

Methodology:

Results are based on an online survey conducted from September 21 to September 23, 2026, among 1,003 adults in Canada. The data has been statistically weighted according to Canadian 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 – 58% (+3)

Avoid American restaurant franchises in Canada – 33% (+6)

Cancel a planned trip to the United States – 29% (-3)

Avoid American entertainment options – 28% (+3)

None of these – 28% (+2)

Canadians Keep Avoiding U.S. Goods as Dispute Intensifies

Almost two thirds of Canadians approve of the way Prime Minister Mark Carney has dealt with the tariffs.

Vancouver, BC [October 1, 2026] – The proportion of Canadians who are actively shunning American products has increased slightly since the start of the summer. a new Research Co. poll has found.

In the online survey of a representative national sample, 58% of Canadians say they are avoiding goods originated from the United States, if a non-American alternative is available, up three points since a similar Research Co. poll [conducted in June](#).

“Active evasion of American products in Canada is highest among Canadians aged 55 and over (70%),” says Mario Canseco, President of Research Co. “Fewer Canadians aged 35-to-54 (54%) and aged 18-to-34 (50%) are taking the same course of action.”

More than seven-in-ten Canadians who voted for the Liberal Party (71%) or the New Democratic Party (NDP) (76%) in last year’s federal election are eschewing American goods. The proportion drops to 46% among Canadians who cast ballots for Conservative Party candidates in 2025.

A third of Canadians (33%, +6) say they are avoiding American restaurant franchises in Canada, while just under three-in-ten have cancelled a planned trip to the United States (29%, -3) or avoided American entertainment options (28%, +3).

Three-in-four Canadians (75%, +7) are following news related to the tariffs dispute with the United States “very closely” or “moderately closely”.

Despite the increase in attention to the issue, there is little change in the expectations of Canadians. About two-in-five (38%, +1) expect the tariffs on Canadian products to be expanded by the U.S. government in the next six months, while just over three-in-ten (31%, =) think the tariffs will be rescinded.

As was the case in June, more than four-in-five Canadians (82%, =) consider the American tariffs as a threat to Canada, while 43% (-7) deem the United States as a military threat to Canada right now.

Almost two thirds of Canadians (65%, +5) approve of the way Prime Minister Mark Carney has dealt with the tariffs, while just over



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two-in-five (41%, +1) feel the same way about Conservative Party leader Pierre Poilievre.

Fewer than two-in-five Canadians (39%, -3) believe a Conservative federal government would be better positioned right now to manage the dispute over tariffs with the United States, while almost half (47%, =) disagree with this view.

Just over half of Canadians (51%, +5) approve of the way their premier has handled the dispute over tariffs. Among the four most populous provinces, satisfaction is highest in British Columbia (56%, +5), followed by Ontario (54%, +3), Quebec (50%, +5) and Alberta (32%, -4).

Just over a third of Canadians (35%, +2) approve of the way the Official Opposition leader in their province is dealing with the tariffs implemented by the United States. The highest numbers are observed in Ontario (39%, +1), followed by Quebec (34%, -3), Alberta (32%, +8) and British Columbia (31%, +6).

Just over three-in-five Canadians (61%, +2) say it is time consider enhancing trade with China and larger proportions feel the same way about commerce with Mexico (75%, +1), Japan (76%, +5), Australia and New Zealand (77%, +3), the United Kingdom (also 77%, +1) and the European Union (EU) (also 77%, +1).

More than half of Canadians (53%, +3) would seriously consider initiating a formal process for Canada to join the EU. Support for this new relationship with the continental block reaches 64% among Liberal voters and 60% among NDP voters, but only 42% among Conservative voters.

The appetite for seriously pondering a formal process for Canada to become an American state remains stagnant (20%, =).

A majority of Canadians (55%, -4) believe Canada should consider requesting an independent dispute settlement panel under the terms of the Canada–United States–Mexico Agreement (CUSMA).

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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





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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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