

Canadians think that no new NAFTA will not be positive for the economy in 2018

National survey released December, 2017
Project 2017-1112B



CTV
NEWS

NANOS SURVEY

Summary

A vast majority of Canadians think that if a new North American Free Trade Agreement is not reached with the US and Mexico in the next few months, the impact on the Canadian economy will be negative or somewhat negative.

- **Three quarters of Canadians think that not having a new NAFTA will have a negative or somewhat negative impact on the economy** – According to 42 per cent of Canadians, if a new North American Free Trade agreement with the US and Mexico is not reached in the next few months, the impact on the performance of the economy will be somewhat negative, while 33 per cent say negative, three per cent say positive and five per cent somewhat positive. Six per cent of Canadians think there will be no impact and 11 per cent are unsure.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6th and 10th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada.

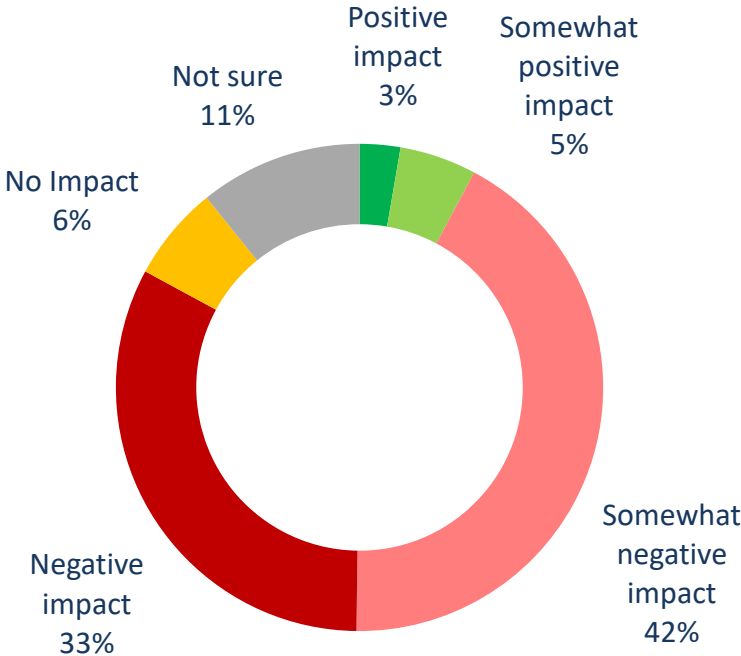
The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV and conducted by Nanos Research.

Impact of not reaching trade agreement

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6th to 10th, 2017, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-67.3



Subgroups	Negative/Somewhat negative impact
Atlantic (n=100)	78.8%
Quebec (n=250)	72.2%
Ontario (n=300)	75.0%
Prairies (n=200)	76.9%
British Columbia (n=150)	75.2%
Male (n=506)	75.6%
Female (n=494)	74.6%
18 to 34 (n=252)	72.9%
35 to 54 (n=372)	73.9%
55 plus (n=376)	77.6%

*Note: Charts may not add up to 100 due to rounding

QUESTION – If a new North American Free Trade Agreement with the United States and Mexico is not reached in the next few months will that have a positive, somewhat positive, somewhat negative, negative or have no impact on the performance of the Canadian economy in 2018?

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6th and 10th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Eleven percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The preceding module asked Canadians about their national issue of concern.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	December 6 th to 10 th , 2017		
Language of Survey	The survey was conducted in both English and French.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



View our brochure

Nanos Research

North America Toll-free

1.888.737.5505

info@nanosresearch.com



Tabulations



2017-1112B – CTV/Nanos Survey – Impact of trade agreement on economy - STAT SHEET

			Region					Gender		Age			
			Canada 2017-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - If a new North American Free Trade Agreement with the United States and Mexico is not reached in the next few months will that have a positive, somewhat positive, somewhat negative, negative or have no impact on the performance of the Canadian economy in 2018?	Total	Unwgt N	1000	100	250	300	200	150	506	494	252	372	376
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Positive impact	%	2.7	2.2	4.2	2.7	2.0	1.6	2.9	2.5	2.2	2.0	3.6
	Somewhat positive impact	%	5.1	8.1	5.1	5.5	3.3	4.7	6.3	4.0	7.2	4.0	4.6
	Somewhat negative impact	%	42.4	45.2	42.0	43.0	39.5	43.9	43.4	41.4	34.1	41.6	48.9
	Negative impact	%	32.7	33.6	30.2	32.0	37.4	31.3	32.2	33.2	38.8	32.3	28.7
	No impact	%	6.3	4.8	6.9	6.1	6.1	7.0	6.6	6.0	5.8	6.9	6.1
	Unsure	%	10.8	6.2	11.5	10.7	11.8	11.4	8.7	12.9	11.8	13.1	8.1