

## Trump Tariffs Tracker

March 24, 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= 1,599**  
American sample: **n= 1,012**)

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

## Weighting

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

## When

Data collection from **March 21 to March 24, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.45%**, (19 times out of 20) for the Canadian sample and **±3.08%**, (19 times out of 20) for the American sample.

## Significant differences

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

## Rounded data

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

## Questions

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

## Notes

A more detailed methodology is presented in the Appendix.

# The **Most Accurate** Polling Firm in Canada

## CANADA 2021

**LEGER POLL**  
Published on  
September 18, 2021

**OFFICIALS RESULTS**  
2021 Canada  
Federal Election

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

## BRITISH COLUMBIA 2024

**LEGER POLL**  
Published on  
October 18, 2024

**OFFICIALS RESULTS**  
2024 British Columbia  
Provincial Election

|        |     |     |
|--------|-----|-----|
|        | 46% | 45% |
|        | 42% | 43% |
|        | 9%  | 8%  |
| 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%  |

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## New this week

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

### TOP ISSUES IN CANADA

**Canadians still cite U.S. tariffs, Trump and economic aggression (32%) as the top issue**, despite a 9-point drop since last week. Inflation comes second, with a fifth of respondents (21%) identifying it as the main problem facing Canada.

### ECONOMIC CONCERNS & CONSUMER BEHAVIOR

**70% of Canadians have reduced their purchases of American products in stores, and 74% have increased their purchases of Canadian-made goods.** Furthermore, 83% perceive recent price increases, an 8-point increase since the last measure. On the other hand, 73% of American respondents perceive prices increases.

### CANADA'S SOVEREIGNTY AND STATES JOINING CANADA AS PROVINCES

**Only 9% of Canadians believe it is likely that Canada will become the 51st U.S. state.** By contrast, 20% of Americans would like their state to join Canada and become a Canadian province, a proportion that is higher among respondents aged 18 to 34 (30%).

### TRUMP'S ECONOMIC POLICIES

**35% of Americans support tariffs on Canadian imports, but 29% believe that tariffs negatively impact the U.S. economy.** Additionally, 68% are worried about rising grocery prices due to tariffs.

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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=1,599)

### *% 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=1,599)

| <b>% YES Presented</b>   | <b>Total Canada</b> | ATL        | QC         | ON         | MB/SK      | AB         | BC         | Male       | Female     | 18-34      | 35-54      | 55+        | <b>Total March 17<sup>th</sup> 2025</b> | <b>Gap</b> |
|--|---------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---|------------|
| <i>Weighted n=</i>   | <b>1,599</b>        | <b>108</b> | <b>369</b> | <b>619</b> | <b>103</b> | <b>178</b> | <b>223</b> | <b>780</b> | <b>819</b> | <b>427</b> | <b>515</b> | <b>658</b> | <b>1,568</b>                            |            |
| <i>Unweighted n=</i>   | <b>1,599</b>        | <b>105</b> | <b>425</b> | <b>620</b> | <b>136</b> | <b>140</b> | <b>173</b> | <b>830</b> | <b>769</b> | <b>453</b> | <b>476</b> | <b>670</b> | <b>1,568</b>                            |            |
| American products bought in stores   | <b>70%</b>          | 71%        | <b>76%</b> | 70%        | 69%        | 63%        | 67%        | <b>68%</b> | <b>73%</b> | <b>60%</b> | <b>63%</b> | <b>83%</b> | <b>71%</b>                              | -1         |
| American products bought online  | <b>68%</b>          | 69%        | <b>76%</b> | 66%        | 65%        | <b>58%</b> | 68%        | 66%        | 70%        | <b>58%</b> | <b>62%</b> | <b>79%</b> | <b>67%</b>                              | +1         |
| Products in general purchased on the Amazon platform                                   | <b>57%</b>          | 64%        | <b>68%</b> | 55%        | 50%        | 53%        | <b>49%</b> | 57%        | 58%        | <b>51%</b> | <b>51%</b> | <b>66%</b> | <b>59%</b>                              | -2         |
| American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.) | <b>55%</b>          | 62%        | <b>61%</b> | 56%        | <b>44%</b> | 50%        | 51%        | 56%        | 54%        | <b>43%</b> | <b>50%</b> | <b>67%</b> | <b>54%</b>                              | +1         |
| American retail chain stores (Walmart, Costco, Winners, etc.)                          | <b>48%</b>          | 50%        | 49%        | 49%        | <b>37%</b> | 42%        | 51%        | 48%        | 48%        | <b>40%</b> | 45%        | <b>55%</b> | <b>48%</b>                              | =          |

## 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=1,599)

|  |                        |  |  |  |  |  |  |           |
|--|------------------------|---|---|---|---|---|---|-----------|
|  | <b>% YES presented</b> | LPC   | CPC   | NDP   | BQ  | GPC   | PPC   |           |
|  | <i>Weighted n=</i>     | <b>1,599</b>  | <b>599</b>  | <b>511</b>  | <b>86</b>   | <b>73</b>   | <b>39</b>   | <b>36</b> |
|  | <i>Unweighted n=</i>   | <b>1,599</b>  | <b>650</b>  | <b>423</b>  | <b>127</b>  | <b>81</b>   | <b>38</b>   | <b>36</b> |
| American products bought in stores   | <b>70%</b>             | <b>88%</b>  | <b>56%</b>  | 73%   | <b>89%</b>  | 66%   | <b>46%</b>  |           |
| American products bought online  | <b>68%</b>             | <b>84%</b>  | <b>55%</b>  | 69%   | <b>89%</b>  | 72%   | <b>37%</b>  |           |
| Products in general purchased on the Amazon platform                                   | <b>57%</b>             | <b>72%</b>  | <b>41%</b>  | 64%   | <b>73%</b>  | 72%   | <b>34%</b>  |           |
| American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.) | <b>55%</b>             | <b>68%</b>  | <b>40%</b>  | 55%   | <b>72%</b>  | 66%   | 42%   |           |
| American retail chain stores (Walmart, Costco, Winners, etc.)                          | <b>48%</b>             | <b>60%</b>  | <b>35%</b>  | 47%   | 57%   | 65%   | <b>31%</b>  |           |

