Canada This Month
Carney's Davos Speech

Public Opinion Research
Release Date: Feb 05, 2026
Field Dates: Jan 22 to Feb 02, 2026

Table of Contents

Study Overview

Building on findings from previous waves, this preliminary report tracks January data about reactions to Prime Minister Mark Carney's speech at the World Economic Forum in Davos.

Key Findings

1 **Satisfaction with the Federal government has strengthened.** Net post-Davos satisfaction score has increased from +5 pre-Davos to +16 post-Davos. A majority continue to be satisfied (55%) with net satisfaction rising 10 points. Over 2-in-5 approve of the government's handling of Trump (43%), with a net approval of +22, an 8-point increase from previous wave.

2 **Federal visibility and favourability are high.** Nearly 3-in-5 Canadians (59%) report that they have recently read, seen, or heard something about the Prime Minister and federal government. Among those exposed, 60% say this made them feel more favourable, an all-time peak in positive impact and a strengthening in Mark Carney's favourability ratings, a 19-point net increase since pre-Davos.

3 **Familiarity with Carney's speech is widespread, leading to a strong positive impression.** 70% of Canadians say they are at least somewhat familiar with the speech. A majority of those familiar with it, have directly read or heard parts of the speech. Impressions are strongly positive, with 65% holding a favourable view of the speech (including 40% very favourable), resulting in a net favourability of +50. Carney's speech was the most recalled RSH with a positive impact on favourability of +65 points.

4 **Canadians clearly prioritize speaking out over avoiding risk**. Over 2-in-3 (70%) say it is important for Canada to speak honestly about the impact of Trump and act with other countries, even if it risks harm to Canada. Far fewer (16%) say it is a mistake to risk angering Trump due to the possibility of retaliation.

5 **Mark Carney's profile aligns more closely with what Canadians say they want in both leadership and debate style.** Mark Carney is more strongly associated with stability (net +13) and respectful debate (net +13), while Pierre Poilievre is linked to disruption (net -8) and advocacy over respect (net -28), with notably higher 'don't know' responses on leadership style (38%). Aliment concentrates core support while mismatch and uncertainty correspond with softer or negative views.

Federal Vote

Federal Combined Vote Tracking: Liberal combined vote (36%) holds a marginal lead over the Conservatives (34%) this wave

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; Jan. '26 (W3-4) n=1000]

Feb 1st, March 4th and April 2nd are key tariff announcement dates.

Legend:
- Conservative
- Liberal
- NDP
- Bloc
- Green
- Other
- Undecided DK
- Would not vote/None

Inset values:
- Liberal: 36% (Dec-25), 35% (Jan-26 W1-2), 36% (Jan-26 W4-5)
- Conservative: 33% (Dec-25), 34% (Jan-26 W1-2), 34% (Jan-26 W4-5)
- NDP: 9% (Dec-25), 9% (Jan-26 W4-5)
- Undecided DK: 6% → 9% → 6%
- Bloc: 6% → 5% → 5%
- Green: 3% → 3%
- Other: 2% → 2% → 2%

Current data: January 2026
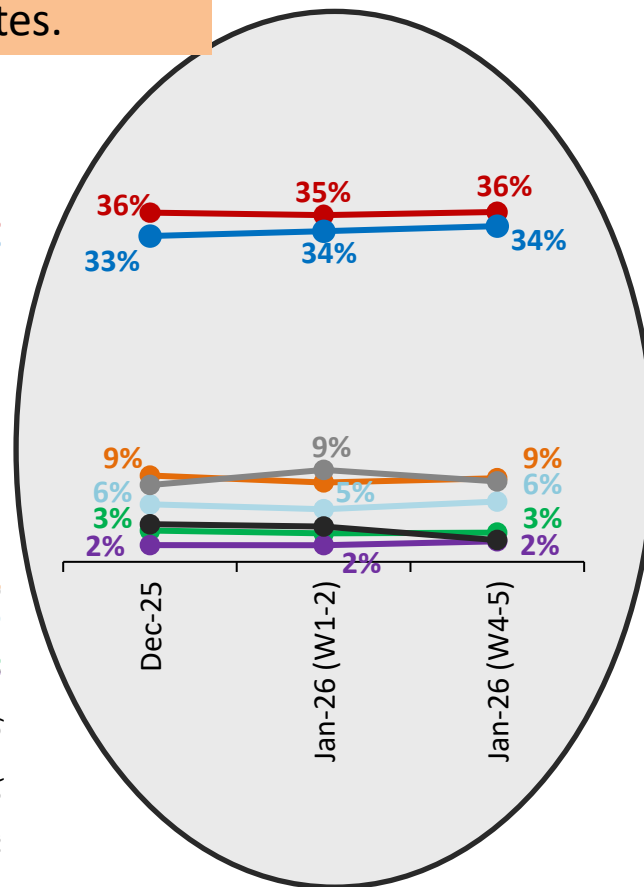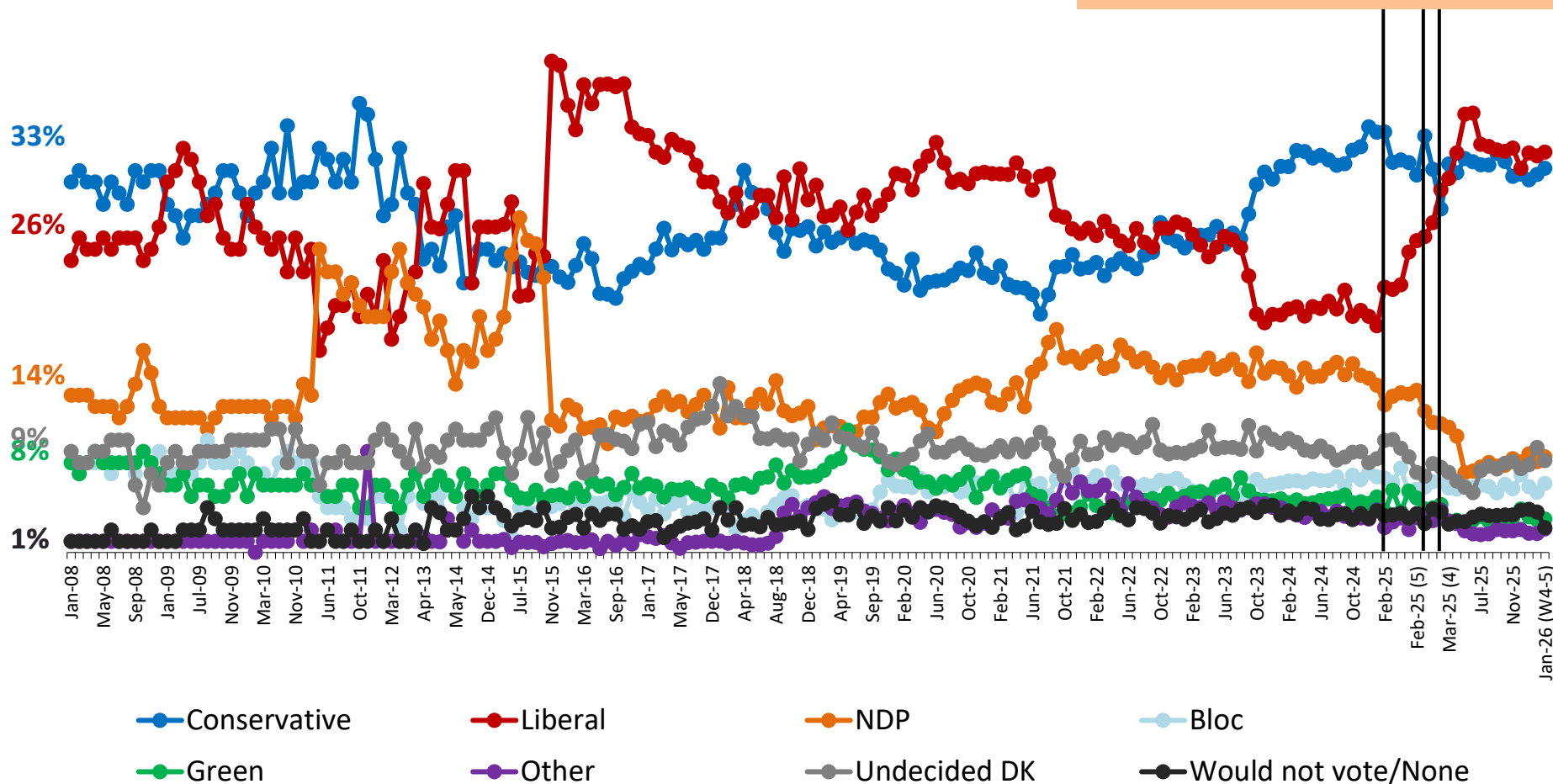
Federal Decided Vote Tracking: Liberal decided vote (40%) maintains a 2-point marginal lead over the Conservatives (38%) this wave

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=1305]

Feb 1st, March 4th and April 2nd are key tariff announcement dates.

Legend: Conservative, Liberal, NDP, Bloc, Green, Other

Inset (zoomed) values:
- Liberal: Dec-25 40%, Jan-26 (W1-2) 41%, Jan-26 (W4-5) 40%
- Conservative: Dec-25 38%, Jan-26 (W1-2) 39%, Jan-26 (W4-5) 38%
- NDP: Dec-25 10%, Jan-26 (W1-2) (blank), Jan-26 (W4-5) 10%
- Bloc: Dec-25 7%, Jan-26 (W1-2) 6%, Jan-26 (W4-5) 7%
- Green: Dec-25 4%, Jan-26 (W1-2) (blank), Jan-26 (W4-5) 3%
- Other: Dec-25 2%, Jan-26 (W1-2) 2%, Jan-26 (W4-5) 2%

