



Canadians back rejection of the recent US trade deal – Most are willing to pay higher prices and support counter-tariffs.

The research gauged the views of Canadians on Canada rejecting the trade deal and expected timeline for negotiating a successful trade deal with the Trump administration. Additionally, some questions focused on tariffs and whether Canadians support or oppose counter-tariffs, worry about the personal impact of tariffs on Canadians, and willingness to pay higher prices.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, from August 30th to September 2nd, 2026, as part of an omnibus survey. 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 the CTV News and the Globe and Mail and the research was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is [here](#). Tables within the report that have significant differences are highlighted in yellow.

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

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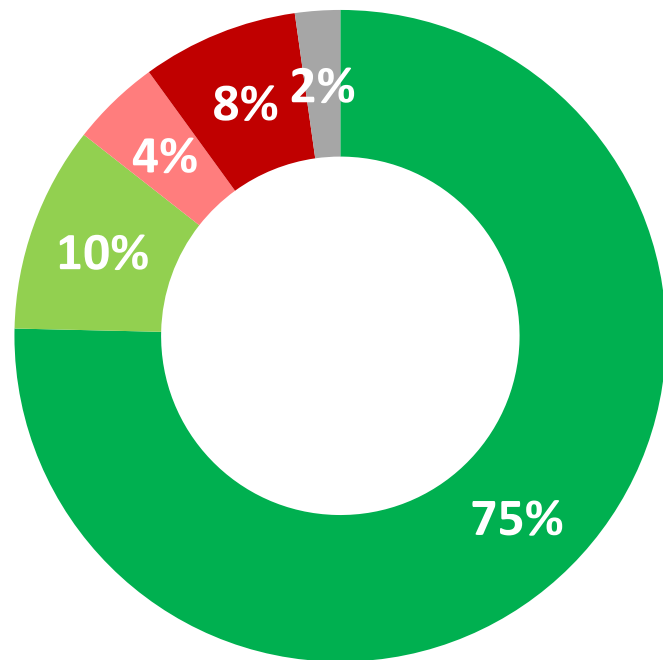
Upshot

1. **Canadians overwhelmingly reject the recent trade deal with the US** – A strong majority of Canadians support (75%) or somewhat support (10%) Canada rejecting the trade deal with the US despite potential economic concerns.
2. **Intensity of support for retaliatory counter-tariffs reaches an all-time high** – Four in five Canadians support (59%, previous high of 55% in January 2025) or somewhat support (21%) Canada putting counter-tariffs on US imports, even if this means paying higher prices.
3. **Canadians are worried about the impact of tariffs but are willing to pay higher prices as a response** – Two thirds of Canadians are worried (23%) or somewhat worried (45%) about the personal impact of tariffs. However, seven in ten Canadians are willing (38%) or somewhat willing (31%) to pay higher prices for everyday goods as part of Canada's response to US tariffs on Canadian goods.
4. **Majority of Canadians do not see the US as a trustworthy ally** - Three quarters of Canadians disagree to one extent or another that the US is a trustworthy ally of Canada (53% disagree, 21% somewhat disagree).

Upshot - Continued

5. **Canadians are responding with their wallets to Trump's comments about Canada –** Over three in four Canadians say they have sought out purchasing Canadian goods (78%) and avoided purchasing US goods and services (77%) as a response to comments made by US President Donald Trump about Canada.
6. **Confidence in Canada protecting its economic interests continues –** Six in ten Canadians are either confident (22%) or somewhat confident (39%) that Canada can protect its economic interests if a new agreement is reached with the United States.
7. **Most Canadians expect the Canada-US relationship to improve in five years –** Over three in five Canadians believe that Canada's relationship with the US will be better (22%) or somewhat better (39%) five years from now.

Q – Do you support, somewhat support, somewhat oppose or oppose Canada rejecting the trade deal with the US despite the potential economic risk to Canadians?



■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

*Weighted to the true population proportion.

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

Views on Canada rejecting the trade deal with the US

3 in 4 Canadians

outright support Canada rejecting the trade deal with the US despite the potential economic risks, while an additional one in ten somewhat support it. Fewer than one in five Canadians either oppose or somewhat oppose Canada rejecting the trade deal.

