



Canada's economic mood brightens but skills anxiety is deep.

National Survey | Summary

Field Dates: March 1st to March 8th, 2026

Conducted by Nanos for Coalition for a Better Future, March 2026

Submission 2025-2954

COALITION
FOR A BETTER FUTURE
POUR UN AVENIR MEILLEUR

 **NANOS**

The objective of this research project is to track Canadians views on the direction they believe Canada is going on a variety of topics such as economic policies, climate change, energy and standard of living.

Additionally, new questions were included on the topic of skills and workers in Canada.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, from March 1st to March 8th, 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 Coalition for a better future and the research 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

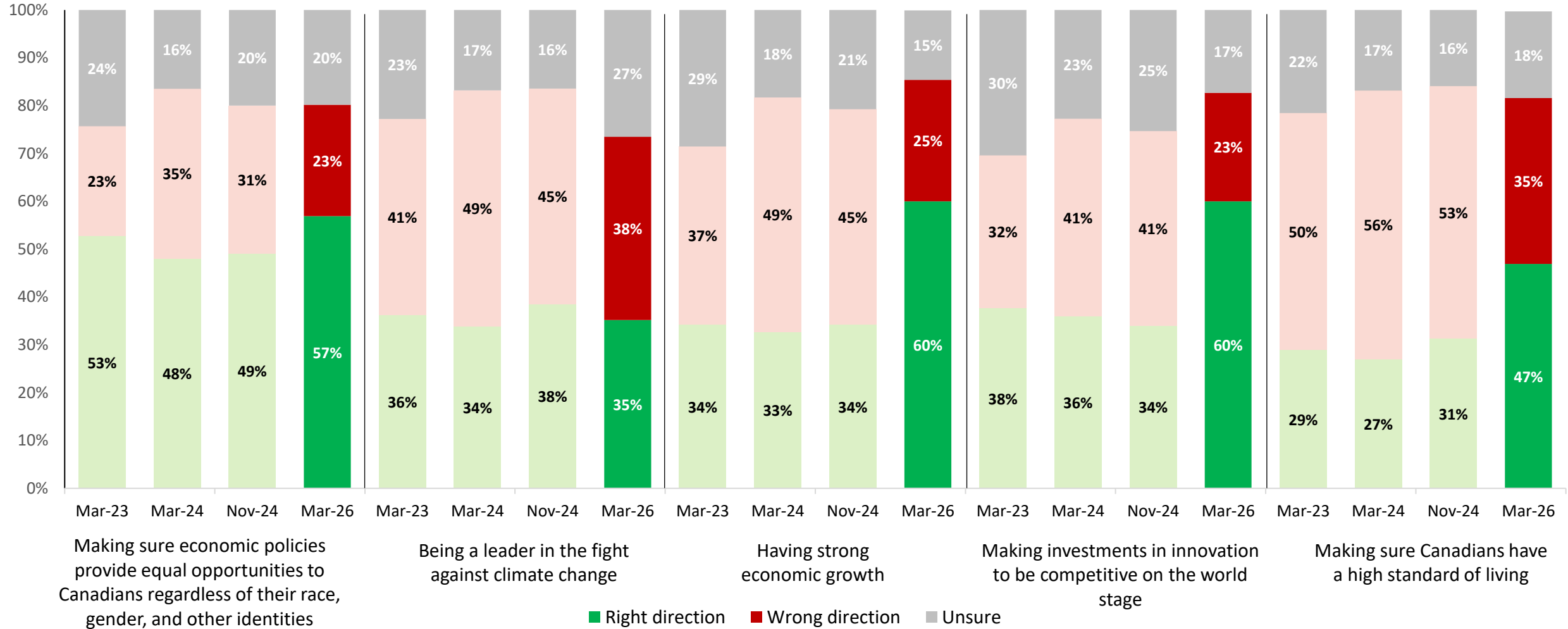


UPSHOT

- 1. Views on growth and innovation hit new high:** A plurality of Canadians say the country is moving in the right direction on core economic measures, including strong economic growth (60% right) and investment in innovation (60% right). Positive perceptions have significantly increased compared to 2024.
- 2. Skills urgency is overwhelming:** 83% of Canadians rate it urgent (7–10/10) that workers learn new skills (mean 8.1/10).
- 3. Openness to reskilling, but not universal:** 62% of Canadians are open or somewhat open to learning a new work skill, while 31% say it is not applicable or they are retired.
- 4. Youth least mobile for work:** Nearly half of Canadians (47%) are not willing to relocate for work opportunities. Young Canadians (18–34) are the least willing, with 56% saying they are not open to relocating. Of note, this may suggest that younger people are more focused on telework and managing the financial risk of moving.
- 5. Mixed verdict on climate leadership:** Canadians are split on whether Canada is moving in the right direction on being a leader on climate change (35% right, 38% wrong, 27% unsure). Among 18 to 34-year-olds, skepticism is higher, with 42% saying the country is moving in the wrong direction. This is the one tracking measure that did not increase in positivity.

Direction of the country - Tracking

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Direction of the Country – Economic policies providing equal opportunities – by demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

Making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities.

	Canada 2026-02 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Right direction	56.9%	71.0%	60.9%	53.0%	50.1%	63.0%	53.7%	60.1%	59.5%	54.7%	57.0%
Wrong direction	23.3%	9.6%	18.7%	26.2%	32.2%	18.1%	26.7%	20.0%	23.3%	26.0%	21.1%
