



Family Connection Fuels Entrepreneurship Among Young Canadians but Money Remains the Biggest Obstacle.

National survey released August, 2026
Field: July 28 to 31, 2026
Submission 2026-3061

SHIFT
Canada

 **NANOS**

THE UPSHOT

1. **Financial barriers are the biggest obstacle to entrepreneurship for young people:** Nearly two in three say lack of money to get started (64%) is the biggest barrier for young people who want to start a business in Canada. Women (70%) are more likely to say this than men (57%).
2. **Entrepreneurship has broad appeal among young Canadians:** Sixty-five percent of Canadians ages 18 to 34 years old say they plan on being an entrepreneur some day (29%) or are open to being one (36%). Over one in three men say they plan on being an entrepreneur some day (35%) compared to just over one in five women (23%). When asked how likely they would be to start a business, not for profit or social enterprise in the next two years, close to six in ten said likely (15%) or somewhat likely (42%).
3. **Young entrepreneurs are seen as vital to Canada's future:** Just over seventy five percent of Canadians aged 18 to 34 agree (76%; scores of 7-10 out of 10) that young entrepreneurs are important to the future prosperity of Canada. Those who are an entrepreneur (87%) are more likely to agree with this statement than those who are not interested in being one (63%).
4. **Family exposure increases entrepreneurship and makes young Canadians more comfortable:** Of those who are entrepreneurs, two in five say they have a parent or guardian who owned or operated a business (43%) compared to just under one in four entrepreneurs who say they had little or no exposure to entrepreneurship (24%). Three in four Canadians ages 18 to 34 think their exposure to entrepreneurship has made them more comfortable (29%) or somewhat comfortable (47%).

THE UPSHOT – CONT'D

5. **Educational experiences encourage risk-taking and entrepreneurship:** Among those who participated in entrepreneurial programs, just over three in four agree (76%) that their educational experience created an environment that made them comfortable taking risks and being entrepreneurial.
6. **Three in ten young entrepreneurs say they had used resources or services of an organization that supports young entrepreneurs:** Asked whether they had used the resources or services of an organization that supports young entrepreneurs in Canada, three in ten say they have (30%) and close to two in three say they have not (66%). When asked what barriers they have encountered, close to one in five say it was hard to access funding (19%). Close to two in three say they followed training/courses (65%) when asked which resource, service or program they used that offers support for entrepreneurs.
7. **Entrepreneurial programs are viewed very positively by participants:** Four in five Canadian entrepreneurs aged 18 to 34 say the entrepreneurial program they took was helpful (82%; scores of 7-10 out of 10). More than one in two of entrepreneurs say they learnt about their program through social media (56%). Two in five entrepreneurs say it was hard (42%; scores of 7-10 out of 10) to find the entrepreneurial program support they needed.

The research gauged the opinion of Canadians on advice and the benefits of a young person thinking about starting a business, the supports or resources that matter most, the exposure to entrepreneurship growing up, the barriers facing young people who want to start a business, the risk factor of artificial intelligence, likeliness to start a business in the next two years, gaps encountered when using entrepreneurial support, how they learnt about the program and the level of difficulty in finding support and whether the program helped them in starting their business.

Nanos conducted a representative non-probability five-to-seven-minute questionnaire online survey of 996 Canadians, 18 to 34 years of age, from July 28 to 31, 2026. The sample is geographically stratified to be representative of Canada. A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 996 respondents would have a margin of error of ± 3.1 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.](#)
Tables within the report that have significant differences are highlighted in yellow.

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

Note: Data has been segmented based on exposures to entrepreneurship which includes the following:

- had a parent or guardian who owned or operated a business
- another close family member owned or operated a business
- friends of their family owned or operated a business

A low level of exposure includes respondents who had one of these exposures, a medium level includes two of these exposures and a high level includes all three exposures to entrepreneurship.

PATH
FORWARD!

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TEST IDEA

REVIEW RESEN

DIAGNOSE
ENV

A modern office environment with large windows and people working at computers. The scene is dimly lit, with the primary light source being the office windows. Several individuals are seated at long white desks, focused on their work. The office has a clean, minimalist aesthetic with wooden floors and indoor plants. The text is overlaid on the left side of the image.

Current and future interest in entrepreneurship

Young Canadians demonstrate strong interest in entrepreneurship.

Current and Future Interest in Entrepreneurship – By region, gender and age

Q – Which of the following statements best describes you?

	Canada 2026-07 (n=992)	Atlantic (n=96)	Quebec (n=248)	Ontario (n=305)	Prairies (n=193)	British Columbia (n=150)	Male (n=486)	Female (n=501)	18 to 24 (n=358)	25 to 34 (n=634)
I am an entrepreneur	14.2%	15.1%	12.5%	18.3%	10.9%	9.3%	16.2%	12.5%	11.4%	15.9%
I plan on being an entrepreneur some day	28.6%	24.5%	26.7%	28.9%	31.6%	29.2%	35.1%	22.7%	32.4%	26.3%
I am open to being an entrepreneur	36.0%	35.9%	32.1%	35.5%	41.5%	37.1%	33.2%	38.4%	35.1%	36.6%
I am not interested in being an entrepreneur	21.1%	24.5%	28.7%	17.2%	16.0%	24.4%	15.6%	26.4%	21.0%	21.2%

Canadians ages 18 to 34 from Quebec are more likely to not be interested in being an entrepreneur (29%). Men are more likely to plan on being an entrepreneur some day (35%) than women are (23%).

Current and Future Interest in Entrepreneurship – By type and amount of exposure

Q – Which of the following statements best describes you?

	Canada 2026-07 (n=992)	A parent or guardian owned or operated a business (n=247)	Another close family member owned or operated a business (n=212)	Friends of my family owned or operated businesses (n=225)	Low exposure (n=414)	Medium exposure (n=105)	High exposure (n=20)	Little to no exposure (n=394)	Unsure (n=50)
I am an entrepreneur	14.2%	24.2%	19.9%	17.4%	17.1%	25.6%		8.4%	5.6%
I plan on being an entrepreneur some day	28.6%	38.7%	38.9%	37.0%	38.4%	36.6%		17.5%	11.9%
I am open to being an entrepreneur	36.0%	28.8%	35.2%	37.4%	33.9%	34.3%		40.6%	25.3%
I am not interested in being an entrepreneur	21.1%	8.3%	6.0%	8.2%	10.6%	3.4%		33.5%	57.2%

Canadians ages 18 to 34 who have a parent or guardian who owned or operated a business are more likely to say they are an entrepreneur (24%) or plan on being one some day (39%).

Likelihood to start a business in the next two years – By region, gender and age

[IF PLANS TO OR IS OPEN TO BEING AN ENTREPRENEUR] Q – If you are not yet an entrepreneur, are you likely, somewhat likely, somewhat not likely or not likely to start a business, not for profit or social enterprise in the next two years?

	Canada 2026-07 (n=642)	Atlantic (n=58)	Quebec (n=146)	Ontario (n=197)	Prairies (n=141)	British Columbia (n=100)	Male (n=333)	Female (n=305)	18 to 24 (n=240)	25 to 34 (n=402)
Likely	15.1%	11.6%	14.0%	16.5%	15.8%	13.4%	15.7%	13.9%	11.7%	17.2%
Somewhat likely	42.4%	44.2%	38.1%	44.6%	38.6%	47.1%	46.2%	38.7%	43.8%	41.5%
Somewhat not likely	21.8%	17.6%	31.4%	19.0%	20.4%	18.9%	21.1%	22.7%	22.7%	21.1%
Not likely	12.5%	16.2%	8.9%	12.3%	17.5%	9.6%	9.0%	16.3%	14.4%	11.2%
Unsure	8.3%	10.3%	7.6%	7.6%	7.7%	11.1%	7.9%	8.4%	7.3%	8.9%

Canadians ages 18 to 34 years old from Quebec are more likely to say they are somewhat not likely to start a business, not for profit or social enterprise in the next two years (31%).

Likelihood to start a business in the next two years – By statement that best describes them and type of exposure

[IF PLANS TO OR IS OPEN TO BEING AN ENTREPRENEUR] Q – If you are not yet an entrepreneur, are you likely, somewhat likely, somewhat not likely or not likely to start a business, not for profit or social enterprise in the next two years?

