

Trump Tariffs Tracker

June 2, 2025



Methodology

Every two weeks 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= 1,519**
American sample: **n= 1,002**)

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 **May 30 to June 1, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.51%**, (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 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%
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%

New this week

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

PERCEPTIONS OF U.S. COURTS AND DEMOCRATIC INSTITUTIONS

Awareness of recent conflicting U.S. court rulings on Trump's tariffs is moderate: 21% of Canadians and 24% of Americans say they had heard "a lot" about them. **In Canada, 38% say these developments made them less confident in Canada-U.S. trade relations,** while only 16% felt more confident. **The pattern is similar in the U.S., with 36% feeling less confident and 19% more confident.**

Importantly, 45% of Canadians say the courts' attempts to limit Trump's trade powers increase their trust in U.S. democratic institutions, compared to 17% who say it decreases it. Among Americans, 38% say their trust increases, while 24% report the opposite.

TRAVEL TO THE U.S.

More than a third of Canadians who had a trip planned to the U.S. (37%) say they chose to cancel it.

MUTUAL PERCEPTIONS: U.S. AND CANADA

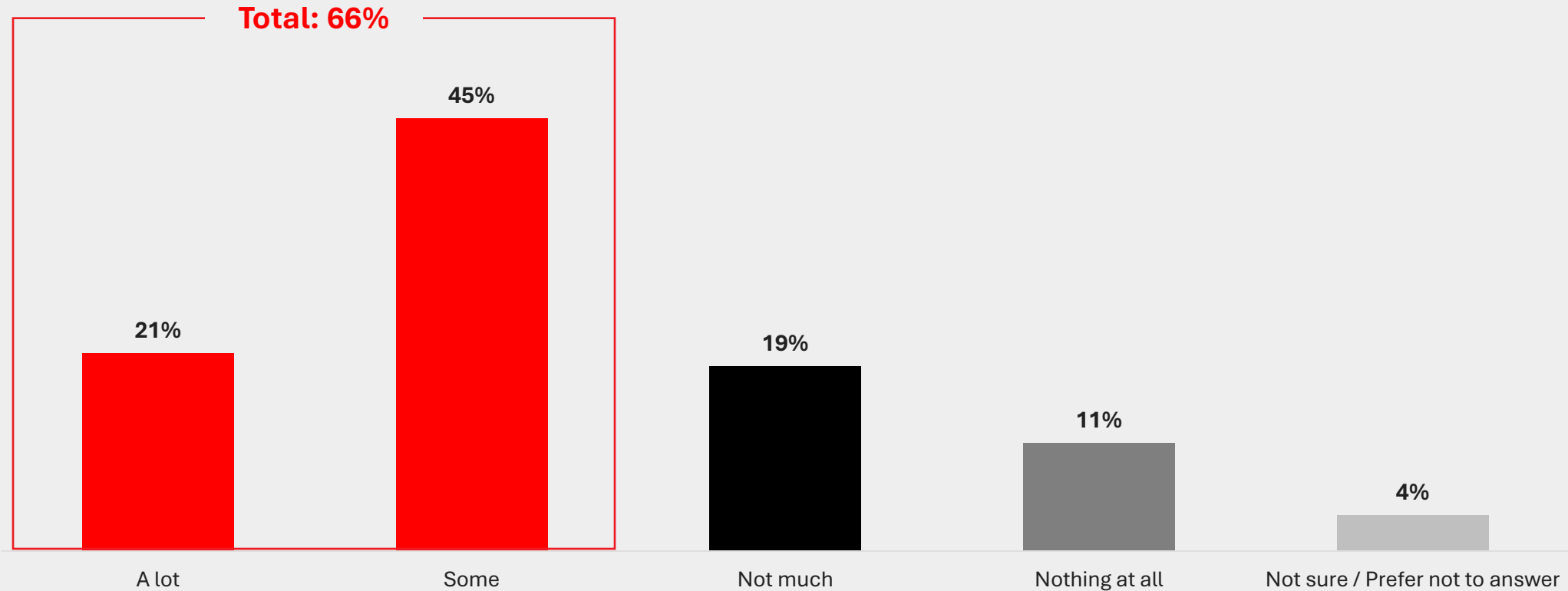
Only 27% of Canadians currently consider the United States an ally, while 30% say it is a neutral country and 26% view it as an enemy, a notable decline of 6 points in the "enemy" perception since March. In contrast, 57% of Americans consider Canada an ally, 28% say neutral, and only 4% describe Canada as an enemy.

Perceptions of U.S. Court Decisions on Trade and Their Impact on Confidence and Trust

Awareness of Conflicting U.S. Court Rulings on President Trump's Tariffs (1/2)

Q1J. In the past few days, U.S. courts issued conflicting rulings regarding President Trump's tariffs: one suspended many of them, while another court put that suspension on hold. How much had you heard about this ruling before now?

Base: Canadian respondents (n=1,519)



Awareness of Conflicting U.S. Court Rulings on President Trump's Tariffs (2/2)

Q1J. In the past few days, U.S. courts issued conflicting rulings regarding President Trump's tariffs: one suspended many of them, while another court put that suspension on hold. How much had you heard about this ruling before now?

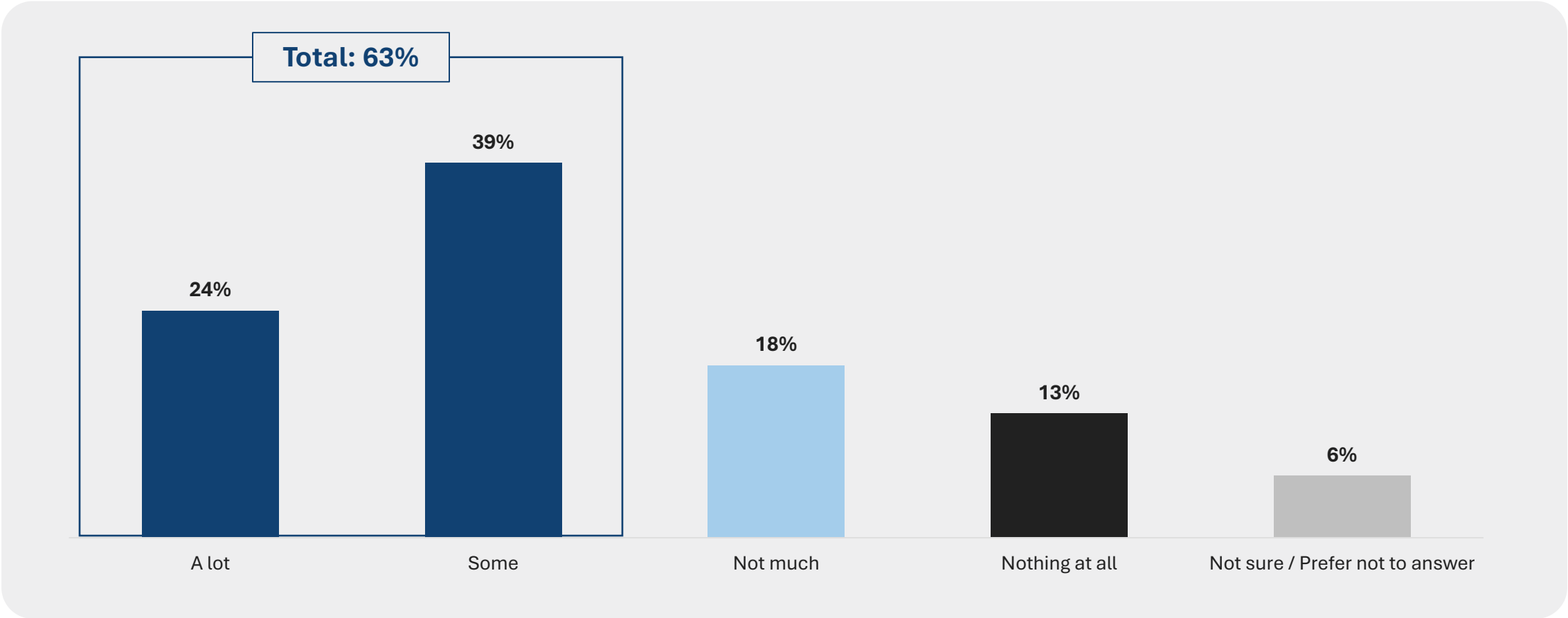
Base: Canadian respondents (n=1,519)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674
TOTAL A LOT + SOME	66%	64%	72%	62%	69%	60%	69%	73%	59%	57%	55%	80%
A lot	21%	17%	30%	19%	17%	16%	18%	27%	15%	13%	14%	31%
Some	45%	46%	41%	44%	52%	44%	52%	46%	44%	44%	41%	49%
Not much	19%	22%	14%	22%	19%	20%	19%	16%	23%	23%	25%	13%
Nothing at all	11%	11%	9%	13%	11%	15%	8%	8%	14%	13%	16%	6%
Not sure / Prefer not to answer	4%	3%	5%	3%	1%	5%	4%	3%	4%	7%	4%	1%

Awareness of Conflicting U.S. Court Rulings on President Trump’s Tariffs (1/2)

Q1J. In the past few days, U.S. courts issued conflicting rulings regarding President Trump’s tariffs: one suspended many of them, while another court put that suspension on hold. How much had you heard about this ruling before now?

Base: American respondents (n=1,002)



Awareness of Conflicting U.S. Court Rulings on President Trump’s Tariffs (2/2)

Q1J. In the past few days, U.S. courts issued conflicting rulings regarding President Trump’s tariffs: one suspended many of them, while another court put that suspension on hold. How much had you heard about this ruling before now?

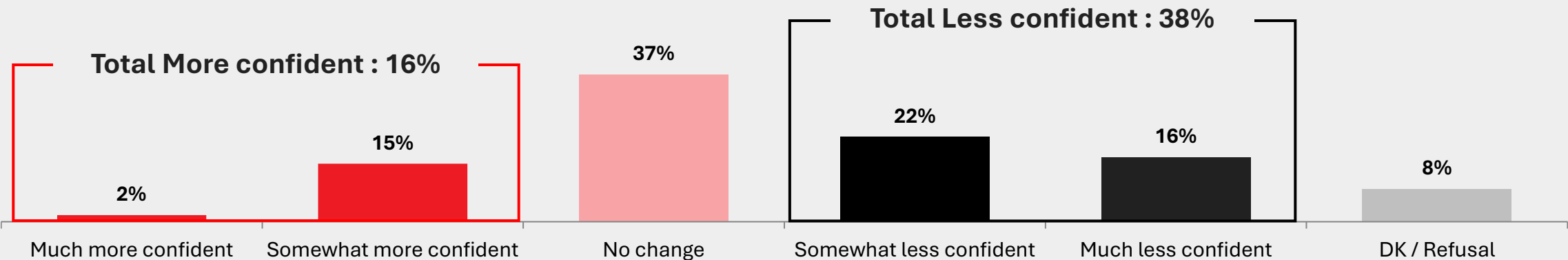
Base: American respondents (n=1,002)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320
TOTAL A LOT + SOME	63%	69%	63%	64%	56%	55%	58%	72%	71%	55%	68%	73%	59%
A lot	24%	29%	22%	25%	19%	23%	21%	27%	27%	20%	28%	34%	15%
Some	39%	40%	41%	39%	36%	32%	37%	46%	43%	35%	41%	39%	44%
Not much	18%	18%	22%	14%	20%	16%	20%	18%	16%	20%	24%	15%	17%
Nothing at all	13%	9%	10%	14%	17%	19%	15%	7%	8%	17%	7%	9%	17%
Not sure / Prefer not to answer	6%	3%	6%	8%	7%	10%	8%	3%	5%	8%	1%	3%	7%

Impact of U.S. Court Rulings on Confidence in Canada–U.S. and International Trade Relations (1/2)

Q2J. Do these recent court rulings, and the ongoing legal battle over President Trump’s tariffs, make you more or less confident about the future of Canada–U.S. (or U.S.–international) trade relations?

Base: Canadian respondents (n=1,519)



Impact of U.S. Court Rulings on Confidence in Canada–U.S. and International Trade Relations (2/2)

Q2J. Do these recent court rulings, and the ongoing legal battle over President Trump’s tariffs, make you more or less confident about the future of Canada–U.S. (or U.S.–international) trade relations?

