

Anger, frustration, worry and disappointment: Canadians' emotional reaction to the latest wave of the tariff storm

Seven-in-10 want a 'Team Canada' approach from their province in the face of prolonged dispute

August 25, 2026 – Prime Minister Mark Carney's decision to walk away from the negotiating tables with the United States on a potential trade deal to avoid new tariffs has become a launching point for escalation in what is looking to be an extended trade war.

After 18 months of turmoil, new data from the non-profit Angus Reid Institute finds Canadians are experiencing a wide range of emotions as they digest the latest development in a U.S.-Canada trade dispute with no end immediately in sight. One-in-five express frustration or anger after a year and a half of tariffs, while anxiety, fear and uncertainty (12%), and disappointment (7%) are also common.

But the data also shows Canadians across the country are preaching national unity over provincial interest at a majority level. Seven-in-10 (69%) Canadians want a 'Team Canada' approach from their province; majorities in every province agree, ranging from 57 per cent in Saskatchewan to 75 per cent in Manitoba.

This despite elevated concern from Canadians that this trade dispute will hurt their province. Two-thirds (66%) believe the trade war will very or badly affect their province, including 68 per cent in B.C., 70 per cent in Ontario and 70 per cent in Quebec who say this. Those three provinces are expected to be [the epicentres of any job losses](#) caused by the latest round of Trump tariffs.

Related: [Resolve & apprehension: 76% say Canada was right to ditch trade talks, but two-in-five have fear for their jobs](#)

Carney has already earmarked \$25 billion in federal funds to assist those impacted by tariffs as the provinces consider their own responses. There is less appetite for the federal and provincial governments to borrow or tax to fund tariff supports (17%) than there is desire from Canadians for money to be shifted from other government programs (51%). One-in-six (16%) say governments should not be offering major financial assistance.

How Canadians are feeling after 18 months of trade and tariff turmoil



METHODOLOGY:

The Angus Reid Institute conducted an online survey from Aug. 22-24, 2026, among a randomized sample of 1,770 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](#).

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The Angus Reid Institute utilized an A.I. tool to sort hundreds of responses into themes, finding that frustration and anger are the most comment sentiments. Anxiety worry and fear are second, while disappointment and pride are also prominent:

And finally, if there was a few words to describe how the U.S.-Canada trade dispute of the last year and a half has left you feeling, what words would those be?					
Theme	All respondents	Liberal	CPC	NDP	BQ
Frustration / Anger	19%	21%	20%	17%	11%
Anxiety / Worry / Fear	8%	8%	8%	10%	11%
Disappointment	7%	5%	10%	3%	2%
Pride / Patriotism	5%	9%	1%	3%	1%
Uncertainty / Confusion	4%	2%	5%	9%	0%
Anti-US / Anti-Trump sentiment	3%	3%	3%	4%	7%
Exhaustion / Fatigue	3%	4%	2%	5%	2%
Hope / Resolve / Determination	3%	4%	2%	5%	1%
Disgust	2%	3%	3%	1%	3%
Betrayal / Distrust	2%	2%	3%	2%	2%
Sadness	2%	1%	3%	1%	1%
Indifference / Apathy	1%	1%	2%	2%	1%
Disbelief / Shock	1%	1%	1%	0%	0%

Most say they expect their province to be ‘badly’ affected by trade dispute

This trade war will have an economic impact on both sides of the border. As many as 87,000 Canadian jobs could be at risk due to the new tariffs placed on the weekend by the United States, [according to analysis by University of Calgary economics professor Trevor Tombe](#). Workers in Ontario, Quebec and B.C. are expected to bear the brunt of the harm.

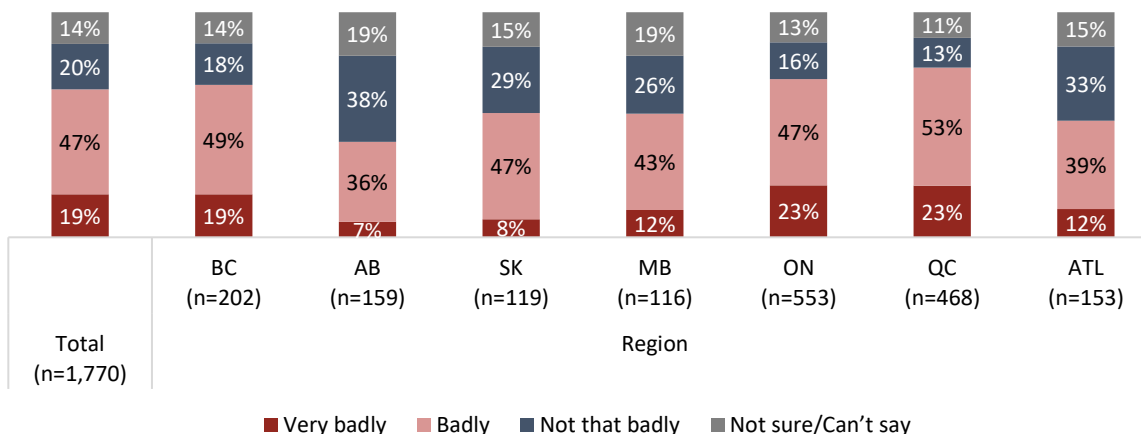
Related: [Resolve & apprehension: 76% say Canada was right to ditch trade talks, but two-in-five have fear for their jobs](#)