Views on Canada rejecting the trade deal with the US – By demographics

Q – Do you support, somewhat support, somewhat oppose or oppose Canada rejecting the trade deal with the US despite the potential economic risk to Canadians?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Support	75.4%	81.0%	71.7%	77.6%	66.4%	83.7%	72.5%	78.1%	69.4%	71.3%	82.4%
Somewhat support	10.2%	8.9%	18.0%	7.6%	10.2%	5.2%	11.5%	9.0%	17.5%	7.5%	7.6%
Somewhat oppose	4.4%	3.1%	4.5%	5.3%	4.1%	3.0%	5.1%	3.8%	3.4%	6.6%	3.4%
Oppose	7.8%	7.1%	2.7%	7.3%	16.6%	6.6%	9.5%	6.1%	7.9%	11.8%	4.5%
Unsure	2.2%	-	3.1%	2.2%	2.6%	1.5%	1.6%	2.9%	1.8%	2.8%	2.1%

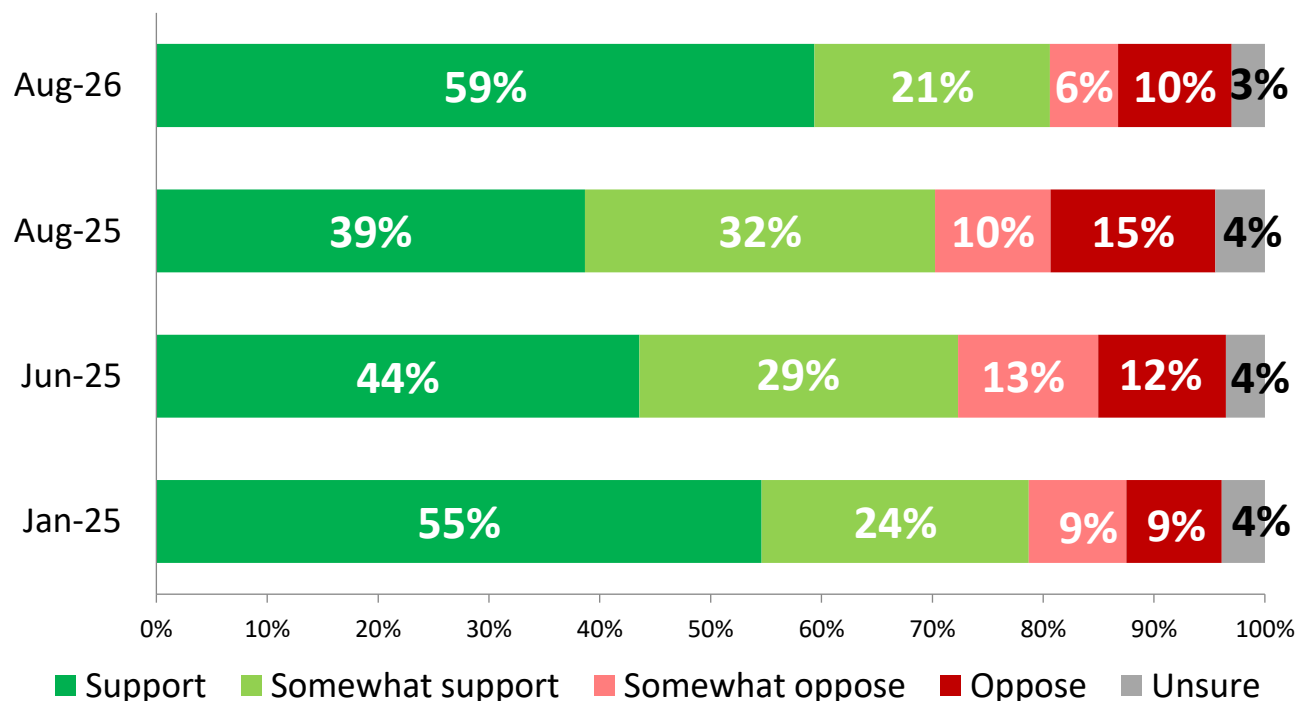
Although a majority support Canada rejecting the trade deal with the US, residents from the Prairies are comparatively less likely to outright support it than Canadians overall (66%, compared to 75%). Older Canadians are more likely to support Canada rejecting the trade deal with the US (82%).

Support for tariffs on US imports – Tracking

4 in 5 Canadians

support or somewhat support Canada putting dollar for dollar counter-tariffs on imports from the US. This represents an increase compared to the previous two waves and is comparable to levels observed in January 2025. The proportion who outright support counter-tariffs has reached an all-time high at 59 per cent since tracking began (55 per cent in January 2025).

Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting dollar for dollar counter-tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?



*Asked in June 2025 and August 2025: Do you support, somewhat support, somewhat oppose or oppose Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

*Asked in January 2025: Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE] **Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods.**

*Weighted to the true population proportion.

