



Report

North American Tracker

February 24th, 2025



Methodology

Every week during this tumultuous period, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,534**
American sample: **n= 1,007.**)

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

When

Data collection from **February 21 to Feb 23, 2025.**

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.50%**, (19 times out of 20) for the Canadian sample and **±3.08%**, (19 times out of 20) for the American sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: aenns@leger360.com or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

Notes

A more detailed methodology is presented in the Appendix.

Methodology







Most accurate polling firm

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.

See <https://338canada.com/pollster-ratings.htm>

2021 Canadian Federal Election

	Leger Poll Published on September 18, 2021	Official Results 2021 Canadian Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%



*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key highlights (1/2)

Some of **the key highlights** of our survey...

1

The majority of Canadians (83%) are concerned that President Trump may use measures such as tariffs and trade sanctions to push Canada into a closer and more formal economic relationship with the United States. In response, 73% support a policy where the Government of Canada matches any tariffs imposed by the U.S. on a dollar-for-dollar basis. Support is higher among liberal voters (91%).

2

On the other hand, only one-third (33%) of Americans are in favor of Trump's administration imposing tariffs on products imported from Canada, and half (49%) think that it will negatively impact the U.S economy. More Americans are now in favor of imposing tariffs on other countries, notably China. Half of Americans (50%) are in favor of imposing tariffs to China, a 6-point increase since last week.

3

Two-thirds of Canadians have reduced their purchases of American products, both in stores (66%) and online (63%). Additionally, 70% report increasing their purchases of Canadian-made goods, which is a 2-point increase from last week.

4

More than eight out of ten Canadians (84%) believe that consumer prices have increased in the past few weeks. This represents a 4-point increase since last week.

5

Canadians have mixed views on the U.S.: 27% see it as an enemy, 31% as an ally, and another 27% as a neutral nation. Conservative voters are more likely to think that the U.S. is an ally (48%). Meanwhile, a majority of Americans (56%) consider Canada an ally.

Key highlights (2/2)

Some of **the key highlights** of our survey ...

6

Almost two-thirds of Canadians consider their household finances to be in good shape (63%), with 9% rating them as very good and 54% as good. In contrast, 55% of Americans consider their finances to be good.

7

42% of Canadians who are currently employed fear losing their job within the next 12 months. This represents a 3-point increase since last month, and a 6-point increase since January 2025,

8

Moreover, 44% of Canadians report living paycheck to paycheck. The proportion of Americans saying they are living paycheque to paycheque is still much higher, with 57% of respondents saying they do.

9

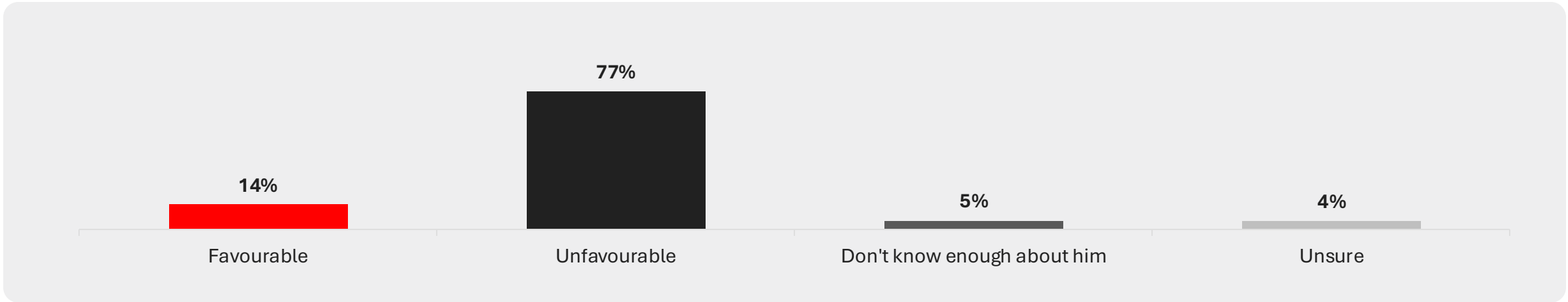
Half of Canadians (53%) believe the country is in an economic recession, a 3-point increase since last week. This proportion is lower in the United States (49%).

Response to Tariffs on Canadian Imports

Overall Impression of President Donald Trump (1/3)

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,534)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
<i>Unweighted n=</i>	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Favourable	14%	6%	9%	17%	22%	14%	11%	18%	10%	18%	14%	10%	16%	11%	14%	13%	+1
Unfavourable	77%	81%	82%	75%	66%	79%	77%	74%	81%	67%	75%	85%	75%	81%	76%	74%	+3
Don't know enough about him	5%	6%	7%	4%	5%	4%	4%	4%	5%	9%	5%	2%	5%	4%	5%	7%	-2
Unsure	4%	7%	3%	4%	6%	3%	7%	4%	4%	5%	6%	3%	4%	4%	5%	6%	-2

Overall Impression of President Donald Trump (2/3)

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,534)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
Favourable	14%	31%	5%	5%	3%	18%	40%
Unfavourable	77%	57%	93%	91%	91%	78%	48%
Don't know enough about him	5%	4%	2%	3%	4%	4%	5%
Unsure	4%	8%	0%	1%	2%	0%	7%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Overall Impression of President Donald Trump (3/3)

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

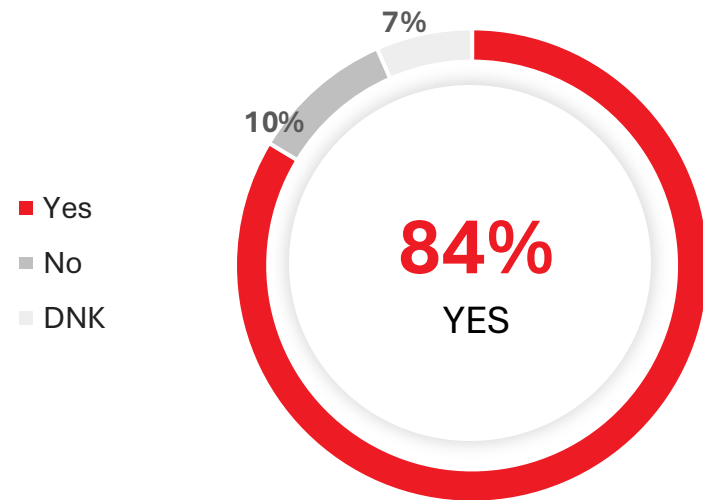
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,534	1,007	
Unweighted n=	1,534	1,007	
Favourable	14%	42%	28
Unfavourable	77%	44%	33
Don't know enough about him	5%	6%	1
Unsure	4%	8%	4

Perception of Recent Consumer Price Increases (1/3)

Q2Z. Do you believe that consumer prices have increased in the past few weeks?

Base: All respondents (n=1,534)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	84%	82%	86%	84%	88%	83%	77%	79%	88%	83%	85%	83%	84%	82%	85%	80%	+4
No	10%	13%	10%	10%	5%	7%	12%	12%	7%	10%	10%	10%	9%	11%	9%	11%	-1
I don't know	7%	5%	4%	6%	7%	10%	11%	8%	5%	7%	6%	7%	6%	7%	6%	9%	-2

Perception of Recent Consumer Price Increases (2/3)

Q2Z. Do you believe that consumer prices have increased in the past few weeks?

Base: All respondents (n=1,534)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
Yes	84%	85%	79%	83%	91%	89%	97%
No	10%	8%	15%	9%	6%	9%	3%
I don't know	7%	7%	6%	8%	2%	2%	0%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Perception of Recent Consumer Price Increases (3/3)

Q2Z. Do you believe that consumer prices have increased in the past few weeks?

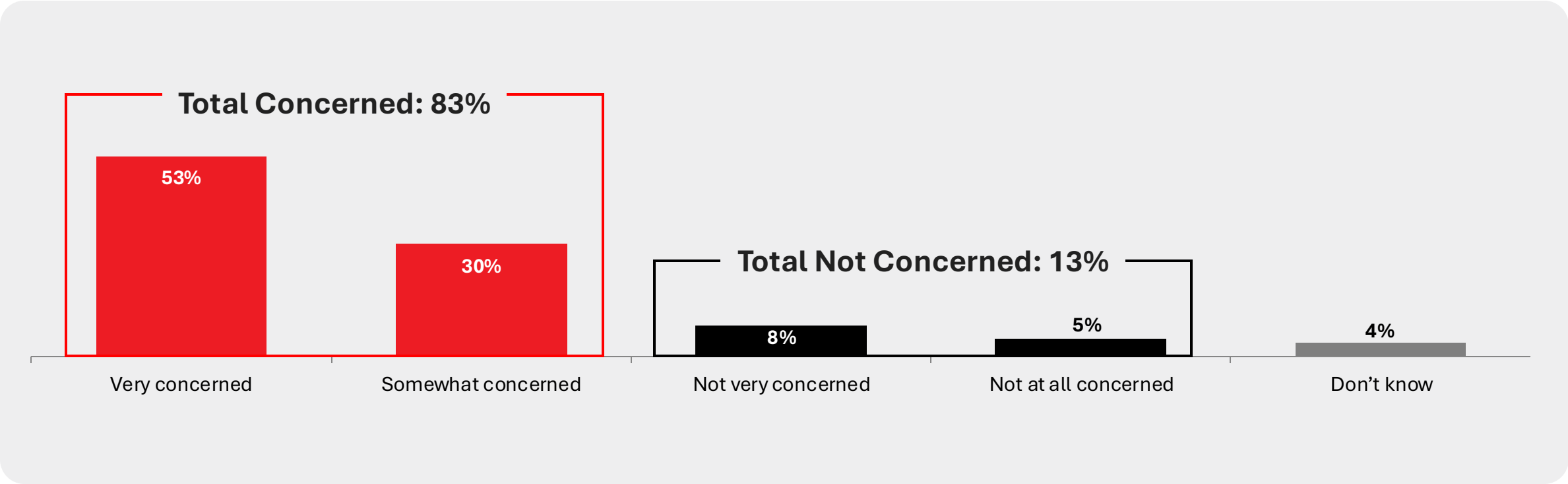
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
Yes	84%	82%	2
No	10%	11%	1
I don't know	7%	7%	-

Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (1/3)

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: All respondents (n=1,534)



Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (2/3)

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?







