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*Dominion Institute* ▶▶

# 2008 Youth Election Study



Prepared for:

*Dominion Institute*

October 1, 2008

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Methodology
Executive Summary
Results



# Methodology

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- This online survey was conducted among Canadians between the ages of 18 and 25 between September 10 and 15, 2008.
  - The total study included 1000 responses eligible for inclusion in our analysis.
  - Margin of error +/- 3.1%, 19 times out of 20.
  - Demographic quotas were set up according to 2006 Census to reflect actual demographic breakdown.
  - Please see regional breakdowns on the following page.
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- **Note:** Graphs may not always total 100% due to rounding values rather than an error in data. Sums are added before rounding numbers.



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***Quota Description based on Stats Canada  
2006***

	<b>Description</b>	<b>N</b>
<b>Quota 1</b>	Quebec French	190
<b>Quota 2</b>	English Quebec	60
<b>Quota 3</b>	Ontario	380
<b>Quota 4</b>	West provinces	300
<b>Quota 6</b>	East provinces	70



# Executive Summary

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## Voter turn out

- ‘Will definitely vote’ down from last election among young Canadians in the rest of Canada.
- Slight dip in Quebec of those that are definitely going to vote.
- Those that are voting are doing it because it is their responsibility and duty.
- Those that are unlikely to vote say it is because they do not know enough yet.



# Executive Summary

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## Civic Education

- Young Canadians that discuss politics frequently at home are three times as likely to vote as those that never discuss politics at home.
- Young Canadians who feel that voting is their duty are twice as likely to vote than those that feel like voting is a choice.
- Young Canadians that took a course in high school that explained how the Canadian political system works are ten percent more likely to vote than those that didn't.



# Voter Turnout

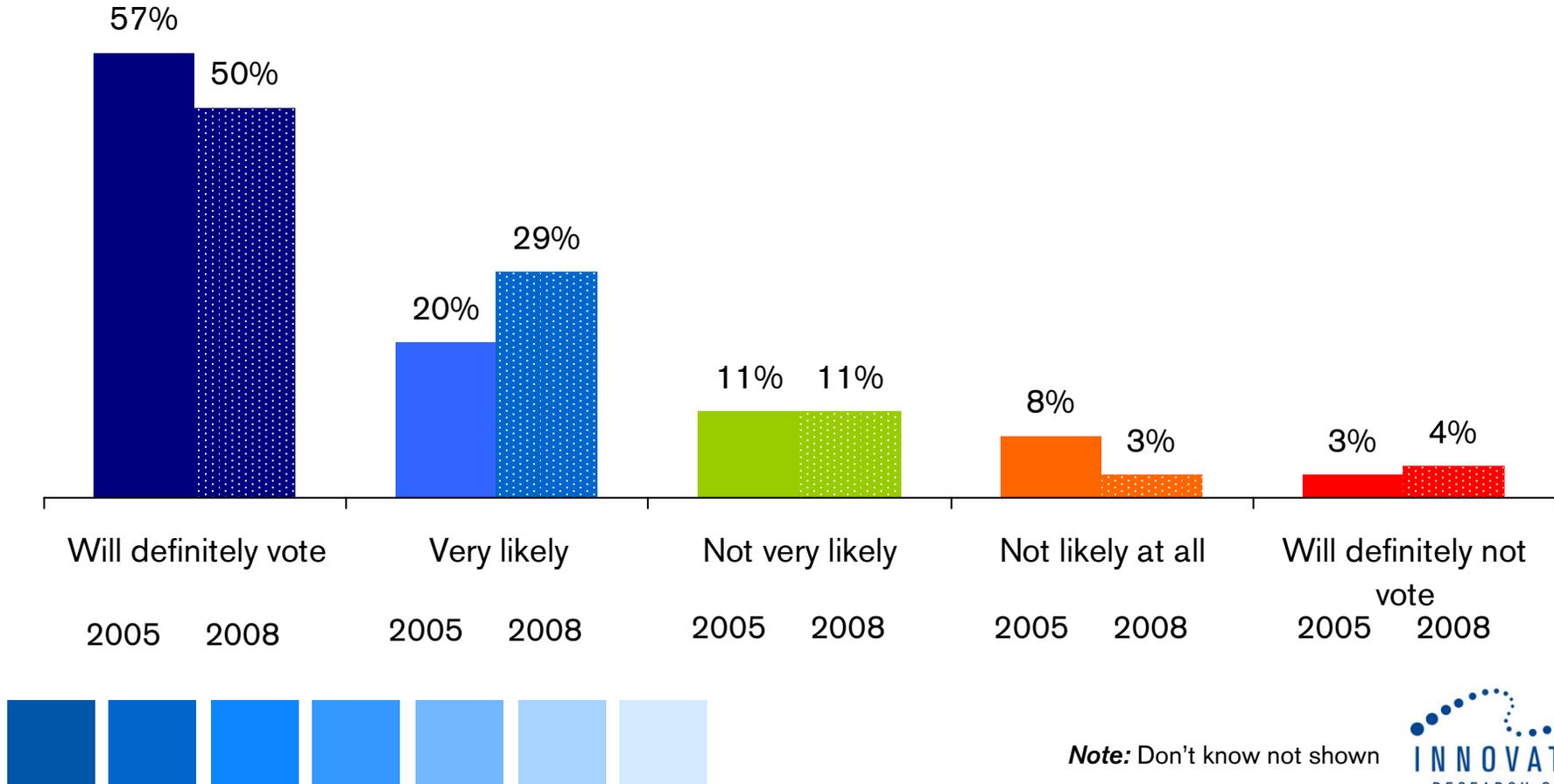
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# Likelihood to vote (Tracking)

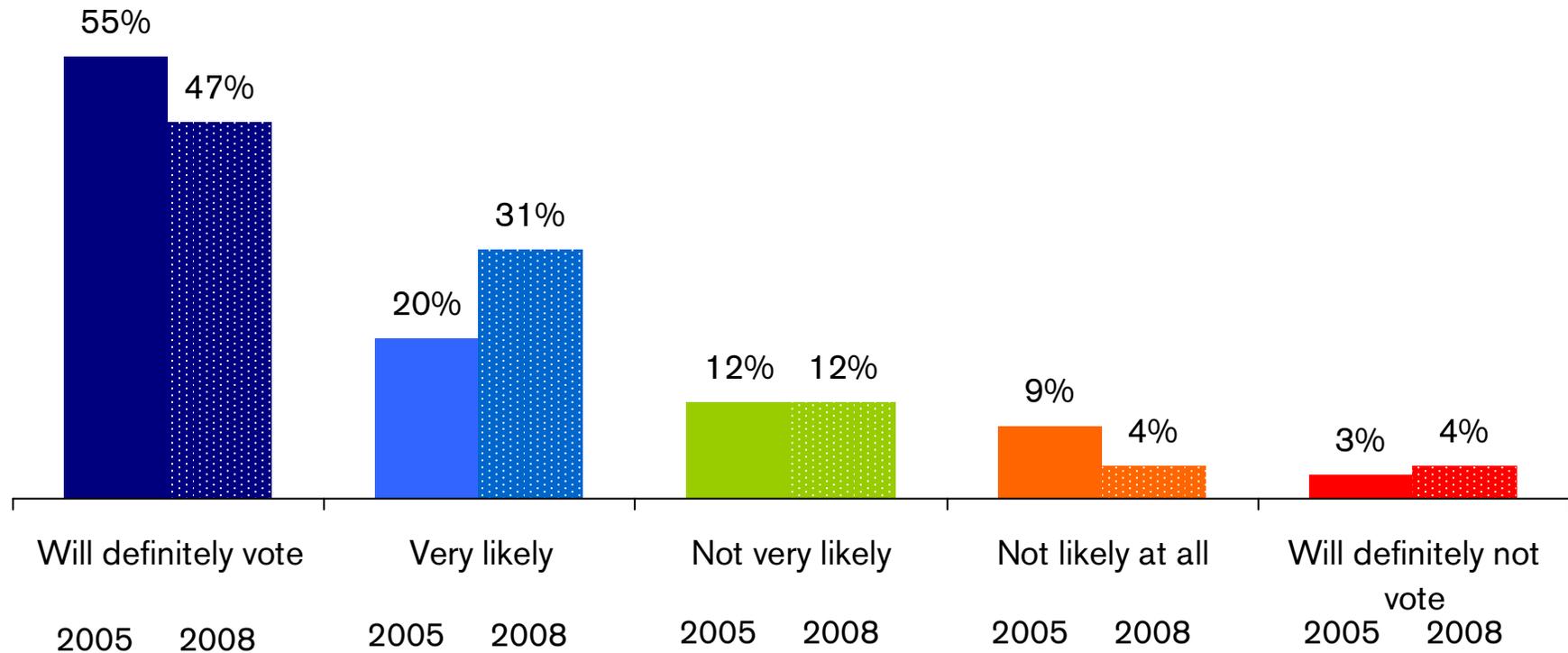
Q How likely is it that you will vote in the upcoming federal election?



