

Bold Ambition. Built in Canada.

The 2026 Shift Canada
Bold Ambition Index

SHIFT
→ Canada

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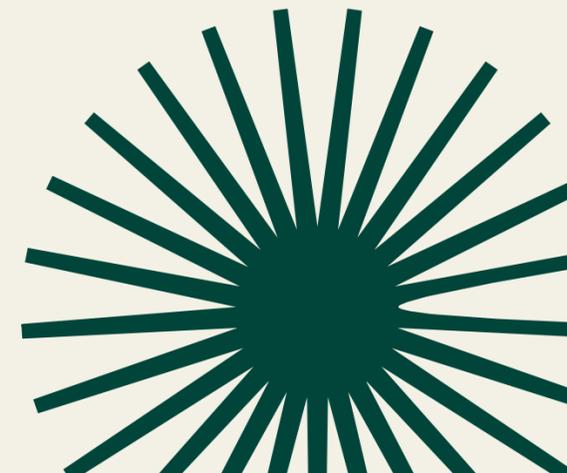
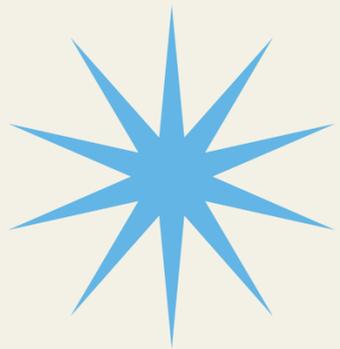
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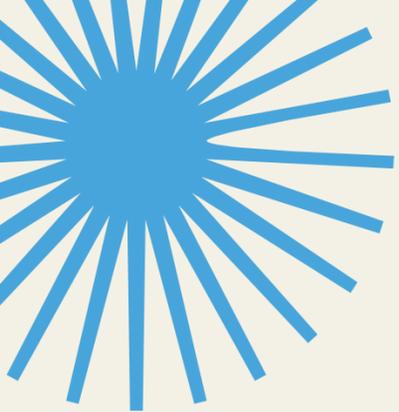




About **SHIFT** → Canada

Shift Canada is a national registered charity with a mission to make Canada a more prosperous and productive country by shifting our culture to be bolder, more ambitious and more entrepreneurial. We deliver education programs across the country to help young people learn to embrace failure as a natural part of the innovation process to increase risk-taking, resilience and growth.



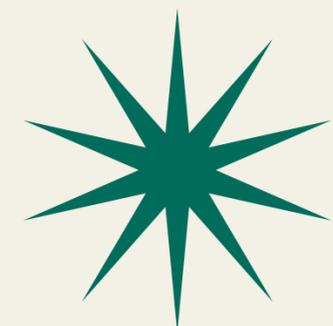


About



Nanos Research is one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers.

The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co



Introduction

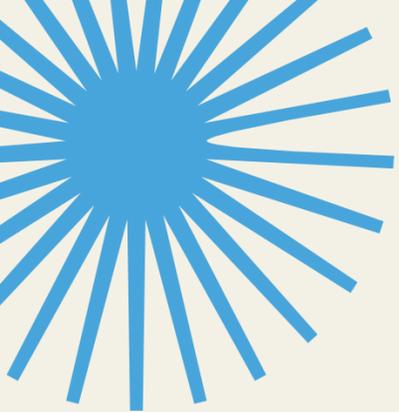
In this historic moment of volatility and uncertainty, Canada has a generational opportunity. We are reimagining our domestic economy while simultaneously realigning our geopolitical position in the world, creating an opportunity to forge a new path for the country and a new leadership position in the world. But we won't capitalize on this opportunity if we are hesitant, fearful or risk-avoidant.

Our future sovereignty, prosperity and sustainability demand that we shake off complacency and act with boldness. That is why we are launching **the Shift Canada Bold Ambition Index**. They say if you want to see progress, you need to measure what matters - and right now nothing matters more than Canada embracing a national cultural mindset of courage and ambition necessary to meet the moment.

Developed in partnership with Nanos Research, the Bold Ambition Index is a cutting edge, first-of-its-kind national benchmark survey measuring Canadian attitudes toward boldness, risk-taking, and entrepreneurial thinking.

While Canada is often described as risk-averse, those claims are typically based on anecdotes and personal observations. For the first time, the Bold Ambition Index provides the data foundation to ground this conversation in evidence, track change over time, and identify where progress is – or isn't – happening. This index creates a set of insights that can be leveraged by policy makers, advocates, researchers, executives and leaders to better understand where to focus their energy to drive change.

This is Canada's moment to step up, be bold, lead with courage and shape a better future - now and for the next generation.

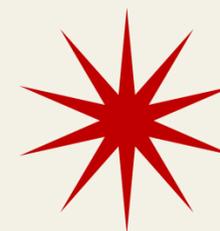


Methodology

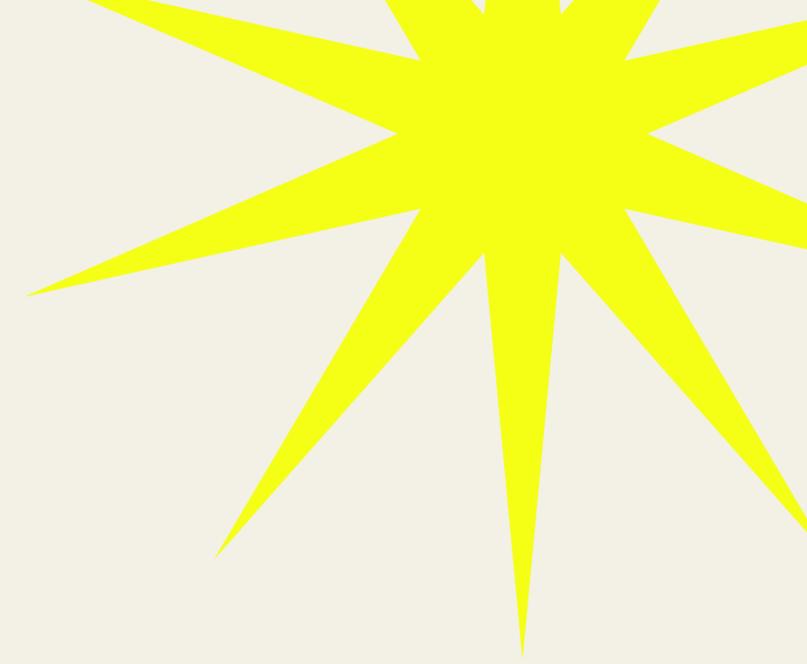
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents. The sample included 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.

- The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.
- This study was commissioned by the Shift Canada and the research was conducted by Nanos Research.
- Full data tables with weighted and unweighted number of interviews is here:
- By region, age and gender
- Shift Canada Bold Ambition Index Score

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



About the Bold Ambition Index



The purpose of the Shift Canada Bold Ambition Index is to monitor and track how Canadians feel about embracing ambition, risk-taking, failure and innovation. By quantifying and unpacking Canadian mindsets and culture, we can better identify areas of strength, weakness and opportunities for change.

