

A map of North America, showing Canada, the United States, and Mexico. The map is overlaid with a semi-transparent text box containing the main message. The map shows major cities like Toronto, Montreal, New York, and Mexico City, and geographical features like the Great Lakes and the Gulf of Mexico.

A strong majority of Canadians believe preserving the country's trade deal with the US and Mexico is important to one extent or another for the economy and personal finances.

Nanos Research was retained by the Business Council of Canada to gauge the impressions Canadians on Canada potentially negotiating a renewed trade deal with Mexico and the United States.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,007 Canadians, 18 years of age or older, between February 8th and 16th, 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 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 Business Council of Canada, 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.

PATH
FORWARD!

WINN
COND

VALIDATE

TEST IDEA

REVIEW RESE

DIAGNOSE
ENV

Key findings

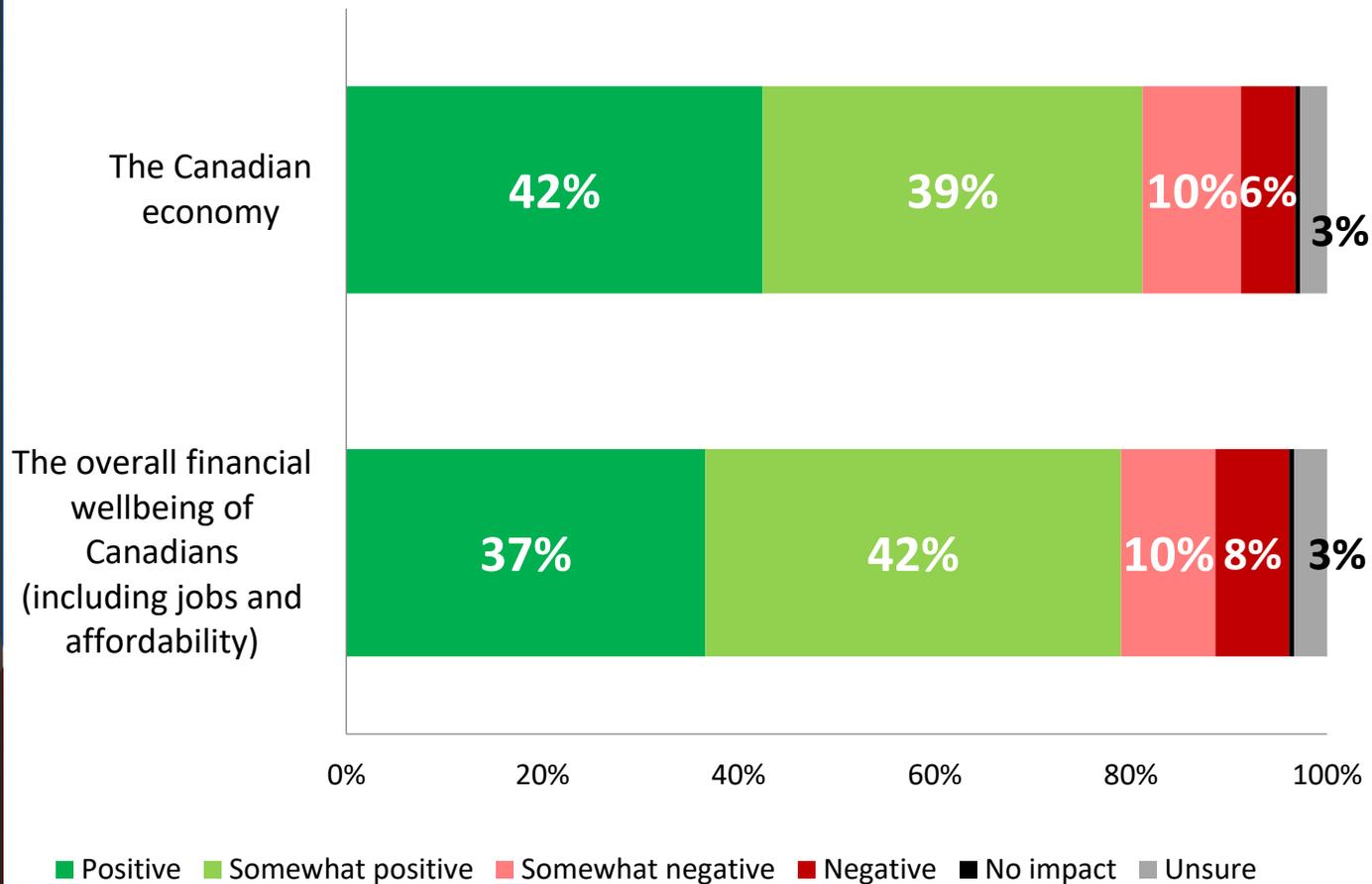
- 1. Strong positive sentiment across the board when discussing Canada's trade agreements with Mexico and the US:** Around 8 out of 10 Canadians believe Canada's trade agreements with the US and Mexico have had a positive or somewhat positive impact on the Canadian economy and the financial wellbeing of Canadians. Over 85 percent believe that it is important or somewhat important to the Canadian economy and the financial wellbeing of Canadians that Canada's trade agreement with Mexico and the US is preserved.
- 2. Strong support for PM Carney to negotiate a renewed trade agreement with Mexico and the US:** 86 percent of Canadians support or somewhat support PM Carney negotiating a trade agreement. Older Canadians are more likely than younger Canadians to support or somewhat support the negotiation of a renewed trade agreement with Mexico and the US.

