

Innovative Research Group, Inc.

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Toronto :: Vancouver



Federal Election Study ▶▶

Inter-generational Vote



Prepared for:

Historica Dominion Institute

43 Front Street East, Suite 301

Toronto, ON M5E 1B3



Youth Vote Intention

If young people vote in this election, the results will be very different than if they stay home.

- Although the Conservative party leads at 29% support among decided youth voters, this is 10 percentage points off the national decided vote at 39%.
- Liberals are at 28% among both the general public and decided youth voters aged 18 to 24.
- The NDP does better with youth than the general public with 17% support among decided voters of all ages compared to 24% support among youth voters.
- Where the NDP and particularly Jack Layton do very well, is in Quebec.
 - Among decided youth voters in Quebec, 30% would vote for the NDP.
 - Nearly 4-in-10 (39%) youth in Quebec feel Jack Layton would make the best Prime Minister. Among Francophone youth, this percentage increases to 43%.
- At the national level, young people also see Jack Layton as the best Prime Minister (26%), followed by Stephen Harper at 20% and Michael Ignatieff at 14%.



Youth Election Issues

In terms of top youth concerns in this election, it's not the traditional environmental issues and it's not paying for post-secondary education; it's concerns about their standard of living and being able to afford living in the neighbourhoods they grew up in.

Although policy concerns about the *government providing more money to help students pay for higher education AND protecting the environment* receive the strongest support from youth, when asked to choose their top priority from a list of issues ...

- Over a third (35%) of young Canadians rank **“my standard of living will be lower than my parents”** as their top concern.
- This was followed by fears of **“another economic recession”** (18%) and **“health care won't be there for me when I need it”** (14%).
- Only 5% of youth chose **“the environment will be ruin without more action”** as their top concern.
- **“Paying for my post-secondary education”** was the top concern for 3% of the survey respondents.



What's Driving Youth Voter Turnout?

- **Knowledge:** the more youth know about politics, the more likely they are to vote on election day.
- **Parents:** the more youth discussed politics at home growing up, the more likely they are to vote.
- **Duty vs. Choice:** those who believe voting is duty are more likely to say they'll definitely vote than those who see voting as a choice. And those who see voting as a choice has increased 7 percentage points since the last election (from 46% in 2008 to 53% in this campaign).
- **Ease of Voting:** if youth could vote online, more of them would vote.
- **Language:** in this campaign, language makes a difference in voter turnout. 71% of young Francophones say they'll DEFINITELY vote on election day vs. 49% of Anglophone youth.

Methodology

The **Inter-generational Vote study** was conducted for the **Historica Dominion Institute**. The study is a comparison of two online surveys: a **general population survey** of Canadian voters and a **youth tracking survey** of young Canadian voters between the ages of 18 and 24.

Youth Survey:

- The youth poll was conducted for Innovative Research Group by Uthink Online, a division of Studentawards.com between April 8th and April 13th, 2011.
- This online survey of **831 young Canadians** between the ages of 18 and 24, was conducted on Uthink Online's national research panel.
- The Uthink Online source of sample comes from an active online community, Studentawards.com, which is an online scholarship resource aimed at connecting students with scholarships, bursaries and awards. Uthink Online is the MR data collection division of Studentawards.com offering members a secondary engagement of doing surveys.
- Uthink Online has a double-opt in process where during sign-up the member goes through permission for various offerings such as which types of communication they wish to receive. In addition, the community is actively managed using a range of resources from direct user support to automated profile updates/opt-outs.
- Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual young Canadians between the ages of 18 and 24 according to 2006 Census data to provide results that are intended to approximate a probability sample. Uthink Online provides each panellist with a unique URL so only invited panel members are able to complete the survey and only once.
- An unweighted probability sample of this size would have an estimated **margin of error of 3.4 percentage points**, 19 times out of 20. The margin of error will be larger within each sub-grouping of the sample.

Methodology {continued}

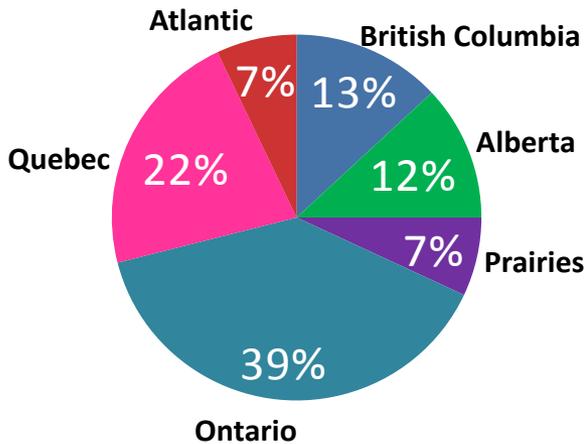
General Population Survey:

- The General Population survey results were conducted between April 1st to April 9th, 2011.
- This online survey of **3,469 eligible Canadian voters** was conducted on INNOVATIVE's Canada 20/20™ national research panel.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Canada 20/20™ is an invitation only research panel. Panelists were initially recruited in 2005 from subscribers to the Rogers Publishing family of magazines (*including Maclean's, L'actualité, Chatelaine, Flare, Canadian Business, Profit, MoneySense, Hello!, Lou Lou, Today's Parenting*). In addition to our initial recruit, INNOVATIVE continues to actively acquire panelists through our random digit dialing telephone surveys.
- Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- An unweighted probability sample of this size would have an estimated **margin of error of 1.7 percentage points**, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.

Note: *Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Regional Segmentation

Youth Sample Distribution



Youth Sample Size n=831

GenPop Sample Size n=3,469

British Columbia

{BC, YT}
Youth n=107
GenPop n=476

Prairies

{SK, MB, NU}
Youth n=59
GenPop n=227

Quebec

Youth n=189
GenPop n=792

Alberta

{AB, NT}
Youth n=99
GenPop n=367

Ontario

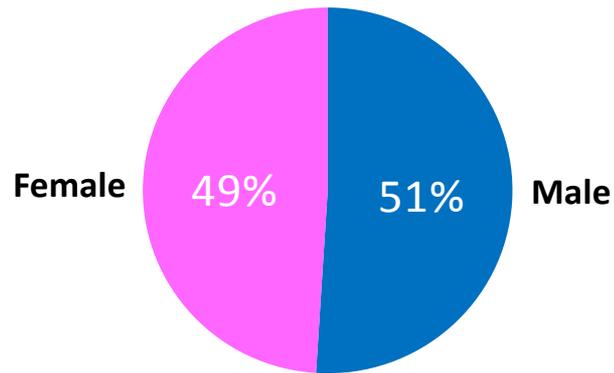
Youth n=320
GenPop n=1,356

Atlantic

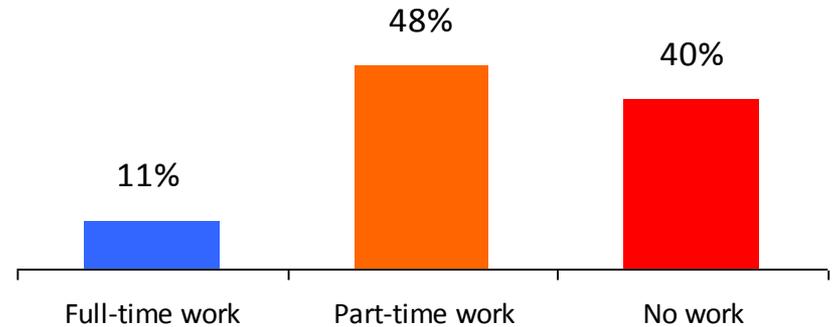
{NB, PE, NS, NL}
Youth n=57
GenPop n=251

Segmentation: Youth Demographics

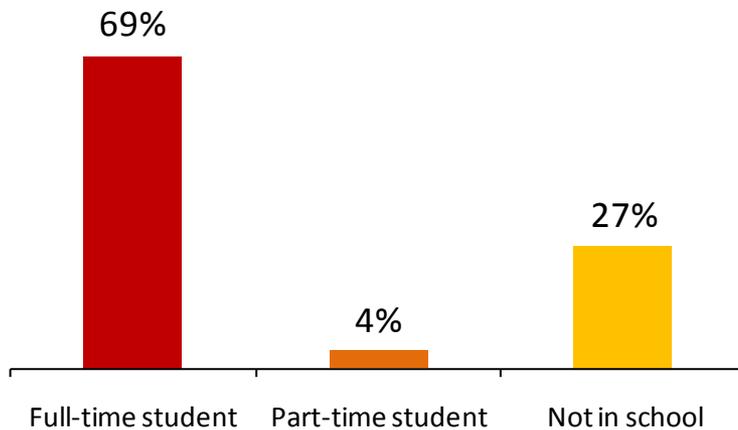
Sex



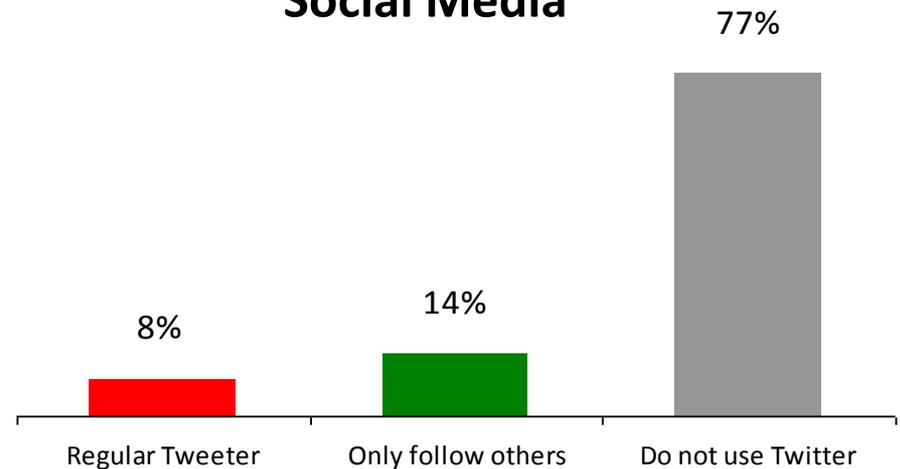
Employment



School



Social Media



Vote Intentions



Youth Segmentation: Vote Intention

Q If a Federal election were held today, which party would you vote for?

Regional Segmentation

Language

Sex

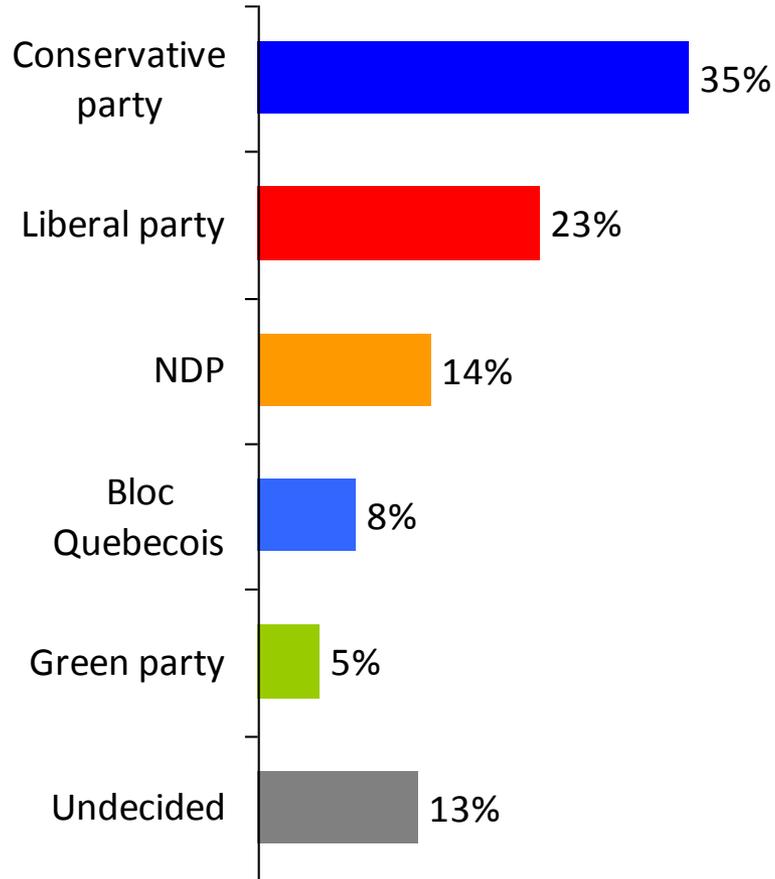
Diversity

	Canada	BC	AB	Prairies	ON	QC	ATL	English	French	Male	Female	New Cdn.	Est. Cdn.
CPC	22%	26%	36%	27%	26%	8%	13%	26%	6%	29%	16%	24%	22%
Liberal	21%	16%	16%	24%	24%	19%	25%	21%	20%	22%	20%	25%	20%
NDP	19%	22%	16%	15%	15%	25%	24%	17%	27%	16%	22%	18%	19%
Bloc	4%	-	-	-	-	18%	-	1%	20%	5%	4%	-	5%
Green	11%	15%	10%	11%	11%	10%	6%	11%	10%	10%	11%	8%	11%
Undecided	23%	21%	22%	23%	24%	21%	30%	24%	17%	19%	27%	25%	22%

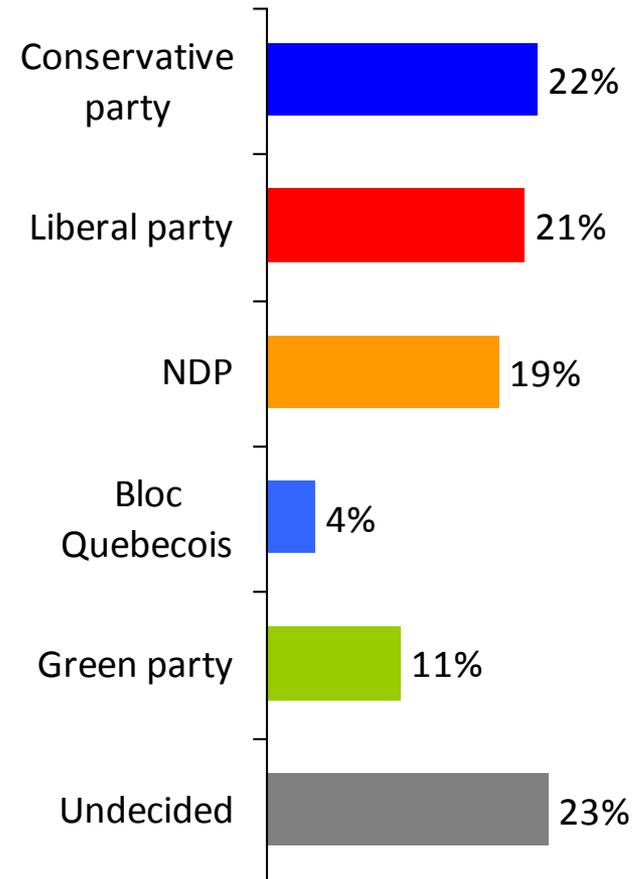
Inter-generational Comparison: Vote Intention

Q If a Federal election were held today, which party would you vote for?

GenPop Vote



Youth Vote



Combined Vote (vote + lean)



If a Federal election were held today, which party would you vote for? ... *In that case, which party do you lean towards slightly?*

Regional Segmentation

Language

Sex

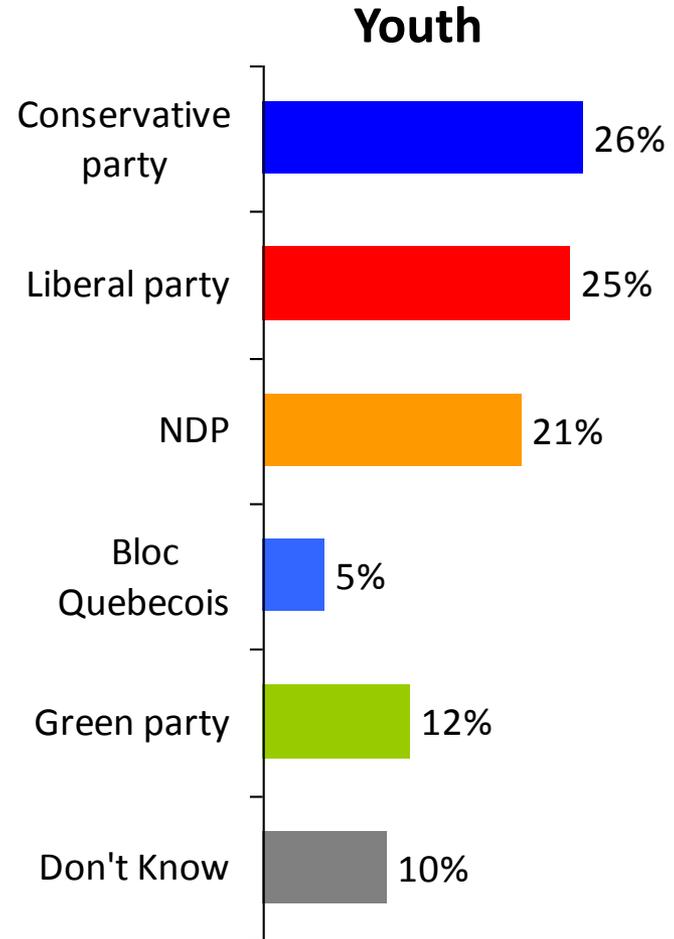
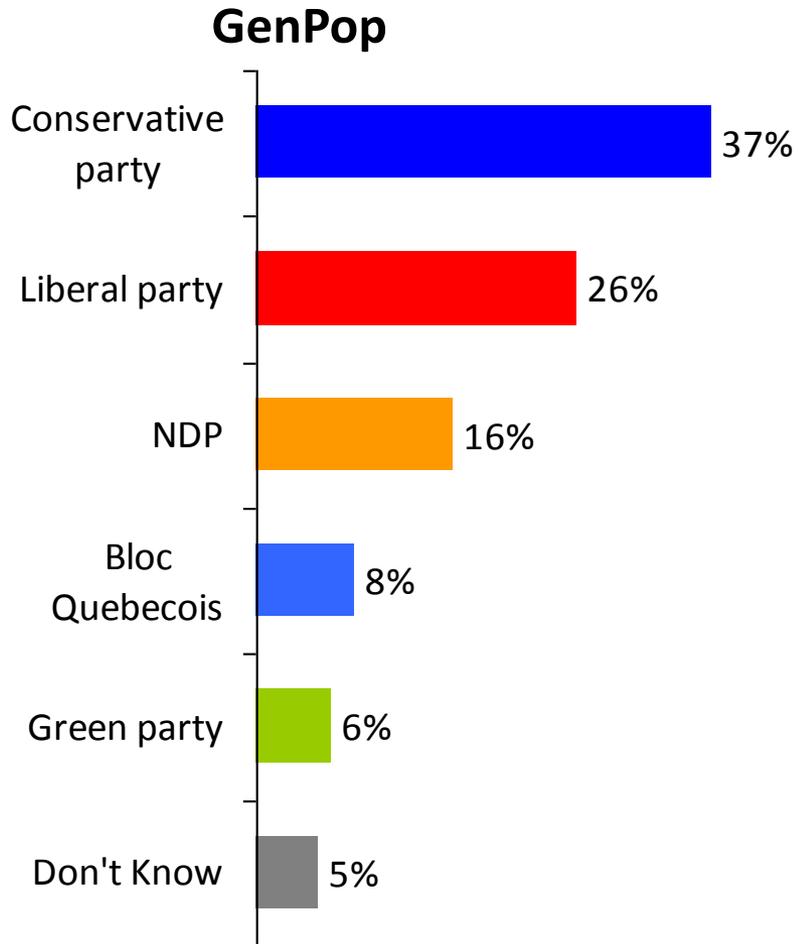
Diversity

