



Strong majority of Canadians say their opinion of the US has worsened compared to a year ago.

National survey released March 2025  
Field: February 28<sup>th</sup> to March 5<sup>th</sup>, 2025  
Submission 2025-2796

**THE GLOBE AND MAIL\***





The survey gauged the views of Canadians on the current tensions between the United States and Canada, and their feelings towards Americans.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1001 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 5<sup>th</sup>, 2025 as part of an omnibus survey.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

# KEY FINDINGS

1

## MAJORITY OF CANADIANS SAY THEIR VIEW OF THE US HAS WORSENE COMPARED TO A YEAR AGO

Close to nine in ten Canadians say their view of the United States has worsened ([78%](#)) or somewhat worsened ([10%](#)) compared to a year ago, and less than one in ten say it has improved ([four per cent](#)) or somewhat improved ([two per cent](#)). On the flip side, Canadians were more likely to say their views of Canada have improved ([30%](#)) or somewhat improved ([25%](#)) rather than worsened ([13%](#)) or somewhat worsened ([10%](#)).

2

## CANADIANS ARE TWO TIMES MORE LIKELY TO SAY THEIR NEIGHBOURS LOVE CANADA MORE RATHER THAN LESS COMPARED TO A YEAR AGO

Just under four in ten Canadians say their neighbours love Canada more ([39%](#)) now compared to one year ago, while one in four say they love Canada the same amount ([25%](#)) and one in five say they love it less ([20%](#)). [Sixteen per cent](#) are unsure. Residents of Atlantic Canada ([49%](#)), BC ([46%](#)) and Ontario ([44%](#)) are more likely to say their neighbours love Canada more compared to those in Quebec ([24%](#)), as are older Canadians (55 plus) ([43%](#)) compared to Canadians 18 to 34 ([33%](#)).

3

## PESSIMISM AND ANGER TOP EMOTIONS CANADIANS FEEL TOWARDS AMERICANS

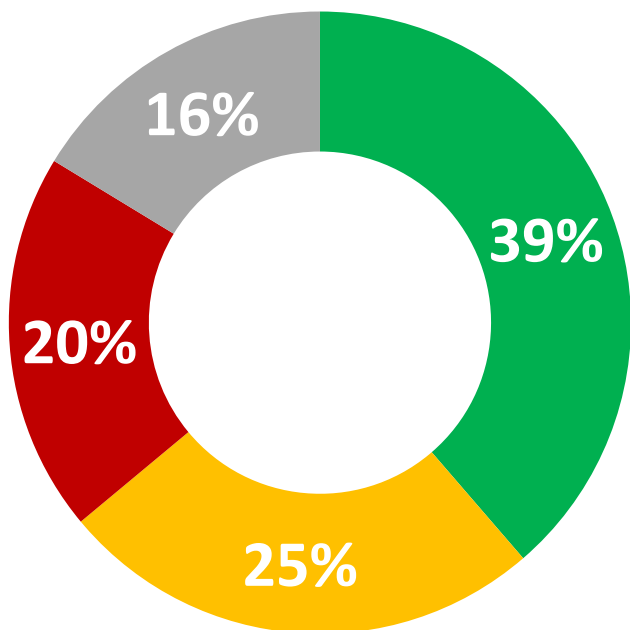
When asked which feelings best describes their views towards Americans, more than seven in ten Canadians selected a negative emotion of either pessimism ([39%](#)) or anger ([33%](#)), while [11 per cent](#) said they feel disinterest. Just over one in ten say they feel optimism ([eight per cent](#)), satisfaction ([four per cent](#)) or happiness ([one per cent](#)), while [four per cent](#) are unsure. Atlantic Canada residents are more likely to say they feel anger ([52%](#)) than those in the Prairies ([20%](#)).

4

## TWO IN THREE CANADIANS FEEL ANXIOUS FOR THE FUTURE AS A RESULT OF US DIPLOMATIC TENSIONS

A majority of Canadians say they have experienced feeling anxious for the future ([67%](#)) as a result of the current diplomatic tensions with the United States, followed by avoiding the internet/news ([31%](#)), financial stress ([23%](#)), a shorter temper ([14%](#)) and trouble sleeping ([13%](#)). [Ten per cent](#) say the current diplomatic tensions do not affect them. Younger Canadians (18-34) are more likely to say they feel financial stress ([32%](#)) than those 55 plus ([16%](#)).

