



Report

# Canada in 2025: A Year in Reflection

*Survey of Canadians*

December 22, 2025



# Methodology

This week, we surveyed Canadians on their thoughts on 2025 and the year ahead.

## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: **n= 1,523**)

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.

## When

Data collection from **December 19 to December 21, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.5%**, (19 times out of 20) for the sample.

## 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 Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: [aenns@leger360.com](mailto:aenns@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto:sdallaire@leger360.com).

## Notes

A more detailed methodology is presented in the Appendix.

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

## CANADA 2025

**LEGER POLL**  
Published on  
April 26, 2025

**OFFICIALS RESULTS**  
2025 Canada  
Federal Election

	<b>43%</b>	<b>43.7%</b>
	<b>39%</b>	<b>41.3%</b>
	<b>8%</b>	<b>6.3%</b>
	<b>6%</b>	<b>6.3%</b>
	<b>2%</b>	<b>1.2%</b>

## BRITISH COLUMBIA 2024

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

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

	<b>46%</b>	<b>45%</b>
	<b>42%</b>	<b>43%</b>
	<b>9%</b>	<b>8%</b>
Others	<b>3%</b>	<b>4%</b>

## UNITED STATES 2024

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

**OFFICIALS RESULTS**  
2024 United States  
Presidential Election

	<b>49%</b>	<b>50%</b>
	<b>49%</b>	<b>48%</b>
Others	<b>2%</b>	<b>2%</b>

## Key Highlights

Some of **the key highlights** of our survey...

- **Canadians' mental health has improved since the pandemic years.** In 2025, 86% report good mental health including 17% excellent, 31% very good and 38% good, while 11% report poor mental health. By comparison, in December 2020, 79% reported good mental health and 19% reported poor mental health.
- **The year 2025 is viewed through a negative emotional lens.** When asked to describe the year in one word, Canadians most often choose uncertain (40%), turbulent (37%) and exhausting (31%). Fewer select positive terms such as resilient (17%) or hopeful (16%). When compared to a TV genre, 30% describe 2025 as a drama, and if it had a soundtrack, 38% say it would be chaotic.
- **Politics and government have been the strongest influence on Canadians' experiences in 2025.** Nearly three quarters say politics and government shaped their year (72%), followed by family and personal responsibilities (69%) and health and well being challenges (67%).
- **Many Canadians feel the country is undergoing significant change.** A large majority agree that Canada feels culturally different than it did a few years ago (81%). In addition, 71% say the actions of other Canadians gave them moments of discouragement, and 64% say this year challenged their understanding of what it means to be Canadian.
- **Looking ahead to 2026, sentiment is divided.** About one third of Canadians feel optimistic (35%), a similar proportion feel neutral (37%), while just over one in five feel pessimistic (22%).

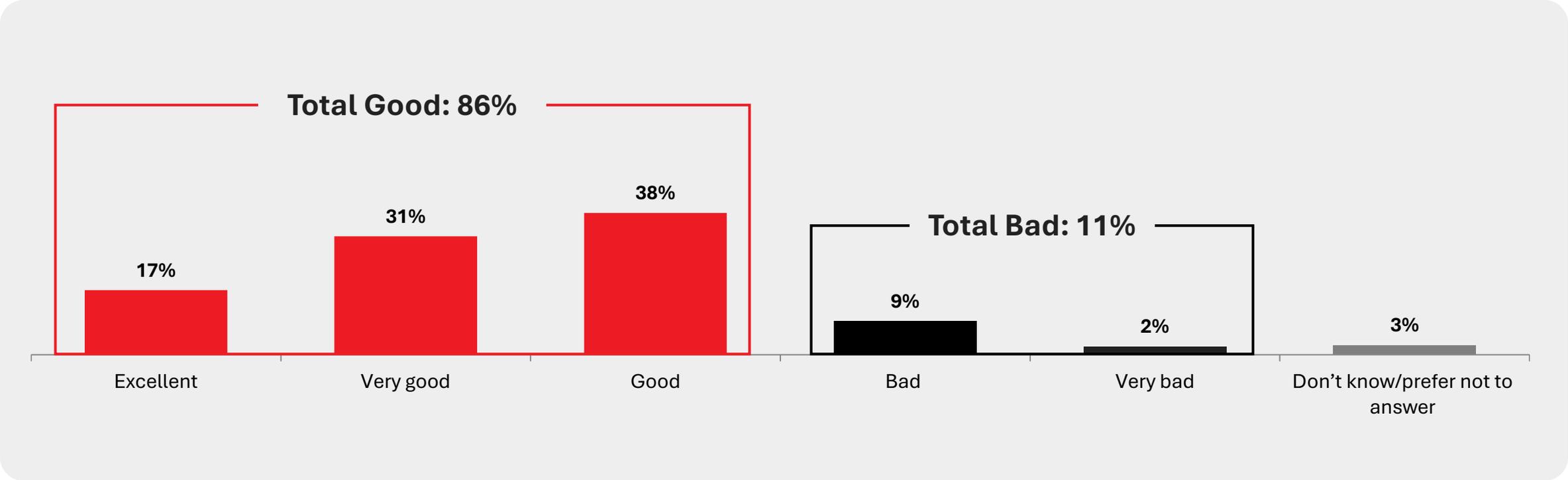
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Detailed Results

