
THE MILLENNIAL DIALOGUE REPORT

CANADA



July 2015



METHODOLOGY

Audiencenet conducted an initial online survey amongst 1,634 15-34 year old Canadian residents from March 17-24. This was followed by a week-long, moderated, online dialogue with 40 Canadian Millennials from March 24-31.

They were segmented as follows: the politically engaged; reasonably interested; not that interested; and the politically disaffected.

The sample was recruited to be nationally representative of all Canadian Millennials in terms of: age; geographical region; household income and educational attainment levels.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels

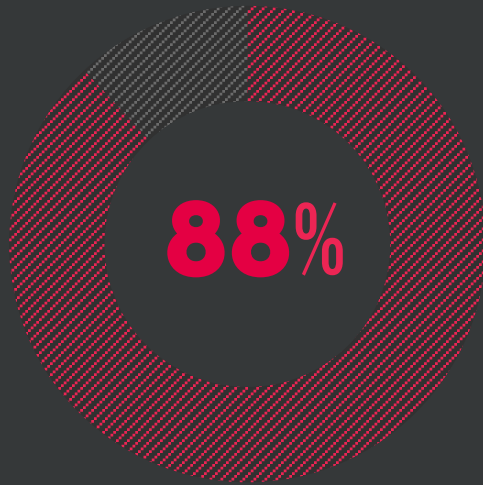
For an equivalent probability-based random sample such as those conducted by phone interview, the margin of error would be +/- 3%, 19 times out of 20.



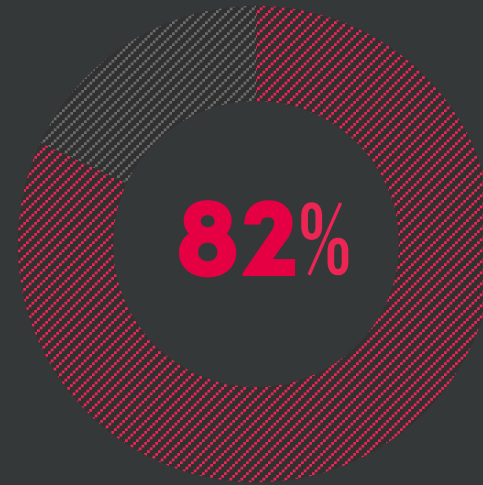
INTEREST & ENGAGEMENT WITH POLITICS



MOST YOUNG PEOPLE IN CANADA ARE HAPPY AND OPTIMISTIC...

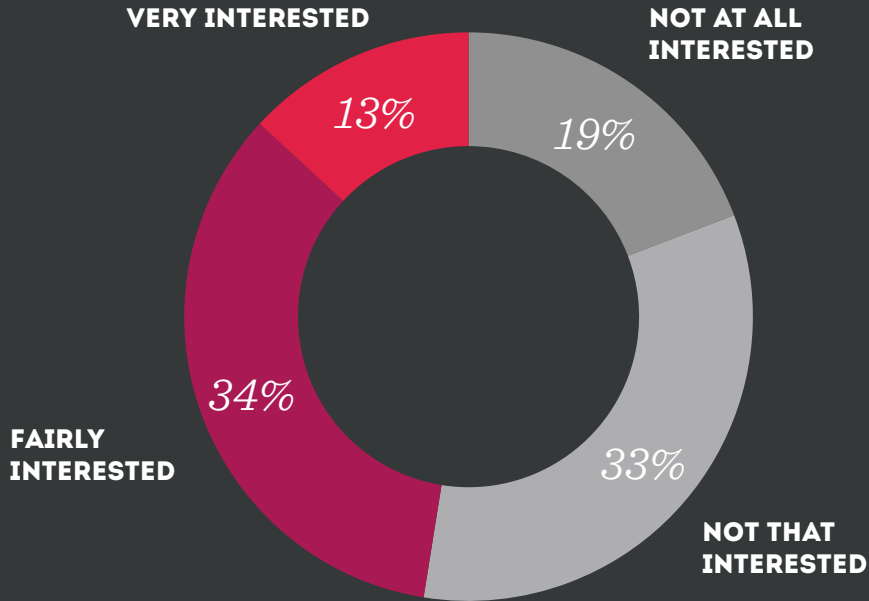


*Are generally happy
with their lives*



*Are optimistic about
their future*

...BUT INTEREST IN POLITICS IS LOW



13%

said they were “very interested” in politics

This compares to 16% of USA millennials who said they said they were “very interested, and 34% who said they were “fairly interested” in politics

MUSIC & NEW TECHNOLOGY TOP THE LIST OF INTERESTS (Net: very interested / fairly interested)

MUSIC

91%

NEW TECHNOLOGY

86%

CINEMA

83%

USING SOCIAL MEDIA

81%

FILM

81%

COOKING

80%

READING

79%

EXERCISE

68%

GAMING

72%

FESTIVALS

68%

TAKING PART IN SPORT

63%

WATCHING SPORT

59%

THEATRE

58%

POLITICS

47%

RELIGION

40%

USA millennials also showed strong interest music (93%) & new technology (84%) but were also more interested in religion (53%) and politics (47%) than their Canadian counterparts.

TAKING AN INTEREST IN POLITICS IS ALSO NOT SEEN AS BEING IMPORTANT

(Average Rank in order of importance)

1 BEING IN GOOD HEALTH

2 BEING HAPPY

3 HAVING LEISURE TIME

4 BEING FREE TO DO AND SAY WHAT I WANT

5 SPENDING TIME WITH FAMILY

6 EQUALITY IN SOCIETY

7 HELPING OTHERS

8 SPENDING TIME WITH FRIENDS

9 BEING SUCCESSFUL

10 MAKING MONEY

11 TAKING AN INTEREST IN MUSIC

12 THE WELL-BEING OF SOCIETY IN GENERAL

13 CONTRIBUTING TO SOCIETY

14 BEING CONNECTED TO FRIENDS VIA SOCIAL MEDIA

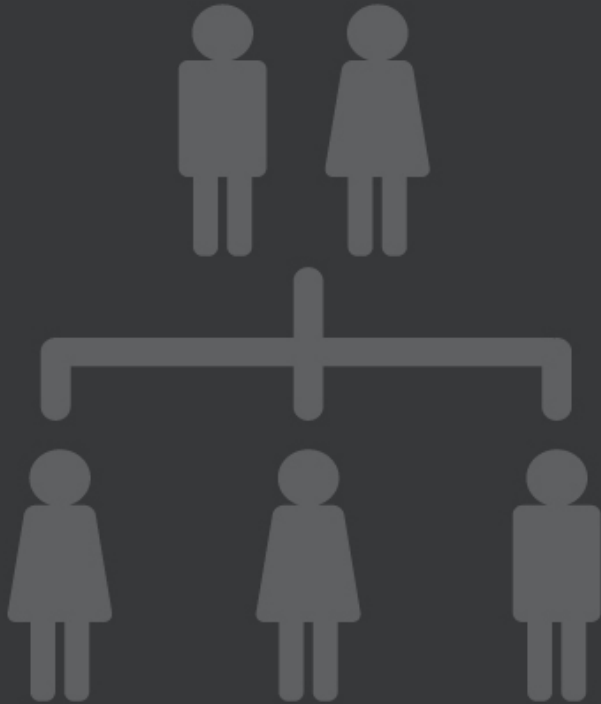
15 HAVING MY VOICE HEARD

16 BEING INVOLVED IN MY LOCAL COMMUNITY

17 TAKING AN INTEREST IN POLITICS

“Taking an interest in politics” also came lowest among USA millennials

GENERATION GAP



49%

OF CANADIAN MILLENNIALS FEEL THAT THEIR GENERATION IS LESS INTERESTED IN POLITICS THAN THEIR PARENTS' OR GRANDPARENTS' GENERATION, COMPARED TO 44% OF YOUNG AMERICANS.

