



Report

Canada – U.S. Trade War

August 31st, 2026



Content

1. Methodology	3
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2. Key Highlights	6
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3. Detailed Results	8
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5. Respondent Profile	33
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Methodology

Methodology - Canada-U.S. Trade War

This week, we conducted a survey of Canadians to explore their views related to the Canada-U.S. trade war.

Method

Online survey among Canadian respondents 18 years of age or older. (**n=1,552**)

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.

When

Data collection from **August 28th to 31st, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.48%**, (19 times out of 20).

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 one of the following people:

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Notes

A more detailed sample breakdown is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
	43%	43.7%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	49%	50%
	49%	48%
Others	2%	2%

Key Highlights

Key Highlights

Some of **the key highlights** of our survey on Canada-U.S. Trade War

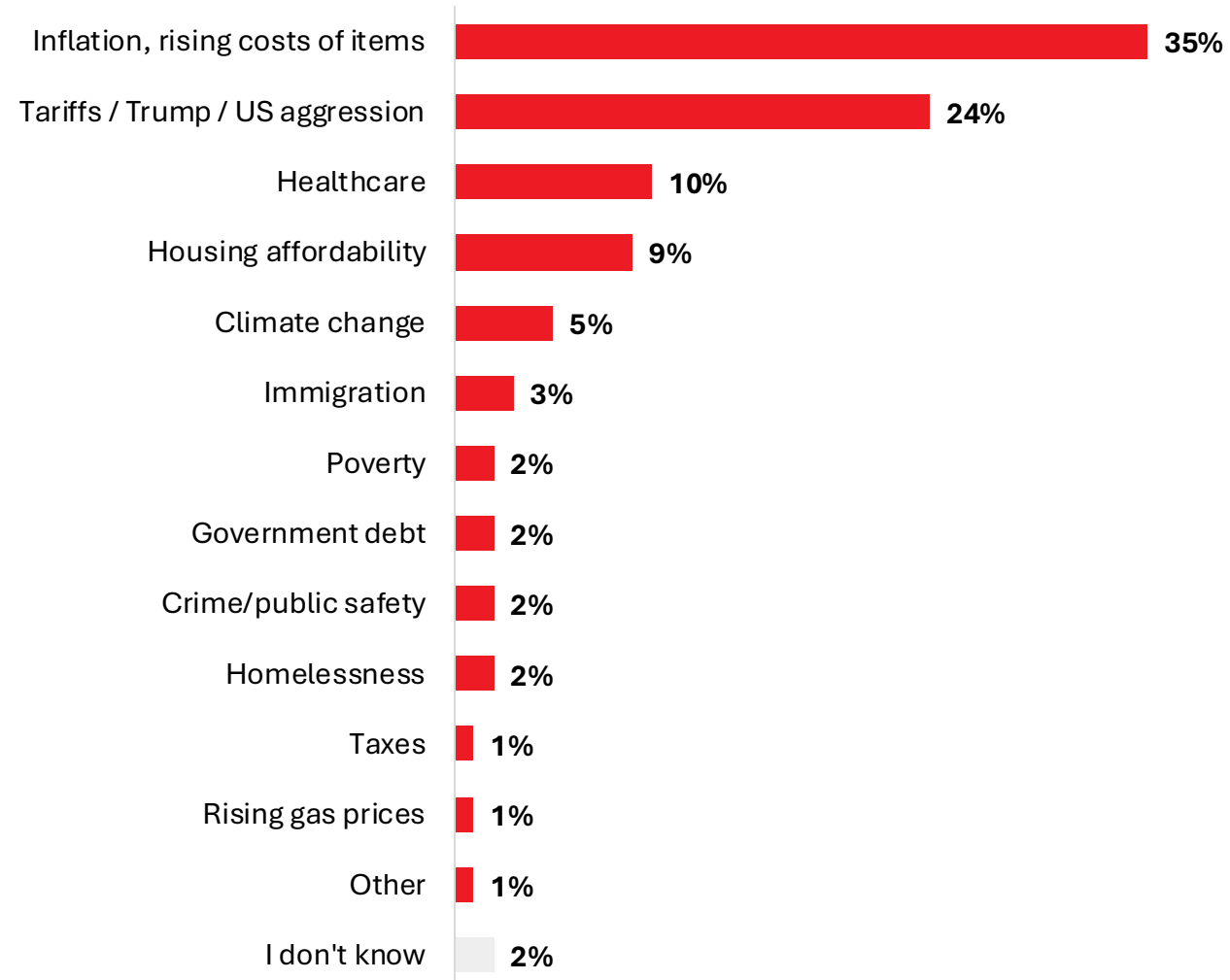
- **The cost of living and Canada–U.S. tensions dominate the national agenda.** Inflation and rising prices are identified as Canada’s most important issue by 35%, followed by tariffs, Donald Trump and U.S. aggression at 24%. Other issues stand at 10% or less. Inflation is especially high among Canadians aged (41% among 18-34 years old ; 42% among 34-55), whereas those aged 55 and older are more focused on U.S. tariffs and aggression (36%). Tariffs are up 4 points since this question was last asked in July 2025.
- **Canadians overwhelmingly reject the idea of becoming the 51st state of the United States.** Eighty-five percent (85%) would not want Canada to become the 51st U.S. state, compared with only 9% who would support the idea. Rejection is particularly strong among women at 90%, Quebecers at 89%, and Canadians aged 55 and older at 93%.
- **A plurality of Canadians now describes the United States as an enemy country** (41%), while only 22% see it as an ally and 22% as a neutral country. **The perception that the United States is an enemy country is up 15 points compared to the last measurement in June 2025.** However, 64% say their impression of the United States would change if Donald Trump were no longer president, suggesting that the deterioration is directed partly at the current U.S. administration rather than viewed as permanent.
- **Canadians expect the trade conflict to affect them personally.** Nearly two-thirds (63%) anticipate a major or moderate impact from the new tariffs on their personal finances, while 87% expect at least some impact. This perception that has remained stable since Trump’s tariff threats began.
- **Around half of Canadians believe Canada is already in a recession (46%),** and 38% of employed respondents are concerned about losing their job within the next 12 months. In addition, **78% of Canadians believe the new tariffs will result in higher prices for Canadian consumers,** while only 9% believe prices will not increase.
- **There is broad initial support for the federal government’s new tariffs:** 74% agree with Carney’s decision to impose new tariffs on certain U.S. products, compared with 13% who disagree and 13% who are unsure. Support is especially high among Canadians aged 55 and older at 83%, and in Quebec at 78%.
- Overall Canadian pride remains stable at 83% compared with June 2025, but the **share who are very proud has increased sharply to 56% (+11 points).** At the same time, 41% say they have become more proud in recent months (+7 points), a shift that may coincide with Trump’s renewed tariff threats and increasingly hostile rhetoric toward Canadians.

Detailed Results
Canada – U.S. Trade War

Top Issue Facing Canada (1/2)

Q1. What is the number one issue facing Canada today?

Base: All respondents (n=1,552)



Top Issue Facing Canada (2/2)

Q1. What is the number one issue facing Canada today?