# Self-Assessment of Mental Health (1/2)

**Q1.** How would you rate your mental health?

Base: All respondents (n=1,523)



## Self-Assessment of Mental Health (2/2)

### Q1. How would you rate your mental health?

Base: All respondents (n=1,523)

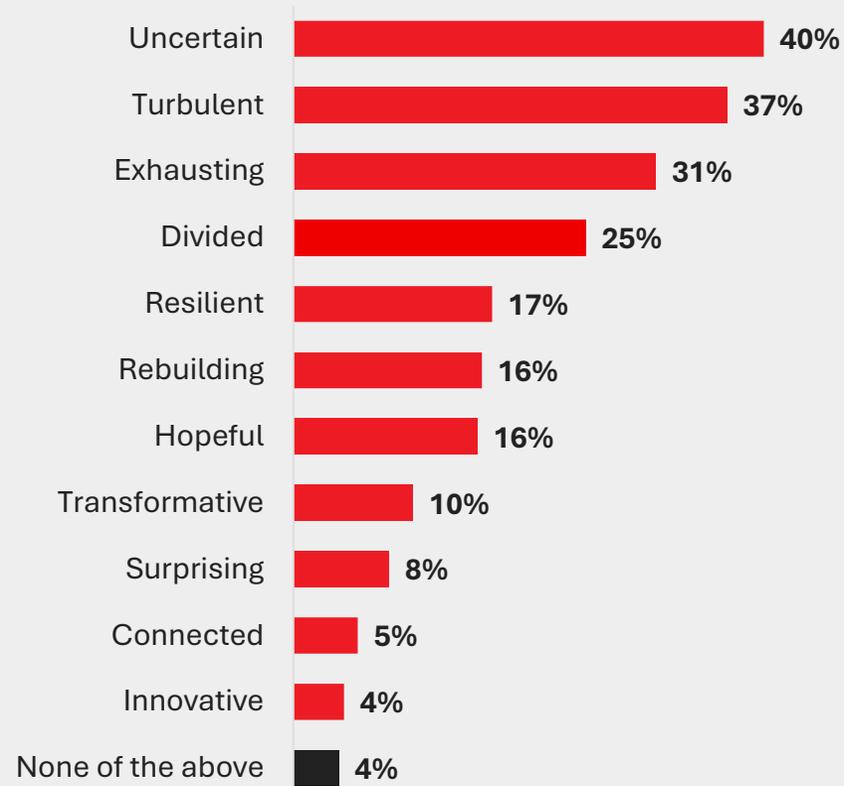
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total December 2020	Gap
Weighted n=	1,523	103	352	590	98	168	212	743	780	405	490	627	1,528	
Unweighted n=	1,523	101	412	608	126	125	151	758	765	340	479	704	1,528	
<b>TOTAL GOOD</b>	<b>86%</b>	79%	<b>91%</b>	84%	87%	88%	86%	<b>89%</b>	<b>83%</b>	<b>80%</b>	83%	<b>93%</b>	<b>79%</b>	+7
Excellent	<b>17%</b>	<b>9%</b>	<b>25%</b>	15%	14%	17%	14%	<b>22%</b>	<b>13%</b>	<b>10%</b>	<b>13%</b>	<b>25%</b>	<b>11%</b>	+6
Very good	<b>31%</b>	32%	29%	32%	32%	35%	31%	34%	29%	<b>24%</b>	30%	<b>37%</b>	<b>23%</b>	+8
Good	<b>38%</b>	38%	37%	36%	42%	37%	41%	<b>34%</b>	<b>41%</b>	<b>45%</b>	40%	<b>31%</b>	<b>45%</b>	-7
<b>TOTAL BAD</b>	<b>11%</b>	<b>20%</b>	<b>7%</b>	13%	8%	9%	11%	<b>8%</b>	<b>14%</b>	<b>16%</b>	13%	<b>6%</b>	<b>19%</b>	-8
Bad	<b>9%</b>	13%	<b>6%</b>	10%	6%	8%	10%	<b>6%</b>	<b>12%</b>	11%	<b>12%</b>	<b>5%</b>	<b>15%</b>	-6
Very bad	<b>2%</b>	7%	<b>1%</b>	3%	2%	1%	<b>1%</b>	2%	2%	<b>5%</b>	2%	<b>1%</b>	<b>4%</b>	-2
Don't know / Prefer not to answer	<b>3%</b>	1%	1%	3%	5%	2%	3%	3%	3%	4%	3%	<b>1%</b>	<b>3%</b>	-

