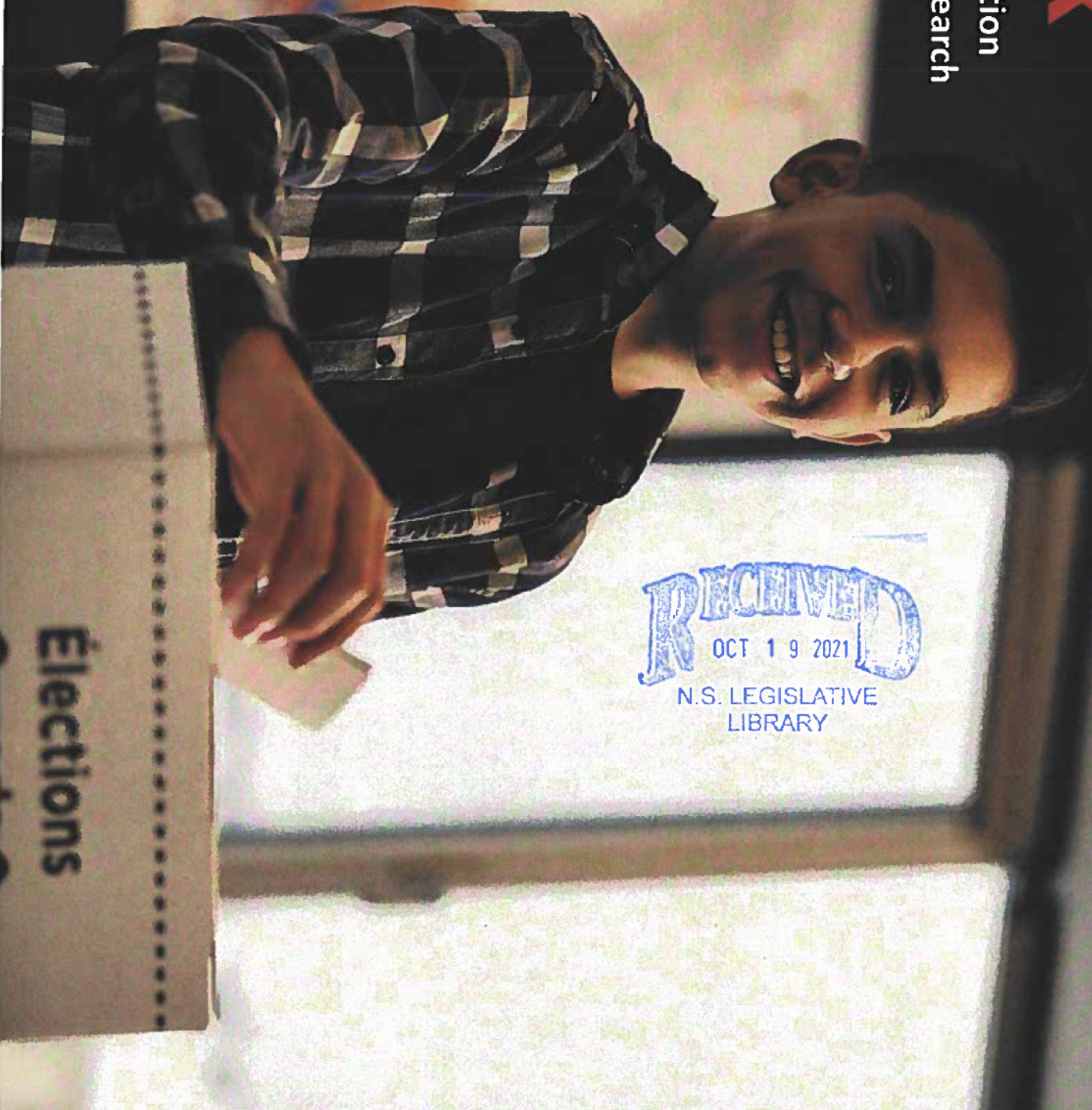




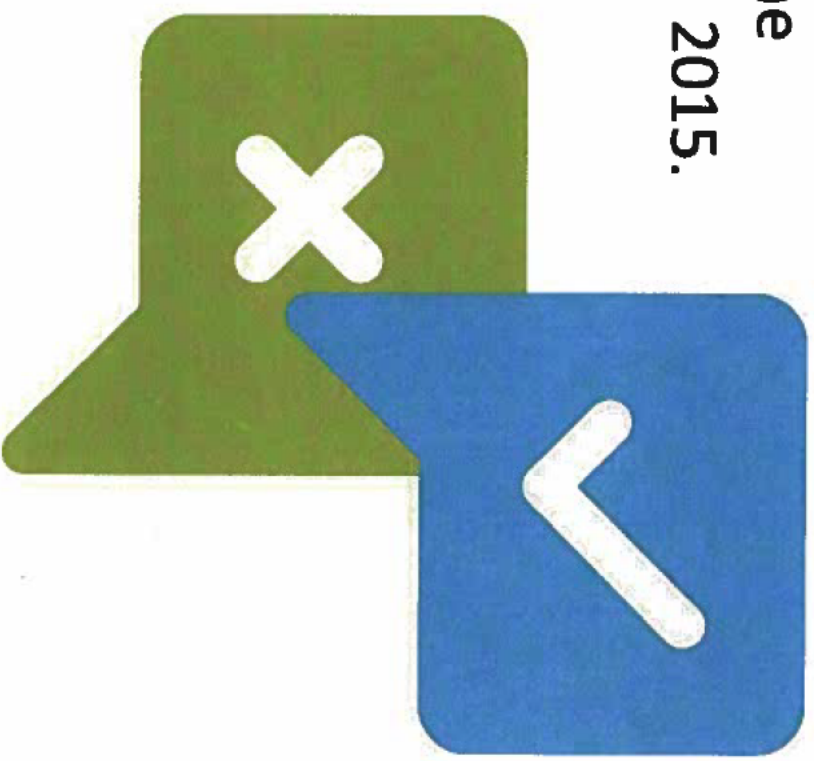
# Youth Voter Participation and Student Vote Research



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# NATIONAL YOUTH SURVEY

In order to better understand youth voting habits