

Can You Hear Me Now Appendix

Q. 17 The results of this election will affect the direction of the country

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Strongly Disagree	0.00%	0.90%	0.10%	0.50%
Disagree	0.00%	1.20%	1.60%	1.10%
Neither	7.80%	7.60%	5.20%	6.70%
Agree	34.70%	41.10%	40.30%	39.90%
Strongly Agree	57.50%	49.30%	52.90%	51.70%

Pr = 0.029

N

1957

Rate of Political Discussion Index

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
0	27.60%	37.70%	42.20%	37.90%
1	24.00%	30.90%	30.60%	29.80%
2	14.80%	11.90%	13.00%	12.70%
3	14.00%	6.60%	8.00%	8.20%
4	6.90%	5.00%	2.80%	4.50%
5	12.60%	7.90%	3.30%	6.90%

Pr = 0.000

N

1924

Q. 14_1 During the federal election campaign, did you discuss politics face to face or over the phone?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	37.40%	46.90%	53.30%	47.90%
Once or more	62.60%	53.10%	46.70%	52.10%

Pr = 0.001

N

1951

Q. 14_2 During the federal election campaign, did you use email or text messaging to discuss politics?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	67.90%	79.50%	84.80%	79.80%
Once or more	32.10%	20.50%	15.20%	20.20%

Pr = 0.000

N

1947

Q. 14_3 During the federal election campaign, did you circulate, report or comment on political information?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	61.10%	76.20%	80.70%	75.80%
Once or more	38.90%	23.80%	19.30%	24.20%

Pr = 0.000

Q.14_4 During the federal election campaign, did you join a group on social media that is involved in politics?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	80.90%	86.70%	93.60%	88.50%
Once or more	19.10%	13.30%	6.40%	11.50%

Pr = 0.000

N

1945

Q.14_5 During the federal election campaign, did you follow political parties or candidates on social media?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	66.10%	73.00%	77.20%	73.60%
Once or more	33.90%	27.00%	22.80%	26.40%

Pr = 0.010

N

1946

Q. 16 Did you tell people about your experience voting (i.e. how you voted, who you voted for, etc.)?[Select all that apply]

Only asked of respondents who indicated they voted in the 2015 federal election

	18 to 29 years	30 to 55 years	56 years and over	All Canadians	Significant (V=<.10)
Yes, I talked in person or on the phone	53.40%	43.70%	33.40%	41.10%	V
Yes, I sent an email	1.50%	3.80%	4.40%	3.70%	X
Yes, I sent a text message	11.50%	4.80%	1.10%	4.30%	V
Yes, I posted on Twitter	3.50%	1.10%	0.70%	1.20%	V
Yes, I posted on FB	13.00%	7.70%	4.60%	7.20%	V
Yes, I posted on other social media (i.e. Instagram, Reddit, Snapchat)	1.60%	1.00%	0.10%	0.70%	X
Other	1.10%	1.30%	2.70%	1.80%	V
No, I did not share my voting experience	36.20%	46.20%	60.30%	50.10%	V

N

1869

Q. 1 How often were you contacted by federal political parties or candidates during the election campaign?

Percentage of respondents that indicated at least once or twice to every day

	18 to 29 years	30 to 55 years	56 years and over	All Canadians	Significant (V=<.10)	N
By Email	11.80%	18.30%	21.40%	18.50%	V	1939
By Phone	21.10%	47.30%	63.60%	49.60%	V	1937
By text message	4.30%	6.70%	3.10%	5.10%	V	1937
By mail correspondence	35.50%	54.10%	59.90%	53.50%	V	1920
In person (e.g. candidate knocking on your door or at a community event)	26.40%	35.00%	37.60%	34.80%	V	1925
On Twitter (e.g. tweeted at or followed by)	7.60%	7.30%	2.20%	5.50%	V	1904
On Facebook (e.g. friend requests, messages, event invitations)	7.30%	9.90%	10.00%	9.60%	X	1915

