



TOPLINE & METHODOLOGY

University of Calgary/Ipsos poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: March 27-29, 2026
Number of interviews: 1,021

Margin of error: +/- 3.4 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

Q1_1. Do you do any of the following frequently, occasionally or never? Visit Canada for vacation or work

	Total (N=1,021)
Frequently	2%
Occasionally	22%
Never	75%
Skipped	1%

Q1_2. Do you do any of the following frequently, occasionally or never? Follow Canadian news or politics

	Total (N=1,021)
Frequently	2%
Occasionally	31%
Never	65%
Skipped	1%

Q1_3. Do you do any of the following frequently, occasionally or never? Follow Canadian sports teams or entertainment

	Total (N=1,021)
Frequently	3%
Occasionally	25%
Never	70%
Skipped	1%





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Q2_Sum1. Overall, do you have a favorable or unfavorable opinion of each of the following countries?
Summary - Favorable

	Total (N=1,021)
Canada	55%
Japan	54%
The United Kingdom	51%
Mexico	33%
China	14%
Russia	5%

Q2_1. Overall, do you have a favorable or unfavorable opinion of each of the following countries? Canada

	Total (N=1,021)
Very favorable	27%
Somewhat favorable	27%
Neither favorable nor unfavorable	25%
Somewhat unfavorable	7%
Very unfavorable	3%
Not sure	9%
Skipped	2%
<i>Favorable (Net)</i>	<i>55%</i>
<i>Unfavorable (Net)</i>	<i>10%</i>

Q2_2. Overall, do you have a favorable or unfavorable opinion of each of the following countries? Mexico

	Total (N=1,021)
Very favorable	11%
Somewhat favorable	22%
Neither favorable nor unfavorable	29%
Somewhat unfavorable	19%
Very unfavorable	9%
Not sure	7%
Skipped	2%
<i>Favorable (Net)</i>	<i>33%</i>
<i>Unfavorable (Net)</i>	<i>29%</i>





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Q2_3. Overall, do you have a favorable or unfavorable opinion of each of the following countries? China

	Total (N=1,021)
Very favorable	3%
Somewhat favorable	10%
Neither favorable nor unfavorable	27%
Somewhat unfavorable	24%
Very unfavorable	24%
Not sure	10%
Skipped	1%
<i>Favorable (Net)</i>	<i>14%</i>
<i>Unfavorable (Net)</i>	<i>48%</i>

Q2_4. Overall, do you have a favorable or unfavorable opinion of each of the following countries? Japan

	Total (N=1,021)
Very favorable	24%
Somewhat favorable	31%
Neither favorable nor unfavorable	27%
Somewhat unfavorable	5%
Very unfavorable	2%
Not sure	10%
Skipped	2%
<i>Favorable (Net)</i>	<i>54%</i>
<i>Unfavorable (Net)</i>	<i>7%</i>

Q2_5. Overall, do you have a favorable or unfavorable opinion of each of the following countries? Russia

	Total (N=1,021)
Very favorable	1%
Somewhat favorable	4%
Neither favorable nor unfavorable	19%
Somewhat unfavorable	22%
Very unfavorable	42%
Not sure	10%
Skipped	2%
<i>Favorable (Net)</i>	<i>5%</i>
<i>Unfavorable (Net)</i>	<i>64%</i>





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Q2_6. Overall, do you have a favorable or unfavorable opinion of each of the following countries? The United Kingdom

	Total (N=1,021)
Very favorable	21%
Somewhat favorable	30%
Neither favorable nor unfavorable	26%
Somewhat unfavorable	9%
Very unfavorable	4%
Not sure	10%
Skipped	2%
<i>Favorable (Net)</i>	<i>51%</i>
<i>Unfavorable (Net)</i>	<i>12%</i>

Q3. How would you describe the relationship between the U.S. and Canada today?

	Total (N=1,021)
Very positive	2%
Somewhat positive	7%
Mix of positive and negative	37%
Somewhat negative	27%
Very negative	11%
Not sure	14%
Skipped	2%
<i>Positive (Net)</i>	<i>9%</i>
<i>Negative (Net)</i>	<i>37%</i>

Q4. Looking ahead ten years from now, do you think the relationship between the U.S. and Canada will be...?

