

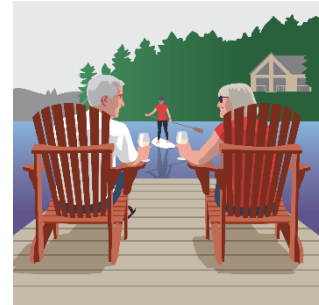
VoterConnect Segments

Federal Election 2025

VoterConnect segments allow us to understand the profile and performance of different voter groups at a six-digit postal code, FSA, riding, or regional level. VoterConnect uses actual voting behaviours projected for every postal code, combined with Environics Analytics' PRIZM® segmentation system and all the rich data linked to PRIZM®. In campaigns, the 15 VoterConnect segments have nuanced profiles informed by demographics, finances, Social Values, health tendencies, views on Canadian symbols and institutions, and their media preferences – which support outreach plans. VoterConnect segments also allow us to assess the performance of a party in any postal code, FSA, or riding by providing indicators of whether overall voter turnout or a party's vote share was high, medium, or low compared to postal codes assigned to the same VoterConnect segment in the region. These segments are a multi-dimensional way to quickly understand which voters are most important locally or regionally, and which ones might be candidates for outreach and on which issues, with data that links directly to the media ecosystem to speed your access to those key voters.

Affluent Families

As the wealthiest segment of voters in the country, Affluent Families typically have teenaged or college-aged children, or are empty-nest couples. They have a low debt-to-asset ratio and live in well-heeled urban and suburban neighbourhoods where the average home value is more than \$1,400,000, or 80% above the national average at year-end 2023. They are avid newspaper readers and are more likely than average to be using LinkedIn. Affluent Families range from 11% to 14% of voters in Ontario, Alberta, and BC, and 4% to 8% of voters in smaller English Canadian provinces. They had high voter turnout (nearly 70% in the 2021 federal election) and tended to vote Conservative in the West, while the Liberals won the popular vote with this segment in Ontario and the Atlantic Provinces.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Markham–Unionville, ON
- Oakville East, ON
- Lac-Saint-Louis, QC
- North Vancouver–Capilano, BC
- Calgary Signal Hill, AB

Aging Heartland

Aging Heartland contains maturing families and empty-nest couples in English Canada’s most prosperous rural communities. This segment had the highest voter turnout in the 2021 federal election with 69% casting a ballot. Climate and environmental initiatives are sure to be hot topics in Aging Heartland, since their Social Values indicate that they are less supportive than average of paying extra for environmental initiatives. Radio still has decent reach with this segment, with Classic Country and Classic Rock formats among their favourites. This was a decidedly Conservative segment, as they won Aging Heartland’s popular vote in every province except for some in the Atlantic region. They represent 4% and 17% of voters in English Canada, depending on the province, with high concentrations in the Prairie provinces.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Huron–Bruce, ON
- Provencher, MB
- Wellington–Halton Hills North, ON
- Ponoka–Didsbury, AB
- Essex, ON

Big City Burbs

Big City Burbs is a collection of prosperous suburbs mainly found in BC, Alberta, and Ontario. They contain well-established immigrant and second-generation professionals and service workers who are raising their children in fast-growing communities. In these three provinces, they represent 9% to 15% of voters and had a below-average voter turnout at approximately 59% in the 2021 federal election. This segment is highly sought-after as they are often found in swing ridings. The Conservatives won this segment handily in Alberta, but the Liberals had a relatively strong showing with Big City Burbs compared to other segments. In BC, the Conservatives also won their popular vote, but the Liberals were not far behind. In Ontario, the Liberals took this segment. While they are likely to call themselves proud Canadians and trust institutions like government, the courts, and schools, they are not very interested in politics. Their Social Values indicate they are risk-takers, tech enthusiasts, and aware of status more than the average Canadian.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Brampton West, ON
- Markham–Thornhill, ON
- Scarborough North, ON
- Richmond Centre–Marpole, BC
- Calgary–Skyview, AB

Célibataires et Couples Âgés

These traditional older singles and couples live in and around Quebec’s cities, mostly outside of the Montreal region. They live in a mix of apartments and houses, and their modest incomes depend on pensions and retirement savings for those not working. With the cost of living relatively low in their communities, they can participate in cultural activities and take the odd trip, though their Social Values indicate that pragmatism and simplicity will be important considerations in decision-making (*Utilitarian Consumerism* and *Aversion to Complexity*). This segment uses traditional broadcast media quite heavily. They make up 20% of the electorate in Quebec and decisively favoured the Bloc Québécois in the 2021 federal election. Turnout was low at 59%.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Sherbrooke, QC
- Rivière-du-Nord, QC
- Shefford, QC

