



REPORT

# Canada Day and US 4<sup>th</sup> of July Celebrations

*Survey of Canadians and  
Americans*

DATE 2024-06-26



# Methodology

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## Method

Online survey among respondents 18 years of age or older.

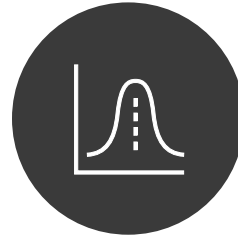
(Canadian sample: n= 1,607/  
American Sample: n= 1,003).

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, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.47\%$ , (19 times out of 20) for the Canadian sample and  $\pm 3.1\%$ , (19 times out of 20) for the American sample



## 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 population and 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

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## 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](mailto: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 (1/2)

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*From June 22 to June 24, 2024, we surveyed Canadians and Americans to find out their opinions on their respective countries and annual celebration days.*

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

- About three-quarters of respondents (76%) feel proud to be Canadian, similar to the 78% of U.S. respondents who say they are proud to be American. In Canada, Quebecers (26%) and Conservative voters (28%) are more likely not to feel proud of being Canadians.
- When compared with last year, there is a significant 5-point decrease in the proportion of respondents who are proud to be Canadians.
- 41% of Canadians think that Canada is one of the best countries in the world to live in, while 50% of Americans feel the same way about the United States. However, it should be noted that one in five Canadians (20%) feel like Canada is *ok, but it is not much better than many countries in the world*. One-quarter of Canadians (25%) also think Canada has a lot of work to do in terms of living up to its reputation as the best country in the world.
- Around half of Canadians (46%) will celebrate Canada Day this year, a significant decrease of 8 points compared to last year. In comparison, more than two-thirds of Americans (68%) will celebrate the 4th of July this year.
- Seven out of ten Canadians (70%) feel like Canada's history is something to celebrate. Among Canadians aged 55 and older, this belief is significantly higher at 79%, compared to 61% among Canadians aged 18 to 34.

## Key Highlights (2/2)

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- Among the elements that make respondents proud to be Canadians, natural beauty and landscape (51%), universal healthcare (39%), and freedom and equality for everyone (32%) are at the top of the list. On the other hand, economic inequalities (37%), the state of our healthcare system (36%), and our current federal government (35%) are at the top of the list of reasons why respondents are not proud of being Canadians.
- 45% of Canadians self-identify as feeling less proud to be Canadian compared to five years ago. This represents a 16-point increase compared to June 2021 when Leger last asked this question. Americans are of the opposite view. 19% of Americans say they are more likely to be prouder compared to five years ago, while only 7% of Canadians feel the same way.



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REPORT

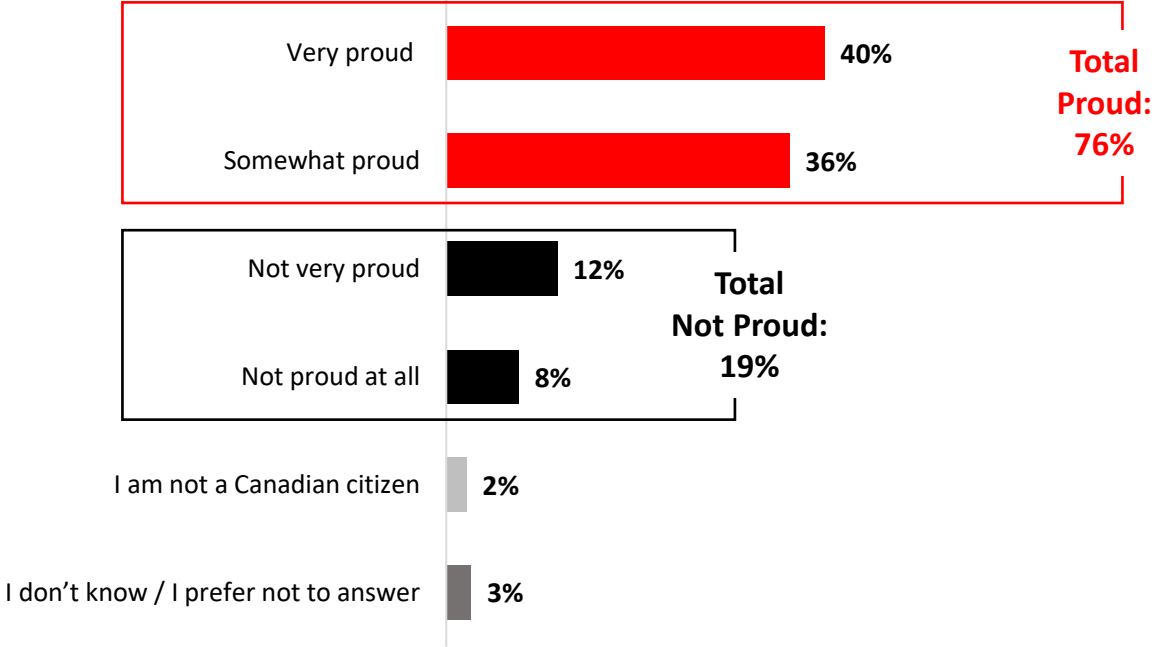
# Detailed Results



# National Pride as a Canadian (1/2)

**Q1.** To what extent are you proud to be a Canadian?

Base: All respondents (n=1,607)





