



Feelings on the Future of Canada's Auto Industry

October 2025

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Methodology

Field Window	October 11 to 20, 2025
Sampling	Online survey of randomly-selected sample of 2,702 adult (18+) Canadians. Sample source is a mix of the Dynata and Leger online panels.
Reliability*	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 1.9\%$, 19 times out of 20. The margin of error is larger for sub-segments.
Weighting	Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.
Research standards	Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.
Sponsor	This poll was commissioned by Unifor and the Automotive Parts Manufacturers' Association.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	250	$\pm 7.4\%$
Quebec	650	$\pm 3.9\%$
Ontario	900	$\pm 3.0\%$
Saskatchewan/ Manitoba	301	$\pm 7.3\%$
Alberta	301	$\pm 5.6\%$
British Columbia	300	$\pm 5.1\%$
CANADA	2,702	$\pm 1.9\%$

Key Findings

A woman with curly hair and glasses, wearing a red work shirt, is working on the engine of a car. The background shows a factory setting with other workers and car parts. The image has a blue and red color gradient overlay.

74%

believe if the Canadian auto sector collapsed, it would have a “devastating” impact on the Canadian economy

- Eight-in-ten (79%) Canadians are concerned about the future of Canada’s auto industry and **three-in-four (74%) believe if the Canadian auto sector collapsed, it would have a “devastating” impact on the Canadian economy.**
- Seven-in-ten (70%) feel Canada should not sacrifice the auto sector to get a good trade deal with the US.
- **63% of Canadians (including 80% of Liberal voters) feel the Government of Canada should provide financial support to keep the auto sector afloat** for the duration of the trade war with the US.
- **Two-in-three (67%) Canadians would boycott or consider a boycott** of a company that moved its operations from Canada to the US due to tariffs.

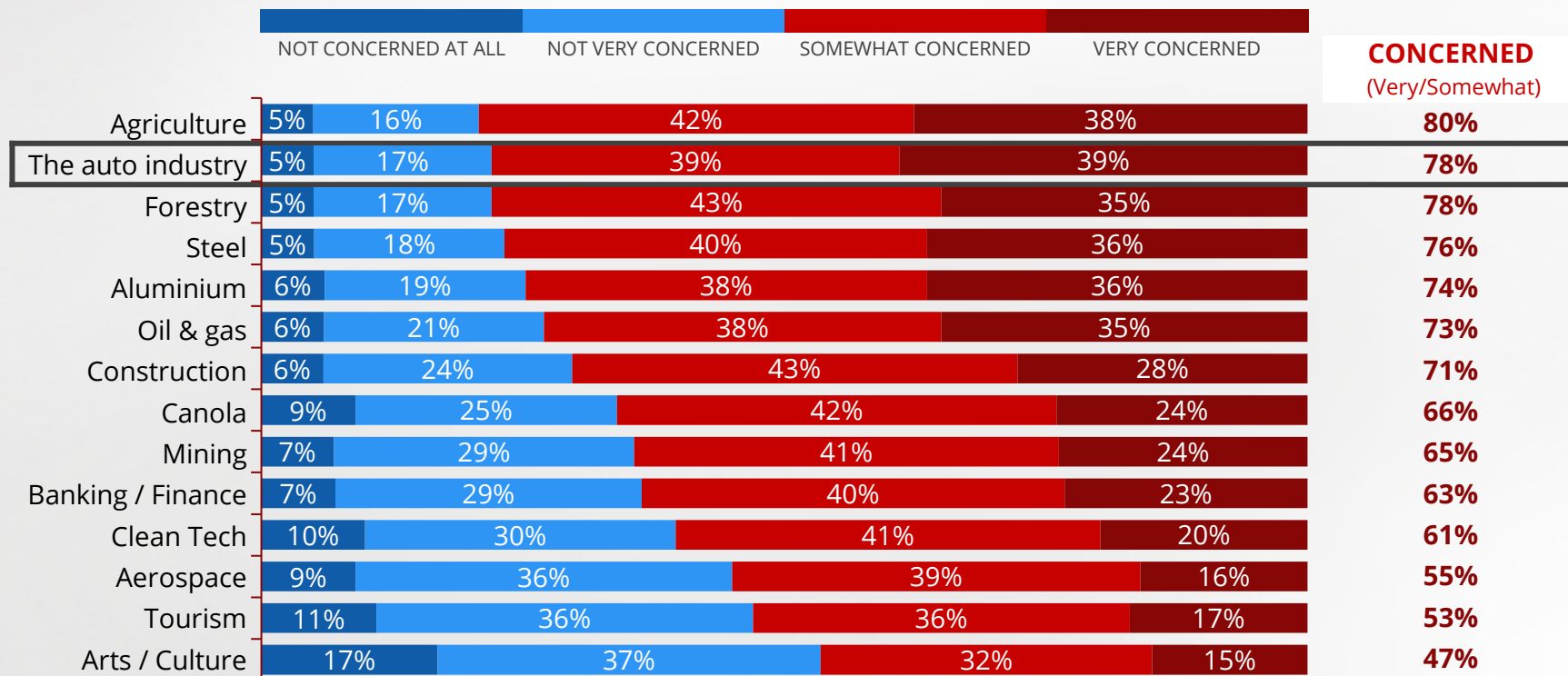
The background of the slide is a photograph of an automotive manufacturing plant. It shows a car's metal chassis on an assembly line, with a robotic arm positioned nearby. The image is overlaid with a semi-transparent blue circle in the center and four L-shaped corner brackets in the corners, creating a frame-like effect. The text 'Survey Findings' is centered within the blue circle.

