

2022 WUSA Election Exit Survey

Summer 2022, Prepared by Arsema Tekka

Important Note

This year's election was somewhat different because it occurred in July rather than February/March. As well, it was the first election with the new governance structure.

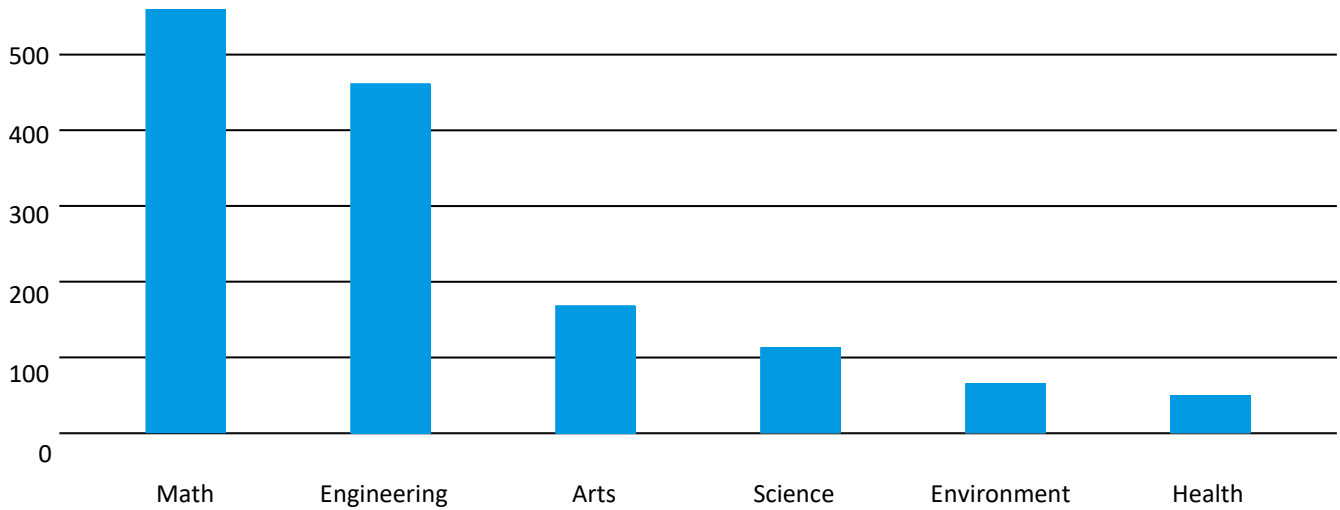
The following table shows the overall turnout for the past few years' elections:

Year	Unique Voters	Eligible Voters	Percentage	Notes
2014	8846	29766	29.72%	First ballot done on vote.feds.ca GRT Referendum also happened consecutively with this Election
2015	2342	31907	7.34%	Vote.feds.ca broke this year
2016	5055	31680	15.96%	SLC/PAC Expansion Referendum also happened consecutively with this Election
2017	4837	32497	14.88%	We promoted that voter turnout was 15.28% this year, due to a flaw in the numbers we later discovered
2018				All Feds Executive positions were acclaimed. There was only one Senate-at-Large race that all undergrads were eligible to vote in. The other two races were only open to Science students. Science Society also hosted their election at the same time.
	1335	32443	4.1%	Senate-at-Large
	313	5867	5.3%	Science Senator
	324	5867	5.5%	Science Councillors
2018 Spring By-Election	139	2399	5.79%	Environment Feds Students' Councilor By-Election (Arts, Math and AHS Feds Student Councilors were acclaimed in this by-election)
2018 Fall By-Election	230	8641	2.66%	Math Feds Students' Council By-Election Late Oct/early Nov. Two candidates running for one seat (which became vacant after a councilor was removed for attendance reasons)
2019	5203	33240	15.65%	Legal Service and GRT UPass Referendum happened consecutively with this Election
2019 Fall By-Election	563	8265	6.8%	Overall Turnout
	324	8265	3.92%	Engineering Council
	109	2315	4.71%	Environment Council
	130	2656	5.07%	AHS Council
2020	4120	33764	12.2%	
2021	1738	34084	5.09%	All Executive positions were acclaimed
2022	1372	29635	4.63%	New governance structure

