



# Understanding the Digital Voter Experience

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

delvinia



Research | Strategy Group

## EXECUTIVE SUMMARY

In November 2006, The Town of Markham offered Internet voting as an option for advanced poll voting for the second election in a row. Once again, the results were a success and provided further evidence that Internet voting is a viable addition to the electoral process that meets the changing needs of municipalities and voters.

Delvinia Interactive, a Toronto-based digital agency, worked with the Town of Markham in both the 2003 and 2006 elections to develop and implement an integrated offline/online voter outreach and awareness campaign to increase voter turnout. Delvinia focused on integrating a digital component into the total voter experience that gives eligible voters the option to cast their ballots online.

As part of its partnership with the Town of Markham, Delvinia and Markham continued the research they began in 2003 that tracks voter feedback and preferences. Research Strategy Group analyzed the online survey results of those that cast their ballot online in the 2006 election and compared them to the 2003 results.

The research found that Internet voting contributed to an increase in overall voter turnout, while the increase in online voters validated Internet voting as part of the digital voter experience. In fact, many of those who cast their ballot online want to continue using this method, and promote this new method to those close to them. Common criticisms of Internet voting – such as voter authentication and fraud, security of the technology, and attracting the ‘wrong’ crowd – are outweighed by the benefits of Internet voting. Benefits include:

- Internet voting has made it more convenient for long-time voters; those who voted online in 2003 and 2006 are engaged voters who cast ballots in previous elections.
- Internet voting is successful in engaging typically difficult-to-reach audiences (e.g. university students, disabled voters) and could level the playing field so all eligible members of society have an equal opportunity to engage in the electoral process.
- Two-step Internet voting – employed in the Markham election – significantly reduces the risks associated with voter authentication, and is in fact more reliable than other traditional methods such as mail-in ballots.
- An integrated communications campaign that includes a digital voter experience to inform and educate citizens about online voting will increase voter awareness and may improve voter turnout.

Of those who voted online in the 2006 Markham election, a total of 4,633 responded to a survey

about their experience. Following are the 2006 high-level results compared to those found in 2003:

### Voting Experience

- One in five (21%) of those who voted online in 2006 said they did not vote at all in the 2003 municipal election.
- An overwhelming majority (88%) of those who voted online in 2006 cite “convenience” as their primary reason for doing so, a finding that is identical to 2003; 14% in 2006 said they voted online this time because they had done so in 2003.
- Online voters encourage others to vote: most online voters say at least one other person in their household also voted online in 2006 (79%).

### Process Involved In Online Voting

- As was the case in 2003, the vast majority (86%) of those who voted online in 2006 did so from home, while one in ten (10%) voted from work.
- Most (79%) of those who voted online in 2006 said they heard about the process through material they received in the mail. This was also the key source of information in 2003.
- One in five respondents cited community newspapers as key secondary sources of information (24%), down from 56% in 2006. Online voters were also less likely than they were in 2003 to mention posters or the candidates as sources of information about online voting. 16% cited the Interactive Guide on the Markham Votes website as a secondary source.
- 30% of online voters said they used the Interactive Guide on the Markham Votes website, which is comparable to the proportion of users in 2003 (28%).
- As was the case in 2003, those who used the Interactive Guide were looking for information on how to register to vote (78%), when to vote (52%), where to vote (24%) and answers to the Frequently Asked Questions about the voting process (24%).
- Most of those who used the Markham Votes website found the information on it very useful or useful (98%). This is virtually identical to the 2003 results (52% and 44% respectively).
- Similarly, most of those who used it in 2006 expect the Markham Votes website to be very helpful (62%) or helpful (36%) in the future – identical to the 2003

findings (63% and 36% respectively).

### Satisfaction With Online Voting

- Almost eight in ten (78%) described themselves as ‘very satisfied’ with the online voting process, with the balance saying they were satisfied (21%). This is identical to the 2003 findings.
- 91% said they would be ‘very likely’ to vote online in the future.
- 80% said they would be ‘very likely’ to recommend online voting to others.
- 90% said they would be ‘very likely’ to vote online in a provincial election if the option was offered.
- 89% said they would be ‘very likely’ to vote online in a federal election if it was offered.

### Conclusion

The survey results, combined with the success of the Town of Markham Internet voting initiative, show that Internet voting is a viable addition to the total voter experience. It offers experienced voters greater choice in how they cast their ballots. It enables citizens to vote that would otherwise be unable to vote due to accessibility issues. It can even help to connect with traditionally difficult-to-reach audiences. Internet voting is a practical method of meeting the needs of a voting public who have embraced technology and are looking for a digital component to their total voter experience.

It is simply impractical to resist the idea of Internet voting as a component of the total voter experience. It will not – nor should it – replace traditional methods of casting our ballots, but it is in demand and it is inevitable that Internet voting will be realized as a legitimate option in the electoral process. Once Internet voting has proliferated in democratic societies, the real questions become: how will it impact the way in which democracy is realized, and how will it impact candidates’ campaigns and their accountability to voters?

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## INTRODUCTION

In November 2006, The Town of Markham offered Internet voting as an option for advanced poll voting for the second election in a row. Once again, the results were a success and provided further evidence that Internet voting was a viable option for voters.

Delvinia Interactive, a Toronto-based digital agency, worked with the Town of Markham in both the 2003 and 2006 elections to develop and implement an integrated offline/online voter outreach and awareness campaign to increase voter turnout. Delvinia focused on integrating a digital component into the total voter experience, which included the option for eligible voters to cast their ballots online.

As part of its partnership with the Town of Markham, Delvinia and Markham continued the research they began in 2003. They partnered with Research Strategy Group who analyzed the online survey results of those who voted online in the 2006 election and compared them to the 2003 results.

The following report provides the results of the 2006 survey and a comparison to the findings in the 2003 survey. The report begins with comments from Sheila Birrell, Town Clerk for the Town of Markham, and a discussion about the “Digital Customer Experience” as it relates to the electoral process by Adam Froman, President, Delvinia Interactive. The survey analysis and comparison with 2003 was provided by Allison Scolieri of Research Strategy Group.

## FOREWORD

In 2003 the Town of Markham, with a population of over 235,000, became the first major municipality in Canada to implement Internet voting for the municipal election. The project was intended to evaluate the potential for increased voter participation by improving accessibility and efficiency of the voting process. Traditionally, only about 28% of the voting population casts a ballot during the municipal election. The municipality recognized the need to explore new ways to overcome voter apathy.

The municipality set a number of guiding principles that were to be considered before staff and Council approval:

- To provide multiple channels for voters to participate in the election process by educating citizens about “how to vote”.
- To ensure protection and accuracy of the election process.
- To ensure strong authentication of the vote.
- To provide privacy for voters.
- To ensure secrecy of the results.
- To ensure individual voters could not be identified.

The 2003 Municipal Election was a great success, due in large part to the very successful Internet voting project! In 2006, the Town of Markham continued with the Internet voting program and once again the results were very positive. A total of 61,948 ballots were cast in Markham in 2006 which represents a 37.6% voter turnout as compared to 26.7% in 2003. Online voter participation for the early voting period climbed from 7,210 to 10,639 in 2006 which represents 18.25% of the overall vote (up from 17% in 2003). The success of the online voting program contributed to a 43% increase of early voters (inline and online) over 2003.

A comprehensive and multifaceted Communications Plan did, among other things, contribute to the positive impact on voter turnout. The Plan consisted of the following components:

- Interactive website
- Print, voicemail and text message ads
- Posters and flyers
- Mall displays
- Pens, bookmarks, magnets
- Community posters
- Electronic billboards

Delvinia Interactive played a large role in the success of the 2003 Internet voting project. Building on the 2003 success, the Town again partnered with Delvinia Interactive in 2006. Delvinia's innovative approach as the Town's digital agency for the Internet voting initiative exceeded the Town's expectations. Their interactive election website featured voice-prompted animations and illustrations, online and inline voting demos, and a video on "why you should vote," and was a huge success! The Town's text based website also contained pertinent election information, including maps to and photos of all voting locations. In total, over the election period, Delvinia's interactive election site had 47,833 unique visitors and the Town's election webpage had 61,245 unique visitors.

The partnership with Delvinia, both in 2003 and 2006, was successful. It was a pleasure working with Adam Froman and Steve Mast, and the staff at the Town look forward to future joint projects.

The survey that Delvinia conducted with online voters indicate that Internet voting has had a broad impact on the political process, influencing voter turnout and empowering voters, and it is likely that this trend will continue in the future.

