Trust withers while Canadians push back on the U.S.
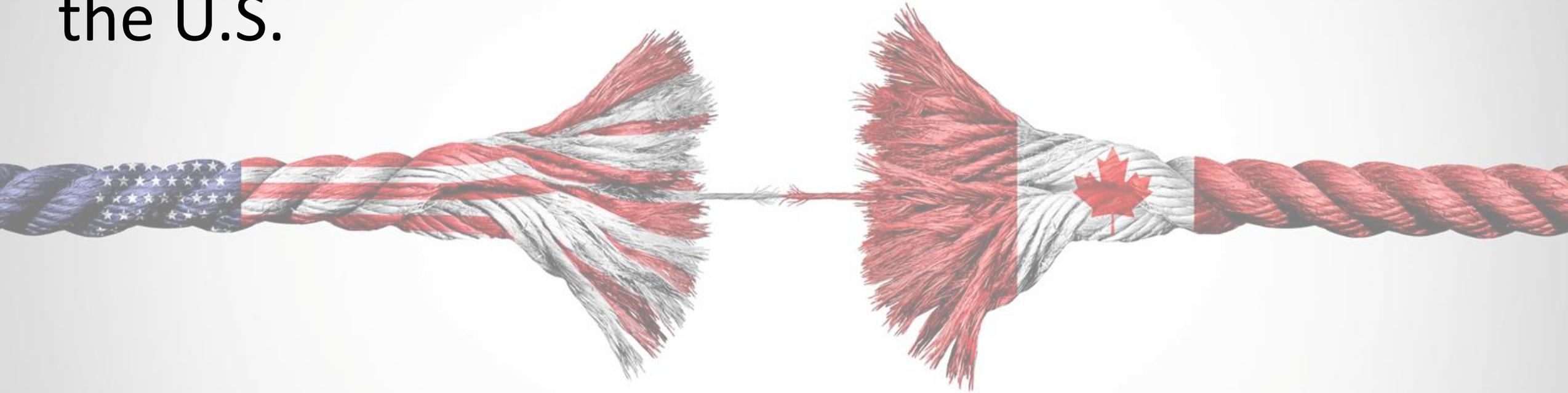
This survey gauged the views of Canadians on Canada's future trade relationship with China.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026, as part of an omnibus survey.

The margin of error for this survey is $\pm$3.1percentage 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 Globe and Mail and was conducted by Nanos Research.

Canadian Trust in US weak

1. **Canadians now view the United States less as an ally and more as a liability.** In a stark reversal of decades of continental confidence, fully three-quarters of Canadians reject the idea that the U.S. is a trustworthy ally to one extent or another.

2. **Trump's rhetoric has triggered a consumer-level backlash north of the border.** A remarkable three in four Canadians report boycotting American goods or services, while half say they have cancelled travel plans to the U.S. This illustrates how political tensions have spilled into the everyday decisions of Canadians.

3. **Anxiety about U.S. intentions.** Nearly one in five Canadians believes an American-ordered invasion is actually likely, and only half dismiss the notion outright.

4. **Canadians are leaning toward deeper trade ties with China.** In a moment of strained relations with the U.S., nearly 80% of Canadians support maintaining or increasing trade with China, with support for *decreasing* trade falling by half in a single year.

NANOS

Concern for Canada's security being threatened by the U.S. and President Trump

Q – On a scale from 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you describe your concern, if any, that Canada's security is threatened by the United States and President Donald Trump?

