

Canada Day 2026: National Perspectives Study

Canadian Heritage

Final Report

March 2026

Prepared for:

Canadian Heritage

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This public opinion research report presents the results of an online survey with Canadians 16 years or older conducted by Quorus Consulting Group on behalf of Canadian Heritage. The survey was conducted from January 19 to February 12, 2026, with a total of 5,164 respondents completing the survey.

Cette publication est aussi disponible en français sous le titre: La fête du Canada 2026 : étude sur les perspectives nationales

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Signed:

A handwritten signature in black ink, appearing to read "Rick Nadeau", is written over a light gray, textured rectangular background.

March 3, 2026
Rick Nadeau, President
Quorus Consulting Group Inc.

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Executive summary

Research purpose and objectives

As the planning for the 2026 national celebration is already underway, there is a growing need to better understand what Canadians wish to see represented in Canada Day programming. The results will provide valuable context for the Canada Day planning team, helping to shape programming that reflects Canadians' diverse identities and perspectives.

The purpose of the Canada Day 2026: National Perspectives Study is to gather public opinion on how Canadians perceive and wish to celebrate Canada Day. With a particular focus on identity and sense of belonging, the study helps identify the values, symbols, traditions, and activities that Canadians associate most strongly with the national celebration.

The specific objectives of the research included:

- Identifying what Canadians expect from national celebrations on July 1.
- Determining the key values and themes that should be reflected in the National Canada Day Celebration.
- Exploring how factors such as identity, culture, music, and traditions influence how Canadians relate to and experience Canada Day.
- Providing actionable insights to guide the development of programming that resonates with Canadians across regions and demographic groups.

Methodology

A 13-minute survey was administered to a non-probability sample of 5,164 Canadians 16 years or older between January 19 to February 12, 2026. Respondents were invited to participate through an online panel of Canadians. The survey data were weighted to reflect the region, age, and gender distribution of the Canadian population according to the latest Census data. An oversample of 150 surveys was included to improve representation among those living in the Territories. The equivalent margin of error for a probability study would be +/- 1.36%.

Summary of key findings

Identity and sources of patriotism

Respondents were most likely to feel that Canadians are known for being polite (29%), friendly (28%), and kind (26%) above all else.

The primary sources of Canadian pride were Canada's wilderness and natural spaces (93%), the country's natural resources (91%), community support for those in need (90%), and freedom (89%). Canada Day was seen as a source of pride by most respondents (79%), among whom 45% indicated it makes them very proud.

Celebrating Canada Day

Most respondents celebrate Canada Day every or almost every year (64%), increasing to 77% when including those who celebrated at least once over the past 5 years.

Among those who celebrated Canada Day in the past 5 years, most typically wait until mid-June before they start to make plans (67%), with most doing so a few weeks before (24%) or about a week before (23%).

Those who celebrate Canada Day were most likely to personally associate the national holiday with spending time with family or friends (30%), attending a fireworks show (27%), shared meals (11%), and attending community celebrations (11%).

Similarly, those who celebrate Canada Day were most likely to usually celebrate by attending or organizing a fireworks display (49%), participating in a small gathering at home with friends or family (46%), or participating in public or community events (41%).

- Nearly a fifth of those who celebrate Canada Day (19%) indicated that they usually watch the National Canada Day broadcast live from Ottawa.

Celebrating Canada Day means many things to different people. Those celebrating Canada Day were most likely to be celebrating Canadian pride (22%), Canadian rights and freedoms (12%), or generally just celebrating the country (11%).

Most surveyed Canadians considered the national Canada Day broadcasts as at least somewhat important (62%), with 27% considering them very important.

Surveyed Canadians were most likely to agree that on Canada Day they are thankful for those who sacrificed their lives for the freedoms Canadians enjoy today (79%). Slightly fewer agreed that on Canada Day they feel it is important to celebrate Canadian traditions (72%), feel fortunate (71%), or feel grateful (71%), and that Canada Day is a time to reflect on great things Canadians have in common (69%).

When asked what really moves them at a major Canada Day celebration, the most popular responses included fireworks (48%), the national anthem (47%), musical performances from popular Canadian artists (33%), and seeing members of the Canadian Armed Forces celebrating Canada Day (31%).

Important components of a Canada Day celebration

Surveyed Canadians were most likely to consider the Canadian flag (85%), the national anthem (82%), the maple leaf (80%), and scenes of Canadian nature or wildlife (80%) as the most important components in major Canada Day celebrations.

A slight majority of surveyed Canadians felt it was important that the celebrations in Canada's Capital Region revolve around a specific theme (54%), with 15% feeling it is very important.

Surveyed Canadians were most likely to feel that national Canada Day celebrations should emphasize celebrating Canada's history and shared stories (42%), national achievements (37%), representation of regions (36%), and Canada's international achievements (31%).

Most respondents did not know what could make them feel included and engaged in the next national Canada Day celebration in Canada's Capital Region (56%). Among those who provided a response, themes were quite diverse with the most common ones being cultural diversity and multiculturalism (7%), and recognition and inclusion of Indigenous communities (4%).

Sense of belonging

Most surveyed Canadians described their sense of belonging to their local community as at least somewhat strong (70%), with 20% describing a very strong connection. Surveyed Canadians felt a stronger connection to their province or territory (75%) compared to their local community, with 29% describing that as very strong. Sense of belonging was highest at the national level among surveyed Canadians (78%), among whom 43% would describe it as very strong.

Most surveyed Canadians were proud to be Canadian (72%), with nearly half (48%) indicating they were very proud. The Charter of Rights and Freedoms was the primary source of Canadian pride among those proud to be Canadian (20%). Fewer cited Canada's reputation on the world stage (9%), a welcoming nature (8%) and the beauty of Canada's wilderness and natural spaces (8%).

Personal connection to the Canadian Arctic was most often expressed among survey respondents as a land that inspires respect for nature and the environment (48%).

Limitations and use of findings

As report findings are based on a non-probability sample, the survey results are not projectable to the full population of Canadians 16 years or older. The data have been weighted to reflect the demographic composition of the Canadian general population.

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Detailed results

Research purpose and objectives

The Department of Canadian Heritage's Major Events, Commemorations and State Ceremonial Branch, plays a vital role in ensuring yearly Canadian celebrations build trust, pride and a sense of national purpose.

Canada Day is more than a statutory holiday—it is a national moment for reflection, connection, and celebration. From coast to coast to coast, Canadians come together on July 1 to honour the shared experiences, cultural diversity, and common values that define the country.

As the planning for the 2026 national celebration is already underway, there is a growing need to better understand what Canadians wish to see represented in Canada Day programming. Canadian pride extends beyond flags and fireworks; it is expressed in acts of community, in respect for differences, in our appreciation for history, and in the love of our landscapes and people.

By engaging Canadians directly through this study, Canadian Heritage aims to ensure that the national celebration is inclusive, vibrant, and deeply meaningful to all. The results will provide valuable context for the Canada Day planning team, helping to shape programming that reflects Canadians' diverse identities and perspectives.

The purpose of the Canada Day 2026: National Perspectives Study is to gather public opinion on how Canadians perceive and wish to celebrate Canada Day. With a particular focus on identity and sense of belonging, the study helps identify the values, symbols, traditions, and activities that Canadians associate most strongly with the national celebration.

The specific objectives of the research included:

- Identifying what Canadians expect from national celebrations on July 1.
- Determining the key values and themes that should be reflected in the National Canada Day Celebration.
- Exploring how factors such as identity, culture, music, and traditions influence how Canadians relate to and experience Canada Day.
- Providing actionable insights to guide the development of programming that resonates with Canadians across regions and demographic groups.

Survey results

This report is divided into four sections: identity and sources of patriotism, celebrating Canada Day, general sources of pride and belonging on Canada Day, and sense of belonging.

Notes for the reader:

- All results in the report are expressed as percentages, rounded to the nearest whole number unless otherwise noted. Percentages may not always add to 100% due to rounding or multiple response questions. In addition, when percentages are aggregated (i.e., ratings of 4 and 5 on a five-point scale are summed), unrounded values are used.
- The number of respondents changes throughout the report because questions were often addressed to sub-samples of the survey sample. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- Subgroup differences are identified in the report. When reporting subgroup variations, only differences that are significant at the 95% confidence level and that pertain to a subgroup sample size of more than $n=30$ are discussed in the report.
- If one or more categories in a subgroup are not mentioned in a discussion of subgroup differences (for example, if two out of eight regions are compared), it can be assumed that significant differences were found only among the categories reported.

Identity and sources of patriotism

Respondents were most likely to feel that Canadians are known for being polite, friendly, and kind above all else.

Surveyed Canadians were asked to complete the following sentence: “Canadians are known for being...”

More than a quarter of respondents described Canadian identity as being polite (29%) or friendly (28%), while slightly fewer (26%) described kindness or consideration. Acceptance and inclusion were cited by 14% of respondents, with additional mentions including being helpful or supportive (4%), as well as generous (3%), among others.

Various demographic differences emerged from the findings, including the following:

- Respondents living in Atlantic Canada were more likely to describe Canadian identity as kind or considerate compared to those living elsewhere (36% vs 25%).
- Those living in the Territories were more likely to associate Canadian identity with maple syrup compared to those living outside of the Territories (9% vs 1%).
- Women were more likely to describe Canadian identity as kind or considerate compared to men (29% vs 23%).

Figure 1 – Perceptions of Canadian identity

Perceptions of Canadian identity	Total (n=5,164)
Polite / courteous	29%
Friendly / nice	28%
Kind / considerate / compassionate / caring	26%
Accepting / inclusive / welcoming / open / open-minded / tolerant	14%
Helpful / supportive	4%
Generous	3%
Proud / patriotic	3%
Peaceful	3%
Quiet / humble / modest / calm / easygoing / down to earth	3%
Strong / tough / resilient / united	3%
Respectful	3%
Apologetic / saying 'sorry'	3%
Loyal / dependable / reliable / responsible / trustworthy	3%
Other	7%
Don't know / refused / prefer not to say	8%
Results of less than 3%	
- Educated / knowledgeable / sensible / smart / intelligent - Honest - Hockey - Funny / humorous / sense of humour / happy / cheerful - Passive / soft / weak / indifferent / pushovers - Various negative comments - Charter of Rights and Freedoms / democratic - Hard working - Diverse - Good / agreeable people - Multicultural - Maple syrup - Equality / fairness - Brave / courageous / fearless - Not being American / better than the USA - None / nothing	

Q4. Let's get started – how would you complete the following sentence? Canadians are known for being...

Base: All respondents, 2026, n=5,164.

The primary sources of Canadian pride were Canada's wilderness and natural spaces, natural resources, community support for those in need, and freedom.

Respondents were presented with a series of aspects related to Canadian identity and asked to rate the extent to which each one represented a source of personal pride in being Canadian.

More than 9 in 10 respondents were at least somewhat proud of Canada's wilderness and natural spaces (93%), and the country's natural resources (91%), while slightly fewer took pride in community support for those in need (90%) and freedom (89%).

Nearly 9 in 10 respondents felt pride when seeing Canadian athletes compete internationally (88%), the small things that people do for each other in the community (88%), and the Canadian flag (86%). Slightly fewer felt pride from Canadian arts and culture (84%), the Charter of Rights and Freedoms (84%), Canadian medical and scientific breakthroughs (82%) and the national anthem (81%).

Roughly 4 in 5 respondents described hockey, the reputation of Canadians on the world stage, and the diversity of music in Canada (80% respectively) as a source of pride.

Canada Day was seen as a source of pride by most, with roughly 4 in 5 respondents (79%) feeling it makes them at least somewhat proud, among whom 45% indicated it makes them very proud.

Those more likely to feel Canada Day makes them feel at least somewhat proud included:

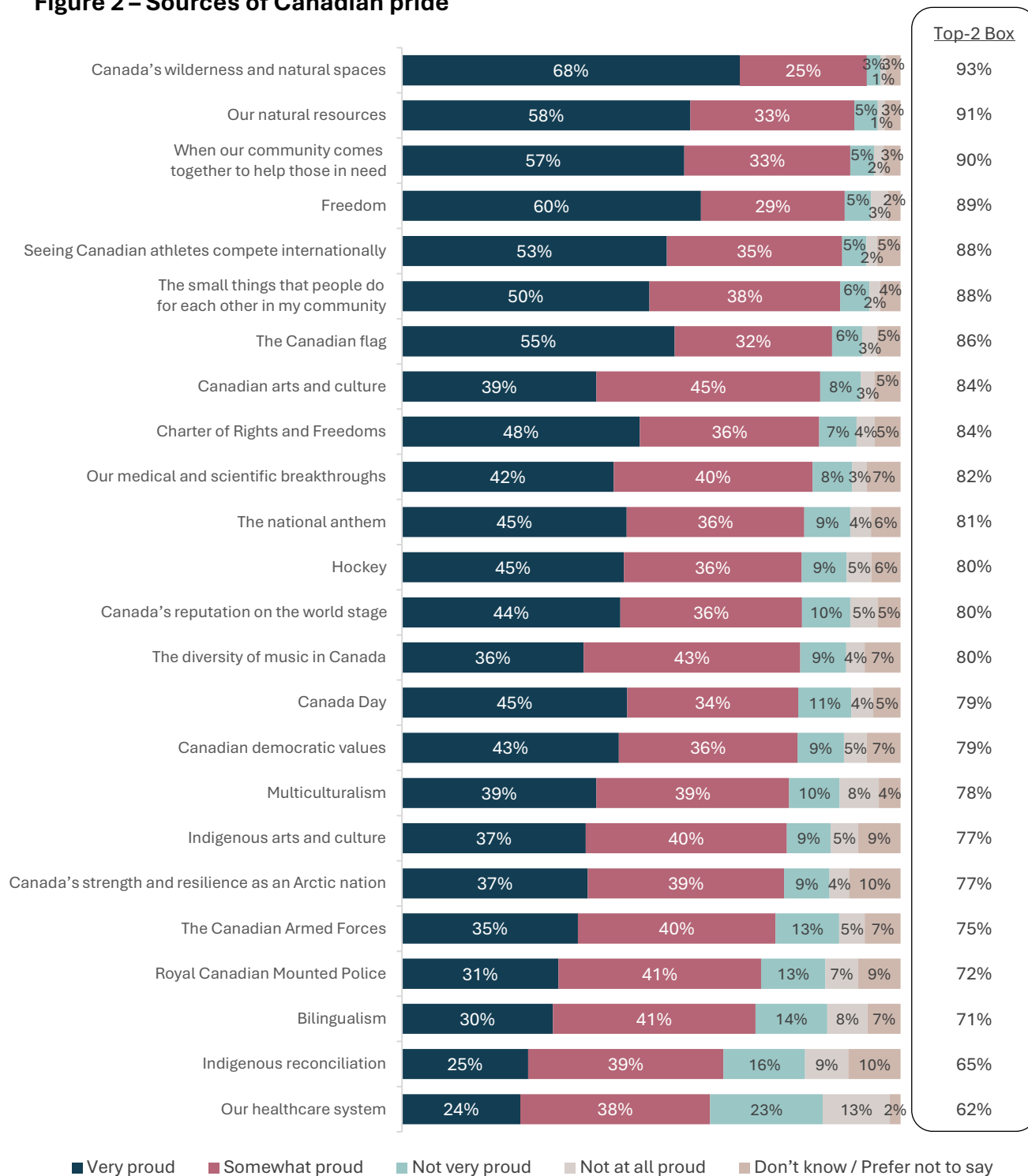
- Those living in Saskatchewan (88%), Atlantic Canada (87%), or Ontario (86%) compared to those living in Alberta (82%), British Columbia (81%), or Quebec (63%).
- Pride increased with age, rising from 70% among those 16 to 24 years old to 87% among those 65 years or older.
- Those born outside of Canada (86% vs 78% of those born in Canada).

