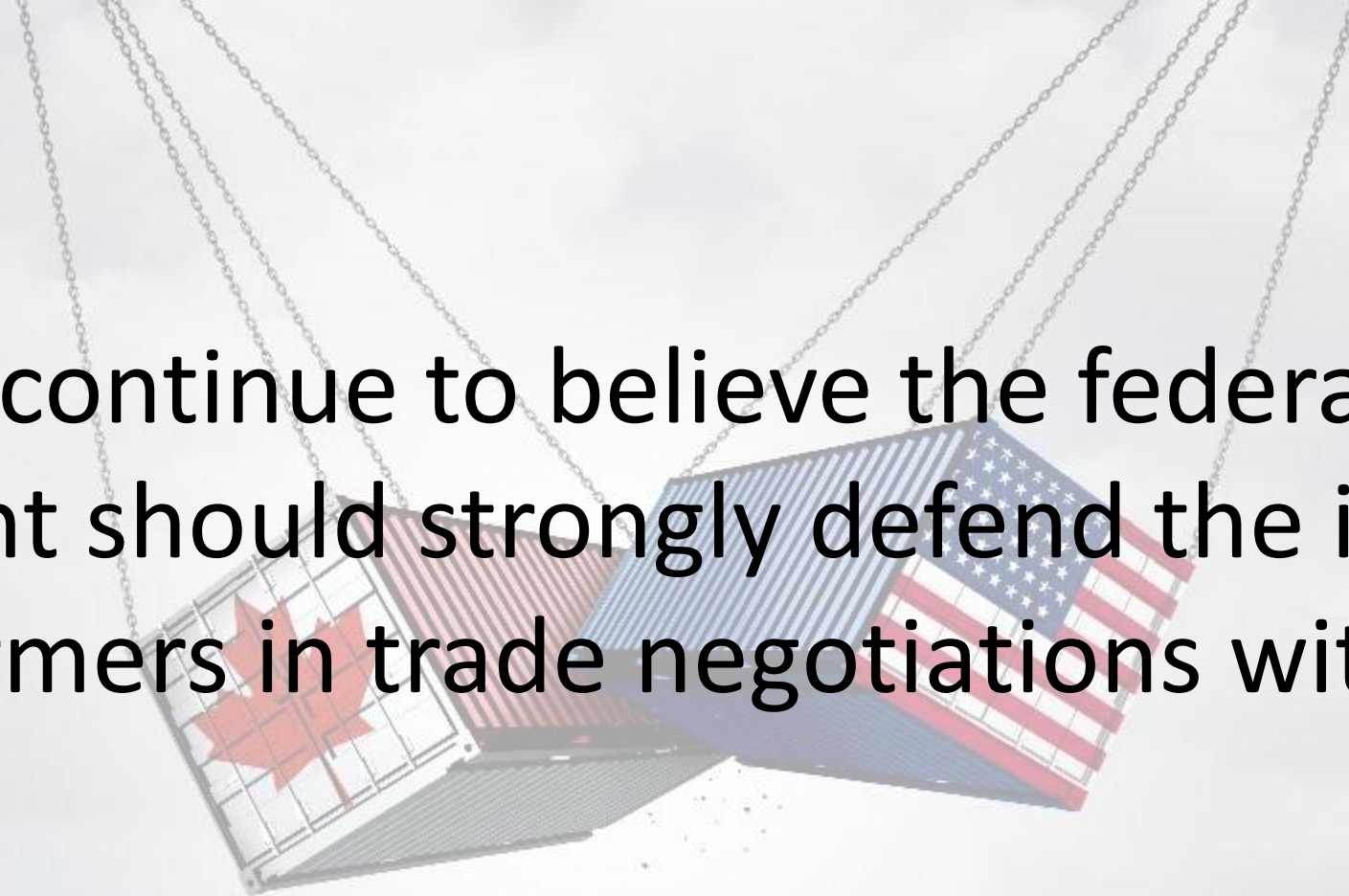




Canadians continue to believe the federal government should strongly defend the interests of dairy farmers in trade negotiations with the US.

