



Detailed report

# Study of the Population of Canada's North 2025

Telephone survey

Date June 25, 2025  
Project: 16566-003



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# BACKGROUND AND METHODOLOGY

## METHODOLOGY

<b>Background and objectives</b>	The Collège nordique francophone (the College) commissioned Léger to carry out a survey of the population living in Canada's North, to find out about their issues and concerns, their perception of northernness, and their perspectives and interests in terms of training.
<b>How and who?</b>	A telephone survey of a sample of 300 residents of Canada's North, aged 18 and over and able to speak English or French. Minimum quotas were established for the provinces and territories: 110 respondents from the Yukon, 150 from the Northwest Territories and 40 from Nunavut.
<b>WHEN?</b>	Data was collected from May 21 to June 9, 2025.
<b>WEIGHTING</b>	The results were weighted by region, gender, language and age to ensure a representative sample of the population.
<b>MARGIN OF ERROR</b>	As a guide, the maximum margin of error for a sample of 300 respondents is plus or minus 5.7%, 19 times out of 20.
<b>Comparison</b>	Where possible, the results were compared with those of the previous wave, conducted from June 21 to July 4, 2023, among 300 residents of Canada's North who were able to speak French or English. A down arrow (↓) indicates a statistically significant difference lower than the previous wave, while an up arrow (↑) indicates a statistically significant difference higher than the 2023 wave.

### Remarques

#### **SIGNIFICANT DIFFERENCES**

Numbers in tables in **bold and red** indicate a statistically significant difference lower than the complement, while numbers in **bold and green** indicate a statistically significant difference that is higher with respect to the complement.

Results showing significant and relevant differences are indicated in a text box next to the presentation of overall results.

#### **DK / Refused**

The words "DK / Refused" in the report refer to "I don't know / I prefer not to answer." For each question, the complement to 100% corresponds to the latter.

#### **Data rounding**

The data presented have been rounded. As a result, totals may differ slightly from 100% or the sum of the parts.

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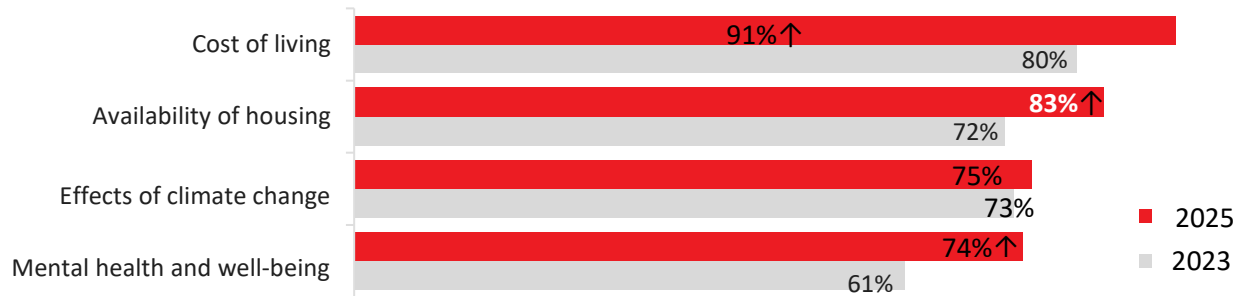
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HIGHLIGHTS

# Highlights – Issues, concerns and intention to pursue education or training

## Priority issues and concerns in the North

Top 4 main issues identified by respondents in relation to their area of residence



The issues most frequently raised by respondents were the cost of living (91%), availability of housing (83%), the effects of climate change (75%) and mental health and well-being (74%). Compared to 2023, respondents are more concerned about: the cost of living (91% vs. 80% in 2023), availability of housing (83% vs. 72%), mental health and well-being (74% vs. 61%) and discrimination and racism (65% vs. 53%).

## Education and training prospects

43%

A significant proportion of respondents consider it likely that they will pursue education or training over the next three years (22% very likely, 21% somewhat likely). People aged 18 to 34 (78%), as well as those belonging to BIPoC\* groups (51%) are significantly more likely to express this intention.

**Interest in various types of training** to respondents considering pursuing education or training in the next three years are: **Indigenous culture and history (81%)**, **learning Indigenous languages (69%)** and **learning French (66%)**. No significant difference was observed compared with the 2023 study.

Reasons for not pursuing education or training	
49%	Don't need it
22%	Retired / too old
13% ↓ (32% in 2023)	Not enough time

Motivations for pursuing education or training	
54% ↓ (84% in 2023)	For personal growth
29%	For career transition
28% ↓ (66% in 2023)	For career advancement

A total of 56% of respondents cited career-related motivations to justify their intention to return to education, whether for career transition (29%), career advancement (28%) or easier access to the job market (24%).

\* BIPoC: Black, Indigenous and People of Colour

# Highlights – Perceptions of Canada’s North

## Perceptions of the advantages of living in the region

Main aspects perceived as advantages of living in the region	
94%	Natural beauty and unique landscapes
88%	Quality of life and tranquility
85%↑ (76% in 2023)	Close-knit communities

The close-knit communities aspect has risen significantly compared to 2023, from 76% to 85% in 2025.

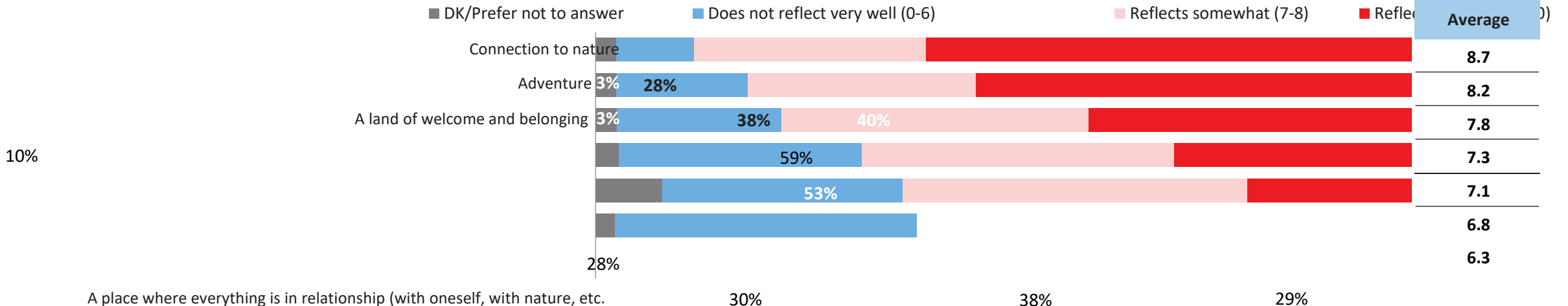
## Other themes associated with northernness and living in Canada’s North\*

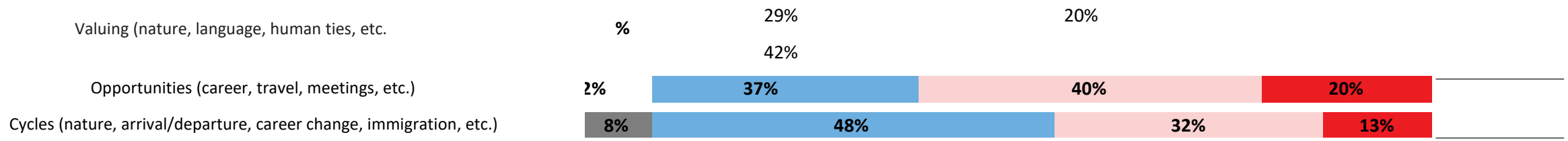
- **Main positive associations with northernness:** beauty of surroundings (4%), opportunities (4%) and connection to nature (4%).
- **Main negative aspects cited:** cost of living and housing difficulties (5%), harsh climate (4%) and isolation (3%).



