



Apathy is Boring – L'apathie c'est plate

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## **Educating Citizens and Promoting Participation: Focus on Youth (18-30)**



**There's no one size fits all.**



## Canadian Context

**Youth 18-30 are one of the largest cohorts in Canadian history, and is literally the country's future**



**Lone Wolves (16%)**



**New Traditionalists (11%)**



**Engaged Idealists (17%)**



**Diverse Strivers (20%)**



**Critical  
Counterculturists (4%)**



**Bros and  
Brittanys (32%)**

Engaged Idealists (17%) are the most socially connected and keen to make a contribution to society.

Critical Counterculturists (4%) take a questioning stance on status quo and authority.

Diverse Strivers (20%) are focused on career path but also active in their communities.

New traditionalists (11%) see traditional values and religion as important guideposts.

Lone Wolves (16%) are the least established and not engaged in their communities.

Bros & Brittanys (32%) are the 'average' millennial and focus on financial stability and having a good time. They are not engaged in their communities or voting.



## Millennials Interested in Politics (52%)

Overall, about half of Millennials say they are very (13%) or somewhat (39%) interested in politics, with the other half indicating they are not very (31%) or not at all (17%) interested.



## Millennials Not Interested in Politics (48%)

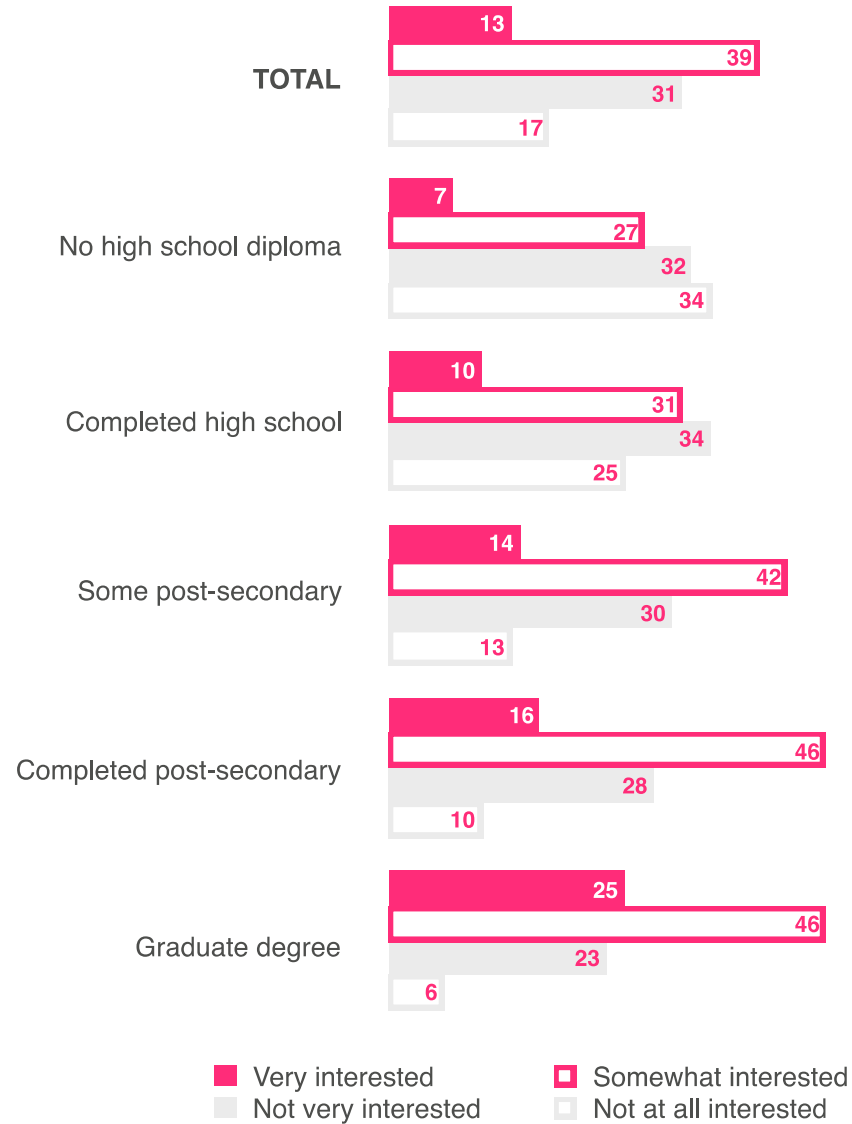
Interest (not very/not at all interested) is least evident among Millennials aged 21 to 26, women, Quebecers and those with the lowest incomes.

