



Report

# North American Tracker

February 18<sup>th</sup>, 2025



# Methodology

Every month, 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= 1,550**  
American sample: **n= 1,000**).

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 14 to Feb 17, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%**, (19 times out of 20) for the Canadian sample and **±3.10%**, (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](mailto:aenns@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto: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

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

**1**

**Three quarters of Canadians (74%) have an unfavourable opinion of Donald Trump, while 13% view him favourably.** Among Americans, opinions are more divided: 41% have a favourable view of Trump, while 43% have an unfavourable one.

**2**

**Canadians have mixed views on the U.S.: 27% perceive it as an enemy country, 30% as an ally, and another 27% as a neutral nation.** Meanwhile, a majority of Americans (56%) consider Canada an ally.

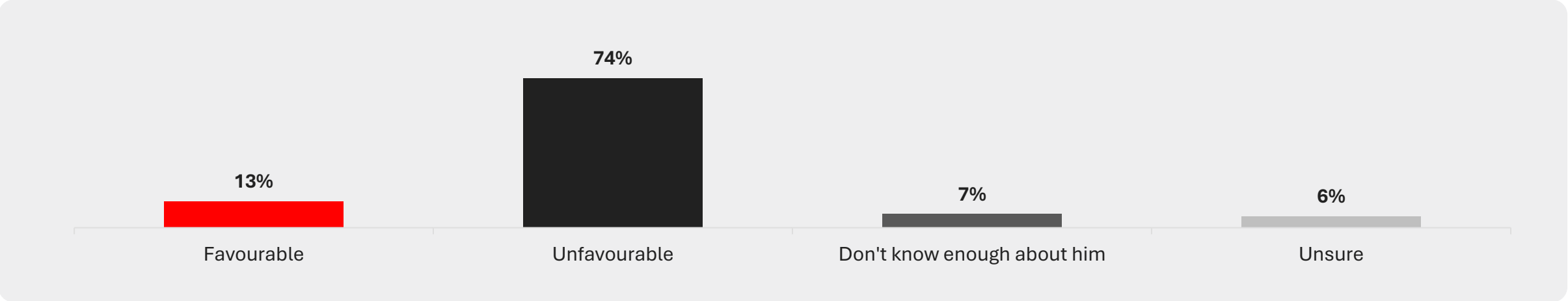
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# Response to Tariffs on Canadian Imports

# 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=1,550)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	<b>1,550</b>	104	358	600	100	173	215	756	794	413	499	638	657	596	285
Unweighted n=	<b>1,550</b>	100	409	620	133	130	158	773	777	384	455	711	694	566	281
Favourable	<b>13%</b>	8%	<b>9%</b>	15%	20%	21%	<b>9%</b>	<b>18%</b>	<b>9%</b>	17%	<b>17%</b>	<b>8%</b>	13%	14%	14%
Unfavourable	<b>74%</b>	77%	<b>81%</b>	75%	65%	<b>62%</b>	73%	<b>70%</b>	<b>79%</b>	<b>65%</b>	<b>69%</b>	<b>85%</b>	76%	73%	75%
Don't know enough about him	<b>7%</b>	10%	5%	6%	7%	9%	10%	7%	7%	<b>12%</b>	6%	<b>4%</b>	6%	6%	8%
Unsure	<b>6%</b>	4%	5%	4%	7%	9%	9%	6%	6%	7%	<b>8%</b>	<b>3%</b>	5%	<b>8%</b>	<b>3%</b>

# 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=1,550)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,550	520	420	141	81	42	38
Unweighted n=	1,550	479	445	164	107	41	42
Favourable	13%	27%	5%	7%	2%	11%	33%
Unfavourable	74%	59%	93%	91%	95%	65%	46%
Don't know enough about him	7%	7%	2%	1%	3%	9%	9%
Unsure	6%	8%	1%	1%	0%	15%	11%

