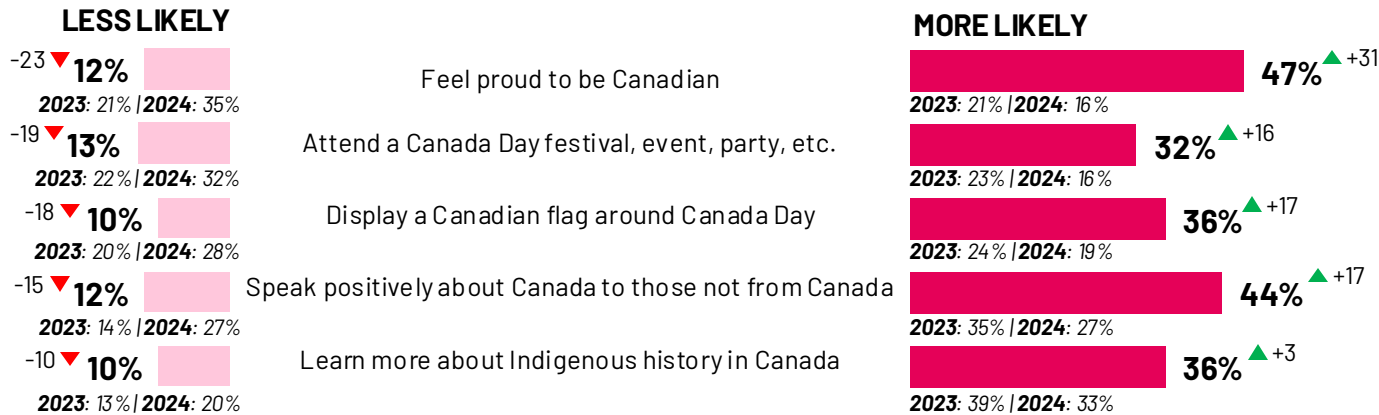


CANADIAN PRIDE ON THE RISE: NEARLY HALF OF CANADIANS SAY THEY ARE MORE LIKELY TO FEEL PROUD ABOUT THEIR NATIONAL IDENTITY

JULY 1 | 2025

CANADIAN PRIDE REBOUNDED AFTER LAST YEAR'S DECLINES

Compared to five years ago, are you more or less likely to do the following?

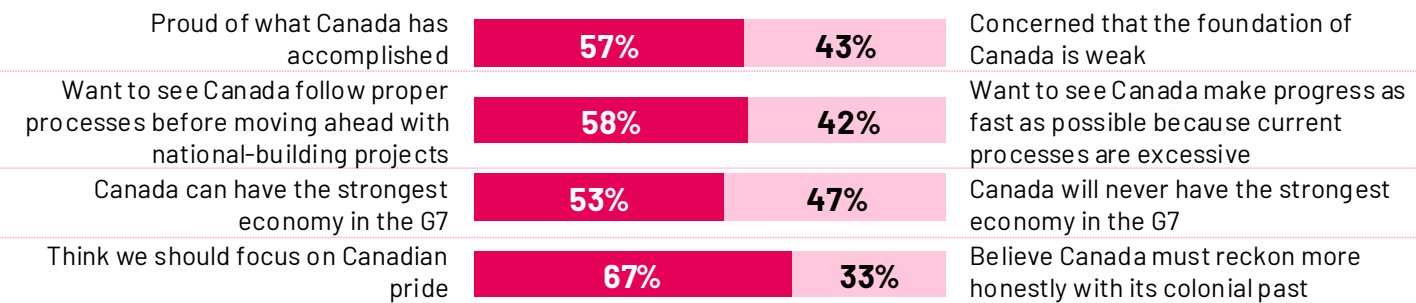


In advance of Canada Day 2025, Canadians are reporting greater national pride than last year: half (47%) report that they are *more likely* to feel proud to be Canadian compared to five years ago, rising by 31 points since June 2024. A similar proportion (44%, +17 pts) say they are more likely to speak positively about Canada to non-Canadians. Interest in engaging with Canadian identity is also growing: around a third say they are more likely to

display a Canadian flag (36%, +17 pts) or attend a Canada day event (32%, +16 pts). Just over one-third (36%, +3 pts) say they are more likely than five years ago to learn about Indigenous history. These trends indicate a heightened engagement and a more positive sentiment towards Canadian national identity, generally exceeding the levels observed in 2023, as well.

CANADIANS PRIORITIZE FOCUSING ON NATIONAL PRIDE OVER COLONIAL HISTORY

As we approach Canada Day, which of the following statements best reflects your view?



Two-thirds (67%) of Canadians say we should focus on national pride right now, while 33% believe we should Canada's colonial past instead. Six in ten (57%) say they are proud of what Canada has accomplished, while 42% remain concerned about the country's foundations. Looking forward, most Canadians (58%) prefer careful processes for nation-building projects, while a sizeable

minority (42%) say Canada should prioritize rapid progress. Similarly, a slight majority (53%) believe Canada could have the strongest economy in the G7, while 47% disagree. While there is some division of opinion, a majority are proud of Canada's accomplishments and believe now is a time to focus on our national pride.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between June 17 and 20, 2025, on behalf of Global News. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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