17% OF CANADIANS THINK THE REVERSE. 22% OF YOUNG AMERICANS AGREE.

POLITICS IS STRUGGLING TO COMPETE FOR YOUNG PEOPLE'S ATTENTION

When we asked those who thought that their parents' generation was more interested in politics to discuss why, the impact of connected devices and the seemingly unlimited range of online distractions today was cited several times as a contributing factor.

“There is more information out there on a wide range of topics available at our finger tips via the internet; politics just isn't interesting enough most of the time to compete with all these other interests.”

“Too many distractions, and to have some basic understanding of politics for someone who doesn't know where to start requires time and effort. Time we don't have and effort we rather use it for something else.”

“Social networking and technology has taken attention of individuals away from politics to more peer politics. People care too much about fitting in and going to parties to have time to care about politics.”

TAKING PART

Engagement with politics in the real world is low with just 6% saying that they have attended a political meeting and 8% who have taken part a protest/demonstration

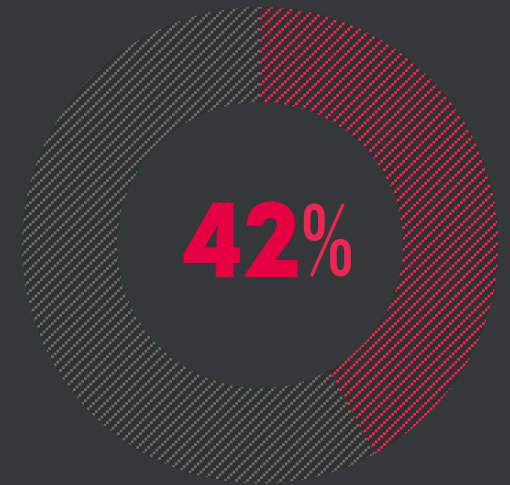
6%

Take part in
political meetings

8%

Take part in
protests/demonstrations

This compares to 16% who
take part in *religious*
meetings/events and...




who take part in *team*
sports



POLITICIANS CONNECTING WITH YOUNG PEOPLE





**28% OF CANADIAN
MILLENNIALS FELT
CONFIDENT THAT THEY AND
THEIR PEERS COULD MAKE
THEMSELVES HEARD,
COMPARED TO 32% IN THE USA**

**29% THINK VERY FEW, IF ANY,
POLITICIANS ENCOURAGE
PEOPLE OF THEIR AGE TO GET
INVOLVED IN POLITICS. THIS
IS VERY CLOSE TO THE USA
FIGURE OF 30%**

% AGREEING WITH STATEMENTS

(Canadian figures given in red, USA in blue)

70% of Canadian millennials think that politicians ignore the views of young people. 68% of USA millennials agree

THE VIEWS OF YOUNG PEOPLE ARE LARGELY IGNORED BY MOST POLITICIANS

70%

(68%)

MOST POLITICIANS ARE MORE CONCERNED WITH OLDER PEOPLE THAN YOUNGER PEOPLE

60%

(62%)

MOST POLITICIANS WANT TO CONTROL AND RESTRICT YOUNG PEOPLE

45%

(54%)

MOST POLITICIANS WANT THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE

38%

(42%)

THE VIEWS OF YOUNG PEOPLE ARE GREATLY VALUED BY MOST POLITICIANS

32%

(37%)

MOST POLITICIANS ARE MORE CONCERNED WITH YOUNGER PEOPLE THAN OLDER PEOPLE

26%

(31%)

WHEN POLITICIANS FAIL TO CONNECT WITH YOUNG PEOPLE

Broken promises emerged as a theme where examples were cited of politicians saying they would introduce policies that would help younger people but then failing to deliver. There was acknowledgement and resignation that focusing policies at helping young people is not a winning election strategy because the older age groups hold greater influence.

“An example of the political party who failed with a younger audience was the PQ in Quebec, they made nice promises to students regarding education costs in QC. However, once in power, they realized they could not hold that promise made prior to elections.”

“A lot of young people are becoming cynical and think it is not worth the time keeping up with politics and voting, as they do not believe or trust politicians and their empty promises.”

“Successful parties may offer a few tidbits for younger generations but fail to deliver in the big picture. While the unsuccessful parties may focus on the younger generation but fail to succeed (e.g. don't get elected at all) because the older, wealthier demographic possess greater overall influence.”

WHEN POLITICIANS SUCCEED IN CONNECTING WITH YOUNG PEOPLE

Almost all of the examples given for when political parties have succeeded in connecting with young people mentioned the importance of having younger politicians.

“The NDP have really been connecting with a younger audience with their younger MPs. It will be interesting to see if that has paid off for them in the next election. The Conservatives did the same thing a few years ago. People are more able to connect with people their own age.”

“Our mayor here in Edmonton, AB is young. I think he succeeded in bringing the 18-35 crowd out to vote for him with his focus on the environment, and funding better public transportation. I can’t think of anything he said or did offhand but I know that is what he campaigned on and he won.”

“The Liberal party has succeeded in connecting to a younger audience when Justin Trudeau became leader. He is someone that younger people can relate to (age wise) and he is bringing up issues that some young people care about (e.g. Marijuana).”