Internet voting opens up the process to seniors and persons with disabilities. It attracts the interest of those who do not vote or who are first time voters. People are busy, dealing with an increased volume of work and longer work hours. Internet voting makes it more convenient to vote at the workplace or from home. It also makes it easier for Canadian snowbirds that go south in October, as they can now vote without a proxy.

People use the Internet every day for business, fun or communication. They bank, book travel plans, register for programs, research information, and chat with friends online. Internet voting fits into this lifestyle.

Internet voting has the capability of capturing the interest of the youth — first-time voters.

It also has the capacity to attract the interest of those who would not normally participate in the democratic process.

I predict Internet voting will be much more popular during the 2010 municipal elections in Ontario and in other municipalities across Canada – a complement to traditional voting methods. As more and more municipalities become involved in Internet voting, I believe that candidates will reach out to potential voters using the internet as a means of campaigning in advance of the internet vote taking place.



**Sheila Birrell**  
**Town Clerk**  
**Town of Markham**

## THE DIGITAL CUSTOMER EXPERIENCE AND ITS IMPORTANCE IN THE ELECTORAL PROCESS

by Adam Froman, President & CEO, Delvinia Interactive

The Internet is changing the nature of the customer experience for Canadians. With a penetration rate of almost 70%<sup>1</sup> in Canada, consumers are spending more time online on tasks such as researching, shopping, gaming, banking, chatting and socializing.

For this reason, industries including automotive, finance, technology, entertainment and communications have all embraced interactive digital platforms and are adding a digital component to their overall customer experience. Consequently, consumers are demanding more from their digital experiences. Companies are realizing that the digital component of the total customer experience – or as we at Delvinia refer to it, the Digital Customer Experience – has become a fundamental element of maintaining a quality customer relationship. And just as various industries are embracing this philosophy to meet consumer expectations, the Digital Customer Experience must also become an integral part of government service delivery, including the election process. In other words, governments need to develop the digital voter experience.

Other online experiences such as banking, shopping and job hunting offer the convenience of a transactional element. Enabling an online transaction gives customers the option to ‘close the loop’ and complete their entire experience online if they so choose. Banking customers can view their account balances online and then pay their bills. Online shoppers can review product features and then make their purchase. Job hunters can view job postings and then complete their experience by applying for a position online, all within the same transaction. The traditional versions of these services have not been replaced by their online counterparts – instead they enhance each other to create a seamless and total customer experience.

The same can be said for the transactions of the election process. When governments choose to include the Internet as a channel of communication and interaction in the electoral process, the ability to actually cast one’s vote online simply becomes the final transaction in what is already the digital aspect of the total voter experience.

At the same time, consumer demand for online voting is high. Delvinia conducted a pre-

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<sup>1</sup> In 2006, the Canadian population was at 32, 440,970 with a penetration rate of 67.5% - 21,900,000 Internet users. Cited from [www.Internetworldstats.com](http://www.Internetworldstats.com)

election poll in October 2006 using its AskingCanadians™ online consumer research panel. The results indicated that 69% of residents in the Greater Toronto Area who were planning to vote would have preferred to cast their vote online in the November 2006 Municipal Election. Of those residents who said they did not plan to vote in that election, 82% said that they would be more likely to vote if the opportunity to cast a ballot online was offered.<sup>2</sup>

Despite the obvious parallels between Internet voting and other online transactions, as well as the high consumer demand for Internet voting, there are many who are vehemently opposed to the concept of Internet voting. Critics question the security of the technology and cite issues such as fraud associated with voter authentication. They suggest that online voting attracts disinterested or apathetic voters who care little about the democratic process and may skew the outcome of an election. Some have claimed that Internet voting is less accurate and safe than traditional voting methods like polling stations and mail-in ballots. These detractors even argue that anything other than an individual's vote, cast in person at a polling station undermines the fabric of the democratic process.

But these same critics fail to acknowledge the benefits of Internet voting in a landscape where voters are becoming disillusioned and less engaged with the democratic process at the local, provincial and national levels. In fact, upon further inspection, our research coupled with our experience with the Town of Markham indicates that these critics' concerns, while important to consider and manage, do not outweigh the benefits of Internet voting:

### Technology Security and Accuracy

While concerns about the nature of technology must be factored in to any process involving technology, it should be no more of a concern for Internet voting than it is for other online transactions. For example, consumers' ballots are certainly no more important than the combination of their personal information and hard-earned dollars – and millions of such financial transactions are taking place online every day. In fact, since online voting takes place within a finite period of time, Internet voting transactions are easier to closely monitor than other online transactions.

Meanwhile, online voters in the 2006 Markham Municipal Election reported a 99% overall positive satisfaction rating with Internet voting, and a high likelihood to vote online in the future (9 out of 10). This public demand, coupled with the success of Internet voting in both the 2003 and the 2006 Markham municipal elections<sup>3</sup> indicates that while the importance of

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<sup>2</sup> Source: [http://www.delvinia.com/news\\_061016.html](http://www.delvinia.com/news_061016.html)

<sup>3</sup> According to the Town of Markham, there were no inconsistencies in the voting patterns.

security must not be overlooked, these concerns are not reason enough to rule out the option of Internet voting as a means to meet the needs and wants of the voting public.

### Voter Authentication and Fraud

Similarly, fraud is a concern in the case of all online transactions, and steps are being taken to manage this potential issue in terms of Internet voting. In the case of the Markham elections, a two-step Internet voting process was implemented to help authenticate voters. Step one required eligible voters to register online and establish their own unique password. Step two involved the receipt of a personal identification number (PIN) in the mail. Both the password and PIN were mandatory fields of data required to cast a vote online.

In 2005, The Town of Markham engaged the services of an external consultant to undertake a risk assessment of the various methods of alternative voting based upon 45 potential threats. They estimated the likelihood of occurrence of each threat, as well as Markham's ability to recover, in terms of the following: a reasonable risk scenario, a risk-tolerant scenario and a risk-averse scenario. The resulting report demonstrated that the two step Internet voting process fell well within reasonable risk tolerances and represented less risk than both a one step process and even mail-in ballots.<sup>4</sup>

According to a survey of municipalities conducted in January 2007 by the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) of over 85% of the municipalities in Ontario, 100 municipalities offered mail-in voting.<sup>5</sup> Furthermore, almost 65% of municipalities surveyed did not require anything more than a voter notification card as identification to vote at the polls, and of the remaining 35%, only 15% required some form of photo identification. Based on this information, the two step online voting process is in fact less likely to result in fraud versus the processes surrounding traditional voting methods. The argument that online is a riskier method of casting one's ballot versus the offline methods we have used for years is not supported by this study, and appears to be more perception than reality.

### Apathetic Voters

While critics are concerned that the ease of online voting will attract a crowd otherwise disinterested in casting a ballot, our survey results indicate that the typical Internet voter is already actively participating in the electoral process. Of the total 2006 survey sample of online voters, 63% cited that they had voted in the 2000 election before Internet voting was

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<sup>4</sup> *Post 2006 Election Report to the General Committee of the Town of Markham*, December 22, 2006, pg. 8.

<sup>5</sup> 2006 Election Survey, Election Survey Report to MEPT - March 7, 2007, AMCTO.

even offered. Within the same sample, 26% said they voted online in 2003. With previous voting experience, these active voters were simply adopting the Internet as an alternative channel through which to cast their ballots.

In fact, because Internet voting is viewed as a practical method of casting one's vote regardless of location, distance or physical barriers, it has the ability to engage difficult to reach audiences such as university students, 'snowbirds', the disabled, the sick, and the elderly. One in eight of those between ages 18 and 34 cited being "out of town during the election" as the reason for casting their ballots online. Meanwhile, almost a third (32%) of all online voters were 55 years of age or older. Internet voting actually levels the playing field, giving everyone equal opportunity to engage in the electoral process. And is that not the intention of the electoral process in the first place?

The survey results combined with the success of the Town of Markham Internet voting initiative, show that Internet voting is a viable addition to the total voter experience. It offers experienced voters greater choice in how they cast their ballots. It enables citizens to vote that would otherwise be unable to vote due to accessibility issues. It can even help to connect with traditionally difficult-to-reach audiences. Internet voting is simply a practical method of meeting the needs of a voting public who have embraced technology and are looking for a digital component to their total voter experience.

It is simply impractical to resist the idea of Internet voting as a component of the total voter experience. It will not – nor should it – replace traditional methods of casting our ballots, but it is in demand and it is inevitable that Internet voting will be realized as a legitimate option in the electoral process. Once Internet voting has proliferated throughout democratic societies, the real questions become: how will it impact the way in which democracy is realized, and how will it impact candidates' campaigns and their accountability to voters?