	Canada 2026-07 (n=642)	I am an entrepreneur (n=0)	I plan on being an entrepreneur some day (n=279)	I am open to being an entrepreneur (n=363)	I am not interested in being an entrepreneur (n=0)	A parent or guardian owned or operated a business (n=169)	Another close family member owned or operated a business (n=160)	Friends of my family owned or operated businesses (n=166)	I had little or no exposure to entrepreneurship (n=228)	Unsure (n=19)
Likely	15.1%		27.5%	5.2%		23.3%	13.8%	13.1%	9.1%	
Somewhat likely	42.4%		50.8%	35.8%		45.7%	51.2%	53.4%	34.5%	
Somewhat not likely	21.8%		12.9%	28.8%		14.7%	19.9%	19.0%	27.5%	
Not likely	12.5%		5.9%	17.7%		9.4%	9.0%	10.4%	17.5%	
Unsure	8.3%		3.0%	12.5%		6.8%	6.1%	4.1%	11.5%	

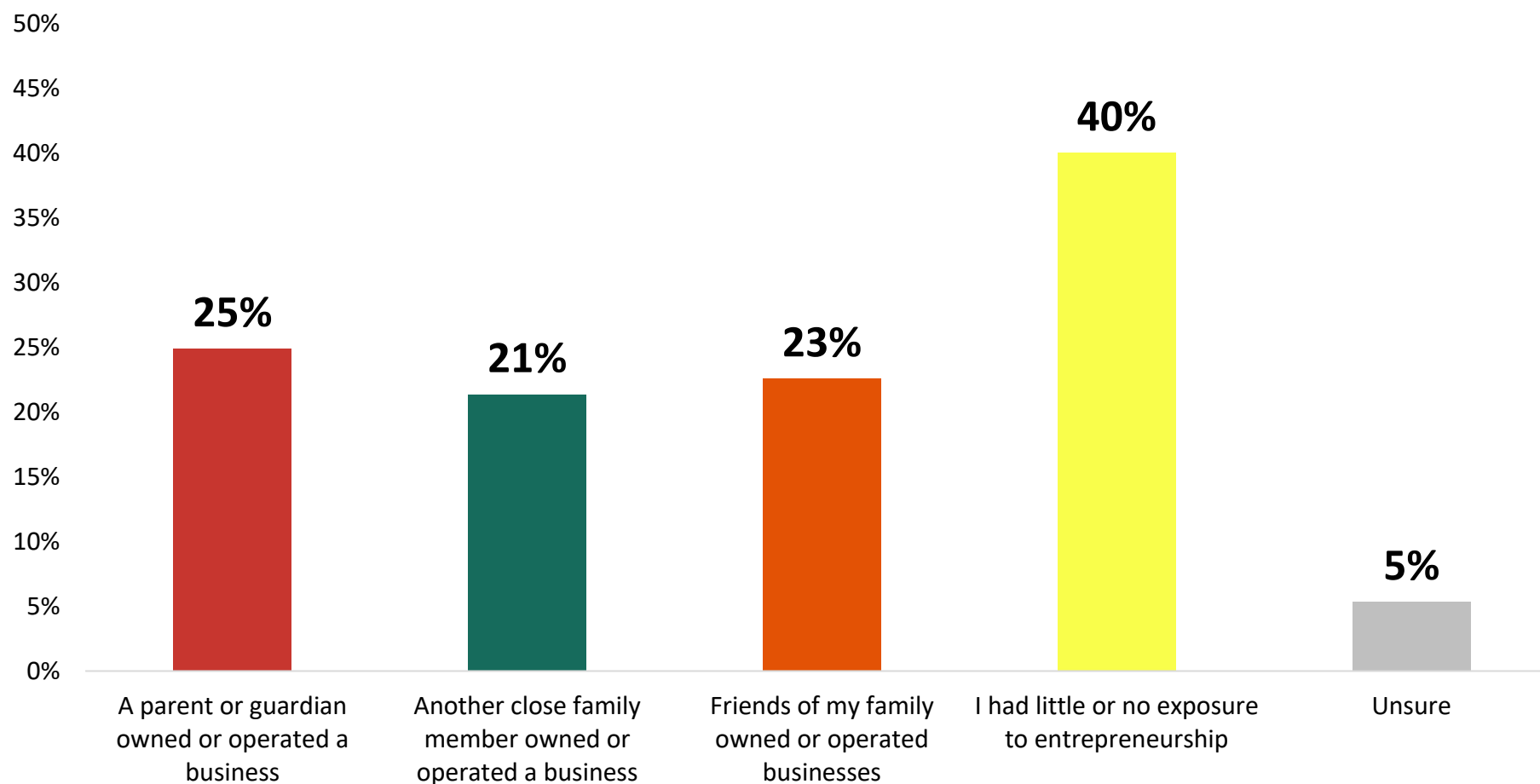
Those who plan on being an entrepreneur some day are more likely to say they will likely start a business, not for profit or social enterprise in the next two years (27%) compared to those who are open to being an entrepreneur (5%).

Exposure to entrepreneurship

Family exposure to entrepreneurship increases both interest in and comfort with entrepreneurship among young Canadians.

Level of exposure to entrepreneurship

Q – Growing up, how much exposure did you have to entrepreneurship through your family? [SELECT ALL THAT APPLY]



Source: Nanos Research, online non-probability representative panel survey, July 28 to 31, 2026, n=988 Canadians ages 18 to 34 years old.

Level of exposure to entrepreneurship – By statement that best reflects them and amount of exposure

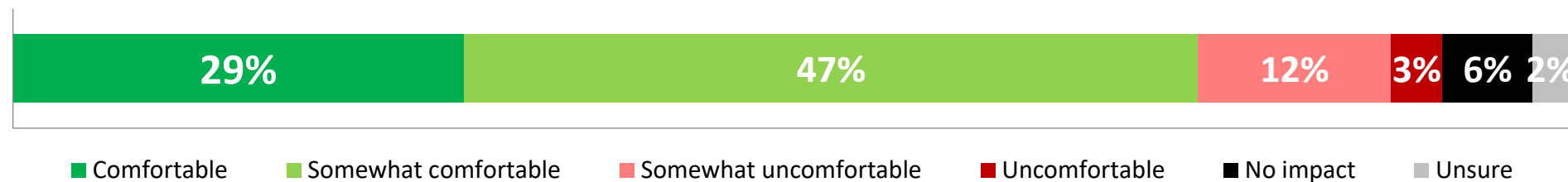
Q – Growing up, how much exposure did you have to entrepreneurship through your family? [SELECT ALL THAT APPLY]

	Canada 2026-07 (n=988)	I am an entrepreneur (n=133)	I plan on being an entrepreneur some day (n=276)	I am open to being an entrepreneur (n=360)	I am not interested in being an entrepreneur (n=214)	Low exposure (n=415)	Medium exposure (n=105)	High exposure (n=20)	Little to no exposure (option 4) (n=396)	Unsure (n=52)
A parent or guardian owned or operated a business	24.9%	42.7%	33.8%	19.9%	9.7%	38.3%	65.1%		0.0%	0.0%
Another close family member owned or operated a business	21.4%	30.2%	29.3%	20.9%	6.1%	30.4%	63.6%		0.0%	0.0%
Friends of my family owned or operated businesses	22.6%	27.9%	29.4%	23.5%	8.8%	31.3%	71.3%		0.0%	0.0%
I had little or no exposure to entrepreneurship	40.0%	23.9%	24.5%	45.0%	63.2%	0.0%	0.0%		100.0%	0.0%
Unsure	5.3%	2.1%	2.2%	3.6%	14.0%	0.0%	0.0%		0.0%	100.0%

Two in five Canadians who are entrepreneurs say they had a parent or guardian who owned or operated a business (43%) and one in three who plan on being an entrepreneur had a parent or guardian who owned or operated a business (34%).

Level of comfort to taking risks as an entrepreneur due to exposure

[IF HAD EXPOSURE TO ENTREPRENEURSHIP IN FAMILY WHILE GROWING UP] Q – Did your exposure to entrepreneurship make you comfortable or uncomfortable taking risks as an entrepreneur yourself?



*Weighted to the true population proportion.

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

3 in 4 young Canadians

who have a parent, guardian, close family member or family friend who owned or operated a business say their exposure to entrepreneurship has made them comfortable (29%) or somewhat comfortable (47%).

Source: Nanos Research, online non-probability representative panel survey, July 28 to 31, 2026, n=538 Canadians ages 18 to 34 years old who were exposed to entrepreneurship in their family while growing up.