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

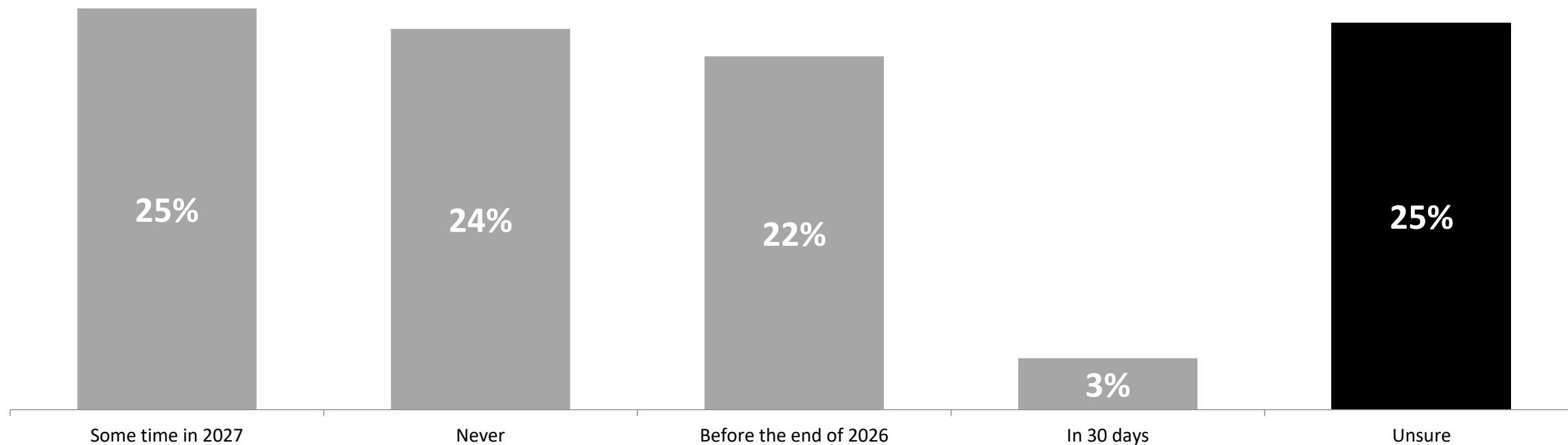
Support for tariffs on US imports – By demographics

Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting dollar for dollar counter-tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Support	59.4%	66.8%	63.8%	57.6%	54.5%	59.4%	58.6%	60.1%	58.0%	57.1%	62.0%
Somewhat support	21.3%	18.7%	19.8%	23.1%	18.2%	23.5%	19.5%	23.0%	22.1%	18.7%	22.7%
Somewhat oppose	6.1%	6.6%	3.9%	7.1%	7.9%	4.7%	6.9%	5.4%	4.5%	7.4%	6.2%
Oppose	10.2%	6.2%	7.8%	8.3%	18.8%	10.8%	13.5%	7.2%	11.9%	13.3%	6.8%
Unsure	3.0%	1.7%	4.6%	3.9%	0.5%	1.6%	1.6%	4.3%	3.6%	3.4%	2.3%

Estimated time span for Canada to negotiate a trade deal with the Trump Administration

Q – When do you think that Canada will be able to successfully negotiate a trade deal with the Trump Administration that Canadians would support?



*Weighted to the true population proportion.

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

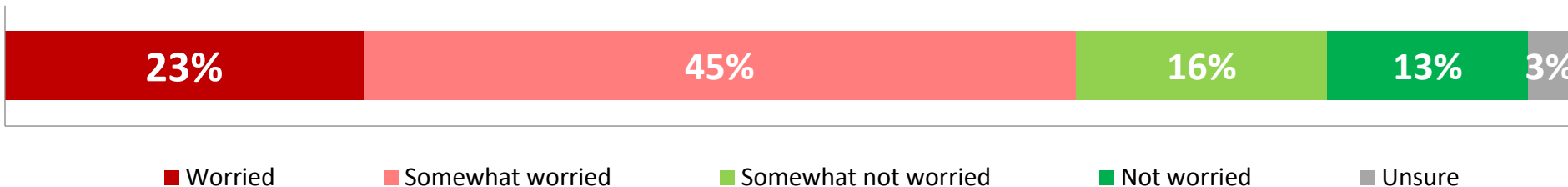
Estimated time span for Canada to negotiate a trade deal with the Trump Administration – By demographics

