



Seven in ten support U.S. import tariffs despite potential price increase – support weakens since January 2025.

National survey released August 2025
Field: July 31st to August 6th, 2025
Submission 2025-2878

THE GLOBE AND MAIL*



This research gauged the opinions of Canadians on a trade agreement with the United States that includes tariffs on Canadian goods and imposition of tariffs by Canada on American goods.

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.

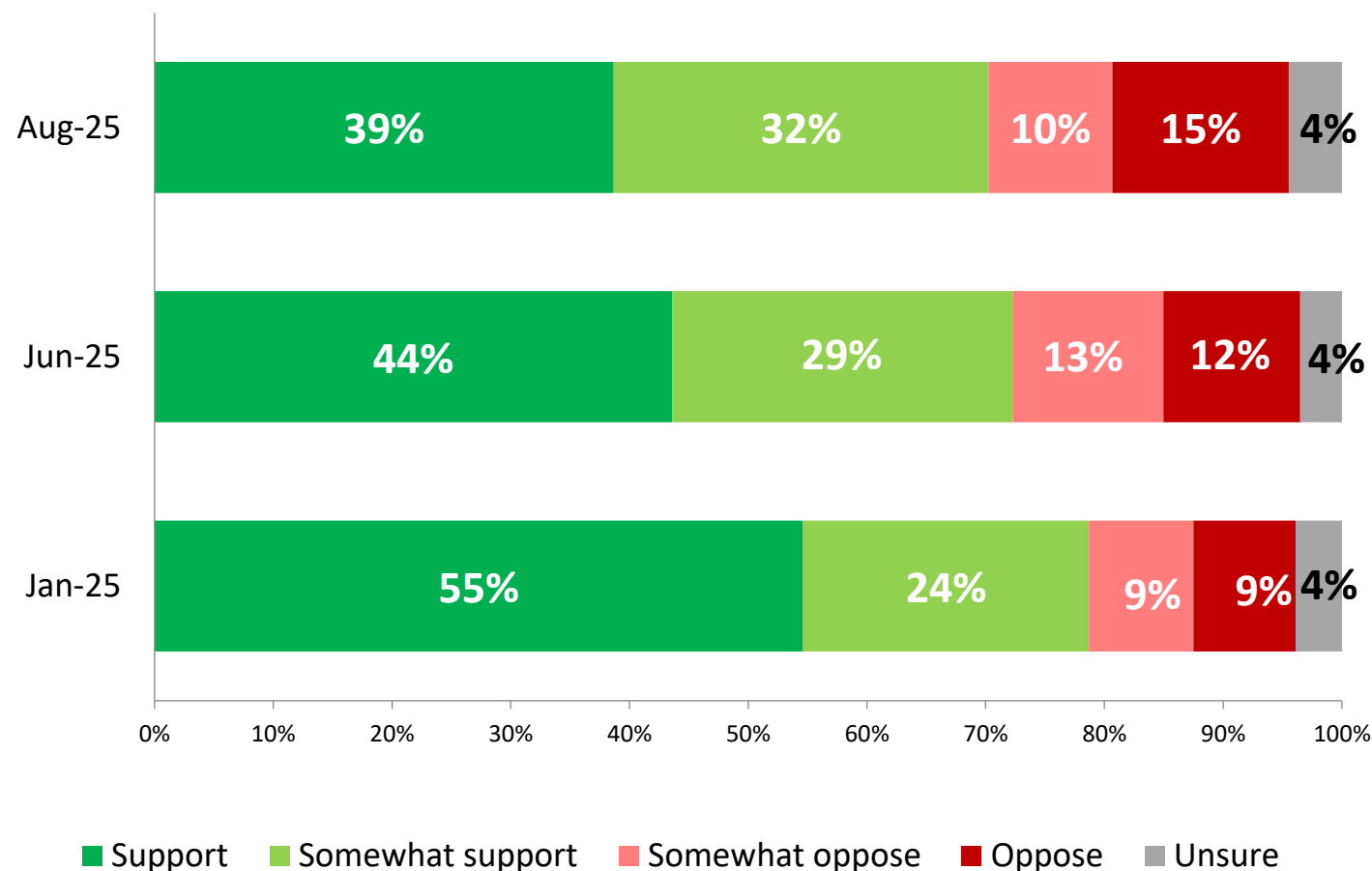
The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

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

Around seven in 10 Canadians support (39%, down sixteen percentage points since the start of the year) or somewhat support (32%, up eight percentage points since the start of the year) Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods.

