

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Sample Size	1606	225	156	132	126	431	405	131	1384	219	788	818	443	539	623	223	266	299	221	274	324	103	208	457	353	150	140	646	499	461	592	624	91	103	34	163	1288	318

Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing "" are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.

QF1. Have you seen the Ad?

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Yes, saw all of it	35%	36%	33%	33%	34%	41%	26%	39%	35%	37%	41%	30%	24%	32%	46%	34%	38%	48%	14%	25%	44%	20%	39%	35%	40%	36%	39%	36%	31%	38%	35%	42%	33%	21%	45%	16%	38%	22%
Yes, saw part of it	28%	28%	26%	29%	28%	27%	31%	29%	29%	23%	28%	29%	26%	27%	32%	25%	27%	30%	27%	26%	34%	27%	27%	29%	29%	31%	26%	29%	28%	28%	36%	39%	21%	21%	21%	28%	31%	
No, didn't see it	36%	36%	41%	38%	37%	32%	43%	32%	36%	40%	32%	41%	50%	42%	23%	41%	34%	22%	59%	49%	23%	53%	34%	36%	31%	33%	35%	35%	41%	34%	37%	29%	31%	39%	35%	63%	34%	47%
Net: yes	64%	64%	59%	62%	63%	68%	57%	68%	64%	60%	68%	59%	50%	58%	77%	59%	66%	78%	41%	51%	77%	47%	66%	64%	69%	67%	65%	65%	59%	66%	63%	71%	69%	61%	65%	37%	66%	53%

QF2. Based on what you've seen, read, or heard, do you believe Ontario's ad was...

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
An accurate representation	60%	57%	47%	59%	62%	62%	64%	68%	62%	50%	63%	59%	52%	54%	72%	60%	56%	70%	45%	51%	74%	46%	66%	61%	60%	63%	70%	56%	61%	67%	43%	78%	69%	75%	53%	44%	60%	63%
Fraudulent	10%	15%	18%	17%	9%	6%	8%	9%	9%	15%	14%	6%	9%	11%	9%	13%	17%	12%	4%	6%	7%	6%	9%	11%	12%	8%	14%	13%	9%	6%	21%	1%	3%	1%	19%	8%	10%	8%
Not sure/ Can't say	30%	28%	34%	23%	30%	32%	28%	23%	29%	36%	24%	35%	39%	35%	18%	28%	27%	18%	51%	43%	19%	48%	25%	28%	28%	29%	16%	31%	30%	27%	36%	20%	28%	24%	29%	48%	30%	29%

QF3. And do you agree or disagree with the Ontario government running this ad?

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Strongly agree	31%	30%	29%	26%	26%	30%	32%	35%	31%	29%	34%	27%	26%	27%	37%	32%	32%	38%	20%	22%	36%	32%	34%	32%	31%	36%	26%	30%	29%	34%	20%	41%	32%	47%	30%	21%	30%	31%
Agree	26%	24%	20%	24%	28%	27%	25%	28%	26%	20%	23%	28%	27%	21%	28%	27%	17%	26%	27%	25%	30%	22%	30%	25%	25%	17%	22%	24%	26%	27%	19%	30%	37%	20%	18%	29%	26%	24%
Disagree	16%	17%	9%	11%	14%	16%	19%	12%	16%	12%	15%	16%	16%	18%	13%	17%	17%	12%	14%	19%	15%	13%	10%	17%	18%	13%	19%	16%	14%	16%	20%	12%	10%	14%	18%	15%	14%	20%
Strongly disagree	13%	15%	25%	22%	18%	11%	10%	11%	12%	21%	16%	10%	8%	17%	14%	10%	20%	17%	6%	14%	11%	11%	12%	15%	12%	15%	20%	16%	13%	9%	27%	4%	5%	5%	26%	7%	14%	10%
Not sure/Can't say	15%	14%	17%	17%	14%	16%	14%	14%	15%	18%	11%	19%	24%	17%	8%	14%	14%	7%	33%	19%	9%	21%	14%	12%	14%	20%	13%	14%	17%	14%	14%	13%	16%	14%	8%	25%	15%	14%
Net: Agree	56%	54%	49%	50%	54%	57%	57%	64%	57%	49%	58%	54%	53%	48%	65%	59%	49%	64%	47%	47%	66%	54%	64%	57%	56%	52%	48%	53%	55%	61%	39%	70%	69%	65%	48%	50%	56%	56%
Net: Disagree	29%	32%	34%	33%	32%	27%	29%	23%	28%	33%	31%	27%	23%	35%	27%	27%	29%	20%	34%	25%	28%	22%	22%	31%	30%	27%	39%	33%	28%	25%	47%	16%	18%	20%	44%	22%	28%	30%

QF4. Do you think the ads improved, worsened, or made no difference to Canada's position in these tariff negotiations?

