



Canadians overwhelmingly want national unity,
but many believe it is weakening.

National survey released June 2026
Field: June 26th to 28th, 2026
Submission 2026-3085

THE GLOBE AND MAIL*

 **NANOS**

Nanos Research was retained by the Globe and Mail to conduct research on the topic of Canadian identity and unity. Questions focused on views regarding whether the country is united or divided, how this feeling of unity has changed over the past five years and threats to Canadian unity. Additionally, questions regarding personal identity and the importance of Canada remaining united were also included.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,051 Canadians, 18 years of age or older, from June 26th to 28th, 2026 as part of an omnibus survey. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is [here](#). Tables within the report that have significant differences are highlighted in yellow.

Note: Charts may not add up to 100 due to rounding

PATH
FORWARD!

WINN
CANDI

VALIDATE

TEST IDEA

REVIEW RESE

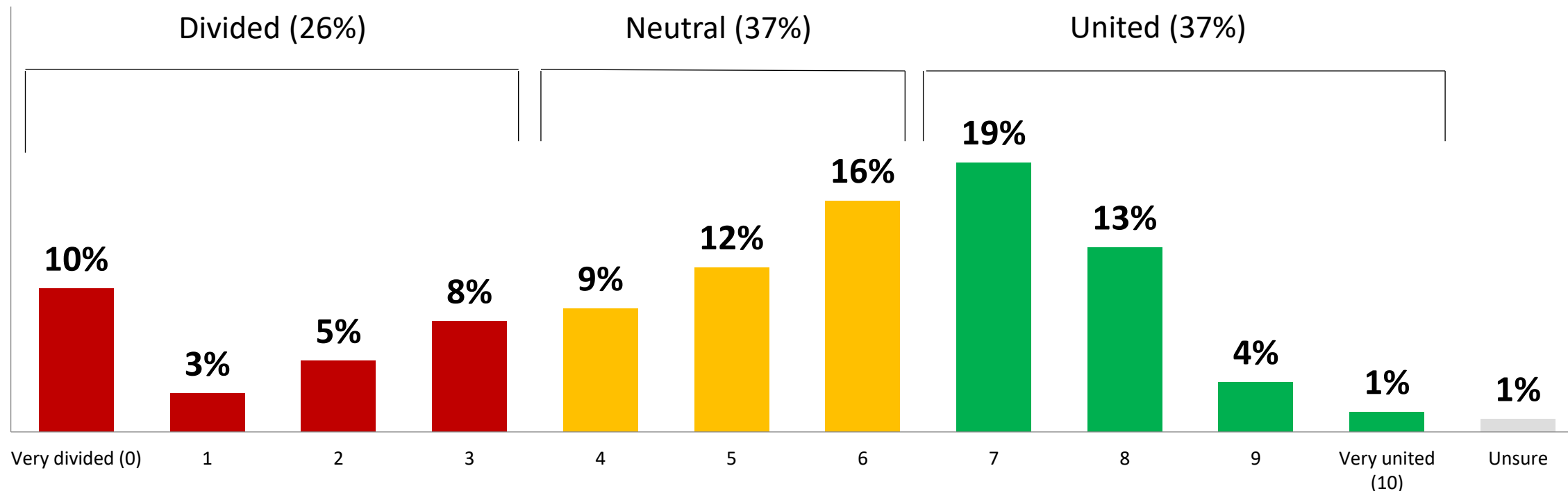
DIAGNOSE
ENV

Key findings

- **The importance of Canada remaining united is strong across the country** – A vast majority of Canadians say it is important (77%) or somewhat important (11%) for Canada to remain a united country.
- **Canadians feel the country is less united than five years ago** – While it is more likely for Canadians to believe the country today is united (37%) rather than divided (26%), views on how this has changed compared to five years ago lean negatively. In fact, just over half believe Canada is now less or somewhat less united (53%) as opposed to more or somewhat more united (32%).
- **Influence from the United-States seen as biggest threat to national unity** – Canadians are more likely to say influence from the United States (54%) is the biggest threat to Canadian Unity. This is closely followed by political polarization within Canada (49%) and the possibility of an Alberta separation referendum (45%).