Impressions on the impact of Canada's trade deals with the US and Mexico

8 in 10 Canadians

report that they believe Canada's trade agreements with Mexico and the US have had a positive or somewhat positive impact on the Canadian economy and the overall financial wellbeing of Canadians. Younger Canadians are less likely to have a positive or somewhat positive outlook on Canada's trade agreements impact on the Canadian economy (68%) or the overall financial wellbeing of Canadians (65%) than older Canadians (both 86%).

Q - Over the past 30 years, do you believe Canada's trade agreements with [ROTATE] the United States and Mexico have had a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE]



*Weighted to the true population proportion.

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

Impact of Canada's trade deals with the US and Mexico on the Canadian economy – by demographics

Q - Over the past 30 years, do you believe Canada's trade agreements with [ROTATE] the United States and Mexico have had a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE]

The Canadian economy.

	Canada 2026-02 (n=1007)	Atlantic (n=96)	Quebec (n=212)	Ontario (n=334)	Prairies (n=215)	British Columbia (n=150)	Male (n=529)	Female (n=478)	18 to 34 (n=143)	35 to 54 (n=384)	55 plus (n=480)
Positive	42.4%	47.4%	46.0%	40.6%	40.6%	41.7%	47.3%	37.8%	33.6%	41.8%	48.6%
Somewhat positive	38.7%	37.5%	39.3%	39.5%	36.4%	39.2%	34.6%	42.7%	34.7%	43.5%	37.6%
Somewhat negative	10.1%	5.0%	8.0%	11.4%	13.4%	8.0%	10.8%	9.4%	16.6%	7.2%	8.0%
Negative	5.5%	8.3%	3.7%	5.1%	4.7%	9.5%	5.7%	5.3%	11.0%	4.0%	3.1%
No impact	0.5%	-	0.3%	0.3%	0.5%	1.7%	0.3%	0.7%	0.3%	1.3%	-
Unsure	2.8%	1.8%	2.8%	3.1%	4.4%	0.0%	1.3%	4.2%	3.7%	2.2%	2.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impact of Canada's trade deals with the US and Mexico on the financial wellbeing of Canadians

