

Pollara Strategic Insights: USMCA/NAFTA Poll, Wave 3. Online Survey. Conducted Late October 2018.

A1. As you may know, during the last Presidential election in the U.S., President Donald Trump promised to negotiate a new version of the North American Free Trade Agreement (NAFTA), or cancel it entirely if the U.S. cannot get a deal that he felt was better than the existing agreement. As a consequence, Canada, the U.S., and Mexico spent more than a year negotiating in order to create a new, updated version of NAFTA. Earlier this month, they announced that they had agreed on a deal - a revised version of NAFTA that will replace NAFTA and be given a new name. It will likely be called the United States-Mexico-Canada Agreement (USMCA). Based on what you know about it... overall, do you approve or disapprove of this new free trade agreement?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

A1. .APPROVAL USMCA	Total	UWt	AGE I					GENDER		REGION					
			18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
	1009	194	178	150	227	260	485	523	125	125	75	364	240	80	
	Wgt	275	182	162	183	206	490	518	138	113	66	387	237	69	
(+100) Strongly approve	W%	6%	7%	5%	5%	5%	8%	9%	3%	8%	3%	7%	7%	5%	6%
(+50) Somewhat approve	W%	35%	36%	27%	36%	37%	40%	42%	29%	38%	41%	35%	44%	19%	30%
(-50) Somewhat disapprove	W%	26%	20%	27%	25%	29%	31%	25%	27%	22%	22%	26%	21%	39%	24%
(-100) Strongly disapprove	W%	10%	10%	10%	9%	11%	10%	11%	9%	7%	10%	8%	7%	17%	10%
Don't know/ Unsure	W%	22%	27%	31%	25%	18%	11%	13%	31%	25%	24%	24%	21%	20%	31%
T2 Approve		42%	43%	33%	40%	41%	48%	51%	33%	46%	44%	42%	51%	24%	35%
B2 Disapprove		36%	30%	37%	34%	40%	41%	36%	36%	29%	32%	35%	28%	56%	33%

A1. RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure	Total	UWt	AGE I					GENDER		REGION					
			18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
A1. .APPROVAL USMCA	789	132	123	113	189	232	426	362	90	92	54	293	203	57	
	Wgt	201	126	122	150	184	425	357	103	86	50	307	189	47	
(+100) Strongly approve	W%	8%	9%	8%	6%	6%	9%	10%	5%	11%	4%	9%	9%	6%	8%
(+50) Somewhat approve	W%	46%	50%	39%	48%	45%	45%	48%	43%	51%	54%	46%	56%	24%	43%
(-50) Somewhat disapprove	W%	34%	28%	39%	34%	36%	35%	29%	39%	29%	28%	35%	27%	49%	35%
(-100) Strongly disapprove	W%	13%	13%	14%	12%	14%	11%	12%	13%	9%	14%	11%	9%	21%	14%
T2 Approve		54%	59%	47%	54%	51%	54%	59%	47%	62%	58%	55%	64%	30%	51%
B2 Disapprove		46%	41%	53%	46%	49%	46%	41%	53%	38%	42%	45%	36%	70%	49%

A2.a And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... Canada?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

A2.a .RATE AGREEMENT- CANADA	Total	UWt	AGE I					GENDER		REGION					
			18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
	1009	194	178	150	227	260	485	523	125	125	75	364	240	80	
	Wgt	275	182	162	183	206	490	518	138	113	66	387	237	69	
(+100) Very good	W%	4%	4%	4%	3%	3%	5%	4%	3%	5%	3%	7%	4%	2%	5%
(+50) Somewhat good	W%	27%	24%	21%	26%	32%	31%	32%	21%	29%	28%	17%	34%	17%	24%
(-50) Somewhat bad	W%	26%	25%	25%	28%	28%	24%	26%	26%	22%	25%	32%	22%	33%	26%
(-100) Very bad	W%	8%	5%	11%	9%	9%	8%	8%	8%	5%	12%	5%	5%	13%	10%
Both good and bad	W%	16%	17%	15%	11%	13%	21%	14%	17%	16%	14%	17%	17%	16%	9%
Neither good nor bad	W%	4%	5%	6%	4%	3%	4%	4%	5%	2%	5%	1%	4%	9%	1%
Don't know/ Unsure	W%	16%	21%	19%	19%	13%	7%	12%	20%	22%	13%	22%	15%	11%	25%
T2 Good		30%	28%	24%	29%	34%	36%	36%	24%	34%	31%	24%	37%	18%	29%
B2 Bad		34%	30%	35%	37%	37%	32%	34%	34%	27%	37%	37%	26%	46%	36%