Note: Don't know not shown

# Likelihood to vote - ROC (Tracking)

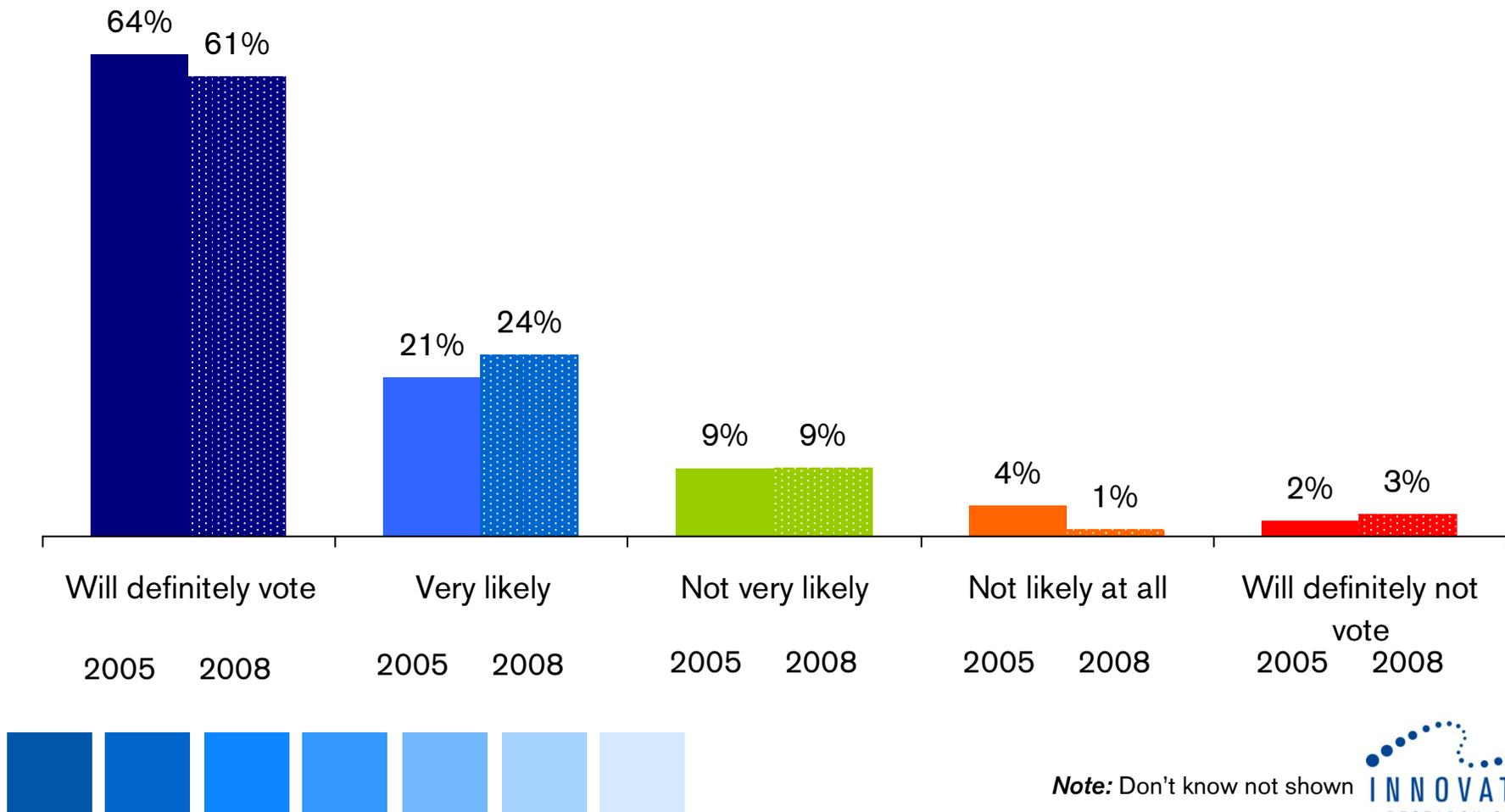
**Q** How likely is it that you will vote in the upcoming federal election?



*Note:* Don't know not shown

# Likelihood to vote - Quebec (Tracking)

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

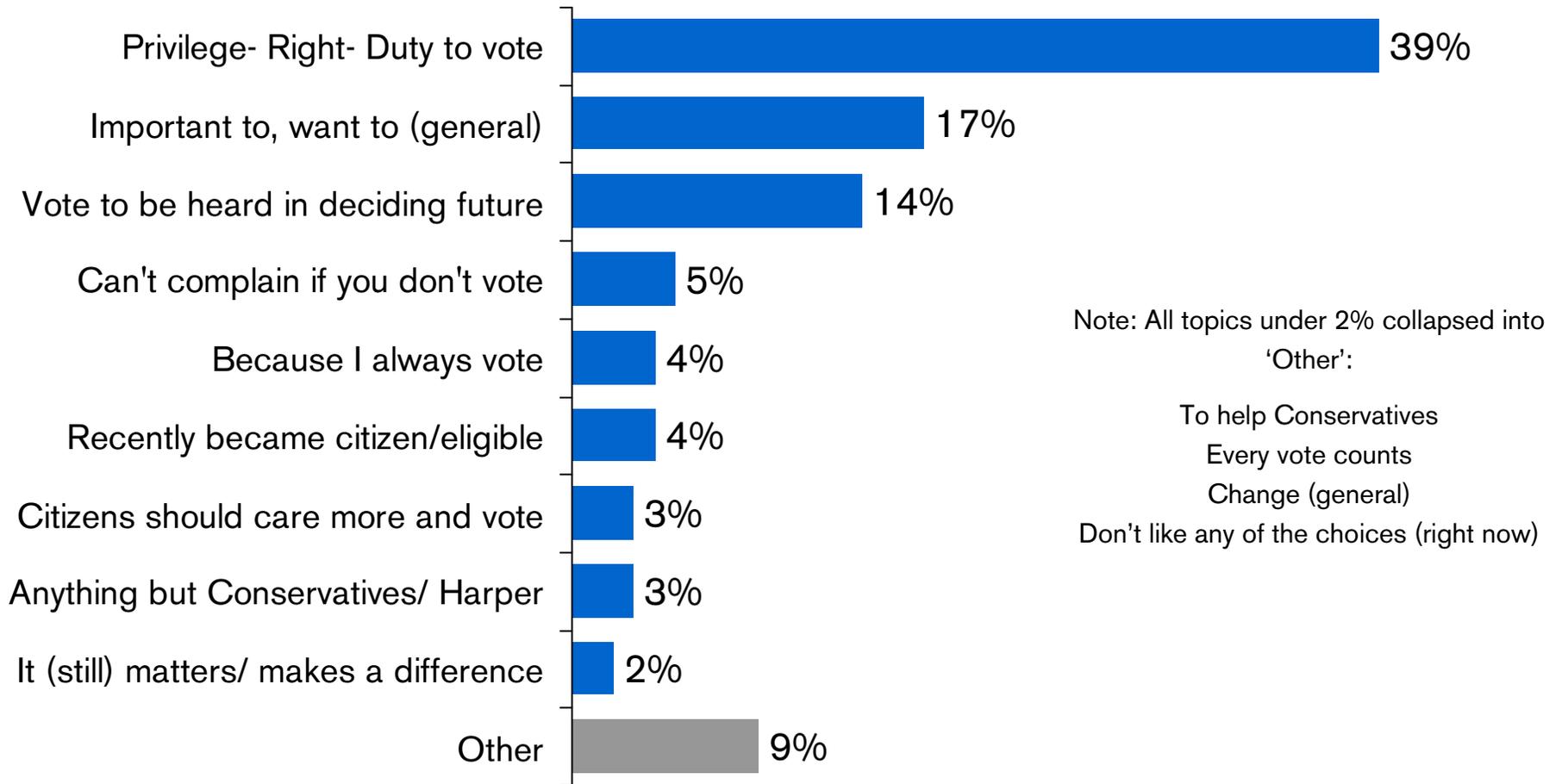


Note: Don't know not shown

# Right/ duty to vote top reason to vote among those who will definitely vote



And why do you say that? N=499



Note: Don't know (1%) not shown

# Likely to vote Verbatims

Q

And why do you say that? [Verbatims]

Privilege – Right –  
Duty to vote:

“I will vote because it is my  
duty as a citizen of a  
democracy.”

“...previous generations  
fought for this right!”

Important, want to (general):

“It is important that every  
Canadian votes so that  
everyone is represented.”

“Because it is important to vote,  
otherwise, why have a  
Democracy?”

Vote to be heard in  
deciding future:

“Because I care about what  
happens in this country and  
this is my opportunity to  
influence that.”

“I will vote because I like to  
have the choice in who will  
be running the country.”