The main index measures the overall environment, and three component sub-indices capture sentiment on:

- **Bold Thinking;**
- **Risk-Taking Culture; and,**
- **The Entrepreneurial Environment.**

Questions were framed as whether the respondent felt the statements were more true or less true today than last year to give a sense of progress over time. Each section of the Index is given a scores based on a 100-point diffusion scale, where scores above 50 represent positive results, below 50 negative results. In addition to the index questions, each wave captures the broader environment to help contextualize the threats and challenges Canadians face.

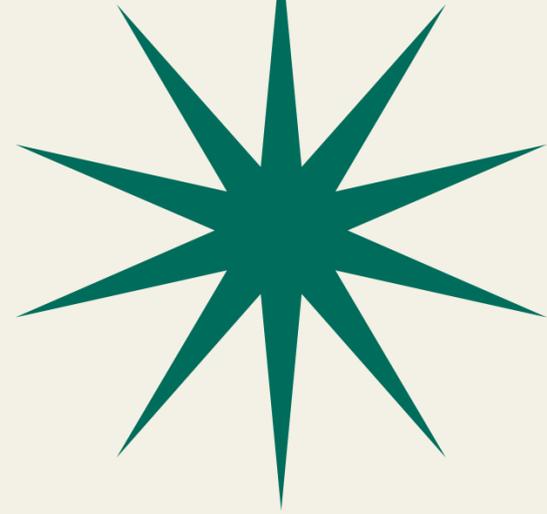
The State of Bold Ambition In C nada

Canada seems to be stuck in a boldness paradox. Canadians believe bold ambition is essential to sovereignty. But they do not feel set up to embrace risk and take action at speed. 81.7% of Canadians agree that Canada's long-term sovereignty depends on Canadians being willing to take bold risks and pursue ambitious ideas at home. This is an urgent message from Canadians that they are ready to step up, move out of comfort, and embrace risk as part of a broader sense of responsibility to the future of the country.

That said, the overall national Bold Ambition Index sits at 51.5 – just above neutral and relatively weak. Risk-taking culture pulls upward at 55.4, while the entrepreneurial environment drags below 50 at 48.7. Bold thinking hovers near the line at 50.2.

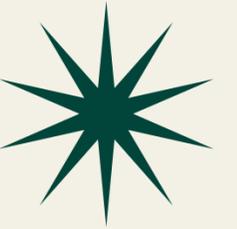
It seems Canada is at a crossroads, where appetite and anxiety are colliding. The infrastructure necessary to build the confidence to take risks the confidence to take risks and survive failure feels uncertain and uneven depending on region, age, and gender.

Cultural readiness is outpacing perceptions of structural readiness, and closing that gap is where the greatest opportunity for change will be found.



Key Insight 1

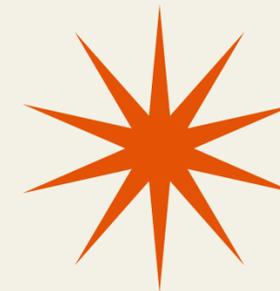
There is a clear connection between perceived threats to Canada's independence and the need to embrace bolder domestic ambition to protect our sovereignty.



- The biggest perceived threat to prosperity identified by Canadians is external and relates to the US. “Dependence on the United States” leads mentions (11.1%), followed by the “negative impact of Donald Trump” (9.4%) and “unpredictable US policies” (6.4%) when asked an open-ended question on threats to prosperity.
- Four in five Canadians (81.7%) link bold domestic ambition to long-term sovereignty.
- There exists a striking regional split. Although a majority across all regions, Quebecers are more likely (88.0%) than those in the Prairies (71.3%) to link boldness and ambition to Canada's long-term sovereignty.

Key Insight 2

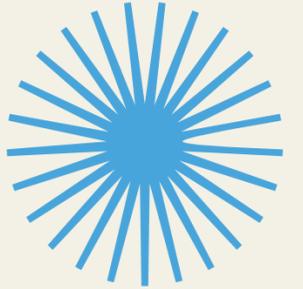
Canada's overall mood for
"Bold Ambition" is weak



- Canada's overall sentiment around bold ambition - 51.5 points on the 100 point index - is underwhelming given the circumstances. The index is pulled up by a stronger risk taking culture (55.4) but dragged down by a weaker entrepreneurial environment (48.7) and bold thinking (50.2).
- Atlantic Canada stands out as an outlier optimist:
 - Overall score: 57.0
 - Risk-taking culture: 61.4
 - Entrepreneurial environment: 58.2
- In contrast, Quebec, while strongly linking ambition to sovereignty, posts the lowest entrepreneurial environment score at 46.9.

Key Insight 3

Financial caution and economic unease is putting the brakes on boldness.



- A majority of Canadians (54.2%) say they are more concerned than last year about putting personal finances at risk. Age sharpens that anxiety significantly, with 58.7% of 18–34s citing financial concerns versus 48.8% of those 55+.
- Economic unease is also deterring risk taking. 44.6% of Canadians are more concerned about taking risks “when the economy may be weak”. Again, age is a significant factor, with younger Canadians 48.9% more concerned about economic uncertainty, versus 41.0% than those over 55.
- Gender is also a factor, with 56.3% of women reporting higher increased concern about putting personal finances at risk vs 52.0% for men.

Key Insight 4

Young people are ready to be ambitious - but skeptical of support.

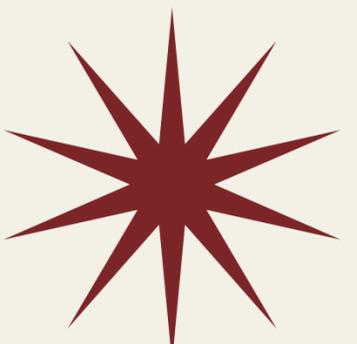


- Young people (18-34) in Canada are both the most forward-leaning when it comes to risk-taking, with 29.5% saying they want to pursue ambitious goals even if the outcome is uncertain, compared to 9.7% of those 55+.
- However, they are also the most concerned about putting their personal finances at risk, likely reflecting a combination of an uncertain job market to fall back on and increases in affordability, with 58.7% citing financial risk as a concern versus 48.8% of those 55+.
- They are also highly skeptical of the structural, financial and institutional support available to them, with 46.0% expressing negative views about whether there is enough backing for bold ideas, versus 23.7% of older Canadians.

Key Insight 5

Boldness is becoming seen as a core part of being Canadian.

