

Trump Tariffs Tracker

March 17, 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= 1,568**
American sample: **n= 1,013**)

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 **March 14 to March 16, 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 or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

Notes

A more detailed methodology is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

New this week

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

Top Issues in Canada and the U.S.

Canadians cite U.S. tariffs, Trump and economic aggression (41%) as the top issue, a 13-point increase since March 3rd. On the other hand, inflation is the primary concern in the U.S. (31%).

Canada-U.S. Relations & Trade

81% of Canadians support economic retaliation against the U.S. on electricity export, 80% on oil exports and on potash export, and 79% on aluminum. Additionally, 42% of Canadians say they are disappointed of the U.S. for turning against Canada.

Economic Concerns & Consumer Behavior

71% of Canadians have reduced their purchases of American products in stores, and 73% have increased their purchases of Canadian-made goods. Furthermore, 75% perceive recent price increases compared to 78% for Americans.

Canada's Sovereignty & Future Relations with the U.S.

Only 9% of Canadians believe it is likely that Canada will become the 51st U.S. state. If this scenario became more realistic, 35% would consider leaving the country.

Travel & Tourism

Half of Canadians (51%) are less likely to travel to the U.S. due to political tensions. A similar proportion (51%) would be more likely to travel within their home province and 48%, within Canada (outside of their own province).

Trump's Economic Policies

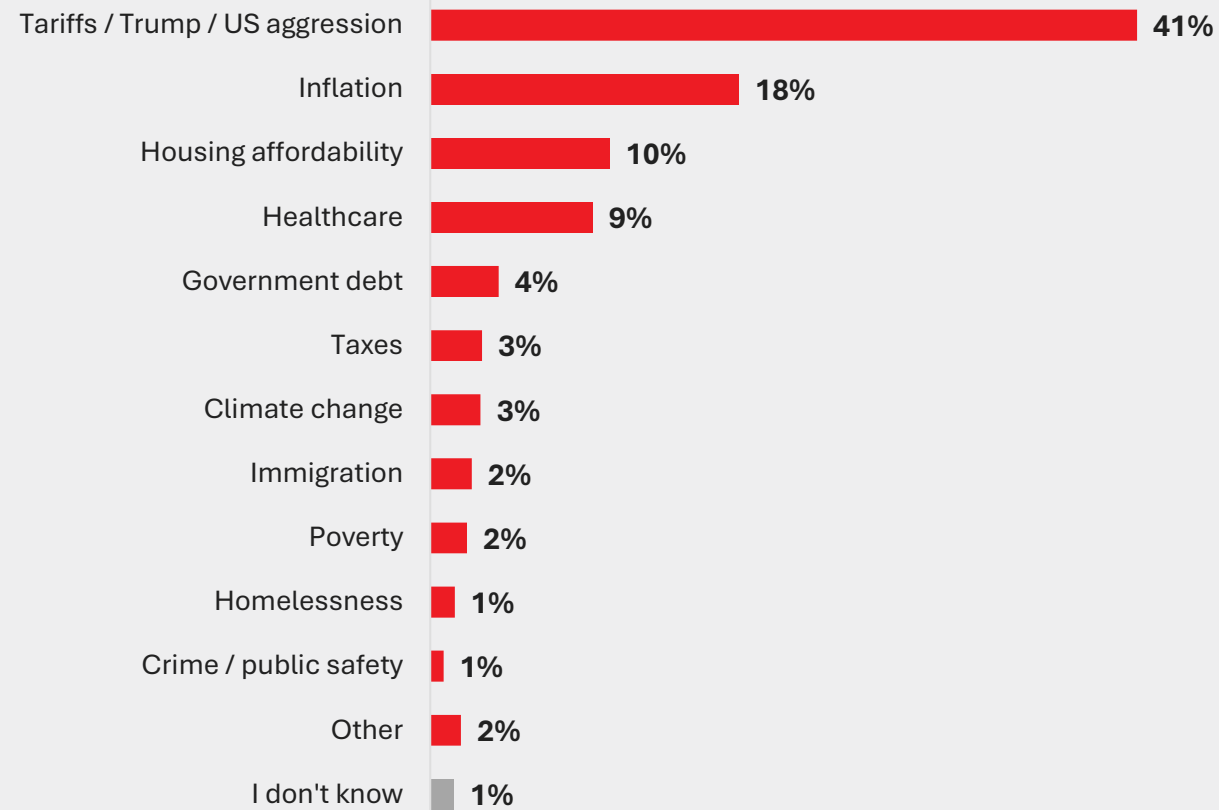
35% of Americans support tariffs on Canadian imports, but 53% believe that tariffs negatively impact the U.S. economy. Additionally, 72% are worried about rising grocery prices due to tariffs. **Opinion on Elon Musk is split: 37% of Americans view him favorably, while 48% have an unfavorable opinion.** Additionally, 43% support his efforts to reduce the size of the U.S. government, while 44% oppose them.

Top Issues Facing **Canada** and
the **U.S.** Today

Number One Issue Facing Canada Today (1/3)

Q24Z. What is the number one issue facing Canada today?*

Base: Canadian respondents (n=1,568)



*Responses with less than 1% of mentions are not shown.

Number One Issue Facing Canada Today (2/3)

Q24Z. What is the number one issue facing Canada today?*

Base: Canadian respondents (n=1,568)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 3 rd 2025	Gap
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646	1,548	
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701	1,548	
Tariffs / Trump / US aggression	41%	35%	51%	42%	32%	26%	39%	41%	40%	23%	38%	54%	28%	+13
Inflation	18%	24%	16%	15%	25%	26%	15%	16%	20%	27%	20%	10%	21%	-3
Housing affordability	10%	4%	6%	12%	3%	8%	21%	10%	11%	14%	13%	6%	11%	-1
Healthcare	9%	16%	9%	8%	15%	8%	8%	9%	10%	10%	7%	11%	11%	-2
Government debt	4%	2%	4%	3%	6%	9%	3%	6%	2%	2%	4%	5%	5%	-1
Taxes	3%	0%	1%	4%	4%	5%	4%	4%	2%	4%	2%	3%	4%	-1
Climate change	3%	5%	3%	3%	2%	4%	2%	3%	2%	6%	2%	2%	3%	=
Immigration	2%	1%	2%	3%	1%	5%	2%	3%	2%	4%	2%	2%	5%	-3
Poverty	2%	6%	2%	2%	3%	3%	1%	2%	2%	1%	3%	2%	2%	=
Homelessness	1%	1%	1%	2%	1%	0%	3%	1%	2%	2%	1%	1%	2%	-1
Crime / public safety	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	=
Other	2%	0%	1%	2%	3%	3%	2%	1%	2%	2%	2%	1%	2%	=
I don't know	1%	2%	3%	1%	2%	0%	0%	1%	2%	2%	2%	1%	2%	-1

*Responses with less than 1% of mentions are not shown.

Number One Issue Facing Canada Today (3/3)

Q24Z. What is the number one issue facing Canada today?*

Base: Canadian respondents (n=1,568)



	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,568	524	574	117	74	39	25
<i>Unweighted n=</i>	1,568	420	654	147	84	38	29**
Tariffs / Trump / US aggression	41%	29%	57%	35%	55%	30%	15%
Inflation	18%	21%	12%	21%	13%	21%	24%
Housing affordability	10%	12%	8%	16%	6%	16%	7%
Healthcare	9%	9%	10%	13%	5%	6%	5%
Government debt	4%	8%	1%	1%	5%	4%	11%
Taxes	3%	6%	1%	2%	0%	2%	5%
Climate change	3%	0%	4%	5%	5%	17%	6%
Immigration	2%	5%	0%	2%	4%	0%	12%
Poverty	2%	2%	1%	3%	1%	0%	0%
Homelessness	1%	1%	1%	1%	0%	0%	0%
Crime / public safety	1%	1%	0%	0%	2%	0%	2%
Other	2%	3%	1%	1%	2%	0%	6%
I don't know	1%	0%	1%	0%	1%	0%	6%

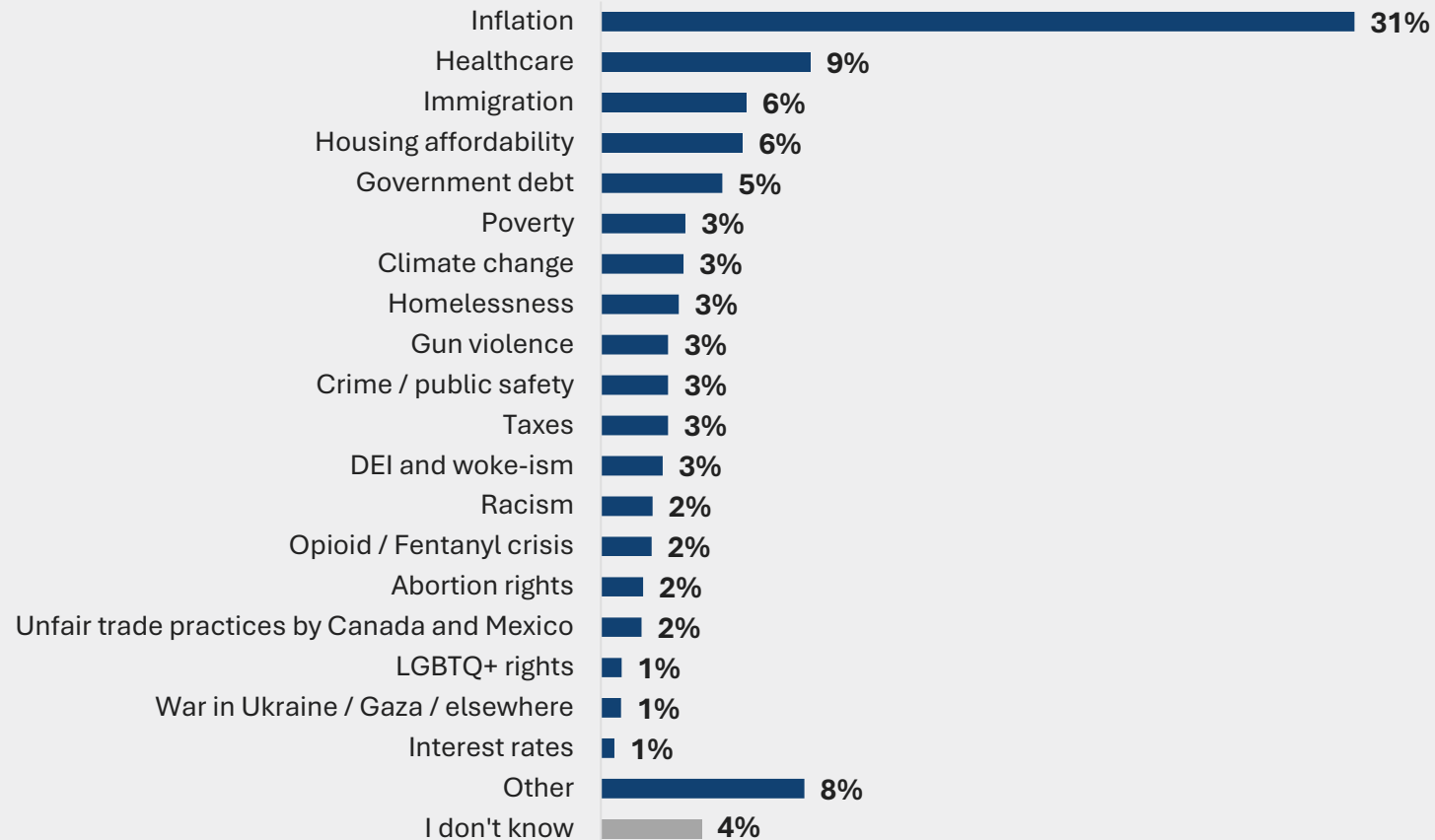
*Responses with less than 1% of mentions are not shown.

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

Number One Issue Facing the U.S. Today (1/2)

Q24Z. What is the number one issue facing the United States today?*

Base: American respondents (n=1,013)



*Responses with less than 1% of mentions are not shown.

Number One Issue Facing the U.S. Today (2/2)

Q24Z. What is the number one issue facing the United States today?*

Base: American respondents (n=1,013)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330
Inflation	31%	31%	37%	31%	24%	27%	35%	30%	28%	34%	37%	28%	32%
Healthcare	9%	12%	7%	7%	9%	14%	5%	7%	10%	7%	5%	17%	4%
Immigration	6%	11%	6%	4%	5%	2%	5%	10%	7%	5%	12%	2%	6%
Housing affordability	6%	7%	5%	6%	5%	6%	7%	4%	6%	5%	4%	7%	6%
Government debt	5%	3%	3%	7%	5%	2%	3%	9%	7%	3%	9%	2%	5%
Poverty	3%	3%	3%	4%	3%	5%	4%	2%	3%	4%	3%	4%	4%
Climate change	3%	2%	3%	2%	6%	4%	3%	3%	4%	3%	1%	6%	3%
Homelessness	3%	1%	2%	3%	6%	5%	4%	1%	3%	3%	2%	1%	4%
Gun violence	3%	4%	3%	3%	1%	4%	2%	2%	3%	2%	0%	6%	3%
Crime / public safety	3%	3%	2%	2%	5%	3%	1%	4%	2%	3%	3%	1%	3%
Taxes	3%	2%	3%	3%	2%	6%	2%	1%	3%	2%	4%	2%	2%
DEI and woke-ism	3%	1%	3%	4%	1%	1%	2%	4%	3%	2%	4%	2%	3%
Racism	2%	2%	1%	3%	2%	1%	3%	2%	2%	2%	0%	3%	3%
Opioid / Fentanyl crisis	2%	1%	1%	2%	5%	2%	3%	1%	2%	2%	3%	0%	3%
Abortion rights	2%	2%	1%	2%	2%	2%	1%	2%	1%	3%	0%	2%	2%
Unfair trade practices by Canada and Mexico	2%	2%	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	2%
LGBTQ+ rights	1%	0%	1%	1%	2%	2%	1%	0%	1%	1%	1%	1%	0%
War in Ukraine / Gaza / elsewhere	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	2%	0%
Interest rates	1%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%
Other	8%	10%	9%	8%	7%	6%	8%	11%	8%	9%	3%	10%	9%
I don't know	4%	2%	6%	4%	5%	4%	6%	2%	4%	5%	2%	2%	4%

