



Report

# Voting, Voices, and Values: Political Outlook of the New Generations

*Survey of Young Canadians*

Date: 16/ 04/ 2025  
Project: 16811-151



# Methodology

For this special feature, we surveyed, over 2 weeks, the younger Canadians on their voting intentions and gathered their views on key federal political issues and their relationship with politics.

## Method

Online survey among respondents 18-34 years of age.  
(Canadian sample: **n= 1,187**).

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

## Notes

Arrows pointing upwards (↑) indicate results significantly higher than those for people aged 35 and over, while arrows pointing downwards (↓) indicate results significantly lower than those for people aged 35 and over.

## When

Data collection 1 from **April 4 to April 6, 2025**.

Data collection 2 from **April 10 to April 13, 2025**.

\*Respondents who answered to the survey during the first wave were not allowed to participate to the second wave.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.8%**.

## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

## Questions

Have questions about the data presented in this report? Please contact Gabrielle Blais, Research director, Public Affairs and communications, Eastern Canada at the following e-mail address: [gblais@leger360.com](mailto:gblais@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto:sdallaire@leger360.com).

# The **Most Accurate** Polling Firm in Canada

## CANADA 2021

**LEGER POLL**  
Published on  
September 18, 2021

**OFFICIALS RESULTS**  
2021 Canada  
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

## BRITISH COLUMBIA 2024

**LEGER POLL**  
Published on  
October 18, 2024

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

## UNITED STATES 2024

**LEGER POLL**  
Published on  
November 4, 2024

**OFFICIALS RESULTS**  
2024 United States  
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

## Our 3 Main Observations

### 1. Young Canadians Want Change, but They Need to Be Heard First

**They care. They're paying attention. But they don't feel politics is listening.** Whether it's housing, mental health, or the climate crisis, young people are demanding action, not promises. **They're not disengaged; they're disillusioned.** And they're waiting to be taken seriously.

### 2. Affordability Is the Frontline Issue

From rent to groceries to student loans, **young people are under serious financial pressure.** Housing and inflation aren't just talking points; they shape how this generation sees its future. For many, the economic system feels rigged against them.

### 3. Women Are Leading the Way, but Carrying More Doubt

**Young women are showing the strongest commitment to voting even though many still doubt their political knowledge.** With women's rights being challenged just beyond our borders, they're stepping up to protect their future and their freedoms.

Voting is one of the few tools they have and they're using it. They're showing up with purpose, voting based on values, and pushing for change.

### 4. Young Men: Decided, Confident, but Often Disengaged

**Many young men are checked out, feeling excluded from political discourse,** feeling that politics doesn't speak to them or doesn't matter at all. They're more likely to feel shut out, skeptical, or turned off by the process, but **are focused on practical outcomes and tend to vote based on tangible concerns** like jobs, taxes, economic control.



### What Politicians Need to Know:

- **Young voters need to feel heard, not just targeted.** Earn their trust.
- **Values and authenticity matter more than slogans.** Speak to real issues: housing, affordability, climate.
- **Meet them where they are: online.** It's where the conversation is happening.
- **Women are voting with purpose. Men need a reason to re-engage.** Make it feel personal, not just political.

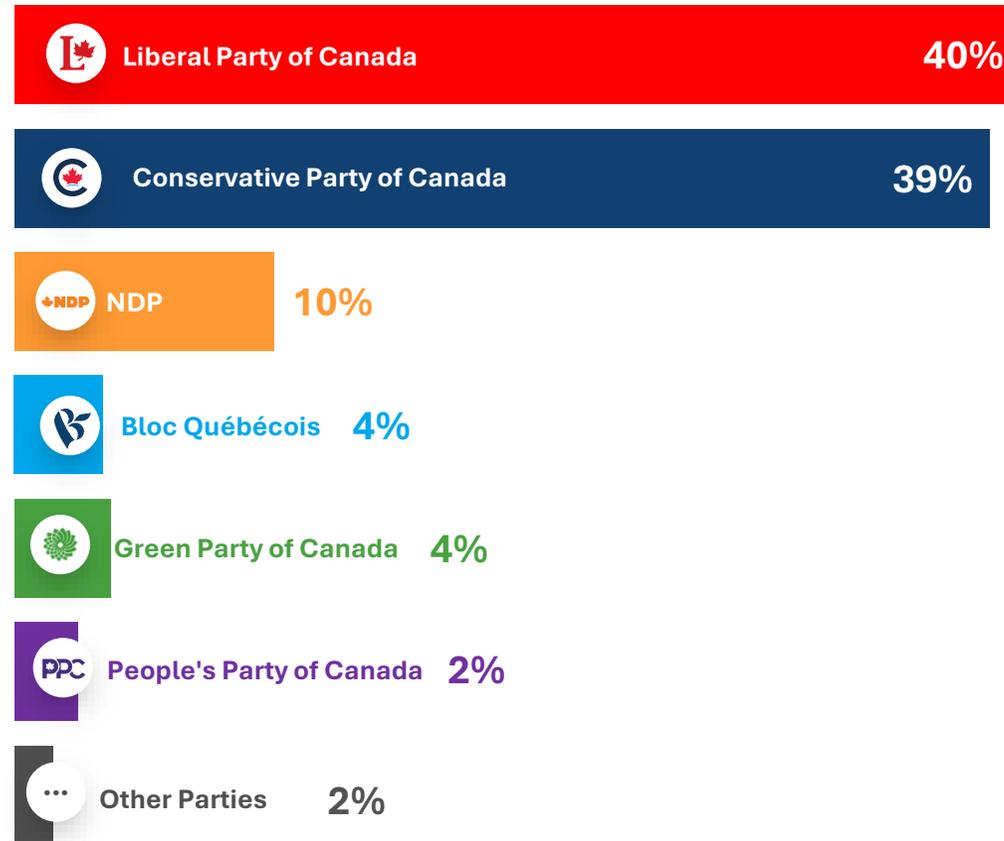
# Voting Intentions and Behaviours



## Voting Intentions – A Tight Race for First Among Young Voters (1/2)

**Q1.** If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...

Base: Decided voters (n=1,028) except for the Bloc Québécois, Quebecers only



## Voting Intentions – A Tight Race for First Among Young Voters (2/2)

**Q1.** If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...

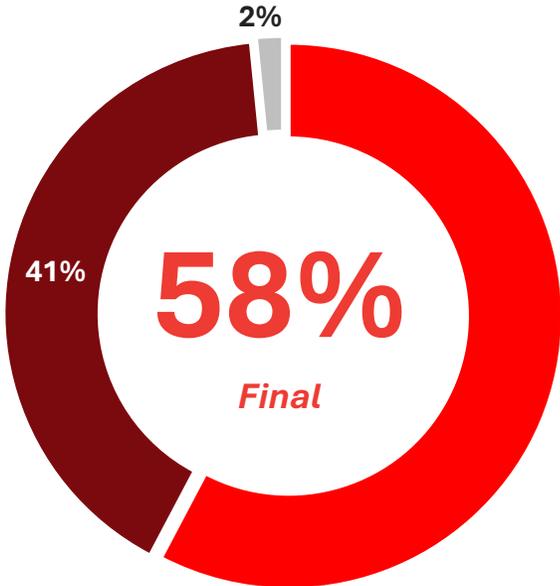
Base: Respondents who are eligible to vote (n=1,187), except for the Bloc Québécois, Quebecers only

	Total	Total Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	1,061	59	228	424	72	129	149	556	499	397	664	2,986	-
<i>Unweighted n=</i>	1,187	1,028	30	352	352	51	104	139	531	489	354	674	3,062	-
... Mark Carney's Liberal Party of Canada	<b>34%</b>	<b>40%</b>	61%	35%	<b>48%</b>	26%	<b>27%</b>	34%	39%	41%	<b>47%</b>	<b>36%</b>	44%	↓-4
... Pierre Poilievre's Conservative Party of Canada	<b>33%</b>	<b>39%</b>	25%	<b>27%</b>	37%	58%	<b>55%</b>	42%	40%	37%	34%	41%	37%	-2
... Jagmeet Singh's New Democratic Party of Canada	<b>9%</b>	<b>10%</b>	10%	11%	8%	15%	9%	14%	8%	12%	8%	12%	7%	↑+3
... Yves-François Blanchet's Bloc Québécois	<b>3%</b>	<b>4%</b>	-	16%	-	-	-	-	-	-	-	-	7%	↓-3
... Elizabeth May's Green Party of Canada	<b>3%</b>	<b>4%</b>	3%	4%	5%	1%	4%	3%	4%	4%	4%	4%	3%	+1
... Maxime Bernier's People's Party of Canada	<b>2%</b>	<b>2%</b>	0%	3%	3%	0%	<b>1%</b>	5%	3%	2%	2%	3%	2%	=
... another party	<b>1%</b>	<b>2%</b>	0%	<b>3%</b>	<b>0%</b>	0%	4%	2%	2%	1%	1%	2%	0%	↑+2
I would not vote	<b>4%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	<b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	<b>6%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	<b>2%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-

