

Neighbours 2: Trump, Trade, and Tariffs

Public Opinion Research
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Survey Methodology

The findings in this survey report are based on an online survey conducted by INNOVATIVE.

WHO?



American adults (18+) who are registered voters in the United States.

HOW MANY?



A survey of 1,007 adults. The final sample is weighted to n=1,007 among all adults.

WHEN?



January 23rd to January 24th, 2025

HOW?



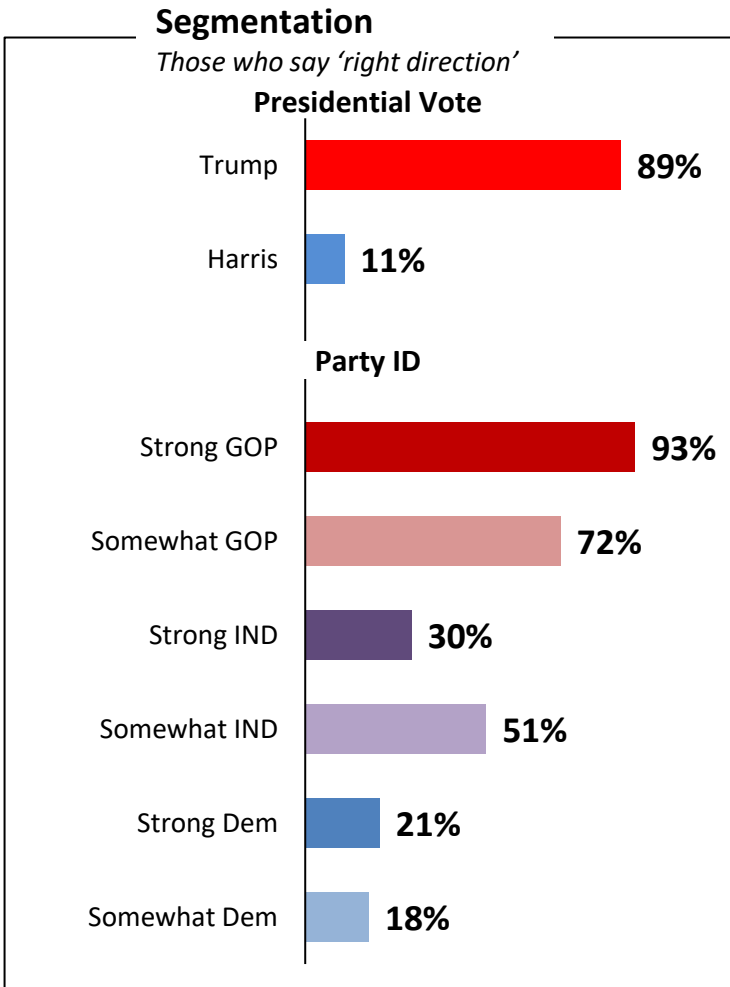
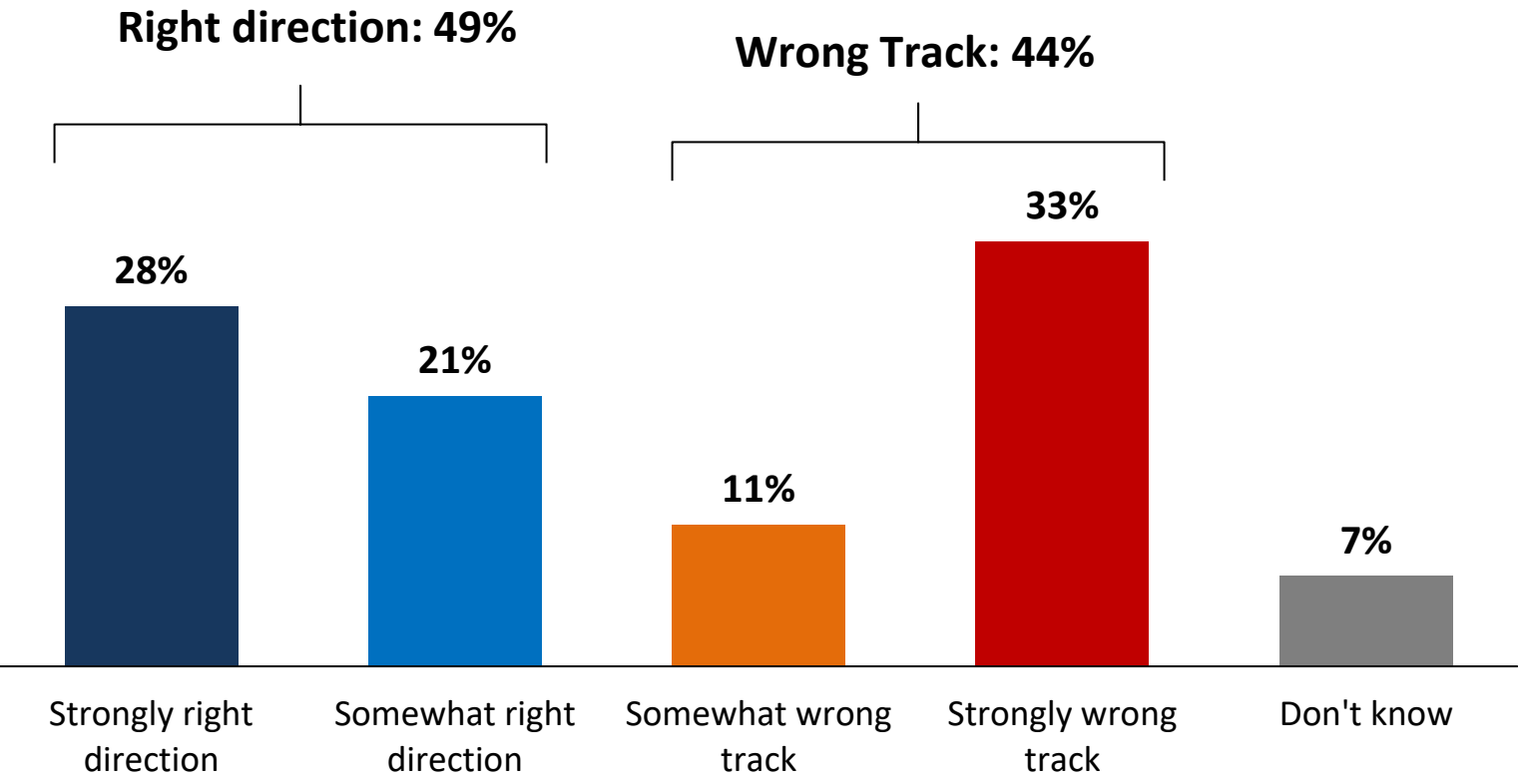
Online survey using online sample from WPAi, a leading provider of online survey samples.

