

Innovative Research Group, Inc.

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Toronto :: Vancouver



Federal Election Study ▶▶

Youth Voter Turnout



Prepared for:

Historica Dominion Institute

43 Front Street East, Suite 301

Toronto, ON M5E 1B3



May 10, 2011

:: 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:

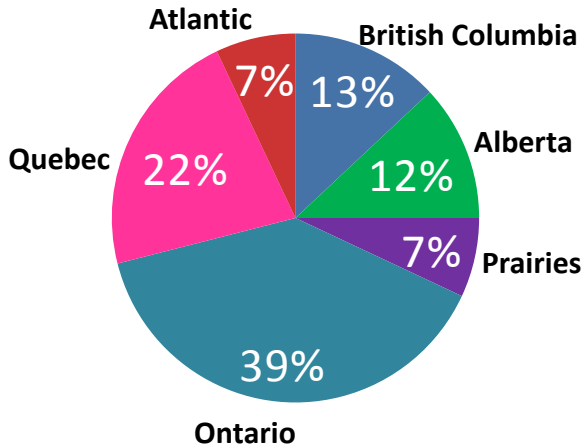
Finally, a majority of youth respondents (58%) believe getting involved in politics is a great way to make a difference in their community.

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.

Weighted Regional Segmentation

Youth Sample Distribution



Weighted Youth Sample Size n=812

British Columbia

{BC, YT}
Youth n=104

Prairies

{SK, MB, NU}
Youth n=57

Quebec

Youth n=185

Alberta

{AB, NT}
Youth n=97

Ontario

Youth n=314

Atlantic

{NB, PE, NS, NL}
Youth n=55

2011 Youth Vote



Voter Turnout: 76% of survey respondents claim to have voted on election day

Q In talking to people about politics and elections, we often find that they do not get a chance to vote. Did you happen to vote in the May 2nd, 2011 federal election?

Francophones claim to be 12 percentage point more likely to have voted than Anglophones

Regional Segmentation

Language

Sex

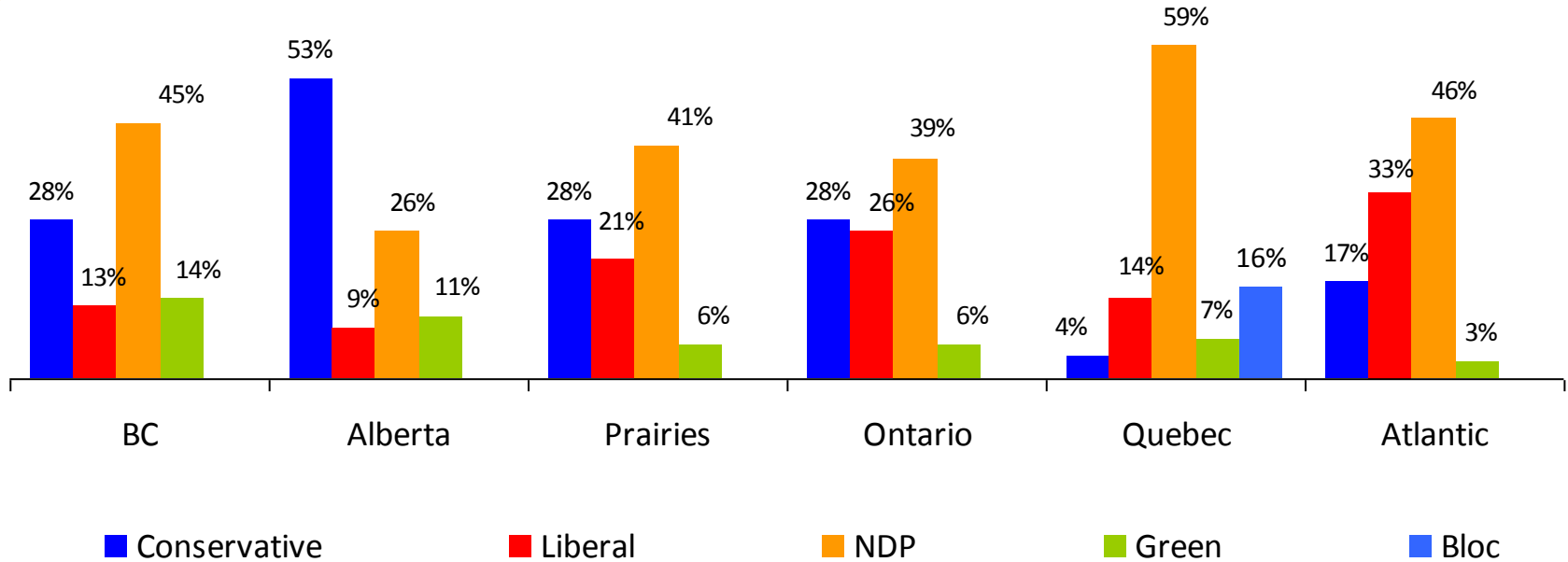
| | Canada | BC | AB | Prairies | ON | QC | ATL | English | French | Male | Female |
|------------|------------|-----|-----|----------|-----|-----|-----|---------|--------|------|--------|
| YES | 76% | 72% | 76% | 76% | 72% | 85% | 75% | 73% | 85% | 76% | 76% |
| NO | 24% | 27% | 24% | 23% | 28% | 15% | 25% | 26% | 15% | 24% | 24% |



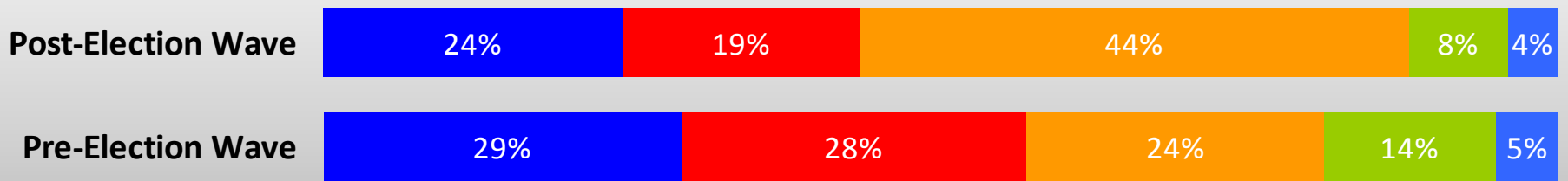
Federal Youth Vote: with the exception to Alberta, the NDP¹⁰ beat out all other parties for the youth vote across Canada



And which party did you vote for?



