



Canadians say agriculture and auto industries should be top priorities for the government to help counter US tariffs.

National survey released October 2025
Field: October 27th to October 30th, 2025
Submission 2025-2940

An illustration of two large cargo ships on a body of water. The ship on the left is white with red and grey stripes on its hull and has blue and white containers on its deck. The ship on the right is red with grey stripes on its hull and has red and white containers on its deck. The background is a light blue sky and water.

This survey gauged the views of Canadians on which industry the federal government should prioritize in terms of supporting to help counter US tariffs.

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 October 27th and 30th, 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 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.

Prioritized industry in terms of supporting to help counter US tariffs

Q – Thinking about the impact of US tariffs in Canada, which industry do you think the federal government should prioritize in terms of supporting to help counter US tariffs? Please rank the top 2 where 1 is the sector where the government should spend the most money and 2 the second most.

- > **Agriculture**
(29% first rank; 19% second rank)
- > **Auto**
(24% first rank; 18% second rank)
- > **Softwood Lumber**
(19% first rank; 31% second rank)
- > **Aluminum**
(15% first rank; 25% second rank)
- > **Other (Please specify___)**
(three per cent first rank; three per cent second rank)
- > **Unsure**
(seven per cent first rank; four per cent second rank)
- > **None of the above**
(five per cent first rank; one per cent second rank)

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1032, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Prioritized industry in terms of supporting to help counter US tariffs – First ranked

Q – Thinking about the impact of US tariffs in Canada, which industry do you think the federal government should prioritize in terms of supporting to help counter US tariffs? Please rank the top 2 where 1 is the sector where the government should spend the most money and 2 the second most. [RANK 1]

	2025-10 (n=1032)	Atlantic (n=101)	Quebec (n=242)	Ontario (n=319)	Prairies (n=217)	BC (n=153)	Men (n=532)	Women (n=500)	18-34 (n=186)	35-54 (n=332)	55 plus (n=514)
Agriculture	28.7%	27.6%	26.2%	24.7%	41.7%	28.3%	25.4%	31.9%	29.1%	28.3%	28.8%
Auto	23.8%	24.0%	13.9%	35.1%	18.3%	15.2%	26.1%	21.5%	20.6%	25.4%	24.6%
Softwood Lumber	18.6%	24.8%	16.7%	14.3%	14.8%	35.3%	18.6%	18.5%	18.1%	17.7%	19.5%
Aluminum	14.7%	11.3%	29.8%	12.3%	7.0%	7.8%	16.8%	12.7%	11.5%	13.8%	17.5%
Other (Please specify____)	2.5%	3.1%	1.7%	2.2%	4.5%	1.8%	2.2%	2.8%	3.7%	2.3%	1.9%
Unsure	6.5%	6.9%	8.5%	6.7%	5.2%	4.2%	4.2%	8.7%	9.6%	7.5%	3.7%
None of the above	5.2%	2.2%	3.1%	4.7%	8.5%	7.5%	6.7%	3.8%	7.4%	5.0%	4.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, October 27th to October 30th, 2025, n=1032, 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 1,045 Canadians, 18 years of age or older, between October 27th and 30th, 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 CTV News and the research was conducted by Nanos Research.

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

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



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1045 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 27 th to October 30 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/

Element	Description
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
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 lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on tariffs, the federal budget, grocery affordability and the annual operating deficit.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
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 and gender



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

Any questions?



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