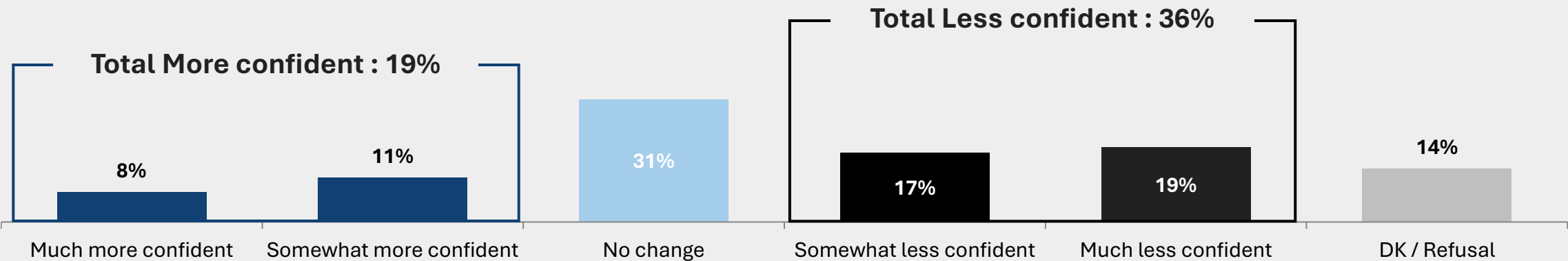
Base: Canadian respondents (n=1,519)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674
TOTAL MORE CONFIDENT	16%	8%	19%	17%	19%	13%	17%	20%	13%	21%	15%	15%
Much more confident	2%	1%	1%	2%	3%	1%	1%	3%	1%	3%	1%	1%
Somewhat more confident	15%	6%	18%	14%	15%	12%	16%	17%	12%	18%	14%	13%
No change	37%	49%	35%	37%	42%	28%	40%	40%	35%	32%	40%	39%
TOTAL LESS CONFIDENT	38%	38%	38%	37%	31%	48%	35%	35%	41%	33%	36%	43%
Somewhat less confident	22%	23%	19%	21%	19%	30%	21%	20%	23%	22%	21%	21%
Much less confident	16%	15%	19%	16%	12%	18%	14%	15%	17%	11%	15%	21%
DK / Refusal	8%	5%	7%	9%	8%	11%	8%	5%	11%	14%	10%	4%

Impact of U.S. Court Rulings on Confidence in Canada–U.S. and International Trade Relations (1/2)

Q2J. Do these recent court rulings, and the ongoing legal battle over President Trump’s tariffs, make you more or less confident about the future of Canada–U.S. (or U.S.–international) trade relations?

Base: American respondents (n=1,002)



Impact of U.S. Court Rulings on Confidence in Canada–U.S. and International Trade Relations (2/2)

Q2J. Do these recent court rulings, and the ongoing legal battle over President Trump’s tariffs, make you more or less confident about the future of Canada–U.S. (or U.S.–international) trade relations?

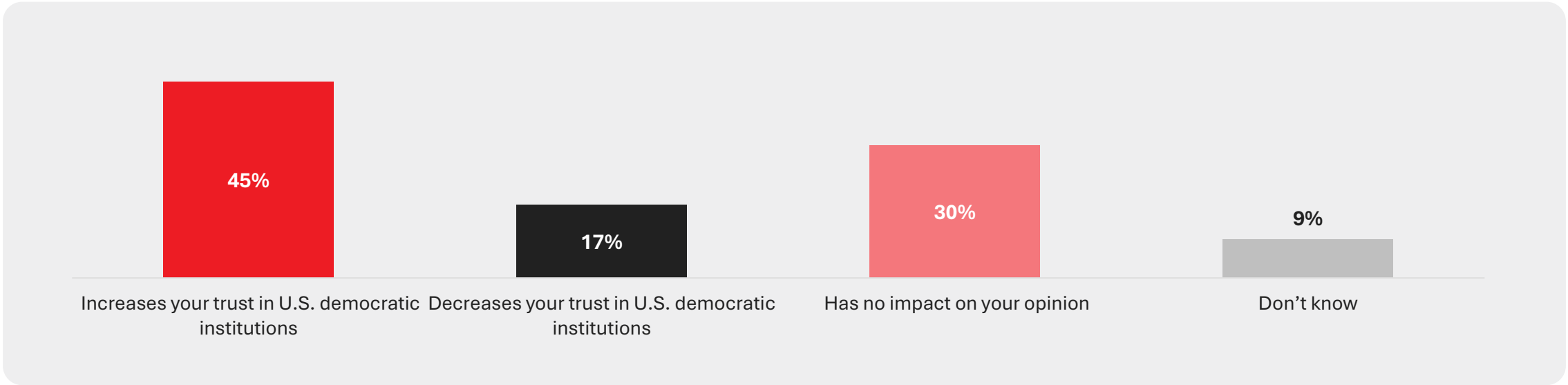
Base: American respondents (n=1,002)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320
TOTAL MORE CONFIDENT	19%	21%	17%	19%	19%	26%	18%	16%	23%	15%	31%	17%	14%
Much more confident	8%	8%	6%	9%	6%	9%	9%	6%	9%	6%	16%	6%	4%
Somewhat more confident	11%	13%	11%	10%	13%	17%	9%	10%	14%	9%	15%	11%	11%
No change	31%	34%	31%	29%	32%	29%	31%	33%	33%	29%	42%	18%	36%
TOTAL LESS CONFIDENT	36%	37%	36%	39%	32%	30%	34%	42%	34%	39%	19%	55%	36%
Somewhat less confident	17%	22%	13%	19%	16%	15%	18%	19%	16%	19%	14%	20%	20%
Much less confident	19%	15%	23%	20%	16%	15%	17%	23%	18%	20%	5%	35%	16%
DK / Refusal	14%	8%	16%	12%	18%	15%	17%	10%	10%	17%	9%	9%	14%

Impact of Judicial Oversight on Trust in U.S. Democratic Institutions

Q3J. The fact that U.S. courts are trying to limit President Trump’s powers on trade policy...

Base: Canadian respondents (n=1,519)

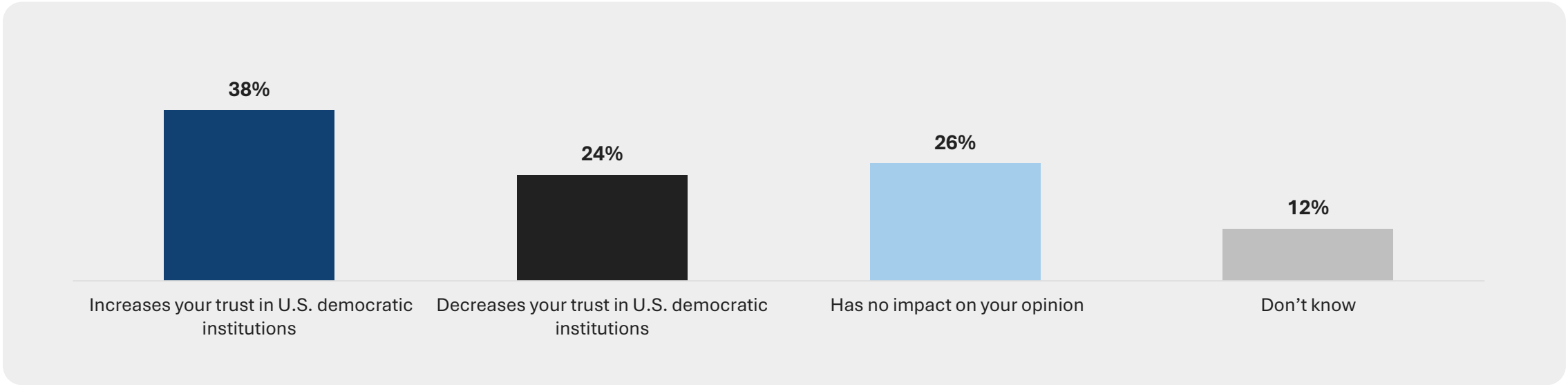


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674
Increases your trust in U.S. democratic institutions	45%	37%	54%	43%	35%	39%	45%	43%	46%	33%	40%	56%
Decreases your trust in U.S. democratic institutions	17%	18%	13%	16%	24%	19%	18%	21%	13%	25%	19%	9%
Has no impact on your opinion	30%	39%	27%	32%	30%	26%	30%	30%	30%	28%	31%	30%
Don't know	9%	5%	7%	9%	11%	15%	7%	6%	11%	14%	10%	5%

Impact of Judicial Oversight on Trust in U.S. Democratic Institutions

Q3J. The fact that U.S. courts are trying to limit President Trump’s powers on trade policy...

Base: American respondents (n=1,002)



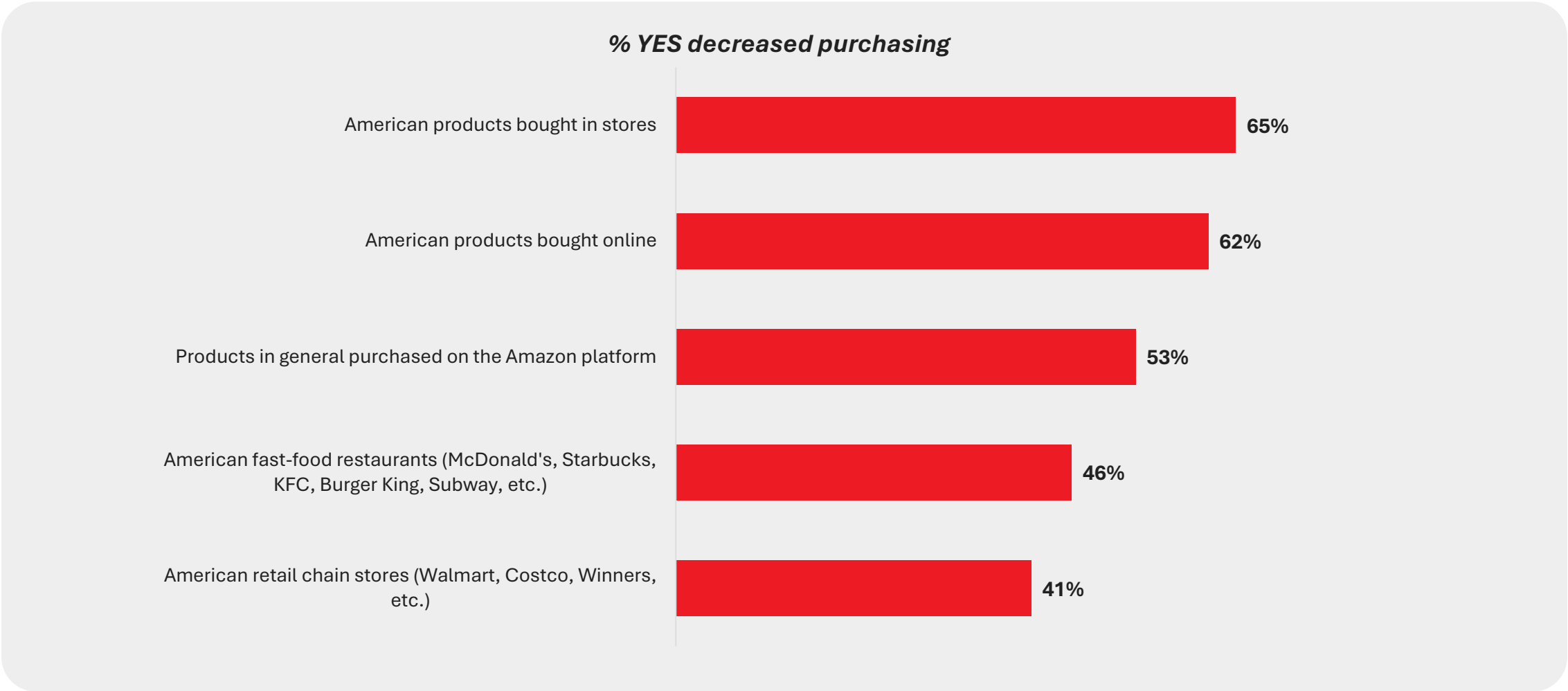
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Rep.	Dem.	Independ-ent
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320
Increases your trust in U.S. democratic institutions	38%	47%	33%	38%	37%	40%	35%	40%	35%	41%	15%	70%	34%
Decreases your trust in U.S. democratic institutions	24%	22%	29%	26%	17%	19%	18%	32%	28%	19%	48%	10%	22%
Has no impact on your opinion	26%	22%	24%	25%	34%	29%	29%	22%	30%	23%	31%	13%	32%
Don't know	12%	9%	13%	12%	12%	12%	17%	6%	7%	16%	6%	8%	12%

Economic Concerns and Consumer Behaviour

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=1,519)



Recent Changes in Consumer Purchasing Behaviour (2/2)

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






Base: Canadian respondents (n=1,519)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
American products bought in stores	65%	65%	70%	66%	60%	52%	68%	61%	69%	48%	58%	82%	69%	-4
American products bought online	62%	61%	66%	61%	60%	51%	68%	57%	66%	47%	57%	76%	66%	-4
Products in general purchased on the Amazon platform	53%	51%	62%	51%	53%	39%	58%	51%	56%	46%	49%	62%	55%	-2
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	46%	51%	52%	46%	43%	33%	45%	44%	48%	38%	40%	56%	51%	-5
American retail chain stores (Walmart, Costco, Winners, etc.)	41%	35%	46%	43%	44%	25%	44%	41%	42%	36%	36%	49%	43%	-2

Recent Changes in Consumer Purchasing Behaviour – *By Expressed Votes*

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

Base: Canadian respondents (n=1,519)