National Youth Vote:



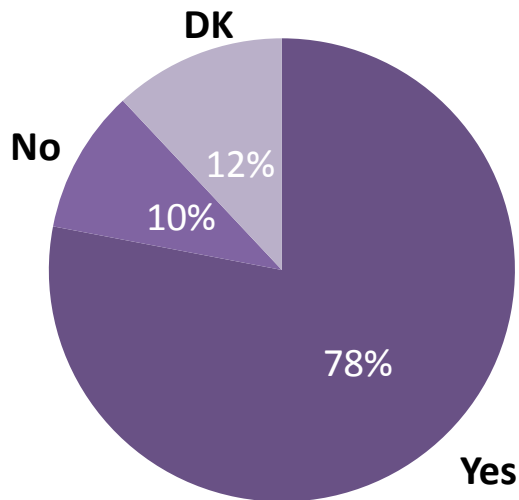
(Decided Vote: April 8-13, 2011)

Youth Election Issues

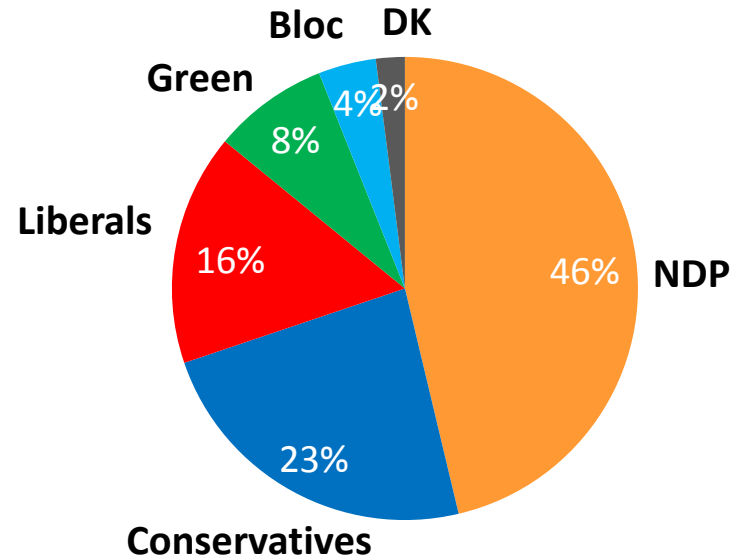


Youth Issues: NDP most likely to be talking about issues young people are concerned with

Q Are any of the federal parties talking about issues you care about in this federal election?



Q Which of the federal political parties is talking the most about issues you care about in this federal election?



Youth Issues: Top youth issues include healthcare, the environment, the economy, education and taxes



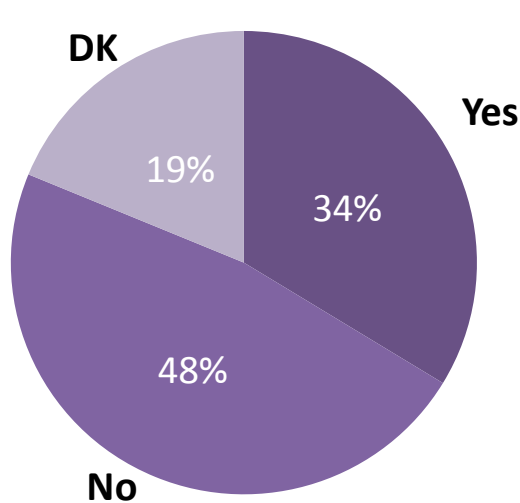
And can you please tell me one specific issue you care about that party was talking about. Please be as specific as you can.

| Issues being discussed by parties ... | Overall | CPC | Liberals | NDP | Bloc | Green |
|---|---------|-------|----------|-------|-------|-------|
| Healthcare / Public Funding of Healthcare | 14.4% | 7.6% | 7.7% | 23.6% | 0.0% | 2.0% |
| Environment (general) | 11.5% | 0.7% | 4.8% | 10.6% | 0.0% | 66.0% |
| Economy / Jobs | 9.1% | 29.0% | 4.8% | 2.4% | 0.0% | 2.0% |
| Education (general) | 8.4% | 3.4% | 15.4% | 8.6% | 13.0% | 6.0% |
| Taxes / tax breaks | 7.1% | 20.7% | 3.8% | 3.1% | 0.0% | 2.0% |
| Tuition costs | 6.1% | 0.7% | 13.5% | 7.9% | 0.0% | 0.0% |
| Financial aid for students | 4.7% | 0.7% | 21.2% | 2.1% | 0.0% | 0.0% |
| Family support | 4.5% | 0.0% | 5.8% | 7.5% | 0.0% | 0.0% |
| Social services/programs | 1.9% | 0.0% | 0.0% | 3.8% | 0.0% | 2.0% |
| Reducing the deficit | 1.5% | 4.8% | 1.0% | 0.3% | 0.0% | 0.0% |
| A promise of change | 1.5% | 0.7% | 0.0% | 2.7% | 0.0% | 0.0% |
| Defending Quebec's interests/culture | 1.3% | 0.0% | 0.0% | 0.0% | 34.8% | 0.0% |
| Internet policies | 1.1% | 0.0% | 1.0% | 1.7% | 0.0% | 2.0% |
| Quebec sovereignty | 1.1% | 0.0% | 0.0% | 0.0% | 30.4% | 0.0% |
| Cost of living / personal debt | 1.1% | 0.0% | 0.0% | 2.4% | 0.0% | 0.0% |
| Immigration | 1.0% | 0.7% | 1.0% | 1.4% | 0.0% | 0.0% |
| Gun registry | 1.0% | 4.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| Ending military mission in Afghanistan | 1.0% | 0.0% | 0.0% | 2.1% | 0.0% | 0.0% |
| Other | 13.1% | 17.2% | 12.5% | 11.3% | 8.7% | 16.0% |
| DK | 8.6% | 9.7% | 7.7% | 8.6% | 13.0% | 2.0% |

Issue Importance: healthcare, education and taxes increased in importance throughout the campaign

