

# Youth Voter DNA Report

*How are Canadians between 15-34 engaged in politics, voting and political action?*

## Summary Report

January 16, 2006

DNA



# Youth Voter DNA Report

## Key Findings

- Youth (15-34 year olds in this study) consider themselves engaged citizens
- Youth have a high intention to vote in the January 23rd federal election
- Youth believe that politics is important to their lives, but do not feel they have enough say in where the country is going
- Youth believe voting on issues is more important than voting for politicians
- Youth do not believe that the best person usually wins in federal elections
- Overall, youth do not believe the voting age should be dropped to 16. Though agreement is much stronger amongst those in that age range (15-19), indicating desire amongst teenagers to vote
- Youth are split on whether Canada should make voting mandatory by law

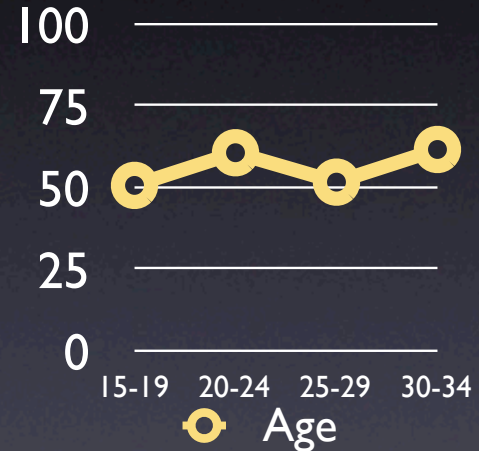
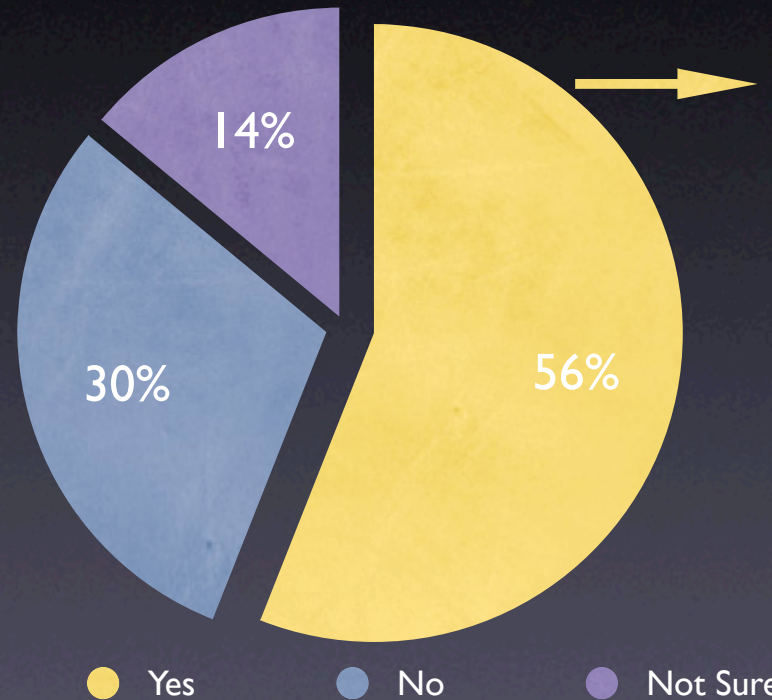
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# Do youth think they are engaged citizens?

## YES

- Claimed engagement does not differ by gender
- Perceived engagement follows a unique pattern, that shows peaks and valleys based on age
- Those who vote or intend to vote consider themselves significantly more engaged – 68%
- The less affluent respondents consider themselves less engaged than the more affluent (55% vs. 66%)



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1. Thinking of how we are defining engagement above\*, do you consider yourself an “engaged” citizen?

\*We define engagement in terms of things like voting, volunteering, activism, donating to charities, and participating in government activities.

