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Dominion Institute of Canada ▶▶

2008 Youth Election Study



Prepared for:

Dominion Institute of Canada

September 16, 2008

Methodology
Executive Summary
Results

Methodology

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



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

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

Quebec and ROC show dramatic differences – Tories gaining in ROC but out of contention among young Quebecers

- The environment (27%) and education (25%) are the most important issues in this election for young voters. The economy (17%) and health (15%) make up a second tier while no other issue is higher than 4%.
- There is a tight three way race for the votes of young Canadians with the Liberals holding a small lead nation-wide.
 - The race in Quebec has changed dramatically compared to 2008 with the Bloc losing almost half of its vote to the Liberals, NDP and Greens while the Tories remain flat. The NDP are tied for first with the diminished Bloc at 27% with the Liberals 7 point behind at 20%. The Greens have 12% of the vote while the Tories trail in fifth place among young Quebecers.
 - The race in ROC has much smaller changes with the Tories and Greens up and the Liberals and NDP down. The Tories are tied for first with the Liberals among young voters in English Canada.
- Harper leads nation-wide as best PM with Layton a strong second.
 - In ROC Harper is up 10 points since the last election, while Layton leads Dion by three points in second place.
 - In Quebec Layton leads with 32%, up six since the last election, while Duceppe is down 12 points. Stephane Dion beats Duceppe by 2 points while Harper is tied with Duceppe in Quebec.

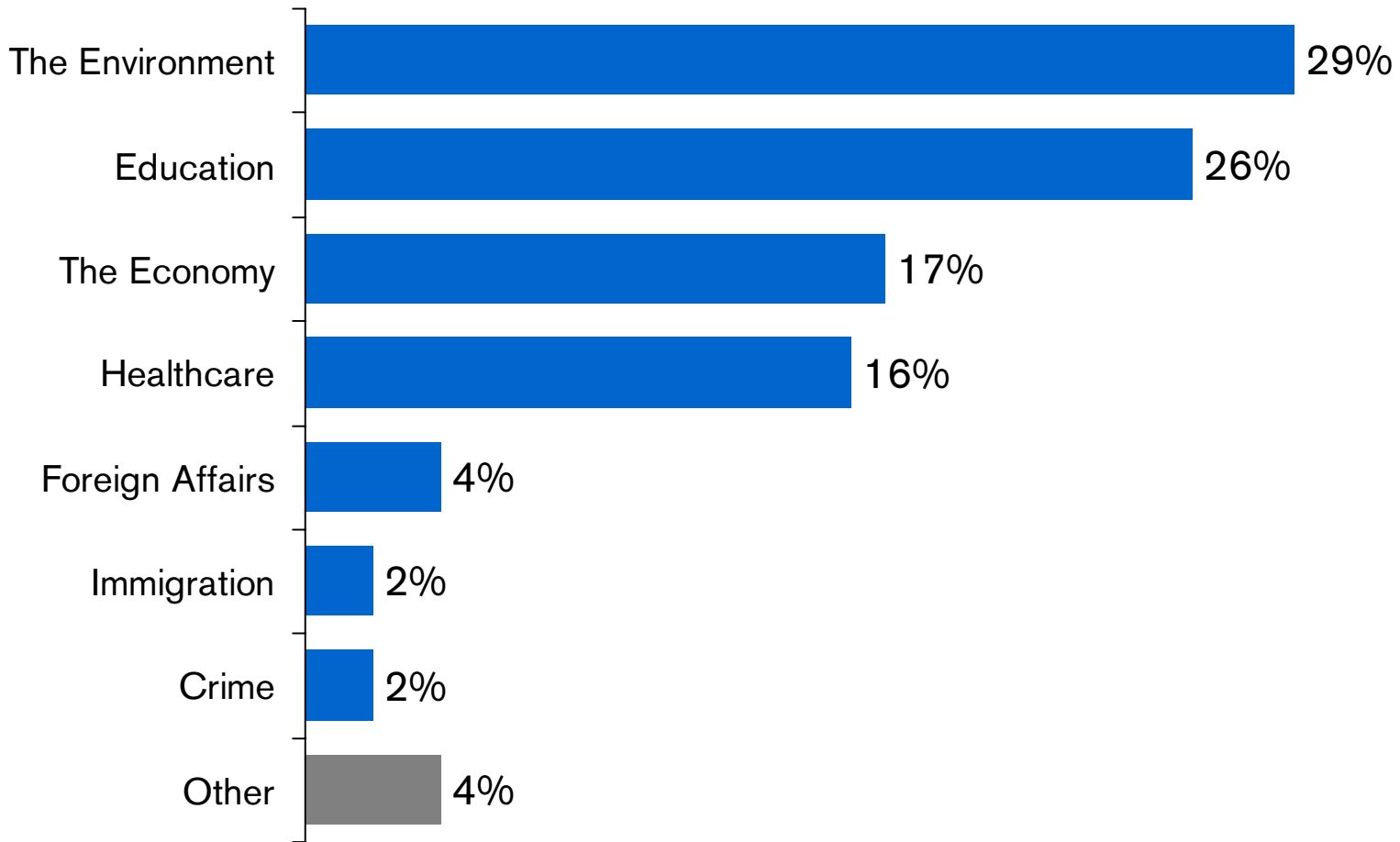
Young Canadians more interested in their own election than US, but they know they like Obama.

- Most young Canadians are following the Canadian election at least once a week. Young Canadians are following the Canadian election more closely than they are following the American election.
- Two thirds of young Canadians would vote for Obama if they could vote in the US presidential election.
- NDP leader Jack Layton is thought to be the Canadian leader most like Senator Obama although most young Canadians don't see any Canadian leader as equivalent to Obama.
- Conservative leader Stephen Harper thought to be the most like John McCain.
- Few young Canadians see any Canadian leader as being like Sarah Palin but among those who do, Harper leads with Elizabeth May in second.

'Environment' most important issue in the upcoming federal election

Q

What is the most important issue for you in the upcoming federal election?

