

Canada Day Survey

National Survey

Publication Date: June 30, 2026

Nobody's perfect.

Ontario Poll Accuracy

- 1st **Liaison**
- 2nd **Mainstreet**
- 3rd **Innovative**
- 4th **Research Co.**
- 5th **Forum**
- 6th **Abacus**
- 7th **Pallas**
- 8th **Leger**
- 9th **Nanos**
- 10th **Ipsos**
- 11th **Relay Strategies**

Federal Poll Accuracy

- 1st **Mainstreet**
- 2nd **Liaison**
- 3rd **Angus Reid**
- 4th **Cardinal**
- 5th **Nanos**
- 6th **Research Co.**
- 7th **Pallas**
- 8th **Leger**
- 9th **Forum**
- 10th **Ipsos**
- 11th **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

Methodology

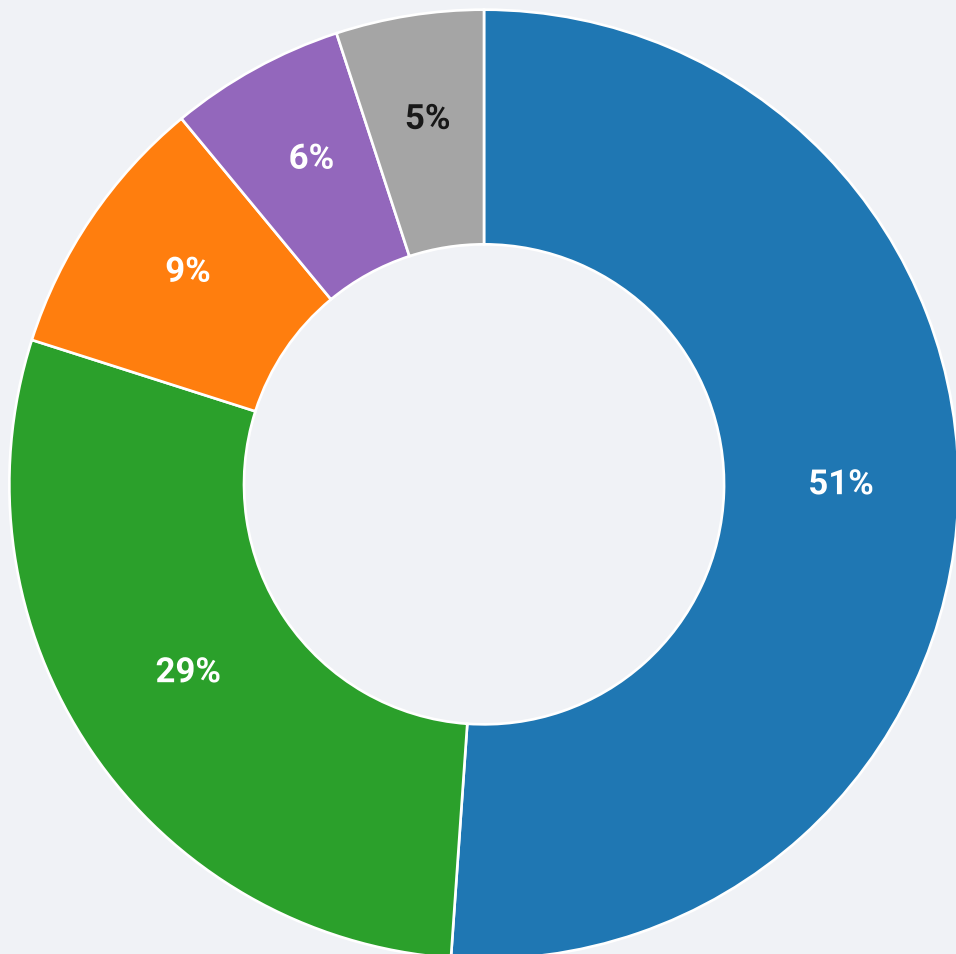
Liaison surveyed a random sample of 1,526 Canadians from June 14 to June 27, 2026, using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the margin of error is ± 2.5 percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