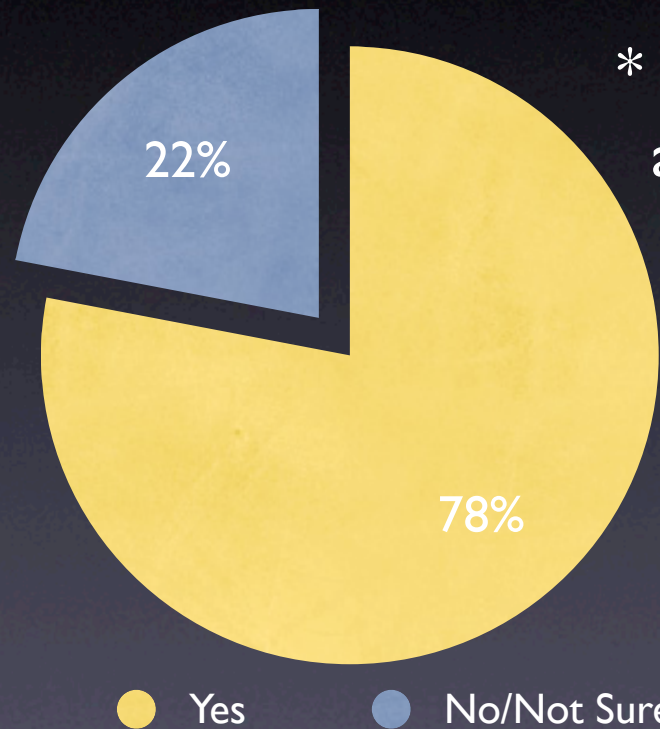
n=1000 margin of error is plus/minus 3.2% 19 time out of 20



# Will eligible\* youth vote on January 23rd?

## YES

- Men are directionally more likely than women to say that they will vote in the upcoming election (80% males vs. 76% females).
- Quebec and Ontario respondents are the most likely to say that they will vote on January 23.
- Age is not a driving factor – though the youngest (15-19) age group is slightly less likely to say that they will vote



\* 89% of youth 15-34 are eligible to vote

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4b) Will you vote in the upcoming federal election on January 23, 2006?

n=1000 margin of error is plus/minus 3.2% 19 time out of 20

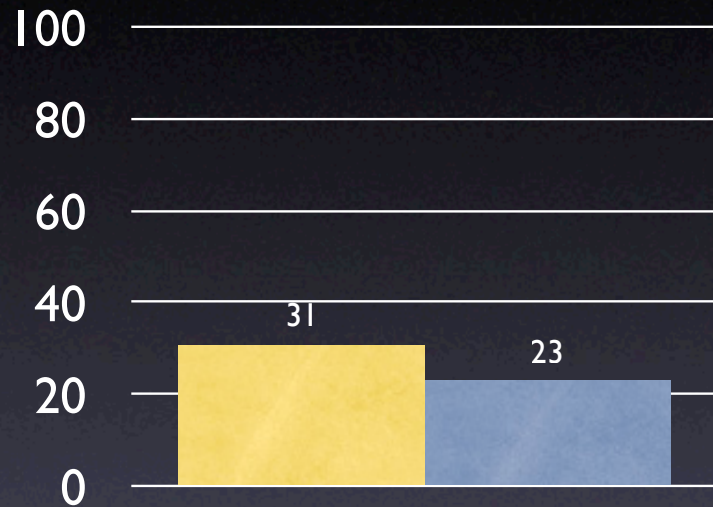
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# Is politics important to youth?

# YES

- Agreement lowest among 25-29 year olds
- Agreement higher among men
- Agreement is higher amongst the more affluent (30% vs. 38%)



I believe politics is important to my life

- Strongly Agree (Top 3 Boxes)
- Strongly Disagree (Bottom 3 Boxes)

