

# YouGov Survey: U.S. Tariffs on Canada



Sample 985 Canadian adults  
 Conducted February 14 - 19, 2025  
 Margin of Error ±3.2%

1. On February 1, 2025, U.S. President Donald Trump announced he would impose 25% tariffs on most imports from Canada. On February 4, 2025, the tariffs on Canadian goods were put on hold for 30 days to allow time for the Canadian and American governments to negotiate. On February 10, President Trump announced a 25% tariff on steel and aluminum imports into the U.S. How much have you heard about this prior to this survey?

A lot	67%
A little	28%
Nothing at all	3%
Not sure	2%

2. Do you think Donald Trump will proceed with his plan to implement tariffs on all Canadian goods (beyond steel and aluminum) imported into/sold in the U.S. after the 30 day "hold" is complete?

Yes	58%
No	15%
Not sure	27%

3. Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	NET Helps	Helps	Hurts	Neither helps nor hurts	Not sure
The Canadian economy	<b>-74%</b>	6%	80%	6%	9%
The affordability of goods	<b>-73%</b>	4%	78%	11%	7%
Your local economy	<b>-67%</b>	6%	73%	11%	11%
The U.S. economy	<b>-55%</b>	13%	68%	6%	12%
The variety of goods available	<b>-60%</b>	5%	66%	18%	11%
Your financial wellbeing	<b>-59%</b>	4%	62%	21%	13%
The job market	<b>-56%</b>	5%	60%	18%	17%

4. Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	NET Support	Support	Oppose	Not sure
Increasing border security measures	<b>68%</b>	77%	9%	14%
Diversifying trade partners	<b>69%</b>	77%	7%	16%
Stopping the sale of American liquor in Canada	<b>58%</b>	72%	14%	13%
Implementing retaliatory tariffs on U.S. goods	<b>54%</b>	68%	14%	18%
Stopping the sale of oil to the U.S.	<b>49%</b>	66%	17%	17%
Stopping the sale of electricity to the U.S.	<b>47%</b>	65%	18%	18%
Implementing targeted tariffs on goods from Republican states	<b>42%</b>	58%	17%	25%

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Appointing a fentanyl czar	<b>22%</b>	41%	18%	41%
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5. Do you consider the following to be an ally or an enemy of Canada?

	NET	Ally	Friendly	Unfriendly	Enemy	Not sure
United States	<b>-16%</b>	18%	15%	36%	14%	17%
Mexico	<b>67%</b>	32%	43%	6%	1%	18%

6. Have you or do you plan to make any purchases because you expect prices will increase as a result of potential tariffs?

Yes	21%
No	58%
Not sure	22%

7. Have you or do you plan to research the companies you shop at to find out if they are Canadian-owned?

Yes	65%
No	22%
Not sure	13%

8. Have you already started any form of boycotting American companies?

Yes	53%
No	39%
Not sure	8%

9. Which, if any, of the following categories of American-made or-owned goods and services do you plan to boycott? Please select all that apply.

Alcohol distilled in the U.S. and sold in Canada	52%
Food grown in the U.S. and sold in Canada	50%
American-manufactured household goods	45%
Clothing manufactured in U.S.	44%
Personal care products (e.g., skincare, haircare) manufactured in the U.S.	43%
American-owned restaurant chains (e.g., McDonald's, Starbucks, KFC)	40%
American-manufactured furniture brands	38%
American-owned appliance brands	36%
American-owned automobile brands	36%
American-owned retailers (e.g., Walmart, Costco)	33%
Canadian-founded companies that are now American-owned (e.g., Hudson's Bay, Molson)	31%
Other	7%
None of the above, I do not plan to boycott	16%
Not sure	13%

10. Assuming that the U.S. implements any tariffs on Canadian imports, for how long would you plan to boycott American goods & companies?

For as long as I am financially able to while the tariffs are still running .....	33%
For as long as I am financially able to even after the tariffs are lifted .....	32%
Not sure .....	5%
Not asked - does not plan to boycott .....	30%

11. To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Much less likely to boycott	Somewhat less likely to boycott	Has no impact on my intentions to boycott	Not sure	Not asked - does not plan to boycott
Their products are produced in Canada	25%	25%	14%	6%	30%
They create jobs for Canadians	21%	23%	17%	8%	30%
They source ingredients, materials, or goods from Canadian suppliers (e.g., farmers, miners, manufacturers, etc.)	20%	27%	15%	9%	30%
They have Canadian-owned and operated retail locations	17%	24%	21%	9%	30%
They sell Canadian merchandise (e.g., clothing by Canadian designers, art by Canadian creators, etc.)	16%	26%	18%	9%	30%
They reinvest money locally (e.g., funding community / charitable initiatives, sponsorships, etc.)	16%	20%	23%	12%	30%

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<b>Interviewing Dates</b>	February 14 - 19, 2025
<b>Target population</b>	Canadians, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult Canadians.
<b>Weighting</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult Canadians. The sample was weighted according to gender, age, education, region, and 2021 federal election vote. Demographic weighting targets come from the 2021 Canadian Census. The weights range from 0.556 to 2.306, with a mean of one and a standard deviation of 0.263.
<b>Number of respondents</b>	985
<b>Margin of error</b>	± 3.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	37 questions not reported.