INNOVATIVE RESEARCH GROUP

Current data: January 2026
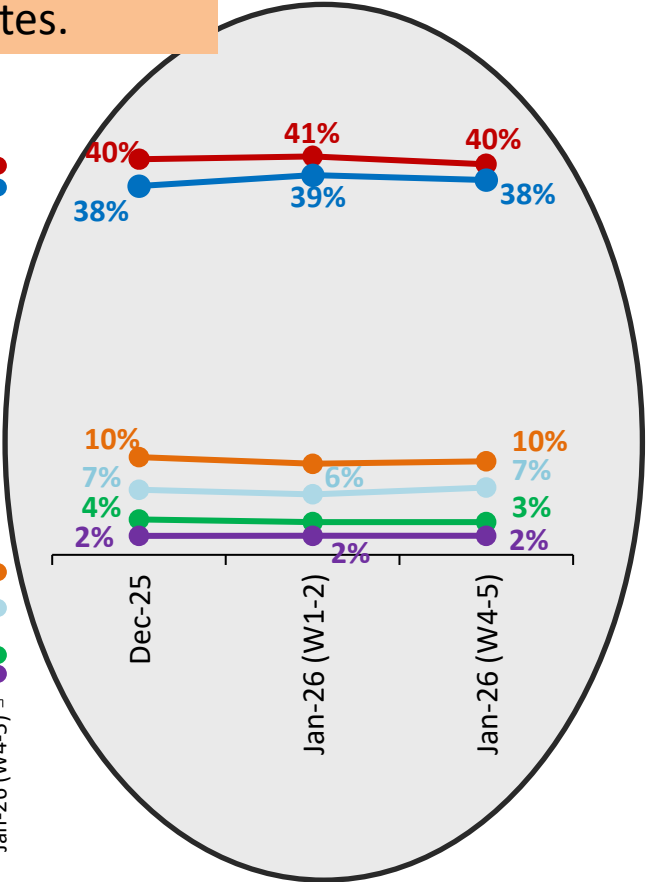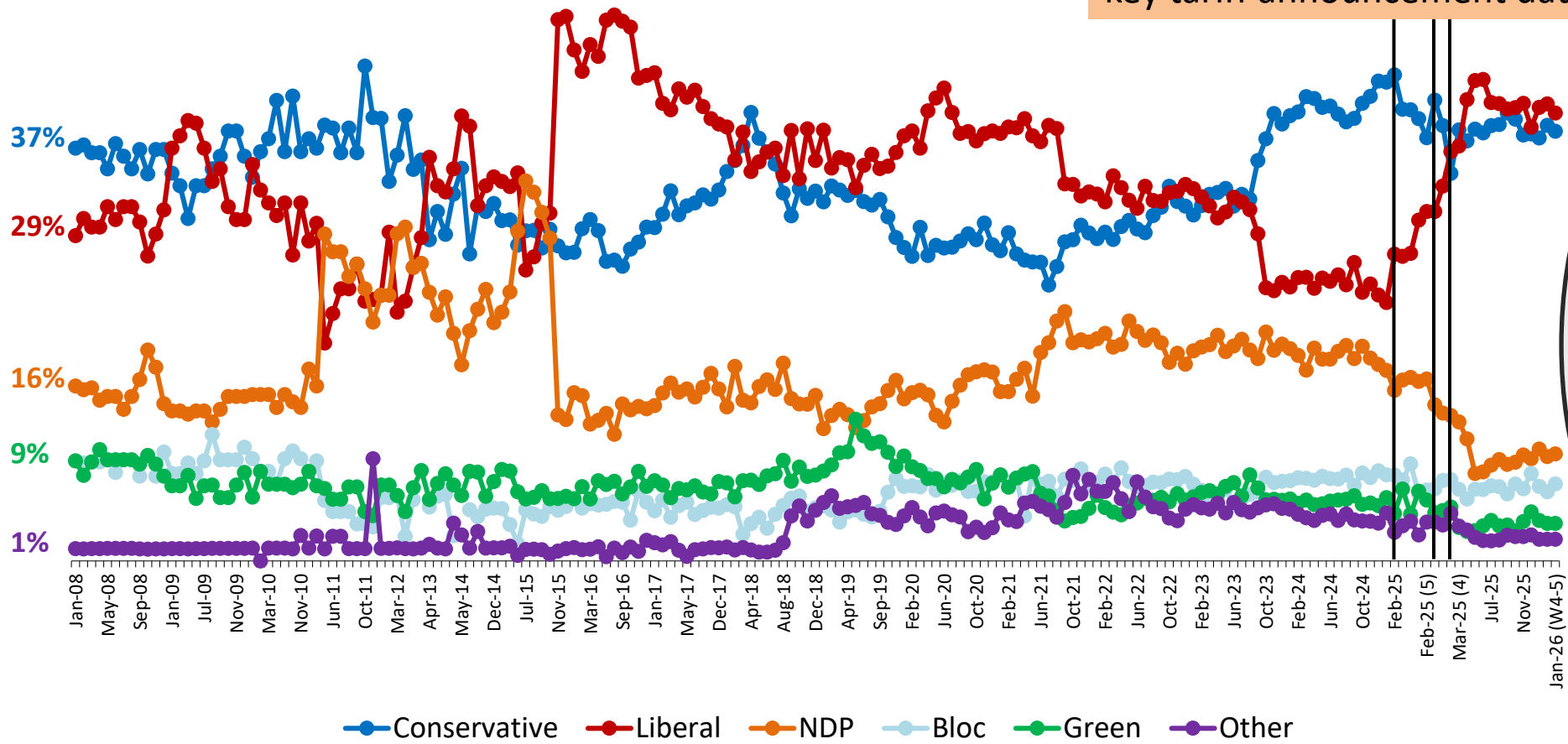
Federal Government Approval

Overall Federal Satisfaction Tracking: The majority are satisfied with the performance of the fed gov; net satisfaction is at the peek +16

Q Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

[asked of all respondents; Jan. '26 (W4-5) n=1,000; Jan. '26 (W1-2) n=1,500, oversamples in AB, BC, QC]

Net Satisfaction
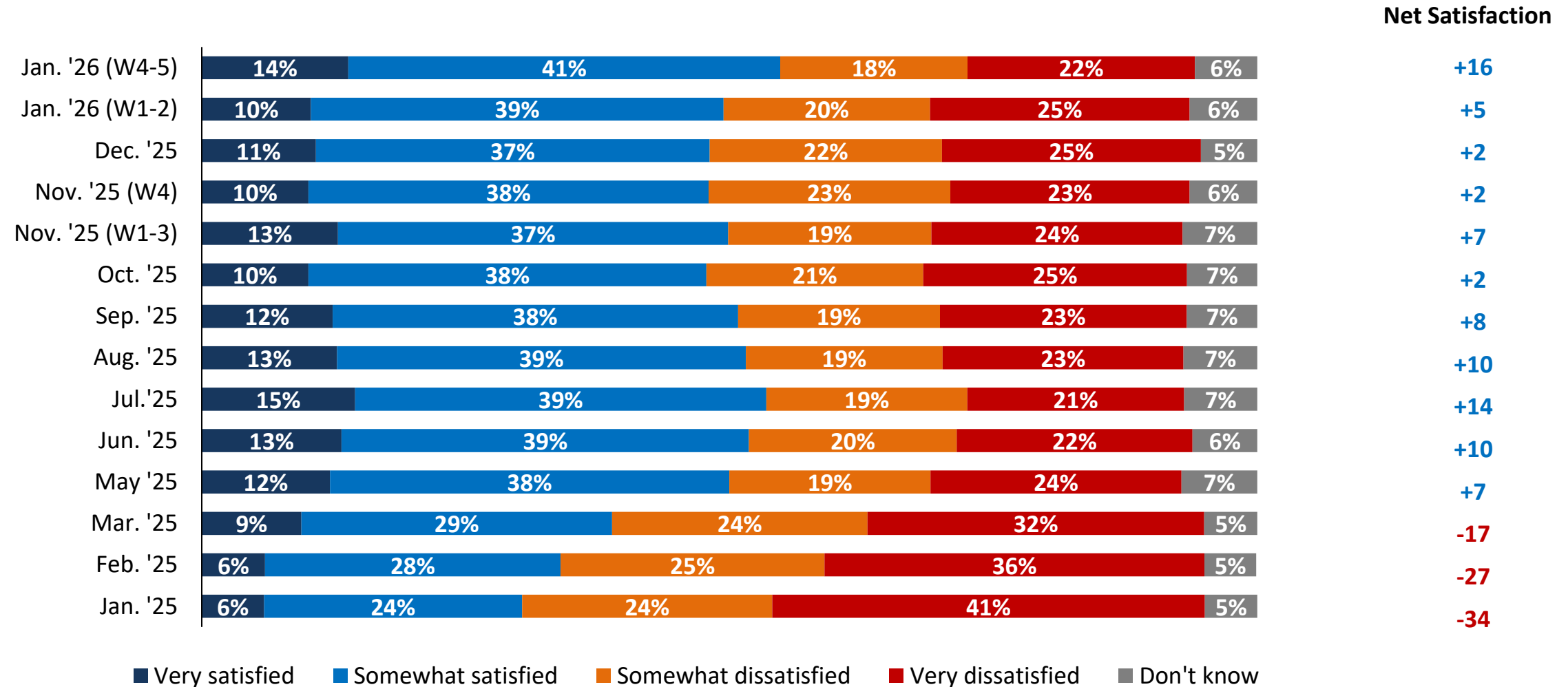
	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know	Net Satisfaction
Jan. '26 (W4-5)	14%	41%	18%	22%	6%	+16
Jan. '26 (W1-2)	10%	39%	20%	25%	6%	+5
Dec. '25	11%	37%	22%	25%	5%	+2
Nov. '25 (W4)	10%	38%	23%	23%	6%	+2
Nov. '25 (W1-3)	13%	37%	19%	24%	7%	+7
Oct. '25	10%	38%	21%	25%	7%	+2
Sep. '25	12%	38%	19%	23%	7%	+8
Aug. '25	13%	39%	19%	23%	7%	+10
Jul.'25	15%	39%	19%	21%	7%	+14
Jun. '25	13%	39%	20%	22%	6%	+10
May '25	12%	38%	19%	24%	7%	+7
Mar. '25	9%	29%	24%	32%	5%	-17
Feb. '25	6%	28%	25%	36%	5%	-27
Jan. '25	6%	24%	24%	41%	5%	-34

■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Don't know
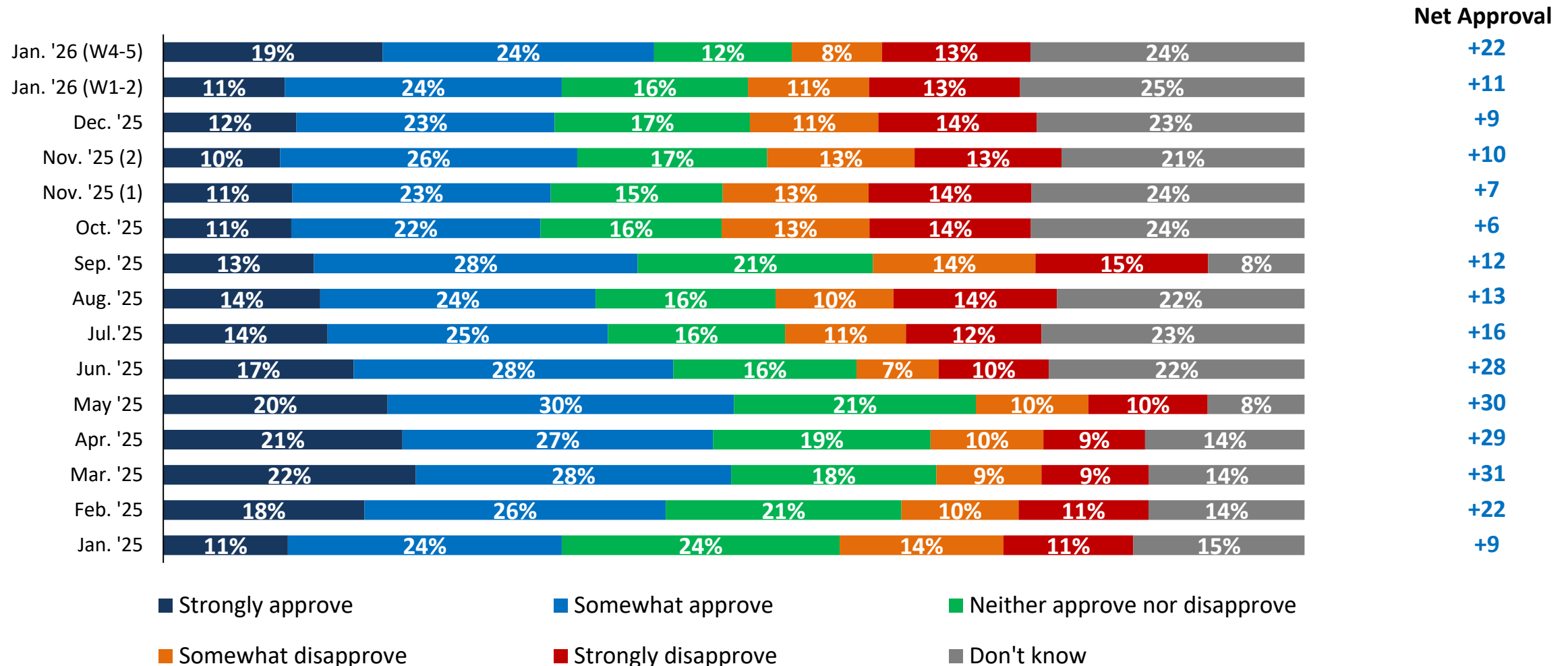
Federal Govt Approval: 43% of Canadians approve of the federal government's Trump response; net approval rises 11-points to +22