18%

14%

67%
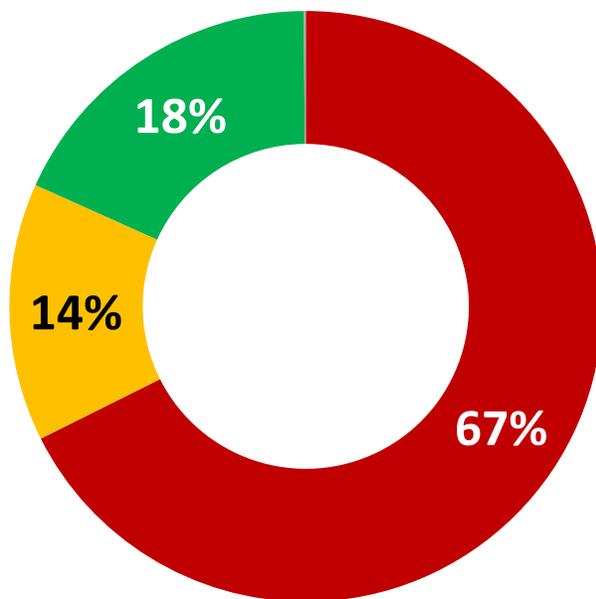
- ■ Concerned (7-10)
- ■ Neutral (4-6)
- ■ Not Concerned (0-3)
- ■ Unsure

Over 2 in 3 Canadians

report feeling concerned that Canada's security is threatened by the United States and President Trump. Three quarters of Canadian women feel concerned that Canada's security is threatened by the US and President Trump, comparatively 58 percent of men feel concerned that Canada's security is under threat. Canadians aged 55 and older also feel more concerned (73%) that Canada's security is threatened than younger age groups (18 to 35, 63%; 35 to 54, 63%).

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

THE GLOBE AND MAIL*

NANOS

Concern for Canada's security being threatened by the U.S. and President Trump – by demographics

Q – On a scale from 0 to 10 where 0 is not at all concerned and 10 is very concerned, how would you describe your concern, if any, that Canada's security is threatened by the United States and President Donald Trump?

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
Mean	**6.8**	**7.6**	**6.9**	**7.0**	**6.2**	**6.7**	**6.3**	**7.4**	**6.5**	**6.7**	**7.2**
Concerned (7-10)	67.0%	75.3%	70.0%	68.0%	60.0%	64.2%	58.7%	75.0%	62.7%	63.5%	72.7%
Neutral (4-6)	14.5%	9.4%	13.4%	16.3%	14.0%	14.2%	15.1%	13.9%	15.0%	14.6%	14.1%
Not Concerned (0-3)	18.3%	14.2%	16.6%	15.7%	25.9%	21.1%	26.0%	10.9%	22.0%	21.9%	13.1%
Unsure	0.1%	1.1%	-	-	-	0.5%	0.1%	0.1%	0.3%	-	0.2%

THE GLOBE AND MAIL*

NANOS

Top responses to comments made by US President Trump

Q - Have you taken any of the following steps in the past year, specifically in response to comments made by US President Donal Trump about Canada?

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
Avoided purchasing US goods or services	75.5%	88.9%	79.6%	77.9%	64.0%	70.1%	70.2%	80.5%	65.0%	72.5%	84.6%
Cancelled travel plans to the United States	51.3%	47.8%	48.0%	54.3%	46.7%	56.0%	51.8%	50.9%	47.1%	54.4%	51.7%
Conveyed to American friends and family your displeasure with US President Donald Trump	44.5%	43.7%	47.1%	45.0%	38.9%	46.0%	40.2%	48.5%	41.0%	41.8%	48.8%
Showed more patriotism when the Canadian anthem is played	36.4%	42.4%	26.5%	40.7%	37.1%	37.1%	32.1%	40.6%	32.9%	34.8%	39.9%
None of the above	14.8%	6.7%	12.4%	13.1%	22.1%	18.0%	17.8%	11.9%	19.3%	18.9%	8.6%

*Multifrequency tabs based on multiple responses.

**Top responses only, to view full data tables click here

Three in four Canadians report avoiding purchasing US goods or services as their top response to comments made by the U.S. president, followed by cancelling travel plans to the U.S. (51%), conveying to American friends and family your displeasure with US President Donald Trump (44%) and showing more patriotism when the Canadian anthem is played (36%). Residents of Atlantic Canada (89%) and Canadians aged 55 and older (85%) were more likely to report avoiding U.S. good or services than the Canadian average (76%).

