



# Canada This Month

# Ford's Electricity Surtax

Public Opinion Research  
Release Date: March 21<sup>st</sup>, 2025  
Field Dates: March 12<sup>th</sup>, 2025 to March 16<sup>th</sup>, 2025

# Key Findings

- 1** **7-in-10 (69%) Canadians have been closely following developments around Ontario's 25% surcharge.** Engagement is particularly high among Liberal (77%) and Conservative (75%) Party identifiers, men (75%), those 55+ (77%), and those in Atlantic Canada (74%).
- 2** **68% feel that the surcharge was a good idea, though a plurality say that Ford was right to suspend it after the meeting with Lutwick.** Thinking the surcharge was a good idea is highest among Liberal Party identifiers (77%), lower among Conservative Party identifiers (64%) and those in Alberta (59%). Thinking Ford was right to suspend the surcharge is particularly low among NDP identifiers (30%) and those in Atlantic Canada (29%).
- 3** **Just under half (47%) say the events made them more likely to support future retaliatory actions.** For 28%, the events made them feel neither more or less likely, while just 11% are left feeling less likely to support such actions. Support remains highest among Liberal Party identifiers (60%), those 55+ (59%), and those in Atlantic Canada (63%). However, support is lowest among those in Alberta (38%) and the Prairies (42%), CPC identifiers (43%), and NDP identifiers (45%).
- 4** **Those engaging with the news are generally more supportive.** They are more likely to say it was a good idea and more likely to support future retaliatory actions than those not closely following the developments. Those following *very closely* are highest on both *right* (48%) and *wrong* (33%) to suspend the tariffs than those less engaged, and only 7% say the surcharge never should have been imposed in the first place. Conversely, 12% of those following somewhat closely and 19% of those not following closely say the surcharge never should have been imposed.

# Survey Methodology

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

## WHO?



Canadian citizens, 18 or older, who reside in Canada.

## HOW MANY?



A survey of 1,178 adults. The final sample is weighted to n=1,000 among all adults. Samples are weighted to match the census by age, gender, region, education, and self-reported past federal vote.

## WHEN?



March 13<sup>th</sup> to March 16<sup>th</sup>, 2025

## HOW?



Online survey using online sample from INNOVATIVE's Canada 20/20 national research panel and Dynata, a leading provider of online survey samples.

# Key Voter Segments

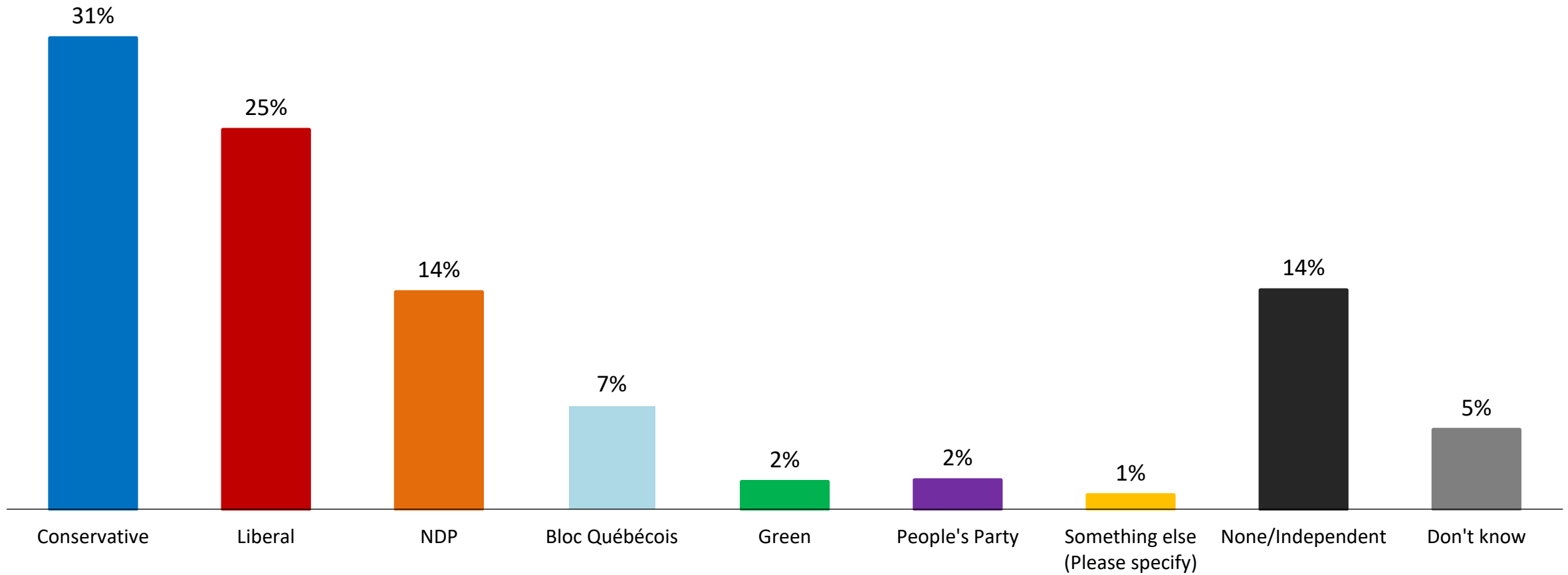
# Federal Party ID:

Just under a third (31%) identify as Conservative, 25% as Liberal, 13% as NDP, and 14% independent



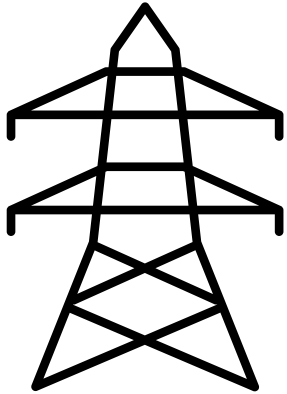
Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=1,000]



# Reaction to Doug Ford's 25% Surcharge

# Doug Ford's 25% Surcharge



Earlier this week, Ontario Premier Doug Ford imposed a 25% surcharge on electricity exports to the US in response to increased US tariff and ongoing tariff threats.

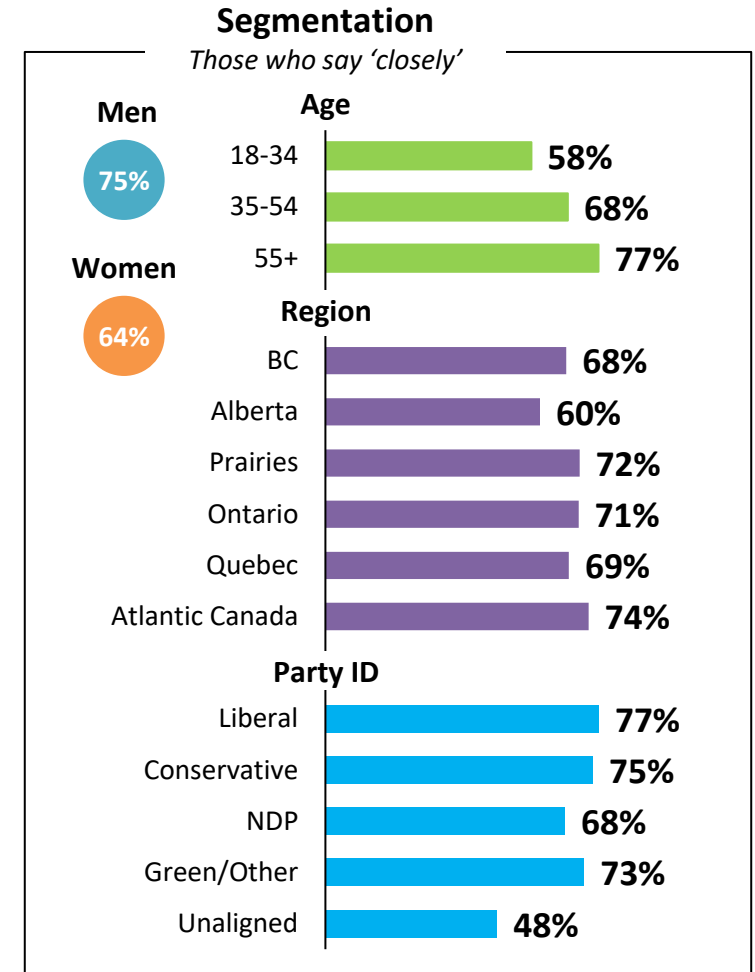
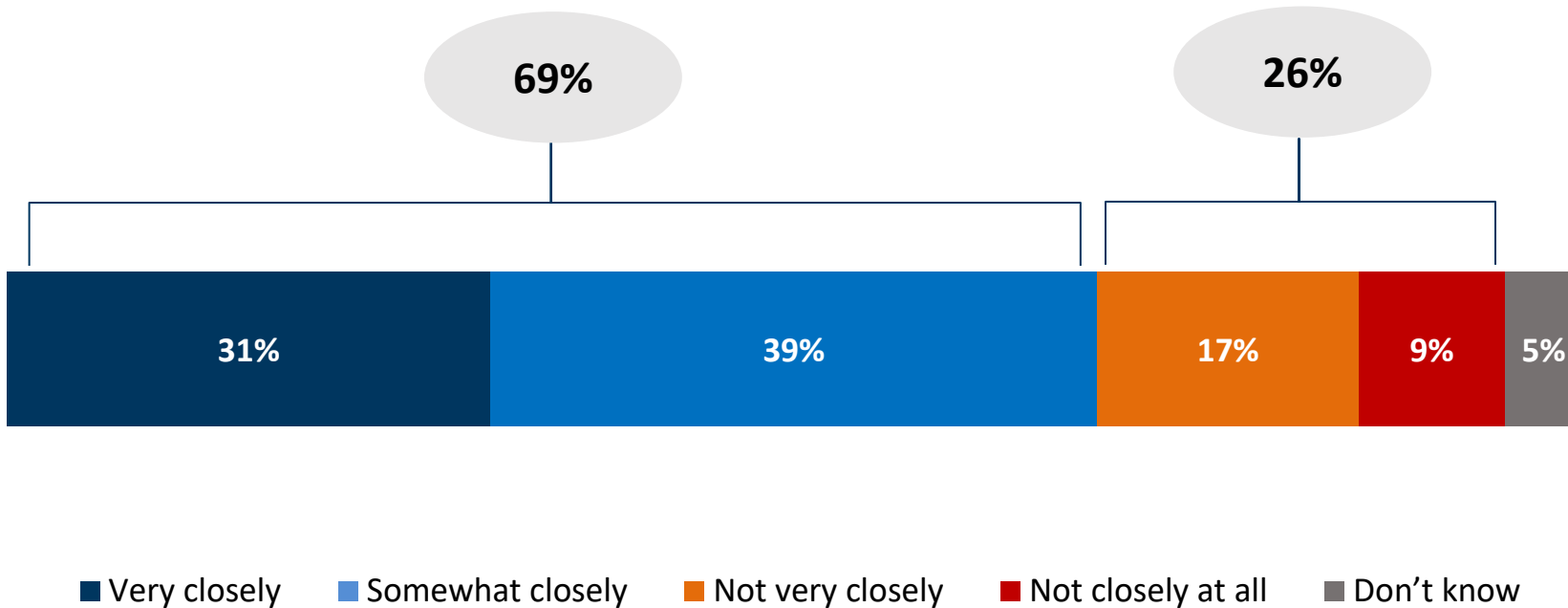
The Trump administration reacted by threatening to increase the tariff on Canadian steel and aluminum exports from 25% to 50%. After a call between Doug Ford and US Commerce Secretary Howard Lutnick, Ford agreed to suspend the electricity surtax.

