

Dominion Institute

Youth Vote 2004

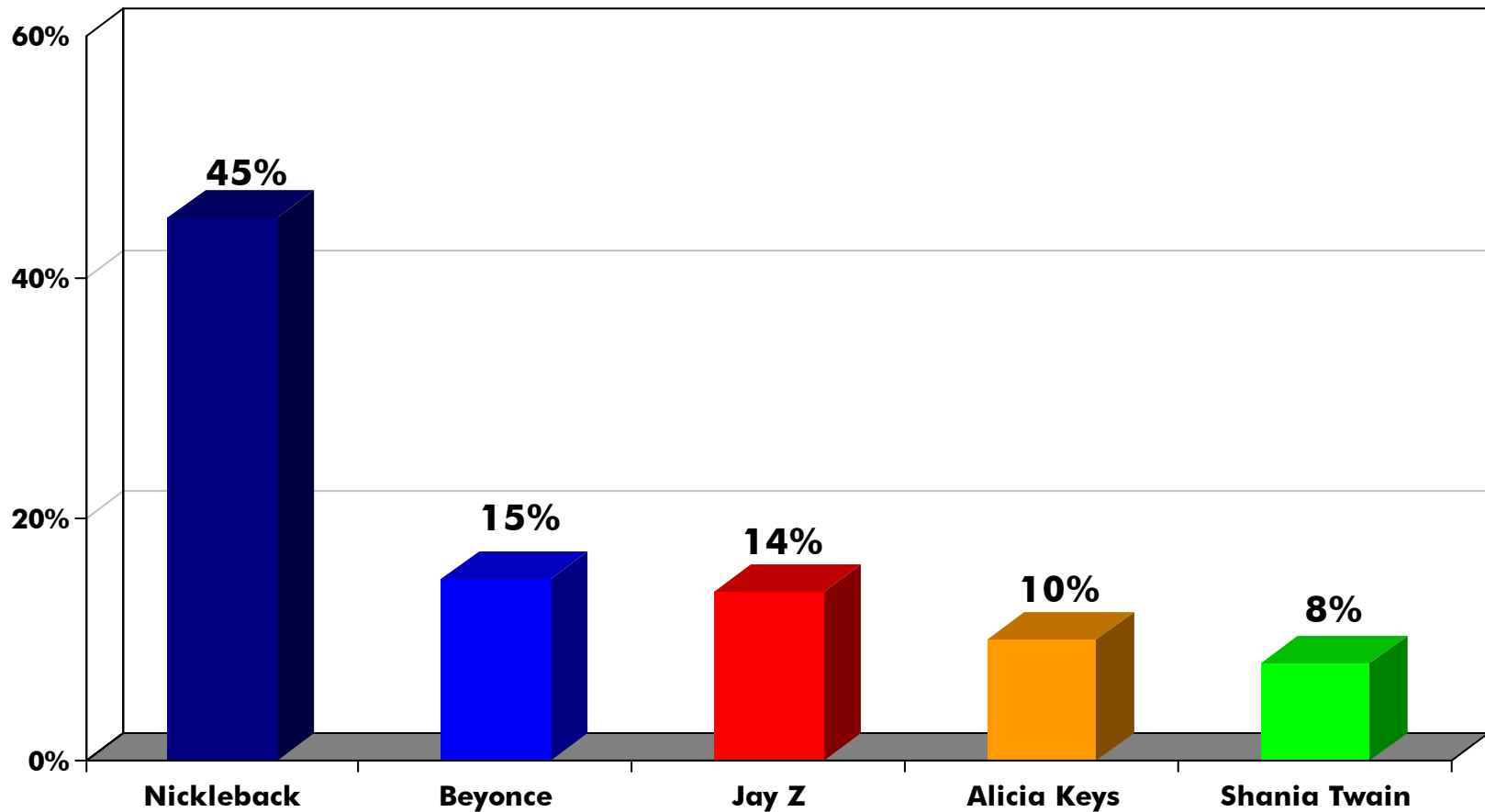
Methodology

- National telephone survey of approximately 500 young adults, aged 14 – 18
- Margin of error approximately $\pm 4.35\%$
- Survey conducted between March 23, 2004 – April 3, 2004
- **Note:** Graphs may not always total 100% due to rounding values rather than any error in data

Issue Importance and Youth Vote

Wide appeal for Nickleback

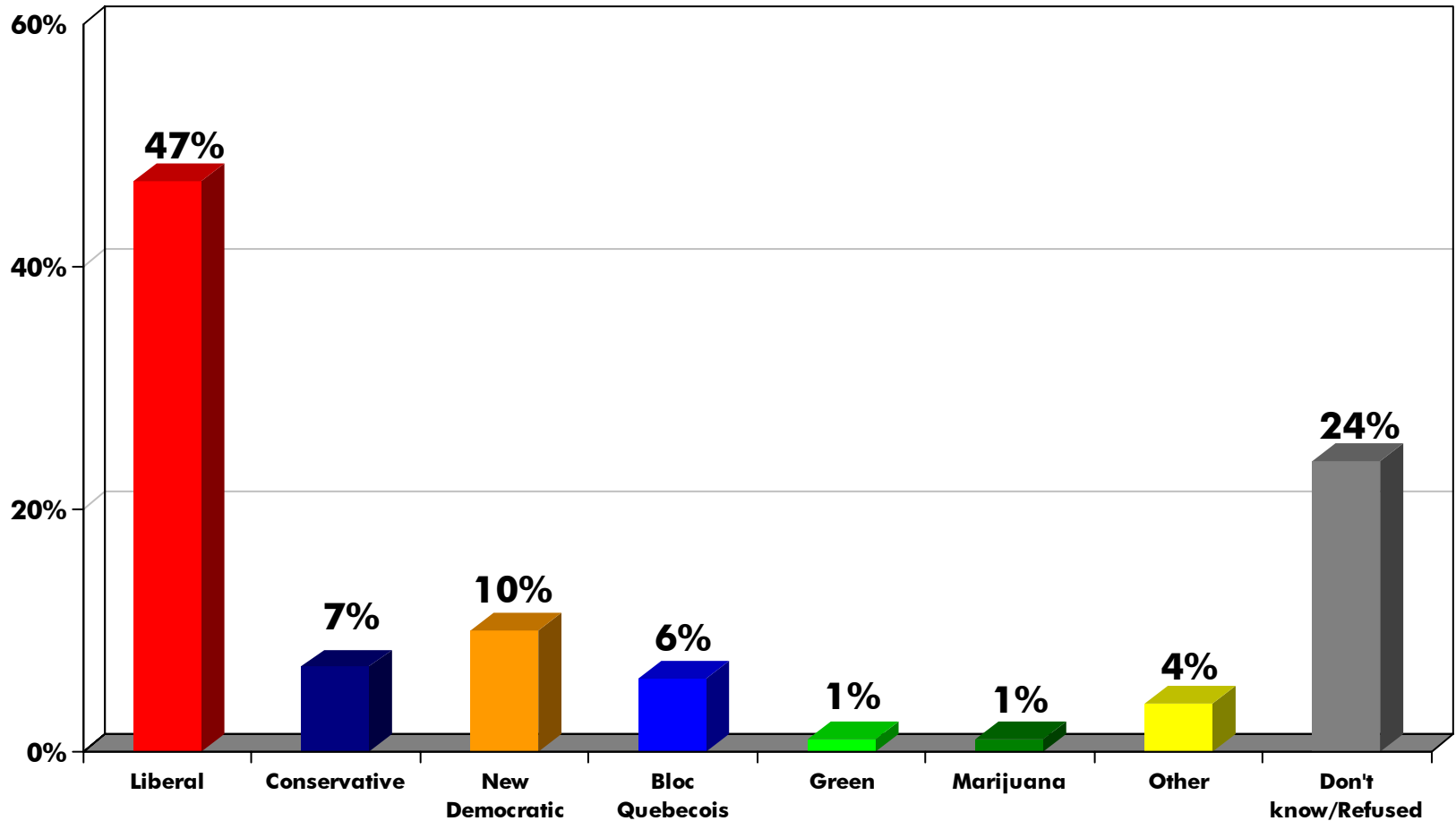
Which of the following artists best represent your musical tastes?



Note: 'Don't know/refused' (10%) not shown

Liberals dominate as first party that comes to mind

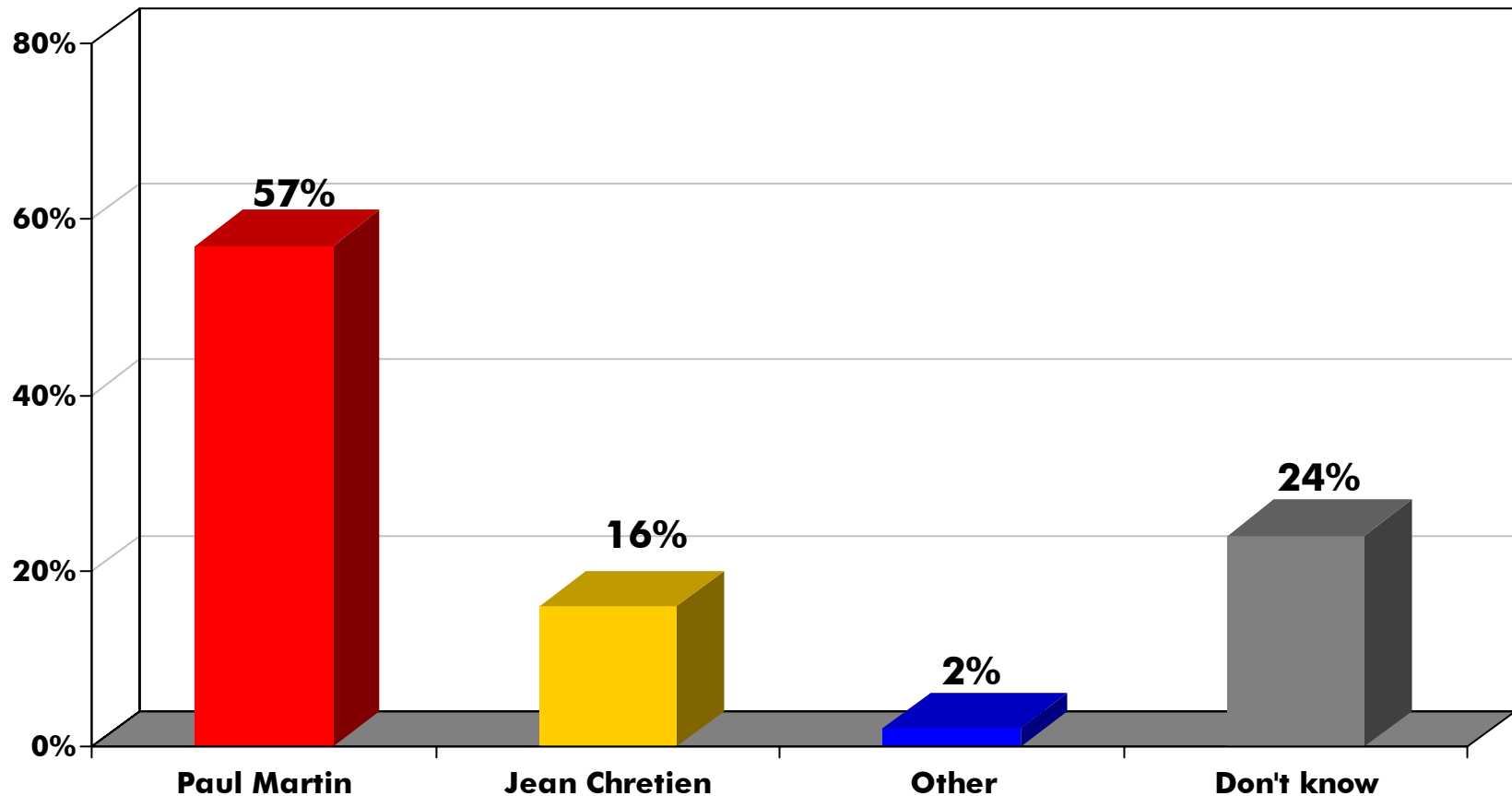
Can you tell me the name of any Political Party in Canada?



(First mention)

Just over half can name the Prime Minister correctly

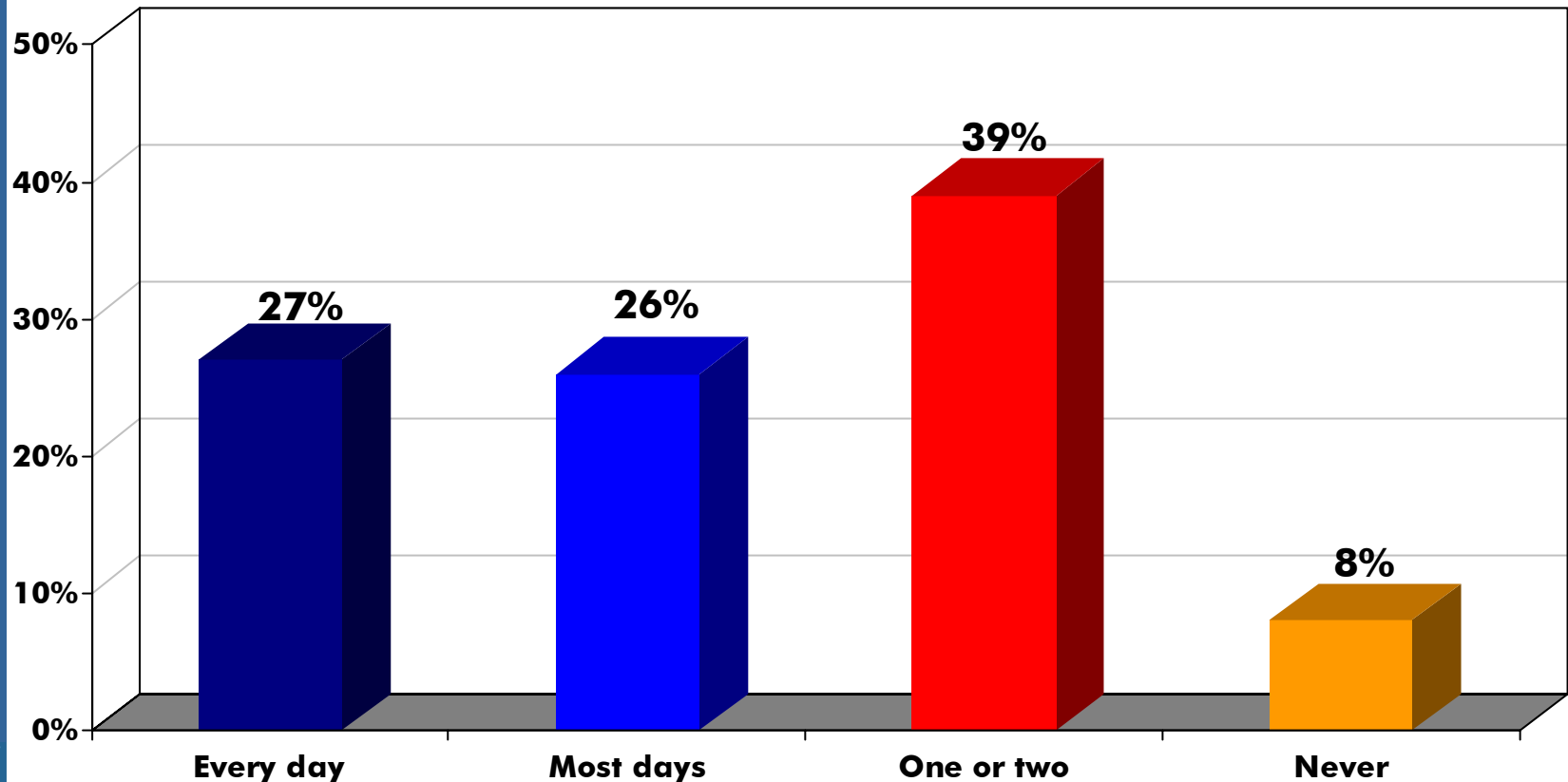
Can you tell me the name of the Prime Minister of Canada?



Note: 'Refused' (1%) not shown

A majority of young people watch or read news most days

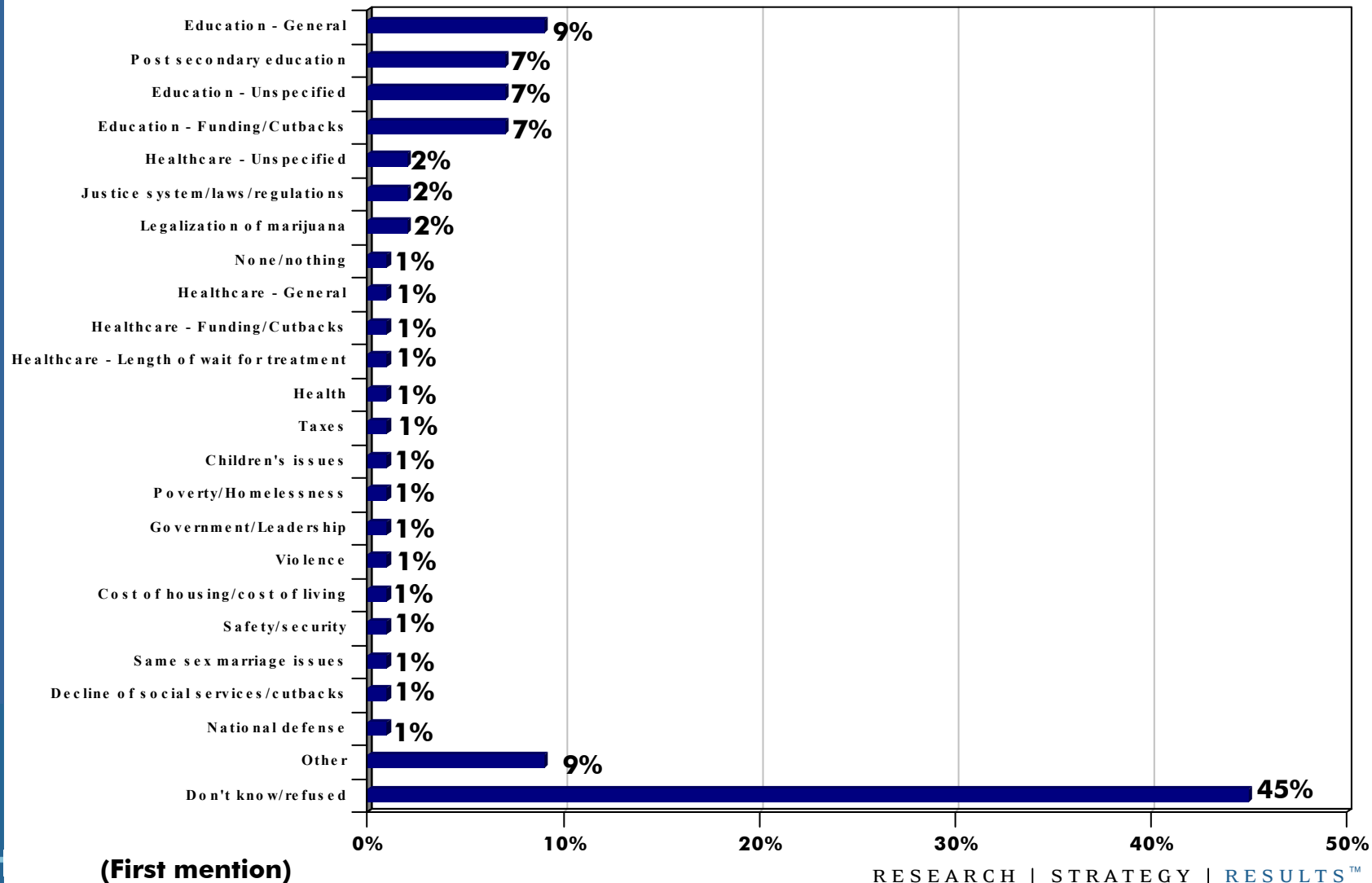
During a typical week, do you read a newspaper or watch a television news program every day, most days, one or two days a week or never?



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

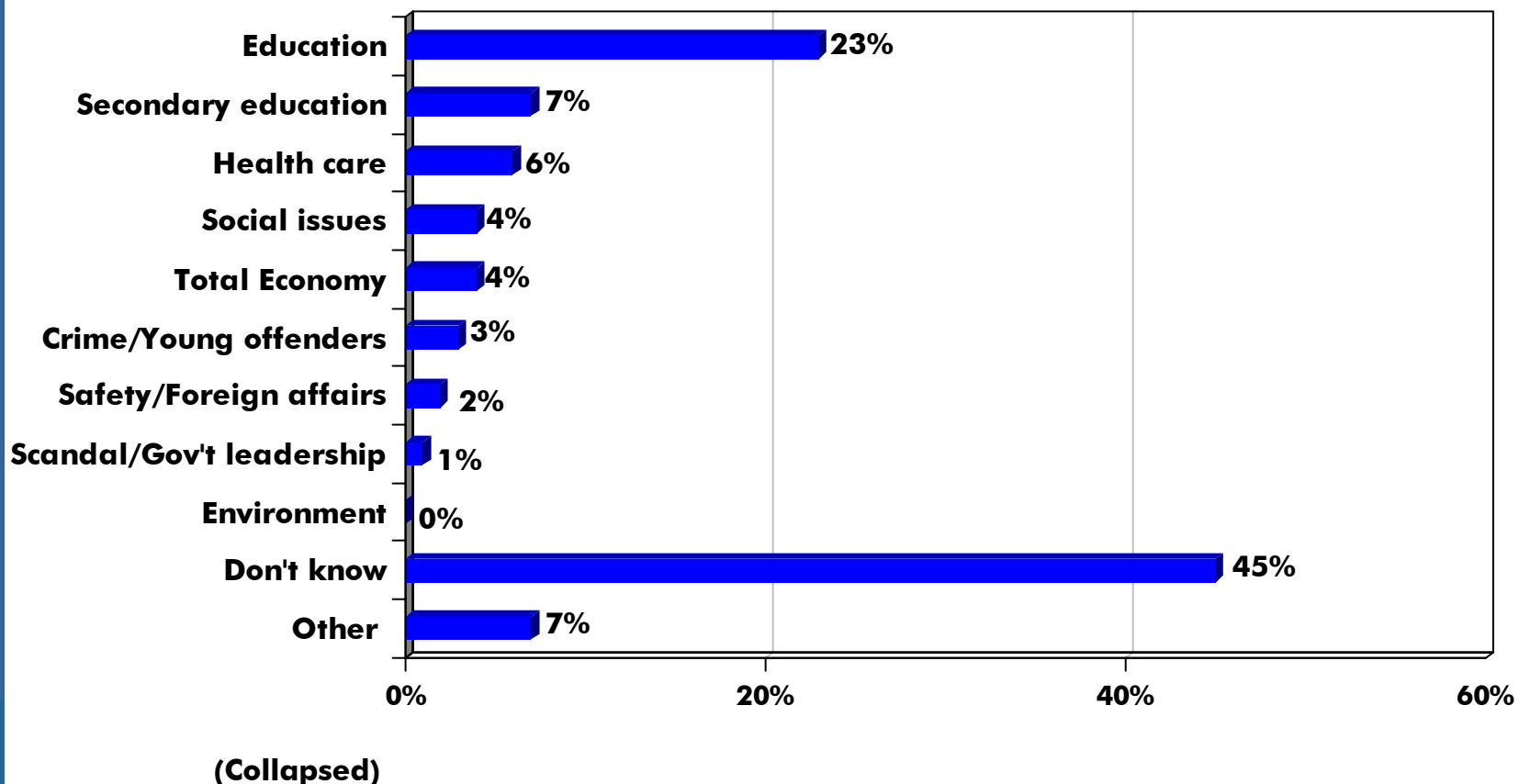
Education tops limited list of issues from Young Canadians

As you may know, it's expected that there will be a federal election this spring. What issues do you think are most important to people your age in the upcoming federal election? And what do you mean by that?