# YouGov Survey: U.S. Tariffs on Canada

February 14 - 19, 2025 - 985 Canadian adults



## 1. Heard About US Tariffs

On February 1, 2025, U.S. President Donald Trump announced he would impose 25% tariffs on most imports from Canada. On February 4, 2025, the tariffs on Canadian goods were put on hold for 30 days to allow time for the Canadian and American governments to negotiate. On February 10, President Trump announced a 25% tariff on steel and aluminum imports into the U.S. How much have you heard about this prior to this survey?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
A lot	67%	74%	61%	51%	62%	70%	84%	63%	70%	73%
A little	28%	24%	33%	41%	32%	26%	15%	31%	27%	24%
Nothing at all	3%	1%	4%	6%	3%	3%	0%	4%	1%	2%
Not sure	2%	1%	2%	2%	3%	1%	0%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
A lot	67%	75%	69%	71%	71%	64%	64%	73%	67%
A little	28%	21%	29%	26%	25%	31%	31%	24%	31%
Nothing at all	3%	1%	1%	3%	2%	3%	3%	3%	1%
Not sure	2%	2%	1%	0%	3%	2%	2%	1%	1%
Totals	100%	99%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

**YouGov Survey: U.S. Tariffs on Canada**  
 February 14 - 19, 2025 - 985 Canadian adults



**2. Implement Tariffs**

Do you think Donald Trump will proceed with his plan to implement tariffs on all Canadian goods (beyond steel and aluminum) imported into/sold in the U.S. after the 30 day “hold” is complete?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Yes	58%	57%	59%	50%	54%	59%	66%	59%	61%	54%
No	15%	18%	13%	23%	17%	13%	11%	15%	15%	19%
Not sure	27%	25%	29%	27%	29%	27%	24%	26%	24%	27%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Yes	58%	62%	56%	62%	57%	58%	58%	58%	52%
No	15%	16%	21%	11%	11%	13%	17%	17%	12%
Not sure	27%	22%	23%	27%	31%	28%	24%	26%	36%
Totals	100%	100%	100%	100%	99%	99%	99%	101%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**3A. Effects of Tariffs — The Canadian economy**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-74%</b>	<b>-74%</b>	<b>-74%</b>	<b>-56%</b>	<b>-69%</b>	<b>-82%</b>	<b>-84%</b>	<b>-66%</b>	<b>-77%</b>	<b>-86%</b>
Helps	6%	8%	4%	11%	7%	4%	3%	8%	8%	2%
Hurts	80%	81%	78%	67%	76%	86%	87%	74%	85%	87%
Neither helps nor hurts	6%	6%	5%	8%	8%	4%	4%	8%	3%	5%
Not sure	9%	5%	12%	14%	10%	7%	6%	11%	5%	5%
Totals	101%	100%	99%	100%	101%	101%	100%	101%	101%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-74%</b>	<b>-79%</b>	<b>-76%</b>	<b>-76%</b>	<b>-68%</b>	<b>-79%</b>	<b>-72%</b>	<b>-77%</b>	<b>-77%</b>
Helps	6%	5%	7%	5%	9%	3%	8%	3%	4%
Hurts	80%	84%	83%	81%	77%	82%	80%	79%	81%
Neither helps nor hurts	6%	3%	5%	4%	4%	6%	5%	8%	3%
Not sure	9%	7%	5%	10%	10%	9%	7%	10%	12%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**3B. Effects of Tariffs — The affordability of goods**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-73%</b>	<b>-72%</b>	<b>-75%</b>	<b>-56%</b>	<b>-68%</b>	<b>-82%</b>	<b>-82%</b>	<b>-71%</b>	<b>-73%</b>	<b>-80%</b>
Helps	4%	5%	3%	11%	5%	2%	1%	5%	5%	2%
Hurts	78%	77%	78%	67%	73%	84%	82%	76%	78%	82%
Neither helps nor hurts	11%	14%	8%	11%	12%	10%	10%	10%	12%	12%
Not sure	7%	4%	10%	11%	10%	5%	7%	10%	5%	4%
Totals	100%	100%	99%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-73%</b>	<b>-77%</b>	<b>-73%</b>	<b>-79%</b>	<b>-68%</b>	<b>-72%</b>	<b>-72%</b>	<b>-78%</b>	<b>-77%</b>
Helps	4%	4%	5%	1%	6%	5%	5%	0%	3%
Hurts	78%	82%	78%	80%	75%	77%	77%	79%	80%
Neither helps nor hurts	11%	8%	13%	14%	10%	10%	11%	12%	9%
Not sure	7%	6%	5%	6%	9%	7%	6%	9%	8%
Totals	100%	100%	101%	101%	100%	99%	99%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)



