

A background image featuring a glass piggy bank on the left, tilted and spilling out various Canadian coins (loose and in stacks). To the right, an open book with a yellow bookmark is visible. The background is a soft-focus bokeh of green and blue light spots.

Trade Standoff: Canadians Back Tariffs on U.S. Imports Despite Cost Concerns.

National survey released June, 2025
Field: June 1st to 3rd, 2025
Submission 2025-2848

Bloomberg



The research gauged the opinions among Canadians on their response to U.S. tariffs, particularly those introduced under President Donald Trump. It focuses on any changes individuals have made to their financial habits in response to these tariffs and whether Canada should impose retaliatory tariffs on U.S. imports, even if it leads to higher prices for Canadian consumers.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,120 Canadians, 18 years of age or older, between June 1st and 3rd, 2025 as part of an omnibus survey. The margin of error for this survey is ± 2.9 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

SUPPORT FOR CANADIANS' TARIFFS ON U.S. IMPORTS IS STRONG AMONG CANADIANS EVEN IF IT MEANS HIGHER PRICES

Majority of Canadians support or somewhat support ([73%](#)) Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods. Atlantic residents are more likely to support or somewhat support ([81%](#)) retaliatory tariffs on U.S. Imports than BC residents ([71%](#)).

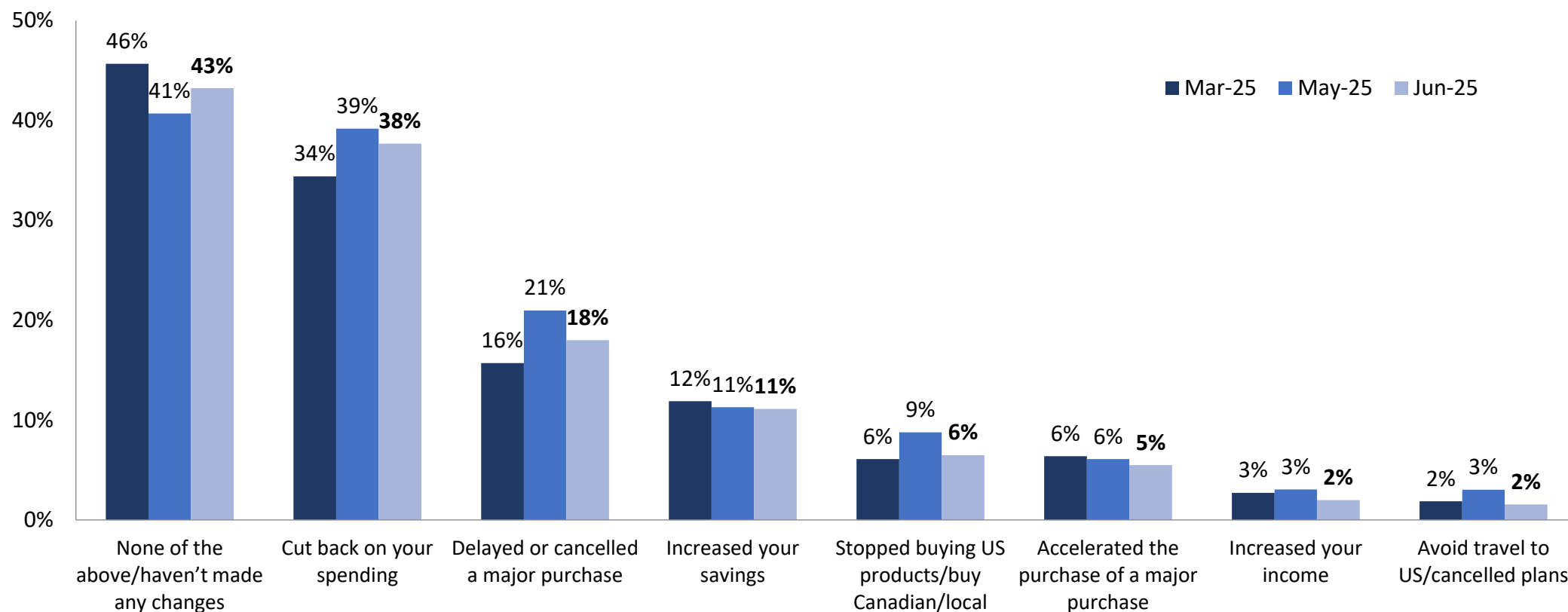
2

MORE THAN HALF CANADIANS REPORT HAVING MADE CHANGES TO THEIR FINANCIAL SITUATION DUE TO US TARIFFS

Similar to previous waves, over one in two Canadians report making changes to their financial situation in response to US tariffs ([57%](#)), including cutting back on their expenses ([38%](#)) and delaying or cancelling a major purchase ([18%](#)). Residents in the prairies are more likely to have made changes to their financial situation ([44%](#) Cut back on their spending; [24%](#) Delaying or cancelling a major purchase) compared to Quebec residents ([32%](#) Cut back on their spending; [13%](#) Delaying or cancelling a major purchase).