## Elements associated with northernness and the experience of living in Canada’s North

The themes most associated with northernness and the experience of living in Canada’s North are connection to nature (8.7/10), adventure (8.2), and the notion of home and belonging (7.8). No significant difference was observed compared with the study carried out in 2023.





\* Open question.

## STRATEGIC CONCLUSIONS

**1****Continue to highlight the local roots of the College's offering**

People considering pursuing training show the greatest interest in areas related to the culture and history of Indigenous peoples (81%), learning Indigenous languages (69%), and learning French (66%). In addition to the language courses already on offer, the Collège nordique francophone can capitalize on this momentum by offering courses that strengthen the link with the territory and Indigenous communities. Young people between the ages of 18 and 34, as well as people from BIPOC groups (Black, Indigenous and People of Colour) are the most likely to plan to pursue education over the next three years and should therefore be targeted as a priority.

**2****Encourage people to further their education by responding to their motivations**

It is important to offer training that is valued on the job market and promotes career advancement, such as short-term certification courses, since respondents' motivations for pursuing education are mainly career-related (56%). Personal growth is also a key aspect of the College's communications and conversion efforts: 54% of respondents say they plan to go back to school in the next three years, with a view to personal growth.

**3****Take into account social issues of growing concern to the population**

Respondents express growing concerns about the cost of living (91% vs. 80% in 2023), access to housing (83% vs. 72%), and mental health and well-being issues (74% vs. 61%). Discrimination and racism are also of growing concern (65% vs. 53%). Although the effects of climate change (75%) remain stable compared to the previous year, they are still high on the list of priorities.

**4****Capitalize on the region's strengths**

Life in the North is perceived very positively by respondents, who highlight its main assets: the beauty of the landscape (94%), quality of life (88%) and the feeling of living in close-knit communities (85%), the latter having risen sharply. Northernness also evokes a strong connection to nature (8.7/10), a spirit of adventure (8.2/10) and a sense of belonging (7.8/10).

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DETAILED RESULTS

# 3.1

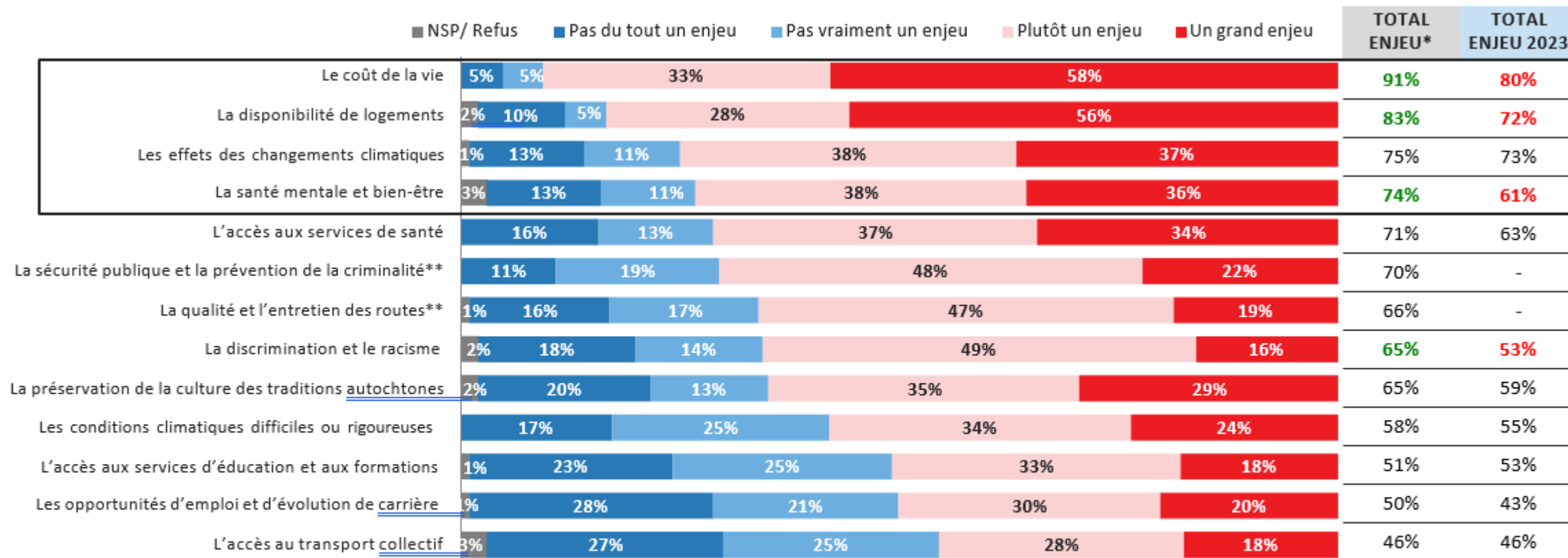
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Issues and concerns

## Issues and concerns (1/2)

**Q1.** I am going to read you a list of aspects. For each one, please tell me whether or not it's an issue for you, given the area in which you live.

Base: All respondents (n=300)



### → Constat

Les enjeux les plus fréquemment mentionnés par les répondants sont le coût de la vie (91%, contre 80% en 2023), la disponibilité des logements (83% contre 72%), les effets des changements climatiques (75%) et la santé mentale et le bien-être (74%, contre 61% en 2023).

For translations of the above table, please see the same categories listed in the table on the next page, they should be in the same order.

Footer note:

Observation

The issues most frequently mentioned by respondents are the cost of living (91%, compared to 80% in 2023), housing availability (83% compared to 72%), the effects of climate change (75%), and mental health and well-being (74%, compared to 61% in 2023).

## ISSUES AND CONCERNS – (2/2)

**Q1.** I am going to read you a list of aspects. For each one, please tell me whether or not it's an issue for you, given the area in which you live.

Base: All respondents

TOTAL ISSUE	TOTAL	Gender		Age			Education			BIPoC*		EMPLOYMENT		
		Male	Female	18-34	35-54	55+	Prim. / Sec.	College	Univ.	Yes	No	Under \$40k	\$40k to \$79k	\$80k and above
	n= 300	163	132	50	117	133	62	78	159	105	192	34	46	190
Cost of living	<b>91%↑</b>	90%	92%	88%	93%	90%	86%	92%	93%	90%	91%	89%	98%	92%
Availability of housing	<b>83%↑</b>	83%	83%	85%	85%	80%	81%	87%	84%	83%	84%	90%	91%	85%
The effects of climate change	<b>75%</b>	<b>68%</b>	<b>83%</b>	64%	79%	81%	<b>62%</b>	65%	<b>88%</b>	<b>63%</b>	<b>85%</b>	65%	76%	<b>82%</b>
Mental health and well-being	<b>74%↑</b>	71%	75%	72%	78%	69%	69%	78%	75%	72%	75%	71%	71%	<b>81%</b>
Access to health services	<b>71%</b>	69%	73%	60%	<b>79%</b>	72%	<b>52%</b>	68%	<b>84%</b>	<b>63%</b>	<b>78%</b>	69%	65%	<b>80%</b>
Public safety and crime prevention	<b>70%</b>	66%	74%	62%	73%	75%	60%	78%	73%	<b>57%</b>	<b>82%</b>	63%	79%	75%
The quality and maintenance of 2 routes	<b>66%</b>	68%	63%	64%	69%	64%	64%	62%	70%	63%	69%	58%	73%	71%
Discrimination and racism	<b>65%↑</b>	<b>58%</b>	<b>73%</b>	61%	71%	63%	62%	59%	71%	59%	71%	61%	73%	70%
Preserving the culture of Indigenous traditions	<b>65%</b>	68%	62%	60%	68%	66%	55%	62%	<b>72%</b>	60%	70%	83%	62%	68%
Difficult or harsh weather conditions	<b>58%</b>	53%	63%	57%	59%	57%	56%	<b>42%</b>	<b>67%</b>	60%	56%	60%	52%	63%
Access to education and training services	<b>51%</b>	48%	53%	43%	<b>65%</b>	<b>41%</b>	50%	49%	53%	49%	53%	54%	41%	<b>60%</b>
Employment and career development opportunities	<b>50%</b>	50%	50%	47%	57%	45%	50%	47%	52%	52%	49%	54%	41%	55%
Access to public transit	<b>46%</b>	42%	49%	45%	45%	47%	43%	39%	50%	45%	45%	44%	56%	46%

