Apathy is Boring – L’apathie c’est plate
Caro Loutfi, Executive Director
www.apathyisboring.com
@apathyisboring
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.
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.
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.

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

- **TOTAL**: 13 Very interested, 39 Somewhat interested, 31 Not very interested, 17 Not at all interested
- **No high school diploma**: 7 Very interested, 27 Somewhat interested, 32 Not very interested, 34 Not at all interested
- **Completed high school**: 10 Very interested, 31 Somewhat interested, 25 Not very interested, 34 Not at all interested
- **Some post-secondary**: 14 Very interested, 30 Somewhat interested, 13 Not very interested, 42 Not at all interested
- **Completed post-secondary**: 16 Very interested, 28 Somewhat interested, 10 Not very interested, 46 Not at all interested
- **Graduate degree**: 25 Very interested, 46 Somewhat interested, 23 Not very interested, 6 Not at all interested
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 Brittany's
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.