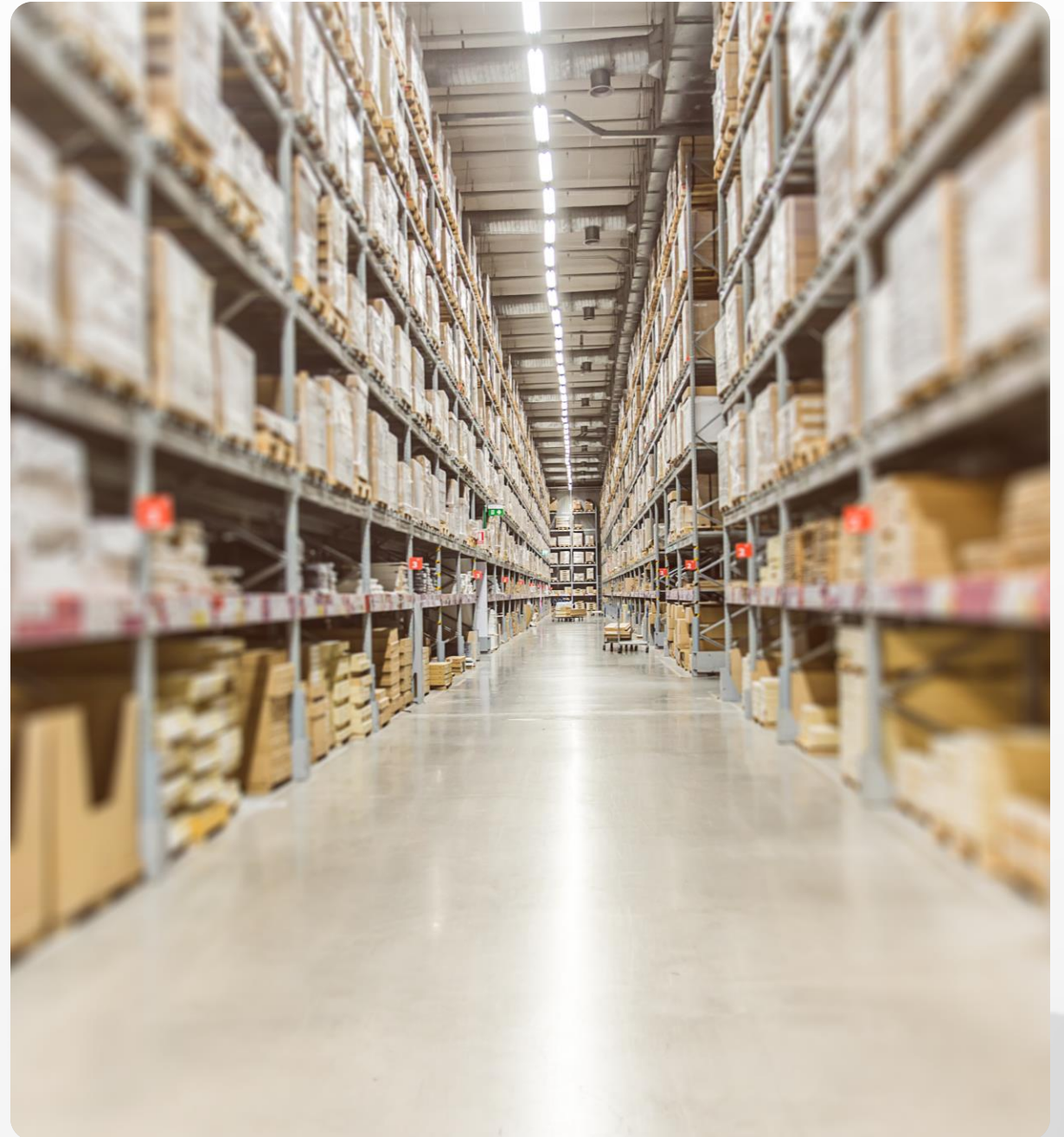Report

Perceptions of Trump's Proposed Tariffs & Issues with Border Security

Survey of Canadians

Date: 03 / 12 / 2024
Project: 16811-121

Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,532**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

When

Data collection from **November 29 to December 1st, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.50%**, (19 times out of 20) for the Canadian 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

➲ Notes

A more detailed methodology is presented in the Appendix.

Methodology

Sub-title

Most accurate polling firm

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies.

