

The background of the slide is a faded image of the European Union flag, featuring a circle of twelve gold stars on a blue field. A red triangle is visible in the top right corner.

A European pivot: Canadians place the EU ahead of the United States in future trade priorities and support an associate member arrangement.

National survey released October, 2026
Field: September 27 to 29, 2026
Submission 2026-3129

THE GLOBE AND MAIL^{*}



The survey gauged the views of Canadians on relations with the EU, including trade agreements, and an associate membership arrangement. It also explored views on the impact of President Trump's comments on support for Canada becoming an associate member of the EU.

Nanos conducted an RDD dual frame (cell and landlines) hybrid telephone and online random survey of 1,057 Canadians, 18 years of age or older, from September 27 to 29, 2026 as part of an omnibus survey. The sample included both cell and landlines 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 ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by 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

PATH
FORWARD!

WINN
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REVIEW RESEN

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Upshot

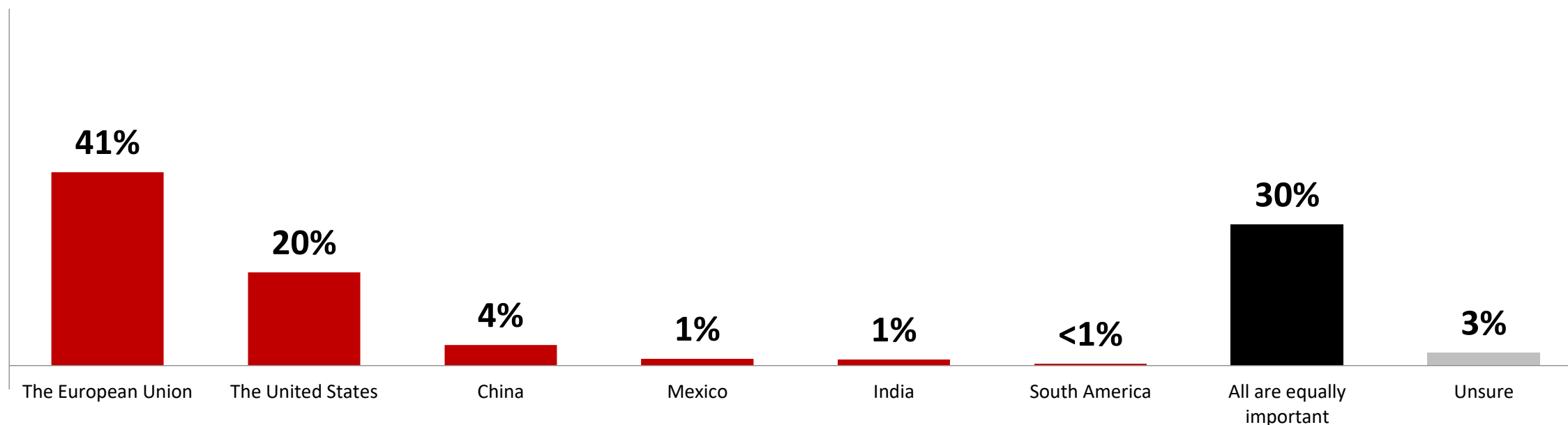
- 1. Strong support for closer Canada-EU ties**— Four in five Canadians want Canada to pursue much closer ties (60%) or somewhat closer ties (23%) with the EU, including new partnerships beyond trade.
- 2. Most Canadians support negotiating an associate membership with the EU** – Close to eight in ten Canadians would support (58%) or somewhat support (21%) Canada negotiating an “associate membership” arrangement with the European Union if it increased cooperation in a number of areas such as defense and trade while stopping short of a full EU membership.
- 3. Trump's warning moves four times as many Canadians toward associate membership as away from it** — Half of Canadians (50%) say President Trump's comments that Canada becoming an associate EU member could be seen as a "hostile act" and trigger new tariffs on the EU would have no impact on their likelihood to support Canada becoming a member. More than one in three say the comments make them more likely (26%) or somewhat more likely (12%) to support membership, while fewer than one in ten say less likely (six per cent) or somewhat less likely (two per cent).