Can't complain if you don't  
vote:

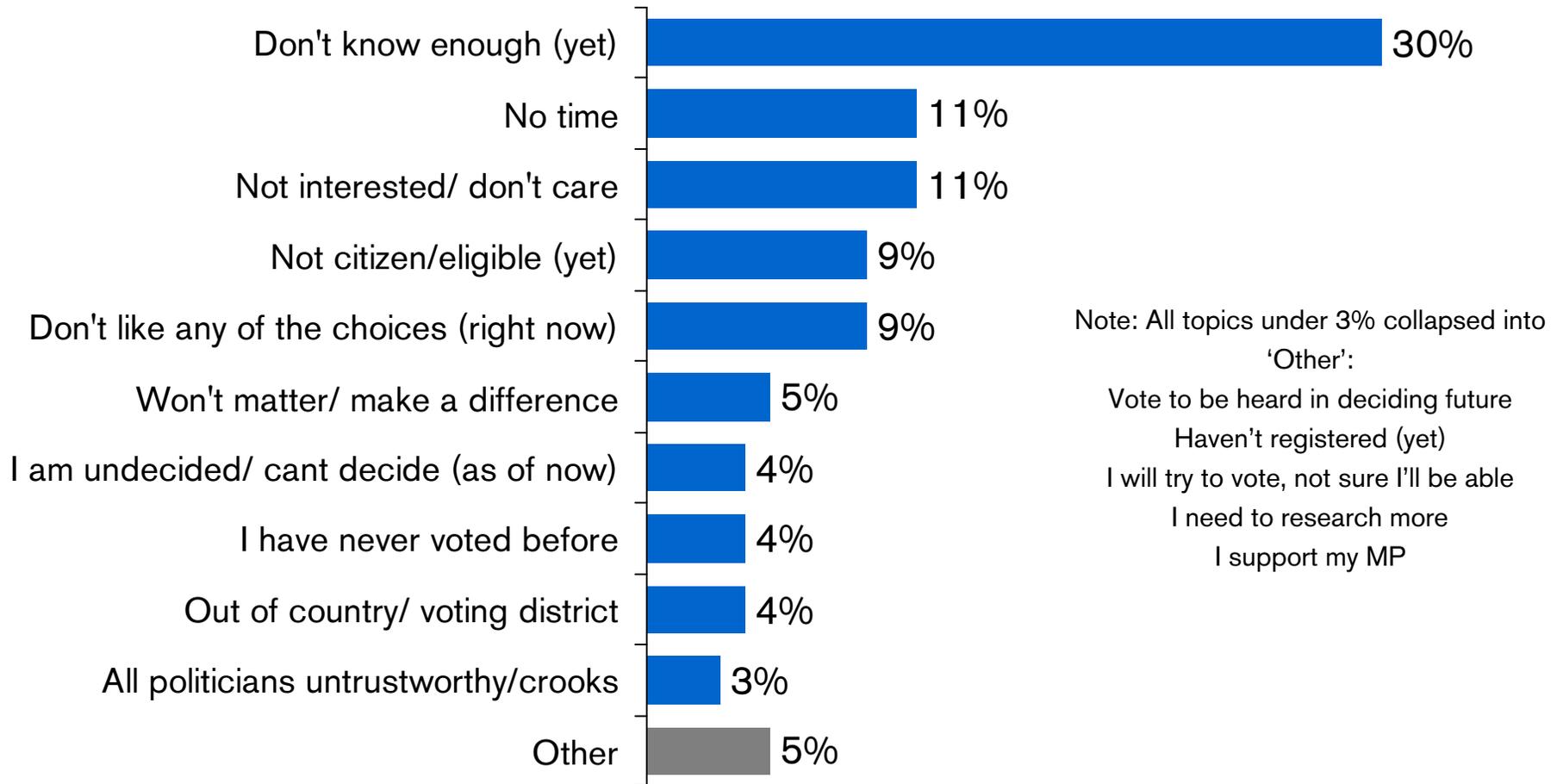
“If you don't vote you can't  
complain on who was elected  
or the issues they put in the  
forefront.”



# Don't know enough (yet) top reason for not likely, <sup>13</sup> not at all likely to vote



And why do you say that? N=1001



Note: Don't know/Refused (5%) not shown

# Unlikely to vote Verbatims

Q

And why do you say that? [Verbatims]

Don't know enough (yet):

"At this point I have not been paying attention enough to vote."

"I don't know much about it to have a qualified opinion."

No time:

"Too busy with school."

"I don't feel like it after a full day."

Not interested/ don't care:

"Not interested in politics."

"I just don't care."

Not a citizen/eligible (yet):

"I'm on a study visa."

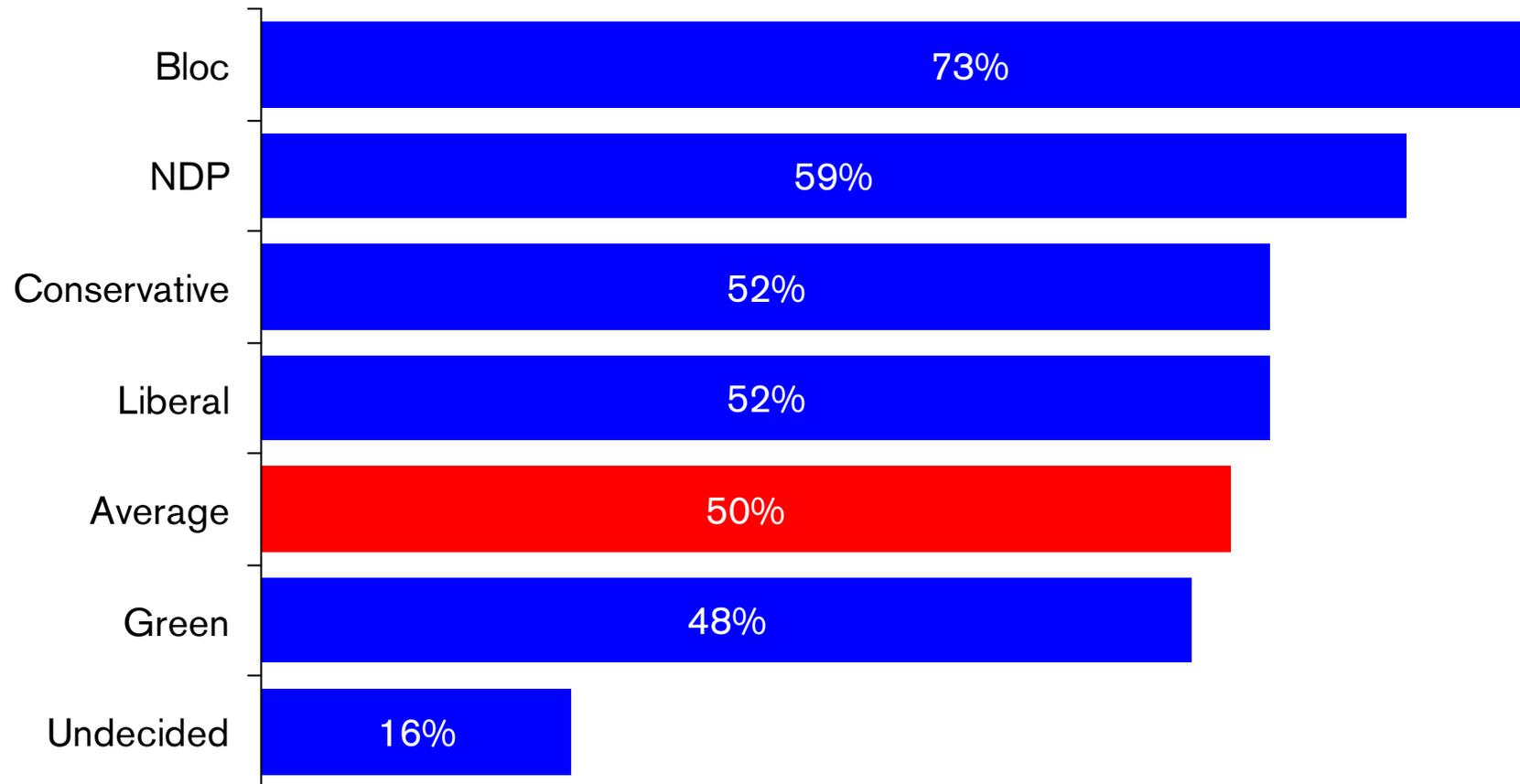
"I'm not landed immigrant, can't vote yet."