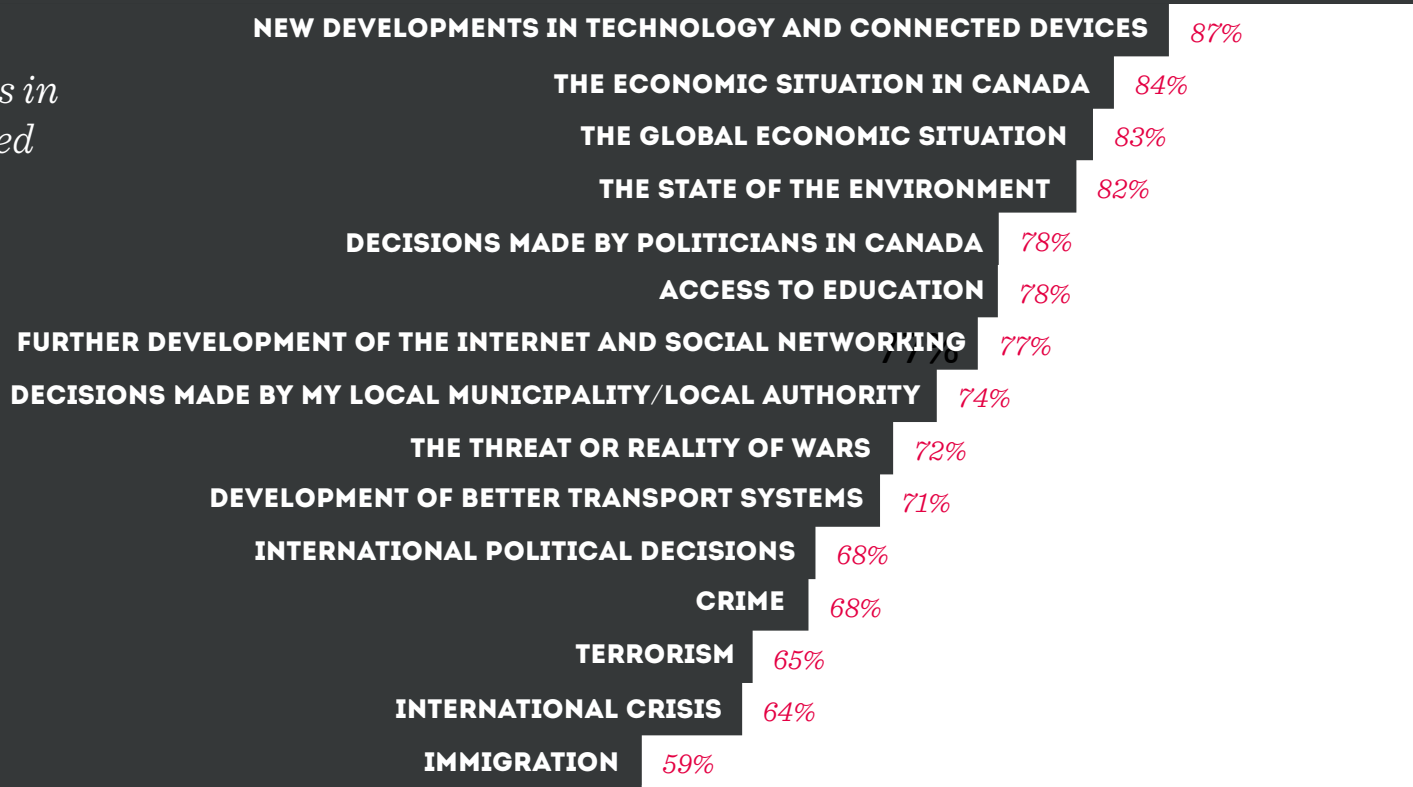
**LOOKING TO
THE FUTURE...**



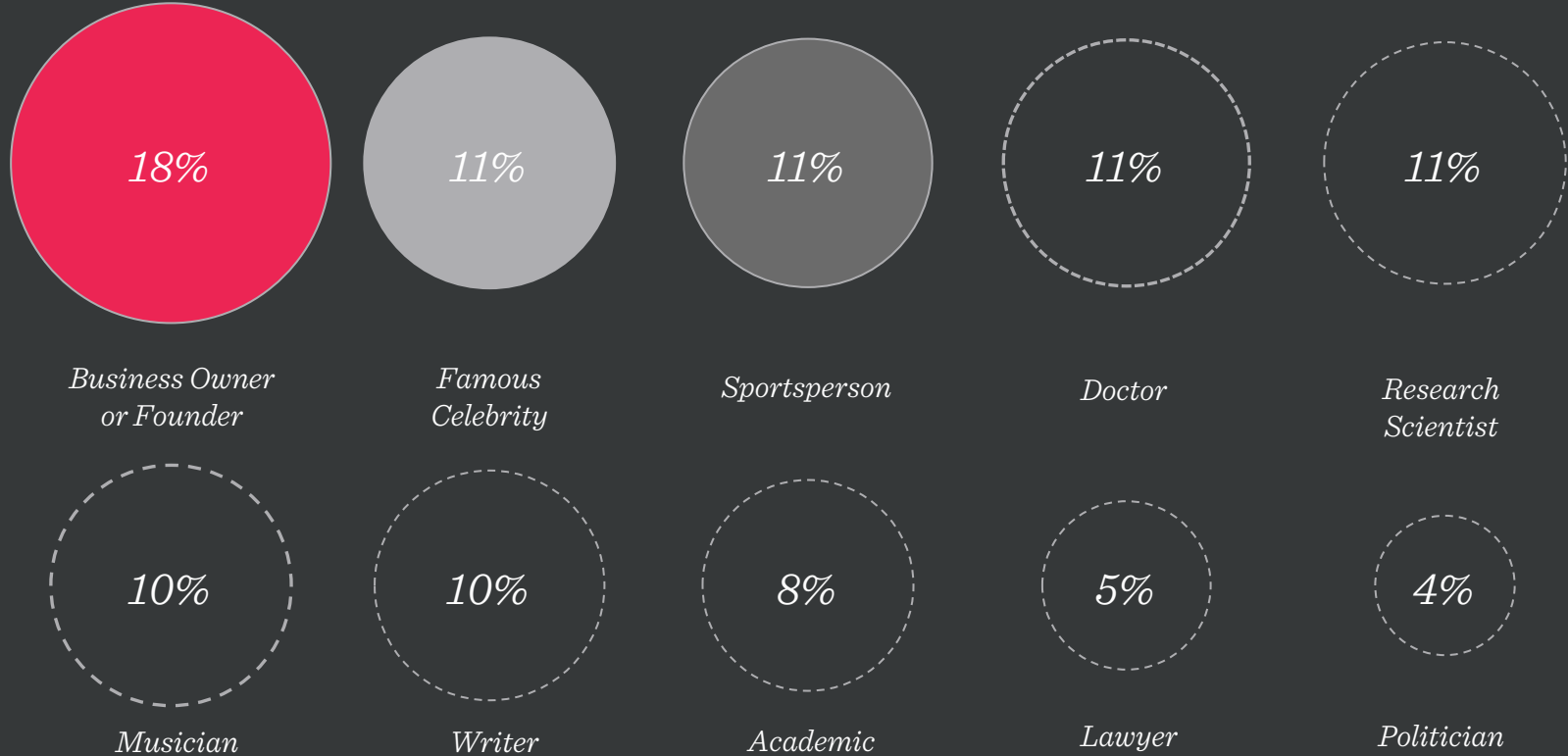
FACTORS AFFECTING FUTURE QUALITY OF LIFE

(‘Very big effect’ or ‘some effect’)

Canadian millennials think ‘new developments in technology and connected devices’ will be the top factor influencing their future quality of life.



WHAT WOULD THEY RATHER BE?



'Politician' was the least desirable profession in Canada (4%). The same proportion of Americans (4%) want to be a politician but only 'lawyer' came lower in the USA at 3%.

TIME TRAVEL ACTIVITY | CANADA

We asked the participants to imagine that they could travel 20-30 years in to the future and describe what they think Canada will be like. The key themes were the impact of technology, climate change, increased multiculturalism (viewed positively), increased healthcare costs for their parents (the baby boomers).

“In 20-30 years I hope to be (nearly) retired and enjoying life. Technology will have evolved and everything will be connected. Climate change will be a major issue, as will international relations. Hopefully a new fuel will be developed to help the environment.”

“Canada will be struggling financially in the future. We cannot afford to maintain healthcare, particularly with the baby boomer generation and the healthcare they will require in the next 20-30 years. Also, there will be no pension plan for my generation, so we will have to rely on our own savings.”

“I hope that Canada is a more progressive, equal, and fair country than we are now. Over the past few years we have been trending in the wrong direction. We need to set a bold new direction for Canada. I envision Canada as the world leader in equality, poverty reduction, and as an economic and diplomatic superpower.”

TIME TRAVEL ACTIVITY | GOVERNMENT

Canadian Millennials were asked to imagine what the Government will be like in 20-30 years. The broad consensus was that they hope (but don't necessarily expect) to see a more diverse, representative, consultative, transparent and accountable government.

“I hope the Government has a more diverse group of people working in it, such as females and younger people. Right now its mostly just old men.”

“The Government will likely be more connected to the people and a new way of getting opinions and instant feedback will be developed.”

“The Government will be more accountable for their behavior and choices due to their increased exposure on the internet. They will listen more to the people due to the generation gap shifting and younger people being in political positions of power.”



VOTING



DECIDING WHO TO VOTE FOR

When we asked the participants what they would do to find out more about a political party, almost all of them said that they would start with a search on Google. They would generally then look at the political party websites, independent media sources and social media accounts.

“I would certainly talk to my peers about it and do some last minute research. To know more about political parties, I’d probably Google them, and look at both non-partisan (e.g. Mapleleafweb) and partisan websites. I’d start with Wikipedia probably, just to get some basic ideas.”

