

Report

Canadian National Pride

A survey of Canadians

NATIONAL POST

June 22, 2026



Methodology

This week, we conducted a survey of Canadians to explore their views and experiences related to their national pride.

Method

Online survey among Canadian respondents 18 years of age or older. (**n= 1,528**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **June 19 to June 22, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.5%**, (19 times out of 20).

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact one of the following people:

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Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

LEGER POLL
Published on
April 26, 2025

OFFICIALS RESULTS
2025 Canada
Federal Election

	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Some of **the key highlights** of our survey...

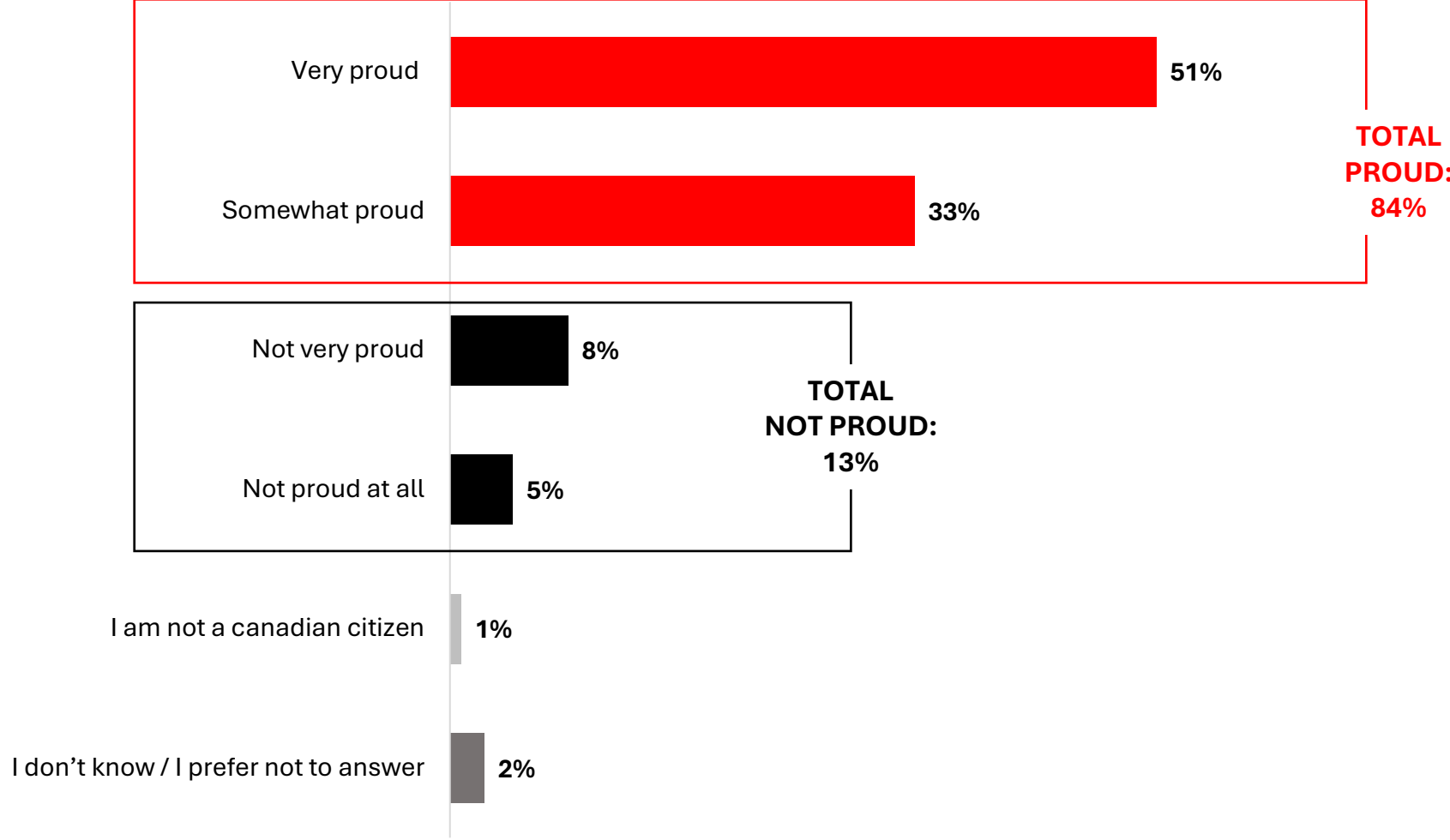
- **National pride remains strong: 84% of Canadians say they are proud to be Canadian, including 51% who are very proud.** Total pride is stable compared to June 2025 (+1), while the share who are very proud has increased by 6 points. Canadians aged 55+ (90%), women (87%) and Liberal voters (96%) are the most likely to say they are proud.
- Canadians are more likely to say their pride is unchanged : **43% say their level of pride in Canada has not changed, while 34% feel more proud and 23% feel less proud than a few years ago.** Albertans (36%) and Conservative voters (48%) are the most likely to feel less proud.
- Most Canadians are confident in Canada's long-term future: **74% believe Canada will still exist with its current borders and provinces 50 years from now,** compared to 15% who do not and 11% who are unsure.
- **Views on Confederation are mixed: 23% say Confederation treats all regions fairly, while 19% say it is unfair to some regions but works well enough to leave as is.** Similar proportions point to specific regional imbalances: 18% say Confederation favours Central Canada at the expense of other regions, 17% say it is particularly unfair to the Western provinces and 32% are unsure. Respondents that are proud of being Canadian are more likely to say that Confederation treats all regions fairly (25%). **These views are regionally driven:** Albertans (37%) and British Columbians (31%) are especially likely to say Confederation is unfair to the West, while Quebecers are most likely to say it is unfair to Quebec (24%).