A2.b And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... your province?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

			AGE I						GENDER		REGION						
			Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl	
A2.b	.RATE AGREEMENT- YOUR PROVINCE	Total	UWt	1009	194	178	150	227	260	485	523	125	125	75	364	240	80
			Wgt	1009	275	182	162	183	206	490	518	138	113	66	387	237	69
		(+100) Very good	W%	4%	4%	5%	2%	2%	6%	5%	2%	4%	3%	4%	5%	1%	3%
		(+50) Somewhat good	W%	24%	22%	19%	27%	26%	26%	28%	19%	30%	19%	22%	31%	10%	22%
		(-50) Somewhat bad	W%	25%	24%	22%	24%	29%	27%	24%	27%	22%	29%	25%	20%	34%	23%
		(-100) Very bad	W%	11%	8%	12%	10%	14%	12%	13%	9%	5%	13%	6%	5%	24%	13%
		Both good and bad	W%	13%	12%	15%	13%	10%	17%	12%	14%	12%	14%	17%	16%	11%	3%
		Neither good nor bad	W%	5%	5%	7%	5%	2%	5%	5%	2%	8%	2%	4%	8%	1%	
		Don't know/ Unsure	W%	18%	25%	21%	19%	16%	8%	13%	23%	14%	24%	18%	12%	34%	
		T2 Good		27%	26%	24%	29%	28%	31%	33%	21%	34%	22%	26%	37%	11%	26%
		B2 Bad		36%	32%	34%	34%	44%	39%	37%	36%	28%	42%	31%	25%	58%	36%

A2.c And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... the U.S.?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

			AGE I						GENDER		REGION						
			Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl	
A2.c	.RATE AGREEMENT- THE U.S.	Total	UWt	1009	194	178	150	227	260	485	523	125	125	75	364	240	80
			Wgt	1009	275	182	162	183	206	490	518	138	113	66	387	237	69
		(+100) Very good	W%	36%	29%	26%	39%	42%	45%	37%	34%	30%	35%	32%	37%	40%	30%
		(+50) Somewhat good	W%	34%	33%	37%	33%	30%	36%	38%	30%	34%	38%	26%	35%	32%	33%
		(-50) Somewhat bad	W%	3%	4%	2%	3%	5%	1%	3%	3%	4%	2%	8%	3%	2%	2%
		(-100) Very bad	W%	2%	2%	2%	2%	1%	3%	2%	2%	3%		2%	1%	4%	4%
		Both good and bad	W%	6%	7%	7%	4%	5%	6%	6%	6%	5%	9%	7%	6%	5%	2%
		Neither good nor bad	W%	4%	2%	7%	4%	4%	3%	3%	4%	4%	4%	1%	4%	6%	
		Don't know/ Unsure	W%	16%	22%	19%	16%	13%	7%	11%	20%	22%	12%	25%	14%	11%	27%
		T2 Good		69%	62%	63%	72%	72%	81%	75%	64%	63%	74%	58%	72%	72%	64%
		B2 Bad		5%	7%	5%	4%	6%	4%	5%	6%	6%	2%	10%	4%	6%	7%

A2.d And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... Mexico?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

