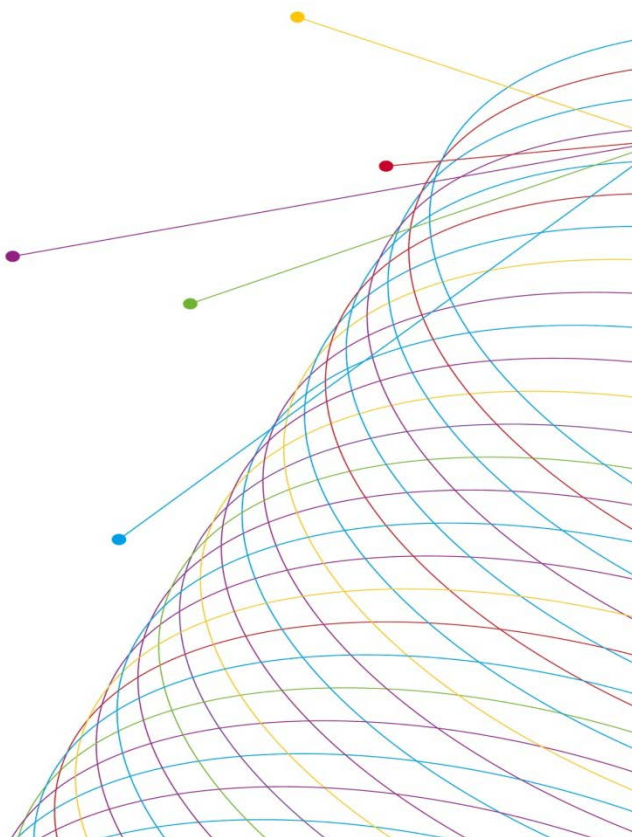


2015 NATIONAL YOUTH SURVEY

PREPARED FOR: ELECTIONS CANADA

PREPARED BY: NIELSEN CONSUMER INSIGHTS

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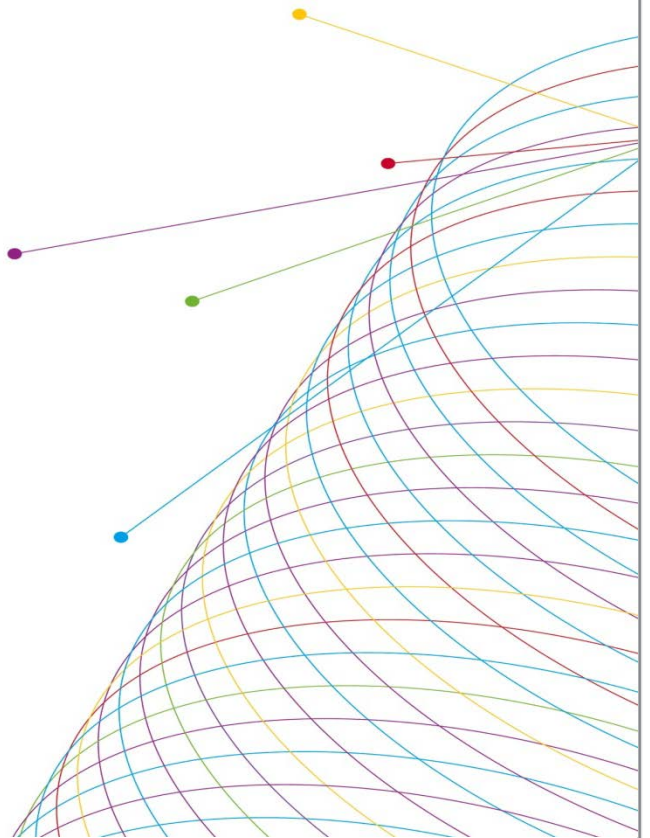


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EXECUTIVE SUMMARY

Background

Elections Canada commissioned the first National Youth Survey (NYS) following the May 2011 federal general election. The first large-scale study of its kind, the 2011 NYS provided detailed information on the motivational and access barriers that Canadian youth aged 18 to 34 experience that prevent them from voting. The study generated information on the voting behaviour of youth in general as well as different youth subgroups – namely, Aboriginal youth, ethnocultural youth,¹ unemployed youth not in school,² youth with disabilities and youth residing in rural areas. The results of the 2011 survey were subsequently used by Elections Canada to target and tailor its outreach activities and educational initiatives.

Understanding barriers to voting is essential for both Elections Canada and youth-serving organizations to be able to effectively reach out to youth and provide them with the information they need on where, when and the different ways of voting. The 2015 NYS was commissioned to update the findings following the 42nd general election, held on October 19, 2015. With the large representative sample and significant number of respondents from key subgroups, the NYS provides a unique portrait of youth voting behaviour in Canada.

Methodology

A total of 3,009 surveys were completed among Canadians in all provinces and territories in the official language of the respondents' choice. Of these, 2,506 respondents were young Canadians aged 18 to 34, segmented by region, and 503 were aged 35 and older. The study employed a mixed-mode sampling methodology: a total of 1,503 respondents (including 1,000 youth and 503 respondents aged 35+) were randomly selected and completed the survey by cell phone; the remaining 1,506 respondents were chosen non-randomly from online panels and completed the survey online.³

The youth sample included a nationally representative core sample (1,752) as well as an oversample (754) of youth from the following subgroups: Aboriginal youth, ethnocultural youth, youth residing in rural areas, youth with disabilities and unemployed youth. Further details on the methodology, including the breakdown by subgroups, are provided in this report.

¹ Defined in this study as those under the age of 35 who identify themselves as a visible minority or those who were born outside Canada but who do not consider themselves a visible minority and for whom English, French or an Aboriginal language is not their first language.

² Throughout this report, this group is referred to as “unemployed youth.”

³ Throughout this report, this group is referred to as either “older adults” or “35+ group.”

Key Findings

Overall, the findings indicate differences in reported behaviour, attitudes and knowledge about voting and the voting process between the youth and older adult groups. These differences appear consistently throughout the findings, affecting both access and motivational factors, and indicate that youth in particular have different information needs than older adults.

PARTICIPATION

To begin, reported voter participation is high, at 70% for the youth cohort and 91% for those over the age of 35. While this is higher than the official turnout in the 2015 federal election (68.3%), it is not unusual for survey research.

Overall, close to seven in ten of those who voted did so on election day, while the remainder voted in the advance polls. The numbers voting on election day are similar for youth (69%) and older adults (67%).

Use of Elections Canada's online voter registration service was much higher among youth than older adults (28% vs. 12%). Use was highest among Aboriginal youth and youth with a disability and lowest among unemployed youth and youth living in Quebec.

ACCESS FACTORS

There is a relatively high degree of awareness of the voter information card (VIC). However, youth (76%) are less likely to remember receiving the VIC in comparison to adults over 35 years of age (94%). This is particularly evident among those between 18 and 22 years old, 69% of whom recalled receiving the VIC.

Youth are generally less knowledgeable than older adults about the different ways one can vote in a federal election. On an unprompted basis, 34% of youth were aware of the option to vote at the advance polls, compared to 65% of older adults. On the other hand, youth were more aware than older adults of the option to vote by mail (29% vs. 19%).

Awareness of the need to prove identity and address in order to vote is high among all respondents. In fact, 96% of youth and 99% of the 35+ group were aware of the need to prove identity, while 91% of youth and 96% of older adults were aware of the need to prove address.

Youth are less likely to agree or strongly agree that voting is easy and convenient in comparison to those over the age of 35 (84% vs. 96%). Within the youth cohort, those between the ages of 18 and 22, Aboriginal youth, youth with a disability and unemployed youth are less likely to strongly agree that voting is easy and convenient.

By and large, majorities of youth and older adults claim that they found it easy to find information about registration and the voting process, including where, when and the different ways to vote.

- 74% of youth and 85% of those over the age of 35 found it somewhat or very easy to find out *how to register* to vote. At the other end of the scale, about 8% of youth thought this information was somewhat or very difficult to find.

- 93% of youth and 96% of older adults found it somewhat or very easy to find out *where* to vote. Just 5% of youth found this information difficult to find.
- 89% of youth and 98% of older adults found it somewhat or very easy to find out *when* to vote, with just 3% of youth finding it difficult.
- Finding information about the different *ways* to vote was somewhat more difficult, with 19% of youth and 9% of older adults indicating that this information was at least somewhat difficult to find. That said, majorities of both youth (61%) and older adults (76%) said they found it somewhat or very easy to find.

While the vast majority of youth and older voters indicated that proving identity and address was easy, 5% of youth voters indicated that it was somewhat or very difficult. This rises to 9% among Aboriginal youth voters and 11% among youth with a disability who voted. Among those who indicated that it was difficult, 76% had difficulty proving their address.

The need to prove identity and address was even more likely to have been perceived as a barrier among those who did not vote. Some 12% of youth non-voters indicated that it would have been at least somewhat difficult to prove their identity and address; this rises to 17% among Aboriginal youth and 24% among youth with a disability who did not vote. Among non-voters who perceived a difficulty, just over half said it would have been difficult to prove their address, while similar proportions would find it challenging to prove identity or both address and identity.

While getting to the polling station appears to have been somewhat or very easy for nearly all youth and older voters, among non-voters the perception of difficulty was greater: 18% of youth non-voters and 19% of non-voters over the age of 35 thought it would have been at least somewhat difficult to get to their voting location. This rises to 23% among Aboriginal youth and 22% among youth with a disability who did not vote.

MOTIVATIONAL FACTORS

While youth are generally satisfied with the way democracy works in Canada, more than a quarter of those surveyed are somewhat or very dissatisfied. Dissatisfaction is highest among Aboriginal youth (37%) and youth with a disability (35%).

When asked to agree or disagree with a series of statements about politics and voting, youth and older adults generally demonstrated similar attitudes. Youth were less likely than older adults to feel that by voting they could make a difference and more likely to feel that politics and government seem too complicated.

The results also point to some differences in degree of interest in politics and democracy. On the whole, those over the age of 35 express more interest in Canadian politics (53% very interested vs. 28% among youth). Older adults are also considerably more likely to believe that voting is a duty (64%) rather than a choice (36%), while among youth the division is almost equal – 49% see voting as a duty, while 47% see it as a choice.

Youth were significantly less likely than older adults to have been contacted by a political party or candidate during the 2015 federal election (29% vs. 59%). They are also less likely to say that they often talked about politics at home when they were growing up (22% for youth vs. 33% for older adults).

The survey highlights that youth have a wide-ranging level of engagement in a number of political activities. They are most likely to say they searched online for information about politics (68%), followed by watching a leaders' debate (49%) and raising money for a cause (42%). Older adults were more likely to have watched a leaders' debate (65%) and less likely than youth to have searched for information online (60%). Of interest is the fact that 40% of youth, but just 29% of older adults, used social media to share political information; this rises to 54% among Aboriginal youth and 51% among youth with a disability.

The analysis indicates that about 36% of youth can be classified as "very engaged," compared to 34% of older adults. At the opposite end of the scale, 14% of youth surveyed and 8% of older adults can be described as disengaged.

Similar proportions of youth (39%) and older adults (38%) indicated that they had volunteered for an organization in the previous 12 months. In contrast, very few youth (7%) or older adults (12%) had volunteered for a political party or candidate.

Youth are more likely than older adults to recall taking a course in high school where they learned about government and politics (60% vs. 50%).

Youth and older adults indicated that they use somewhat different sources to get information about the election. Youth were most likely to use a media website or other web source (23%), followed by television (20%) and social networking sites (19%). Older adults were most likely to rely on television (37%), followed by media websites (19%) and newspapers (16%). Of note is that Aboriginal youth were most likely to rely on social networking sites (29%).

Older adults were much more likely to find it very or somewhat easy to get enough information about the candidates and parties to know whom to vote for. Fully 59% of older adults found this very easy, compared to just 34% of youth.

Finally, older adults demonstrated higher levels of political knowledge, as measured by a series of five knowledge-testing questions. While 65% of older adults were able to answer at least four out of five questions correctly, this drops to 45% among youth. At the opposite end of the scale, 10% of youth and 2% of older adults were unable to answer any questions correctly.

GENERAL PROJECT OVERVIEW

Background

Elections Canada is the independent, non-partisan agency responsible for conducting federal general elections, by-elections and referendums. Elections Canada commissioned the first National Youth Survey (NYS) following the May 2011 federal general election. The first large-scale study of its kind, the 2011 NYS provided detailed information on the motivational and access barriers that Canadian youth aged 18 to 34 experience that prevent them from voting. The study generated information on the voting behaviour of youth in general as well as different youth subgroups – namely, Aboriginal youth, ethnocultural youth, unemployed youth not in school, youth with disabilities and youth residing in rural areas. The results of the 2011 survey were subsequently used by Elections Canada to target and tailor its outreach activities and educational initiatives.

Understanding barriers to voting is essential for both Elections Canada and youth-serving organizations to be able to effectively reach out to youth and provide them with the information they need on where, when and the different ways to vote. The 2015 NYS was commissioned to update the findings following the 42nd general election, held on October 19, 2015. With the large representative sample and significant number of respondents from key subgroups, the NYS provides a unique portrait of youth voting behaviour in Canada.

Objectives and Scope of Survey

The purpose of the survey, which was national in scope, was to provide research findings to allow Elections Canada to better understand the access and motivational barriers to voting among Canadian youth aged 18 to 34, with additional information on subgroups. This, in turn, will help Elections Canada to target and tailor its information and outreach activities to these groups. Specific objectives included the following:

- Determine to what extent electoral participation varies across key youth subgroups – namely, Aboriginal youth, ethnocultural youth, youth residing in rural areas, youth with disabilities and unemployed youth who are not in school.
- Identify the specific barriers that subgroups encounter that may limit their electoral participation.

OVERVIEW OF METHODS

Questionnaire

Before finalizing the questionnaire used in the NYS, the research team worked with Elections Canada to identify key areas of interest. The survey from the 2011 research served as the basis for the questionnaire in this wave. The final questionnaire included questions about:

- electoral participation
- political participation
- civic participation
- media consumption
- general attitudes toward politics, democracy and citizenship
- political socialization
- civic education
- political knowledge
- socio-demographics

Survey Administration

The survey was timed to coincide with the completion of the 42nd general election, held on October 19, 2015. The questionnaire was designed so that it could be administered using different survey methods (telephone and online) and took, on average, 17 minutes to complete. Pre-testing was conducted on October 20, 2015. Following the pre-test, only minor modifications were required, and data from the field test interviews were included in the final data sets. Full survey administration took place between October 21, 2015, and November 26, 2015. The NYS was administered using multiple methods, including telephone and online.

Sampling

Canadian citizens aged 18 to 34 years as of October 19, 2015, were eligible to participate in the survey. The sample was developed to encompass all regions of Canada. The sampling approach included a random sample stratified by key characteristics of interest such as region, age and audience of interest and a purposive sample designed to represent specific subgroups.

In addition to the youth sample, a national random sample of Canadians 35 years of age or older who were eligible to vote on October 19, 2015, were surveyed.

The core sample was completed with 2,255 Canadians, across region, age and gender. The core sample includes 1,752 youth and the 503 respondents aged 35+ who make up the control group. The table below outlines the number of completions in the core sample.

