

Patriotism and Canadian Identity

Part 2 for **Monday, May 26, 2003**

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The Association for Canadian Studies commissioned this poll from Environics Research Group/Focus Canada. The survey of 2,002* Canadians 18 years of age and over looks at issues of patriotism and identity in Canada. The ACS-Environics survey was carried out by telephone from March 15-23, 2003. Results are accurate to within plus or minus 3,5%, 19 times out of 20.

* While there were 2002 respondents for questions concerning patriotism, 2/3 of the respondents (1,340 nationally) were asked questions relating to symbols of national identity

IN THE PREVIOUS INSTALLMENT ON CITIZENSHIP, we examined the shift from national to provincial identification amongst a growing number of Canadians. Yet another expression of this phenomenon is the reduced importance of national symbols and the lesser emphasis placed on the need for the population to be more patriotic and proud of the country. As observed below there is a 7-point decrease in the extent to which it is *strongly agreed* that we need to be more patriotic and proud of the country. The decrease is more pronounced amongst English Canadians where it is 11 points as opposed to amongst the French population where there has actually been a slight increase in the extent to which there is strong agreement on this matter.

Canadians need to be more patriotic and openly show pride in our country

	All		English		French	
	2003	2000	2003	2000	2003	2000
Strongly Agree	50	57	53	64	38	36
Somewhat Agree	29	27	28	23	34	41
Somewhat Disagree	12	10	11	8	17	17
Strongly Disagree	7	4	7	4	9	5
DK/NA	2	1	1	1	2	1

Both young and old feel that the need for patriotic demonstration is less pressing since the year 2000. Immigrants have similar attitudes.

Canadians need to be more patriotic and openly show pride in our country

	18-29		60 and more	
	2003	2000	2003	2000
Strongly Agree	40	50	59	68
Somewhat Agree	33	34	26	19
Somewhat Disagree	17	11	7	5
Strongly Disagree	9	4	6	5
DK/NA	2	-	1	2

	European		Non-European	
	2003	2000	2003	2000
Strongly Agree	58	67	59	74
Somewhat Agree	26	18	23	19
Somewhat Disagree	10	14	11	4
Strongly Disagree	7	-	-	4
DK/NA	-	1	6	-

Symbols of National Identity

Symbols of national identity have also dropped in importance amongst the population between 2000 and 2003. The flag, the anthem, the national capital, national parks and historic sites and literature and music are considered 'very important' to Canadian identity by a reduced share of respondents. Hockey was the only national symbol that trended upwards in the last few years (possibly the result of the Salt Lake Olympic victories).

How important are the following to Canadian Identity: very Important, somewhat Important, not very Important or not at all important
(percentage 'very important' indicated below)

	2003	2000
Canadian Flag	68	73
CBC	37	37
National Anthem	60	65
Queen	16	16
Hockey	40	35
RCMP	57	60
Canadian Literature and Music	46	58
National Parks	62	73
Historic Sites	53	67
Ottawa as National Capital	36	43

On the basis of language spoken at home the CBC rose amongst francophones while further declining amongst anglophones in Canada. The national capital also gained amongst francophones. The Flag and Anthem remain the most important symbols of identity for English Canadians while national parks and historic sights dominate for francophones.

How important are the following to Canadian Identity: very Important, somewhat Important, not very Important or not at all important
(percentage 'very important' indicated below)

	English		French	
	2003	2000	2003	2000
Very Important				
Canadian Flag	77	81	37	44
CBC	36	40	42	29
National Anthem	67	74	36	37
Queen	19	21	6	3
Hockey	45	40	20	18
RCMP	62	68	41	33
Canadian Literature and Music	46	61	47	54
National Parks	63	78	56	59
Historic Sites	54	70	51	58
Ottawa as National Capital	36	48	31	25

How important are the following to Canadian Identity: very Important, somewhat Important, not very Important or not at all important
(percentage 'very important' indicated below)

	18-29		60 and more	
	2003	2000	2003	2000
Canadian Flag	59	73	72	78
CBC	25	27	47	49
National Anthem	46	55	67	80
Queen	15	15	19	28
Hockey	45	37	30	35
RCMP	46	55	63	68
Canadian Literature and Music	44	52	53	64
National Parks	57	70	64	75
Historic Sites	48	62	54	74
Ottawa as National Capital	24	38	50	58

How important are the following to Canadian Identity: very Important, somewhat Important, not very Important or not at all important
 (percentage 'very important' indicated below)

Immigrants	European		Other-Non European	
	2003	2000	2003	2000
Canadian Flag	79	80	85	89
CBC	35	46	40	45
National Anthem	70	77	73	78
Queen	12	13	15	8
Hockey	40	41	60	46
RCMP	71	50	60	62
Canadian Literature and Music	51	62	46	56
National Parks	76	76	70	68
Historic Sites	55	70	63	83
Ottawa as National Capital	44	41	60	54

The reduced emphasis on patriotic feeling and national identity do not detract from the extent to which respondents feel that their country remains the best place to live and most respected in the world. A March Gallup poll confirms that the positive feelings that Canadians have for their country have changed little. While 32% of Canadians think that the world views them very favorably another 59% think that the country is viewed somewhat favorably. Some 12% and 11% of Britons and Americans respectively believe that the rest of the world has a very favorable view of their countries with another 57% and 46% agreeing that it is viewed somewhat favorably.

In general, how do you think (the United States/Canada/Britain) rates in the eyes of the world – very favorably, somewhat favorably, somewhat unfavorably or very unfavorably?

	Canada	United States	Britain
Very favorably	32	11	12
Somewhat Favorably	59	46	57
Somewhat Unfavorably	7	34	23
Very Unfavorably	2	7	6

Source: The Gallup Tuesday Briefing, March 11, 2003