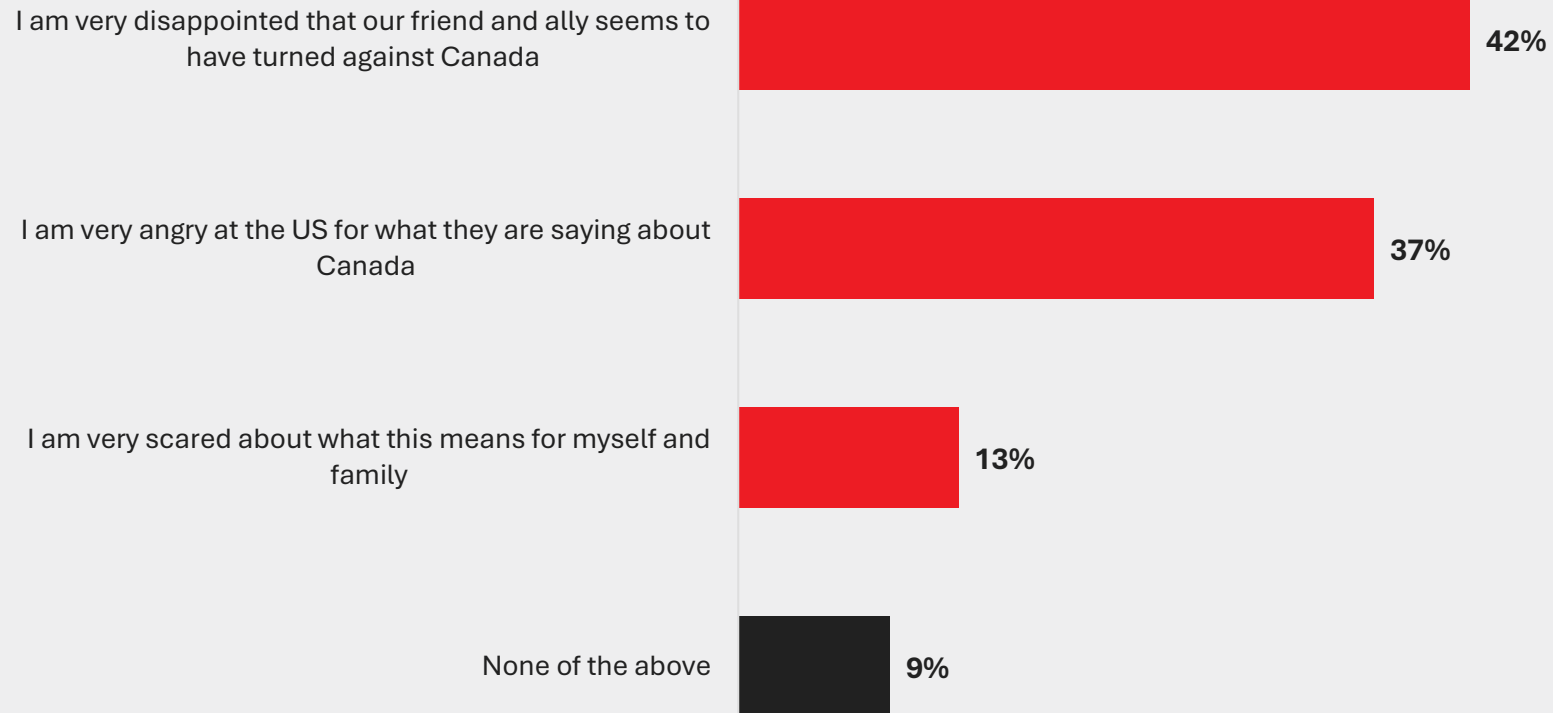
*Responses with less than 1% of mentions are not shown.

Canada-US Relations & Trade Issues

Perception of U.S. Rhetoric on Canada and Trade War (1/2)

Q1V. Which of the following statements best reflects your opinion on the current rhetoric from the U.S. government about Canada and the possibility of a trade war?

Base: Canadian respondents (n=1,568)



Perception of U.S. Rhetoric on Canada and Trade War (2/2)

Q1V. Which of the following statements best reflects your opinion on the current rhetoric from the U.S. government about Canada and the possibility of a trade war?







Base: Canadian respondents (n=1,568)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701
I am very disappointed that our friend and ally seems to have turned against Canada	42%	44%	37%	43%	45%	50%	40%	45%	39%	42%	41%	43%
I am very angry at the US for what they are saying about Canada	37%	34%	42%	37%	31%	29%	35%	38%	36%	31%	35%	41%
I am very scared about what this means for myself and family	13%	18%	13%	12%	13%	10%	13%	8%	17%	17%	13%	10%
None of the above	9%	5%	8%	8%	11%	11%	11%	9%	9%	10%	11%	6%

Perception of U.S. Rhetoric on Canada and Trade War – *By Voting Intentions*

Q1V. Which of the following statements best reflects your opinion on the current rhetoric from the U.S. government about Canada and the possibility of a trade war?

Base: Canadian respondents (n=1,568)

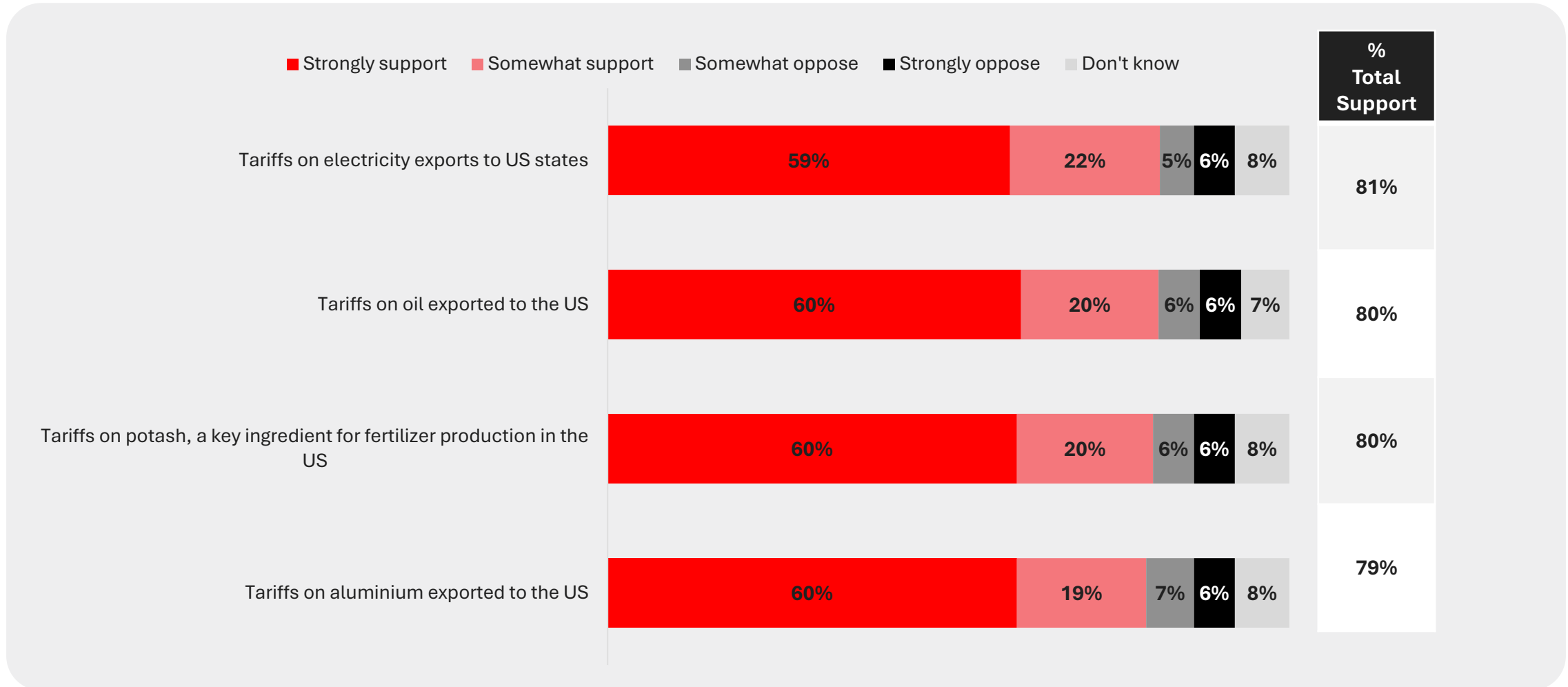
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29*
I am very disappointed that our friend and ally seems to have turned against Canada	42%	52%	36%	45%	38%	49%	33%
I am very angry at the US for what they are saying about Canada	37%	23%	52%	40%	44%	40%	25%
I am very scared about what this means for myself and family	13%	11%	11%	13%	13%	8%	23%
None of the above	9%	15%	1%	2%	6%	3%	19%

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

Support for Retaliatory Tariffs on U.S.-Bound Exports (1/2)

Q4V. Canada says it plans to impose retaliatory tariffs should the US impose tariffs on Canada. Do you support imposing the following trade restrictions on the US:

Base: Canadian respondents (n=1,568)



Support for Retaliatory Tariffs on U.S.-Bound Exports (2/2)

Q4V. Canada says it plans to impose retaliatory tariffs should the US impose tariffs on Canada. Do you support imposing the following trade restrictions on the US:







Base: Canadian respondents (n=1,568)

<i>% Total Support Presented</i>	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701
Tariffs on electricity exports to US states	81%	89%	84%	83%	75%	73%	77%	82%	80%	73%	80%	88%
Tariffs on oil exported to the US	80%	85%	84%	82%	75%	71%	77%	80%	81%	71%	79%	87%
Tariffs on potash, a key ingredient for fertilizer production in the US	80%	81%	81%	82%	74%	74%	79%	80%	80%	69%	79%	87%
Tariffs on aluminium exported to the US	79%	82%	80%	81%	76%	74%	76%	79%	79%	70%	77%	86%

Support for Retaliatory Tariffs on U.S.-Bound Exports – *By Voting Intentions*

Q4V. Canada says it plans to impose retaliatory tariffs should the US impose tariffs on Canada. Do you support imposing the following trade restrictions on the US:

Base: Canadian respondents (n=1,568)

							
<i>% Total Support Presented</i>	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,568	524	574	117	74	39	25
<i>Unweighted n=</i>	1,568	420	654	147	84	38	29*
Tariffs on electricity exports to US states	81%	71%	93%	85%	88%	90%	59%
Tariffs on oil exported to the US	80%	70%	91%	88%	90%	91%	49%
Tariffs on potash, a key ingredient for fertilizer production in the US	80%	71%	92%	88%	84%	80%	42%
Tariffs on aluminium exported to the US	79%	70%	90%	81%	85%	83%	55%

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

Economic Concerns and
Consumer Behavior

Recent Changes in Consumer Purchasing Behavior (1/2)

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

Base: Canadian respondents (n=1,568)

% YES decreased purchasing



Recent Changes in Consumer Purchasing Behavior (2/2)

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







Base: Canadian respondents (n=1,568)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10th 2025	Gap
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646	1,548	
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701	1,548	
American products bought in stores	71%	79%	74%	70%	65%	63%	72%	67%	75%	62%	65%	81%	68%	+3
American products bought online	67%	75%	74%	66%	56%	56%	67%	65%	68%	58%	64%	74%	65%	+2
Products in general purchased on the Amazon platform	59%	70%	70%	57%	51%	48%	53%	57%	61%	53%	57%	65%	59%	=
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	54%	61%	55%	56%	51%	49%	50%	55%	53%	47%	50%	62%	53%	+1
American retail chain stores (Walmart, Costco, Winners, etc.)	48%	59%	47%	48%	45%	46%	46%	51%	46%	42%	47%	53%	46%	+2

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=1,568)

								
	% YES presented	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
	<i>Weighted n=</i>	1,568	524	574	117	74	39	25
	<i>Unweighted n=</i>	1,568	420	654	147	84	38	29*
American products bought in stores	71%	58%	85%	73%	84%	73%	38%	
American products bought online	67%	52%	83%	70%	79%	71%	39%	
Products in general purchased on the Amazon platform	59%	45%	74%	62%	77%	46%	40%	
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	54%	46%	66%	50%	60%	40%	40%	
American retail chain stores (Walmart, Costco, Winners, etc.)	48%	39%	58%	47%	51%	44%	29%	

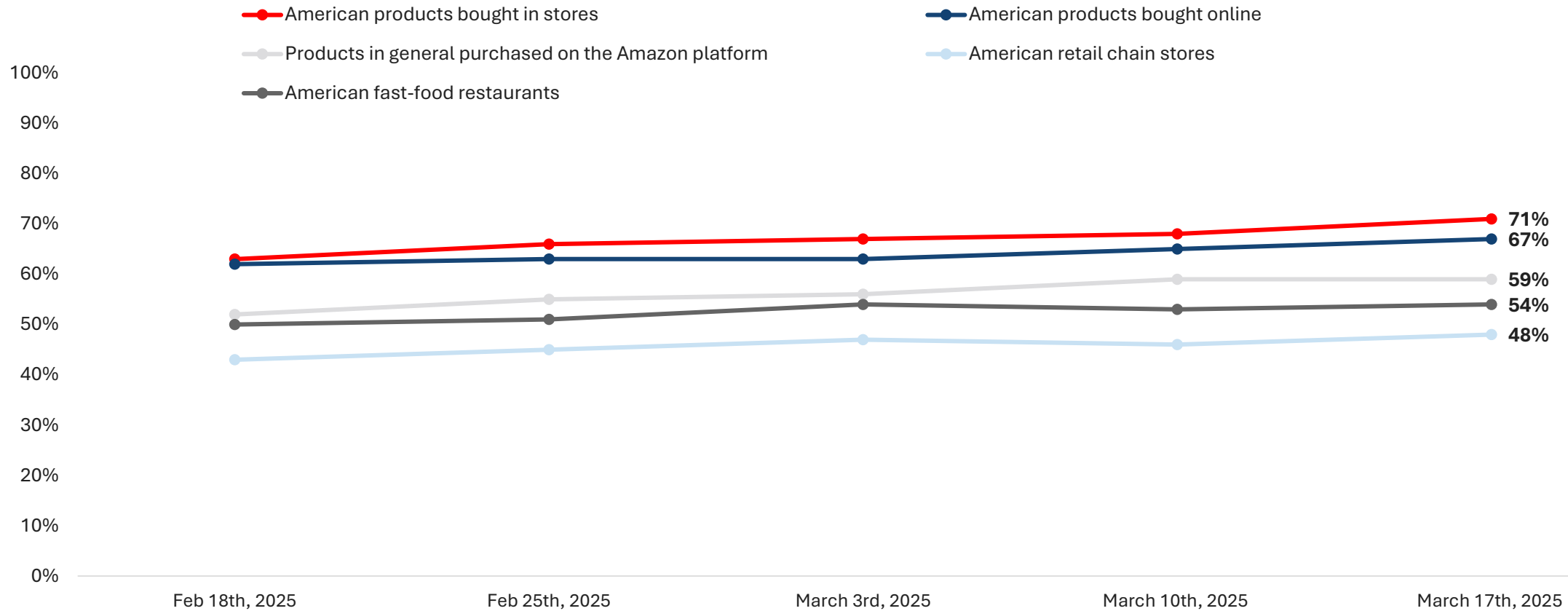
*Given the small number of respondents (n<30) data is presented for illustrative purposes only.

