



# TOPLINE & METHODOLOGY

## University of Calgary/Ipsos poll (Wave 2)

Conducted by Ipsos using KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: April 24-27, 2026  
Number of interviews: 1,022

Margin of error: +/- 3.5 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. In politics, people sometimes talk of left and right. For each of the following, where would you place your views? Economic policy

|                            | <b>Total<br/>(N=1,022)</b> |
|----------------------------|----------------------------|
| Strongly right             | 9%                         |
| Right                      | 14%                        |
| Center-right               | 11%                        |
| Center, middle of the road | 21%                        |
| Center-left                | 10%                        |
| Left                       | 8%                         |
| Strongly left              | 7%                         |
| Not sure                   | 18%                        |
| Skipped                    | 2%                         |

Q1\_2. In politics, people sometimes talk of left and right. For each of the following, where would you place your views? Social policy

|                            | <b>Total<br/>(N=1,022)</b> |
|----------------------------|----------------------------|
| Strongly right             | 7%                         |
| Right                      | 12%                        |
| Center-right               | 9%                         |
| Center, middle of the road | 23%                        |
| Center-left                | 11%                        |
| Left                       | 9%                         |
| Strongly left              | 9%                         |
| Not sure                   | 17%                        |
| Skipped                    | 2%                         |



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Q2\_1. Do you do any of the following frequently, occasionally or never? Visit Canada for vacation or work

|              | <b>Total<br/>(N=1,022)</b> |
|--------------|----------------------------|
| Frequently   | 2%                         |
| Occasionally | 22%                        |
| Never        | 75%                        |
| Skipped      | 1%                         |

Q2\_2. Do you do any of the following frequently, occasionally or never? Follow Canadian news or politics

|              | <b>Total<br/>(N=1,022)</b> |
|--------------|----------------------------|
| Frequently   | 2%                         |
| Occasionally | 26%                        |
| Never        | 70%                        |
| Skipped      | 1%                         |

Q2\_3. Do you do any of the following frequently, occasionally or never? Follow Canadian sports teams or entertainment

|              | <b>Total<br/>(N=1,022)</b> |
|--------------|----------------------------|
| Frequently   | 2%                         |
| Occasionally | 21%                        |
| Never        | 76%                        |
| Skipped      | 1%                         |

Q3\_1. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
Canada

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 24%                        |
| Somewhat favorable                | 28%                        |
| Neither favorable nor unfavorable | 24%                        |
| Somewhat unfavorable              | 7%                         |
| Very unfavorable                  | 4%                         |
| Not sure                          | 11%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <i>52%</i>                 |
| <i>Unfavorable (Net)</i>          | <i>11%</i>                 |





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Q3\_2. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
Mexico

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 8%                         |
| Somewhat favorable                | 23%                        |
| Neither favorable nor unfavorable | 30%                        |
| Somewhat unfavorable              | 19%                        |
| Very unfavorable                  | 8%                         |
| Not sure                          | 10%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <b>31%</b>                 |
| <i>Unfavorable (Net)</i>          | <b>28%</b>                 |

Q3\_3. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
China

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 2%                         |
| Somewhat favorable                | 9%                         |
| Neither favorable nor unfavorable | 30%                        |
| Somewhat unfavorable              | 25%                        |
| Very unfavorable                  | 20%                        |
| Not sure                          | 12%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <b>12%</b>                 |
| <i>Unfavorable (Net)</i>          | <b>46%</b>                 |

Q3\_4. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
Korea

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 7%                         |
| Somewhat favorable                | 20%                        |
| Neither favorable nor unfavorable | 37%                        |
| Somewhat unfavorable              | 12%                        |
| Very unfavorable                  | 7%                         |
| Not sure                          | 15%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <b>27%</b>                 |
| <i>Unfavorable (Net)</i>          | <b>19%</b>                 |





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Q3\_5. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
India