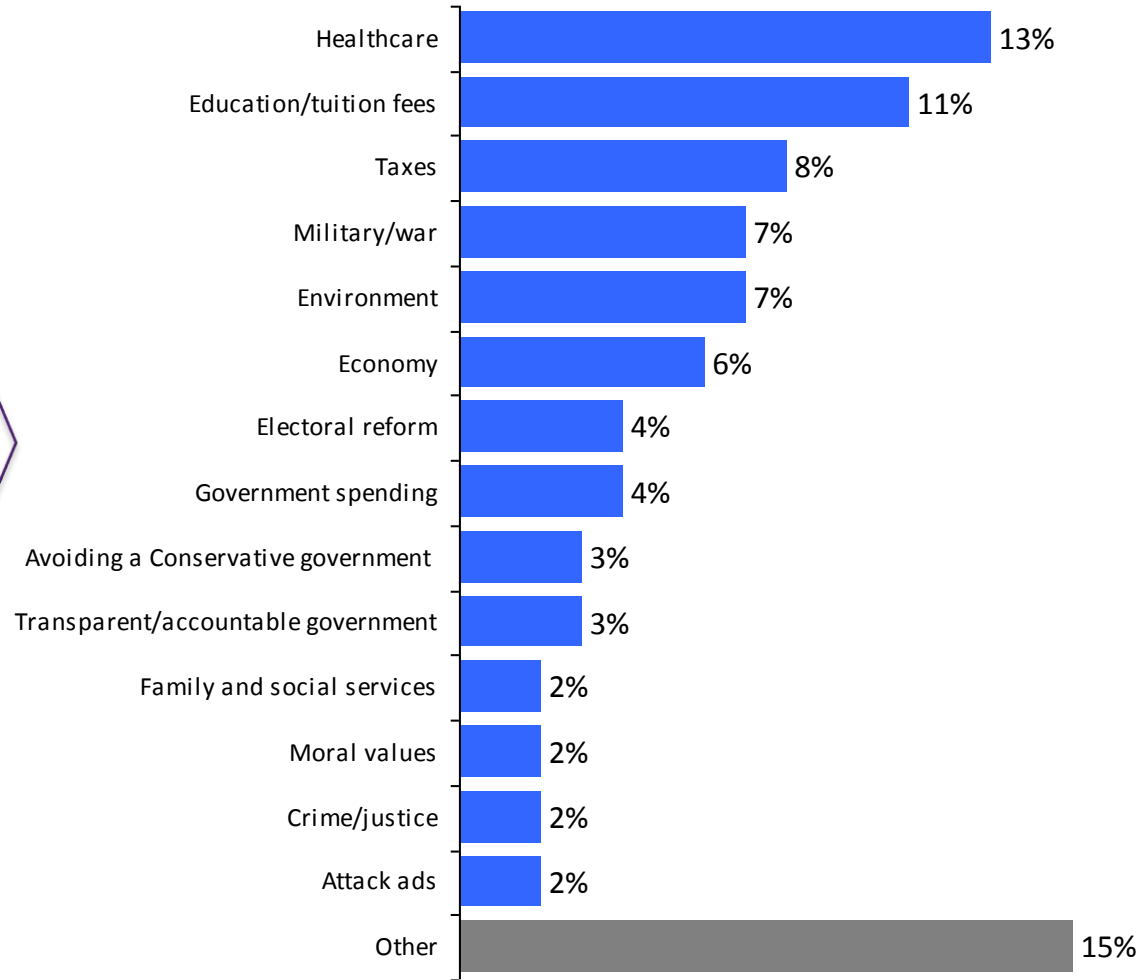
Q

Did any issues become more important to you as the campaign progressed?



Q

Being as specific as you can, please tell me about a specific issue that became more important to you as the campaign progressed? (n=211)



Campaign Impact By Party



Campaign Impact: with the exception to Alberta, net impression of Conservatives negative among youth



Thinking about your impression of **Stephen Harper and the Conservatives**, would you say your impression is more favourable or less favourable at the conclusion of the campaign, or did the campaign not make a difference to your impression of them?

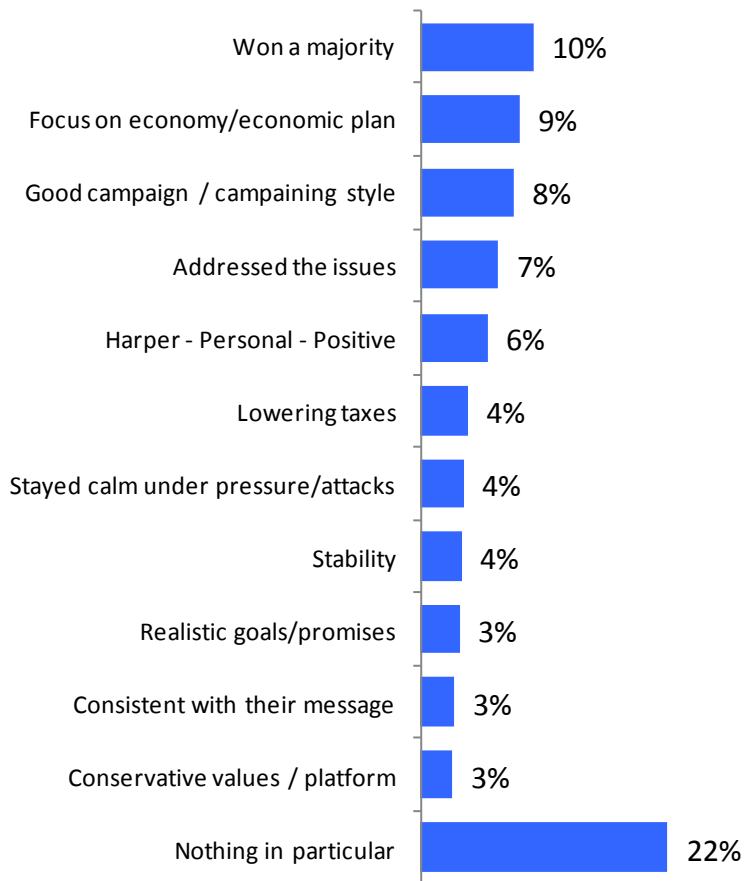
| | Regional Segmentation | | | | | | | Language | | Sex | |
|---|-----------------------|------|-----|----------|------|------|------|----------|--------|------|--------|
| | Canada | BC | AB | Prairies | ON | QC | ATL | English | French | Male | Female |
| MORE FAVOURABLE | 20% | 24% | 35% | 32% | 22% | 8% | 10% | 24% | 8% | 24% | 17% |
| A lot more favourable | 5% | 6% | 6% | 5% | 7% | 0% | 1% | 6% | 0% | 7% | 2% |
| Somewhat more favourable | 16% | 17% | 29% | 27% | 15% | 8% | 8% | 18% | 7% | 17% | 14% |
| Campaign made no difference | 39% | 38% | 40% | 32% | 35% | 44% | 45% | 37% | 44% | 36% | 41% |
| Somewhat less favourable | 16% | 17% | 11% | 13% | 19% | 18% | 13% | 16% | 17% | 17% | 16% |
| A lot less favourable | 24% | 22% | 14% | 23% | 24% | 31% | 33% | 23% | 31% | 23% | 26% |
| LESS FAVOURABLE | 41% | 39% | 25% | 36% | 43% | 48% | 45% | 39% | 48% | 39% | 43% |
| NET FAVOURABLES (campaign impact) | -21% | -15% | 11% | -5% | -20% | -41% | -36% | -15% | -41% | -15% | -26% |

