

## Trump Tariffs Tracker

May 12, 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= 1,578**  
American sample: **n= 1,012**)

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 9 to May 11, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.47%**, (19 times out of 20) for the Canadian sample and **±3.08%**, (19 times out of 20) for the American sample.

## Significant differences

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

## Rounded data

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

## Questions







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

## Notes





A more detailed methodology is presented in the Appendix.

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...

### REACTION TO THE CARNEY-TRUMP MEETING

**Awareness of the May 6 meeting between Canadian Prime Minister Mark Carney and U.S. President Donald Trump is high among Canadians: 80% say they've heard about it.** However, views are divided on its impact : 24% think it will improve Canada–U.S. relations, 40% believe it will have no real effect, and 13% think it will worsen them. Nearly half (48%) feel Carney clearly stood up for Canada's interests, while 24% say he should have taken a stronger stance.

### PERCEPTIONS OF PRICE INCREASES

**In Canada, 75% of respondents believe consumer prices have increased in recent weeks.** In the U.S., 69% feel the same (4-point decrease since last week), with noticeable partisan gaps: 87% of Democrats versus 54% of Republicans perceive a price increase.

### PERCEPTIONS OF ECONOMIC RECESSION

**The share of Americans who believe the U.S. is currently in a recession has declined to 47%,** down 5 points from the previous week, with higher agreement among Republicans (66%) than Democrats (46%).

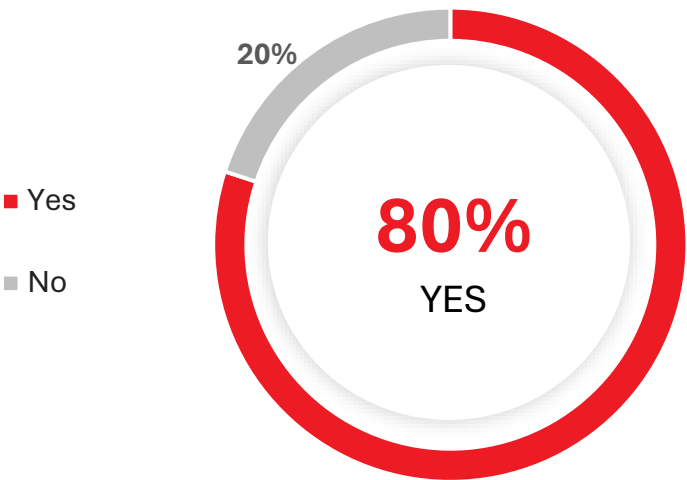
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Prime Minister Carney and  
President Trump Meeting

# Awareness of the Meeting Between Prime Minister Carney and President Trump

**Q1.** On May 6, 2025, U.S. President Donald Trump met with Canadian Prime Minister Mark Carney in Washington.  
Have you seen, read, or heard anything about this meeting between Prime Minister Mark Carney and U.S. President Donald Trump?

Base: Canadian respondents (n=1,578)

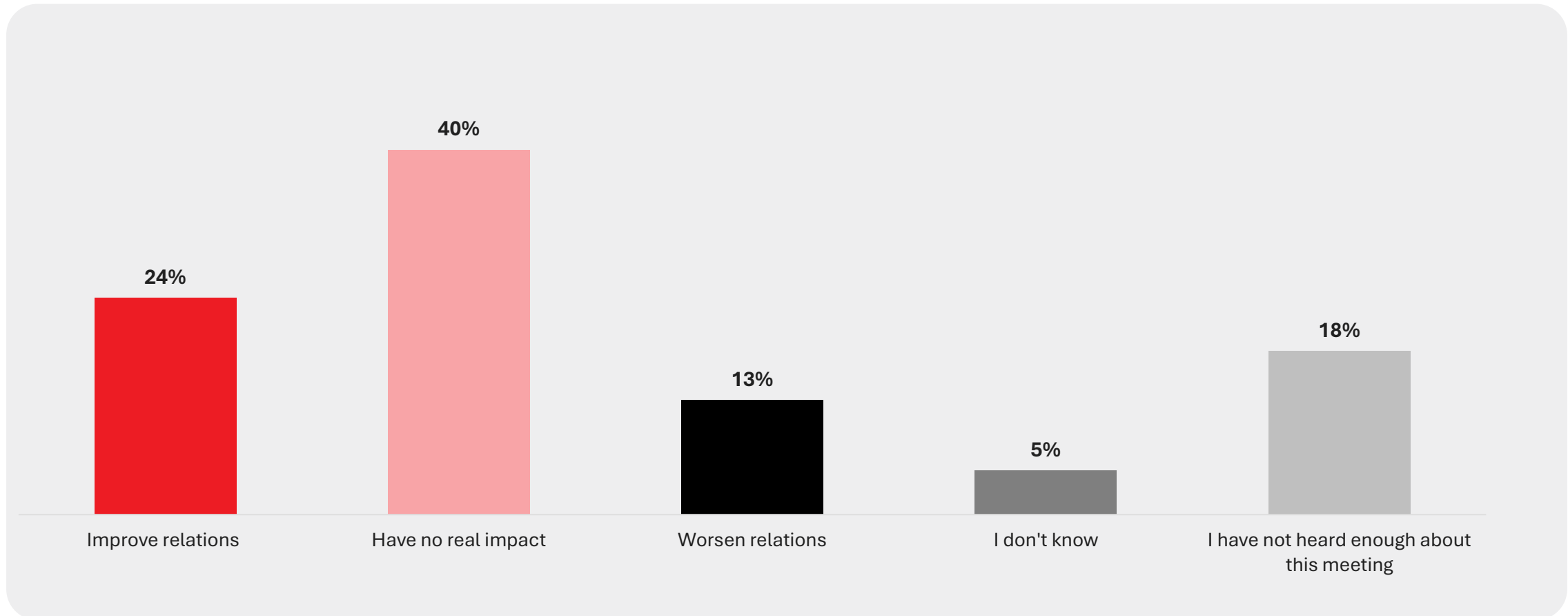


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686
Yes	80%	77%	78%	81%	73%	82%	87%	84%	77%	73%	74%	90%
No	20%	23%	22%	19%	27%	18%	13%	16%	23%	27%	26%	10%

## Perceived Impact of the Carney–Trump Meeting on Canada–U.S. Relations (1/2)

**Q2.** Based on what you have read, seen, or heard about the meeting, how do you think it will affect the future of Canada–U.S. relations?

Base: Canadians respondents (n=1,578)



# Perceived Impact of the Carney–Trump Meeting on Canada–U.S. Relations (2/2)

**Q2.** Based on what you have read, seen, or heard about the meeting, how do you think it will affect the future of Canada–U.S. relations?

Base: Canadians respondents (n=1,578)






	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686
Improve relations	24%	26%	30%	23%	21%	20%	22%	26%	22%	17%	23%	29%
Have no real impact	40%	31%	39%	41%	35%	42%	47%	45%	36%	39%	39%	42%
Worsen relations	13%	12%	8%	14%	18%	19%	10%	13%	13%	18%	13%	9%
I don't know	5%	4%	8%	4%	3%	5%	3%	3%	7%	8%	6%	2%
I have not heard enough about this meeting	18%	27%	16%	18%	23%	15%	19%	13%	23%	19%	19%	17%



# Perceived Impact of the Carney–Trump Meeting on Canada–U.S. Relations – *By Voting Intention*

**Q2.** Based on what you have read, seen, or heard about the meeting, how do you think it will affect the future of Canada–U.S. relations?

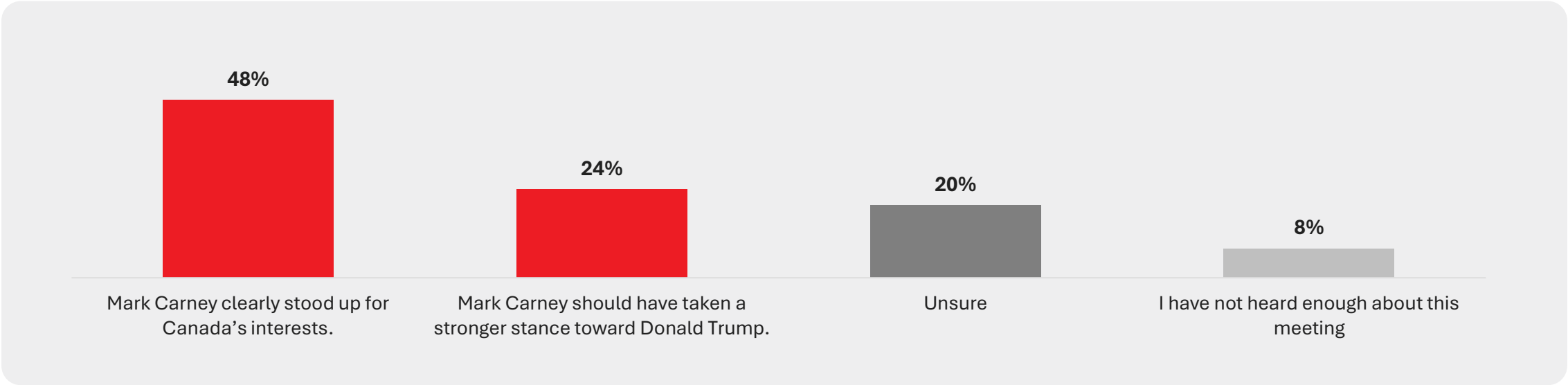
Base: Canadians respondents (n=1,578)

						
	Total CANADA	LPC	CPC	NDP	BQ	GPC
	Weighted n= 1,578	646	518	76	91	52
	Unweighted n= 1,578	696	441	96	109	49
Improve relations	24%	39%	12%	20%	26%	23%
Have no real impact	40%	37%	49%	51%	43%	42%
Worsen relations	13%	6%	22%	15%	2%	9%
I don't know	5%	3%	3%	6%	9%	11%
I have not heard enough about this meeting	18%	16%	15%	8%	21%	15%

# Evaluation of Prime Minister Mark Carney’s Handling of the Meeting

**Q3.** Which of the following statements best reflects your opinion about Prime Minister Mark Carney’s handling of the meeting with U.S. President Donald Trump?

Base: Canadians respondents (n=1,578)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686
Mark Carney clearly stood up for Canada’s interests.	48%	58%	51%	50%	38%	37%	48%	51%	46%	41%	45%	56%
Mark Carney should have taken a stronger stance toward Donald Trump.	24%	25%	18%	25%	26%	31%	24%	25%	23%	27%	23%	24%
Unsure	20%	10%	20%	18%	31%	25%	21%	19%	20%	21%	24%	16%
I have not heard enough about this meeting	8%	7%	11%	7%	5%	7%	7%	6%	10%	12%	9%	4%

# Evaluation of Prime Minister Mark Carney’s Handling of the Meeting – *By Voting Intention*

**Q3.** Which of the following statements best reflects your opinion about Prime Minister Mark Carney’s handling of the meeting with U.S. President Donald Trump?