Q Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

[asked of all respondents; Jan. '26 (W4-5) n=1,000; Jan. '26 (W1-2) n=1,500; Dec. '25 n=3,000; Oct. '25 n=2,500; Sep. '25 n=3,000; Aug. '25 n=3,000; Jul. '25 n=2,000; Jun. '25 n=1,500; May '25 n= 3,000; Apr. '25 n= 4,199; Mar. '25 n=4,000; Feb. '25 n= 4,000; Jan. '25 n=2,271]

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Jan. '26 (W4-5)	19%	24%	12%	8%	13%	24%	+22
Jan. '26 (W1-2)	11%	24%	16%	11%	13%	25%	+11
Dec. '25	12%	23%	17%	11%	14%	23%	+9
Nov. '25 (2)	10%	26%	17%	13%	13%	21%	+10
Nov. '25 (1)	11%	23%	15%	13%	14%	24%	+7
Oct. '25	11%	22%	16%	13%	14%	24%	+6
Sep. '25	13%	28%	21%	14%	15%	8%	+12
Aug. '25	14%	24%	16%	10%	14%	22%	+13
Jul.'25	14%	25%	16%	11%	12%	23%	+16
Jun. '25	17%	28%	16%	7%	10%	22%	+28
May '25	20%	30%	21%	10%	10%	8%	+30
Apr. '25	21%	27%	19%	10%	9%	14%	+29
Mar. '25	22%	28%	18%	9%	9%	14%	+31
Feb. '25	18%	26%	21%	10%	11%	14%	+22
Jan. '25	11%	24%	24%	14%	11%	15%	+9

- ■ Strongly approve
- ■ Somewhat approve
- ■ Neither approve nor disapprove
- ■ Somewhat disapprove
- ■ Strongly disapprove
- ■ Don't know

Fed. Gov't Response to Trump - Approve: More (+14 pts) think the gov't is standing up to Trump after Carney's speech in Davos
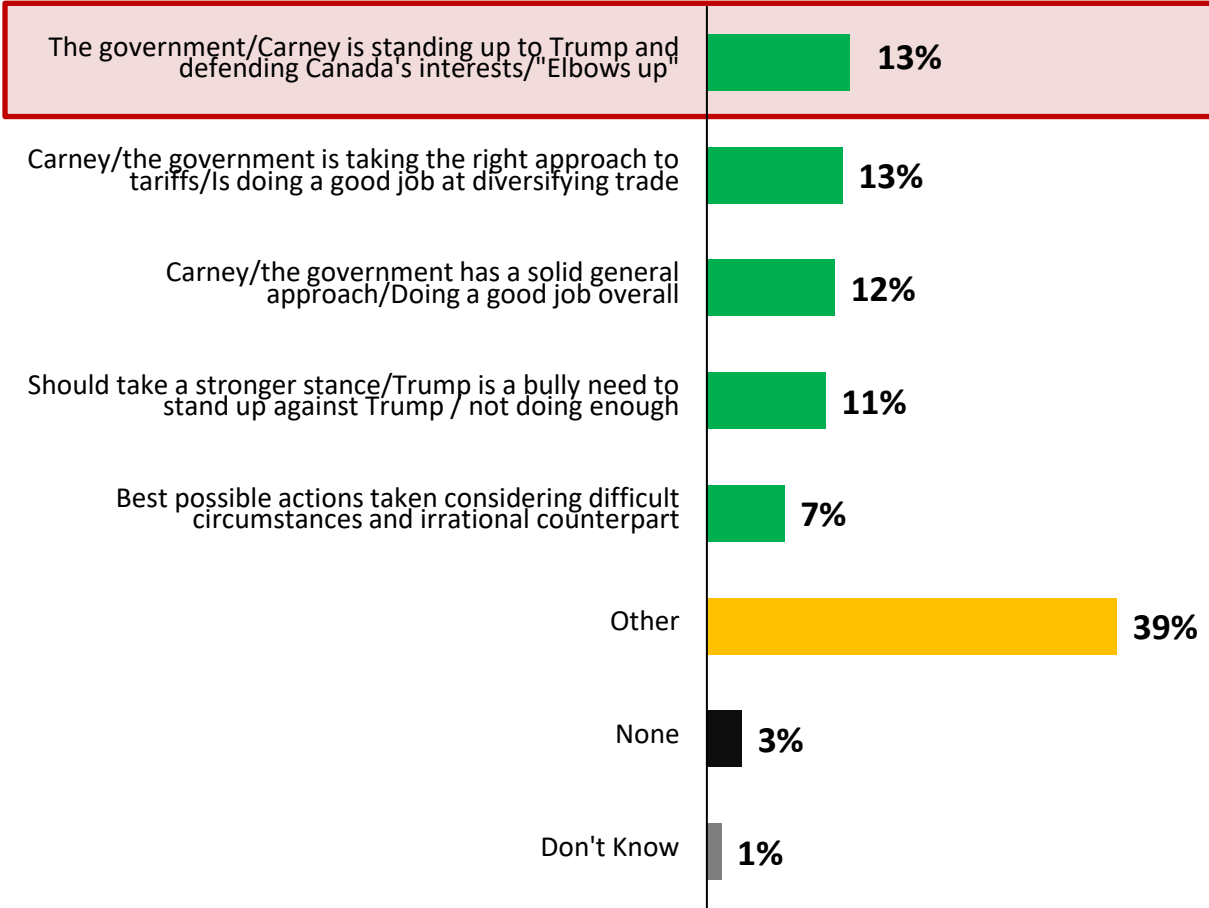
Q Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency? And why do you say that? [OPEN END]
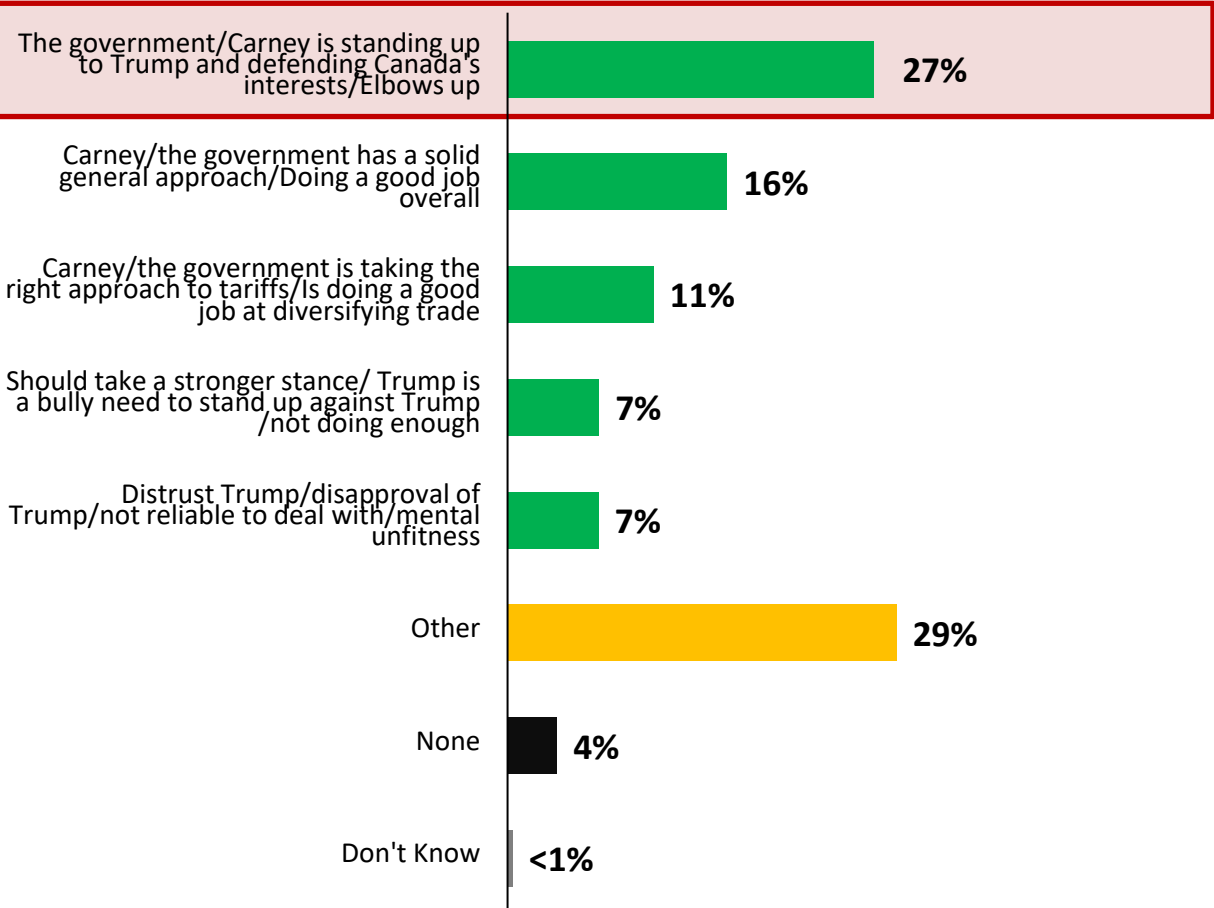[Asked All Respondents; Those who said approve]

Pre-Davos Top 5 Mentions
[Jan. '26 (W1+W2), n=495]

Mention	%
The government/Carney is standing up to Trump and defending Canada's interests/"Elbows up"	13%
Carney/the government is taking the right approach to tariffs/Is doing a good job at diversifying trade	13%
Carney/the government has a solid general approach/Doing a good job overall	12%
Should take a stronger stance/Trump is a bully need to stand up against Trump / not doing enough	11%
Best possible actions taken considering difficult circumstances and irrational counterpart	7%
Other	39%
None	3%
Don't Know	1%

Post-Davos Top 5 Mentions
[Jan. '26 (W4+W5), n=422]

Mention	%
The government/Carney is standing up to Trump and defending Canada's interests/Elbows up	27%
Carney/the government has a solid general approach/Doing a good job overall	16%
Carney/the government is taking the right approach to tariffs/Is doing a good job at diversifying trade	11%
Should take a stronger stance/ Trump is a bully need to stand up against Trump /not doing enough	7%
Distrust Trump/disapproval of Trump/not reliable to deal with/mental unfitness	7%
Other	29%
None	4%
Don't Know	<1%

Note: 'Bad respondent' (W1-2 = 1% and W4-5 = <1%) not shown.
Note: Negative themes generally represent respondents explaining why they only "Somewhat" rather than "Strongly" approve.