Base: All respondents (n=1,552)

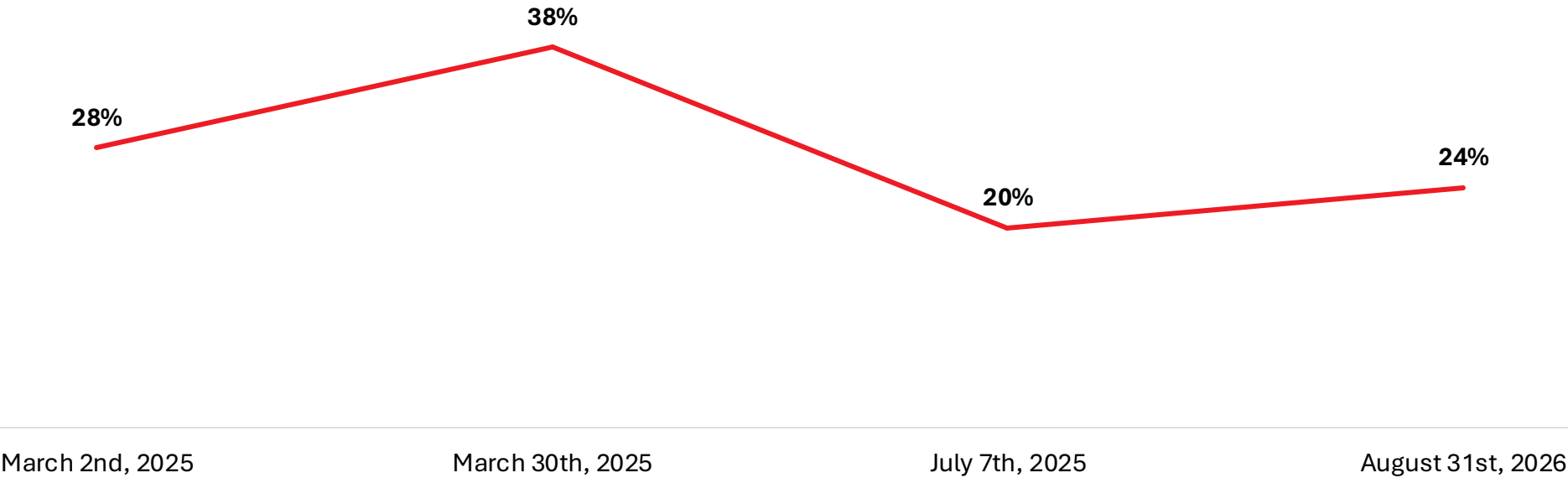
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
Inflation, rising costs of items	35%	34%	34%	37%	38%	36%	31%	31%	39%	41%	42%	27%
Tariffs / Trump / US aggression	24%	18%	30%	22%	18%	25%	23%	26%	22%	10%	20%	36%
Healthcare	10%	12%	8%	7%	14%	11%	13%	8%	11%	11%	7%	11%
Housing affordability	9%	14%	5%	11%	8%	1%	13%	9%	8%	14%	8%	6%
Climate change	5%	1%	7%	3%	2%	5%	7%	4%	5%	7%	5%	3%
Immigration	3%	4%	3%	2%	6%	5%	2%	4%	3%	4%	2%	3%
Poverty	2%	1%	3%	2%	2%	3%	1%	2%	2%	1%	3%	2%
Government debt	2%	2%	1%	2%	1%	2%	3%	3%	1%	2%	1%	2%
Crime/public safety	2%	2%	0%	3%	2%	0%	3%	2%	2%	2%	2%	1%
Homelessness	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	3%	1%
Taxes	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
Rising gas prices	1%	5%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%
Other	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
I don't know	2%	1%	3%	2%	7%	2%	0%	3%	2%	3%	2%	2%

Top Issue Facing Canada – U.S Tariffs (trended)

Q1. What is the number one issue facing Canada today?

Base: All respondents

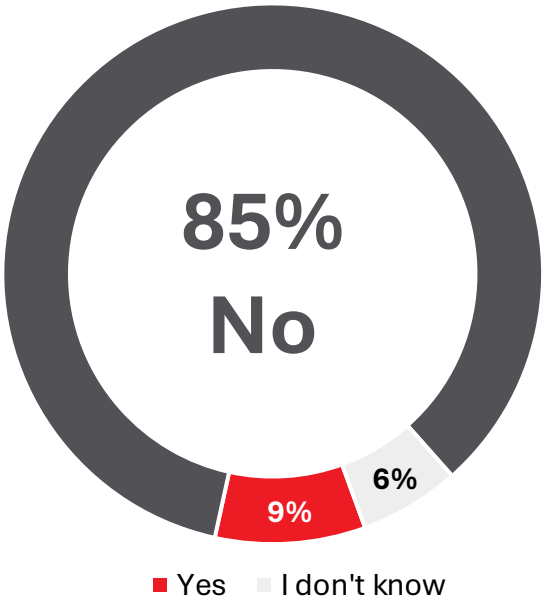
% Tariffs / Trump / US aggression Presented



Support for Canada Becoming the 51st U.S. State

Q2. Would you or would you not like Canada to become the 51st state of the United States?

Base: All respondents (n=1,552)

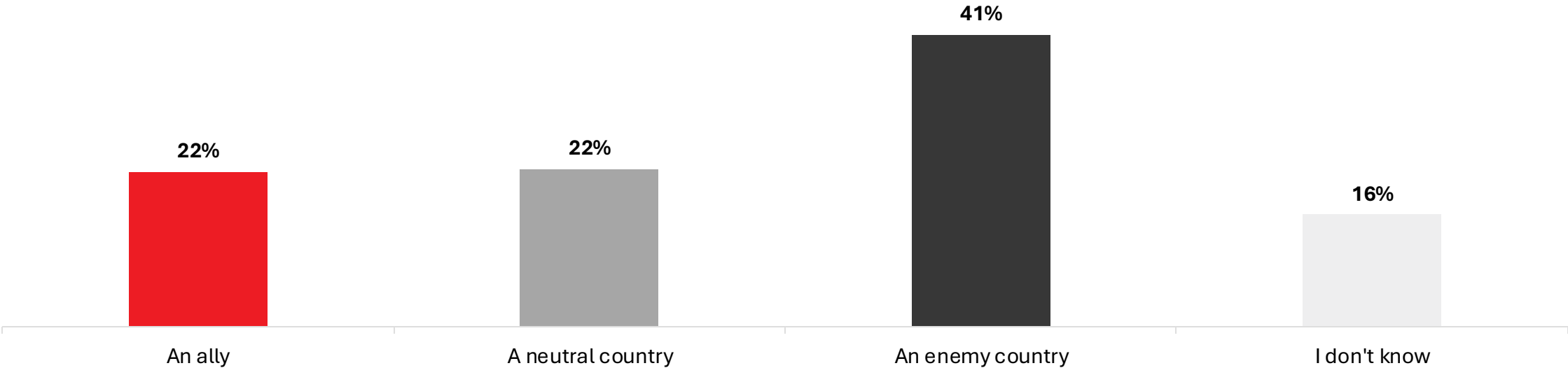


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total January 2025	Total March 2025
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641	1,545	1,599
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702	1,545	1,599
Yes, I would	9%	6%	6%	9%	5%	9%	13%	13%	5%	14%	10%	4%	11%	9%
No, I would not	85%	86%	89%	86%	81%	79%	85%	81%	90%	78%	82%	93%	82%	85%
I don't know / I prefer not to answer	6%	8%	5%	5%	13%	11%	2%	7%	5%	8%	8%	3%	7%	5%

Perception of the United States

Q3. Do you consider the United States to be an ally, a neutral country, or an enemy country?