Various other sources of Canadian pride explored in this survey that scored slightly lower included: Canadian democratic values (79%), multiculturalism (78%), Indigenous arts and culture (77%), resilience as an Arctic nation (77%), the Canadian Armed Forces (75%), the Royal Canadian Mounted Police (72%), and bilingualism (71%). Respondents were least likely to indicate that Indigenous reconciliation (65%) and the healthcare system (62%) represent a source of pride. That said, despite being less favourably rated, all these factors were nonetheless considered a source of pride among a majority of survey respondents.

A variety of demographic differences emerged, including the following:

- Nearly all respondents living in the territories were proud of Canada's wilderness and natural spaces (100%).
- Those living in Saskatchewan (96%) or Atlantic Canada (95%) were more likely to be proud of when their community comes together to help those in need compared to those living in Ontario (91%), British Columbia (90%), Manitoba (89%), or Quebec (85%).
- Respondents living in Atlantic Canada (93%) were more likely to be proud of freedom compared to those living in Ontario (90%), Quebec (89%), British Columbia (88%), Manitoba (87%), Alberta (83%), or the Territories (82%).
- Those living in the Territories (95%), Atlantic Canada (94%), or Saskatchewan (93%) were more likely to be proud of the small things that people do for each other in their community compared to those living in British Columbia (87%), Alberta (87%), Manitoba (86%), or Quebec (84%).
- Respondents living in the Territories (93%), or Atlantic Canada (90%) were more likely to be proud of Canadian arts and culture compared to those living in Ontario (85%), British Columbia (83%), Quebec (83%), Manitoba (83%), or Alberta (79%).
- Those living in Saskatchewan (87%) were more likely to be proud of hockey compared to those living in Ontario (82%), Alberta (79%), British Columbia (79%), Quebec (78%), Manitoba (76%), or the Territories (73%).
- Respondents living in Ontario (70%) were more likely to be proud of the healthcare system compared to those living in British Columbia (65%), Alberta (64%), Atlantic Canada (61%), Manitoba (55%), or Quebec (45%).

Figure 2 – Sources of Canadian pride



Q5. To what extent do the following make you proud to be a Canadian? Base: All respondents, 2026, n=5,164.

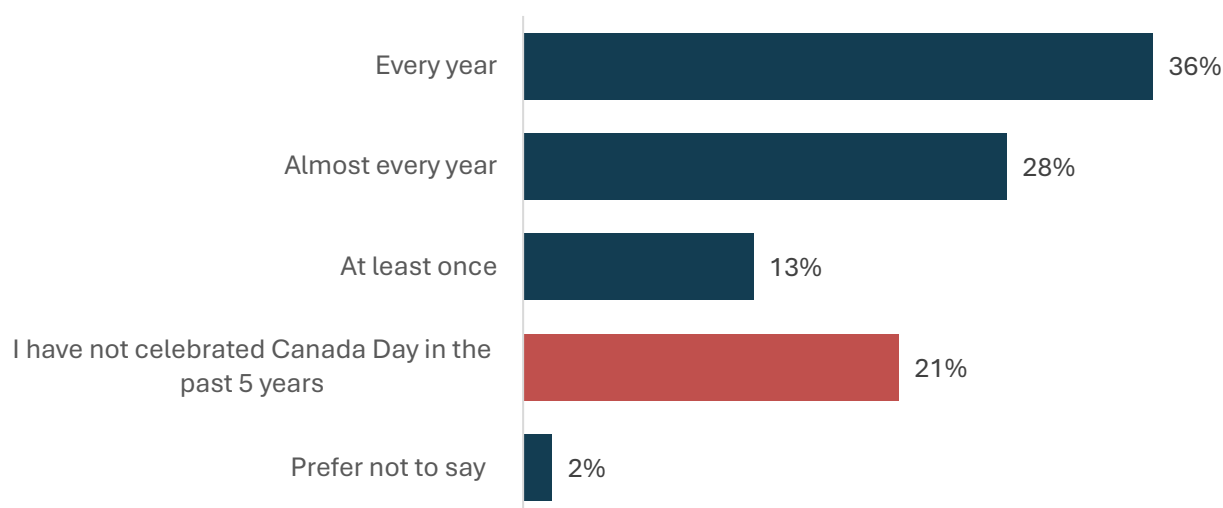
- Results generally increased with age, with those 65 years or older most likely to consider the various elements sources of Canadian pride, with the exceptions of multiculturalism, Indigenous arts and culture, bilingualism, and Indigenous reconciliation.
- Women were more likely than men to consider the various elements sources of Canadian pride, with the exceptions of Canada's wilderness and natural spaces, medical and scientific breakthroughs, the national anthem, hockey, democratic values, strength and resilience as an Arctic nation, the Royal Canadian Mounted Police, and the healthcare system.

Celebrating Canada Day

Most respondents celebrate Canada Day every or almost every year.

Nearly 4 in 5 respondents (77%) celebrated Canada at least once over the past 5 years, with 64% indicating they celebrate every year or almost every year. Specifically, 36% specified that they celebrated Canada Day every year over the past 5 years, while 28% did so almost every year. More than a fifth of respondents (21%) indicated they did not celebrate Canada Day in the past 5 years, while 13% did so at least once.

Figure 3 – Frequency of Canada Day celebrations



Q6. There are many different ways to commemorate or celebrate Canada Day. How often have you commemorated or celebrated Canada Day (July 1) over the past 5 years? Base: All respondents, 2026, n=5,164.

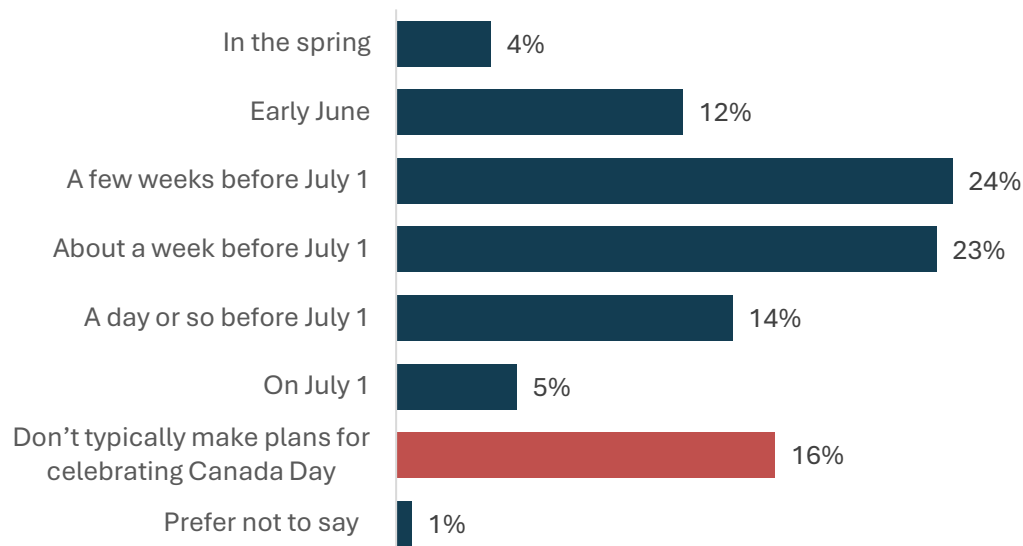
Those most likely to have celebrated Canada Day in the past 5 years included:

- Respondents living in Saskatchewan (87%), Ontario (86%), Alberta (85%), British Columbia (85%), Atlantic Canada (84%), the Territories (82%), or Manitoba (80%) compared to those living in Quebec (49%).
- Those born outside of Canada (85% vs 75% among those born in Canada).
- Respondents with a household income of \$80,000 or more (79% vs 71% among those with a household income of less than \$40,000).
- Likelihood to celebrate Canada Day decreased with age, from a high of 82% among those 16 to 24 years old to 73% among those 65 years or older.
- Non-members of the 2SLGBTQIA+ community (78% vs 73% among members of the 2SLGBTQIA+ community).
- Respondents identifying as a member of a racial group other than white (86% vs 75% among white respondents).

Most respondents who celebrated Canada Day in the past 5 years typically wait until mid-June before they start to make plans.

Respondents who indicated that they celebrated Canada Day over the past 5 years were asked to specify when they usually start making plans to celebrate. While 16% of respondents do not make plans, most (62%) make them within a few weeks before July 1st (24% a few weeks before, 23% about a week before, 14% a day or so before) and an additional 5% make them on July 1. Few indicated they start planning in early June (12%), or as early as the spring (4%).

Figure 4 – Preparations for Canada Day



Q7. When do you usually start making plans for Canada Day?

Base: Respondents who celebrated Canada Day within the past 5 years, 2026, n=3,982.

Those most likely to make plans for celebrating Canada Day at least a few weeks before July 1st included:

- Those living in Ontario (45%) compared to those living in Alberta (39%), British Columbia (39%), or Quebec (28%).
- Respondents aged 25 to 44 (47%) compared to those aged 16 to 24 (36%), 45 to 64 (45%), or 65 years or older (36%).
- Those with a university education (43% vs 39% among those with a college education and 36% among those with a high school education).
- Men (44% vs 37% among women).
- Those born outside of Canada (46% vs 39% among those born in Canada).

Conversely, those more likely to make plans for celebrating Canada Day within a week from July 1st included:

- Those living in Quebec (46%) or Alberta (46%) compared to those living in Atlantic Canada (38%).

- Respondents aged 45 to 64 (45%) or 65 years or older (44% vs 39% among those aged 25 to 44 years old).
- Women (47% vs 39% among men).
- Those born in Canada (44% vs 37% among those born outside of Canada).

Those who celebrate Canada Day were most likely to personally associate the national holiday with spending time with family or friends, attending a fireworks show, shared meals, and attending community celebrations.

Respondents who celebrated Canada Day in the last 5 years were asked to describe what kinds of activities, if any, make Canada Day special for them personally. Nearly a third (30%) indicated that spending time with family or friends makes Canada Day special for them, while slightly fewer (27%) described attending a fireworks show. Fewer respondents described shared meals including BBQ's and cookouts, as well as attending community celebrations or festivals (11% respectively). Additional mentions included attending a Canada Day parade (7%), attending live concerts, performances, or artistic presentations (6%), and displaying the Canadian flag (4%), among others.

In total, more than 4 in 5 respondents (81%) described ways in which Canada Day can be made special for them, while 18% were unsure or provided no answer and 1% indicated they had no connection.

Various demographic differences emerged from the findings, including the following:

- Those living in the Territories were more likely to consider attending a Canada Day parade as special compared to those living outside of the Territories (30% vs 6%).
- Respondents living in Quebec (16%) were more likely to describe a personal connection to attending live performances compared to those living in Atlantic Canada (7%), the Territories (6%), Alberta (5%), British Columbia (5%), Saskatchewan (4%), Ontario (4%), or Manitoba (3%).
- Those living in Atlantic Canada (37%) or Ontario (34%) were more likely to consider spending time with friends or family special compared to those living in Alberta (29%), British Columbia (27%), or Quebec (18%).

- Respondents aged 65 years or older were more likely to feel connected to the following experiences compared to those 64 years or younger:
 - Displaying the Canadian flag (10% vs 3%)
 - Attending a Canada Day parade (9% vs 6%)
- Conversely, those aged 64 years or younger were more likely to be feel connected to attending a fireworks show compared to those 65 years or older (29% vs 19%).
- Women were more likely to describe a personal connection to the following experiences compared to men:
 - Spending time with family or friends (34% vs 26%)
 - Attending a fireworks show (31% vs 21%)
 - Attending a Canada Day parade (8% vs 5%)

Figure 5 – Canada Day activities and experiences that make Canada Day special

Activities and experiences that makes Canada Day special	Total (n=3,982)
Spending time with family and/or friends	30%
Attending a fireworks show	27%
Having a BBQ / cookout / shared meal	11%
Attending community celebrations / festivals / activities	11%
Attending a Canada Day parade	7%
Attending live concerts / performances / artistic presentations	6%
Displaying the Canadian flag	4%
Going to the park	3%
Camping / hiking	2%
Visiting Ottawa / downtown Ottawa	2%
Wearing Canadian themed clothing / red and white	2%
Having a picnic	2%
Hosting / attending parties	2%
Other	6%
Don't know / no answer / prefer not to say	18%
Results of less than 2%	
• Going to the lake / to the beach • Staying at a cottage / cabin / chalet • Taking the day off work • Playing games / sports • Visiting historical / memorial sites / national parks • Attending multicultural / cultural events • Recreational water activities • Decorate • Drinking beer / alcohol • Spending time outdoors • Celebrating / learning about Canadian history/culture • Sporting events • Enjoying desserts (ice cream, cake, etc.) • Enjoying nature • Travel / road trip / weekend away • Nothing	

Q8. What kind of activities or experiences, if any, can make a Canada Day special for you, personally?

Base: Respondents who celebrated Canada Day within the past 5 years, 2026, n=3,982.

Similarly, those who celebrate Canada Day were most likely to usually celebrate by attending or organizing a fireworks display, participating in a small gathering at home with friends or family, or participating in public or community events.

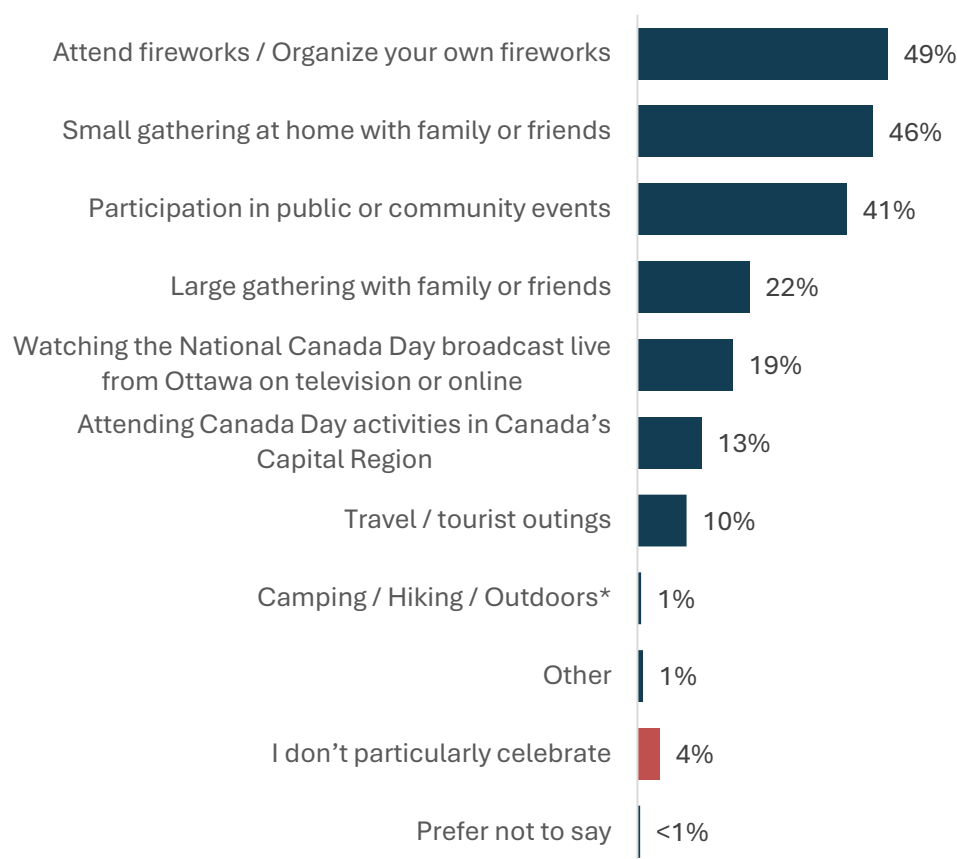
Those who indicated that they celebrated Canada Day within the last 5 years were asked to specify which activities they usually engage in when celebrating Canada Day. Nearly half of respondents usually celebrate by attending or organizing a fireworks display (49%) and attending small gatherings at home with family or friends (46%). Slightly fewer indicated that they usually participate in public or community events (41%), while 22% usually attend large gatherings with family or friends.