Base: Canadians respondents (n=1,578)



	Total CANADA	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,578	646	518	76	91	52
Unweighted n=	1,578	696	441	96	109	49
Mark Carney clearly stood up for Canada’s interests.	48%	75%	23%	60%	54%	49%
Mark Carney should have taken a stronger stance toward Donald Trump.	24%	10%	48%	17%	14%	15%
Unsure	20%	11%	24%	17%	21%	18%
I have not heard enough about this meeting	8%	4%	5%	6%	10%	18%

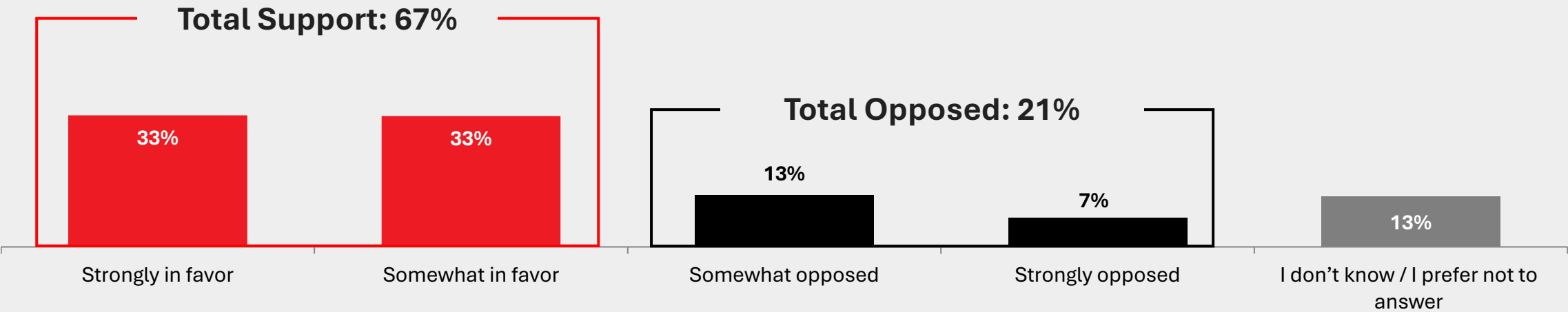
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# Economic Concerns and Consumer Behaviour

# 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=1,578)



# 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=1,578)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
TOTAL SUPPORT	67%	64%	66%	68%	62%	62%	70%	67%	66%	62%	67%	69%	69%	-2
Strongly in favor	33%	38%	25%	40%	30%	31%	30%	39%	28%	25%	35%	38%	37%	-4
Somewhat in favor	33%	26%	41%	28%	32%	31%	40%	27%	39%	37%	32%	32%	32%	+1
TOTAL OPPOSED	21%	24%	22%	19%	22%	22%	19%	26%	16%	24%	18%	20%	18%	+3
Somewhat opposed	13%	17%	14%	12%	16%	13%	13%	16%	11%	17%	10%	13%	11%	+2
Strongly opposed	7%	7%	8%	8%	6%	9%	6%	10%	5%	7%	8%	7%	7%	-
DK / Refusal	13%	12%	12%	13%	16%	16%	11%	7%	18%	15%	15%	10%	13%	-

# Support for Retaliatory Tariffs – *By Expressed Votes*

**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?

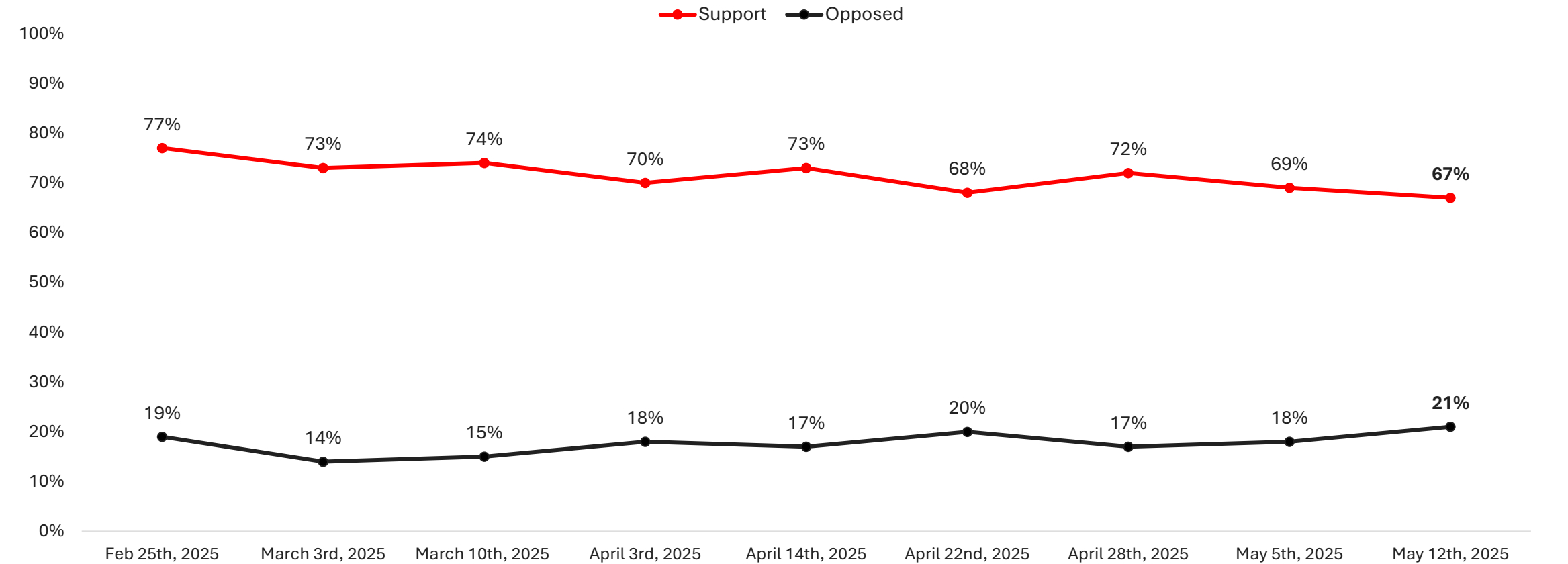
Base: Canadian respondents (n=1,578)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,578	646	518	76	91	52
Unweighted n=	1,578	696	441	96	109	49
TOTAL SUPPORT	67%	83%	52%	81%	69%	86%
Strongly in favor	33%	45%	26%	34%	21%	36%
Somewhat in favor	33%	37%	26%	47%	48%	51%
TOTAL OPPOSED	21%	10%	39%	10%	24%	5%
Somewhat opposed	13%	8%	22%	5%	21%	5%
Strongly opposed	7%	2%	17%	5%	4%	0%
DK / Refusal	13%	7%	9%	9%	7%	9%

# Support for Retaliatory Tariffs – Evolution

**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=1,578)

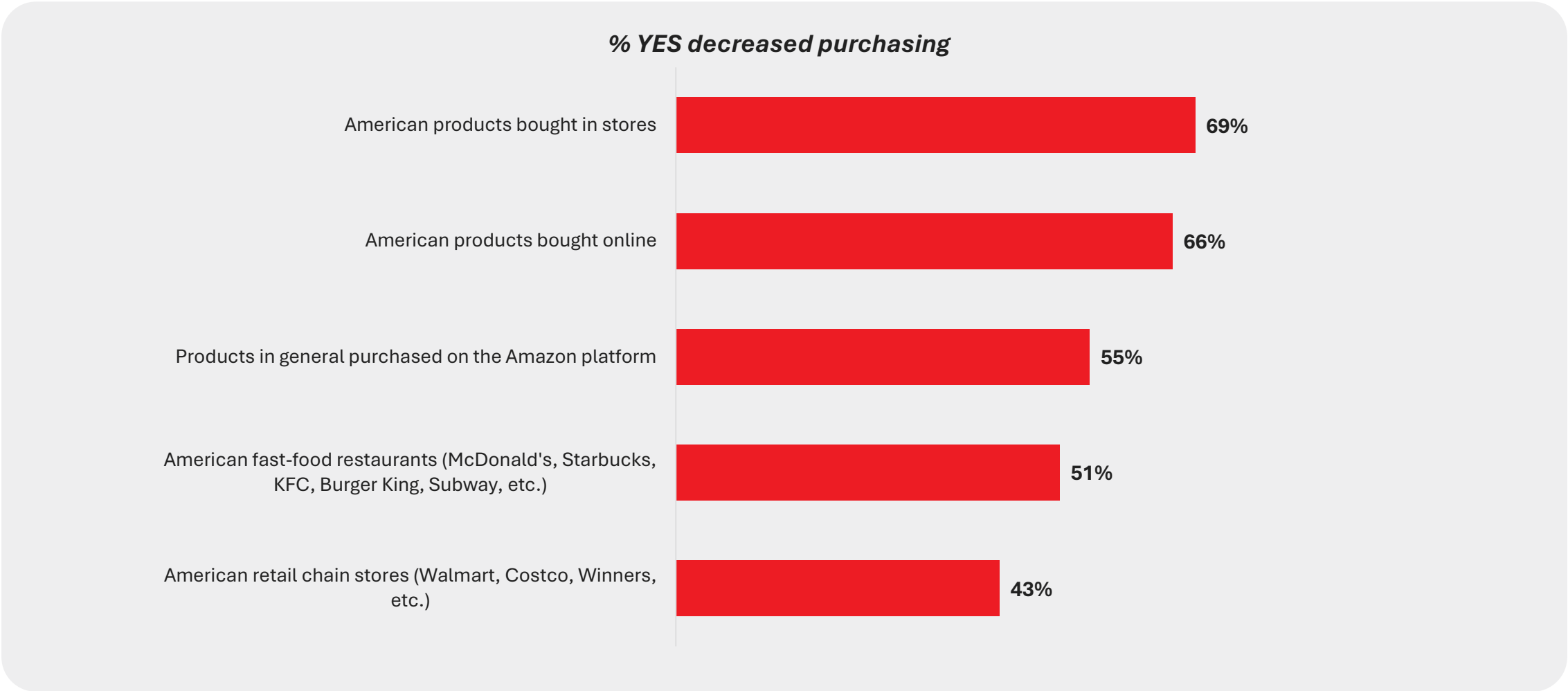




# Purchasing Behaviour: Canadians Continue to Look for Alternatives to U.S. Options (1/2)

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

Base: Canadian respondents (n=1,578)



# Recent Changes in Consumer Purchasing Behaviour (2/2)

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






Base: Canadian respondents (n=1,578)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
American products bought in stores	69%	69%	71%	68%	70%	65%	68%	64%	73%	59%	66%	77%	67%	+2
American products bought online	66%	69%	69%	65%	65%	64%	63%	62%	70%	59%	65%	71%	63%	+3
Products in general purchased on the Amazon platform	55%	57%	59%	54%	55%	53%	50%	53%	57%	53%	53%	58%	54%	+1
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	51%	54%	54%	53%	45%	47%	44%	48%	53%	49%	44%	57%	50%	+1
American retail chain stores (Walmart, Costco, Winners, etc.)	43%	43%	44%	47%	42%	33%	41%	44%	42%	42%	41%	46%	45%	-2

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

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

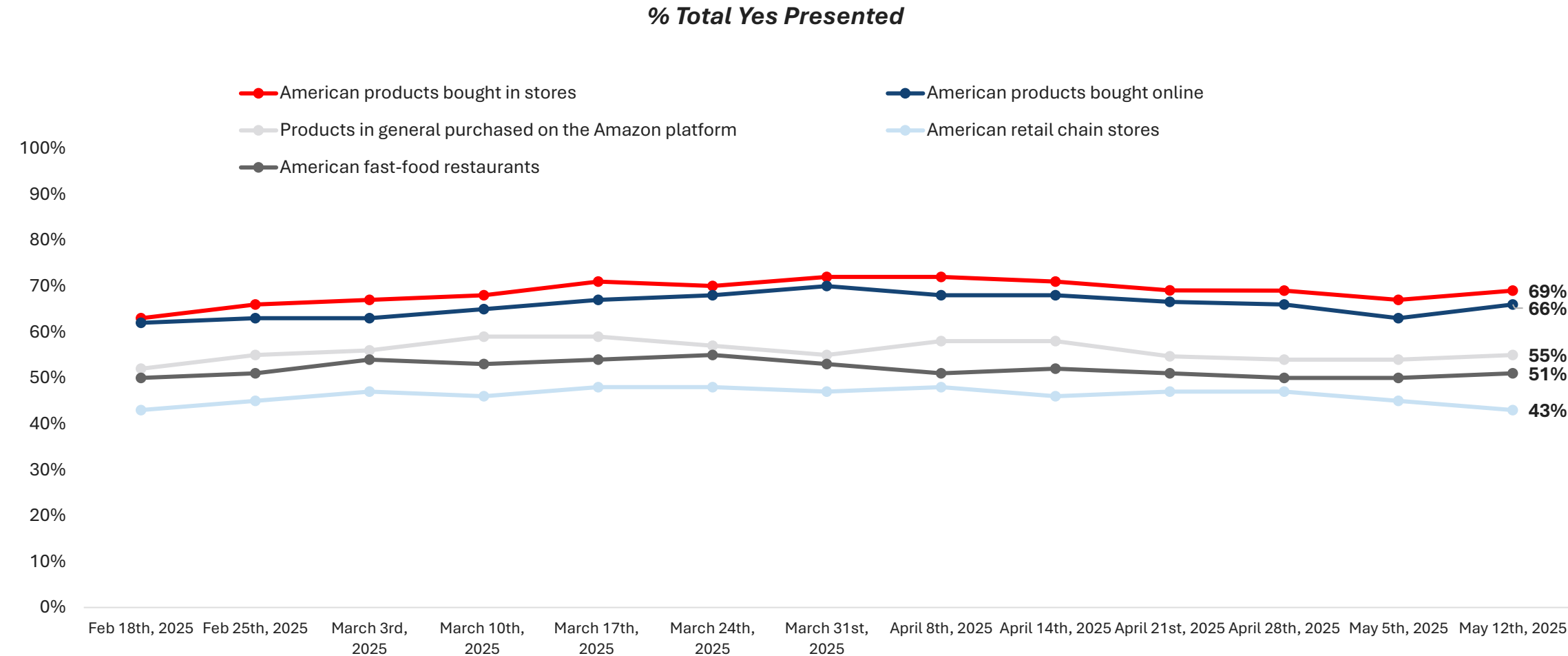
Base: Canadian respondents (n=1,578)