\*Total Issue = A major issue + Somewhat of an issue



# 3.2

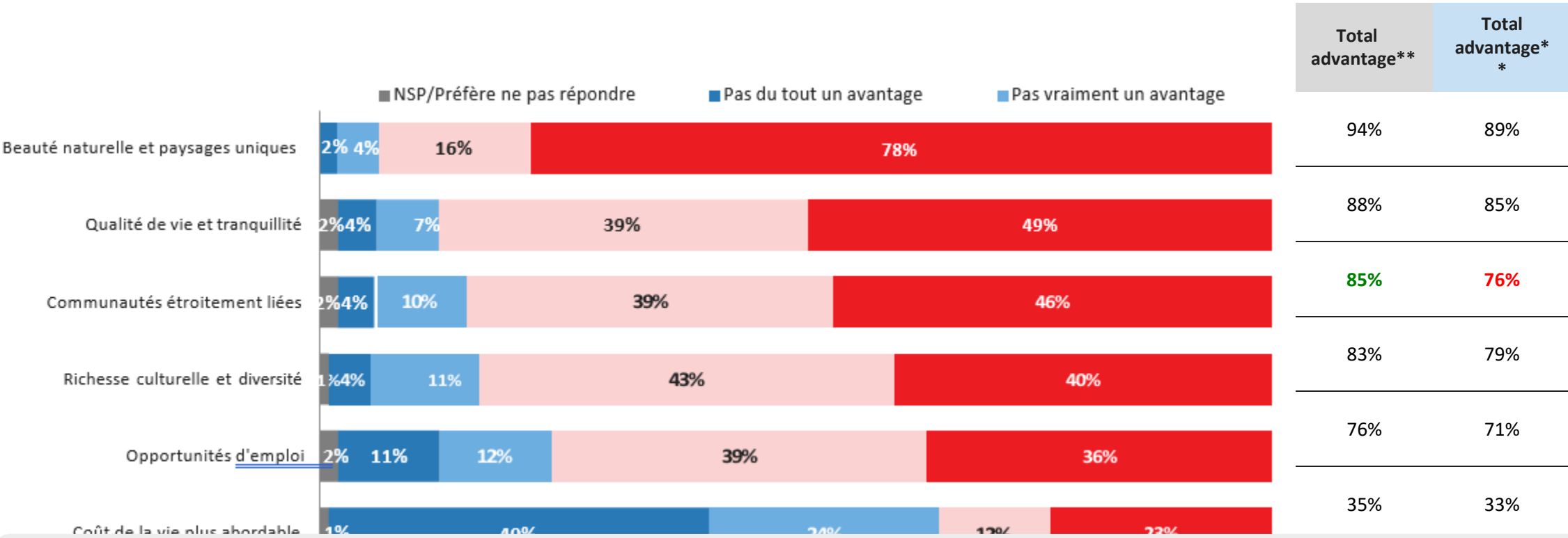
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## Perceptions of Canada's North

## Perceptions of the advantages of living in the region (1/2)

**Q6.** I am going to read you a list of aspects. For each one, please tell me whether or not it's an advantage of living in your area.

Base: All respondents (n=300)



### → Observation

According to respondents, the main advantages associated with living in their region are natural beauty and unique landscapes (94%), quality of life and tranquility (88%) and a sense of belonging to close-knit communities (85%). This last point has risen sharply since 2023, when it was mentioned by 76% of respondents. On the other hand, only 35% of respondents see the more affordable cost of living as advantage of living in the region, a significantly lower proportion than for the other statements, which range from 76% to 94%.

\*Total Advantage = A great advantage + Somewhat of an

## Perceptions of the advantages of living in the region (2/2)

**Q6.** I am going to read you a list of aspects. For each one, please tell me whether or not it's an advantage of living in your area.

Base: All respondents

ADVANTAGE	TOTAL	Region			PROFICIENCY IN FRENCH		PROFICIENCY IN ONE OR MORE INDIGENOUS LANGUAGES		Education			BIPOC*		Children		Income		
		NWT	Nunavut	Yukon	Yes	No	Yes	No	Prim. / Sec.	College	Univ.	Yes	No	Yes	No	Under \$40k	\$40k to \$79k	\$80k and above
n=	300	150	40	110	97	202	49	244	62	78	159	105	192	66	234	34	46	190
Natural beauty and unique landscapes	<b>94%</b>	<b>98%</b>	83%	96%	<b>99%</b>	<b>91%</b>	91%	95%	<b>84%</b>	92%	<b>99%</b>	<b>87%</b>	<b>99%</b>	88%	96%	96%	91%	<b>98%</b>
Quality of life and tranquility	<b>88%</b>	92%	68%	<b>96%</b>	94%	85%	<b>74%</b>	<b>92%</b>	<b>76%</b>	87%	<b>96%</b>	<b>80%</b>	<b>95%</b>	<b>69%</b>	<b>96%</b>	68%	95%	<b>94%</b>
Close-knit communities	<b>85%↑</b>	87%	74%	89%	89%	83%	78%	87%	74%	86%	<b>91%</b>	<b>78%</b>	<b>90%</b>	<b>72%</b>	<b>90%</b>	63%	92%	<b>91%</b>
Cultural richness and diversity	<b>83%</b>	87%	80%	81%	88%	81%	80%	84%	77%	85%	85%	80%	86%	74%	87%	79%	78%	<b>90%</b>
Employment opportunities	<b>76%</b>	80%	62%	80%	83%	73%	64%	79%	73%	78%	76%	<b>67%</b>	<b>83%</b>	66%	80%	78%	81%	77%
More affordable cost of living	<b>35%</b>	35%	47%	28%	31%	37%	<b>51%</b>	<b>30%</b>	42%	45%	<b>27%</b>	39%	31%	28%	38%	52%	15%	35%

