

Canadians more likely to think they would be worse than better off if Canada adopted similar policies to the US; three in ten are interested in a dual Canada-US citizenship.



The research gauged views of Canadians on the relationship between Canada and the US, as well as the potential impact of US-like policies on their personal finances, preferred work locations and views on Donald Trump referring to Justin Trudeau as the governor of the 51st state.

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 the Globe and Mail and was conducted by Nanos Research.

KEY FINDINGS

1

CANADIANS ARE TWICE AS LIKELY TO THINK THEIR PERSONAL FINANCES WOULD BE WORSE RATHER THAN BETTER IF CANADA HAD SIMILAR POLICIES TO THE US

One in two Canadians (50%) think their personal finances would be worse off if the Government of Canada adopted policies similar to the US, while about one in four think it would be better off (22%) and one in ten think their personal finances would be the same (10%). About two in ten are unsure (18%). Residents of the Prairies are the most likely to think their personal finances would be better off (32%), while residents of Quebec are the least likely (16%).

2

MAJORITY OF CANADIANS ARE SOMEWHAT NOT OR NOT INTERESTED IN BECOMING A DUAL CITIZEN OF CANADA AND THE US; ONE THIRD HAVE AT LEAST SOME INTEREST

Just over two in three Canadians are not interested (64%) or somewhat not interested (four per cent) in becoming a dual citizen of Canada and the United States if they had the option to do so automatically, while three in ten are interested (18%) or somewhat interested (12%). Residents of BC are more likely to be interested or somewhat interested in this (33%) than residents of Quebec (23%), as are younger and middle-aged Canadians (18-34: 35%; 35-54: 37%) compared to those 55 plus (19%).

3

CANADIANS ARE MORE LIKELY TO PREFER CANADA AND THE US HAVE A CLOSER RELATIONSHIP RATHER THAN A MORE DISTANT ONE

Just over one in three Canadians (36%) would like to see the relationship between Canada and the United States become closer, while just under one in five (18%) would prefer it be more distant and four in ten (41%) prefer it stay where it is. Residents of Ontario (39%) and the Prairies (40%) are more likely to prefer the relationship be closer compared to Quebec residents (30%), as are younger and middle-aged Canadians (18-34: 40%; 35-54: 43%) compared to those 55 plus (27%).

4

TWO IN THREE CANADIANS THINK TRUMP CALLING TRUDEAU GOVERNOR OF THE 51ST STATE MEANS HE EITHER HAS NO RESPECT FOR CANADA OR FOR TRUDEAU

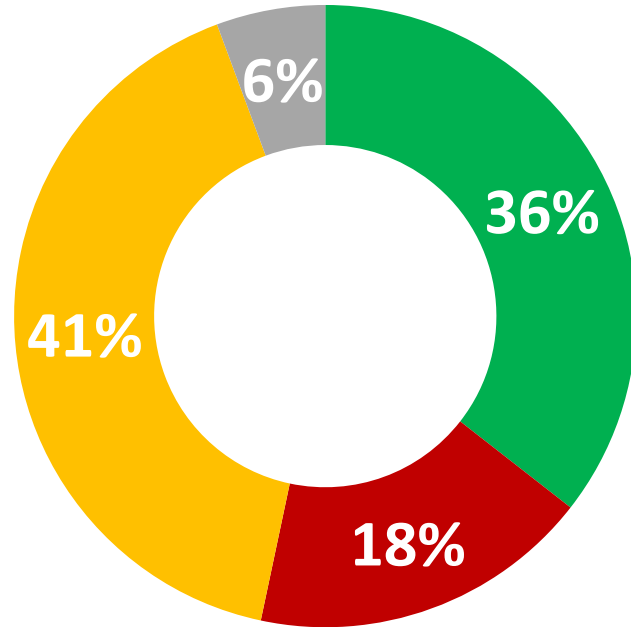
Four in ten Canadians (40%) think when Donald Trump calls Justin Trudeau the governor of the 51st state it mostly means President-elect Trump has no respect for Canada, while about one in four each think it means he has no respect for Justin Trudeau (26%) or that Trump wants to put Canada off-balance in the upcoming review of the Canada US Mexico Free Trade Agreement (25%). Just six per cent think it means Trump wants Canada to join the US as the 51st state.

5

CANADIANS MOST OFTEN SAY THEY WOULD CHOOSE TO LIVE IN CANADA IF THEY COULD START A CAREER ANYWHERE AND HAD NO FAMILY OBLIGATIONS

Asked if they were starting a career with no family obligations and could work anywhere in the world, Canadians most often select they would want to work in Canada (46%), followed by Europe (27%) and the US (14%). Older Canadians (55 plus) are more likely to say they would work in Canada (61%) than those 18 to 34 (30%), while younger Canadians are more likely to select Europe (39%; 19% of those 55 plus).