AGE		18–22 (34%)		23–29 (33%)		30–34 (32%)		35+		Total	
GENDER		M (52%)	F (49%)	M (47%)	F (53%)	M (47%)	F (53%)	M (53%)	F (47%)		
Atlantic	NB	6	11	3	8	4	7	9	10	58	173
	NS	6	11	7	7	6	8	11	12	68	
	PE	1	2	1	0	2	1	0	0	7	
	NL	4	4	6	4	7	6	5	4	40	
Quebec	QC	99	66	85	99	68	80	36	24	557	557
Ontario	ON	104	119	100	94	100	108	127	104	856	856
Prairies	AB	27	23	26	31	24	30	30	28	219	376
	SK	12	9	6	10	7	10	7	10	71	
	MB	6	16	10	4	17	17	8	8	86	
BC/ Territories	BC	44	30	33	50	28	32	35	33	285	293
	YK										
	NW	0	0	0	1	3	2	1	1	8	
	NU										
Total		309	291	277	308	266	301	269	234	2,255	
		600		585		567		503			

Of the 2,255 respondents in the core sample, 1,503 (1,000 youth respondents and 503 adults) were randomly selected and contacted by cell phone and landline, while the remaining 752 completed the survey using our online panel.

National Random Sample

The sample frame for the telephone survey consisted of telephone numbers randomly selected from the ASDE lists of telephone numbers.⁴ The sample was stratified by the following regions:

- Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador)
- Quebec

⁴ ASDE lists of numbers are updated regularly from telephone directories across Canada.

- Ontario
- Prairies (Alberta, Saskatchewan and Manitoba)
- British Columbia
- Northern Canada (Yukon, Northwest Territories and Nunavut)

In total, 1,372 valid completions were obtained; this has an overall margin of error of +2.6% at the 95% confidence interval. This means that the findings presented may be up to 2.6% more or less than the percentage reported. The distribution of key demographic characteristics was compared with the national random sample and the Canadian census of 2011. The slight differences in the distributions were corrected mathematically by post-stratification weighting by age and gender within the regions to reduce any potential bias caused by over- or under-sampling. For age, specific quotas were set for the following age groups:

- 18 to 22 years of age
- 23 to 29 years of age
- 30 to 34 years of age

Oversample

In addition, an oversample was completed to ensure adequate sample sizes of five groups of interest among young Canadians (aged 18–34). While some were surveyed in the core survey, an oversample was required to target these specific audiences. The additional respondents included the five subgroups below.

- Aboriginal youth (n=264)
 - 15% live on reserve
- Ethnocultural youth (n=718)
- Youth residing in rural areas (n=815)
- Youth with disabilities (n=280)
- Unemployed youth not in school (n=175)

As well, it is important to note that participants could fall into more than one category as the groups are not mutually exclusive. As such, the numbers that represent respondents in each target group will not add up to the final numbers. Given the low incidences for the audiences in the oversample, a more targeted approach was used. We used our online panel in addition to partner panels and specialized panels, specifically targeting Aboriginal youth. Fieldwork was closely monitored by our consultants. Because the target group samples are non-probabilistic (i.e. not randomly selected), no margins of error can be assigned to these groups.

35+ Group

The sample frame for the telephone survey with adults 35 years and older also consisted of telephone numbers randomly selected from the ASDE lists of telephone numbers. The sample was stratified by the following regions:

- Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador)
- Quebec
- Ontario
- Prairies (Alberta, Saskatchewan and Manitoba)
- British Columbia
- Northern Canada (Yukon, Northwest Territories and Nunavut)

In total, 503 valid completions were obtained; this has an overall margin of error of +4.4% at the 95% confidence interval. This means that the findings presented may be up to 4.4% more or less than the percentage reported. The distribution of key demographic characteristics was compared with the national random sample and the Canadian census of 2011. The slight differences in the distributions were corrected mathematically by post-stratification weighting by age and gender within the regions to reduce any potential bias caused by over- or under-sampling.

Analysis

At the conclusion of the survey, data were entered and cleaned, open-ended responses were thematically coded and weights were applied to the required survey responses. The consultant then used the Statistical Package for the Social Sciences (SPSS, statistical analysis software) to produce the final survey results. The results for each question were cross-tabulated by reported voting behaviour in the general election held on October 19, 2015.

Considerations

The key strength of the study was the use of both random and purposive sampling. The random sample closely represented the national profile of youth in the 2011 census and therefore provided results that were reasonably nationally representative. The purposive sampling resulted in the inclusion of youth from subgroups that would not have been contacted by telephone sampling alone.

Notwithstanding the strengths of the data obtained from the NYS, some limitations need to be considered when reading the results.

- Non-response bias can occur. Post-stratification weighting was used to adjust for any small differences noted in age and gender.

- The challenges of engaging with subgroups. While the inclusion of subgroups of youth in the survey who were contacted through non-random methods provides insight into the factors that influence voting behaviour, the findings may not be representative of the subgroup populations as a whole.
- Survey respondents tend to over-report voter turnout (discussed in more detail in the following section).

When reading this report, comparisons are made between the youth and older adult groups for each question. In addition, all subgroup differences are based on the youth sample only (i.e. region, gender, target audience).

DETAILED FINDINGS

This section of the report is divided into three broad areas, broken down into subsections. The first section presents an overview of participation in the October 2015 election as well as other elections. The second section provides a discussion of perceived access barriers, and the third section discusses motivational factors or barriers.

1. Participation in the October 2015 General Election

Before understanding motivations and barriers to participating in elections, the survey captured reported voter behaviour in the most recent election as well as in previous elections.

A. CURRENT AND PAST VOTING BEHAVIOUR

To begin, reported voter behaviour in the 2015 election was higher than the actual voter turnout, which, according to Elections Canada, was 68.3%.⁵ As Chart 1 shows, 70% of youth and 91% of older adults reported to have voted in the October 19th federal election. This is typical when researching voter behaviour as social desirability comes into play, meaning that respondents may sometimes give what they think is the “right” answer instead of reporting their true behaviour. It is also common that those who are more likely to vote are also more likely to complete survey research.

Chart 1: Voting Behaviour

QB2. And did you vote in the last federal election held on October 19th, 2015?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Yes	70%	64%	77%	66%	91%	67%	70%	68%	67%	45%
No	28%	33%	22%	32%	9%	31%	30%	29%	29%	51%
Don't know/Don't remember	1%	2%	1%	<1%	0%	1%	<1%	1%	1%	0%
Prefer not to say	1%	2%	1%	1%	0%	1%	1%	2%	3%	3%

Base: All respondents (n=3,009).

⁵ Visit <http://www.elections.ca/res/rep/off/ovr2015app/home.html>.

When looking at the youth group at a more granular level, there are some differences in reported voting behaviour within the 18–34 cohort. Specifically, those between the ages of 18 and 22 (64%) and those between 30 and 34 years of age (66%) are less likely to say they voted in the election.

Reported electoral participation varies by target audience, as Chart 1 demonstrates. The Aboriginal youth subgroup has the highest reported voter participation, whereas unemployed eligible youth voters are the least likely to say they voted in the most recent federal election (70% vs. 45%).

There are no significant differences in reported voter behaviour across region and gender.

When considering all elections (federal, provincial and municipal) for which electors have been eligible, reported participation is lower among those in the youth group in comparison to the older adult group (Chart 2). Indeed, 39% of youth report having voted in all past elections for which they were eligible, compared to 59% of older adults. Within the youth group, those 18 to 22 are most likely to report having voted in all past elections for which they were eligible, while those aged 30 to 34 are least likely. Among the youth subgroups, Aboriginal youth and unemployed youth are least likely to have voted in past elections for which they were eligible.

Chart 2: Past Participation by Age, Target Audience and Most Recent Vote

QB1. Thinking about all elections since you have been eligible to vote, would you say that you have voted in none of them, some of them, most of them, or all of them?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
All of them	39%	44%	41%	34%	59%	39%	28%	39%	34%	22%	55%	3%
Most of them	22%	15%	23%	28%	28%	23%	20%	22%	19%	18%	25%	15%
Some of them	21%	16%	24%	23%	10%	19%	29%	18%	27%	26%	18%	29%
None of them	14%	19%	11%	12%	3%	15%	18%	16%	17%	26%	1%	47%
Don't know/Don't remember	2%	4%	1%	2%	0%	3%	2%	4%	1%	4%	<1%	5%
Prefer not to say	1%	2%	1%	1%	0%	2%	2%	1%	2%	3%	<1%	1%

Base: All respondents (n=3,009).

Regionally, nearly half of youth in Atlantic Canada, Quebec and the Prairies claim to have voted in all eligible elections, whereas youth in other regions are less likely to make this claim (Chart 3). Male youth are more likely to say they have voted in all or most elections that they have been eligible for compared to female youth (64% vs. 59%).

Chart 3: Past Participation by Region

QB1. Thinking about all elections since you have been eligible to vote, would you say that you have voted in none of them, some of them, most of them, or all of them?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
All of them	39%	47%	47%	36%	43%	32%	38%
Most of them	22%	25%	25%	20%	16%	28%	21%
Some of them	21%	16%	16%	24%	24%	20%	24%
None of them	14%	9%	8%	17%	15%	17%	13%
Don't know/Don't remember	2%	1%	3%	2%	1%	2%	1%
Prefer not to say	1%	3%	1%	1%	2%	1%	2%

Base: All respondents (n=3,009).

Youth without children are more likely than those with children to say they have voted in all the elections they have been eligible for. There are also some differences by country of birth: youth who were born in Canada are more likely to say that they voted in all or most elections for which they were eligible (64% vs. 48%).

Analysis reveals that there is a small group of voters who say they voted in the 2015 election, but generally vote only some of the time (Chart 2). In fact, 18% of those who voted in this election say they voted only in some of the elections that they were eligible to vote in. On the flip side, 47% of those who did not vote in this election say they have not voted in any other elections.

B. METHOD USED TO VOTE

Just over two thirds of those who voted did so on election day (Chart 4). Indeed, 69% of youth say they voted on October 19, and these findings are consistent with those of the 35+ group. Those under the age of 35 display some differences in their ways of voting: those between 18 and 22 are most likely to say they voted at the advance polls in comparison to others and the least likely to have voted on election day.⁶

⁶ It is possible that some youth who reported voting at the advance polls in fact voted at one of the 71 Elections Canada satellite offices that opened at select campuses, Friendship Centres and YMCAs from October 5 to 8. More than 70,000 electors voted at these locations, with campus offices experiencing the highest turnout. For details, visit http://www.elections.ca/content.aspx?section=res&dir=rep/off/sta_2015&document=p2&lang=e#23.

Approximately one in four voters say they voted in the advance polls, and very few voted by mail or at their local Elections Canada office. There are a few differences in using advance polls by demographics. Ethnocultural youth are more likely than others to say they voted in advance. Meanwhile, those with children are more likely to say they voted on election day than those without children (78% vs. 67%).

Chart 4: How Voters Cast Their Ballot

QB6. And which way did you use to vote in the recent Canadian federal election that took place on October 19th?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Polling station on election day	69%	60%	73%	70%	67%	72%	73%	67%	63%	68%
By mail	1%	2%	1%	2%	<1%	2%	2%	<1%	1%	0%
Advance polling station	25%	32%	21%	24%	26%	22%	23%	25%	31%	16%
Local Elections Canada office	4%	5%	4%	3%	5%	4%	2%	5%	5%	11%
Don't know/Don't remember	1%	1%	<1%	1%	1%	<1%	0%	2%	1%	3%
Prefer not to say	<1%	<1%	<1%	1%	1%	<1%	<1%	0%	<1%	2%

Base: All voters (n=2,178).

C. USE OF ELECTIONS CANADA’S ONLINE VOTER REGISTRATION SERVICE

As Chart 5 shows, use of the online voter registration service was much higher among youth than older adults (28% vs. 12%). There is some variation in use of the online service by youth demographic subgroups. Use was highest among Aboriginal youth and youth with a disability and lowest among unemployed youth. Youth in Quebec (18%) are the least likely to have used the online voter registration service (Chart 6). No differences exist by gender in use of this online service.

Chart 5: Use of Online Voter Registration Service by Age, Target Audience and Recent Vote

QB3. Over the last 12 months, did you use Elections Canada’s online voter registration service to check, update or complete your voter registration?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	28%	30%	29%	24%	12%	24%	34%	34%	31%	20%	35%	11%
No	69%	64%	69%	74%	87%	71%	62%	59%	64%	77%	63%	86%
Don’t know/Don’t remember	3%	5%	2%	2%	1%	4%	4%	7%	4%	2%	2%	3%
Prefer not to say	1%	1%	<1%	1%	0%	1%	<1%	0%	1%	<1%	<1%	<1%

Base: All respondents (n=3,009).

Chart 6: Use of Online Voter Registration Service by Region

QB3. Over the last 12 months, did you use Elections Canada’s online voter registration service to check, update or complete your voter registration?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
Yes	28%	36%	18%	27%	36%	26%	40%
No	69%	61%	80%	69%	61%	70%	56%
Don’t know/Don’t remember	3%	2%	1%	4%	2%	3%	3%
Prefer not to say	1%	1%	1%	<1%	2%	1%	<1%

Base: All respondents (n=3,009).

2. Access Factors and Barriers

A. RECALL OF VOTER INFORMATION CARD

While nearly all of the older adults (94%) recall receiving the voter information card (VIC) in the mail from Elections Canada, only 76% of youth do so (Chart 7). Those between 18 and 22 are the least likely to recall receiving the card, and this may be related to the fact that this was the first election for which they would have been eligible. As well, voters are much more likely to recall receiving the VIC than those who did not vote.

Chart 7: Recall Receiving Voter Information Card

QB4. Did you get a Voter Information Card in the mail from Elections Canada for this federal election?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	76%	69%	77%	82%	94%	75%	66%	70%	73%	67%	86%	54%
No	19%	24%	20%	14%	5%	20%	30%	21%	22%	30%	13%	37%
Don't know/Don't remember	4%	6%	2%	4%	1%	4%	3%	10%	3%	2%	1%	8%
Prefer not to say	<1%	1%	<1%	<1%	0%	1%	1%	0%	1%	2%	<1%	<1%

Base: All respondents (n=3,009).

Additionally, recall of receiving the VIC is lower among the Aboriginal and unemployed youth surveyed. When looking at region, recall of the VIC is highest among youth in Quebec, at 84% (Chart 8).

Chart 8: Recall of Voter Information Card by Region

QB4. Did you get a Voter Information Card in the mail from Elections Canada for this federal election?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
Yes	76%	77%	84%	73%	79%	75%	73%
No	19%	18%	13%	22%	17%	23%	22%
Don't know/Don't remember	4%	4%	3%	5%	2%	2%	5%
Prefer not to say	<1%	1%	1%	<1%	1%	0%	<1%

Base: All respondents (n=3,009).

B. KNOWLEDGE OF ELECTORAL PROCESS

The survey findings point to a gap in knowledge of the different ways one can vote in a federal election (Chart 9). Almost half of youth (46%) believe, on an unprompted basis, that there are no other ways to vote than on election day. In contrast, only 29% of older adults are unaware of any other ways to vote. As well, voters have a higher degree of awareness of the different ways to vote than non-voters.

That said, youth are more aware of the option of voting by mail in comparison to older adults (29% vs. 19%).