Changes to financial situation due to US tariffs – Top mentions – Tracking

Q – Have you made any of the following changes to your financial situation in response to US tariffs? (Select all that apply) [RANDOMIZE]*



*Top mentions only are shown, for the full list of responses, please refer to the tabulations: [\[LINK\]](#).

*Question asked in March 2025 - Have you made any of the following changes to your financial situation in preparation of US tariffs? (Select all that apply)[RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Changes to financial situation due to US tariffs

Rank 1 – by demographics

Q – Have you made any of the following changes to your financial situation in response to US tariffs? (Select all that apply) [RANDOMIZE]

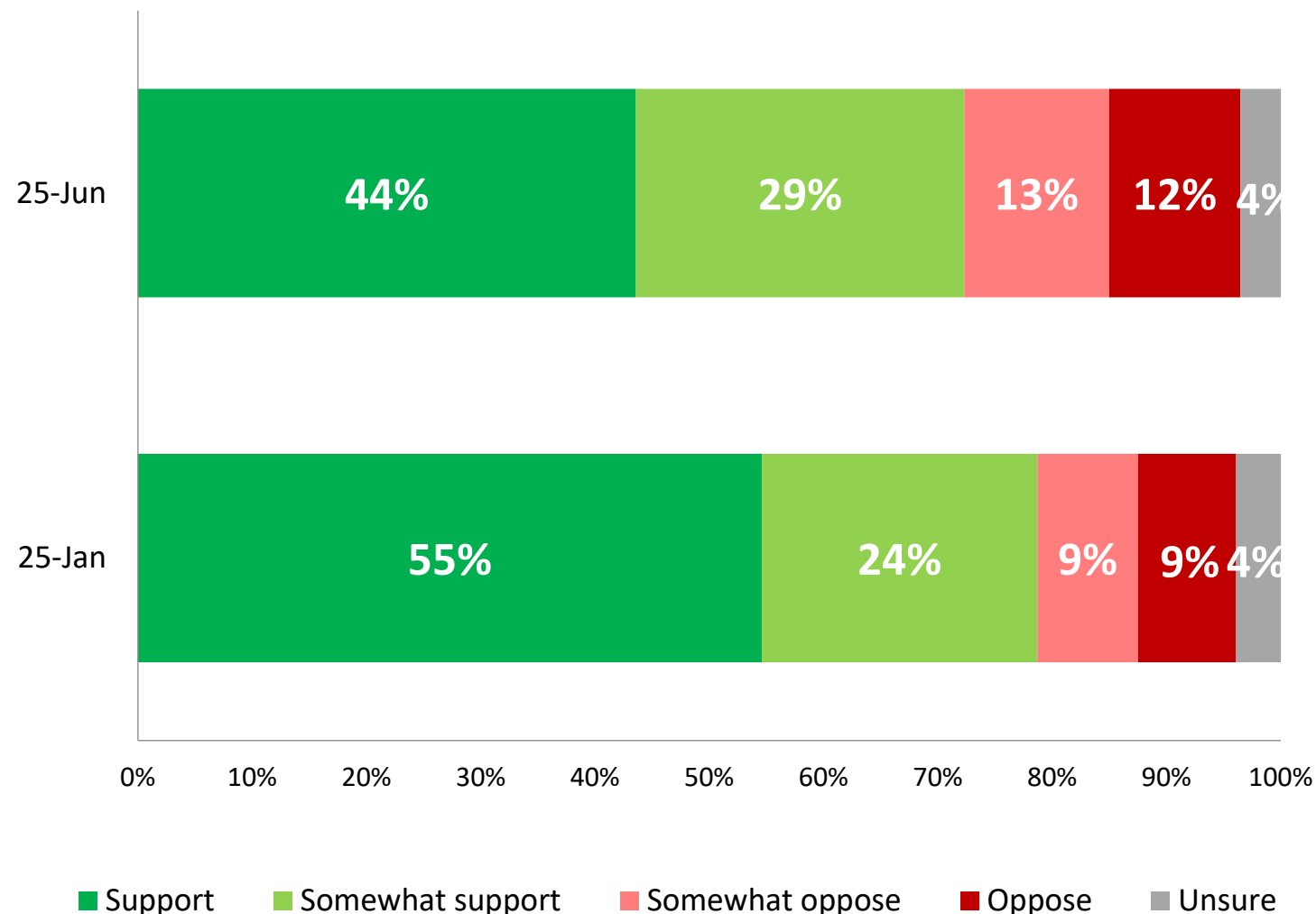
	2025-06 (n=1120)	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)	Men (n=584)	Women (n=535)	18-34 (n=208)	35-54 (n=417)	55 plus (n=495)
None of the above/haven't made any changes	43.2%	36.0%	50.3%	41.4%	40.2%	43.8%	48.9%	37.8%	36.7%	41.1%	49.1%
Cut back on your spending	37.7%	42.3%	31.7%	38.7%	44.2%	34.3%	32.3%	42.9%	44.9%	41.3%	30.1%
Delayed or cancelled a major purchase	18.0%	21.6%	12.5%	19.4%	23.9%	13.8%	19.0%	17.1%	25.0%	20.2%	11.7%
Increased your savings	11.1%	11.8%	11.0%	12.0%	11.2%	8.4%	11.1%	11.1%	15.5%	11.0%	8.3%
Stopped buying US products/buy Canadian/local	6.5%	8.2%	4.6%	7.2%	5.5%	8.2%	4.7%	8.0%	3.6%	8.2%	7.0%
Accelerated the purchase of a major purchase	5.5%	10.1%	3.6%	5.0%	4.1%	9.6%	5.4%	5.6%	5.6%	6.2%	4.9%
Increased your income	2.0%	1.8%	1.6%	1.7%	1.1%	4.7%	2.2%	1.8%	3.9%	1.7%	1.0%
Avoid travel to US/cancelled plans	1.6%	0.6%	0.3%	2.1%	1.7%	2.3%	1.9%	1.2%	0.9%	2.8%	1.0%
Made changes to investments (sold US stocks/reduced investments)	0.8%	-	-	1.0%	0.9%	1.8%	0.6%	1.0%	-	0.7%	1.4%
Pay debts	0.2%	-	-	0.4%	-	-	0.3%	-	-	-	0.4%
Other	0.6%	1.0%	-	0.7%	-	1.7%	0.4%	0.7%	0.4%	0.5%	0.8%