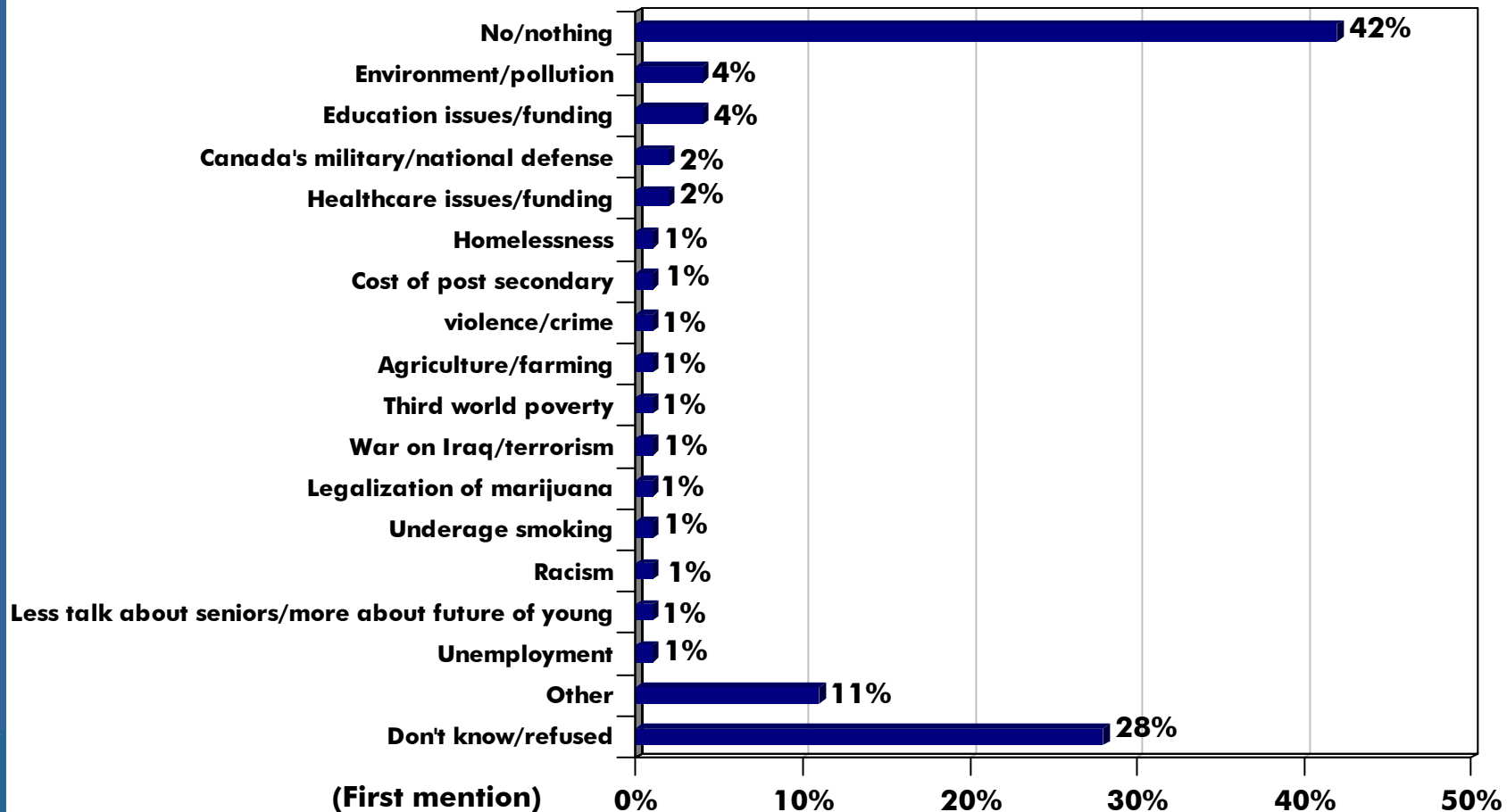
Education leads all other issues among youth

As you may know, it's expected that there will be a federal election this spring. What issues do you think are most important to people your age in the upcoming federal election? And what do you mean by that?



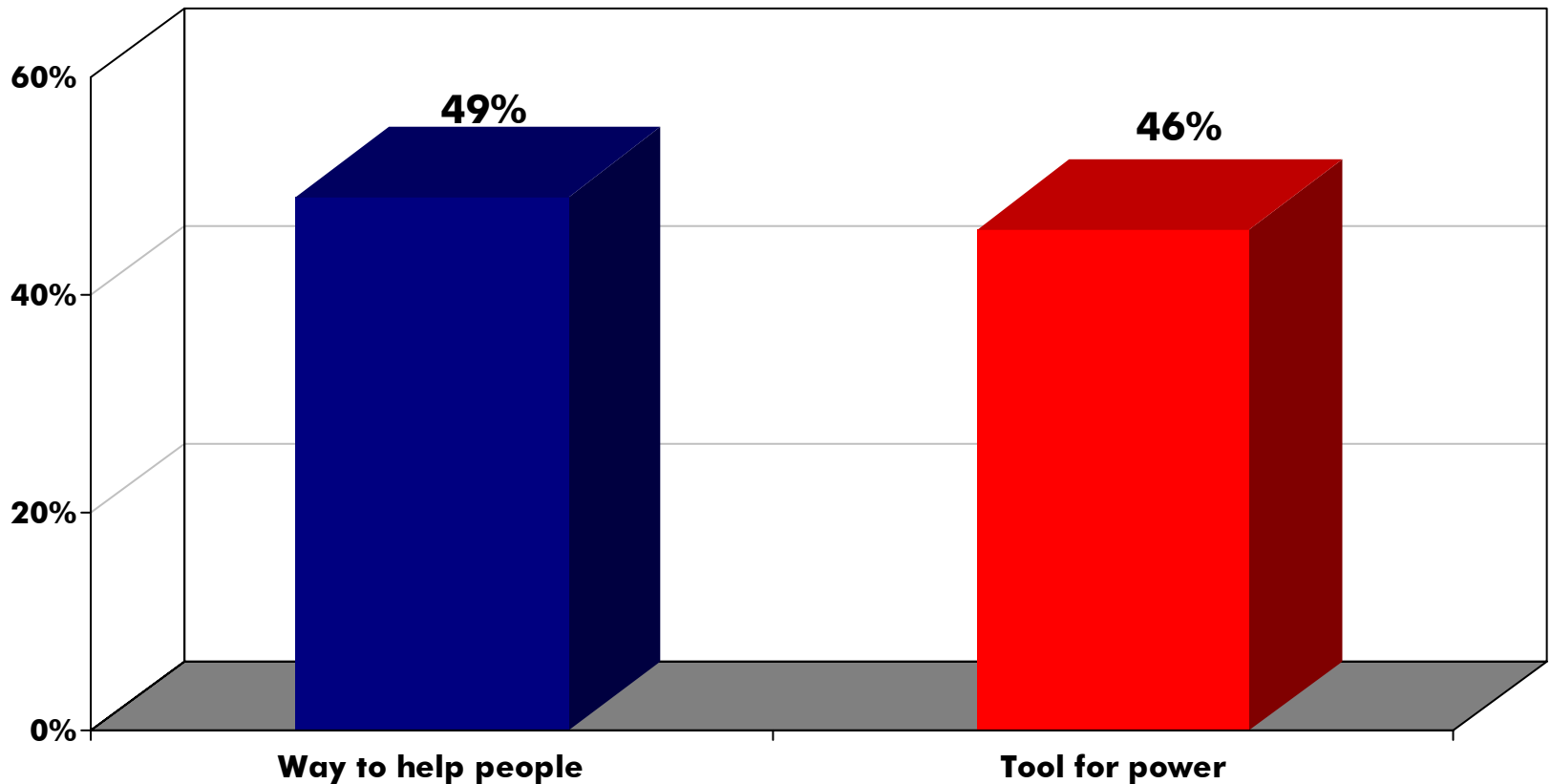
Politicians generally seen to be addressing relevant issues

Are there any issues you think politicians should be talking about, but aren't? What would those be?



Young people are split on what to think about politics

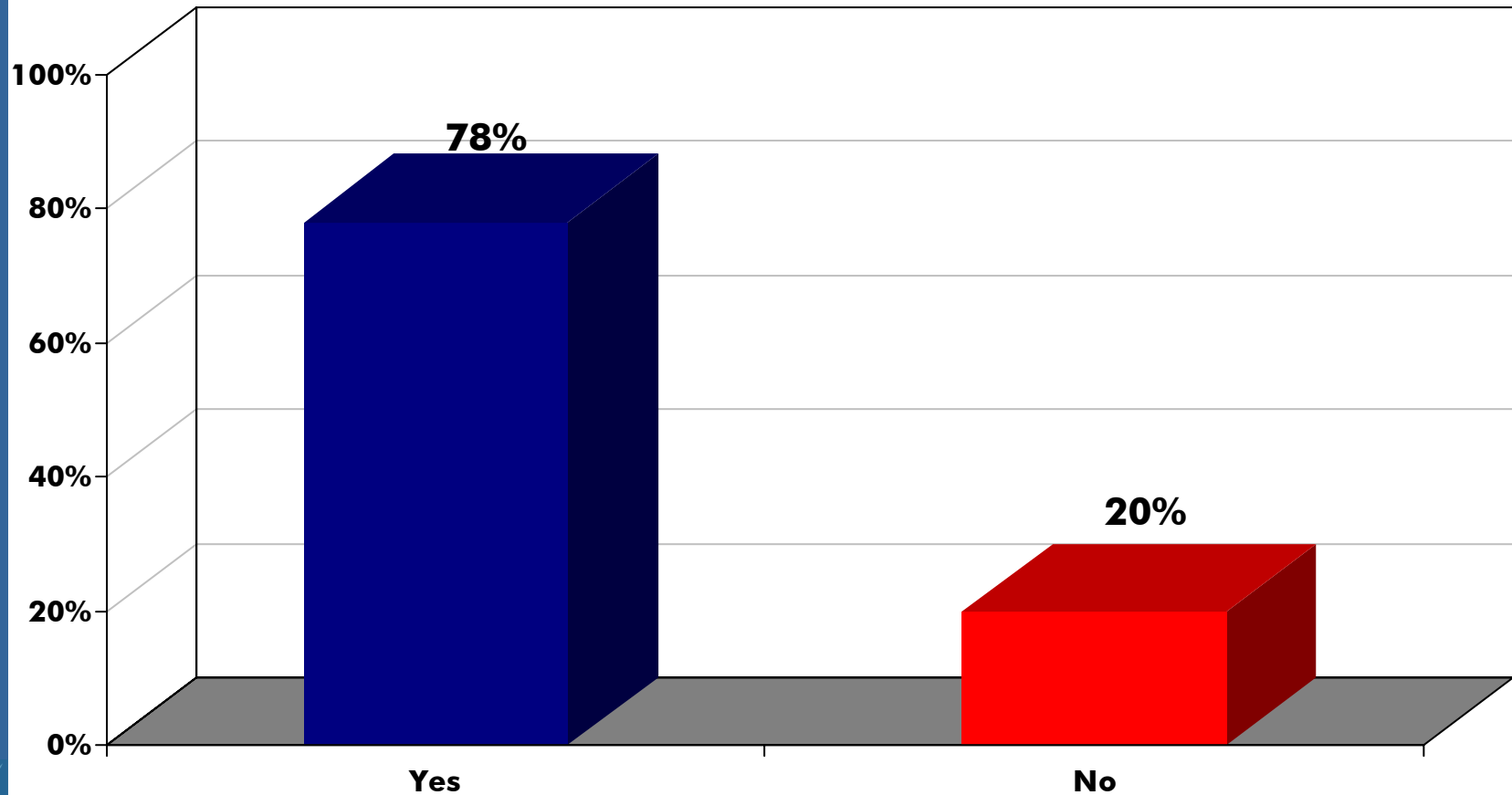
When you hear mention of politics, either in the media or in school or in talking with your parents or friends, what do you think politics is really all about? Is it a way to help people or is it a tool for power?



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

If eligible, over three quarters would consider voting

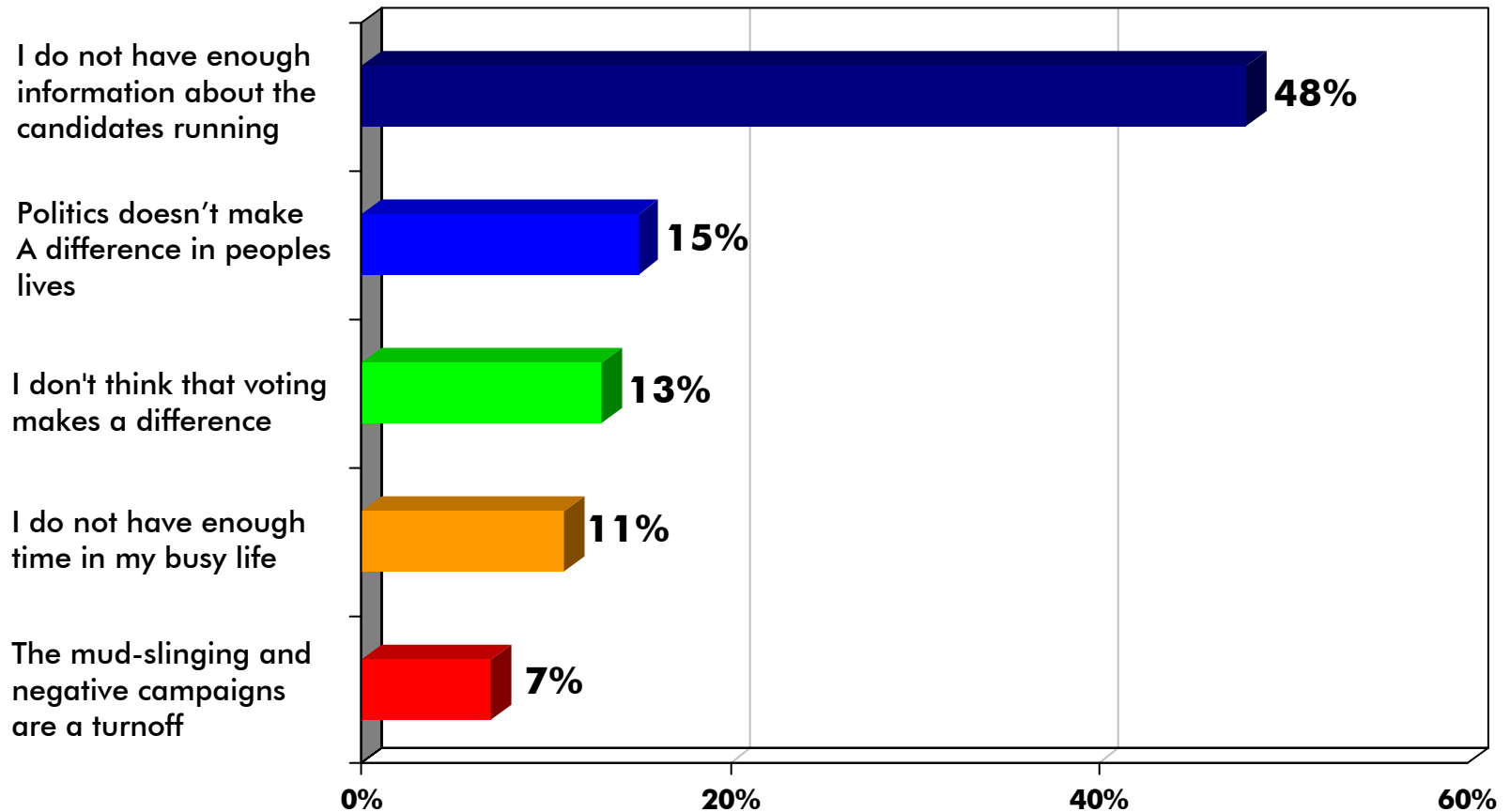
If the voting age were lowered would you consider voting in the upcoming election?



Note: 'Don't know/refused' (2%) not shown

Main barrier to voting? Not enough information about the candidates

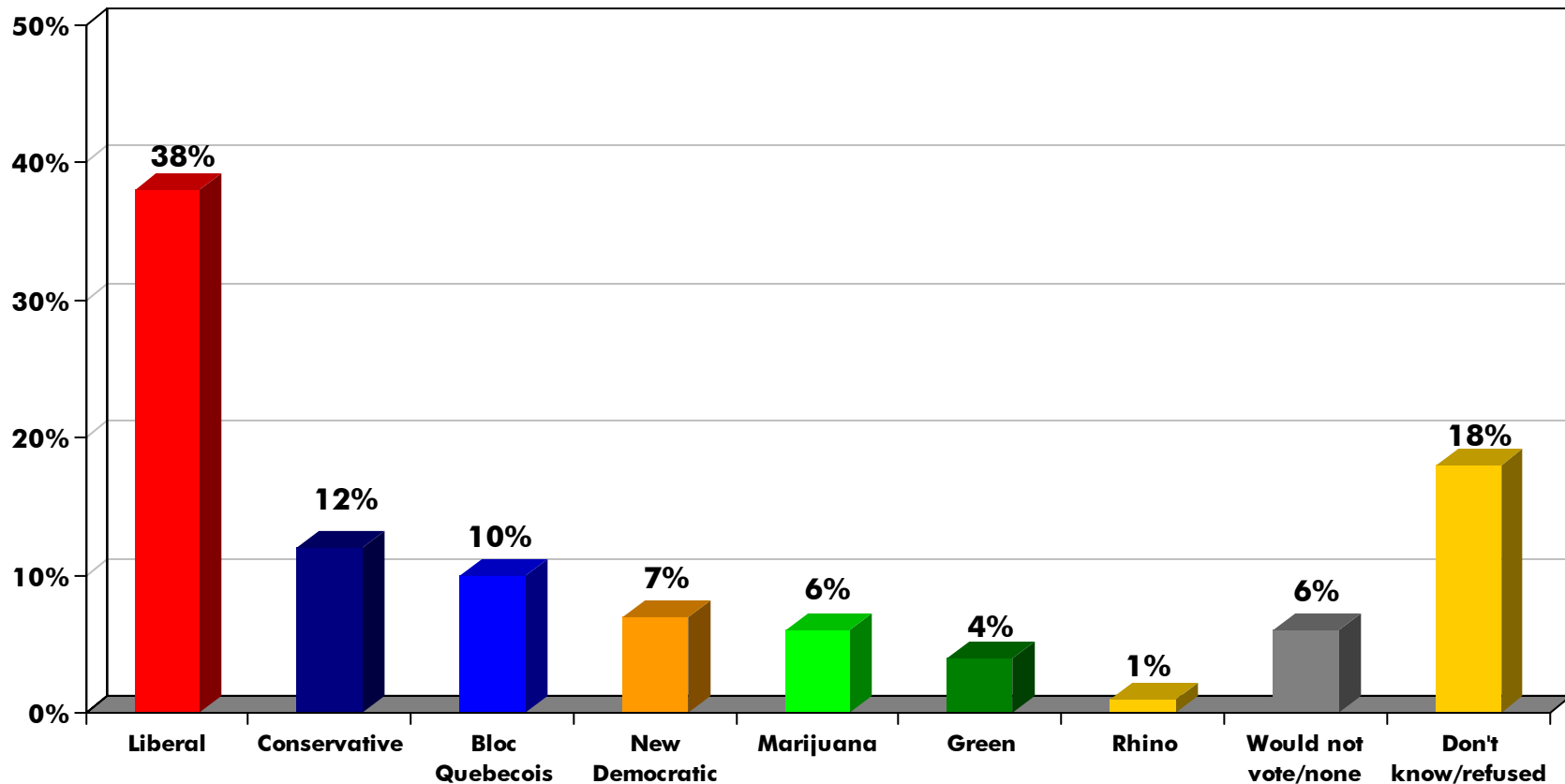
Please tell me, in your opinion, which one of the following is the most common reason that young people do not vote:



Note: 'Don't know/refused' (4%) not shown

Most would vote Liberal while a significant group are undecided

Assume for a moment that you were allowed to vote, if a FEDERAL election were held today, which party would you vote for? Would it be...

