



King Charles' Visit: A Symbolic Anchor for Canada Amid U.S. Trade Turbulence

National survey released June, 2025
Field: June 1st to June 3rd, 2025
Submission 2025-2847

THE GLOBE AND MAIL 





The research gauged the opinions among Canadians on engagement with King Charles III's royal visit to Ottawa and how important they felt the visit was in symbolizing Canada's sovereignty during trade tensions with the United States.

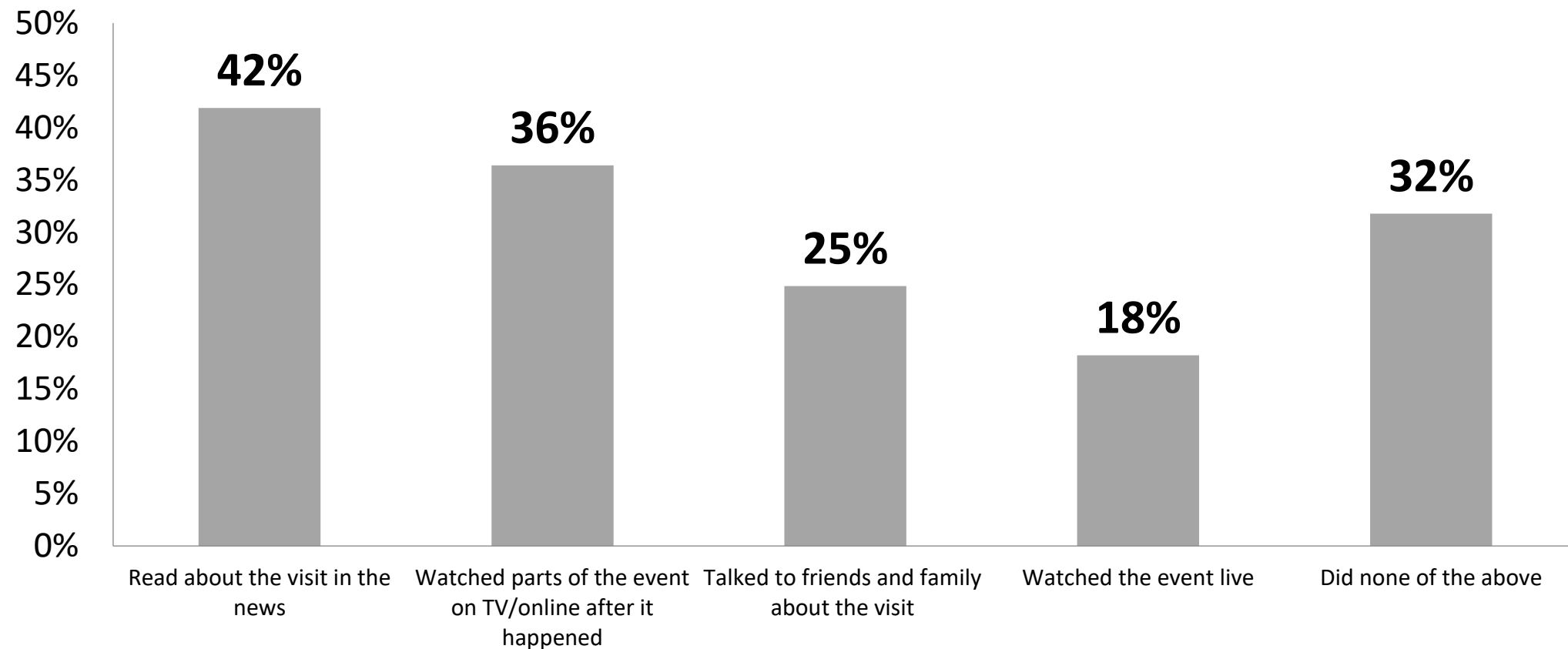
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,120 Canadians, 18 years of age or older, between June 1st and June 3rd, 2025 as part of an omnibus survey. The margin of error for this survey is ± 2.9 percentage points, 19 times out of 20.

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.

Interaction with the Royal visit of King Charles III

Q – Did you do any of the following as it relates to the royal visit of King Charles III in Ottawa on May 26th and 27th? [RANDOMIZE] (Select all that apply)



*Based on multiple response selections

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to June 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Interaction with the Royal visit of King Charles III – by demographics

Q – Did you do any of the following as it relates to the royal visit of King Charles III in Ottawa on May 26th and 27th? [RANDOMIZE] (Select all that apply)

	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)
Read about the visit in the news	41.9%	49.0%	32.4%	43.8%	44.0%	46.2%	41.2%	42.4%	38.1%	42.9%	43.5%
Watched parts of the event on TV/online after it happened	36.4%	47.2%	29.2%	37.5%	33.5%	43.9%	35.9%	36.9%	21.6%	37.1%	45.4%
Talked to friends and family about the visit	24.8%	28.7%	16.9%	29.8%	20.5%	27.9%	21.0%	28.4%	22.9%	25.5%	25.6%
Watched the event live	18.2%	26.4%	11.9%	22.0%	14.6%	18.8%	12.4%	23.8%	9.6%	15.2%	26.1%
Did none of the above	31.8%	20.4%	41.1%	29.1%	32.3%	28.4%	35.0%	28.8%	48.2%	32.3%	20.7%

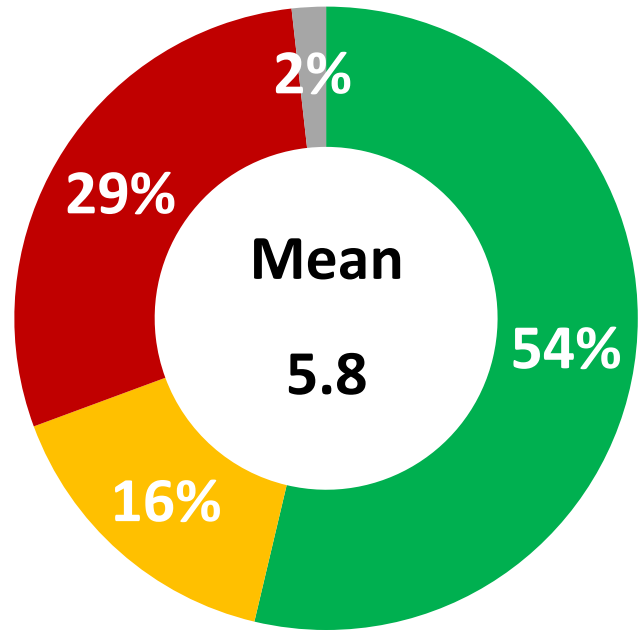
*Based on multiple response selections

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to June 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20.

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Importance of the royal visit in asserting Canada's sovereignty



■ Important (7-10) ■ Average (4-6)
■ Not important (0-3) ■ Unsure

	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)
Mean	6.7	4.5	6.3	5.7	6.2
	Men (n=584)	Women (n=535)	18 to 34 (n=208)	35 to 54 (n=417)	55 plus (n=495)
	5.2	6.4	4.9	5.6	6.5

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

Q – On a scale from 0 to 10 where 0 is not at all important and 10 is very important, how important was the royal visit to asserting Canada's sovereignty in the middle of a trade war with the United States?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to June 3rd, 2025, n=1120, accurate 2.9 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 1,120 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



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	1120 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 Insights Lab	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	±2.9 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, defence issues and energy issues.
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. http://www.nanos.co 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	By region, age and gender
Field Dates	June 1 st to 3 rd , 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/		



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Any questions?



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