Base: All respondents (n=1,552)

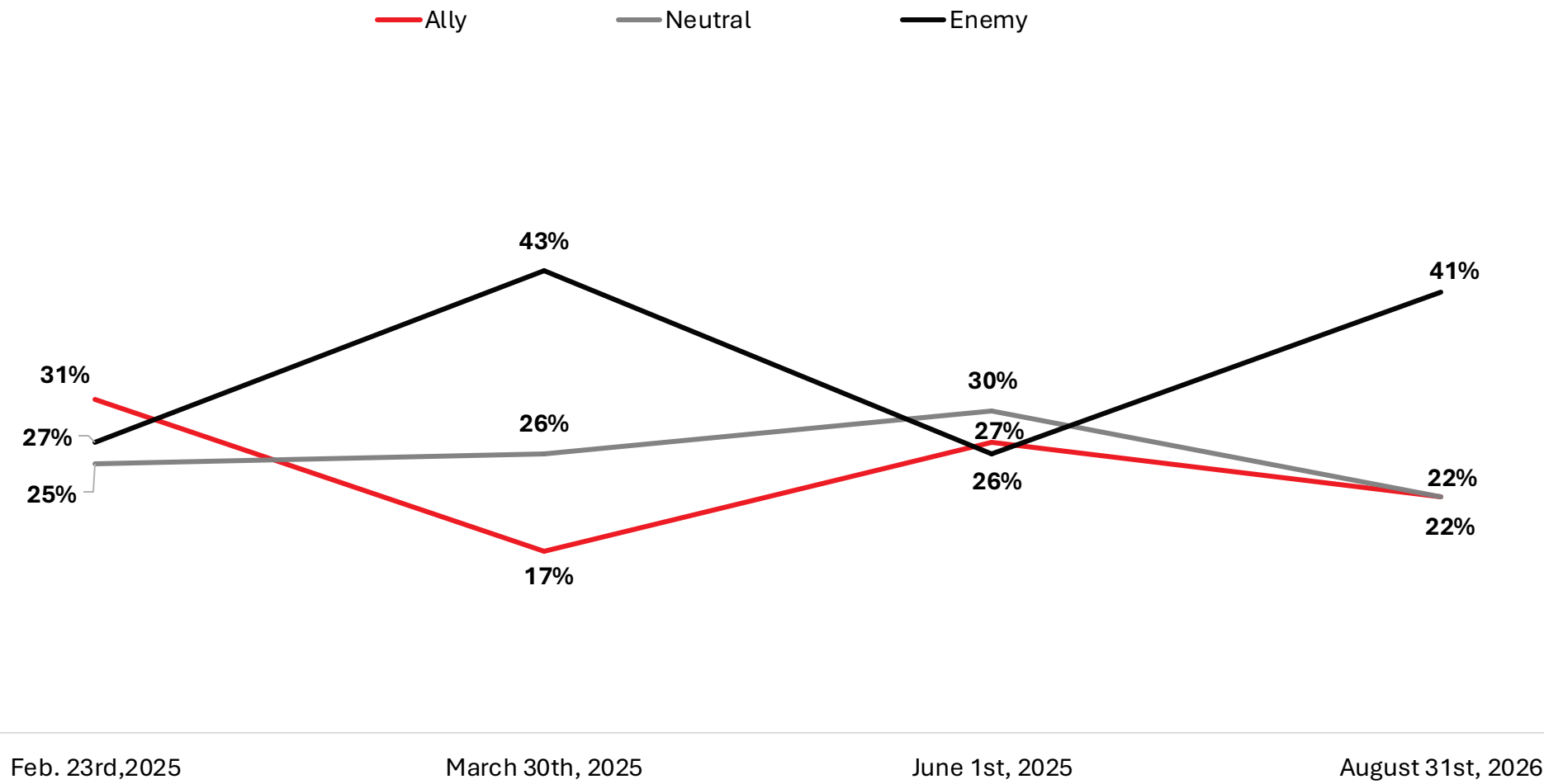


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
An ally	22%	23%	17%	24%	20%	22%	22%	28%	15%	20%	23%	22%
A neutral country	22%	21%	20%	21%	25%	26%	25%	23%	21%	31%	27%	13%
An enemy country	41%	35%	49%	39%	34%	37%	39%	39%	42%	31%	36%	51%
I don't know	16%	20%	14%	16%	20%	16%	14%	9%	22%	18%	15%	15%

Perception of the United States – Trended

Q3. Do you consider the United States to be an ally, a neutral country, or an enemy country?

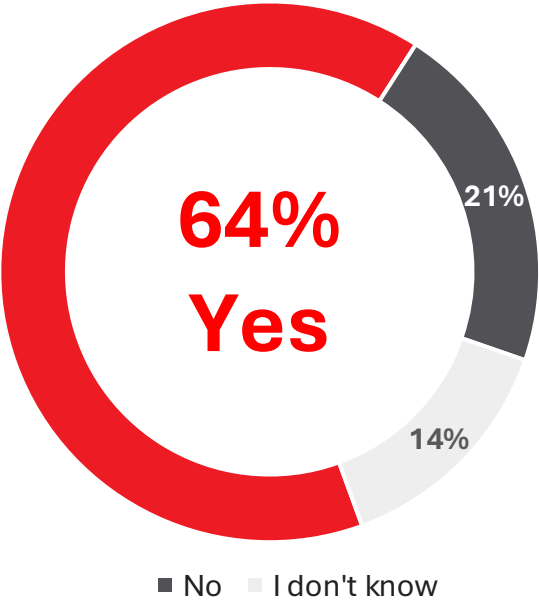
Base: All respondents



Impact of a Change in U.S. Presidency on Perceptions of the United States

Q4. If Donald Trump was no longer the President of the United States would that change your impression of the US?

Base: All respondents (n=1,552)

