

Canadians remain committed to buying Canadian goods, with many continuing to avoid American products amidst the trade war.

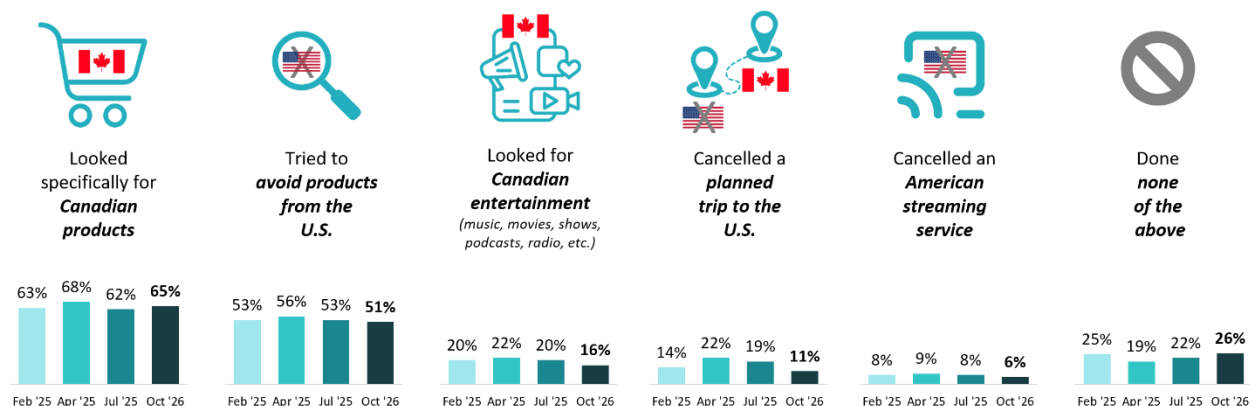
- The proportion of Canadians avoiding Americans products has remained steady since February 2025, although the proportion who have cancelled a planned trip to the U.S. has decreased slightly since July 2025.

October 22, 2026: For over a year and a half we have tracked how Canadians are adjusting their purchasing habits throughout the ongoing trade war with the United States.

Throughout this time, a majority have been changing at least one of their purchasing habits in light of the ongoing issues related to U.S. trade.

Across types of activities, Canadians continue to be most likely to have sought out Canadian products when shopping (65%; up 3 points since July 2025) and looked at product labels to avoid products made in the U.S. (51%; down 2 points since July 2025). Additionally, just under two in ten residents say they sought out Canadian entertainment (16%; down 4 points since July 2025), while one in ten cancelled a planned trip to the U.S. (11%; down 8 points since July 2025). Very few Canadians report cancelling an American streaming service (6%; down 2 points since July 2025).

In the Last Few Weeks Canadians Have...



Importantly, only one-quarter of Canadians (26%; up 4 points since July 2025) have not done any of these activities, showing that a sizeable majority of residents are actively supporting the 'buy Canadian' sentiment.

"Across our research, we continue to see a very strong 'buy Canadian' sentiment," said Margaret Chapman, COO & Partner at Narrative Research. "Residents from coast to coast to coast are continuing to support Canadian products, and this trend shows no sign of waning."

Across generations, younger and middle-aged Canadians are less likely to seek out Canadian products and look at the labels of products to avoid purchasing American goods, while their older counterparts are most likely to do both. Millennials are most likely to seek out Canadian entertainment, while Gen X Canadians are least likely to do so. Additionally, men are more likely than women to say they cancelled an American streaming service or a planned trip to the U.S., while women are more likely to have sought out Canadian products.

Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between September 21 and 28, 2026 with 1,230 Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

In the last few weeks, which of the following, if any, have you done...

- *Sought out Canadian products (e.g., at grocery stores)*
- *Looked at the labels of products to avoid products made in the United States*
- *Sought out Canadian entertainment content (music, movies, shows, podcasts, radio, etc.)*
- *Cancelled a planned trip to the United States*
- *Cancelled an American streaming service*
- *None of the above*

QNR3 - In the last few weeks, which of the following, if any, have you done?

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
Sought out Canadian products (e.g. at grocery stores)	65%	61%	63%	63%	70%	67%	73%	54%	73%	55%	58%	60%	73%	62%	68%
Looked at the labels of products to avoid products made in the United States	51%	48%	51%	51%	54%	54%	55%	49%	52%	44%	42%	46%	61%	50%	52%
Sought out Canadian entertainment content (music, movies, shows, podcasts, radio, etc.)	16%	14%	13%	17%	17%	17%	18%	20%	14%	17%	21%	12%	17%	14%	17%
Cancelled a planned trip to the United States	11%	15%	12%	10%	10%	11%	4%	15%	11%	5%	15%	11%	11%	13%	9%
Cancelled an American streaming service	6%	5%	7%	7%	5%	6%	4%	4%	6%	5%	9%	8%	3%	9%	4%
None of the above	26%	29%	29%	28%	17%	24%	25%	30%	22%	25%	26%	31%	21%	27%	24%
WEIGHTED SAMPLE SIZE (#)	1230	171	217	476	282	83	20	25	35	128	203	395	504	596	626
UNWEIGHTED SAMPLE SIZE (#)	1230	143	179	385	239	284	64	88	118	142	321	340	427	522	700