“If I want to know more about a particular political party, I usually watch their debates on TV or go to each party’s website to look at their platform.”

“I would discuss it if the topic comes up, but never proactively. Find out more information regarding their platform and what they stand for. I would usually start with their website.”

KEY REASONS FOR NOT WANTING TO VOTE

1

NO INTEREST IN POLITICS OR VOTING

2

THEY DON'T FEEL WELL ENOUGH INFORMED

3

LACK OF TRUST IN POLITICIANS

4

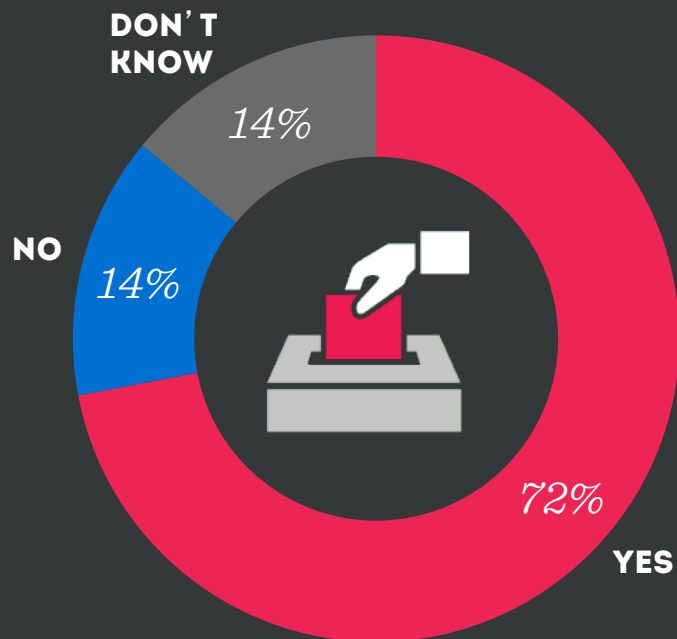
DON'T THINK THEIR VOTE WOULD MAKE A DIFFERENCE

5

ALL PARTIES AND POLITICIANS ARE THE SAME

LACK OF INTEREST IN POLITICS CAME TOP IN BOTH CANADA AND THE USA. LACK OF TRUST WAS ALSO HIGH AMONG AMERICAN MILLENNIALS, WHILE CANADIANS FEEL ILL-INFORMED.

ARE THEY CURRENTLY REGISTERED TO VOTE FOR THE NEXT ELECTION?



53%

Of those who are “not at all interested in politics” said they are registered to vote

KEY FACTORS THAT MIGHT ENCOURAGE AN INTEREST IN VOTING

#1

IF I KNEW MORE ABOUT POLITICS

#2

IF I TRUSTED POLITICIANS MORE

LIKE CANADIAN MILLENNIALS, YOUNG AMERICANS IDENTIFIED KNOWING MORE ABOUT POLITICS AS THEIR #1 FACTOR TO ENCOURAGE INTEREST IN VOTING. THEY DIFFERED ON #2, SAYING THEY WOULD BE MORE LIKELY TO VOTE IF THEY FELT IT MADE A DIFFERENCE..

FACTORS CONTRIBUTING TO VOTING DECISION

(‘Great Extent’ or ‘Some Extent’)

Views about the leaders of each party was seen as the key factor. Social media and other online factors were fairly low down the list as millennials expect the main campaigns to take place using traditional media (TV, newspapers, magazines and radio)

WHAT I THINK/KNOW ABOUT THE LEADERS OF EACH PARTY

87%

WHAT I THINK/KNOW ABOUT THE LOCAL CANDIDATES

86%

SEEING/HEARING INTERVIEWS WITH THE CANDIDATES

85%

NEWS/CURRENT AFFAIRS ON TV

80%

READING THE MANIFESTOS

79%

NEWS/CURRENT AFFAIRS ON THE RADIO

77%

ARTICLES IN NEWSPAPERS AND MAGAZINES

75%

MEETING A POLITICAL CANDIDATE

73%

ONLINE ARTICLES / BLOGS

71%

MEETING A PARTY CAMPAIGNER / REPRESENTATIVE

70%

THE VIEWS OF MY PARENTS

66%

INFORMATION VIA SOCIAL NETWORKS

66%

THE VIEWS OF MY FRIENDS

65%

POSTERS AND LEAFLETS

62%

THE VIEWS OF MY SIBLINGS

59%

YOUTUBE VIDEOS

57%

MEANS THEY WOULD USE TO START A POLITICAL CAMPAIGN

(% 'EXTREMELY USEFUL')

If they were to start their own campaign, however, Canadian Millennials would be most likely to focus their efforts on social media

USING SOCIAL MEDIA

34

APPEARING ON TV/RADIO

29

GETTING A WELL KNOWN PERSONALITY TO BACK YOUR CAMPAIGN

29

CONCERT OR FESTIVAL WITH TALKS & BANDS

24

CREATING A YOUTUBE VIDEO

23

HOLDING A PEACEFUL DEMONSTRATION

22

CONTACTING MY LOCAL POLITICIAN

21

HANDING IN A PETITION TO THE GOVERNMENT

18

PROMOTING A DEDICATED APP

16

STICKERS/POSTERS

15

HOLDING A DISRUPTIVE DEMONSTRATION

14

GRAFFITI

11

PREFERRED MESSAGE FOR ENCOURAGING MORE YOUNGER PEOPLE TO VOTE...

47%

“

Younger people need to vote - it's their future

”

28%

“

Voting is your responsibility

”

25%

“

Voting really does make a difference

”

WHAT WOULD THEY DO DIFFERENTLY?

If the millennials were starting a political party, they would have a strong focus on using social media as both a recruitment strategy and to listen and interact (as opposed to just broadcasting). There was also a popular suggestion that politicians should be honest and say they “don’t know” more often.

“Canadian politicians are not very interactive on social media. I would like to see that change, if they want to truly be accessible. It is difficult, as social media in government in general tends to be very scheduled, and mainly focused on events as opposed to creating a conversation. Posting without interacting with others removes the “social” aspect of social media”

“We would not spend millions of dollars on our campaign. We would do a grassroots campaign and also rely on the power of the internet to promote and get our word out- YouTube, Facebook, Twitter, and a crowdfunding page, presence in every province, and a genuine desire to listen to Canadians.”

“I would just be straightforward and blunt. The reason why people feel that politicians are not trustworthy is because they talk around the issue or try to dance around the issue. I find that sometimes when we do not know the answer, we should be honest and say we don’t know.”

POSTER CAMPAIGN

We asked the Millennials to work together to develop ideas for posters that would encourage young people to get engaged with politics.

The clear consensus was that the communication style should be direct and straight-forward with no difficult political technical terms (but not so simple that it becomes patronising). There were also calls to use statistics. For example, “Less than 50% of young people vote. Imagine what the future would look like if 100% of young people voted.”

When it came to imagery, while there were suggestions for showing people in schools, hospitals etc, many of the participants were in favour of doing something creative/hip with a limited number of colours and bold large fonts rather than having ‘stock’ type images of happy people.