	Canada	BC	AB	Prairies	ON	QC	ATL	English	French	Male	Female	New Cdn.	Est. Cdn.
CPC	26%	31%	40%	35%	31%	8%	15%	30%	6%	32%	20%	29%	25%
Liberal	25%	20%	20%	27%	29%	23%	35%	26%	22%	25%	26%	28%	25%
NDP	21%	25%	16%	16%	18%	27%	29%	20%	28%	17%	25%	20%	21%
Bloc	5%	-	-	-	-	21%	1%	1%	24%	5%	4%	-	6%
Green	12%	15%	15%	11%	13%	11%	6%	13%	11%	11%	13%	10%	13%
Don't Know	10%	9%	9%	12%	10%	10%	12%	10%	9%	9%	11%	13%	10%

Combined Vote (vote + lean)



If a Federal election were held today, which party would you vote for? ... *In that case, which party do you lean towards slightly?*



Note: 'Would not vote' and 'Other' not shown.

Youth Segmentation: National Decided Vote



If a Federal election were held today, which party would you vote for? *In that case, which party do you lean toward slightly?* [Excluding 'Undecided', 'Don't know' and 'Would not vote']

Regional Segmentation

Language

Sex

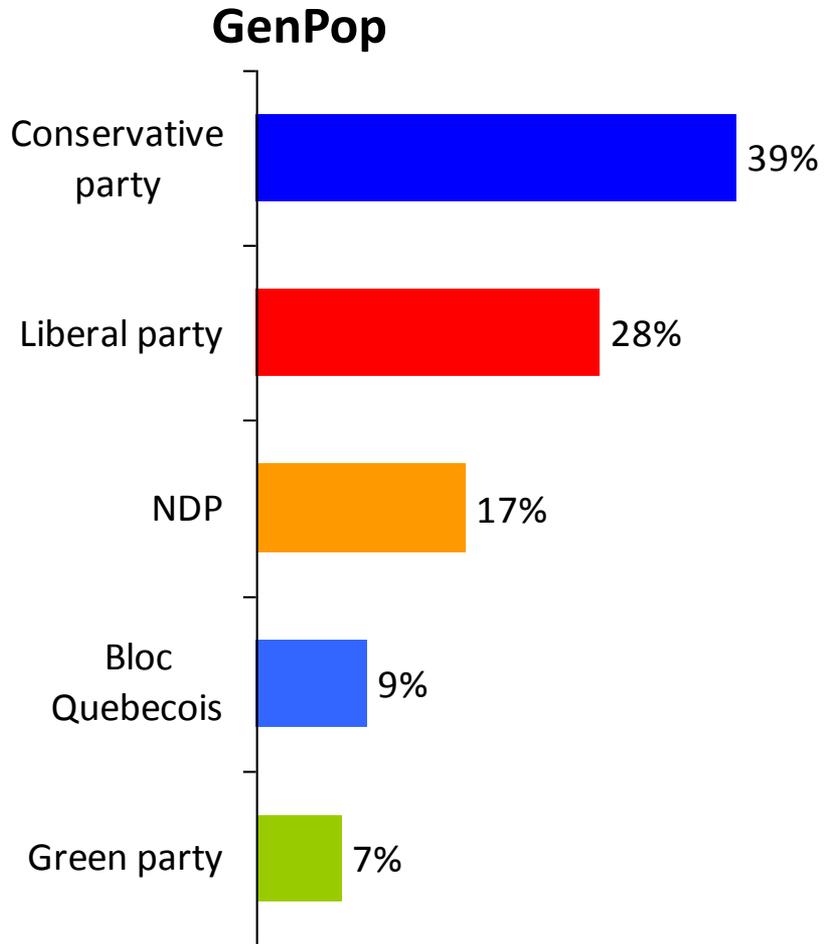
Diversity

	Canada	BC	AB	Prairies	ON	QC	ATL	English	French	Male	Female	New Cdn.	Est. Cdn.
CPC	29%	34%	44%	39%	34%	9%	17%	34%	7%	35%	22%	33%	28%
Liberal	28%	22%	22%	31%	32%	25%	40%	29%	25%	28%	29%	32%	28%
NDP	24%	27%	18%	18%	20%	30%	33%	22%	31%	19%	28%	23%	24%
Bloc	5%	-	-	-	-	24%	-	1%	26%	6%	5%	-	6%
Green	14%	16%	16%	12%	14%	12%	7%	14%	12%	12%	15%	11%	14%

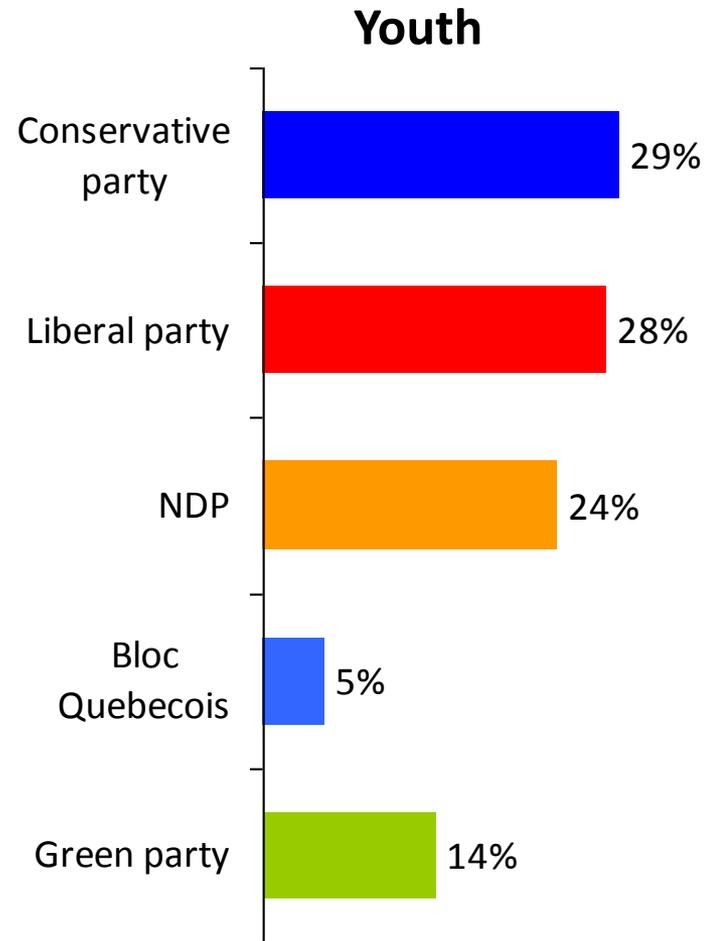
Inter-generational Comparison: National Decided Vote



If a Federal election were held today, which party would you vote for? *In that case, which party do you lean toward slightly?* [Excluding 'Undecided', 'Don't know' and 'Would not vote']



Field dates April 1st to 9th



Field dates April 8th to 13th

Youth Segmentation: Best Prime Minister

Q

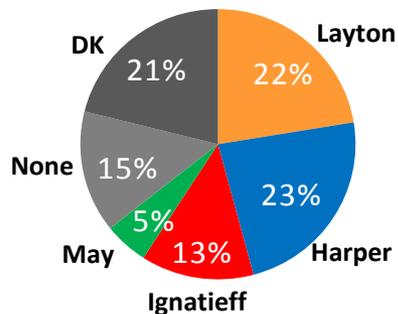
Which of the following party leaders would make the best Prime Minister of Canada?

Regional Segmentation

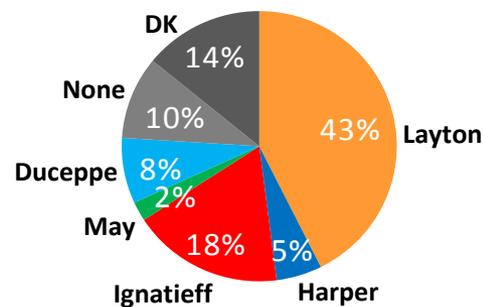
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
Jack Layton	26%	19%	17%	17%	24%	39%	31%	4%	17%	75%	33%	15%	13%
Stephen Harper	20%	25%	32%	32%	21%	8%	13%	68%	4%	1%	-	2%	9%
Michael Ignatieff	14%	8%	11%	14%	14%	20%	12%	2%	44%	2%	19%	8%	-
Elizabeth May	5%	5%	3%	7%	6%	3%	5%	1%	2%	1%	-	28%	1%
Gilles Duceppe	2%	-	-	-	-	7%	-	-	0%	1%	25%	-	-
None	14%	12%	20%	10%	14%	11%	17%	12%	13%	11%	9%	23%	16%
Don't know	20%	31%	15%	19%	21%	13%	21%	13%	20%	8%	14%	24%	62%

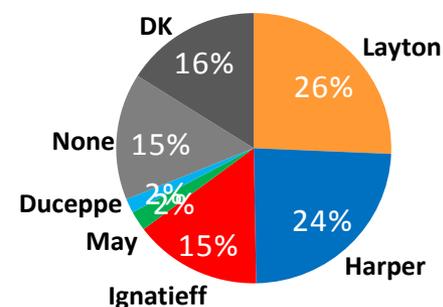
Anglophone Youth



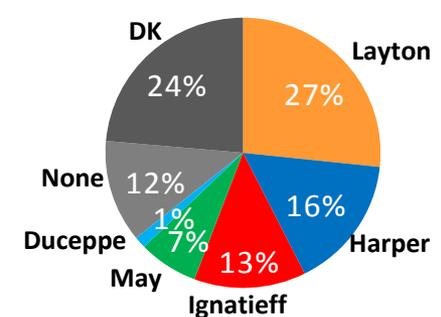
Francophone Youth



Males



Females

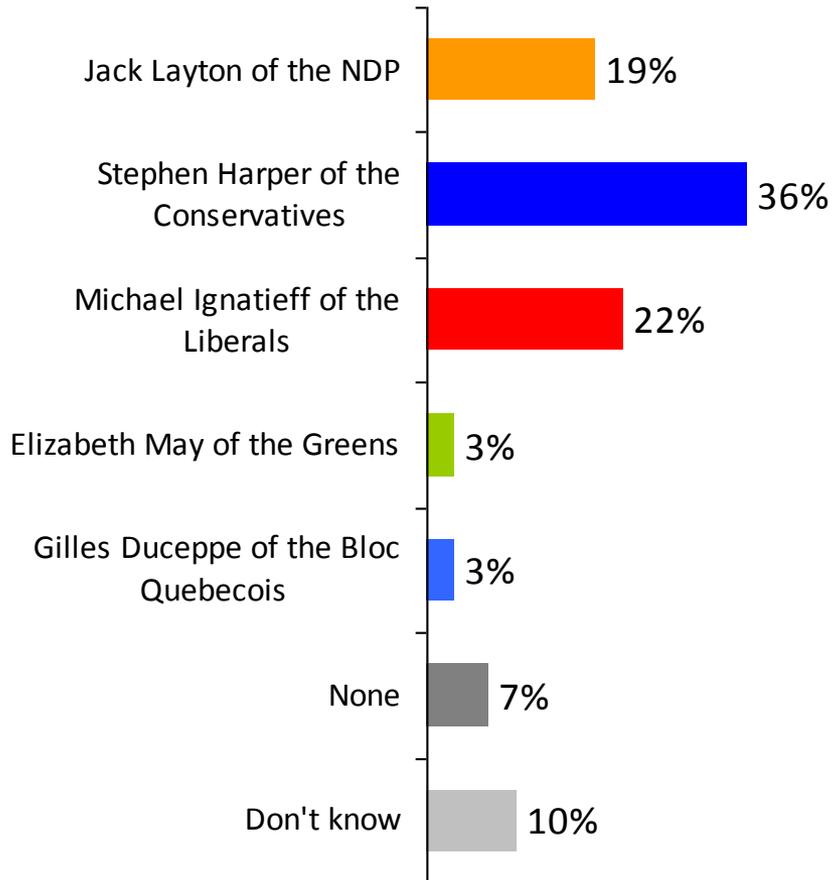


Inter-generational: Best Prime Minister

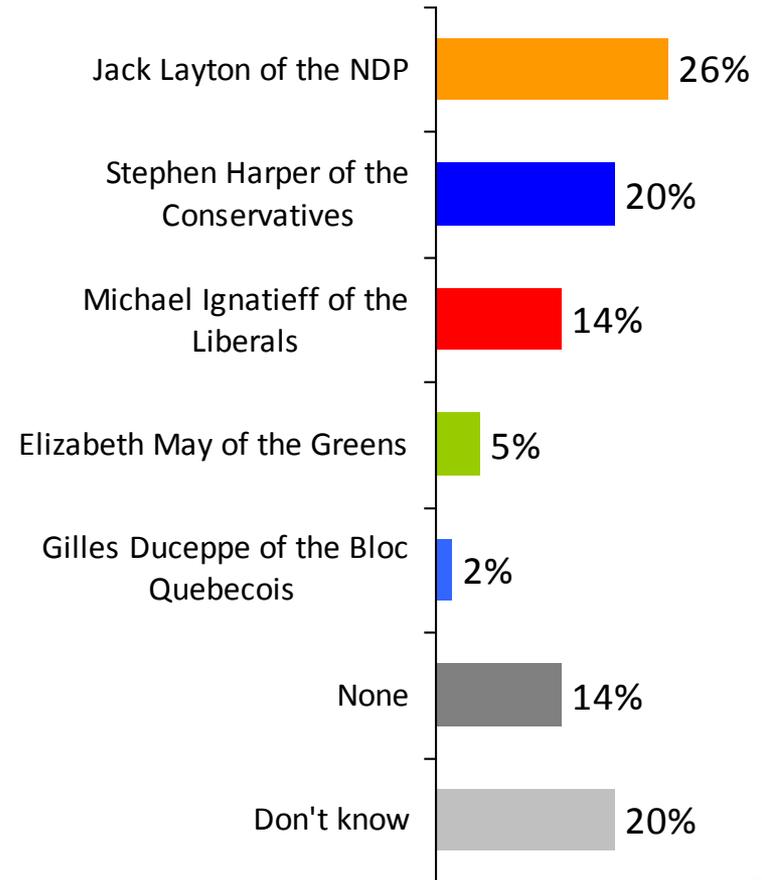
Q

Which of the following party leaders would make the best Prime Minister of Canada?

