Report

Trump Tariffs

Tracker

March 10, 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= 1,548**
American sample: **n= 1,010**)

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.

Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **March 7 to March 10, 2025**.

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 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.

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%
NDP	19%	17.8%
	7%	7.7%
PPC	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
NDP	46%	45%
	42%	43%
greens	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

Compared with last week, results remain fairly stable. Some of the key highlights of our survey...

Canadian Attitudes re: US Economic Trade Aggression

1. **The majority of Canadians (84%) are concerned that President Trump may use measures such as tariffs and trade sanctions to push Canada into a closer and more formal economic relationship with the United States**. In response, 74% support a policy where the Government of Canada matches any tariffs imposed by the U.S. on a dollar-for-dollar basis, a 4-point increase since last week. Support is higher among Liberal (92%) and Bloc voters (90%).

2. **Canadians have mixed views on the U.S.: 29% see it as an enemy, 32% as an ally, and another 24% as a neutral nation.** Conservative voters are more likely to think that the U.S. is an ally (48%). Meanwhile, a majority of Americans (59%) consider Canada an ally.

3. **Two thirds of Canadians have reduced their purchases of American products, both in stores (68%) and online (65%).** Additionally, 71% **report increasing their purchases of Canadian-made goods**.

4. **A majority of Canadians (81%) rate their mental health as excellent or good,** a proportion that is higher among Quebec respondents (87%) and those aged 55 and older (87%).

5. **40% of currently employed Canadians fear losing their job within the next 12 months,** a proportion that is similar in the United States (42%).

American Attitudes re: Trump Economic Policies

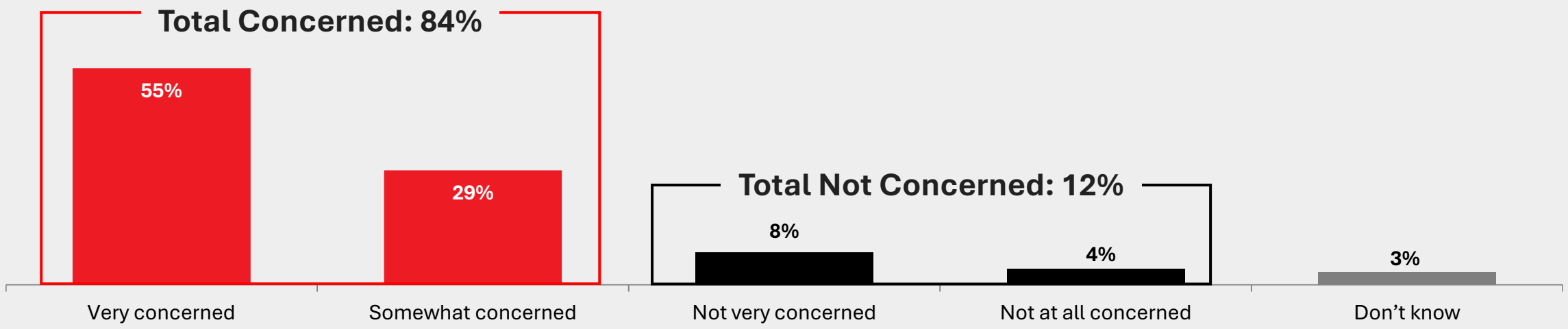
1. **On the other hand, a third (34%) of Americans are in favour of Trump's administration imposing tariffs on products imported from Canada, a 3-point increase since last week.** Half (52%) think that it will negatively impact the U.S. economy. One third of Americans (35%) are in favour of imposing tariffs on Mexico.

Canadian Attitudes re: US Economic Trade Aggression

Concerns about U.S. Trade Pressure for Closer Canada-U.S. Union (1/2)

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: Canadian respondents (n=1,548)



Concerns about U.S. Trade Pressure for Closer Canada-U.S. Union (2/2)

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: Canadian respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
TOTAL CONCERNED	**84%**	89%	85%	86%	82%	85%	**76%**	84%	85%	**80%**	86%	86%	**82%**	*+2*
Very concerned	**55%**	**67%**	56%	56%	47%	50%	54%	**52%**	**58%**	**43%**	54%	**65%**	**50%**	*+5*
Somewhat concerned	**29%**	21%	29%	31%	34%	35%	**22%**	32%	27%	**37%**	32%	**22%**	**32%**	*-3*
TOTAL NOT CONCERNED	**12%**	8%	12%	11%	14%	13%	18%	14%	11%	15%	11%	12%	**15%**	*-3*
Not very concerned	**8%**	**2%**	10%	7%	11%	7%	13%	9%	8%	11%	7%	8%	**10%**	*-2*
Not at all concerned	**4%**	6%	3%	4%	2%	6%	5%	**5%**	**3%**	4%	4%	5%	**5%**	*-1*
Don't Know	**3%**	4%	2%	3%	4%	2%	6%	2%	4%	**6%**	3%	**1%**	**3%**	=

Concerns about U.S. Trade Pressure for Closer Canada-U.S. Union – *By Voting Intentions*

Q3Z. How concerned are you that President Trump will use various means, such as tariffs and trade sanctions, to try and force Canada into a much closer and more formal union with the United States?

Base: Canadian respondents (n=1,548)

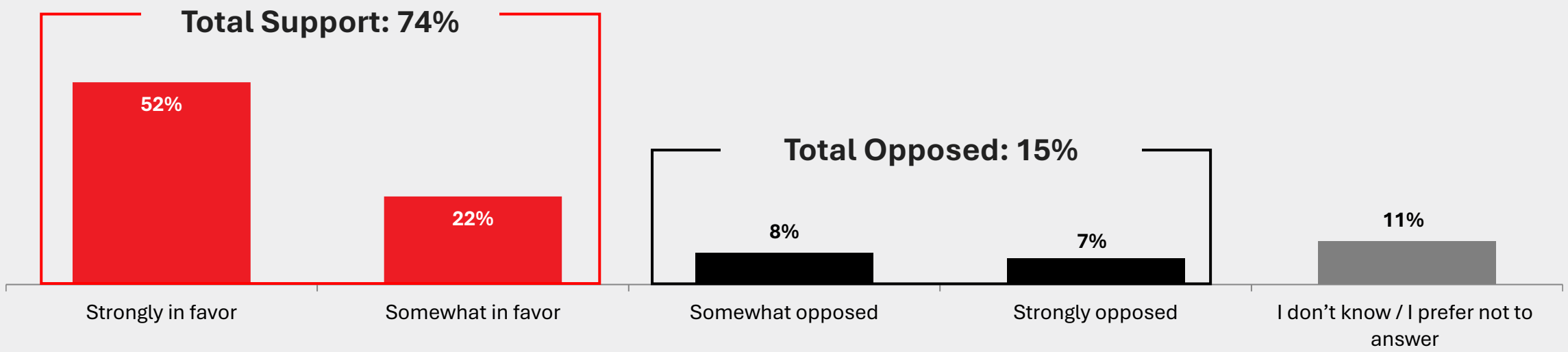
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28***
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
TOTAL CONCERNED	**84%**	**76%**	**94%**	**94%**	91%	91%	67%
Very concerned	**55%**	**41%**	**69%**	65%	65%	62%	31%
Somewhat concerned	**29%**	**34%**	**25%**	29%	26%	29%	35%
TOTAL NOT CONCERNED	**12%**	**23%**	**6%**	**4%**	7%	9%	33%
Not very concerned	**8%**	**15%**	**4%**	**4%**	5%	8%	23%
Not at all concerned	**4%**	**8%**	**2%**	**1%**	2%	1%	11%
Don't know	**3%**	2%	**0%**	2%	2%	**0%**	0%

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

Support for Retaliatory Tariffs (1/2)

Q4Z. Are you in favor 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=1,548)



Support for Retaliatory Tariffs (2/2)

Q4Z. Are you in favor 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=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
TOTAL SUPPORT	**74%**	73%	78%	75%	66%	70%	74%	76%	73%	**65%**	72%	**81%**	**70%**	*+4*
Strongly in favor	**52%**	54%	51%	52%	52%	44%	57%	**56%**	**48%**	**35%**	**47%**	**66%**	**45%**	*+7*
Somewhat in favor	**22%**	19%	**27%**	23%	**14%**	26%	**16%**	20%	24%	**30%**	25%	**15%**	**24%**	*-2*
TOTAL OPPOSED	**15%**	17%	13%	14%	19%	21%	14%	**17%**	**13%**	17%	15%	13%	**18%**	*-3*
Somewhat opposed	**8%**	10%	6%	8%	11%	**15%**	5%	10%	7%	**11%**	**6%**	8%	**10%**	*-2*
Strongly opposed	**7%**	6%	6%	6%	8%	6%	9%	8%	6%	6%	**10%**	**5%**	**8%**	*-1*
DK / Refusal	**11%**	10%	9%	11%	15%	10%	12%	**7%**	**15%**	**17%**	12%	**6%**	**13%**	*-2*