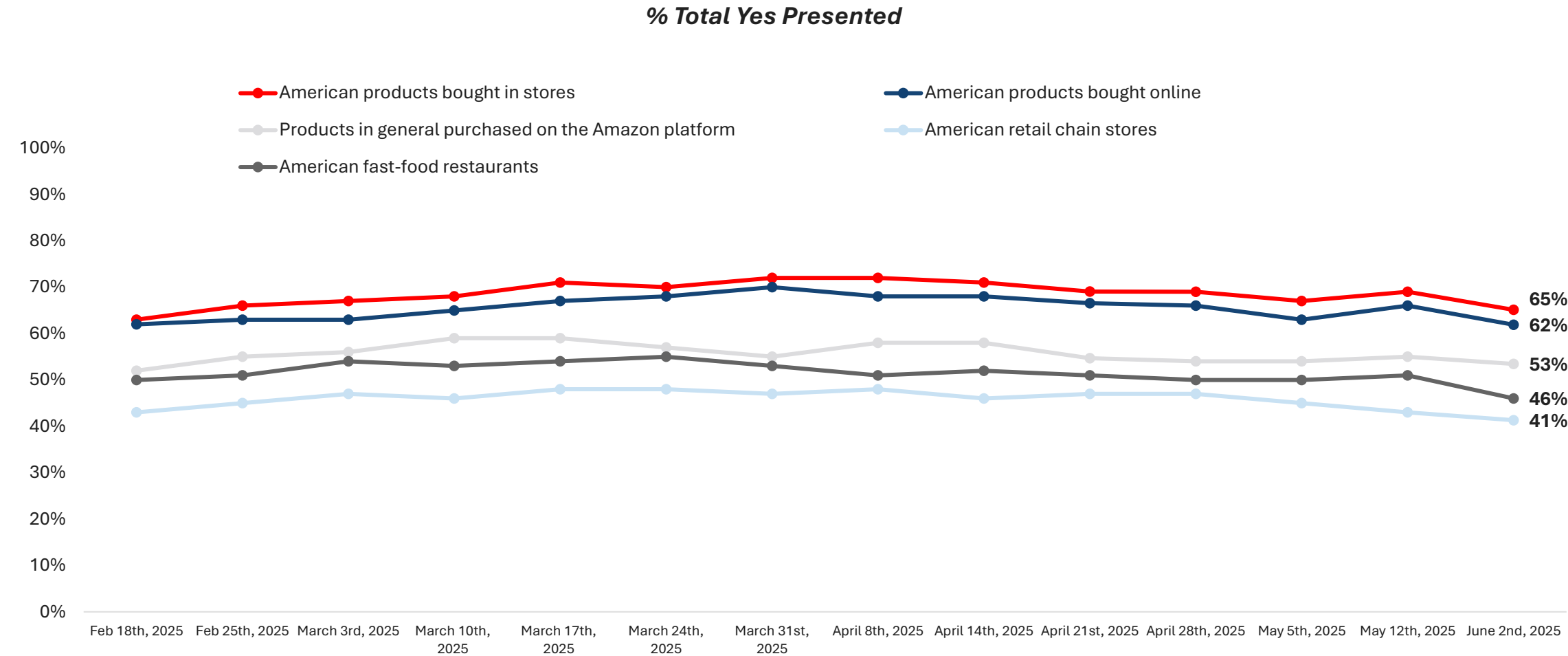
							
% YES presented		Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=		1,519	549	520	80	81	18*
Unweighted n=		1,519	661	368	94	110	24*
American products bought in stores		65%	80%	54%	75%	86%	65%
American products bought online		62%	74%	53%	67%	83%	78%
Products in general purchased on the Amazon platform		53%	63%	45%	62%	79%	66%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)		46%	59%	37%	51%	61%	42%
American retail chain stores (Walmart, Costco, Winners, etc.)		41%	50%	33%	49%	59%	63%

*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...?

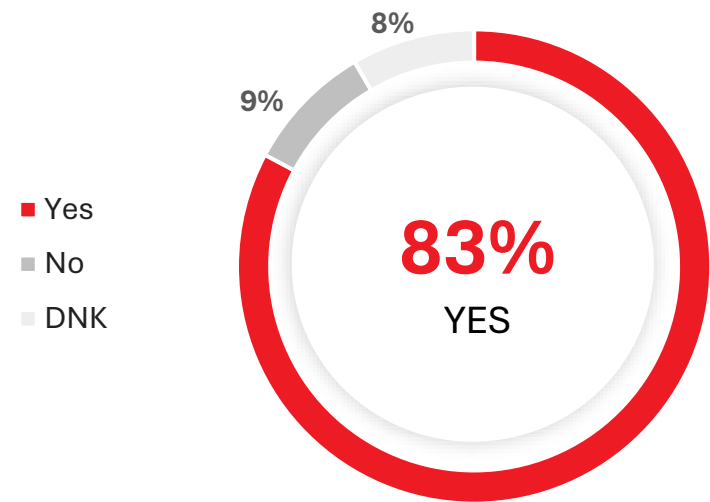
Base: Canadian respondents (n=1,519)



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,519)

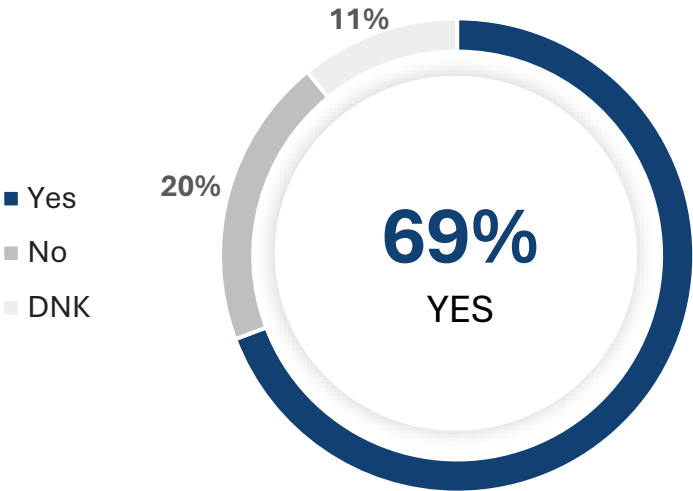


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
Yes	83%	84%	87%	81%	84%	84%	79%	78%	87%	75%	81%	89%	75%	+8
No	9%	6%	9%	10%	12%	4%	8%	12%	6%	13%	9%	6%	15%	-6
I don't know	8%	10%	4%	9%	5%	11%	13%	9%	7%	12%	11%	5%	10%	-2

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,002)



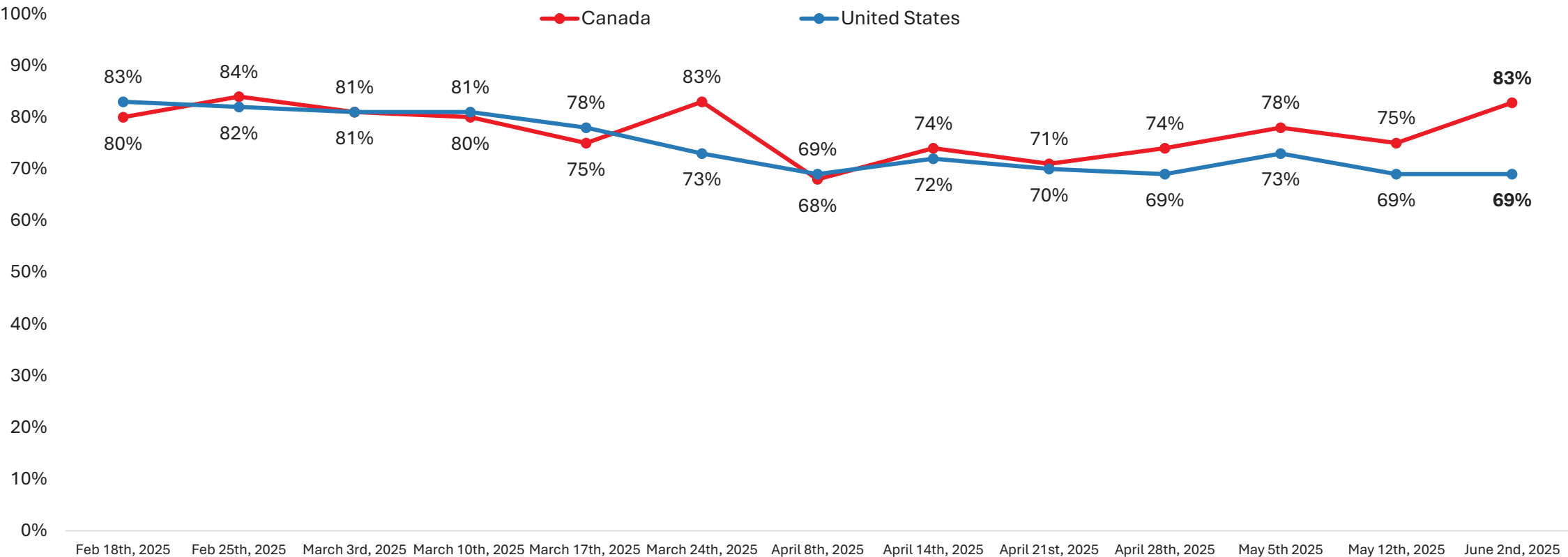
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
Yes	69%	74%	69%	69%	67%	72%	69%	67%	64%	74%	56%	85%	69%	69%	-
No	20%	16%	21%	18%	25%	14%	20%	24%	26%	14%	36%	7%	19%	20%	-
I don't know	11%	10%	10%	13%	9%	13%	11%	9%	11%	11%	8%	7%	13%	11%	-

Perception of Recent Consumer Price Increases – *Evolution*

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

Base: All respondents

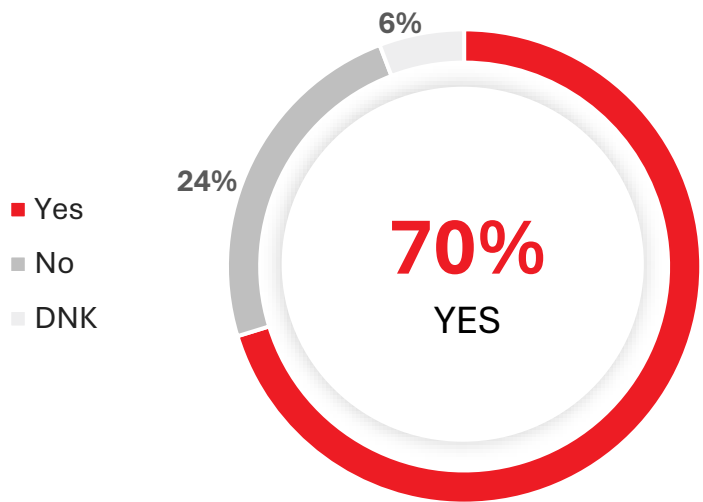
% Total Yes Presented



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=1,519)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
Yes	70%	70%	73%	72%	65%	57%	75%	65%	75%	59%	64%	83%	74%	-4
No	24%	25%	23%	21%	32%	31%	24%	30%	18%	30%	33%	13%	20%	+4
I don't know	6%	5%	4%	7%	2%	12%	1%	5%	7%	11%	3%	4%	6%	-

Increase in Purchases of Local Canadian Products – *By Expressed Votes*

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

Base: Canadian respondents (n=1,519)

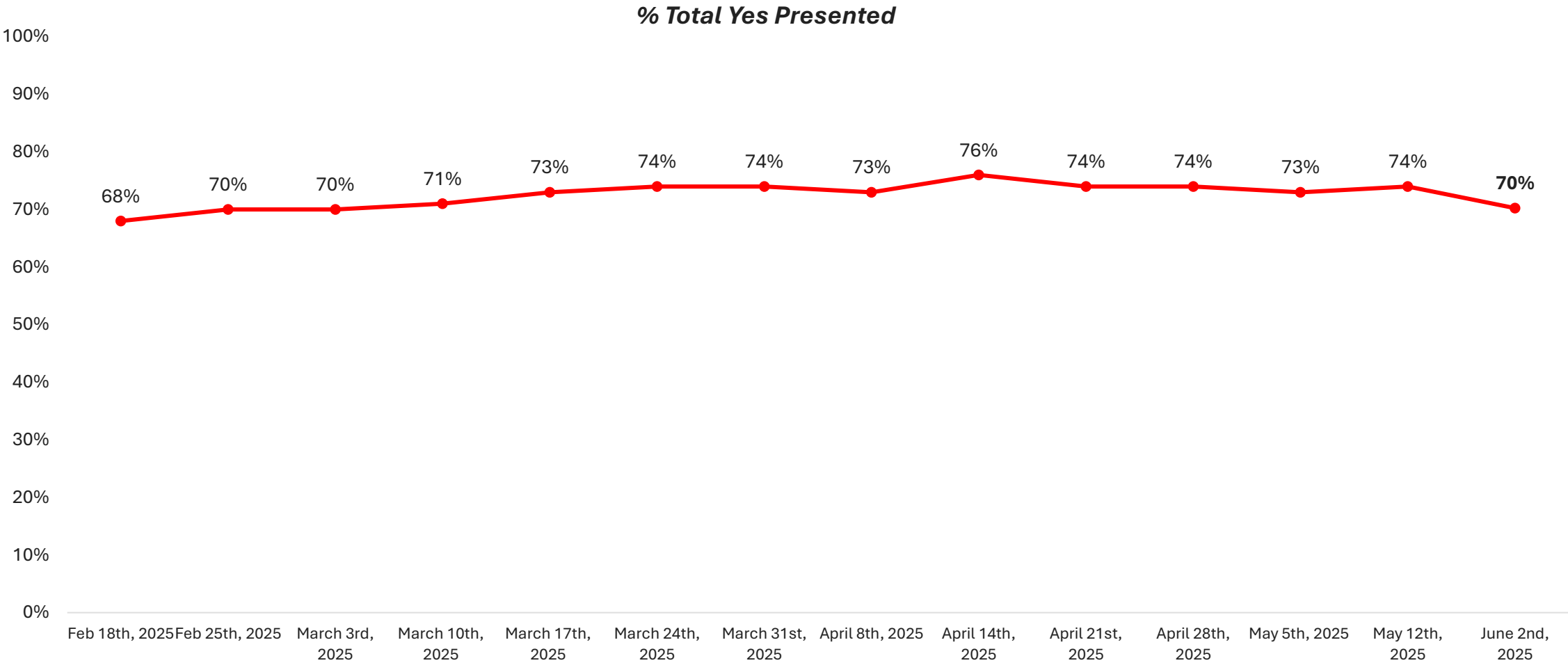
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,519	549	520	80	81	18*
Unweighted n=	1,519	661	368	94	110	24*
Yes	70%	84%	59%	81%	87%	70%
No	24%	13%	36%	15%	12%	28%
I don't know	6%	3%	5%	3%	1%	2%