# Views on their neighbours' feelings towards Canada



■ More ■ The same ■ Less ■ Unsure

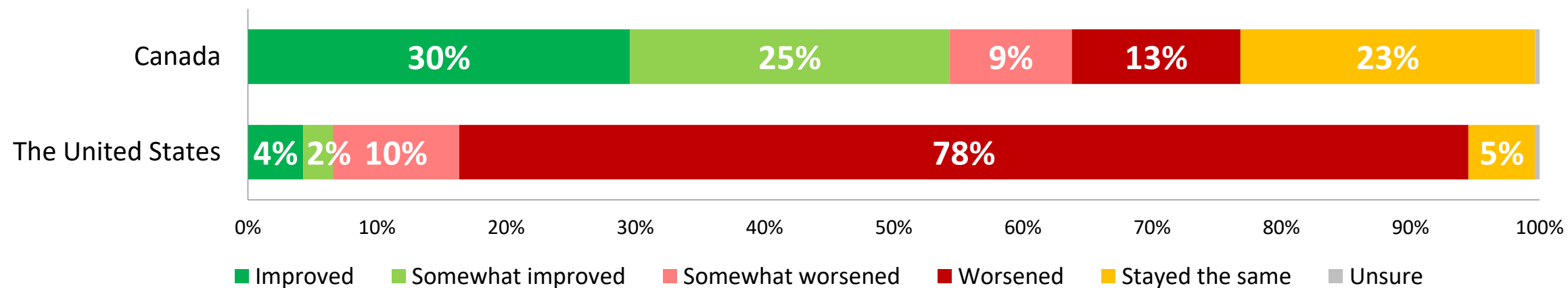
	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
More	49.4%	23.9%	43.9%	36.0%	46.8%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
Less	38.5%	39.0%	32.7%	37.6%	43.4%
	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
Less	14.6%	28.0%	17.1%	20.2%	15.4%
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	19.7%	19.8%	22.6%	20.9%	17.0%

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

Q – Would you say your neighbours love Canada more, the same or less compared to a year ago?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Opinions on the US and Canada compared to one year ago



Improved/Somewhat improved		2025-03 (n=1001)	Region					Gender		Age Group		
			Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	Canada	<b>54.3%</b>	<b>68.6%</b>	<b>47.1%</b>	<b>59.8%</b>	<b>48.9%</b>	<b>51.1%</b>	<b>51.0%</b>	<b>57.9%</b>	<b>47.9%</b>	<b>51.3%</b>	<b>60.9%</b>
	The United States	<b>6.6%</b>	<b>4.0%</b>	<b>5.1%</b>	<b>6.2%</b>	<b>11.0%</b>	<b>5.8%</b>	<b>7.1%</b>	<b>5.9%</b>	<b>10.9%</b>	<b>7.8%</b>	<b>2.7%</b>

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

Q – Compared to a year ago, has your opinion of the following improved, somewhat improved, somewhat worsened, worsened or stayed the same? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Feelings towards Americans

Q - Which of the following feelings best describes your views towards Americans? [RANDOMIZE][SELECT ONE]

	2025-03 (n=1001)	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
Pessimism	38.5%	29.2%	41.1%	35.9%	39.6%	44.4%	36.7%	40.6%	44.4%	36.2%	36.5%
Anger	33.2%	51.6%	37.0%	35.3%	19.7%	29.1%	34.5%	32.1%	25.2%	32.6%	38.8%
Disinterest	11.3%	8.2%	10.0%	12.3%	17.5%	4.3%	11.2%	11.5%	11.2%	13.4%	9.7%
Optimism	7.8%	5.6%	5.3%	8.3%	8.3%	10.6%	8.5%	6.7%	8.9%	7.4%	7.3%
Satisfaction	3.7%	3.0%	0.9%	3.2%	7.0%	5.7%	3.7%	3.7%	3.8%	4.6%	2.9%
Happiness	1.1%	-	1.9%	0.3%	2.1%	1.6%	1.6%	0.5%	1.9%	0.9%	0.9%
Unsure	4.5%	2.4%	3.8%	4.7%	5.8%	4.2%	3.8%	4.9%	4.7%	5.0%	3.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Personal impact of the current diplomatic tensions with the United States