Views on Canada being divided or united

Q – On a scale of 0-10, where 0 means Canada is very divided and 10 means Canada is very united, how would you rate Canada today?



Canadians are more likely to believe that Canada as a country today is united (37%) rather than divided (26%). Just over one third (37%) are neutral on the topic saying they don't think Canada is either united or divided.

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Views on Canada being divided or united – By demographics

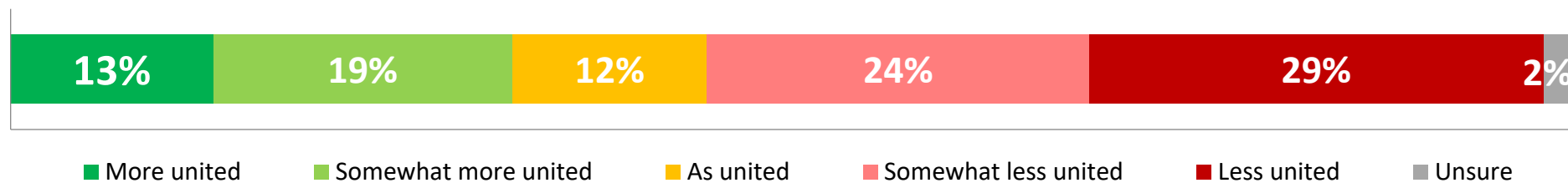
Q – On a scale of 0-10, where 0 means Canada is very divided and 10 means Canada is very united, how would you rate Canada today?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Mean	5.1	5.7	5.1	5.3	4.4	5.4	5.1	5.2	4.6	5.1	5.5
Median	6.0	7.0	6.0	6.0	5.0	6.0	6.0	6.0	5.0	6.0	6.0
United (7-10)	37.0%	51.6%	34.4%	38.1%	29.6%	40.4%	37.0%	36.9%	21.2%	38.4%	46.0%
Neutral (4-6)	36.6%	28.2%	40.4%	38.5%	31.2%	35.6%	34.9%	38.2%	47.1%	35.0%	31.0%
Divided (0-3)	25.5%	20.2%	23.3%	23.2%	39.2%	21.1%	27.4%	23.7%	30.5%	25.7%	22.2%
Unsure	0.9%	-	1.9%	0.2%	-	2.9%	0.7%	1.2%	1.2%	0.9%	0.7%

Canadians from the Atlantic region (52%) are more likely than Canadians overall to believe Canada today is a united country, while those from the Prairies are more likely to believe Canada is divided (39% vs. 26% overall). Older Canadians (46% of those 55 plus) are more likely than younger Canadians (21% of those 18 to 34) to say the country is united.

Views on changes in feeling of national unity compared to five years ago

Q – Would you say Canada is more united, somewhat more united, somewhat less united, less united, or as united compared to five years ago?



More united

Somewhat more united

As united

Somewhat less united

Less united

Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Just over **1 in 2**
Canadians

believe that Canada today is less or somewhat less united than it was five years ago. Just under one in three believe Canada is more or somewhat more united now.

Views on changes in feeling of national unity compared to five years ago – By demographics

Q – Would you say Canada is more united, somewhat more united, somewhat less united, less united, or as united compared to five years ago?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
More united	12.9%	16.4%	9.8%	16.0%	8.5%	13.4%	12.6%	13.2%	9.2%	13.7%	14.7%
Somewhat more united	19.0%	21.8%	20.1%	20.1%	13.9%	19.5%	19.0%	19.1%	13.7%	21.3%	20.7%
As united	12.4%	10.8%	15.0%	11.8%	14.3%	8.3%	14.4%	10.5%	11.7%	10.4%	14.5%
Somewhat less united	24.3%	20.5%	26.5%	25.2%	19.8%	25.4%	22.9%	25.6%	29.1%	20.3%	24.2%
Less united	28.9%	29.5%	22.3%	26.2%	42.6%	29.7%	29.5%	28.3%	32.9%	31.7%	24.0%
Unsure	2.5%	0.9%	6.3%	0.8%	0.9%	3.7%	1.7%	3.3%	3.3%	2.6%	1.9%

Residents of the Prairies are more likely to believe Canada is now less united (43%, compared to 29% overall).

