



U.S., Canada Relations Loom Large in the Wake of the G7 Summit

Most Americans and Canadians support participation in NAFTA; Canadians see more benefit for their country

Washington, DC, June 15, 2018 — This year's G7 summit saw contentious debate regarding international trade agreements among historically close allies. As world leaders debated tariff imposition and a potential renegotiation of the North American Free Trade Agreement (NAFTA), Ipsos examined the public perception of the agreement and the movements at the summit.

NAFTA was signed into agreement at the beginning of 1994. Today, the majority of Americans (72%) report support for the United States' participation in the agreement, including 85% of Democrats, 61% of Republicans, and 64% of Independents. Among Canadians, support is even stronger (85%). Although the majority of Americans support U.S. participation in NAFTA, there is discourse on whether the U.S. has benefitted from the agreement over the last 24 years. In total, 43% of Americans agree that NAFTA has benefitted the U.S. A majority of Democratic respondents (62%) believe NAFTA is beneficial, while just 26% of Republicans believe the deal was good for the U.S. In comparison, a majority of Canadians (54%) say the agreement has been beneficial for their country.

As the countries prepare for renegotiation, equal numbers of Americans and Canadians (44%) believe renegotiation will be a good thing for their respective countries. In the U.S., however, there is once again a partisan split in opinion. Most Republicans (73%) are optimistic about the outcomes from renegotiation, compared to just 3 in 10 Democrats (29%).

One of the biggest news stories of the summit stemmed from the icy exchange between President Trump and Canadian Prime Minister Justin Trudeau. Trudeau claimed that the U.S. tariffs imposed against Canadian steel and aluminum were insulting, prompting Trump to respond by calling Trudeau dishonest and weak. In the wake of this exchange, 81% of Canadians and 71% of Americans worry that the situation has damaged the relationship between the two allies.

Canada responded to American tariffs with their own, but Americans report an unwillingness to escalate against Canadian retaliation. When asked if the U.S. should respond to Canadian tariffs with even stronger tariffs, just 31% agree with this proposed action. This is one of the largest differences between the American and Canadian publics; in Canada, more than three-quarters (79%) would support retaliatory tariffs in response to U.S.-imposed tariffs. Seven in 10 Canadians say they will start to look at where products are made and avoid U.S.-made products, where possible. Americans are less boycott-minded; just 31% report they will try to avoid purchasing Canadian-made products. Rather than escalate the situation, it appears that Americans are generally in favor of stepping away from recent White House actions. Sixty-one percent of Americans agree that other American elected officials should denounce President Trump's statements.

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Press Release – continued –

1. Thinking about the elections in 2018, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican?

	U.S. total (n = 1,005)	Democrat (n = 368)	Republican (n = 305)	Independent (n = 202)
Democratic candidate	42%	87%	4%	30%
Republican candidate	30	2	83	18
Candidate from another political party	4	1	2	9
Will not/do not plan to vote	6	3	2	11
Don't know	16	6	9	32
Refuse	2	-	*	*

2. Overall, do you approve or disapprove about the way Donald Trump is handling his job as President?

	Total	Democrat	Republican	Independent
Approve	36%	7%	79%	37%
Disapprove	56	89	16	56
Don't know	8	4	5	7

3. How do you feel about the United States being in NAFTA (North America Free Trade Agreement)?
[In Canada, asked: "How do you feel about Canada being in NAFTA with the United States and Mexico?"]

	Canada total (n=1,001)	U.S. total	Democrat	Republican	Independent
Strongly support	37%	26%	41%	14%	20%
Somewhat support	49	46	44	47	45
Somewhat oppose	10	21	11	28	25
Strongly oppose	4	8	4	12	11
<i>Support (Net)</i>	<i>85%</i>	<i>72%</i>	<i>85%</i>	<i>61%</i>	<i>64%</i>
<i>Oppose (Net)</i>	<i>15</i>	<i>28</i>	<i>15</i>	<i>39</i>	<i>36</i>

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Press Release – continued –

4. The United States has been part of the North American Free Trade Agreement since 1994. So far, do you think this free trade agreement has benefited the U.S., hurt the U.S., or do you think it hasn't had any impact one way or the other?
[In Canada, replaced "the U.S." with "Canada"]

