

CUSMA in 2026

A survey of Canadians

July 20, 2026



Methodology

This week, we conducted a survey of Canadians to explore their views related to the Canada-United States-Mexico Agreement (CUSMA) in 2026.

Method

Online survey among Canadian respondents 18 years of age or older. (**n= 1,532**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **July 18 to 20, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.50%**, (19 times out of 20).

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact one of the following people:

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Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Some of **the key highlights** of our survey...

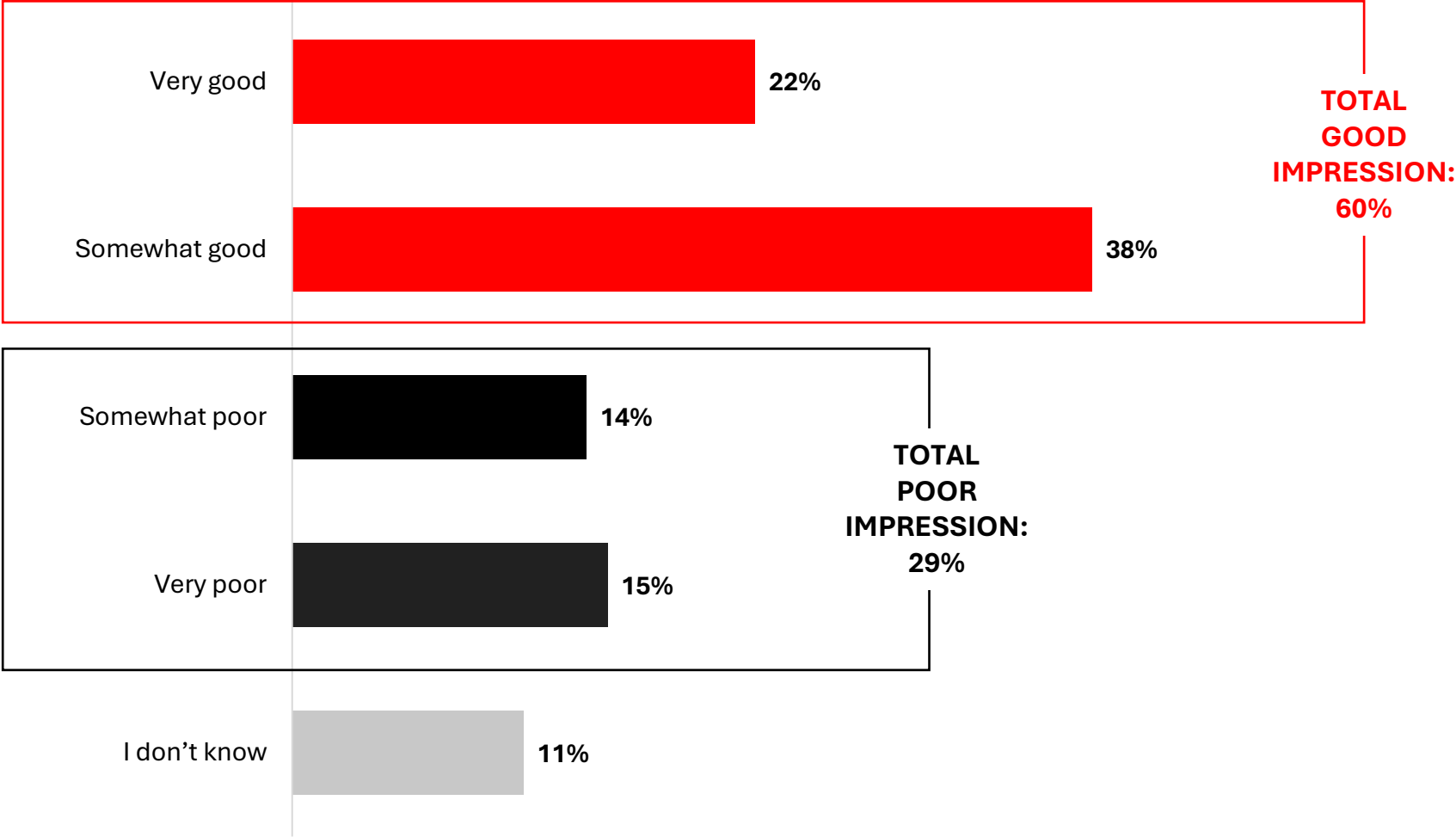
- **A majority of Canadians have a positive impression of Prime Minister Mark Carney's management of Canada's trade relationships: 60% rate his performance positively, compared with 29% who rate it negatively.** Positive ratings are significantly higher among men (64%) and respondents aged 55+ (68%), and lower among Albertans (50%), women (56%) and respondents aged 18–34 (52%).
- **Support for increasing trade is highest for European countries (70%), Japan (63%), Mexico (62%) and South Korea (55%).** The United States is the only partner tested for which more respondents favour decreasing trade (43%) than increasing it (24%). Men are significantly more likely than women to favour increased trade with each partner tested.
- **The most frequently selected position on trading with countries that have questionable human-rights records is that Canada should be more open to working with them so Canadian businesses can access new markets (45%).** A further 19% believe Canada's approach should not change, while 19% favour a more demanding approach even if it means closing off some markets; 17% are unsure.
- **Awareness of the CUSMA review is high, while concern about the agreement's future is also substantial: 74% had heard about the review and 62% are concerned about CUSMA's future.** Concern is significantly higher among respondents aged 55+ (69%) and Ontarians (67%), and lower among Albertans (53%) and respondents aged 35–54 (57%). Nearly two-thirds (63%) expect a negative impact on the Canadian economy if CUSMA ends without a replacement, compared with 5% who expect a positive impact.
- **Canadians are more likely to favour taking a firm stance in the CUSMA negotiations: 36% believe the federal government should reject U.S. demands that could harm Canada's interests, even if this puts the agreement at risk.** By comparison, 26% prioritize accepting compromises to preserve the trade agreement, while 22% would seek to maintain the current deal as much as possible. Respondents aged 55+ are significantly more likely to prioritize rejecting potentially harmful demands (43%), while those aged 18–34 are more likely to prioritize compromise (37%).

