

"BUY CANADIAN" MOVEMENT MAY BE HERE TO STAY AMONG THOSE MAKING THE CHANGE: 82% WILL CONTINUE AFTER CANADA-U.S. CRISIS IS OVER

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MAJORITY OF CANADIANS ARE MAKING EFFORTS TO BUY MORE CANADIAN PRODUCTS, INVESTMENTS

In past two weeks...

56%

Have **bought more** Canadian

58%

Have **avoided** American

22%

Have **done nothing**

A new Ipsos poll finds that the Buy Canadian movement may be here to stay, for the time being, with most Canadians making some effort to change their purchasing. Around six in ten Canadians report having bought more Canadian products or investments (56%), or avoided American products, services, investments, or travel (58%) in the last two weeks as a result of the current state of U.S.-Canada relations. Canadian Boomers are far more likely than other generations to prioritize buying Canadian (70% vs. 50% Gen X, 52% Millennials, 46% Gen Z) and avoiding American (71% vs. 54% Gen X, 52% Millennials, 46% Gen Z), fueling the strength of the Buy Canadian movement with their higher purchasing power relative to younger generations.

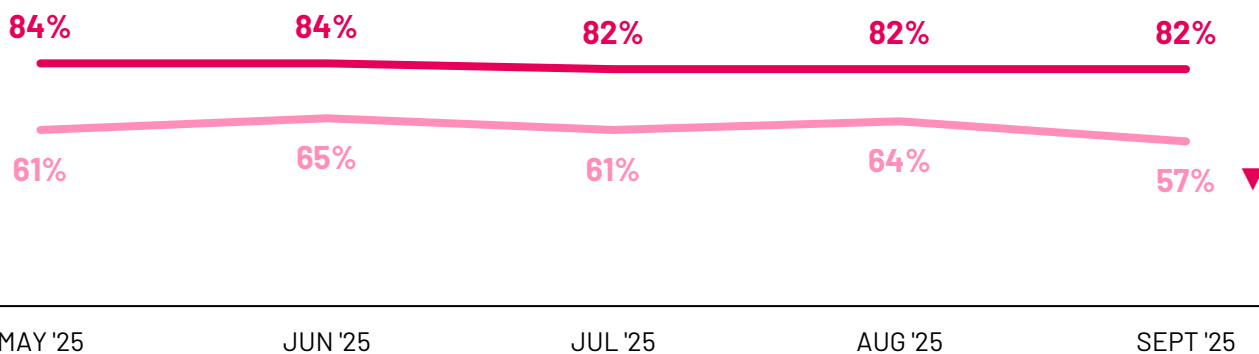
Half (53%) of Canadians say they would stop buying from a company found to exaggerating how "Canadian" their products or services are, once again highest among Boomers (58% vs. 49% Gen X, 53% Millennials, 49% Gen Z).

"BUY CANADIAN" MOVEMENT STRONG, THOUGH AMERICAN AVOIDANCE BEGINNING TO SOFTEN

Among those making an effort to alter purchasing habits...

■ They will continue to **buy Canadian products**, even when this crisis is over

■ They will continue to **avoid American products**, even when this crisis is over



Among Canadians who report changing their purchasing habits as a result of the current economic tensions with the U.S., a strong majority (82%) will continue to buy Canadian products even after the crisis is over. Notably, while the proportion of Canadians who say they'll continue to avoid American products has remained consistent since May, it is now beginning to soften (57%, -7 pts vs. August 2025), indicating a more nuanced approach to purchase decision-making in the coming months.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between September 9 and 12, 2025 as part of our [Trump, Tariffs, and Turmoil](#) syndicated study. For this survey, a sample of n=2,001 Canadians aged 18+ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 2.7 percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC, found here:

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