See https://338canada.com/pollster-ratings.htm

2021 Canadian Federal Election

	Leger Poll Published on September 18, 2021	Official Results 2021 **Canadian** Federal Election
C	**33%**	**33.7%**
L	**32%**	**32.6%**
NDP	**19%**	**17.8%**
B	**7%**	**7.7%**
PPC	**6%**	**5.0%**
(green)	**2%**	**2.3%**

*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

Key highlights: Perceptions of Trump's Proposed Tariffs on Canadian Imports

Some of **the key highlights** of our survey **about Perceptions of Trump's Proposed Tariffs on Canadian Imports...**

1

Eight in ten Canadians (79%) are concerned that Trump's tariffs on Canadian products imported into the U.S. could result in higher inflation in Canada.

2

Fewer than one-third of Canadians (31%) are confident in the Federal Government's ability to manage the new U.S. President and his tariff policies effectively. Confidence is notably higher among Liberal voters (67%) but drops significantly among Conservative voters (19%).

3

Six in ten Canadians (58%) believe Canada should take significant steps to strengthen border security, while 29% feel that President-elect Trump's concerns about illegal immigration and drug trafficking are unwarranted. Conservative voters (77%) are particularly likely to support increased border security.

Special Topics
Perceptions of Trump's Proposed Tariffs & Issues with Border Security
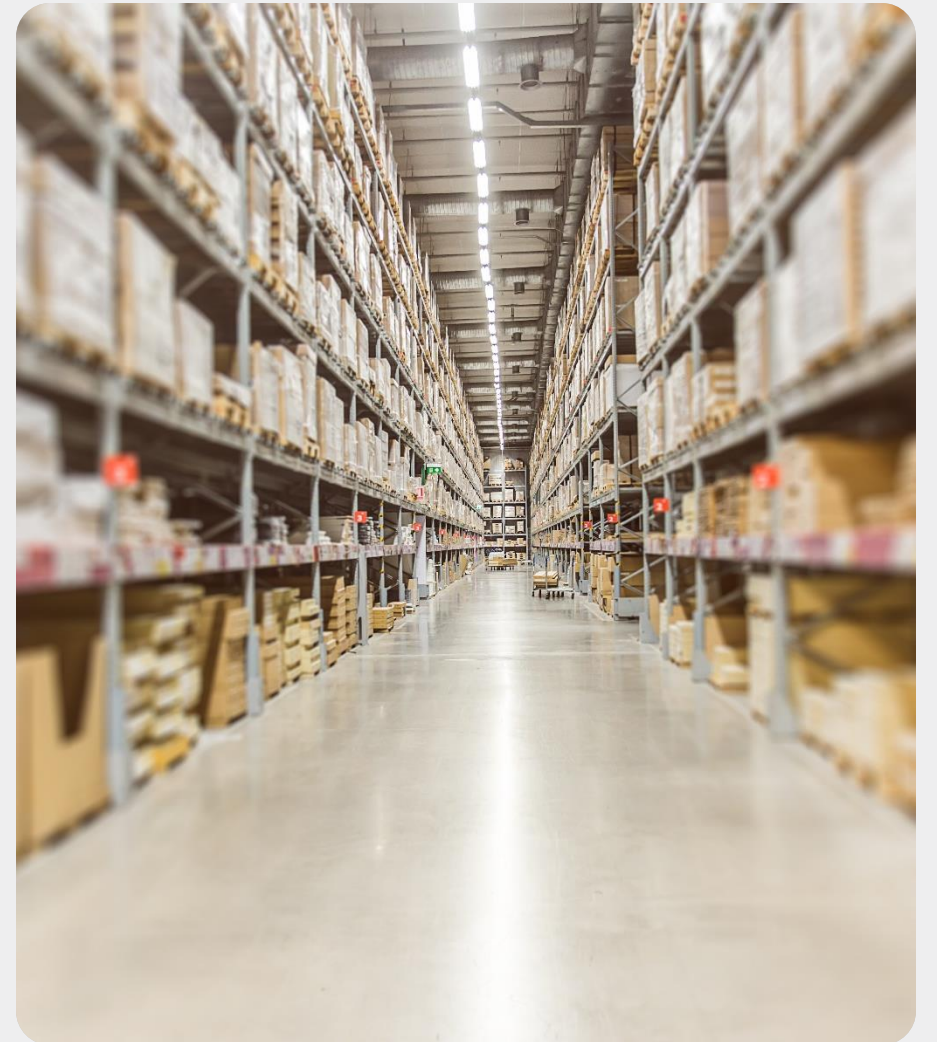
Likelihood of a Canadian Recession Due to Trump's Tariff Policy (1/2)

Q7. Recently, President-elect Donald Trump proposed implementing a new 25% tariff on Canadian products imported into the United States, aiming to protect American industries and reduce the trade deficit. Do you feel that President-elect Trump's policy of raising tariffs makes it more or less likely that Canada will experience an economic recession?