## ABOUT THE TOWN OF MARKHAM 2006 ELECTION PROJECT

Delvinia's association with the Town of Markham began in 2003 when Markham asked Delvinia to create a voter outreach campaign to promote the launch of Markham's Internet voting pilot program. In order to address voter apathy and increase accessibility for all voters, the Town decided to incorporate Internet voting into their electoral process and licensed an online voting technology from Election Systems & Software (ES&S). They received Council approval to introduce Internet voting as part of the advance poll in 2003 and, using a two step authentication method designed by ES&S, began their efforts to provide a digital aspect to the total voter experience. At the time, Markham was the first major municipality in Canada to offer Internet voting as an option to its voters. The initiative was deemed a success with over 7,000 ballots cast online.<sup>6</sup>

Meanwhile, Delvinia received government funding from CANARIE Inc. and the Department of Canadian Heritage to study the impact of and attitudes towards the option of Internet voting. The resulting study entitled, *Internet Voting and the Canadian e-Democracy in Practice, The Delvinia Report on Internet Voting in the 2003 Town of Markham Municipal Election, February 2004*<sup>7</sup> provided the first quantitative evidence of the validity of Internet voting in a Canadian election.

The 2003 pilot initiative revealed that the availability of online voting contributed to an increase in advance polling participation by 300% over the previous election, with Internet voting making up 17% of the overall voter turnout for the election.<sup>8</sup> Overall attitudes to the online voting process were extremely positive with almost 99% of respondents describing themselves as "satisfied or very satisfied" with Internet voting, and 9 in 10 saying they would be "very likely" to vote online in the future if it was offered.<sup>9</sup> It was an encouraging demonstration of how Internet voting could become a viable option in the electoral process.

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<sup>6</sup> 7,210 cast their ballot online during the advance polls. This accounted for approximately 17% of the overall voter turnout of 42,198 in Markham and an increase of over 300% in advance poll voting. Source: *Internet Voting and the Canadian e-Democracy in Practice, The Delvinia Report on Internet Voting in the 2003 Town of Markham Municipal Election*, © Delvinia Interactive, 2003, pg. 6.

<sup>7</sup> *Internet Voting and the Canadian e-Democracy in Practice, The Delvinia Report on Internet Voting in the 2003 Town of Markham Municipal Election*, © Delvinia Interactive, 2003.

<sup>8</sup> *Ibid.* pg. 6

<sup>9</sup> *Ibid.* pg.15.

Then in 2006, Markham decided to offer Internet voting as an option for advance polls for the second time. Delvinia was again selected as the digital agency to create and deliver the voter outreach campaign to communicate the benefits of Internet voting, and to exceed the results of 2003. With the learning from the 2003 election, Delvinia was confident that an increase in online voter participation was indeed possible, and developed a new voter outreach and education campaign accordingly. Delvinia enhanced the digital voter experience originally created in 2003 and incorporated newer tactics such as social media. The 2006 outreach campaign included direct mail, newspaper ads and posters, all of which encouraged voters to visit the 2006 Markham Election website (<http://www.markhamvotes06.ca>). Similar to the 2003 interactive guide, the 2006 interactive guide educated voters about the details of the election – their registration options, eligibility requirements, polling station times, dates and locations, visual demos of both online and offline processes and more. In addition, the 2006 guide included the option of signing up to receive mobile text alerts, and enabled Markham residents to share personal testimonials of their voting experiences. Finally, voters once again had the choice of casting their ballots in the advance poll online, via mail-in ballot, or at an advance polling station – or they could vote at a polling station on Election Day.

As a final step for those who voted online in 2006, voters were asked to complete our 2006 Online Voters Survey. Delvinia partnered with Research Strategy Group (RSG), a full service research firm with extensive experience in conducting government initiatives-related research, to analyze the 2006 survey results and compare them with the results of the 2003 survey. In 2006, there were 4,633 completed surveys representing approximately 44% of online voters. This provided RSG with a statistically significant sample to analyze and compare with the 3,655 completed surveys in 2003.

The 2006 survey results supported the need to provide an integrated offline/online communication campaign to effectively generate awareness and create a seamless total voter experience. Traditional print methods served to stimulate interest in the election, with respondents citing the direct mail pieces (79%) as the primary source of awareness for the election, followed by community newspapers (24%). These print materials then drove potential voters to the Markham election website where they continued the process of information gathering (the third most cited source of awareness at 16%).

Once at the website, voters were fully engaged in the digital voter experience. Users of the interactive guide on the site were looking for information on how to register to vote (78%), when to vote (52%) and where to vote (24%). Most found the information on the site useful (98%) and expected it to be so again in the future.

Meanwhile, Markham was not the only municipality to embrace Internet voting. Where in 2003, only six municipalities in Ontario offered some form of Internet voting during their elections, in 2006, several<sup>10</sup> municipalities had followed suit by offering Internet voting. With the Internet voting successes of 2003 and 2006, the Town of Markham has pioneered the way for the Canadian public to become an e-democratic society.

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**10** The following municipalities offered Internet voting in their 2006 elections: Township of Addington, Highlands, The Township of Augusta, The Township of The Archipelago, Township of Alfred and Plantagenet, Township of Champlain, Village of Casselman, Township of Champlain, City of Clarence-Rockland, Town of Coburg, Township of Centre Wellington, Town of East Hawkesbury, The Township of Edwardsburgh-Cardinal, Town of Hawkesbury, Town of Markham, Municipality of The Nation, Township of North Glengarry, Township of North Stormont, Township of North Dundas, Town of Perth, City of Peterborough, Township of Russell, The Township of South Frontenac, Township of South Glengarry, Township of South Stormont, Township of South Dundas, The Township of Tay Valley

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- Frank Edwards, Manager of Administration, Clerk's Department
- Blair Labelle, Election Coordinator
- Andy Taylor, Commissioner of Corporate Services
- Freda Lee, Web Administrator
- John Swan, Client Advisor IT Services
- Christopher Burr, Client Advisor IT Services
- Janet Carnegie, Director Corporate Communications

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- Randy Matheson, Creative Content Specialist
- Craig Tothill, Senior Technical Specialist
- Simone Fried, Project Coordinator
- Anya Galkina, Interactive Design Specialist
- Andrew Murphy, Flash Specialist
- Ted Doering, Research Specialist
- Chris Andaya, Data Collection Project Manager
- Randy Leiter, Survey Programmer
- Grace Marquez, Creative Strategy Specialist

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



**Adam Froman**  
**President & CEO**  
**Delvinia Interactive**

## METHODOLOGY

In 2006 Delvinia continued to capture information from those who participated in online voting, using the same survey instrument that was developed in 2003. However, unlike in 2003 where our survey also captured information from those who cast their ballot at the polling stations, the 2006 survey was only conducted with those who voted online.

In 2006, Delvinia partnered with Research Strategy Group (RSG) from Toronto. RSG is a full-service research company offering both marketing research and public opinion research to its clients. With significant experience in conducting research for and about the public sector, the partnership was a logical fit. The role of RSG was to offer suggestions for revisions to the 2003 questionnaire, and, once the data was collected, to conduct the analysis. As an organization that was not involved in the development of the technology to allow online voting, RSG was viewed as an objective third party to analyze the data. The intent of the survey was to once again 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 compare the data from 2003 in order to provide a comparison between the 2003 and 2006 elections. The only change that RSG made to the 2006 survey questionnaire was the introduction of two questions asking respondents about the likelihood of their voting via the Internet for provincial and federal elections, if offered.

Since Internet voting was available during advance polls, the online survey was administered only during that period (November 6th to November 10th, 2006). 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 voter's 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. There were no incentives to participate in the survey. Once the advance voting period was over, the survey data was forwarded to Research Strategy Group for coding and analysis. Only completed surveys were included in the sample.