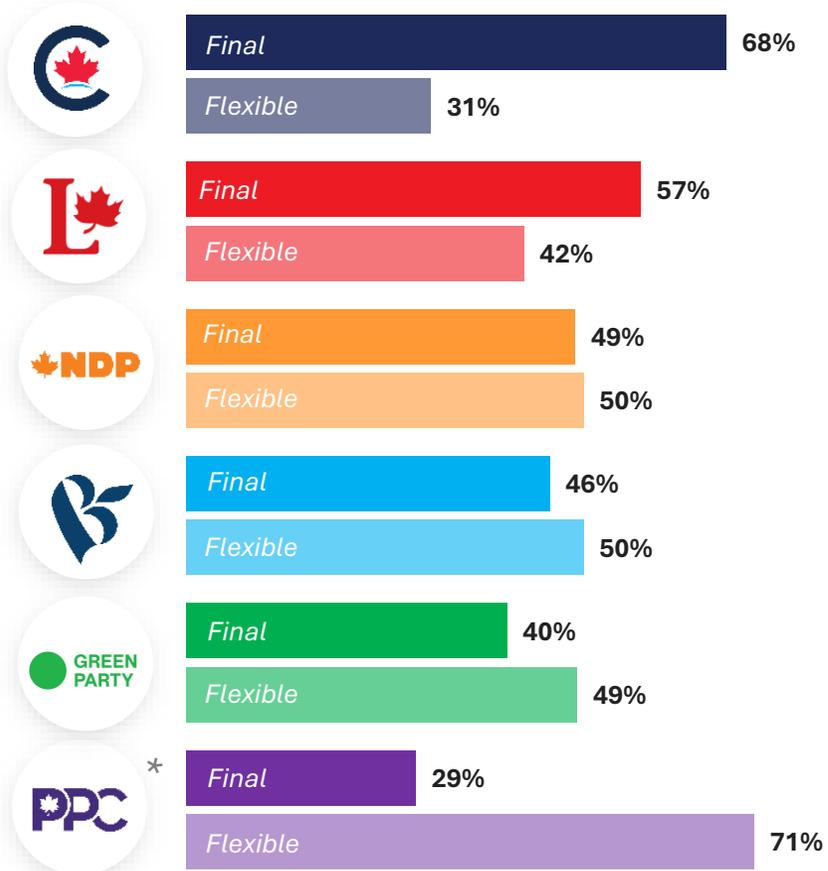
# Almost half of Young Voters Still Open to Changing Their Minds (1/2)

**CPOL1S.** Is this your final choice or could you change your mind?

Base: Respondents who are eligible to vote (n=1,028), except for the Bloc Québécois, Quebecers only.



■ My choice is final    ■ I might change my mind    ■ DNK/Refusal



\*Given the small number of respondents (n<30), data are presented for information purposes only.

# Almost half of Young Voters Still Open to Changing Their Minds (2/2)

**CPOL1S.** Is this your final choice or could you change your mind?

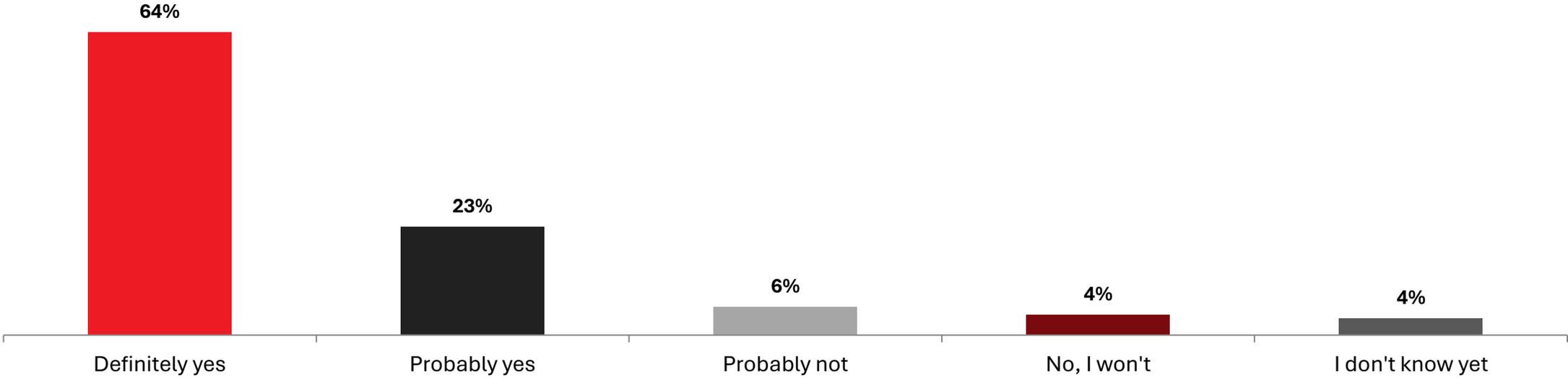
Base: Respondents who are eligible to vote (n=1,028).

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
Weighted n=	1,061	59	228	424	72	129	149	556	499	397	664	2,986	-
Unweighted n=	1,028	30	352	352	51	104	139	531	489	354	674	3,062	-
My choice is final	<b>58%</b>	59%	<b>49%</b>	60%	70%	60%	57%	<b>62%</b>	<b>53%</b>	56%	59%	<b>68%</b>	↓-10
I might change my mind	<b>41%</b>	41%	<b>50%</b>	38%	28%	40%	42%	37%	44%	43%	39%	<b>30%</b>	↑+11
DNK/Refusal	<b>2%</b>	0%	1%	3%	2%	<b>0%</b>	1%	1%	2%	1%	2%	2%	=

# Strong Willingness to Vote, But Uncertain Participation

**CJEUN1.** Are you planning to vote in the federal election on April 28?

Base: Respondents who are eligible to vote (n=1,151)



	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,230	71	264	495	82	148	170	624	594	465	765	3,397	-
<i>Unweighted n=</i>	1,151	39	400	399	43	114	156	582	556	408	743	3,475	-
Definitely yes	64%	72%	64%	63%	46%	64%	69%	64%	62%	57%	67%	82%	↓-18
Probably yes	23%	23%	21%	25%	27%	22%	16%	24%	22%	31%	18%	10%	↑+13
Probably not	6%	0%	7%	4%	17%	7%	6%	5%	7%	6%	6%	1%	↑+5
No, I won't	4%	2%	5%	4%	8%	4%	5%	4%	4%	3%	5%	3%	+1
I don't know yet	4%	3%	2%	4%	3%	2%	5%	3%	4%	3%	4%	3%	=

\*Part of the data for this question was collected during the second wave of the survey, consistent with the rest of the sample. As a result, the number of respondents for this question may differ slightly from other questions in the study.

# Strong Willingness to Vote, But Uncertain Participation – By Voting Intentions

**CJEUN1.** Are you planning to vote in the federal election on April 28?

Base: Respondents who are eligible to vote (n=1,151)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,230	434	412	118	40	39	22
Unweighted n=	1,151	426	321	135	68	37	20*
Definitely yes	<b>64%</b>	<b>71%</b>	<b>73%</b>	67%	74%	54%	66%
Probably yes	<b>23%</b>	23%	19%	21%	20%	37%	30%
Probably not	<b>6%</b>	<b>2%</b>	<b>4%</b>	9%	<b>1%</b>	3%	4%
No, I won't	<b>4%</b>	<b>2%</b>	<b>2%</b>	3%	<b>1%</b>	0%	0%
I don't know yet	<b>4%</b>	3%	<b>1%</b>	<b>1%</b>	4%	6%	0%

\*Given the small number of respondents (n<30), data are presented for information purposes only.

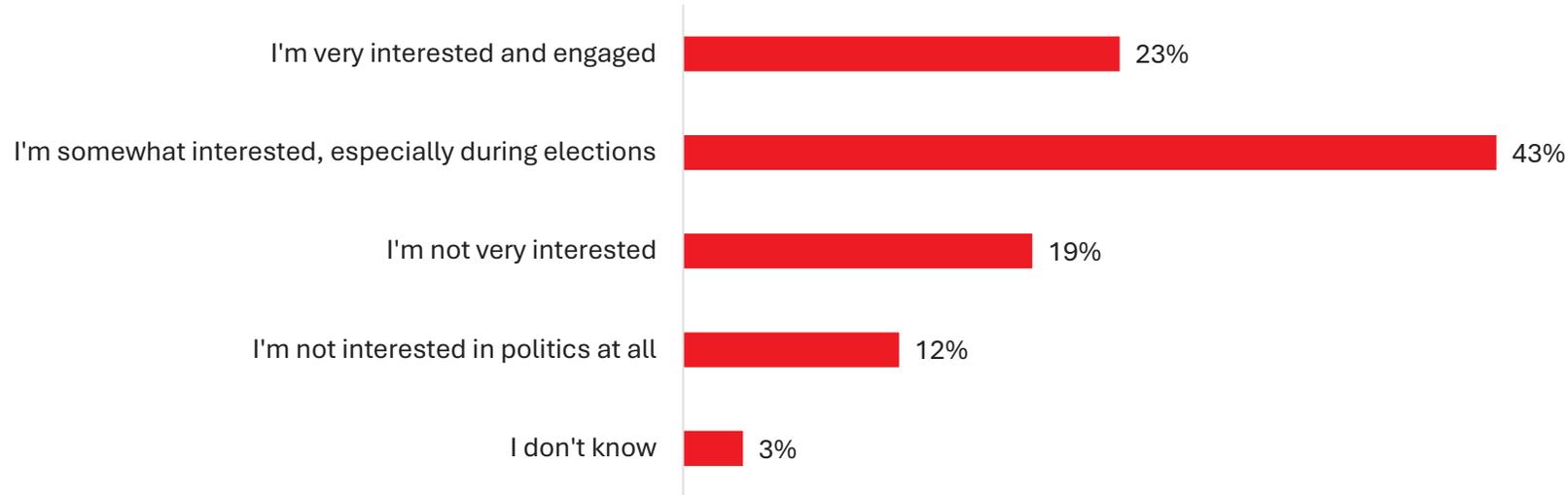
# Political Engagement and Relationship with Politics