Relationship between Canada and the United States



■ Closer ■ More distant
■ Stay where it is ■ Unsure

	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Closer	27.1%	29.7%	38.7%	39.7%	35.2%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	39.1%	32.4%	39.5%	43.0%	27.1%
Stay where it is	44.5%	48.3%	41.0%	32.3%	38.3%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	43.0%	39.0%	29.3%	37.8%	51.2%

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

Q – Would you like to see the relationship between Canada and the United States to become closer, more distant or should it stay where it is?

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.



Interest in becoming a dual citizen of Canada and the United States

Q – Are you interested, somewhat interested, somewhat not interested or not interested in becoming a dual citizen of Canada and the United States if you had the option to do so automatically?



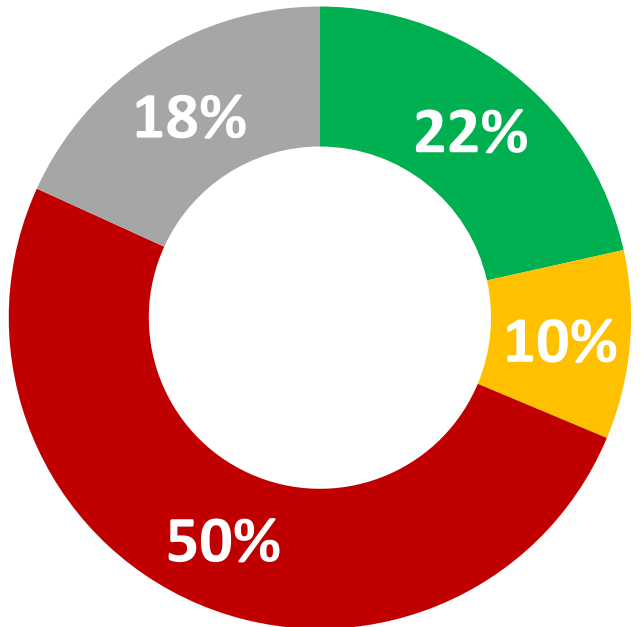
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Interested/Somewhat interested	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
	26.4%	23.3%	30.9%	30.9%	33.1%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
34.0%	24.7%	35.4%	37.0%	18.9%	

Not interested/Somewhat not interested	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
	68.7%	72.5%	67.2%	68.0%	66.2%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
64.8%	71.9%	61.0%	60.6%	79.7%	

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.

Impact on personal finances if Canada adopted similar policies to the US



■ Better off ■ The same ■ Worse off ■ Unsure

	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Better Off	20.2%	15.8%	19.4%	31.9%	24.4%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	27.3%	16.0%	22.9%	26.8%	16.4%
	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)
Worse Off	44.7%	49.3%	54.9%	46.4%	48.2%
	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
	46.7%	53.8%	55.6%	45.0%	51.4%

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

Q – Do you think your personal finances would be better off, the same or worse off if the Government of Canada adopted policies similar to the policies in the United States?

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.