Detailed results

Impression of Carney’s Management of Trade Relationships (1/2)

Q1. Overall, how would you rate Prime Minister Mark Carney’s performance in managing Canada’s trade relationships with other countries?

Base: All respondents (n=1,532)



Impression of Carney’s Management of Trade Relationships (2/2)

Q1. Overall, how would you rate Prime Minister Mark Carney’s performance in managing Canada’s trade relationships with other countries?

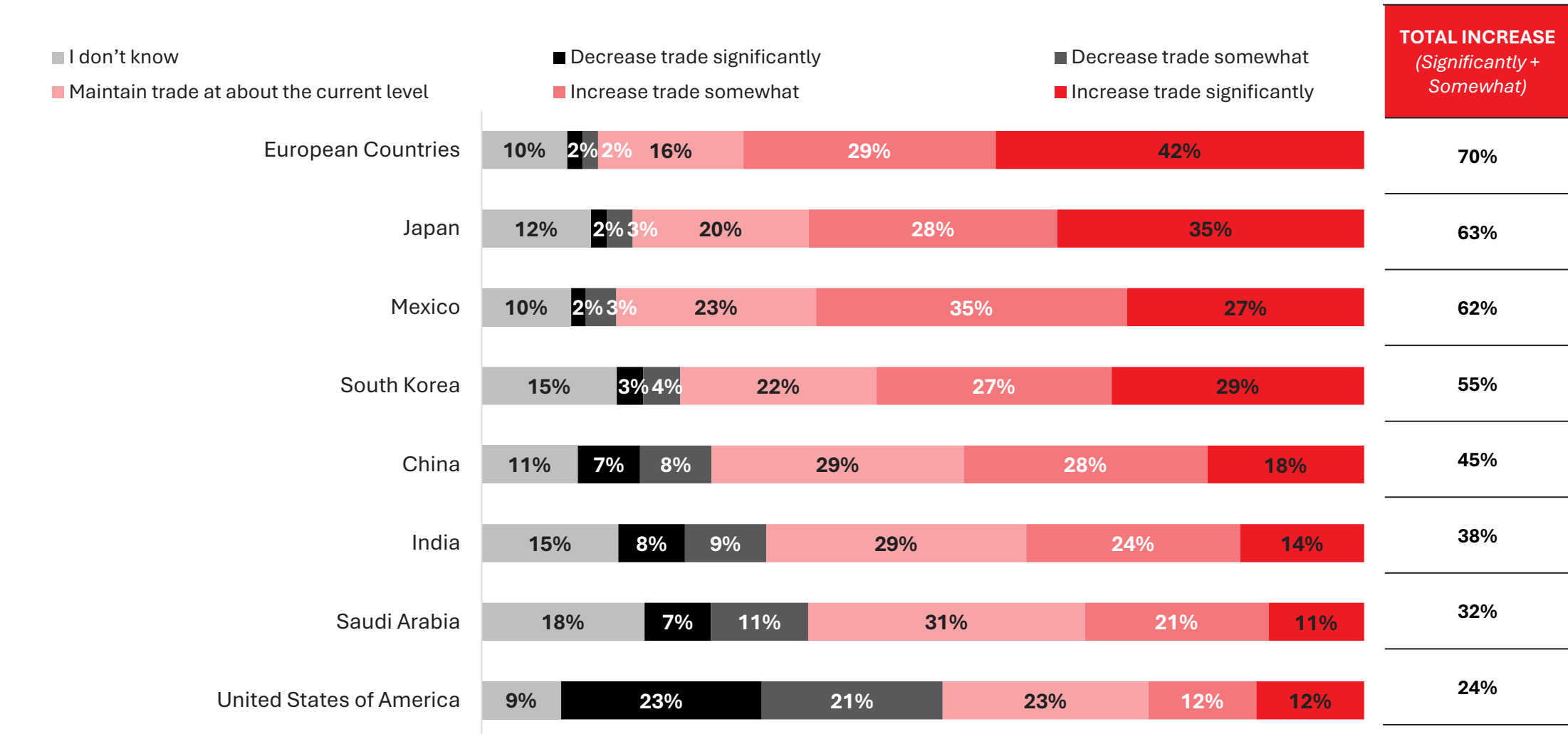
Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
TOTAL GOOD IMPRESSION	60%	55%	64%	62%	57%	50%	60%	64%	56%	52%	56%	68%
Very good	22%	22%	18%	26%	17%	16%	25%	24%	20%	11%	19%	31%
Somewhat good	38%	33%	45%	37%	40%	34%	35%	40%	36%	41%	36%	37%
TOTAL POOR IMPRESSION	29%	28%	25%	29%	38%	37%	27%	30%	28%	30%	32%	26%
Somewhat poor	14%	13%	14%	13%	23%	14%	12%	14%	13%	18%	16%	9%
Very poor	15%	15%	11%	16%	15%	23%	16%	16%	15%	13%	16%	17%
I don’t know	11%	17%	12%	9%	4%	14%	13%	7%	15%	18%	12%	6%

