

FACTUM

As patriotism in Canada surges, Canadians are radically changing their purchase decisions to pitch in and support their country

Toronto, ON | February 13, 2025 – In the wake of US tariffs against Canadian products, Petro-Canada, in partnership with The Harris Poll Canada, has announced the **Live by the Leaf Index**, a national study uncovering a fundamental shift in Canadians' purchasing decisions.

The data reveals a majority are willing to **pay more, wait longer, drive further or even change their go-to brands** to support Canadian businesses.

KEY FINDINGS

***Buy Canadian* sentiment is highly important to Canadians from coast to coast, of all ages, genders, and income levels**

- 94% of Canadians say *it is important for me to buy Canadian and support Canadian companies*, including 75% who say it is extremely or very important to do so.
 - Across all ages, genders, provinces, and income levels, 93% or greater say it is important for them to buy Canadian and support Canadian companies.

Paying more, driving further, and waiting longer – Canadians are willing to sacrifice if needed

- Canadian consumers are willing to pay a premium (76%) and/or travel further (64%) to support local brands.
- 72% would wait longer for a product to be delivered or become available in order to buy Canadian.
 - Across demographics, at least two-thirds agree they are willing to wait longer.

Not only do Canadians acknowledge the importance of buying Canadians, but the vast majority take pride in doing so

- 9-in-10 Canadians (90%) say they *take pride in buying Canadian*, a sentiment that is consistent across all ages, genders, regions, and income levels (regardless of demographic group, at least 84% express this pride).

Buying Canadian is not always simple and straightforward, however Canadians are willing to go out of their way to do so when possible

- 93% of Canadians say *it can be difficult to tell which companies and products are truly Canadian*, however 8-in-10 Canadians (79%) say that in the past week they have taken

additional steps to buy Canadian, including 1-in-3 (34%) who have substituted a product they otherwise would have bought with a Canadian product.

- Willingness to put forth efforts to buy Canadian seem highest in the grocery sector, however across a variety of sectors tested well over one-half of respondents say they are putting efforts forth to ensure they are buying or consuming Canadian. This includes:
 - Grocery stores (67%), grocery products (67%), news sources (64%), gasoline (62%), sit-down or fast-casual restaurants (60%), non-grocery stores (58%), online retailers (57%), and fast food (55%).
- 82% say they are willing to *try new brands as opposed to ones they normally purchase to buy Canadian*.

“Buy Canadian” isn’t just something Canadians are doing on their own. More than half are actively talking about it with their friends and family

- Not only are Canadians making their own “buy Canadian” decisions, but more than one-half (53%) say that in the past week they have *discussed buying Canadian with friends or family (e.g., in-person, by text or group chat, etc.)*.

For more information on this release, please contact:

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About the Study

These are a selection of findings from a survey conducted by The Harris Poll from February 7th to 9th, 2025 on behalf of Petro Canada. The sample of 1,529 Canadians aged 18+ was done online, and quotas and weighting were applied on age, gender, and region such that the entire sample composition reflects that of the Canadian population according to major census parameters.