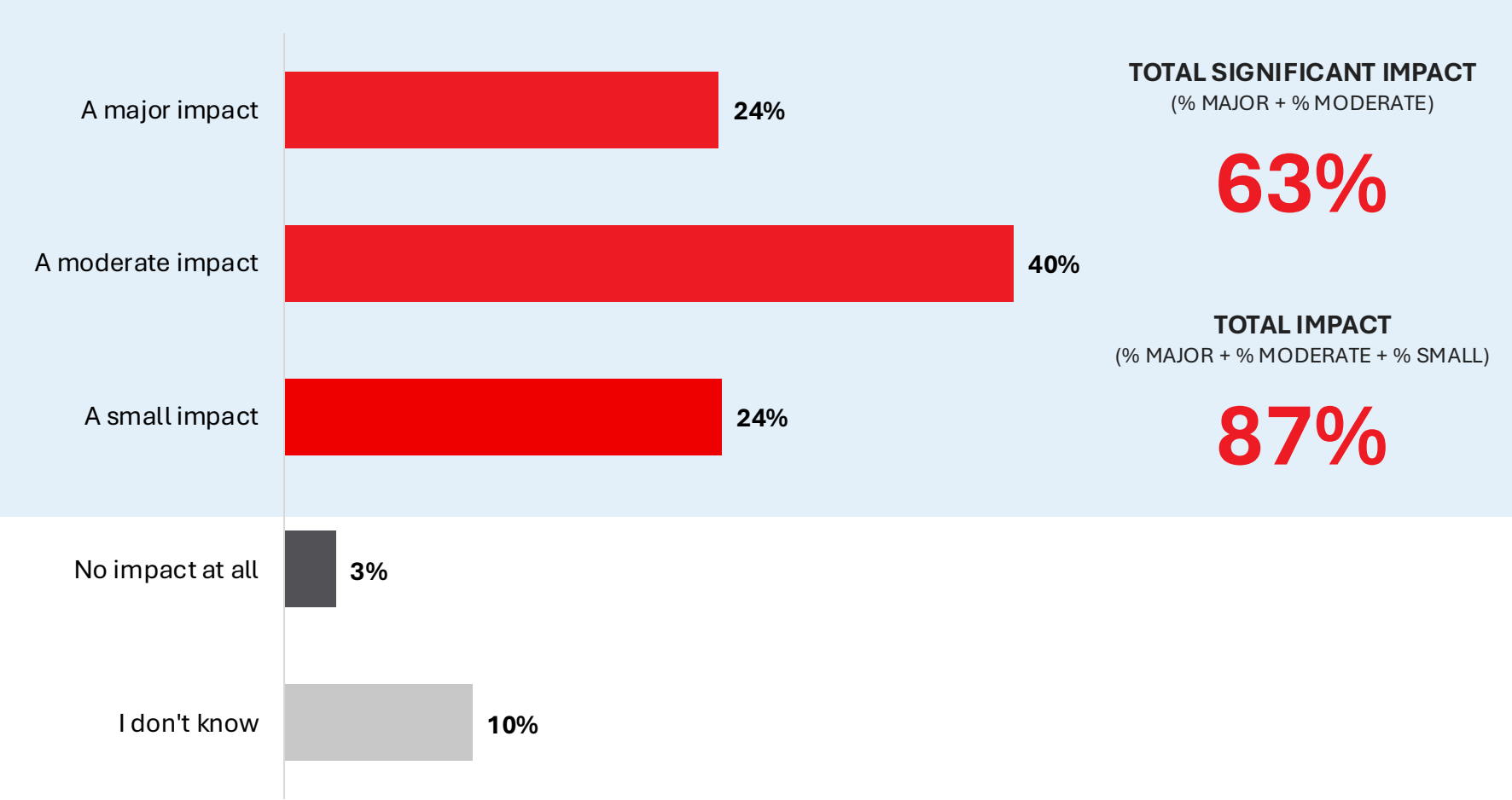


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
Yes	64%	55%	72%	65%	62%	63%	56%	58%	71%	64%	65%	64%
No	21%	25%	16%	22%	18%	22%	30%	27%	16%	22%	23%	20%
I don't know	14%	20%	12%	13%	20%	15%	14%	15%	13%	13%	12%	16%

Expected Personal Financial Impact of New Tariffs (1/2)

Q5. How much impact do you think the new tariffs will have on your personal financial situation?

Base: All respondents (n=1,552)



Expected Personal Financial Impact of New Tariffs (2/2)

Q5. How much impact do you think the new tariffs will have on your personal financial situation?

Base: All respondents (n=1,552)

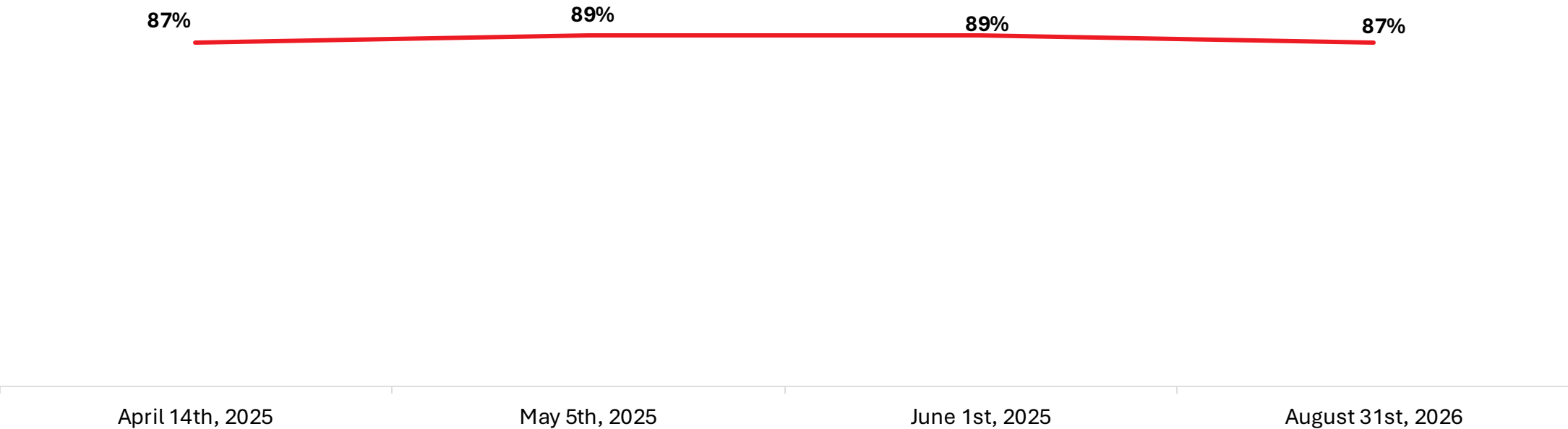
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
TOTAL SIGNIFICANT IMPACT	87%	84%	86%	89%	79%	87%	86%	87%	87%	87%	89%	85%
TOTAL IMPACT	63%	60%	68%	68%	54%	51%	57%	60%	66%	71%	66%	56%
A major impact	24%	15%	28%	27%	18%	19%	18%	19%	28%	27%	26%	19%
A moderate impact	40%	45%	40%	41%	36%	32%	40%	41%	38%	44%	40%	36%
A small impact	24%	24%	18%	22%	24%	36%	29%	27%	21%	15%	24%	29%
No impact at all	3%	6%	4%	2%	2%	2%	3%	4%	2%	3%	3%	2%
I don't know	10%	9%	10%	9%	20%	11%	10%	10%	11%	10%	7%	13%

Expected Personal Financial Impact of New Tariffs – Trended

Q5. How much impact do you think the new tariffs will have on your personal financial situation?

Base: All respondents

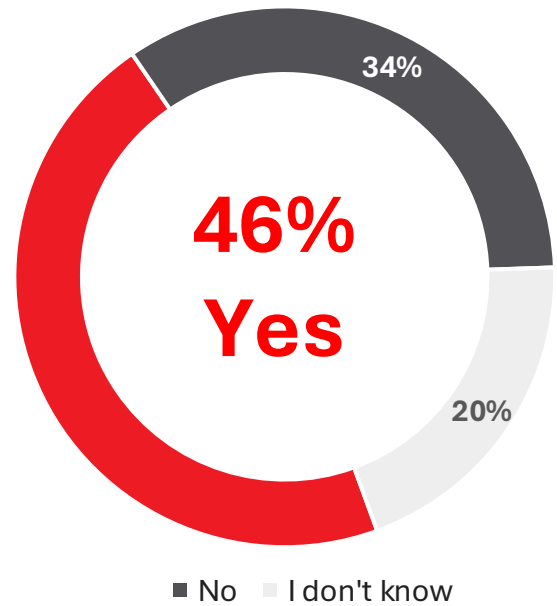
% Total Impact Presented (Major + moderate + small)



Perception of Canada's Economic Recession Status

Q6. Do you believe Canada is currently in an economic recession?

