

Methodology:

Results are based on an online survey conducted from June 14 to June 16, 2026, 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 – 80% (+1)

Hockey – 75% (+3)

The Canadian Armed Forces – 74% (+8)

Multiculturalism – 65% (+2)
Indigenous culture – 64% (+3)

State of democracy in Canada – 62% (+4)

Bilingualism – 61% (=)

The health care system – 58% (+5)

Parliament – 53% (+5)

The Canadian justice system – 53% (+4)

The Canadian economy – 46% (+6)

The monarchy – 41% (+2)

Canadians Particularly Proud of Flag, Hockey and Armed Forces

Pride in the Canadian economy improves, but opposition voters are not as buoyant as those who backed the Liberal Party in 2025.

Vancouver, BC [June 25, 2026] – The proportion of Canadians who express pride in specific institutions and features of the country has increased markedly since 2025, a new Research Co. poll has found.

In the online survey of a representative national sample, four-in-five Canadians (80%, +1 since a similar Research Co. poll [conducted in June 2025](#)) say the flag makes them proud.

Six other institutions and features elicit feelings of pride among more than three-in-five Canadians: hockey (75%, +3), the Canadian Armed Forces (74%, +8), multiculturalism (65%, +2), Indigenous culture (64%, +3), the state of democracy in Canada (62%, +4) and bilingualism (61%, =).

More than half of Canadians say they are proud of the health care system (58%, +5), Parliament (53%, +5) and the Canadian justice system (also 53%, +4).

Only two of the 12 institutions and features tested are below the 50% threshold on eliciting feelings of pride among Canadians: the Canadian economy (46%, +6) and the monarchy (41%, +2).

The growth in feelings of pride towards the Canadian Armed Forces is driven primarily by respondents in British Columbia (82%), Alberta (81%) and Ontario (78%). The proportions are lower in Quebec (66%), Saskatchewan and Manitoba (65%) and Atlantic Canada (64%).

More than four-in-five Canadians of East Asian descent (81%) say they are proud of multiculturalism. Smaller majorities of Canadians whose heritage is South Asian (68%), European (62%) and Indigenous (57%) share the same view.

The state of democracy in Canada is a source of pride for more than four-in-five Canadians who voted for the Liberal Party in the 2025 federal election (83%). The proportion drops to 60% among those who supported the New Democratic Party (NDP) and to 48% among those who voted for the Conservative Party.

Just over two thirds of British Columbians (67%) say the health care system makes them proud. The results are lower in Alberta (60%), Ontario (also 60%), Saskatchewan and Manitoba (54%), Quebec (52%) and Atlantic Canada (46%).



“There is deep disappointment among opposition voters when assessing the Canadian economy,” says Mario Canseco, President of Research Co. “While 61% of Liberal voters say it is a source of pride, only 38% of Conservatives and 33% of New Democrats feel the same way.”

Pride in the monarchy is highest among Canadians aged 18-to-34 (46%) and falls among Canadians aged 35-to-54 (42%) and aged 55 and over (37%).

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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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