National Pride

National Pride as a Canadian (1/2)

CPOST1. To what extent are you proud to be a Canadian?

Base: All respondents (n=1,528)



National Pride as a Canadian (2/2)

CPOST1. To what extent are you proud to be a Canadian?

Base: All respondents (n=1,528)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2025	Gap
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629	1,580	
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715	1,580	
TOTAL PROUD	84%	82%	81%	84%	87%	82%	89%	80%	87%	75%	83%	90%	83%	+1
Very proud	51%	57%	38%	53%	56%	51%	56%	48%	53%	31%	46%	66%	45%	+6
Somewhat proud	33%	25%	42%	31%	30%	30%	32%	32%	34%	44%	37%	23%	38%	-5
TOTAL NOT PROUD	13%	17%	14%	13%	10%	16%	9%	18%	9%	20%	13%	8%	15%	-2
Not very proud	8%	9%	9%	8%	9%	8%	8%	11%	6%	13%	9%	5%	11%	-3
Not proud at all	5%	8%	4%	5%	2%	8%	1%	7%	2%	7%	5%	3%	4%	+1
I am not a Canadian citizen	1%	0%	0%	1%	1%	0%	1%	0%	1%	2%	1%	0%	0%	+1
I don't know / I prefer not to answer	2%	1%	6%	2%	2%	2%	1%	2%	3%	3%	3%	2%	1%	+1

National Pride as a Canadian – *By Voting Intentions*

CPOST1. To what extent are you proud to be a Canadian?

Base: All respondents (n=1,528)