# National Pride as a Canadian (2/2)

## Q1. To what extent are you proud to be a Canadian?







Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2023	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,512	
<b>Total Proud</b>	<b>76%</b>	73%	<b>70%</b>	78%	83%	82%	74%	<b>73%</b>	<b>79%</b>	<b>70%</b>	<b>72%</b>	<b>83%</b>	<b>81%</b>	-5
Very proud	<b>40%</b>	48%	<b>29%</b>	<b>46%</b>	41%	35%	40%	39%	40%	<b>27%</b>	<b>31%</b>	<b>54%</b>	<b>46%</b>	-6
Somewhat proud	<b>36%</b>	<b>25%</b>	40%	<b>32%</b>	42%	<b>48%</b>	33%	34%	38%	<b>43%</b>	<b>41%</b>	<b>28%</b>	<b>34%</b>	+2
<b>Total Not Proud</b>	<b>19%</b>	16%	<b>26%</b>	17%	15%	15%	23%	<b>24%</b>	<b>15%</b>	21%	<b>24%</b>	<b>14%</b>	<b>16%</b>	+3
Not very proud	<b>12%</b>	12%	<b>17%</b>	10%	10%	9%	11%	13%	10%	13%	14%	<b>9%</b>	<b>10%</b>	+2
Not proud at all	<b>8%</b>	4%	9%	7%	6%	6%	11%	<b>11%</b>	<b>5%</b>	8%	<b>10%</b>	<b>5%</b>	<b>6%</b>	+2
I am not a Canadian citizen	<b>2%</b>	<b>10%</b>	<b>1%</b>	2%	<b>0%</b>	2%	<b>0%</b>	2%	3%	<b>6%</b>	1%	<b>0%</b>	<b>2%</b>	-
I don't know / I prefer not to answer	<b>3%</b>	1%	4%	3%	2%	<b>0%</b>	3%	2%	3%	3%	3%	3%	<b>2%</b>	+1

# National Pride as a Canadian – by Voting Intentions

## Q1. To what extent are you proud to be a Canadian?



Base: All respondents

							
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Unweighted n=	1,607	516	365	197	106	60	36
<b>Total Proud</b>	<b>76%</b>	<b>68%</b>	<b>94%</b>	<b>88%</b>	<b>51%</b>	79%	59%
Very proud	40%	32%	64%	45%	12%	50%	19%
Somewhat proud	36%	36%	30%	43%	40%	28%	40%
<b>Total Not Proud</b>	<b>19%</b>	<b>28%</b>	<b>6%</b>	<b>11%</b>	<b>46%</b>	21%	41%
Not very proud	12%	16%	4%	5%	30%	14%	20%
Not proud at all	8%	12%	1%	5%	15%	7%	21%
I am not a Canadian citizen	2%	1%	1%	0%	0%	0%	0%
I don't know / I prefer not to answer	3%	2%	0%	1%	3%	0%	0%

