



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from June 18 to June 20, 2022, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

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 – 78% (+1)
Multiculturalism – 69% (-1)
Hockey – 68% (+2)
The Canadian Armed Forces – 65% (-2)
Bilingualism – 59% (=)
The health care system – 58% (-8)
Indigenous culture – 58% (-4)
State of democracy in Canada – 57% (-5)
The Canadian economy – 49% (=)
The Canadian justice system – 49% (-3)
Parliament – 45% (-5)
The monarchy – 37% (+3)

Flag First, Health Care Down as Canadians Assess Sources of Pride

Fewer than half of Canadians say Parliament (45%) and the Monarchy (37%) make them proud.

Vancouver, BC [June 28, 2022] – While Canadians continue to rank the flag as their main source of pride, perceptions on the country's health care system have dropped dramatically since 2021, a new Research Co. poll has found.

The online survey of a representative national sample asks Canadians to say if 12 institutions and features elicit feelings of pride among them.

Just under four-in-five Canadians (78%, +1 since a similar Research Co. poll [conducted in 2021](#)) say they are proud of the flag.

More than two thirds of Canadians express pride in multiculturalism (69%, -1) and hockey (also 68%, +2).

Majorities of Canadians are proud of five other institutions and features: the Canadian Armed Forces (65%, -2), bilingualism (59%, =), the health care system (58%, -8), Indigenous culture (also 58%, -4) and the state of democracy in Canada (57%, -5).

Just under half of Canadians express pride in the Canadian economy (49%, =) and the Canadian justice system (also 49%, -3). The ranking is lower for Parliament (45%, -5) and the Monarchy (37%, +3).

“[Three years ago](#), 77% of Canadians were proud of the health care system,” says Mario Canseco, President of Research Co. “In 2022, the proportion has dropped by 19 points to 58%.”

Men are significantly more likely to say that the health care system is a source of pride (66%) than women (51%). On a regional basis, the health care system scores best in Ontario (71%), followed by Alberta (69%), British Columbia (59%), Atlantic Canada (51%), Saskatchewan and Manitoba (50%) and Quebec (45%).

While 57% of Canadians are proud of the state of democracy in Canada, there are significant differences across the political spectrum. Fewer than half of Conservative Party voters in the 2021 federal election (48%) say the state of democracy in Canada is source of pride. The rating is higher among Canadians who voted for the New Democratic Party (NDP) (55%) or the Liberal Party (79%) last year.

More than half of Ontarians (54%) are proud of Parliament. The rating on this question is lower in Quebec (46%), Atlantic Canada



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(42%), British Columbia (41%), Alberta (35%) and Saskatchewan and Manitoba (31%).

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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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