



REPORT

4th of July Celebrations

Survey and Americans

DATE 2024-06-26



Methodology



Method

Online survey among respondents 18 years of age or older.

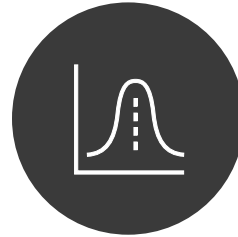
(American Sample: n= 1,003).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

June 22 to
June 24, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 3.1\%$, (19 times out of 20) for the American sample



Weighting

Results were weighted according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology



Significant differences

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 than 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

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

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



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

2021 Canadian Federal Election*

Key Highlights

From June 22 to June 24, 2024, we surveyed Americans to find out their opinions on their country and the 4th of July celebrations.

Some of the key highlights of our survey include...

- About three-quarters of respondents (78%) feel proud to be American. This proportion is higher among Americans aged 55 years or older (87%) and republican voters (89%).
- More than two out of three Americans (68%) will celebrate the 4th of July this year. This proportion is higher among Americans aged 18 to 34 years old (74%) and republican voters (78%).
- Around seven out of ten Americans (73%) feel like America's history is something to celebrate, while 17% think it is something to be ashamed of.
- Among the elements that make respondents proud to be Americans, freedom and equality for everyone (45%), natural beauty and landscape (35%), and fellow Americans (26%) are at the top of the list. On the other hand, racial injustice (37%), the current government (33%), and economic inequalities and poverty (32%) are at the top of the list of reasons why respondents are not proud of being Americans.
- Around one-third of Americans (35%) self-identify as feeling less proud to be American compared to five years ago, while 19% are prouder, and 45% say their level of pride did not change compared to five years ago.

REPORT

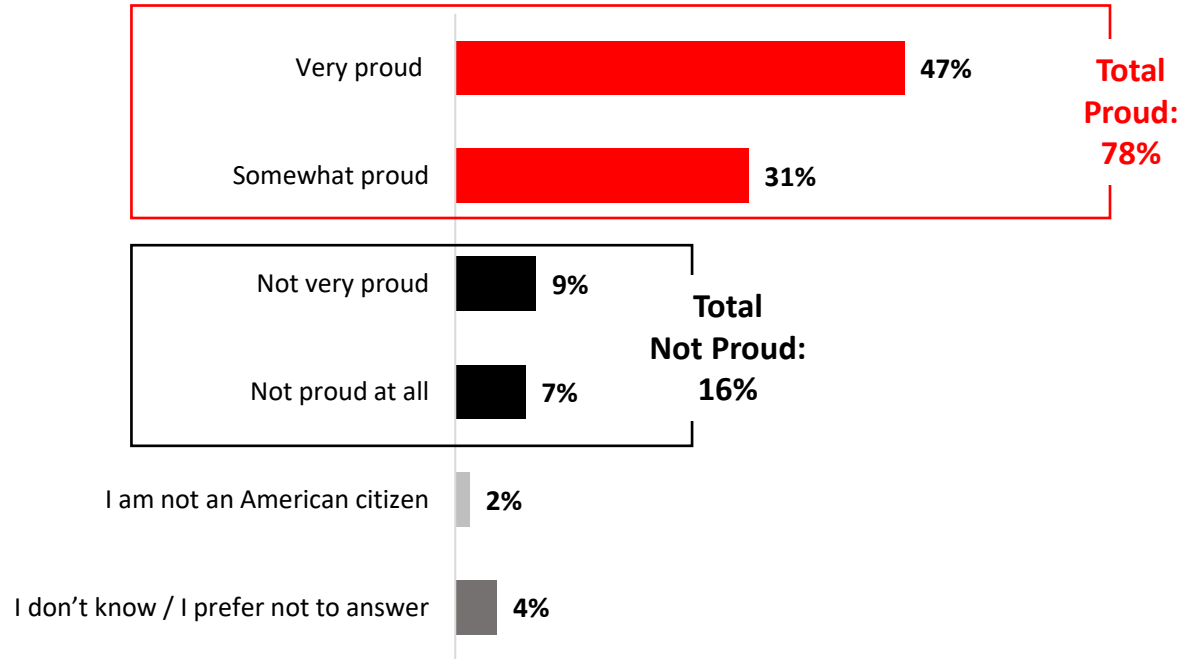
Detailed Results



National Pride as an American (1/2)

Q1. To what extent are you proud to be an American?