Support for Retaliatory Tariffs – *By Voting Intentions*

Q4Z. Are you in favor 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=1,548)

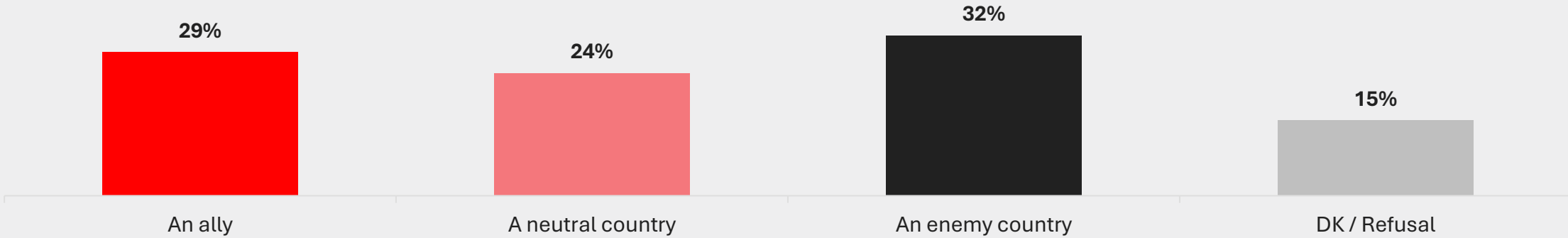
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28***
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
TOTAL SUPPORT	**74%**	**63%**	**92%**	78%	**90%**	83%	44%
Strongly in favor	**52%**	**39%**	**75%**	56%	61%	43%	26%
Somewhat in favor	**22%**	24%	**17%**	22%	29%	**40%**	18%
TOTAL OPPOSED	**15%**	**26%**	**5%**	12%	**5%**	9%	56%
Somewhat opposed	**8%**	**15%**	**3%**	10%	**3%**	7%	22%
Strongly opposed	**7%**	**11%**	**2%**	**3%**	**2%**	2%	34%
DK / Refusal	**11%**	**10%**	**4%**	10%	6%	8%	0%

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

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=1,548)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	-
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	-
An ally	**29%**	24%	30%	26%	37%	27%	32%	**34%**	**24%**	25%	29%	31%	**31%**	*-2*
A neutral country	**24%**	19%	22%	24%	24%	30%	27%	25%	24%	**33%**	27%	**17%**	**24%**	=
An enemy country	**32%**	32%	35%	33%	26%	28%	30%	31%	33%	**27%**	29%	**38%**	**30%**	*+2*
DK / Refusal	**15%**	**25%**	12%	17%	13%	15%	**10%**	**10%**	**19%**	15%	16%	14%	**14%**	*+1*

Perception of the United States as an Ally, Neutral, or Enemy – *By Voting Intentions*

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

Base: Canadian respondents (n=1,548)

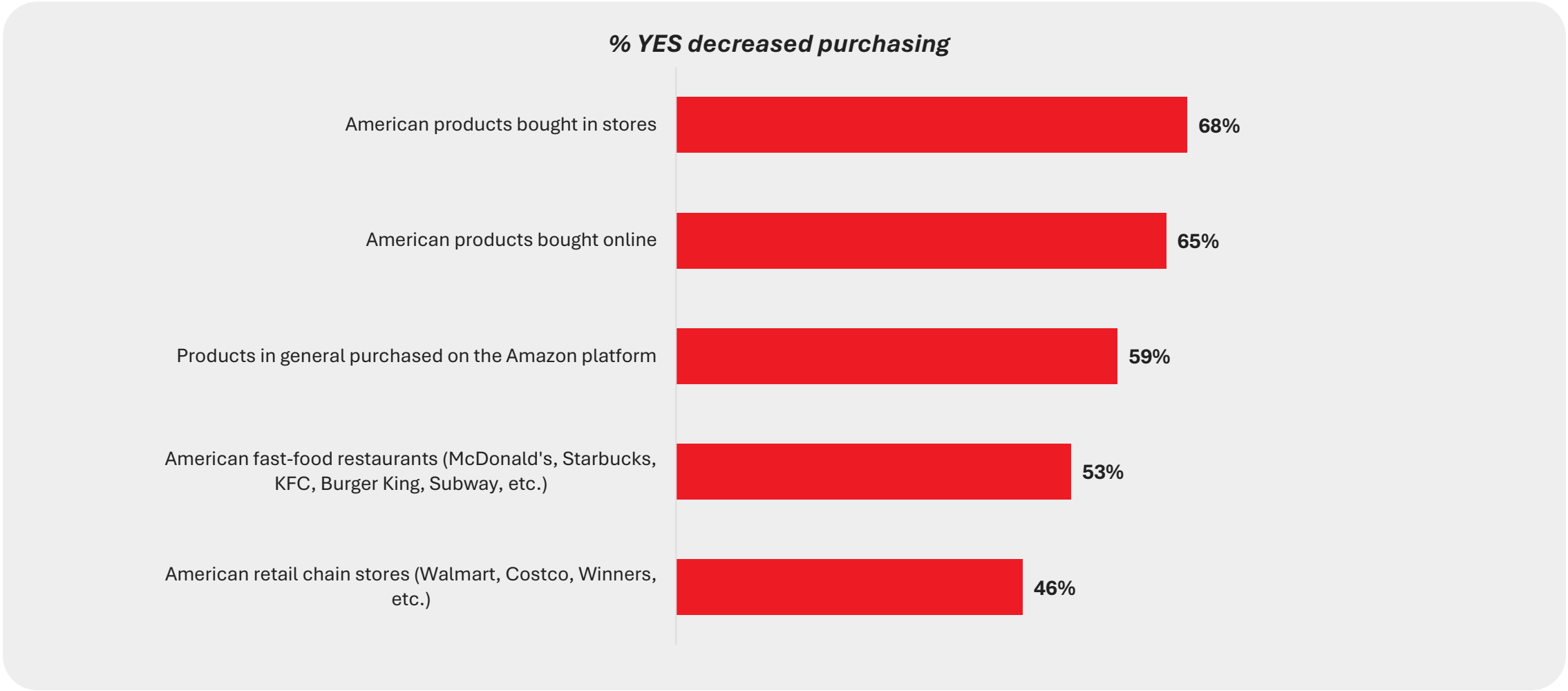
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28****
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
An ally	**29%**	**48%**	**19%**	24%	22%	23%	40%
A neutral country	**24%**	23%	25%	25%	26%	35%	35%
An enemy country	**32%**	**19%**	**45%**	40%	43%	35%	23%
DK / Refusal	**15%**	9%	10%	10%	9%	6%	2%

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

Recent Changes in Consumer Purchasing Behavior (1/2)

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

Base: Canadian respondents (n=1,548)



Recent Changes in Consumer Purchasing Behavior (2/2)

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

Base: Canadian respondents (n=1,548)

% YES decreased purchasing	**Total Canada**	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	**Total March 3rd 2025**	**Gap**
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***639***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
American products bought in stores	**68%**	70%	**73%**	69%	60%	61%	65%	**64%**	**72%**	**56%**	**63%**	**79%**	**67%**	*+1*
American products bought online	**65%**	66%	**73%**	66%	59%	58%	60%	63%	68%	**53%**	61%	**76%**	**63%**	*+2*
Products in general purchased on the Amazon platform	**59%**	63%	**68%**	58%	53%	52%	52%	57%	61%	**49%**	**53%**	**69%**	**56%**	*+3*
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	**53%**	50%	**60%**	54%	46%	45%	46%	51%	54%	**42%**	49%	**62%**	**54%**	*-1*
American retail chain stores (Walmart, Costco, Winners, etc.)	**46%**	46%	47%	49%	38%	40%	45%	47%	45%	**39%**	42%	**54%**	**47%**	*-1*

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

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

Base: Canadian respondents (n=1,548)