GenPop



Youth



Youth Election Issues

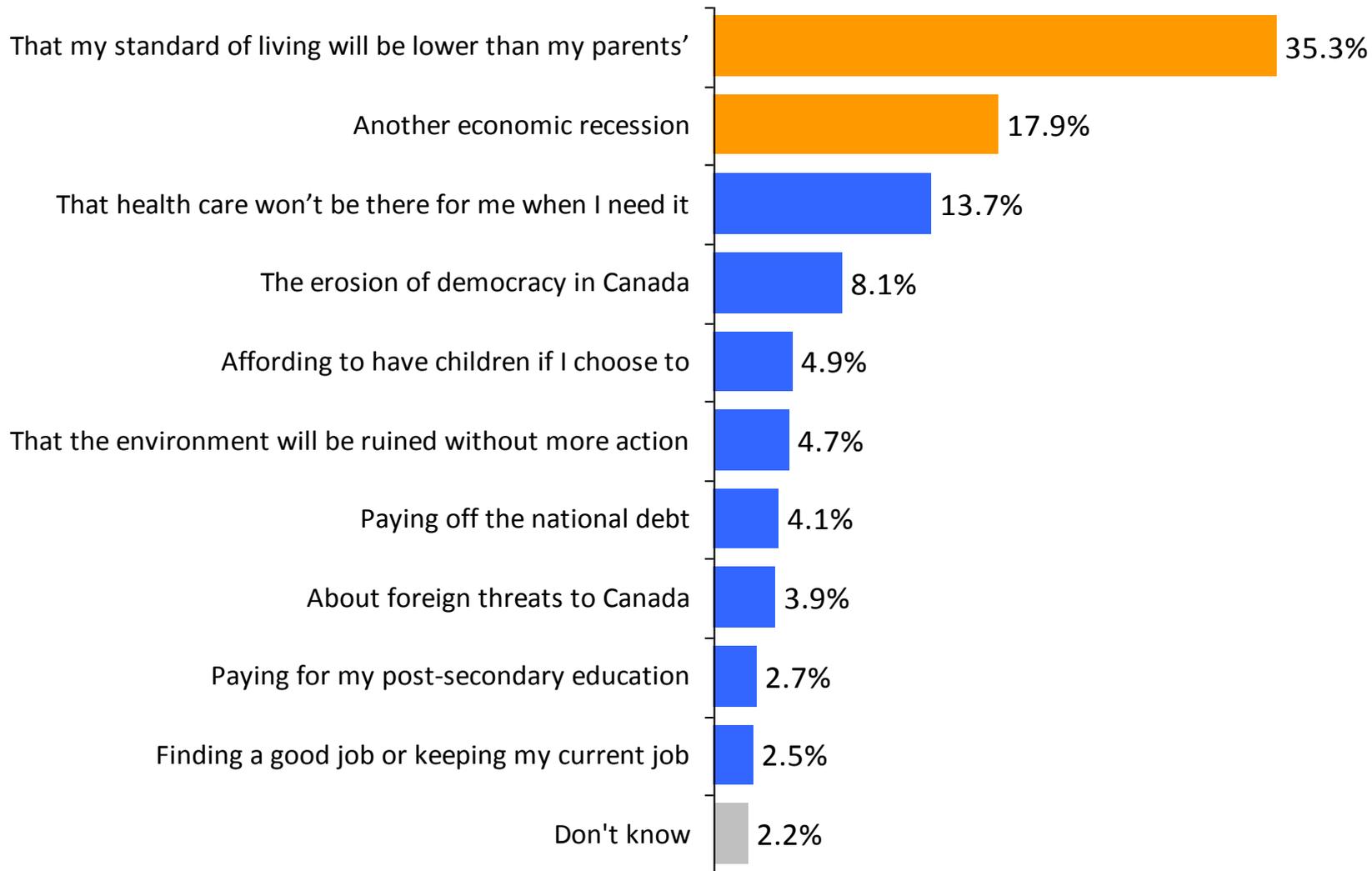


Youth Top Issue Rankings:

Economic issues top concern for Canadian youth

Q

Which of the following issues concerns you the most? [First Mention]



Youth Top Issue Rankings:

Interestingly, young Green supporters place the least importance on the environment; Conservative and Bloc youth the most.



Which of the following issues concerns you the most? [Multiple Mentions: 1st + 2nd + 3rd concerns]

Regional Segmentation

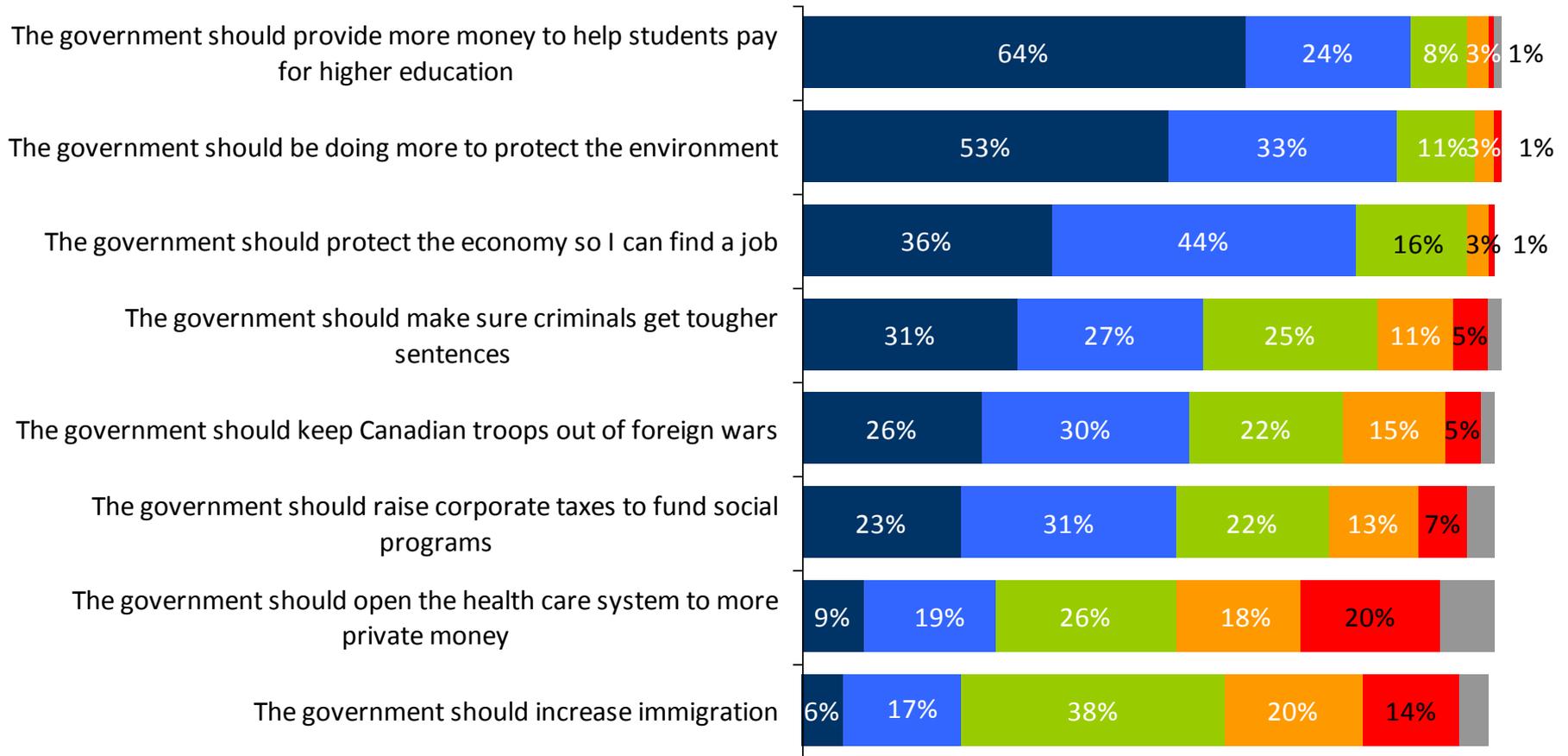
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
That my standard of living will be lower than my parents'	63%	65%	61%	63%	65%	56%	75%	59%	64%	64%	56%	65%	69%
That health care won't be there for me when I need it	49%	58%	47%	50%	56%	31%	58%	53%	54%	43%	30%	48%	51%
Another economic recession	43%	34%	42%	51%	34%	59%	48%	27%	45%	48%	51%	63%	36%
The erosion of democracy in Canada	31%	26%	27%	34%	29%	39%	30%	22%	33%	40%	46%	29%	25%
Paying off the national debt	24%	29%	19%	17%	30%	16%	21%	38%	23%	18%	12%	15%	17%
About foreign threats to Canada	23%	24%	32%	13%	23%	20%	24%	19%	22%	27%	24%	23%	27%
Paying for my post-secondary education	18%	16%	18%	20%	20%	18%	15%	19%	20%	17%	18%	13%	20%
Affording to have children if I choose to	18%	16%	21%	16%	15%	25%	13%	13%	18%	21%	16%	27%	14%
That the environment will be ruined without more action	13%	17%	14%	13%	11%	17%	3%	23%	8%	8%	25%	7%	12%
Finding a good job or keeping my current job	8%	7%	9%	12%	8%	7%	10%	14%	5%	6%	12%	4%	9%

Youth Policy Priorities

Q

For each of the potential policies below, please indicate if you agree or disagree



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

■ Somewhat disagree

■ Strongly disagree

■ DK

Likelihood to Vote



Youth Segmentation: Likelihood to vote

Q

How likely is it that you will vote in the upcoming federal election?

Regional Segmentation

Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
Will definitely vote	53%	54%	54%	53%	44%	68%	49%	51%	54%	61%	74%	55%	25%
Very likely	28%	24%	24%	24%	35%	21%	24%	30%	30%	29%	19%	20%	24%
Not very likely	12%	13%	17%	15%	11%	8%	14%	12%	10%	7%	4%	14%	28%
Not likely at all	4%	4%	2%	5%	5%	1%	10%	3%	3%	2%	0%	4%	13%
Will definitely not vote	4%	5%	2%	4%	6%	2%	4%	4%	4%	1%	3%	7%	10%



Youth Segmentation: Likelihood to vote

Q

How likely is it that you will vote in the upcoming federal election?

School

Work

Language

Sex

Diversity

	Canada	Full-time	Part-time	No	Full-time	Part-time	No	English	French	Male	Female	New Cdn.	Est. Cdn.
Will definitely vote	53%	49%	54%	62%	51%	58%	47%	49%	71%	50%	55%	31%	56%
Very likely	28%	29%	21%	26%	27%	25%	31%	30%	18%	32%	23%	30%	27%
Not very likely	12%	13%	13%	7%	9%	11%	13%	13%	5%	10%	14%	18%	11%
Not likely at all	4%	4%	10%	2%	5%	4%	3%	4%	2%	5%	3%	5%	4%
Will definitely not vote	4%	5%	3%	3%	7%	3%	5%	4%	3%	4%	5%	15%	2%



Introductory issue framing

Respondents to the **Youth Survey** were randomly exposed to one of three issue frames when they started the survey. One third of the sample was exposed to “**old issues**”, another third was shown “**new issues**” and the final third had no framing exposure.

This was done to determine whether framing the election issues in different contexts would have any impact on the likelihood of youth turnout on election day.

Old Issues:

As you may know, there is a federal election on May 2. Before we ask you questions about the election, we want to review some of the important differences between the parties.

- Elizabeth May and the Greens are promising greater accountability from the RCMP.
- Gilles Duceppe and the Bloc are demanding a program be put forward to help senior workers.
- Jack Layton and the NDP are talking about helping older Canadians through more generous government pensions.
- Michael Ignatieff and the Liberals are proposing to cut corporate tax cuts and redirect the money towards health care.
- Stephen Harper and the Conservatives are promising stricter, mandatory penalties for violent crimes.

New Issues:

As you may know, there is a federal election on May 2. Before we ask you questions about the election, we want to review some of the important differences between the parties.

- Elizabeth May and the Greens are proposing a citizens assembly on electoral reform.
- Gilles Duceppe and the Bloc are proposing that the federal government meet UN aid targets by 2015.
- Jack Layton and the NDP are proposing stricter environmental regulations to ensure cleaner air and water.
- Michael Ignatieff and the Liberals are proposing more grants for university students.
- Stephen Harper and the Conservatives are proposing tax cuts, which will create jobs for young Canadians.

Youth: Likelihood to vote by introductory framing

Q

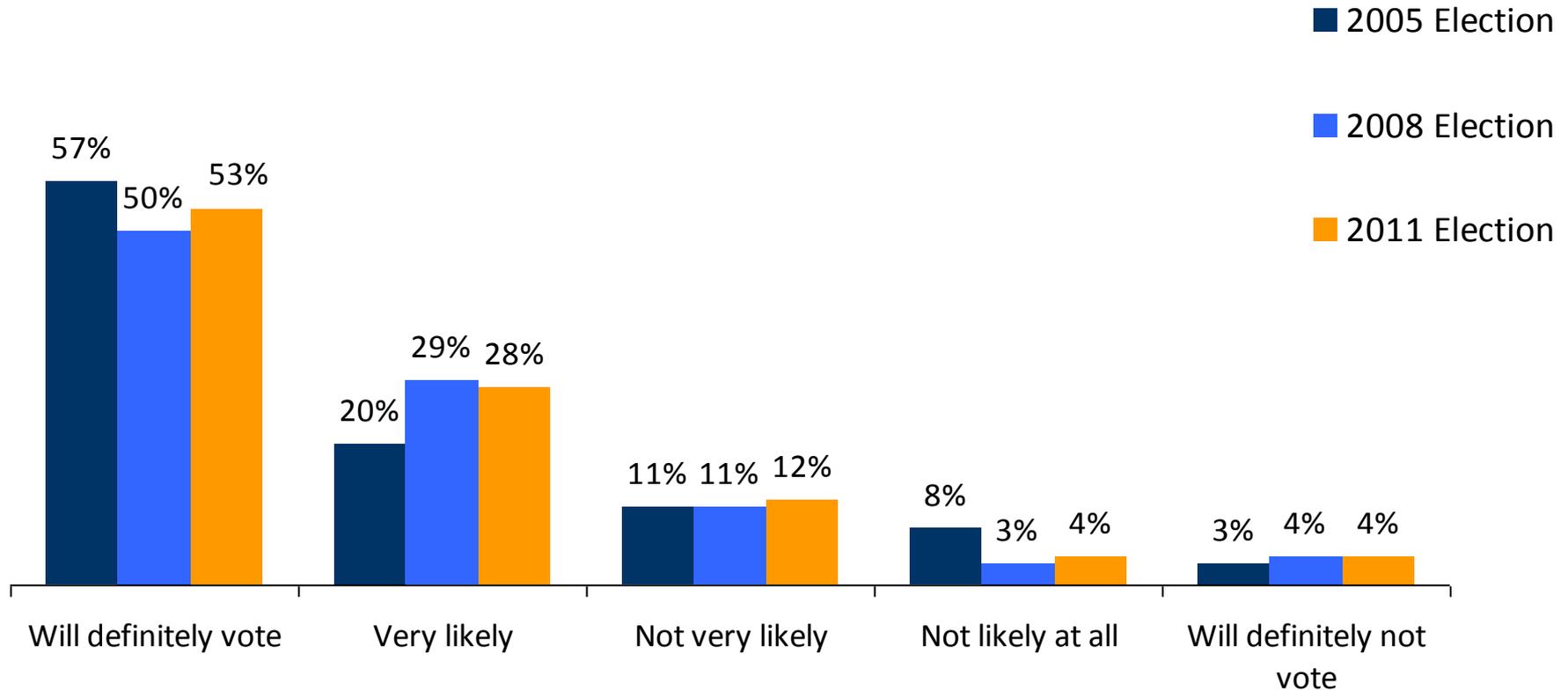
How likely is it that you will vote in the upcoming federal election?

Youth exposed to **old issues** and **new issues** are slightly more likely to say they'll DEFINITELY vote on election day than those who were exposed to **no issue framing**.

	Canada	OLD ISSUES	NEW ISSUES	NO ISSUES
Will definitely vote	53%	54%	54%	50%
Very likely	28%	30%	27%	26%
Not very likely	12%	10%	11%	13%
Not likely at all	4%	3%	5%	3%
Will definitely not vote	4%	2%	3%	7%

Youth Tracking: Likelihood to vote

Q How likely is it that you will vote in the upcoming federal election?



Attitudes towards Voting



Youth Segmentation: Household discussion of politics



In some households, politics is a common topic of discussion. In others, politics is rarely discussed. How often was politics discussed in your house growing up?

Regional Segmentation

Vote Intention

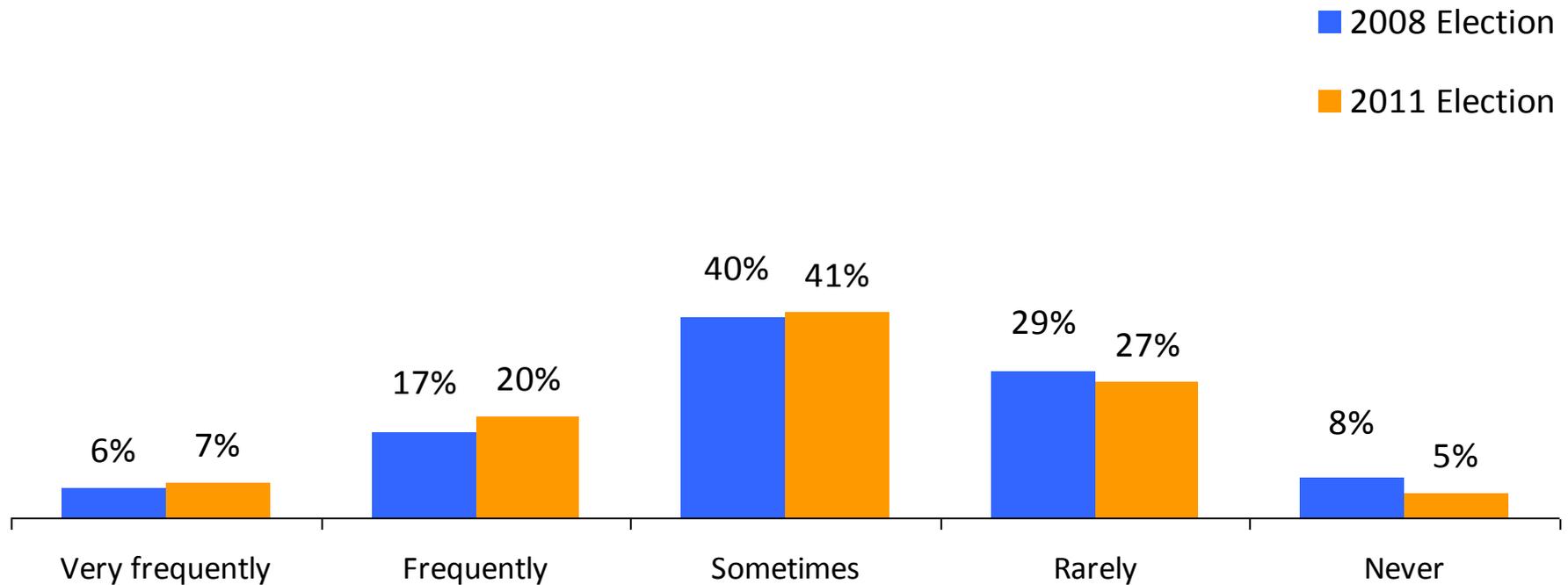
	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
Very frequently	7%	8%	7%	5%	7%	8%	8%	12%	7%	5%	5%	5%	4%
Frequently	20%	18%	16%	16%	23%	22%	13%	22%	21%	26%	23%	17%	5%
Sometimes	41%	45%	46%	38%	36%	44%	41%	41%	43%	37%	49%	41%	34%
Rarely	27%	25%	27%	35%	28%	22%	34%	21%	24%	29%	10%	34%	48%
Never	5%	3%	3%	6%	7%	5%	4%	5%	5%	3%	12%	3%	12%
NET VALUES (Very Frequent + Frequent minus Rarely + Never)	-5%	-2%	-7%	-20%	-5%	+3%	-17%	+8%	-1%	-1%	+6%	-15%	-51%



Youth Tracking: Household discussion of politics

Q

In some households, politics is a common topic of discussion. In others, politics is rarely discussed. How often was politics discussed in your house growing up?