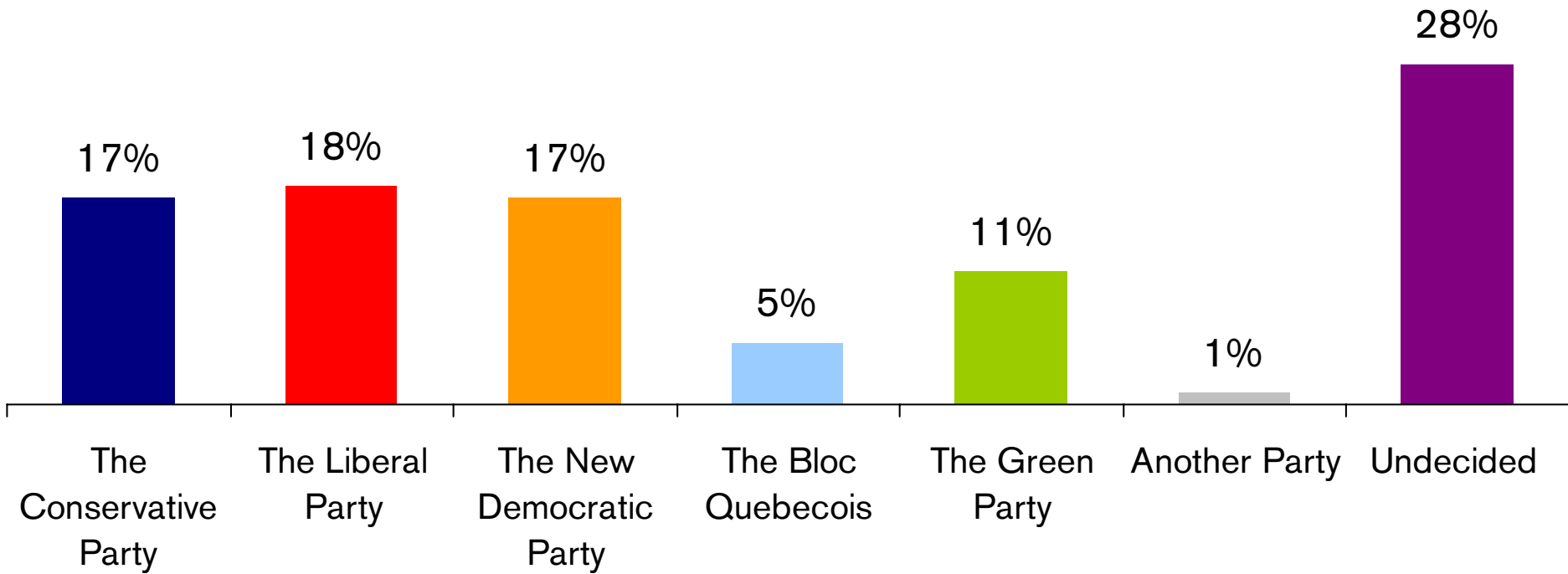


Note: Don't know (5%) not shown

Liberals in the lead, Conservative and NDP close behind in first choice vote

Q

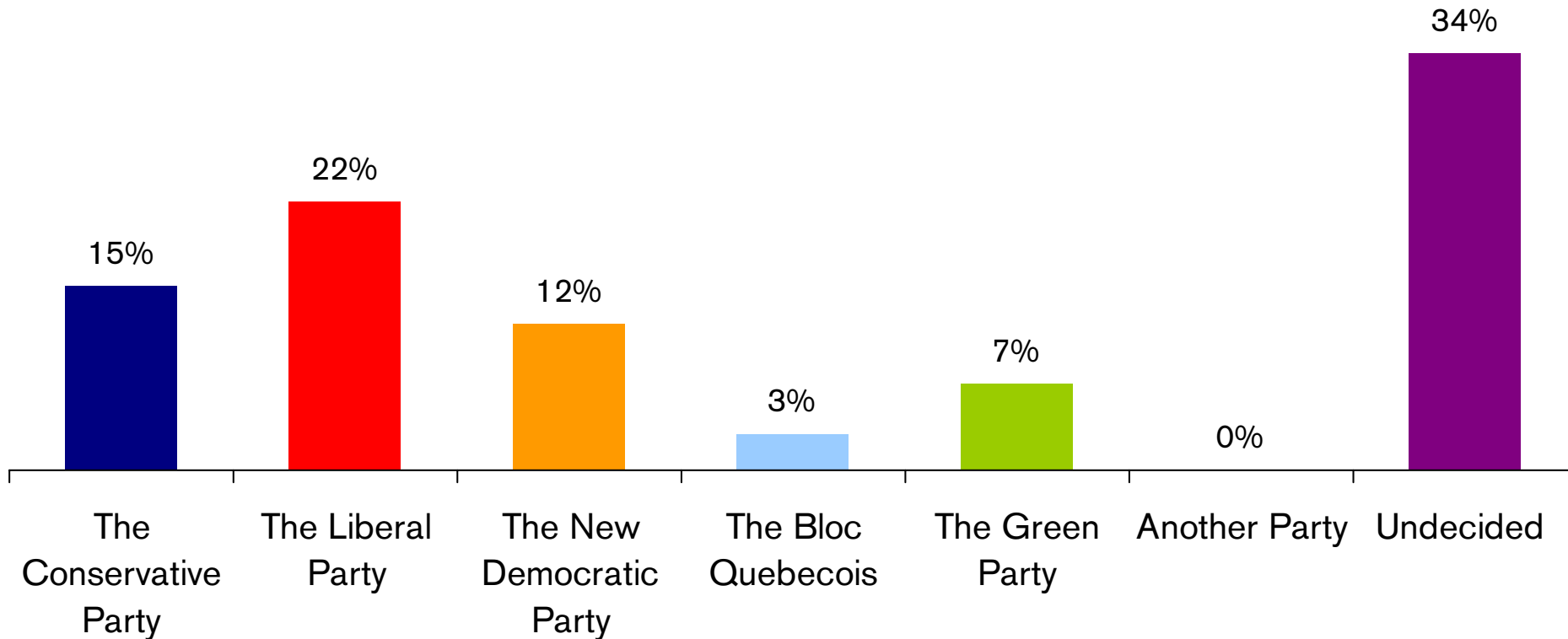
If a federal election were held today, which party would you vote for:



Note: Would not vote (3%) not shown

Liberals also ahead in lean

Q In that case, which party do you lean toward slightly?

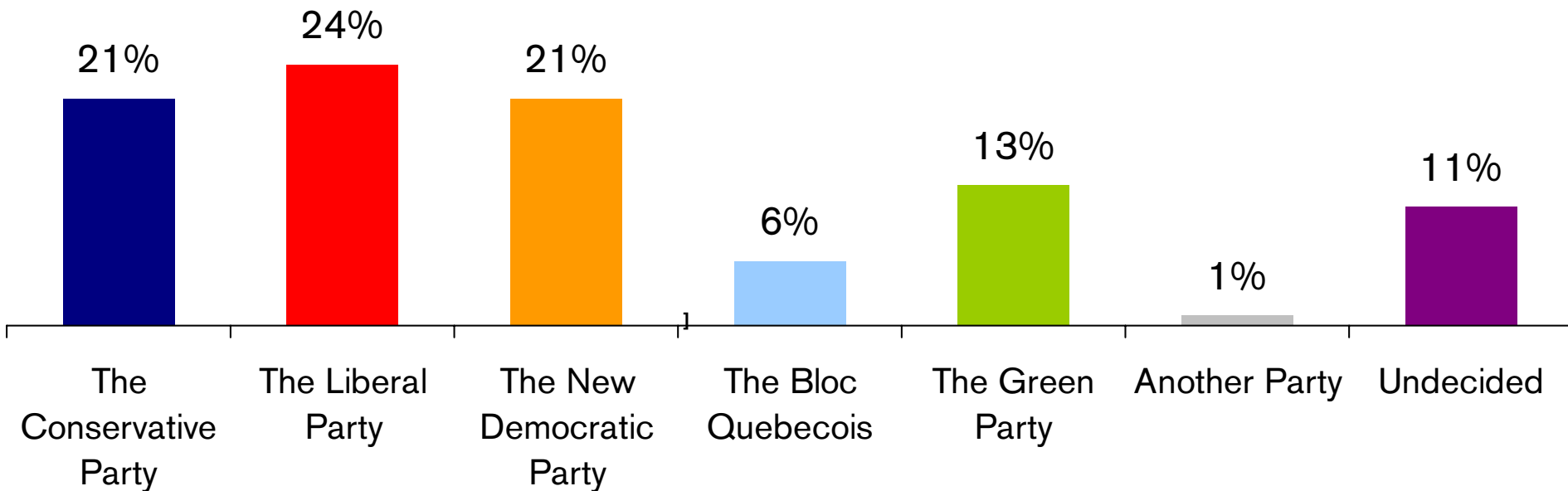


Note: Would not vote (7%) not shown

Liberals in the lead, Conservative and NDP close behind in combined vote ¹⁰

Q

If a federal election were held today, which party would you vote for... In that case, which party do you lean toward slightly?

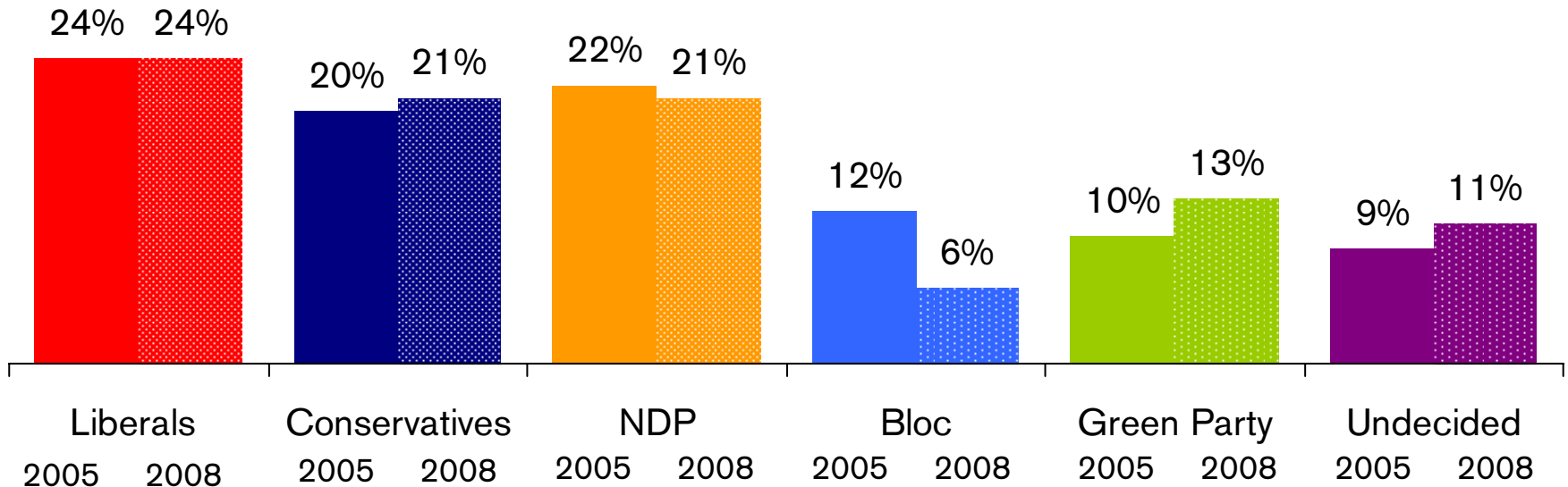


Note: Would not vote (2%) not shown

Vote (Tracking)

Q

If a federal election were held today, which party would you vote for... In that case, which party do you lean toward slightly?

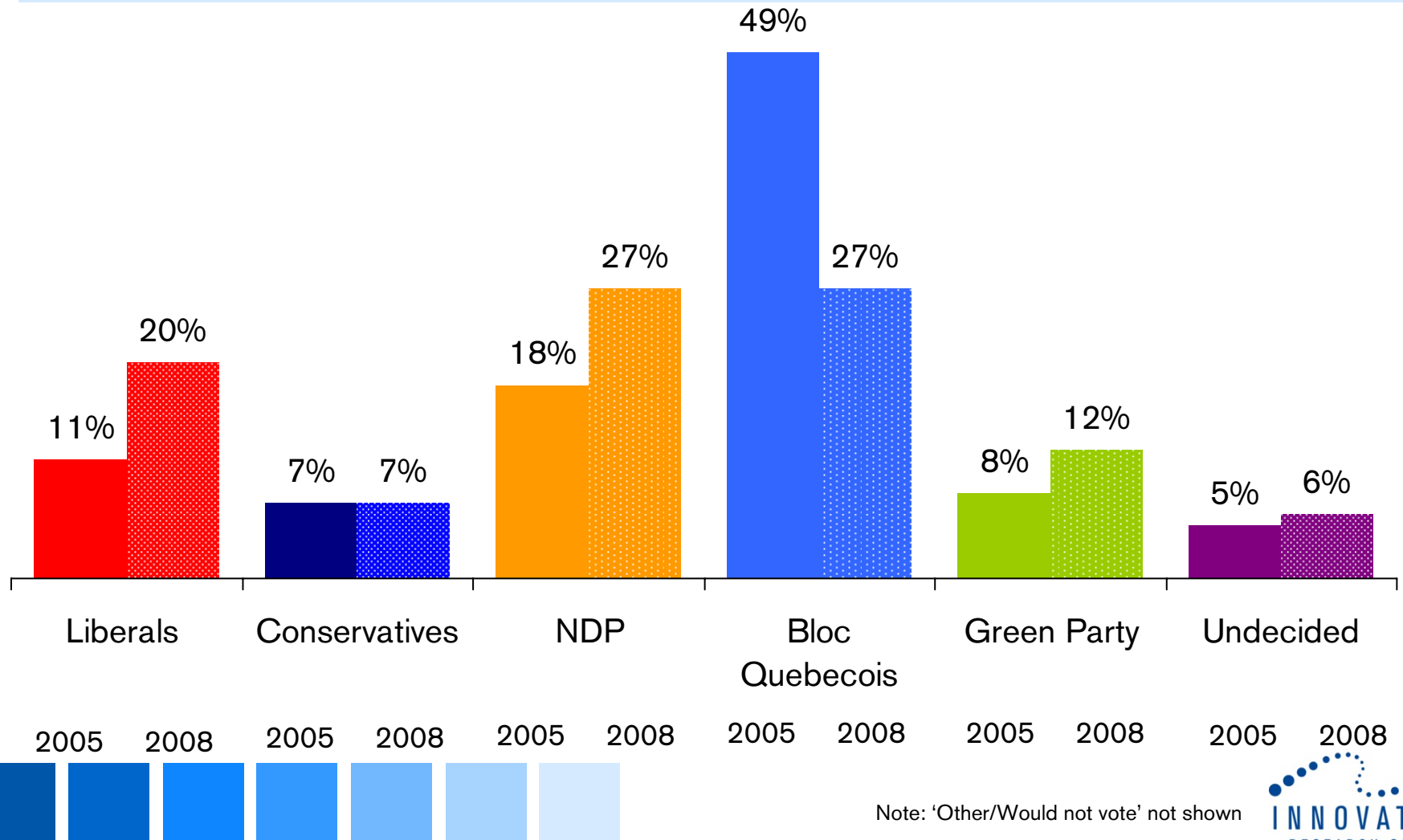


Note: 'Other/Would not vote' not shown

Vote- Quebec (Tracking)

