

Nanos Research survey explores Canadians' views on trade negotiations, food security and sovereignty, and supply management

Support for ensuring Canadian control over our food supply, and for defending Canadian farmers and supply management, remains strong.

“We are in an environment where Canadians likely have a sensitivity to making further concessions to the United States, and many are unconvinced that accommodations to U.S. requests will improve Canada’s bargaining position,” stated Chief Data Scientist Nik Nanos.

The research provides insight on the opinion environment in Canada, as the government continues to navigate the CUSMA review with the United States. It examined sentiment on dairy and supply management, in particular.

The vast majority of Canadians (91%) prioritize Canadian control over its food supply. Moreover, two thirds believe the Government of Canada must strongly defend the interest of Canadian dairy farmers in trade negotiations (68%).

About 3 out of every 4 Canadians are supportive to one extent or another of the objectives of supply management (74%). The desire to defend Canadian farmers and supply management is also significant (64%). Making concessions but preserving the system (21%) or abandoning supply management completely (10%) are both non-starters for most Canadians.

“The current narrative, which asserts that the nation needs to stand up against the U.S., has likely fuelled greater public support for the defense of farmers in the face of American demands on supply management,” said Nanos. “It is therefore not surprising that when the US Administration points to the dairy sector, that the response from average Canadians is more support for dairy farmers.”

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

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

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,051 Canadians, 18 years of age or older, between June 26 and 28, 2026, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

To read the full report and methodology for the June omnibus, [click here](#).

Contact:

Nik Nanos, Chief Data Scientist

nik@nanos.co



Canadians firmly believe in the importance of ensuring control over food supply and defending the interests of the dairy sector in trade negotiations.

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 1051 Canadians, 18 years of age or older, between June 26 and 28, 2026, 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 1051 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.

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?



■ Support

■ Somewhat support

■ Somewhat oppose

■ Oppose

■ Unsure

*Weighted to the true population proportion.

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

	2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	BC (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Support	44.8%	50.3%	45.3%	45.3%	40.1%	45.8%	40.7%	48.7%	39.4%	45.4%	47.8%
Somewhat support	29.6%	26.3%	34.0%	27.9%	28.6%	29.9%	29.1%	30.1%	32.6%	28.1%	28.9%
Somewhat oppose	10.1%	12.3%	6.6%	11.5%	10.7%	10.3%	13.6%	6.7%	10.2%	10.0%	10.1%
Oppose	7.9%	6.3%	6.4%	6.7%	13.0%	8.3%	9.7%	6.3%	4.4%	9.7%	8.8%
Unsure	7.5%	4.9%	7.7%	8.6%	7.5%	5.7%	6.9%	8.2%	13.3%	6.7%	4.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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

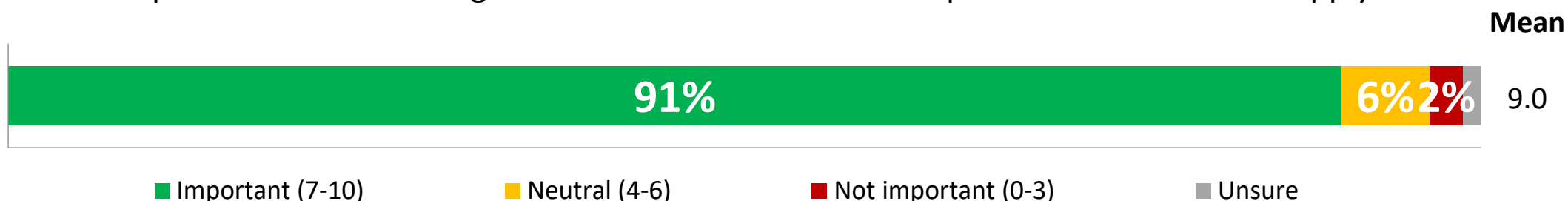
Q – During the trade negotiations, US President Donald Trump has been targeting Canadian farmers and the supply management system. What should the Canadian government do?
[RANDOMIZE]

