Canada This Month
Canadians and Tariffs

Public Opinion Research
Release Date: January 23, 2025
Field Dates: Jan 16, 2025 to Jan 21, 2025

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Summary

1   A majority (54%) of Canadians would support banning critical exports to the U.S. if tariffs are put in place by Donald Trump.

2   Most (59%) agree that since Canada supplies 25% of all the oil used in the U.S., banning Canadian oil exports to the U.S. is a very effective way to put pressure on the U.S.
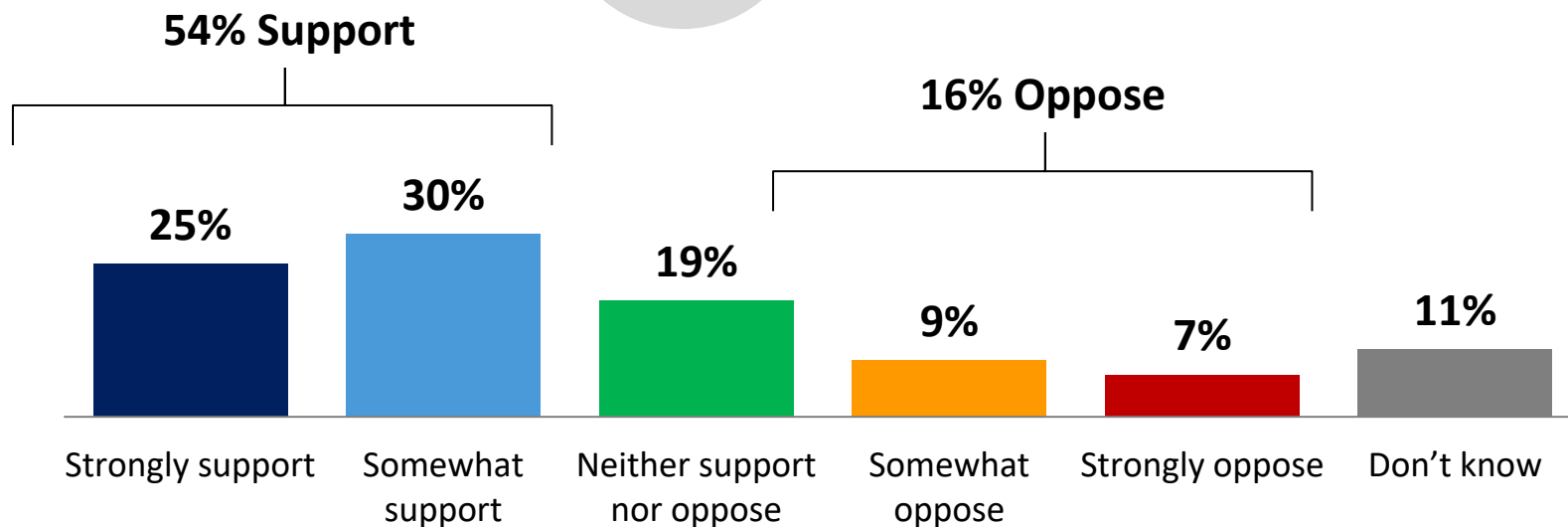
3   While most Canadians agree banning oil exports to the U.S. might be an effective strategy, they also feel it is unfair to ask Alberta to suffer as a result of such bans, and they fear short-term gain may result in long-term pain.

Support for a critical product export ban to the US:

A majority support an export ban on critical Canadian products

Q If the US imposes tariffs on Canadians exports to the US, some people have suggested that Canada cut off exports of key Canadian products, products such as car parts, electricity or oil and gas. Would you support or oppose the federal government banning the export of critical products to the US if the US places tariffs on Canadian exports to the US?
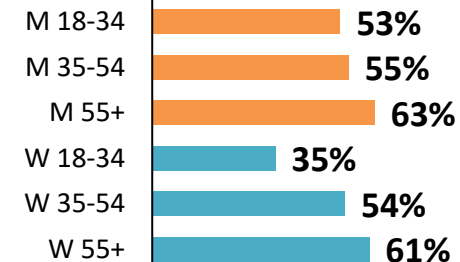[asked of all respondents; n=1,000]
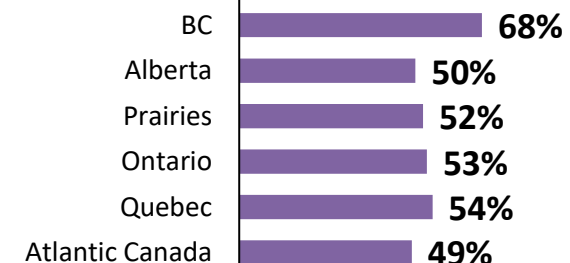
+38% Net Support