Threats to Canadian unity

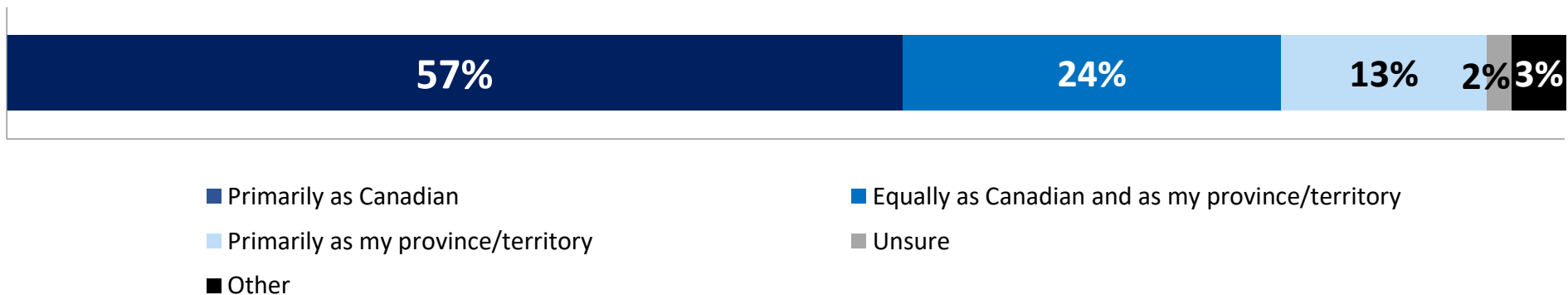
Q – Which of the following do you see as the top three biggest threats to Canadian unity? (Select up to three) [RANDOMIZE]

	Canada 2026-06 (n=1050)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=214)	British Columbia (n=163)	Male (n=550)	Female (n=500)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=499)
Influence from the United States	54.0%	66.5%	53.1%	55.7%	47.1%	53.7%	53.5%	54.5%	56.5%	54.9%	51.8%
Political polarization within Canada	49.5%	53.7%	37.8%	50.0%	50.9%	63.9%	48.9%	50.1%	54.1%	49.7%	46.3%
The possibility of an Alberta separation referendum	45.0%	46.1%	47.7%	47.4%	38.4%	41.8%	41.8%	48.1%	43.5%	43.9%	46.9%
Economic differences between provinces and regions	31.6%	30.8%	37.2%	27.8%	33.4%	31.0%	30.8%	32.3%	29.7%	32.7%	31.9%
Federal government actions or policies	31.4%	21.2%	25.1%	32.0%	42.6%	31.1%	32.8%	30.2%	39.0%	31.2%	26.7%
Regional grievances in Western Canada	29.6%	28.6%	23.4%	33.9%	33.0%	24.0%	31.6%	27.6%	21.6%	30.5%	34.0%
The possibility of a Quebec separation referendum	17.8%	17.6%	37.2%	13.5%	6.5%	11.9%	17.5%	18.2%	12.0%	14.3%	24.3%
Other	7.2%	8.8%	4.0%	6.8%	9.9%	9.1%	8.0%	6.3%	10.4%	6.8%	5.3%
Unsure	0.6%	0.7%	0.4%	0.4%	0.9%	1.0%	0.7%	0.5%	0.0%	0.8%	0.9%

Views on the biggest threat to Canadian unity differ across the country. Those from the Atlantic region are more likely to blame influence from the US (66%), while residents from British Columbia see political polarization within Canada (64%) as the biggest threat. Residents from Quebec are more likely to see the possibility of a Quebec separation referendum (37%) as a threat than the rest of the country, while those from the Prairies tend to see federal government actions or policies as a threat (43%).

Views on Canadian and provincial identities

Q – Which of the following best describes how you see yourself: [RANDOMIZE]



Nearly **3 in 5**
Canadians

say that they identify primarily as Canadian, while just over one in ten say they identify primarily as their province/territory. About one quarter feel equally as Canadian as their province/territory.

