

# Proud to be Canadian: Pride and sense of belonging in 2025

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In the spring of 2025, 78% of Canadian citizens reported being proud or very proud to be Canadian, up from 74% in the fall of 2024. A similar trend was observed among non-citizens, with 76% of non-citizens expressing they were proud or very proud to live in Canada—up from 68% in the fall of 2024.

Using data collected from April 25 to June 16, 2025, from the Canadian Social Survey on Quality of Life, Climate Change, and Trust, this release explores Canadian pride and sense of belonging to Canada.

## Most Canadian citizens report being proud or very proud to be Canadian

From coast to coast, a large majority of Canadians reported high levels of Canadian pride in the spring of 2025, ranging from 72% in Quebec to 86% in Prince Edward Island.

Compared to the fall of 2024, Canadian pride increased in many parts of the country. For example, the proportion of British Columbians (+7.5 percentage points) and Ontarians (+5.4 percentage points) who said they felt proud or very proud to be Canadian both increased from the fall of 2024 to the spring of 2025.

Feelings of Canadian pride differed based on immigration status and age group, with immigrants who have become Canadian citizens more likely to report feeling proud or very proud to be Canadian (85%) compared to Canadian citizens by birth (76%).

Across age groups, there was notable growth in pride among younger Canadians. While Canadians ages 25 to 34 were less likely to report feeling proud to be Canadian (69%) than older age groups, they showed the largest increase since the fall of 2024, rising by 9 percentage points. More generally, sentiments of pride increased with age, with older Canadians continuing to express particularly high levels of Canadian pride. Nearly 9 in 10 Canadians aged 65 to 74 felt proud or very proud to be Canadian (88%), and among those aged 75 and older, this increased to 91%.

## More Canadians report a stronger sense of belonging to Canada in the spring of 2025 than in the spring of 2022

In the spring of 2025, 83% of Canadians reported a strong sense of belonging to Canada, an increase from the spring of 2022, when 72% of Canadians reported that they felt the same way.

Consistent with feelings of Canadian pride, a strong sense of belonging to Canada was felt across all provinces in the spring of 2025, with levels ranging from 78% for those living in Quebec to 93% of people living in Prince Edward Island. In addition, residents in many provinces reported an increase in their sense of belonging to Canada from the spring of 2022 to the spring of 2025. For example, in Prince Edward Island, feeling a sense of belonging to Canada rose by 16 percentage points from the spring of 2022 to the spring of 2025—a gain that outpaced the national increase of 11 percentage points. A notable increase was also seen in Quebec, where the sense of belonging rose 15 percentage points compared to the spring of 2022.

As with Canadian pride, citizens by naturalization were slightly more likely to report feeling a strong sense of belonging to Canada compared to Canadian citizens by birth (88% vs. 82%). This proportion was similar for both recent immigrants (immigrated within the past 10 years) and more established immigrants (admitted more than 10 years ago).

Nearly three quarters (74%) of Indigenous people—in this case, First Nations people living off reserve, Métis and Inuit—reported having a strong sense of belonging to Canada, compared to 83% of non-Indigenous Canadians. Similar increases in sense of belonging were seen among the Indigenous (+13 percentage points) and non-Indigenous population (+11 percentage points) during the previous 3 years.



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## Sense of belonging is associated with overall well-being

A strong sense of belonging to Canada was associated with other indicators of well-being, such as overall life satisfaction and a positive future outlook. For example, among Canadians with a strong sense of belonging to Canada, 50% reported high levels of life satisfaction, compared to 27% among those with a weaker sense of national belonging. Similarly, 60% of those who felt strongly connected to Canada reported feeling hopeful about the future, whereas 36% of people with a weaker sense of belonging to Canada shared that hopeful outlook.

Taken together, the increasing levels of Canadian pride and sense of belonging, as demonstrated by recent data from the Canadian Social Survey, suggest that a cohesive national identity remains strong and contributes positively to Canadians' overall well-being.

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### Note to readers

*This release uses data from the Canadian Social Survey (CSS) – Quality of Life, Climate Change and Trust (collected from April 25 to June 16, 2025). The target population for the CSS is all non-institutionalized persons 15 years of age and older, living off-reserve in the 10 provinces of Canada. Questions were asked to a representative respondent aged 15 years and older about their household.*

*Additionally, this release makes comparisons to data from the CSS – Well-being, Shared Values and Trust (collected from April 22 to June 5, 2022) and the CSS – Quality of Life, Housing and Trust (collected from October 18 to December 2, 2024).*

*The CSS aims to better understand social issues rapidly by conducting surveys on different topics every three months. Statistics Canada would like to thank all Canadians who took the time to answer the questions.*

*For the purpose of this release, "Canadians" refers to citizens of Canada.*

*For the questions "How proud are you to be Canadian?" and "How would you describe your sense of belonging to Canada?" the response option "no opinion" is included in the denominator when calculating percentages. This shows the proportion of strong views in the context of all responses received.*

*For the question "How would you describe your sense of belonging to Canada?" those who reported a "somewhat strong" or "very strong" sense of belonging to Canada were considered to express a strong sense of belonging to Canada.*

### Definitions, data sources and methods: survey number [5354](#).

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; [infostats@statcan.gc.ca](mailto:infostats@statcan.gc.ca)) or Media Relations ([statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca](mailto:statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca)).