

A woman with blonde hair and glasses, wearing a dark blue shirt and light-colored pants, stands in a modern office setting, smiling. She is surrounded by several people seated at a long table. The background features large windows with a view of a city skyline. The text is overlaid on the image.

Majority of Canadians agree that it is important to embrace ambition now to protect our quality of life for future generations.

The research gauged the opinions among Canadians on their views towards taking bold action, innovative ideas, risk of failure and embracing ambition.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between October 27th and October 30th, 2025 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Shift Canada and was conducted by Nanos Research.

KEY FINDINGS

1

ABOUT SIX IN TEN CANADIANS OUTRIGHT AGREE THAT IT IS IMPORTANT TO EMBRACE AMBITION NOW TO PROTECT OUR QUALITY OF LIFE FOR FUTURE GENERATIONS AND IF WE HOLD BACK FROM TAKING BOLD ACTION NOW AS A COUNTRY, WE COULD MISS AN OPPORTUNITY TO THRIVE IN THE FUTURE

Six in ten Canadians agree ([60%](#)) that it is important to embrace ambition now to protect our quality of life for future generations. A similar proportion agree ([58%](#)) that if we hold back from taking bold action now as a country, we could miss an opportunity to thrive in the future. Additionally, nearly one in three somewhat agree with each statement ([32%](#) and [31%](#), respectively).

2

CANADIANS HOLD SOFTER VIEWS WHEN IT COMES TO TAKING RISK AND INNOVATIVE IDEAS

Views are softer when it comes to taking risk with two in five who outright agree that it is important that Canadians be open to innovative ideas even if they carry a risk of failure ([43%](#)). Almost one in three ([32%](#)) outright agree that over the past year, their willingness to consider innovative ideas, even if they carry the risk of failure, has increased. Finally, one in four ([25%](#)) outright agree that over the past year, Canadians have become more open to considering new innovative ideas.

3

CANADIANS ARE LESS OPEN THEMSELVES THAN WHAT THEY THINK OTHER CANADIANS SHOULD BE TO CONSIDERING INNOVATIVE IDEAS EVEN IF THEY CARRY A RISK OF FAILURE

When asked if it is important that Canadians be open to innovative ideas even if they carry a risk of failure, over four in five Canadians say they agree ([43%](#)) or somewhat agree ([45%](#)). In contrast, nearly three in four Canadians agree ([32%](#)) or somewhat agree ([39%](#)) that over the past year, their willingness to consider innovative ideas, even if they carry the risk of failure, has increased.

Most Canadians agree (60%) or somewhat agree (32%) that it is important that Canadians embrace ambition now to protect our quality of life for future generations.

Majority of Canadians agree (58%) or somewhat agree (31%) that if we hold back from taking bold action now as a country, we could miss an opportunity to thrive in the future.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]

Views on various statements regarding taking bold action, innovative ideas, risk of failure and embracing ambition

It is important that Canadians embrace ambition now to protect our quality of life for future generations.



If we hold back from taking bold action now as a country, we could miss an opportunity to thrive in the future.



It is important that Canadians be open to innovative ideas even if they carry a risk of failure.



Over the past year, my willingness to consider innovative ideas, even if they carry the risk of failure, has increased.



Over the past year, Canadians have become more open to considering new innovative ideas.



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

*Weighted to the true population proportion.

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

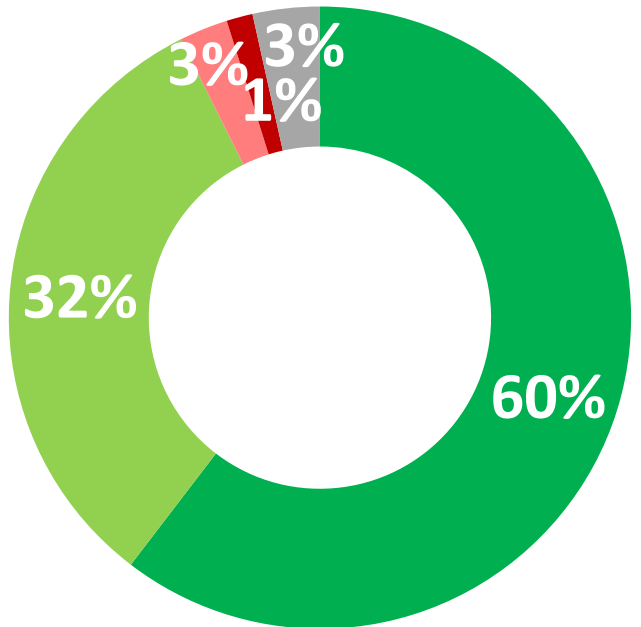
*Data labels under three per cent have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

SHIFT
→ Canada

NANOS

Views on the importance of embracing ambition to protect our quality of life



■ Agree ■ Somewhat agree
■ Somewhat disagree ■ Disagree
■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]
It is important that Canadians embrace ambition now to protect our quality of life for future generations.