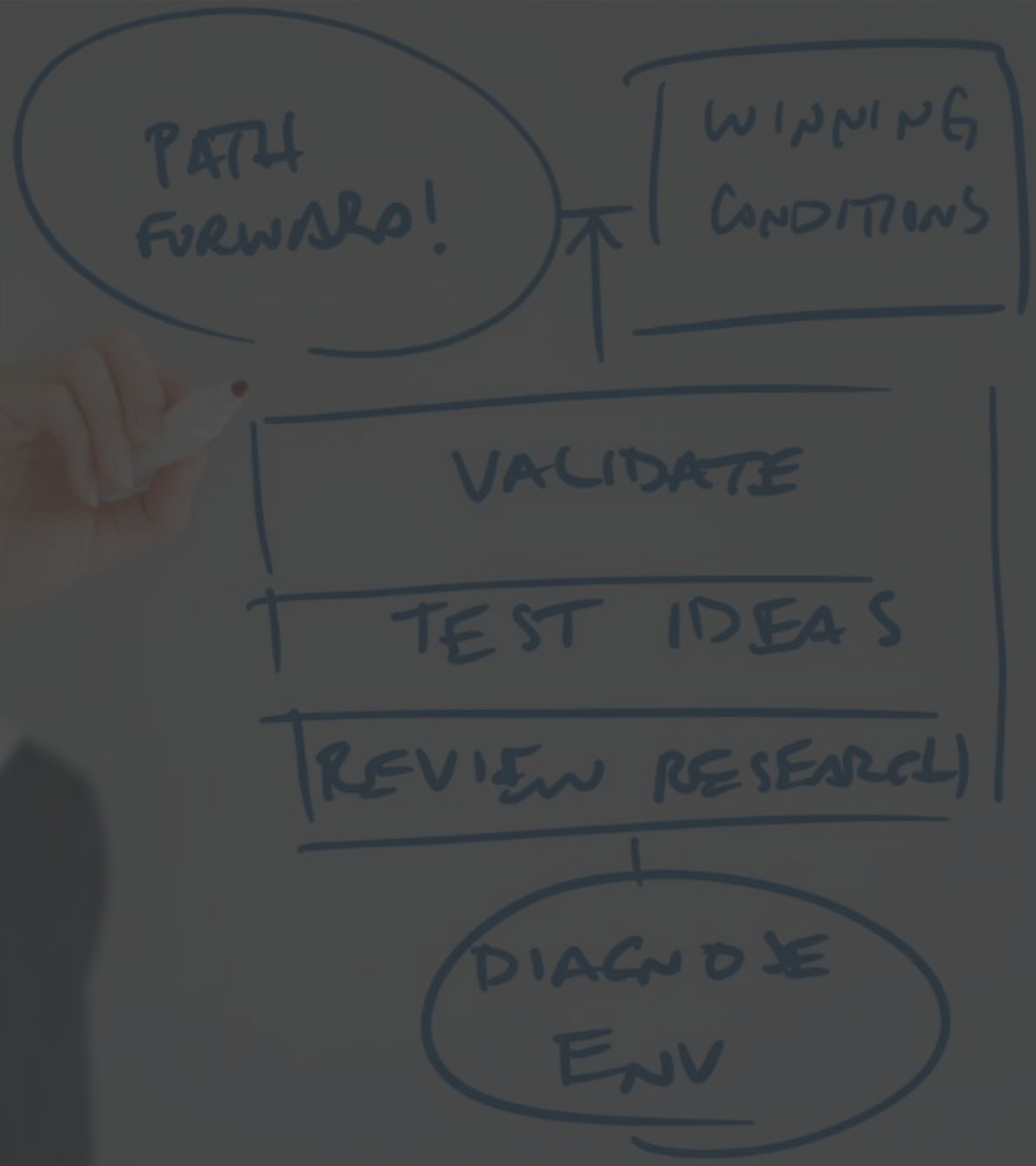
Q – Which of the following have you experienced as a result of the current diplomatic tensions with the United States?  
[RANDOMIZE][SELECT ALL THAT APPLY]

	2025-03 (n=1001)	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
Feeling anxious for the future	67.2%	69.0%	63.0%	72.3%	57.1%	71.8%	59.6%	75.0%	68.5%	67.5%	66.1%
Avoiding the internet/news	30.7%	34.5%	25.9%	31.7%	28.8%	36.4%	26.4%	34.8%	40.4%	27.0%	27.3%
Financial stress	22.5%	27.3%	23.7%	22.3%	17.3%	25.7%	20.4%	24.5%	32.4%	22.2%	16.3%
Shorter temper	14.1%	25.9%	10.1%	15.9%	13.6%	10.4%	17.0%	11.4%	14.8%	15.0%	12.8%
Trouble sleeping	12.5%	22.0%	4.6%	17.0%	10.7%	10.9%	8.2%	16.8%	14.0%	13.4%	10.9%
Anger/Contempt/Disgust/ Frustration	1.8%	2.3%	0.8%	1.9%	2.1%	2.3%	1.6%	1.9%	0.6%	2.5%	2.0%
Frustration/Anger toward Canadian government	1.4%	0.6%	1.3%	0.3%	3.4%	2.5%	1.7%	0.9%	1.7%	2.2%	0.6%
Concern/Fear/Stress (general)	1.0%	-	1.4%	0.8%	0.8%	1.5%	0.6%	1.3%	0.6%	0.2%	1.9%
Other	3.9%	2.5%	3.7%	3.3%	3.6%	7.2%	3.1%	4.6%	1.2%	3.9%	5.8%
Unsure	3.5%	3.4%	5.0%	3.4%	3.5%	1.7%	3.9%	3.2%	1.9%	3.2%	4.9%
None/the current diplomatic tensions do not affect me	10.5%	8.7%	13.9%	8.1%	13.4%	8.4%	15.6%	5.4%	12.1%	12.1%	8.0%

\*Based on multiple mentions, percentages may exceed 100%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1,001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 5<sup>th</sup>, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail 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



Element	Description	Element	Description
Research sponsor	The Globe and Mail	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	1001 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 Hybrid 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and 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, views on trade, US relations and issues of concern for the election.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	<a href="#">By region, age and gender</a>
Field Dates	February 28 <sup>th</sup> to March 5 <sup>th</sup> , 2025.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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