

Trump Tariffs Tracker

May 5, 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= 1,626**
American sample: **n= 1,014**)

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 2 to May 4, 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 **±3.08%**, (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 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...

SUPPORT FOR RETALIATORY TARIFFS

- **Support among Canadians for the government responding “dollar for dollar” to U.S. tariffs has slightly declined to 69% (down 3 points from last week).** Strong support dropped to 37% (–3 points), while opposition edged up to 18%.

PERCEPTIONS OF PRICE INCREASES

- **In Canada, 78% of respondents believe consumer prices have increased in recent weeks, up 4 points from last wave. In the U.S., 73% share that view, also a 4-point increase.** Notably, 54% of respondents identifying as Republicans agreed, compared to 88% of those who identified as Democrats.

CONCERN ABOUT JOB LOSS AND ECONOMIC RECESSION

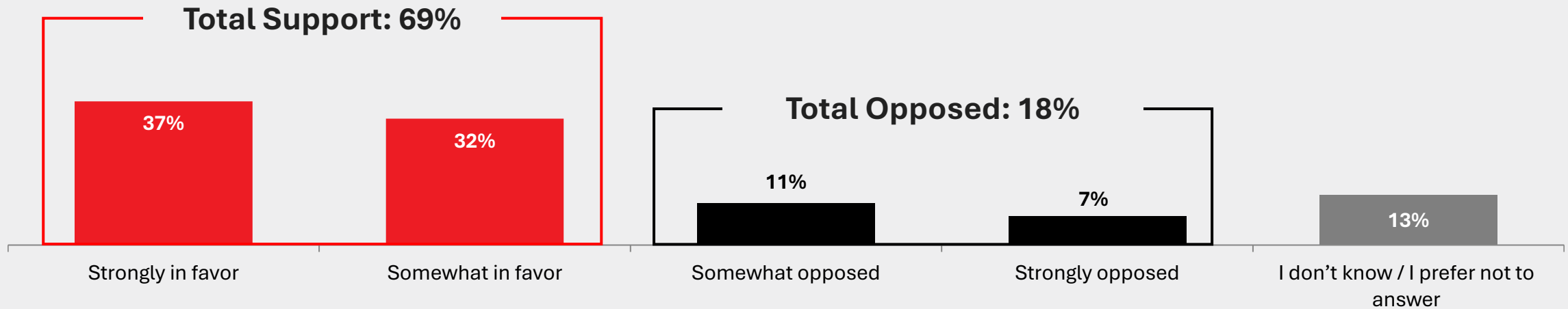
- **Concern about job security is growing among American workers: 46% are worried about losing their job in the next 12 months (+5 points),** including 22% who say they are “very concerned” (+3 points).

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=1,626)



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=1,626)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
TOTAL SUPPORT	69%	75%	70%	69%	59%	70%	67%	68%	70%	64%	64%	76%	72%	-3
Strongly in favor	37%	32%	33%	38%	30%	42%	40%	38%	35%	27%	37%	43%	40%	-3
Somewhat in favor	32%	42%	38%	31%	29%	28%	27%	30%	34%	38%	27%	33%	32%	-
TOTAL OPPOSED	18%	11%	17%	18%	29%	19%	19%	23%	14%	19%	23%	14%	17%	+1
Somewhat opposed	11%	5%	11%	11%	12%	13%	9%	11%	10%	11%	13%	9%	11%	-
Strongly opposed	7%	6%	6%	6%	16%	7%	9%	11%	4%	7%	10%	6%	6%	+1
DK / Refusal	13%	14%	13%	13%	12%	11%	15%	9%	17%	17%	14%	10%	11%	+2

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?

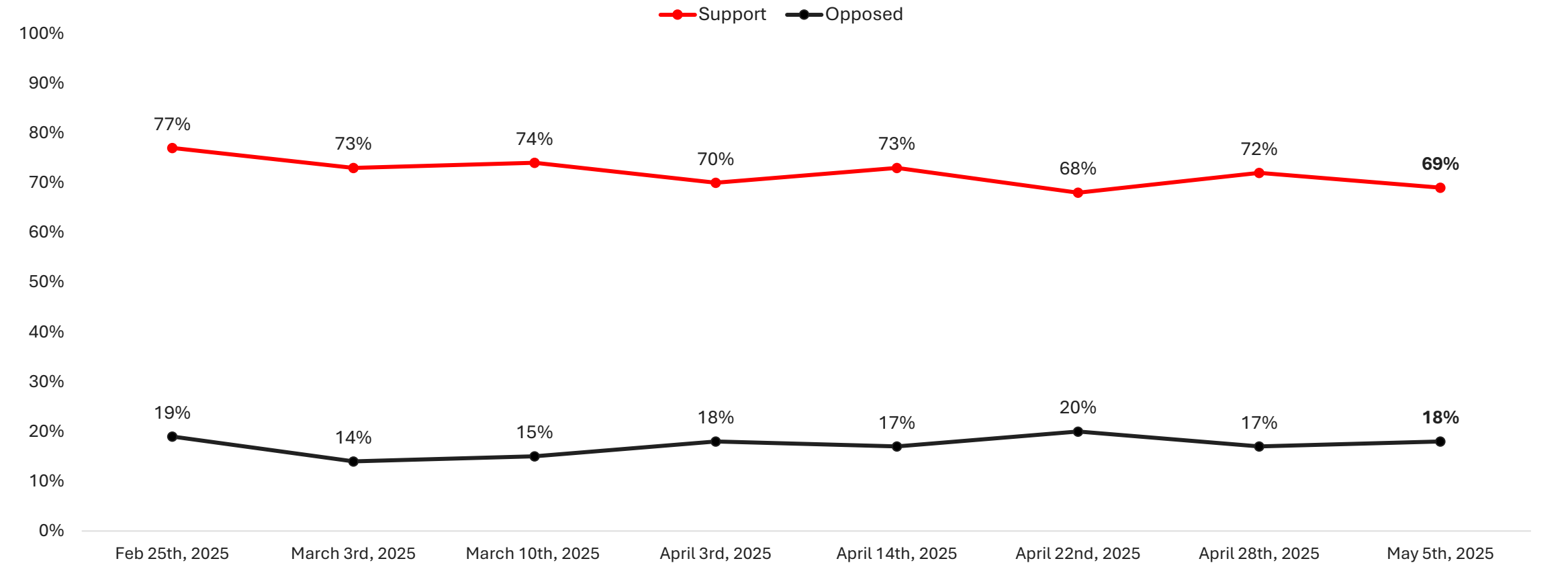
Base: Canadian respondents (n=1,626)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,626	598	564	87	89	18
Unweighted n=	1,626	692	437	93	99	37
TOTAL SUPPORT	69%	83%	59%	85%	76%	55%
Strongly in favor	37%	49%	30%	35%	35%	33%
Somewhat in favor	32%	35%	29%	50%	41%	22%
TOTAL OPPOSED	18%	9%	29%	7%	15%	27%
Somewhat opposed	11%	7%	16%	5%	11%	23%
Strongly opposed	7%	2%	13%	1%	4%	4%
DK / Refusal	13%	8%	11%	8%	9%	18%

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?

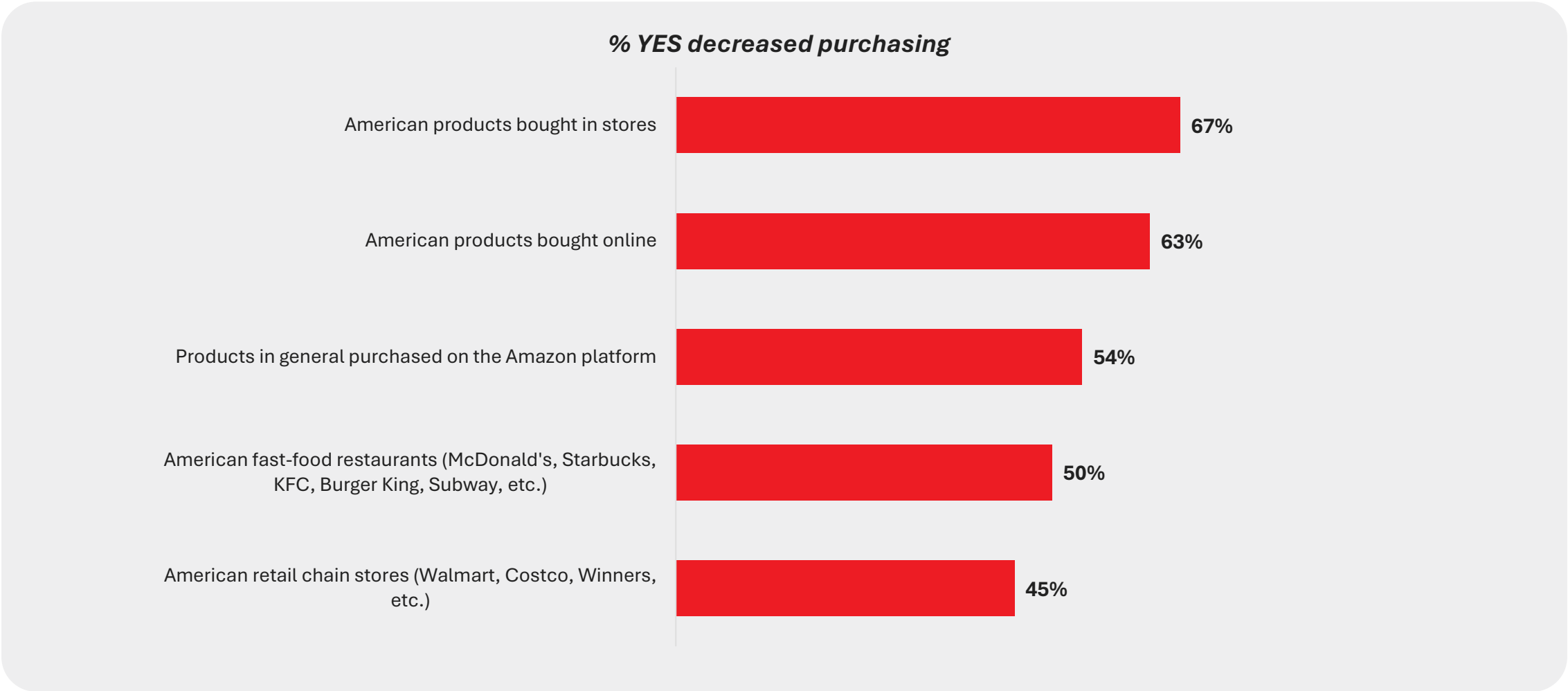
Base: Canadian respondents (n=1,626)



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=1,626)



Recent Changes in Consumer Purchasing Behaviour (2/2)