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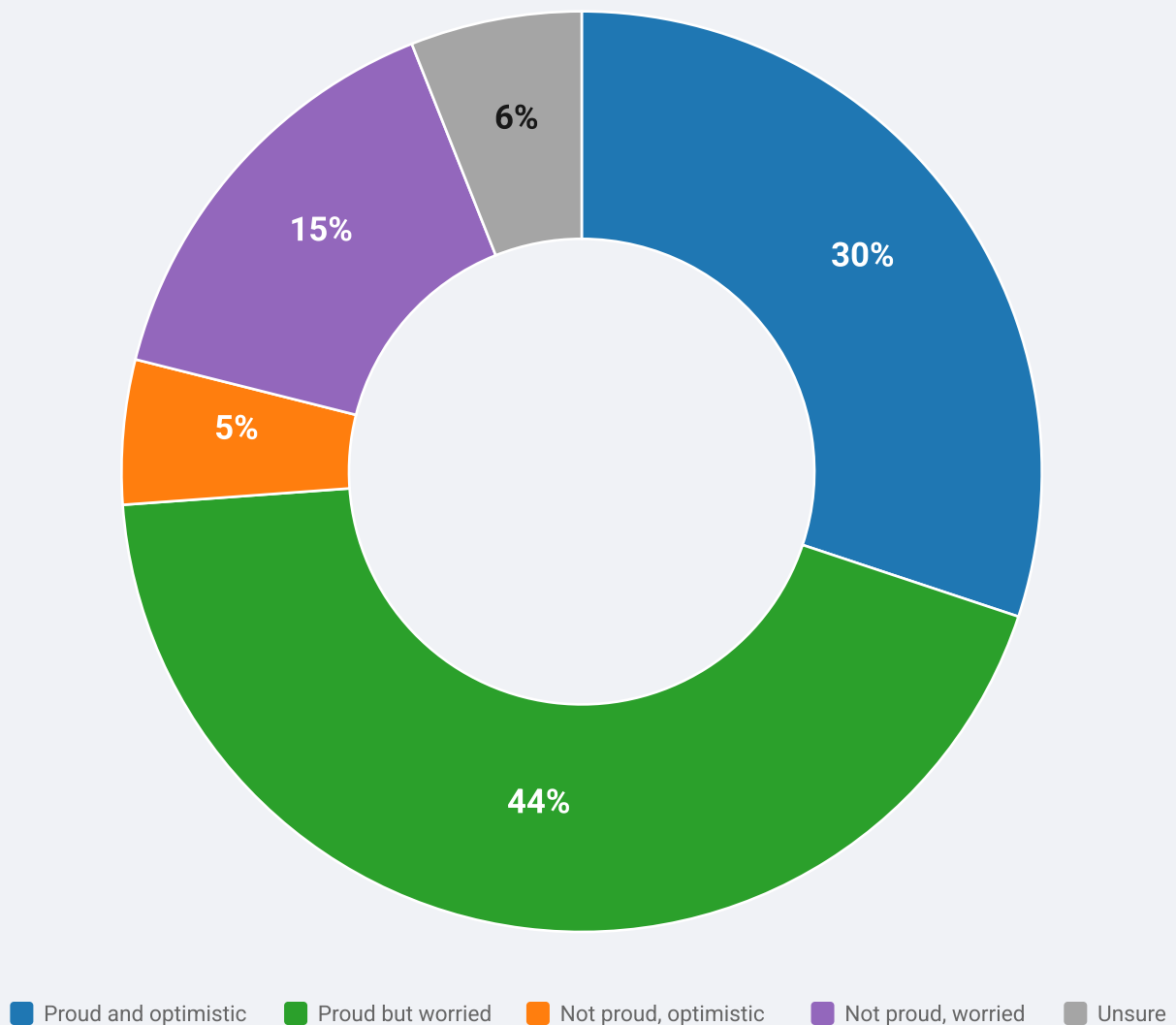
Thinking about Canada Day this year, how proud are you to be Canadian?