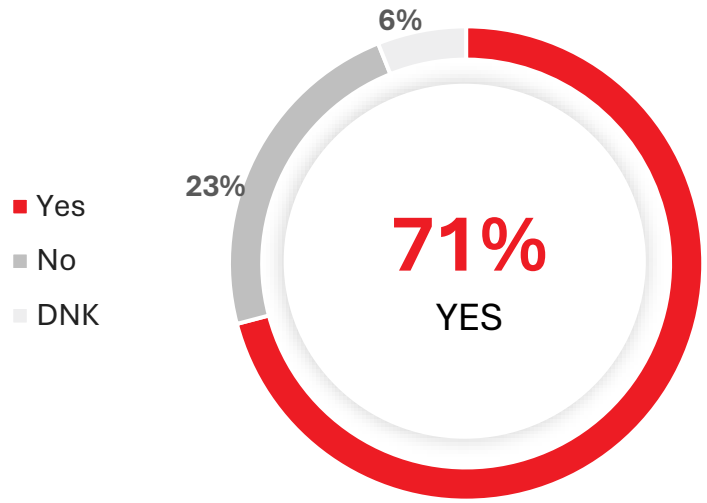
% YES presented	**Total** Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28***
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
American products bought in stores	**68%**	**52%**	**85%**	75%	**87%**	65%	51%
American products bought online	**65%**	**52%**	**79%**	66%	**86%**	62%	56%
Products in general purchased on the Amazon platform	**59%**	**47%**	**71%**	61%	**80%**	63%	40%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	**53%**	**39%**	**66%**	58%	**68%**	**70%**	40%
American retail chain stores (Walmart, Costco, Winners, etc.)	**46%**	**34%**	**58%**	49%	58%	54%	31%

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

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=1,548)



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Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**71%**	78%	73%	73%	64%	65%	68%	**67%**	**74%**	**65%**	**65%**	**80%**	**70%**	*+1*
No	**23%**	**15%**	23%	21%	27%	27%	28%	**26%**	**20%**	26%	**30%**	**15%**	**24%**	*-1*
I don't know	**6%**	7%	4%	7%	9%	8%	4%	6%	6%	**9%**	5%	5%	**6%**	=

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

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

Base: Canadian respondents (n=1,548)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28***
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
Yes	**71%**	**56%**	**86%**	78%	**87%**	68%	59%
No	**23%**	**39%**	**11%**	**14%**	**9%**	29%	41%
I don't know	**6%**	6%	3%	8%	4%	2%	0%

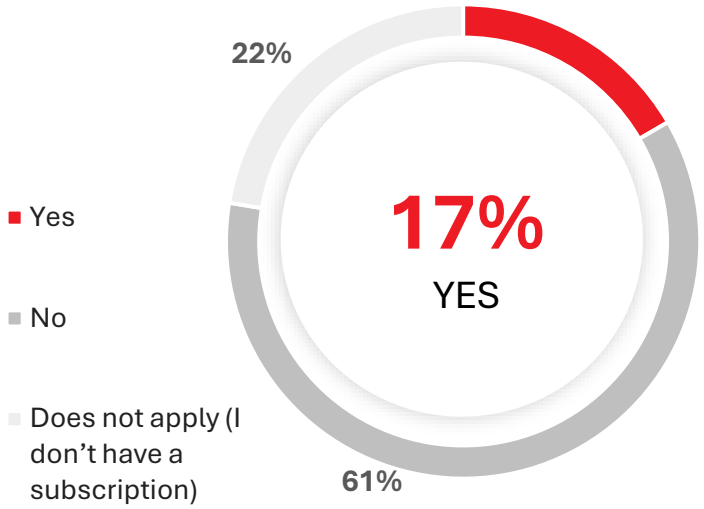
*Given the small number of respondents (n<30) data is presented for illustrative purposes only.

Cancellation of U.S. Entertainment Subscriptions

Q6Z. Have you canceled a subscription to one of the American entertainment platforms (Netflix, Prime Video, Disney, Apple, Paramount, etc.)?

Base: Canadian respondents (n=1,548)

Among respondents who subscribe to one of the American entertainment platforms, **21% said they had canceled their subscription.**



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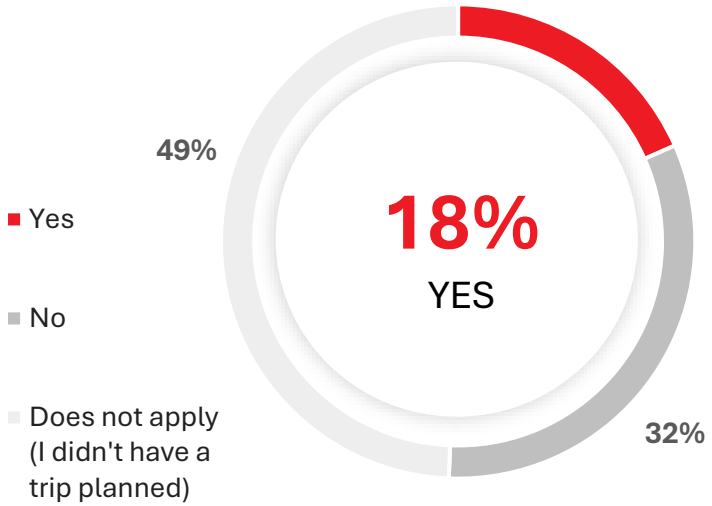
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**17%**	12%	20%	16%	16%	18%	15%	18%	16%	**23%**	17%	**12%**	**15%**	*+2*
No	**61%**	63%	58%	60%	67%	63%	64%	60%	62%	65%	**69%**	**52%**	**63%**	*-2*
Does not apply (I don't have a subscription)	**22%**	26%	22%	24%	17%	18%	21%	23%	22%	**12%**	**14%**	**36%**	**22%**	=

Cancellation of Travel Plans to the United States

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

Base: Canadian respondents (n=1,548)

Among respondents who had a trip planned to the United States, **36% canceled it.**



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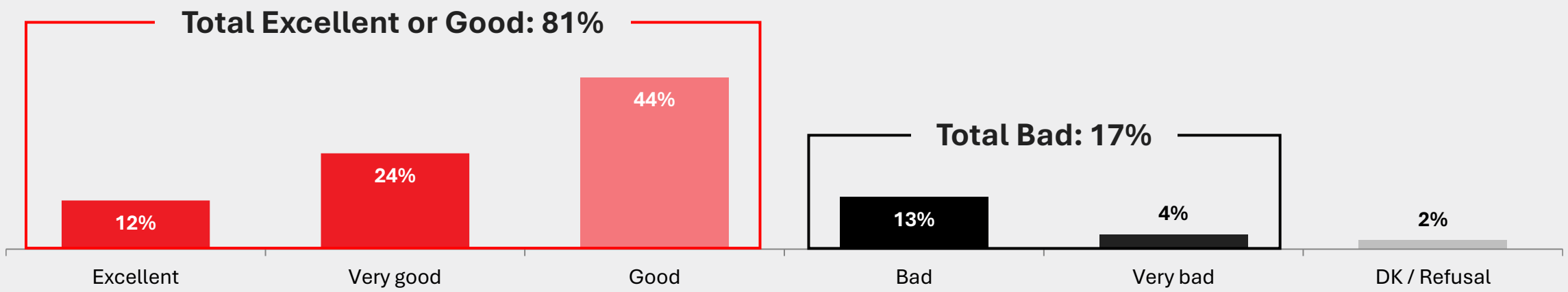
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**18%**	18%	17%	19%	**10%**	15%	24%	**22%**	**15%**	18%	18%	19%	**16%**	*+2*
No	**32%**	29%	32%	32%	32%	37%	32%	32%	32%	**38%**	**38%**	**24%**	**37%**	*-5*
Does not apply (I didn't have a trip planned)	**49%**	53%	51%	49%	57%	47%	44%	**46%**	**53%**	**45%**	**44%**	**57%**	**47%**	*+2*

Self-Assessment of Current Mental Health (1/2)

Q1Z. Currently, how would you rate your mental health?

Base: Canadian respondents (n=1,548)



Self-Assessment of Current Mental Health (2/2)

Q1Z. Currently, how would you rate your mental health?

