

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

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Introduction

As Canada prepares to mark Canada Day on July 1, 2026, the 159th anniversary of Confederation, questions of national identity and unity are again moving to the foreground. This is especially true in a year when Alberta is expected to hold a referendum in the fall touching on the province's constitutional position, while Quebec's coming provincial election is likely to unfold with national unity and sovereignty debates once again in view. Against this backdrop, the survey findings suggest that pride in being Canadian remains strong and broadly shared, with 86% of Canadians agreeing that they are proud to be Canadian. At the same time, the results point to a significant degree of regional and provincial attachment, as half of Canadians say they identify more strongly with their province or region than with Canada. Yet one of the most important findings is that these two sentiments are not necessarily in conflict: strong regional or provincial identification appears to do very little to undercut pride in being Canadian. In other words, many Canadians appear able to hold a strong attachment to Canada while also feeling a powerful connection to their province or region. The regional results add an important nuance, and even an irony, to the current unity debate: despite Alberta being at the centre of a prominent national discussion about provincial autonomy and separation, Albertans were the least likely of all regional groups surveyed to say they identify more strongly with their province or region than with Canada. Overall, the findings suggest that Canadian identity is not being displaced by regionalism so much as increasingly accompanied by it, with national pride and regional belonging coexisting in complex but not necessarily contradictory ways.

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				Born in Canada	Born outside of Canada	Non Indigenous	Indigenous
	French	English	Other				
(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%

Pride in being Canadian doesn't conflict with regional or provincial identification

I identify more strongly with my province or region than with Canada	I am proud to be Canadian. - Please indicate how much you agree or disagree with each of the following statements.			
	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Net Agree	48%	57%	51%	54%
Strongly agree	20%	18%	19%	29%
Somewhat agree	28%	39%	32%	25%
Net Disagree	48%	32%	44%	34%
Somewhat disagree	28%	22%	33%	11%
Strongly disagree	20%	10%	11%	23%
I don't know / I prefer not to answer	4%	11%	5%	12%
Total	100%	100%	100%	100%

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%