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**3C. Effects of Tariffs — Your local economy**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-67%</b>	<b>-64%</b>	<b>-69%</b>	<b>-52%</b>	<b>-61%</b>	<b>-74%</b>	<b>-77%</b>	<b>-60%</b>	<b>-70%</b>	<b>-74%</b>
Helps	6%	8%	4%	9%	8%	5%	2%	7%	7%	4%
Hurts	73%	72%	74%	62%	69%	78%	79%	67%	77%	78%
Neither helps nor hurts	11%	13%	8%	13%	11%	9%	11%	12%	8%	11%
Not sure	11%	7%	14%	16%	13%	8%	8%	14%	7%	8%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-67%</b>	<b>-74%</b>	<b>-67%</b>	<b>-68%</b>	<b>-62%</b>	<b>-66%</b>	<b>-70%</b>	<b>-66%</b>	<b>-67%</b>
Helps	6%	3%	8%	5%	9%	6%	6%	3%	6%
Hurts	73%	77%	75%	73%	71%	72%	76%	69%	73%
Neither helps nor hurts	11%	9%	11%	9%	8%	12%	8%	17%	9%
Not sure	11%	11%	7%	12%	12%	10%	9%	12%	12%
Totals	101%	100%	101%	99%	100%	100%	99%	101%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**3D. Effects of Tariffs — The U.S. economy**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-55%</b>	<b>-61%</b>	<b>-50%</b>	<b>-34%</b>	<b>-48%</b>	<b>-64%</b>	<b>-70%</b>	<b>-53%</b>	<b>-55%</b>	<b>-60%</b>
Helps	13%	13%	13%	21%	16%	10%	8%	13%	15%	13%
Hurts	68%	74%	64%	55%	64%	74%	78%	66%	70%	73%
Neither helps nor hurts	6%	6%	6%	8%	8%	6%	5%	8%	5%	5%
Not sure	12%	7%	17%	16%	13%	11%	9%	14%	11%	9%
Totals	99%	100%	100%	100%	101%	101%	100%	101%	101%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-55%</b>	<b>-62%</b>	<b>-44%</b>	<b>-75%</b>	<b>-49%</b>	<b>-52%</b>	<b>-56%</b>	<b>-58%</b>	<b>-61%</b>
Helps	13%	12%	19%	7%	15%	15%	14%	10%	9%
Hurts	68%	74%	63%	82%	65%	67%	70%	68%	70%
Neither helps nor hurts	6%	7%	6%	2%	7%	4%	6%	8%	8%
Not sure	12%	7%	12%	9%	13%	15%	9%	14%	13%
Totals	99%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

# YouGov Survey: U.S. Tariffs on Canada

February 14 - 19, 2025 - 985 Canadian adults



## 3E. Effects of Tariffs — The variety of goods available

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-60%</b>	<b>-56%</b>	<b>-65%</b>	<b>-47%</b>	<b>-62%</b>	<b>-66%</b>	<b>-61%</b>	<b>-55%</b>	<b>-61%</b>	<b>-67%</b>
Helps	5%	7%	4%	11%	6%	2%	5%	6%	7%	2%
Hurts	66%	63%	69%	58%	68%	69%	66%	62%	68%	69%
Neither helps nor hurts	18%	22%	14%	18%	16%	18%	19%	17%	18%	21%
Not sure	11%	9%	13%	13%	11%	10%	11%	15%	7%	7%
Totals	100%	101%	100%	100%	101%	99%	101%	100%	100%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-60%</b>	<b>-63%</b>	<b>-60%</b>	<b>-65%</b>	<b>-55%</b>	<b>-68%</b>	<b>-59%</b>	<b>-61%</b>	<b>-61%</b>
Helps	5%	5%	6%	3%	8%	4%	7%	4%	3%
Hurts	66%	68%	67%	68%	62%	71%	65%	66%	64%
Neither helps nor hurts	18%	18%	18%	18%	18%	12%	20%	19%	14%
Not sure	11%	9%	9%	11%	11%	13%	9%	11%	20%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	101%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

**YouGov Survey: U.S. Tariffs on Canada**  
February 14 - 19, 2025 - 985 Canadian adults



**3F. Effects of Tariffs — Your financial wellbeing**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-59%</b>	<b>-56%</b>	<b>-61%</b>	<b>-43%</b>	<b>-61%</b>	<b>-66%</b>	<b>-57%</b>	<b>-54%</b>	<b>-57%</b>	<b>-70%</b>
Helps	4%	5%	3%	9%	4%	1%	1%	5%	5%	1%
Hurts	62%	61%	64%	53%	66%	67%	58%	58%	61%	71%
Neither helps nor hurts	21%	26%	17%	22%	17%	19%	30%	23%	23%	18%
Not sure	13%	9%	17%	16%	13%	13%	10%	14%	11%	9%
Totals	100%	101%	101%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-59%</b>	<b>-60%</b>	<b>-66%</b>	<b>-60%</b>	<b>-49%</b>	<b>-57%</b>	<b>-63%</b>	<b>-57%</b>	<b>-62%</b>
Helps	4%	5%	2%	1%	7%	3%	4%	1%	3%
Hurts	62%	65%	68%	61%	56%	60%	67%	59%	65%
Neither helps nor hurts	21%	17%	21%	25%	21%	20%	18%	29%	16%
Not sure	13%	12%	8%	13%	16%	16%	11%	11%	16%
Totals	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**3G. Effects of Tariffs — The job market**