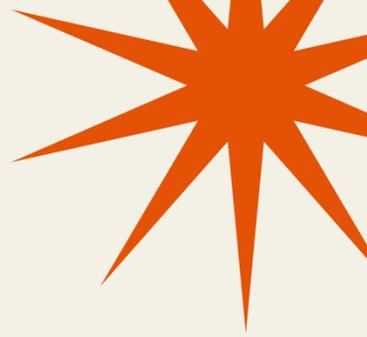
- An exciting identity shift for Canadians is emerging. **41.0%** of Canadians believe it is more true today than a year ago that bold thinking and risk taking are core parts of the Canadian identity.
- While all age groups believe this identity shift is underway, the difference is most pronounced in Canadians aged 55+, with **48.8%** responding positively, versus **32.5%** of those aged 18-34. Canadians aged 35-54 are in the middle with **38.0%** responding positively.
- Women have felt this increase more strongly than men, with **43.9%** responding positively versus **37.9%** of men. Regionally, Atlantic Canada saw the greatest increase at **46.9%**.





Index Results

The 2026 Shift Canada Bold Ambition Index



Overall Index Scores

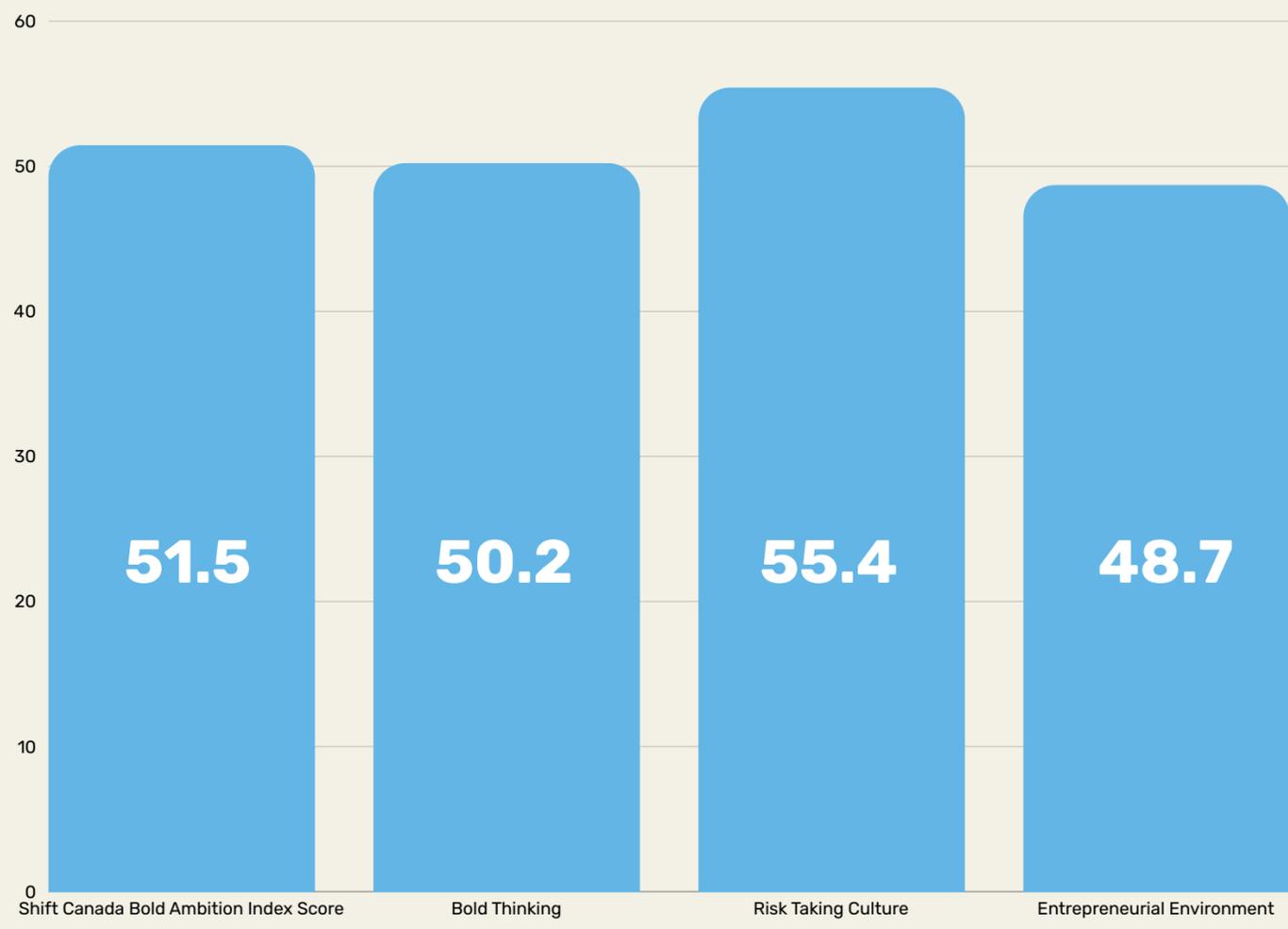
Shift Canada Bold Ambition Index

51.5-points Shift Canada Bold Ambition Index Score

50.2-points Bold Thinking Sub-Indices Score

55.4-points Risk Taking Culture Sub-Indices Score

48.7-points Entrepreneurial Environment Sub-Indices Score



The **Shift Canada Bold Ambition Index** is scored overall at 51.5. Residents of the Atlantic tend to have a more positive regard (57.0) compared to those in Quebec (50.2). Residents of British Columbia (52.8) are more likely to have a positive outlook towards **Bold Thinking** than residents of Quebec (48.8). Those in the Atlantic (61.4) have a positive view on **Risk-Taking Culture** versus the Prairies (54.4). In terms of **Entrepreneurial Environment**, residents in the Atlantic (58.2) have a more positive approach than in Quebec (46.9).

*Index calculations were conducted among respondents who had an opinion
* The Index scores are based on a 100-point diffusion scale where scores above 50 represent positive results, below 50 represent negative results.

Index Score Breakdown

	Shift Canada Bold Ambition Index (n=1000)	Bold Thinking (n=1000)	Risk Taking Culture (n=1000)	Entrepreneurial Environment (n=1000)
Canada (n=1000)	51.5	50.2	55.4	48.7
Atlantic (n=67)	57.0	51.3	61.4	58.2
Quebec (n=231)	50.2	48.8	54.9	46.9
Ontario (n=388)	51.0	50.1	55.1	48.0
Prairies (n=175)	51.2	49.9	54.4	49.2
British Columbia (n=139)	52.4	52.8	55.6	48.7
Male (n=490)	51.4	51.1	54.5	48.8
Female (n=510)	51.5	49.4	56.3	48.6
18 to 34 (n=267)	51.2	57.9	52.6	43.0
35 to 54 (n=322)	49.9	50.0	53.9	45.7
55 plus (n=411)	51.5	50.2	55.4	48.7

*Index calculations were conducted among respondents who had an opinion

* The Index scores are based on a 100-point diffusion scale where scores above 50 represent positive results, below 50 represent negative results.

Framing the Context of the Moment

To better understand how Canadians are feeling generally in this moment, we asked three contextual questions.

