




Appetite to purchase US-made goods continues to drop – Four in five Canadians agree to some extent that Canada's old relationship with the United States is over.

National survey released May, 2025  
Field: May 5<sup>th</sup> to 8<sup>th</sup>, 2025  
Submission 2025-2826

**Bloomberg**





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

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5<sup>th</sup> and 8<sup>th</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

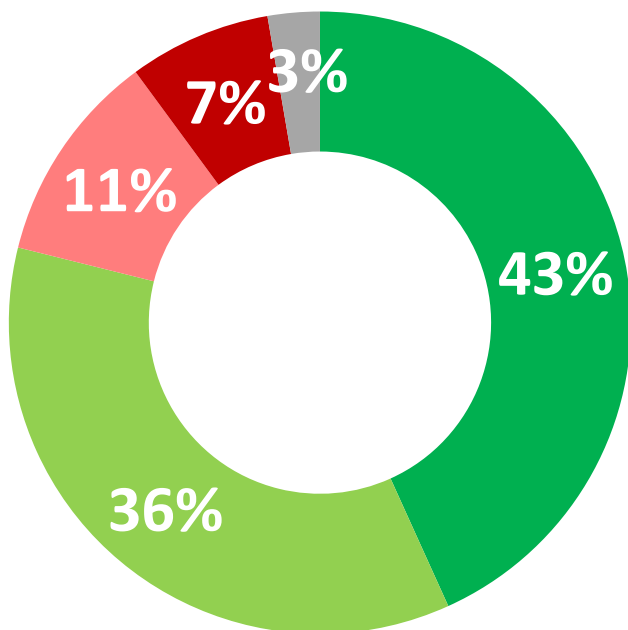
## CANADIANS LESS LIKELY TO PURCHASE US-MADE GOODS THAN BEFORE US TARIFFS ON CANADIAN EXPORTS WERE IMPLEMENTED

Three in four Canadians report they are less likely ([63%](#)) or somewhat less likely ([12%](#)) to purchase US-made goods than before tariffs on Canadian exports to the US were implemented. [Twelve percent](#) report that the tariffs have no impact on their likelihood to purchase US-made goods. Another twelve percent say they are now more likely ([nine percent](#)) or somewhat more likely ([three percent](#)) to purchase goods made in the United States. In December 2024, [51 percent](#) of Canadians reported that if implemented, tariffs on Canadian exports to the US would make them outright less likely to purchase US-made goods.

2

## CANADIANS ARE OVER FOUR TIMES MORE LIKELY TO AGREE TO SOME EXTENT THAN DISAGREE TO SOME EXTENT THAT CANADA'S OLD RELATIONSHIP WITH THE US IS OVER

[Forty-three percent](#) of Canadians outright agree with the statement that “the old relationship we had with the United States, based on deepening integration of our economies and tight security and military cooperation, is over.” Another [36 percent](#) somewhat agree with the statement. Comparatively, one in five Canadians somewhat disagree ([11%](#)) or disagree ([seven percent](#)) with the statement. Canadians aged 55 and over are more likely to agree or somewhat agree ([87%](#)) with the statement than those aged 18 to 34 ([66%](#)).



■ Agree  
■ Somewhat agree  
■ Somewhat disagree  
■ Disagree  
■ Unsure

\*Weighted to the true population proportion.

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

## Agreement with the old Canada-US relationship being over

Agree/Somewhat agree	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	83.9%	82.9%	78.3%	69.9%	82.7%
	Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
	75.5%	82.1%	66.4%	78.6%	87.2%
Disagree/Somewhat disagree	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	12.8%	13.6%	19.5%	28.8%	13.1%
	Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
	23.0%	14.0%	28.3%	18.5%	12.0%

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statement: “The old relationship we had with the United States, based on deepening integration of our economies and tight security and military cooperation, is over.”