Youth Segmentation:

High school course on Canadian political system

Q

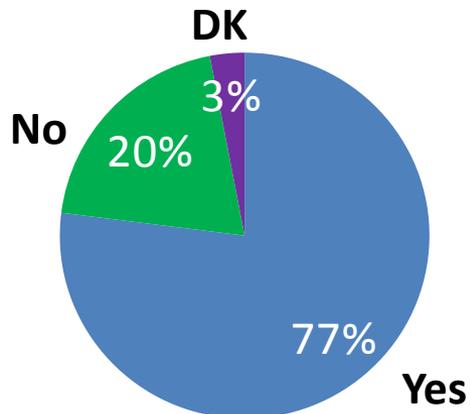
In high school, did you take a course that taught you how the Canadian political system works?

Regional Segmentation

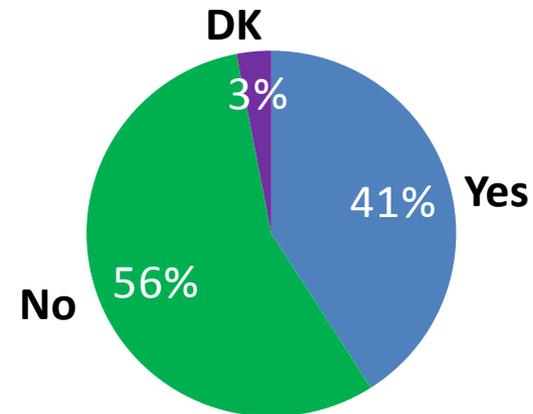
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
YES	70%	76%	93%	64%	81%	43%	50%	77%	74%	67%	35%	73%	61%
NO	27%	19%	5%	27%	16%	53%	48%	21%	23%	32%	62%	24%	28%
Don't Know	3%	5%	2%	10%	2%	3%	2%	3%	3%	1%	3%	3%	12%

Anglophone Youth



Francophone Youth

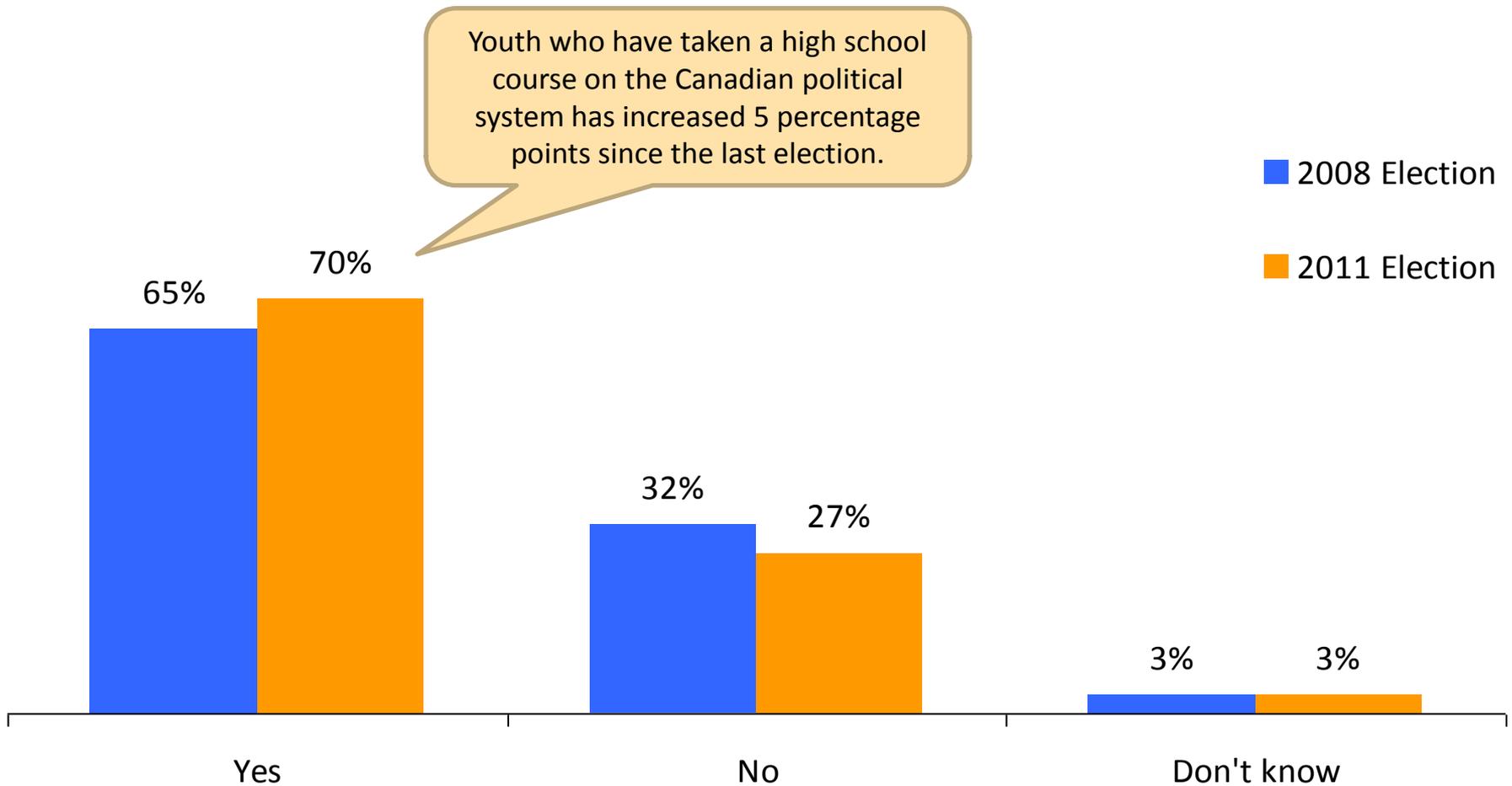


Youth Tracking:

High school course on Canadian political system

Q

In high school, did you take a course that taught you how the Canadian political system works?



Youth Segmentation: Voting as a duty vs. choice

Q

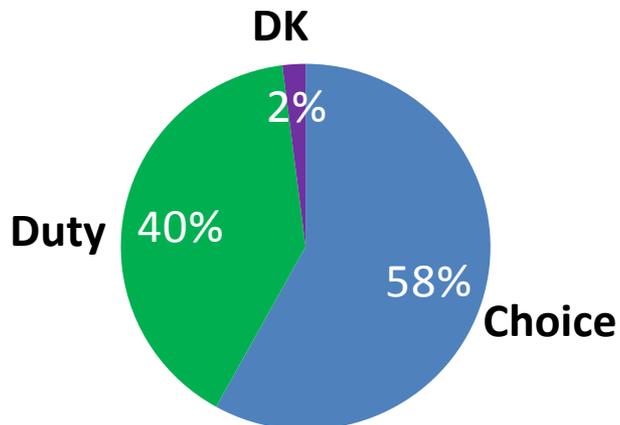
Different people feel differently about voting. **For some, voting is a DUTY.** They feel they should vote in every election regardless of how they feel about candidates and parties. **For some, voting is a CHOICE.** They feel free to vote or not vote in an election depending on how they feel about the candidates and parties. For you personally, is voting first and foremost a ...

Regional Segmentation

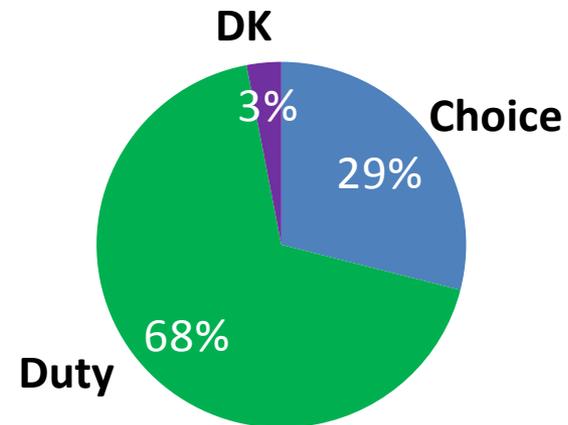
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
Duty	45%	52%	39%	33%	38%	64%	37%	44%	49%	56%	48%	34%	28%
Choice	53%	45%	60%	63%	61%	35%	60%	54%	49%	42%	52%	63%	69%
Don't Know	2%	3%	2%	4%	1%	2%	3%	1%	1%	2%	-	2%	3%

Anglophone Youth



Francophone Youth

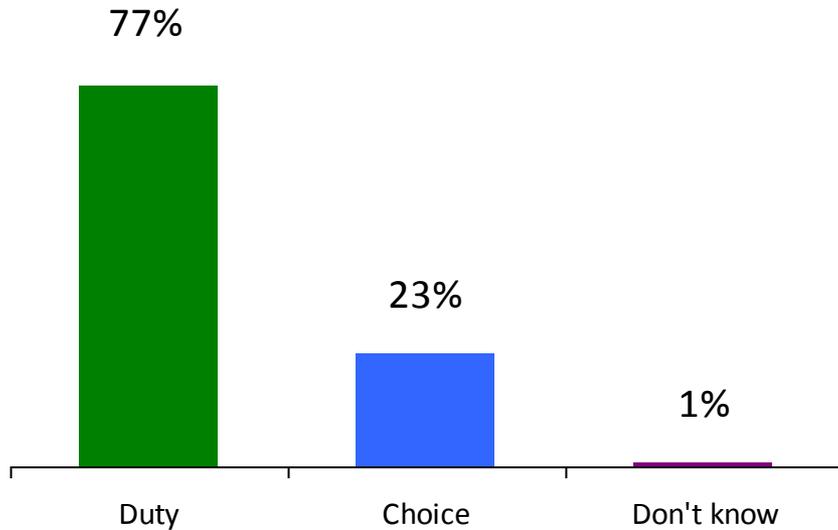


Inter-generational: Voting as a duty vs. choice

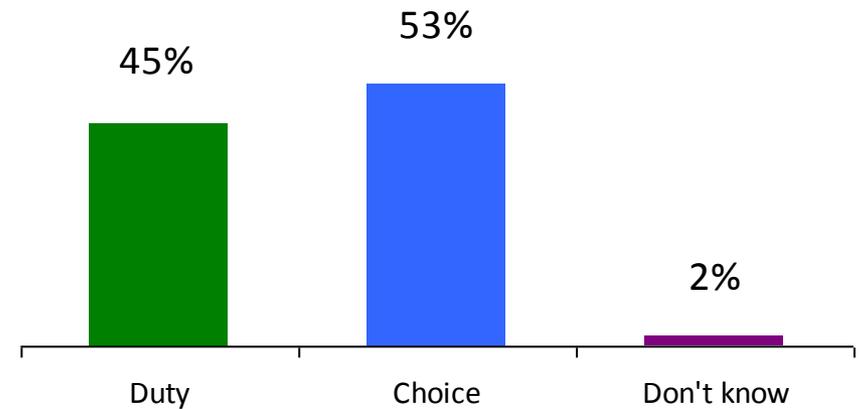
Q Different people feel differently about voting. **For some, voting is a DUTY.** They feel they should vote in every election regardless of how they feel about candidates and parties. **For some, voting is a CHOICE.** They feel free to vote or not vote in an election depending on how they feel about the candidates and parties.

For you personally, is voting first and foremost a ...

GenPop



Youth



Youth Tracking: Voting as a duty vs. choice

Q

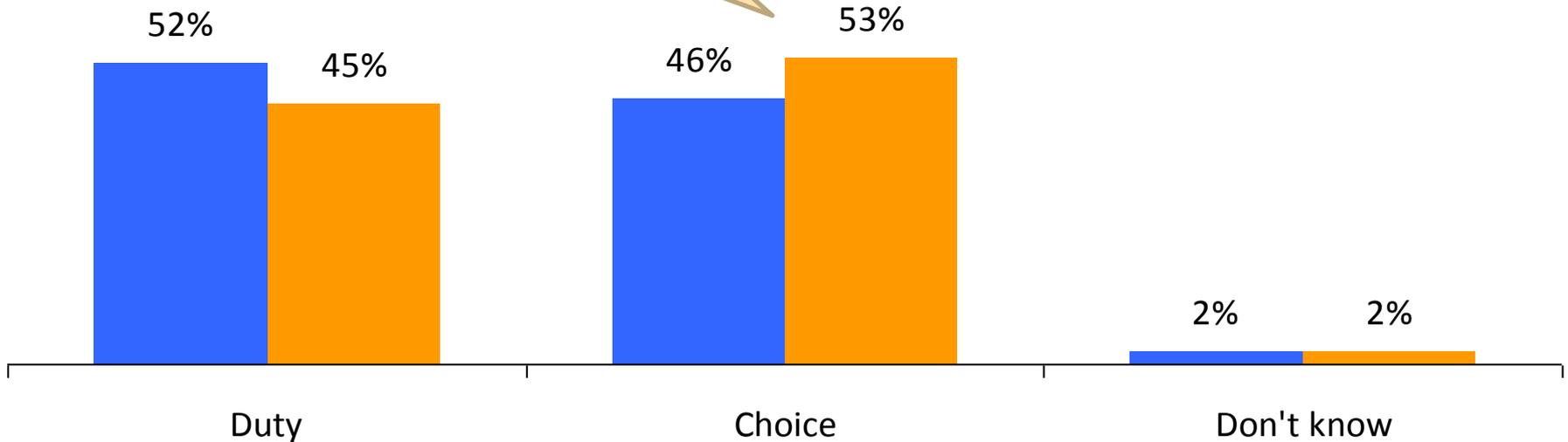
Different people feel differently about voting. For some, voting is a DUTY. They feel they should vote in every election regardless of how they feel about candidates and parties. For some, voting is a CHOICE. They feel free to vote or not vote in an election depending on how they feel about the candidates and parties.

For you personally, is voting first and foremost a ...

Youth respondents who believe **voting is choice** has increased 7 percentage points since the last federal election.

■ 2008 Election

■ 2011 Election

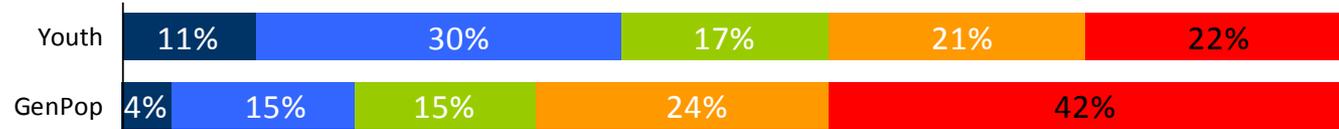


Inter-generational: Attitudes towards politics

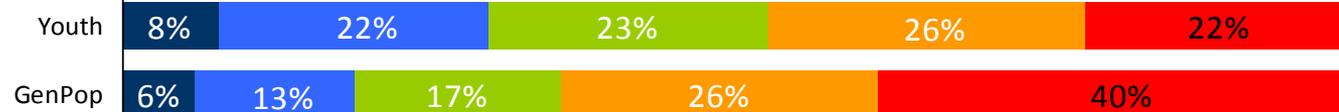
Q

For each of the following statements below, please indicate if you agree or disagree

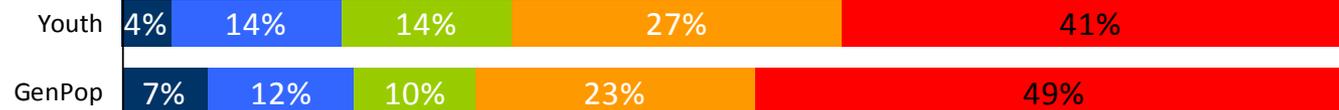
Sometimes, politics and government seem so complicated that a person like me can't really understand what is going on



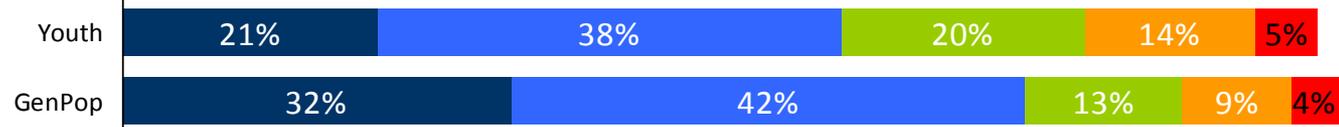
Politics are boring



My vote doesn't make a difference



Political parties are more interested in slinging mud than in talking to me like an adult



■ Strongly agree
 ■ Somewhat agree
 ■ Neither
 ■ Somewhat disagree
 ■ Strongly disagree

Note: "Don't know" not shown

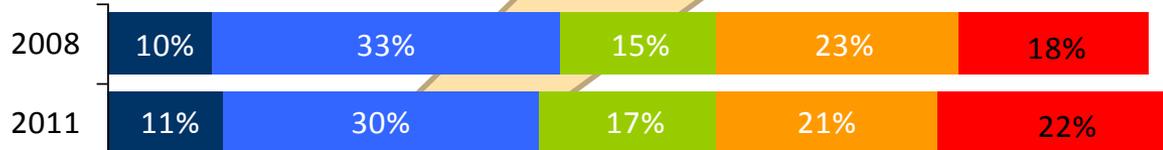
Youth Tracking:

Attitudes towards politics

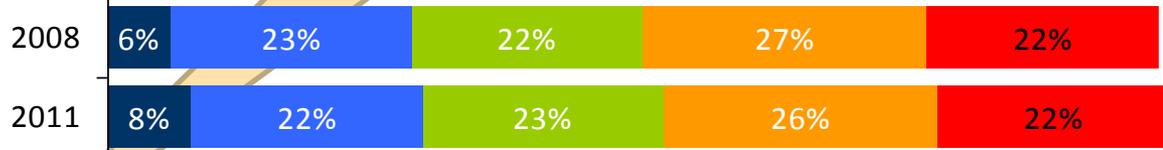
Q For each of the following statements below, please indicate if you agree or disagree

Youth respondents increasingly feel as though their vote doesn't make a difference: **8 percentage point increase in agreement since last election.**

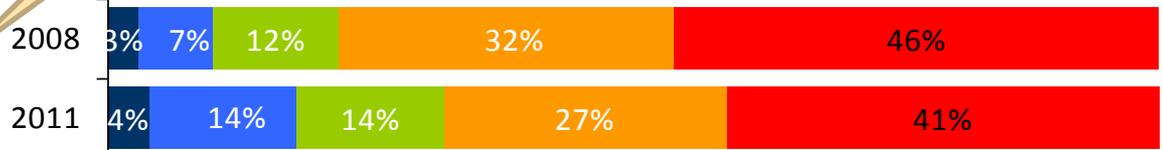
Sometimes, politics and government seem so complicated that a person like me can't really understand what is going on.



