HOW ARE CANADIANS CELEBRATING CANADA DAY

THE CANADIAN PRESS

METHODOLOGY

Le9er

METHOD
A web survey was conducted among 1,512 Canadians 18 years of age or older. Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

WHEN?
The data was collected from June 23 to June 25, 2023.

MARGIN OF ERROR
Technically, a margin of error should not be associated with a non-probability sample (Web panel in this case). However, for comparative purposes, a probability sample of 1,512 respondents would have a margin of error of ±2.51%, 19 times out of 20.

WEIGHTING
Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian and American population.

SIGNIFICANT DIFFERENCES
In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

ROUNDED DATA
The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

QUESTIONS?
If you have questions about the data presented in this report, please contact Christian Bourque, Executive Vice-President at the following e-mail addresses:

cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

METHODOLOGICAL APPROACH
METHODOLOGY

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See https://338canada.com/pollster-ratings.htm

2021 CANADIAN FEDERAL ELECTION	C	L	NDP	B	PPC	(green)
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	33%	32%	19%	7%	6%	2%
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

KEY FINDINGS

- 81% of respondents are proud to be Canadians. The main reasons for being proud are our universal healthcare (41%), the natural beauty and landscape (40%) and the freedom and equality for everyone (40%).

- The main reasons for not being proud of being Canadian are the state of our healthcare system (38%), the economic inequalities and poverty (35%) and the rise of political extremism (33%).

- More than half of Canadians (54%) will be celebrating Canada Day. The proportion is significantly lower in Quebec, where only a quarter (25%) will be celebrating on July 1st.

- For almost six out on ten Canadians (59%) Canada Day is a day to celebrate Canada and being Canadian, while 17% believe that it is a day for introspection and accountability. For a quarter of Canadians (25%), Canada Day does not mean anything.
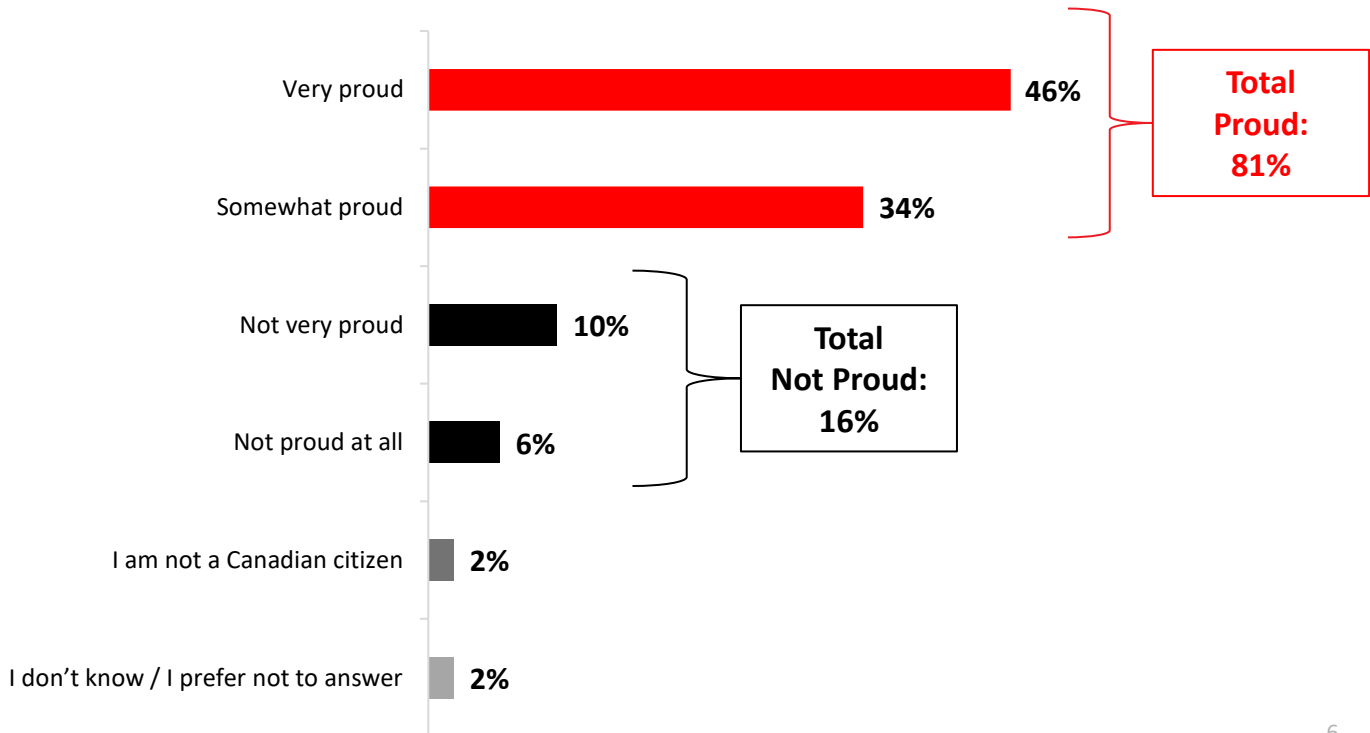
DETAILED RESULTS

