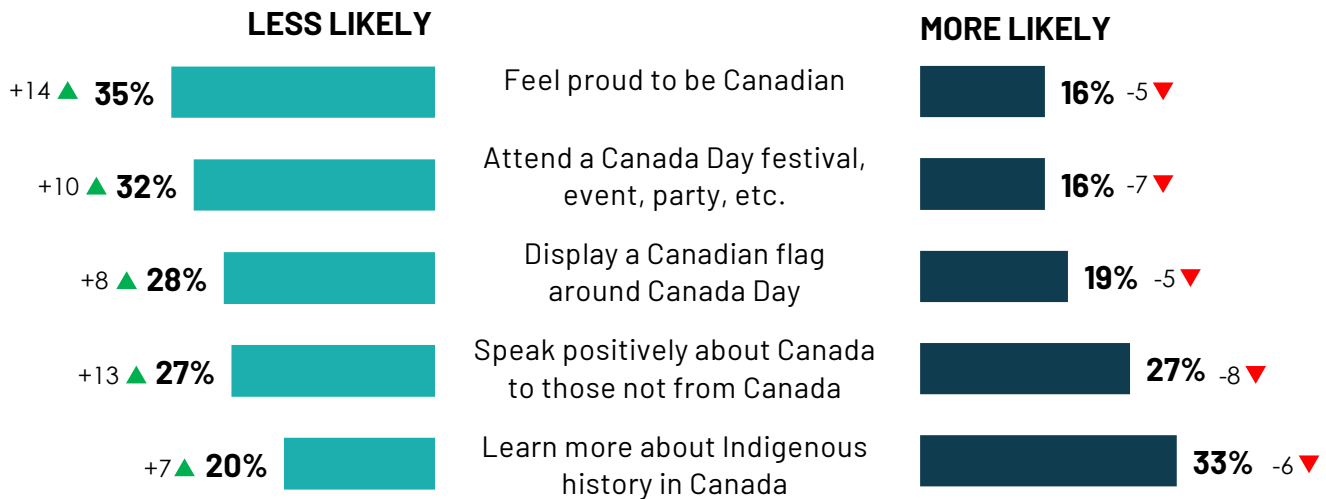


# Happy Canada Day? 7 in 10 Canadians (70%) Think Canada is “Broken” as Canadian Pride Takes a Tumble

## CANADIAN PRIDE ON THE DECLINE

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



Comparing to five years ago, just over one-third (35%) of Canadians say they are *less* likely to feel proud to be Canadian, while only 16% say they are *more* likely. Roughly three in ten say they are *less* likely to attend a Canada Day event or display a Canadian flag around the holiday. Similar proportions say they are more (27%) and less (27%) likely to speak positively about Canada to those not from Canada, but negative sentiment is on the rise. On Indigenous issues specifically, 33% say they're more likely to learn about

Indigenous history compared to five years ago, but even this figure is waning, down six points since last year.

Compared to June 2023, the portion of Canadians who say they are *less* likely now to do any of these things has grown, especially when it comes to pride in being Canadian and speaking positively about Canada, while the portions of those *more* likely has fallen.

## YOUNGER CANADIANS MORE LIKELY TO FEEL CANADA IS “BROKEN”

**70%** | Strongly/  
somewhat agree

**30%** | Strongly/  
somewhat disagree

When asked if they agree or disagree with Pierre Poilievre that Canada is “broken,” 70% say they agree – with 32% saying they *strongly* agree. Agreement is higher among younger Canadians (78% 18-34, 73% 35-54, 61% 55+) and Conservative voters (96%).

Three in ten Canadians say they disagree that Canada is “broken,” higher among older Canadians (39% 55+, 27% 35-54, 22% 18-34), those living in Quebec (39%), and Liberal voters (66%).

# About This Study

---

## ABOUT THE STUDY

---

These are some of the findings of an Ipsos poll conducted between June 12 and 14, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

**Darrell Bricker, PhD**

CEO, Ipsos Global Public Affairs

+1 416 324 2001

[Darrell.Bricker@ipsos.com](mailto:Darrell.Bricker@ipsos.com)

---

## ABOUT IPSOS

---

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

<http://www.ipsos.com/>