# National Pride as a Canadian/American (Canada vs United States)

**Q1.** To what extent are you proud to be a Canadian/an American?

Base: All respondents

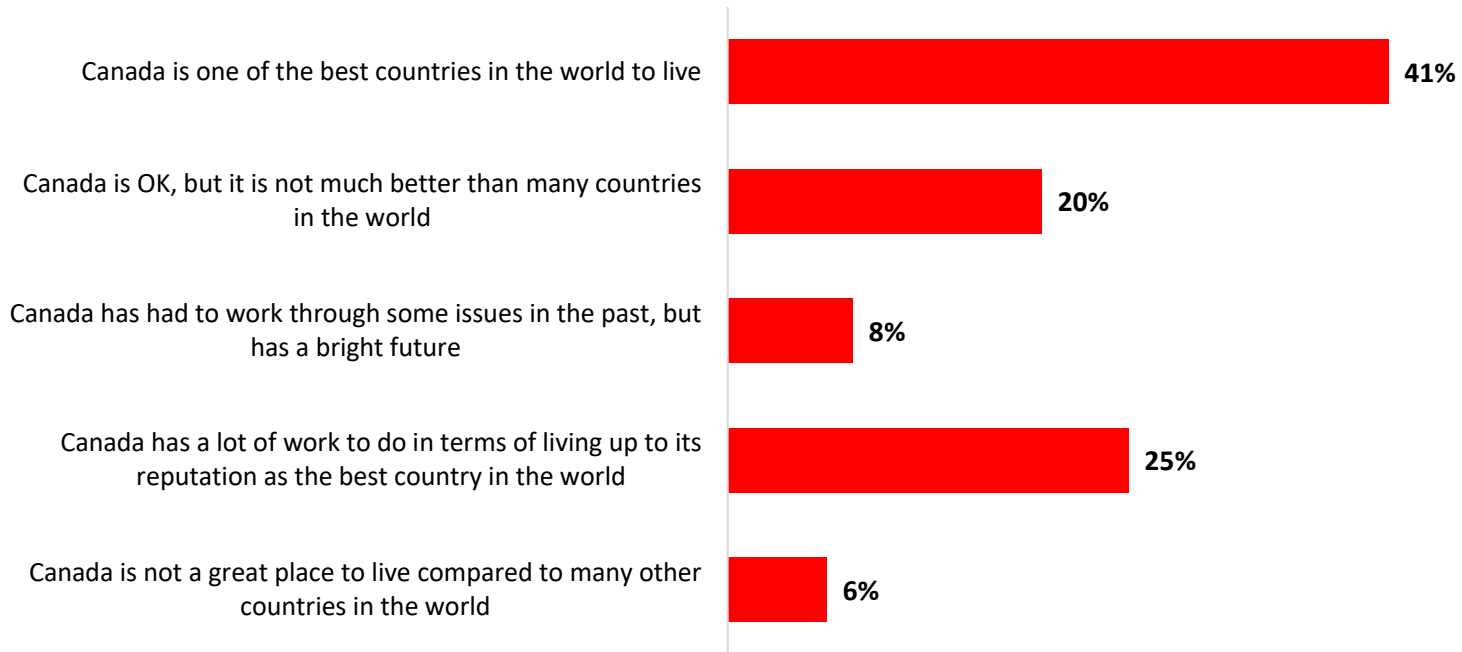
	 Total Canada	 Total USA	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
<b>Total Proud</b>	76%	78%	2
Very proud	<b>40%</b>	<b>47%</b>	7
Somewhat proud	<b>36%</b>	<b>31%</b>	5
<b>Total Not Proud</b>	19%	16%	3
Not very proud	<b>12%</b>	<b>9%</b>	3
Not proud at all	8%	7%	1
I am not a Canadian/American citizen	2%	2%	-
I don't know / I prefer not to answer	<b>3%</b>	<b>4%</b>	1

## Feelings About Living in Canada (1/2)

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**Q2.** Canada Day is nearing and it's a time to reflect on how we feel about our country. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?

Base: All respondents (n=1,607)



# Feelings About Living in Canada (2/2)

**Q2.** Canada Day is nearing and it's a time to reflect on how we feel about our country. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?







Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2021	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,542	
Canada is one of the best countries in the world to live	<b>41%</b>	39%	38%	44%	41%	40%	43%	42%	40%	<b>31%</b>	<b>34%</b>	<b>54%</b>	<b>46%</b>	-5
Canada is OK, but it is not much better than many countries in the world	<b>20%</b>	13%	<b>26%</b>	18%	18%	22%	18%	20%	19%	<b>27%</b>	22%	<b>13%</b>	<b>12%</b>	+8
Canada has had to work through some issues in the past, but has a bright future	<b>8%</b>	9%	7%	8%	5%	9%	10%	<b>6%</b>	<b>9%</b>	<b>11%</b>	8%	<b>6%</b>	<b>13%</b>	-5
Canada has a lot of work to do in terms of living up to its reputation as the best country in the world	<b>25%</b>	34%	25%	26%	27%	23%	21%	23%	27%	24%	28%	23%	<b>24%</b>	+1
Canada is not a great place to live compared to many other countries in the world	<b>6%</b>	6%	5%	6%	9%	6%	9%	<b>8%</b>	<b>5%</b>	7%	<b>9%</b>	<b>4%</b>	<b>5%</b>	+1

# Feelings About Living in Canada – *By Voting Intentions*

**Q2.** Canada Day is nearing and it’s a time to reflect on how we feel about our country. How do you feel about living in Canada and/or being Canadian? Which of the following best describes your current feelings?



Base: All respondents

							
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Unweighted n=	1,607	516	365	197	106	60	36
Canada is one of the best countries in the world to live	<b>41%</b>	<b>31%</b>	<b>66%</b>	<b>50%</b>	<b>25%</b>	41%	6%
Canada is OK, but it is not much better than many countries in the world	<b>20%</b>	18%	<b>12%</b>	25%	26%	20%	37%
Canada has had to work through some issues in the past, but has a bright future	<b>8%</b>	6%	9%	7%	<b>3%</b>	<b>2%</b>	4%
Canada has a lot of work to do in terms living up to its reputation as the best country in the world	<b>25%</b>	<b>35%</b>	<b>12%</b>	<b>14%</b>	<b>41%</b>	33%	28%
Canada is not a great place to live compared to many other countries in the world	<b>6%</b>	<b>10%</b>	<b>1%</b>	<b>3%</b>	5%	4%	25%

# Feelings About Living in Canada/U.S. (Canada vs United States)

**Q2.** Canada Day/4<sup>th</sup> of July is nearing and it's a time to reflect on how we feel about our country. How do you feel about living in Canada and/or being Canadian/in the United States and/or being American? Which of the following best describes your current feelings?

