

Poll conducted by Research Co. on Tariffs in Canada - April 1, 2025

As you may know, U.S. President Donald Trump has announced the implementation of several types of tariffs on Imports from Canada on April 2. Over the past week, how closely have you followed news related to these tariffs?



		GENDER		AGE			REGION					VOTE IN 2021 FEDERAL			
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
Very closely	40%	45%	35%	38%	37%	47%	47%	32%	47%	41%	41%	30%	46%	42%	41%
Somewhat closely	44%	43%	46%	44%	48%	40%	38%	52%	30%	46%	47%	50%	44%	43%	43%
Not too closely	13%	10%	16%	15%	13%	9%	15%	14%	20%	10%	10%	15%	9%	12%	11%
Not closely at all	3%	2%	3%	2%	2%	4%	1%	2%	3%	3%	2%	5%	1%	2%	5%

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From what you have seen, read or heard, do you approve or disapprove of the performance of each of the following people to deal with the tariffs implemented by the United States?



	Voting patterns by gender, age, region and political affiliation														
	Canada	GENDER		AGE			REGION					VOTE IN 2021 FEDERAL			
		Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
Prime Minister Mark Carney															
Strongly approve	28%	27%	28%	23%	23%	39%	26%	22%	32%	25%	33%	28%	50%	8%	31%
Moderately approve	31%	31%	31%	32%	33%	27%	35%	23%	25%	34%	32%	27%	34%	29%	35%
Moderately disapprove	12%	14%	9%	16%	12%	8%	10%	19%	12%	11%	13%	8%	5%	18%	12%
Strongly disapprove	19%	21%	16%	18%	22%	15%	23%	22%	20%	18%	12%	28%	5%	38%	12%
Not sure	10%	6%	15%	10%	10%	11%	6%	14%	12%	12%	10%	10%	6%	7%	10%
Official Opposition Leader Pierre Poilievre															
Strongly approve	19%	21%	17%	21%	21%	15%	21%	22%	21%	18%	16%	23%	10%	39%	12%
Moderately approve	28%	30%	25%	34%	29%	20%	27%	29%	28%	29%	28%	24%	25%	39%	17%
Moderately disapprove	17%	18%	16%	18%	15%	19%	18%	17%	17%	17%	18%	17%	20%	10%	21%
Strongly disapprove	25%	24%	25%	18%	22%	34%	26%	17%	22%	25%	27%	26%	37%	6%	36%
Not sure	11%	6%	17%	9%	12%	12%	8%	15%	11%	12%	11%	10%	9%	7%	14%
The Premier of your province															
Strongly approve	22%	20%	24%	18%	21%	27%	23%	23%	28%	22%	18%	22%	27%	24%	25%
Moderately approve	34%	36%	32%	33%	34%	35%	30%	19%	36%	37%	38%	37%	39%	30%	29%
Moderately disapprove	15%	19%	11%	20%	15%	10%	13%	20%	12%	13%	17%	17%	15%	14%	14%
Strongly disapprove	15%	18%	12%	15%	16%	16%	19%	21%	16%	13%	16%	10%	11%	22%	20%
Not sure	13%	7%	20%	15%	14%	12%	15%	18%	8%	15%	11%	14%	8%	10%	12%
The Official Opposition leader in your province															
Strongly approve	9%	11%	7%	10%	9%	8%	10%	9%	13%	7%	11%	4%	9%	9%	18%
Moderately approve	28%	32%	24%	30%	31%	22%	24%	30%	23%	30%	32%	23%	33%	26%	25%
Moderately disapprove	20%	22%	17%	22%	19%	19%	21%	18%	19%	21%	20%	18%	22%	22%	12%
Strongly disapprove	19%	19%	19%	18%	16%	24%	25%	13%	22%	20%	18%	13%	17%	26%	13%
Not sure	24%	16%	33%	19%	25%	28%	21%	30%	23%	23%	20%	42%	19%	18%	31%

Which of these scenarios do you foresee happening in the next six months?