US Opinion on Trump Changes: More Americans feel that Trump's changes are on the right track; 33% say 'strongly wrong track'



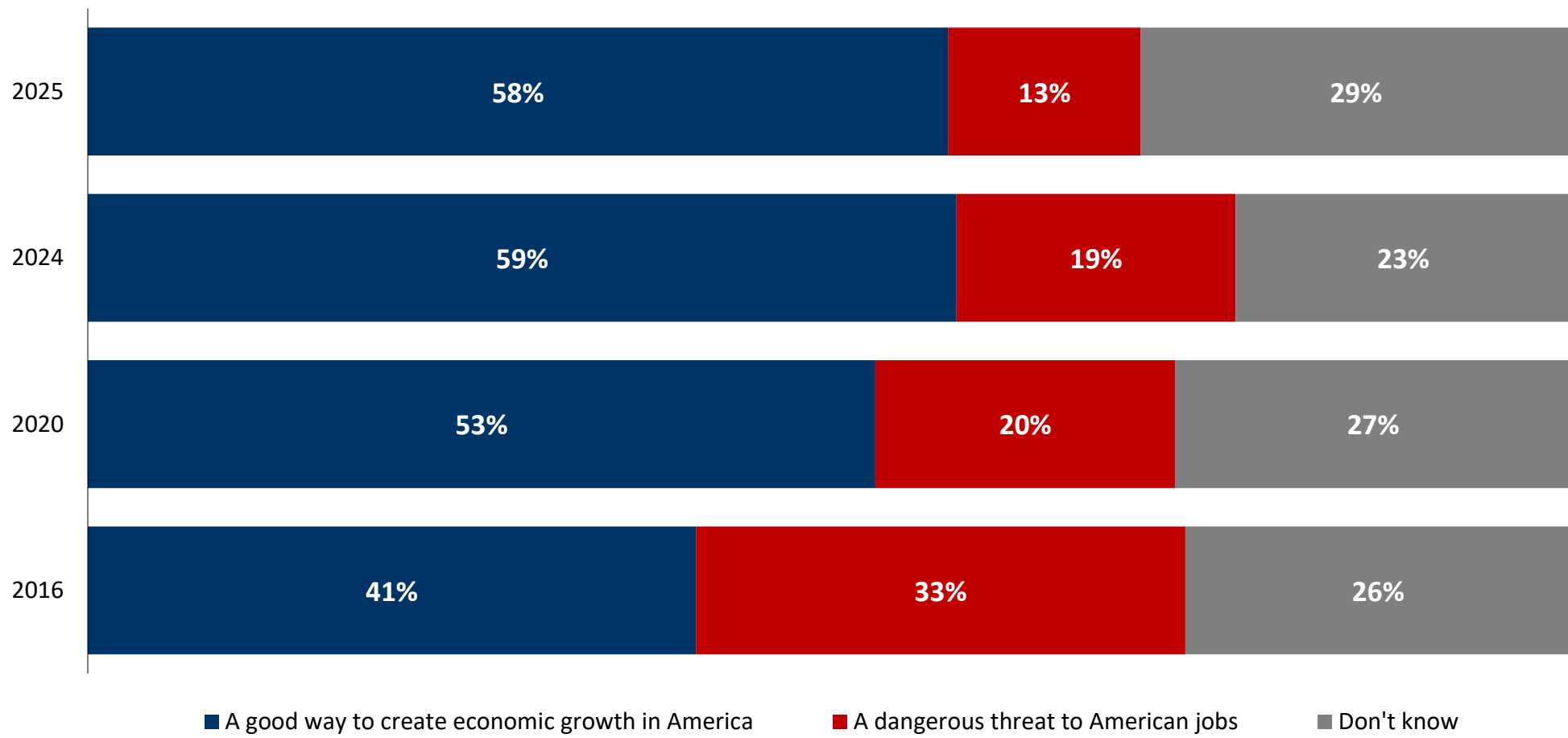
Generally speaking, do you feel Donald Trump's changes are going in the right direction, or do you feel they are headed on the wrong track? And do you feel strongly or somewhat strongly about that?