**NOTE:** Canadians' mental health appears to have improved compared with five years ago (2020), at the height of the pandemic. At that time, 79% reported good mental health, while 19% reported poor mental health.

## Words That Best Describe Canada's Year in 2025 (1/2)

**Q2.** Thinking about 2025 as a whole, which words best describe the year for Canada? *Please select up to three.\**

Base: All respondents (n=1,523)



\*Since respondents could give more than one answer, total may exceed 100%.

## Words That Best Describe Canada's Year in 2025 (2/2)

**Q2.** Thinking about 2025 as a whole, which words best describe the year for Canada? *Please select up to three.\**

Base: All respondents (n=1,523)

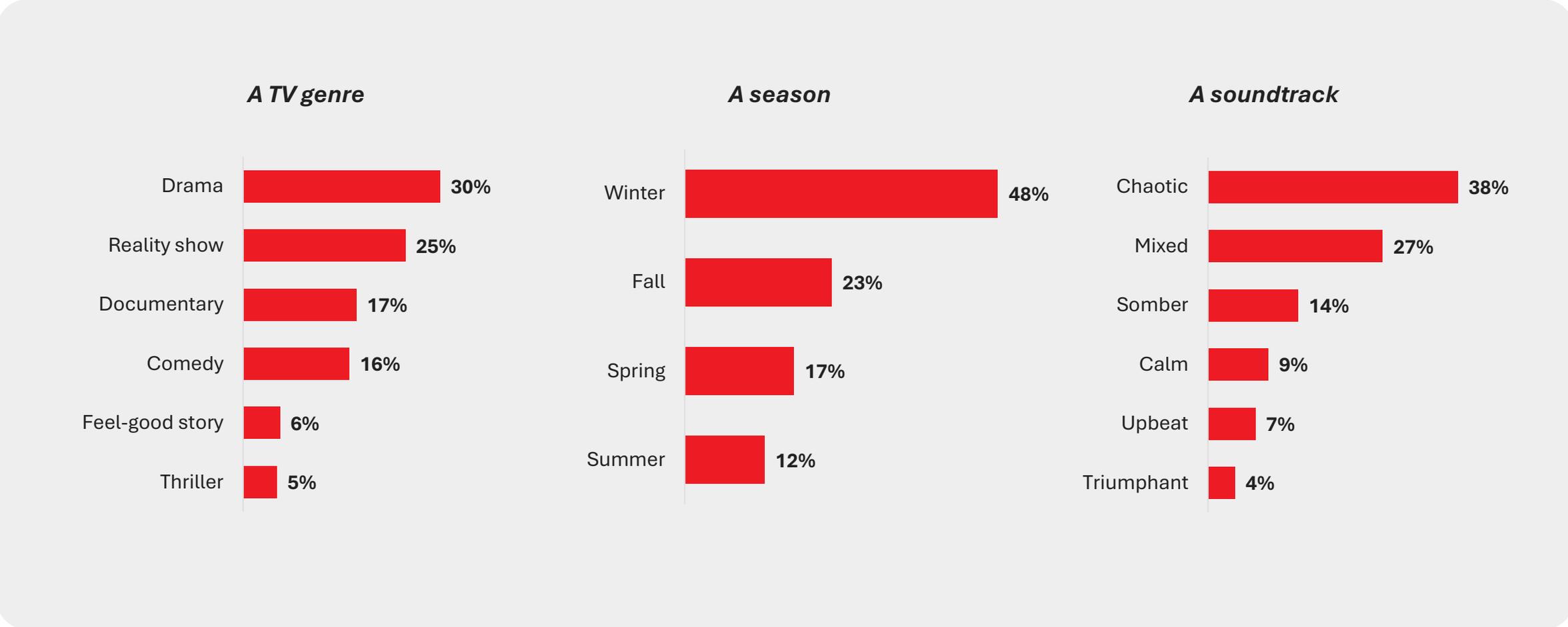
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,523	103	352	590	98	168	212	743	780	405	490	627
Unweighted n=	1,523	101	412	608	126	125	151	758	765	340	479	704
Uncertain	<b>40%</b>	42%	38%	43%	39%	39%	34%	<b>36%</b>	<b>44%</b>	<b>34%</b>	41%	43%
