

The background of the slide features two flagpoles against a light blue sky. The taller pole in the center holds the Canadian flag, which is partially visible behind the main text. To the left, a shorter pole holds the United States flag, which is also partially visible. The text is overlaid on this background.

Support for supply management, ensuring control over Canadian food supply, and defending the interests of dairy farmers in trade negotiations all remain strong.

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 1104 Canadians, 18 years of age or older, between July 28 and 30, 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 1104 Canadians is ± 3.1 percentage points, 19 times out of 20.

[The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.](#)

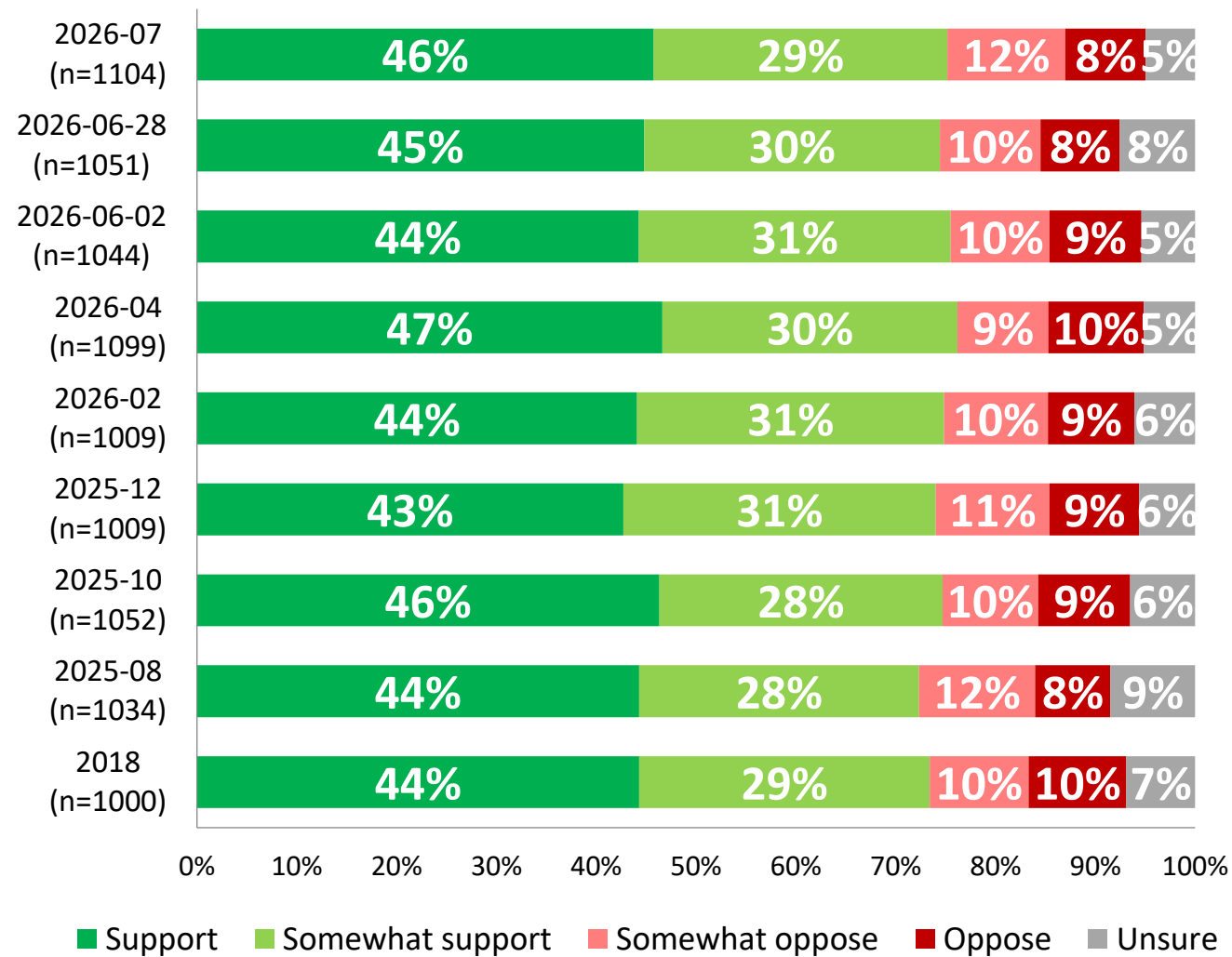
The research was commissioned by the Dairy Farmers of Canada and was conducted by Nanos Research.

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



Canadians remain largely supportive of the general objectives of the supply management system.

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?



