Leger

Exclusive Canadian Results

Happy Cities

2025 Edition

LEO Survey

Date : 10/ 07 / 2025

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HAPPINESS
INDEX™

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This report provides a snapshot of happiness as perceived by Canadian citizens. Based on a large representative sample, it highlights the regional, generational and social dynamics shaping well-being in 2025.

METHOD	A Web survey was conducted among 39,841 Canadians aged 18 and over who could speak English or French.
WHEN?	Data was collected via LEO, Leger's proprietary panel, from March 31 to April 13, 2025
MARGIN OF ERROR	Although it's not possible to calculate a margin of error for a non-probability Web sample, by way of comparison, a probability sample of 39,841 respondents would have a maximum margin of error of ± 0.33%, 19 times out of 20.
WEIGHTING	Results were weighted **by gender, age and Canadian province** to ensure a representative sample of the population.

Notes

Significant Differences
Numbers in red indicate a statistically significant difference below the complement, while numbers in green indicate a statistically significant difference above the complement.

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

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

Standardized Averages
For analysis and presentation purposes, response averages have been converted to a scale out of 100. On this scale, a score of 1 corresponds to 10/100, a score of 10 to 100/100, and so forth.

Level of Happiness among Canadians

The Leger results presented in this document are **consistent with major national and international surveys**, confirming a **level of happiness that is relatively high** but **stagnant** or **even slightly down compared to the pre-pandemic period**.

Source	Year	Average score /10	Score /100	Notes
Leger poll	2025	6.87	68.7	Sample of 39,841 people
Statistics Canada (ESC)	2021-2023	Approx. 7.0	70	Level of happiness has remained stable for several years
World Happiness Report	2025	6.9	69.0	Canada **ranked 18th in the world**

Level of Happiness among Canadians

A portrait of contrasts: positive momentum amid real vulnerabilities.

Canadians **rate their happiness an average of 68.7 out of 100**.

Beneath this average lies a spectrum of different levels:
- → **49%** say their happiness has **remained stable**
- → **28%** report a **deterioration**
- → **23%** report an **improvement** in the past year.

These results reveal a population that is both **resilient** and **tested**, **affected by everyday uncertainty and challenges**. Happiness, while holding its ground overall, shows signs of fragility.

In Canada, Quebec leads in happiness
- → With an average of 72.4, Quebec ranks first among Canadian provinces, well above the national average.
- → In contrast, Prince Edward Island (66.5) and Manitoba (66.7) rank among the lowest.

Two major Canadian cities are doing well
- → Of Canada's 10 largest cities, only Mississauga (70.3) and Montreal (69.4) surpass the national average happiness index (68.7).

Level of Happiness among Canadians

Young people regain hope

In Canada, young adults report average happiness scores of **65.8 among 18-to-24-year-olds and 66.3 among 25-to-34-year-olds (out of 100)** – below the national average (68.7), yet the trend remains positive.

In fact, young adults are more likely to report an improvement in their well-being over the past year:
→ **39% among 18-to-24 y/o**
→ **36% among 25-to-34 y/o** compared to **20% among respondents 55 and over.**

Conversely, respondents in **the 35-44 and 45-54 age brackets** are more likely to report stagnation or a decline in happiness, with **31% and 32%** respectively, saying their happiness has deteriorated.

There is a sense of well-being emerging among younger age groups. However, this also highlights the importance of supporting adults in mid-life, who are more vulnerable to the pressures of working life.

A persistent gender gap

Women are slightly happier than men: 69.4 vs. 68.0.

They are also more likely to report an improvement in the past year.

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In conclusion: a call to listen, to take meaningful action, and to foster
the conditions that support well-being

This snapshot of happiness across the country reveals a population that is **generally stable**, yet marked by significant disparities across age groups, regions, and living conditions.

Young adults are showing renewed momentum, with a more optimistic perception of their well-being over the past year. In contrast, middle-aged adults appear more vulnerable, showing signs of being emotionally worn-out.

In Canada, Quebec stands out with an average happiness score of 72.4 – well above the national average of 68.7 – while Prince Edward Island (66.5) ranks last.

