

# A Case in Favour of Ranked Ballots

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# About Women & Politics

# Why We Support Ranked Ballots

1. Women and racialized candidates are more likely to enter and stay in the race
2. Campaign style is more positive and less adversarial with ranked ballots.
3. Women and racialized candidates are more likely to win via ranked voting

# But first - why would we want more diversity?

## **Current representation:**

- 4/15 (26.6%) members of council are women
- 2/15 (13.3%) members of council are people of colour

## **Why more diversity?**

- Leads to more innovation, better risk management
- Greater connection to the lived experiences of the diverse people council aims to represent

# How Ranked Ballots Help

1. Women and racialized candidates are more likely to enter and stay in the race
  - a. Even if equally capable and qualified, women and racialized people are often seen as weaker candidates and less likely to reach/connect to the majority of voters.
  - b. Therefore, they often opt themselves out of running or are less likely to be nominated if it's a tight race.

# How Ranked Ballots Help

2. Campaign style is more positive and less adversarial with ranked ballots.

- a. Women tend to be less adversarial and run more positive campaigns
- b. Women and racialized people are often subjected to more hate and harassment during traditional campaigns. More positive campaigns reduce this barrier and encourages more to run.

# How Ranked Ballots Help

3. Women and racialized candidates are more likely to win via ranked voting

- a. With more women and racialized candidates entering, there is greater likelihood for them to win
- b. Positive campaigning helps women and racialized candidates to succeed
- c. It allows for multiple candidates who appeal to the same community to run without risking they are splitting the vote.



# Addressing the critics/perceived barriers

- Confusing
- Complicated to change system
- No extensive data to prove it improves diversity





# Thank you!

[www.womenandpolitics.ca](http://www.womenandpolitics.ca)