Do you think that the U.S. imposing higher tariffs on Canada helps or hurts the following?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Helps</b>	<b>-56%</b>	<b>-55%</b>	<b>-56%</b>	<b>-43%</b>	<b>-52%</b>	<b>-62%</b>	<b>-61%</b>	<b>-54%</b>	<b>-52%</b>	<b>-67%</b>
Helps	5%	6%	4%	9%	7%	2%	2%	6%	6%	0%
Hurts	60%	61%	60%	52%	59%	65%	63%	60%	59%	68%
Neither helps nor hurts	18%	21%	16%	22%	19%	16%	16%	15%	21%	17%
Not sure	17%	13%	20%	18%	15%	16%	18%	18%	14%	14%
Totals	100%	101%	100%	101%	100%	99%	99%	99%	100%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Helps</b>	<b>-56%</b>	<b>-67%</b>	<b>-55%</b>	<b>-56%</b>	<b>-51%</b>	<b>-51%</b>	<b>-60%</b>	<b>-55%</b>	<b>-52%</b>
Helps	5%	3%	4%	6%	6%	6%	5%	3%	3%
Hurts	60%	71%	59%	61%	58%	57%	65%	58%	55%
Neither helps nor hurts	18%	14%	21%	19%	18%	21%	15%	22%	15%
Not sure	17%	12%	15%	14%	19%	16%	14%	17%	27%
Totals	100%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**4A. Support Canada Tariff Response — Increasing border security measures**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>68%</b>	<b>71%</b>	<b>64%</b>	<b>46%</b>	<b>59%</b>	<b>76%</b>	<b>83%</b>	<b>70%</b>	<b>65%</b>	<b>73%</b>
Support	77%	80%	73%	63%	70%	83%	87%	78%	76%	81%
Oppose	9%	9%	9%	16%	11%	6%	4%	8%	11%	8%
Not sure	14%	11%	17%	21%	18%	11%	9%	15%	13%	10%
Totals	100%	100%	99%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region					
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic	
<b>NET Support</b>	<b>68%</b>	<b>74%</b>	<b>75%</b>	<b>48%</b>	<b>65%</b>	<b>64%</b>	<b>68%</b>	<b>71%</b>	<b>69%</b>	
Support	77%	82%	82%	65%	75%	74%	77%	78%	78%	
Oppose	9%	7%	8%	17%	10%	9%	9%	8%	9%	
Not sure	14%	11%	10%	18%	15%	17%	13%	14%	12%	
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)	

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**4B. Support Canada Tariff Response — Diversifying trade partners**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>69%</b>	<b>75%</b>	<b>64%</b>	<b>51%</b>	<b>68%</b>	<b>72%</b>	<b>83%</b>	<b>62%</b>	<b>73%</b>	<b>80%</b>
Support	77%	82%	71%	64%	76%	78%	86%	71%	79%	86%
Oppose	7%	7%	7%	14%	8%	6%	3%	8%	7%	7%
Not sure	16%	10%	21%	22%	16%	16%	11%	21%	14%	7%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region					
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic	
<b>NET Support</b>	<b>69%</b>	<b>81%</b>	<b>64%</b>	<b>71%</b>	<b>68%</b>	<b>71%</b>	<b>65%</b>	<b>75%</b>	<b>65%</b>	
Support	77%	86%	74%	81%	75%	76%	75%	81%	71%	
Oppose	7%	5%	10%	9%	7%	6%	10%	6%	5%	
Not sure	16%	9%	15%	10%	18%	18%	15%	13%	24%	
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)	

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**4C. Support Canada Tariff Response — Stopping the sale of American liquor in Canada**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>58%</b>	<b>56%</b>	<b>59%</b>	<b>42%</b>	<b>46%</b>	<b>65%</b>	<b>74%</b>	<b>61%</b>	<b>57%</b>	<b>60%</b>
Support	72%	73%	72%	61%	65%	77%	84%	73%	73%	75%
Oppose	14%	17%	12%	18%	19%	12%	10%	12%	17%	15%
Not sure	13%	10%	16%	21%	16%	11%	6%	15%	10%	10%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region					
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic	
<b>NET Support</b>	<b>58%</b>	<b>70%</b>	<b>44%</b>	<b>79%</b>	<b>70%</b>	<b>52%</b>	<b>54%</b>	<b>60%</b>	<b>65%</b>	
Support	72%	80%	66%	84%	79%	68%	71%	74%	75%	
Oppose	14%	10%	22%	5%	9%	16%	16%	14%	11%	
Not sure	13%	10%	12%	11%	12%	15%	13%	13%	14%	
Totals	99%	100%	100%	100%	100%	99%	100%	101%	100%	
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)	