							
% YES presented		Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=		1,578	646	518	76	91	52
Unweighted n=		1,578	696	441	96	109	49
American products bought in stores		69%	80%	54%	74%	86%	83%
American products bought online		66%	78%	54%	68%	77%	62%
Products in general purchased on the Amazon platform		55%	64%	43%	60%	66%	71%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)		51%	56%	41%	60%	69%	67%
American retail chain stores (Walmart, Costco, Winners, etc.)		43%	50%	34%	49%	56%	40%

# Recent Changes in Consumer Purchasing Behaviour – Evolution

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

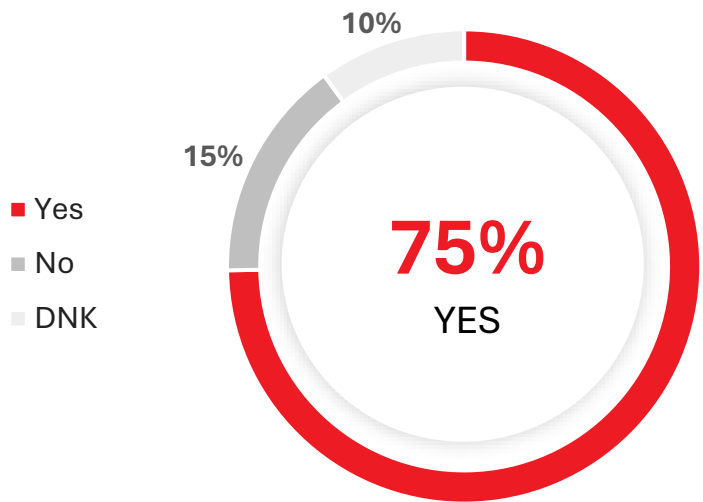
Base: Canadian respondents (1,578)



# Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,578)

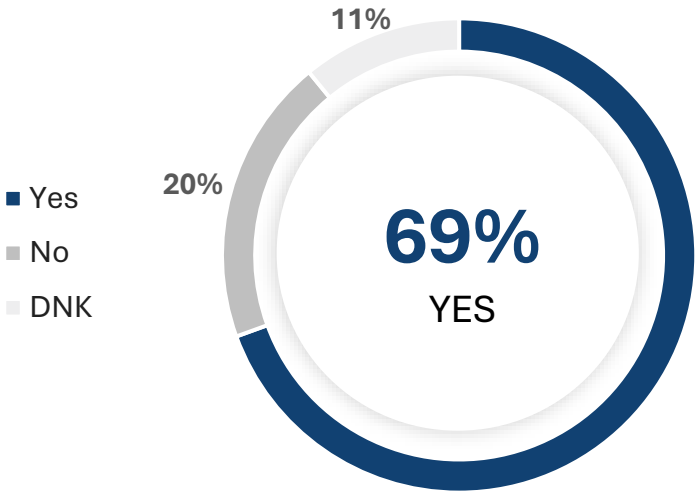


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
Yes	75%	85%	73%	74%	78%	78%	72%	72%	78%	66%	75%	80%	78%	-3
No	15%	9%	16%	16%	11%	11%	18%	19%	12%	21%	14%	12%	11%	+4
I don't know	10%	6%	11%	10%	12%	11%	10%	10%	10%	13%	11%	7%	11%	-1

# Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,012)



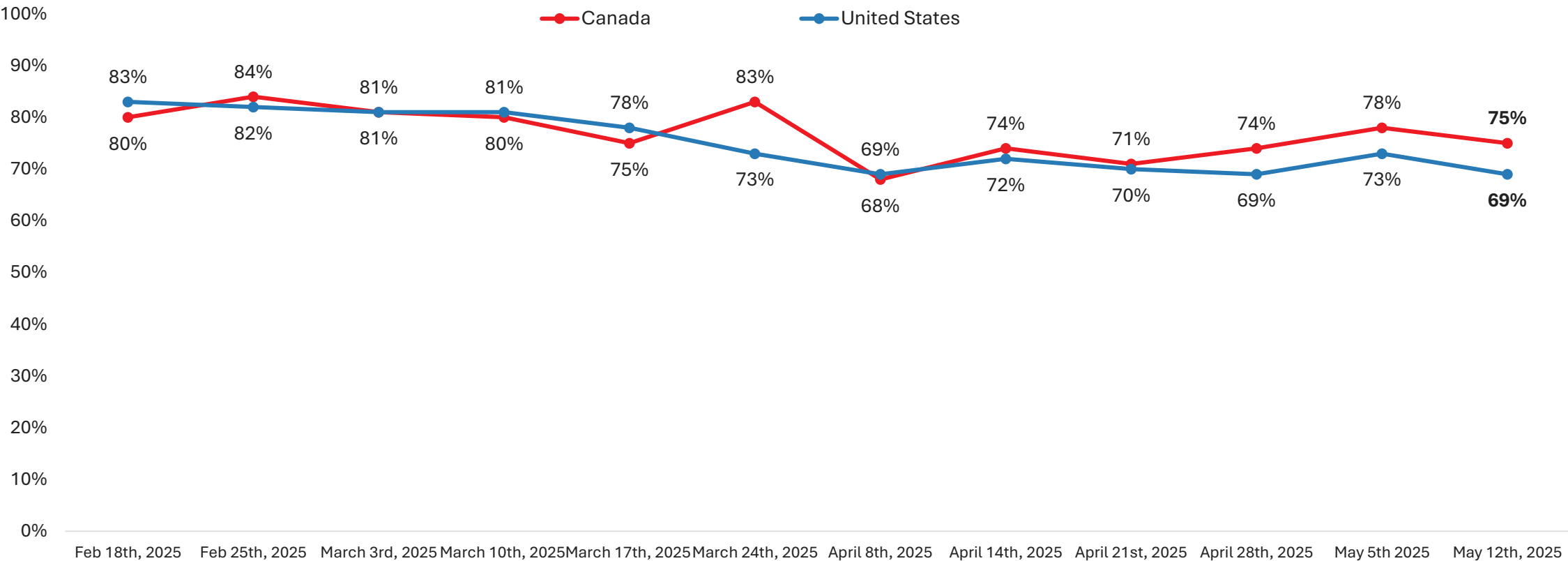
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
Yes	69%	75%	67%	68%	69%	72%	70%	67%	65%	74%	54%	87%	68%	73%	-4
No	20%	16%	20%	20%	20%	17%	16%	24%	26%	14%	36%	9%	19%	17%	+3
I don't know	11%	9%	12%	11%	11%	12%	14%	8%	9%	12%	11%	5%	13%	10%	+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

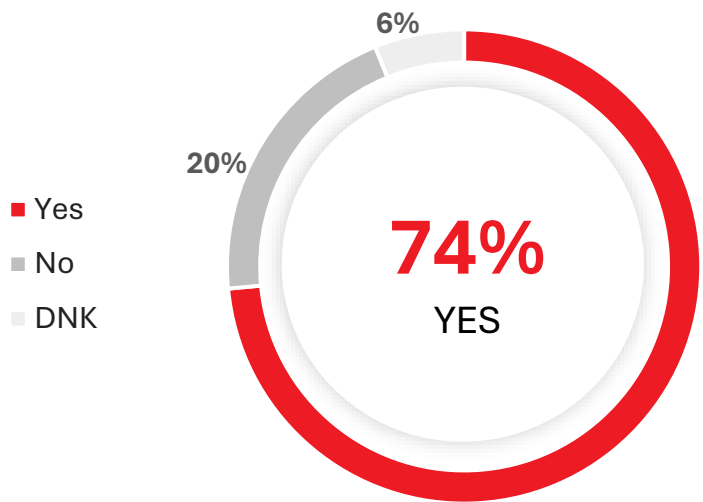
% Total Yes Presented



# 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=1,578)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
Yes	74%	74%	72%	74%	72%	72%	78%	68%	78%	68%	70%	80%	73%	+1
No	20%	20%	23%	21%	21%	18%	17%	25%	16%	23%	25%	15%	21%	-1
I don't know	6%	6%	6%	5%	7%	11%	5%	6%	6%	9%	6%	5%	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?

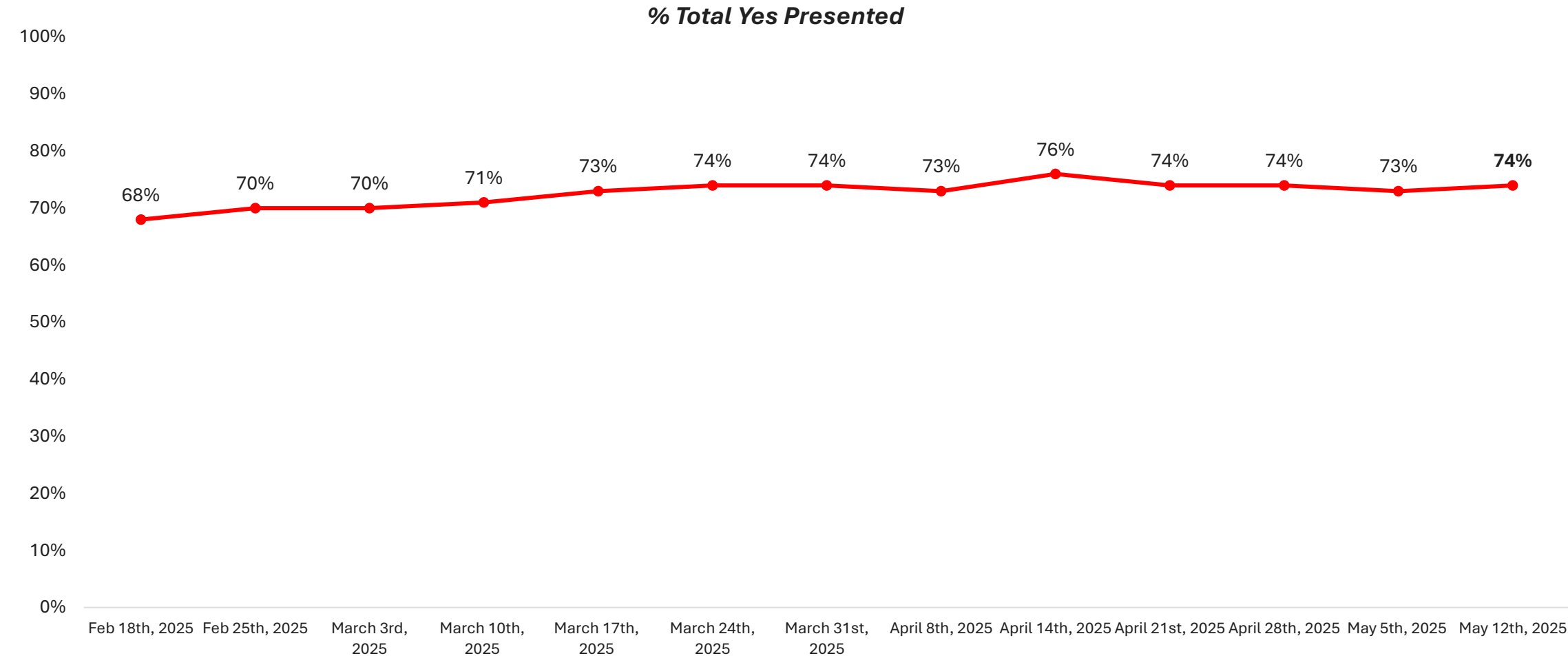
Base: Canadian respondents (n=1,578)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,578	646	518	76	91	52
Unweighted n=	1,578	696	441	96	109	49
Yes	74%	86%	60%	79%	84%	92%
No	20%	12%	34%	15%	14%	6%
I don't know	6%	3%	7%	6%	2%	2%