Fed. Gov't Response to Trump - Disapprove: Recent weeks show a decline in mentions of weakness and inconsistency related to Trump
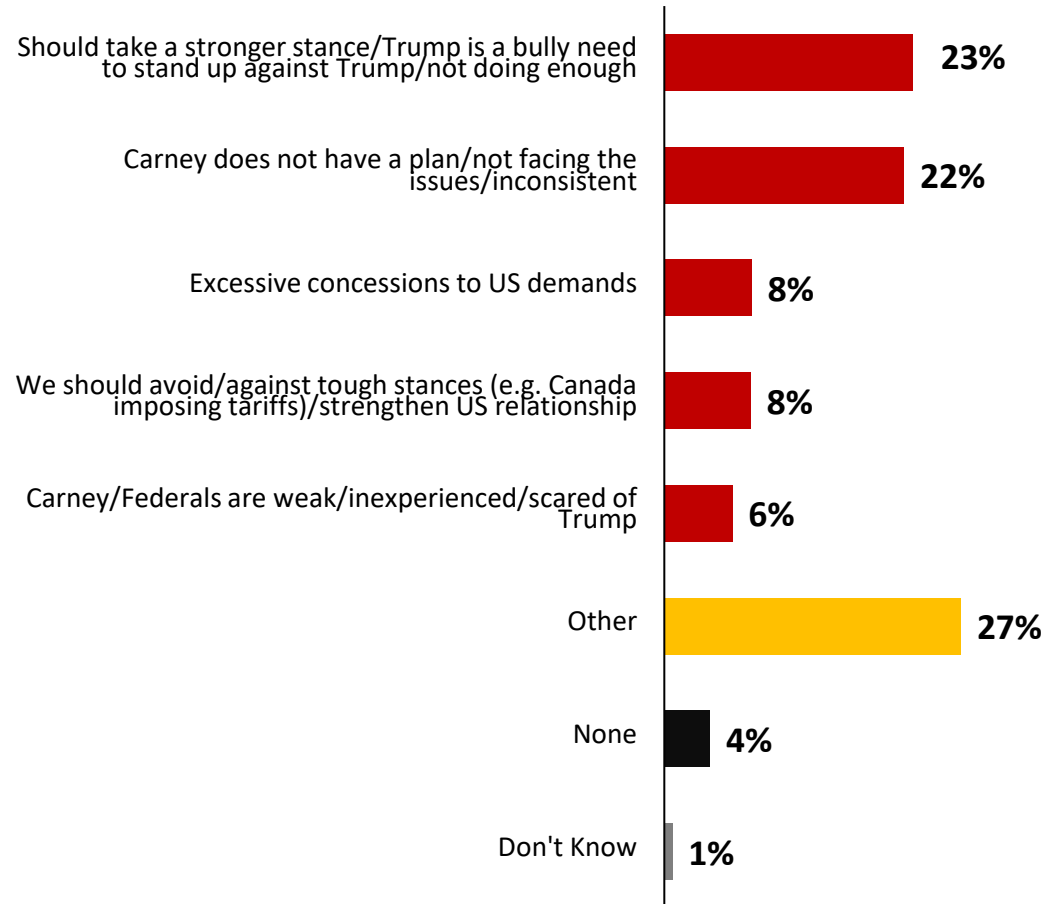
Q Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency? And why do you say that? [OPEN END]
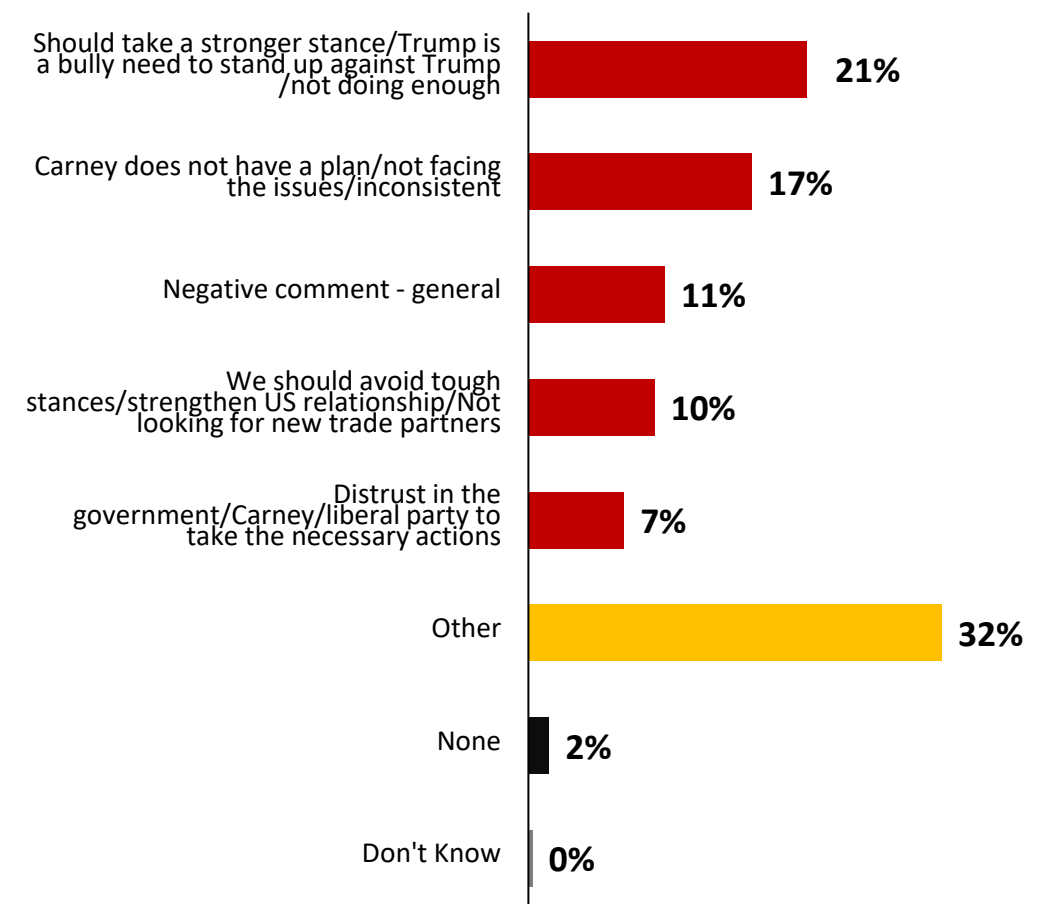[Asked All Respondents; Those who said disapprove]

Pre-Davos Top 5 Mentions
[Jan. '26 (W1+W2), n=339]

Mention	%
Should take a stronger stance/Trump is a bully need to stand up against Trump/not doing enough	23%
Carney does not have a plan/not facing the issues/inconsistent	22%
Excessive concessions to US demands	8%
We should avoid/against tough stances (e.g. Canada imposing tariffs)/strengthen US relationship	8%
Carney/Federals are weak/inexperienced/scared of Trump	6%
Other	27%
None	4%
Don't Know	1%

Post-Davos Top 5 Mentions
[Jan. '26 (W4+W5), n=206]

Mention	%
Should take a stronger stance/Trump is a bully need to stand up against Trump /not doing enough	21%
Carney does not have a plan/not facing the issues/inconsistent	17%
Negative comment - general	11%
We should avoid tough stances/strengthen US relationship/Not looking for new trade partners	10%
Distrust in the government/Carney/liberal party to take the necessary actions	7%
Other	32%
None	2%
Don't Know	0%

Note: 'Bad respondent' (W1-2 = 1% and W3-5 = <1%) not shown.
Note: Positive themes generally represent respondents explaining why they only "Somewhat" rather than "Strongly" disapprove.
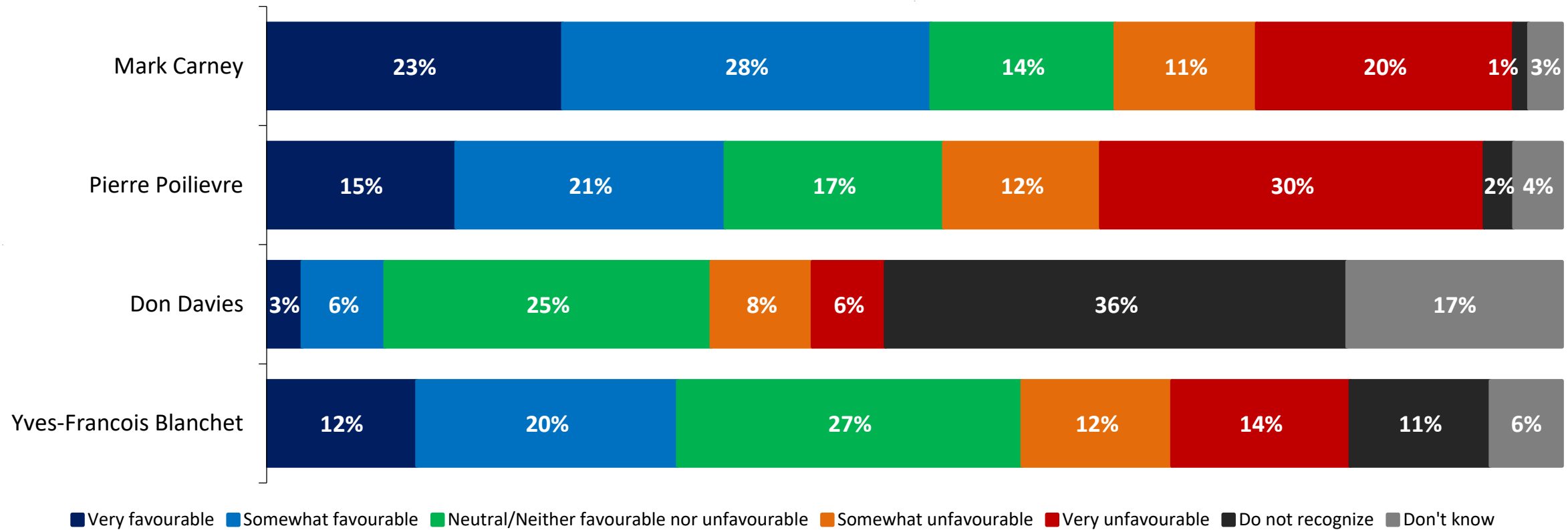
Leadership

Leader Favourables: 51% of Canadians have a favourable view of Carney vs 31% unfavourable; Poilievre's unfavourable impression at 42%