These contrasts remind us that well-being is both personal and contextual. It depends not only on our ability to care for ourselves, but also on the environments in which we live and grow.

Behind every data point lies a lived experience. It is our collective responsibility – as a society, a community, and as decision-makers – to acknowledge these nuances and to create the conditions that make happiness more accessible, more sustainable, and more equitable.

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Ranking

Ranking Of Canadian Provinces

Average Happiness Index (out of 100)

Rank	Province	Index over 100 2025
1	**Quebec**	72,4
2	**New Brunswick**	70,2
3	**Newfoundland and Labrador**	69,5
4	**Saskatchewan**	68,5
5	**Nova Scotia**	68,2
6	**Alberta**	68,0
7	**British Columbia**	68,0
8	**Ontario**	67,2
9	**Manitoba**	66,7
10	**Prince Edward Island**	66,5
	Canada (average index)	**68,7**

Average index in Canada, 68.7 out of 100

Ranking Of Canada's Top 10 Largest Cities

Average Happiness Index (out of 100)

Rank	Canada's 10 largest cities	Index over 100 2025
1	**Mississauga, Ontario**	70,3
2	**Montreal, Quebec**	69,4
3	**Hamilton, Ontario**	67,5
4	**Calgary, Alberta**	67,4
5	**Brampton, Ontario**	66,7
6	**Ottawa, Ontario**	66,4
7	**Edmonton, Alberta**	66,3
8	**Vancouver, British Columbia**	66,3
9	**Winnipeg, Manitoba**	65,9
10	**Toronto, Ontario**	65,8
	Canada (national average)	**68,7**

Average index in Canada, 68.7 out of 100

Canada's 10 largest cities, as estimated by Statistics Canada on July 1, 2023.
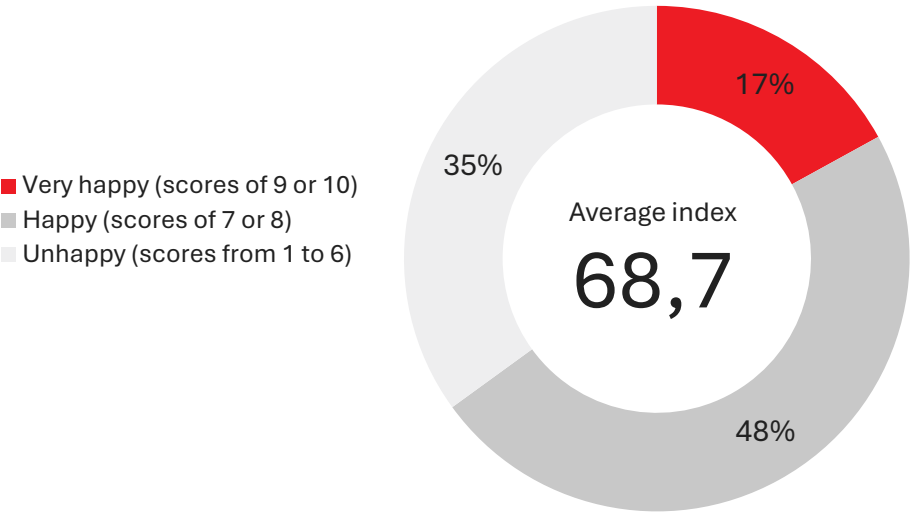
Level of happiness among Canadians

Level of happiness among Canadians

On average, Canadians rate their level of happiness a 68.7 out of 100.
However, beneath this average lie more concerning realities: 28% report feeling less happy than they did a year ago.

On a scale from 1 to 10, how would you rate your overall level of happiness, all things considered?