Chart 9: Awareness of Ways to Vote

QB5. In addition to voting in-person at the polling station on Election Day, in what other ways is it possible to vote in a federal election?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
None	46%	54%	42%	46%	29%	50%	58%	50%	54%	62%	36%	68%
Advance polling station	34%	25%	41%	33%	65%	30%	16%	26%	21%	13%	44%	12%
By mail	29%	27%	30%	28%	19%	26%	23%	35%	27%	22%	36%	13%
Other	7%	11%	4%	6%	0%	9%	12%	13%	10%	9%	5%	8%
Local Elections Canada office	4%	3%	5%	4%	7%	2%	1%	7%	3%	1%	6%	1%
Don't know	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%

Base: All respondents (n=3,009).

Awareness of voting in the advance polls varies greatly between youth and the 35+ group: older adults have a higher awareness of advance polls by a 2:1 margin. Meanwhile, very few eligible voters are aware of the option of voting at a local Elections Canada office, and this finding is consistent across all youth subgroups.

When considering the subgroups, lack of awareness of other ways to vote is highest among unemployed youth and lowest among rural youth and youth with a disability. The latter are also most likely to be aware of the option to vote by mail.

Respondents were asked a series of True/False questions to gauge their knowledge of proof of identity and address requirements. They were also asked whether or not it is possible to vote online. To begin, resounding majorities of both youth and older adults believe that to vote, you must prove your identity and address (Chart 10). When asked directly whether it is possible to vote online, 19% of youth and 20% of older adults said yes.

Chart 10: Awareness of Identity and Address Requirements and Voting Online

QB7. Please indicate whether you think the following statements are true or false for a federal election:

	To vote, you must prove your identity		To vote, you must prove your address		You can vote online	
	Youth	35+	Youth	35+	Youth	35+
True	95%	99%	89%	96%	19%	20%
False	2%	1%	4%	3%	61%	65%
Don't know	2%	0%	5%	1%	19%	15%

Base: All respondents (n=3,009).

There are some small differences in belief in the requirement to prove address and identity between youth and the older adult group (charts 11 and 12). Moreover, unemployed youth are slightly less likely to know that to vote, you must prove your address. Last, those who did not vote in the election are also less apt to believe proof of address is required to vote.

Chart 11: Awareness of Proving Identity to Vote

QB7. Please indicate whether you think the following statements are true or false for a federal election:
To vote, you must prove your identity.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
True	95%	94%	96%	94%	99%	94%	93%	91%	96%	93%	99%	89%
False	2%	2%	2%	2%	1%	2%	3%	3%	2%	3%	1%	4%
Don't know	2%	3%	2%	2%	0%	3%	2%	4%	1%	4%	1%	5%

Base: All respondents (n=3,009).

Chart 12: Awareness of Proving Address to Vote

QB7. Please indicate whether you think the following statements are true or false for a federal election:
To vote, you must prove your address.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
True	89%	87%	92%	88%	96%	89%	87%	87%	88%	83%	95%	79%
False	4%	5%	4%	4%	3%	4%	4%	1%	5%	6%	3%	6%
Don't know	5%	7%	4%	6%	1%	5%	6%	9%	6%	10%	2%	13%

Base: All respondents (n=3,009).

One in five surveyed believe that you can cast a ballot online in a federal election (Chart 13). Interestingly, this belief is held consistently by both the youth and older adult groups (19% and 20%, respectively).

There are some small differences in belief that one can vote online among the youth target groups. Specifically, those who are between 18 and 22 years of age, as well as Aboriginal youth and youth with a disability, are most likely to think you can vote online.

Chart 13: Perception of Being Able to Vote Online

QB7. Please indicate whether you think the following statements are true or false for a federal election:
You can vote online.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
True	19%	25%	18%	15%	20%	18%	26%	26%	22%	18%
False	61%	50%	66%	64%	65%	58%	47%	46%	53%	54%
Don't know	19%	23%	16%	19%	15%	22%	24%	27%	23%	27%

Base: All respondents (n=3,009).

C. ACCESS BARRIERS TO VOTING

There are some differences when considering the ease and convenience of voting between youth and those over the age of 35 (Chart 14). Youth are less likely to strongly agree that voting is easy and convenient, as well as agree in general, in comparison to those over the age of 35. Moreover, those

between the ages of 18 and 22 are less likely to strongly agree that voting is easy in comparison to youth between 23 and 29 years of age or those between 30 and 34.

In addition to differences between age groups, there are different perceptions of ease and convenience within the youth target groups. Specifically, Aboriginal youth, those with a disability and youth who are unemployed are less likely to strongly agree that voting is easy and convenient.

Chart 14: Perception That Voting Is Easy and Convenient

QF2_E. (Agree/Disagree): Voting in a federal election is easy and convenient.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Strongly agree	47%	42%	49%	48%	69%	45%	36%	36%	43%	34%	57%	23%
Somewhat agree	37%	39%	37%	35%	27%	38%	38%	39%	39%	37%	35%	43%
Somewhat disagree	8%	9%	7%	8%	2%	8%	16%	10%	10%	13%	5%	15%
Strongly disagree	3%	3%	3%	2%	2%	4%	3%	5%	4%	2%	2%	4%
Don't know	4%	6%	3%	4%	1%	4%	5%	9%	3%	12%	1%	12%

Base: All respondents (n=3,009).

To better understand perceptions of access barriers to voting, the survey included a series of questions probing how easy or difficult certain elements of the process were perceived to be. Some questions were asked of the full sample, whereas other questions were asked of voters. Non-voters received a separate series of questions related to access.

The findings indicate that information about *registering to vote* appears to be relatively easy to find (Chart 15). About half (45%) of youth electors believe that it was very easy to find information about how to register to vote, and an additional one in four (29%) say it was somewhat easy. At the other end of the scale, 8% found it at least somewhat difficult to find this information.

There are differences in perceptions of how easy it was to find information about registering to vote among audiences. The older adults are more likely than youth to say it was very easy to find information about registering to vote (66% vs. 45%). Additionally, Aboriginal youth are most likely to say it was somewhat or very difficult to find registration information.

Ease of finding registration information is slightly different by gender. Men are more likely than women to say it was very or somewhat easy to find the information needed (78% vs. 72%).

Chart 15: Ease of Finding Information About Registration

QB10_A. Thinking about this last election, how difficult or easy was it to find information on how to register to vote?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very easy	45%	39%	49%	46%	66%	39%	41%	38%	47%	41%	55%	24%
Somewhat easy	29%	33%	30%	25%	19%	33%	26%	24%	27%	21%	30%	28%
Somewhat difficult	7%	9%	7%	5%	3%	7%	17%	12%	8%	7%	5%	12%
Very difficult	1%	1%	2%	1%	<1%	1%	2%	1%	2%	3%	1%	3%
I didn't look for information	12%	12%	9%	18%	8%	13%	10%	20%	13%	22%	8%	25%
Don't know	3%	4%	2%	5%	3%	5%	4%	4%	2%	3%	2%	7%

Base: All respondents (n=3,009).

The vast majority of both youth (93%) and older voters (96%) found getting information about *where* to vote to be either very or somewhat easy (Chart 16). Just 5% of youth and 3% of older adults had difficulty finding this information.

Chart 16: Ease of Finding Information About Where to Vote

QB10_B. Thinking about this last election, how difficult or easy was it to find out *where* to vote?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter
Very easy	73%	69%	72%	77%	87%	69%	68%	59%	70%	64%	73%
Somewhat easy	20%	24%	20%	17%	9%	24%	21%	27%	19%	24%	20%
Somewhat difficult	4%	5%	5%	3%	2%	4%	7%	9%	5%	0%	4%
Very difficult	1%	<1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
I didn't look for information	2%	2%	2%	2%	<1%	2%	1%	3%	4%	8%	2%
Don't know	<1%	<1%	1%	0%	<1%	1%	0%	0%	<1%	2%	<1%

Base: Voters who did not vote by mail (n=2,153).

A large majority of youth thought it was easy to find out *when* to vote, with 75% thinking it was very easy to find this information (Chart 17). On the other end of the spectrum, 3% found it somewhat or very difficult to find this information. In comparison, 89% of the 35+ group said it was very easy to find out when to vote, and almost none thought it was difficult.

Within the youth group, the 18–22 segment again expressed somewhat less ease with knowing when to vote, with 71% saying they thought it was very easy to find out this information.

There are some differences between youth target groups. Specifically, unemployed youth, youth with a disability and Aboriginal youth were less likely to say that finding the information was very easy in comparison to the other target groups.

Voters are more likely than non-voters to say that it was easy to find out when to vote. Indeed, 87% of those who voted say it was very easy, in comparison to 50% of non-voters.

Chart 17: Ease of Finding Information About When to Vote

QB10_C: Thinking about this last election, how difficult or easy was it to find out *when* to vote?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very easy	75%	71%	80%	74%	89%	73%	68%	64%	73%	59%	87%	50%
Somewhat easy	14%	17%	12%	13%	9%	14%	15%	16%	15%	17%	10%	23%
Somewhat difficult	2%	3%	3%	2%	<1%	2%	6%	5%	5%	5%	1%	5%
Very difficult	1%	1%	1%	<1%	<1%	1%	<1%	1%	1%	3%	<1%	2%
I didn't look for information	5%	5%	3%	8%	<1%	5%	6%	9%	5%	13%	2%	14%
Don't know	2%	2%	1%	2%	1%	3%	3%	4%	1%	2%	1%	4%

Base: All respondents (n=3,009).

Last, about six in ten youth say it was easy to find information about the *different ways to vote* (Chart 18). This compares to almost eight in ten adults at least 35 years of age who say it was easy to find this information. As the chart below highlights, youth between the ages of 18 and 22 and those between 23 and 29 years of age were more likely to say it was somewhat difficult to find this information.

Aboriginal youth were less likely than other youth target groups to say it was very easy to find this information.

Chart 18: Ease of Finding Information About the Different Ways to Vote

QB10_D. Thinking about this last election, how difficult or easy was it to find out about the different ways to vote?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very easy	28%	25%	28%	31%	52%	29%	22%	24%	27%	24%	32%	19%
Somewhat easy	33%	31%	36%	30%	24%	29%	27%	26%	31%	29%	35%	27%
Somewhat difficult	16%	19%	17%	11%	7%	17%	19%	15%	18%	10%	16%	16%
Very difficult	3%	3%	3%	3%	2%	4%	6%	4%	3%	5%	2%	4%
I didn't look for information	16%	18%	12%	19%	11%	16%	21%	25%	17%	26%	11%	28%
Don't know	4%	4%	3%	5%	4%	5%	5%	6%	4%	5%	3%	6%

Base: All respondents (n=3,009).

D. VOTER-SPECIFIC FINDINGS

The vast majority of voters found it easy to prove their *identity and address* in the last election (Chart 19). In fact, 84% of youth voters found it very easy, and an additional 11% said it was somewhat easy. Although a small proportion, some participants found proving their identity and address difficult. The survey suggests that this is about 5% of the population – but greater among Aboriginal youth (9%) and youth with disabilities (12%).

Among those who found it difficult to prove their identity and address, the majority had difficulty proving their address (76%).

Chart 19: Voters' Ease of Proving Identity and Address

QB11_B. Thinking about this last election, how difficult or easy was it to prove your identity and address?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Very easy	84%	82%	82%	88%	92%	83%	78%	72%	84%	79%
Somewhat easy	11%	13%	12%	8%	7%	11%	13%	15%	11%	16%
Somewhat difficult	4%	4%	5%	3%	1%	4%	8%	11%	4%	2%
Very difficult	1%	<1%	1%	1%	1%	<1%	1%	<1%	1%	3%
Don't know	<1%	1%	<1%	<1%	0%	1%	0%	1%	<1%	0%
Prefer not to say	<1%	<1%	<1%	0%	0%	<1%	<1%	<1%	0%	<1%

Base: All voters (n=2,213).

The vast majority of youth voters and voters over the age of 35 found it easy to get to the voting location (Chart 20). Indeed, 83% of youth and 90% of older adults thought it was very easy, while an additional 12% of youth and 8% of older voters thought it was somewhat easy. Youth electors with a disability were the least likely to say that getting to the voting location was very easy, at 76%.

Chart 20: Voters' Perceptions of Getting to the Voting Location

QB11_A. Thinking about this last election, how difficult or easy was it to get to your voting location?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Very easy	83%	82%	82%	87%	90%	80%	80%	76%	82%	88%
Somewhat easy	12%	15%	13%	10%	8%	15%	16%	18%	13%	3%
Somewhat difficult	3%	2%	4%	3%	2%	4%	4%	4%	4%	8%
Very difficult	1%	1%	1%	1%	1%	1%	<1%	2%	1%	0%
Don't know	<1%	0%	<1%	0%	<1%	<1%	0%	0%	0%	0%
Prefer not to say	<1%	0%	<1%	<1%	0%	<1%	0%	0%	<1%	0%

Base: All voters (n=2,153).

Those with a disability who voted were asked how difficult or easy it was to access the polling station (Chart 21). The results show that most youth feel that it was either very (76%) or somewhat (17%) easy

to access the station. While small, the findings point to 7% of youth with a disability having some difficulty accessing the polling station.

Voters with a disability over the age of 35 were more likely than their younger counterparts to say that it was very easy to access the polling station.

Chart 21: Ease of Accessing the Polling Station Among Voters with a Disability

B11_D. Thinking about this last election, how difficult or easy was it to access the polling station?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Very easy	76%	77%	77%	73%	90%	72%	74%	76%	62%	73%
Somewhat easy	17%	16%	18%	17%	4%	18%	10%	17%	29%	19%
Somewhat difficult	4%	6%	0%	7%	6%	5%	7%	4%	9%	8%
Very difficult	3%	<1%	5%	3%	0%	5%	10%	3%	0%	0%

Base: Voters with a disability (n=204).

E. NON-VOTER-SPECIFIC FINDINGS

In contrast to voters, non-voters were much less likely to perceive it as easy or very easy to get to the voting location (Chart 22). Just 39% of youth non-voters felt that it would have been very easy to get to their voting location. This rises to 60% among non-voting older adults. Nearly one in five non-voting youth and older adults believed that it would have been somewhat or very difficult to get to their voting location – this perception of difficulty is considerably higher among non-voters than among voters. Among the subgroups, youth non-voters with a disability were the least likely to believe it would have been very easy to get to the voting location.

Chart 22: Non-Voters' Perception of Ease of Getting to the Voting Location

B12_A. If you had voted, how difficult or easy would it have been to get to your voting location?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Very easy	39%	37%	41%	41%	60%	43%	41%	22%	39%	32%
Somewhat easy	28%	30%	24%	29%	20%	24%	21%	26%	26%	31%
Somewhat difficult	12%	13%	12%	11%	13%	9%	15%	12%	14%	7%
Very difficult	6%	5%	12%	2%	6%	9%	8%	10%	7%	9%
Don't know	12%	13%	9%	14%	2%	10%	11%	28%	13%	19%
Prefer not to say	2%	3%	2%	3%	0%	4%	5%	2%	0%	1%

Base: All non-voters (n=831).

While the majority of non-voters think that it would have been easy to prove their identity and address had they voted, 13% of youth non-voters feel it would have been somewhat or very difficult to do so (Chart 23). The perception of difficulty is higher among Aboriginal youth (16%) and youth with a disability (24%).

