

#### Methodology:

Results are based on an online survey conducted from June 14 to June 16, 2025, among 1,002 adults in Canada. The data has been statistically weighted according to 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 – 79% (-3)  
 Hockey – 72% (+1)  
 The Canadian Armed Forces – 66% (-6)  
 Multiculturalism – 63% (-2)  
 Bilingualism – 61% (+3)  
 Indigenous culture – 61% (-2)  
 State of democracy in Canada – 58% (+3)  
 The health care system – 53% (+5)  
 The Canadian justice system – 49% (+1)  
 Parliament – 48% (+10)  
 The Canadian economy – 40% (+6)  
 The monarchy – 39% (+4)

#### Flag and Hockey Remain Biggest Sources of Pride for Canadians

*The health care system, the Canadian economy and Parliament show the biggest gains over the past year.*

Vancouver, BC [June 26, 2025] – The flag remains at the top of the list of sources of pride for Canadians, a new Research Co. poll has found.

In the online survey of a representative national sample, 79% of Canadians say the flag makes the proud, down three points since a similar Research Co. poll [conducted in June 2024](#).

Only four other institutions and features elicit feelings of pride among more than three-in-five Canadians: hockey (72%, +1), the Canadian Armed Forces (66%, -6), multiculturalism (63%, -2) and Indigenous culture (61%, -2).

"Pride in multiculturalism among Canadians has dropped from 74% [in 2023](#) to 63% in 2025," says Mario Canseco, President of Research Co. "Perceptions are highest in Atlantic Canada (77%) and lowest in British Columbia (57%)."

Canadians of East Asian descent are more likely to say multiculturalism makes them proud (71%) than their counterparts whose origins are European (63%), South Asian (also 63%) and Indigenous (61%).

More than half of Canadians are proud of the state of democracy in Canada (58%, +3) and the health care system (53%, +5).

The rating is lower for the Canadian justice system (49%, +1), Parliament (48%, +10), the Canadian economy (40%, +6) and the monarchy (39%, +4).

Pride in the health care system is highest in Ontario and Alberta (60% and 58% respectively) and lowest in British Columbia and Quebec (47% and 45% respectively).

While two thirds of Canadians who voted for the Liberal Party in this year's federal election (66%) are proud of Parliament, the proportion drops to 49% among those who cast ballots for the Conservative Party and to 40% among those who supported the New Democratic Party (NDP).

Men (43%) and Canadians aged 55 and over (also 43%) are more likely to express pride in the Canadian economy than women (37%), Canadians aged 35-to-54 (38%) and Canadians aged 18-to-34 (39%).



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The monarchy has a particularly low pride rating in Quebec (29%) and among Canadians aged 35-to-54 (32%).

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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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