Preferred location to start a career

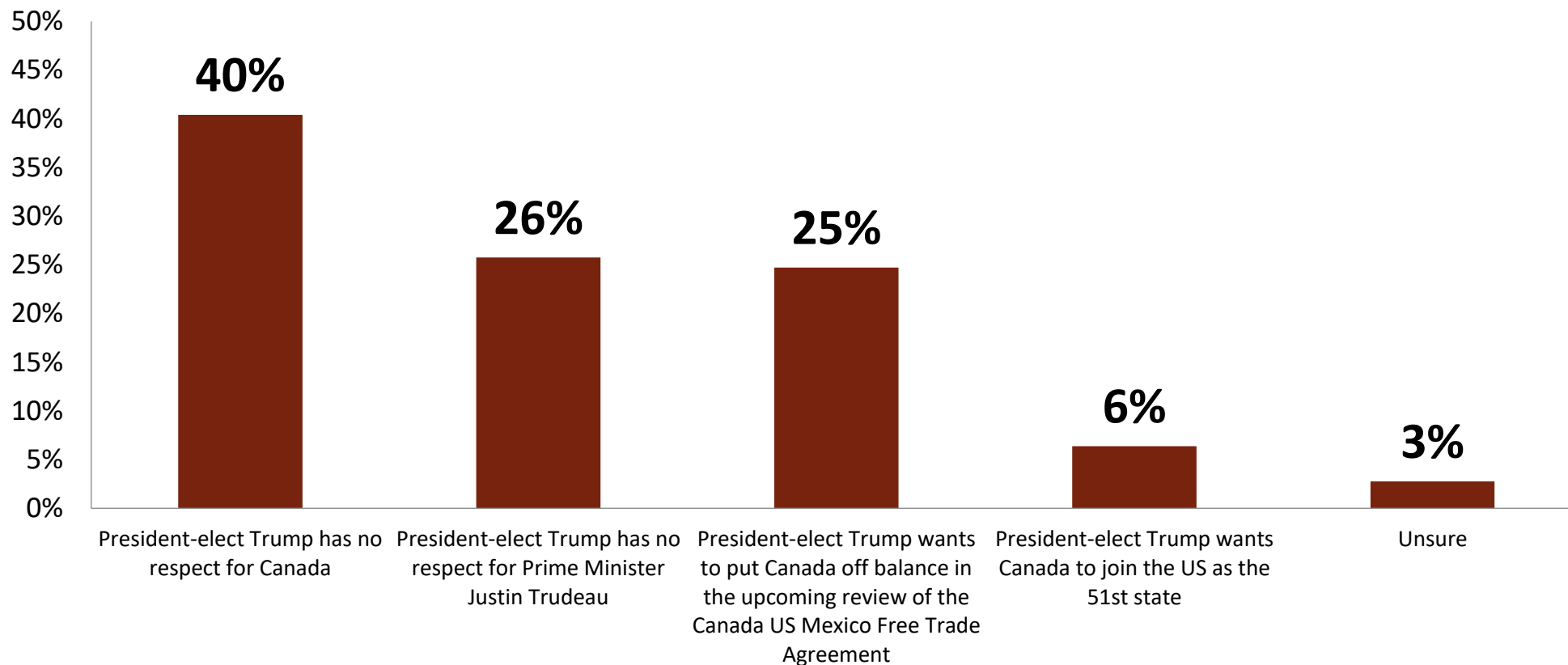
Q – If you were starting a career, had no family obligations and could work anywhere in the world, where would you work? [RANDOMIZE]

	2025-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
Canada	45.8%	50.2%	50.0%	45.7%	40.7%	43.6%	44.2%	47.4%	30.4%	39.9%	60.6%
Europe	26.9%	28.9%	25.8%	27.6%	27.2%	25.6%	22.1%	31.3%	39.0%	27.4%	18.7%
The United States	14.3%	11.2%	8.7%	15.3%	18.0%	17.9%	20.0%	9.0%	13.2%	19.6%	10.9%
Asia	3.9%	1.5%	4.6%	3.5%	2.9%	6.2%	3.7%	4.1%	7.5%	2.8%	2.3%
South America	1.7%	3.0%	2.6%	1.0%	2.3%	0.7%	1.6%	1.9%	2.5%	2.2%	0.8%
Mexico	1.3%	-	1.7%	0.6%	3.1%	0.9%	1.7%	0.9%	2.3%	1.0%	0.8%
Middle East	0.5%	-	1.0%	0.2%	0.4%	0.6%	0.8%	0.1%	-	0.9%	0.4%
Unsure	5.6%	5.1%	5.5%	6.1%	5.5%	4.5%	6.0%	5.3%	5.1%	6.2%	5.4%

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.

Views on Donald Trump calling Justin Trudeau the governor of the 51st state

Q – When President-elect Donald Trump calls Prime Minister Justin Trudeau the governor of the 51st state, what does that mostly mean? [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.

Views on Donald Trump calling Justin Trudeau the governor of the 51st state – by demographics

Q – When President-elect Donald Trump calls Prime Minister Justin Trudeau the governor of the 51st state, what does that mostly mean? [RANDOMIZE]

	2025-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
President-elect Trump has no respect for Canada	40.4%	40.4%	39.1%	40.6%	40.6%	41.8%	36.3%	44.0%	48.9%	36.4%	38.0%
President-elect Trump has no respect for Prime Minister Justin Trudeau	25.7%	22.9%	22.5%	24.4%	35.9%	23.5%	28.0%	23.7%	23.4%	30.0%	23.9%
President-elect Trump wants to put Canada off balance in the upcoming review of the Canada US Mexico Free Trade Agreement	24.7%	27.2%	26.6%	26.6%	15.6%	26.7%	27.9%	21.8%	16.1%	24.7%	30.4%
President-elect Trump wants Canada to join the US as the 51 st state	6.4%	7.3%	9.6%	7.0%	3.8%	2.2%	5.0%	7.7%	8.7%	6.8%	4.5%
Unsure	2.8%	2.3%	2.1%	1.5%	4.1%	5.9%	2.8%	2.7%	2.9%	2.2%	3.1%

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 and 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 the Globe and Mail 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	The Globe and Mail	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 Hybrid 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, Liberal Party leadership candidates, tariffs and tax rebates.
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
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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