Base: All respondents (n=1,532)

Total Likely: 78%

Total Not Likely: 7%

Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't know
41%	37%	5%	1%	15%
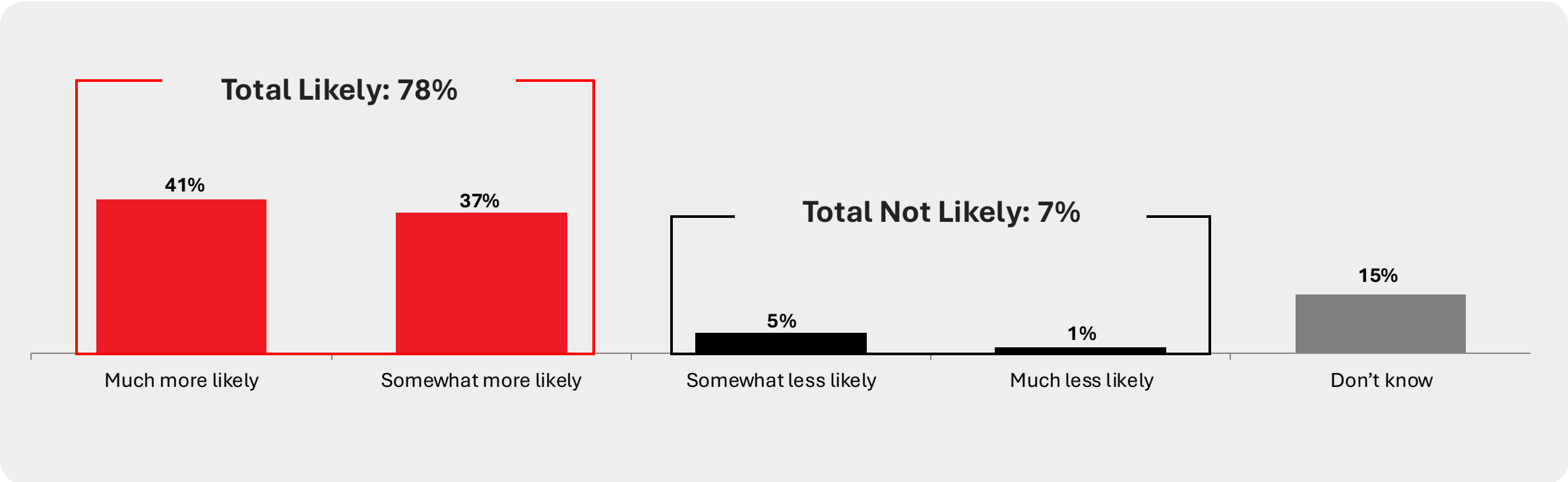
Likelihood of a Canadian Recession Due to Trump's Tariff Policy (2/2)

Q7. Recently, President-elect Donald Trump proposed implementing a new 25% tariff on Canadian products imported into the United States, aiming to protect American industries and reduce the trade deficit. Do you feel that President-elect Trump's policy of raising tariffs makes it more or less likely that Canada will experience an economic recession?

Base: All respondents (n=1,532)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1,532*	*103*	*354*	*594*	*99*	*170*	*212*	*747*	*785*	*409*	*492*	*631*	*661*	*559*	*297*
Unweighted n=	*1,532*	*101*	*418*	*612*	*126*	*125*	*150*	*749*	*783*	*362*	*481*	*689*	*650*	*574*	*297*
Total Likely	**78%**	78%	**82%**	**74%**	81%	78%	80%	**83%**	**73%**	**73%**	**74%**	**84%**	78%	78%	79%
Much more likely	**41%**	41%	39%	37%	37%	48%	**50%**	43%	39%	**35%**	40%	**45%**	39%	43%	42%
Somewhat more likely	**37%**	36%	**43%**	37%	44%	30%	31%	**40%**	**34%**	38%	34%	40%	39%	35%	37%
Total Not Likely	**7%**	4%	5%	**9%**	7%	5%	6%	**8%**	**5%**	**10%**	7%	**5%**	7%	7%	6%
Somewhat less likely	**5%**	4%	4%	7%	6%	4%	6%	6%	5%	**9%**	5%	**3%**	6%	6%	3%
Much less likely	**1%**	1%	1%	2%	1%	1%	**0%**	**2%**	**1%**	1%	2%	1%	2%	**1%**	2%
Don't know	**15%**	18%	13%	17%	13%	17%	14%	**9%**	**21%**	18%	**19%**	**11%**	15%	15%	15%