Base: All respondents

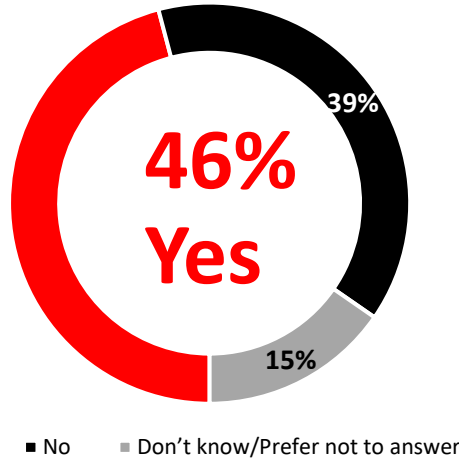
	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
<b>Weighted n=</b>	1,607	1,003	
<b>Unweighted n=</b>	1,607	1,003	
Canada/The United States is one of the best countries in the world to live	<b>41%</b>	<b>50%</b>	9
Canada/The United States is OK, but it is not much better than many countries in the world	20%	18%	2
Canada/The United States has had to work through some issues in the past, but has a bright future	<b>8%</b>	<b>27%</b>	19
Canada/The United States has a lot of work to do in terms living up to its reputation as the best country in the world	<b>25%</b>	<b>5%</b>	20
Canada/The United States is not a great place to live compared to many other countries in the world	<b>6%</b>	<b>0%</b>	6



# Celebrating Canada Day

## Q3. Will you celebrate Canada Day this year?

Base: All respondents (n=1,607)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2023	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,542	
Yes	<b>46%</b>	42%	<b>22%</b>	<b>56%</b>	52%	<b>57%</b>	49%	47%	45%	47%	46%	45%	<b>54%</b>	<b>-8</b>
No	<b>39%</b>	31%	<b>68%</b>	<b>28%</b>	36%	<b>27%</b>	34%	40%	38%	38%	37%	41%	<b>33%</b>	<b>+6</b>
Don't know/Prefer not to answer	<b>15%</b>	<b>27%</b>	<b>10%</b>	16%	13%	16%	17%	13%	17%	15%	17%	14%	<b>13%</b>	<b>+2</b>

# Celebrating Canada Day (Canada vs United States)

**Q3.** Will you celebrate Canada Day/4<sup>th</sup> of July this year?

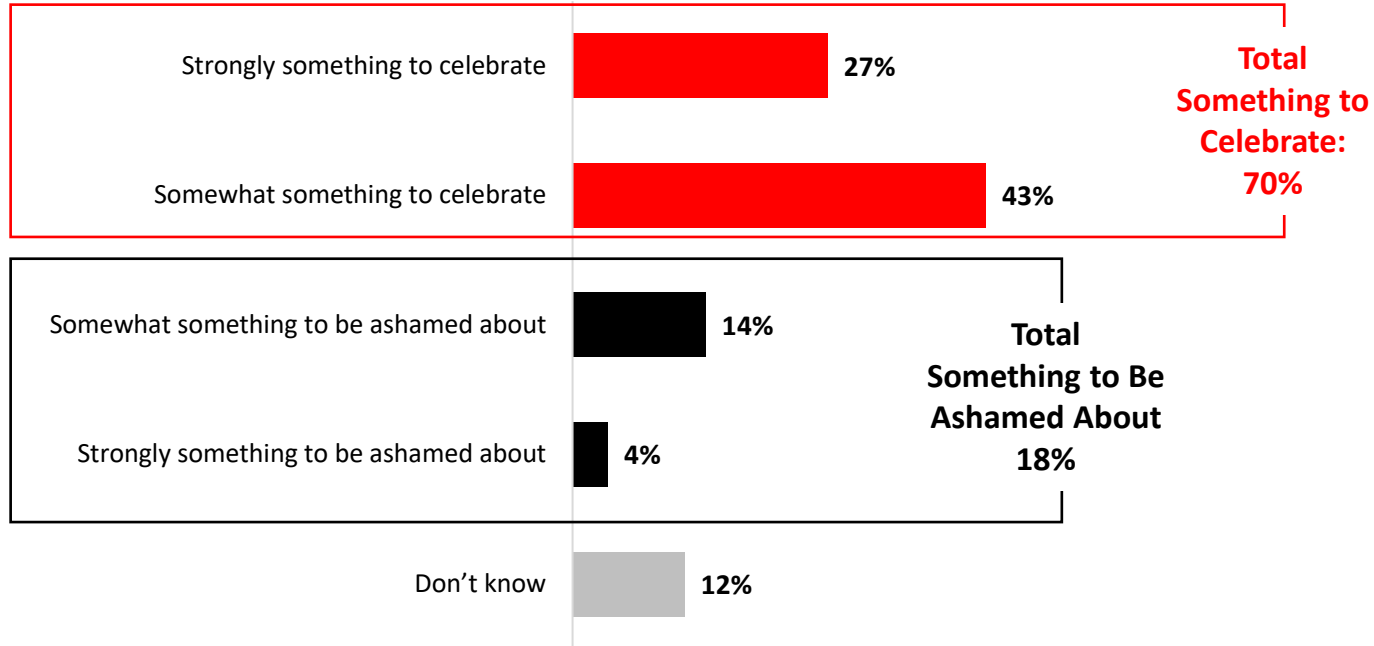
Base: All respondents

	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
Yes	<b>46%</b>	<b>68%</b>	22
No	<b>39%</b>	<b>17%</b>	22
Don't know/Prefer not to answer	15%	14%	1

# Perception of Canada's History (1/2)

**Q4.** When you think of all that makes up Canada’s history—pre and post confederation—do you feel our country’s history overall is something to celebrate or something to be ashamed about?

