Most Ontarians are concerned about the impact of possible US tariffs on Ontario's economy.

Nanos will be tracking opinion on a nightly basis throughout the Ontario provincial campaign. Visit www.ctvnews.ca or www.nanos.co to access the latest data and analysis.

"

In a striking display of unity, a significant majority of Ontarians have voiced their concerns regarding the potential impact of proposed tariffs by U.S. President Donald Trump on the Ontario economy. This apprehension spans across all regions and demographic groups, highlighting the pervasive anxiety about the economic repercussions of such trade policies.
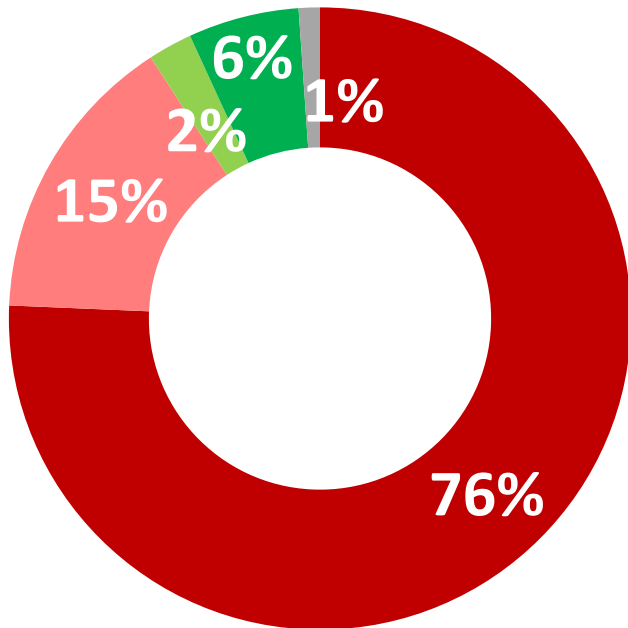
"

Nik Nanos, Chief Data Scientist

NANOS

CTV ELECTION|2025 ONTARIO

NANOS RESEARCH

Level of concern about tariffs effecting Ontario's economy

Question: Are you concerned, somewhat concerned, somewhat not concerned or not concerned about possible US tariffs having a negative impact on Ontario's economy?

Contact: Nik Nanos
nik@nanos.co
@niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

- Concerned
- Somewhat concerned
- Somewhat not concerned
- Not concerned
- Unsure

6%

2%

15%

1%

76%

9 in 10 Ontarians

say they are concerned (76%) or somewhat concerned (15%) about possible US tariffs having a negative impact on Ontario's economy.

Source: CTV/Nanos Research tracking survey Ontarians, February 8 to 10, 2025, n=920, accurate 3.2 percentage points plus or minus, 19 times out of 20. See full methodology here.

ELECTION | 2025
ONTARIO

NANOS

Level of concern about tariffs effecting Ontario's economy – by region

Question: Are you concerned, somewhat concerned, somewhat not concerned or not concerned about possible US tariffs having a negative impact on Ontario's economy?

Contact: Nik Nanos
nik@nanos.co
@niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

	Feb 10, 2025 Ontario (n=920)	Golden West (n=144)	SW/ Central (n=210)	North and East (n=235)	Toronto (n=179)	GTA (n=152)
Concerned	75.7%	74.6%	75.3%	75.4%	72.4%	79.7%
Somewhat concerned	15.2%	14.7%	15.2%	17.4%	17.1%	11.9%
Somewhat not concerned	2.3%	2.7%	2.3%	2.2%	2.9%	1.6%
Not concerned	5.8%	7.4%	6.9%	3.2%	5.4%	6.3%
Unsure	1.1%	0.7%	0.3%	1.8%	2.2%	0.6%

ELECTION|2025 ONTARIO

NANOS

Level of concern about tariffs effecting Ontario's economy – by age and gender

Question: Are you concerned, somewhat concerned, somewhat not concerned or not concerned about possible US tariffs having a negative impact on Ontario's economy?