Conservative values, attack ads and Harper personally made youth less favourable towards the Conservatives

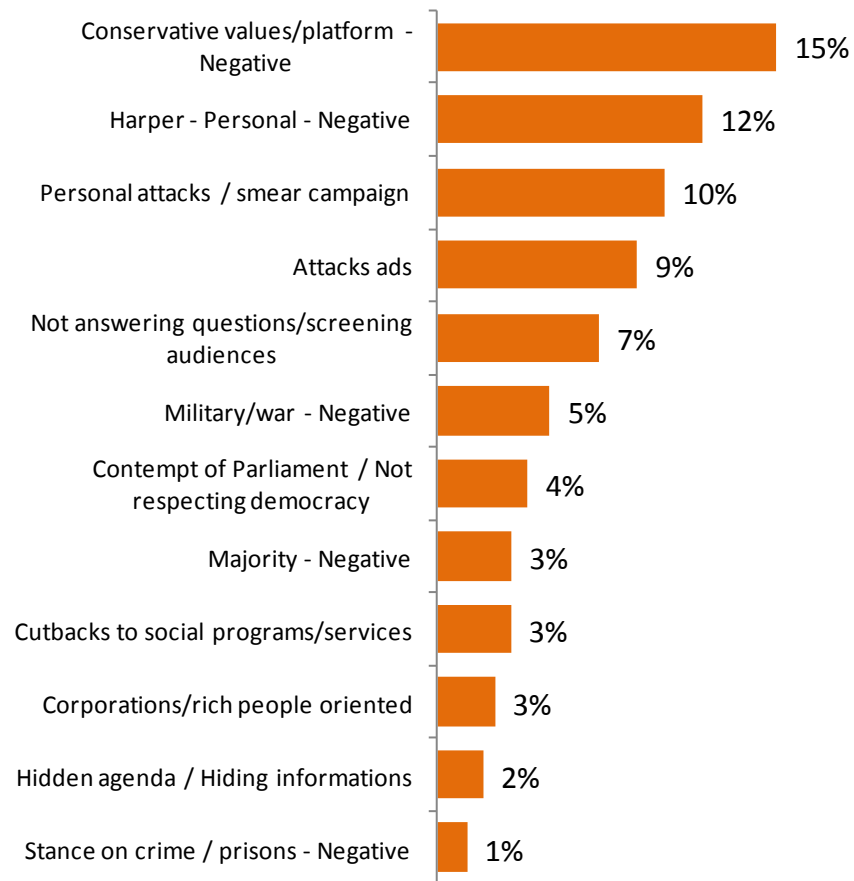


And is there any particular thing **Stephen Harper and the Conservatives** did that left you feeling...

More favourable?



Less favourable?



Campaign Impact: with the exception to QC, net impression of Liberals negative among youth across Canada

Q

Thinking about your impression of **Michael Ignatieff and the Liberals**, would you say your impression is more favourable or less favourable at the conclusion of the campaign, or did the campaign not make a difference to your impression of them?

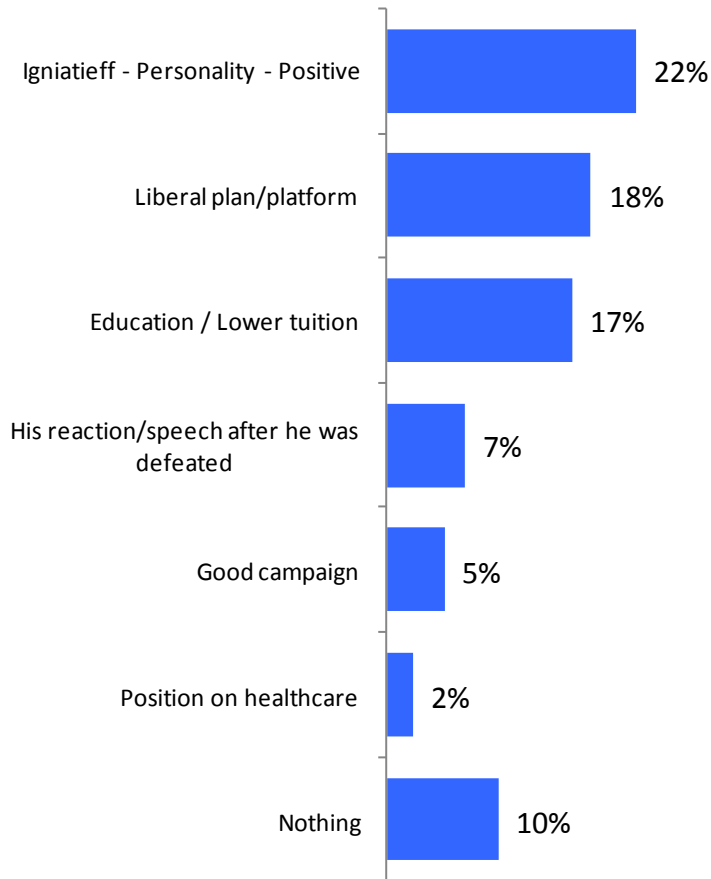
| | Regional Segmentation | | | | | | | Language | | Sex | |
|---|-----------------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|------------|-------------|-------------|
| | Canada | BC | AB | Prairies | ON | QC | ATL | English | French | Male | Female |
| MORE FAVOURABLE | 13% | 12% | 4% | 12% | 10% | 23% | 15% | 10% | 23% | 11% | 15% |
| A lot more favourable | 2% | 3% | 1% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| Somewhat more favourable | 11% | 9% | 3% | 11% | 8% | 21% | 12% | 8% | 21% | 9% | 13% |
| Campaign made no difference | 44% | 45% | 38% | 43% | 40% | 58% | 40% | 41% | 57% | 44% | 45% |
| Somewhat less favourable | 17% | 18% | 23% | 17% | 18% | 13% | 16% | 18% | 13% | 20% | 14% |
| A lot less favourable | 26% | 26% | 35% | 28% | 33% | 7% | 29% | 31% | 7% | 25% | 26% |
| LESS FAVOURABLE | 43% | 43% | 58% | 45% | 51% | 20% | 45% | 49% | 20% | 45% | 40% |
| NET FAVOURABLES (campaign impact) | -30% | -32% | -54% | -33% | -41% | 3% | -30% | -39% | 3% | -34% | -26% |