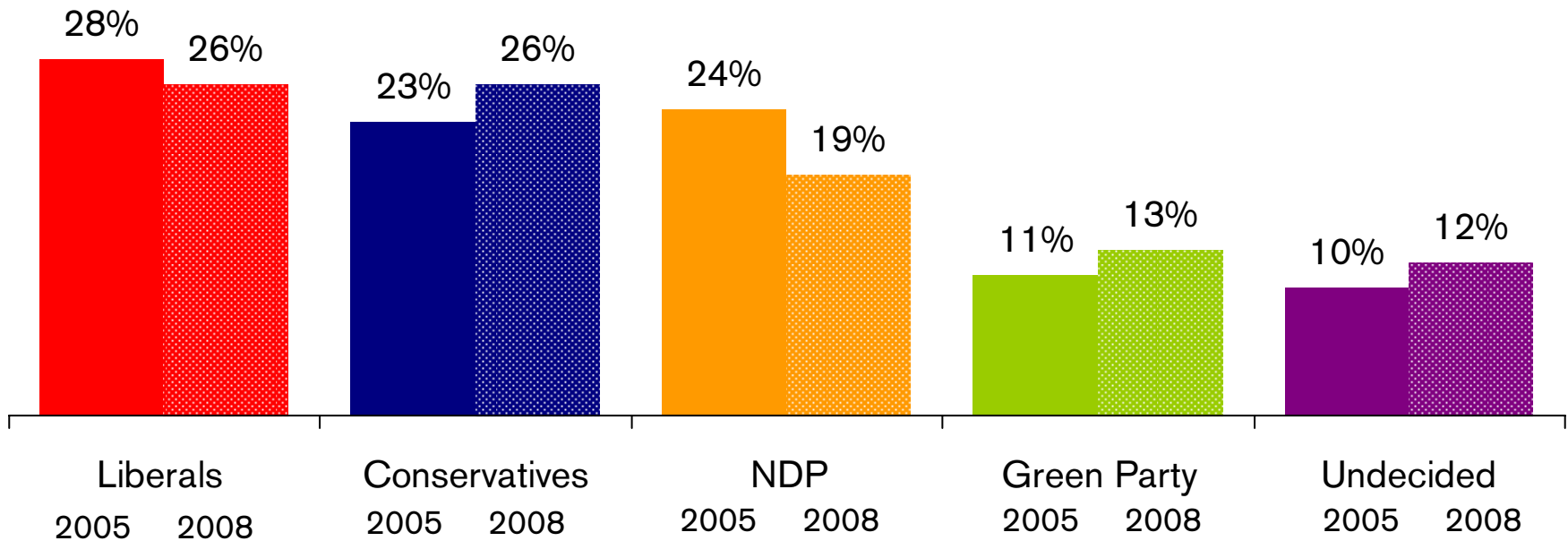
Q

If a federal election were held today, which party would you vote for... In that case, which party do you lean toward slightly?



Vote - Rest of Canada (Tracking)

Q If a federal election were held today, which party would you vote for... In that case, which party do you lean toward slightly?

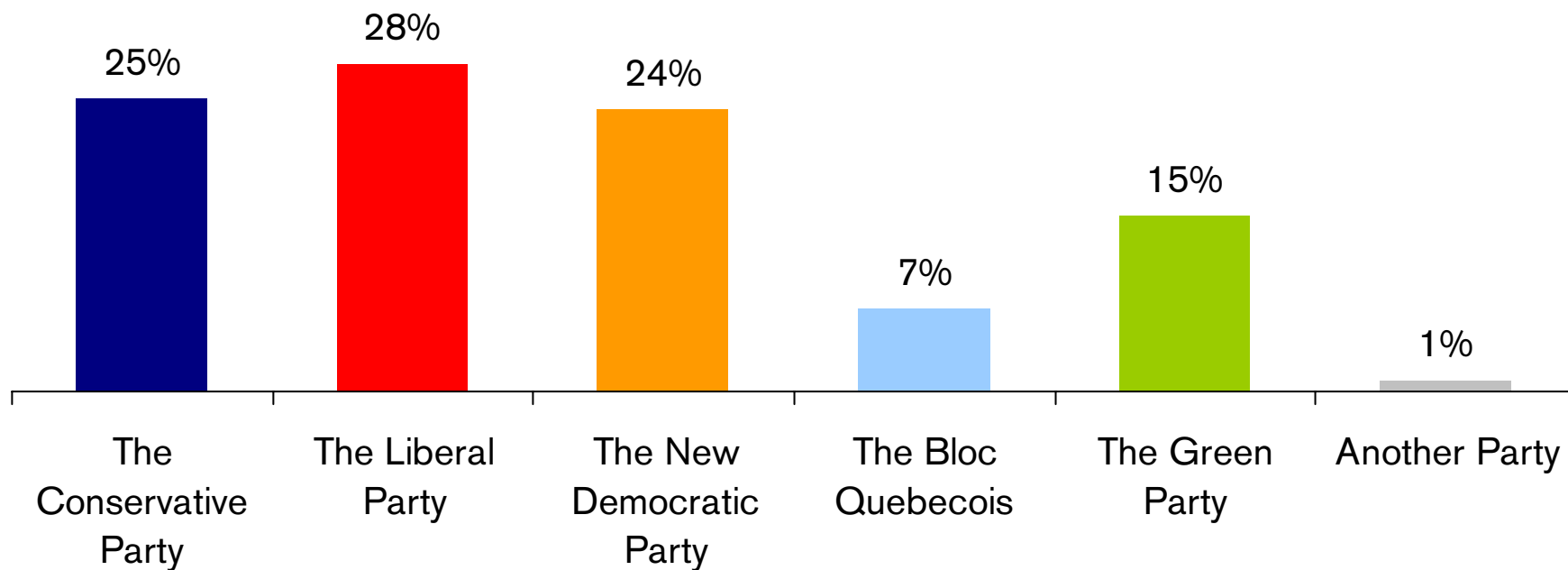


Note: 'Other/Would not vote' not shown

Liberals leading in decided vote

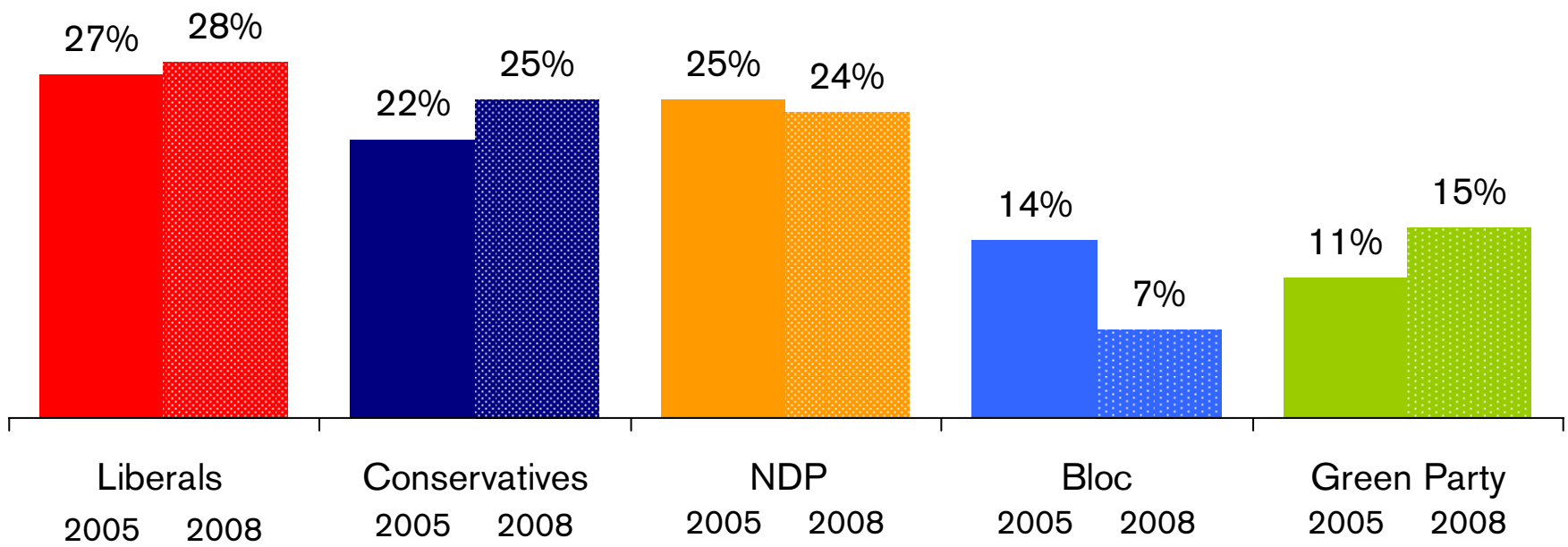
Q

Decided Vote



Decided vote (Tracking)