	Canada total	U.S. total	Democrat	Republican	Independent
Benefited	54%	43%	62%	26%	38%
Hurt	16	25	9	45	32
No impact	11	15	15	11	20
Don't know/Refused	19	18	15	18	10

5. In your opinion, will renegotiating NAFTA be a good thing or a bad thing for [the United States/Canada]?

	Canada total	U.S. total	Democrat	Republican	Independent
A good thing	44%	44%	29%	73%	42%
A bad thing	20	19	33	8	16
It won't make any difference	13	16	16	6	26
Don't know	23	21	22	13	16

6. How confident are you in the government's ability to renegotiate NAFTA in the best interests of the United States?
[In Canada, asked: "How confident are you in the Liberal government's ability to renegotiate NAFTA in the best interests of Canadians?"]

	Canada total	U.S. total	Democrat	Republican	Independent
Very confident	16%	15%	6%	30%	13%
Somewhat confident	38	33	22	49	30
Not very confident	31	35	44	17	39
Not at all confident	15	17	28	4	19
<i>Confident (Net)</i>	<i>55%</i>	<i>48%</i>	<i>28%</i>	<i>79%</i>	<i>42%</i>
<i>Not confident (Net)</i>	<i>45</i>	<i>52</i>	<i>72</i>	<i>21</i>	<i>58</i>

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Press Release – continued –

As you may know, during a recent G7 meeting in Quebec, Prime Minister Trudeau said that U.S. tariffs against Canadian steel and aluminum are insulting to Canada. In response, President Trump called Prime Minister Trudeau dishonest and weak, and U.S. officials said that Canada backstabbed the United States.

7. Thinking about this issue, to what extent do you agree or disagree with the following?
Total agree

	Canada total	U.S. total	Dem	Rep	Ind
This situation has damaged relations between the U.S. and Canada	81%	71	87	49	76
[U.S. ONLY] I believe American elected officials should denounce the statements made by President Trump.	n/a	61	87	26	60
I'm concerned that the [Trudeau government/Trump administration] could push [President Trump/Canadian Prime Minister Trudeau] too far, and that [he/Canada] will do something that could really hurt the [Canadian/American] economy.	55%	61	85	29	62
I'm concerned that the Trudeau government/Trump administration] could push [President Trump/Canadian Prime Minister Trudeau] too far, and that [he/Canada] will do something that will make it harder for [Canadians/Americans] to travel to [the U.S./Canada] for business or vacations.	49%	59	81	31	62
I approve of how Prime Minister Trudeau is handling the situation.	72%	57	80	28	58
Canada shouldn't overreact to President Trump's recent comments – it was just political posturing related to the NAFTA negotiations.	57%	52	31	80	57
[U.S. ONLY] In the end, the United States needs Canada much more than Canada needs the United States.	n/a	41	54	21	41
I approve of how President Donald Trump is handling the situation.	14%	37	10	78	34
[Canada/The U.S.] should retaliate against [U.S.-imposed/Canadian-imposed] tariffs with stronger tariffs of our own against [the U.S./Canada].	79%	31	15	56	32
Now that I know about the trade dispute, I will start to look at where products are made and avoid buying products made in [the United States/Canada] if I can.	70%	31	17	51	31
[CANADA ONLY] I am glad to see politicians from other Canadian political parties state their support for the Federal Liberal Government's decision to push back on U.S. tariffs.	88%	n/a	n/a	n/a	n/a
[CANADA ONLY] In the end, Canada needs the U.S. much more than the U.S. needs Canada.	53%	n/a	n/a	n/a	n/a

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Press Release – continued –

a. I approve of how Prime Minister Trudeau is handling the situation.

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	26%	18%	33%	7%	15%
Somewhat agree	46	39	47	21	42
Somewhat disagree	19	30	17	47	27
Strongly disagree	9	13	3	25	16
<i>Agree (Net)</i>	<i>72%</i>	<i>57%</i>	<i>80%</i>	<i>28%</i>	<i>58%</i>
<i>Disagree (Net)</i>	<i>28</i>	<i>43</i>	<i>20</i>	<i>72</i>	<i>42</i>

b. This situation has damaged relations between the U.S. and Canada.

