

Views on Tariffs and Canada- U.S. Relations

March 2025 Probe Omnibus Survey

The
Free Press

PROBE
RESEARCH

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The Story

Canadians are “elbows up” at a time when the country’s economy – and even its future as a sovereign country – feel threatened by the United States. Manitobans are strongly on board with this sentiment, as their attitudes towards America as a neighbour, trading partner and place to visit are rapidly shifting.

Consumer and tourism behaviour are at the leading edge of this shift. Companies are encouraging people to buy Canadian, and there is a very large and receptive audience for that message here in Manitoba. These results show Manitobans are seeking more guidance on how to buy Canadian goods and services, so local brands may need to make it very clear how what they source and what they sell is produced in this country.

There is also a huge opportunity for tourism in Manitoba and across Canada, as more people consciously avoid travelling to the U.S. Demand for direct connections to other non-U.S. international destinations, as well as more desire to visit other parts of Canada, is likely to increase as Manitobans avoid visiting the U.S.

As a federal election gets underway, it is also a moment where Manitobans and Canadians are likely looking for louder and more overt displays of Canadian patriotism from those on the campaign trail. Grim perceptions about Canada “being broken” or not running as it should may be out of step with the current mood.

And while Manitobans do not support – and do not expect – their country to be annexed by the U.S., there is an interesting undercurrent of support for this idea, especially among younger men and those in rural parts of the province.

Key Findings

With Canada locked in a trade war with the U.S. and tensions rising, Manitobans' pride in their country is surging – shaping everything from their consumer habits to travel to how they feel about the future of their country.

Since Donald Trump was sworn in as U.S. president and began proposing tariffs on Canadian goods, two-thirds of Canadians have reported buying something made in Canada rather than the U.S., with eight in 10 – up from three-quarters in early February – indicating they actively avoid buying items from the U.S. Roughly one in five Manitobans have made a specific effort to wear clothing with the maple leaf or Canadian flag on it, with a similar number opting to hang a Canadian flag at their home. Although many Manitobans are going out of their way to avoid buying U.S. goods and purchase Canadian ones instead, fully two-thirds agree they have a hard time figuring out which products are made in this country.

Significant numbers of Manitobans are also foregoing travel to the U.S. Seven in 10 agree they have either cancelled or decided against taking a trip to America right now – up from six in 10 in early February – with nearly one in five indicating they have specifically cancelled a trip that was already planned. There is also some potential stigma with U.S. travel, as one-half of Manitobans agree they would actually think less of a fellow Canadian who decided to take a trip to the U.S in this climate.

More than three-quarters of those surveyed indicate they are prouder of Canada today than they were at this time last year. Women, those living in Winnipeg and those over the age of 55 are more likely to express this heightened degree of pride in their country.

Key Findings (cont'd)

At the same time, Manitobans are also strongly against Trump's suggestion that America annex Canada and make it the 51st state. Eight in 10 Manitobans are strongly against this idea, with only one in 10 expressing support for joining the U.S. Interestingly, younger men (and to some extent, younger women and those living in rural Manitoba) are somewhat more open to Canada becoming part of the U.S. Those who voted for conservative parties federally and provincially are also more open to annexation.

While the vast majority of Manitobans are against the U.S. annexing Canada, fewer than one in 10 think it will actually happen.



The stone cairn marking the Canada-U.S. border at the International Peace Garden, in the Turtle Mountains south of Boissevain.
Image source: International Peace Garden

Methodology

Probe Research surveyed a random and representative sample of 1,000 Manitoba adults between March 4 and 16, 2025.

The sample includes 497 Manitobans randomly recruited via live-agent operator; 313 randomly recruited via Interactive Voice Response (IVR) and 190 members of Probe Research's online panel. All respondents completed the survey on an online platform.

With a sample of 1,000, one can say with 95 per cent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been surveyed. The margin of error is higher within each of the survey's population sub-groups.

Probe reached out to Manitobans through modified random digit dialing, including both landline and wireless numbers. This ensured all Manitoba adults had an equal opportunity to participate in this survey.

The sample has been weighted slightly by age, gender, region and educational attainment so it properly reflects the province's population, based on Census data. Probe used SPSS software to conduct all statistical analysis.