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






Base: Canadian respondents (n=1,626)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
American products bought in stores	67%	66%	75%	65%	64%	65%	64%	62%	72%	56%	65%	77%	69%	-2
American products bought online	63%	61%	66%	64%	64%	60%	60%	59%	67%	54%	61%	71%	66%	-3
Products in general purchased on the Amazon platform	54%	45%	57%	52%	51%	57%	59%	51%	58%	46%	50%	63%	54%	-
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	50%	48%	54%	49%	45%	55%	49%	50%	51%	42%	45%	60%	50%	-
American retail chain stores (Walmart, Costco, Winners, etc.)	45%	38%	44%	47%	42%	43%	44%	44%	45%	40%	42%	50%	47%	-2

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

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

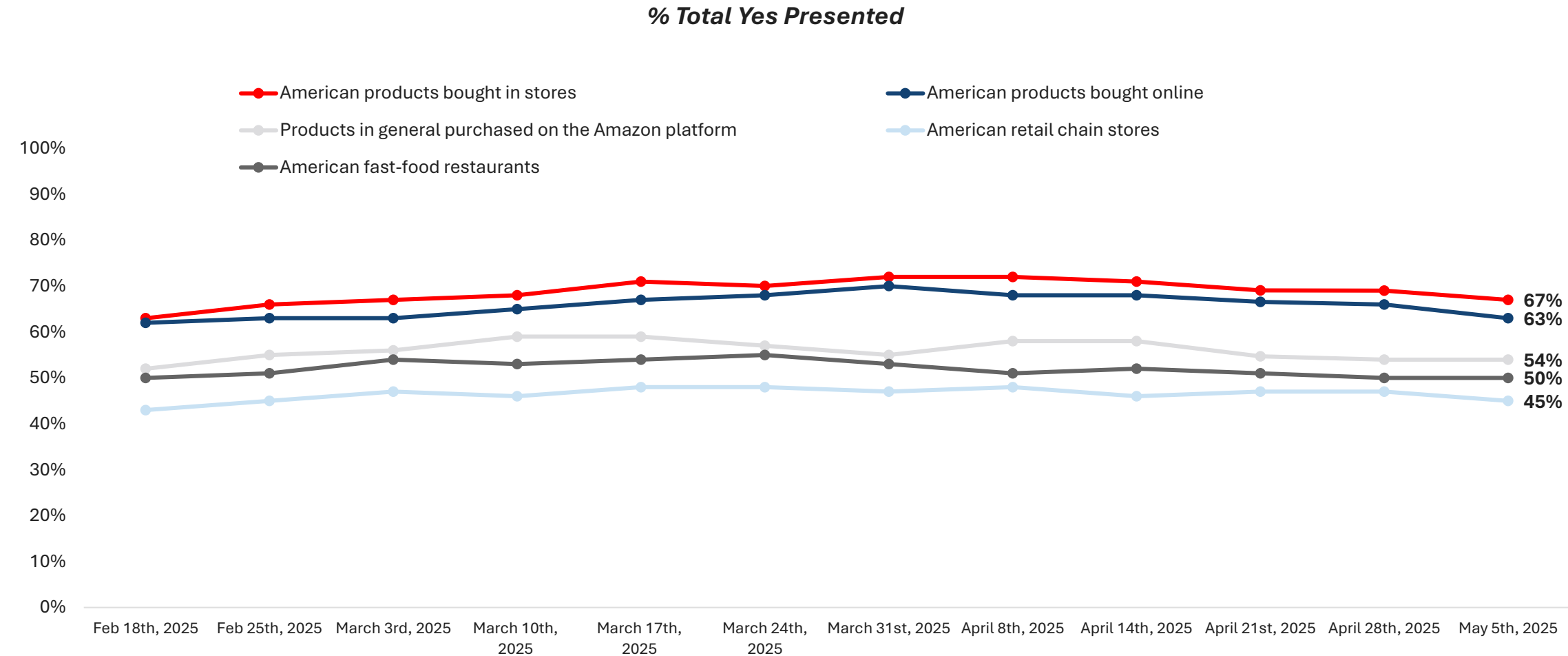
Base: Canadian respondents (n=1,626)

						
% YES presented	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,626	598	564	87	89	18
Unweighted n=	1,626	692	437	93	99	37
American products bought in stores	67%	81%	55%	76%	81%	62%
American products bought online	63%	78%	50%	74%	71%	61%
Products in general purchased on the Amazon platform	54%	68%	39%	76%	65%	65%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	50%	62%	40%	60%	60%	53%
American retail chain stores (Walmart, Costco, Winners, etc.)	45%	55%	35%	60%	52%	46%

Recent Changes in Consumer Purchasing Behaviour – Evolution

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

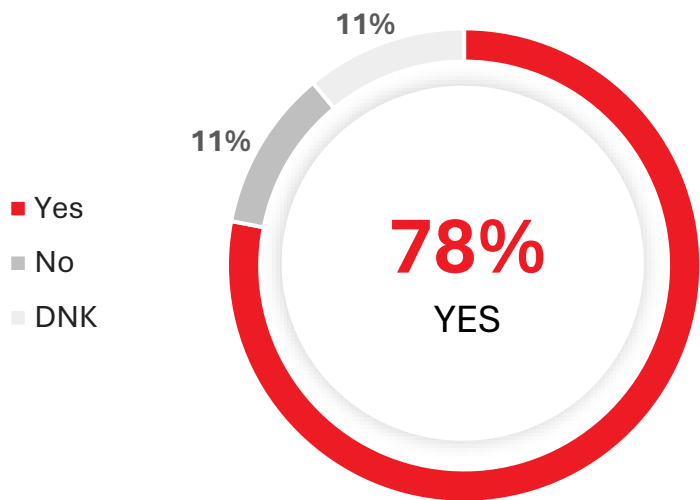
Base: Canadian respondents (1,626)



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,626)

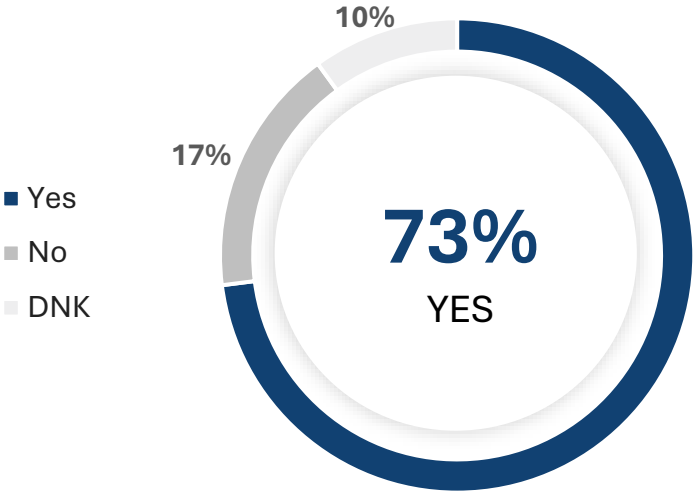


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
Yes	78%	81%	85%	78%	79%	70%	74%	76%	81%	71%	77%	84%	74%	+4
No	11%	9%	7%	12%	10%	13%	13%	12%	9%	15%	12%	6%	13%	-2
I don't know	11%	10%	9%	10%	12%	17%	13%	12%	11%	13%	10%	10%	14%	-3

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,014)



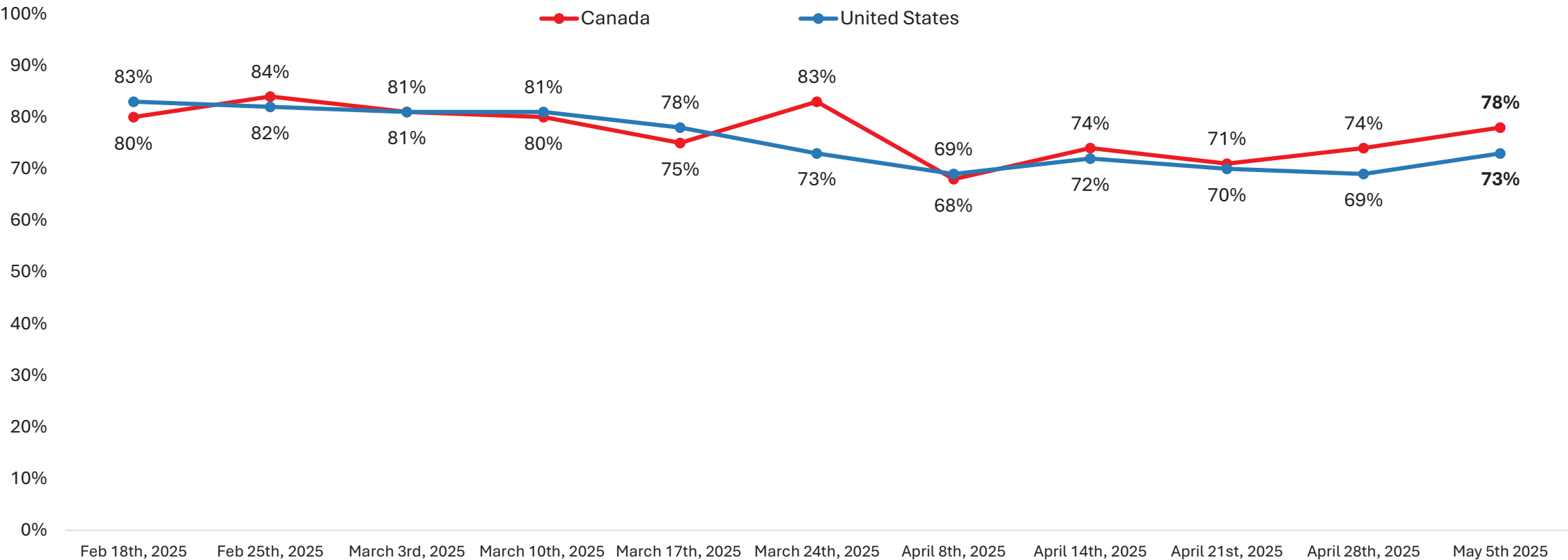
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indep- dent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
Yes	73%	75%	67%	75%	74%	76%	73%	71%	72%	74%	54%	88%	76%	69%	+4
No	17%	15%	20%	19%	13%	11%	18%	21%	20%	14%	35%	5%	16%	19%	-2
I don't know	10%	10%	14%	6%	13%	13%	10%	8%	8%	12%	10%	7%	8%	12%	-2

Perception of Recent Consumer Price Increases – *Evolution*

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

Base: All respondents

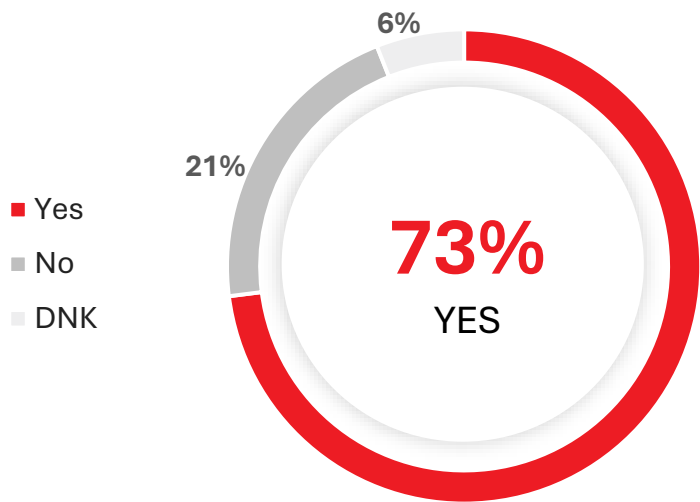
% Total Yes Presented



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=1,626)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
Yes	73%	77%	78%	73%	74%	66%	71%	69%	77%	66%	70%	81%	74%	-1
No	21%	17%	18%	20%	22%	28%	22%	25%	17%	26%	25%	14%	20%	+1
I don't know	6%	7%	4%	7%	3%	6%	7%	6%	6%	8%	5%	5%	5%	+1

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?