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	24%	27%	42%	12%	31%
Somewhat agree	57	44	46	37	45
Somewhat disagree	16	23	10	39	20
Strongly disagree	3	6	2	12	4
<i>Agree (Net)</i>	<i>81%</i>	<i>71%</i>	<i>87%</i>	<i>49%</i>	<i>76%</i>
<i>Disagree (Net)</i>	<i>19</i>	<i>29</i>	<i>13</i>	<i>51</i>	<i>24</i>

c. The U.S. should retaliate against Canadian-imposed tariffs with stronger tariffs of our own against Canada.
 [In Canada: “Canada should retaliate against U.S.-imposed tariffs with stronger tariffs of our own against the U.S.”]

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	36%	9%	4%	17%	11%
Somewhat agree	43	22	12	39	21
Somewhat disagree	17	35	32	32	39
Strongly disagree	4	34	53	12	30
<i>Agree (Net)</i>	<i>79%</i>	<i>31%</i>	<i>15%</i>	<i>56%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>21</i>	<i>69</i>	<i>85</i>	<i>44</i>	<i>68</i>

d. Canada shouldn’t overreact to President Trump’s recent comments – it was just political posturing related to the NAFTA negotiations.

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	15%	12%	5%	20%	14%
Somewhat agree	42	40	26	60	43
Somewhat disagree	30	31	39	15	31
Strongly disagree	13	17	29	5	12
<i>Agree (Net)</i>	<i>57%</i>	<i>52%</i>	<i>31%</i>	<i>80%</i>	<i>57%</i>
<i>Disagree (Net)</i>	<i>43</i>	<i>48</i>	<i>69</i>	<i>20</i>	<i>43</i>

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Press Release – continued –

e. [U.S. ONLY] I believe American elected officials should denounce the statements made by President Trump.

	U.S. total	Democrat	Republican	Independent
Strongly agree	34%	58%	8%	33%
Somewhat agree	27	29	18	28
Somewhat disagree	18	8	31	16
Strongly disagree	21	5	43	24
<i>Agree (Net)</i>	<i>61%</i>	<i>87%</i>	<i>26%</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>39</i>	<i>13</i>	<i>74</i>	<i>40</i>

f. [CANADA ONLY] I am glad to see politicians from other Canadian political parties state their support for the Federal Liberal Government's decision to push back on U.S. tariffs.

	Canada total
Strongly agree	45%
Somewhat agree	43
Somewhat disagree	9
Strongly disagree	2
<i>Agree (Net)</i>	<i>88%</i>
<i>Disagree (Net)</i>	<i>12</i>

g. I'm concerned that the Trump administration could push Canadian Prime Minister Trudeau too far, and that Canada will do something that could really hurt the American economy.
 [In Canada: "I'm concerned that the Trudeau government could push President Trump too far, and that he will do something that could really hurt the Canadian economy."]

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	17%	26%	43%	8%	27%
Somewhat agree	38	35	42	22	34
Somewhat disagree	33	25	12	41	22
Strongly disagree	12	14	3	29	17
<i>Agree (Net)</i>	<i>55%</i>	<i>61%</i>	<i>85%</i>	<i>29%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>45</i>	<i>39</i>	<i>15</i>	<i>71</i>	<i>38</i>

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- h. I'm concerned that the Trump administration could push Canadian Prime Minister Trudeau too far, and that Canada will do something that will make it harder for Americans to travel to Canada for business or vacations. [In Canada: "I'm concerned that the Trudeau government could push President Trump too far, and that he will do something that will make it harder for Canadians to travel to the U.S. for business or vacations."]

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	14%	26%	41%	8%	31%
Somewhat agree	35	33	40	22	31
Somewhat disagree	35	25	15	38	22
Strongly disagree	16	15	4	32	16
<i>Agree (Net)</i>	<i>49%</i>	<i>59%</i>	<i>81%</i>	<i>31%</i>	<i>62%</i>
<i>Disagree (Net)</i>	<i>51</i>	<i>41</i>	<i>19</i>	<i>69</i>	<i>38</i>

- i. In the end, the United States needs Canada much more than Canada needs the United States. [In Canada: "In the end, Canada needs the U.S. much more than the U.S. needs Canada."]