Unsure	19.8%	19.5%	20.4%	20.8%	17.6%	18.9%	19.6%	19.9%	17.2%	19.3%	21.9%

Just under three in five Canadians (57%), up from 49 per cent in 2024, believe that the country is heading in the right direction at making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities. Residents of Atlantic Canada (71%) are most likely to report that the country is heading in the right direction while residents of the Prairies (32%) are most likely to report that Canada is heading in the wrong direction in terms of making sure economic policies provide equal opportunities to Canadians regardless of their race, gender, and other identities.

Direction of the Country – Having strong economic growth – by demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

Having strong economic growth.

	Canada 2026-02 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Right direction	60.0%	69.9%	56.2%	58.8%	59.2%	66.2%	57.2%	62.8%	59.2%	58.0%	62.2%
Wrong direction	25.4%	18.8%	20.7%	28.4%	32.5%	19.5%	30.9%	20.2%	25.8%	25.7%	25.0%
Unsure	14.5%	11.2%	23.1%	12.9%	8.4%	14.3%	11.9%	17.0%	15.0%	16.4%	12.8%

Positive views on the right direction for strong economic growth is at 60 per cent up from 34 per cent in 2024. Of note, men (31%) are more likely than women (20%) to believe that Canada is heading in the wrong direction in terms of the country having strong economic growth. The overall belief across all demographics is that Canada is moving in the right direction for strong economic growth.

Direction of the Country – Being a leader in the fight against climate change – by demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

Being a leader in the fight against climate change.

	Canada 2026-02 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Right direction	35.2%	39.6%	27.8%	37.1%	33.4%	42.5%	34.3%	36.0%	33.0%	34.9%	36.8%
Wrong direction	38.3%	26.2%	42.9%	37.4%	38.2%	38.9%	42.7%	34.1%	41.9%	38.2%	36.0%
Unsure	26.5%	34.2%	29.4%	25.5%	28.4%	18.6%	23.0%	29.9%	25.1%	26.8%	27.2%

Being a leader in the fight against climate change is the only tracking measure that showed downward pressure (38% right direction in 2024, 35% right direction in 2026). Canadians are split on whether they believe Canada is heading in the right or wrong direction in being a leader in the fight against climate change. Scoring marginally lower than in November 2024, however, it is important to note that the number of Canadians saying the country is headed in the wrong direction has also decreased from 45% to 38% this wave. With Canadians who are unsure hitting a tracking high at 27%.

Direction of the Country – Making sure Canadians have a high standard of living – by demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

Making sure Canadians have a high standard of living.

