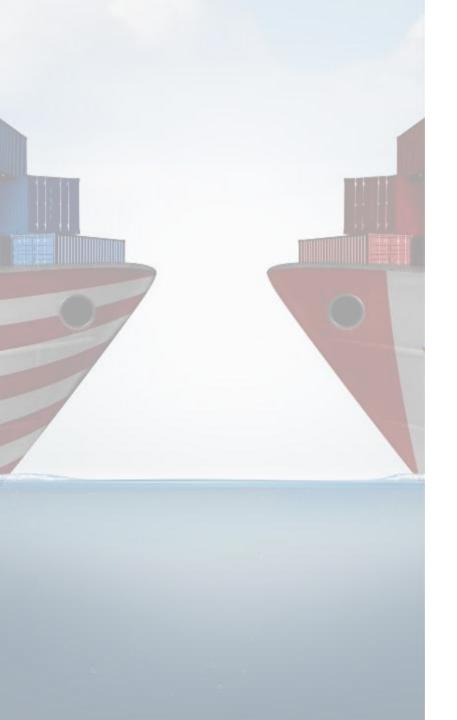
Canadians say agriculture and auto industries should be top priorities for the government to help counter US tariffs.



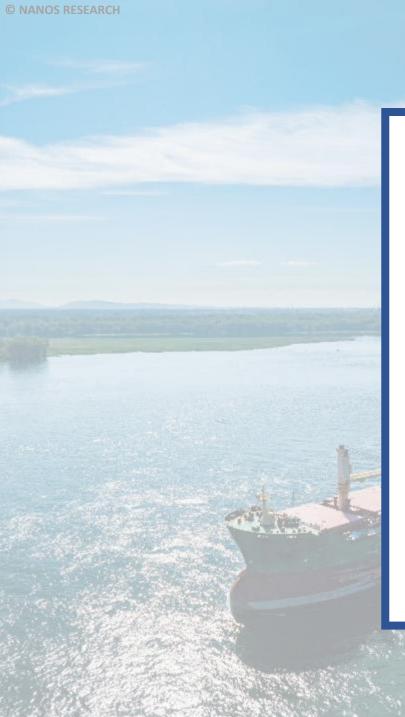


This survey gauged the views of Canadians on which industry the federal government should prioritize in terms of supporting to help counter US tariffs.

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  $27^{th}$  and  $30^{th}$ , 2025, as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  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 (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 27<sup>th</sup> to October 30<sup>th</sup>, 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 27<sup>th</sup> to October 30<sup>th</sup>, 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 27<sup>th</sup> and 30<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  $\pm 3.0$  percentage points, 19 times out of 20.

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

<u>Full data tables with weighted and unweighted</u> number of interviews are here.

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

Element	Description	Element	Description				
Research sponsor	CTV News		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	1045 Randomly selected individuals.	Weighting of Data					
Source of Sample	Nanos Probability Panel		Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the				
Type of Sample	Probability	Screening	media or a political party prior to administering the survey to ensure the integrity of the data.				
Margin of Error	±3.0 percentage points, 19 times out of 20.		Individuals younger than 18 years old; individuals without land or				
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Excluded Demographics	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				
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	oversampled to allow for a minimum regional sample.  12 percent, consistent with industry norms.				
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.				
	administered online		Topics on the omnibus ahead of the survey content included:				
Number of Calls	Maximum of five call backs to those recruited.	Question Content	views on political issues, views on economic issues, views on tariffs, the federal budget, grocery affordability and the annual				
Time of Calls	Individuals recruited were called between 12-5:30 pm and		operating deficit.				
Field Dates	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  Language of Survey	October 27 <sup>th</sup> to October 30 <sup>th</sup> , 2025.  The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research				
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/	Contact Tabulations	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.  By region, age and gender				



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#### nanos dimap analytika

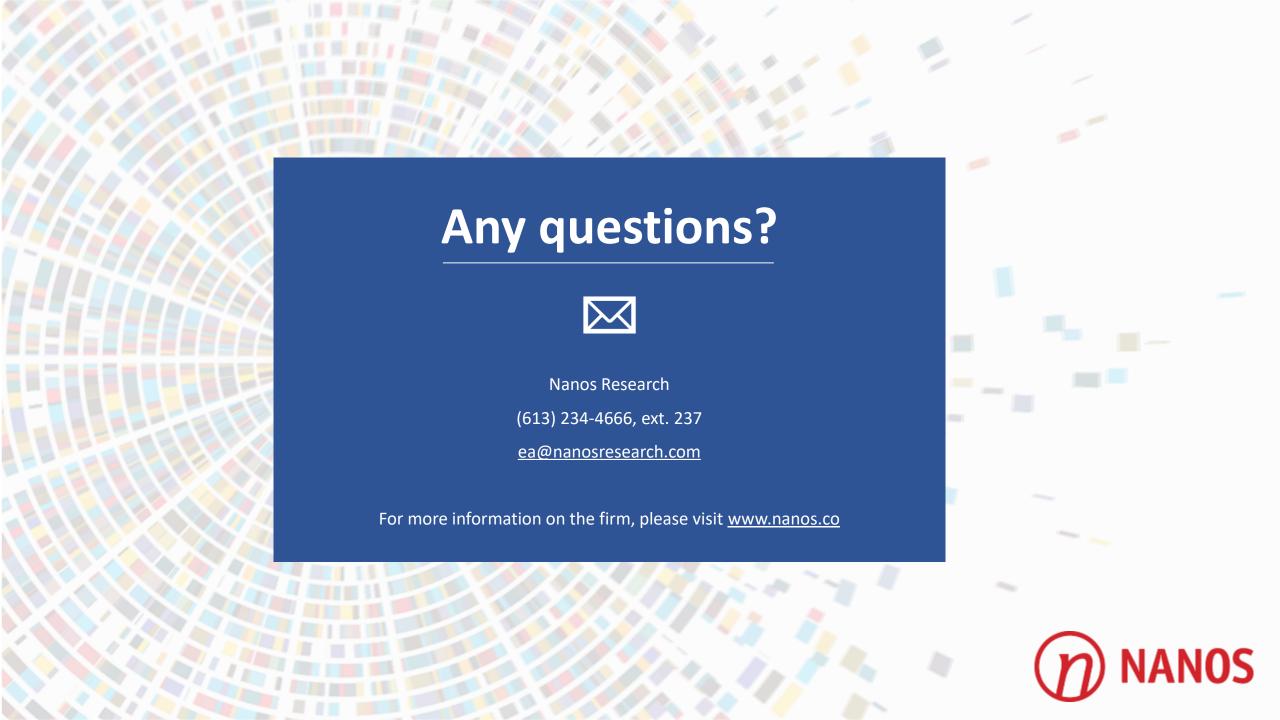


dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> 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**Stratēgies

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





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