About the Probe Research Omnibus

For nearly 30 years, Probe Research has conducted quarterly omnibus surveys of random and representative samples of Manitoba adults. These surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on many different social, cultural and public policy topics. The Probe Research Omnibus Survey is the province's largest and most trusted general population survey.

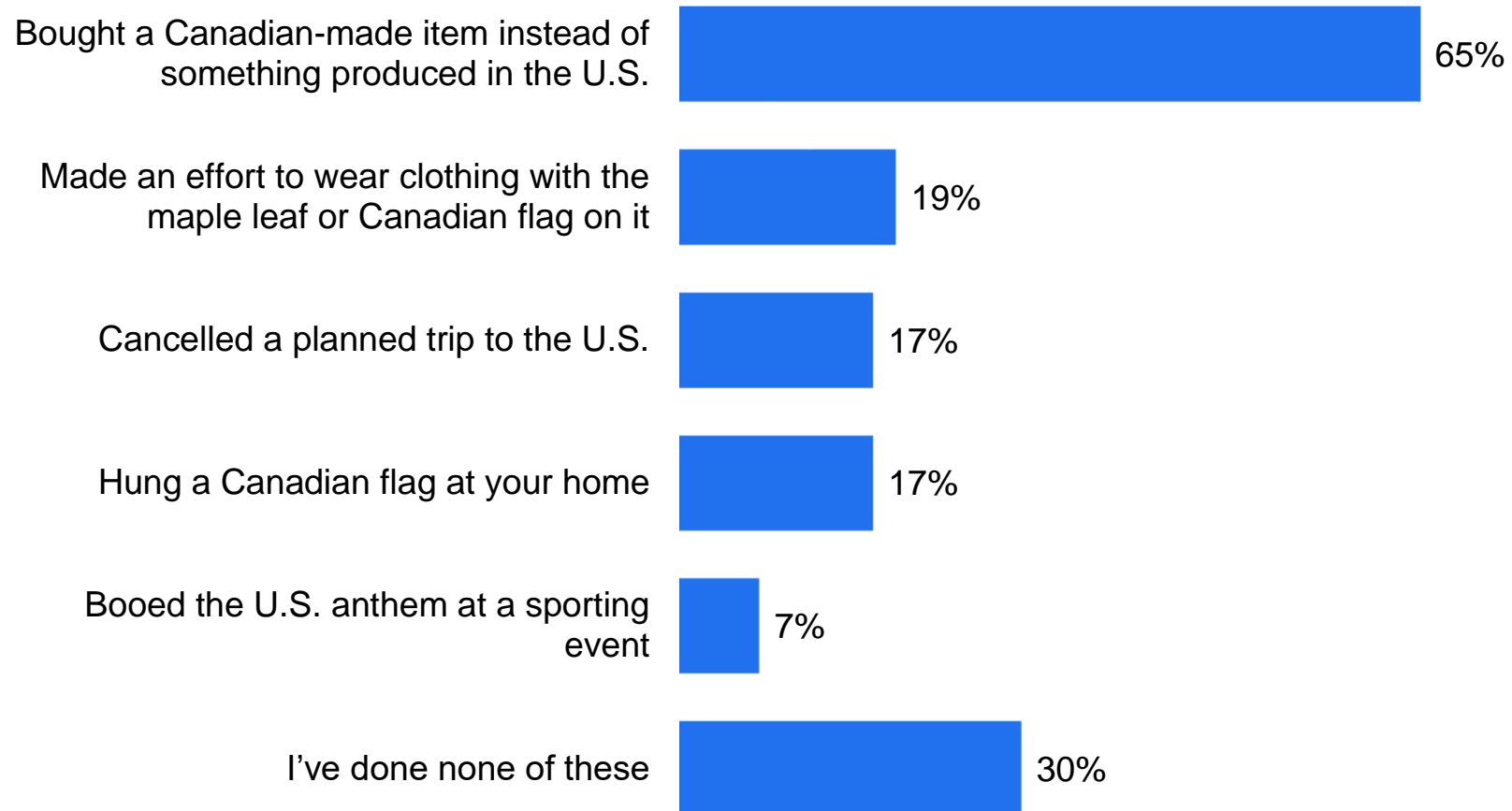
Survey Instrument

The survey instrument was designed by Probe Research in close consultation with the Free Press.

