

Trump Tariffs Tracker

April 14, 2025



Methodology

Every week during this tumultuous period, we conduct a survey of Canadians 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= 1,630**
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 **April 11 to April 13, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.43%**, (19 times out of 20) for the Canadian sample and **±3.09%**, (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.

The **Most Accurate** Polling Firm in Canada




CANADA 2021

	LEGER POLL Published on September 18, 2021	OFFICIALS RESULTS 2021 Canada Federal Election
	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

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

UNITED STATES 2024

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

New this week

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

PERCEIVED INCREASE IN CONSUMER PRICES

- **Canadians express high levels of concern about recent stock market volatility linked to U.S. tariffs, with 78% saying they are worried.** Concern is especially pronounced among Liberal voters in Canada, 85% of whom are concerned, including 45% who are very concerned.
- **Among Canadians, 21% report having changed their investment habits due to market fluctuations, versus 19% of Americans.** Among Canadians who invest, 31% say they've temporarily stopped investing, compared to 33% for Americans who invest.
- **Most Canadians (87%) believe the new tariffs will affect their personal finances, compared to 78% of Americans.** Canadians are less likely to expect a major impact (19% vs. 28% in the U.S.), but more likely to foresee at least a moderate one.

PERSONAL FINANCIAL REPERCUSSIONS OF TRADE TENSIONS

- **More Canadians (74%) and Americans (72%) say they have noticed an increase in consumer prices in the last week.** It is marked by a 6-point increase in Canada and a 3-point increase in the U.S. compared to the previous wave.

More Americans Worried About Losing Their Job

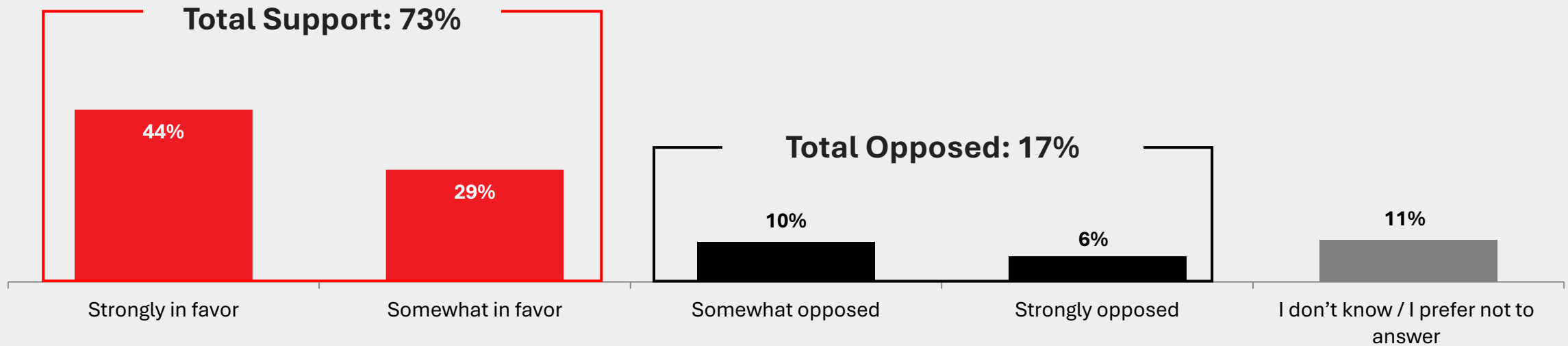
- **Almost half of Americans (47%) are concerned about losing their job in the next 12 months.** This represents an 8-point increase compared to last week.

Economic Concerns and Consumer Behaviour

Support for Retaliatory Tariffs (1/2)

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

Base: Canadian respondents (n=1,630)



Support for Retaliatory Tariffs (2/2)

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







Base: Canadian respondents (n=1,630)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,631	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,631	
TOTAL SUPPORT	73%	75%	69%	75%	65%	68%	79%	72%	73%	69%	70%	77%	70%	+3
Strongly in favor	44%	53%	41%	48%	34%	32%	47%	43%	44%	32%	43%	53%	41%	+3
Somewhat in favor	29%	22%	28%	27%	31%	36%	32%	29%	29%	37%	27%	25%	29%	=
TOTAL OPPOSED	17%	11%	19%	14%	14%	24%	17%	23%	11%	13%	19%	17%	18%	-1
Somewhat opposed	10%	4%	13%	9%	6%	16%	10%	14%	6%	9%	10%	11%	11%	-1
Strongly opposed	6%	7%	6%	5%	8%	9%	7%	8%	5%	4%	9%	6%	7%	-1
DK / Refusal	11%	14%	12%	11%	21%	8%	3%	5%	16%	18%	11%	6%	12%	-1

Support for Retaliatory Tariffs – *By Voting Intentions*

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

Base: Canadian respondents (n=1,630)

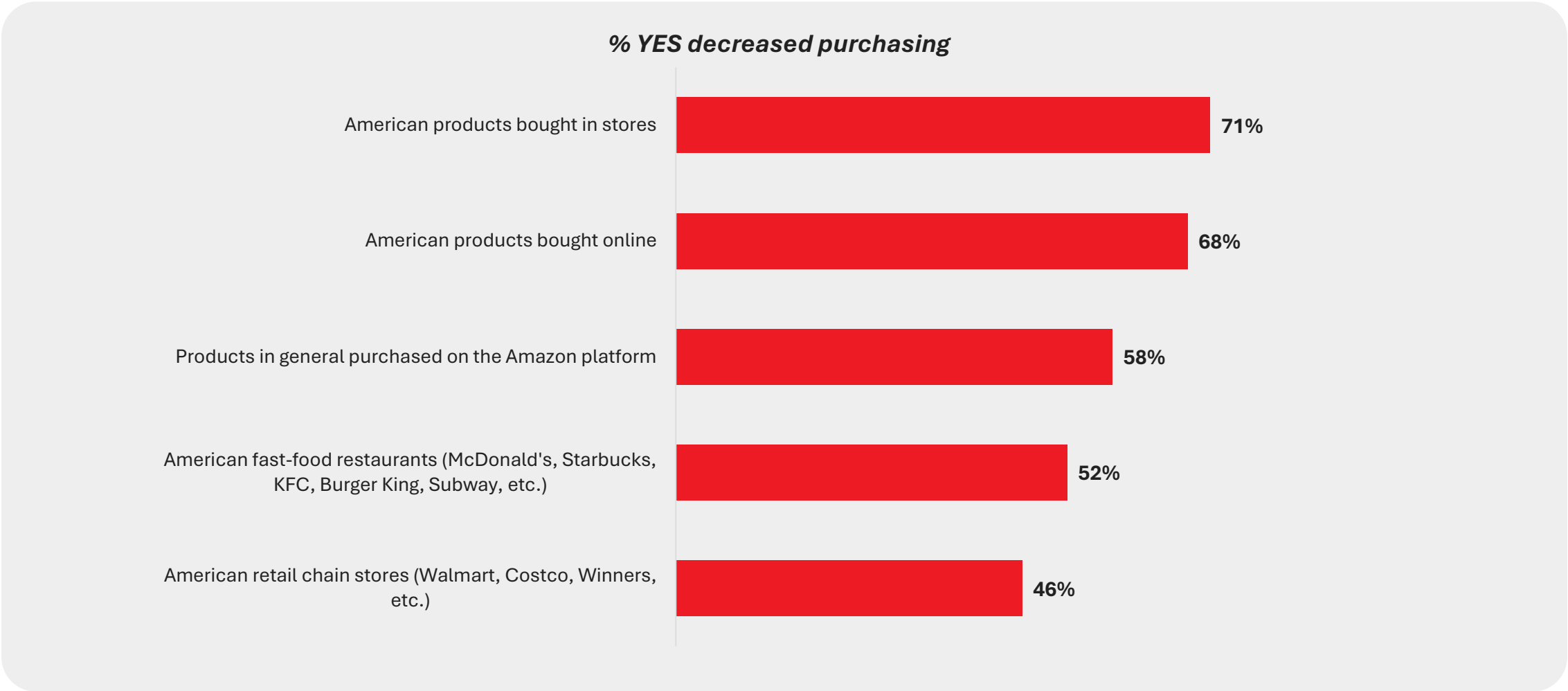
							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,630	618	545	115	85	43	12
Unweighted n=	1,630	682	471	124	100	36	16*
TOTAL SUPPORT	73%	87%	61%	87%	73%	82%	26%
Strongly in favor	44%	61%	33%	45%	41%	27%	4%
Somewhat in favor	29%	26%	28%	43%	32%	55%	22%
TOTAL OPPOSED	17%	7%	30%	6%	18%	9%	74%
Somewhat opposed	10%	6%	16%	5%	12%	9%	32%
Strongly opposed	6%	1%	14%	1%	6%	0%	42%
DK / Refusal	11%	6%	9%	7%	9%	9%	0%

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

Purchasing Behaviour: Canadians Continue to Look for Alternatives to U.S. Options (1/2)

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

Base: Canadian respondents (n=1,630)



Recent Changes in Consumer Purchasing Behaviour (2/2)

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







Base: Canadian respondents (n=1,630)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,631	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,631	
American products bought in stores	71%	77%	76%	69%	67%	76%	66%	67%	75%	58%	70%	81%	72%	-1
American products bought online	68%	69%	71%	67%	70%	70%	63%	63%	73%	58%	66%	76%	68%	=
Products in general purchased on the Amazon platform	58%	61%	70%	53%	56%	59%	51%	54%	62%	50%	57%	64%	58%	=
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	52%	63%	56%	53%	48%	51%	39%	49%	54%	46%	46%	60%	51%	+1
American retail chain stores (Walmart, Costco, Winners, etc.)	46%	46%	47%	48%	48%	48%	38%	43%	49%	39%	46%	52%	48%	-2

Recent Changes in Consumer Purchasing Behaviour – *By Voting Intentions*

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

Base: Canadian respondents (n=1,630)

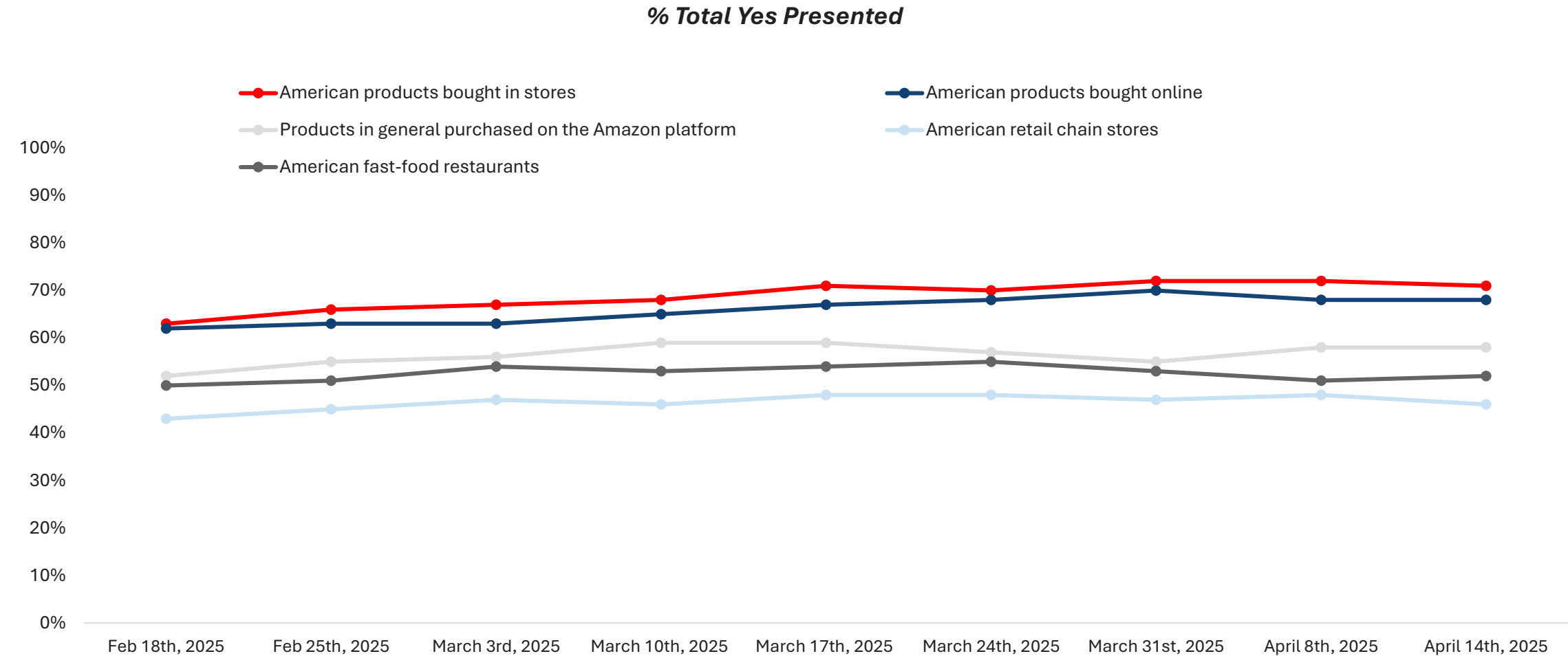
							
% YES presented	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,630	618	545	115	85	43	12
<i>Unweighted n=</i>	1,630	682	471	124	100	36	16*
American products bought in stores	71%	84%	60%	72%	85%	63%	37%
American products bought online	68%	79%	58%	67%	83%	68%	30%
Products in general purchased on the Amazon platform	58%	68%	46%	65%	80%	56%	39%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	52%	61%	41%	63%	70%	48%	34%
American retail chain stores (Walmart, Costco, Winners, etc.)	46%	54%	39%	58%	55%	42%	4%

