Appetite for Canada to increase defense spending on the rise.

CTV News   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. It also gauged Canadians' sentiments towards the ReArm Europe plan.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2nd to 6th, 2025 as part of an omnibus survey. The margin of error for this survey is ±3.0 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 CTV News and was conducted by Nanos Research.

KEY FINDINGS

1

CANADIANS PREFER INCREASING DEFENSE SPENDING OVER KEEPING IT THE SAME OR DECREASING IT

Over four in five Canadians prefer increasing defense spending either to the NATO ally target of two per cent (52%) of GDP or to increase it further to five per cent (32%) of the GDP. Nine per cent prefer Canada maintain its current defense spending and three per cent would prefer to spend less than what Canada currently spends. Although Canadians that prefer increasing defense spending overall remains around the same as the last wave in May 2025, those that prefer to increase defense spending further to five per cent increased to almost double the amount (32%; 17% in last wave).

2

A MAJORITY OF CANADIANS SAY THE IMPACT OF CANADA JOINING THE REARM EUROPE PROGRAM WILL BE POSITIVE TO SOME DEGREE

Three in four Canadians say that the impact of Canada joining the ReArm Europe program will be a positive (38%) or somewhat positive (37%) impact on Canadian military purchases and arms production. Men are more likely to say this will have a positive (44%) or somewhat positive (37%) impact, compared to women (32% say positive and 38% say somewhat positive). Older Canadians aged 55 plus are also marginally more likely to say this will have a positive (45%) or somewhat positive (39%) impact compared to younger Canadians aged 18 to 34 (27% say positive and 41% say somewhat positive).

Preferences for Canadian defense spending – Tracking

Over four in five Canadians prefer Canada to increase spending either to the current NATO ally target of two per cent of GDP (52%) or to five per cent of GDP (32%). Men are more likely to prefer increased spending to five per cent GDP (39%) compared to women (25%). Older Canadians aged 55 plus are more likely to prefer increased spending (53% say up to two per cent GDP and 38% say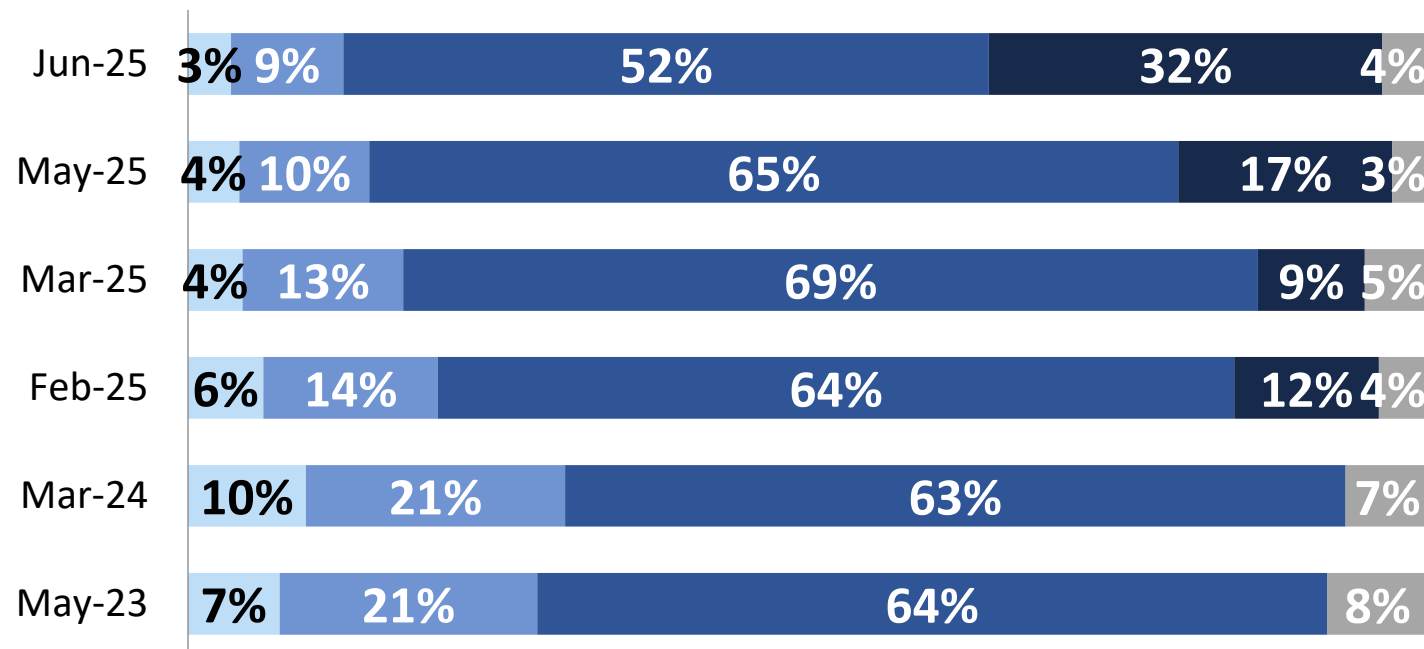 up to five per cent GDP) compared to Canadians aged 18 to 34 (46% say up to two per cent GDP and 25% say up to five per cent GDP.)