Base: All respondents (n=1,534)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
TOTAL CONCERNED	83%	85%	84%	81%	82%	84%	84%	80%	86%	86%	79%	84%	83%	86%	79%	81%	+2
Very concerned	53%	56%	53%	52%	52%	51%	56%	50%	56%	41%	53%	61%	51%	58%	51%	51%	+2
Somewhat concerned	30%	29%	31%	29%	30%	33%	27%	30%	29%	45%	26%	23%	32%	28%	28%	30%	-
TOTAL NOT CONCERNED	13%	12%	14%	14%	14%	14%	12%	17%	10%	9%	16%	14%	14%	10%	17%	15%	-2
Not very concerned	8%	10%	8%	8%	11%	6%	9%	11%	6%	6%	9%	10%	8%	7%	12%	10%	-2
Not at all concerned	5%	1%	6%	5%	3%	8%	3%	6%	4%	3%	7%	5%	6%	3%	5%	4%	+1
Don't Know	4%	3%	2%	5%	4%	2%	5%	3%	4%	5%	5%	1%	3%	4%	4%	4%	-

Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (3/3)

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: All respondents (n=1,534)

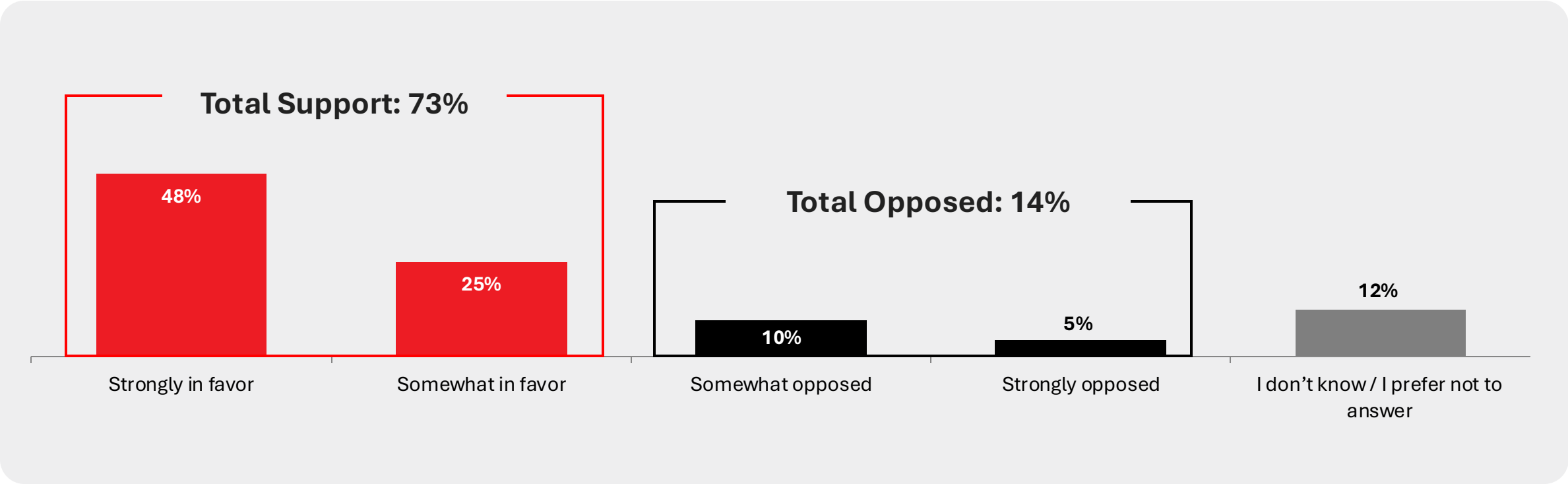
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
TOTAL CONCERNED	83%	75%	93%	90%	90%	91%	49%
Very concerned	53%	41%	72%	62%	60%	55%	22%
Somewhat concerned	30%	34%	22%	27%	30%	36%	27%
TOTAL NOT CONCERNED	13%	24%	6%	8%	9%	5%	49%
Not very concerned	8%	16%	3%	6%	6%	3%	25%
Not at all concerned	5%	8%	3%	2%	3%	3%	24%
Don't know	4%	1%	0%	3%	1%	3%	2%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Canadian Government's Response to U.S. Tariffs (1/3)

Q4Z. Are you in favor or opposed to the Canadian government responding dollar for dollar to any tariffs imposed by the United States on Canadian imports?

Base: All respondents (n=1,534)



Canadian Government's Response to U.S. Tariffs (2/3)

Q4Z. Are you in favor or opposed to the Canadian government responding dollar for dollar to any tariffs imposed by the United States on Canadian imports?







Base: All respondents (n=1,534)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
TOTAL SUPPORT	73%	73%	75%	72%	65%	72%	80%	75%	72%	65%	71%	81%	74%	75%	71%	70%	+3
Strongly in favor	48%	54%	44%	50%	44%	49%	50%	50%	46%	32%	47%	60%	46%	50%	51%	45%	+3
Somewhat in favor	25%	19%	31%	22%	21%	23%	30%	25%	25%	34%	24%	21%	28%	25%	20%	25%	-
TOTAL OPPOSED	14%	10%	13%	16%	19%	13%	13%	17%	12%	17%	13%	13%	14%	13%	15%	16%	-2
Somewhat opposed	10%	7%	8%	11%	12%	9%	11%	12%	8%	14%	8%	8%	11%	9%	9%	10%	-
Strongly opposed	5%	4%	5%	5%	7%	4%	2%	5%	4%	4%	5%	5%	4%	5%	5%	7%	-2
DK / Refusal	12%	17%	12%	12%	16%	15%	7%	8%	17%	18%	16%	6%	11%	11%	14%	14%	-2

Canadian Government's Response to U.S. Tariffs (3/3)

Q4Z. Are you in favor or opposed to the Canadian government responding dollar for dollar to any tariffs imposed by the United States on Canadian imports?

Base: All respondents (n=1,534)

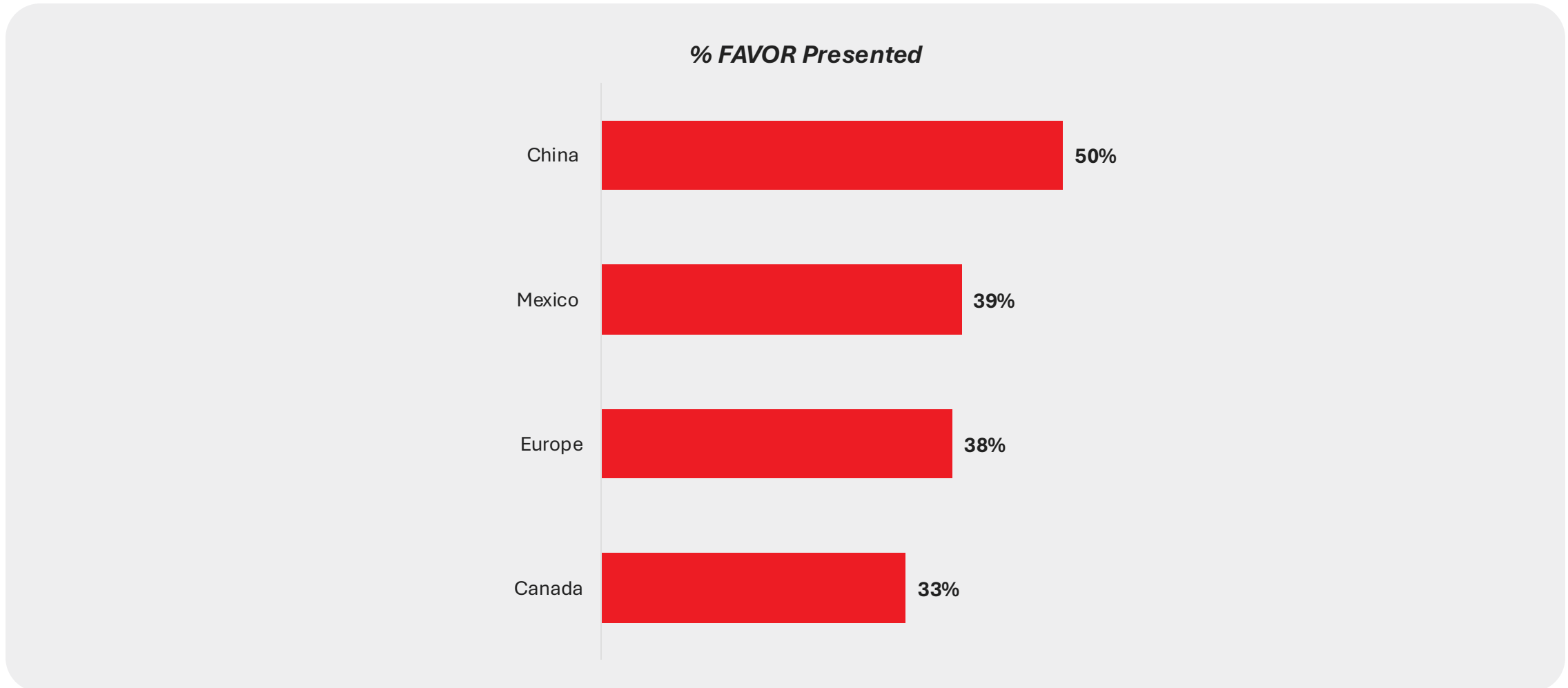
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
TOTAL SUPPORT	73%	67%	91%	80%	87%	73%	29%
Strongly in favor	48%	40%	68%	57%	50%	37%	15%
Somewhat in favor	25%	27%	22%	23%	38%	36%	14%
TOTAL OPPOSED	14%	25%	6%	10%	8%	14%	36%
Somewhat opposed	10%	17%	4%	9%	6%	3%	16%
Strongly opposed	5%	8%	2%	1%	2%	11%	20%
DK / Refusal	12%	8%	4%	10%	5%	13%	35%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Support for Tariffs on Imports from Specific Countries (1/2)