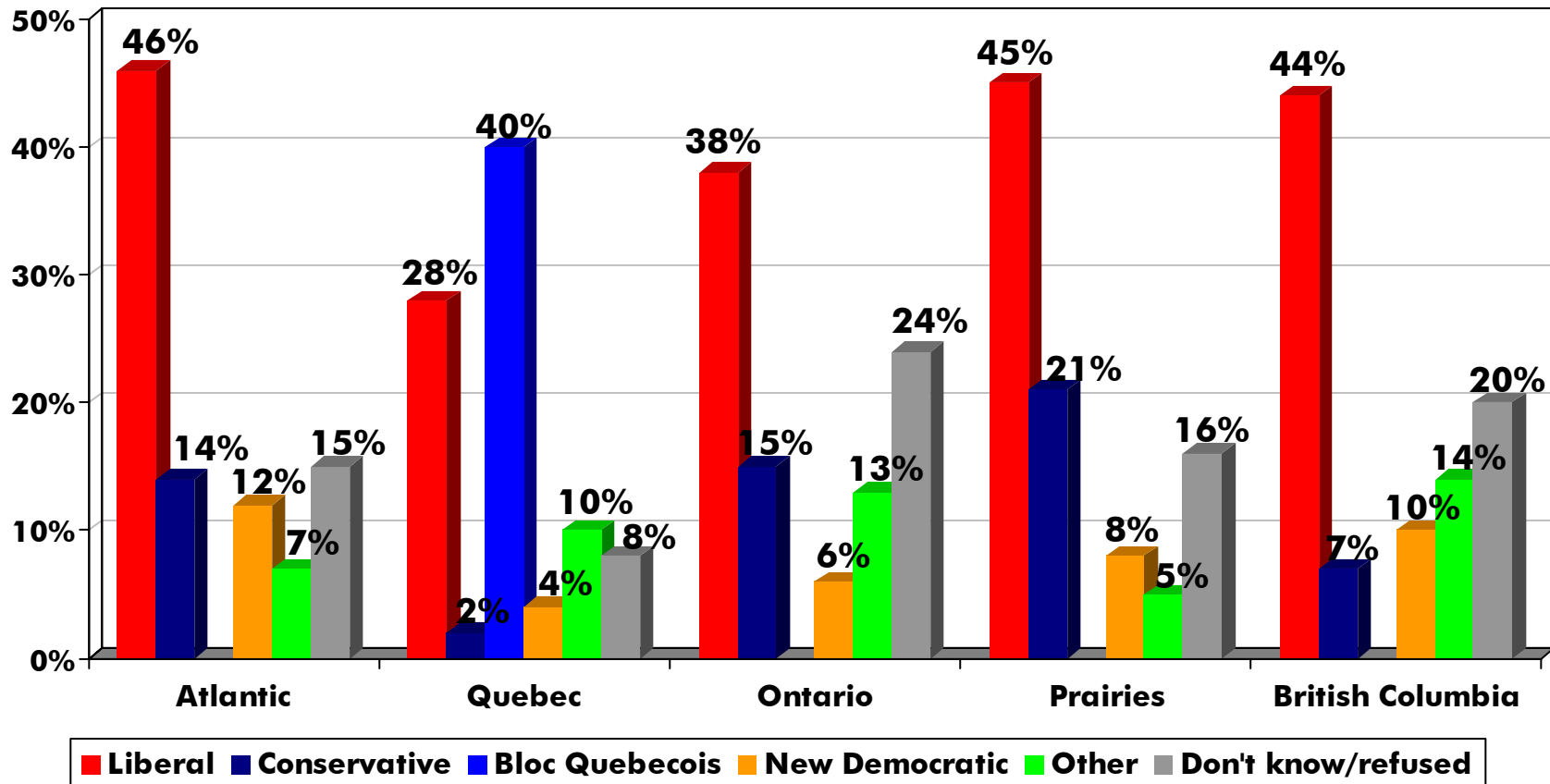


Bloc leads in Quebec, Liberals lead elsewhere

Assume for a moment that you were allowed to vote, if a FEDERAL election were held today, which party would you vote for? Would it be...

VS.

Region

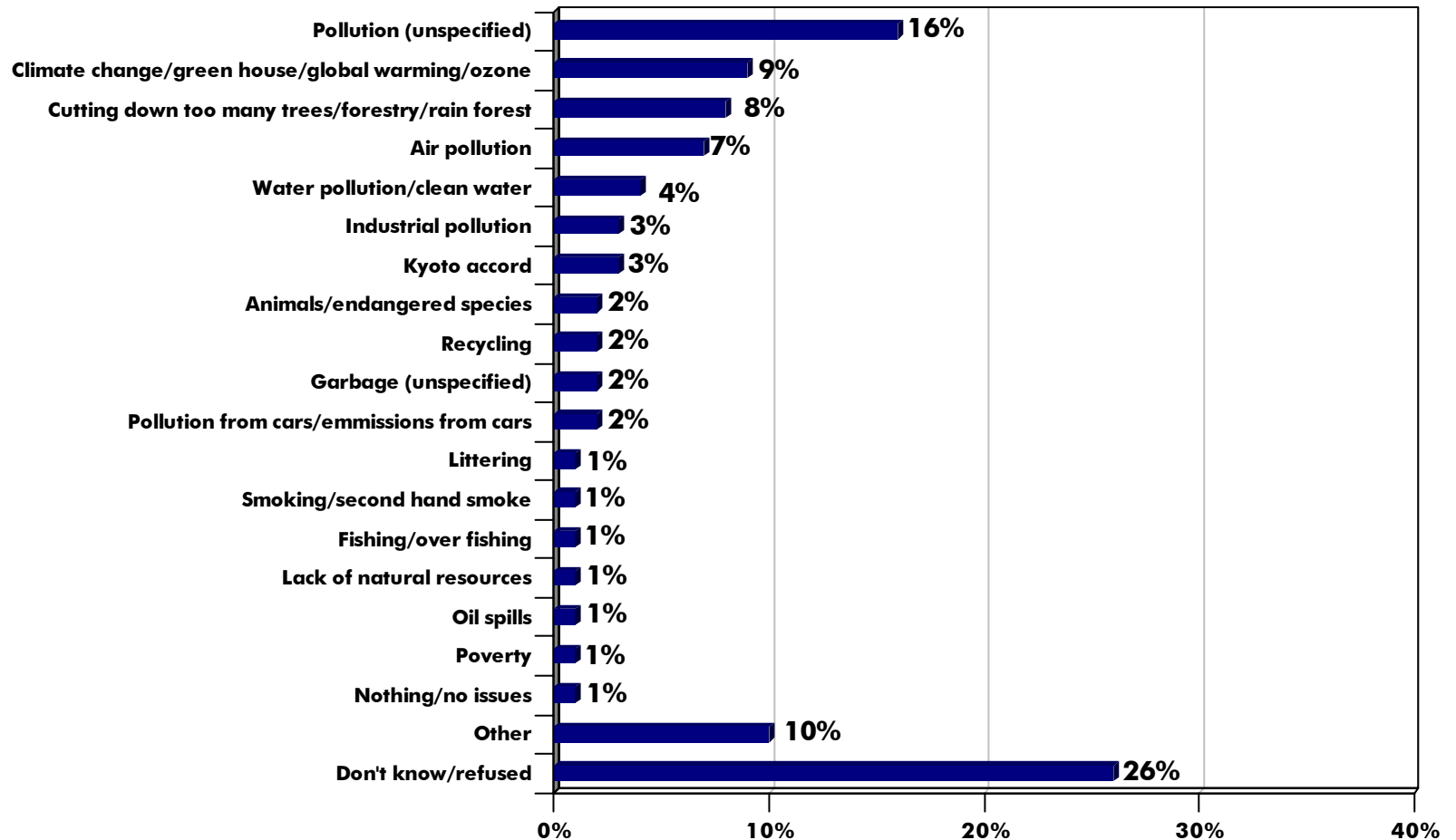


None/would not vote not shown

Environment

Various mentions of pollution dominate environmental issue matrix

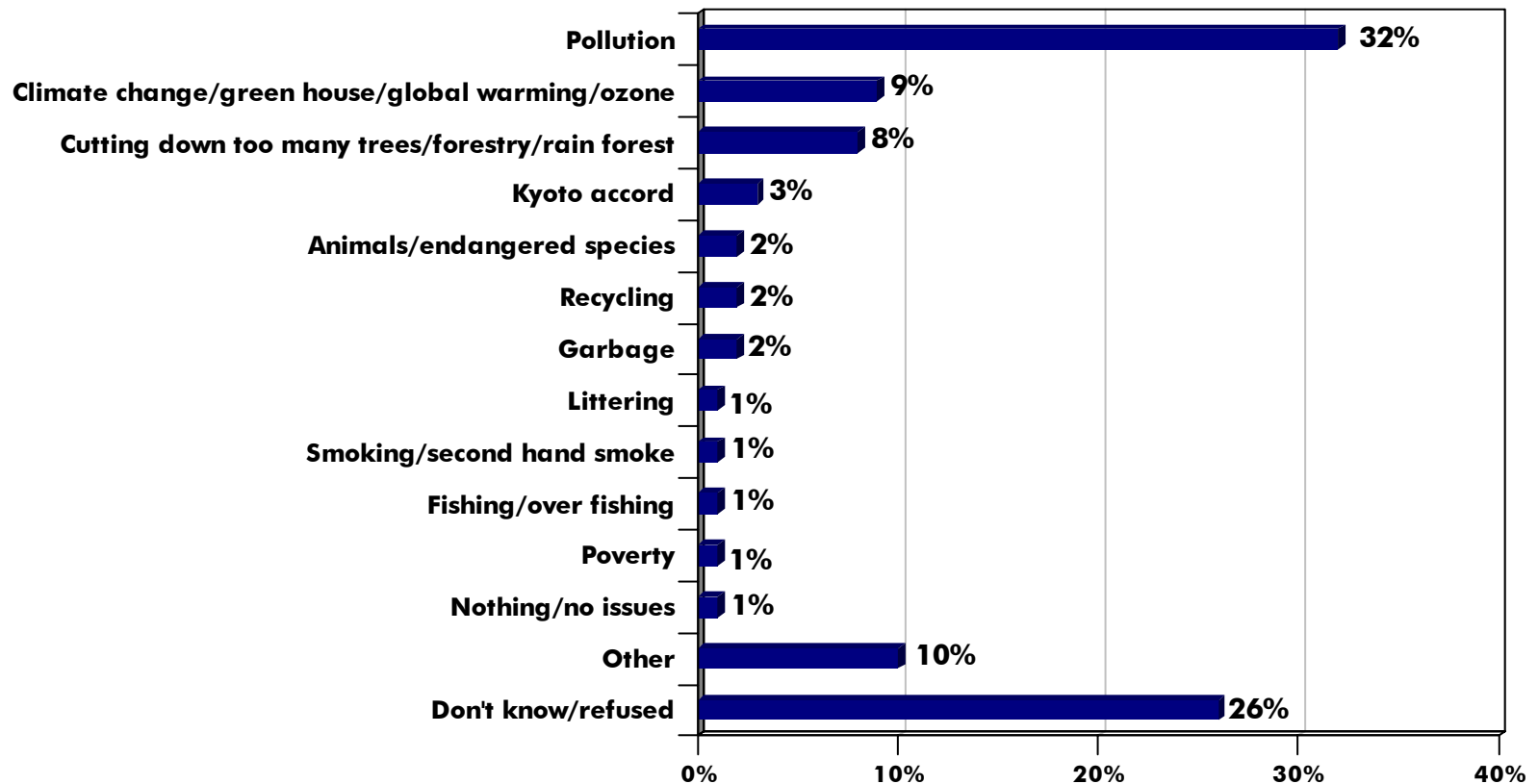
In your view, what is the most important environmental issue today, that is, the one that concerns you the most?



(First mention)

Combined pollution substantially leads other environmental top-of-mind

In your view, what is the most important environmental issue today, that is, the one that concerns you the most?

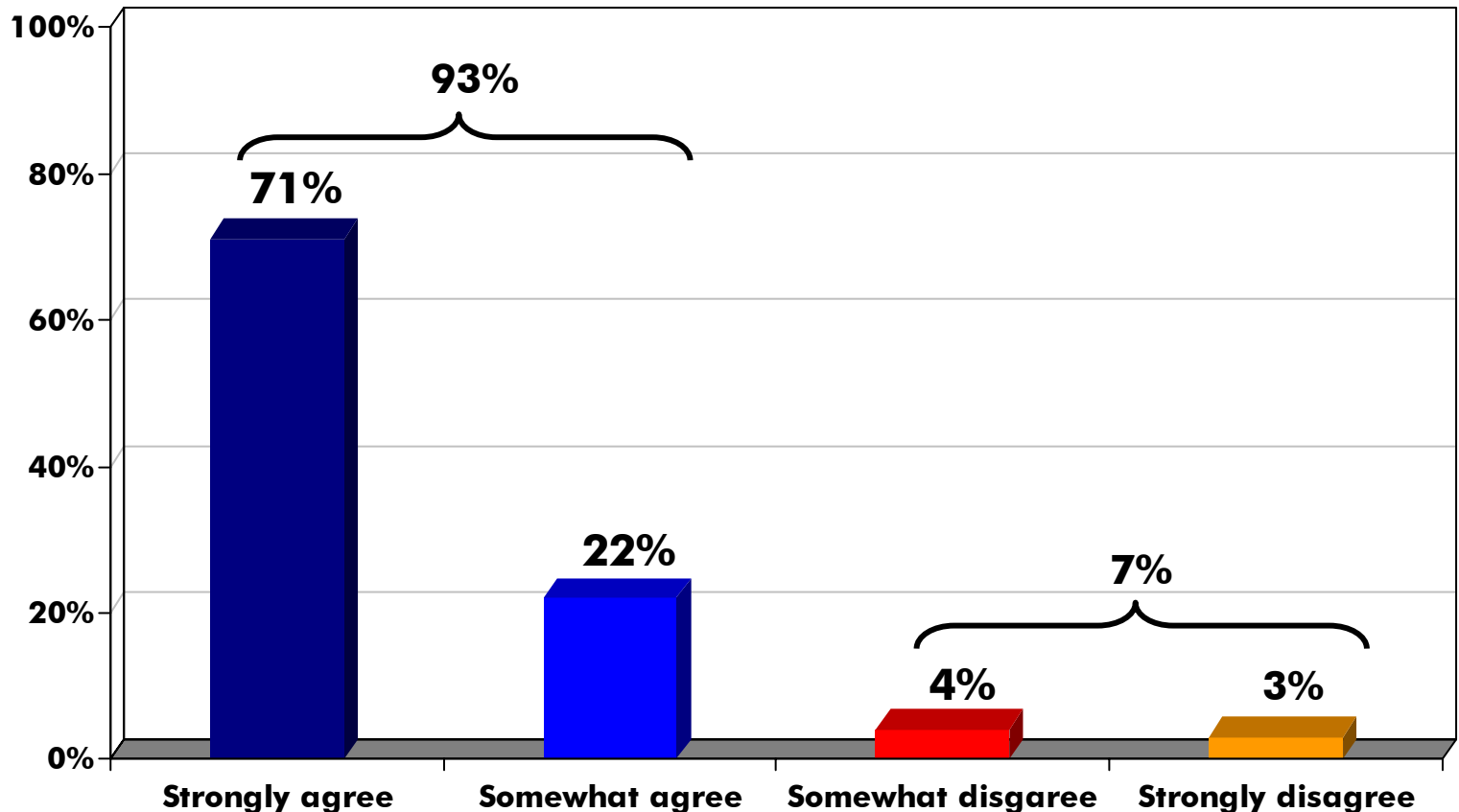


(Collapsed)

Young people connect current lifestyle to declining environment

Now I would like to read a few statements people have made about the environment. For each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

If we continue to live our lives the way we do now, the environment will get worse

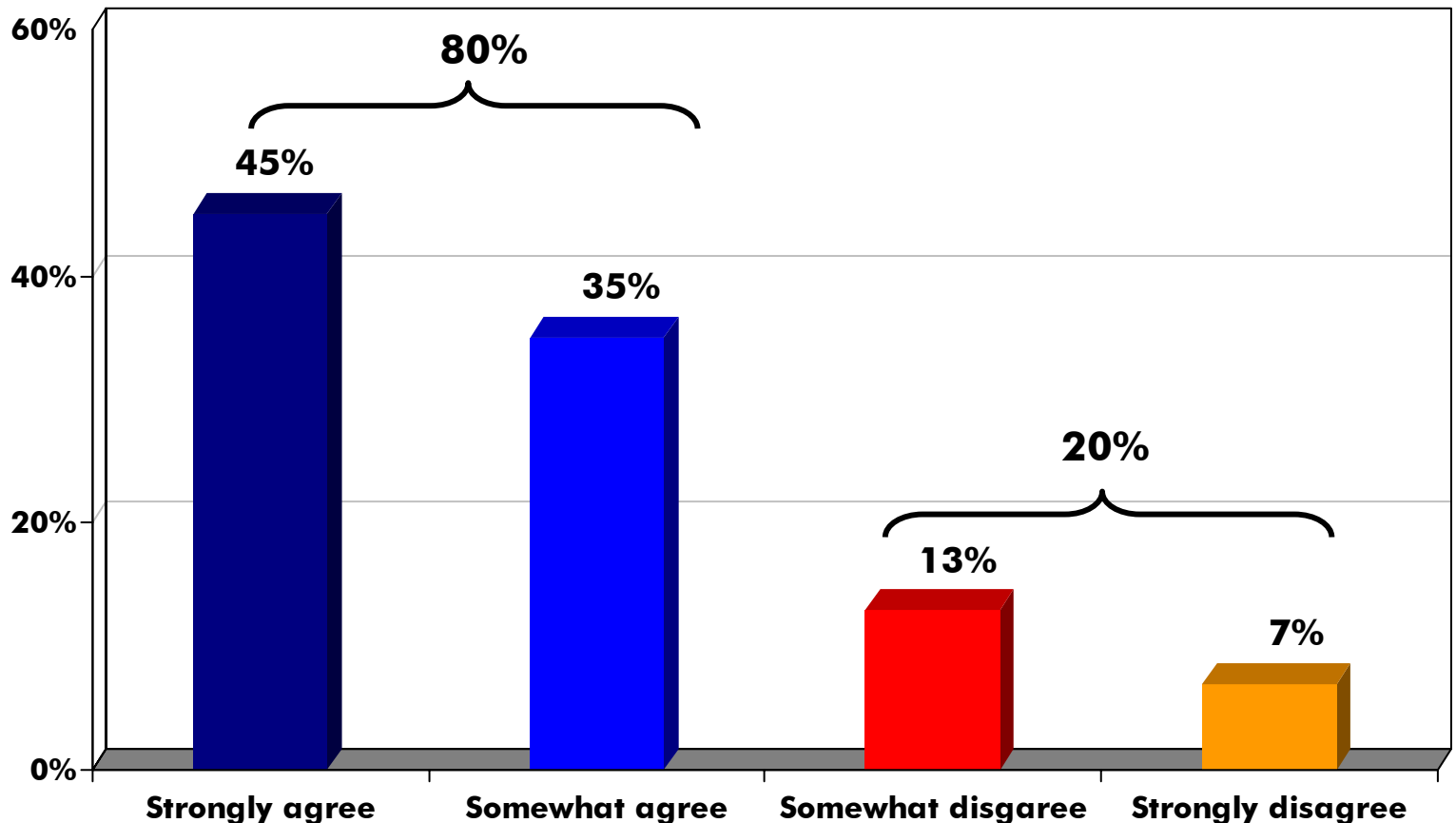


Note: 'Don't know' not shown

Youth critical of own generation

Now I would like to read a few statements people have made about the environment. For each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

Young people are not doing enough to protect the environment

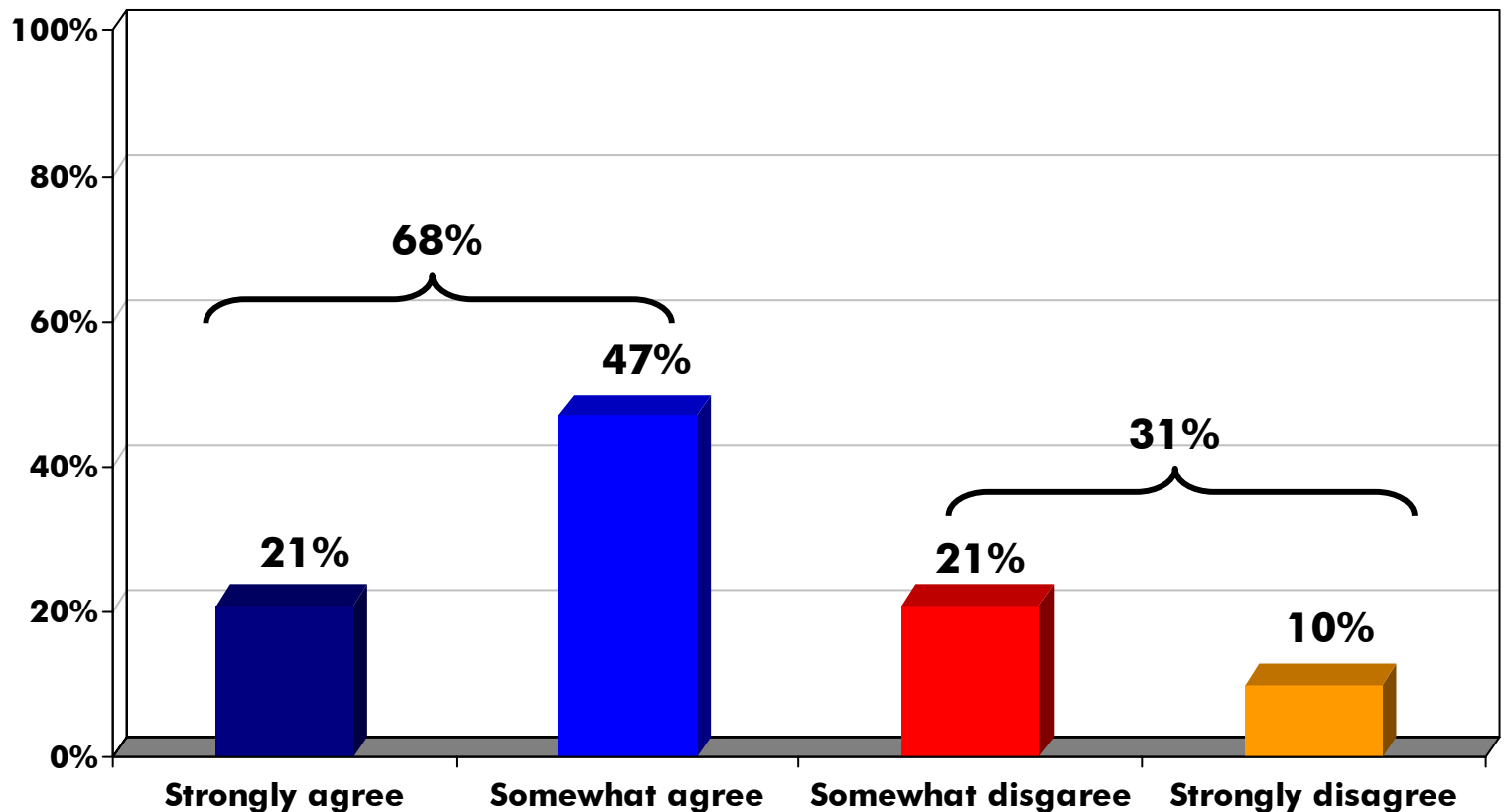


Note: 'Don't know' not shown

Two thirds support a strong role for government

Now I would like to read a few statements people have made about the environment. For each statement, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