Turbulent	<b>37%</b>	37%	36%	37%	34%	31%	41%	38%	35%	<b>28%</b>	34%	<b>45%</b>
Exhausting	<b>31%</b>	38%	26%	30%	31%	35%	32%	29%	32%	34%	<b>35%</b>	<b>25%</b>
Divided	<b>25%</b>	17%	27%	24%	29%	<b>40%</b>	<b>12%</b>	23%	26%	21%	26%	27%
Resilient	<b>17%</b>	17%	18%	17%	18%	<b>7%</b>	20%	17%	17%	13%	16%	<b>20%</b>
Rebuilding	<b>16%</b>	15%	18%	14%	23%	12%	18%	17%	15%	15%	16%	17%
Hopeful	<b>16%</b>	13%	<b>11%</b>	18%	15%	15%	18%	16%	15%	14%	16%	16%
Transformative	<b>10%</b>	11%	10%	11%	7%	7%	11%	<b>12%</b>	<b>8%</b>	11%	10%	10%
Surprising	<b>8%</b>	8%	6%	8%	10%	<b>15%</b>	6%	8%	8%	<b>14%</b>	7%	<b>5%</b>
Connected	<b>5%</b>	9%	5%	4%	5%	4%	8%	6%	5%	7%	6%	<b>4%</b>
Innovative	<b>4%</b>	2%	5%	4%	3%	7%	4%	<b>6%</b>	<b>2%</b>	<b>8%</b>	<b>2%</b>	4%
None of the above	<b>4%</b>	3%	4%	4%	6%	2%	3%	4%	4%	<b>7%</b>	3%	<b>2%</b>

\*Since respondents could give more than one answer, total may exceed 100%.

# If 2025 Canada Were a Story, Season, or Soundtrack (1/2)

**Q4.** If 2025 Canada were a \_\_\_\_, which would it be? *Select one for each.*

Base: All respondents (n=1,523)