*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

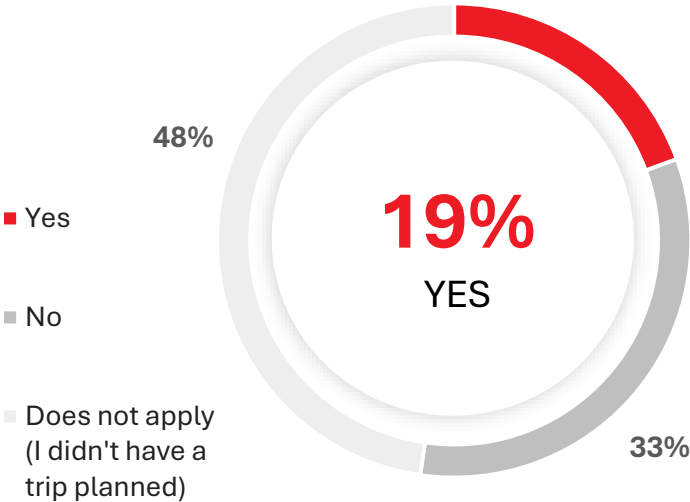


Cancellation of Travel Plans to the United States

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

Base: Canadian respondents (n=1,519)

Among respondents who had a trip planned to the United States, **37% canceled it.**

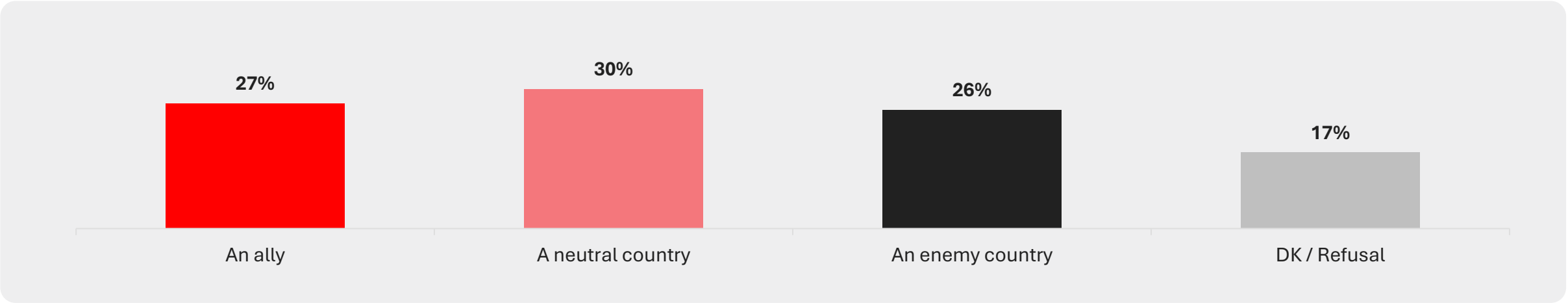


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,548	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,548	
Yes	19%	21%	17%	20%	20%	13%	25%	21%	18%	15%	18%	23%	18%	+1
No	33%	35%	30%	32%	39%	39%	31%	33%	33%	41%	37%	24%	32%	+1
Does not apply (I didn't have a trip planned)	48%	45%	53%	47%	41%	48%	44%	46%	49%	44%	44%	53%	49%	-1

Perception of the United States as an Ally, Neutral, or Enemy

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

Base: Canadian respondents (n=1,519)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,548	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,548	
An ally	27%	27%	26%	26%	29%	36%	26%	34%	20%	23%	27%	30%	29%	-2
A neutral country	30%	28%	32%	32%	30%	25%	28%	31%	29%	39%	33%	23%	24%	+6
An enemy country	26%	32%	24%	27%	30%	18%	28%	22%	29%	19%	21%	34%	32%	-6
DK / Refusal	17%	14%	18%	15%	11%	20%	19%	12%	21%	19%	19%	13%	15%	+2

Perception of the United States as an Ally, Neutral, or Enemy – *By Expressed Votes*

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

Base: Canadian respondents (n=1,519)

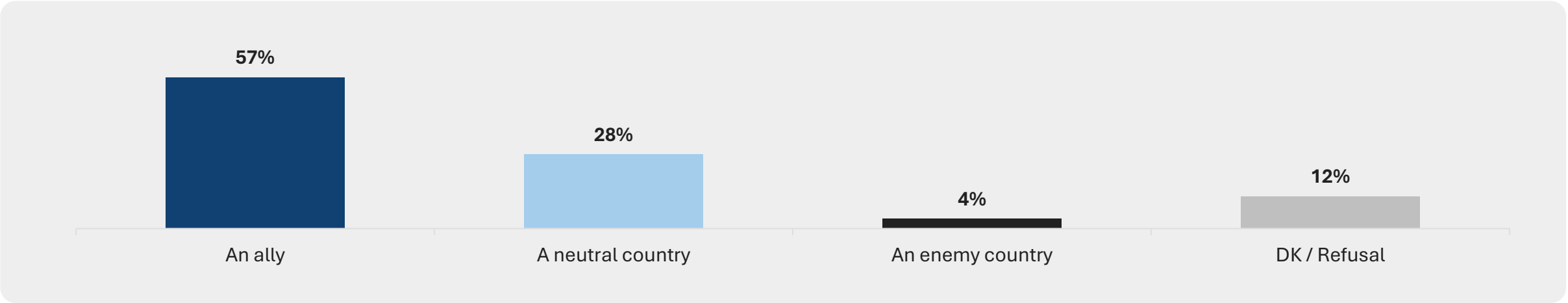
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,519	549	520	80	81	18
Unweighted n=	1,519	661	368	94	110	24*
An ally	27%	17%	44%	12%	24%	34%
A neutral country	30%	31%	28%	33%	33%	32%
An enemy country	26%	36%	16%	41%	22%	28%
DK / Refusal	17%	15%	11%	14%	22%	6%

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

Perception of Canada as an Ally, Neutral, or Enemy

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

Base: American respondents (n=1,002)

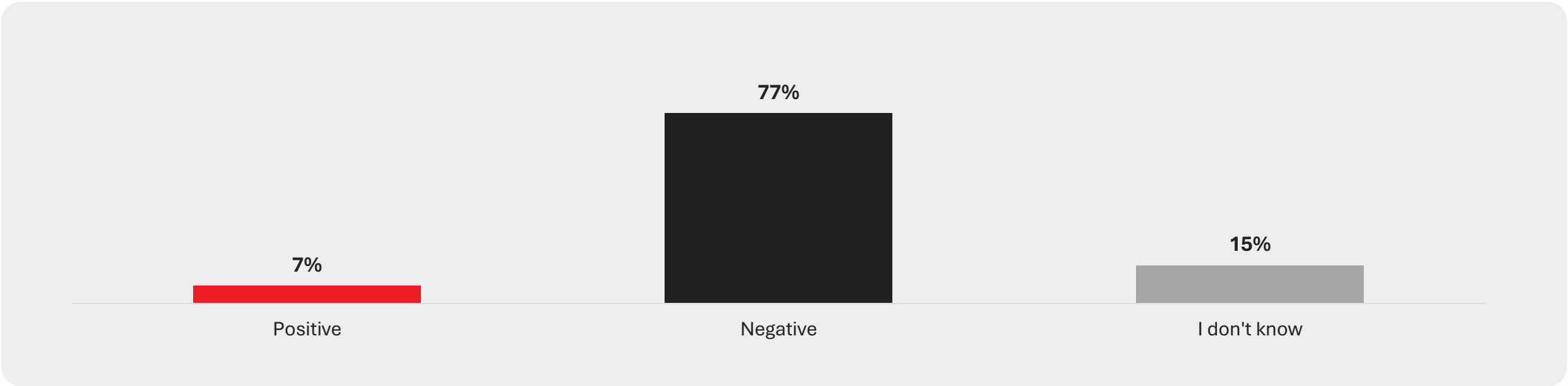


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Rep.	Dem.	Independ-ent	Total March 10 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,010	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,010	
An ally	57%	63%	54%	58%	51%	52%	50%	65%	66%	48%	56%	69%	54%	59%	-2
A neutral country	28%	27%	30%	23%	34%	27%	31%	25%	25%	30%	34%	19%	34%	28%	-
An enemy country	4%	2%	2%	5%	5%	7%	3%	1%	4%	3%	3%	1%	3%	2%	+2
DK / Refusal	12%	8%	14%	13%	11%	13%	16%	9%	5%	19%	7%	11%	10%	12%	-

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=1,519)

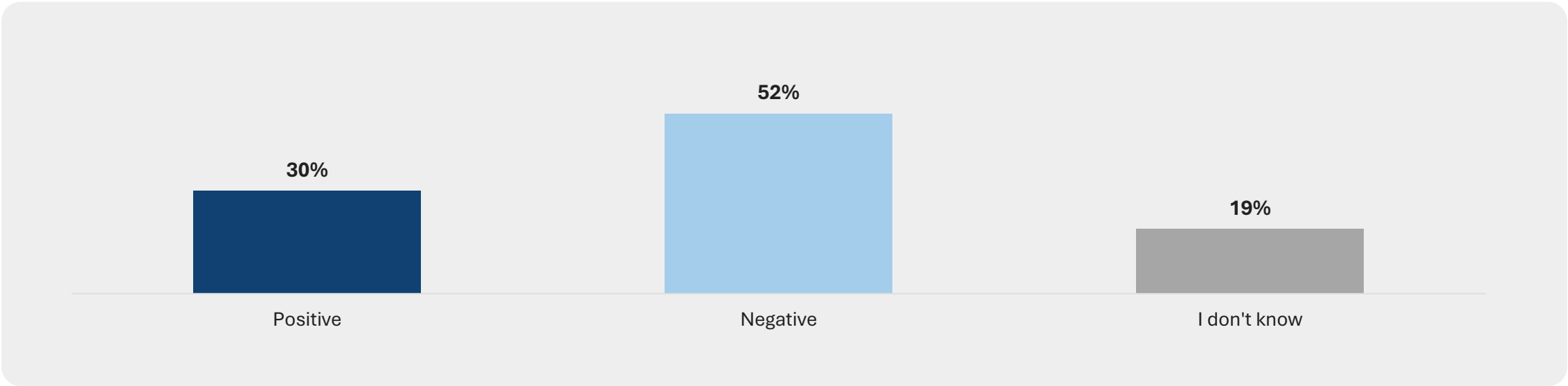


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
Positive	7%	11%	8%	7%	6%	6%	5%	10%	5%	13%	6%	4%	9%	-2
Negative	77%	67%	80%	78%	78%	78%	77%	75%	79%	68%	76%	85%	79%	-2
I don't know	15%	23%	12%	15%	16%	17%	18%	15%	16%	19%	18%	11%	11%	+4

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 U.S. economy?