- What are the biggest threats to Canadian prosperity today (responses were open-ended, unprompted)
- What is your agreement with the statement: Canada's long-term sovereignty depends on Canadians being willing to take bold risks and pursue ambitious ideas at home. (ranked on a scale of 0-10)
- Across four areas of risk, what is your level of concern compared to the previous year (more, less, no change). The areas of risk are:
 - Putting personal finances at risk
 - Taking risks when the economy may be weak
 - Taking risks at the wrong time in my personal life
 - Having failures comment by friends or in social media
- Together these questions helped us understand the general lens through which Canadians were looking at the world and experiencing the current moment.

Biggest risk to creating prosperity in Canada today

Q – What is the biggest risk to creating prosperity in Canada today? [OPEN-ENDED]

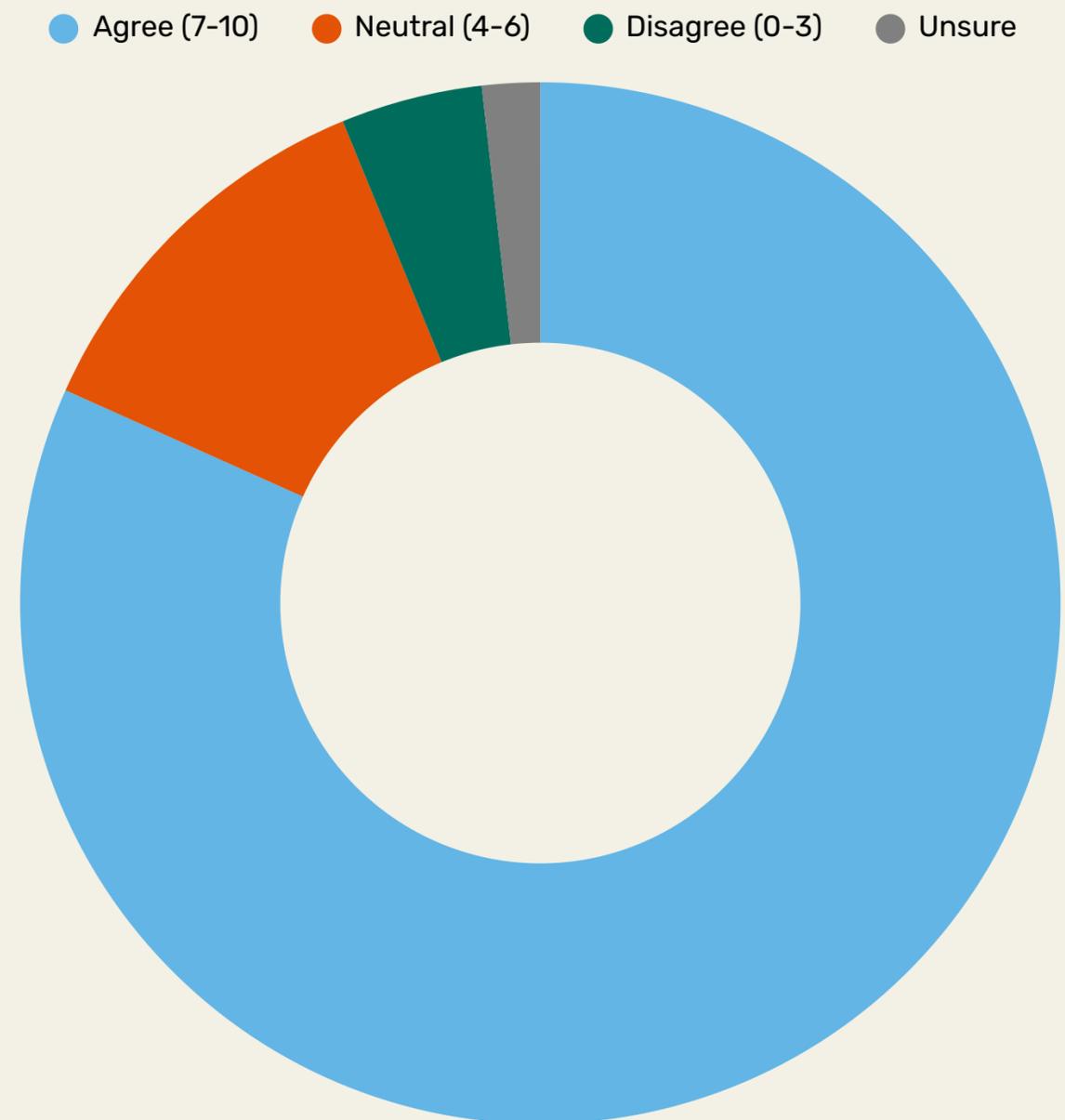
When asked Canadians what the biggest risk to creating prosperity in Canada today was, the top responses consisted of dependence on the United States (11%), negative impact of Donald Trump (9%) and political leadership (7%). Residents of Quebec (17%) are twice as likely to say dependence on the United States compared to those in the Prairies (8%).

TOP RESPONSES	Canada 2026-02 (n=872)
Dependence on the United States	11.1%
Negative Impact of Donald Trump	9.4%
Political Leadership	6.6%
Unpredictable US Policies	6.4%
Trade Tariffs	4.8%
Trade Diversification	4.8%
Interprovincial Trade Barriers	4.3%
Inflation and Cost of Living	4.1%
Other	45.6%
Not Sure	2.8%

Level of agreement towards Canada's long-term sovereignty depending on taking risks and pursuing ambitious ideas at home

Q – On a scale of 0 to 10 where 0 is completely disagree and 10 completely agree, please score your level of agreement with the following statement: Canada's long-term sovereignty depends on Canadians being willing to take bold risks and pursue ambitious ideas.

4 in 5 Canadians agree (score 7-10 out of 10) that Canada's long-term sovereignty depends on Canadians being willing to take bold risks and pursue ambitious ideas at home. Residents of Quebec (88%) are more likely to say that they agree with this statement compared to residents of the Prairies (71%).



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

Level of agreement towards Canada's long-term sovereignty depending on taking risks and pursuing ambitious ideas – By demographics

