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University of Calgary/Ipsos poll (Wave 3)

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 2-4, 2026
Number of interviews: 1,023

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

	October 2-4, 2026 (N=1,023)	*April 24-27, 2026 (N=1,022)*	*March 27-29, 2026 (N=1,021)*
Very positive	2%	*4%*	*2%*
Somewhat positive	8%	*10%*	*7%*
Mix of positive and negative	30%	*38%*	*37%*
Somewhat negative	23%	*19%*	*27%*
Very negative	20%	*11%*	*11%*
Not sure	15%	*16%*	*14%*
Skipped	1%	*1%*	*2%*
Positive (Net)	*10%*	*14%*	*9%*
Negative (Net)	*43%*	*31%*	*37%*

Q2. Looking ahead ten years from now, do you think the relationship between the U.S. and Canada will be...?

	October 2-4, 2026	*April 24-27, 2026*	*March 27-29, 2026*
Very positive	10%	*11%*	*11%*
Somewhat positive	26%	*27%*	*26%*
Mix of positive and negative	34%	*30%*	*33%*
Somewhat negative	8%	*7%*	*6%*
Very negative	2%	*3%*	*2%*
Not sure	19%	*20%*	*19%*
Skipped	1%	*1%*	*2%*
Positive (Net)	*35%*	*38%*	*37%*
Negative (Net)	*10%*	*10%*	*9%*

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Q3_1. In politics, people sometimes talk of left and right. For each of the following, where would you place your views? Economic policy

	October 2-4, 2026	*April 24-27, 2026*
Strongly right	8%	*9%*
Right	14%	*14%*
Center-right	9%	*11%*
Center, middle of the road	20%	*21%*
Center-left	8%	*10%*
Left	10%	*8%*
Strongly left	7%	*7%*
Not sure	20%	*18%*
Skipped	3%	*2%*

Q3_2. In politics, people sometimes talk of left and right. For each of the following, where would you place your views? Social policy

	October 2-4, 2026	*April 24-27, 2026*
Strongly right	7%	*7%*
Right	12%	*12%*
Center-right	7%	*9%*
Center, middle of the road	21%	*23%*
Center-left	9%	*11%*
Left	11%	*9%*
Strongly left	10%	*9%*
Not sure	20%	*17%*
Skipped	3%	*2%*

Q4. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions?

Total Favorable Summary

	October 2-4, 2026	*April 24-27, 2026*	*March 27-29, 2026*
Canada	56%	*52%*	*55%*
Japan	56%	*N/A*	*54%*
Australia	55%	*N/A*	*N/A*
The United Kingdom	52%	*N/A*	*51%*
European Union	43%	*42%*	*N/A*
South Korea	43%	*N/A*	*N/A*
Mexico	36%	*31%*	*33%*
China	15%	*12%*	*14%*

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Q4_1. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? Canada

	October 2-4, 2026
Very favorable	27%
Somewhat favorable	30%
Neither favorable nor unfavorable	19%
Somewhat unfavorable	8%
Very unfavorable	3%
Not sure	12%
Skipped	2%
Favorable (Net)	*56%*
Unfavorable (Net)	*11%*

Q4_2. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? Mexico

	October 2-4, 2026
Very favorable	12%
Somewhat favorable	24%
Neither favorable nor unfavorable	27%
Somewhat unfavorable	16%
Very unfavorable	7%
Not sure	12%
Skipped	3%
Favorable (Net)	*36%*
Unfavorable (Net)	*23%*

Q4_3. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? China

	October 2-4, 2026
Very favorable	3%
Somewhat favorable	12%
Neither favorable nor unfavorable	27%
Somewhat unfavorable	25%
Very unfavorable	18%
Not sure	12%
Skipped	3%
Favorable (Net)	*15%*
Unfavorable (Net)	*43%*

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Q4_4. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? Japan

	October 2-4, 2026
Very favorable	22%
Somewhat favorable	34%
Neither favorable nor unfavorable	24%
Somewhat unfavorable	4%
Very unfavorable	1%
Not sure	12%
Skipped	3%
Favorable (Net)	*56%*
Unfavorable (Net)	*5%*