Base: American respondents (n=1,002)

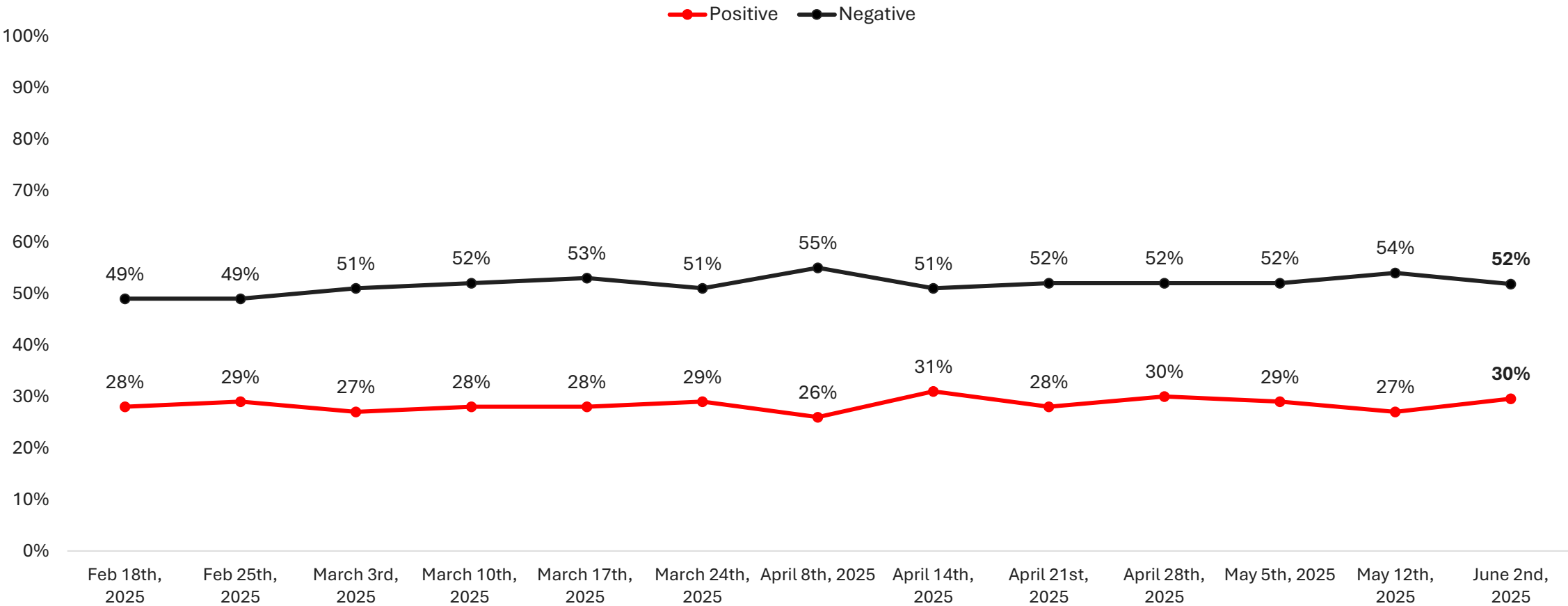


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
Positive	30%	33%	26%	31%	27%	29%	26%	33%	37%	22%	61%	12%	24%	27%	+3
Negative	52%	54%	54%	49%	53%	52%	51%	53%	48%	55%	21%	79%	55%	54%	-2
I don't know	19%	13%	20%	19%	20%	19%	23%	14%	14%	23%	18%	9%	21%	19%	-

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

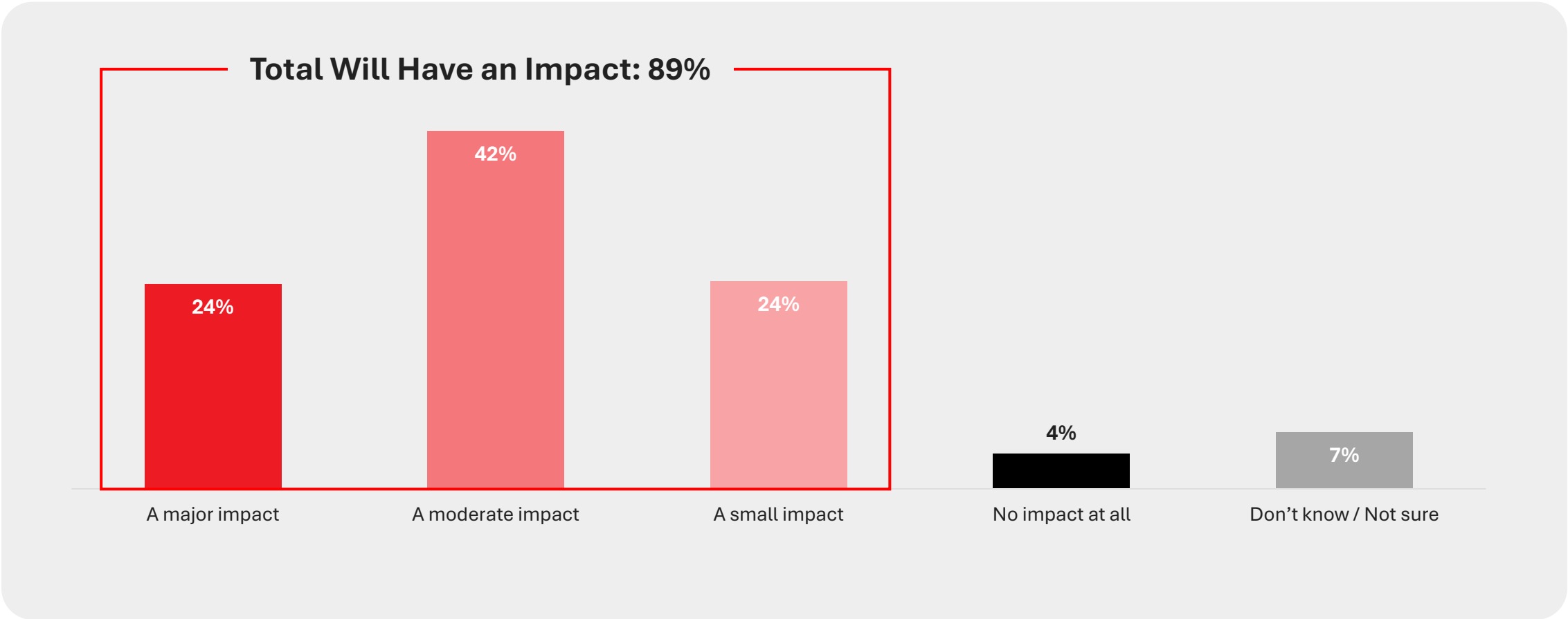


Concerns About Personal Financial Situation

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=1,519)



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?

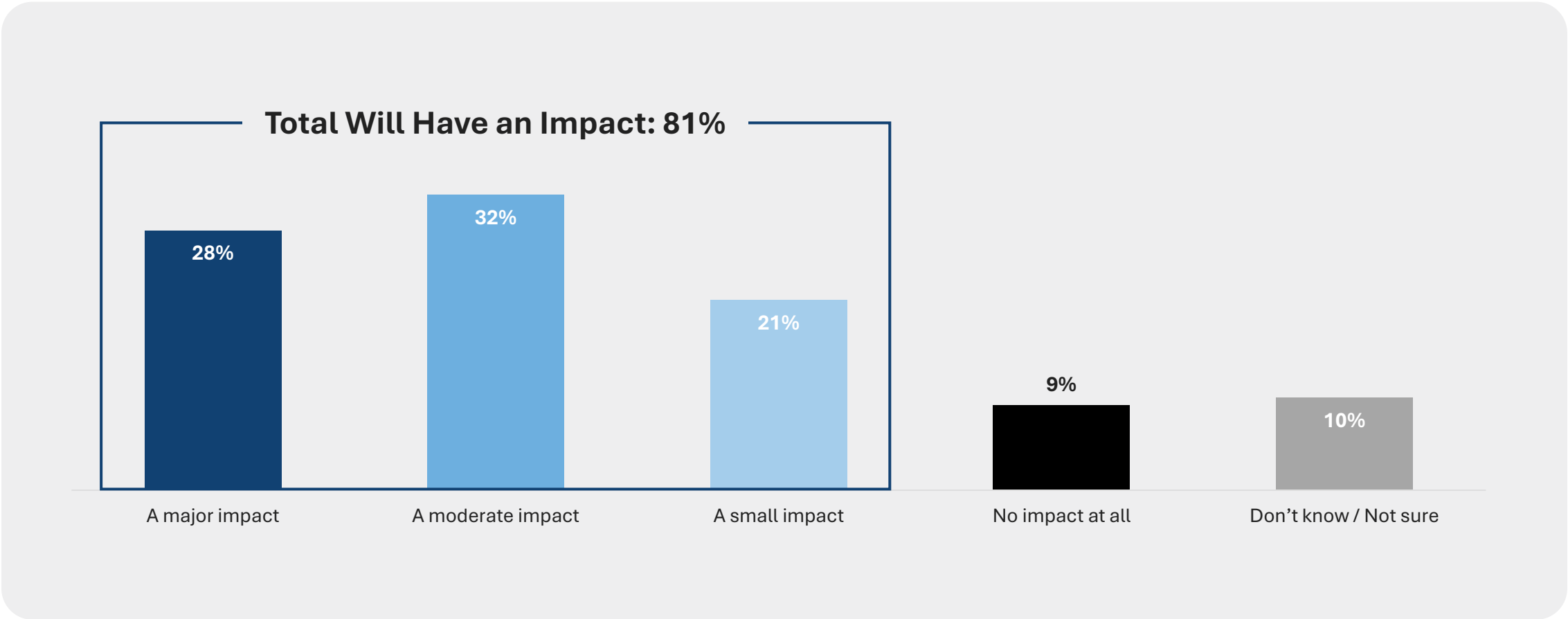
Base: Canadians respondents (n=1,519)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
TOTAL WILL HAVE AN IMPACT	89%	92%	87%	89%	90%	90%	92%	89%	90%	89%	89%	90%	91%	-2
A major impact	24%	22%	20%	29%	22%	27%	16%	20%	27%	26%	30%	18%	24%	-
A moderate impact	42%	39%	45%	39%	43%	34%	50%	40%	43%	39%	39%	45%	47%	-5
A small impact	24%	31%	22%	22%	24%	30%	26%	29%	20%	23%	20%	28%	21%	+3
No impact at all	4%	3%	6%	4%	5%	3%	4%	5%	3%	3%	3%	5%	3%	+1
Don't know / Not sure	7%	5%	7%	7%	5%	7%	4%	6%	7%	9%	8%	4%	5%	+2

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=1,002)



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?

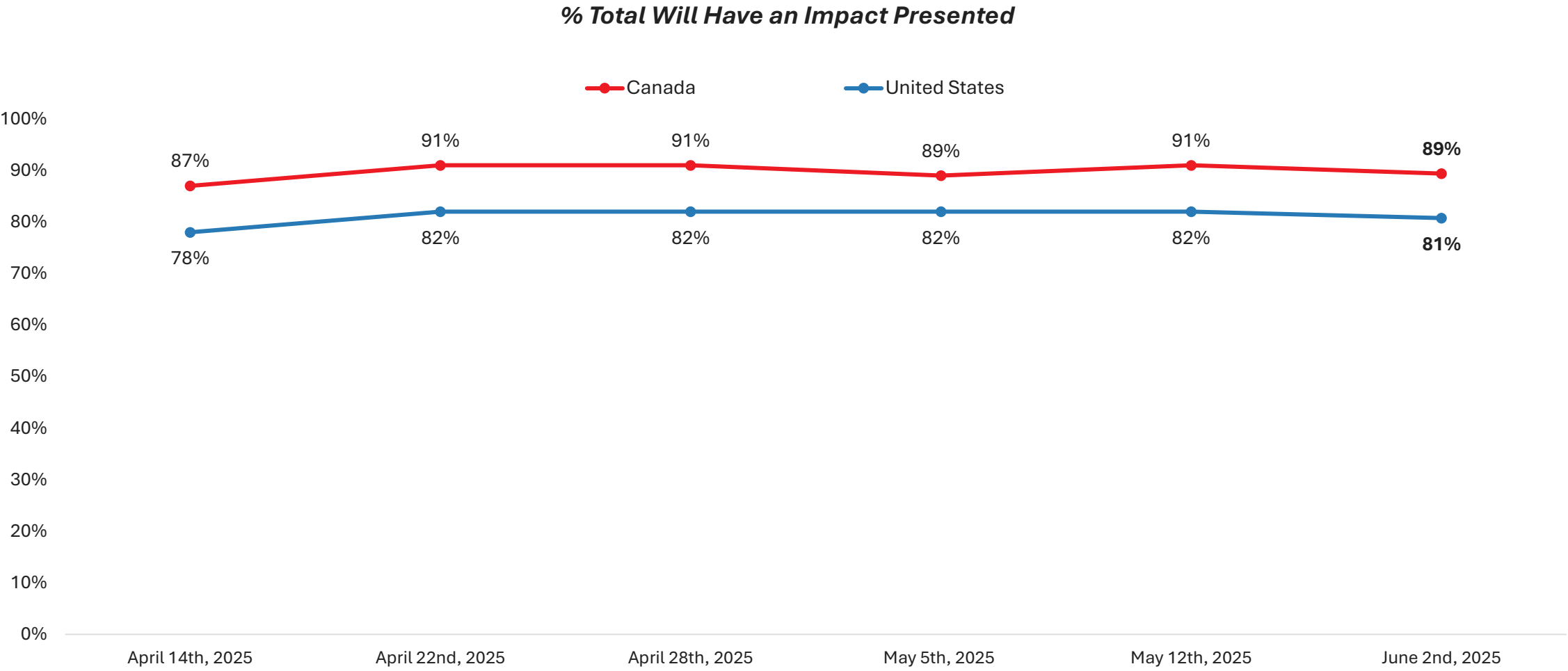
Base: American respondents (n=1,002)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
TOTAL WILL HAVE AN IMPACT	81%	85%	83%	78%	80%	81%	80%	81%	81%	81%	77%	91%	82%	82%	-1
A major impact	28%	29%	30%	29%	23%	35%	30%	22%	24%	32%	16%	44%	25%	32%	-4
A moderate impact	32%	33%	32%	29%	36%	34%	31%	31%	32%	32%	31%	36%	33%	31%	+1
A small impact	21%	22%	20%	20%	21%	13%	19%	27%	25%	16%	30%	11%	23%	19%	+2
No impact at all	9%	7%	9%	10%	10%	9%	8%	11%	12%	7%	15%	6%	9%	9%	-
Don't know / Not sure	10%	8%	9%	12%	10%	10%	12%	8%	7%	13%	8%	3%	9%	9%	+1