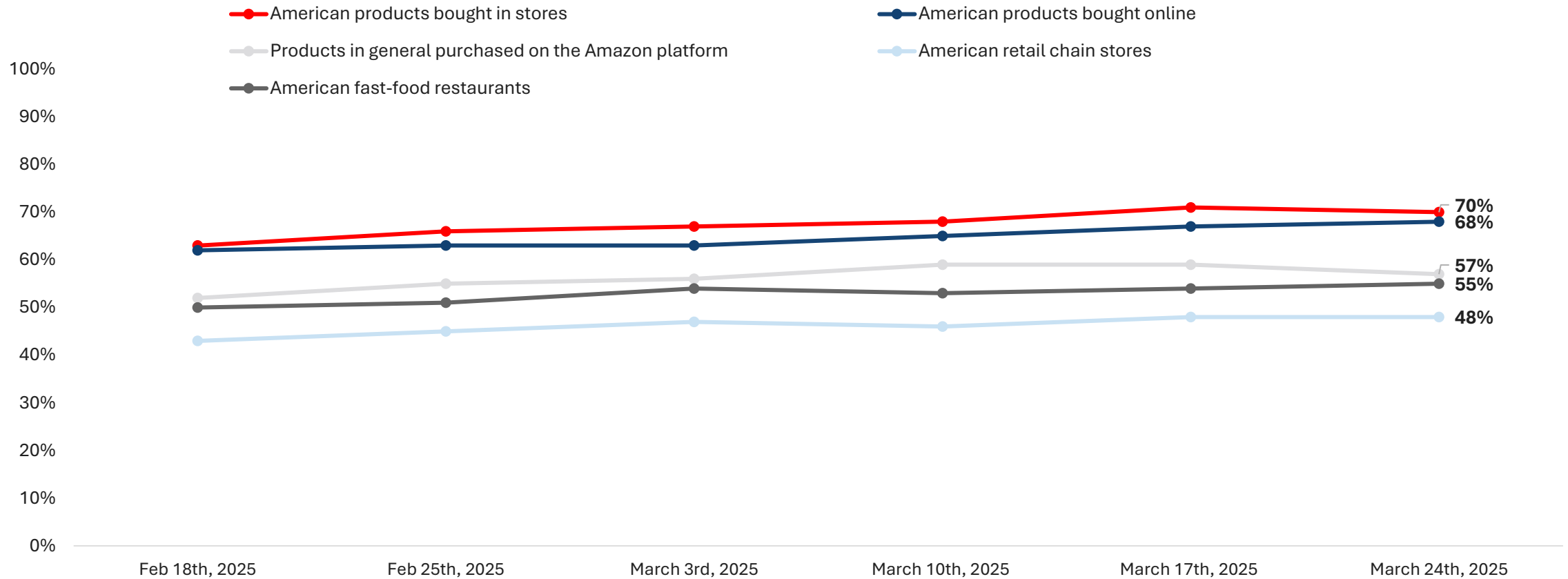


# Recent Changes in Consumer Purchasing Behavior – *Evolution*

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

Base: Canadian respondents

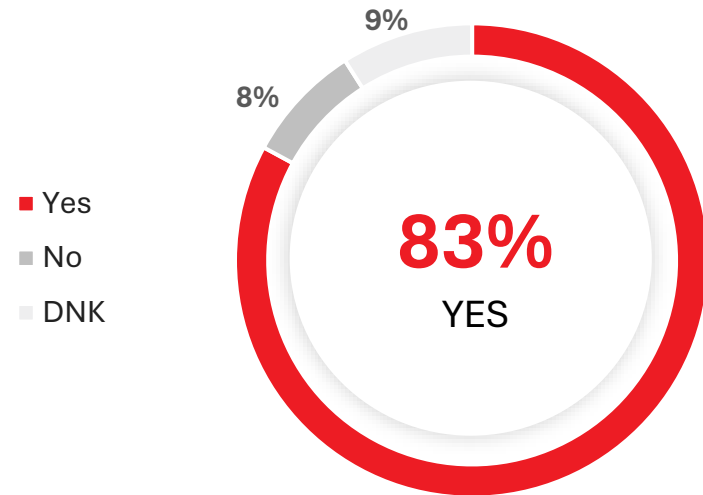
**% Total Yes Presented**



# Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,599)