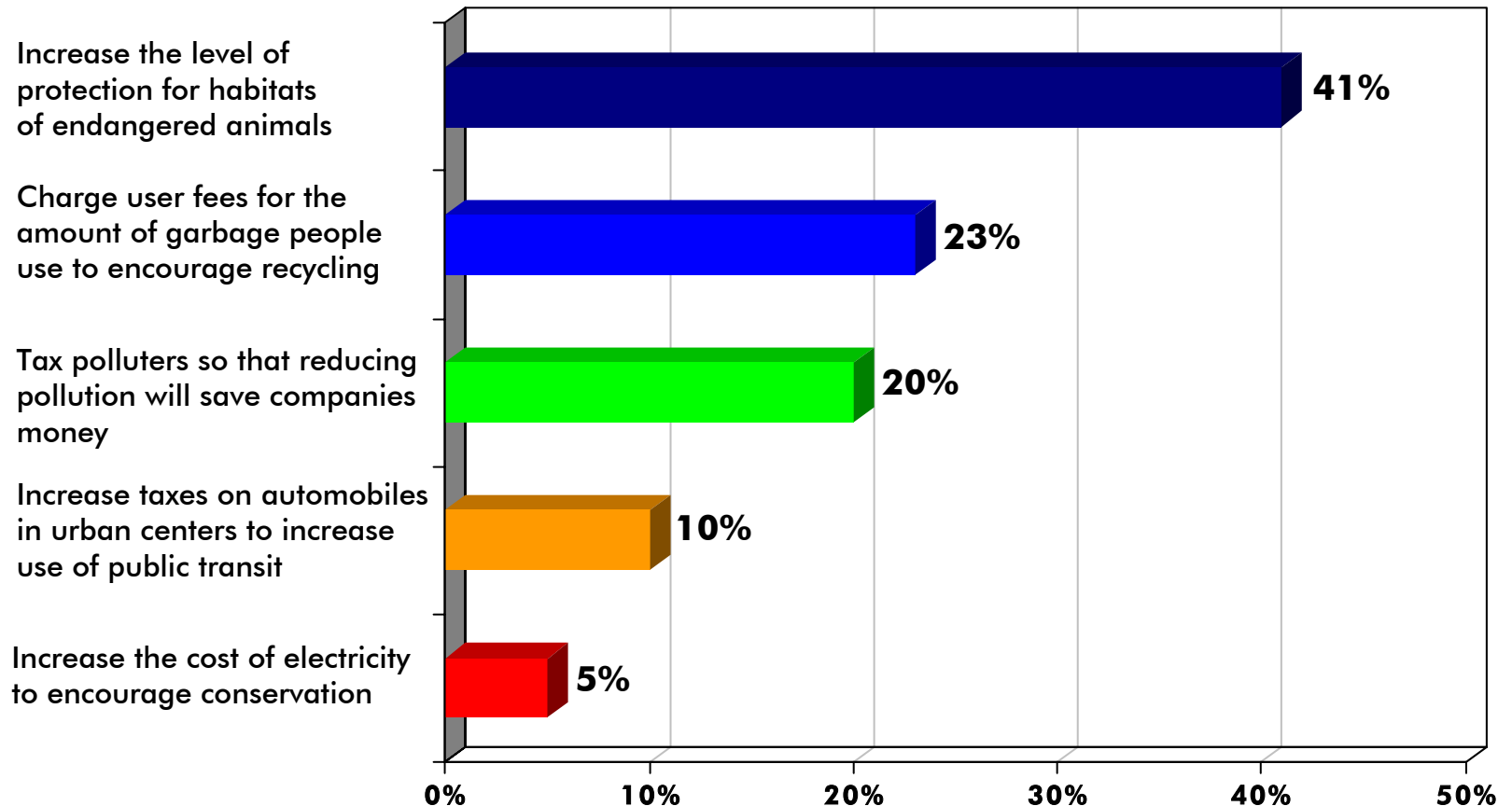
Even if I do everything I can to protect the environment, it won't do any good unless the government forces everyone to behave responsibly on environmental issues



Note: 'Don't know' not shown

Priority given to endangered animals habitat protection over other choices

Now I'm going to read to you a list of 5 things governments can do to help the environment. Tell me which one you support the most:

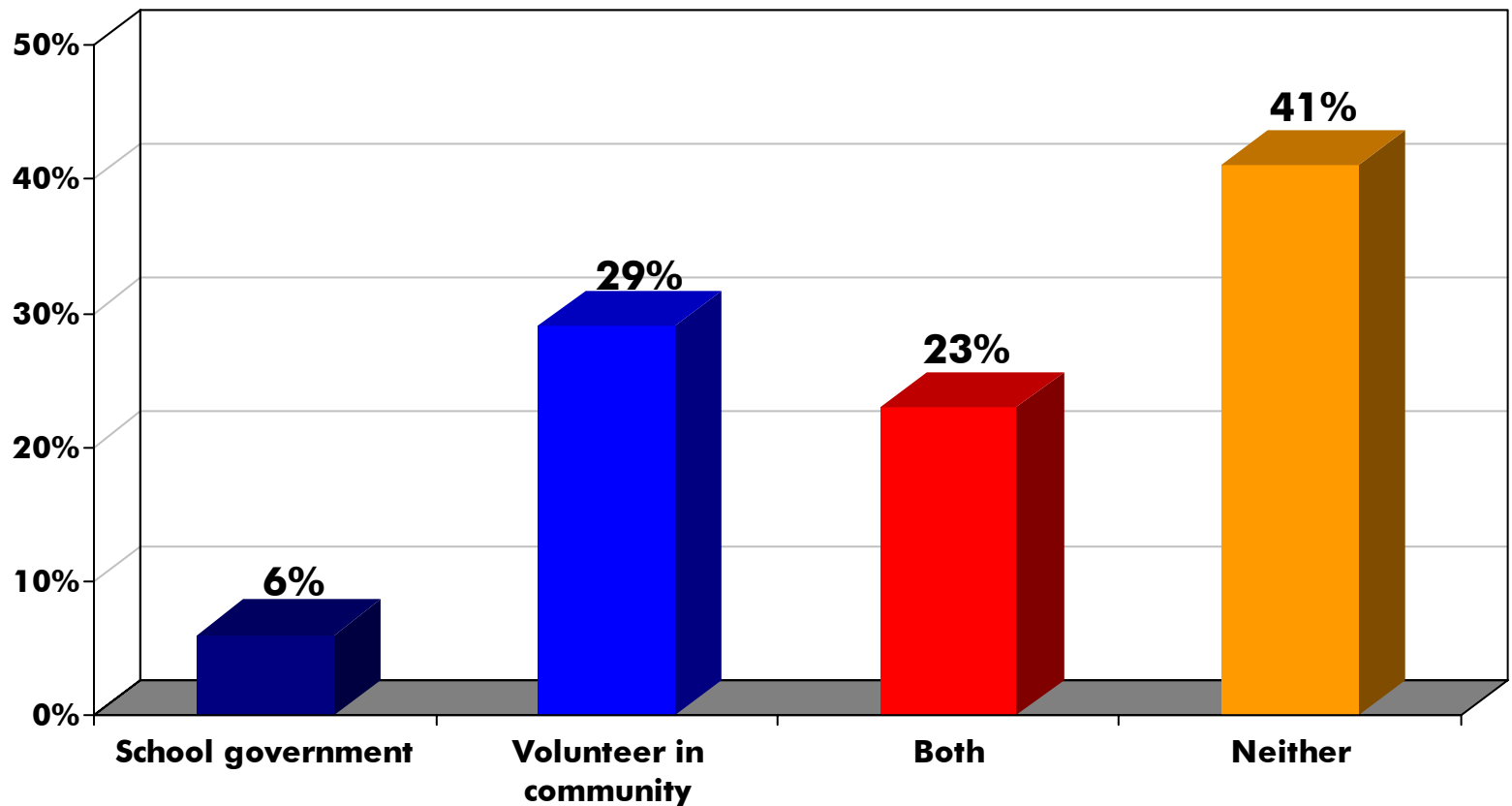


Note: 'Don't know' (1%) not shown

Social Issues

Most youth engaged in community groups, school government or both

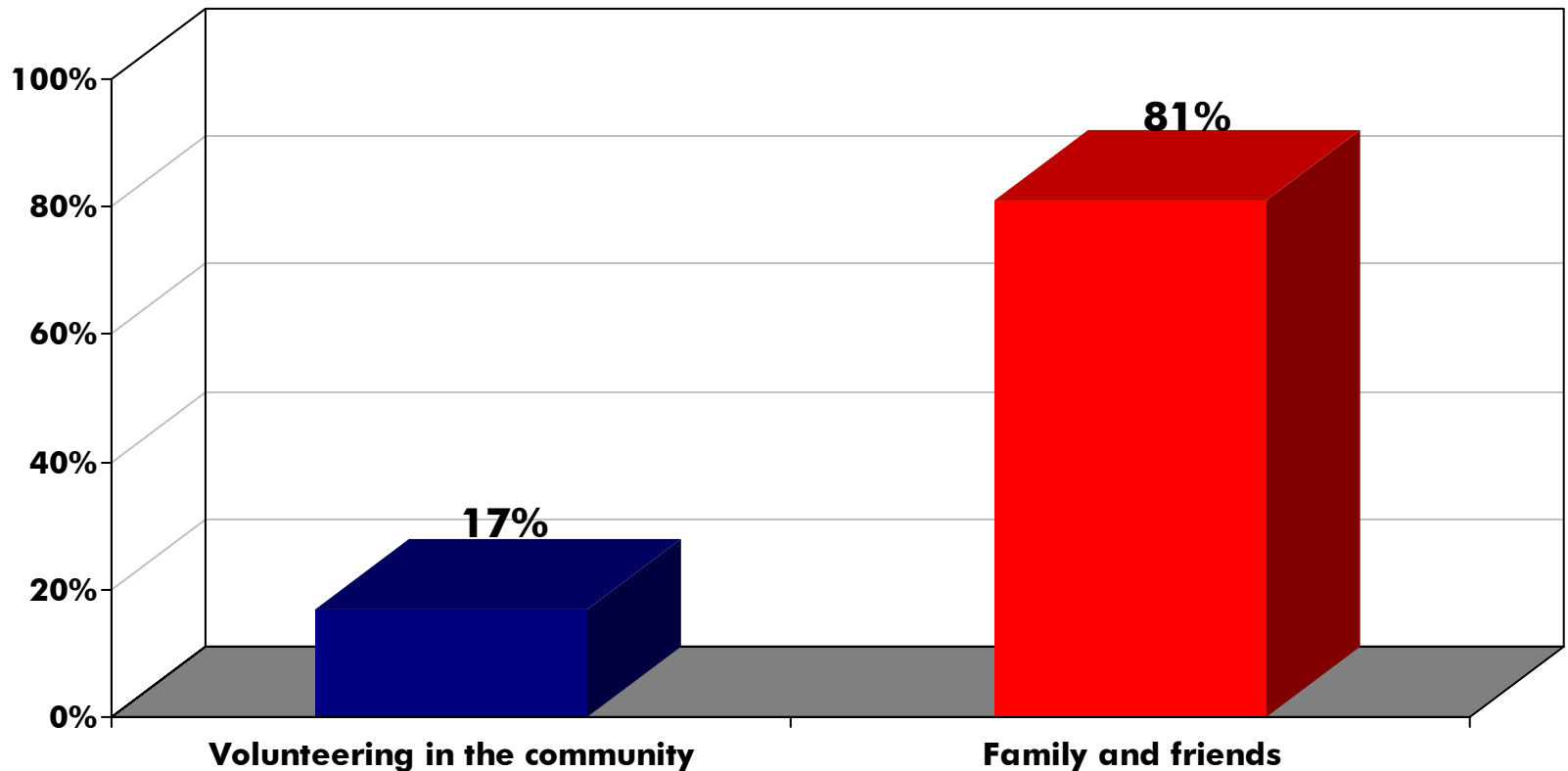
In the last two or three years have you participated in your school government, volunteered to help in your community, done both, or done neither?



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

Interest in family and friends trumps volunteering in community

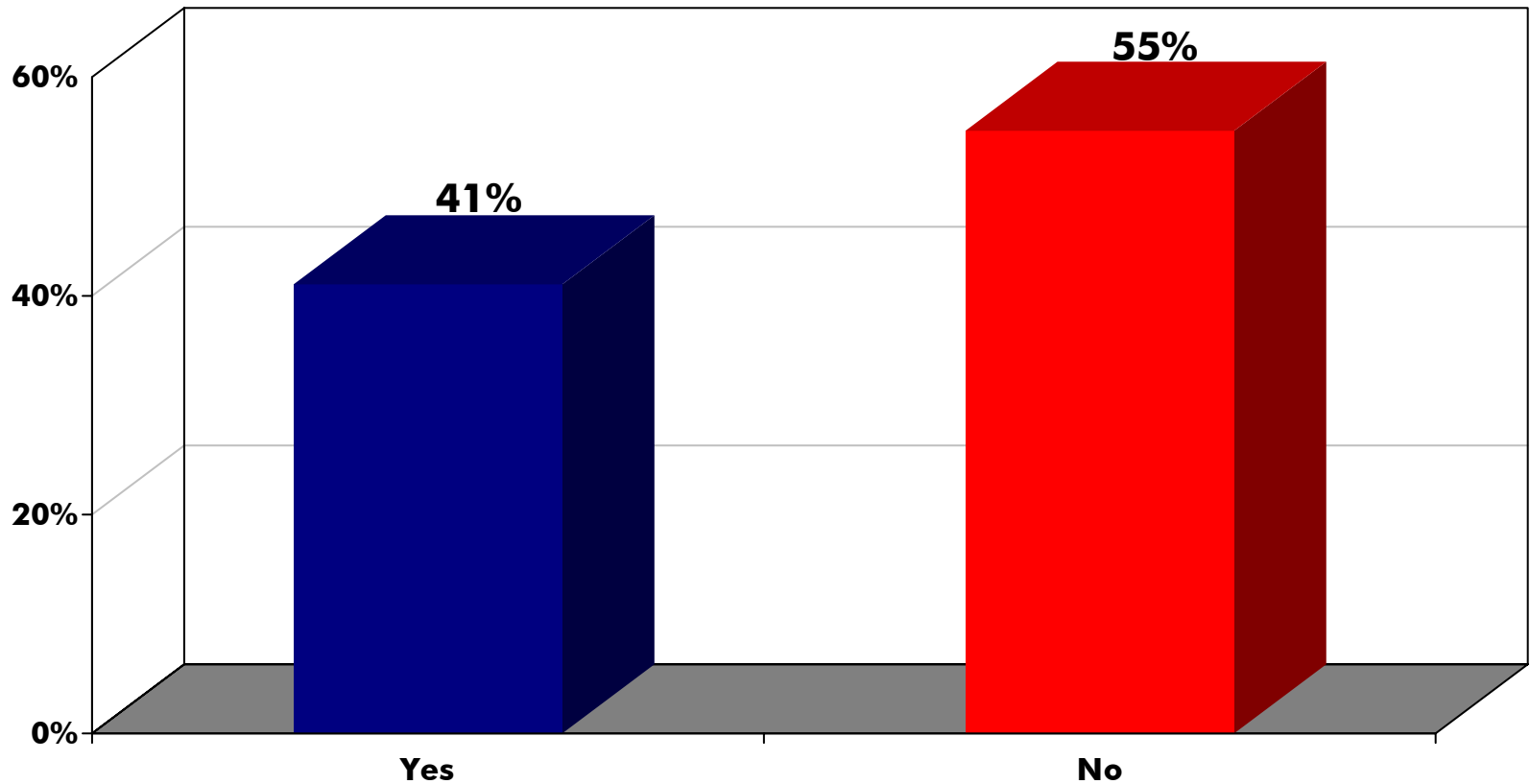
Some people like to volunteer and get involved in their community. Others prefer to focus on their family and friends. How about you, are you more interested in family and friends or in volunteering in the community?



Note: 'Don't know/refused' (3%) not shown

Majority do not support legalizing marijuana

The federal government has announced its intention to reduce the criminal implications associated with possession of marijuana. Do you think smoking marijuana should be legal?

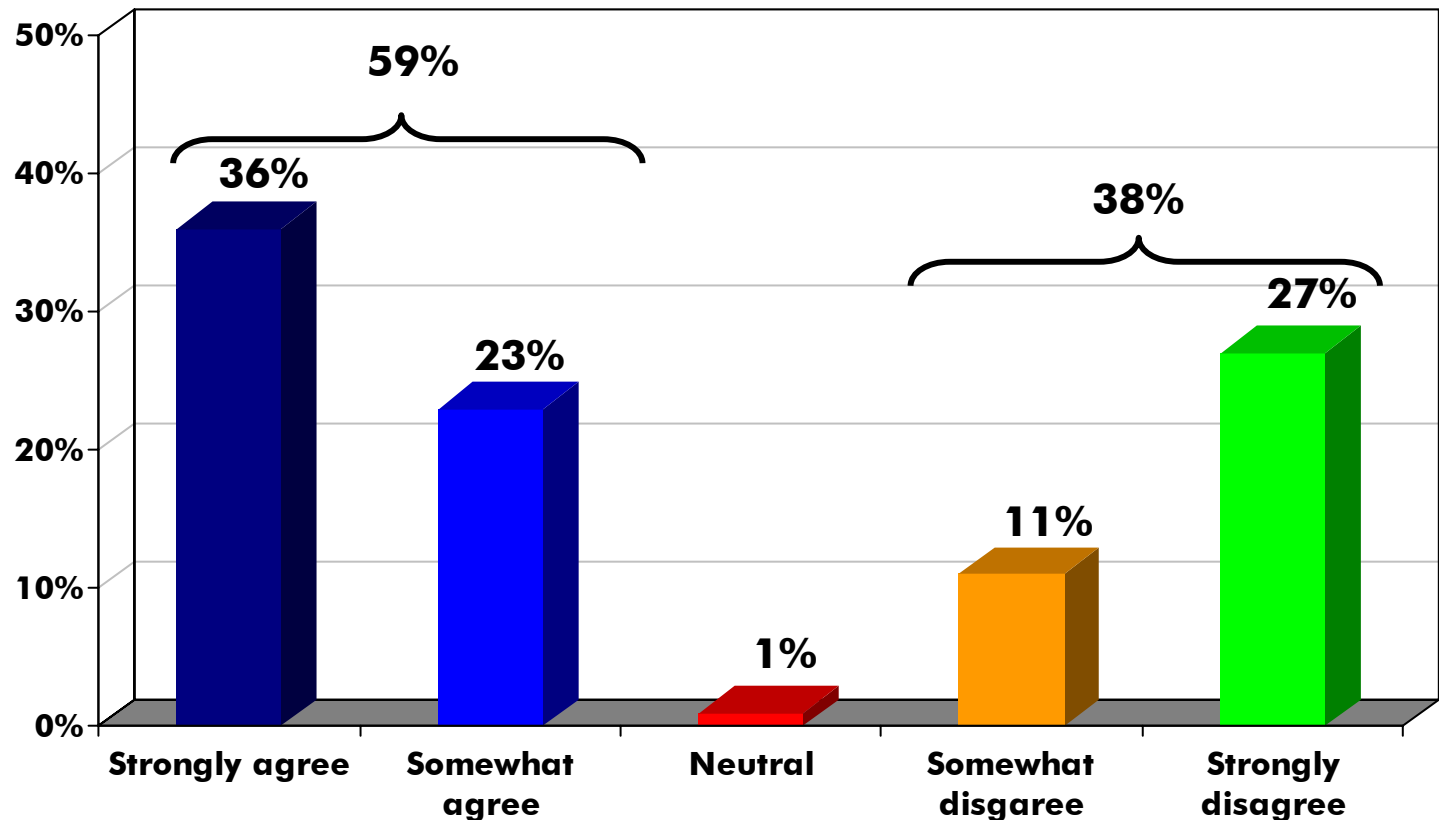


Note: 'Don't know/refused' (4%) not shown

While most support gay marriage, over a quarter are strongly supposed

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Homosexual couples should be allowed to get married