Upshot

- 4. The EU is Canadians' top trade priority for the next five years, though three in ten rank it equal to the US and others such as China** – Canadians most often selected the European Union (41%) as Canada's top priority for international trade over the next five years, while one in five selected the US (20%) and three in ten said all are equally important (30%).
- 5. Most Canadians want the Prime Minister to secure some form of approval before signing a new EU agreement** — Half of Canadians (50%) say the Prime Minister should hold a vote in Parliament first, followed by a public referendum (21%) and calling a federal election (seven per cent). Just under one in five say the federal government should be able to proceed without any of these steps (19%).

Canada's international trade priorities

Q – Thinking about Canada's international trade strategy, which of the following should be Canada's top priority over the next five years?
[RANDOMIZE]



Canadians most often selected the European Union (41%) in terms of what Canada's top priority should be for an international trade strategy over the next five years, while one in five selected the US (20%). Of note, three in ten said all the named countries should be Canada's top priority (30%). Men (25%) are more likely than women (14%) to say the US should be a top priority for our international trade strategy, as are those in the Prairies (29%) compared to Canadians overall.

*Weighted to the true population proportion.

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

Canada's international trade priorities – by demographics

Q – Thinking about Canada's international trade strategy, which of the following should be Canada's top priority over the next five years? [RANDOMIZE]

	Canada 2026-09 (n=1057)	Atlantic (n=95)	Quebec (n=242)	Ontario (n=350)	Prairies (n=218)	British Columbia (n=152)	Male (n=552)	Female (n=505)	18 to 34 (n=215)	35 to 54 (n=372)	55 plus (n=470)
The European Union	40.7%	46.4%	43.2%	40.3%	31.0%	46.8%	36.6%	44.5%	43.3%	39.8%	39.6%
The United States	19.6%	21.3%	13.2%	21.5%	29.1%	12.1%	25.1%	14.3%	21.3%	20.5%	17.8%
China	4.3%	3.1%	5.6%	3.8%	3.5%	5.1%	6.4%	2.3%	8.2%	4.6%	1.6%
Mexico	1.4%	3.7%	2.4%	0.8%	1.2%	1.0%	1.7%	1.2%	0.5%	2.0%	1.6%
India	1.3%	-	1.6%	0.7%	1.8%	2.3%	2.0%	0.6%	1.6%	1.0%	1.3%
South America	0.4%	1.1%	-	0.8%	-	-	0.5%	0.2%	0.3%	0.7%	0.2%
All are equally important	29.6%	24.5%	31.1%	29.0%	30.3%	30.7%	26.5%	32.6%	19.8%	29.6%	36.0%
Unsure	2.7%	-	2.9%	3.1%	3.0%	2.0%	1.1%	4.2%	5.1%	1.8%	1.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27th to 29th, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Preferred path forward for Canada's relationship with the EU

Q –Thinking about Canada's relationship with the European Union, which of the following comes closest to your view?



- Canada should pursue much closer ties with the European Union, including new partnerships beyond trade
- Canada should pursue somewhat closer ties with the European Union
- Canada's current relationship with the European Union is about right
- Canada should have somewhat fewer ties with the European Union
- Canada should have many fewer ties with the European Union
- Unsure

8 in 10 Canadians

think Canada should pursue much closer (60%) or somewhat closer (23%) ties with the EU, including new partnerships beyond trade, while one in ten think Canada's current relationship with the EU is about right (nine per cent). Quebec residents are significantly more likely to prefer Canada to pursue a much closer relationship (73%) than those in the Prairies (45%).

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27th to 29th, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