The research gauged the opinions among Canadians on trade negotiations between Canada and the United States.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,052 Canadians, 18 years of age or older, between September 29th and October 1st, 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.](#)

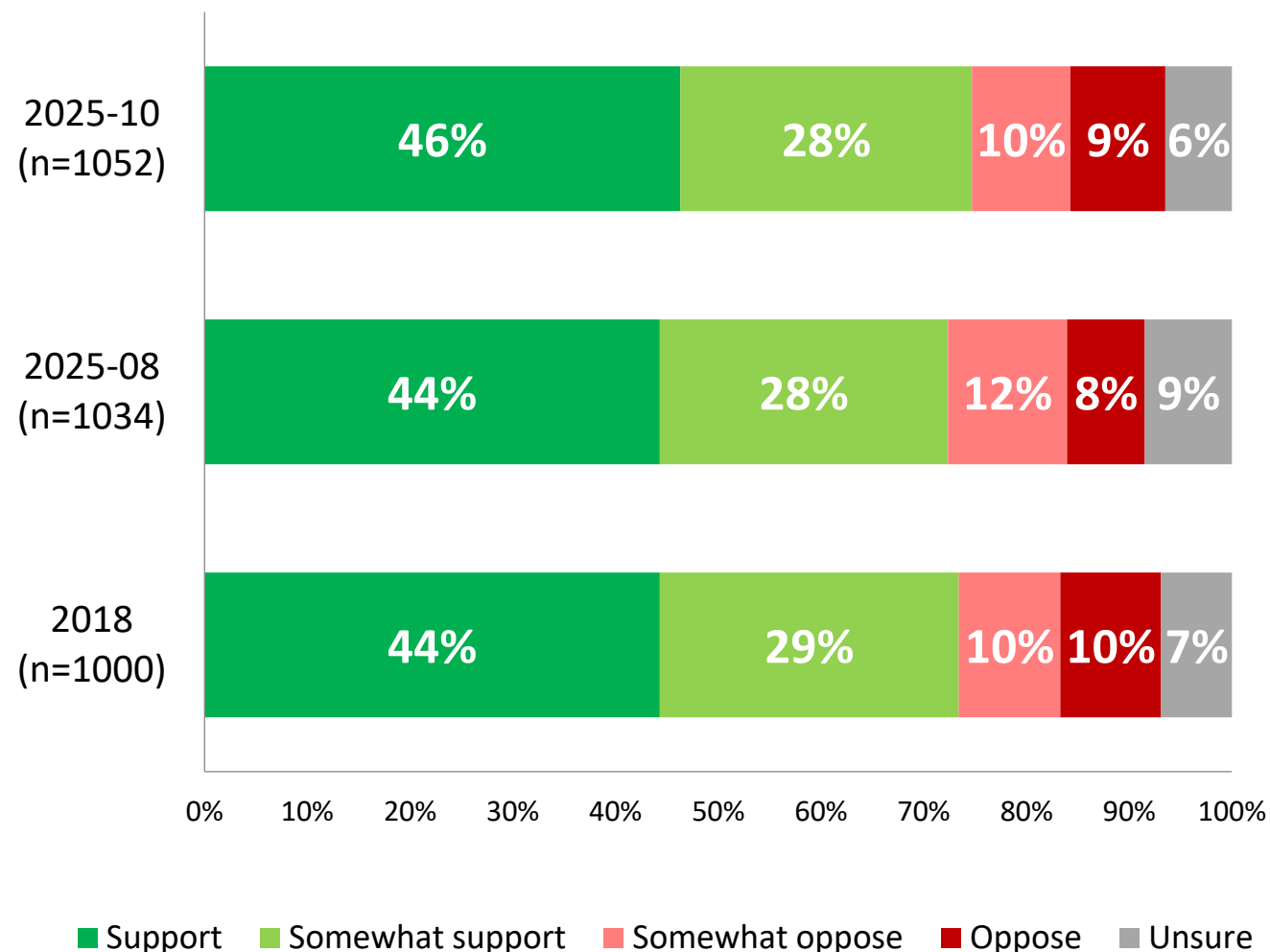
The research was commissioned by the Dairy Farmers of Canada and was conducted by Nanos Research.



Consistent with the August wave and the 2018 baseline, about three in four Canadians either outright support (46%) or somewhat support (28%) the general objectives of the supply management system, while about one in five Canadians either somewhat oppose (10%) or outright oppose (nine percent) these objectives. Support for the general objectives to some extent is higher among Atlantic Canadians (87%) than it is among residents of the Prairie provinces (63%).

Q – As you may know, supply management is a system by which Canada's dairy, poultry, and chicken farmers work to ensure a stable supply of their products, lessening price fluctuations, while ensuring a stable income for Canadian farmers. Do you support, somewhat support, somewhat oppose or oppose the general objectives of this system?