Base: All respondents (n=1,003)



National Pride as an American (2/2)

Q1. To what extent are you proud to be an American?

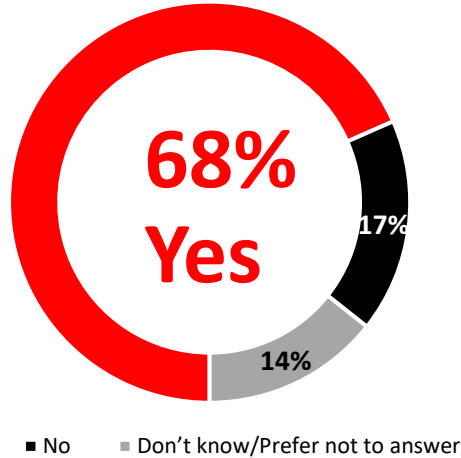
Base: All respondents

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Republican	Democrat	Independent
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414	269	320	333
Total Proud	78%	78%	73%	81%	78%	79%	77%	69%	76%	87%	89%	80%	72%
Very proud	47%	42%	43%	53%	46%	49%	45%	35%	46%	58%	62%	46%	39%
Somewhat proud	31%	37%	29%	28%	32%	29%	32%	34%	31%	29%	27%	34%	33%
Total Not Proud	16%	19%	17%	14%	16%	15%	17%	25%	16%	8%	10%	17%	20%
Not very proud	9%	12%	6%	8%	8%	9%	8%	13%	9%	5%	6%	9%	11%
Not proud at all	7%	6%	12%	6%	7%	6%	9%	13%	7%	4%	4%	7%	9%
I am not an American citizen	2%	0%	2%	1%	2%	2%	1%	2%	3%	1%	0%	1%	2%
I don't know / I prefer not to answer	4%	3%	8%	4%	4%	4%	4%	4%	5%	4%	0%	3%	6%

Celebrating 4th of July

Q3. Will you celebrate 4th of July this year?

Base: All respondents (n=1,003)