The poster headline ideas were generally very positive messages, here are some more of the top rated suggestions:

YOUR FUTURE IS NOW

YOUR VOTE, YOUR VOICE

#YOUMATTER

ALL THE COOL KIDS ARE DOING IT



THE ISSUES THAT MATTER

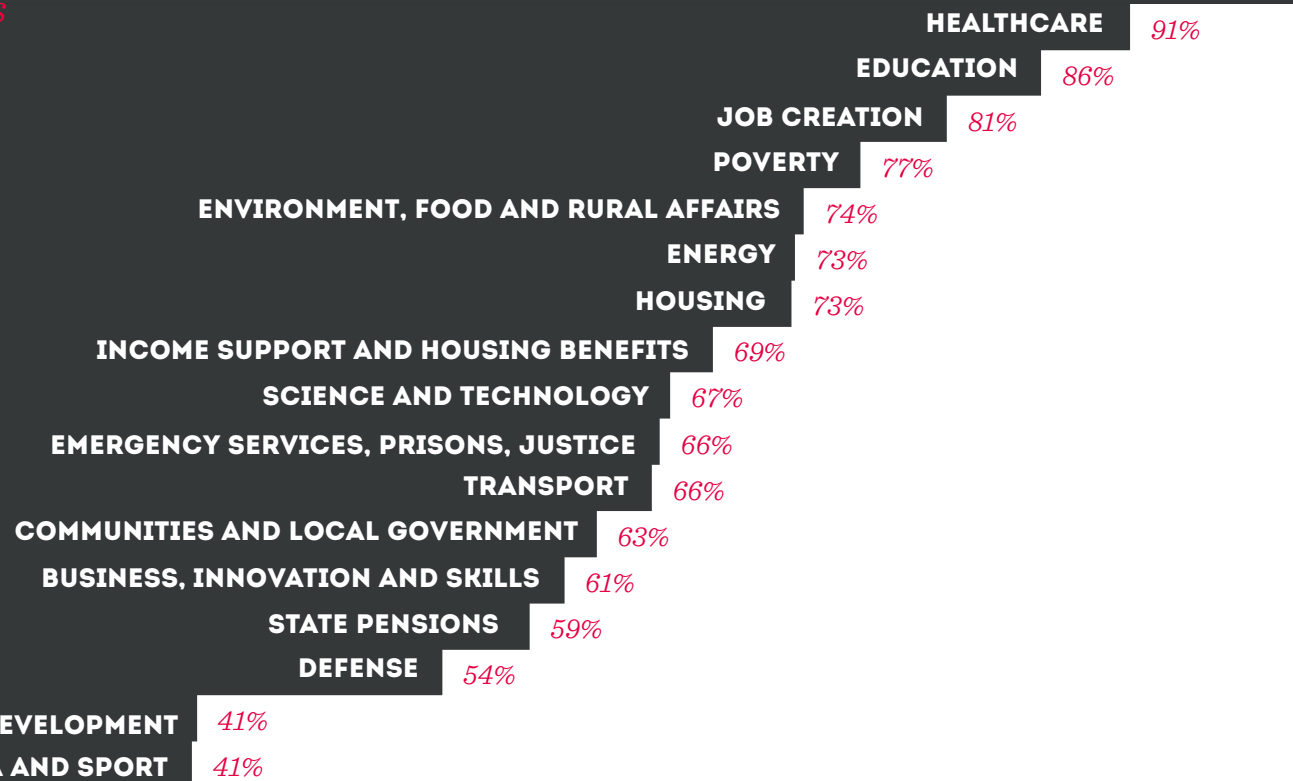


HIGH PRIORITY FOR PUBLIC SPENDING

Healthcare, education and job creation were considered to be the top priorities for *Canada's* government spending.

Education and job creation had similar rankings in the *USA* at 84% and 83% respectively.

There were, however, some notable differences, *USA* millennials put healthcare at 81%, defense at 67%, and foreign aid at 48%.





**84% BELIEVED IN THE
IMPORTANCE OF EQUALITY IN
GENDER AND SEXUAL –
ORIENTATION IN SOCIETY**

WHAT SHOULD POLITICIANS WORK TOWARDS? (%)

TO WHAT EXTENT DO THEY DELIVER ON THE FOLLOWING? (%)

ENSURING THE BEST POSSIBLE FUTURE FOR YOUNG PEOPLE



ENSURING EQUALITY OF OPPORTUNITY FOR ALL



IMPROVING AND MAINTAINING GOOD EDUCATIONAL FACILITIES



IMPROVING AND MAINTAINING GOOD MEDICAL CARE



PUTTING THE PEOPLE OF CANADA FIRST



ENSURING THE WELL-BEING OF THE ELDERLY



INVESTING IN TECHNOLOGY



ENSURING THAT CANADA PLAYS ITS PART ON THE WORLD STAGE



BUILDING AND MAINTAINING A STRONG MILITARY FORCE



86% of USA millennials, by contrast felt that politicians should work towards ensuring equality of opportunity for all, while 65% felt that they deliver on this.

THE ISSUES THAT MATTER: PLAY THE LONG GAME

When asked to talk about which issues they would concentrate on if they were starting a new political party, one of the main themes running through the discussions was the need to focus on long terms problems/solutions (e.g. the environment, healthcare for an aging population).

“My focus would be in healthcare, education and creating jobs/ensuring job security. I would like my party to be less business/money oriented, and focus more on society and long term planning.”

“I would like to focus on sustainable health care, caring for an older population without impacting the future generations. I would also like our government to move away from a resource based economy and look towards building industries that are innovative and with more money being place into sustainability research.”

“My new political party would focus on trying to keep Canada as a whole “healthy”. We need jobs security, retirement plans, health care. But we also need to keep and natural resources safe and viable, we need clean water and air. Develop new technology that keeps us green and more self sustaining.”

