pollara strategic insights

These data tables provide a summary of results from an online survey conducted by Pollara Strategic Insights from April 14 to 23, 2026 amongst a randomly-selected sample of 2,510 Adult (18+) Canadians. Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of ± 2.0%, 19 times out of 20. The margin of error is larger for sub-segments. The dataset has been weighted using the most

Category		% TRUE	Canada Region						Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
	Total	2510	174	508	1004	166	288	368	1286	1223	613	664	628	605
	Unweighted Total	2510	298	558	724	190	351	389	1258	1251	541	613	704	652
Cryptids & spirits	Bigfoot exist(s), or existed at some point in the last 200 years	20%	16%	18%	20%	21%	22%	23%	19%	21%	20%	22%	19%	20%
Cryptids & spirits	Loch Ness Monster exists, or existed at some point in the last 200 years	19%	15%	20%	15%	23%	24%	24%	17%	21%	20%	22%	17%	16%
Cryptids & spirits	Zombies exist, or will exist in the future	10%	7%	10%	12%	10%	7%	7%	7%	13%	19%	12%	6%	2%
Cryptids & spirits	Ghosts are real	33%	33%	28%	33%	47%	39%	29%	38%	27%	31%	37%	33%	28%
Science & spirituality: origins	There is a god(s) or higher spiritual power(s)	48%	49%	37%	52%	52%	51%	45%	52%	43%	37%	48%	55%	50%
Science & spirituality: origins	Each human has a soul	65%	71%	63%	65%	68%	67%	63%	70%	60%	60%	62%	70%	70%
Science & spirituality: origins	Reincarnation is real – that is, when humans die, their souls enter another living thing's body	24%	24%	24%	24%	18%	24%	26%	24%	24%	32%	25%	24%	14%
Science & spirituality: origins	Karma is real – that is, that people who do good things have good things happen to them, and that people who do bad things have bad things happen to them	51%	49%	51%	51%	58%	53%	50%	55%	48%	54%	52%	57%	43%
Science & spirituality: origins	Humans were created by a god or higher spiritual power	40%	40%	27%	46%	46%	42%	41%	40%	41%	36%	40%	48%	37%
Science & spirituality: origins	Humans are the product of evolution – a process of development and change, whereby humans originated from apelike ancestors and developed into anatomically modern humans over a period of approximately 6 million years	58%	61%	60%	55%	48%	58%	62%	58%	57%	59%	55%	56%	61%
Science & spirituality: origins	The Big Bang created our universe	41%	38%	51%	39%	34%	37%	40%	36%	46%	49%	42%	39%	32%
Scientific facts, theories, and spec	Dinosaurs existed	79%	79%	79%	77%	70%	88%	82%	80%	78%	66%	77%	84%	89%
Scientific facts, theories, and spec	Parallel universes exist, where there are similar but different versions of our own lives	21%	21%	23%	22%	19%	26%	15%	20%	22%	23%	26%	20%	15%
Scientific facts, theories, and spec	Time travel is currently possible	9%	11%	9%	8%	14%	12%	6%	8%	10%	13%	11%	8%	5%
Classic conspiracy theories	The Earth is flat – specifically, it is a flat disc (not a round sphere)	7%	6%	5%	11%	6%	3%	5%	6%	9%	11%	10%	6%	3%
Classic conspiracy theories	The first moon landing of July 20, 1969, when Neil Armstrong took the first human steps on the moon, was fake	17%	16%	18%	19%	18%	14%	14%	18%	17%	26%	19%	15%	9%
Classic conspiracy theories	Humans have never landed on the moon	11%	11%	12%	11%	11%	9%	14%	10%	13%	14%	19%	9%	3%
Classic conspiracy theories	Residents of Canada can renounce their Canadian citizenship and legally declare themselves "sovereign individuals" who are legally separate from Canada and exempt from Canadian laws and taxes, even though they live in Canada	11%	12%	10%	12%	13%	10%	10%	9%	13%	19%	16%	7%	2%
Classic conspiracy theories	Birds are not real – government exterminated all birds in the 1950s, replacing them with robotic drones designed for surveillance of the public	7%	9%	7%	8%	9%	8%	3%	6%	8%	14%	11%	3%	1%
Classic conspiracy theories	Governments and / or elites are using various technologies to control the weather and orchestrate severe weather events	15%	9%	13%	16%	19%	20%	13%	13%	17%	20%	18%	14%	7%
Classic conspiracy theories	Aircraft condensation trails (chemtrails) are actually chemicals sprayed as a way to control the population	13%	11%	11%	17%	14%	6%	11%	12%	15%	19%	19%	9%	5%
Aliens	Aliens or non-human intelligent beings from other planets have visited Earth	27%	27%	22%	28%	40%	32%	23%	25%	30%	28%	31%	30%	20%
Aliens	Aliens or non-human intelligent beings have made contact with governments on Earth	19%	20%	16%	20%	24%	14%	23%	18%	21%	21%	25%	18%	11%
Aliens	Aliens or non-human intelligent beings have visited our dimension on Earth from another dimension	24%	25%	26%	23%	26%	21%	25%	20%	27%	25%	32%	23%	15%