and barriers to voting, Elections Canada commissioned the National Youth Survey in 2011 and 2015.



# THE BARRIERS TO VOTING



**Motivational Factors**

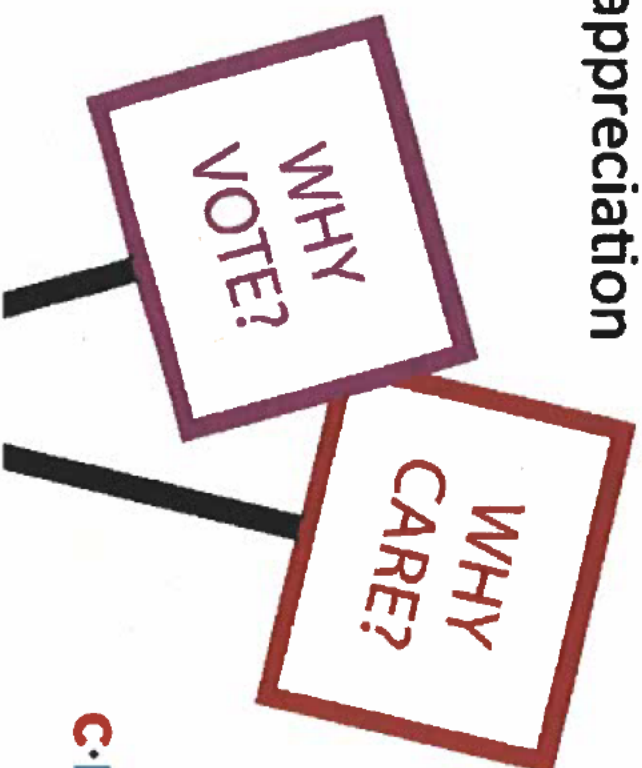
“Getting to the door”

**Access Barriers**

“Getting through the door”