## SUMMARY OF FINDINGS

### Voting Experience

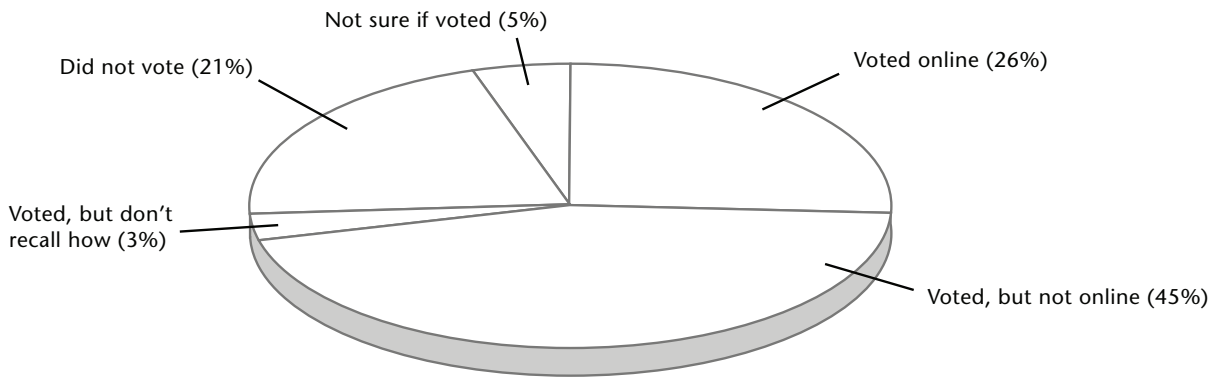
#### Summary Comments

Most of those who voted online in the 2006 municipal election also voted (in some manner) in both 2003 and 2000. Not surprisingly, younger people aged 18 – 34 were less likely than others to vote in the previous elections.

About one in three (36%) of those who voted in 2003 say they voted online in that election. Within the total 2006 sample of online voters, then, 26% said they voted online in 2003. This suggests there was a sizeable increase in the proportion of eligible voters who opted to vote online in 2006.

The 2006 sample, then, breaks out as follows:

**Graph 1: Behaviour of 2006 Sample In 2003 Election**



**% of 2006 Sample (Voted Online in 2006)**

The proportion who voted online in 2003 was somewhat higher among those aged 55 or older than it was among younger voters, something that suggests that older people were earlier adopters of online voting.

Those who voted online in 2003 did so largely for convenience, although some did it because they wanted to try something new. These responses were given in 2003 by those who participated in the survey at that time, and were also given in 2006 by those who recall voting online in the previous election.

Similar reasons were given for voting online in 2006; most said they voted this way because it was convenient. Slightly fewer in 2006 than in 2003 chose to vote online because they wanted to try something new, however this decline was off-set by the proportion who said they voted online in 2006 because they had done so in 2003.

While only a few overall said they voted online because they were out of town at the time of the election, this reason was given by one in eight (13%) of those aged 18 – 34. A number of these could be university or college students who were away at school at the time of the election.

The vast majority (79%) of those who voted online said at least one other person in their household also voted online in 2006. This proportion was slightly higher among those aged 35 or older than among those younger.

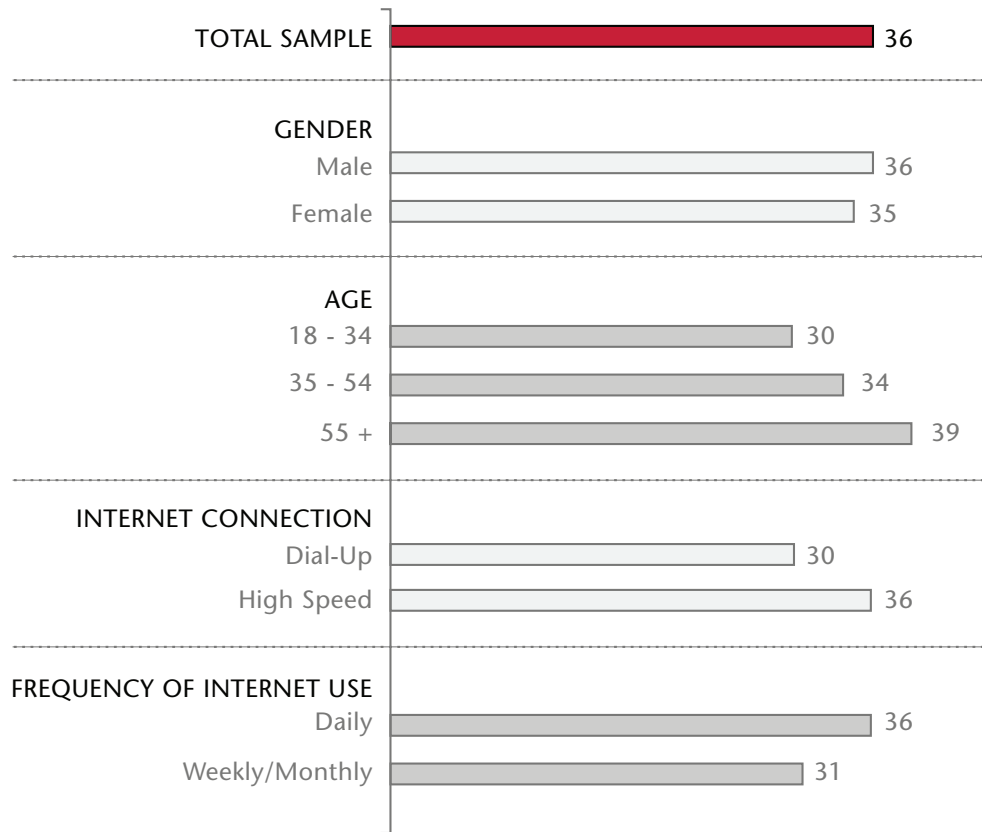
## Previous Voting Experience

**Table 1: Voted In Previous Municipal Elections**

	% of Online Voters	
	2003	2006
<b>Voted In 2000 Municipal Election</b>		
Yes	71	63
No	25	28
Don't know	4	9
<b>Voted In 2003 Municipal Election</b>		
Yes	100	74
No	-	21
Don't know	-	5
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

## Previous Online Voting Experience

**Graph 2: Voted Online In 2003 Municipal Election  
(among 2006 sample who voted in 2003)**



**% of Online Voters (2006) who voted in 2003**

**Base: 3432**

**Table 2: Reasons For Voting Online In 2003  
(among those who voted online in 2003 election)**

	% of Online Voters who voted online in 2003	
	2003	2006
Convenience	86	88
Wanted to try something new	30	24
Work/friends/family	7	6
Tried the demo	5	7
Was out of town	5	4
Spoke to Town of Markham representative when called Voter Info Line	1	1
Candidates' suggestion	1	1
Other reason	5	4
<b>Unweighted base:</b>	<b>3655</b>	<b>1217</b>

**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
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

## Process Involved In Voting Online

(Tables 12-33)

### Summary Comments

As was the case in 2003, most of those who voted online in 2006 say they heard about the process through material they received in the mail. The proportion which mentioned information received in the mail is slightly higher in 2006 than it was in 2003.

The key secondary sources of information in 2006 tended to be the community newspaper (particularly among older voters) and the Interactive Guide website. Compared with 2003, however, the community newspaper was significantly less likely to be cited as a source of information. Similarly, posters and the candidates were less likely to be mentioned in 2006 than they were in 2003 as sources of information about the online voting process.

About one-third (30%) of those who voted online used the Interactive Guide on the Markham Votes website. This is comparable to the proportion who reported using it in 2003. The 2006 data suggests that males and older voters were slightly more likely than others to have used the Interactive Guide. The Guide was also more likely to be used by those who have a high speed internet connection, and those who use the internet on a daily basis.

Those who used the Interactive Guide were looking for information on how to register to vote, when to vote and where to vote, as well as answers to the Frequently Asked Questions (FAQs) about the voting process. These were the same reasons given for using the Guide in 2003. Most found the information on the 'Markham Votes' website very useful or useful (98%), and most of those who used it in 2006 expect that the website would be very helpful or helpful (98%) in the future.

Only 7% of those who voted online in 2006 said they phoned the Town of Markham Voter Info Line. This is also comparable to the proportion who phoned the line in 2003. The vast majority of those who called the Voter Info Line were very satisfied or satisfied (92%) with the service they received.

As was the case in 2003, the majority of those who voted online said they voted from home. About one in ten voted from work.