Survey Findings

Concern About Future of Key Sectors:

Eight-in-ten (78%) concerned about future of Canada's auto sector

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Given Trump's tariffs focused on certain sectors of the Canadian economy and global uncertainty, how concerned are you about the future of each of the following sectors in Canada?

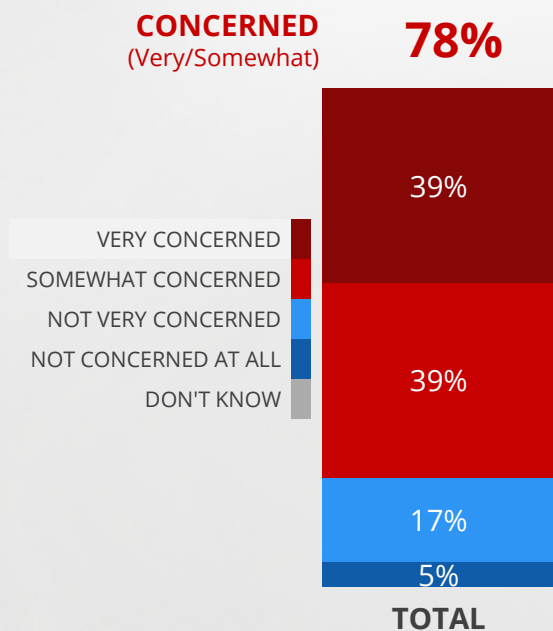
Base: All Respondents (n=2,702)

Concern About Future of Auto Sector:

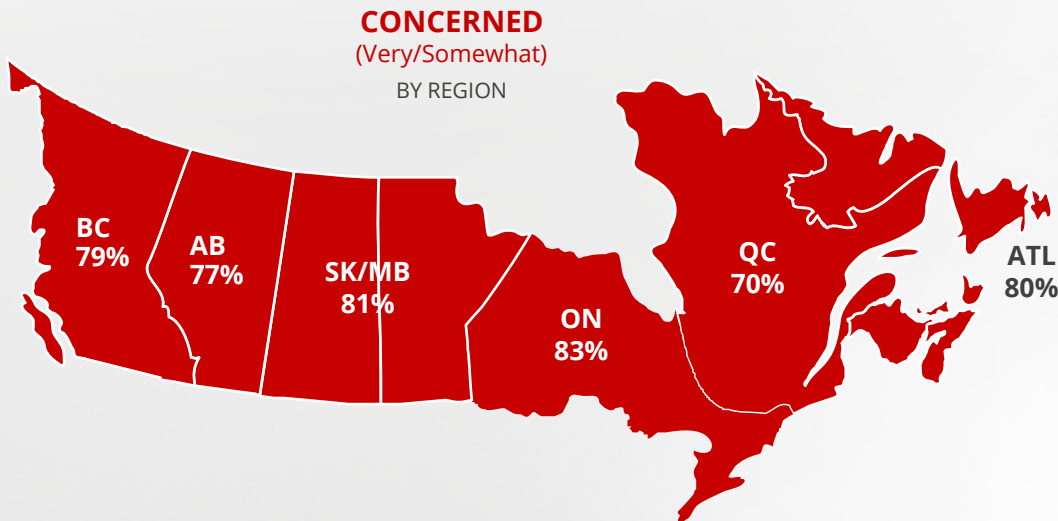
In all parts of country, majority are concerned

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- There is concern about the future of the auto sector across the political spectrum: 86% of Liberal voters, 82% of Conservative voters, and 79% of NDP voters are concerned.