Support for tariffs on U.S. imports



*Weighted to the true population proportion.

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

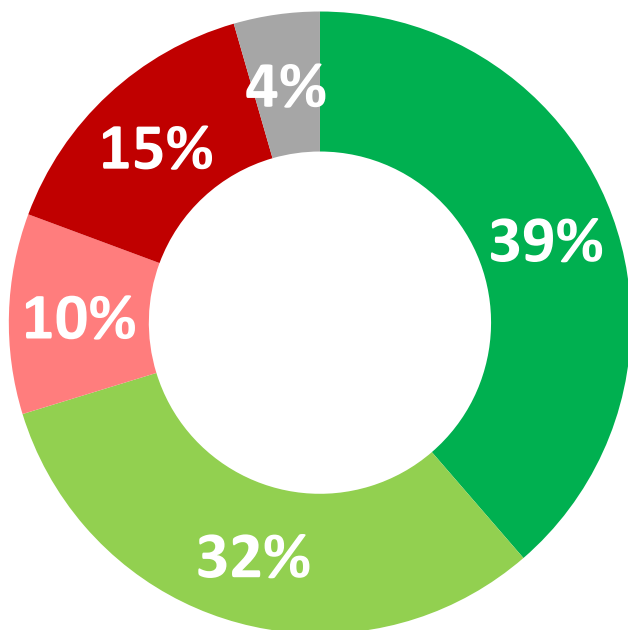
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034 accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

*Question asked in January 2025 - Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE] **Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods.**



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

*Weighted to the true population proportion.

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

Support for tariffs on U.S. imports – by demographics

Support/Somewhat support	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	76.2%	64.7%	73.7%	63.7%	75.3%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
Oppose/Somewhat oppose	70.3%	70.2%	67.3%	70.2%	72.2%
	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	19.7%	27.1%	24.4%	30.9%	20.2%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	27.1%	23.5%	27.5%	26.2%	23.1%

Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

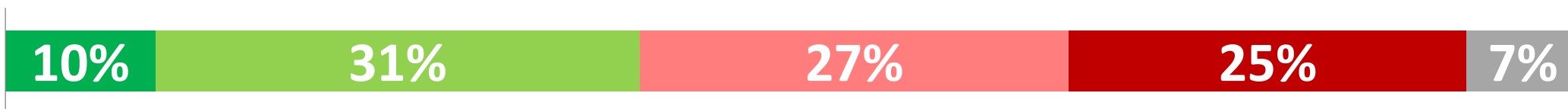
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034 accurate 3.1 percentage points plus or minus, 19 times out of 20.

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 NANOS

Support on signing a trade agreement with US that includes tariffs on Canadian imports

Q – Do you support, somewhat support, somewhat oppose or oppose Canada signing a trade agreement with the United States that includes some tariffs on Canadian imports?



■ 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=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	40.1%	34.8%	41.6%	39.7%	46.7%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	41.3%	39.3%	36.6%	38.7%	44.0%

Oppose/Somewhat oppose	Atlantic (n=95)	Quebec (n=208)	Ontario (n=337)	Prairies (n=228)	BC (n=166)
	48.8%	54.0%	53.0%	55.7%	46.7%
	Men (n=540)	Women (n=494)	18 to 34 (n=195)	35 to 54 (n=426)	55 plus (n=413)
	54.9%	50.3%	54.5%	52.4%	51.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 31st to August 6th, 2025, n=1,034 accurate 3.1 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

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 to 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 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
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,034 Randomly selected individuals.
Source of Sample	Nanos Insights Lab
Type of Sample	Probability
Margin of Error	±3.1 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 31 st to August 6 th , 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	10 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, support on financial aid for steel and aluminium companies affected by US tariffs, opinions on housing affordability and views on the peacefulness of relations with Israel of a new demilitarized Palestinian state.
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: 2025-2878 Globe and Mail Tables - Trade - Formatted.xlsx



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

Any questions?



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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