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?

Date	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
Jun-25	3%	9%	52%	32%	4%
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

*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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2nd to 6th, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.
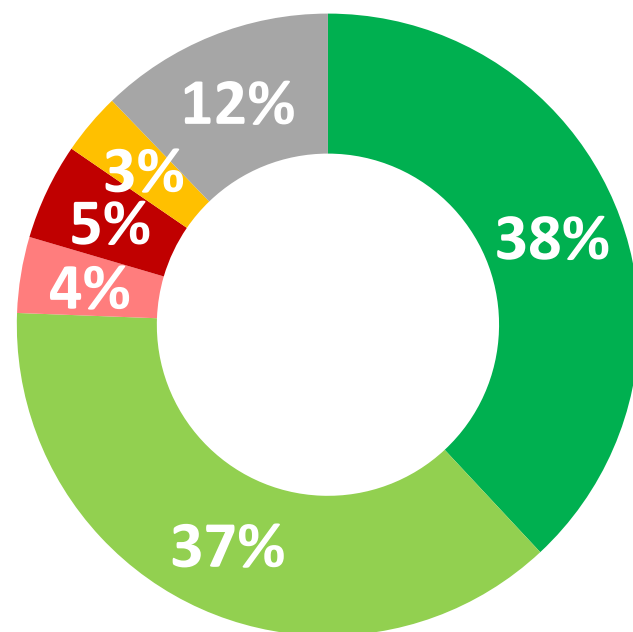
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Preferences for Canadian defense spending by demographics

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?

	2025-07 (n=1047)	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)	Men (n=544)	Women (n=499)	18-34 (n=159)	35-54 (n=390)	55 plus (n=498)
Increase spending to reach the current 2% NATO ally target	52.0%	43.4%	55.4%	48.9%	54.8%	55.7%	47.5%	56.2%	45.6%	55.7%	53.3%
Increase spending to reach the potential new 5% NATO ally target	31.7%	36.3%	27.2%	35.1%	33.9%	25.0%	38.7%	25.1%	25.2%	29.0%	38.1%
Maintain our current level of spending at 1.4%	9.1%	5.9%	8.7%	9.3%	7.2%	13.0%	5.8%	12.3%	16.3%	6.9%	6.0%
Spend less than the 1.4% we currently spend	3.5%	7.4%	5.3%	2.9%	2.1%	1.8%	4.5%	2.5%	6.0%	3.9%	1.5%
Unsure	3.7%	6.9%	3.5%	3.8%	2.0%	4.5%	3.6%	3.9%	6.9%	4.5%	1.1%

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Impact of Canada joining the ReArm Europe plan

38%

37%

12%

3%

5%

4%

- 🟩 Positive
- 🟩 Somewhat positive
- 🟥 Somewhat negative
- 🟥 Negative
- 🟨 No impact
- ⬜ Unsure

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

Positive/Somewhat positive	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	82.7%	82.3%	72.5%	69.4%	75.2%
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	80.8%	69.7%	68.0%	70.2%	83.9%

Negative/Somewhat negative	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)
	8.3%	4.4%	10.8%	13.6%	8.8%
	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
	9.8%	9.1%	7.9%	12.5%	8.0%

Q – As you might know, Canada has just signed a strategic defence and security partnership with the European Union that will allow Canadian companies to participate in the ReArm Europe program. Do you believe this will have a positive, somewhat positive, somewhat negative, negative or no impact on Canadian military purchases and arms production?

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2nd and 6th, 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 ±3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News 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	CTV News
Population and Final Sample Size	1,047 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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	July 2nd to 6th, 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	13 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 and views on economic 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

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ABOUT NANOS

Any questions?

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Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

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