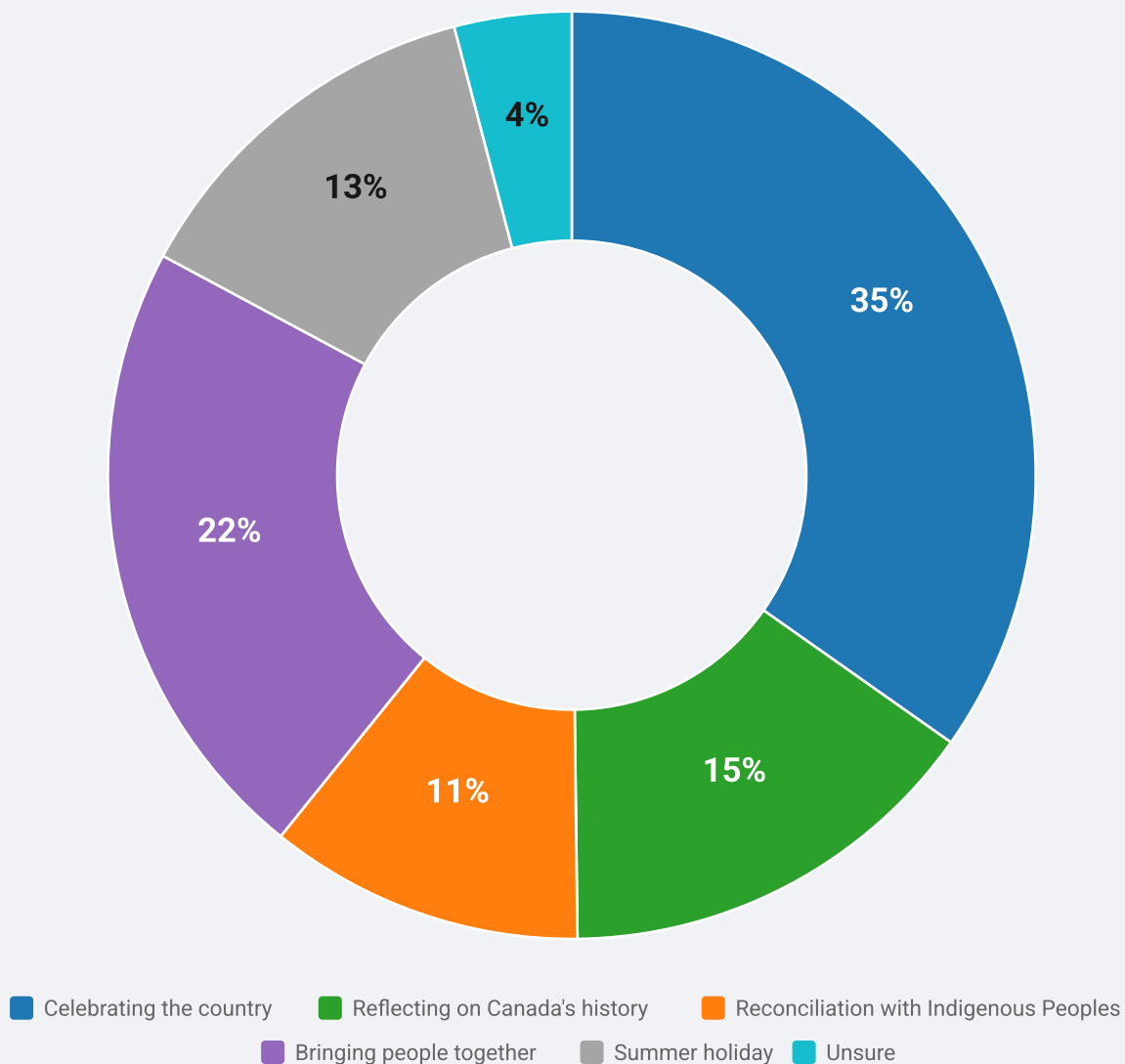
Very proud Somewhat proud Not very proud Not proud at all Unsure



