



FOCUS
CANADA

**2025 SPRING
SERIES**

Pride in Being Canadian

**Environics
Institute**
For Survey Research

Environics Institute

For Survey Research

The Environics Institute for Survey Research was established by Michael Adams in 2006 with a mandate to conduct in-depth public opinion and social research on the issues shaping Canada's future. It is through such research that Canadians can better understand themselves and their changing society.

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As part of its Focus Canada public opinion research program (launched in 1976), the Environics Institute updated its research on Canadian pride. The survey is based on telephone interviews conducted (via landline and cellphones) with 2,000 Canadians between May 5 and 18, 2025. A sample of this size drawn from the population produces results accurate to within plus or minus 2.2 percentage points in 19 out of 20 samples.

For more information about this research, contact [Andrew Parkin](#).

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Introduction

Previous Focus Canada surveys have documented a decline in the proportion of Canadians who are proud of being a Canadian. The proportion that is very proud declined from 74 percent in 2010 to 53 percent in 2024 - a drop of 21 percentage points. The proportion that is very or somewhat proud declined from 95 percent to 82 percent (down 13 points).



The political situation has changed significantly since the last survey was conducted in September 2024. The return of U.S. President Donald Trump to the White House in January 2025 was followed by a series of threats to Canada’s economy and sovereignty. The economic threat came in the form of a pivot away from North American free trade through the imposition of tariffs on Canadian exports to the U.S. This was accompanied by repeated statements by the president that he would prefer to see Canada become a U.S. state rather than remain an independent country.

Canadian citizens and governments have reacted strongly to these threats. Many have cut back on travel to the United States and opted to buy Canadian, rather than American, products. The newly elected Canadian Prime Minister, Mark Carney, stated in a meeting with President Trump that Canada will never be up for sale, and invited King Charles III to open parliament to symbolize Canada’s distinct political traditions.

In the wake of these developments, has there been a resurgence of national pride in Canada? This is one of the questions addressed by the Environics Institute through the spring 2025 edition of its Focus Canada survey.

Proud to be a Canadian

The new survey, conducted in May 2025, finds that pride in being a Canadian has rebounded from the low point reached in September 2024. Since then, the proportion of Canadians who say they are very proud to be a Canadian has increased by nine percentage points, from 53 percent to 62 percent - reversing the decline that took place between 2022 and 2024.

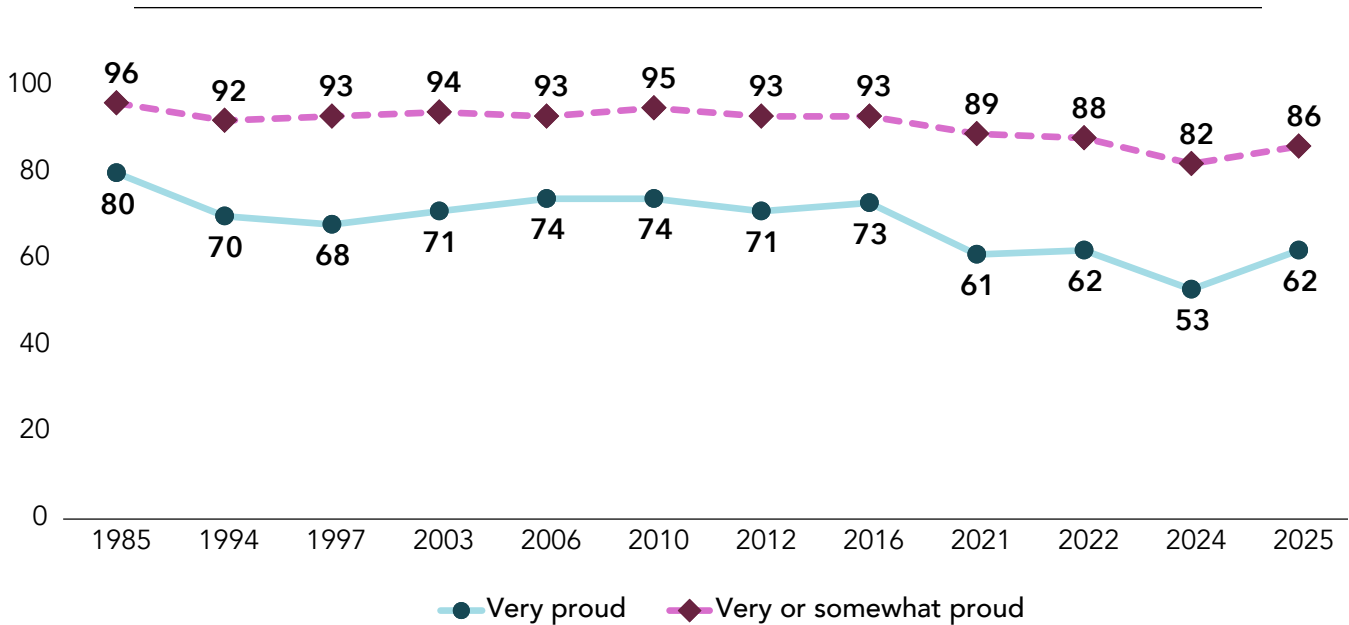
This change marks the first time that this measure has increased by more than a few percentage points from one survey to the next, since our tracking first began in 1985.