Personal Actions Taken to Express Pride in Canada

Two-thirds of Manitobans are now reaching for Canadian-made products

FP4. Which of the following things have you done in the past six weeks? Please check all that apply. (Base: All respondents, N=1,000)

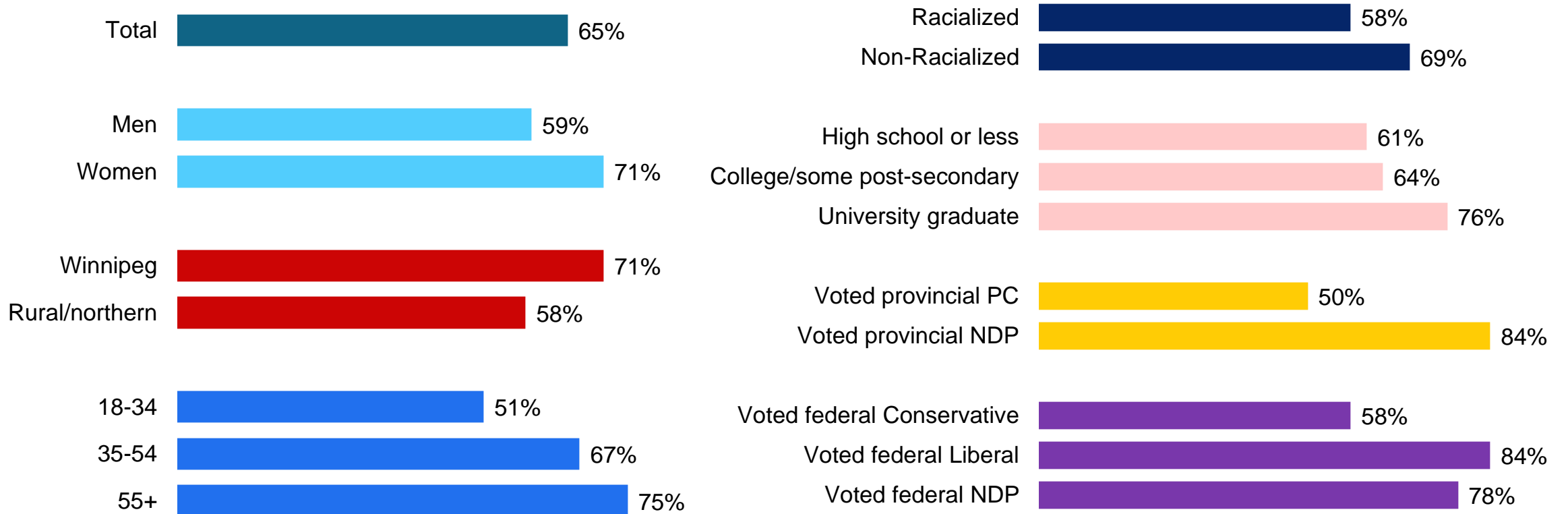


Incidence of Buying Canadian-Made Products: By Subgroup

Older Manitobans and women are more likely to substitute American items for Canadian ones

FP4a. Which of the following things have you done in the past six weeks: bought a Canadian-made item instead of a U.S. product. (Base: All respondents, N=1,000)