Concerns About Future of Auto Sector



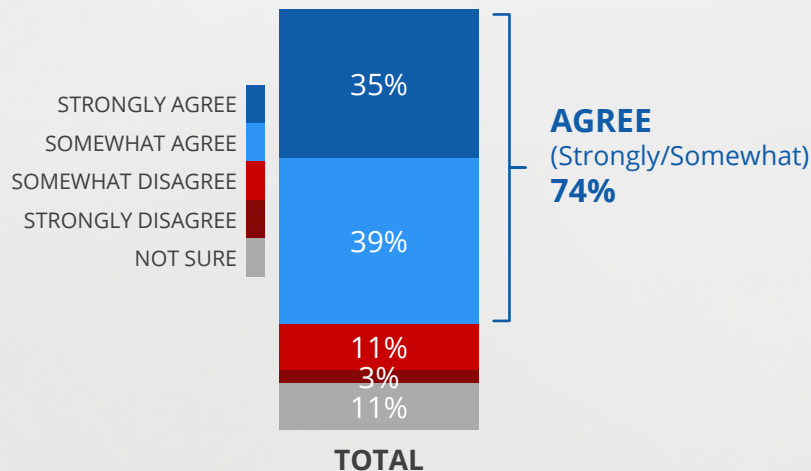
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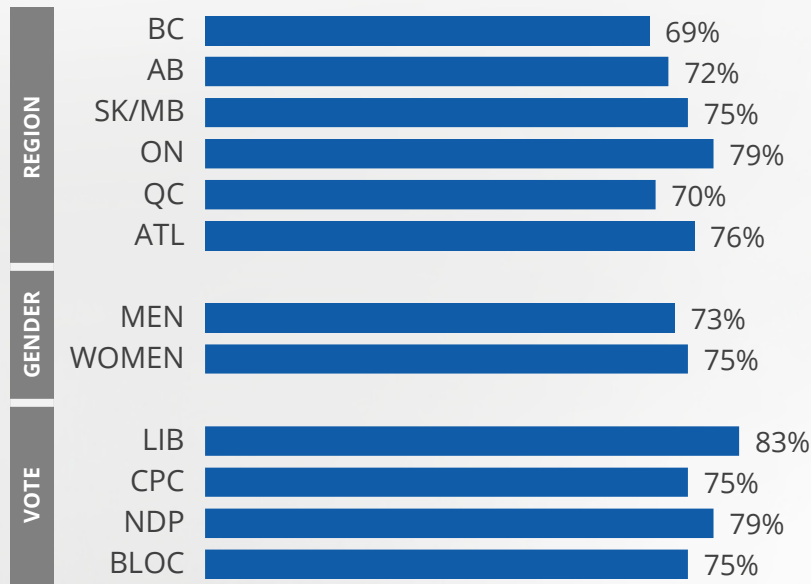
Impact of Auto Sector Collapse: Three-in-four (74%) believe auto sector collapse would “devastate” Canadian economy

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If the Canadian auto sector collapses, it would have a devastating effect on Canada's economy



AGREE
(Strongly/Somewhat)