HOW ARE CANADIANS CELEBRATING CANADA DAY?

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PROUD TO BE CANADIAN (1/3)

Q1. To what extent are you proud to be a Canadian?
Base: All respondents (n=1,512)

Response	Percentage
Very proud	46%
Somewhat proud	34%
Not very proud	10%
Not proud at all	6%
I am not a Canadian citizen	2%
I don't know / I prefer not to answer	2%

Total Proud: 81%

Total Not Proud: 16%

PROUD TO BE CANADIAN (2/3)

Q1. To what extent are you proud to be a Canadian?
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,512	104	355	596	88	171	198	384	495	633	725	787
Unweighted n=	1,512	100	408	600	126	126	152	353	535	624	733	779
TOTAL PROUD	**81%**	86%	77%	83%	87%	68%	84%	75%	80%	85%	79%	83%
Very proud	**46%**	55%	35%	53%	50%	37%	46%	30%	42%	59%	43%	49%
Somewhat proud	**34%**	30%	43%	30%	37%	31%	37%	45%	38%	25%	35%	34%
TOTAL NOT PROUD	**16%**	11%	18%	14%	10%	26%	13%	19%	16%	14%	19%	13%
Not very proud	**10%**	9%	12%	9%	6%	13%	11%	13%	10%	9%	12%	9%
Not proud at all	**6%**	2%	6%	5%	5%	13%	3%	6%	6%	5%	7%	4%
I am not a Canadian citizen	**2%**	0%	1%	2%	3%	1%	3%	3%	1%	1%	2%	1%
I don't know / I prefer not to answer	**2%**	3%	3%	1%	0%	5%	0%	3%	3%	1%	1%	3%