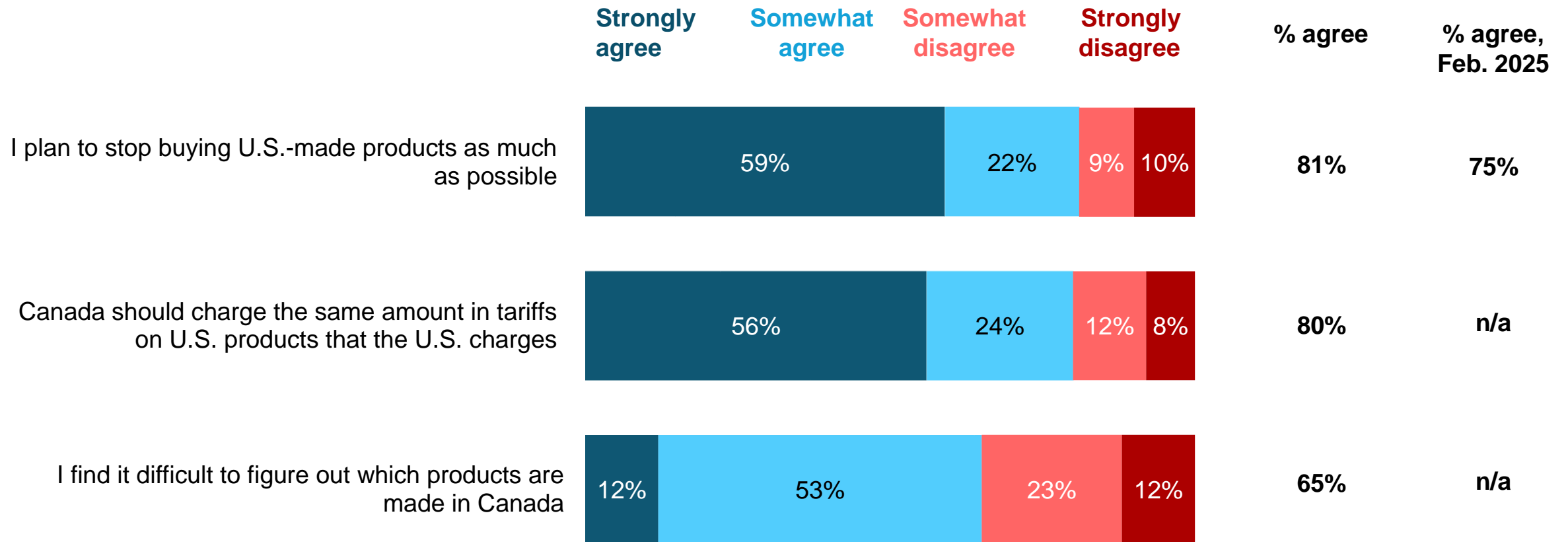
% who have done this in the past six weeks



Manitobans' Attitudes Towards Buying Canadian

Eight in 10 support dollar-for-dollar tariffs on U.S. goods; more are now avoiding U.S. products

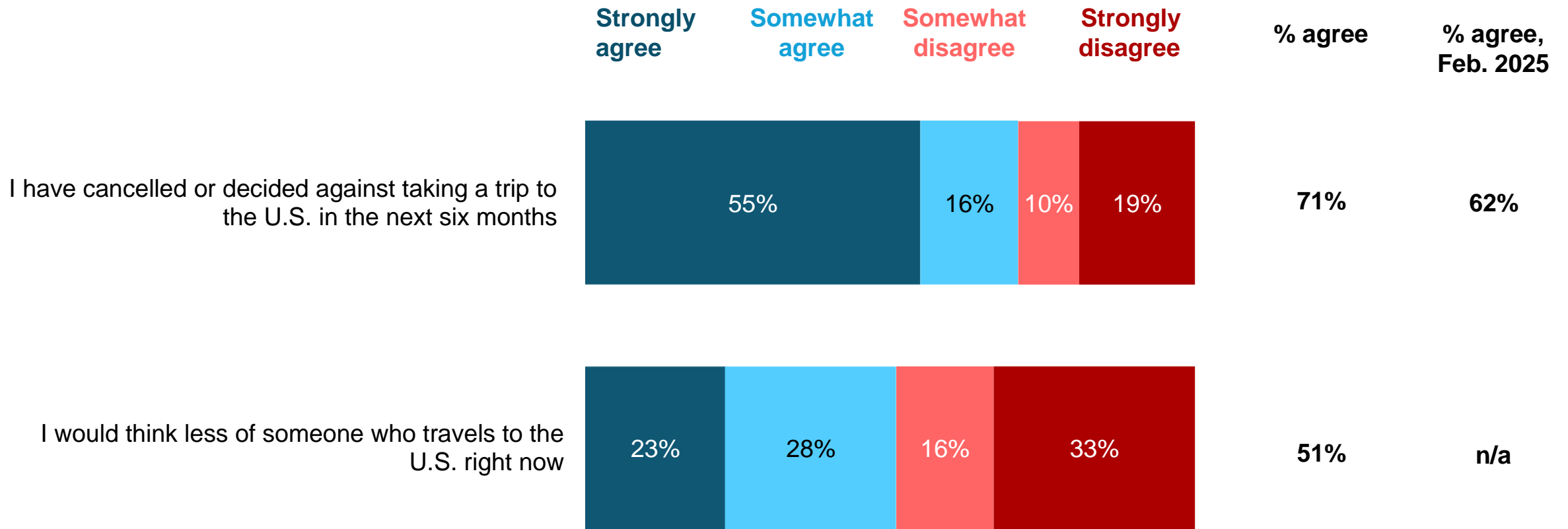
FP1. U.S. President Donald Trump has placed 25 per cent tariffs on nearly everything it imports from Canada, as well as 10 per cent tariffs on Canadian oil, gas and electricity. In response, Canada announced it will impose tariffs on many U.S. goods. Please indicate if you agree or disagree with the following statements.* (Base: All respondents, N=1,000)