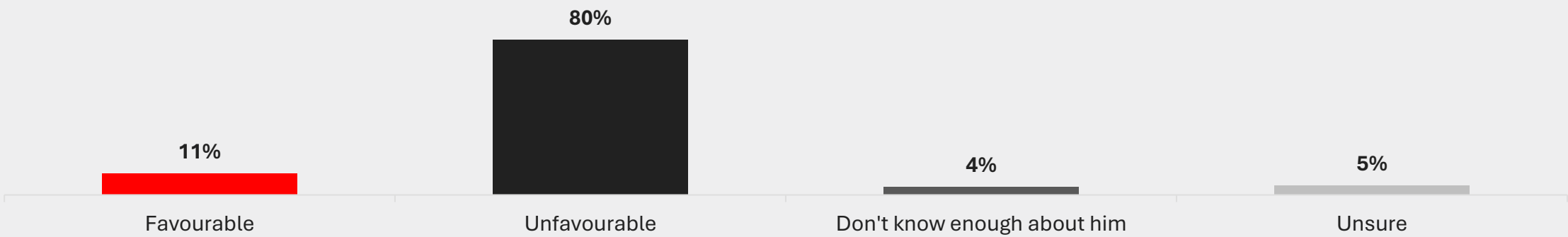
Base: Canadian respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
TOTAL EXCELLENT OR GOOD	**81%**	77%	**87%**	**77%**	76%	84%	80%	83%	78%	**75%**	**77%**	**87%**	**82%**	*-1*
Excellent	**12%**	9%	**18%**	**9%**	8%	13%	16%	**15%**	**9%**	11%	**8%**	**17%**	**14%**	*-2*
Very good	**24%**	23%	27%	22%	27%	29%	22%	26%	23%	22%	**21%**	**29%**	**24%**	=
Good	**44%**	45%	43%	45%	41%	42%	43%	41%	46%	42%	**48%**	41%	**44%**	=
TOTAL BAD	**17%**	23%	**11%**	**20%**	19%	16%	18%	15%	19%	**22%**	**21%**	**11%**	**16%**	*+1*
Bad	**13%**	19%	10%	14%	14%	12%	13%	12%	15%	15%	**18%**	**9%**	**13%**	=
Very bad	**4%**	4%	**0%**	**6%**	6%	3%	4%	3%	4%	**7%**	3%	**2%**	**3%**	*+1*
DK / Refusal	**2%**	**0%**	2%	3%	4%	**0%**	2%	2%	2%	3%	3%	2%	**1%**	*+1*

Overall Impression of President Donald Trump

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: Canadian respondents (n=1,548)



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***639***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Favourable	**11%**	8%	6%	13%	14%	12%	13%	13%	9%	18%	9%	9%	**12%**	-1
Unfavourable	**80%**	85%	86%	77%	74%	78%	77%	78%	82%	69%	80%	87%	**78%**	+2
Don’t know enough about him	**4%**	2%	3%	5%	4%	8%	3%	5%	4%	6%	6%	2%	**6%**	-2
Unsure	**5%**	5%	4%	5%	8%	1%	7%	5%	5%	7%	5%	3%	**4%**	+1

Overall Impression of President Donald Trump – *By Voting Intentions*

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: Canadian respondents (n=1,548)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	***1,548***	***472***	***471***	***143***	***73***	***64***	***28***
Unweighted n=	***1,548***	***416***	***511***	***158***	***99***	***59***	***27****
Favourable	**11%**	**26%**	**4%**	**4%**	**3%**	12%	36%
Unfavourable	**80%**	**62%**	**95%**	**94%**	**95%**	83%	47%
Don't know enough about him	**4%**	**5%**	**1%**	**1%**	**0%**	5%	7%
Unsure	**5%**	**6%**	**1%**	1%	2%	**0%**	9%

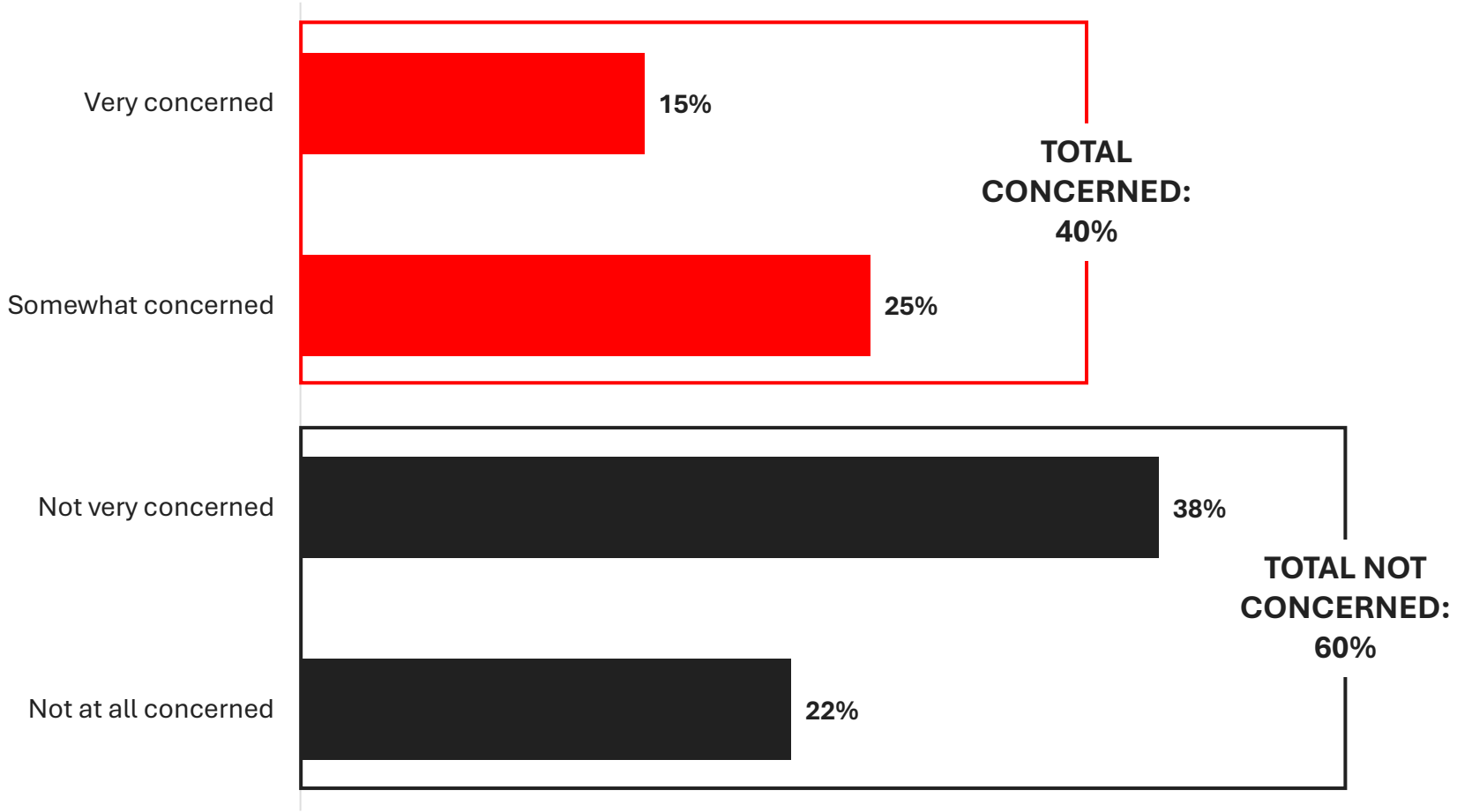
*Given the small number of respondents (n<30) data is presented for illustrative purposes only.

Canadian Economic Indicators - Tracking

Concerns About Losing Job (1/2)

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

Base: Respondents who are currently employed (n=812)



Concerns About Losing Job (2/2)