Chart 23: Non-Voters' Perception of Ease of Proving Identity and Address

B12_B. How difficult or easy would it have been to prove your identity and address?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Very easy	56%	51%	58%	58%	83%	56%	46%	54%	58%	62%
Somewhat easy	22%	26%	19%	20%	9%	24%	28%	11%	20%	16%
Somewhat difficult	9%	8%	10%	7%	5%	6%	13%	17%	12%	7%
Very difficult	4%	3%	7%	2%	0%	2%	3%	7%	2%	6%
Don't know	8%	9%	5%	10%	3%	8%	4%	12%	6%	8%
Prefer not to say	2%	2%	1%	3%	0%	3%	5%	0%	2%	1%

Base: All non-voters (n=831).

When comparing voters and non-voters who said that proving their identity and address was either somewhat difficult or very difficult, some differences are observed (Chart 24). Twelve percent of youth non-voters (specifically, 11% among those 18 to 22, 17% among those 23 to 29 and 9% among those 30 to 34) felt that proving their identity and address would be either somewhat or very difficult, compared to 5% of youth voters (4% among those 18 to 22, 6% among those 23 to 29 and 4% among those 30 to 34).

Looking at youth subgroups, youth with a disability (24%) and ethnocultural youth (14%) who did not vote were more likely than those who voted (11% and 5%, respectively) to perceive that proving their identity and address would be difficult.

Chart 24: Voters and Non-Voters’ Perception of Difficulty of Proving Identity and Address

QB11_B. How difficult or easy was it to prove your identity and address?
 QB12_B. How difficult or easy would it have been to prove your identity and address?
 (% answering “Somewhat difficult” and “Very difficult”)

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed
Voter	5% ⁺	4%	6%	4%	2%	4%	9%	11% ⁻	5%	5% ¹
Non-voter	12% ^{*,+}	11% [*]	17% [*]	9% [*]	5% ¹	8%	17% ¹	24% ^{*,1-}	14% [*]	13%

Base: All voters (n=2,213)/all non-voters (n=831).
 *Indicates a result that is statistically significantly higher than its comparison group (voters vs. non-voters).
 +Indicates a result that is statistically significantly higher than its comparison group:
 +Youth vs. 35+
 –Youth subgroup (i.e. Rural, Aboriginal, Disabled, Ethnocultural or Unemployed vs. Youth)
¹Interpret results with caution due to small base size.

3. Motivational Factors and Barriers

A. GENERAL ATTITUDES

Over half of youth are at least somewhat satisfied with the way democracy works in Canada, while 16% are very satisfied (Chart 25). That said, more than a quarter of those surveyed are somewhat or very dissatisfied with Canadian democracy. In contrast, adults over 35 are more likely to be very satisfied with Canadian democracy.

Looking at youth subgroups, Aboriginal youth and youth with a disability are more likely to be at least somewhat dissatisfied with Canadian democracy than other youth target groups.

Chart 25: Satisfaction with Democracy in Canada

F1. How satisfied are you with the way democracy works in Canada?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very satisfied	16%	16%	16%	16%	28%	16%	11%	13%	19%	18%	17%	13%
Somewhat satisfied	52%	54%	52%	50%	48%	51%	45%	45%	55%	44%	53%	48%
Somewhat dissatisfied	19%	17%	21%	19%	15%	19%	27%	23%	14%	15%	21%	16%
Very dissatisfied	7%	6%	7%	9%	7%	6%	10%	12%	5%	9%	6%	10%
Don't know	5%	6%	4%	6%	1%	7%	4%	7%	6%	12%	2%	12%

Base: All respondents (n=3,009).

Respondents were provided with a number of attitudinal statements and asked about their level of agreement or disagreement with each (Chart 26). These statements were designed to gauge broad attitudes about politics and the connection one might have with the democratic process. When looking at the level of agreement across the statements, respondents are most likely to agree that “there is at least one political party that talks about issues that are important to me.”

Chart 26: Broad Attitudes About Politics and Connection to the Democratic Process

F2. Please tell me whether you “Strongly disagree,” “Somewhat disagree,” “Somewhat agree” or “Strongly agree” with the following statements:
 (% answering “Strongly agree” and “Somewhat agree”)

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
There is at least one political party that talks about issues that are important to me	84%	84%	87%	80%	88%	84%	86%	78%	84%	66%	91%	68%
I feel that by voting I can make a difference	74%	75%	77%	70%	86%	74%	76%	69%	77%	65%	84%	53%
I do not think government cares much about what people like me think	48%	46%	45%	53%	47%	52%	59%	55%	51%	55%	43%	58%
Sometimes politics and government seem so complicated that someone like me can't really understand what's going on	45%	50%	42%	45%	39%	52%	58%	46%	57%	51%	42%	52%
All federal political parties are the same; there is not really a choice	28%	25%	25%	34%	27%	29%	35%	31%	34%	36%	23%	41%

Base: All respondents (n=3,009).

Three in four youth believe that, by voting, they can make a difference. Again, youth are less likely to strongly agree with this statement in comparison to the older adult group.

Meanwhile, slightly less than half do not think that “government cares much about what people like [them] think” and feel that “sometimes politics and government seem so complicated that someone like me can’t really understand what’s going on.”

Respondents are the least likely to agree that “all federal parties are the same; there is not really a choice.” This suggests that they see differences among the federal parties. When comparing youth and older adults, there are no statistically significant differences.

B. INTEREST IN THE FEDERAL ELECTION AND POLITICS IN GENERAL

Over eight in ten youth claim some interest in the most recent federal election (Chart 27). Indeed, just over half say they were very interested, and an additional 34% claim to be somewhat interested, in the federal election. In contrast, those over the age of 35 reported very high rates of interest, with 76% claiming to be very interested in the election and an additional 17% somewhat interested.

There are variations in the level of interest expressed by different youth subgroups. Specifically, those between the ages of 18 and 22 were less likely to be very interested in the election. In addition, youth living in rural areas as well as unemployed youth were less likely to say they were very interested in the federal election, compared to the other target groups.

Chart 27: Interest in the Federal Election

B8. Overall, how interested were you in this last federal election?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very interested	52%	46%	55%	52%	76%	46%	56%	54%	54%	35%	66%	19%
Somewhat interested	34%	38%	35%	28%	17%	37%	28%	31%	33%	39%	30%	44%
Not very interested	8%	9%	5%	11%	3%	9%	7%	7%	6%	10%	3%	20%
Not at all interested	5%	5%	4%	6%	3%	6%	6%	6%	5%	12%	1%	15%
Don't know	1%	1%	<1%	1%	<1%	1%	1%	1%	1%	2%	<1%	2%
Prefer not to say	1%	1%	<1%	1%	0%	1%	1%	1%	1%	2%	<1%	1%

Base: All respondents (n=3,009).

Regionally, youth in Quebec (77%) expressed lower levels of interest in the federal election compared to youth in other regions (low of 86% in Alberta to a high of 93% in Atlantic Canada) (Chart 28).

Chart 28: Interest in the Federal Election by Region

B8. Overall, how interested were you in this last federal election?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
Very interested	52%	61%	41%	53%	56%	51%	61%
Somewhat interested	34%	32%	36%	34%	35%	35%	31%
Not very interested	8%	4%	14%	7%	5%	8%	4%
Not at all interested	5%	1%	7%	5%	3%	5%	3%

Base: All respondents (n=3,009).

Turning to Chart 29, over three in four youth say they were very or somewhat interested in Canadian politics. Meanwhile, adults over the age of 35 were almost twice as likely to claim they were very interested in Canadian politics.

Chart 29: Interest in Canadian Politics

B9. To what extent would you say you are interested in Canadian politics?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very interested	28%	23%	30%	30%	53%	23%	34%	30%	26%	21%	35%	12%
Somewhat interested	51%	52%	52%	46%	39%	52%	47%	43%	54%	46%	54%	44%
Not very interested	14%	17%	13%	13%	6%	16%	11%	19%	13%	19%	9%	26%
Not at all interested	5%	7%	3%	8%	1%	7%	7%	8%	6%	12%	1%	16%
Don't know	1%	1%	0%	1%	0%	1%	0%	0%	0%	2%	0%	2%
Prefer not to say	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%

Base: All respondents (n=3,009).

Across youth target groups, those who are unemployed display the least amount of interest in both the most recent federal election as well as Canadian politics in general. Perhaps not surprising is that those who voted in the federal election were much more likely to say they were interested in the election, as well as in Canadian politics in general, compared to those who did not vote.

On the whole, youth are split on whether voting is a duty or a choice (Chart 30). Indeed, 47% consider it a choice, while 49% believe it is a duty.⁷ In contrast, older adults are much more likely to view voting as a duty (64%) rather than a choice (36%). Meanwhile, unemployed youth are more likely than other target audiences to consider voting a choice (60%).

Chart 30: Voting: A Duty or Choice

QF5_A/B. For you personally, is voting FIRST AND FOREMOST a Duty or a Choice?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Duty	49%	47%	52%	45%	64%	47%	43%	46%	47%	30%	62%	18%
Choice	47%	48%	44%	49%	36%	48%	50%	51%	49%	60%	37%	71%
Don't know	3%	3%	2%	4%	0%	3%	4%	3%	3%	6%	1%	8%
Prefer not to say	1%	1%	1%	2%	0%	2%	4%	1%	1%	4%	0%	3%

Base: All respondents (n=3,009).

Youth and older adults were asked about their feelings about politicians and political parties in general. They were presented with a scale of 0 to 100. To begin, feelings about *politicians* can be characterized as lukewarm (Chart 31). One in ten youth have very positive feelings (score of 76 or higher), and an additional 34% have mildly positive impressions, providing a rating of between 51 and 75. On the other end of the spectrum, 20% of youth have negative feelings, with a rating of between 0 and 25. The remaining 36% are somewhat negative, with scores between 26 and 50; the average score provided by youth was 34.3.

There are some differences in feelings about politicians by age and target youth subgroup. To begin, older adults are more positive in their assessments of politicians than youth. Meanwhile, those between 30 and 34 years of age are more likely to provide negative ratings in comparison to their younger counterparts.

In addition, Aboriginal youth, youth with a disability and youth who are unemployed are more apt to have negative feelings toward politicians in comparison to the other target groups.

⁷ This question was asked of respondents in two ways to reduce the bias of one choice always being presented first. Half were asked whether voting is first and foremost a duty or a choice, and the other half were asked whether voting was first and foremost a choice or a duty. The analysis shows that asking about choice first produces a higher percentage of responses that voting is a duty.

Last, there are some differences in perceptions by voter status. Youth who did not vote are twice as likely as those who voted to have a negative impression of politicians.

Chart 31: Feelings About Politicians

F3. How do you feel about politicians in general? Use a scale from zero to one hundred.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
0–25	20%	18%	16%	27%	14%	21%	27%	28%	20%	28%	15%	32%
26–50	36%	35%	36%	37%	33%	38%	32%	37%	34%	37%	35%	39%
51–75	34%	36%	37%	28%	41%	29%	27%	28%	34%	29%	39%	21%
76–100	10%	11%	10%	8%	12%	12%	14%	7%	12%	6%	11%	7%
Mean	34.3	36.0	36.2	30.0	38.6	33.8	32.7	29.0	35.1	29.1	37.6	26.7

Base: All respondents (n=3,009).

The findings on feelings about political parties largely mirror those presented above about politicians. Again, youth hold largely lukewarm impressions of political parties (Chart 32). On the positive side, 13% of youth provide scores between 76 and 100 to describe their feelings. Meanwhile, similar proportions of youth give a number between 51 and 75 (35%) and 26 to 50 (34%). Last, 18% have a negative impression, with scores between 0 and 25.

There are differences across subgroups in feelings about political parties. When looking at age within the youth group, those between 30 and 34 years of age are more likely to hold negative impressions of political parties. This is also evident among youth with a disability and youth who are unemployed in comparison to the other target groups.

In addition, those who did not vote are more likely to have negative impressions of political parties as compared to those who say they voted.

Chart 32: Feelings About Political Parties

F4. How do you feel about political parties in general? Use a scale from zero to one hundred.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
0–25	18%	14%	15%	25%	12%	20%	18%	25%	15%	26%	13%	30%
26–50	34%	31%	33%	39%	33%	34%	36%	36%	36%	38%	32%	39%
51–75	35%	40%	37%	28%	40%	31%	30%	27%	35%	30%	39%	25%
76–100	13%	15%	15%	8%	15%	16%	17%	12%	13%	5%	16%	7%
Mean	36.7	40.0	39.0	30.4	40.6	36.4	37.0	32.1	37.8	29.4	40.5	27.8

Base: All respondents (n=3,009).

C. POLITICAL SOCIALIZATION AND INFLUENCERS

Voters being engaged by various political actors is a common occurrence during an electoral event, and this election was no different. However, the findings suggest that those at least 35 years of age are more likely to report having been contacted. Indeed, almost six in ten in this older group claim that they were directly contacted, in comparison to three in ten youth (Chart 33). Within the youth audience, those between 18 and 22 years of age are the least likely to say they were directly contacted by a candidate or party.

Rate of contact across the youth subgroups was similar. Youth who voted are almost twice as likely as those who did not vote to say they were contacted by a political party or candidate.

Chart 33: Contact from Political Parties or Candidates

B13. In this last federal election, were you directly contacted by a political party or candidate?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	29%	23%	28%	37%	59%	25%	29%	31%	31%	29%	34%	18%
No	66%	71%	69%	58%	40%	70%	67%	59%	61%	65%	63%	75%
Don't know/Don't remember	4%	5%	3%	4%	1%	4%	3%	10%	7%	5%	3%	6%

Base: All respondents (n=3,009).

The survey points to three methods primarily used to target youth voters by candidates or political parties, as shown in Chart 34. These include door-to-door canvassing, by telephone with a live person and by telephone using an automated call. Fewer were contacted by e-mail or social media, on the street or in a public space. There are some differences in how the youth and older adult groups were reached. Youth are more likely to say they were contacted by door-to-door canvassing (58% vs. 49%). Meanwhile, the 35+ group is more likely to say they were contacted by phone, either by a live person (63%) or an automated call (52%).

Chart 34: How Contacted by Political Parties or Candidates

B14. For respondents directly contacted by a political party of candidate, how were you contacted?
(% saying Yes)

	Youth (n=720)	18 to 22 (n=165)	23 to 29 (n=293)	30 to 34 (n=276)	35+ (n=289)	Rural (n=167)	Aboriginal (n=66)	Disabled (n=65)	Ethnocultural (n=187)	Unemployed (n=33)	Voter (n=582)	Non Voter (n=133)
At home through door-to-door canvassing	58%	54%	59%	60%	49%	46%	75%	68%	64%	60%	59%	57%
By phone through a live person	48%	60%	46%	43%	63%	49%	43%	56%	57%	55%	49%	42%
By phone through an automated call	42%	49%	38%	41%	52%	53%	34%	45%	46%	47%	40%	46%
By e-mail	24%	24%	26%	22%	25%	21%	44%	30%	27%	31%	24%	23%
Through social media (e.g., Facebook, Twitter)	24%	31%	23%	20%	23%	31%	45%	29%	22%	20%	24%	25%
On the street or in a public space	19%	23%	16%	21%	17%	22%	24%	23%	22%	16%	19%	20%

Base: All respondents who were directly contacted by a political party or candidate (n=1,009).

There is a significant difference in Quebec, where youth were almost twice as likely to have been contacted by an automated call as in other regions (69% in Quebec compared to the next high of 39% in British Columbia).

Encouragement to vote can come from many sources, and the survey demonstrates that a number of groups were encouraging both youth and older adults to vote (Chart 35). Overall, close to two in three youth say that the news media encouraged them to vote (64%), followed closely by friends (63%). Others say they were encouraged by family (55%) and by politicians (40%). Among adults over 35, the top encouragers to vote were the news media (60%), followed by politicians (46%) and friends (45%).