54% Support

16% Oppose

25%	30%	19%	9%	7%	11%
Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know

Segmentation
Those who say 'Support'

Age-Gender

M 18-34	53%
M 35-54	55%
M 55+	63%
W 18-34	35%
W 35-54	54%
W 55+	61%

Region

BC	68%
Alberta	50%
Prairies	52%
Ontario	53%
Quebec	54%
Atlantic Canada	49%

Party ID

Liberal	68%
Conservative	50%
NDP	63%
Green/Other	61%
Unaligned	39%

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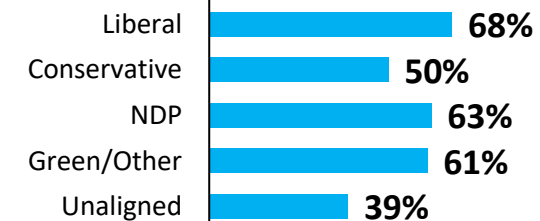
Canadian Tariff Responses:
Majority of Canadians agree it is unfair to ask Alberta to bear the economic damage of tariff retaliations

Q Currently Canada supplies one quarter of all the oil used in the US. There is a debate over whether the federal government should ban the export of oil to the US if the US places tariffs on Canadian exports. Please indicate if you agree or disagree with the following statements.
[asked of all respondents, n=1,000]

Since Canada supplies 25% of all the oil used in the US, banning Canadian oil exports to the US is a very effective way to put pressure on the US.

24%	35%	20%	6%	5%	10%

It is unfair to ask Alberta to bear the economic damage of banning oil exports to the US while Canada continues to exports products that create benefits in other provinces like hydro in Quebec and car parts in Ontario.

22%	30%	24%	8%	6%	10%

Given the jobs and long term economic benefits created by Canada's oil and gas exports, we should be careful not to take actions in the short run that could hurt our long term relationship.

22%	34%	22%	9%	3%	9%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know
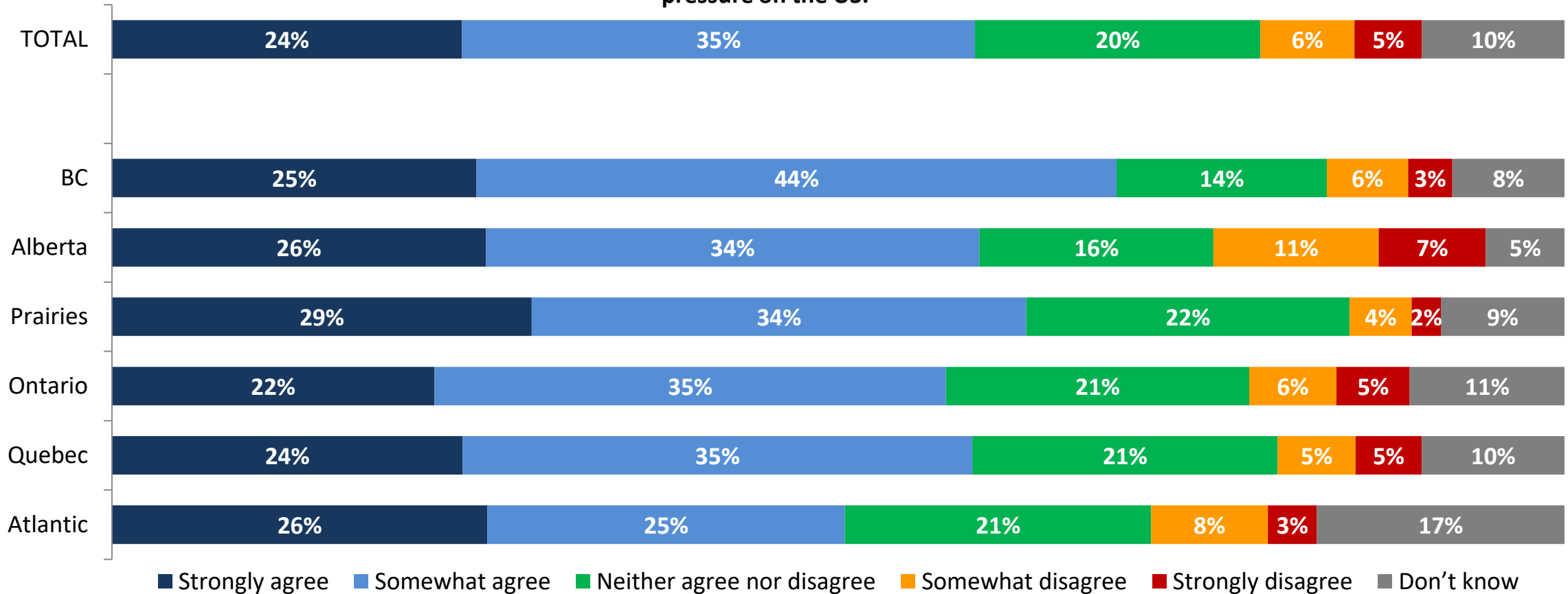
Banning Oil Exports to the US:
Support for banning oil exports is highest in British Columbia, and lowest on the East Coast

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[asked of all respondents, n=1,000]

Since Canada supplies 25% of all the oil used in the US, banning Canadian oil exports to the US is a very effective way to put pressure on the US.