Aliens	Aliens or non-human intelligent beings live on Earth, either amongst us or hidden underground or underwater	18%	25%	14%	20%	16%	17%	19%	17%	19%	22%	25%	17%	8%
Aliens	Aliens or non-human intelligent beings helped build ancient structures around the world, like the pyramids in Egypt	18%	13%	18%	19%	23%	20%	16%	15%	21%	19%	21%	14%	18%
Aliens	Alien or non-human intelligent life exists elsewhere in our galaxy or the universe	47%	49%	51%	48%	36%	43%	43%	43%	51%	48%	51%	46%	42%
Paranormal abilities	Some people have telekinetic powers – that is, they can control and move physical objects with their mind	19%	16%	18%	21%	23%	15%	20%	19%	20%	20%	17%	23%	18%
Paranormal abilities	Some people can "read" other people's minds – that is, they can see / hear other people's thoughts	24%	23%	25%	24%	23%	25%	21%	25%	23%	25%	33%	20%	16%
Paranormal abilities	Some people can speak to spirits and ghosts of dead people either directly or through seances, Ouija, etc.	28%	33%	27%	26%	29%	30%	30%	31%	25%	32%	34%	27%	17%
Paranormal abilities	Some people can find groundwater or objects (metals, gravesites, etc.) through the act of dowsing, divining, or witching – that is, holding a Y or L-shaped rod or twig which points downward when held over ground that has the water or other objects beneath it	34%	49%	27%	35%	37%	35%	30%	33%	35%	26%	25%	35%	49%
Paranormal abilities	Some people – often called "psychics" – can "see" peoples' past and predict their future	28%	28%	21%	34%	27%	27%	26%	35%	22%	36%	26%	28%	23%
Governments & Elites	Many wealthy and powerful individuals are clients of global sex trafficking rings / networks that exploit underage girls and boys	44%	47%	46%	41%	46%	41%	52%	49%	40%	46%	40%	52%	40%
Governments & Elites	John F. Kennedy's assassination was orchestrated, at least partially, by members of the US government and / or intelligence agencies	29%	34%	35%	26%	33%	35%	20%	23%	36%	26%	35%	24%	31%
Governments & Elites	There is a "deep state" in the [Canadian / American] federal government – that is, a network of powerful individuals within the federal government bureaucracy and/or military and intelligence agencies who secretly have major influence or control over government policies and actions, regardless of who is elected	30%	29%	24%	36%	28%	30%	26%	27%	33%	34%	35%	28%	24%
Governments & Elites	There is a group of government and business elites (i.e. the Illuminati, Freemasons, Bilderberg Group, etc.) who generally run governments and orchestrate events around the world	29%	24%	21%	34%	27%	29%	27%	26%	32%	32%	39%	28%	14%
Governments & Elites	U.S. government (and other) elites knew about the 9/11 attacks on the World Trade Center and Pentagon in advance and let it happen	26%	29%	23%	31%	22%	24%	17%	20%	32%	31%	29%	25%	18%
Governments & Elites	The [Canadian / American] Government and other governments around the world are under the control of the World Economic Forum (WEF)	22%	26%	20%	23%	24%	18%	20%	20%	23%	24%	26%	22%	14%
Governments & Elites	U.S. government (and other) elites orchestrated the 9/11 attacks on the World Trade Center and Pentagon	19%	20%	17%	18%	26%	20%	19%	17%	21%	21%	28%	12%	14%
Vaccines	The pharmaceutical industry has tried to suppress the credibility and accessibility of alternative COVID-19 medications like ivermectin and hydroxychloroquine	26%	24%	23%	31%	24%	22%	24%	26%	27%	31%	26%	29%	18%
Vaccines	COVID-19 vaccines secretly include microchips that can monitor or control people	9%	7%	10%	11%	8%	8%	8%	8%	10%	13%	13%	5%	5%
Vaccines	COVID-19 vaccines have killed or seriously harmed many people, and this has been covered up	30%	33%	25%	32%	30%	32%	29%	29%	30%	27%	35%	31%	26%
Vaccines	Vaccinations cause more harm than good	20%	19%	17%	25%	16%	17%	11%	18%	21%	22%	24%	19%	13%

Vaccines	Vaccinations cause autism	10%	13%	9%	10%	13%	16%	5%	9%	11%	15%	14%	9%	3%
Trump	U.S. President Donald Trump has a serious physical illness / disease and is covering it up	38%	35%	30%	43%	34%	42%	36%	36%	40%	33%	32%	39%	48%
Trump	The 2020 U.S. Presidential Election was rigged to orchestrate a fraudulent "victory" for Joe Biden and steal the election from Donald Trump	17%	22%	15%	17%	22%	17%	12%	15%	18%	23%	20%	13%	10%
Trump	Through the use of blackmail and / or bribery, Russian President Vladimir Putin has significant influence over U.S. President Donald Trump	40%	46%	46%	36%	46%	35%	38%	38%	41%	32%	38%	39%	50%