[asked of all respondents; n=1,007]



Free Trade: A majority feel that free trade agreements are a good way to create economic growth; fewer say it is a threat vs past waves

Q Which statement is closer to your point of view? Free trade agreements are...
[asked of all respondents; 2016-2024 n=2,000; 2025 n=1,007]

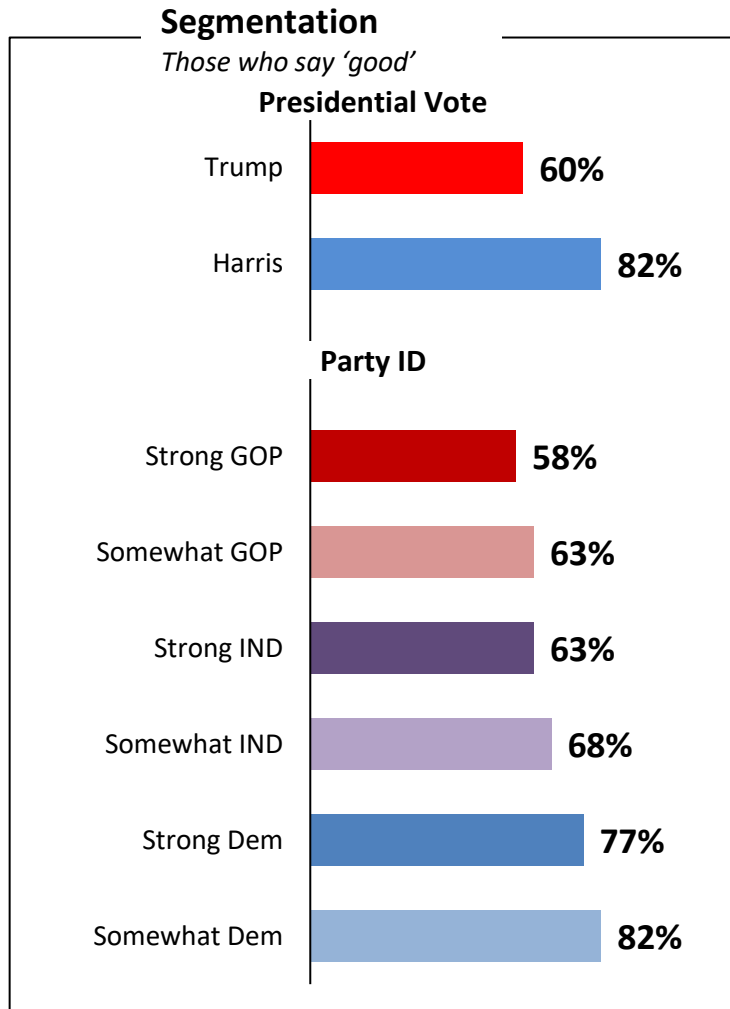
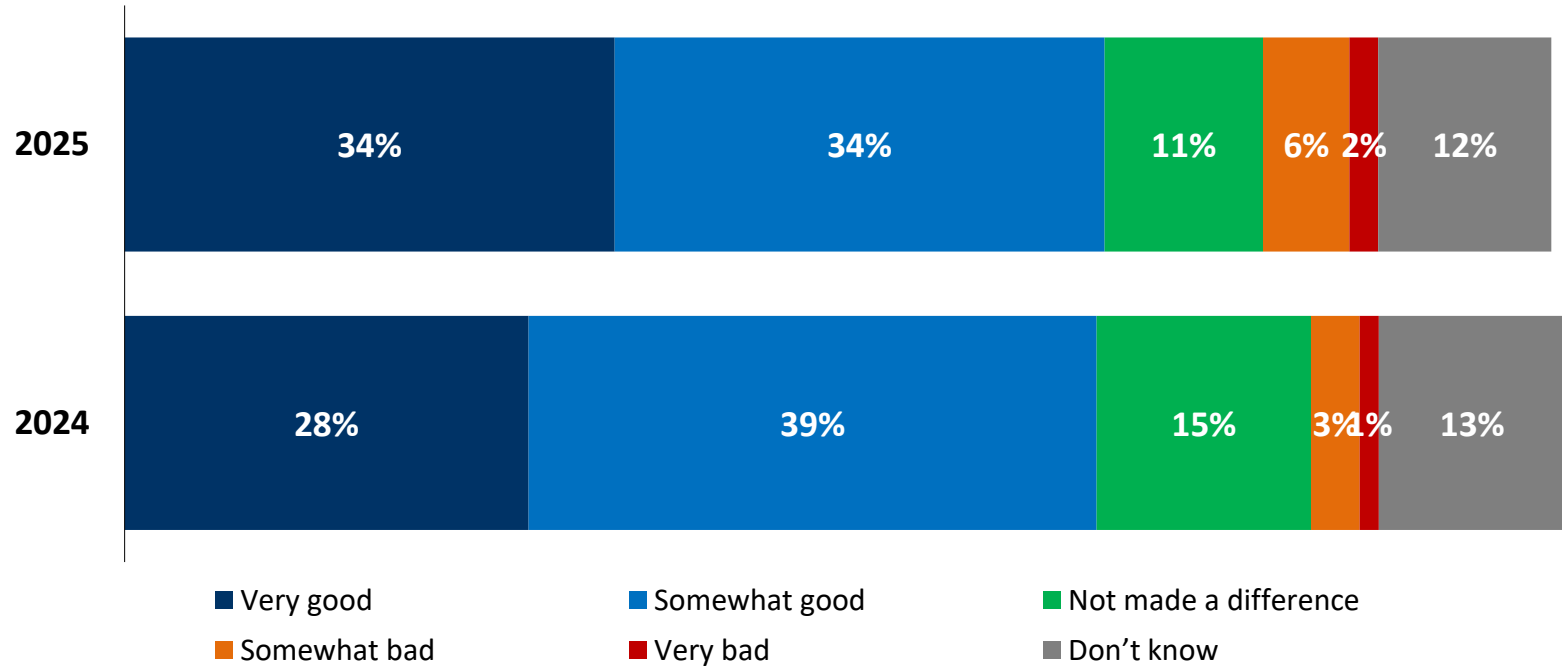


Free Trade: The share of those who say 'very good' is up 6 pts compared to last year; Dems are more likely to say 'good'



The United States currently has a free trade agreement with Canada. Do you think free trade with Canada has generally been a good thing for America or a bad thing for America?

[asked of all respondents; 2024 n=2,000; 2025 n=1,007]