In return, Lutnick invited Ford to Washington to meet with trade officials. President Trump also indicated the US will not double the tariff on Canadian steel and aluminum exports.

# Engagement With News About Surcharge:

## Nearly 7-in-10 are closely following the developments regarding the electricity surcharge

**Q** How closely have you been following these developments?  
[asked of all respondents; n=1,000]





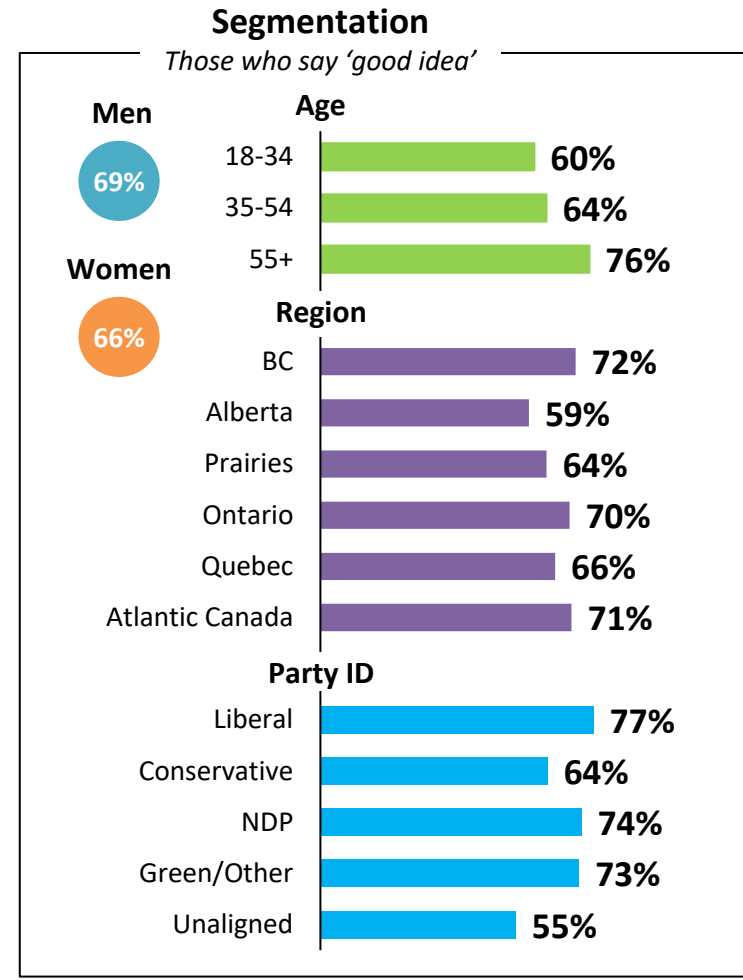
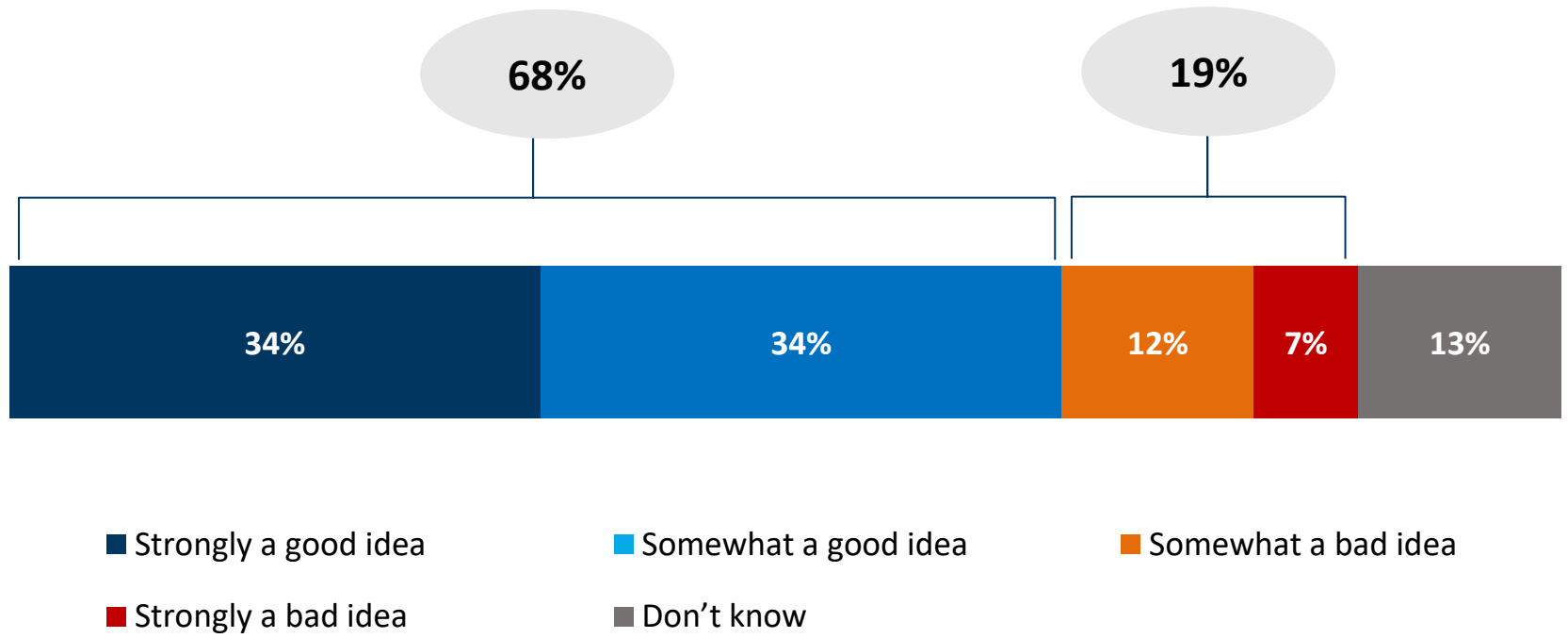
# Attitude Towards The Surcharge:

## Nearly 7-in-10 think it is a good idea to impose a 25% surcharge on electricity exports to the US



Do you think Doug Ford's initial plan to impose a 25% surcharge on electricity exports to the US is (ROTATE GOOD OR BAD) a good idea or a bad idea?

[asked of all respondents; n=1,000]



# Attitude Towards The Surcharge by Engagement with News:

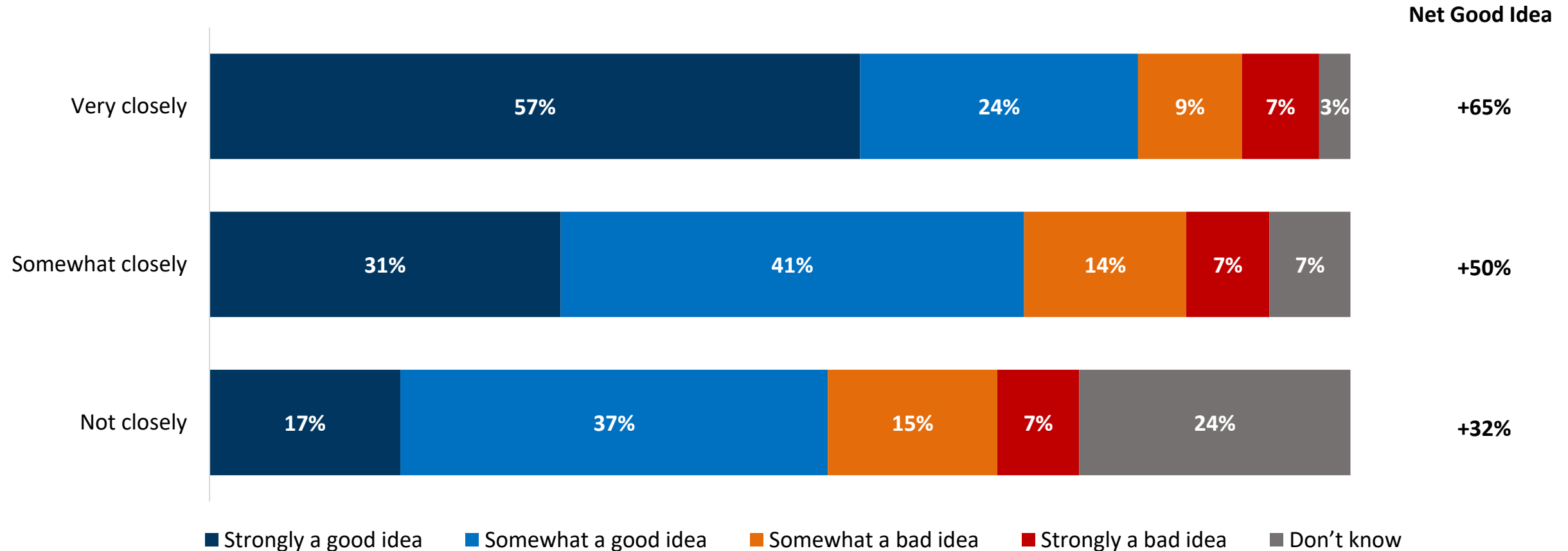
**81% of Canadians who follow the news very closely think it's a good idea**



Do you think Doug Ford's initial plan to impose a 25% surcharge on electricity exports to the US is (ROTATE GOOD OR BAD) a good idea or a bad idea?