# Increase in Purchases of Local Canadian Products – Evolution

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

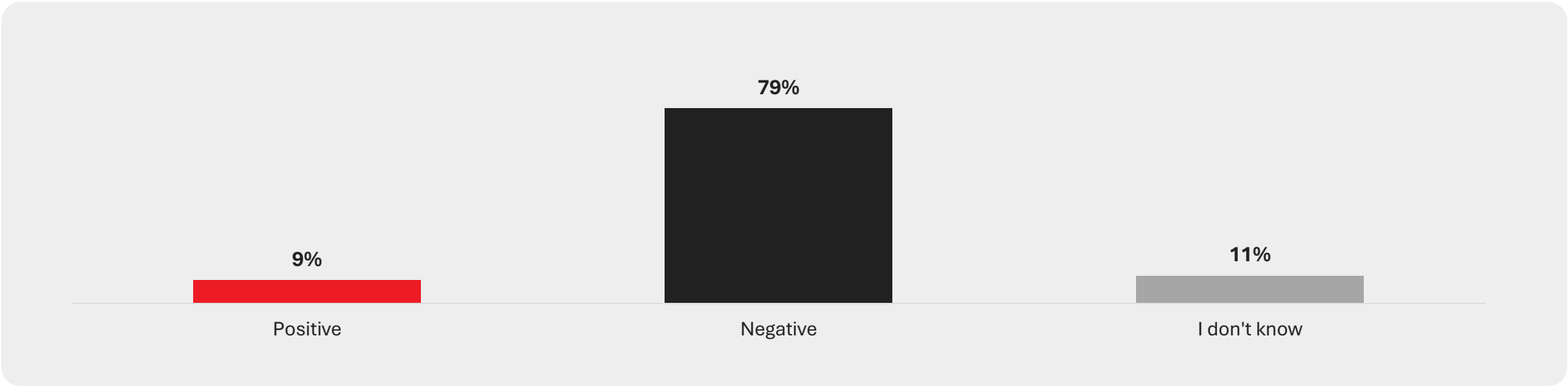
Base: Canadian respondents



# 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=1,578)

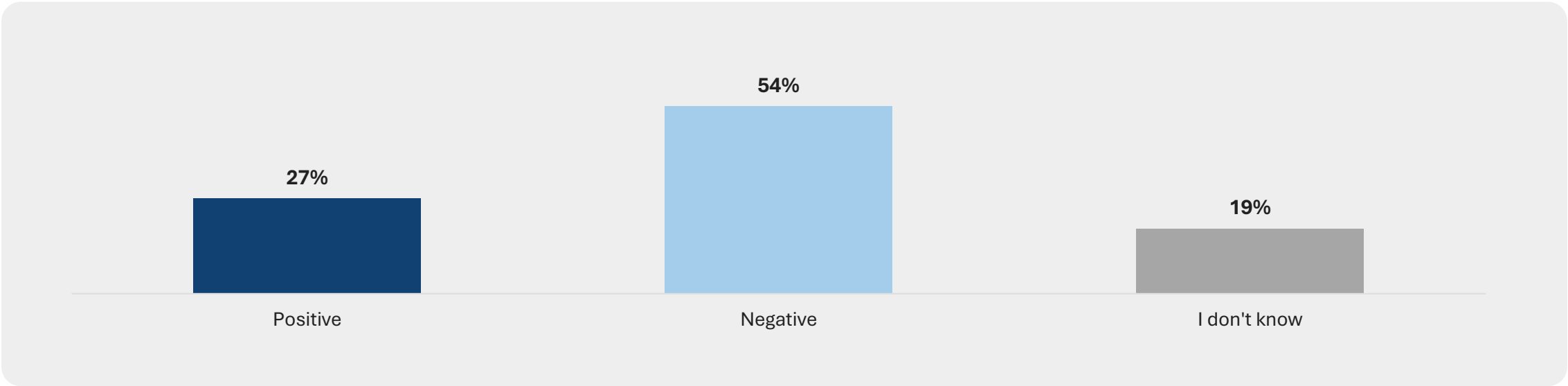


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
Positive	9%	12%	7%	11%	7%	10%	9%	12%	7%	20%	9%	3%	8%	+1
Negative	79%	79%	82%	79%	84%	77%	76%	77%	82%	68%	77%	88%	83%	-4
I don't know	11%	9%	11%	10%	9%	13%	15%	11%	11%	12%	14%	8%	10%	+1

# 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=1,012)

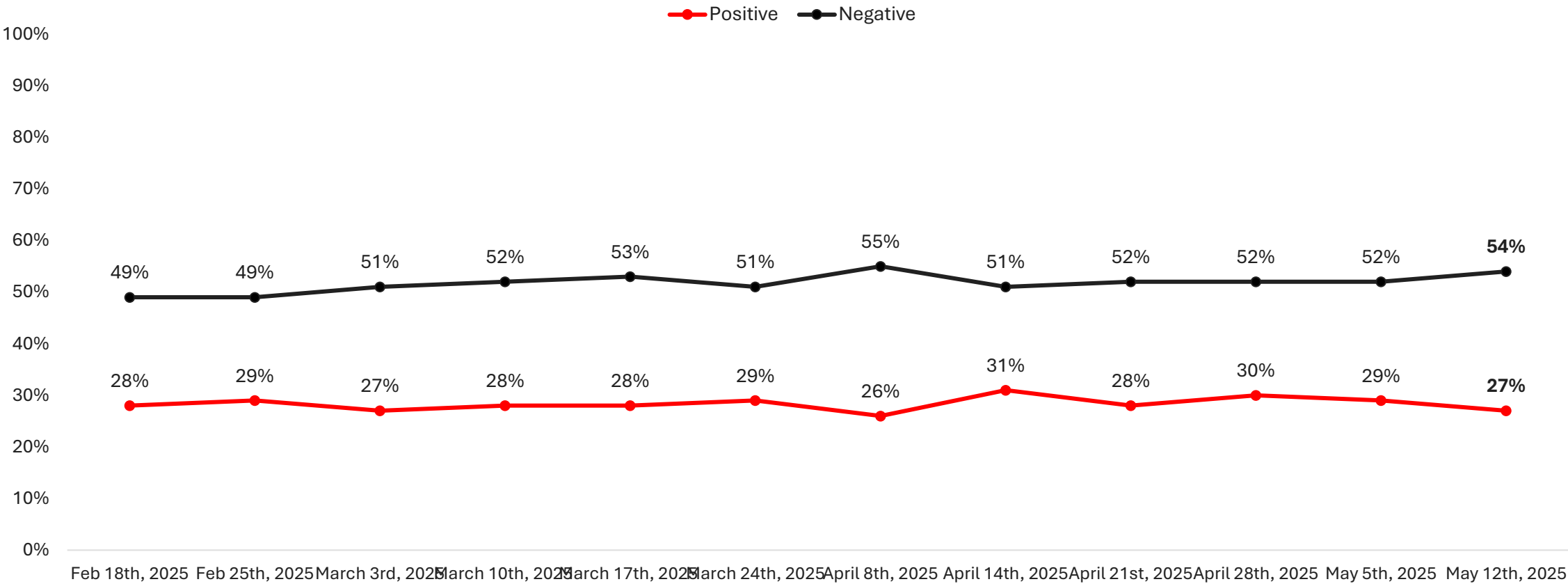


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
Positive	27%	27%	28%	30%	24%	18%	26%	35%	33%	22%	57%	7%	24%	29%	-2
Negative	54%	59%	58%	47%	57%	64%	46%	52%	53%	54%	23%	85%	53%	52%	+2
I don't know	19%	14%	15%	23%	19%	18%	28%	12%	13%	24%	20%	8%	23%	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



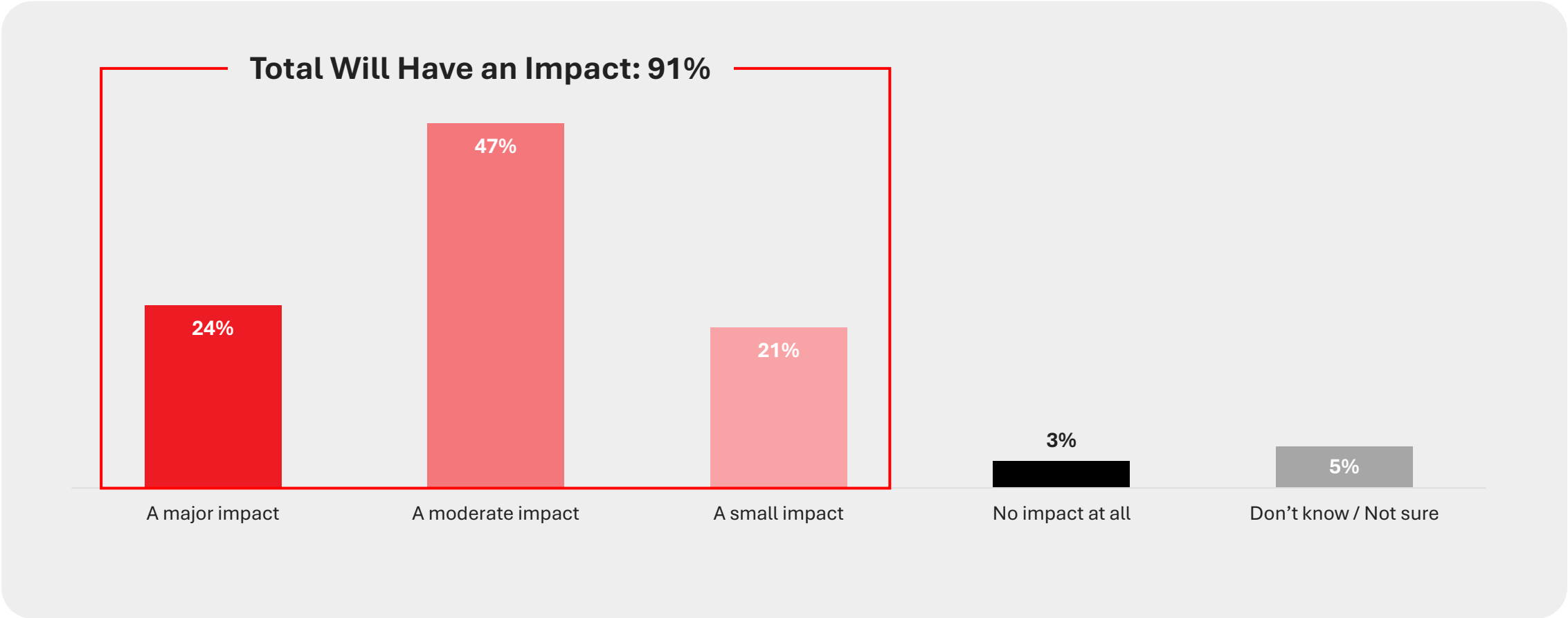
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# Concerns About Personal Financial Situation