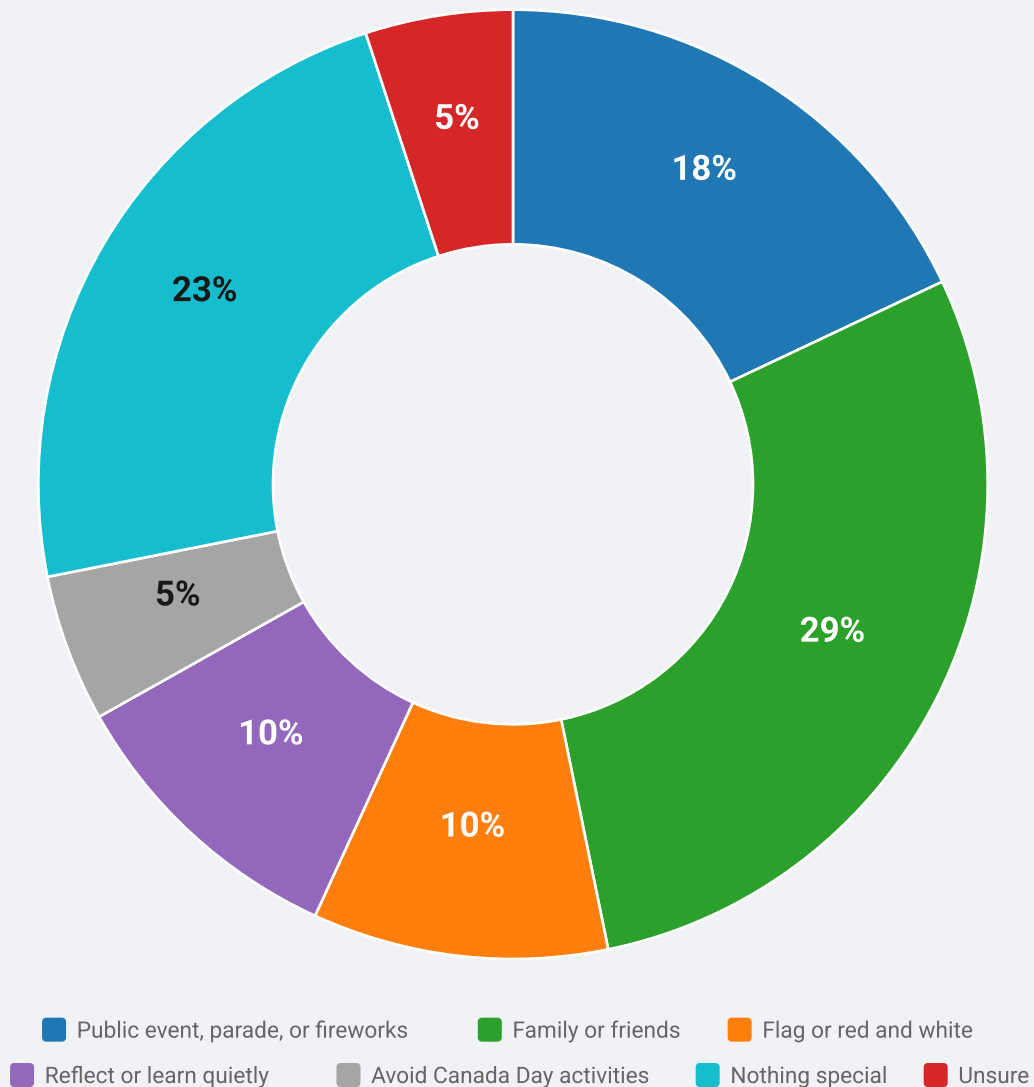
Which statement comes closest to your view?