Rate of Overall Contact Index

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
0	48.20%	27.80%	17.60%	27.10%
1	21.50%	24.60%	23.20%	23.60%
2	17.70%	22.80%	25.50%	23.00%

	3	4.90%	13.00%	22.10%	15.10%
	4	4.00%	5.00%	8.20%	6.00%
	5	0.00%	1.80%	1.80%	1.60%
	6	0.30%	0.80%	1.00%	0.80%
	7	3.50%	4.10%	0.50%	2.70%
Pr = 0.000					
N					1832

<i>Rate of Traditional Methods of Contact</i>					
	18 to 29 years	30 to 55 years	56 years and over	All Canadians	
0	52.82%	29%	19.18%	28.80%	
1	21.08%	26.50%	26.21%	25.61%	
2	17.02%	25.04%	29.81%	25.65%	
3	9.08%	19.45%	24.81%	19.94%	
Pr = 0.000					
N					1881

<i>Rate of Digital Methods of Contact</i>					
	18 to 29 years	30 to 55 years	56 years and over	All Canadians	
0	83%	78.55%	74.59%	77.77%	
1	10.28%	12.45%	18.37%	14.00%	
2	2.98%	3.40%	5.38%	4.05%	
3	0.30%	0.88%	0.99%	0.83%	
4	3.44%	4.73%	0.68%	3.08%	
Pr = 0.000					
N					1888

<i>Q. 2 When candidates or federal political parties reached out to you during this election campaign, were they mostly...[Select all that apply](Only asked of respondents that indicated some form of contact)</i>					
Proportion age group members who marked each item					
Item	18 to 29 years	30 to 55 years	56 years and over	All Canadians	Significant (V=<.10)
Trying to persuade you to vote for a particular party or candidate?	34.68%	38.97%	47.32%	41.98%	V
Telling you how to get involved in the election (e.g. voting or volunteering on a campaign)?	14.56%	8.87%	15.06%	12.00%	V
Providing you information on the party's national leader?	15.41%	18.00%	19.42%	18.33%	X
Providing you information on the local candidate?	42.04%	30.94%	35.83%	34.07%	V
Telling you about the party's platform?	23.59%	25.09%	30.68%	27.24%	V
Asking what issues or policy topics you care about?	17.86%	9.43%	13.03%	11.77%	V
Providing you with information about opposing political parties or candidates?	11.29%	13.41%	9.80%	11.71%	X
Other	5.05%	5.59%	8.70%	6.82%	X
Overall Age Group N	146	707	599	1453	

<i>Q. 8 What would you want candidates and political parties to reach out to you about during the election campaign? [Select all that apply]</i>	
Proportion of age group who marked each item	

Item	18 to 29 years	30 to 55 years	56 years and over	All Canadians	Significant (V<-.10)
Why you should vote for a particular party or candidate	21.07%	24.16%	27.86%	23.79%	V
Information on how to get involved in the election (e.g. how to vote or join a campaign)	12.19%	7.05%	7.12%	7.81%	X
Information on the party's national leader	23.50%	16.89%	16.80%	17.81%	X
Information on the local candidate	39.53%	39.56%	46.68%	42.12%	V
Information on the party's platform	48.65%	44.40%	51.88%	47.70%	V
Asking what issues you care about	50.37%	45.30%	55.56%	49.71%	V
Nothing, I don't want to hear from them	16.54%	20.76%	17.13%	18.85%	X
Information about opposing political parties or candidates	8.85%	5.77%	4.41%	5.72%	X
Other	0.00%	0.59%	0.74%	0.56%	X
Overall Age Group N	292	1008	730	2030	

Q. 14_7 During the federal election, did you see an advertisement on social media (e.g. Facebook or Youtube) from a political party about the election?

	18 to 29 years	30 to 55 years	56 years and over	All Canadians
Never	37.10%	58.60%	70.20%	59.80%
Once or more	62.90%	41.40%	29.80%	40.20%
Pr = 0.000				
N				1928