

As most Canadians rebuke Trump tariff threat and call for retaliation, confidence in PM to get a good deal declines

Many say they'll continue to boycott American goods, whether a deal is signed or not

July 27, 2026 – Canadians are experiencing a “déjà vu all over again” moment as President Donald Trump announces tariffs on Canadian goods. This time, however, Trump is relying on an obscure, nearly 100-year-old provision of [the Tariff Act of 1930](#) to target a broader swath of the Canadian economy. Despite this, Canadians' [long-established resolve](#) as to how to respond to the latest salvo is unwavering.

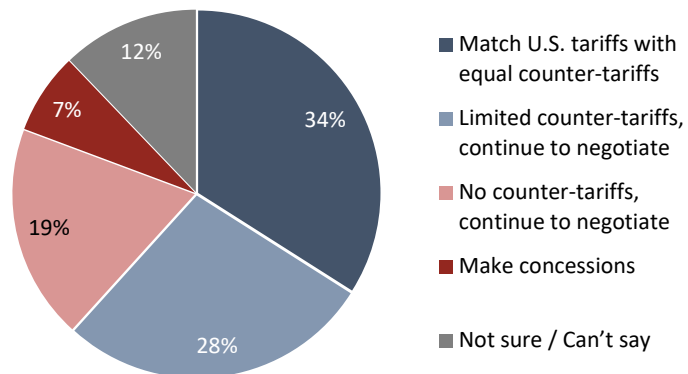
New data from the non-profit Angus Reid Institute finds fewer than one-in-10 Canadians (7%) saying their government should capitulate to U.S. demands in order to avoid tariffs. Indeed, a strong majority would respond with counter-tariffs, though they're divided over matching the U.S. charges dollar for dollar (34%) or responding in a more limited fashion (28%).

Confidence in Prime Minister Mark Carney and his negotiating team has dropped since spring. Currently, two-in-five (43%) say they believe Carney can deliver a good deal for Canada with the U.S.; half (51%) said the same in April. The prime minister has been subject in recent days to criticism over his handling of trade-adjacent issues, including the [cost and revenue-sharing details of the Gordie Howe Bridge](#).

Now, half (50%) are not confident.

That group is split between saying their lack of confidence is because Carney and his government are poorly qualified to handle Trump (26%) and because instead the Trump administration is impossible to predict (24%).

Thinking about the current trade dispute with the United States, which of the following approaches do you believe Canada should take?
(All respondents, n=1,790)



METHODOLOGY:

The Angus Reid Institute conducted an online survey from July 23-25, 2026, among a randomized sample of 1,790 Canadian adults. Respondents are drawn from the [Angus Reid Forum](#), a large-scale online panel developed to include Canadian residents in each of the 343 federal ridings in Canada and representative of the Canadian population by age, gender, family income, ethnic status and education. The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

For more information on our polling methods, [click here](#).

CONTACT:

Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

That lack of reliability is a key factor looming over everything in this 18-month rollercoaster that does not appear close to stopping. Even if Canada and the U.S. arrive at the exit of the ride with a deal in hand there is little trust (14%) from Canadians that Trump will stick to any terms struck, compared to a significant amount of distrust (75%).

Consumer dynamics are also at play, with Canadians expressing little interest in buying more American products should Ottawa allow them onto domestic shelves, as [White House negotiators have demanded](#). More than three-in-five say they would “probably” or “definitely” not purchase dairy (70%), eggs (73%), or alcohol (60%) imported from the U.S., regardless.

More Key Findings:

- Canadians are split between wanting their government to stand firm on supply management in trade negotiations (42%) and believing instead it should be used as a bargaining chip (44%) either as a last resort (28%) or immediately because Canada should scrap the policy anyways (16%).
- Most (61%) oppose Canada conceding more market access to American dairy products. Half (48%) say they don’t want Canada to return American alcohol to provincially controlled liquor stores.

About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

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Shachi Kurl, President: 604.908.1693 shachi.kurl@angusreid.org @shachikurl
 Dave Korzinski, Research Director: 250.899.0821 dave.korzinski@angusreid.org
 Jon Roe, Senior Research Associate: 825.437.1147 jon.roe@angusreid.org

Part One: Part One: To retaliate or capitulate?