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation – *Evolution*

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

Base: All respondents

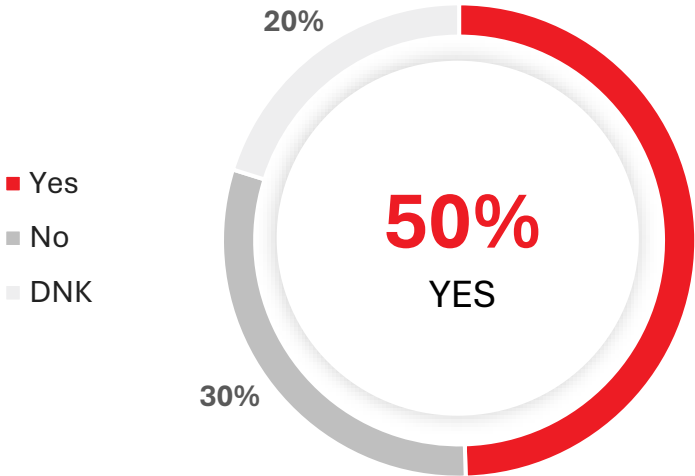


State of the Economy

Economic Recession in the Country

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

Base: Canadian respondents (n=1,519)

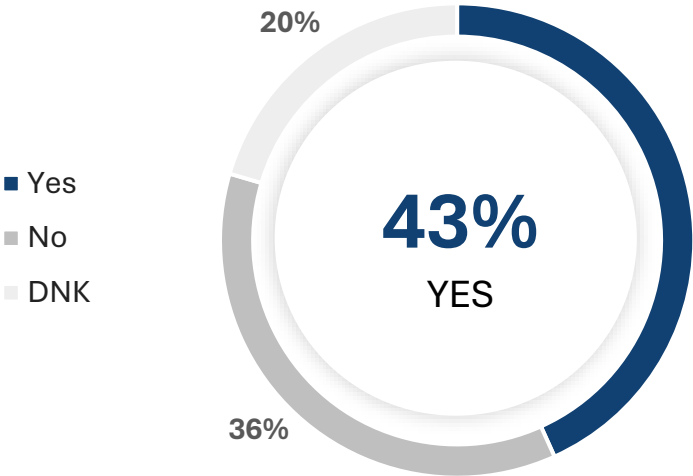


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
Yes	50%	47%	48%	50%	46%	54%	49%	49%	50%	53%	54%	43%	49%	+1
No	30%	34%	33%	32%	33%	19%	26%	34%	27%	23%	26%	38%	34%	-4
I don't know	20%	19%	18%	18%	21%	26%	25%	17%	23%	23%	20%	18%	17%	+3

Economic Recession in the Country

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

Base: All respondents (n=1,002)

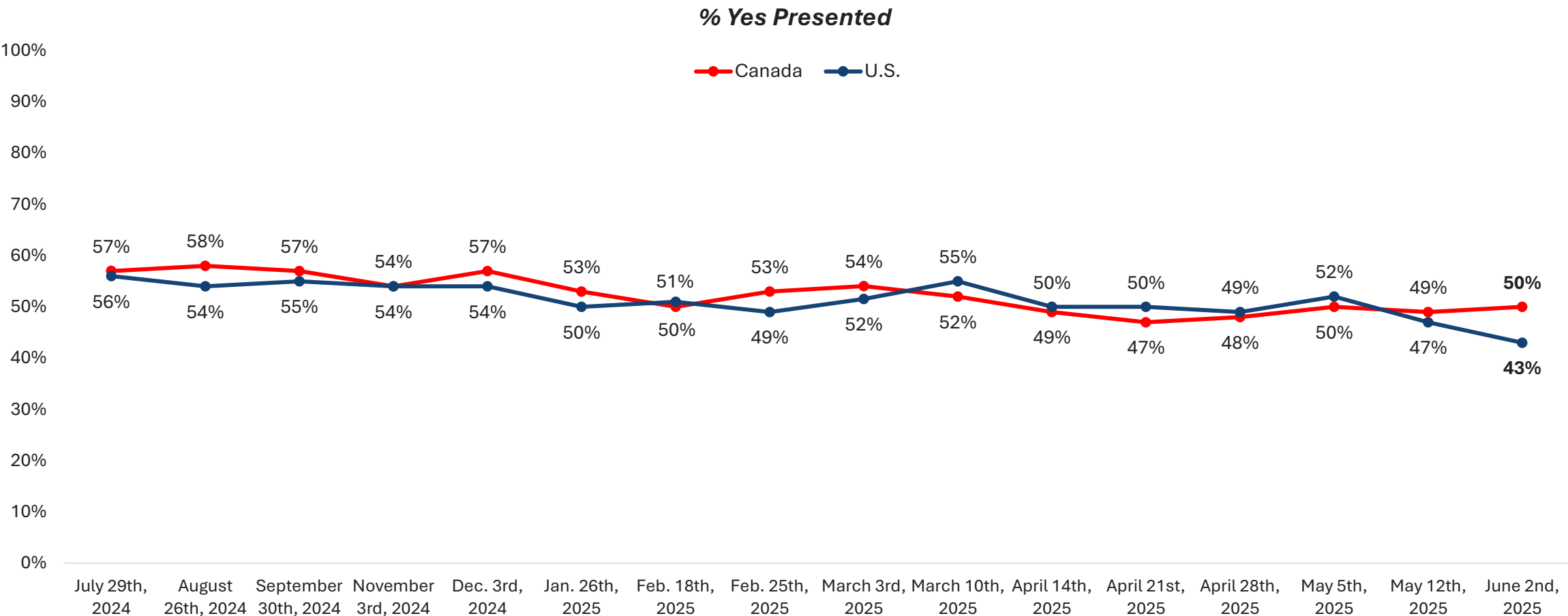


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
Yes	43%	45%	39%	44%	44%	55%	46%	32%	37%	49%	30%	56%	45%	47%	-4
No	36%	34%	42%	34%	36%	24%	35%	46%	49%	24%	56%	29%	33%	34%	+2
I don't know	20%	20%	19%	22%	20%	21%	19%	21%	13%	27%	14%	15%	23%	20%	-

Economic Recession in the Country – Evolution

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

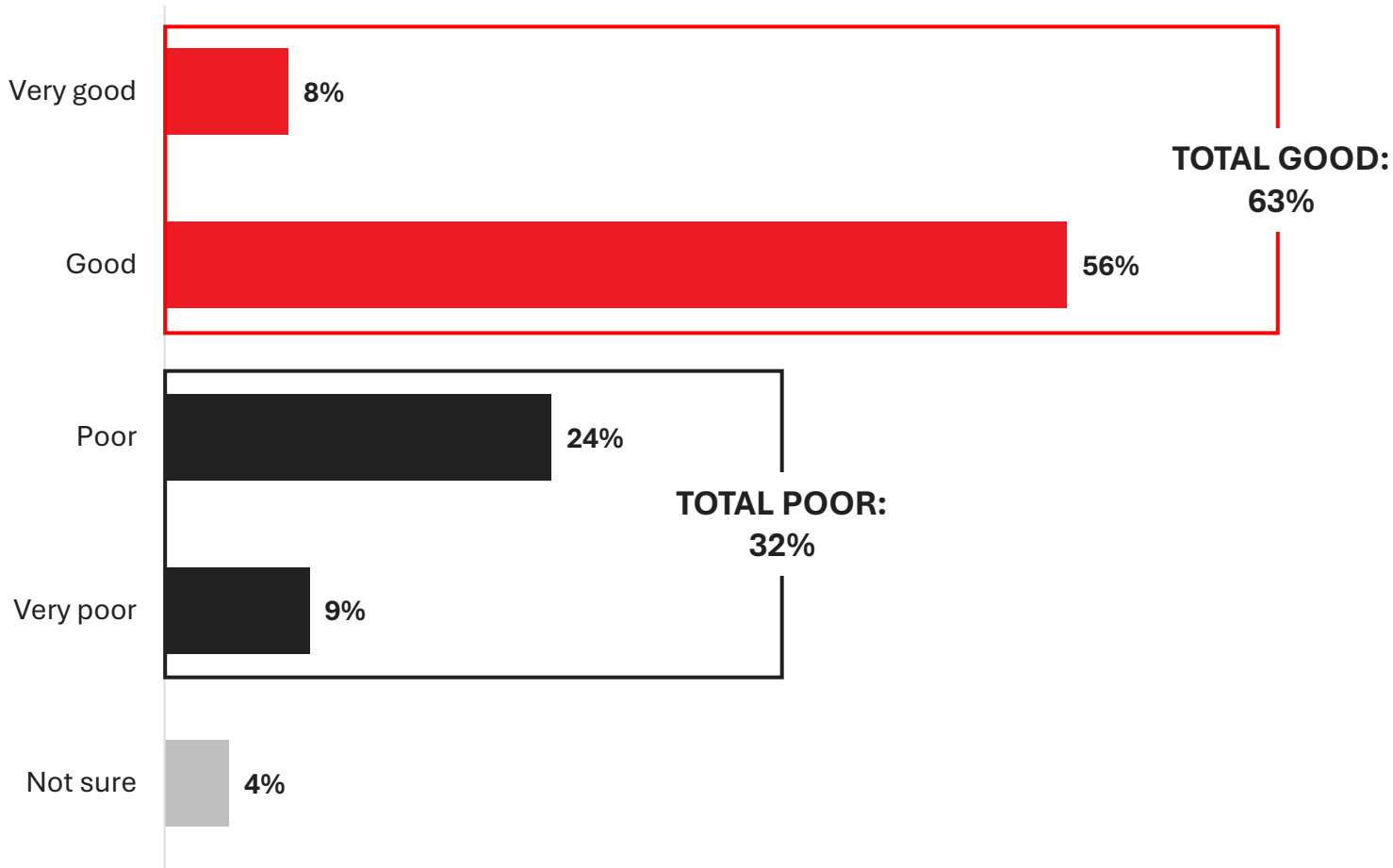
Base: All respondents



State of Household Finances (1/2)

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

Base: Canadian respondents (n=1,519)



State of Household Finances (2/2)

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

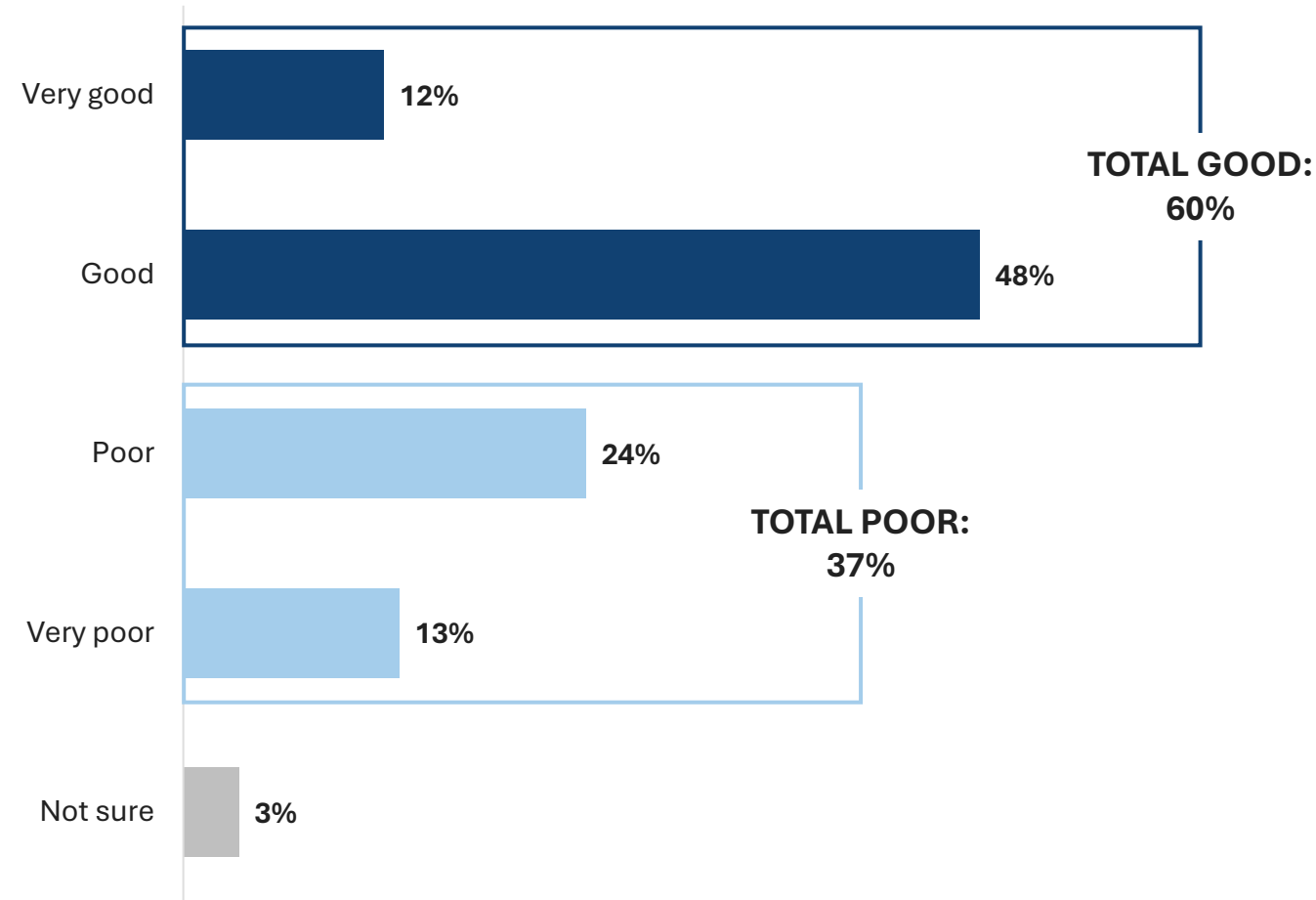
Base: Canadian respondents (n=1,519)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
TOTAL GOOD	63%	59%	76%	58%	68%	60%	60%	63%	63%	58%	56%	72%	67%	-4
Very good	8%	10%	9%	8%	7%	7%	6%	10%	6%	5%	5%	11%	8%	-
Good	56%	49%	67%	50%	61%	53%	54%	54%	57%	53%	51%	61%	59%	-3
TOTAL POOR	32%	37%	20%	37%	31%	34%	37%	32%	32%	34%	39%	26%	30%	+2
Poor	24%	24%	16%	27%	26%	18%	30%	24%	23%	28%	25%	20%	23%	+1
Very poor	9%	13%	4%	10%	4%	16%	7%	8%	9%	6%	14%	6%	8%	+1
Not sure	4%	3%	4%	5%	2%	6%	2%	4%	4%	7%	5%	2%	3%	+1