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

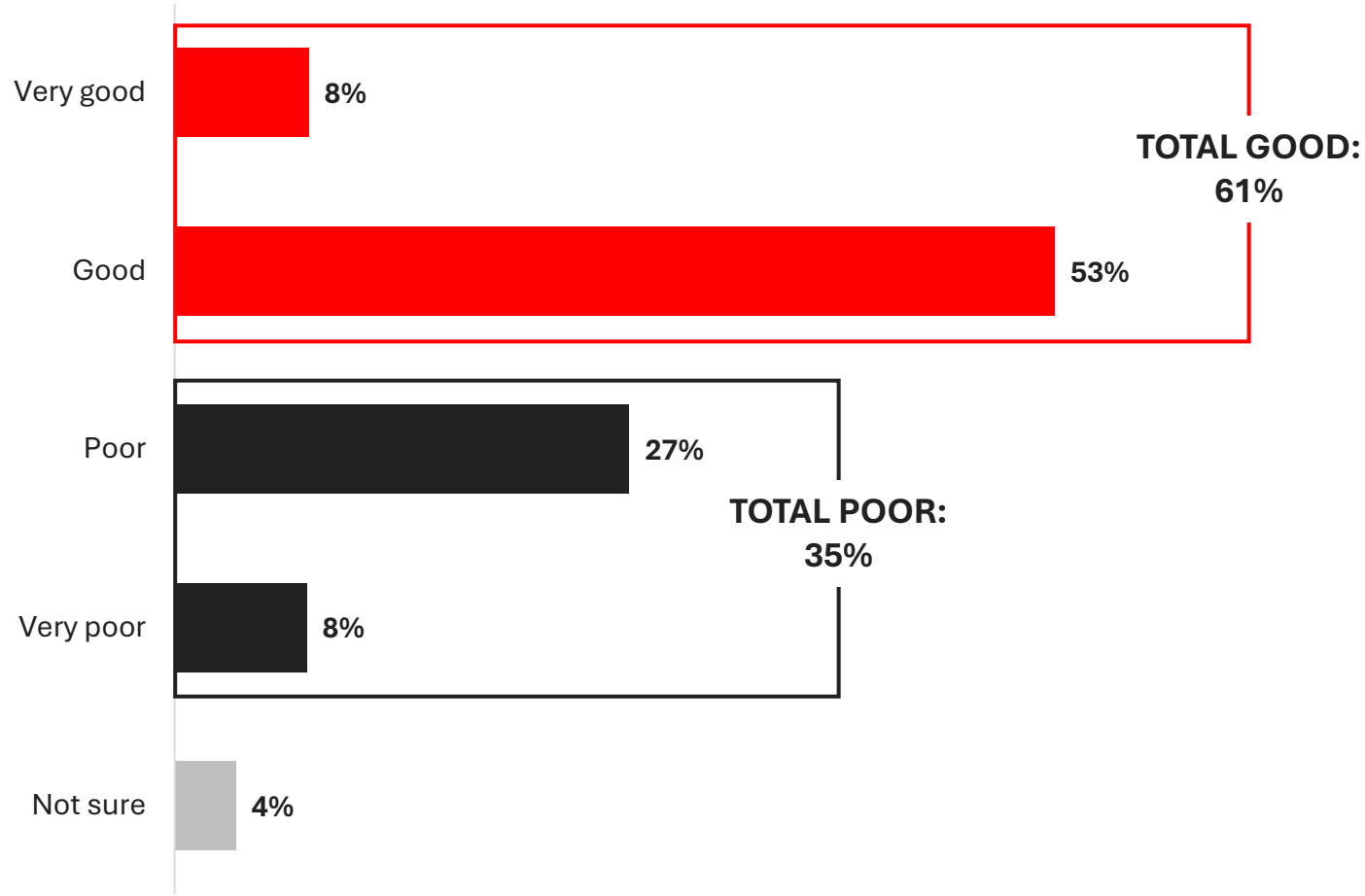
Base: Respondents who are currently employed (n=812)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***797***	***48***	***185***	***321***	***54***	***86***	***103***	***404***	***393***	***270***	***380***	***147***	***770***	
Unweighted n=	***812***	***52***	***225***	***326***	***68***	***63***	***78***	***427***	***385***	***281***	***374***	***157***	***792***	
TOTAL CONCERNED	**40%**	**23%**	**26%**	**53%**	39%	35%	39%	**44%**	**36%**	42%	42%	34%	**39%**	*+1*
Very concerned	**15%**	7%	**7%**	**21%**	13%	14%	18%	14%	16%	19%	15%	**10%**	**11%**	*+4*
Somewhat concerned	**25%**	16%	**19%**	**32%**	26%	21%	21%	**30%**	**20%**	23%	27%	24%	**28%**	*-3*
TOTAL NOT CONCERNED	**60%**	**77%**	**74%**	**47%**	61%	65%	61%	**56%**	**64%**	58%	58%	66%	**61%**	*-1*
Not very concerned	**38%**	45%	**46%**	**31%**	33%	35%	47%	38%	38%	39%	36%	41%	**38%**	=
Not at all concerned	**22%**	32%	**28%**	**16%**	28%	30%	14%	**18%**	**25%**	19%	22%	25%	**23%**	*-1*

State of Household Finances (1/2)

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

Base: Canadian respondents (n=1,548)



State of Household Finances (2/2)

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

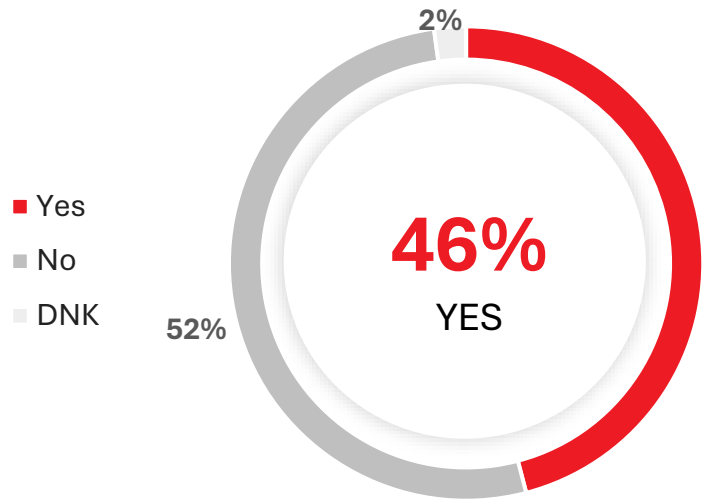
Base: Canadian respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
TOTAL GOOD	**61%**	56%	**71%**	**56%**	56%	65%	60%	62%	60%	60%	**50%**	**70%**	**66%**	*-5*
Very good	**8%**	8%	9%	7%	9%	5%	12%	**10%**	**7%**	8%	**6%**	10%	**10%**	*-2*
Good	**53%**	48%	**62%**	**49%**	47%	60%	49%	53%	53%	52%	**45%**	**60%**	**56%**	*-3*
TOTAL POOR	**35%**	41%	**26%**	**39%**	40%	32%	37%	34%	36%	35%	**45%**	**27%**	**31%**	*+4*
Poor	**27%**	36%	23%	28%	30%	25%	30%	27%	27%	27%	**35%**	**22%**	**24%**	*+3*
Very poor	**8%**	5%	**3%**	**12%**	10%	7%	8%	7%	9%	8%	**11%**	**6%**	**8%**	=
Not sure	**4%**	3%	3%	5%	4%	3%	3%	3%	4%	4%	4%	3%	**3%**	*+1*

Living Paycheque to Paycheque

Q5. Are you currently living paycheque to paycheque?

Base: Canadian respondents (n=1,548)

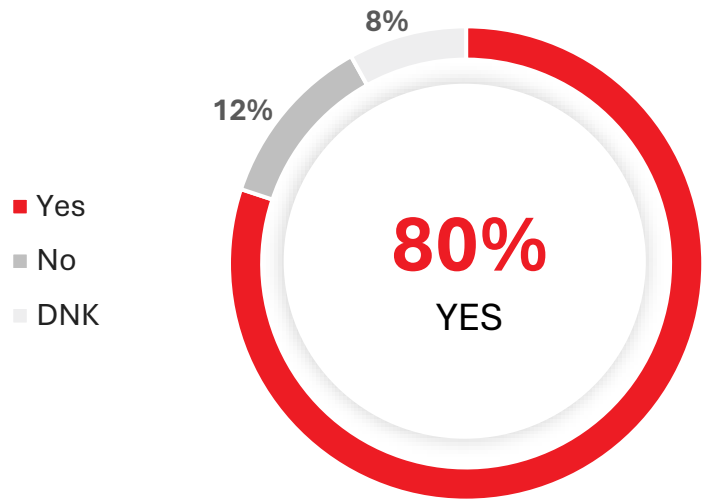


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**46%**	**56%**	**35%**	**49%**	52%	44%	47%	**42%**	**49%**	48%	**56%**	**36%**	**44%**	*+2*
No	**52%**	**42%**	**63%**	49%	**42%**	54%	50%	**56%**	**48%**	48%	**42%**	**63%**	**54%**	*-2*
I don't know	**2%**	2%	2%	2%	6%	1%	3%	2%	2%	**4%**	2%	1%	**2%**	=

Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,548)

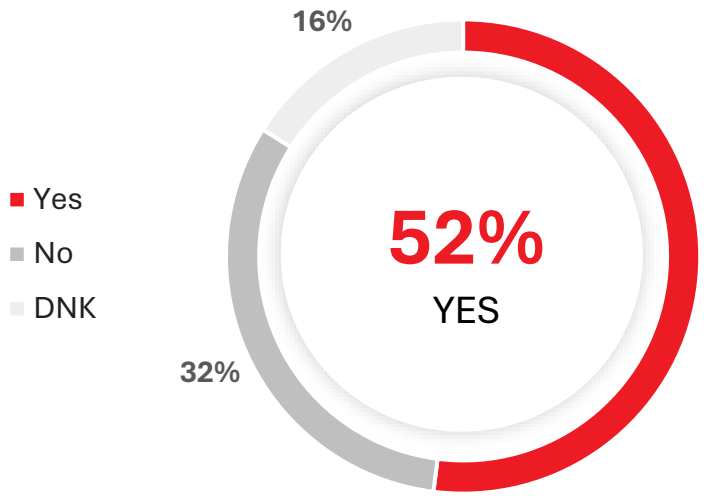


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**80%**	79%	81%	80%	81%	77%	82%	**77%**	**83%**	**74%**	79%	**85%**	**81%**	-1
No	**12%**	13%	14%	11%	11%	12%	9%	**15%**	**9%**	14%	14%	**8%**	**11%**	+1
I don't know	**8%**	8%	**6%**	8%	8%	11%	9%	8%	8%	**12%**	7%	**6%**	**9%**	-1