Recent Changes in Consumer Purchasing Behavior – *Evolution*

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

Base: Canadian respondents

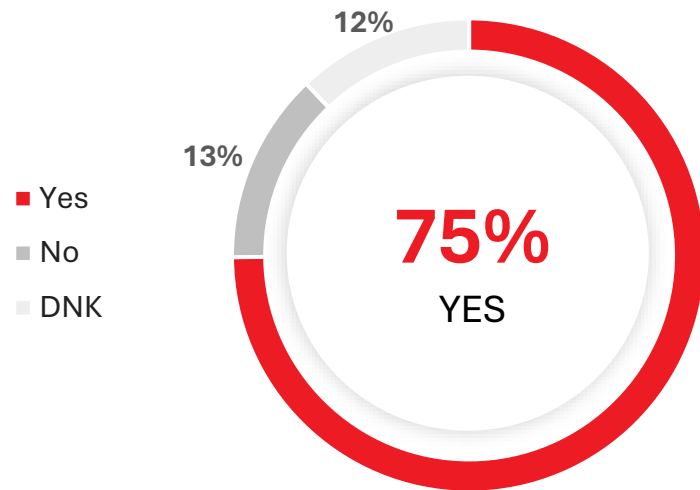
% Total Yes Presented



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,568)

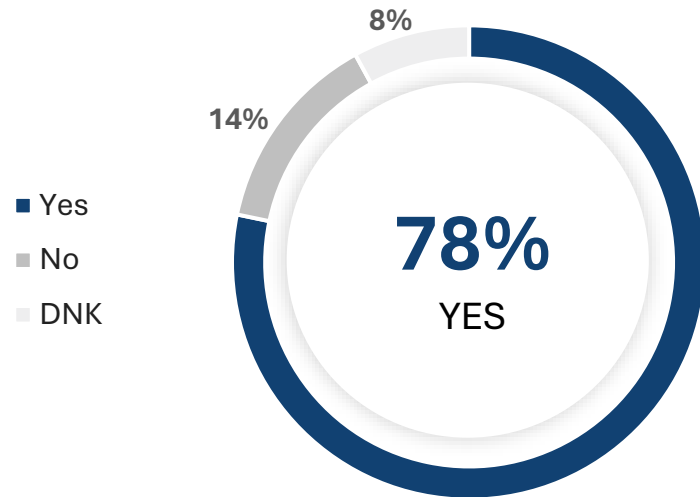


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646	1,548	
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701	1,548	
Yes	75%	76%	77%	74%	73%	72%	77%	72%	78%	71%	76%	76%	80%	-5
No	13%	11%	15%	14%	12%	13%	9%	15%	11%	15%	12%	12%	12%	+1
I don't know	12%	13%	8%	12%	15%	15%	15%	13%	11%	14%	12%	11%	8%	+4

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,013)



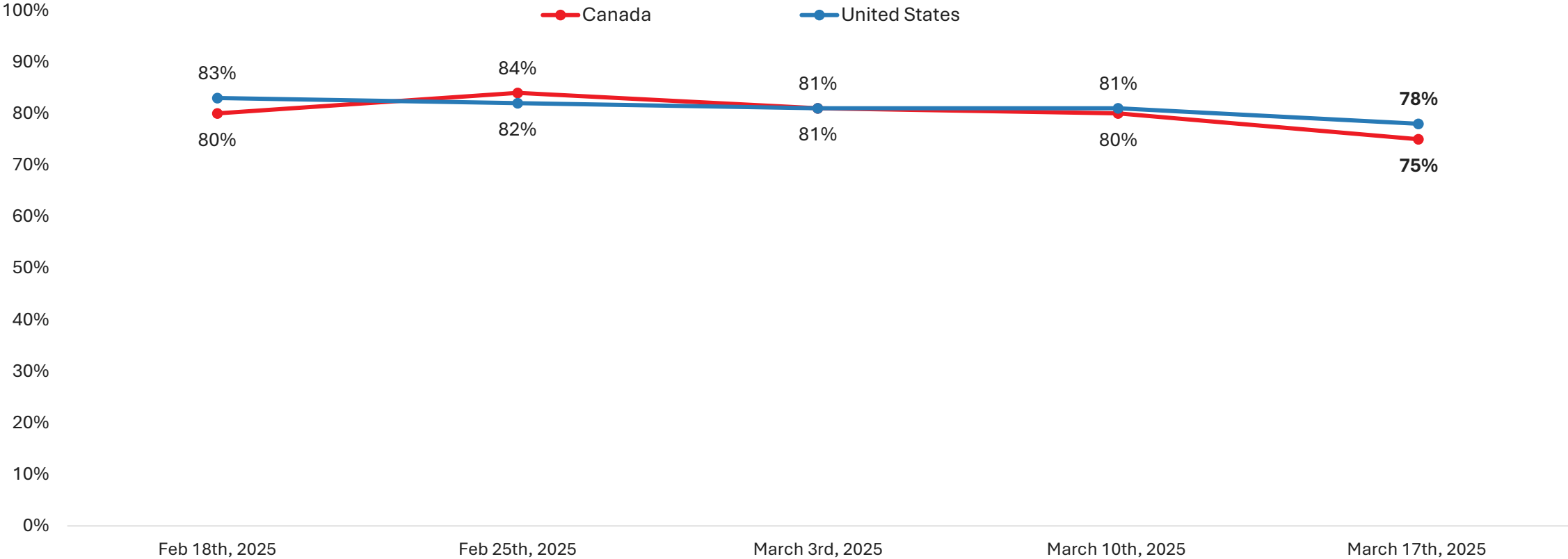
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 10 th 2025	Gap
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316	1,010	
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330	1,010	
Yes	78%	80%	73%	80%	79%	80%	83%	73%	77%	79%	68%	92%	78%	81%	-3
No	14%	13%	19%	14%	9%	10%	10%	20%	15%	13%	24%	5%	14%	12%	+2
I don't know	8%	7%	7%	6%	12%	10%	7%	7%	8%	8%	8%	3%	8%	8%	=

Perception of Recent Consumer Price Increases – Evolution

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

Base: All respondents (n=1,568)

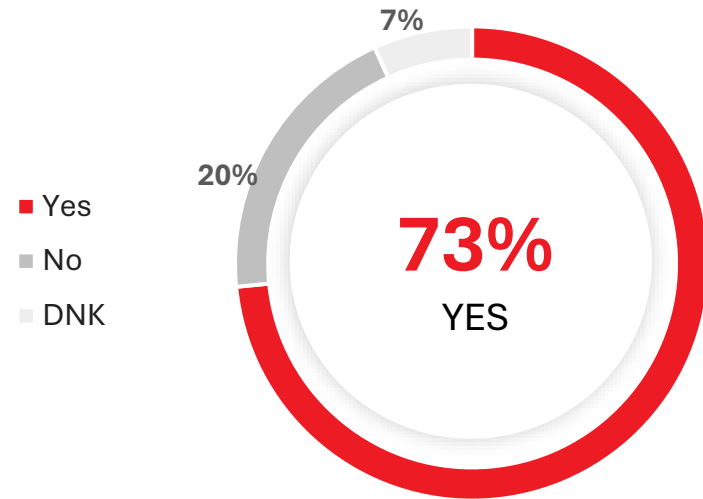
% Total Yes Presented



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=1,568)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646	1,548	
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701	1,548	
Yes	73%	80%	77%	74%	64%	71%	70%	72%	75%	67%	68%	82%	71%	+2
No	20%	15%	18%	18%	26%	24%	25%	22%	17%	26%	25%	12%	23%	-3
I don't know	7%	6%	5%	8%	10%	5%	5%	6%	8%	7%	7%	6%	6%	+1

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=1,568)

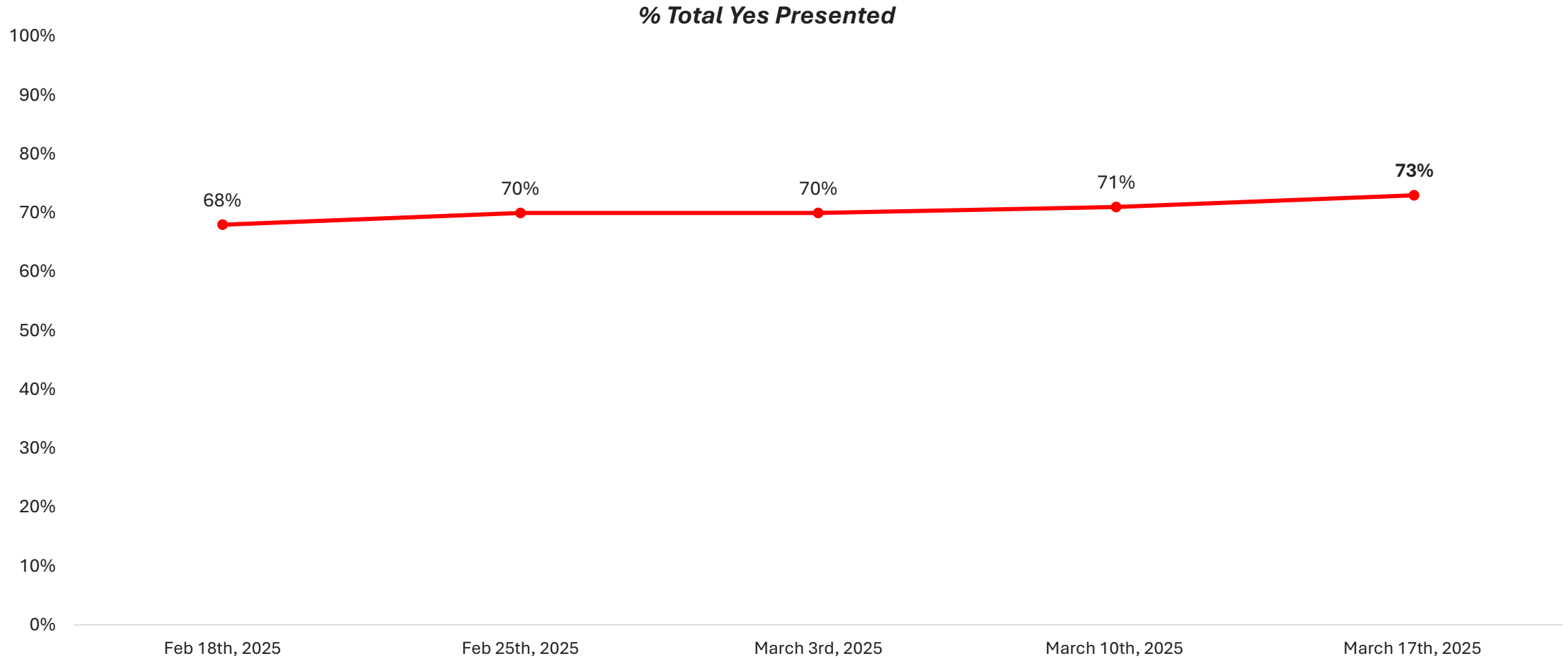
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29*
Yes	73%	61%	86%	83%	82%	74%	44%
No	20%	32%	9%	9%	13%	21%	50%
I don't know	7%	6%	5%	8%	5%	5%	6%

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

Increase in Purchases of Local Canadian Products – *Evolution*

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

Base: Canadian respondents

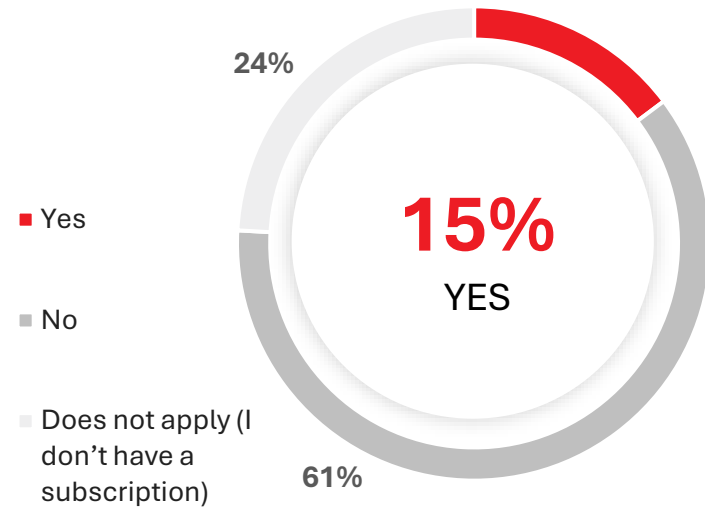


Cancellation of U.S. Entertainment Subscriptions

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

Base: Canadian respondents (n=1,568)

Among respondents who subscribe to one of the American entertainment platforms, **19% said they had canceled their subscription.**



	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646	1,548	
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701	1,548	
Yes	15%	14%	22%	13%	10%	13%	13%	17%	13%	18%	17%	11%	17%	-2
No	61%	59%	54%	63%	57%	65%	68%	60%	62%	63%	66%	56%	61%	=
Does not apply (I don't have a subscription)	24%	27%	25%	24%	33%	22%	19%	23%	25%	19%	17%	33%	22%	+2

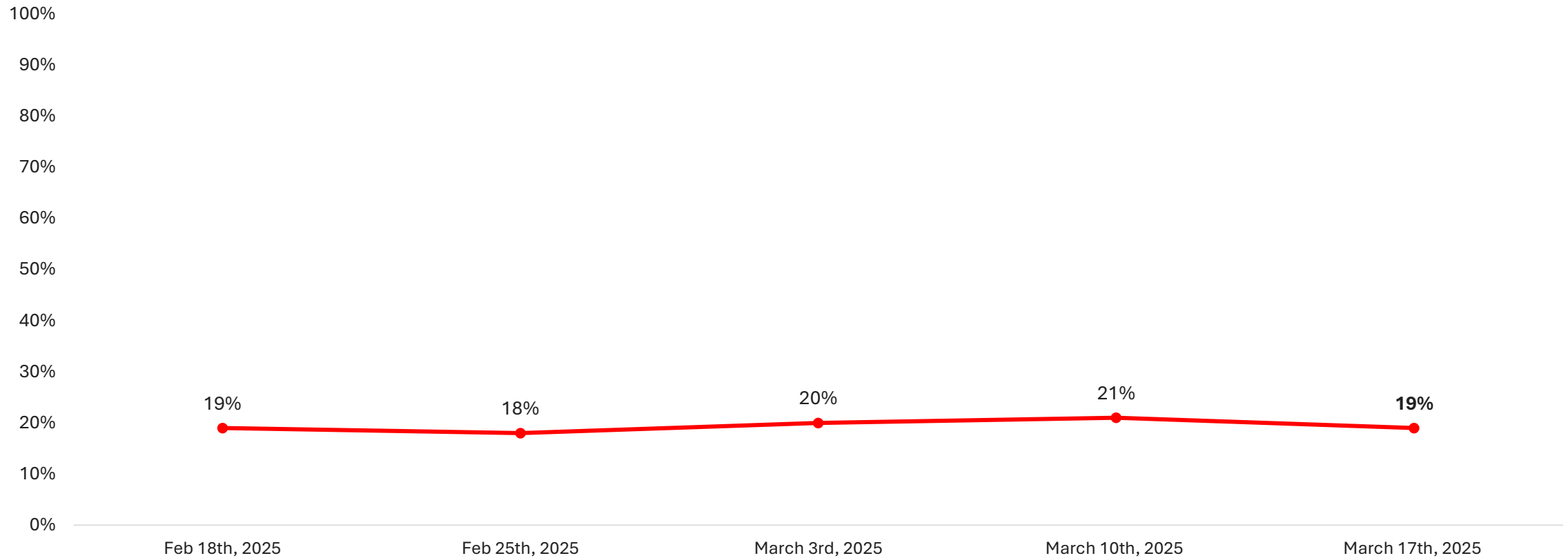
Cancellation of U.S. Entertainment Subscriptions – *Evolution*

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

Base: Canadian respondents

% Total Yes Presented

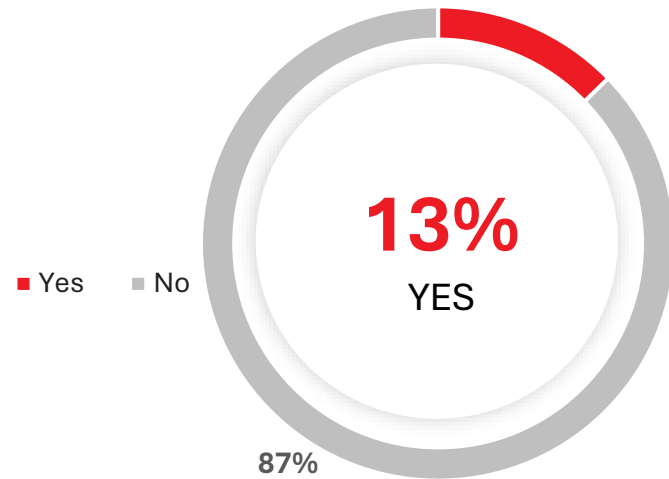
Among respondents who subscribe to one of the American entertainment platforms



Use of Apps to Identify Product Country of Origin

Q6Z. Have you downloaded an app to help you determine what the country of origin a product is?