Nearly a fifth of those who celebrate Canada Day (19%) indicated that they usually watch the National Canada Day broadcast live from Ottawa, while fewer usually attend the activities in Canada's Capital Region (13%), or participate in various travel or tourist outings (10%), among others.

Those more likely to watch the live National Canada Day broadcast included:

- Respondents living in the Territories (32%) or Quebec (23% vs 19% among those living in Ontario, 18% in Alberta, 18% in British Columbia, and 12% in Saskatchewan).
- Likelihood to watch the national broadcast increased with age, increasing from 10% among those aged 16 to 24 to 32% among those 65 years or older.
- Those born outside of Canada (23% vs 18% among those born in Canada).
- Men (23% vs 15% among women).
- Those with a university education (22% vs 17% among those with a college education and 14% with a high school education).
- Those with a household income of less than \$150,000 (20% vs 14% among those with a household income of \$150,000 or more).
- Those living in large urban communities (20% vs 16% among those living in small or rural communities).
- Respondents identifying as South Asian or Black (25% respectively vs 19% among those identifying as East or Southeast Asian, 18% among white respondents, 13% among Middle Eastern respondents, and 12% among Latinx respondents).

Figure 6 – Preferred forms of celebrating Canada Day



Q9. How do you usually celebrate Canada Day? Base: Respondents who celebrated Canada Day within the past 5 years, 2026, n=3,982.

*Response option was not presented to respondents.

Additional demographic differences emerged from the findings, including the following:

- Those living in the Territories (76%) or British Columbia (54%) were more likely to participate in public or community events compared to those living in Alberta (45%), Manitoba (42%), Saskatchewan (37%), Ontario (36%), or Quebec (35%).
- Respondents living in Saskatchewan (66%) or Manitoba (64%) were more likely to attend or organize a fireworks display compared to those living in Alberta (53%), Ontario (53%), Atlantic Canada (51%), the Territories (44%), Quebec (39%), or British Columbia (37%).

- Those aged 16 to 44 were more likely to celebrate in the following ways compared to those 45 years or older:
 - Large gatherings with family or friends (27% vs 17%)
 - Attending Canada Day activities in Canada's Capital Region (17% vs 9%)
- Those aged 25 years or older were more likely to participate in public or community events compared to those 16 to 24 (42% vs 34%).
- Those aged 16 to 24 years old were more likely to attend or organize a fireworks display compared to those 25 years or older (56% vs 48%).
- Women were slightly more likely to celebrate in the following ways compared to men:
 - Attend fireworks / Organize your own fireworks (51% vs 47%)
 - Small gathering at home with family or friends (48% vs 44%)
 - Participation in public or community events (44% vs 37%)

Celebrating Canada Day means many things to different people. Those celebrating Canada Day were most likely to be celebrating Canadian pride, Canadian rights and freedoms, or generally just celebrating the country.

Respondents who indicated that they celebrated Canada Day in the last 5 years were asked to describe what celebrating Canada Day means to them. A wide range of responses were provided covering various themes. More than a fifth of respondents specifically cited celebration of Canadian or national pride (22%), while 12% cited appreciation for Canadian rights and freedoms, and 11% described generally recognizing or celebrating Canada. Fewer described appreciation and thankfulness (7%), spending time with friends and family (7%), celebrating Canadian identity (6%), and national unity (5%), among others.

Roughly a fifth of respondents (19%) were not sure or did not describe what celebrating Canada Day means for them.

Figure 7 – Meaning attributed to celebrating Canada Day

Meaning attributed to celebrating Canada Day	Total (n=3,982)
Celebrate our pride / national pride / proud to be Canadian	22%
Rights / freedoms	12%
Celebrating / recognizing Canada / celebrating our country / Canada's birthday (unspecified)	11%
Being appreciative / grateful / fortunate / thankful for this country / opportunities	7%
Celebrating/Spending time with friends and family	7%
Canadian identity / being Canadian	6%
National unity / unity	5%
A day to remember / reflect (achievements, improvement to be made, future, etc.)	4%
A day off / paid holiday	3%
Peaceful democracy / safety	3%
Canadian values	3%
Celebrating our beautiful country	3%
Don't know / Refused / Prefer not to say	19%
Results of less than 3%	
- Celebrating our multiculturalism / diversity - Happiness / joy / fun - Belonging / inclusiveness / welcoming - Celebrating being an independent / sovereign country - Sense of community / community gathering - Remember our history - Our culture / traditions / heritage - Celebrating our life / quality of life in Canada - Honouring our military - Activities / special activities (events, parades, music, etc.) - I means a lot / important / honour / privilege to celebrate Canada day - Good food and drink / party - Acknowledging and honouring Indigenous Peoples - Fireworks - Other - None / nothing / do not celebrate	

Q10. People celebrate Canada Day for different reasons. What does celebrating Canada Day mean for you?

Base: Respondents who celebrated Canada Day within the past 5 years, 2026, n=3,982.

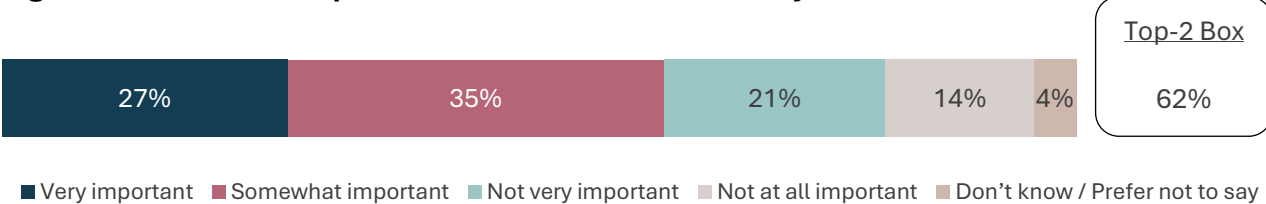
Various demographic differences emerged from the findings, including the following:

- Women were more likely than men to feel that celebrating Canada Day means celebrating our national pride (25% vs 20%).
- Saying that celebrating Canada Day means celebrating our national pride increased with age, increasing from 12% among those 16 to 24 to 31% among those 65 years or older.

Most surveyed Canadians considered the national Canada Day broadcasts as at least somewhat important.

Respondents were asked to rate the importance of national Canada Day broadcasts across various platforms including television, web, and radio. Nearly two-thirds of surveyed Canadians (62%) agreed that they are at least somewhat important, with 27% considering them very important.

Figure 8 – Perceived importance of national Canada Day broadcasts



Q11. How important is it to you that the national Canada Day celebrations are broadcast across various platforms such as television, web, radio? Base: All respondents, 2026, n=5,164.

Those most likely to feel that the national Canada Day broadcasts are at least somewhat important included:

- Respondents living in Atlantic Canada (72%) or Ontario (69%) compared to those living in British Columbia (64%), Manitoba (61%), Alberta (60%), Saskatchewan (57%), or Quebec (46%).
- Men (65% vs 59% among women).
- Importance increased with age, increasing from 55% among those aged 16 to 24 to 68% among those 65 years or older.
- Respondents who self-identify as having a disability (68% vs 61% among those without a disability).
- South Asian (80%), or Black respondents (79% vs 65% among East or Southeast Asian respondents, 63% among Latinx respondents, and 59% among white respondents).
- Those with a university education (64% vs 60% among those with a college education and 58% among those with a high school education).

- Respondents with a household income of less than \$150,000 (64% vs 57% among those earning \$150,000 or more).
- Those living in large (65%), or medium sized urban communities (62% vs 55% among those living in small or rural communities).
- Those born outside of Canada (72% vs 59% among those born in Canada).

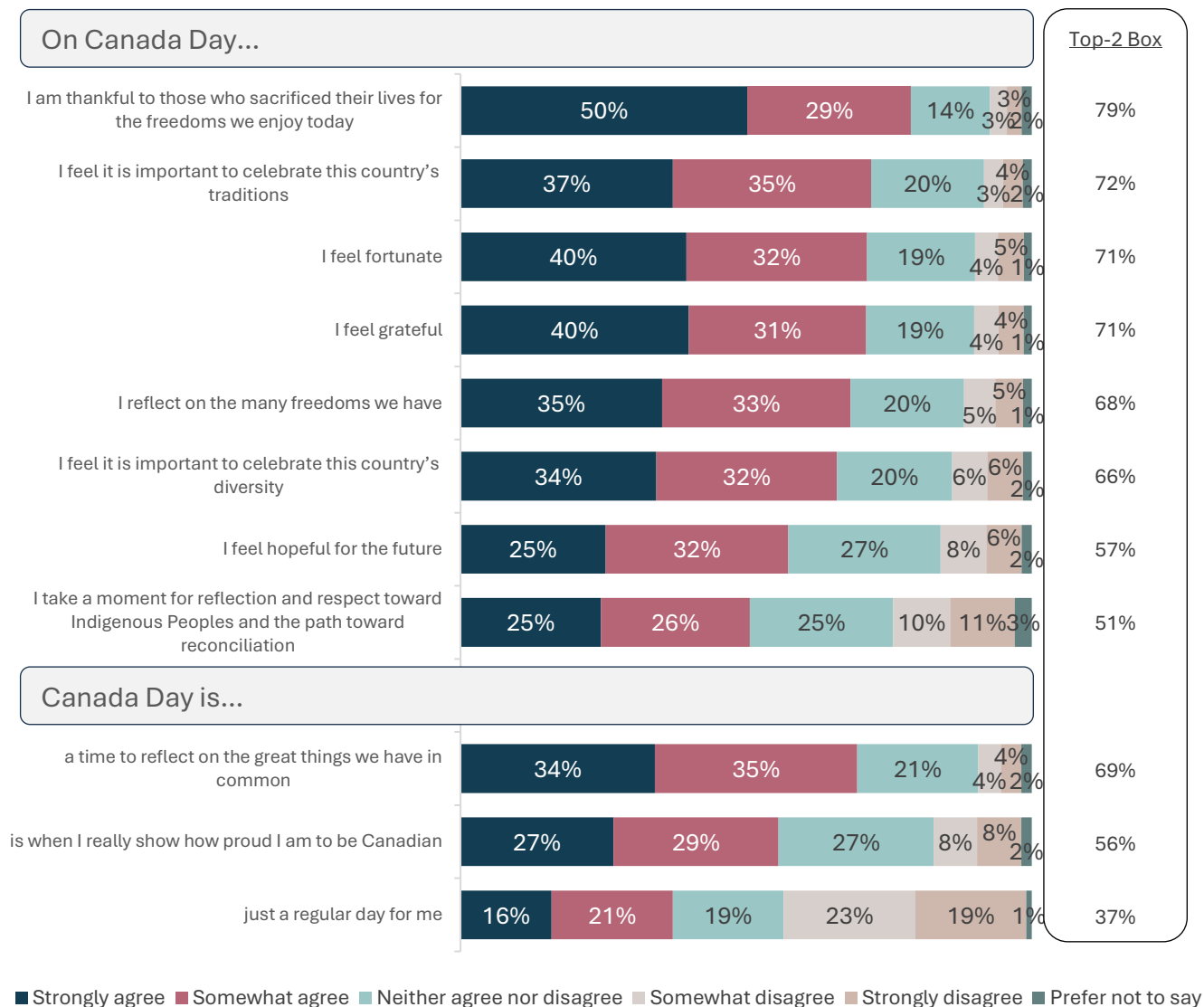
Surveyed Canadians were most likely to agree that on Canada Day they are thankful for those who sacrificed their lives for the freedoms Canadians enjoy today.

Respondents were presented with a series of statements related to feelings experienced on Canada Day or sentiments surrounding the celebration of Canada Day and asked the extent to which they agree with each one.

Nearly 4 in 5 respondents (79%) agreed that on Canada Day they are thankful for those who sacrificed their lives for the freedoms Canadians enjoy today. Slightly fewer agreed that on Canada Day they feel it is important to celebrate Canadian traditions (72%), feel fortunate (71%), or feel grateful (71%), and that Canada Day is a time to reflect on great things Canadians have in common (69%).

Slightly fewer agreed that on Canada Day they reflect on Canadian freedoms (68%), or that it is important to celebrate Canadian diversity (66%). Just over half agreed that they feel hopeful for the future on Canada Day (57%), or that Canada Day is when they really show how proud they are to be Canadian (56%).

Figure 9 – Agreement with sentiments on and surrounding Canada Day



Q12. To what extent do you agree or disagree with the following statements? Base: All respondents, 2026, n=5,164.

Various demographic differences emerged from the findings, including the following:

- Generally, likelihood to agree increased with age, with the following exceptions:
 - As age increased likelihood to agree that Canada Day is just a regular day decreased, decreasing from 50% among those aged 16 to 24 to 27% among those 65 years or older.
 - Those aged 16 to 44 were more likely to agree that on Canada Day, they take a moment for reflection and respect toward Indigenous Peoples and the path toward reconciliation compared to those aged 45 years or older (58% vs 50%).
 - Results were consistent across age groups for the following statements:
 - On Canada Day, I feel it is important to celebrate this country's diversity
 - Canada Day is when I really show how proud I am to be Canadian
- Women were slightly more likely to agree with the following sentiments compared to men:
 - I am thankful to those who sacrificed their lives for the freedoms we enjoy today (81% vs 77%)
 - I feel fortunate (73% vs 69%)
 - I feel grateful (73% vs 69%)
 - I feel it is important to celebrate this country's diversity (67% vs 64%)
 - I take a moment for reflection and respect toward Indigenous Peoples and the path toward reconciliation (52% vs 49%)
- Conversely, men were slightly more likely to agree that on Canada Day, they feel hopeful for the future compared to women (59% vs 56%).