## Sources Of Information

**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
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

## Use Of The 'Markham Votes' Website

**Table 5: Used Interactive Guide on Markham Votes Website**

	% of Online Voters who used Interactive Guide	
	2003	2006
How to register to vote	70	78
When to vote	53	52
Where to vote	22	24
FAQs about the voting process	18	24
Why vote	7	9
Other	3	7
<b>Unweighted base:</b>	<b>1001</b>	<b>1390</b>

**Table 6: Use Of Interactive Guide For Specific Information**

	% of Online Voters who used Interactive Guide	
	2003	2006
How to register to vote	70	78
When to vote	53	52
Where to vote	22	24
FAQs about the voting process	18	24
Why vote	7	9
Other	3	7
<b>Unweighted base:</b>	<b>1001</b>	<b>1390</b>

**Table 7: Usefulness of Information on 'Markham Votes' Website**

	% of Online Voters who used Interactive Guide	
	2003	2006
Very useful	52	57
Useful	44	41
Not useful	3	2
Not useful at all	1	-
<b>NET: Very useful/useful</b>	<b>96</b>	<b>98</b>
<b>NET: Not useful/not useful at all</b>	<b>4</b>	<b>2</b>
<b>Unweighted base:</b>	<b>1001</b>	<b>1390</b>

**Table 8: Anticipated Helpfulness of 'Markham Votes' Website In Future**

	% of Online Voters who used Interactive Guide	
	2003	2006
Very helpful	63	62
Helpful	36	36
Not helpful	1	2
Not helpful at all	-	-
<b>NET: Very helpful/helpful</b>	<b>98</b>	<b>98</b>
<b>NET: Not helpful/not helpful at all</b>	<b>1</b>	<b>2</b>
<b>Unweighted base:</b>	<b>1001</b>	<b>1390</b>

## Use Of Voter Info Line

**Table 9: Used Town of Markham Voter Info Line**

	% of Online Voters	
	2003	2006
Yes	8	7
No	92	93
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

**Table 10: Satisfaction With Service Provided By Voter Info Line**

	% of Online Voters who called Voter Info Line	
	2003	2006
Very satisfied	65	63
Satisfied	27	29
Not satisfied	4	4
Not satisfied at all	4	4
<b>NET: Very satisfied/satisfied</b>	<b>92</b>	<b>92</b>
<b>NET: Not satisfied/not satisfied at all</b>	<b>8</b>	<b>8</b>
<b>Unweighted base:</b>	<b>278</b>	<b>313</b>

**Table 11: Location From Which Markham Residents Voted**

	% of Online Voters	
	2003	2006
Home	79	86
Work	13	10
Out of town/vacation	3	3
Library	-	-
Other	-	1
Refused	5	-
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

## Satisfaction With Online Voting

### Summary Comments

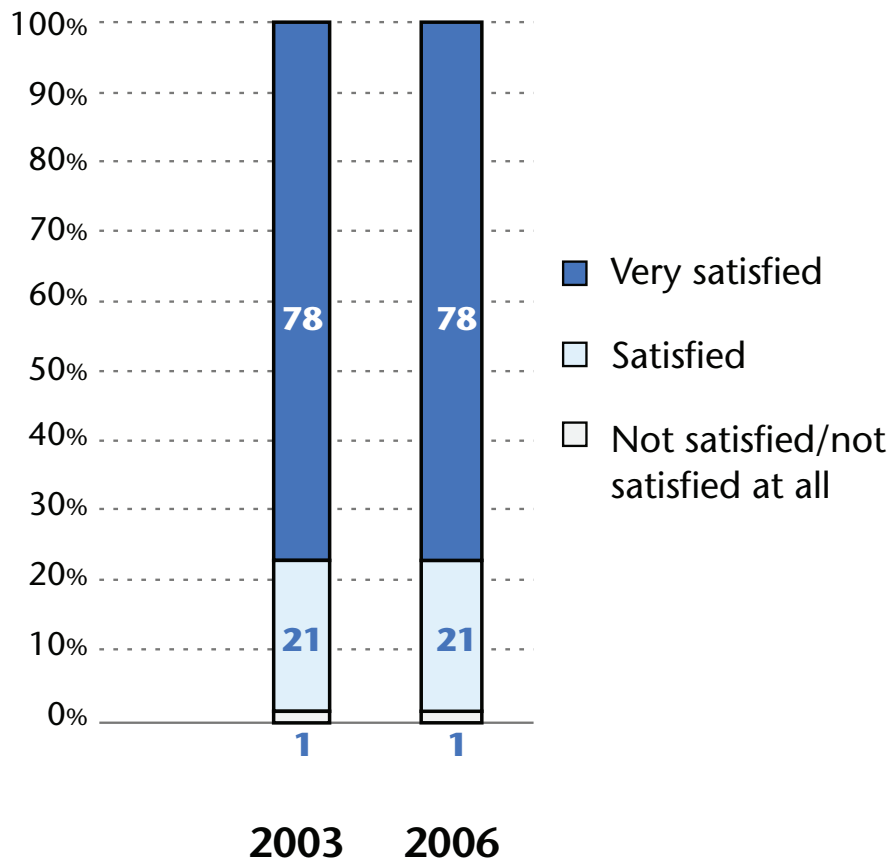
There continues to be a very high level of satisfaction with the online voting process. Almost eight in ten (78%) described themselves as 'very satisfied' with the process, and this is identical to the proportion who said this in 2003.

Satisfaction with the online voting process transcends gender, but is marginally higher among older voters.

There are other indications that those who voted online in the municipal election liked the process:

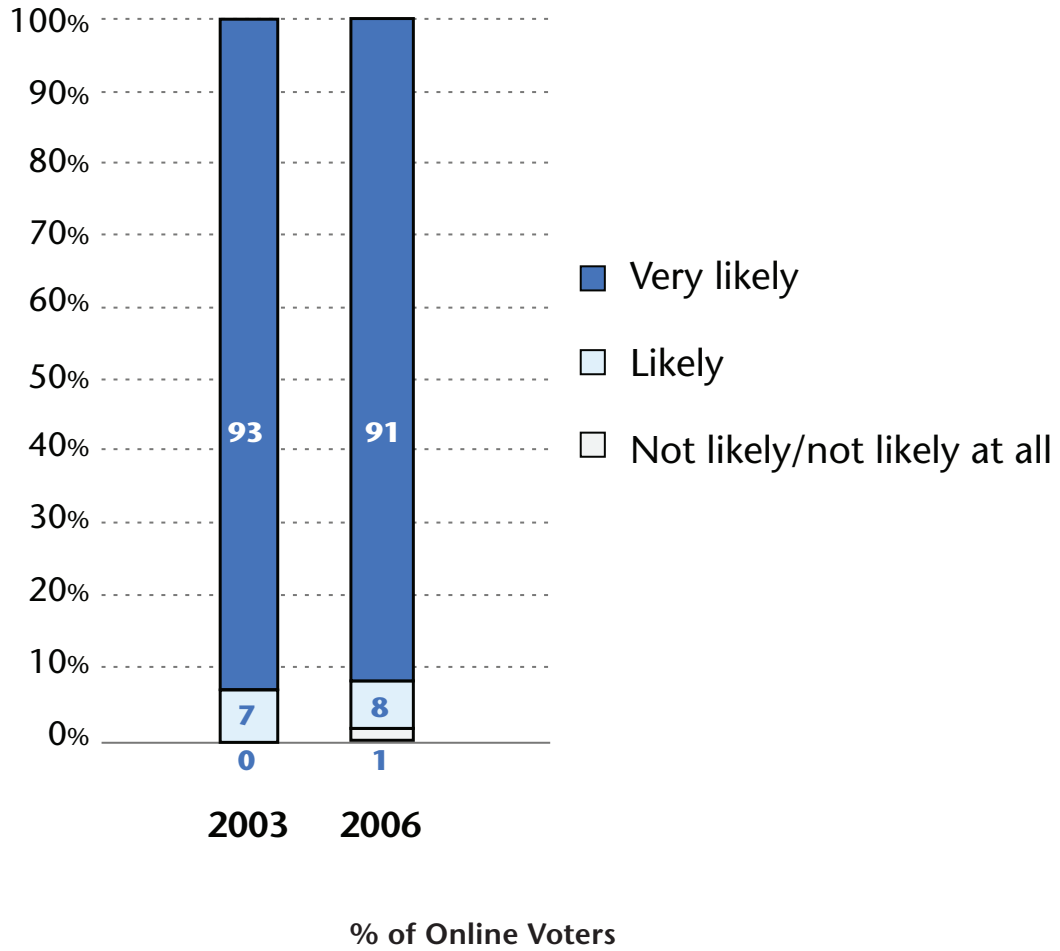
- 91% said they would be 'very likely' to vote online in the future.
- 80% said they would be 'very likely' to recommend online voting to others.
- 90% said they would be 'very likely' to vote online in a provincial election if the option was offered.
- 89% said they would be 'very likely' to vote online in a federal election if it was offered.