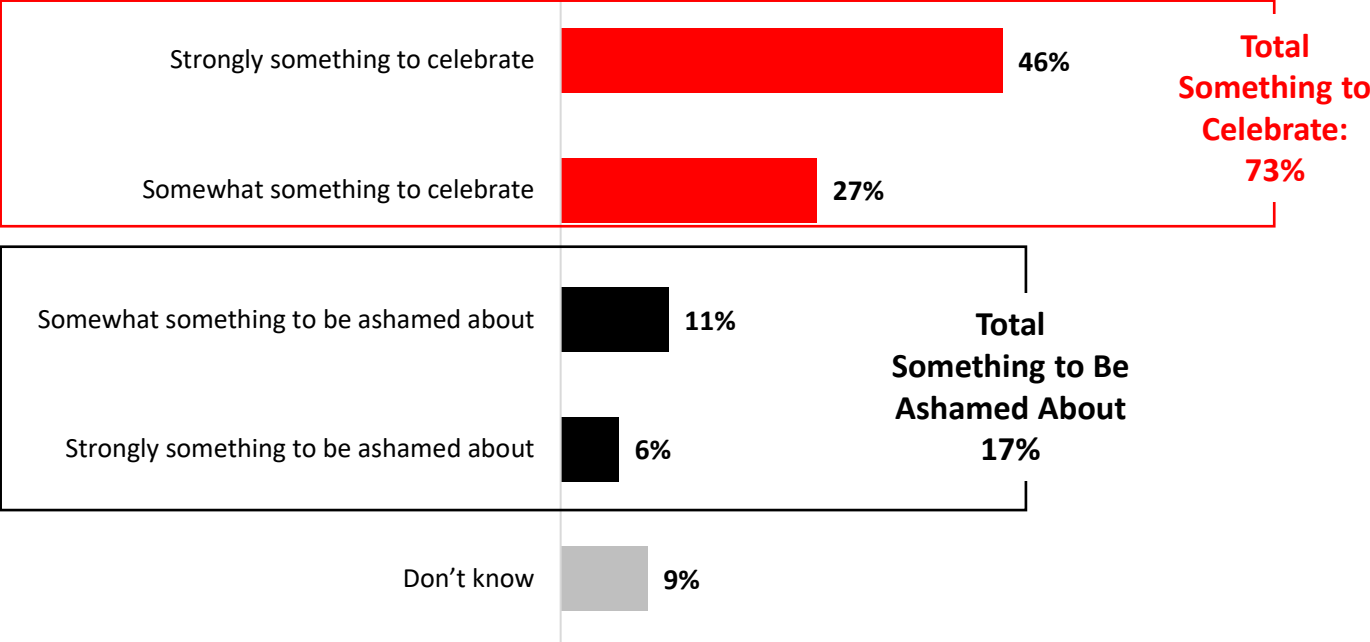


	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Republican	Democrat	Independent
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414	269	320	333
Yes	68%	73%	60%	72%	66%	71%	66%	74%	72%	61%	78%	66%	63%
No	17%	15%	22%	16%	17%	17%	17%	13%	16%	22%	12%	20%	20%
Don't know/Prefer not to answer	14%	12%	18%	12%	17%	12%	17%	13%	12%	17%	10%	14%	16%

Perception of America's History (1/2)

Q4. When you think of all that makes up America's history—pre and post-independence—do you feel our country's history overall is something to celebrate or something to be ashamed about?

Base: All respondents (n=1,003)



Perception of America's History (2/2)

Q4. When you think of all that makes up America's history—pre and post-independence—do you feel our country's history overall is something to celebrate or something to be ashamed about?