U.S. President Donald Trump has once again escalated the Canada–U.S. trade dispute, threatening last week to impose a 50 per cent tariff on a range of Canadian products entering the United States, this time including goods that currently qualify for tariff-free treatment under CUSMA. The latest salvo in this trade war follows 18 months of tariff threats, temporary reprieves and retaliatory measures that have disrupted one of the world's most closely integrated trading relationships. The proposed tariffs will take effect on Aug. 19 if no deal is reached.

Prime Minister Mark Carney says Ottawa is intensifying negotiations but is prepared to respond if the tariffs take effect, adding that “[everything's on the table](#)” if no agreement is reached. Canada's premiers gathered in Charlottetown this week broadly united in condemning the latest U.S. tariffs, but less aligned on [how forcefully Ottawa should respond](#).

Ontario Premier Doug Ford called for Canada to match the measures “dollar for dollar,” while British Columbia Premier David Eby raised the possibility of limiting American access to critical minerals. Saskatchewan Premier Scott Moe, by contrast, urged a more pliable approach and joined Alberta in opposing export restrictions on oil, gas and other resources.

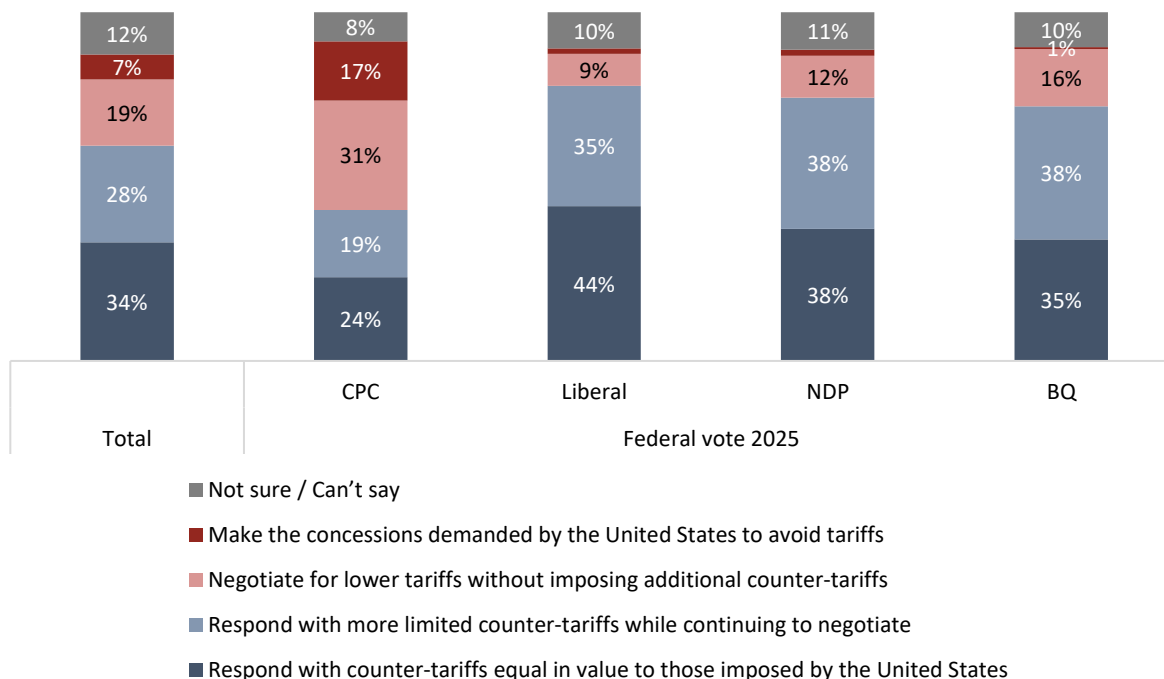
For their part, Canadians prefer stronger action to negotiation. A majority (62%) say they want Canada to respond with its own counter-tariffs; one-quarter (26%) say they prefer Canada negotiate (19%) or to make concessions (7%) without imposing its own tariffs.

