

**GLOBE INSIDERS**

# **US Tariff Threats**

**February 2025**



# Globe Insiders: Survey Highlights

We reached out to our Globe Insiders panel to understand how the recent US tariff threats might influence their shopping and buying habits. Here's how they responded:

*In response to the potential US tariffs:*

- 84% plan to **buy more local products**
- 82% plan to **look for alternative Canadian brands**
- 64% plan to **boycott American products**

*Given the impact of potential US tariffs, buying and shopping Canadian has become increasingly important:*

- **Buying Canadian-made products (94%)\***
- **Shopping at Canadian-owned stores (82%)\***

\* Respondents who selected "More important" or "Much more important" (Top 2 Box)

## **Survey Details:**

Field Dates: February 6-9, 2025

Respondents: n=1,239 (35% response rate)

*The results from this survey reflect a sample of Globe print and digital readers. They are not representative of the Canadian population.*





# 8 in 10 Globe readers plan to buy local / Canadian brands

What Globe readers plan to do in response to the potential US tariffs  
% of respondents

84%

Buy more local products

82%

Look for alternative Canadian brands

69%

Look for alternative International brands

64%

Boycott American products

55%

Spend more time researching origins of a brand/product

11%

Reduce overall spending

10%

Other mentions\*

*\*50% said they will avoid, reduce or cancel US travel plans*

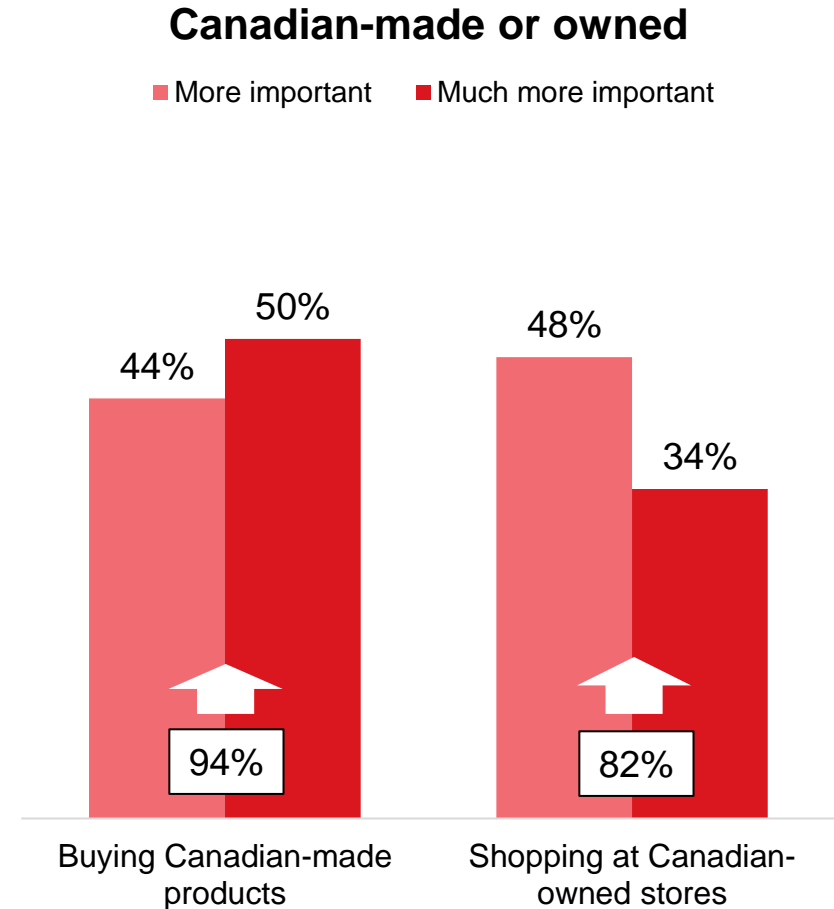
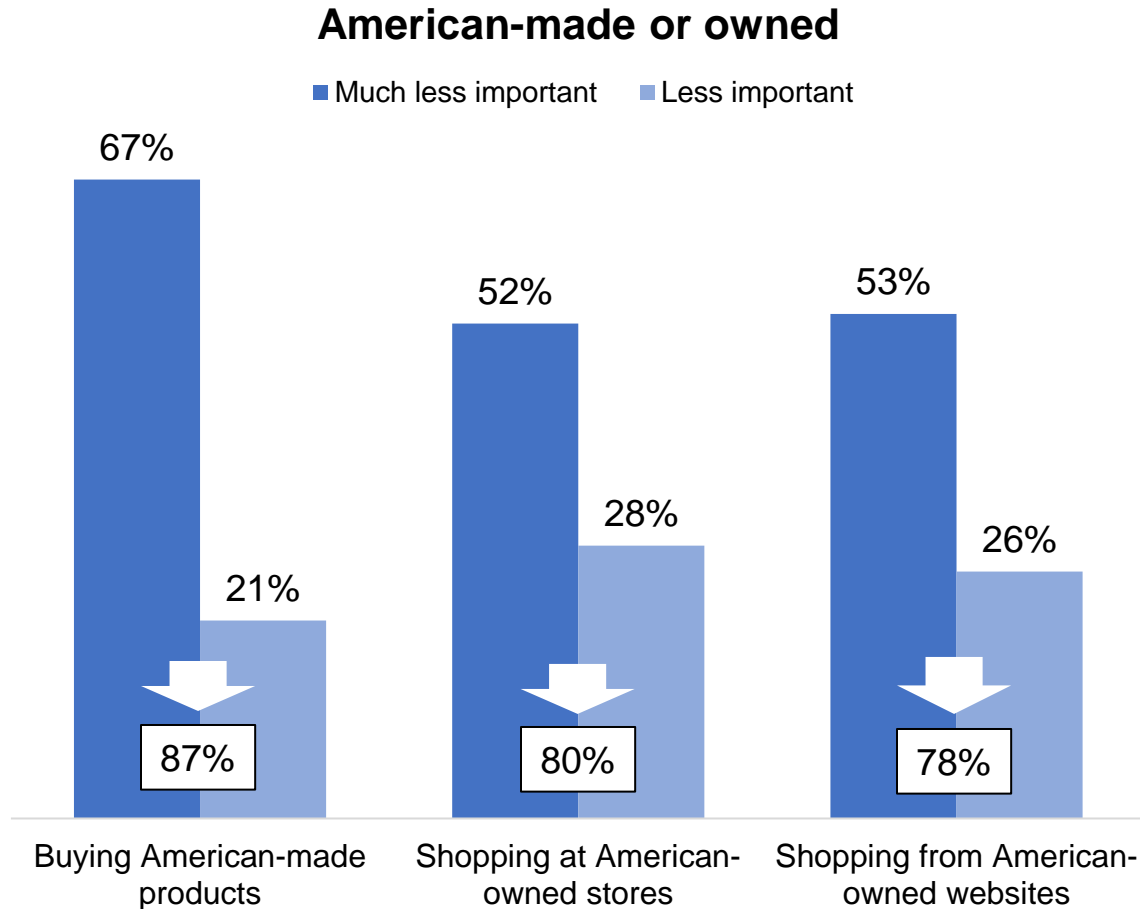
5%

Don't plan to change their habits



# Buying / shopping Canadian has become increasingly important

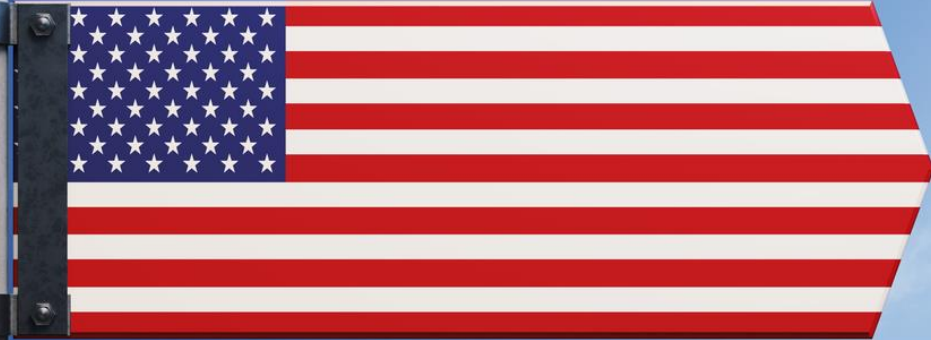
Importance of buying or shopping Canadian vs. American for Globe readers  
% of respondents



For more information on this study or the Globe Insiders panel, please contact:

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