Support for the general objectives of the supply management system – Tracking



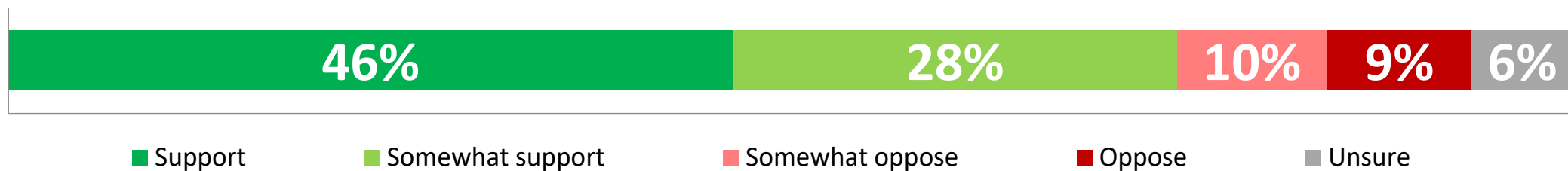
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Support for the general objectives of the supply management system – by demographics

Q – As you may know, supply management is a system by which Canada's dairy, poultry, and chicken farmers work to ensure a stable supply of their products, lessening price fluctuations, while ensuring a stable income for Canadian farmers. Do you support, somewhat support, somewhat oppose or oppose the general objectives of this system?



*Weighted to the true population proportion.

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

Support/Somewhat support	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
	87.2%	77.3%	75.0%	63.4%	77.7%
	Men (n=557)	Women (n=495)	18 to 34 (n=154)	35 to 54 (n=416)	55 plus (n=482)
	71.1%	78.1%	71.7%	74.4%	76.9%

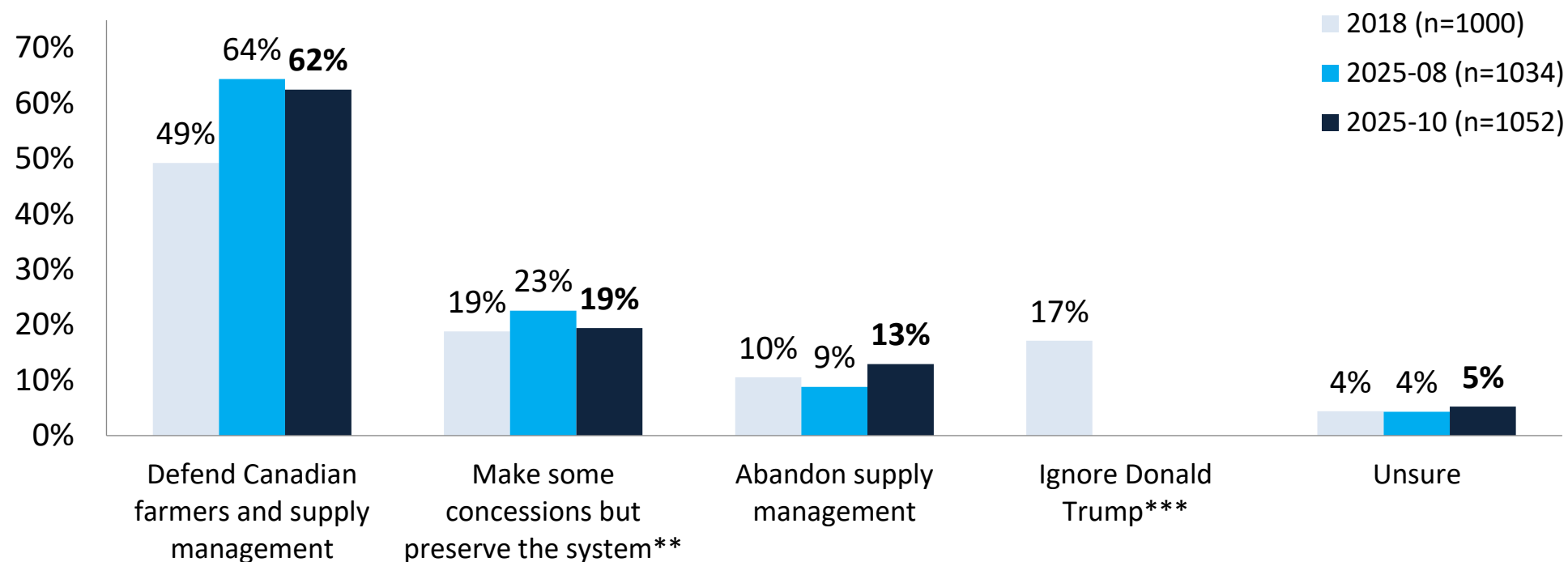
Oppose/Somewhat oppose	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
	7.8%	15.9%	17.4%	31.0%	17.4%
	Men (n=557)	Women (n=495)	18 to 34 (n=154)	35 to 54 (n=416)	55 plus (n=482)
	24.3%	13.5%	15.9%	20.3%	19.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canadian response to US targeting of Canada's farmers – Tracking