# If 2025 Canada Were a Story, Season, or Soundtrack (2/2)

**Q4.** If 2025 Canada were a \_\_\_\_, which would it be? *Select one for each.*

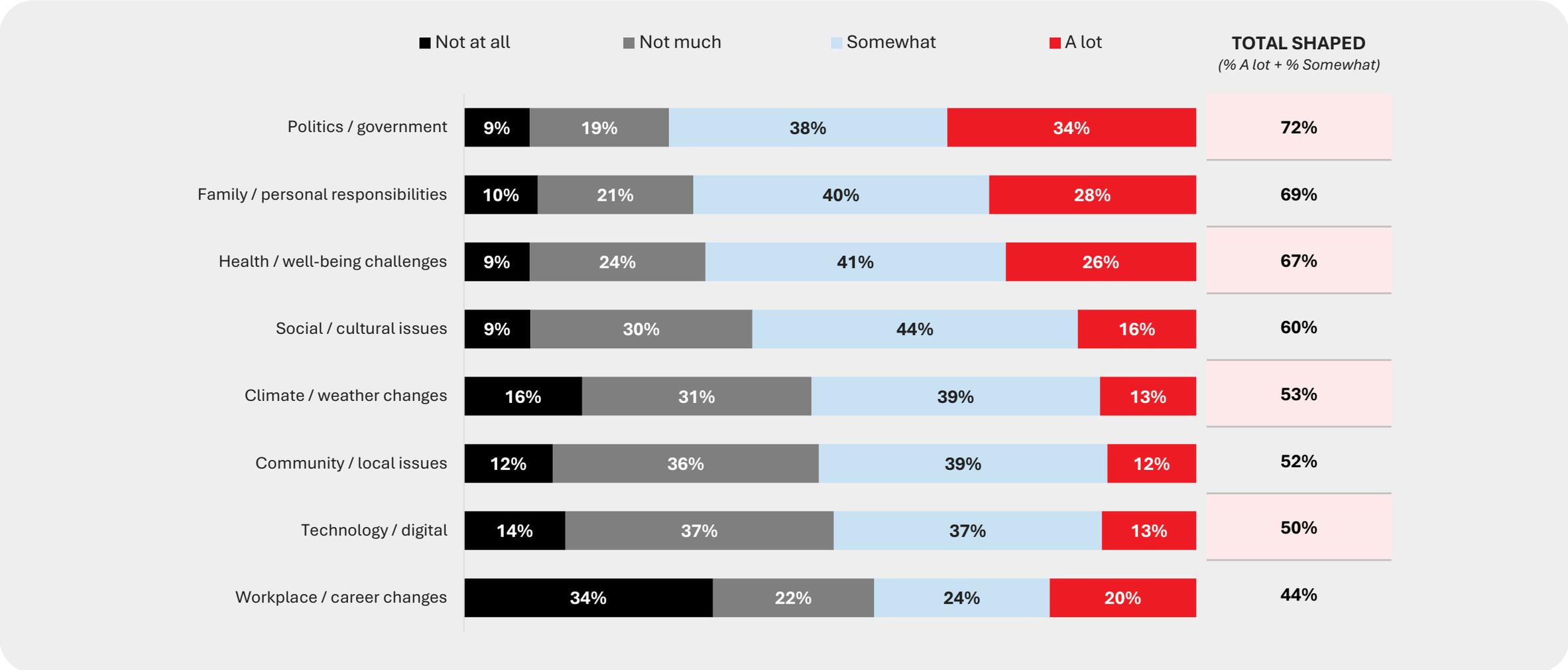
Base: All respondents (n=1,523)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,523	103	352	590	98	168	212	743	780	405	490	627
Unweighted n=	1,523	101	412	608	126	125	151	758	765	340	479	704
<b>A TV genre</b>												
Drama	30%	36%	22%	35%	31%	30%	29%	30%	30%	23%	29%	36%
Comedy	25%	19%	27%	25%	20%	28%	24%	23%	27%	23%	27%	25%
Reality show	17%	16%	19%	16%	18%	15%	21%	17%	18%	18%	15%	20%
Documentary	16%	15%	17%	15%	23%	21%	14%	20%	13%	25%	18%	9%
Thriller	6%	9%	8%	4%	7%	2%	6%	6%	6%	5%	5%	7%
Feel-good story	5%	6%	7%	4%	0%	4%	6%	5%	5%	6%	7%	3%
<b>A season</b>												
Winter	48%	55%	42%	53%	59%	50%	37%	44%	52%	55%	52%	41%
Fall	23%	16%	28%	21%	16%	20%	28%	22%	23%	18%	24%	25%
Spring	17%	19%	17%	15%	15%	17%	22%	20%	14%	12%	15%	21%
Summer	12%	11%	14%	11%	10%	13%	14%	14%	11%	15%	9%	13%
<b>A soundtrack</b>												
Chaotic	38%	40%	38%	39%	41%	45%	32%	39%	38%	33%	39%	42%
Mixed	27%	23%	28%	29%	18%	22%	31%	22%	31%	23%	25%	31%
Somber	14%	13%	13%	13%	21%	14%	14%	16%	12%	17%	17%	9%
Calm	9%	7%	11%	8%	9%	9%	10%	10%	8%	14%	10%	5%
Upbeat	7%	11%	6%	7%	9%	8%	8%	10%	5%	8%	5%	8%
Triumphant	4%	6%	4%	5%	2%	3%	4%	3%	5%	5%	3%	5%