	Canada 2026-02 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Right direction	46.9%	59.4%	42.9%	45.9%	45.7%	52.0%	47.2%	46.6%	46.3%	48.6%	46.0%
Wrong direction	34.7%	27.5%	32.4%	36.3%	43.0%	27.3%	38.6%	31.0%	38.3%	35.8%	31.6%
Unsure	18.3%	13.1%	24.7%	17.8%	11.3%	20.7%	14.2%	22.3%	15.4%	15.6%	22.4%

Right direction numbers have increased from 31 to 47 per cent compared to the last wave of research. Residents of Atlantic Canada (59%) are most likely to report that the country is heading in the right direction in ensuring that Canadians have a high standard of living, while residents of the Prairies (43%) are most likely to report that Canada is heading in the wrong direction.

Direction of the Country – Making investments in innovation – by demographics

Q – Would you say that Canada is moving in the right or the wrong direction when it comes to the following: [RANDOMIZE]

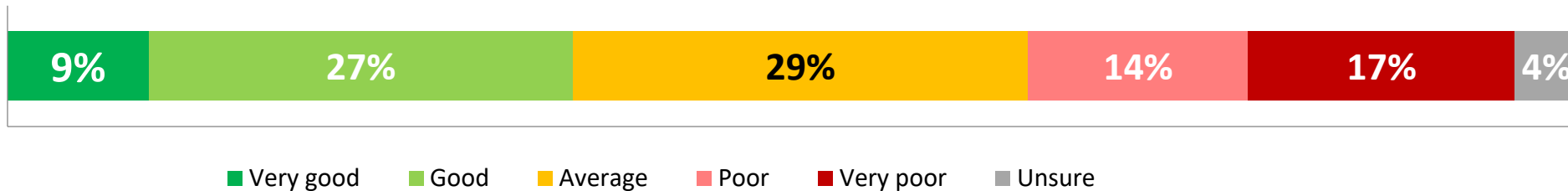
Making investments in innovation to be competitive on the world stage.

	Canada 2026-02 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Right direction	60.0%	64.9%	57.3%	61.3%	55.8%	64.2%	56.9%	63.0%	63.0%	59.1%	58.8%
Wrong direction	22.7%	9.0%	19.4%	25.1%	28.1%	20.9%	28.2%	17.4%	24.7%	23.6%	20.6%
Unsure	17.3%	26.2%	23.3%	13.6%	16.0%	14.9%	14.9%	19.6%	12.2%	17.3%	20.6%

Right direction numbers are noticeably up from 34 to 60 per cent compared to the last wave of research. Over a quarter of men (28%) believe that Canada is heading in the wrong direction when thinking about making investments in innovation to be competitive on the world stage, comparatively less than one in five women (17%) believe that Canada is heading in the wrong direction.

Job federal government is doing at focusing on long-term solutions for economic growth

Q – Do you think federal members of parliament are doing a very good, good, average, poor or very poor job at focusing on long-term solutions for economic growth in Canada?



■ Very good ■ Good ■ Average ■ Poor ■ Very poor ■ Unsure

*Weighted to the true population proportion.

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

Over 1 in 3 Canadians

report that the federal government is doing a very good or good job (36%) at focusing on long-term solutions for economic growth in Canada. While Canadians are more likely to cumulatively rate the federal government's job as good or very good rather than poor or very poor (31%). They are almost twice as likely to rate the federal government's job as very poor (17%) rather than very good (9%). Residents of the Prairies (28%) are four times as likely to rate the federal government's job as very poor compared to residents of Quebec (7%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Job federal government is doing at focusing on long-term solutions for economic growth – by demographics

