



Canadians support export tax on oil and tariffs on US imports in response to US tariffs.

National survey released February, 2025  
Field: January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025  
Submission 2025-2769

**Bloomberg**





The research gauged the opinions among Canadians on Canada's potential trade responses to U.S. tariffs imposed by President Donald Trump. It examines support for implementing an export tax on Canadian oil to the U.S. and imposing tariffs on U.S. imports.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between January 31<sup>st</sup> and February 3<sup>rd</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

# KEY FINDINGS

## 1

**A STRONG MAJORITY OF CANADIANS SUPPORT OR SOMEWHAT SUPPORT IMPOSING AN EXPORT TAX ON THE OIL IT EXPORTS TO THE US TO RAISE THE PRICE FOR AMERICAN CONSUMERS AND INDUSTRY IF PRESIDENT DONALD TRUMP PUTS TARIFFS ON CANADIAN GOODS BUT EXEMPTS OIL**

Just over four in five Canadians ([82%](#)) support or somewhat support Canada putting an export tax on the oil it exports to the US to raise the price for American consumers and industry if President Donald Trump puts tariffs on Canadian goods but exempts oil while over one in ten ([14%](#)) oppose or somewhat oppose to it.

## 2

**MOST CANADIANS SUPPORT OR SOMEWHAT SUPPORT CANADA PUTTING TARIFFS ON US IMPORTS IF PRESIDENT DONALD TRUMP PUTS TARIFFS ON CANADIAN GOODS EVEN IF THAT MEANS CANADIANS WILL END UP PAYING HIGHER PRICES FOR GOODS**

Nearly four in five Canadians ([79%](#)) support or somewhat support Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods. Just under one in five ([18%](#)) oppose or somewhat oppose to it while [four percent](#) are unsure. Additionally, younger Canadians aged 18 to 34 ([25%](#)) are more likely to oppose or somewhat oppose to it compared to those aged 55 and older([12%](#)).

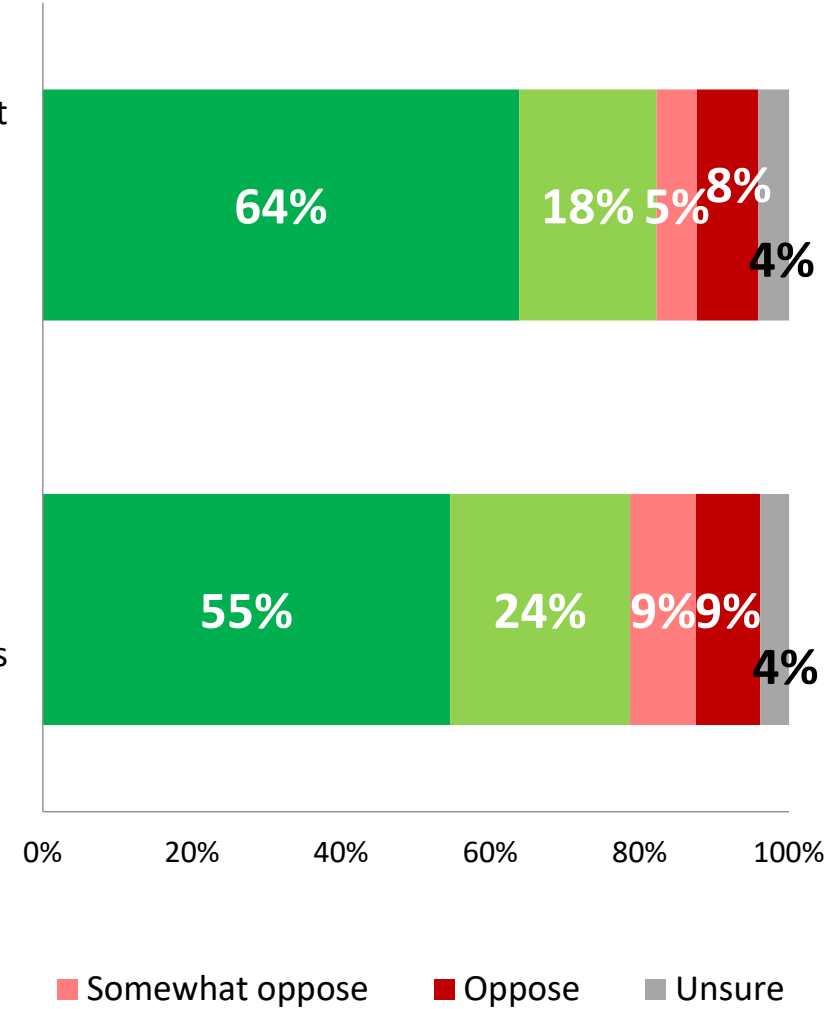
A strong majority of Canadians (82%) support or somewhat support putting an export tax on the oil it exports to the US to raise the price for American consumers and industry if President Donald Trump puts tariffs on Canadian goods but exempts oil. They also strongly support or somewhat support (79%) Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods.

