

# SOURCES OF PERSONAL OR COLLECTIVE PRIDE IN CANADA

ASSOCIATION FOR CANADIAN STUDIES

JUNE 28-JULY 1, 2019

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# METHODOLOGY

- The Association for Canadian Studies commissioned the survey from the firm Leger Marketing. The results that follow were collected via a web panel conducted between June 20-23, 2019 with 1,545 Canadians, 18 years of age or older. Using data from Statistics Canada, the results were weighted according to gender, age, region, language spoken at home, education and whether or not children are present in the household to ensure a sample representative of the entire population under review. For comparison purposes, a probability sample of 1,545 respondents would have a margin of error of  $\pm 3.09\%$ , 19 times out of 20.

# SOURCES OF PERSONAL OR COLLECTIVE PRIDE IN CANADA (BY REGION 1/3)

	In your opinion, how important are each of the following as a source of personal or collective pride in Canada?						
% Very Important	Total	Atl.	QC	ON	MB/SK	AB	BC
Universal Health Care	73%	80%	70%	76%	70%	75%	67%
Your Canadian Passport	70%	69%	65%	73%	66%	70%	72%
The Canadian Flag	67%	74%	49%	75%	69%	74%	62%
The Canadian Charter of Rights and Freedoms	65%	67%	58%	71%	66%	63%	61%
The National Anthem	58%	64%	34%	68%	62%	66%	58%
The Armed Forces	53%	68%	45%	58%	55%	56%	43%

- Universal Health Care ranks as the number one selection when Canadians are asked about the things that are a source of personal or collective pride. It's followed by the Passport and the Flag. Health Care and the Passport are the most unifying across the provinces.
- Charter of Rights eclipses national anthem as a source of pride.

# SOURCES OF PERSONAL OR COLLECTIVE PRIDE IN CANADA (BY REGION 2/3)

In your opinion, how important are each of the following as a source of personal or collective pride in Canada?							
LESS THAN 50%							
% Very Important	Total	Atl.	QC	ON	MB/SK	AB	BC
Multiculturalism	41%	38%	28%	50%	36%	43%	38%
Official Languages and Bilingualism	39%	40%	55%	37%	30%	37%	27%
The 1867 Confederation Agreements	37%	44%	27%	43%	40%	40%	33%
CBC/Radio Canada	31%	28%	32%	35%	20%	24%	29%
Toronto Raptors	27%	24%	17%	39%	22%	19%	24%

- Multiculturalism does best in Ontario while Official Languages does best in Quebec.

# SOURCES OF PERSONAL OR COLLECTIVE PRIDE IN CANADA (BY REGION 3/3)

In your opinion, how important are each of the following as a source of personal or collective pride in Canada?							
LESS THAN 25%							
% Very Important	Total	Atl.	QC	ON	MB/SK	AB	BC
Tim Hortons	21%	28%	13%	27%	19%	21%	19%
Air Canada	20%	17%	19%	25%	17%	17%	17%
Toronto Maple Leafs	20%	25%	10%	32%	13%	12%	11%
Toronto Blue Jays	19%	24%	11%	28%	16%	14%	13%
Montreal Canadiens	17%	12%	30%	14%	12%	17%	9%
The Fleur de Lys	17%	10%	41%	11%	10%	10%	5%
The Monarchy	15%	7%	10%	18%	17%	18%	14%
Edmonton Oilers	11%	11%	8%	10%	12%	19%	11%
Vancouver Canucks	10%	11%	7%	10%	8%	8%	14%
Calgary Flames	10%	10%	8%	9%	12%	17%	7%
Winnipeg Jets	9%	8%	6%	8%	22%	10%	11%

- Previous slide indicates that Toronto Raptors top all sports franchises in Canada as a source of pride.
- In Quebec, Montreal Canadiens come first. In Atlantic, Toronto Maple Leafs have a slight edge.
- Monarchy continues to languish as source of pride.

## DIFFERENCES ACROSS THE AGE SPECTRUM (1/2)

In your opinion, how important are each of the following as a source of personal or collective pride in Canada?								
% Very Important	Total	18-24	25-34	35-44	45-54	55-64	65 +	Gap between 18-24 and 65+
The Canadian Charter of Rights and Freedoms	65%	55%	62%	69%	69%	67%	63%	8
Your Canadian Passport	70%	54%	66%	64%	71%	77%	78%	24
Multiculturalism	41%	51%	50%	45%	39%	35%	31%	20
The 1867 Confederation Agreements	37%	29%	40%	35%	39%	40%	38%	9
The Monarchy	15%	15%	17%	17%	15%	11%	14%	1
Official Languages and Bilingualism	39%	42%	48%	41%	36%	36%	35%	7
The Canadian Flag	67%	60%	61%	65%	71%	65%	73%	13
Tim Hortons	21%	37%	28%	25%	16%	15%	15%	22
The National Anthem	58%	44%	54%	55%	60%	58%	68%	24
The Armed Forces	53%	47%	47%	49%	57%	55%	60%	13
CBC/Radio Canada	31%	30%	26%	35%	26%	32%	35%	5

- Older Canadians far more likely to see Passport and National Anthem as a source of pride compared with younger Canadians, while youngest Canadians far more likely than oldest to see multiculturalism and Tim Horton's as a source of pride

## DIFFERENCES ACROSS THE AGE SPECTRUM (2/2)

In your opinion, how important are each of the following as a source of personal or collective pride in Canada?								
% Very Important	Total	18-24	25-34	35-44	45-54	55-64	65 +	Gap between 18-24 and 65+
Air Canada	20%	18%	27%	23%	20%	16%	19%	1
Universal Health Care	73%	72%	66%	70%	72%	74%	81%	9
Toronto Raptors	27%	36%	37%	25%	22%	23%	25%	11
Toronto Maple Leafs	20%	20%	21%	22%	22%	20%	17%	3
Toronto Blue Jays	19%	23%	20%	24%	18%	18%	17%	6
Winnipeg Jets	9%	6%	13%	10%	11%	10%	6%	
Montreal Canadiens	17%	13%	20%	20%	18%	18%	14%	1
Vancouver Canucks	10%	8%	12%	14%	10%	8%	6%	2
The Fleur de Lys	17%	15%	19%	20%	14%	17%	15%	-
Calgary Flames	10%	8%	14%	11%	11%	8%	7%	1
Edmonton Oilers	11%	10%	12%	14%	11%	10%	8%	2

- Canadians aged 18-24 select Raptors over Confederation as a source of pride in Canada.

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Created on: June 28-July 1, 2019.



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