The proportion of Canadians who say they are very proud to be a Canadian has increased by nine percentage points - reversing the decline that took place between 2022 and 2024.

FIGURE 1

Very or somewhat proud to be a Canadian

1985 - 2025



The proportion of Canadians who say they are very or somewhat proud of being a Canadian increased by four points between the fall of 2024 and the spring of 2025, from 82 to 86 percent. One in ten Canadians (10%) are currently not very or not at all proud of being a Canadian, down from 13 points in September 2024.

TABLE 1

Would you say you are very, somewhat, not very, or not at all proud to be a Canadian?

	Very or somewhat proud	Very proud	Somewhat proud	Not very proud	Not at all proud	Depends / Don't know / Not a Canadian
1985	96	80	16	1	1	2
1994	92	70	22	3	2	3
1997	93	68	25	4	1	2
2003	94	71	22	3	1	2
2006	93	74	19	4	1	2
2010	95	74	21	3	1	1
2012	93	71	22	3	2	2
2016	93	73	19	3	1	3
2021	89	61	27	5	3	3
2022	88	62	27	6	3	2
2024	82	53	29	7	6	6
2025	86	62	23	6	4	5



Differences by region and age

Pride in being Canadian remains much lower in Quebec than outside the province: 46 percent of Quebecers say they are very proud, compared to 67 percent of other Canadians. However, 81 percent of Quebecers are very or somewhat proud, only six points lower than that for the rest of Canada (87%). It is notable that Quebec is the only region of the country where the proportion that feels very proud is not lower today than in 2010.

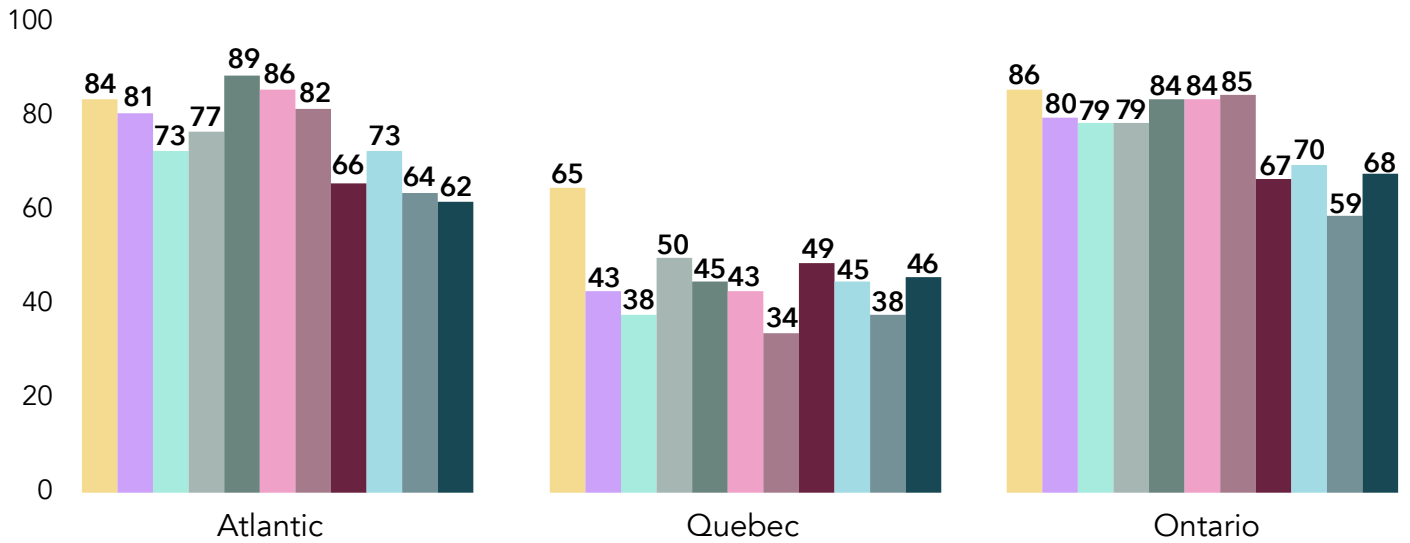
Compared to the fall of 2024, strong pride in being a Canadian has increased in every region of the country, with the exception of Atlantic Canada. It has increased most in B.C. (up 18 percentage points), but is also up in Manitoba and Saskatchewan (up 11 points), Ontario (up 9 points), Quebec (up 8 points) and Alberta (up 7 points). It has declined by two points in Atlantic Canada, but this change is not statistically significant.