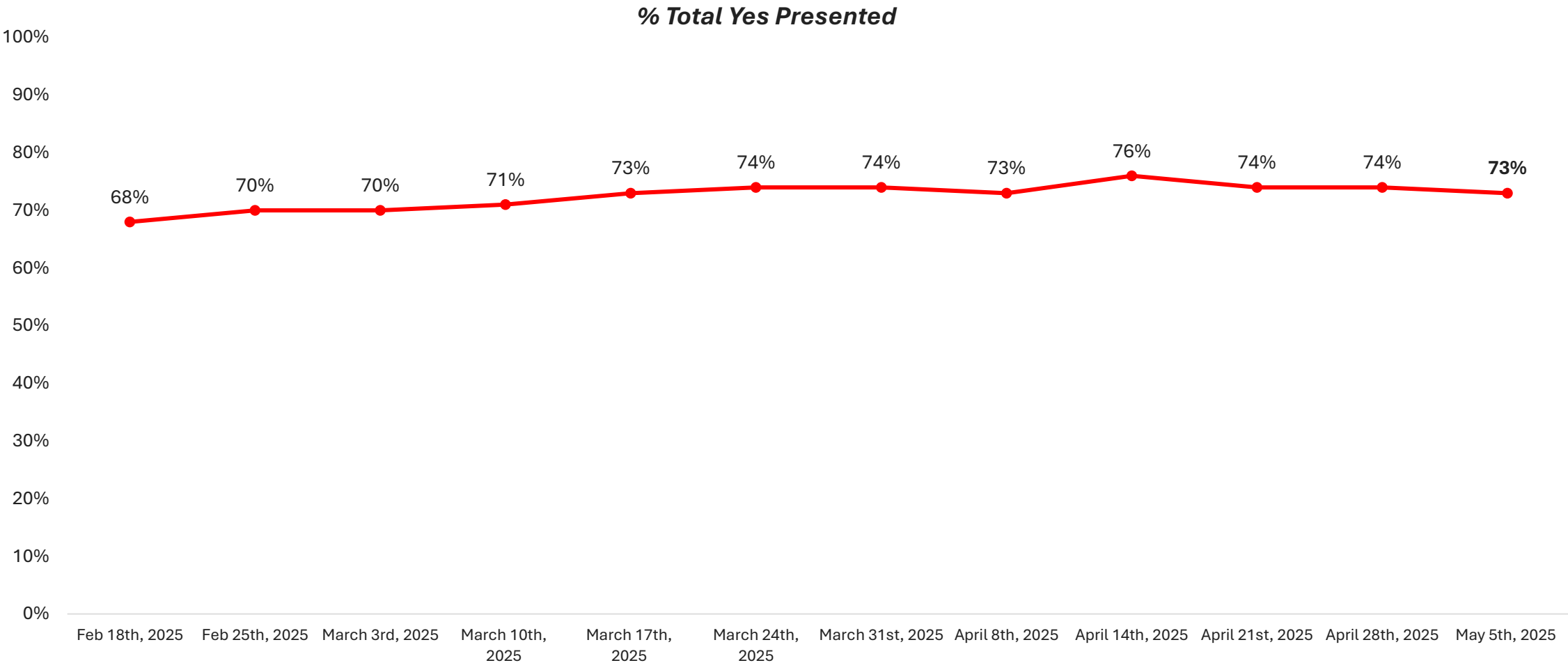
Base: Canadian respondents (n=1,626)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,626	598	564	87	89	18
Unweighted n=	1,626	692	437	93	99	37
Yes	73%	86%	62%	83%	85%	68%
No	21%	10%	32%	10%	14%	25%
I don't know	6%	4%	6%	7%	1%	7%

Increase in Purchases of Local Canadian Products – Evolution

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

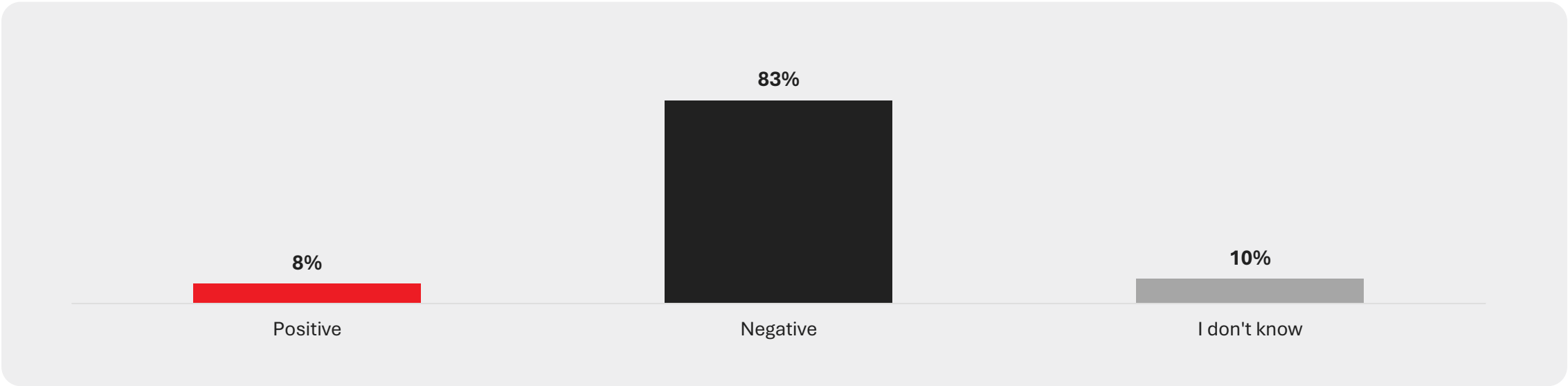
Base: Canadian respondents



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=1,626)

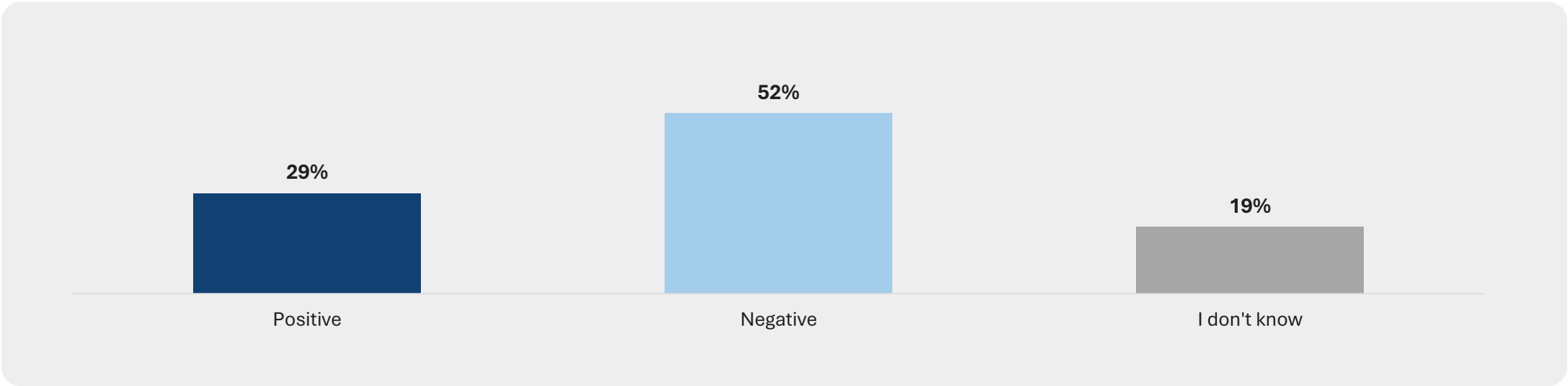


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
Positive	8%	10%	6%	7%	7%	13%	7%	10%	6%	11%	8%	5%	8%	-
Negative	83%	80%	87%	82%	83%	80%	79%	82%	84%	77%	81%	87%	83%	-
I don't know	10%	10%	7%	11%	10%	8%	14%	9%	11%	12%	11%	7%	9%	+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=1,014)

