



VIBES REPORT

September 2026

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Methodology

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Field Window	August 7 to 13, 2026.
Sampling	Online survey of randomly-selected sample of 2,004 eligible voters in Canada . Respondents were recruited from a mix of the Leger and Dynata online research panels.
Reliability	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.2\%$, 19 times out of 20.
Weighting	Data has been weighted using the most current gender, age, and region Census data to ensure the sample reflects the actual population of adult Canadians.

SAMPLE DISTRIBUTION COUNTS		
REGION	Weighted	Unweighted
British Columbia	283	300
Alberta	222	201
Saskatchewan	62	95
Manitoba	66	101
Ontario	774	552
Quebec	461	451
Atlantic	134	304
TOTAL	2,004	2,004



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POLLARA STRATEGIC INSIGHTS IS A MEMBER OF THE **CANADIAN RESEARCH INSIGHTS COUNCIL (CRIC)**, AND THIS RESEARCH WAS CONDUCTED IN COMPLIANCE WITH CRIC STANDARDS.

What is the Vibes Report?

At Pollara, we believe emotion drives decisions more than rational, cognitive thought. Politicians win elections when they tap into public sentiment, not because voters compare and contrast platforms. Corporate brand loyalties are built on nostalgia. People buy things because of the way it makes them feel.

In all the research Pollara does, we measure these emotional connections. We measure how people *feel* more than what they *think*.

Enter the Vibes Report.

This regular tracking poll will measure the mood of Canadians. Think of it as “right track / wrong track” but with a modern twist. People now sum up their gut feeling about everything from their workplace to their love life to politicians with a “vibes are good” or “vibes are bad” dichotomy. So what better way to measure the mood of the country?