Politics are boring.



My vote doesn't make a difference.



Political parties are more interested in slinging mud than in talking to me like an adult.



Strongly agree
 Somewhat agree
 Neither agree nor disagree
 Somewhat disagree
 Strongly disagree



Political Engagement



Youth Segmentation: Impact of Negative Campaign Ads



Which of the following statements comes closest to your view?
When a political party runs a negative ad:

Regional Segmentation

Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
It makes me less likely to vote for them	60%	50%	60%	52%	60%	64%	71%	44%	67%	65%	53%	67%	63%
I can tolerate it, as long as it tells me something believable or important	40%	50%	40%	48%	40%	36%	29%	56%	33%	35%	47%	33%	37%

Anglophone Youth

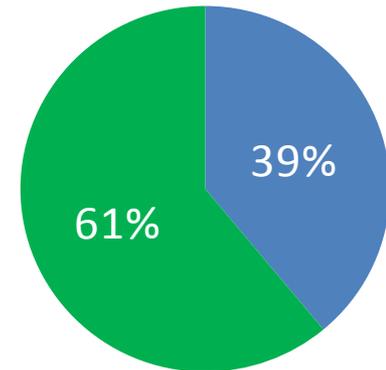
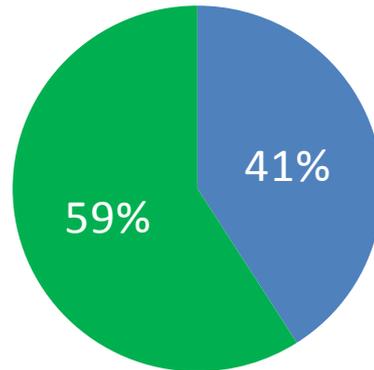
Francophone Youth



It makes me less likely to vote for them



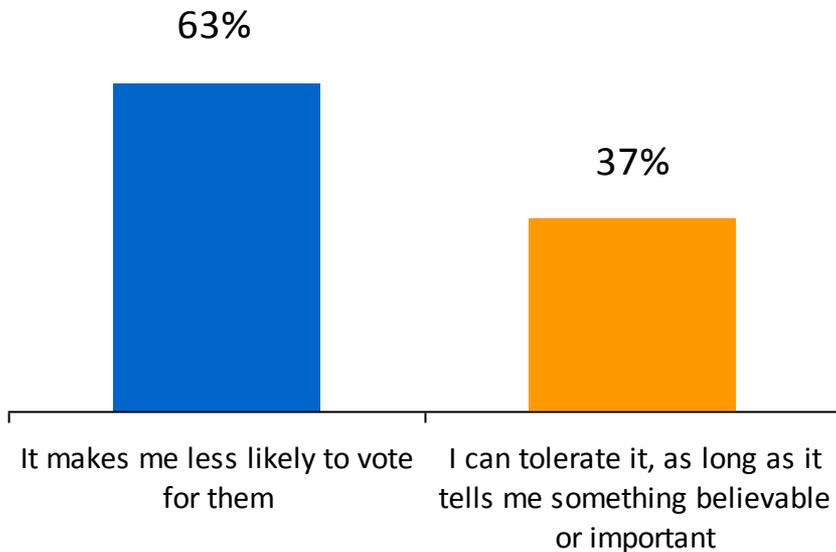
I can tolerate it, as long as it tells me something believable or important



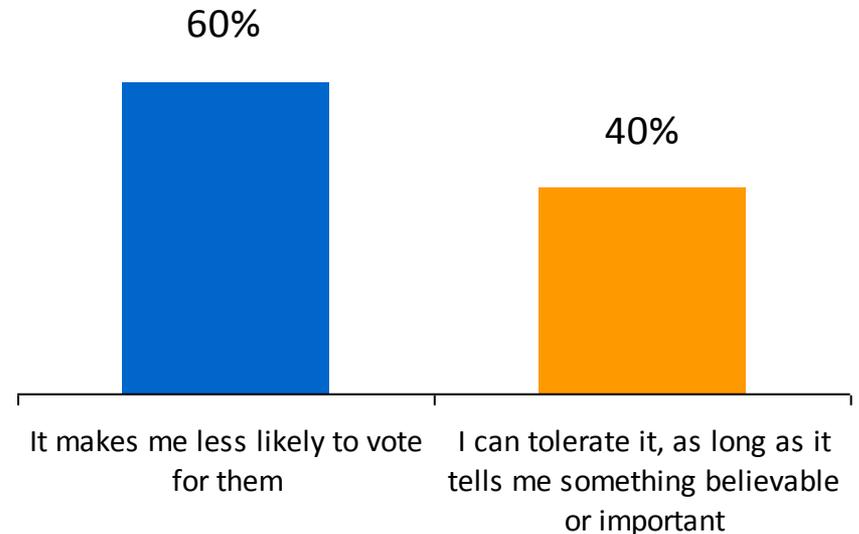
Inter-generational: Impact of Negative Campaign Ads

Q Which of the following statements comes closest to your view?
When a political party runs a negative ad:

GenPop



Youth



Youth Segmentation: Role of social media in politics

Q

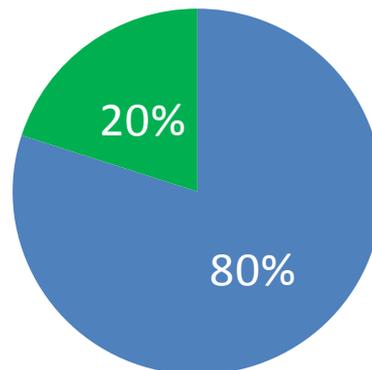
Which of the following statements comes closest to your own view:

Regional Segmentation

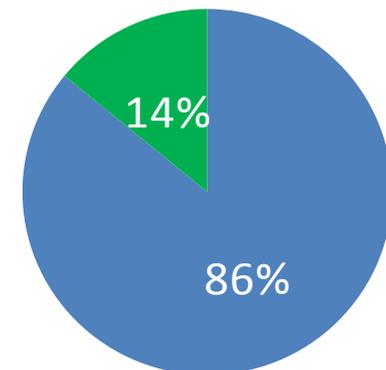
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
I can learn most everything I need to know about politics from social media	19%	16%	28%	12%	22%	15%	16%	22%	14%	15%	23%	26%	23%
To really follow politics, you need to watch the news and read the newspaper	81%	84%	72%	88%	78%	85%	84%	78%	86%	85%	77%	74%	77%

Anglophone Youth



Francophone Youth



 I can learn most everything I need to know about politics from social media

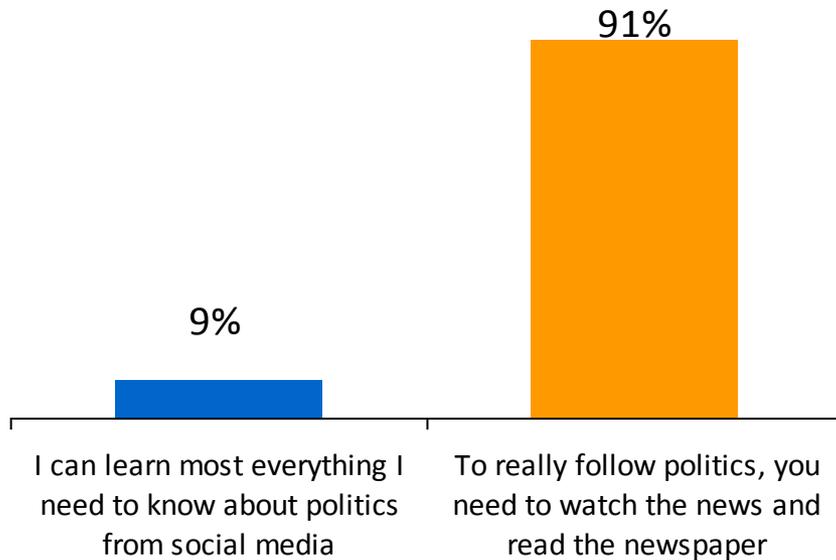
 To really follow politics, you need to watch the news and read the newspaper

Inter-generational: Role of social media in politics

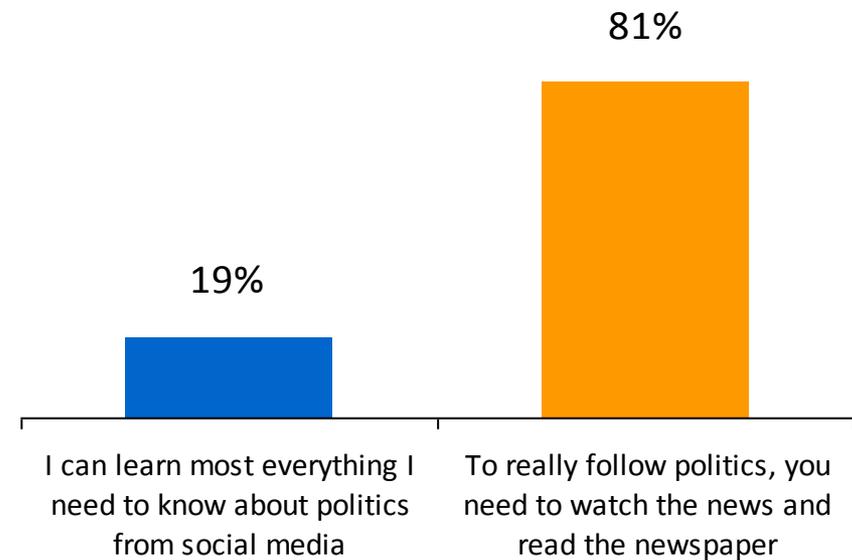
Q

Which of the following statements comes closest to your own view:

GenPop



Youth



Youth Segmentation: Community activism



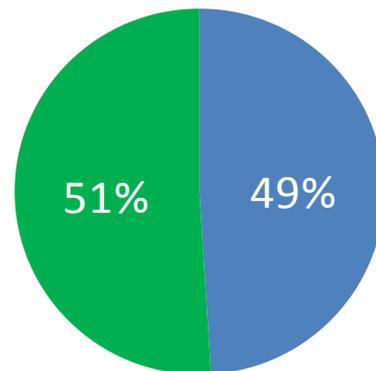
Which of the following statements comes closest to your view?
If you really want to make a difference in your community ...

Regional Segmentation

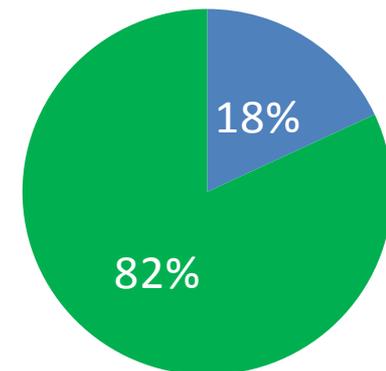
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
Getting involved in politics is a good place to start	56%	60%	44%	42%	52%	75%	52%	58%	60%	62%	68%	51%	35%
Politics is the last place to look	44%	40%	56%	58%	48%	25%	48%	42%	40%	38%	32%	49%	65%

Anglophone Youth



Francophone Youth



■ Getting involved in politics is a good place to start

■ Politics is the last place to look

Youth Segmentation:

Which is more important, volunteering or voting?

Q

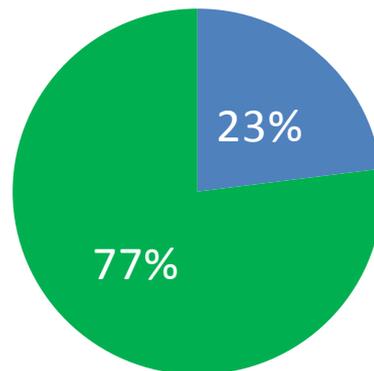
Do you think it is more important:

Regional Segmentation

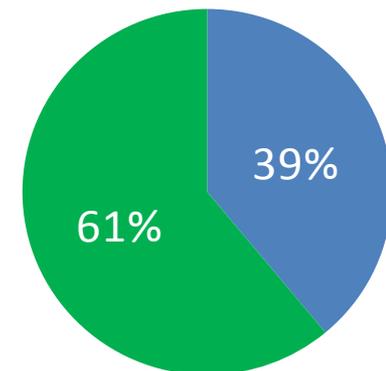
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
To volunteer in the community	74%	68%	74%	81%	77%	68%	84%	74%	74%	71%	61%	80%	85%
To vote	26%	32%	26%	19%	23%	32%	16%	26%	26%	29%	39%	20%	15%

Anglophone Youth



Francophone Youth



 To volunteer in the community

 To vote

Youth Segmentation:

Which is more important, partisan or non-partisan?



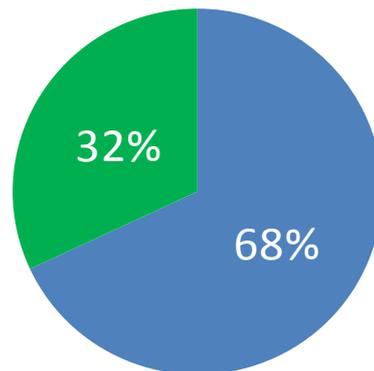
Do you think it is more important:

Regional Segmentation

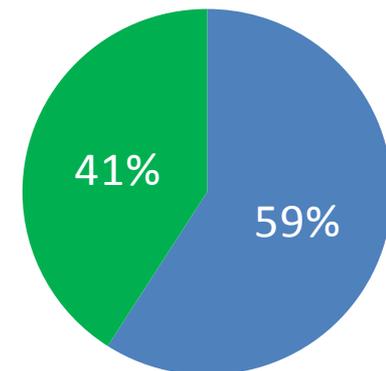
Vote Intention

	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
To join a political party	34%	34%	27%	37%	36%	36%	25%	41%	36%	34%	33%	23%	24%
To be a non-partisan	66%	66%	73%	63%	64%	64%	75%	59%	64%	66%	67%	77%	76%

Anglophone Youth



Francophone Youth



To join a political party



To be a non-partisan

Youth Segmentation: Which is more important, leadership debates or local candidate debates?



Do you think it is more important:

Regional Segmentation

Vote Intention

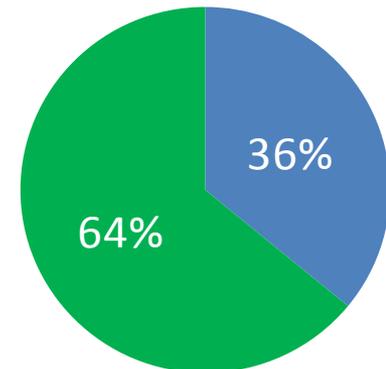
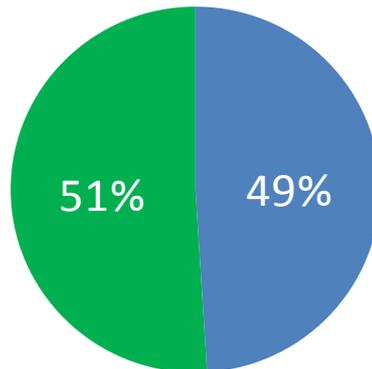
	Canada	BC	AB	Prairies	ON	QC	ATL	CON	LIB	NDP	BLOC	GREEN	UNDEC
To watch the leadership debates	54%	42%	56%	44%	53%	65%	49%	54%	60%	54%	72%	38%	46%
To attend a local candidates debate	46%	58%	44%	56%	47%	35%	51%	46%	40%	46%	28%	62%	54%

Anglophone Youth

Francophone Youth

■ To watch the leadership debates

■ To attend a local candidates debate



Youth Political Knowledge



Some people know a lot about politics and follow it closely. Other people have other interests and don't know much politics.