# GENERALLY ONLY HALF OF US ARE INTERESTED IN POLITICS.

*Interest in politics is mixed, and largely a function of educational attainment and related social values.*

# INTEREST IN POLITICS

*By educational attainment*

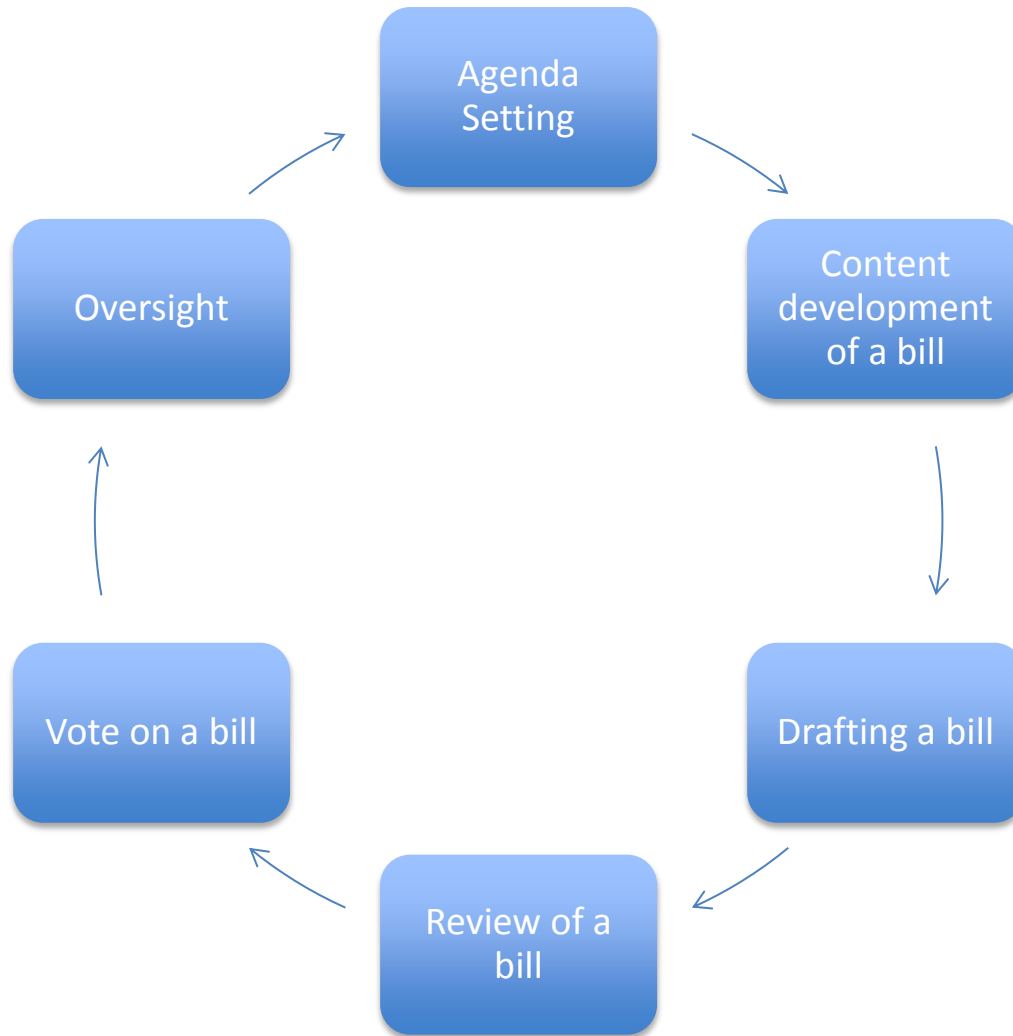






## **Engaging citizens in the legislative process:**

1. Requires a unique strategy for each sub cohort of youth
1. Different levels of engagement depending on the stage of the process





### **Example: Reaching Bros and Brittanys**

Focus on social media and online engagement, led by social influencers  
Agenda setting & Oversight (Inform)

### **Example: Reaching Diverse Strivers**

Focus on partnerships with Educational Institutions, consultations on campus  
Content development of a bill (Consult & Involve)



**Target the audience.  
Go to where youth are.  
Speak in their language.  
Ask them to engage.**