Canadians' Perception of Trade Relationships with Other Countries (1/2)

Q2. In your opinion, should Canada seek to increase or decrease trade with each of the following countries or groups of countries?

Base: All respondents (n=1,532)



Canadians' Perception of Trade Relationships with Other Countries (2/2)

Q2. In your opinion, should Canada seek to increase or decrease trade with each of the following countries or groups of countries?

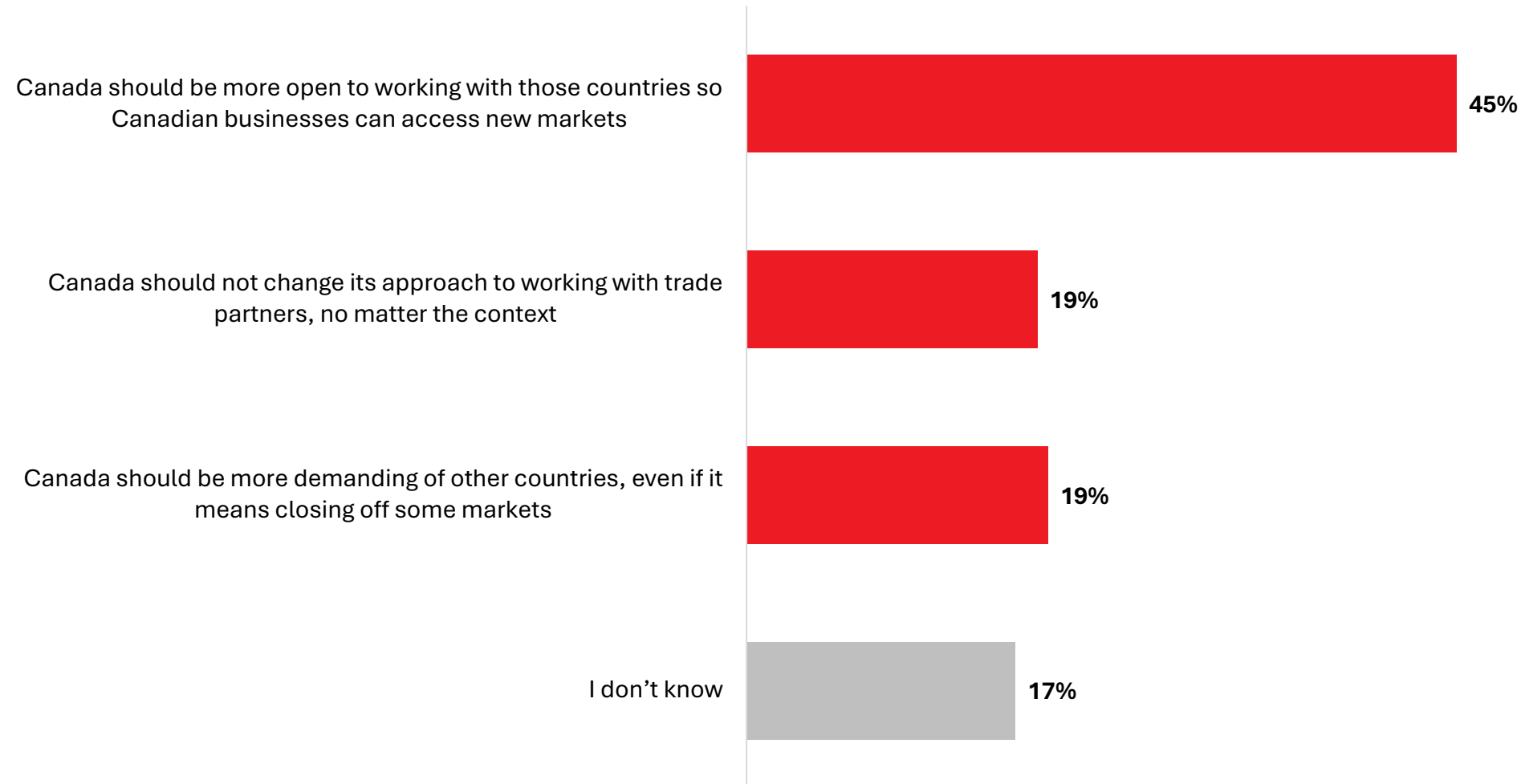
Base: All respondents (n=1,532)