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**4D. Support Canada Tariff Response — Implementing retaliatory tariffs on U.S. goods**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>54%</b>	<b>56%</b>	<b>53%</b>	<b>36%</b>	<b>48%</b>	<b>60%</b>	<b>69%</b>	<b>48%</b>	<b>60%</b>	<b>61%</b>
Support	68%	71%	66%	56%	66%	72%	77%	64%	73%	74%
Oppose	14%	16%	13%	20%	18%	11%	9%	15%	13%	13%
Not sure	18%	13%	22%	24%	16%	17%	14%	21%	14%	13%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Support</b>	<b>54%</b>	<b>73%</b>	<b>37%</b>	<b>73%</b>	<b>57%</b>	<b>48%</b>	<b>53%</b>	<b>61%</b>	<b>53%</b>
Support	68%	82%	61%	78%	68%	63%	69%	72%	69%
Oppose	14%	9%	24%	6%	11%	15%	16%	11%	16%
Not sure	18%	9%	15%	16%	20%	22%	15%	17%	15%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**4E. Support Canada Tariff Response — Stopping the sale of oil to the U.S.**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>49%</b>	<b>45%</b>	<b>52%</b>	<b>35%</b>	<b>45%</b>	<b>53%</b>	<b>59%</b>	<b>48%</b>	<b>53%</b>	<b>47%</b>
Support	66%	67%	65%	56%	62%	69%	73%	64%	70%	67%
Oppose	17%	22%	12%	21%	17%	16%	14%	16%	17%	20%
Not sure	17%	12%	23%	23%	20%	15%	13%	19%	13%	13%
Totals	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Support</b>	<b>49%</b>	<b>56%</b>	<b>33%</b>	<b>74%</b>	<b>57%</b>	<b>42%</b>	<b>45%</b>	<b>51%</b>	<b>64%</b>
Support	66%	70%	60%	81%	72%	61%	65%	65%	73%
Oppose	17%	14%	27%	7%	15%	20%	19%	14%	9%
Not sure	17%	16%	12%	12%	13%	19%	16%	21%	18%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**4F. Support Canada Tariff Response — Stopping the sale of electricity to the U.S.**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>47%</b>	<b>41%</b>	<b>52%</b>	<b>32%</b>	<b>48%</b>	<b>49%</b>	<b>56%</b>	<b>48%</b>	<b>48%</b>	<b>45%</b>
Support	65%	64%	65%	53%	65%	66%	72%	65%	67%	66%
Oppose	18%	23%	13%	21%	17%	18%	15%	17%	19%	20%
Not sure	18%	13%	22%	25%	18%	16%	13%	19%	14%	14%
Totals	101%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Support</b>	<b>47%</b>	<b>58%</b>	<b>31%</b>	<b>69%</b>	<b>62%</b>	<b>40%</b>	<b>40%</b>	<b>50%</b>	<b>66%</b>
Support	65%	72%	58%	77%	72%	60%	61%	67%	74%
Oppose	18%	14%	27%	8%	10%	20%	21%	16%	9%
Not sure	18%	13%	15%	15%	17%	20%	18%	17%	17%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**4G. Support Canada Tariff Response — Implementing targeted tariffs on goods from Republican states**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>42%</b>	<b>45%</b>	<b>38%</b>	<b>28%</b>	<b>40%</b>	<b>45%</b>	<b>51%</b>	<b>42%</b>	<b>42%</b>	<b>41%</b>
Support	58%	64%	53%	47%	57%	61%	65%	57%	61%	61%
Oppose	17%	19%	14%	18%	17%	16%	14%	15%	19%	19%
Not sure	25%	17%	33%	35%	26%	23%	20%	28%	21%	20%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Support</b>	<b>42%</b>	<b>66%</b>	<b>19%</b>	<b>56%</b>	<b>53%</b>	<b>36%</b>	<b>35%</b>	<b>49%</b>	<b>46%</b>
Support	58%	75%	47%	66%	64%	52%	56%	63%	57%
Oppose	17%	9%	28%	10%	12%	16%	21%	14%	11%
Not sure	25%	16%	25%	23%	24%	31%	24%	23%	33%
Totals	100%	100%	100%	99%	100%	99%	101%	100%	101%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**4H. Support Canada Tariff Response — Appointing a fentanyl czar**

Would you support or oppose the Canadian government implementing the following measures if the U.S. implements tariffs on Canadian imports?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Support</b>	<b>22%</b>	<b>24%</b>	<b>20%</b>	<b>-6%</b>	<b>22%</b>	<b>23%</b>	<b>47%</b>	<b>22%</b>	<b>22%</b>	<b>27%</b>
Support	41%	45%	36%	22%	39%	42%	59%	40%	43%	46%
Oppose	18%	21%	16%	27%	16%	18%	12%	18%	21%	19%
Not sure	41%	34%	48%	51%	45%	40%	29%	43%	36%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Support</b>	<b>22%</b>	<b>31%</b>	<b>26%</b>	<b>6%</b>	<b>23%</b>	<b>19%</b>	<b>24%</b>	<b>22%</b>	<b>19%</b>
Support	41%	48%	46%	29%	43%	38%	42%	40%	38%
Oppose	18%	17%	20%	24%	20%	18%	18%	18%	19%
Not sure	41%	35%	34%	47%	36%	44%	40%	42%	43%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**5A. International Relationships — United States**