Among those who voted in the 2025 federal election, only past Conservatives are split between preferring Canada keeping its tariff powder dry (48%) and the counter-tariff route (43%):

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Thinking about the current trade dispute with the United States, which of the following approaches do you believe Canada should take?



How to handle American trade irritants

There are three central sticking points in the trade negotiations for the American side: Canadian tariffs on U.S.-made vehicles, the ban of U.S. alcohol instituted by provincially run liquor stores like those in B.C. and Ontario, and the restriction of U.S. dairy from entry into the Canadian market.

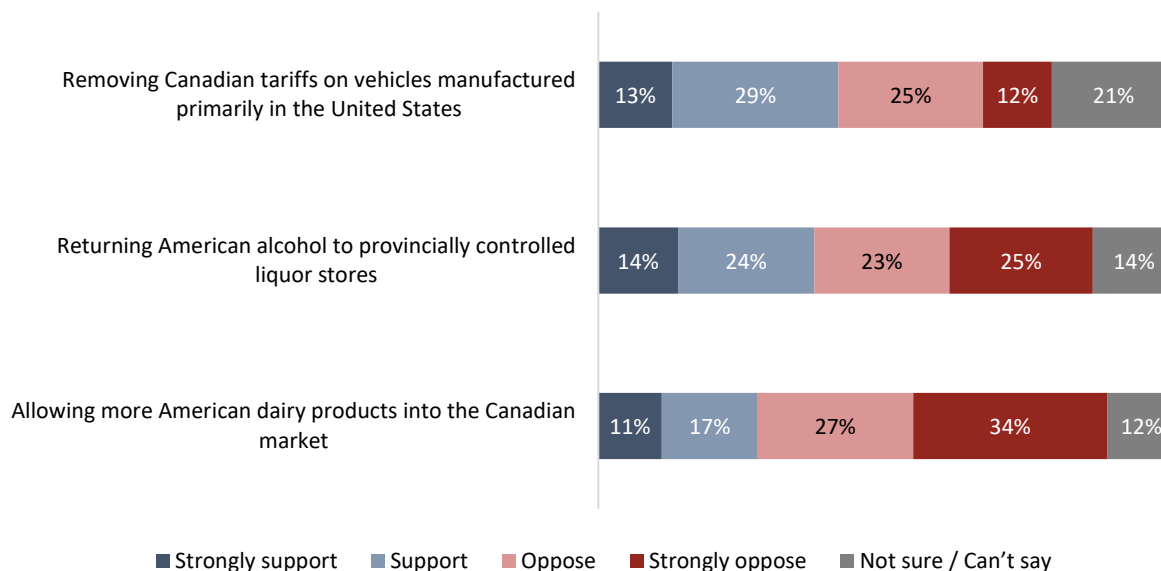
More Canadians would actually back removing their own country's tariffs on U.S.-constructed cars (42% support, 37% oppose). On the other hand, there is more opposition than support to conceding a return for U.S. booze to Canadian shelves (48% oppose, 38% support) and opening up the Canadian market to U.S. dairy (61% oppose, 28% support):

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Would you support or oppose Canada making each of the following concessions?

(All respondents, n=1,790)



Should supply management be on the table?

Canada's system of supply management has been a persistent source of irritation for the U.S. under Trump. During the 2017 negotiations that led to the initial signing of the Canada-U.S.-Mexico Agreement (CUSMA) which governs free trade across the continent, Trump also complained about the policy wall Canada has built around its dairy industry. At that time, seven-in-ten (71%) Canadians said Canada should use supply management as a bargaining chip. However, [the 2017 survey was an in-depth examination of the supply management system](#) which perhaps provided Canadians with more in-sight on the pros and cons of the various policies. Prior to taking the survey, [three-in-five \(58%\) in 2017 said they knew nothing](#) about the system which governs dairy, eggs and poultry in Canada.

Related: Supply Management: Most Canadians say scrapping system should be on the table during NAFTA talks

The environment around trade talks is much different compared to 2017; there was no 51st State rhetoric as one example of how the tenor of the conversation between Trump's America and Canada has changed. Canadians now show much more resistance to putting supply management on the table. Two-in-five (42%) say Canada should stand firm on supply management even if it causes U.S. retaliation. But there are as many (44%) who would either use supply management as a potential bargaining chip (28%) or offer to end it immediately (16%).