Q Decided Vote

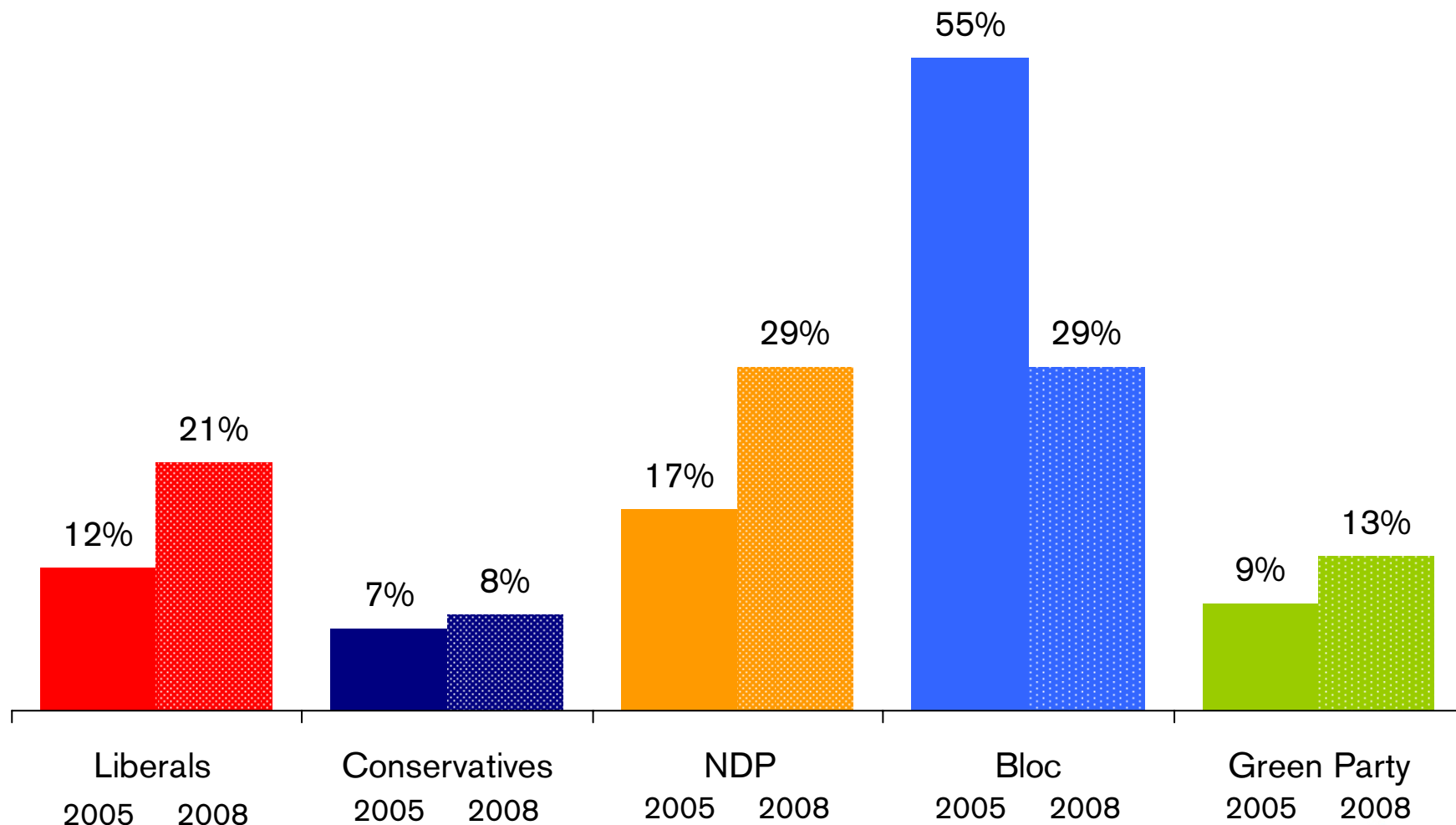


Note: 'Other/Would not vote' not shown

Decided vote - Quebec (Tracking)

Q

Decided Vote

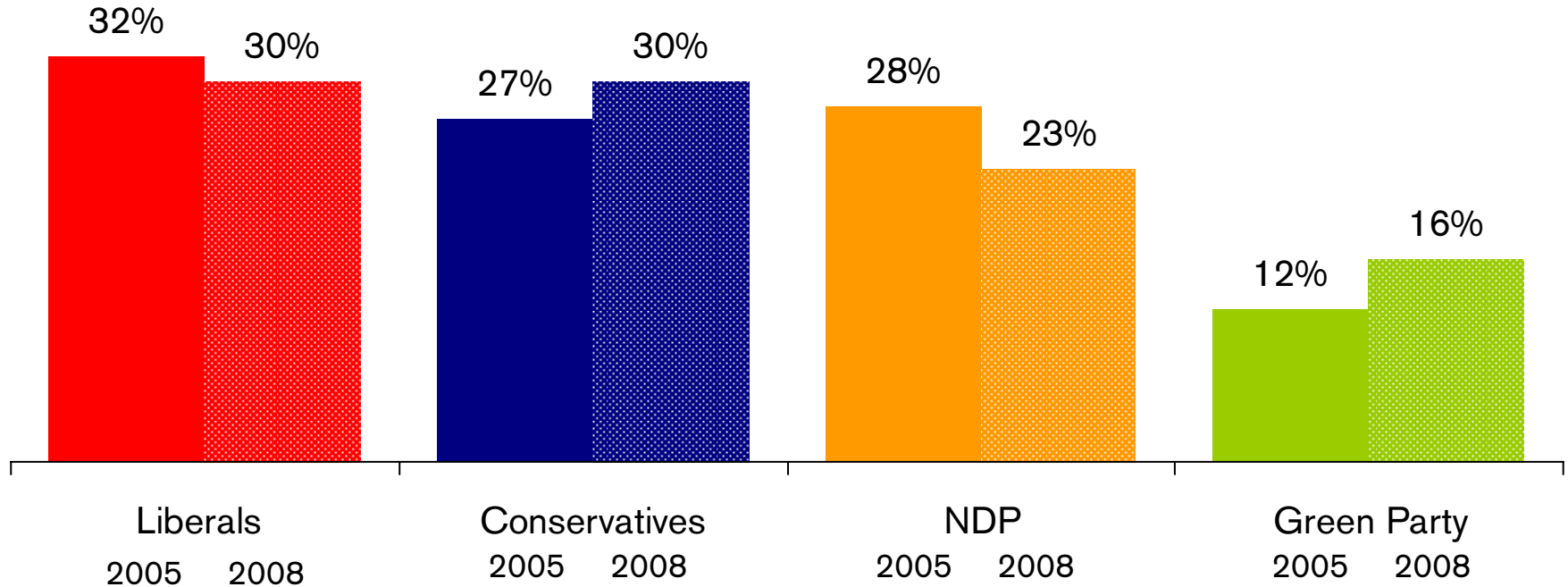


Note: 'Other/Would not vote' not shown

Decided vote - Rest of Canada (Tracking)

Q

Decided Vote

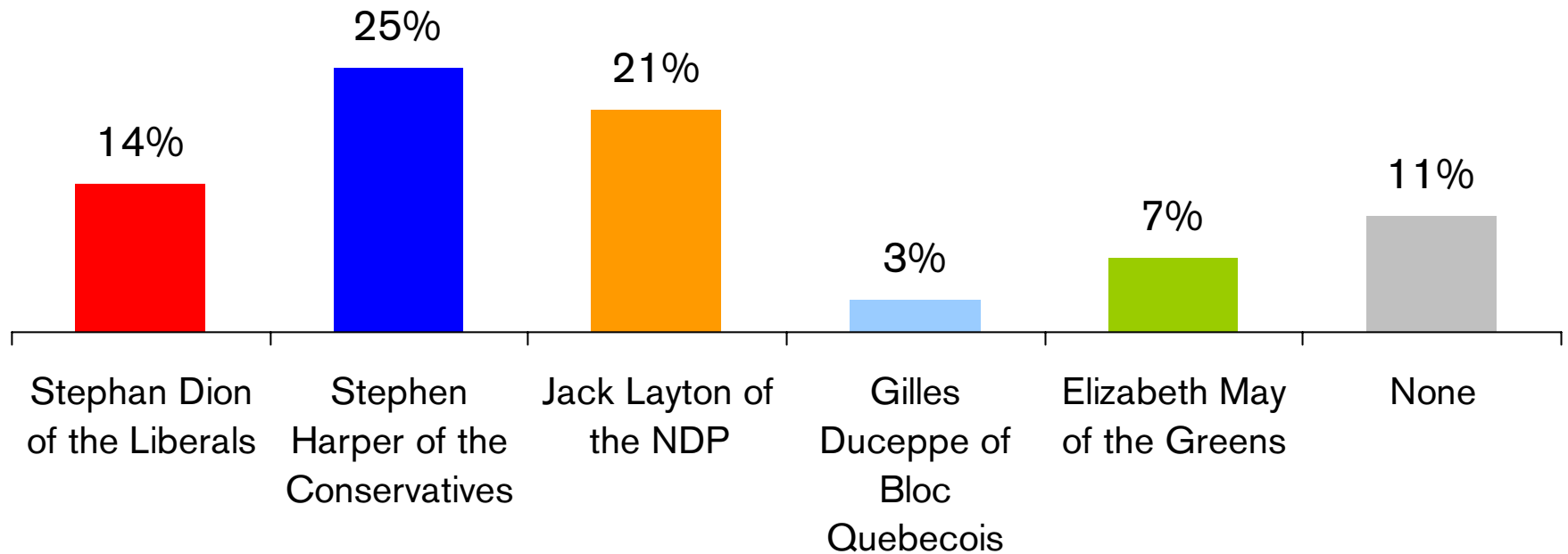


Note: 'Other/Would not vote' not shown

One in four think Harper would make best Prime Minister

Q

Which of the following party leaders would make the best Prime Minister of Canada?