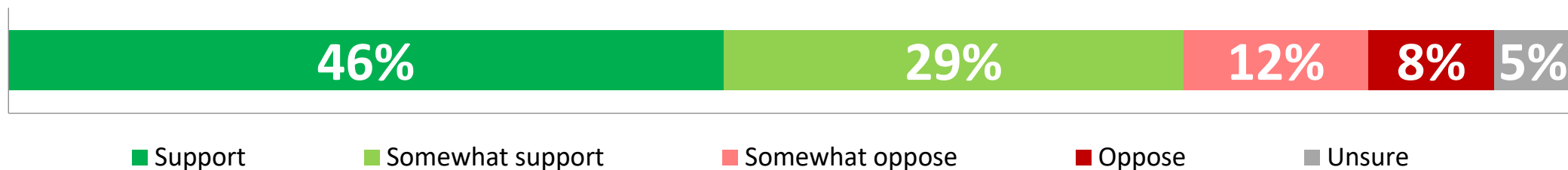
*Weighted to the true population proportion.

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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?



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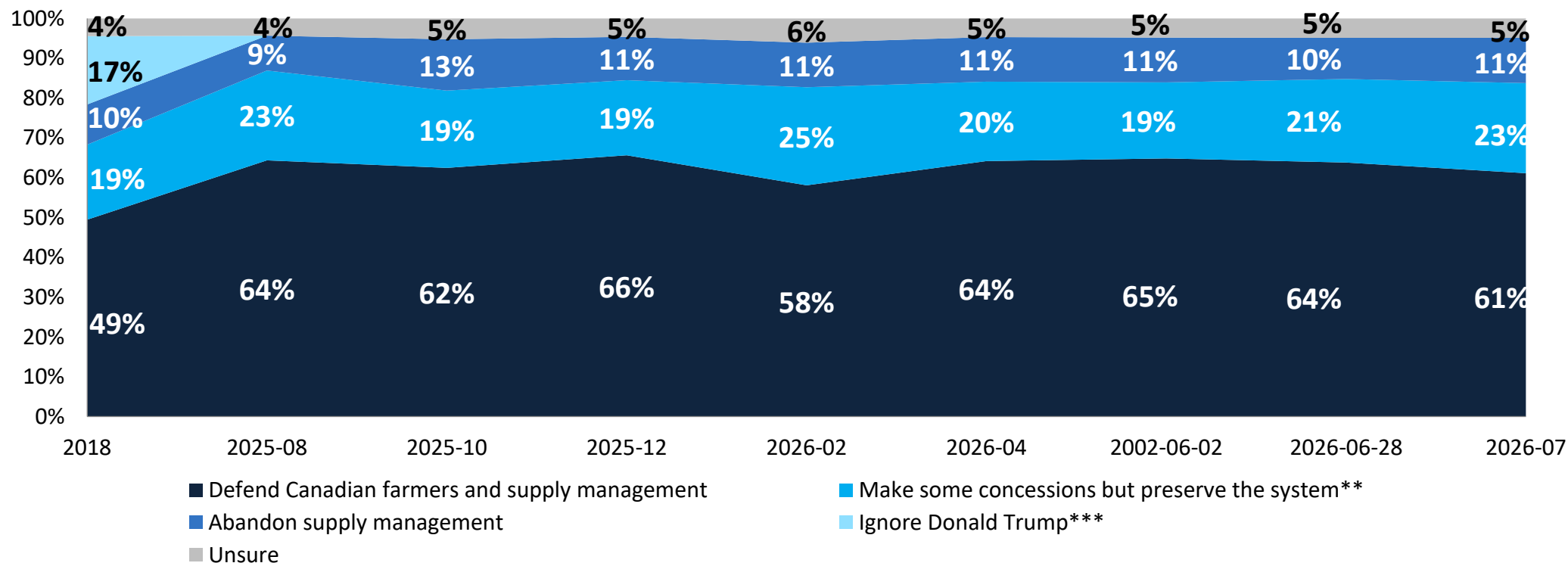
	2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Support	45.7%	55.4%	46.9%	49.4%	35.2%	42.3%	38.6%	52.6%	37.5%	44.5%	52.1%
Somewhat support	29.4%	30.1%	34.3%	26.8%	29.5%	28.3%	30.8%	28.1%	32.1%	30.5%	26.9%
Somewhat oppose	11.8%	8.1%	8.9%	10.5%	15.9%	17.0%	14.4%	9.3%	13.7%	12.5%	10.1%
Oppose	8.1%	3.4%	3.7%	7.7%	16.2%	8.2%	12.7%	3.6%	9.2%	7.4%	7.8%
Unsure	5.0%	3.0%	6.2%	5.6%	3.1%	4.2%	3.4%	6.4%	7.5%	5.1%	3.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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]