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French
Improved	11%	10%	8%	9%	11%	10%	13%	12%	11%	11%	13%	8%	10%	7%	14%	13%	9%	18%	7%	4%	12%	11%	17%	13%	6%	9%	9%	12%	9%	11%	6%	15%	12%	18%	3%	5%	10%	13%
Made no difference	30%	29%	26%	26%	33%	32%	27%	36%	31%	22%	29%	30%	28%	28%	33%	29%	30%	28%	28%	25%	37%	27%	30%	27%	38%	26%	31%	28%	29%	33%	24%	34%	43%	34%	24%	25%	31%	26%
Worsened	43%	45%	49%	52%	38%	40%	44%	37%	42%	50%	44%	42%	39%	49%	40%	41%	47%	43%	37%	51%	37%	35%	34%	46%	43%	47%	49%	44%	44%	40%	58%	33%	24%	35%	53%	41%	42%	47%
Not sure/ Can't say	17%	16%	17%	13%	19%	18%	16%	15%	17%	17%	13%	20%	23%	16%	13%	17%	13%	11%	28%	20%	15%	27%	19%	13%	13%	18%	11%	16%	18%	16%	13%	18%	21%	13%	20%	29%	18%	14%

QF5. And how much of a difference, if any, do you think the ad will have on making Americans more sympathetic to a point of view that is different from Trump's on tariffs?

		Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)					Education			2025 Fed Vote							Language	
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	Total	BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French	
Will make a massive difference	7%	5%	6%	6%	4%	9%	7%	8%	7%	5%	7%	7%	6%	5%	10%	6%	7%	9%	7%	3%	10%	10%	7%	8%	7%	5%	4%	6%	7%	8%	6%	10%	4%	4%	4%	1%	6%	7%	6%
Will make a small difference	40%	38%	35%	40%	38%	37%	50%	37%	41%	35%	39%	41%	39%	35%	45%	40%	32%	44%	39%	38%	46%	33%	45%	40%	41%	40%	47%	37%	40%	45%	29%	49%	55%	56%	32%	30%	37%	51%	
Will make no difference at all	37%	43%	44%	41%	37%	37%	30%	38%	37%	39%	42%	33%	33%	42%	36%	36%	49%	40%	30%	36%	33%	35%	38%	39%	36%	38%	43%	37%	30%	51%	27%	28%	25%	55%	34%	39%	30%		
Not sure/Can't say	15%	14%	15%	14%	20%	17%	14%	16%	15%	20%	12%	19%	22%	18%	9%	18%	13%	7%	25%	23%	11%	22%	10%	12%	16%	17%	14%	15%	16%	14%	13%	14%	15%	13%	30%	16%	13%		

QF6. Is this the kind of project you yourself would donate to?

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)						Education				2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
Yes, I would donate money	8%	4%	7%	11%	5%	9%	8%	7%	8%	8%	9%	6%	6%	7%	9%	8%	10%	10%	4%	5%	8%	7%	10%	8%	7%	8%	12%	7%	8%	9%	6%	11%	12%	6%	3%	1%	8%	7%		
I would not donate but I would support this	42%	43%	32%	38%	39%	43%	44%	47%	44%	31%	41%	43%	50%	37%	41%	51%	36%	39%	48%	38%	44%	39%	45%	45%	42%	39%	38%	38%	43%	46%	28%	53%	51%	47%	51%	40%	42%	41%		
I would not donate and do not support this	36%	38%	44%	40%	40%	31%	36%	35%	35%	41%	38%	33%	26%	41%	37%	26%	44%	42%	26%	39%	33%	29%	31%	37%	39%	35%	38%	39%	35%	31%	52%	24%	17%	30%	36%	34%	35%	39%		
Not sure/Can't say	15%	15%	17%	12%	15%	16%	12%	11%	14%	20%	11%	18%	18%	14%	12%	15%	10%	9%	22%	18%	15%	25%	15%	10%	12%	17%	12%	16%	14%	14%	14%	12%	20%	17%	10%	24%	15%	13%		

QF7. Some people say that on these tariff negotiations, Trump is methodical and strategic, while others say he's irrational and erratic. What is closest to your view?

	Total	Province							Geo Type		Gender		Age			Gender-Age						HHI (Fine)						Education				2025 Fed Vote							Language	
		BC	AB	SK	MB	ON	QC	ATL	Urban	Rural	Male	Female	18-34	35-54	55+	M 18-34	M 35-54	M 55+	F 18-34	F 35-54	F 55+	<\$25K	\$25K-<\$50K	\$50K-<\$100K	\$100K-<\$150K	\$150K-<\$200K	\$200K+	<=HS	College/Trade school	Univ+	CPC	Liberal	NDP	BQ	Other	No vote	English	French		
He's methodical and strategic	19%	22%	30%	21%	19%	16%	18%	20%	18%	27%	25%	14%	16%	24%	18%	23%	30%	22%	8%	19%	14%	9%	18%	20%	20%	21%	26%	24%	20%	12%	39%	5%	5%	10%	36%	14%	20%	19%		
He's irrational and erratic	71%	67%	65%	68%	72%	72%	73%	72%	73%	58%	66%	75%	72%	63%	76%	66%	60%	71%	79%	66%	81%	75%	73%	71%	73%	69%	65%	63%	73%	78%	48%	90%	87%	81%	62%	69%	70%	72%		
Not sure/Can't say	10%	11%	4%	10%	9%	12%	9%	8%	9%	15%	9%	11%	12%	12%	6%	11%	10%	7%	13%	15%	5%	17%	8%	9%	8%	10%	9%	12%	7%	10%	13%	6%	8%	9%	2%	18%	10%	9%		