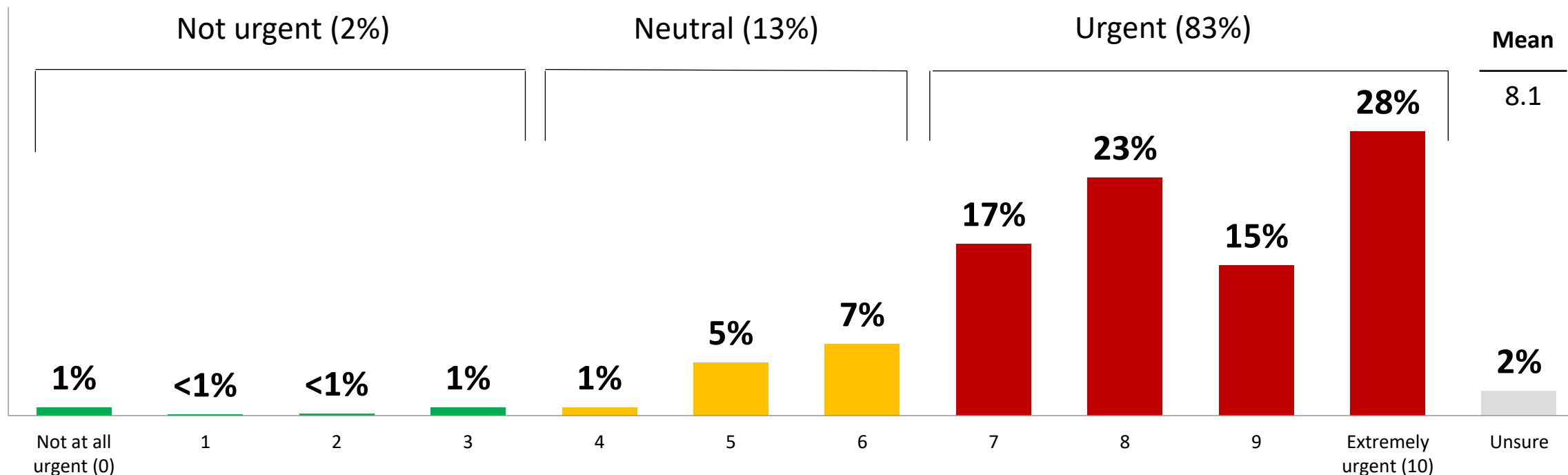
Q – Do you think federal members of parliament are doing a very good, good, average, poor or very poor job at focusing on long-term solutions for economic growth in Canada?

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Very good	8.5%	4.5%	7.3%	9.3%	9.3%	9.3%	5.4%	11.5%	11.1%	6.4%	8.5%
Good	27.1%	36.8%	23.7%	24.6%	26.5%	35.9%	27.1%	27.2%	25.8%	28.0%	27.3%
Average	29.3%	27.9%	41.4%	27.4%	22.3%	23.8%	28.4%	30.2%	30.9%	30.4%	27.4%
Poor	13.5%	15.5%	11.9%	15.4%	12.8%	11.2%	14.8%	12.4%	13.6%	13.7%	13.4%
Very poor	17.3%	11.9%	6.7%	20.1%	27.6%	16.5%	22.4%	12.4%	16.7%	18.1%	17.0%
Unsure	4.3%	3.4%	9.0%	3.3%	1.4%	3.3%	2.1%	6.4%	1.9%	3.6%	6.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Urgency of Workers in Canada Learning new skills

Q – On a scale from 0 to 10 where 0 is not at all urgent and 10 is extremely urgent, how urgent do you think it is that workers in Canada learn new skills?



Over four in five Canadians rated the urgency of workers in Canada a seven or higher out of ten (mean score of 8.1). Residents of Atlantic Canada were more likely to give a higher urgency score (93% gave a score of seven or higher out of ten) compared to residents of Quebec and the Prairies (77% gave a score of seven out of ten or higher).

*Weighted to the true population proportion.

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

Urgency of Workers in Canada Learning new skills – by demographics

Q – On a scale from 0 to 10 where 0 is not at all urgent and 10 is extremely urgent, how urgent do you think it is that workers in Canada learn new skills?