Canadians in those three provinces are more concerned than others that their province will be badly affected by the trade dispute (B.C., 68%; Ontario, 70%; Quebec 76%), but at least half in all provinces but Alberta worry over the potential negative impacts. Two-in-five (38%) in Alberta expect their province to emerge mostly unscathed:

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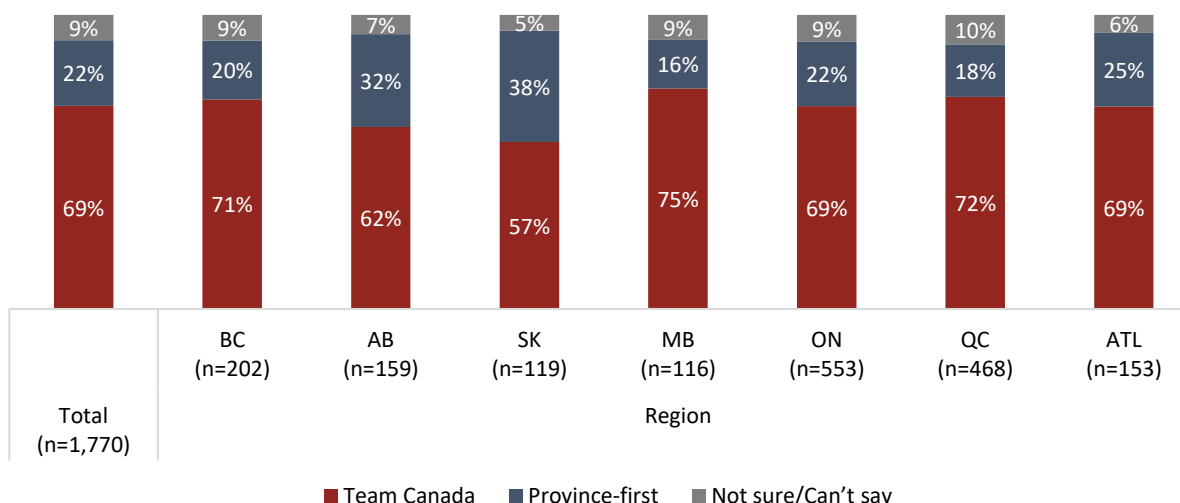
How badly, if at all, do you expect your own province to be affected by the current Canada-U.S. trade dispute?



Majority in every province want 'Team Canada' approach

As first-look data by the Angus Reid Institute showed on the weekend, there is country-wide majority agreement that Prime Minister Mark Carney and the Canadian negotiators made the right decision to walk away from the table with the United States. There is also a strong majority of seven-in-10 (69%) who believe that the country's interests should be placed above that of their own province as Canada navigates this trade war. That majority is spread across the country, ranging from a low of 57 per cent agreement in Saskatchewan to a high of 75 per cent who want a 'Team Canada' approach in Manitoba:

Which approach do you think your own province should take?