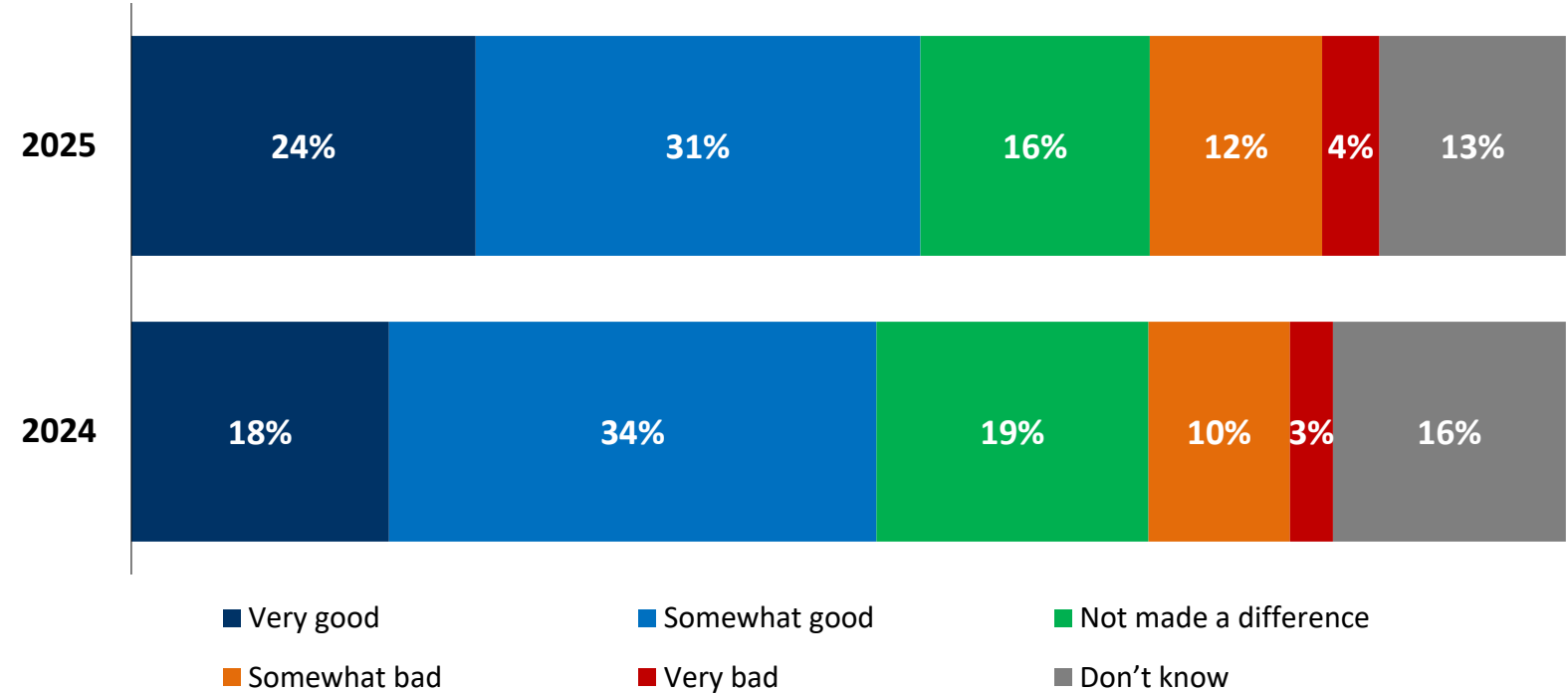


Importing Electricity: Those who say 'very good' is up 6 pts from last year; Dems are more likely to see importing electricity from CA as good



The United States currently imports electricity from Canada. Do you think importing electricity from Canada has generally been a good thing for America or a bad thing for America?

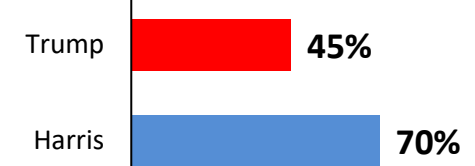
[asked of all respondents; 2024 n=2,000; 2025 n=1,007]



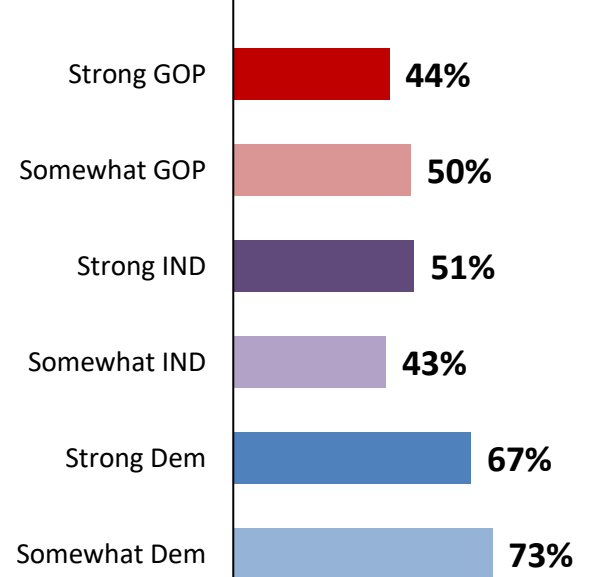
Segmentation

Those who say 'good'