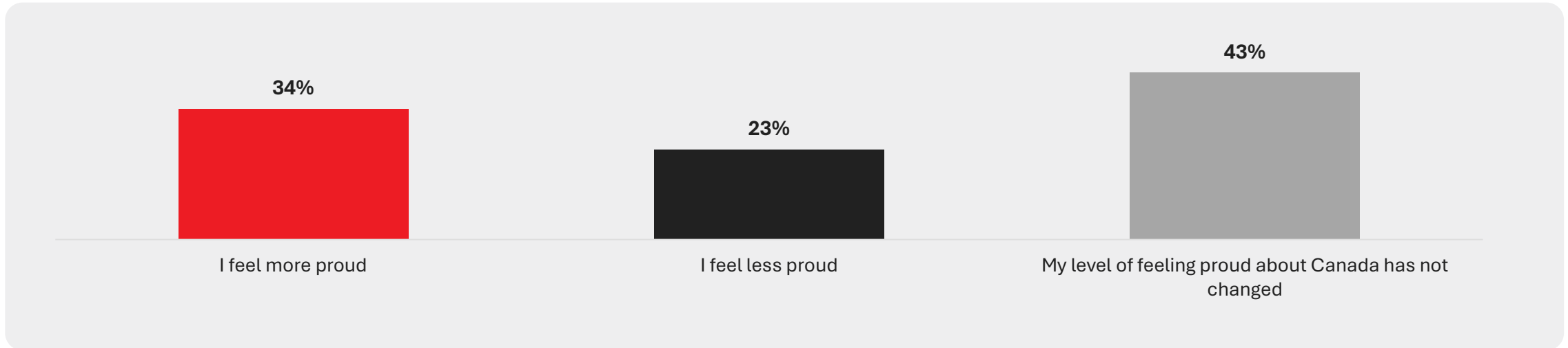


	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
TOTAL PROUD	84%	96%	76%	75%	64%	91%
Very proud	51%	70%	40%	36%	20%	44%
Somewhat proud	33%	26%	37%	38%	45%	47%
TOTAL NOT PROUD	13%	4%	21%	25%	25%	7%
Not very proud	8%	2%	14%	21%	15%	2%
Not proud at all	5%	1%	8%	4%	10%	5%
I am not a Canadian citizen	1%	0%	1%	0%	0%	0%
I don't know / I prefer not to answer	2%	0%	2%	0%	10%	1%

Pride in Being Canadian Over the Past Few Years

CPOST2. Compared to a few years ago are you more proud of being Canadian or living in Canada, less proud or has your level of pride about Canada not changed?*

Base: All respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2025	Gap
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629	1,580	
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715	1,580	
I feel more proud	34%	31%	32%	36%	39%	25%	35%	35%	32%	35%	27%	38%	34%	=
I feel less proud	23%	24%	19%	24%	21%	36%	19%	25%	21%	28%	25%	19%	21%	+2
My level of feeling proud about Canada has not changed	43%	45%	49%	40%	40%	38%	46%	40%	46%	37%	48%	43%	45%	-2

Note: In 2025, the question was "In the past 2-3 months are you more proud of being Canadian or living in Canada, less proud or your pride in Canada not changed?"

Pride in Being Canadian Over the Past Year – *By Voting Intentions*

CPOST2. Compared to a few years ago are you more proud of being Canadian or living in Canada, less proud or has your level of pride about Canada not changed?*

Base: All respondents (n=1,528)