Base: Canadian respondents (n=1,568)



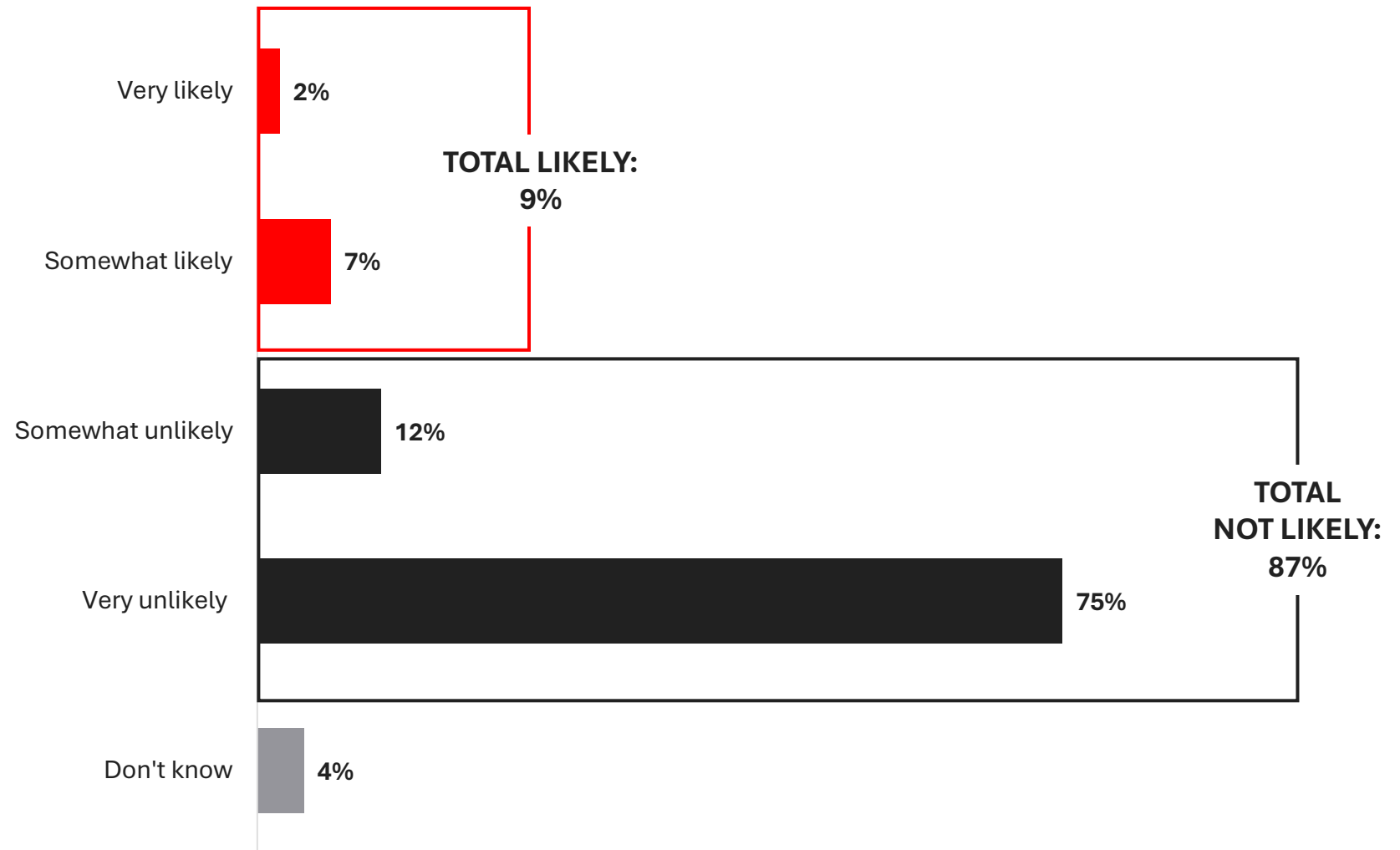
	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701
Yes	13%	13%	10%	13%	14%	13%	15%	14%	12%	14%	12%	13%
No	87%	87%	90%	87%	86%	87%	85%	86%	88%	86%	88%	87%

Canada's Sovereignty & Future Relations with the US

Likelihood of Canada Becoming the 51st U.S. State (1/2)

Q2V. How likely do you think it is that Canada will become the 51st state of the United States in coming years?

Base: Canadian respondents (n=1,568)



Likelihood of Canada Becoming the 51st U.S. State (2/2)

Q2V. How likely do you think it is that Canada will become the 51st state of the United States in coming years?







Base: Canadian respondents (n=1,568)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701
TOTAL LIKELY	9%	6%	8%	10%	12%	11%	6%	12%	6%	17%	9%	4%
Very likely	2%	2%	2%	3%	4%	1%	0%	3%	2%	3%	2%	2%
Somewhat likely	7%	4%	6%	7%	8%	10%	6%	9%	5%	14%	7%	2%
TOTAL NOT LIKELY	87%	89%	88%	85%	84%	84%	91%	86%	87%	75%	87%	94%
Somewhat unlikely	12%	12%	16%	11%	5%	9%	10%	12%	11%	17%	13%	7%
Very unlikely	75%	76%	73%	73%	79%	75%	81%	74%	76%	58%	74%	87%
Don't know	4%	5%	4%	5%	3%	5%	3%	2%	6%	8%	4%	2%

Likelihood of Canada Becoming the 51st U.S. State – *By Voting Intentions*

Q2V. How likely do you think it is that Canada will become the 51st state of the United States in coming years?

Base: Canadian respondents (n=1,568)

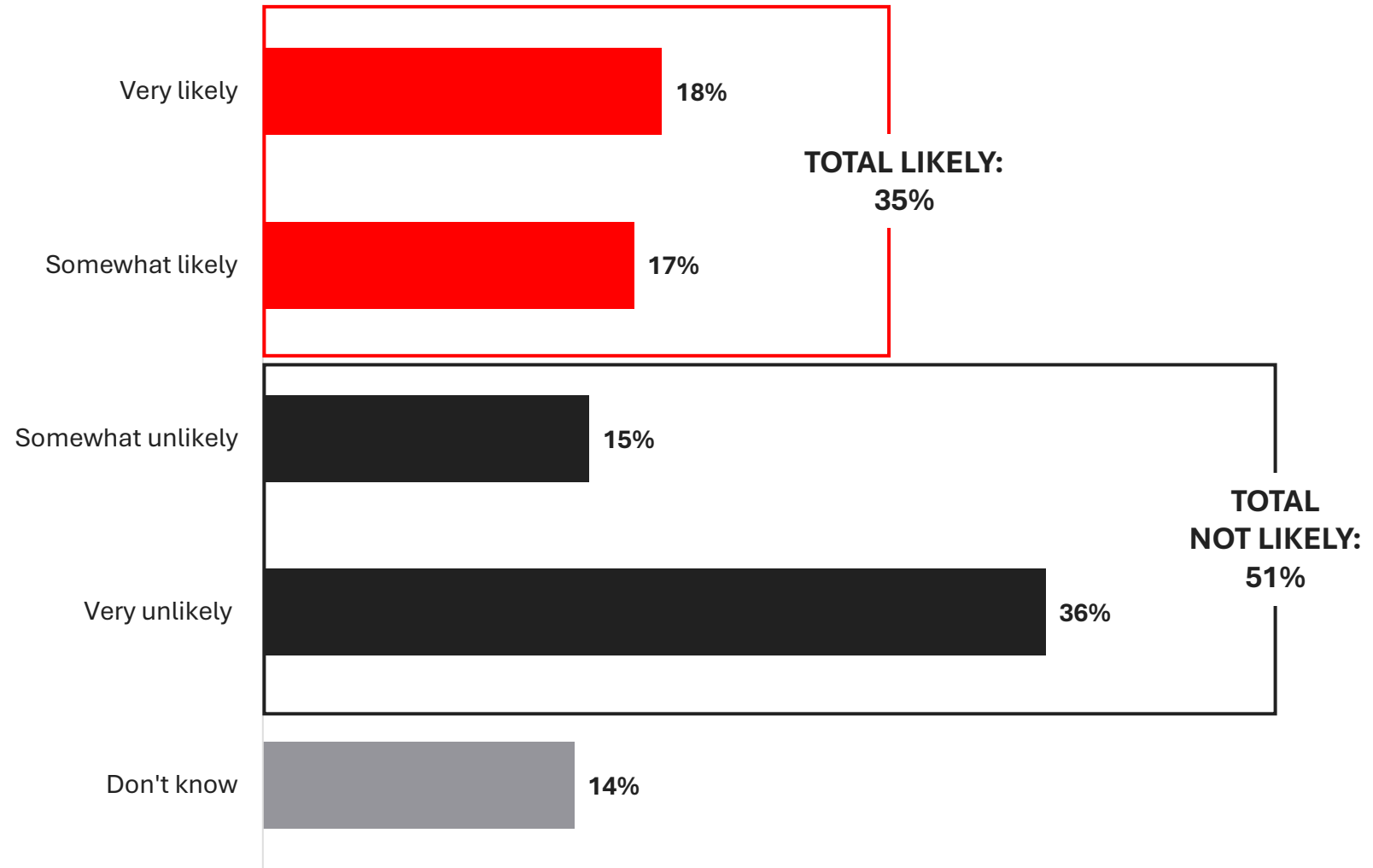
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29*
TOTAL LIKELY	9%	12%	6%	7%	5%	18%	25%
Very likely	2%	3%	2%	1%	1%	0%	7%
Somewhat likely	7%	9%	5%	6%	4%	18%	18%
TOTAL NOT LIKELY	87%	85%	91%	89%	89%	82%	69%
Somewhat unlikely	12%	13%	9%	8%	16%	9%	18%
Very unlikely	75%	71%	82%	81%	73%	73%	51%
Don't know	4%	3%	2%	4%	6%	0%	7%

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

Likelihood of Moving Abroad if Canada Became the 51st State (1/2)

Q3V. How likely would you be to seriously consider moving to another country (other than the U.S.) if the possibility of Canada becoming the 51st state became more realistic?

Base: Canadian respondents (n=1,568)



Likelihood of Moving Abroad if Canada Became the 51st State (2/2)

Q3V. How likely would you be to seriously consider moving to another country (other than the U.S.) if the possibility of Canada becoming the 51st state became more realistic?







Base: Canadian respondents (n=1,568)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701
TOTAL LIKELY	35%	46%	31%	37%	34%	36%	32%	34%	37%	48%	32%	29%
Very likely	18%	23%	13%	19%	20%	21%	20%	17%	20%	23%	19%	14%
Somewhat likely	17%	23%	18%	18%	14%	15%	12%	17%	17%	25%	13%	15%
TOTAL NOT LIKELY	51%	38%	58%	49%	48%	51%	52%	55%	46%	41%	57%	53%
Somewhat unlikely	15%	6%	17%	16%	10%	14%	16%	17%	13%	14%	16%	14%
Very unlikely	36%	32%	40%	33%	38%	36%	36%	38%	33%	26%	40%	38%
Don't know	14%	16%	11%	15%	17%	14%	16%	11%	17%	12%	11%	18%

Likelihood of Moving Abroad if Canada Became the 51st State – *By Voting Intentions*

Q3V. How likely would you be to seriously consider moving to another country (other than the U.S.) if the possibility of Canada becoming the 51st state became more realistic?

Base: Canadian respondents (n=1,568)

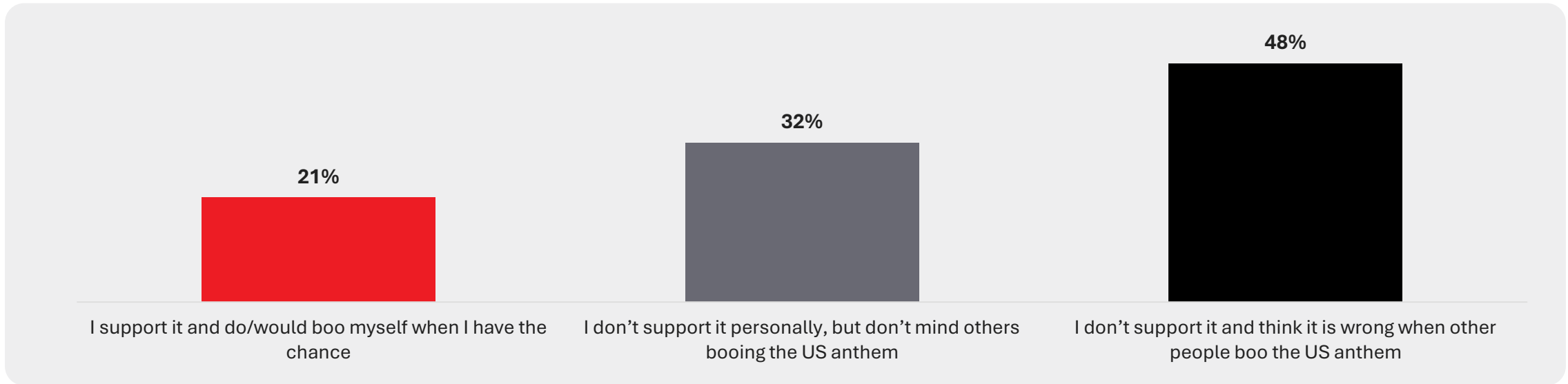
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29*
TOTAL LIKELY	35%	23%	43%	45%	35%	49%	23%
Very likely	18%	10%	27%	25%	13%	23%	8%
Somewhat likely	17%	13%	16%	21%	23%	26%	15%
TOTAL NOT LIKELY	51%	66%	42%	44%	57%	43%	69%
Somewhat unlikely	15%	17%	14%	16%	14%	26%	9%
Very unlikely	36%	49%	28%	28%	43%	16%	60%
Don't know	14%	11%	15%	11%	8%	8%	8%

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

Attitudes Toward Booing the U.S. National Anthem

Q5V. How do you feel about booing the US national anthem when it's played at sporting events in Canada?