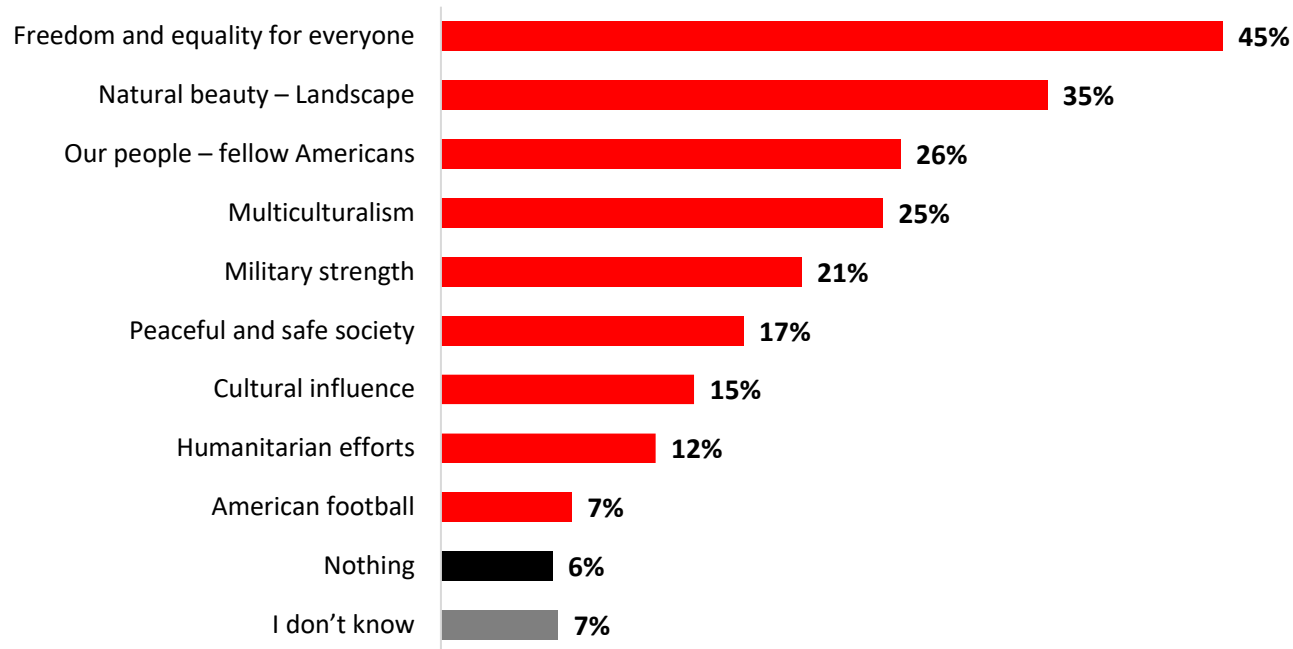
Base: All respondents

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+	Republican	Democrat	Independent
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414	269	320	333
Total Something to Celebrate	73%	79%	63%	77%	72%	76%	71%	65%	70%	83%	89%	73%	67%
Strongly something to celebrate	46%	50%	42%	48%	45%	49%	44%	38%	45%	55%	68%	42%	37%
Somewhat something to celebrate	27%	29%	22%	29%	27%	26%	27%	27%	25%	29%	21%	31%	30%
Total Something to Be Ashamed About	17%	16%	22%	17%	16%	17%	18%	25%	19%	10%	9%	19%	20%
Somewhat something to be ashamed about	11%	11%	12%	12%	10%	11%	12%	16%	12%	7%	8%	12%	12%
Strongly something to be ashamed about	6%	5%	9%	5%	6%	6%	6%	9%	7%	3%	1%	7%	8%
Don't know	9%	6%	15%	6%	11%	7%	11%	10%	11%	7%	2%	8%	13%

Reasons for Being Proud to Be American (1/2)

Q5. Among the following choices, what makes you most proud to be American? *Please select up to three answers.*

Base: All respondents (n=1,003)



Reasons for Being Proud to Be American (1/2)

Q5. Among the following choices, what makes you most proud to be American? *Please select up to three answers.*