THE GLOBE AND MAIL* | NANOS

Likelihood of President Trump ordering an invasion of Canada

1 in 2 Canadians

report that they believe it is not likely that U.S. President Trump orders an Invasion of Canada during his current term. Men are most likely to report that President Trump ordering an invasion of Canada during his current term is unlikely at 63% while only 37% of women believe it is unlikely that he orders an invasion of Canada during his current term. Of note, a significant one in five Canadians believe an invasion is likely to one extent or another.

Q - On a scale from 0 to 10 where 0 is not at all likely and 10 is very likely, how likely do you believe, if at all, it is that U.S. President Donald Trump would order an invasion of Canada during his current term?
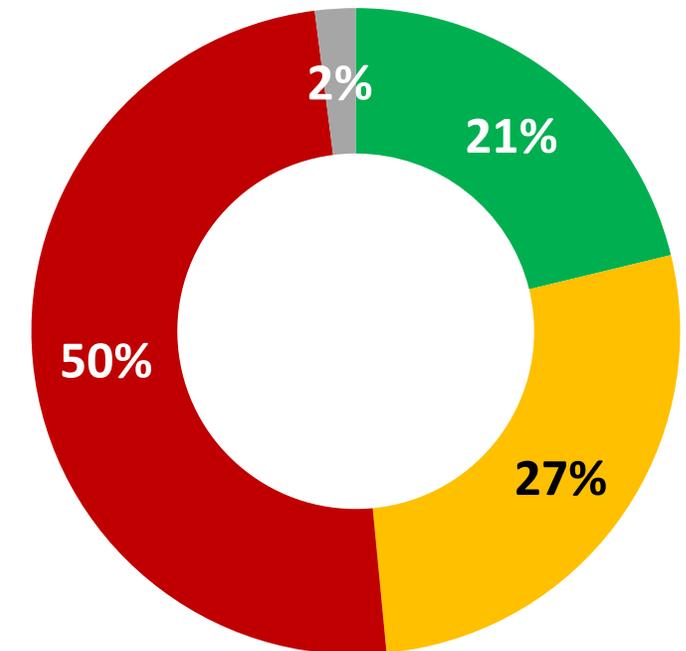
- Likely (7-10)
- Neutral (4-6)
- Not likely (0-3)
- Don't know

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

THE GLOBE AND MAIL*   NANOS

# Likelihood of Trump ordering an invasion of Canada – by demographics

Q - On a scale from 0 to 10 where 0 is not at all likely and 10 is very likely, how likely do you believe, if at all, it is that U.S. President Donald Trump would order an invasion of Canada during his current term?

	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
Mean	**3.7**	**4.1**	**3.5**	**3.8**	**3.5**	**3.5**	**2.8**	**4.5**	**3.8**	**3.4**	**3.7**
Likely (7-10)	21.4%	23.5%	16.9%	23.5%	24.0%	19.1%	13.1%	29.5%	25.0%	19.0%	21.0%
Neutral (4-6)	26.7%	29.5%	29.0%	27.9%	21.0%	25.2%	22.5%	30.6%	25.6%	26.2%	27.8%
Not likely (0-3)	49.5%	44.8%	49.2%	46.8%	53.5%	54.3%	62.9%	36.6%	45.5%	53.0%	49.3%
Don't know	2.4%	2.2%	5.0%	1.8%	1.5%	1.4%	1.5%	3.4%	3.9%	1.8%	2.0%

THE GLOBE AND MAIL* NANOS

The U.S. as a trustworthy ally of Canada

Q –Do you agree, somewhat agree, somewhat disagree or disagree with the following statement: The U.S. is a trustworthy ally of Canada?

2% 9%
13%
49%
27%
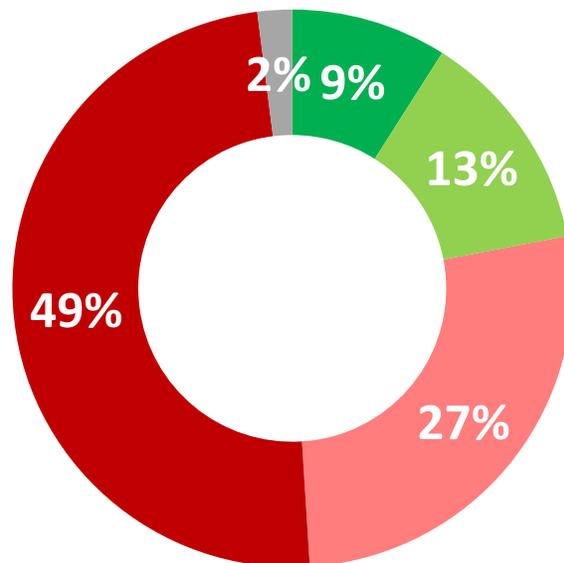
■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