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.
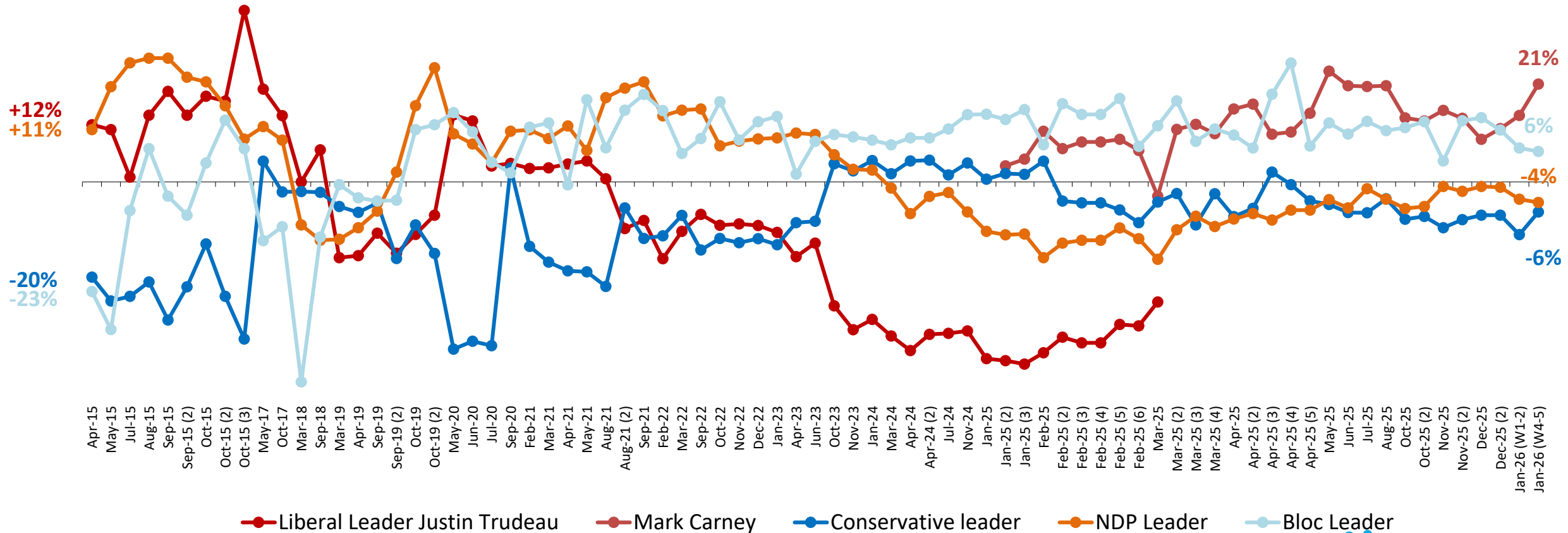[asked of all respondents; n=1,000]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Mark Carney	23%	28%	14%	11%	20%	1%	3%
Pierre Poilievre	15%	21%	17%	12%	30%	2%	4%
Don Davies	3%	6%	25%	8%	6%	36%	17%
Yves-Francois Blanchet	12%	20%	27%	12%	14%	11%	6%

For Yves Blanchet only QC data n=230
Current data: January 2026

INNOVATIVE
RESEARCH GROUP

Party Leader NET Favourables Tracking: Both Carney's and Poilievre's favourable impressions are up (+7 and +5 points respectively)

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=500]

Legend: Liberal Leader Justin Trudeau — Mark Carney — Conservative leader — NDP Leader — Bloc Leader

Read, Seen, Heard

Federal Read, Seen, Heard: Most Canadians have RSH something about PM and Feds; 3-in-5 therefore hold a more favourable opinion

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of all respondents; n=1,000]
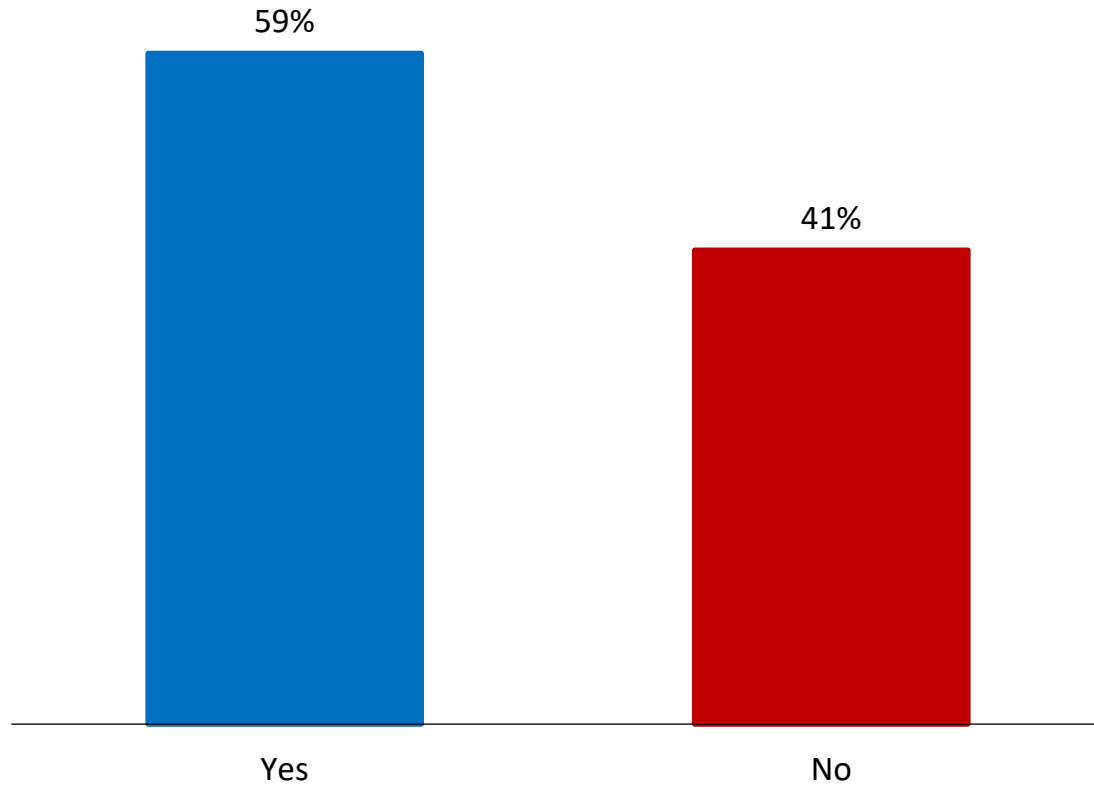
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of those who have RSH; n=586]

- Yes: 59%
- No: 41%

- A lot more favourable: 27%
- Somewhat more favourable: 33%
- Made no difference: 20%
- Somewhat less favourable: 5%
- A lot less favourable: 15%

Current data: January 2026

INNOVATIVE
RESEARCH GROUP
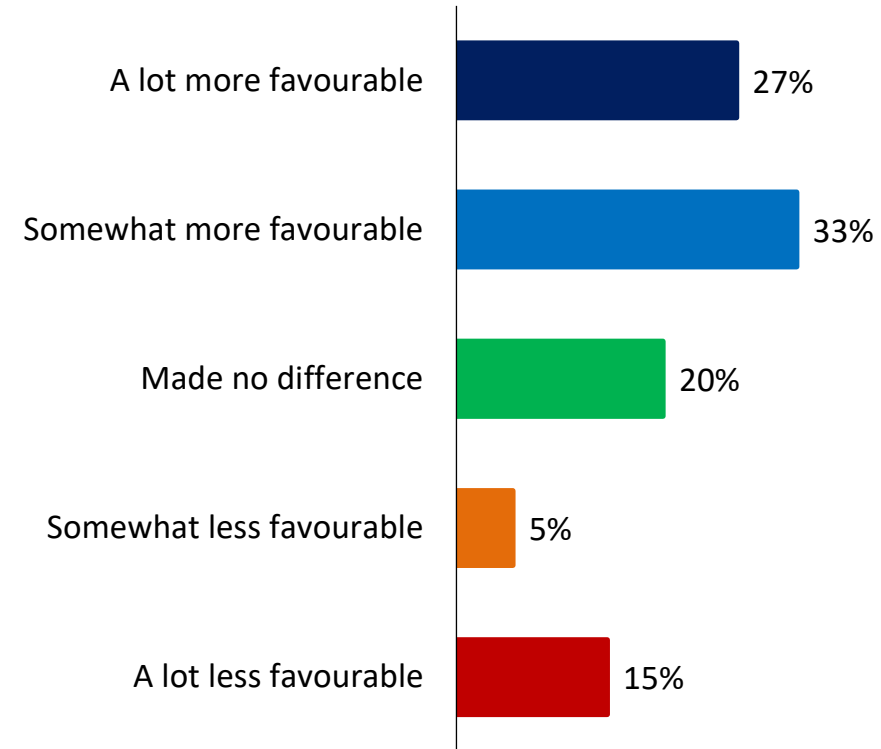
Impact of Read, Seen, Heard on PM's and Fed's Favourability: Highest (60%) since Jan '26; Pre/post Davos net increase of +19 points

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=586]
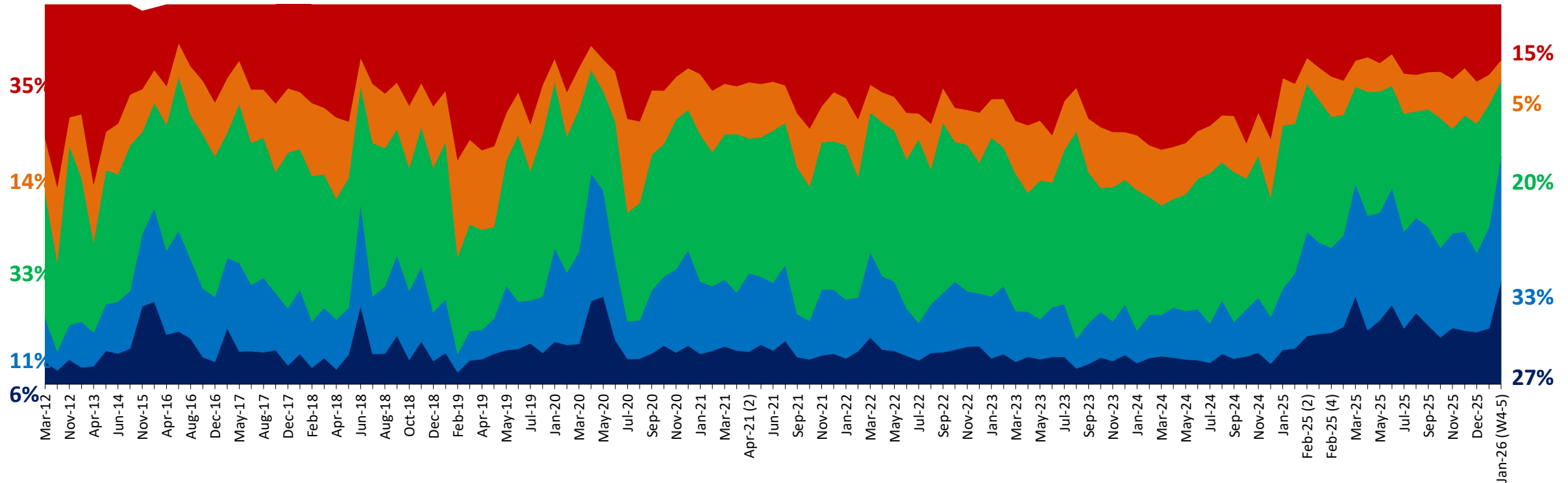
Legend: ■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable

INNOVATIVE RESEARCH GROUP

Impact of
Read, Seen, Heard

Impact of RSH on PM and Federal Gov't: Post-Davos, 35% mention Carney's speech with positive impact of +65
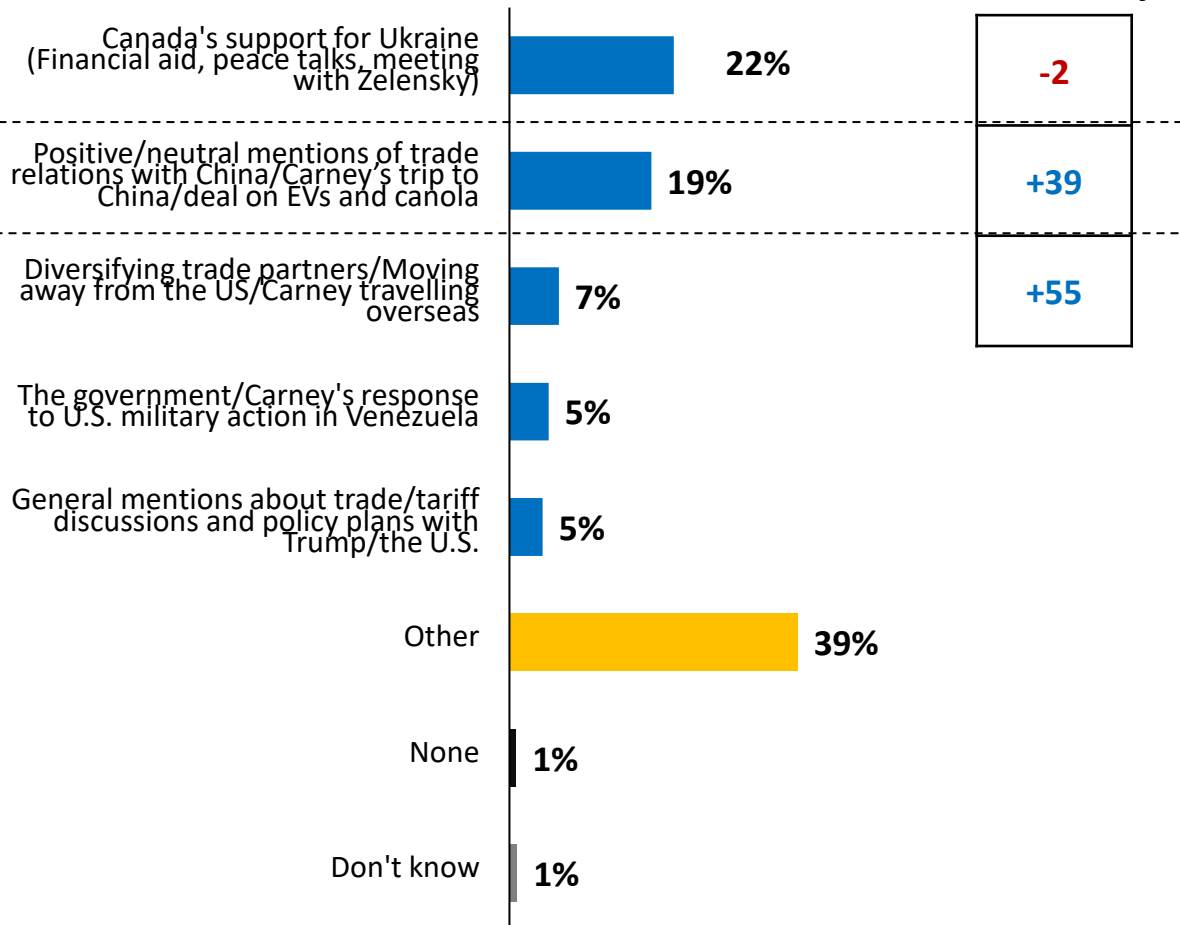
Q And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? [OPEN END]
[Asked of those who RSH about Mark Carney and the Liberals]
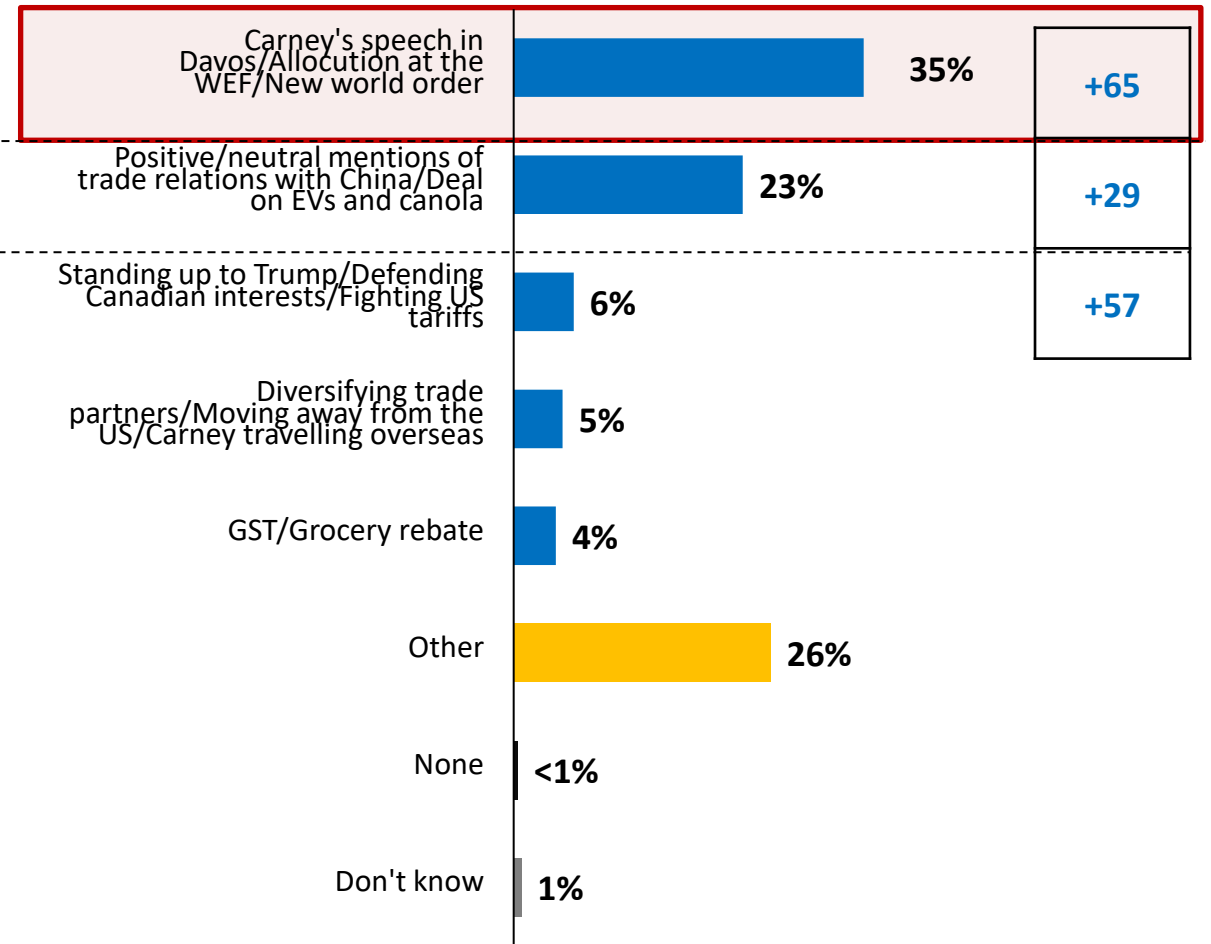
Pre-Davos Top 5 Mentions
[Jan. '26 (W1+W2), n= 566]

Mention	%
Canada's support for Ukraine (Financial aid, peace talks, meeting with Zelensky)	22%
Positive/neutral mentions of trade relations with China/Carney's trip to China/deal on EVs and canola	19%
Diversifying trade partners/Moving away from the US/Carney travelling overseas	7%
The government/Carney's response to U.S. military action in Venezuela	5%
General mentions about trade/tariff discussions and policy plans with Trump/the U.S.	5%
Other	39%
None	1%
Don't know	1%

Net Impact on Favorability

-2
+39
+55

Post-Davos Top 5 Mentions
[Jan. '26 (W4+W5), n= 578]

Mention	%
Carney's speech in Davos/Allocution at the WEF/New world order	35%
Positive/neutral mentions of trade relations with China/Deal on EVs and canola	23%
Standing up to Trump/Defending Canadian interests/Fighting US tariffs	6%
Diversifying trade partners/Moving away from the US/Carney travelling overseas	5%
GST/Grocery rebate	4%
Other	26%
None	<1%
Don't know	1%

Net Impact on Favorability

+65
+29
+57

Note: 'Refused' (<1%) and 'Bad respondent' (<1%) not shown.

Note: 'Refused' (<1%) and 'Bad respondent' (<1%) not shown.

RSH on PM and Fed. Gov't – Verbatims (Jan.ary'26): January is ending on a more positive note after Carney's allocution in the WEF

Q And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? [OPEN END]
[Asked of those who RSH about Mark Carney and the Liberals]

Pre-Davos
[Jan. '26 (W1+W2), n= 566]

Canada's support for Ukraine (Financial aid, peace talks, meeting with Zelensky)
"Gave about 2 billion dollars to Ukraine instead of looking after people in Canada or using it towards Canada deficit."

"Zelensky had a meeting with Carney and now Canada who's basically bankrupt has promised $2.5 billion to him for warfare - a war that has nothing to do with Canada!!"

Positive/neutral mentions of trade relations with China/Carney's trip to China/deal on EVs and canola
"Canada's prime minister Mark Carney will visit China Jan 13–17 to boost trade ties as his federal govt diversifies beyond the US."

"Carney has made a deal with China with trade on Canola oil and electric cars that will be beneficial for our country."

Post-Davos
[Jan. '26 (W4+W5), n= 578]

Carney's speech in Davos/Allocution at the WEF/New world order
"Carney made a very memorable speech at the World Economic Forum emphasizing a shift in Canada's economic policy."

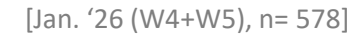*"He gave a speech at Davos what was highly regarded and received a standing ovation."*

Positive/neutral mentions of trade relations with China/Carney's trip to China/deal on EVs and canola
"He made a deal with China to get them to drop tariffs, and he talked about a new world order."

"He reached a new deal with China on EV vehicle, energy and agricultural products including Canola."