	GENDER			AGE			REGION					VOTE IN 2021 FEDERAL			
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
The recently implemented tariffs on Canadian products will be rescinded by the U.S. Government	36%	41%	32%	43%	37%	29%	32%	48%	36%	38%	36%	29%	37%	41%	36%
The recently implemented tariffs on Canadian products will be expanded by the U.S. government	36%	37%	36%	38%	36%	35%	43%	26%	39%	33%	37%	45%	38%	38%	37%
Not sure	27%	22%	32%	19%	27%	36%	26%	25%	25%	29%	27%	26%	25%	21%	27%

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All things considered, do you think a Conservative federal government would be better positioned at this point to deal with the tariffs implemented by the United States?



		GENDER		AGE			REGION					VOTE IN 2021 FEDERAL			
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
Definitely	19%	24%	15%	25%	19%	14%	18%	23%	19%	22%	14%	20%	12%	44%	14%
Probably	25%	27%	22%	32%	28%	15%	25%	23%	16%	27%	26%	18%	22%	35%	13%
Probably not	19%	19%	19%	18%	20%	19%	15%	22%	23%	15%	23%	24%	19%	11%	30%
Definitely not	23%	23%	23%	13%	21%	35%	32%	15%	25%	21%	23%	32%	39%	4%	33%
Not sure	14%	7%	20%	11%	13%	16%	10%	17%	18%	15%	14%	6%	8%	6%	10%

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?



		GENDER		AGE			REGION						VOTE IN 2021 FEDERAL		
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
Avoid purchasing goods originated from the United States, if a non-American alternative was available	64%	63%	66%	50%	63%	80%	69%	60%	75%	62%	61%	68%	74%	55%	77%
Avoid American restaurant franchises in Canada	41%	42%	40%	40%	38%	48%	52%	38%	38%	41%	36%	49%	48%	39%	44%
Cancel a planned trip to the United States	37%	38%	36%	30%	37%	43%	45%	33%	41%	34%	34%	39%	45%	35%	37%
Avoid American entertainment options	35%	37%	32%	34%	33%	39%	41%	25%	34%	33%	35%	40%	41%	31%	32%
None of these	20%	19%	20%	22%	21%	15%	19%	18%	15%	22%	18%	21%	10%	25%	10%

All things considered, do you think Canada should seriously consider each of the following options?