\*Total Advantage = A great advantage + Somewhat of an advantage

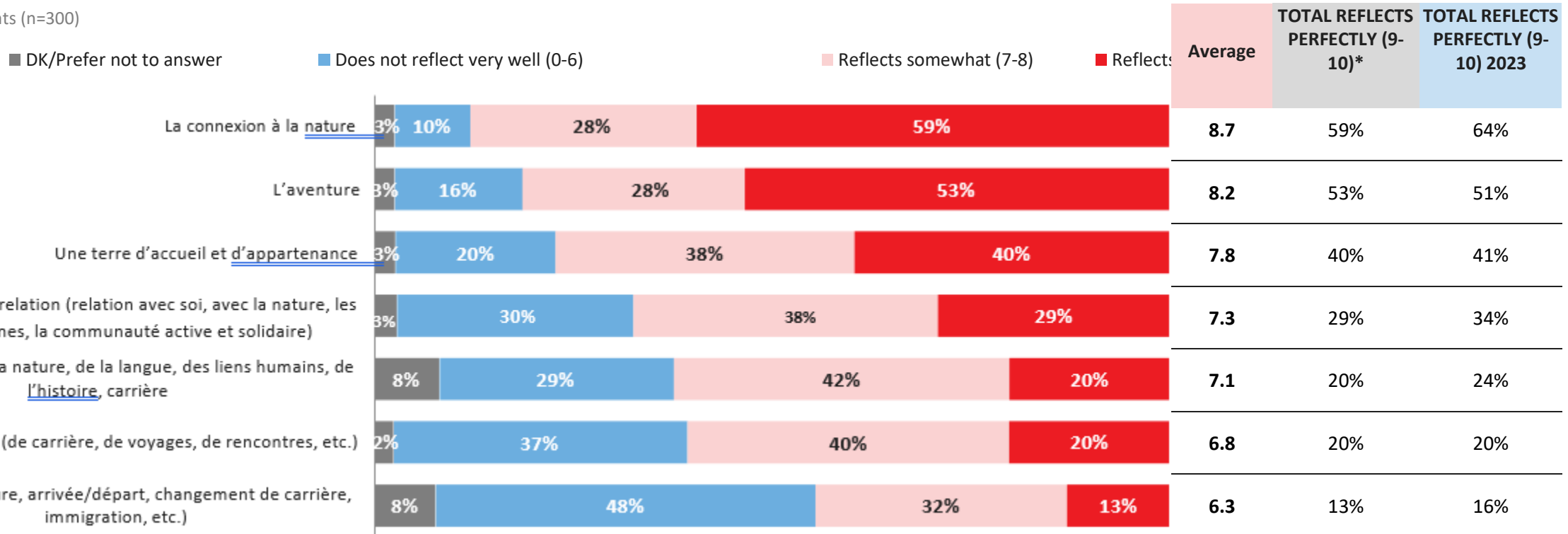
\*\*BIPOC: Black, Indigenous and People of Colour.

## Elements associated with northernness and the experience of living in Canada’s North (1/2)

**Q7.** For each of these themes that I am about to read, please tell me which one best reflects northernness and the experience of living in Canada’s North. You can use a scale from 0 to 10, with 0 meaning it does not reflect “northernness” at all, and 10 meaning it reflects “northernness” absolutely.

Northernness is...

Base: All respondents (n=300)



→ **Observation**

The themes that most closely reflect northernness and the experience of living in Canada’s North are: connection to nature, which gets an average of 8.7 out of 10, the theme of adventure, with an average of 8.2, and finally, the idea of Canada’s North as a land of welcome and belonging, with an average of 7.8.

## Elements associated with northernness and the experience of living in Canada’s North (2/2)

**Q7.** For each of these themes that I am about to read, please tell me which one best reflects northernness and the experience of living in Canada’s North. You can use a scale from 0 to 10, with 0 meaning it does not reflect “northernness” at all, and 10 meaning it reflects “northernness” absolutely.

Northernness is...

Base: All respondents

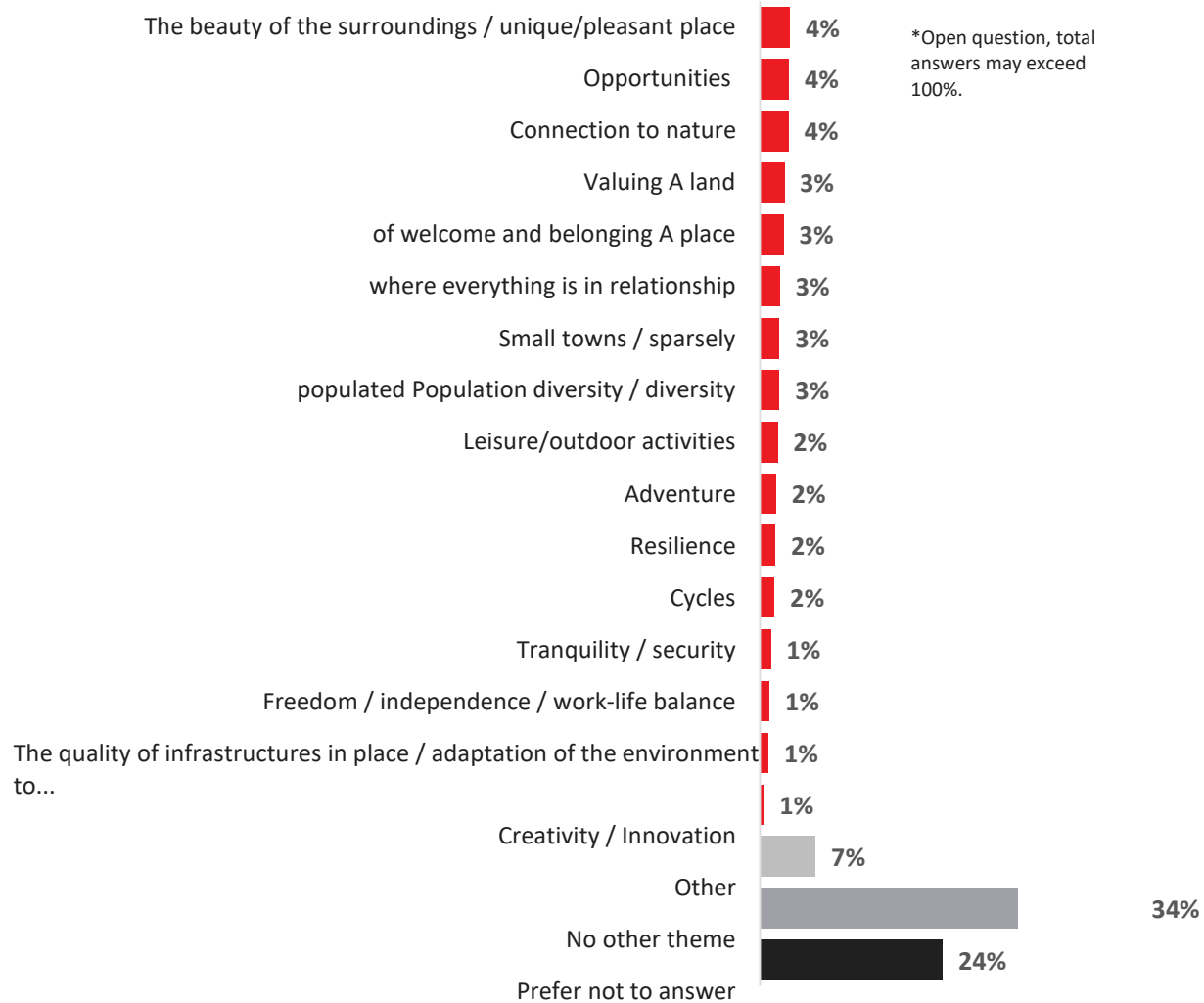
Average	TOTAL <small>n=</small>	Gender		Age			Children		BIPoC*		Average Total 2023
		Male	Female	18-34	35-54	55+	Yes	No	Yes	No	
	293	147	142	91	110	93	64	231	130	160	297
Connection to nature	<b>8.7</b>	8.4	<b>8.9</b>	8.7	8.5	8.9	8.3	8.8	8.8	8.6	8.6
Adventure	<b>8.2</b>	8.0	<b>8.6</b>	8.0	8.3	8.5	8.3	8.2	8.2	8.3	8.2
A land of welcome and belonging	<b>7.8</b>	7.6	<b>8.1</b>	8.1	<b>7.3</b>	8.1	7.5	8.0	8.1	7.6	7.9
A place where everything is in relationship (with oneself, with nature, with Indigenous peoples, active and supportive community)	<b>7.3</b>	7.3	7.3	7.5	7.1	7.2	6.9	7.4	<b>7.7</b>	<b>7.0</b>	7.5
Valuing nature, language, human ties and history, career	<b>7.1</b>	6.9	7.3	7.0	6.9	7.3	6.9	7.2	7.4	6.8	7.2
Opportunities (career, travel, meetings, etc.)	<b>6.8</b>	6.7	6.9	6.5	6.5	<b>7.3</b>	<b>6.1</b>	<b>7.1</b>	6.7	6.9	6.8
Cycles (nature, arrival/departure, career change, immigration, and so on.	<b>6.3</b>	6.1	6.5	6.6	<b>5.8</b>	6.5	5.8	6.5	6.4	6.2	6.6