Economic Recession in the Country

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

Base: Canadian respondents (n=1,548)



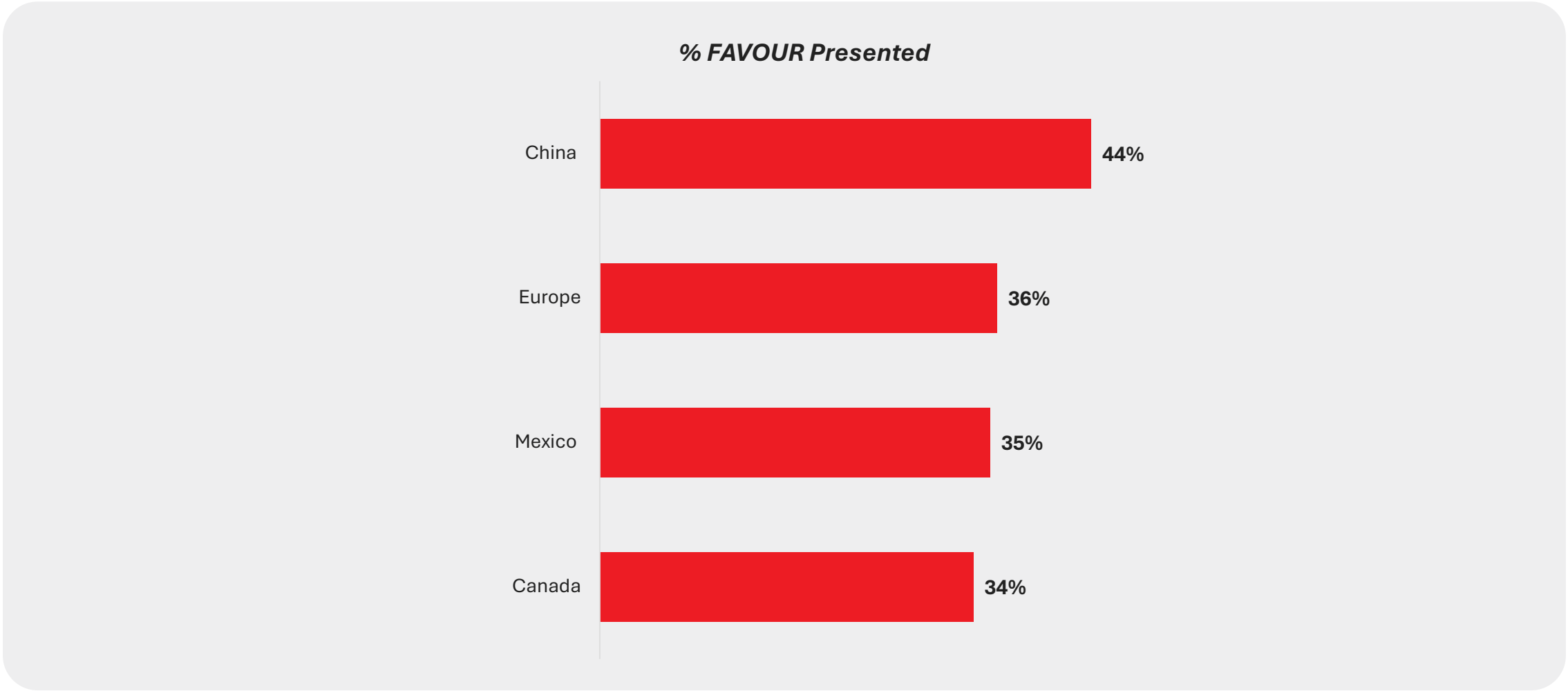
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3rd 2025	Gap
Weighted n=	***1,548***	***104***	***358***	***601***	***100***	***171***	***214***	***755***	***793***	***412***	***498***	***638***	***1,548***	
Unweighted n=	***1,548***	***102***	***421***	***602***	***129***	***134***	***160***	***773***	***775***	***417***	***468***	***663***	***1,548***	
Yes	**52%**	45%	48%	51%	53%	55%	**60%**	50%	54%	**59%**	**57%**	**43%**	**54%**	*-2*
No	**32%**	36%	**41%**	30%	**23%**	34%	27%	**39%**	**26%**	**22%**	**26%**	**43%**	**30%**	*+2*
I don't know	**16%**	19%	**12%**	**19%**	23%	12%	13%	**12%**	**20%**	18%	16%	14%	**16%**	=

American Attitudes re: Trump Economic Policies

Support for Tariffs on Imports from Specific Countries (1/2)

Q3Z. Are you in favour or opposed to the Trump administration imposing tariffs on products imported from the following countries or region?

Base: American respondents (n=1,010)



Support for Tariffs on Imports from Specific Countries (2/2)

Q3Z. Are you in favor or opposed to the Trump administration imposing tariffs on products imported from the following countries or region?

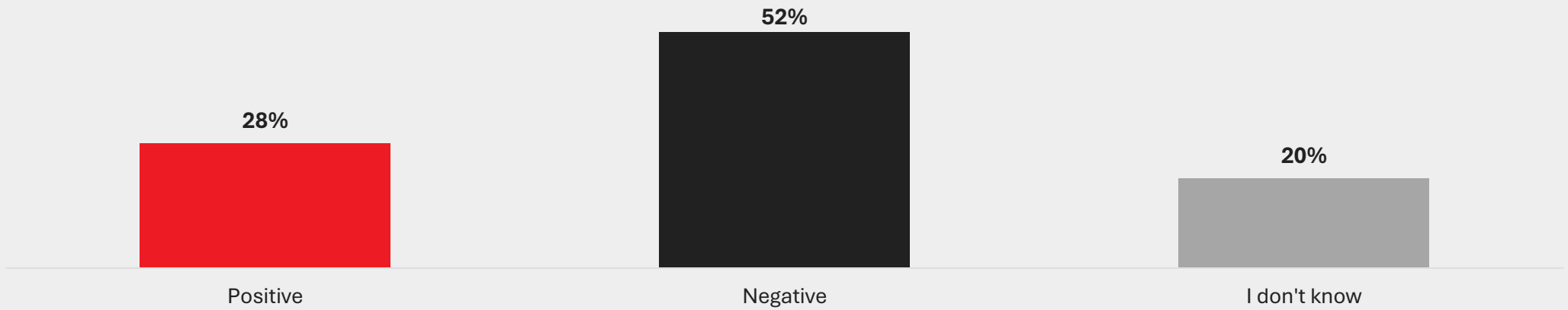
Base: American respondents (n=1,010)

% FAVOUR Presented	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen-dent	Total March 3rd 2025	Gap
Weighted n=	***1,010***	***180***	***209***	***391***	***229***	***299***	***321***	***391***	***495***	***515***	***281***	***309***	***340***	***1,002***	
Unweighted n=	***1,010***	***194***	***209***	***388***	***219***	***198***	***366***	***446***	***489***	***521***	***288***	***310***	***334***	***1,002***	
China	**44%**	44%	48%	43%	43%	**35%**	47%	**49%**	**56%**	**33%**	**72%**	**26%**	43%	**48%**	*-4*
Europe	**36%**	38%	34%	38%	32%	33%	39%	35%	**45%**	**27%**	**67%**	**19%**	**29%**	**35%**	*+1*
Mexico	**35%**	34%	34%	37%	33%	30%	37%	37%	**44%**	**27%**	**65%**	**17%**	30%	**34%**	*+1*
Canada	**34%**	36%	30%	37%	29%	33%	36%	32%	**44%**	**24%**	**63%**	**19%**	**27%**	**31%**	*+3*

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 US economy?