62%

of Canadians feel the **vibes are good** in Canada right now

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Key Findings

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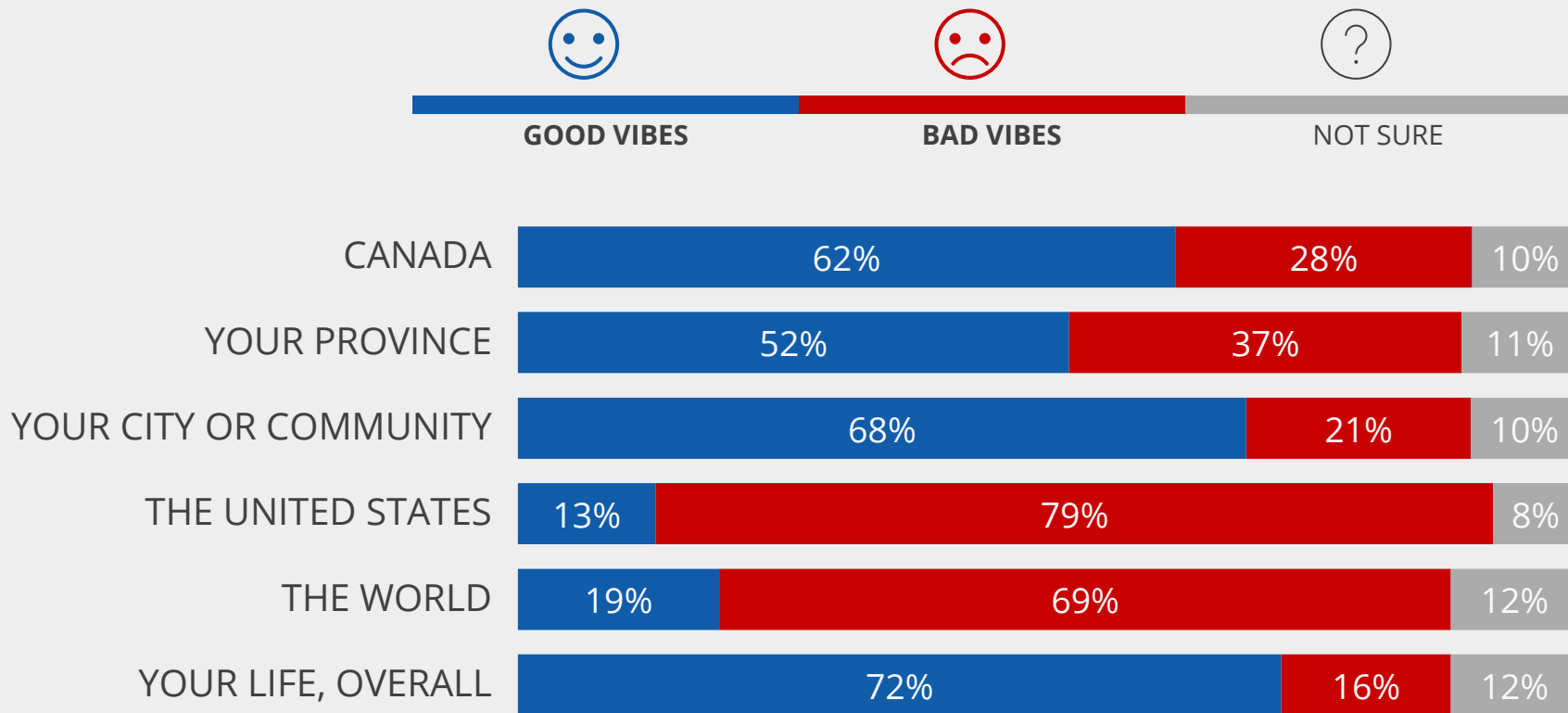
- The inaugural Vibes Report shows Canadians look at Canada as **an island of good vibes in a global sea of worries**. The majority feel the vibes are good in their life (72%), their community (68%), Canada (62%), and their province (52%) – but *not* in the United States (13%) or the world (19%).
 - Notably, in Alberta (province: 43% good vibes / Canada: 58% good vibes) and Ontario (49% / 63%), people are significantly more likely to feel the vibes are good in Canada than in their own province.
 - Seniors feel the best vibes about their life, about Canada, about their province, and about their community – but are the most pessimistic about the vibes in the United States.
- The dominant emotions Canadians feel are **“worried”** and **“hopeful”**. Seniors and young men are more likely to lean towards hope, but worry is the dominant emotion felt among all other groups.
 - Quebecers are the most likely to feel **“happy”**.



SURVEY FINDINGS

Vibes Report: Good vibes in Canada, but bad vibes outside our borders

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"Vibes" are a way of describing a mood or feeling. If things feel good, you might say "the vibes are good" and if things feel bad you might say "the vibes are bad". Given this, how would you describe the vibes when it comes to each of the following? Base: Total (n=2,004).

The Vibes on Canada: Twice as many feel good rather than bad vibes

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- 67% of immigrants feel good vibes about Canada, compared to 61% of people born here.
- Amid a separation referendum, Albertans feel the least positive about Canada – but the vibes are still largely good: 58% of Albertans feel good vibes about Canada and 31% feel bad vibes.