PROUD TO BE CANADIAN (3/3) – *By Voting Intentions*

Q1. To what extent are you proud to be a Canadian?
Base: All respondents

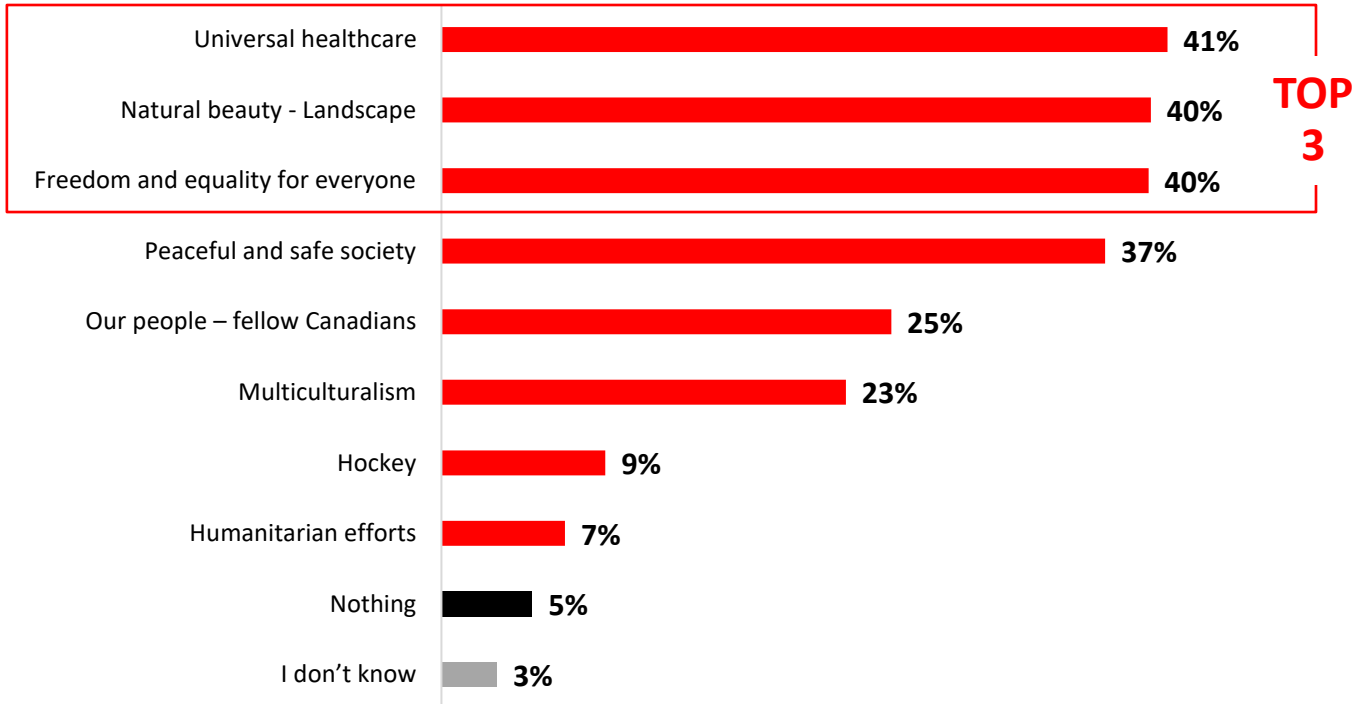|	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,512	390	437	212	87	69	30
Unweighted n=	1,512	407	426	206	101	68	28*
TOTAL PROUD	**81%**	**97%**	**76%**	**87%**	**60%**	83%	45%
Very proud	**46%**	**67%**	44%	43%	**15%**	43%	10%
Somewhat proud	**34%**	**30%**	33%	**43%**	**45%**	40%	35%
TOTAL NOT PROUD	**16%**	**2%**	**22%**	12%	**39%**	14%	49%
Not very proud	**10%**	**2%**	**14%**	9%	**28%**	7%	22%
Not proud at all	**6%**	**1%**	8%	**2%**	12%	7%	27%
I am not a Canadian citizen	**2%**	1%	**1%**	**0%**	**0%**	2%	6%
I don't know / I prefer not to answer	**2%**	**0%**	**1%**	2%	1%	1%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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REASONS FOR BEING PROUD TO BE CANADIAN (1/3)

Q2. Among the following choices, what makes you most proud to be Canadian? *Please select up to three answers**
Base: All respondents (n=1,512)

Reason	%
Universal healthcare	41%
Natural beauty - Landscape	40%
Freedom and equality for everyone	40%
Peaceful and safe society	37%
Our people – fellow Canadians	25%
Multiculturalism	23%
Hockey	9%
Humanitarian efforts	7%
Nothing	5%
I don't know	3%

TOP 3

*Since the respondents could give more than one answer, the total may exceed 100%.

REASONS FOR BEING PROUD TO BE CANADIAN (2/3)

Q2. Among the following choices, what makes you most proud to be Canadian? *Please select up to three answers*
Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,512	104	355	596	88	171	198	384	495	633	725	787
Unweighted n=	1,512	100	408	600	126	126	152	353	535	624	733	779
Universal healthcare	41%	38%	32%	46%	43%	39%	45%	41%	38%	43%	41%	41%
Natural beauty - Landscape	40%	30%	34%	43%	40%	41%	46%	38%	41%	41%	35%	44%
Freedom and equality for everyone	40%	34%	42%	40%	47%	30%	45%	37%	39%	43%	39%	40%
Peaceful and safe society	37%	40%	44%	35%	29%	40%	32%	34%	35%	41%	41%	34%
Our people – fellow Canadians	25%	36%	21%	28%	31%	22%	21%	25%	21%	29%	25%	25%
Multiculturalism	23%	14%	17%	26%	25%	23%	28%	22%	25%	22%	23%	23%
Hockey	9%	6%	7%	9%	15%	16%	8%	12%	12%	5%	14%	5%
Humanitarian efforts	7%	10%	5%	8%	6%	4%	7%	5%	9%	7%	8%	6%
Nothing	5%	4%	8%	4%	5%	8%	1%	5%	5%	5%	6%	4%
I don't know	3%	7%	3%	2%	0%	5%	4%	4%	2%	3%	2%	4%