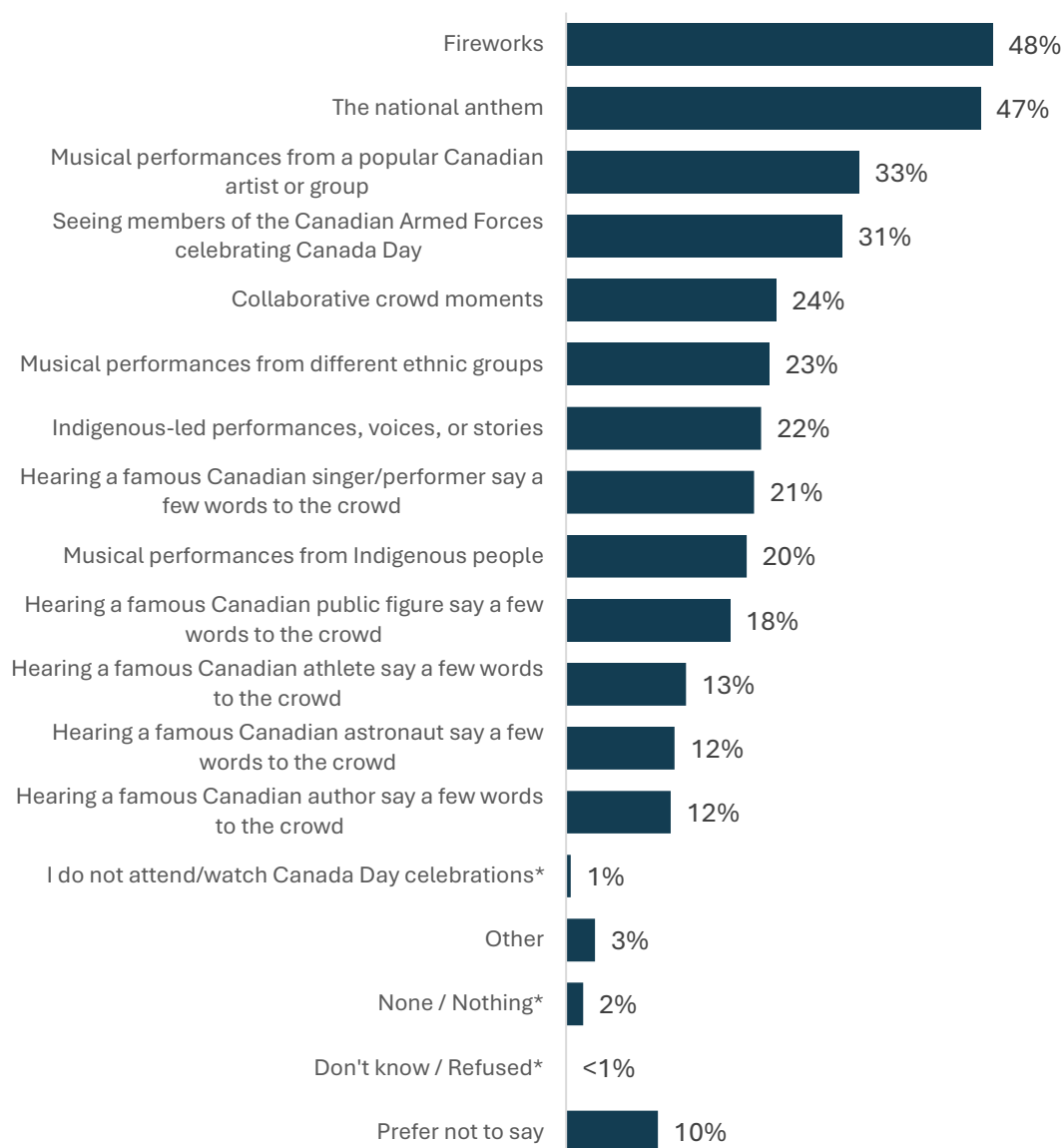
Surveyed Canadians were most likely to be moved by fireworks, the national anthem, musical performances from popular Canadian artists, and seeing members of the Canadian Armed Forces.

Respondents were asked to specify which aspects of major Canada Day celebrations really moved them when watching or being in attendance. Nearly half of respondents specified that they are moved by fireworks (48%) or the national anthem (47%), while roughly a third are moved by musical performances from a popular Canadian artist or group (33%), or seeing members of the Canadian Armed Forces celebrating Canada Day (31%).

A range of elements have a more narrow or targeted audience. These would include collaborative crowd moments (24%), musical performances from different ethnic groups (23%), Indigenous-led performances, voices or stories (22%), hearing from a famous Canadian singer/performer (21%), musical performances from Indigenous people (20%) and hearing from a famous Canadian public figure (18%).

Elements the least likely to move Canadians included hearing from a famous Canadian athlete (13%), astronaut (12%), or author (12%).

Figure 10 – Aspects of major Canada Day celebrations that really move people



Q13. When you watch or attend major Canada Day celebrations, which of the following REALLY move you?

Base: All respondents, 2026, n=5,164. *Response option was not presented to respondents.

A variety of demographic differences emerged from the findings, including the following:

- Those living in the Territories were more likely to be moved by the following aspects compared to those living elsewhere:
 - Indigenous-led performances, voices, or stories (49% vs 22%)
 - Musical performances from Indigenous people (42% vs 20%)
 - Musical performances from different ethnic groups (40% vs 23%)
- The likelihood to be moved by the following aspects increased with age, with those 65 years or older most likely to be moved compared to those 16 to 24 years old:
 - The national anthem (60% vs 34%)
 - Musical performances from a popular Canadian artist or group (43% vs 22%)
 - Seeing members of the Canadian Armed Forces celebrating Canada Day (40% vs 21%)
 - Musical performances from different ethnic groups (30% vs 18%)
 - Hearing a famous Canadian public figure say a few words to the crowd (23% vs 14%)
- Women were more likely to be moved by the following aspects of the celebration compared to men:
 - Fireworks (50% vs 46%)
 - The national anthem (49% vs 45%)
 - Musical performances from a popular Canadian artist or group (35% vs 31%)
 - Indigenous-led performances, voices, or stories (26% vs 17%)
 - Collaborative crowd moments (25% vs 22%)
 - Musical performances from different ethnic groups (24% vs 21%)
 - Musical performances from Indigenous people (23% vs 17%)

Important components of a Canada Day celebration

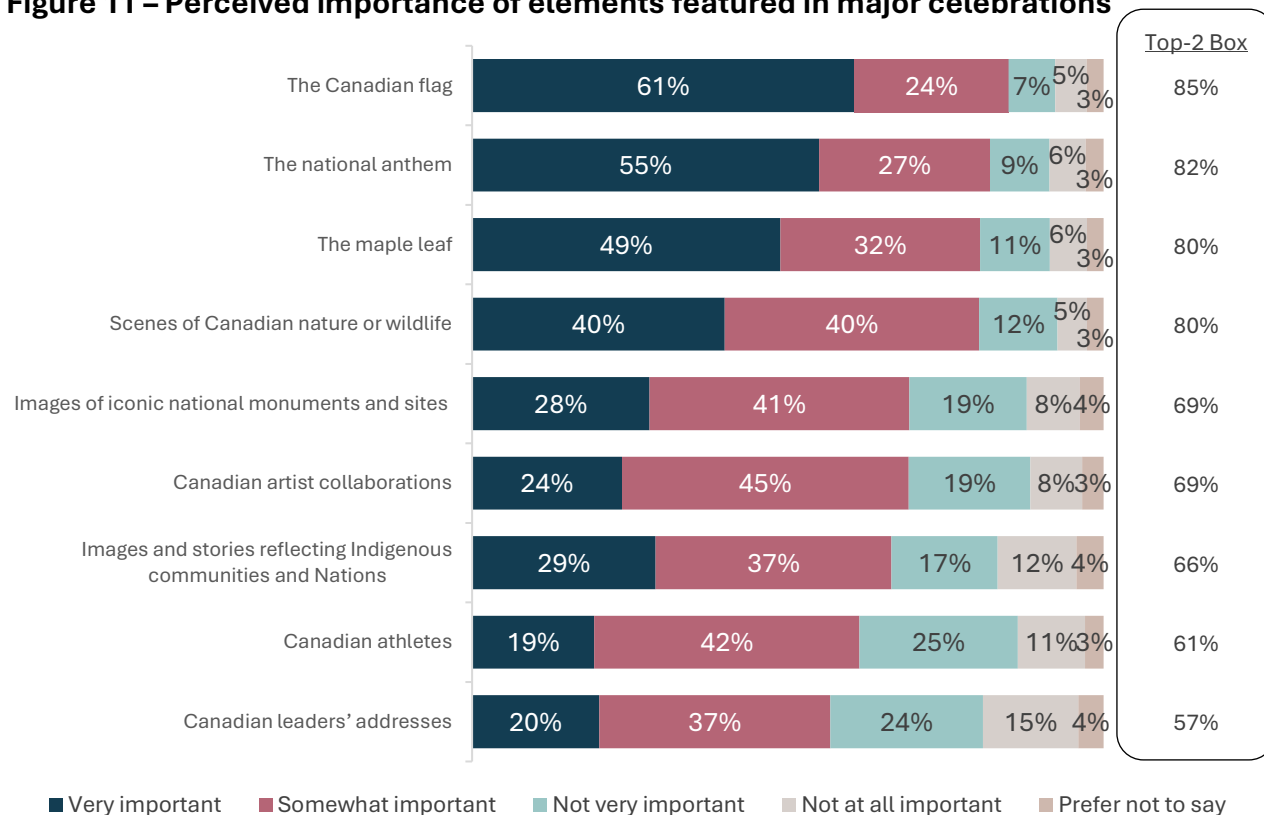
Surveyed Canadians were most likely to consider the Canadian flag, the national anthem, the maple leaf, and scenes of Canadian nature or wildlife as the most important components in major Canada Day celebrations.

Respondents were presented with a series of elements that may be featured in Canada Day celebrations and asked to rate the importance of seeing or hearing them when watching or attending major celebrations.

Nearly 9 in 10 respondents (85%) felt that it was at least somewhat important to see the Canadian flag featured, while slightly fewer agreed that it was important to feature the national anthem (82%), the maple leaf (80%), or scenes of Canadian nature or wildlife (80%).

Roughly two-thirds felt that it was at least somewhat important to feature images of iconic national monuments and sites (69%), Canadian artist collaborations (69%) or images and stories reflecting Indigenous communities and nations (66%). Importance was lowest for the inclusion of Canadian athletes (61%) or addresses from Canadian leaders (57%).

Figure 11 – Perceived importance of elements featured in major celebrations



Q14. When you watch or attend major Canada Day celebrations, how important is it for you to see and/or hear the following?
Base: All respondents, 2026, n=5,164.

Various demographic differences emerged from the findings, including the following:

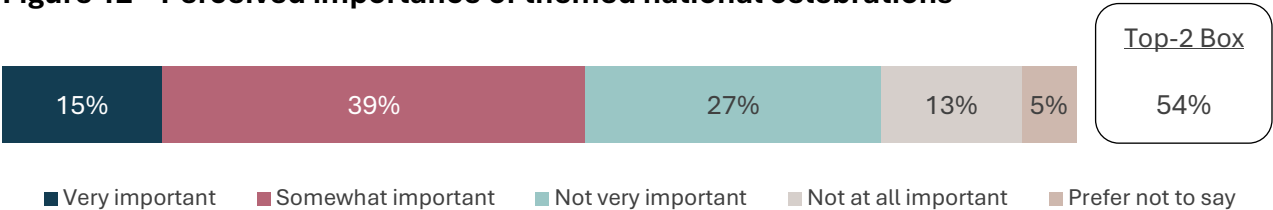
- Respondents living in Atlantic Canada (92%) or Saskatchewan (92%) were more likely to place importance on the Canadian flag compared to those living in Alberta (87%), Manitoba (85%), or Quebec (71%).
- Those living in Atlantic Canada (90%) were more likely to place importance on the national anthem compared to those living in British Columbia (84%), Manitoba (84%), Alberta (82%), the Territories (79%), or Quebec (69%).
- Respondents living in Saskatchewan (89%), Atlantic Canada (88%), Ontario (85%), or British Columbia (83%) were more likely to place importance on the maple leaf compared to those living in Alberta (78%) or Quebec (68%).

- Those living in Atlantic Canada (77%) or Ontario (77%) were more likely to place importance on images of iconic national monuments and sites compared to those living in British Columbia (67%), Alberta (66%), or Quebec (57%).
- Those living in the Territories (77%) or Ontario (71%) were more likely to feel that images and stories reflecting Indigenous communities and Nations were important to feature compared to those living in Alberta (64%), British Columbia (64%), Quebec (62%), Manitoba (60%), or Saskatchewan (60%).
- As age increased, so did the importance of featuring the following elements, with those 65 years or older assigning the highest level of importance compared to those 16 to 24 years old:
 - The Canadian flag (88% vs 79%)
 - The national anthem (86% vs 75%)
- Those aged 44 years of age or younger were more likely to value the representation of images and stories reflecting Indigenous communities and Nations compared to those at least 45 years of age (71% vs 63%).
- Women were more likely to place importance on the following elements of major celebrations compared to men:
 - The Canadian flag (87% vs 83%)
 - The national anthem (84% vs 80%)
 - Scenes of Canadian nature or wildlife (82% vs 79%)
 - Canadian artist collaborations (71% vs 67%)
 - Images and stories reflecting Indigenous communities and Nations (70% vs 62%)
- Those born outside of Canada were more likely to place importance on each presented element compared to those born in Canada.

A slight majority of surveyed Canadians felt it was important that the celebrations in Canada’s Capital Region revolve around a specific theme.

Respondents were asked to rate the importance of themes when planning Canada Day celebrations in Canada’s Capital Region. They were provided past examples such as an important national anniversary, sporting event, space mission, etc. More than half of respondents (54%) felt it is important to have specific themes and dedicated celebrations, with 15% feeling it is very important.

Figure 12 – Perceived importance of themed national celebrations



Q15. Sometimes, Canada Day celebrations in Canada’s Capital Region revolve around a certain theme. For instance, past celebrations have had themes such as an important national anniversary, sporting event, space mission, etc. In your opinion, are specific themes and dedicated celebrations important in a national celebration such as Canada Day? Base: All respondents, 2026, n=5,164.

Those more likely to feel that it is important to have a certain theme included:

- Those living in Ontario (59% vs 54% among those living in Alberta, 54% in British Columbia, 49% in Saskatchewan, and 45% in Quebec).
- Respondents 44 years or younger (57% vs 52% among those 45 years or older).
- Those who celebrated Canada Day every year over the past 5 years (65% vs 57% among those who participated in some years and 32% among those who did not).
- Men (58% vs 51% among women).
- Those living in large (57%) or medium urban communities (55% vs 49% among those living in small or rural communities).
- Those born outside of Canada (69% vs 51% among those born in Canada).
- Respondents identifying as South Asian (76%), Black (75%), Middle Eastern (71%), East or Southeast Asian (69%), or Latinx (68% vs 50% among white respondents).

Surveyed Canadians were most likely to feel that national Canada Day celebrations should emphasize celebrating Canada's history and shared stories, national achievements, representation of regions, and Canada's international achievements.

Respondents were asked how much emphasis should be placed on 16 elements that could be featured in the evening Canada Day celebrations presented from the National Capital Region. By considering the full list, they were first asked to select the four elements they felt should receive the most emphasis. The list was subsequently reduced in increments of four until only four elements remained. The results featured in Figure 13 show how often each element was part of the first grouping deserving the most emphasis, the second grouping, the third and finally how often they were not selected at all (in other words, the final grouping).

The elements most likely to be selected in the list of top four elements included the celebration of Canada's history and shared stories (42%), followed by Canada's national achievements (37%) and representation of Canada's regions (36%).