Voter Demographics

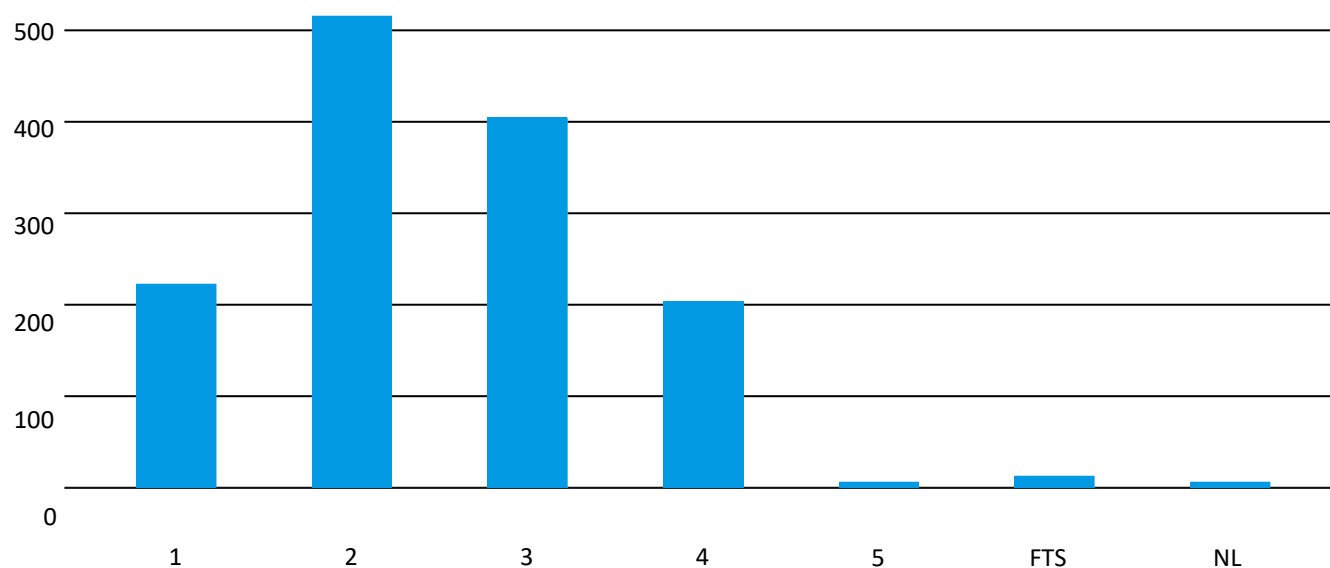
In 2021, there were 1738 total voters, while in this year’s election there were only 1372 total voters. The voter turnout for 2022 was 4.63% which is lower than it was for 2021(5.09%). The following graph shows the number of voters in each faculty at the University of Waterloo for 2022. In 2022, Math had the highest number of voters at 560, followed by Engineering (461), Arts (168), Science (113), Environment (66) and Health (50). This distribution of voters across faculties is very similar to the 2021 data. However, only looking at the number of voters does not reveal the relative percentage (# of voters/total eligible voters) for each faculty. After calculating the relative percentage of voters, Math still has the highest relative percentage of voters at 7.13%, followed by Engineering (6.55%), Environment (3.71%), Arts (2.63%), Science (2.31%) and Health (2.22%).

2022: Voter Faculty



The graph below shows the number of voters per year of study at the University of Waterloo for 2022. Voters in their fifth year of study, full-time staff, and NL make up a very small number of voters. Second- year students make up the highest percentage of the voters at 37.60% whereas in 2021, first-year students made up the highest percentage of the voters at 38.30%. For 2022, the second highest number of votes comes from third-year students at 23% followed by first-year students at 13% and fourth-year students at 12%.