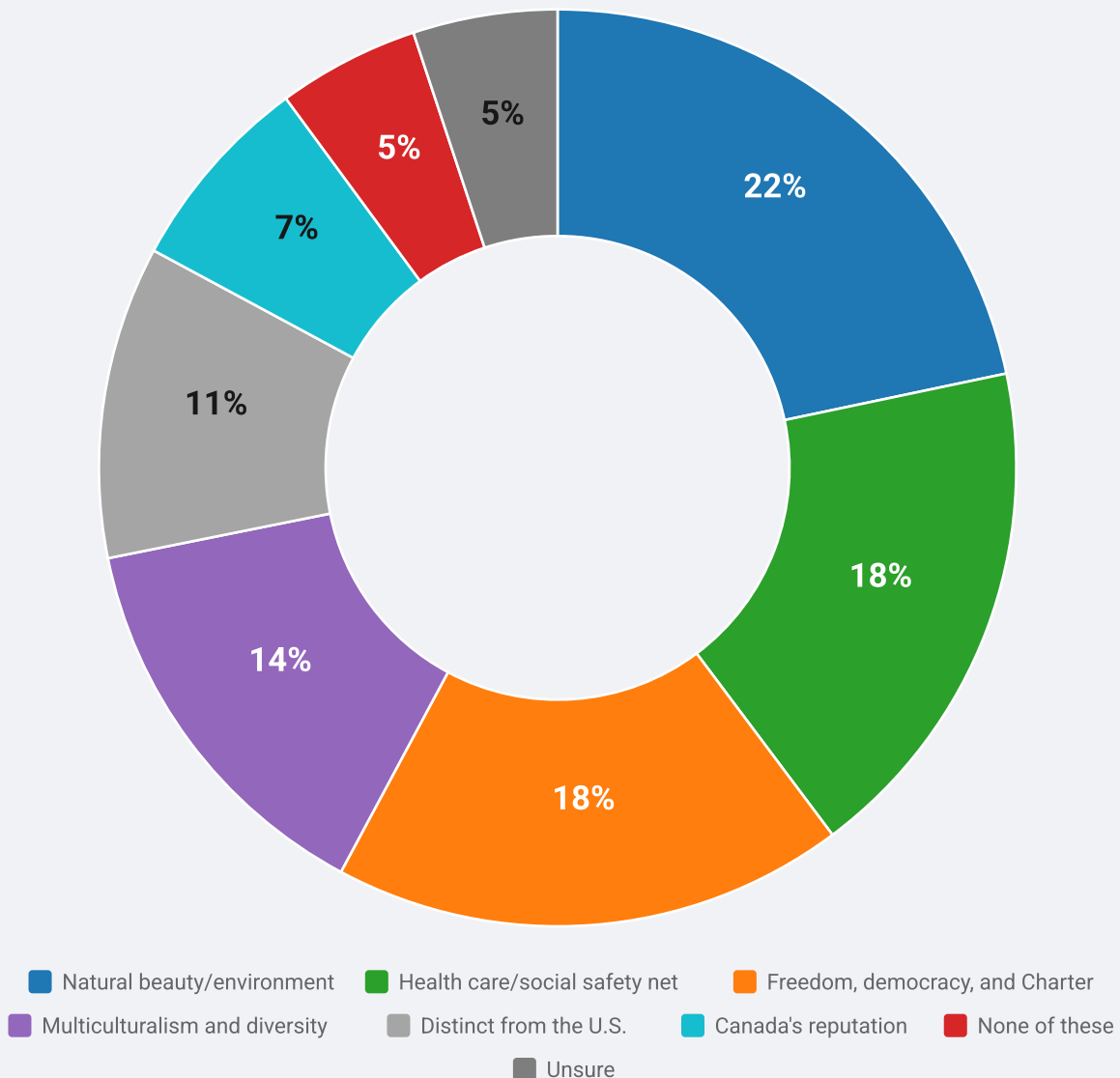
What should Canada Day be mainly about?