Agree/Somewhat agree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	92.4%	93.4%	93.0%	92.0%	91.2%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
Disagree/Somewhat disagree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	5.8%	2.5%	4.7%	4.3%	2.4%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	4.0%	3.8%	4.4%	3.8%	3.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

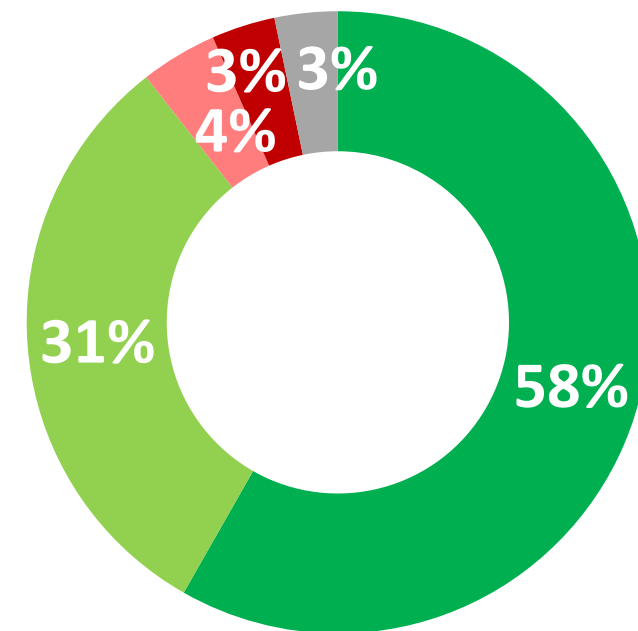
Views on holding back from taking bold action and missing an opportunity to thrive

Agree/Somewhat agree

Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
86.0%	89.4%	92.1%	86.7%	87.1%
Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
89.7%	89.2%	90.4%	88.3%	89.7%

Disagree/Somewhat disagree

Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
11.9%	6.9%	6.0%	8.8%	7.3%
Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
8.1%	6.5%	6.0%	7.9%	7.6%

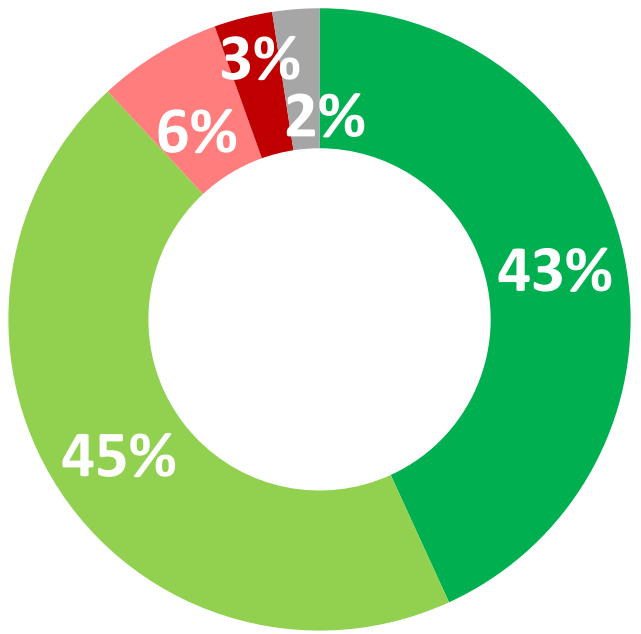


*Weighted to the true population proportion.