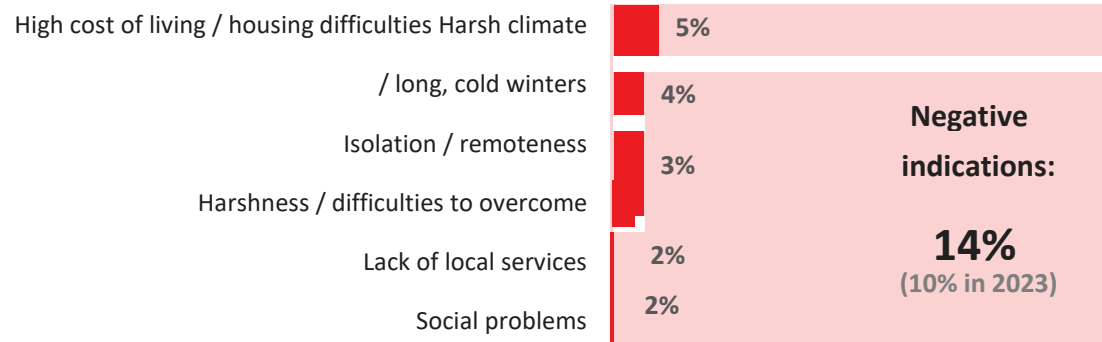
\*BIPoC: Black, Indigenous and People of Colour.

## Other themes associated with northernness and living in Canada's North (1/2)

**Q8.** Are there any other themes that come to mind when you think of northernness or the experience of living in Canada's North?\*

Base: All respondents (n=300)





→ Observation

When respondents think of northernness or the experience of living in Canada's North, the most negatively perceived aspects are the high cost of living and housing difficulties (5%), the harsh climate (4%) and isolation (3%).

# 3.3

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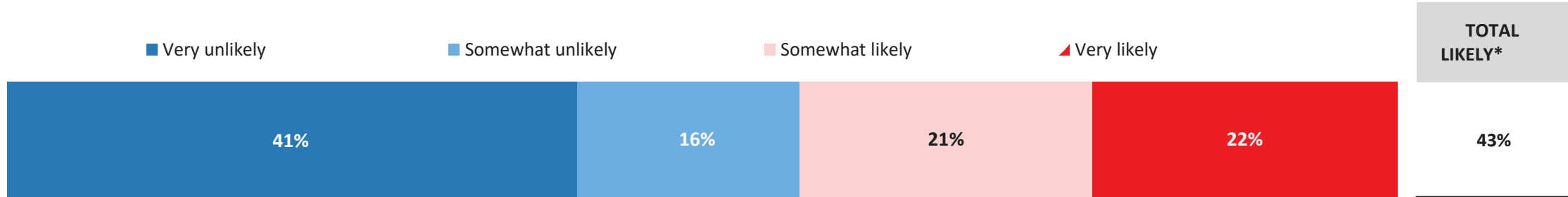
Perspectives and interests – education  
and training

# Intention to pursue education or training in the next three years

**Q2.** Do you intend to pursue education or training in the next three years?

Would you say it is...

Base: All respondents



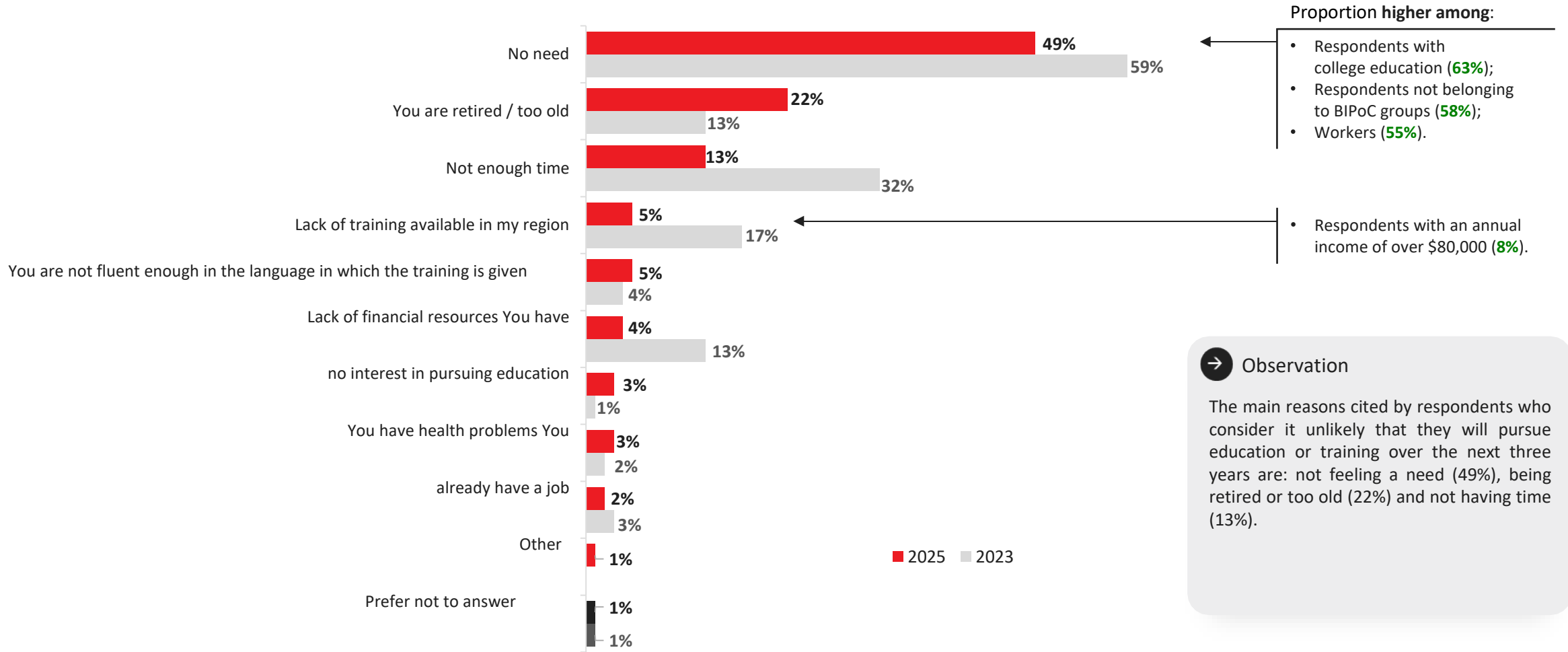
	TOTAL	Gender		Age			BIPoC*		2023 TOTAL
		Male	Female	18-34	35-54	55+	Yes	No	
n=	300	163	132	50	117	133	105	192	300
<b>Total Likely</b>	<b>43%</b>	48%	36%	<b>78%</b>	<b>29%</b>	<b>24%</b>	<b>51%</b>	<b>36%</b>	35%
Very likely	<b>22%</b>	<b>28%</b>	<b>15%</b>	<b>45%</b>	<b>12%</b>	<b>13%</b>	27%	18%	20%
Rather likely	<b>21%</b>	20%	21%	<b>33%</b>	18%	<b>11%</b>	24%	18%	16%
<b>Total Unlikely</b>	<b>57%</b>	52%	64%	<b>22%</b>	<b>70%</b>	<b>76%</b>	<b>49%</b>	<b>64%</b>	63%
Somewhat unlikely	<b>16%↓</b>	15%	18%	12%	23%	12%	17%	15%	<b>27%</b>
Very unlikely	<b>41%</b>	37%	46%	<b>10%</b>	48%	<b>63%</b>	<b>32%</b>	<b>49%</b>	35%

\*Total Likely = Very likely + Somewhat likely  
 \*\*BIPoC: Black, Indigenous and People of Colour.

