

Federal issues survey

Q1.

BASE=ALL

(select up to three)

Thinking of the various issues and challenges facing Canada, which ones do you personally care about the most? (Select up to 3 from the list below or choose 'other' or write in yours if it's not on our list.)

[Randomize issues]

The Deficit / Government spending
The Economy
Health Care
Taxes
Jobs / Unemployment
Environment / Climate Change
Income inequality / Poverty
Indigenous issues / Reconciliation
Energy / Natural Resources / Pipelines
Ethics / Corruption
Crime / Public safety
Immigration / Refugees
Housing affordability
National Unity (Western Canada/Quebec)
International Issues
Relations with the U.S. including tariffs
Cost of Living / Inflation
Emergency preparedness
FIXED: Other (specify)

Q2.

BASE = ALL

SINGLE CHOICE

Overall, do you approve or disapprove of the performance of Prime Minister Mark Carney?

Strongly approve
Moderately approve
Moderately disapprove
Strongly disapprove
Not sure

QT1.

Base=All

Single choice

Moving on to another topic. As you may know, trade negotiations between the Canada and the U.S. broke off last month. In turn, the U.S. imposed 50% tariffs on more than \$27 billion worth of Canadian goods. In response, Canada says it will impose tariffs on American goods valued at a similar amount on Sept. 8. Both sides also say they are willing to continue negotiating.

Based on what you have read, seen, or heard, do you think Canada has a strong or a weak negotiating position relative to the United States?

We are in a strong negotiating position currently
The two countries are even – neither is strong or weak
We are in a weak negotiating position currently
Not sure/Can't say

Q2.
Base=All
Single

In your opinion, when should Canada return to the trade negotiating table with the United States?

Right away
Wait until after the U.S. midterm elections on Nov. 3
Wait longer than that, but before U.S. President Donald Trump is scheduled to leave office in 2029
Wait until Trump leaves office
Not sure/ Can't say

QT3. [mod-T]
Base=All
Single choice

Which of these overall approaches would you say Canada should take to negotiations going forward?

[RANDOMIZE]
A “soft” approach – making difficult concessions to keep a good relationship with our biggest trading partner
A “hard” approach – refusing difficult concessions even if it means a worsening of trade relations with the U.S.

QT4.
Base=All
Single choice

Some provinces have banned the sale of U.S. alcohol in liquor stores. This has been a tension point raised by American negotiators during the trade dispute. Suppose the U.S. asked that its alcohol be returned to the shelves across Canada as a condition of returning to the negotiating table, would you support or oppose your province selling U.S. alcohol?

Strongly support
Support
Oppose
Strongly oppose
Not sure/ Can't say

QT5.

Base=All

Single choice

The trade discussions in August would have reduced the tariff rate on Canadian-made vehicles and auto parts crossing the border from 25% to 15%. President Trump has since threatened to increase tariffs on all Canadian cars, trucks and auto parts to 50% beginning Jan. 1, 2027.

If it were up to you, which of the following options should Canada accept as part of a trade agreement with the United States?

Accept an agreement that keeps the 25% tariff
Accept an agreement that reduces the tariff to 15%
Accept only an agreement that removes the tariff entirely
Not sure / Can't say

QT6.

Base=All

Single choice

Another demand from the American negotiating team includes changing the Canada's rules to make it easier for U.S. dairy producers to sell milk, cheese and other dairy products in Canada.

Would you support or oppose making this change as a part of a future trade deal?

Strongly support
Support
Oppose
Strongly oppose
Not sure/Can't say

QT7.

Base=All
Single choice

If any of the following hypothetical situations happened as a result of this trade dispute, would you want Canada to stay the course in its negotiating strategy, or make the concessions needed to get a trade deal done?

[First two options split sample, half see one half see other]

Your household expenses (groceries, clothing, etc.) increase by 10%

Your household expenses (groceries, clothing, etc.) increase by 20%

Major factories leave Canada or move production to the U.S.

Small businesses in your community close

Canada enters a recession

You personally lose your job

Stay the course on Canada's negotiating strategy

Make the concessions needed to get a trade deal done

Not sure/Can't say