14%	0%	3%	12%	12%	
through Mixed Member Proportional Representation	Moderately agree	23%	25%	20%	26%	22%	22%	21%	16%	25%	22%	30%	25%	27%	25%	22%	
MMP (a hybrid method that would use Party-List	Moderately disagree	24%	24%	23%	28%	20%	24%	24%	25%	12%	29%	16%	22%	18%	27%	27%	
Proportional Representation for a portion of the	Strongly disagree	16%	9%	26%	7%	19%	21%	21%	23%	17%	13%	16%	18%	28%	8%	17%	
legislature, and First-Past-The-Post for another	Not sure	28%	33%	21%	28%	30%	27%	27%	29%	38%	28%	23%	36%	24%	28%	22%	
portion)	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

INSIGHTS WEST
Survey of Canadians on Electoral Reform - September 2016

	Canada	Gender		Age						Vote in 2015 Federal Election					
		Female	Male	18-34	35-54	55+	ВС	Alberta	SK/MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
Definitely should be put to a nationwide referendum	40%	31%	51%	27%	37%	53%	39%	47%	39%	35%	49%	36%	60%	39%	39%
Probably should put to a nationwide referendum	28%	32%	23%	36%	27%	23%	27%	28%	24%	31%	22%	35%	22%	32%	26%
Probably a vote in the House of Commons is enough	14%	17%	11%	18%	14%	12%	19%	10%	8%	17%	13%	8%	10%	19%	17%
Definitely a vote in the House of Commons is enough	7%	5%	9%	6%	8%	6%	8%	8%	14%	7%	3%	7%	3%	3%	10%
Not sure	11%	15%	6%	12%	15%	6%	7%	10%	17%	11%	13%	14%	5%	7%	8%

			Gender		Age			Region		Vote in 2015 Federal Election						
		Canada	Female	Male	18-34	35-54	55+	вс	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
	Strongly agree	14%	11%	18%	9%	20%	12%	10%	10%	5%	15%	21%	15%	19%	10%	16%
	Moderately agree	11%	10%	11%	12%	9%	12%	18%	20%	7%	10%	5%	7%	10%	20%	10%
Compelling eligible voters who do not cast a	Moderately disagree	20%	20%	19%	29%	19%	14%	22%	15%	12%	22%	23%	7%	15%	20%	21%
pallot to pay a \$200 fine	Strongly disagree	47%	49%	46%	41%	42%	58%	45%	50%	56%	46%	44%	58%	51%	47%	49%
	Not sure	8%	10%	5%	9%	10%	4%	4%	6%	20%	7%	7%	12%	5%	4%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Compelling eligible voters who do not cast a	Strongly agree	13%	12%	14%	9%	17%	12%	12%	13%	5%	12%	20%	6%	15%	16%	13%
	Moderately agree	15%	16%	15%	19%	13%	15%	18%	19%	8%	19%	9%	7%	19%	28%	10%
pallot to perform 25 hours of community	Moderately disagree	18%	17%	19%	19%	19%	15%	22%	14%	15%	16%	23%	12%	12%	15%	23%
	Strongly disagree	46%	47%	46%	45%	40%	53%	45%	47%	51%	45%	40%	65%	45%	38%	51%
service	Not sure	8%	9%	6%	7%	11%	5%	2%	8%	20%	7%	7%	11%	8%	4%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Strongly agree	45%	47%	44%	52%	48%	39%	46%	39%	58%	42%	45%	58%	54%	45%	44%
	Moderately agree	24%	24%	24%	23%	21%	28%	26%	26%	15%	26%	19%	26%	22%	30%	27%
Allowing eligible voters who cast a ballot to	Moderately disagree	7%	7%	8%	8%	7%	7%	7%	10%	5%	8%	8%	1%	7%	7%	5%
be provided with a \$200 tax rebate	Strongly disagree	17%	14%	20%	11%	17%	21%	18%	20%	10%	17%	20%	6%	14%	15%	20%
	Not sure	7%	8%	5%	6%	9%	5%	2%	6%	14%	6%	7%	8%	4%	2%	4%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

INSIGHTS WEST

Survey of Canadians on Electoral Reform - September 2016

There have also been some discussions about making it easier for voters to cast ballots. Thinking about this, and provided the security features are suitable, do you agree or disagree with implementing each of these regulations in the next federal election? Choose one for each row.

			Gender		Age			Region		Vote in 2015 Federal Election						
		Canada	Female	Male	18-34	35-54	55+	вс	Alberta	SK / MB	Ontario	Quebec	Atlantic	Conserv.	NDP	Liberal
	Strongly agree	30%	29%	32%	23%	38%	27%	38%	27%	17%	28%	32%	38%	27%	25%	32%
	Moderately agree	31%	33%	28%	38%	27%	30%	28%	31%	31%	32%	34%	25%	26%	37%	35%
Allowing eligible voters to cast ballots in a federal election through the Internet	Moderately disagree	12%	11%	13%	15%	10%	11%	10%	13%	7%	16%	8%	6%	10%	13%	11%
	Strongly disagree	19%	19%	20%	15%	16%	26%	21%	23%	22%	17%	19%	18%	31%	20%	16%
	Not sure	8%	8%	8%	9%	9%	6%	3%	5%	24%	7%	7%	12%	6%	6%	5%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Strongly agree	16%	17%	14%	20%	20%	9%	15%	11%	15%	16%	16%	22%	17%	12%	16%
	Moderately agree	26%	28%	24%	33%	26%	21%	22%	30%	25%	29%	19%	29%	16%	35%	31%
Allowing eligible voters to cast ballots in a	Moderately disagree	18%	21%	16%	15%	21%	18%	20%	20%	10%	18%	23%	11%	20%	17%	18%
federal election by phone	Strongly disagree	31%	25%	38%	21%	23%	45%	38%	32%	20%	29%	34%	21%	41%	32%	31%
	Not sure	9%	10%	8%	11%	9%	7%	5%	7%	27%	8%	7%	17%	7%	4%	5%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	Strongly agree	32%	33%	32%	30%	39%	28%	33%	26%	15%	33%	41%	29%	37%	34%	31%
Relying on electronic voting machines at	Moderately agree	33%	31%	35%	32%	28%	38%	38%	38%	36%	36%	22%	21%	31%	26%	40%
, , ,	Moderately disagree	12%	12%	12%	15%	12%	10%	14%	17%	10%	12%	10%	11%	10%	16%	10%
the polling stations, instead of paper ballots and pencils	Strongly disagree	14%	14%	14%	12%	13%	17%	12%	12%	12%	12%	17%	26%	13%	21%	13%
	Not sure	9%	10%	7%	11%	9%	7%	3%	7%	27%	7%	10%	12%	10%	3%	6%
	Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

### For more information on this presentation, please contact:

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