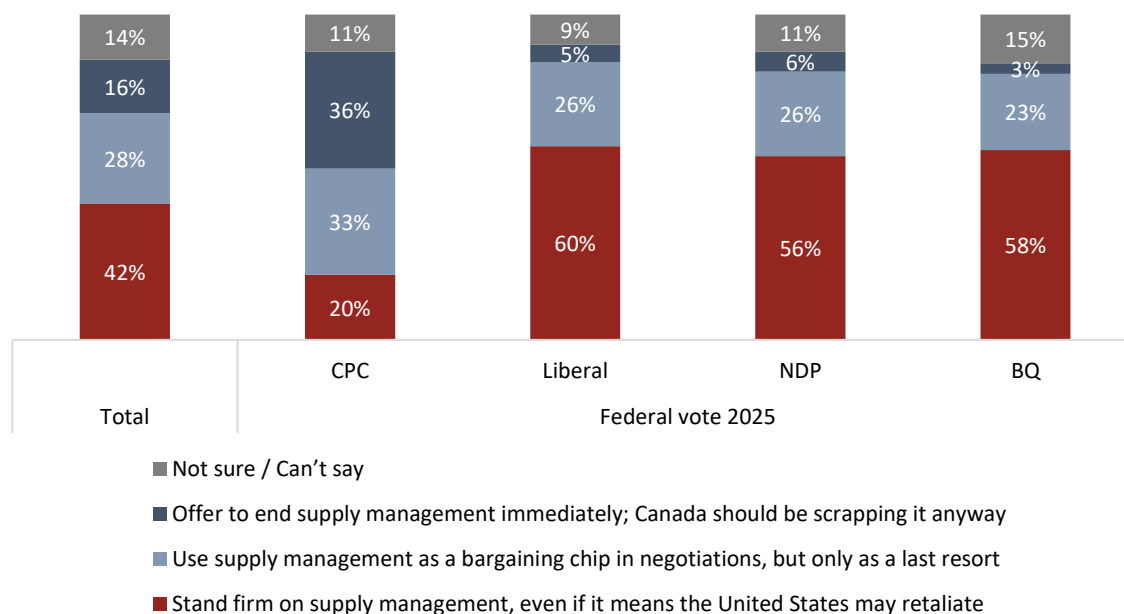
Political beliefs are a key driver on Canadians' supply management stance. A majority of 2025 Conservative voters say they believe supply management should be in the negotiations, the only group of past voters where this is the case.

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Last year, the House of Commons passed a bill which prevents the Canadian government from including supply management in trade negotiations.

As Canada negotiates a new trade agreement with the United States, do you believe Canada should...