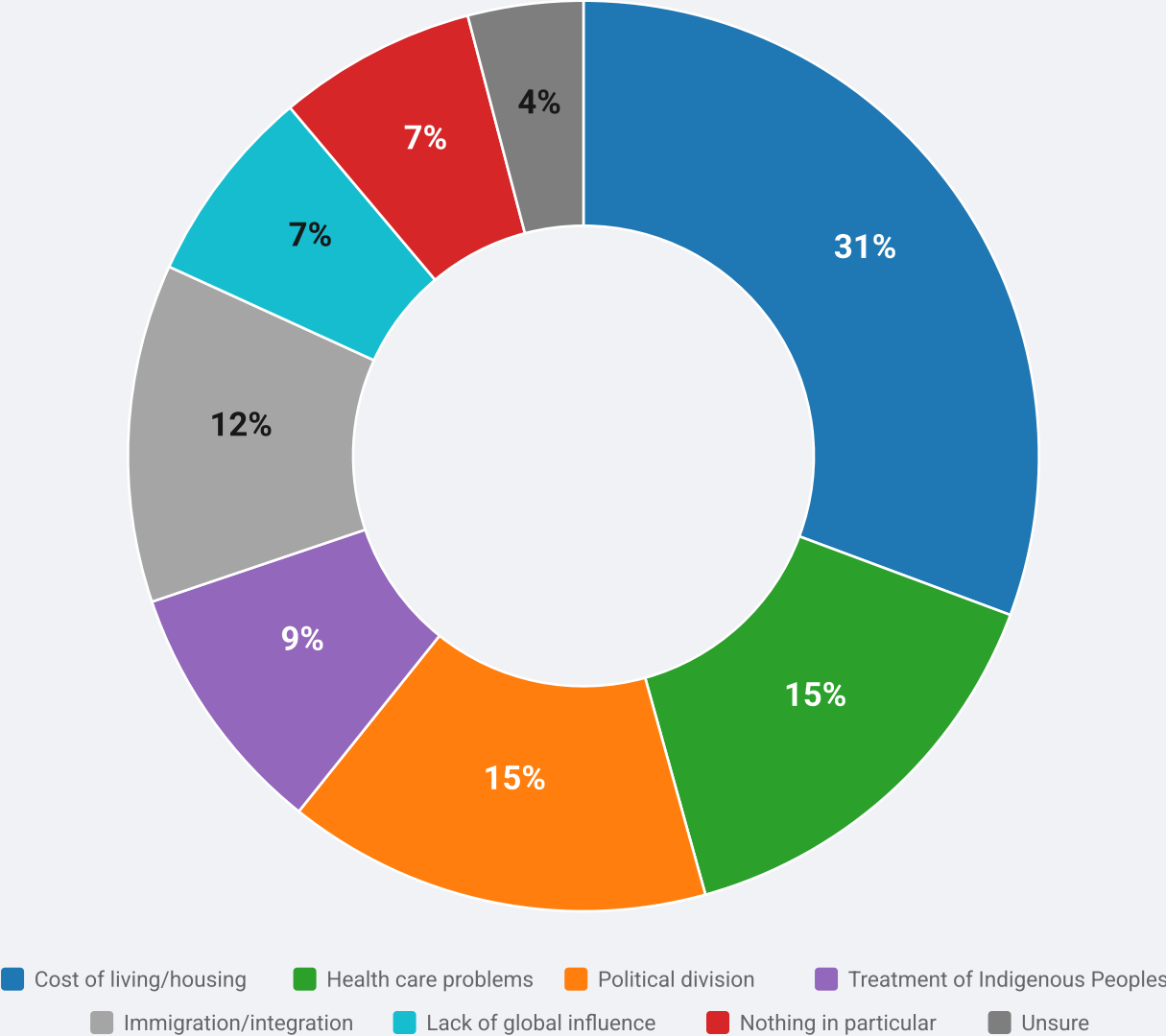
Which one are you most likely to do for Canada Day this year?