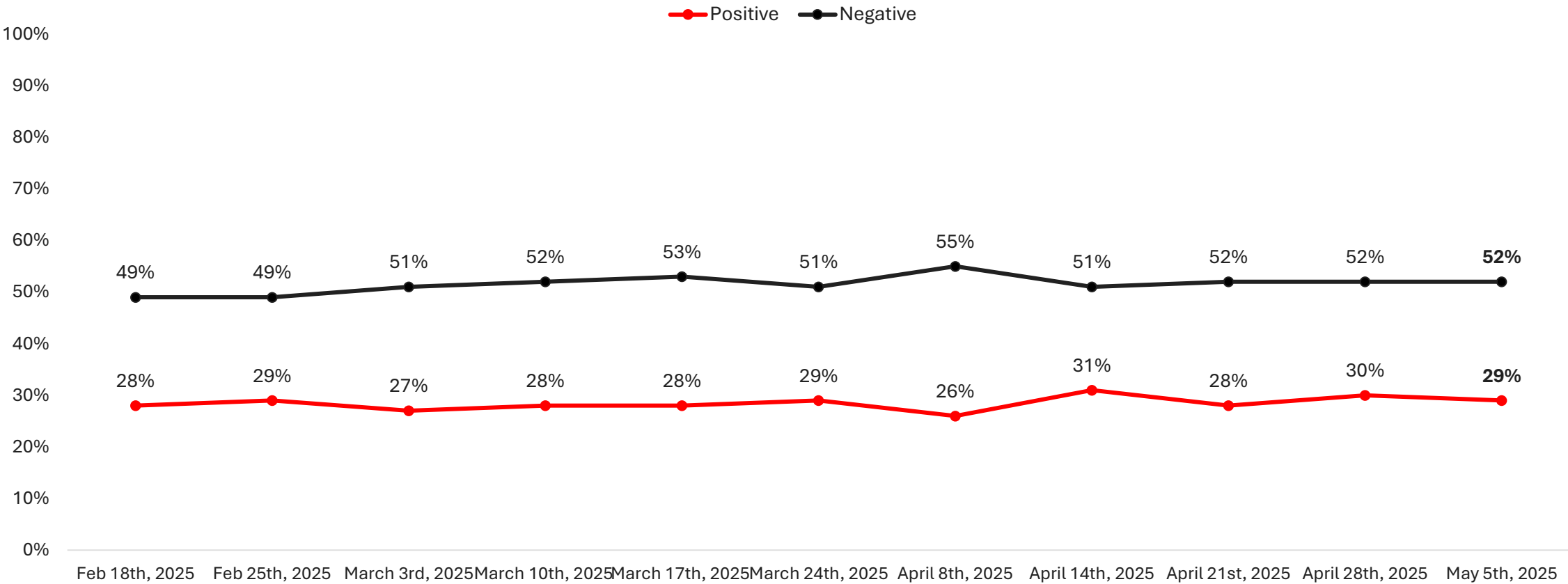


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
Positive	29%	27%	29%	31%	27%	27%	24%	34%	36%	22%	60%	11%	25%	30%	-1
Negative	52%	58%	50%	49%	54%	56%	49%	52%	49%	55%	22%	80%	53%	52%	-
I don't know	19%	15%	21%	21%	19%	17%	27%	14%	15%	23%	18%	9%	21%	18%	+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

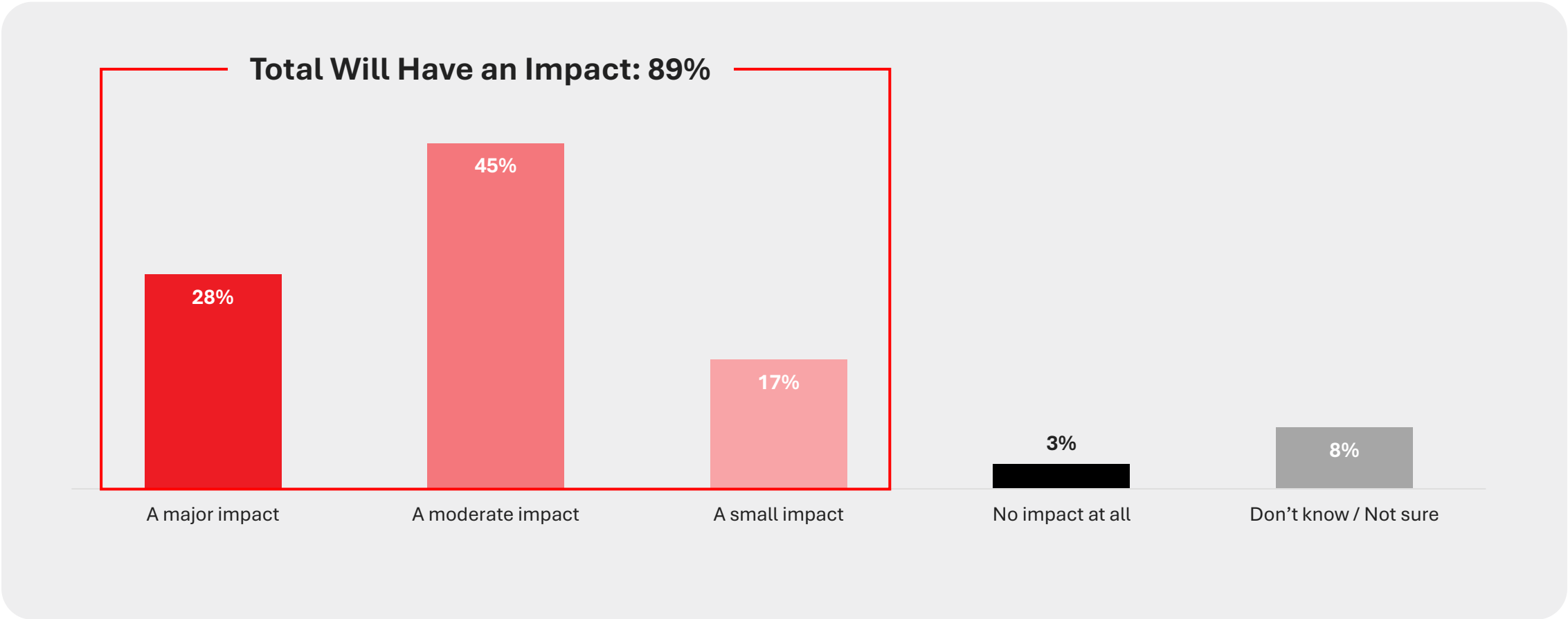


Concerns About Personal Financial Situation

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=1,626)



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?

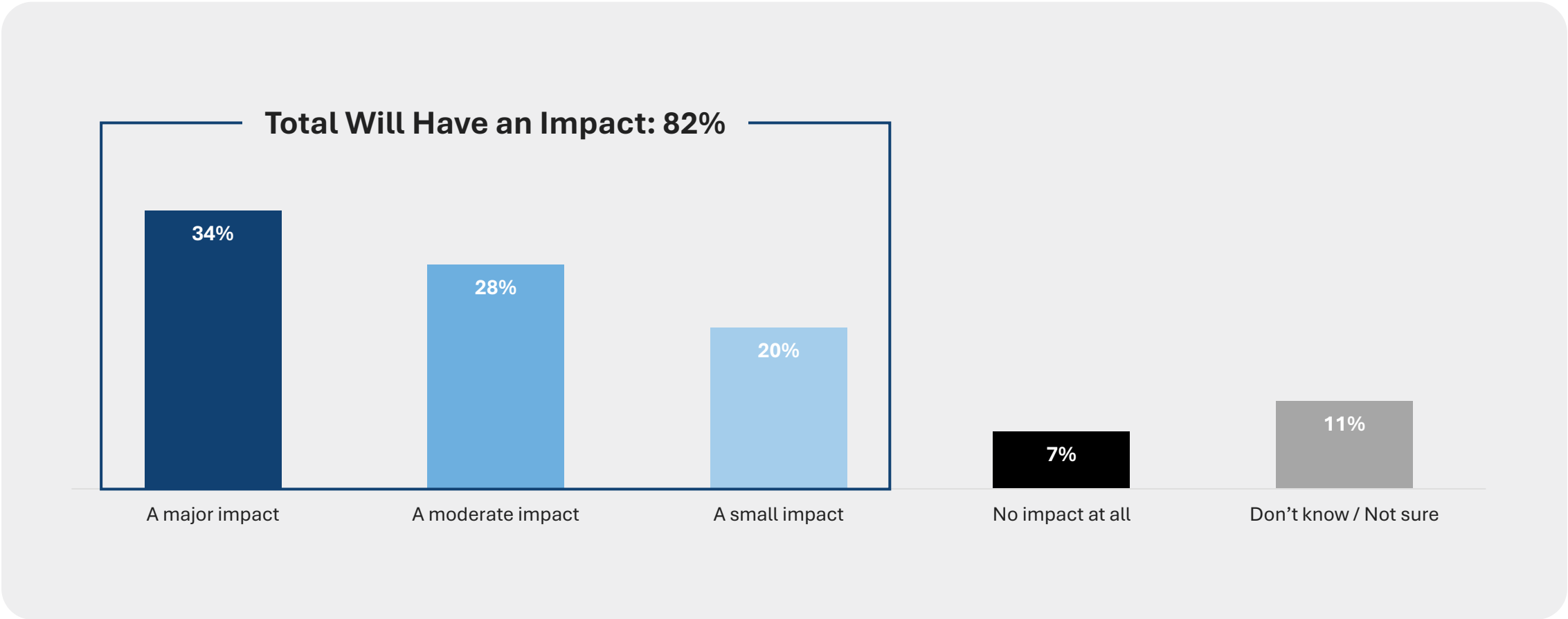
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	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
TOTAL WILL HAVE AN IMPACT	89%	89%	91%	91%	92%	86%	81%	89%	88%	88%	90%	88%	91%	-2
A major impact	28%	27%	25%	29%	33%	26%	27%	24%	31%	28%	30%	26%	29%	-1
A moderate impact	45%	45%	52%	44%	37%	38%	41%	46%	43%	46%	45%	43%	43%	+2
A small impact	17%	16%	14%	17%	23%	22%	14%	20%	14%	14%	16%	19%	19%	-2
No impact at all	3%	2%	3%	3%	2%	4%	4%	5%	1%	4%	2%	3%	3%	-
Don't know / Not sure	8%	8%	6%	6%	6%	10%	14%	5%	10%	8%	7%	8%	6%	+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=1,014)