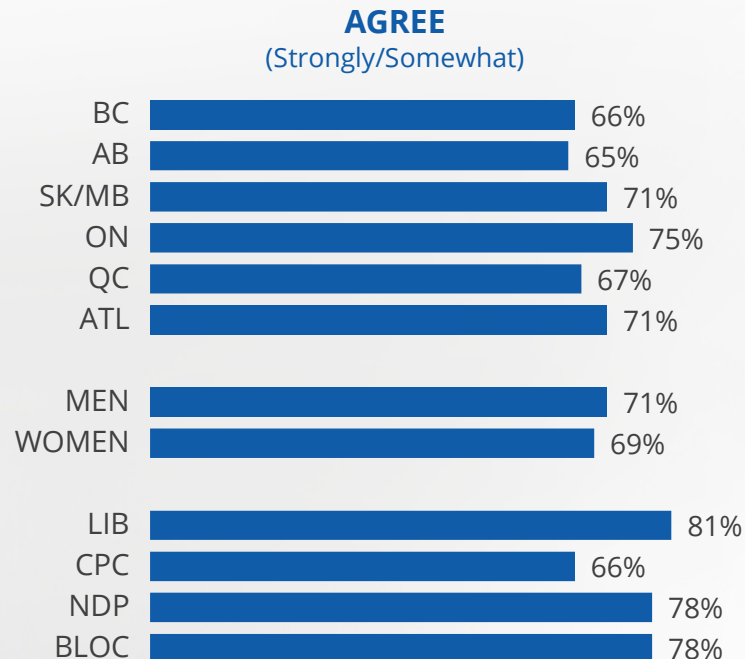
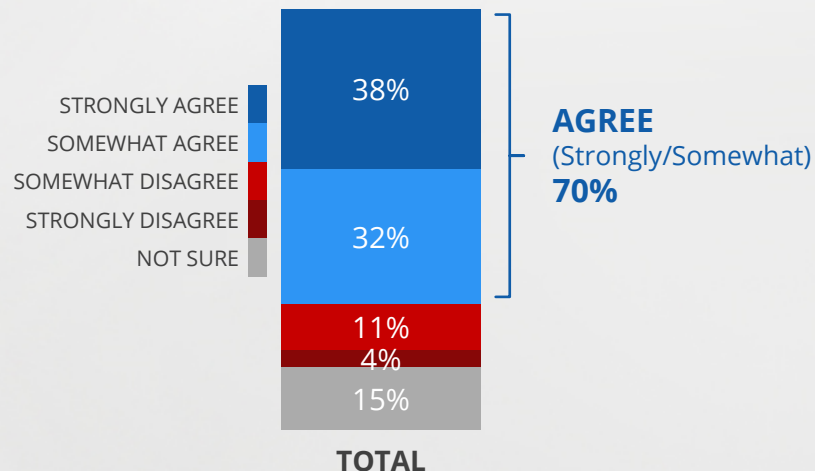
Do you agree or disagree with each of the following statements? If the Canadian auto sector collapses, it would have a devastating effect on Canada's economy.
Base: All Respondents (n=2,702)

Auto Sector as a Bargaining Chip?

Very few open to sacrificing the auto sector to get a trade deal

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The Government of Canada should not sign a trade deal with Donald Trump that sacrifices the Canadian auto sector



Do you agree or disagree with each of the following statements? The Government of Canada should not sign a trade deal with Donald Trump that sacrifices the Canadian auto sector.

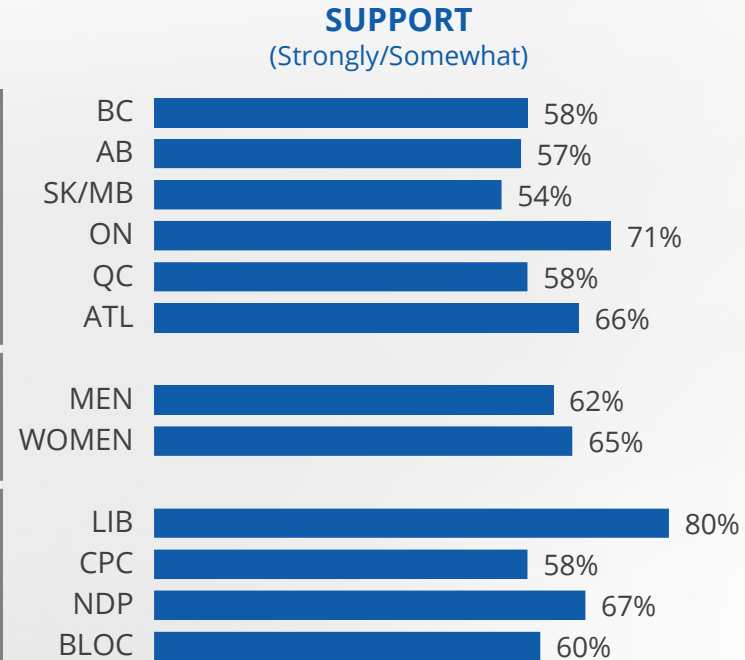
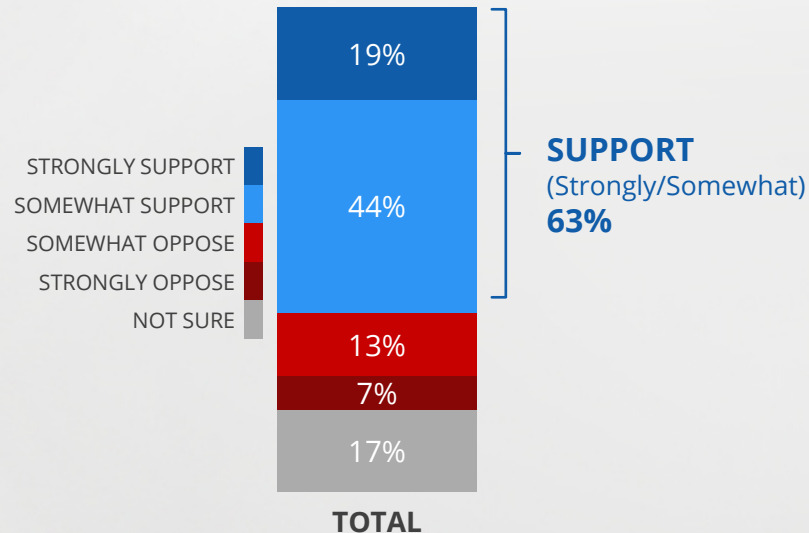
Base: All Respondents (n=2,702)

