

Methodology:

Results are based on an online survey conducted from June 1 to June 3, 2026, among 1,001 adults in Canada. The data has been statistically weighted according to census figures for age, gender and region in 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% (=)
Cancel a planned trip to the United States – 32% (-2)
Avoid American restaurant franchises in Canada – 27% (-3)
Avoid American entertainment options – 25% (=)
None of these – 26% (-1)

Canadians Ponder Trade with China, Joining European Union

More than two thirds of Canadians are closely following news related to the tariffs dispute with the United States.

Vancouver, BC [June 11, 2026] – The ongoing dispute over tariffs with the United States has made other international markets more attractive to Canadians, a new Research Co. poll has found.

In the online survey of a representative national sample, 59% of Canadians think Canada should seriously consider enhancing trade with China, while 28% disagree and 13% are not sure.

More than seven-in-ten Canadians are in favour of enhancing trade with other countries and groups, such as Japan (71%, -6 since a similar Research Co. poll [conducted in February](#)), Mexico (74%, +1), Australia and New Zealand (also 74%, -3), the United Kingdom (76%, -1) and the European Union (EU) (also 76%, -1).

Half of Canadians (50%, +2) would seriously consider initiating a formal process for Canada to join the European Union, while only 20% (=) think it is time to seriously ponder a formal process for Canada to become an American state.

Almost three-in-five Canadians (59%, +3) want Canada to seriously consider requesting an independent dispute settlement panel under the terms of the Canada–United States–Mexico Agreement (CUSMA).

More than two thirds of Canadians (68%, +2) are “very closely” or “moderately closely” following news related to the tariffs dispute with the United States.

More than a third of Canadians (37%, -9) think the tariffs on Canadian products will be expanded by the U.S. government in the next six months, while a slightly smaller proportion (31%, +11) believe the tariffs will be rescinded.

There is little change in the purchasing behaviour of Canadians when it comes to American products. A majority (55%, =) continue to avoid buying goods originated from the United States, if a non-American alternative is available.

About a third of Canadians (32%, -2) have cancelled a planned trip to the United States, while fewer are not relying on American restaurant franchises in Canada (27%, -6) or American entertainment options (25%, =).



More than four-in-five Canadians (82%, +6) continue to deem the American tariffs as a threat to Canada, while half (50%, -3) believe the United States is a military threat to Canada at this point.

Three-in-five Canadians (60%, +3) are satisfied with how Prime Minister Mark Carney has managed the tariffs dispute, while two-in-five (40%, +10) approve of the way Conservative Party leader Pierre Poilievre has handled this matter.

“There is a significant difference when Canadians aged 55 and over evaluate the performance of two key federal politicians on tariffs,” says Mario Canseco, President of Research Co. “While 69% are satisfied with Carney, only 30% feel the same way about Poilievre.”

More than two-in-five Canadians (42%, +7) think a Conservative federal government would be better positioned at this point to deal with the tariffs implemented by the United States, while almost half (47%, -7) disagree with this assessment.

Fewer than half of Canadians (46%, -8) approve of the way their premier has managed the tariffs dispute. Among the four most populous provinces, the rating is highest in Ontario (51%, +6) and British Columbia (also 51%, -8), followed by Quebec (45%, +3) and Alberta (36%, =).

One third of Canadians (33%, +2) are satisfied with how the Official Opposition leader in their province is managing this file. The numbers are highest in Ontario (38%, +5), followed by Quebec (37%, +8), British Columbia (25%, +1) and Alberta (24%, -21).

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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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