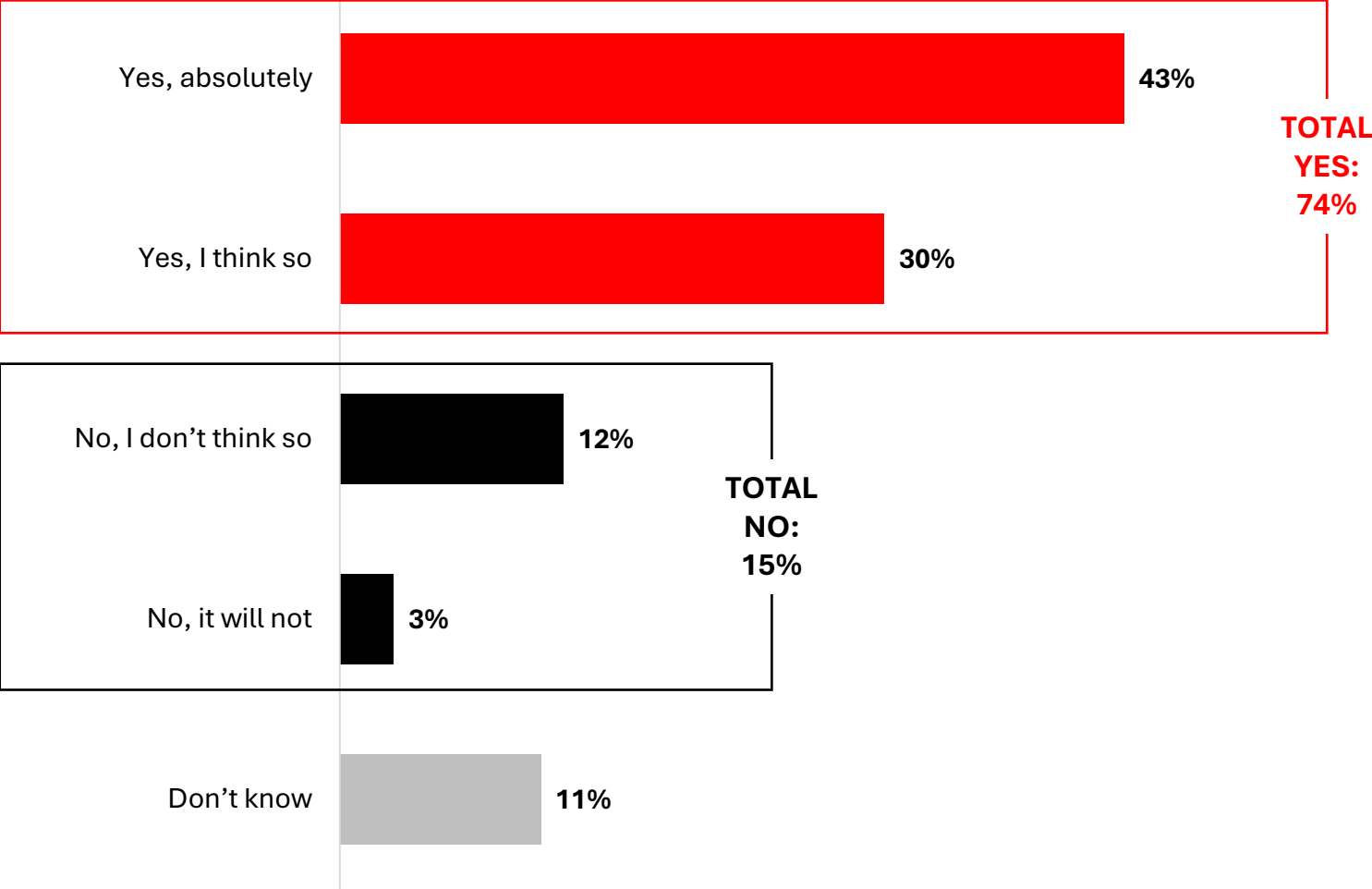
						
	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
I feel more proud	34%	54%	17%	39%	25%	38%
I feel less proud	23%	7%	48%	24%	14%	23%
My level of feeling proud about Canada has not changed	43%	39%	35%	37%	61%	39%

Note: In 2025, the question was "In the past 2-3 months are you more proud of being Canadian or living in Canada, less proud or your pride in Canada not changed?"

Confidence in Canada's Long-Term Future (1/2)

CPOST3. Do you think Canada, with its current borders and provinces, will still exist 50 years from now?

Base: All respondents (n=1,528)



Confidence in Canada's Long-Term Future (2/2)

CPOST3. Do you think Canada, with its current borders and provinces, will still exist 50 years from now?






Base: All respondents (n=1,528)

	Total CANAD A												National Pride as a Canadian		Pride Compared to a Few Years Ago		
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Proud	Not proud	More proud	Less proud	Unchanged
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629	1,280	198	515	355	658
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715	1,284	198	583	339	606
TOTAL YES	74%	71%	73%	74%	66%	72%	79%	72%	75%	72%	73%	75%	81%	34%	92%	45%	75%
Yes, absolutely	43%	51%	38%	45%	45%	43%	45%	42%	45%	36%	41%	50%	50%	13%	64%	17%	41%
Yes, I think so	30%	20%	35%	29%	21%	30%	33%	30%	30%	37%	31%	25%	31%	21%	28%	28%	33%
TOTAL NO	15%	17%	14%	15%	25%	17%	13%	18%	13%	17%	17%	13%	9%	53%	5%	42%	9%
No, I don't think so	12%	8%	13%	12%	23%	12%	10%	14%	11%	16%	13%	9%	8%	37%	4%	31%	8%
No, it will not	3%	9%	1%	3%	2%	4%	3%	4%	2%	1%	3%	4%	1%	15%	0%	11%	1%
Don't know	11%	12%	13%	11%	9%	11%	9%	10%	12%	11%	11%	12%	9%	14%	3%	13%	16%

Confidence in Canada’s Long-Term Future – *By Voting Intentions*

CPOST3. Do you think Canada, with its current borders and provinces, will still exist 50 years from now?