Base: All respondents (n=1,552)



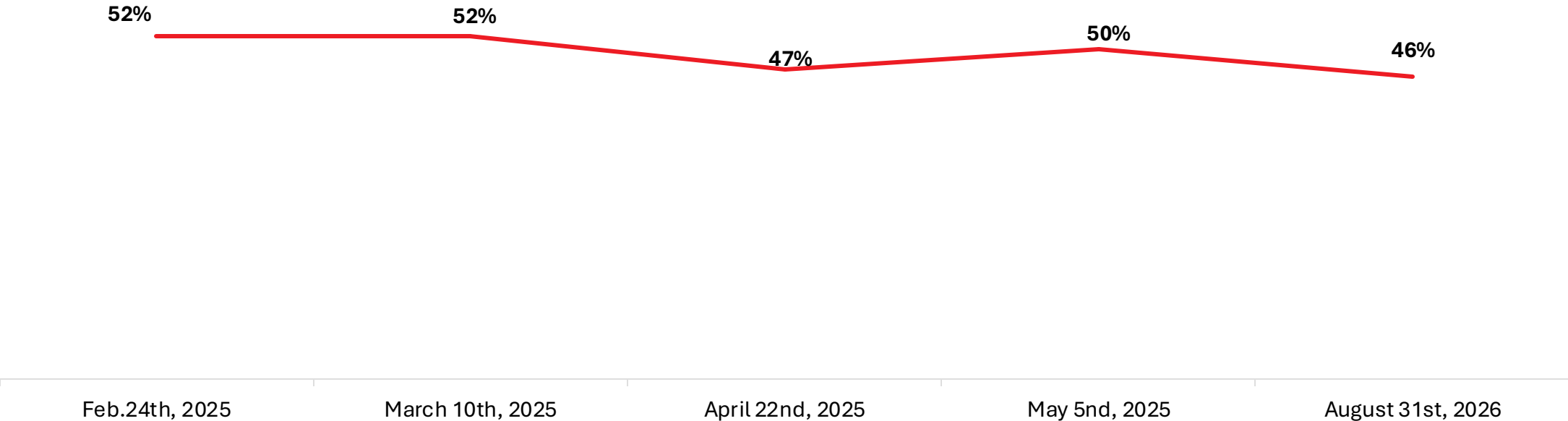
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
Yes	46%	38%	44%	49%	39%	47%	46%	44%	48%	56%	51%	36%
No	34%	40%	37%	32%	20%	31%	39%	40%	28%	22%	27%	47%
I don't know	20%	22%	19%	19%	41%	21%	15%	17%	24%	22%	22%	17%

Perception of Canada’s Economic Recession Status – *Trended*

Q6. Do you believe Canada is currently in an economic recession?

Base: All respondents

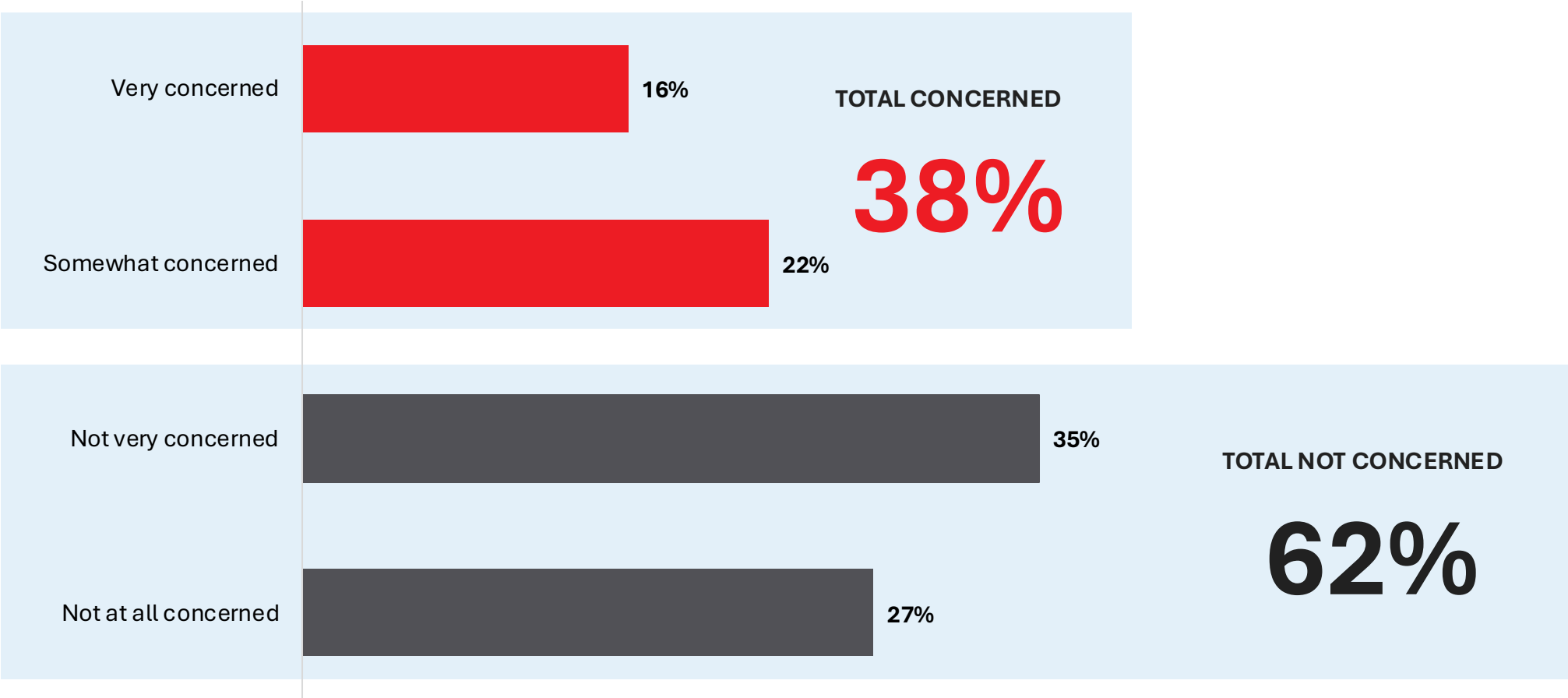
% Yes Presented



Concern About Job Loss in the Next 12 Months (1/2)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents that hold a job full or part time (n=777)



Concern About Job Loss in the Next 12 Months (2/2)

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents that hold a job full or part time (n=777)