			AGE I						GENDER		REGION						
			Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl	
A2.d	.RATE AGREEMENT- MEXICO	Total	UWt	1009	194	178	150	227	260	485	523	125	125	75	364	240	80
			Wgt	1009	275	182	162	183	206	490	518	138	113	66	387	237	69
		(+100) Very good	W%	5%	4%	3%	8%	8%	6%	5%	6%	5%	3%	12%	6%	3%	7%
		(+50) Somewhat good	W%	29%	25%	25%	28%	34%	36%	34%	24%	28%	39%	19%	34%	21%	26%
		(-50) Somewhat bad	W%	17%	19%	13%	22%	18%	13%	20%	14%	18%	19%	24%	14%	19%	13%
		(-100) Very bad	W%	5%	6%	9%	3%	3%	3%	5%	5%	3%	2%	5%	4%	9%	4%

Both good and bad	W%	10%	10%	10%	9%	9%	14%	10%	11%	9%	11%	7%	11%	11%	9%
Neither good nor bad	W%	4%	5%	6%	5%	3%	3%	3%	6%	2%	4%	2%	3%	9%	
Don't know/ Unsure	W%	29%	30%	34%	27%	27%	26%	24%	34%	34%	22%	32%	27%	28%	41%
T2 Good		35%	29%	28%	35%	41%	42%	39%	30%	33%	42%	31%	40%	24%	33%
B2 Bad		22%	26%	22%	24%	21%	15%	25%	19%	21%	21%	28%	18%	28%	17%

A2.a And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... Canada?

RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure

A2.a	.RATE AGREEMENT- CANADA	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
			Wgt	851	145	142	122	200	242	436	414	96	106	56	313	218	62
				846	217	146	131	159	192	430	415	107	98	51	328	209	52
		(+100) Very good	W%	4%	5%	5%	3%	3%	5%	5%	4%	6%	4%	9%	4%	2%	6%
		(+50) Somewhat good	W%	32%	30%	26%	33%	36%	34%	37%	27%	37%	32%	22%	40%	19%	32%
		(-50) Somewhat bad	W%	31%	32%	31%	34%	33%	25%	29%	32%	28%	29%	41%	26%	37%	34%
		(-100) Very bad	W%	9%	6%	13%	11%	10%	9%	9%	10%	7%	14%	6%	5%	15%	14%
		Both good and bad	W%	19%	21%	19%	13%	15%	23%	16%	21%	20%	16%	21%	20%	18%	12%
		Neither good nor bad	W%	5%	6%	7%	5%	3%	5%	4%	6%	2%	5%	1%	5%	10%	2%
		T2 Good		36%	35%	30%	36%	39%	39%	41%	30%	43%	36%	31%	44%	21%	39%
		B2 Bad		40%	38%	44%	46%	43%	34%	38%	42%	34%	43%	47%	31%	52%	48%

A2.b And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... your province?

RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure

A2.b	.RATE AGREEMENT- YOUR PROVINCE	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
			Wgt	831	138	140	122	192	239	430	400	94	104	54	305	218	56
				824	207	144	131	153	189	424	399	106	97	50	319	207	45
		(+100) Very good	W%	4%	5%	6%	2%	2%	6%	6%	3%	6%	4%	6%	6%	1%	5%
		(+50) Somewhat good	W%	29%	29%	24%	33%	31%	28%	33%	25%	39%	22%	29%	38%	12%	34%
		(-50) Somewhat bad	W%	31%	33%	27%	30%	35%	29%	27%	35%	29%	34%	33%	24%	39%	36%
		(-100) Very bad	W%	13%	10%	15%	12%	17%	14%	15%	12%	7%	15%	8%	6%	27%	20%
		Both good and bad	W%	16%	15%	19%	16%	12%	18%	14%	19%	16%	16%	22%	20%	12%	4%
		Neither good nor bad	W%	6%	7%	8%	6%	3%	5%	5%	7%	3%	9%	2%	5%	9%	1%
		T2 Good		33%	35%	30%	36%	33%	34%	39%	28%	45%	26%	34%	44%	13%	39%
		B2 Bad		44%	43%	42%	43%	52%	43%	42%	47%	36%	48%	41%	31%	66%	56%

A2.c And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... the U.S.?

RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure

A2.c	.RATE AGREEMENT- THE U.S.	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
			Wgt	854	143	143	126	199	243	441	412	98	109	54	315	219	59
				850	214	148	136	159	193	434	415	108	100	49	332	211	50
		(+100) Very good	W%	42%	38%	32%	46%	48%	48%	42%	43%	38%	40%	42%	43%	45%	42%
		(+50) Somewhat good	W%	40%	42%	46%	39%	34%	39%	43%	38%	43%	43%	35%	41%	36%	46%
		(-50) Somewhat bad	W%	4%	6%	3%	3%	6%	1%	3%	4%	5%	3%	10%	4%	3%	3%

(-100) Very bad	W%	2%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	3%	1%	4%	6%
Both good and bad	W%	7%	8%	8%	5%	6%	6%	7%	7%	7%	10%	9%	7%	5%	3%	
Neither good nor bad	W%	4%	3%	9%	4%	4%	3%	4%	5%	5%	4%	1%	4%	7%		
T2 Good		82%	80%	78%	85%	82%	87%	84%	80%	81%	83%	77%	84%	81%	88%	
B2 Bad		6%	9%	6%	5%	7%	4%	5%	7%	8%	3%	13%	5%	7%	9%	

A2.d And, based on what you know about it... overall, do you feel that this new free trade agreement (USMCA) will be good or bad for... Mexico?

RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure

A2.d	.RATE AGREEMENT- MEXICO	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
				718	128	116	111	168	195	376	341	82	96	48	266	178	48
			Wgt	717	192	120	119	134	153	372	344	91	89	45	282	171	40
		(+100) Very good	W%	8%	6%	4%	11%	11%	8%	6%	9%	8%	4%	18%	9%	4%	12%
		(+50) Somewhat good	W%	41%	35%	38%	38%	46%	48%	45%	37%	43%	50%	28%	46%	29%	43%
		(-50) Somewhat bad	W%	24%	28%	20%	29%	24%	17%	26%	22%	28%	24%	35%	20%	26%	21%
		(-100) Very bad	W%	7%	9%	14%	4%	4%	3%	6%	7%	4%	3%	7%	5%	13%	7%
		Both good and bad	W%	15%	15%	15%	12%	12%	18%	13%	17%	14%	13%	10%	16%	15%	16%
		Neither good nor bad	W%	6%	7%	10%	6%	4%	5%	4%	9%	3%	6%	2%	5%	13%	
		T2 Good		49%	41%	42%	48%	56%	56%	51%	45%	50%	54%	46%	55%	33%	56%
		B2 Bad		31%	37%	33%	33%	28%	21%	32%	29%	32%	27%	42%	25%	39%	28%

A3. And, based on what you know... overall, do you approve or disapprove of the job that the federal Liberal Government of Prime Minister Justin Trudeau did in these negotiations?

BASE: ALL RESPONDENTS

Note: statistics calculated on valid answers among those asked unless otherwise indicated.

A3.	.APPROVE- GOVERNMENT ON TRADE AGREEMENT	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
				1009	194	178	150	227	260	485	523	125	125	75	364	240	80
			Wgt	1009	275	182	162	183	206	490	518	138	113	66	387	237	69
		(+100) Strongly approve	W%	12%	10%	11%	10%	12%	19%	15%	10%	15%	8%	6%	16%	9%	11%
		(+50) Somewhat approve	W%	35%	38%	27%	30%	34%	41%	35%	34%	47%	30%	40%	38%	22%	39%
		(-50) Somewhat disapprove	W%	23%	20%	26%	28%	26%	19%	22%	25%	14%	25%	22%	18%	39%	17%
		(-100) Strongly disapprove	W%	16%	12%	19%	15%	20%	15%	18%	13%	10%	25%	19%	16%	15%	11%
		Don't know/ Unsure	W%	14%	21%	18%	16%	8%	5%	9%	19%	15%	12%	13%	12%	15%	21%
		T2 Approve		47%	48%	38%	40%	45%	60%	50%	43%	61%	38%	46%	53%	31%	50%
		B2 Disapprove		39%	32%	44%	44%	46%	35%	40%	38%	24%	50%	41%	34%	54%	29%