# Greens and undecideds least likely to vote



*Those that responded 'definitely will vote'*



# Civic Education

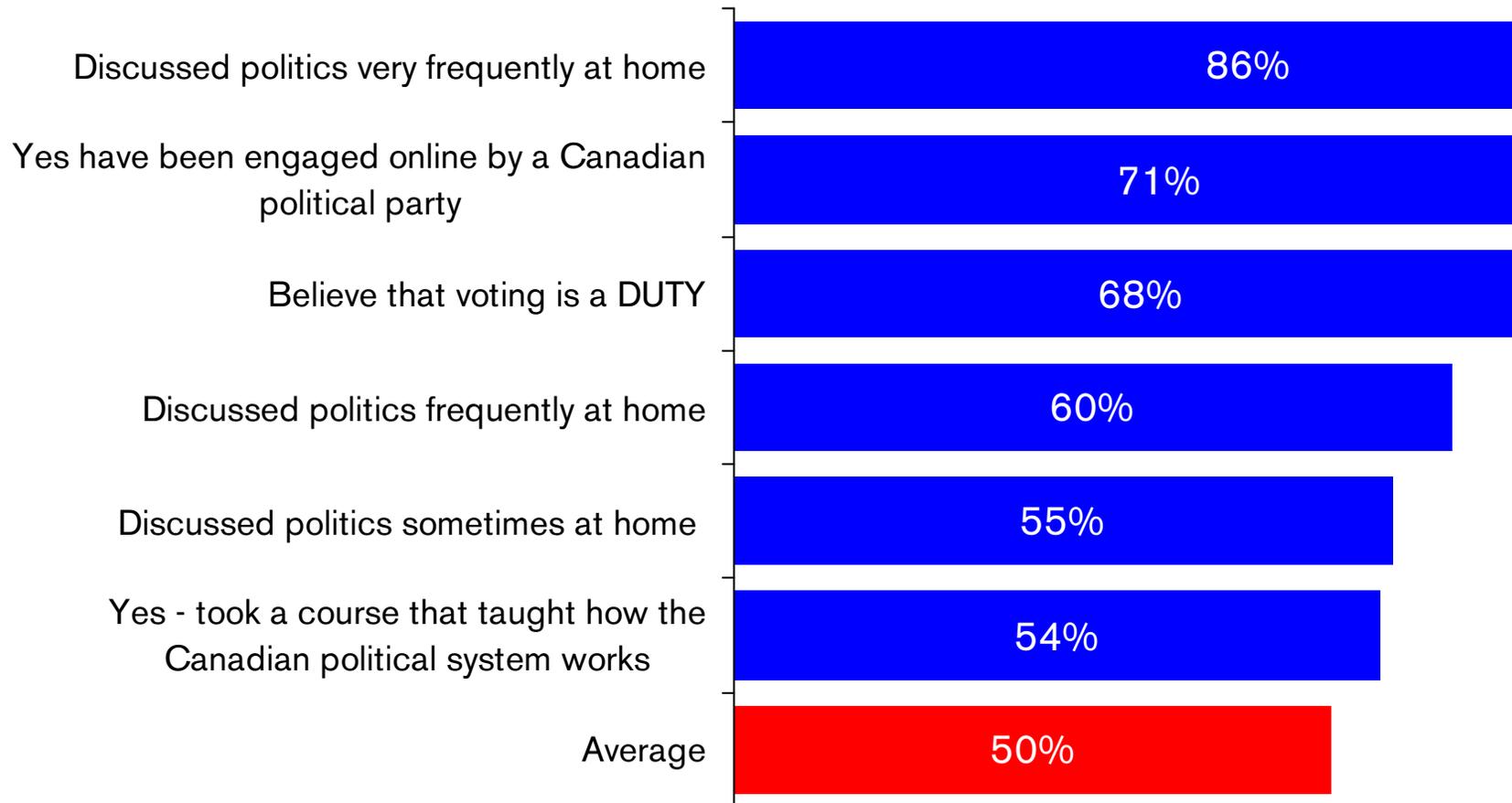
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# Discussion, engagement, understanding of the system and belief that voting is a duty makes youth more likely to vote



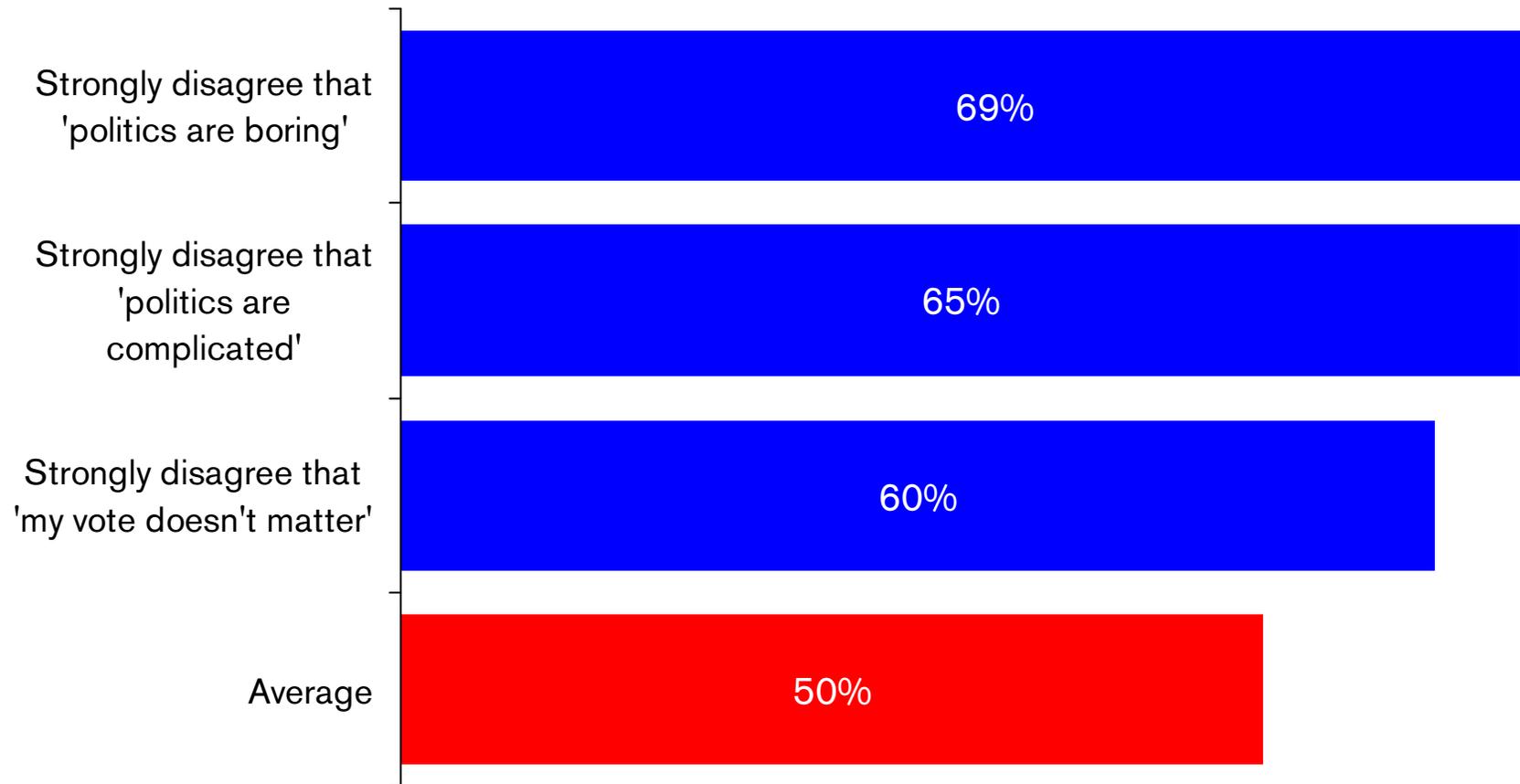
## Those that responded 'definitely will vote'



# Youths that do not feel politically alienated are more likely to vote

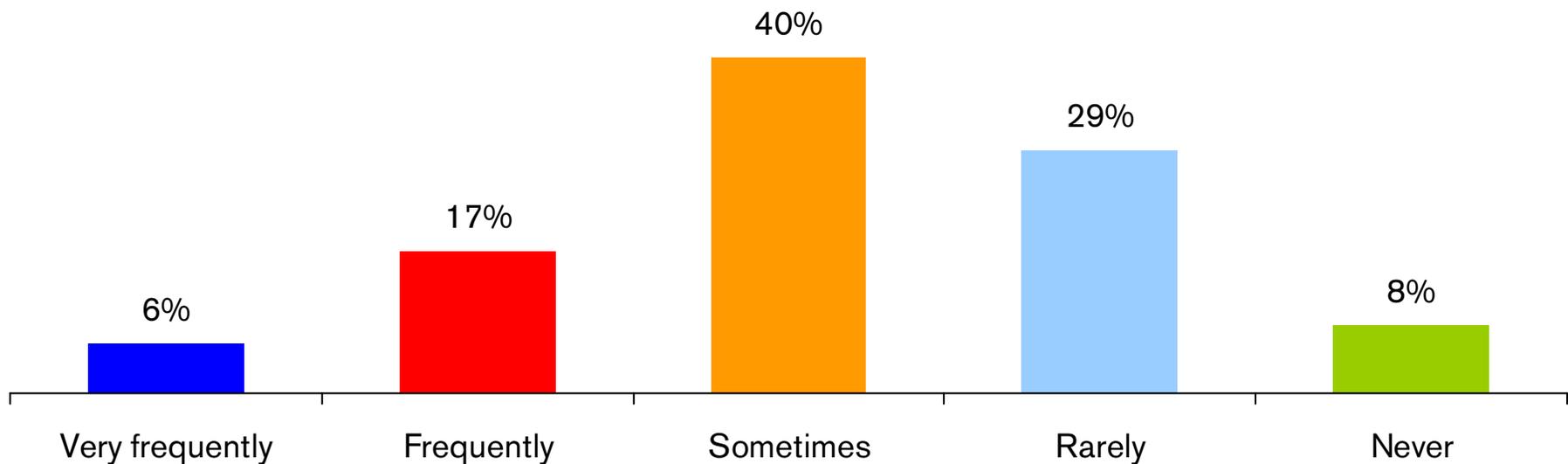


## Those that responded 'definitely will vote'



# One in five young Canadians report 'frequently' discussing politics at home

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?

