Base: All Respondents (unwtd) Base: All Respondents (wtd) US reduction (Net) Stopped travelling to the United States.	2001 2001 1158 58% 649 32%	246 276 154 56%	218 223 124 56%	165 125 70	766 776	Quebec 478 467	Atlantic 128	Men 883	Women 1104	Other/Prefe r not to 14	18-34 392	35-54 806	55+ 803	Gen Z 154	Millennial 599	Gen X 621	Boomer 627
Base: All Respondents (wtd) US reduction (Net)	2001 1158 58% 649 32%	276 154 56% 112	223	125	776		128	883	1104	14	392	806	803	154	599	621	627
S reduction (Net)	1158 58% 649 32%	154 56% 112	124	70		467				. — —							627
S reduction (Net)	1158 58% 649 32%	154 56% 112	124	70		407	134	975	1011	14	547	656	799	238	604	533	627
	58% 649 32%	56%					154	373	1011	14	347	030	733	230	004	333	027
	649 32%	112	56%		461	274	75	565	583	10	275	338	545	109	312	289	447
Stopped travelling to the United States.	32%			56%	59%	59%	56%	58%	58%	73%	50%	52%	68%	46%	52%	54%	71%
Stopped travelling to the United States.			56	44	257	149	31	324	319	6	116	197	336	51	145	173	280
		41%	25%	35%	33%	32%	23%	33%	32%	42%	21%	30%	42%	22%	24%	32%	45%
	879	107	102	51	339	215	65	433	436	10	197	230	452	69	222	202	385
Bought fewer products made in the United States or opped altogether.	44%	39%	46%	41%	44%	46%	48%	44%	43%	73%	36%	35%	57%	29%	37%	38%	61%
opped altogether.	252		00		440		10	100	450			100	107				4.50
Stopped using services from companies based in the United	352	55	32	21	142	84	18	190	159	3	55	100	197	27	71	93	162
rates.	18%	20%	14%	17%	18%	18%	13%	20%	16%	24%	10%	15%	25%	11%	12%	18%	26%
Stonned channing (anline as in neveral) at Assertion	367	52	44	16	159	73	24	183	180	4	70	102	195	25	91	83	169
Stopped shopping (online or in person) at American-owned etailors.	18%	19%	20%	12%	20%	16%	18%	19%	18%	26%	13%	16%	24%	10%	15%	16%	27%
	115	13	14	2	47	30	9	71	43	-	31	34	50	11	38	20	46
Stopped using American social media sites.	6%	5%	6%	2%	6%	6%	7%	7%	4%	-	6%	5%	6%	4%	6%	4%	7%
	1126	146	143	76	442	252	66	562	560	4	278	323	525	110	312	268	436
anadian increase (Net)	56%	53%	64%	61%	57%	54%	49%	58%	55%	25%	51%	49%	66%	46%	52%	50%	70%
_	1068	138	134	72	414	245	65	528	536	4	252	299	518	99	280	258	432
Bought more Canadian-made products.	53%	50%	60%	57%	53%	53%	48%	54%	53%	25%	46%	46%	65%	41%	46%	48%	69%
	200	30	35	10	97	21	8	108	91	1	64	72	64	22	85	41	52
Shifted your investments toward more Canadian options	10%	11%	16%	8%	12%	5%	6%	11%	9%	10%	12%	11%	8%	9%	14%	8%	8%
	651	81	88	31	280	120	50	302	345	4	190	219	241	62	228	177	184
ieneral reduction (Net)	33%	29%	40%	25%	36%	26%	37%	31%	34%	29%	35%	33%	30%	26%	38%	33%	29%
	651	81	88	31	280	120	50	302	345	4	190	219	241	62	228	177	184
Reduced your spending or more tightly budgeted your noney.	33%	29%	40%	25%	36%	26%	37%	31%	34%	29%	35%	33%	30%	26%	38%	33%	29%
																	-
Reduced or stopped spending on lottery tickets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
_																	
Reduced or stopped spending on alcohol	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	40	3	4	2	20	11	-	23	17	-	18	16	6	9	20	8	3
nifted your investments away from Canadian options	2%	1%	2%	1%	3%	2%	-	2%	2%	-	3%	2%	1%	4%	3%	1%	*
	215	37	23	14	89	39	12	113	100	2	39	72	104	16	54	62	84
ought fewer products made in China or stopped altogether.	11%	14%	10%	12%	12%	8%	9%	12%	10%	11%	7%	11%	13%	7%	9%	12%	13%
	446	71	51	28	160	99	39	214	229	3	123	180	143	64	132	148	101
haven't taken any of the above actions	22%	26%	23%	22%	21%	21%	29%	22%	23%	18%	23%	27%	18%	27%	22%	28%	16%
	4981	700	583	291	2004	1085	319	2490	2454	36	1155	1521	2305	454	1367	1264	1897
igma	249%	254%	261%	233%	258%	232%	238%	255%	2434	259%	211%	232%	289%	191%	226%	237%	303%