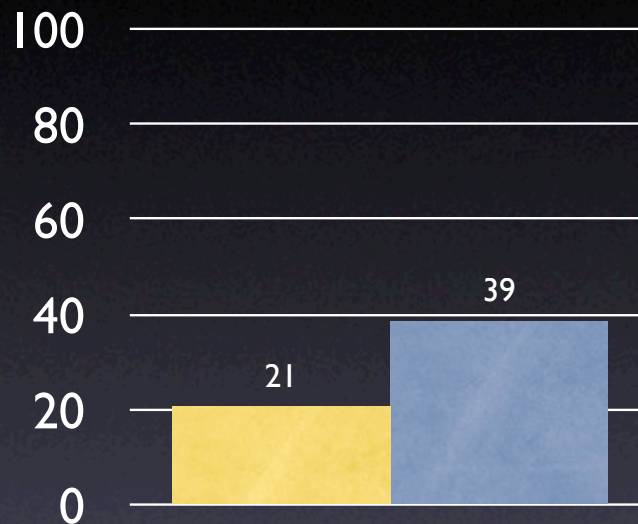
5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

n=1000 margin of error is plus/minus 3.2% 19 time out of 20

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# Do youth have enough say in where the country is going? **NO**



- No variation among subgroups

I feel I have enough say in the way the country is going

■ Strongly Agree (Top 3 Boxes)  
■ Strongly Disagree (Bottom 3 Boxes)

5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

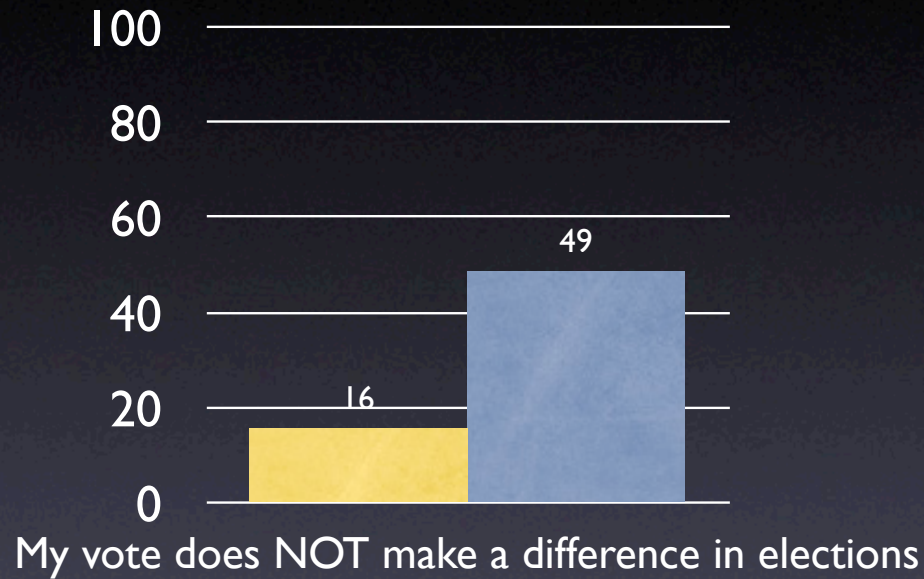
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# Do youth think their vote matters?

## YES

- Lowest agreement among 30-34 year olds
- Highest agreement amongst the less affluent, therefore, the less affluent feel that their vote matters less than more affluent



■ Strongly Agree (Top 3 Boxes)  
■ Strongly Disagree (Bottom 3 Boxes)