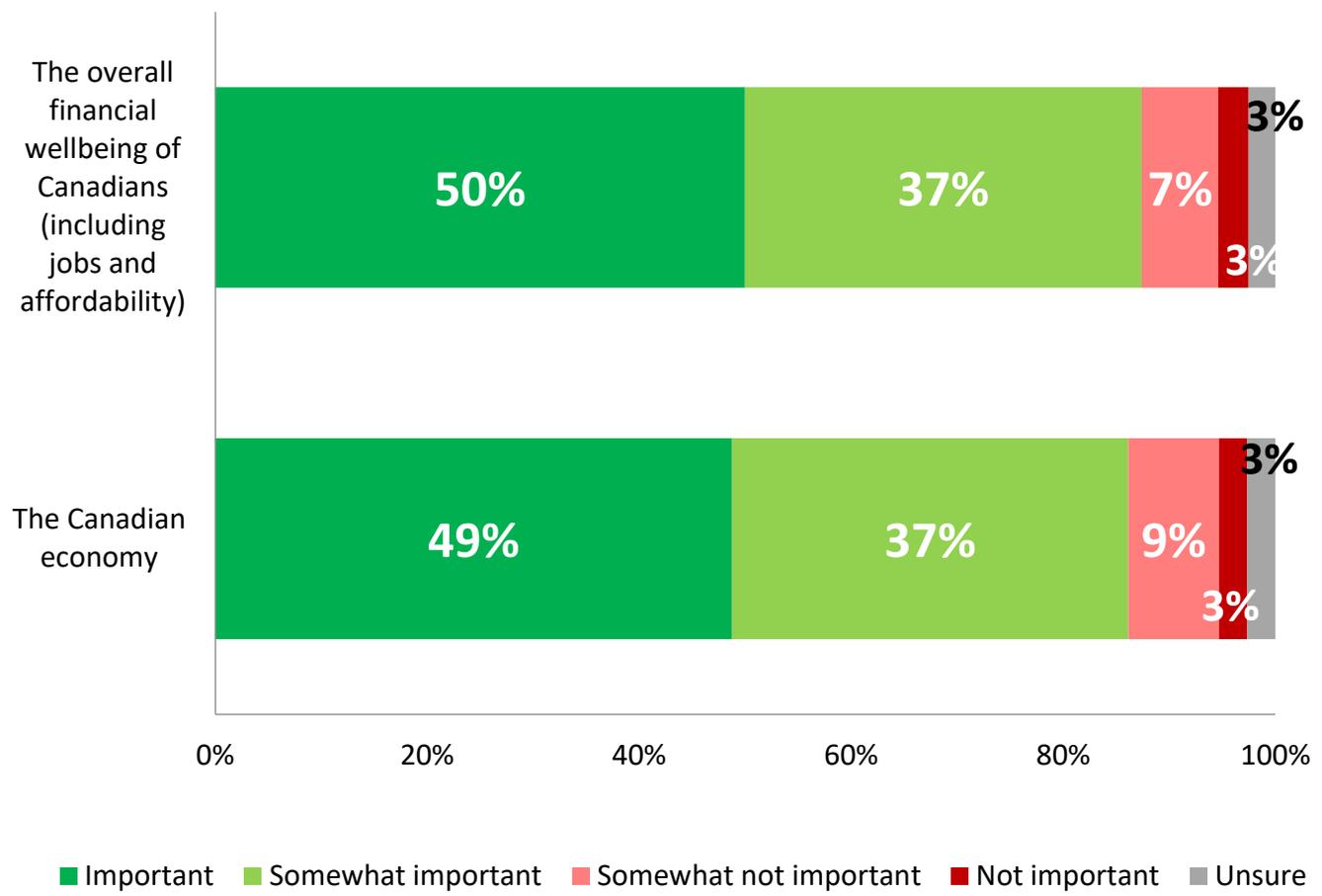
Q - Over the past 30 years, do you believe Canada's trade agreements with [ROTATE] the United States and Mexico have had a positive, somewhat positive, somewhat negative, negative or no impact on the following: [ROTATE]

The overall financial wellbeing of Canadians (including jobs and affordability).