State of Household Finances (1/2)

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

Base: American respondents (n=1,002)



State of Household Finances (2/2)

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

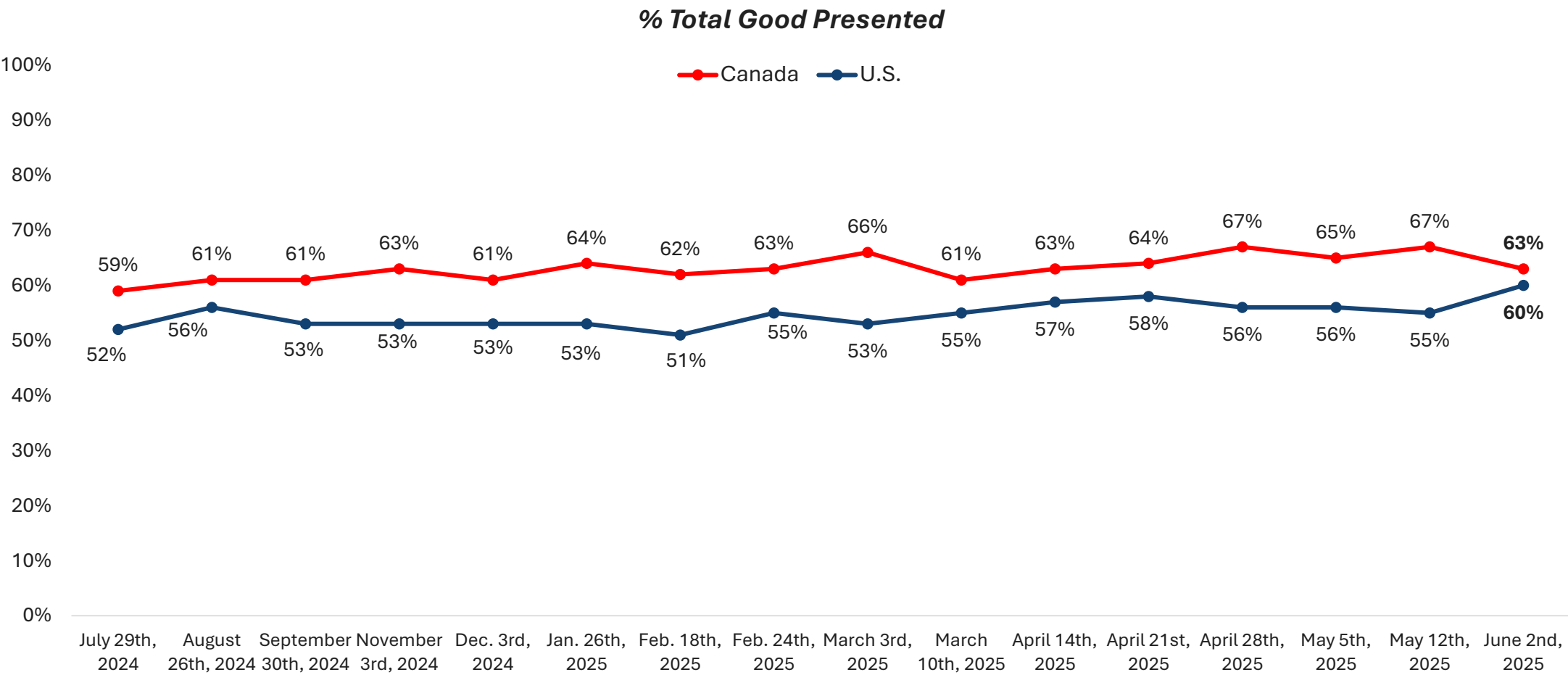
Base: American respondents (n=1,002)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
TOTAL GOOD	60%	72%	49%	61%	57%	66%	49%	64%	65%	54%	71%	63%	49%	55%	+5
Very good	12%	14%	12%	11%	12%	14%	11%	11%	12%	12%	17%	15%	6%	11%	+1
Good	48%	59%	37%	50%	45%	52%	38%	53%	53%	43%	55%	48%	42%	45%	+3
TOTAL POOR	37%	25%	47%	34%	41%	32%	48%	31%	33%	41%	27%	35%	47%	40%	-3
Poor	24%	14%	34%	21%	27%	18%	30%	23%	22%	26%	21%	25%	25%	28%	-4
Very poor	13%	11%	14%	13%	14%	14%	18%	8%	11%	15%	6%	10%	21%	12%	+1
Not sure	3%	3%	4%	5%	2%	2%	3%	5%	2%	4%	2%	2%	4%	5%	-2

State of Household Finances – *Evolution*

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

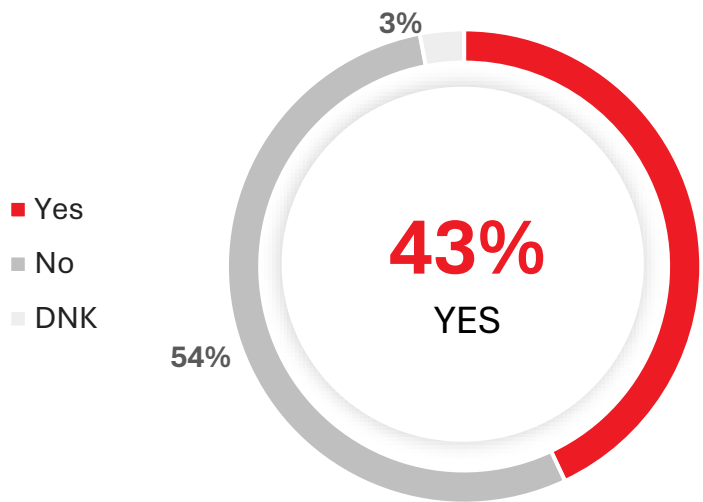
Base: All respondents



Living Paycheque to Paycheque

Q5. Are you currently living paycheck to paycheck?

Base: Canadian respondents (n=1,519)

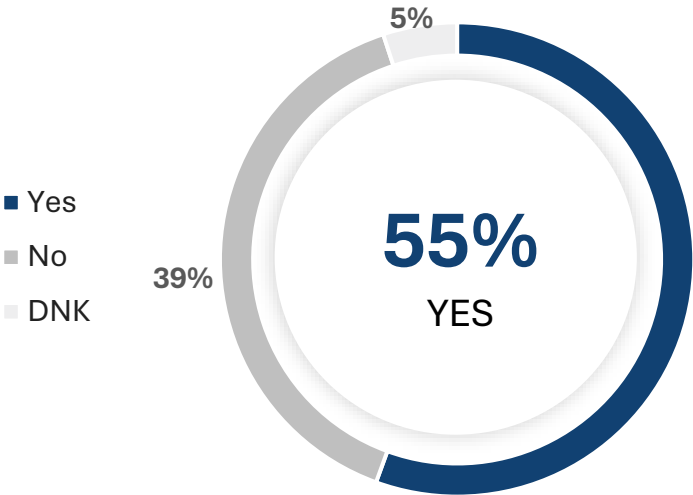


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	1,519	102	351	588	98	169	211	741	778	405	489	625	1,578	
Unweighted n=	1,519	101	409	608	126	125	150	760	759	371	474	674	1,578	
Yes	43%	50%	32%	49%	45%	46%	39%	42%	45%	45%	55%	33%	43%	-
No	54%	48%	66%	48%	52%	49%	58%	55%	52%	49%	42%	66%	55%	-1
I don't know	3%	2%	3%	3%	3%	5%	2%	3%	3%	6%	3%	1%	3%	-

Living Paycheque to Paycheque

Q5. Are you currently living paycheck to paycheck?

Base: American respondents (n=1,002)

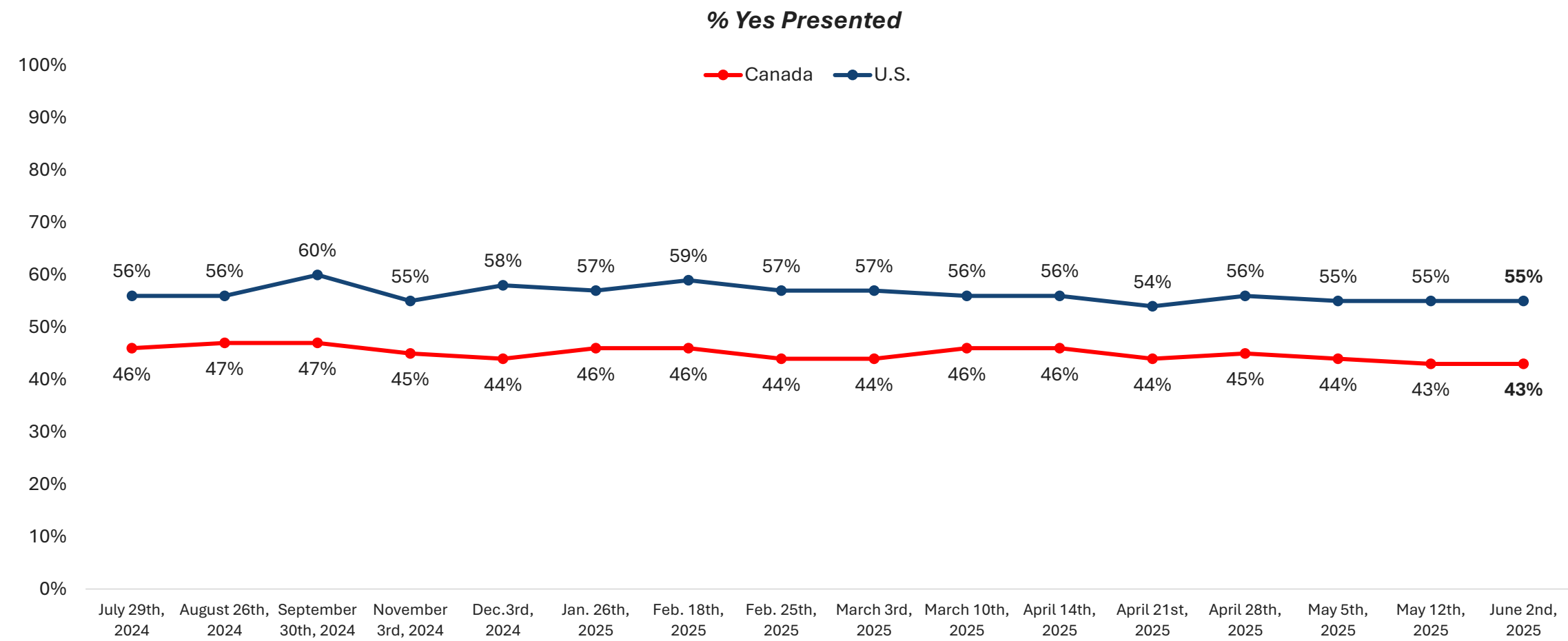


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 12 2025	Gap
Weighted n=	1,002	180	213	379	231	278	329	395	486	516	279	325	308	1,012	
Unweighted n=	1,002	186	229	355	232	147	364	491	449	553	321	283	320	1,012	
Yes	55%	52%	59%	58%	49%	54%	64%	49%	49%	61%	53%	57%	57%	55%	-
No	39%	44%	38%	34%	46%	40%	30%	46%	48%	32%	44%	37%	40%	40%	-1
I don't know	5%	4%	3%	8%	5%	6%	6%	4%	3%	7%	4%	6%	3%	6%	-1

Living Paycheque to Paycheque – *Evolution*

Q5. Are you currently living paycheck to paycheck?