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

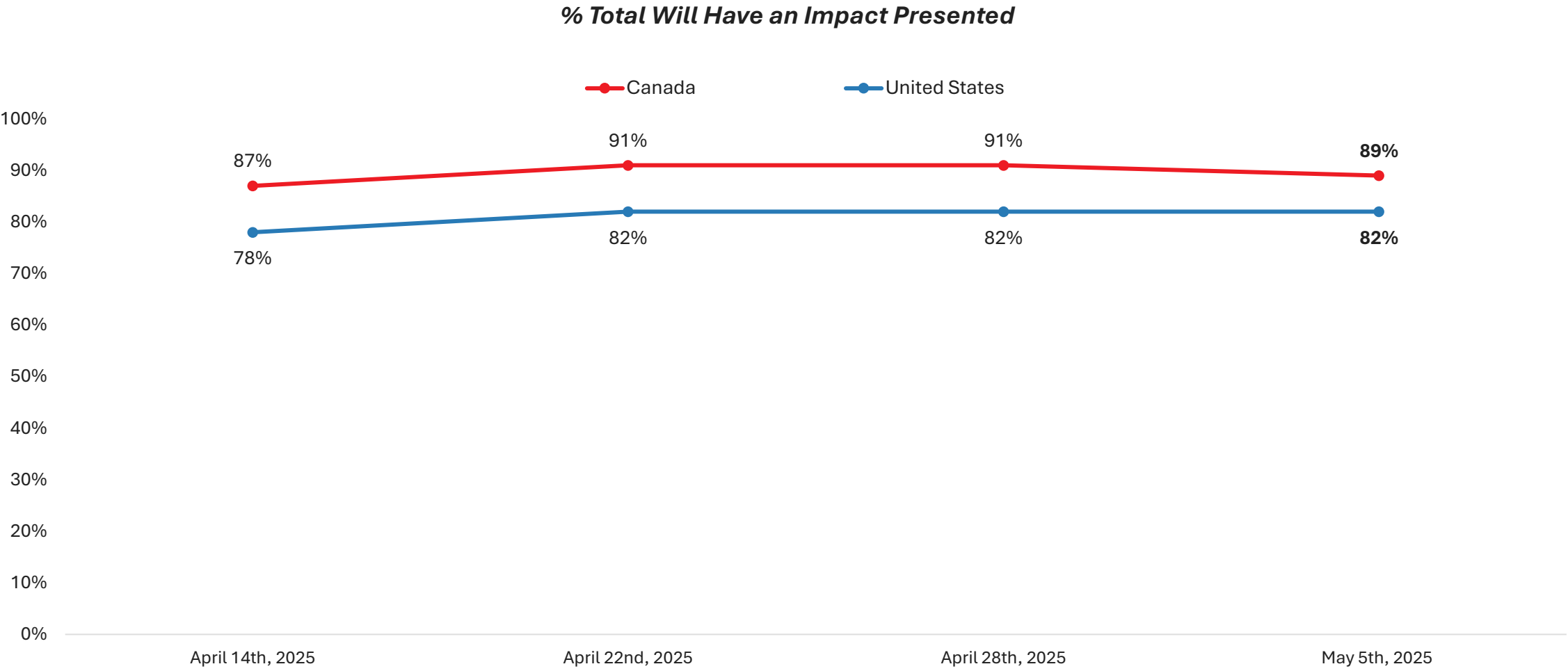
Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: American respondents (n=1,014)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
TOTAL WILL HAVE AN IMPACT	82%	84%	78%	82%	86%	83%	80%	83%	85%	80%	77%	91%	85%	82%	-
A major impact	34%	35%	29%	36%	37%	44%	36%	27%	35%	34%	18%	48%	36%	31%	+3
A moderate impact	28%	32%	29%	23%	31%	26%	26%	30%	25%	30%	25%	34%	27%	31%	-3
A small impact	20%	17%	20%	23%	18%	13%	18%	27%	25%	15%	34%	9%	22%	20%	-
No impact at all	7%	5%	6%	10%	5%	5%	7%	9%	9%	6%	15%	2%	6%	9%	-2
Don't know / Not sure	11%	11%	16%	9%	9%	12%	13%	8%	7%	15%	8%	6%	8%	9%	+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

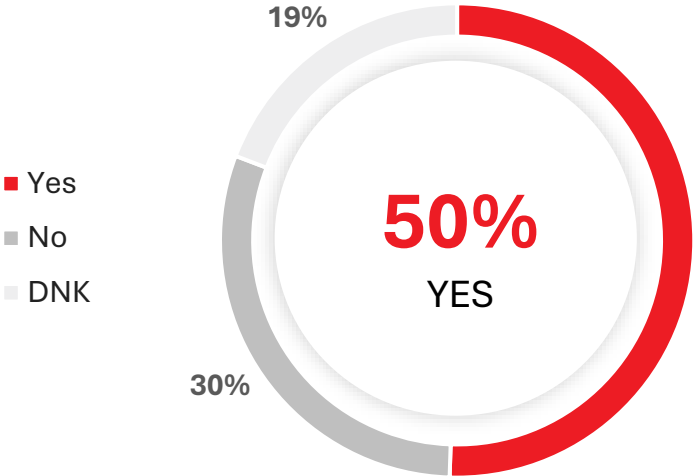


State of the Economy

Economic Recession in the Country

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

Base: Canadian respondents (n=1,626)

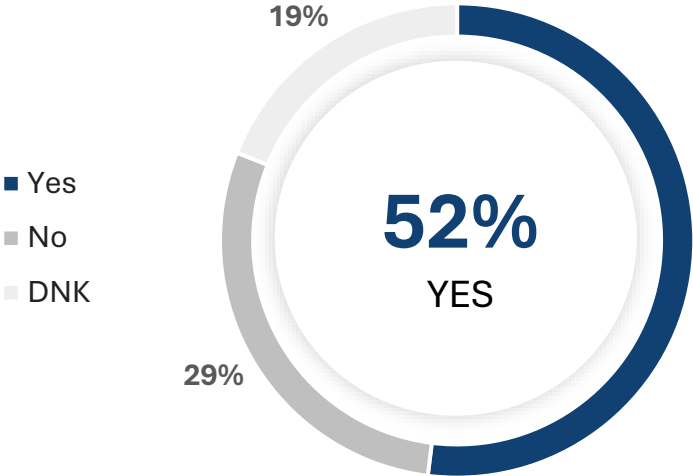


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Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
Yes	50%	48%	43%	55%	54%	49%	51%	52%	49%	56%	56%	42%	48%	+2
No	30%	30%	40%	27%	23%	30%	28%	32%	29%	26%	25%	37%	33%	-3
I don't know	19%	22%	18%	17%	23%	22%	21%	16%	22%	18%	18%	21%	18%	+1

Economic Recession in the Country

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

Base: All respondents (n=1,014)

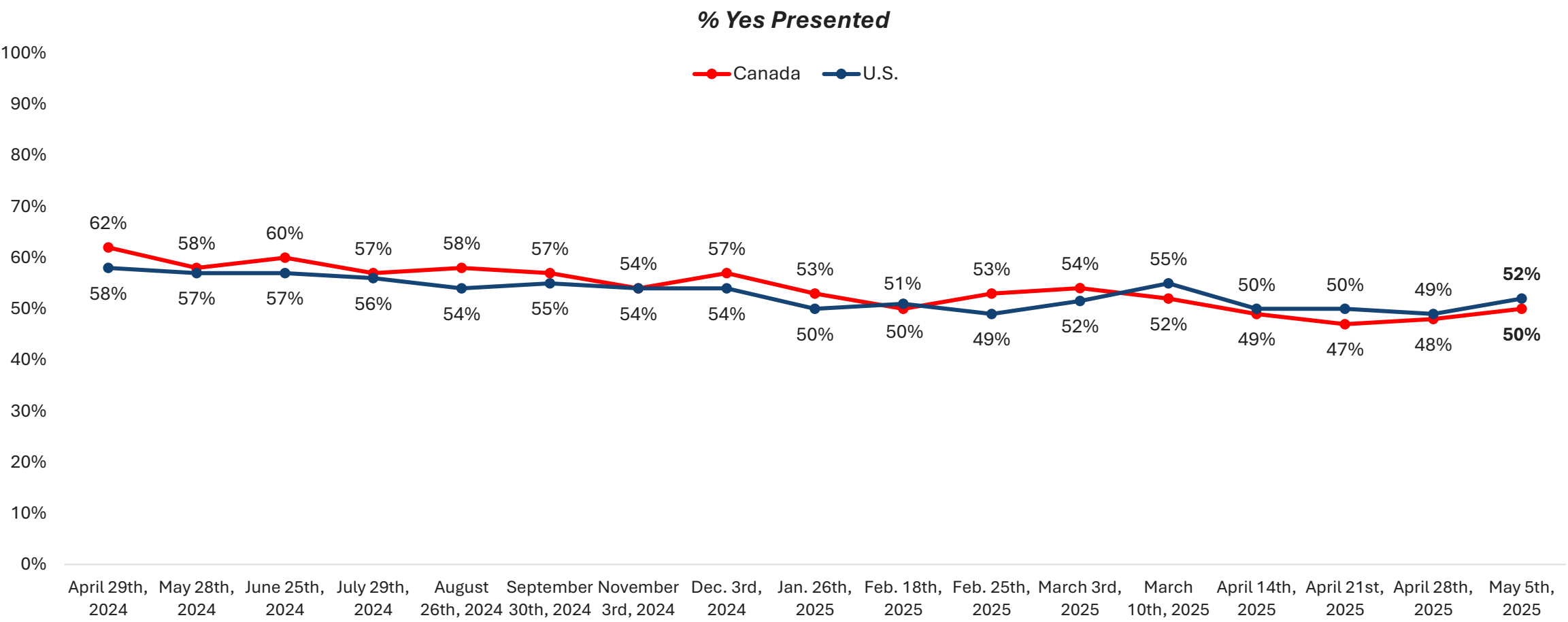


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
Yes	52%	48%	51%	52%	56%	58%	57%	43%	48%	56%	34%	70%	50%	49%	+3
No	29%	32%	29%	29%	27%	23%	24%	38%	37%	22%	50%	15%	30%	30%	-1
I don't know	19%	20%	21%	19%	16%	19%	19%	19%	15%	23%	16%	15%	20%	21%	-2