POLITICIANS / POLITICAL PARTIES



AWARENESS OF POLITICAL PARTIES

85%

**CONSERVATIVE
PARTY**

85%

LIBERAL PARTY

82%

**NEW
DEMOCRATIC
PARTY**

78%

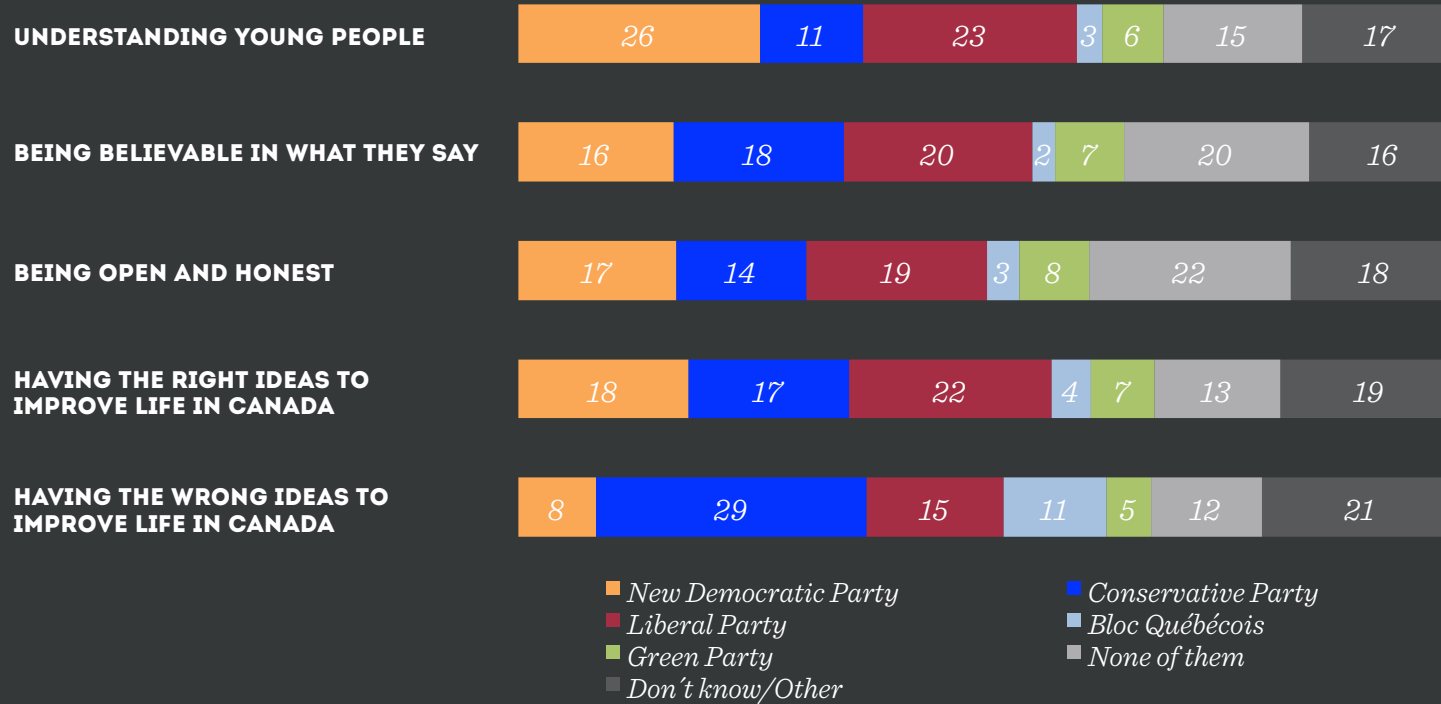
GREEN PARTY

72%

**BLOC
QUÉBÉCOIS**

**YOUNG CANADIANS SHOW HIGH AWARENESS OF THE MAIN
POLITICAL PARTIES**

WHICH PARTY SCORES THE HIGHEST FOR...

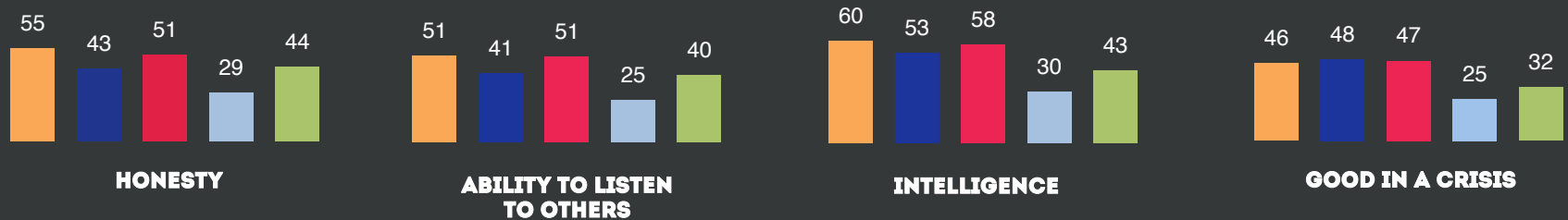
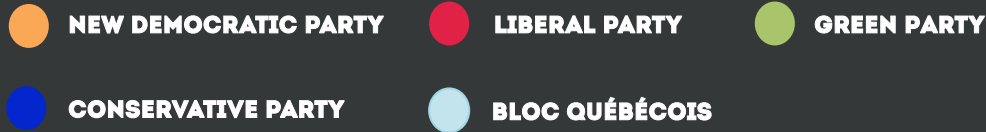


IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN



QUALITIES BY POLITICAL PARTY

“To what extent do you think the politicians in each of the political parties possess this quality?” [Net: a great deal/ to some extent (%)]

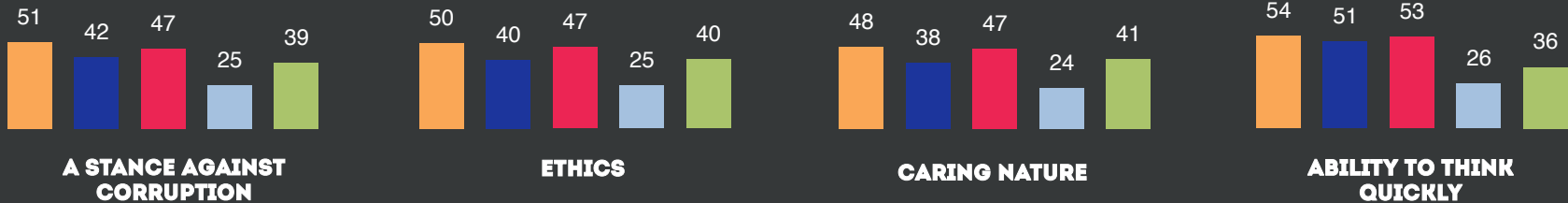
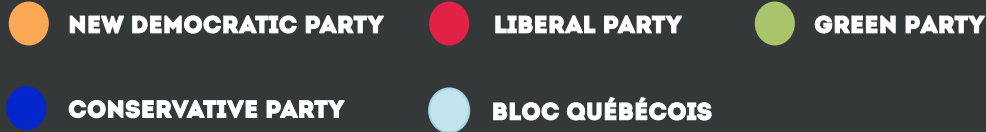


THE NEW DEMOCRATIC PARTY HAD THE HIGHEST SCORE FOR TWO OUT OF THE TOP FOUR IMPORTANT QUALITIES FOR AN ELECTED POLITICIAN AND WERE TIED WITH THE LIBERALS FOR A THIRD.

BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

“To what extent do you think the politicians in each of the political parties possess this quality?” [Net: a great deal/ to some extent (%)]

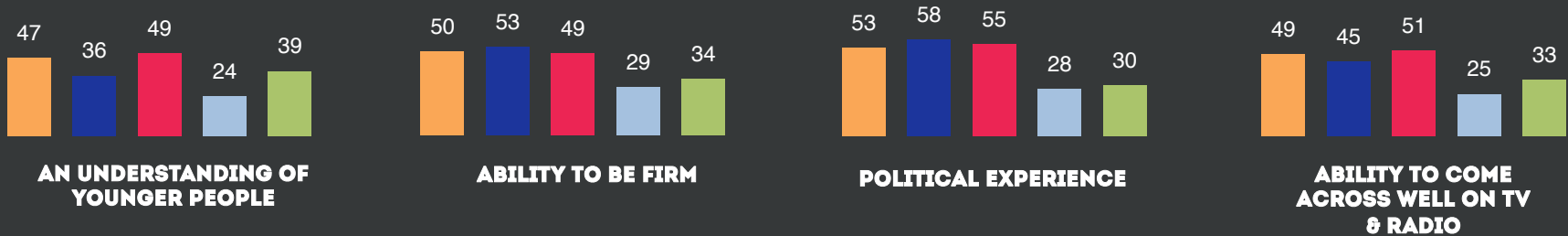
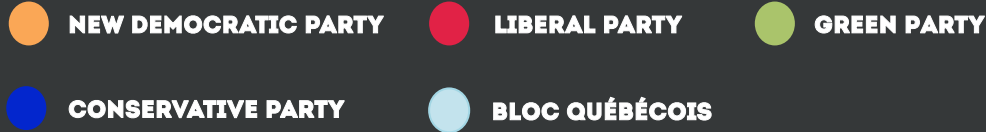


THE NEW DEMOCRATIC PARTY WAS ALSO TOP FOR A STANCE AGAINST CORRUPTION, ETHICS, CARING NATURE AND AN ABILITY TO THINK QUICKLY

BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

“To what extent do you think the politicians in each of the political parties possess this quality?” [Net: a great deal/ to some extent (%)]