Base: All respondents - Canada, n=39,841

- Very happy (scores of 9 or 10)
- Happy (scores of 7 or 8)
- Unhappy (scores from 1 to 6)

17%

35%

48%

Average index

68,7

Over the past year, would you say your state or level of happiness has:

Base: All respondents - Canada, n=39,841

23% — Improved
49% — Remained the same
28% — Damaged

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Level of happiness among Canadians

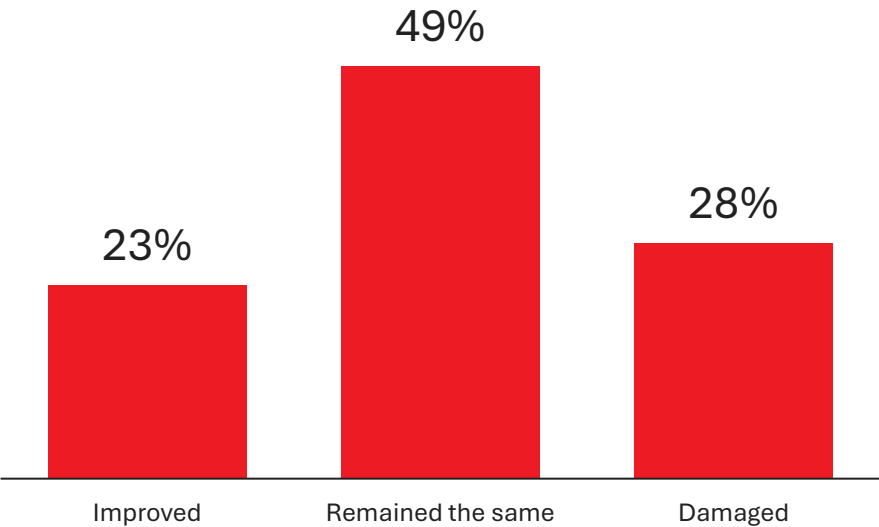## When it comes to happiness in Canada, Quebec and seniors lead the way, scoring 72.4 and 72.5 out of 100.

On a scale from 1 to 10, how would you rate your overall level of happiness, all things considered?
Base: All respondents - Canada, n=39,841

Based on province, gender and age	Total Canada	BC	AB	MB	SK	ONT	QC	NB	NS	PEI	NL	Men	Women	18-24	25-34	35-44	45-54	55+
Index on 100	**68.7**	**68.0**	68.0	**66.7**	68.5	**67.2**	**72.4**	70.2	68.2	66.5	69.5	**68.0**	**69.4**	**65.8**	**66.3**	**65.8**	**66.3**	**72.5**
Very happy (scores of 9-10)	**17%**	17%	16%	17%	18%	**16%**	**20%**	18%	18%	16%	23%	17%	17%	**15%**	**14%**	**13%**	**13%**	**22%**
Happy (scores of 7-8)	**48%**	47%	47%	**43%**	46%	**45%**	**54%**	47%	47%	49%	**31%**	**46%**	**49%**	**41%**	**45%**	**45%**	47%	**51%**
Unhappy (scores of 1-6)	**35%**	37%	37%	**40%**	36%	**39%**	**26%**	35%	35%	35%	46%	**37%**	**34%**	**44%**	**41%**	**42%**	**40%**	**26%**

The past year has been more positive for those under 45.

Over the past year, would you say your state or level of happiness has:
Base: All respondents - Canada, n=39,841

Based on province, gender and age	Total Canada	BC	AB	MB	SK	ONT	QC	NB	NS	PEI	NL	Men	Women	18-24	25-34	35-44	45-54	55+
Improved	**23%**	22%	24%	24%	21%	23%	**24%**	24%	20%	21%	**17%**	**22%**	**24%**	**39%**	**36%**	**27%**	**20%**	**14%**
Remained the same	**49%**	50%	**46%**	49%	50%	**46%**	**54%**	46%	50%	50%	**57%**	49%	49%	**30%**	**36%**	**42%**	48%	**62%**
Damaged	**28%**	28%	**30%**	27%	29%	**31%**	**22%**	30%	30%	30%	25%	**29%**	**27%**	31%	28%	**31%**	**32%**	**24%**

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Respondent
profile

CANADA

base n=39,841

Type

Men
49%

Women
51%

Provinces

British Columbia	Alberta	Manitoba /Saskatchewan	Ontario	Quebec	Atlantic Canada
14%	11%	6%	39%	23%	7%

Age

Between 18 and 34	27%
Between 35 and 54	32%
55 and over	41%

Education level

Highschool or less	31%
College	39%
University	31%

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