REASONS FOR BEING PROUD TO BE CANADIAN (3/3) – *By Voting Intentions*

Q2. Among the following choices, what makes you most proud to be Canadian? *Please select up to three answers*
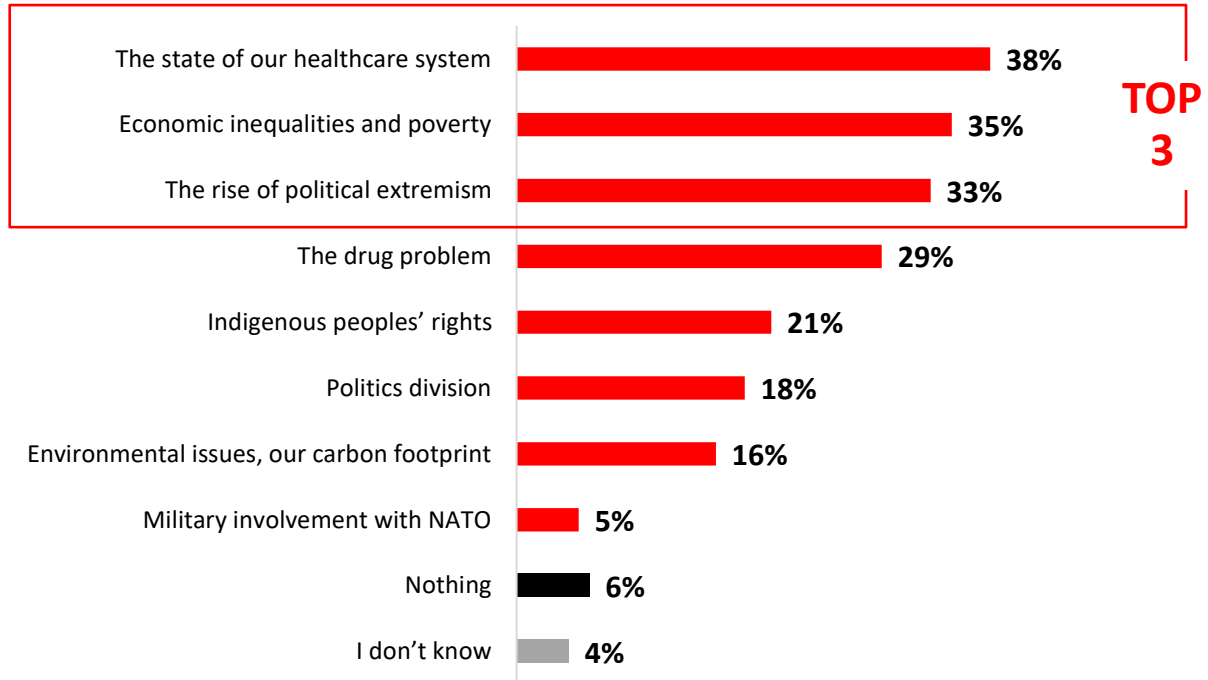Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	*1,512*	*390*	*437*	*212*	*87*	*69*	*30*
Unweighted n=	*1,512*	*407*	*426*	*206*	*101*	*68*	*28**
Universal healthcare	**41%**	**55%**	**35%**	**53%**	**31%**	43%	4%
Natural beauty - Landscape	**40%**	**34%**	**47%**	42%	32%	47%	44%
Freedom and equality for everyone	**40%**	**47%**	38%	41%	45%	**26%**	24%
Peaceful and safe society	**37%**	**43%**	36%	41%	39%	39%	27%
Our people – fellow Canadians	**25%**	27%	29%	26%	**14%**	30%	29%
Multiculturalism	**23%**	**33%**	**16%**	**30%**	**9%**	23%	8%
Hockey	**9%**	8%	**14%**	**5%**	**4%**	12%	11%
Humanitarian efforts	**7%**	**11%**	**5%**	7%	3%	5%	3%
Nothing	**5%**	**1%**	6%	**1%**	**14%**	**1%**	16%
I don't know	**3%**	**0%**	3%	2%	**1%**	**0%**	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