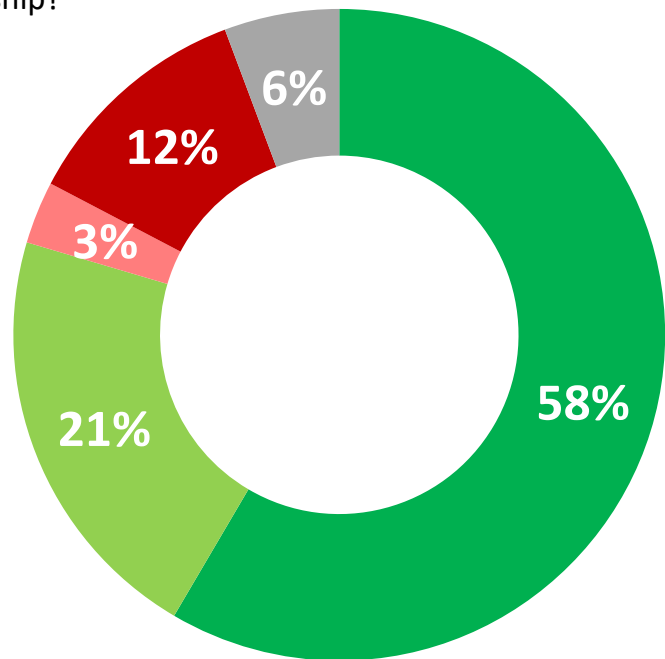
Preferred path forward for Canada's relationship with the EU – by demographics

Q –Thinking about Canada's relationship with the European Union, which of the following comes closest to your view?

	Canada 2026-09 (n=1057)	Atlantic (n=95)	Quebec (n=242)	Ontario (n=350)	Prairies (n=218)	British Columbia (n=152)	Male (n=552)	Female (n=505)	18 to 34 (n=215)	35 to 54 (n=372)	55 plus (n=470)
Canada should pursue much closer ties with the European Union, including new partnerships beyond trade	60.0%	51.6%	73.3%	58.3%	45.0%	65.6%	56.4%	63.4%	58.7%	61.3%	59.8%
Canada should pursue somewhat closer ties with the European Union	23.5%	31.0%	19.2%	24.3%	27.8%	19.2%	25.0%	22.0%	23.4%	20.8%	25.6%
Canada's current relationship with the European Union is about right	9.1%	11.4%	4.2%	9.4%	14.0%	9.2%	9.8%	8.5%	9.5%	10.3%	7.9%
Canada should have somewhat fewer ties with the European Union	1.7%	3.0%	0.4%	1.6%	2.9%	2.2%	2.5%	1.0%	0.6%	2.0%	2.2%
Canada should have many fewer ties with the European Union	3.7%	2.2%	1.6%	4.1%	7.0%	2.5%	5.4%	2.0%	4.8%	3.9%	2.8%
Unsure	2.0%	0.9%	1.3%	2.4%	3.4%	1.3%	0.8%	3.2%	3.0%	1.7%	1.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27th to 29th, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – Would you support or oppose Canada negotiating an “associate membership” arrangement with the European Union if it increased cooperation on trade, defence, technology, energy and research while stopping short of full EU membership?



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

*Weighted to the true population proportion.

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Support for Canada negotiating associate membership with EU

4 in 5 Canadians

would support (58%) or somewhat support (21%) Canada negotiating an “associate membership” arrangement with the European Union if it increased cooperation on trade, defence, technology, energy and research while stopping short of a full EU membership, while fewer than one in five somewhat oppose (three per cent) or oppose this (12%).

Support for Canada negotiating associate membership with EU – by demographics

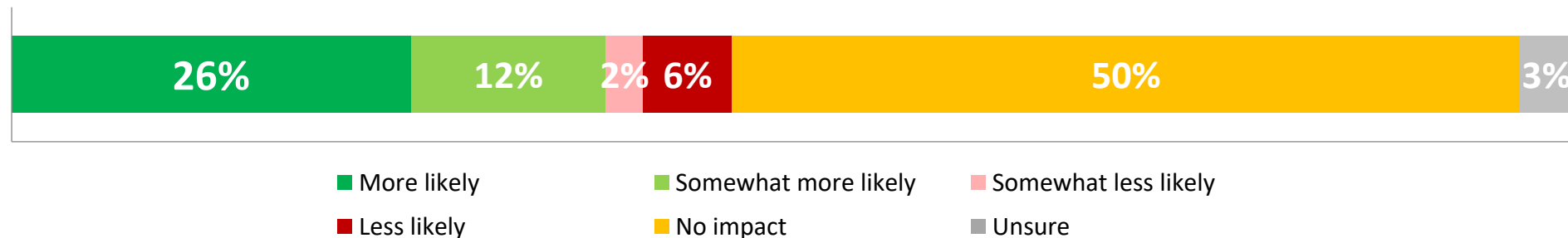
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Support	58.4%	62.7%	55.2%	60.8%	48.1%	67.9%	57.6%	59.2%	58.4%	57.2%	59.3%
Somewhat support	21.1%	18.0%	28.6%	18.2%	22.3%	16.8%	18.3%	23.9%	15.0%	21.5%	24.8%
Somewhat oppose	3.1%	4.5%	4.4%	3.2%	1.5%	2.2%	4.1%	2.1%	2.8%	4.1%	2.6%
Oppose	11.6%	10.4%	5.9%	11.8%	19.7%	11.3%	16.1%	7.4%	12.5%	14.0%	9.2%
Unsure	5.7%	4.5%	5.8%	6.1%	8.4%	1.8%	4.0%	7.4%	11.3%	3.3%	4.0%