Level of comfort to taking risks as an entrepreneur due to exposure – By region, gender and age

[IF HAD EXPOSURE TO ENTREPRENEURSHIP IN FAMILY WHILE GROWING UP] Q – Did your exposure to entrepreneurship make you comfortable or uncomfortable taking risks as an entrepreneur yourself?

	Canada 2026-07 (n=538)	Atlantic (n=52)	Quebec (n=133)	Ontario (n=171)	Prairies (n=103)	British Columbia (n=79)	Male (n=291)	Female (n=246)	18 to 24 (n=196)	25 to 34 (n=342)
Comfortable	29.0%	41.8%	17.5%	35.9%	26.6%	24.5%	30.5%	27.4%	28.7%	29.1%
Somewhat comfortable	47.2%	24.7%	54.6%	48.8%	45.9%	42.6%	47.9%	46.6%	49.6%	45.8%
Somewhat uncomfortable	12.4%	20.9%	11.8%	9.4%	16.8%	12.3%	12.5%	11.9%	13.6%	11.7%
Uncomfortable	3.3%	1.8%	5.4%	1.7%	0.5%	8.8%	3.2%	3.5%	3.0%	3.5%
No impact	5.8%	6.5%	8.3%	2.3%	9.3%	7.3%	5.3%	6.5%	3.6%	7.1%
Unsure	2.3%	4.3%	2.4%	1.7%	1.0%	4.5%	0.7%	4.2%	1.5%	2.8%

Residents of Quebec are less likely to say their exposure to entrepreneurship has made them comfortable (17%) at taking risks as an entrepreneur themselves.

Level of comfort to taking risks as an entrepreneur due to exposure – By statement that best reflects them

[IF HAD EXPOSURE TO ENTREPRENEURSHIP IN FAMILY WHILE GROWING UP] Q – Did your exposure to entrepreneurship make you comfortable or uncomfortable taking risks as an entrepreneur yourself?

	Canada 2026-07 (n=538)	I am an entrepreneur (n=99)	I plan on being an entrepreneur some day (n=204)	I am open to being an entrepreneur (n=183)	I am not interested in being an entrepreneur (n=51)
Comfortable	29.0%	57.2%	30.0%	17.7%	6.8%
Somewhat comfortable	47.2%	32.0%	55.4%	51.8%	28.0%
Somewhat uncomfortable	12.4%	4.2%	10.1%	14.6%	31.8%
Uncomfortable	3.3%	2.6%	1.4%	2.9%	14.6%
No impact	5.8%	3.3%	2.2%	9.8%	12.2%
Unsure	2.3%	0.8%	1.0%	3.1%	6.5%

Those who were exposed to entrepreneurship growing up and are now entrepreneurs are more likely to say their exposure has made them comfortable taking risks as an entrepreneur themselves (57%) compared to those who are not interested in becoming entrepreneurs (seven percent).

Views on entrepreneurship

Experienced mentorship and guidance is most important for aspiring entrepreneurs.

Main benefits of a young person starting a business – By region, gender and age

Q – What do you think are the main benefits, if any, of a young person starting a business? [OPEN-ENDED]

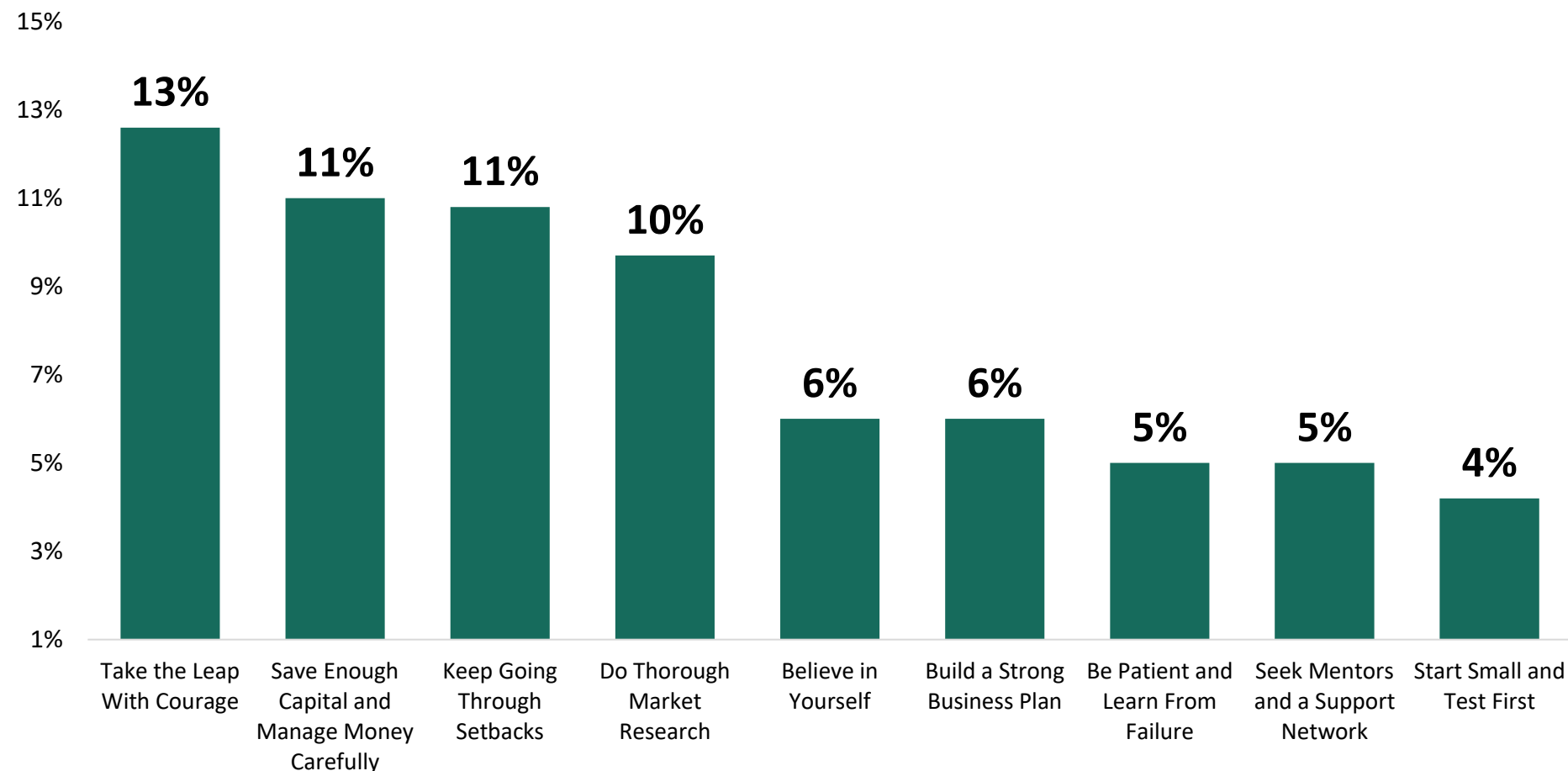
TOP RESPONSES

	Canada 2026-07 (n=967)	Atlantic (n=94)	Quebec (n=236)	Ontario (n=299)	Prairies (n=190)	British Columbia (n=148)	Male (n=468)	Female (n=494)	18 to 24 (n=347)	25 to 34 (n=620)
Being Your Own Boss	14.5%	10.8%	22.8%	11.3%	11.9%	15.2%	12.6%	16.4%	13.9%	14.8%
Skill Development Through Experience	14.3%	10.4%	6.2%	17.4%	14.5%	20.3%	13.4%	14.9%	18.3%	11.9%
Earning Money Early	8.8%	7.9%	9.1%	7.5%	8.0%	13.0%	9.4%	8.0%	12.3%	6.6%
Long-Term Wealth and Future Security	8.6%	12.2%	10.5%	8.0%	7.0%	7.8%	9.6%	7.6%	6.6%	9.8%
Learning From Mistakes While Young	6.9%	8.1%	4.6%	8.4%	5.8%	7.0%	8.0%	5.9%	5.9%	7.4%
Flexible Schedule and Work Freedom	5.8%	6.3%	7.7%	4.5%	7.1%	4.8%	6.1%	5.6%	3.7%	7.1%
Youth Time and Energy Advantage	5.6%	6.0%	7.4%	5.4%	5.3%	3.2%	6.8%	4.5%	5.6%	5.5%
Career Head Start and Growth Opportunities	5.0%	11.0%	4.5%	4.9%	5.7%	2.4%	4.5%	5.5%	6.4%	4.1%
Creative Ideas and Fresh Perspective	4.0%	3.6%	0.4%	5.4%	6.3%	3.3%	3.1%	4.7%	5.2%	3.3%

Residents of Quebec are more likely to think the main benefit of a young person starting a business is being their own boss (23%) and less likely to think they will have skill development through experience (six percent).

