

Canadians prefer that the response to new U.S. tariffs be a joint effort between the federal and provincial governments.

National survey released January 2025
Field: December 30th, 2024 to January 5th, 2025
Submission 2024-2758



The objective of the research was to gauge the views of Canadians on recent trade issues, more precisely, views on who should lead the response to the proposed new U.S. tariffs and support for negotiating a new trade deal with the US without Mexico.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30th, 2024 to January 5th, 2025 as part of an omnibus survey.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by CTV News and was conducted by Nanos Research.

KEY FINDINGS

1

LEADING THE RESPONSE TO THE PROPOSED NEW US TARIFFS SEEN AS A JOINT EFFORT BETWEEN FEDERAL AND PROVINCIAL GOVERNMENTS

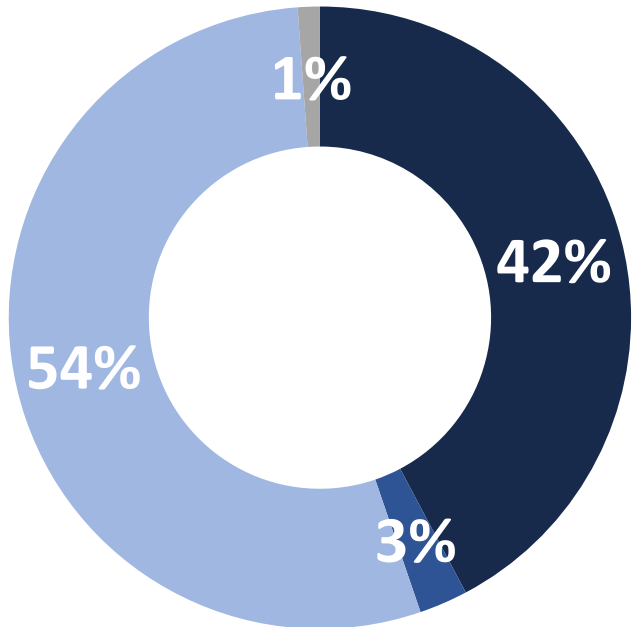
Asked who should lead the response to the proposed new U.S. tariff, Canadians prefer that both the federal and the provincial governments lead together ([54%](#)) as opposed to only the federal government ([42%](#)) or only the provincial governments ([two per cent](#)).

2

CANADIANS ARE SPLIT ON WHETHER OR NOT CANADA SHOULD NEGOTIATE WITH THE US ON A NEW TRADE DEAL WITHOUT MEXICO

Just over four in ten Canadians support ([24%](#)) or somewhat support ([22%](#)) Canada negotiating, without Mexico, with the United States on a new trade deal. A similar proportion oppose ([20%](#)) or somewhat oppose ([23%](#)) this and eleven per cent were unsure. Residents of Ontario ([52%](#)) were more likely to support or somewhat support this than residents of Quebec ([38%](#)).

Responsibility of leading the response to the proposed new U.S. tariff



- The Federal Government should lead
- The Provincial Governments should lead
- Both should lead together
- Unsure

Canadians prefer

that both the Federal and provincial governments lead the response to the proposed new U.S. tariff together, followed by over four in ten who prefer the Federal government take the lead.



*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – As you may know, US President-elect Donald Trump has said he will introduce a 25% tariff on all products entering the U.S. from Canada. Who should lead the response to the proposed new U.S. tariff? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025 , n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

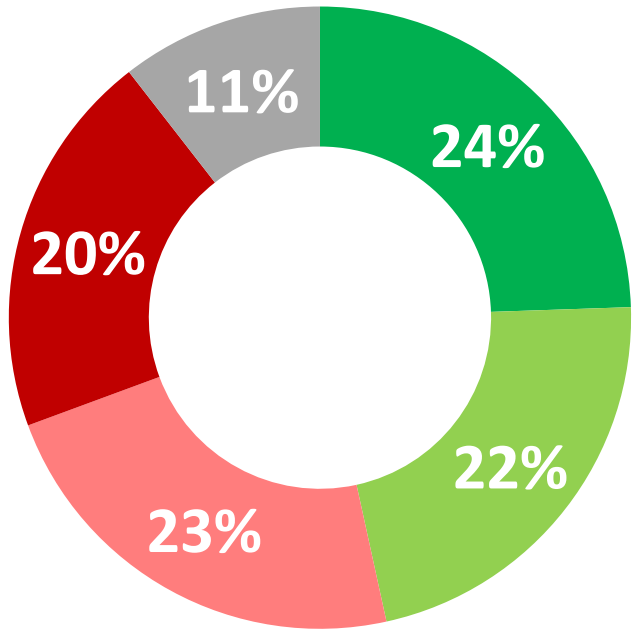
Responsibility of leading the response to the proposed new U.S. tariff - Demographics

Q – As you may know, US President-elect Donald Trump has said he will introduce a 25% tariff on all products entering the U.S. from Canada. Who should lead the response to the proposed new U.S. tariff? [RANDOMIZE]