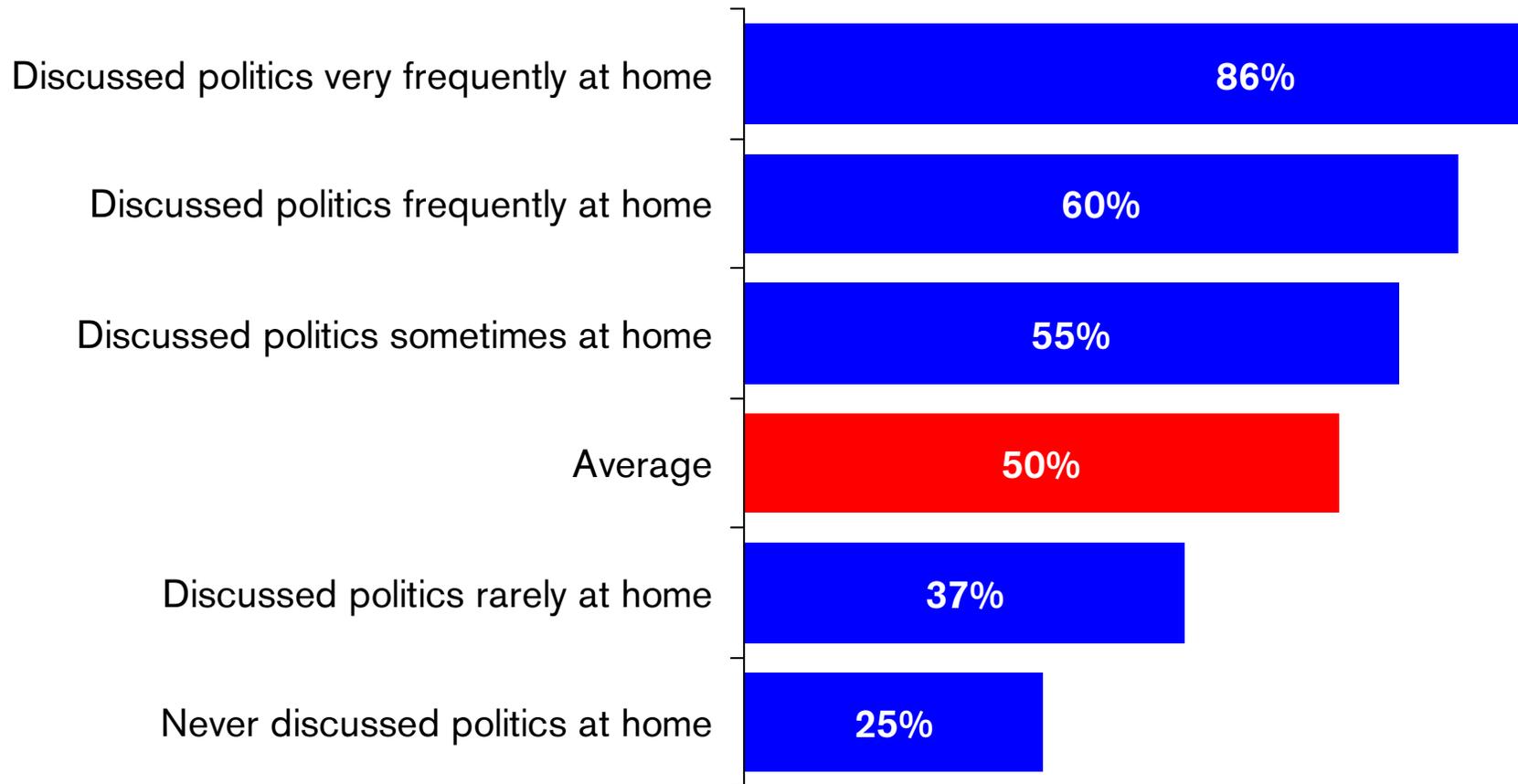


*Note:* Don't know (1%) not shown

# Those that discussed politics at home at least sometimes are more likely to vote than average



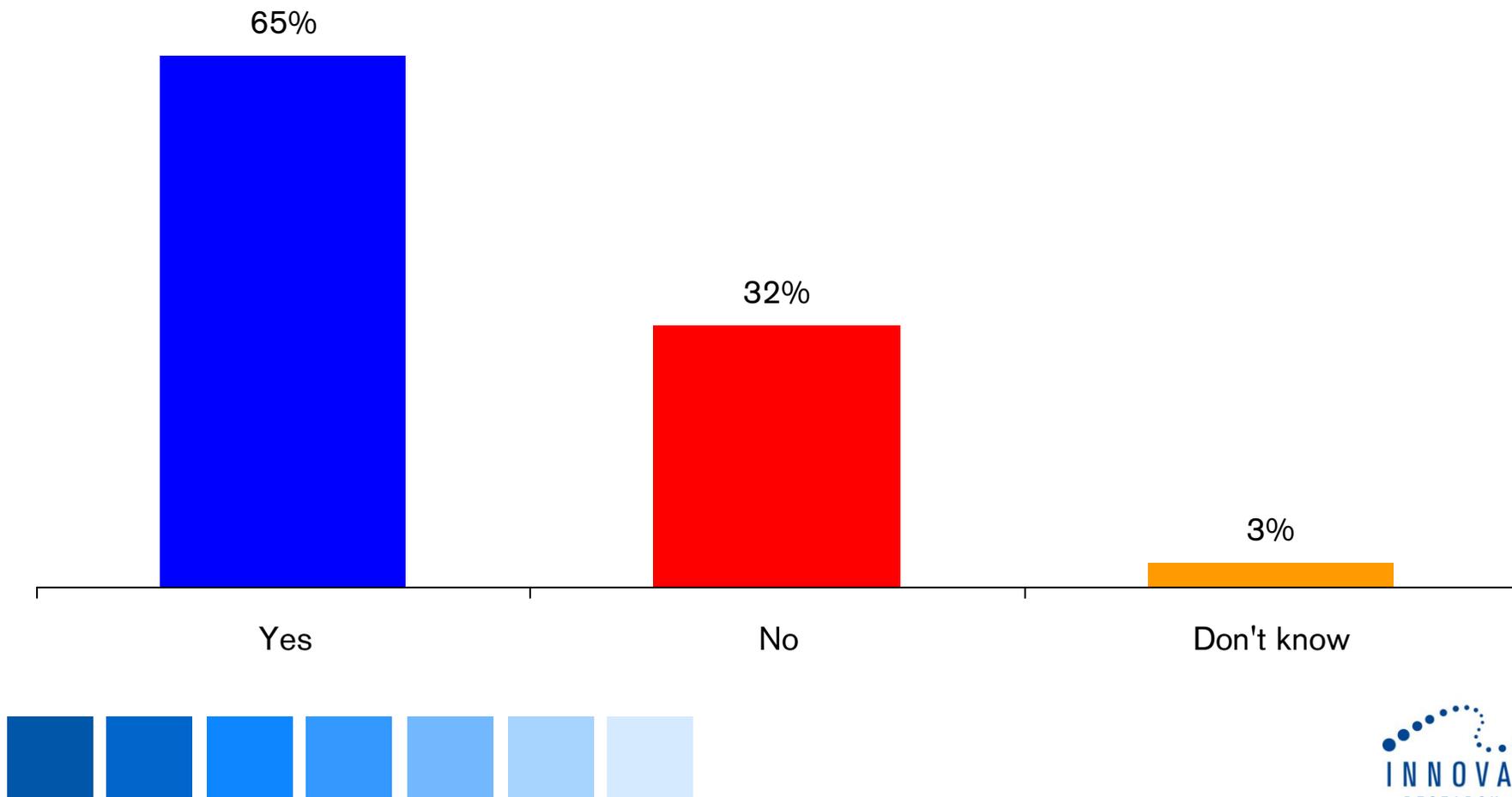
*Those that responded 'definitely will vote'*



# More than three in five educated at school about the Canadian political system

Q

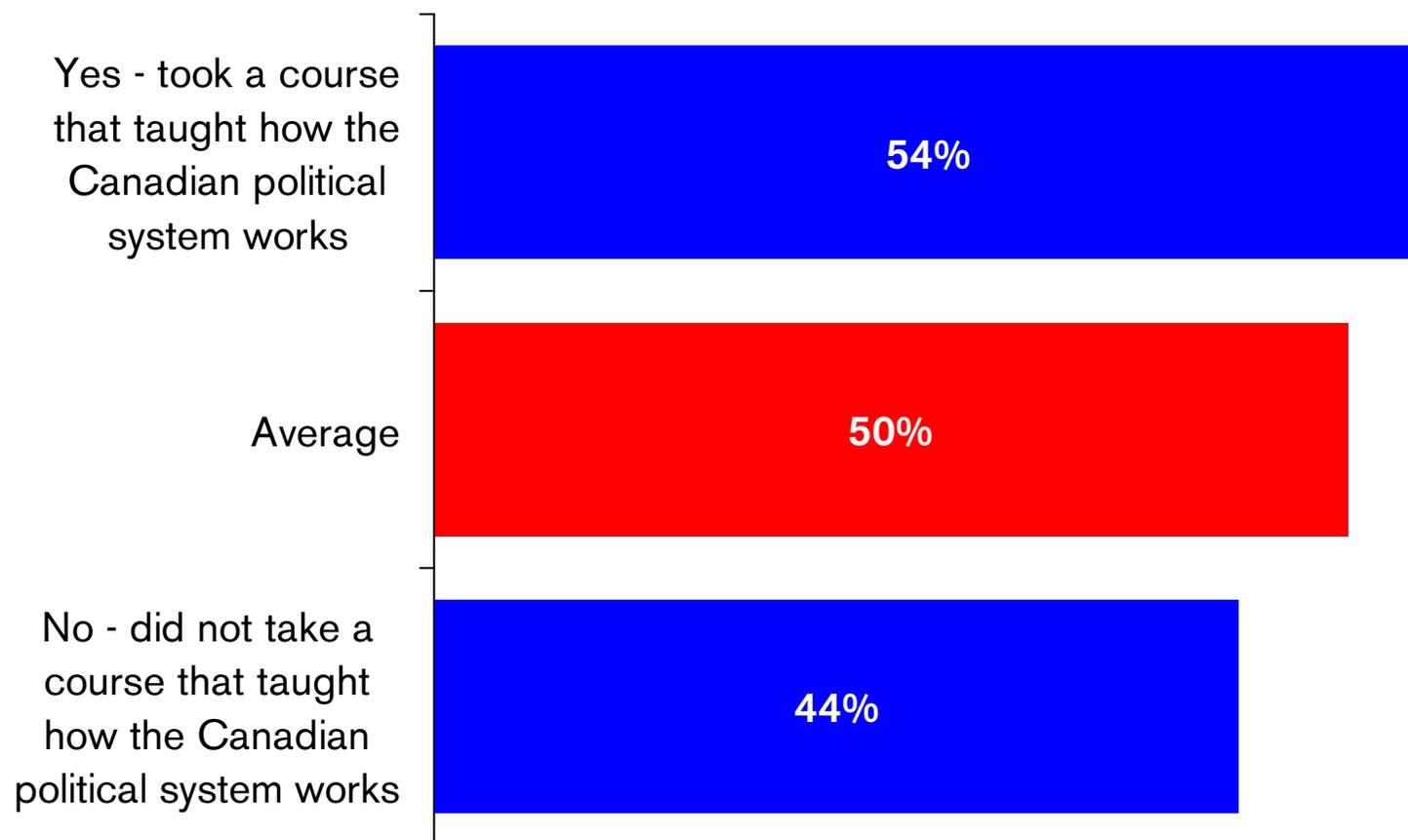
In high school, did you take a course that taught you how the Canadian political system works?