Chart 35: Voting Encouragement

B15. For this last election, did any of the following people or groups encourage you to vote?
 (% saying yes)

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
News media	64%	66%	69%	57%	60%	65%	67%	63%	68%	58%	68%	56%
Your friends	63%	67%	67%	53%	45%	59%	70%	65%	68%	51%	69%	49%
Your family	55%	67%	58%	41%	34%	57%	65%	61%	59%	41%	62%	40%
Politicians, a party or a candidate	40%	41%	41%	38%	46%	35%	44%	48%	45%	34%	46%	27%
Your spouse/partner	31%	23%	36%	32%	31%	33%	26%	26%	27%	27%	36%	20%
A community, environmental or social organization	29%	30%	32%	24%	23%	25%	41%	36%	37%	20%	32%	22%
A teacher/professor	21%	41%	19%	8%	3%	24%	44%	36%	34%	11%	23%	18%

Base: All respondents (n=3,009).

Certain target audiences were also encouraged by groups specific to that audience. Thus, 49% of students reported being encouraged to vote by a student organization, 35% of Aboriginal youth by an Aboriginal organization and 23% of ethnocultural youth by ethnocultural or other cultural groups. Youth with a disability are the least likely to say that organizations specializing in engaging people with disabilities reached out to encourage them to vote (17%).

Youth and older adults were asked whether their partner/spouse had voted in the federal election. While all respondents were asked this question, the findings below exclude those who said “Not applicable” or “Refused.” The purpose of this was to determine whether there were truly differences in the responses by removing “life stage” factors. As highlighted in Chart 36, two in three youth who are married say their spouse voted in the election. This number is higher for older adults, 82% of whom say their spouse voted.

The results show a relationship between voting behaviour and having a spouse who voted. Indeed, 82% of those who voted say their spouse had voted as well.

Chart 36: Spouse Voted (Among Those with a Spouse)

G3. Do you know if your spouse/partner voted in the federal election of October 19?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes, they voted	69%	60%	74%	70%	82%	68%	68%	69%	60%	65%	82%	36%
No, they didn't vote	31%	40%	26%	30%	18%	32%	32%	31%	40%	35%	18%	64%

Base: All respondents with a spouse.

In general, both youth and older adults perceive that most or many of their social groups voted (Chart 37). Seventy-five percent of youth and 80% of adults over 35 say that most or many of their family voted. The contrast between youth and older adults is somewhat greater when considering their friends, with seven in ten (71%) youth and 84% of older adults saying that most or many of their friends voted. Slightly fewer say that most or many of their colleagues voted (65% and 71%). A similar proportion (64%) of youth, but a much lower proportion of older adults (41%), report that most or many of their classmates voted. Similar results are found among the youth subgroups, with the exception of unemployed youth, who are less likely to say that their family or friends voted. Finally, youth voters are much more likely to indicate that their social connections voted than are youth non-voters.

Chart 37: Community Voting Behaviour

G4. Of each of the following groups, how many would you say voted?

(% answering "most" or "many")

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Your family	75%	75%	78%	70%	80%	74%	72%	67%	71%	56%	86%	50%
Your close friends	71%	67%	75%	68%	84%	68%	70%	63%	67%	52%	83%	43%
Your colleagues	65%	60%	71%	62%	71%	66%	59%	64%	67%	N/A	72%	48%
Your classmates	64%	62%	68%	59%	41%	64%	67%	61%	66%	N/A	71%	46%

Base: All respondents (n=3,009).

Half of youth (51%) say they sometimes talked politics at home growing up, and another 22% say they often spoke about it (Chart 38). Older adults are more likely to say they often talked about these

subjects growing up (33%). There are also some differences across the target youth groups: unemployed youth and Aboriginal youth are more likely to say these subjects were never discussed at home.

Chart 38: Talking Politics at Home Growing Up

G1. When you were growing up, how often did you talk about politics or government at home?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Often	22%	22%	23%	21%	33%	19%	15%	26%	21%	15%	27%	12%
Sometimes	51%	51%	50%	50%	47%	53%	47%	42%	52%	41%	53%	46%
Never	23%	23%	23%	23%	18%	23%	31%	27%	22%	37%	18%	35%
Don't know	2%	2%	2%	3%	1%	3%	4%	4%	3%	5%	1%	4%
Prefer not to say	1%	<1%	<1%	1%	0%	1%	1%	0%	<1%	1%	0%	1%

Base: All respondents (n=3,009).

Among youth, the frequency of talking politics or government with various people or groups is similar. About half say they sometimes discuss these topics with friends, family, colleagues or classmates. Meanwhile, approximately one in four say they speak with these groups often about politics or government (Chart 39).

Chart 39: Talking Politics with Different People

G2. And now how often do you discuss politics or government with the following people or groups? (% answering "Often")

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Your family	27%	31%	28%	22%	32%	27%	26%	35%	28%	17%	33%	15%
Your friends	24%	22%	25%	25%	30%	18%	22%	26%	25%	13%	30%	10%
Spouse/partner	22%	12%	26%	27%	38%	23%	23%	22%	17%	14%	27%	10%
Your classmates	20%	18%	24%	22%	10%	18%	28%	19%	22%	0%	24%	12%
Your colleagues	19%	15%	20%	20%	26%	18%	31%	26%	22%	0%	22%	10%

Base: All respondents (n=3,009).

Not surprisingly, rates of political discussion are generally higher among older adults than among youth. Youth who discuss politics are most likely to do so with family, followed by friends and their spouse or partner. There are also some differences across youth target groups: Aboriginal youth are more likely to discuss politics with colleagues and classmates, while unemployed youth are the least likely to talk politics with anyone. There are also significant differences in the rates of discussion between voters and non-voters.

D. POLITICAL ENGAGEMENT

The survey highlights that youth have a wide-ranging level of engagement in a number of activism-type activities (Chart 40). They are most likely to say they searched for information on the Internet about politics or public issues (68%), followed by watching a leaders' debate during the election (49%). A plurality claim to have raised or donated money to a cause (42%), used social media to share political information (40%) or signed a petition (38%).

By contrast, few say they have actively written letters to a newspaper (4%), attended an information session on how to register and vote in the election (4%) or participated in an event organized by a candidate or party during the election (7%).

Chart 40: Activism and Engagement

QC1. In the past 12 months, have you done any of the following?

(% answering yes)

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Searched for info online about politics or public issues	68%	67%	75%	59%	60%	62%	68%	71%	71%	52%	80%	42%
Watched a leaders' debate during the election	49%	48%	54%	43%	65%	42%	47%	50%	51%	33%	60%	24%
Raised or donated money for a cause	42%	41%	45%	40%	45%	41%	36%	49%	40%	14%	47%	31%
Used social media to share political information or content	40%	39%	44%	35%	29%	36%	54%	51%	41%	29%	48%	22%
Signed a petition	38%	40%	42%	31%	27%	32%	42%	51%	39%	24%	44%	23%
Bought or boycotted products for political, environmental or ethical reasons	29%	21%	32%	31%	28%	26%	25%	32%	22%	21%	35%	16%
Left a comment on a blog, discussion group, or an online article	28%	27%	32%	26%	20%	24%	32%	44%	31%	22%	32%	20%
Wore a T-shirt, bracelet, or badge for a cause	26%	31%	26%	21%	19%	24%	33%	33%	30%	12%	27%	23%
Attended a community meeting about a local issue	13%	13%	14%	12%	20%	17%	18%	14%	14%	6%	16%	6%
Contacted a politician to express your views on an issue	10%	6%	11%	13%	20%	9%	10%	16%	9%	8%	13%	4%
Participated in a demonstration or protest march	9%	8%	10%	10%	6%	8%	11%	12%	9%	6%	11%	4%
Displayed signs for a party or a candidate during the election	8%	10%	8%	7%	14%	8%	8%	13%	13%	5%	10%	4%
Participated in an event organized by a party or a candidate during the election	7%	8%	6%	6%	7%	4%	9%	8%	10%	5%	8%	4%
Wrote a letter or e-mail to a newspaper	4%	4%	4%	3%	6%	4%	6%	6%	4%	3%	3%	4%
Attended an information session on how to register and vote in the election	4%	7%	4%	3%	3%	5%	6%	8%	7%	3%	5%	4%

Base: All respondents (n=3,009).

An index was created to understand how active youth were in doing these activities. Of the 15 different activities tested, 36% of those surveyed claim to have participated in 5 or more activities (Chart 41). For analytical purposes, we describe this group as “very engaged.” Half are classified as “engaged,” having conducted between one and four of these activities. The remaining 14% are “disengaged” as they have not participated in any of these activities in the past year.

Chart 41: Political Participation Index by Age and Target Group

QC1. In the past 12 months, have you done any of the following?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very engaged	36%	34%	41%	32%	34%	31%	40%	50%	38%	20%	44%	18%
Engaged	50%	52%	50%	47%	59%	52%	46%	38%	49%	53%	50%	50%
Not engaged	14%	14%	9%	21%	8%	17%	14%	12%	13%	27%	6%	32%

Base: All respondents (n=3,009).

There are differences in engagement across demographics. To begin, youth in general are less likely than the older group to engage in any form of activities. Among youth, those who claim to be very engaged are more likely to be between 23 and 29 years of age, while the least engaged are between the ages of 30 and 34. Across youth target groups, youth with a disability are more likely than others to be very engaged, whereas unemployed youth are the least engaged group.

Last, those who voted in the last election are more than twice as likely to be very engaged in comparison to those who did not vote.

Regionally, youth in Ontario are more likely than those in Quebec or Alberta to be in the very engaged group (Chart 42).

Chart 42: Political Participation Index by Region

QC1. In the past 12 months, have you done any of the following?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
Very engaged	36%	40%	32%	40%	35%	32%	38%
Engaged	50%	50%	51%	48%	53%	53%	49%
Not engaged	14%	11%	17%	12%	13%	15%	13%

Base: All respondents (n=3,009).

In addition, the survey asked about general volunteer work and volunteering for a political party or candidate. As Chart 43 shows, almost four in ten respondents say they had volunteered in the previous 12 months, and these findings are consistent between youth and the older group. However, there are some differences within the youth cohort: specifically, those between the ages of 18 and 22 are more likely than older youth to have volunteered in the past year, while those between the ages of 30 and 34 are the least likely to have done so. Among youth target groups, Aboriginal youth and youth with a disability are more likely to have volunteered, while unemployed youth are the least likely. Women are more likely than men to have volunteered as well. Regionally, youth in Quebec are the least likely to have volunteered. Moreover, those with children are less apt to volunteer compared to those without children.

Chart 43: Volunteerism for Any Organization in the Past Year

D1. In the past 12 months, did you do volunteer work for any organization?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	39%	47%	39%	31%	38%	39%	46%	47%	42%	26%	44%	27%
No	59%	50%	60%	66%	62%	58%	51%	46%	55%	72%	55%	71%
Don't know/Don't remember	2%	3%	1%	2%	0%	3%	3%	7%	2%	1%	1%	2%

Base: All respondents (n=3,009).

In stark contrast, very few respondents had volunteered for a political party or candidate (Chart 44). Just 7% of youth and 12% of older adults said they had done political volunteering. Within the youth cohort, Aboriginal youth were the most likely to report political volunteering (10%).

Chart 44: Political Volunteer Work

D2. Was the volunteer work for a political party or a candidate?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	7%	5%	5%	12%	12%	7%	10%	6%	7%	4%	7%	5%
No	93%	94%	95%	88%	88%	92%	90%	94%	92%	96%	92%	94%

Base: All respondents who did volunteer work for any organization in the previous 12 months (n=1,251).

E. CIVIC EDUCATION

Six in ten youth recall taking courses in high school in which they learned about government and politics (Chart 45). The youth cohort are more likely to say they received this type of learning in comparison to the older adult group. Moreover, there are some differences across youth target groups. Youth in rural areas, unemployed youth and Aboriginal youth are less likely to say they learned about government and politics when in school. Meanwhile, those who say they voted are much more likely than those who did not vote to say they learned about government and politics in high school.

Chart 45: Learning About Government and Politics in High School

H1. When you were in high school did you take any courses where you learned about government and politics?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	60%	67%	61%	50%	50%	53%	52%	66%	66%	53%	65%	46%
No	34%	27%	34%	41%	45%	39%	41%	27%	27%	39%	30%	45%
Don't know	6%	5%	4%	8%	5%	7%	7%	6%	6%	6%	4%	8%

Base: All respondents (n=3,009).

Just under half of all youth recall having participated in mock elections such as the Student Vote program in primary or high school (Chart 46). Youth are more likely to say they participated in comparison to the older group (46% vs. 39%). Given that the Student Vote program began in 2003, it is

unlikely that any in the 35+ group would have participated in that particular mock election program (except perhaps as teachers). However, they may be recalling participation in mock elections more generally.

Those who say they voted are more likely than non-voters to recall participating in a mock election program.

Chart 46: Participation in Student Vote

H2. Did you participate in a mock election program in primary school or high school, for example Student Vote?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Yes	46%	53%	48%	36%	39%	45%	36%	38%	45%	47%	49%	39%
No	48%	42%	47%	56%	57%	48%	55%	50%	48%	46%	46%	53%
Don't know	6%	5%	5%	7%	4%	6%	8%	11%	6%	5%	4%	7%
Prefer not to say	1%	<1%	1%	1%	<1%	1%	1%	1%	<1%	2%	<1%	1%

Base: All respondents (n=3,009).

F. INFORMATION SOURCES

In general, eligible youth voters used three sources for information about the election: media websites (23%), television (20%) and social media (19%) (Chart 47). The older adult group is more likely to say that television was their main source of information (37%), followed by media websites (19%) and newspapers (16%). Of note, social media was a more popular information source among youth compared to older adults (19% vs. 7%).

Interestingly, Aboriginal youth are most likely to use social media sites as their main source of information about the election.

Chart 47: Primary Source of Information

E1. For the federal election held on October 19th what was your main source of information about the election?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Television	20%	16%	17%	26%	37%	24%	12%	22%	21%	23%	17%	10%
Media website, blog or other Web source	23%	18%	28%	22%	19%	16%	17%	19%	19%	20%	29%	10%
Social networking sites (Facebook, Twitter, YouTube, etc.)	19%	22%	19%	15%	7%	20%	29%	23%	21%	17%	19%	19%
Newspaper/magazine	6%	4%	6%	7%	16%	3%	7%	4%	7%	3%	6%	4%
Elections Canada (advertising, social media, etc.)	7%	11%	6%	5%	<1%	9%	10%	10%	8%	5%	6%	9%
Family or friends	6%	10%	5%	3%	2%	7%	4%	4%	8%	5%	5%	7%
Radio	3%	2%	4%	4%	6%	4%	2%	1%	3%	4%	4%	3%
Voter Information Card	4%	4%	3%	4%	<1%	4%	5%	2%	6%	6%	4%	3%
A political party website	3%	2%	4%	2%	2%	3%	2%	1%	2%	2%	4%	1%
Government	1%	1%	<1%	<1%	1%	<1%	1%	<1%	1%	1%	<1%	1%
Mail (general)	<1%	<1%	1%	0%	<1%	1%	<1%	1%	<1%	<1%	<1%	1%
Pamphlets from candidates received in the mail	<1%	<1%	0%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%

Base: All respondents (n=3,009).