Base: All respondents (n=1,607)



# Perception of Canada's History (2/2)

**Q4.** When you think of all that makes up Canada’s history—pre and post confederation—do you feel our country’s history overall is something to celebrate or something to be ashamed about?







Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698
<b>Total Something to Celebrate</b>	<b>70%</b>	74%	<b>62%</b>	70%	<b>79%</b>	72%	<b>78%</b>	<b>75%</b>	<b>66%</b>	<b>61%</b>	66%	<b>79%</b>
Strongly something to celebrate	<b>27%</b>	28%	<b>17%</b>	<b>31%</b>	29%	28%	29%	<b>31%</b>	<b>23%</b>	<b>22%</b>	<b>21%</b>	<b>35%</b>
Somewhat something to celebrate	<b>43%</b>	46%	46%	<b>38%</b>	50%	45%	49%	44%	43%	39%	46%	45%
<b>Total Something to Be Ashamed About</b>	<b>18%</b>	16%	20%	19%	14%	18%	14%	<b>15%</b>	<b>20%</b>	<b>25%</b>	21%	<b>11%</b>
Somewhat something to be ashamed about	<b>14%</b>	15%	15%	15%	<b>8%</b>	15%	11%	<b>12%</b>	<b>16%</b>	<b>18%</b>	17%	<b>9%</b>
Strongly something to be ashamed about	<b>4%</b>	1%	5%	4%	5%	3%	2%	4%	4%	<b>7%</b>	4%	<b>2%</b>
Don't know	<b>12%</b>	10%	<b>18%</b>	11%	8%	10%	8%	10%	13%	14%	13%	<b>10%</b>

# Perception of Canada's History- by Voting Intention

**Q4.** When you think of all that makes up Canada’s history—pre and post confederation—do you feel our country’s history overall is something to celebrate or something to be ashamed about?



Base: All respondents

							
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Unweighted n=	1,607	516	365	197	106	60	36
<b>Total Something to Celebrate</b>	<b>70%</b>	<b>80%</b>	<b>84%</b>	64%	<b>53%</b>	71%	78%
Strongly something to celebrate	<b>27%</b>	31%	<b>35%</b>	25%	<b>9%</b>	25%	20%
Somewhat something to celebrate	<b>43%</b>	<b>50%</b>	49%	39%	44%	46%	58%
<b>Total Something to Be Ashamed About</b>	<b>18%</b>	<b>12%</b>	<b>11%</b>	<b>27%</b>	<b>33%</b>	19%	20%
Somewhat something to be ashamed about	<b>14%</b>	<b>9%</b>	<b>9%</b>	20%	<b>27%</b>	18%	15%
Strongly something to be ashamed about	<b>4%</b>	3%	3%	8%	6%	1%	5%
Don't know	<b>12%</b>	<b>8%</b>	<b>5%</b>	9%	14%	10%	2%

# Perception of Canada's/America's History (Canada vs United States)

**Q4.** When you think of all that makes up Canada's history—pre and post confederation—/ 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?

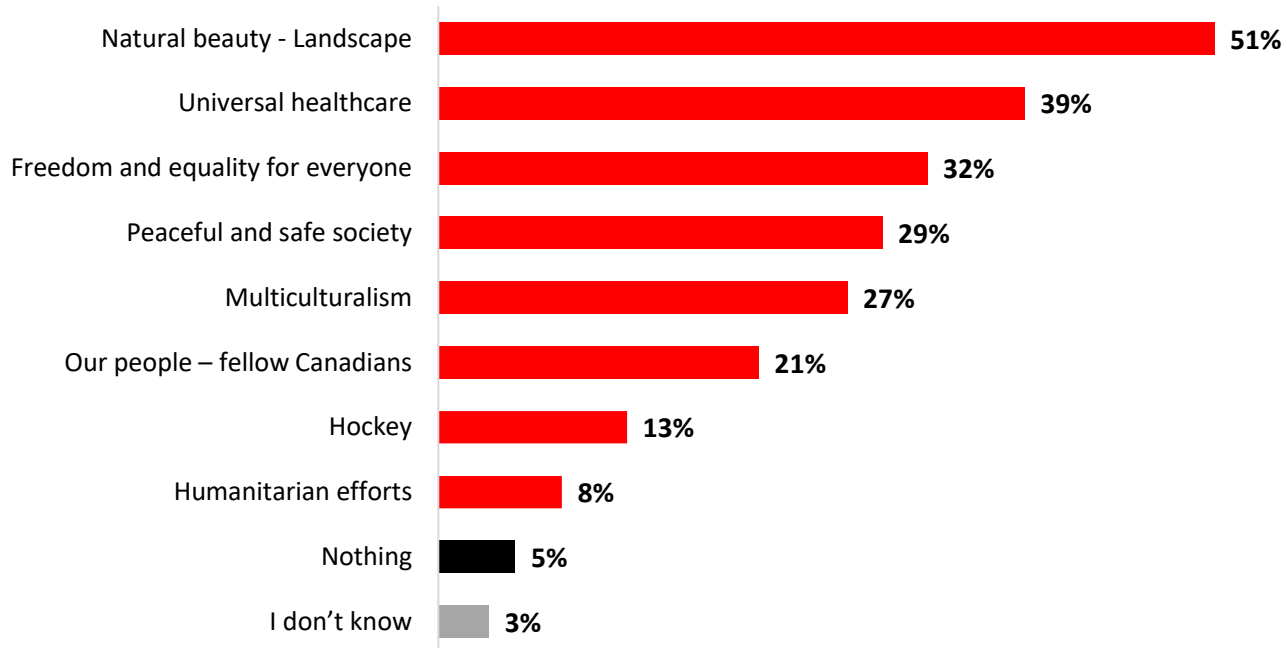
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
<b>Total Something to Celebrate</b>	70%	73%	3
Strongly something to celebrate	27%	46%	19
Somewhat something to celebrate	43%	27%	16
<b>Total Something to Be Ashamed About</b>	18%	17%	1
Somewhat something to be ashamed about	14%	11%	3
Strongly something to be ashamed about	4%	6%	2
Don't know	12%	9%	3