*Responses based on multiple mentions.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Over seven in 10 Canadians support (44% down from 55%) or somewhat support (29% up from 24%) Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods.

Support for tariffs on U.S. imports



*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, June 1st to 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20.

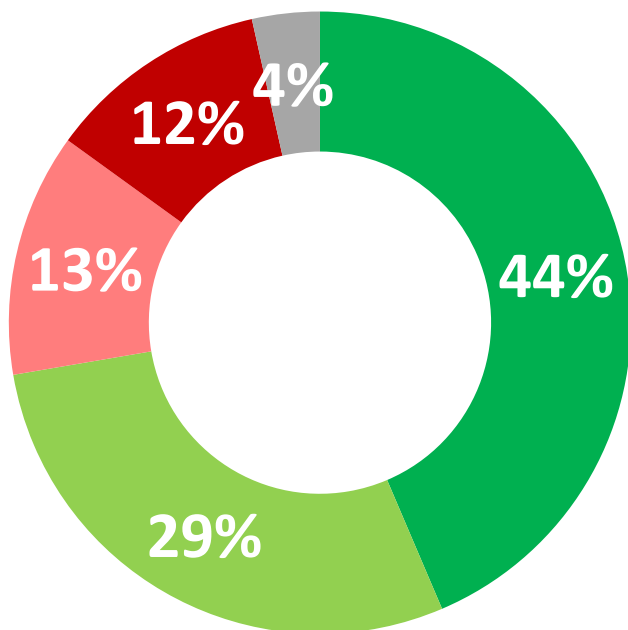
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Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

*Question asked in January 2025 - 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.

Support for tariffs on U.S. imports – by demographics



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

*Weighted to the true population proportion.

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

Support/Somewhat support	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)
	81.0%	71.5%	74.3%	66.6%	71.3%
	Men (n=584)	Women (n=535)	18 to 34 (n=208)	35 to 54 (n=417)	55 plus (n=495)
Oppose/Somewhat oppose	71.4%	73.1%	71.1%	68.3%	76.3%
	Atlantic (n=111)	Quebec (n=236)	Ontario (n=360)	Prairies (n=233)	BC (n=180)
	15.4%	24.9%	22.5%	29.1%	25.6%
	Men (n=584)	Women (n=535)	18 to 34 (n=208)	35 to 54 (n=417)	55 plus (n=495)
	26.1%	22.3%	27.2%	27.4%	19.7%

Q – Do you support, somewhat support, somewhat oppose or oppose Canada putting tariffs on imports from the US in response to President Donald Trump's tariffs on Canadian goods even if that means Canadians end up paying higher prices for goods?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 1st to 3rd, 2025, n=1120, accurate 2.9 percentage points plus or minus, 19 times out of 20

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,120 Canadians, 18 years of age or older, between June 1st and 3rd, 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 ± 2.9 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	1120 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	±2.9 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, defence issues, energy issues, response to U.S. tariffs and financial changes in response to these tariffs .
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
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	June 1 st to 3 rd , 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. https://canadianresearchinsightscouncil.ca/standards/		



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EthicStratēgies

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Any questions?



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