

## **Methodology:**

Results are based on an online survey conducted from December 1 to December 3, 2023, 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.

## **How important is each of the following to you personally? – Religion**

Very important – 25% (=)  
Moderately important – 23% (=)  
Not too important – 25% (+4)  
Not important at all – 27% (-4)

## **No Change on the Importance of Religion Across Canada**

More than a third of Canadians (37%) say they are agnostic, atheist or profess no religion.

Vancouver, BC [December 8, 2023] – Religion is not regarded as a major component of life by three-in-four Canadians, a new Research Co. poll has found.

In the online survey of a representative national sample, one-in-four Canadians (25%) say religion is personally “very important” to them, unchanged since a similar Research Co. poll [conducted in November 2022](#).

The proportion of Canadians who consider religion as “very important” is highest in Ontario (29%) and Atlantic Canada (28%). The proportions are lower in Alberta (25%), Saskatchewan and Manitoba (also 25%), Quebec (20%) and British Columbia (also 20%).

More than seven-in-ten Canadians (73%, -8) say family is personally “very important” to them. The rating is lower for friends (49%, -11), country (45%, -2), career (32%, -4) and affluence (13%, -1).

More than a quarter of Canadians aged 55 and over (27%, +5) say religion is “very important” to them personally. The numbers are similar for those aged 18-to-34 (26%, -1) and lower among Canadians aged 35-to-54 (21%, -4).

As was the case in 2022, about half of Canadians (49%, +1) describe their religion as Christian. Just over a third (34%, -3) say they are agnostic, atheist or profess no religion.

“British Columbia is home to the largest proportion of Canadians (41%) who do not participate in any religion,” says Mario Canseco, President of Research Co. “The numbers are also particularly high in Alberta (40%), Saskatchewan and Manitoba (38%) and Quebec (36%)”.

Across the country, more than one-in-five Canadians (22%, +7) say they attend religious gatherings at least once a week. One third (33%, -7) only do so for special events, such as weddings, funerals or baptisms, and three-in-ten (30%, -2) never visit a church, temple or synagogue.

Almost three-in-ten Canadians who voted for the Conservative Party in 2021 (28%) attend religious services once a week or more often. The proportions are lower among those who cast ballots for



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the Liberal Party (22%) and the New Democratic Party (NDP) (19%) in the last federal election.

More than half of Canadians (55%, +2) describe themselves as “very spiritual” or “moderately spiritual”—a proportion that rises to 58% among women and to 59% among Canadians aged 18-to-34.

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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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