



Probability sample: Nanos Insights Lab is a full probability sample based on Random Digit Dialed land- and cell-phone numbers. Individuals are randomly selected from across Canada and the panel is refreshed each week through our weekly national tracking research. Panel members are recruited by telephone and complete the surveys online. This allows one to associate a margin of error with the research, compared to many other panels that are not probability-based and rely on self selected respondents.

Respondent selection: Nanos Insights Lab consists of only randomly recruited individuals, making them representative of the population. Respondents are never able to self-select or volunteer to join the panel or participate in surveys once they have joined the panel, compared to many other panels which allow self-selected "professional participants" to join and participate in as many surveys as they want. This means research done using these other panels is not truly representative of the views of Canadians or the target population. A random sample is selected from the panel for each survey.

Trusted source: Nanos Insights Lab is only used for research conducted by Nanos Research for our clients. This means we are vertically integrated and can monitor what respondents are being asked and when, to ensure they are never being asked conflicting questions or asked questions that may influence their responses. The Nanos Probability Panel is trusted and used by CTV, Globe and Mail, and Bloomberg as the vehicle for their monthly omnibus surveys.

METHODOLOGY

– Wave 1

The research gauged the views of Canadians on the Canada-U.S. relationship, their views of other countries, and free trade.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1047 Canadians, 18 years of age or older, from March 31 to April 3, 2026. 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 ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by the University of Calgary School of Public Policy and the research was conducted by Nanos Research.



The research gauged the views of Canadians on the Canada-U.S. relationship, as broader trade relations with other countries, cooperation with the United States, and the Canada-US-Mexico Agreement (CUSMA).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1039 Canadians, 18 years of age or older, from April 25 to 27, 2026. 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 University of Calgary School of Public Policy and the research was conducted by Nanos Research.

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Element	Description	Element	Description
Research sponsor	University of Calgary School of Public Policy		
Population and Final Sample Size	1047 Randomly selected individuals.	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
Source of Sample	Nanos Insights Lab		
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.		
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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; Education; Household income. Six-digit postal code was used to validate geography.	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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Estimated Response Rate	14 percent, consistent with industry norms.
Number of Calls	Maximum of five call backs to those recruited.	Research/Data Collection Supplier	Nanos Research
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	March 31 to April 3, 2026	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.
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/	Tabulations	2026-2956 uCalgary SPP Tables - Formatted

Element	Description	Element	Description
Research sponsor	University of Calgary School of Public Policy		
Population and Final Sample Size	1039 Randomly selected individuals.	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
Source of Sample	Nanos Insights Lab		
Type of Sample	Probability	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.
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	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
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; Education; Income; Economic policy political leaning; Social policy political leaning. Six-digit postal code was used to validate geography.	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.
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.	Research/Data Collection Supplier	Nanos Research
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	April 25 to 27, 2026	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.
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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

EthicStratēgies

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