3 in 4 Canadians

disagree (49%) or somewhat disagree (27%) that the U.S. is a trustworthy ally of Canada. Residents of Atlantic Canada (84%) and Quebec (82%) are most likely to report some level of disagreement that the U.S. is a trustworthy ally.

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

The U.S. as a trustworthy ally of Canada – by demographics

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement: The U.S. is a trustworthy ally of Canada?
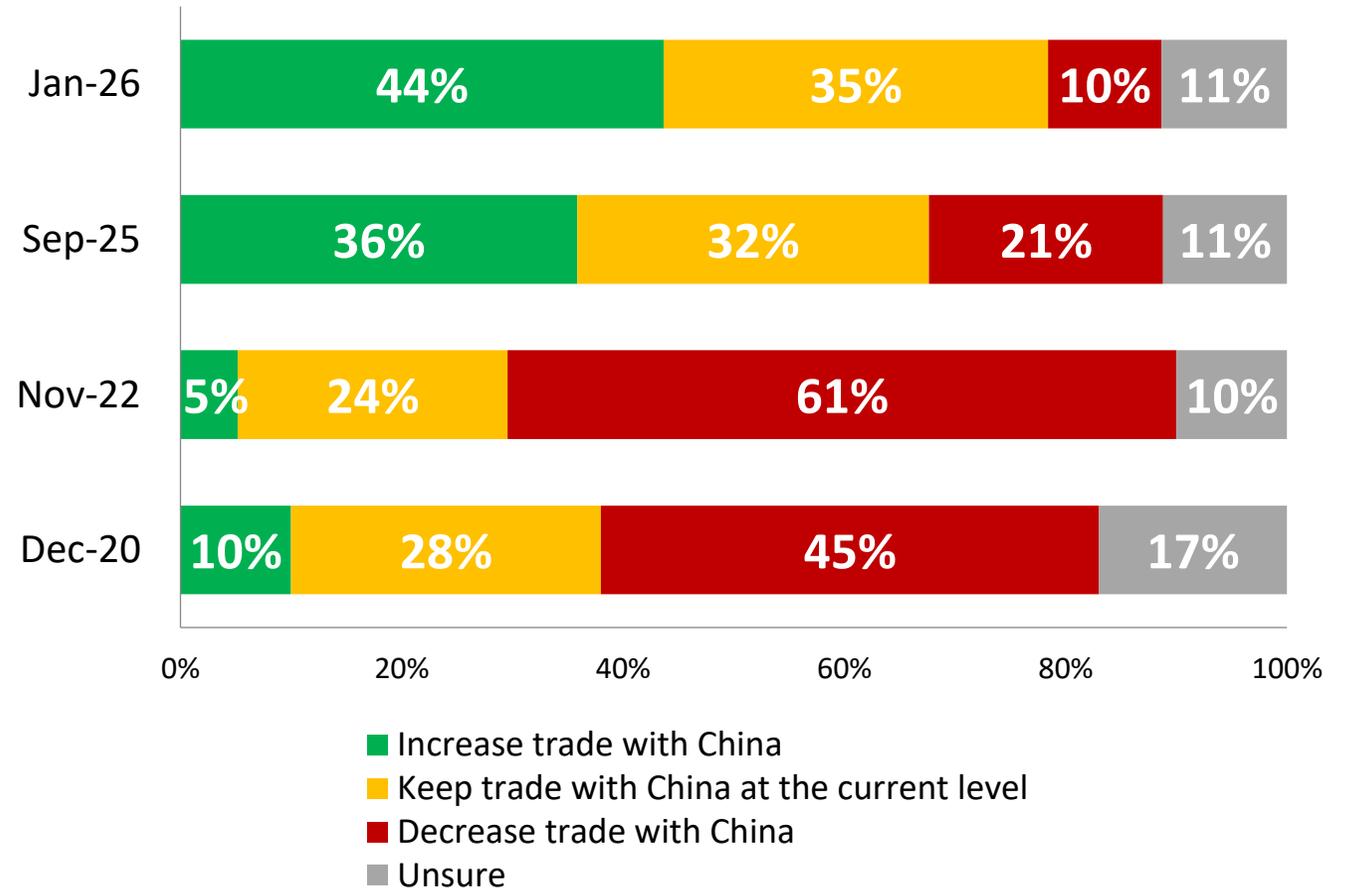
	Canada 2026-02 (n=1009)	Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)	Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
Agree	9.2%	5.0%	3.1%	8.2%	14.8%	16.8%	11.7%	6.7%	9.1%	10.8%	7.9%
Somewhat agree	12.5%	9.2%	12.8%	11.4%	15.8%	12.8%	17.6%	7.7%	18.8%	12.6%	8.4%
Somewhat disagree	26.9%	23.4%	33.6%	27.3%	23.3%	20.9%	27.7%	26.1%	28.7%	27.4%	25.3%
Disagree	49.2%	60.6%	48.3%	50.4%	45.3%	46.7%	40.8%	57.3%	42.2%	46.7%	55.7%
Unsure	2.2%	1.9%	2.2%	2.7%	0.8%	2.8%	2.2%	2.2%	1.2%	2.4%	2.7%