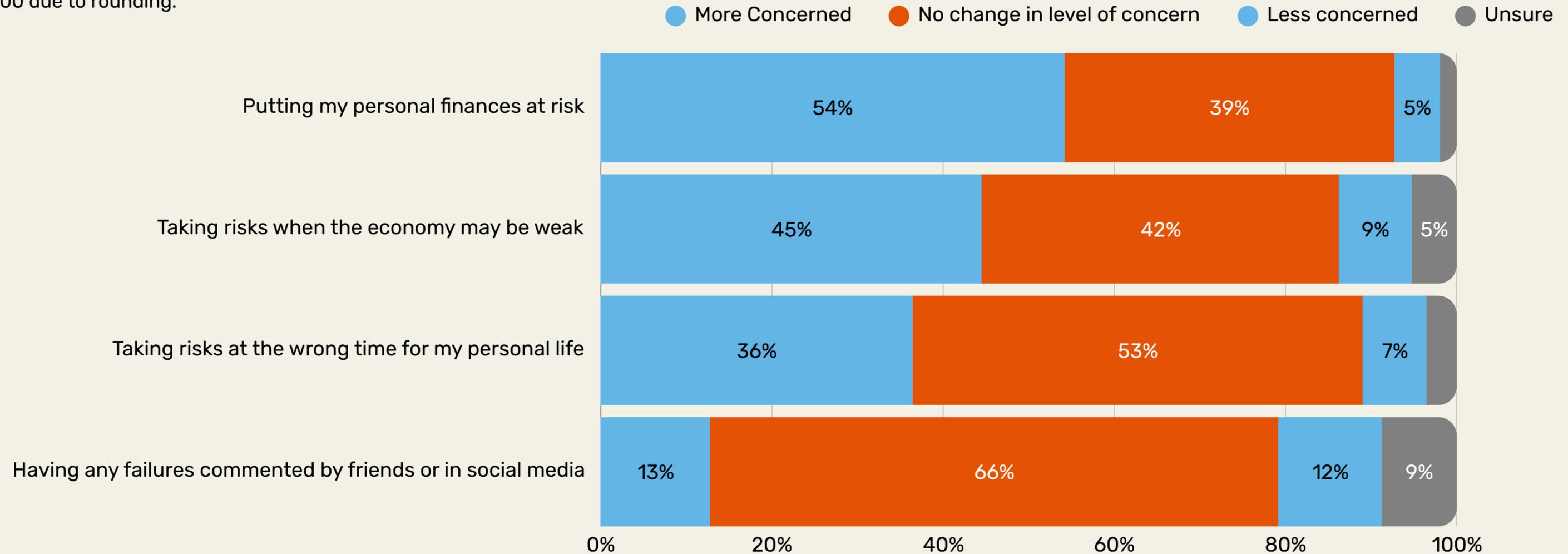
Q – On a scale of 0 to 10 where 0 is completely disagree and 10 completely agree, please score your level of agreement with the following statement: Canada's long-term sovereignty depends on Canadians being willing to take bold risks and pursue ambitious ideas at home.

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
Mean	8.2	8.8	8.6	8.3	7.5	7.8	8.3	8.2	7.8	8.2	8.5
Agree (7-10)	81.7%	87.6%	88.0%	83.6%	71.3%	76.2%	82.9%	80.6%	76.6%	80.4%	86.0%
Neutral (4-6)	12.1%	7.4%	9.0%	12.6%	16.0%	13.4%	10.8%	13.4%	16.4%	13.5%	8.3%
Disagree (0-3)	4.4%	1.6%	2.2%	3.2%	8.5%	7.8%	5.0%	3.8%	4.5%	4.4%	4.4%
Unsure	1.8%	3.3%	0.9%	0.5%	4.3%	2.7%	1.3%	2.2%	2.5%	1.8%	1.3%

Level of concern towards taking risks

Q – For each of the following, compared to last year, would you say you have been more concerned, less concerned or has there been no change in your level of concern over the past year? [RANDOMIZE]

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



Level of concern towards putting personal finances at risk

Q – For each of the following, compared to last year, would you say you have been more concerned, less concerned or has there been no change in your level of concern over the past year? Putting my personal finances at risk

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More concerned	54.2%	57.4%	46.3%	55.8%	57.7%	57.1%	52.0%	56.3%	58.7%	57.4%	48.8%
Less concerned	5.4%	3.5%	5.4%	5.0%	8.4%	3.3%	7.8%	3.0%	7.9%	3.8%	4.9%
No change in level of concern	38.5%	37.2%	48.3%	36.8%	32.5%	35.4%	38.8%	38.3%	31.4%	36.4%	44.8%
Unsure	1.9%	1.9%	0.0%	2.4%	1.5%	4.2%	1.4%	2.4%	2.1%	2.3%	1.5%

Younger Canadians (59%) are more likely than older Canadians (49%) to report increased concern when it comes to putting their personal finances at risk over the past year.

Level of concern on taking risks when the economy may be weak

Q – For each of the following, compared to last year, would you say you have been more concerned, less concerned or has there been no change in your level of concern over the past year? Taking risks when the economy may be weak

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More concerned	44.6%	41.2%	43.1%	45.5%	45.3%	45.1%	41.5%	47.5%	48.9%	45.4%	41.0%
Less concerned	8.5%	9.7%	5.0%	7.8%	14.0%	9.2%	12.2%	5.1%	12.0%	7.1%	7.4%
No change in level of concern	41.7%	42.9%	49.5%	40.3%	35.8%	39.6%	42.7%	40.7%	34.4%	43.1%	45.3%
Unsure	5.2%	6.2%	2.5%	6.5%	4.9%	6.2%	3.6%	6.8%	4.7%	4.3%	6.2%

Younger Canadians (49%) are more susceptible to saying that they are concerned over taking risks when the economy may be weak compared to older Canadians (41%) over the past year.

Level of concern when taking risks at the wrong time for personal life

Q – For each of the following, compared to last year, would you say you have been more concerned, less concerned or has there been no change in your level of concern over the past year? Taking risks at the wrong time for my personal life

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More concerned	36.5%	37.1%	29.6%	37.2%	42.5%	37.8%	35.3%	37.6%	44.6%	36.4%	31.3%
Less concerned	7.5%	7.2%	6.0%	10.0%	6.6%	4.0%	9.0%	6.0%	10.0%	4.4%	8.2%
No change in level of concern	52.6%	50.2%	62.0%	48.7%	47.7%	54.7%	52.6%	52.5%	43.3%	54.8%	56.7%
Unsure	3.5%	5.5%	2.4%	4.0%	3.1%	3.5%	3.1%	3.9%	2.1%	4.4%	3.7%

Residents in the Prairies (43%) and younger Canadians (45%) are more likely to express a higher concern on taking risks at the wrong time for their personal life.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Level of concern in having any failures commented by friends or in social media

Q – For each of the following, compared to last year, would you say you have been more concerned, less concerned or has there been no change in your level of concern over the past year? Having any failures commented by friends or in social media

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More concerned	12.8%	15.5%	9.6%	13.1%	14.5%	14.0%	13.2%	12.4%	10.0%	11.3%	15.8%
Less concerned	12.1%	9.7%	9.9%	13.2%	13.5%	12.2%	13.8%	10.5%	18.6%	9.6%	9.8%
No change in level of concern	66.4%	64.6%	75.5%	64.0%	62.2%	63.7%	65.1%	67.6%	63.2%	70.9%	64.8%
Unsure	8.7%	10.3%	5.0%	9.7%	9.8%	10.1%	7.9%	9.5%	8.2%	8.2%	9.5%

Over three in five Canadians (66%) report having no change in the level of concern when having any failures commented by friends or in social media versus last year.

Sub-Index 1: Bold Thinking Mindsets

50.2 points out of 100

This index focuses on the individual – their personal ambition, willingness to take risks and internal barriers.