Advice to a young person thinking about starting a business – Top Responses

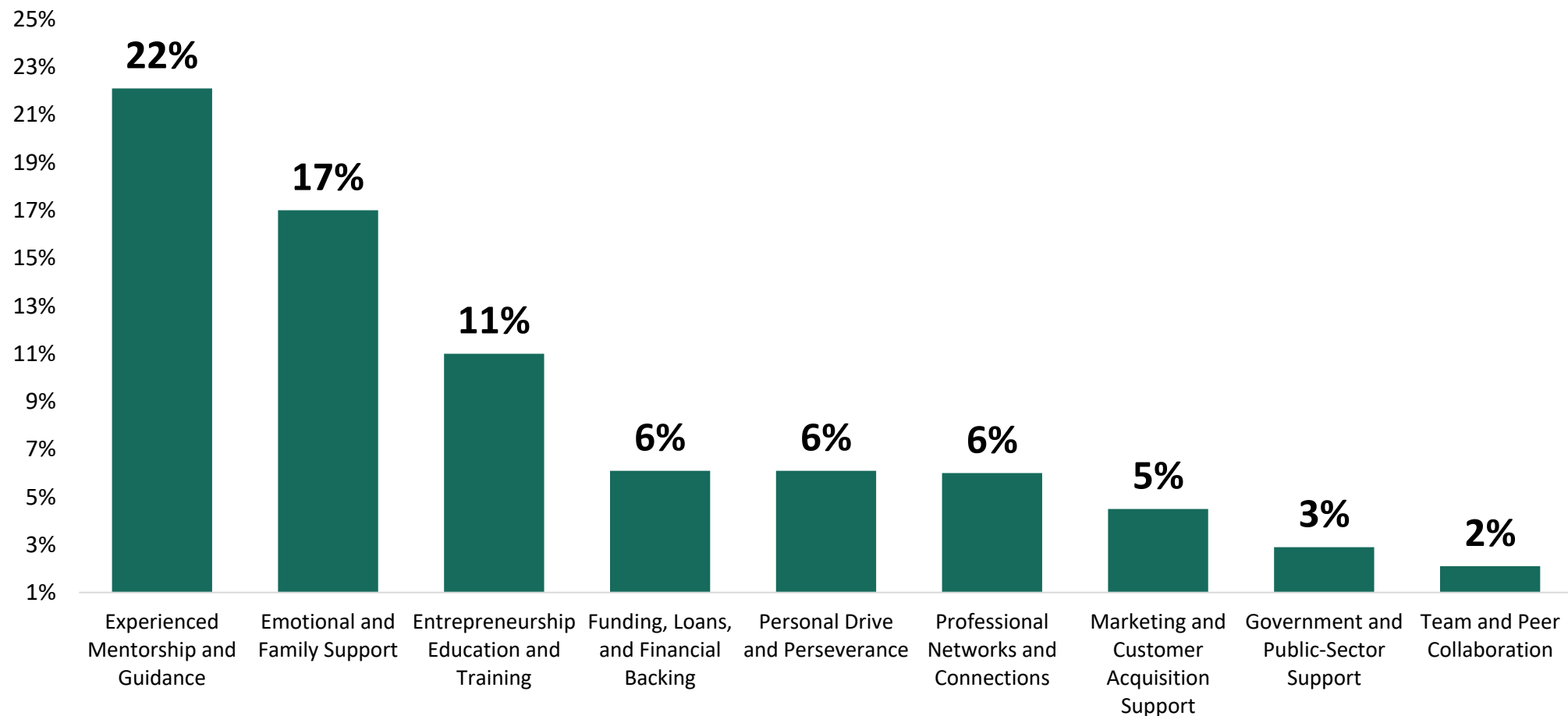
Q – If you could give one piece of advice to a young person thinking about starting a business, what would it be? [OPEN-ENDED]



Source: Nanos Research, online non-probability representative panel survey, July 28 to 31, 2026, n=950 Canadians ages 18 to 34 years old.

Support or resources that matter most for young entrepreneurs – Top Responses

Q – Aside from financial support, what support or resources do you think matter most for young people who want to become entrepreneurs? [OPEN-ENDED]



Source: Nanos Research, online non-probability representative panel survey, July 28 to 31, 2026, n=962 Canadians ages 18 to 34 years old.

Support or resources that matter most for young entrepreneurs – By type of exposure

Q – Aside from financial support, what support or resources do you think matter most for young people who want to become entrepreneurs? [OPEN-ENDED]

TOP RESPONSES

	Canada 2026-07 (n=962)	A parent or guardian owned or operated a business (n=241)	Another close family member owned or operated a business (n=204)	Friends of my family owned or operated businesses (n=219)	I had little or no exposure to entrepreneurship (n=387)	Unsure (n=46)
Experienced Mentorship and Guidance	22.1%	31.5%	24.2%	28.6%	16.0%	12.4%
Emotional and Family Support	17.0%	17.6%	18.2%	14.8%	18.0%	6.0%
Entrepreneurship Education and Training	11.0%	9.1%	8.9%	11.4%	12.3%	11.8%
Funding, Loans, and Financial Backing	6.1%	7.5%	6.4%	5.0%	6.0%	9.1%
Personal Drive and Perseverance	6.1%	4.9%	7.3%	8.0%	5.7%	7.2%
Professional Networks and Connections	6.0%	6.7%	7.8%	9.6%	5.6%	1.9%
Marketing and Customer Acquisition Support	4.5%	4.3%	4.3%	3.4%	5.2%	6.0%
Government and Public-Sector Support	2.9%	2.1%	2.0%	4.3%	2.8%	0.0%
Team and Peer Collaboration	2.1%	3.0%	1.3%	2.1%	2.0%	3.0%

Those who have a parent or guardian who owned or operated a business are almost twice as likely to say experienced mentorship and guidance matters most for young people who want to become entrepreneurs (31%) than those who had little to no exposure (16%).

Barriers facing young entrepreneurs

Financial concerns are top of mind barriers for young Canadians who want to start a business.

Barriers facing young people who want to start a business in Canada – By region, gender and age

Q – What do you think are the biggest barriers facing young people who want to start a business in Canada? (Select as many as apply) [RANDOMIZE]

	Canada 2026-07 (n=996)	Atlantic (n=96)	Quebec (n=249)	Ontario (n=306)	Prairies (n=194)	British Columbia (n=151)	Male (n=489)	Female (n=502)	18 to 24 (n=359)	25 to 34 (n=637)
Lack of money to get started	63.9%	63.6%	59.2%	64.9%	69.8%	61.5%	57.5%	70.3%	63.7%	64.1%
Economic uncertainty	54.8%	47.7%	53.8%	54.0%	57.6%	58.3%	51.3%	57.8%	49.2%	58.1%
Fear of failure or making mistakes	51.5%	48.2%	46.8%	52.6%	55.2%	53.0%	48.9%	54.0%	48.8%	53.1%
Lack of information or knowledge	42.1%	38.6%	42.3%	41.4%	43.8%	43.6%	36.7%	47.3%	38.9%	44.1%
Lack of mentorship support	42.0%	39.6%	37.1%	44.6%	42.6%	43.4%	40.8%	43.4%	34.8%	46.4%
Uncertainty about future outcomes	40.6%	41.5%	39.8%	40.3%	42.5%	40.2%	37.1%	44.1%	35.8%	43.6%
Difficulty building professional networks	34.6%	27.6%	35.9%	33.4%	39.5%	32.9%	32.5%	36.3%	33.8%	35.1%
Lack of time	24.1%	20.0%	19.3%	25.4%	28.2%	25.3%	24.4%	23.9%	27.5%	22.1%
Concern what family/friends might think	16.2%	10.1%	17.5%	16.8%	17.9%	13.3%	15.7%	16.9%	16.6%	16.0%

*Women are more likely to think the biggest barrier facing young people who want to start a business in Canada is the lack of money to get started (70%) compared to men (57%).
Canadians 18 to 24 years old are less likely to think it's lack of mentorship support (35%).*

Barriers facing young people who want to start a business in Canada – By statement that best reflects them and type of exposure

Q – What do you think are the biggest barriers facing young people who want to start a business in Canada? (Select as many as apply) [RANDOMIZE]