Q3Z. Are you in favor or opposed to the Trump administration imposing tariffs on products imported from the following countries or region?

Base: American respondents (n=1,007)



Support for Tariffs on Imports from Specific Countries (2/2)

Q3Z. Are you in favor or opposed to the Trump administration imposing tariffs on products imported from the following countries or region?

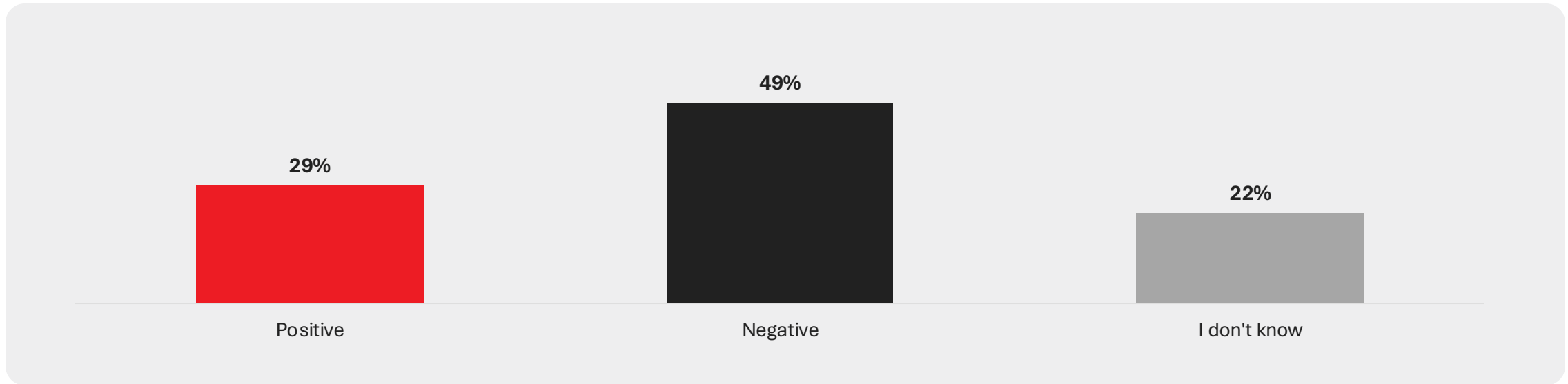
Base: American respondents (n=1,007)

<i>% FAVOR Presented</i>	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,007	179	211	385	232	290	336	381	491	516	291	286	1,000	
<i>Unweighted n=</i>	1,007	204	233	364	206	172	376	459	487	520	311	277	1,000	
China	50%	48%	47%	50%	53%	40%	47%	60%	59%	41%	76%	32%	44%	+6
Mexico	39%	40%	38%	38%	42%	35%	37%	45%	46%	33%	68%	22%	37%	+2
Europe	38%	36%	35%	40%	40%	37%	38%	40%	47%	30%	68%	21%	36%	+2
Canada	33%	34%	33%	33%	34%	28%	34%	36%	42%	25%	58%	19%	33%	-

Perceived Impact of Trump Administration's Tariffs on the U.S. Economy

Q4Z. Do you believe that tariffs on imports from other countries imposed by the Trump administration will have a positive or a negative effect on the US economy?

Base: American respondents (n=1,007)

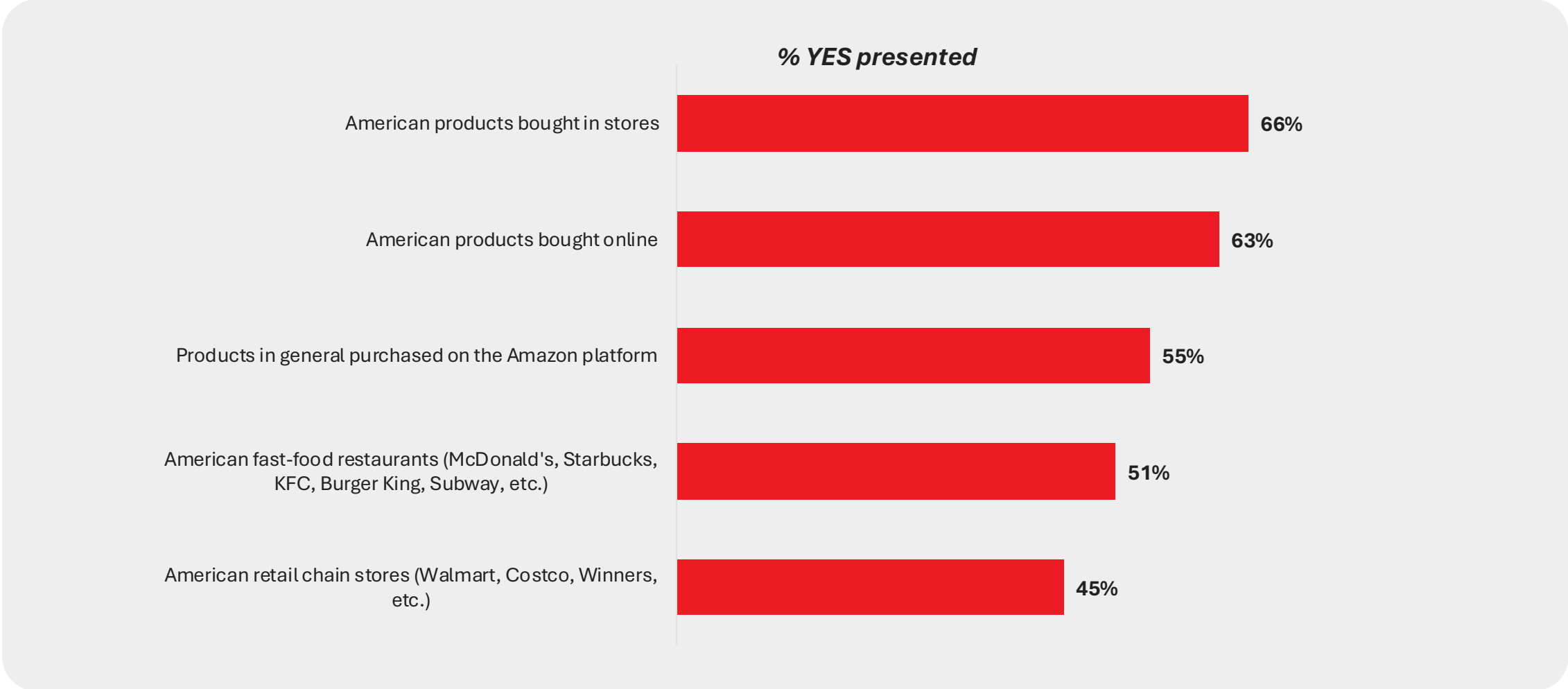


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,007	179	211	385	232	290	336	381	491	516	291	286	1,000	
<i>Unweighted n=</i>	1,007	204	233	364	206	172	376	459	487	520	311	277	1,000	
Positive	29%	24%	27%	31%	30%	27%	29%	30%	37%	21%	55%	12%	28%	+1
Negative	49%	58%	49%	46%	47%	53%	44%	50%	45%	53%	24%	74%	49%	-
I don't know	22%	17%	23%	23%	23%	20%	27%	19%	18%	26%	21%	14%	23%	-1

Recent Changes in Consumer Purchasing Behavior (1/4)

Q5Z. In the past few weeks, have you decreased your purchases of...?