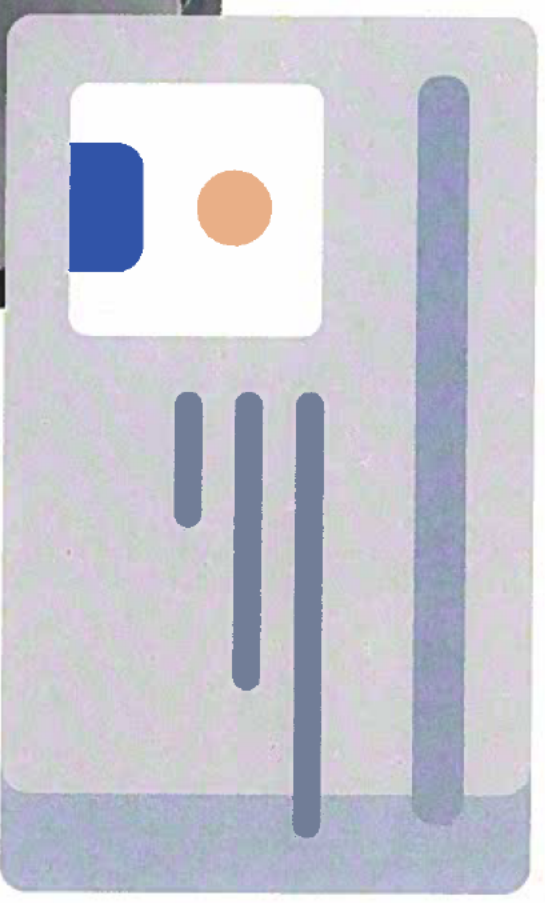
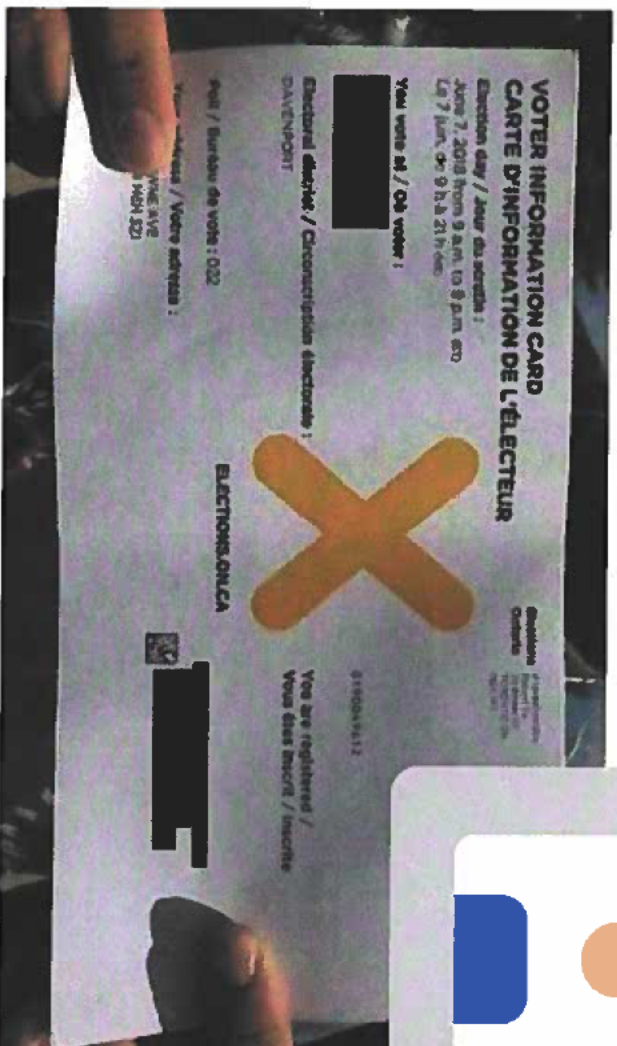
# MOTIVATIONAL BARRIERS

<b>Interest</b>	lack of interest in politics
<b>Knowledge</b>	not knowing enough about politics
<b>Cynicism</b>	a belief that voting will not make a difference
<b>Relevance</b>	a belief that no party spoke to issues that youth care about
<b>Civic duty</b>	lower sense of appreciation for voting



# ACCESS BARRIERS

- Knowing when, where and how to vote
- Voter ID
- Site/method accessibility
- Language/literacy



# PROFILE OF A YOUNG VOTER

## YOUNG NON-VOTERS

- Lower levels of knowledge about politics and the electoral process
- Less agreement that voting is a civic duty
- Less interested in politics
- Belief that all political parties are the same
- Fewer political influencers
- Didn't know when, where to vote
- Too busy

## YOUNG VOTERS

- High level of political knowledge
- Believes that voting is a civic duty
- Interested in politics
- Discussed politics while growing up
- Contacted by candidates or parties
- Influenced by family and politicians