	Canada 2026-07 (n=996)	I am an entrepreneur (n=135)	I plan on being an entrepreneur some day (n=278)	I am open to being an entrepreneur (n=363)	I am not interested in being an entrepreneur (n=215)	A parent or guardian owned or operated a business (n=248)	Another close family member owned or operated a business (n=212)	Friends of my family owned or operated businesses (n=225)	I had little or no exposure to entrepreneurship (n=396)	Unsure (n=52)
Lack of money to get started	63.9%	64.9%	56.9%	69.1%	63.9%	60.3%	61.1%	58.3%	75.3%	35.6%
Economic uncertainty	54.8%	46.1%	45.1%	64.2%	58.3%	54.8%	45.7%	59.9%	60.4%	27.5%
Fear of failure or making mistakes	51.5%	48.0%	52.7%	53.0%	49.6%	58.6%	48.6%	47.9%	55.2%	33.7%
Lack of information or knowledge	42.1%	37.4%	44.0%	42.9%	41.9%	42.3%	37.5%	38.4%	51.4%	23.3%
Lack of mentorship support	42.0%	46.8%	42.2%	43.1%	37.0%	45.7%	44.5%	43.9%	44.3%	25.6%
Uncertainty about future outcomes	40.6%	36.3%	37.6%	42.2%	45.1%	40.2%	42.9%	40.4%	45.4%	22.6%
Difficulty building professional networks	34.6%	37.8%	32.1%	38.0%	30.2%	36.5%	37.2%	34.6%	37.2%	19.9%
Lack of time	24.1%	16.8%	29.0%	24.9%	21.6%	18.8%	22.6%	22.0%	27.0%	28.5%
Concern what family/friends might think	16.2%	21.1%	16.4%	14.5%	15.9%	16.8%	16.8%	16.7%	17.1%	19.4%

Canadians ages 18 to 34 who plan on being an entrepreneur some day are less likely to say lack of money to get started as the biggest barrier (57%) compared to those who are open to being an entrepreneur (69%). Those who are open to being an entrepreneur are more likely to say economic uncertainty (64%) than those who plan on being one (45%). Those who had little or no exposure to entrepreneurship are more likely to say the lack of money to get started as the biggest barrier (75%).

Barriers facing young people who want to start a business in Canada – By amount of exposure

Q – What do you think are the biggest barriers facing young people who want to start a business in Canada? (Select as many as apply) [RANDOMIZE]

	Canada 2026-07 (n=996)	Low exposure (from 1-3) (n=415)	Medium exposure (from 1-3) (n=105)	High exposure (from 1-3) (n=20)	Little to no exposure (option 4) (n=396)	Unsure (n=52)
Lack of money to get started	63.9%	57.8%	58.0%		75.3%	35.6%
Economic uncertainty	54.8%	54.2%	49.8%		60.4%	27.5%
Fear of failure or making mistakes	51.5%	49.0%	54.4%		55.2%	33.7%
Lack of information or knowledge	42.1%	34.9%	39.6%		51.4%	23.3%
Lack of mentorship support	42.0%	39.1%	50.1%		44.3%	25.6%
Uncertainty about future outcomes	40.6%	35.7%	53.4%		45.4%	22.6%
Difficulty building professional networks	34.6%	32.5%	33.5%		37.2%	19.9%
Lack of time	24.1%	22.3%	20.9%		27.0%	28.5%
Concern what family/friends might think	16.2%	13.4%	24.8%		17.1%	19.4%

Those who have little to no exposure to entrepreneurship are more likely to say the biggest barrier for young people who want to start a business in Canada is the lack of money to get started (75%) and lack of information or knowledge (51%) compared to those who have low exposure (e.g. a parent or guardian, close family member or friends of family who owned or operated a business) (lack of money to get started; 58% and lack of information or knowledge; 35%).

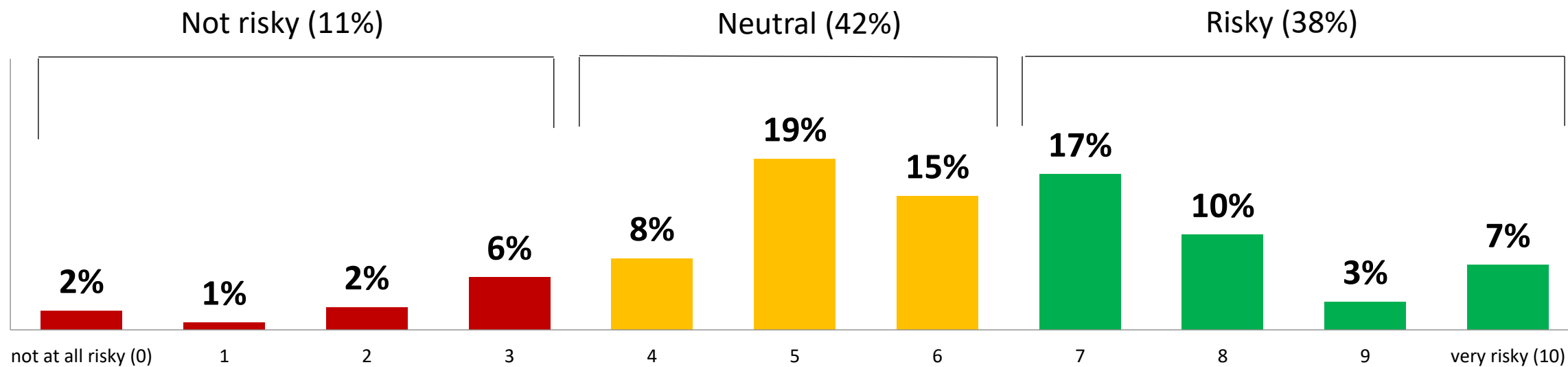
The background of the slide features a blurred image of a person's hands typing on a laptop. Overlaid on this image is a stylized, glowing circuit board pattern that resembles a brain, symbolizing artificial intelligence. The overall color scheme is dark with blue and red accents.

Impact of Artificial Intelligence

Young Canadians are more likely to say that even with Artificial Intelligence, starting a business is more likely to be risky rather than not.

Views towards AI affecting the amount of risk that is needed to start a business

Q – On a scale of 0 to 10 with 0 being makes it not at all risky and 10 being makes it very risky, please rate how AI (artificial intelligence) has changed your view of the amount of risk that is needed to take in order to start a business.



Canadians aged 18 to 34 are somewhat more likely to have a neutral (42%) or risky (38%) view than a not risky view (11%) regarding the impact of AI on the amount of risk that is associated with starting a business.

*Weighted to the true population proportion.

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

Views towards AI affecting the amount of risk that is needed to start a business – By region, gender and age

Q – On a scale of 0 to 10 with 0 being makes it not at all risky and 10 being makes it very risky, please rate how AI (artificial intelligence) has changed your view of the amount of risk that is needed to take in order to start a business.

	Canada 2026-07 (n=996)	Atlantic (n=96)	Quebec (n=250)	Ontario (n=306)	Prairies (n=193)	British Columbia (n=151)	Male (n=490)	Female (n=501)	18 to 24 (n=359)	25 to 34 (n=637)
Mean	6.0	6.4	5.6	6.0	6.2	5.9	5.8	6.2	5.9	6.0
Net - Risky (7-10)	37.9%	38.5%	31.6%	41.3%	41.6%	34.0%	35.3%	40.6%	37.7%	38.1%
Net - Neutral (4-6)	41.6%	41.1%	43.5%	40.2%	40.8%	43.6%	44.3%	39.0%	41.4%	41.7%
Net - Not Risky (0-3)	11.2%	4.3%	16.0%	10.8%	9.0%	10.2%	13.7%	8.8%	12.2%	10.6%
Unsure	9.3%	16.0%	8.9%	7.7%	8.5%	12.1%	6.7%	11.5%	8.7%	9.6%



Entrepreneurship in Canada

Young entrepreneurs are viewed as important to the future prosperity of Canada.