Base: All respondents (n=1,534)



Recent Changes in Consumer Purchasing Behavior (2/4)

Q5Z. In the past few weeks, have you decreased your purchases of...?







Base: All respondents (n=1,534)

% YES presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
American products bought in stores	66%	75%	69%	66%	64%	69%	59%	64%	69%	60%	63%	73%	65%	69%	66%	63%	+3
American products bought online	63%	65%	66%	61%	61%	64%	61%	59%	66%	55%	62%	69%	60%	68%	62%	62%	+1
Products in general purchased on the Amazon platform	55%	57%	64%	50%	60%	50%	51%	50%	59%	48%	53%	60%	53%	58%	51%	52%	+3
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	51%	55%	54%	51%	49%	47%	51%	49%	54%	45%	48%	58%	51%	53%	49%	50%	+1
American retail chain stores (Walmart, Costco, Winners, etc.)	45%	51%	45%	44%	48%	42%	43%	44%	46%	39%	44%	49%	42%	48%	45%	43%	+2

Recent Changes in Consumer Purchasing Behavior (3/4)

Q5Z. In the past few weeks, have you decreased your purchases of...?

Base: All respondents (n=1,534)



							
% YES presented	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,534	475	433	179	84	44	23*
<i>Unweighted n=</i>	1,534	449	442	191	111	45	23*
American products bought in stores	66%	56%	82%	80%	83%	68%	24%
American products bought online	63%	55%	77%	76%	77%	71%	17%
Products in general purchased on the Amazon platform	55%	44%	68%	66%	78%	54%	30%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	51%	41%	65%	61%	65%	57%	23%
American retail chain stores (Walmart, Costco, Winners, etc.)	45%	34%	57%	60%	53%	49%	30%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Recent Changes in Consumer Purchasing Behavior (4/4)

Q5Z. In the past few weeks, have you decreased your purchases of...?

Base: All respondents

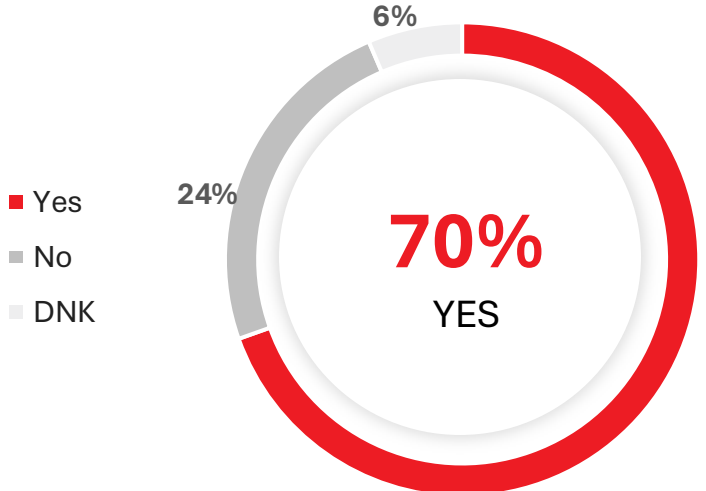
% YES presented	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
American/ Canadian products bought in stores	66%	12%	54
American/ Canadian products bought online	63%	12%	51
Products in general purchased on the Amazon platform*	-	-	-
American/ Canadian fast-food restaurants	51%	12%	39
American/ Canadian retail chain stores	45%	11%	34

*This item was asked only to Canadians respondents.

Increase in Purchases of Local Canadian Products (1/3)

Q9Z. In the past few weeks, have you increased your purchases of local Canadian products?

Base: All respondents (n=1,534)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	70%	80%	69%	70%	64%	70%	68%	64%	74%	66%	63%	77%	67%	74%	68%	68%	+2
No	24%	18%	25%	23%	30%	24%	24%	30%	18%	27%	30%	18%	26%	21%	25%	26%	-2
I don't know	6%	2%	6%	7%	7%	6%	8%	5%	8%	7%	7%	5%	7%	5%	7%	6%	-

Increase in Purchases of Local Canadian Products (2/3)

Q9Z. In the past few weeks, have you increased your purchases of local Canadian products?

Base: All respondents (n=1,534)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
Yes	70%	61%	87%	78%	76%	65%	30%
No	24%	34%	12%	16%	19%	26%	64%
I don't know	6%	5%	1%	6%	5%	8%	6%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Increase in Purchases of Local Canadian Products (3/3)

Q9Z. In the past few weeks, have you increased your purchases of local Canadian/**American** products?

Base: All respondents

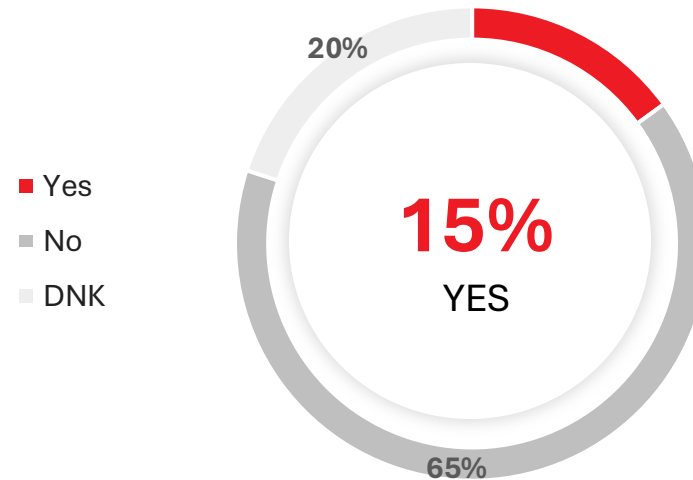
	 Total CANADA	 Total USA	Gap
Weighted n=	1,534	1,007	
Unweighted n=	1,534	1,007	
Yes	70%	26%	44
No	24%	61%	37
I don't know	6%	13%	7

Cancellation of U.S. Entertainment Subscriptions (1/2)

Q6Z. Have you canceled a subscription to one of the American entertainment platforms (Netflix, Prime Video, Disney, Apple, Paramount, etc.)?

Base: All respondents (n=1,534)

Among respondents who subscribe to one of the American entertainment platforms, **18% said they had canceled their subscription.**









- Yes
- No
- DNK

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	15%	25%	17%	11%	17%	12%	16%	17%	13%	18%	18%	10%	17%	13%	15%	15%	-
No	65%	53%	60%	67%	70%	76%	63%	63%	67%	69%	71%	58%	62%	66%	67%	63%	+2
Does not apply (I don't have a subscription)	20%	23%	22%	22%	13%	12%	22%	20%	20%	13%	11%	32%	21%	20%	18%	22%	-2

Cancellation of U.S. Entertainment Subscriptions (2/2)

Q6Z. Have you canceled a subscription to one of the American entertainment platforms (Netflix, Prime Video, Disney, Apple, Paramount, etc.)?

Base: All respondents (n=1,534)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
Yes	15%	14%	17%	17%	26%	13%	12%
No	65%	71%	60%	66%	45%	70%	80%
Does not apply (I don't have a subscription)	20%	15%	22%	17%	29%	16%	9%

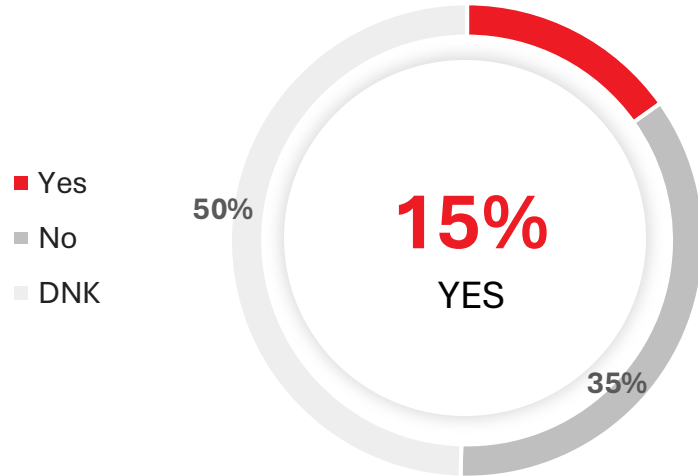
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Cancellation of Travel Plans to the United States (1/3)

Q7Z. Have you canceled a trip to the United States?

Base: All respondents (n=1,534)

Among respondents who had a trip planned to the United States, **30% canceled it.**



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	15%	20%	12%	16%	6%	11%	23%	17%	13%	17%	15%	15%	18%	14%	13%	16%	-1
No	35%	34%	34%	36%	40%	42%	27%	39%	32%	40%	41%	28%	34%	36%	37%	36%	-1
Does not apply (I didn't have a trip planned)	50%	46%	54%	47%	54%	47%	50%	44%	55%	43%	45%	57%	49%	50%	50%	48%	+2

Cancellation of Travel Plans to the United States (2/3)

Q7Z. Have you canceled a trip to the United States?

Base: All respondents (n=1,534)



	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
Yes	15%	13%	23%	16%	10%	22%	6%
No	35%	48%	24%	36%	28%	29%	67%
Does not apply (I didn't have a trip planned)	50%	39%	53%	48%	62%	49%	28%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Cancellation of Travel Plans to the United States (3/3)

Q7Z. Have you canceled a trip to the United States/**Canada**?

