

Has Donald Trump unwittingly sent pride soaring in Canada? Survey Reveals new levels of pride in being Canadian and looks like Quebecers are discovering their inner Canadian

Jack Jedwab

President and CEO, Metropolis Institute and the Association for Canadian Studies

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Introduction

In the weeks since he was sworn in as the 47th U.S. President, Donald Trump has evoked the idea of annexing Canada, which he refers to persistently as “the 51st state”. He referred insultingly to Prime Minister Justin Trudeau as “governor” and stated that, “Canada and the United States, that would really be something... you get rid of that artificially drawn line, and you take a look at what that looks like, and it would also be much better for national security.”

The imposition of substantial tariffs on Canadian imports to the US has further exacerbated tensions between the two countries. But it has also given rise to a significant display of pride in being Canadian which according to a March 2025 survey by Leger Marketing for the Association for Canadian Studies likely reached a new height across the country and seemingly drawn out the inner Canadian in a lot of Quebecers. Over the past 12 months pride in being Canadian has jumped from 80% to 86% and with few exceptions has transcended all regions and demographics.

Ironically, President Trump has united Canadians and strengthened resolve and cohesion in ways that the country’s leading voices for Canadian unity have rarely proven able

The survey was conducted by Leger for the Association for Canadian Studies with 1548 respondents in Canada over the period March 1 and 2, 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1539 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

Pride in being Canadian soars to 86% with increases across gender and age cohorts since election of Donald Trump

| I am proud to be Canadian. | Total | Male | Female | 18-34 | 35-54 | 55+ |
|----------------------------|-------|------|--------|-------|-------|-----|
| March 1 and 2 2025 | 86% | 84% | 87% | 75% | 86% | 92% |
| November 2024 | 80% | 77% | 82% | 67% | 77% | 89% |
| May 17-20 2024 | 80% | 78% | 83% | 72% | 75% | 90% |

Pride in being Canadian rises in Quebec, Ontario, the Prairies and BC

| I am proud to be Canadian. | Total | Atl. | QC | ON | MB/SK | AB | BC |
|----------------------------|-------|------|-----|-----|-------|-----|-----|
| March 1 and 2 2025 | 86% | 89% | 86% | 87% | 86% | 74% | 90% |
| November 2024 | 80% | 91% | 81% | 80% | 77% | 84% | 70% |
| May 17-20 2024 | 80% | 93% | 83% | 80% | 82% | 80% | 71% |

Pride in being Canadian is higher amongst Francophone than it amongst Anglophone youth in Canada

| | 18-34 | 35-54 | 55+ |
|----------------------------|-------|-------|-----|
| I am proud to be Canadian. | | | |
| French | 80% | 84% | 87% |
| English | 74% | 89% | 93% |

Pride in being Canadian transcends identity markers

| I am proud to be Canadian | Total | Vizmin | Not Vizmin | Immigrant | Non-Immigrants | Non-Indigenous | Indigenous |
|---------------------------|-------|--------|------------|-----------|----------------|----------------|------------|
| March 1 and 2 2025 | 86% | 81% | 87% | 85% | 86% | 86% | 85% |
| November 2024 | 80% | 70% | 82% | NA | NA | 80% | 65% |
| May 17-20 2024 | 80% | 75% | 82% | NA | NA | 81% | 67% |