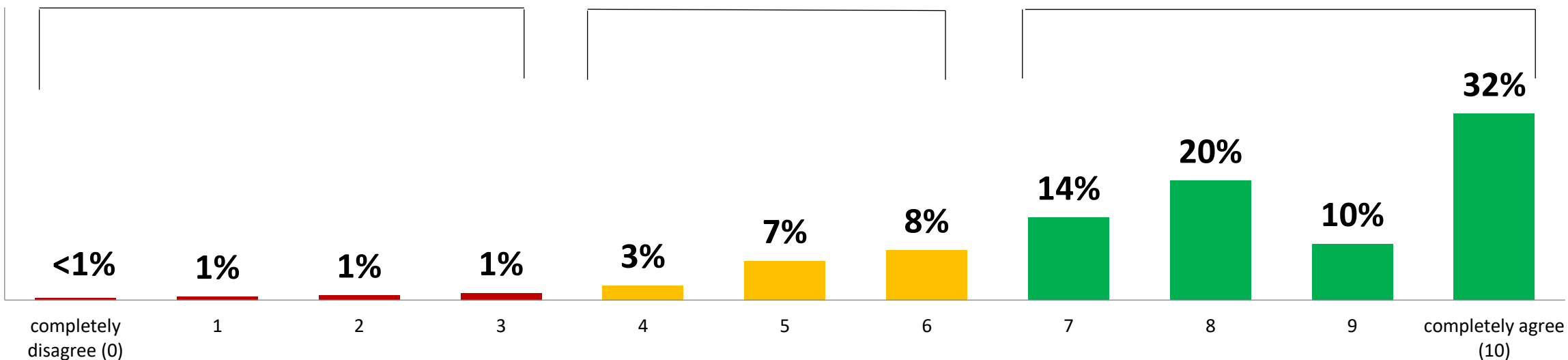
Views towards young entrepreneurs being important to the future prosperity of Canada

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: Young entrepreneurs are important to the future prosperity of Canada.

Disagree (3%)

Neutral (18%)

Agree (76%)



Three in four Canadians ages 18 to 34 agree (76%) that young entrepreneurs are important to the future prosperity of Canada. Less than one in five (18%) have a neutral view towards this and three percent disagree.

*Weighted to the true population proportion.

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

Source: Nanos Research, online non-probability representative panel survey, July 28 to 31, 2026, n=993 Canadians ages 18 to 34 years old.

Views towards young entrepreneurs being important to the future prosperity of Canada – By statement that best reflects them

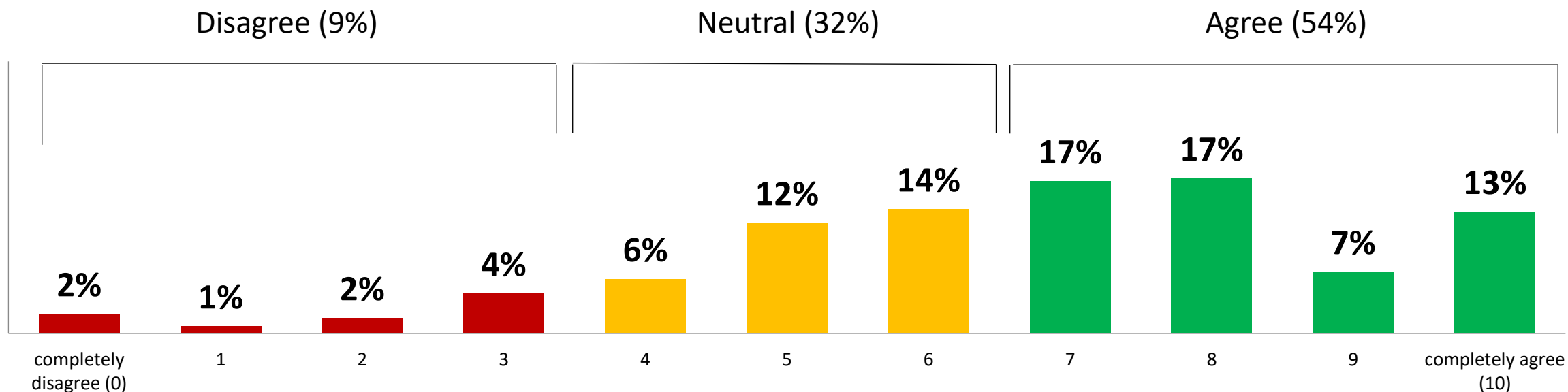
Q – On a scale of 0 to 10 where 0 is completely disagree and 10 completely agree, please score your level of agreement with the following statement: Young entrepreneurs are important to the future prosperity of Canada.

	Canada 2026-07 (n=993)	I am an entrepreneur (n=135)	I plan on being an entrepreneur some day (n=277)	I am open to being an entrepreneur (n=362)	I am not interested in being an entrepreneur (n=214)
Mean	7.9	8.6	8.1	7.9	7.4
Net - Agree (7-10)	75.9%	86.9%	80.8%	74.9%	63.3%
Net - Neutral (4-6)	17.7%	11.3%	13.6%	20.3%	23.1%
Net - Disagree (0-3)	2.9%	1.8%	4.9%	1.3%	3.9%
Unsure	3.5%	0.0%	0.7%	3.5%	9.7%

Canadians ages 18 to 34 who are entrepreneurs are more likely to agree (87%) that young entrepreneurs are important to the future prosperity of Canada than those who are not interested in being an entrepreneur (63%).

Views towards Canada being a great place to turn a bold idea into a successful business

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 is a great place to turn a bold idea into a successful business.



Just over half of Canadians ages 18 to 34 agree (54%) that Canada is a great place to turn a bold idea into a successful business. Close to one in three have a neutral view and nine percent disagree with this.

*Weighted to the true population proportion.

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

Views towards Canada being a great place to turn a bold idea into a successful business – By region, gender and age

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 is a great place to turn a bold idea into a successful business.

	Canada 2026-07 (n=994)	Atlantic (n=96)	Quebec (n=250)	Ontario (n=304)	Prairies (n=193)	British Columbia (n=151)	Male (n=489)	Female (n=500)	18 to 24 (n=358)	25 to 34 (n=636)
Mean	6.7	6.8	6.4	6.8	6.7	6.5	6.6	6.7	6.6	6.7
Net - Agree (7-10)	54.1%	49.8%	52.7%	54.9%	54.4%	56.1%	55.0%	53.5%	50.0%	56.6%
Net - Neutral (4-6)	31.9%	30.6%	32.9%	31.9%	33.4%	29.2%	31.4%	32.2%	37.3%	28.7%
Net - Disagree (0-3)	9.1%	10.9%	9.9%	8.5%	7.6%	10.8%	10.5%	7.9%	7.4%	10.2%
Unsure	4.8%	8.7%	4.6%	4.7%	4.6%	3.9%	3.1%	6.5%	5.4%	4.5%

Views towards Canada being a great place to turn a bold idea into a successful business – By statement that best reflects them and type of exposure

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 is a great place to turn a bold idea into a successful business.

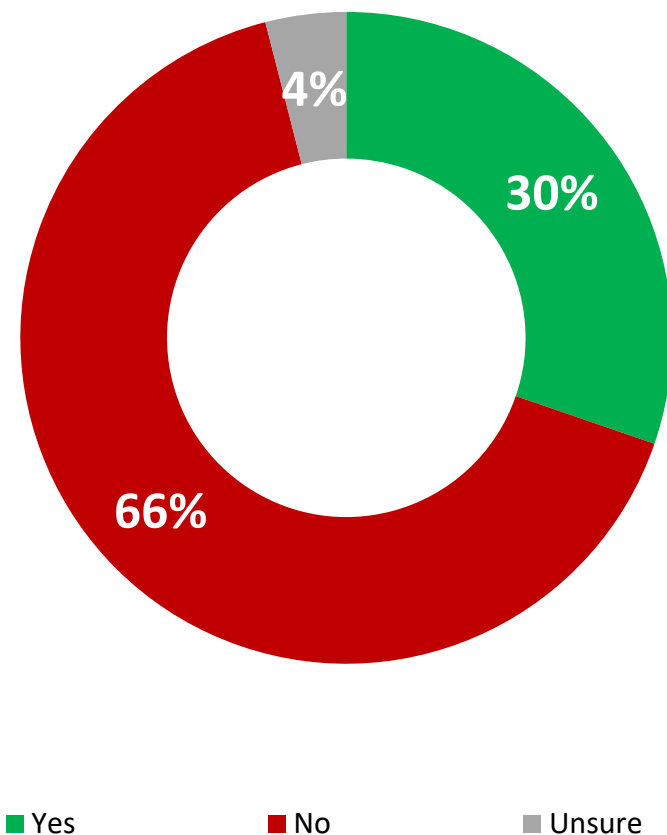
	Canada 2026-07 (n=994)	I am an entrepreneur (n=135)	I plan on being an entrepreneur some day (n=277)	I am open to being an entrepreneur (n=363)	I am not interested in being an entrepreneur (n=214)	A parent or guardian owned or operated a business (n=246)	Another close family member owned or operated a business (n=210)	Friends of my family owned or operated businesses (n=225)	I had little or no exposure to entrepreneurship (n=396)	Unsure (n=52)
Mean	6.7	7.6	7.1	6.4	5.9	7.4	7.0	7.1	6.2	5.7
Net - Agree (7-10)	54.1%	74.9%	64.2%	47.9%	37.6%	65.8%	59.4%	65.8%	48.2%	22.8%
Net - Neutral (4-6)	31.9%	15.2%	27.7%	36.5%	40.3%	27.0%	32.2%	24.3%	33.6%	48.9%
Net - Disagree (0-3)	9.1%	7.9%	7.3%	10.2%	10.7%	5.7%	8.0%	7.5%	11.3%	7.5%
Unsure	4.8%	2.0%	0.8%	5.3%	11.4%	1.5%	0.5%	2.3%	6.8%	20.8%

Canadians ages 18 to 34 who are entrepreneurs are more likely to agree (75%) that Canada is a great place to turn a bold idea into a successful business compared to those who are open to being one (48%). Those who have a parent, guardian or a close family member who owned or operated a business are more likely to agree (66% each) than those who had little to no exposure (48%).