Manitobans' Attitudes Regarding U.S. Travel

Seven in 10 are now avoiding travel to the U.S., with fully one-half thinking less of those who do go

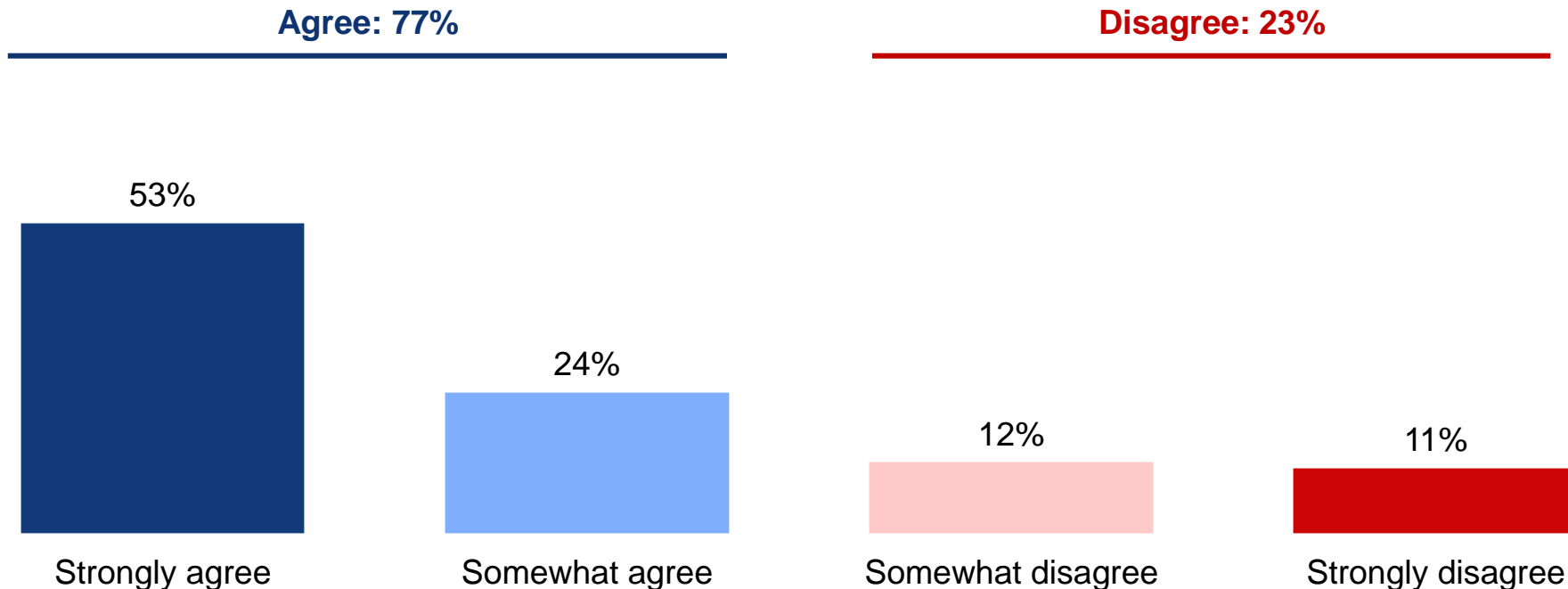
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Evolving Views on Pride in Canada

