Canada Pulse Insights
Rogers CityBeat Poll
Data collection by Sago
September 30-Oct 6, 2025

TRUMP and TARIFFS - Of Canada's two major federal party leaders, which do you think is best suited to be dealing with President Trump on behalf of Canadians?

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
Liberal leader Mark Carney	1459	527	278	249	477	268	209	236	219
	63%	65%	68%	62%	73%	77%	67%	56%	53%
		HI	D		BHI	G			
Conservative leader Pierre Poilievre	840	282	128	154	180	79	102	187	191
	37%	35%	32%	38%	27%	23%	33%	44%	47%
		E		C			F	BE	BE
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

When it comes to the effects of the tariffs on Canada, do you feel they are having much of a direct effect on either you or others in your household?

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
Yes, a great deal	717	249	118	131	182	77	105	146	139
	31%	31%	29%	33%	28%	22%	34%	35%	34%
							F	E	E
Yes, somewhat	1229	439	224	216	359	202	157	218	213
	53%	54%	55%	54%	55%	58%	50%	52%	52%
						G			
No	352	120	64	56	116	67	49	59	58
	15%	15%	16%	14%	18%	19%	16%	14%	14%
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Please SELECT those things that have a direct effect on you and/or members of your household:

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Tariffs have an effect									
Unweighted Base	1946	689	342	347	540	283	257	365	352
Weighted Base	1947	689	342	347	541	279	262	364	352
Job loss has happened	315	122	54	68	75	30	45	57	60
	16%	18%	16%	20%	14%	11%	17%	16%	17%
							F		
Anxiety over potential job loss	500	195	94	101	129	73	56	80	96
	26%	28%	28%	29%	24%	26%	21%	22%	27%
		H							
Will not travel to the US	1154	408	203	205	362	188	174	187	197
	59%	59%	59%	59%	67%	67%	66%	51%	56%
		H			BHI				
Fear in general about the US, where it is headed	1116	392	199	193	338	182	156	193	193
	57%	57%	58%	56%	63%	65%	60%	53%	55%
					BHI				
Good things—I have new opportunities as a result	76	30	14	16	16	7	9	16	14
	4%	4%	4%	5%	3%	3%	4%	4%	4%
My cost of living has decreased	121	41	17	24	27	11	16	25	27
	6%	6%	5%	7%	5%	4%	6%	7%	8%
I'm planning to vacation there	78	27	13	14	17	7	10	15	19
	4%	4%	4%	4%	3%	3%	4%	4%	5%
Cost of living has increased	1421	502	252	251	396	198	199	267	255
	73%	73%	74%	72%	73%	71%	76%	73%	72%
Other	64	22	11	11	21	10	11	14	6
	3%	3%	3%	3%	4%	4%	4%	4%	2%
Sigma	4846	1739	857	883	1382	706	676	856	869
	249%	252%	251%	254%	256%	253%	258%	235%	247%

Rogers CityBeat Poll

When you think about your purchasing habits over the past few months, which of the following best describes your point of view:

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I

Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
I seek out Canadian products to buy and boycott most everything from the US even if it costs more or limits my choices	852	340	174	166	238	119	118	143	131
	37%	42% EHI	43%	41%	36%	34%	38%	34%	32%
I'm a pro-Canadian shopper but will buy US products if it makes a cost or choice reason to do so	911	292	142	150	270	145	125	169	179
	40%	36%	35%	37%	41%	42%	40%	40%	44% B
I buy what I need on a case-by-case cost and availability basis and don't get overly fussed with where the product comes from	537	177	90	87	150	82	67	110	100
	23%	22%	22%	22%	23%	24%	22%	26%	24%
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Please indicate if you agree or disagree with the following statements:
[US liquor/wine removed from sale because of tariffs should be put back to buy]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2126	720	359	361	613	338	275	409	384
Weighted Base	2131	721	359	361	617	334	282	410	384
TOP 2 BOX [NET]	773	277	116	161	193	92	101	159	144
	36%	38% E	32%	44% C	31%	28%	36% F	39% E	37% E
Agree strongly	306	99	39	60	83	36	47	70	53
	14%	14%	11%	17% C	13%	11%	17% F	17%	14%
Agree somewhat	468	177	77	100	110	56	55	89	91
	22%	25% E	21%	28% C	18%	17%	19%	22%	24% E
BOTTOM 2 BOX [NET]	1358	444	243	201	423	242	181	250	240
	64%	62%	68% D	56%	69% BHI	72% G	64%	61%	63%
Disagree somewhat	563	167	87	80	176	98	78	97	123
	26%	23%	24%	22%	28% B	29%	28%	24%	32% BH
Disagree strongly	794	276	156	121	247	144	103	153	118
	37%	38% I	43% D	33%	40% I	43%	37%	37% I	31%
Sigma	2131	721	359	361	617	334	282	410	384
	100%	100%	100%	100%	100%	100%	100%	100%	100%

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