

The background of the slide features a faded image of the United States Capitol building on the left, with several American flags on poles in the foreground. To the right, there are trees with autumn-colored leaves. A red triangle is visible in the top right corner.

3 in 4 Canadians reject the idea of an economic union with the US where Canada would adopt the US dollar.

National survey released March, 2025  
Field: February 28<sup>th</sup> to March 5<sup>th</sup>, 2025  
Submission 2025-2795

 CTV NEWS

 NANOS



The objective of the research was to gauge the views of Canadians on various political and economic issues affecting Canada's relationship with the United States and domestic policy. This includes the potential for an economic union with the U.S. like the European Union, the idea of banning U.S. companies from bidding on Canadian government contracts, and personal financial adjustments in response to U.S. tariffs.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between February 28<sup>th</sup> to March 5<sup>th</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

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

# KEY FINDINGS

1

## MAJORITY OF CANADIANS OPPOSE AN ECONOMIC UNION WITH THE US AND ADOPTING THE US DOLLAR

Presented with the idea of an economic union with the United-States similar to the European Union but where Canada adopts the US dollar as its currency, most Canadians oppose (65%) or somewhat oppose (10%) this. About one in five support (nine per cent) or somewhat support (11%) this. Opposition is stronger among women (80%) than men (69%).

2

## NEARLY TWO THIRDS SHOW SUPPORT TO ONE EXTENT OR ANOTHER FOR A BAN ON US COMPANIES BIDDING ON CANADIAN GOVERNMENT CONTRACTS

Close to two thirds of Canadians support (45%) or somewhat support (20%) banning all US companies from bidding on Canadian federal, provincial or municipal government contracts. Close to one third oppose (17%) or somewhat oppose (14%) this. Support for this ban is stronger in the Atlantic region (75%) and Ontario (72%) than it is in the Prairies (55%) or Quebec (58%).

3

## JUST OVER ONE IN TWO CANADIANS REPORT HAVING MADE CHANGES TO THEIR FINANCIAL SITUATION DUE TO US TARIFFS

While just under one in two Canadians report they haven't made any changes to their financial situation in preparation to US tariffs (46%), just over one in two say they have to one extent or another (54%). Among those who report making changes, the most popular changes are cutting back on their spending (34%), delaying or cancelling a major purchase (16%), increasing savings (12%), accelerating the purchase of a major purchase or stopping the purchase of US products (six per cent each).

# Support for an economic union with the United States and adopting the US Dollar

Q – As you may know the European Union is an economic union with free trade and the free movement of people within Europe. Individual countries have control over healthcare education and taxation within their borders. Would you support, somewhat support, somewhat oppose or oppose an economic union with the United-States similar to the European Union but where Canada adopts the US dollar as its currency?



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

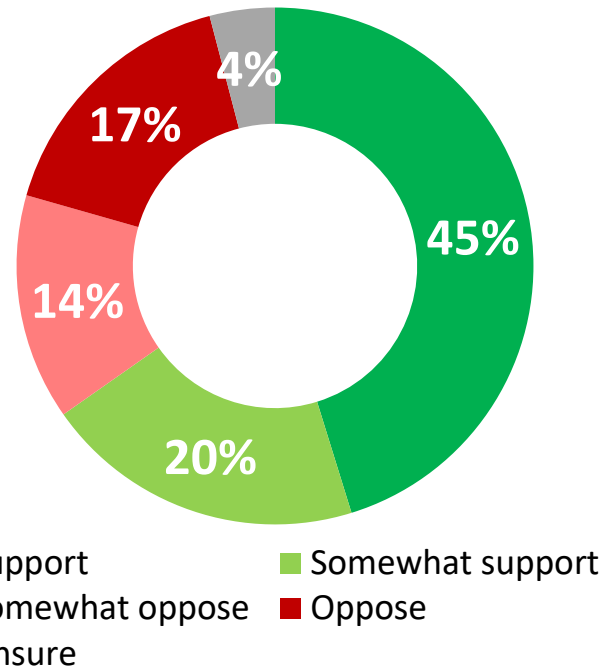
<b>Support/Somewhat support</b>	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
	<b>11.2%</b>	<b>19.5%</b>	<b>19.1%</b>	<b>25.2%</b>	<b>21.3%</b>
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	<b>26.6%</b>	<b>13.8%</b>	<b>25.4%</b>	<b>21.3%</b>	<b>15.6%</b>

<b>Oppose/Somewhat oppose</b>	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
	<b>79.8%</b>	<b>72.0%</b>	<b>76.5%</b>	<b>69.7%</b>	<b>76.3%</b>
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	<b>68.8%</b>	<b>79.7%</b>	<b>67.9%</b>	<b>74.4%</b>	<b>78.7%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Opinions on banning US companies from Canadian government contracts

Q – Would you support, somewhat support, somewhat oppose or oppose banning all US companies from bidding on Canadian federal, provincial or municipal government contracts?