FIGURE 2

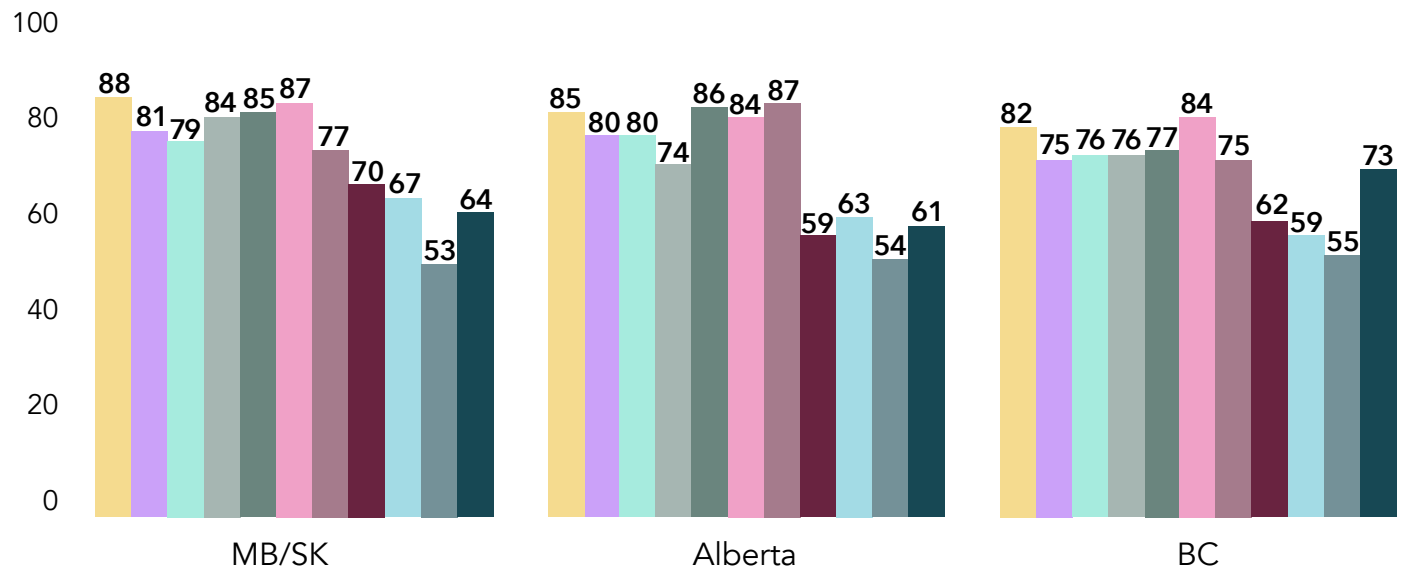
Very proud to be a Canadian

1985 - 2025

Eastern Canada



Western Canada



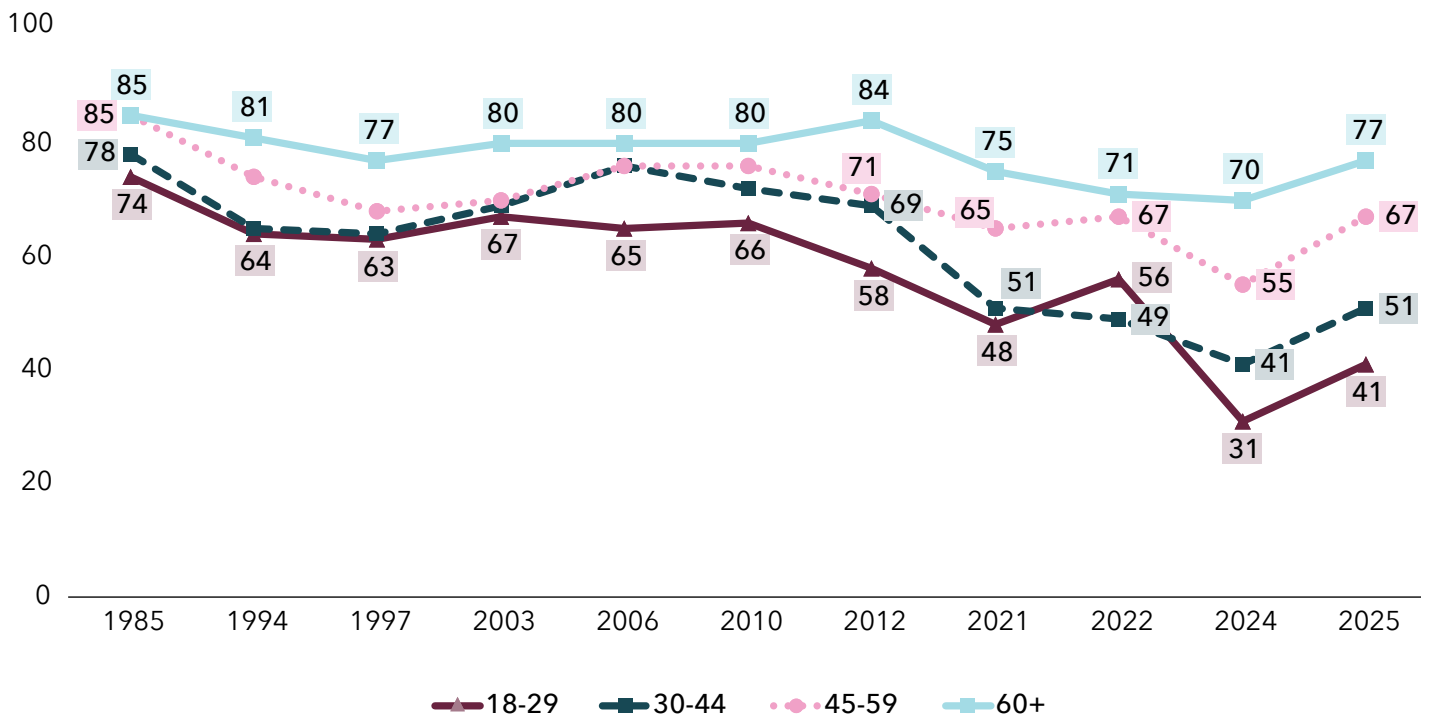
1985 1994 1997 2003 2006 2010 2012 2021 2022 2024 2025

Pride in being Canadian has also rebounded among every age group. Between the fall of 2024 and the spring of 2025, the proportion that is very proud increased by 10 points for those age 18 to 29 and for those age 30 to 44, by 12 points for those age 45 to 59, and by seven points for those age 60 and older.