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 3%                         |
| Somewhat favorable                | 15%                        |
| Neither favorable nor unfavorable | 42%                        |
| Somewhat unfavorable              | 16%                        |
| Very unfavorable                  | 8%                         |
| Not sure                          | 14%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <i>18%</i>                 |
| <i>Unfavorable (Net)</i>          | <i>23%</i>                 |

Q3\_6. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?  
European Union

|                                   | <b>Total<br/>(N=1,022)</b> |
|-----------------------------------|----------------------------|
| Very favorable                    | 16%                        |
| Somewhat favorable                | 26%                        |
| Neither favorable nor unfavorable | 28%                        |
| Somewhat unfavorable              | 10%                        |
| Very unfavorable                  | 6%                         |
| Not sure                          | 14%                        |
| Skipped                           | 1%                         |
| <i>Favorable (Net)</i>            | <i>42%</i>                 |
| <i>Unfavorable (Net)</i>          | <i>15%</i>                 |

Q4. How would you describe the relationship between the U.S. and Canada today?

|                              | <b>Total<br/>(N=1,022)</b> |
|------------------------------|----------------------------|
| Very positive                | 4%                         |
| Somewhat positive            | 10%                        |
| Mix of positive and negative | 38%                        |
| Somewhat negative            | 19%                        |
| Very negative                | 11%                        |
| Not sure                     | 16%                        |
| Skipped                      | 1%                         |
| <i>Positive (Net)</i>        | <i>14%</i>                 |
| <i>Negative (Net)</i>        | <i>31%</i>                 |





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Q5. Looking ahead ten years from now, do you think the relationship between the U.S. and Canada will be...?

|                              | <b>Total<br/>(N=1,022)</b> |
|------------------------------|----------------------------|
| Very positive                | 11%                        |
| Somewhat positive            | 27%                        |
| Mix of positive and negative | 30%                        |
| Somewhat negative            | 7%                         |
| Very negative                | 3%                         |
| Not sure                     | 20%                        |
| Skipped                      | 1%                         |
| <i>Positive (Net)</i>        | <b>38%</b>                 |
| <i>Negative (Net)</i>        | <b>10%</b>                 |

Q6. Overall, do you support or oppose the United States working closely with Canada to adopt shared standards for products and services, even if it means changing some current U.S. rules or regulations?

|                            | <b>Total<br/>(N=1,022)</b> |
|----------------------------|----------------------------|
| Strongly support           | 23%                        |
| Somewhat support           | 30%                        |
| Neither support nor oppose | 22%                        |
| Somewhat oppose            | 5%                         |
| Strongly oppose            | 4%                         |
| Not sure                   | 15%                        |
| Skipped                    | 2%                         |
| <i>Support (Net)</i>       | <b>53%</b>                 |
| <i>Oppose (Net)</i>        | <b>8%</b>                  |

Q7\_1. Thinking about your country's economic prosperity, how much of a challenge, if any, does each of the following pose? China

|                 | <b>Total<br/>(N=1,022)</b> |
|-----------------|----------------------------|
| Major challenge | 49%                        |
| Minor challenge | 17%                        |
| Not a challenge | 8%                         |
| Not sure        | 24%                        |
| Skipped         | 2%                         |





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Q7\_2. Thinking about your country's economic prosperity, how much of a challenge, if any, does each of the following pose? Canada

|                 | <b>Total<br/>(N=1,022)</b> |
|-----------------|----------------------------|
| Major challenge | 8%                         |
| Minor challenge | 27%                        |
| Not a challenge | 35%                        |
| Not sure        | 27%                        |
| Skipped         | 2%                         |

Q7\_3. Thinking about your country's economic prosperity, how much of a challenge, if any, does each of the following pose? Mexico

|                 | <b>Total<br/>(N=1,022)</b> |
|-----------------|----------------------------|
| Major challenge | 16%                        |
| Minor challenge | 30%                        |
| Not a challenge | 27%                        |
| Not sure        | 26%                        |
| Skipped         | 2%                         |

