



TOPLINE & METHODOLOGY

Ipsos poll on U.S.-Canada Tariffs Topline

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: August 28-30, 2026

Number of total interviews: 1,023

Number of Republican interviews: 276

Number of Democrat interviews: 310

Number of independent/something else interviews: 414

Margin of error: +/- 3.5 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 6.3 percentage points at the 95% confidence level for Republican respondents

Margin of error: +/- 6.2 percentage points at the 95% confidence level for Democratic respondents

Margin of error: +/- 5.6 percentage points at the 95% confidence level for independent/something else 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

1. How familiar, if at all, are you with the following?

Total Familiar Summary

	Total (N=1,023)	Republican (N=276)	Democrat (N=310)	Ind/Something else (N=414)
The U.S. placing new, additional tariffs on Canada	53%	54%	62%	50%
Canada placing tariffs on the U.S. in retaliation to tariffs that the U.S. placed	51%	52%	60%	48%
The U.S. announcing economic sanctions against Iran	50%	56%	56%	47%
President Trump signing an executive order to rename Lake Ontario to Lake America	50%	54%	57%	47%
The U.S. threatening to penalize countries who trade with Iran	44%	51%	48%	40%



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1. How familiar, if at all, are you with the following? (Continued)

a. The U.S. placing new, additional tariffs on Canada

	Total	Republican	Democrat	Ind/Something else
Very familiar	30%	29%	39%	28%
Somewhat familiar	23%	25%	24%	22%
Heard of, but that's it	27%	33%	22%	26%
Have not heard of this	20%	14%	15%	22%
Skipped	1%	-	*	1%
Familiar (Net)	53%	54%	62%	50%

b. Canada placing tariffs on the U.S. in retaliation to tariffs that the U.S. placed

	Total	Republican	Democrat	Ind/Something else
Very familiar	29%	28%	38%	27%
Somewhat familiar	22%	25%	22%	21%
Heard of, but that's it	25%	28%	22%	25%
Have not heard of this	24%	19%	19%	27%
Skipped	1%	-	-	1%
Familiar (Net)	51%	52%	60%	48%

c. President Trump signing an executive order to rename Lake Ontario to Lake America

	Total	Republican	Democrat	Ind/Something else
Very familiar	33%	33%	40%	31%
Somewhat familiar	17%	21%	17%	16%
Heard of, but that's it	22%	24%	20%	21%
Have not heard of this	28%	22%	23%	31%
Skipped	1%	-	-	1%
Familiar (Net)	50%	54%	57%	47%

d. The U.S. announcing economic sanctions against Iran

	Total	Republican	Democrat	Ind/Something else
Very familiar	26%	29%	30%	24%
Somewhat familiar	24%	27%	26%	23%
Heard of, but that's it	28%	28%	25%	29%
Have not heard of this	21%	17%	18%	23%
Skipped	1%	-	*	1%
Familiar (Net)	50%	56%	56%	47%

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1. How familiar, if at all, are you with the following? (*Continued*)

e. The U.S. threatening to penalize countries who trade with Iran

	Total	Republican	Democrat	Ind/Something else
Very familiar	24%	26%	27%	22%
Somewhat familiar	21%	25%	21%	18%
Heard of, but that's it	25%	21%	27%	27%
Have not heard of this	29%	28%	24%	31%
Skipped	1%	-	*	1%
Familiar (Net)	44%	51%	48%	40%

2. To what extent do you support or oppose the following?

Total Support Summary

	Total	Republican	Democrat	Ind/Something else
The U.S. placing economic sanctions on Iran	48%	72%	36%	44%
The U.S. placing economic sanctions on countries that trade with Iran	41%	68%	27%	35%
The U.S. placing new, additional tariffs on Canada	20%	44%	5%	14%
President Trump's executive order to rename Lake Ontario to Lake America	14%	33%	6%	8%

a. The U.S. placing new, additional tariffs on Canada

	Total	Republican	Democrat	Ind/Something else
Strongly support	9%	25%	2%	4%
Somewhat support	11%	20%	4%	9%
Somewhat oppose	14%	18%	11%	15%
Strongly oppose	43%	15%	71%	44%
Don't know	21%	22%	12%	25%
Skipped	2%	-	-	2%
Support (Net)	20%	44%	5%	14%
Oppose (Net)	57%	33%	82%	59%

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2. To what extent do you support or oppose the following? (*Continued*)

b. The U.S. placing economic sanctions on Iran

	Total	Republican	Democrat	Ind/Something else
Strongly support	29%	55%	15%	23%
Somewhat support	19%	17%	22%	21%
Somewhat oppose	12%	5%	20%	11%
Strongly oppose	14%	5%	22%	13%
Don't know	25%	18%	21%	30%
Skipped	1%	-	-	2%
<i>Support (Net)</i>	<i>48%</i>	<i>72%</i>	<i>36%</i>	<i>44%</i>
<i>Oppose (Net)</i>	<i>26%</i>	<i>10%</i>	<i>43%</i>	<i>25%</i>

c. The U.S. placing economic sanctions on countries that trade with Iran

	Total	Republican	Democrat	Ind/Something else
Strongly support	20%	41%	9%	16%
Somewhat support	20%	27%	18%	19%
Somewhat oppose	16%	9%	24%	17%
Strongly oppose	18%	5%	29%	17%
Don't know	24%	17%	20%	29%
Skipped	1%	-	-	2%
<i>Support (Net)</i>	<i>41%</i>	<i>68%</i>	<i>27%</i>	<i>35%</i>
<i>Oppose (Net)</i>	<i>34%</i>	<i>15%</i>	<i>52%</i>	<i>34%</i>

d. President Trump's executive order to rename Lake Ontario to Lake America

	Total	Republican	Democrat	Ind/Something else
Strongly support	7%	17%	2%	5%
Somewhat support	7%	16%	4%	4%
Somewhat oppose	11%	18%	7%	9%
Strongly oppose	52%	25%	77%	56%
Don't know	21%	24%	9%	25%
Skipped	1%	-	-	1%
<i>Support (Net)</i>	<i>14%</i>	<i>33%</i>	<i>6%</i>	<i>8%</i>
<i>Oppose (Net)</i>	<i>63%</i>	<i>43%</i>	<i>84%</i>	<i>65%</i>

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3. Who do you feel is more responsible for the current trade dispute between the U.S. and Canada?

	Total	Republican	Democrat	Ind/Something else
The U.S.	46%	19%	73%	49%
Canada	12%	31%	3%	8%
Both equally	18%	30%	9%	17%
Don't know	23%	20%	16%	26%
Skipped	1%	-	-	1%

4. What impact, if any, do you think the tariffs between the U.S. and Canada will have on your own personal financial situation?

	Total	Republican	Democrat	Ind/Something else
Mostly positive	4%	6%	3%	3%
Mostly negative	40%	24%	59%	41%
Not much of an impact	27%	46%	13%	25%
Don't know	28%	24%	25%	31%
Skipped	1%	-	1%	-

5. When it comes to the trade dispute between the U.S. and Canada, which of the following statements comes closer to your view?

	Total	Republican	Democrat	Ind/Something else
The U.S. should be willing to make tradeoffs with Canada even if it means it doesn't get most of what it wants	68%	47%	88%	71%
The U.S. should take a tough stance with Canada and insist on getting most of what it wants	25%	50%	9%	21%
Skipped	8%	3%	3%	8%



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About the Study

This poll was conducted by Ipsos between August 28-30, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 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 2026 NPORS annual survey. 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 1.29. 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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