

Methodology:

Results are based on an online study conducted from June 26 to June 28, 2020, 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 – 82% (-11)
The health care system – 75% (-2)
The Canadian Armed Forces – 74% (-15)
Multiculturalism – 71% (+5)
State of democracy in Canada – 66% (-4)
Hockey – 64% (-8)
Indigenous Culture – 62% (+6)
Bilingualism – 61% (+6)
The Canadian justice system – 55% (+15)
The Canadian economy – 53% (-27)
Parliament – 53% (+8)
The monarchy – 40% (-7)

Flag First, Monarchy Last in List of What Makes Canadians Proud

The proportion of Canadians who say the monarchy makes them proud fell by seven points since 2019.

Vancouver, BC [July 3, 2020] – The perceptions of Canadians on specific institutions and features of the country went through noticeable changes over the past year, a new Research Co. poll has found.

In the online survey of a representative national sample, more than four-in-five Canadians (82%) say they are proud of the Canadian flag. This represents an 11-point decrease since a similar Research Co. poll [conducted in June 2019](#).

More than seven-in-ten Canadians express pride in the health care system (75%, -2), the Canadian Armed Forces (74%, -15) and multiculturalism (71%, +5).

More than three-in-five Canadians say they are proud of the state of democracy in Canada (66%, -4), hockey (64%, -8) indigenous culture (62%, +6) and bilingualism (61%, +6).

“Compared to last year, there are significant fluctuations in the way Canadians feel about features and institutions of the country that elicit inclusiveness and togetherness,” says Mario Canseco, President of Research Co. “There is a deeper appreciation this year for multiculturalism, Indigenous culture and bilingualism than what we saw in 2019.”

Just over half of Canadians express pride in the Canadian justice system (55%, +15), the Canadian economy (53%, -27), Parliament (53%, +8) and the monarchy (40%, -7).

The monarchy is once again the lowest rated item on this list. Women (45%) and British Columbians (50%) are more likely to say that this particular institution elicits feelings of pride than men (35%) and Quebecers (31%).

Quebec posts the highest rating of any region for bilingualism (71%) and the lowest for the health care system (61%).

Two thirds of Ontarians and British Columbians (67% each) say that indigenous culture elicits feelings of pride, followed by residents of Atlantic Canada (60%), Quebec (58%), Alberta (56%) and Saskatchewan and Manitoba (55%).

Canadians aged 18-to-34 are more likely to be proud of multiculturalism (77%) than those aged 35-to-54 (70%) and those aged 55 and over (66%).



There are some major differences along political lines on two items. Large majorities of Canadians who voted for the Liberal Party in the 2019 federal election say they are proud of Parliament (72%) and the Canadian justice system (66%).

Significantly fewer Canadians who cast ballots for the Conservative Party and the New Democratic Party (NDP) feel the same way about Parliament (41% and 42% respectively) and the Canadian justice system (54% and 43% respectively).

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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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