Just over 70% of youth felt that it was easy to get enough information about the candidates and parties to know whom to vote for in their riding (Chart 48). Overall, similar proportions believed that it was either very (34%) or somewhat (37%) easy to find candidate information. However, the findings suggest that almost 20% found it somewhat or very difficult to find this information.

There are some differences in the perception of ease of finding this information. The older adult group was more likely to find it very or somewhat easy to find information about candidates and political parties, in comparison to youth (Chart 48). Regionally, youth in Atlantic Canada were most likely to think that finding this information was easy, in comparison to those in other regions (Chart 49).

Chart 48: Ease of Finding Information About Candidates and Political Parties by Age and Target Group

B10_E. Thinking about this last election, how difficult or easy was it to find out enough about the candidates and political parties to know who to vote for in your riding?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Very easy	34%	33%	35%	35%	59%	35%	37%	30%	30%	34%	38%	26%
Somewhat easy	37%	36%	37%	36%	22%	36%	33%	32%	39%	25%	39%	30%
Somewhat difficult	15%	14%	18%	12%	11%	14%	13%	18%	17%	14%	15%	14%
Very difficult	4%	5%	4%	2%	6%	4%	4%	4%	6%	5%	3%	5%
I didn't look for information	7%	8%	5%	10%	1%	7%	10%	12%	6%	16%	3%	19%
Don't know	2%	3%	1%	3%	1%	3%	2%	4%	2%	4%	0%	6%
Prefer not to say	1%	1%	0%	1%	0%	1%	1%	0%	0%	2%	0%	1%

Base: All respondents (n=3,009).

Chart 49: Ease of Finding Information About Candidates and Political Parties by Region

B10_E. Thinking about this last election, how difficult or easy was it to find out enough about the candidates and political parties to know who to vote for in your riding?

	Youth	Atlantic	Quebec	Ontario	Prairies	Alberta	BC/Territories
Very easy	34%	42%	40%	33%	34%	29%	34%
Somewhat easy	37%	40%	34%	36%	33%	41%	37%
Somewhat difficult	15%	8%	12%	18%	17%	15%	15%
Very difficult	4%	3%	3%	4%	7%	4%	4%
I didn't look for information	7%	5%	8%	7%	6%	8%	7%
Don't know	2%	2%	3%	2%	3%	2%	2%
Prefer not to say	1%	1%	1%	0%	0%	1%	1%

Base: All respondents (n=3,009).

G. POLITICAL KNOWLEDGE

Finally, the survey asked a series of questions to gauge participants' levels of political knowledge. These included identifying the party that won the most seats in the federal election, naming their provincial

premier, assigning responsibility (federally or provincially) on a couple of portfolios and naming the position that David Cameron holds.

To begin, a large majority of youth (85%) correctly identified the Liberal Party as the party that won the most seats in the latest federal election (Chart 50). There are some differences between youth and the 35+ group, with youth being slightly less knowledgeable (85% vs. 95%) and more likely to say that they did not know. As well, there are some differences by youth target groups. Aboriginal youth (76%) and unemployed youth (66%) are less knowledgeable about who won the most seats and most likely to report not knowing. Voting youth are more likely than non-voting youth to correctly identify the Liberal Party as winning the most seats in the federal election.

Chart 50: Party That Won the Most Seats in the Federal Election

11. Which party won the most seats in the federal election held on October 19th?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Liberal Party	85%	81%	88%	86%	95%	80%	76%	80%	86%	66%	94%	67%
Other	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	2%
Don't know	12%	16%	10%	9%	3%	15%	19%	18%	10%	26%	4%	28%
Prefer not to say	2%	1%	1%	3%	0%	3%	2%	1%	3%	4%	1%	2%

Base: All respondents (n=3,009).

Overall, six in ten (62%) youth correctly name the provincial government as having primary responsibility for education (Chart 51). Slightly fewer (54%) correctly identify the federal government as being responsible for employment insurance (Chart 52). In both “tests,” youth are less likely than the 35+ group to correctly assign responsibility to the appropriate level of government. It is interesting that unemployed youth are the least likely to correctly identify the federal government as being responsible for employment insurance.

Chart 51: Level of Government Responsible for Education

12. Which level of government has primary responsibility for education – federal, provincial, or municipal?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Federal	15%	12%	15%	17%	11%	17%	22%	12%	17%	16%	14%	16%
Provincial	62%	62%	63%	61%	76%	58%	53%	66%	63%	48%	69%	48%
Municipal	4%	5%	4%	4%	4%	3%	3%	3%	5%	3%	3%	6%
Don't know	18%	20%	17%	16%	9%	20%	20%	18%	14%	32%	13%	28%

Base: All respondents (n=3,009).

Chart 52: Responsibility for Employment Insurance

13. Which level of government has primary responsibility for employment insurance – federal, provincial, or municipal?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Federal	54%	42%	57%	61%	75%	49%	47%	38%	50%	37%	58%	46%
Provincial	23%	26%	22%	20%	17%	25%	30%	29%	25%	29%	23%	23%
Municipal	2%	4%	2%	1%	2%	2%	3%	4%	3%	5%	2%	2%
Don't know	20%	27%	19%	16%	7%	23%	19%	28%	19%	28%	17%	28%

Base: All respondents (n=3,009).

Turning to familiarity with different political figures, just over half (56%) of youth correctly identify their provincial or territorial premier, in comparison to over three quarters (76%) of the older adult group (Chart 53). Within the youth target groups, awareness of the provincial or territorial premier is lowest among Aboriginal and unemployed youth.

Meanwhile, youth who voted in the federal election are more likely to correctly identify their provincial or territorial premier in comparison to those who did not vote in the federal election.

Chart 53: Awareness of Provincial or Territorial Premier

14. What is the name of the premier of your Province or Territory?

(% saying the correct premier)

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Correct	56%	49%	57%	62%	76%	51%	42%	56%	53%	42%	66%	34%
Incorrect	7%	7%	7%	6%	3%	10%	13%	5%	8%	9%	3%	7%
Don't know	33%	41%	33%	27%	20%	35%	42%	37%	34%	48%	2%	3%
Prefer not to say	4%	3%	3%	5%	1%	4%	3%	2%	5%	2%	26%	50%

Base: All respondents (n=3,009).

Within the youth cohort, those between the ages of 18 and 22 are less likely than their older counterparts to know who their provincial or territorial premier is. There is also a slight difference in gender: male youth are more knowledgeable than female youth (60% vs. 52%).

There are also notable differences across the provinces and territories (Chart 54), with youth in the Northwest Territories, Nunavut and Prince Edward Island most likely to correctly identify their premier, while youth in New Brunswick, Manitoba and Yukon are least likely.

Chart 54: Awareness of Provincial Premier by Province or Territory

14. What is the name of the premier of your Province or Territory?

(% saying the correct premier)

	Youth	Northwest Territories	Nunavut	Prince Edward Island	Saskatchewan	British Columbia	Newfoundland	Quebec	Ontario	Alberta	Nova Scotia	New Brunswick	Manitoba	Yukon
Correct	56%	83%	75%	70%	68%	61%	60%	60%	58%	56%	55%	44%	36%	33%
Incorrect	7%	0%	25%	0%	5%	6%	7%	9%	7%	4%	6%	14%	3%	0%
Don't know	33%	17%	0%	30%	25%	30%	33%	28%	32%	36%	38%	37%	57%	67%
Prefer not to say	4%	0%	0%	0%	2%	3%	0%	3%	3%	4%	2%	6%	4%	0%

Note: The base for some of the provinces/territories is very small.

Base: All respondents (n=3,009).

A final question asked what job David Cameron holds. This question was designed to gauge levels of awareness of global issues. Perhaps not surprisingly, it elicited the lowest levels of political awareness (Chart 55). One in five youth correctly identify him as the prime minister of the United Kingdom.⁸ This is slightly lower than the awareness among the older age group, which sits at 25%. Among the youth target groups, awareness of David Cameron’s role is lowest among rural and Aboriginal youth. As with other findings, there are differences across gender: male youth are twice as likely as female youth to correctly identify David Cameron (27% vs. 14%).

Chart 55: Awareness of David Cameron’s Role

15. Now we have a question about a public figure, David Cameron. What job or political office does he now hold?

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Prime Minister of the United Kingdom	21%	17%	21%	23%	25%	14%	13%	24%	23%	24%	25%	10%
Leader of the British Conservative Party	<1%	1%	0%	<1%	<1%	<1%	0%	0%	1%	0%	<1%	<1%
Governor General	1%	1%	2%	1%	3%	1%	0%	1%	1%	0%	2%	1%
Prime Minister (unspecified)	1%	1%	1%	1%	<1%	<1%	2%	2%	2%	<1%	1%	1%
Other	3%	4%	2%	3%	4%	3%	2%	3%	5%	1%	3%	2%
Don't know	71%	74%	72%	67%	67%	78%	79%	69%	64%	72%	67%	82%
Prefer not to say	3%	3%	2%	4%	<1%	4%	4%	2%	4%	3%	2%	5%

Base: All respondents (n=3,009).

The results of the knowledge questions were combined to create an index from 0 to 5, based on the correct number of responses given by youth. The results show a fairly wide range of knowledge, with 15% providing correct answers to all knowledge questions and another 28% correctly answering four of the five questions. On the other end of the spectrum, 10% of youth are unable to correctly answer any of the five knowledge questions. The remainder are fairly evenly split between one and three correct answers (16%, 13% and 18%, respectively).

⁸ Multiple responses were accepted as correct, including prime minister of England, British prime minister and prime minister of Great Britain.

The level of knowledge varies by age (Chart 56). Generally, youth displayed less knowledge than those who are at least 35 years of age. Among youth target groups, youth who are unemployed are the least politically knowledgeable. Last, voters are more knowledgeable about roles and responsibilities compared to non-voters. There are few differences in knowledge by region.

Chart 56: Index of Overall Knowledge

Q1SERIES. Combined knowledge of party who won most seats, government responsibility for portfolios, and roles of different political figures.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Zero	10%	12%	8%	10%	2%	12%	15%	13%	10%	23%	3%	25%
One	16%	16%	17%	15%	12%	18%	19%	14%	15%	20%	15%	19%
Two	13%	13%	12%	13%	10%	16%	15%	9%	13%	13%	12%	14%
Three	18%	20%	19%	14%	11%	17%	21%	15%	19%	12%	17%	20%
Four	28%	27%	28%	30%	43%	27%	21%	26%	28%	16%	34%	16%
Five	15%	12%	16%	18%	22%	10%	9%	22%	16%	16%	20%	6%

Base: All respondents (n=3,009).

The results of those who said “Don’t know” to the knowledge questions were combined to create an index from 0 to 5, based on the number of “Don’t know” responses given (Chart 57). The results show a fairly wide dispersion of the number of “Don’t know” responses given, with 24% of youth giving a response other than “Don’t know” to all five knowledge questions and another 33% who only answer “Don’t know” to one of the questions. At the other end of the spectrum, 10% of youth answer “Don’t know” to four (6%) or five (4%) of the questions. One in five (22%) youth give a “Don’t know” answer to two questions, while one in ten (11%) give the same response to three of the knowledge questions.

The percentage of giving an answer of “Don’t know” decreases with age. Youth are more likely to provide a “Don’t know” response to multiple questions than those who are 35+. Among youth target groups, youth who are unemployed provide “Don’t know” responses to more questions than other groups do. Last, non-voters are more likely to provide a “Don’t know” response than voters are. There are few differences in knowledge by region.

Chart 57: Index of Those Who Answered “Don’t Know” to Knowledge Questions

Q1SERIES. Combined percentage who said “don’t know” when asked knowledge of Party who won most seats, Government responsibility for portfolios, and roles of different political figures.

	Youth	18 to 22	23 to 29	30 to 34	35+	Rural	Aboriginal	Disabled	Ethnocultural	Unemployed	Voter	Non-voter
Zero	24%	19%	23%	28%	29%	19%	16%	21%	27%	23%	28%	13%
One	33%	28%	35%	36%	46%	37%	35%	34%	34%	28%	40%	25%
Two	22%	26%	21%	21%	17%	21%	26%	24%	20%	18%	20%	27%
Three	11%	14%	12%	7%	5%	12%	9%	9%	12%	13%	8%	14%
Four	6%	7%	7%	4%	2%	8%	10%	5%	5%	9%	4%	10%
Five	4%	6%	2%	4%	<1%	3%	5%	6%	2%	9%	1%	10%

Base: All respondents (n=3,009).

CONCLUSION

The goal of the NYS is to provide detailed information on the motivational and access barriers that Canadian youth aged 18 to 34 experience that prevent them from voting. The 2015 survey has provided an updated portrait of youth voting behaviour in Canada. Compared to voters over the age of 35, there continue to be differences in reported behaviour, attitudes and knowledge about voting and the voting process. The largest differences are observed in the youngest cohort, those 18 to 22 years of age. These differences appear consistently throughout the findings, affecting both access and motivational factors, and indicate that youth in particular have different information needs than older adults. Additionally, the study finds a number of important differences among youth subgroups, notably for Aboriginal youth, youth with disabilities and unemployed youth, indicating that youth are not a homogeneous population.

APPENDIX A: METHODOLOGY

The 2015 National Youth Survey (NYS) used a mixed-mode methodology, which allowed Elections Canada to reach its target populations. This section outlines the overall approach for this research as well as the resulting sample. Nielsen proposed to complete:

- A total of 3,000 20-minute surveys among Canadians in all provinces and territories in the official language of the respondents' choice. The final sample had a total of 3,009 respondents, who completed a 22-minute survey. Respondents were divided into three groups: the core sample, the oversample and the older adult group.
- The core group was to comprise a representative sample of 1,250 young Canadians aged 18 to 34, segmented by region. Respondents were to be divided equally into three age categories as follows:
 - 18-22-year-olds (34% of respondents)
 - 23-29-year-olds (33% of respondents)
 - 30-34-year-olds (33% of respondents)
- The oversample was an overrepresentation of five groups of interest among young Canadians (aged 18–34). The additional 1,250 respondents would include the five subgroups below.
 - Aboriginal
 - Ethnocultural
 - Youth residing in rural areas
 - Youth with disabilities
 - Unemployed youth (not in school)
- While planning fieldwork and after discussions with the project manager and the sample specialist, it was decided to increase the core sample to allow for the natural fallout of the oversample populations. The remaining oversample would specifically target Aboriginal youth, unemployed youth and youth with self-identified disabilities. This strategy would produce a more representative sample, while still achieving the minimum in each target population.
- The final sample had a total core youth sample of 1,752 respondents and an oversample of 754. The core sample followed a proportional distribution of age, gender and region according to the 2011 census. Respondents in the oversample were screened only for the target characteristic (Aboriginal, unemployed or self-identified disability).
- The control group was composed of 503 Canadians aged 35 and over.
- We targeted 40% of the respondents to be of non-voters, defined as those who did not vote in the 2015 federal election. However, we faced challenges in achieving this goal. The challenges of talking to non-voters are well documented and particularly affect phone interviews. Our youth sample had 33% of non-voters, while our oversample had 20% of non-voters. This could be due to a higher turnout in the last election, particularly among Aboriginal populations. The sample was weighted to reflect actual turnout.

For the purpose of this research, Elections Canada proposed the following definitions of the five sub-samples used. It should be noted that not all of these categories are mutually exclusive.