# Those that took a civics course in highschool are <sup>22</sup> more likely to vote than average

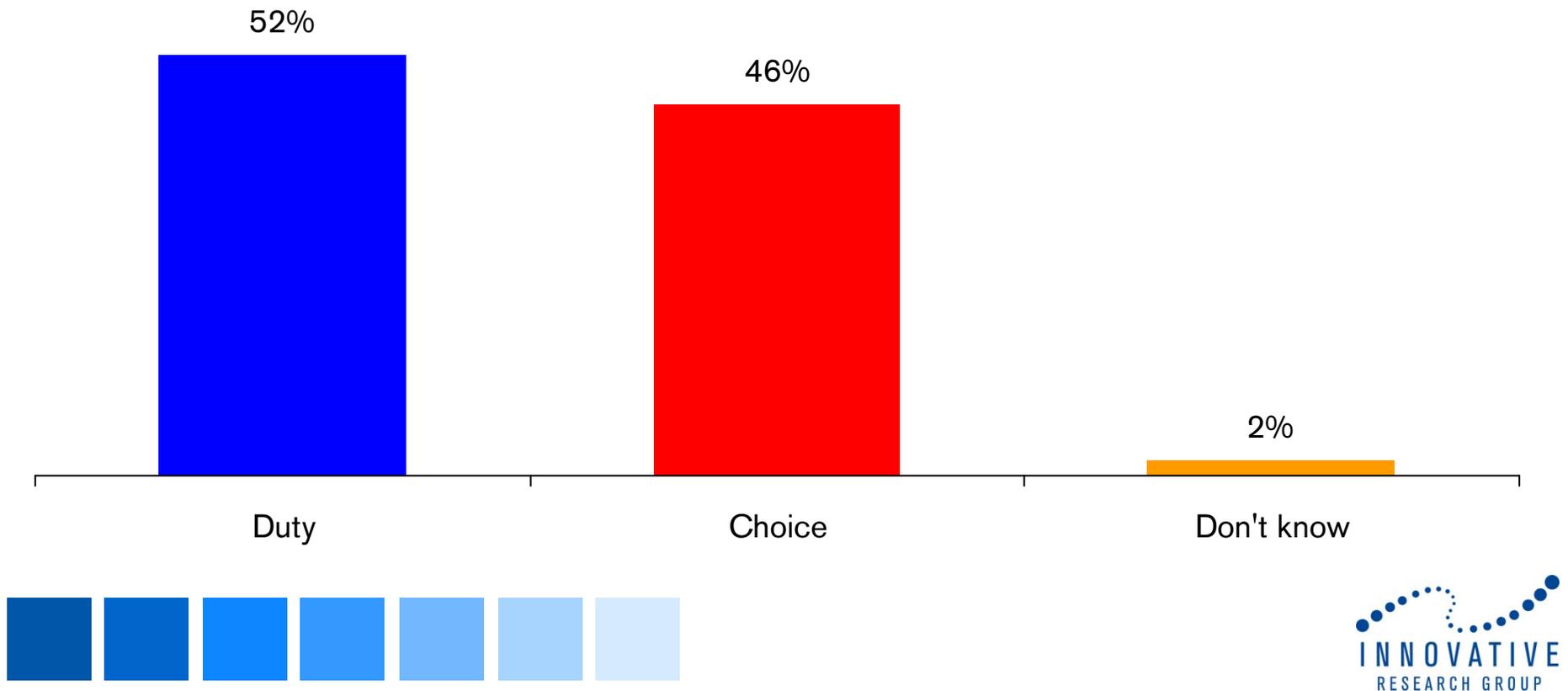


*Those that responded 'definitely will vote'*



# Majority see voting, first and foremost, as a 'duty'

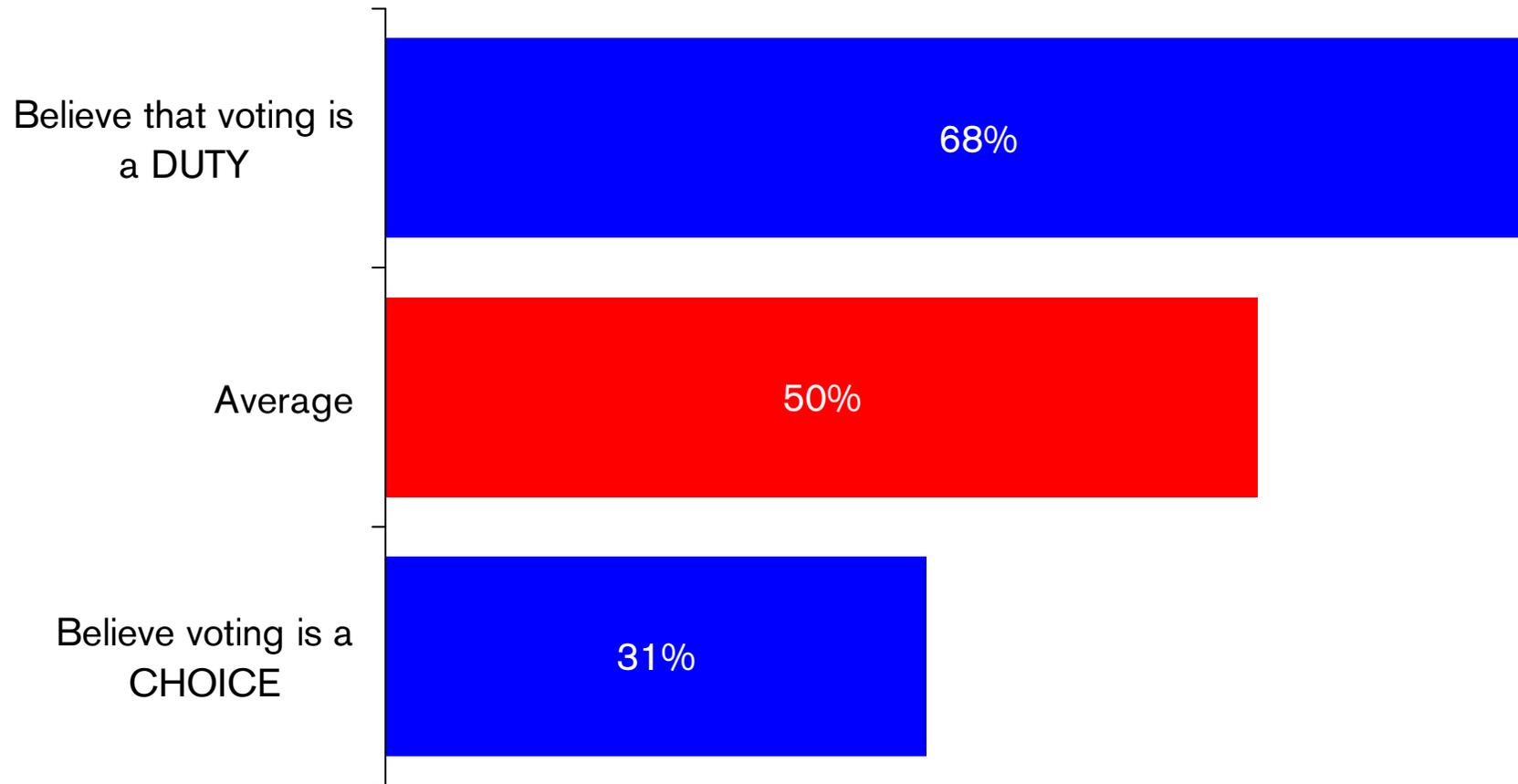
Q Different people feel differently about voting. For some, voting is a **DUTY**. They feel they should vote in every election regardless of how they feel about the candidates and parties. For some, voting is a **CHOICE**. They feel free to vote or not to vote in an election depending on how they feel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