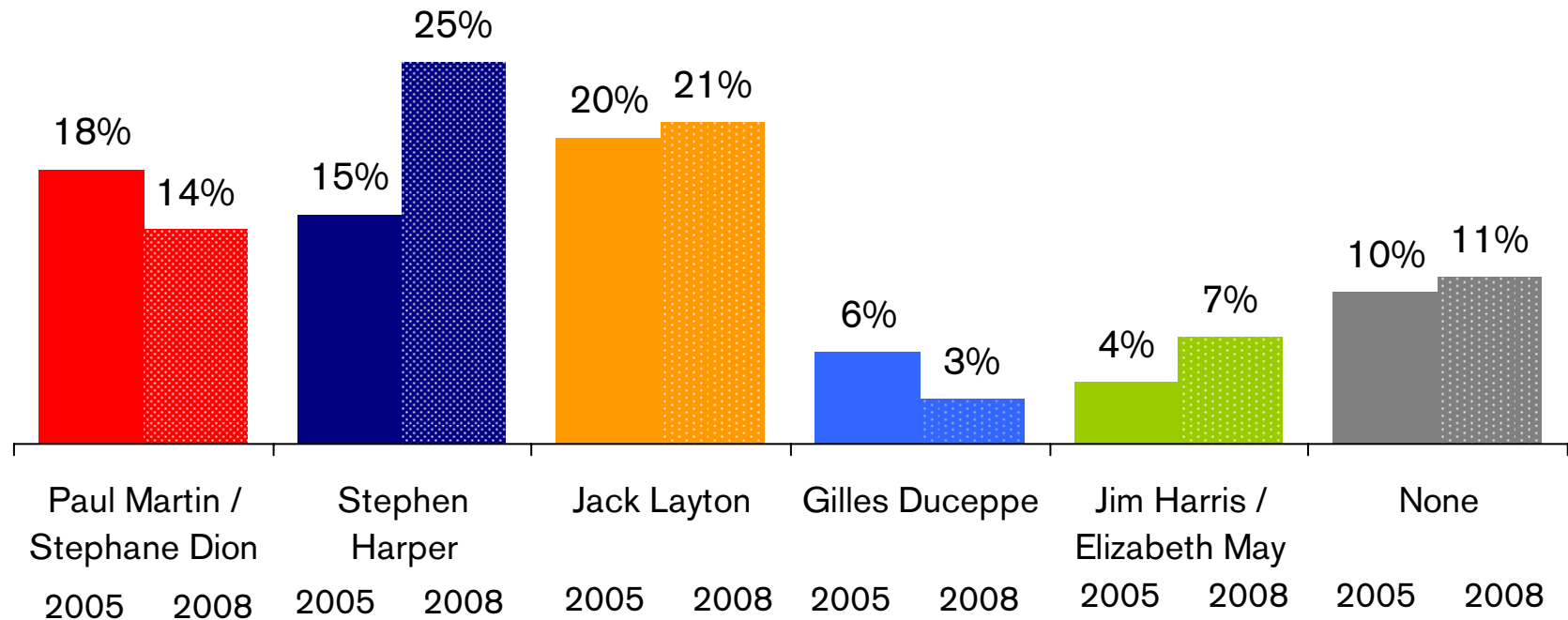


Note: Don't know (20%) not shown

Best Prime Minister (Tracking)

Q

Which of the following party leaders would make the best Prime Minister of Canada?

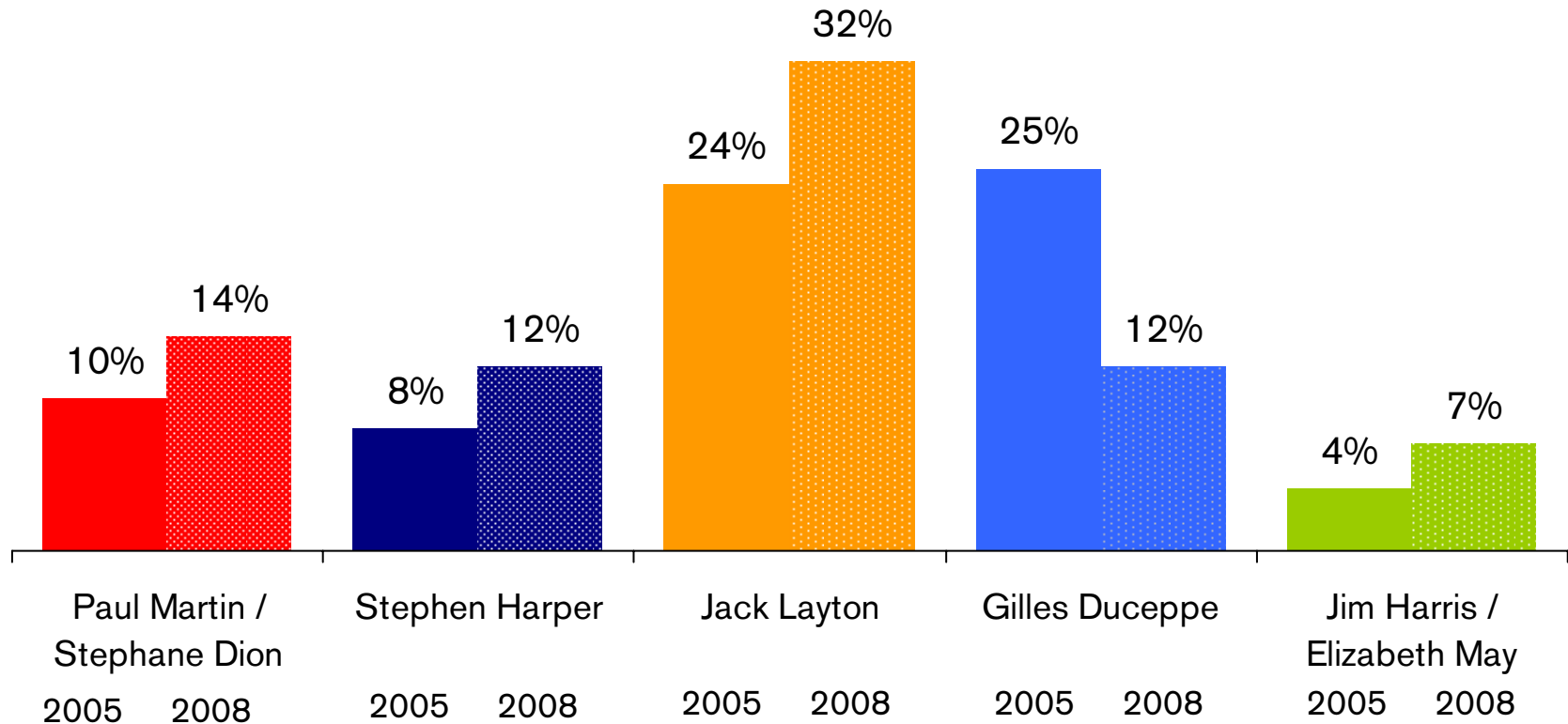


Note: Don't know not shown

Best Prime Minister – Quebec (Tracking)

Q

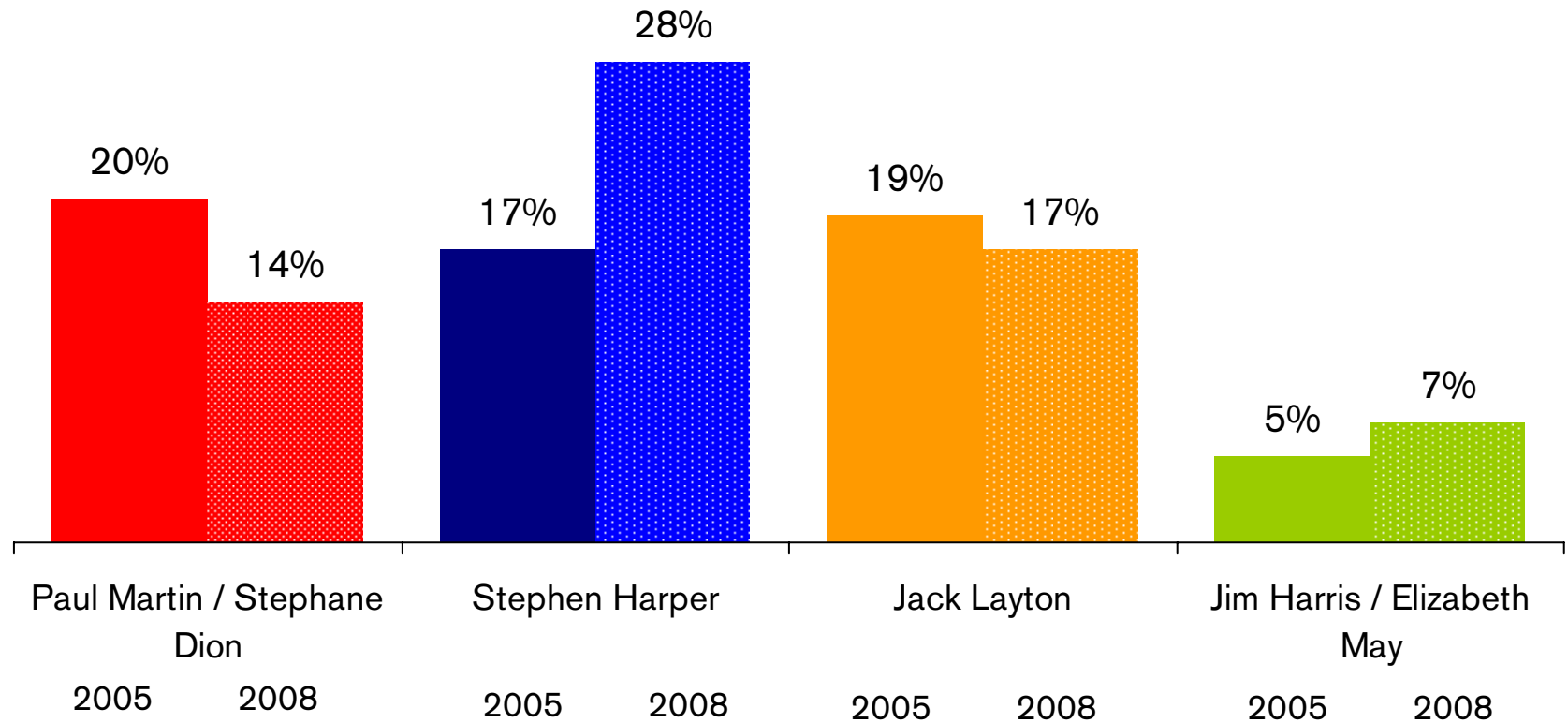
Which of the following party leaders would make the best Prime Minister of Canada?



Best Prime Minister – ROC (Tracking)

Q

Which of the following party leaders would make the best Prime Minister of Canada?