# Factors That Shaped Canadians' Experience of 2025 (1/2)

**Q5.** How much did each of the following shape your experience of 2025?

Base: All respondents (n=1,523)



# Factors That Shaped Canadians' Experience of 2025 (2/2)

**Q5.** How much did each of the following shape your experience of 2025?

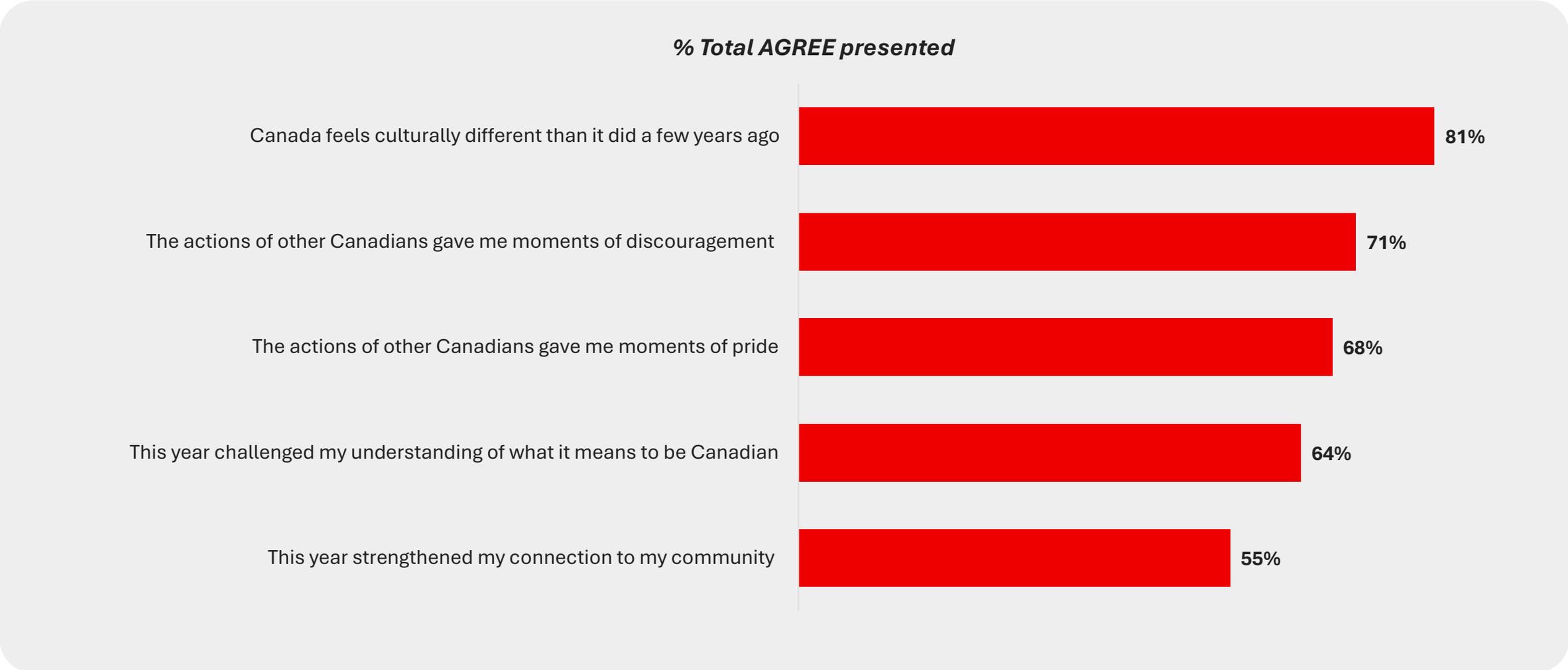
Base: All respondents (n=1,523)

