



# Rejection of US-made goods on the rise.

National survey released December, 2025  
Field: November 29<sup>th</sup> to December 2<sup>nd</sup>, 2025  
Submission 2025-2950

**Bloomberg**  **NANOS**



The research gauged the opinions among Canadians on the impact of tariffs on purchase of US-made goods.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,009 Canadians, 18 years of age or older, between November 29<sup>th</sup> and December 2<sup>nd</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.1$  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.

More than eight in ten Canadians report they are less likely to purchase US-made goods than before tariffs were put in place on Canadian exports to the US to one extent or another.

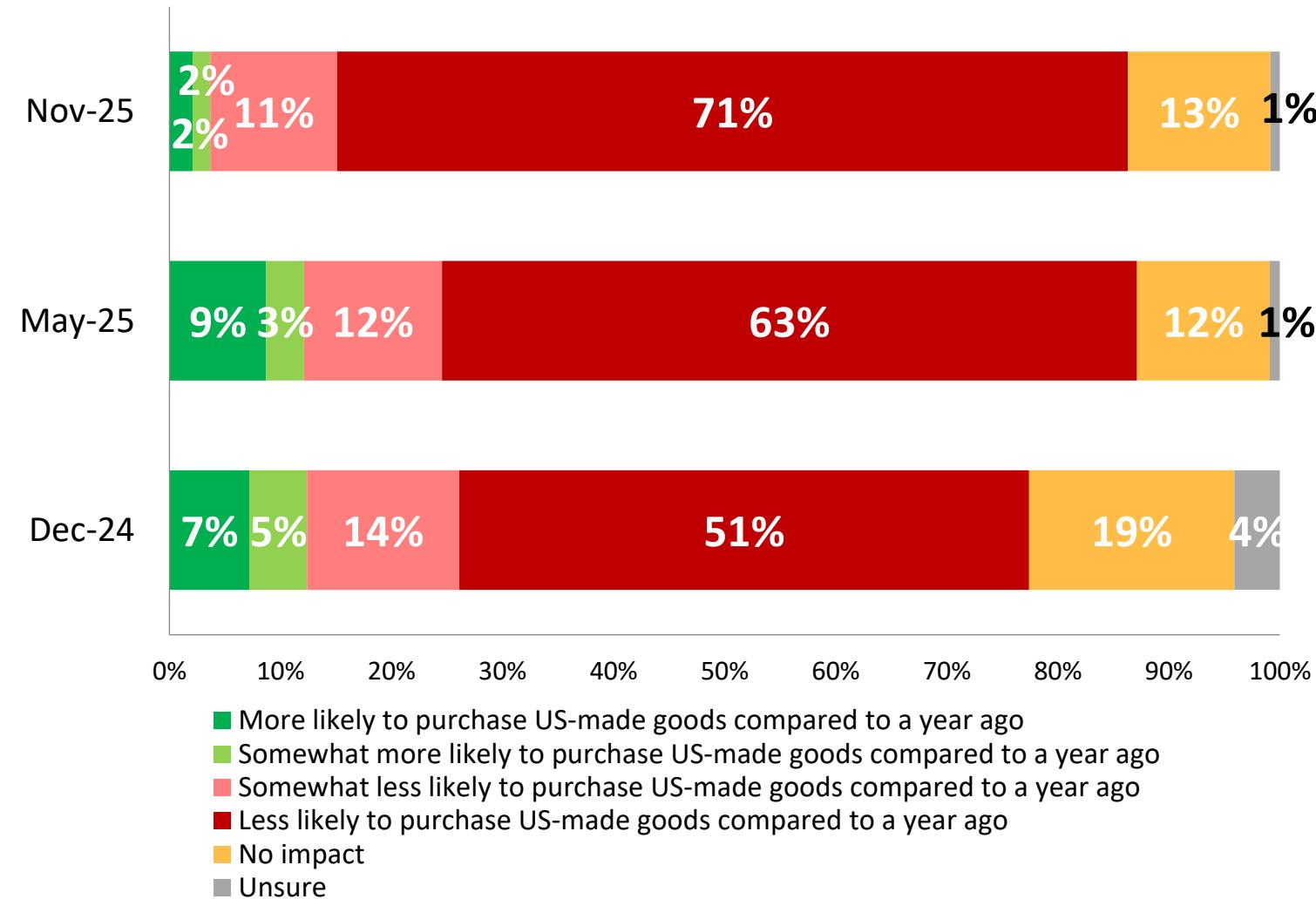
This represents a noticeable increase over the past year.

