

Majority of Canadians are concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions.  
(April 4 to April 6, 2025)

Nanos will be tracking opinion on a nightly basis throughout the 45<sup>th</sup> Canadian federal election campaign. Visit [www.theglobeandmail.com](http://www.theglobeandmail.com), [www.ctvnews.ca](http://www.ctvnews.ca) or [www.nanos.co](http://www.nanos.co) to access the latest data and analysis.

**“ More than seven in ten people (72%) are concerned or somewhat concerned that Canadian tariff retaliation will escalate tensions between Canada and the United States. This cuts across all regions, demographic groups and partisan preferences. (Survey ending April 6, 2025) ”**

**Nik Nanos, Chief Data Scientist**

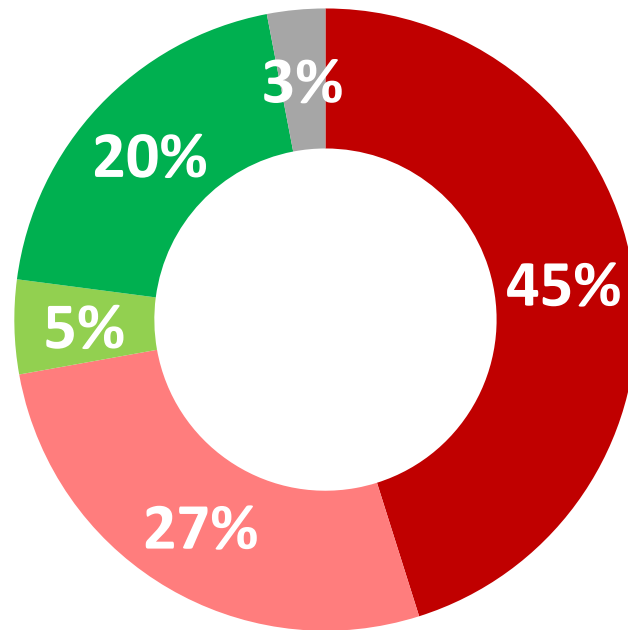
# Concerns about tariff retaliation escalation

**Question:** Are you concerned, somewhat concerned, somewhat not concerned or not concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions between Canada and the US?

**Source:** CTV News-Globe and Mail/Nanos Research tracking survey, April 4 to 6, 2025, n=1264, accurate 2.8 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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

Nearly **3 in 4** Canadians

are concerned or somewhat concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions between Canada and the US, while one in four Canadians are somewhat not concerned or not concerned.



# Concerns about tariff retaliation escalation – by region

**Question:** Are you concerned, somewhat concerned, somewhat not concerned or not concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions between Canada and the US?

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	April 6, 2025 Canada (n=1264)	Atlantic (n=126)	Quebec (n=313)	Ontario (n=371)	Prairies (n=268)	B.C. (n=186)
Concerned	45.1%	37.5%	50.5%	48.8%	39.8%	36.3%
Somewhat concerned	27.0%	33.3%	27.0%	25.6%	27.4%	27.6%
Somewhat not concerned	4.9%	6.2%	5.9%	3.0%	4.5%	8.3%
Not concerned	19.9%	21.6%	13.8%	19.2%	23.9%	26.3%
Unsure	3.0%	1.4%	2.7%	3.3%	4.6%	1.6%



# Concerns about tariff retaliation escalation – by age and gender

**Question:** Are you concerned, somewhat concerned, somewhat not concerned or not concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions between Canada and the US?

**Source:** CTV News-Globe and Mail/Nanos Research tracking survey, April 4 to 6, 2025, n=1264, accurate 2.8 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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	April 6, 2025 Canada (n=1264)	Men (n=703)	Women (n=561)	18 to 34 (n=227)	35 to 54 (n=430)	55 plus (n=607)
Concerned	45.1%	43.3%	46.9%	41.2%	43.6%	48.9%
Somewhat concerned	27.0%	23.8%	30.2%	33.7%	29.4%	20.9%
Somewhat not concerned	4.9%	5.1%	4.7%	5.7%	4.4%	4.8%
Not concerned	19.9%	24.9%	15.1%	17.0%	19.9%	21.8%
Unsure	3.0%	2.9%	3.1%	2.4%	2.8%	3.6%









# Concerns about tariff retaliation escalation – by vote profile

**Question:** Are you concerned, somewhat concerned, somewhat not concerned or not concerned that any Canadian tariff retaliation with the United States will result in a further escalation of tensions between Canada and the US?

**Source:** Globe and Mail-CTV News/Nanos Research tracking survey, April 4 to 6, 2025, n=1264, accurate 2.8 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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	April 6, 2025 Canada (n=1264)	 LPC (n=493)	 CPC (n=440)	 BQ (n=86)	 NDP (n=83)	 GPC (n=25)*	 PPC (n=18)*	Undecided (n=113)
Concerned	45.1%	44.2%	46.1%	53.8%	31.1%			52.2%
Somewhat concerned	27.0%	29.5%	24.2%	25.0%	40.8%			20.7%
Somewhat not concerned	4.9%	4.3%	4.4%	9.6%	5.9%			4.7%
Not concerned	19.9%	19.5%	22.5%	11.6%	18.3%			17.0%
Unsure	3.0%	2.6%	2.8%	-	3.9%			5.5%

\*Note: data with n-values under 30 have been suppressed due to small sample size

# METHODOLOGY

The CTV-Globe and Mail/Nanos nightly federal election tracking conducted by Nanos Research surveys 1,200 Canadians aged 18 years and over three days (400 interviews each day). Respondents are all randomly recruited through a dual-frame (cell- and land-line) RDD sample using live agents. Three quarters of the sample are administered the questionnaire by telephone and one quarter is 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 1,200 interviews, with the oldest group of 400 interviews being replaced by a new group of 400 each evening. The current data covers the three-night period ending April 6<sup>th</sup>, 2025.

A random survey of 1,264 Canadians is accurate  $\pm 2.8$  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: [by region age and gender](#); [by vote profile](#).**

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



Element	Description	Element	Description
Research sponsor	Globe and Mail-CTV	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 Canada. See tables for full weighting disclosure.
Population and Final Sample Size	1,264 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three day rolling average.	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 Insights Labs Probability Panel and RDD cell- land-lines.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet 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.
Margin of Error	±2.8 percentage points, 19 times out of 20.	Estimated Response Rate	Seven percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (75%) and online deployed to Nanos Insights Labs Probability Panel (25%).	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. FEDERAL Ballot was released as Part 1.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	This was module two of a nightly tracking survey.
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 questionnaire includes questions on which parties people would consider, then explores ballot and preferred prime minister preferences and closes with issue questions identified by CTV-Globe and Mail and demographics.
Demographics (Other)	Education, income	Research/Data Collection Supplier	Nanos Research
Fieldwork/Validation	Live interviews with live supervision to validate work.	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.
Number of Calls	Maximum of five call backs for the telephone sample.	Tabulations	<a href="#">By region, age, gender and number of weighted and unweighted interviews</a> <a href="#">By vote profile and number of weighted and unweighted interviews</a>
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm		
Field Dates	April 4 to 6, 2025		
Language of Survey	The survey was conducted in 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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# Any questions?

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