# 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=1,578)



# 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=1,578)

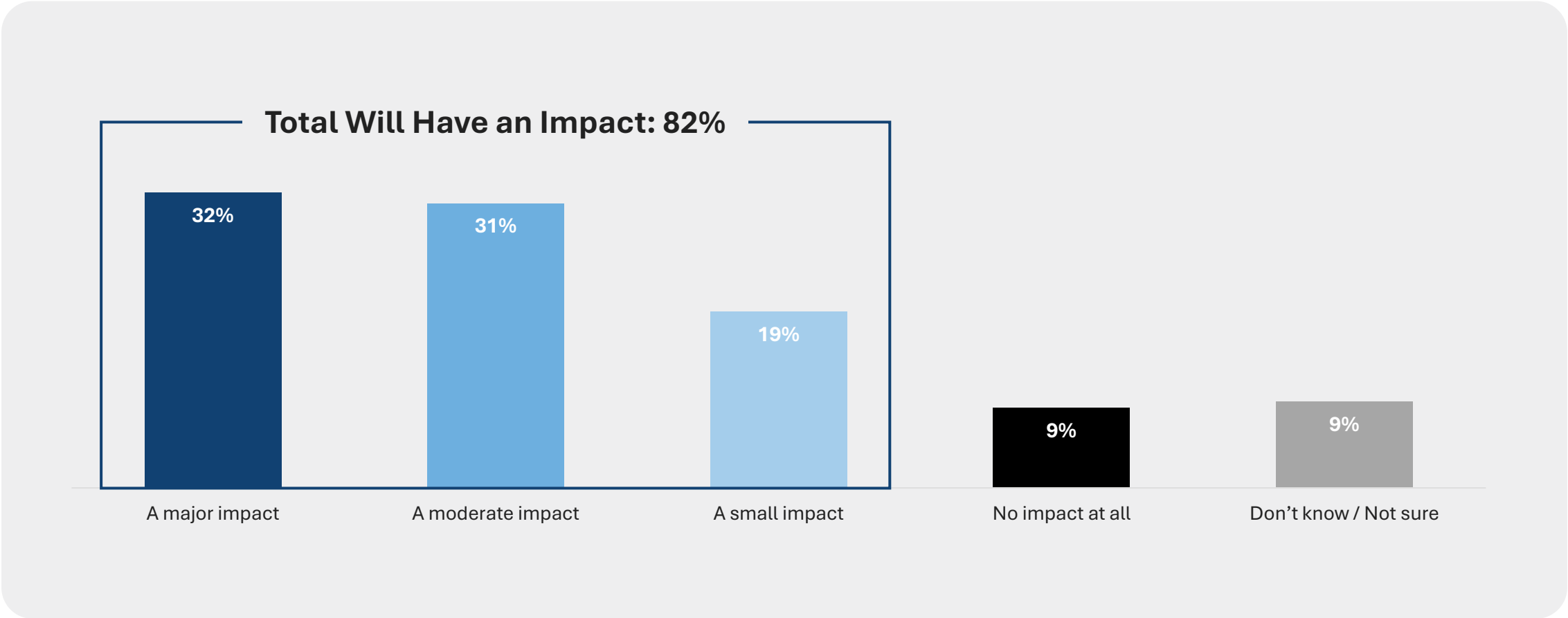
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
TOTAL WILL HAVE AN IMPACT	91%	91%	91%	92%	96%	88%	88%	90%	92%	92%	93%	90%	89%	+2
A major impact	24%	27%	19%	27%	16%	26%	20%	21%	26%	30%	25%	19%	28%	-4
A moderate impact	47%	48%	51%	46%	56%	41%	45%	45%	49%	48%	46%	47%	45%	+2
A small impact	21%	16%	21%	20%	24%	21%	23%	24%	18%	15%	21%	24%	17%	+4
No impact at all	3%	0%	3%	4%	2%	3%	7%	5%	2%	3%	2%	4%	3%	-
Don't know / Not sure	5%	8%	6%	4%	1%	9%	5%	4%	6%	5%	5%	6%	8%	-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: American respondents (n=1,012)



# 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?

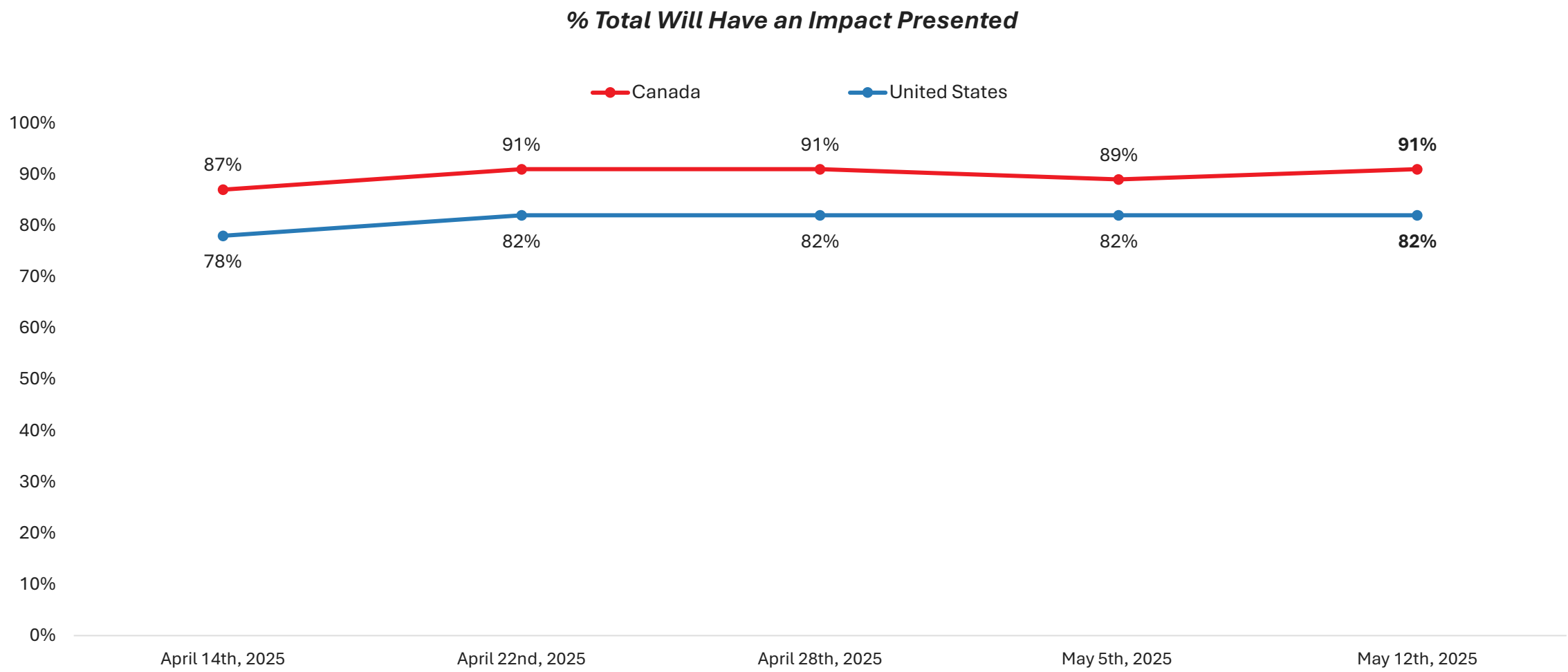
Base: American respondents (n=1,012)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
TOTAL WILL HAVE AN IMPACT	82%	88%	82%	77%	86%	85%	78%	83%	84%	80%	76%	91%	82%	82%	-
A major impact	32%	31%	32%	31%	36%	37%	37%	25%	30%	34%	15%	44%	35%	34%	-2
A moderate impact	31%	36%	27%	32%	28%	39%	25%	30%	32%	30%	31%	36%	28%	28%	+3
A small impact	19%	21%	23%	14%	22%	10%	16%	28%	22%	16%	30%	11%	19%	20%	-1
No impact at all	9%	7%	9%	11%	7%	8%	8%	10%	11%	7%	15%	5%	8%	7%	+2
Don't know / Not sure	9%	6%	9%	12%	8%	7%	14%	8%	5%	13%	9%	4%	10%	11%	-2

# 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



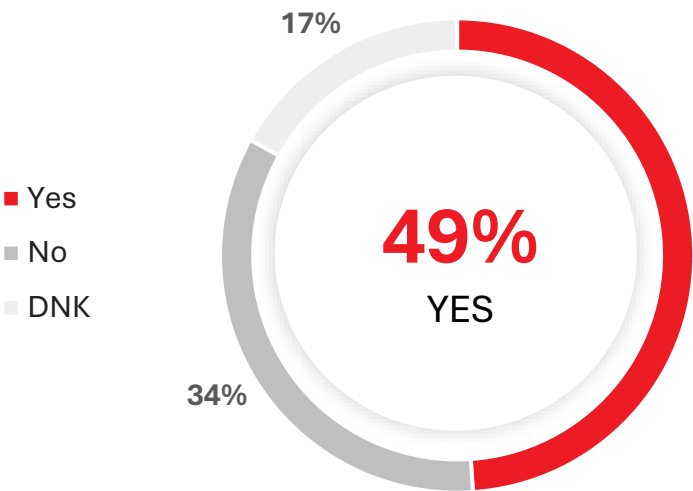
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State of the Economy

# Economic Recession in the Country

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

Base: Canadian respondents (n=1,578)

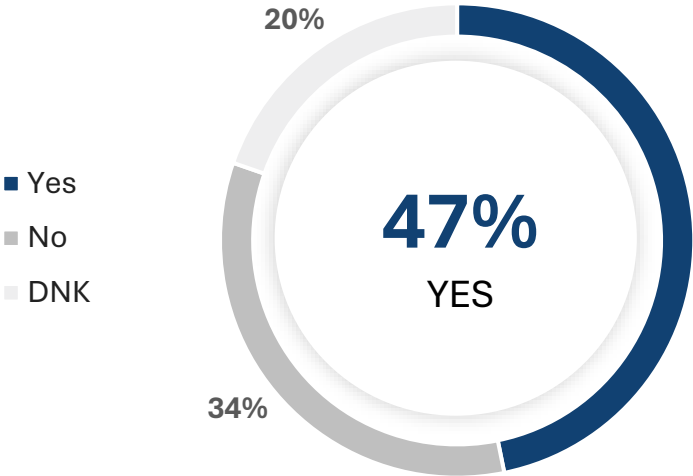


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
Yes	49%	43%	43%	52%	43%	68%	42%	48%	50%	59%	54%	39%	50%	-1
No	34%	43%	42%	31%	32%	23%	36%	40%	29%	26%	32%	41%	30%	+4
I don't know	17%	15%	15%	18%	25%	9%	22%	12%	21%	16%	14%	20%	19%	-2

# Economic Recession in the Country

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

Base: All respondents (n=1,012)