Do you consider the following to be an ally or an enemy of Canada?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Positive</b>	<b>-16%</b>	<b>-10%</b>	<b>-23%</b>	<b>2%</b>	<b>-12%</b>	<b>-23%</b>	<b>-27%</b>	<b>-20%</b>	<b>-12%</b>	<b>-4%</b>
Ally	18%	23%	14%	19%	18%	17%	19%	14%	21%	23%
Friendly	15%	17%	13%	21%	16%	13%	11%	16%	15%	18%
Unfriendly	36%	36%	35%	31%	33%	37%	41%	34%	35%	35%
Enemy	14%	13%	15%	7%	14%	16%	16%	17%	14%	10%
Not sure	17%	11%	23%	21%	19%	16%	13%	19%	15%	14%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Positive</b>	<b>-16%</b>	<b>-22%</b>	<b>8%</b>	<b>-56%</b>	<b>-37%</b>	<b>-9%</b>	<b>-5%</b>	<b>-28%</b>	<b>-23%</b>
Ally	18%	18%	29%	7%	12%	17%	23%	16%	15%
Friendly	15%	14%	19%	8%	12%	19%	16%	13%	12%
Unfriendly	36%	40%	30%	49%	45%	34%	32%	39%	33%
Enemy	14%	14%	10%	22%	16%	11%	12%	17%	17%
Not sure	17%	15%	13%	15%	14%	20%	17%	15%	23%
Totals	100%	101%	101%	101%	99%	101%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**5B. International Relationships — Mexico**

Do you consider the following to be an ally or an enemy of Canada?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
<b>NET Positive</b>	<b>67%</b>	<b>70%</b>	<b>65%</b>	<b>61%</b>	<b>62%</b>	<b>69%</b>	<b>77%</b>	<b>62%</b>	<b>67%</b>	<b>76%</b>
Ally	32%	36%	28%	26%	28%	36%	37%	28%	33%	39%
Friendly	43%	43%	42%	45%	44%	39%	45%	42%	44%	43%
Unfriendly	6%	8%	4%	9%	7%	5%	4%	6%	8%	6%
Enemy	1%	1%	2%	2%	2%	1%	1%	2%	2%	0%
Not sure	18%	12%	23%	18%	19%	19%	13%	22%	13%	12%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
<b>NET Positive</b>	<b>67%</b>	<b>81%</b>	<b>58%</b>	<b>84%</b>	<b>71%</b>	<b>67%</b>	<b>64%</b>	<b>68%</b>	<b>71%</b>
Ally	32%	39%	28%	40%	30%	33%	31%	32%	39%
Friendly	43%	45%	43%	48%	49%	41%	43%	43%	35%
Unfriendly	6%	3%	9%	4%	4%	5%	8%	6%	2%
Enemy	1%	0%	3%	0%	4%	1%	2%	0%	1%
Not sure	18%	12%	18%	8%	14%	20%	18%	18%	23%
Totals	100%	99%	101%	100%	101%	100%	102%	99%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**6. Purchase Behaviour Tariffs**

Have you or do you plan to make any purchases because you expect prices will increase as a result of potential tariffs?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Yes	21%	22%	19%	30%	23%	19%	11%	18%	23%	23%
No	58%	60%	55%	51%	48%	58%	74%	59%	60%	58%
Not sure	22%	18%	25%	19%	28%	23%	15%	24%	17%	20%
Totals	101%	100%	99%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Yes	21%	26%	24%	19%	24%	19%	23%	15%	20%
No	58%	55%	61%	60%	57%	56%	54%	69%	45%
Not sure	22%	18%	15%	20%	19%	24%	23%	16%	36%
Totals	101%	99%	100%	99%	100%	99%	100%	100%	101%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)



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**7. Research Canadian Company**

Have you or do you plan to research the companies you shop at to find out if they are Canadian-owned?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Yes	65%	61%	68%	63%	60%	66%	70%	62%	68%	67%
No	22%	25%	19%	25%	23%	18%	24%	23%	23%	25%
Not sure	13%	14%	12%	12%	17%	16%	5%	15%	10%	9%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Yes	65%	78%	56%	83%	72%	65%	65%	57%	74%
No	22%	16%	34%	9%	16%	18%	22%	32%	11%
Not sure	13%	6%	10%	8%	11%	17%	14%	11%	15%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**8. Boycott US Company**

Have you already started any form of boycotting American companies?

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Yes	53%	53%	54%	43%	48%	57%	63%	54%	54%	52%
No	39%	40%	37%	43%	43%	35%	35%	37%	42%	41%
Not sure	8%	7%	9%	13%	9%	8%	2%	9%	4%	8%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Yes	53%	67%	46%	70%	60%	53%	49%	54%	61%
No	39%	26%	51%	23%	29%	42%	42%	39%	29%
Not sure	8%	8%	3%	7%	10%	5%	9%	7%	10%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**9. Boycott Categories**

Which, if any, of the following categories of American-made or-owned goods and services do you plan to boycott? Please select all that apply.