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	15%	12%	18%	8%	10%
Somewhat agree	38	28	36	13	31
Somewhat disagree	36	40	39	41	38
Strongly disagree	11	19	7	38	21
<i>Agree (Net)</i>	<i>53%</i>	<i>41%</i>	<i>54%</i>	<i>21%</i>	<i>41%</i>
<i>Disagree (Net)</i>	<i>47</i>	<i>59</i>	<i>46</i>	<i>79</i>	<i>59</i>

- j. I approve of how President Donald Trump is handling the situation.

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	5%	16%	3%	38%	16%
Somewhat agree	9	21	7	40	18
Somewhat disagree	23	19	19	12	23
Strongly disagree	63	43	71	10	43
<i>Agree (Net)</i>	<i>14%</i>	<i>37%</i>	<i>10%</i>	<i>78%</i>	<i>34%</i>
<i>Disagree (Net)</i>	<i>86</i>	<i>63</i>	<i>90</i>	<i>22</i>	<i>66</i>

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- k. Now that I know about the trade dispute, I will start to look at where products are made and avoid buying products made in Canada if I can.
 [In Canada: “Now that I know about the trade dispute, I will start to look at where products are made and avoid buying products made in the United States if I can.”]

	Canada total	U.S. total	Democrat	Republican	Independent
Strongly agree	25%	8%	5%	14%	10%
Somewhat agree	45	23	13	37	21
Somewhat disagree	23	31	28	31	30
Strongly disagree	7	39	55	18	39
<i>Agree (Net)</i>	<i>70%</i>	<i>31%</i>	<i>17%</i>	<i>51%</i>	<i>31%</i>
<i>Disagree (Net)</i>	<i>30</i>	<i>69</i>	<i>83</i>	<i>49</i>	<i>69</i>

8. Have recent events made you more or less favorable towards the following?
 Total more favorable

	Canada total	U.S. total	Democrat	Republican	Independent
Canadian Prime Minister Justin Trudeau	45%	32	55	12	26
[U.S. ONLY] The Canadian people	n/a	26	44	11	21
[U.S. ONLY] The Canadian government	n/a	26	45	10	20
U.S. President Donald Trump	10%	24	5	54	22
French President Emmanuel Macron	31%	23	37	12	19
German Chancellor Angela Merkel	32%	22	38	9	19
The G7 alliance	29%	21	34	12	15
NAFTA	27%	20	33	14	15
[CANADA ONLY] The American people	12%	n/a	n/a	n/a	n/a
[CANDAD ONLY] The American government	9%	n/a	n/a	n/a	n/a

- a. [U.S. ONLY] The Canadian people

	U.S. total	Democrat	Republican	Independent
Much more favorable	12%	21%	4%	10%
Somewhat more favorable	15	23	8	11
No impact	67	53	78	70
Somewhat less favorable	5	3	7	6
Much less favorable	2	1	4	3
<i>More favorable (Net)</i>	<i>26%</i>	<i>44%</i>	<i>11%</i>	<i>21%</i>
<i>Less favorable (Net)</i>	<i>7</i>	<i>3</i>	<i>10</i>	<i>9</i>

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b. [CANADA ONLY] The American people

	Canada total
Much more favorable	5%
Somewhat more favorable	7
No impact	57
Somewhat less favorable	21
Much less favorable	10
<i>More favorable (Net)</i>	<i>12%</i>
<i>Less favorable (Net)</i>	<i>32</i>

c. The Canadian government

	Total	Democrat	Republican	Independent
Much more favorable	10%	20%	3%	5%
Somewhat more favorable	16	25	7	16
No impact	55	49	50	59
Somewhat less favorable	15	5	29	16
Much less favorable	5	2	11	5
<i>More favorable (Net)</i>	<i>26%</i>	<i>45%</i>	<i>10%</i>	<i>20%</i>
<i>Less favorable (Net)</i>	<i>19</i>	<i>7</i>	<i>40</i>	<i>21</i>

d. [CANADA ONLY] The American government

	Canada total
Much more favorable	4%
Somewhat more favorable	5
No impact	27
Somewhat less favorable	31
Much less favorable	34
<i>More favorable (Net)</i>	<i>9%</i>
<i>Less favorable (Net)</i>	<i>65</i>

