



Polling Research

**Tariffs Impact on Canadians
and their Preferred Response
and diminishing Trust of
Americans**

Jack Jedwab

April 10, 2025



Methodology

The survey was conducted by Leger for the Association for Canadian Studies with 1631 respondents in Canada over the period April 5 and 6, 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1631 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

A majority of Canadians say they will personally feel the effects of the tariffs with those over sixty-five more likely to say so than those between the age of 18 and 24

I will personally feel the effects of tariffs from the United States	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes	60%	61%	59%	57%	58%	59%	60%	59%	63%
No	18%	22%	14%	17%	26%	18%	16%	16%	16%
I don't know	22%	17%	27%	26%	16%	23%	23%	25%	21%

Albertans and Ontarians are Most likely to feel that they are being affected by the tariffs

I will personally feel the effects of tariffs from the United States	Total	Atl.	QC	ON	MB/SK	AB	BC
Yes	60%	56%	49%	64%	60%	66%	62%
No	18%	11%	26%	16%	16%	18%	16%
I don't know	22%	32%	25%	20%	24%	16%	22%

Canadians preferred response to US tariffs is to Reciprocate

In one sentence please tell us what you think is the best response to the tariffs from the United States (April 5 and 6, 2025)	Total	Atl.	QC	ON	MB/SK	AB	BC
Match them / Eye for eye / Reciprocal tariffs	17%	23%	15%	15%	19%	17%	24%
A strategic response/replicate (e.g. targeted sanctions on energy, raw material, etc., reducing trade with the US)	9%	10%	9%	9%	8%	9%	11%
Fight back / Retaliation / Replicate	8%	4%	10%	8%	8%	8%	8%
Expand trade with other countries / diversification of trading agreements	8%	7%	7%	10%	7%	6%	7%
Plead for a better deal with the US / Negotiate	7%	4%	6%	7%	8%	9%	6%
Build a stronger Canadian economy (e.g. reducing corporate taxes, improving domestic industries)	6%	6%	3%	6%	7%	6%	7%
Implementing our own tariffs	5%	3%	4%	4%	2%	10%	6%
Boycott Americans goods/services / stop travelling to the US / Boycott	5%	6%	7%	4%	2%	5%	5%
Ignore them / Do not retaliate / indifference	5%	4%	6%	5%	8%	0%	2%
It is a thoughtless/crazy decision / it should not have happened	5%	4%	6%	4%	8%	3%	4%

Income not much of a consideration in Canadians preferred response to tariffs

In one sentence please tell us what you think is the best response to the tariffs from the United States	Total	<40k	40-59k	60-79k	80-99k	100k+
Match them / Eye for eye / Reciprocal tariffs	17%	19%	16%	18%	14%	19%
A strategic response/replicate (e.g. targeted sanctions on energy, raw material, etc., reducing trade with the US)	9%	8%	6%	13%	9%	12%
Fight back / Retaliation / Replicate	8%	7%	6%	9%	9%	9%
Expand trade with other countries / diversification of trading agreements	8%	5%	6%	4%	10%	11%
Plead for a better deal with the US / Negotiate	7%	4%	6%	5%	9%	7%
Build a stronger Canadian economy (e.g. reducing corporate taxes, improving domestic industries)	6%	5%	3%	6%	5%	7%
Implementing our own tariffs	5%	4%	5%	4%	5%	6%
Boycott Americans goods/services / stop travelling to the US / Boycott	5%	4%	6%	6%	6%	4%
Ignore them / Do not retaliate / indifference	5%	2%	4%	4%	7%	6%
It is a thoughtless/crazy decision / it should not have happened	5%	4%	7%	6%	3%	4%

Trust of Americans drops back to where it was at end of Trump Administration and with fewer saying they trust americans

Canadians Trust of Americans	September 4-6, 2020	October 27-29,2023	April 5 and 6, 2025 (1)
NET TRUST/ YES TRUST	31%	59%	21%
Trust a lot	2%	14%	YES I trust Americans
Somewhat trust	29%	45%	
NET DON'T TRUST	66%	26.5%	55%
Don't trust a lot	43%	18.5%	NO , (I don't) Trust Americans
Don't trust at all	23%	8.0%	
I don't know / I prefer not to answer	4%	14.4%	24%

(1) The survey conducted April 5 and 6, 2025 saw a modification to the question which asked whether YES, NO or I don't know...do you Americans. Any comparison with must take this into account

Those Canadians feeling they'll personally feeling the effects of the tariffs are more likely to distrust americans

Americans can be trusted -	I will personally feel the effects of tariffs from the United States -	
	Yes	No
Yes	18.6%	32.5%
No	61.8%	51.2%
I don't know	19.5%	16.3%
Total	100.0%	100.0%

Contact

acs-metropolis.ca/acs
general@acs-aec.ca
850-1980 Sherbrook Street West,
Montreal, QC, H3H 1E8