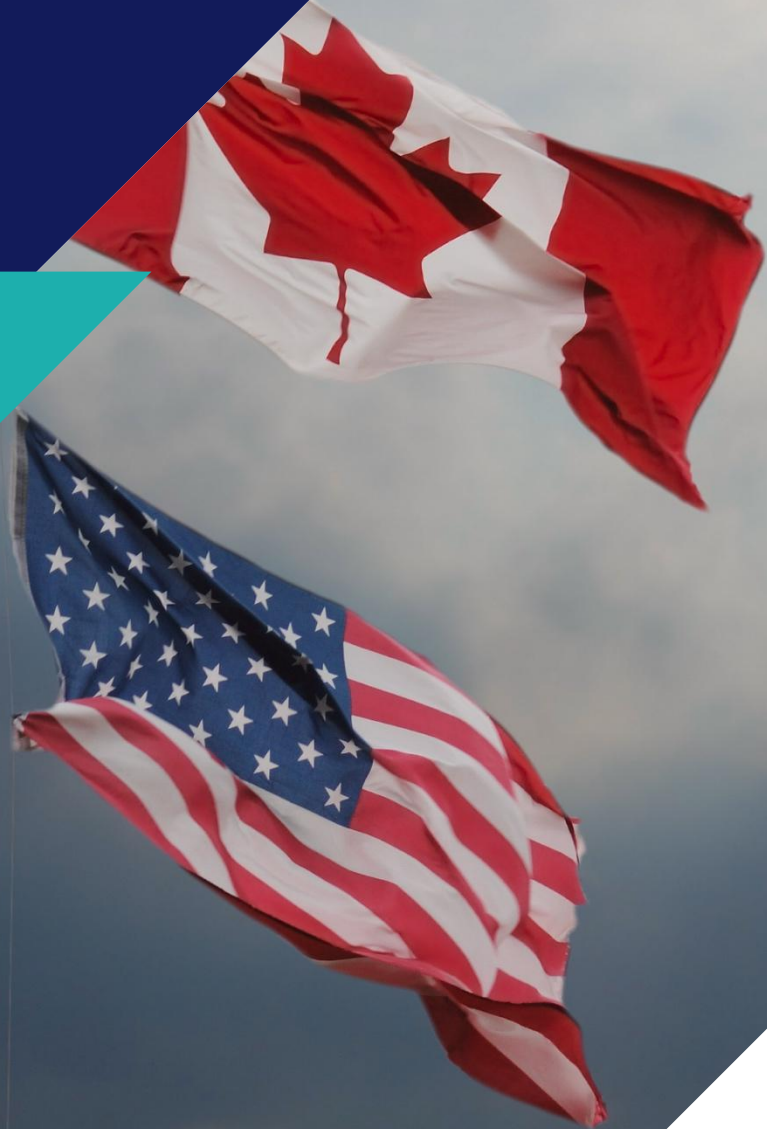


TRUMP, TARIFFS & TURMOIL

The Next 30 Days

A syndicated tracking study of how
Canadian consumers are responding
to shifting Canada-US relations



In a period of evolving trade dynamics and heightened national identity, Canadian consumers appear to be embracing a "Buy Canadian" sentiment, as Ipsos outlined in our [recent POV](#). But is this a movement or a moment?

Ipsos' new Canada-US Relations Syndicated Tracker provides valuable insights into public perceptions and behaviours concerning the evolving economic and trade relationship between Canada and the United States. The research highlights key areas of concern and opportunity for businesses looking to navigate this evolving crisis.

What the Study Covers

1. The Issues: Canadians' perceptions of the Canada-US relationship, its impact on the economy, and potential threats to Canadian sovereignty.
2. Consumer Behaviour: An examination of shifts in purchasing habits, travel patterns, and investment decisions as a direct result of Canada-US relations.
3. Brand Impact: The degree to which "Buy Canadian" sentiment is influencing brand choices and the perceived risks to American-owned brands.

This study is ideal for organizations looking to gain a competitive edge with timely data and analysis on:

- The strength of "Buy Canadian" sentiment across various product categories.
- Consumer confidence in Canadian businesses and government leaders.
- The impact of the current dispute over tariffs on personal finances and spending power.

- Shifting brand loyalty and its implications for Canadian and American brands.
- Whether Canadians are *actually* changing their behaviour.

Timing & Methodology

The study will be conducted online with adult Canadians, in four waves. The first wave results will be available the week of February 16th. Additional waves may be fielded depending on interest and events.

Online Communities

Running in parallel with the quantitative tracker, and included in the subscription, we will engage over 100 Canadians in our Conversations Community to explore the "why's" and "what's next" associated with this issue.

Cost and Deliverables

Contact us today to discuss pricing and deliverables that work for you and your organization.

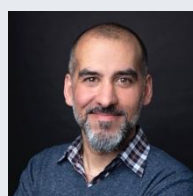
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