**BY** How closely have you been following these developments?

[asked of all respondents; n=1,000]



'Not closely' is a sum of 'Not very closely' and 'Not closely at all.'

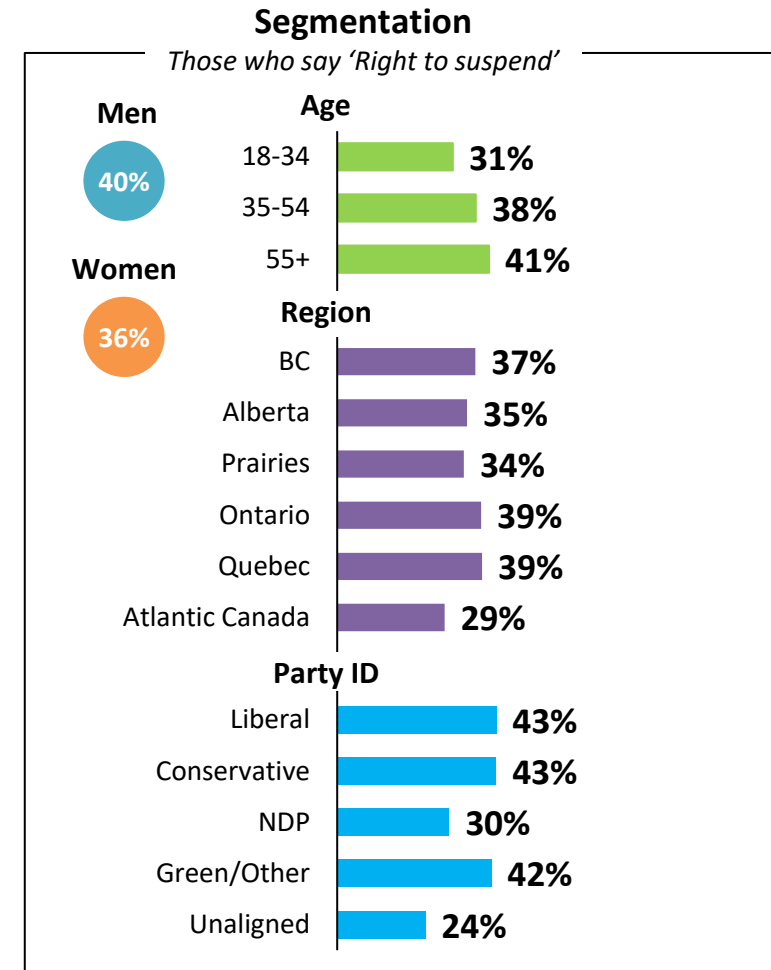
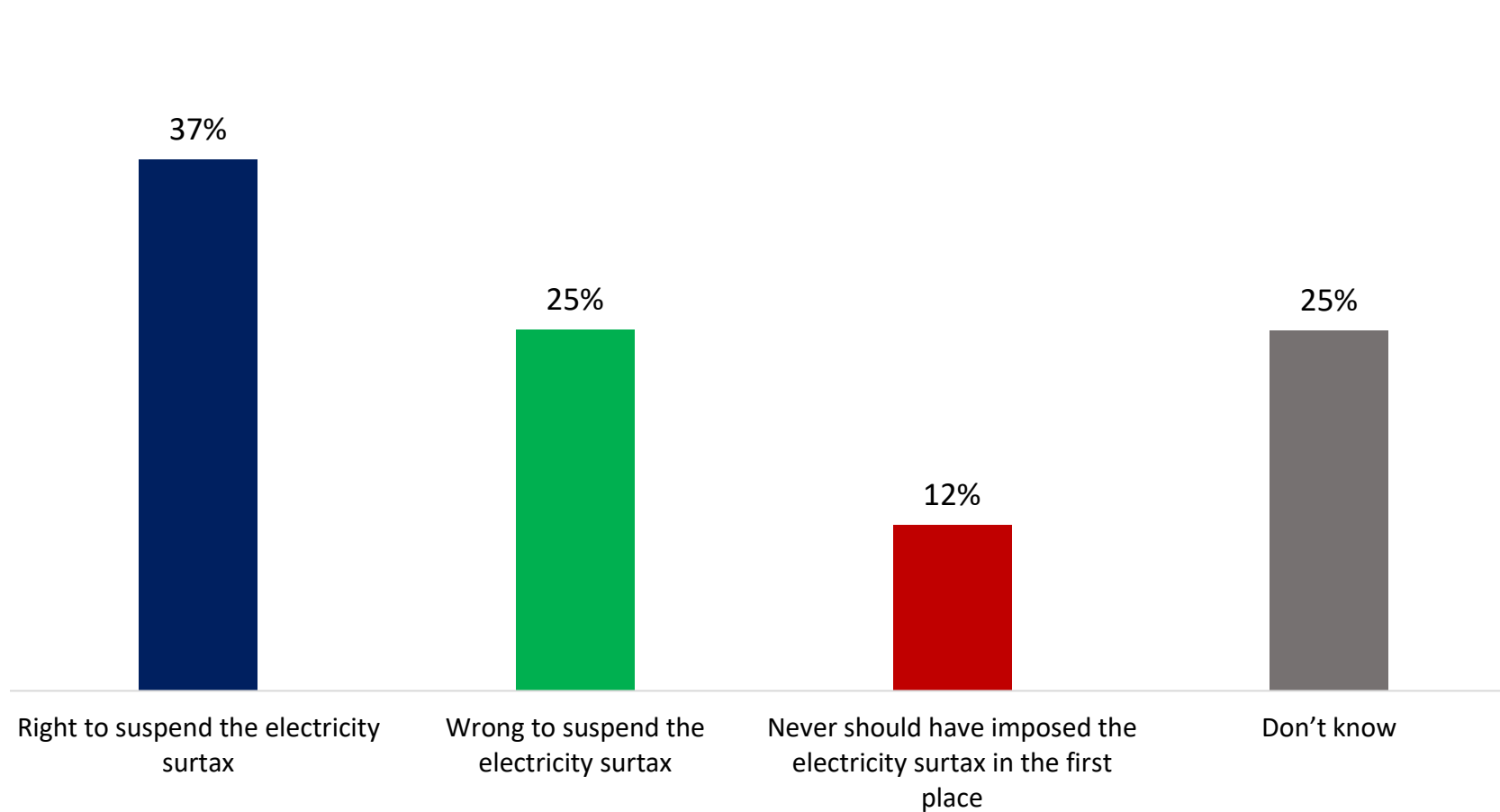
# Assessing the Surcharge:

Nearly 2-in-5 (37%) think Doug Ford did the right thing by suspending the surcharge



Do you think Ford was (ROTATE RIGHT OR WRONG) right or wrong to suspend the 25% surcharge on electricity exports to the US after the US threat to double tariffs on Canadian steel and aluminum exports and the offer of meetings in Washington?

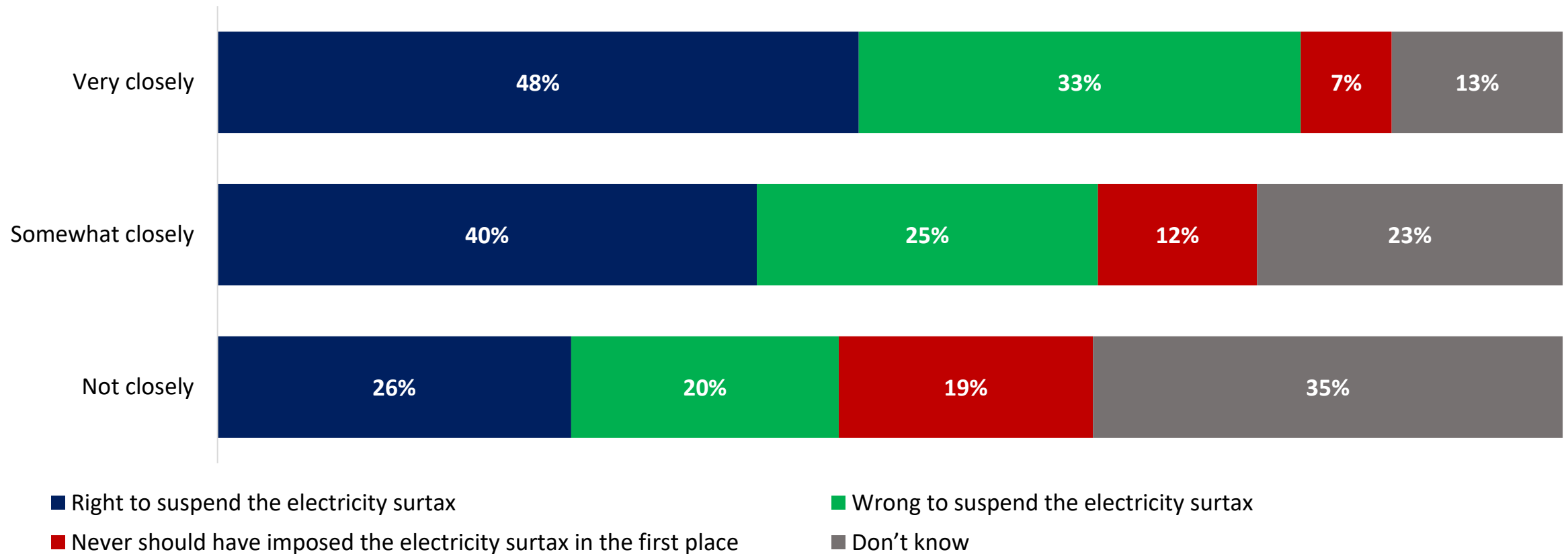
[asked of all respondents; n=1,000]



# Assessing the Surcharge by Engagement with News:

**48% of Canadians who follow the news very closely think Doug Ford was right to suspend the surtax**

**Q** Do you think Ford was (ROTATE RIGHT OR WRONG) right or wrong to suspend the 25% surcharge on electricity exports to the US after the US threat to double tariffs on Canadian steel and aluminum exports and the offer of meetings in Washington?  
**BY** How closely have you been following these developments?  
 [asked of all respondents; n=1,000]



'Not closely' is a sum of 'Not very closely' and 'Not closely at all.'