- **Aboriginal:** As defined by Statistics Canada – First Nations both on and off reserve, Métis and Inuit.
- **Ethnocultural:** Those who identify themselves as a visible minority or those who were born outside Canada but who do not consider themselves a visible minority and for whom English, French or an Aboriginal language is not their first language.
- **Youth residing in rural areas:** Defined as those living in a rural community with a population of less than 10,000.
- **Youth with disabilities:** Defined as those identifying themselves as having a physical, mental or learning disability.
- **Unemployed youth (not in school):** Those who do not work either full time or part time, whether at home or for an employer, and are not a student, homemaker or retired person.

The methodology consisted of 1,503 interviews conducted by *cell phone* (1,000 youth and 503 people over 35) and 1,506 surveys completed online, including the remaining 752 youth of the core sample and the 754 youth of the oversample.

The table below shows the breakdowns of both methodologies.

Methodology	Telephone (CATI)*			Online (panel)		Total
	Core sample	Augments (convenience sample)	Gen pop (35+)	Core sample	Augments (convenience sample)	
No. of interviews	1,000	–	503	752	754	3,009

*Computer-assisted telephone interviewing.

We used our online panel combined with Edge Interactive’s online panel to complete the oversample. Particularly, finding unemployed youth was a bigger challenge than initially anticipated. Most panels do not target for unemployed respondents since this is a situation that is constantly changing. In the end, after reaching out to several partner panels, this was the one quota we could not meet in the time frame given.

SAMPLE FRAME

The table below outlines the sampling strategy, which was developed to be regionally representative, based on the latest census counts. The table shows the distribution as it actually happened. Please note that, as mentioned, our sampling strategy was changed to include respondents who were previously part of the oversample.

CORE SAMPLE DISTRIBUTION STRATEGY

AGE		18–22 (34%)		23–29 (33%)		30–34 (33%)		35+		Total	
GENDER		M (50%)	F (50%)	M (50%)	F (50%)	M (50%)	F (50%)	M (50%)	F (50%)		
Atlantic	NB	6	6	5	5	5	5	6	7	45	142
	NS	7	7	6	6	6	6	7	8	53	
	PE	1	1	1	1	1	1	1	1	8	
	NL	5	5	4	4	4	4	5	5	36	
Quebec	QC	52	52	50	51	50	51	61	62	429	429
Ontario	ON	80	80	77	78	77	77	93	94	656	656
Prairies	AB	20	21	19	20	19	19	24	24	166	288
	SK	7	7	6	7	6	7	8	8	56	
	MB	8	8	8	8	8	7	9	10	66	
BC/ Territories	BC	28	28	26	27	26	27	32	33	227	235
	YK										
	NW	1	1	1	1	1	1	1	1	8	
	NU										
Total		215	216	203	208	203	205	247	253	1,750*	
		431		411		408		500			

*Max. n=500 respondents who are 35 or older.

CORE SAMPLE DISTRIBUTION

AGE		18–22 (34%)		23–29 (33%)		30–34 (32%)		35+		Total	
GENDER		M (52%)	F (49%)	M (47%)	F (53%)	M (47%)	F (53%)	M (53%)	F (47%)		
Atlantic	NB	6	11	3	8	4	7	9	10	58	173
	NS	6	11	7	7	6	8	11	12	68	
	PE	1	2	1	0	2	1	0	0	7	
	NL	4	4	6	4	7	6	5	4	40	
Quebec	QC	99	66	85	99	68	80	36	24	557	557
Ontario	ON	104	119	100	94	100	108	127	104	856	856
Prairies	AB	27	23	26	31	24	30	30	28	219	376
	SK	12	9	6	10	7	10	7	10	71	
	MB	6	16	10	4	17	17	8	8	86	
BC/Territories	BC	44	30	33	50	28	32	35	33	285	293
	YK										
	NW	0	0	0	1	3	2	1	1	8	
	NU										
Total		309	291	277	308	266	301	269	234	2,255	
		600		585		567		503			

As stated above, of the 2,255 respondents in the core sample, 1,503 (1,000 youth respondents and 503 adults) were randomly selected and contacted by cell phone, and the remaining 752 completed the survey using our online panel.

OVERSAMPLE

The remaining sample (754) was divided into five sub-samples. Based on our previous experience, the table below is how we estimated the results would fall by target group. Please note that these groups

are not mutually exclusive; therefore, the quotas in each group are filled starting with the ones with lower incidence.

Estimated results

Description	Core	Augment	Total
Aboriginal	15	250	265
Ethnocultural	225	150	375
Rural – Northern Canada	225	100	325
Self-identified disabilities	50	150	200
Unemployed	175	100	275
Total	690	750	1,440

Filling all the quotas required constant monitoring of fieldwork as well as having several versions of the survey open at the same time. We started with the core sample using computer-assisted telephone interviewing and, once we had a good understanding of how distribution would fall, we opened the online core and the augment. The table below presents the actual distribution of the oversample groups.

Actual results

Description	Core	Augment	Total
Aboriginal	112	152	264
Ethnocultural	383	335	718
Rural – Northern Canada	575	240	815
Self-identified disabilities	160	120	280
Unemployed	131	44	175
Total	1,361	891	2,252

APPENDIX B: QUESTIONNAIRE

Elections Canada: National Youth Survey 2015

Final Draft: August 26, 2015

INTRODUCTION

Hi, my name is _____ and I am calling from Nielsen on behalf of Elections Canada. We are conducting a study about youth and the election process. The questions should only take about 15 to 20 minutes to complete.

Is now a good time? [IF NOT ARRANGE CALLBACK] Would you prefer I continue in French or English?

Your responses will be kept entirely confidential and anonymous. This survey is registered with the national survey registration system.

- | | |
|--------------------------------------|---------------------|
| 1 – Yes - ENGLISH | CONTINUE IN ENGLISH |
| 2 – Yes - FRENCH | CONTINUE IN FRENCH |
| 3 – No, Not a good time - CALL LATER | SPECIFY DATE/TIME |
| 98 - REFUSED | THANK/DISCONTINUE |

[Base all]

A1. We need to speak to someone who was aged between 18 and 34 on October 19 this year. Are you in that age range?

1. Yes **[SKIP TO A2]**
2. No

If QA1=2 read: A1a. Is there someone in your household who was between the ages of 18 and 34 years on October 19?

1. Yes (Start from introduction)
2. No

If QA1a=2 read: A1b. We also need to speak to someone who was aged 35 or older on October 19. Are you in that age range?

1. YES [**SKIP TO A2**]
2. NO

If QA1b=2 read: A1c. Is there someone in your household who was aged 35 or older on October 19?

1. YES (**START FROM INTRODUCTION**)
2. NO (**TERMINATE**)
3. YES, BUT IS NOT AVAILABLE AT THE MOMENT (**GO TO DISPOSITION SCREEN**)

If QA1=1 or if QA1b=1:

A2. In what year were you born?⁹ [Programmer – add in min = 1997 and a max 1916]

[PROGRAMMER NOTE: ALLOW 500 RESPONDENTS OVER 35 (add in max = 1980)]

Year: _____

98. Refusal¹⁰

If QA2 = 98 read: Is there someone in your household who was between the ages of 18 and 34 years old on October 19? (*If yes, start from introduction. If no, terminate*)

SECTION A: SURVEY ELIGIBILITY

[Base all]

A3. May I confirm that you are a Canadian citizen?

1. Yes (*proceed*)
2. No. (*Terminate*)

98. Refusal (*Terminate*)

If QA3 = 2 or 98 read: IF NO: This survey must be completed by Canadian citizens. Would there be someone in your household who is a Canadian citizen and was 18 years or older on October 19? IF YES ASK TO SPEAK TO THAT PERSON AND **START FROM INTRODUCTION**. IF NO, READ: Thank you but this survey must be completed by Canadian citizens.

⁹ This question will need to be monitored (quota).

¹⁰ Assign the number 88 for Do not know/Do not remember responses. Assign the number 98 to Refusal and 99 to Not applicable responses.

[Base all]

[INTERVIEWER NOTE: ASK ONLY IF NECESSARY]¹¹

A4. What is your gender?

1. Male (*proceed*)
2. Female (*proceed*)

[Base all]

[PROGRAMMER NOTE: Pre-code list. Show the province only. Use regions for quotas only]

[INTERVIEWER NOTE: DO NOT READ]

A5. Which Province or Territory do you live in?

1. Newfoundland (**DO NOT SHOW: Atlantic**)
2. New Brunswick (**DO NOT SHOW: Atlantic**)
3. Nova Scotia (**DO NOT SHOW: Atlantic**)
4. Prince Edward Island (**DO NOT SHOW: Atlantic**)
5. Quebec
6. Ontario
7. Manitoba (**DO NOT SHOW: Prairies**)
8. Saskatchewan (**DO NOT SHOW: Prairies**)
9. Alberta (**DO NOT SHOW: Prairies**)
10. British Columbia
11. Nunavut (**DO NOT SHOW: Northern**)
12. Northwest Territories (**DO NOT SHOW: Northern**)
13. Yukon (**DO NOT SHOW: Northern**)
98. Refusal (*Terminate*)

[Base all]

A6. Are you currently living in a rural or small town community, with a population less than 10,000?¹²

1. YES (*PROCEED*)
2. NO (*PROCEED*)
98. Refusal (*proceed*)

¹¹ This question will need to be monitored (quota).

¹² This question will need to be monitored (quota).

[Base all]

A7. Do you identify yourself as an Aboriginal person?¹³

[INTERVIEWER NOTE: If asked, that is, are you of First Nations, Inuit or Métis descent]

1. YES (*PROCEED*)

2. NO (*PROCEED*)

98. Refusal (*proceed*)

[If QA7 = 1] A8. Are you First Nation, Métis, or Inuit?

1. First Nation (*proceed*)

2. Métis (*proceed*)

3. Inuit (*proceed*)

4. Other (*proceed*)

98. Refusal (*proceed*)

[If QA8 = 1] A9. Do you currently live on a reserve?

1. Yes (*proceed*)

2. No (*proceed*)

98. Refusal (*proceed*)

[If QA7=2 or 98] A10. Do you identify yourself as a visible minority?¹⁴

1. Yes (*proceed*)

2. No (*proceed*)

98. Refusal (*proceed*)

¹³ This question will need to be monitored (quota).

¹⁴ This question will need to be monitored (quota).

[Base all]

[INTERVIEWER NOTE: DO NOT READ]

A11. Are you a person with a disability?¹⁵

1. YES “DISABLED” (*PROCEED*)
2. NO (*PROCEED*)

99. Prefer not to say (*proceed*)

[INTERVIEWER NOTE: DO NOT READ]

[If QA11=1] A12. Please specify the nature of your disability.

[PROGRAMMER NOTE: MULTIPLE RESPONSE]

1. Blind or visual impairment
2. Coordination or dexterity
3. Deaf or hard of hearing
4. Mobility
5. Speech impairment
6. Developmental or intellectual
7. Emotional/psychological/mental health
8. Pain that is always present
9. Other [SPECIFY]

99. Prefer not to say (*proceed*)

[Base all]

A13. Over the past six months, which of the following best describes you?¹⁶ **[ONE RESPONSE ONLY]**

1. Employed or self-employed
2. In school or training
3. Employed or self-employed and in school or training
4. Full-time stay-at-home parent
5. Unemployed
6. Other (e.g., maternity leave, not working due to health reasons)

88. Don't know (*proceed*)

98. Refusal (*proceed*)

¹⁵ This question will need to be monitored (quota).

¹⁶ This question will need to be monitored (quota).

SECTION B: ELECTORAL PARTICIPATION

[Base all]

B1. In each election, many people don't or can't vote for a variety of reasons. Thinking about all elections since you have been eligible to vote, would you say that you have voted in none of them, some of them, most of them, or all of them? [\[Note to interviewer: If asked this applies to federal, provincial and municipal elections, including elections in the respondent's country of origin\]](#)

1. None of them
2. Some of them
3. Most of them
4. All of them
88. Don't know/ don't remember
98. Refusal

[Base all]

B2. And did you vote in the last federal election held on October 19th, 2015?

1. Yes
2. No
88. Don't know/ don't remember
98. Refusal

[Base all]

B3. Over the last 12 months, did you use Elections Canada's online voter registration service to check, update or complete your voter registration?

1. Yes
2. No
88. Don't know/ don't remember
98. Refusal

[Base all]

B4. Did you get a Voter Information Card in the mail from Elections Canada for this federal election?

1. Yes
2. No
88. Don't know/don't remember
98. Refusal

[Base all]

B5. In addition to voting in-person at the polling station on Election Day, in what other ways is it possible to vote in a federal election?

[PROGRAMMER NOTE: Pre-code list]

[INTERVIEWER NOTE: DO NOT READ] [Tick all options that are recalled]

By mail

At the advance polling station

At the local Elections Canada office (EC Returning Officer)

88. Don't know/don't remember

98. Refusal

B6. **[IF B2=1]** And which way did you use to vote in the recent Canadian federal election that took place on October 19th?

1. At the polling station on Election Day

2. By mail

3. At the advance polling station

4. At the local Elections Canada office

88. Don't know/ don't remember

98. Refusal

[Base all]

B7. Please indicate whether you think the following statements are true or false for a federal election:

RANDOMIZE

	1. True	2. False	88. Don't know	98. Refusal	99. Not applicable
To vote, you must prove your identity					
To vote, you must prove your address					
You can vote online					

[Base all]

B8. Overall, how interested were you in this last federal election? Were you: "Not at all interested", "Not very interested," "Somewhat interested," or "Very interested?"

Not at all interested	Not very interested	Somewhat interested	Very interested	Don't know	Refusal
1	2	3	4	88	98

[Base all]

B9. To what extent would you say you are interested in Canadian politics? Are you: "Not at all interested", "Not very interested", "Somewhat interested" or "Very interested".

Not at all interested	Not very interested	Somewhat interested	Very interested	Don't know	Refusal
1	2	3	4	88	98

Barrier questions

For voters & non-voters

[Base all]

B10

In each of the following statements, please indicate if it was "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy" to find the information you needed. [\[INTERVIEWER NOTE: REPEAT THE SCALE AS NEEDED. IF THE RESPONDENT HESITATES, REPEAT THE SCALE. DO NOT READ CODES 5, 88 AND 98\]](#)

B10_A. Thinking about this last election, how difficult or easy was it to find information on how to register to vote?

Very difficult	Somewhat difficult	Somewhat easy	Very easy	I didn't look for information	Don't know	Refusal
1	2	3	4	5	88	98

B10_B. [\[SKIP IF B6=2\]](#) How difficult or easy was it to find out where to vote? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	I didn't look for information	Don't know	Refusal
1	2	3	4	5	88	98

[Base all]

B10_C. How difficult or easy was it to find out when to vote? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	I didn't look for information	Don't know	Refusal
1	2	3	4	5	88	98

[Base all]

B10_D. How difficult or easy was it to find out about the different ways to vote? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	I didn't look for information	Don't know	Refusal
1	2	3	4	5	88	98

[Base all]

B10_E. How difficult or easy was it to find out enough about the candidates and political parties to know who to vote for in your riding? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	I didn't look for information	Don't know	Refusal
1	2	3	4	5	88	98

For voters

B11 **[IF B2=1]**

B11_A. **[IF B2=1 AND B6 NOT = 2]** How difficult or easy was it to get to your voting location? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	Don't know	Refusal
1	2	3	4	88	98

B11_B. **[IF B2=1]** How difficult or easy was it to prove your identity and address? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	Don't know	Refusal
1	2	3	4	88	98

B11_C. **[IF B2=1 AND B11 B=1 or 2].** Was it your identity or address that was difficult to prove?