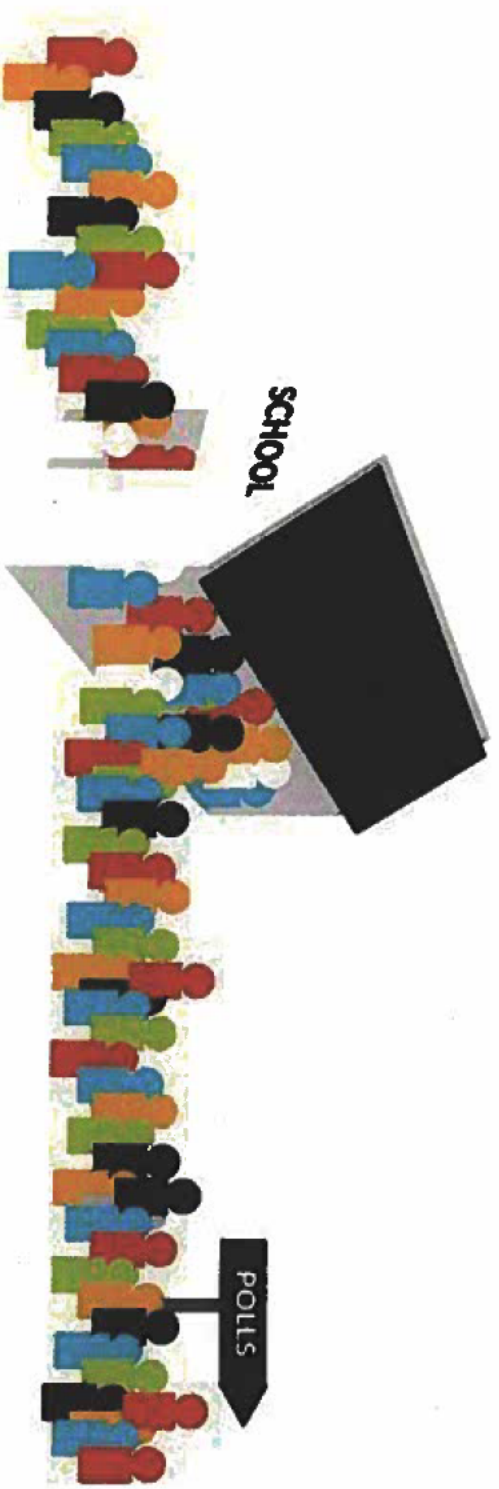
I AM A  
VOTER



# THE VALUE OF CIVIC EDUCATION

Young people who voted were much more likely to say:

- They learned about government and politics in high school (65% voters vs 46% of non-voters)
- Participated in a mock election, such as Student Vote (49% voters vs 39% non-voters)

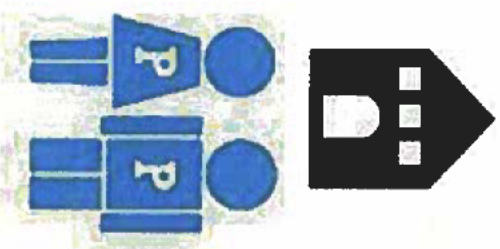
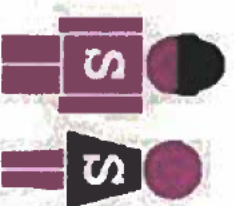
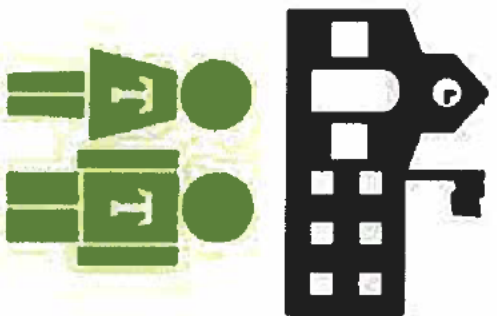


# 2015 PROGRAM EVALUATION

Elections Canada commissioned an independent evaluation of the Student

Vote Program to study the impact in the context of the 2015 federal election.

The evaluation analyzed the impact of the program on teachers, students and parents.

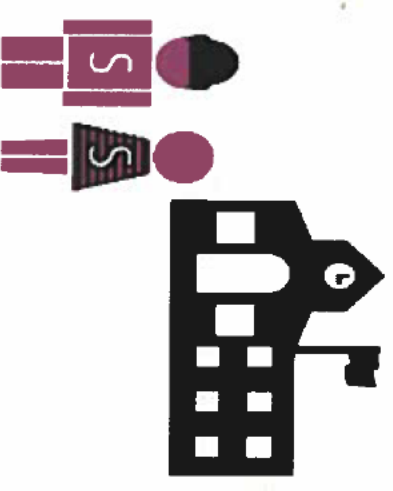




# STUDENT OUTCOMES

- ✓ Improved critical thinking skills
- ✓ Increased knowledge of politics and elections
- ✓ Greater intention to vote in the future
- ✓ Increased confidence in speaking to family and friends about politics
- ✓ Enhanced sense that voting is a civic duty

## FUTURE VOTER



# IMPACT ON PARENTS

90%

felt the program **increased** their families' opportunities to **learn more** about elections and politics