[2025/2026] 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 2025/2026 survey.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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]

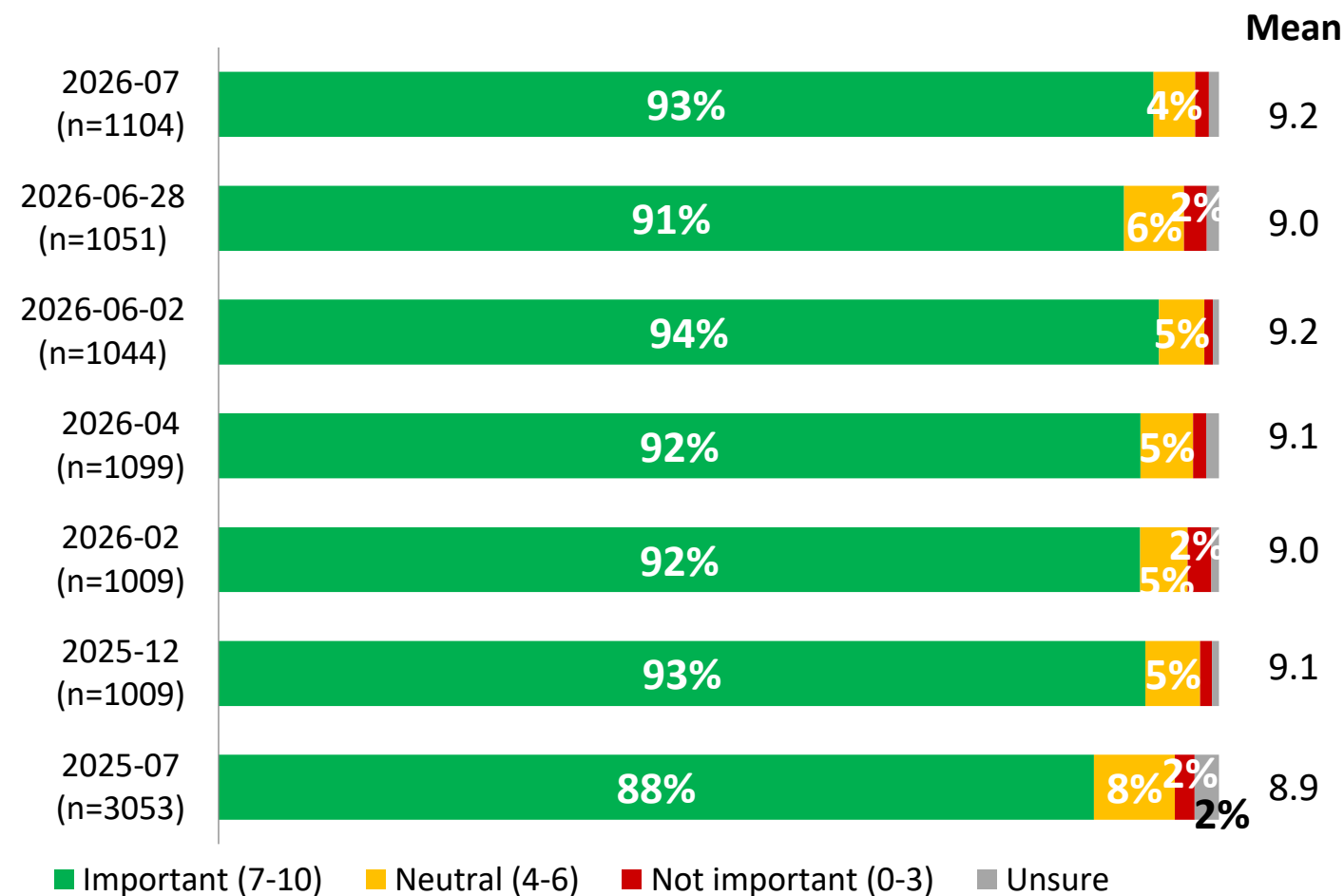
	2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Defend Canadian farmers and supply management	61.2%	69.5%	75.3%	60.3%	45.0%	56.4%	52.7%	69.3%	61.1%	62.3%	60.3%
Make some concessions but preserve the system	22.6%	23.3%	11.6%	26.8%	25.2%	25.6%	27.3%	18.1%	19.6%	19.4%	27.1%
Abandon supply management	11.4%	4.1%	8.1%	8.5%	24.2%	12.3%	16.2%	6.7%	15.1%	11.6%	8.8%
Unsure	4.8%	3.1%	5.1%	4.4%	5.5%	5.7%	3.8%	5.9%	4.2%	6.7%	3.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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 remains high.

