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Association for Canadian Studies

Association d'études canadiennes

# **Polling Research**

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## **Pride in being Canadian, Regionalism and Feeling Respected**

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# Introduction

At the outset of the federal election campaign and over its course pride in being Canadian fluctuated arising from President Trump's talk of making Canada the 51<sup>st</sup> State and raising tariffs on the country. The most important swings in pride were in Quebec and Alberta where election spikes in pride have returned to lower levels post election and that is especially the case in Alberta. In addition to asking about the degree of pride in being Canadian, the Association for Canadian Studies commissioned Leger to look at whether provinces/regions of Canada feel they get the respect they deserve within the country and if they feel closer to their province/region than they do to Canada.

Quebecers followed by Nova Scotians and Albertans were more likely to say they identify more strongly with their province/region than they do with Canada. Ontarians, British Columbians and Quebecers feel they get the respect they deserve more so than others within Canada while New Brunswickers, Nova Scotians and Albertans do not feel that they get the respect that they deserve.

The findings emerge from a survey conducted by Leger Marketing for the Association for Canadian Studies over the period May 16-18, 2025, with 1537 respondents in Canada. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1537 respondents would have a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

# Following the elections pride in being Canadian fell back to earlier levels and notably in Alberta and the Prairies

I am proud to be Canadian.	Total	Atl.	QC	ON	MB/SK	AB	BC
<b>May 16-18, 2025</b>	80%	83%	76%	83%	78%	70%	84%
<b>April 5 and 6, 2025</b>	85%	91%	79%	85%	91%	86%	84%
<b>March 1 and 2 2025</b>	86%	89%	86%	87%	86%	74%	90%
<b>November 2024</b>	80%	91%	81%	80%	77%	84%	70%
<b>May 17-20 2024</b>	80%	93%	83%	80%	82%	80%	71%
<b>Average last 12 months (5 surveys)</b>	82	89	81	82%	81	79.5	80

# Quebecers followed by Nova Scotians and Albertans were more likely to say they identify more strongly with their province/region than they do with Canada

I identify more strongly with my province / region than I identify with Canada -	Total	NFLD	PEI	Nova Scotia	New Brunswick	QC	ON	Manitoba	Sask	AB	BC
Yes	40%	37%	NA	50%	37%	54%	30%	34%	38%	45%	35%
No	46%	58%	NA	40%	48%	38%	52%	45%	44%	42%	50%
I don't know / I prefer not to answer	14%	5%	NA	10%	15%	9%	17%	20%	18%	12%	16%



# Three in four Canadians who don't feel that my province / region gets the respect it deserves within Canada are nonetheless proud to be Canadian

I am proud to be Canadian -	I don't feel that my province / region gets the respect it deserves within Canada	
	Yes	No
Yes	74.5%	86.7%
No	17.0%	8.8%
I don't know / I prefer not to answer	8.5%	4.4%
	100.0%	100.0%

# Three in four Canadians who identify more strongly with their province/region than with Canada are nonetheless proud to be Canadian

I am proud to be Canadian	I identify more strongly with my province / region than I identify with Canada:	
	Yes	No
Yes	76.0%	87.3%
No	15.8%	7.9%
I don't know / I prefer not to answer	8.2%	4.7%
Total	100.0%	100.0%

# Those Canadians who identify more strongly with their province/region are more likely to feel it doesn't get the respect it deserves within Canada

I don't feel that my province / region gets the respect it deserves within Canada -	I identify more strongly with my province / region than I identify with Canada -	
	Yes	No
Yes	58.7%	26.6%
No	28.3%	58.6%
I don't know / I prefer not to answer	13.0%	14.9%
	100%	100.0%

# Contact

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