FIGURE 3

Very proud to be a Canadian

By age group, 1985 - 2025



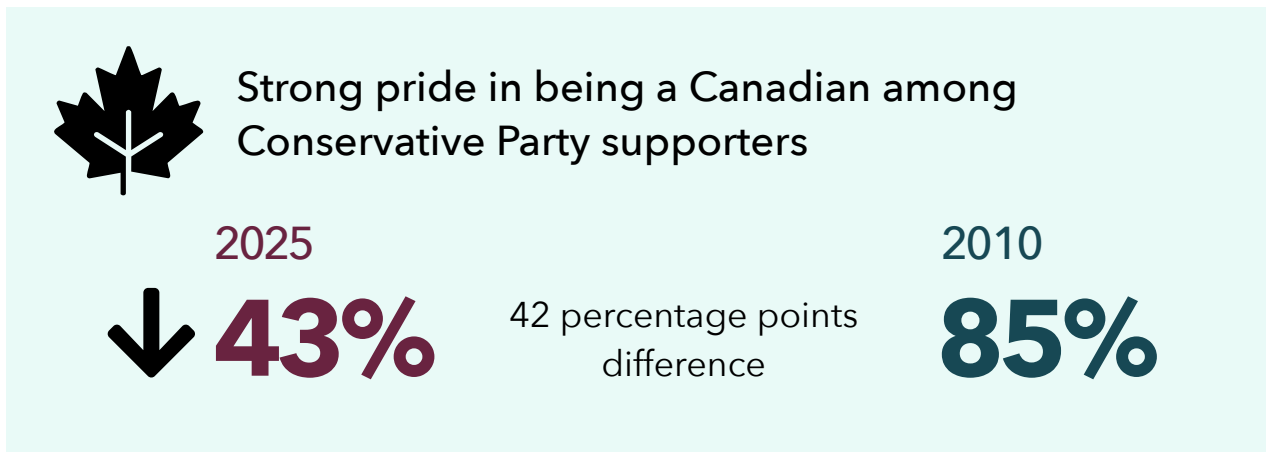
Despite this recovery, strong feelings of national pride remain lower than they were in the 2010s or earlier for each age group. Since 2010, the decline has been more pronounced for the two younger age groups (down by 25 points for those age 18 to 29, and by 21 points for those age 30 to 44) than for the two older groups (down by nine points for those age 45 to 59, and by three points for those age 60 and older).

Differences by federal party support

There continue to be significant differences among those who support different federal political parties.¹

Supporters of the Liberal Party remain the most likely to say they are very proud of being a Canadian: 77 percent now hold this view, up five points from the fall of 2024, reversing the previous five-point decline. However, strong pride in being Canadian among Liberal Party supporters remains lower today than in 2010, by nine points.

The proportion feeling very proud to be a Canadian has also increased since last fall among supporters of the federal NDP (up 7 points), continuing a positive trend that has emerged over the past few years. Strong pride in being a Canadian among NDP supporters is now 17 points higher than in 2021. And the proportion with this view today (68%) has returned to the same level observed in 2010.



