Canadians Embrace ReArm Europe, Eyeing Strategic Alignment

THE GLOBE AND MAIL

NANOS

The research gauged the opinions among Canadians on military spending and defence cooperation. It explores whether Canada should change its defence budget in response to calls for higher NATO contributions and measures support for joining the ReArm Europe plan to boost arms production with European allies.
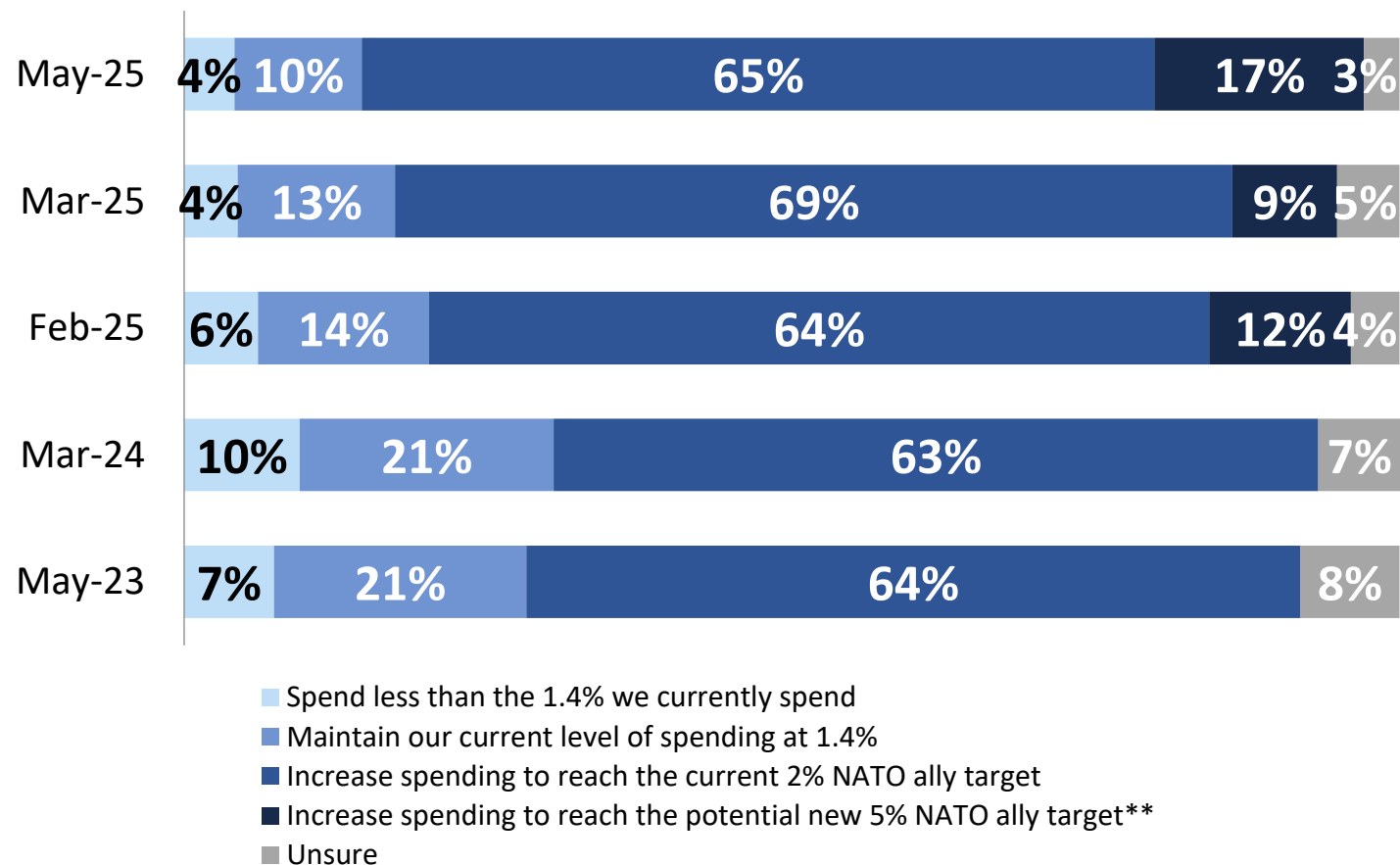
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,120 Canadians, 18 years of age or older, between June 1st and June 3rd, 2025 as part of an omnibus survey. The margin of error for this survey is ±2.9 percentage points, 19 times out of 20.

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.