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

Recent Changes in Consumer Purchasing Behaviour – Evolution

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

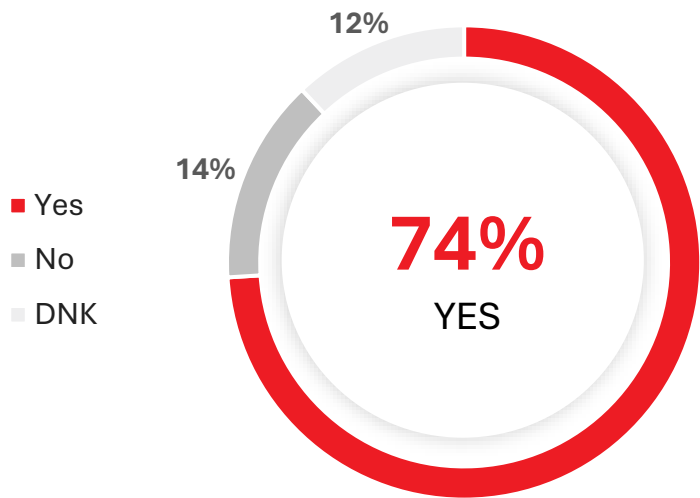
Base: Canadian respondents (1,630)



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,630)

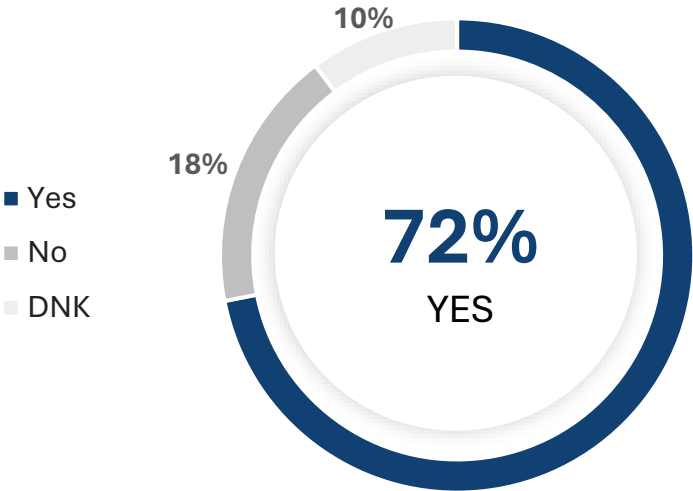


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,631	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,631	
Yes	74%	74%	80%	71%	73%	74%	73%	71%	77%	71%	73%	77%	68%	+6
No	14%	14%	12%	15%	14%	14%	17%	17%	11%	16%	16%	12%	15%	-1
I don't know	12%	12%	8%	14%	13%	12%	10%	11%	12%	13%	12%	11%	17%	-5

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,007)



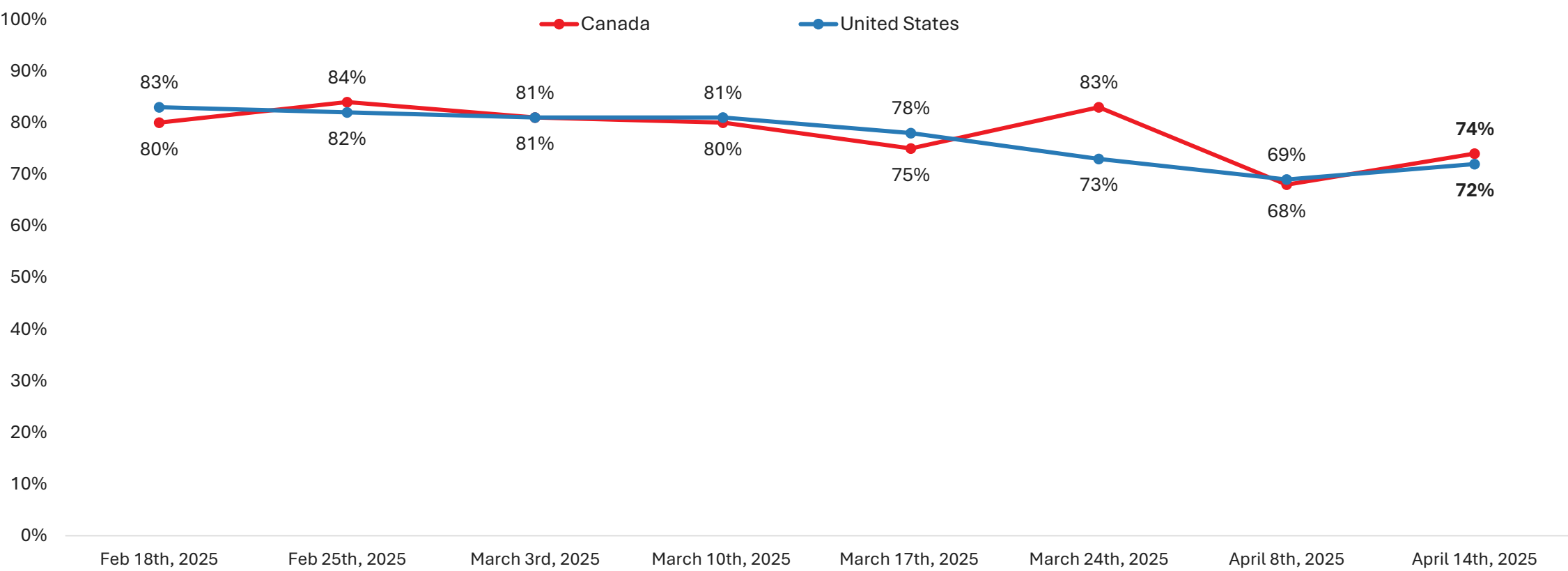
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total April 8 th 2025	Gap
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319	1,011	
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326	1,011	
Yes	72%	73%	67%	71%	76%	78%	75%	65%	67%	77%	58%	89%	66%	69%	+3
No	18%	16%	19%	20%	15%	11%	17%	23%	25%	11%	31%	6%	20%	20%	-2
I don't know	10%	11%	14%	9%	9%	10%	8%	12%	8%	12%	11%	5%	14%	11%	-1

Perception of Recent Consumer Price Increases – *Evolution*

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

Base: All respondents

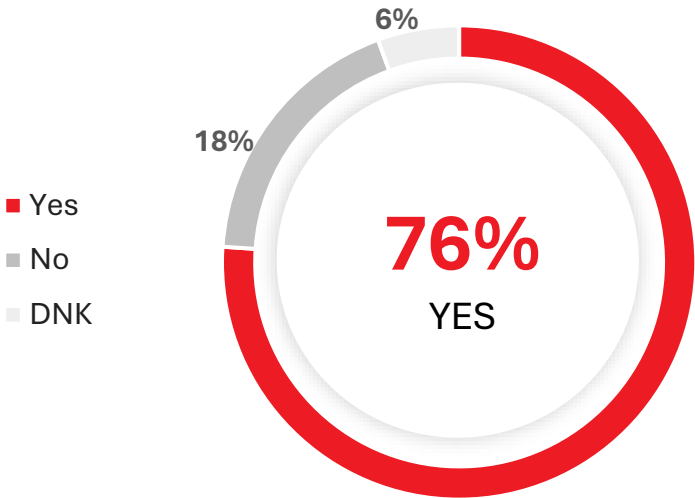
% Total Yes Presented



Increase in Purchases of Local Canadian Products

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

Base: Canadian respondents (n=1,630)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,631	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,631	
Yes	76%	81%	79%	75%	69%	79%	72%	72%	80%	67%	73%	84%	73%	+3
No	18%	12%	17%	19%	23%	17%	22%	22%	15%	22%	23%	12%	20%	-2
I don't know	6%	8%	4%	6%	8%	3%	6%	6%	5%	11%	3%	4%	6%	=

Increase in Purchases of Local Canadian Products – *By Voting Intentions*

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

Base: Canadian respondents (n=1,630)

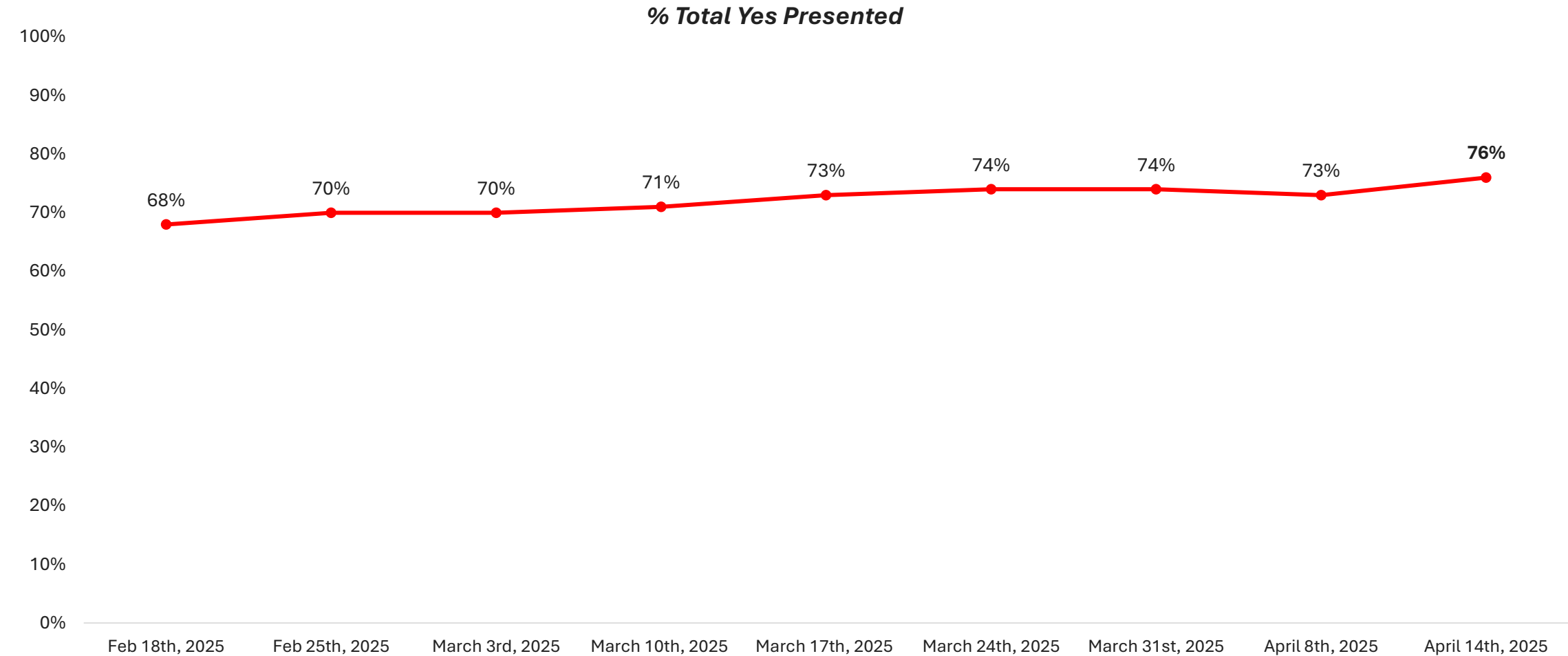
							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,630	618	545	115	85	43	12
Unweighted n=	1,630	682	471	124	100	36	16*
Yes	76%	87%	67%	76%	85%	72%	56%
No	18%	10%	28%	12%	12%	21%	44%
I don't know	6%	3%	4%	12%	3%	7%	0%