Residents of BC are more likely to outright support Canada negotiating an “associate membership” arrangement with the EU (68%) than those in the Prairies (48%).

Impact of Trump's comments on likelihood to support Canada joining the EU

Q – As you may be aware, U.S. President Donald Trump said Canada becoming an associate member of the European Union could be viewed as a “hostile act” that would lead the U.S. to impose more tariffs on the European Union. Do President Trump’s comments make you more likely, somewhat more likely, somewhat less likely, less likely, or do they have no impact on your likelihood to support Canada joining the EU in some form?



Canadians are **4x**
more likely

to say President Trump’s comments that Canada becoming an associate member of the EU could be viewed as a hostile act and lead to additional US tariffs on the EU would make them more (26%) or somewhat more likely (12%) to support Canada joining the EU than less (six per cent) or somewhat less likely (two per cent), while one in two say his remarks have no impact (50%).

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Impact of Trump's comments on likelihood to support Canada joining the EU – by demographics

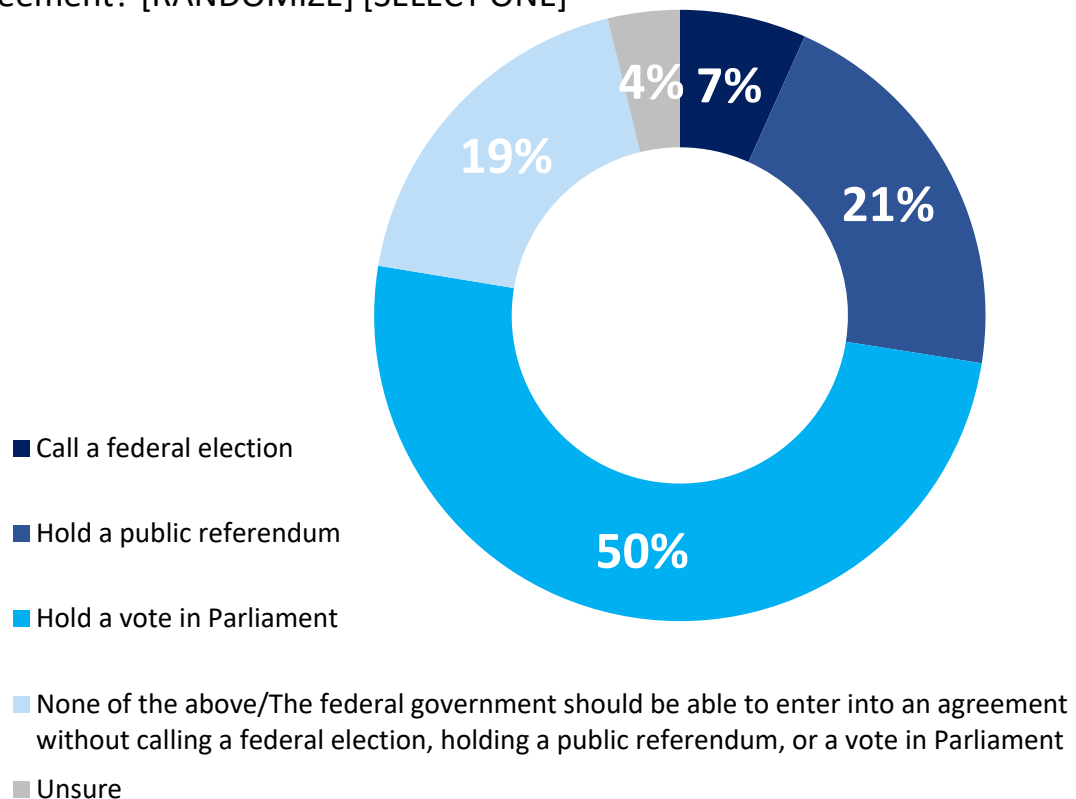
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More likely	25.6%	31.2%	21.2%	26.8%	24.6%	27.6%	31.6%	19.7%	28.1%	28.5%	21.6%
Somewhat more likely	12.5%	13.2%	9.9%	12.2%	11.4%	18.6%	11.9%	13.1%	16.5%	10.6%	11.3%
Somewhat less likely	2.4%	1.0%	3.8%	3.2%	1.1%	0.0%	2.2%	2.5%	1.7%	3.4%	2.1%
Less likely	5.7%	2.1%	5.3%	5.9%	9.5%	2.9%	5.4%	6.0%	3.8%	6.9%	6.1%
No impact	50.5%	49.2%	57.3%	47.4%	49.4%	49.5%	46.9%	53.9%	42.5%	48.6%	57.1%
Unsure	3.4%	3.2%	2.5%	4.4%	4.1%	1.3%	1.9%	4.8%	7.3%	2.0%	1.9%