Contact: Nik Nanos
nik@nanos.co
@niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

	Feb 10, 2025 Ontario (n=920)	Men (n=546)	Women (n=374)	18 to 34 (n=153)	35 to 54 (n=310)	55 plus (n=457)
Concerned	75.7%	72.0%	79.2%	76.4%	74.6%	76.0%
Somewhat concerned	15.2%	15.4%	15.0%	14.9%	15.8%	14.9%
Somewhat not concerned	2.3%	3.7%	0.9%	1.5%	3.1%	2.2%
Not concerned	5.8%	7.8%	3.8%	5.5%	5.4%	6.2%
Unsure	1.1%	1.1%	1.1%	1.7%	1.1%	0.7%

Source: CTV/Nanos Research tracking survey Ontarians, February 8 to 10, 2025, n=920, accurate 3.2 percentage points plus or minus, 19 times out of 20. See full methodology here.

CTV ELECTION|2025 ONTARIO

NANOS

The CTV News/Nanos nightly provincial election tracking conducted by Nanos Research surveys 900 Ontarians aged 18 years and over three days (300 interviews each day). Respondents are all randomly recruited through a dual-frame (cell- and land-line) RDD sample using live agents. One half of the sample is administered the questionnaire by telephone and one half are administered the same questionnaire online. The random sample may be weighted by age and gender according to the latest Canadian census data. Throughout the election, the interviews are compiled into a three-night rolling average of 900 interviews, with the oldest group of 300 interviews being replaced by a new group of 300 each evening. The current data covers the three-night period ending February 10, 2025.

A random survey of 920 Ontarians is accurate ±3.2 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the technical note in this report. This research was conducted and released in accordance with the standards of the CRIC of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here.

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

METHODOLOGY

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	920 Randomly selected individuals, three-day sample of 300 individuals each day compiled into a three-day rolling average.
Source of Sample	Nanos Insights Labs Probability Panel and RDD cell- land-lines.
Type of Sample	Probability
Margin of Error	±3.2 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (50%) and online deployed to Nanos Insights Labs Probability Panel (50%).
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.
Demographics (Captured)	Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs for the telephone sample.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	February 8 to 10, 2025
Language of Survey	The survey was conducted in English.
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/

Element	Description
Weighting of Data	The results may be 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 Ontario. See tables for full weighting disclosure.
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario.
Estimated Response Rate	Ten percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. PROVINCIAL Ballot was released as Part 1.
Question Content	This was module two of a nightly tracking survey.
Question Wording	The questionnaire includes questions on which parties people would consider, then explores ballot and preferred premier preferences and closes with issue questions identified by CTV News and demographics.
Research/Data Collection Supplier	Nanos Research
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.
Tabulations	By region, age, gender and number of weighted and unweighted interviews [LINK]

TECHNICAL NOTE

Nanos stratifies the provincial sample into the following sub-regions for weighting and analytical purposes.