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

Increase in Purchases of Local Canadian Products – Evolution

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

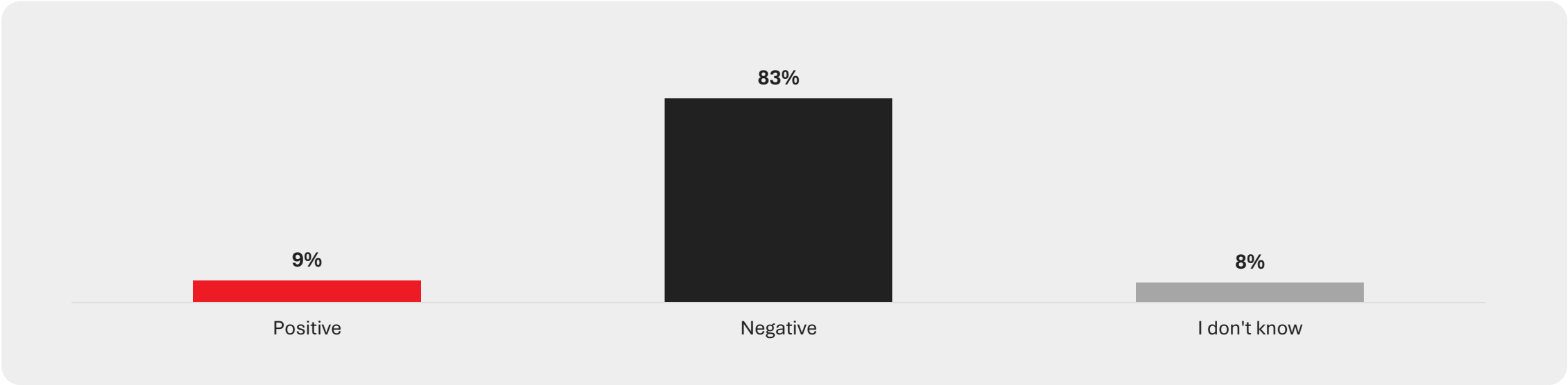
Base: Canadian respondents



Perceived Impact of Trump Administration's Tariffs on the Canadian Economy

Q2T. Do you believe that tariffs on exports to the U.S. imposed by the Trump administration will have a positive or negative effect on the Canadian economy?

Base: Canadians respondents (n=1,630)

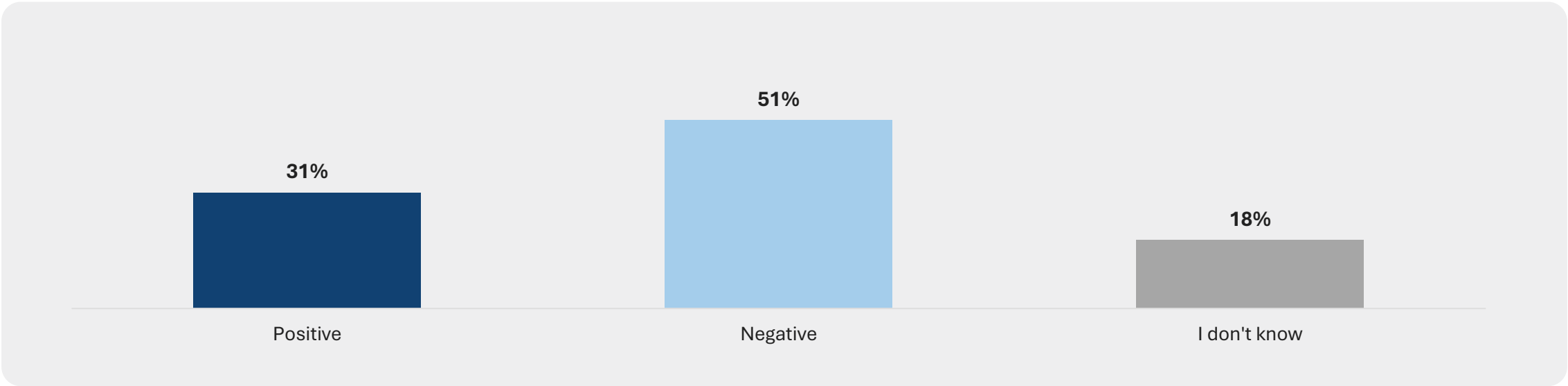


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,631	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,631	
Positive	9%	15%	9%	9%	5%	11%	6%	11%	7%	12%	9%	7%	7%	+2
Negative	83%	73%	88%	82%	82%	78%	89%	84%	83%	78%	81%	88%	82%	+1
I don't know	8%	12%	4%	9%	13%	11%	5%	6%	10%	10%	10%	5%	11%	-3

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

Q2T. 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 U.S. economy?

Base: American respondents (n=1,007)

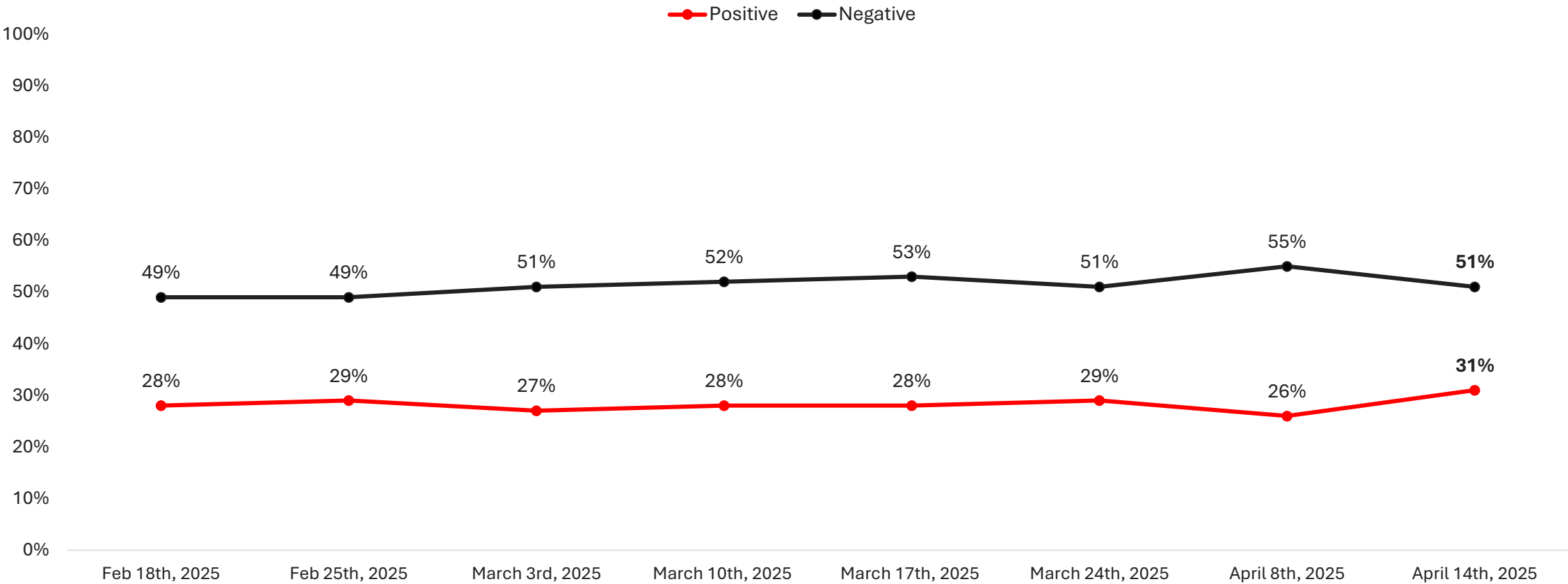


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 8 th 2025	Gap
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319	1,011	
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326	1,011	
Positive	31%	22%	34%	38%	24%	30%	28%	34%	36%	26%	65%	8%	28%	26%	+5
Negative	51%	63%	48%	46%	51%	50%	51%	51%	49%	52%	18%	84%	51%	55%	-4
I don't know	18%	15%	18%	17%	24%	20%	21%	15%	15%	22%	17%	8%	21%	19%	-1

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

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)

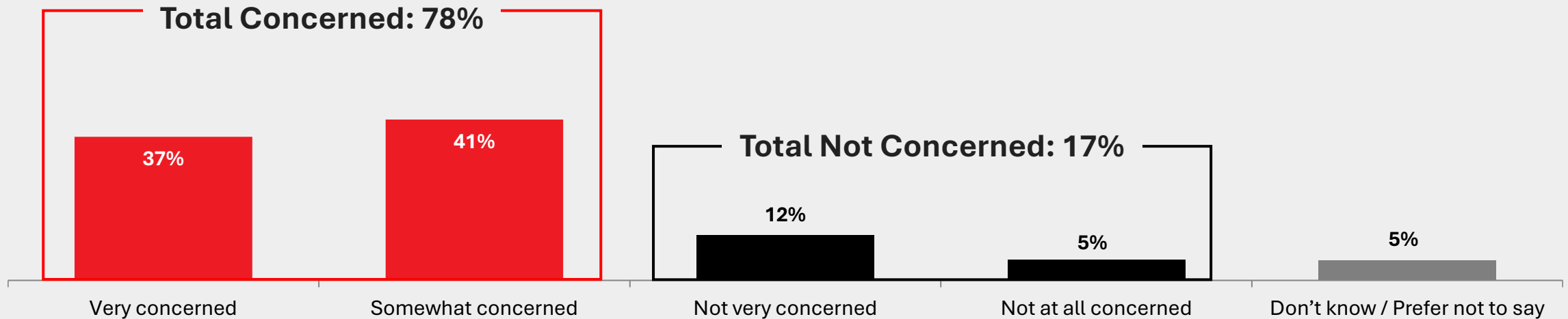


Concerns About Personal Financial Situation

Concern About Stock Market Volatility Linked to U.S. Tariffs and Trade Tensions (1/2)

Q1R. How concerned are you about the recent stock market volatility linked to U.S. tariffs and trade tensions?

Base: Canadian respondents (n=1,630)



Concern About Stock Market Volatility Linked to U.S. Tariffs and Trade Tensions (2/2)

Q1R. How concerned are you about the recent stock market volatility linked to U.S. tariffs and trade tensions?







Base: Canadian respondents (n=1,630)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Suburban	Rural
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	718	622	284
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	730	600	295
TOTAL CONCERNED	78%	64%	78%	78%	77%	80%	82%	76%	80%	76%	80%	78%	77%	83%	70%
Very concerned	37%	30%	34%	40%	32%	31%	43%	36%	37%	27%	36%	43%	39%	37%	32%
Somewhat concerned	41%	34%	44%	38%	45%	49%	39%	39%	43%	48%	43%	35%	39%	46%	38%
TOTAL NOT CONCERNED	17%	23%	19%	15%	18%	16%	17%	21%	13%	17%	15%	18%	18%	13%	24%
Not very concerned	12%	14%	15%	11%	10%	12%	7%	13%	10%	12%	10%	12%	12%	8%	19%
Not at all concerned	5%	9%	3%	4%	9%	4%	9%	8%	3%	5%	5%	6%	6%	4%	6%
DK / Refusal	5%	13%	3%	7%	5%	4%	2%	3%	7%	7%	5%	4%	5%	5%	6%

Concern About Stock Market Volatility Linked to U.S. Tariffs and Trade Tensions – *By Voting Intentions*

Q1R. How concerned are you about the recent stock market volatility linked to U.S. tariffs and trade tensions?