Good Vibes, Bad Vibes: Sentiment Toward Canada



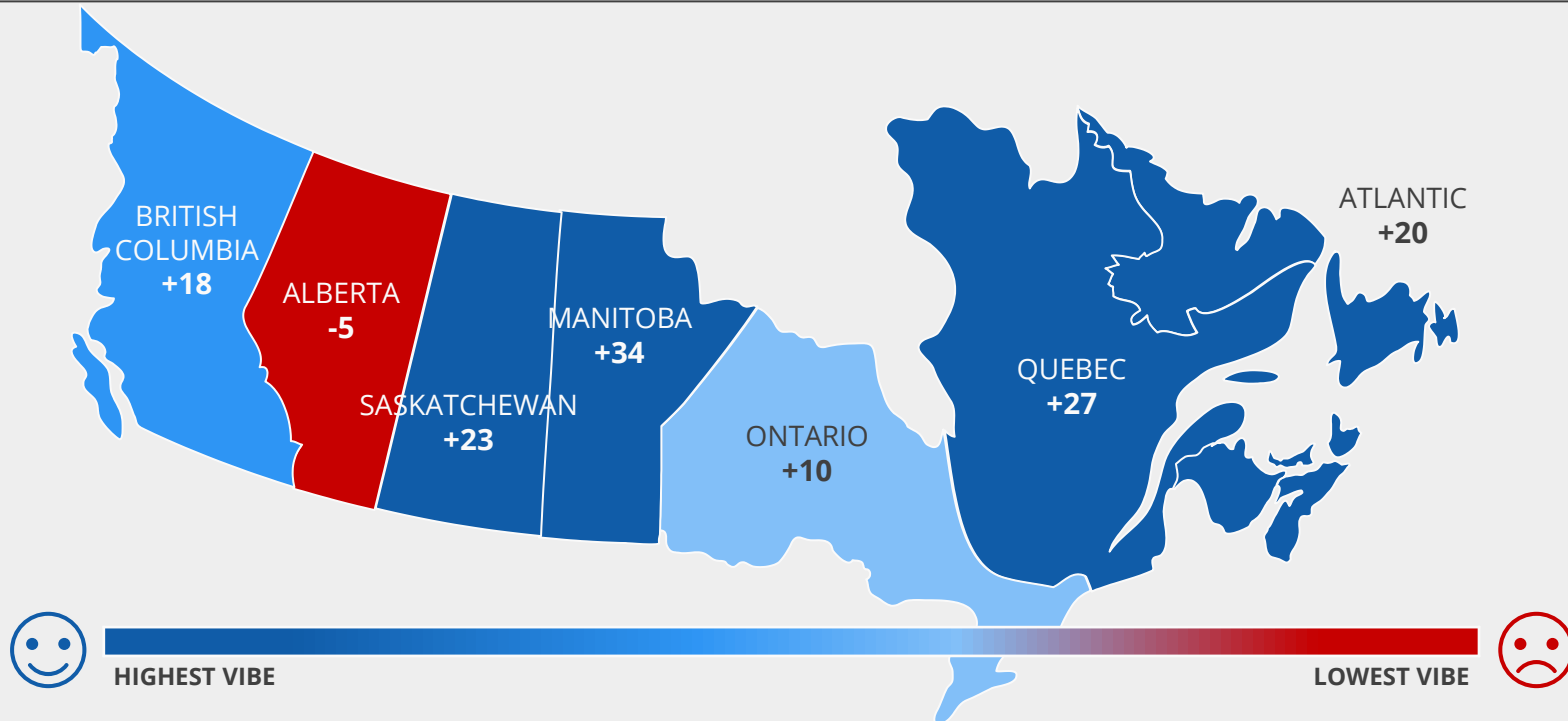
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The Vibes on the Provinces:

Albertans the only ones feeling bad vibes about their province

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Vibes Toward Your Province—NET (Good Vibes minus Bad Vibes)



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The Vibes – by Demographics: Seniors feel the best vibes about their life overall, but pessimistic about the United States and the world

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- Money has an impact on the vibes: 63% of Canadians in households earning under \$50k a year feel good vibes about their life, rising to 71% in households making \$50k-\$100k, and 79% in households earning at least \$100k.