Economic Recession in the Country – *Evolution*

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

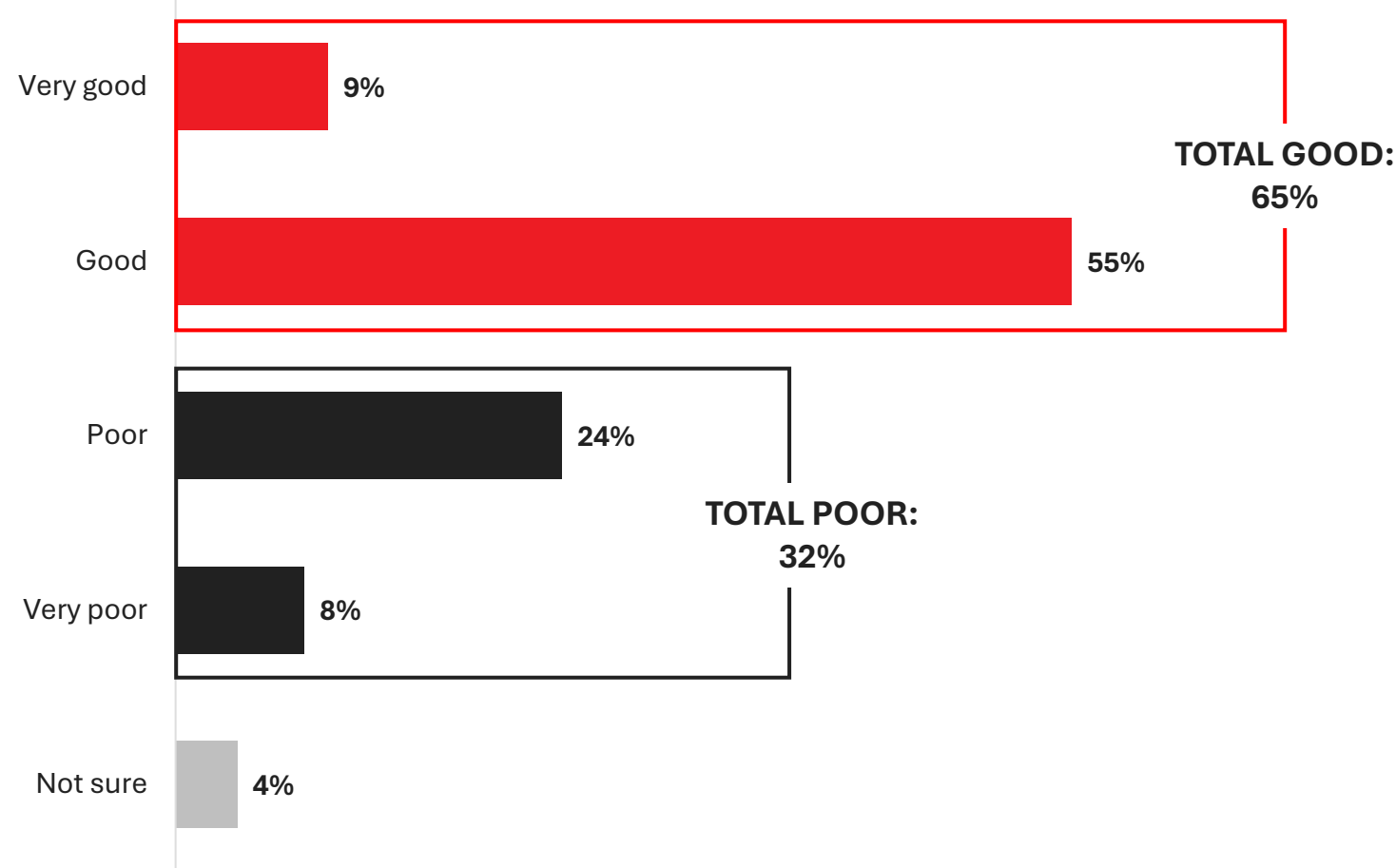
Base: All respondents



State of Household Finances (1/2)

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

Base: Canadian respondents (n=1,626)



State of Household Finances (2/2)

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

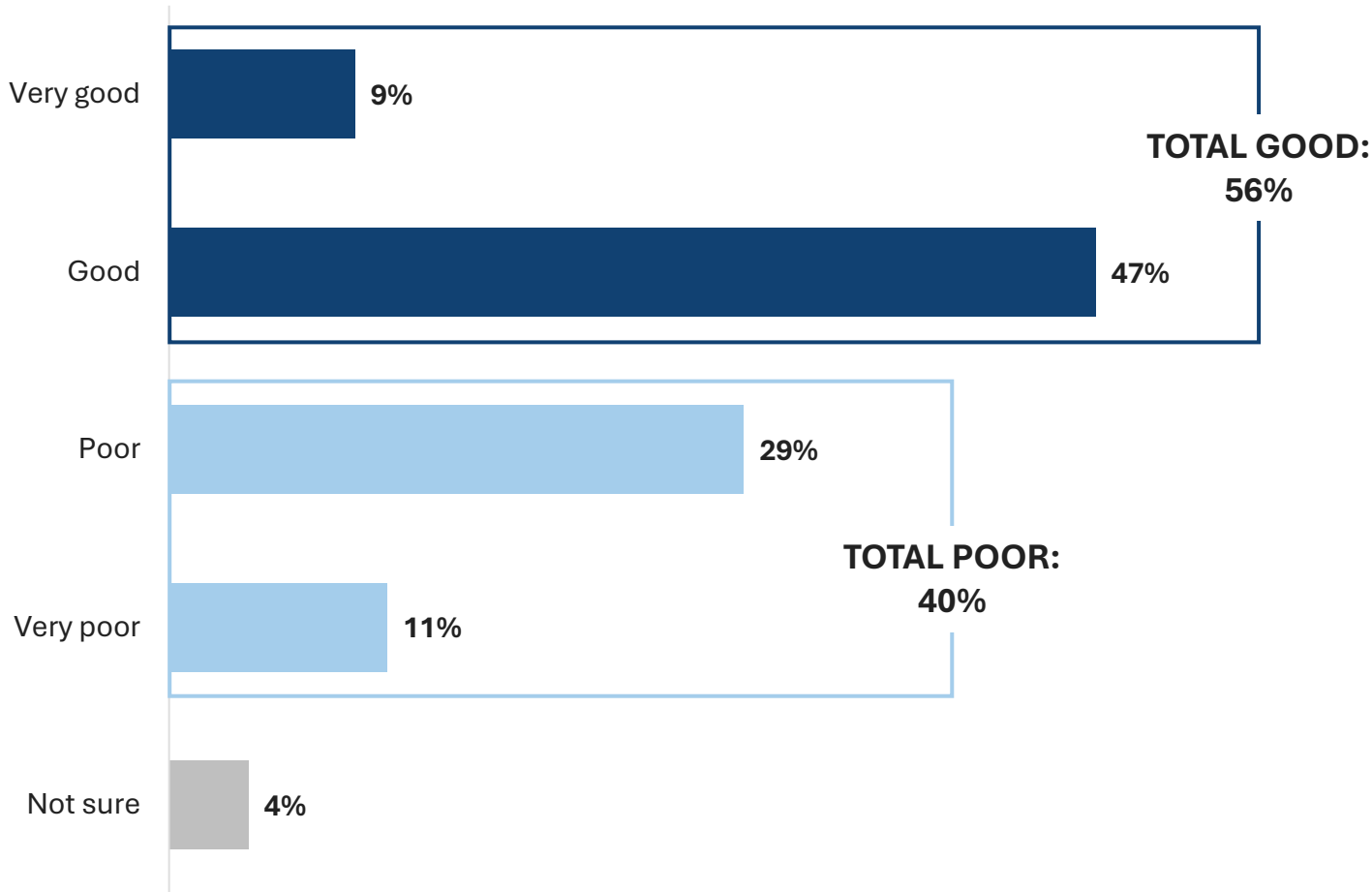
Base: Canadian respondents (n=1,626)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
TOTAL GOOD	65%	63%	76%	62%	62%	64%	56%	66%	63%	61%	55%	74%	67%	-2
Very good	9%	7%	13%	8%	8%	10%	10%	11%	8%	11%	6%	11%	9%	-
Good	55%	56%	63%	54%	54%	53%	46%	55%	56%	51%	50%	62%	59%	-4
TOTAL POOR	32%	31%	22%	33%	38%	33%	40%	31%	33%	32%	41%	24%	30%	+2
Poor	24%	19%	18%	25%	26%	28%	29%	23%	24%	25%	31%	17%	22%	+2
Very poor	8%	13%	4%	8%	13%	5%	12%	7%	8%	8%	9%	7%	8%	-
Not sure	4%	6%	3%	5%	0%	3%	4%	4%	4%	6%	4%	2%	3%	+1

State of Household Finances (1/2)

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

Base: American respondents (n=1,014)



State of Household Finances (2/2)

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

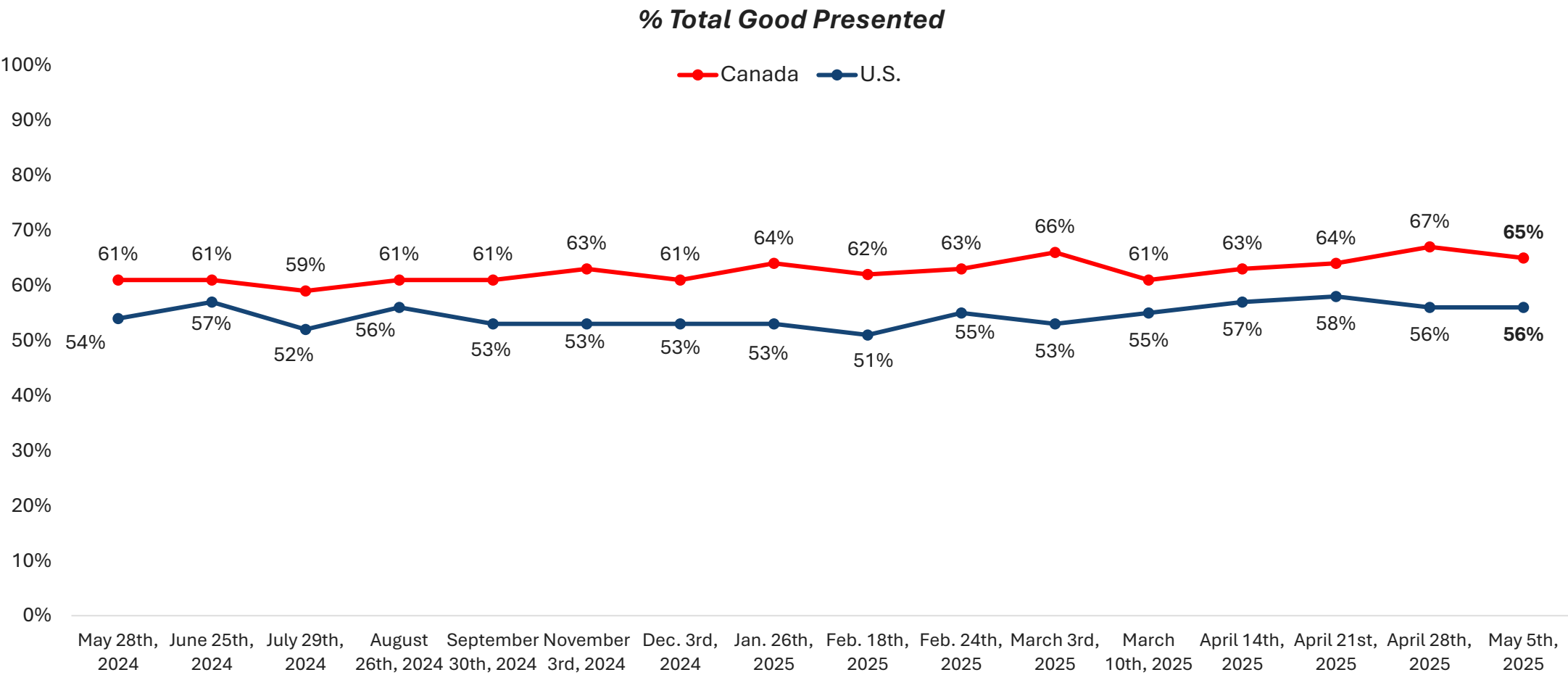
Base: American respondents (n=1,014)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
TOTAL GOOD	56%	56%	59%	51%	60%	61%	43%	63%	60%	52%	66%	57%	54%	56%	-
Very good	9%	9%	12%	10%	7%	14%	6%	9%	12%	7%	18%	7%	7%	9%	-
Good	47%	48%	48%	42%	53%	47%	37%	54%	48%	45%	48%	51%	47%	47%	-
TOTAL POOR	40%	37%	35%	46%	38%	36%	54%	32%	37%	44%	33%	39%	42%	39%	+1
Poor	29%	25%	26%	33%	29%	26%	37%	25%	28%	30%	26%	25%	32%	29%	-
Very poor	11%	12%	10%	13%	9%	10%	17%	7%	9%	13%	6%	14%	10%	10%	+1
Not sure	4%	7%	6%	2%	2%	3%	3%	5%	3%	4%	1%	4%	5%	5%	-1