Likelihood of a Canadian Recession Due to Trump's Tariff Policy – By Voting Intentions

Q7. Recently, President-elect Donald Trump proposed implementing a new 25% tariff on Canadian products imported into the United States, aiming to protect American industries and reduce the trade deficit. Do you feel that President-elect Trump's policy of raising tariffs makes it more or less likely that Canada will experience an economic recession?
Base: All respondents (n=1,532)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,532	546	271	237	102	65	27*
Unweighted n=	1,532	471	304	267	137	61	28*
Total Likely	**78%**	81%	85%	84%	85%	70%	73%
Much more likely	**41%**	45%	42%	43%	41%	39%	60%
Somewhat more likely	**37%**	36%	43%	41%	43%	30%	14%
Total Not Likely	**7%**	6%	6%	4%	4%	**23%**	5%
Somewhat less likely	**5%**	5%	4%	4%	3%	**22%**	5%
Much less likely	**1%**	2%	2%	0%	1%	1%	0%
Don't know	**15%**	12%	10%	12%	11%	8%	21%

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

Concern Over Inflation Linked to U.S. Tariff Policy (1/2)

Q8. How concerned are you that Trump's tariffs could potentially lead to higher inflation in Canada?
Base: All respondents (n=1,532)

Total Concerned: 79%

Total Not Concerned: 15%

Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know
41%	38%	11%	4%	7%
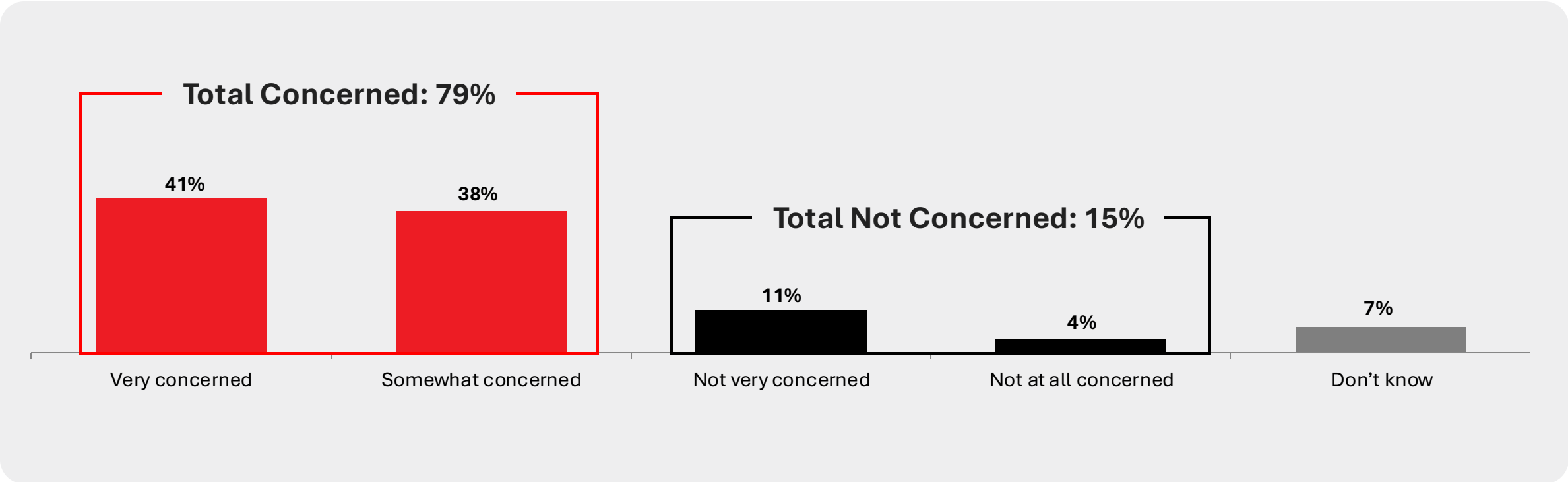
Concern Over Inflation Linked to U.S. Tariff Policy (2/2)

Q8. How concerned are you that Trump's tariffs could potentially lead to higher inflation in Canada?