[2018] Q – During the NAFTA renegotiation, US President Donald Trump has been targeting Canadian farmers and the supply management system. What should the Canadian government do? [RANDOMIZE]

[2025] Q – During the trade negotiations, US President Donald Trump has been targeting Canadian farmers and the supply management system. What should the Canadian government do? [RANDOMIZE]



**Note: This response option appeared as “Make some concessions but preserve the model” in the 2018 survey.

***Note: The “Ignore Donald Trump” response option appeared in the 2018 survey but was removed in the 2025 survey.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canadian response to US targeting of Canada's farmers – by demographics

Q – During the trade negotiations, US President Donald Trump has been targeting Canadian farmers and the supply management system. What should the Canadian government do?
[RANDOMIZE]

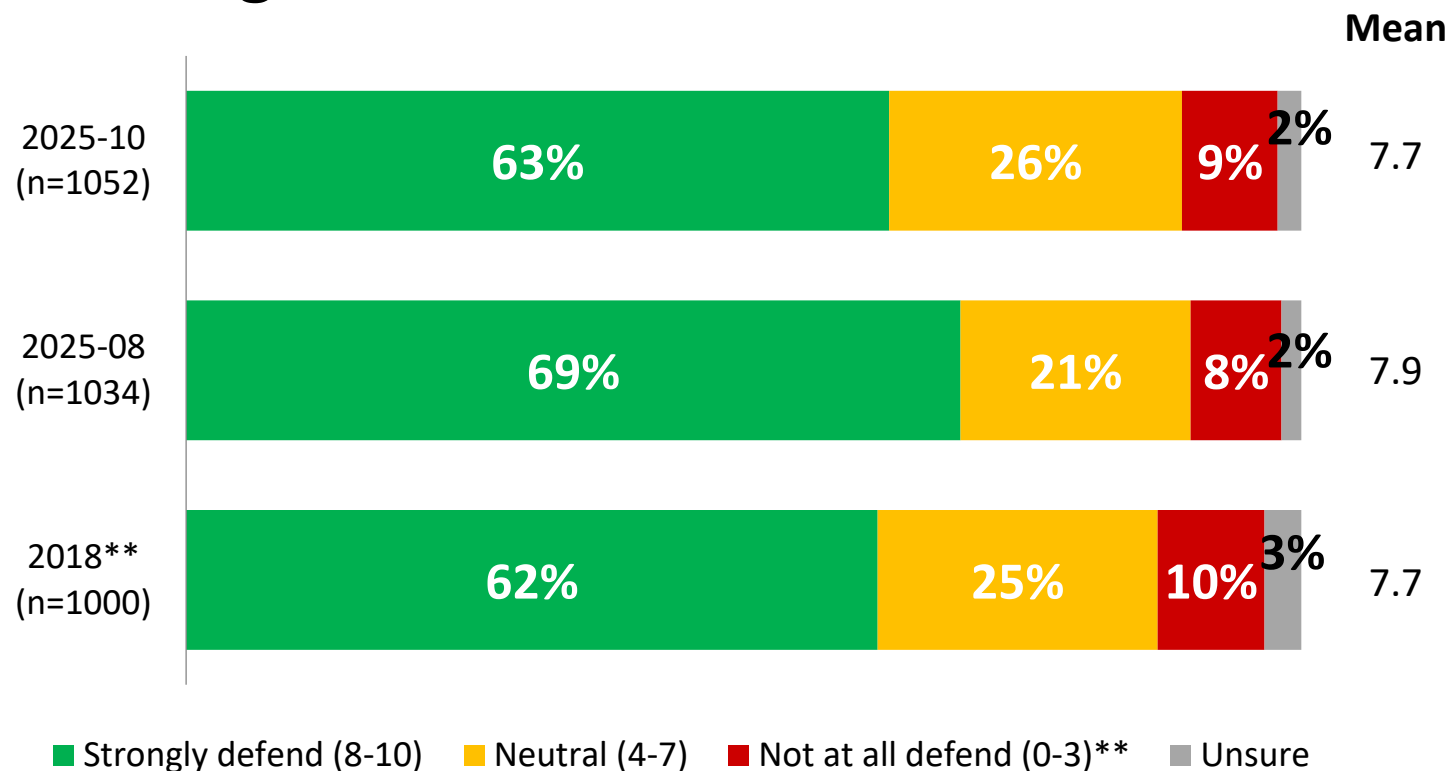
	2025-10 (n=1052)	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)	Men (n=557)	Women (n=495)	18-34 (n=154)	35-54 (n=416)	55 plus (n=482)
Defend Canadian farmers and supply management	62.5%	71.5%	72.7%	59.7%	53.5%	60.0%	55.0%	69.6%	71.8%	61.8%	56.9%
Make some concessions but preserve the system	19.4%	20.1%	12.5%	23.4%	19.4%	19.4%	22.9%	16.1%	13.3%	18.2%	24.3%
Abandon supply management	12.9%	6.2%	10.0%	12.0%	22.6%	11.2%	17.1%	8.9%	8.2%	15.7%	13.7%
Unsure	5.2%	2.2%	4.8%	4.9%	4.5%	9.4%	5.0%	5.4%	6.7%	4.3%	5.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Just over three in five Canadians (63%) believe the Canadian government should strongly defend (score of 8-10 on a 0-10 scale) the interests of Canadian dairy farmers in trade negotiations. This represents a slight decrease from the nearly seven in ten Canadians (69%) who held the same view in the August 2025 wave but remains consistent with the findings in the 2018 baseline (62% strongly defend).