<i>% SHAPED presented</i>	<b>Total CANADA</b>	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,523	103	352	590	98	168	212	743	780	405	490	627
<i>Unweighted n=</i>	1,523	101	412	608	126	125	151	758	765	340	479	704
Politics / government	<b>72%</b>	67%	<b>67%</b>	74%	70%	75%	78%	75%	70%	<b>66%</b>	73%	<b>76%</b>
Family / personal responsibilities	<b>69%</b>	<b>82%</b>	<b>64%</b>	68%	75%	71%	69%	<b>64%</b>	<b>73%</b>	<b>76%</b>	<b>74%</b>	<b>60%</b>
Health / well-being challenges	<b>67%</b>	74%	65%	66%	72%	67%	70%	<b>62%</b>	<b>73%</b>	<b>73%</b>	67%	64%
Social / cultural issues	<b>60%</b>	58%	56%	62%	62%	63%	62%	58%	62%	<b>67%</b>	<b>67%</b>	<b>52%</b>
Climate / weather changes	<b>53%</b>	55%	57%	<b>47%</b>	57%	49%	59%	50%	55%	55%	53%	50%
Community / local issues	<b>52%</b>	55%	47%	50%	47%	59%	<b>61%</b>	52%	52%	55%	<b>57%</b>	<b>46%</b>
Technology / digital	<b>50%</b>	40%	49%	48%	54%	54%	57%	<b>54%</b>	<b>46%</b>	54%	<b>58%</b>	<b>40%</b>
Workplace / career changes	<b>44%</b>	44%	40%	45%	45%	48%	45%	45%	44%	<b>64%</b>	<b>58%</b>	<b>21%</b>

# Reflections on 2025: Identity, Community, and National Sentiment (1/2)

**Q3.** To what extent do you agree or disagree with the following statements about 2025?

Base: All respondents (n=1,523)



## Reflections on 2025: Identity, Community, and National Sentiment (2/2)

**Q3.** To what extent do you agree or disagree with the following statements about 2025?

Base: All respondents (n=1,523)

<b>% AGREE presented</b>	<b>Total CANADA</b>	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,523	103	352	590	98	168	212	743	780	405	490	627
<i>Unweighted n=</i>	1,523	101	412	608	126	125	151	758	765	340	479	704
Canada feels culturally different than it did a few years ago	<b>81%</b>	<b>89%</b>	<b>75%</b>	82%	86%	87%	80%	81%	82%	<b>76%</b>	82%	84%
The actions of other Canadians gave me moments of discouragement	<b>71%</b>	70%	<b>65%</b>	70%	78%	<b>80%</b>	73%	70%	72%	72%	74%	68%
The actions of other Canadians gave me moments of pride	<b>68%</b>	<b>79%</b>	<b>62%</b>	70%	61%	66%	73%	69%	67%	64%	64%	<b>74%</b>
This year challenged my understanding of what it means to be Canadian	<b>64%</b>	61%	<b>52%</b>	66%	64%	<b>78%</b>	69%	63%	65%	64%	<b>68%</b>	<b>60%</b>
This year strengthened my connection to my community	<b>55%</b>	53%	56%	53%	53%	50%	62%	55%	54%	52%	51%	<b>59%</b>

# Expectations for 2026 Compared to 2025

## Q6. When it comes to 2026, are you...

Base: All respondents (n=1,523)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,523	103	352	590	98	168	212	743	780	405	490	627
<i>Unweighted n=</i>	1,523	101	412	608	126	125	151	758	765	340	479	704
Optimistic, I think it will be better than 2025	<b>35%</b>	29%	33%	36%	30%	36%	37%	37%	33%	39%	36%	<b>31%</b>
Neutral, I think it will be about the same as 2025	<b>37%</b>	37%	<b>44%</b>	36%	43%	<b>26%</b>	37%	<b>33%</b>	<b>41%</b>	39%	39%	35%
Pessimistic, I think it will be worse than 2025	<b>22%</b>	29%	19%	22%	21%	31%	20%	<b>25%</b>	<b>19%</b>	<b>15%</b>	21%	<b>28%</b>
I don't know/I prefer not to answer	<b>6%</b>	5%	4%	6%	6%	8%	6%	5%	7%	7%	5%	5%

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# Respondent Profile

## Respondent profiles

(Base n=1,523)

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

### Gender

	Unweighted	Weighted
Male	758	743
Female	765	780

### Language (Mother Tongue)

	Unweighted	Weighted
French	375	301
English	1,011	1,080
Other	136	140

### Age

	Unweighted	Weighted
18 to 34	340	405
35 to 54	479	490
55+	704	627

### Province

	Unweighted	Weighted
British Columbia	151	212
Alberta	125	168
Manitoba/Saskatchewan	126	98
Ontario	608	590
Quebec	412	352
Atlantic	101	103

## 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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