	Gender			Age Groups				Family Income		
	Total	Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Alcohol distilled in the U.S. and sold in Canada	52%	54%	50%	35%	46%	56%	70%	50%	56%	53%
Food grown in the U.S. and sold in Canada	50%	48%	51%	34%	45%	53%	66%	50%	52%	49%
American-manufactured household goods	45%	47%	42%	29%	37%	48%	62%	45%	46%	44%
Clothing manufactured in U.S.	44%	47%	42%	27%	34%	48%	65%	44%	46%	46%
Personal care products (e.g., skincare, haircare) manufactured in the U.S.	43%	44%	42%	32%	33%	47%	60%	44%	45%	41%
American-owned restaurant chains (e.g., McDonald's, Starbucks, KFC)	40%	43%	36%	27%	36%	41%	53%	38%	45%	39%
American-manufactured furniture brands	38%	42%	35%	28%	34%	37%	56%	39%	39%	39%
American-owned appliance brands	36%	40%	32%	18%	33%	38%	54%	37%	38%	35%
American-owned automobile brands	36%	39%	33%	21%	35%	36%	52%	35%	38%	40%
American-owned retailers (e.g., Walmart, Costco)	33%	37%	28%	23%	34%	33%	40%	32%	37%	31%

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	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Canadian-founded companies that are now American-owned (e.g., Hudson's Bay, Molson)	31%	33%	30%	23%	29%	30%	44%	34%	32%	27%
Other	7%	9%	5%	8%	8%	6%	4%	7%	6%	7%
None of the above, I do not plan to boycott	16%	19%	14%	18%	20%	14%	15%	18%	15%	16%
Not sure	13%	11%	16%	16%	14%	15%	6%	14%	10%	12%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Alcohol distilled in the U.S. and sold in Canada	52%	60%	41%	71%	54%	52%	50%	52%	58%
Food grown in the U.S. and sold in Canada	50%	60%	38%	70%	54%	45%	49%	52%	52%
American-manufactured household goods	45%	52%	38%	68%	46%	41%	46%	44%	46%
Clothing manufactured in U.S.	44%	50%	40%	59%	50%	41%	43%	44%	48%
Personal care products (e.g., skincare, haircare) manufactured in the U.S.	43%	48%	35%	65%	51%	41%	42%	42%	46%

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	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
American-owned restaurant chains (e.g., McDonald's, Starbucks, KFC)	40%	44%	37%	50%	48%	36%	38%	38%	43%
American-manufactured furniture brands	38%	44%	33%	53%	41%	38%	37%	39%	37%
American-owned appliance brands	36%	39%	34%	52%	40%	34%	36%	34%	43%
American-owned automobile brands	36%	36%	31%	54%	41%	31%	35%	38%	36%
American-owned retailers (e.g., Walmart, Costco)	33%	37%	30%	44%	37%	28%	34%	30%	32%
Canadian-founded companies that are now American-owned (e.g., Hudson's Bay, Molson)	31%	35%	27%	42%	35%	34%	32%	27%	33%
Other	7%	7%	4%	10%	8%	7%	6%	8%	6%
None of the above, I do not plan to boycott	16%	8%	28%	6%	11%	22%	18%	13%	15%
Not sure	13%	10%	12%	5%	11%	14%	13%	15%	11%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**10. How Long Boycott**

Assuming that the U.S. implements any tariffs on Canadian imports, for how long would you plan to boycott American goods & companies?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
For as long as I am financially able to while the tariffs are still running	33%	35%	31%	30%	28%	34%	39%	31%	38%	29%
For as long as I am financially able to even after the tariffs are lifted	32%	33%	32%	29%	31%	33%	36%	32%	30%	38%
Not sure	5%	3%	7%	7%	7%	3%	4%	5%	7%	4%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
For as long as I am financially able to while the tariffs are still running	33%	38%	30%	31%	31%	29%	30%	41%	33%
For as long as I am financially able to even after the tariffs are lifted	32%	40%	26%	52%	41%	31%	31%	28%	38%
Not sure	5%	4%	4%	6%	5%	4%	7%	3%	2%

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	Canadian Party Leaning				Region				
	Total	Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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## 11A. Factors Affect Boycott — Their products are produced in Canada

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	25%	25%	24%	24%	20%	27%	26%	24%	28%	24%
Somewhat less likely to boycott	25%	25%	25%	19%	23%	24%	35%	24%	25%	29%
Has no impact on my intentions to boycott	14%	15%	13%	15%	13%	13%	17%	13%	16%	14%
Not sure	6%	4%	8%	8%	9%	7%	1%	7%	6%	6%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	25%	34%	20%	26%	24%	26%	20%	30%	28%
Somewhat less likely to boycott	25%	29%	21%	36%	30%	25%	24%	24%	23%
Has no impact on my intentions to boycott	14%	14%	14%	20%	15%	10%	16%	12%	16%
Not sure	6%	5%	5%	8%	8%	3%	8%	5%	7%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	100%	100%	100%	101%	99%	100%	99%	99%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)



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**11B. Factors Affect Boycott — They create jobs for Canadians**

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	21%	20%	22%	16%	15%	27%	24%	21%	22%	21%
Somewhat less likely to boycott	23%	23%	23%	21%	23%	20%	32%	22%	25%	25%
Has no impact on my intentions to boycott	17%	21%	14%	18%	18%	16%	17%	16%	18%	20%
Not sure	8%	6%	10%	10%	10%	8%	5%	9%	10%	6%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	99%	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	21%	28%	17%	26%	18%	20%	20%	27%	19%
Somewhat less likely to boycott	23%	31%	20%	26%	29%	25%	21%	23%	22%
Has no impact on my intentions to boycott	17%	16%	18%	28%	24%	15%	18%	13%	22%
Not sure	8%	7%	5%	9%	7%	3%	10%	9%	11%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**11C. Factors Affect Boycott — They source ingredients, materials, or goods from Canadian suppliers (e.g., farmers, miners, manufacturers, etc.)**