**Graph 3: Satisfaction With The Online Voting Process**



% of Online Voters Who Used Interactive Guide

**Graph 4: Likelihood Of Voting Online In Future**



**Table 12: Interest in Voting Online On Other Elections**

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

## Respondent Profile

### Summary Comments

The demographic profile of the 2006 sample of voters who voted online tends to mirror that of the 2003 sample, with virtually no significant differences. The characteristics of the 2006 sample are as follows:

- a fairly even gender split (52% : 48%, male : female).
- middle-aged to older, with only 18% of the sample being aged 18 – 35. By way of contrast, 50% were aged 35 – 54, and 32% were over age 54.
- well educated, with most having at least some post-secondary, and 62% having at least one university degree or college diploma.
- average household income of \$99,300.

There has been a change since 2003 in the way the samples use the internet. In 2003, 78% of the sample had high speed internet access. In 2006, this proportion has increased significantly to 93%. There has also been an increase in the proportion who say they use the internet on a daily basis (85% in 2003 to 91% in 2006).

**Table 13: Demographic Profile of Samples**

	% of Online Voters	
	2003	2006
<b>GENDER</b>		
Male	51	52
Female	45	48
Refused	4	-
<b>AGE</b>		
18 – 24	9	7
25 – 34	12	11
35 – 44	22	22
45 – 54	27	28
55 – 64	19	21
65 or over	8	11
Refused	4	-
<b>MARITAL STATUS</b>		
Married	72	74
Single	17	18
Divorced/widow/widower	5	5
Common law	2	2
Refused	5	1
<b>EDUCATION</b>		
Some/completed high school	15	16
Some university or college	21	20
Graduated university or college	42	44
Graduate school	16	18
Other	2	2
Refused	4	-

**HOUSEHOLD INCOME**

Under \$30,000	6	12
\$30,000 - \$54,999	11	17
\$55,000 - \$84,999	17	12
\$85,000 - \$109,999	15	8
\$110,000 - \$139,999	10	14
\$140,000 or more	15	3
Student	5	28
Refused/don't know		

**TYPE OF INTERNET CONNECTION**

High speed (DSL/Cable)	78	93
Dial-up (modem)	15	5
Other	2	1
Refused	5	1

**FREQUENCY OF USE OF INTERNET**

Daily	85	91
Weekly	8	7
Monthly	2	1
This is my first time	2	1
Refused	4	-
<b>Unweighted base:</b>	<b>3655</b>	<b>4633</b>

## DETAILED CHARTS

### Voting Experience

#### Previous Voting Experience

**Table 14: Voted In Previous Municipal Elections, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
<b>Voted In 2000 Municipal Election</b>						
Yes	63	62	64	32	63	81
No	28	30	27	57	28	12
Don't know	9	8	9	11	9	7
<b>Voted In 2003 Municipal Election</b>						
Yes	74	73	75	51	75	87
No	21	22	19	41	20	9
Don't know	5	5	6	8	5	4
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 15: Voted In Previous Municipal Elections,  
By Internet Connection And Frequency Of Internet Use**  
% Of Online Voters (2006)

	TOTAL SAMPLE	INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
<b>Voted In 2000 Municipal Election</b>					
Yes	63	73	62	62	65
No	28	20	29	29	23
Don't know	9	7	9	9	12
<b>Voted In 2003 Municipal Election</b>					
Yes	74	80	74	74	77
No	21	15	21	21	17
Don't know	5	5	5	5	6
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

## Previous Online Voting Experience

**Table 16: Reasons For Voting Online In 2003  
(among those who voted Online in 2003 election), By Gender and Age**

**% Of Online Voters (2006) who voted Online in 2003**

	TOTAL SAMPLE	GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Convenience	88	88	88	83	88	89
Wanted to try something new	24	25	22	23	24	24
Tried the demo	7	6	8	8	7	6
Work/friends/family	6	5	6	8	6	5
Was out of town	4	4	5	16	2	4
Spoke to Town of Markham representative when called Voter Info Line	1	2	1	2	1	1
Candidates' suggestion	1	-	1	-	1	-
Other reason	4	3	5	5	4	5
<b>Unweighted Base:</b>	<b>1217</b>	<b>641</b>	<b>576</b>	<b>133</b>	<b>591</b>	<b>493</b>

**Table 17: Reasons For Voting Online In 2003  
(among those who voted Online in 2003 election),  
By Internet Connection and Frequency of Internet**

**% Of Online Voters (2006) who voted Online in 2003**

	TOTAL SAMPLE	INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Convenience	88	79	88	88	81
Wanted to try something new	24	41	23	24	24
Tried the demo	7	2	7	7	8
Work/friends/family	6	8	6	5	11
Was out of town	4	10	4	5	2
Spoke to Town of Markham representative when called Voter Info Line	1	-	1	1	2
Candidates' suggestion	1	-	1	1	-
Other reason	4	5	4	4	9
<b>Unweighted Base:</b>	<b>1217</b>	<b>61*</b>	<b>1141</b>	<b>1119</b>	<b>91</b>

\* CAUTION: Small base

**Table 18: Reasons For Voting Online In 2006, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Convenience	88	88	89	82	90	89
Wanted to try something new	22	22	22	20	22	22
Voted online in 2003 election	14	14	14	8	13	18
Work/friends/family	8	7	10	13	8	6
Was out of town	5	5	5	13	2	5
Tried the demo	3	3	2	2	3	3
Candidates' suggestion	2	2	1	2	2	1
Spoke to Town of Markham representative when called Voter Info Line	1	1	1	1	1	1
Other reason	5	5	5	6	5	5
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 19: Reasons For Voting Online In 2006,  
By Internet Connection and Frequency of Internet**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Convenience	88	88	89	89	86
Wanted to try something new	22	29	21	22	23
Voted Online in 2003 election	14	13	14	14	12
Work/friends/family	8	14	8	7	15
Was out of town	5	8	5	5	3
Tried the demo	3	3	3	3	3
Candidates' suggestion	2	2	1	1	2
Spoke to Town of Markham representative when called Voter Info Line	1	1	1	1	1
Other reason	5	7	5	5	4
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 20: Others In Household Also Voted Online, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Yes	79	80	79	74	81	80
No	21	20	21	26	19	20
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 21: Others In Household Also Voted Online,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Yes	79	77	80	79	83
No	21	23	20	21	17
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

## Process Involved In Voting Online

**Table 22: Sources Of Information About Online Voting,  
By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Information received in the mail	79	78	81	77	79	81
Community newspaper	24	23	24	12	24	30
The Interactive Guide web site ( <a href="http://www.markhamvotes06.ca">www.markhamvotes06.ca</a> )	16	18	13	13	17	17
Received a phone message	5	4	7	3	4	8
Posters	5	5	5	4	6	4
Candidates	4	4	3	3	4	4
Saw it in a magazine	1	1	1	1	1	1
Saw it on another web site	1	2	1	2	1	1
Other	7	7	8	12	7	6
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 23: Sources Of Information About Online Voting,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Information received in the mail	79	84	79	79	78
Community newspaper	24	35	23	24	25
The Interactive Guide web site ( <a href="http://www.markhamvotes06.ca">www.markhamvotes06.ca</a> )	16	12	16	16	13
Received a phone message	5	5	5	5	5
Posters	5	6	5	5	4
Candidates	4	3	4	4	2
Saw it in a magazine	1	2	1	1	1
Saw it on another web site	1	-	1	1	1
Other	7	8	7	7	9
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

## Use Of The 'Markham Votes' Website

**Table 24: Used Interactive Guide on Markham Votes Website, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Yes	30	33	27	25	29	35
No	60	59	61	64	63	53
Don't know	10	8	12	11	8	12
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 25: Used Interactive Guide on Markham Votes Website, By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Yes	30	23	31	31	24
No	60	61	60	60	62
Don't know	10	16	9	9	12
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 26: Use Of Interactive Guide For Specific Information, By Gender and Age**

**% Of Online Voters (2006) Who Used Interactive Guide**

	TOTAL SAMPLE	GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
How to register to vote	78	78	78	79	80	76
When to vote	52	53	51	57	53	49
Where to vote	24	24	24	27	28	18
FAQs about the voting process	24	24	24	23	22	27
Why vote	9	9	8	12	10	6
Other	7	7	7	7	6	8
<b>Unweighted Base:</b>	<b>1390</b>	<b>790</b>	<b>600</b>	<b>217</b>	<b>662</b>	<b>511</b>