Base: Canadian respondents (n=1,568)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,568	106	362	607	101	175	218	765	803	418	504	646
<i>Unweighted n=</i>	1,568	101	427	622	125	142	151	804	764	387	480	701
I support it and do/would boo myself when I have the chance	21%	21%	20%	20%	18%	23%	24%	23%	18%	25%	22%	17%
I don't support it personally, but don't mind others booing the US anthem	32%	31%	40%	30%	26%	29%	27%	33%	31%	42%	28%	28%
I don't support it and think it is wrong when other people boo the US anthem	48%	49%	40%	50%	56%	48%	50%	44%	51%	34%	50%	55%

Attitudes Toward Booing the U.S. National Anthem – *By Voting Intentions*

Q5V. How do you feel about booing the US national anthem when it’s played at sporting events in Canada?

Base: Canadian respondents (n=1,568)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,568	524	574	117	74	39	25
<i>Unweighted n=</i>	1,568	420	654	147	84	38	29*
I support it and do/would boo myself when I have the chance	21%	11%	31%	18%	23%	24%	10%
I don’t support it personally, but don’t mind others booing the US anthem	32%	26%	33%	37%	42%	40%	29%
I don’t support it and think it is wrong when other people boo the US anthem	48%	62%	36%	45%	34%	35%	61%

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

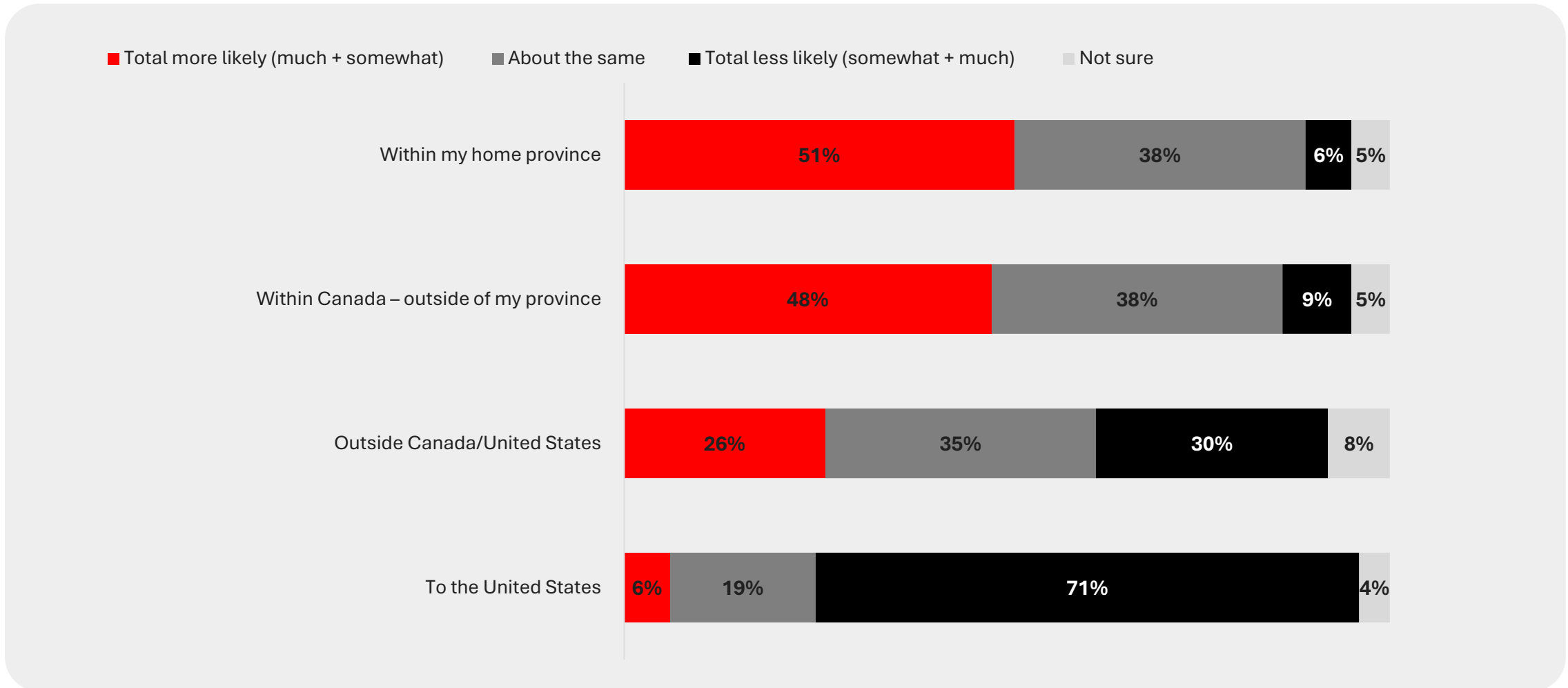


Travel & Tourism

Changes in Leisure Travel Likelihood for 2025 (1/2)

Q6V. How does your likelihood of travelling for leisure to the following destinations in 2025 compare to last year?

Base: Canadian respondents (n=1,568)



Changes in Leisure Travel Likelihood for 2025 (2/2)

Q6V. How does your likelihood of travelling for leisure to the following destinations in 2025 compared to last year?







Base: Canadian respondents (n=1,568)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701
Within my home province												
% Total More likely	51%	63%	56%	53%	47%	45%	42%	54%	49%	51%	50%	53%
% Total Less likely	6%	5%	9%	5%	3%	7%	5%	6%	6%	5%	7%	6%
Within Canada – outside of my province												
% Total More likely	48%	73%	50%	48%	48%	38%	43%	51%	46%	47%	46%	51%
% Total Less likely	9%	6%	13%	9%	4%	11%	4%	7%	10%	9%	7%	10%
Outside Canada/United States												
% Total More likely	26%	23%	31%	27%	18%	20%	27%	27%	25%	31%	26%	23%
% Total Less likely	30%	39%	30%	30%	37%	29%	23%	28%	31%	21%	26%	39%
To the United States												
% Total More likely	6%	7%	4%	7%	5%	9%	8%	9%	4%	12%	7%	2%
% Total Less likely	71%	76%	79%	70%	66%	67%	67%	69%	74%	57%	68%	83%

Changes in Leisure Travel Likelihood for 2025 – *By Voting Intentions*

Q6V. How does your likelihood of travelling for leisure to the following destinations in 2025 compared to last year?

Base: Canadian respondents (n=1,568)

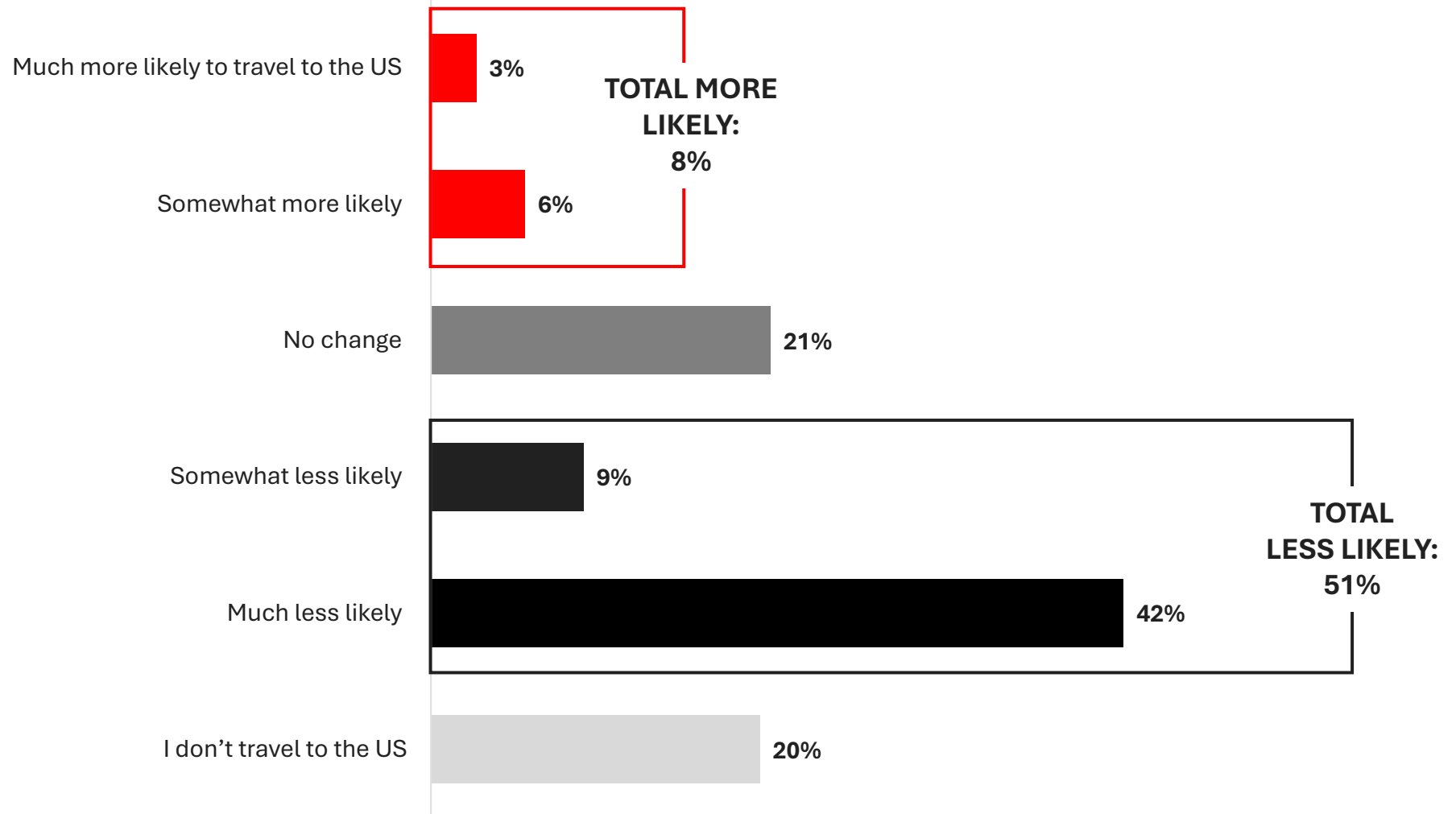
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29*
Within my home province							
% Total More likely	51%	44%	61%	52%	57%	50%	34%
% Total Less likely	6%	5%	5%	5%	6%	17%	20%
Within Canada – outside of my province							
% Total More likely	48%	40%	63%	45%	54%	41%	29%
% Total Less likely	9%	8%	6%	4%	15%	23%	22%
Outside Canada/United States							
% Total More likely	26%	21%	33%	20%	29%	23%	27%
% Total Less likely	30%	32%	27%	33%	31%	45%	21%
To the United States							
% Total More likely	6%	10%	5%	4%	3%	1%	11%
% Total Less likely	71%	61%	82%	75%	92%	67%	39%

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

Impact of Political Climate on U.S. Travel (1/2)

Q7V. How, if at all, has the recent political climate, and the tensions between Canada and the United States, affected your likelihood to travel to the United States compared to last year?

Base: Canadian respondents (n=1,568)



Impact of Political Climate on U.S. Travel (2/2)

Q7V. How, if at all, has the recent political climate, and the tensions between Canada and the United States, affected your likelihood to travel to the United States compared to last year?







Base: Canadian respondents (n=1,568)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,568	106	362	607	101	175	218	765	803	418	504	646
Unweighted n=	1,568	101	427	622	125	142	151	804	764	387	480	701
TOTAL MORE LIKELY	8%	9%	6%	8%	12%	11%	10%	12%	5%	17%	7%	4%
Much more likely to travel to the US	3%	0%	2%	3%	6%	2%	4%	3%	2%	4%	4%	1%
Somewhat more likely	6%	9%	4%	5%	6%	9%	6%	9%	3%	13%	4%	2%
No change	21%	9%	18%	23%	26%	25%	18%	21%	21%	25%	25%	14%
TOTAL LESS LIKELY	51%	57%	50%	52%	42%	46%	56%	50%	52%	38%	53%	58%
Somewhat less likely	9%	11%	7%	11%	6%	10%	10%	9%	10%	10%	11%	7%
Much less likely	42%	46%	44%	41%	36%	36%	46%	41%	43%	29%	42%	50%
I don't travel to the US	20%	25%	26%	18%	20%	18%	16%	18%	22%	20%	14%	24%

Impact of Political Climate on U.S. Travel – *By Voting Intentions*

Q7V. How, if at all, has the recent political climate, and the tensions between Canada and the United States, affected your likelihood to travel to the United States compared to last year?

Base: Canadian respondents (n=1,568)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,568	524	574	117	74	39	25
Unweighted n=	1,568	420	654	147	84	38	29
TOTAL MORE LIKELY	8%	11%	7%	6%	3%	9%	25%
Much more likely to travel to the US	3%	3%	1%	2%	1%	2%	13%
Somewhat more likely	6%	7%	5%	4%	2%	6%	12%
No change	21%	31%	11%	22%	16%	15%	29%
TOTAL LESS LIKELY	51%	41%	63%	57%	46%	65%	16%
Somewhat less likely	9%	10%	7%	12%	2%	24%	8%
Much less likely	42%	31%	56%	45%	44%	40%	8%
I don't travel to the US	20%	17%	19%	15%	35%	12%	30%

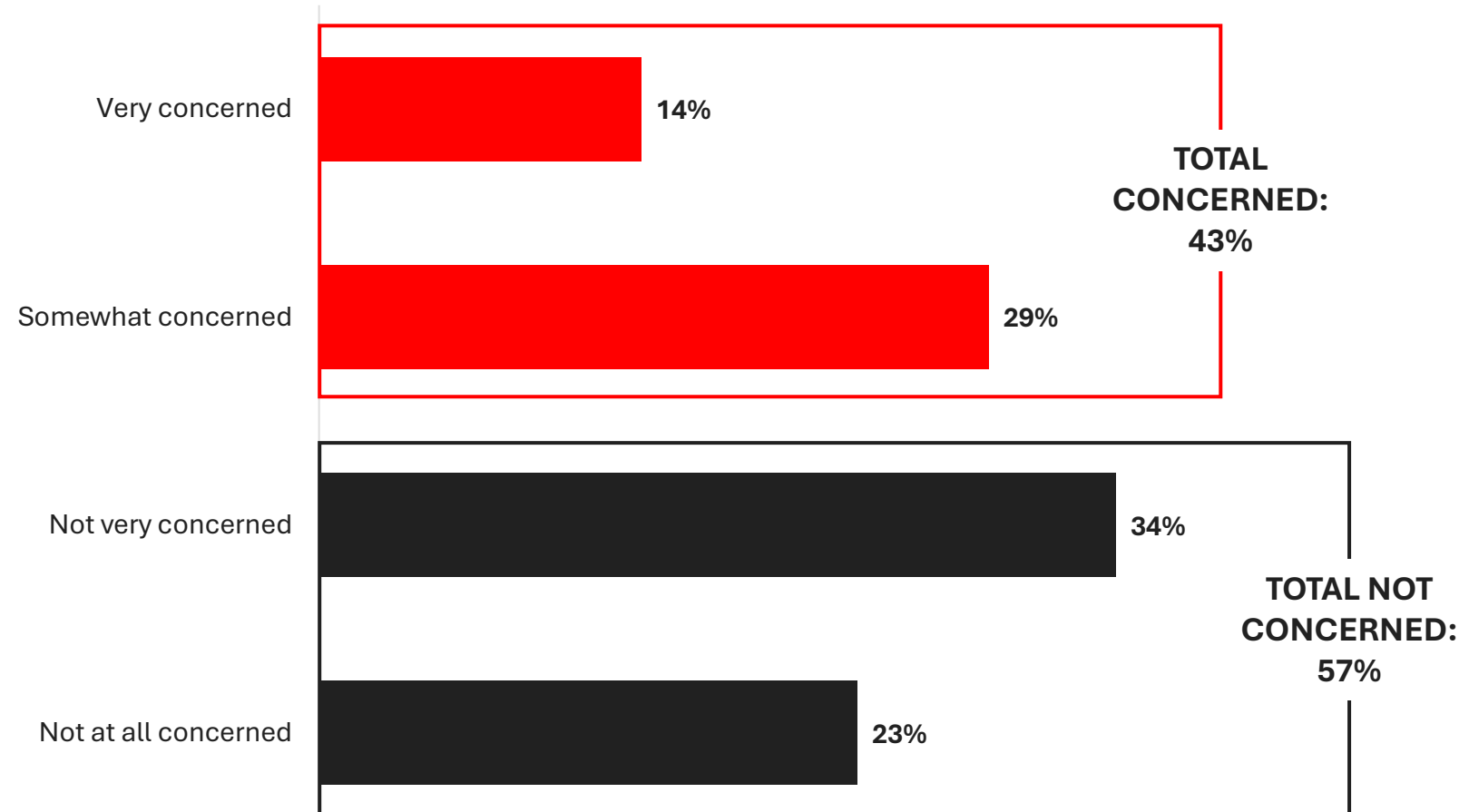
*Given the small number of respondents (n<30) data is presented for illustrative purposes only.