Presidential Vote



Party ID

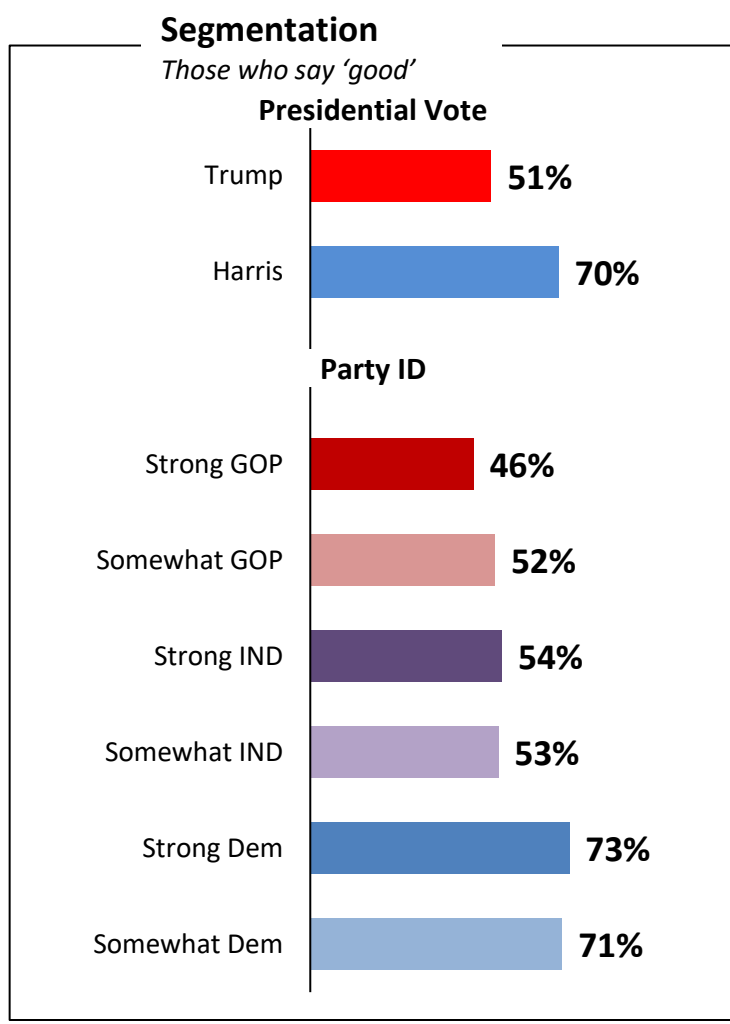
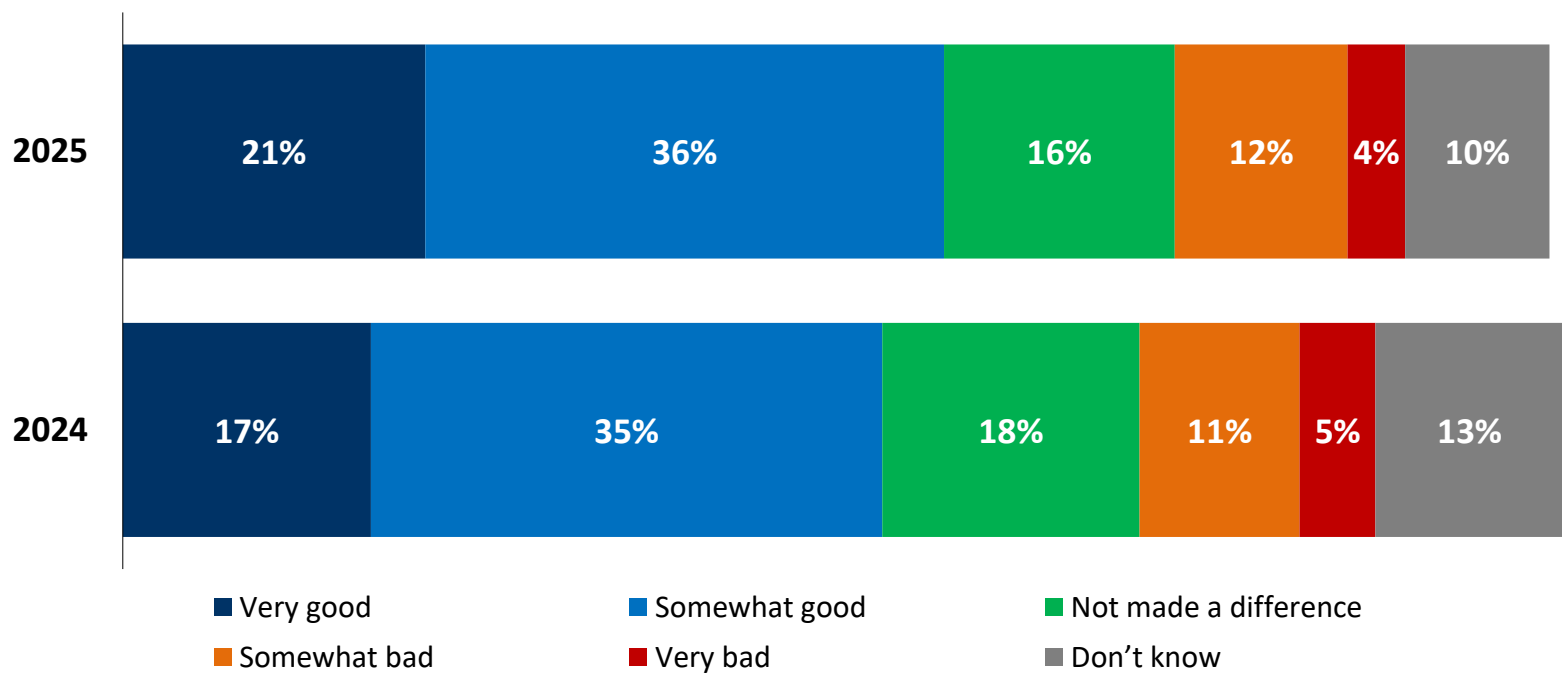