# Engagement Peaks Around Elections

**CJEU4.** Which of the following best describes your relationship with politics?

Base: All respondents (n=1,187)



	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
I'm very interested and engaged	<b>23%</b>	20%	22%	24%	27%	26%	21%	<b>31%</b>	<b>15%</b>	21%	25%	31%	↓-9
I'm somewhat interested, especially during elections	<b>43%</b>	50%	40%	45%	36%	43%	44%	44%	43%	43%	44%	46%	-3
I'm not very interested	<b>19%</b>	18%	<b>24%</b>	17%	13%	16%	19%	<b>14%</b>	<b>24%</b>	<b>23%</b>	<b>16%</b>	14%	↑+5
I'm not interested in politics at all	<b>12%</b>	11%	12%	9%	23%	14%	9%	<b>8%</b>	<b>15%</b>	10%	13%	7%	↑+5
I don't know	<b>3%</b>	2%	<b>2%</b>	4%	1%	1%	7%	3%	4%	3%	3%	2%	+1

# Engagement Peaks Around Elections – By Voting Intentions

**CJEUN4.** Which of the following best describes your relationship with politics?

Base: All respondents (n=1,187)

							
	Total	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,236	422	409	109	37	40	26
Unweighted n=	1,187	421	326	141	67	38	25*
I'm very interested and engaged	<b>23%</b>	<b>29%</b>	25%	26%	15%	25%	21%
I'm somewhat interested, especially during elections	<b>43%</b>	<b>50%</b>	<b>51%</b>	42%	38%	40%	49%
I'm not very interested	<b>19%</b>	16%	15%	16%	<b>33%</b>	30%	24%
I'm not interested in politics at all	<b>12%</b>	<b>4%</b>	<b>8%</b>	13%	7%	5%	3%
I don't know	<b>3%</b>	<b>1%</b>	<b>1%</b>	3%	7%	0%	3%

\*Given the small number of respondents (n<30), data are presented for information purposes only.

# What Young Canadians Want Politicians to Hear

**CJEUN5.** If you had a message for politicians, what would you say in one sentence? *Open-ended question\**

Base: All respondents (n=1,187)

## Housing and affordability

*“I have a full-time job and still can’t afford a place.”*

*“Rent is unmanageable — owning a home feels impossible.”*

## Climate & Environment

*“We need green policies, not greenwashing.”*

*“Climate is the issue that defines our future.”*

## Education & Student Debt

*“I’m in debt for a degree that didn’t lead to a stable job.”*

*“Post-secondary shouldn’t mean post-debt.”*

## Cost of Living & Inflation

*“We’re doing everything right and still can’t get ahead.”*

*“Groceries, rent, gas — it’s all going up, and our wages aren’t.”*

## Healthcare & Mental Health

*“I can’t afford therapy — and I’ve been on a waitlist for months.”*

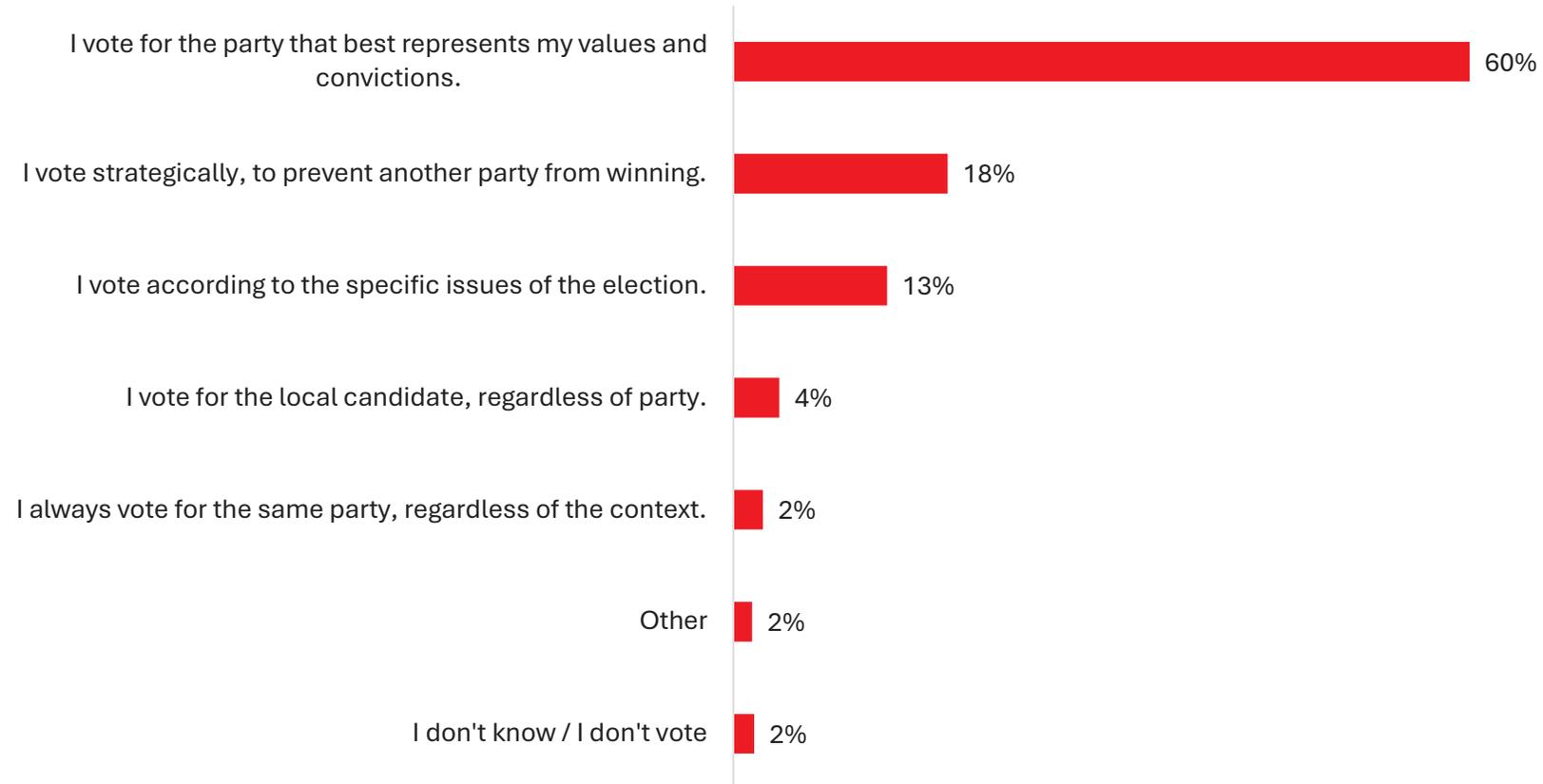
*“Mental health isn’t taken seriously until it’s too late.”*

*\*Only the top five categories’ answers are shown on this slide. For each main category, the most representative direct quotes are provided.*

## Values Over Strategy: What Drives The Young Canadian's Vote (1/2)

**CJEUN8.** Which of the following statements best describes the way you vote?

Base: Decided voters (n=1,028)



## Values Over Strategy: What Drives The Young Canadian's Vote (2/2)

**CJEU8.** Which of the following statements best describes the way you vote?

Base: Decided voters (n=1,028)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,061	59	228	424	72	129	149	556	499	397	664	2,989	-
<i>Unweighted n=</i>	1,028	30	352	352	51	104	139	531	489	354	674	3,062	-
I vote for the party that best represents my values and convictions.	<b>60%</b>	63%	60%	62%	52%	65%	56%	<b>57%</b>	<b>65%</b>	<b>55%</b>	<b>64%</b>	65%	↓-5
I vote strategically, to prevent another party from winning.	<b>18%</b>	25%	19%	18%	18%	13%	17%	18%	16%	<b>23%</b>	<b>14%</b>	9%	↑+9
I vote according to the specific issues of the election.	<b>13%</b>	12%	12%	11%	11%	12%	18%	14%	12%	14%	12%	16%	↓-3
I vote for the local candidate, regardless of party.	<b>4%</b>	0%	<b>2%</b>	5%	3%	4%	5%	4%	3%	3%	4%	3%	+1
I always vote for the same party, regardless of the context.	<b>2%</b>	0%	3%	2%	1%	4%	3%	3%	1%	3%	2%	5%	↓-3
Other	<b>2%</b>	0%	1%	<b>0%</b>	13%	1%	0%	<b>3%</b>	<b>0%</b>	1%	2%	1%	+1
I don't know / I don't vote	<b>2%</b>	0%	3%	2%	2%	1%	2%	1%	3%	2%	2%	1%	+1

# Values Over Strategy: What Drives The Young Canadian's Vote – By Voting Intentions

**CJEUN8.** Which of the following statements best describes the way you vote?

Base: Decided voters (n=1,028)

							
	Total	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,061	422	409	109	37	40	26
Unweighted n=	1,028	421	326	141	67	38	25*
I vote for the party that best represents my values and convictions.	<b>60%</b>	<b>54%</b>	<b>66%</b>	<b>73%</b>	71%	52%	49%
I vote strategically, to prevent another party from winning.	<b>18%</b>	<b>26%</b>	<b>10%</b>	<b>11%</b>	13%	12%	21%
I vote according to the specific issues of the election.	<b>13%</b>	14%	12%	<b>6%</b>	6%	17%	16%
I vote for the local candidate, regardless of party.	<b>4%</b>	3%	4%	4%	4%	13%	0%
I always vote for the same party, regardless of the context.	<b>2%</b>	2%	2%	3%	1%	6%	8%
Other	<b>2%</b>	1%	2%	1%	<b>0%</b>	0%	6%
I don't know / I don't vote	<b>2%</b>	1%	3%	2%	4%	0%	0%

\*Given the small number of respondents (n<30), data are presented for information purposes only.

