

**Methodology:**

Results are based on an online study conducted from June 23 to June 25, 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.

**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% (+2)  
The Canadian Armed Forces – 72% (+2)  
Hockey – 71% (-1)  
Multiculturalism – 65% (-9)  
Indigenous culture – 63% (-3)  
Bilingualism – 58% (-6)  
State of democracy in Canada – 55% (-6)  
The Canadian justice system – 48% (-2)  
The health care system – 48% (-4)  
Parliament – 38% (-7)  
The monarchy – 35% (+1)  
The Canadian economy – 34% (-8)

**Canadians Becoming Less Proud of Economy and Multiculturalism**

*The flag, the Armed Forces and hockey remain at the top the list of sources of pride for the country's residents.*

Vancouver, BC [July 5, 2024] – Over the past year, the perceptions of Canadians on two institutions and features of the country have become significantly more negative, a new Research Co. poll has found.

In the online survey of a representative national sample, 65% of Canadians say multiculturalism makes them proud, down nine points since a similar Research Co. survey [conducted in June 2023](#).

Canadians of European descent are less likely to be proud of multiculturalism (64%) than their counterparts whose origins are Indigenous (73%), East Asian (also 73%) and South Asian (84%).

Only 34% of Canadians (-8) say the Canadian economy makes them proud. Almost half of those who voted for the Liberal Party in 2021 (48%) are proud of the Canadian economy, compared to 32% among New Democratic Party (NDP) voters and 31% among Conservative Party voters in the last federal election.

"[In 2019](#), four-in-five Canadians (80%) said they were proud of the national economy," says Mario Canseco, President of Research Co. "The proportion has fallen by 46 points since then."

More than four-in-five Canadians (82%, +2) say the Canadian flag makes them proud, and more than seven-in-ten feel the same way about the Canadian Armed Forces (72%, +2) and hockey (71%, -1).

More than half of Canadians are proud of Indigenous culture (63%, -3), bilingualism (58%, -6) and the state of democracy in Canada (55%, -6).

Bilingualism is more likely to be a source of pride for Canadians aged 18-to-34 (69%) than for their counterparts aged 35-to-54 (53%) and aged 55 and over (51%).

Fewer than half of Canadians are proud of the Canadian justice system (48%, -2) and the health care system (also 48%, -2).

Fewer than half of residents of Atlantic Canada (28%), Saskatchewan and Manitoba (34%) and Quebec (46%) say the health care system makes them proud. The proportions are higher in Alberta (50%), British Columbia (52%) and Ontario (57%).



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Fewer than two-in-five Canadians are proud of Parliament (38%, -7) and the monarchy (35%, -8).

Only 28% of Canadians who voted for the Conservatives in 2021 are proud of Parliament, compared to 28% for those who supported the New Democrats and 43% for those who voted for the Liberals.

The monarchy is more likely to be a source of pride for residents of British Columbia (45%). The proportions are lower in Ontario (39%), Saskatchewan and Manitoba (35%), Alberta (29%), Quebec (32%) and Atlantic Canada (25%).

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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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