# 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

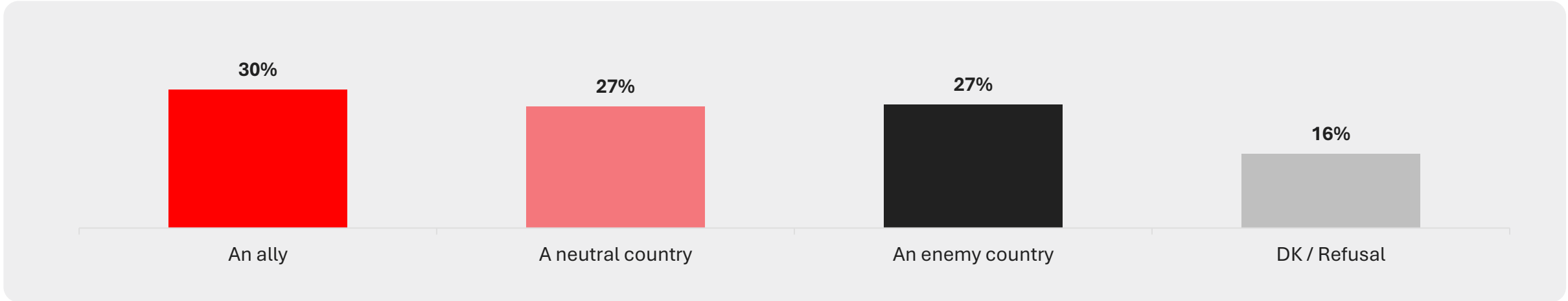
	 <b>Total CANADA</b>	 <b>Total USA</b>	Gap
<i>Weighted n=</i>	<b>1,550</b>	<b>1,000</b>	
<i>Unweighted n=</i>	<b>1,550</b>	<b>1,000</b>	
Favourable	<b>13%</b>	<b>41%</b>	<b>28</b>
Unfavourable	<b>74%</b>	<b>43%</b>	<b>31</b>
Don't know enough about him	7%	7%	-
Unsure	<b>6%</b>	<b>9%</b>	<b>3</b>



# 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=1,550)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	<b>1,550</b>	104	358	600	100	173	215	756	794	413	499	638	657	596	285
Unweighted n=	<b>1,550</b>	100	409	620	133	130	158	773	777	384	455	711	694	566	281
An ally	<b>30%</b>	<b>20%</b>	28%	30%	34%	<b>41%</b>	29%	<b>39%</b>	<b>22%</b>	<b>26%</b>	<b>35%</b>	29%	28%	33%	31%
A neutral country	<b>27%</b>	31%	28%	27%	23%	23%	26%	25%	28%	<b>39%</b>	27%	<b>19%</b>	26%	25%	30%
An enemy country	<b>27%</b>	30%	<b>32%</b>	27%	24%	20%	25%	27%	27%	<b>20%</b>	23%	<b>35%</b>	<b>31%</b>	25%	22%
DK / Refusal	<b>16%</b>	19%	<b>12%</b>	17%	19%	16%	20%	<b>10%</b>	<b>22%</b>	16%	15%	18%	15%	17%	17%

# 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=1,550)

							
	<b>Total Canada</b>	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	<b>1,550</b>	520	420	141	81	42	38
Unweighted n=	<b>1,550</b>	479	445	164	107	41	42
An ally	<b>30%</b>	<b>48%</b>	<b>20%</b>	<b>21%</b>	<b>23%</b>	25%	37%
A neutral country	<b>27%</b>	27%	26%	34%	21%	27%	36%
An enemy country	<b>27%</b>	<b>18%</b>	<b>37%</b>	34%	<b>47%</b>	27%	<b>16%</b>
DK / Refusal	<b>16%</b>	<b>8%</b>	<b>17%</b>	11%	9%	21%	11%

## 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

	 <b>Total CANADA</b>	 <b>Total USA</b>	Gap
Weighted n=	<b>1,550</b>	<b>1,000</b>	
Unweighted n=	<b>1,550</b>	<b>1,000</b>	
An ally	<b>30%</b>	<b>56%</b>	<b>26</b>
A neutral country	27%	28%	<b>1</b>
An enemy country	<b>27%</b>	<b>1%</b>	<b>26</b>
DK / Refusal	16%	15%	<b>1</b>

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# Respondent Profile

## Respondent profiles – *Canadian Sample*

(Base n=1,550)

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

### Gender

	Unweighted	Weighted
Male	773	756
Female	777	794

### Language (Mother Tongue)

	Unweighted	Weighted
French	356	306
English	1,075	1,141
Other	119	104

### Age

	Unweighted	Weighted
18 to 34	384	413
35 to 54	455	499
55+	711	638

### Province

	Unweighted	Weighted
British Columbia	158	215
Alberta	130	173
Manitoba/Saskatchewan	133	100
Ontario	620	600
Quebec	409	358
Atlantic	100	104

## Respondent profiles – *American Sample*

(Base n=1,000)

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

### Gender

	Unweighted	Weighted
Male	489	488
Female	511	512

### Region

	Unweighted	Weighted
Northeast	193	177
Midwest	208	206
South	369	382
West	230	235

### Age

	Unweighted	Weighted
Between 18 and 34	192	292
Between 35 and 54	375	326
55 and older	433	382

## 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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