Base: American respondents (n=1,010)



	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen-dent	Total March 3rd 2025	Gap
Weighted n=	***1,010***	***180***	***209***	***391***	***229***	***299***	***321***	***391***	***495***	***515***	***281***	***309***	***340***	***1,002***	
Unweighted n=	***1,010***	***194***	***209***	***388***	***219***	***198***	***366***	***446***	***489***	***521***	***288***	***310***	***334***	***1,002***	
Positive	**28%**	35%	19%	33%	20%	27%	30%	26%	33%	23%	59%	13%	18%	**27%**	*+1*
Negative	**52%**	50%	55%	50%	56%	53%	49%	55%	49%	56%	24%	79%	55%	**51%**	*+1*
I don't know	**20%**	16%	26%	16%	24%	21%	21%	19%	18%	21%	17%	8%	27%	**22%**	*-2*

Overall Impression of President Donald Trump

Q21Z. Overall, do you have a favourable or unfavourable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: American respondents (n=1,010)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen-dent	Total March 3rd 2025	Gap
Weighted n=	***1,010***	***180***	***209***	***391***	***229***	***299***	***321***	***391***	***495***	***515***	***281***	***309***	***340***	***1,002***	
Unweighted n=	***1,010***	***194***	***209***	***388***	***219***	***198***	***366***	***446***	***489***	***521***	***288***	***310***	***334***	***1,002***	
Favourable	**39%**	41%	35%	43%	32%	37%	40%	39%	**45%**	**33%**	**83%**	**8%**	35%	**41%**	*-2*
Unfavourable	**48%**	46%	48%	46%	54%	46%	46%	52%	**44%**	**52%**	**11%**	**86%**	49%	**45%**	*+3*
Don’t know enough about him	**6%**	**3%**	9%	5%	7%	8%	8%	**2%**	6%	6%	**1%**	**2%**	8%	**7%**	*-1*
Unsure	**7%**	10%	8%	6%	7%	9%	6%	7%	5%	9%	5%	**4%**	8%	**7%**	=

Comparison of **Canadian** and US Attitudes on Key Questions

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

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

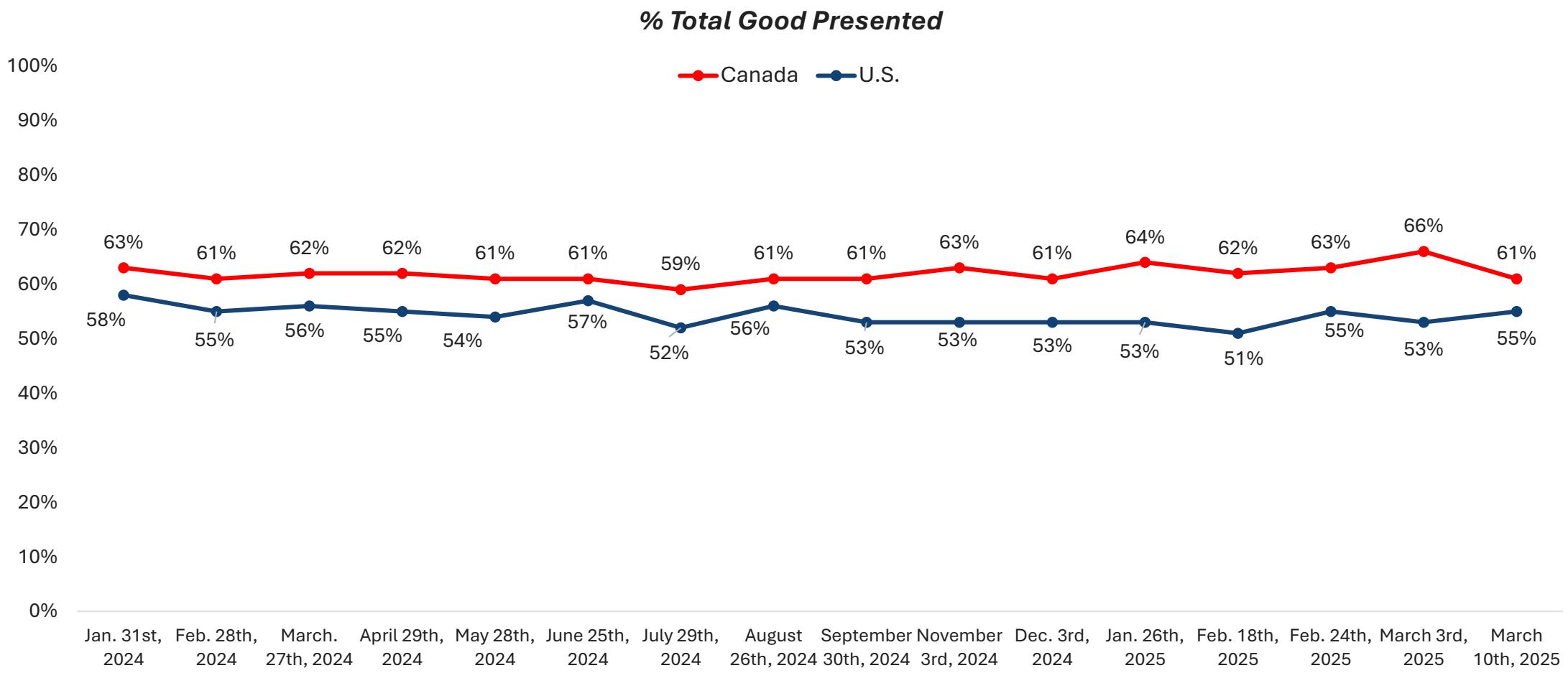
Base: All respondents

	Total CANADA	Total USA	Gap
Weighted n=	***1,548***	***1,010***	
Unweighted n=	***1,548***	***1,010***	
An ally	**29%**	**59%**	***30***
A neutral country	**24%**	**28%**	***4***
An enemy country	**32%**	**2%**	***30***
DK / Refusal	**15%**	**12%**	***3***

State of Household Finances – *Evolution*

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

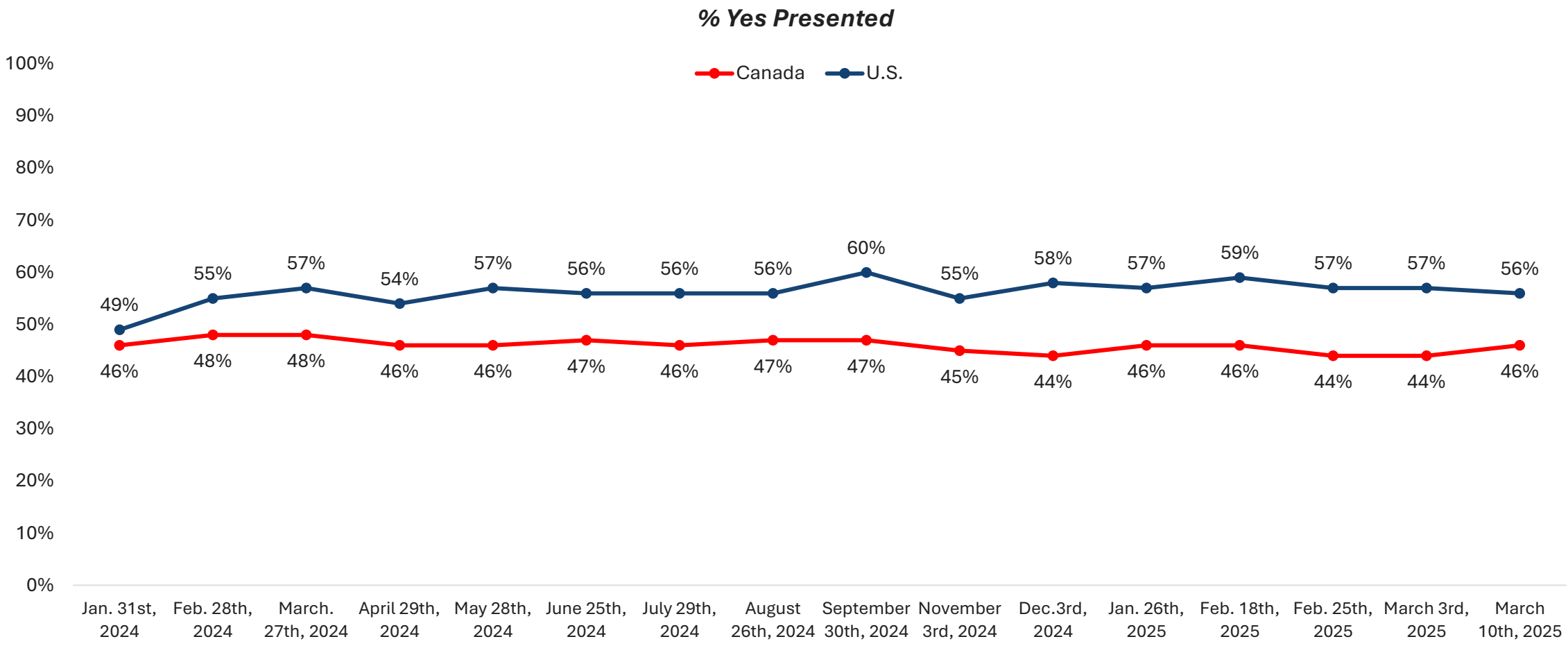
Base: All respondents



Living Paycheque to Paycheque – *Evolution*

Q5. Are you currently living paycheque to paycheque?