# Reasons for Being Proud to Be Canadian (1/2)

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

Base: All respondents (n=1,607)





# Reasons for Being Proud to Be Canadian (2/2)

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

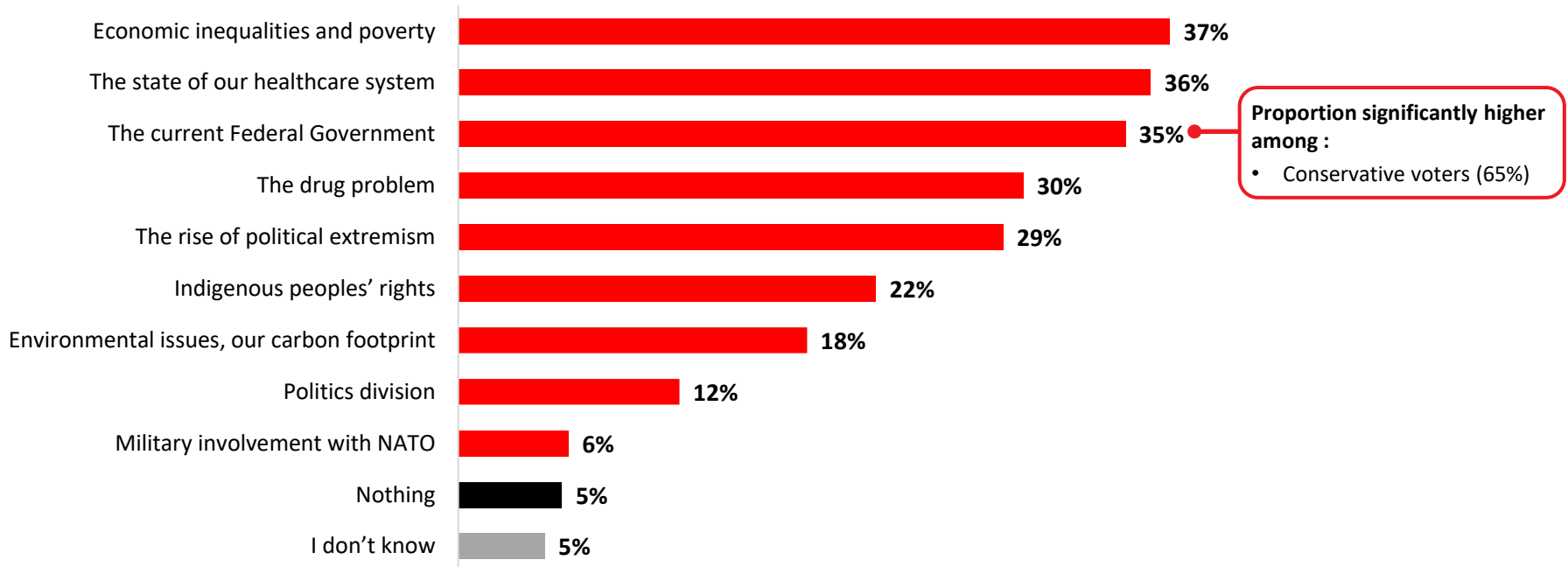
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2023	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,512	
Natural beauty - Landscape	<b>51%</b>	55%	<b>46%</b>	49%	57%	56%	59%	<b>47%</b>	<b>55%</b>	48%	55%	51%	<b>40%</b>	+11
Universal healthcare	<b>39%</b>	38%	<b>28%</b>	<b>45%</b>	43%	40%	39%	37%	41%	36%	37%	<b>42%</b>	<b>41%</b>	-2
Freedom and equality for everyone	<b>32%</b>	31%	35%	32%	33%	26%	35%	33%	32%	<b>28%</b>	32%	<b>36%</b>	<b>40%</b>	-8
Peaceful and safe society	<b>29%</b>	31%	<b>34%</b>	28%	28%	29%	27%	32%	27%	30%	26%	32%	<b>37%</b>	-8
Multiculturalism	<b>27%</b>	22%	<b>20%</b>	<b>32%</b>	23%	24%	32%	27%	28%	28%	30%	<b>24%</b>	<b>23%</b>	+4
Our people – fellow Canadians	<b>21%</b>	26%	<b>14%</b>	22%	30%	28%	19%	19%	23%	<b>16%</b>	<b>18%</b>	<b>28%</b>	<b>25%</b>	-4
Hockey	<b>13%</b>	<b>3%</b>	10%	15%	19%	12%	13%	<b>15%</b>	<b>10%</b>	15%	<b>16%</b>	<b>8%</b>	<b>9%</b>	+4
Humanitarian efforts	<b>8%</b>	9%	10%	8%	5%	11%	5%	7%	9%	7%	8%	9%	<b>7%</b>	+1
Nothing	<b>5%</b>	2%	<b>9%</b>	4%	<b>1%</b>	8%	3%	<b>7%</b>	<b>4%</b>	5%	6%	4%	<b>5%</b>	-
I don't know	<b>3%</b>	6%	3%	3%	<b>1%</b>	1%	6%	3%	4%	<b>7%</b>	2%	<b>2%</b>	<b>3%</b>	-