Base: All respondents (n=1,532)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1,532*	*103*	*354*	*594*	*99*	*170*	*212*	*747*	*785*	*409*	*492*	*631*	*661*	*559*	*297*
Unweighted n=	*1,532*	*101*	*418*	*612*	*126*	*125*	*150*	*749*	*783*	*362*	*481*	*689*	*650*	*574*	*297*
Total Concerned	**79%**	**88%**	75%	77%	80%	83%	80%	**75%**	**82%**	**71%**	76%	**85%**	**75%**	80%	**85%**
Very concerned	**41%**	50%	**32%**	42%	42%	47%	44%	**37%**	**45%**	**33%**	41%	**46%**	**36%**	43%	**47%**
Somewhat concerned	**38%**	38%	**43%**	35%	38%	36%	36%	38%	37%	38%	36%	39%	39%	36%	38%
Total Not Concerned	**15%**	**5%**	**21%**	14%	14%	13%	14%	**20%**	**9%**	**20%**	14%	**12%**	**18%**	15%	**9%**
Not very concerned	**11%**	**3%**	**17%**	10%	11%	12%	8%	**15%**	**8%**	**15%**	9%	10%	13%	11%	**6%**
Not at all concerned	**4%**	2%	4%	3%	3%	2%	6%	**6%**	**2%**	4%	5%	**2%**	4%	4%	2%
Don't know	**7%**	8%	**4%**	**9%**	7%	3%	6%	**4%**	**9%**	9%	**9%**	**3%**	7%	6%	7%

Concern Over Inflation Linked to U.S. Tariff Policy – By Voting Intentions

Q8. How concerned are you that Trump's tariffs could potentially lead to higher inflation in Canada?
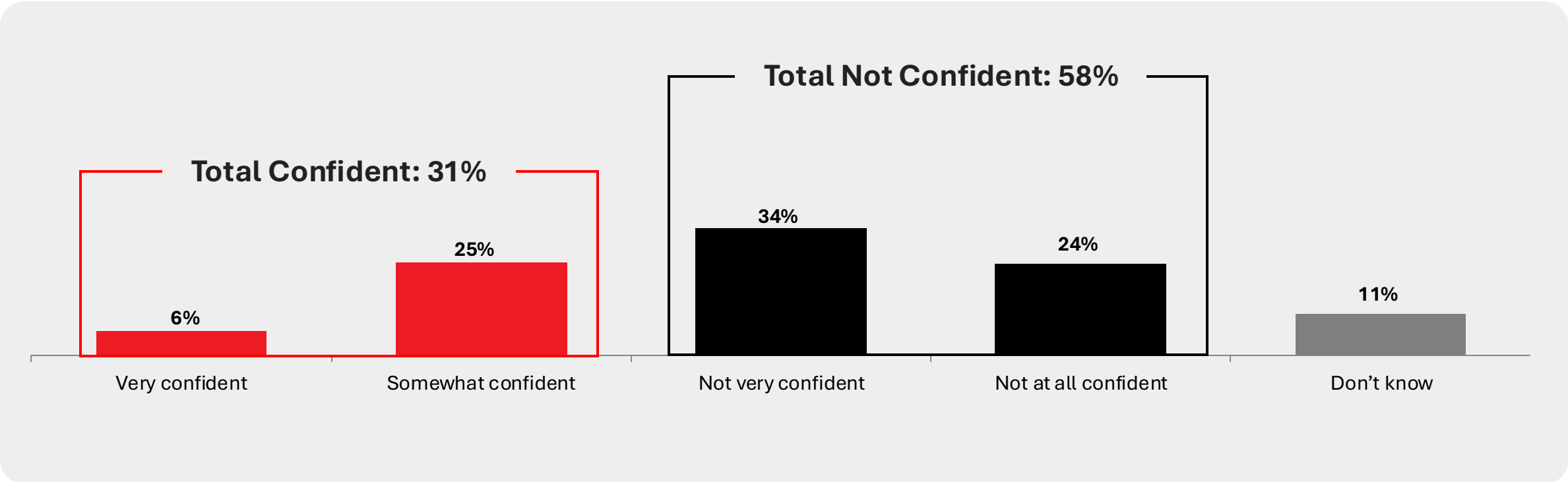Base: All respondents (n=1,532)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,532	546	271	237	102	65	27*
Unweighted n=	1,532	471	304	267	137	61	28*
Total Concerned	**79%**	80%	85%	**87%**	74%	68%	64%
Very concerned	**41%**	43%	42%	47%	**31%**	41%	49%
Somewhat concerned	**38%**	37%	43%	41%	43%	28%	14%
Total Not Concerned	**15%**	17%	12%	**8%**	**25%**	**30%**	23%
Not very concerned	**11%**	13%	10%	**6%**	**21%**	21%	13%
Not at all concerned	**4%**	4%	2%	2%	3%	9%	11%
Don't know	**7%**	3%	3%	5%	**1%**	2%	13%