REASONS FOR NOT BEING PROUD TO BE CANADIAN (1/3)

Q3. Among the following choices, what does not make you proud to be Canadian? Please select up to three answers*
Base: All respondents (n=1,512)

The state of our healthcare system	**38%**
Economic inequalities and poverty	**35%**
The rise of political extremism	**33%**

TOP 3

The drug problem	**29%**
Indigenous peoples' rights	**21%**
Politics division	**18%**
Environmental issues, our carbon footprint	**16%**
Military involvement with NATO	**5%**
Nothing	**6%**
I don't know	**4%**

Since the respondents could give more than one answer, the total may exceed 100%.

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REASONS FOR NOT BEING PROUD TO BE CANADIAN (2/3)

Q3. Among the following choices, what does not make you proud to be Canadian? Please select up to three answers

Base: All respondents

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,512	104	355	596	88	171	198	384	495	633	725	787
Unweighted n=	1,512	100	408	600	126	126	152	353	535	624	733	779
The state of our healthcare system	38%	46%	45%	36%	41%	28%	35%	32%	38%	42%	34%	42%
Economic inequalities and poverty	35%	31%	40%	37%	34%	28%	28%	36%	33%	36%	31%	38%
The rise of political extremism	33%	34%	29%	32%	34%	42%	36%	22%	31%	42%	38%	29%
The drug problem	29%	29%	18%	30%	40%	33%	40%	26%	29%	32%	29%	29%
Indigenous peoples' rights	21%	16%	15%	25%	16%	20%	20%	24%	19%	19%	18%	23%
Politics division	18%	20%	13%	20%	20%	23%	17%	13%	22%	19%	22%	15%
Environmental issues, our carbon footprint	16%	14%	22%	18%	7%	7%	13%	19%	14%	16%	15%	17%
Military involvement with NATO	5%	5%	6%	6%	2%	6%	2%	7%	6%	3%	8%	3%
Nothing	6%	7%	6%	6%	2%	6%	7%	8%	6%	4%	7%	5%
I don't know	4%	4%	3%	4%	2%	7%	4%	6%	5%	2%	2%	6%

REASONS FOR NOT BEING PROUD TO BE CANADIAN (3/3)
– By Voting Intentions

Q3. Among the following choices, what does not make you proud to be Canadian? Please select up to three answers
Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,512	390	437	212	87	69	30
Unweighted n=	1,512	407	426	206	101	68	28*
The state of our healthcare system	38%	37%	40%	37%	36%	27%	27%
Economic inequalities and poverty	35%	41%	24%	49%	38%	42%	18%
The rise of political extremism	33%	46%	29%	36%	27%	29%	43%
The drug problem	29%	35%	35%	24%	10%	24%	33%
Indigenous peoples' rights	21%	25%	15%	36%	14%	24%	8%
Politics division	18%	21%	20%	18%	13%	13%	27%
Environmental issues, our carbon footprint	16%	21%	7%	24%	22%	24%	3%
Military involvement with NATO	5%	5%	6%	3%	1%	7%	21%
Nothing	6%	8%	4%	4%	10%	7%	0%
I don't know	4%	1%	3%	3%	0%	2%	0%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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CELEBRATING CANADA DAY (1/2)

Q4. Will you celebrate Canada Day this year?
Base: All respondents (n=1,512)

54%
WILL CELEBRATE CANADA DAY

13%

33%
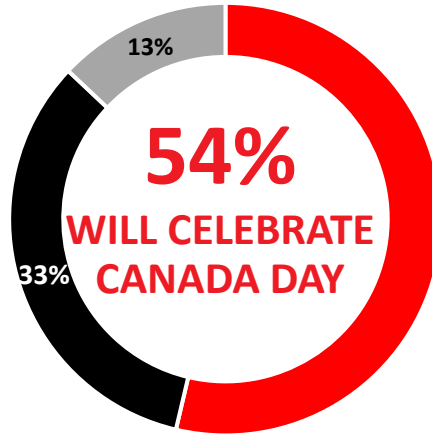
■ No   ■ I don't know/prefer not to answer

