

CANADIANS SUPPORT A ROBUST RESPONSE TO U.S. TARIFFS

AUGUST 29 | 2026

CANADIANS SUPPORT COVID-STYLE PROGRAM TO PROTECT WORKERS

	% AGREE	VS. JULY '25
Canada should put in place a major subsidy program like we had during COVID to support workers who are affected by tariffs from the U.S. or Canadian governments	67%	+8 ▲
Industries and companies in my province should be willing to endure economic pain to help the rest of Canada	63%	Not asked
I am personally willing to undergo some significant economic pain to help the rest of Canada	52%	Not asked

In the wake of the United States imposing new tariffs on Canada, over two thirds of Canadians support a COVID-style program to protect workers, up 8 points since July of last year. Majorities also say industries and companies should be willing to accept economic pain, and that they

are personally willing to accept some hardship. However, willingness to share the pain drops to 41% among Generation Z and increases with age up to 67% among Boomers.

"BUY CANADIAN" CONTINUES

% MORE OFTEN		% LESS OFTEN
4%	Travel to the United States	18%
4%	Buy products made in the United States	36%
5%	Purchase American beer, wine, or spirits	19%
5%	Support American-owned companies operating in Canada	30%
60%	Make an effort to "Buy Canadian" made products and services	7%
61%	Make an effort to buy products and services from Canadian-owned companies	7%

Significant majorities of Canadians say they will make an effort to Buy Canadian more often in the wake of the trade deal breakdown. Willingness to Buy Canadian more often increases with age, from 49% among GenZ and 48% among Millennials to 58% among GenX and 79% among

Boomers. By contrast, the number of Canadians who say they will travel to the U.S., buy U.S. alcohol or support American-owned companies operating in Canada is 10% or less each category among all age groups.

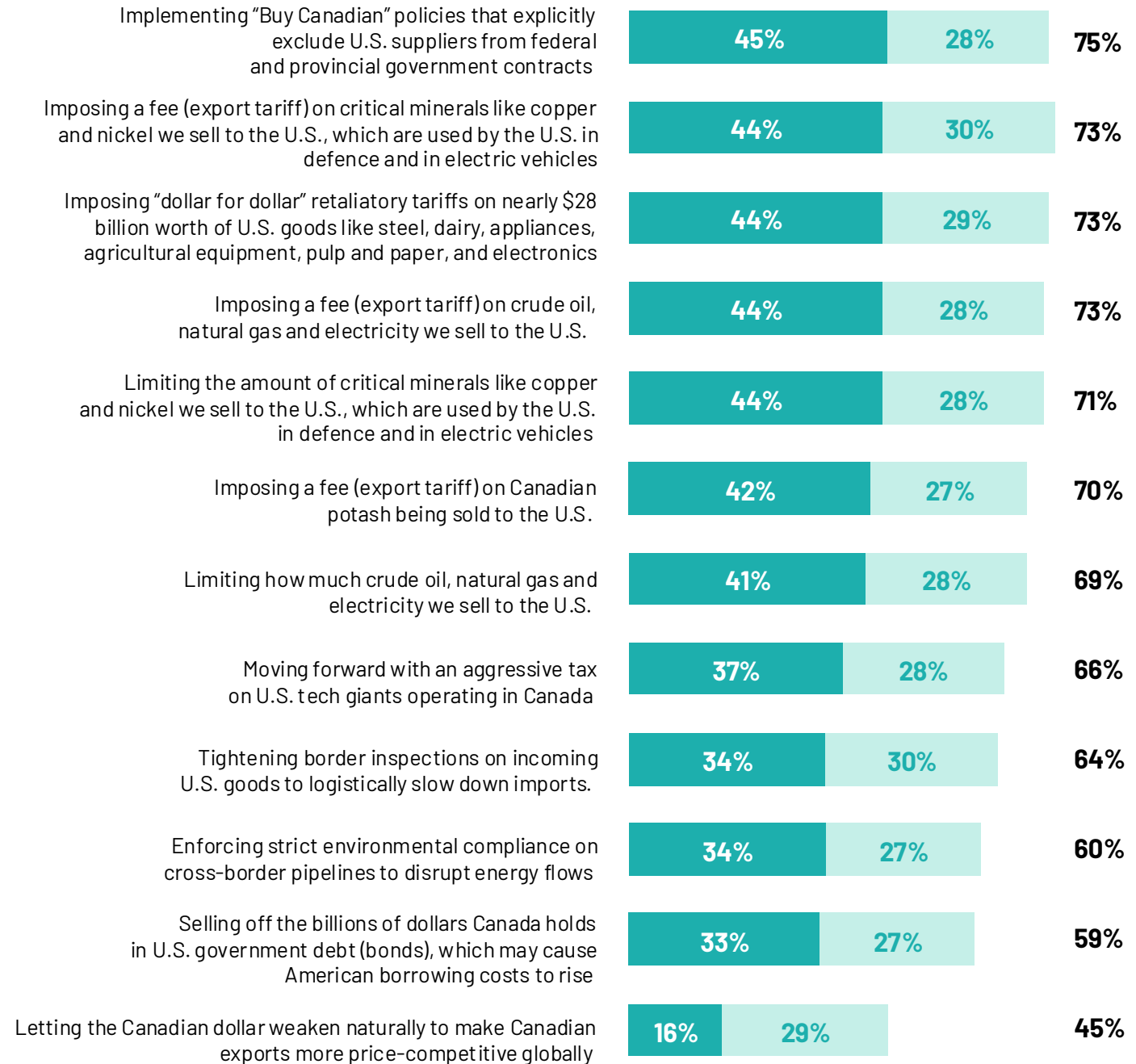
CANADIANS SUPPORT A RANGE OF RETALIATORY MEASURES

Canadians overwhelmingly support retaliatory measures on the U.S., including 73% who support the dollar-for-dollar tariffs Canada has already implemented. However, in Alberta, support for limiting the flow of oil, natural gas

and electricity sold to the U.S. drops to 58%, but there is more robust support in Alberta for an export tariff on oil, natural gas and electricity (69%).