**Table 27: Use Of Interactive Guide For Specific Information, By Internet Connection and Frequency of Internet Use**

**% Of Online Voters (2006) Who Used Interactive Guide**

	TOTAL SAMPLE	INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/Monthly
How to register to vote	78	85	78	78	80
When to vote	52	45	53	53	43
Where to vote	24	24	24	24	20
FAQs about the voting process	24	22	24	24	19
Why vote	9	9	9	9	10
Other	7	9	7	6	12
<b>Unweighted Base:</b>	<b>1390</b>	<b>58*</b>	<b>1316</b>	<b>1285</b>	<b>93</b>

\* CAUTION: Small base

**Table 28: Usefulness of Information on 'Markham Votes' Website,  
By Gender and Age**

**% Of Online Voters (2006) Who Used Interactive Guide**

	TOTAL SAMPLE	GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Very useful	57	57	57	57	57	56
Useful	41	41	41	40	41	42
Not useful	2	2	2	3	2	1
Not useful at all	-	-	-	-	-	1
<b>NET: Very useful/ useful</b>	<b>98</b>	<b>98</b>	<b>98</b>	<b>97</b>	<b>98</b>	<b>98</b>
<b>NET: Not useful/not useful at all</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Unweighted Base:</b>	<b>1390</b>	<b>790</b>	<b>600</b>	<b>217</b>	<b>662</b>	<b>511</b>

**Table 29: Usefulness of Information on 'Markham Votes' Website,  
By Internet Connection and Frequency of Internet Use**

	% Of Online Voters (2006) Who Used Interactive Guide				
	TOTAL SAMPLE	INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Very useful	57	59	56	57	47
Useful	41	36	41	40	47
Not useful	2	3	2	2	3
Not useful at all	-	2	1	1	3
<b>NET: Very useful/useful</b>	<b>98</b>	<b>95</b>	<b>97</b>	<b>97</b>	<b>94</b>
<b>NET: Not useful/not useful at all</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>6</b>
<b>Unweighted Base:</b>	<b>1390</b>	<b>58*</b>	<b>1316</b>	<b>1285</b>	<b>93</b>

\* CAUTION: Small base

**Table 30: Anticipated Helpfulness of 'Markham Votes' Website In Future, By Gender and Age**

	% Of Online Voters (2006) Who Used Interactive Guide					
	TOTAL SAMPLE	GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Very helpful	62	61	63	59	62	61
Helpful	36	37	35	37	35	37
Not helpful	2	2	1	3	2	1
Not helpful at all	-	-	1	1	1	1
<b>NET: Very helpful/ helpful</b>	<b>98</b>	<b>98</b>	<b>98</b>	<b>96</b>	<b>97</b>	<b>98</b>
<b>NET: Not helpful/ not helpful at all</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>3</b>	<b>2</b>
<b>Unweighted Base:</b>	<b>1390</b>	<b>790</b>	<b>600</b>	<b>217</b>	<b>662</b>	<b>511</b>

**Table 31: Anticipated Helpfulness of 'Markham Votes' Website In Future, By Internet Connection and Frequency of Internet Use**

**% Of Online Voters (2006) Who Used Interactive Guide**

	TOTAL SAMPLE	INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Very helpful	62	64	62	63	47
Helpful	36	33	37	35	51
Not helpful	2	3	1	2	1
Not helpful at all	-	-	-	-	1
<b>NET: Very helpful/helpful</b>	<b>98</b>	<b>97</b>	<b>99</b>	<b>98</b>	<b>98</b>
<b>NET: Not helpful/not helpful at all</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Unweighted Base:</b>	<b>1390</b>	<b>58*</b>	<b>1316</b>	<b>1285</b>	<b>93</b>

\*CAUTION: Small base

## Use Of Voter Info Line

**Table 32: Used Town of Markham Voter Info Line, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Yes	7	7	7	5	6	9
No	93	93	93	95	94	91
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 33: Used Town of Markham Voter Info Line,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Yes	7	8	7	7	6
No	93	92	93	93	94
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 34: Location From Which You Voted, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Home	86	87	85	80	85	91
Work	10	10	10	8	13	6
Out of town/ vacation	3	2	2	7	1	2
Library	-	-	-	-	-	-
Other	1	1	2	5	1	1
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 35: Location From Which You Voted,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006) who called Voter Info Line			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly Monthly
Home	86	87	87	86	89
Work	10	7	9	10	6
Out of town/vacation	3	5	2	3	2
Library	-	-	-	-	2
Other	1	1	2	1	1
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

## Satisfaction With Online Voting

**Table 36: Satisfaction With The Online Voting Process,  
By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Very satisfied	78	77	78	72	78	80
Satisfied	21	22	21	25	21	19
Not satisfied/not satisfied at all	1	1	1	3	1	1
<b>NET: Very satisfied/ satisfied</b>	<b>99</b>	<b>99</b>	<b>99</b>	<b>97</b>	<b>99</b>	<b>99</b>
<b>NET: Not satisfied/not satisfied at all</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 37: Satisfaction With The Online Voting Process,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Very satisfied	78	72	78	78	71
Satisfied	21	27	21	20	28
Not satisfied/not satisfied at all	1	1	1	2	1
NET: Very satisfied/ satisfied	99	99	99	98	99
NET: Not satisfied/not satisfied at all	1	1	1	2	1
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 38: Likelihood Of Voting Online In Future, By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Very likely	91	90	92	86	92	92
Likely	8	9	8	13	7	8
Not likely/not likely at all	1	1	-	1	1	-
<b>NET: Very likely/likely</b>	<b>99</b>	<b>99</b>	<b>100</b>	<b>99</b>	<b>99</b>	<b>100</b>
<b>NET: Not likely/ not likely at all</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 39: Likelihood Of Voting Online In Future,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Very likely	91	83	92	92	83
Likely	8	16	8	7	17
Not likely/not likely at all	1	1	-	1	-
<b>NET: Very likely/likely</b>	<b>99</b>	<b>99</b>	<b>100</b>	<b>99</b>	<b>100</b>
<b>NET: Not likely/not likely at all</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 40: Likelihood Of Recommending Voting Online To Others,  
By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
Very likely	80	77	82	74	81	81
Likely	19	21	17	24	18	18
Not likely/not likely at all	1	2	1	2	1	1
<b>NET: Very likely/ likely</b>	99	98	99	98	99	99
<b>NET: Not likely/ not likely at all</b>	1	2	1	2	1	1
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 41: Likelihood Of Recommending Voting Online To Others,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
Very likely	80	72	80	81	70
Likely	19	25	19	18	27
Not likely/not likely at all	1	3	1	1	3
<b>NET: Very likely/likely</b>	99	97	99	99	97
<b>NET: Not likely/not likely at all</b>	1	3	1	1	3
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

**Table 42: Interest in Voting Online On Other Elections,  
By Gender and Age**

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
<b>In A Provincial Election?</b>						
Very interested	90	90	90	82	92	92
Somewhat interested	8	8	8	13	7	7
Neither interested nor disinterested	1	1	1	3	1	1
Not very interested/not interested at all	1	1	1	1	-	-
<b>NET: Very/somewhat interested</b>	<b>98</b>	<b>98</b>	<b>98</b>	<b>95</b>	<b>99</b>	<b>99</b>
<b>In A Federal Election?</b>						
Very interested	89	89	89	81	91	91
Somewhat interested	8	8	9	12	7	7
Neither interested nor disinterested	1	1	1	3	1	1
Not very interested/not interested at all	2	2	1	4	1	1
<b>NET: Very/somewhat interested</b>	<b>97</b>	<b>97</b>	<b>98</b>	<b>93</b>	<b>98</b>	<b>98</b>
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 43: Interest in Voting Online In Other Elections,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
<b>In A Provincial Election?</b>					
Very interested	90	82	91	91	93
Somewhat interested	8	15	8	7	15
Neither interested nor disinterested	1	2	1	1	2
Not very interested/not interested at all	1	1	-	1	-
<b>NET: Very/somewhat interested</b>	<b>98</b>	<b>97</b>	<b>99</b>	<b>98</b>	<b>98</b>
<b>In A Federal Election?</b>					
Very interested	89	82	90	90	82
Somewhat interested	8	14	8	8	14
Neither interested nor disinterested	1	2	1	1	2
Not very interested/not interested at all	2	2	1	1	2
<b>NET: Very/somewhat interested</b>	<b>97</b>	<b>96</b>	<b>98</b>	<b>98</b>	<b>96</b>
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4213</b>	<b>4195</b>	<b>389</b>

