FACTUM

Strong Economic Ties with the U.S. Deemed Crucial by Canadians

Two out of three Canadians (66%) consider the economic relationship with the United States to be highly important for Canada's economic growth.

Montréal, QC, October 16, 2025 — According to a recent survey conducted by Ipsos for the Montreal Economic Institute, a sizeable majority of Canadians view the economic relationship with the United States as vital for Canada's economic growth. Accordingly, three in five Canadians (59%) say that signing a new mutually beneficial trade agreement with the United States should be a high priority for federal officials.

Impact on Employment and Economic Growth

The survey reveals that over two-thirds of Canadians (68%) are concerned about the risk of potential job losses if Canada fails to secure a trade agreement with the U.S. Men (75%) and residents of Atlantic Canada and Ontario (76% and 72%, respectively) are more likely to share this concern.

Moreover, a strong trade agreement with the United States is perceived as essential for Canada's economic growth by over two-thirds (67%) of Canadians. This sentiment is also particularly pronounced among men (72%).

These are the results of only some of the questions covered in this survey. For more details on this study, please consult the complete report which is available for download on this page.

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About the Study

These are some of the findings of an Ipsos poll conducted between September 29th and October 1st, 2025, on behalf of the Montreal Economic Institute. For this survey, a sample of 1,000 Canadian adults aged 18+ years was interviewed online. Quotas and weighting were employed (age, gender and region) to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

For more information on this news release, please contact:

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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