About the Research

Preferences for Canadian defense spending – Tracking

Most Canadians prefer Canada increase its military spending to reach the current two per cent NATO target. However, there is an increase since the previous wave of research in the proportion of Canadians who would like to see military spending reach five per cent of Canada's gross domestic product.

	Spend less than the 1.4% we currently spend	Maintain our current level of spending at 1.4%	Increase spending to reach the current 2% NATO ally target	Increase spending to reach the potential new 5% NATO ally target**	Unsure
May-25	4%	10%	65%	17%	3%
Mar-25	4%	13%	69%	9%	5%
Feb-25	6%	14%	64%	12%	4%
Mar-24	10%	21%	63%		7%
May-23	7%	21%	64%		8%

■ Spend less than the 1.4% we currently spend
■ Maintain our current level of spending at 1.4%
■ Increase spending to reach the current 2% NATO ally target
■ Increase spending to reach the potential new 5% NATO ally target**
■ Unsure

Q – President Donald Trump has now called on all NATO countries to increase their military spending to 5% of GDP, up from the current target of 2%. Canada hasn't hit the current spending threshold of 2% since the 1990s, and in 2024, Canada is estimated to have spent approximately 1.4 per cent of GDP on defence spending. Which of the following paths forward would you prefer?
Q – [ASKED in 2024] In the 2023-24 fiscal year, Canada is estimated to spend approximately 1.4 per cent of GDP on defence spending. Our commitment as a NATO ally is to spend 2 per cent of GDP on defence spending. Canada has not spent 2% of GDP on defence since the 1980s. Which approach would you prefer for Canada's defence spending?
Q – [ASKED IN 2023] In 2021, Canada spent approximately 1.4 per cent of GDP on defence spending. Our commitment as a NATO ally is to spend 2 per cent of GDP on defence spending. Canada has not spent 2% of GDP on defence since the 1980s. Which approach would you prefer for Canada's defence spending?

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.
** Increase spending to reach the potential new 5% NATO ally target is a new response option added in the 2025 waves.

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Preferences for Canadian defense spending by demographics

Q – President Donald Trump has now called on all NATO countries to increase their military spending to 5% of GDP, up from the current target of 2%. Canada hasn't hit the current spending threshold of 2% since the 1980s, and in 2024, Canada is estimated to have spent approximately 1.4 per cent of GDP on defence spending. Which of the following paths forward would you prefer?

	2025-06 (n=1120)	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)	Men (n=584)	Women (n=535)	18-34 (n=208)	35-54 (n=417)	55 plus (n=495)
Increase spending to reach the current 2% NATO ally target	65.2%	75.9%	65.6%	65.6%	64.7%	58.9%	64.6%	66.0%	50.1%	68.1%	72.8%
Increase spending to reach the potential new 5% NATO ally target	17.3%	13.3%	15.2%	18.6%	16.6%	19.6%	22.5%	12.2%	17.6%	16.2%	17.9%
Maintain our current level of spending at 1.4%	10.5%	4.0%	13.3%	8.0%	13.8%	11.6%	8.4%	12.3%	18.3%	10.9%	5.1%
Spend less than the 1.4% we currently spend	4.1%	2.0%	3.8%	4.3%	3.4%	6.3%	3.1%	5.1%	8.5%	2.6%	2.5%
Unsure	2.9%	4.7%	2.2%	3.5%	1.4%	3.6%	1.4%	4.4%	5.5%	2.2%	1.8%

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Support on Canada joining the ReArm Europe plan

Q – Do you support, somewhat support, somewhat oppose or oppose Canada joining the ReArm Europe plan, a major defence procurement project to ramp up Canadian military purchases and arms production with Europe?

50%	28%	5%	7%	10%

■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

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

Support/Somewhat support	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)
	82.9%	83.0%	77.7%	69.1%	79.4%
	Men (n=584)	Women (n=535)	18-34 (n=208)	35-54 (n=417)	55 plus (n=495)
	78.9%	77.1%	67.3%	76.1%	86.4%

Oppose/Somewhat oppose	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)
	5.1%	12.1%	11.2%	17.6%	10.3%
	Men (n=584)	Women (n=535)	18-34 (n=208)	35-54 (n=417)	55 plus (n=495)
	14.5%	9.7%	16.3%	13.1%	8.3%

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,120 Canadians, 18 years of age or older, between June 1st and June 3rd, 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 dialing with a maximum of five call backs.

The margin of error for this survey is ±2.9 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

METHODOLOGY

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1120 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±2.9 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 1st to 3rd, 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. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, defence issues and energy issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.
Tabulations	By region, age and gender

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

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