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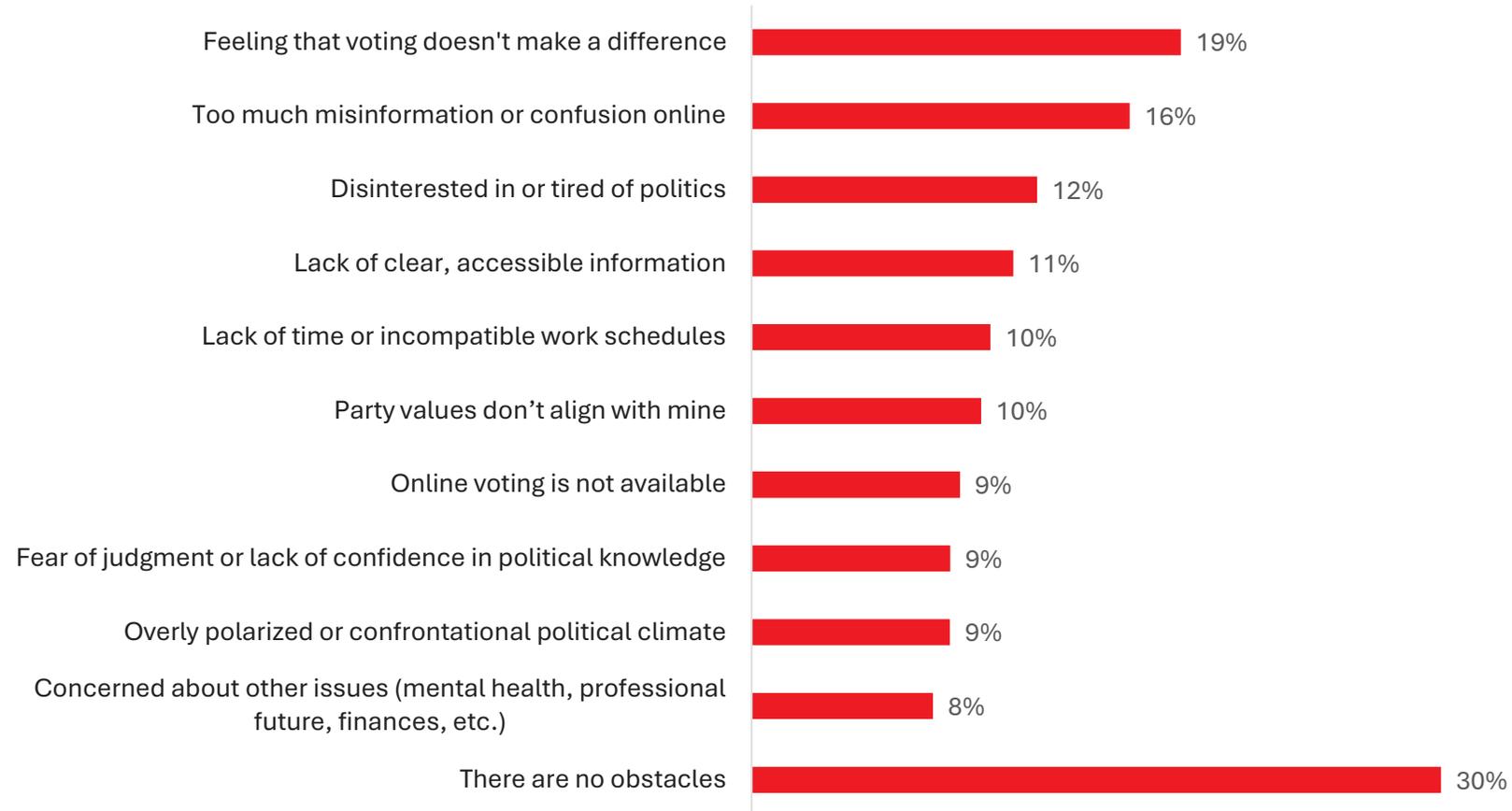
# Barriers and Influences on Voting



## Young Canadians Feel Disconnected and Misinformed (1/2)

**CJEUN2.** What, if anything, is your biggest obstacle to voting? *You can choose up to 2 answers\**

Base: All respondents (n=1,187)



\*Since respondents could select more than one answer, totals may exceed 100%.

## Young Canadians Feel Disconnected and Misinformed (2/2)

**CJEUN2.** What, if anything, is your biggest obstacle to voting? *You can choose up to 2 answers\**

Base: All respondents (n=1,187)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
Weighted n=	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
Unweighted n=	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
Feeling that voting doesn't make a difference	19%	26%	18%	17%	21%	23%	16%	19%	18%	21%	17%	15%	↑+3
Too much misinformation or confusion online	16%	25%	10%	17%	20%	14%	20%	16%	17%	22%	13%	10%	↑+6
Disinterested in or tired of politics	12%	25%	10%	11%	20%	15%	9%	14%	11%	13%	12%	7%	↑+6
Lack of clear, accessible information	11%	2%	11%	12%	10%	10%	16%	11%	11%	17%	8%	5%	↑+6
Lack of time or incompatible work schedules	10%	16%	9%	11%	5%	14%	6%	10%	11%	10%	10%	4%	↑+7
Party values don't align with mine	10%	6%	9%	12%	9%	8%	10%	13%	7%	11%	9%	7%	↑+3
Online voting is not available	9%	10%	10%	10%	10%	7%	6%	8%	10%	10%	9%	6%	↑+3
Fear of judgment or lack of confidence in political knowledge	9%	6%	8%	9%	5%	9%	11%	7%	10%	12%	7%	3%	↑+6
Overly polarized or confrontational political climate	9%	2%	7%	8%	6%	15%	12%	9%	8%	9%	9%	7%	+1
Concerned about other issues (mental health, professional future, finances, etc.)	8%	1%	7%	11%	2%	4%	11%	9%	7%	10%	7%	6%	↑+2
There are no obstacles	30%	32%	37%	28%	28%	27%	28%	27%	33%	19%	36%	55%	↓-25

\*Since respondents could select more than one answer, totals may exceed 100%.

# Young Canadians Feel Disconnected and Misinformed – By Voting Intentions

**CJEUN2.** What, if anything, is your biggest obstacle to voting? *You can choose up to 2 answers\**

Base: All respondents (n=1,187)

								
	<b>Total</b>	LPC	CPC	NDP	BQ	GPC	PPC	
	<i>Weighted n=</i>	1,236	422	409	109	37	40	26
	<i>Unweighted n=</i>	1,187	421	326	141	67	38	25*
Feeling that voting doesn't make a difference	<b>19%</b>	16%	22%	19%	12%	26%	14%	
Too much misinformation or confusion online	<b>16%</b>	<b>23%</b>	<b>11%</b>	15%	<b>7%</b>	19%	5%	
Disinterested in or tired of politics	<b>12%</b>	11%	13%	10%	10%	2%	19%	
Lack of clear, accessible information	<b>11%</b>	9%	9%	<b>6%</b>	19%	16%	13%	
Lack of time or incompatible work schedules	<b>10%</b>	<b>14%</b>	9%	10%	12%	11%	14%	
Party values don't align with mine	<b>10%</b>	10%	8%	<b>18%</b>	5%	6%	30%	
Online voting is not available	<b>9%</b>	9%	8%	16%	8%	14%	4%	
Fear of judgment or lack of confidence in political knowledge	<b>9%</b>	7%	10%	6%	8%	6%	4%	
Overly polarized or confrontational political climate	<b>9%</b>	10%	9%	<b>4%</b>	<b>3%</b>	15%	20%	
Concerned about other issues (mental health, professional future, finances, etc.)	<b>8%</b>	9%	7%	7%	5%	10%	14%	
There are no obstacles	<b>30%</b>	29%	33%	27%	43%	17%	20%	