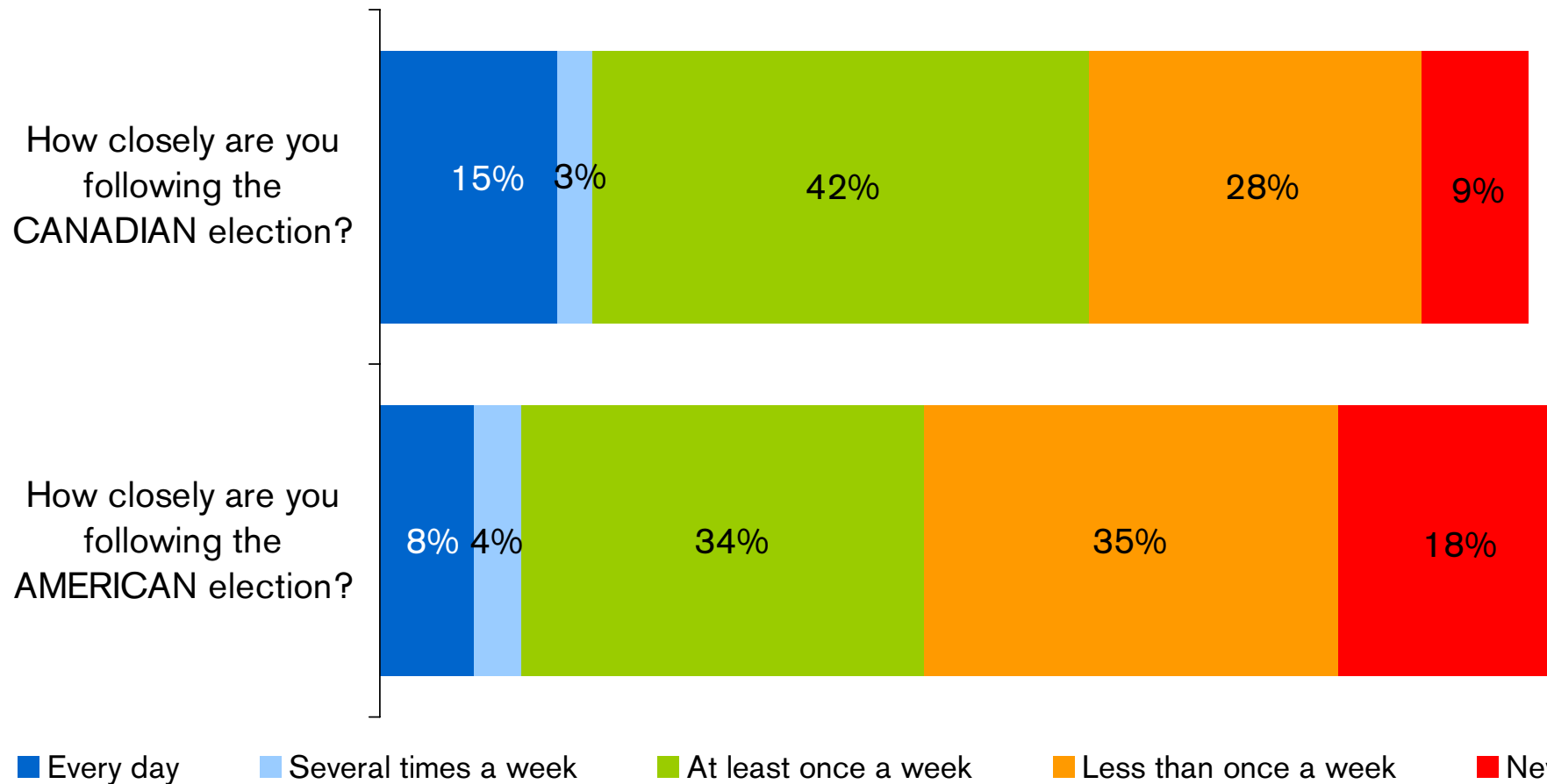


Canadian vs American Election



Young Canadians following the Canadian election closer than the American

Q How closely are you following...?

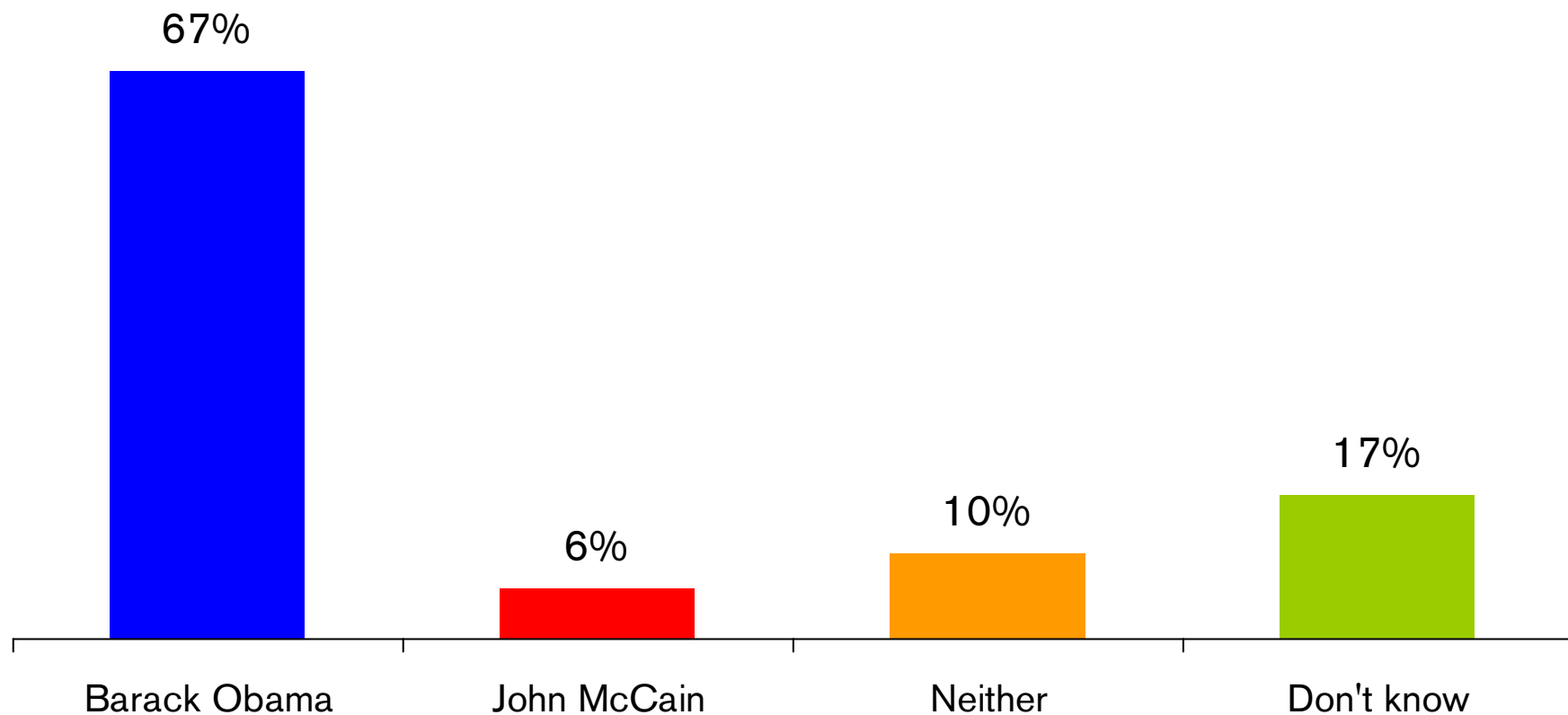


Note: Don't know (2%) not shown

Two-thirds would vote for Obama if they could vote in the US

Q

If you could vote in the US, who would you vote for as President?

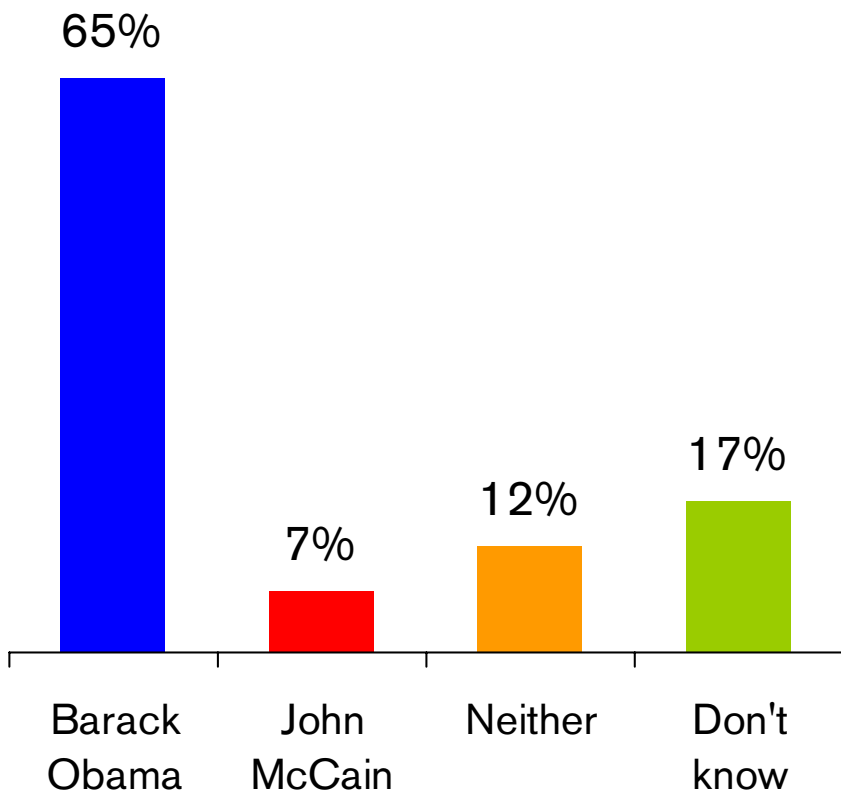


Quebec youth more likely to vote Obama than ROC

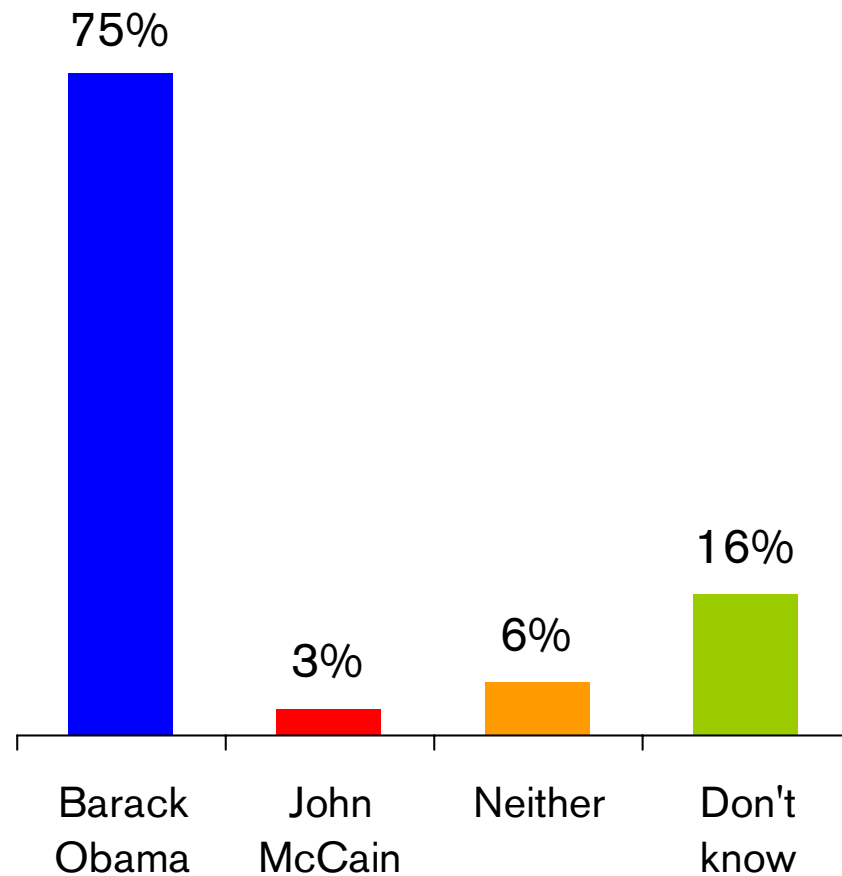
Q

If you could vote in the US, who would you vote for as President?