1. My address
 2. My ID
 3. Both
88. Don't know
98. Refusal

B11_D. **[If A11=1 AND B6 NOT = 2].** How difficult or easy was it to access the polling station? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat east	Very easy	Don't know	Refusal
1	2	3	4	88	98

B11_E. **[IF B6=2]** How difficult or easy was it to complete and return your mail-in ballot? [IF NEEDED: Was it "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat easy	Very easy	Don't know	Refusal
1	2	3	4	88	98

For non-voters

B12 [IF B2=2, 88 or 98]

B12_A. **[IF B2=2]** If you had voted, how difficult or easy would it have been to get to your voting location? Would it have been "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."

Very difficult	Somewhat difficult	Somewhat east	Very easy	Don't know	Refusal
1	2	3	4	88	98

B12_B. **[IF B2=2]** How difficult or easy would it have been to prove your identity and address? [IF NEEDED: Would it have been "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat east	Very easy	Don't know	Refusal
1	2	3	4	88	98

B12_C. **[IF B2=2 AND B12 B = 1 or 2].** Would it have been your identity or address that was difficult to prove?

- 1. My address
- 2. My ID
- 3. Both
- 88. Don't know
- 98. Refusal

B12_D. **[IF B2=2 AND A11=1].** How difficult or easy would it have been to access the polling station? [IF NEEDED: Would it have been "Very difficult", "Somewhat difficult," "Somewhat easy" or "Very easy."]

Very difficult	Somewhat difficult	Somewhat east	Very easy	Don't know	Refusal
1	2	3	4	88	98

[Base all]

B13. In this last election, were you directly contacted by a political party or candidate?

- 1. Yes
- 2. No
- 88. Don't know/ don't remember
- 98. Refusal

B14. [\[If B13=1\]](#). How were you contacted? **[READ LIST – CHECK ALL THAT APPLY]**

	1. Yes	2. No	88. Don't know	98. Refusal	99. Not applicable
At home through door-to-door canvassing					
On the street or in a public space					
By phone through a live person					
By phone through an automated call					
By e-mail					
Through social media (e.g., Facebook, Twitter)					

[Base all]

B15. In this last election, did any of the following people or groups encourage you to vote? [\[Programmer Randomize A – I\]](#)

	1. Yes	2. No	88. Don't know	98. Refusal	99. Not applicable
a. Your family, not including partner or spouse. For example, parents or siblings					
b. Your friends or peers					
c. Your spouse or partner					
d. A teacher or professor					
e. The news media					
f. Politicians, a party or a candidate					
h. A community, environmental, or social organization					
i. [If A7=1]					

An Aboriginal organization					
j. [If a A13=2 OR 3] A student organization					
k. [If A10=1] An organization representing a cultural or ethnic group					
l. [If A11=1] An organization representing people with disabilities					
m. Other					

SECTION C: POLITICAL PARTICIPATION

[Base all]

C1. Now I'd like to ask you some questions about your level of involvement in current issues.

In the past 12 months, have you done any of the following?

[INTERVIEWER NOTE: THIS SECTION REFERS TO GENERAL BEHAVIOUR NOT NECESSARILY CONNECTED TO THE ELECTION]

RANDOMIZE

	1. Yes	2. No	88. Don't know	98. Refusal	99. Not applicable
a. Wrote a letter or e-mail to a newspaper					
b. Left a comment on a blog, discussion group, or an online article					
c. Attended a community meeting about a local issue					
d. Contacted a politician to express your views on an issue					
e. Participated in a demonstration or protest march					
f. Signed a petition					
g. Raised or donated money for a cause					
h. Bought or boycotted products for political, environmental or ethical reasons					
i. Wore a T-shirt, bracelet, or badge for a cause					
j. Searched for information online about politics or public issues					
k. Used social media to share political information or content					
l. Watched a leaders' debate during the election					
m. Displayed a sign for a party or a candidate during the election					
n. Participated in an event organized					

by a party or a candidate during the election					
o. Attended an information session on how to register and vote in the election					

SECTION D: CIVIC PARTICIPATION

[Base all]

D1. In the past 12 months, did you do volunteer work for any organization?

- 1. Yes
- 2. No
- 88. Don't know/ don't remember
- 98. Refusal

[If QD1 = 1] D2. Was the volunteer work for a political party or a candidate?

- 1. Yes
- 2. No
- 88. Don't know/ don't remember
- 98. Refusal

SECTION E: MEDIA CONSUMPTION

[Base all]

[Programmer note: Pre-code list]

E1. For the federal election held on October 19th what was your **main** source of information about the election?

[Interviewer note: DO NOT READ. If respondent says media, probe which kind. If respondent says internet, probe which type of site (i.e., options under 1, 5, 6 and 8)]

- 1. Elections Canada (advertising, social media, etc.)
- 2. Voter Information Card
- 3. Newspaper/magazine
- 4. Television
- 5. Media website, blog or other web source

- 6. Social networking sites (Facebook, Twitter, YouTube, etc.)
- 7. Government
- 8. A political party website
- 9. Radio
- 10. Family or friends
- 11. Mail (general)
- 12. Pamphlets from candidates received in the mail
- 77. Other
- 88. Don't know/don't remember
- 98. Refusal

SECTION F: GENERAL ATTITUDES TOWARDS POLITICS, DEMOCRACY AND CITIZENSHIP

[Base all]

F1. On the whole, how satisfied are you with the way democracy works in Canada? Are you: "Very dissatisfied", "Somewhat dissatisfied," "Somewhat satisfied" or "Very satisfied".

Very dissatisfied	Somewhat dissatisfied	Somewhat satisfied	Very satisfied	Don't know	Refusal
1	2	3	4	88	98

[Base all]

F2. Please tell me whether you "Strongly disagree," "Somewhat disagree," "Somewhat agree" or "Strongly agree" with the following statements.

RANDOMIZE

	1 Strongly disagree	2. Somewhat disagree	3. Somewhat agree	4. Strongly agree	88. Don't know	98. Refusal
a. Sometimes politics and government seem so complicated that someone like me can't really understand what's going on						
b. All federal political parties are the same; there is not really a choice						

c. I do not think government cares much about what people like me think						
d. I feel that by voting I can make a difference						
e. Voting in a federal election is easy and convenient						
f. There is at least one political party that talks about issues that are important to me						

[Base all]

[PROGRAMMER NOTE: Rotate order of F3 and F4]

F3. How do you feel about politicians in general? Use a scale from zero to one hundred.

Zero means you really dislike them and one hundred means you really like them. You can pick any number between zero and 100.

_____ **[USE A NUMERIC BOX AND FORCE SCALE WITHIN NUMBER BOX]**

F4. How do you feel about political parties? Use a scale from zero to one hundred.

Zero means you really dislike them and one hundred means you really like them. You can pick any number between zero and 100.

_____ **[USE A NUMERIC BOX AND FORCE SCALE WITHIN NUMBER BOX]**

[Base all]

F5. **[PROGRAMMER NOTE: SPLIT SAMPLE of A and B].**

A. People have different views about voting. 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 others, voting is a DUTY. They feel that they should vote in every election however they feel about the candidates and parties. For you personally, is voting FIRST AND FOREMOST a Choice or a Duty?

1. A Duty
2. A Choice
88. Don't know/ don't remember
98. Refusal

B. People have different views about voting. For some, voting is a DUTY. They feel that they should vote in every election however they feel about the candidates and parties. For others, 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 Duty or a Choice?

1. A Choice
2. A Duty
88. Don't know/ don't remember
98. Refusal

SECTION G: POLITICAL SOCIALIZATION

[Base all]

G1. When you were growing up, how often did you talk about politics or government at home?

1. Never
2. Sometimes
3. Often
88. Don't know/ don't remember
98. Refusal
99. Not applicable

[Base all]

G2. And now how often do you discuss politics or government with the following people or groups?

[INTERVIEWER NOTE: READ LIST]

	1. Never	2. Sometimes	3. Often	88. Don't know	98. Refusal	99. Not applicable
Your Spouse or Partner						
Your Friends						
Your Family						
[IF A13=1 or 3] Your Colleagues						
[IF A13=2 or 3] Your Classmates						

[Base all]

G3. Do you know if your spouse/partner voted in the federal election of October 19?

- 1. Yes, they voted
- 2. No, they didn't vote
- 88. Don't know
- 98. Refusal
- 99. Not applicable

[Base all]

G4. And of each of the following groups, how many would you say voted?

	1. Most	2. Many	3. Some	4. None	98. Refusal	99. Not applicable
Your close friends						
Your family						
[IF A13=1 or 3] Your colleagues						
[IF A13=2 or 3] Your classmates						

SECTION H: CIVIC EDUCATION

[Base all]

H1. When you were in high school did you take any courses where you learned about government and politics?

1. Yes

2. No

88. Don't know/ don't remember

98. Refusal

[Base all]

H2. Did you participate in a mock election program in primary school or high school, for example Student Vote?

[NOTE TO INTERVIEWERS: If asked about Student Vote, explain that this is a program that runs during a federal, provincial or municipal election that lets students vote for the actual candidates in a mock election at their schools. If asked, note that this does not include Student council elections.]

1. Yes

2. No

88. Don't know/ don't remember

98. Refusal

SECTION I: POLITICAL KNOWLEDGE

To find out which parts of government are most familiar to Canadians, we have a few questions about how government and elections work. If you don't have the answer, please just say so and we'll move on to the next one.

[Base all]

I1. Which party won the most seats in the federal election held on October 19th?

[text box]

88. Don't know

98. Refusal

[Base all]

12. Which level of government has primary responsibility for education – federal, provincial, or municipal?

- 1. Federal
- 2. Provincial
- 3. Municipal
- 88. Don't know
- 98. Refusal

[Base all]

13. Which level of government has primary responsibility for employment insurance – federal, provincial, or municipal?

- 1. Federal
- 2. Provincial
- 3. Municipal
- 88. Don't know
- 98. Refusal

[Base all]

14. What is the name of the premier of your [If A5=1, 2, 3, 4, 5, 6, 7, 8, 9, or 10, program "Province" . If A5=11, 12 or 13, program "Territory"]?

Text box

- 88. Don't know
- 98. Refusal

[PROGRAMMER NOTE: PROGRAM PRE-CODED LIST]

[INTERVIEWER NOTE: DO NOT READ LIST. If the response is close but not exact, record as 'Other']

Pre-coded List

Alberta	<u>Rachel Notley</u>
British Columbia	Christy Clark
Manitoba	Greg Selinger
Newfoundland	Paul Davis
New Brunswick	Brian Gallant
Nova Scotia	Stephen McNeil

Ontario	Kathleen Wynne
PEI	Wade MacLauchlan
Quebec	Philippe Couillard
Saskatchewan	Brad Wall
Nunavut	Peter Taptuna
Northwest Territories	Robert (Bob) McLeod
Yukon	Darrell Pasloski

[Base all]

I5. Now we have a question about a public figure, David Cameron. What job or political office does he now hold?

[text box]

88. Don't know

98. Refusal

SECTION J: SOCIO-DEMOGRAPHICS

Finally, I would like to ask you a few questions for statistical purposes only.

[Base all]

J1. What is the first language that you learned and that you still understand?

[Pre-code list]

[Interviewer note: DO NOT READ]

1. English

2. French

3. Other

98. Refusal

[Base all]

J2. Were you born in Canada?

1. Yes

2. No

98. Refusal

[Base all]

J3. What is the highest level of education that you have completed?

[PROGRAMMER NOTE: Pre-code list]

[INTERVIEWER NOTE: DO NOT READ UNLESS ASKED]

1. Less than Grade 12
2. High school
3. Some college or trades school
4. College or trades school
5. Some university
6. Completed university degree (BA, MA, doctorate)
98. Refusal

[Base all]

J4. What is your marital status?

[INTERVIEWER NOTE: DO NOT READ]

1. Single, never married
2. Married
3. Living common law
4. Separated
5. Divorced
6. Widowed
98. Refusal

J5a. **[IF QJ4=2 or 3]** Do you rent or own your home?

1. Rent
2. Own
98. Refusal

J5b. **[IF QJ4=1, 4, 5, 6 or 98]** Which of the following best describes your current living arrangement?

1. I live at home with my parents
2. Renting alone
3. Living in my own house (if asked, includes condominium or townhouse)
4. Renting with roommates
5. I live on campus in a college or university residence
6. Other (please specify: _____)
98. Refusal

[Ask if QJ5b = 2,3,4,5,6, or 98] J6. Which of the following best describes your personal income for 2014 before taxes? **[PROGRAM FOR CATI ONLY: Please let me know when I've reached your level.]**

1. Under \$20,000
2. \$20,000 to just under \$40,000
3. \$40,000 to just under \$60,000
4. \$60,000 to just under \$80,000
5. \$80,000 to just under \$100,000
6. \$100,000 and over
88. Don't know/don't remember
98. Refusal

[Ask if QJ4 = 2,3 OR if QJ5b=1] J7. Which of the following best describes your total household income for 2014 before taxes? **[PROGRAM FOR CATI ONLY: Please let me know when I've reached your level.]**

1. Under \$20,000
2. \$20,000 to just under \$40,000
3. \$40,000 to just under \$60,000
4. \$60,000 to just under \$80,000
5. \$80,000 to just under \$100,000
6. \$100,000 and over
88. Don't know/don't remember
98. Refusal

[Base all]

J8. How many times have you moved in the last 12 months? A move is considered moving to any new dwelling, including a move for college/university.

1. Number of moves: _____ **[Programmer min 1 max 10]**

2. Did not move

88. Don't know/don't remember

98. Refusal

[IF J8=1] J9. Thinking about the last time you moved in the past 12 months, where did you move? Was it:

1. Within the same town or city

2. To another town of the same province

3. To another province

4. To another country

98. Refusal

[Base all]

J10. Do you have children, either of your own or stepchildren?

1. Yes

2. No

98. Refusal

[Base all]

J11. In the past twelve months, have you contacted or visited a government office? For example, a Service Canada office or a provincial government office?

1. Yes

2. No

98. Refusal

J12. **[IF J11=1]**. On a scale from 0 to 10, how would you rate your experience with the government office? Where 0 means you had a very negative experience and 10 means you had a very positive experience.

Thank you for taking part in the survey.

The first part of the document discusses the importance of maintaining accurate records of all transactions. This includes not only sales and purchases but also expenses and income. Proper record-keeping is essential for determining the correct amount of tax owed and for identifying potential areas for tax savings.

Next, the document addresses the issue of deductions. There are a variety of deductions available to taxpayers, and it is important to understand the rules governing each one. Some common deductions include mortgage interest, state and local taxes, and charitable contributions. However, there are also more specialized deductions, such as those for research and development or energy-efficient home improvements.

The document also covers the topic of tax credits. These are different from deductions in that they directly reduce the amount of tax owed. Some credits, such as the earned income tax credit, are targeted at low-income taxpayers, while others, like the research and development credit, are designed to encourage specific types of economic activity.

Finally, the document discusses the importance of staying up-to-date on changes in tax law. Tax laws are constantly evolving, and it is crucial for taxpayers to understand how these changes affect their own situation. This may involve consulting with a tax professional or staying informed through reputable sources.