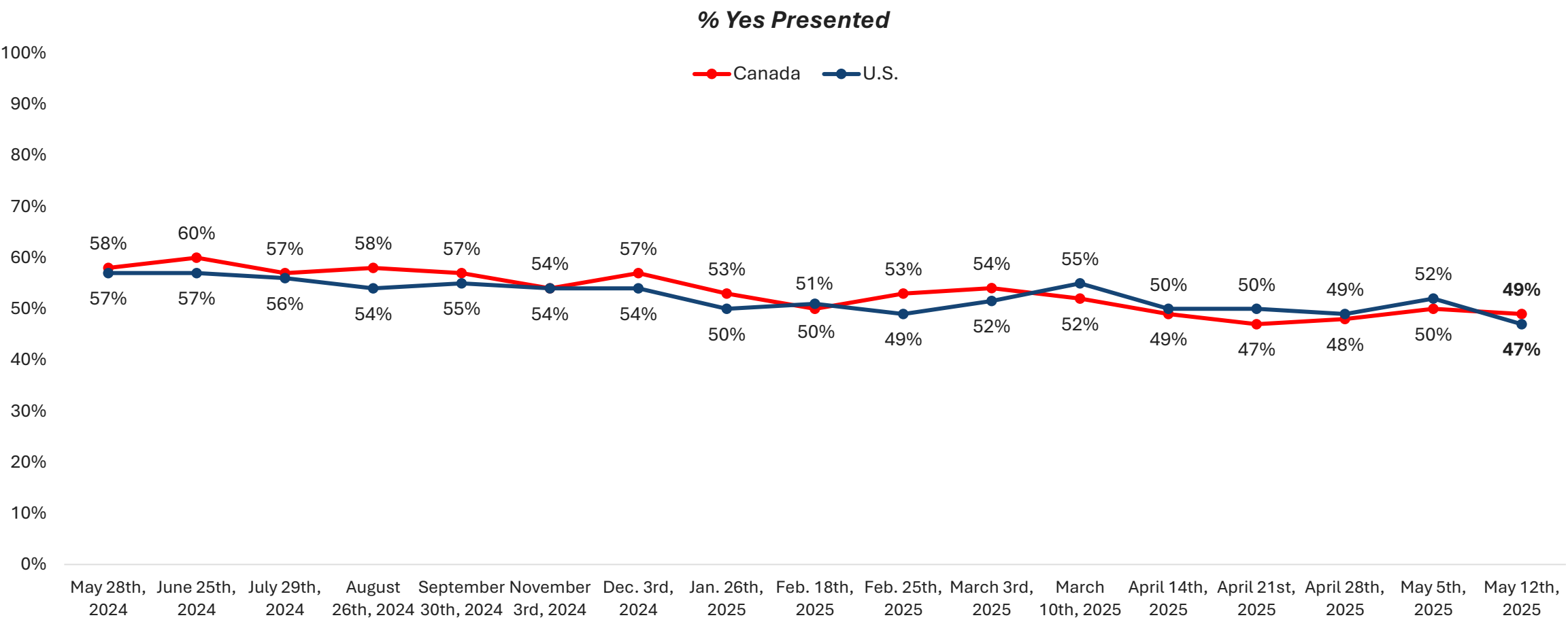


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
Yes	47%	52%	47%	46%	44%	53%	50%	40%	43%	51%	30%	66%	46%	52%	-5
No	34%	34%	32%	32%	37%	27%	30%	41%	41%	26%	52%	20%	33%	29%	+5
I don't know	20%	14%	21%	22%	18%	21%	21%	18%	17%	23%	18%	15%	21%	19%	+1

# Economic Recession in the Country – Evolution

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

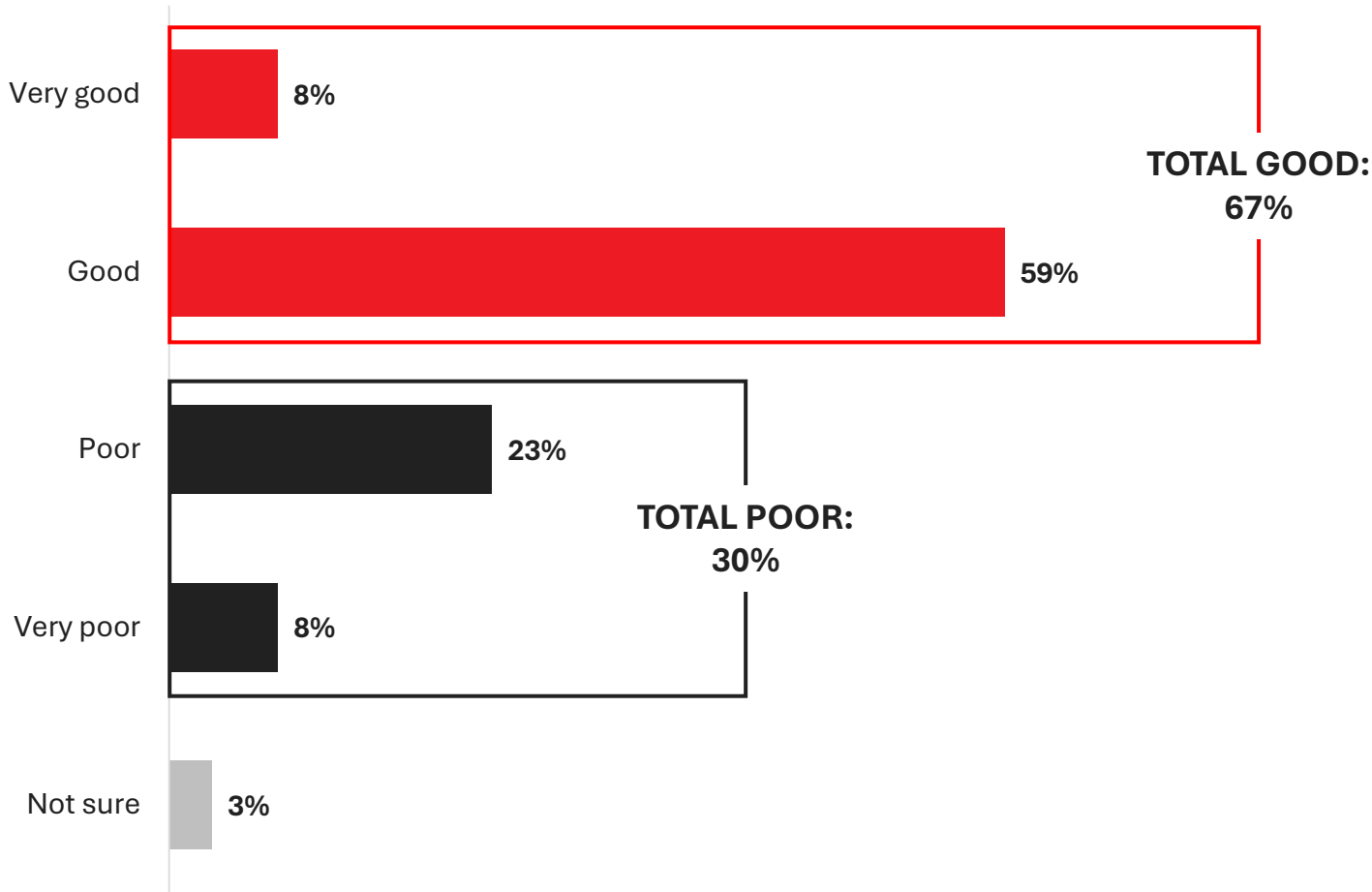
Base: All respondents



# State of Household Finances (1/2)

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

Base: Canadian respondents (n=1,578)





State of Household Finances (2/2)

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

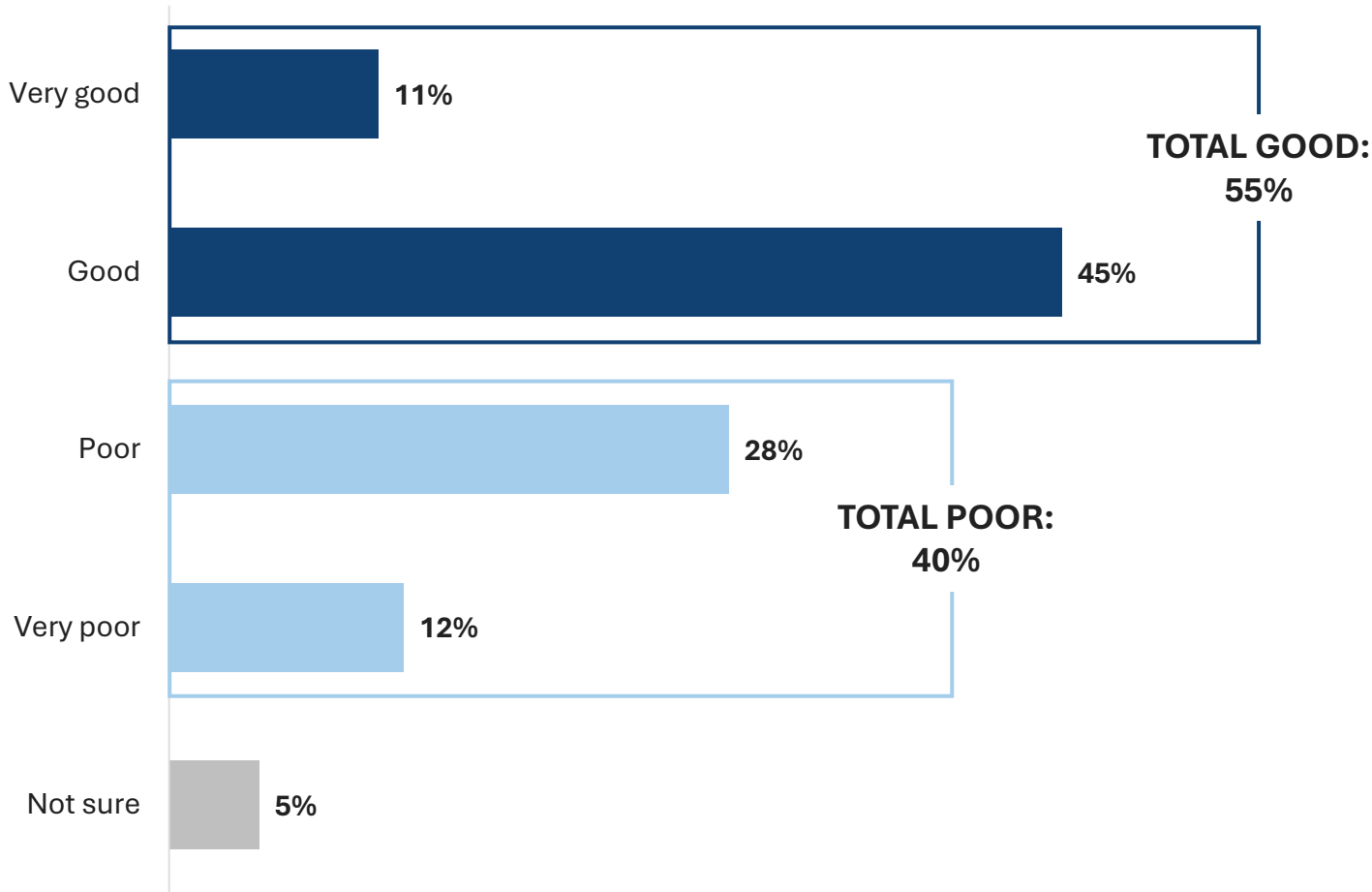
Base: Canadian respondents (n=1,578)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
TOTAL GOOD	67%	71%	76%	62%	64%	63%	65%	69%	64%	65%	58%	74%	65%	+2
Very good	8%	12%	9%	7%	3%	6%	10%	10%	5%	7%	5%	10%	9%	-1
Good	59%	59%	67%	55%	61%	57%	55%	59%	59%	58%	53%	64%	55%	+4
TOTAL POOR	30%	28%	21%	35%	31%	33%	32%	28%	33%	30%	39%	24%	32%	-2
Poor	23%	23%	16%	26%	23%	26%	24%	23%	23%	20%	29%	20%	24%	-1
Very poor	8%	5%	5%	10%	8%	7%	8%	6%	10%	9%	10%	5%	8%	-
Not sure	3%	1%	4%	3%	5%	4%	3%	3%	3%	5%	3%	2%	4%	-1

# State of Household Finances (1/2)

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

Base: American respondents (n=1,012)



State of Household Finances (2/2)