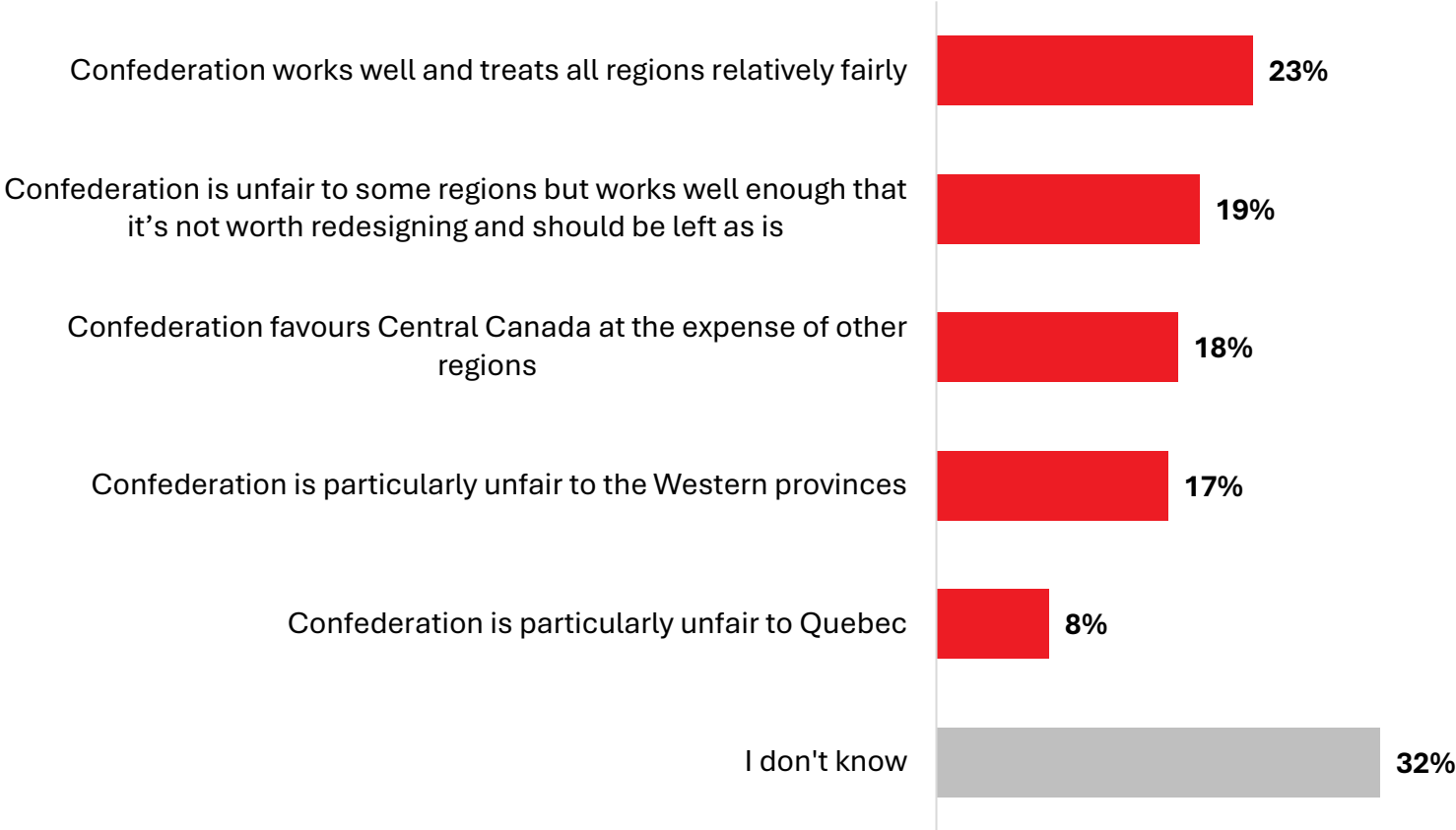
Base: All respondents (n=1,528)