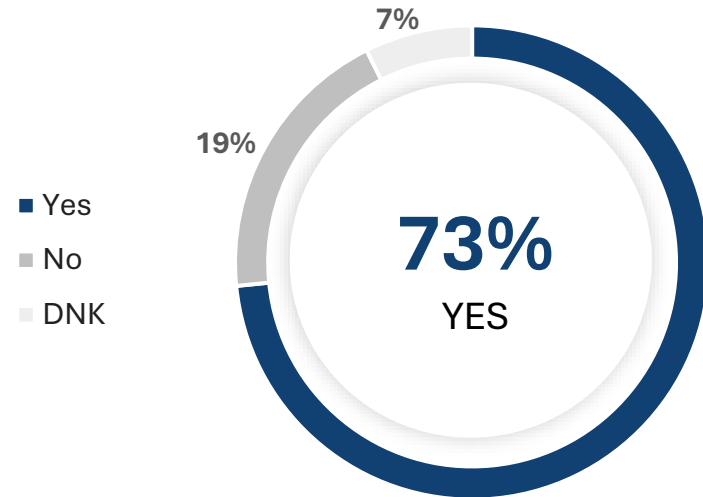


|                      | Total CANADA | ATL        | QC         | ON         | MB/SK      | AB         | BC         | Male       | Female     | 18-34      | 35-54      | 55+        | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------------------------------|-----|
| <i>Weighted n=</i>   | <b>1,599</b> | <b>108</b> | <b>369</b> | <b>619</b> | <b>103</b> | <b>178</b> | <b>223</b> | <b>780</b> | <b>819</b> | <b>427</b> | <b>515</b> | <b>658</b> | <b>1,568</b>                      |     |
| <i>Unweighted n=</i> | <b>1,599</b> | <b>105</b> | <b>425</b> | <b>620</b> | <b>136</b> | <b>140</b> | <b>173</b> | <b>830</b> | <b>769</b> | <b>453</b> | <b>476</b> | <b>670</b> | <b>1,568</b>                      |     |
| Yes                  | <b>83%</b>   | 84%        | 85%        | 82%        | 87%        | 85%        | 77%        | 83%        | 83%        | <b>79%</b> | 84%        | 85%        | <b>75%</b>                        | +8  |
| No                   | <b>8%</b>    | 5%         | 8%         | 8%         | 5%         | 6%         | 12%        | 9%         | 7%         | 9%         | 7%         | 8%         | <b>13%</b>                        | -5  |
| I don't know         | <b>9%</b>    | 11%        | 7%         | 10%        | 7%         | 9%         | 10%        | 8%         | 10%        | 12%        | 9%         | 7%         | <b>12%</b>                        | -3  |

# Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,012)



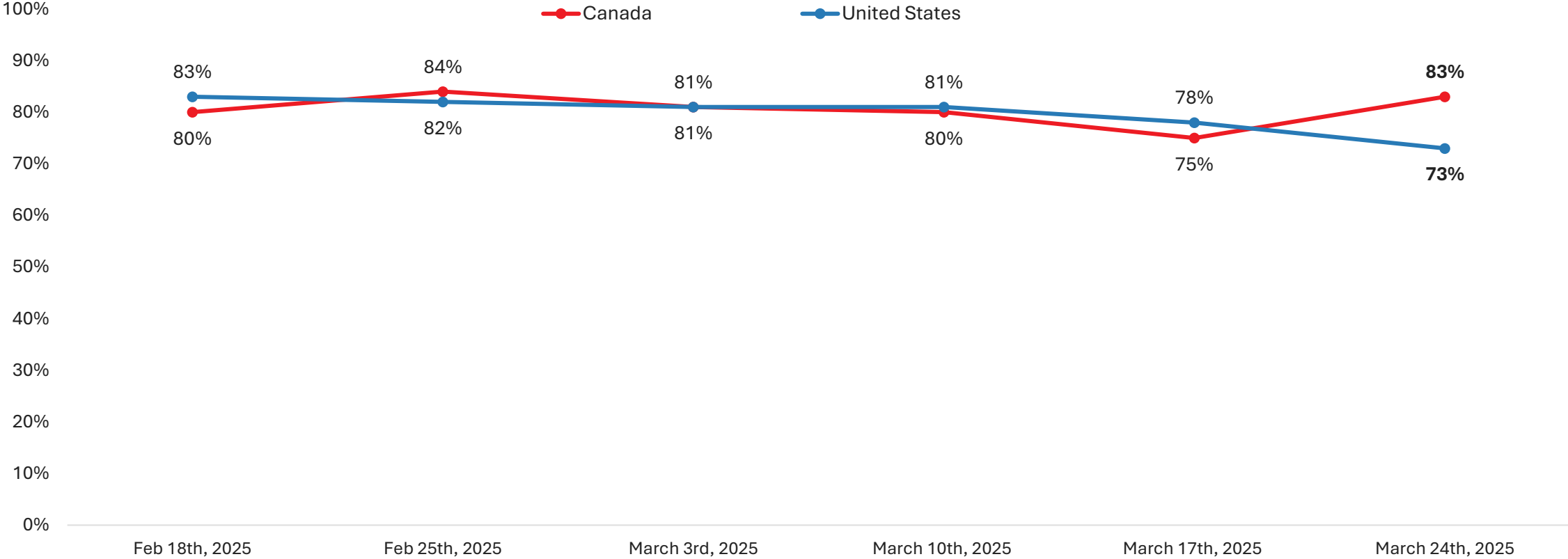
|                      | Total U.S.   | North East | Mid West   | South      | West       | 18-34      | 35-54      | 55+        | Male       | Female     | Republican | Democrat   | Independent | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------------------------|-----|
| <i>Weighted n=</i>   | <b>1,012</b> | <b>176</b> | <b>212</b> | <b>390</b> | <b>234</b> | <b>306</b> | <b>314</b> | <b>392</b> | <b>493</b> | <b>519</b> | <b>292</b> | <b>327</b> | <b>331</b>  | <b>1,013</b>                      |     |
| <i>Unweighted n=</i> | <b>1,012</b> | <b>201</b> | <b>230</b> | <b>378</b> | <b>203</b> | <b>192</b> | <b>339</b> | <b>481</b> | <b>479</b> | <b>533</b> | <b>296</b> | <b>309</b> | <b>342</b>  | <b>1,013</b>                      |     |
| Yes                  | <b>73%</b>   | 75%        | 73%        | 70%        | 78%        | 77%        | 75%        | 70%        | 73%        | 74%        | <b>57%</b> | <b>89%</b> | 73%         | <b>78%</b>                        | -5  |
| No                   | <b>19%</b>   | 19%        | 19%        | 22%        | 15%        | 16%        | 16%        | <b>25%</b> | 21%        | 17%        | <b>37%</b> | <b>6%</b>  | 19%         | <b>14%</b>                        | +5  |
| I don't know         | <b>7%</b>    | 7%         | 8%         | 8%         | 7%         | 7%         | 10%        | 6%         | 6%         | 9%         | 5%         | 5%         | 8%          | <b>8%</b>                         | -1  |