Three-quarters feel more proud of their country today than they did 12 months ago

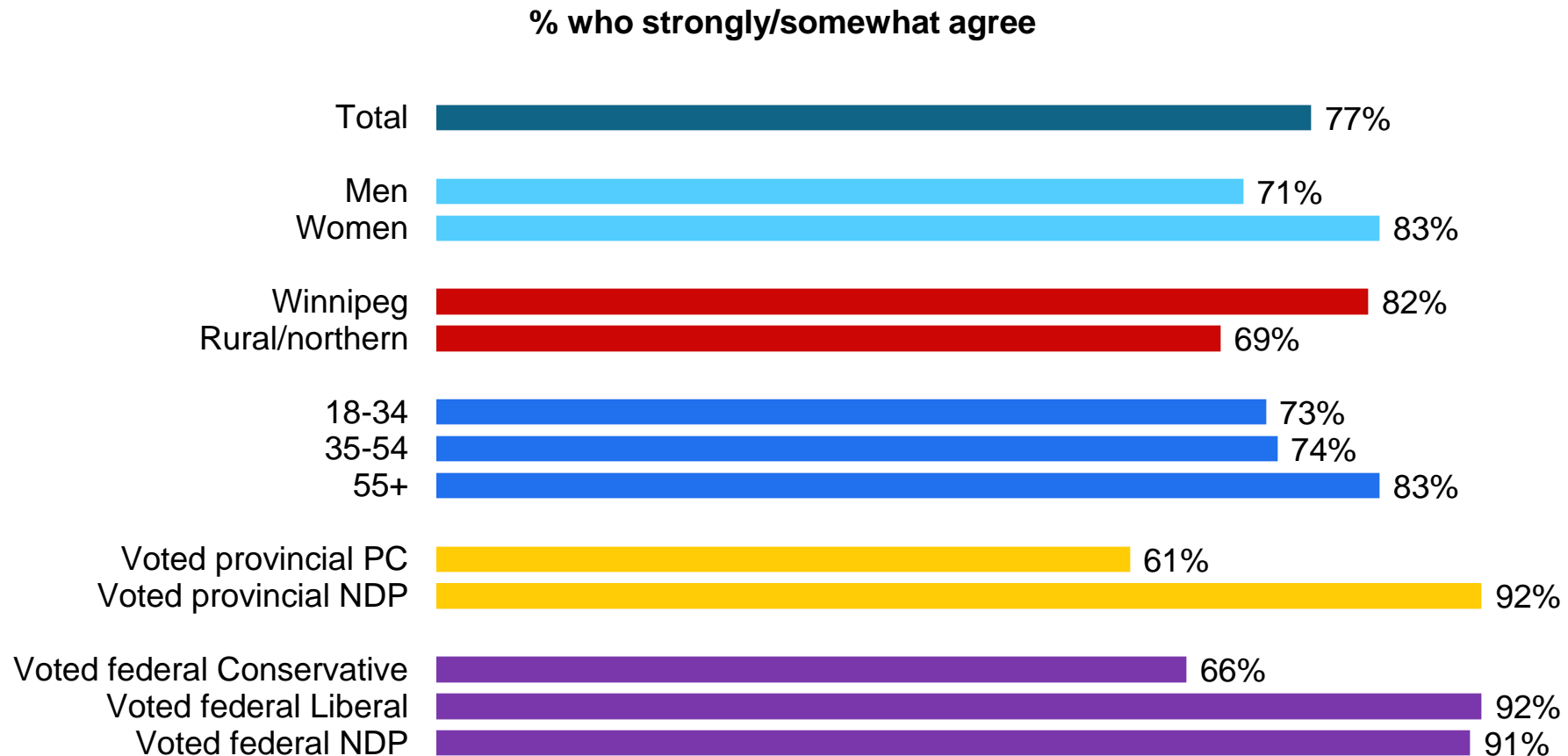
FP1c. U.S. President Donald Trump has placed 25 per cent tariffs on nearly everything it imports from Canada, as well as 10 per cent tariffs on Canadian oil, gas and electricity. In response, Canada announced it will impose tariffs on many U.S. goods. Please indicate if you agree or disagree with the following statements: I feel more proud to be a Canadian today than I did at this time last year.* (Base: All respondents, N=1,000)