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	20%	21%	19%	21%	15%	22%	22%	20%	22%	18%
Somewhat less likely to boycott	27%	26%	27%	22%	25%	25%	36%	27%	26%	29%
Has no impact on my intentions to boycott	15%	18%	12%	13%	12%	17%	17%	14%	17%	15%
Not sure	9%	5%	12%	10%	13%	7%	4%	6%	10%	10%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	101%	100%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	20%	29%	17%	20%	18%	20%	19%	23%	18%
Somewhat less likely to boycott	27%	29%	22%	38%	39%	25%	22%	26%	31%
Has no impact on my intentions to boycott	15%	17%	14%	22%	13%	14%	17%	14%	17%
Not sure	9%	7%	6%	10%	9%	5%	10%	9%	8%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	101%	100%	99%	101%	101%	100%	99%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**11D. Factors Affect Boycott — They have Canadian-owned and operated retail locations**

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	17%	18%	16%	17%	12%	18%	19%	18%	17%	19%
Somewhat less likely to boycott	24%	24%	23%	18%	22%	23%	32%	21%	27%	23%
Has no impact on my intentions to boycott	21%	23%	19%	20%	20%	21%	22%	20%	22%	23%
Not sure	9%	6%	12%	11%	12%	8%	5%	10%	9%	7%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	101%	101%	100%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	17%	26%	13%	18%	18%	17%	15%	20%	11%
Somewhat less likely to boycott	24%	27%	20%	32%	31%	23%	22%	24%	21%
Has no impact on my intentions to boycott	21%	20%	21%	29%	22%	19%	23%	17%	27%
Not sure	9%	9%	6%	10%	7%	6%	9%	10%	14%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	101%	100%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**11E. Factors Affect Boycott — They sell Canadian merchandise (e.g., clothing by Canadian designers, art by Canadian creators, etc.)**

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	16%	15%	17%	14%	12%	18%	19%	16%	17%	15%
Somewhat less likely to boycott	26%	27%	26%	23%	25%	26%	31%	26%	28%	27%
Has no impact on my intentions to boycott	18%	22%	15%	18%	16%	17%	24%	16%	20%	23%
Not sure	9%	7%	12%	10%	12%	10%	5%	10%	10%	7%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	99%	101%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	16%	19%	12%	21%	17%	17%	13%	21%	15%
Somewhat less likely to boycott	26%	32%	25%	28%	34%	26%	24%	27%	25%
Has no impact on my intentions to boycott	18%	22%	16%	26%	20%	14%	22%	16%	16%
Not sure	9%	8%	6%	14%	7%	7%	10%	8%	19%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	99%	99%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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**11F. Factors Affect Boycott — They reinvest money locally (e.g., funding community / charitable initiatives, sponsorships, etc.)**

To what extent, if at all, would knowing the following about an American company affect your likelihood to boycott/spend less money with that company?

	Total	Gender		Age Groups				Family Income		
		Male	Female	18-29	30-44	45-64	65+	< \$50K	\$50-100K	\$100K+
Much less likely to boycott	16%	17%	14%	17%	16%	15%	17%	18%	16%	14%
Somewhat less likely to boycott	20%	19%	21%	18%	15%	21%	26%	20%	21%	22%
Has no impact on my intentions to boycott	23%	26%	19%	21%	20%	25%	24%	18%	26%	25%
Not sure	12%	8%	16%	10%	15%	11%	11%	13%	12%	12%
Not asked - does not plan to boycott	30%	30%	30%	34%	34%	29%	21%	32%	25%	28%
Totals	101%	100%	100%	100%	100%	101%	99%	101%	100%	101%
Unweighted N	(985)	(435)	(550)	(168)	(255)	(364)	(198)	(354)	(321)	(189)

	Total	Canadian Party Leaning			Region				
		Liberal	Conservative	NDP	British Columbia	Prairies	Ontario	Quebec	Atlantic
Much less likely to boycott	16%	19%	12%	20%	16%	15%	15%	21%	6%
Somewhat less likely to boycott	20%	24%	19%	20%	25%	18%	19%	20%	22%
Has no impact on my intentions to boycott	23%	26%	20%	35%	27%	22%	24%	17%	30%
Not sure	12%	13%	9%	13%	9%	9%	12%	14%	16%
Not asked - does not plan to boycott	30%	18%	40%	11%	22%	36%	31%	28%	26%
Totals	101%	100%	100%	99%	99%	100%	101%	100%	100%
Unweighted N	(985)	(228)	(250)	(134)	(135)	(191)	(329)	(254)	(73)

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<b>Interviewing Dates</b>	February 14 - 19, 2025
<b>Target population</b>	Canadians, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult Canadians.
<b>Weighting</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult Canadians. The sample was weighted according to gender, age, education, region, and 2021 federal election vote. Demographic weighting targets come from the 2021 Canadian Census. The weights range from 0.556 to 2.306, with a mean of one and a standard deviation of 0.263.
<b>Number of respondents</b>	985
<b>Margin of error</b>	± 3.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	37 questions not reported.