# Perception of Recent Consumer Price Increases – Evolution

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

Base: All respondents

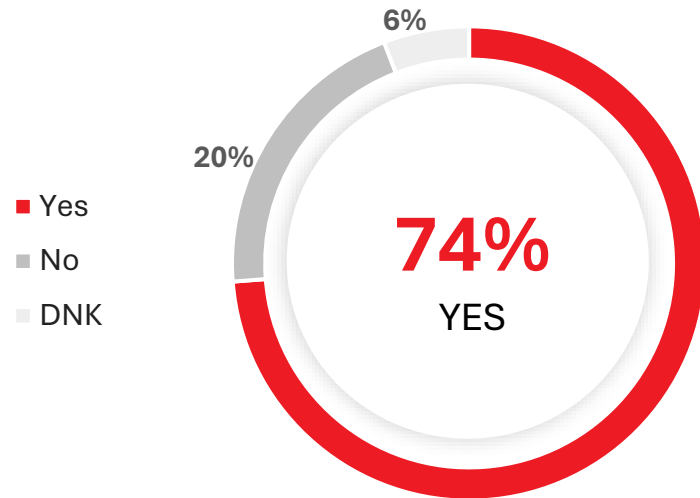
*% Total Yes Presented*



# Increase in Purchases of Local Canadian Products

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

Base: Canadian respondents (n=1,599)









|                      | Total CANADA | ATL        | QC         | ON         | MB/SK      | AB         | BC         | Male       | Female     | 18-34      | 35-54      | 55+        | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------------------------------|-----|
| <i>Weighted n=</i>   | <b>1,599</b> | <b>108</b> | <b>369</b> | <b>619</b> | <b>103</b> | <b>178</b> | <b>223</b> | <b>780</b> | <b>819</b> | <b>427</b> | <b>515</b> | <b>658</b> | <b>1,568</b>                      |     |
| <i>Unweighted n=</i> | <b>1,599</b> | <b>105</b> | <b>425</b> | <b>620</b> | <b>136</b> | <b>140</b> | <b>173</b> | <b>830</b> | <b>769</b> | <b>453</b> | <b>476</b> | <b>670</b> | <b>1,568</b>                      |     |
| Yes                  | <b>74%</b>   | 79%        | 75%        | 74%        | 74%        | 70%        | 71%        | 71%        | 76%        | <b>66%</b> | <b>68%</b> | <b>83%</b> | <b>73%</b>                        | +1  |
| No                   | <b>20%</b>   | 19%        | 20%        | 20%        | 14%        | 24%        | 25%        | <b>23%</b> | <b>18%</b> | <b>25%</b> | <b>26%</b> | <b>13%</b> | <b>20%</b>                        | =   |
| I don't know         | <b>6%</b>    | <b>2%</b>  | 5%         | 6%         | <b>12%</b> | 7%         | 5%         | 6%         | 6%         | <b>8%</b>  | 6%         | <b>4%</b>  | <b>7%</b>                         | -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?