Francophones aux Villages

These empty nesters live in smaller communities around Quebec and New Brunswick. They have modest incomes, but also a low cost of living. Social Values indicate they are fond of their rural and small-town roots, are concerned about environmental degradation, and look to people they respect for guidance. For news, their trust in traditional media has remained or even grown compared to other Canadians, while their confidence in social media is more likely to have diminished. In the 2021 federal election, Francophones aux Villages represented 25% of electors in Quebec and 19% in New Brunswick, with above-average turnout in each of those provinces. In Quebec, they were Bloc Québécois voters, with the Liberals and Conservatives tied for second place.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Gaspésie–Les Îles-de-la-Madeleine–Listuguj, QC
- Laurentides–Labelle, QC
- Acadie–Bathurst, NB

Indigenous Families

About two in three residents identify as Indigenous in these small-town and rural communities. This segment includes most reserves across the country. Most households have children present, with a significant number of multi-generational families. Residents score very strongly on the Social Value *Multiculturalism*, which indicates support for preserving and embracing diversity of cultures and communities. Voter turnout in 2021 was low at 45% and party preference was different region to region, with each of the three largest parties winning the popular vote depending on the province. Indigenous Families are large proportions of voters in the Northwest Territories and Nunavut, while they are 5% or less in the provinces. Given the high concentration of this segment in some ridings, they are a critical force despite their small overall numbers at a national or regional level.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Nunavut, NU
- Desnethé–Missinippi–Churchill River/
Desnethé–Missinippi–Rivière Churchill, SK
- Churchill–Keewatinook Aski, MB

Jeunes en Ville

These well-educated urban Quebecers are a mix of young singles and couples in dense, central neighbourhoods of Montreal and Québec City. They are 13% of the electorate in Quebec. Jeunes en Ville also has high concentrations of racialized populations and immigrants. This segment is strong on *Ecological Concern* and believes in *Active Government*, according to their Social Values. Their engagement with politics tends to be bimodal. A larger than average proportion is highly engaged politically, being more likely to volunteer for a party or attend a demonstration. However, a larger proportion than average also says they are not at all interested in politics. News/Talk is a radio format that, perhaps surprisingly, has good reach with this segment. On balance, voter turnout was 62% - below average, but not the lowest segment. They favoured the Liberals in 2021, with the Bloc Québécois in second, and the NDP third. The NDP achieved their second-highest share of votes with this segment.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Rosemont–La Petite-Patrie, QC
- Laurier–Sainte-Marie, QC
- Québec Centre, QC

Les Familles

Representing 24% of the electorate in Quebec, Les Familles are upper-middle-class families in Quebec’s suburbs. Despite their decent incomes, Les Familles have an above-average debt-to-asset ratio so affordability and interest rates could factor into their day-to-day concerns, although their Social Values indicate they are less worried about their future finances (*Financial Concern Regarding the Future*) and enjoy living for today (*Intuition & Impulse*). When this segment is online, they like to stream music and TV content. They had the highest voter turnout of all segments in Quebec for the 2021 federal election at 68%. Les Familles favoured the Bloc Québécois, with the Liberals finishing second.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Mont-Saint-Bruno–L’Acadie, QC
- Mirabel, QC
- Pierre-Boucher–Les Patriotes–Verchères, QC

Metro Boomers

Metro Boomers are middle-income urban seniors found in English Canada. This segment scores strongly on Social Values like *National Pride*, *Primacy of Environmental Protection*, and *Multiculturalism*, but have varying levels of confidence in our actual institutions like the courts, health system, and schools. They are politically engaged, expressing a high degree of interest and action by contacting politicians, signing petitions, and going to public meetings. Metro Boomers use a variety of media channels and are more likely than average to click online and read direct mail advertising. They typically make up 5% to 13% of voters in each region, and voter turnout was above average in the 2021 federal election at 64%. The Conservatives took this segment in the 2021 federal election in Alberta and Saskatchewan, but the Liberals were the favourite party elsewhere. BC was a particularly competitive three-way race for this segment's votes, with all three major parties within three percentage points of one another.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Burlington, ON
- Winnipeg West, MB
- London Centre, ON
- South Surrey–White Rock, BC
- Calgary Heritage, AB

Modest Metros

As a lower-income segment found in central cities in English Canada, Modest Metros tend to have a variety of household types, with singles, couples, and lone-parent families all being common. Residents are generally on the young side, but a smaller component of older residents also live here. About 10% are Indigenous. With their modest incomes, rent eats up a disproportionately large share of their expenses. Modest Metros voter turnout was second lowest of all segments in the 2021 federal election at 55%. This is a competitive segment for the major parties, with the potential to swing some seats if voters can be mobilized. This segment has real concerns about their personal security as indicated by the Social Values *Fear of Violence* and *Financial Concern Regarding the Future*, combined with low confidence in most of society's institutions. However, they do remain inclusive and optimistic given their belief in *Racial Fusion*, *Introspection & Empathy*, and *Personal Optimism*. When on social media, X and Snapchat are especially popular. In 2021, the NDP eked out wins in popular vote in BC and Manitoba. In 2021, the NDP eked out wins by popular vote in BC and Manitoba. In Ontario, the Liberals won, with the Conservatives and NDP neck-in-neck and only two points behind. Depending on the province, Modest Metros usually represent between 6% to 12% of the electorate.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Edmonton Griesbach, AB
- Hamilton Centre, ON
- London–Fanshawe, ON
- Winnipeg Centre, SK
- Charlottetown, PE