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

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

Base: All respondents (n=1,607)



# Reasons for Not Being Proud to Be Canadian (2/2)

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

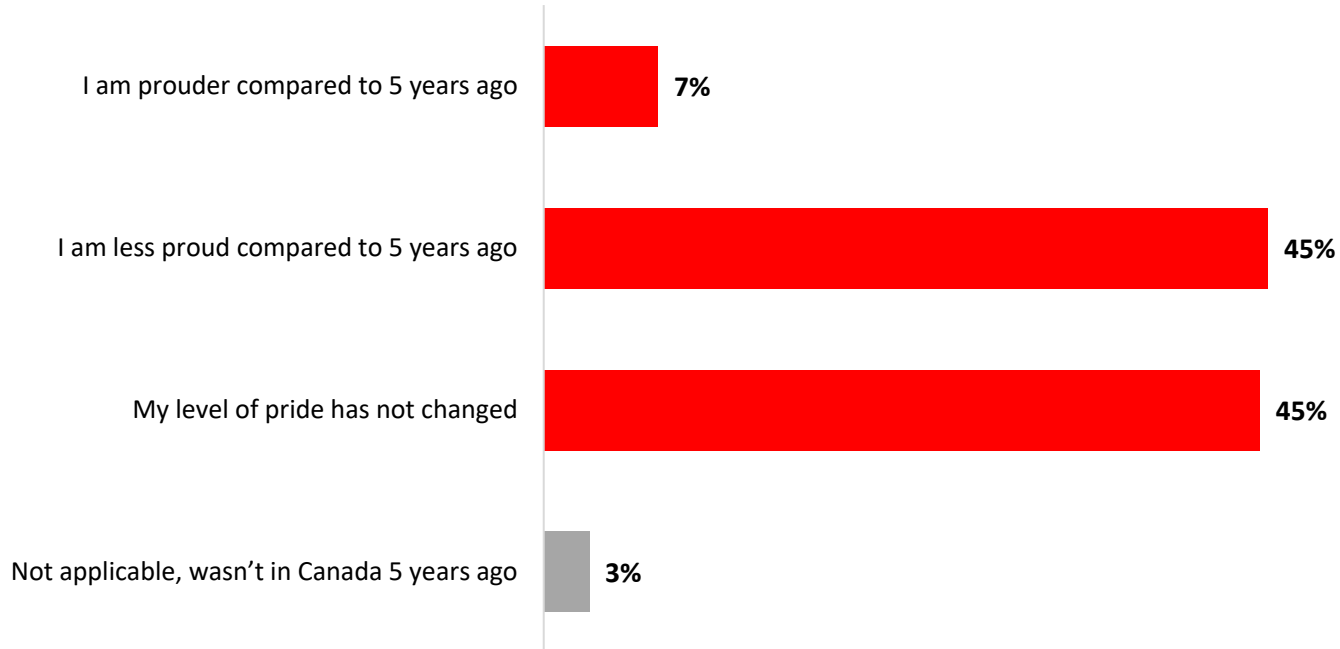
Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2023	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,512	
Economic inequalities and poverty	<b>37%</b>	43%	<b>44%</b>	35%	29%	37%	32%	<b>34%</b>	<b>41%</b>	35%	35%	<b>41%</b>	<b>35%</b>	+2
The state of our healthcare system	<b>36%</b>	<b>49%</b>	<b>45%</b>	<b>32%</b>	39%	30%	32%	<b>33%</b>	<b>40%</b>	32%	36%	39%	<b>38%</b>	-2
The current Federal Government	<b>35%</b>	<b>23%</b>	<b>30%</b>	38%	38%	<b>46%</b>	30%	<b>38%</b>	<b>32%</b>	<b>26%</b>	<b>44%</b>	34%	-	-
The drug problem	<b>30%</b>	38%	<b>17%</b>	32%	33%	23%	<b>44%</b>	<b>26%</b>	<b>33%</b>	27%	29%	32%	<b>29%</b>	+1
The rise of political extremism	<b>29%</b>	23%	<b>24%</b>	28%	31%	33%	36%	30%	27%	<b>21%</b>	28%	<b>34%</b>	<b>33%</b>	-4
Indigenous peoples' rights	<b>22%</b>	20%	24%	<b>30%</b>	22%	<b>17%</b>	<b>14%</b>	20%	24%	<b>30%</b>	22%	<b>17%</b>	<b>21%</b>	+1
Environmental issues, our carbon footprint	<b>18%</b>	20%	<b>24%</b>	17%	15%	18%	15%	18%	19%	<b>23%</b>	18%	16%	<b>16%</b>	+2
Politics division	<b>12%</b>	9%	<b>8%</b>	13%	11%	12%	16%	<b>15%</b>	<b>8%</b>	13%	10%	12%	<b>18%</b>	-6
Military involvement with NATO	<b>6%</b>	6%	7%	6%	7%	5%	3%	7%	5%	4%	<b>8%</b>	5%	<b>5%</b>	+1
Nothing	<b>5%</b>	7%	5%	6%	4%	<b>2%</b>	6%	7%	4%	6%	5%	6%	<b>6%</b>	-1
I don't know	<b>5%</b>	8%	4%	5%	<b>1%</b>	4%	4%	4%	5%	<b>7%</b>	4%	<b>3%</b>	<b>4%</b>	+1