	Total (N=1,021)
Very positive	11%
Somewhat positive	26%
Mix of positive and negative	33%
Somewhat negative	6%
Very negative	2%
Not sure	19%
Skipped	2%
<i>Positive (Net)</i>	<i>37%</i>
<i>Negative (Net)</i>	<i>9%</i>





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Q5_Sum1. Overall, how beneficial, if at all, do you think it is for the U.S. to work closely with Canada in each of the following areas? Summary - Beneficial

	Total (N=1,021)
Strengthening economic security (e.g., access to energy or critical minerals)	77%
Defense cooperation	71%

Q5_1. Overall, how beneficial, if at all, do you think it is for the U.S. to work closely with Canada in each of the following areas? Strengthening economic security (e.g., access to energy or critical minerals)

	Total (N=1,021)
Very beneficial	49%
Somewhat beneficial	28%
Not too beneficial	4%
Not beneficial at all	1%
Not sure	16%
Skipped	2%
Beneficial (Net)	77%
Not beneficial (Net)	5%

Q5_2. Overall, how beneficial, if at all, do you think it is for the U.S. to work closely with Canada in each of the following areas? Defense cooperation

	Total (N=1,021)
Very beneficial	44%
Somewhat beneficial	28%
Not too beneficial	7%
Not beneficial at all	3%
Not sure	17%
Skipped	2%
Beneficial (Net)	71%
Not beneficial (Net)	9%





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Q6. Thinking about the current relationship between the U.S. and Canada, do you think...?

	Total (N=1,021)
The U.S. benefits more from the relationship than Canada	10%
Canada benefits more from the relationship than the U.S.	24%
Both countries benefit about equally	40%
Not sure	25%
Skipped	2%

Q7. Do you support or oppose the U.S. placing tariffs on imported goods from Canada?

	Total (N=1,021)
Strongly support	6%
Somewhat support	13%
Neither support nor oppose	16%
Somewhat oppose	16%
Strongly oppose	33%
Not sure	13%
Skipped	2%
<i>Support (Net)</i>	<i>19%</i>
<i>Oppose (Net)</i>	<i>49%</i>

Q8. **[Base: Split A]** Do you support or oppose a free trade agreement between the United States, Canada, and Mexico?

	Split A (N=512)
Strongly support	26%
Somewhat support	26%
Neither support nor oppose	16%
Somewhat oppose	6%
Strongly oppose	3%
Not sure	20%
Skipped	3%
<i>Support (Net)</i>	<i>52%</i>
<i>Oppose (Net)</i>	<i>9%</i>





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Q9. [Base: Split B] Do you support or oppose a free trade agreement between the United States and Canada?

	Split B (N=509)
Strongly support	33%
Somewhat support	24%
Neither support nor oppose	19%
Somewhat oppose	3%
Strongly oppose	2%
Not sure	17%
Skipped	2%
<i>Support (Net)</i>	57%
<i>Oppose (Net)</i>	5%

Q10. Overall, do you think the trade agreement between the U.S. and Canada has strengthened or weakened the U.S. economy?

	Total (N=1,021)
Strengthened a lot	8%
Strengthened somewhat	14%
Not had much impact either way	23%
Weakened somewhat	14%
Weakened a lot	6%
Not sure	32%
Skipped	2%
<i>Strengthened (Net)</i>	22%
<i>Weakened (Net)</i>	21%

Q11. Overall, do you think the trade agreement between the U.S. and Canada has been fair or unfair to you and your local community?

	Total (N=1,021)
Very fair	8%
Somewhat fair	9%
Neither fair nor unfair	29%
Somewhat unfair	10%
Very unfair	5%
Not sure	36%
Skipped	3%
<i>Fair (Net)</i>	17%
<i>Unfair (Net)</i>	15%





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About the Study

This University of Calgary/Ipsos poll was conducted March 27-29, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,021 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice and political party identification. Political party identification benchmarks are from the 2025 NPORS annual survey, with a midyear adjustment estimated across aggregated KnowledgePanel surveys. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.24. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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About Ipsos

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