

FACT SHEET : 2013 General Social Survey on Social Identity

PRIDE

What is the General Social Survey?

- The General Social Survey (GSS) is Statistics Canada's primary social survey. It seeks to gather data on social trends in order to monitor changes in the living conditions and well-being of Canadians over time, and to provide information on specific social policy issues.
- The GSS is a reliable, trusted and credible data source for performance measurement and policy research. The 2013 GSS on Social Identity used a sample of 27,695 Canadians.
- The target population includes all persons 15 years and older living in the provinces of Canada, excluding full-time residents of institutions.

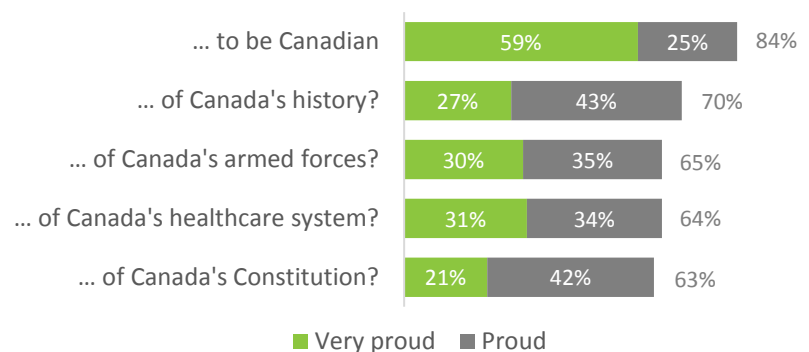
Why does pride matter?

- Pride is a fundamental human emotion which has many implications in terms of motivating social behavior, namely by reinforcing prosocial, altruistic and adaptive behaviors. It is also acknowledged that pride in nationhood can become a basis for solidarity while also providing a foundation for the legitimacy of the state. While the emotion felt when experiencing pride remains constant across contexts, the existence of two types of pride is generally recognized. On the one hand, there exists a positive pride which takes its roots in accomplishment, and on the other hand, there is a self-aggrandizing pride that stems from the ego. By making us aware of our own merit, a due level of pride gives us the confidence and assurance in all that we wish to achieve.¹

What are Canadians proud of?

- The 2013 GSS on Social Identity asked respondents to identify on a five-point scale (very proud, proud, somewhat proud, not very proud and not proud at all) how they would describe their sense of pride in being Canadian, in Canada's history, in its armed forces, in its healthcare system, in its Constitution, in its achievements in sports, in its achievements in arts and literature, in its political influence in the world, and in the way democracy works.
- Overall, Canadians were most likely to report being *very proud* to be Canadian.

Strength of Pride - Top 5



84% of Canadians are proud or very proud to be Canadian

- Francophone Quebecers were less likely to report being *proud* or *very proud* to be Canadian (65%) than Francophones outside Quebec (90%), Anglophones Quebecers (86%) or Anglophones outside Quebec (89%).
- 79% of first generation Canadians (immigrants to Canada) reported being *proud* or *very proud* to be Canadian, along with 86% of second generation Canadians.
- Respondents aged 65 and over were most likely to report being *proud* or *very proud* to be Canadian (91%), followed by those aged 15 to 19 (86%). Canadians between the ages of 25 and 29 were least likely to report being *proud* or *very proud* to be Canadian (75%).
- Métis² respondents were more likely to report being *proud* or *very proud* to be Canadian (89%) than First Nations (86%) or non-Aboriginal (84%) respondents.

70% of Canadians are proud or very proud of Canada's history

- Francophone Quebecers were less likely to report being *proud* or *very proud* of Canada's history (56%) than Francophones outside Quebec (78%), Anglophone Quebecers (71%) or Anglophones outside Quebec (73%).

¹ See, for example: Robins & Tracy (2007) "The Psychological Structure of Pride: A Tale of Two Facets", *Journal of Personality and Social Psychology*. Robins & Tracy (2007) "Emerging Insights into the Nature and Function of Pride", *Current Directions in Psychological Science*. Heath & Tilley (2007) "The Decline of British National Pride", *The British Journal of Sociology*. Taylor (2012) "Hume on the Dignity of Pride", *The Journal of Scottish Philosophy*.