[2018] Q – On a scale of 1 to 10, where 1 is not at all defend and 10 very strongly defend, how strongly should the Canadian government defend the interests of the Canadian dairy sector in the NAFTA renegotiations?
 [2025] Q – On a scale of 0 to 10, where 0 is not at all defend and 10 is very strongly defend, how strongly should the Canadian government defend the interests of the Canadian dairy farmers in the trade negotiations?

Impressions on how strongly Canada should protect its dairy sector in negotiations – Tracking



**Note: the question in 2018 was asked on a 1 to 10 scale, while the question in 2025 was asked on a 0 to 10 scale. Responses were grouped from 8 to 10 to be directly comparable to the 2018 wave.

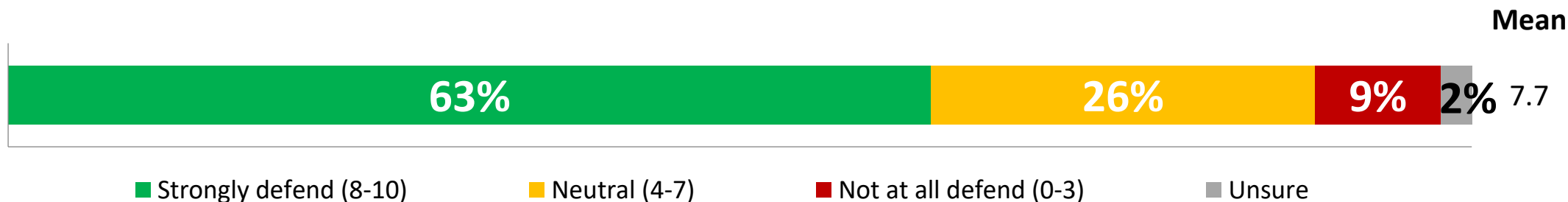
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impressions on how strongly Canada should protect its dairy sector in negotiations – by demographics

Q – On a scale of 0 to 10, where 0 is not at all defend and 10 is very strongly defend, how strongly should the Canadian government defend the interests of the Canadian dairy farmers in the trade negotiations?



*Weighted to the true population proportion.

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

**Note: the question in 2018 was asked on a 1 to 10 scale, while the question in 2025 was asked on a 0 to 10 scale. Responses were grouped from 8 to 10 to be directly comparable to the 2018 wave.

Mean (0 to 10 scale)	Atlantic (n=106)	Quebec (n=206)	Ontario (n=360)	Prairies (n=218)	BC (n=162)
	8.5	8.1	7.8	6.9	7.7
	Men (n=557)	Women (n=495)	18 to 34 (n=154)	35 to 54 (n=416)	55 plus (n=482)
	7.3	8.2	7.9	7.6	7.7

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 1st, 2025, n=1,052, accurate 3.0 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 1,052 Canadians, 18 years of age or older, between September 29th and October 1st, 2025, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 1,052 Canadians 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 the Dairy Farmers of Canada and was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	Dairy Farmers of Canada	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	1,052 Randomly selected individuals.		
Source of Sample	Nanos Probability Panel	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.
Type of Sample	Probability		
Margin of Error	±3.0 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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.	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.
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	Estimated Response Rate	12 percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Field Dates	September 29 th to October 1 st , 2025.		
Language of Survey	The survey was conducted in both English and French.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on Canada's relationship with the US, COVID-19 vaccines, homeless encampments, public servants, Palestine, the notwithstanding clause, Chinese-made electric vehicles, and feelings toward the federal government in Ottawa.
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/		
		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 .
		Data Tables	By region, age and gender: 2025-2909 DFC Tables - Formatted - FOR RELEASE



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ABOUT NANOS

Any questions?



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