Q – When do you think that Canada will be able to successfully negotiate a trade deal with the Trump Administration that Canadians would support?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Some time in 2027	25.5%	19.7%	27.6%	23.9%	28.6%	25.3%	26.4%	24.6%	23.1%	21.3%	30.3%
Never	24.2%	31.4%	25.9%	22.0%	24.7%	23.5%	25.0%	23.4%	29.0%	25.2%	20.3%
Before the end of 2026	22.4%	15.8%	24.4%	22.8%	20.5%	23.8%	24.5%	20.4%	20.9%	24.7%	21.7%
In 30 days	3.3%	7.1%	2.2%	3.3%	3.1%	3.2%	4.4%	2.2%	2.7%	3.9%	3.1%
Unsure	24.6%	26.1%	19.9%	28.0%	23.0%	24.2%	19.6%	29.4%	24.4%	24.8%	24.6%

Worry about the personal impact of tariffs

Q – Are you worried, somewhat worried, somewhat not worried or not worried about the impact that the tariffs the US is putting on certain Canadian products will have on you and/or your family?



*Weighted to the true population proportion.

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

2 in 3 Canadians

are worried to one extent or another about the impact that the tariffs the US is putting on Canadian products will have on them and their families. Levels of worry are overall consistent across demographic groups.

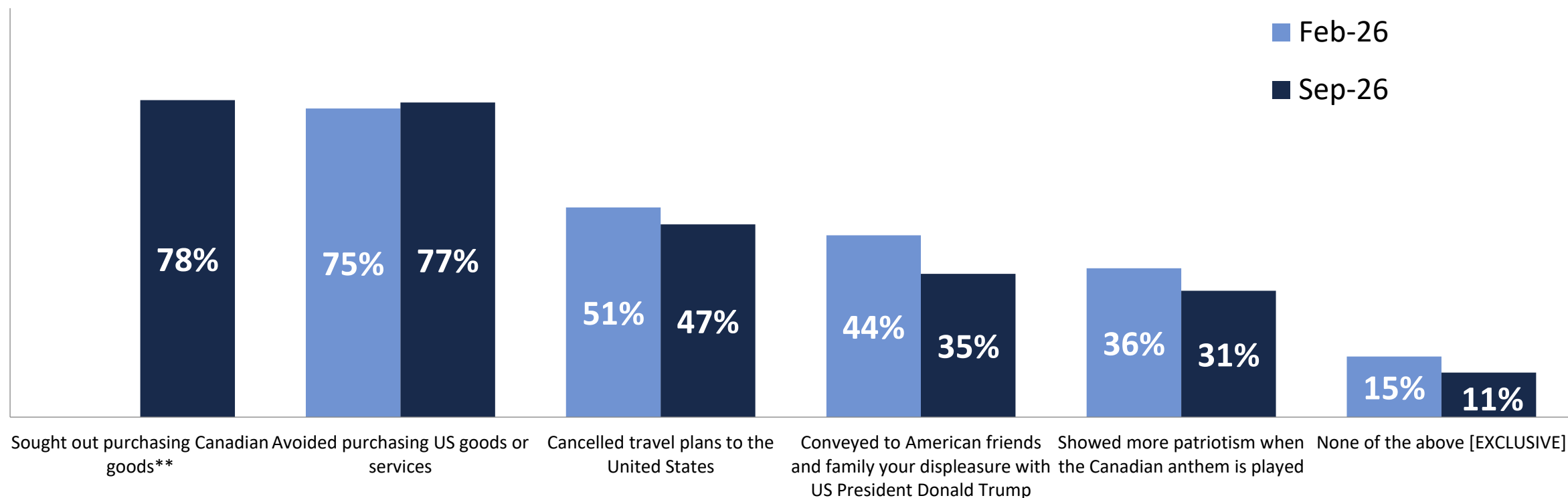
Worry about the personal impact of tariffs – By demographics

Q – Are you worried, somewhat worried, somewhat not worried or not worried about the impact that the tariffs the US is putting on certain Canadian products will have on you and/or your family?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Worried	22.9%	22.9%	17.8%	28.1%	21.9%	18.1%	21.6%	24.1%	24.0%	23.8%	21.5%
Somewhat worried	45.5%	52.4%	42.8%	46.1%	45.3%	45.0%	43.1%	47.8%	49.1%	44.9%	43.6%
Somewhat not worried	16.1%	11.0%	20.1%	14.1%	19.6%	12.7%	16.3%	15.8%	15.9%	12.7%	18.8%
Not worried	12.8%	12.7%	14.6%	9.1%	12.0%	21.0%	17.2%	8.6%	8.1%	15.4%	13.8%
Unsure	2.8%	1.0%	4.6%	2.5%	1.2%	3.1%	1.8%	3.6%	2.9%	3.2%	2.3%

Top responses to comments made by US President Trump – Top responses

Q – Have you taken any of the following steps in the past year, specifically in response to comments made by US President Donald Trump about Canada? (Select all that apply) [RANDOMIZE]



*Weighted to the true population proportion.

