

Four in five Canadians doubt Trump will honour his word for a trade deal with Canada.

National survey released August 2025
Field: July 31st to August 6th
Submission 2025-2877

Bloomberg



The research gauged the opinions among Canadians on the likelihood of a trade deal between Canada and the United States, and the impact of U.S. tariffs on the Canadian economy.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,034 Canadians, 18 years of age or older, between July 31st and August 6th, 2025, 2025 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

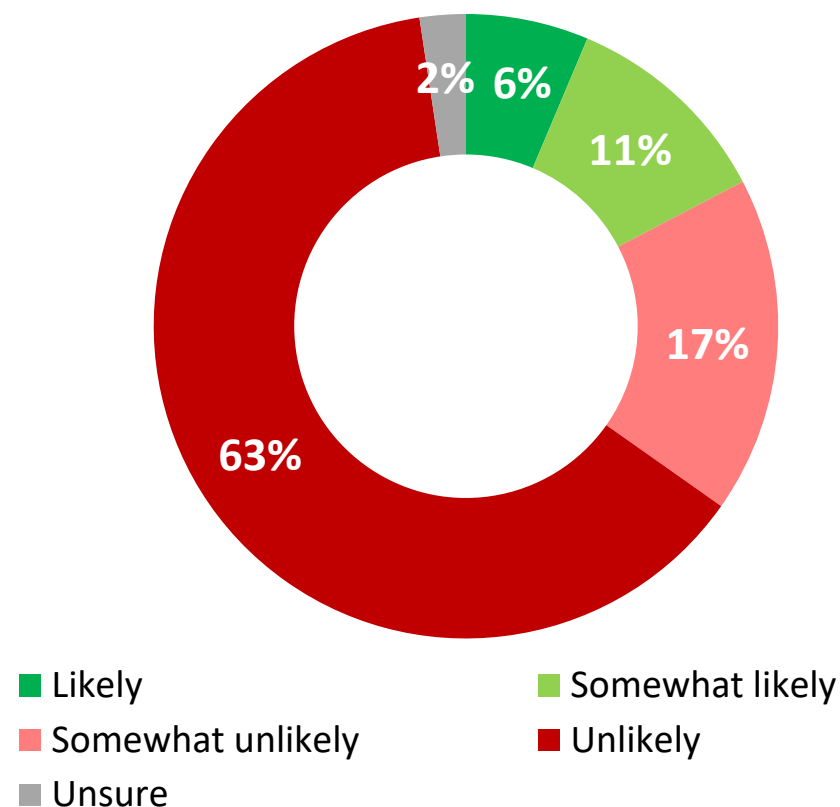
The research was commissioned by Bloomberg News and was conducted by Nanos Research.



Four in five Canadians think it is not likely that Trump will honour his word for a future trade deal with Canada, with over three in five thinking that is unlikely (63%) and one in six thinking it is somewhat unlikely (17%). Meanwhile, about one in ten Canadians think it is somewhat likely (11%) that he will honour his word, and a bit over one in twenty believe this is likely (6%).

Q – Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that US president Donald Trump will honour his word for a future trade deal with Canada?

Likelihood of Donald Trump honouring his word about trade deal with Canada



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Likelihood of Donald Trump honouring his word about trade deal with Canada – by demographic

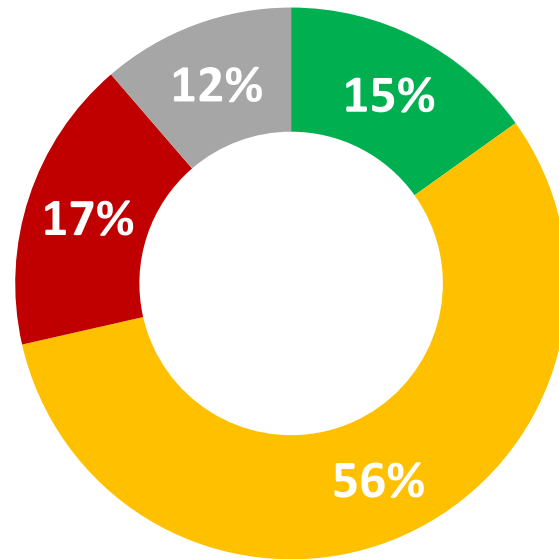
Q – Do you think it is likely, somewhat likely, somewhat unlikely or unlikely that US president Donald Trump will honour his word for a future trade deal with Canada?

Likely/Somewhat likely				
Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
16.2%	23.5%	14.6%	15.6%	17.5%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
21.1%	13.7%	18.6%	18.0%	16.0%
Unlikely/Somewhat unlikely				
Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
77.7%	72.9%	83.4%	82.3%	82.5%
Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
77.2%	83.2%	79.5%	78.8%	82.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views of the impacts of US tariffs – by demographics

Q – When thinking about the impact of the US tariffs on the Canadian economy, which of the following statements best reflects your view? The impacts of US tariffs on the Canadian economy are... [RANDOMIZE]



- Better than I thought it would be
- About the same as I thought it would be
- Worse than I thought it would be
- Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Almost **3 in 5** Canadians

think that the impacts of US tariffs on the Canadian economy are about the same as they thought they would be (56%). The others are split, with one in six Canadians saying the impacts are worse than they thought they would be (17%), and one in seven saying that the impacts are better than they thought they would be (15%). A bit over one in ten Canadians remain unsure (12%).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Views of the impacts of US tariffs – by demographics

Q – When thinking about the impact of the US tariffs on the Canadian economy, which of the following statements best reflects your view? The impacts of US tariffs on the Canadian economy are... [RANDOMIZE]

	2025-08 (n=1034)	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)	Men (n=540)	Women (n=494)	18-34 (n=195)	35-54 (n=426)	55 plus (n=413)
About the same as I thought it would be	56.3%	58.1%	55.7%	52.8%	57.9%	64.3%	56.6%	56.0%	52.7%	61.7%	54.4%
Worse than I thought it would be	17.2%	17.3%	17.3%	18.9%	18.8%	10.5%	15.9%	18.6%	16.2%	14.4%	20.1%
Better than I thought it would be	15.1%	9.7%	18.1%	17.2%	10.4%	12.9%	17.8%	12.6%	15.9%	15.2%	14.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1034, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,034 Canadians, 18 years of age or older, between July 31st and August 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 dialing with a maximum of five call backs.

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

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews are [here](#).

Note: Charts may not add up to 100 due to rounding



Element	Description	Element	Description
Research sponsor	Bloomberg News	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	1,034 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 Probability 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	10 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 and support on financial aid for steel and aluminium companies affected by US tariffs, views on prices and affordability of housing, views on the peacefulness of relations with Israel of a new demilitarized Palestinian state and view on trade agreements with the US and tariffs.
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	July 31st and August 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/		



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EthicStratēgies

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ABOUT NANOS

Any questions?



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