Government Response: Majority (63%) feel federal government should financially support auto sector throughout trade war

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- Liberal voters are over 6 times more likely to support than oppose the Government of Canada providing financial support to Canada's auto sector (80% vs. 12%).

Government Support for Canada's Auto Sector During Trade War



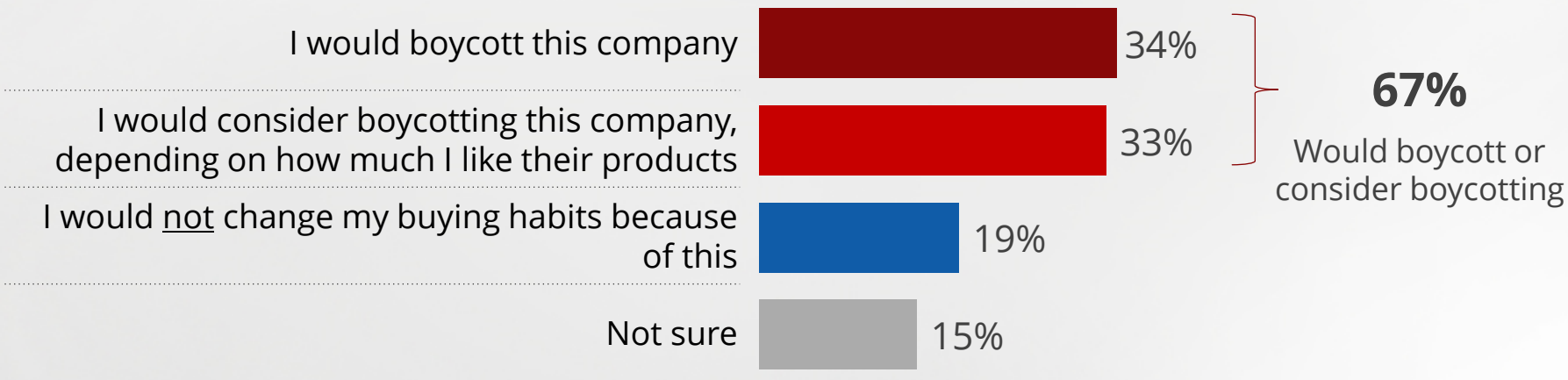
Would you support or oppose the Government of Canada providing financial support to Canada's auto sector during the current trade war with the US, to prevent plants from closing and workers from losing their jobs?
Base: All Respondents (n=2,702)

Reaction to Companies Moving: Two-thirds of Canadians would consider boycotting a company that moves operations to the US

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- 39% of Ontarians say they would definitely boycott a company that moves operations to the US, and another 34% would consider it.
- Half (49%) of seniors say they would definitely boycott, and another 33% would consider it.

Your Reaction to Companies Moving Operations to the U.S. to Avoid Tariffs



If a company moved its Canadian operations to the United States because of Trump's tariffs, how would you react?
Base: All Respondents, split sampled (n=1,351)



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