ROC



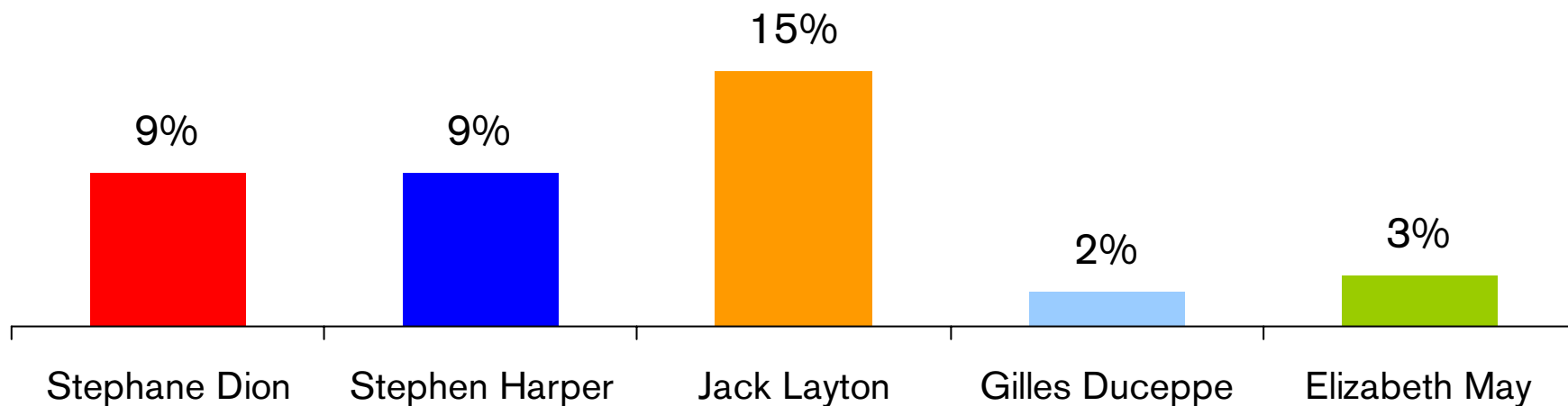
Quebec



While many uncertain, Layton most like Barack Obama

Q

Which Canadian party leader is MOST like Democratic president nominee Barack Obama?

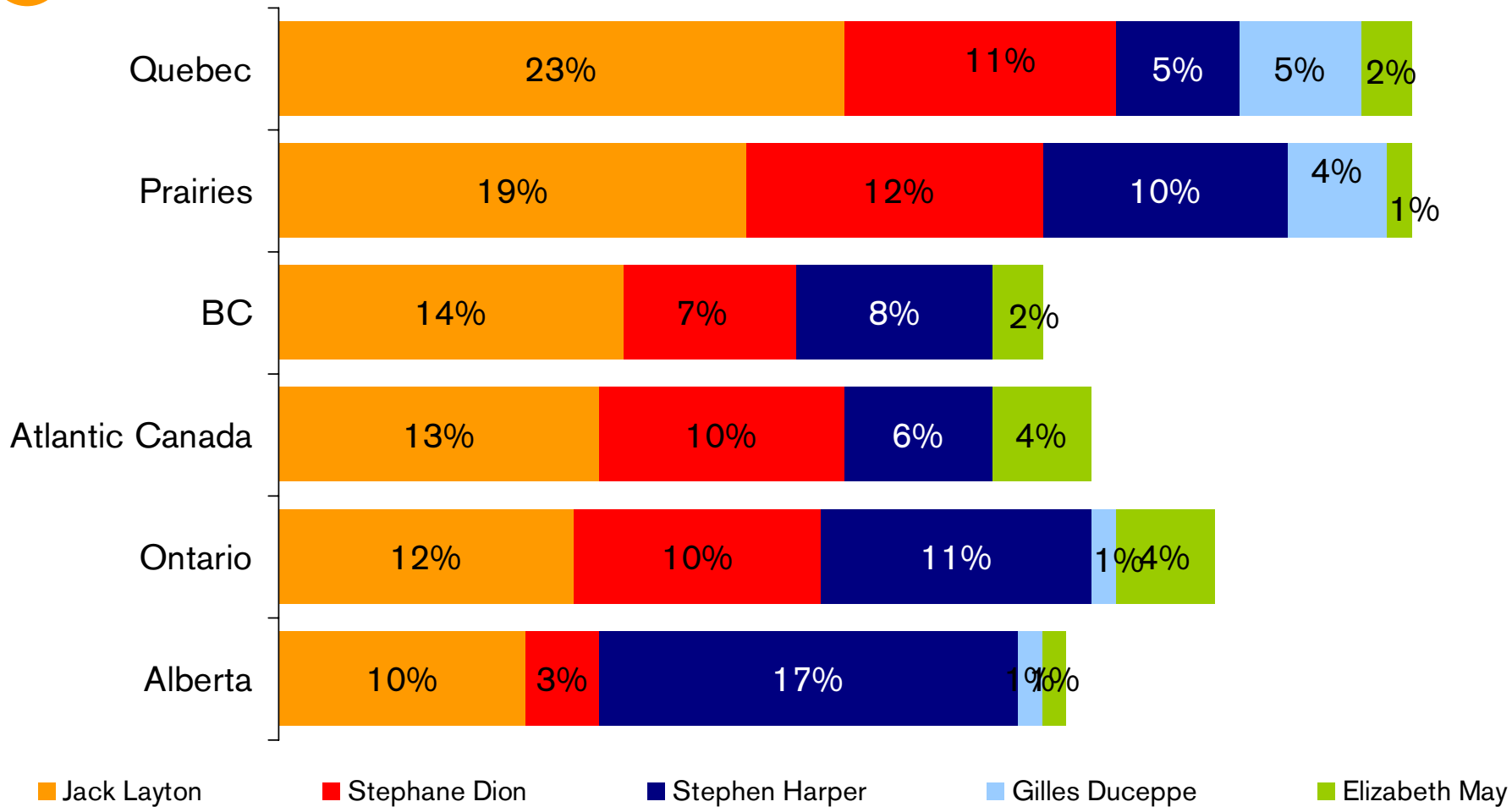


Note: Don't know (46%) not shown

Quebec most likely to say Layton is like Obama; Albertans think Harper

Q

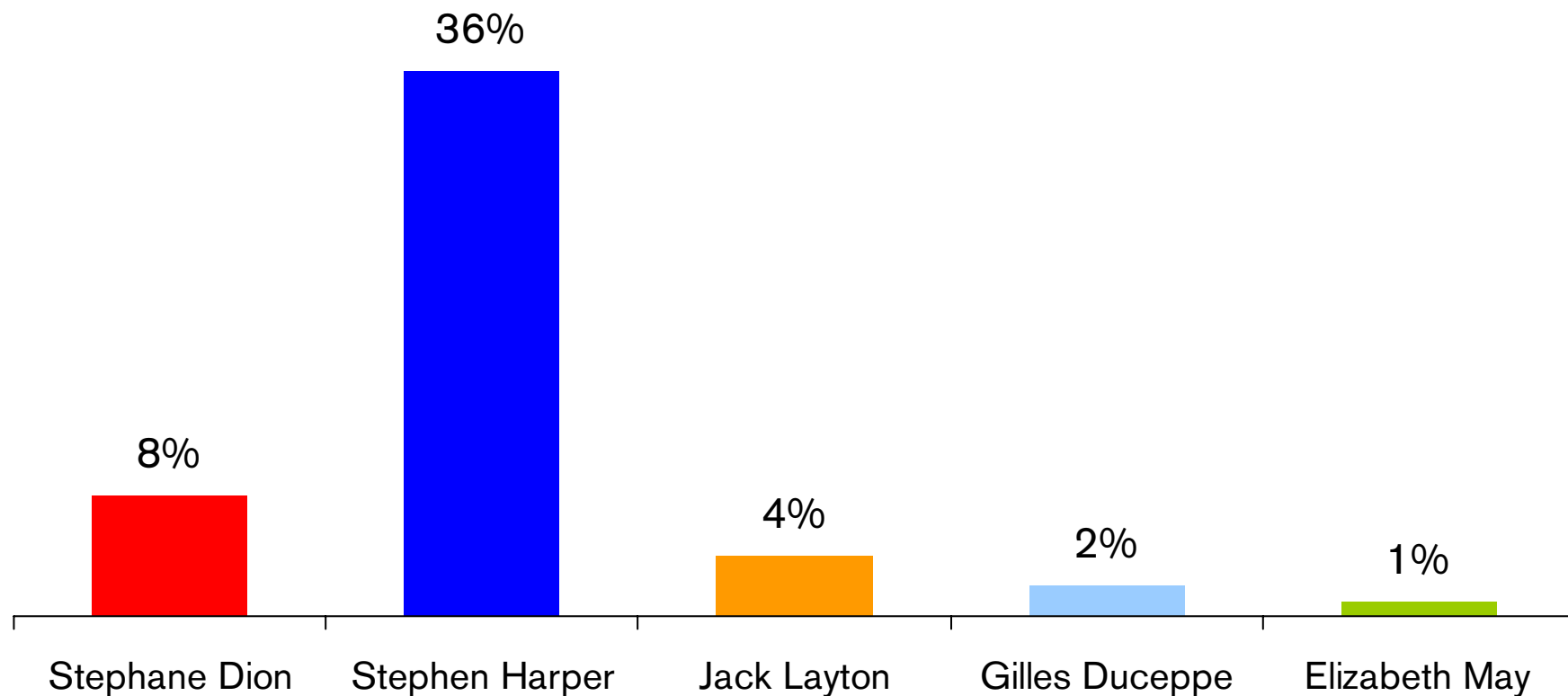
Which Canadian party leader is MOST like Democratic president nominee Barack Obama?



