

# TRUMP, TARIFFS & TURMOIL

## What's Next?

Exploring the intersection of consumer behavior and national identity amid shifting Canada-US trade dynamics



After two months of ongoing tariff and trade challenges, are North American consumers making changes to their brand choices, travel, or work plans, and are these decisions continuing to evolve over time? Have real or perceived worries about the economy affected consumer spending power?

Ipsos' 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.
2. Brand Impact and Changing Consumer Behaviour: An examination of shifts in purchasing habits, travel, and brand choices. Are Canadians avoiding or supporting specific retailers based on nationalism, tariff prices and how "Canadian" a brand is.
3. Talent Trends: The impact of the current Canada-U.S. relationship on employer reputation, talent recruitment and the "brain drain."

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

- The strength of "Buy Canadian" / "Buy American" sentiment across various product categories.
- Consumer confidence in Canadian and American 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 North Americans are *actually* changing their behaviour.

### Timing & Methodology

The study will be conducted online with adult Canadians and Americans over four waves between May and August 2025. Additional waves depend 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 emerging trends, and changing consumer behaviours associated with this issue. An optional Canadian Snowbird Community is available at an additional cost.

### Cost and Deliverables

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

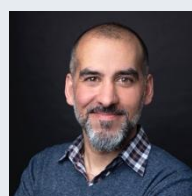
### For more information, please contact:



#### Gregory Jack

Senior Vice President  
Public Affairs

[Gregory.Jack@ipsos.com](mailto:Gregory.Jack@ipsos.com)



#### Naumi Haque

Senior Vice President  
Market Strategy & Understanding

[Naumi.Haque@ipsos.com](mailto:Naumi.Haque@ipsos.com)