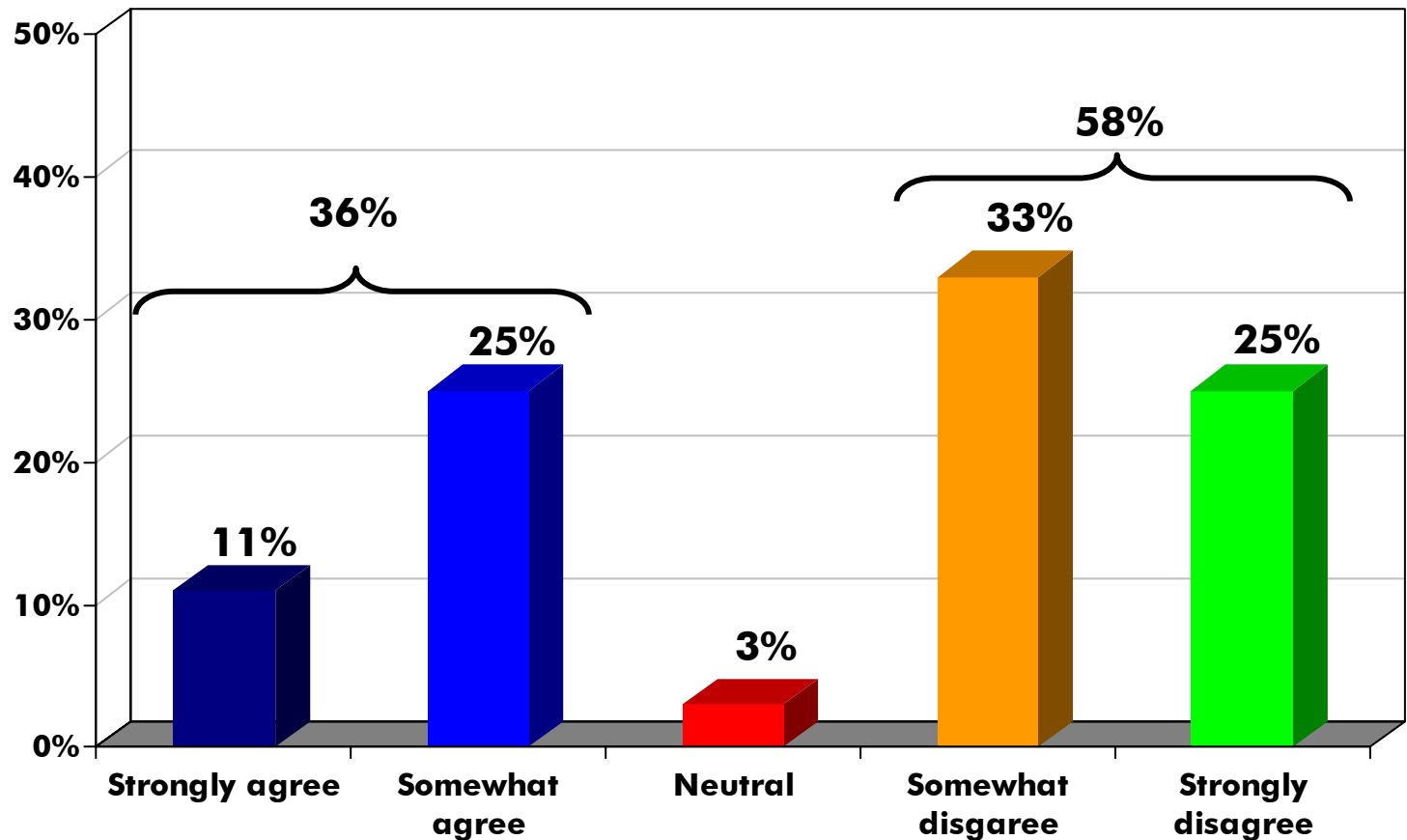


Note: 'Don't know/refused' not shown

One third think too many immigrants don't want to fit in

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

Too many recent immigrants just don't want to fit into Canadian society

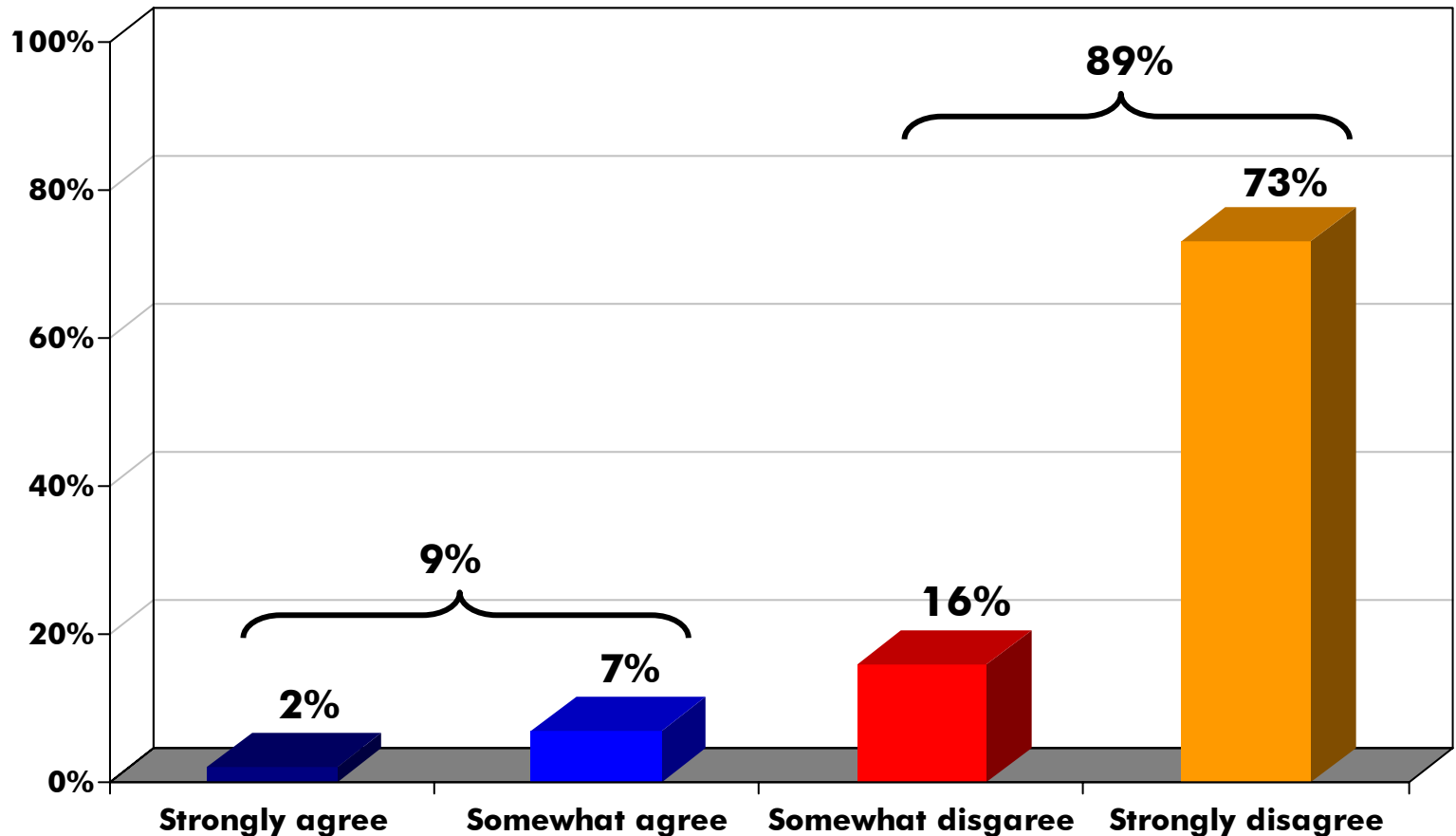


Note: 'Don't know/refused' not shown

Most Canadian youth have a very strong sense of safety

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

I don't feel safe when I leave my house to go to school*



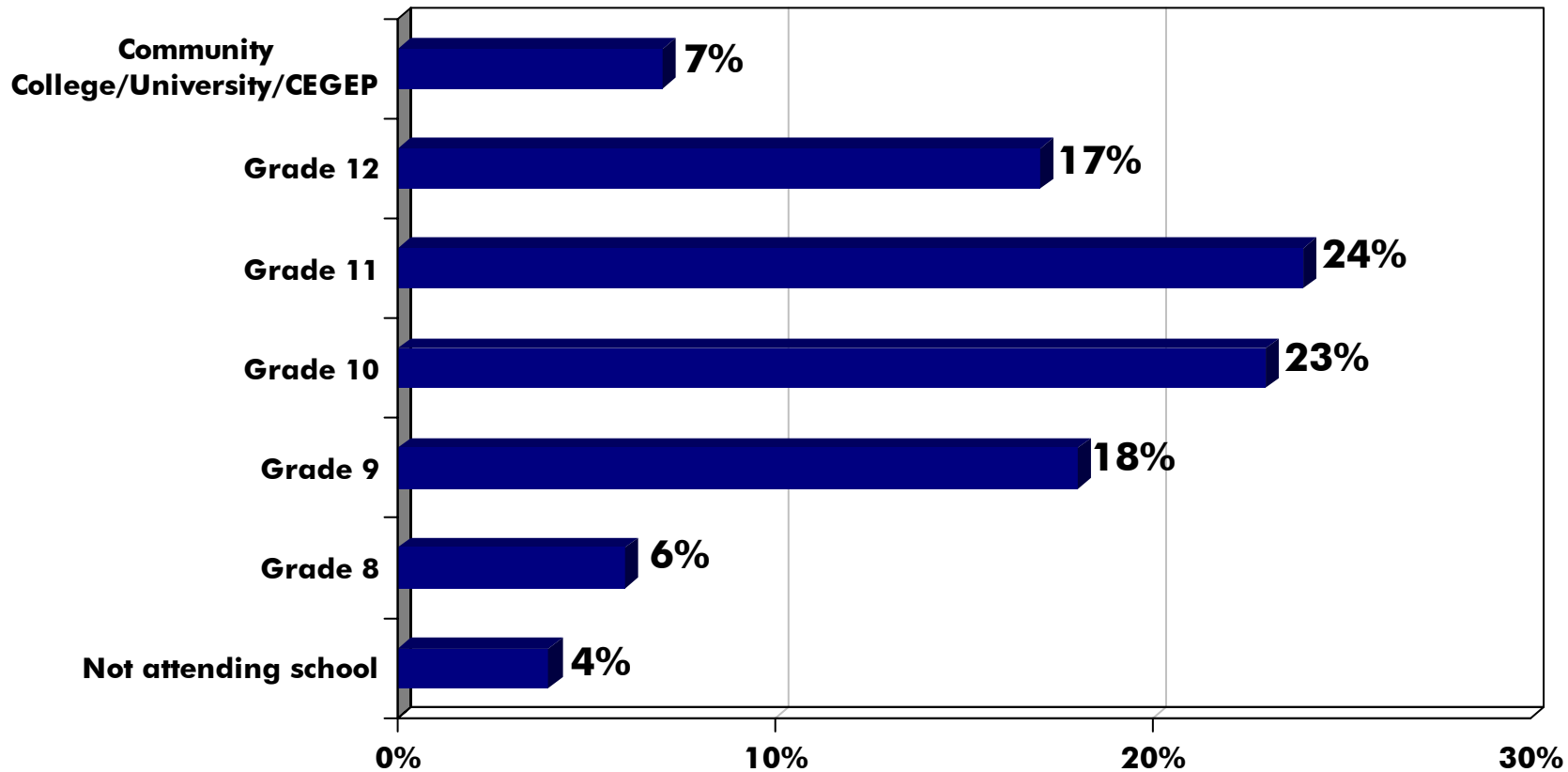
*question only asked to those attending school

Note: 'Don't know/refused' not shown

Education

Respondents school level

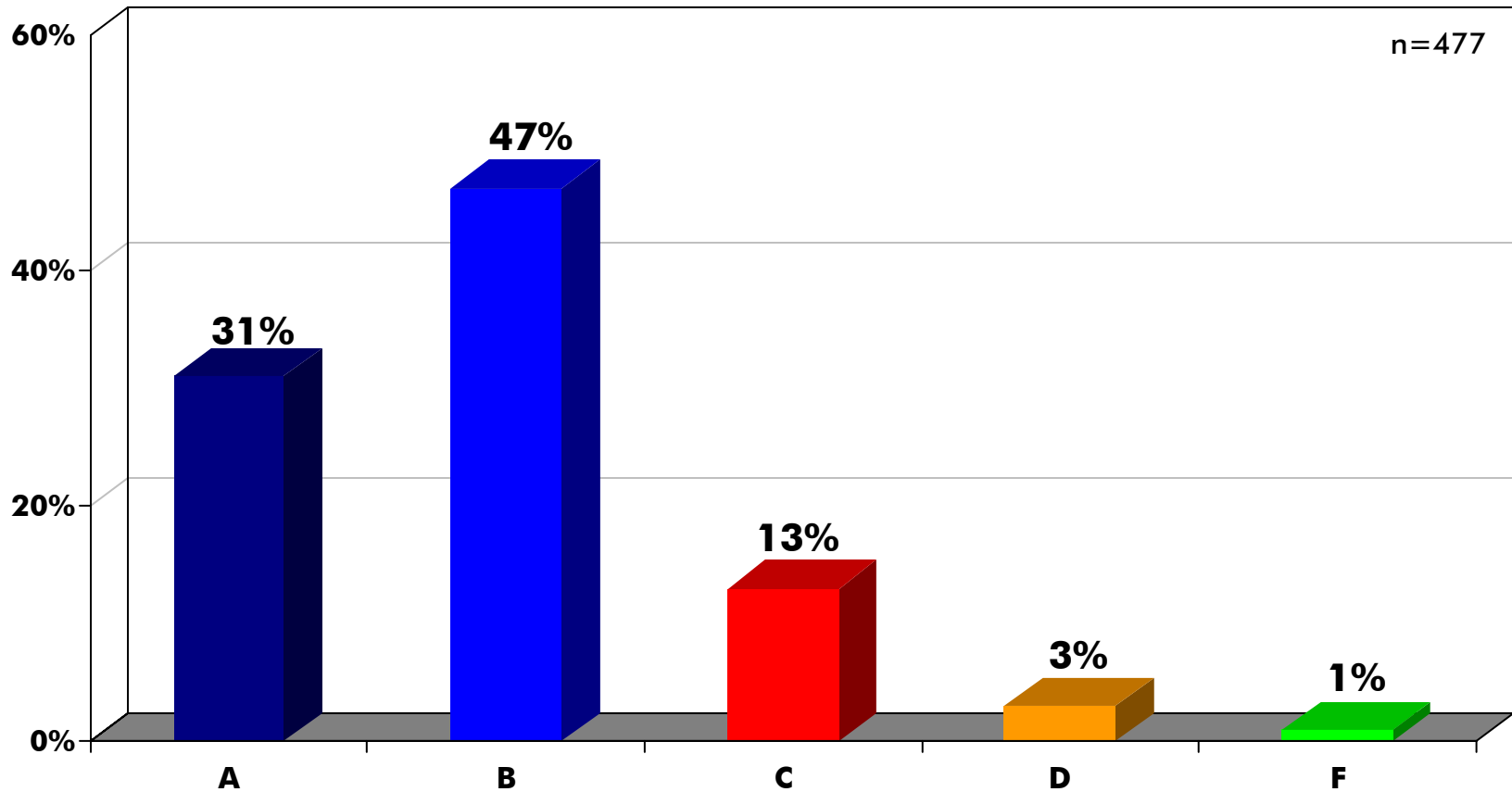
What grade are you in, or are you not attending school?



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

Teachers receive high marks from students

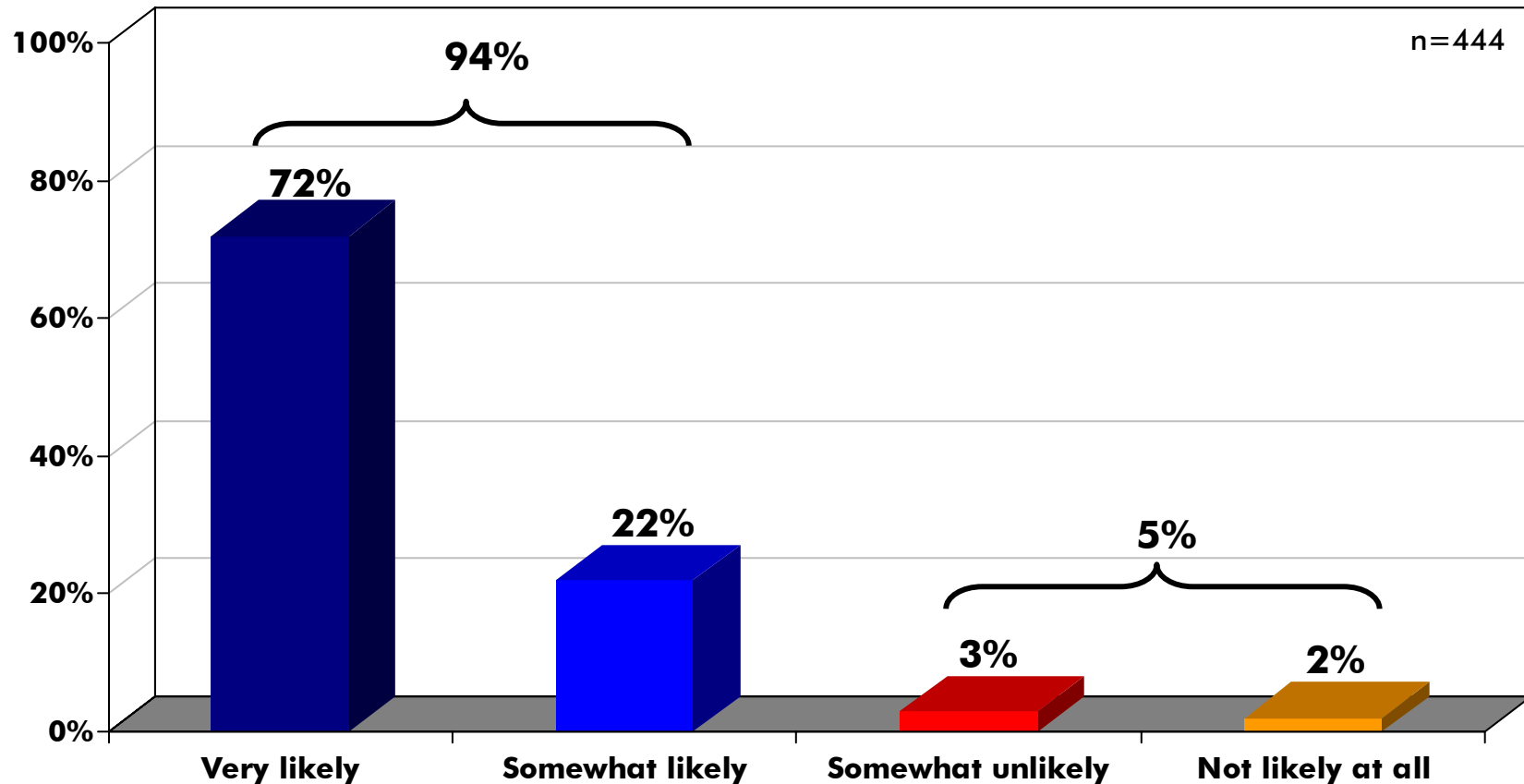
Thinking about the teacher or teachers you had this year, what grade would you give them?



Note: 'Don't know/refused' (6%) not shown

Most students see post-secondary education in their future

How likely is it that you will be continuing on to a post-secondary education? Is that very or somewhat?

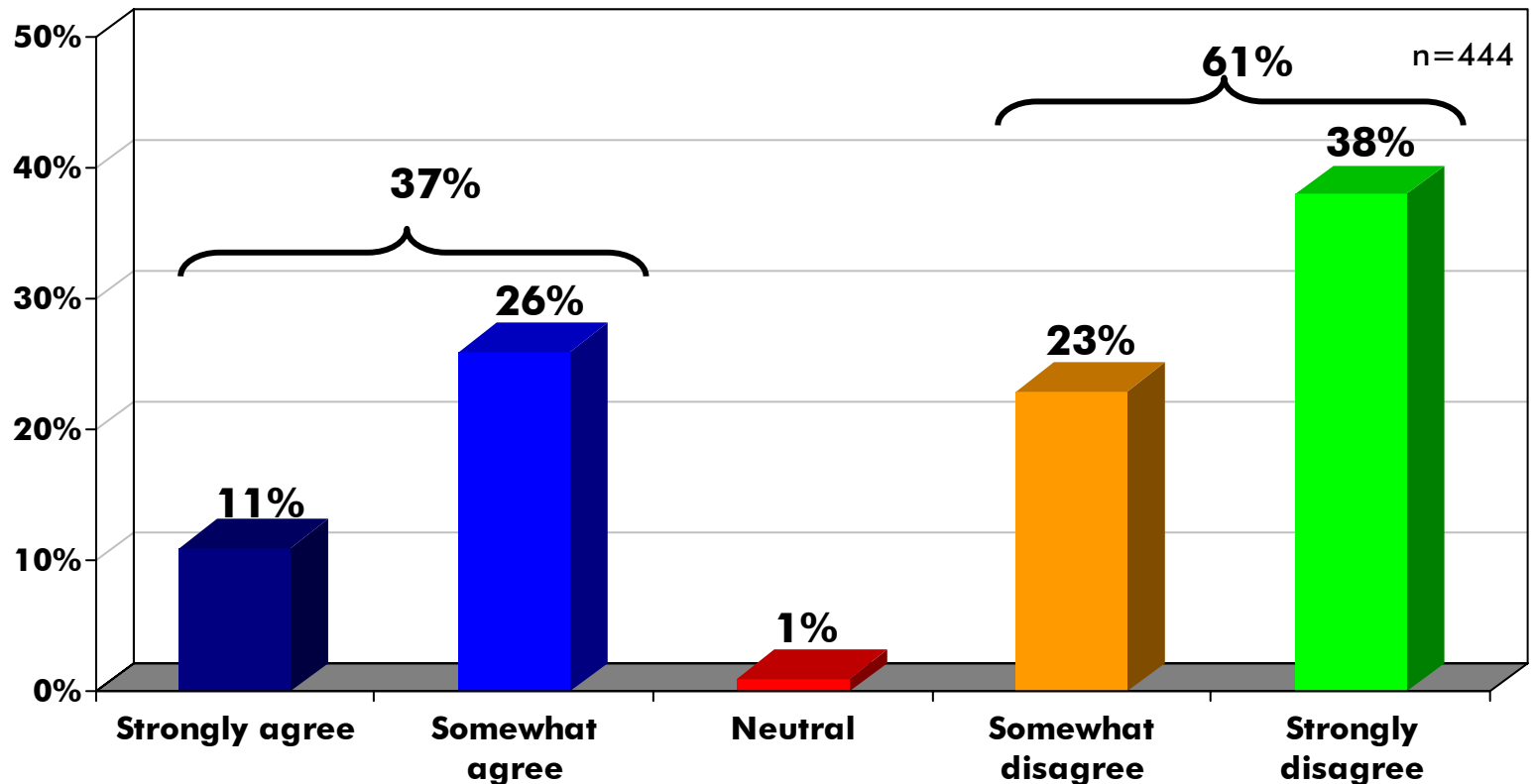


Note: 'Don't know' (1%) not shown

Affordability of post-secondary not a perceived problem for most youth

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:

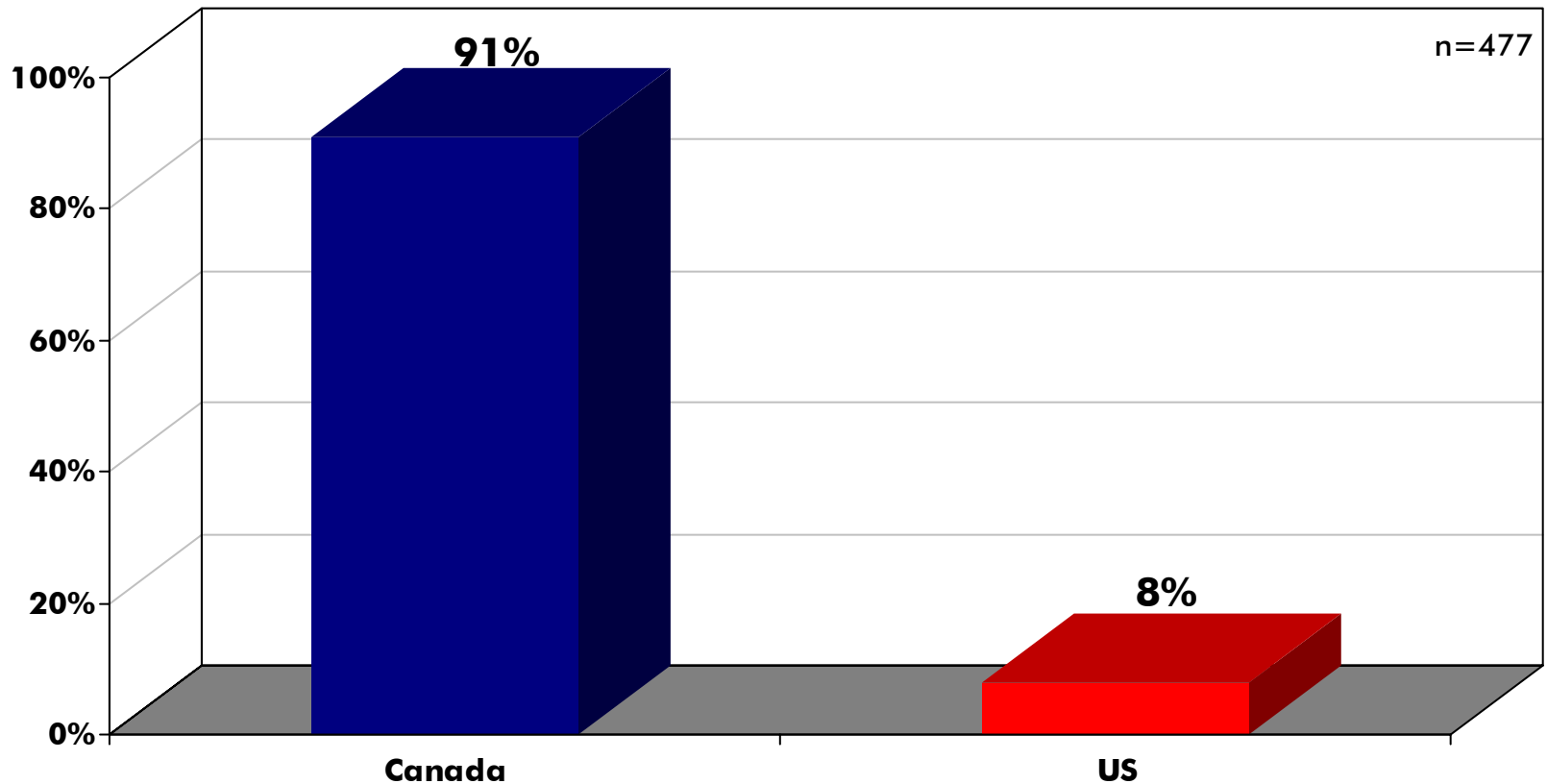
My family may not be able to find the money I need to help go on in education after high school.