State of Household Finances – Evolution

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

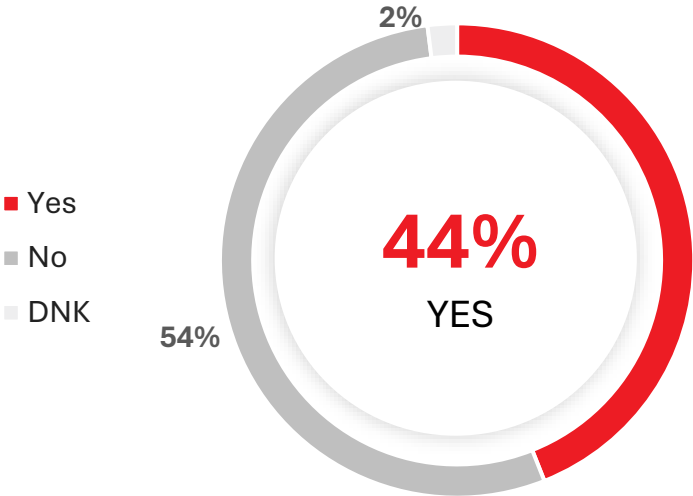
Base: All respondents



Living Paycheque to Paycheque

Q5. Are you currently living paycheck to paycheck?

Base: Canadian respondents (n=1,626)

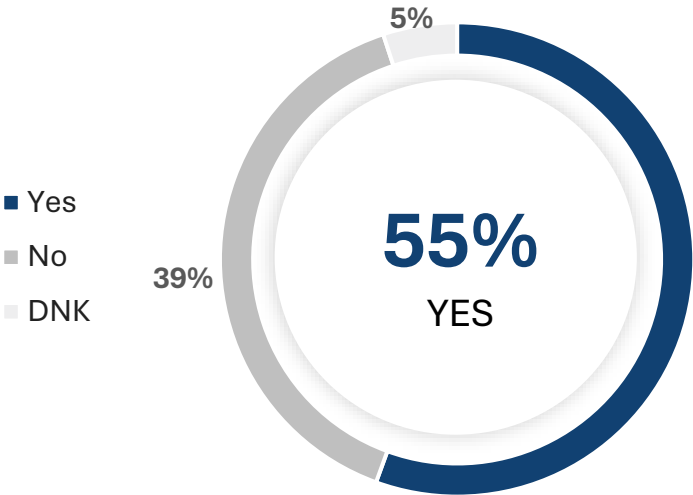


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	1,626	109	375	629	105	181	226	793	833	434	523	669	1,593	
Unweighted n=	1,626	107	428	639	140	144	168	792	834	401	515	710	1,593	
Yes	44%	49%	30%	46%	54%	50%	50%	40%	48%	49%	54%	33%	45%	-1
No	54%	47%	68%	52%	46%	49%	46%	57%	50%	46%	44%	66%	53%	+1
I don't know	2%	4%	2%	3%	1%	1%	4%	3%	2%	5%	3%	1%	3%	-1

Living Paycheque to Paycheque

Q5. Are you currently living paycheck to paycheck?

Base: American respondents (n=1,014)

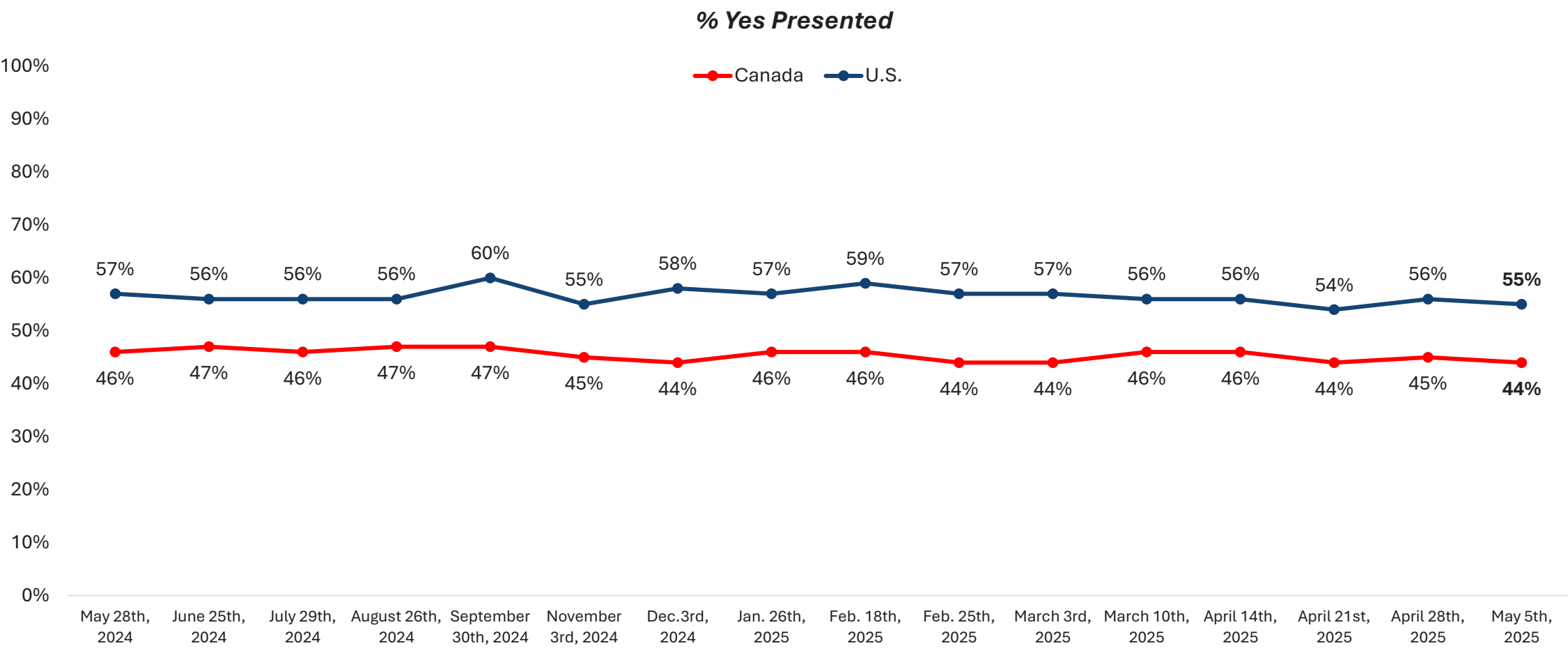


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Total April 28 th 2025	Gap
Weighted n=	1,014	178	213	388	235	283	335	396	492	522	275	332	341	1,010	
Unweighted n=	1,014	211	222	344	237	144	355	515	445	569	270	341	348	1,010	
Yes	55%	52%	50%	62%	51%	63%	61%	46%	50%	61%	52%	54%	56%	56%	-1
No	39%	44%	43%	33%	43%	33%	34%	48%	46%	33%	44%	40%	39%	40%	-1
I don't know	5%	4%	7%	5%	6%	5%	5%	6%	5%	6%	3%	5%	5%	5%	-

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheck to paycheck?

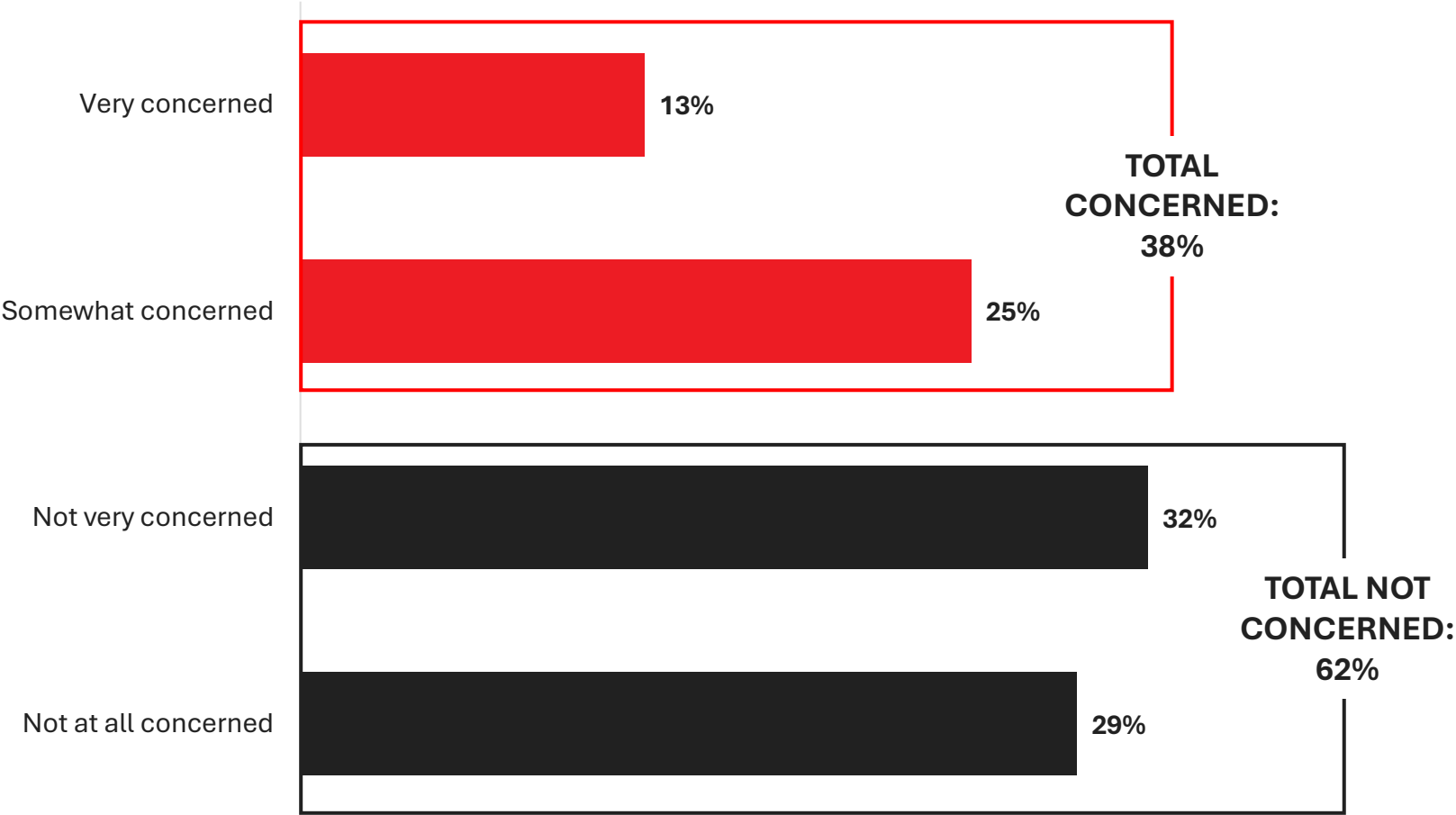
Base: All respondents



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=834)