# Reasons for not pursuing education or training

## Q3. Why don't you intend to pursue education or training in the next three years?

Base: Respondents who consider it unlikely that they will pursue education or training in the next three years (n= 191), multiple answers possible\*

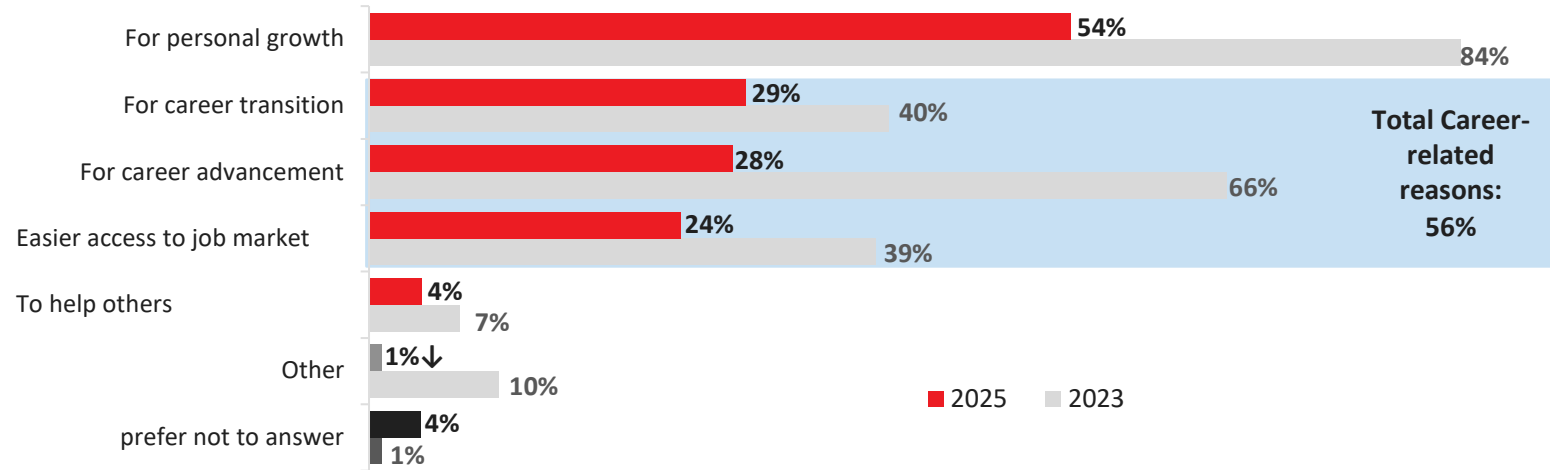


Note: Multiple-choice question, total answers may exceed 100%.

# Motivations for pursuing education or training

## Q4. Why would you like to pursue education or training?

Base: Respondents who consider it likely that they will pursue education or training in the next three years (n= 108), multiple answers possible\*



	TOTAL	Region			BIPoC*	
		NWT	Nunavut	Yukon	Yes	No
n=	108	56	17**	35	52	55
For personal growth	54%↓	47%	61%	57%	49%	61%
For career transition	29%	16%	45%	32%	42%	13%
For career advancement	28%↓	33%	21%	27%	29%	25%
For easier access to the job market	24%	19%	18%	34%	29%	19%
To help others	4%	10%	0%	0%	0%	9%
Other	1%↓	2%	0%	2%	0%	3%
Prefer not to answer	4%	2%	15%	0%	8%	1%

**→ Observation**

The main reasons cited by respondents who consider it likely that they will pursue education or training over the next three years are: personal growth (54%), career transition (29%), career advancement (28%) and better access to the job market (24%).

Note: Multiple-choice question, total answers may exceed 100%.

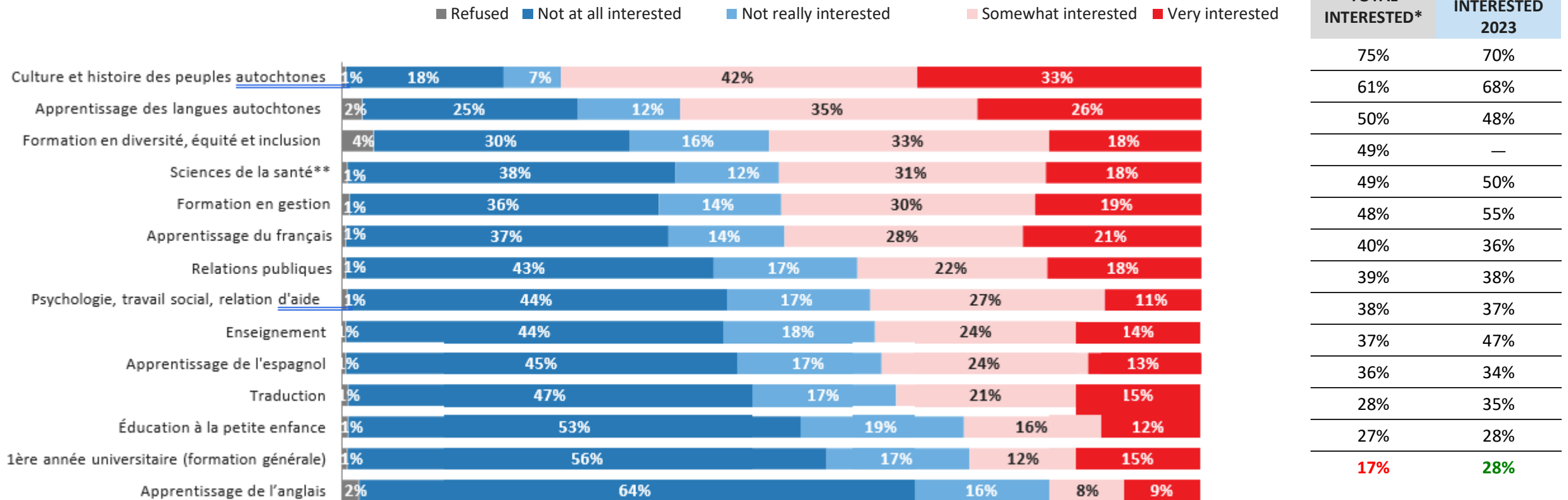
\*BIPoC: Black, Indigenous and People of Colour.

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

## Interest in different types of training available locally (1/3)

**Q5.** I am going to read you a list of training courses. For each of these courses, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking this course if it were available in your area?

Base: All respondents (n=300)



→ **Observation**

The courses of greatest interest to all respondents were: the culture and history of Indigenous peoples (75%), and learning Indigenous languages (61%).