% SOMEWHAT/STRONGLY SUPPORT

■ Strongly Support ■ Somewhat Support



Prime Minister Mark Carney has said Canada will respond with measures including retaliatory tariffs, taking effect on September 8th. Do you support or oppose the Government of Canada taking the following retaliatory measures?

CANADIANS SUPPORT A RANGE OF GOVERNMENT MEASURES TO HELP AFFECTED WORKERS AND BUSINESSES

There is broad support for the federal government taking action to protect Canadian workers and businesses, with preference for governments preferring Canadian-made products in purchasing and infrastructure topping the list at 80%.

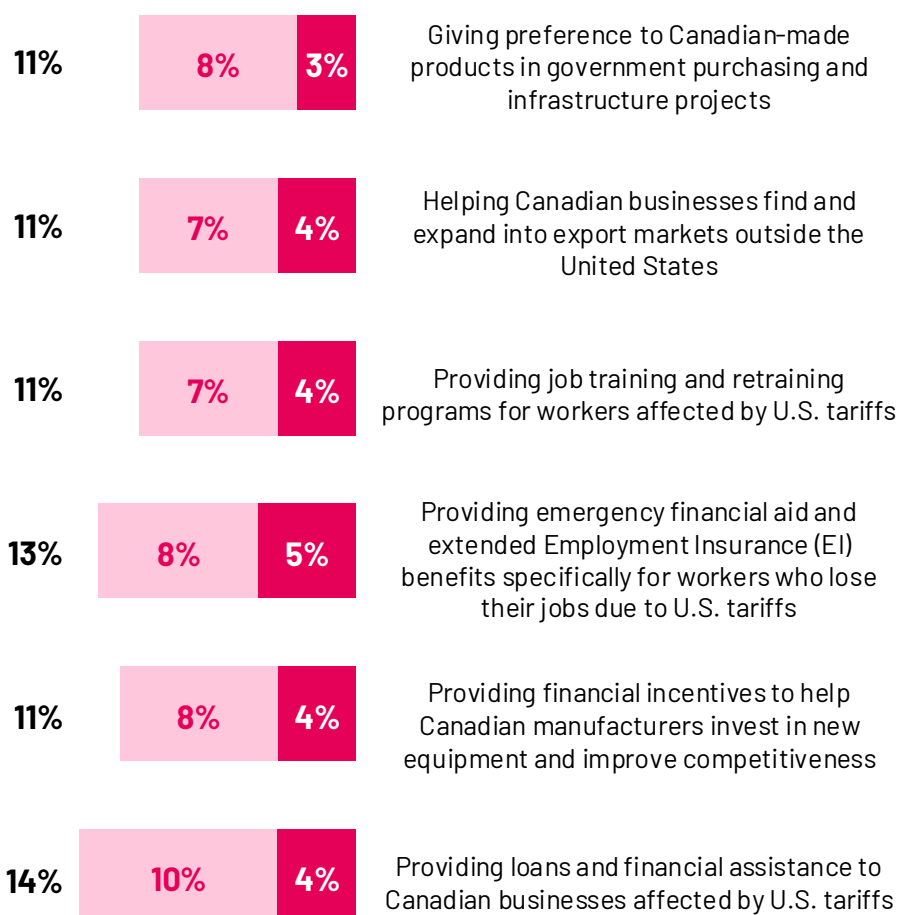
Higher income Canadians making over \$100K a year are more supportive of all measures, and Albertas are

especially supportive of helping Canadian businesses find new markets.

Support for these measures is also strong for voters of every major party, although Liberal supporters are more in favour overall. New Democrat supporters are especially supportive of emergency financial aid for workers.

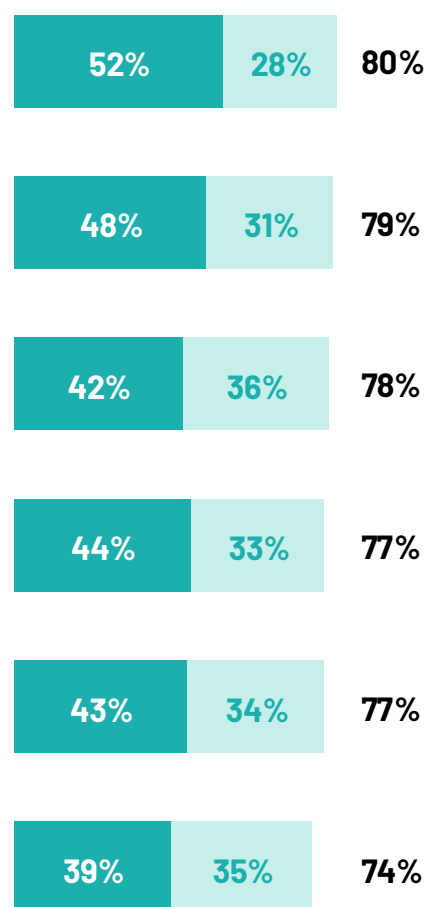
% SOMEWHAT/STRONGLY OPPOSE

Strongly Oppose ■
Somewhat Oppose ■



% SOMEWHAT/STRONGLY SUPPORT

Strongly Support ■
Somewhat Support ■



The Canadian government can use taxpayer money to help domestic industries, companies, and workers hurt by U.S. tariffs. Please indicate whether you support or oppose the government taking each of the following actions.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between August 26 and 27, 2026, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ 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.

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