


# Impressions of Canadians on NAFTA renegotiations

National survey released June, 2017  
Project 2017-1038B



CTV  
NEWS



NANOS SURVEY



## More than half of Canadians are open or somewhat open to making concessions in upcoming NAFTA renegotiations

In general, over half of Canadians are open or somewhat open to Canada making concessions in order to keep an open trading relationship with the United States and Mexico.

- **Over one in two Canadians are open or somewhat open to Canada making concessions in order to keep an open trading relationship with the United States and Mexico** – More than one in two Canadians believe Canada should be open (12%) or somewhat open (42%) to making concessions in order to keep an open trading relationship with the United States and Mexico, while more than four in ten believe Canada should be somewhat closed (31%) or closed (ten per cent) to making concessions. Six per cent are unsure.

These observations are based on a Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between June 24<sup>th</sup> and 27<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

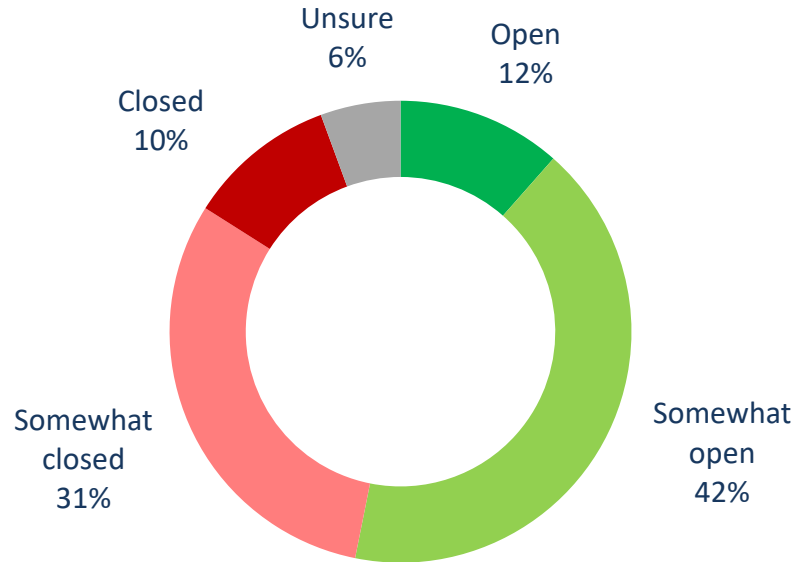
The data presented in this research is part of a joint project by CTV News and Nanos Research.



# Making concessions during NAFTA renegotiations

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, June 24<sup>th</sup> to 27<sup>th</sup>, 2017, n=1000 Canadians, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
+11.9



Subgroups	Open/ Somewhat open
Atlantic (n=100)	50.9%
Quebec (n=250)	49.0%
Ontario (n=300)	58.1%
Prairies (n=200)	53.4%
British Columbia (n=150)	51.3%
Male (n=511)	52.8%
Female (n=489)	53.5%
18 to 29 (n=159)	49.7%
30 to 39 (n=150)	51.5%
40 to 49 (n=179)	54.8%
50 to 59 (n=191)	50.7%
60 plus (n=321)	57.3%

\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the upcoming renegotiations of the North American Free Trade Agreement, should Canada be open, somewhat open, somewhat closed or closed to making concessions in order to keep an open trading relationship with the United States and Mexico?

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 24<sup>th</sup> and 27<sup>th</sup>, 2017 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 a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

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

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) 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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Thirteen percent, consistent with industry norms.
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The previous module asked about the top national unprompted issue of concern.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	June 24 <sup>th</sup> to 27 <sup>th</sup> , 2017.		
Language of Survey	The survey was conducted in both English and French.		

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Tabulations





**2017-1038B – CTV/Nanos Survey – NAFTA Renegotiations - STAT SHEET**

			Region					Gender		Age					
			Canada 2017-					British							
			05	Atlantic Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Thinking of the upcoming renegotiations of the North American Free Trade Agreement. Should Canada be open, somewhat open, somewhat closed or closed to making concessions in order to keep an open trading relationship with the United States and Mexico?	Total	Unwgt N	1000	100	250	300	200	150	511	489	159	150	179	191	321
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Open to making concessions	%	11.5	8.3	8.2	14.1	14.3	10.4	12.1	11.0	12.9	15.1	9.2	9.6	11.3
	Somewhat open to making concessions	%	41.6	42.6	40.8	44.0	39.1	40.9	40.7	42.5	36.8	36.4	45.6	41.1	46.0
	Somewhat closed to making concessions	%	30.8	28.4	36.8	29.4	26.8	30.5	33.8	27.9	36.2	29.1	29.0	31.4	28.6
	Closed to making concessions	%	10.4	14.2	9.3	8.8	9.9	13.6	10.0	10.8	7.4	11.1	10.8	13.3	9.9
	Unsure	%	5.6	6.4	4.9	3.7	9.9	4.7	3.4	7.7	6.7	8.2	5.5	4.6	4.2

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