% Total Increase Trade Presented	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
European Countries	70%	68%	73%	71%	63%	67%	70%	75%	66%	57%	72%	78%
Japan	63%	55%	63%	63%	59%	65%	65%	71%	55%	50%	65%	70%
Mexico	62%	61%	62%	60%	69%	61%	66%	68%	56%	52%	60%	70%
South Korea	55%	51%	52%	56%	52%	53%	63%	67%	44%	46%	56%	60%
China	45%	46%	49%	48%	42%	30%	44%	53%	38%	43%	43%	48%
India	38%	38%	37%	38%	37%	35%	44%	48%	29%	34%	36%	43%
Saudi Arabia	32%	34%	30%	33%	27%	27%	34%	40%	24%	30%	30%	34%
United States of America	24%	26%	25%	24%	25%	28%	21%	29%	19%	32%	23%	20%

Relevance of Trading Partner’s Human Rights Track Records (2/2)

Q3. Do you think the current economic and geopolitical context should make Canada change its approach to developing trade relations with countries with questionable track records on human rights?

Base: All respondents (n=1,532)



Relevance of Trading Partner’s Human Rights Track Records (2/2)

Q3. Do you think the current economic and geopolitical context should make Canada change its approach to developing trade relations with countries with questionable track records on human rights?

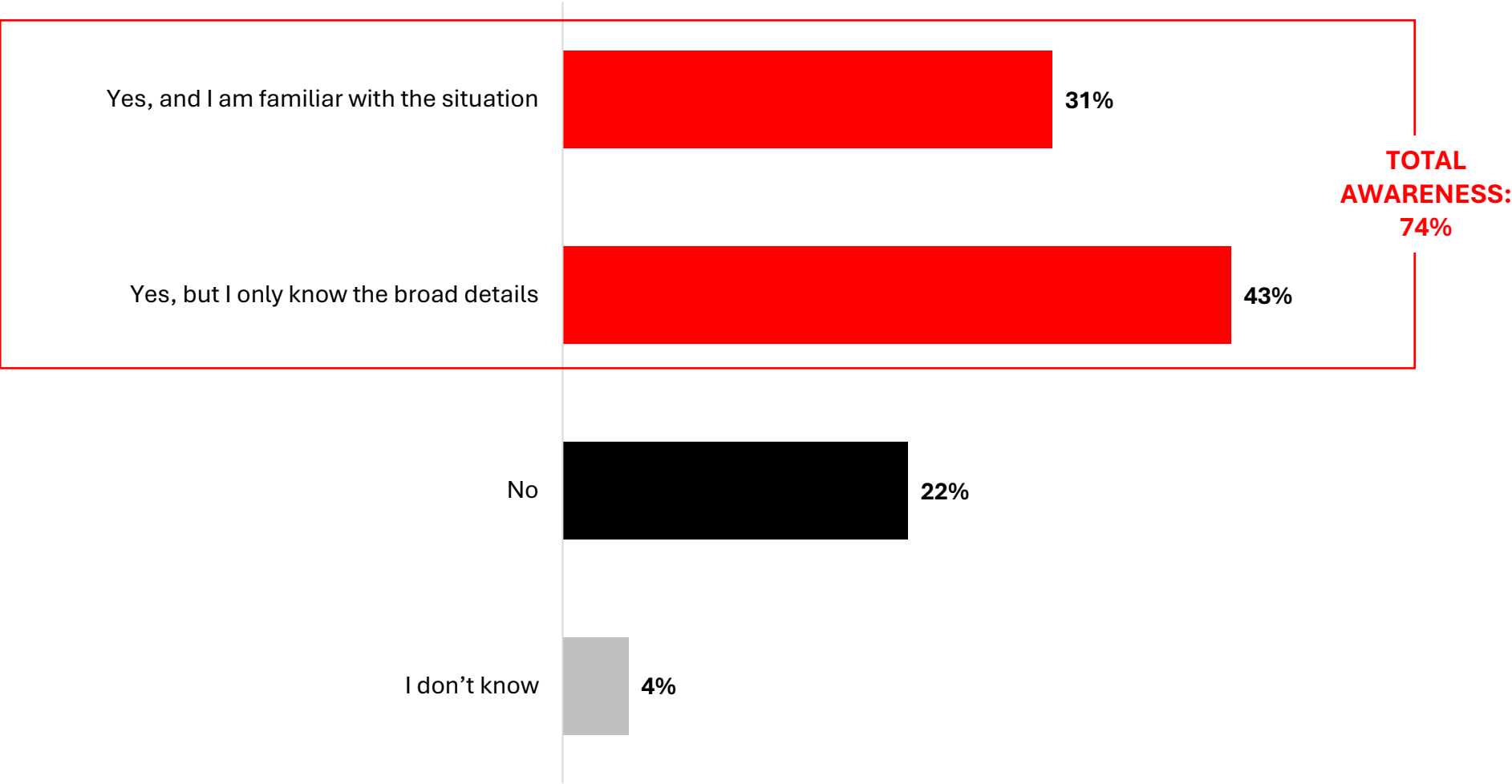
Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
Canada should be more open to working with those countries so Canadian businesses can access new markets	45%	39%	45%	48%	35%	41%	49%	51%	39%	49%	50%	39%
Canada should not change its approach to working with trade partners, no matter the context	19%	22%	20%	20%	18%	20%	10%	21%	16%	20%	16%	20%
Canada should be more demanding of other countries, even if it means closing off some markets	19%	16%	22%	18%	26%	19%	16%	16%	22%	15%	19%	22%
I don't know	17%	22%	13%	14%	21%	20%	25%	11%	23%	16%	15%	20%

Awareness of the Canada-United States-Mexico Agreement Negotiation (1/2)

Q4. Before today, had you heard about the ongoing review of the Canada–United States–Mexico Agreement, also known as CUSMA?

Base: All respondents (n=1,532)



Awareness of the Canada-United States-Mexico Agreement Negotiation (2/2)

Q4. Before today, had you heard about the ongoing review of the Canada–United States–Mexico Agreement, also known as CUSMA?