5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

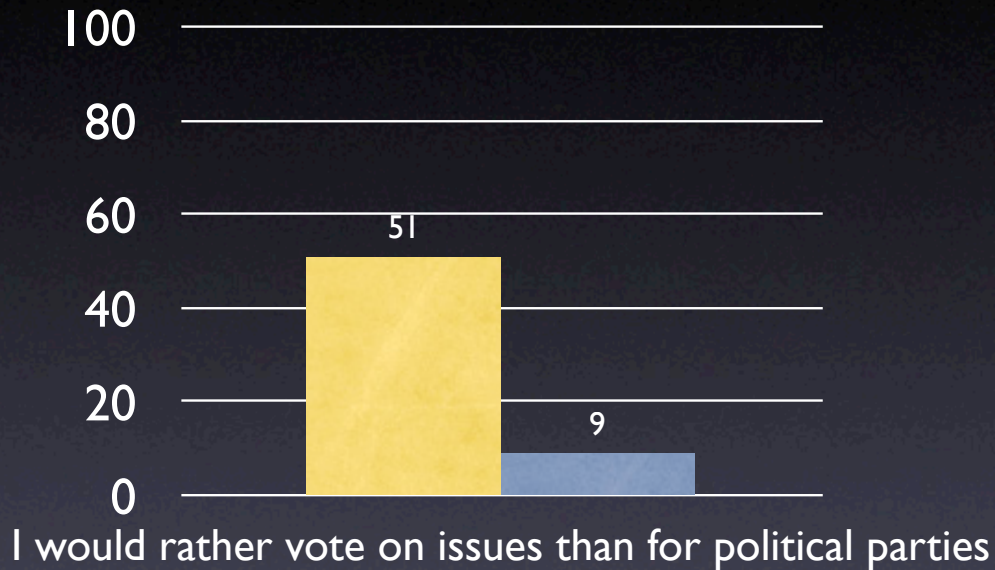
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# What is more important, the issues or the political parties? **THE ISSUES**

- Higher agreement among females



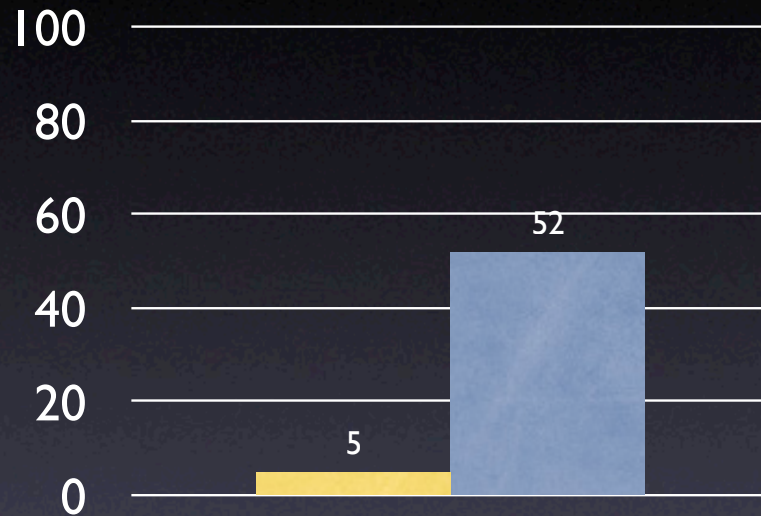
■ Strongly Agree (Top 3 Boxes)  
■ Strongly Disagree (Bottom 3 Boxes)

5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

n=1000 margin of error is plus/minus 3.2% 19 time out of 20



# Does the best person usually win in federal elections? **NO**



- Highest agreement amongst 15-19
- Highest agreement amongst the more affluent

I think the best person usually wins in federal elections

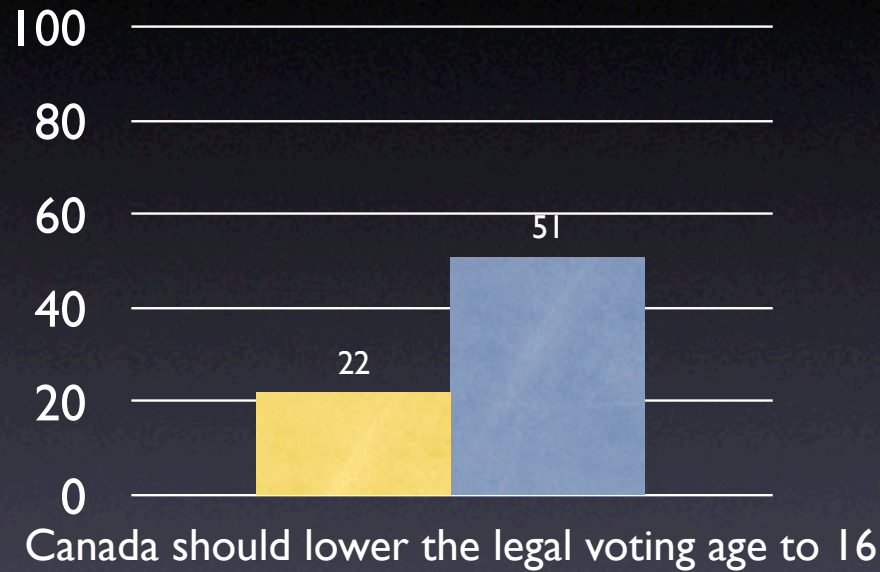
■ Strongly Agree (Top 3 Boxes)  
■ Strongly Disagree (Bottom 3 Boxes)