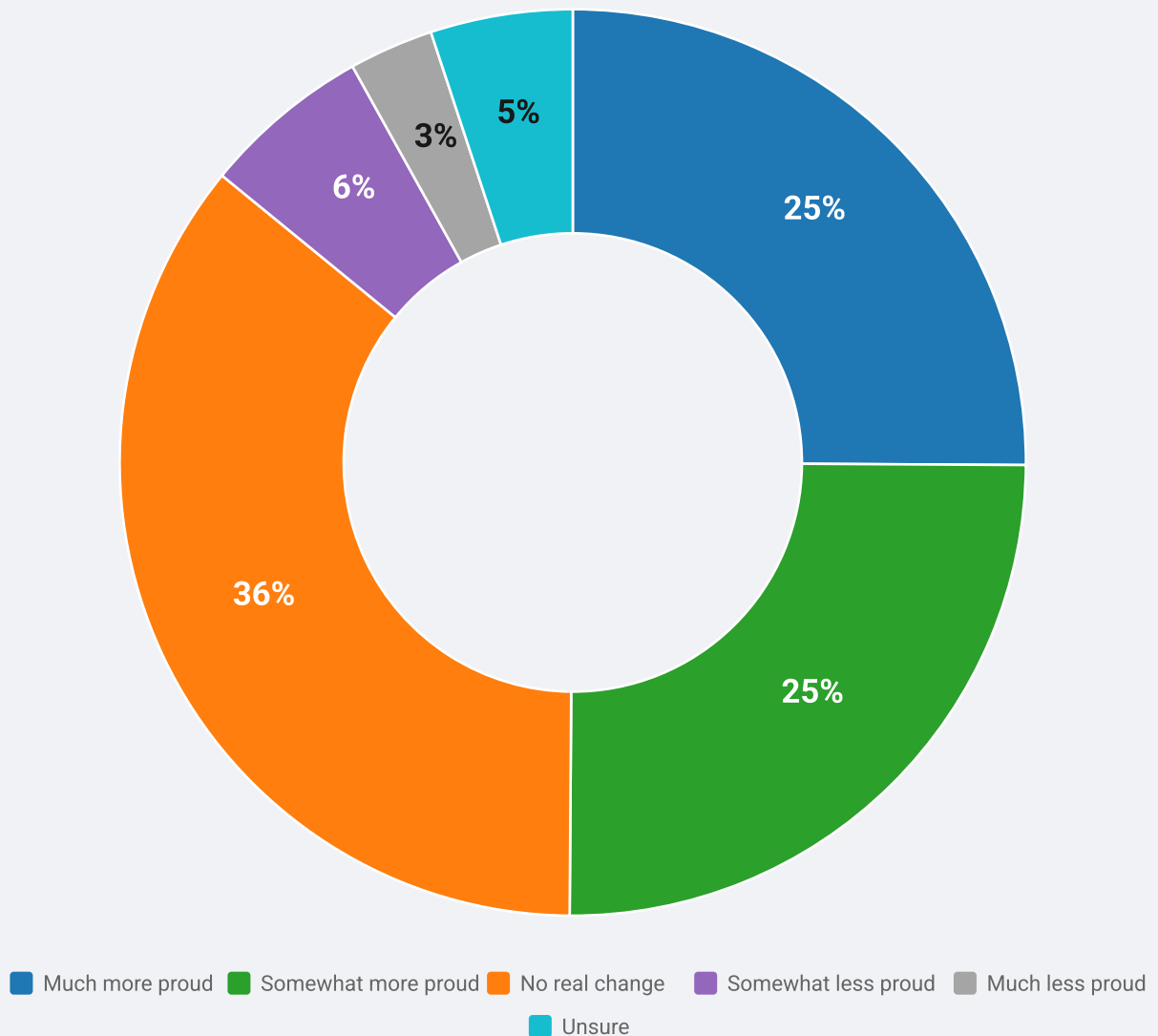
Which of the following makes you most proud of Canada?