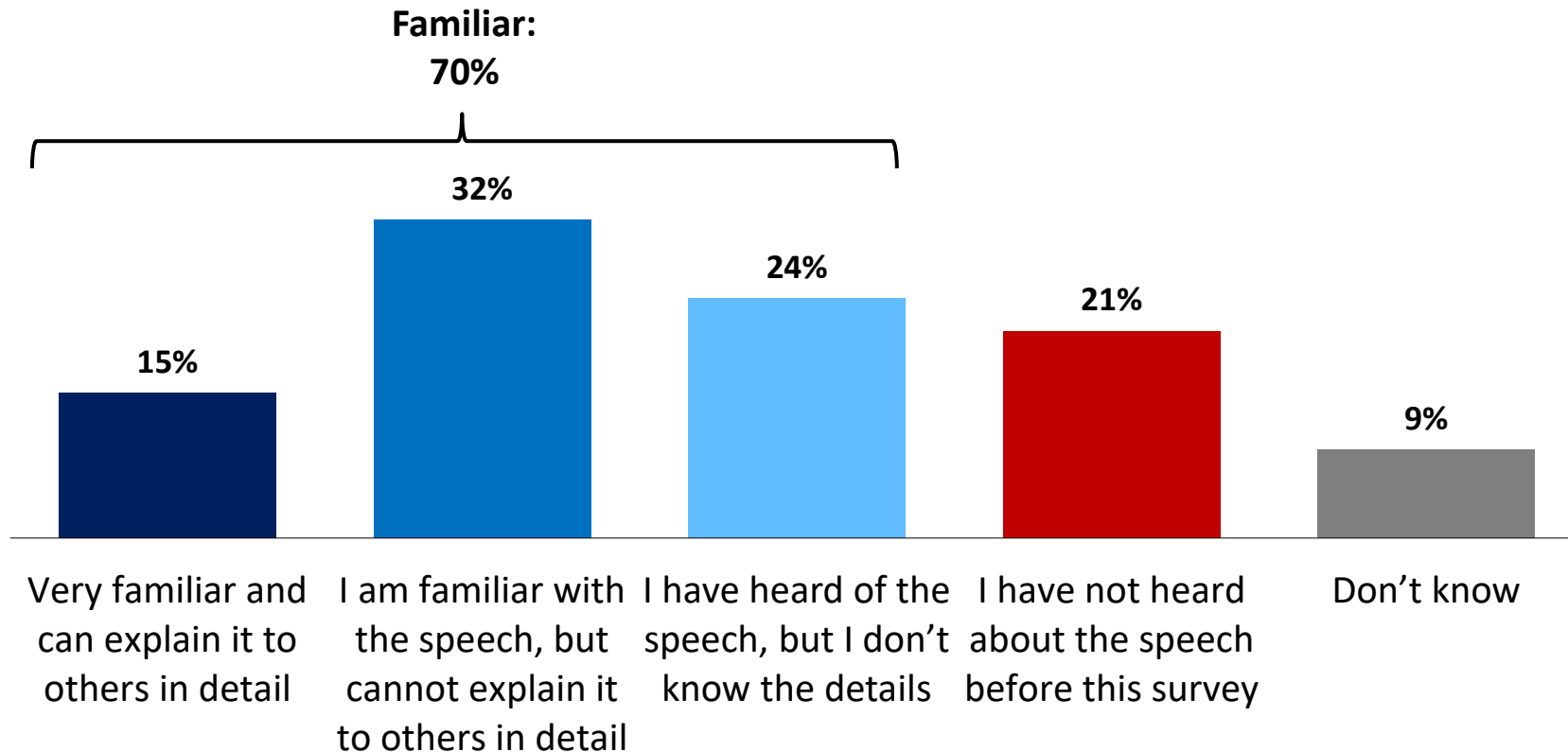# RSH on PM and Fed. Gov't – Word Cloud (January'26): Most mentions this month focused on international relations and trade deals

Q And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days? [OPEN END]
[Asked of those who RSH about Mark Carney and the Liberals]

Pre-Davos
[Jan. '26 (W1+W2), n= 566]

Post-Davos
[Jan. '26 (W4+W5), n= 578]

Familiarity
With Carney's Speech

Familiarity With The Speech: Nearly three-in-four Canadians are familiar with Carney's Davos speech, while 21% have not heard about it

Q How familiar are you with Prime Minister Mark Carney's speech laying out an analysis of the world economy and international politics at the World Economic Forum (WEF) in Davos, Switzerland, on Tuesday, January 20th, 2026?
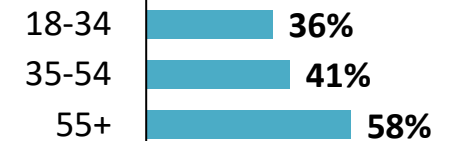[asked of all respondents, n=1,000]

Familiar: 70%

- 15% — Very familiar and can explain it to others in detail
- 32% — I am familiar with the speech, but cannot explain it to others in detail
- 24% — I have heard of the speech, but I don't know the details
- 21% — I have not heard about the speech before this survey
- 9% — Don't know

Segmentation
Respondents who say "Familiar"

Gender
- Men: 53%
- Women: 40%

Age
- 18-34: 36%
- 35-54: 41%
- 55+: 58%

Region
- BC: 50%
- Alberta: 45%
- Prairies: 42%
- Ontario: 49%
- Quebec: 41%
- Atlantic: 47%

Party ID
- Liberal: 61%
- Conservative: 47%
- NDP: 39%
- Bloc: 45%
- Green/Other: 47%
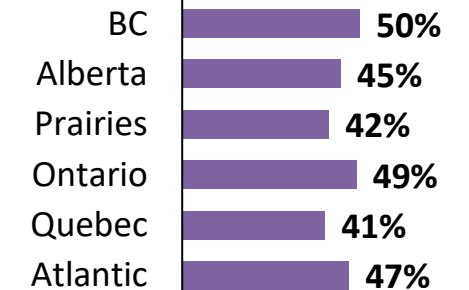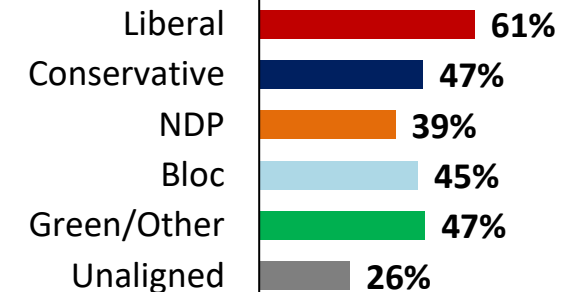- Unaligned: 26%

Exposure To The Speech: 3-in-5 of those familiar with Carney's Davos speech have directly RSH at least parts of the speech

Q Have you only seen reporting or commentary on the speech, or have you read or heard any of the speech yourself?
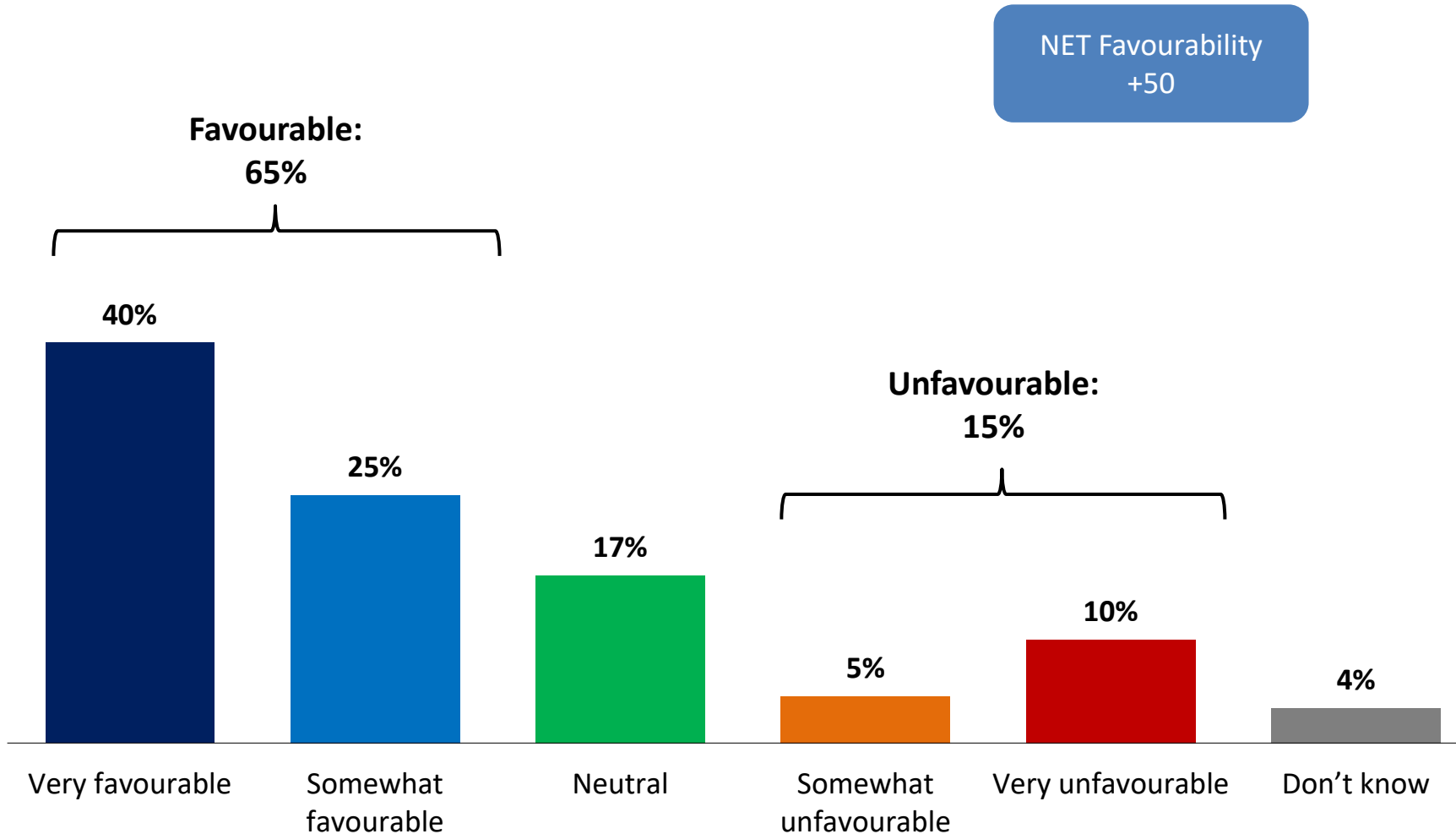[asked of those who are at least somewhat familiar, n=704]

