



# Polling Research

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**Albertans And Prairie Residents Are Proud Canadians: Evolving National And Regional Pride Over The Course Of The Campaign**

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April 11, 2025





# Introduction and Methodology (1 of 2)

Over the course of the last month there has been much political turbulence with the emerging annexation and tariff threats from the US and its impact on the federal election campaign driving Canada-US elections to the top of the agenda.

The election campaign has also given rise to concerns over regional divisions which have been the object of much attention in Alberta and Quebec presumably associated with shifting expectations around the electoral outcome.

Some observers have suggested that President Trump's threats have united Canadians and strengthened resolve and cohesion in ways that the country's leading voices for Canadian unity have rarely proven able. Others have pointed to cracks in unity with a purported rise in Albertan separatist sentiment.

A March 2025 Leger survey for the Association for Canadian Studies pointed to near record levels of pride in being Canadian with Quebecers seeing a jump from 80% to 86%. What a difference a month makes as Quebecers level of pride in being Canadian returned to its earlier benchmark level while pride in Alberta and the Prairies has seen record gains.

According to an April 5 and 6 2025 Leger survey for the ACS, Quebecers pride in country and region are roughly similar (though not for Quebec francophones) while Albertans and Prairie residents put Canada well ahead of their respective level of pride in their province/region.

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# Introduction and Methodology (1 of 2)

The survey also reveals that pride aside, the largest plurality of Quebecers agree that an independent Quebec would have much less influence than a United Canada in dealing with the threat from the United States

The survey was conducted by Leger for the Association for Canadian Studies with 1631 respondents in Canada over the period April 5 and 6 , 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1631 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

# Pride in being Canadian remains steady over the course of the election campaign but it has been resurgent in the Prairies and Alberta with the fever declining in Quebec

Table 1. “I am proud to be Canadian.”

	Total	Atl.	QC	ON	MB/SK	AB	BC
April 5 and 6, 2025	85%	91%	79%	85%	91%	86%	84%
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%
Average last 12 months (4 surveys)	83%	91%	82%	83%	84%	81%	81.5%

# Pride in being Canadian is greater than provincial/regional pride especially in the Prairies and Alberta

Table 2. “I am proud to be Canadian” by region (Canada vs Province)

	Atl.	QC	ON	MB/SK	AB	BC
I am proud to be Canadian.	91%	79%	85%	91%	86%	84%
I am proud of my province	85%	80%	82%	75%	73%	82%
Difference	6	-1	3	16	13	2
May 17-20 2024	80%	93%	83%	80%	82%	80%
Average last 12 months (4 surveys)	83%	91%	82%	83%	84%	81%

# Pride in being Canadian falls somewhat amongst francophones while rising amongst allophones

Table 3. “I am proud to be Canadian.” by language

	French	English	Other
April 5 and 6, 2025	79%	86%	85%
March 1 and 2 2025	84%	86%	82%

# Pride in province/region is great than pride in Canada amongst francophones

Table 4. Proud to be Canadian and proud of my province, April 5 and 6, 2025

	French	English	Other
I am proud to be Canadian	79%	86%	85%
I am proud of my province	88%	79%	73%

# Liberal and Conservative Voters most proud of being Canadian but so too are two-thirds of Bloc voters

Table 5. Proud to be Canadian by political party affiliation.

	PLC	NDP	BQ	CPC
Yes	92.5%	83.2%	64.0%	85.7%
No	4.2%	9.3%	21.3%	10.1%
I don't know	3.3%	7.5%	14.7%	4.3%
	100.0%	100.0%	100.0%	100.0%



# The largest plurality of Quebecers agree that an independent Quebec would have much less influence than a United Canada in dealing with the threat from the United States

Table 6. “An independent Quebec would have much less influence than would a united Canada in dealing with the current threat from the United States”

	Quebec
Yes	48%
No	32%
I don't know	21%

# Contact

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