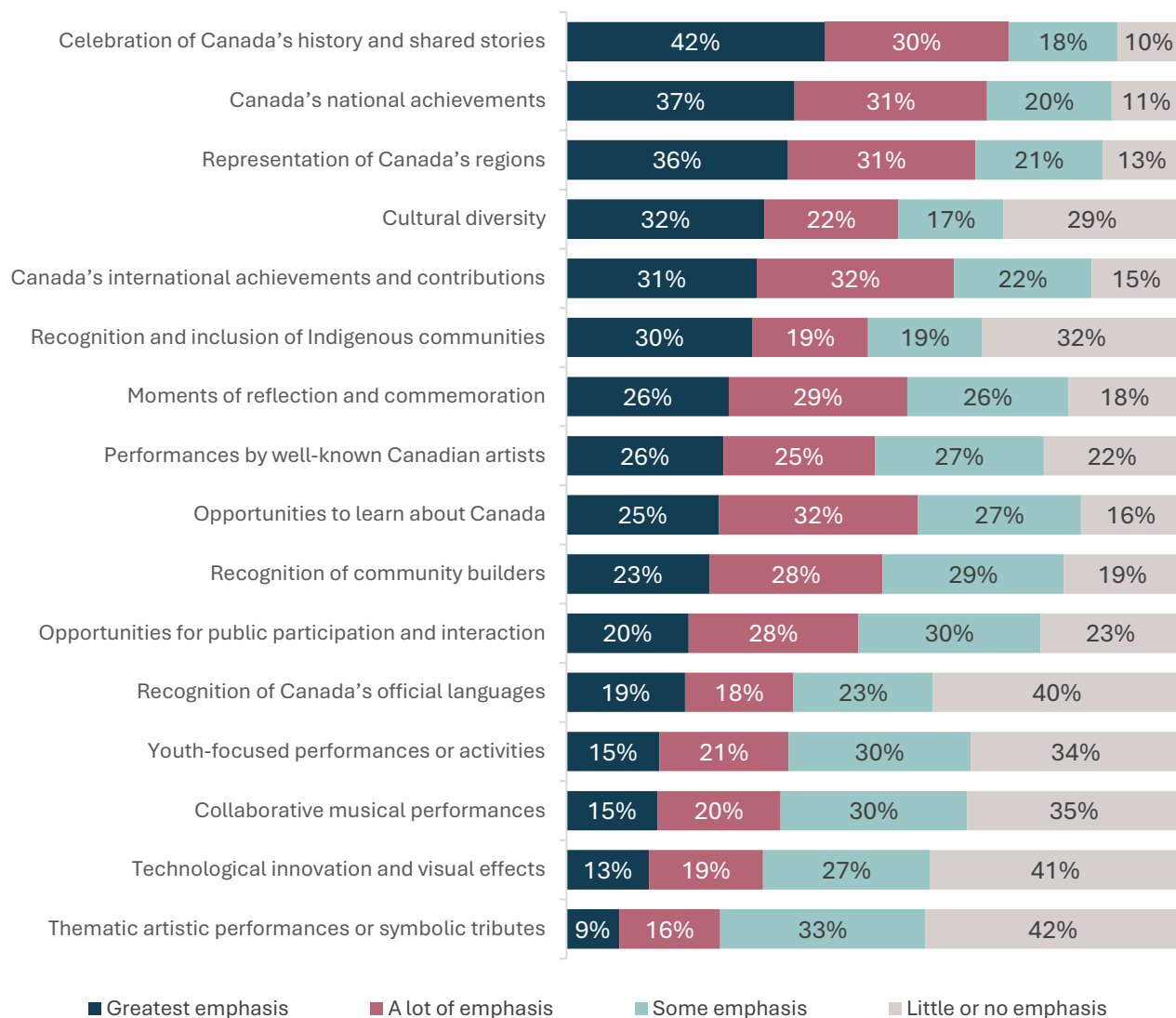
Slightly fewer selected cultural diversity (32%), Canada's international achievements and contributions (31%), and recognition/inclusion of Indigenous communities (30%). Roughly a quarter selected moments of reflection or commemoration (26%), performances by well-known Canadian artists (26%), opportunities to learn about Canada (25%), and recognition of community builders (23%).

The elements least likely to be selected in the list of top four elements included opportunities for public participation/interaction (20%), recognition of Canada's official languages (19%), youth-focused performances or activities (15%), collaborative musical performances (15%), technological innovations and visual effects (13%), and thematic artistic performances or symbolic tributes (9%).

There were a few relatively polarizing elements that on the one hand received strong emphasis but also, on the other hand, were also noteworthy for not receiving any votes at all. These were cultural diversity and recognition/inclusion of Indigenous communities. By considering how often the various elements were selected in the top eight slots, these two elements would drop in the rankings. Another element that would decrease in ranking, although not by much, would be performances by well-known Canadian artists.

Figure 13 – Preferred elements to feature in national Canada Day celebrations

The evening Canada Day celebrations presented from the National Capital Region are seen by Canadians from across the country on broadcasting platforms such as television, radio and digital. Over the years, different elements have been featured in these celebrations to highlight Canadian values.



Q16a. Please select four items from the list below that you feel should receive **THE MOST** emphasis. / Q16b. Thank you – now among the items that remain, please select the next four items that you feel should receive **THE MOST** emphasis. / Q16c. And finally – among the eight items that remain, please select the next four items that you feel should receive **THE MOST** emphasis. Base: All respondents, 2026, n=5,164.

Various demographic differences emerged when considering the elements that should receive the most emphasis:

- The following regions were most likely to value a particular element:
 - Celebration of Canada's history and shared stories (55% among those living in Atlantic Canada)
 - Recognition of Canada's official languages (41% among those living in Quebec)
 - Performances by well-known Canadian artists (33% among those living in Quebec)
 - Cultural diversity (37% among those living in British Columbia)
 - Recognition of community builders (35% among those living in Saskatchewan and 34% among those living in the Territories)
 - Thematic artistic performances or symbolic tributes (15% among those living in Quebec)
- Respondents aged 18 to 24 were most likely to value the following celebration elements compared to those 25 years or older:
 - Cultural diversity (39% vs 31%)
 - Recognition and inclusion of Indigenous communities (38% vs 29%)
 - Youth-focused performances or activities (21% vs 14%)
- Those aged 45 years or older were more likely to value the following elements compared to those 44 years or younger:
 - Celebration of Canada's history and shared stories (45% vs 39%)
 - Representation of Canada's regions (41% vs 30%)

- Those who did not celebrate Canada Day over the past 5 years were more likely to value the following elements compared to those who celebrated some years or every year:
 - Representation of Canada's regions (40% vs 34% among those who celebrated some years and 36% among those who celebrated every year)
 - Recognition and inclusion of Indigenous communities (36% vs 31% and 26%)
 - Recognition of Canada's official languages (30% vs 18% and 15%)
- Conversely, those who celebrated Canada Day every year over the past 5 years were more likely to value the following elements compared to those who celebrated some years or not at all:
 - Celebration of Canada's history and shared stories (49% vs 42% among those who celebrated some years and 32% among those who did not celebrate)
 - Canada's national achievements (41% vs 37% and 31%)
 - Moments of reflection and commemoration (30% vs 26% and 22%)

Most respondents did not know what could make them feel included and engaged in the next national Canada Day celebration in Canada's Capital Region. Among those who provided a response, themes were quite diverse with the most common ones being cultural diversity and multiculturalism, and recognition and inclusion of Indigenous communities.

When asked how the next national Canada Day celebration in Canada's Capital Region could be as inclusive or engaging as possible, no key theme stood out. In fact, no theme was mentioned by more than 7% of respondents, nearly all themes were noted by 1% to 4% of respondents and more than half of respondents (56%) were unsure of what they would like.

The most common themes were cultural diversity and multiculturalism (7%), and recognition and inclusion of Indigenous communities (4%).

Additional mentions included a variety of representation in music, art and performances, performances by well-known Canadian artists, celebration of Canada's history and shared stories, and representation of Canada's regions (3% respectively), among others.

Figure 14 – Elements that would foster inclusion and engagement

Elements of inclusion and engagement	Total (n=5,164)
Cultural diversity / multiculturalism / more inclusion (events, kiosks, displays, etc.)	7%
Recognition and inclusion of Indigenous communities	4%
Music / art / performances (unspecified) and other (e.g. other cultures)	3%
Performances by well-known Canadian artists (including French)	3%
Celebration of Canada's history and shared stories	3%
Representation of Canada's regions	3%
Reflect / commemorate Canada's national achievements	2%
Focus on unity / national unity	2%
Opportunities for public participation and interaction / activities (all ages)	2%
Good / great / like it as is	2%
Show of pride / feel proud	2%
Fireworks	2%
Highlighting Canadian values / culture / traditions (including French culture)	2%
Immigrant stories / achievements / reflections / everyday Canadians stories / achievements / reflections / open mic	2%
Other	4%
None / Nothing	2%
Don't know / Refused / Prefer not to say	56%

Results of less than 2%

- | | |
|---|---|
| <ul style="list-style-type: none"> • Seeing / hearing public figures /elected officials • Joy / happiness / positive / festive / fun / welcoming • More French representation • Sense of community / sense of belonging / inclusive / respect • National anthem (English and/or French) • Recognition of Canada's official languages • Honouring Canadian military (past and present) • Focus on Canadian identity • Easy accessibility / available seating (including those with disabilities) • Avoid marginalizing groups of people by ethnicity, sexual orientation, etc. / this fosters division • Celebrate Canada / Canada's democracy / independence / sovereignty focused • Youth-focused performances or activities | <ul style="list-style-type: none"> • Seeing Canadian flags / banners / wearing red and white • Food / Canadian food / multicultural food • Drone show / parade / free flags, pins, stickers / Snowbirds / no fireworks • I do not watch / attend Canada Day celebrations • Less focus on Indigenous / other cultures • Local events / entertainment / activities • Recognition of community builders • Focus on our strengths and resilience • Tired of hearing about 'inclusivity' • Recognize Canadian athletes / sports / women / workers / seniors • No politics / political speeches • Opportunities to learn about Canada • Technological innovation and visual effects • Canada's international achievements and contributions |
|---|---|

Q17. The organizers of the next national Canada Day celebration in Canada's Capital Region work towards making that event as inclusive as possible. What would you want to see, hear, or feel during that celebration for you to feel included and engaged?

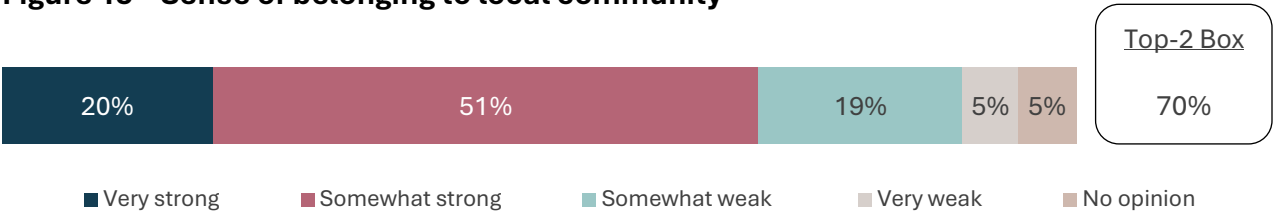
Base: All respondents, 2026, n=5,164.

Sense of belonging

Most surveyed Canadians described their sense of belonging to their local community as at least somewhat strong.

When asked to rate the strength of their sense of belonging to their local community, more than two-thirds (70%) described it as at least somewhat strong. Specifically, 20% described it as very strong.

Figure 15 – Sense of belonging to local community



Q18. How would you describe your sense of belonging to your local community? Base: All respondents, 2026, n=5,164.

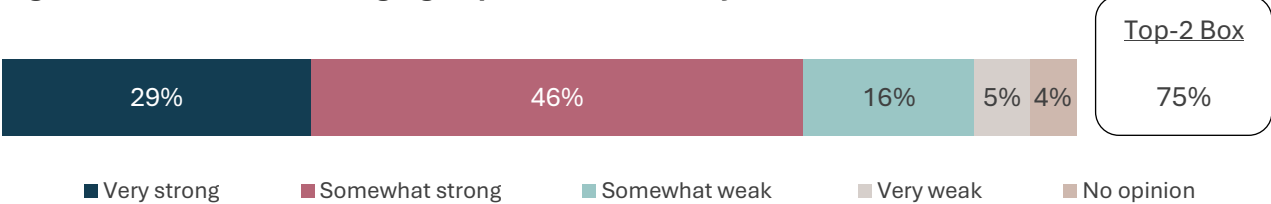
Those most likely to feel they have a strong sense of belonging to their local community included:

- Those living in the Territories (84% vs 70% among those outside of the Territories – excluding 78% among those living in Saskatchewan).
- Respondents aged 65 years or older (77% vs 68% among those 64 years or younger).
- Those born outside of Canada (74% vs 70% among those born in Canada).
- Respondents with a university education (74% vs 67% among those with a college or high school education).
- Those living in large urban or small/rural communities (72% respectively vs 68% among those living in medium sized urban communities).
- Respondents identifying as South Asian (82%) or Black (77% vs 70% among white respondents).

Surveyed Canadians felt a stronger connection to their province or territory compared to their local community.

Respondents were subsequently asked to rate the strength of their sense of belonging to their province or territory. Three quarters (75%) felt they had at least a somewhat strong regional connection, with 29% describing it as very strong.

Figure 16 – Sense of belonging to province/territory



Q19. What about your sense of belonging to your province/territory? Base: All respondents, 2026, n=5,164.

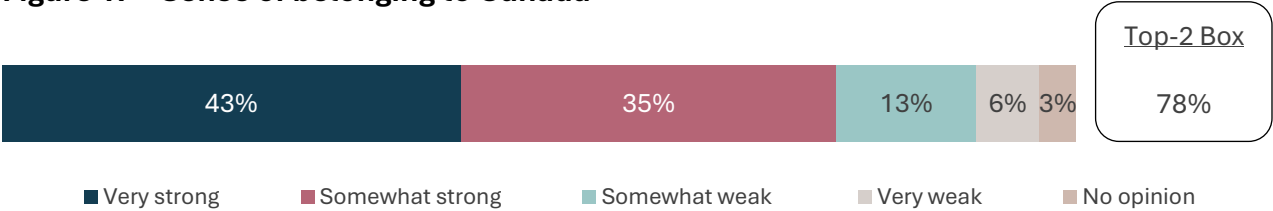
Those most likely to feel they have a strong sense of belonging to their province or territory included:

- Those living in the Territories (86%), Atlantic Canada (80%), Saskatchewan (80%), Quebec (80%), and British Columbia (78%) compared to those living in Ontario (71%) or Alberta (67%).
- Those aged 65 years or older (84% vs 72% among those 64 years or younger).
- Men (77% vs 73% among women).
- Respondents with a university education (77% vs 74% among those with a college education and 71% among those with a high school education).

Sense of belonging was highest at the national level among surveyed Canadians.

Respondents were then asked to rate the strength of their sense of belonging to Canada. For this, nearly 4 in 5 respondents (78%) feel it is at least a somewhat strong, among whom 43% would describe it as very strong.

Figure 17 – Sense of belonging to Canada



Q20. And what about your sense of belonging to Canada? Base: All respondents, 2026, n=5,164.

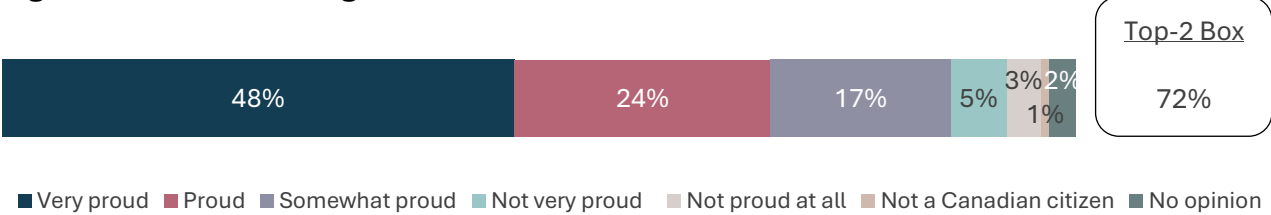
Those most likely to feel they have a strong sense of belonging to their country included:

- Those living in Atlantic Canada (86%), Ontario (84%), Manitoba (83%), or British Columbia (82%) compared to those living in Alberta (76%) or Quebec (64%).
- Respondents aged 65 or older (83% vs 76% among those 64 years or younger).
- Those living in large urban communities (80% vs 76% among those living in medium urban or small/rural communities)
- Respondents with a university education (81% vs 75% among those with a college or high school education).
- Those born outside of Canada (82% vs 77% among those born in Canada)

Most surveyed Canadians were proud to be Canadian.