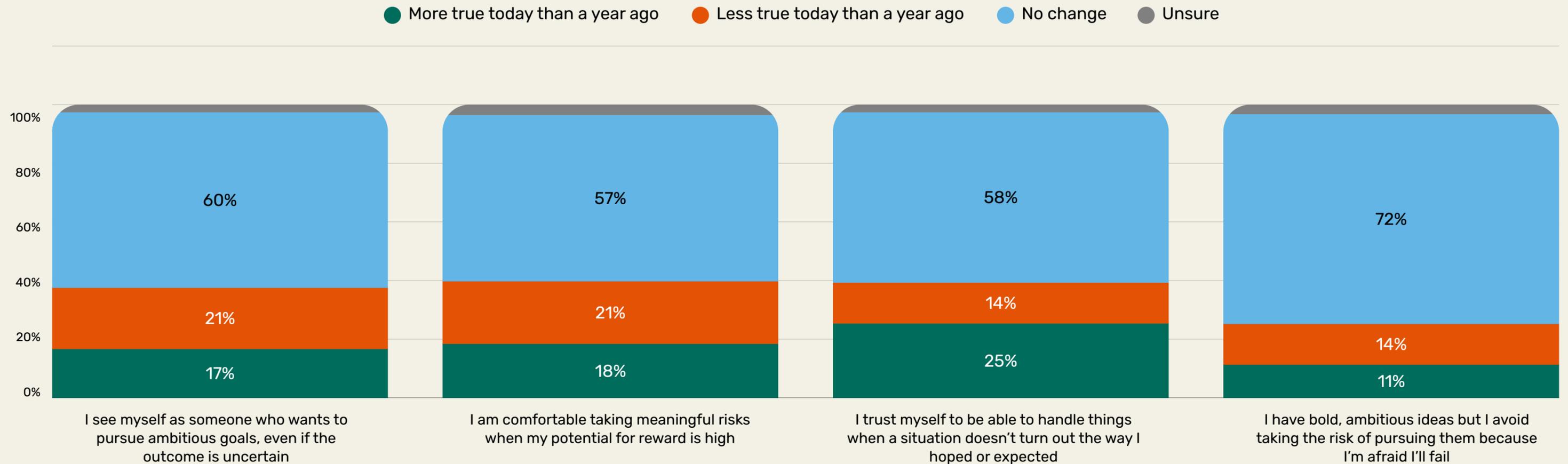
Overall the data suggests individuals are less likely to pursue ambitious goals, take personal risks towards bold ideas than last year.

One positive outlier is that Canadians are gaining more trust in themselves and their ability to handle it when things do not turn out as anticipated.

The index score is derived by calculating the difference between positive and negative sentiment only and compiling the individual questions which follow into an overall index score out of 100 where scores over 50 are positive and scores under 50 are negative.

Bold Thinking Mindsets

Q – For each of the following statements about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change?



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

Pursuing ambitious goals, even if the outcome is uncertain

Q – For each of the following statements about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change? I see myself as someone who wants to pursue ambitious goals, even if the outcome is uncertain

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	16.7%	16.5%	15.3%	17.5%	15.9%	17.6%	18.2%	15.2%	29.5%	15.0%	9.7%
Less true today than a year ago	21.0%	22.2%	20.6%	20.8%	25.9%	15.3%	21.9%	20.0%	20.9%	20.0%	21.8%
No change	59.8%	54.7%	62.9%	59.5%	53.6%	65.8%	57.0%	62.5%	46.6%	62.7%	66.1%
Unsure	2.6%	6.6%	1.2%	2.2%	4.6%	1.4%	2.9%	2.3%	3.1%	2.4%	2.4%

Over a quarter of Canadians aged 18 to 34 report that it is more true than a year ago that they see themselves as someone who wants to pursue ambitious goals, even if the outcome is uncertain comparatively one in ten Canadians older than 55 would say they see themselves as someone who wants to pursue ambitious goals, even if the outcome is uncertain.

Being comfortable taking meaningful risks when potential reward is high

Q – For each of the following statements about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change? I am comfortable taking meaningful risks when my potential for reward is high

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	18.4%	21.1%	14.1%	20.0%	17.5%	21.3%	21.4%	15.6%	32.9%	16.8%	10.4%
Less true today than a year ago	21.3%	21.2%	24.7%	20.3%	22.4%	17.5%	21.7%	21.0%	18.1%	20.5%	24.1%
No change	56.7%	54.4%	58.4%	55.2%	56.7%	59.2%	54.6%	58.7%	45.4%	59.7%	61.6%
Unsure	3.5%	3.3%	2.9%	4.6%	3.4%	2.0%	2.3%	4.7%	3.7%	3.0%	3.9%

Over half of Canadians (57%) say there has been no change in being comfortable taking meaningful risk when their potential for reward is high. Older Canadians (62%) are more likely to say this than younger Canadians (45%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Trust in self to be able to handle things when a situation goes unexpected

Q – For each of the following statements about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change? I trust myself to be able to handle things when a situation doesn't turn out the way I hoped or expected

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	25.4%	31.2%	21.6%	25.5%	28.1%	25.1%	26.7%	24.2%	43.4%	23.5%	15.2%
Less true today than a year ago	13.9%	14.2%	17.7%	13.0%	13.4%	10.6%	11.5%	16.3%	4.8%	13.9%	19.9%
No change	58.2%	50.9%	58.9%	58.1%	56.3%	62.9%	60.8%	55.6%	48.9%	61.4%	61.6%
Unsure	2.5%	3.7%	1.8%	3.4%	2.1%	1.3%	1.0%	4.0%	2.9%	1.2%	3.3%

When asked whether they trust themselves in being able to handle things when a situation doesn't turn out the way they hoped or expected, nearly three in five Canadians (58%) say there has been no change. Older Canadians (62%) are more likely to say there has been no change versus younger Canadians (49%).

Having bold, ambitious ideas but avoiding the risk of pursuing out of fear of failure

Q – For each of the following statements about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change? I have bold, ambitious ideas but I avoid taking the risk of pursuing them because I’m afraid I’ll fail

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	11.4%	12.9%	10.2%	9.4%	15.3%	13.2%	11.3%	11.5%	16.9%	12.0%	7.4%
Less true today than a year ago	13.9%	13.8%	7.7%	17.5%	16.1%	11.7%	14.1%	13.8%	15.9%	12.5%	13.8%
No change	71.5%	67.3%	78.2%	70.1%	66.0%	73.2%	70.7%	72.3%	63.6%	73.3%	75.2%
Unsure	3.2%	6.1%	4.0%	2.9%	2.7%	1.9%	3.9%	2.5%	3.6%	2.2%	3.6%

Close to three in four Canadians (72%) believe there has been no change in having bold, ambitious ideas but avoiding taking the risk of pursuing them because they are afraid they will fail. Residents in Quebec (78%) are more likely to say this than those in the Prairies (66%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31st to February 4th, 2026, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Sub-Indice 2: Risk-Taking Culture

55.4 points out of 100

This indice focuses on collective/social factors such as social norms, community response to risk and the visibility of role models.

