

THE MAPLE LEAF VS. THE FLEUR DE LYS

ASSOCIATION FOR CANADIAN STUDIES

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INTRODUCTION AND METHODOLOGY

- State or country flags can offer an important representation of national pride. Quebec is one of the few places in Canada where there are several competing symbols of pride.
- How do Quebecers feel about the Canadian flag and the Fleur de Lys? The Association for Canadian Studies commissioned a survey on symbols of collective pride from the firm Leger Marketing with results collected via a web panel from June 20-23, 2019.
- Some 1 545 Canadians, 18 years of age or older were surveyed and there were 427 Quebecers surveyed.
- 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.

CANADIAN FLAG TOPPLES FLEUR DE LYS AMONGST QUEBECERS AND ESPECIALLY AMONGST QUEBEC YOUTH AS VERY IMPORTANT SYMBOL OF PRIDE

Symbols of Individual and Collective Pride	Quebec						
	Total	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74
Very Important							
Canadian Flag	48.6%	60.7%	49.1%	42.9%	56.5%	40.9%	48.5%
Fleur de Lys	41.1%	37.9%	37.5%	34.3%	37.7%	47.8%	47.7%
Difference between value assigned to flag and to Fleur de Lys	-7.5	-22.8	-11.6	-8.6	-18.8	+6.9	-0.8

QUEBEC FRANCOPHONES 45 AND UP CHOOSE FLEUR DE LYS OVER CANADIAN FLAG AS IMPORTANT SYMBOL OF PRIDE

Symbols of Individual and Collective Pride	Quebec Francophones						
	Total	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54	Between 55 and 64	Between 65 and 74
Very Important							
Canadian Flag	42.4%	57.1%	52.3%	38.2%	39.5%	36.4%	38.5%
Fleur de Lys	37.9%	45.5%	35.6%	36.4%	45.9%	49.1%	53.8%

QUEBEC ALLOPHONES PUT CANADIAN FLAG WAY OVER THE TOP OF FLEUR DE LYS AS A VERY IMPORTANT SOURCE OF PRIDE

Symbols of Individual and Collective Pride	Quebec		
	French	English	Other
Very Important			
Canadian Flag	42.4%	76.5%	91.3%
Fleur de Lys	37.9%	37.5%	34.3%
Difference	4.5	39	57

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