Ignatieff personally and his leadership made youth less favourable towards the Liberals in this election

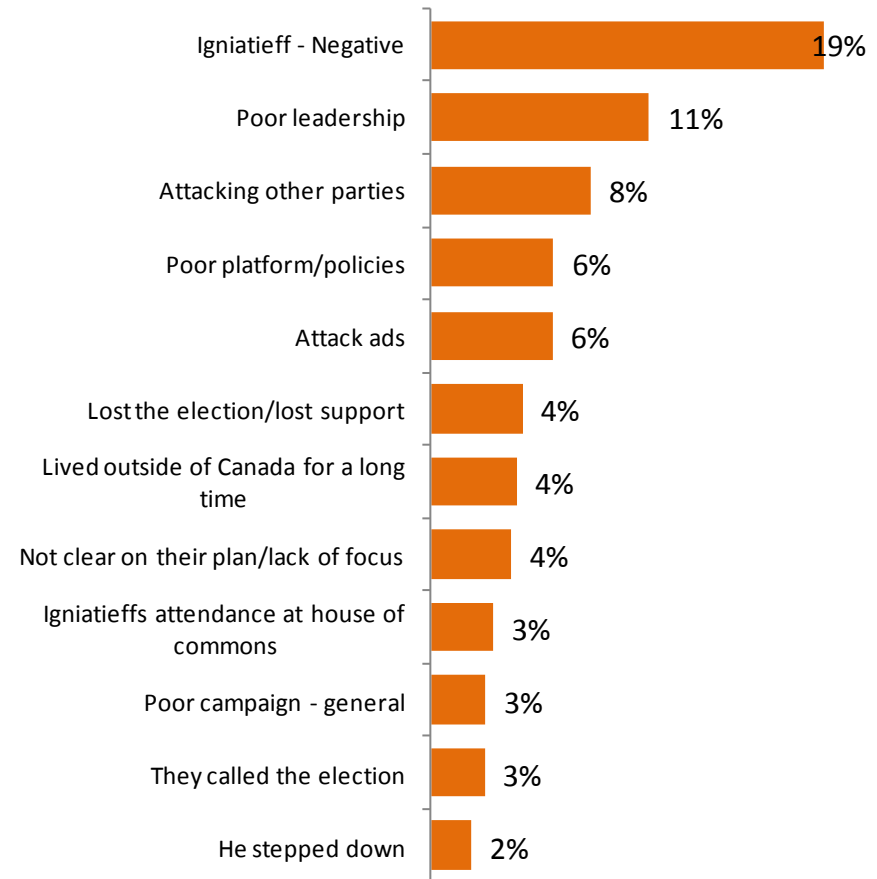
Q

And is there any particular thing **Michael Ignatieff and the Liberals** did that left you feeling ...

More favourable?



Less favourable?



Campaign Impact: net impression of NDP positive among youth across Canada, particularly in Quebec

Q

Thinking about your impression of **Jack Layton and the NDP**, would you say your impression is more favourable or less favourable at the conclusion of the campaign, or did the campaign not make a difference to your impression of them?

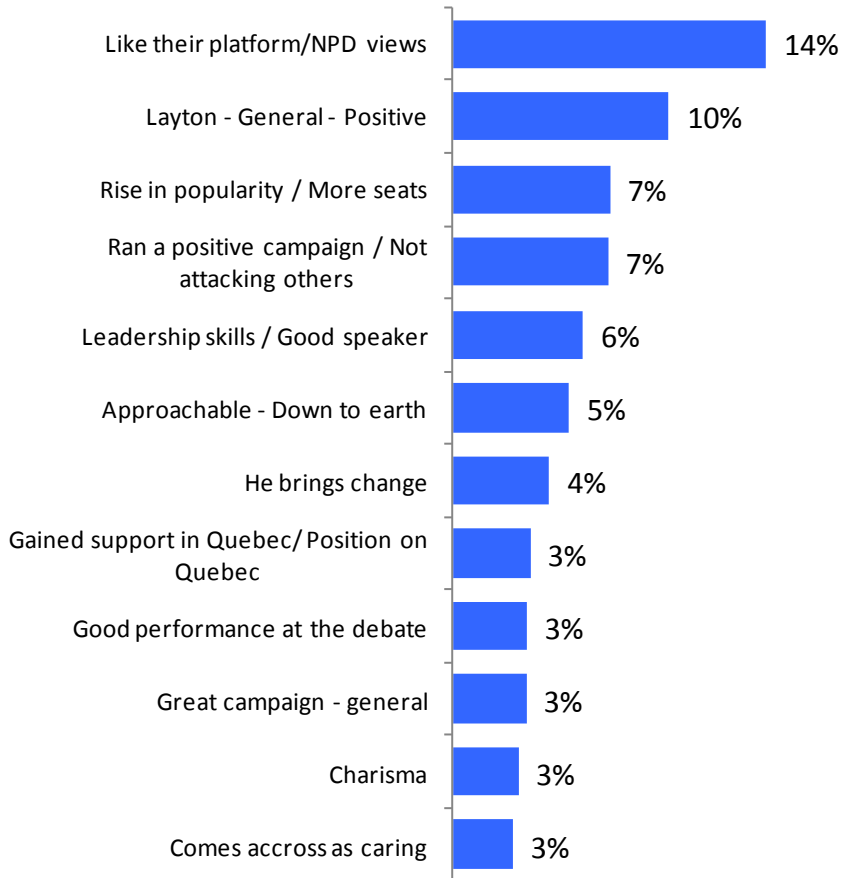
| | Regional Segmentation | | | | | | | Language | | Sex | |
|---|-----------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| | Canada | BC | AB | Prairies | ON | QC | ATL | English | French | Male | Female |
| MORE FAVOURABLE | 55% | 44% | 49% | 54% | 54% | 65% | 60% | 52% | 67% | 55% | 56% |
| A lot more favourable | 27% | 22% | 19% | 24% | 27% | 34% | 32% | 25% | 37% | 25% | 30% |
| Somewhat more favourable | 28% | 22% | 30% | 29% | 27% | 31% | 28% | 27% | 31% | 30% | 26% |
| Campaign made no difference | 35% | 45% | 39% | 36% | 34% | 31% | 36% | 37% | 30% | 34% | 37% |
| Somewhat less favourable | 5% | 6% | 9% | 8% | 7% | 1% | 2% | 7% | 1% | 5% | 5% |
| A lot less favourable | 4% | 5% | 3% | 2% | 5% | 2% | 2% | 4% | 2% | 5% | 2% |
| LESS FAVOURABLE | 9% | 11% | 12% | 10% | 12% | 4% | 4% | 11% | 3% | 11% | 8% |
| NET FAVOURABLES (campaign impact) | 46% | 34% | 36% | 43% | 42% | 62% | 56% | 41% | 64% | 44% | 48% |