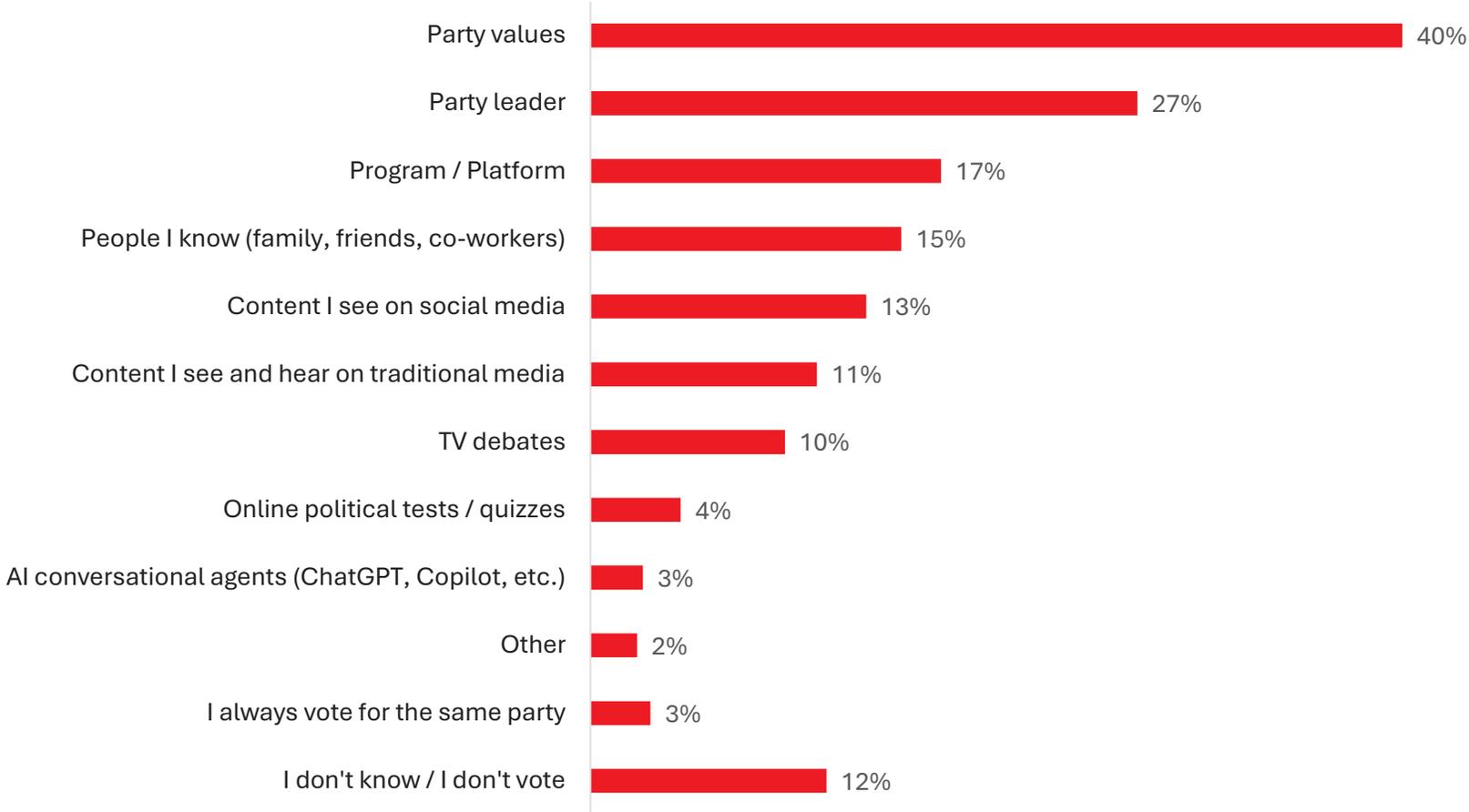
\*Since respondents could select more than one answer, totals may exceed 100%.

\*\*Given the small number of respondents (n<30), data are presented for information purposes only.

# Personal Convictions and Party Image Matter Most (1/2)

**CJEUN6.** What factors influence your final vote the most? *Select up to 2 answers\**

Base: All respondents (n=1,187)



\*Since respondents could select more than one answer, totals may exceed 100%.

## Personal Convictions and Party Image Matter Most (2/2)

**CJEUN6.** What factors influence your final vote the most? *Select up to 2 answers\**

Base: All respondents (n=1,187)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
Party values	<b>40%</b>	31%	<b>49%</b>	37%	33%	40%	41%	38%	40%	37%	41%	39%	+1
Party leader	<b>27%</b>	31%	<b>20%</b>	30%	27%	25%	28%	<b>30%</b>	<b>23%</b>	25%	28%	39%	↓-12
Program / Platform	<b>17%</b>	15%	20%	16%	14%	21%	15%	<b>21%</b>	<b>14%</b>	<b>11%</b>	<b>21%</b>	26%	↓-8
People I know (family, friends, co-workers)	<b>15%</b>	12%	15%	15%	7%	14%	21%	<b>12%</b>	<b>18%</b>	18%	14%	6%	↑+9
Content I see on social media	<b>13%</b>	11%	<b>9%</b>	14%	15%	19%	14%	13%	15%	<b>20%</b>	<b>9%</b>	3%	↑+10
Content I see and hear on traditional media	<b>11%</b>	22%	11%	11%	5%	9%	12%	12%	10%	13%	10%	15%	↓-4
TV debates	<b>10%</b>	6%	9%	9%	6%	11%	14%	11%	9%	10%	9%	10%	-1
Online political tests / quizzes	<b>4%</b>	0%	7%	5%	2%	4%	<b>1%</b>	4%	4%	5%	4%	1%	↑+3
AI conversational agents (ChatGPT, Copilot, etc.)	<b>3%</b>	2%	2%	3%	5%	1%	3%	3%	2%	3%	2%	1%	↑+2
Other	<b>2%</b>	7%	<b>1%</b>	3%	4%	1%	1%	3%	<b>1%</b>	3%	2%	4%	↓-2
I always vote for the same party	<b>3%</b>	0%	5%	2%	3%	4%	3%	3%	3%	<b>1%</b>	<b>4%</b>	6%	↓-3
I don't know / I don't vote	<b>12%</b>	19%	9%	11%	21%	13%	8%	<b>9%</b>	<b>14%</b>	12%	11%	8%	↑+4

\*Since respondents could select more than one answer, totals may exceed 100%.

# Personal Convictions and Party Image Matter Most – By Voting Intentions

**CJEUN6.** What factors influence your final vote the most? *Select up to 2 answers\**

Base: All respondents (n=1,187)

								
	<b>Total</b>	LPC	CPC	NDP	BQ	GPC	PPC	
	<i>Weighted n=</i>	1,236	422	409	109	37	40	26
	<i>Unweighted n=</i>	1,187	421	326	141	67	38	25*
Party values	<b>40%</b>	<b>45%</b>	43%	41%	<b>57%</b>	27%	55%	
Party leader	<b>27%</b>	<b>37%</b>	28%	21%	<b>16%</b>	11%	33%	
Program / Platform	<b>17%</b>	16%	19%	21%	23%	29%	30%	
People I know (family, friends, co-workers)	<b>15%</b>	16%	14%	18%	17%	25%	9%	
Content I see on social media	<b>13%</b>	16%	13%	12%	10%	16%	17%	
Content I see and hear on traditional media	<b>11%</b>	12%	12%	13%	10%	15%	9%	
TV debates	<b>10%</b>	11%	10%	10%	8%	14%	17%	
Online political tests / quizzes	<b>4%</b>	3%	4%	6%	13%	10%	0%	
AI conversational agents (ChatGPT, Copilot, etc.)	<b>3%</b>	3%	3%	1%	<b>0%</b>	9%	6%	
Other	<b>2%</b>	2%	2%	4%	1%	0%	0%	
I always vote for the same party	<b>3%</b>	3%	4%	5%	2%	3%	0%	
I don't know / I don't vote	<b>12%</b>	<b>4%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	0%	0%	

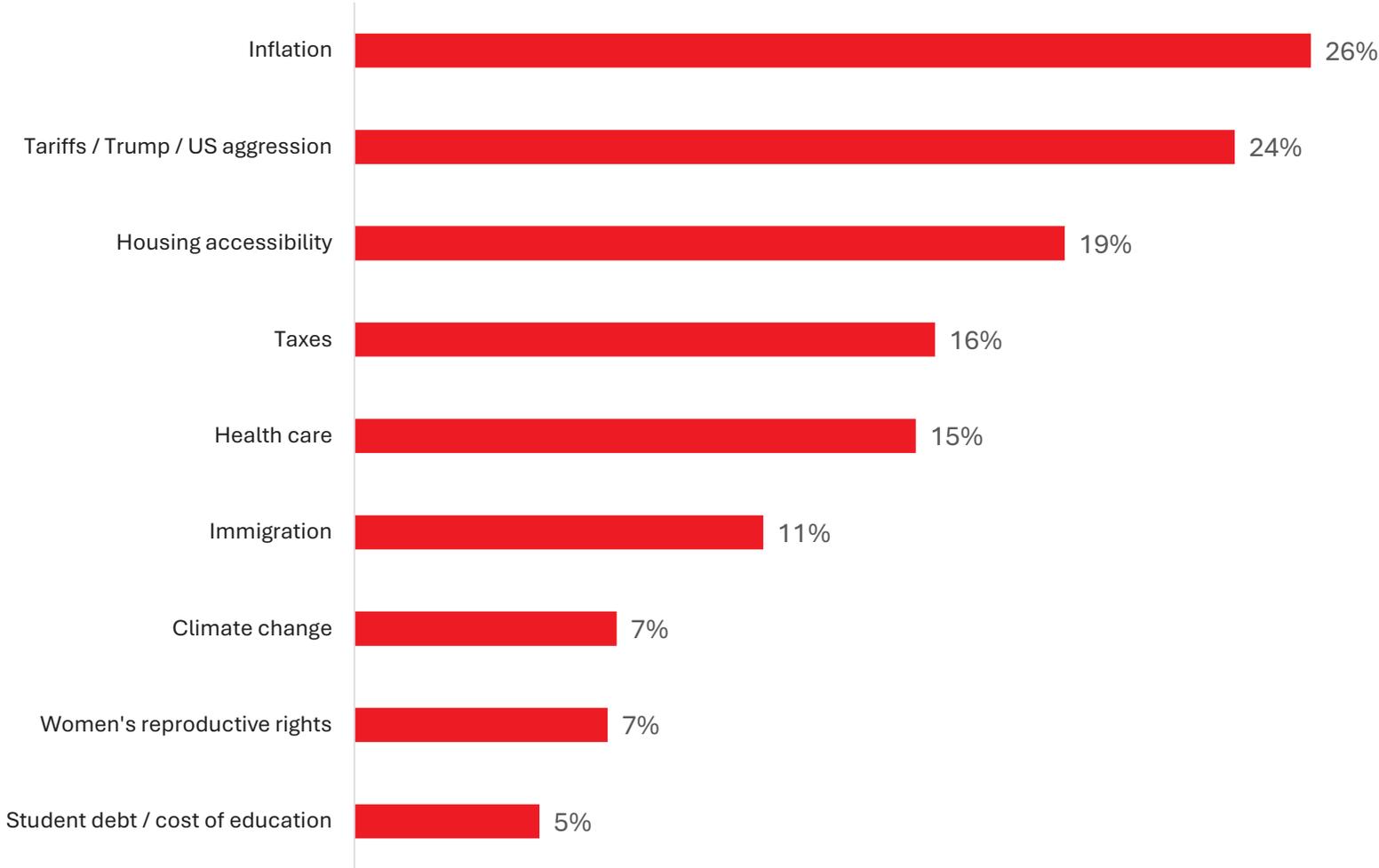
\*Since respondents could select more than one answer, totals may exceed 100%.