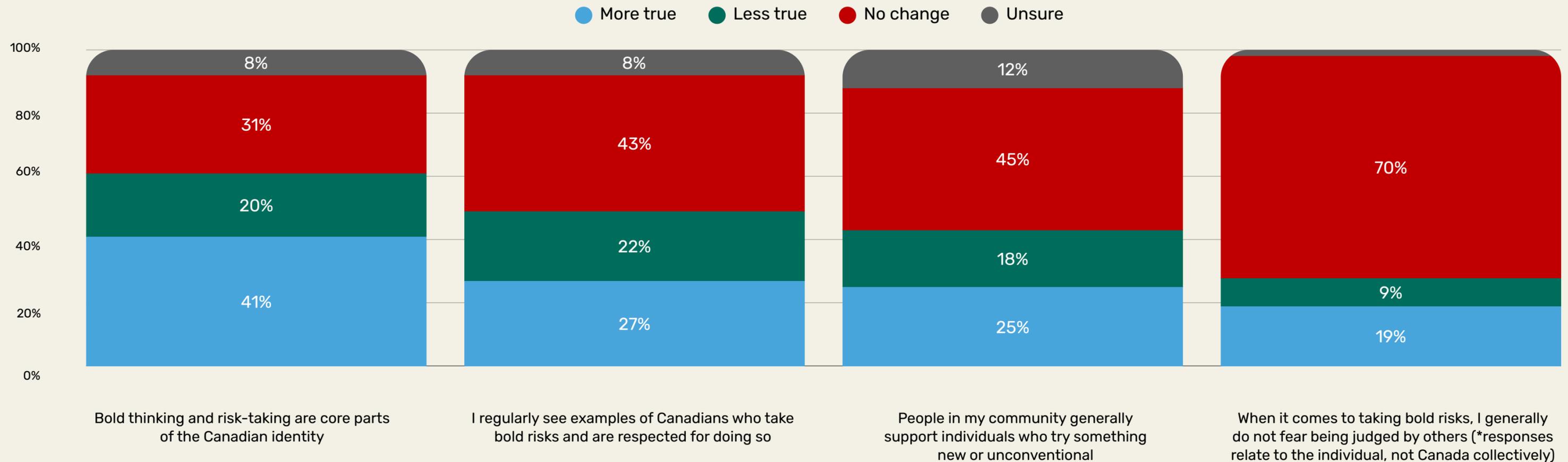
These factors registered the strongest comparative scores in the study.

People are much more inclined to believe there has been a positive change in the past year in terms of bold thinking and risk-taking being part of the Canadian identity.

Scores were also net positive on community support for individuals who try something new/unconventional and seeing risk-takers being respected.

Risk-Taking Culture

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change?



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

Bold thinking and risk-taking are core parts of the Canadian identity

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? Bold thinking and risk-taking are core parts of the Canadian identity

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	41.0%	46.9%	37.3%	41.7%	43.3%	39.2%	37.9%	43.9%	32.5%	38.0%	48.8%
Less true today than a year ago	20.1%	11.1%	18.2%	21.6%	20.4%	23.0%	21.7%	18.5%	26.2%	22.7%	14.1%
No change	31.0%	31.1%	36.2%	29.5%	27.9%	30.2%	34.4%	27.7%	31.7%	33.6%	28.4%
Unsure	8.0%	11.0%	8.3%	7.2%	8.4%	7.6%	6.0%	9.9%	9.6%	5.6%	8.7%

Over two in five Canadians (41%) say that bold thinking and risk-taking are core parts of the Canadian identity is more true today than a year ago. Older Canadians are more likely to say this statement is more true today than a year ago than younger Canadians (32%).

People in the community generally support individuals who try something new

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? People in my community generally support individuals who try something new or unconventional

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	25.2%	31.8%	23.5%	27.1%	21.1%	24.7%	26.2%	24.2%	25.5%	22.4%	27.1%
Less true today than a year ago	17.7%	8.2%	15.3%	18.4%	25.3%	14.4%	17.7%	17.6%	21.5%	18.7%	14.4%
No change	45.0%	47.4%	49.6%	41.8%	41.9%	49.5%	45.7%	44.4%	42.4%	45.4%	46.4%
Unsure	12.1%	12.7%	11.6%	12.7%	11.7%	11.4%	10.3%	13.8%	10.6%	13.5%	12.1%

Over two in five Canadians (45%) say there has been no change towards people in their community generally supporting individuals who try something new or unconventional.

Regularly see examples of Canadians who take bold risks and respected for doing so

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? I regularly see examples of Canadians who take bold risks and are respected for doing so

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	26.7%	30.9%	27.3%	25.5%	27.5%	25.9%	22.5%	30.8%	20.8%	23.4%	33.1%
Less true today than a year ago	21.6%	14.7%	20.8%	22.1%	23.5%	22.9%	24.1%	19.3%	26.2%	23.3%	17.3%
No change	43.3%	42.7%	47.8%	44.6%	37.2%	39.9%	46.9%	39.7%	44.1%	44.6%	41.7%
Unsure	8.4%	11.8%	4.1%	7.8%	11.8%	11.3%	6.6%	10.2%	9.0%	8.6%	7.9%

Over two in five Canadians (43%) say there has been no change in regularly seeing examples of Canadians who take bold risks and are respected for doing so. Residents in Quebec (48%) are more likely to say they agree with this statement than those in the Prairies (37%).

When it comes to taking bold risks, I generally do not fear being judged by others

Q – For the following statement about you personally, are they more true today than a year ago, less true today than a year ago or has there been no change? When it comes to taking bold risks, I generally do not fear being judged by others.

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	19.0%	17.5%	13.8%	19.0%	24.3%	21.6%	19.9%	18.2%	27.5%	17.8%	14.5%
Less true today than a year ago	8.9%	2.2%	8.1%	10.3%	11.8%	6.0%	6.9%	10.8%	11.6%	5.9%	9.6%
No change	70.2%	78.2%	76.4%	69.1%	61.0%	70.4%	71.6%	68.7%	58.2%	75.5%	73.7%
Unsure	1.9%	2.0%	1.7%	1.5%	2.9%	2.0%	1.6%	2.2%	2.7%	0.7%	2.3%

Older Canadians are less likely to report any change in their fear of being judged by others when taking bold risks (74%) compared to younger Canadians (58%).

Sub-Indice 3: Entrepreneurial Environment

48.7 points out of 100

This sub-indice examines external structural factors such as institutions and the environment for risk-takers. It includes perceptions of the celebration of risk takers, whether Canada is a great place to turn bold ideas into successful businesses and broader financial, institutional, community support to help bold ideas succeed.