Entrepreneurship support and resources

Educational experiences are seen as encouraging risk-taking and entrepreneurship among young Canadians.

[IF IS AN ENTREPRENEUR] Q – Have you ever used the resources or services of an organization that supports young entrepreneurs in Canada?



*Weighted to the true population proportion.

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

Use of resources or services of an organization that supports young entrepreneurs in Canada

3 in 10 young Canadians

have used the resources or services of an organization that supports young entrepreneurs in Canada. In contrast, two in three Canadians ages 18 to 34 (66%) have not used them.

Gaps encountered during the search for entrepreneurial supports

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] Q – In your search for entrepreneurial supports, what gaps if any, did you encounter? [OPEN]

Of those who have used resources or services from an organization that supports young entrepreneurs in Canada, close to one in five say they find it hard to access funding (19%) when asked about the gaps they have encountered.

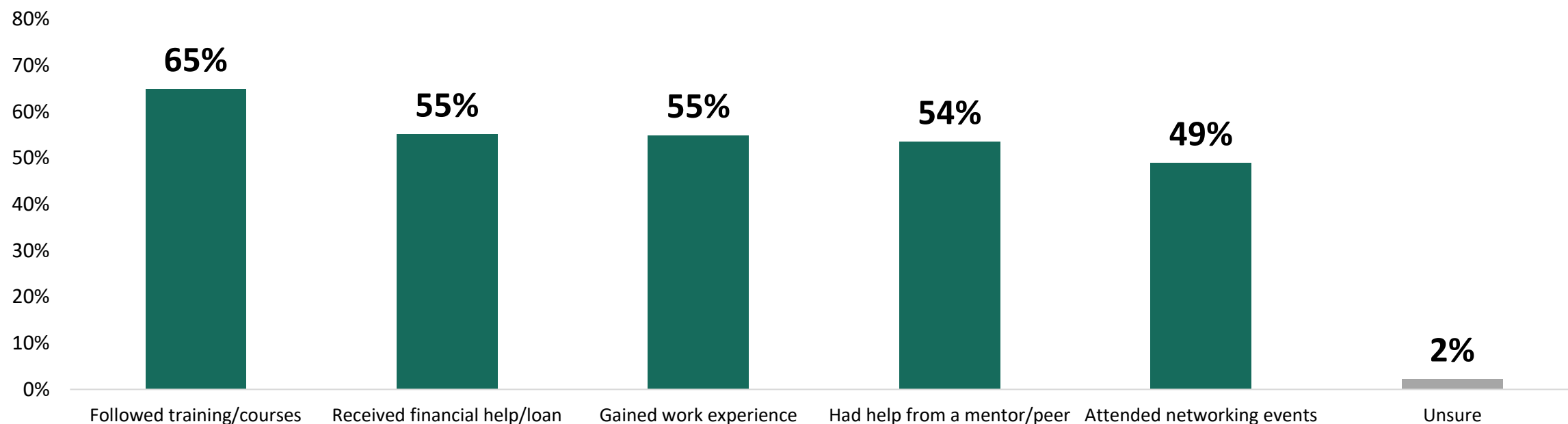


	I am an entrepreneur who has participated in an entrepreneurial program (n=41)*
Hard-to-Access Funding	18.8%
Scattered or Unclear Support Information	11.2%
Missing Mentorship and Guidance	9.4%
Early Exposure and Learning Helped	8.5%
Political Barriers to Success	3.9%
Other	36.3%
No Comment	11.9%

*Note: Caution should be used when interpreting results based on small sample sizes.

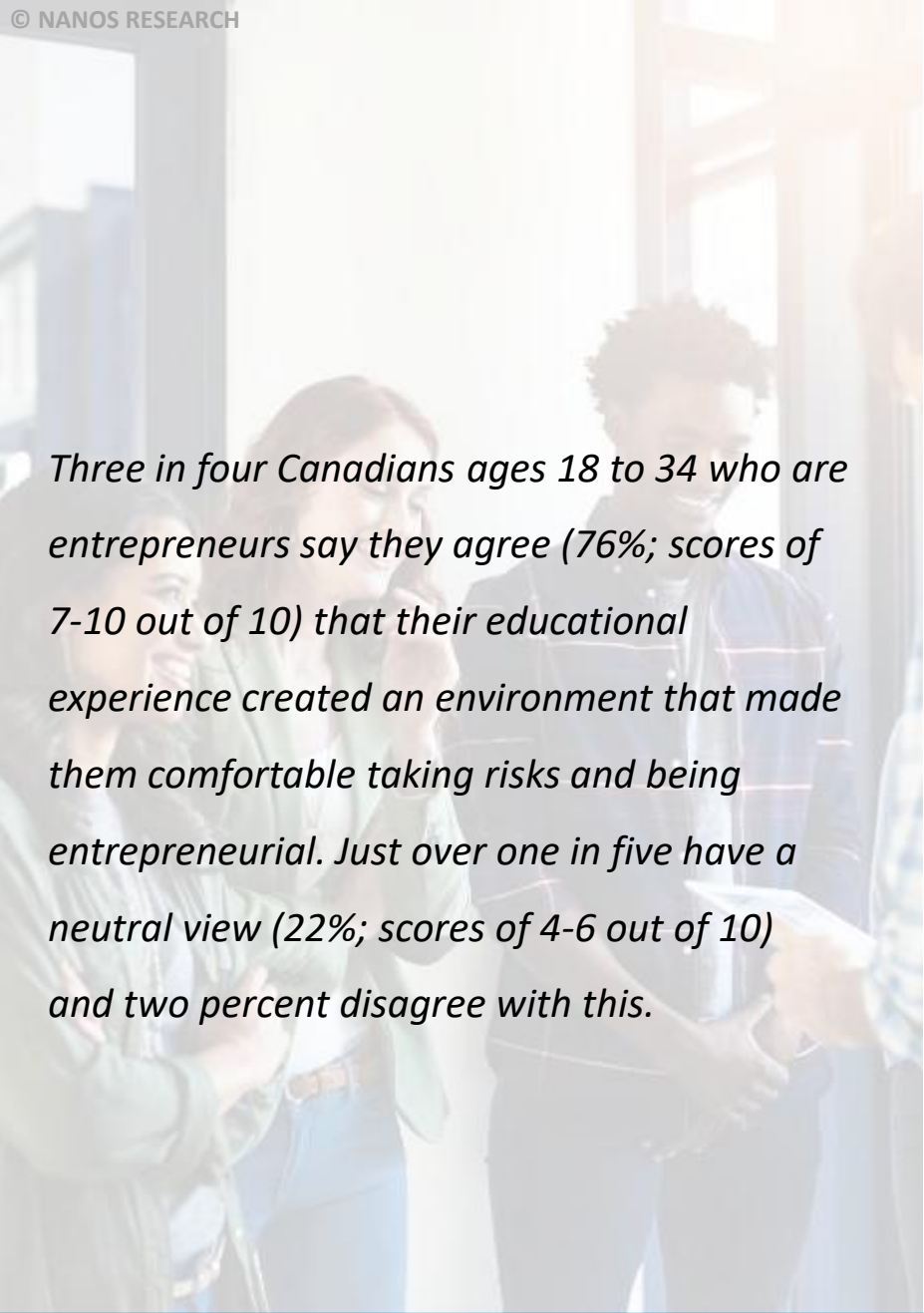
Use of resources, services or programs offered from an organization that supports entrepreneurs

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] Q – Have you ever used any of the following resources, services or programs offered from an organization that supports entrepreneurs? (Select all that apply)
[RANDOMIZE]



Two in three Canadians ages 18 to 34 who are entrepreneurs say they have followed training/courses (65%) when asked whether they have used the following resources, services or programs offered from an organization that supports entrepreneurs. More than half say they have received financial help/loan (55%), gained work experience (55%) and had help from a mentor/peer (54%).