Employment Security

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=803)



Concerns About Losing Job (2/2)

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

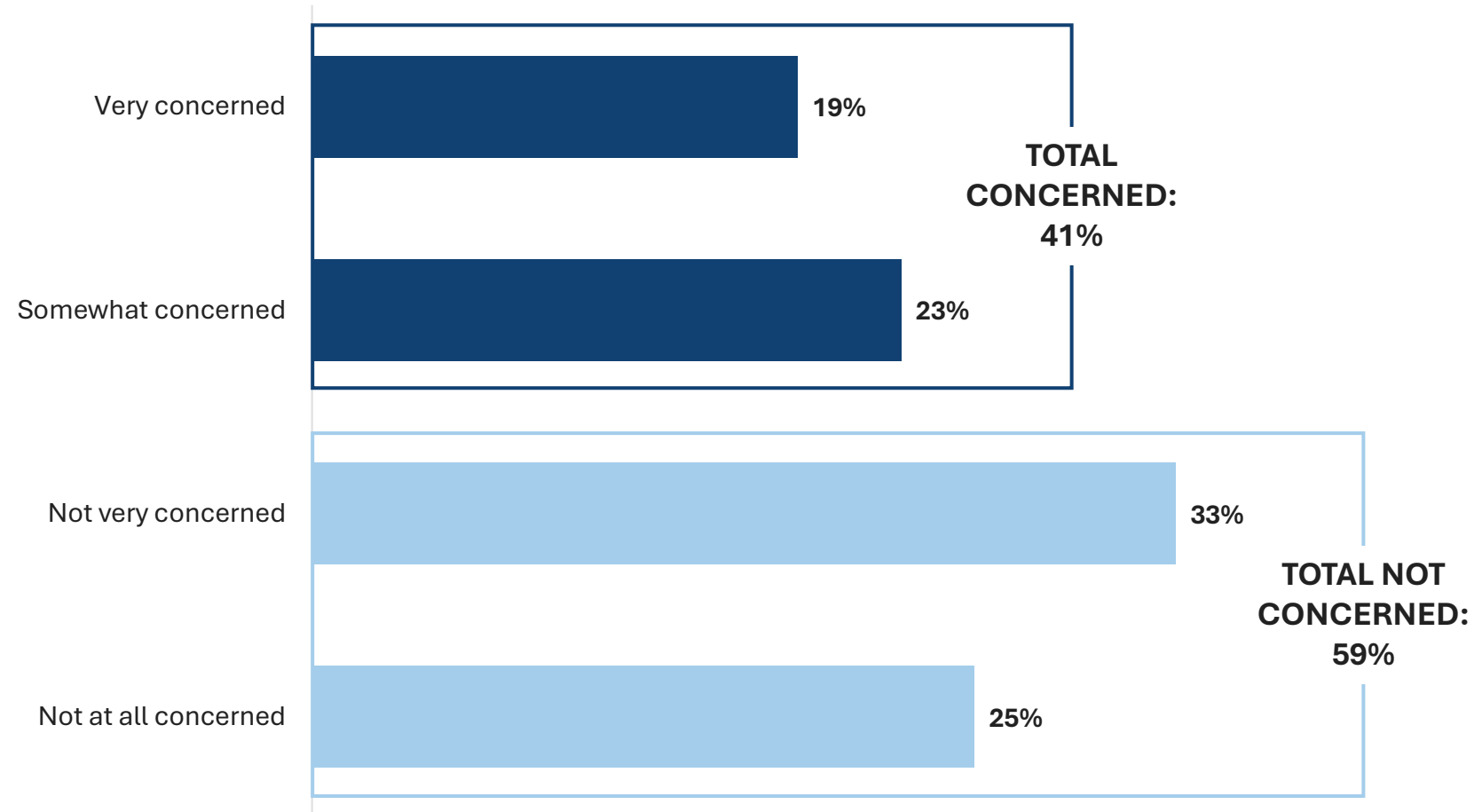
Base: Canadian respondents who are currently employed (n=803)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 10 th 2025	Gap
Weighted n=	767	50	194	296	42	93	92	415	352	231	375	160	797	
Unweighted n=	803	54	234	317	60	72	66	446	357	244	382	177	812	
TOTAL CONCERNED	43%	49%	29%	49%	42%	47%	43%	49%	35%	52%	43%	28%	40%	+3
Very concerned	14%	14%	9%	17%	14%	14%	12%	16%	12%	16%	14%	11%	15%	-1
Somewhat concerned	29%	35%	20%	31%	28%	33%	31%	33%	23%	37%	29%	17%	25%	+4
TOTAL NOT CONCERNED	57%	51%	71%	51%	58%	53%	57%	51%	65%	48%	57%	72%	60%	-3
Not very concerned	34%	36%	38%	33%	34%	27%	36%	32%	37%	29%	36%	37%	38%	-4
Not at all concerned	23%	15%	33%	18%	24%	26%	21%	19%	28%	18%	21%	36%	22%	+1

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=471)



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=812)

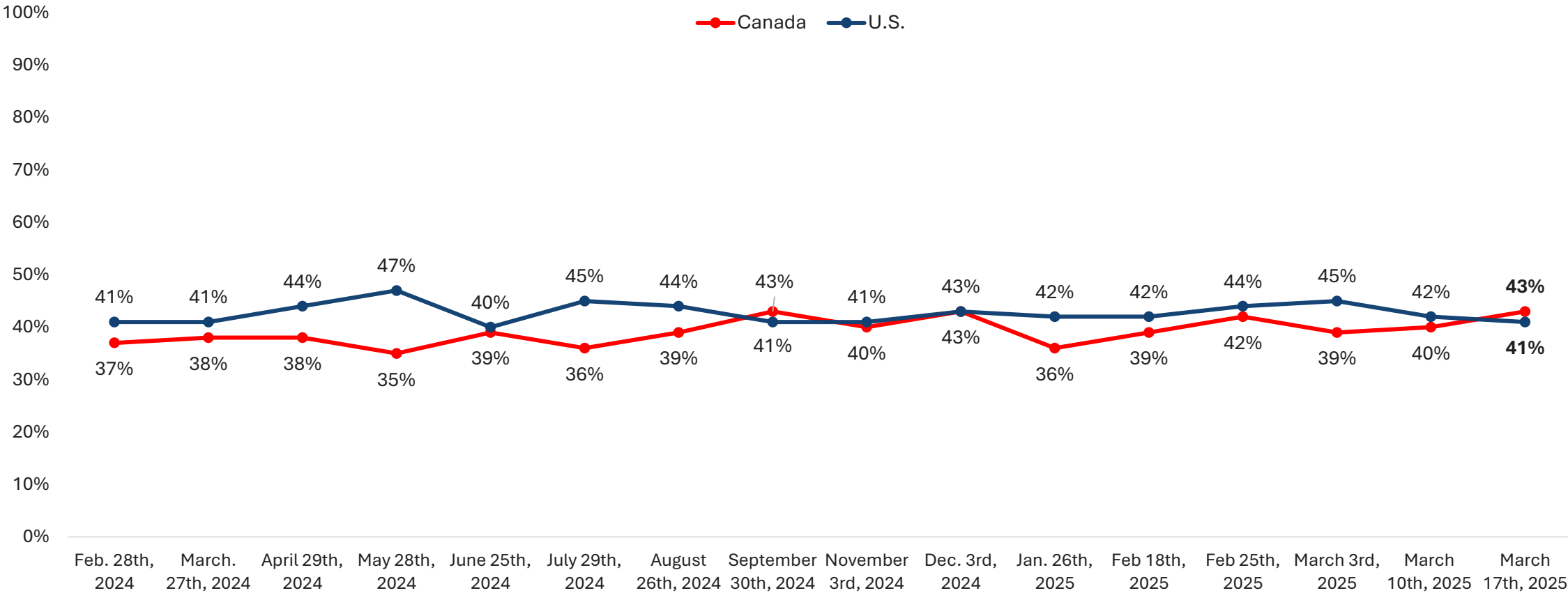
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 10 th 2025	Gap
<i>Weighted n=</i>	478	83	110	175	110	185	161	131	281	197	161	157	114	469	
<i>Unweighted n=</i>	471	84	111	149	127	124	182	165	271	200	161	146	129	476	
TOTAL CONCERNED	41%	40%	25%	42%	59%	60%	38%	19%	44%	38%	36%	51%	39%	42%	-1
Very concerned	19%	23%	7%	19%	27%	31%	15%	6%	19%	18%	17%	25%	14%	15%	+4
Somewhat concerned	23%	17%	18%	23%	31%	30%	23%	12%	25%	20%	19%	27%	24%	27%	-4
TOTAL NOT CONCERNED	59%	60%	75%	58%	41%	40%	62%	81%	56%	62%	64%	49%	61%	58%	+1
Not very concerned	33%	31%	38%	35%	28%	21%	36%	47%	35%	31%	34%	27%	44%	29%	+4
Not at all concerned	25%	29%	38%	24%	13%	18%	26%	35%	22%	31%	30%	22%	17%	29%	-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

% Total Concerned Presented

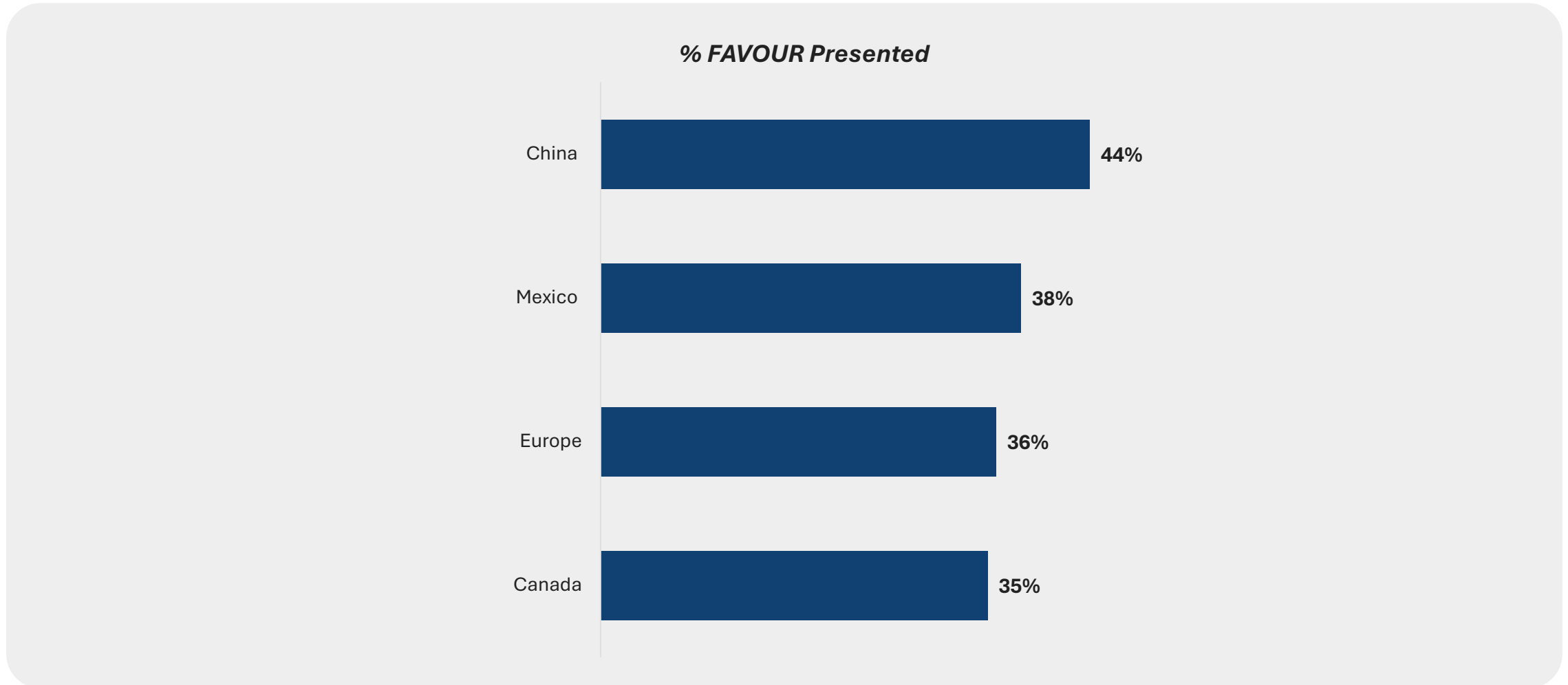


American Attitudes re: Trump Economic Policies

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=1,013)



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?