\*\*Given the small number of respondents (n<30), data are presented for information purposes only.

# Inflation and Housing Top the List of Their Concerns (1/2)

**CJEUN7.** Which issues are most likely to influence your vote in the April 28, 2025 election? *Select up to 2 issues\**

Base: All respondents (n=1,187)



*\*Since respondents could select more than one answer, totals may exceed 100%. Only the main mentions are shown in this chart. Mentions accounting for less than 5% are presented in Annexe 1.*

## Inflation and Housing Top the List of Their Concerns (2/2)

**CJEU7.** Which issues are most likely to influence your vote in the April 28, 2025 election? *Select up to 2 issues\**

Base: All respondents (n=1,187)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
Inflation	<b>26%</b>	29%	21%	26%	30%	27%	26%	26%	26%	24%	27%	21%	↑4
Tariffs / Trump / US aggression	<b>24%</b>	20%	<b>30%</b>	21%	22%	25%	22%	25%	22%	25%	23%	36%	↓-13
Housing accessibility	<b>19%</b>	15%	15%	21%	24%	15%	20%	19%	20%	20%	19%	11%	↑8
Taxes	<b>16%</b>	20%	<b>9%</b>	<b>20%</b>	11%	16%	13%	18%	<b>13%</b>	13%	17%	17%	-2
Health care	<b>15%</b>	21%	15%	15%	14%	17%	12%	<b>11%</b>	<b>19%</b>	<b>9%</b>	<b>19%</b>	25%	-10
Immigration	<b>11%</b>	4%	10%	12%	9%	8%	16%	<b>13%</b>	<b>9%</b>	10%	11%	10%	1
Climate change	<b>7%</b>	9%	<b>10%</b>	7%	<b>1%</b>	4%	5%	7%	7%	8%	6%	5%	2
Women's reproductive rights	<b>7%</b>	4%	8%	6%	10%	8%	4%	<b>1%</b>	<b>13%</b>	<b>10%</b>	<b>5%</b>	2%	↑5
Student debt / cost of education	<b>5%</b>	7%	5%	4%	4%	6%	7%	<b>6%</b>	3%	<b>10%</b>	<b>2%</b>	1%	↑4

\*Since respondents could select more than one answer, totals may exceed 100%.

Only the main mentions are shown in this chart. Mentions accounting for less than 5% are presented in Annexe1.

# Inflation and Housing Top the List of Their Concerns – By Voting Intentions

**CJEUN7.** Which issues are most likely to influence your vote in the April 28, 2025 election? *Select up to 2 issues\**

Base: All respondents (n=1,187)

								
	<b>Total</b>	LPC	CPC	NDP	BQ	GPC	PPC	
	<i>Weighted n=</i>	1,236	422	409	109	37	40	26
	<i>Unweighted n=</i>	1,187	421	326	141	67	38	25*
Inflation	<b>26%</b>	26%	<b>33%</b>	18%	16%	23%	10%	
Tariffs / Trump / US aggression	<b>24%</b>	<b>36%</b>	<b>18%</b>	<b>14%</b>	<b>37%</b>	10%	14%	
Housing accessibility	<b>19%</b>	20%	19%	25%	19%	24%	12%	
Taxes	<b>16%</b>	<b>11%</b>	<b>25%</b>	<b>4%</b>	<b>6%</b>	22%	23%	
Health care	<b>15%</b>	18%	13%	22%	16%	16%	0%	
Immigration	<b>11%</b>	<b>7%</b>	<b>16%</b>	13%	6%	3%	21%	
Climate change	<b>7%</b>	8%	<b>3%</b>	12%	10%	11%	17%	
Women's reproductive rights	<b>7%</b>	<b>10%</b>	<b>2%</b>	13%	8%	8%	0%	
Student debt / cost of education	<b>5%</b>	5%	3%	5%	<b>0%</b>	11%	10%	

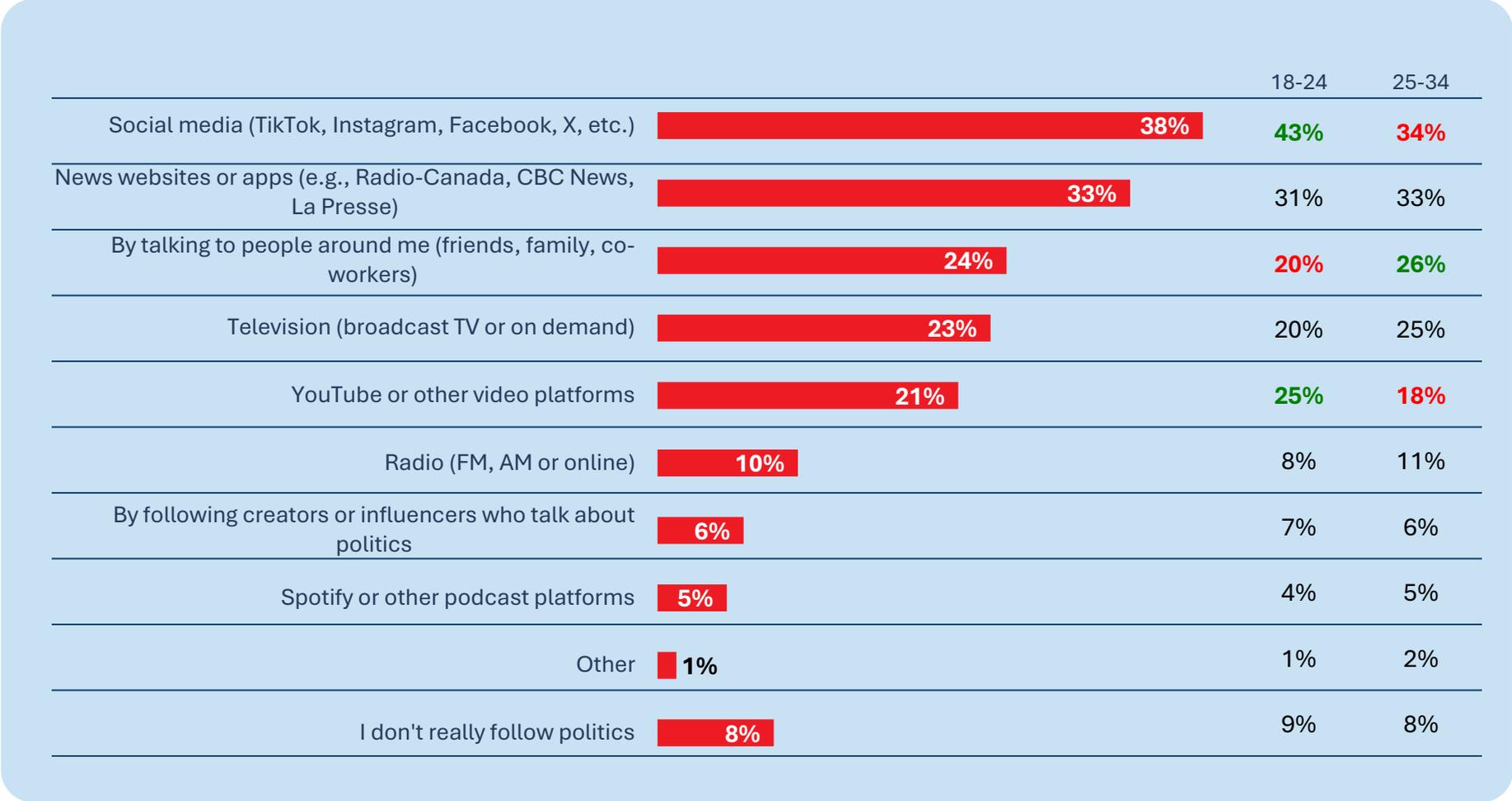
\*Since respondents could select more than one answer, totals may exceed 100%.

\*\*Given the small number of respondents (n<30), data are presented for information purposes only.

# Social Media Is Now the Main Gateway to Politics (1/2)

**CJEUN9.** Where do you get most of your political information? *Select up to 2 answers\**

Base: All respondents (n=1,187)



\*Since respondents could select more than one answer, totals may exceed 100%.