On a scale of 0 to 10, where **0 means no knowledge** and **10 means a lot of knowledge**, how much would you say you know about the political parties and their policies and positions in this election:

Regional Segmentation

Decided Vote

	Canada	BC	AB	Prairies	Ontario	QC	Atlantic	CON	LIB	NDP	BLOC	GREEN	UNDEC
High Knowledge (8-10)	14%	15%	12%	8%	12%	19%	14%	15%	17%	15%	14%	11%	2%
Low Knowledge (0-2)	19%	15%	22%	19%	20%	13%	31%	15%	17%	11%	14%	20%	48%
Average	4.92	5.06	4.79	4.51	4.79	5.39	4.54	5.16	4.98	5.55	5.23	4.59	3.12

Average **Anglophone** Knowledge Score: **4.82**

Average **Francophone** Knowledge Score: **5.38**

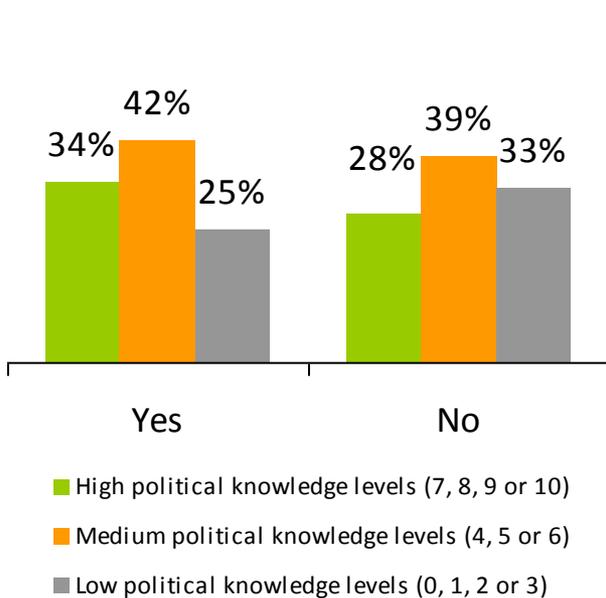
Average **Male** Knowledge Score: **5.23**

Average **Female** Knowledge Score: **4.62**

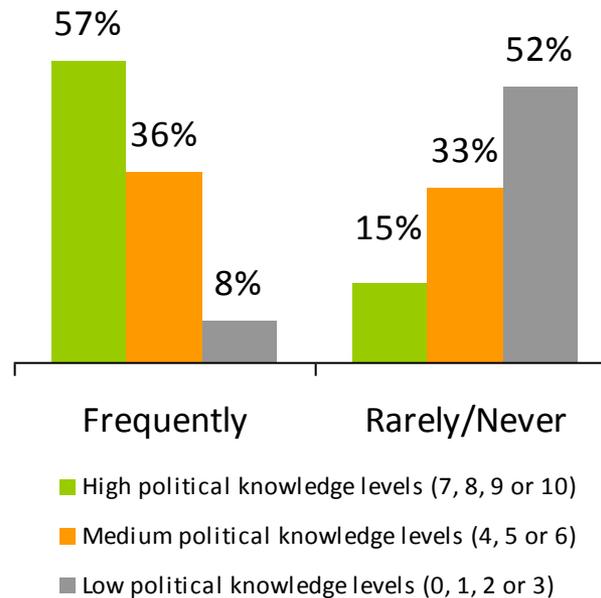
What's driving political knowledge?

Political knowledge appears to be largely defined by *whether politics was discussed at home growing up* OR *whether one believes politics is boring*.

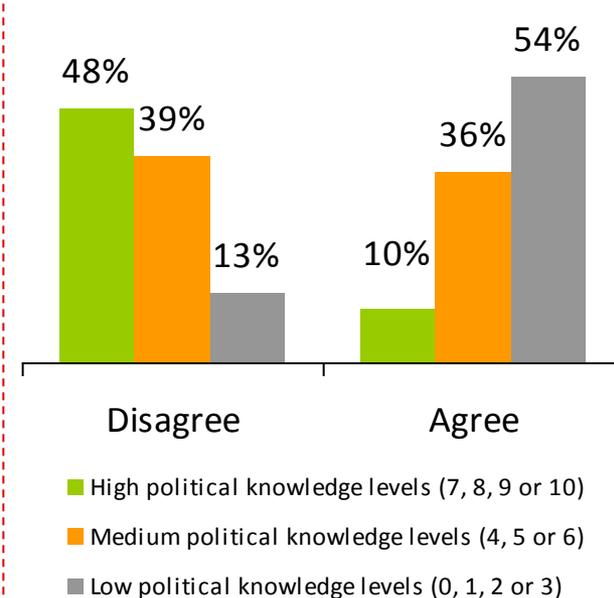
Took a high school course on Canadian Political System



Discussed politics at home growing up



Politics is boring

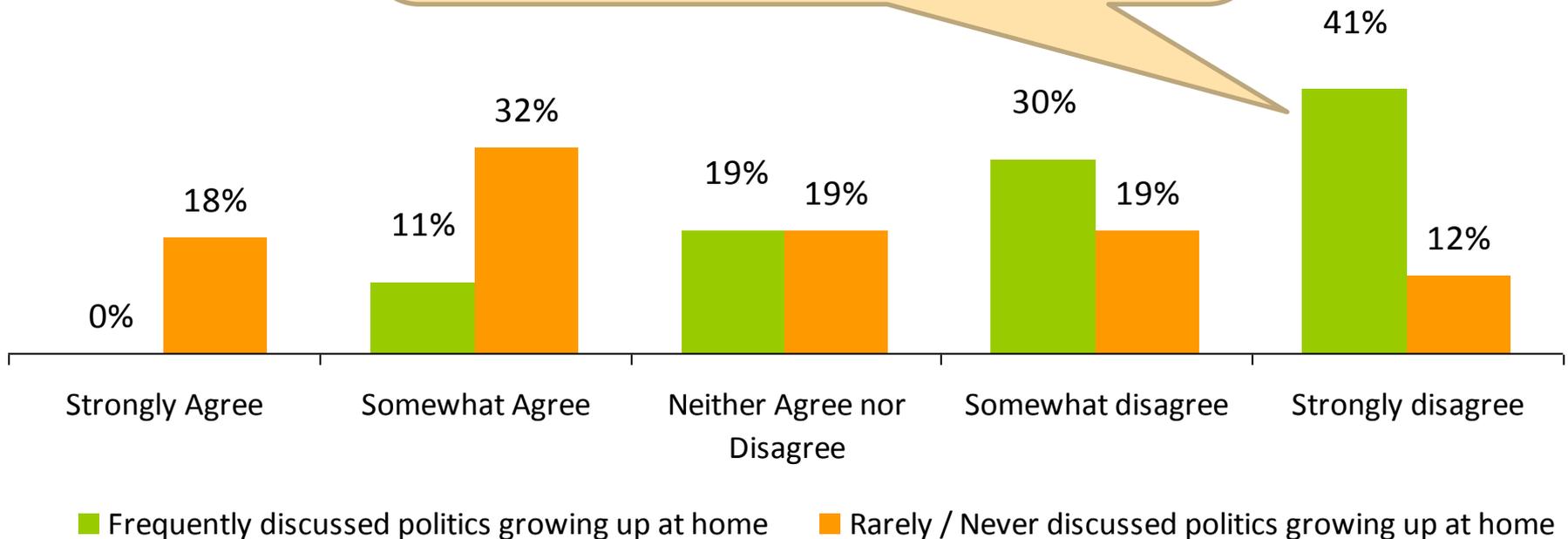


What role do parents have to play in making politics interesting?

Q Please indicate if you agree or disagree: *Politics are boring*

It would appear that more families discuss politics at home with their children, the more likely children will become interested.

As shown on the previous slide, the greater the frequency of discussing politics at home, the greater the level of political knowledge young people claim to have.



What's Driving Youth Voter Turnout?

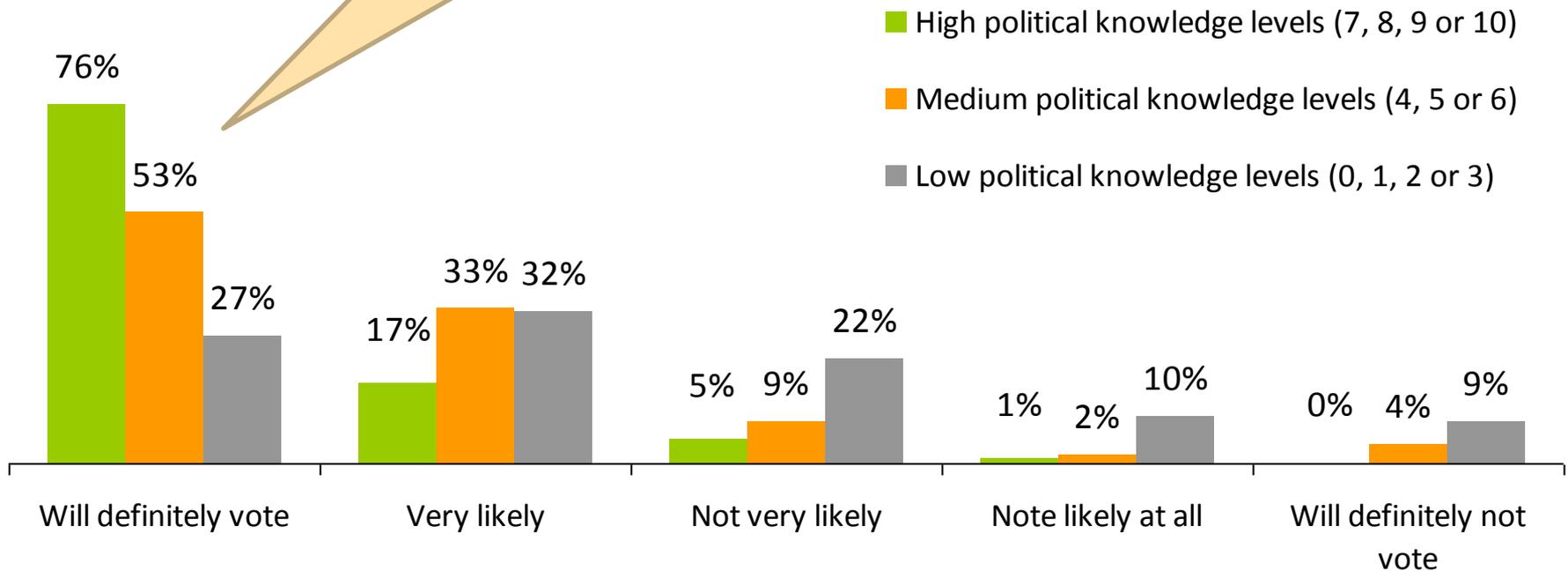


Youth Analysis:

Voter turnout by political knowledge

Q How likely is it that you will vote in the upcoming federal election?

Political knowledge levels appear to have a significant impact on voter turnout.



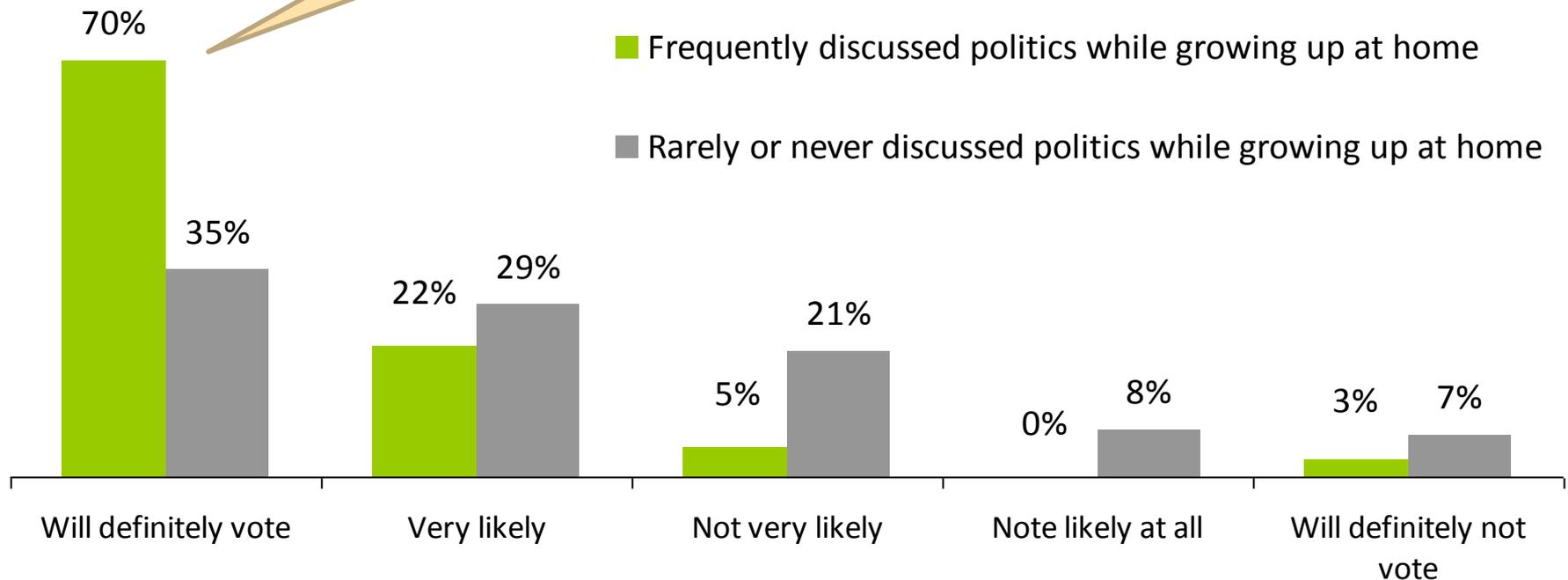
Youth Analysis:

Voter turnout by household discussion of politics

Q

How likely is it that you will vote in the upcoming federal election?

Youth who grew up *frequently discussing politics at home* are twice as likely to say they will **DEFINITELY VOTE** in the upcoming election than those who *rarely or never discussed politics at home*.

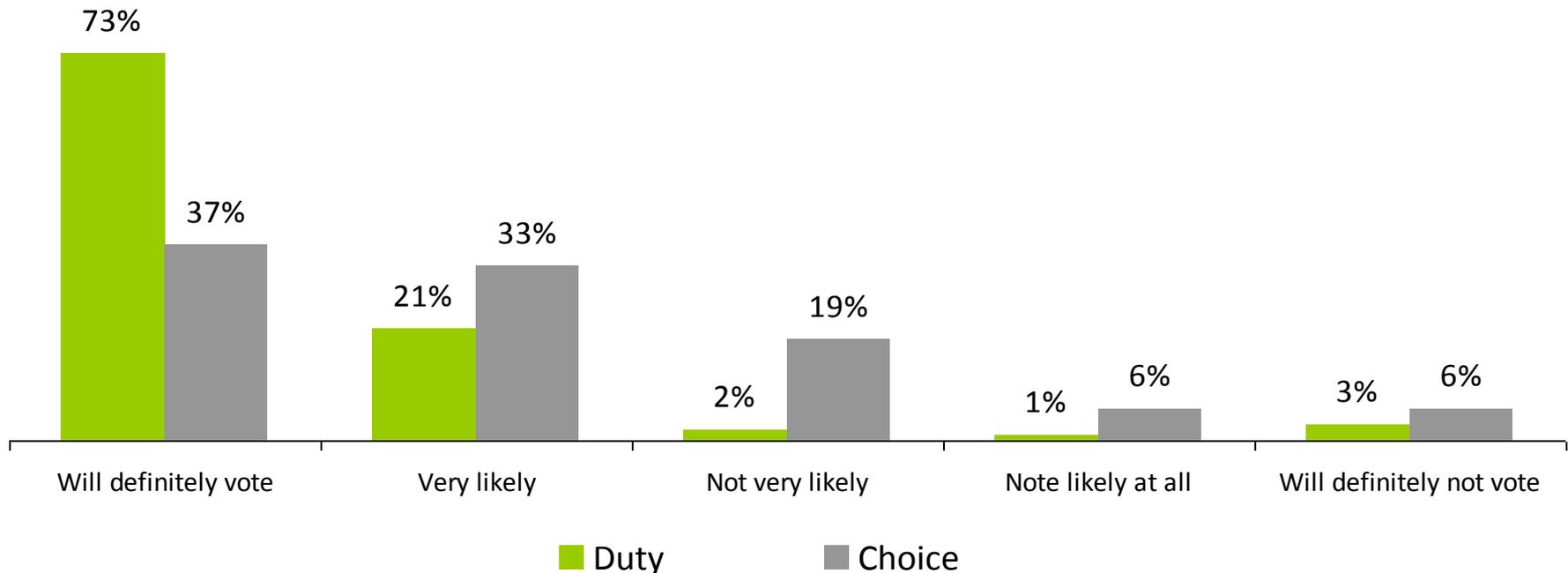


Youth Analysis:

Voter turnout by duty vs. choice

Q How likely is it that you will vote in the upcoming federal election?

Youth respondents who **believe voting is a duty** are twice as likely to say they'll **DEFINITELY VOTE** on election day than youth who **believe voting is a choice**.