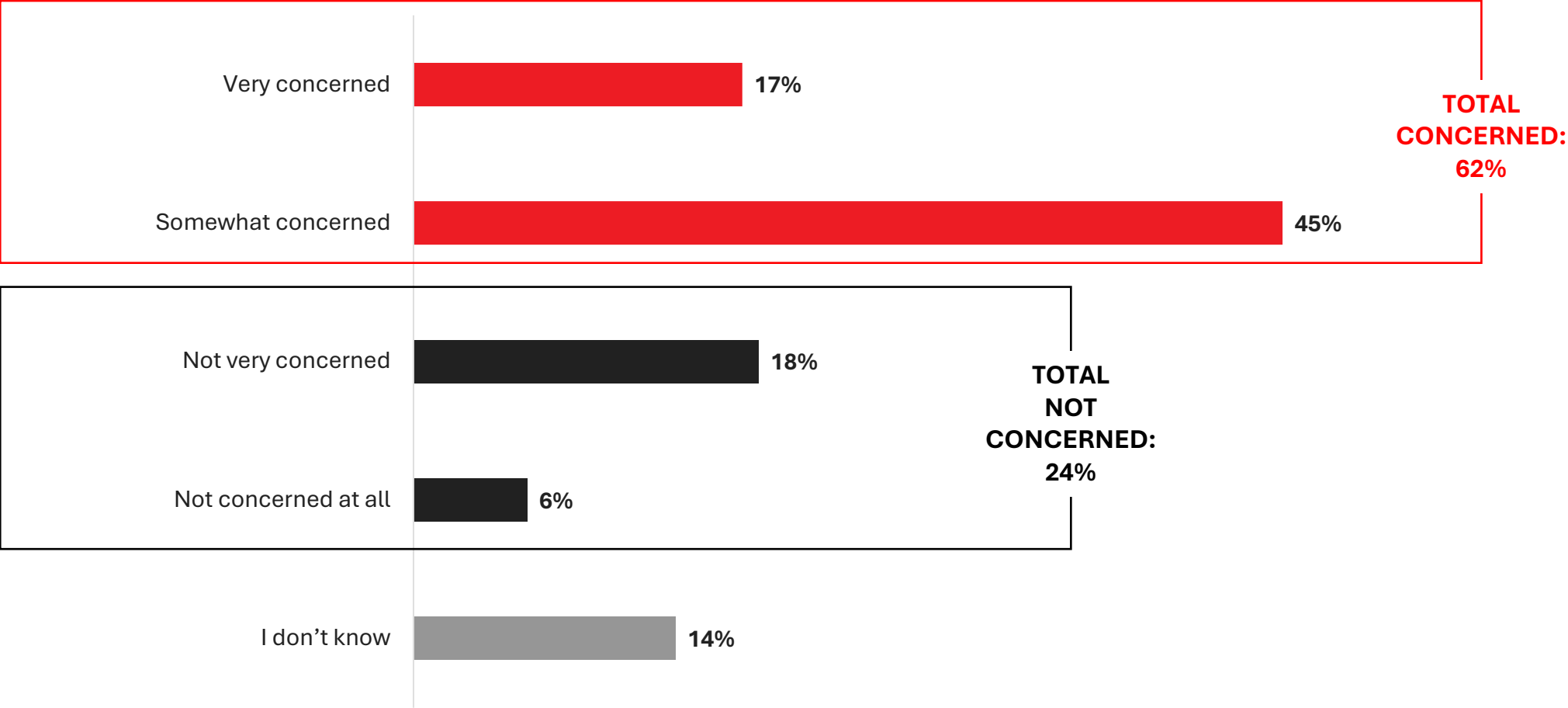
Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
TOTAL CONCERNED	74%	65%	70%	76%	71%	77%	77%	86%	62%	66%	69%	82%
Yes, and I am familiar with the situation	31%	33%	26%	34%	20%	29%	38%	42%	21%	22%	32%	36%
Yes, but I only know the broad details	43%	32%	45%	41%	51%	48%	39%	44%	41%	44%	37%	46%
No	22%	33%	26%	21%	21%	18%	17%	11%	33%	27%	26%	16%
I don't know	4%	2%	3%	4%	8%	5%	5%	4%	5%	6%	5%	2%

Canadians' Concerns Regarding CUSMA (1/2)

Q5. How concerned, if at all, are you about the future of CUSMA?

Base: All respondents (n=1,532)



Canadians' Concerns Regarding CUSMA (2/2)

Q5. How concerned, if at all, are you about the future of CUSMA?