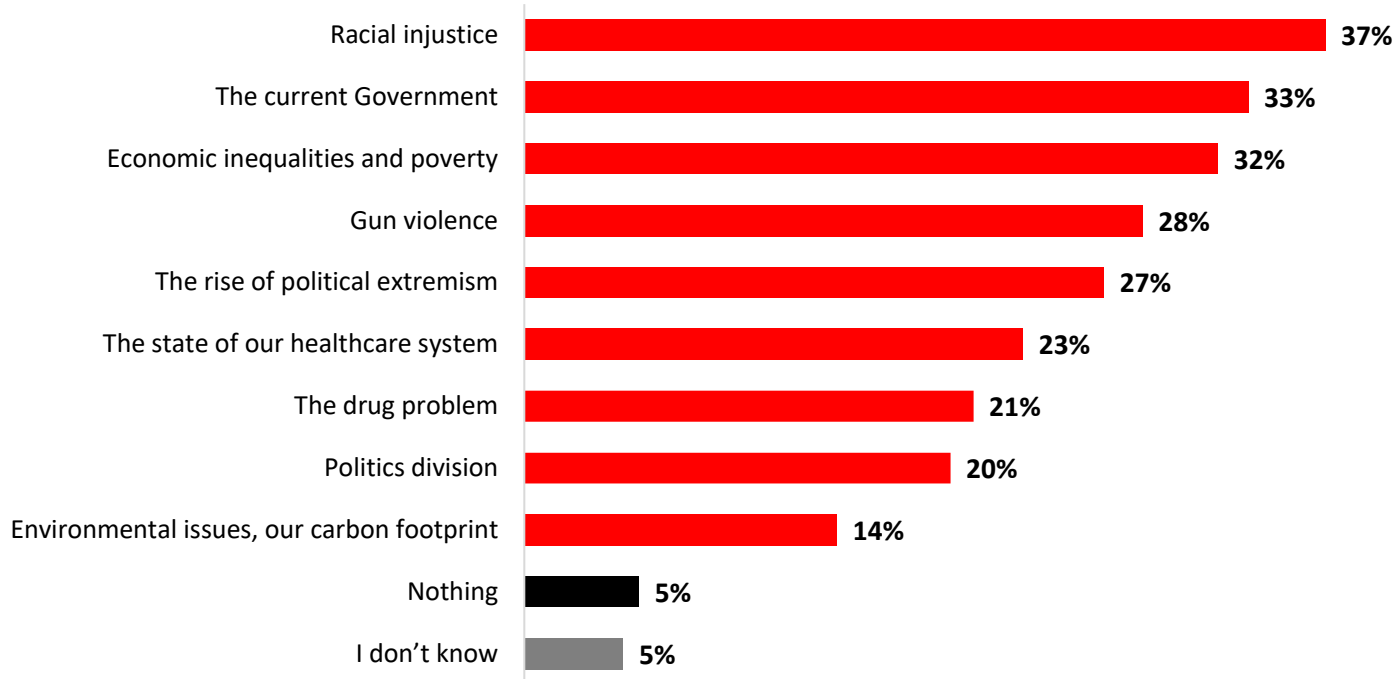
Base: All respondents

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414
Freedom and equality for everyone	45%	49%	39%	46%	46%	46%	43%	34%	44%	54%
Natural beauty – Landscape	35%	34%	34%	34%	38%	34%	36%	34%	34%	36%
Our people – fellow Americans	26%	27%	31%	25%	24%	27%	26%	16%	25%	36%
Multiculturalism	25%	32%	25%	23%	25%	28%	23%	30%	26%	22%
Military strength	21%	22%	17%	21%	23%	22%	19%	13%	22%	26%
Peaceful and safe society	17%	14%	17%	18%	19%	21%	14%	18%	15%	18%
Cultural influence	15%	12%	13%	17%	13%	16%	13%	22%	15%	8%
Humanitarian efforts	12%	18%	11%	10%	12%	11%	14%	12%	11%	14%
American football	7%	9%	4%	11%	4%	10%	5%	12%	7%	4%
Nothing	6%	4%	11%	5%	6%	5%	8%	8%	6%	5%
I don't know	7%	7%	6%	7%	7%	5%	8%	7%	8%	5%

Reasons for Not Being Proud to Be American (1/2)

Q6. Among the following choices, what does not make you proud to be American? *Please select up to three answers.*

Base: All respondents (n=1,003)



Reasons for Not Being Proud to Be American (2/2)

Q6. Among the following choices, what does not make you proud to be American? *Please select up to three answers.*

