

WHAT MAKES CANADIANS PROUD

RANK	Do these things or people make you really proud, pretty proud, a little proud, or not proud?	% Really proud	% Pretty proud	% A little proud	% Total pride
1	Freedom to live as we see fit	59%	29%	10%	98%
2	Terry Fox	50%	33%	10%	93%
3	Open mindedness towards people who are different	49%	25%	18%	92%
4	Our politeness	46%	36%	12%	94%
5	The Rocky Mountains	45%	35%	13%	93%
6	Maple Syrup	45%	23%	17%	85%
7	Our enjoyment of the outdoors	42%	35%	14%	91%
8	Our reputation around the world	39%	45%	13%	97%
9	Multiculturalism	34%	32%	18%	84%
10	Our sense of caring for the world around us	34%	39%	17%	90%
11	Our steadiness and consistency	34%	39%	23%	96%
12	How we provide health care	32%	35%	20%	87%
13	Our food	29%	37%	25%	91%
14	Wayne Gretzky	29%	28%	19%	76%
15	Celine Dion	29%	22%	24%	75%
16	David Suzuki	28%	33%	16%	77%
17	Canadian wheat	27%	34%	20%	81%
18	Our cities	26%	49%	19%	94%
19	Sidney Crosby	25%	28%	25%	78%
20	Leonard Cohen	24%	33%	22%	79%
21	Gordie Howe	24%	28%	21%	73%
22	Alberta Beef	23%	24%	24%	71%
23	Queen Elizabeth II	21%	20%	22%	63%
24	The Bay of Fundy	20%	33%	19%	73%
25	Montreal	20%	24%	29%	73%

26	Tim Horton's	20%	33%	27%	80%
27	The Montreal Canadiens	20%	26%	23%	69%
28	Our summers	19%	44%	23%	86%
29	The Tragically Hip	19%	27%	24%	70%
30	The Prairies	19%	39%	23%	81%
31	Gord Downie	19%	23%	27%	69%
32	Michael Buble	18%	27%	22%	67%
33	Jean Beliveau	17%	26%	23%	66%
34	Mike Myers	16%	23%	32%	71%
35	Vancouver	16%	33%	27%	76%
36	Shania Twain	16%	35%	28%	79%
37	Our winters	15%	24%	30%	69%
38	The Toronto Blue Jays	15%	32%	28%	75%
39	Our elections	15%	26%	33%	74%
40	Margaret Atwood	14%	28%	24%	66%
41	Toronto	14%	24%	28%	66%
42	The Cabot Trail	14%	32%	27%	73%
43	Canada's Railways	14%	31%	34%	79%
44	Andre De Grasse	14%	21%	33%	68%
45	Bilingualsim	13%	29%	28%	70%
46	Sarah MacLauchlan	13%	30%	28%	71%
47	Anne Murray	13%	28%	37%	78%
48	Gilles Vigneault	13%	19%	21%	53%
49	Poutine	12%	21%	31%	64%
50	How we bring up young people	12%	40%	29%	81%
51	How we treat the disadvantaged	12%	34%	23%	69%
52	Eugenie Bouchard	12%	26%	25%	63%
53	Milos Raonic	12%	23%	22%	57%
54	The Toronto Maple Leafs	11%	21%	27%	59%

55	Steve Nash	11%	32%	29%	72%
56	Labatt	11%	20%	31%	62%
57	Ski Doo	11%	21%	33%	65%
58	The CFL	10%	27%	27%	64%
59	Ryan Gosling	10%	28%	33%	71%
60	Diana Krall	10%	28%	25%	63%
61	Donald Sutherland	9%	34%	28%	71%
62	Stompin Tom Connors	9%	23%	30%	62%
63	William Shatner	9%	24%	32%	65%
64	Molson	9%	23%	30%	62%
65	The Toronto Raptors	9%	25%	33%	67%
66	Kiefer Sutherland	8%	31%	28%	67%
67	Guy Laliberte	8%	23%	24%	55%
68	Stephen Lewis	8%	13%	32%	53%
69	Roots	8%	30%	28%	66%
70	Ryan Reynolds	7%	26%	26%	59%
71	Drake	7%	17%	26%	50%
72	Air Canada	7%	22%	30%	59%
73	Rachel McAdams	7%	16%	33%	56%
74	Christine Sinclair	6%	24%	36%	66%
75	The Toronto FC	6%	24%	28%	58%
76	Lululemon	5%	10%	24%	39%
77	Conrad Black	5%	8%	19%	32%
78	Justin Bieber	1%	9%	19%	29%

Total sample; Weight: National Weight; base n = from 246 to 318; total n = 1848; 1602 missing; effective sample size = 168 (53%)

Multiple comparison correction: False Discovery Rate (FDR) ($p = 0.05$)

METHODOLOGY

Our survey was conducted online with 1,848 Canadians aged 18 and over from December 12 to 14, 2016. A random sample of panelists was invited to complete the survey from a large representative panel of over 500,000 Canadians.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of 1,848 is +/- 2.3%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.