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

**New response option in the September 2026 wave.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2026, n=1037, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.

Responses to comments made by US President Trump

– By demographics

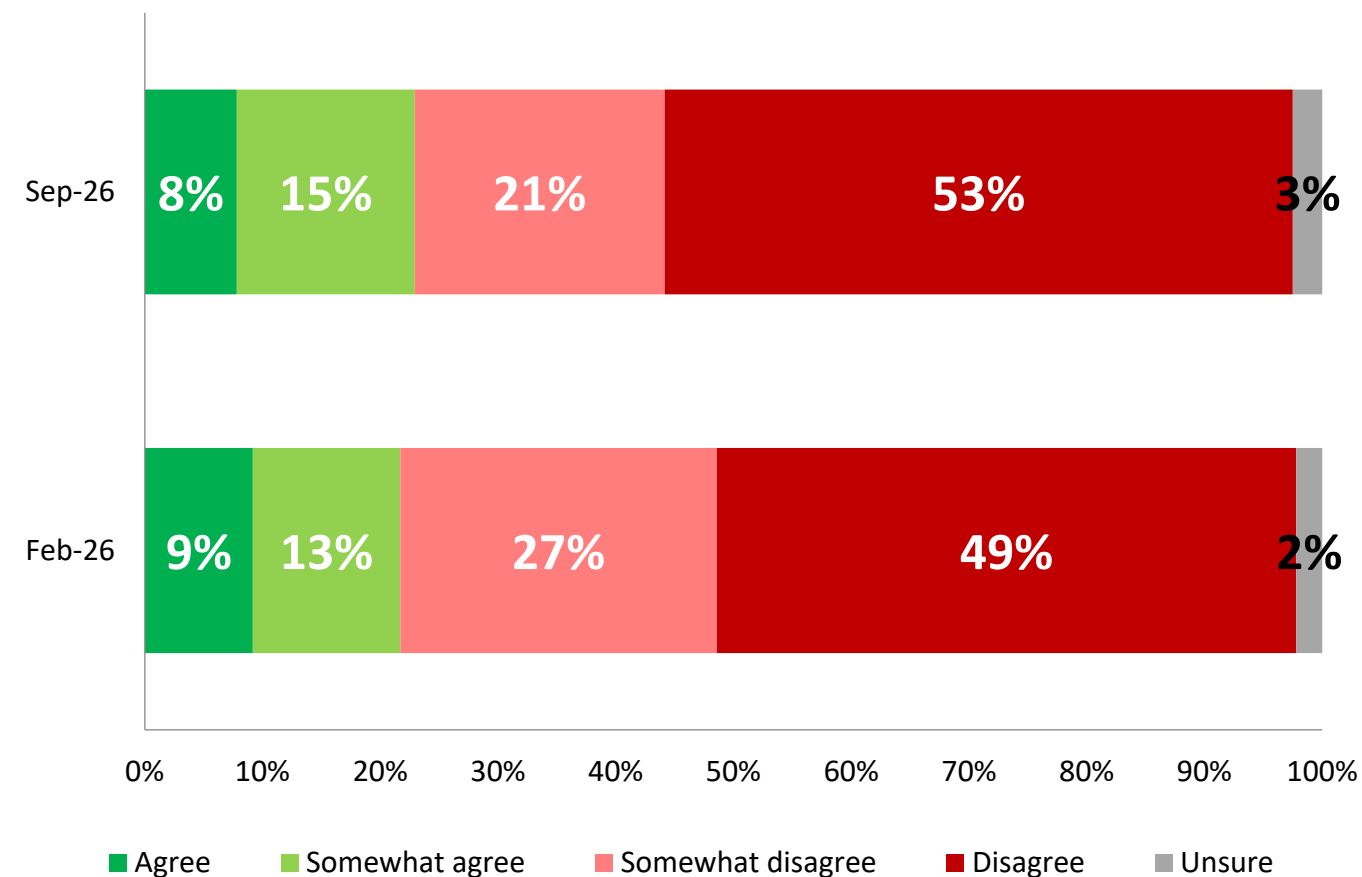
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	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Sought out purchasing Canadian goods	77.5%	79.1%	83.1%	76.5%	70.1%	79.5%	71.1%	83.7%	74.6%	72.1%	83.6%
Avoided purchasing US goods or services	76.9%	80.5%	81.5%	75.2%	70.4%	80.5%	72.7%	81.0%	71.4%	70.7%	85.4%
Cancelled travel plans to the United States	47.2%	50.4%	46.3%	48.7%	44.6%	45.8%	45.6%	48.6%	43.4%	47.8%	49.1%
Conveyed to American friends and family your displeasure with US President Trump	35.0%	39.8%	37.1%	35.1%	30.2%	35.2%	32.9%	37.1%	36.0%	30.7%	37.8%
Showed more patriotism when the Canadian anthem is played	30.9%	33.3%	16.9%	35.7%	34.5%	34.8%	29.0%	32.7%	30.3%	29.0%	32.7%
Other	8.5%	5.5%	5.1%	8.9%	10.3%	12.1%	6.6%	10.3%	9.5%	8.0%	8.2%
Applied for citizenship for another country	0.8%	-	0.5%	1.1%	0.8%	0.8%	0.7%	0.9%	0.5%	1.4%	0.6%
None of the above [EXCLUSIVE]	10.9%	9.2%	9.3%	10.9%	16.1%	7.6%	14.4%	7.5%	12.6%	14.6%	6.8%