\*Total Interested = Very interested + Somewhat interested

\*\*New statement, no comparison possible



## Interest in different training courses available locally (2/3)

**Q5.** I am going to read you a list of training courses. For each of these courses, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking this course if it were available in your area?

Base: All respondents (n=300)

<i>Interested*</i>	TOTAL	Age			PROFICIENCY IN FRENCH		PROFICIENCY IN ONE OR MORE INDIGENOUS LANGUAGES		BIPoC*	
		18-34	35-54	55+	Yes	No	Yes	No	Yes	No
	n= 300	50	117	133	97	202	49	244	105	192
Indigenous culture and history	75%	87%	77%	59%	74%	75%	81%	72%	83%	67%
Learning Indigenous languages	61%	73%	66%	42%	56%	63%	65%	60%	76%	48%
Diversity, equity and inclusion training	50%	58%	54%	38%	49%	51%	46%	51%	54%	47%
Health Sciences	49%	64%	48%	35%	35%	56%	60%	45%	70%	32%
Management training	49%	64%	56%	26%	38%	54%	58%	46%	64%	36%
Learning French	48%	65%	44%	38%	49%	48%	36%	53%	53%	45%
Public relations	40%	51%	39%	31%	30%	45%	43%	39%	54%	28%
Psychology, social work, counselling	39%	53%	38%	25%	24%	45%	45%	36%	51%	28%
Teaching	38%	45%	38%	31%	35%	39%	47%	35%	55%	23%
Learning Spanish	37%	40%	38%	33%	43%	35%	17%	44%	32%	42%
Translation	36%	53%	31%	24%	26%	40%	52%	30%	60%	16%
Early childhood education	28%	37%	27%	19%	21%	30%	44%	21%	41%	16%
1st year university (general training)	27%	50%	20%	13%	18%	31%	29%	27%	42%	15%
Learning English	17%	26%	11%	16%	8%	21%	24%	14%	31%	6%

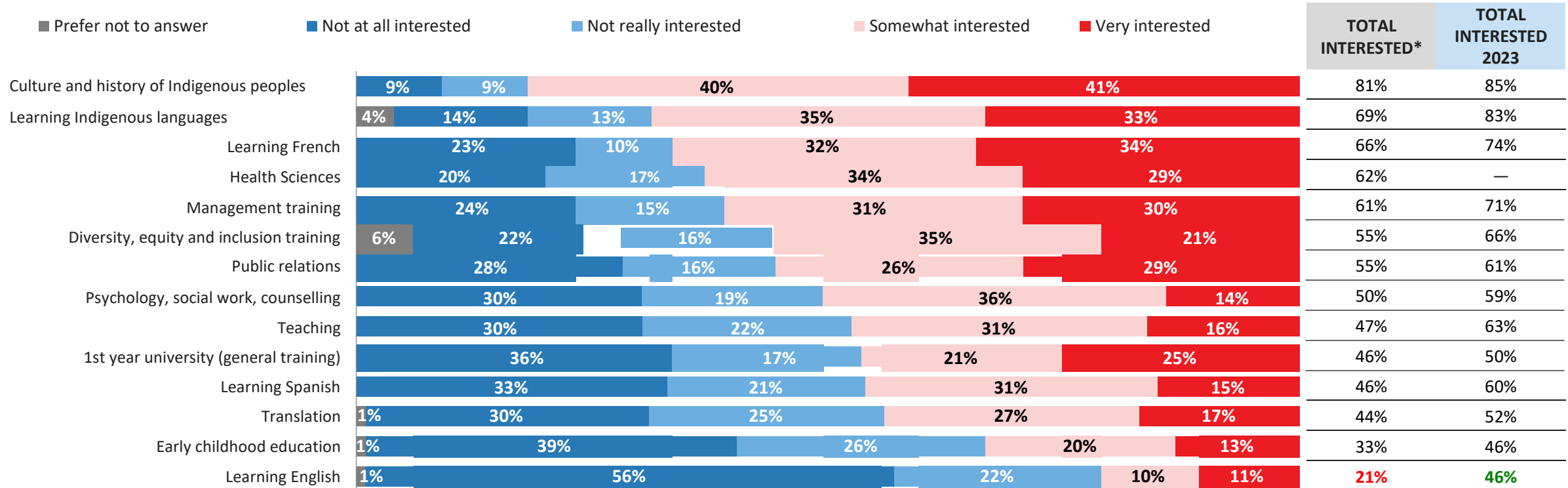
\*Total Interested = Very interested + Somewhat interested

\*\*BIPoC: Black, Indigenous and People of Colour.

## Interest in different training courses available locally – People intending to pursue training in the next three years

**Q5.** I am going to read you a list of training courses. For each of these courses, please tell me whether you would be very interested, somewhat interested, not really interested, or not at all interested in taking this course if it were available in your area?

Base: Respondents who consider it likely that they will pursue education or training in the next three years (n= 108)



### → Observation

The types of training that arouse the greatest interest among respondents planning to pursue education or training over the next three years are: culture and the arts Indigenous history (81%), learning Indigenous languages (69%) and learning French (66%).

\*Total Interested = Very interested + Somewhat interested

\*\*New statement, no comparison possible

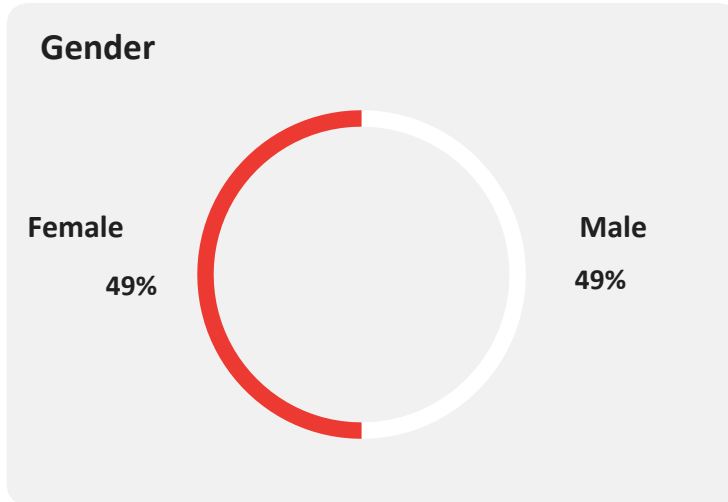
4

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# PROFILE OF RESPONDENTS

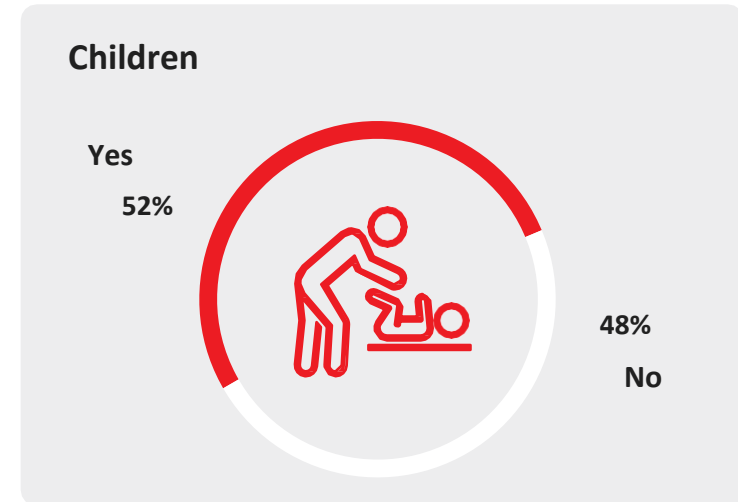
## Weighted profile of respondents (1/3)