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

## Canadian trade policy response to U.S. tariffs

Canada putting an export tax on the oil it exports to the US to raise the price for American consumers and industry if President Donald Trump puts tariffs on Canadian goods but exempts oil.

Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods.

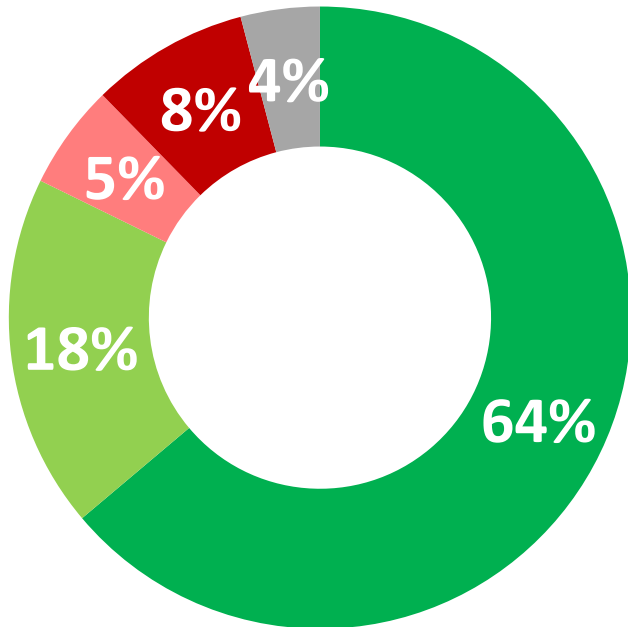


\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Support for an export tax on Canadian oil to the U.S.



■ Support  
■ Somewhat support  
■ Somewhat oppose  
■ Oppose  
■ Unsure

Support/Somewhat support	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
		88.9%	82.3%	85.0%	72.1%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
		81.5%	83.0%	81.5%	80.0%

Oppose/Somewhat oppose	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
		8.6%	13.2%	10.1%	25.4%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
		16.3%	11.1%	13.5%	15.6%

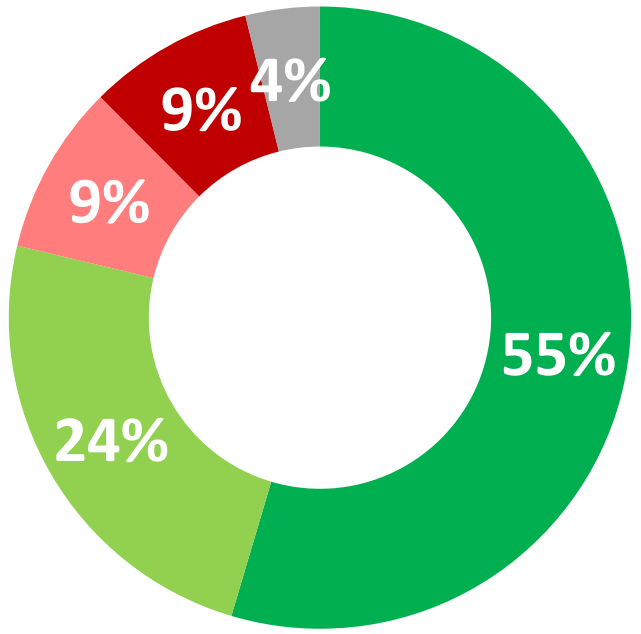
\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE] **Canada putting an export tax on the oil it exports to the US to raise the price for American consumers and industry if President Donald Trump puts tariffs on Canadian goods but exempts oil.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# Support for tariffs on U.S. imports



■ Support  
■ Somewhat support  
■ Somewhat oppose  
■ Oppose  
■ Unsure

	Atlantic (n=80)	Quebec (n=242)	Ontario (n=377)	Prairies (n=215)	BC (n=163)
Support/Somewhat support	89.9%	79.9%	77.0%	75.6%	80.0%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	77.9%	79.5%	70.2%	76.7%	85.8%
Oppose/Somewhat oppose	9.3%	14.2%	18.7%	22.4%	17.1%
	Men (n=577)	Women (n=500)	18 to 34 (n=186)	35 to 54 (n=399)	55 plus (n=492)
	20.1%	14.9%	25.2%	18.5%	11.5%

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE] **Canada putting tariffs on US imports if President Donald Trump puts tariffs on Canadian goods even if that means Canadians will end up paying higher prices for goods.**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 31<sup>st</sup> to February 3<sup>rd</sup>, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,077 Canadians, 18 years of age or older, between January 31<sup>st</sup> and February 3<sup>rd</sup>, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding



Element	Description
Research sponsor	Bloomberg News
Population and Final Sample Size	1077 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	January 31 <sup>st</sup> to February 3 <sup>rd</sup> , 2025.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	15 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, trade negotiations with the United-States, the job done by Canada to prepare for trade and tariff discussions with the U.S., Canada's response to the president of the U.S. imposing tariffs on Canadian goods and opinion on Canada's position to fight a tariff war with the U.S.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Tabulations	<a href="#">By region, age and gender</a>





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# Any questions?

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