North and East

Southwest and Central

GTA

Toronto

Golden West
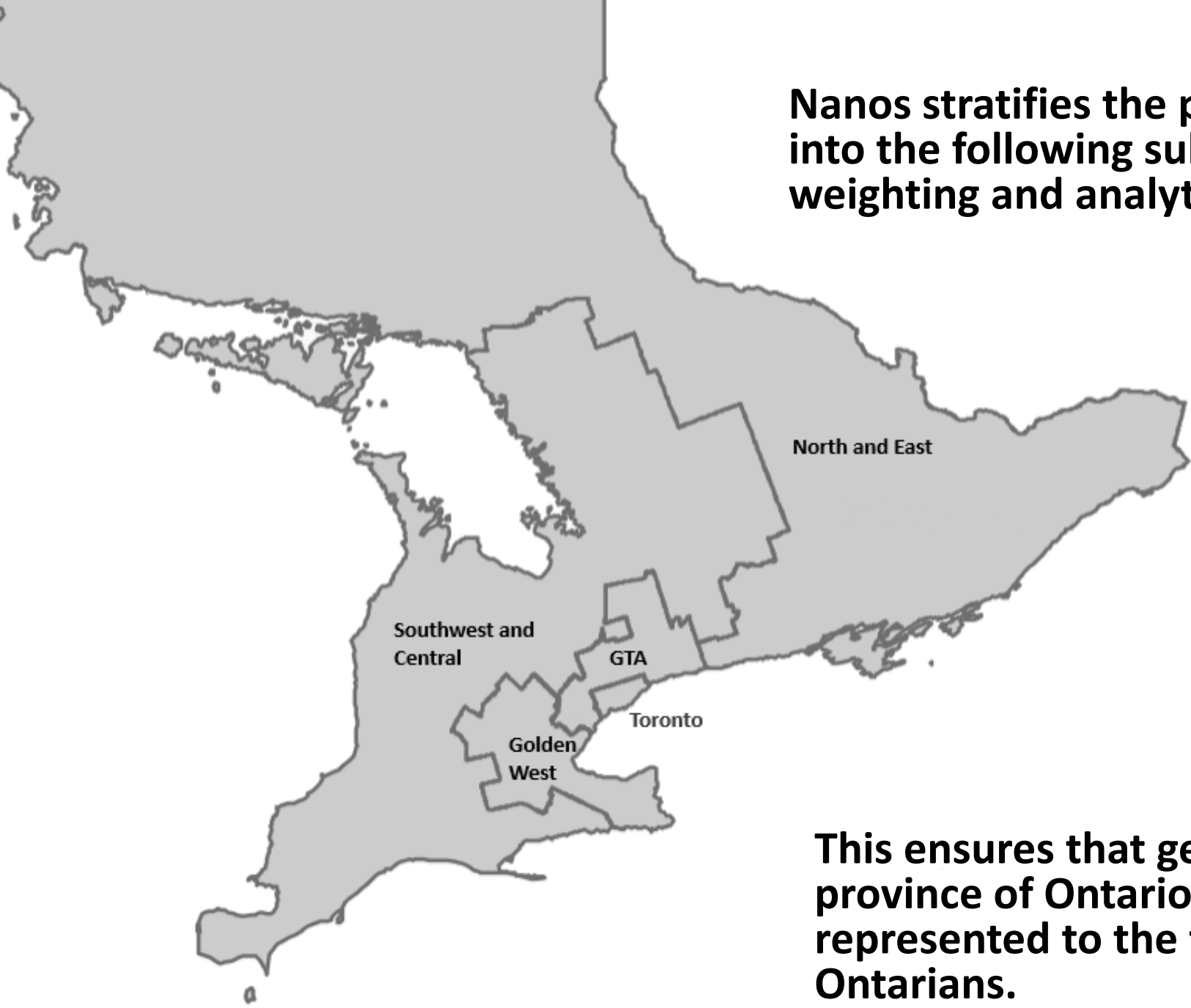
This ensures that geographies within the province of Ontario are properly represented to the true distribution of Ontarians.

REGIONAL ZONES

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal, the Federal Political Tracking Portal, or both.

Also, for the 2025 Ontario Provincial Election track vote consideration, vote preferences and preferred Premier, with data broken down by demographics, including different regions across the province with our new daily numbers.

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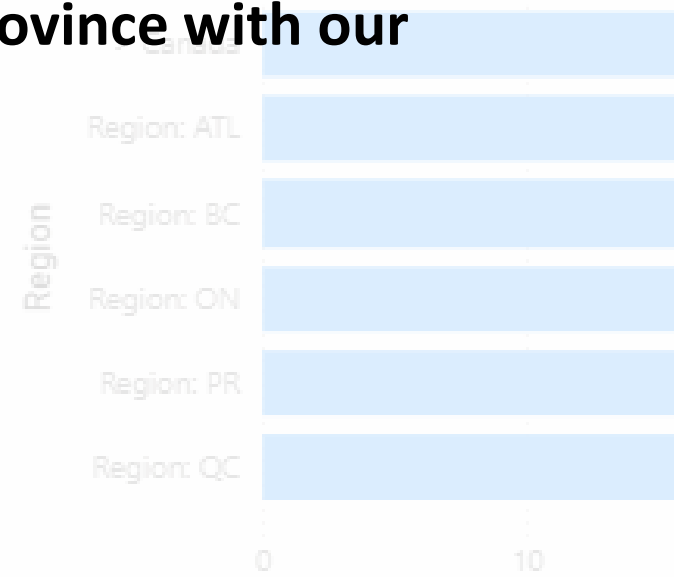
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Any questions?

✉

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For more information on the firm, please visit www.nanos.co

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