	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Net - Extremely urgent (7-10)	82.6%	92.8%	77.4%	85.9%	77.2%	83.8%	84.6%	80.7%	82.6%	82.8%	82.4%
Net - Neutral (4-6)	13.0%	5.7%	17.0%	11.8%	16.1%	9.3%	12.2%	13.8%	14.0%	13.0%	12.3%
Net - Not at all urgent (0-3)	2.0%	-	1.9%	1.8%	2.2%	3.1%	1.5%	2.4%	1.5%	1.4%	2.7%
Unsure	2.4%	1.4%	3.7%	0.4%	4.5%	3.8%	1.8%	3.1%	1.8%	2.8%	2.6%

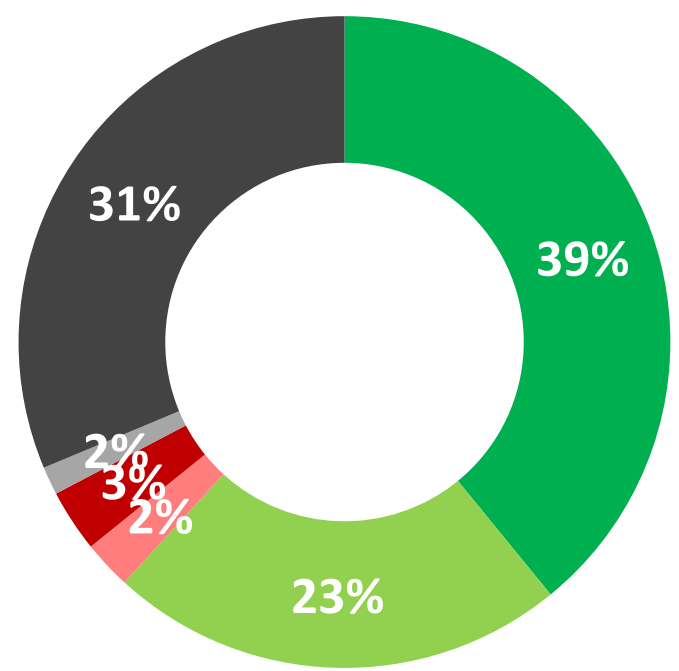
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Openness to learning a new skill

3 in 5 Canadians

say they are open (39%) or somewhat open (23%) to learning a new work skill. Those from Atlantic Canada reported being the most open (52%) to learning new work skills. Almost a third of Canadians reported that the question was not applicable or that they were retired (31%).

Q - Are you open, somewhat open, somewhat not open or not open to learning new work skills?



- Open
- Somewhat open
- Somewhat not open
- Not open
- Unsure
- Not applicable/I am retired

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

Openness to learning a new skill- by demographics

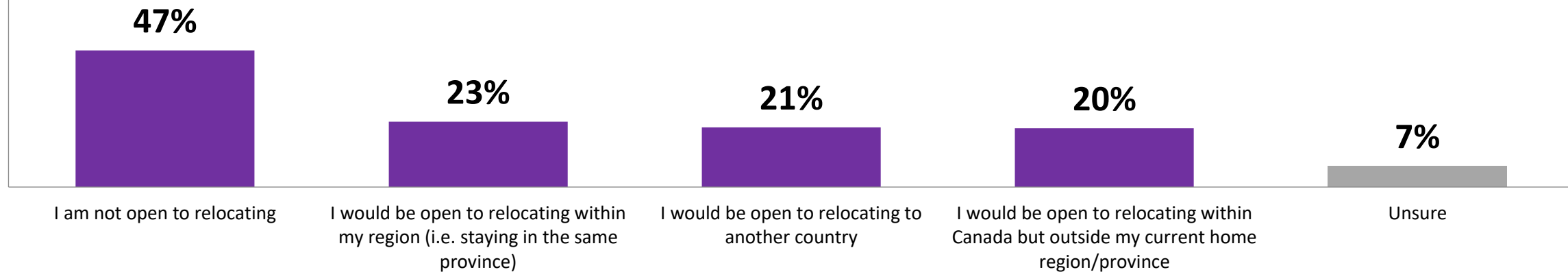
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	Canada 2026-03 (n=1058)	Atlantic (n=104)	Quebec (n=219)	Ontario (n=360)	Prairies (n=223)	British Columbia (n=152)	Male (n=562)	Female (n=496)	18 to 34 (n=181)	35 to 54 (n=469)	55 plus (n=408)
Open	39.1%	52.2%	35.2%	40.0%	40.4%	35.0%	41.0%	37.3%	39.6%	41.8%	36.7%
Somewhat open	22.7%	11.5%	33.5%	19.8%	19.8%	22.0%	23.9%	21.6%	18.5%	22.2%	25.9%
Somewhat not open	2.4%	1.1%	1.4%	1.4%	4.9%	4.3%	3.1%	1.8%	1.0%	2.8%	3.0%
Not open	3.1%	4.2%	3.3%	3.7%	1.6%	2.5%	4.2%	2.0%	3.0%	3.4%	2.9%
Unsure	1.4%	-	1.1%	2.1%	0.6%	1.4%	2.1%	0.6%	2.2%	1.0%	1.1%
Not applicable/I am retired	31.3%	31.1%	25.5%	32.9%	32.7%	35.0%	25.7%	36.7%	35.8%	28.8%	30.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 1st to March 8th, 2026, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Willingness to relocate to take advantage of work opportunities