Base n=300



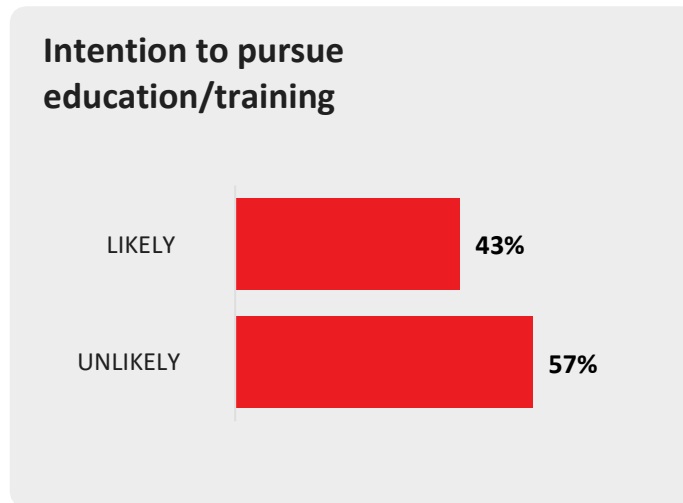
### Age

18-24 years old	13%
25-34 years old	17%
35-44 years old	18%
45-54 years old	20%
55-64 years old	17%
65-74 years	10%
75+ years	4%



### Education

Elementary/secondary	26%
College	24%
University	49%



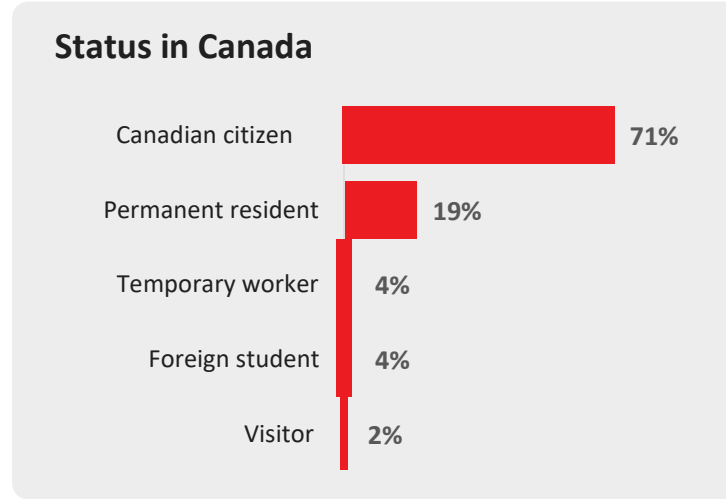
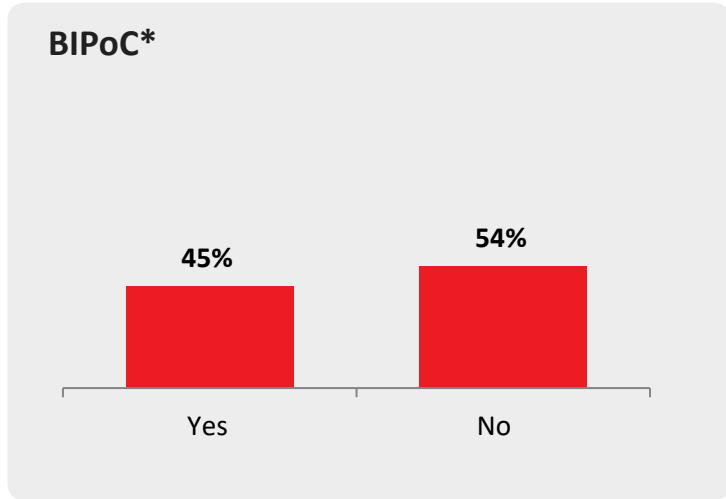
### Province or territory of residence

Yukon	40%
Northwest Territories	37%
Nunavut	23%

Note: For each profile category, the complement to 100% corresponds to "Don't know" and "Refused."

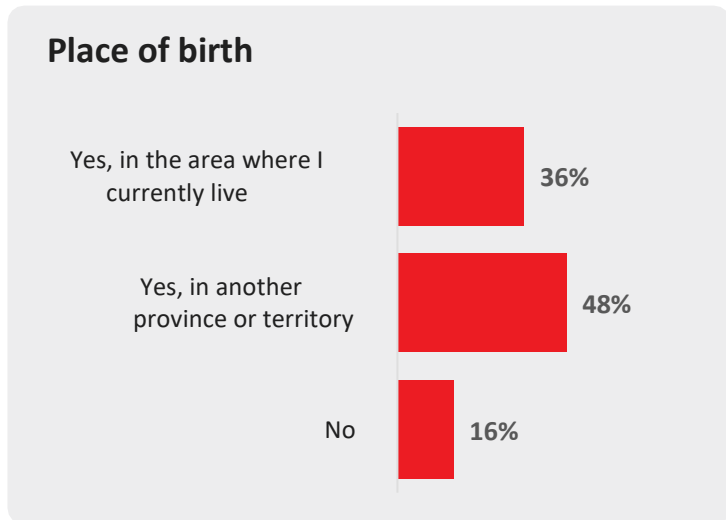
# Weighted profile of respondents (2/3)

Base n=300



### Income

Less than \$19,999	7%
From \$20,000 to \$39,999	8%
From \$40,000 to \$59,999	7%
From \$60,000 to \$79,999	7%
From \$80,000 to \$99,999	10%
From \$100,000 to \$149,999	18%
From \$150,000 to \$199,999	13%
\$200,000 to \$249,999	8%
\$250K or over	11%



### Main occupation

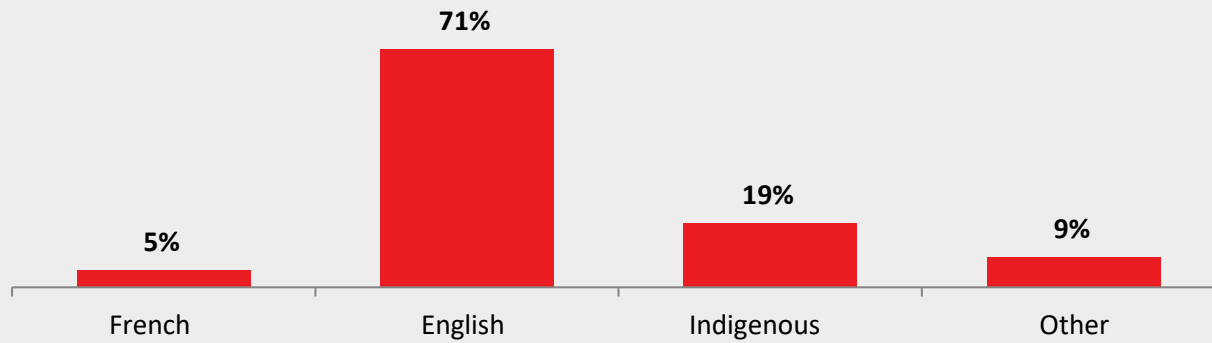
Worker	72%
Student	6%
Retired	16%
Homemaker / Unemployed	6%

Note: For each profile category, the complement to 100% corresponds to "Don't know" and "Refused."  
 \*BIPoC: Black, Indigenous and People of Colour.

## Weighted profile of respondents (3/3)

Base n=300

### Language



### Proficiency in French

Yes	30%
No	69%

### Proficiency in English

Yes	98%
No	1%

### Proficiency in one or more Indigenous languages

Yes	24%
No	75%

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Our team

# Our team

FOR FURTHER INFORMATION, PLEASE CONTACT →

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