	2025-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=522)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
Both should lead together	54.1%	56.2%	58.9%	52.8%	52.7%	50.7%	53.5%	54.8%	48.3%	54.2%	57.8%
The Federal Government should lead	42.2%	38.7%	37.0%	44.9%	41.7%	46.0%	42.7%	41.6%	46.7%	41.7%	39.7%
The Provincial Governments should lead	2.5%	1.1%	2.9%	1.8%	5.1%	1.5%	2.6%	2.4%	4.1%	2.3%	1.7%
Unsure	1.1%	3.9%	1.3%	0.6%	0.5%	1.9%	1.1%	1.2%	0.8%	1.8%	0.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Canada negotiating with the U.S. on a new trade deal without Mexico



■ Support
■ Somewhat support
■ Somewhat oppose
■ Oppose
■ Unsure

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Support/Somewhat support	49.3%	38.4%	52.2%	45.2%	44.9%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	51.0%	42.6%	43.2%	51.2%	45.1%
Oppose/Somewhat oppose	40.3%	47.2%	42.2%	40.6%	42.0%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	42.8%	43.1%	42.6%	37.3%	47.5%

Q – Do you support, somewhat support, somewhat oppose or oppose Canada negotiating without Mexico in negotiating with the United States on a new trade deal?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.



METHODOLOGY

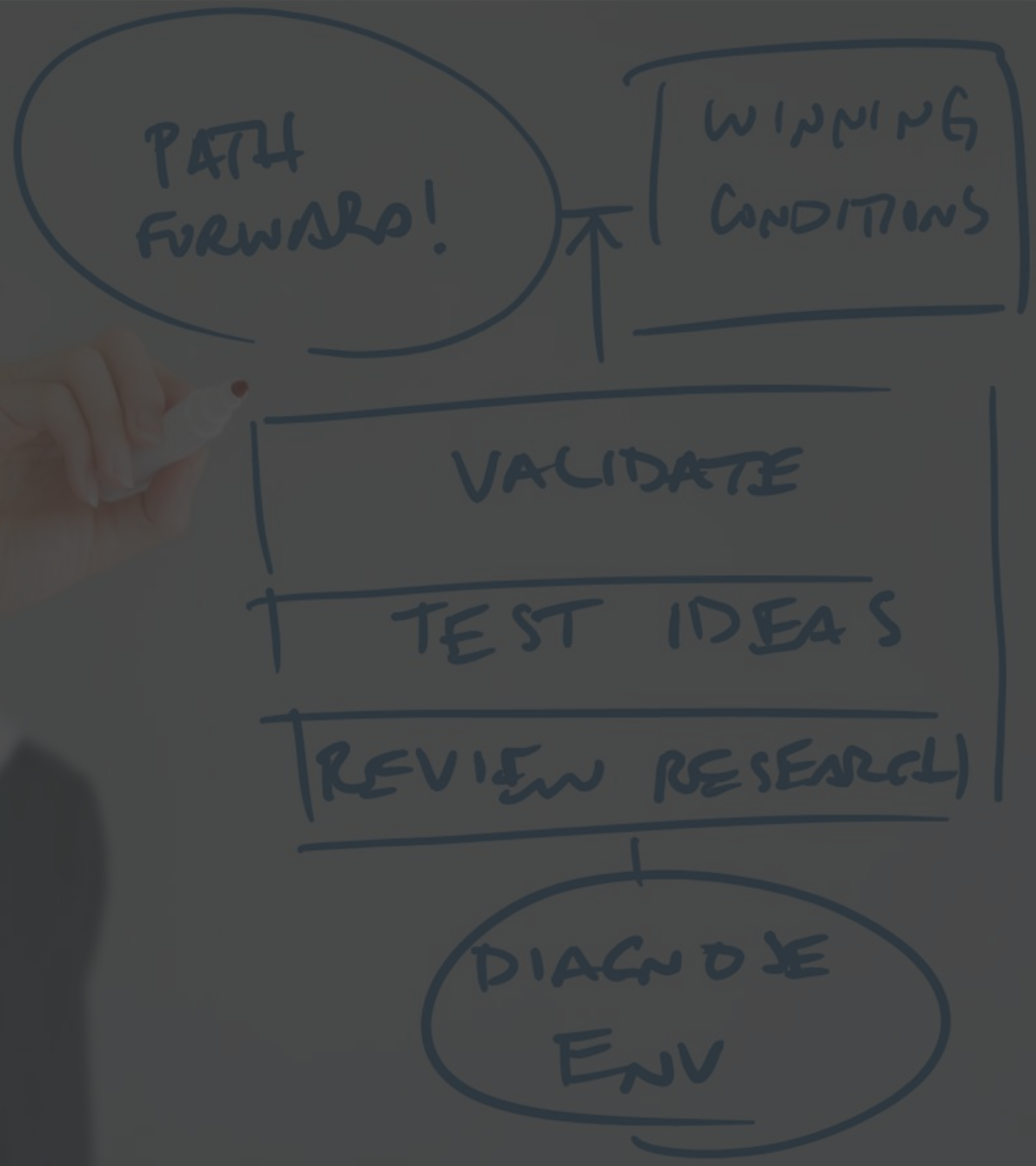
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30th, 2024 to January 5th, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered 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 this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1045 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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender [LINK]
Field Dates	December 30 th , 2024, to January 5 th , 2025.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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