To what extent do you agree or disagree with the following statements: - I would stop buying from a company found to be exaggerating how "Canadian" their products or services are (i.e. "Maplewashing")

				Re	gion				Gender			Age		Generation				
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	Men	Women	Other/Pref er not to	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer	
Base: All Respondents (unwtd)	2001	246	218	165	766	478	128	883	1104	14	392	806	803	154	599	621	627	
Base: All Respondents (wtd)	2001	276	223	125	776	467	134	975	1011	14	547	656	799	238	604	533	627	
	1061	146	138	78	430	187	83	548	505	9	278	334	449	116	320	262	363	
Top 2 Box (Net)	53%	53%	62%	62%	55%	40%	62%	56%	50%	60%	51%	51%	56%	49%	53%	49%	58%	
	421	60	54	21	178	77	31	222	196	3	116	137	168	45	143	97	137	
Strongly agree	21%	22%	24%	17%	23%	16%	23%	23%	19%	23%	21%	21%	21%	19%	24%	18%	22%	
	640	85	84	56	252	110	52	325	309	5	162	197	280	71	177	165	227	
Somewhat agree	32%	31%	37%	45%	33%	24%	39%	33%	31%	38%	30%	30%	35%	30%	29%	31%	36%	
	712	100	59	40	261	213	39	323	384	5	192	240	279	89	200	209	213	
Neither agree nor disagree	36%	36%	26%	32%	34%	46%	29%	33%	38%	34%	35%	37%	35%	37%	33%	39%	34%	
	229	30	27	7	85	67	12	105	123	1	76	82	70	33	84	61	50	
Bottom 2 Box (Net)	11%	11%	12%	6%	11%	14%	9%	11%	12%	5%	14%	13%	9%	14%	14%	11%	8%	
	150	23	14	4	58	48	4	75	74	1	54	44	52	26	50	37	37	
Somewhat disagree	7%	8%	6%	3%	7%	10%	3%	8%	7%	5%	10%	7%	6%	11%	8%	7%	6%	
	79	8	13	3	27	20	8	30	49	-	21	39	19	7	34	24	13	
Strongly disagree	4%	3%	6%	3%	4%	4%	6%	3%	5%	-	4%	6%	2%	3%	6%	5%	2%	
	2001	276	223	125	776	467	134	975	1011	14	547	656	799	238	604	533	627	
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Many Canadians are making an effort to ... at the moment. However, we don't know yet how long that will last. Which of the following best describes you, personally?

				Re	gion				Gender			Age		Generation				
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	Men	Women	Other/Pref er not to	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer	
Base: All Answering (unwtd)	570	68	61	46	230	123	42	240	326	4	112	217	241	42	167	166	195	
Base: All Answering (wtd)	554	71	65	28	232	117	41	273	277	4	155	165	234	57	172	138	187	
I will continue to buy Canadian products, even when this crisis is over.	454 82%	61 86%	51 78%	23 82%	186 80%	106 90%	26 64%	222 81%	228 82%	3 79%	117 75%	135 82%	202 86%	48 84%	128 74%	122 89%	156 83%	
I expect to return to buying American products when this crisis is over. I'm only buy Canadian products right now because of the current crisis.	100	10	14 22%	5 18%	45 20%	11 10%	15 36%	51 19%	49 18%	1 21%	38 25%	30 18%	32 14%	9 16%	44 26%	16 11%	31 17%	
Sigma	554 100%	71 100%	65 100%	28 100%	232 100%	117 100%	41 100%	273 100%	277 100%	100%	155 100%	165 100%	234 100%	57 100%	172 100%	138 100%	187 100%	

Many Canadians are making an effort to avoid American products at the moment. However, we don't know yet how long that will last. Which of the following best describes you, personally?

				Reg	ion				Gender			Age			Gener	ation	
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	Men	Women	Other/Pref er not to	18-34	35-54	55+	Gen Z	Millennial	Gen X	Boomer
Base: All Answering (unwtd)	566	65	65	51	210	136	39	251	311	4	93	201	272	38	148	157	223
Base: All Answering (wtd)	544	67	61	44	202	133	37	264	276	3	128	147	269	55	139	125	224
I will continue to avoid American products, even when this	312	45	48	34	136	29	19	158	153	*	72	80	160	38	68	70	137
crisis is over.	57%	68%	79%	77%	67%	22%	52%	60%	56%	9%	57%	54%	59%	68%	49%	56%	61%
I expect to return to buying American products when this crisis is over. I'm only avoid American products right now	232	21	13	10	66	104	18	106	123	3	55	67	109	18	72	55	87
because of the current crisis.	43%	32%	21%	23%	33%	78%	48%	40%	44%	91%	43%	46%	41%	32%	51%	44%	39%
	544	67	61	44	202	133	37	264	276	3	128	147	269	55	139	125	224
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%