The party platform, Layton personally and the “surge” made youth more favourable towards the NDP

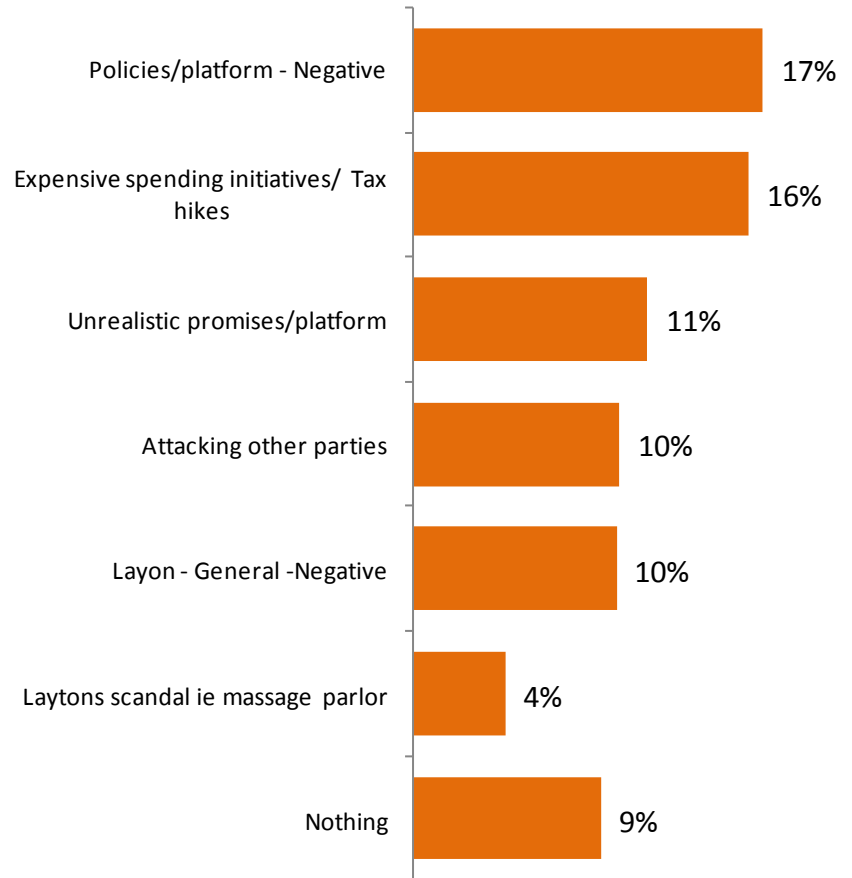


And is there any particular thing **Jack Layton and the NDP** did that left you feeling...

More favourable?



Less favourable?



Campaign Impact: net impression of Bloc negative among Quebec youth

Q

Thinking about your impression of **Gilles Duceppe and the Bloc Quebecois**, would you say your impression is more favourable or less favourable at the conclusion of the campaign, or did the campaign not make a difference to your impression of them?

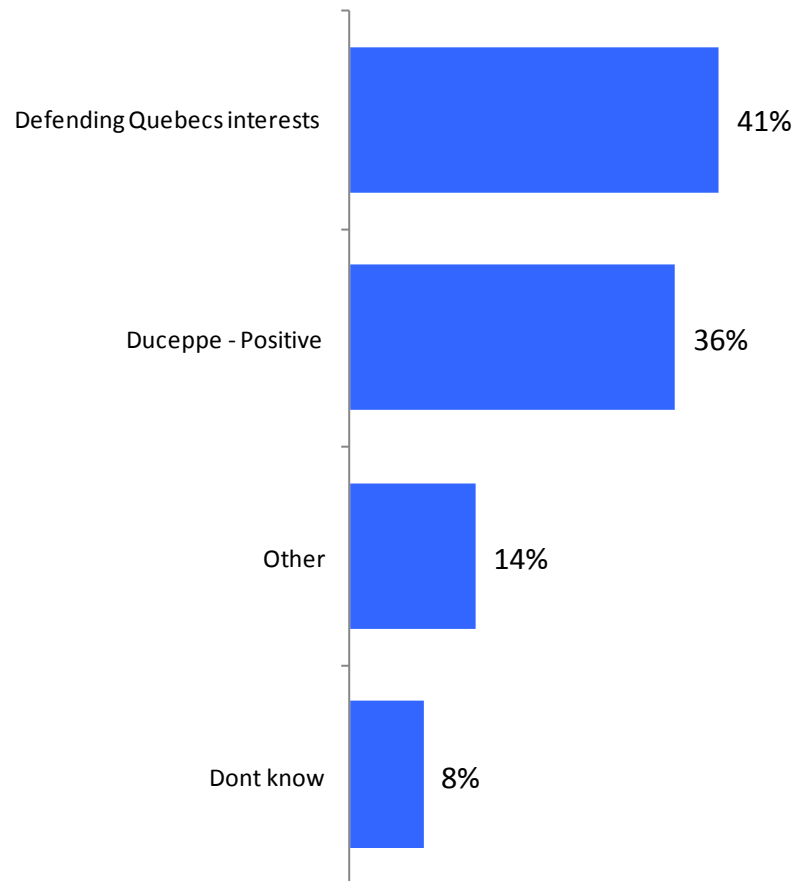
| | Regional Segmentation | | | | | | | Language | | Sex | |
|---|-----------------------|----|----|----------|----|------|-----|----------|--------|------|--------|
| | Canada | BC | AB | Prairies | ON | QC | ATL | English | French | Male | Female |
| MORE FAVOURABLE | 7% | | | | | 7% | | 3% | 7% | 4% | 9% |
| A lot more favourable | 1% | | | | | 1% | | 3% | 1% | 1% | 1% |
| Somewhat more favourable | 6% | | | | | 6% | | 0% | 6% | 4% | 8% |
| Campaign made no difference | 69% | | | | | 69% | | 87% | 66% | 71% | 67% |
| Somewhat less favourable | 14% | | | | | 14% | | 5% | 15% | 14% | 14% |
| A lot less favourable | 11% | | | | | 11% | | 5% | 12% | 11% | 11% |
| LESS FAVOURABLE | 25% | | | | | 25% | | 10% | 27% | 25% | 25% |
| NET FAVOURABLES (campaign impact) | -18% | | | | | -18% | | -6% | -20% | -20% | -16% |