Evolving Views on Pride in Canada: By Subgroup

Women, those living in Winnipeg and older Manitobans are prouder of their country today

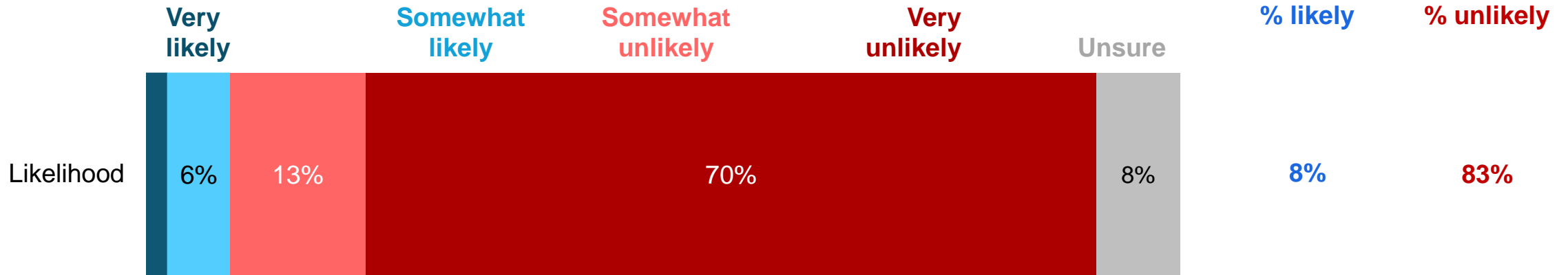
FP1c. U.S. President Donald Trump has placed 25 per cent tariffs on nearly everything it imports from Canada, as well as 10 per cent tariffs on Canadian oil, gas and electricity. In response, Canada announced it will impose tariffs on many U.S. goods. Please indicate if you agree or disagree with the following statements: I feel more proud to be a Canadian today than I did at this time last year.* (Base: All respondents, N=1,000)



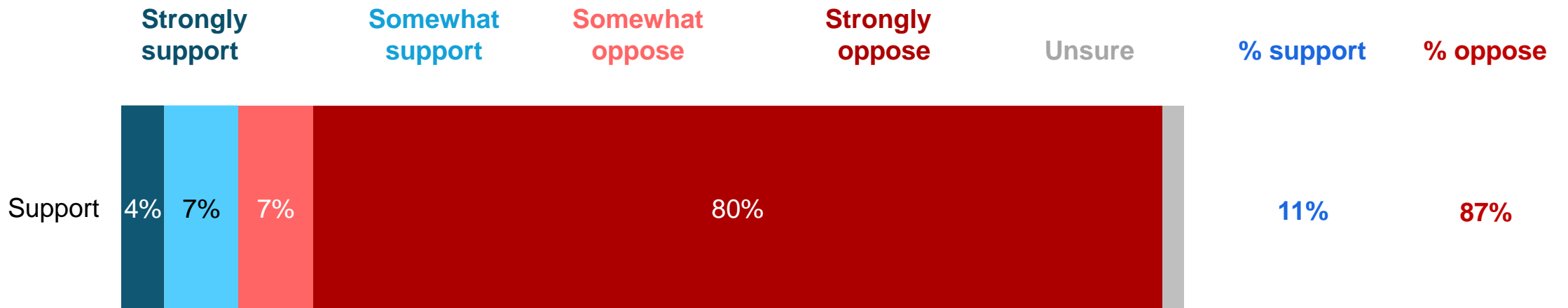
Perceptions of Canada Becoming Part of the U.S.

Most think annexation is unlikely, with eight in 10 strongly opposed to joining America

FP2. Donald Trump has made several comments about making Canada America's 51st state. How likely do you think it is that this will happen? (Base: All respondents, N=1,000)



FP3. Do you support or oppose Canada becoming part of the United States? (Base: All respondents, N=1,000)



Support for Canada Becoming Part of the U.S.: By Subgroup

Younger men, rural Manitobans and conservative supporters are more open to joining the U.S.