	Canada 2026-02 (n=1007)	Atlantic (n=96)	Quebec (n=212)	Ontario (n=334)	Prairies (n=215)	British Columbia (n=150)	Male (n=529)	Female (n=478)	18 to 34 (n=143)	35 to 54 (n=384)	55 plus (n=480)
Positive	36.6%	38.5%	37.7%	35.2%	38.1%	35.7%	43.3%	30.1%	29.3%	34.8%	42.7%
Somewhat positive	42.4%	42.6%	47.9%	42.1%	36.0%	42.1%	36.6%	48.0%	36.5%	45.9%	43.5%
Somewhat negative	9.6%	7.7%	3.4%	11.9%	11.6%	12.2%	9.4%	9.9%	15.3%	7.7%	7.5%
Negative	7.5%	9.4%	5.7%	7.5%	8.5%	8.5%	9.3%	5.8%	14.6%	6.7%	3.6%
No impact	0.5%	-	0.6%	0.3%	0.5%	1.1%	-	0.9%	0.5%	1.0%	-
Unsure	3.4%	1.8%	4.6%	3.1%	5.3%	0.5%	1.4%	5.2%	3.7%	3.9%	2.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q - Despite ongoing trade disputes with the United States, going forward, how important or unimportant is preserving Canada's trade agreement with [ROTATE] the United States and Mexico to the following: [ROTATE]



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

Importance of preserving Canada's trade deal with Mexico and the US

Majority of Canadians

believe that despite the current trade disputes with the US the preservation of Canada's trade agreement with the United States and Mexico is important to some extent to the overall financial wellbeing of Canadians and to the Canadian economy. Men are more likely to deem preserving Canada's trade agreement as important (55% overall financial wellbeing, 53% Canadian economy) than women (45% overall financial wellbeing, 44% Canadian economy).

Importance of preserving Canada's trade deal with Mexico and the US for the financial wellbeing of Canadians – by demographics

Q - Despite ongoing trade disputes with the United States, going forward, how important or unimportant is preserving Canada's trade agreement with [ROTATE] the United States and Mexico to the following: [ROTATE]

The overall financial wellbeing of Canadians (including jobs and affordability)

	Canada 2026-02 (n=1007)	Atlantic (n=96)	Quebec (n=212)	Ontario (n=334)	Prairies (n=215)	British Columbia (n=150)	Male (n=529)	Female (n=478)	18 to 34 (n=143)	35 to 54 (n=384)	55 plus (n=480)
Important	50.0%	41.7%	48.9%	51.8%	51.4%	48.9%	55.3%	44.8%	43.8%	49.8%	54.1%
Somewhat important	37.4%	45.2%	39.8%	36.1%	36.8%	33.9%	35.5%	39.3%	40.6%	36.8%	35.8%
Somewhat not important	7.2%	6.7%	5.8%	8.7%	5.2%	8.5%	5.4%	9.0%	6.6%	9.3%	6.0%
Not important	2.8%	5.1%	1.0%	1.8%	3.3%	7.2%	2.7%	3.0%	7.1%	0.9%	1.6%
Unsure	2.5%	1.2%	4.5%	1.6%	3.2%	1.5%	1.1%	3.9%	1.9%	3.1%	2.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Importance of preserving Canada's trade deal with Mexico and the US for the Canadian economy – by demographics

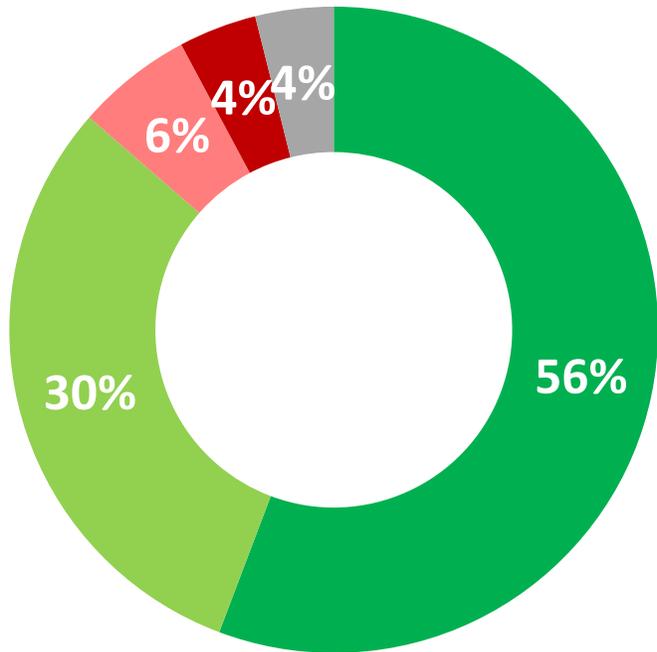
Q - Despite ongoing trade disputes with the United States, going forward, how important or unimportant is preserving Canada's trade agreement with [ROTATE] the United States and Mexico to the following: [ROTATE]