Q4_6. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? The United Kingdom

	October 2-4, 2026
Very favorable	18%
Somewhat favorable	33%
Neither favorable nor unfavorable	21%
Somewhat unfavorable	8%
Very unfavorable	3%
Not sure	13%
Skipped	2%
Favorable (Net)	*52%*
Unfavorable (Net)	*11%*

Q4_9. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? European Union

	October 2-4, 2026
Very favorable	14%
Somewhat favorable	28%
Neither favorable nor unfavorable	26%
Somewhat unfavorable	11%
Very unfavorable	3%
Not sure	14%
Skipped	3%
Favorable (Net)	*43%*
Unfavorable (Net)	*14%*

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Q4_10. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? Australia

	October 2-4, 2026
Very favorable	23%
Somewhat favorable	32%
Neither favorable nor unfavorable	23%
Somewhat unfavorable	4%
Very unfavorable	1%
Not sure	14%
Skipped	3%
Favorable (Net)	*55%*
Unfavorable (Net)	*5%*

Q4_11. Overall, do you have a favorable or unfavorable opinion of each of the following countries/regions? South Korea

	October 2-4, 2026
Very favorable	13%
Somewhat favorable	30%
Neither favorable nor unfavorable	29%
Somewhat unfavorable	6%
Very unfavorable	4%
Not sure	15%
Skipped	3%
Favorable (Net)	*43%*
Unfavorable (Net)	*10%*

Q5. Thinking broadly about Americans and Canadians, how similar or different do you think the two countries are in terms of their fundamental values and beliefs?

	October 2-4, 2026
Very similar	16%
Somewhat similar	34%
Neither similar nor different	10%
Somewhat different	19%
Very different	7%
Not sure	12%
Skipped	2%
Similar (Net)	*49%*
Different (Net)	*27%*

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Q6_1. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below.

Total First, Second, or Third Priority Summary

	October 2-4, 2026
Equal rights and equal treatment under the law	68%
Fair elections and democratic governance	54%
The rule of law and legal systems	44%
Economic opportunity for people of all backgrounds	40%
Freedom of expression	33%
Free market economy with limited government involvement	29%

Q6_1. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. Free market economy with limited government involvement

	October 2-4, 2026
1	10%
2	10%
3	9%
Skipped	71%

Q6_2. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. Fair elections and democratic governance

	October 2-4, 2026
1	18%
2	18%
3	18%
Skipped	46%

Q6_3. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. The rule of law and legal systems

	October 2-4, 2026
1	14%
2	16%
3	14%
Skipped	56%

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Q6_4. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. Freedom of expression

	October 2-4, 2026
1	8%
2	9%
3	16%
Skipped	67%

Q6_5. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. Equal rights and equal treatment under the law

	October 2-4, 2026
1	30%
2	22%
3	16%
Skipped	33%

Q6_6. Which of the following matters most to you personally? Please select your first, second, and third priority by entering the numbers below. Economic opportunity for people of all backgrounds

	October 2-4, 2026
1	10%
2	15%
3	15%
Skipped	60%

Q7. How much, if at all, have you heard about the U.S. placing new, additional tariffs on Canada?

	October 2-4, 2026
A lot	28%
A little	42%
Nothing at all	15%
Not sure	11%
Skipped	3%

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Q8. Do you support or oppose the U.S. placing tariffs on imported goods from Canada?

	October 2-4, 2026	*April 24-27, 2026*	*March 27-29, 2026*
Strongly support	6%	*6%*	*6%*
Somewhat support	14%	*12%*	*13%*
Neither support nor oppose	13%	*13%*	*16%*
Somewhat oppose	20%	*19%*	*16%*
Strongly oppose	34%	*33%*	*33%*
Not sure	12%	*15%*	*13%*
Skipped	2%	*2%*	*2%*
Support (Net)	*20%*	*18%*	*19%*
Oppose (Net)	*53%*	*51%*	*49%*

Q9. What impact, if any, have tariffs on imported goods into the U.S. from Canada had on your personal finances?

	October 2-4, 2026
Very positive impact	1%
Somewhat positive impact	3%
No impact	32%
Somewhat negative impact	26%
Very negative impact	12%
Not sure	24%
Skipped	2%
Positive (Net)	*4%*
Negative (Net)	*38%*

Q10. Compared to other international issues facing the U.S. today, how much of a priority is it for the U.S. to reach a trade deal with Canada?

