



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from May 31 to June 3, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

Below is a list of institutions and features that can elicit feelings of pride among Canadians. For each one, please say if it makes you proud.

- The Canadian flag – 93%
- The Canadian Armed Forces – 89%
- The Canadian economy – 80%
- The health care system – 77%
- Hockey – 72%
- State of democracy in Canada – 70%
- Multiculturalism – 66%
- Indigenous Culture – 56%
- Bilingualism – 55%
- The monarchy – 47%
- Parliament – 45%
- The Canadian justice system – 40%

Flag, Armed Forces and Economy Make Canadians Proudest

Only two-in-five respondents in the country say they are proud of the Canadian justice system.

Vancouver, BC [June 28, 2019] – Three institutions and features of Canadian life are more likely to elicit feelings of pride among the country's citizens, a new Research Co. poll has found.

In the online survey of a representative national sample, at least four-in-five Canadians say they are proud of the Canadian flag (93%), the Canadian Armed Forces (89%) and the Canadian economy (80%).

At least seven-in-ten Canadians are proud of the health care system (77%), hockey (72%) and the state of democracy in Canada.

“Men are significantly more likely than women (83% to 71%) to say that the health care system makes them proud,” says Mario Canseco, President of Research Co. “And while 90% of Ontarians are proud of the health care system, the rating plummets to 59% in Alberta and 58% in Quebec.”

More than half of Canadians say they are proud of multiculturalism (66%, including 73% in British Columbia), Indigenous culture (56%, including 63% in British Columbia) and bilingualism (55%, including 64% in Quebec).

The lowest ranked institutions and features included in this survey are the monarchy (47%), Parliament (45%) and the Canadian justice system (40%).

The monarchy has its highest rating in Alberta (57%) and its lowest in Quebec (22%). Parliament fares particularly poorly in Manitoba and Saskatchewan (31%), while fewer than three-in-ten British Columbians (27%) are proud of Canada's justice system.

When the findings are compared to a [similar online survey conducted in 2008](#), four institutions and features show the largest improvement on a Canada-wide basis:

- Parliament (from 32% in 2008 to 45% in 2019).
- The state of democracy in Canada (from 57% in 2008 to 70% in 2019)
- The Canadian economy (from 62% in 2008 to 80% in 2019).
- The health care system (from 50% in 2008 to 77% in 2019).



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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