## Social Media Is Now the Main Gateway to Politics (2/2)

**CJEU9.** Where do you get most of your political information? *Select up to 2 answers\**

Base: All respondents (n=1,187)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
Social media (TikTok, Instagram, Facebook, X, etc.)	<b>38%</b>	34%	35%	40%	27%	35%	41%	<b>33%</b>	<b>42%</b>	<b>43%</b>	<b>34%</b>	15%	↑+22
News websites or apps (e.g., Radio-Canada, CBC News, La Presse)	<b>33%</b>	30%	<b>42%</b>	33%	<b>17%</b>	31%	28%	33%	32%	31%	33%	40%	↓-8
By talking to people around me (friends, family, co-workers)	<b>24%</b>	14%	23%	24%	23%	29%	26%	<b>17%</b>	<b>31%</b>	<b>20%</b>	<b>26%</b>	16%	↑+8
Television (broadcast TV or on demand)	<b>23%</b>	32%	25%	22%	30%	24%	<b>14%</b>	25%	21%	20%	25%	52%	↓-29
YouTube or other video platforms	<b>21%</b>	23%	<b>10%</b>	23%	22%	24%	25%	<b>26%</b>	<b>15%</b>	<b>25%</b>	<b>18%</b>	10%	↑+11
Radio (FM, AM or online)	<b>10%</b>	4%	<b>14%</b>	8%	6%	9%	11%	12%	8%	8%	11%	18%	↓-9
By following creators or influencers who talk about politics	<b>6%</b>	11%	5%	5%	10%	6%	7%	6%	6%	7%	6%	4%	↑+2
Spotify or other podcast platforms	<b>5%</b>	0%	4%	6%	8%	3%	3%	6%	3%	4%	5%	2%	↑+3
Other	<b>1%</b>	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	5%	↓-3
I don't really follow politics	<b>8%</b>	17%	6%	7%	12%	8%	8%	<b>6%</b>	<b>10%</b>	9%	8%	6%	+2

\*Since respondents could select more than one answer, totals may exceed 100%.

# Social Media Is Now the Main Gateway to Politics – By Voting Intentions

**CJEU9.** Where do you get most of your political information? *Select up to 2 answers\**

Base: All respondents (n=1,187)

							
	Total	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,236	422	409	109	37	40	26
Unweighted n=	1,187	421	326	141	67	38	25*
Social media (TikTok, Instagram, Facebook, X, etc.)	<b>38%</b>	<b>42%</b>	38%	38%	27%	45%	55%
News websites or apps (e.g., Radio-Canada, CBC News, La Presse)	<b>33%</b>	<b>41%</b>	28%	42%	<b>47%</b>	31%	15%
By talking to people around me (friends, family, co-workers)	<b>24%</b>	<b>20%</b>	28%	24%	31%	32%	22%
Television (broadcast TV or on demand)	<b>23%</b>	<b>28%</b>	22%	21%	28%	17%	22%
YouTube or other video platforms	<b>21%</b>	19%	<b>26%</b>	19%	<b>10%</b>	18%	16%
Radio (FM, AM or online)	<b>10%</b>	8%	11%	12%	20%	3%	17%
By following creators or influencers who talk about politics	<b>6%</b>	5%	6%	<b>13%</b>	<b>2%</b>	12%	4%
Spotify or other podcast platforms	<b>5%</b>	5%	6%	6%	<b>0%</b>	8%	4%
Other	<b>1%</b>	1%	1%	0%	<b>0%</b>	0%	2%
I don't really follow politics	<b>8%</b>	<b>3%</b>	<b>4%</b>	5%	5%	0%	0%

\*Since respondents could select more than one answer, totals may exceed 100%.

\*\*Given the small number of respondents (n<30), data are presented for information purposes only

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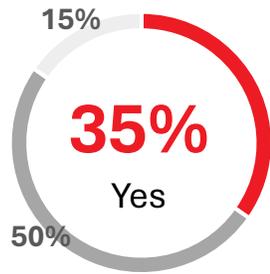
# Perceptions of Political Representation



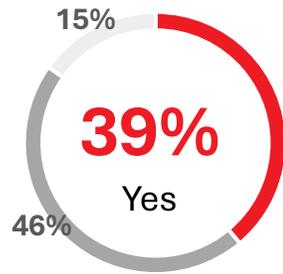
# Young People Don't feel Heard by Political Parties

**CJEU3.** Do you think that political parties take into account the concerns of...?

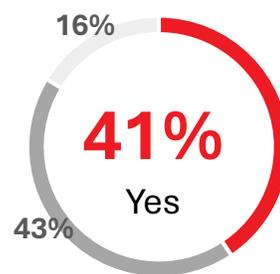
Base: All respondents (n=1,187)



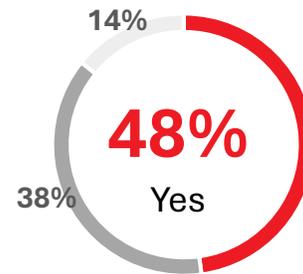
... people living with mental health issues



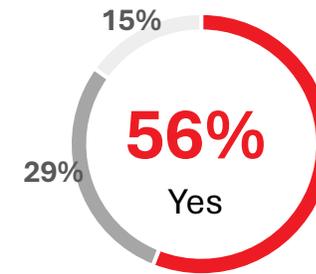
... children and teenagers



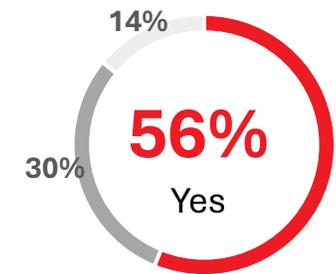
... people living in vulnerable situations



... young adults



... immigrants



... seniors

% yes presented	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap
Weighted n=	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
Unweighted n=	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
... people living with mental health issues	<b>35%</b>	17%	<b>23%</b>	<b>41%</b>	<b>53%</b>	35%	33%	38%	32%	37%	34%	26%	↑+9
... children and teenagers	<b>39%</b>	32%	36%	41%	<b>55%</b>	38%	34%	40%	39%	37%	40%	32%	↑+7
... people living in vulnerable situations	<b>41%</b>	28%	<b>33%</b>	44%	49%	<b>51%</b>	35%	<b>44%</b>	37%	44%	39%	34%	↑+7
... young adults	<b>48%</b>	36%	<b>41%</b>	50%	<b>67%</b>	<b>58%</b>	41%	51%	45%	<b>54%</b>	<b>44%</b>	43%	↑+5
... immigrants	<b>56%</b>	52%	53%	59%	65%	57%	48%	58%	55%	56%	56%	54%	+2
... seniors	<b>56%</b>	52%	53%	56%	<b>73%</b>	57%	54%	<b>61%</b>	<b>52%</b>	59%	54%	46%	↑+10

# Young People Don't feel Heard by Political Parties – By Voting Intentions

**CJEUN3.** Do you think that political parties take into account the concerns of...?

Base: All respondents (n=1,187)

							
<i>% yes presented</i>	<b>Total</b>	LPC	CPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,236	422	409	109	37	40	26
<i>Unweighted n=</i>	1,187	421	326	141	67	38	25*
... people living with mental health issues	<b>35%</b>	36%	<b>42%</b>	31%	<b>20%</b>	36%	39%
... children and teenagers	<b>39%</b>	39%	<b>46%</b>	37%	37%	40%	42%
... people living in vulnerable situations	<b>41%</b>	41%	<b>51%</b>	<b>31%</b>	29%	43%	41%
... young adults	<b>48%</b>	51%	<b>58%</b>	<b>37%</b>	<b>29%</b>	41%	39%
... immigrants	<b>56%</b>	56%	<b>67%</b>	48%	47%	43%	59%
... seniors	<b>56%</b>	60%	<b>66%</b>	51%	46%	35%	47%

\*Given the small number of respondents (n<30), data are presented for information purposes only

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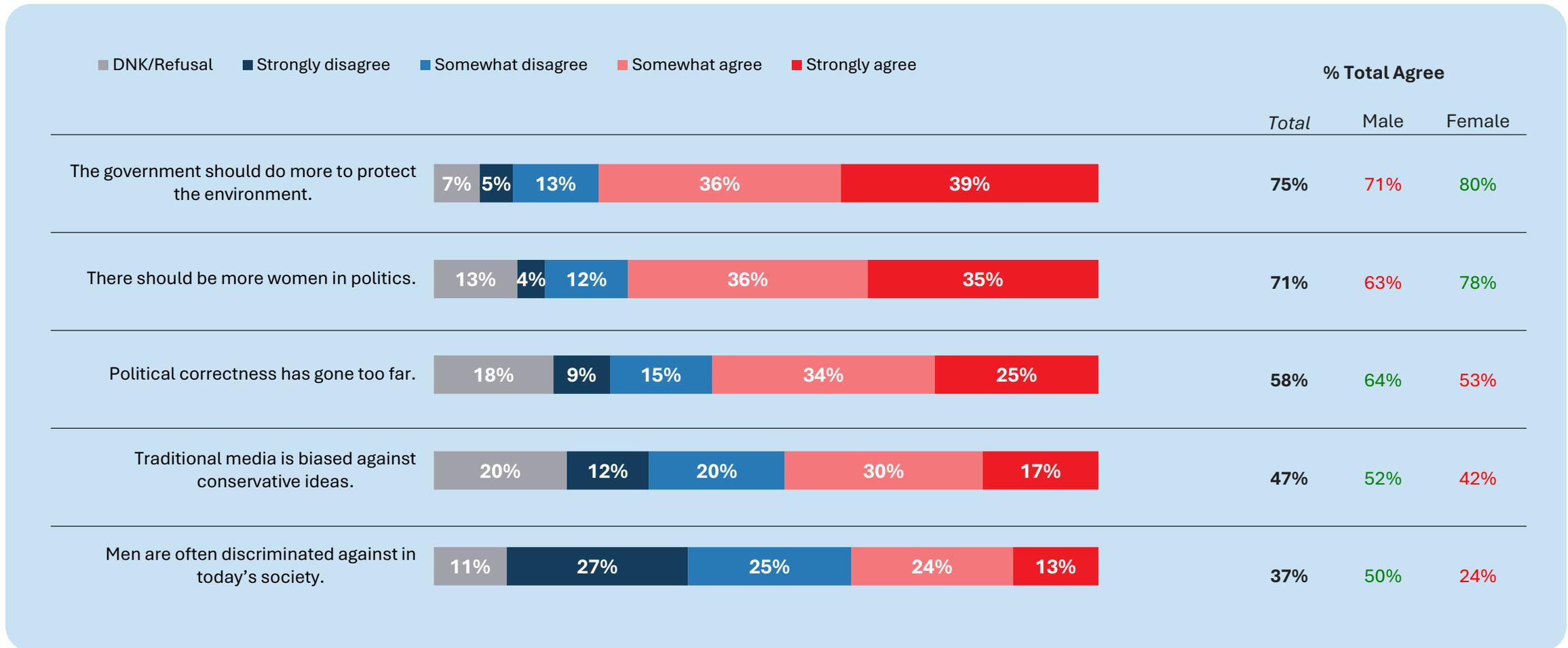
# Social and Political Opinions