A3. RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/Unsure

A3.	.APPROVE- GOVERNMENT ON TRADE AGREEMENT	Total	UWt	AGE I						GENDER		REGION					
				Total	18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl
				879	150	147	126	210	246	450	428	104	108	63	322	217	65
			Wgt	868	218	150	136	168	196	444	422	117	99	57	339	201	54
		(+100) Strongly approve	W%	14%	12%	14%	12%	13%	20%	16%	12%	17%	9%	7%	18%	11%	14%
		(+50) Somewhat approve	W%	40%	48%	32%	35%	37%	44%	39%	41%	55%	34%	46%	43%	26%	50%
		(-50) Somewhat disapprove	W%	27%	25%	31%	34%	29%	20%	24%	30%	17%	29%	25%	21%	45%	22%

(-100) Strongly disapprove	W%	18%	15%	23%	18%	22%	16%	20%	17%	11%	28%	21%	18%	18%	14%
T2 Approve		54%	60%	46%	48%	49%	63%	56%	53%	72%	43%	53%	61%	37%	64%
B2 Disapprove		46%	40%	54%	52%	51%	37%	44%	47%	28%	57%	47%	39%	63%	36%

A4. And, based on what you know... overall, do you feel that the Justin Trudeau Liberal Government... ?

BASE: ALL RESPONDENTS

A4.	.RATE GOVERNMENT ON TRADE AGREEMENT	Total	UWt	AGE I						GENDER		REGION					
				18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl	
			1009	194	178	150	227	260	485	523	125	125	75	364	240	80	
			Wgt	275	182	162	183	206	490	518	138	113	66	387	237	69	
		Got the best possible deal for Canada, under the circumstances	W%	39%	39%	29%	36%	42%	51%	43%	37%	43%	40%	35%	44%	30%	41%
		Should have continued negotiating for a better deal for Canada, even if it risked not having any free trade agreement with the U.S. and Mexico, and the U.S. putting tariffs on the Canadian auto sector	W%	31%	34%	34%	32%	29%	26%	33%	29%	24%	33%	32%	28%	41%	25%
		Should have walked away from these negotiations and let NAFTA be cancelled without joining any new or revised free trade agreement with the U.S. and Mexico	W%	10%	3%	12%	13%	13%	10%	10%	11%	12%	10%	8%	9%	12%	
		Don't know/ Unsure	W%	20%	24%	25%	20%	16%	13%	15%	25%	22%	15%	23%	19%	20%	22%

A4. RE-BASED: EXCLUDING RESPONDENTS WHO SAY Don't Know/ Unsure

A4.	.RATE GOVERNMENT ON TRADE AGREEMENT	Total	UWt	AGE I						GENDER		REGION					
				18 to 34	35 to 44	45 to 54	55 to 64	65+	Male	Female	BC	Alb	Sk/Mb	Ont	Que	Atl	
			816	143	135	120	192	226	421	394	95	104	56	299	199	63	
			Wgt	209	137	131	153	179	418	390	108	96	50	313	188	54	
		Got the best possible deal for Canada, under the circumstances	W%	49%	51%	39%	44%	50%	58%	50%	49%	55%	48%	46%	55%	37%	53%
		Should have continued negotiating for a better deal for Canada, even if it risked not having any free trade agreement with the U.S. and Mexico, and the U.S. putting tariffs on the Canadian auto sector	W%	39%	45%	45%	39%	34%	30%	39%	38%	31%	38%	41%	35%	51%	32%
		Should have walked away from these negotiations and let NAFTA be cancelled without joining any new or revised free trade agreement with the U.S. and Mexico	W%	12%	4%	16%	17%	16%	12%	11%	13%	15%	14%	13%	10%	12%	15%