

Strategic Plan 2019-2023

Key Performance Indicator Methodology

Elections Ontario used two sources to produce the three key performance indicators (KPI) found in the Strategic Plan 2019-2023. The first source is the public-opinion poll conducted by Forum Research to gauge the experience of electors and other stakeholders with the electoral process, including initiatives and services throughout the 2018 general election. The second source is the post-event report for the 2018 general election, *Modernizing Ontario's Electoral Process*, which details the budget and forecasted expenditures as of January 2019.

KPI: Elector Knowledge and Engagement

Percentage of electors who knew when, where and how to vote

Data Source: *2018 Election Evaluation Public Opinion Polling of General Electors*

Survey Questions: "There are many components to voting in a provincial election: where to go, who is eligible, and so forth. Thinking about the recent election, I would like you to think about how knowledgeable, or not, you felt about the following elements of the voting process:

- The date of the election?
- Where to go to vote?
- What documentation was required to vote?"

Survey Response Options: "Not at all knowledgeable; Not very knowledgeable; Somewhat knowledgeable; Very knowledgeable".

Results reported are based on those who answered "Somewhat knowledgeable" or "Very knowledgeable".

Individuals who completed the full survey were included in the results reported. Data was collected after the 2018 general election. Results are considered accurate +/- 2.49, 19 times out of 20.

KPI: Public Confidence in Elections Ontario:

Percentage of electors who express confidence in Elections Ontario

Data Source: *2018 Election Evaluation Public Opinion Polling of General Electors*

Survey Question: "Thinking about provincial elections in Ontario, how much confidence do you have in the following institution: Elections Ontario?"

Survey Response Options: "No confidence at all; Not a great deal of confidence; Some confidence; A great deal of confidence".

Result reported is based on those who answered "Some confidence" or "A great deal of confidence".

Individuals who completed the full survey were included in the results reported. Data was collected after the 2018 general election. Results are considered accurate +/- 2.49, 19 times out of 20.

KPI: Fiduciary Responsibility and Efficiency:

Accuracy of budget projections based on percentage of general election budget utilized

Data Source: *Modernizing Ontario's Electoral Process*

After every general election, the Chief Electoral Officer publishes a post-event report, which details the financials for the general election. These financials include both the budget (\$126,295,594; determined prior to the general election) and the forecasted expenditures as of January 2019 (\$123,483,728).