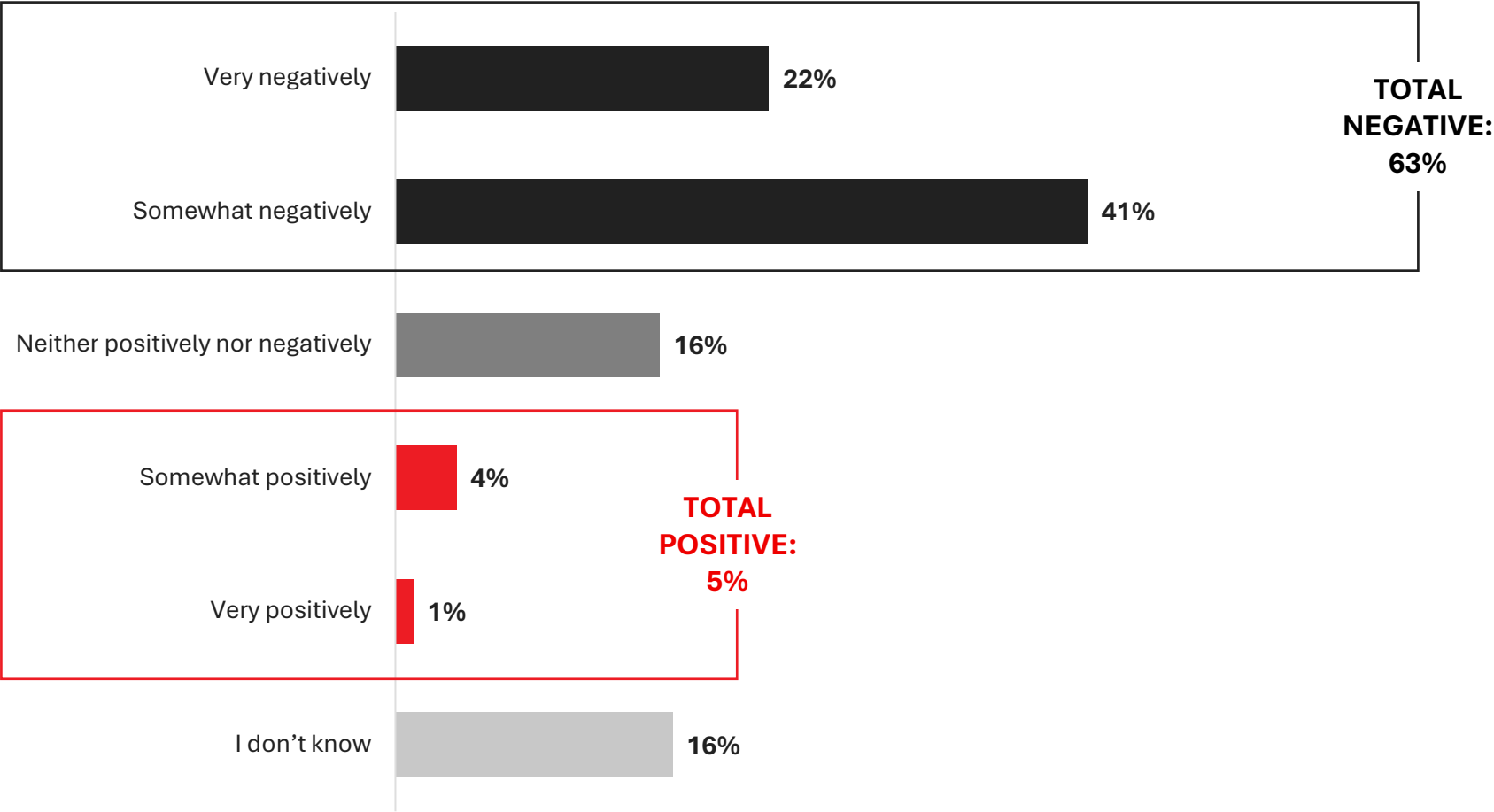
Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
TOTAL CONCERNED	62%	65%	60%	67%	68%	53%	59%	65%	60%	59%	57%	69%
Very concerned	17%	24%	13%	18%	16%	15%	22%	19%	15%	14%	15%	21%
Somewhat concerned	45%	41%	47%	49%	52%	38%	38%	45%	45%	45%	42%	48%
TOTAL UNCONCERNED	24%	20%	27%	21%	18%	33%	24%	27%	21%	23%	29%	21%
Not very concerned	18%	14%	22%	15%	12%	26%	18%	19%	17%	18%	21%	16%
Not concerned at all	6%	5%	5%	6%	6%	7%	6%	7%	5%	6%	7%	5%
I don't know	14%	16%	13%	12%	14%	14%	17%	9%	18%	18%	15%	10%

Perceived Impact of the End of CUSMA on the Canadian Economy (1/2)

Q6. To what extent do you think the Canadian economy would be affected if CUSMA were to eventually end without being replaced by another trade agreement?

Base: All respondents (n=1,532)



Perceived Impact of the End of CUSMA on the Canadian Economy (2/2)

Q6. To what extent do you think the Canadian economy would be affected if CUSMA were to eventually end without being replaced by another trade agreement?