**Note: Caution should be used when interpreting results based on small sample sizes.*



Three in four Canadians ages 18 to 34 who are entrepreneurs say they agree (76%; scores of 7-10 out of 10) that their educational experience created an environment that made them comfortable taking risks and being entrepreneurial. Just over one in five have a neutral view (22%; scores of 4-6 out of 10) and two percent disagree with this.

Views towards educational experience creating an environment that made the respondent comfortable at taking risks and being entrepreneurial

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] 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: My educational experience created an environment that made me comfortable taking risks and being entrepreneurial.

		I am an entrepreneur who has participated in an entrepreneurial program (n=41)*
Mean		7.9
Net - Agree (7-10)		75.9%
Net - Neutral (4-6)		21.9%
Net – Disagree (0-3)		2.2%
Unsure		0.0%

*Note: Caution should be used when interpreting results based on small sample sizes.

Sources of awareness for entrepreneurial programs

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] Q – If you participated in a specific entrepreneurial program, how did you learn about the program? (Select all that apply) [RANDOMIZE]

Over half of respondents who participated in a specific entrepreneurial program say they learnt about the program through social media (56%). This is followed by two in five who say they learnt about the program through a Google search (42%) and word of mouth (39%).

	I am an entrepreneur who has participated in an entrepreneurial program (n=41)*
Social media	56.5%
Google search	42.0%
Word of mouth	39.0%
Through school	33.3%
Ads	18.3%
School/teacher	3.4%
Not applicable/did not participate in a program	7.9%

*Note: Caution should be used when interpreting results based on small sample sizes.



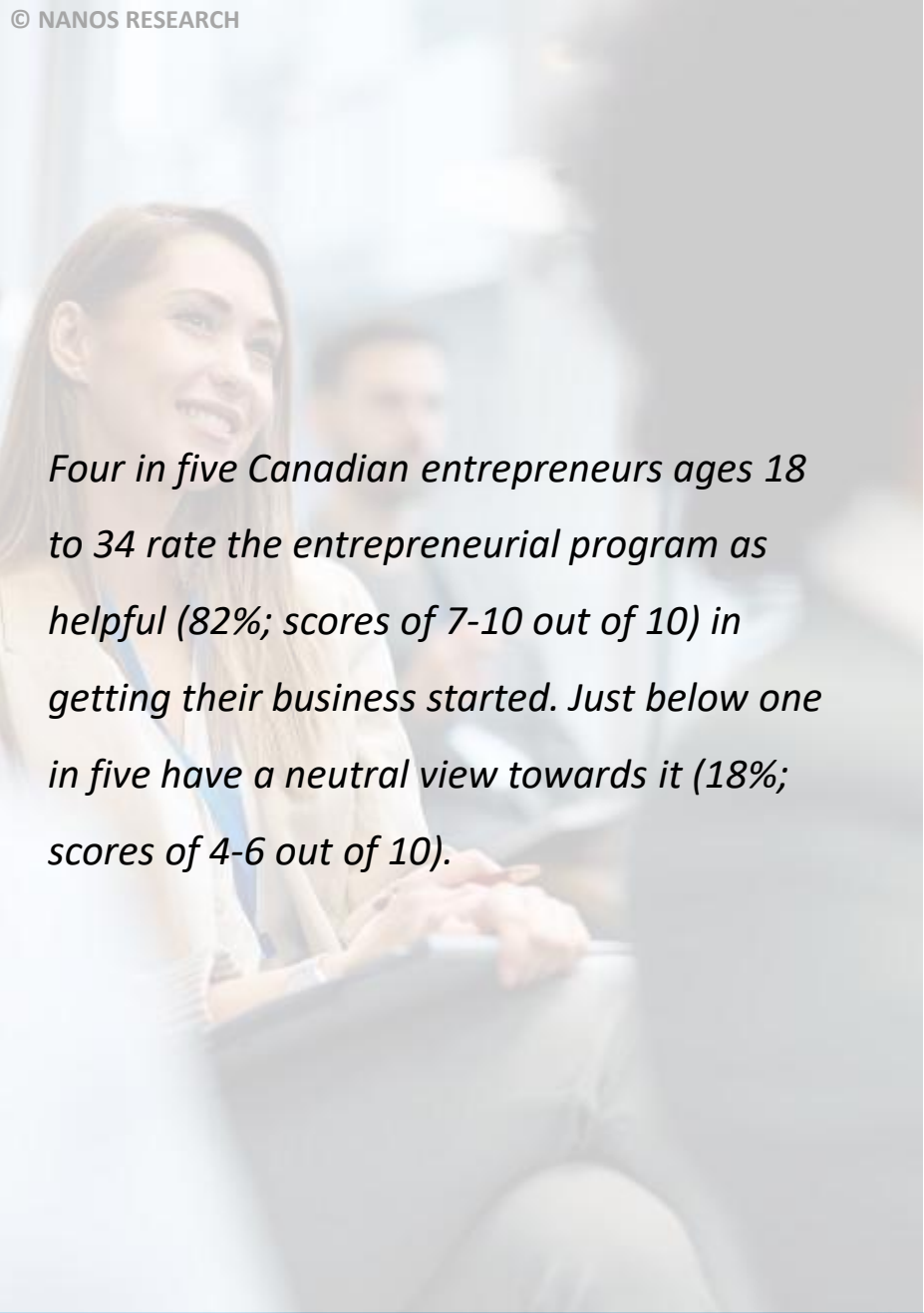
Canadians ages 18 to 34 who are entrepreneurs are most likely to have a neutral view (45%; scores of 4-6 out of 10) when asked to score the difficulty of finding the entrepreneurial program support they needed. Two in five scored it to be hard (42%; scores of 7-10 out of 10). Less than one in six rated it as easy (14; scores of 0-3 out of 10).

Views on the difficulty of finding the entrepreneurial program support

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] Q – On a scale of 0 to 10 where 0 is very easy and 10 very hard, please score the difficulty of finding the entrepreneurial program support you needed.

	I am an entrepreneur who has participated in an entrepreneurial program (n=36)*
Mean	6.0
Net - Hard (7-10)	41.7%
Net - Neutral (4-6)	44.7%
Net - Easy (0-3)	13.6%
Unsure	0.0%

*Note: Caution should be used when interpreting results based on small sample sizes.



Four in five Canadian entrepreneurs ages 18 to 34 rate the entrepreneurial program as helpful (82%; scores of 7-10 out of 10) in getting their business started. Just below one in five have a neutral view towards it (18%; scores of 4-6 out of 10).

Views on helpfulness of the entrepreneurial program in getting a business started

[IF USED THE RESOURCES OR SERVICES OF AN ORGANIZATION THAT SUPPORTS YOUNG ENTREPRENEURS IN CANADA] Q – On a scale of 0 to 10 where 0 is not at all helpful and 10 is very helpful, please rate how helpful the entrepreneurial program was in getting your business started.

I am an entrepreneur who has participated in an entrepreneurial program (n=37)*	
Mean	8.0
Net - Helpful (7-10)	82.3%
Net - Neutral (4-6)	17.7%
Net - Not helpful (0-3)	0.0%
Unsure	0.0%

*Note: Caution should be used when interpreting results based on small sample sizes.

Element	Description	Element	Description
Research sponsor	Shift Canada	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	996 Canadians	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	Bonning & Associates	Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Type of Sample	Representative non-probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada.
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 996 respondents would have a margin of error of ± 3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Not applicable
Mode of Survey	Online survey	Question Order	Question order in the preceding report are ordered by theme. Please refer to the tabulations for the order in which they appeared in the original questionnaire.
Sampling Method Base	Non-probability	Question Content	All questions asked are contained in the report.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 to 34 years old. 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.
Demographics (Other)	Age, gender, education, income	Research/Data Collection Supplier	Nanos Research
Field Dates	July 28 to 31, 2026.	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 .
Language of Survey	The survey was conducted in both English and French.	Data Tables	<u>By region, age and gender, connection and exposure to entrepreneurship, household income and education</u>
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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