[2025-07] Q – Please rate your level of importance with the following where 0 is not at all important and 10 very important. [RANDOMIZE]

Ensuring Canada has as much control as possible over our food supply
[STARTING FROM 2025-12] 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.



****Note:** In the July 2025 survey, this question was asked as part of a battery along with other questions pertaining to the importance of various government policies impacting the Canadian dairy sector and food supply. Starting from the December 2025 survey, this question was asked independently, without the other questions that appeared in the July 2025 battery.

*Weighted to the true population proportion.

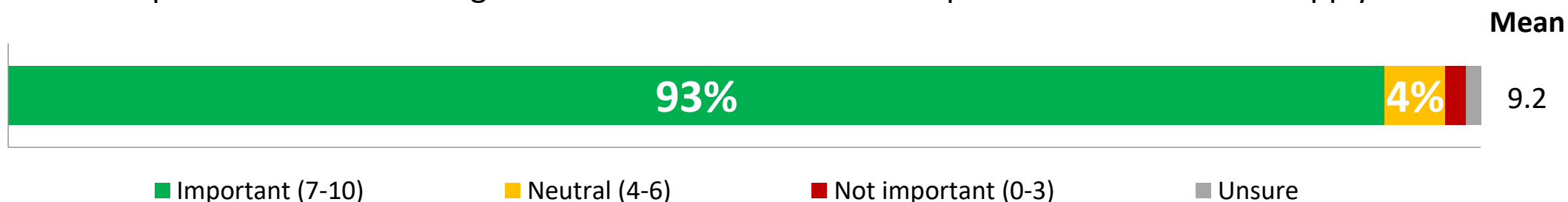
*Charts may not add up to 100 due to rounding.

*Data labels of one per cent or lower have been removed for readability.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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.

*Data labels of one per cent or lower have been removed for readability.

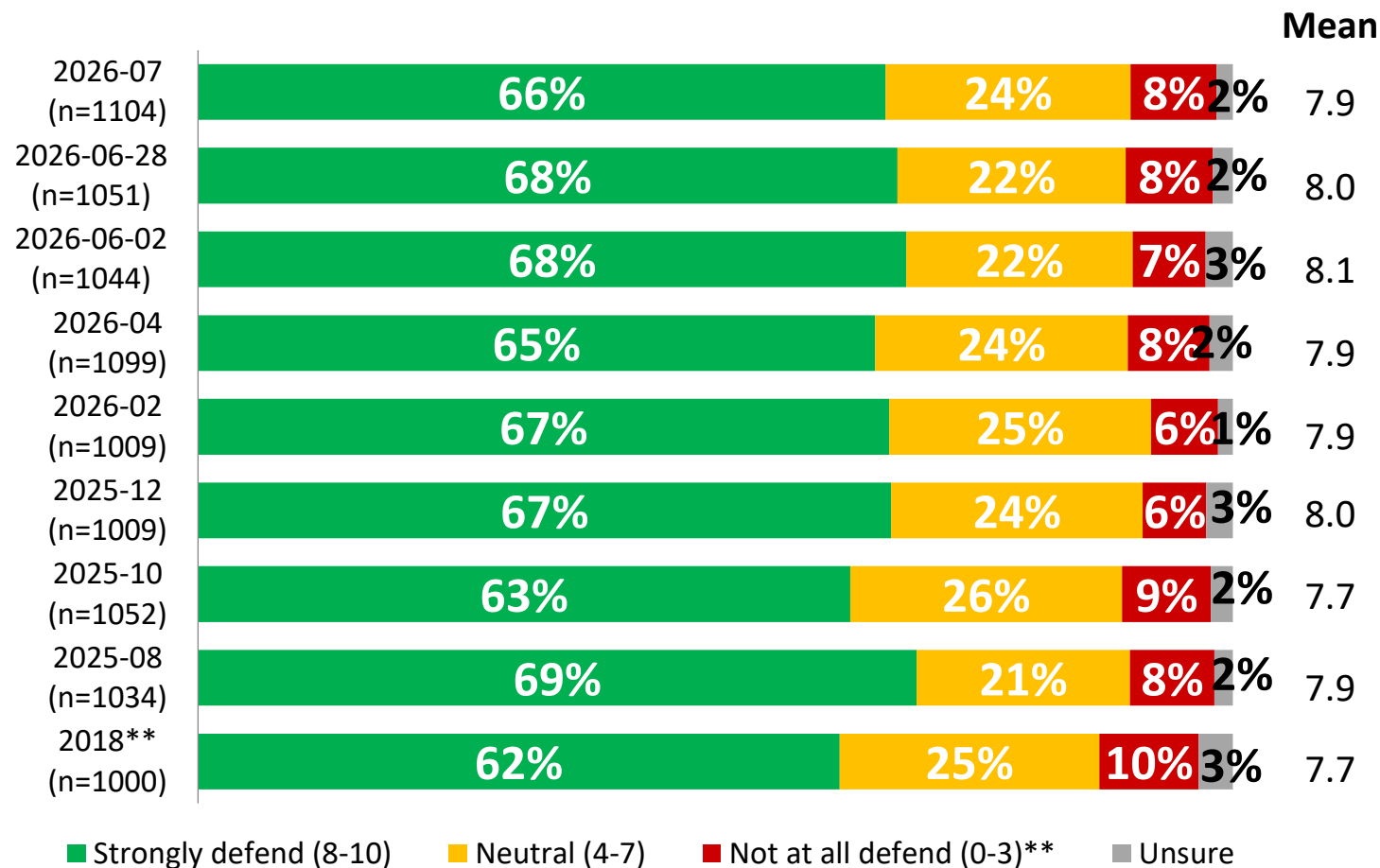
	2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Mean	9.2	9.5	9.0	9.3	8.9	9.1	9.0	9.3	8.9	9.2	9.3
Important (7-10)	93.5%	95.6%	93.9%	96.3%	87.0%	91.8%	92.3%	94.6%	89.7%	94.9%	94.8%
Neutral (4-6)	4.1%	1.5%	3.1%	2.9%	7.6%	6.3%	4.7%	3.6%	5.8%	3.6%	3.5%
Not important (0-3)	1.4%	0.7%	2.4%	0.4%	2.1%	1.9%	1.9%	0.9%	2.1%	1.0%	1.2%
Unsure	1.0%	2.2%	0.6%	0.4%	3.3%	-	1.1%	0.9%	2.3%	0.6%	0.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, accurate 3.0 percentage points plus or minus, 19 times out of 20.