	October 2-4, 2026
A top priority	8%
A high priority	27%
A moderate priority	32%
A low priority	10%
Not a priority at all	3%
Not sure	17%
Skipped	2%

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Q11_1. In the trade negotiations between Canada and the U.S., how much do you think each of the following should be willing to compromise? The U.S.

	October 2-4, 2026
A great deal	18%
Quite a bit	17%
Some	34%
Not too much	10%
Not at all	4%
Not sure	15%
Skipped	3%

Q11_2. In the trade negotiations between Canada and the U.S., how much do you think each of the following should be willing to compromise? Canada

	October 2-4, 2026
A great deal	10%
Quite a bit	19%
Some	38%
Not too much	11%
Not at all	4%
Not sure	16%
Skipped	2%

Q12. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below.

Total First or Second Priority Summary

	October 2-4, 2026
Keeping prices and costs down for consumers	56%
Preserving a stable long-term relationship with Canada	52%
Protecting U.S. businesses and jobs	34%
Standing firm on U.S. interests	19%
Reaching a deal as soon as possible	14%

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Q12_1. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below. Reaching a deal as soon as possible

	October 2-4, 2026
1	5%
2	9%
Skipped	87%

Q12_2. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below. Standing firm on U.S. interests

	October 2-4, 2026
1	10%
2	9%
Skipped	81%

Q12_3. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below. Keeping prices and costs down for consumers

	October 2-4, 2026
1	29%
2	27%
Skipped	44%

Q12_4. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below. Protecting U.S. businesses and jobs

	October 2-4, 2026
1	16%
2	18%
Skipped	66%

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Q12_5. Thinking of negotiating a trade agreement between the U.S. and Canada, which of the following should your government prioritize? Please select your first and second priority by entering the numbers below. Preserving a stable long-term relationship with Canada

	October 2-4, 2026
1	29%
2	23%
Skipped	47%

Q13. **[Base: Selected "Reaching a deal as soon as possible" as first or second priority in Q12]** Suppose reaching a trade deal quickly required some additional cost to your household. How much, if anything, would you personally be willing to pay in additional costs each month in order for the government to reach a deal as soon as possible?

	Total (N=132)
Nothing / $0	40%
Less than $10 per month	17%
$10-$25 per month	12%
$26-$50 per month	10%
More than $50 per month	2%
Not sure	19%
Skipped	-

Q14. **[Base: Selected "Standing firm on U.S. interests" as first or second priority in Q12]** Suppose standing firm on U.S. interests meant some additional cost to your household. How much, if anything, would you personally be willing to pay in additional costs each month for the government to stand firm rather than make additional compromises?

	Total (N=191)
Nothing / $0	23%
Less than $10 per month	16%
$10-$25 per month	17%
$26-$50 per month	10%
More than $50 per month	13%
Not sure	21%
Skipped	1%

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Q15. How much lasting damage, if any, do you think recent trade tensions between the U.S. and Canada, will do to the bilateral relationship 25 years from now?

	October 2-4, 2026
Significant lasting damage	11%
Some lasting damage	28%
A little lasting damage	26%
No damage at all	11%
Not sure	21%
Skipped	3%

Q16. If the free trade agreements between the U.S., Canada and Mexico are not renewed and trade between these countries becomes more restricted, how much impact, if any, do you think this would have on the U.S. economy?

	October 2-4, 2026
A major negative impact	44%
A minor negative impact	25%
No real impact	7%
A positive impact	3%
Not sure	18%
Skipped	3%

Q17. Regardless of any disagreements between governments, how important do you think it is for United States and Canada to maintain a close working relationship over the long term?

	October 2-4, 2026
Extremely important	34%
Very important	30%
Somewhat important	17%
Not too important	4%
Not at all important	1%
Not sure	13%
Skipped	2%
Extremely/Very important (Net)	*64%*
Not too/ Not at all important (Net)	*4%*

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About the Study

This University of Calgary/Ipsos poll was conducted by Ipsos between October 2-4, 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 2026 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 1.23. 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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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.

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