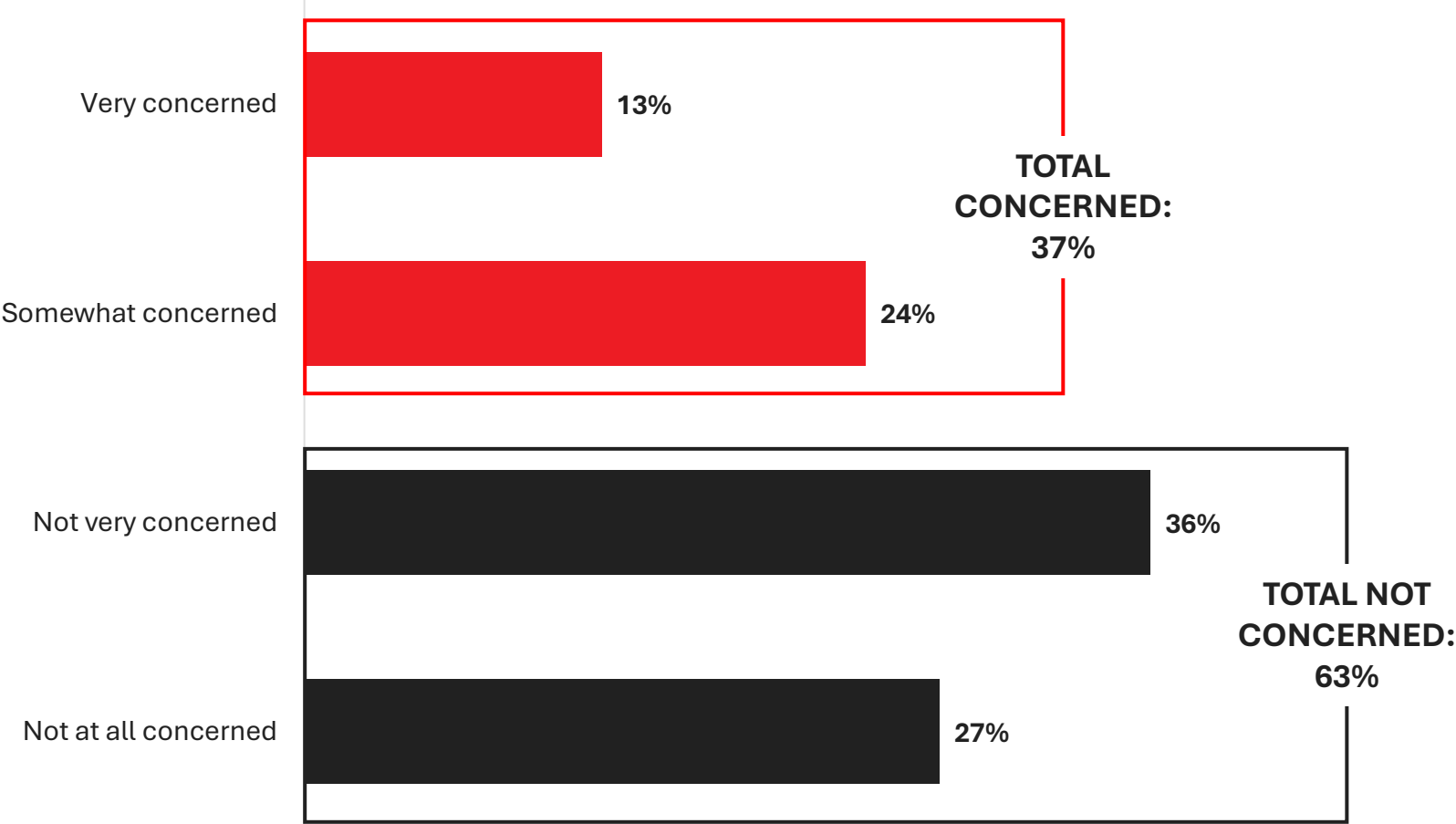
Base: All respondents



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=743)



Concerns About Losing Job (2/2)

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

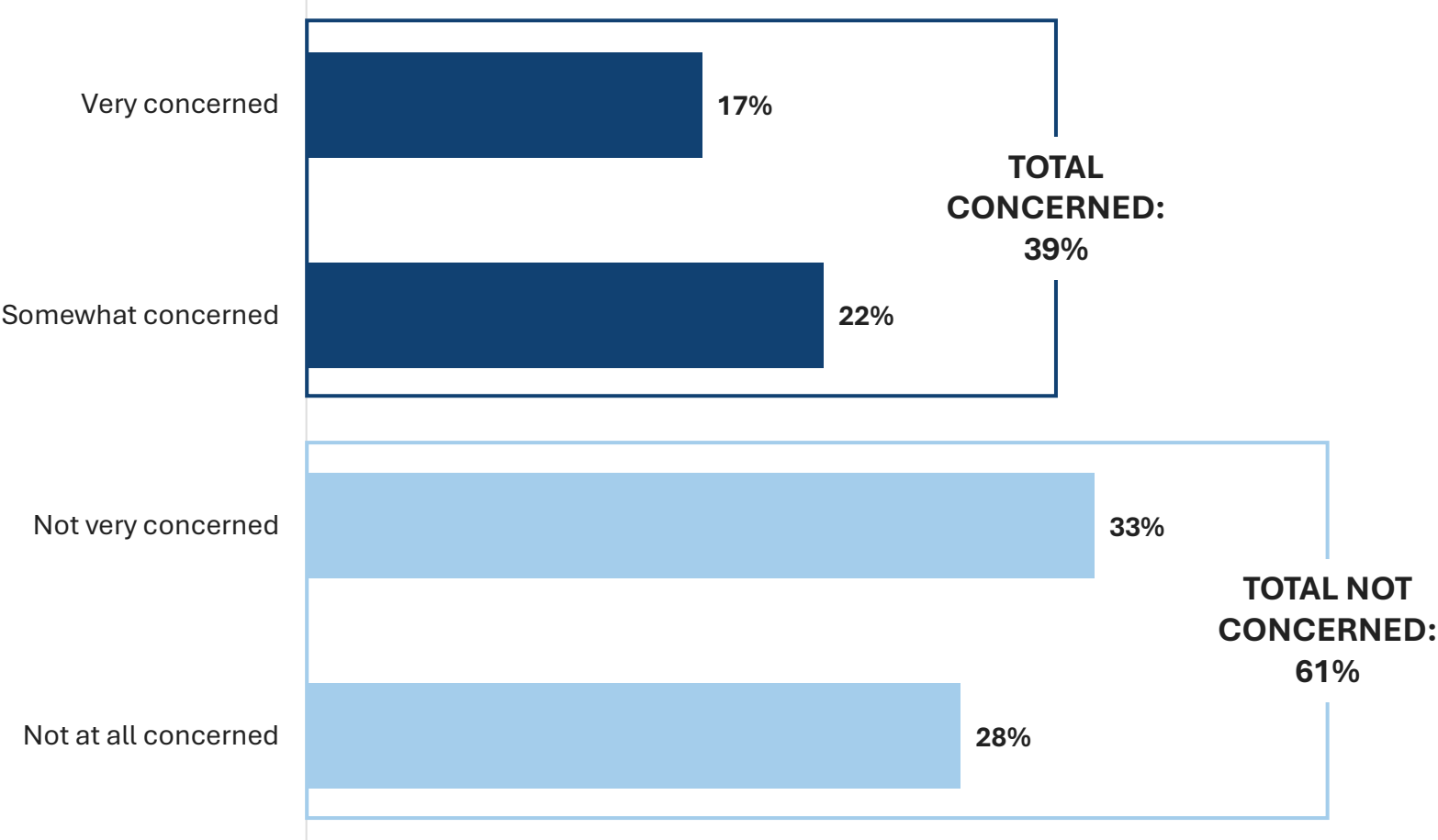
Base: Canadian respondents who are currently employed (n=743)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 12 2025	Gap
Weighted n=	759	48	178	295	47	84	108	386	373	246	368	145	780	
Unweighted n=	743	54	201	305	56	56	71	379	364	218	362	163	797	
TOTAL CONCERNED	37%	31%	27%	40%	33%	42%	45%	44%	29%	42%	36%	29%	39%	-2
Very concerned	13%	11%	8%	16%	7%	10%	17%	16%	9%	12%	15%	9%	13%	-
Somewhat concerned	24%	20%	19%	24%	25%	32%	28%	28%	19%	30%	22%	20%	26%	-2
TOTAL NOT CONCERNED	63%	69%	73%	60%	67%	58%	55%	56%	71%	58%	64%	71%	61%	+2
Not very concerned	36%	44%	38%	36%	37%	33%	33%	32%	40%	36%	33%	44%	36%	-
Not at all concerned	27%	25%	36%	24%	30%	25%	22%	23%	31%	23%	30%	27%	25%	+2

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=476)



Concerns About Losing Job (2/2)

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

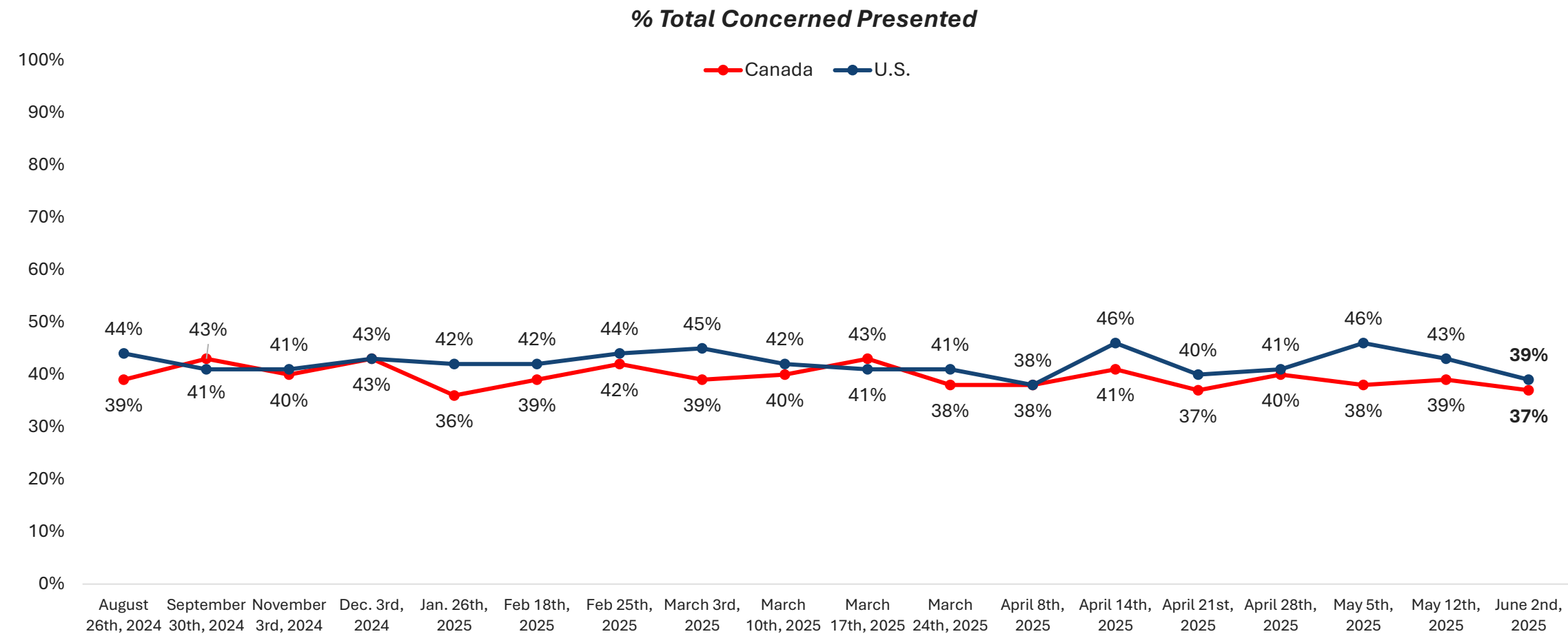
Base: American respondents who are currently employed (n=476)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total May 12 2025	Gap
Weighted n=	508	82	112	191	123	183	196	129	292	215	159	170	146	481	
Unweighted n=	476	83	114	172	107	105	211	160	244	232	167	145	139	476	
TOTAL CONCERNED	39%	40%	39%	37%	40%	49%	37%	26%	35%	44%	40%	43%	37%	43%	-4
Very concerned	17%	19%	9%	20%	17%	23%	18%	7%	16%	18%	14%	18%	21%	20%	-3
Somewhat concerned	22%	21%	29%	17%	23%	27%	19%	19%	18%	27%	26%	25%	16%	23%	-1
TOTAL NOT CONCERNED	61%	60%	61%	63%	60%	51%	63%	74%	65%	56%	60%	57%	63%	57%	+4
Not very concerned	33%	32%	28%	35%	38%	29%	32%	42%	32%	35%	26%	32%	38%	29%	+4
Not at all concerned	28%	28%	33%	28%	22%	22%	30%	32%	33%	21%	34%	25%	26%	28%	-

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=1,519)

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

Gender

	Unweighted	Weighted
Male	760	741
Female	759	778

Language (Mother Tongue)

	Unweighted	Weighted
French	362	300
English	1,022	1,902
Other	135	127

Age

	Unweighted	Weighted
18 to 34	371	405
35 to 54	474	489
55+	674	625

Province

	Unweighted	Weighted
British Columbia	150	211
Alberta	125	169
Manitoba/Saskatchewan	126	98
Ontario	608	588
Quebec	409	351
Atlantic	101	102

Respondent profiles – *American Sample*

(Base n=1,002)

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

Gender

	Unweighted	Weighted
Male	449	486
Female	553	516

Region

	Unweighted	Weighted
Northeast	186	180
Midwest	229	213
South	355	379
West	232	231

Age

	Unweighted	Weighted
Between 18 and 34	147	278
Between 35 and 54	364	329
55 and older	491	395

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
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