Importing Oil: Those who say it is 'good' are up directionally by 4 pts from last year



The United States currently imports oil from Canada. Do you think importing oil from Canada has generally been a good thing for America or a bad thing for America?

[asked of all respondents; 2024 n=2,000; 2025 n=1,007]



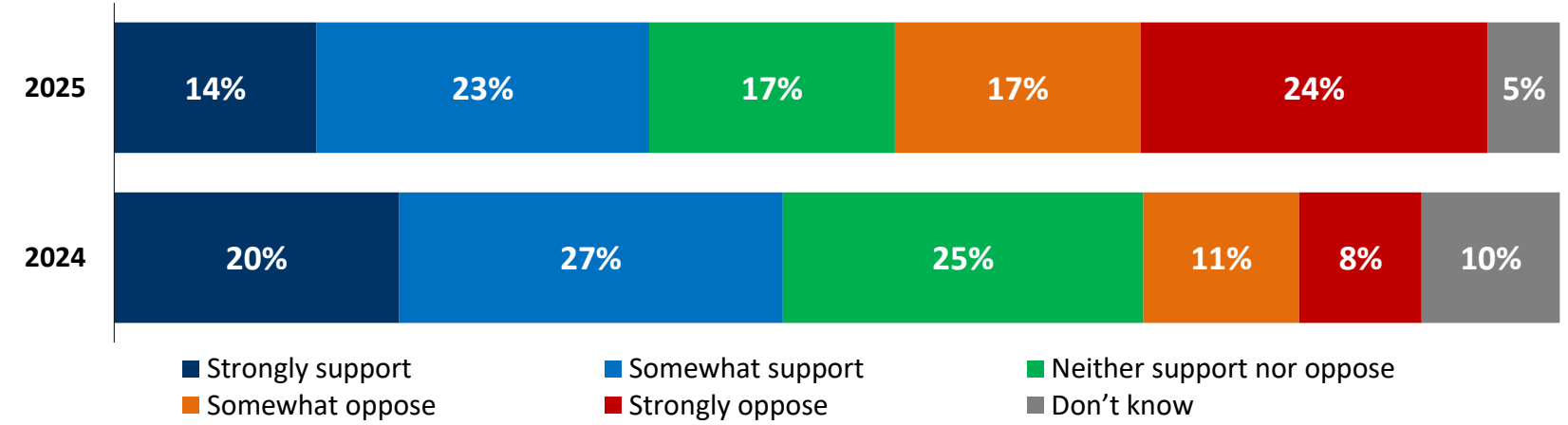
Trade Policies: Support for raising tariffs on Canadian imports has dropped dramatically since 2024



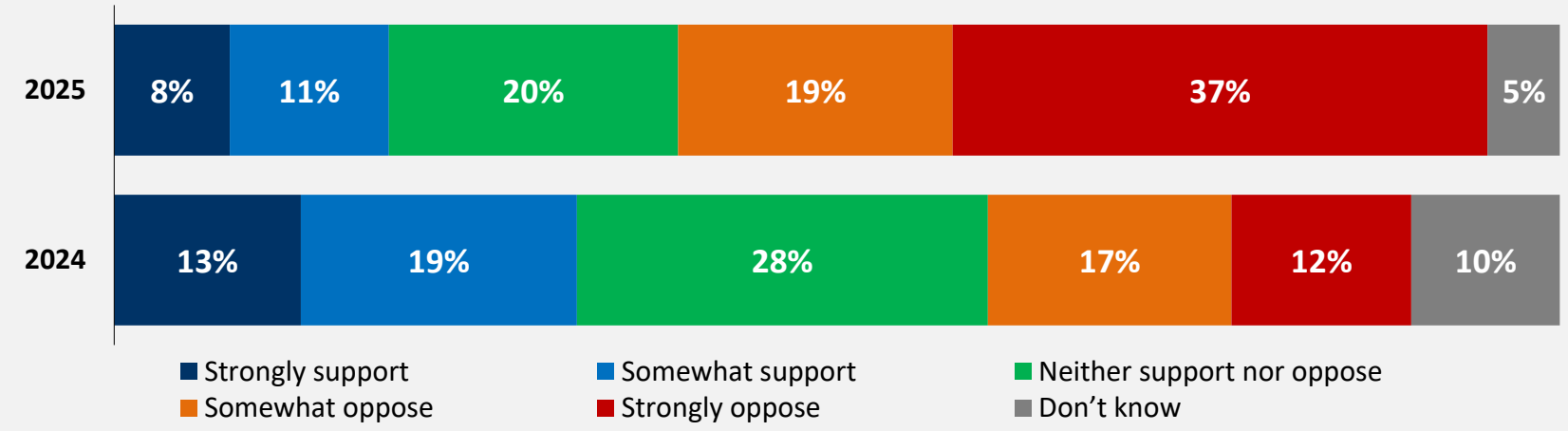
Below is a list of policies the federal government could adopt. For each policy, please indicate if you support or oppose that.
[asked of all respondents; 2024 n=2,000; 2025 n=1,007]