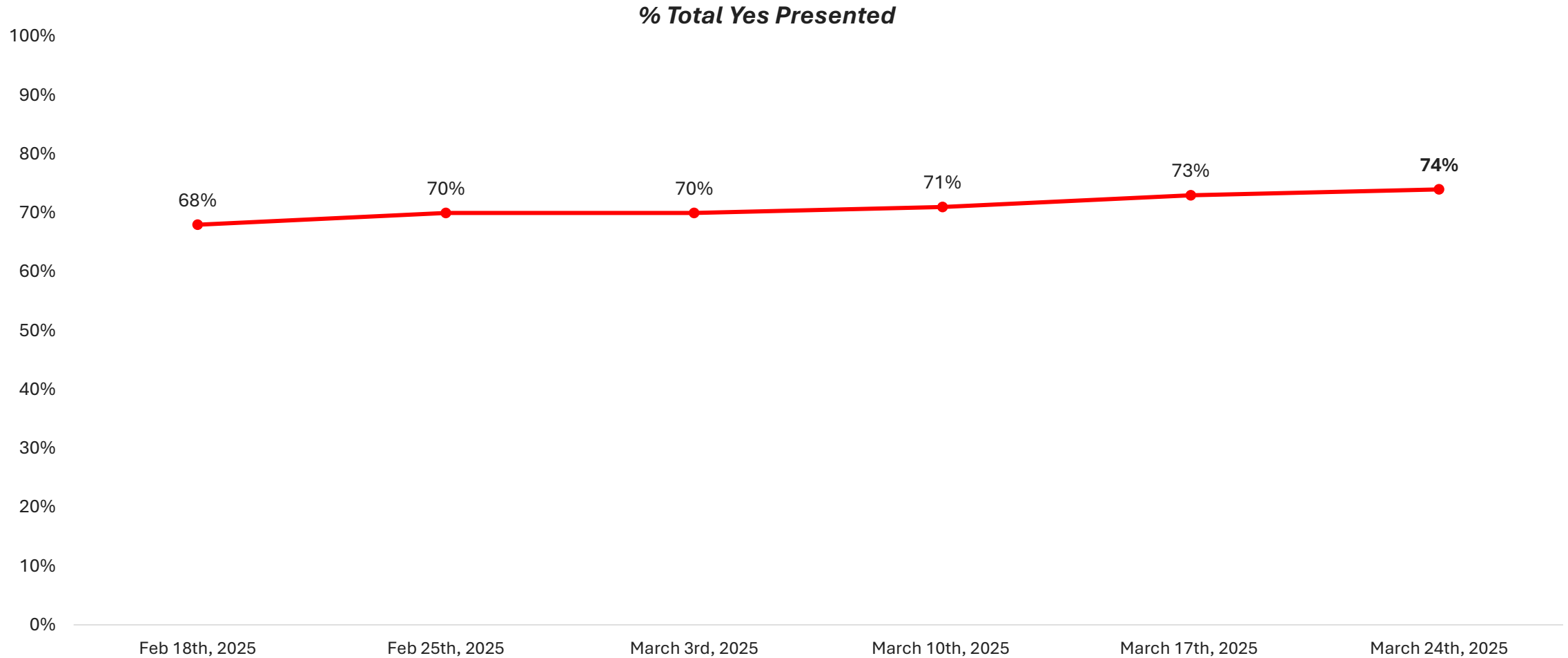
Base: Canadian respondents (n=1,599)

|               |              |  |  |  |  |  |  |
|---------------|--------------|---|---|---|---|---|---|
|               | Total Canada | LPC   | CPC   | NDP   | BQ  | GPC   | PPC   |
| Weighted n=   | 1,599        | 599   | 511   | 86  | 73  | 39  | 36  |
| Unweighted n= | 1,599        | 650   | 423   | 127   | 81  | 38  | 36  |
| Yes           | 74%          | 90%   | 62%   | 77%   | 88%   | 64%   | 43%   |
| No            | 20%          | 7%  | 32%   | 13%   | 10%   | 36%   | 48%   |
| I don't know  | 6%           | 3%  | 6%  | 9%  | 2%  | 0%  | 9%  |

## 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



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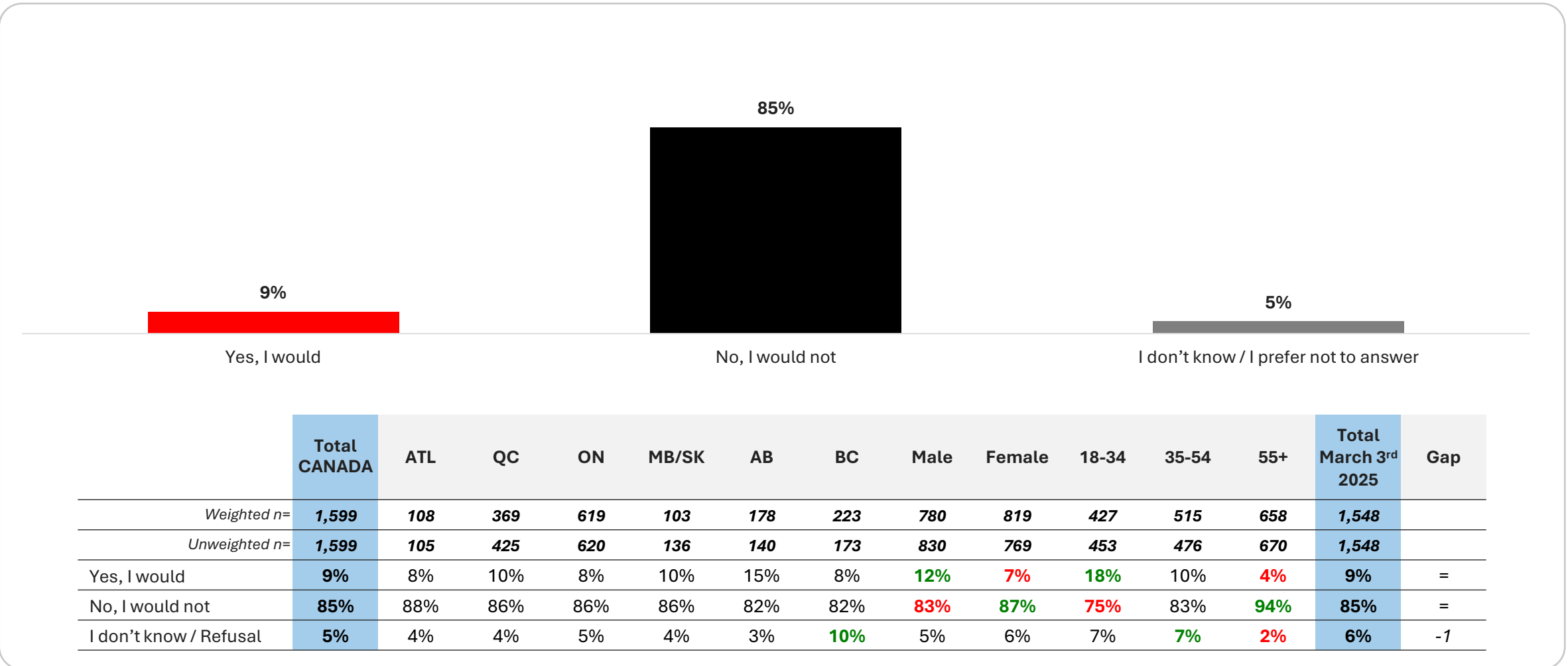
Canada's **Sovereignty** & States  
Joining Canada as Provinces