	GENDER		AGE			REGION						VOTE IN 2021 FEDERAL			
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
<b>Enhancing trade with Japan</b>															
Definitely consider	38%	44%	32%	33%	35%	47%	45%	36%	47%	31%	42%	31%	43%	32%	47%
Probably consider	37%	37%	36%	36%	38%	36%	40%	40%	34%	40%	29%	44%	35%	44%	32%
Probably not consider	10%	11%	9%	16%	8%	6%	7%	8%	8%	9%	15%	9%	10%	8%	11%
Definitely not consider	4%	3%	5%	5%	4%	3%	3%	4%	0%	5%	4%	4%	3%	4%	4%
Not sure	11%	6%	17%	10%	15%	9%	5%	12%	12%	15%	10%	12%	8%	12%	6%
<b>Enhancing trade with the European Union (EU)</b>															
Definitely consider	46%	49%	43%	37%	44%	59%	52%	40%	51%	43%	49%	42%	54%	36%	58%
Probably consider	33%	36%	30%	36%	34%	29%	32%	36%	34%	31%	31%	43%	28%	42%	26%
Probably not consider	7%	6%	9%	13%	8%	2%	4%	12%	5%	7%	10%	6%	7%	6%	6%
Definitely not consider	5%	4%	6%	7%	5%	3%	7%	1%	3%	7%	4%	2%	2%	9%	4%
Not sure	8%	5%	12%	8%	9%	7%	5%	10%	7%	12%	7%	6%	8%	7%	5%
<b>Enhancing trade with Australia and New Zealand</b>															
Definitely consider	44%	47%	41%	33%	40%	60%	49%	48%	55%	39%	42%	40%	50%	38%	48%
Probably consider	37%	39%	34%	40%	41%	27%	38%	30%	35%	35%	38%	46%	34%	42%	33%
Probably not consider	8%	8%	8%	11%	8%	3%	4%	10%	5%	6%	12%	4%	6%	6%	10%
Definitely not consider	4%	3%	5%	6%	3%	1%	5%	3%	1%	6%	2%	2%	3%	5%	2%
Not sure	8%	4%	13%	9%	8%	9%	4%	9%	5%	14%	6%	8%	6%	8%	7%
<b>Enhancing trade with Mexico</b>															
Definitely consider	41%	43%	40%	35%	40%	51%	49%	35%	42%	33%	48%	43%	48%	33%	50%
Probably consider	37%	40%	34%	37%	39%	35%	33%	41%	38%	39%	34%	41%	36%	43%	33%
Probably not consider	8%	7%	8%	11%	8%	4%	6%	6%	9%	8%	9%	7%	6%	9%	8%
Definitely not consider	5%	5%	5%	9%	3%	3%	6%	7%	6%	5%	3%	2%	3%	7%	5%
Not sure	9%	5%	13%	8%	10%	7%	7%	10%	4%	15%	6%	7%	6%	8%	4%
<b>Requesting an independent dispute settlement panel under the terms of the Canada–United States–Mexico Agreement (CUSMA)</b>															
Definitely consider	23%	26%	20%	23%	20%	28%	29%	22%	31%	19%	25%	15%	26%	19%	31%
Probably consider	36%	41%	31%	30%	41%	35%	34%	28%	38%	39%	35%	39%	37%	39%	27%
Probably not consider	15%	15%	13%	18%	14%	11%	13%	17%	11%	13%	18%	14%	14%	16%	17%
Definitely not consider	6%	5%	7%	8%	5%	5%	7%	3%	7%	7%	6%	4%	5%	6%	5%
Not sure	21%	13%	29%	20%	21%	21%	18%	30%	13%	22%	17%	28%	18%	19%	21%
<b>Initiating a formal process for Canada to become an American state</b>															
Definitely consider	9%	9%	8%	11%	10%	4%	8%	8%	7%	11%	8%	8%	10%	10%	8%
Probably consider	12%	16%	8%	18%	12%	6%	9%	13%	11%	11%	16%	9%	11%	11%	13%
Probably not consider	10%	11%	9%	14%	10%	5%	9%	12%	14%	10%	9%	7%	8%	14%	12%
Definitely not consider	62%	59%	65%	45%	61%	81%	66%	58%	67%	58%	60%	75%	69%	59%	66%
Not sure	7%	5%	10%	12%	7%	4%	8%	9%	2%	10%	8%	1%	3%	7%	1%
<b>Initiating a formal process for Canada to join the European Union (EU)</b>															
Definitely consider	22%	23%	21%	18%	24%	24%	22%	22%	23%	22%	22%	19%	27%	21%	21%
Probably consider	30%	36%	24%	30%	31%	29%	23%	24%	35%	30%	36%	29%	34%	24%	34%
Probably not consider	17%	18%	16%	23%	16%	14%	20%	16%	17%	14%	18%	19%	17%	14%	21%
Definitely not consider	18%	16%	19%	18%	17%	18%	22%	23%	14%	17%	16%	16%	11%	27%	14%
Not sure	13%	7%	19%	11%	13%	15%	12%	16%	11%	16%	8%	18%	11%	13%	11%

All things considered, do you think Canada should seriously consider each of the following options?