2022: Voter Year of Study



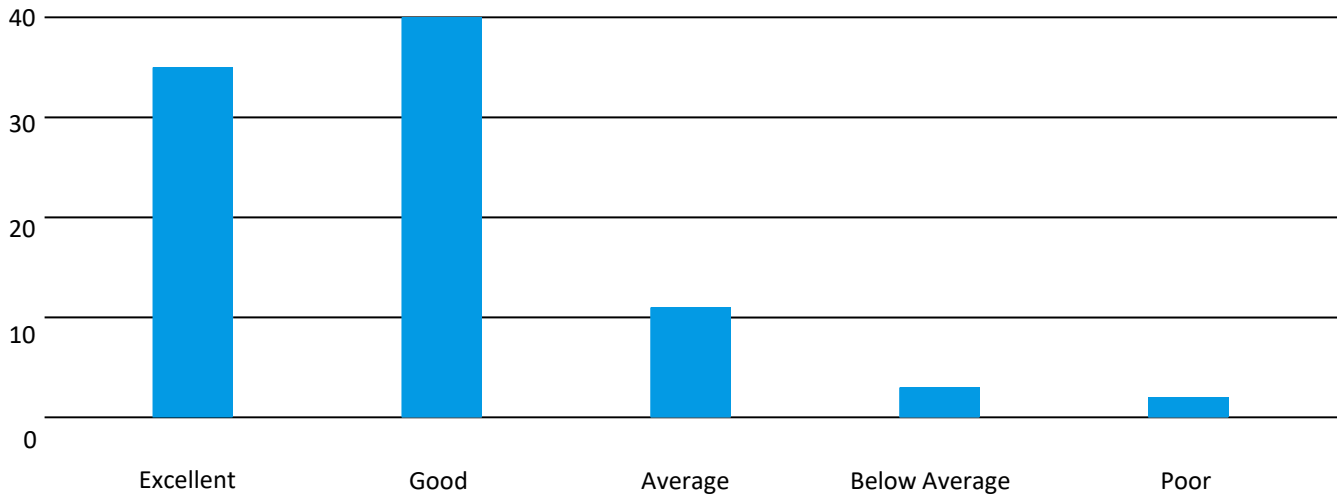
Exit Survey

After voting, all voters were asked to complete the 2022 WUSA Elections Survey on survey.wusa.ca. This year's exit survey had a 7% (96 responses) participation rate, compared to 26.6% (460 responses) in 2021. It should be noted that 93 of those 96 responses for this year were complete, while 3 were partial. The following analysis includes the use of both complete and total responses, depending on the nature of the question.

Satisfaction with vote.wusa.ca

Participants were asked to rate their experience voting through vote.wusa.ca. As can be seen in Figure 1 below, most respondents (43.96%) indicated that their experience was good, followed by excellent (38.46%), average (12.09%), below average (3.30%), and finally, poor (2.20%). Compared to the results from 2021, a lower proportion of voters rated their experience "excellent" and a higher proportion rated their experience "good" and "average" in 2022. In 2021, most respondents (54.27%) indicated that their experience was excellent, followed by good (32.70%), average (9.95%), poor (1.66%) and finally, below average (1.42%).