NET SUPPORT

Raise tariffs on all foreign imports by 10% across the board



Raise tariffs on imports from Canada by 25% across the board



Raise tariffs on imports from Canada by 10% across the board

Note: "Raise tariffs on imports from Canada by 10% across the board" was updated to "Raise tariffs on imports from Canada by 25% across the board" between waves of tracking.

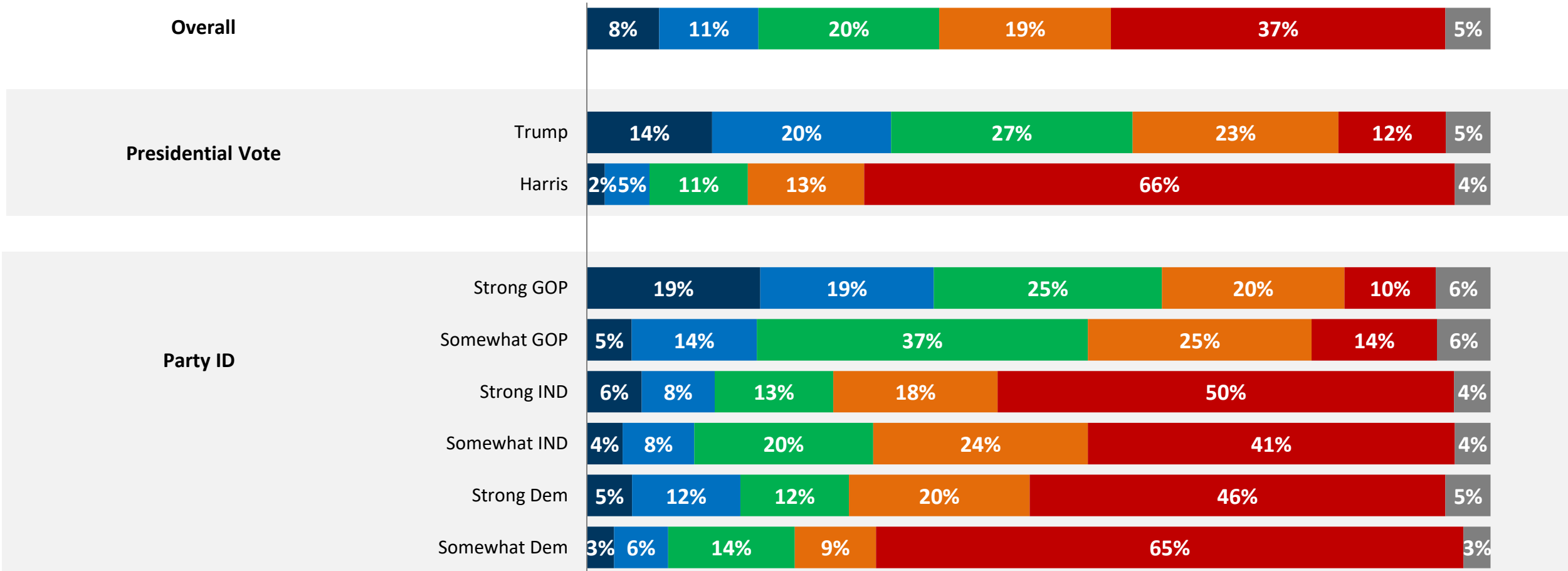
25% Tariffs BY Segmentation: Strong GOP divided on tariff, battleground groups are more opposed



Below is a list of policies the federal government could adopt. For each policy, please indicate if you support or oppose that.

Raise tariffs on imports from Canada by 25% across the board

[asked of all respondents; n=1,007]



■ Strongly Support ■ Somewhat Support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Don't know



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Building Understanding.