58%

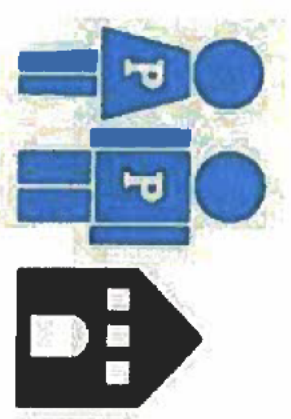
felt that the program **increased their own interest** in politics

50%

stated that they **knew more about politics** because of their child's involvement

28%

reported that their child's participation **positively influenced their decision to vote**



# TEACHER FEEDBACK

100%

will likely participate in  
**Student Vote again**



100%

Reported being satisfied with the resources and support

96%

said it **increased their confidence** in teaching government and civics

96%

Reported a **significant impact** on students' political knowledge and interest, critical thinking skills, civic duty and voting intentions

# 2019 PROGRAM EVALUATION



Abacus Data conducted an extensive evaluation of the Student Vote program during the 2019 federal election. The results are based on 12,922 survey responses among students and teachers, as well as site visits and interviews.

# EDUCATOR FEEDBACK

Over 90% of educators agreed the Student Vote materials and activities had an impact on key measurements, for both elementary and high school students.

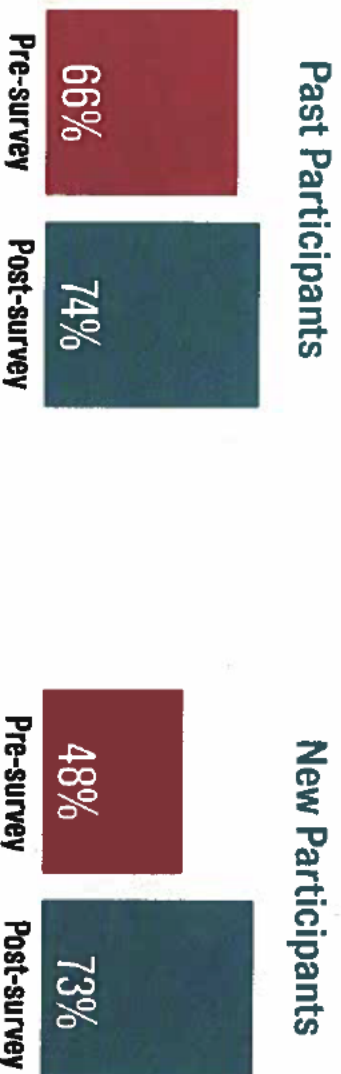


99% of educators indicated they would participate in a future Student Vote program.

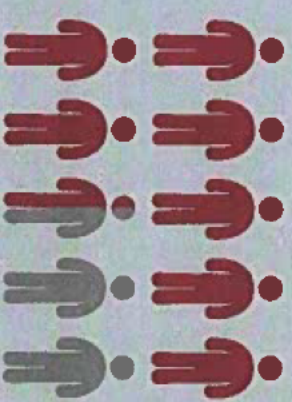
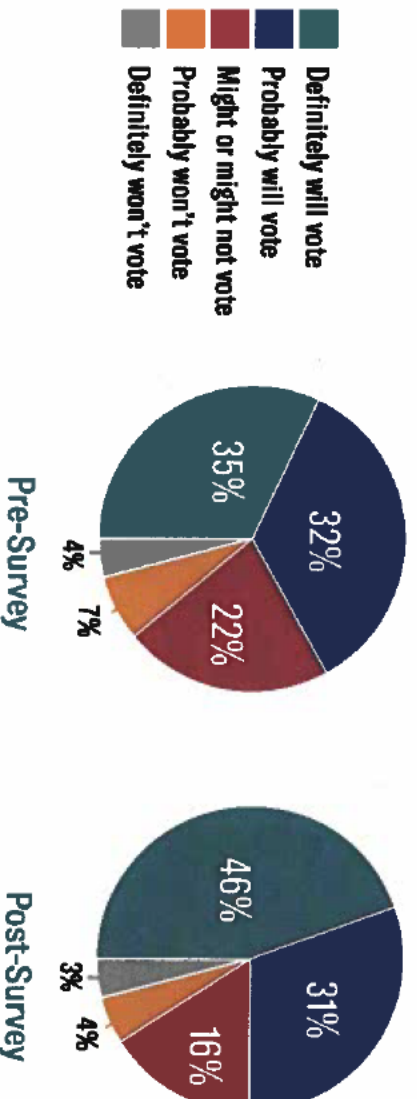
Source: Abacus Data (2019)

# STUDENT SURVEY RESULTS

Percentage of students that said they understood how politics and elections work in Canada



Will you vote in the future?



75%

Three-quarters of students said they felt **more prepared to vote** in the future after participating in the program.