[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?

[2025/2026] 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 Canada defending dairy sector interests



**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.

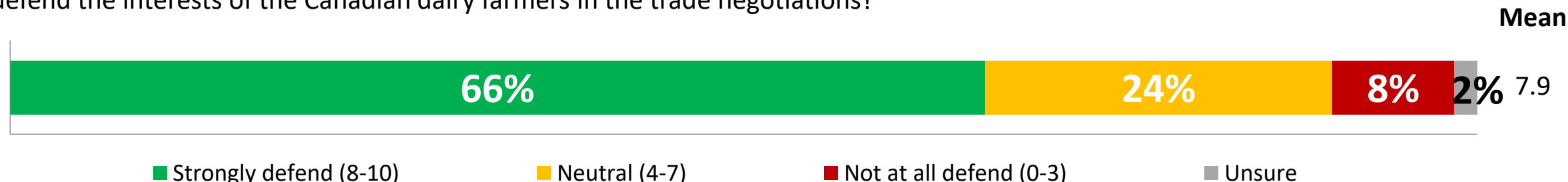
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*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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.

	2026-07 (n=1104)	Atlantic (n=109)	Quebec (n=222)	Ontario (n=388)	Prairies (n=219)	BC (n=166)	Men (n=587)	Women (n=517)	18 to 34 (n=151)	35 to 54 (n=393)	55 plus (n=560)
Mean	7.9	8.6	8.5	8.1	7.0	7.6	7.3	8.6	7.6	8.0	8.1
Strongly defend (8-10)	66.4%	77.5%	76.4%	66.6%	50.9%	63.6%	54.9%	77.5%	61.6%	66.7%	69.4%
Neutral (4-7)	23.7%	18.3%	16.9%	26.0%	29.2%	24.2%	31.1%	16.6%	26.0%	23.5%	22.3%
Not at all defend (0-3)	8.3%	4.3%	5.2%	5.3%	18.8%	10.5%	12.6%	4.2%	10.1%	7.7%	7.6%
Unsure	1.6%	-	1.5%	2.1%	1.1%	1.7%	1.4%	1.8%	2.3%	2.1%	0.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 28 to 30, 2026, n=1104, 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	1104 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	13 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, views on Canada-US relations including alcohol and trade, views on CUSMA negotiations, views on potential Conservative Party leaders, views on Canadian fisheries, and views on energy.
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: 2026-3108 DFC Tables - Formatted - FOR RELEASE
Field Dates	July 28 to 30, 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/		



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ABOUT NANOS

Any questions?



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