

Six in ten Canadians believe we are moving in the  
right direction for response to the US tariffs.  
(April 11 to April 13, 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.

***“ A majority of Canadians (60%) believe the country is moving in the right direction on the response to the US tariffs. Of note, committed Conservatives are twice as likely to think we are moving in the wrong direction compared to the national average (50% CPC wrong direction, 23% Canadians wrong direction). ”***

***Nik Nanos, Chief Data Scientist  
Survey ending April 13, 2025***

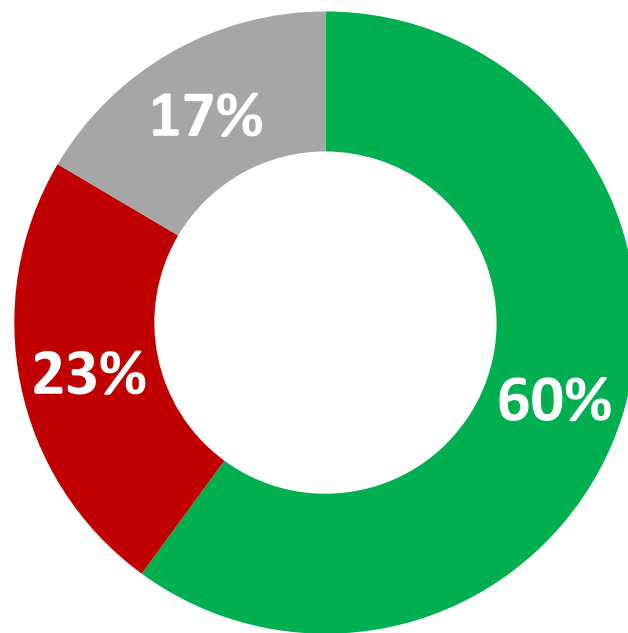
# Direction of Canada's response to US tariffs

**Question:** Do you think Canada's current response to the US tariffs is moving in the right direction or the wrong direction?

**Source:** CTV News-The Globe and Mail/Nanos Research tracking survey, April 11 to 13, 2025, n=1345, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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■ Right direction ■ Wrong direction ■ Unsure

## 3 in 5 Canadians

say that Canada's response to the US tariffs is moving in the right direction, while one in four say it is moving in the wrong direction and seventeen percent are unsure. Liberal voters are much more likely to say it is moving in the right direction (86%) than Conservative voters (31%) or Bloc voters (52%).

# Direction of Canada's response to US tariffs – by region

**Question:** Do you think Canada's current response to the US tariffs is moving in the right direction or the wrong direction?

**Source:** The Globe and Mail/CTV News/Nanos Research tracking survey, April 11 to 13, 2025, n=1345, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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|                 | April 13,<br>2025<br>Canada<br>(n=1345) | Atlantic<br>(n=133) | Quebec<br>(n=313) | Ontario<br>(n=399) | Prairies<br>(n=295) | B.C.<br>(n=205) |
|-----------------|---|---------------------|-------------------|--------------------|---------------------|-----------------|
| Right direction | 60.1%                                   | 74.3%               | 59.8%             | 62.9%              | 47.9%               | 60.9%           |
| Wrong direction | 23.4%                                   | 16.8%               | 23.0%             | 22.1%              | 32.7%               | 19.5%           |
| Unsure          | 16.5%                                   | 8.8%                | 17.2%             | 15.0%              | 19.4%               | 19.6%           |

# Direction of Canada's response to US tariffs – by age and gender

**Question:** Do you think Canada's current response to the US tariffs is moving in the right direction or the wrong direction?

**Source:** CTV News-The Globe and Mail/Nanos Research tracking survey, April 11 to 13, 2025, n=1345, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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|                 | April 13,<br>2025<br>Canada<br>(n=1345) | Men<br>(n=725) | Women<br>(n=620) | 18 to 34<br>(n=254) | 35 to 54<br>(n=449) | 55 plus<br>(n=642) |
|-----------------|---|----------------|------------------|---------------------|---------------------|--------------------|
| Right direction | 60.1%                                   | 54.9%          | 65.0%            | 53.6%               | 56.9%               | 67.1%              |
| Wrong direction | 23.4%                                   | 30.3%          | 16.9%            | 26.4%               | 27.2%               | 18.3%              |
| Unsure          | 16.5%                                   | 14.8%          | 18.1%            | 20.0%               | 15.9%               | 14.6%              |









# Direction of Canada's response to US tariffs – by vote profile

**Question:** Do you think Canada's current response to the US tariffs is moving in the right direction or the wrong direction?

**Source:** The Globe and Mail/CTV News/Nanos Research tracking survey, April 11 to 13, 2025, n=1345, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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|                 | April 13,<br>2025<br>Canada<br>(n=1345) |  LPC<br>(n=561) |  CPC<br>(n=503) |  NDP<br>(n=102) |  Bloc<br>(n=74) |  GREEN PARTY<br>GPC<br>(n=21) |  PPC<br>(n=14) | Undecided<br>(n=68) |
|-----------------|---|--|--|--|--|--|---|---------------------|
| Right direction | 60.1%                                   | 85.7%  | 30.5%  | 74.5%  | 51.7%  |  |   | 48.3%               |
| Wrong direction | 23.4%                                   | 4.4%   | 49.5%  | 6.4%   | 27.5%  |  |   | 12.9%               |
| Unsure          | 16.5%                                   | 9.9%   | 20.1%  | 19.2%  | 20.8%  |  |   | 38.9%               |

\*Shaded due to a sample size of less than 30.

# METHODOLOGY

The CTV News-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 13, 2025.

A random survey of 1,345 Canadians is accurate  $\pm 2.7$  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 News   | 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 | 1,345 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                  | ±2.7 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.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone: (613) 234-4666 ext. 237<br>Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> . |
| 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><br><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 11 to 13, 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.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |                                   |  |





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# Any questions?

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