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to 28th, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

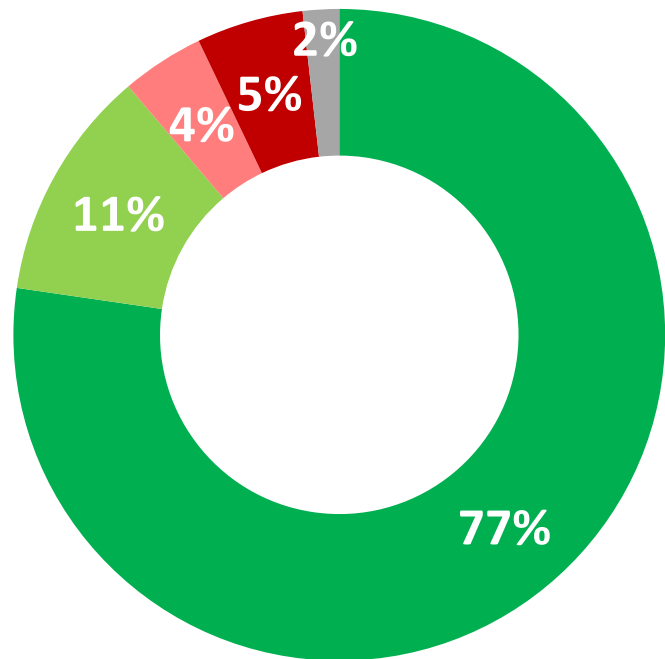
Views on Canadian and provincial identities – By demographics

Q – Which of the following best describes how you see yourself: [RANDOMIZE]

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Primarily as Canadian	57.5%	48.0%	28.1%	77.5%	55.3%	57.7%	59.9%	55.2%	58.3%	52.3%	61.0%
Equally as Canadian and as my province/territory	24.3%	32.5%	31.2%	16.2%	24.5%	31.2%	22.2%	26.3%	21.0%	27.2%	24.1%
Primarily as my province/territory	13.2%	10.8%	36.7%	0.9%	15.2%	6.7%	12.7%	13.6%	12.6%	15.0%	12.1%
Other	3.5%	6.8%	4.0%	2.1%	4.1%	3.9%	3.3%	3.6%	3.3%	4.9%	2.4%
Unsure	1.6%	1.9%	-	3.2%	1.0%	0.6%	1.9%	1.3%	4.7%	0.6%	0.4%

Residents of Quebec are nearly three times more likely than the national average (37% vs. 13%) to identify with their province as opposed to as Canadians. Residents of Ontario are more likely to identify as Canadians (78%) than any other region.

Question - How important, if at all, is it to you personally that Canada remain a united country?



- Important
- Somewhat important
- Somewhat unimportant
- Unimportant
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Views on the importance of Canada remaining a united country

9 in 10

Canadians

view Canada remaining a united country as important or somewhat important. Just under one in ten say it is unimportant or somewhat unimportant.

Views on the importance of Canada remaining a united country – By demographics

Q – How important, if at all, is it to you personally that Canada remain a united country?

	Canada 2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	British Columbia (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Important	77.3%	84.1%	59.5%	88.3%	73.4%	77.6%	76.1%	78.5%	71.0%	76.2%	82.2%
Somewhat important	11.5%	13.3%	20.3%	6.6%	8.5%	13.0%	11.3%	11.6%	17.9%	12.2%	6.7%
Somewhat unimportant	4.1%	0.9%	6.8%	2.8%	4.4%	4.2%	4.6%	3.6%	3.7%	4.4%	4.1%
Unimportant	5.3%	1.7%	10.6%	1.1%	10.0%	4.4%	7.0%	3.7%	4.5%	5.1%	6.1%
Unsure	1.8%	0.0%	2.7%	1.2%	3.7%	0.7%	1.0%	2.6%	3.0%	2.1%	0.9%

Residents of Ontario are more likely to say it is outright important for Canada to remain a united country (88%), while residents of Quebec are less likely to think so (60%), although a majority of residents of Quebec say it is important to one extent or another (80%).

Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1051 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Insights Lab	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, vacations and the Alto project.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	<u>By region, age and gender</u>
Field Dates	June 26 th to 28 th , 2026		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



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