In addition to their sense of belonging at the national level, respondents were asked to indicate the extent to which they were proud to be Canadian. Nearly three quarters of respondents (72%) felt at least proud to be a Canadian, with nearly half (48%) indicating they were very proud. An additional 17% of respondents indicated they were somewhat proud, while a total of 8% were not very or not at all proud.

Figure 18 – Pride in being Canadian



Q21. How proud are you to be Canadian? Base: All respondents, 2026, n=5,164.

The following demographic segments were more likely to feel pride in being Canadian (“very proud” or “proud”):

- Those living in Atlantic Canada (81%), Saskatchewan (81%), British Columbia (77%), or Ontario (77%) compared to those living in Alberta (69%) or Quebec (57%).
- Pride in being Canadian increased with age, increasing from 60% among those 16 to 24 years old to 82% among those 65 years or older.
- Respondents identifying as Black (78%), South Asian (77%), white (72%), or East/Southeast Asian (70% vs 57% among those identifying as Latinx).

The Charter of Rights and Freedoms was the primary source of Canadian pride among those proud to be Canadian.

Respondents who were at least proud to be Canadian were asked to indicate what makes them proud. Roughly a fifth of respondents (20%) indicated that the Charter of Rights and Freedoms was a source of national pride, while fewer cited Canada's reputation on the world stage (9%), a welcoming nature (8%) and the beauty of Canada's wilderness and natural spaces (8%).

Additional common sources of pride included a kind disposition (7%), diversity (7%), democracy (6%), and compassion (6%), among many others. More than a fifth of respondents (24%) were unsure or did not provide the source of their national pride.

Figure 19 – Sources of Canadian pride

Sources of Canadian pride	Total (n=3,669)
Charter of Rights and Freedoms	20%
Canada's reputation on the world stage	9%
Accepting / belonging / inclusiveness / welcoming	8%
Canada's wilderness and natural spaces / beautiful land	8%
Friendly / kind / nice / polite	7%
Diversity	7%
Democracy	6%
Caring / helpful / compassionate	6%
Best / great / love / unique country in the world	5%
Canadian values	5%
Being Canadian / born here (home)	5%
Healthcare / free healthcare	5%
Peaceful	4%
Multiculturalism	4%
Our culture / traditions / heritage	4%
Strong / tough / resilient	3%
Safety	3%
Not being American	3%
Quality of life / lifestyle	3%
National unity / unity	3%
Other	5%
Don't know / refused / prefer not to say	23%
Results of less than 3%	
• Our history • The people (unspecified) • Our prime minister (calm, reassuring, smart, etc.) • Respectful • Opportunities • The Canadian Armed Forces • Our achievements / inventions / breakthroughs • Community • Equality / fairness • Social supports / programs • Our natural resources • Everything (unspecified) • Feel lucky / fortunate / happy to live in Canada • Bilingualism • Indigenous arts and culture (including reconciliation efforts) • We strive to improve / do better • Education • Tolerance • Hockey • None / nothing	

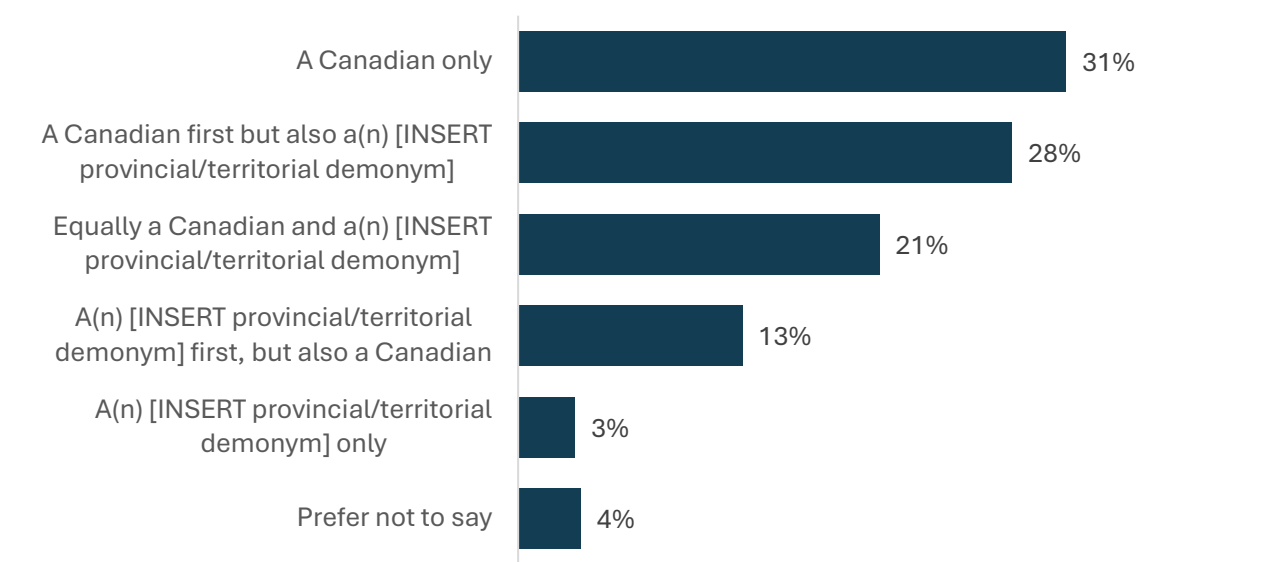
Q22. What makes you proud to be Canadian? Base: Respondents who were very proud or proud to be Canadian, 2026, n=3,669.

National Canadian identity was most prevalent with many surveyed Canadians also identifying with their provincial or territorial identity.

Respondents were asked to which they define themselves on a regional and national level. Generally, the less the definition emphasized national identity the lower the proportion of surveyed Canadians who selected a particular definition.

Nearly a third of respondents exclusively defined themselves as a Canadian only (31%), while 28% felt they were a Canadian first but also identified at the provincial or territorial level. More than a fifth (21%) identified equally as a Canadian and as a citizen of their province or territory, while 16% prioritized their regional identity, either primarily (13%) or exclusively (3%).

Figure 20 – National and regional identity



Q23. People have different ways of defining themselves. Do you consider yourself to be... Base: All respondents, 2026, n=5,164.

Various demographic differences emerged from the findings, including the following:

- Those living in Ontario were more likely to identify as a Canadian only compared to those living outside of Ontario (46% vs 22%).
- Compared to those living outside Quebec, those living in Quebec were more likely to identify with their province first but also as a Canadian (39% vs 5%), and with their province only (11% vs 1%).

- Those aged 25 years or older were more likely to identify as a Canadian only compared to those 16 to 24 years old (32% vs 25%).
- Respondents living in large urban communities (34%) were more likely to identify as a Canadian only compared to those living in medium urban (30%) or small/rural communities (25%).
- Those born in Canada were more likely to identify as a Canadian only compared to those born outside of Canada (32% vs 27%).
- Conversely, respondents born outside of Canada were more likely to identify as a Canadian first but also with their province or territory (32% vs 27%) and more likely to identify equally as a Canadian and a citizen of their province or territory (26% vs 19%).

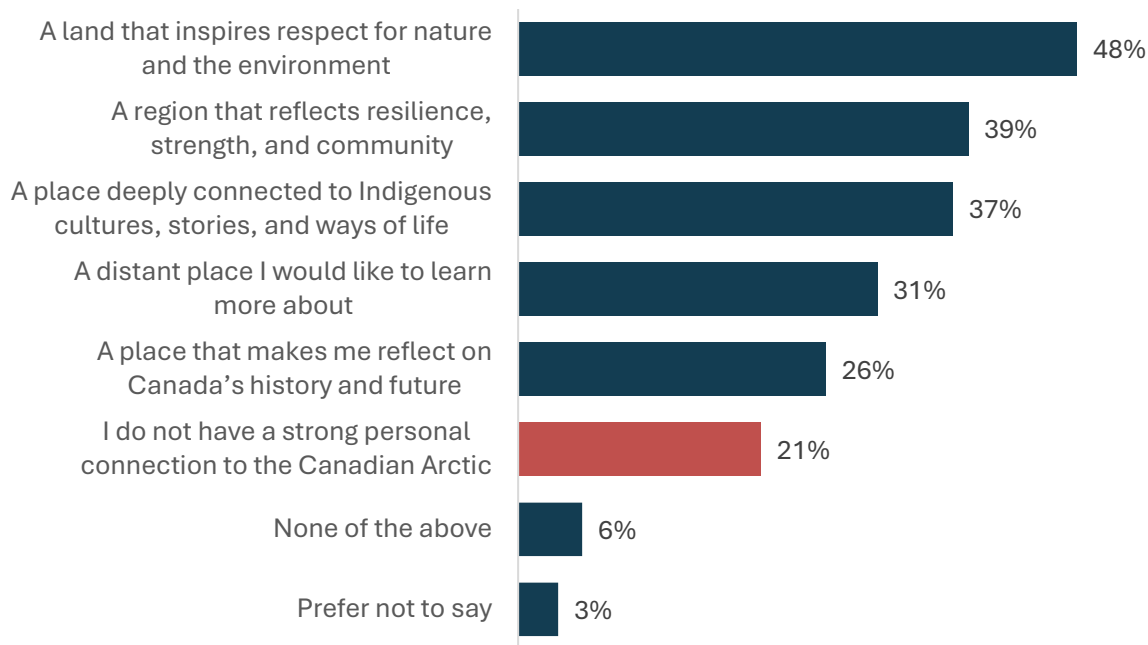
Personal connection to the Canadian Arctic was most often expressed among survey respondents as a land that inspires respect for nature and the environment.

Lastly, respondents were presented with a list of statements relating to the Canadian Arctic and asked to the ones that captured what the Canadian Arctic means to them personally. Respondents could choose more than one statement.

One statement stood out among the rest – nearly half of respondents (48%) felt the Canadian Arctic is a land that inspires respect for nature and the environment. The next most common statements were: the Canadian Arctic is a region that reflects resilience, strength, and community (39%), and it is a place deeply connected to Indigenous culture, stories, and ways of life (37%). Slightly fewer felt the Canadian Arctic is a distant place they would like to learn more about (31%) or a place that makes them reflect on Canada’s history and future (26%).

Roughly one in five (21%) indicated they do not have a strong personal connection to the Canadian Arctic, while 6% felt that none of the statements captured their personal connection to the region.

Figure 21 – What the Canadian Arctic means to Canadians



Q24. If Canada Day celebrations included a special moment about the Canadian Arctic, which of the following statements capture what the Canadian Arctic means to you personally? Base: All respondents, 2026, n=5,164.

A variety of demographic differences emerged from the findings, including the following:

- Those living in the Territories were more likely to associate the Canadian Arctic with the following statements compared to those living outside the Territories:
 - A place deeply connected to Indigenous cultures, stories, and ways of life (65% vs 37%)
 - A region that reflects resilience, strength, and community (59% vs 39%)
- Conversely, respondents living outside of the Territories were more likely to associate the Canadian Arctic with the following statements compared to those living in the Territories:
 - A distant place I would like to learn more about (31% vs 9%)
 - I do not have a strong personal connection to the Canadian Arctic (21% vs 4%)
- Respondents aged 16 to 44 were more likely to not have a strong personal connection to the Canadian Arctic compared to those 45 years or older (24% vs 18%).
- Women were more likely to associate the Canadian Arctic with the following statements compared to men:
 - A land that inspires respect for nature and the environment (50% vs 46%)
 - A place deeply connected to Indigenous cultures, stories, and ways of life (38% vs 35%)

Methodology

Summary: The study consisted of a national online survey with Canadian households.

Quorus was responsible for coordinating all aspects of the research project, including designing the research instruments; collecting the data; and delivering the required reports. The research approach is outlined in greater detail below.

Research approach

The quantitative phase of the research project consisted of an online survey with Canadian adults at least 16 years of age. Respondents were invited to participate through an online panel of Canadians.

Data collection took place from January 19 to February 12, 2026, and yielded 5,164 completed surveys.

According to the 2021 Canadian Census¹, those living in the Territories comprise less than one percent of the Canadian population, resulting in limited representation when relying exclusively on natural fallout. Given the importance of capturing the views of these respondents, an oversample of 150 surveys was included to improve representation among those living in the Territories.

A margin of error could not be calculated due to the use of a non-probability sample, i.e. respondents were selected only from among those who had registered to participate in online surveys through a panel. The equivalent margin of error for a probability study would be +/- 1.36%.

The survey response rate was approximately 93%.

The data have been weighted to reflect the demographic composition of the Canadian general population. All research work was conducted in accordance with the professional standards established by the Government of Canada Public Opinion Research Standards.

¹ Statistics Canada. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=9810000101>

Questionnaire design

Quorus collaborated with Canadian Heritage to design the survey instrument in English to ensure that the research objectives were addressed, finalizing the overall survey instrument and translating the client-approved English version of the survey into French.

A pre-test was conducted in both official languages to assess the flow of the survey, comprehension of the questions, language, data integrity, and particularly the length of the survey.

Pre-test totals

Pre-test details	English	French
Total sample	291	92

Similar to previous public opinion research of this nature conducted by Canadian Heritage, the survey instruments consisted of mostly closed-ended questions. The questionnaire had an average survey duration of 13 minutes.

Respondents were informed of their rights under the *Privacy Act*, the *Personal Information Protection and Electronic Documents Act*, and the *Access to Information Act*, and those rights were protected throughout the research process. That process included informing respondents of the purpose of the research; identifying the sponsoring department or the Government of Canada as a whole; and informing them that their participation was voluntary.

Lastly, all research work was conducted in accordance with professional standards, the *Standards for the Conduct of Government of Canada Public Opinion Research–Online Surveys* and the *Standard on Web Accessibility*.

Sampling

Soft quotas were used for the initial sample (n=5,000), including ensuring that there was provincial distribution, a 50/50 gender split in each province, and that no specific age cohort was underrepresented.

Upon completion of the initial 5,000 responses, an additional oversample of roughly 150 surveys was targeted, improving representation among those living in the Territories.

Regional distribution

Region	Target sample	2026 Distribution
British Columbia	663	662
Alberta	580	581
Saskatchewan	157	157
Manitoba	182	184
Ontario	1,919	1,918
Quebec	1,165	1,172
New Brunswick	107	107
Nova Scotia	132	131
Prince Edward Island	20	20
Newfoundland and Labrador	75	74
Northwest Territories		52
Yukon	150	57
Nunavut		49

Administration

Once the final questionnaire and the translation was approved by Canadian Heritage, our data collection partner programmed the survey for online data collection.

The survey was programmed in both English and French. Respondents were formally invited to complete the survey in the official language of their choice. As well, at any point when completing the questionnaire, respondents had the option to change the questionnaire language to the other official language.

Respondents were able to verify the legitimacy of the survey by contacting representatives of Quorus and/or Canadian Heritage or by inquiring via email to the Canadian Research Insights Council.

The programmed survey was tested to ensure that question order and skip patterns were properly implemented. Testing included Quorus researchers receiving the invitation via email just as a respondent would, to ensure accuracy of delivery, text, links and so on. Canadian Heritage staff were also provided with the pre-test link, and thus client feedback also was incorporated prior to the launch of the survey.