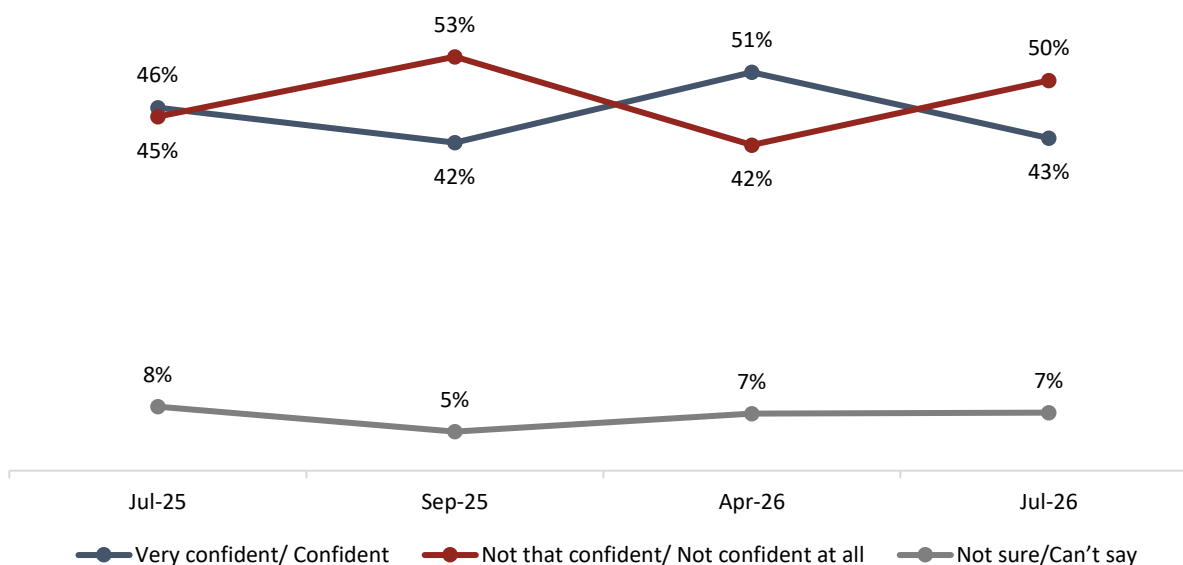
Part Two: Confidence and trust

In the 18 months of on and off negotiations between the United States and Canada, there have been more counter-tariffs and tariffs than progress. After deadlines for agreements were blown past last year, there has been little indication from Carney and Canadian negotiators that a resolution is near. Canadians' confidence in the Carney government to deliver a "good deal" has ebbed and flowed with the stream of tariffs. Last year at this time, Canadians were divided evenly, while currently two-in-five (43%) say Carney will be able to deliver and half (50%) disagree:

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How confident are you in Canada's negotiating team, including Prime Minister Mark Carney, to deliver a good deal for Canada in its negotiations with the United States?



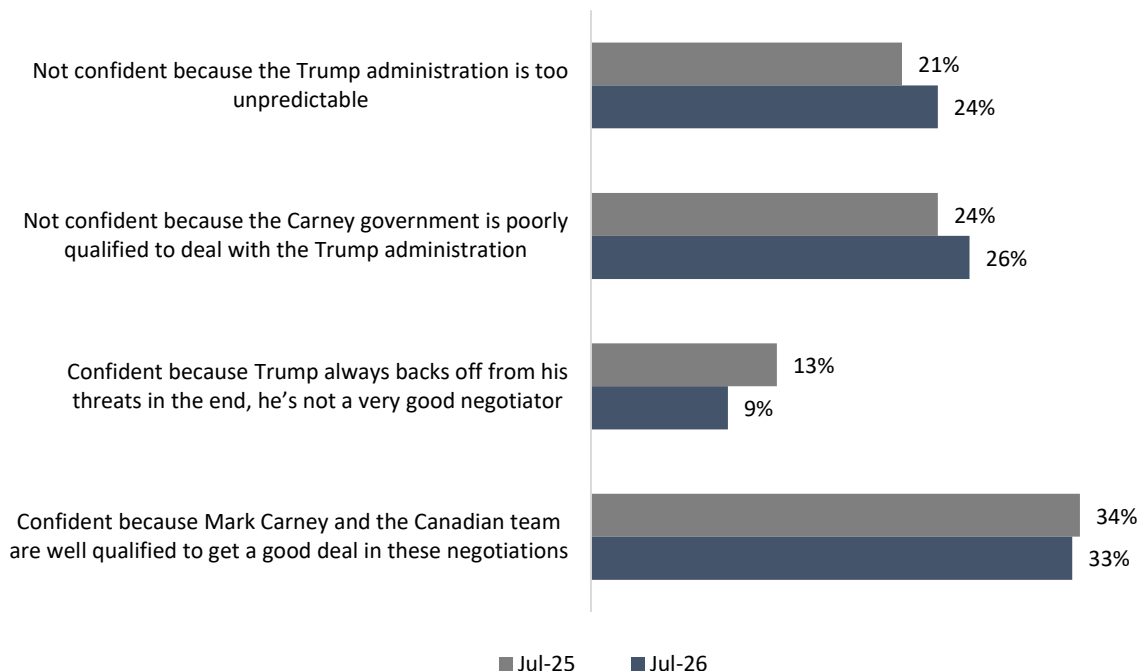
What is motivating confidence, or the lack of it?