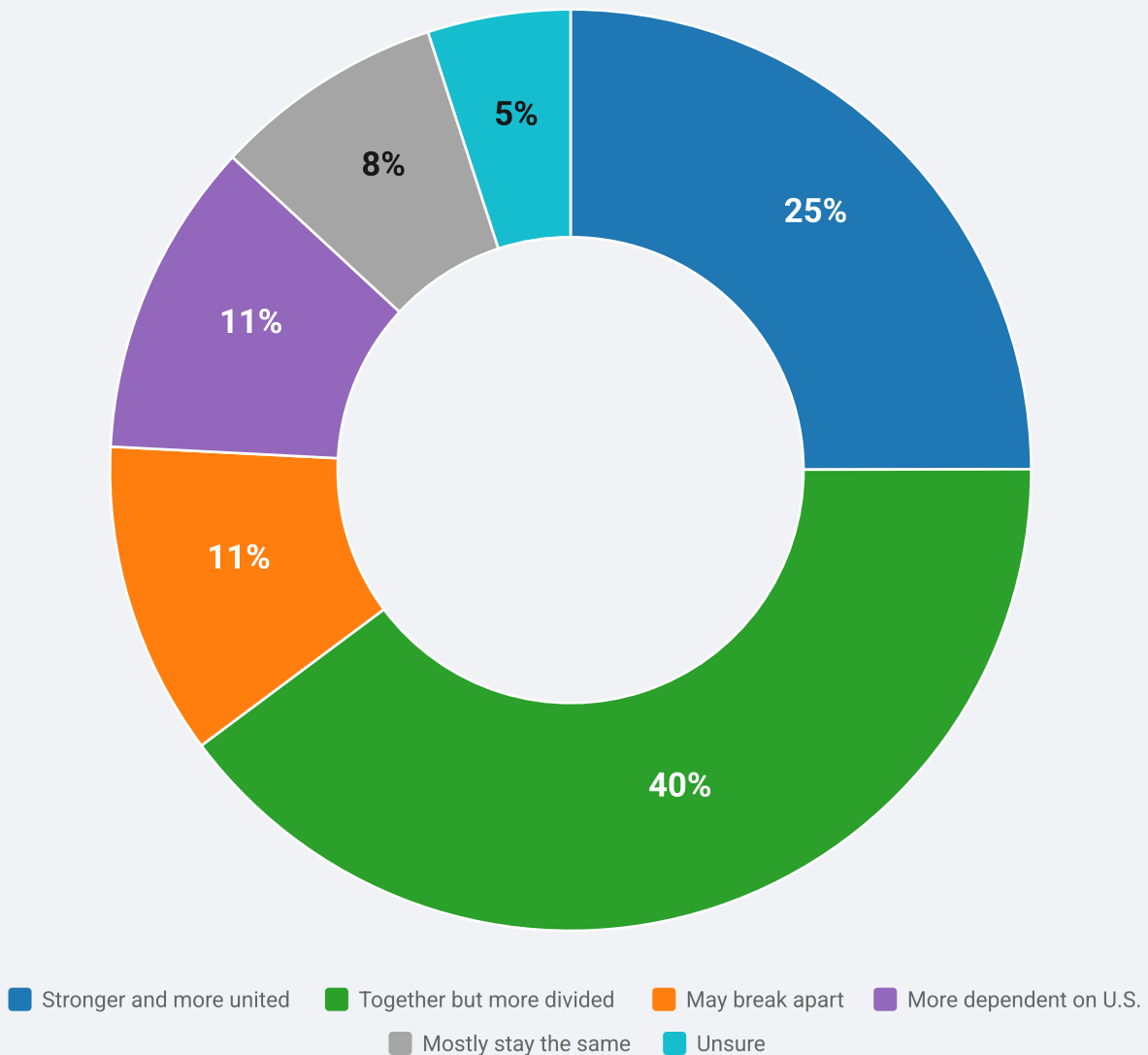
Which of the following most reduces your pride in Canada?



Over the past year, have tensions with the United States made you feel more or less proud to be Canadian?



Looking ahead 25 years, which view comes closest to your own?



Get in touch



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