Base: Canadian respondents (n=1,630)

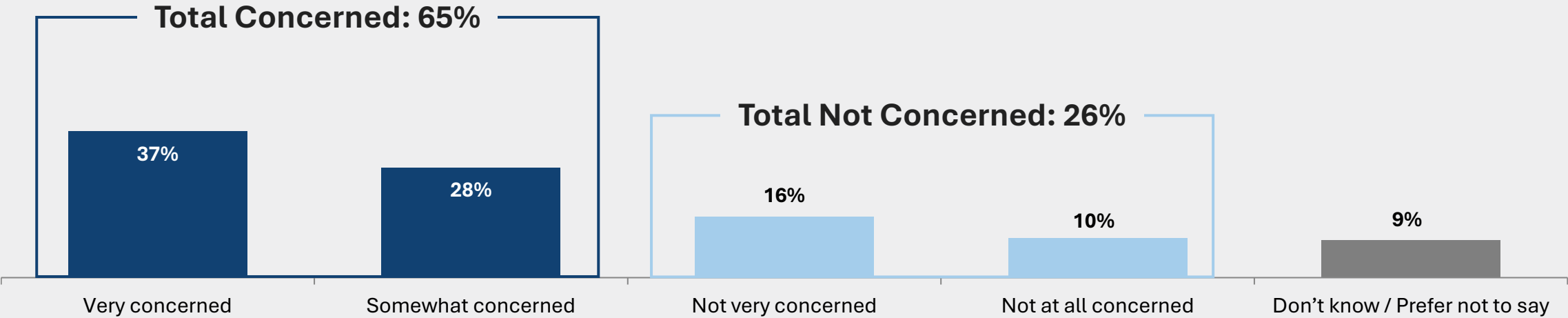
							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,630	618	545	115	85	43	12
Unweighted n=	1,630	682	471	124	100	36	16*
TOTAL CONCERNED	78%	85%	76%	71%	75%	69%	46%
Very concerned	37%	45%	34%	27%	33%	33%	8%
Somewhat concerned	41%	39%	42%	44%	42%	36%	38%
TOTAL NOT CONCERNED	17%	11%	22%	25%	22%	20%	54%
Not very concerned	12%	9%	13%	16%	20%	16%	26%
Not at all concerned	5%	3%	9%	9%	2%	4%	28%
DK / Refusal	5%	4%	2%	4%	3%	11%	0%

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

Concern About Stock Market Volatility Linked to U.S. Tariffs and Trade Tensions (1/2)

Q1R. How concerned are you about the recent stock market volatility linked to U.S. tariffs and trade tensions?

Base: American respondents (n=1,007)



Concern About Stock Market Volatility Linked to U.S. Tariffs and Trade Tensions (2/2)

Q1R. How concerned are you about the recent stock market volatility linked to U.S. tariffs and trade tensions?

Base: American respondents (n=1,007)

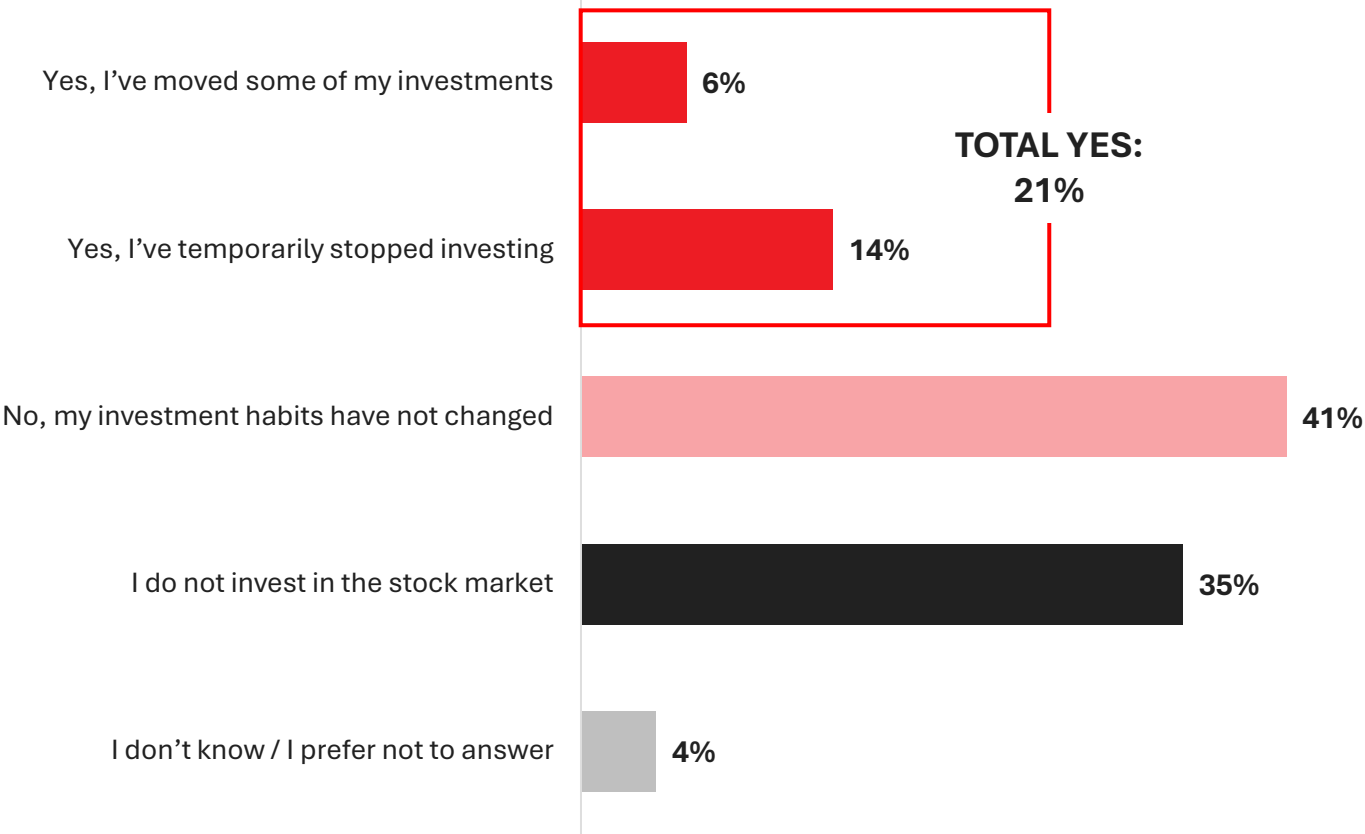
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326
TOTAL CONCERNED	65%	69%	69%	59%	68%	71%	61%	64%	62%	68%	52%	88%	59%
Very concerned	37%	44%	36%	35%	37%	41%	34%	37%	35%	39%	20%	64%	30%
Somewhat concerned	28%	24%	34%	25%	31%	30%	27%	27%	27%	29%	32%	24%	30%
TOTAL NOT CONCERNED	26%	19%	24%	33%	19%	17%	27%	31%	33%	18%	43%	6%	32%
Not very concerned	16%	12%	12%	22%	11%	12%	16%	18%	19%	12%	27%	4%	18%
Not at all concerned	10%	6%	12%	12%	8%	4%	12%	13%	14%	7%	15%	2%	14%
DK / Refusal	9%	12%	7%	7%	13%	12%	12%	6%	5%	13%	5%	5%	9%

Change in Investment Habits Due to Stock Market Fluctuations (1/2)

Q2R. Have the recent stock market fluctuations and economic news led you to change any of your investment habits?

Base: Canadian respondents (n=1,630)

Among respondents who invest in the stock market, **31% said they changed their investment habits due to the recent fluctuations of it.**



Change in Investment Habits Due to Stock Market Fluctuations (2/2)

Q2R. Have the recent stock market fluctuations and economic news led you to change any of your investment habits?

Base: Canadian respondents (n=1,630)

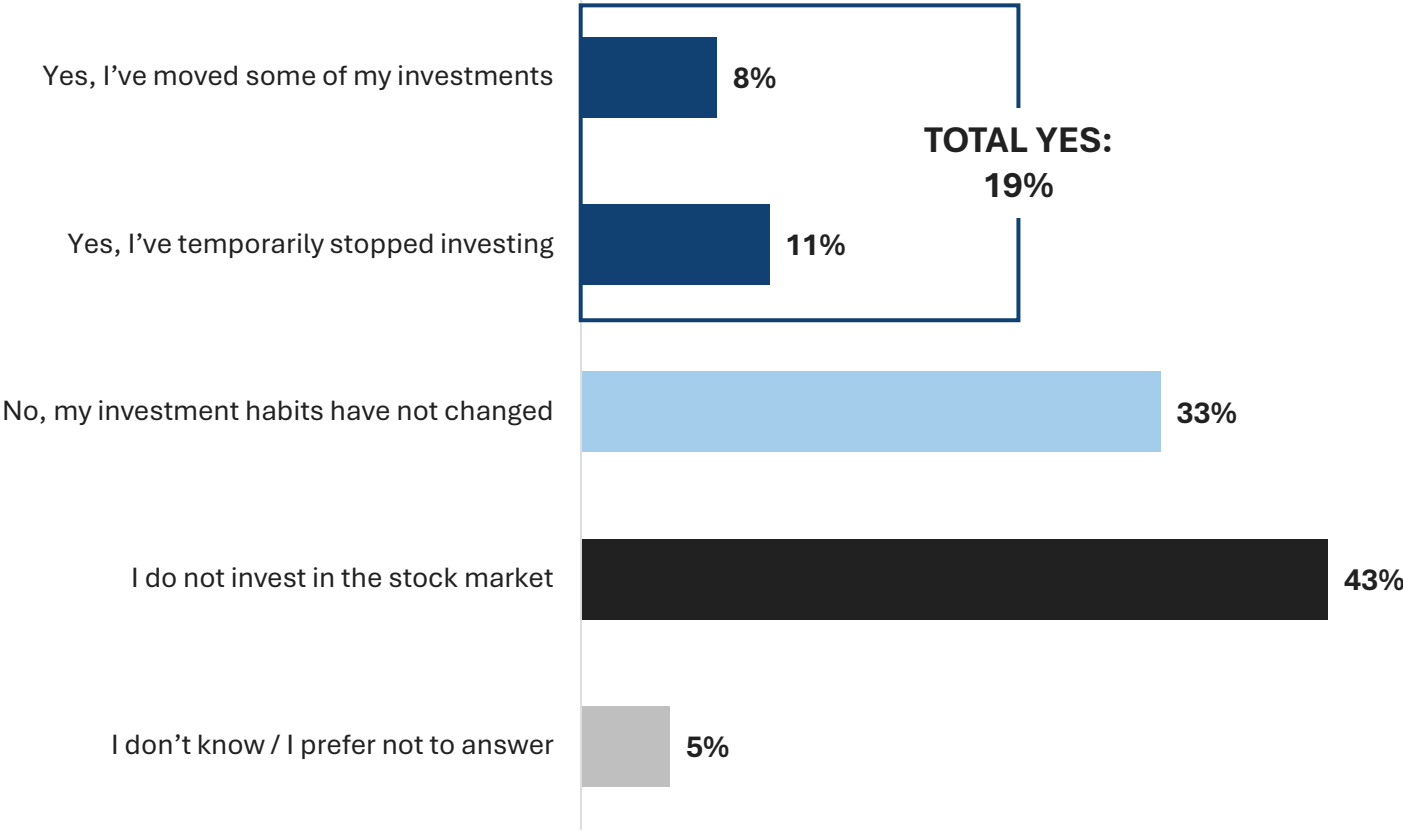
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727
TOTAL YES	21%	11%	18%	22%	15%	29%	22%	24%	17%	29%	23%	13%
Yes, I've moved some of my investments	6%	5%	5%	7%	4%	8%	5%	6%	6%	8%	6%	5%
Yes, I've temporarily stopped investing	14%	5%	13%	15%	11%	21%	17%	18%	12%	21%	17%	8%
No, my investment habits have not changed	41%	39%	41%	39%	39%	35%	50%	44%	38%	30%	40%	48%
I do not invest in the stock market	35%	47%	38%	34%	40%	31%	26%	29%	40%	35%	32%	36%
I don't know / I prefer not to answer	4%	4%	3%	5%	6%	6%	2%	3%	5%	6%	5%	3%

Change in Investment Habits Due to Stock Market Fluctuations (1/2)

Q2R. Have the recent stock market fluctuations and economic news led you to change any of your investment habits?

Base: American respondents (n=1,007)

Among respondents who invest in the stock market, **33% said they changed their investment habits due to the recent fluctuations of it.**



Change in Investment Habits Due to Stock Market Fluctuations (2/2)

Q2R. Have the recent stock market fluctuations and economic news led you to change any of your investment habits?