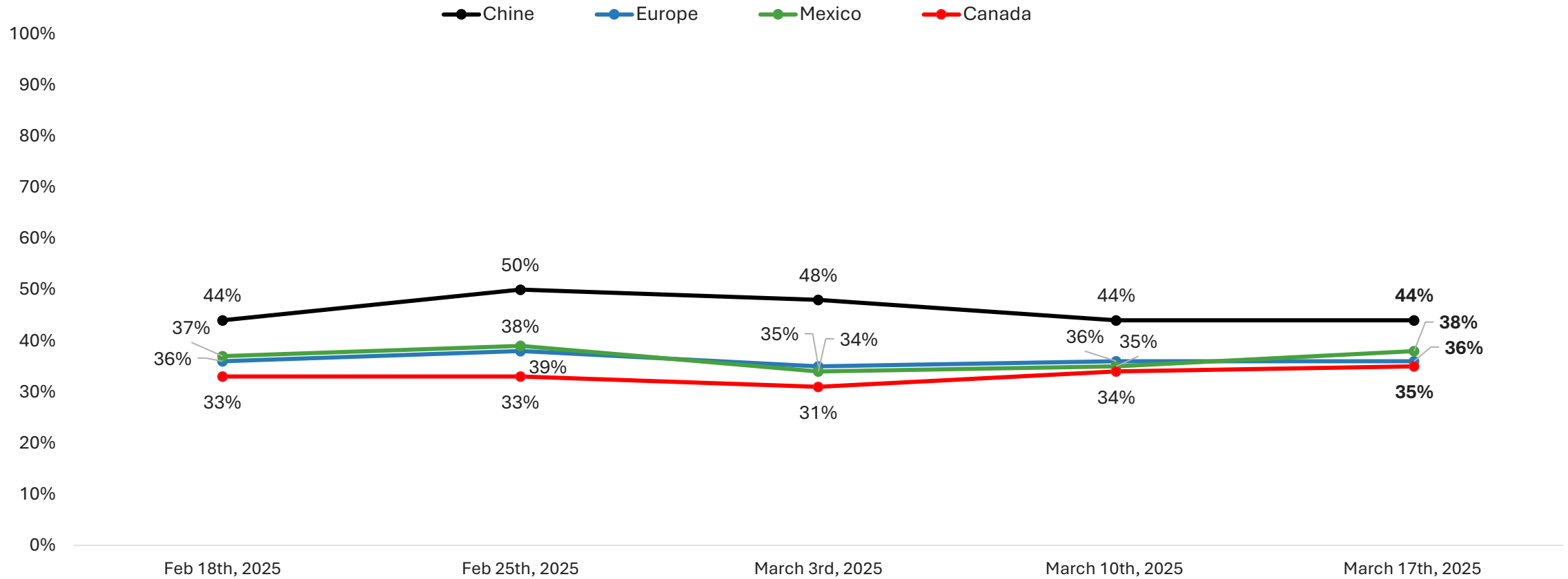
Base: American respondents (n=1,013)

<i>% FAVOUR Presented</i>	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 10 th 2025	Gap
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316	1,010	
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330	1,010	
China	44%	45%	50%	41%	43%	35%	41%	54%	53%	36%	73%	25%	44%	44%	=
Mexico	38%	38%	39%	39%	34%	37%	32%	42%	45%	30%	70%	20%	32%	36%	+2
Europe	36%	39%	40%	37%	32%	36%	31%	41%	45%	28%	67%	22%	30%	35%	+1
Canada	35%	35%	35%	37%	32%	35%	30%	39%	42%	28%	66%	19%	28%	34%	+1

Support for Tariffs on Imports from Specific Countries – Evolution

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

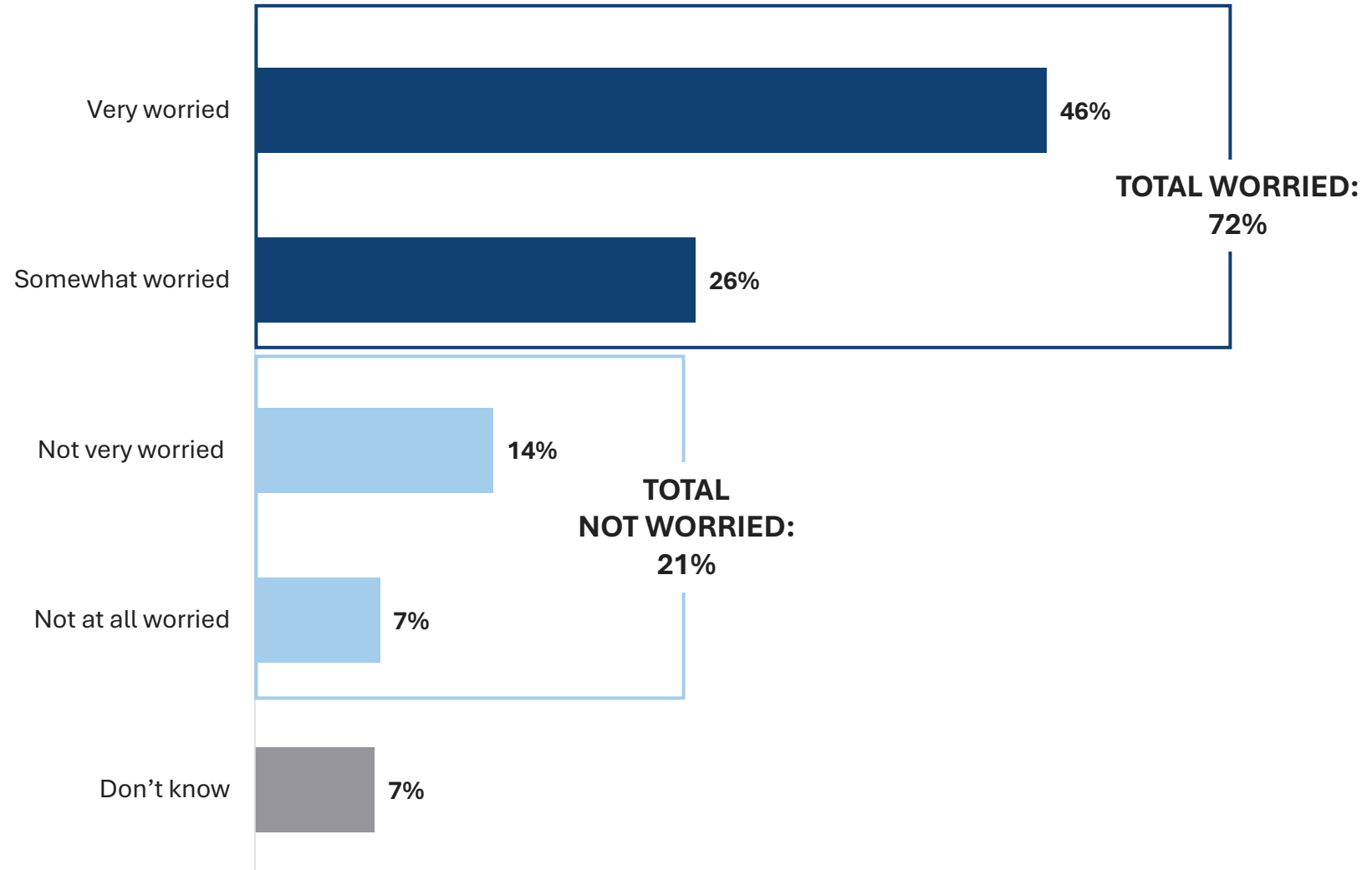
Base: American respondents



Concern About Grocery Price Increases Due to U.S. Import Tariffs (1/2)

Q2Y. How worried are you that tariffs on imports from other countries imposed by the Trump administration will increase the price of common grocery items such as dairy, eggs and meat items?

Base: American respondents (n=1,013)



Concern About Grocery Price Increases Due to U.S. Import Tariffs (2/2)

Q2Y. How worried are you that tariffs on imports from other countries imposed by the Trump administration will increase the price of common grocery items such as dairy, eggs and meat items?

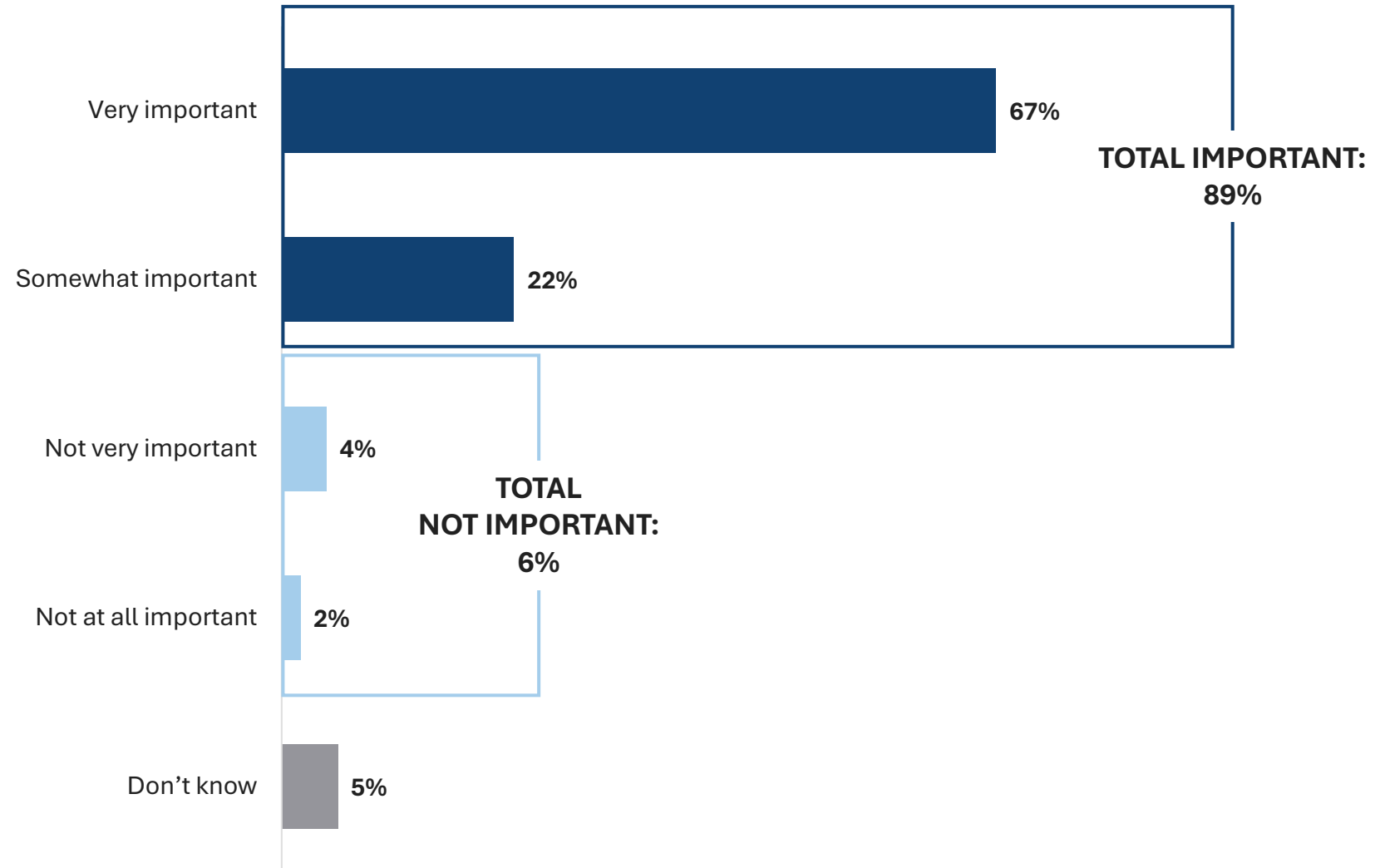
Base: American respondents (n=1,013)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330
TOTAL WORRIED	72%	75%	65%	70%	78%	79%	71%	67%	68%	75%	53%	93%	74%
Very worried	46%	49%	38%	46%	51%	50%	45%	44%	43%	50%	23%	69%	49%
Somewhat worried	26%	25%	27%	25%	27%	29%	26%	23%	26%	26%	30%	24%	25%
TOTAL NOT WORRIED	21%	21%	27%	22%	14%	12%	20%	30%	26%	17%	44%	3%	21%
Not very worried	14%	15%	17%	13%	11%	9%	13%	19%	16%	11%	28%	2%	15%
Not at all worried	7%	6%	10%	9%	3%	3%	7%	11%	9%	5%	16%	1%	5%
Don't know	7%	4%	8%	7%	8%	10%	9%	3%	6%	8%	3%	4%	5%

Importance of Preventing Grocery Price Increases (1/2)

Q3Y. How important is it that common grocery items, such as dairy, eggs or meats, not increase in price as a result of trade tariffs imposed by the US Government?

Base: American respondents (n=1,013)



Importance of Preventing Grocery Price Increases (2/2)

Q3Y. How important is it that common grocery items, such as dairy, eggs or meats, not increase in price as a result of trade tariffs imposed by the US Government?

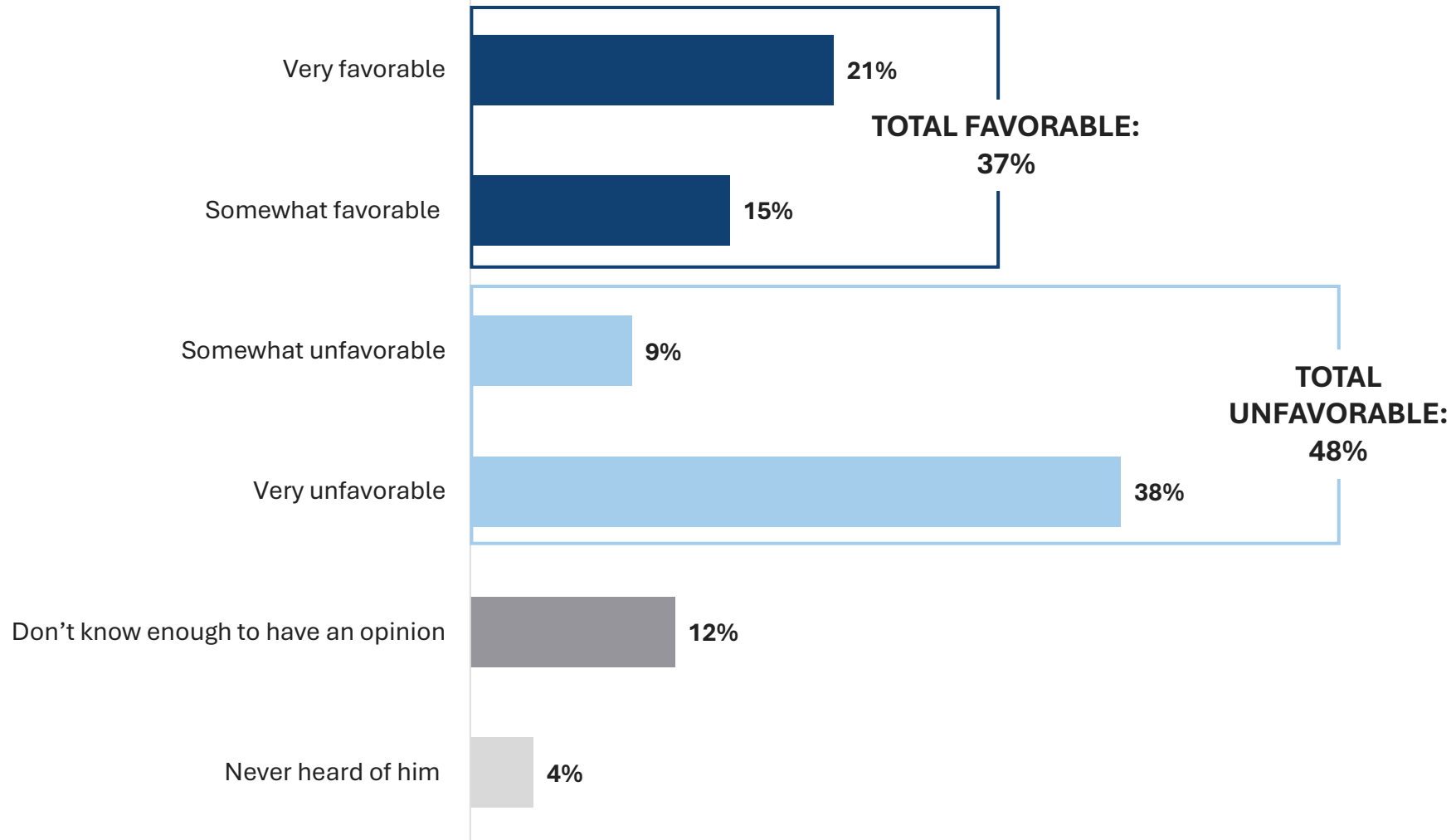
Base: American respondents (n=1,013)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330
TOTAL IMPORTANT	89%	88%	89%	89%	90%	89%	88%	89%	90%	88%	85%	95%	91%
Very important	67%	68%	63%	69%	67%	66%	70%	66%	63%	71%	53%	83%	68%
Somewhat important	22%	20%	25%	20%	23%	23%	18%	23%	27%	17%	32%	12%	22%
TOTAL NOT IMPORTANT	6%	7%	5%	7%	5%	4%	5%	8%	7%	5%	11%	1%	6%
Not very important	4%	4%	5%	5%	3%	2%	4%	7%	4%	4%	8%	1%	5%
Not at all important	2%	3%	1%	2%	2%	2%	2%	1%	3%	1%	3%	0%	1%
Don't know	5%	6%	6%	5%	5%	7%	6%	3%	3%	7%	4%	3%	3%