Men are more likely to say President Trump’s comments would make them more likely to support Canada joining the EU in some form (32%) than women (20%). Older Canadians (55 plus) are more likely to say his comments have no impact on their views (57%) than those 18 to 34 (43%).

Views on how Prime Minister should proceed with a new alliance with the EU

Q – Prime Minister Mark Carney has said any new alliance with the European Union would be debated and voted on in Canadian Parliament. Which of the following best reflects what you think the Prime Minister should do before entering into such an agreement? [RANDOMIZE] [SELECT ONE]



8 in 10 Canadians

think the Prime Minister needs to garner some form of agreement before entering a new alliance with the EU, with holding a vote in Parliament the most popular (50%), followed by holding a public referendum (21%) or calling an election (seven per cent). Fewer than one in five (19%) think the government should be able to enter into such an agreement without doing any of the above.

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27th to 29th, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Views on how Prime Minister should proceed with a new alliance with the EU – by demographics

Q – Prime Minister Mark Carney has said any new alliance with the European Union would be debated and voted on in Canadian Parliament. Which of the following best reflects what you think the Prime Minister should do before entering into such an agreement? [RANDOMIZE] [SELECT ONE]

	Canada 2026-09 (n=1057)	Atlantic (n=95)	Quebec (n=242)	Ontario (n=350)	Prairies (n=218)	British Columbia (n=152)	Male (n=552)	Female (n=505)	18 to 34 (n=215)	35 to 54 (n=372)	55 plus (n=470)
Call a federal election	6.7%	8.3%	3.2%	7.8%	9.8%	4.9%	8.7%	4.8%	10.7%	6.9%	4.0%
Hold a public referendum	20.8%	13.3%	21.7%	21.4%	23.8%	17.2%	22.1%	19.5%	25.0%	21.8%	17.2%
Hold a vote in Parliament	50.1%	52.4%	51.6%	49.8%	42.4%	56.6%	48.8%	51.2%	43.1%	51.7%	53.3%
None of the above/The federal government should be able to enter into an agreement without calling a federal election, holding a public referendum, or a vote in Parliament	18.6%	24.8%	19.0%	17.6%	18.5%	18.1%	16.4%	20.7%	16.1%	16.0%	22.3%
Unsure	3.8%	1.2%	4.4%	3.4%	5.4%	3.1%	3.9%	3.7%	5.1%	3.6%	3.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 27th to 29th, 2026, n=1057, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Element	Description	Element	Description
Research sponsor	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	1057 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (cell and landlines) 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 cell and landlines 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, luggage tag swapping at airports and airport privatization.
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	September 27 th to 29 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/		



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EthicStratēgies

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Any questions?



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