

Innovative Research Group, Inc.

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Toronto :: Vancouver



Federal Election Study ▶▶

Youth Voter Turnout



Prepared for:

Historica Dominion Institute

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:: Release ::

STRICTLY PRIVILEGED AND CONFIDENTIAL

2011 Youth Vote

Turnout:

Over three quarters (76%) of survey respondents claim to have voted in the federal election on May 2nd.

Francophones respondents were 12 percentage point more likely to have voted than Anglophone respondents with a voter turnout of 85% vs. 73% respectively.

Regionally, the highest youth voter turnout among respondents was in Quebec at 85%. The lowest, Ontario and BC with a 72% turnout among survey respondents.

Vote:

Over 4-in-10 (44%) youth respondents voted for the NDP, followed by the Conservatives at 24%, the Liberals at 19% and the Greens at 8%.

In Quebec, where we saw the beginning of the NDP surge in popularity, 59% of youth voters who answered this survey voted for the NDP, followed by the Bloc in a distant second place finish at 16% of the youth vote.

With the exception to Alberta (53% Conservative vote), the NDP beat out all other parties for the youth vote across Canada.



Youth Issues

Which party was most in touch with youth issues?

The NDP were seen as talking the most about the issues youth care about. Nearly half of respondents (46%) felt the NDP were talking the most about issues they care about in this election, followed by the Conservatives at 23%, the Liberals at 16% and the Greens at 8%.

- The **NDP** issues that resonated with their supporters were largely issues related to social services such as healthcare funding and the commitment towards a public delivery of healthcare, education and tuition and family support services.
- **Conservative** issues that resonated with their supporters were strengthening the economy, jobs and tax cuts.
- **Liberals** were seen by their supporters as talking primarily about financial assistance for students, education and tuition.
- **Green** supporters heard almost exclusively environmental issues coming from the party.
- **Bloc** supporters heard sovereignty and defending Quebec's interests as the most important issues to come out of the party.



Impact of campaign on Party Brand

Impression of the Federal Parties

The campaign that each of the parties ran left youth respondents feeling less favourable with the exception to the NDP. Net favourables (*more favourable – less favourable*) were negative for the Conservatives (-21%), Liberals (-30%) and Bloc (-22%).

The NDP was the only party whose campaign left youth respondents feeling more favourable towards the party (+46% net favourables).

The most common reasons why youth respondents were more favourable towards the **NDP** as a result of their campaign was:

1. Their platform and ideology;
2. Jack Layton himself and his charisma;
3. Their surge in popularity and the realization that they could become a viable option; and
4. Because the campaign was seen as positive (as opposed to other parties who ran attack ads).

The **Conservative campaign** left youth respondents less favourable towards the party as a result of their platform and perceived socially conservative values, Harper personally and their negative approach to campaigning (i.e. heavy use of attack ads).

The **Liberal campaign** left youth respondents less favourable towards the party largely as a result of Ignatieff himself and his poorly perceived leadership skills.



Attitudes towards Election Outcome

Satisfaction with election results:

A majority of youth respondents were dissatisfied with the result of this election. Net satisfaction with the election outcome was negative in all regions, with the exception to Alberta and the Prairies where more youth were satisfied than dissatisfied with the outcome.

Francophone respondents were most upset with election results, with 87% saying they're dissatisfied with the outcome.

Those who voted on May 2nd are less satisfied with the results than non-voters.

Confidence in Canadian Democracy:

Nearly half (45%) say they're less confident with the way democracy works in Canada as a result of the election. Only 23% said they were more confident.

Those who actually voted are less confident with the political system than those who stayed home on election day.

Francophones are least confident (62%) with Canadian democracy.

Interest in Politics:

Although many youth are dissatisfied with the election results and less confident with democracy, the election has left a majority of youth respondents (63%) more interested in politics across the board - even those who didn't vote.

Political Engagement:

Finally, a majority of youth respondents (58%) believe getting involved in politics is a great way to make a difference in their community.

Methodology

- The **Nation Youth Vote study** was poll was conducted for the **Historica Dominion Institute** by **Innovative Research Group** between May 3rd and May 8th, 2011.
- This online survey of **814 young Canadians** between the ages of 18 and 24, was conducted using 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.