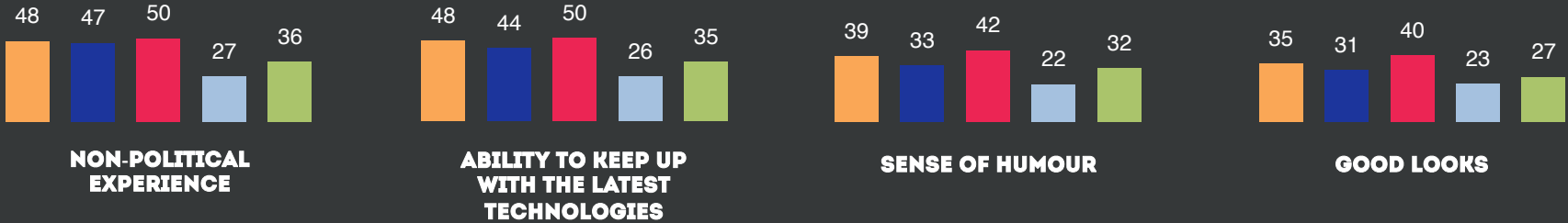
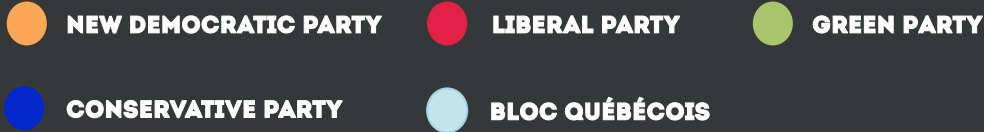


THE CONSERVATIVE PARTY WAS THOUGHT TO BE THE BEST PARTY FOR HAVING AN ABILITY TO BE FIRM AND POLITICAL EXPERIENCE. THE LIBERAL PARTY CAME TOP FOR HAVING AN UNDERSTANDING OF YOUNGER PEOPLE.

BASE: THOSE AWARE OF THAT PARTY

QUALITIES BY POLITICAL PARTY

“To what extent do you think the politicians in each of the political parties possess this quality?” [Net: a great deal/ to some extent (%)]



THE LIBERAL PARTY WERE ALSO TOP FOR NON-POLITICAL EXPERIENCE, AN ABILITY TO KEEP UP WITH THE LATEST TECHNOLOGIES AND HAVING A SENSE OF HUMOUR.

BASE: THOSE AWARE OF THAT PARTY



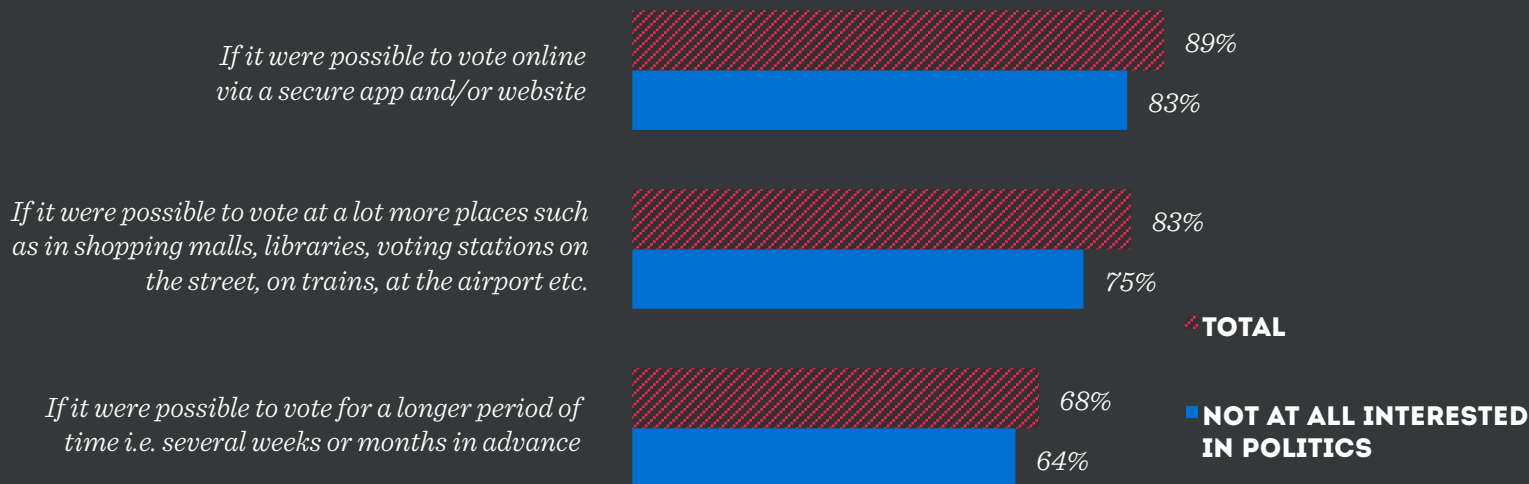
ELECTORAL REFORM



WHAT WOULD ENCOURAGE MORE PEOPLE TO VOTE?

(% 'Very significantly encourage...' or 'Would go some way to encouraging...')

89% OF THE TOTAL AND 83% OF THOSE "NOT AT ALL INTERESTED" IN POLITICS THOUGHT THAT ONLINE VOTING WOULD ENCOURAGE MORE PEOPLE TO VOTE. THERE WAS ALSO SUPPORT FOR VOTING IN PRECINCTS, ON TRAINS ETC (83%) AND MODERATE SUPPORT FOR LONGER VOTING PERIODS (68%)



ABILITY TO VOTE ONLINE



90%



USA

89%



CANADA

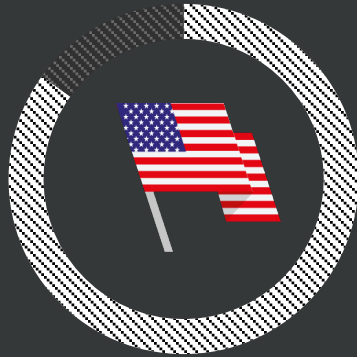


ABILITY TO VOTE IN MORE PLACES

e.g. Shopping malls, libraries, voting stations on the street, the train, at the airport