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

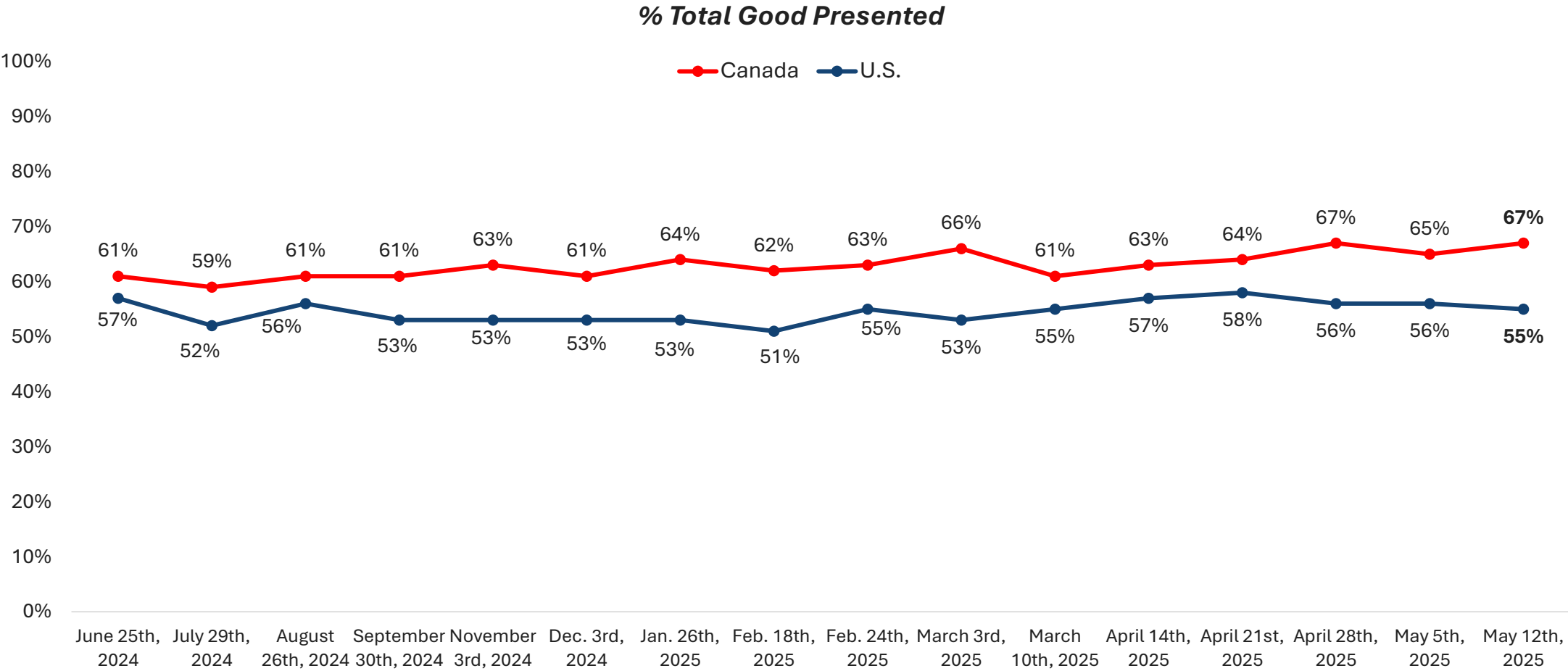
Base: American respondents (n=1,012)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
TOTAL GOOD	55%	61%	54%	53%	57%	51%	44%	67%	60%	51%	68%	54%	51%	56%	-1
Very good	11%	13%	10%	8%	13%	15%	8%	9%	12%	9%	19%	6%	9%	9%	+2
Good	45%	48%	43%	45%	45%	36%	36%	58%	48%	42%	49%	48%	42%	47%	-2
TOTAL POOR	40%	36%	41%	41%	41%	43%	52%	29%	35%	45%	31%	40%	44%	40%	-
Poor	28%	24%	32%	28%	29%	34%	34%	20%	26%	31%	24%	28%	29%	29%	-1
Very poor	12%	12%	9%	13%	12%	9%	18%	10%	9%	14%	6%	12%	15%	11%	+1
Not sure	5%	3%	6%	6%	2%	6%	4%	3%	5%	4%	2%	6%	5%	4%	+1

# State of Household Finances – *Evolution*

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

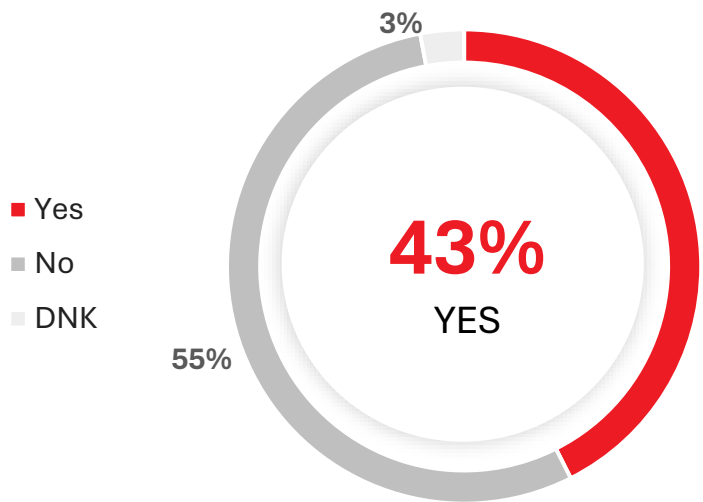
Base: All respondents



# Living Paycheque to Paycheque

**Q5.** Are you currently living paycheck to paycheck?

Base: Canadian respondents (n=1,578)

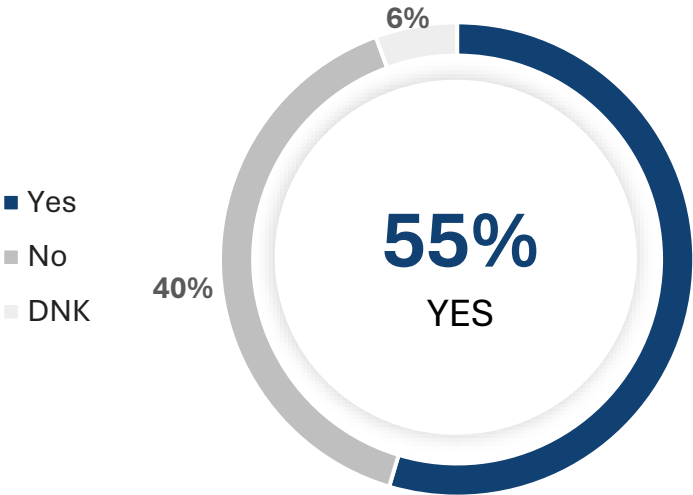


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	1,578	107	366	613	102	172	219	768	810	417	510	652	1,626	
Unweighted n=	1,578	102	419	619	132	139	167	793	785	298	594	686	1,626	
Yes	43%	51%	33%	46%	45%	47%	40%	38%	47%	44%	53%	33%	44%	-1
No	55%	49%	64%	51%	54%	51%	57%	59%	51%	50%	45%	65%	54%	+1
I don't know	3%	0%	2%	3%	0%	2%	3%	3%	2%	6%	2%	1%	2%	+1

# Living Paycheque to Paycheque

**Q5.** Are you currently living paycheck to paycheck?

Base: American respondents (n=1,012)

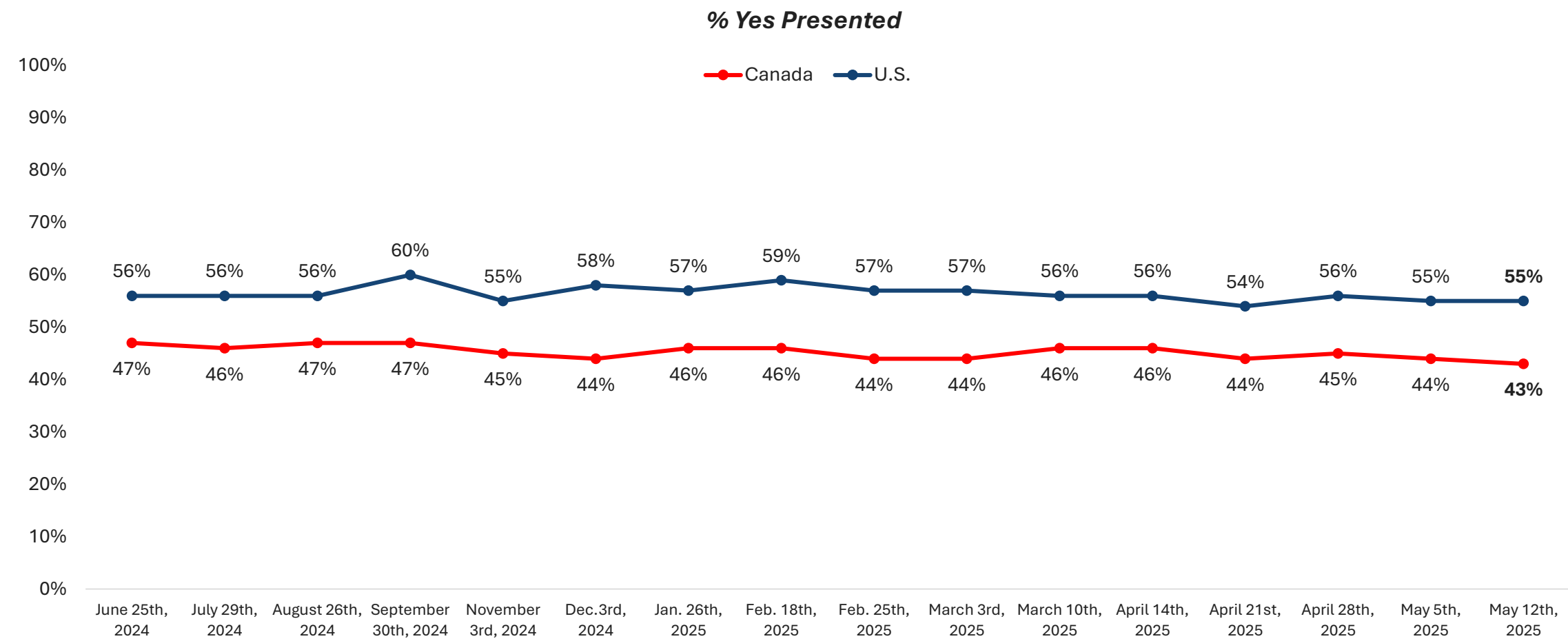


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total May 5 2025	Gap
Weighted n=	1,012	181	214	377	239	299	304	409	496	516	296	314	330	1,014	
Unweighted n=	1,012	203	225	367	217	186	351	475	465	547	318	297	327	1,014	
Yes	55%	52%	55%	55%	56%	54%	68%	46%	48%	61%	51%	54%	55%	55%	-
No	40%	44%	39%	38%	40%	39%	27%	50%	45%	35%	47%	39%	40%	39%	+1
I don't know	6%	5%	6%	7%	4%	7%	5%	5%	7%	5%	2%	7%	5%	5%	+1