Women (84%) and older Canadians (84% of those 55 plus) are more likely to report seeking out purchasing Canadian goods in response to Donald Trump's comments about Canada. Older Canadians are also more likely to report avoiding purchasing US goods or services (85%), while middle-aged Canadians (71%) are comparatively less likely than the national average (77%).

*Multifrequency tabs based on multiple responses.

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



*Weighted to the true population proportion.

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

The US as a trustworthy ally of Canada – Tracking

3 in 4 Canadians

disagree to one extent or another that the US is a trustworthy ally to Canada. Overall disagreement is consistent with the previous wave conducted in February 2026, however, the intensity of disagreement has marginally increased (53% outright disagree compared to 49% in February 2026).

The US as a trustworthy ally of Canada – By demographics

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

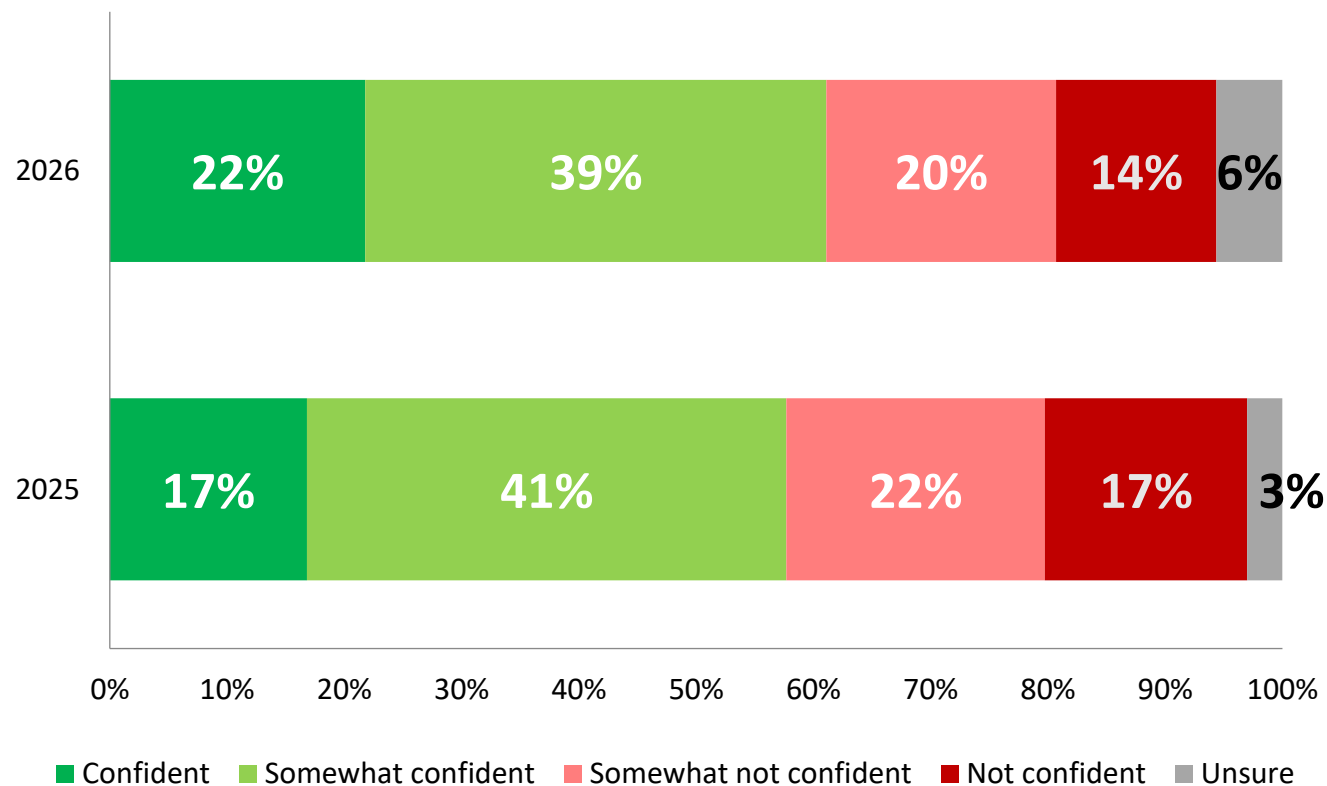
	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Agree	7.8%	8.2%	4.7%	6.8%	12.7%	9.4%	10.6%	5.2%	6.2%	12.8%	4.9%
Somewhat agree	15.1%	6.0%	14.2%	19.4%	14.3%	10.3%	16.7%	13.6%	20.7%	15.9%	10.9%
Somewhat disagree	21.2%	21.4%	27.9%	18.4%	19.5%	20.3%	23.2%	19.3%	22.7%	19.5%	21.6%
Disagree	53.3%	62.6%	47.9%	54.0%	50.9%	59.0%	47.7%	58.8%	46.1%	50.2%	60.5%
Unsure	2.5%	1.8%	5.3%	1.4%	2.6%	1.0%	1.9%	3.1%	4.3%	1.5%	2.1%