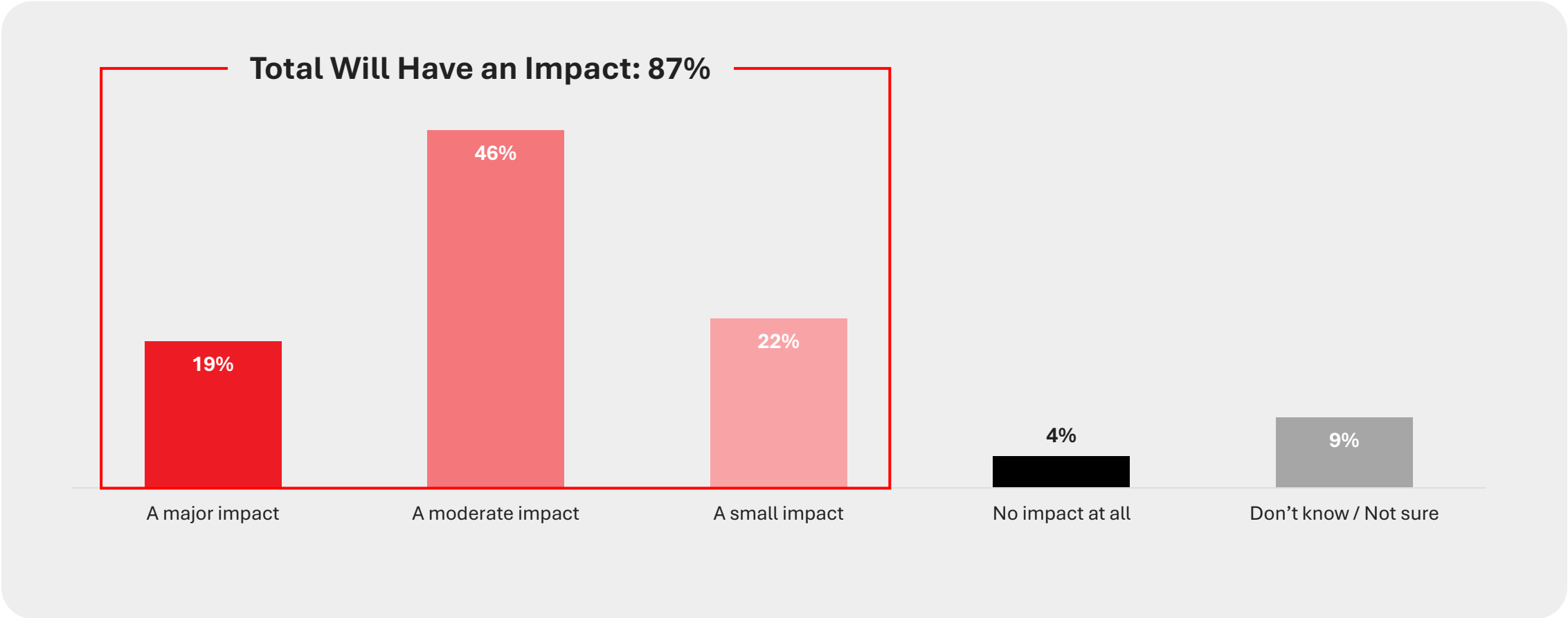
Base: American respondents (n=1,007)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326
TOTAL YES	19%	16%	17%	18%	23%	33%	18%	9%	24%	13%	20%	23%	16%
Yes, I've moved some of my investments	8%	6%	3%	10%	9%	14%	6%	4%	10%	6%	10%	10%	5%
Yes, I've temporarily stopped investing	11%	10%	14%	8%	14%	19%	11%	5%	15%	7%	10%	13%	11%
No, my investment habits have not changed	33%	37%	37%	35%	25%	18%	34%	44%	38%	29%	44%	25%	34%
I do not invest in the stock market	43%	40%	42%	44%	44%	46%	41%	42%	33%	52%	33%	48%	46%
I don't know / I prefer not to answer	5%	7%	4%	4%	8%	4%	7%	5%	4%	6%	3%	4%	3%

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (1/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: Canadians respondents (n=1,630)



Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (2/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

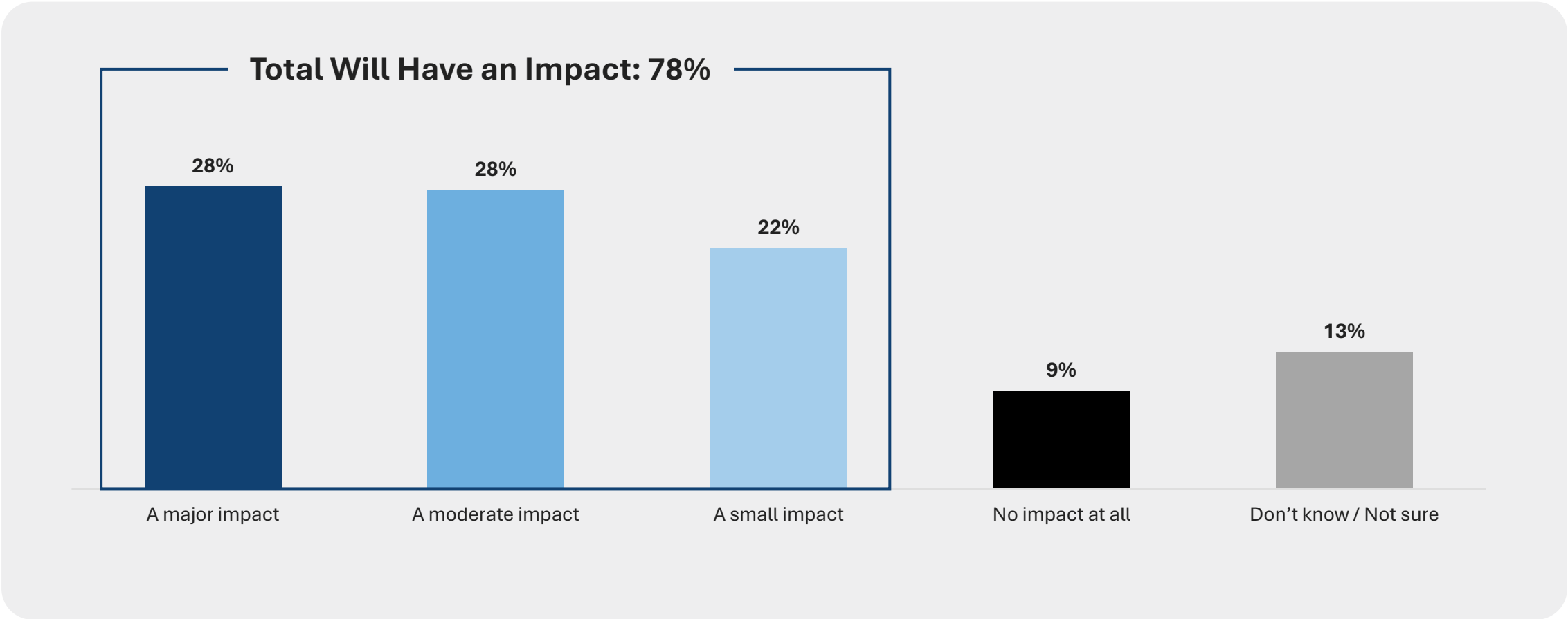
Base: Canadians respondents (n=1,630)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727
TOTAL WILL HAVE AN IMPACT	87%	86%	88%	86%	92%	90%	85%	87%	87%	87%	87%	87%
A major impact	19%	14%	15%	22%	18%	15%	22%	19%	19%	18%	22%	17%
A moderate impact	46%	44%	52%	43%	49%	52%	42%	44%	49%	47%	45%	46%
A small impact	22%	28%	20%	21%	25%	23%	21%	24%	20%	22%	20%	23%
No impact at all	4%	3%	4%	4%	1%	0%	8%	6%	2%	4%	3%	5%
Don't know / Not sure	9%	11%	9%	10%	7%	9%	7%	7%	11%	8%	10%	8%

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (1/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: American respondents (n=1,007)



Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (2/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: American respondents (n=1,007)

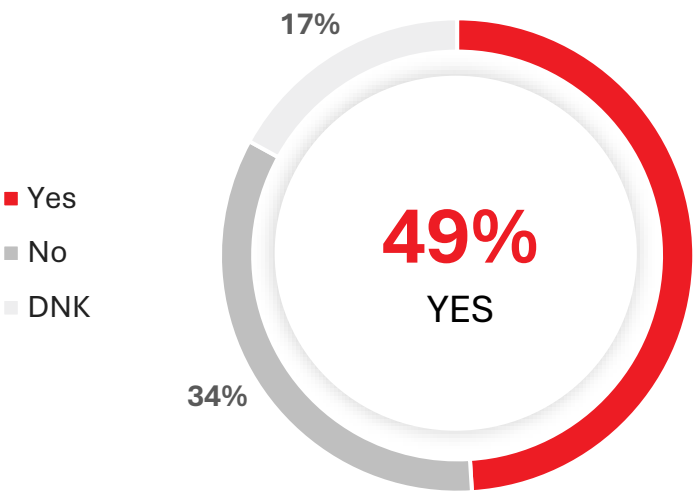
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326
TOTAL WILL HAVE AN IMPACT	78%	80%	79%	79%	75%	79%	75%	80%	81%	75%	76%	90%	75%
A major impact	28%	33%	23%	29%	28%	35%	26%	25%	26%	30%	16%	43%	26%
A moderate impact	28%	30%	31%	24%	28%	29%	29%	26%	29%	27%	22%	37%	25%
A small impact	22%	17%	25%	25%	19%	15%	20%	29%	26%	19%	38%	9%	24%
No impact at all	9%	5%	9%	11%	9%	10%	8%	10%	11%	7%	15%	2%	12%
Don't know / Not sure	13%	14%	11%	11%	16%	11%	17%	10%	8%	17%	9%	8%	13%

State of the Economy

Economic Recession in the Country (1/2)

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

Base: Canadian respondents (n=1,630)

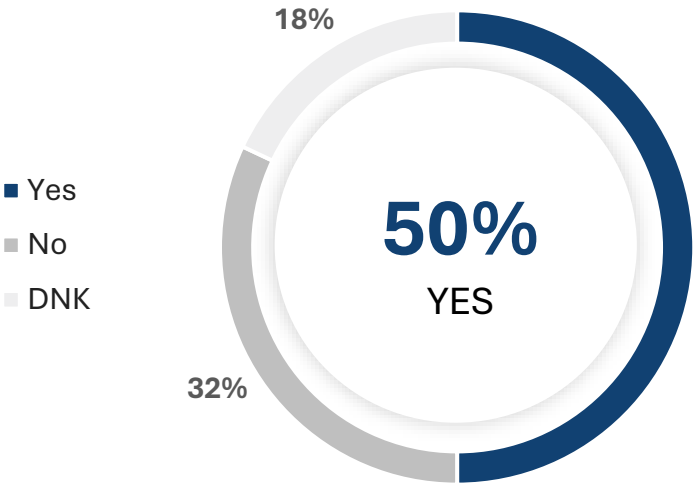


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,548	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,548	
Yes	49%	49%	43%	52%	51%	51%	50%	48%	51%	61%	53%	39%	52%	-3
No	34%	30%	41%	32%	30%	33%	32%	38%	30%	21%	31%	45%	32%	+2
I don't know	17%	21%	16%	15%	19%	17%	17%	14%	19%	19%	16%	16%	16%	+1

Economic Recession in the Country (1/2)

Q1. Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,007)