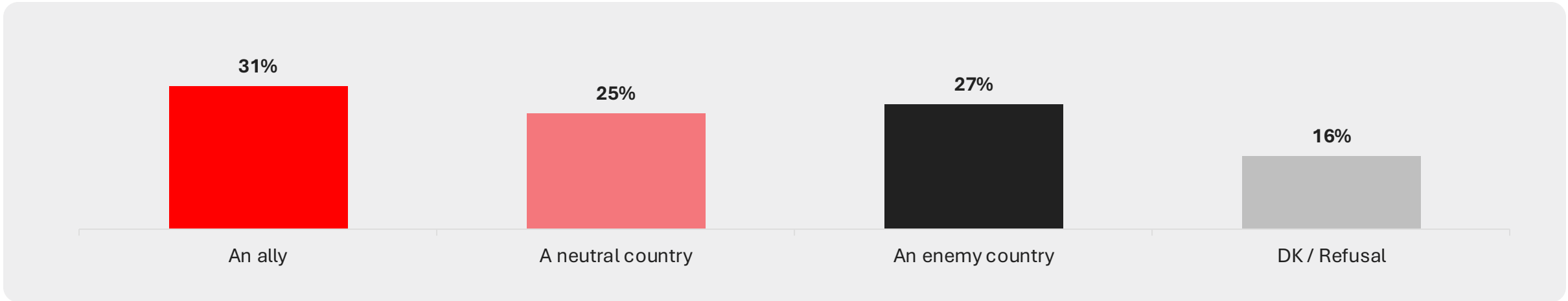
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
Yes	15%	4%	11
No	35%	47%	12
Does not apply (I didn't have a trip planned)	50%	49%	1

Perception of the United States as an Ally, Neutral, or Enemy (1/3)

Q8Z. Do you consider the United States to be an ally, a neutral country, or an enemy country?

Base: All respondents (n=1,534)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
<i>Unweighted n=</i>	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
An ally	31%	30%	26%	32%	38%	38%	30%	37%	26%	24%	33%	35%	32%	31%	31%	30%	+1
A neutral country	25%	22%	29%	25%	22%	20%	28%	26%	25%	37%	26%	18%	27%	25%	22%	27%	-2
An enemy country	27%	27%	28%	25%	25%	31%	31%	28%	27%	22%	25%	33%	26%	28%	29%	27%	-
DK / Refusal	16%	21%	16%	18%	15%	11%	11%	9%	23%	17%	17%	15%	15%	16%	18%	16%	-

Perception of the United States as an Ally, Neutral, or Enemy (2/3)

Q8Z. Do you consider the United States to be an ally, a neutral country, or an enemy country?

Base: All respondents (n=1,534)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,534	475	433	179	84	44	23*
Unweighted n=	1,534	449	442	191	111	45	23*
An ally	31%	48%	22%	20%	23%	35%	55%
A neutral country	25%	26%	26%	27%	31%	27%	8%
An enemy country	27%	18%	40%	37%	36%	22%	11%
DK / Refusal	16%	9%	12%	15%	11%	15%	27%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Perception of the United States as an Ally, Neutral, or Enemy (3/3)

Q8Z. Do you consider the United States/**Canada** to be an ally, a neutral country, or an enemy country?

Base: All respondents

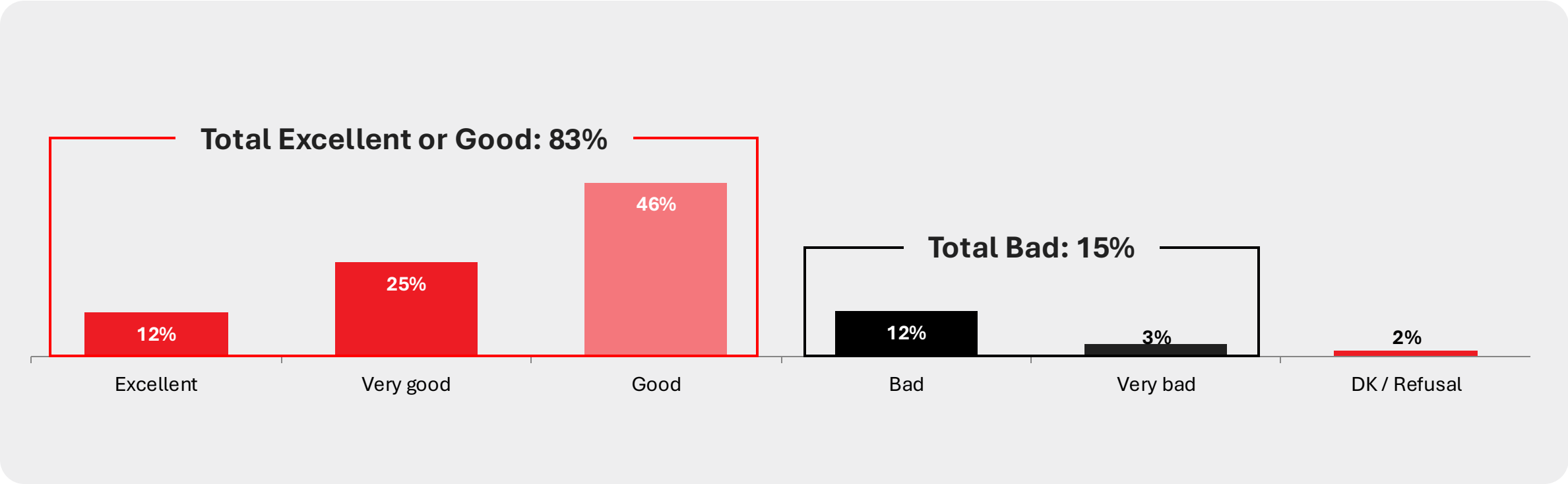
	 Total CANADA	 Total USA	Gap
Weighted n=	1,534	1,007	
Unweighted n=	1,534	1,007	
An ally	31%	56%	25
A neutral country	25%	29%	4
An enemy country	27%	1%	26
DK / Refusal	16%	14%	2

State of the Economy

Self-Assessment of Current Mental Health (1/4)

Q1Z. Currently, how would you rate your mental health?

Base: All respondents (n=1,534)



Self-Assessment of Current Mental Health (2/4)

Q1Z. Currently, how would you rate your mental health?



Base: All respondents (n=1,534)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
TOTAL EXCELLENT OR GOOD	83%	78%	89%	80%	71%	85%	87%	84%	82%	77%	77%	91%	83%	82%	85%	82%	+1
Excellent	12%	8%	17%	9%	8%	9%	15%	15%	9%	7%	7%	18%	11%	14%	9%	13%	-1
Very good	25%	30%	28%	24%	25%	22%	23%	27%	23%	21%	17%	34%	27%	23%	25%	24%	+1
Good	46%	40%	44%	47%	37%	54%	48%	42%	50%	50%	53%	39%	45%	45%	50%	44%	+2
TOTAL BAD	15%	21%	9%	18%	28%	14%	11%	15%	16%	20%	22%	8%	15%	16%	15%	17%	-2
Bad	12%	19%	6%	14%	24%	9%	10%	12%	13%	16%	16%	7%	11%	12%	14%	14%	-2
Very bad	3%	2%	2%	4%	4%	5%	1%	3%	3%	4%	6%	1%	4%	4%	1%	3%	-
DK / Refusal	2%	0%	2%	2%	1%	1%	2%	1%	2%	3%	1%	1%	2%	2%	0%	2%	-

Self-Assessment of Current Mental Health (4/4)

Q1Z. Currently, how would you rate your mental health?