## Progressive Leanings with Underlying Divides (1/2)

**CJEUN10.** To what extent do you agree with the following statements?

Base: All respondents (n=1,187)



## Progressive Leanings with Underlying Divides (2/2)

**CJEU10.** To what extent do you agree with the following statements?

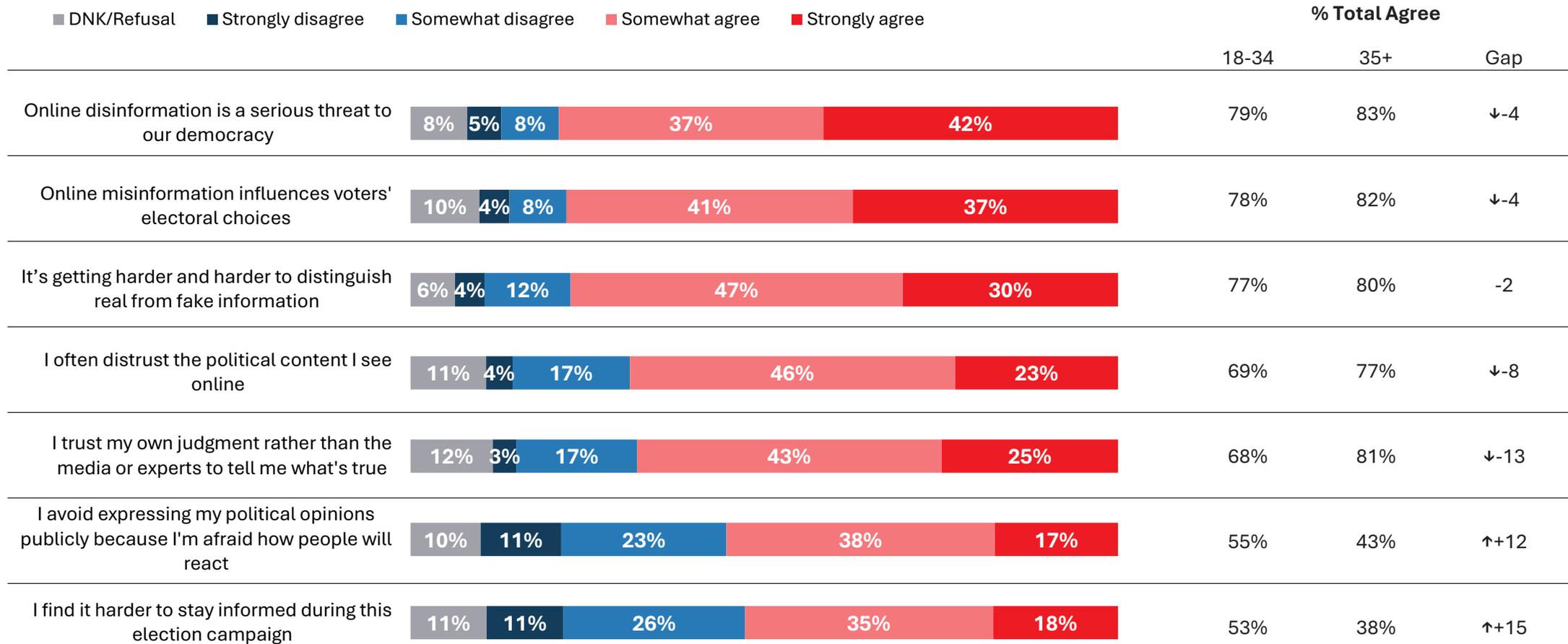
Base: All respondents (n=1,187)

<i>% Agree presented</i>	Total	ATL	QC	ON	MB/SK	AB	BC	18-24	25-34	Total 35+	Gap
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	413	774	3,449	-
The government should do more to protect the environment.	<b>75%</b>	79%	77%	75%	75%	71%	75%	<b>82%</b>	<b>71%</b>	71%	↑+4
There should be more women in politics.	<b>71%</b>	78%	<b>79%</b>	71%	69%	<b>61%</b>	65%	71%	70%	71%	=
Political correctness has gone too far.	<b>58%</b>	59%	54%	59%	57%	63%	59%	56%	59%	65%	↓-7
Traditional media is biased against conservative ideas.	<b>47%</b>	30%	<b>42%</b>	47%	57%	52%	53%	<b>43%</b>	<b>50%</b>	39%	↑+8
Men are often discriminated against in today's society.	<b>37%</b>	31%	34%	36%	44%	42%	40%	35%	39%	29%	↑+8

# Distrust, Overload, and Silence in the Digital Age

**CJEUN11.** To what extent do you agree with the following statements?

Base: All respondents (n=1,187)



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# Appendix 1

# Key Issues Shaping the Voting Decisions

**CJEU7.** Which issues are most likely to influence your vote in the April 28, 2025 election? *Select up to 2 issues\**

Base: All respondents (n=1,187)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-24	25-34	Total 35+	Gap 18-34 vs 35+
<i>Weighted n=</i>	1,236	72	265	497	83	148	170	625	602	467	768	3,400	-
<i>Unweighted n=</i>	1,187	39	405	405	60	119	159	594	584	413	774	3,449	-
Poverty	4%	3%	4%	4%	2%	3%	8%	5%	4%	4%	4%	5%	-1
Interest rates	4%	4%	5%	4%	5%	4%	4%	4%	5%	4%	5%	3%	1
Crime / public safety	4%	0%	4%	3%	3%	5%	7%	4%	4%	3%	4%	8%	↓-4
Homelessness	4%	8%	1%	3%	4%	6%	7%	4%	4%	3%	5%	4%	0
Public debt	4%	4%	4%	3%	5%	4%	5%	4%	3%	2%	4%	6%	↓-2
Debates on Québec identity	4%	-	4%	-	-	-	-	1%	6%	4%	3%	7%	↓-4
Rising gas prices	3%	8%	3%	3%	3%	4%	4%	4%	3%	4%	3%	2%	↑+2
LGBTQ+ rights	3%	2%	2%	3%	9%	2%	3%	3%	3%	4%	3%	1%	↑2
Racism	3%	1%	3%	4%	0%	2%	4%	3%	3%	4%	2%	1%	↑2
Energy / pipelines	2%	0%	2%	3%	2%	4%	1%	3%	1%	3%	2%	6%	↓-4
War in Ukraine / Gaza / elsewhere	2%	0%	2%	2%	0%	2%	1%	2%	2%	2%	2%	3%	-1
Electoral reform	2%	7%	2%	1%	4%	2%	1%	2%	1%	3%	1%	1%	=
Opioid crisis	1%	0%	1%	2%	3%	1%	0%	2%	1%	1%	1%	1%	=
Armed violence	1%	0%	1%	1%	0%	3%	0%	2%	1%	1%	1%	1%	=
Reconciliation with Aboriginal peoples	1%	0%	3%	1%	2%	2%	1%	2%	1%	1%	1%	1%	=
COVID-19	1%	0%	1%	2%	1%	0%	0%	2%	0%	1%	1%	0%	↑1
Other	2%	5%	3%	2%	1%	2%	3%	2%	3%	1%	3%	6%	↓-3
I don't know	8%	8%	7%	7%	6%	9%	8%	5%	10%	7%	8%	5%	↑2

\*Since respondents could select more than one answer, totals may exceed 100%.

## Respondent profiles

(Base n=1,187)

The table below presents the Canadian distribution of respondents before weighting.

### Gender

	Unweighted	Weighted
Male	<b>594</b>	<b>625</b>
Female	<b>584</b>	<b>602</b>

### Language (Mother Tongue)

	Unweighted	Weighted
French	<b>351</b>	<b>226</b>
English	<b>706</b>	<b>901</b>
Other	<b>94</b>	<b>104</b>

### Age

	Unweighted	Weighted
18 to 24	<b>413</b>	<b>467</b>
24 to 35	<b>774</b>	<b>768</b>

### Province

	Unweighted	Weighted
British Columbia	<b>159</b>	<b>170</b>
Alberta	<b>119</b>	<b>148</b>
Manitoba/Saskatchewan	<b>60</b>	<b>83</b>
Ontario	<b>405</b>	<b>497</b>
Quebec	<b>405</b>	<b>265</b>
Atlantic	<b>39</b>	<b>72</b>

## Our Credentials



### Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



### Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



### America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



### International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

**300**  
employees

**185**  
consultants

**8**  
offices

MONTREAL | QUEBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

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