						
	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
TOTAL YES	74%	91%	58%	75%	66%	81%
Yes, absolutely	43%	61%	28%	40%	25%	37%
Yes, I think so	30%	29%	30%	36%	40%	44%
TOTAL NO	15%	4%	32%	11%	21%	7%
No, I don’t think so	12%	4%	23%	10%	18%	7%
No, it will not	3%	0%	8%	1%	3%	0%
Don’t know	11%	5%	10%	14%	13%	11%

Confidence in Canada's Future as a Unified Country (1/2)

CPOST4. Many provincial separatists argue that Canada's system of Confederation is designed unfairly to benefit some regions and take advantage of others. From the following statements pick as many options below as reflect your thinking on the matter:

Base: All respondents (n=1,528)



Confidence in Canada's Future as a Unified Country (2/2)

CPOST4. Many provincial separatists argue that Canada's system of Confederation is designed unfairly to benefit some regions and take advantage of others. From the following statements pick as many options below as reflect your thinking on the matter:






Base: All respondents (n=1,528)

	Total CANADA												National Pride as a Canadian		Pride Compared to a Few Years Ago		
		ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Proud	Not proud	More proud	Less proud	Unchanged
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629	1,280	198	515	355	658
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715	1,284	198	583	339	606
Confederation works well and treats all regions relatively fairly	23%	22%	21%	27%	20%	25%	17%	28%	18%	20%	18%	29%	25%	15%	33%	12%	21%
Confederation is unfair to some regions but works well enough that it's not worth redesigning and should be left as is	19%	24%	18%	21%	17%	19%	16%	19%	19%	17%	19%	21%	20%	16%	24%	15%	17%
Confederation favours Central Canada at the expense of other regions	18%	31%	10%	13%	19%	27%	28%	22%	13%	15%	19%	18%	16%	30%	17%	25%	14%
Confederation is particularly unfair to the Western provinces	17%	12%	8%	10%	28%	37%	31%	21%	13%	12%	19%	19%	14%	34%	11%	36%	11%
Confederation is particularly unfair to Quebec	8%	2%	24%	3%	3%	3%	6%	10%	7%	14%	5%	7%	7%	14%	7%	12%	7%
I don't know	32%	34%	32%	38%	34%	15%	30%	23%	41%	39%	37%	24%	32%	23%	24%	25%	43%

Confidence in Canada’s Future as a Unified Country – *By Voting Intentions*

CPOST4. Many provincial separatists argue that Canada’s system of Confederation is designed unfairly to benefit some regions and take advantage of others. From the following statements pick as many options below as reflect your thinking on the matter:

Base: All respondents (n=1,528)

						
	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
Confederation works well and treats all regions relatively fairly	23%	37%	12%	35%	11%	11%
Confederation is unfair to some regions but works well enough that it’s not worth redesigning and should be left as is	19%	24%	15%	32%	16%	28%
Confederation favours Central Canada at the expense of other regions	18%	12%	31%	17%	25%	12%
Confederation is particularly unfair to the Western provinces	17%	10%	37%	5%	8%	13%
Confederation is particularly unfair to Quebec	8%	5%	6%	4%	47%	23%
I don't know	32%	25%	24%	23%	19%	33%

Respondent Profile

Respondent profiles

(Base n=1,528)

The table below presents the Canadian distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	780	746
Female	748	782

Language (Mother Tongue)

	Unweighted	Weighted
French	360	302
English	1,031	1,097
Other	136	127

Age

	Unweighted	Weighted
18 to 34	371	407
35 to 54	442	492
55+	715	629

Province

	Unweighted	Weighted
British Columbia	151	213
Alberta	126	169
Manitoba/Saskatchewan	125	98
Ontario	612	592
Quebec	414	353
Atlantic	100	103

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

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Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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