# Those that believe voting is a duty are more likely <sup>24</sup> to vote than average

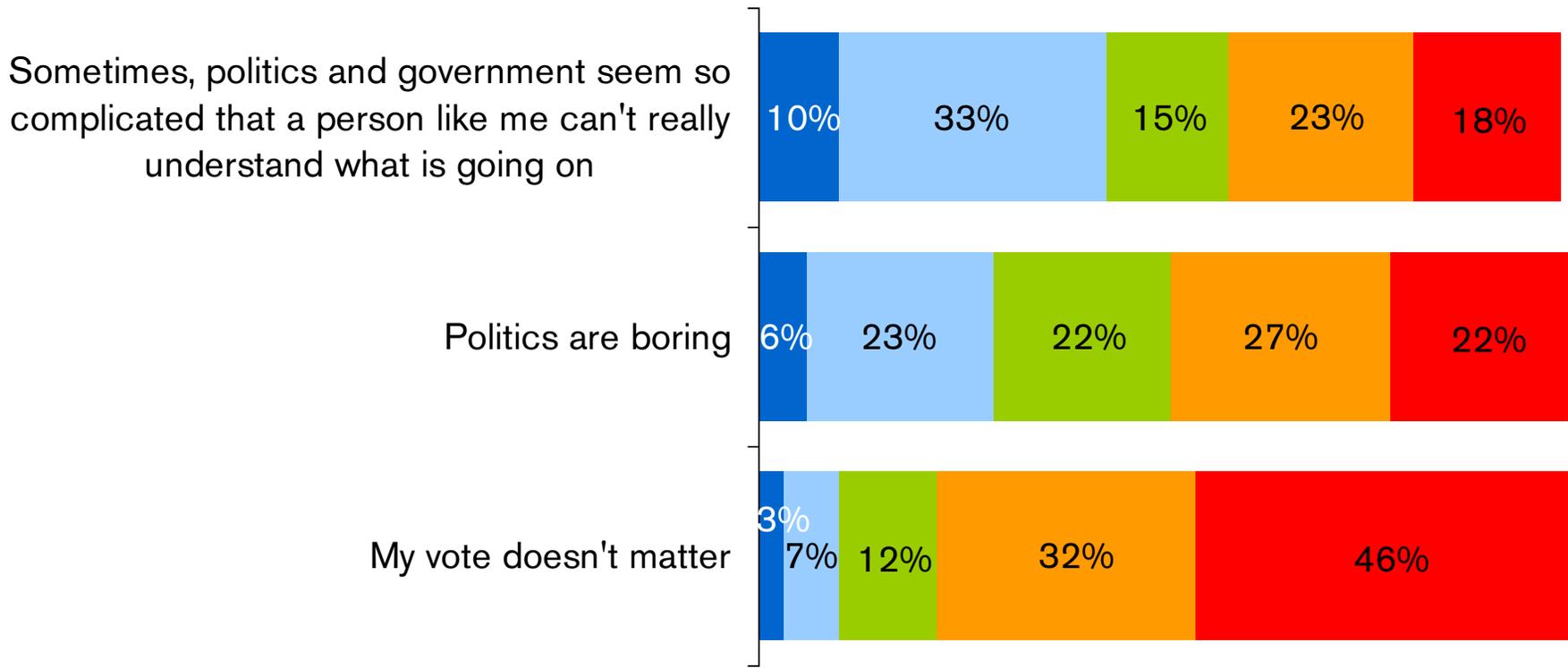


*Those that responded 'definitely will vote'*



# Half strongly disagree that their votes do not matter

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



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

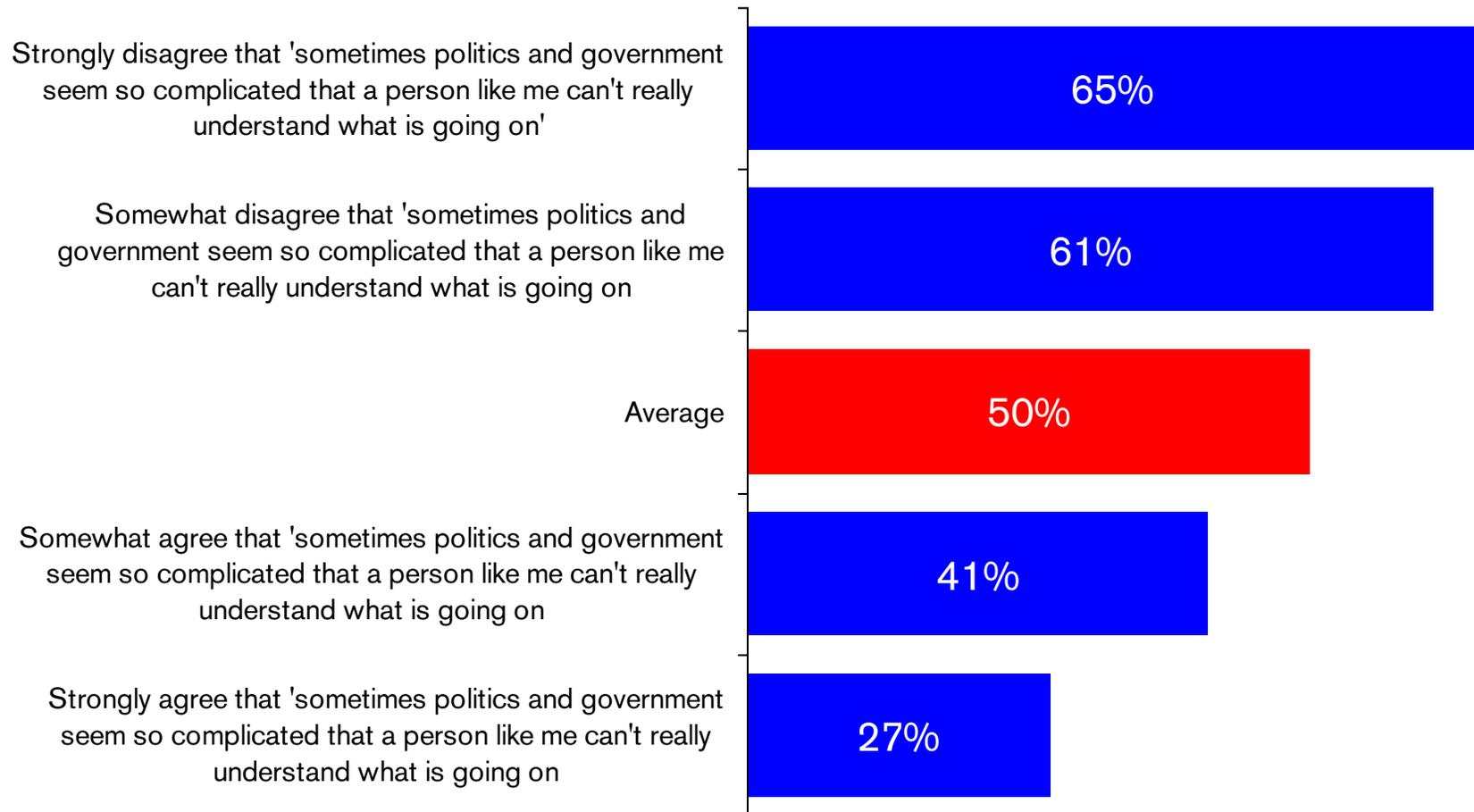


*Note:* Don't know not shown

# Those that disagree that politics are too complicated are more likely to vote than average



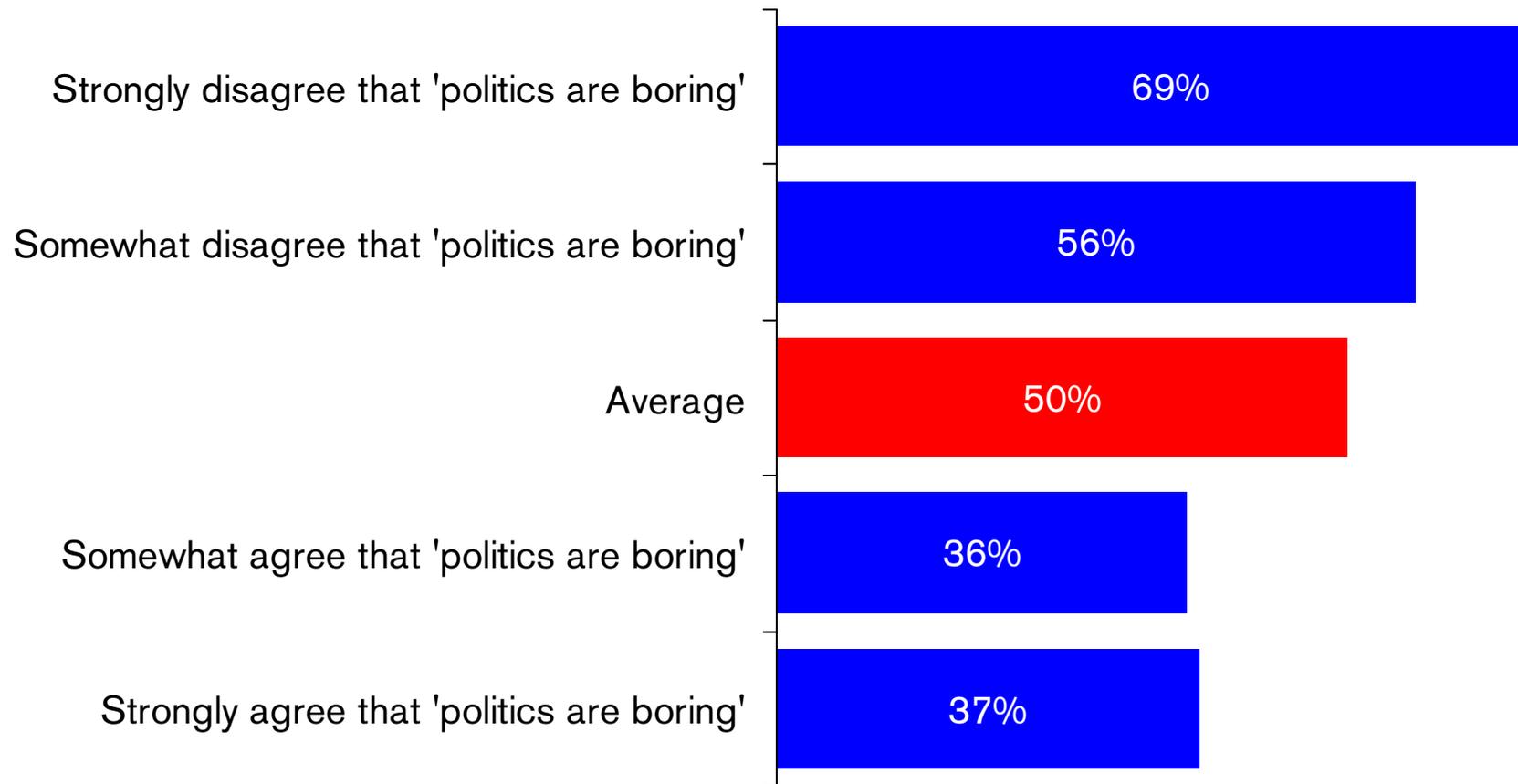
## Those that responded 'definitely will vote'