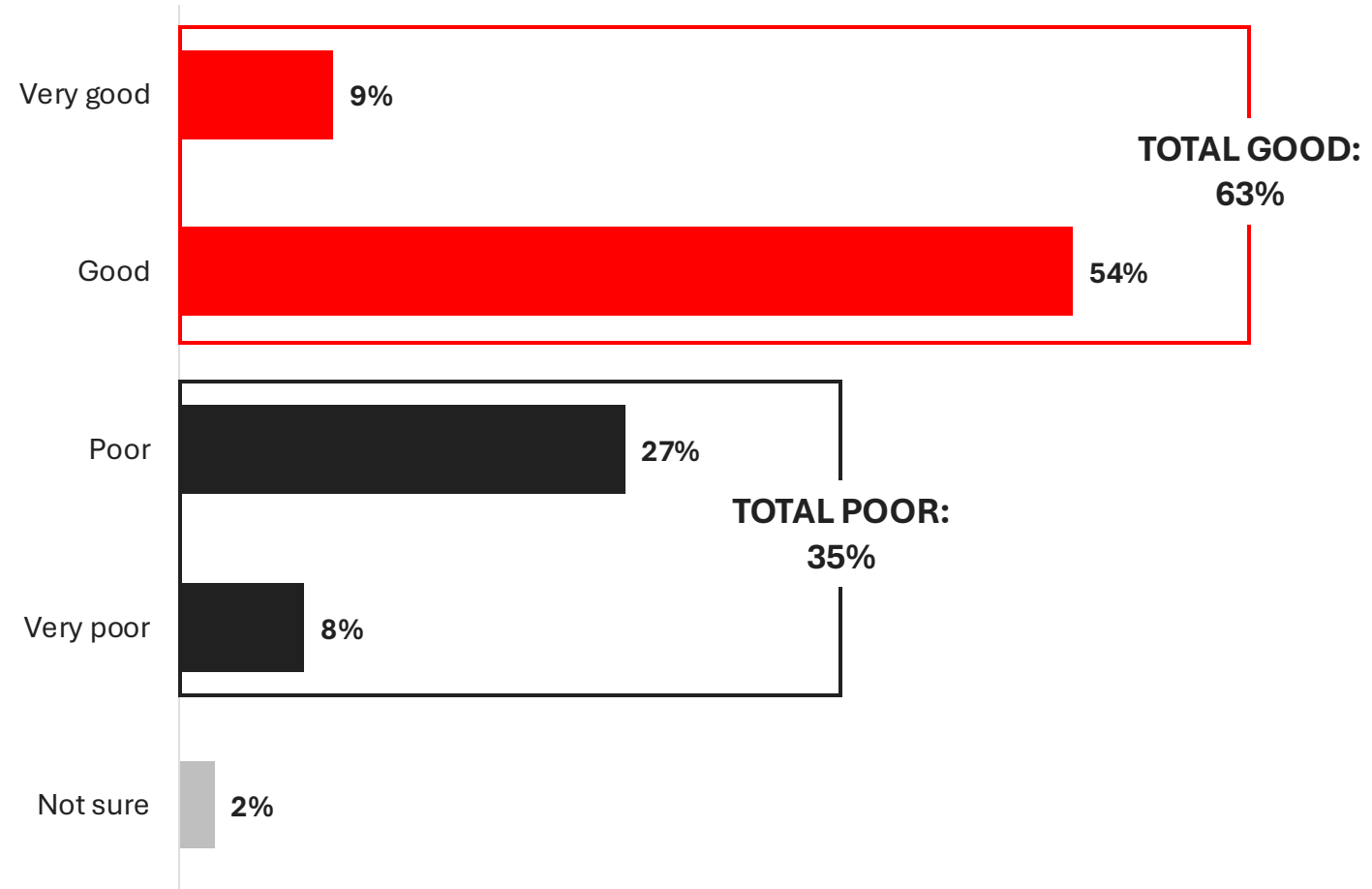
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
TOTAL EXCELLENT OR GOOD	83%	78%	5
Excellent	12%	19%	7
Very good	25%	24%	1
Good	46%	35%	11
TOTAL BAD	15%	19%	4
Bad	12%	14%	2
Very bad	3%	5%	2
DK / Refusal	2%	3%	1

State of Household Finances (1/3)

Q4. How would you describe your own household's finances today?

Base: All respondents (n=1,534)



State of Household Finances (2/3)

Q4. How would you describe your own household's finances today?



Base: All respondents (n=1,534)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
<i>Unweighted n=</i>	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
TOTAL GOOD	63%	63%	72%	58%	60%	60%	67%	64%	63%	57%	55%	74%	62%	65%	65%	62%	+1
Very good	9%	7%	15%	8%	8%	5%	9%	11%	8%	6%	7%	14%	9%	10%	10%	9%	-
Good	54%	56%	58%	50%	52%	55%	58%	53%	55%	51%	48%	60%	53%	55%	55%	54%	-
TOTAL POOR	35%	36%	25%	40%	36%	37%	32%	34%	35%	40%	42%	25%	36%	33%	34%	33%	+2
Poor	27%	26%	20%	31%	25%	28%	28%	28%	26%	34%	31%	19%	26%	26%	28%	25%	+2
Very poor	8%	10%	6%	9%	11%	9%	3%	7%	8%	6%	11%	6%	10%	6%	6%	8%	-
Not sure	2%	2%	2%	2%	4%	3%	1%	2%	2%	3%	3%	1%	2%	3%	1%	4%	-2

State of Household Finances (3/3)

Q4. How would you describe your own household’s finances today?

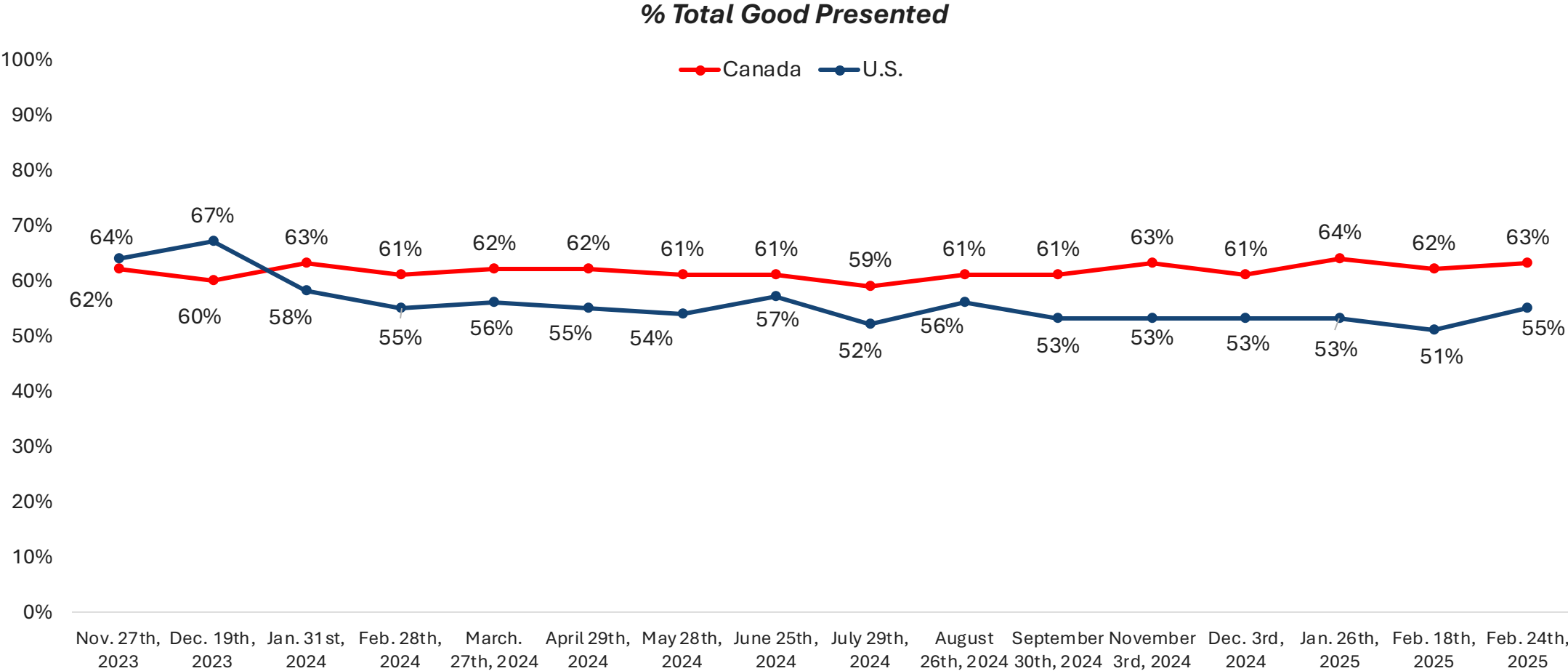
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
TOTAL GOOD	63%	55%	8
Very good	9%	9%	-
Good	54%	46%	8
TOTAL POOR	35%	41%	6
Poor	27%	28%	1
Very poor	8%	14%	6
Not sure	2%	3%	1

State of Household Finances – Evolution

Q4. How would you describe your own household’s finances today?

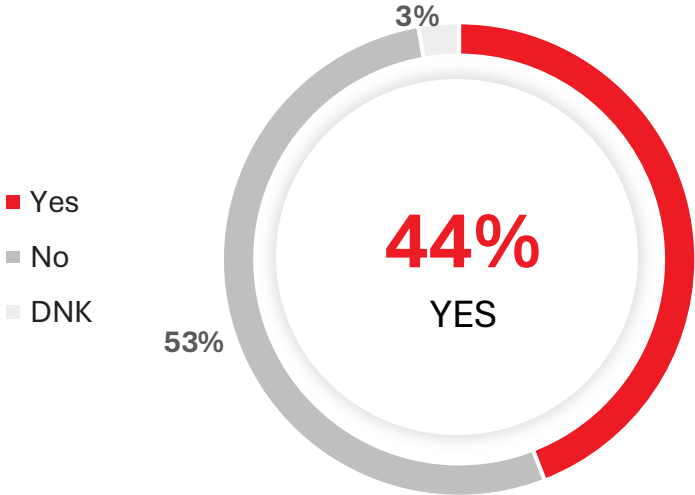
Base: All respondents



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,534)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	44%	51%	33%	49%	51%	49%	38%	41%	47%	47%	56%	33%	46%	40%	47%	46%	-2
No	53%	46%	64%	49%	44%	49%	59%	55%	51%	48%	41%	66%	52%	56%	50%	52%	+1
I don't know	3%	3%	3%	2%	5%	2%	3%	3%	2%	5%	3%	1%	2%	3%	3%	2%	+1

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?