Impression of Elon Musk (1/2)

Q4Y. Do you have a favorable or unfavorable impression of Elon Musk, President Trump’s new head of the Department of Government Efficiency (DOGE)?

Base: American respondents (n=1,013)



Impression of Elon Musk (2/2)

Q4Y. Do you have a favorable or unfavorable impression of Elon Musk, President Trump’s new head of the Department of Government Efficiency (DOGE)?

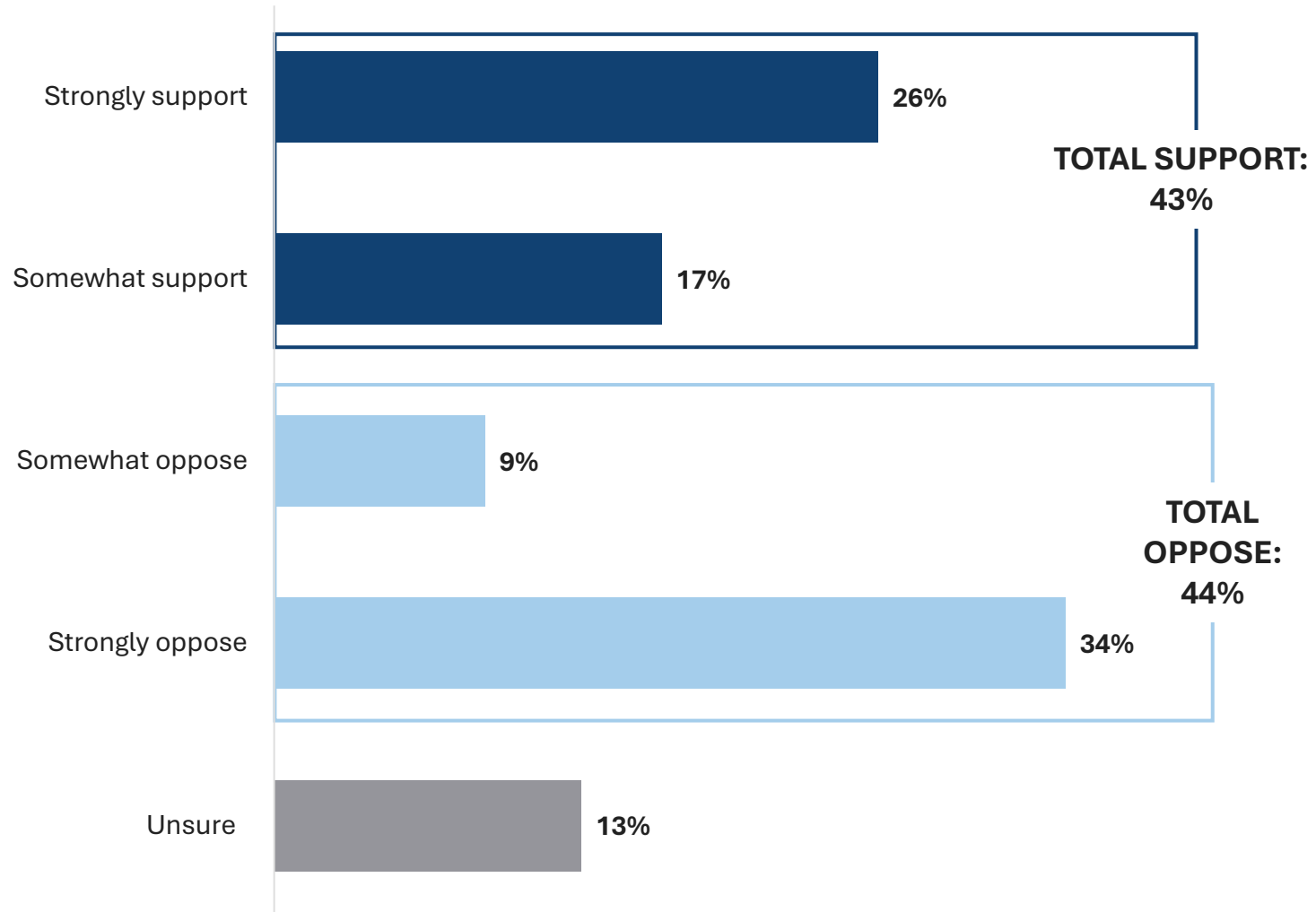
Base: American respondents (n=1,013)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330
TOTAL FAVORABLE	37%	38%	35%	36%	37%	37%	33%	39%	46%	28%	72%	16%	31%
Very favorable	21%	24%	20%	22%	19%	19%	20%	24%	29%	14%	48%	6%	16%
Somewhat favorable	15%	14%	15%	15%	18%	18%	13%	15%	16%	14%	23%	10%	14%
TOTAL UNFAVORABLE	48%	55%	47%	46%	45%	41%	49%	52%	43%	52%	21%	78%	50%
Somewhat unfavorable	9%	10%	10%	9%	9%	10%	9%	9%	9%	10%	11%	7%	13%
Very unfavorable	38%	45%	38%	36%	36%	31%	39%	43%	34%	42%	10%	71%	37%
Don’t know enough to have an opinion	12%	6%	15%	14%	10%	12%	17%	8%	9%	15%	7%	4%	17%
Never heard of him	4%	1%	2%	4%	7%	10%	2%	1%	2%	5%	1%	2%	2%

Support for Elon Musk's Efforts (1/2)

Q5Y. Elon Musk's primary job is to significantly reduce the size of the US Government and make it more efficient. Based on what you have read, seen or heard about how is doing so far so you support or oppose his efforts?

Base: American respondents (n=1,013)



Support for Elon Musk’s Efforts (2/2)

Q5Y. Elon Musk’s primary job is to significantly reduce the size of the US Government and make it more efficient. Based on what you have read, seen or heard about how is doing so far so you support or oppose his efforts?

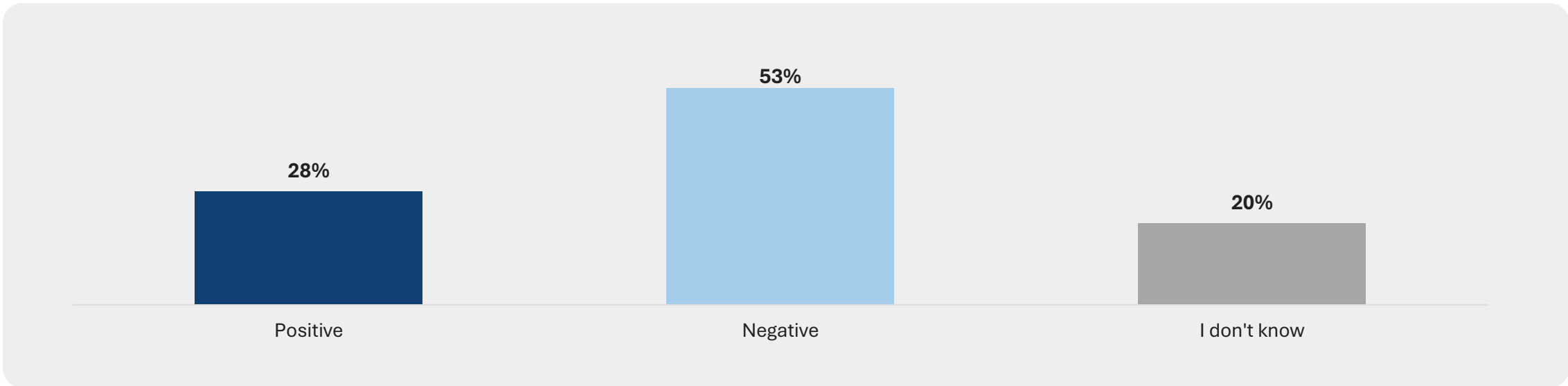
Base: American respondents (n=1,013)

	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330
TOTAL SUPPORT	43%	42%	45%	44%	41%	47%	37%	45%	53%	34%	79%	22%	39%
Strongly support	26%	25%	25%	28%	25%	26%	23%	29%	34%	18%	57%	8%	23%
Somewhat support	17%	17%	20%	16%	15%	21%	15%	15%	18%	15%	22%	13%	16%
TOTAL OPPOSE	44%	51%	42%	43%	41%	34%	47%	49%	38%	49%	15%	72%	46%
Somewhat oppose	9%	11%	11%	7%	9%	8%	10%	10%	9%	9%	10%	9%	10%
Strongly oppose	34%	40%	31%	35%	32%	26%	37%	39%	29%	40%	6%	63%	36%
Unsure	13%	7%	13%	13%	19%	19%	16%	7%	9%	17%	6%	7%	15%

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=1,013)

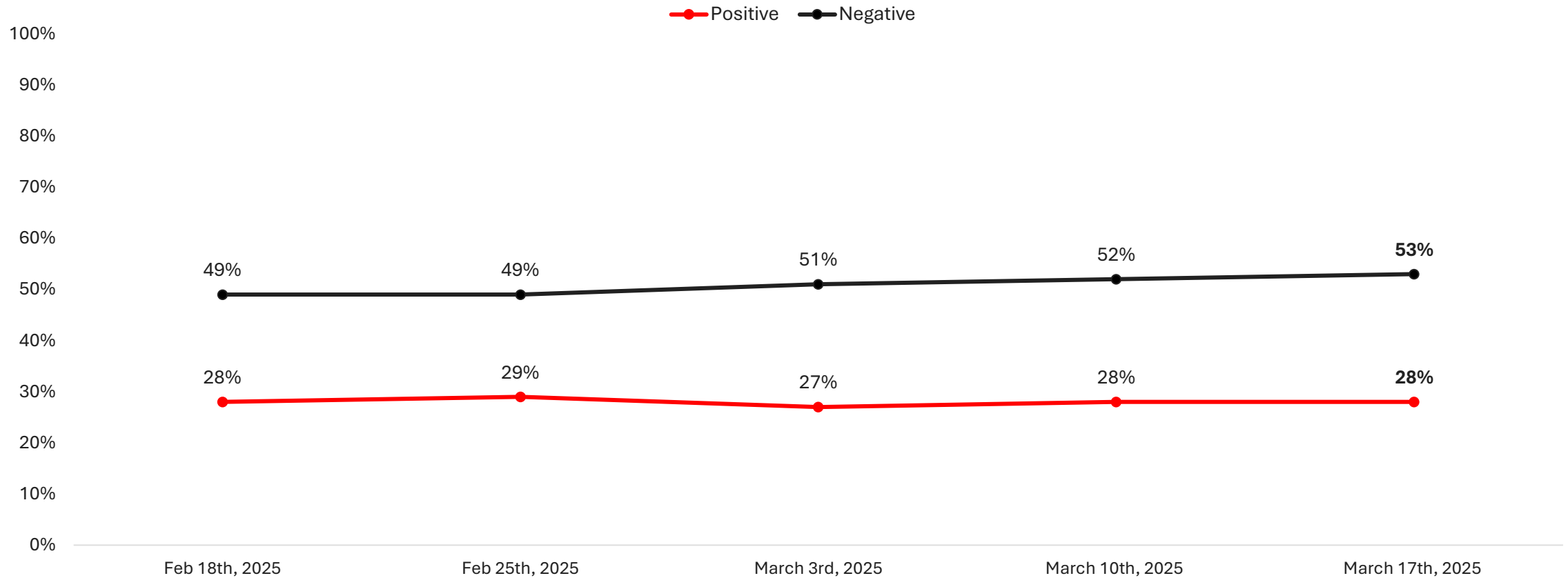


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 10 th 2025	Gap
<i>Weighted n=</i>	1,013	178	209	386	240	313	313	386	497	516	284	304	316	1,010	
<i>Unweighted n=</i>	1,013	188	219	341	265	203	338	472	498	515	298	295	330	1,010	
Positive	28%	30%	27%	29%	24%	27%	24%	31%	35%	21%	61%	10%	21%	28%	=
Negative	53%	55%	50%	52%	54%	53%	51%	54%	50%	56%	21%	83%	57%	52%	+1
I don't know	20%	14%	23%	18%	22%	19%	25%	16%	16%	23%	18%	6%	22%	20%	=

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



Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,568)

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

Gender

	Unweighted	Weighted
Male	804	765
Female	764	803

Language (Mother Tongue)

	Unweighted	Weighted
French	373	309
English	1,058	1,127
Other	137	132

Age

	Unweighted	Weighted
18 to 34	387	418
35 to 54	480	504
55+	701	646

Province

	Unweighted	Weighted
British Columbia	151	218
Alberta	142	175
Manitoba/Saskatchewan	125	101
Ontario	622	607
Quebec	427	362
Atlantic	101	106

Respondent profiles – *American Sample*

(Base n=1,013)

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

Gender

	Unweighted	Weighted
Male	498	497
Female	515	516

Region

	Unweighted	Weighted
Northeast	188	178
Midwest	219	209
South	341	386
West	265	240

Age

	Unweighted	Weighted
Between 18 and 34	203	313
Between 35 and 54	338	313
55 and older	472	386

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

MONTREAL | QUEBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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