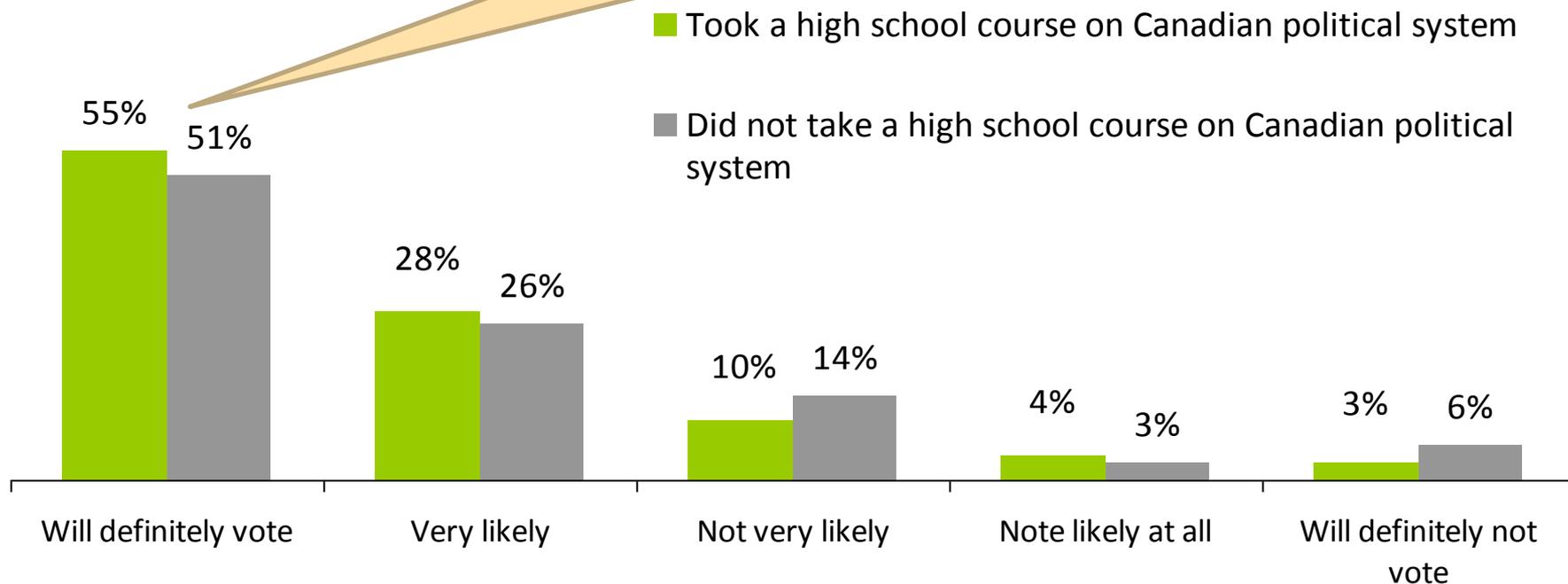
Youth Analysis:

Voter turnout by high school course on political system

Q

How likely is it that you will vote in the upcoming federal election?

The difference in voter turnout between those who did or didn't take a high school course on the Canadian political appears to be nominal.

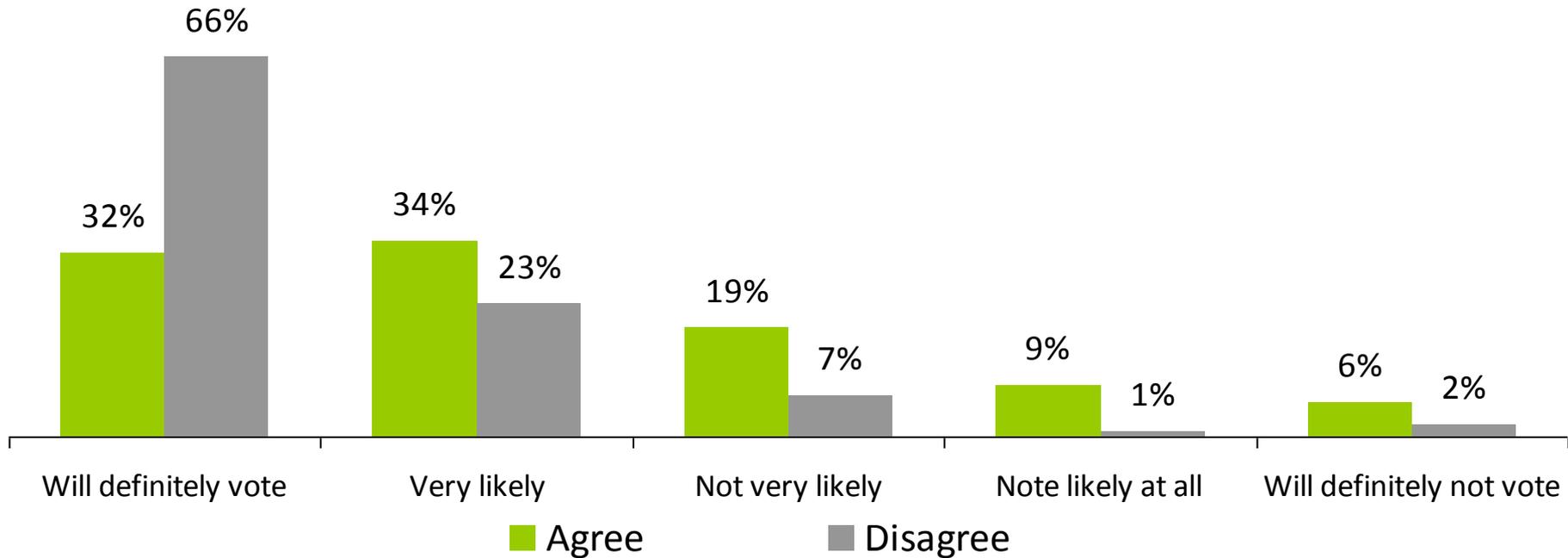


Youth Analysis:

Voter turnout by attitudes towards politics

Q How likely is it that you will vote in the upcoming federal election?

Politics are boring



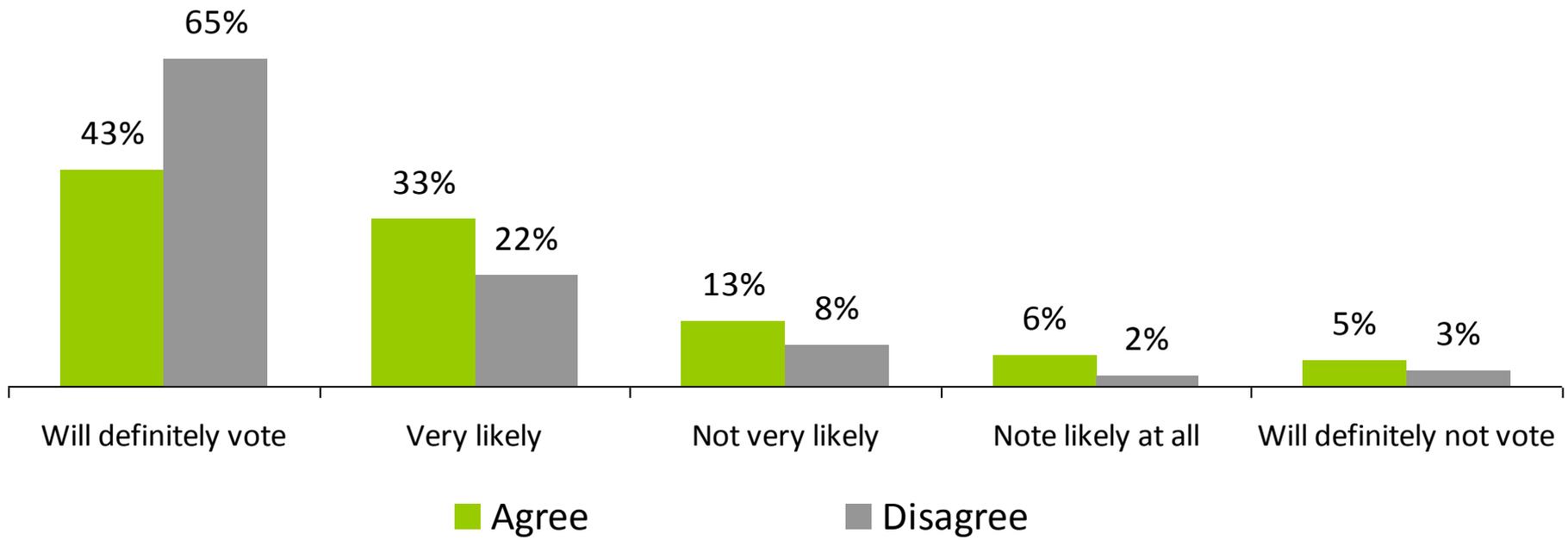
Youth Analysis:

Voter turnout by attitudes towards politics

Q

How likely is it that you will vote in the upcoming federal election?

Sometimes, politics and government seem so complicated that a person like me can't really understand what is going on

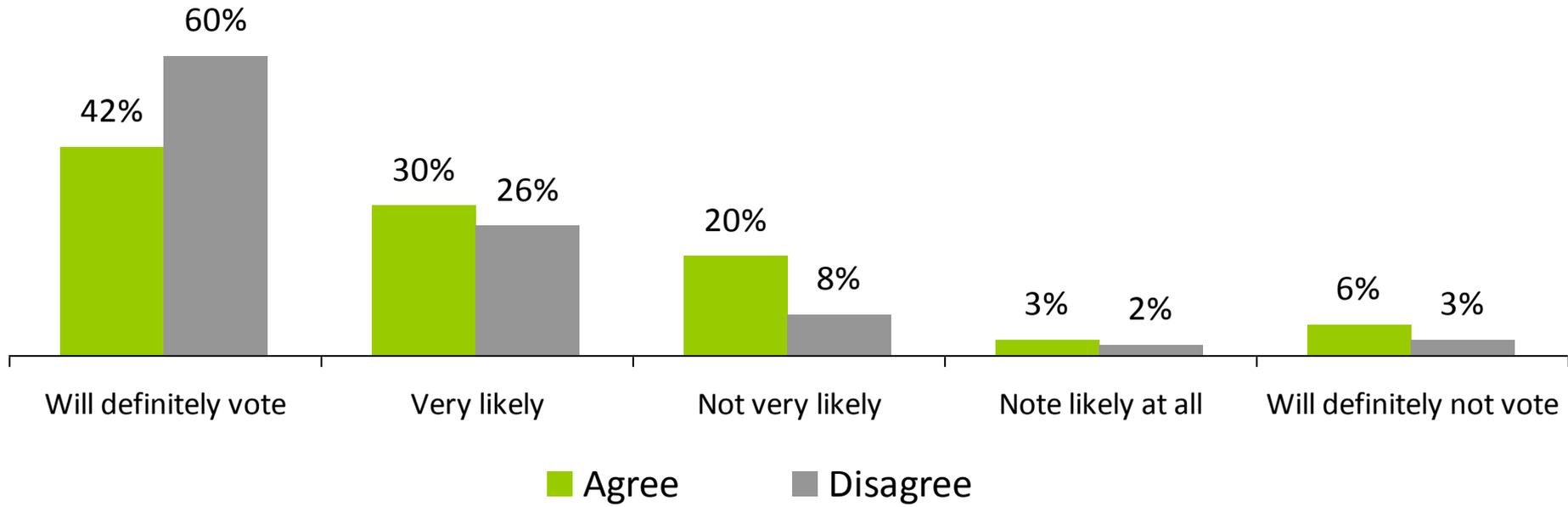


Youth Analysis:

Voter turnout by political attitudes

Q How likely is it that you will vote in the upcoming federal election?

My vote doesn't make a difference



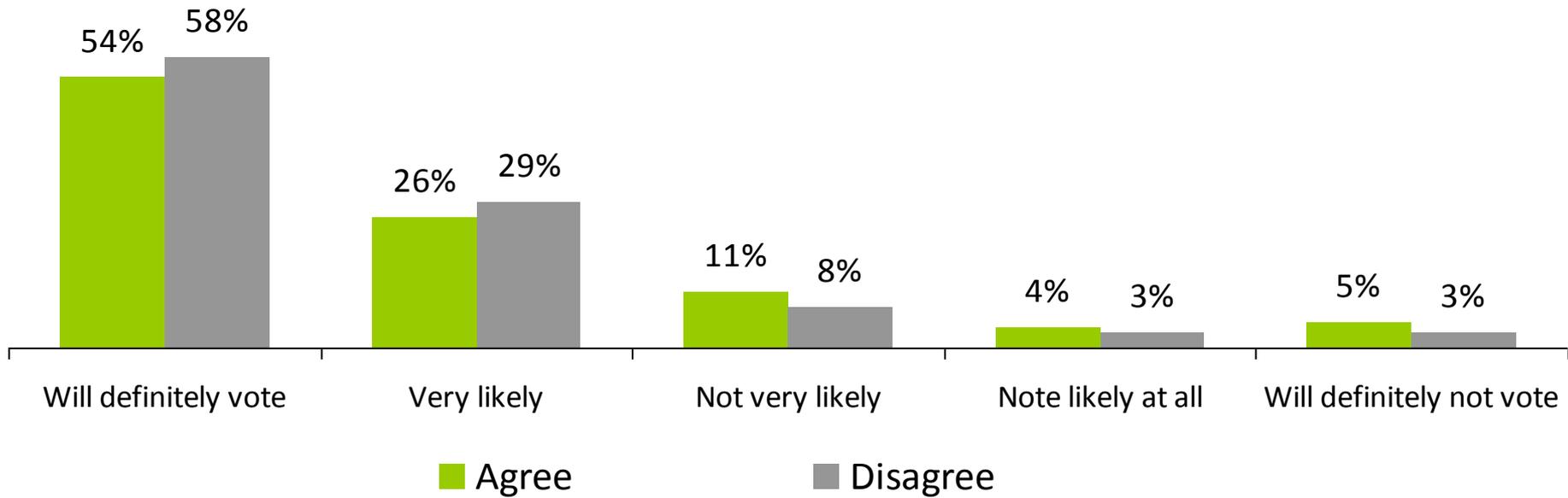
Youth Analysis:

Voter turnout by attitudes towards politics

Q

How likely is it that you will vote in the upcoming federal election?

Political parties are more interested in slinging mud than in talking to me like an adult

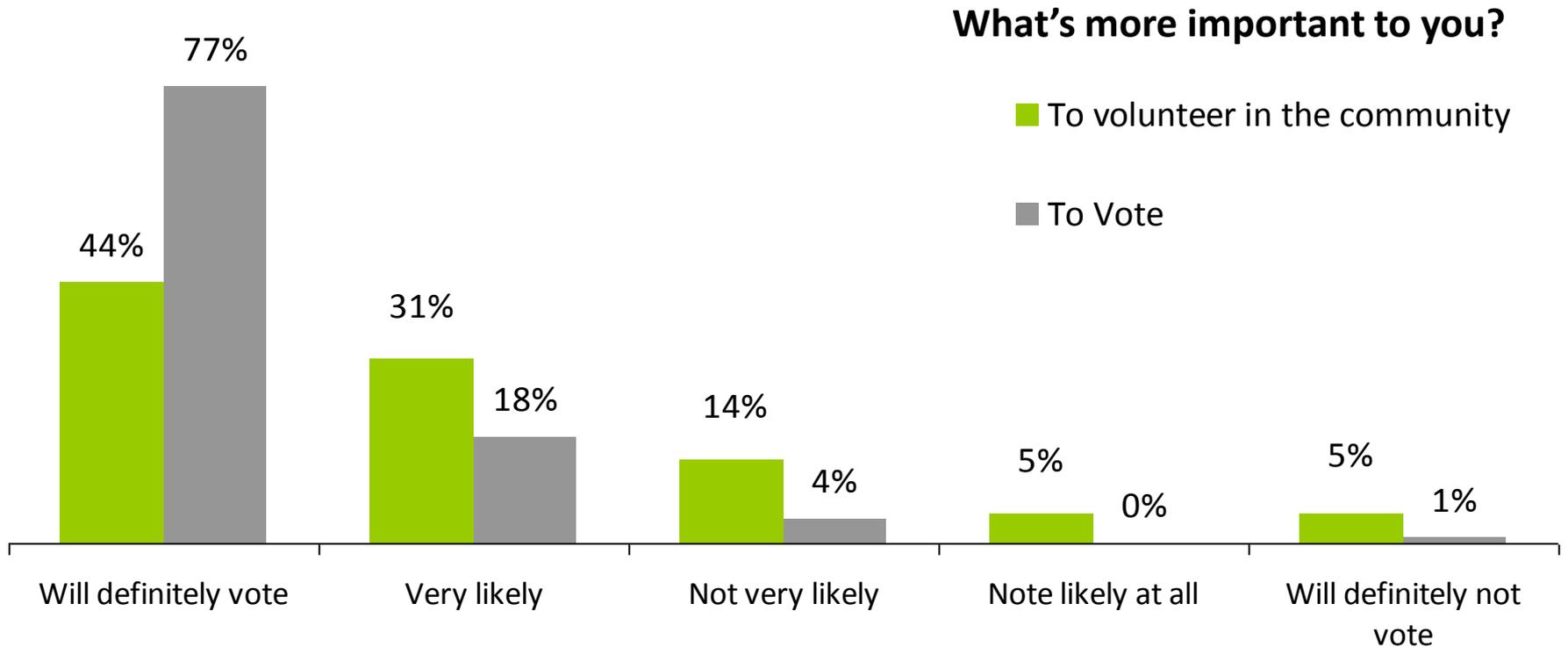


Youth Analysis:

Voter turnout by political engagement

Q

How likely is it that you will vote in the upcoming federal election?