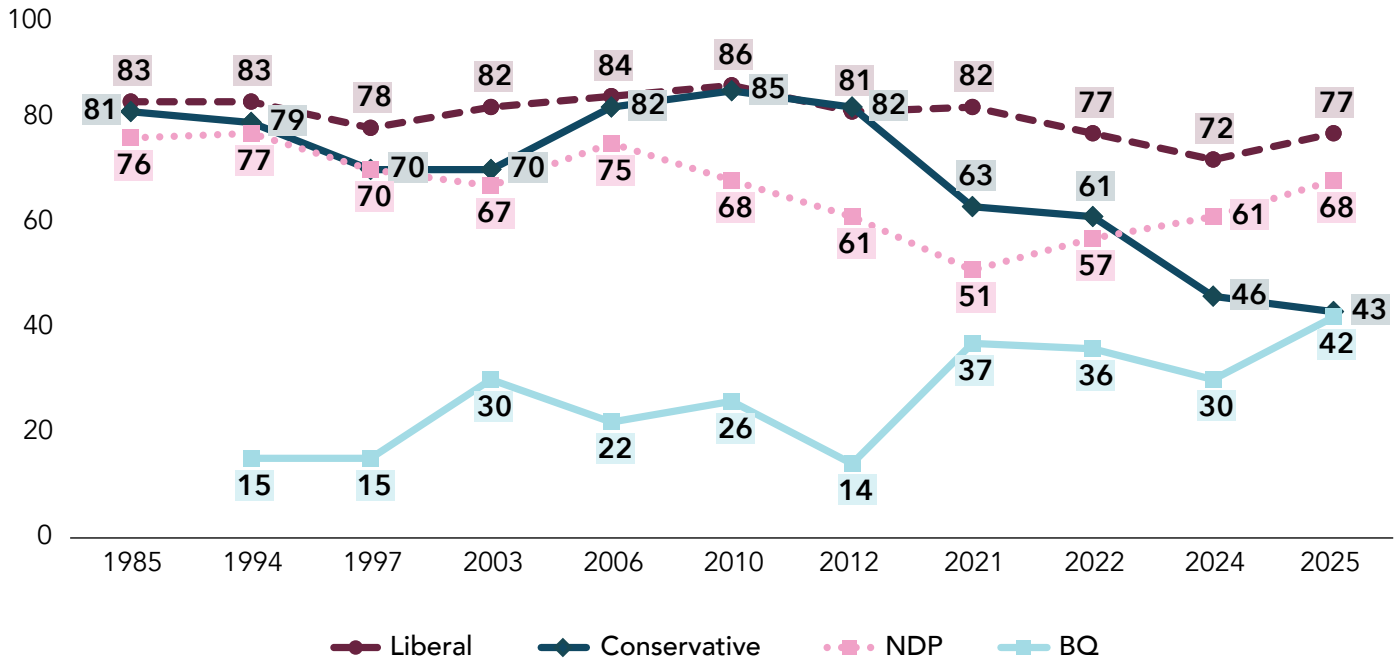
Feelings of Canadian pride also appear to have increased in Quebec among supporters of the Bloc Québécois. This result should be treated with caution, as the number of respondents in the 2025 survey who say they voted for the Bloc is smaller than usual. However, the trend for Bloc Québécois supporters matches that for Quebecers in general.

¹ In most survey years, federal party support is determined by using a question about which party someone would vote for were an election to be held today - with two exceptions. The 2012 survey included a question on party identification rather than vote intention. In the May 2025 the survey relied on a question asking which party someone voted for, or would have voted for, in the recent federal election held on April 28.