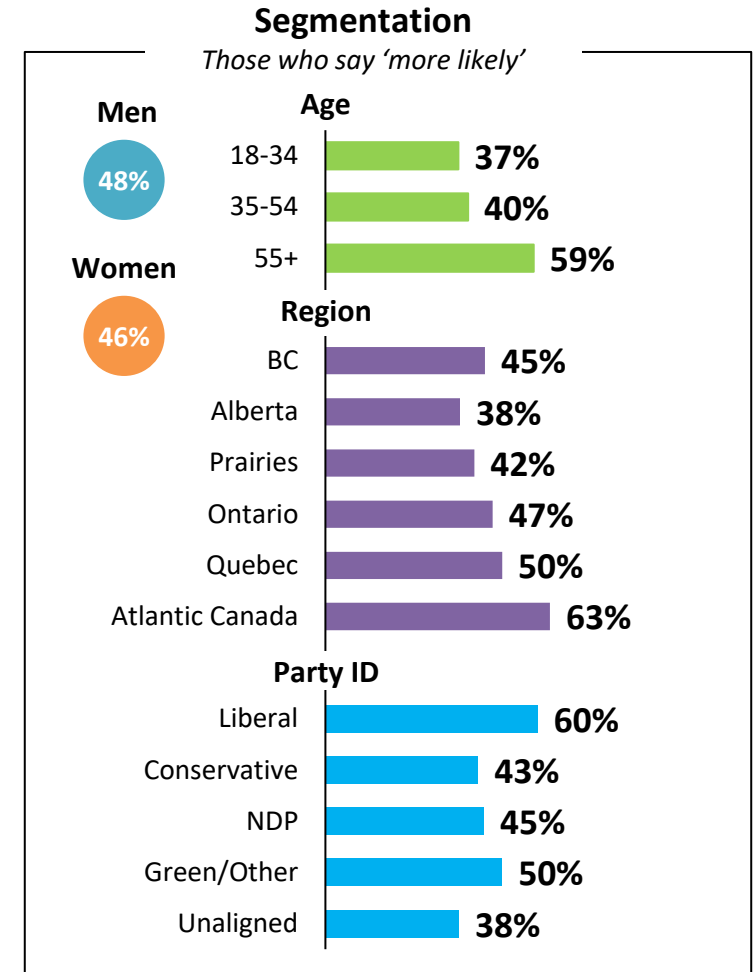
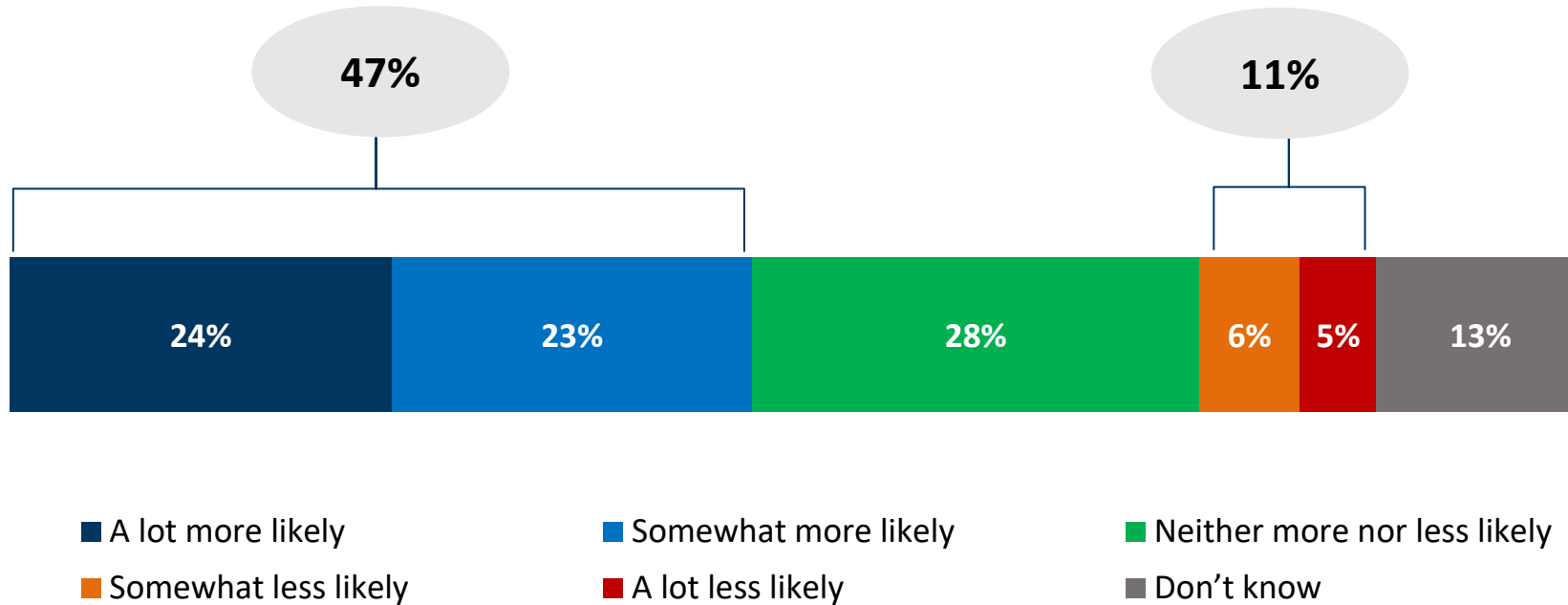
# Support For Retaliatory Actions :

Nearly half (47%) are likely to support future Canadian retaliatory actions, especially older Canadians (55+)



Do these events leave you feeling (ROTATE MORE OR LESS) more likely or less likely to support future Canadian retaliatory actions against US tariffs on Canadian goods?

