CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE
October 23, 2025

Calgarians Divided on Who Should Negotiate with Trump, Majorities are Affected by Tariffs and Shop Canadian, Most Want US Alcohol Kept Off Shelves

A new public opinion poll conducted for Rogers CityNews by Canada Pulse Insights finds that most Calgarians are divided in their choice as to whether they believe Liberal leader Mark Carney (53%) or Conservative leader Pierre Poilievre (47%) would be the stronger federal leader to deal with U.S. President Donald Trump

Majority Affected by Tariffs

Asked about the personal impact of Trump-era tariffs, 86 percent of Calgarians say they or members of their household are being affected (34 percent a great deal, 52 percent somewhat). Only 14 percent say they are not affected. For the vast amount of those affected, the impact is said to be negative in nature.

Among those affected (86%):

- 72 percent say their overall cost of living has increased.
- 56 percent say they will not travel to the U.S. because of tariffs or related tensions.
- 55 percent say they feel greater anxiety about where the U.S. is headed.
- 27 percent report worry over job losses caused by the tariffs.
- 17 percent say a job loss has already occurred in their household.
- 8 percent report their living costs have decreased.
- 5 percent say they plan to vacation in the U.S. regardless of tariffs.
- 4 percent say the situation has created new opportunities.
- 2 percent selected “other.”

Pro Canadian Shopping

A majority (76%) of Calgarians are on the lookout for Canadian-made goods to purchase, with one third (32%) having an “all in” buy Canadian focus:

- 32 percent say they actively seek Canadian-made products and boycott most U.S. goods, even if it costs more or limits choice.
- 44 percent describe themselves as “pro-Canadian shoppers” who still buy U.S. products for cost or availability reasons.
- 24 percent say they buy on a case-by-case basis and are not concerned about product origin.

Majority Say U.S. Liquor and Wine Ban Should Continue

Even though Alberta lifted its three months ban on US alcohol imports and resumed purchasing and accepting American liquor shipments in June 2025, a majority (63%) of Calgarians disagree that U.S. liquor and wine removed from sale because of tariffs should return to store shelves compared with those (37%) who agree with having the products restocked.

About the Survey

This public opinion poll was undertaken for Rogers CityNews by Canada Pulse Insights. The online survey was administered by the sample and data collection experts at Sago from September 30 to October 6, 2025, among adult (aged 18+) residents of Calgary (n=410). The data has been weighted to represent the adult population based on the most recent census. For comparison purposes, a probability sample of this size has a margin of error of ±4.8 percentage points, 19 times out of 20.

Canada Pulse Insights is an independent, Canadian owned public opinion research firm led by veteran pollster John Wright. The company adheres to the Canadian Research and Insights Council (CRIC) public opinion research standards and disclosure requirements. Sago, formerly the Schlesinger Group, is CRIC accredited and brings more than 55 years of experience in both qualitative and quantitative research methods.

–30–

For further information:

John Wright, CEO, Canada Pulse Insights
Email: johnwright@canadapulseinsights.com
Phone: 416-700-4218
Website: CanadaPulseInsights.com