5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

n=1000 margin of error is plus/minus 3.2% 19 time out of 20



# Do youth think Canada should lower the voting age to 16? **NO**



- Highest agreement among 15-19 year olds
- Highest agreement amongst less affluent

■ Strongly Agree (Top 3 Boxes)  
■ Strongly Disagree (Bottom 3 Boxes)

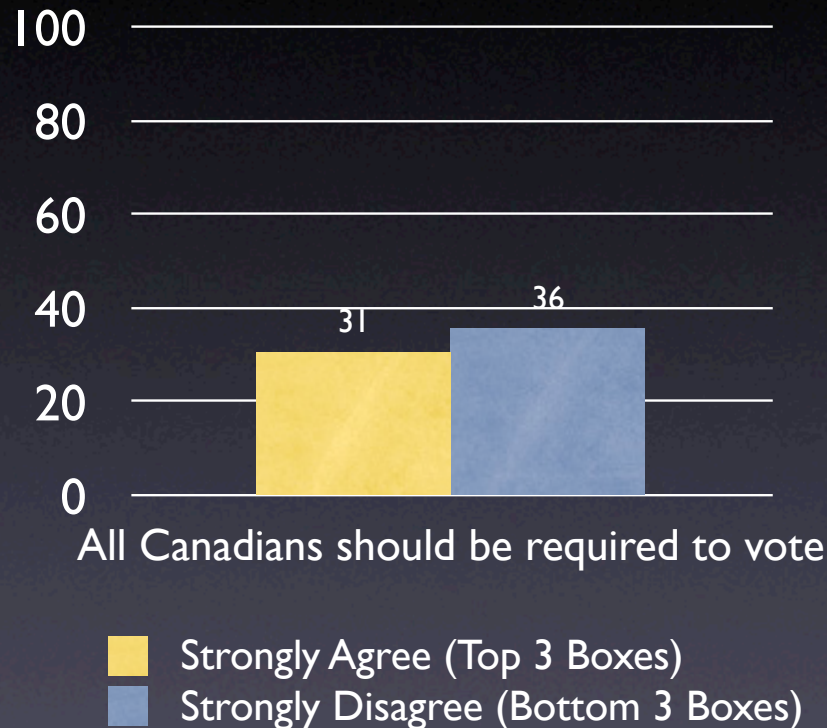
5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

n=1000 margin of error is plus/minus 3.2% 19 time out of 20



# Do youth think all Canadians should be require to vote by law? **MAYBE**

- Lowest agreement among 20-24 year olds
- Highest agreement among Quebecers
- Highest agreement amongst more affluent