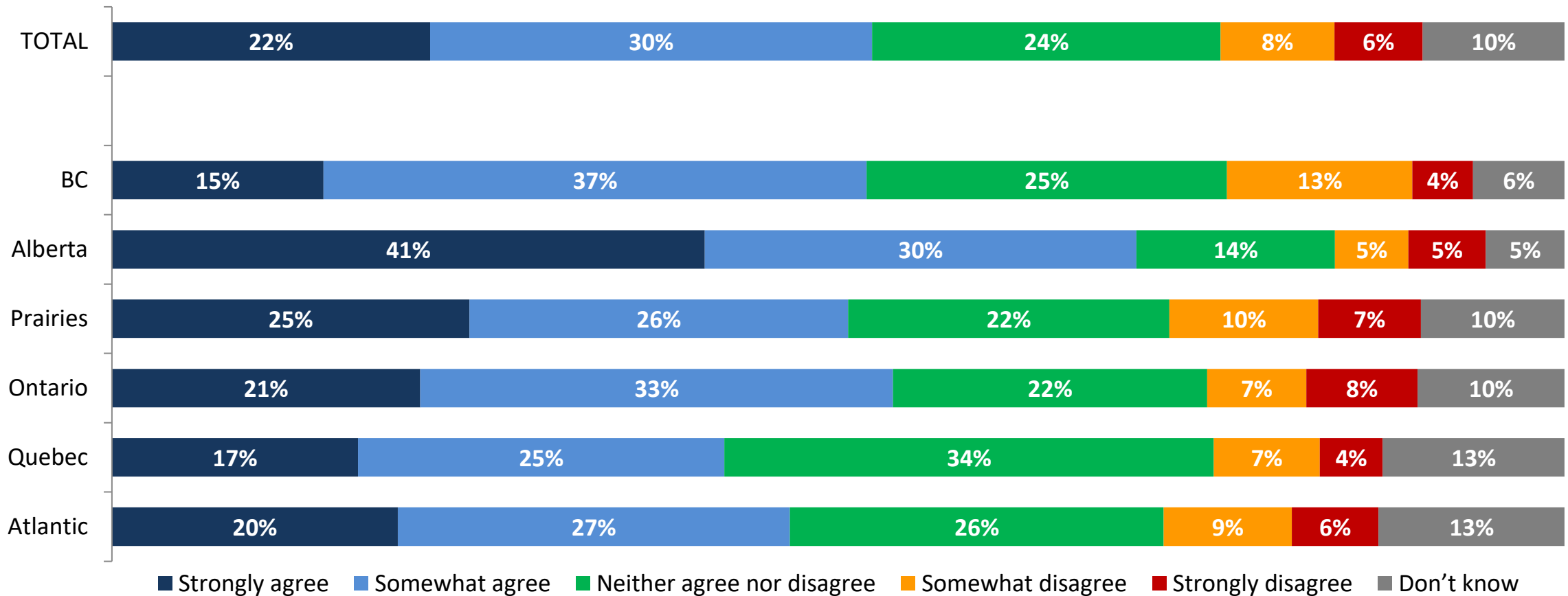|	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
TOTAL	24%	35%	20%	6%	5%	10%
BC	25%	44%	14%	6%	3%	8%
Alberta	26%	34%	16%	11%	7%	5%
Prairies	29%	34%	22%	4%	2%	9%
Ontario	22%	35%	21%	6%	5%	11%
Quebec	24%	35%	21%	5%	5%	10%
Atlantic	26%	25%	21%	8%	3%	17%

Alberta Bearing the Economic Damage:
Albertans are significantly more likely to agree it's unfair for their province to bear the damage of retaliation

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[asked of all respondents, n=1,000]

It is unfair to ask Alberta to bear the economic damage of banning oil exports to the US while Canada continues to exports products that create benefits in other provinces like hydro in Quebec and car parts in Ontario.