Figure 1: Please rate your experience voting through vote.wusa.ca



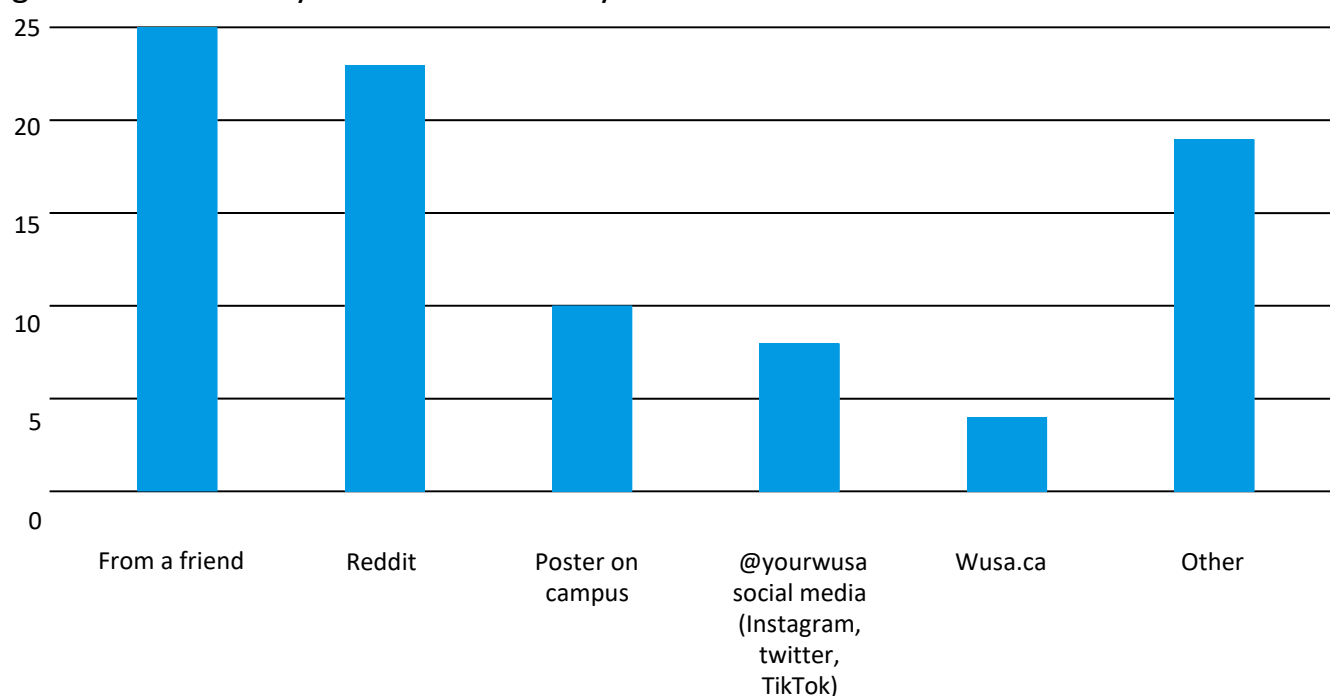
Participants were then asked to elaborate on any additional feedback they may have about vote.wusa.ca. The suggestions include the following:

- Being able to go back and swap preference numbers between 2 candidates without having to refresh the page and start all over again
- Ability to compare candidates side by side
- The user interface was fine but could be better for a long list of candidates
- Have a 2-column system, where one column displays the candidates and the other has the ballot so that the ballot is always handy while voting.
- Details for a ballot and how to vote could be linked just above the ranking options dropdown section in addition to the locations where they can already be found closer to the top of the page.

Voting Promotions

Voters were asked to indicate where they had heard about this year's WUSA Elections. As demonstrated in the Figure 2, most students (27.11%) heard about WUSA's elections from a friend, 25.56% heard from Reddit, 12.22% saw it on posters on campus, 8.89% heard from @yourwusa social media page and 4.44% heard from wusa.ca. The remaining 21.11% heard from other sources. Three respondents that selected "other" heard from Discord and one heard from a candidate.

Figure 2: Where did you hear about this year's WUSA Elections?