THE GLOBE AND MAIL* NANOS

Opinions on Canada's future trade relationship with China - Tracking

Two in five Canadians increase trade with China (44%), increasing since the last wave of tracking 36% increase trade with China. Half as many Canadians are saying they would want to decrease trade with China since last wave (10% down from 21% in 2025). Residents of Quebec are most likely to report they want to increase trade with China at 51 percent while residents of the Prairies are least likely to report wanting to increase trade with China at 37 percent.

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

Legend:
- Increase trade with China
- Keep trade with China at the current level
- Decrease trade with China
- Unsure

Chart data:

	Increase trade with China	Keep trade with China at the current level	Decrease trade with China	Unsure
Jan-26	44%	35%	10%	11%
Sep-25	36%	32%	21%	11%
Nov-22	5%	24%	61%	10%
Dec-20	10%	28%	45%	17%

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

THE GLOBE AND MAIL*   n NANOS

Opinions on Canada's future trade relationship with China – By demographics

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

Increase trade

Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)
50.4%	**51.0%**	**41.0%**	**37.6%**	**43.2%**
Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
55.2%	**32.6%**	**36.3%**	**47.7%**	**45.3%**

Keep trade at the current level

Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)
29.3%	**36.1%**	**37.9%**	**32.7%**	**29.0%**
Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
26.2%	**42.9%**	**33.6%**	**30.6%**	**38.7%**

THE GLOBE AND MAIL*

NANOS

Opinions on Canada's future trade relationship with China – By demographics continued

Q – What do you think Canada's future trade relationship with China should be: [RANDOMIZE]

Decrease trade

Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)
7.3%	4.8%	9.9%	16.7%	13.7%

Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
12.1%	8.4%	12.2%	13.9%	6.1%

Unsure

Atlantic (n=107)	Quebec (n=228)	Ontario (n=311)	Prairies (n=213)	British Columbia (n=150)
13.0%	8.2%	11.3%	13.0%	14.1%

Male (n=598)	Female (n=411)	18 to 34 (n=193)	35 to 54 (n=432)	55 plus (n=384)
6.5%	16.1%	17.9%	7.9%	9.8%