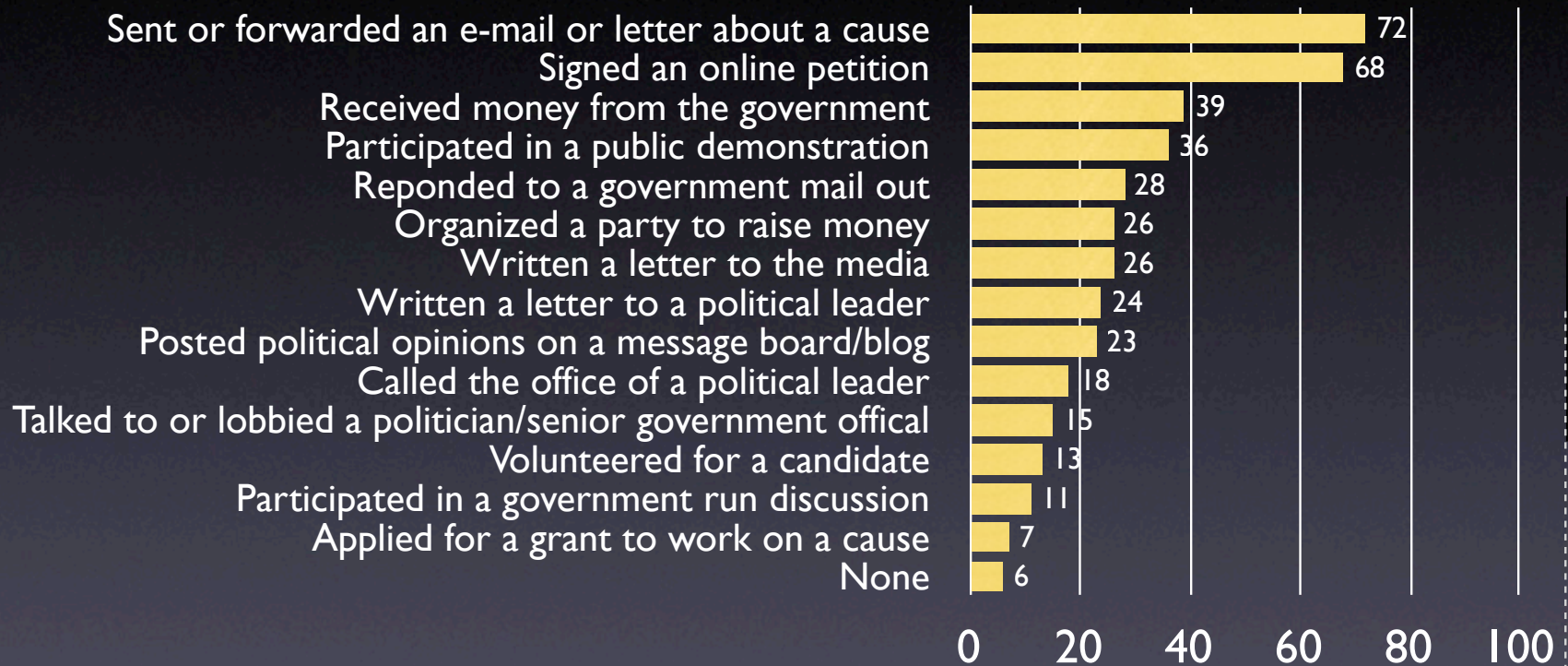


5. On a 1-10 scale, please indicate whether you agree or disagree with the following statements about politics and voting

n=1000 margin of error is plus/minus 3.2% 19 time out of 20



# Are youth politically engaged outside of voting? **YES**



2. Which of the following have you ever done? (Select all that apply)

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# Youth Voter DNA Report

## Methodology Details

- Sample Size: 1000 Canadians between the age of 15 and 34
- Weighting of Data: Data has been weighted to be representative of Stats Can information on gender, age and regional distribution of 15-34 year old Canadians
- Sampling technique: a random sample was selected through a web-based panel of people who have expressed an interest in filling out surveys
- Date range of data collection: January 5th-January 13, 2006
- Margin of Error: plus or minus 3.2%, 19 times out of 20

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D-Code is the founding sponsor of the GoVote coalition that aims to increase youth voter turnout and overall participation in the political process.

Youth Voter DNA Report was developed as our contribution to the GoVote Day of Action January 16, 2006. For other initiatives and organizations see the website @ govote.ca.

- Key Messages for the Day of Action include:
  - Go find an issues that you believe in
  - Go find a candidate or party to vote for
  - Go find your polling station so there is no excuse
  - Go find a friend to vote with
  - Go Vote on January 23rd!

The D-CODE logo is a stylized, white, sans-serif font where the letters are interconnected. It is positioned vertically on a black background.



# Youth Voter DNA Report

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