## Level of Interest : Canada to Become the 51st State of the United States (1/2)

**Q25Z.** Would you or would you not like Canada to become the 51st state of the United States?







Base: All respondents (n=1,599)



## Level of Interest : Canada to Become the 51st State of the United States (2/2)

**Q25Z.** Would you or would you not like Canada to become the 51st state of the United States?

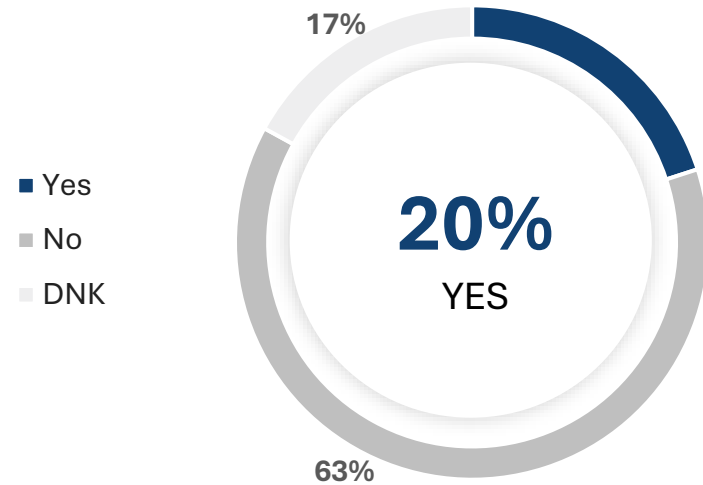
Base: All respondents (n=1,599)

|                 |              |  |  |  |  |  |  |
|-----------------|--------------|---|---|---|---|---|---|
|                 | Total Canada | LPC   | CPC   | NDP   | BQ  | GPC   | PPC   |
| Weighted n=     | 1,599        | 599   | 511   | 86  | 73  | 39  | 36  |
| Unweighted n=   | 1,599        | 650   | 423   | 127   | 81  | 38  | 36  |
| Yes, I would    | 9%           | 4%  | 16%   | 8%  | 3%  | 12%   | 30%   |
| No, I would not | 85%          | 95%   | 75%   | 90%   | 97%   | 88%   | 59%   |
| DK / Refusal    | 5%           | 0%  | 9%  | 2%  | 0%  | 0%  | 10%   |

# Support for U.S. States Joining Canada as Provinces

**Q1A.** Would you like your state to join Canada and become a Canadian province?

Base: American respondents (n=1,012)



|                      | Total U.S.   | North East | Mid West   | South      | West       | 18-34      | 35-54      | 55+        | Male       | Female     | Republican | Democrat   | Independent |
|----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| <i>Weighted n=</i>   | <b>1,012</b> | <b>176</b> | <b>212</b> | <b>390</b> | <b>234</b> | <b>306</b> | <b>314</b> | <b>392</b> | <b>493</b> | <b>519</b> | <b>292</b> | <b>327</b> | <b>331</b>  |
| <i>Unweighted n=</i> | <b>1,012</b> | <b>201</b> | <b>230</b> | <b>378</b> | <b>203</b> | <b>192</b> | <b>339</b> | <b>481</b> | <b>479</b> | <b>533</b> | <b>296</b> | <b>309</b> | <b>342</b>  |
| Yes                  | <b>20%</b>   | 16%        | 25%        | <b>16%</b> | 24%        | <b>30%</b> | 19%        | <b>11%</b> | 19%        | 20%        | 17%        | 21%        | 22%         |
| No                   | <b>63%</b>   | 63%        | 59%        | <b>68%</b> | 58%        | <b>50%</b> | 62%        | <b>74%</b> | <b>68%</b> | <b>59%</b> | <b>71%</b> | 63%        | 61%         |
| I don't know         | <b>17%</b>   | 21%        | 16%        | 16%        | 18%        | 20%        | 18%        | 15%        | <b>13%</b> | <b>21%</b> | <b>12%</b> | 16%        | 17%         |