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e. The G7 alliance

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	8%	8%	14%	3%	5%
Somewhat more favorable	21	13	21	9	10
No impact	55	60	59	52	60
Somewhat less favorable	11	14	5	28	15
Much less favorable	5	5	2	8	10
<i>More favorable (Net)</i>	<i>29%</i>	<i>21%</i>	<i>34%</i>	<i>12%</i>	<i>15%</i>
<i>Less favorable (Net)</i>	<i>17</i>	<i>19</i>	<i>6</i>	<i>36</i>	<i>25</i>

f. U.S. President Donald Trump

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	4%	14%	2%	32%	13%
Somewhat more favorable	6	10	3	22	8
No impact	17	22	11	29	25
Somewhat less favorable	18	16	21	8	18
Much less favorable	55	38	63	10	35
<i>More favorable (Net)</i>	<i>10%</i>	<i>24%</i>	<i>5%</i>	<i>54%</i>	<i>22%</i>
<i>Less favorable (Net)</i>	<i>73</i>	<i>54</i>	<i>84</i>	<i>18</i>	<i>53</i>

g. Canadian Prime Minister Justin Trudeau

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	15%	13%	24%	4%	10%
Somewhat more favorable	30	20	32	9	16
No impact	31	44	38	38	47
Somewhat less favorable	13	17	5	35	16
Much less favorable	10	7	2	14	11
<i>More favorable (Net)</i>	<i>45%</i>	<i>32%</i>	<i>55%</i>	<i>12%</i>	<i>26%</i>
<i>Less favorable (Net)</i>	<i>23</i>	<i>24</i>	<i>7</i>	<i>50</i>	<i>27</i>

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h. French President Emmanuel Macron

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	10%	7%	13%	3%	3%
Somewhat more favorable	21	16	24	10	16
No impact	60	64	59	63	64
Somewhat less favorable	6	10	3	18	11
Much less favorable	3	3	1	6	6
<i>More favorable (Net)</i>	<i>31%</i>	<i>23%</i>	<i>37%</i>	<i>12%</i>	<i>19%</i>
<i>Less favorable (Net)</i>	<i>9</i>	<i>13</i>	<i>4</i>	<i>25</i>	<i>17</i>

i. German Chancellor Angela Merkel

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	10%	9%	16%	4%	5%
Somewhat more favorable	22	13	22	5	15
No impact	58	62	58	57	63
Somewhat less favorable	7	10	3	20	10
Much less favorable	2	6	1	13	8
<i>More favorable (Net)</i>	<i>32%</i>	<i>22%</i>	<i>38%</i>	<i>9%</i>	<i>19%</i>
<i>Less favorable (Net)</i>	<i>10</i>	<i>16</i>	<i>4</i>	<i>33</i>	<i>18</i>

j. NAFTA

	Canada total	U.S. total	Democrat	Republican	Independent
Much more favorable	7%	6%	10%	3%	4%
Somewhat more favorable	20	15	23	11	11
No impact	56	58	60	46	59
Somewhat less favorable	13	15	6	26	17
Much less favorable	4	7	2	14	9
<i>More favorable (Net)</i>	<i>27%</i>	<i>20%</i>	<i>33%</i>	<i>14%</i>	<i>15%</i>
<i>Less favorable (Net)</i>	<i>17</i>	<i>22</i>	<i>8</i>	<i>40</i>	<i>26</i>

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About the Study

These are findings from an Ipsos poll conducted June 13-14, 2018. For the survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 368 Democrats, 305 Republicans, and 202 Independents. A parallel study was conducted in Canada at the same time and included a sample of roughly 1,001 Canadian adults.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.4 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=5.0).

The poll also has a credibility interval plus or minus 5.8 percentage points for Democrats, 6.4 percentage points for Republicans, and 7.9 percentage points for Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. Through our media partnerships, Ipsos Public Affairs is a leading source of intelligent information for businesses and professionals in the U.S., Canada, the UK, and internationally. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

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