Duceppe personally, attacking other parties and party relevance left voters with a less favourable impression

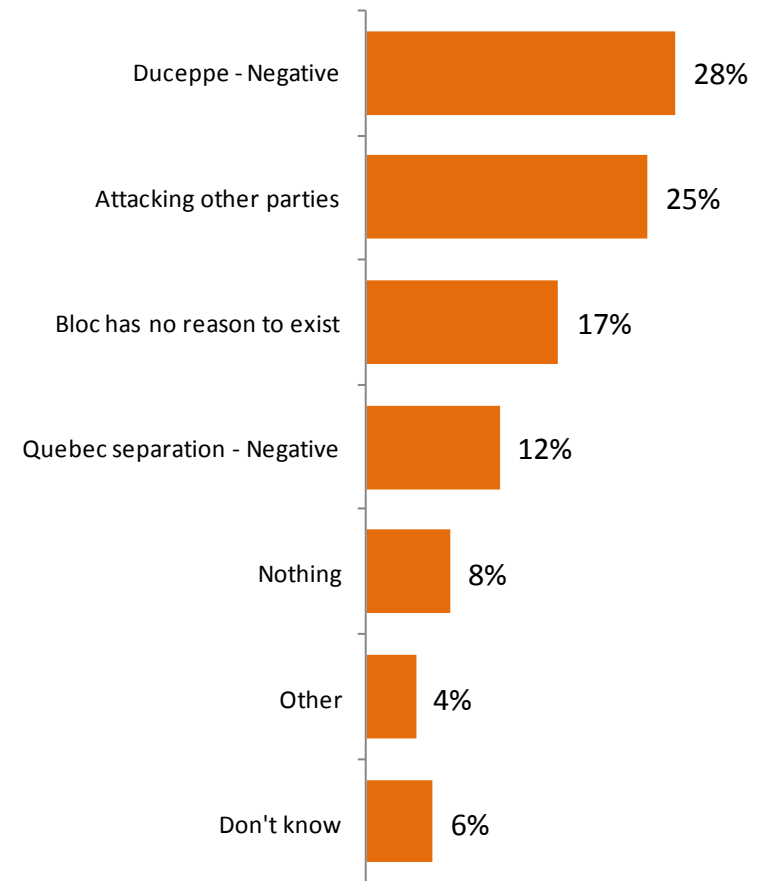
Q

And is there any particular thing **Gilles Duceppe and the Bloc Quebecois** did that left you feeling...

More favourable?



Less favourable?



Satisfaction with Election and Outcome



Satisfaction with election results: francophone youth most upset with election results



As you may know, as a result of the federal election held on May 2nd, the Conservative party will be forming a majority government. Generally speaking, how satisfied are you with the outcome of the election...?

Regional Segmentation

Turnout

Language

Sex

| | Canada | BC | AB | Prairies | ON | QC | ATL | Yes | No | English | French | Male | Female |
|-------------------------|-------------|-------------|------------|------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|
| Satisfied | 38% | 41% | 65% | 56% | 41% | 16% | 27% | 35% | 47% | 45% | 13% | 43% | 33% |
| Very satisfied | 19% | 19% | 40% | 34% | 20% | 5% | 7% | 21% | 13% | 23% | 3% | 20% | 18% |
| Somewhat satisfied | 19% | 22% | 26% | 22% | 20% | 11% | 20% | 14% | 34% | 22% | 10% | 23% | 16% |
| Somewhat dissatisfied | 19% | 24% | 15% | 10% | 21% | 14% | 30% | 17% | 25% | 20% | 15% | 19% | 19% |
| Very dissatisfied | 43% | 35% | 20% | 34% | 38% | 70% | 43% | 47% | 28% | 34% | 72% | 38% | 48% |
| Dissatisfied | 62% | 59% | 35% | 44% | 59% | 84% | 73% | 65% | 53% | 55% | 87% | 57% | 67% |
| NET SATISFACTION | -24% | -19% | 30% | 12% | -19% | -68% | -46% | -29% | -5% | -10% | -74% | -14% | -33% |



Confidence: Election outcome leaves youth less confident with the way democracy works in Canada



After this election, do you feel more or less confident with the way democracy works in Canada?

| | Regional Segmentation | | | | | | | Turnout | | Language | | Sex | |
|---------------------------|-----------------------|------------|------------|------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|-------------|
| | Canada | BC | AB | Prairies | ON | QC | ATL | Yes | No | English | French | Male | Female |
| MORE CONFIDENT | 23% | 30% | 33% | 38% | 24% | 10% | 10% | 22% | 24% | 27% | 8% | 25% | 21% |
| A lot more confident | 6% | 7% | 8% | 8% | 6% | 2% | 5% | 7% | 2% | 7% | 2% | 7% | 5% |
| Somewhat more confident | 17% | 23% | 25% | 30% | 18% | 9% | 5% | 16% | 22% | 20% | 7% | 18% | 16% |
| Did not make a difference | 32% | 34% | 33% | 38% | 33% | 29% | 30% | 29% | 44% | 33% | 30% | 30% | 35% |
| Somewhat less confident | 20% | 16% | 20% | 7% | 21% | 18% | 35% | 21% | 14% | 20% | 18% | 20% | 19% |
| A lot less confident | 25% | 20% | 14% | 17% | 21% | 43% | 24% | 27% | 18% | 20% | 44% | 25% | 25% |
| LESS CONFIDENT | 45% | 36% | 34% | 24% | 42% | 61% | 59% | 49% | 32% | 40% | 62% | 45% | 44% |
| NET CONFIDENCE | -22% | -7% | -1% | 14% | -18% | -50% | -49% | -26% | -7% | -13% | -54% | -20% | -23% |

Interest in Politics: on a positive note, the election has left a majority of youth more interested in politics



After this election, do you feel more or less interested in personally following national issues and current events?