	GENDER			AGE			REGION					VOTE IN 2021 FEDERAL			
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP
Canada's Minister of Foreign Affairs recalling the Canadian ambassador to the United States in response to Donald Trump's statements related to Canada becoming an American state.															
Strongly support	28%	27%	28%	24%	24%	36%	35%	22%	36%	25%	26%	27%	35%	20%	37%
Moderately support	30%	35%	25%	34%	33%	23%	23%	29%	23%	32%	38%	24%	32%	28%	30%
Moderately oppose	14%	16%	12%	16%	17%	9%	16%	15%	13%	12%	15%	14%	11%	19%	11%
Strongly oppose	12%	13%	10%	10%	11%	15%	10%	11%	11%	14%	10%	14%	9%	17%	7%
Not sure	16%	8%	25%	16%	16%	17%	16%	22%	17%	17%	11%	21%	13%	15%	16%
Canada officially demanding an apology from U.S. President Donald Trump for his statements related to Canada becoming an American state.															
Strongly support	41%	38%	44%	33%	41%	49%	44%	34%	43%	41%	40%	42%	48%	27%	53%
Moderately support	27%	30%	24%	31%	28%	21%	26%	27%	32%	24%	28%	28%	29%	30%	21%
Moderately oppose	13%	15%	12%	20%	12%	9%	12%	14%	11%	14%	14%	15%	9%	18%	16%
Strongly oppose	10%	10%	8%	8%	11%	9%	9%	14%	6%	9%	11%	6%	6%	17%	5%
Not sure	9%	7%	12%	8%	9%	11%	8%	11%	8%	11%	7%	8%	8%	8%	5%
Canada's prime minister and provincial premiers shutting off all energy exports to the United States until U.S. President Donald Trump completely removes the threat of tariffs															
Strongly support	40%	41%	39%	38%	35%	48%	38%	41%	48%	37%	41%	46%	49%	34%	47%
Moderately support	30%	32%	28%	28%	34%	27%	29%	25%	34%	31%	32%	26%	31%	27%	34%
Moderately oppose	14%	15%	13%	19%	14%	10%	16%	14%	9%	12%	17%	15%	10%	18%	8%
Strongly oppose	7%	7%	7%	8%	7%	6%	9%	9%	2%	9%	4%	7%	4%	14%	5%
Not sure	9%	5%	12%	7%	9%	9%	8%	10%	7%	11%	7%	7%	6%	7%	6%
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															
Strongly support	40%	38%	42%	36%	35%	51%	43%	38%	51%	37%	36%	43%	50%	33%	46%
Moderately support	32%	35%	30%	32%	34%	29%	29%	27%	26%	33%	37%	32%	31%	30%	32%
Moderately oppose	13%	15%	11%	18%	15%	6%	9%	15%	12%	11%	16%	18%	11%	17%	8%
Strongly oppose	6%	7%	5%	6%	7%	6%	8%	7%	5%	7%	6%	2%	3%	12%	6%
Not sure	9%	6%	12%	9%	9%	9%	10%	13%	6%	12%	5%	5%	6%	8%	8%

As far as you know, are each of the following brands Canadian? - "Yes" listed



	GENDER			AGE			REGION					VOTE IN 2021 FEDERAL				
	Canada	Male	Female	18-34	35-54	55+	British Columbia	Alberta	SK/MB	Ontario	Quebec	Atlantic Canada	Liberal	Conserv.	NDP	
Harvey's	52%	56%	47%	54%	52%	49%	34%	56%	38%	56%	63%	39%	56%	51%	51%	
Pizza Pizza	50%	54%	46%	62%	46%	44%	49%	41%	46%	61%	52%	26%	56%	50%	46%	
Swiss Chalet	49%	50%	47%	49%	46%	53%	45%	50%	34%	60%	44%	48%	54%	50%	55%	
Boston Pizza	46%	49%	43%	55%	43%	43%	54%	65%	47%	38%	47%	37%	48%	49%	50%	
Cora	45%	44%	45%	40%	46%	48%	37%	44%	31%	36%	65%	39%	53%	42%	43%	
Mary Browns	37%	39%	36%	40%	36%	37%	39%	52%	42%	45%	16%	52%	43%	42%	30%	
Freshii	34%	35%	33%	42%	31%	30%	38%	38%	43%	35%	28%	24%	39%	34%	36%	
New York Fries	23%	25%	21%	29%	23%	17%	24%	31%	29%	24%	18%	18%	26%	25%	23%	
Panago	23%	24%	21%	26%	20%	22%	44%	32%	26%	21%	14%	6%	26%	22%	25%	
Ricky's All Day Grill	21%	22%	20%	25%	19%	22%	38%	40%	21%	19%	13%	6%	24%	25%	23%	