Note: Don't know not shown

Again, while many unsure, Harper most like McCain

Q Which Canadian party leader is MOST like Republican president nominee John McCain?

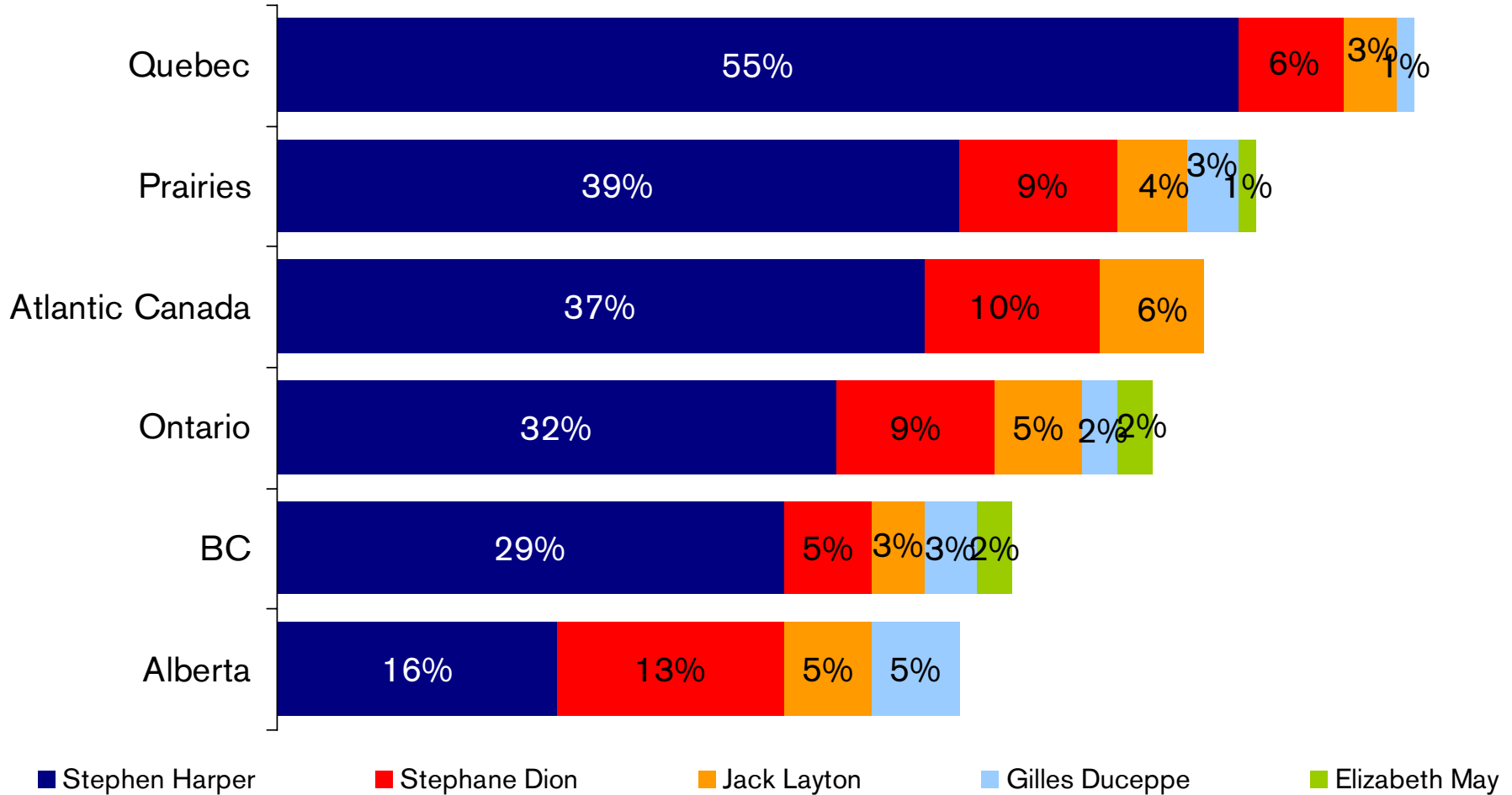


Note: None (7%) and Don't know (42%) not shown

Quebec most likely to see Harper as McCain

Q

Which Canadian party leader is MOST like Democratic president nominee John McCain?

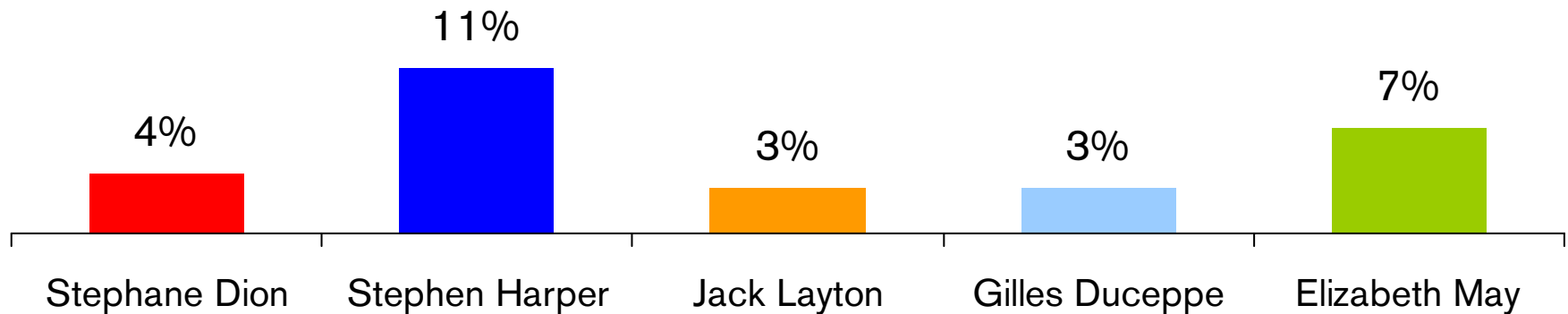


Note: Don't know not shown

Six in ten unsure who is most like Sarah Palin

Q

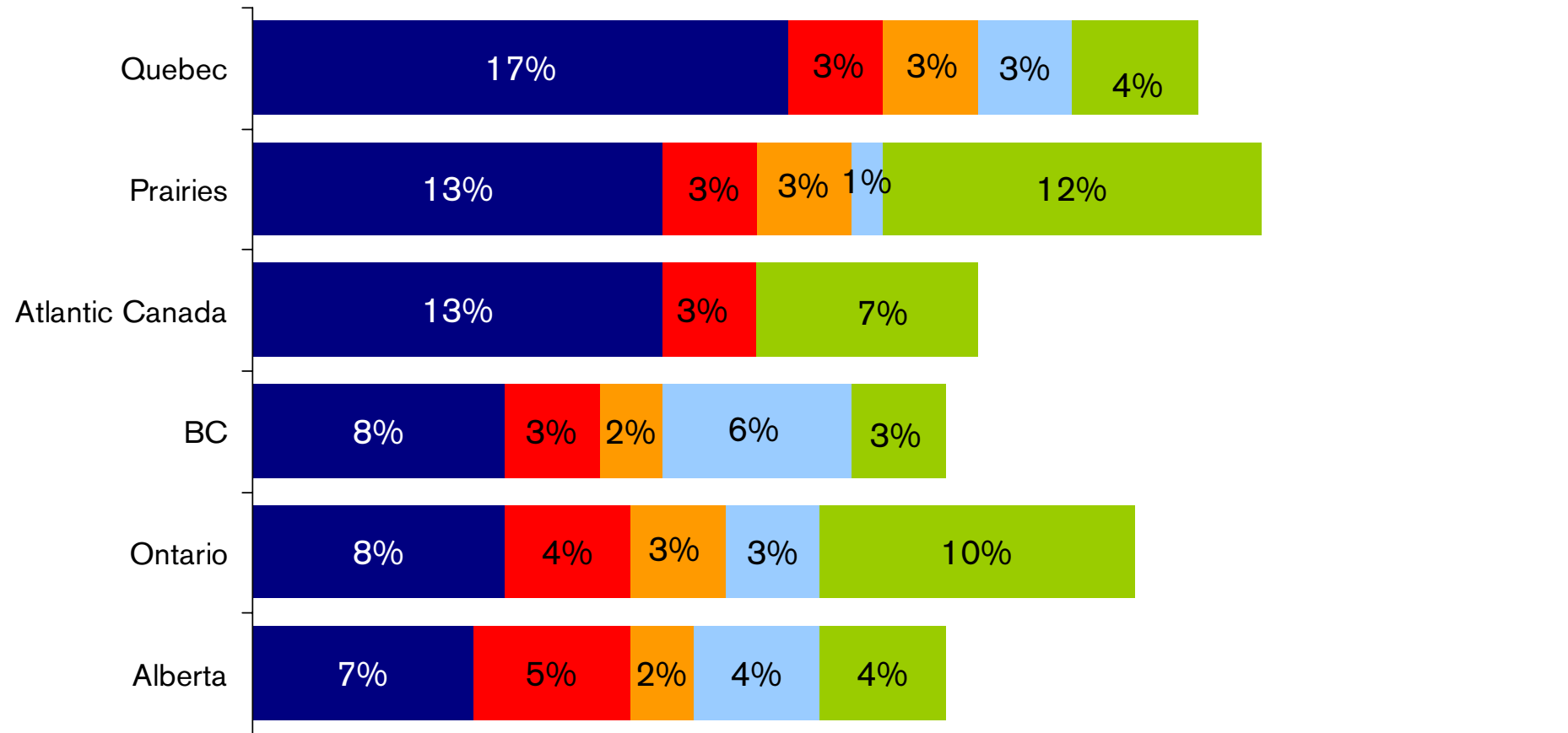
Which Canadian party leader is MOST like Republican vice president nominee Sarah Palin?



Note: None (12%) and Don't know (61%) not shown

Quebec most likely to see Harper as Palin; Prairies and Ontario choose Elizabeth May

Q Which Canadian party leader is MOST like Democratic president nominee Sarah Palin?



■ Stephen Harper ■ Stephane Dion ■ Jack Layton ■ Gilles Duceppe ■ Elizabeth May



Note: Don't know not shown





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