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**Pride in Canada is Stable but
Regionalism Appears on the Rise
Everywhere Except in Alberta**

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Introduction

As Canadians mark Canadian Multiculturalism Day, it is important to recognize that celebrating diversity also requires confronting the forces that threaten it. Online hate has become one of the most visible and damaging challenges to social harmony, inclusion, and mutual respect in Canada. The findings from this survey underline the urgent need to forcefully address hate online, particularly when it targets religious, racialized, Indigenous, and LGBTQ+ communities.

The survey, conducted by Leger for the Association for Canadian Studies between June 5 and 7, 2026, asked Canadians how often they had seen hateful content on social media or other online platforms directed at different groups. The results show that online hate is widely observed across Canadian society.

The highest reported levels of hateful content Hateful content directed at Israelis was also widely reported, at 42%, followed by content targeting LGBTQ+ people at 38%, Arabs at 37%, Jews at 33%, Black persons at 31%, and Indigenous persons at 28%.

Younger Canadians were consistently more likely than older Canadians to report seeing hateful content online. Among those aged 18 to 34, nearly half reported seeing hateful content directed at Muslims, and substantial shares reported seeing hate targeting Arabs, Israelis, LGBTQ+ people, Black persons, Jews, and Indigenous persons. This suggests that younger people's greater exposure to online spaces may also increase their exposure to hate.

Regional differences are also evident. Alberta reported some of the highest levels of exposure to hateful content directed at Muslims, Israelis, LGBTQ+ people, Arabs, Indigenous persons, and Black persons. Ontario and Manitoba/Saskatchewan also reported relatively high levels of exposure to hateful content directed at Jews. In Quebec, reported exposure was generally lower than in several other regions, particularly for hate targeting Jews, Israelis, and Indigenous persons.

were directed at Muslims, with 43% of Canadians saying they had often or sometimes seen such content online.

Methodology

The findings arise from a survey of Canadians conducted by the firm Leger for the Association for Canadian Studies between June 5 and 7, 2026. The survey was conducted with 1518 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 1518 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

The ‘stronger’ degree of pride in being Canadian generally rises with age; younger Canadians express softer extent of pride

I am proud to be Canadian	Total	18-24	25-34	35-44	45-54	55-64	65+
(NET) AGREE	86%	82%	81%	88%	82%	88%	92%
Strongly agree	55%	35%	41%	53%	50%	61%	74%
Somewhat agree	31%	48%	41%	35%	32%	27%	18%
(NET) DISAGREE	10%	4%	13%	9%	14%	10%	7%
Somewhat disagree	6%	4%	7%	8%	8%	5%	5%
Strongly disagree	3%	1%	5%	1%	6%	5%	2%
I don't know / I prefer not to answer	4%	13%	6%	3%	4%	2%	1%

Ontarians and British Columbians exhibit strongest ‘pride’ in being Canadian

I am proud to be Canadian	Total	Atl.	QC	ON	MB/SK	AB	BC
(NET) AGREE	86%	83%	81%	87%	91%	88%	91%
Strongly agree	55%	58%	43%	62%	47%	53%	59%
Somewhat agree	31%	25%	38%	25%	43%	35%	32%
(NET) DISAGREE	10%	11%	12%	8%	8%	12%	8%
Somewhat disagree	6%	6%	9%	6%	8%	3%	5%
Strongly disagree	3%	5%	3%	3%	0%	9%	3%
I don't know / I prefer not to answer	4%	6%	6%	4%	1%	1%	1%

A majority of indigenous respondents say that they are proud to be Canadian

I am proud to be Canadian	Total	French	English	Other	Born in Canada	Born Outside of Canada	Non-Indigenous	Indigenous
(NET) AGREE	86%	81%	88%	86%	87%	84%	86%	82%
Strongly agree	55%	41%	60%	49%	56%	53%	55%	51%
Somewhat agree	31%	40%	28%	37%	31%	31%	31%	31%
(NET) DISAGREE	10%	13%	9%	10%	10%	8%	10%	15%
Somewhat disagree	6%	9%	6%	5%	7%	5%	6%	13%
Strongly disagree	3%	4%	3%	4%	4%	2%	4%	2%
I don't know / I prefer not to answer	4%	5%	3%	4%	3%	9%	4%	3%

Half of the Canadian population say they more strongly identify with their region or province than with Canada

I identify more strongly with my province or region than with Canada	Total	18-24	25-34	35-44	45-54	55-64	65+
(NET) AGREE	50%	49%	55%	46%	50%	52%	49%
Strongly agree	19%	20%	22%	14%	20%	17%	23%
Somewhat agree	31%	29%	32%	32%	30%	35%	27%
(NET) DISAGREE	41%	33%	33%	45%	39%	43%	47%
Somewhat disagree	25%	24%	16%	28%	25%	23%	32%
Strongly disagree	16%	9%	16%	18%	14%	19%	16%
I don't know / I prefer not to answer	9%	18%	13%	9%	12%	5%	3%

British Columbians more than Quebecers say they identify with region or province than with Canada while Albertans least likely to do so

I identify more strongly with my province or region than with Canada	Atl.	QC	ON	MB/SK	AB	BC
(NET) AGREE	58%	60%	42%	53%	34%	66%
Strongly agree	21%	32%	11%	21%	18%	21%
Somewhat agree	38%	28%	30%	32%	16%	45%
(NET) DISAGREE	36%	35%	45%	36%	59%	31%
Somewhat disagree	21%	21%	30%	28%	22%	22%
Strongly disagree	15%	13%	15%	8%	37%	10%
I don't know / I prefer not to answer	5%	6%	13%	11%	7%	3%

Francophones are most likely to say they identify more strongly with regions or province than Canada;immigrants express strong such identification as well

I identify more strongly with my province or region than with Canada	French	English	Other	Born in Canada	Born outside of Canada	Non Indigenous	Indigenous
(NET) AGREE	67%	46%	46%	49%	54%	51%	45%
Strongly agree	36%	16%	14%	20%	16%	20%	16%
Somewhat agree	31%	31%	32%	29%	39%	31%	29%
(NET) DISAGREE	28%	45%	43%	42%	35%	41%	49%
Somewhat disagree	20%	27%	23%	26%	20%	25%	31%
Strongly disagree	7%	18%	20%	16%	15%	16%	18%
I don't know / I prefer not to answer	6%	9%	11%	8%	11%	8%	6%

Strong Regional Identification very little undercuts pride in being Canadian

I am proud to be Canadian. -	I identify more strongly with my province or region than with Canada.			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Net Agree	86%	88%	89%	87%
Strongly agree	56%	49%	62%	68%
Somewhat agree	30%	39%	27%	19%
Net Disagree				
Somewhat disagree	6%	6%	8%	4%
Strongly disagree	5%	3%	2%	5%
I don't know / I prefer not to answer	3%	3%	1%	4%
Total	100%	100%	100%	100%

Regional and Provincial identification vs Canada varies considerably between Quebec francophones and non-francophones

	QUEBEC		
I identify more strongly with my province or region than with Canada.	What is the language you first learned at home in your childhood and that you still understand?		
	French	English	A language other than French or English
Net Agree	69%	39%	32%
Strongly agree	38%	12%	12%
Somewhat agree	31%	17%	20%
Net Disagree	24%	66%	60%
Somewhat disagree	18%	30%	32%
Strongly disagree	6%	36%	28%
I don't know / I prefer not to answer	7%	5%	8%
Total	100%	100%	100%

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