Regional Segmentation

Turnout

Language

Sex

| | Canada | BC | AB | Prairies | ON | QC | ATL | Yes | No | English | French | Male | Female |
|-----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| MORE INTERESTED | 63% | 63% | 64% | 71% | 61% | 65% | 52% | 67% | 50% | 62% | 64% | 61% | 65% |
| A lot more interested | 23% | 24% | 24% | 20% | 22% | 26% | 18% | 26% | 13% | 23% | 24% | 23% | 22% |
| Somewhat more interested | 40% | 38% | 40% | 51% | 40% | 39% | 34% | 41% | 37% | 40% | 40% | 37% | 42% |
| Campaign made no difference | 27% | 24% | 26% | 27% | 28% | 27% | 34% | 24% | 36% | 27% | 27% | 29% | 25% |
| Somewhat less interested | 5% | 6% | 8% | 0% | 6% | 4% | 6% | 5% | 6% | 6% | 5% | 5% | 6% |
| A lot less interested | 5% | 7% | 2% | 1% | 6% | 4% | 9% | 4% | 8% | 5% | 5% | 5% | 4% |
| LESS INTERESTED | 10% | 13% | 10% | 1% | 11% | 8% | 15% | 9% | 14% | 10% | 10% | 10% | 10% |
| NET INTEREST | 53% | 49% | 54% | 70% | 50% | 57% | 37% | 58% | 36% | 52% | 54% | 51% | 55% |

Political Engagement: majority of youth believe getting involved in politics is a great way to make a difference



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

| | Vote | | | | | | Turnout | | Language | | Sex | |
|--|--------|-----|-----|-----|------|-------|---------|-----|----------|--------|------|--------|
| | Canada | CON | LIB | NDP | BLOC | GREEN | Yes | No | English | French | Male | Female |
| Getting involved in politics is a great place to start | 58% | 69% | 57% | 62% | 80% | 51% | 63% | 45% | 55% | 73% | 60% | 57% |
| Politics is the last place to look | 42% | 31% | 43% | 38% | 20% | 49% | 37% | 55% | 45% | 27% | 40% | 43% |

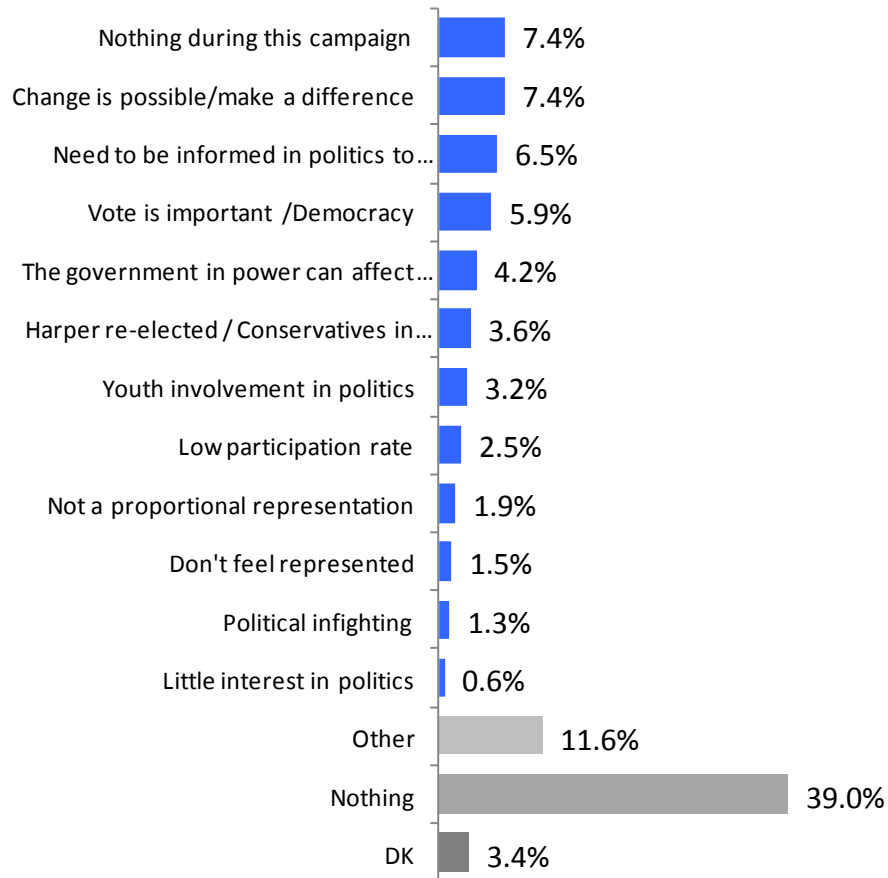


Potential motives & barriers to youth political engagement

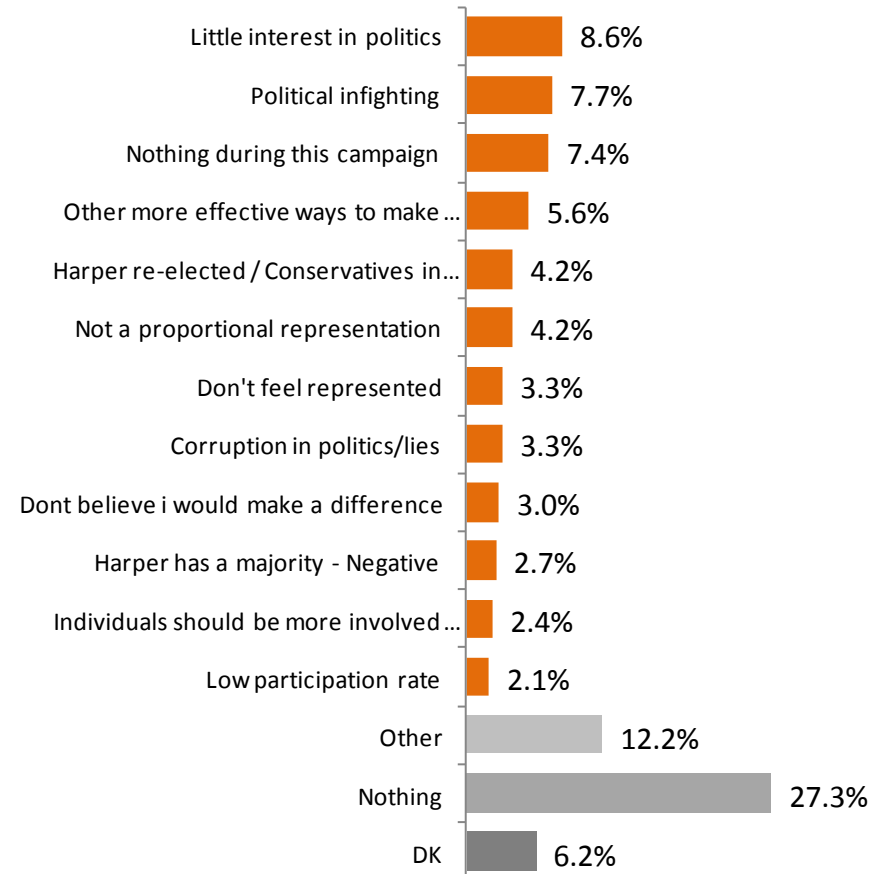
Q

Did anything in particular happen during this campaign to make you feel this way?

“Getting involved in politics is a great place to start”



“Politics is the last place to look”



For more information, please contact:



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