Concerns About Losing Job (2/2)

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

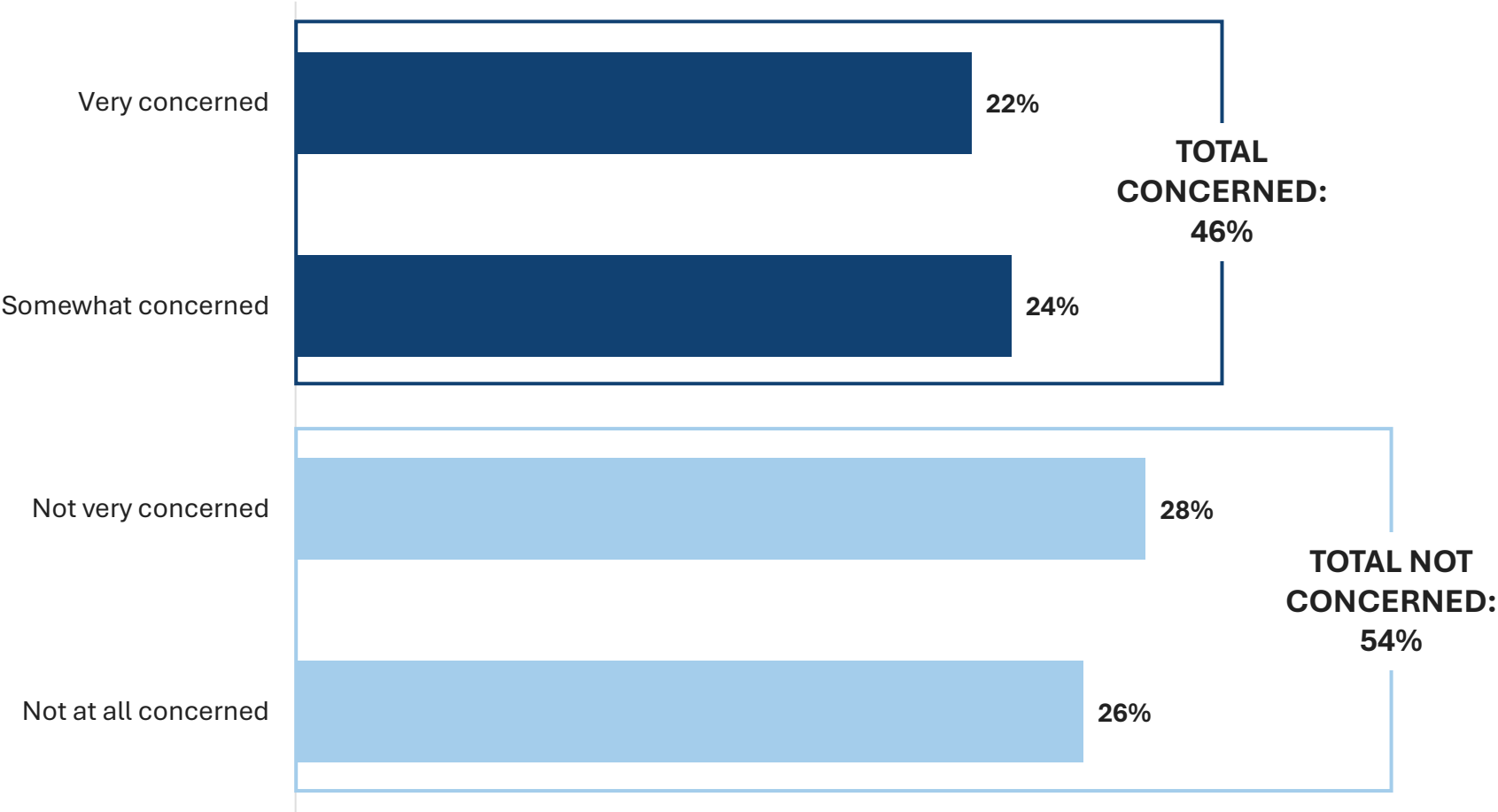
Base: Canadian respondents who are currently employed (n=834)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 28 th 2025	Gap
Weighted n=	823	53	204	292	54	97	123	417	406	266	390	168	838	
Unweighted n=	834	54	244	300	73	74	89	418	416	262	390	182	855	
TOTAL CONCERNED	38%	25%	25%	48%	21%	48%	45%	44%	33%	46%	40%	24%	40%	-2
Very concerned	13%	12%	7%	17%	8%	15%	16%	15%	11%	15%	13%	11%	12%	+1
Somewhat concerned	25%	13%	18%	31%	14%	33%	29%	29%	22%	31%	27%	13%	27%	-2
TOTAL NOT CONCERNED	62%	75%	75%	52%	79%	52%	55%	56%	67%	54%	60%	76%	60%	+2
Not very concerned	32%	31%	37%	30%	30%	31%	32%	32%	33%	33%	32%	31%	33%	-1
Not at all concerned	29%	45%	38%	23%	48%	21%	23%	24%	35%	21%	28%	45%	27%	+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=479)



Concerns About Losing Job (2/2)

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

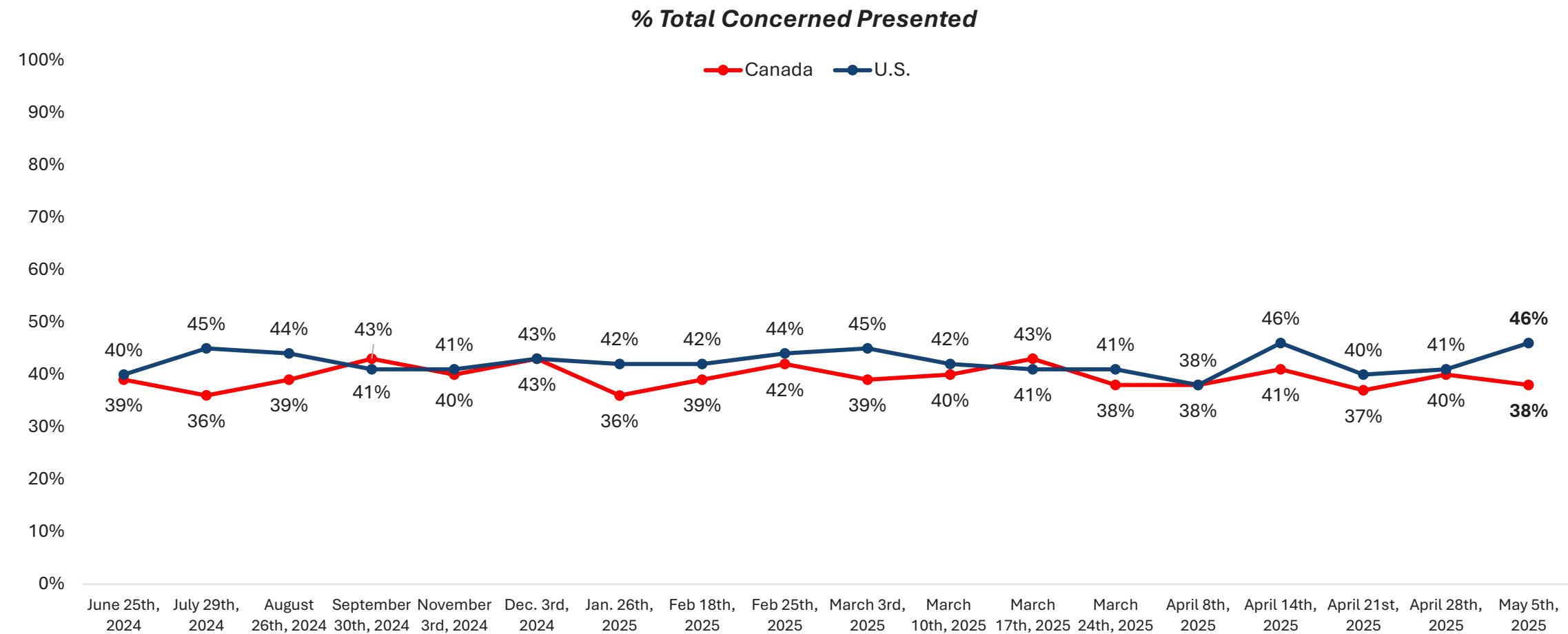
Base: American respondents who are currently employed (n=479)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 28 th 2025	Gap
Weighted n=	490	89	121	171	108	179	187	124	263	226	148	168	146	506	
Unweighted n=	479	104	117	151	107	96	216	167	225	254	128	175	153	492	
TOTAL CONCERNED	46%	42%	42%	44%	57%	48%	53%	32%	42%	50%	41%	48%	46%	41%	+5
Very concerned	22%	19%	22%	23%	25%	28%	25%	9%	23%	22%	20%	27%	20%	19%	+3
Somewhat concerned	24%	23%	21%	21%	32%	20%	28%	22%	19%	29%	22%	21%	27%	21%	+3
TOTAL NOT CONCERNED	54%	58%	58%	56%	43%	52%	47%	68%	58%	50%	59%	52%	54%	59%	-5
Not very concerned	28%	36%	29%	25%	25%	27%	28%	30%	31%	25%	26%	30%	30%	30%	-2
Not at all concerned	26%	23%	28%	31%	18%	25%	19%	38%	27%	25%	33%	22%	24%	30%	-4

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=1,626)

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

Gender

	Unweighted	Weighted
Male	792	793
Female	834	833

Language (Mother Tongue)

	Unweighted	Weighted
French	393	321
English	1,081	1,156
Other	152	149

Age

	Unweighted	Weighted
18 to 34	401	434
35 to 54	515	523
55+	710	669

Province

	Unweighted	Weighted
British Columbia	168	226
Alberta	144	181
Manitoba/Saskatchewan	140	105
Ontario	639	629
Quebec	428	375
Atlantic	107	109

Respondent profiles – *American Sample*

(Base n=1,014)

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

Gender

	Unweighted	Weighted
Male	445	492
Female	569	522

Region

	Unweighted	Weighted
Northeast	211	178
Midwest	222	213
South	344	388
West	237	235

Age

	Unweighted	Weighted
Between 18 and 34	144	283
Between 35 and 54	355	335
55 and older	515	396

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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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK



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