Participation

Participation Rate: The rate below were derived using the principal elements of the formulas recommended by the Public Opinion Research Directorate of the Government of Canada:

Online survey participation rate

Total click-throughs (C)	7,672
Invalid cases (T)	283
Terminations	283
Responding units (R)	6,873
Completed surveys disqualified after the quota was filled	1,709
Completed surveys	5,164
Participation rate = $T + R / C$ (283 + 6,873 / 7,672)	93%

Representation

A margin of error could not be calculated for the online results due to the use of a non-probability sample, as respondents were selected only from among those who had registered to participate in online surveys through a panel.

The data collected cannot be extrapolated to the overall population of Canadians. Further description of the non-probability sampling approach, including quotas and web panels, can be found here:

- <https://www150.statcan.gc.ca/n1/edu/power-pouvoir/ch13/nonprob/5214898-eng.htm>.

Weighting

After data collection was completed, distributions were verified and the data was appropriately weighted to ensure that the final distributions within the final sample mirror those of the Canadian population based upon the most recent census data available from Statistics Canada. The variables used for the weighting of each sample were age and gender within each region.

Sample distribution

Weighting variables	Unweighted	Weighted
British Columbia	662	715
Alberta	581	575
Saskatchewan	157	151
Manitoba	184	181
Ontario	1,918	1,995
Quebec	1,172	1,186
New Brunswick	107	111
Nova Scotia	131	139
Prince Edward Island	20	21
Newfoundland and Labrador	74	75
Northwest Territories	52	5
Yukon	57	7
Nunavut	49	4
16 to 24	847	643
25 to 34	830	834
35 to 44	805	829
45 to 54	749	789
55 to 64	826	882
65 years or older	1,107	1,186
Men	2,509	2,458
Women	2,591	2,642

Non-response bias considerations

Any survey that is conducted is potentially subject to bias or error. When a survey is conducted with a sample of the population, there are two general classes of bias or error: sampling error, which is quantifiable, and non-sampling error, which is typically not quantifiable. Sampling error arises from the fact that interviews are conducted with only a subset of the population, and thus it is possible that the results obtained from this group of respondents is not reflective of the population as a whole. In contrast, non-sampling error encompasses a number of different types of errors including coverage error, measurement error, non-response error and processing error. Sampling error cannot be measured for the results of the online survey, given that the contact records utilized in the data collection process were derived from an online panel of the target audience, which is to say, a non-probability sample source. However, targets were set to ensure robust geographic representation from across the country.

With respect to non-sampling error, a number of steps were taken to minimize bias. Survey programming technology was utilized to ensure that proper survey skip patterns were followed and to minimize errors due to data entry and data capture. The French and English survey instruments themselves were pre-tested with a small sample of respondents to ensure that the survey material was easily understood by respondents and that the resulting data were being captured properly.

The online survey was conducted with an online panel of the target audience based on a randomized sampling of panel records for the target audience drawn from a reputable commercially available online general public panel.

The final data set was statistically weighted to closely match the true distribution of these dimensions as reflected in the 2021 Statistics Canada census. The statistical weights implemented were relatively small, given that the data collected already closely matched the actual distribution of adult Canadians along these demographic dimensions.

Respondent profile

The following tables detail the demographic composition of the sample.

Table P1 – Gender

Gender	Unweighted	Weighted
Woman	50%	51%
Man	49%	48%
Non-binary	1%	1%
Another gender	<1%	<1%
Prefer not to say	<1%	<1%

Q1. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.* Base: All respondents, 2026, n=5,164.

Table P2 – Age

Age	Unweighted	Weighted
16–17	1%	<1%
18–24	16%	12%
25–34	16%	16%
35–44	16%	16%
45–54	15%	15%
55–64	16%	17%
65+	21%	23%

Q2A. In what year were you born? / Q2B. In which age group do you belong? Base: All respondents, 2026, n=5,164.

Table P3 – Region

Region	Unweighted	Weighted
Newfoundland and Labrador	1%	1%
Nova Scotia	3%	3%
Prince Edward Island	<1%	<1%
New Brunswick	2%	2%
Quebec	23%	23%
Ontario	37%	39%
Manitoba	4%	4%
Saskatchewan	3%	3%
Alberta	11%	11%
British Columbia	13%	14%
Yukon	1%	<1%
Nunavut	1%	<1%
Northwest Territories	1%	<1%

Q3. Which province or territory do you live in? Base: All respondents, 2026, n=5,164.

Table P4 – Education

Education	Unweighted	Weighted
Grade 8 or less	<1%	<1%
Some high school	4%	3%
High school diploma or equivalent	19%	19%
Registered apprenticeship or other trades certificate or diploma	6%	6%
College, CEGEP or other non-university certificate or diploma	23%	23%
University certificate or diploma below bachelor's level	7%	7%
Bachelor's degree	28%	28%
Post-graduate degree above bachelor's level	13%	13%
Prefer not to say	1%	1%

Q25. What is the highest level of formal education that you have completed? Base: All respondents, 2026, n=5,164.

Table P5 – Indigenous status

Indigenous status	Unweighted	Weighted
Non-Indigenous	94%	94%
Indigenous (NET)	4%	4%
First Nations	2%	2%
Métis	2%	2%
Inuit	<1%	<1%
Prefer not to say	2%	2%

Q26. Do you identify as an Indigenous person? Base: All respondents, 2026, n=5,164.

Table P6 – Ethnic origins

Ethnic origins	Unweighted	Weighted
North America (e.g., Canada, the United States)	58%	58%
North America – not otherwise specified	2%	2%
Southern Africa (e.g., Botswana, Eswatini, Namibia, South Africa)	<1%	<1%
Western Africa (e.g., Benin, Ghana, Mali, Nigeria)	2%	2%
Northern Africa (e.g., Algeria, Egypt, Libya, Morocco)	1%	1%
Eastern Africa (e.g., Burundi, Kenya, Rwanda, Tanzania)	1%	<1%
Central Africa (e.g., Angola, Cameroon, Democratic Republic of the Congo, Gabon)	1%	1%
Africa – not otherwise specified	1%	1%
Southern Asia (e.g., Bhutan, India, Pakistan, Sri Lanka)	5%	5%
Western Asia (e.g., Bahrain, Iran, Turkey, United Arab Emirates)	1%	1%
Eastern Asia (e.g., China, Japan, Mongolia, South Korea)	5%	5%
South-eastern Asia (e.g., Cambodia, Indonesia, Philippines, Viet Nam)	3%	2%
Central Asia (e.g., Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan)	<1%	<1%
Asia – not otherwise specified	1%	1%
Southern Europe (e.g., Greece, Italy, Portugal, Slovenia)	5%	5%
Western Europe (e.g., Belgium, France, Germany, Switzerland)	10%	10%
Northern Europe (e.g., Denmark, Ireland, Sweden, United Kingdom)	14%	14%
Eastern Europe (e.g., Bulgaria, Hungary, Poland, Ukraine)	7%	7%
Europe – not otherwise specified	2%	2%
South America (e.g., Brazil, Chile, Peru, Venezuela)	1%	1%
Central America (e.g., Belize, Costa Rica, Mexico, Nicaragua)	<1%	<1%
Caribbean (e.g., Cuba, Haiti, Jamaica, Trinidad and Tobago)	1%	1%
South America, Central America, or Caribbean – not otherwise specified	1%	1%
Oceania (e.g., Australia, Fiji, New Zealand, Polynesia)	<1%	<1%
Oceania – not otherwise specified	<1%	<1%
Christian	11%	11%
Hindu	1%	1%
Jewish	1%	1%
Mennonite	<1%	<1%
Muslim	2%	1%
Sikh	1%	1%
Another identity	1%	1%
Prefer not to say	2%	2%

Q27. Which ethnic origin(s) do you identify with? Base: All respondents, 2026, n=5,164.

Table P7 – Racial identity

Racial identity	Unweighted	Weighted
Black	4%	4%
East/Southeast Asian	8%	8%
Latino/Latina/Latinx	2%	2%
Middle Eastern	2%	2%
South Asian	7%	7%
White	75%	76%
Indigenous	1%	1%
Other	1%	1%
Prefer not to say	3%	3%

Q28. Which racial group do you identify with? *Race is a term used to classify people into groups based principally on physical traits such as skin colour. Racial categories are not based on science or biology but on differences society has created, with significant consequences for people's lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings.*

Base: All respondents, 2026, n=5,164.

Table P8 – Birthplace

Birthplace	Unweighted	Weighted
Born in Canada	80%	80%
Born outside of Canada	20%	20%
Prefer not to say	1%	1%

Q29. Were you born in Canada? Base: All respondents, 2026, n=5,164.

Table P9 – Length of time living in Canada

Time living in Canada	Unweighted	Weighted
Less than 10 years	33%	32%
10 years or more	67%	68%
Prefer not to say	1%	1%

Q30. In what year did you come to Canada? Base: Respondents who were not born in Canada, 2026, n=1,021.

Table P10 – Household income

Household income	Unweighted	Weighted
Under \$20,000	5%	5%
\$20,000 to just under \$40,000	11%	11%
\$40,000 to just under \$60,000	13%	13%
\$60,000 to just under \$80,000	13%	13%
\$80,000 to just under \$100,000	14%	14%
\$100,000 to just under \$150,000	19%	19%
\$150,000 or more	16%	15%
Don't know / Prefer not to say	10%	10%

Q31. Which of the following categories best describes your total **household** income? That is, the total income of all persons in your household combined, before taxes? Base: All respondents, 2026, n=5,164.

Table P11 – Community size

Community size	Unweighted	Weighted
Major urban population centre (population of 1 million or more)	27%	28%
Large urban population centre (population of 100,000 to 999,999)	28%	29%
Medium population centre (population between 30,000 and 99,999)	17%	17%
Small population centre (population between 1,000 and 29,999)	17%	15%
Rural (population of 999 or less)	8%	8%
Don't know / Prefer not to say	3%	3%

Q32. Which of the following best describes the immediate community where you live (based on total population)?

Base: All respondents, 2026, n=5,164.

Table P12 – Travel time to nearest urban centre

Community size	Unweighted	Weighted
14 minutes or less	16%	17%
15 to 29 minutes	25%	26%
30 to 59 minutes	25%	26%
60 to 119 minutes (1 hour to under 2 hours)	15%	16%
120 to 179 minutes (2 hours to under 3 hours)	7%	7%
180 or more minutes (3 hours or more)	10%	7%
Don't know / Prefer not to say	1%	1%

Q33. Based on your most frequent mode of transportation, how long does it typically take you to travel from your home to the nearest major urban population center or large urban population center (100,000 or more)? Base: Respondents who live in population centres of less than 100,000 people, 2026, n=2,145.

Table P13 – 2SLGTQIA+ status

2SLGTQIA+ status	Unweighted	Weighted
Yes NET	10%	9%
Yes	7%	7%
I identify as part of the 2SLGBTQI+ community, but I use different terms and concepts to refer to my sexual orientation and/or gender identity and expression (e.g. pansexual or gender diverse)	3%	3%
No	88%	89%
Prefer not to say	2%	2%

Q34. Do you identify as lesbian, gay, bisexual, transgender, queer, Two-Spirit, intersex, and/or non-binary?
Base: All respondents, 2026, n=5,164.

Table P14 – Disability status

Disability status	Unweighted	Weighted
Yes	12%	13%
No	86%	86%
Prefer not to say	2%	1%

Q35. Do you identify as a person living with a disability? Base: All respondents, 2026, n=5,164.

Appendices

Appendix A: Survey instrument

Canada Day 2026: National Perspectives Study Survey Questionnaire

Online landing page

Welcome and thank you for your participation in this study. Quorus Consulting Group, in collaboration with Leger, has been hired to administer an online survey on behalf of the Government of Canada on topics of interest to Canadians.

The survey takes about 15 minutes to complete and is voluntary and completely confidential.

Your responses to this survey will be kept entirely anonymous. The information provided will be managed according to the requirements of the *Privacy Act*, the *Access to Information Act*, and any other pertinent legislation. The survey is registered with the Canadian Research Insights Council through their Research Verification Service. Do you wish to continue?

Yes	1
No [TERMINATE]	2

Section 1: Screening

1. Which of the following best describes your gender identity? *Gender refers to current gender which may be different from sex assigned at birth and may be different from what is indicated on legal documents.*

Man	1
Woman	2
Non-binary	3
Another gender, (please specify):	77
Prefer not to say	99

- 2A. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 16 YEARS, TERMINATE]

[IF PREFER NOT TO SAY, ASK Q2B]

2B. In which age group do you belong?

Under 16 years old [THANK AND TERMINATE]	0
16 to 17	1
18 to 24	2
25 to 34	3
35 to 44	4
45 to 54	5
55 to 64	6
65 or older	7
Prefer not to say [THANK & TERMINATE.]	9

3. Which province or territory do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8
Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE.]	99

***THOSE WHO ARE NOT ELIGIBLE:** Thank you for your willingness to take part in this survey, but you do not meet the eligibility requirements of this study.

Section 2: Identity and Sources of Patriotism

This survey will explore a variety of questions related to national pride and what it means to be Canadian. Our previous research has shown that “being Canadian” means different things to different people – we look forward to hearing what you have to say about it!

4. Let’s get started – how would you complete the following sentence?

Canadians are known for being... **[PROGRAM AS OPEN-END W/ TEXT BOX]**

Don’t know / Prefer not to say

99

5. To what extent do the following make you proud to be a Canadian? **[RANDOMIZE LIST]**

- a) Canada’s wilderness and natural spaces
- b) Multiculturalism
- c) Canada’s reputation on the world stage
- d) Seeing Canadian athletes compete internationally
- e) The Canadian Armed Forces
- f) Canadian arts and culture
- g) Canada’s strength and resilience as an Arctic nation
- h) The diversity of music in Canada
- i) Our healthcare system
- j) Our medical and scientific breakthroughs
- k) Our natural resources
- l) When our community comes together to help those in need
- m) The small things that people do for each other in my community
- n) Freedom
- o) Charter of Rights and Freedoms
- p) Canada Day
- q) The Canadian flag
- r) The national anthem
- s) Bilingualism
- t) Indigenous reconciliation
- u) Indigenous arts and culture
- v) Royal Canadian Mounted Police
- w) Hockey
- x) Canadian democratic values

Very proud	4
Somewhat proud	3
Not very proud	2
Not at all proud	1
Don't know / Prefer not to say	9

Section 3: Celebrating Canada Day

6. There are many different ways to commemorate or celebrate Canada Day. How often have you commemorated or celebrated Canada Day (July 1) over the past 5 years?

Every year	1
Almost every year	2
At least once	3
I have not celebrated Canada Day in the past 5 years [SKIP TO Q11]	4
Prefer not to say [SKIP TO Q11]	9

7. When do you usually start making plans for Canada Day?

In the spring	1
Early June	2
A few weeks before July 1	3
About a week before July 1	4
A day or so before July 1	5
On July 1	6
Don't typically make plans for celebrating Canada Day	8
Prefer not to say	9

8. What kind of activities or experiences, if any, can make a Canada Day special for you, personally?
[PROGRAM AS OPEN-END W/ TEXT BOX]

Don't know / Prefer not to say

99

9. How do you usually celebrate Canada Day? **[RANDOMIZE LIST] [SELECT ALL THAT APPLY]**

Participation in public or community events	1
Attend fireworks / Organize your own fireworks	2
Small gathering at home with family or friends	3
Large gathering with family or friends	4
Watching the National Canada Day broadcast live from Ottawa on television or online	5
Attending Canada Day activities in Canada's Capital Region	6
Travel / tourist outings	7
Other [SPECIFY]	77
I don't particularly celebrate [EXCLUSIVE]	98
Prefer not to say [EXCLUSIVE]	99

10. People celebrate Canada Day for different reasons. What does celebrating Canada Day mean for you? **[PROGRAM AS OPEN-END W/ TEXT BOX]**

Don't know / Prefer not to say	99
--------------------------------	----

11. How important is it to you that the national Canada Day celebrations are broadcast across various platforms such as television, web, radio?

Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
Don't know / Prefer not to say	9

12. To what extent do you agree or disagree with the following statements? **[RANDOMIZE LIST]**

- a) On Canada Day, I feel grateful
- b) On Canada Day, I feel fortunate
- c) Canada Day is when I really show how proud I am to be Canadian
- d) On Canada Day, I take a moment for reflection and respect toward Indigenous Peoples and the path toward reconciliation
- e) On Canada Day, I reflect on the many freedoms we have
- f) On Canada Day, I am thankful to those who sacrificed their lives for the freedoms we enjoy today
- g) On Canada Day, I feel it is important to celebrate this country's diversity
- h) On Canada Day, I feel it is important to celebrate this country's traditions
- i) On Canada Day, I feel hopeful for the future
- j) Canada Day is just a regular day for me
- k) Canada Day is a time to reflect on the great things we have in common

Strongly agree	5
Somewhat agree	4
Neither agree nor disagree	3
Somewhat disagree	2
Strongly disagree	1
Prefer not to say	9

Section 4: General Sources of Pride and Belonging on Canada Day

13. When you watch or attend major Canada Day celebrations, which of the following REALLY move you? **[RANDOMIZE LIST]** **[SELECT ALL THAT APPLY]**

The national anthem	1
Fireworks	2
Musical performances from a popular Canadian artist or group	3
Musical performances from different ethnic groups	4
Musical performances from Indigenous people	5
Hearing a famous Canadian athlete say a few words to the crowd	6
Hearing a famous Canadian public figure say a few words to the crowd	7
Hearing a famous Canadian astronaut say a few words to the crowd	8
Hearing a famous Canadian singer/performer say a few words to the crowd	9
Hearing a famous Canadian author say a few words to the crowd	10
Collaborative crowd moments	11
Seeing members of the Canadian Armed Forces celebrating Canada Day	12
Indigenous-led performances, voices, or stories	13
Does anything else really move you during these kinds of events? Please specify:	77
Prefer not to say [EXCLUSIVE]	99

14. When you watch or attend major Canada Day celebrations, how important is it for you to see and/or hear the following? **[RANDOMIZE LIST]**

a) The Canadian flag	
b) Canadian artist collaborations	
c) The maple leaf	
d) Canadian leaders' addresses	
e) The national anthem	
f) Images and stories reflecting Indigenous communities and Nations	
g) Scenes of Canadian nature or wildlife	
h) Canadian athletes	
i) Images of iconic national monuments and sites (e.g., Parliament Hill, Peggy's Cove, the Big Nickel in Sudbury, the Lions Gate Bridge in Vancouver, etc.)	
Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
Prefer not to say	9

15. Sometimes, Canada Day celebrations in Canada's Capital Region revolve around a certain theme. For instance, past celebrations have had themes such as an important national anniversary, sporting event, space mission, etc. In your opinion, are specific themes and dedicated celebrations important in a national celebration such as Canada Day?

Very important	4
Somewhat important	3
Not very important	2
Not at all important	1
Prefer not to say	9

- Q16a. The evening Canada Day celebrations presented from the National Capital Region are seen by Canadians from across the country on broadcasting platforms such as television, radio and digital. Over the years, different elements have been featured in these celebrations to highlight Canadian values.

Please select four items from the list below that you feel should receive **THE MOST** emphasis during the national Canada Day celebrations.

[RANDOMIZE LIST] [SELECT EXACTLY FOUR ITEMS FROM THE LIST]

Cultural diversity	1
Performances by well-known Canadian artists	2
Recognition and inclusion of Indigenous communities	3
Collaborative musical performances	4
Thematic artistic performances or symbolic tributes	5
Technological innovation and visual effects	6
Representation of Canada's regions	7
Opportunities for public participation and interaction	8
Celebration of Canada's history and shared stories	9
Recognition of Canada's official languages	10
Youth-focused performances or activities	11
Opportunities to learn about Canada (e.g., short educational or interpretive segments)	12
Moments of reflection and commemoration	13
Recognition of community builders (e.g., volunteers, local leaders, everyday Canadians)	14
Canada's national achievements	15
Canada's international achievements and contributions	16

Q16b. Thank you – now among the items that remain, please select the next four items that you feel should receive **THE MOST** emphasis during the national Canada Day celebrations.

[MAINTAIN SAME ORDER AS IN PREVIOUS QUESTION – REMOVE ITEMS SELECTED IN PREVIOUS QUESTION] [SELECT EXACTLY FOUR ITEMS FROM THE LIST]

Cultural diversity	1
Performances by well-known Canadian artists	2
Recognition and inclusion of Indigenous communities	3
Collaborative musical performances	4
Thematic artistic performances or symbolic tributes	5
Technological innovation and visual effects	6
Representation of Canada's regions	7
Opportunities for public participation and interaction	8
Celebration of Canada's history and shared stories	9
Recognition of Canada's official languages	10
Youth-focused performances or activities	11
Opportunities to learn about Canada (e.g., short educational or interpretive segments)	12
Moments of reflection and commemoration	13
Recognition of community builders (e.g., volunteers, local leaders, everyday Canadians)	14
Canada's national achievements	15
Canada's international achievements and contributions	16

Q16c. And finally – among the eight items that remain, please select the next four items that you feel should receive **THE MOST** emphasis during the national Canada Day celebrations.

[MAINTAIN SAME ORDER AS IN PREVIOUS QUESTION – REMOVE ITEMS SELECTED IN PREVIOUS TWO QUESTIONS] [SELECT EXACTLY FOUR ITEMS FROM THE LIST]

Cultural diversity	1
Performances by well-known Canadian artists	2
Recognition and inclusion of Indigenous communities	3
Collaborative musical performances	4
Thematic artistic performances or symbolic tributes	5
Technological innovation and visual effects	6
Representation of Canada's regions	7
Opportunities for public participation and interaction	8
Celebration of Canada's history and shared stories	9
Recognition of Canada's official languages	10
Youth-focused performances or activities	11
Opportunities to learn about Canada (e.g., short educational or interpretive segments)	12
Moments of reflection and commemoration	13
Recognition of community builders (e.g., volunteers, local leaders, everyday Canadians)	14
Canada's national achievements	15
Canada's international achievements and contributions	16

17. The organizers of the next national Canada Day celebration in Canada's Capital Region work towards making that event as inclusive as possible. What would you want to see, hear, or feel during that celebration for you to feel included and engaged?

Don't know / Prefer not to say 99

Section 5: Sense of Belonging

18. How would you describe your sense of belonging to your local community?

Very strong	1
Somewhat strong	2
Somewhat weak	3
Very weak	4
No opinion	9

19. What about your sense of belonging to your province/territory?

Very strong	1
Somewhat strong	2
Somewhat weak	3
Very weak	4
No opinion	9

20. And what about your sense of belonging to Canada?

Very strong	1
Somewhat strong	2
Somewhat weak	3
Very weak	4
No opinion	9

21. How proud are you to be Canadian?

Very proud	1
Proud	2
Somewhat proud	3
Not very proud	4
Not proud at all	5
Not a Canadian citizen [SKIP TO Q23]	8
No opinion	9

22. **[ASK IF Q21=1 OR 2]** What makes you proud to be Canadian? **[PROGRAM AS OPEN-END W/ TEXT BOX]**

Don't know / Prefer not to say

99

23. People have different ways of defining themselves. Do you consider yourself to be...

- | | |
|--|---|
| A Canadian only | 1 |
| A Canadian first but also a(n) [INSERT provincial/territorial demonym] | 2 |
| Equally a Canadian and a(n) [INSERT provincial/territorial demonym] | 3 |
| A(n) [INSERT provincial/territorial demonym] first, but also a Canadian | 4 |
| A(n) [INSERT provincial/territorial demonym] only | 5 |
| Prefer not to say | 9 |

24. If Canada Day celebrations included a special moment about the Canadian Arctic, which of the following statements capture what the Canadian Arctic means to you personally? **[RANDOMIZE LIST] [SELECT ALL THAT APPLY]**

- | | |
|--|---|
| A place deeply connected to Indigenous cultures, stories, and ways of life | 1 |
| A land that inspires respect for nature and the environment | 2 |
| A region that reflects resilience, strength, and community | 3 |
| A distant place I would like to learn more about | 4 |
| A place that makes me reflect on Canada's history and future | 5 |
| I do not have a strong personal connection to the Canadian Arctic | 6 |
| None of the above [EXCLUSIVE] | 8 |
| Prefer not to say [EXCLUSIVE] | 9 |

Section 6: Demographics

The following questions will be used to better understand how Canada's various population groups view and participate in Canada Day. While some of the categories below may be limited, please select the options that best describes you.

25. What is the highest level of formal education that you have completed?

- | | |
|--|---|
| Grade 8 or less | 1 |
| Some high school | 2 |
| High school diploma or equivalent | 3 |
| Registered apprenticeship or other trades certificate or diploma | 4 |
| College, CEGEP or other non-university certificate or diploma | 5 |
| University certificate or diploma below bachelor's level | 6 |
| Bachelor's degree | 7 |
| Post-graduate degree above bachelor's level | 8 |
| Prefer not to say | 9 |

26. Do you identify as an Indigenous person? **[SELECT ALL THAT APPLY]**

- | | |
|---|---|
| Yes, First Nations - optional to specify: | 1 |
| Yes, Métis - optional to specify: | 2 |
| Yes, Inuk (Inuit) - optional to specify: | 3 |
| No [EXCLUSIVE] | 4 |
| Prefer not to say [EXCLUSIVE] | 9 |

27. Which ethnic origin(s) do you identify with? **[SELECT ALL THAT APPLY]**

Ethnic origin refers to the ethnic or cultural origins of a person's ancestors. People who identify with similar ethnic origins (ethnic groups) tend to have a shared understanding of their ancestry or historical past, often with identifiable geographic, cultural, linguistic and/or religious characteristics. The options below are consistent with geographic and ethno-religious examples provided in the 2021 Census.

- | | |
|--|---|
| North America (e.g., Canada, the United States) | 1 |
| North America – not otherwise specified | 2 |
| Southern Africa (e.g., Botswana, Eswatini, Namibia, South Africa) | 3 |
| Western Africa (e.g., Benin, Ghana, Mali, Nigeria) | 4 |
| Northern Africa (e.g., Algeria, Egypt, Libya, Morocco) | 5 |
| Eastern Africa (e.g., Burundi, Kenya, Rwanda, Tanzania) | 6 |
| Central Africa (e.g., Angola, Cameroon, Democratic Republic of the Congo, Gabon) | 7 |
| Africa – not otherwise specified | 8 |
| Southern Asia (e.g., Bhutan, India, Pakistan, Sri Lanka) | 9 |

Western Asia (e.g., Bahrain, Iran, Turkey, United Arab Emirates)	10
Eastern Asia (e.g., China, Japan, Mongolia, South Korea)	11
South-eastern Asia (e.g., Cambodia, Indonesia, Philippines, Viet Nam)	12
Central Asia (e.g., Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan)	13
Asia – not otherwise specified	14
Southern Europe (e.g., Greece, Italy, Portugal, Slovenia)	15
Western Europe (e.g., Belgium, France, Germany, Switzerland)	16
Northern Europe (e.g., Denmark, Ireland, Sweden, United Kingdom)	17
Eastern Europe (e.g., Bulgaria, Hungary, Poland, Ukraine)	18
Europe – not otherwise specified	19
South America (e.g., Brazil, Chile, Peru, Venezuela)	20
Central America (e.g., Belize, Costa Rica, Mexico, Nicaragua)	21
Caribbean (e.g., Cuba, Haiti, Jamaica, Trinidad and Tobago)	22
South America, Central America, or Caribbean – not otherwise specified	23
Oceania (e.g., Australia, Fiji, New Zealand, Polynesia)	24
Oceania – not otherwise specified	25
Christian	26
Hindu	27
Jewish	28
Mennonite	29
Muslim	30
Sikh	31
Another identity (Please specify):	77
Prefer not to say [EXCLUSIVE]	99

28. Which racial group do you identify with? **[SELECT ALL THAT APPLY]**

Race is a term used to classify people into groups based principally on physical traits such as skin colour. Racial categories are not based on science or biology but on differences society has created, with significant consequences for people's lives. Racial categories may vary over time and place and can overlap with ethnic, cultural or religious groupings.

Black	1
East/Southeast Asian	2
Latino/Latina/Latinx	3
Middle Eastern	4
South Asian	5
White	6
Another racial group (Please specify):	77
Prefer not to say [EXCLUSIVE]	99

29. Were you born in Canada?

Yes [SKIP TO Q31]	1
No	2
Prefer not to say	9

30. In what year did you come to Canada?

[Record year – XXXX]	
Prefer not to say	9999

31. Which of the following categories best describes your total **household** income? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 or above	7
Don't know / Prefer not to say	9

32. Which of the following best describes the immediate community where you live (based on total population)?

Major urban population centre (population of 1 million or more)	1
Large urban population centre (population of 100,000 to 999,999)	2
Medium population centre (population between 30,000 and 99,999)	3
Small population centre (population between 1,000 and 29,999)	4
Rural (population of 999 or less)	5
Don't know / Prefer not to say	9

33. **[SHOW IF Q32 = 3, 4, OR 5]** Based on your most frequent mode of transportation, how long does it typically take you to travel from your home to the nearest major urban population center or large urban population center (100,000 or more)?

14 minutes or less	1
15 to 29 minutes	2
30 to 59 minutes	3
60 to 119 minutes (1 hour to under 2 hours)	4
120 to 179 minutes (2 hours to under 3 hours)	5
180 or more minutes (3 hours or more)	6
Don't know / Prefer not to say	9

34. Do you identify as lesbian, gay, bisexual, transgender, queer, Two-Spirit, intersex, and/or non-binary?

Yes	1
I identify as part of the 2SLGBTQI+ community, but I use different terms and concepts to refer to my sexual orientation and/or gender identity and expression (e.g. pansexual or gender diverse).	2
No	3
Prefer not to say	9

35. Do you identify as a person living with a disability?

Yes	1
No	2
Prefer not to say	9

36. What are the first three characters of your postal code?

Prefer not to say	9999
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[PRE-TEST ONLY: ADD QUESTIONS A THROUGH J]

- A. Did you find any aspect of this survey difficult to understand? Y/N
- B. **[IF A=YES]** Please describe what you found difficult to understand.
- C. Did you find that the way any of the questions in this survey were asked made it difficult for you to provide your answer? Y/N
- D. **[IF C=YES]** Please describe the problem with how the question was asked.
- E. Did you experience any difficulties with the language? Y/N
- F. **[IF E=YES]** Please describe what difficulties you had with the language.
- G. Did you find any terms confusing? Y/N
- H. **[IF G=YES]** Please describe what terms you found confusing.
- I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
- J. **[IF I=YES]** What are they?

That concludes the survey. Thank you very much for your thoughtful feedback. It is much appreciated.