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

Education prospects viewed better in Canada

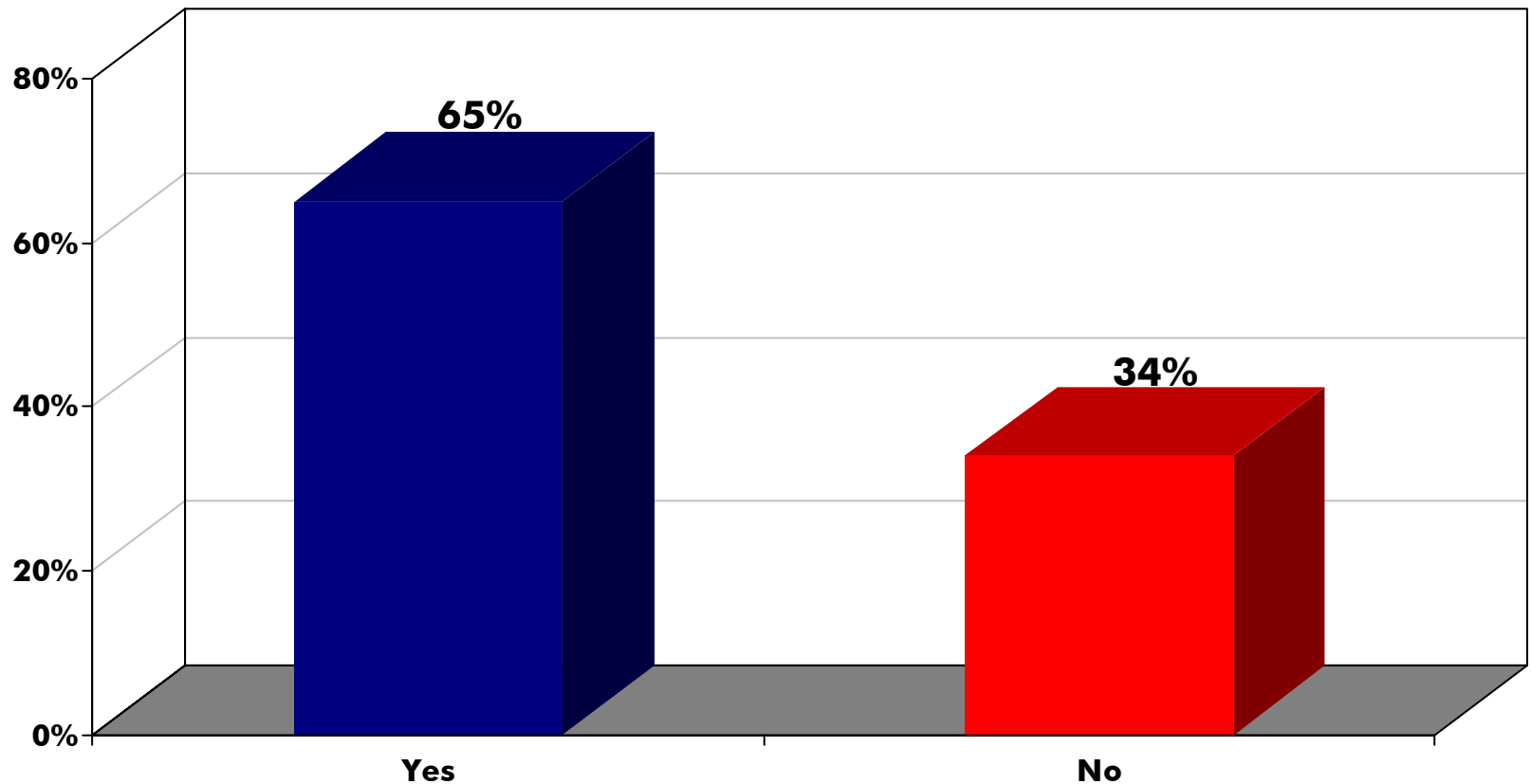
Thinking about your education prospects for the future, do you feel that you are better off staying in Canada or going to school in the US?



Note: 'Don't know/refused' (2%) not shown

Majority have studied how government works

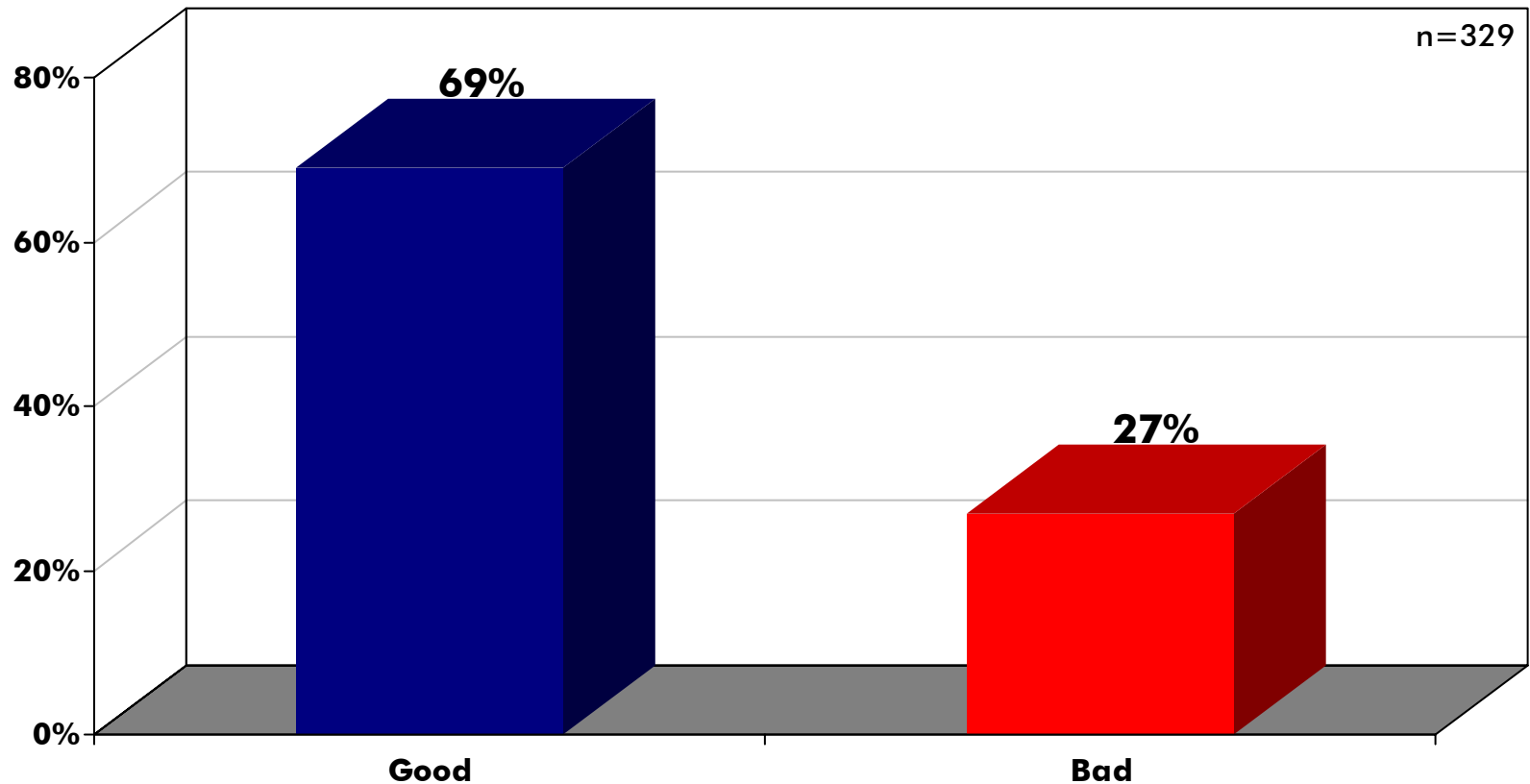
Thinking about classes that you are currently taking, or have taken in school, have you ever studied how government works?



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

Most who attend a civics class say class did a good job

Did you feel that particular class did a good or bad job of preparing you to follow politics and make an informed decision when you vote?



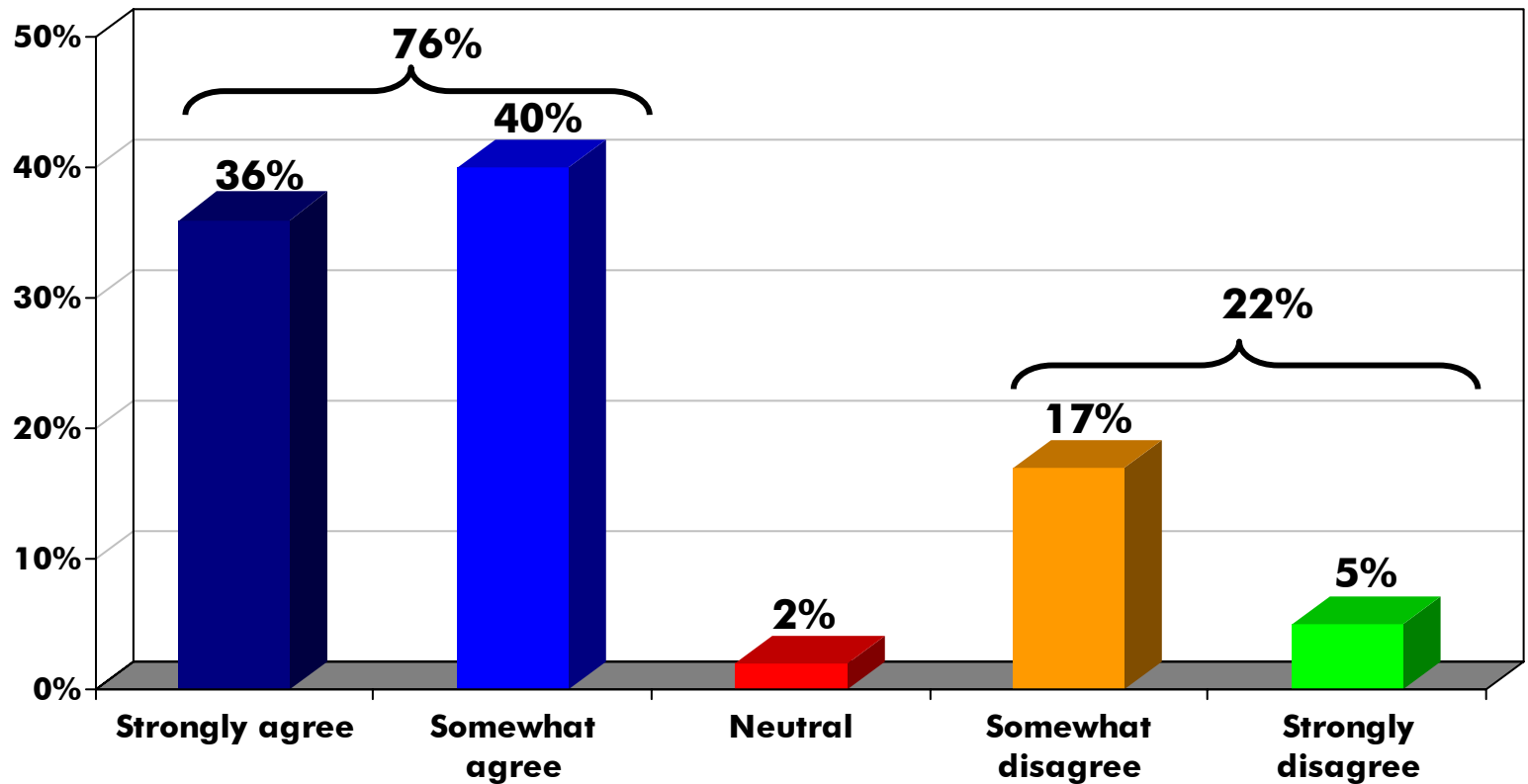
Note: 'Don't know' (4%) not shown

Economy

Majority agree the income gap is too wide

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:

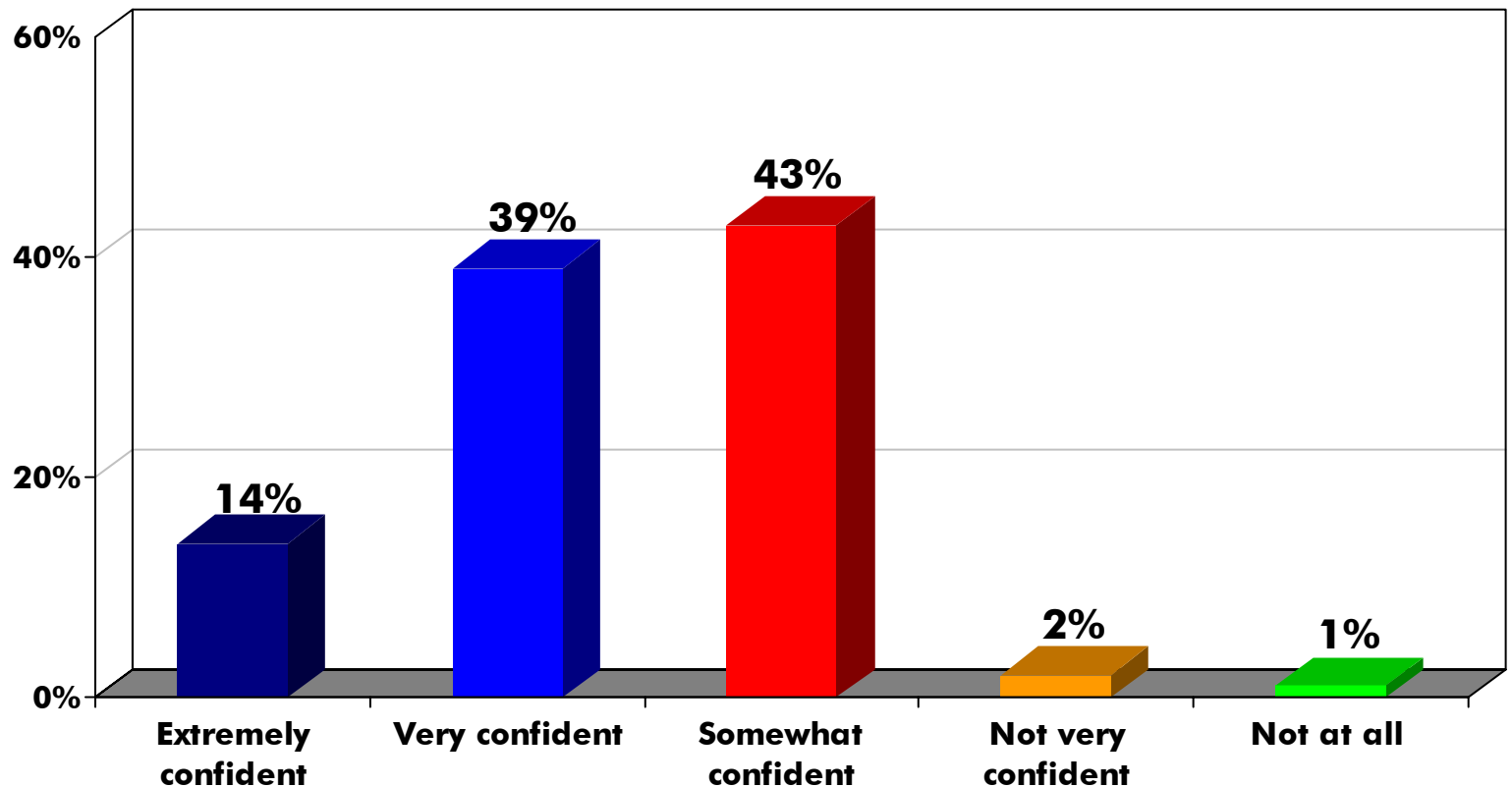
There is too much of a difference between rich and poor in this country.



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

Canadian youth confident in their personal prospects post school years

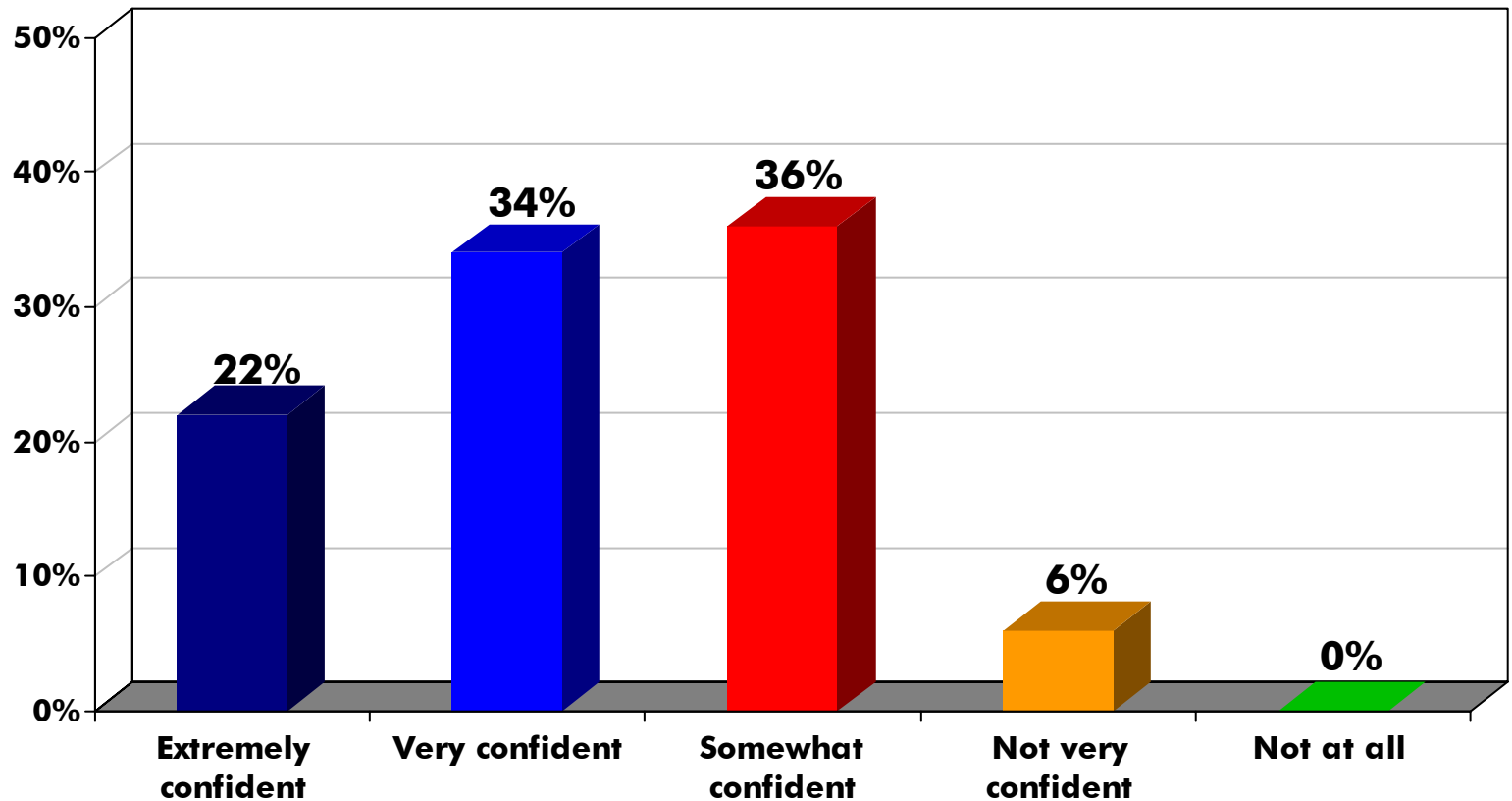
Thinking about your ability to get by once you leave school, how confident are you about your personal prospects. Would you say you are extremely confident, very confident, somewhat confident, not very confident or not confident at all about your prospects once you leave school?



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

Youth have fairly strong confidence regarding training opportunities

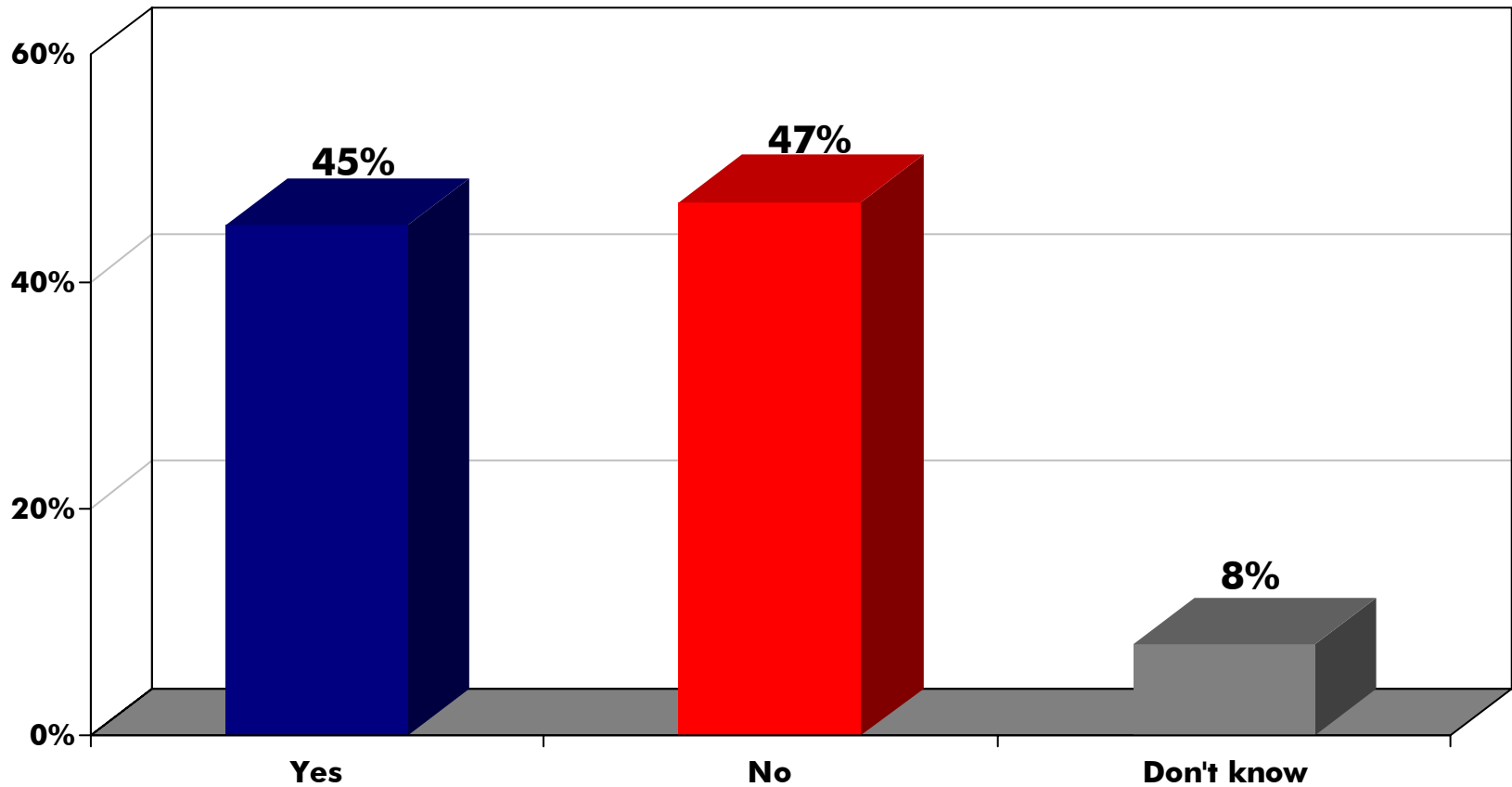
Thinking now about your future and what you'll do in terms of a job or career, how confident are you that you will be able to get the training opportunities you will need to get the sort of jobs you want?