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

Confidence in Canadian Government's Ability to Negotiate with the U.S. (1/2)

Q9. How confident are you in the Canadian Federal Government's ability to deal successfully with the new U.S. President and his administration on that matter?
Base: All respondents (n=1,532)

Total Confident: 31%

Total Not Confident: 58%

Very confident	Somewhat confident	Not very confident	Not at all confident	Don't know
6%	25%	34%	24%	11%

Confidence in Canadian Government's Ability to Negotiate with the U.S. (2/2)

Q9. How confident are you in the Canadian Federal Government's ability to deal successfully with the new U.S. President and his administration on that matter?

Base: All respondents (n=1,532)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1,532*	*103*	*354*	*594*	*99*	*170*	*212*	*747*	*785*	*409*	*492*	*631*	*661*	*559*	*297*
Unweighted n=	*1,532*	*101*	*418*	*612*	*126*	*125*	*150*	*749*	*783*	*362*	*481*	*689*	*650*	*574*	*297*
Total Confident	**31%**	24%	35%	32%	29%	24%	31%	33%	29%	**37%**	**24%**	33%	34%	31%	26%
Very confident	**6%**	5%	6%	**8%**	4%	5%	5%	**8%**	**5%**	8%	5%	6%	8%	6%	5%
Somewhat confident	**25%**	19%	**29%**	24%	25%	19%	26%	26%	24%	28%	**20%**	26%	26%	25%	21%
Total Not Confident	**58%**	67%	55%	55%	58%	**67%**	59%	59%	57%	**48%**	**63%**	60%	**55%**	58%	**64%**
Not very confident	**34%**	30%	**41%**	31%	36%	31%	32%	32%	36%	32%	33%	35%	32%	33%	37%
Not at all confident	**24%**	**37%**	**14%**	24%	22%	**37%**	27%	**27%**	**21%**	**15%**	**31%**	25%	23%	25%	27%
Don't know	**11%**	9%	10%	13%	13%	9%	10%	**8%**	**15%**	**16%**	12%	**7%**	12%	11%	10%

Confidence in Canadian Government's Ability to Negotiate with the U.S. – By Voting Intentions