Q – [IF WORKING] Which of the following describe you when it comes to relocating where you live to take advantage of work opportunities?



Almost half of Canadian report that they are not willing to relocate to take advantage of work opportunities (47%). Women (52%) are more likely to report not being open to relocating for work opportunities than men (43%). Residents of Atlantic Canada are the most likely to consider relocating with about a third being willing relocate to within Canada but outside of their region (35%) or relocating within their region (32%). Canadians aged 18 to 34 are the least likely age group to report wanting to move to another country for work opportunities (13%) while also the age group that is most likely to say they are unwilling to relocate for work opportunities (56%). Although not part of this study, financial risk of moving for work and appetite for telework may have an impact on the perceptions of young people when it comes to willingness to move for work.

*Weighted to the true population proportion.

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

** Multifrequency results based on respondents having the option of choosing multiple responses.

Willingness to relocate to take advantage of work opportunities – by demographics

Q – [IF WORKING] Which of the following describe you when it comes to relocating where you live to take advantage of work opportunities?

	Canada 2026-03 (n=740)**	Atlantic (n=73)	Quebec (n=165)	Ontario (n=245)	Prairies (n=155)	British Columbia (n=102)	Male (n=425)	Female (n=315)	18 to 34 (n=117)	35 to 54 (n=334)	55 plus (n=289)
I would be open to relocating within my region (i.e. staying in the same province)	22.6%	32.4%	21.4%	20.7%	24.5%	23.1%	27.5%	17.1%	18.2%	25.4%	23.1%
I would be open to relocating within Canada but outside my current home region/province	20.3%	34.6%	14.9%	22.5%	22.3%	14.5%	23.1%	17.1%	16.5%	21.0%	22.0%
I would be open to relocating to another country	20.6%	21.4%	13.9%	21.2%	24.8%	25.5%	23.9%	16.9%	13.1%	23.4%	22.8%
I am not open to relocating	47.2%	35.6%	53.4%	47.8%	39.9%	49.3%	43.0%	52.0%	55.8%	43.2%	45.3%
Unsure	7.3%	4.3%	7.9%	8.0%	8.7%	3.7%	5.6%	9.1%	7.3%	6.7%	7.7%

*Values are based on the percentages of positive responses to a specific response option (columns exceed 100%) ** Multifrequency tabs based on multiple responses

**Sample excludes those who do not work.

Element	Description	Element	Description
Research sponsor	Coalition for a Better Future	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	1058 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 Probability Panel	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	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random 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, on vacations, member of Parliament changing political parties, the Canadian Armed Forces, Mark Carney's speech at the World Economic Forum and the amount of immigrants Canada should accept in 2027.
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	By region, age and gender
Field Dates	March 1 st to March 8 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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