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

Canadian youth divided on appeal of US job opportunities

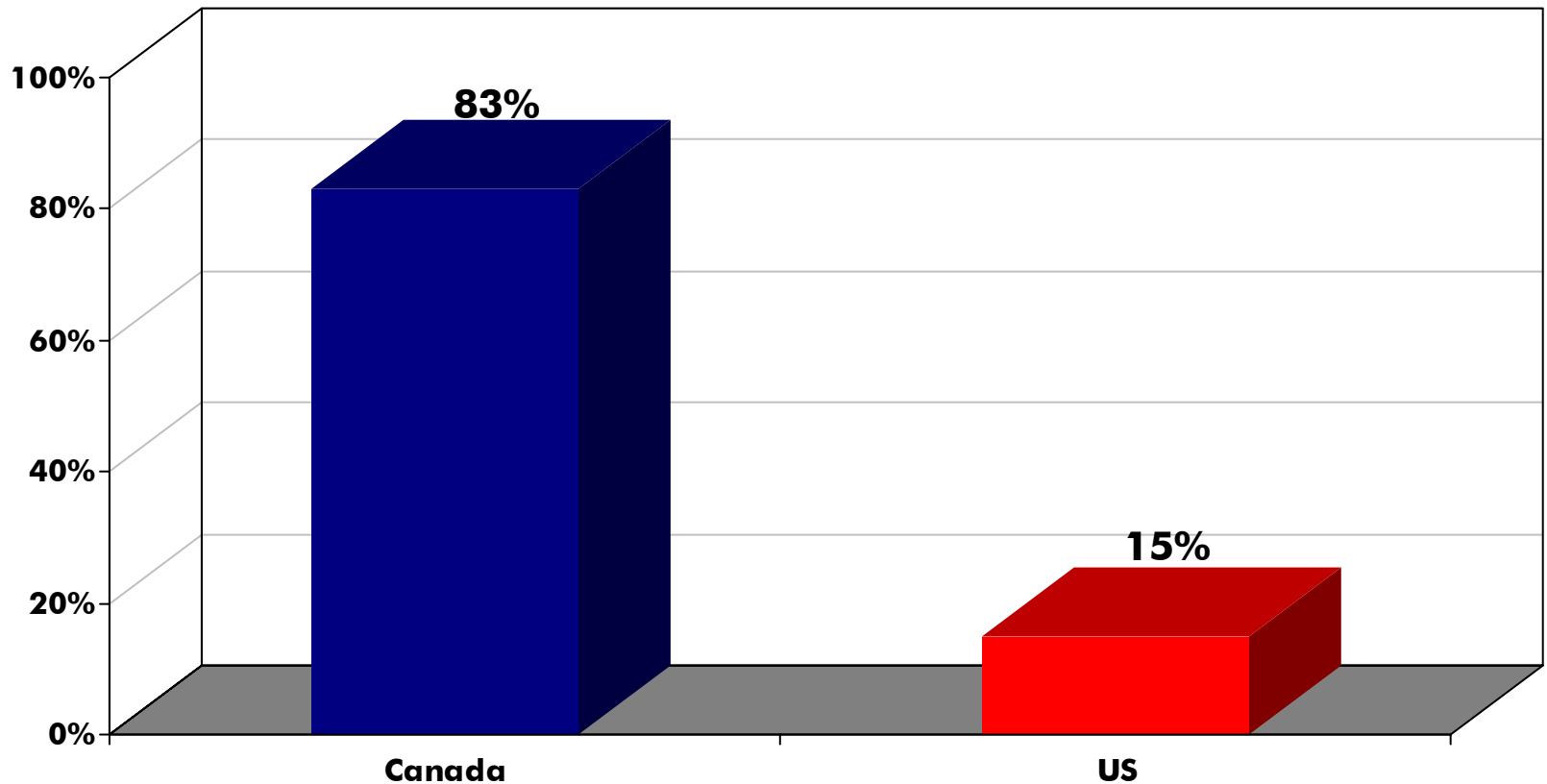
If you were offered a better paying job in the United States, would you take it?



Note: 'Refused' (<1%) not shown

Young people strong believe the future is better for them in Canada than in US

Thinking about your job prospects for the future, do you feel that you are better off staying in Canada or moving to the US?

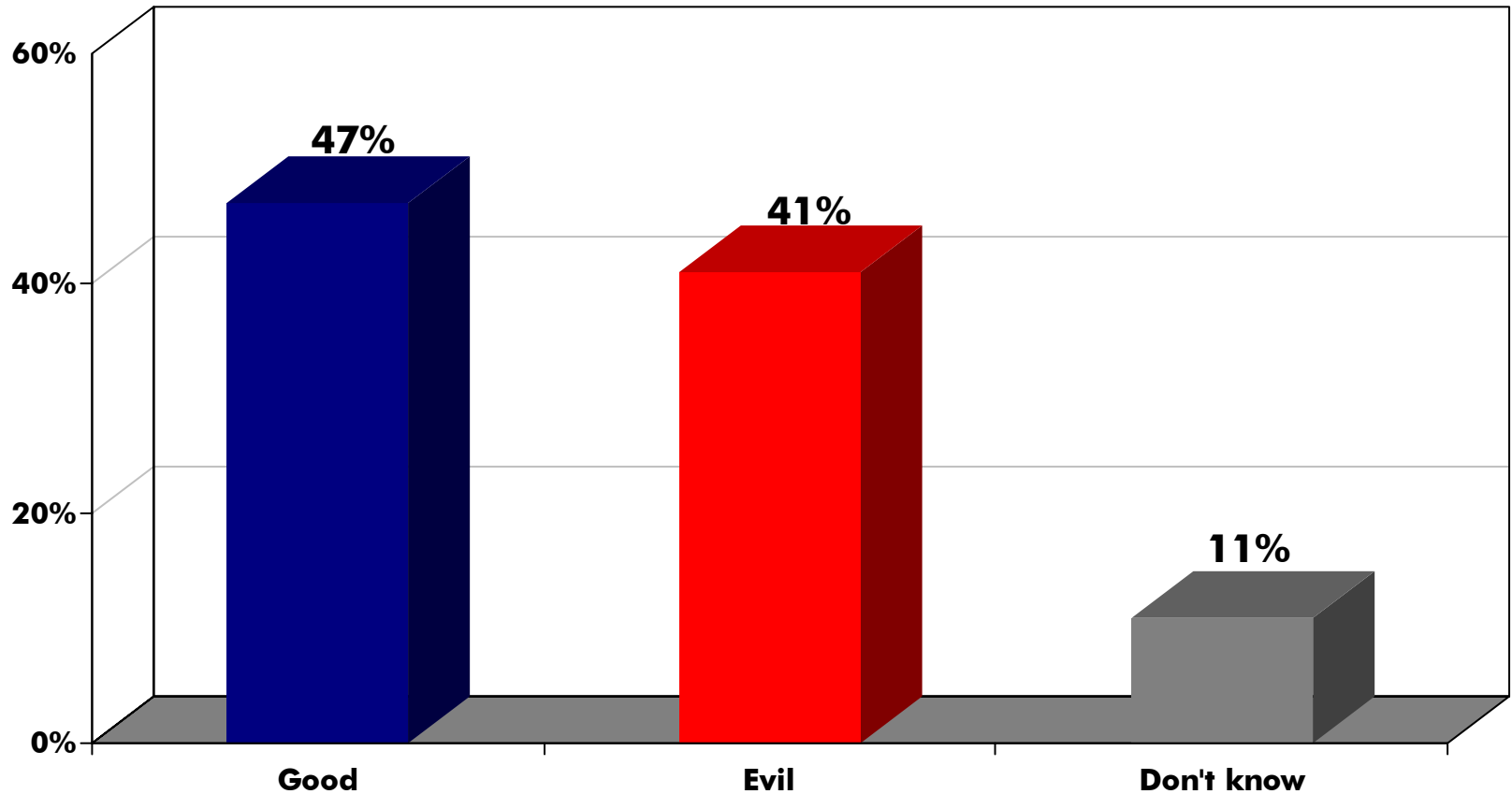


Note: 'Don't know' (2%) not shown

Canada and the World

Slightly more see US as 'Good' over 'Evil'

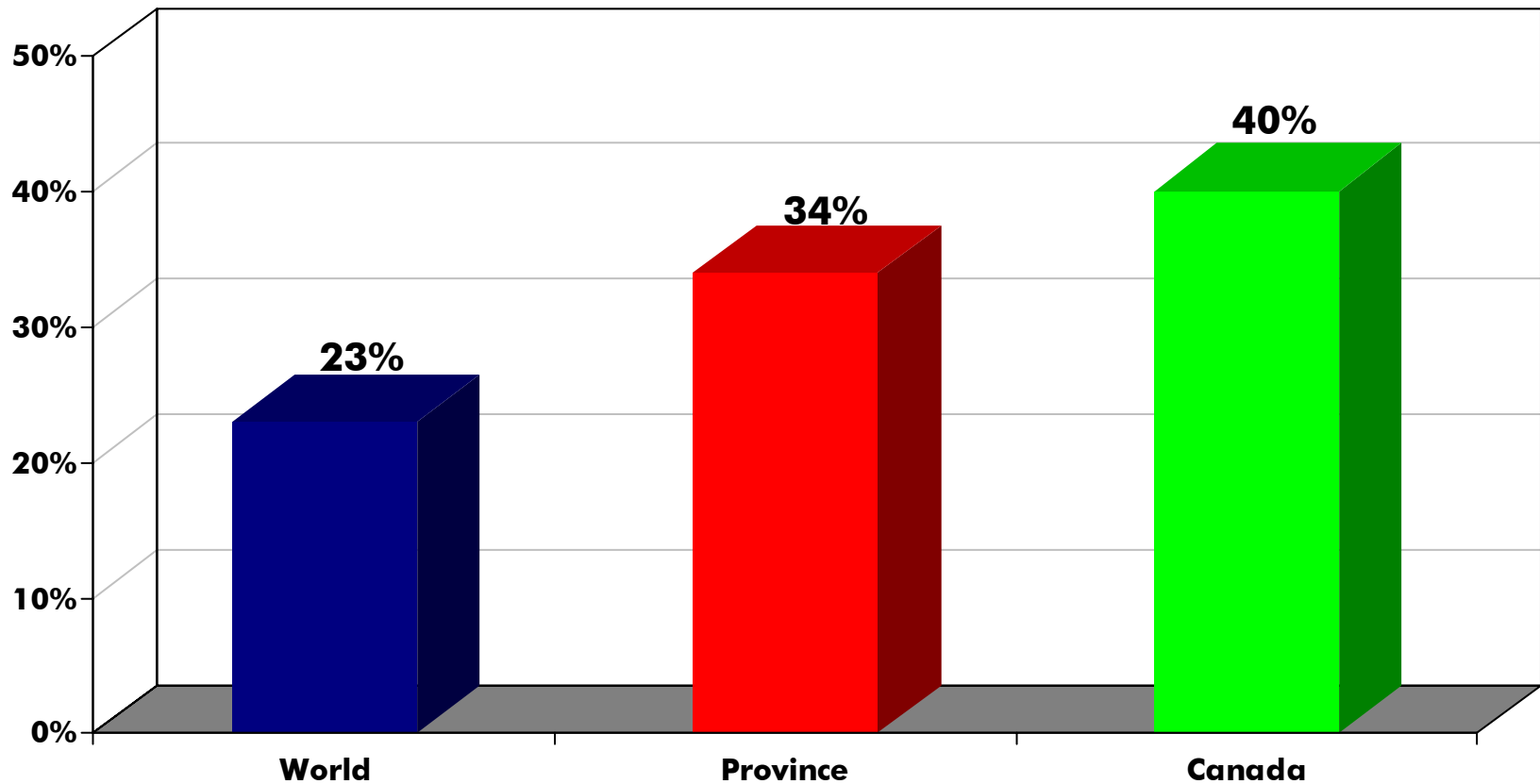
Is the US a force for evil or good in the world?



Note: 'Refused' (2%) not shown

Young people generally consider themselves as Canadian first

What is a better way to describe yourself, as a citizen of the world, of Canada, a citizen of...



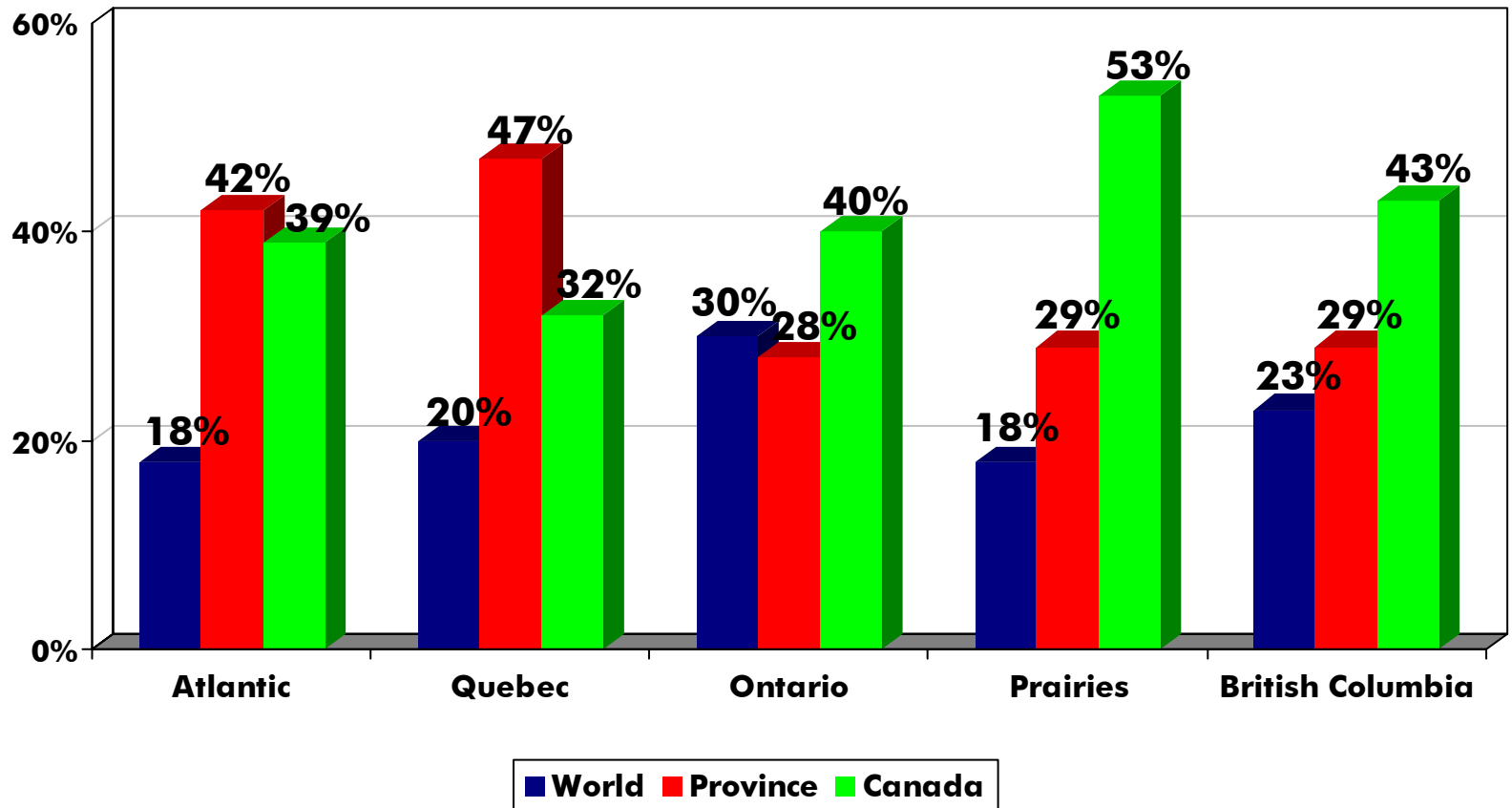
Note: 'Don't know/refused' (2%) not shown

Exception is Quebec and Maritimes

What is a better way to describe yourself, as a citizen of the world, of Canada, a citizen of...

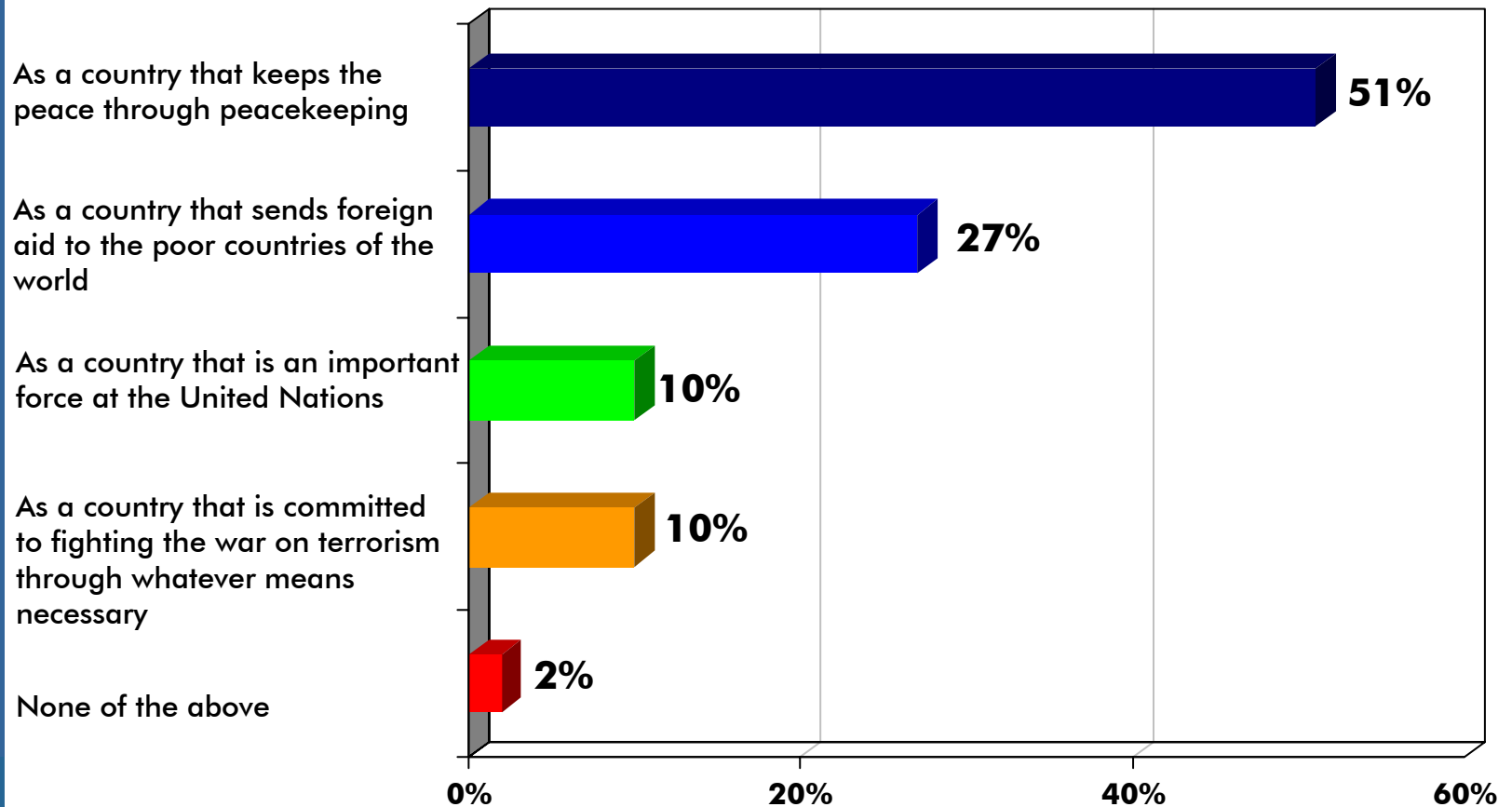
vs.