Vibes Toward Canada, Your Community, and the World—NET (Good Vibes *minus* Bad Vibes)

	GENERATION							
	MEN				WOMEN			
	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
CANADA	27	19	22	46	29	15	19	46
YOUR PROVINCE	21	6	8	33	12	11	2	30
YOUR CITY OR COMMUNITY	33	33	32	50	32	30	27	52
THE UNITED STATES	-45	-50	-62	-83	-50	-66	-71	-87
THE WORLD	-28	-39	-61	-58	-35	-52	-59	-55
YOUR LIFE, OVERALL	40	33	38	70	39	49	42	68



HIGHEST VIBE



LOWEST VIBE



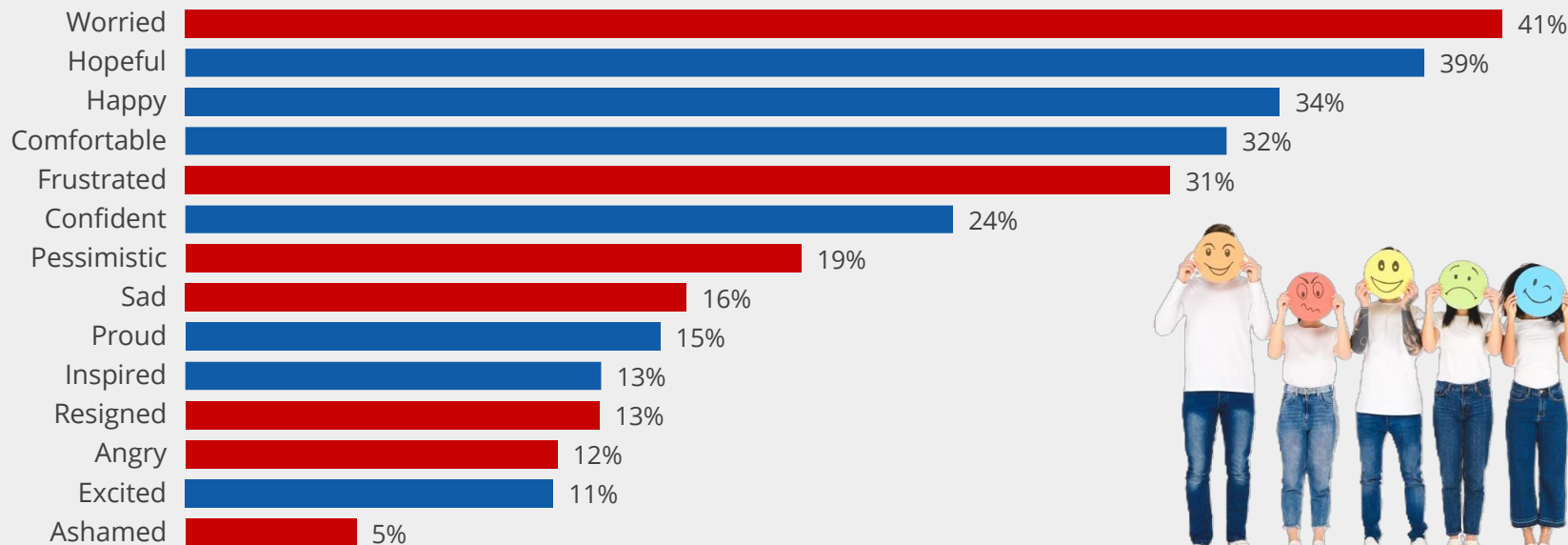
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Common Emotions: Competing emotions of “worry” and “hope” top the list

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- Liberal voters are more likely than Conservative voters to feel “hopeful” (44% vs. 36%), “happy” (39% vs. 29%), “comfortable” (38% vs. 28%), and “proud” (18% vs. 9%). Meanwhile, Conservative voters are more likely to feel “frustrated” (38% vs. 27%), “pessimistic” (23% vs. 16%), “sad” (18% vs. 12%), and “angry” (15% vs. 9%).