# Those that disagree that politics are boring are more likely to vote than average



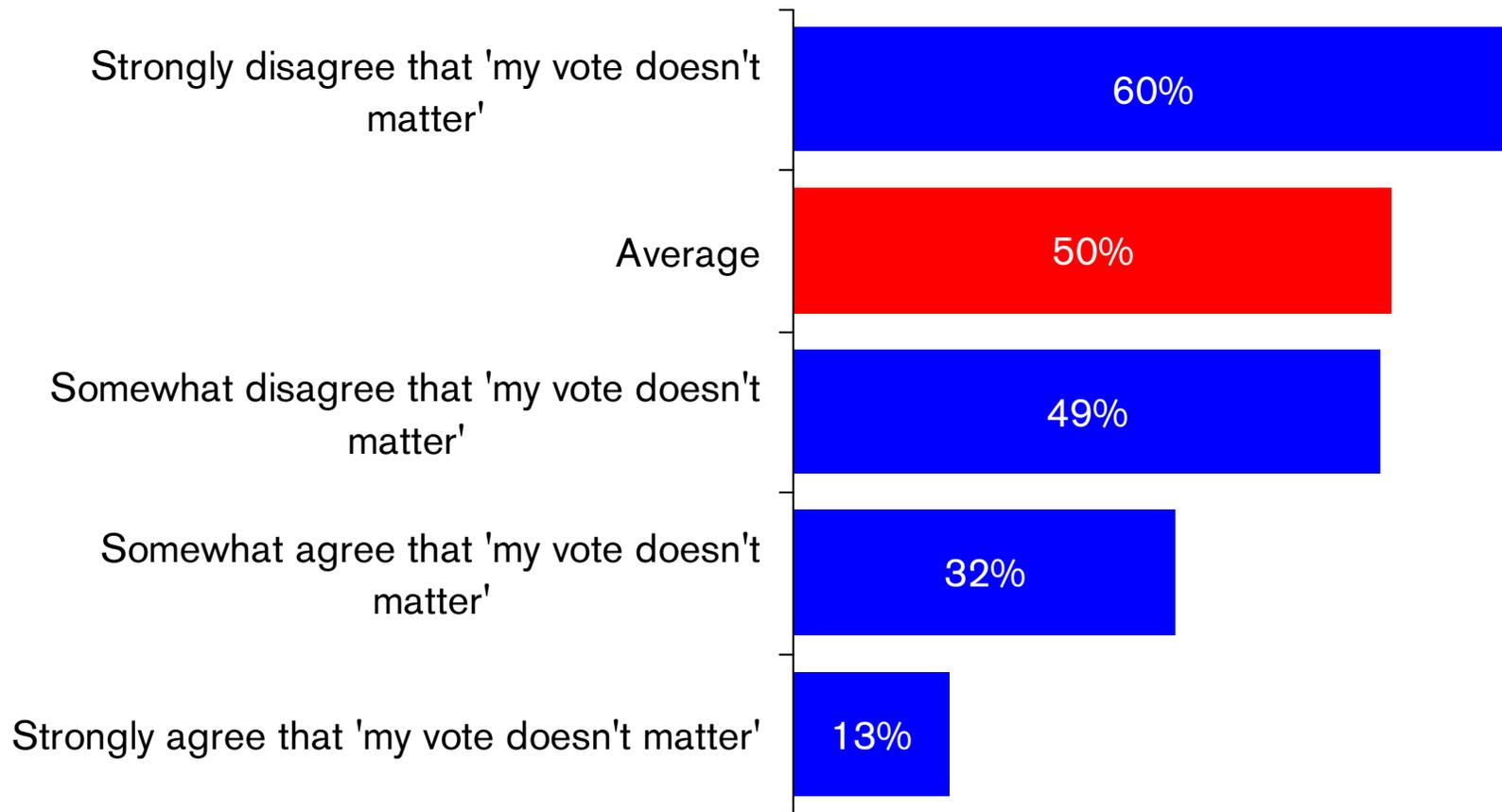
*Those that responded 'definitely will vote'*



# Those that strongly disagree their vote doesn't matter are more likely to vote than average



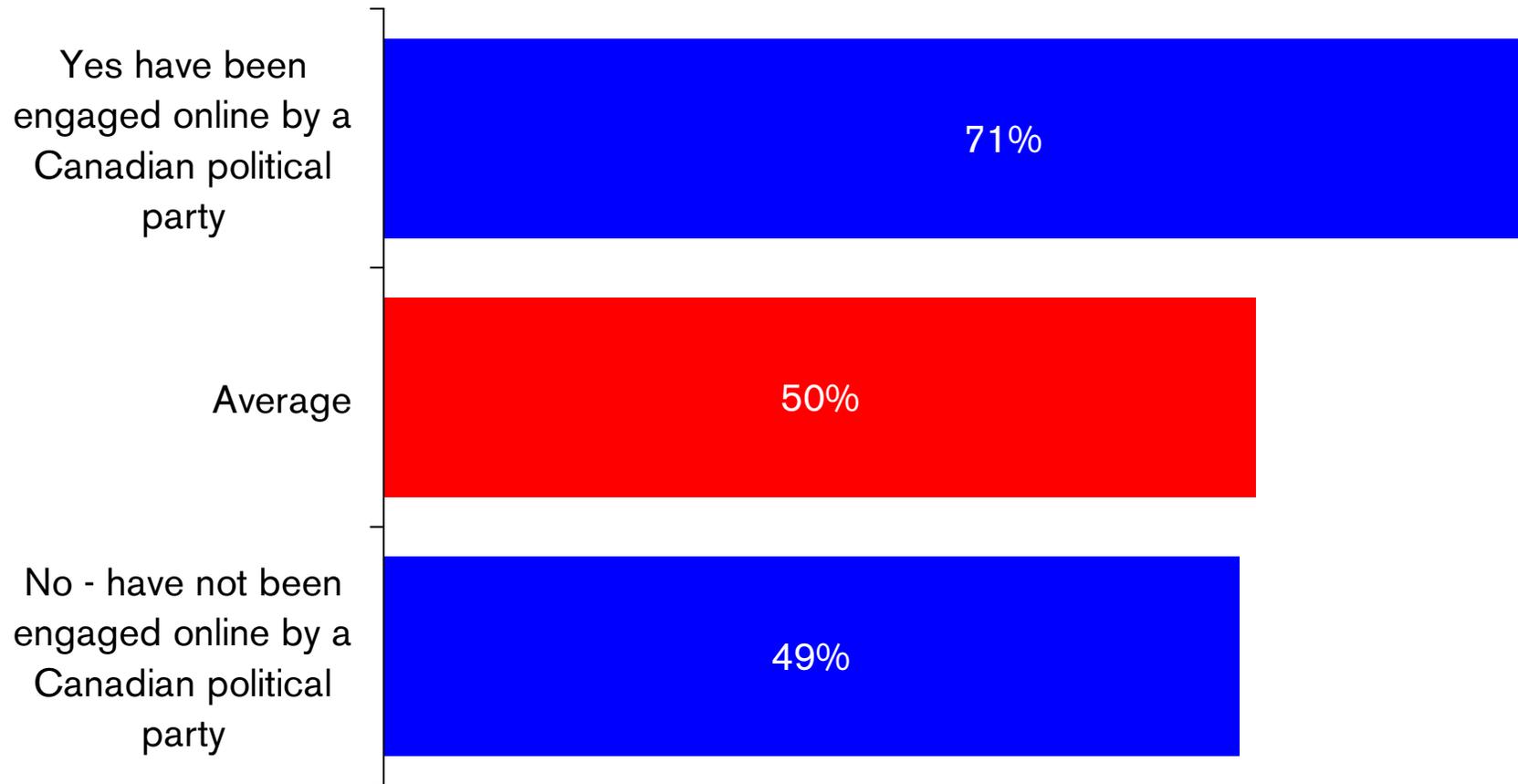
*Those that responded 'definitely will vote'*



# Those that have been engaged online by a political party are more likely to vote than average



*Those that responded 'definitely will vote'*





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