

Methodology:

Results are based on an online survey conducted from February 11 to February 13, 2026, among a representative sample of 1,001 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

As a result of the tariffs implemented by the United States, are you planning to do, or have you already done, any of the following?

Avoid purchasing goods originated from the United States, if a non-American alternative was available – 55% (-5)
Cancel a planned trip to the United States – 34% (-1)
Avoid American restaurant franchises in Canada – 30% (-6)
Avoid American entertainment options – 25% (-5)
None of these – 27% (+4)

Canadians Now Expect the Worst from American Tariffs

More than half of Canadians are still endeavouring to avoid purchasing goods from the United States.

Vancouver, BC [February 16, 2026] – The perceptions of Canadians on the reach of the tariffs implemented by the United States has shifted dramatically over the past nine months, a new Research Co. poll has found.

In the online survey of a representative national sample, more than two-in-five Canadians (46%, +19) think the tariffs on Canadian products will be expanded by the U.S. government—a 19-point increase since a similar Research Co. poll [conducted in May 2025](#).

Conversely, the proportion of Canadians who believe the tariffs will be rescinded by the U.S. government fell to 20% (-20).

Two thirds of Canadians (66%, -3) are following news related to the tariffs dispute “very closely” or “moderately closely”.

More than half of Canadians (55%, -5) have avoided purchasing goods originated from the United States, if a non-American alternative was available.

Just over a third of Canadians (34%, -1) have cancelled a planned trip to the United States, while fewer have steered clear of American restaurant franchises in Canada (30%, -6) or shunned American entertainment options (25%, -5).

Just over three-in-four Canadians (76%) think the American tariffs are still a threat to Canada, and more than half (53%) consider the United States a military threat to Canada at this point.

“Majorities of Canadians aged 18-to-34 (56%) and aged 35-to-54 (54%) think the United States currently represents a military threat,” says Mario Canseco, President of Research Co. “The proportion is lower among Canadians aged 55 and over (47%).”

Fewer than half of Canadians who voted for the Conservative Party in last year’s federal election (46%) believe the U.S. is a military threat. The proportion rises to 60% among Liberal Party voters and to 68% among New Democratic Party (NDP) voters.

Most Canadians (57%, -7) approve of the way Prime Minister Mark Carney has dealt with the tariffs, while three-in-ten (30%, -9) feel the same way about Conservative Party leader Pierre Poilievre.

More than half of Canadians (54%, +8) disagree with the notion that a Conservative federal government would be better positioned at this point to deal with the tariffs implemented by the United States.

Just under half of Canadians (54%, -6) approve of the way their premier has managed the tariffs dispute, while 31% (-7) express a similar opinion of their provincial official opposition leader.

Among the four most populous provinces, Albertans provide the lowest approval rating for their premier on the issue of tariffs (36%, -11). The proportions are higher in Quebec (42%, -7), Ontario (45%, -13) and British Columbia (59%, +3).

The lowest rated provincial opposition leader on tariffs resides in British Columbia (24%, -10). The rating is superior among residents of Quebec (29%, -10), Ontario (33%, -6) and Alberta (45%, +8).

More than seven-in-ten Canadians continue to endorse the notion of Canada enhancing trade with the United Kingdom (77%, -1), Japan (also 77%, +2), the European Union (EU) (also 77%, =), Australia and New Zealand (also 77%, -2) and Mexico (73%, -3).

More than half of Canadians (56%, -1) think Canada should seriously consider requesting an independent dispute settlement panel under the terms of the Canada–United States–Mexico Agreement (CUSMA).

The idea of initiating a formal process for Canada to become an American state is backed by one-in-five Canadians (20%, =).

Only 8% of Canadians aged 55 and over are in favour of seriously considering Canada becoming an American state. The proportion is higher among those aged 35-to-54 (22%) and those aged 55 and over (30%).

Just under half of Canadians (48%, +2) support initiating a formal process for Canada to join the European Union (EU).

More than half of Canadians aged 18-to-34 (52%) would welcome Canada seriously considering an application to become an EU member, along with 45% of those aged 35-to-54 and 41% of those aged 55 and over.

Majorities of Canadians agree with four measures that have been tested since early 2025: Canada's prime minister and provincial premiers suspending all steel, aluminum, and wood exports to the United States until U.S. President Donald Trump completely



removes the threat of tariffs (62%, -3), Canada's prime minister and provincial premiers shutting off all energy exports to the United States (59%, -4), Canada officially demanding an apology from Trump for his statements related to Canada becoming an American state (57%, -3) and Canada's Minister of Foreign Affairs recalling the Canadian ambassador to the United States in response to Trump's statements (51%, =).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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