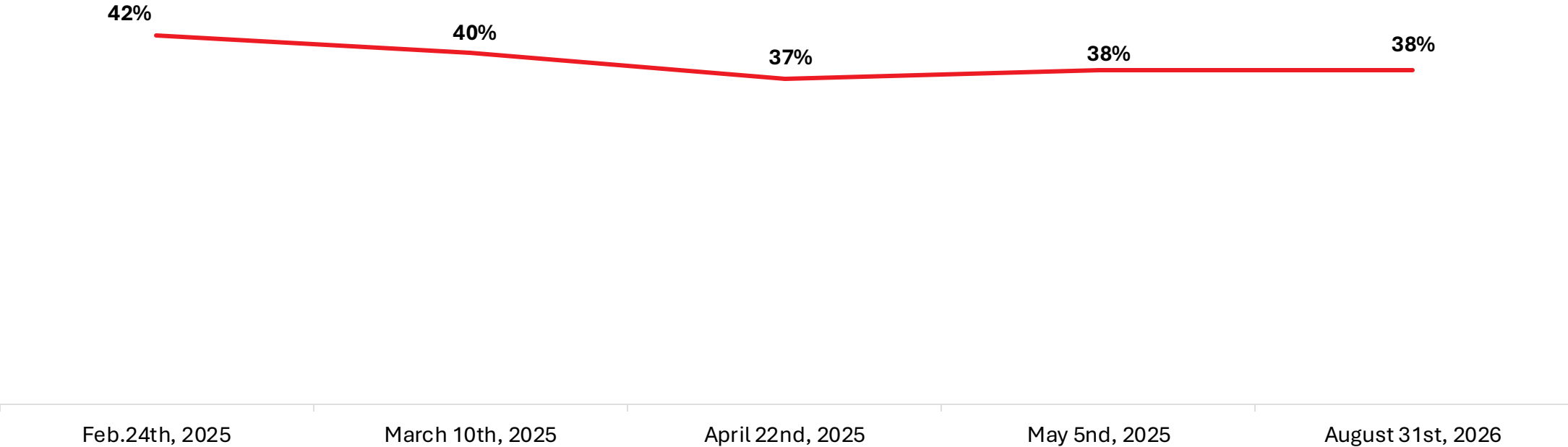
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	799	47	194	297	57	93	112	414	385	254	371	174
Unweighted n=	777	49	223	298	75	56	76	453	324	285	307	185
NET CONCERNED	38%	34%	28%	49%	26%	39%	32%	38%	37%	46%	37%	27%
Very concerned	16%	9%	13%	19%	6%	16%	19%	16%	15%	21%	14%	11%
Somewhat concerned	22%	25%	15%	30%	20%	23%	13%	23%	22%	25%	23%	16%
NET NOT CONCERNED	62%	66%	72%	51%	74%	61%	68%	62%	63%	54%	63%	73%
Not very concerned	35%	40%	37%	29%	39%	33%	46%	32%	38%	34%	38%	29%
Not at all concerned	27%	26%	35%	22%	35%	28%	22%	29%	25%	20%	25%	43%

Concern About Job Loss in the Next 12 Months – Trended

Q7. How concerned are you about losing your job in the next 12 months?

Base: Respondents that hold a job full or part time

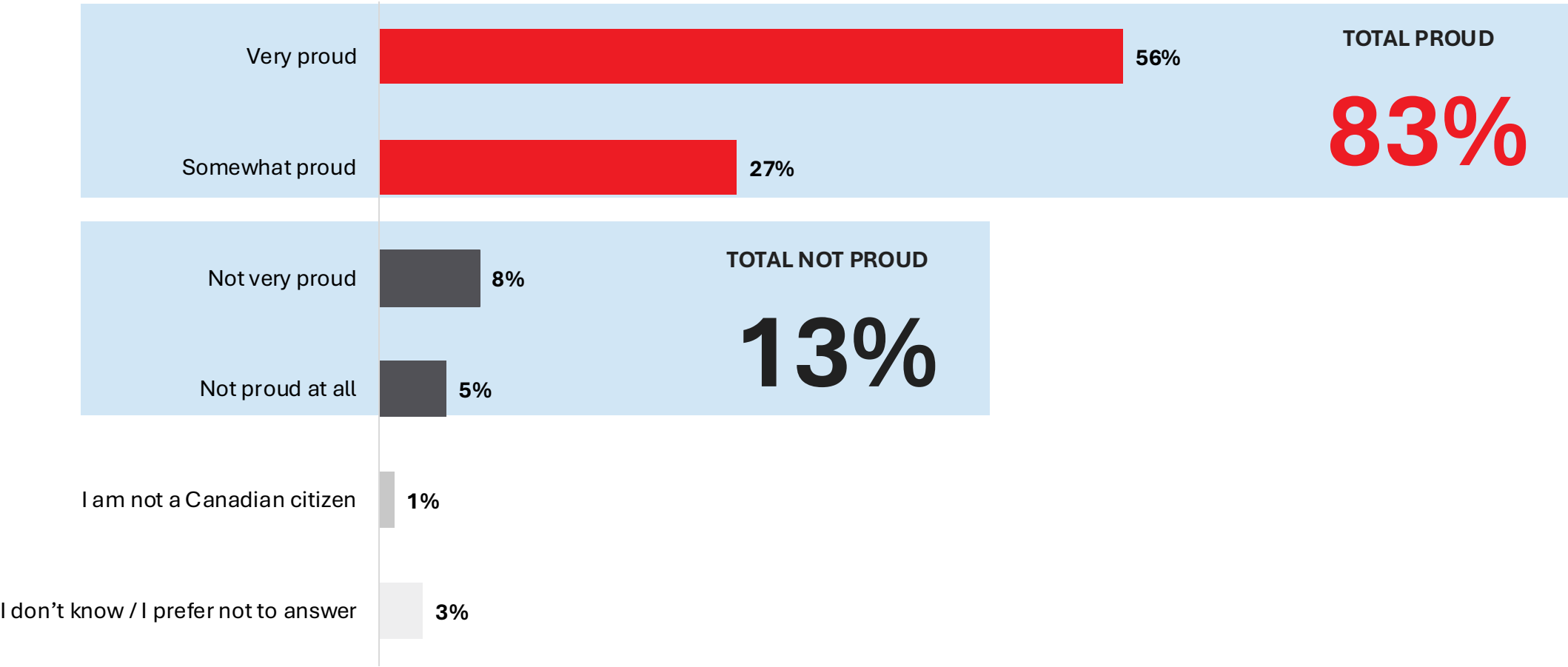
% Total Concerned Presented



Pride in being Canadian (1/2)

Q9. To what extent are you proud to be a Canadian?

Base: All respondents (n=1,552)



Pride in being Canadian (2/2)

Q9. To what extent are you proud to be a Canadian?

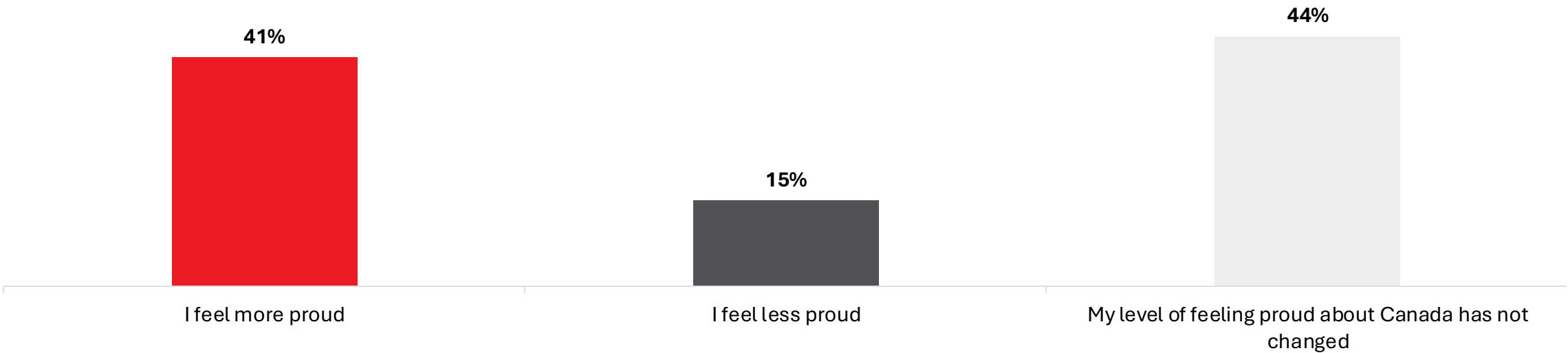
Base: All respondents (n= 1,552)