# Living Paycheque to Paycheque – Evolution

**Q5.** Are you currently living paycheck to paycheck?

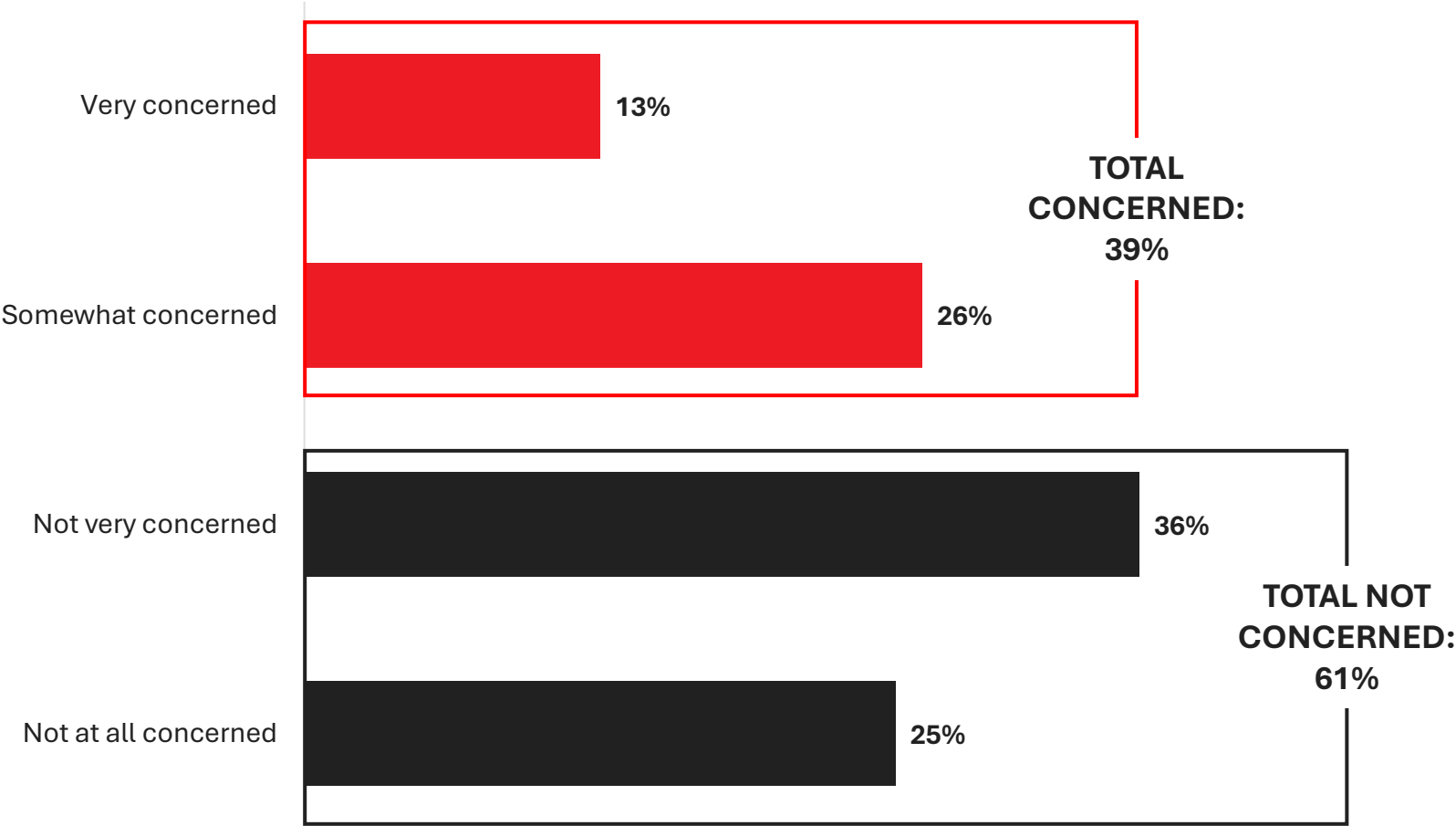
Base: All respondents



# 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=797)





# Concerns About Losing Job (2/2)

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

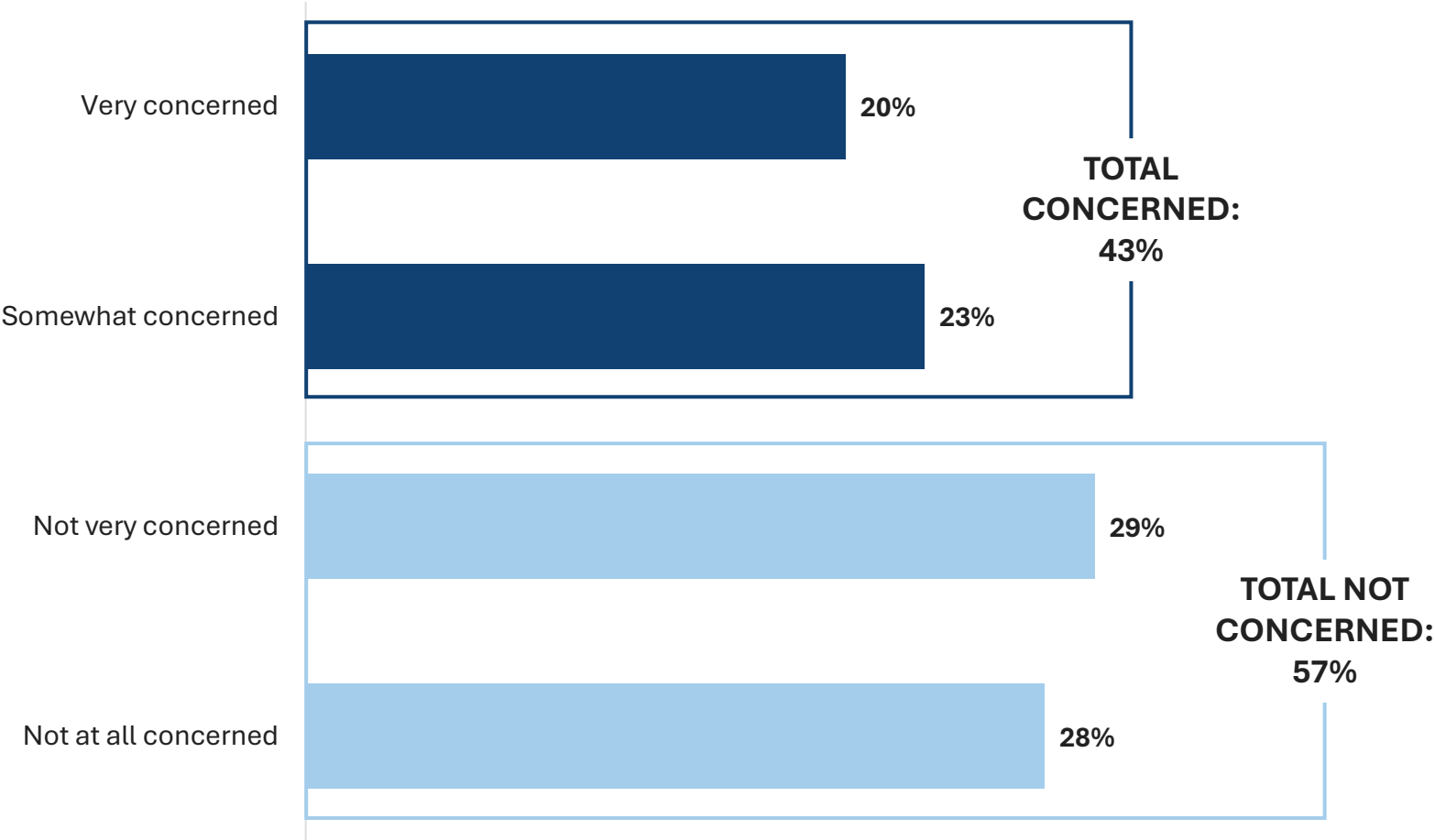
Base: Canadian respondents who are currently employed (n=797)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total May 5 2025	Gap
Weighted n=	780	55	182	285	58	83	116	387	393	262	363	154	823	
Unweighted n=	797	49	223	300	66	62	97	399	398	198	440	159	834	
TOTAL CONCERNED	39%	44%	27%	45%	37%	39%	42%	48%	30%	47%	39%	25%	38%	+1
Very concerned	13%	5%	6%	18%	8%	19%	11%	15%	10%	18%	12%	4%	13%	-
Somewhat concerned	26%	38%	20%	27%	29%	20%	31%	33%	20%	29%	27%	21%	25%	+1
TOTAL NOT CONCERNED	61%	56%	73%	55%	63%	61%	58%	52%	70%	53%	61%	75%	62%	-1
Not very concerned	36%	32%	35%	34%	31%	42%	40%	31%	40%	34%	35%	40%	32%	+4
Not at all concerned	25%	25%	38%	21%	32%	19%	17%	21%	29%	19%	25%	35%	29%	-4

# 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?

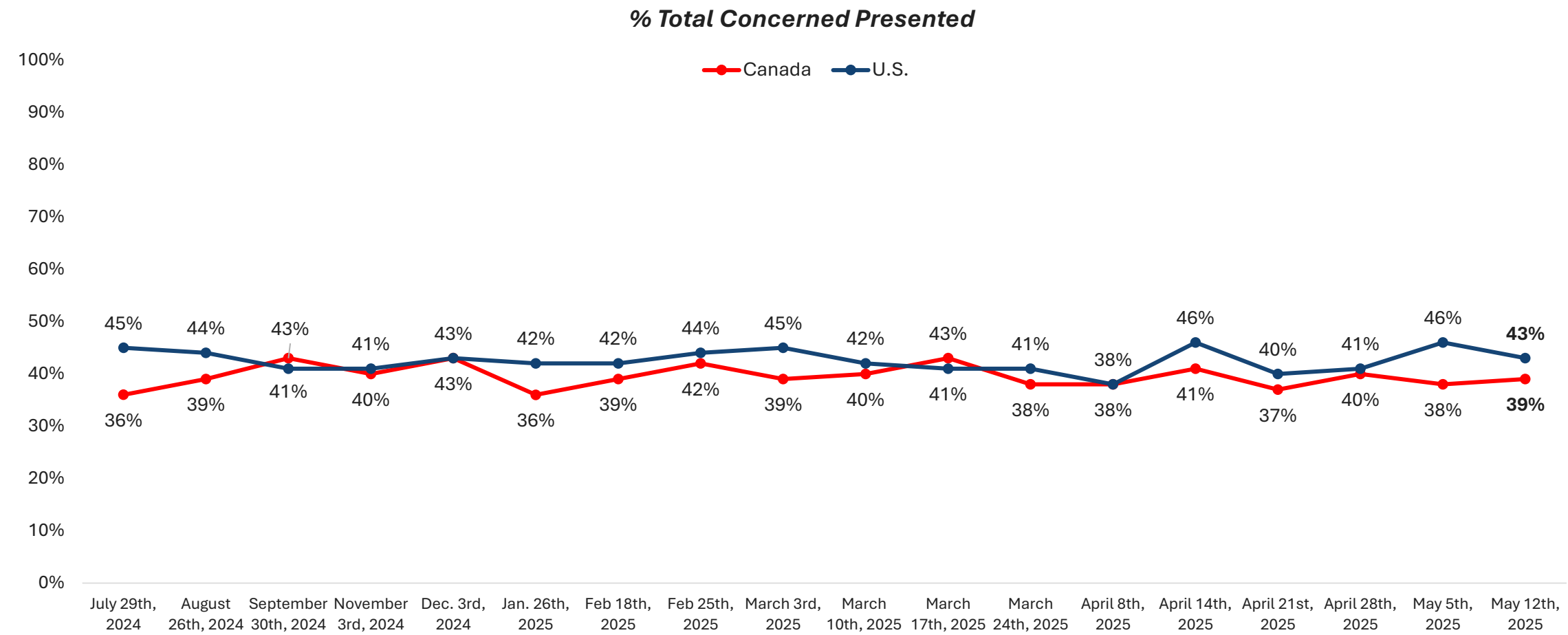
Base: American respondents who are currently employed (n=476)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total May 5 2025	Gap
Weighted n=	481	90	110	157	125	175	181	125	266	215	144	152	168	490	
Unweighted n=	476	90	112	162	112	116	208	152	239	237	151	144	163	479	
TOTAL CONCERNED	43%	45%	39%	47%	41%	48%	48%	29%	38%	50%	36%	51%	39%	46%	-3
Very concerned	20%	19%	18%	22%	21%	26%	22%	9%	21%	19%	16%	25%	19%	22%	-2
Somewhat concerned	23%	25%	21%	25%	20%	22%	26%	20%	16%	31%	20%	27%	20%	24%	-1
TOTAL NOT CONCERNED	57%	55%	61%	53%	59%	52%	52%	71%	62%	50%	64%	49%	61%	54%	+3
Not very concerned	29%	21%	27%	31%	36%	28%	28%	33%	33%	25%	24%	22%	42%	28%	+1
Not at all concerned	28%	34%	34%	22%	23%	23%	24%	38%	29%	25%	40%	26%	19%	26%	+2

# Concerns About Losing Job – Evolution

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

Base: Respondents who are currently employed



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# Respondent Profile

# Respondent profiles – Canadian Sample

(Base n=1,578)

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

## Gender

	Unweighted	Weighted
Male	793	768
Female	785	810

## Language (Mother Tongue)

	Unweighted	Weighted
French	360	312
English	1,097	1,155
Other	121	110

## Age

	Unweighted	Weighted
18 to 34	298	417
35 to 54	594	510
55+	686	652

## Province

	Unweighted	Weighted
British Columbia	167	219
Alberta	139	172
Manitoba/Saskatchewan	132	102
Ontario	619	613
Quebec	419	366
Atlantic	102	107

# Respondent profiles – *American Sample*

(Base n=1,012)

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

## Gender

	Unweighted	Weighted
Male	465	496
Female	547	516

## Region

	Unweighted	Weighted
Northeast	203	181
Midwest	225	214
South	367	377
West	217	239

## Age

	Unweighted	Weighted
Between 18 and 34	186	299
Between 35 and 54	351	304
55 and older	475	409

## 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)

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consultants

8  
offices

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