Region



Most young people want Canada to be known for its peacekeeping

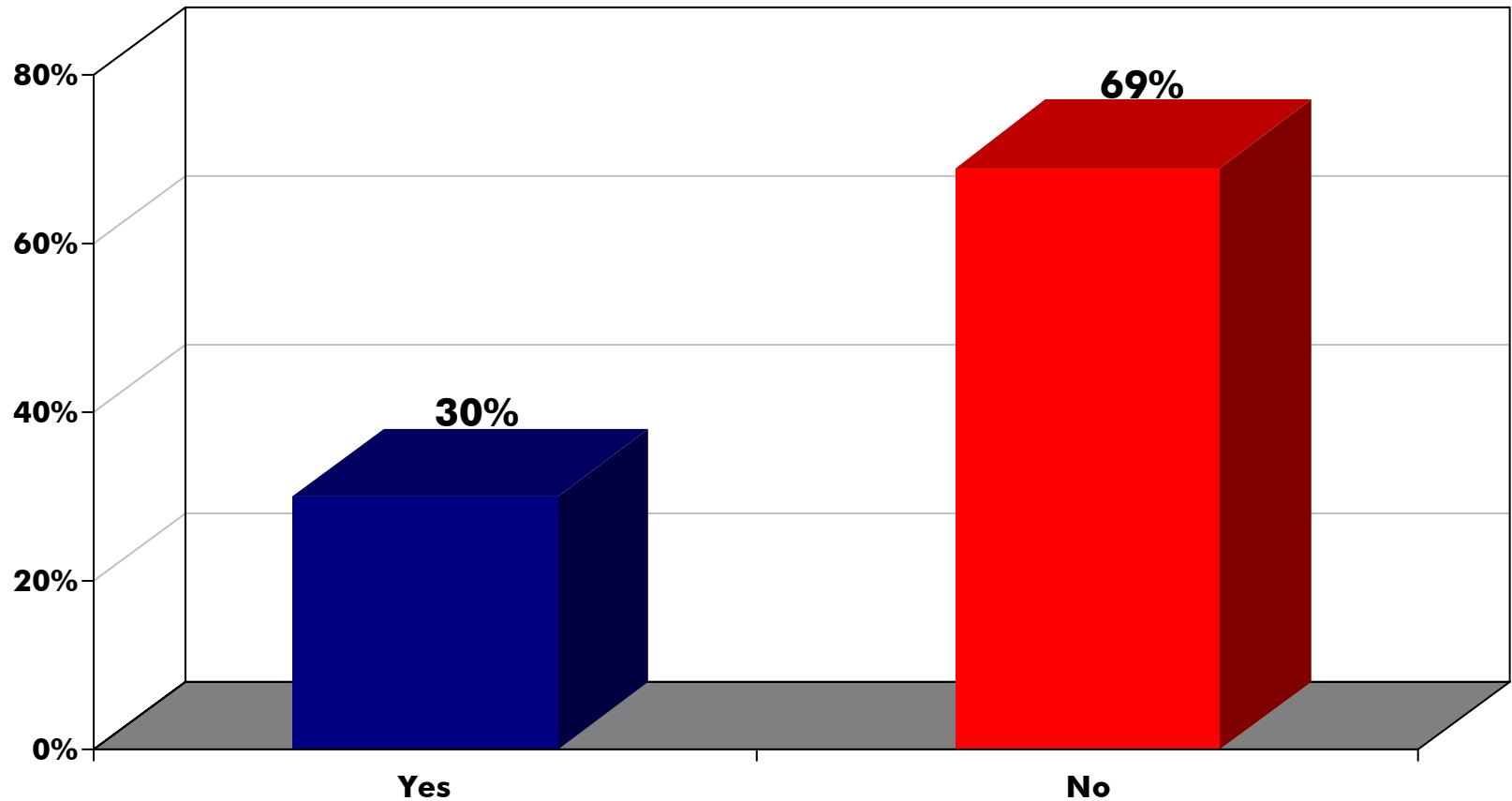
How would you like Canada to be primarily known for:



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

Military is not considered a popular career choice

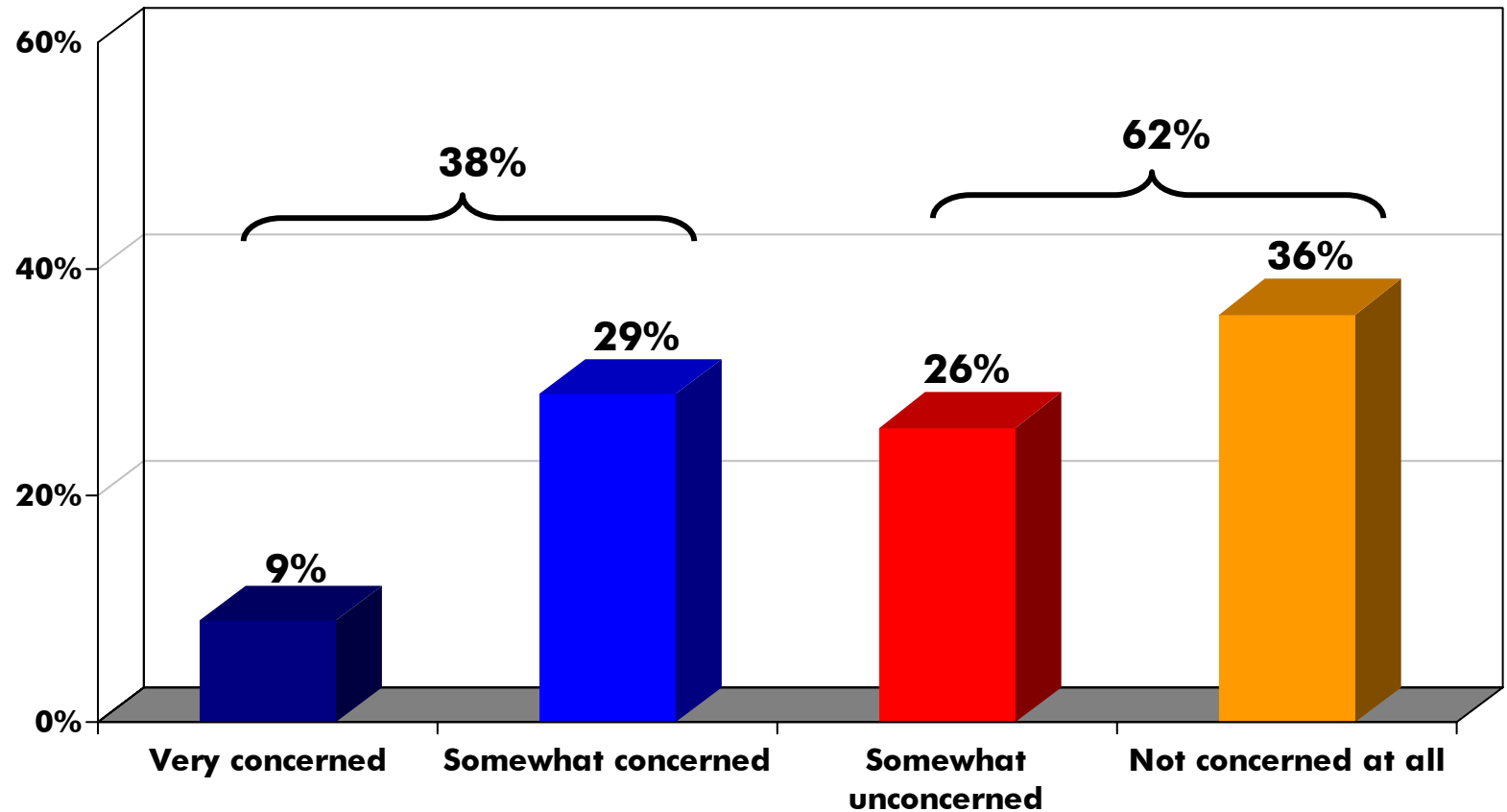
In thinking about a future career, would you ever consider a career in Canada's military?



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

Most unconcerned about terrorist attack

How concerned are you about a terrorist attack in Canada, are you very concerned, somewhat concerned, somewhat unconcerned, not concerned at all?

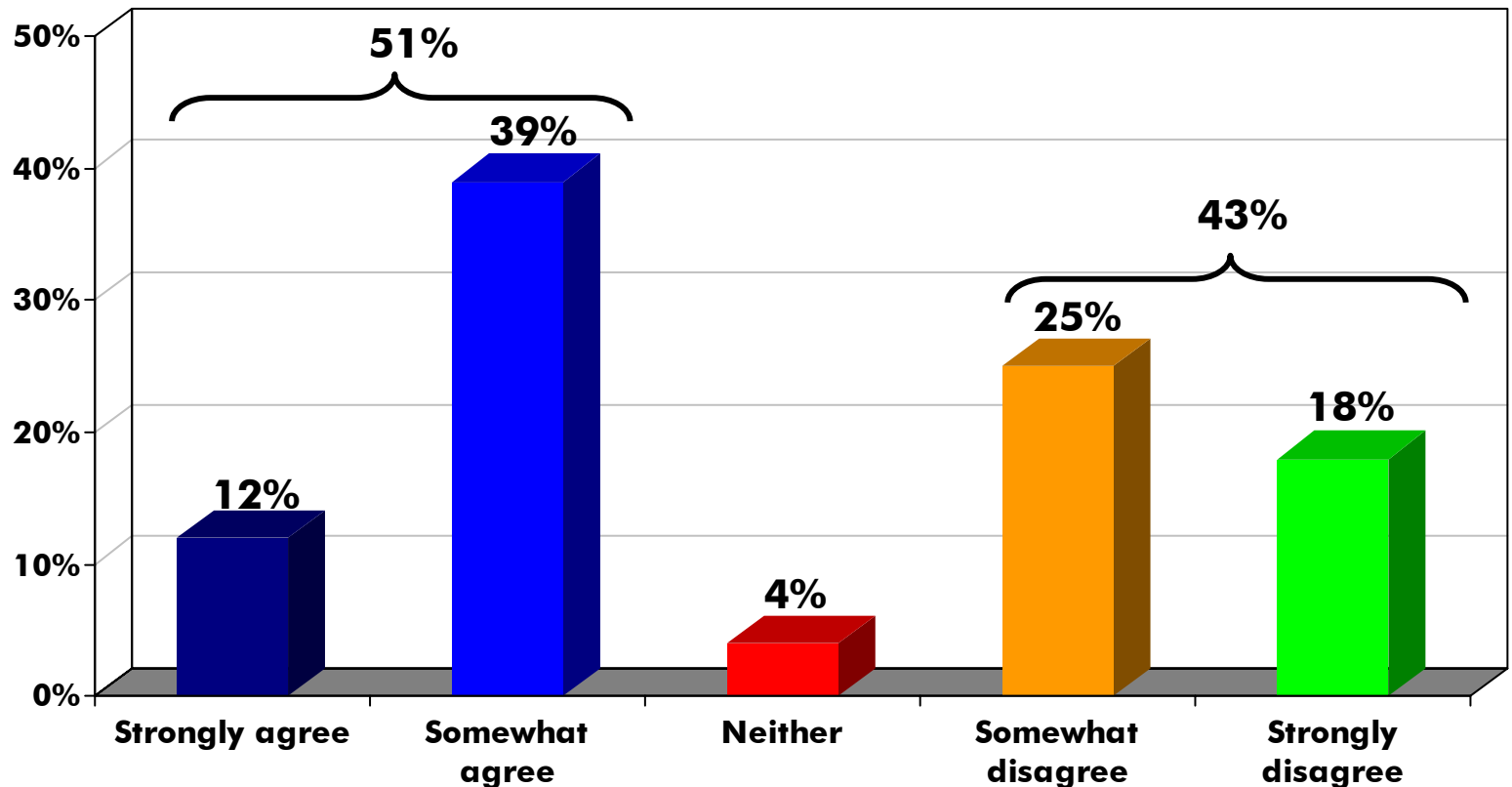


Note: 'Don't know/refused' (<1%) not shown

But slim majority would be willing to give up civil rights to fight terrorism

Do you agree or disagree with the following statement:

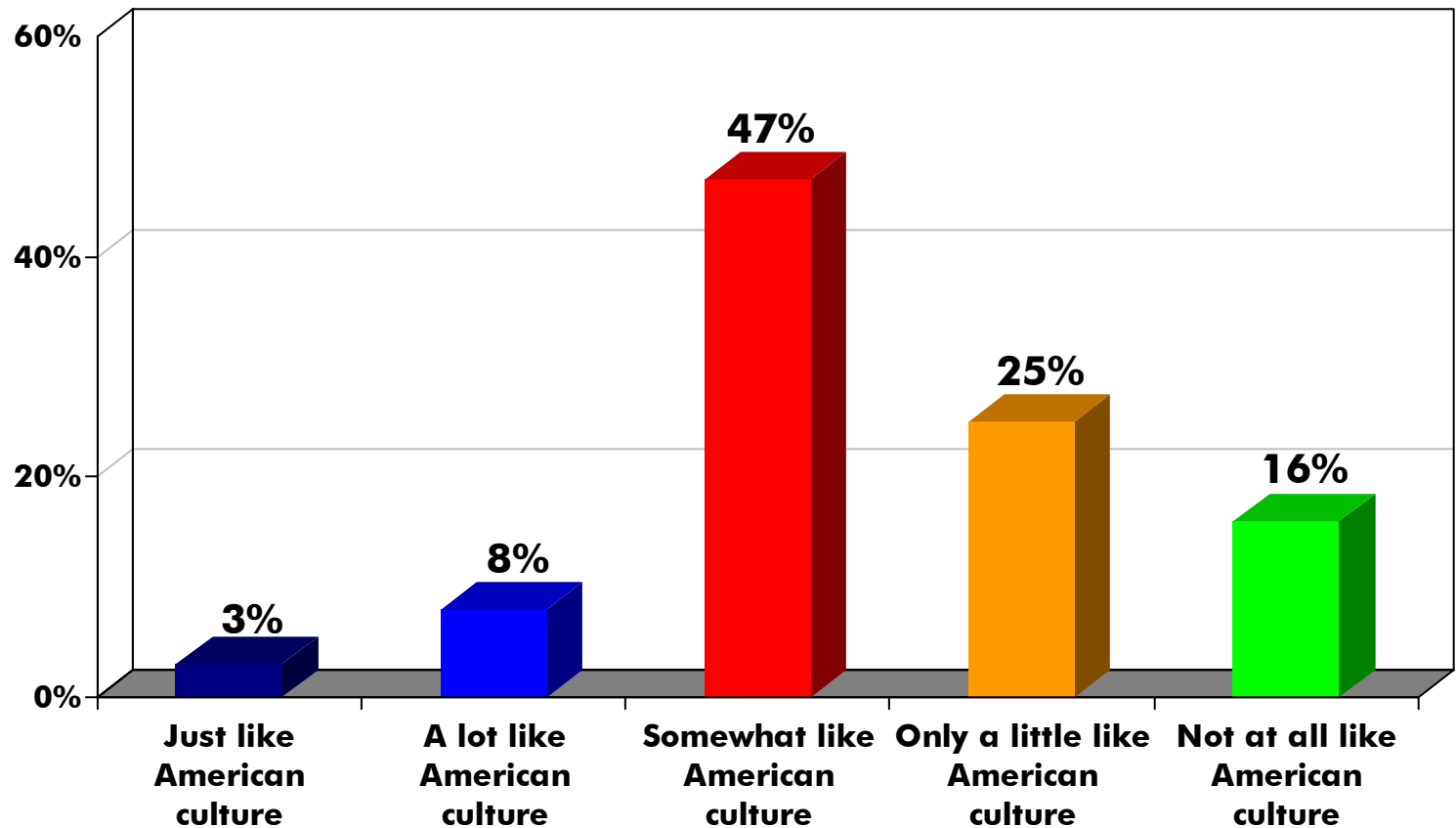
We should be willing to give up some civil rights if it means better protection within the country against a terrorism attack. Is that strongly or somewhat?



Note: 'Don't know/refused' (2%) not shown

American undertones to Canadian culture

How would you describe Canada's culture? Would you say it is...?



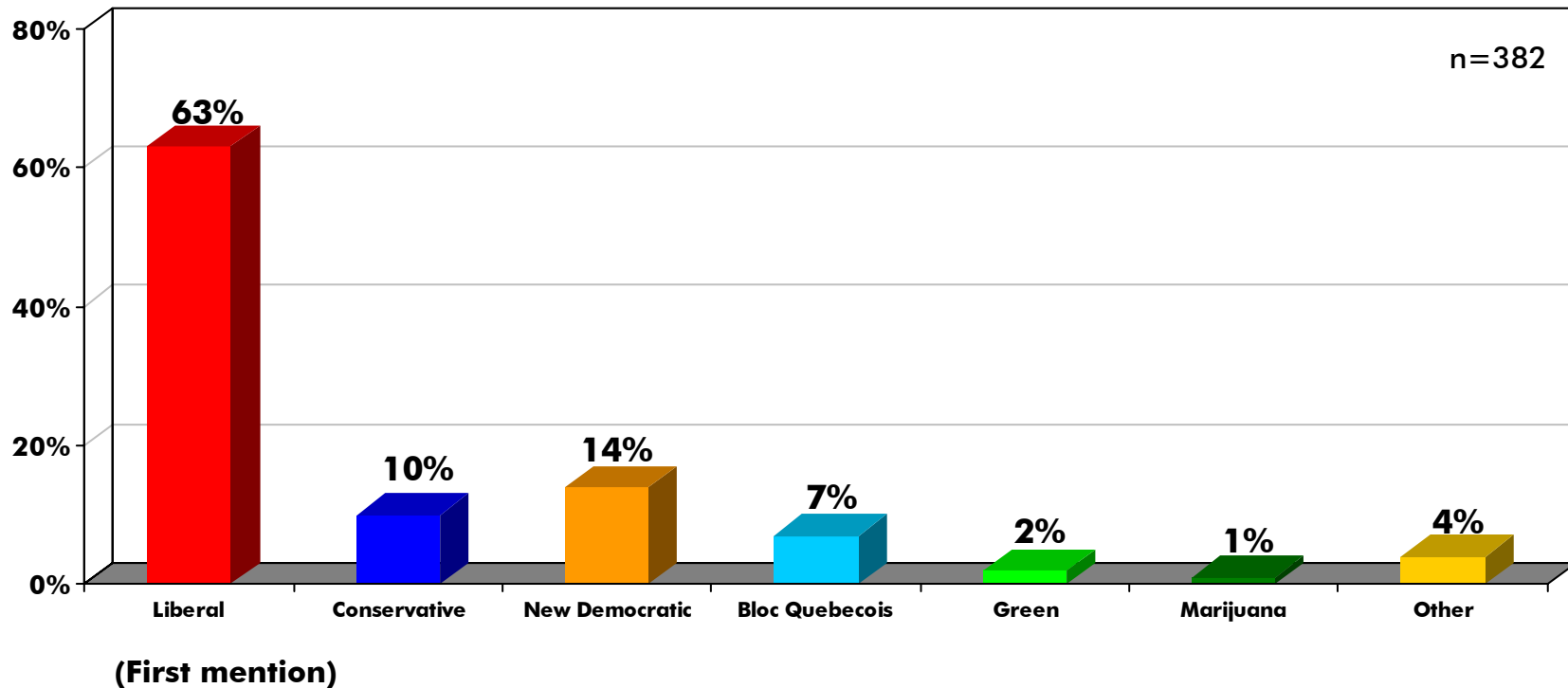
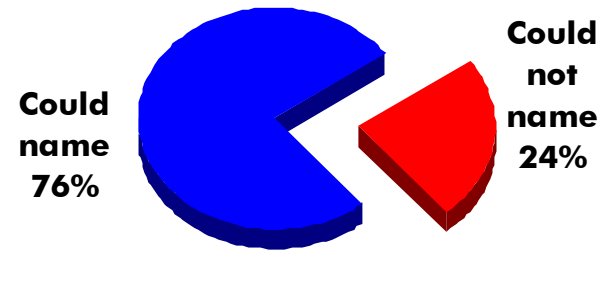
Note: 'Don't know/refused' (1%) not shown

Alternate Issue Slides

To: Can you tell me the name of any Political Party in Canada?

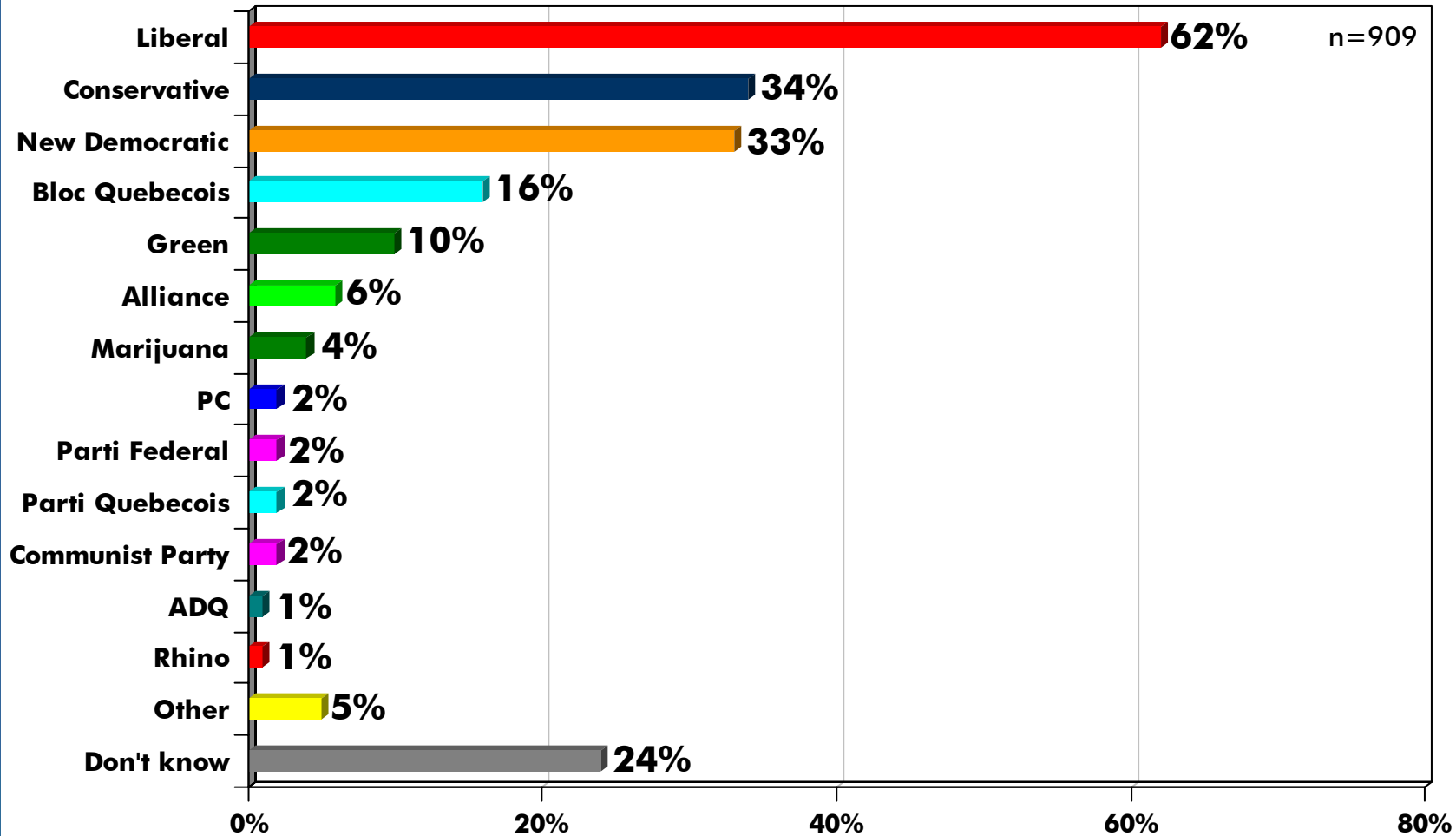
One quarter of Canadian youth could not name a political party

Can you tell me the name of any Political Party in Canada?



Liberals best known political party, other major parties a distant second

Can you tell me the name of any Political Party in Canada?



Note: 'refused' (1%) not shown

(Multiple mention – (total number of mentions))

An overwhelming majority of youth could name the Liberal Party

Can you tell me the name of any Political Party in Canada?