² It should be noted that the survey excluded residents of the Northwest Territories, Nunavut, and Yukon.

- First Nations respondents were less likely to report being *proud* or *very proud* of Canada’s history (62%) than Métis (68%) or non-Aboriginal (70%) respondents.
- Respondents aged 15 to 19 years were most likely to report being *proud* or *very proud* of Canada’s history (75%), followed by respondents aged 65 and over (74%). Respondents aged 25 to 29 were least likely to report being *proud* or *very proud* of Canada’s history (63%).

65% of Canadians are proud or very proud of Canada’s armed forces

- Métis respondents were more likely to report being *proud* or *very proud* of Canada’s armed forces (75%) than First Nations (70%) or non-Aboriginal (64%) respondents.
- Francophone Quebecers were less likely to report being *proud* or *very proud* of Canada’s armed forces (47%) than Francophones outside Quebec (63%), Anglophone Quebecers (66%) or Anglophones outside Quebec (69%).

64% of Canadians are proud or very proud of Canada’s healthcare system

- Respondents aged 15 to 19 were most likely to report being *proud* or *very proud* of Canada’s healthcare system (83%), followed by respondents aged 20 to 24 (74%) and those aged 25 to 29 (67%). For age groups above 30 years of age, this figure was between 58% and 64%.
- Respondents whose highest educational attainment was a bachelor’s degree were most likely to report being *proud* or *very proud* of Canada’s healthcare system (69%). Inversely, respondents whose highest educational attainment was a trade certificate were least likely to report being *proud* or *very proud* of Canada’s healthcare system (56%).
- 70% of first generation Canadians (immigrants to Canada) as well as 70% of second generation Canadians reported being *proud* or *very proud* of Canada’s healthcare system, along with 60% of respondents of third generation or more.

63% of Canadians are proud or very proud of Canada’s Constitution

- Métis respondents were more likely to report being *proud* or *very proud* of Canada’s Constitution (68%) than First Nations (50%) or non-Aboriginal (63%) respondents.
- Francophone Quebecers were less likely to report being *proud* or *very proud* of Canada’s Constitution (38%) than Francophones outside Quebec (64%), Anglophone Quebecers (65%), Anglophones outside Quebec (69%), bilingual³ Quebecers (78%), or bilingual Canadians outside Quebec (81%).

59% of Canadians are proud or very proud of the way democracy works

- 21% of respondents reported being *very proud* and 38% reported being *proud*.

59% of Canadians are proud or very proud of Canada’s achievements in sports

- 21% of respondents reported being *very proud* and 37% reported being *proud*.

54% of Canadians are proud or very proud of Canada’s economic achievements

- 16% of respondents reported being *very proud* and 38% reported being *proud*.

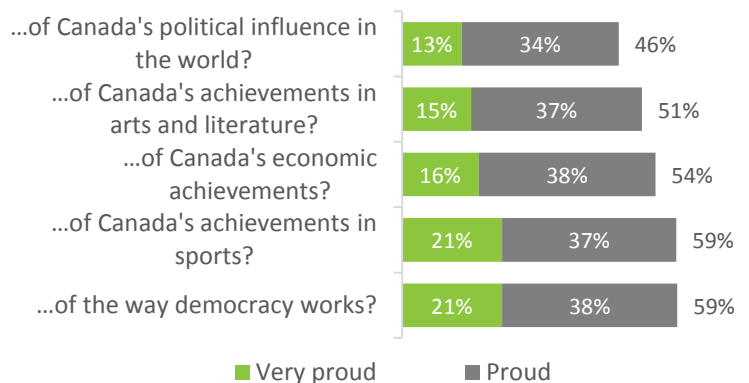
51% of Canadians are proud or very proud of Canada’s achievements in arts and literature

- 15% of respondents reported being *very proud* and 37% reported being *proud*.

46% of Canadians are proud or very proud of Canada’s political influence in the world

- 13% of respondents reported being *very proud* and 34% reported being *proud*.

Strength of Pride⁴



The present analysis represents a partnership between Strategic Policy, Planning and Corporate Affairs Sector, Citizenship, Heritage and Regions Sector, and Sport, Major Events and Commemorations Sector.

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³ Defined here as individuals who report both English and French as their first official language spoken.

⁴ All items may not sum to total due to rounding.