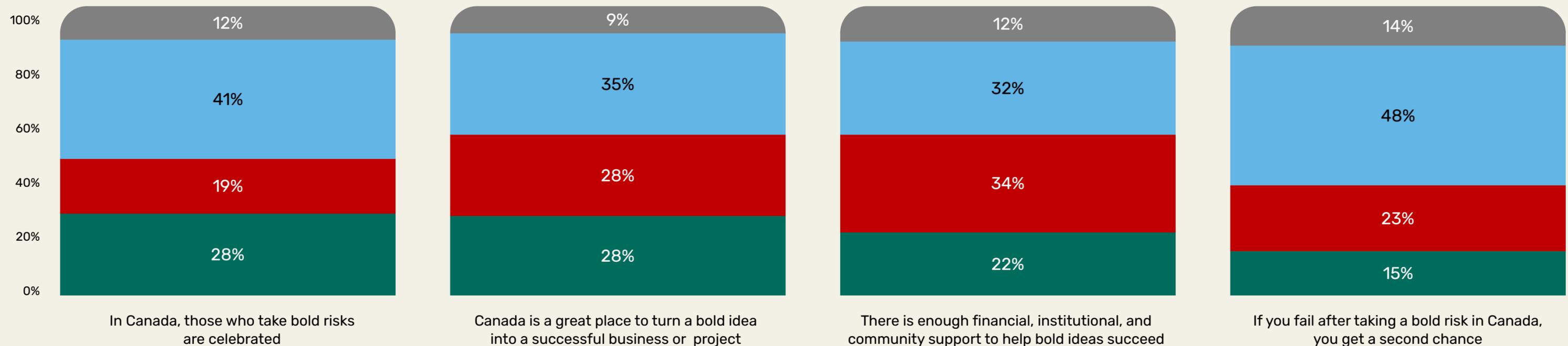
The Entrepreneurial Environment scored the lowest and negative territory with a score below 50 on the 100-point scale.

The worst net negative score was on the financial, institutional and community support. The one outlier was perspectives on whether Canadians who take risks are celebrated, which had a net positive score.

Entrepreneurial Environment

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change?

● More true today than a year ago
 ● Less true today than a year ago
 ● No change
 ● Unsure



*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, January 31st to February 4th, 2026, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

In Canada, those who take bold risks are celebrated

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? In Canada, those who take bold risks are celebrated

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	28.4%	34.9%	27.7%	27.9%	29.4%	26.1%	28.0%	28.7%	24.9%	26.7%	31.9%
Less true today than a year ago	18.9%	10.7%	18.4%	19.5%	19.7%	21.1%	18.9%	18.9%	24.5%	21.5%	13.3%
No change	41.2%	41.3%	43.8%	39.9%	40.1%	41.5%	43.5%	38.9%	40.3%	43.6%	39.8%
Unsure	11.6%	13.1%	10.1%	12.7%	10.8%	11.3%	9.7%	13.4%	10.4%	8.3%	14.9%

Two in five Canadians (41%) say there has been no change since last in those who take bold risk being celebrated.

Canada is a great place to turn a bold idea into a successful business or project

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? Canada is a great place to turn a bold idea into a successful business or project

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	27.5%	40.5%	22.2%	26.7%	30.8%	28.4%	27.7%	27.4%	20.7%	25.2%	33.8%
Less true today than a year ago	28.1%	14.1%	28.0%	31.7%	27.5%	25.7%	29.3%	27.0%	33.5%	31.6%	21.9%
No change	35.1%	32.4%	43.5%	32.0%	32.5%	34.4%	38.1%	32.2%	34.1%	35.5%	35.4%
Unsure	9.3%	13.0%	6.3%	9.7%	9.2%	11.5%	4.9%	13.5%	11.8%	7.6%	9.0%

Just over one third of Canadians (35%) say there has been no change in Canada being a great place to turn a bold idea into a successful business or project. Residents of Quebec (44%) are more likely to say this than those in Ontario (32%).

There is enough financial, institutional, and community support to help bold ideas succeed

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? There is enough financial, institutional, and community support to help bold ideas succeed

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	21.9%	24.4%	16.3%	22.9%	24.0%	24.4%	22.8%	21.0%	13.4%	18.5%	30.1%
Less true today than a year ago	33.8%	19.8%	35.9%	34.4%	37.2%	31.1%	31.8%	35.7%	46.0%	36.7%	23.7%
No change	32.1%	28.8%	35.9%	31.9%	29.8%	31.0%	36.7%	27.7%	30.2%	32.5%	33.0%
Unsure	12.2%	27.0%	11.9%	10.8%	9.0%	13.5%	8.7%	15.6%	10.5%	12.3%	13.2%

More than one third of Canadians (34%) say that having enough financial, institutional, and community support to help bold ideas succeed is less true today than a year ago. Younger Canadians (46%) are twice as likely to say this is less true today than a year ago compared to older Canadians (24%).

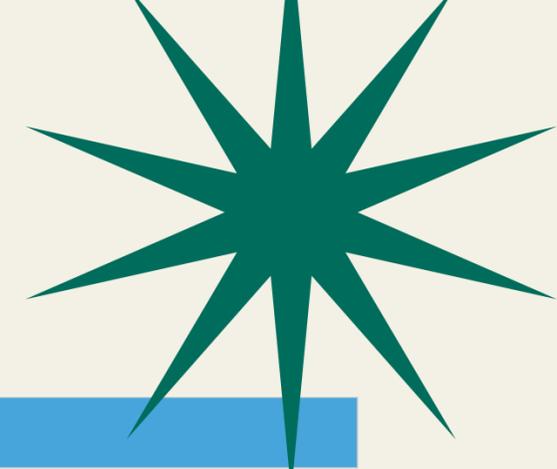
If you fail after taking a bold risk in Canada, you get a second chance

Q – For each of the following statements about Canada, are they more true to Canada today than a year ago, less true to Canada today than a year ago or has there been no change? If you fail after taking a bold risk in Canada, you get a second chance

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
More true today than a year ago	15.4%	24.5%	15.9%	13.6%	17.7%	12.3%	14.8%	16.0%	15.9%	11.7%	18.0%
Less true today than a year ago	22.7%	14.1%	24.9%	21.9%	23.8%	23.8%	23.0%	22.4%	26.6%	26.3%	17.2%
No change	48.3%	49.4%	47.6%	51.6%	41.5%	48.3%	50.8%	45.9%	44.3%	47.9%	51.2%
Unsure	13.6%	12.0%	11.6%	12.9%	17.0%	15.7%	11.5%	15.7%	13.2%	14.1%	13.6%

Close to half of Canadians (48%) say there has been no change in getting a second chance, if you fail after taking a bold risk in Canada. Residents of Ontario (52%) are more likely to agree with this statement than residents of the Prairies (42%).

Technical Notes



Element	Description
Research sponsor	Shift Canada
Population and Final Sample Size	1,009 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.1 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	January 31 st to February 4 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/

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	11 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, Canada's trade deal with China, Canada's sovereignty, NATO, US support for Alberta Separation, Canada-US relationship, President Donald Trump, Chinese EVs, and security threats to Canada.
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.
Tabulations	<u>By region, age and gender</u> <u>Shift Canada Bold Ambition Index Score</u>