Q - Compared to a year ago before the US put tariffs on Canadian exports into the US, are you more likely, somewhat more likely, somewhat less likely or less likely to purchase US-made goods, or does this have no impact on your likelihood to purchase US-made goods?

Question asked in May 2025 – Compared to before tariffs were put in place on Canadian exports into the US, are you more likely, somewhat more likely, somewhat less likely or less likely to purchase US-made goods, or does this have no impact on your likelihood to purchase US-made goods?

Question asked in December 2024 – If a tariff is put in place on Canadian exports into the US, would that make you more likely, somewhat more likely, somewhat less likely or less likely to purchase US-made goods, or would that have no impact on your likelihood to purchase US-made goods?

## Tariffs impact on purchase of US-made goods – Tracking



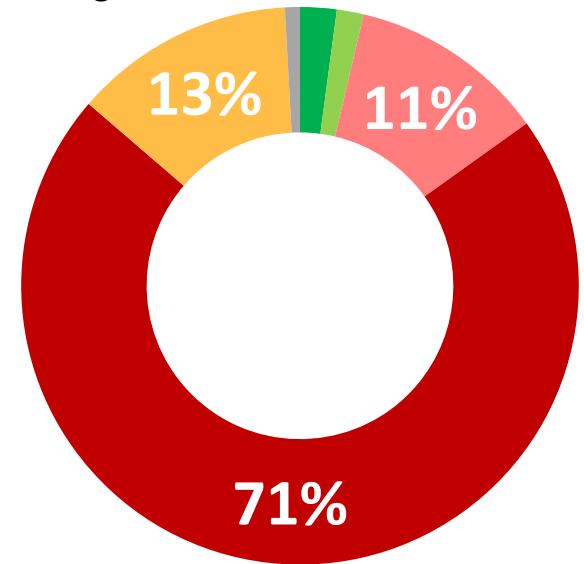
\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29<sup>th</sup> to December 2<sup>nd</sup>, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Tariffs impact on purchase of US-made goods

Q – Compared to a year ago before the US put tariffs on Canadian exports into the US, are you more likely, somewhat more likely, somewhat less likely or less likely to purchase US-made goods, or does this have no impact on your likelihood to purchase US-made goods?



Less likely/Somewhat less likely

	Atlantic (n=106)	Quebec (n=208)	Ontario (n=343)	Prairies (n=205)	BC (n=147)
81.3%	<b>85.9%</b>	<b>85.1%</b>	<b>74.0%</b>	<b>81.9%</b>	
Men (n=584)	Women (n=425)	18 to 34 (n=186)	35 to 54 (n=346)	55 plus (n=477)	
79.1%	<b>86.0%</b>	<b>77.4%</b>	<b>80.2%</b>	<b>87.9%</b>	

- More likely to purchase US-made goods compared to a year ago
- Somewhat more likely to purchase US-made goods compared to a year ago
- Somewhat less likely to purchase US-made goods compared to a year ago
- Less likely to purchase US-made goods compared to a year ago
- No impact
- Unsure

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

\*Values less than 3% have been removed for clarity.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 29<sup>th</sup> to December 2<sup>nd</sup>, 2025, n=1009, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# TECHNICAL NOTE

Element	Description	Element	Description
Research sponsor	Bloomberg News	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
Population and Final Sample Size	1009 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues on financial concerns, barriers on purchasing Canadians goods for the holiday season, federal budget, artificial intelligence, jet fighters, energy and pipeline related issues in Western Canada, trade negotiations with the US, and priorities for the Major Projects Office.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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> .
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender
Field Dates	November 29 <sup>th</sup> to December 2 <sup>nd</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>		

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# Any questions?

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