Voter Motivations

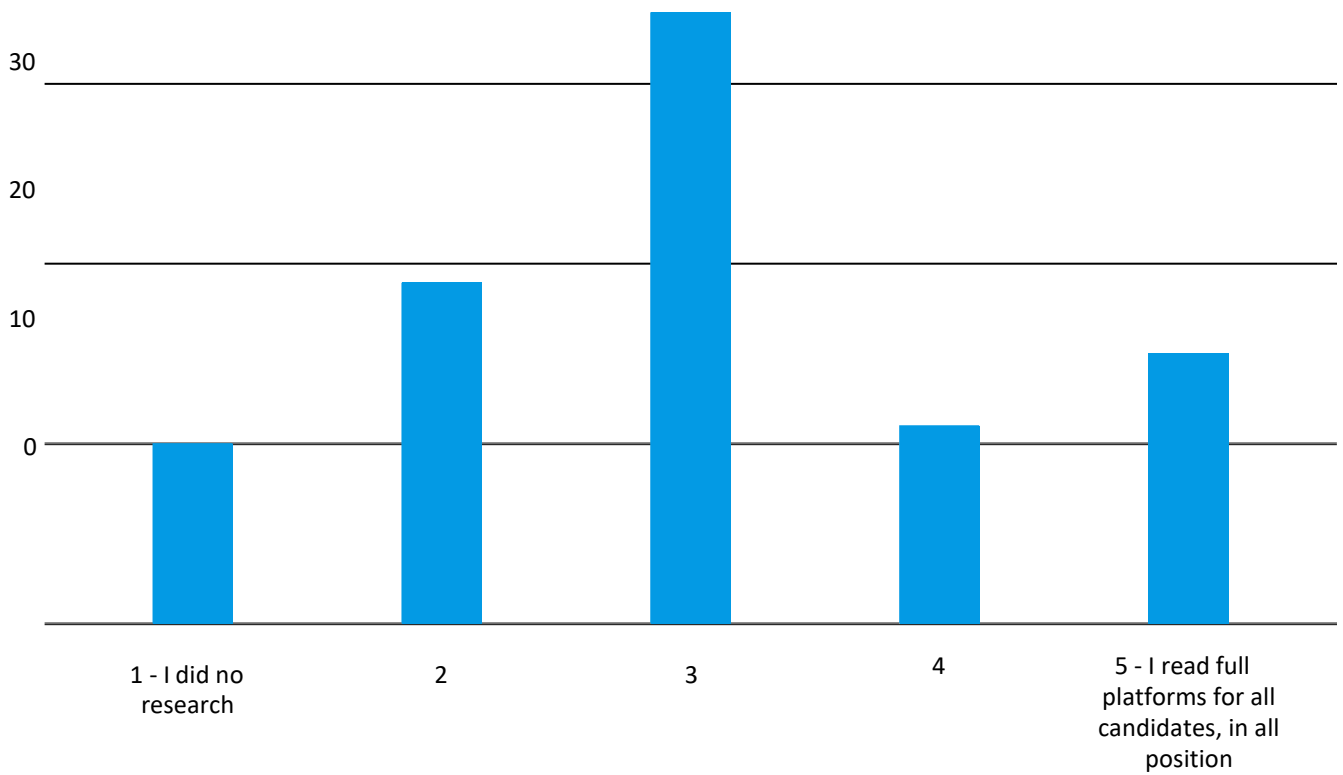
Voters were also asked what motivated them to vote in this year's WUSA Elections. The top two reasons for voting were because of a friend who was running and housing problems. Other responses include:

- New governance style
- Doing one's civic duty
- Wanting to have a say in who represents them
- Procrastinating
- Voting for someone who can make necessary changes
- Connections with candidates that campaigned
- Reddit post

Candidate Research and Familiarity

Respondents were asked to indicate how much candidate research they did prior to voting in the 2022 WUSA Elections by rating from 1 (I did no research) to 5 (I read full platforms for all candidates, all positions). As seen in Figure 3, most voters (38.20%) chose a 3 rating, followed by a rating of 2 (21.35%), 5 (16.85%), 4 (12.36%) and 1 (11.24%). These results are similar to the 2021 survey where the majority (28.91%) of voters also chose a 3 rating. However, there was an increase in the number of voters that gave a 5 rating from 10.43% to 16.85%. There was a decrease in the amount of voters who did no research from 23.70% in 2021 to 11.24% in 2022.

Figure 3: On a scale of 1-5, how much candidate research did you do prior to voting in this year's WUSA Election?



Top Issues for Students

Voters were asked what the top issues were that they felt WUSA should be addressing. In order of most mentioned issues, the answers include:

- Housing advocacy
- Expand or reform mental health service
- More online course offerings
- Co-op rights, ranking, interview support
- Clarity around the university's response to covid-19 pandemic
- Legal resources
- What students should do when they're sick during exams

Returning Voters

Respondents were asked to indicate whether they had participated in a WUSA Election before. Figure 4 shows that 52.27% of respondents had not voted in a WUSA Election before, while the remaining 47.73% had. Most voters in 2022 were new voters. This is the opposite of the previous year where most voters (68.48%) in 2021 were returning voters.

Figure 4: Have you voted in a WUSA Election before?