Directly RSH at least parts of the speech: 60%

35%	41%	20%	5%
Only seen reporting or commentary	Read or seen parts of the speech	Read or seen the whole speech	Don't Know
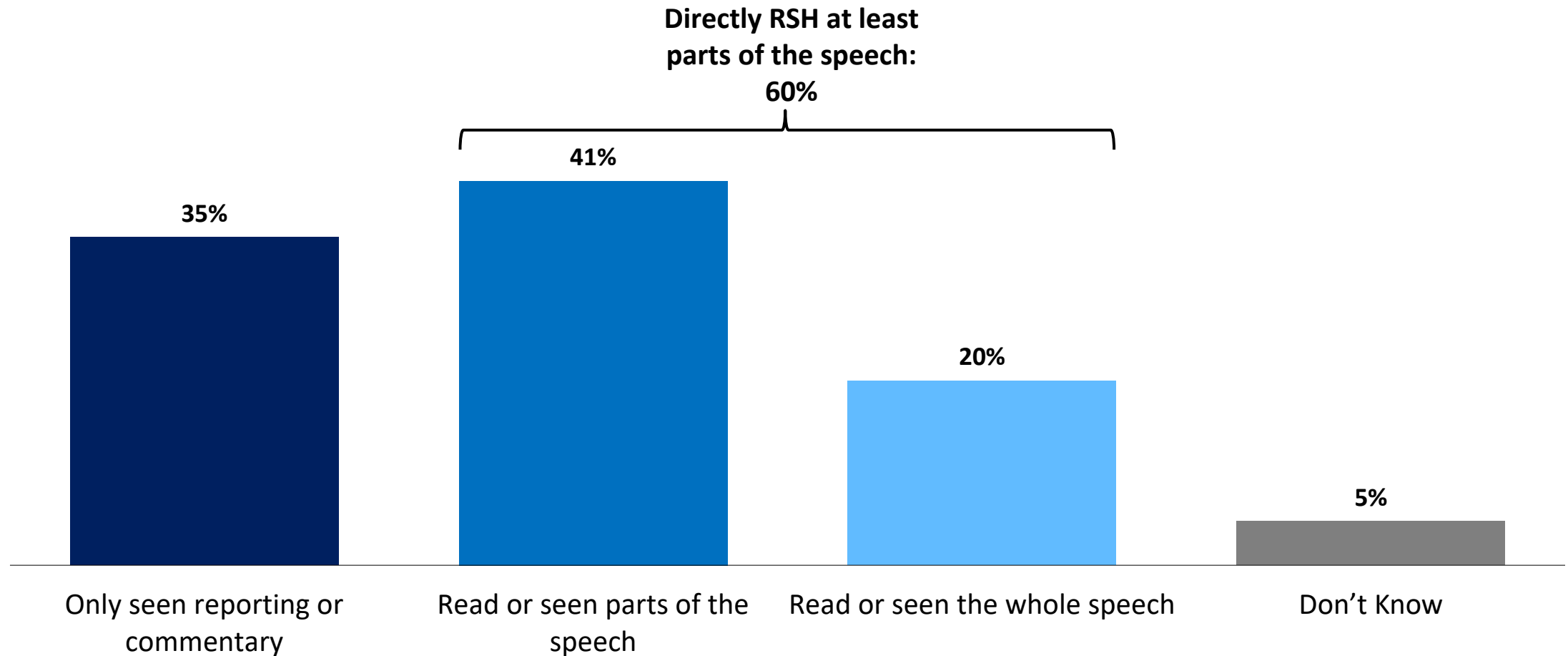
Impressions
Of Carney's Speech

Speech Impressions: About 2-in-3 of those familiar with the speech hold a favourable impression of Carney's Davos speech

27

Q Do you have a favourable or unfavourable impression of Mark Carney's Davos speech?
[asked of those who are at least somewhat familiar, n=704]

NET Favourability
+50

Favourable:
65%

Unfavourable:
15%

Category	Percentage
Very favourable	40%
Somewhat favourable	25%
Neutral	17%
Somewhat unfavourable	5%
Very unfavourable	10%
Don't know	4%

Segmentation
Respondents who say "Favourable"

Gender
Men	67%
Women	62%

Age
18-34	57%
35-54	61%
55+	71%

Region
BC	66%
Alberta	51%
Prairies	68%
Ontario	65%
Quebec	66%
Atlantic	76%

Party ID
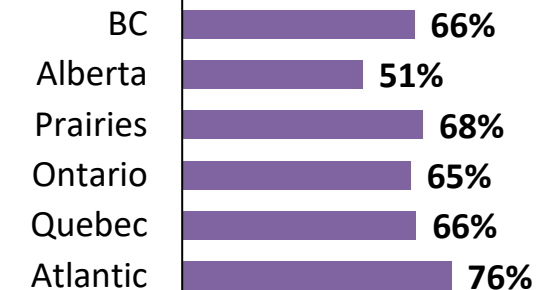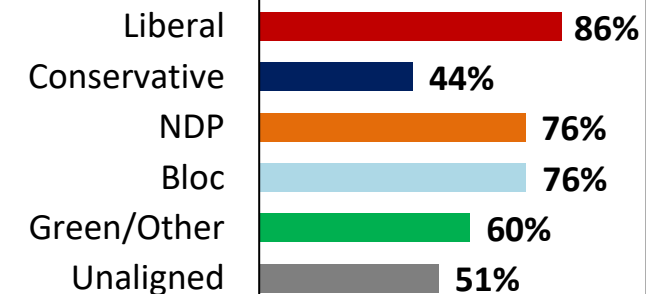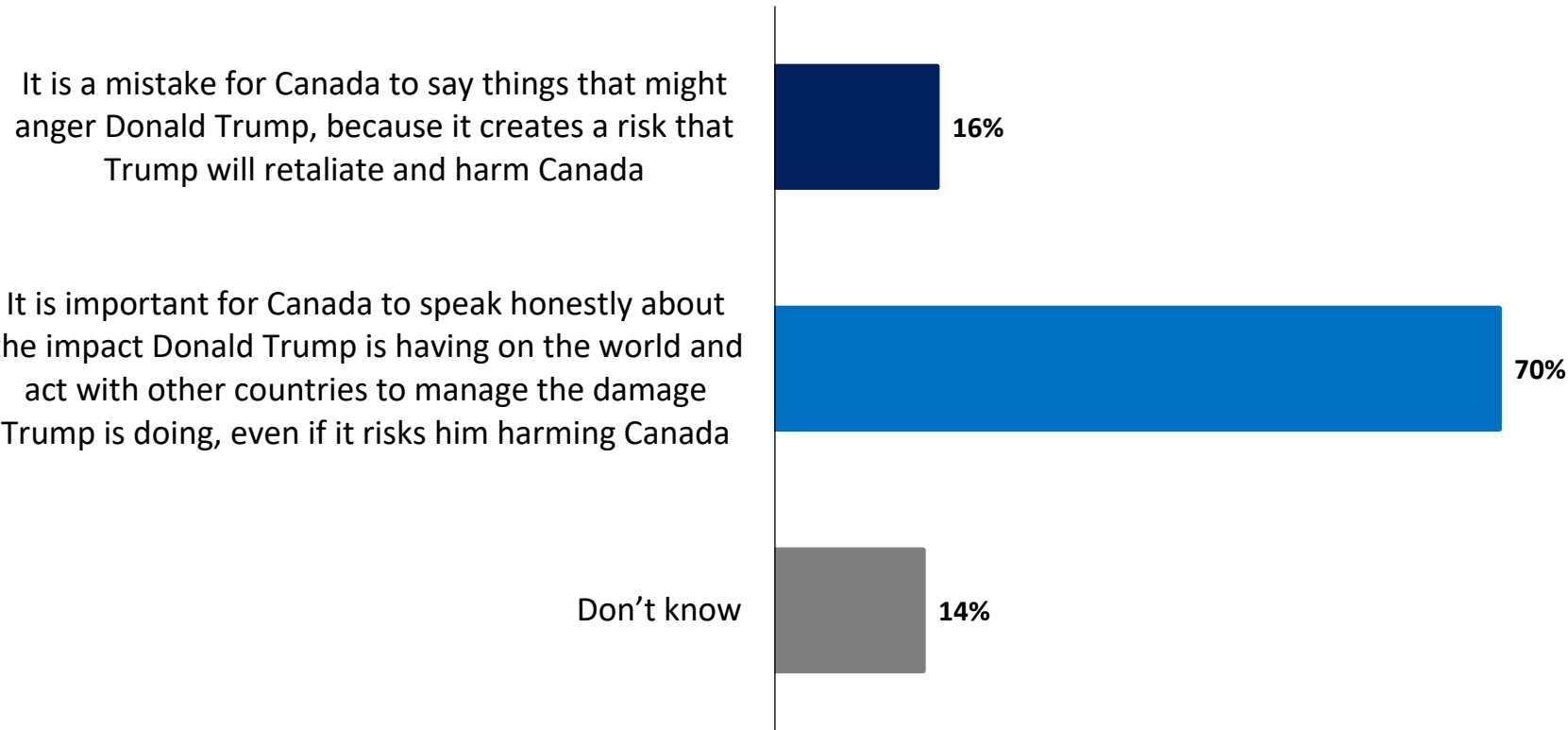|	
Liberal	86%
Conservative	44%
NDP	76%
Bloc	76%
Green/Other	60%
Unaligned	51%

Trade-offs

Trade-offs: Over 2-in-3 think it is important to speak honestly about the impact of Trump and to act with others, even at risk of harm to Canada

Q While Mark Carney's Davos speech did not specifically mention Donald Trump, it was widely seen as critical of him. Trump himself made note of the critical tone in Carney's speech.
Given this, which view is closest to your own?
[asked of all respondents, n=1,000]

It is a mistake for Canada to say things that might anger Donald Trump, because it creates a risk that Trump will retaliate and harm Canada — **16%**

It is important for Canada to speak honestly about the impact Donald Trump is having on the world and act with other countries to manage the damage Trump is doing, even if it risks him harming Canada — **70%**

Don't know — **14%**

Segmentation
Respondents who choose "Speak honestly about the impact"

Gender
Men	70%
Women	70%

Age
18-34	65%
35-54	66%
55+	77%

Region
BC	74%
Alberta	66%
Prairies	69%
Ontario	69%
Quebec	73%
Atlantic	68%

Party ID
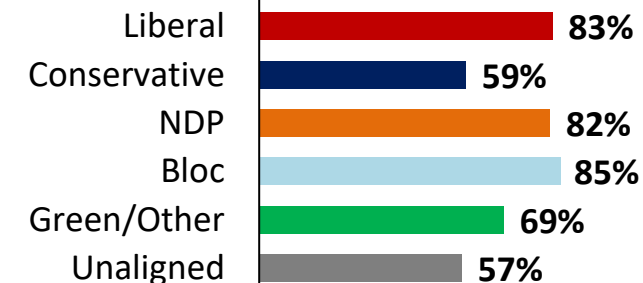|	
Liberal	83%
Conservative	59%
NDP	82%
Bloc	85%
Green/Other	69%
Unaligned	57%

Methodology

Survey Methodology – National

These are the results of an online survey conducted between January 22, 2026, and February 2, 2026.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,666 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: January 22, 2026, to February 2, 2026

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	167	10.0%	133	13.4%
Men 35-54	255	15.3%	159	15.9%
Men 55+	382	23.0%	192	19.3%
Women 18-34	192	11.6%	132	13.3%
Women 35-54	297	17.9%	167	16.8%
Women 55+	369	22.2%	214	21.4%
British Columbia	218	13.1%	142	14.2%
Alberta	200	12.0%	111	11.1%
Prairies	99	5.9%	64	6.4%
Ontario	574	34.5%	386	38.6%
Québec	442	26.5%	230	23.0%
Atlantic	133	8.0%	67	6.7%

For more information, please contact:

Greg Lyle
President
(416) 642-6429
glyle@innovativeresearch.ca

Report Contributors:

Marina Mandic, Manager, Omnibus Research Services
Mesgna Mesgna, Consultant
Natalia Zuluaga, Research Analyst

Building Understanding.