## Respondent Profile

Table 44: Demographic Profile of Sample, By Gender and Age

	TOTAL SAMPLE	% Of Online Voters (2006)				
		GENDER		AGE		
		Male	Female	18 – 34	35 – 54	55 +
<b>GENDER</b>						
Male	52	100	-	50	50	56
Female	48	-	100	50	50	44
<b>AGE</b>						
18 – 24	7	7	8	40	-	-
25 – 34	11	11	11	60	-	-
35 – 44	22	21	23	-	44	-
45 – 54	28	27	29	-	56	-
55 – 64	21	22	20	-	-	67
65 or over	11	12	9	-	-	33
<b>MARITAL STATUS</b>						
Married	74	79	69	30	85	83
Single	18	16	19	66	9	4
Divorced/widow/ widower	5	3	9	-	4	11
Common law	2	2	2	1	2	2

## Understanding the Digital Voter Experience

<b>EDUCATION</b>						
Some/completed high school	16	13	19	8	14	22
Some university or college	20	9	21	28	16	21
Graduated university/college	44	45	44	48	51	32
Graduate school	18	22	15	14	18	21
Other	2	1	1	2	1	4
<b>HOUSEHOLD INCOME</b>						
Under \$30,000	6	4	8	9	5	5
\$30,000 - \$54,999	12	12	12	13	12	11
\$55,000 - \$84,999	17	18	15	14	18	17
\$85,000 - \$109,999	12	13	11	9	13	11
\$110,000 - \$139,999	8	9	8	8	9	7
\$140,000 or more	14	16	12	7	16	15
Student	3	3	3	16	-	-
Refused/don't know	28	25	31	24	27	34
<b>TYPE OF CONNECTION</b>						
High speed (DSL/Cable)	93	94	91	95	93	91
Dial-up (modem)	5	5	6	2	5	8
Other	1	1	1	1	1	1
<b>USE INTERNET...</b>						
Daily	91	94	87	96	91	88
Weekly	7	5	9	3	8	9
Monthly	1	1	2	1	1	1
This is my first time	1	-	2	-	-	2
<b>Unweighted Base:</b>	<b>4633</b>	<b>2416</b>	<b>2217</b>	<b>859</b>	<b>2307</b>	<b>1467</b>

**Table 45: Demographic Profile Of Sample,  
By Internet Connection and Frequency of Internet Use**

	TOTAL SAMPLE	% Of Online Voters (2006)			
		INTERNET CONNECTION		FREQUENCY OF INTERNET USE	
		Dial-up	High Speed	Daily	Weekly/ Monthly
<b>GENDER</b>					
Male	52	46	53	54	36
Female	48	54	47	46	64
<b>AGE</b>					
18 – 24	7	4	7	8	3
25 – 34	11	4	12	12	5
35 – 44	22	16	22	22	24
45 – 54	28	27	28	28	29
55 – 64	21	28	21	21	25
65 or over	11	21	10	9	13
<b>MARITAL STATUS</b>					
Married					
Single	74	72	75	74	74
Divorced/widow/widower	18	15	18	18	12
Common law	5	10	5	5	9
Don't know	2	2	2	2	3
<b>EDUCATION</b>					
Some/completed high school	16	25	15	14	30
Some university or college	20	20	20	20	19
Graduated university or college	44	40	45	45	37
Graduate school	18	12	19	19	11
Other	2	3	1	2	3

## Understanding the Digital Voter Experience

<b>HOUSEHOLD INCOME</b>					
Under \$30,000	6	8	6	5	12
\$30,000 - \$54,999	12	15	12	12	14
\$55,000 - \$84,999	17	19	17	17	17
\$85,000 - \$109,999	12	10	12	12	6
\$110,000 - \$139,999	8	4	9	9	6
\$140,000 or more	14	6	15	15	8
Student	3	3	3	3	1
Refused/don't know	28	35	26	27	36
<b>TYPE OF CONNECTION</b>					
High speed (DSL/Cable)	93	-	100	4	82
Dial-up (modem)	5	100	-	1	16
Other	1	-	-	1	-
<b>USE INTERNET...</b>					
Daily	91	74	92	100	-
Weekly	7	20	6	-	85
Monthly	1	4	1	-	15
This is my first time	1	2	1	-	-
<b>Unweighted Base:</b>	<b>4633</b>	<b>252</b>	<b>4293</b>	<b>4195</b>	<b>389</b>

## ABOUT DELVINIA INTERACTIVE

Located in Toronto, Canada, Delvinia Interactive is a leading digital agency specializing in strategic development and execution of interactive and digital solutions. Delvinia's success stems from the same belief that shaped its name: that "delving in" and "digging deep" to discover valuable insights is the first step towards the development of effective interactive solutions. Featured clients include RBC Royal Bank, Manulife Financial, Scotia Bank International, Canadian Blood Services, and Random House of Canada.

Since 1998, Delvinia Interactive 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 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.

Delvinia Interactive belongs to the Delvinia Group of Companies, which includes Delvinia Data Collection, servicing Market Research clients in the area of survey programming, hosting, and management. It also includes Delvinia Technologies, the research and development arm of the group of companies.

In 2004, Delvinia Technologies partnered with the Hudson Bay Company's Hbc Rewards program to create a propriety online consumer research panel called AskingCanadians™, where consumers are given Hbc Rewards points in exchange for their feedback. AskingCanadians is leveraged by both the interactive and data collection areas of the business, and continues to be an important differentiator in the interactive marketplace. Other strategic differentiators include:

### Our Focus on the "Digital Customer Experience"

The Delvinia leadership team is passionate about understanding the changing patterns of how people engage and interact with various technologies. We know that digital channels are unique, yet should be seamlessly integrated with all customer touch points in order to create a positive, consistent customer experience. When clients enlist our help, we apply this holistic philosophy to our approach.

## Insight Integrated At Every Step

Insight is what drives our ideas and delivers results. We believe that the best interactive solutions come from the deepest understanding of our clients' businesses and customers, as well as our own industry.

## Access to Experts

Delvinia provides each client with direct access to an entire team of Subject Matter Experts along with a Relationship Manager, all focused on that individual client's objectives. This collaborative structure allows us to approach our clients' business challenges holistically, effectively and efficiently, resulting in a superior client experience.

For more information on the Delvinia Group of Companies, please visit [www.delvinia.com](http://www.delvinia.com) or call (416) 364-1455.

## ABOUT RESEARCH STRATEGY GROUP

RSG was formed in October 1994, based on the knowledge that clients require and deserve market research conducted by senior researchers dedicated to their profession. Our goal is to be the research company clients can trust to reduce risk and increase the ROI of important marketing decisions.

Our approach is based on providing rigorous research design, cost-effective client service, and sophisticated analysis and reporting, delivered by senior researchers or the Managing Directors of the company. We recognize that market research is a tool for decision-makers who require pragmatic information to operate their businesses effectively.

RSG is a full service organization providing a complete range of qualitative and quantitative research services. The company has particular expertise in the areas of new product and brand development, positioning, and communications strategy. We pride ourselves on the creative and pragmatic counsel we offer to our clients.

Our senior personnel have on average over 15 years of research experience, and have managed over 1,000 research projects, for a wide variety of public and private sector organizations. This experience provides an informed context for each research project.

In our opinion, fieldwork is best deployed by matching a project's requirements with our select group of high quality interviewing resources. We use this approach to ensure field resources are appropriate to our client's needs and competitively priced. Computer tabulation is generally administered internally, by analysis experts and on-staff statisticians capable of handling the most complex analytical tasks.

RSG offers expertise in consumer, business-to-business and social research. Our members have extensive experience in many sophisticated and leading-edge qualitative and quantitative research techniques. As a result, Research Strategy Group provides useful and insightful direction for many marketing situations, including service quality measurement, pricing, new product forecasting, image 'engineering' and 'refreshment', as well as brand equity and communications development and evaluation.

For more information, please visit [www.rsginc.ca](http://www.rsginc.ca).

## ABOUT THE TOWN OF MARKHAM

The Town of Markham is the largest of nine communities in York Region with a population of over 270,000 people covering 206 square kilometres of land. 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 and large town, with both farms and corporate head offices of companies such as IBM and American Express within its limits. In fact, more than 400 companies are headquartered in Markham due to the well developed transportation and communication network, high quality facilities, a diverse and highly educated labour force and pro-business environment. With more than 900 high-technology and 100 life sciences companies, Markham is well known as “Canada’s HIGH-TECH Capital”. The industries within the two sectors generate a total employment of 31,000 that makes up a quarter of Markham’s total employment of 115,000.

For more information, please visit [www.markham.ca](http://www.markham.ca).

## CONTACT INFORMATION

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