Q7\_4. Thinking about your country's economic prosperity, how much of a challenge, if any, does each of the following pose? European Union

|                 | <b>Total<br/>(N=1,022)</b> |
|-----------------|----------------------------|
| Major challenge | 11%                        |
| Minor challenge | 33%                        |
| Not a challenge | 25%                        |
| Not sure        | 28%                        |
| Skipped         | 2%                         |

Q7\_5. Thinking about your country's economic prosperity, how much of a challenge, if any, does each of the following pose? India

|                 | <b>Total<br/>(N=1,022)</b> |
|-----------------|----------------------------|
| Major challenge | 13%                        |
| Minor challenge | 32%                        |
| Not a challenge | 22%                        |
| Not sure        | 31%                        |
| Skipped         | 2%                         |





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Q8. How much, if at all, would closer economic cooperation between the United States and Canada help address economic challenges facing the United States?

|                | <b>Total<br/>(N=1,022)</b> |
|----------------|----------------------------|
| A great deal   | 20%                        |
| Somewhat       | 38%                        |
| Not too much   | 16%                        |
| Nothing at all | 3%                         |
| Not sure       | 22%                        |
| Skipped        | 2%                         |

Q9. Do you support or oppose the U.S. placing tariffs on imported goods from Canada?

|                            | <b>Total<br/>(N=1,022)</b> |
|----------------------------|----------------------------|
| Strongly support           | 6%                         |
| Somewhat support           | 12%                        |
| Neither support nor oppose | 13%                        |
| Somewhat oppose            | 19%                        |
| Strongly oppose            | 33%                        |
| Not sure                   | 15%                        |
| Skipped                    | 2%                         |
| <i>Support (Net)</i>       | <i>18%</i>                 |
| <i>Oppose (Net)</i>        | <i>51%</i>                 |

Q10. Do you support or oppose a free trade agreement between the United States, Canada, and Mexico?

|                            | <b>Total<br/>(N=1,022)</b> |
|----------------------------|----------------------------|
| Strongly support           | 30%                        |
| Somewhat support           | 26%                        |
| Neither support nor oppose | 15%                        |
| Somewhat oppose            | 6%                         |
| Strongly oppose            | 3%                         |
| Not sure                   | 18%                        |
| Skipped                    | 2%                         |
| <i>Support (Net)</i>       | <i>56%</i>                 |
| <i>Oppose (Net)</i>        | <i>9%</i>                  |





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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?

|                         | <b>Total<br/>(N=1,022)</b> |
|-------------------------|----------------------------|
| Very fair               | 8%                         |
| Somewhat fair           | 11%                        |
| Neither fair nor unfair | 24%                        |
| Somewhat unfair         | 12%                        |
| Very unfair             | 7%                         |
| Not sure                | 36%                        |
| Skipped                 | 2%                         |
| <i>Fair (Net)</i>       | <i>19%</i>                 |
| <i>Unfair (Net)</i>     | <i>20%</i>                 |

Q12\_1. As you may know, the Canada-U.S.-Mexico trade agreement (USMCA) is scheduled for review later this year. If the agreement is not renewed and trade between these countries became more restricted, how much impact, if any, do you think this would have on: The national economy

|                         | <b>Total<br/>(N=1,022)</b> |
|-------------------------|----------------------------|
| A major negative impact | 36%                        |
| A minor negative impact | 29%                        |
| No real impact          | 8%                         |
| A positive impact       | 4%                         |
| Not sure                | 21%                        |
| Skipped                 | 2%                         |

Q12\_2. As you may know, the Canada-U.S.-Mexico trade agreement (USMCA) is scheduled for review later this year. If the agreement is not renewed and trade between these countries became more restricted, how much impact, if any, do you think this would have on: You and your community

|                         | <b>Total<br/>(N=1,022)</b> |
|-------------------------|----------------------------|
| A major negative impact | 25%                        |
| A minor negative impact | 30%                        |
| No real impact          | 16%                        |
| A positive impact       | 3%                         |
| Not sure                | 24%                        |
| Skipped                 | 2%                         |





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### About the Study

This University of Calgary/Ipsos poll was conducted April 24-27, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 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 3.5 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 1.27. 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

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

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