Trump	U.S. President Donald Trump was a client of Jeffrey Epstein's sex trafficking ring / network, which exploited underage girls	55%	67%	52%	55%	59%	53%	54%	56%	54%	45%	49%	59%	69%
Life on Earth	Humans are living in an artificial simulation (i.e. an artificial reality) created by an advanced non-human or computer-based intelligence, rather than in a naturally-occurring physical reality	13%	12%	10%	14%	19%	16%	10%	14%	12%	20%	18%	10%	4%
Life on Earth	Earth is a kind of 'zoo' or 'aquarium', where the humans are the 'animals' and are being secretly observed by advanced non-human beings	15%	17%	12%	17%	9%	14%	14%	14%	16%	19%	24%	9%	8%
Bigoted conspiracy theories	Powerful elites in Canada are trying to replace the white population, and reduce the white population's political, economic, and cultural influence – largely by encouraging immigration of non-white people to Canada	25%	26%	25%	25%	30%	27%	21%	19%	31%	26%	31%	22%	20%
Bigoted conspiracy theories	AIDS is caused by lifestyle factors, not by HIV	14%	6%	16%	16%	18%	11%	12%	14%	15%	12%	17%	13%	16%
Bigoted conspiracy theories	The holocaust of Jews in Nazi Germany has been exaggerated	11%	9%	9%	12%	5%	16%	8%	8%	14%	22%	11%	7%	3%
Climate change	Climate change is real – that is, that a world-wide change in weather and temperature has been occurring – largely due to the increased levels of atmospheric carbon dioxide produced by human activity and use of fossil fuels – resulting in the warming of the Earth's atmosphere and oceans, rising sea levels, and extreme weather patterns	67%	67%	75%	65%	75%	54%	66%	70%	63%	68%	61%	66%	73%
Climate change	Climate change is real – that is, that a world-wide change in weather and temperature is occurring, resulting in the warming of the Earth's atmosphere and oceans, rising sea levels, and extreme weather patterns	71%	78%	79%	70%	61%	64%	66%	71%	70%	64%	67%	68%	85%
The lives and deaths of famous p	Singer Elvis Presley's death was faked	7%	5%	9%	8%	11%	3%	6%	8%	7%	12%	12%	3%	1%
The lives and deaths of famous p	Rapper Tupac Shakur is alive	8%	10%	8%	8%	7%	5%	7%	5%	10%	14%	11%	3%	1%
The lives and deaths of famous p	Jeffrey Epstein is alive	12%	10%	13%	11%	12%	17%	12%	12%	13%	16%	17%	9%	7%
The lives and deaths of famous p	Jeffrey Epstein did not commit suicide – he was murdered	31%	30%	30%	31%	40%	31%	28%	28%	34%	24%	30%	37%	34%
Technology	Government intelligence agencies use smartphones to monitor what we say and do	38%	34%	39%	43%	35%	36%	29%	36%	40%	43%	47%	39%	24%
Technology	5G wireless technology can be used to control people's thoughts and behaviours	12%	8%	14%	14%	13%	9%	9%	11%	14%	15%	22%	5%	5%
Technology	The wi-fi technology that is commonly used in public and in people's homes has significantly negative impacts on human health	23%	34%	16%	26%	26%	23%	18%	25%	22%	29%	29%	24%	11%
Technology	The big technology companies use smartphones to monitor what we say and do	40%	47%	36%	42%	50%	39%	32%	37%	43%	44%	47%	38%	28%
Technology	5G wireless technology has significantly reduced humans' immune systems and causes illnesses	15%	10%	15%	20%	10%	9%	11%	13%	17%	22%	21%	11%	7%
Technology	The wi-fi technology that is commonly used in public and in people's homes has significantly negative impacts on human mental functioning	28%	30%	24%	34%	33%	17%	21%	29%	26%	36%	29%	23%	22%
Artificial intelligence	The technological or computational singularity will happen – that is, that computer-based artificial intelligence will eventually equal and surpass the capabilities of human intelligence	40%	37%	41%	42%	38%	33%	41%	35%	45%	43%	38%	44%	35%
Artificial intelligence	Computer-based artificial intelligence will eventually surpass the capabilities of human intelligence and takeover control of human society	30%	37%	33%	29%	27%	24%	31%	32%	28%	25%	34%	30%	30%
Institutions	Overall, the mainstream media in Canada are trustworthy	52%	48%	58%	50%	49%	51%	54%	51%	54%	41%	48%	51%	69%
Institutions	Overall, the mainstream media in Canada is biased in favour of political parties on the right and centre-right of the political spectrum and against parties on the left and centre-left	26%	24%	23%	28%	22%	30%	22%	24%	27%	27%	29%	27%	19%
Institutions	Overall, the mainstream media in Canada is biased in favour of political parties on the left and centre-left of the political spectrum and against parties on right and centre-right	28%	23%	26%	26%	32%	28%	35%	23%	32%	25%	26%	35%	24%
Institutions	Overall, announcements and communications from the federal government of Canada are trustworthy	49%	47%	54%	47%	38%	45%	59%	48%	50%	39%	49%	47%	62%