	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
<b>Support/ Somewhat support</b>	<b>75.0%</b>	<b>58.2%</b>	<b>72.5%</b>	<b>55.3%</b>	<b>64.8%</b>
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	<b>66.8%</b>	<b>63.9%</b>	<b>64.4%</b>	<b>63.2%</b>	<b>67.5%</b>
<b>Somewhat oppose/ Oppose</b>	Atlantic (n=94)	Quebec (n=193)	Ontario (n=335)	Prairies (n=216)	BC (n=163)
	<b>21.2%</b>	<b>35.7%</b>	<b>24.2%</b>	<b>41.3%</b>	<b>31.3%</b>
	Men (n=526)	Women (n=471)	18 to 34 (n=162)	35 to 54 (n=364)	55 plus (n=475)
	<b>30.0%</b>	<b>31.2%</b>	<b>29.4%</b>	<b>35.4%</b>	<b>27.8%</b>

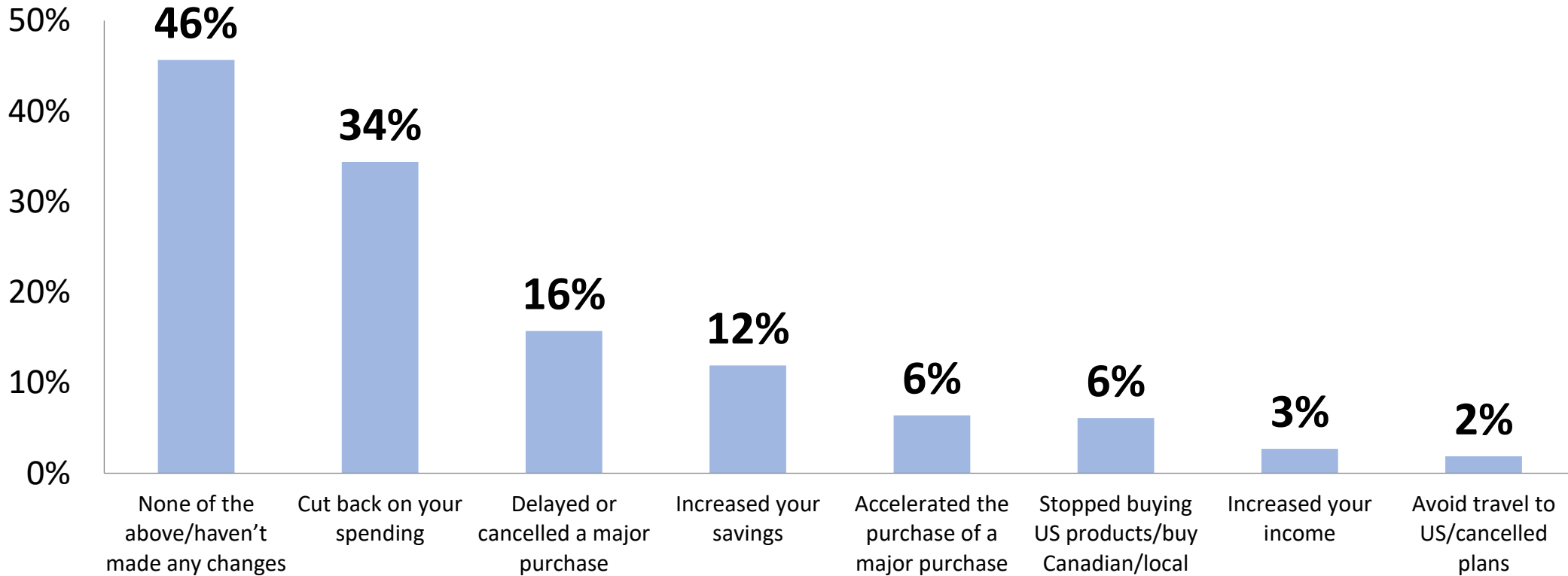
\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1001, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Changes to financial situation due to US tariffs – Top mentions

Q – Have you made any of the following changes to your financial situation in preparation of US tariffs? (Select all that apply)[RANDOMIZE]



\*Top mentions only are shown, for the full list of responses, please refer to the [tabulations](#).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28<sup>th</sup> to March 5<sup>th</sup>, 2025, n=1001, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,001 Canadians, 18 years of age or older, between February 28<sup>th</sup> and March 5<sup>th</sup>, 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  $\pm 3.1$  percentage points, 19 times out of 20.

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

**Full data tables with weighted and unweighted number of interviews is [here](#).**

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	1001 Randomly selected individuals.		
Source of Sample	Nanos Probability Panel	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.
Type of Sample	Probability		
Margin of Error	±3.1 percentage points, 19 times out of 20.		
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	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.
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.	Estimated Response Rate	12 percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Field Dates	February 28 <sup>th</sup> to March 5 <sup>th</sup> , 2025.	Research/Data Collection Supplier	Nanos Research
Language of Survey	The survey was conducted in both English and French.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		Tabulations





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# Any questions?

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For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)





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