	2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	BC (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Defend Canadian farmers and supply management	63.8%	67.2%	71.9%	61.9%	56.9%	62.6%	58.2%	69.2%	72.0%	61.5%	60.3%
Make some concessions but preserve the system	21.0%	25.4%	13.5%	23.9%	20.5%	24.0%	23.8%	18.3%	13.3%	21.8%	25.4%
Abandon supply management	10.3%	6.4%	9.3%	8.5%	17.3%	10.4%	13.7%	7.1%	6.7%	11.6%	11.7%
Unsure	4.9%	0.9%	5.3%	5.7%	5.4%	3.0%	4.3%	5.4%	8.0%	5.1%	2.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Importance of ensuring Canada has as much control as possible over food supply – by demographics

Q – On a scale from 0 to 10, where 0 is not at all important and 10 is very important, please rate your level of importance with ensuring Canada has as much control as possible over our food supply.



*Weighted to the true population proportion.

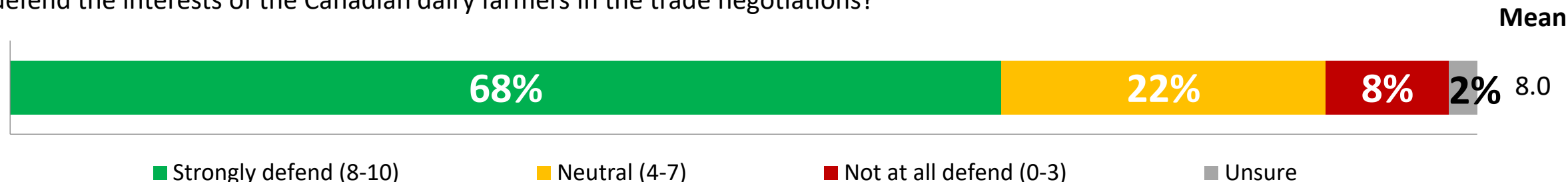
*Charts may not add up to 100 due to rounding.

	2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	BC (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Mean	9.0	9.1	9.1	9.1	8.8	9.0	8.9	9.2	8.9	9.0	9.2
Important (7-10)	90.5%	92.6%	93.6%	90.6%	87.3%	88.3%	88.7%	92.2%	88.4%	89.5%	92.6%
Neutral (4-6)	6.0%	4.4%	3.4%	6.3%	7.2%	8.8%	6.7%	5.4%	8.7%	5.8%	4.4%
Not important (0-3)	2.3%	3.1%	2.1%	2.3%	2.6%	1.6%	3.5%	1.1%	1.3%	3.2%	2.2%
Unsure	1.2%	-	1.0%	0.7%	2.9%	1.4%	1.1%	1.3%	1.6%	1.4%	0.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, 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.

	2026-06 (n=1051)	Atlantic (n=101)	Quebec (n=221)	Ontario (n=351)	Prairies (n=215)	BC (n=163)	Men (n=550)	Women (n=501)	18 to 34 (n=158)	35 to 54 (n=393)	55 plus (n=500)
Mean	8.0	8.0	8.3	7.9	7.5	8.0	7.5	8.5	8.0	7.8	8.1
Strongly defend (8-10)	67.6%	65.9%	76.9%	64.9%	64.4%	64.3%	59.8%	75.1%	65.1%	65.9%	70.5%
Neutral (4-7)	22.1%	28.1%	15.4%	24.2%	21.3%	25.2%	26.3%	18.0%	26.0%	21.7%	19.8%
Not at all defend (0-3)	8.4%	6.1%	6.7%	8.5%	13.3%	6.0%	12.4%	4.6%	6.7%	10.0%	8.3%
Unsure	1.9%	-	1.0%	2.3%	1.0%	4.4%	1.5%	2.3%	2.1%	2.4%	1.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26 to 28, 2026, n=1051, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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	1051 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 Probability Panel	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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	10 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, vacations, recreational activities, high-speed rail, national unity, airport privatization, and feelings toward the federal government.
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. In addition to the content questions in the report, two questions were asked related to managing the trade relationship which were used for internal purposes.
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.	Data Tables	By region, age and gender: 2026-3087 DFC Tables - Formatted - FOR RELEASE
Field Dates	June 26 to 28, 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

ABOUT NANOS

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