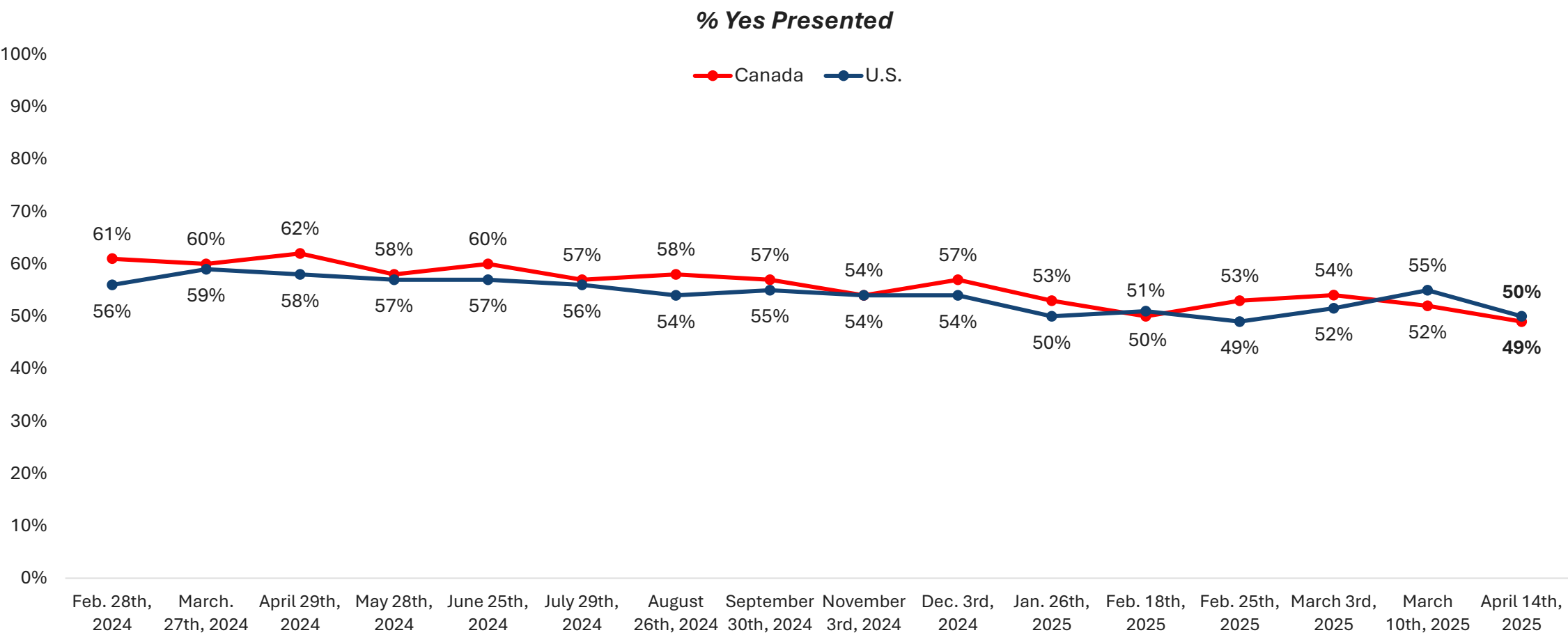


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total March 10 th 2025	Gap
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319	1,010	
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326	1,010	
Yes	50%	46%	48%	47%	57%	62%	49%	41%	46%	53%	39%	69%	38%	55%	-5
No	32%	35%	32%	34%	27%	19%	32%	42%	40%	25%	47%	19%	37%	28%	+4
I don't know	18%	20%	20%	18%	16%	19%	19%	17%	14%	22%	13%	12%	25%	17%	+1

Economic Recession in the Country – Evolution

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

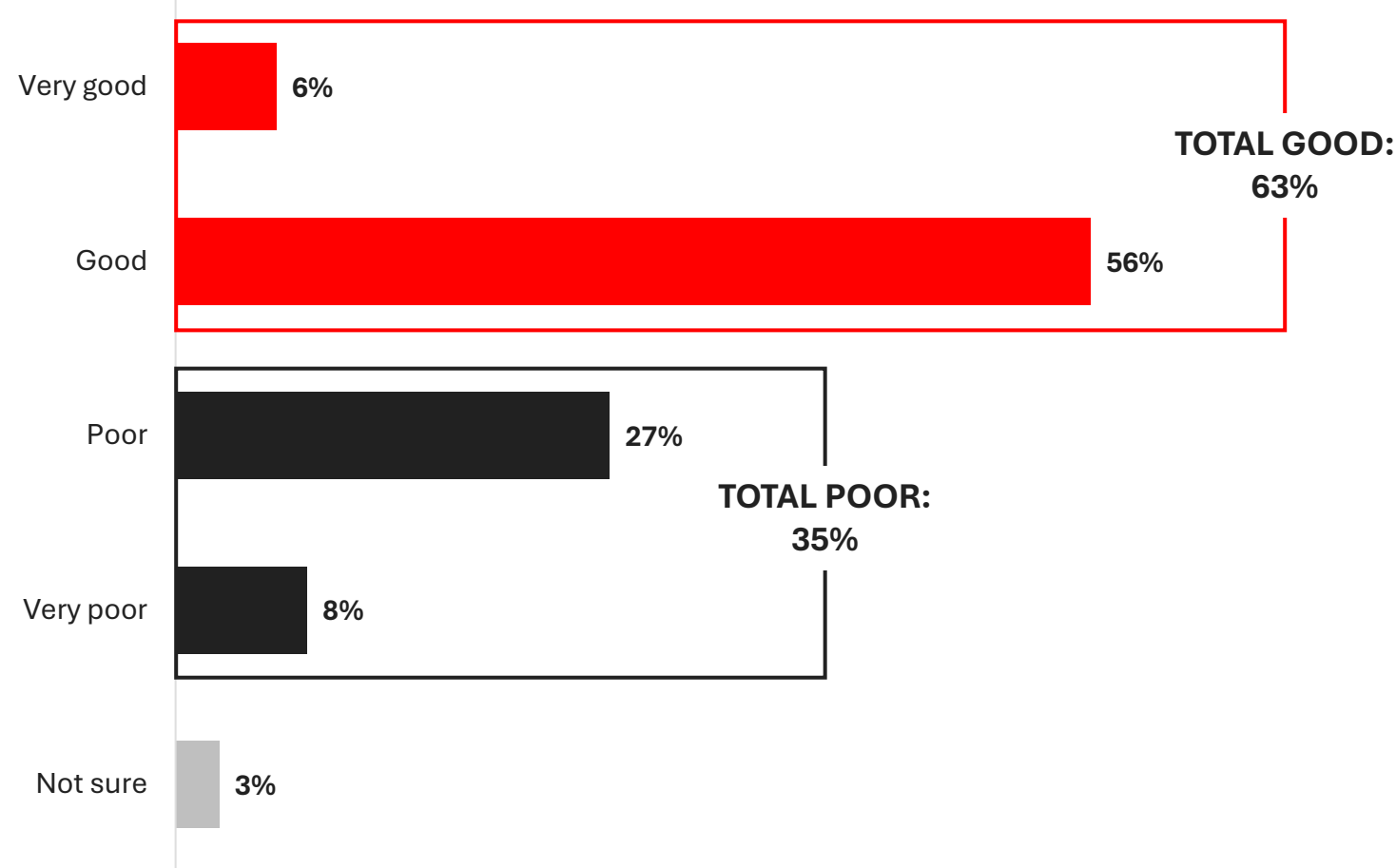
Base: All respondents



State of Household Finances (1/4)

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

Base: Canadian respondents (n=1,630)



State of Household Finances (2/4)

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

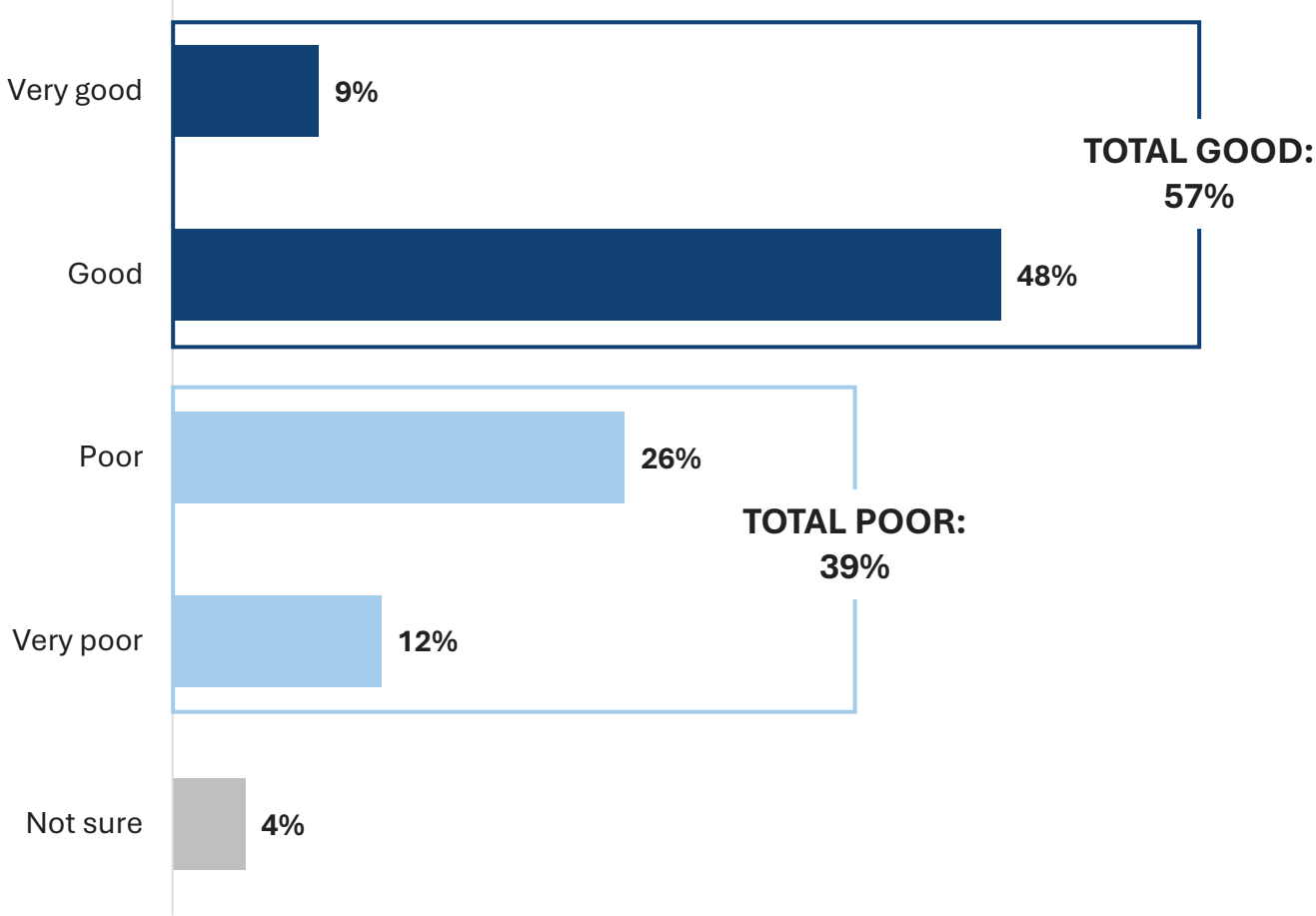
Base: Canadian respondents (n=1,630)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,548	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,548	
TOTAL GOOD	63%	57%	74%	59%	60%	57%	61%	62%	63%	60%	55%	70%	61%	+2
Very good	6%	8%	7%	7%	5%	3%	5%	8%	4%	5%	5%	8%	8%	-2
Good	56%	49%	67%	52%	55%	54%	57%	54%	58%	55%	50%	62%	53%	+3
TOTAL POOR	35%	41%	24%	38%	38%	41%	34%	35%	34%	37%	43%	27%	35%	=
Poor	27%	28%	20%	28%	24%	35%	27%	26%	27%	28%	31%	22%	27%	=
Very poor	8%	13%	4%	10%	14%	5%	7%	9%	8%	8%	11%	5%	8%	=
Not sure	3%	2%	2%	3%	3%	2%	5%	2%	3%	3%	2%	3%	4%	-1

State of Household Finances (3/4)

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

Base: American respondents (n=1,007)



State of Household Finances (4/4)