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

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]
If we hold back from taking bold action now as a country, we could miss an opportunity to thrive in the future.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



■ Agree ■ Somewhat agree
■ Somewhat disagree ■ Disagree
■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Views on the importance of being open to innovative ideas even if they carry a risk of failure

Agree/Somewhat agree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	88.6%	85.2%	89.9%	87.0%	88.8%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	89.6%	86.7%	87.0%	86.4%	90.1%
Disagree/Somewhat disagree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	8.3%	10.8%	9.2%	10.0%	7.9%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	8.4%	10.6%	10.4%	10.2%	8.3%

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]
It is important that Canadians be open to innovative ideas even if they carry a risk of failure.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Willingness to consider innovative ideas, even with a risk of failure

Agree/Somewhat agree

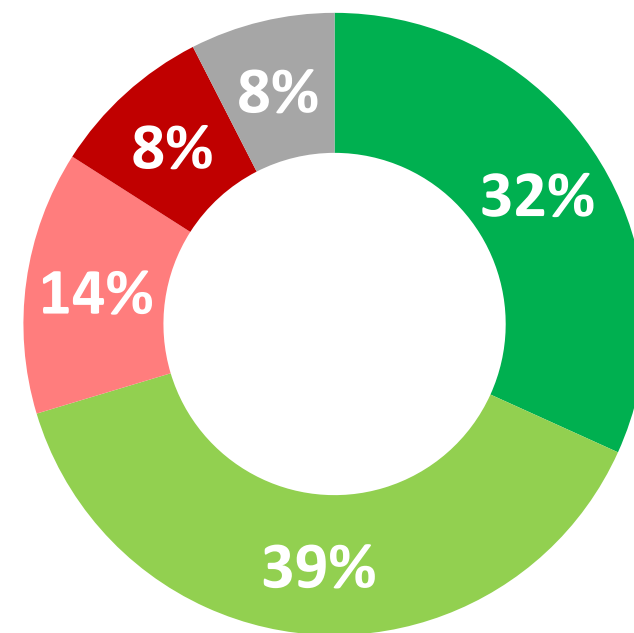
Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
76.5%	64.5%	74.2%	67.6%	69.8%

Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
70.2%	70.5%	64.1%	74.2%	71.4%

Disagree/Somewhat disagree

Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
18.6%	27.1%	19.3%	22.9%	22.4%

Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
23.0%	21.3%	24.9%	20.0%	22.0%

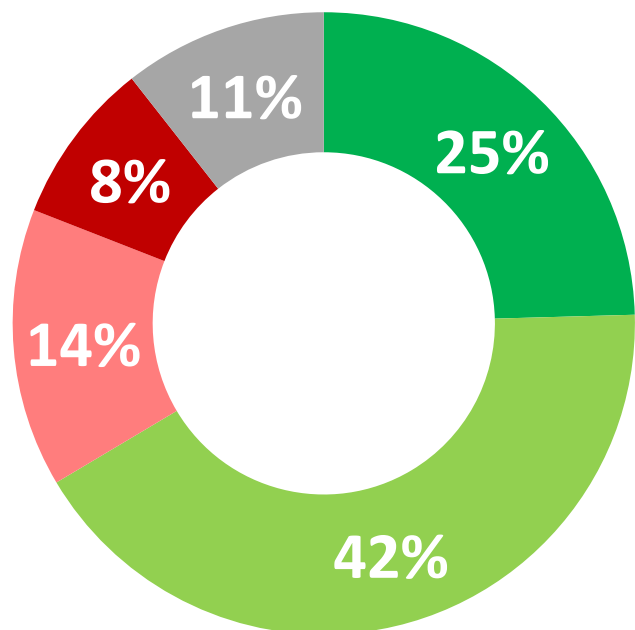


*Weighted to the true population proportion.

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

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]
Over the past year, my willingness to consider innovative ideas, even if they carry the risk of failure, has increased.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



■ Agree ■ Somewhat agree
■ Somewhat disagree ■ Disagree
■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements [RANDOMIZE]
Over the past year, Canadians have become more open to considering new innovative ideas.

Views on Canadians having become more open to considering new innovative ideas

Agree/Somewhat agree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	73.7%	64.5%	66.5%	68.1%	64.0%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	64.3%	68.5%	54.7%	66.7%	73.9%
Disagree/Somewhat disagree	Atlantic (n=103)	Quebec (n=245)	Ontario (n=323)	Prairies (n=219)	BC (n=155)
	19.4%	22.2%	25.3%	20.5%	22.5%
	Men (n=539)	Women (n=506)	18 to 34 (n=188)	35 to 54 (n=335)	55 plus (n=522)
	26.8%	19.3%	33.8%	22.0%	16.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between October 27th and October 30th, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,045 Canadians is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by Shift Canada and was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is [here](#).

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



Element	Description
Research sponsor	Shift Canada
Population and Final Sample Size	1045 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 27 th to October 30 th , 2025.
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/

Element	Description
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.
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on tariffs, the federal budget, grocery affordability and the annual operating deficit.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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 .
Data Tables	By region, age and gender



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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