## 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 a Canadian and/or living in Canada?

Base: All respondents (n=1,607)



# 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 a Canadian and/or living in Canada?







Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2021	Gap
Unweighted n=	1,607	106	427	631	133	139	171	823	784	443	466	698	1,542	
I am prouder compared to 5 years ago	<b>7%</b>	<b>2%</b>	7%	8%	8%	4%	8%	8%	6%	<b>11%</b>	7%	<b>5%</b>	<b>13%</b>	-6
I am less proud compared to 5 years ago	<b>45%</b>	55%	<b>35%</b>	47%	45%	50%	49%	47%	43%	48%	<b>51%</b>	<b>39%</b>	<b>29%</b>	+16
My level of pride has not changed	<b>45%</b>	39%	<b>56%</b>	41%	45%	46%	37%	43%	47%	<b>33%</b>	41%	<b>56%</b>	<b>56%</b>	-11
Not applicable, wasn't in Canada 5 years ago	<b>3%</b>	5%	<b>1%</b>	3%	1%	<b>0%</b>	6%	2%	3%	<b>9%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	+2

# Changes in Pride Over Five Years – by Voting Intentions

**Q7.** Compared to 5 years ago, which of the following best describes your sense of pride on being a Canadian and/or living in Canada?



Base: All respondents

							
	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Unweighted n=	1,607	516	365	197	106	60	36
I am prouder compared to 5 years ago	7%	5%	14%	7%	0%	5%	8%
I am less proud compared to 5 years ago	45%	65%	26%	41%	36%	57%	68%
My level of pride has not changed	45%	30%	60%	50%	64%	35%	24%
Not applicable, wasn't in Canada 5 years ago	3%	0%	1%	2%	0%	3%	0%

# Changes in Pride Over Five Years (Canada vs United States)

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

Base: All respondents

	 <b>Total Canada</b>	 <b>Total USA</b>	Gap
Weighted n=	1,607	1,003	
Unweighted n=	1,607	1,003	
I am prouder compared to 5 years ago	<b>7%</b>	<b>19%</b>	12
I am less proud compared to 5 years ago	<b>45%</b>	<b>35%</b>	10
My level of pride has not changed	45%	45%	-
Not applicable, wasn't in Canada/ in the U.S.5 years ago	<b>3%</b>	<b>1%</b>	2



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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/3)

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

	Unweighted	Weighted
<b>Province</b>	<b>1,607</b>	<b>1,607</b>
British Columbia	171	223
Alberta	139	179
Manitoba/Saskatchewan	133	103
Ontario	631	622
Quebec	427	371
Atlantic	106	108

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

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

# Weighted and Unweighted Sample (2/3)

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

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

	Unweighted	Weighted
<b>Gender</b>	<b>1,607</b>	<b>1,607</b>
Male	823	784
Female	784	823
<b>Age</b>	<b>1,607</b>	<b>1,607</b>
18 to 34	443	428
35 to 54	466	517
55+	698	662
<b>Language (Mother tongue)</b>	<b>1,607</b>	<b>1,607</b>
English	1,000	1,070
French	377	317
Other	228	218

# Weighted and Unweighted Sample (3/3)

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

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

# Our Services

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- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**

**EMPLOYEES**



**185**

**CONSULTANTS**



**8**

**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

# Our Commitments to Quality

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