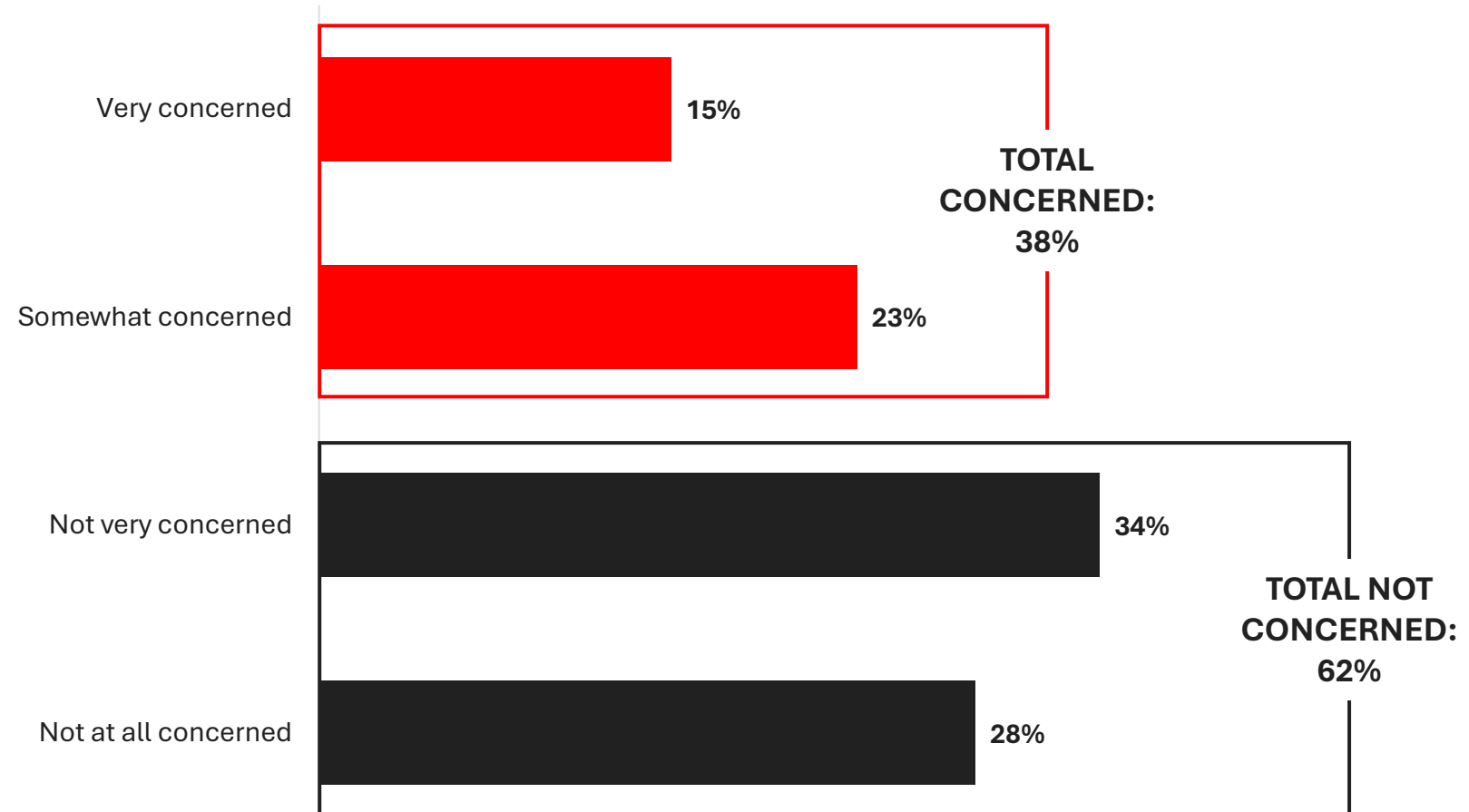
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Employment Security

## 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=815)



## Concerns About Losing Job (2/2)

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

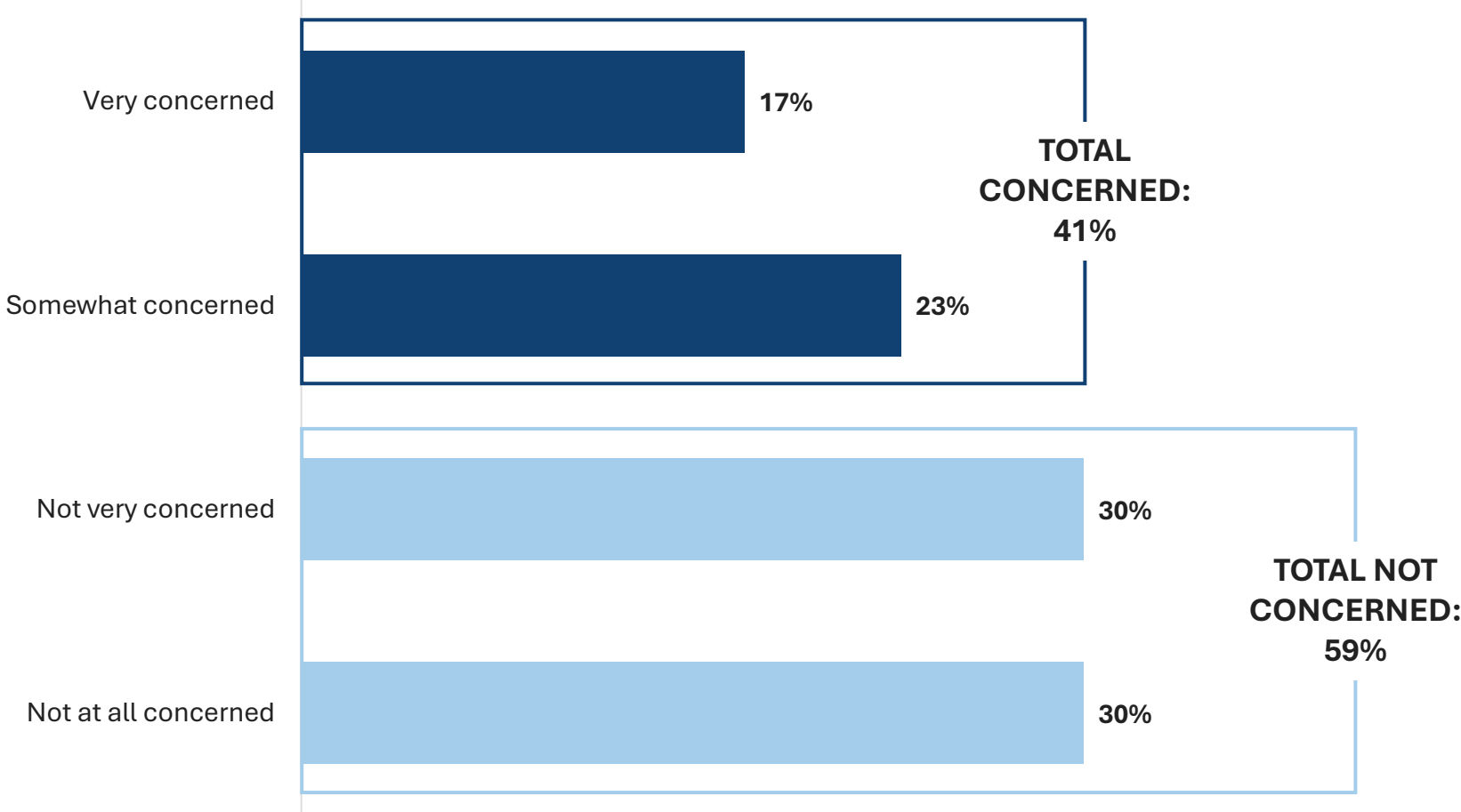
Base: Canadian respondents who are currently employed (n=815)