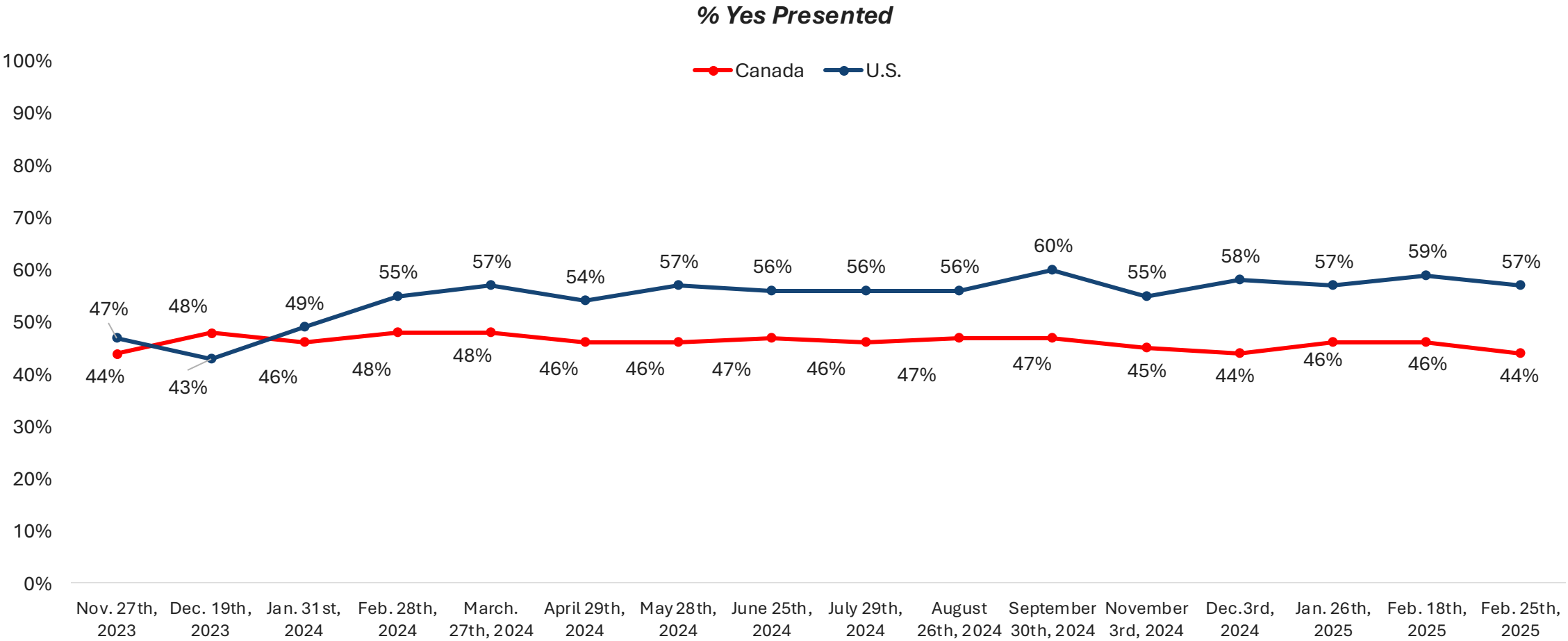
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,534	1,007	
<i>Unweighted n=</i>	1,534	1,007	
Yes	44%	57%	13
No	53%	38%	15
I don't know	3%	5%	2

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheque to paycheque?

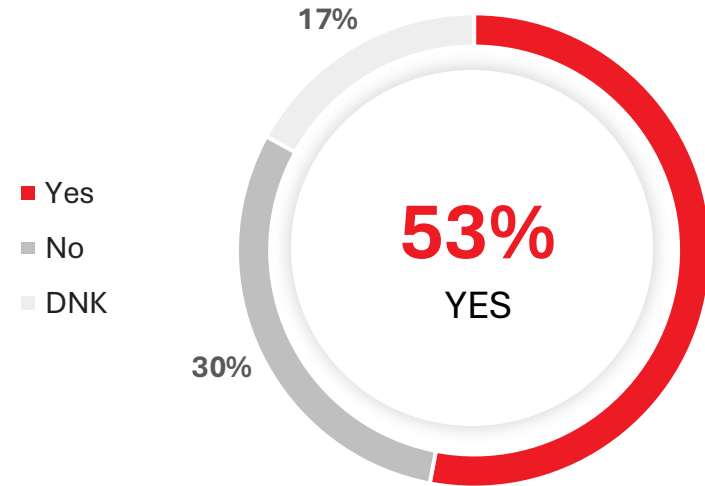
Base: All respondents



Economic Recession in the Country (1/2)

Q1. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,534)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,534	104	355	596	99	167	213	750	784	411	490	633	629	588	303	1,550	
Unweighted n=	1,534	101	413	612	125	130	153	809	725	424	452	658	658	567	298	1,550	
Yes	53%	47%	47%	58%	53%	59%	51%	53%	54%	67%	57%	41%	55%	52%	51%	50%	+3
No	30%	33%	39%	26%	16%	23%	35%	35%	25%	17%	26%	40%	28%	29%	33%	34%	-4
I don't know	17%	21%	15%	17%	31%	19%	15%	13%	22%	16%	17%	18%	16%	19%	16%	16%	+1

Economic Recession in the Country (2/2)

Q1. Do you believe Canada is currently in an economic recession?

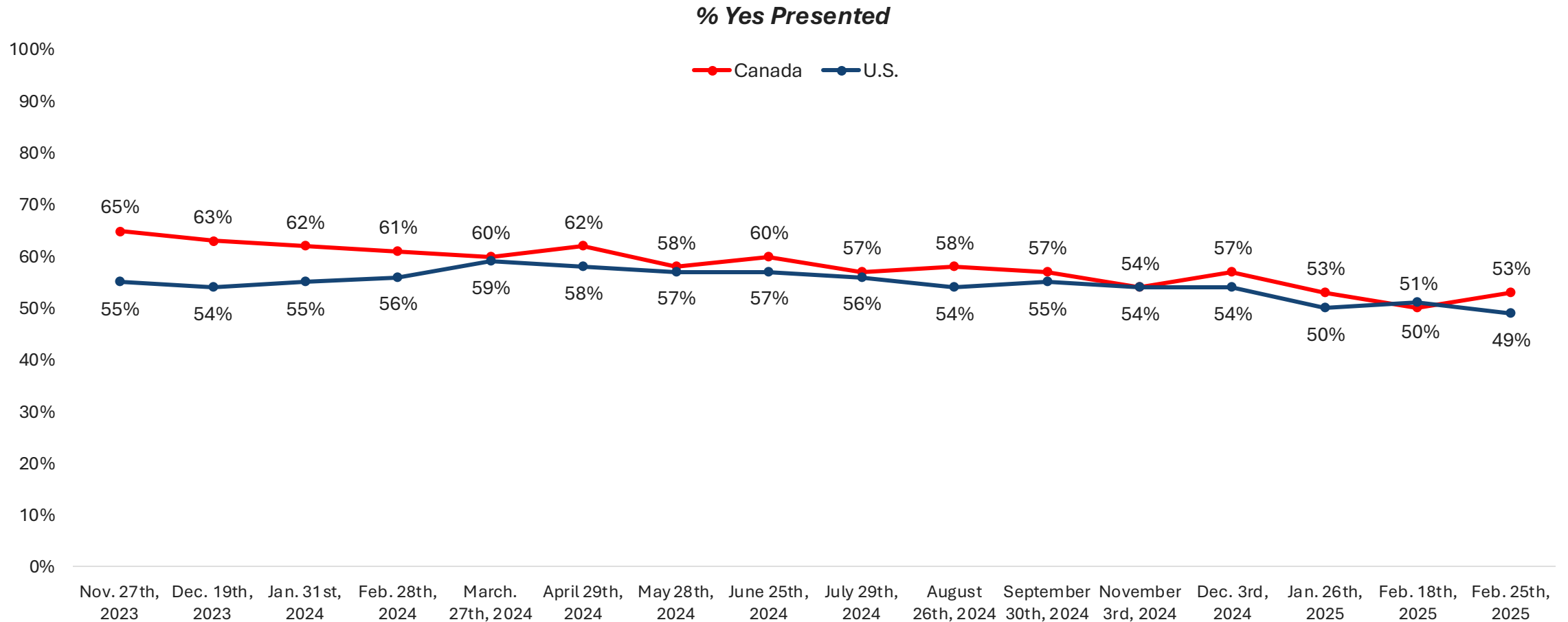
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,534	1,007	
Unweighted n=	1,534	1,007	
Yes	53%	49%	4
No	30%	28%	2
I don't know	17%	23%	6

Economic Recession in the Country – Evolution

Q1. Do you believe Canada is currently in an economic recession?