FIGURE 4

Very proud to be a Canadian

By federal party support, 1985 - 2025



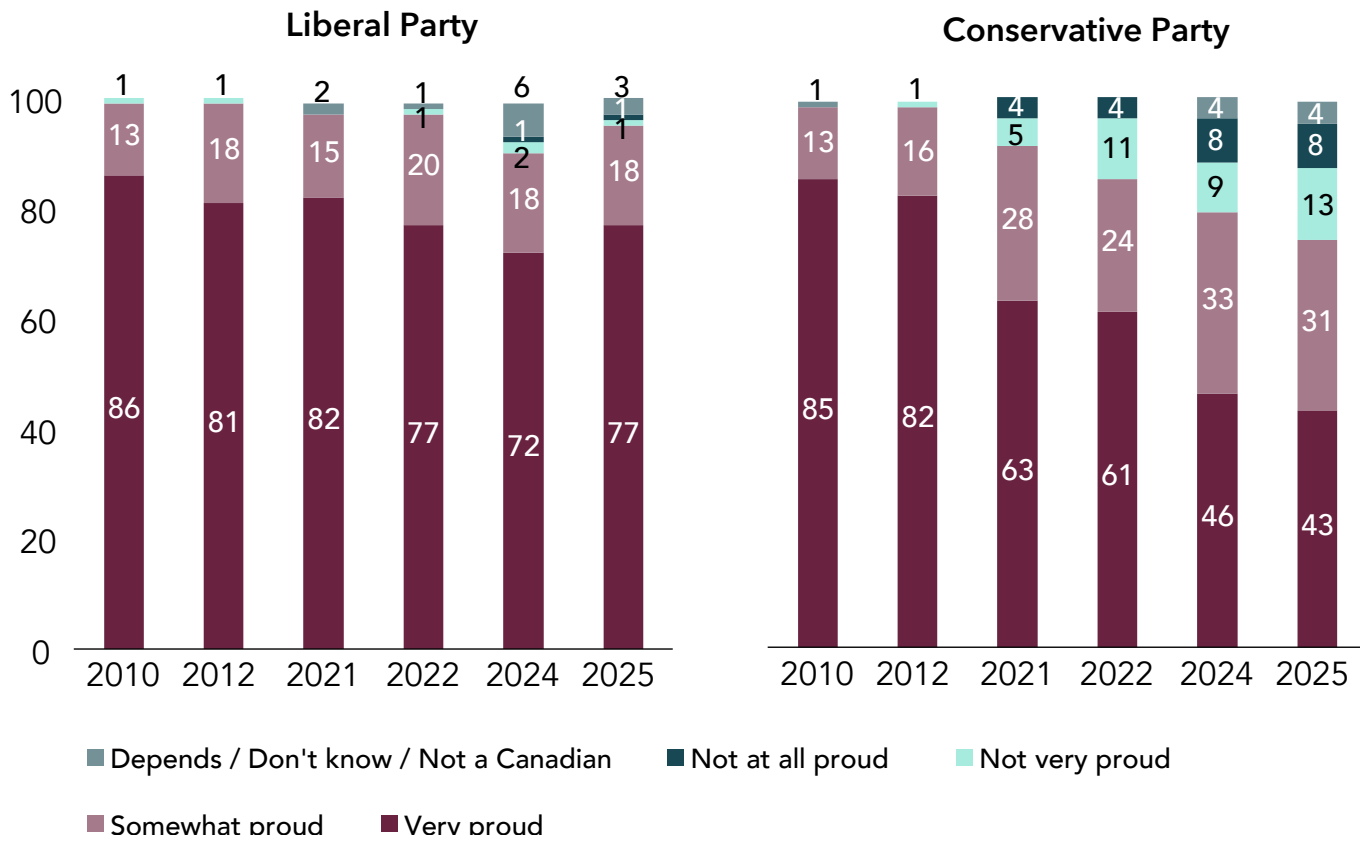
There has been no rebound in national pride, however, among supporters of the federal Conservative Party; in fact, the proportion of Conservative Party supporters who are very proud of being a Canadian is slightly lower today than in the fall of 2024, and at the lowest level recorded since tracking of this question began in 1985. Twenty-two percent of Conservative Party supporters say they are not very or not at all proud of being a Canadian, up from 17 percent in 2024. By comparison, hardly any Conservative Party supporters felt this lack of pride in 2010.

22% of Conservative Party supporters say they are not very or not at all proud of being a Canadian. By comparison, hardly any Conservative Party supporters felt this lack of pride in 2010.

FIGURE 5

Would you say you are very, somewhat, not very, or not at all proud to be a Canadian?

By federal party support, 2010 - 2025



Summary

Canadians' sense of national pride has rebounded since the fall of 2024 in the context of the "elbows up" reaction to the actions and words of the U.S. president. But, despite this rebound, strong feelings of national pride remain lower than in previous decades. This is especially true in the case of two population groups.

The first is younger adults - not only the youngest cohort, but more generally those under the age of 45. Over the longer term, strong feelings of national pride have fallen more among those under the age of 45 than among those age 45 and older.

Canadians' sense of national pride has rebounded since the fall of 2024 in the context of the "elbows up" reaction to the actions and words of the U.S. president. But, despite this rebound, strong feelings of national pride remain lower than in previous decades.

The second is supporters of the Conservative Party. Strong feelings of national pride increased between fall 2024 and spring 2025 for supporters of the Liberal Party, NDP and Bloc Québécois. This was not the case for those who support the Conservative Party.

This difference between Conservative Party supporters and supporters of the other parties can also be illustrated by comparing results from today with those from 2010. The proportion that is very proud of being a Canadian is much higher today among supporters of the Bloc Québécois. It is at the same level today among NDP supporters.

It is somewhat lower today (by 9 points) among Liberal Party supporters. But it is sharply lower than in 2010 (by 42 points - falling to half the level it was) among Conservative Party supporters.

This is not the only issue where the responses of Conservative Party supporters diverge from those who support other parties. For instance, Conservative Party supporters are much more likely to be dissatisfied with the overall direction of the country, and to say that the Canadian economy is getting weaker. These opinions may help to explain why Conservative Party supporters are currently less likely than other Canadians to feel very proud of being a Canadian.



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