Q9. How confident are you in the Canadian Federal Government's ability to deal successfully with the new U.S. President and his administration on that matter?
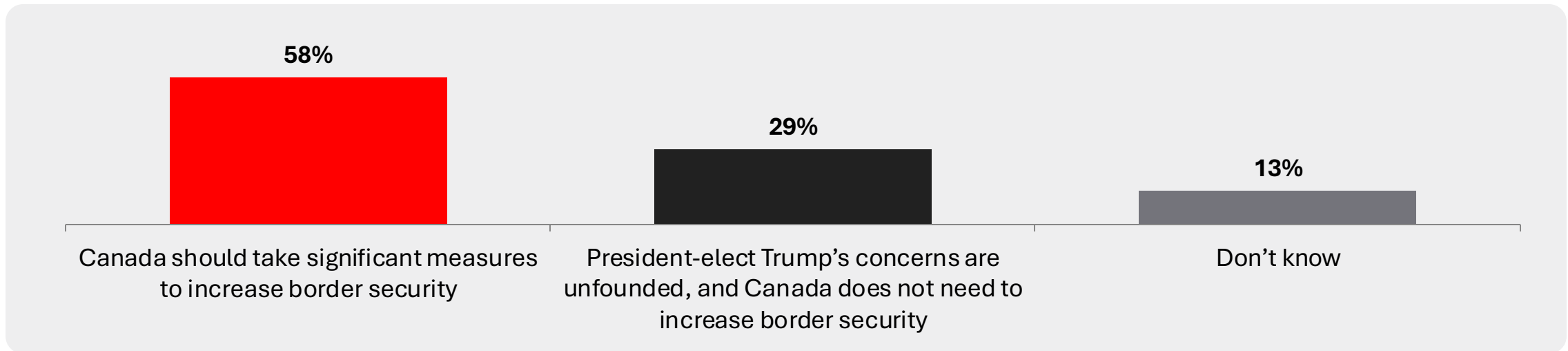Base: All respondents (n=1,532)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,532	546	271	237	102	65	27*
Unweighted n=	1,532	471	304	267	137	61	28*
Total Confident	**31%**	**19%**	**67%**	36%	34%	33%	32%
Very confident	**6%**	**3%**	**16%**	9%	**4%**	**1%**	6%
Somewhat confident	**25%**	**15%**	**52%**	26%	30%	32%	26%
Total Not Confident	**58%**	**78%**	**26%**	56%	60%	61%	64%
Not very confident	**34%**	36%	**21%**	41%	**51%**	36%	16%
Not at all confident	**24%**	**41%**	**5%**	**15%**	**9%**	25%	48%
Don't know	**11%**	**4%**	6%	9%	6%	6%	4%

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

Opinion on Strengthening Canadian Border Security Following U.S. Requests

Q10. President-elect Trump has called for Canada to increase security measures at its border with the United States, citing concerns about illegal immigration and drug trafficking. Do you believe the Canadian Government should take significant measures to increase border security, or do you feel President-elect Trump's concerns are unfounded?

Base: All respondents (n=1,532)

58%

29%

13%

Canada should take significant measures to increase border security

President-elect Trump's concerns are unfounded, and Canada does not need to increase border security

Don't know

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,532	103	354	594	99	170	212	747	785	409	492	631	661	559	297
Unweighted n=	1,532	101	418	612	126	125	150	749	783	362	481	689	650	574	297
Canada should take significant measures to increase border security	58%	63%	63%	58%	51%	56%	48%	62%	54%	52%	55%	63%	57%	57%	60%
President-elect Trump's concerns are unfounded, and Canada does not need to increase border security	29%	17%	25%	29%	33%	33%	37%	30%	28%	31%	29%	28%	30%	30%	28%
Don't know	13%	19%	12%	12%	16%	11%	15%	8%	18%	17%	15%	9%	13%	13%	13%

15

Opinion on Strengthening Canadian Border Security Following U.S. Requests - By Voting Intentions

Q10. President-elect Trump has called for Canada to increase security measures at its border with the United States, citing concerns about illegal immigration and drug trafficking. Do you believe the Canadian Government should take significant measures to increase border security, or do you feel President-elect Trump's concerns are unfounded?

Base: All respondents (n=1,532)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	*1,532*	*546*	*271*	*237*	*102*	*65*	*27**
Unweighted n=	*1,532*	*471*	*304*	*267*	*137*	*61*	*28**
Canada should take significant measures to increase border security	**58%**	**77%**	**48%**	**41%**	68%	**41%**	57%
President-elect Trump's concerns are unfounded, and Canada does not need to increase border security	**29%**	**16%**	**44%**	**50%**	**22%**	**46%**	27%
Don't know	**13%**	7%	8%	9%	9%	13%	16%

Respondent Profile

Respondent profiles

(Base n=1,532)

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

Gender

	Unweighted	Weighted
Male	749	747
Female	783	785

Language (Mother Tongue)

	Unweighted	Weighted
French	374	303
English	1,015	1,088
Other	143	141

Age

	Unweighted	Weighted
18 to 34	362	409
35 to 54	481	492
55+	689	631

Province

	Unweighted	Weighted
British Columbia	150	212
Alberta	125	170
Manitoba/Saskatchewan	126	99
Ontario	612	594
Quebec	418	354
Atlantic	101	103

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

MONTRÉAL | QUÉBEC | TORONTO | WINNIPEG EDMONTON | CALGARY | VANCOUVER | NEW YORK

Leger

Data-driven intelligence for a changing world.

leger360.com