Confidence in Canada protecting its economic interests – Tracking

3 in 5 Canadians

are confident or somewhat confident that Canada can protect its economic interests if a new agreement is reached with the US. This is similar to the previous wave of research where just under three in five reported some level of confidence.

Q – Are you confident, somewhat confident, somewhat not confident or not confident that Canada can protect its economic interest if a new agreement is reached with the United States?



*Weighted to the true population proportion.

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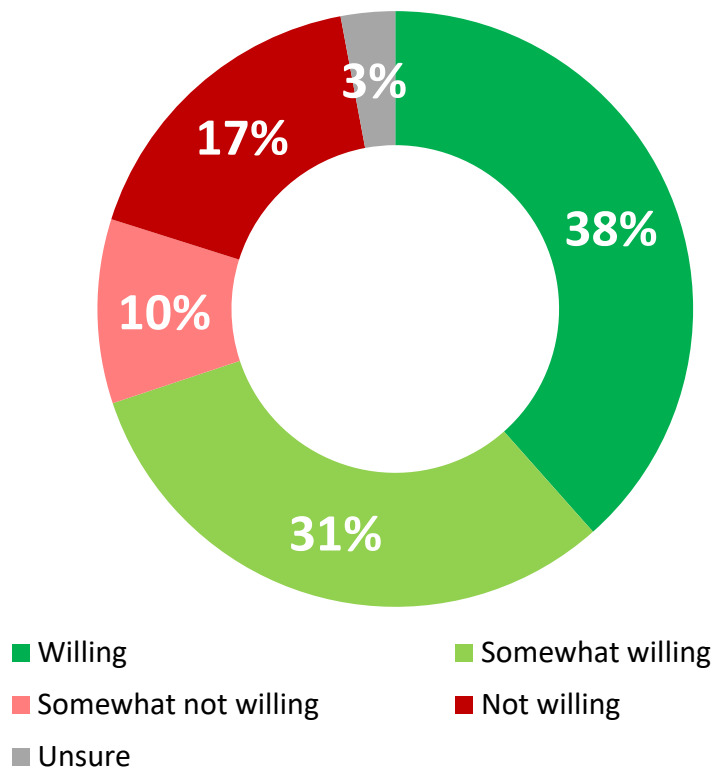
Confidence in Canada protecting its economic interests – By demographics

Q – Are you confident, somewhat confident, somewhat not confident or not confident that Canada can protect its economic interest if a new agreement is reached with the United States?

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Confident	21.8%	31.5%	12.5%	21.8%	24.1%	29.4%	21.5%	22.1%	19.4%	22.9%	22.4%
Somewhat confident	39.3%	33.6%	38.7%	39.8%	41.0%	39.7%	41.5%	37.2%	38.2%	36.0%	42.6%
Somewhat not confident	19.6%	19.8%	22.0%	21.4%	16.5%	14.4%	19.6%	19.6%	19.5%	21.5%	18.1%
Not confident	13.7%	11.5%	20.3%	10.8%	14.6%	10.5%	12.9%	14.4%	13.8%	14.2%	13.2%
Unsure	5.6%	3.6%	6.6%	6.1%	3.8%	6.0%	4.5%	6.8%	9.1%	5.4%	3.6%

Willingness to pay higher prices for everyday goods

Q – Canada's retaliation to US tariffs includes billions of dollars in tariffs applied to a wide range of imports from the United States, which can lead to an increase in the cost of goods for Canadian consumers. Are you willing or not willing to pay higher prices for everyday goods as part of Canada's response to US tariffs on Canadian goods?



