

Innovative Research Group, Inc.

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Toronto :: Vancouver



*Federal Election Study* ▶▶

# Inter-generational Vote



Prepared for:

**Historica Dominion Institute**

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# Youth Vote Intention

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**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

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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?

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- **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

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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 8<sup>th</sup> and April 13<sup>th</sup>, 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}

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### General Population Survey:

- The General Population survey results were conducted between April 1<sup>st</sup> to April 9<sup>th</sup>, 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.