The Angus Reid Institute asked those who expressed confidence in Carney and the negotiators, and those who said they lacked it, a follow-up to ascertain why confidence was present or lacking. There have been only subtle shifts since last year in Canadians' reasons. Fewer (13% to 9%) say they are confident because they believe Trump always backs down while there has been a slight increase (21% to 24%) in those who say the Trump administration is "too unpredictable" to strike a deal with. All other movement is within the margin of statistical error:

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Reasons for confidence/ lack of confidence in Carney and Canada's negotiation team



Low trust that Trump will stick to any deal reached

There has been ample evidence to the ephemeral nature of any deal with Trump's America. Many Canadians remember the fraught negotiations of that led to the CUSMA trade agreement Trump once called "the largest, fairest, most balanced and modern trade agreement ever achieved" and now disparages.

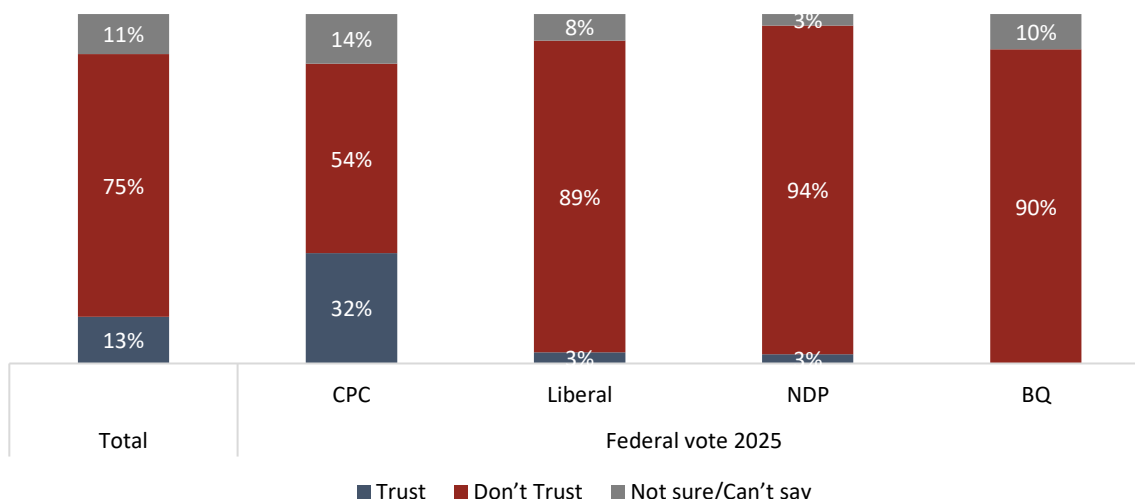
Related: [USMCA: Canadians ambivalent about "New NAFTA", feeling bruised by U.S.](#)

The Canadians who trust the Trump administration to stick to the terms of any trade deal (13%) are vastly outnumbered by those who do not (75%). Only among those who voted Conservative in the 2025 election are there more than a handful who express trust in Trump to stick to his word:

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Suppose by Aug. 19, Canada is successful in reaching a trade deal with the U.S. Do you trust the Trump administration to stick to the terms of this agreement?



Part Three: Deal or not, Canadians are looking away from U.S. goods

While their governments negotiate the details, Canadians have been buying fewer American products and reducing travel to the States. Retail tracking [data from NielsenIQ found](#) sales of U.S.-made food products fell nearly seven per cent in the first part of 2025, while Canadian products gained market share despite carrying higher average prices. The shift has been even more pronounced in alcohol, where sales of American spirits plunged by [two-thirds nationally](#) after provinces removed them from store shelves, including an 80 per cent decline in Ontario.