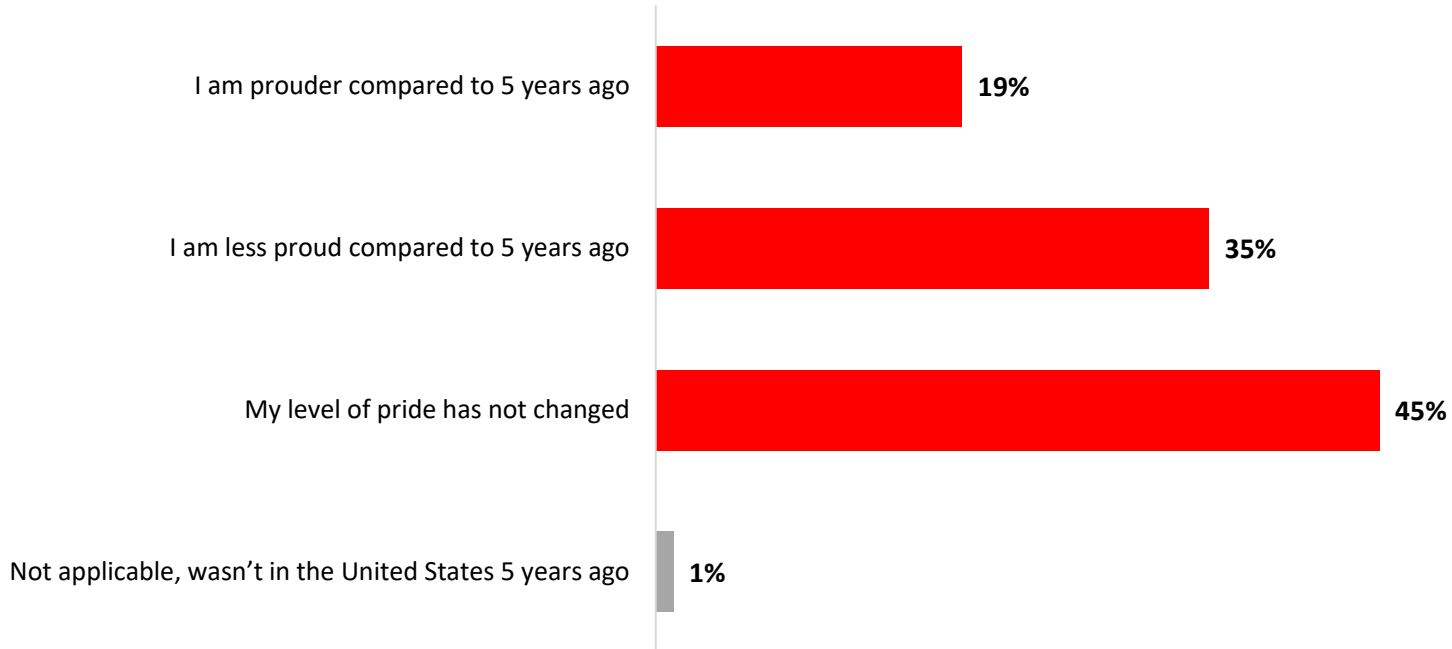
Base: All respondents

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414
Racial injustice	37%	40%	33%	41%	31%	34%	39%	42%	36%	33%
The current Government	33%	30%	35%	33%	34%	33%	33%	29%	36%	34%
Economic inequalities and poverty	32%	33%	28%	31%	36%	32%	32%	37%	37%	24%
Gun violence	28%	31%	28%	28%	27%	26%	30%	27%	23%	34%
The rise of political extremism	27%	29%	30%	21%	31%	28%	25%	14%	24%	39%
The state of our healthcare system	23%	21%	22%	22%	26%	21%	25%	28%	23%	18%
The drug problem	21%	22%	16%	21%	23%	20%	21%	17%	20%	24%
Politics division	20%	21%	23%	18%	18%	22%	17%	15%	15%	27%
Environmental issues, our carbon footprint	14%	12%	15%	15%	14%	15%	14%	22%	11%	10%
Nothing	5%	7%	7%	5%	4%	6%	5%	5%	6%	5%
I don't know	5%	3%	4%	6%	3%	4%	5%	5%	6%	3%

Changes in Pride Over Five Years (1/2)

Q7. Compared to 5 years ago, which of the following best describes your sense of pride on being an American and/or living in the United States?

Base: All respondents (n=1,003)



Changes in Pride Over Five Years (2/2)

Q7. Compared to 5 years ago, which of the following best describes your sense of pride on being an American and/or living in the United States?

Base: All respondents

	TOTAL U.S.	North-East	Mid-West	South	West	Male	Female	18-34	35-54	55+
Unweighted n=	1,003	190	179	387	247	494	509	264	325	414
I am prouder compared to 5 years ago	19%	18%	13%	21%	22%	24%	14%	32%	18%	10%
I am less proud compared to 5 years ago	35%	34%	38%	30%	39%	31%	38%	32%	35%	36%
My level of pride has not changed	45%	48%	47%	47%	38%	44%	46%	34%	46%	53%
Not applicable, wasn't in the United States 5 years ago	1%	0%	2%	1%	1%	0%	2%	2%	1%	0%

REPORT

Detailed Methodology



Weighted and Unweighted Sample (1/2)

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

	Unweighted	Weighted
US Region	1,003	1,003
Northeast	190	176
Midwest	179	207
South	387	382
West	247	237

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender	1,003	1,003
Male	494	492
Female	509	511
Age	1,003	1,003
Between 18 and 34	264	311
Between 35 and 54	325	314
55 or older	414	378

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