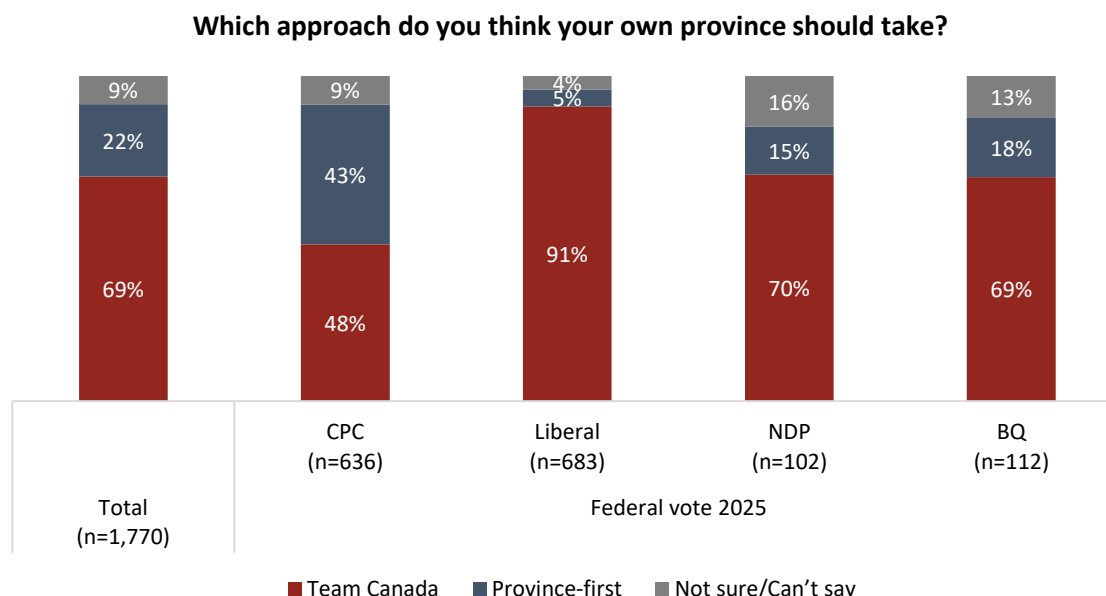


Politics appears to be more of a factor than region. Those who voted Conservative in 2025 are more likely to believe provinces should be looking out for themselves (43%) rather than unifying together under a

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team Canada banner (48%). Nine-in-10 (91%) of those who voted Liberal, seven-in-10 of those who voted NDP (70%) and Bloc Québécois (69%) last year say it the provinces should stand together in the face of the United States' tariffs:



How should governments pay for assistance for industries affected by tariffs?

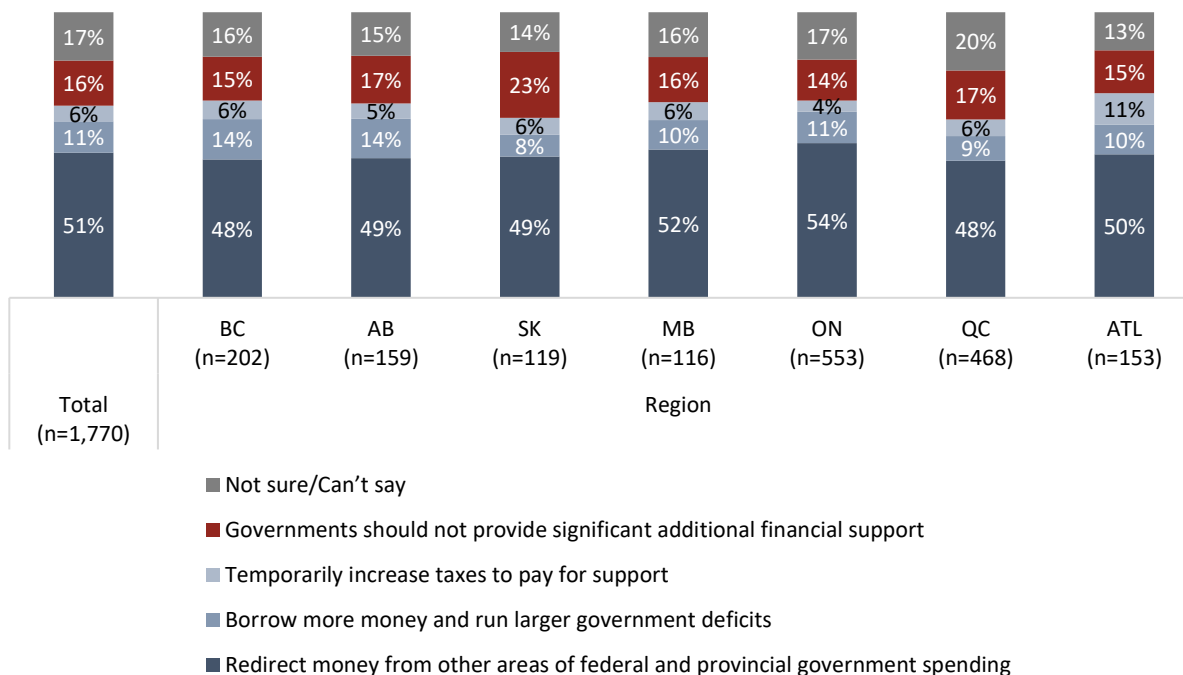
Carney promised [\\$25 billion](#) in federal government money to help tariff-affected industries as provinces weigh their own measures. Canadians are more likely to want the federal and provincial governments to stay within existing budgets (51%) rather than raising taxes (6%) or borrowing money (11%) to fund supports for workers and industries who are hurt by the trade war. One-in-six (16%) believe governments should not be providing significant financial support.

Redirecting money rather than raising new funds through borrowing or taxes is the preferred approach by a plurality in every province in the country:

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If significant government assistance is required to support workers and industries affected by U.S. tariffs, which approach would you most prefer?



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

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