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

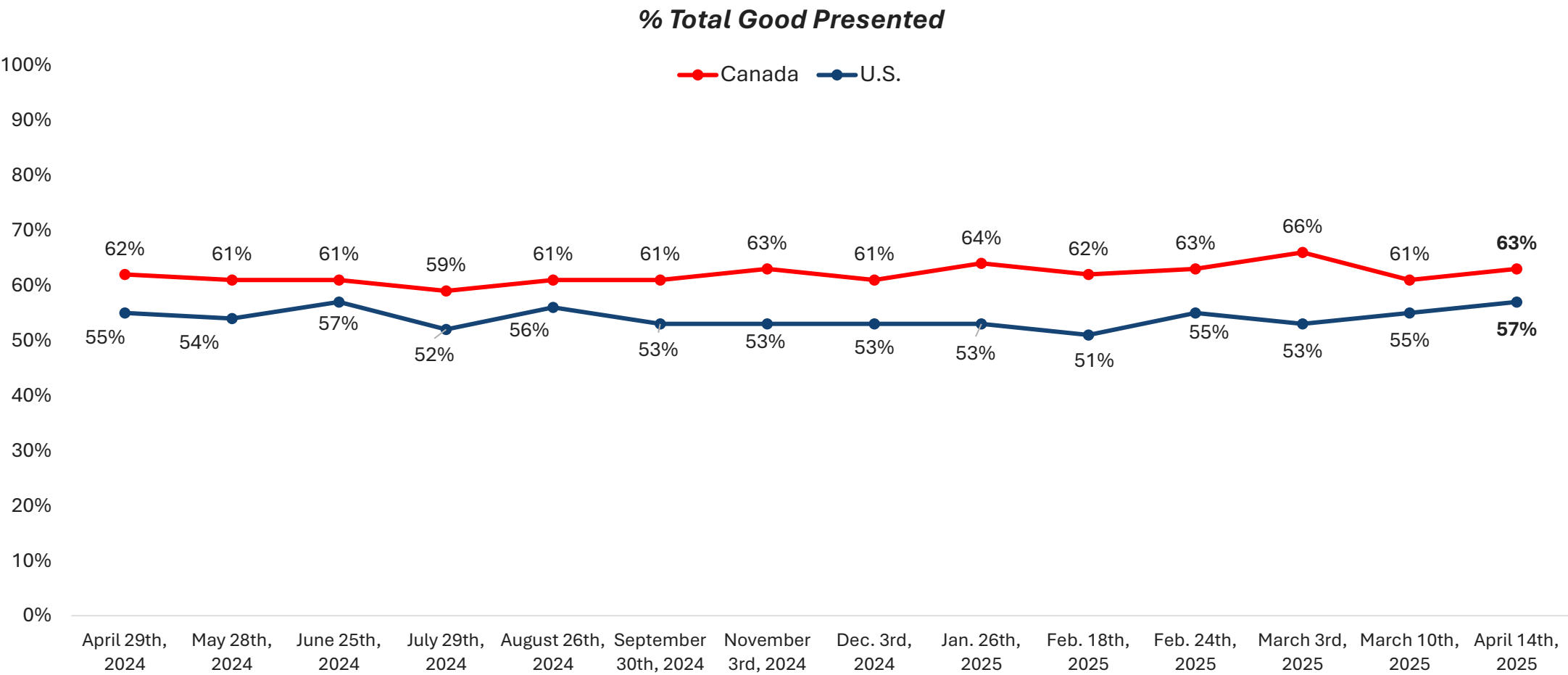
Base: American respondents (n=1,007)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total March 10 th 2025	Gap
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319	1,010	
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326	1,010	
TOTAL GOOD	57%	62%	61%	57%	50%	55%	53%	62%	61%	53%	72%	57%	51%	55%	+2
Very good	9%	8%	8%	9%	9%	11%	7%	8%	10%	7%	14%	9%	5%	8%	+1
Good	48%	54%	52%	48%	42%	44%	46%	53%	51%	46%	58%	48%	46%	47%	+1
TOTAL POOR	39%	33%	37%	40%	42%	39%	42%	36%	34%	43%	27%	40%	42%	40%	-1
Poor	26%	25%	23%	26%	31%	25%	29%	26%	25%	28%	21%	26%	26%	28%	-2
Very poor	12%	8%	14%	14%	12%	14%	14%	10%	10%	15%	6%	14%	16%	12%	=
Not sure	4%	6%	2%	3%	7%	6%	4%	3%	5%	4%	2%	3%	7%	5%	-1

State of Household Finances – *Evolution*

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

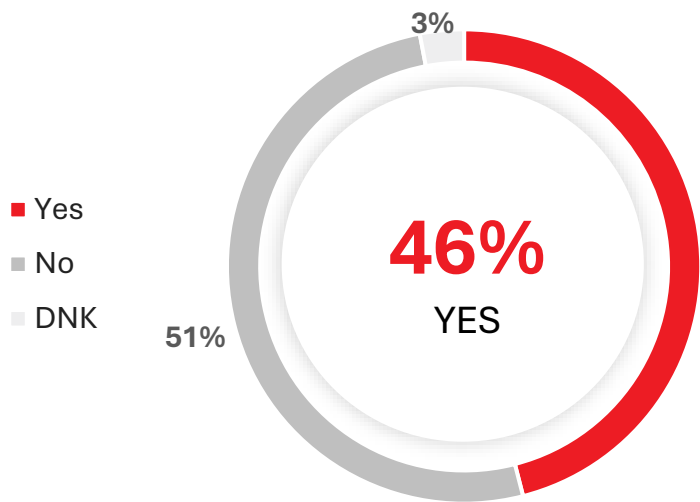
Base: All respondents



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheck to paycheck?

Base: Canadian respondents (n=1,630)

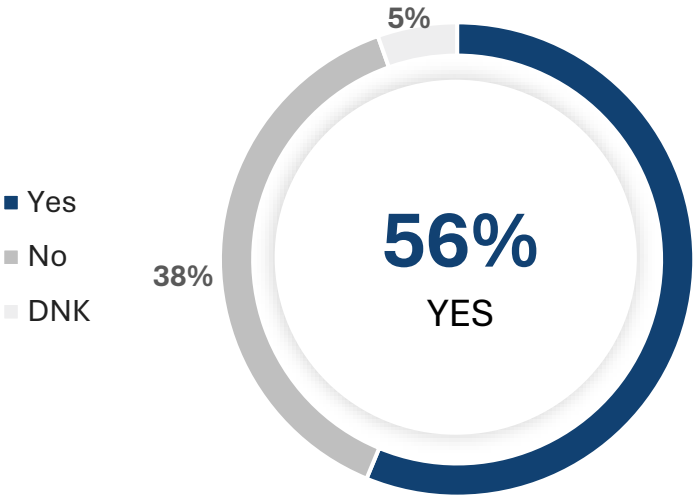


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,630	110	377	631	105	181	226	795	835	434	525	671	1,548	
Unweighted n=	1,630	105	436	625	139	150	175	842	788	382	521	727	1,548	
Yes	46%	61%	31%	50%	53%	47%	49%	43%	49%	51%	55%	36%	46%	=
No	51%	38%	67%	47%	44%	51%	49%	55%	48%	43%	43%	63%	52%	-1
I don't know	3%	2%	2%	3%	3%	2%	2%	2%	3%	5%	2%	1%	2%	+1

Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheck to paycheck?

Base: American respondents (n=1,007)

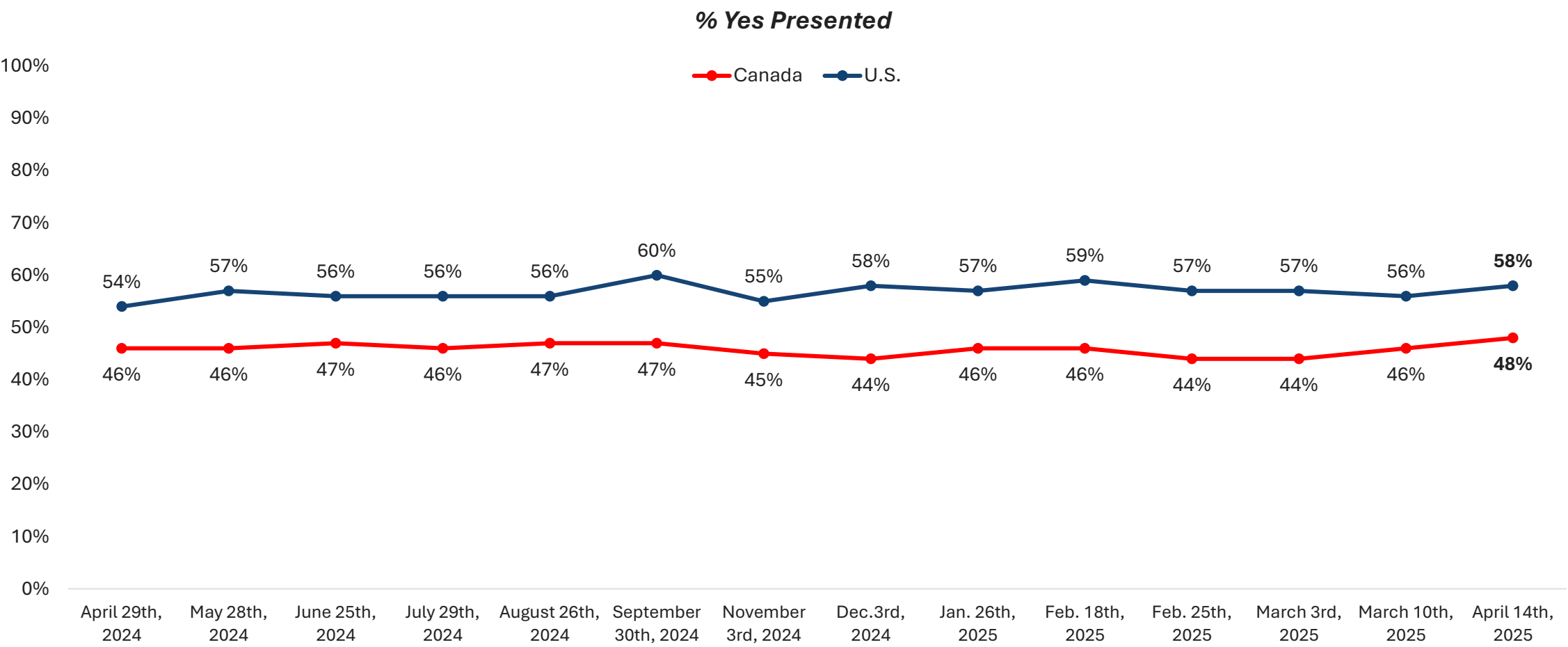


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indep- dent	Total March 10 th 2025	Gap
Weighted n=	1,007	179	207	384	237	286	328	393	493	514	285	324	319	1,010	
Unweighted n=	1,007	190	230	358	229	165	369	473	475	532	280	325	326	1,010	
Yes	56%	44%	62%	61%	53%	63%	60%	48%	53%	60%	51%	59%	56%	56%	=
No	38%	50%	35%	33%	41%	30%	33%	48%	43%	34%	47%	36%	38%	39%	-1
I don't know	5%	6%	3%	6%	6%	7%	6%	4%	4%	7%	3%	5%	6%	5%	=

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheck to paycheck?