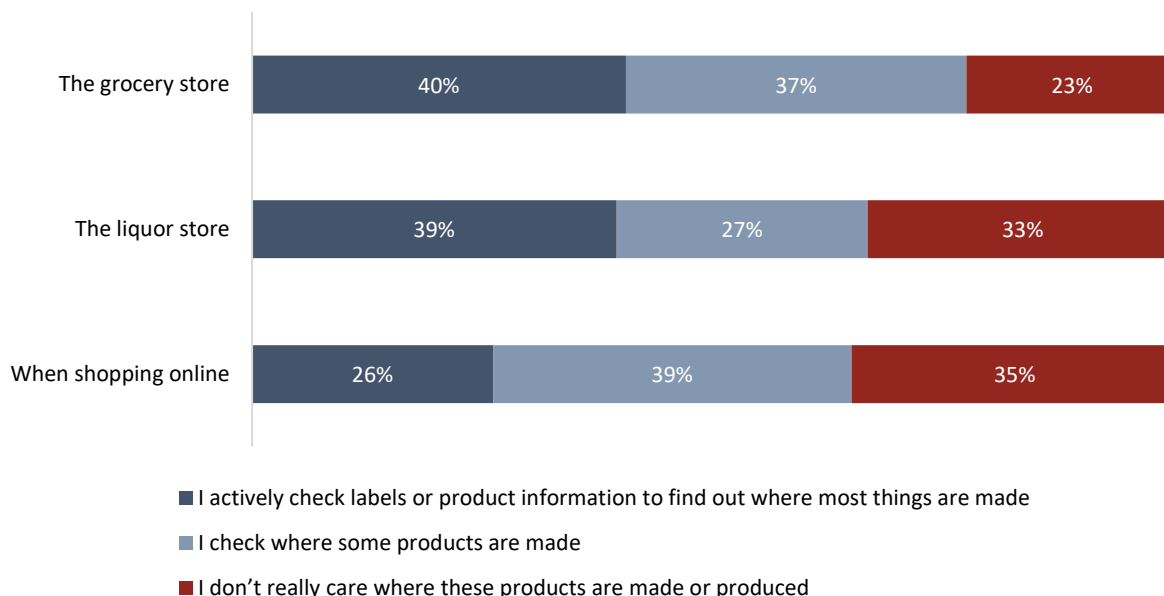
The impact has been significant enough to prompt appeals from south of the border. [California Governor Gavin Newsom](#) has urged Canadians to return to his state, while [Kentucky Governor Andy Beshear](#) called on Canadian governments to reconsider measures that removed American liquor from store shelves.

A plurality of Canadians who buy groceries (40%) and alcohol (39%) say they are checking the origin of most of the products they're buying in store. That is less common for Canadians who shop online (26%), although many admit they are double checking labels for some things (39%):

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**When shopping at each of the following, which of the following best describes how you approach finding out the origin of most products?
(Among Canadians who shop at these places)**



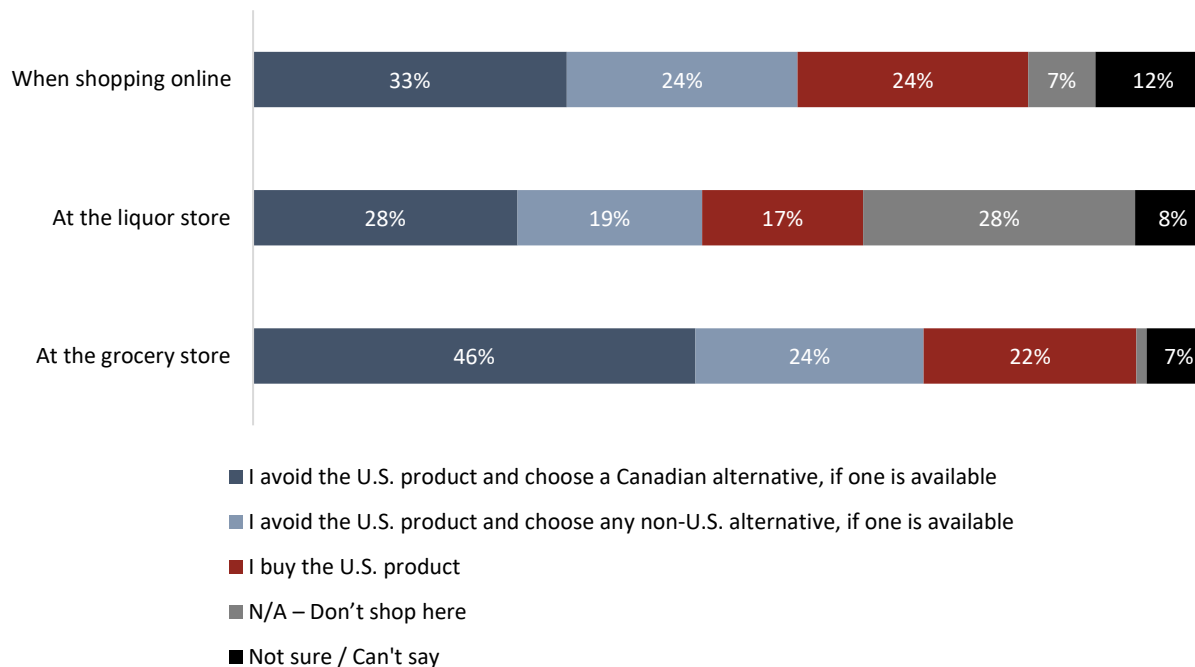
And when Canadians do find the goods they're looking at are American, most of the time they say they are putting it back and searching for a product from elsewhere.