The Canadian economy

	Canada 2026-02 (n=1007)	Atlantic (n=96)	Quebec (n=212)	Ontario (n=334)	Prairies (n=215)	British Columbia (n=150)	Male (n=529)	Female (n=478)	18 to 34 (n=143)	35 to 54 (n=384)	55 plus (n=480)
Important	48.8%	44.7%	46.0%	48.0%	52.8%	52.3%	53.5%	44.2%	40.3%	48.5%	54.5%
Somewhat important	37.4%	42.8%	42.7%	38.1%	34.7%	27.1%	36.1%	38.5%	39.4%	37.4%	36.0%
Somewhat not important	8.6%	6.9%	6.5%	9.9%	5.7%	12.8%	7.2%	9.8%	12.0%	9.5%	5.6%
Not important	2.7%	4.3%	1.2%	1.8%	3.9%	5.2%	2.6%	2.7%	6.4%	0.9%	1.6%
Unsure	2.7%	1.2%	3.7%	2.2%	2.9%	2.6%	0.5%	4.7%	1.9%	3.7%	2.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q - To what extent do you support or oppose Prime Minister Mark Carney negotiating a renewed trade agreement with [ROTATE] the United States and Mexico?



■ 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 Prime Minister Carney to negotiate a trade deal with Mexico and the US

86 percent of Canadians

support or somewhat Prime Minister Carney negotiating a trade deal with the US and Mexico. Nine out of ten Canadians older than 55 support or somewhat support negotiating a renewed trade deal with Mexico and the US while just under eight out of ten Canadians between the ages of 18 and 34 support or somewhat support negotiating a trade deal.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Support for Prime Minister Carney to negotiate a trade deal with Mexico and the US – by demographics

Q –To what extent do you support or oppose Prime Minister Mark Carney negotiating a renewed trade agreement with [ROTATE] the United States and Mexico?

	Canada 2026-02 (n=1007)	Atlantic (n=96)	Quebec (n=212)	Ontario (n=334)	Prairies (n=215)	British Columbia (n=150)	Male (n=529)	Female (n=478)	18 to 34 (n=143)	35 to 54 (n=384)	55 plus (n=480)
Support	55.8%	56.1%	48.0%	62.4%	51.4%	56.0%	60.6%	51.2%	46.8%	53.7%	63.4%
Somewhat support	30.7%	29.0%	38.1%	26.4%	31.3%	30.1%	25.9%	35.2%	32.4%	31.0%	29.3%
Somewhat oppose	5.8%	4.8%	6.4%	5.4%	6.1%	5.6%	4.9%	6.6%	9.6%	6.3%	2.9%
Oppose	3.9%	4.0%	5.5%	2.5%	3.0%	6.0%	5.9%	1.9%	6.5%	3.9%	2.1%
Unsure	3.9%	6.2%	2.0%	3.3%	8.2%	2.1%	2.6%	5.1%	4.7%	5.1%	2.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 8th to 16th, 2026 n=1007, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Element	Description	Element	Description
Research sponsor	Business Council 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	1007 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 Insights Lab	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	Nine 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, Canada's oil industry, investment environment for energy projects, Federal-provincial collaboration on energy & climate and energy exports.
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	<u>By region, age and gender</u>
Field Dates	February 8 th to 16 th , 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/		



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

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

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





NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co