7 in 10 Canadians

are willing or somewhat willing to pay higher prices for everyday goods as part of Canada's response to US tariffs. About one in four are not or somewhat not willing to do so.

*Weighted to the true population proportion.

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



Willingness to pay higher prices for everyday goods – By demographics

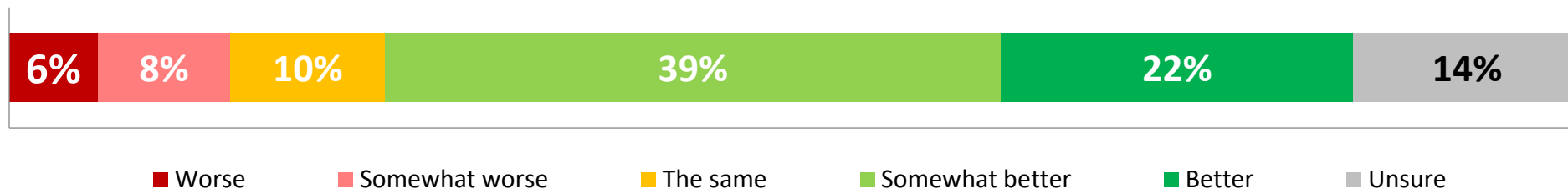
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	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Willing	38.4%	40.8%	31.0%	39.2%	36.6%	49.9%	37.8%	39.1%	27.9%	36.8%	46.6%
Somewhat willing	31.4%	35.0%	36.7%	29.3%	31.2%	27.1%	32.2%	30.7%	40.5%	23.2%	31.9%
Somewhat not willing	10.0%	7.5%	11.7%	11.6%	7.1%	7.4%	8.7%	11.3%	9.8%	12.7%	8.0%
Not willing	17.2%	15.0%	14.9%	17.8%	23.0%	12.9%	20.0%	14.5%	18.8%	24.0%	10.8%
Unsure	2.9%	1.7%	5.6%	2.1%	2.0%	2.7%	1.3%	4.5%	3.0%	3.3%	2.7%

Willingness to pay higher prices in response to US tariffs increases with age. Older Canadians (47% of those 55 plus) are the most willing to do so, middle-aged Canadians are on par with the national average (37%) and younger Canadians are the least willing (28% of those 18 to 34).

Canada's relationship with the United States in five years

Q – Five years from now, do you think Canada's relationship with the United States will be:



*Weighted to the true population proportion.

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

3 in 5 Canadians

expect Canada's relationship with the United States to be better to one extent or another five years from now. Less than one in five hold pessimistic views and believe the relationship will be worse or somewhat worse.



Canada's relationship with the United States in five years – By demographics

Q – Five years from now, do you think Canada's relationship with the United States will be:

	2026-09 (n=1037)	Atlantic (n=100)	Quebec (n=217)	Ontario (n=348)	Prairies (n=221)	BC (n=151)	Men (n=536)	Women (n=501)	18-34 (n=209)	35-54 (n=348)	55 plus (n=480)
Worse	5.6%	3.8%	5.9%	5.9%	4.8%	6.6%	5.6%	5.6%	9.5%	5.4%	3.3%
Somewhat worse	8.5%	9.6%	7.9%	7.2%	8.4%	12.4%	7.9%	9.0%	9.7%	8.6%	7.5%
The same	9.8%	15.9%	6.0%	11.1%	10.1%	9.3%	9.9%	9.8%	9.9%	8.5%	10.9%
Somewhat better	39.2%	28.4%	41.2%	40.6%	42.2%	33.5%	40.8%	37.7%	34.9%	39.2%	42.0%
Better	22.5%	26.5%	25.9%	19.7%	22.6%	22.2%	26.7%	18.4%	18.6%	23.8%	24.0%
Unsure	14.4%	15.8%	13.1%	15.5%	11.9%	16.0%	9.1%	19.6%	17.4%	14.6%	12.4%

Element	Description	Element	Description
Research sponsor	CTV News and the Globe and Mail	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	1,037 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	11 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 and views on economic issues.
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	By region, age and gender
Field Dates	August 30 th to September 2 nd , 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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Any questions?



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