Canadian Mosaic

Canadian Mosaic represents between 8% and 13% of voters in all provinces outside Atlantic Canada and Saskatchewan where this segment's presence is small. These are middle to lower-middle income postal codes in cities that often have large numbers of newcomers. Cost of housing is high for these Canadians, with rent taking a one-third larger share out of the household expenditure budget than average for Canadian tenants, and disposable incomes being 10% below the national average. Canadian Mosaic voters are avid consumers of digital media, using a variety of social media channels and websites to get through their day. This segment was solidly Liberal in Ontario and Quebec, solidly Conservative in Alberta, and competitive between the Liberals and NDP in BC and Manitoba, with the Liberals leading by a small margin. With low voter turnout at 59% in the 2021 federal election, getting this group engaged could help some parties make gains.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Saint-Léonard–Saint-Michel, QC
- Humber River–Black Creek, ON
- Scarborough Centre–Don Valley East, ON
- Surrey Centre, BC
- Vancouver Kingsway, BC

Older Rustic

Older Rustic is found throughout English Canada and contains aging, rural couples with modest incomes. About 10% of this population is Indigenous. This segment makes up just under 10% of the electorate, but in Atlantic Canada and Saskatchewan this segment is much larger– at least 20% of voters belong to the segment. This population tends to suffer from more chronic health conditions and spend more on healthcare than the average. They also spend disproportionately on transportation. This segment favours traditional media but does go online, especially to find deals and listings for items. In almost every province, the Conservatives won this segment. Older Rustic voters turned out at above-average rates during the 2021 federal election (66%).



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Acadie–Annapolis, NS
- Central Newfoundland, NL
- Swift Current–Grasslands–Kindersley, SK
- Haliburton–Kawartha Lakes, ON
- Columbia–Kootenay–Southern Rockies, BC

Second City Suburbs

Middle and upper-middle income families gravitate to these suburban neighbourhoods in English Canada, found mostly around cities other than Toronto and Vancouver. Pocketbook issues are likely top-of-mind with Second City Suburbs, as they have high debt-to-asset ratios, and a larger-than-average share of expenses devoted to childcare. This is definitely a “digital-first” segment, going online to get news, learn about products and services, and find deals. This segment voted Conservative in the 2021 federal election, but the margin with the Liberals in Ontario was under 5%. Second City Suburbs is the largest segment in the country, representing 11% of the electorate with especially high concentrations in Alberta and Saskatchewan. Turnout was an above-average 64% in the 2021 federal election.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Calgary–Shepard, AB
- Barrie South–Innisfil, ON
- Pitt Meadows–Maple Ridge, BC
- Flamborough–Glanbrook–Brant North, ON
- Edmonton Gateway, AB

Suburban Nesters

These late-career or retired couples and singles living in Suburban Nesters surround mid-sized and smaller cities across English Canada. With middle to lower-middle incomes often derived from retirement savings and pensions, their low-debt lifestyles ensure they are comfortable but mindful of pocketbook issues, because they do not always feel secure about their finances, as shown by their high score on the Social Value *Financial Concern Regarding the Future*. Their turnout in the 2021 federal election was, surprisingly for an older segment, below average at 60%. Suburban Nesters turn to TV and radio for entertainment (especially sports and home renovation shows) and news. Flyers are also popular. They voted Liberal in the Atlantic Provinces and Conservative on the Prairies. Their vote share was more hotly contested in Ontario between the Conservatives and Liberals, and in BC between the Conservatives and the NDP. In most provinces, Suburban Nesters represent between 4% and 12% of the electorate.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Courtenay–Alberni, BC
- Similkameen–South Okanagan–West Kootenay, BC
- Sault Ste. Marie–Algoma, ON
- Northumberland–Clarke, ON
- Cape Spear, NL

Young in the City

This segment is characterized by young Canadians starting their careers with good educations, while trying to enjoy what downtown neighbourhoods have to offer. They believe in diversity and equality, scoring strongly on the Social Values *Rejection of Authority*, *Flexible Families*, and *Multiculturalism*. Not surprisingly, this segment is heavily online, using a range of social media channels and websites for many different reasons. However, they do selectively tune in to TV for their favourite shows, and enjoy browsing newspapers– especially real estate sections. The Liberals easily won this segment in the 2021 federal election in both Ontario and Quebec, but in most other provinces it was a battle with the NDP. This was the Conservatives' worst-performing voter segment in nearly every province. Young in the City represent 7% of the electorate nationally, and in the 2021 federal election had a voter turnout of 62% which is about average.



Selected Top Ridings (by percent of eligible voters falling in this segment) – Federal Election 2025:

- Spadina–Harbourfront, ON
- Vancouver Centre, BC
- Calgary Centre, AB
- Ottawa Centre, ON
- Halifax, NS