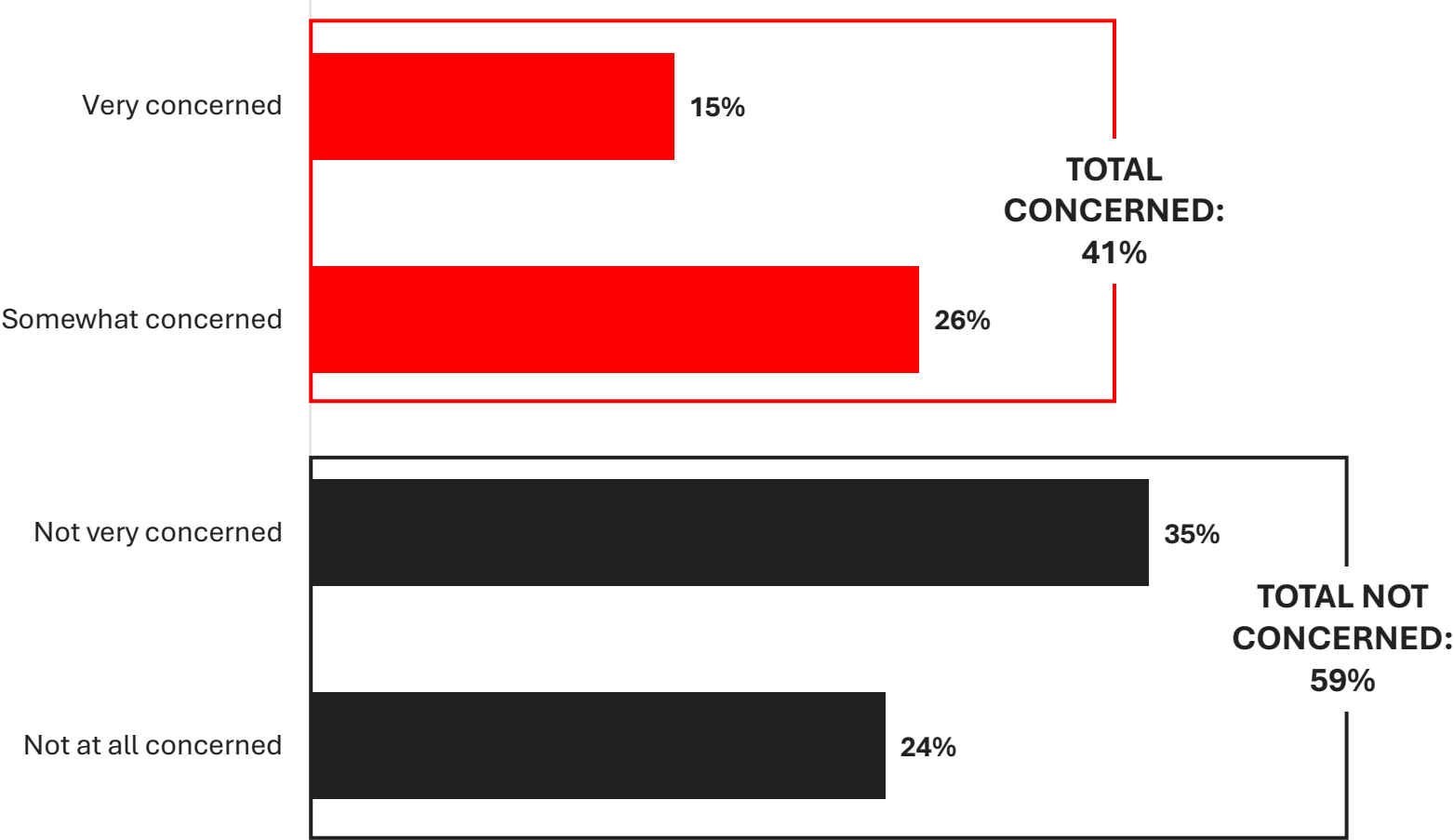
Base: All respondents



Concerns About Losing Job (1/2)

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

Base: Canadian respondents who are currently employed (n=832)



Concerns About Losing Job (2/2)

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

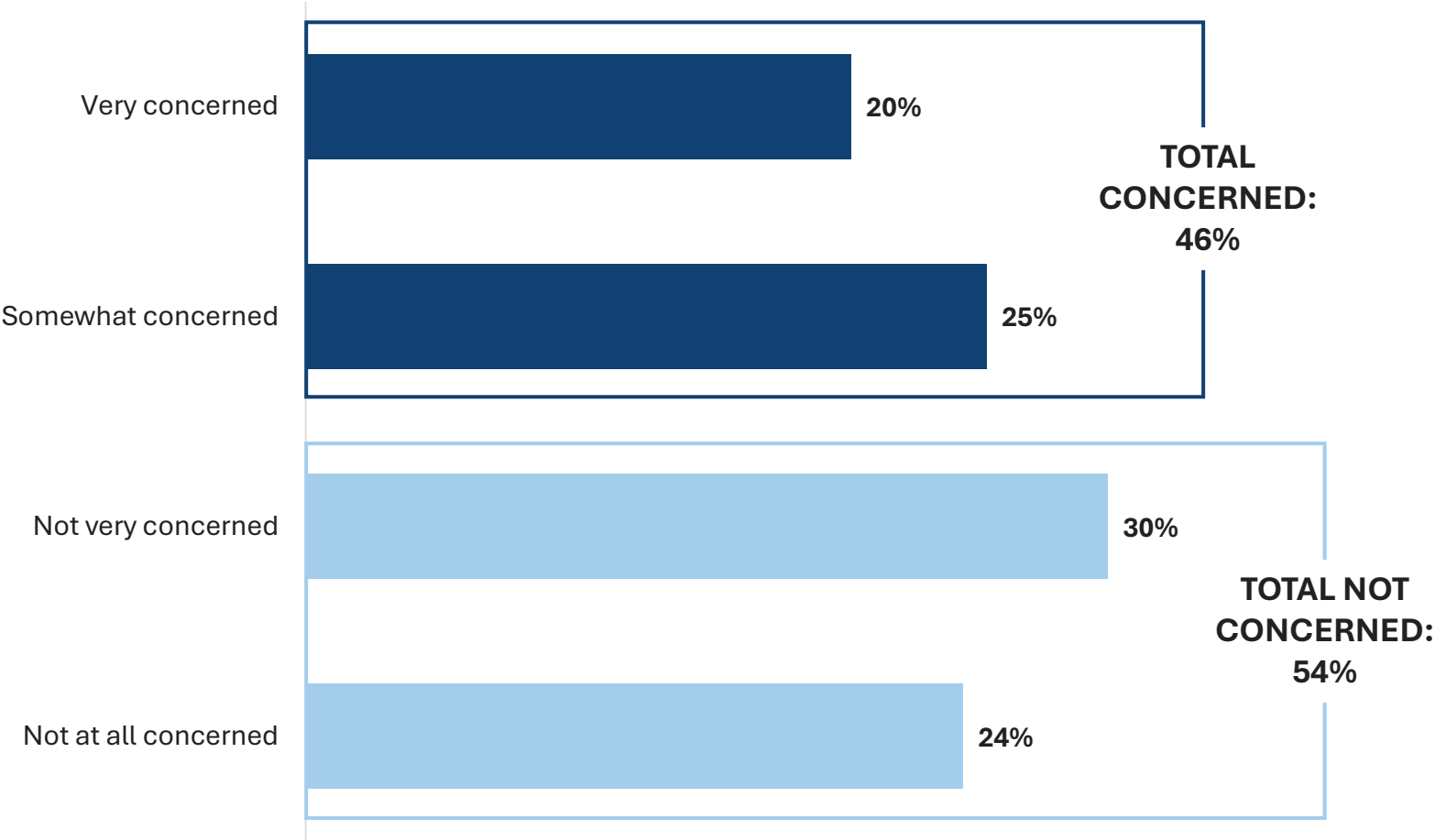
Base: Canadian respondents who are currently employed (n=832)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 8 th 2025	Gap
Weighted n=	825	46	191	329	56	86	118	406	420	263	379	183	832	
Unweighted n=	832	44	240	319	66	75	88	444	388	237	396	199	843	
TOTAL CONCERNED	41%	43%	25%	48%	27%	52%	45%	44%	37%	47%	40%	33%	38%	+3
Very concerned	15%	11%	7%	20%	9%	15%	20%	15%	16%	17%	16%	11%	14%	+1
Somewhat concerned	26%	32%	18%	28%	17%	37%	26%	29%	22%	29%	25%	22%	24%	+2
TOTAL NOT CONCERNED	59%	57%	75%	52%	73%	48%	55%	56%	63%	53%	60%	67%	62%	-3
Not very concerned	35%	25%	41%	30%	48%	36%	38%	32%	38%	33%	36%	37%	33%	+2
Not at all concerned	24%	32%	35%	22%	25%	12%	17%	24%	25%	21%	24%	30%	29%	-5

Concerns About Losing Job (1/2)

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

Base: American respondents who are currently employed (n=467)



Concerns About Losing Job (2/2)

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

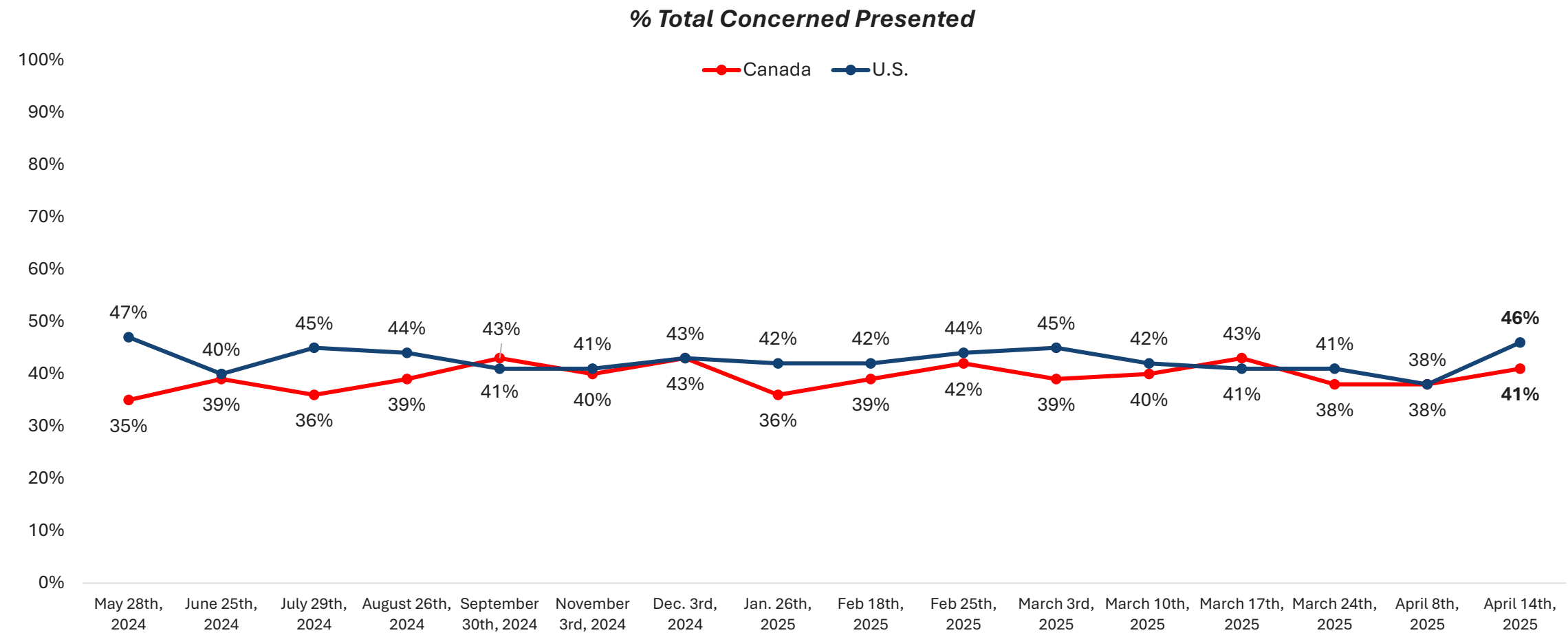
Base: American respondents who are currently employed (n=467)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 8 th 2025	Gap
Weighted n=	467	78	101	180	108	155	197	115	269	198	140	156	144	510	
Unweighted n=	467	87	110	159	111	96	227	144	258	209	133	154	151	495	
TOTAL CONCERNED	46%	37%	43%	44%	58%	58%	45%	30%	44%	49%	38%	52%	44%	38%	+8
Very concerned	20%	22%	18%	20%	21%	35%	18%	5%	19%	22%	19%	23%	17%	16%	+4
Somewhat concerned	25%	14%	24%	24%	36%	23%	27%	25%	25%	26%	20%	29%	27%	22%	+3
TOTAL NOT CONCERNED	54%	63%	57%	56%	42%	42%	55%	70%	56%	51%	62%	48%	56%	62%	-8
Not very concerned	30%	31%	31%	31%	25%	26%	29%	37%	29%	31%	28%	32%	31%	32%	-2
Not at all concerned	24%	32%	26%	24%	17%	16%	26%	33%	27%	21%	34%	16%	25%	30%	-6

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



Respondent Profile

Respondent profiles – Canadian Sample

(Base n=1,630)

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

Gender

	Unweighted	Weighted
Male	842	795
Female	788	835

Language (Mother Tongue)

	Unweighted	Weighted
French	391	322
English	1,097	1,164
Other	141	144

Age

	Unweighted	Weighted
18 to 34	382	434
35 to 54	521	525
55+	727	671

Province

	Unweighted	Weighted
British Columbia	175	226
Alberta	150	181
Manitoba/Saskatchewan	139	105
Ontario	625	631
Quebec	436	377
Atlantic	105	110

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	475	493
Female	532	514

Region

	Unweighted	Weighted
Northeast	190	179
Midwest	230	207
South	358	384
West	229	237

Age

	Unweighted	Weighted
Between 18 and 34	165	286
Between 35 and 54	369	328
55 and older	473	393

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

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EDMONTON | CALGARY |
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