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2025	Total June 2024
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641	1,580	1,607
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702	1,580	1,607
NET PROUD	83%	81%	79%	85%	83%	83%	85%	80%	86%	77%	81%	88%	83%	76%
Very proud	56%	66%	52%	58%	47%	53%	60%	55%	57%	40%	48%	72%	45%	40%
Somewhat proud	27%	14%	27%	27%	37%	30%	25%	25%	29%	37%	33%	16%	38%	36%
NET NOT PROUD	13%	11%	17%	11%	10%	14%	11%	15%	10%	16%	15%	9%	15%	19%
Not very proud	8%	4%	11%	8%	6%	6%	5%	9%	7%	10%	8%	5%	11%	12%
Not proud at all	5%	7%	5%	4%	4%	8%	6%	7%	3%	6%	6%	3%	4%	8%
I am not a Canadian citizen	1%	2%	1%	1%	2%	1%	0%	1%	1%	3%	1%	0%	0%	2%
I don't know / I prefer not to answer	3%	6%	4%	2%	5%	2%	5%	3%	3%	4%	4%	3%	1%	3%

Recent Change in Pride in Being Canadian

Q9. In the past 2-3 months are you more proud of being Canadian or living in Canada, less proud or your pride in Canada not changed?

Base: All respondents (n=1,552)

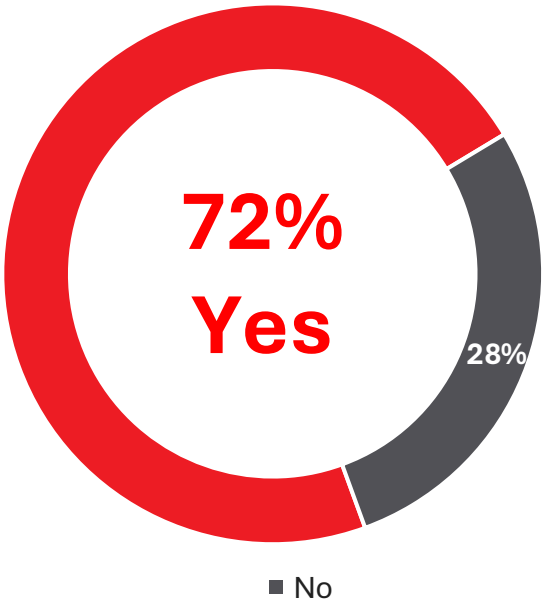


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2025	Gap
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641	1,580	
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702	1,580	
I feel more proud	41%	43%	37%	45%	34%	32%	43%	45%	36%	42%	39%	41%	34%	+7
I feel less proud	15%	22%	10%	15%	19%	20%	14%	15%	15%	20%	18%	10%	21%	-6
My level of feeling proud about Canada has not changed	44%	35%	53%	39%	47%	48%	43%	39%	49%	39%	44%	48%	45%	-1

Increased Canadian Pride as a Result of President Trump’s Statements

Q10. Are you feeling more proud as a result of some of the things US President Trump has said about Canada?

Base: Respondents who are feeling prouder of being Canadian in the past 2-3 months (n=675)

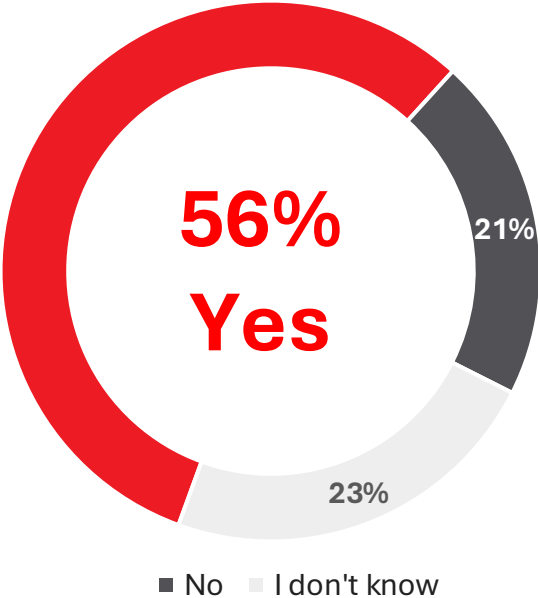


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total June 2025	Gap
Weighted n=	629	45	132	274	34	56	90	345	285	171	194	264	1,580	
Unweighted n=	675	53	160	287	48	49	78	411	264	213	157	305	1,580	
Yes	72%	72%	79%	72%	62%	64%	69%	74%	70%	68%	64%	80%	83%	-11
No	28%	28%	21%	28%	38%	36%	31%	26%	30%	32%	36%	20%	17%	+11

Support for Recalling MPs to Address Canada-U.S. Trade Tensions

Q11. The House of Commons is not currently sitting and is scheduled to resume September 22. Given the current trade tensions and tariffs between Canada and the United States, do you think MPs should be recalled to Ottawa before then to address the situation?

Base: All respondents (n=1,552)

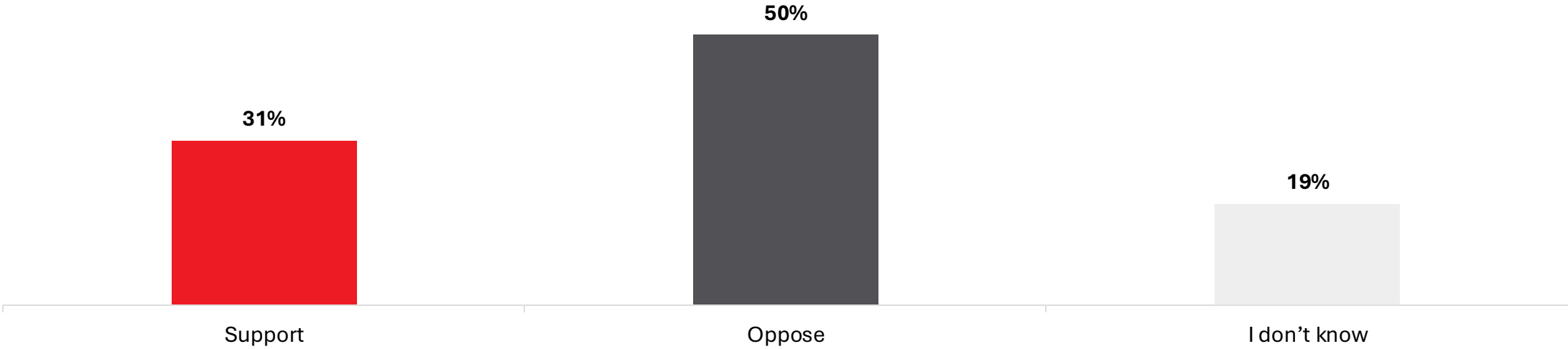


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
Yes	56%	51%	61%	58%	50%	54%	50%	58%	55%	51%	58%	59%
No	21%	26%	17%	19%	16%	23%	31%	25%	17%	15%	18%	26%
I don't know	23%	23%	22%	23%	34%	23%	19%	18%	28%	34%	25%	15%

Support for Allowing More U.S. Dairy and Food Products into Canada in Exchange for Lower Prices

Q12. Would you support or oppose allowing more US dairy and other food products into Canada if it meant lower prices for the consumer?