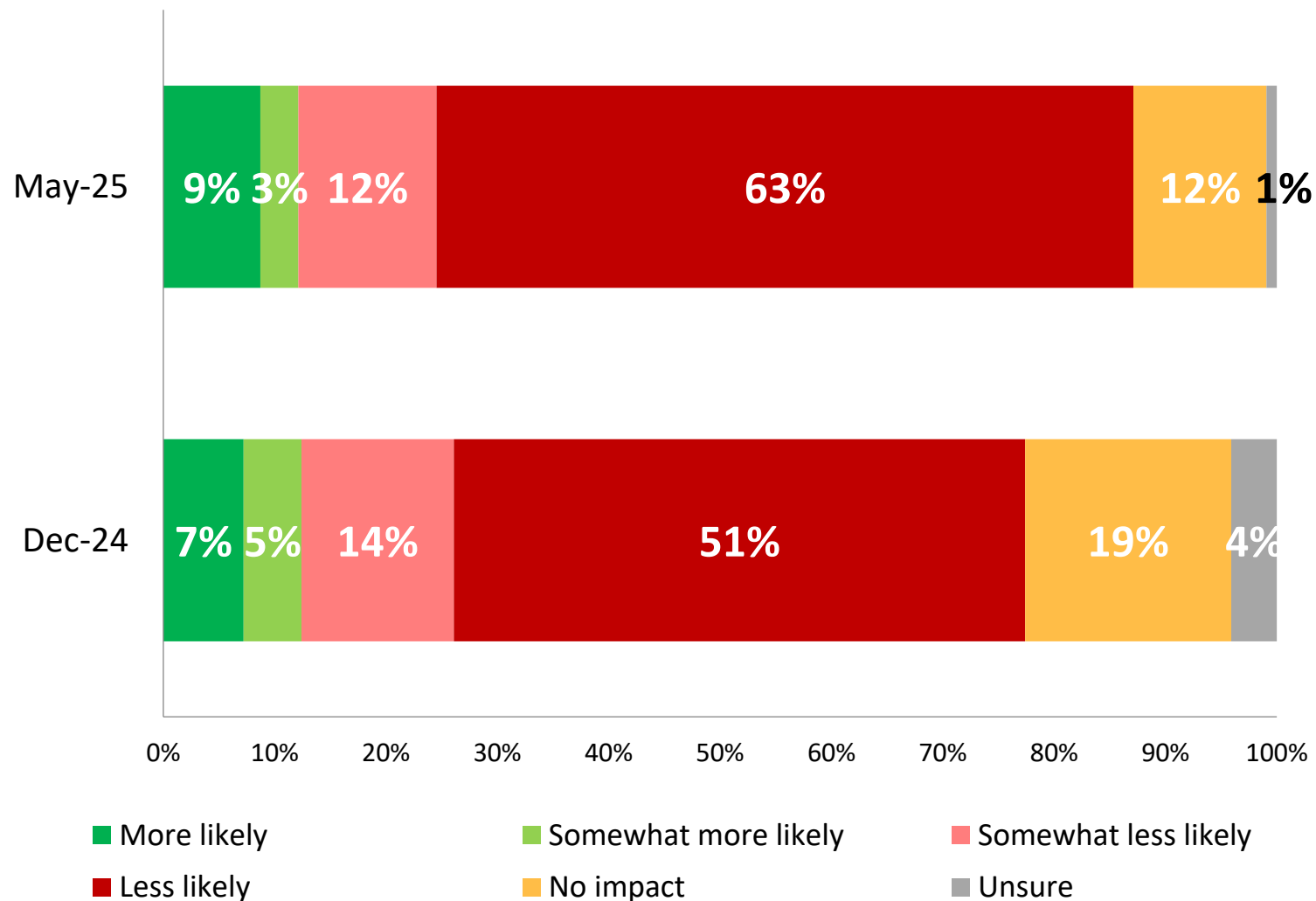
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Sixty-three percent of Canadians report they are outright less likely to purchase US-made goods than before tariffs were put in place on Canadian exports to the US. This represents an increase from the 51 percent of Canadians who reported that if a tariff is put in place on Canadian exports to the US, it would make them outright less likely to purchase US-made goods in December 2024.

Q – 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, May 5<sup>th</sup> to 8<sup>th</sup>, 2025 n=1,055, accurate 3.0 percentage points plus or minus, 19 times out of 20.

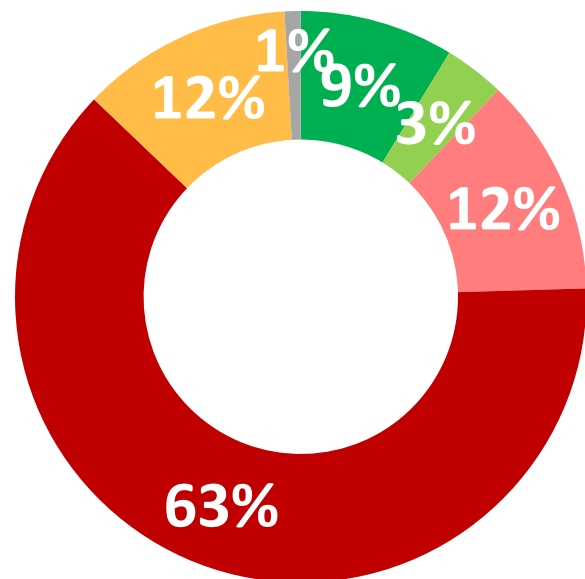
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# Tariffs impact on purchase of US-made goods

Q – 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?



■ More likely  
■ Somewhat less likely  
■ No impact  
■ Less likely  
■ Unsure

\*Weighted to the true population proportion.

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

Less likely/Somewhat less likely

	Atlantic (n=104)	Quebec (n=222)	Ontario (n=360)	Prairies (n=219)	BC (n=150)
	<b>80.8%</b>	<b>72.6%</b>	<b>78.5%</b>	<b>71.7%</b>	<b>70.6%</b>
	Men (n=551)	Women (n=504)	18 to 34 (n=176)	35 to 54 (n=460)	55 plus (n=419)
	<b>74.3%</b>	<b>75.7%</b>	<b>71.3%</b>	<b>76.0%</b>	<b>76.7%</b>

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5<sup>th</sup> to 8<sup>th</sup>, 2025, n=1,055, 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 1,055 Canadians, 18 years of age or older, between May 5<sup>th</sup> and 8<sup>th</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.

[Full data tables with weighted and unweighted number of interviews is here.](#)

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



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	1,055 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 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, issues of priority for the newly-elected government, tariffs, Canada-US relations, national unity, feelings regarding the outcome of the election, views on the next federal election and reasons for not voting for either the Conservative or Liberal Party.
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	<a href="#">By region, age and gender</a>
Field Dates	May 5 <sup>th</sup> to 8 <sup>th</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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ABOUT NANOS

# Any questions?

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