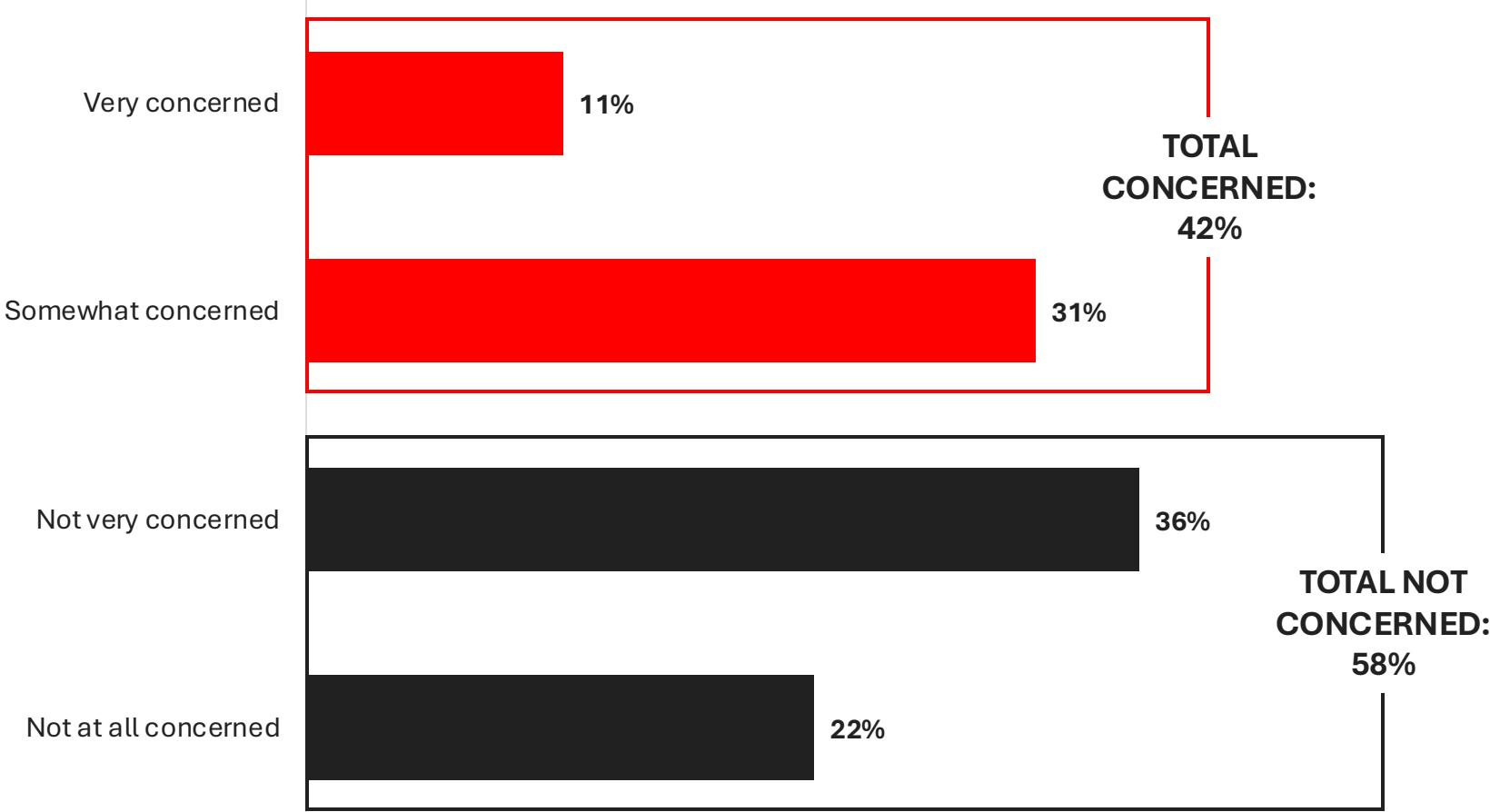
Base: All respondents



Concerns About Losing Job (1/3)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed (n=759)



Concerns About Losing Job (2/3)

Q6. How concerned are you about losing your job in the next 12 months?



Base: Respondents who are currently employed (n=759)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	740	41	171	274	55	93	107	388	352	242	348	150	305	295	134	789	
Unweighted n=	759	44	199	302	69	63	82	420	339	265	335	159	336	284	135	781	
TOTAL CONCERNED	42%	32%	26%	49%	53%	53%	40%	45%	40%	50%	43%	30%	48%	44%	26%	39%	+3
Very concerned	11%	11%	6%	15%	11%	14%	5%	12%	10%	13%	12%	5%	14%	9%	9%	14%	-3
Somewhat concerned	31%	21%	20%	34%	42%	39%	35%	33%	29%	36%	31%	25%	34%	35%	17%	25%	+6
TOTAL NOT CONCERNED	58%	68%	74%	51%	47%	47%	60%	55%	60%	50%	57%	70%	52%	56%	74%	61%	-3
Not very concerned	36%	42%	36%	34%	29%	29%	46%	34%	37%	34%	37%	36%	33%	37%	42%	37%	-1
Not at all concerned	22%	26%	39%	16%	18%	17%	14%	21%	23%	16%	21%	34%	19%	20%	33%	24%	-2

Concerns About Losing Job (3/3)

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

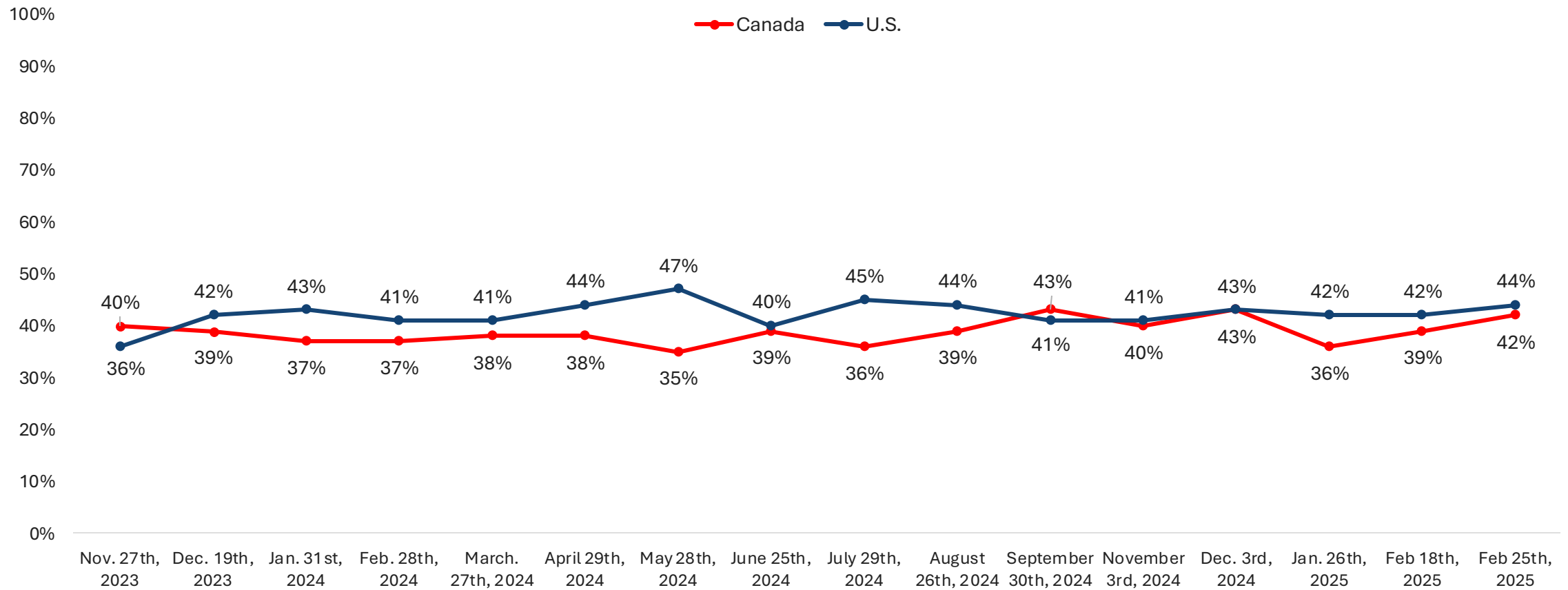
	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	740	486	
<i>Unweighted n=</i>	759	478	
TOTAL CONCERNED	42%	44%	2
Very concerned	11%	20%	9
Somewhat concerned	31%	24%	7
TOTAL NOT CONCERNED	58%	56%	2
Not very concerned	36%	32%	4
Not at all concerned	22%	24%	2

Concerns About Losing Job – Evolution

Q6. How concerned are you about losing your job in the next 12 months?

Base: Respondents who are currently employed

% Total Concerned Presented



Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,534)

The table below presents the Canadian distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	809	750
Female	725	784

Language (Mother Tongue)

	Unweighted	Weighted
French	363	304
English	1,047	1,119
Other	111	124

Age

	Unweighted	Weighted
18 to 34	424	411
35 to 54	452	490
55+	658	633

Province

	Unweighted	Weighted
British Columbia	153	213
Alberta	130	167
Manitoba/Saskatchewan	125	99
Ontario	612	596
Quebec	413	355
Atlantic	101	104

Respondent profiles – *American Sample*

(Base n=1,007)

The following tables present the demographic distribution of respondents for the United States.

Gender

	Unweighted	Weighted
Male	487	491
Female	520	516

Region

	Unweighted	Weighted
Northeast	204	179
Midwest	233	211
South	364	385
West	206	232

Age

	Unweighted	Weighted
Between 18 and 34	172	290
Between 35 and 54	376	336
55 and older	459	381

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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