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,512	104	355	596	88	171	198	384	495	633	725	787
Unweighted n=	1,512	100	408	600	126	126	152	353	535	624	733	779
Yes	54%	68%	25%	64%	67%	50%	65%	52%	57%	52%	56%	52%
No	33%	23%	65%	22%	20%	34%	21%	34%	33%	33%	35%	32%
I don't know/Prefer not to answer	13%	9%	10%	14%	14%	16%	13%	13%	10%	15%	9%	16%

CELEBRATING CANADA DAY (2/2) – *By Voting Intentions*

Q4. Will you celebrate Canada Day this year?
Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,512	390	437	212	87	69	30
Unweighted n=	1,512	407	426	206	101	68	28*
Yes	54%	64%	63%	51%	10%	46%	45%
No	33%	24%	28%	28%	80%	42%	49%
I don't know/Prefer not to answer	13%	12%	8%	21%	9%	12%	6%

Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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MEANING BEHIND CANADA DAY (1/2)

Q5. For you, is Canada Day…
Base: All respondents (n=1,512)
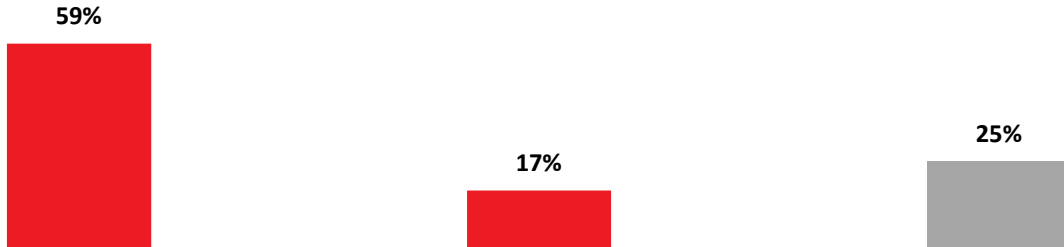
- **59%** A day to celebrate Canada and being Canadian
- **17%** A day of introspection and accountability, where we reflect on Canada's history
- **25%** Canada Day does not mean anything for me

	TOTAL CANADA	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,512	104	355	596	88	171	198	384	495	633	725	787
Unweighted n=	1,512	100	408	600	126	126	152	353	535	624	733	779
A day to celebrate Canada and being Canadian	59%	70%	39%	63%	70%	57%	72%	49%	60%	63%	59%	59%
A day of introspection and accountability, where we reflect on Canada's history	17%	20%	13%	19%	16%	13%	17%	23%	16%	13%	17%	16%
Canada Day does not mean anything for me	25%	11%	49%	18%	14%	30%	11%	29%	24%	24%	24%	26%

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MEANING BEHIND CANADA DAY (2/2) – *By Voting Intentions*

Q5. For you, is Canada Day…
Base: All respondents

	TOTAL CANADA	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,512	390	437	212	87	69	30
Unweighted n=	1,512	407	426	206	101	68	28*
A day to celebrate Canada and being Canadian	59%	68%	66%	55%	23%	64%	49%
A day of introspection and accountability, where we reflect on Canada's history	17%	18%	12%	23%	12%	14%	20%
Canada Day does not mean anything for me	25%	13%	22%	21%	65%	22%	31%

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Given the small number of respondents (n<30) data are presented for illustrative purposes only.

DETAILED METHODOLOGY

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE

The table below presents the Canadian geographic distribution of respondents before weighting.

Province	Unweighted	Weighted
British Columbia	152	191
Alberta	126	171
Manitoba/Saskatchewan	126	88
Ontario	600	596
Quebec	408	355
Atlantic	100	104

DETAILED METHODOLOGY
WEIGHTED AND UNWEIGHTED SAMPLE FOR CANADA

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

GENDER	Unweighted	Weighted
Male	733	725
Female	779	787

AGE	Unweighted	Weighted
Between 18 and 34	353	384
Between 35 and 54	535	495
55 or over	624	633

LANGUAGE (MOTHER TONGUE)	Unweighted	Weighted
English	952	1,015
French	366	303
Other	193	192

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We Know Canadians