[asked of all respondents; n=1,000]



# Support For Retaliatory Actions by Engagement with News:

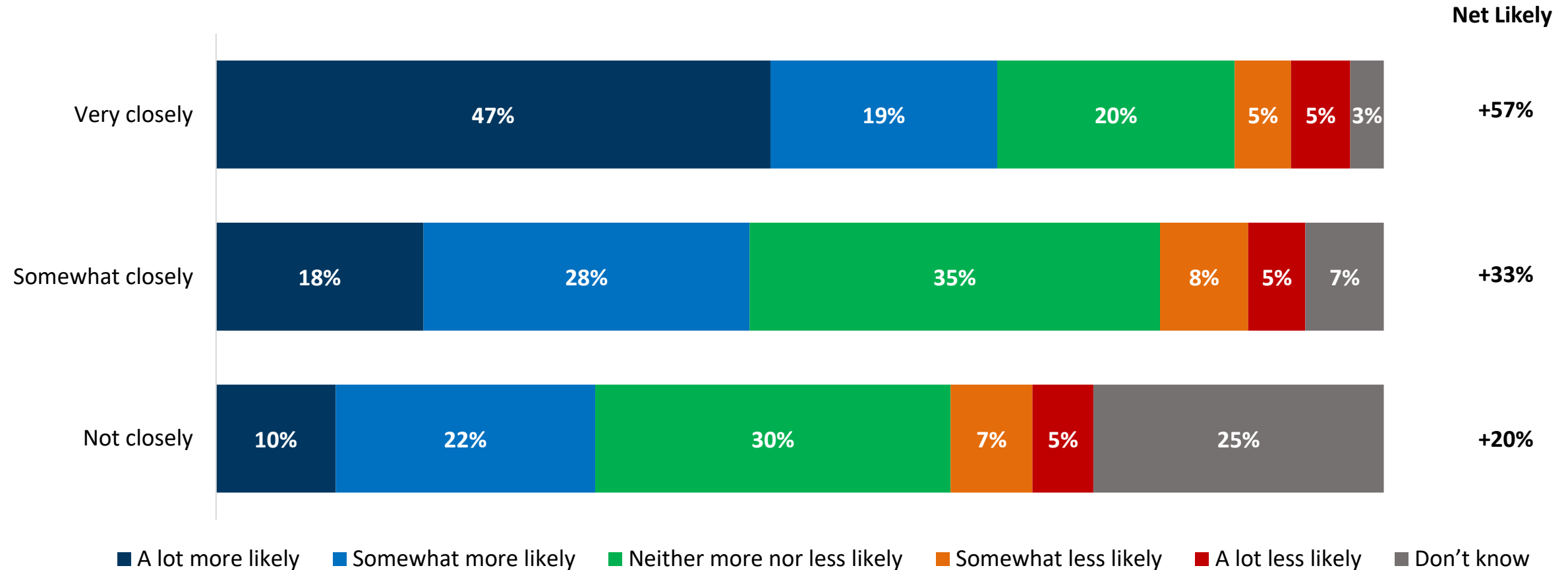
67% of Canadians who follow the news very closely are likely to support future Canadian retaliatory actions



Do these events leave you feeling (ROTATE MORE OR LESS) more likely or less likely to support future Canadian retaliatory actions against US tariffs on Canadian goods?

BY How closely have you been following these developments?

[asked of all respondents; n=1,000]



'Not closely' is a sum of 'Not very closely' and 'Not closely at all.'

# Methodology

# Methodology

**These are the results of an online survey conducted between March 12<sup>th</sup> and March 16<sup>th</sup>, 2025.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=1,178 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** March 12th to March 16th, 2025.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	133	11.3%	132	13.2%
<b>Men 35-54</b>	175	14.9%	158	15.9%
<b>Men 55+</b>	223	18.9%	192	19.2%
<b>Women 18-34</b>	140	11.9%	128	12.9%
<b>Women 35-54</b>	200	17.0%	165	16.6%
<b>Women 55+</b>	306	26.0%	222	22.2%
<b>Region</b>				
<b>BC</b>	169	14.3%	140	14.0%
<b>Alberta</b>	138	11.7%	112	11.2%
<b>Prairies</b>	82	7.0%	66	6.6%
<b>Ontario</b>	387	32.9%	383	38.3%
<b>Quebec</b>	319	27.1%	232	23.2%
<b>Atlantic</b>	83	7.0%	67	6.7%





# Building Understanding.

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