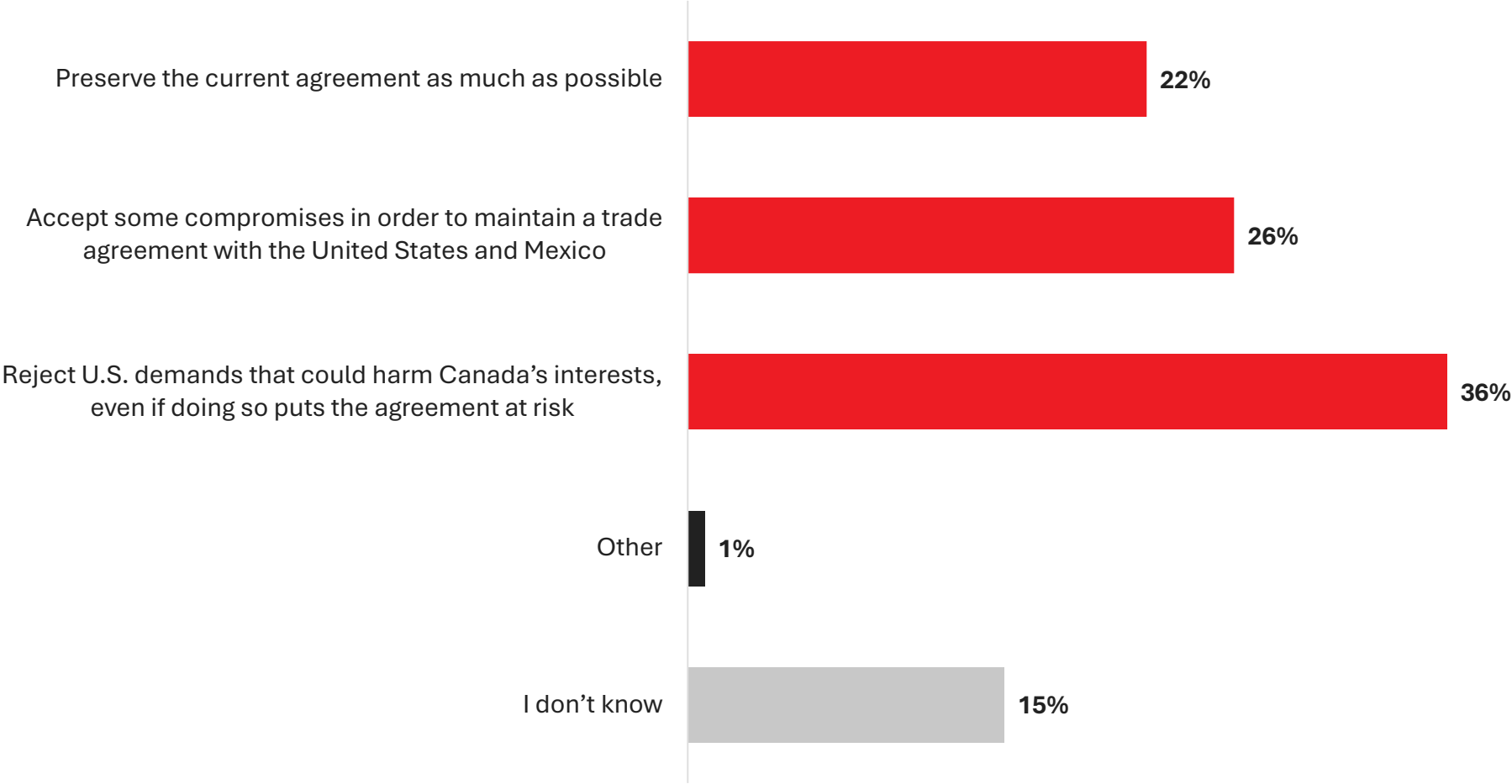
Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
TOTAL NEGATIVE:	63%	58%	62%	64%	65%	64%	63%	66%	61%	59%	63%	66%
Very negatively	22%	25%	18%	22%	21%	25%	26%	26%	19%	20%	23%	23%
Somewhat negatively	41%	32%	44%	42%	44%	39%	37%	40%	42%	39%	40%	43%
NEITHER POSITIVELY NOR NEGATIVELY	16%	11%	18%	15%	17%	19%	11%	18%	14%	16%	15%	15%
TOTAL POSITIVE:	5%	6%	3%	6%	0%	5%	6%	6%	4%	8%	3%	3%
Somewhat positively	4%	6%	3%	4%	0%	3%	6%	4%	3%	7%	3%	2%
Very positively	1%	1%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%
I don't know	16%	25%	17%	14%	18%	12%	16%	11%	22%	17%	18%	15%

Canadian's Priorities for the CUSMA Negotiations (1/2)

Q7. In your opinion, what should be the federal government's main priority in the discussions surrounding CUSMA?

Base: All respondents (n=1,532)



Canadian's Priorities for the CUSMA Negotiations (2/2)

Q7. In your opinion, what should be the federal government's main priority in the discussions surrounding CUSMA?

Base: All respondents (n=1,532)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,532	103	355	595	98	168	213	749	783	409	491	632
Unweighted n=	1,532	100	408	610	127	136	151	766	766	410	394	728
Preserve the current agreement as much as possible	22%	20%	31%	19%	29%	18%	16%	22%	22%	16%	21%	27%
Accept some compromises in order to maintain a trade agreement with the United States and Mexico	26%	29%	24%	29%	22%	27%	22%	26%	26%	37%	27%	18%
Reject U.S. demands that could harm Canada's interests, even if doing so puts the agreement at risk	36%	35%	30%	37%	35%	38%	42%	36%	36%	28%	34%	43%
Other	1%	0%	1%	0%	1%	2%	2%	1%	1%	1%	1%	1%
I don't know	15%	17%	14%	15%	13%	14%	18%	15%	15%	19%	17%	11%

Respondent Profile

Respondent profiles

(Base n=1,532)

The table below presents the Canadian distribution of respondents before weighting.

Gender		
	Unweighted	Weighted
Male	766	749
Female	766	783

Language (Mother Tongue)		
	Unweighted	Weighted
French	370	303
English	1,027	1,086
Other	135	143

Age		
	Unweighted	Weighted
18 to 34	410	409
35 to 54	394	491
55+	728	632

Province		
	Unweighted	Weighted
British Columbia	151	213
Alberta	136	168
Manitoba/Saskatchewan	127	98
Ontario	610	595
Quebec	408	355
Atlantic	100	103

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

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Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

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employees

185
consultants

8
offices

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