Most Experienced Emotion These Days—Overall



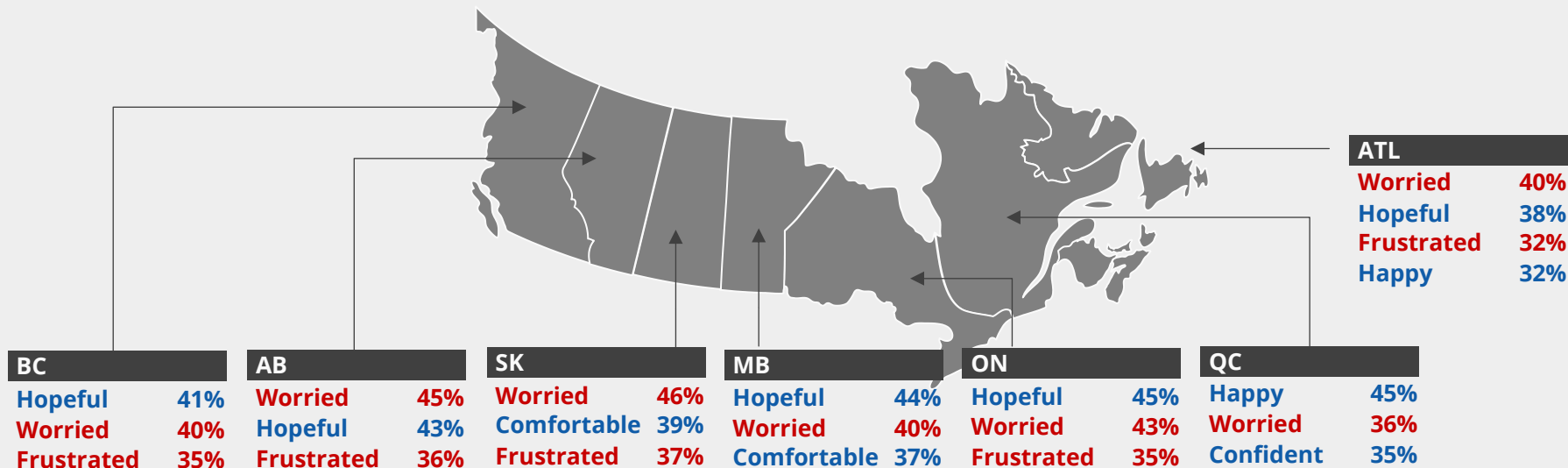
And what emotion do you feel most often these days? Base: Total (n=2,004).

Common Emotions – by Region: Quebecers the most likely to feel “happy”

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- Quebecers are also the most likely to feel “confident” (35%).

Top 3 Most Commonly Experienced Emotion These Days—by Province



And what emotion do you feel most often these days? Base: Total (n=2,004).

Common Emotions – by Demographics: Older Canadians the most likely to feel “comfortable”, though “excitement” higher among younger people

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- Lower income earners are the most likely to be worried (46% in households making <\$50k), but this still ties for the top emotion in higher income households (40% in households making \$100k+).

MOST
2nd MOST
3rd MOST

Top 3 Most Commonly Experienced Emotion These Days—by Generation

	MEN				WOMEN			
	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Hopeful	36%	32%	36%	44%	33%	38%	38%	43%
Worried	30%	39%	41%	35%	41%	41%	53%	35%
Frustrated	26%	31%	35%	29%	30%	32%	41%	25%
Happy	31%	22%	27%	33%	35%	27%	26%	33%
Comfortable	26%	25%	30%	39%	26%	25%	25%	38%
Confident	32%	25%	21%	28%	21%	18%	17%	28%
Sad	17%	15%	17%	10%	22%	17%	21%	13%
Angry	14%	16%	17%	9%	10%	9%	14%	8%
Pessimistic	16%	17%	23%	17%	14%	16%	15%	14%
Inspired	22%	12%	10%	8%	15%	12%	9%	12%
Proud	14%	16%	11%	16%	15%	7%	10%	19%
Resigned	12%	11%	16%	16%	9%	14%	21%	13%
Excited	21%	17%	12%	7%	18%	18%	9%	7%
Ashamed	8%	6%	4%	3%	5%	5%	4%	2%



And what emotion do you feel most often these days? Base: Total (n=2,004).



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