Base: All respondents (n=1,552)

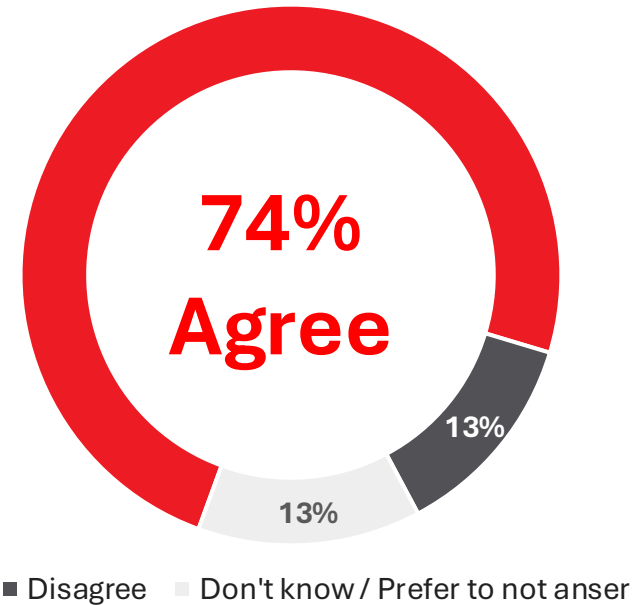


	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,552	105	360	603	100	173	210	760	792	409	501	641
Unweighted n=	1,552	108	416	609	130	132	157	863	689	448	402	702
Support	31%	32%	24%	34%	23%	40%	30%	36%	26%	39%	33%	23%
Oppose	50%	49%	61%	48%	46%	43%	47%	46%	54%	38%	46%	61%
I don't know	19%	20%	16%	18%	30%	17%	23%	18%	20%	23%	20%	15%

Support for New Tariffs on U.S. Products

Q13. Do you agree or disagree with Mark Carney’s federal government’s decision to impose new tariffs on certain U.S. products imported into Canada?

Base: All respondents (n=2,028)



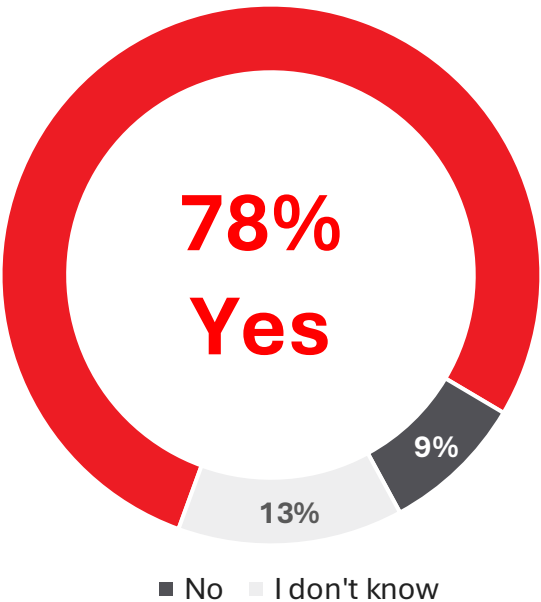
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	2,028	138	472	792	132	218	276	998	1,030	533	651	844
Unweighted n=	2,028	92	1,008	588	107	105	128	1,108	920	563	543	922
Agree	74%	66%	78%	76%	64%	64%	80%	75%	73%	67%	68%	83%
Disagree	13%	20%	11%	11%	22%	15%	12%	15%	10%	12%	16%	10%
Don't know / Prefer not to answer	13%	14%	12%	14%	14%	21%	8%	10%	17%	21%	17%	6%

The following questions were asked to an oversample of 1,000 Quebec respondents, which explains the difference in sample size.

Expected Impact of New Tariffs on Consumer Prices

Q14. In your opinion, will imposing new tariffs on certain U.S. products imported into Canada lead to higher prices for these products for Canadian consumers?

Base: All respondents (n=2,028)



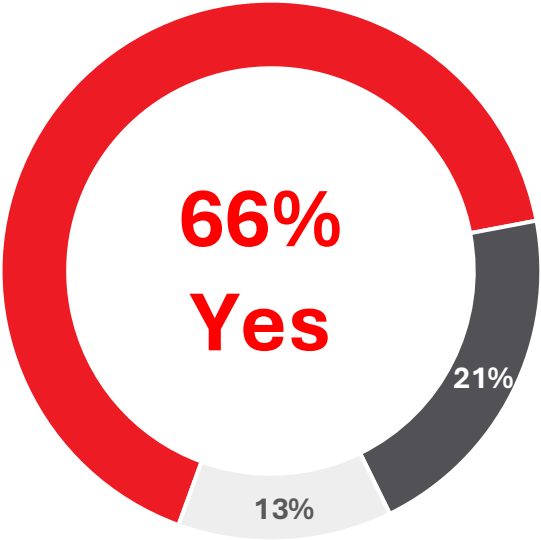
	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	2,028	138	472	792	132	218	276	998	1,030	533	651	844
Unweighted n=	2,028	92	1,008	588	107	105	128	1,108	920	563	543	922
Yes, prices will increase for Canadian consumers	78%	77%	80%	76%	75%	78%	83%	82%	74%	73%	77%	82%
No, prices will not increase for Canadian consumers	9%	13%	6%	11%	6%	5%	9%	10%	7%	13%	8%	6%
Don't know / Prefer not to answer	13%	10%	14%	14%	19%	17%	9%	8%	18%	14%	15%	12%

The following questions were asked to an oversample of 1,000 Quebec respondents, which explains the difference in sample size.

Support for Tariffs Despite Potential Price Increases

Q15. Even if imposing new tariffs on certain U.S. products were to increase the price of some products in Canada, would you agree or disagree with imposing them?

Base: All respondents (n=2,028)



■ No ■ I don't know

	Total	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	2,028	138	472	792	132	218	276	998	1,030	533	651	844
Unweighted n=	2,028	92	1,008	588	107	105	128	1,108	920	563	543	922
Yes, agree with imposing new tariffs on certain U.S. products	66%	60%	66%	67%	59%	64%	72%	71%	62%	57%	62%	76%
No, disagree with imposing new tariffs on certain U.S. products	21%	27%	20%	21%	20%	22%	18%	21%	20%	27%	22%	16%
Don't know / Prefer not to answer	13%	13%	13%	12%	21%	14%	10%	7%	18%	17%	16%	8%

The following questions were asked to an oversample of 1,000 Quebec respondents, which explains the difference in sample size.

Respondent Profile

Respondent profiles

(Base n=1,552)

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

Gender		
	Unweighted	Weighted
Male	863	760
Female	689	792

Language (Mother Tongue)		
	Unweighted	Weighted
French	307	368
English	1,111	1,053
Other	133	131

Age		
	Unweighted	Weighted
18 to 34	448	409
35 to 54	402	501
55+	702	641

Province		
	Unweighted	Weighted
British Columbia	157	210
Alberta	132	173
Manitoba/Saskatchewan	130	100
Ontario	609	603
Quebec	416	360
Atlantic	108	105

Respondent profiles – Quebec oversample

(Base n=2,028)

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

Gender

	Unweighted	Weighted
Male	1,108	998
Female	920	1,030

Language (Mother Tongue)

	Unweighted	Weighted
French	879	404
English	1,005	1,454
Other	144	170

Age

	Unweighted	Weighted
18 to 34	563	533
35 to 54	543	651
55+	922	844

Province

	Unweighted	Weighted
British Columbia	128	276
Alberta	105	218
Manitoba/Saskatchewan	107	132
Ontario	588	792
Quebec	1,008	472
Atlantic	92	138

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.

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Marketing research and polling

Customer Experience (CX)
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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
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185
consultants

8
offices

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