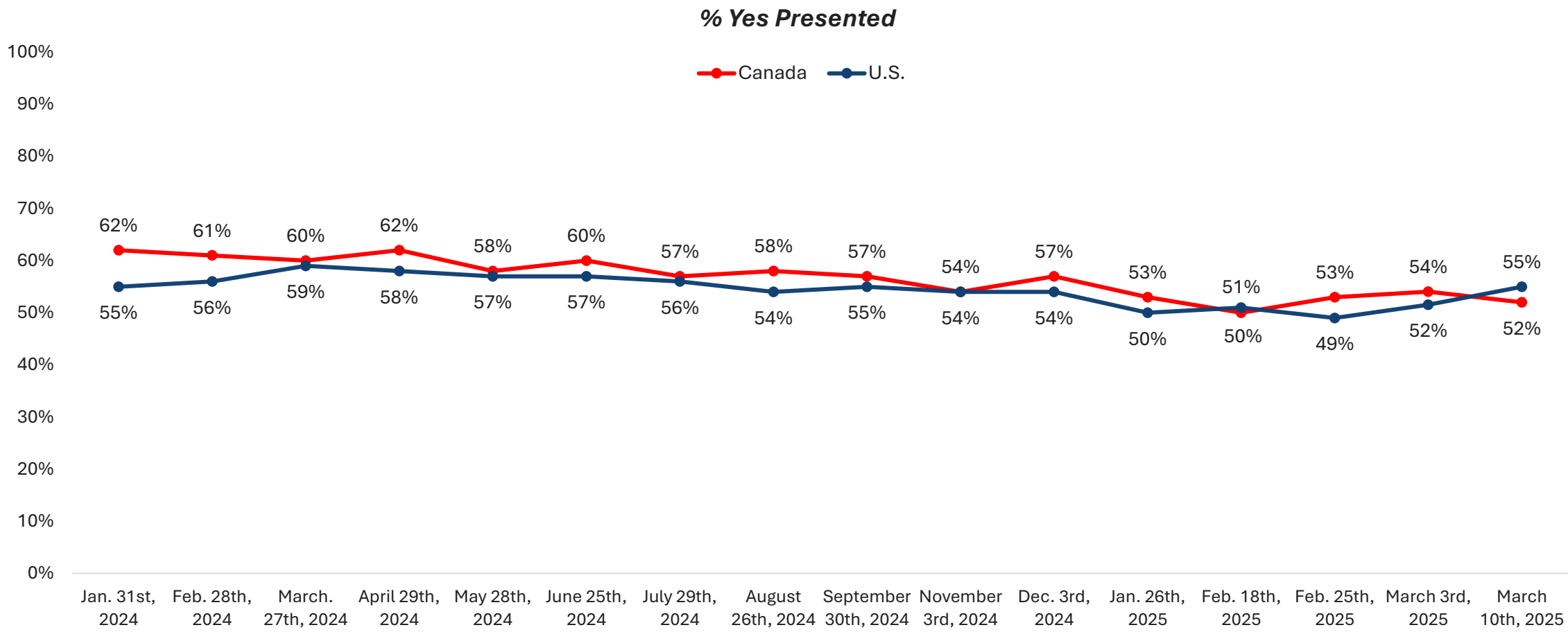
Base: All respondents



Economic Recession in the Country – *Evolution*

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

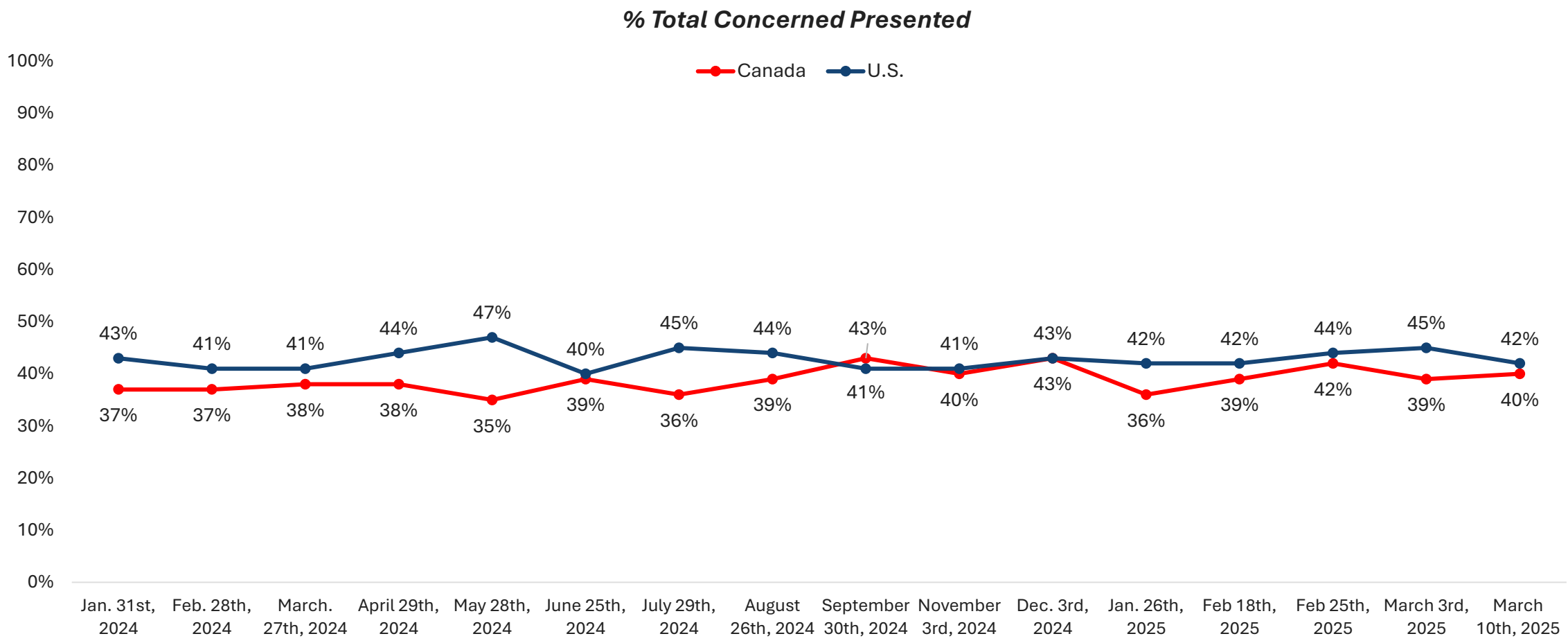
Base: All respondents



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



Perception of Recent Consumer Price Increases

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

Base: All respondents

	Total CANADA	Total USA	Gap
Weighted n=	***1,548***	***1,010***	
Unweighted n=	***1,548***	***1,010***	
Yes	**80%**	**81%**	***1***
No	**12%**	**12%**	**-**
I don't know	**8%**	**8%**	**-**

Self-Assessment of Current Mental Health

Q1Z. Currently, how would you rate your mental health?

Base: All respondents

	Total CANADA	Total USA	Gap
Weighted n=	***1,548***	***1,010***	
Unweighted n=	***1,548***	***1,010***	
TOTAL EXCELLENT OR GOOD	**81%**	**80%**	***1***
Excellent	**12%**	**17%**	***5***
Very good	**24%**	**28%**	***4***
Good	**44%**	**36%**	***8***
TOTAL BAD	**17%**	**17%**	**=**
Bad	**13%**	**13%**	**=**
Very bad	**4%**	**4%**	**=**
DK / Refusal	**2%**	**3%**	***1***

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,548)

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

Gender

	Unweighted	Weighted
Male	**773**	**755**
Female	**775**	**793**

Language (Mother Tongue)

	Unweighted	Weighted
French	**383**	**306**
English	**1,008**	**1,076**
Other	**156**	**165**

Age

	Unweighted	Weighted
18 to 34	**417**	**412**
35 to 54	**468**	**498**
55+	**663**	**638**

Province

	Unweighted	Weighted
British Columbia	**160**	**214**
Alberta	**134**	**171**
Manitoba/Saskatchewan	**129**	**100**
Ontario	**602**	**601**
Quebec	**421**	**358**
Atlantic	**102**	**104**

Respondent profiles – *American Sample*

(Base n=1,010)

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

Gender

	Unweighted	Weighted
Male	**489**	**495**
Female	**521**	**515**

Region

	Unweighted	Weighted
Northeast	**194**	**180**
Midwest	**209**	**209**
South	**388**	**391**
West	**219**	**229**

Age

	Unweighted	Weighted
Between 18 and 34	**198**	**299**
Between 35 and 54	**366**	**321**
55 and older	**446**	**391**

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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