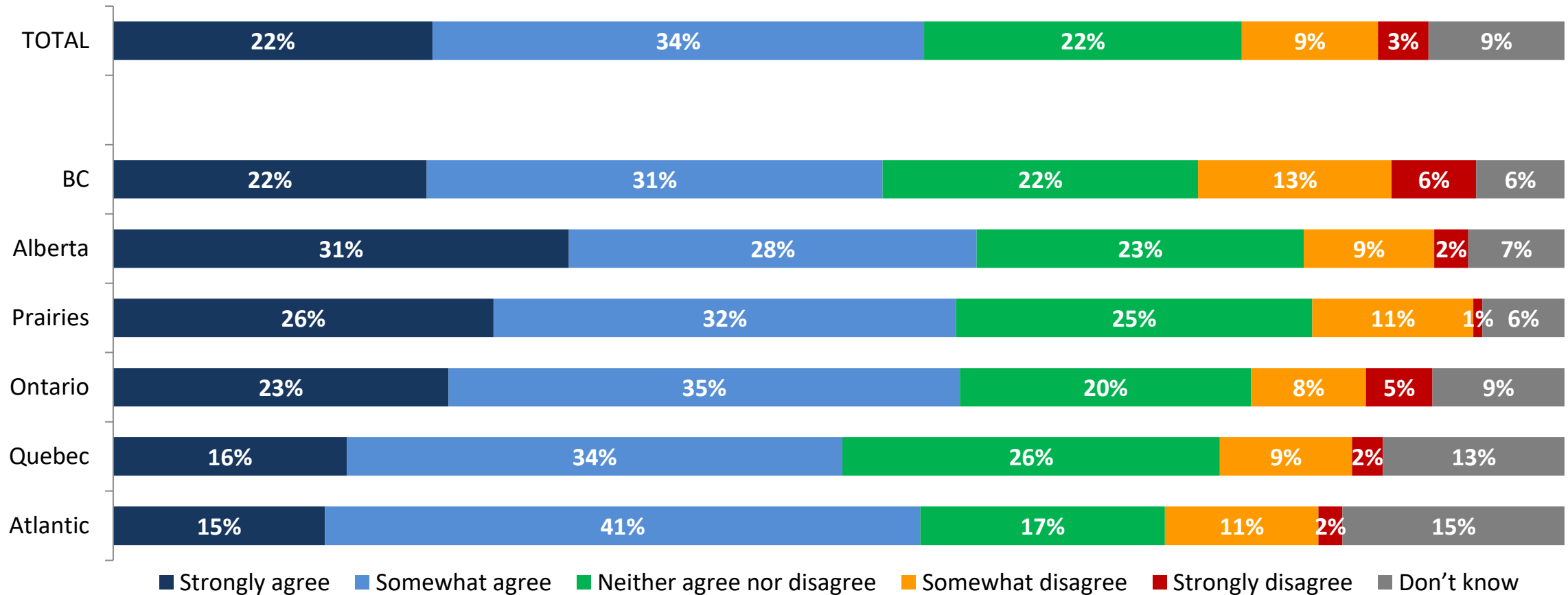|	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
TOTAL	22%	30%	24%	8%	6%	10%
BC	15%	37%	25%	13%	4%	6%
Alberta	41%	30%	14%	5%	5%	5%
Prairies	25%	26%	22%	10%	7%	10%
Ontario	21%	33%	22%	7%	8%	10%
Quebec	17%	25%	34%	7%	4%	13%
Atlantic	20%	27%	26%	9%	6%	13%

Long Term Relationship Implications:

Marginally lower in Quebec and BC, but generally concern is consistent across the country about the long term implications of short term actions

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[asked of all respondents, n=1,000]

Given the jobs and long term economic benefits created by Canada's oil and gas exports, we should be careful not to take actions in the short run that could hurt our long term relationship.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
TOTAL	22%	34%	22%	9%	3%	9%
BC	22%	31%	22%	13%	6%	6%
Alberta	31%	28%	23%	9%	2%	7%
Prairies	26%	32%	25%	11%	1%	6%
Ontario	23%	35%	20%	8%	5%	9%
Quebec	16%	34%	26%	9%	2%	13%
Atlantic	15%	41%	17%	11%	2%	15%

Methodology

Survey Methodology

These are the results of an online survey conducted between January 16ᵗʰ and January 21ˢᵗ, 2025.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,260 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: January 16ᵗʰ and January 21ˢᵗ, 2025.

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	144	11.5%	153	15.4%
Men 35-54	194	15.4%	158	15.9%
Men 55+	285	22.7%	176	17.7%
Women 18-34	142	11.3%	141	14.2%
Women 35-54	206	16.4%	171	17.2%
Women 55+	285	22.7%	196	19.7%
British Columbia	172	13.7%	126	12.6%
Alberta	187	14.8%	118	11.8%
Prairies	92	7.3%	65	6.5%
Ontario	470	37.3%	406	40.6%
Québec	242	19.2%	213	21.3%
Atlantic	97	7.7%	72	7.2%