85%



USA

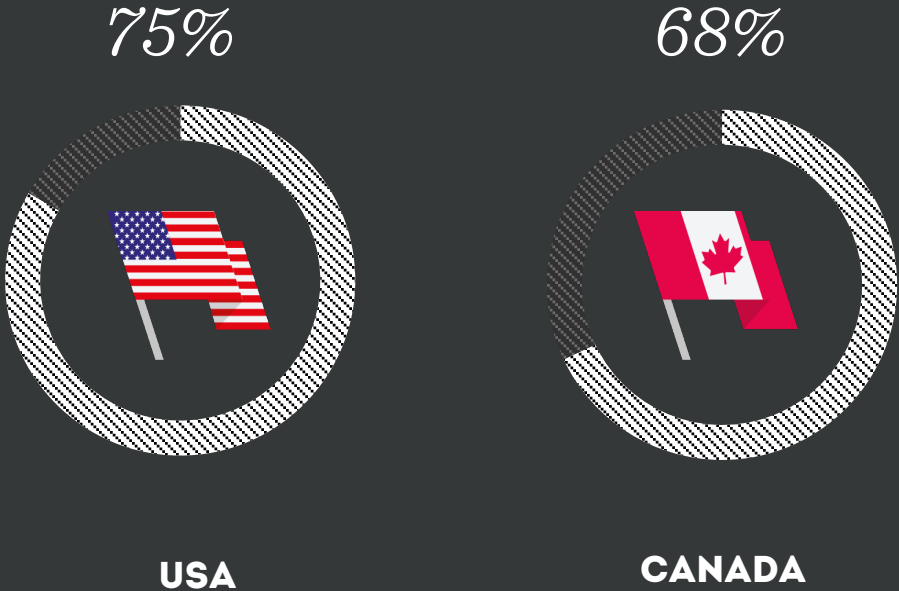
83%



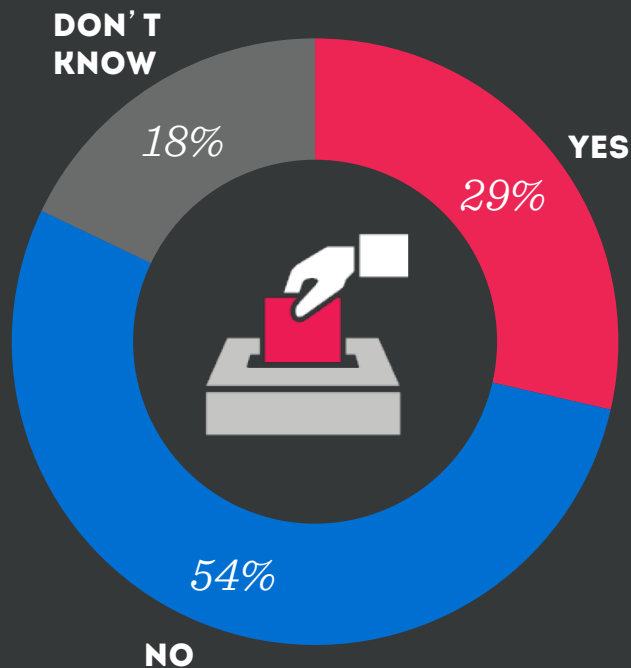
CANADA

ABILITY TO VOTE **IN ADVANCE**

By several weeks or months



SHOULD 16 AND 17 YEAR OLDS BE GIVEN THE OPPORTUNITY TO VOTE?



36%

Of those who were too young to vote at the last election said "yes" – 16 and 17 year olds should be given the opportunity to vote

SHOULD **16-17 YEAR OLDS** BE ABLE TO VOTE?

Yes

No

Don't know



30%

57%

13%



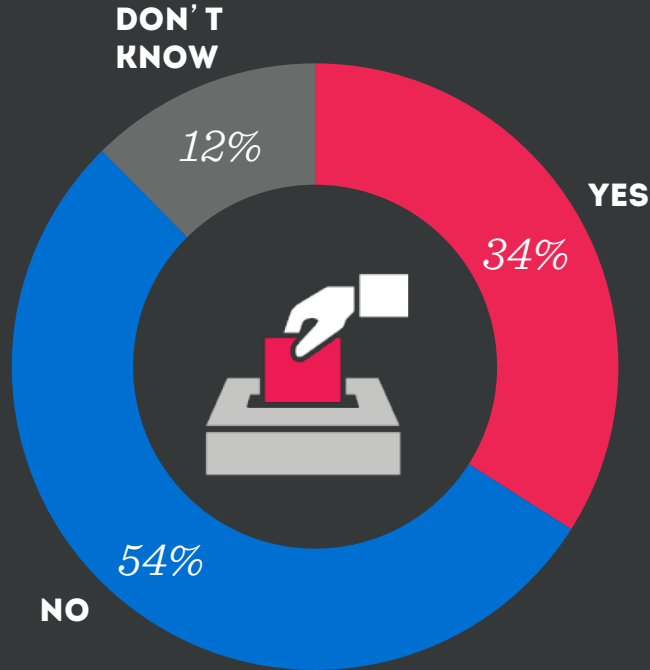
29%

54%

18%



SHOULD IT BE MADE COMPULSORY TO VOTE?



47%

Of Millennials from Quebec said 'yes' - voting should be made compulsory

SHOULD VOTING BE **COMPULSORY BY LAW?**

Yes

No

Don't know



% OF THOSE ELIGIBLE WHO HAVE REGISTERED TO VOTE



USA

70%



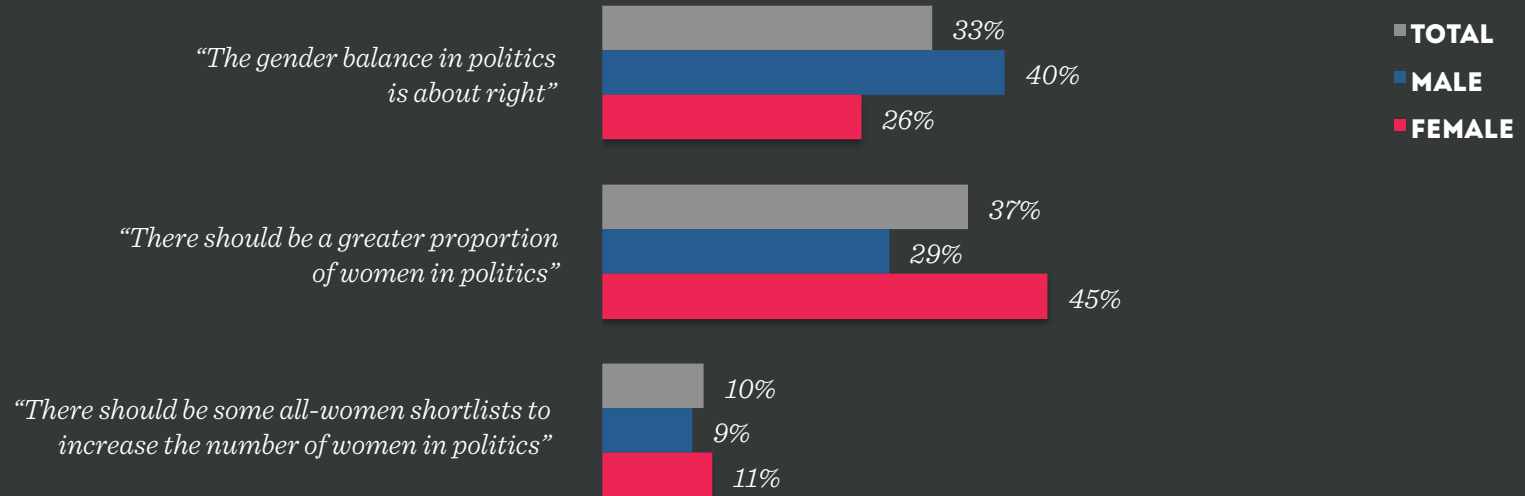
CANADA

72%

WOMEN IN POLITICS

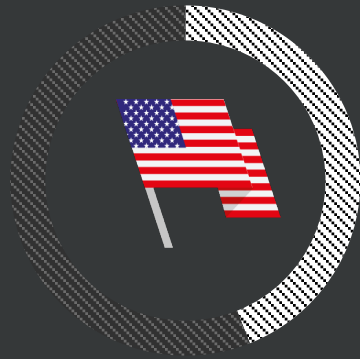
(% who agree with each statement)

33% (AND 26% OF THE FEMALES) THINK THAT THE GENDER BALANCE IN POLITICS IS ABOUT RIGHT, COMPARED TO 37% (AND 45% OF THE FEMALES) WHO AGREED THAT THERE SHOULD BE A GREATER PROPORTION OF WOMEN IN POLITICS. THERE WAS LIMITED SUPPORT FOR ALL WOMEN SHORTLISTS (10%).



THE GENDER BALANCE IS 'ABOUT RIGHT'

44%



USA

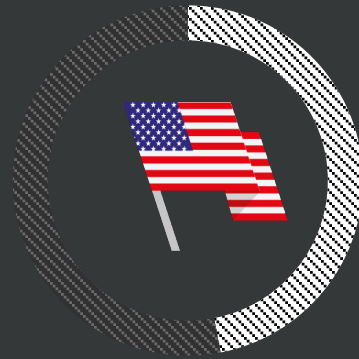
33%



CANADA

THERE SHOULD BE A GREATER PROPORTION OF **WOMEN IN POLITICS**

47%



USA

37%



CANADA

THERE SHOULD BE SOME **ALL-WOMEN SHORTLISTS** TO INCREASE THE PROPORTION OF WOMEN IN POLITICS

12%



USA

10%



CANADA