Youth Analysis:

Voter turnout by political engagement

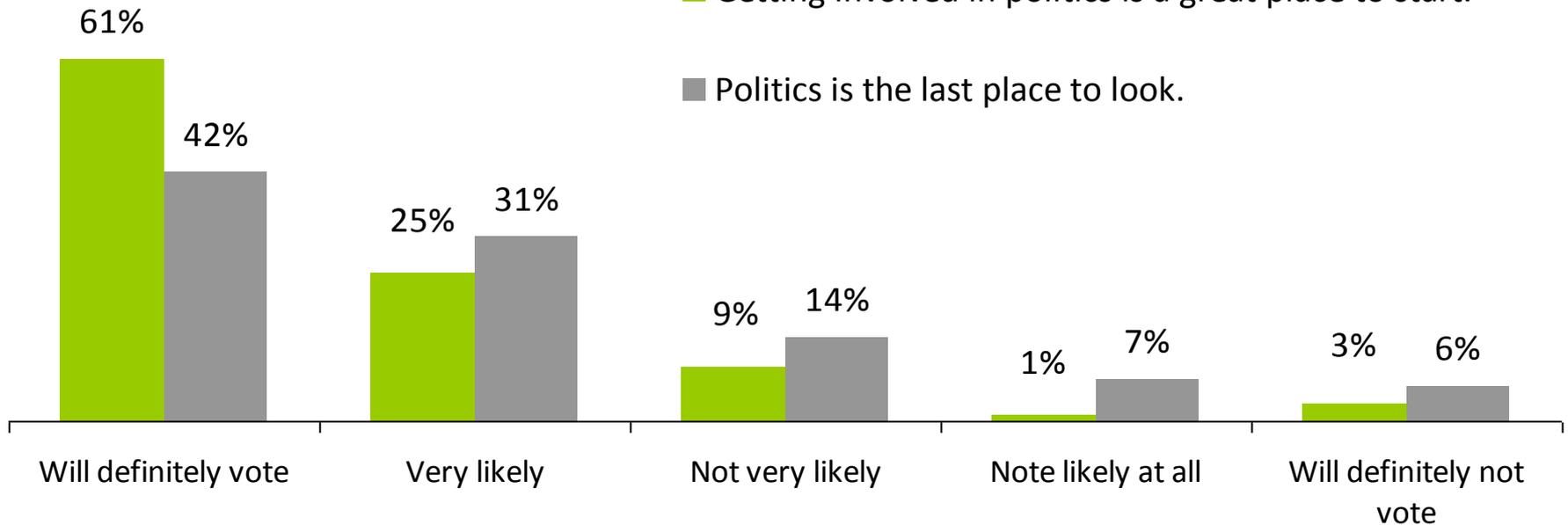
Q

How likely is it that you will vote in the upcoming federal election?

What's more important to you?

■ Getting involved in politics is a great place to start.

■ Politics is the last place to look.

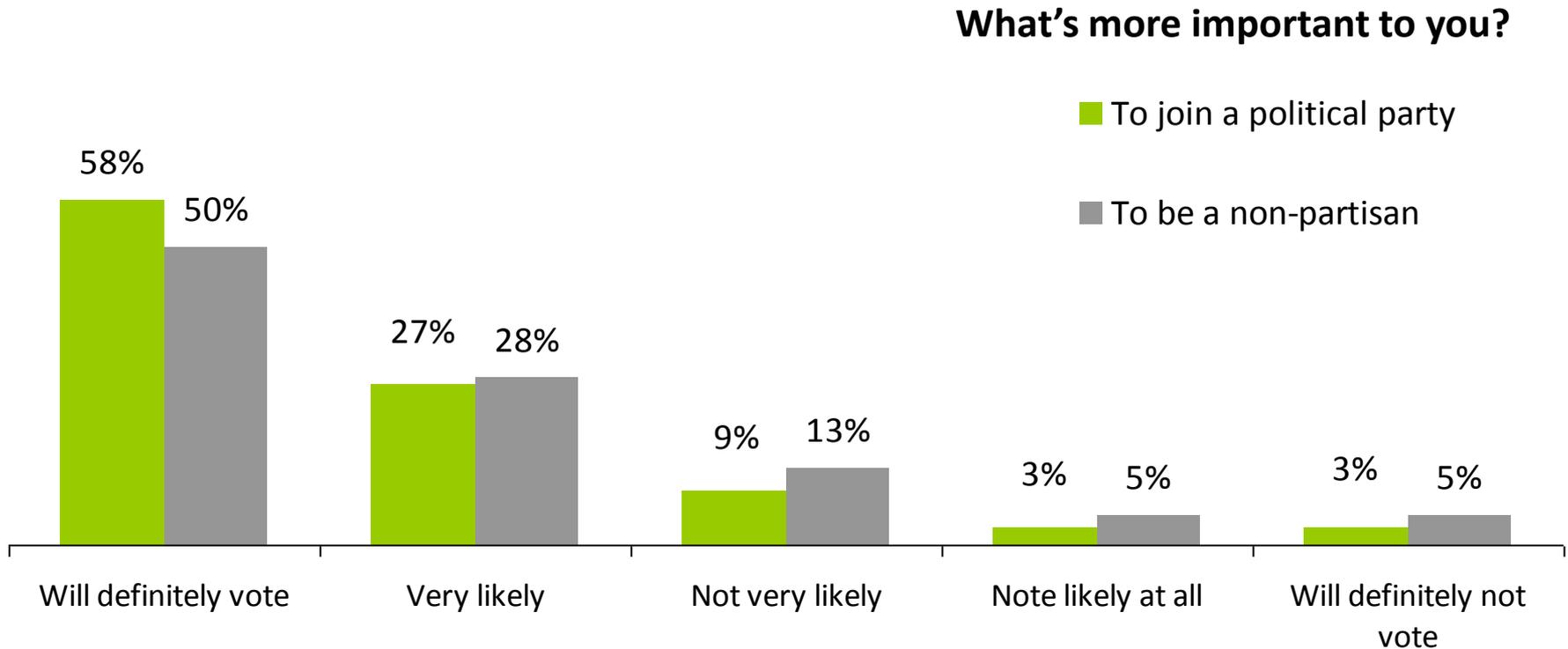


Youth Analysis:

Voter turnout by political engagement

Q

How likely is it that you will vote in the upcoming federal election?

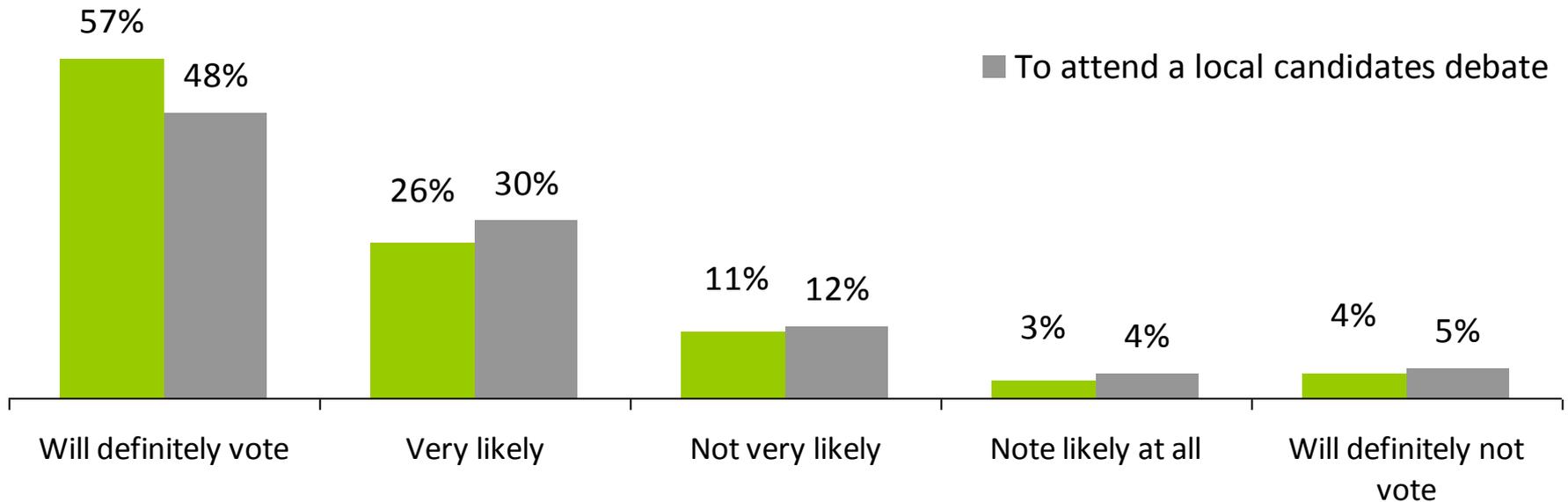


Youth Analysis:

Voter turnout by political engagement

Q

How likely is it that you will vote in the upcoming federal election?



Likelihood to Vote

Post-ask with varying treatments



Youth Turnout: Likelihood to Vote

In order to better understand who is likely to vote in the upcoming federal election, a variety of preambles were created to frame different messages about the benefits of voting. We compared the rate of participation among respondents according to the different conditions to which they are assigned. There are three different treatments.

- Old versus young turnout rates;
- A positive message versus a sarcastic message; and
- The difficulty in voting.

Voters were divided evenly within each treatment. Each treatment was assigned independently to create 8 unique questions.

Old versus young turnout rates treatment

1. In the last election, 80% of voters over the age of 60 voted in the election.
2. In the last election, 40% of young people voted in the election.

Positive message versus ironic/sarcastic message

1. Decisions are made by the people who show up, it's time for young people to vote.
2. Why vote, no one is listening to young people anyway.

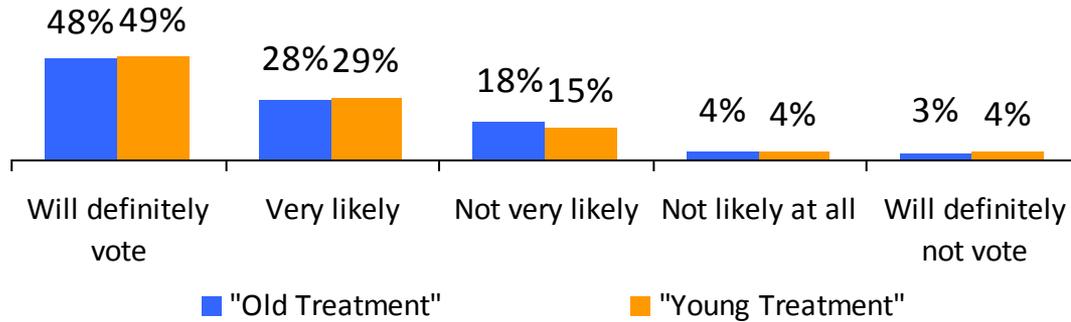
Difficulty of voting

1. With that said, how likely would you be to vote if you knew it would take you one hour to go to your local polling station and wait in line to vote?
2. With that said, how likely would you be to vote if you could vote online, on a secure website?



Youth Turnout: Likelihood to Vote

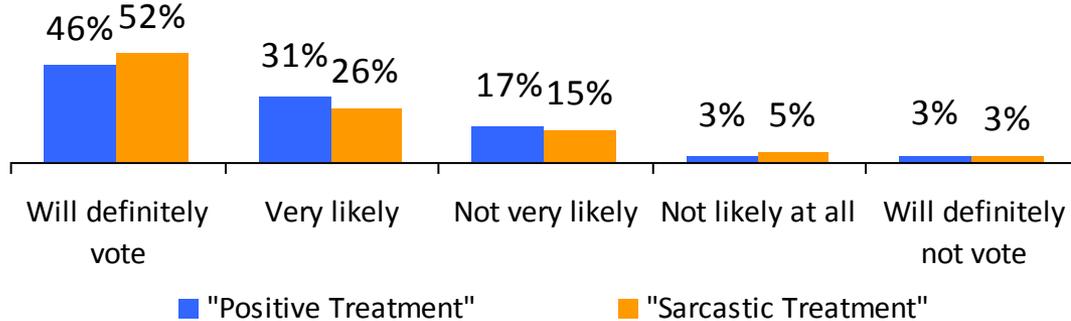
Old versus young turnout rates treatment:



Old Treatment: In the last election, 80% of voters over the age of 60 voted in the election.

Young Treatment: In the last election, 40% of young people voted in the election.

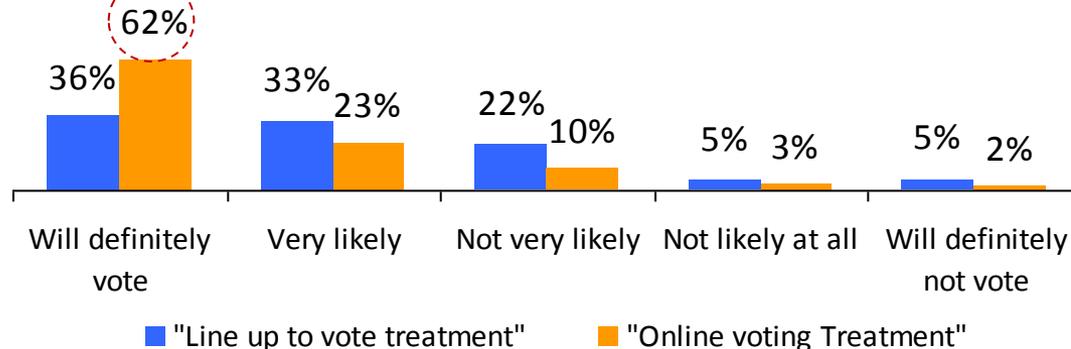
Positive message versus ironic/sarcastic message:



Positive Treatment: Decisions are made by the people who show up, it's time for young people to vote.

Young Treatment: Why vote, no one is listening to young people anyway.

Difficulty of voting:



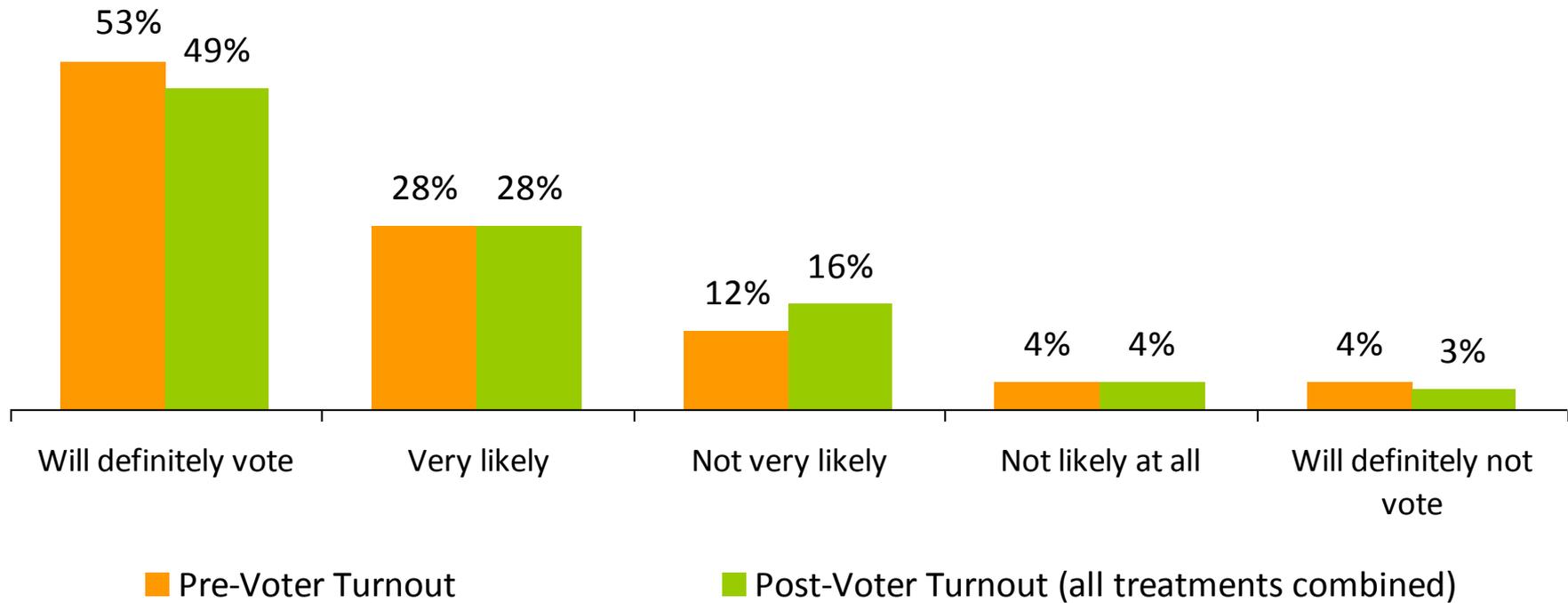
Line Up Treatment: With that said, how likely would you be to vote if you knew it would take you one hour to go to your local polling station and wait in line to vote?

Online Voting Treatment: With that said, how likely would you be to vote if you could vote online, on a secure website?

Youth Turnout:

Post Ask on Likelihood to Vote (Overall)

Q How likely is it that you will vote in the upcoming federal election?
(all treatments combined)



Youth Turnout Segmentation: Post Likelihood to Vote (Overall)

Q How likely is it that you will vote in the upcoming federal election?
(all treatments combined)

	Canada	Language		Voting Attitude		Discussed Politics Growing up		HS Course on Political System		Political Knowledge		
		English	French	Duty	Choice	Frequent	Rarely or Never	Yes	No	High	Medium	Low
Will definitely vote	49%	46%	59%	64%	36%	62%	34%	51%	48%	70%	49%	25%
Very likely	28%	28%	28%	25%	31%	24%	30%	28%	25%	19%	30%	35%
Not very likely	16%	18%	8%	8%	23%	8%	24%	15%	20%	9%	15%	27%
Not likely at all	4%	5%	1%	2%	5%	4%	5%	4%	4%	2%	4%	6%
Will definitely not vote	3%	3%	3%	1%	5%	2%	7%	2%	4%	1%	2%	8%

Contact Information





Greg Lyle

Managing Director

Direct: 416.642.6429

Email: glyle@innovativeresearch.ca

Jason Lockhart

Senior Consultant

Direct: 416.642.7166

Email: jlockhart@innovativeresearch.ca

Toronto

56 The Esplanade, Suite 310
Toronto ON | M5E 1A7

Vancouver

1055 West Hastings, 3rd Floor
Vancouver BC | V6E 2E9