THE GLOBE AND MAIL* NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between January 31st and February 4th, 2026, 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.
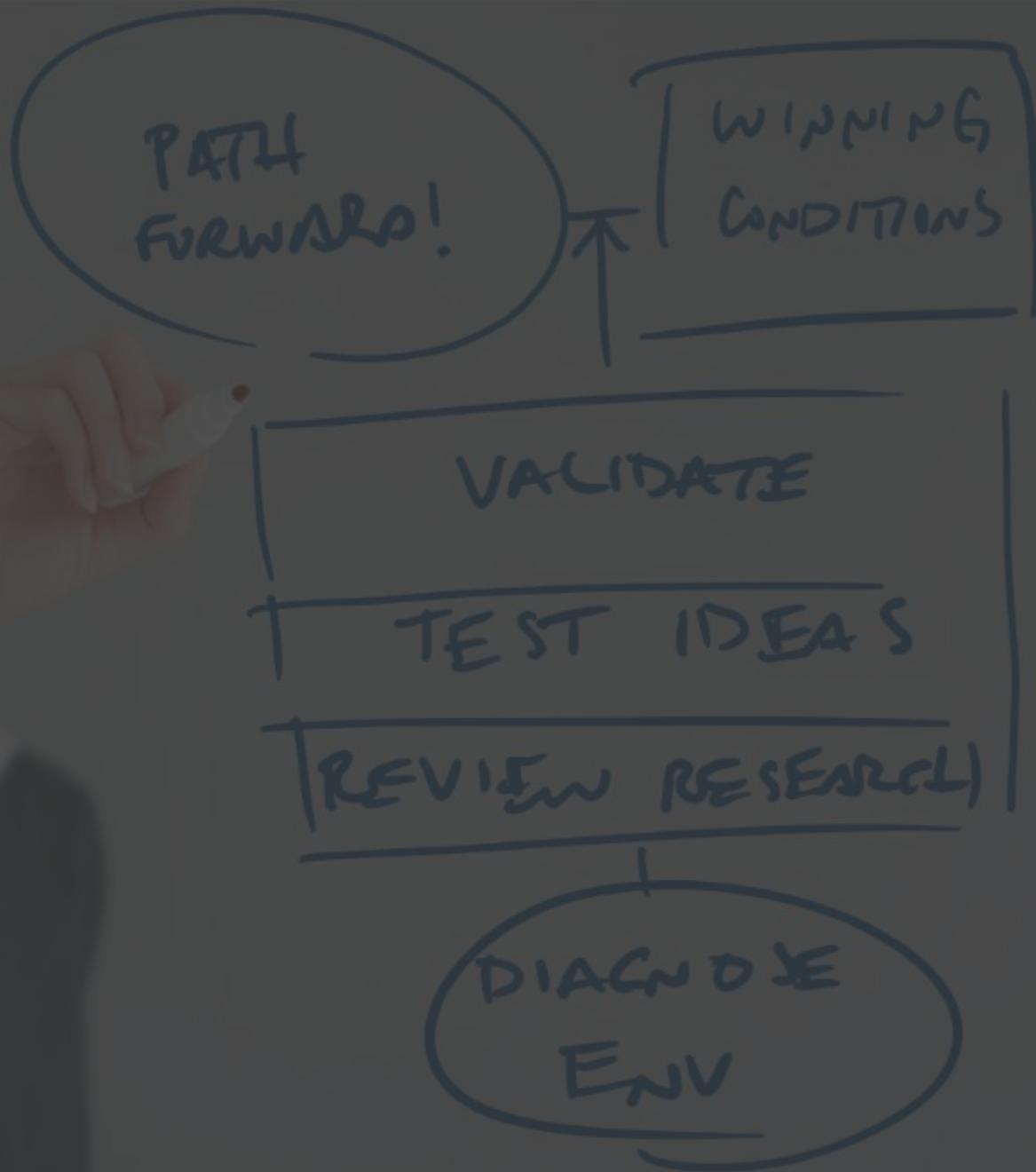
Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.1 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 are here.

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

METHODOLOGY

Element	Description
Research sponsor	Globe and Mail
Population and Final Sample Size	1009 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
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	January 31st to February 4th, 2026.
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	11 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: Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, Canada's trade deal with China, Canada's sovereignty, NATO, US support for Alberta Separation and Canada-US relationship.
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

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, 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

ABOUT NANOS

Any questions?

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