Whether it's shopping online, at the grocery store, or at the liquor store, consumers who do check labels say are far more likely than not to look for a non-American replacement if they notice the product they're buying is of U.S. origin:

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Generally, when you identify that a product is made in the United States in the following situation, which of the following best describes what you usually do?

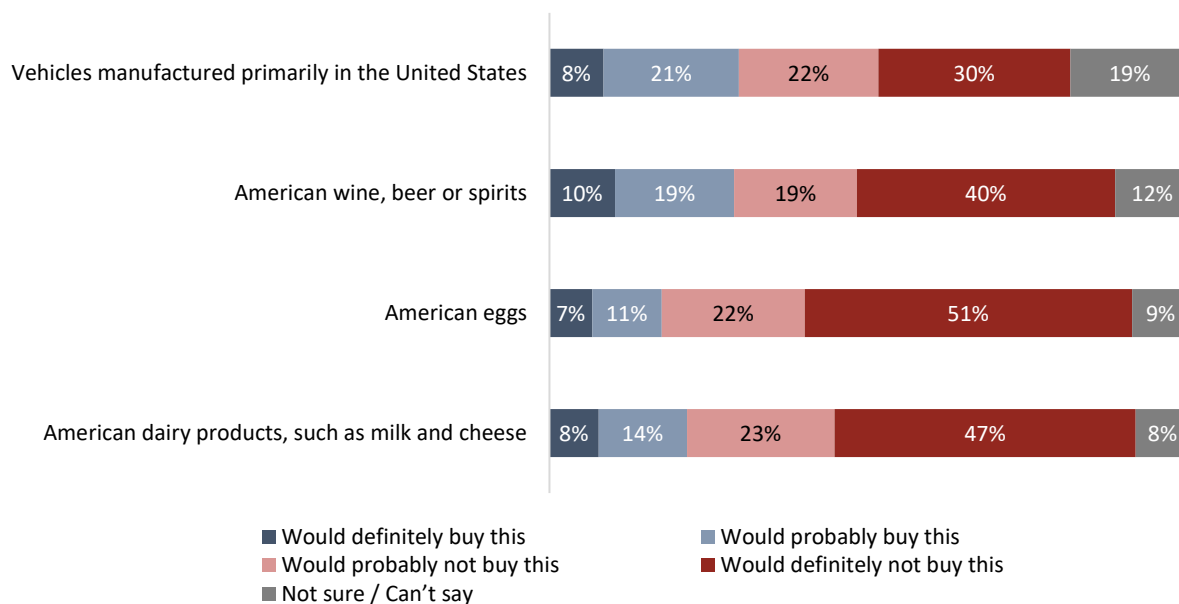


The data give some insight into how Canadians might respond if the U.S. gained market access in a future trade deal. Half (52%) say they probably or definitely wouldn't buy U.S.-manufactured cars and trucks, three-in-five (60%) would avoid American wine, beer and spirits and seven-in-ten would keep American eggs (73%) and dairy (70%) out of their grocery carts:

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**Suppose Canada reached a trade agreement that resulted in more American products becoming available for purchase in Canada. Would you consider buying each of the following?
(All respondents, n=1,790)**



For detailed results by age, gender, region, education, and other demographics, [click here.](#)

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