|                            | Total CANADA | ATL | QC  | ON  | MB/SK | AB  | BC  | Male | Female | 18-34 | 35-54 | 55+ | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------------|--------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-----------------------------------|-----|
| Weighted n=                | 793          | 54  | 169 | 325 | 57    | 81  | 107 | 402  | 390    | 261   | 359   | 173 | 767                               |     |
| Unweighted n=              | 815          | 54  | 216 | 316 | 73    | 64  | 92  | 452  | 363    | 289   | 352   | 174 | 803                               |     |
| <b>TOTAL CONCERNED</b>     | <b>38%</b>   | 34% | 32% | 44% | 40%   | 41% | 31% | 43%  | 33%    | 47%   | 37%   | 28% | 43%                               | -5  |
| Very concerned             | 15%          | 6%  | 10% | 19% | 21%   | 16% | 13% | 17%  | 14%    | 19%   | 15%   | 10% | 14%                               | +1  |
| Somewhat concerned         | 23%          | 28% | 22% | 25% | 20%   | 25% | 18% | 26%  | 20%    | 28%   | 22%   | 18% | 29%                               | -6  |
| <b>TOTAL NOT CONCERNED</b> | <b>62%</b>   | 66% | 68% | 56% | 60%   | 59% | 69% | 57%  | 67%    | 53%   | 63%   | 72% | 57%                               | +5  |
| Not very concerned         | 34%          | 43% | 37% | 29% | 33%   | 38% | 33% | 31%  | 36%    | 32%   | 33%   | 37% | 34%                               | =   |
| Not at all concerned       | 28%          | 22% | 32% | 27% | 26%   | 20% | 36% | 26%  | 31%    | 21%   | 30%   | 36% | 23%                               | +5  |

# 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=478)



## 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=478)

|                            | Total U.S. | North East | Mid West   | South      | West       | 18-34      | 35-54      | 55+        | Male       | Female     | Republican | Democrat   | Independent | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------------------------|-----|
| <i>Weighted n=</i>         | <b>500</b> | <b>78</b>  | <b>100</b> | <b>204</b> | <b>117</b> | <b>173</b> | <b>204</b> | <b>123</b> | <b>295</b> | <b>204</b> | <b>167</b> | <b>168</b> | <b>140</b>  | <b>478</b>                        |     |
| <i>Unweighted n=</i>       | <b>478</b> | <b>86</b>  | <b>106</b> | <b>184</b> | <b>102</b> | <b>110</b> | <b>211</b> | <b>157</b> | <b>268</b> | <b>210</b> | <b>157</b> | <b>145</b> | <b>149</b>  | <b>471</b>                        |     |
| <b>TOTAL CONCERNED</b>     | <b>41%</b> | 42%        | 32%        | 42%        | 44%        | 49%        | 42%        | <b>28%</b> | 40%        | 41%        | 39%        | 45%        | 39%         | <b>41%</b>                        | =   |
| Very concerned             | <b>17%</b> | 18%        | 13%        | 18%        | 18%        | 21%        | 19%        | <b>8%</b>  | 18%        | 15%        | 23%        | 15%        | 13%         | <b>19%</b>                        | -2  |
| Somewhat concerned         | <b>23%</b> | 24%        | 19%        | 24%        | 26%        | 27%        | 22%        | 19%        | 22%        | 26%        | <b>16%</b> | 29%        | 27%         | <b>23%</b>                        | =   |
| <b>TOTAL NOT CONCERNED</b> | <b>59%</b> | 58%        | 68%        | 58%        | 56%        | 51%        | 58%        | <b>72%</b> | 60%        | 59%        | 61%        | 55%        | 61%         | <b>59%</b>                        | =   |
| Not very concerned         | <b>30%</b> | 29%        | 30%        | 31%        | 28%        | 25%        | 32%        | 34%        | 28%        | 33%        | 29%        | 25%        | 35%         | <b>33%</b>                        | -3  |
| Not at all concerned       | <b>30%</b> | 28%        | 38%        | 26%        | 28%        | 26%        | 27%        | <b>38%</b> | 32%        | 26%        | 32%        | 30%        | 25%         | <b>25%</b>                        | +5  |

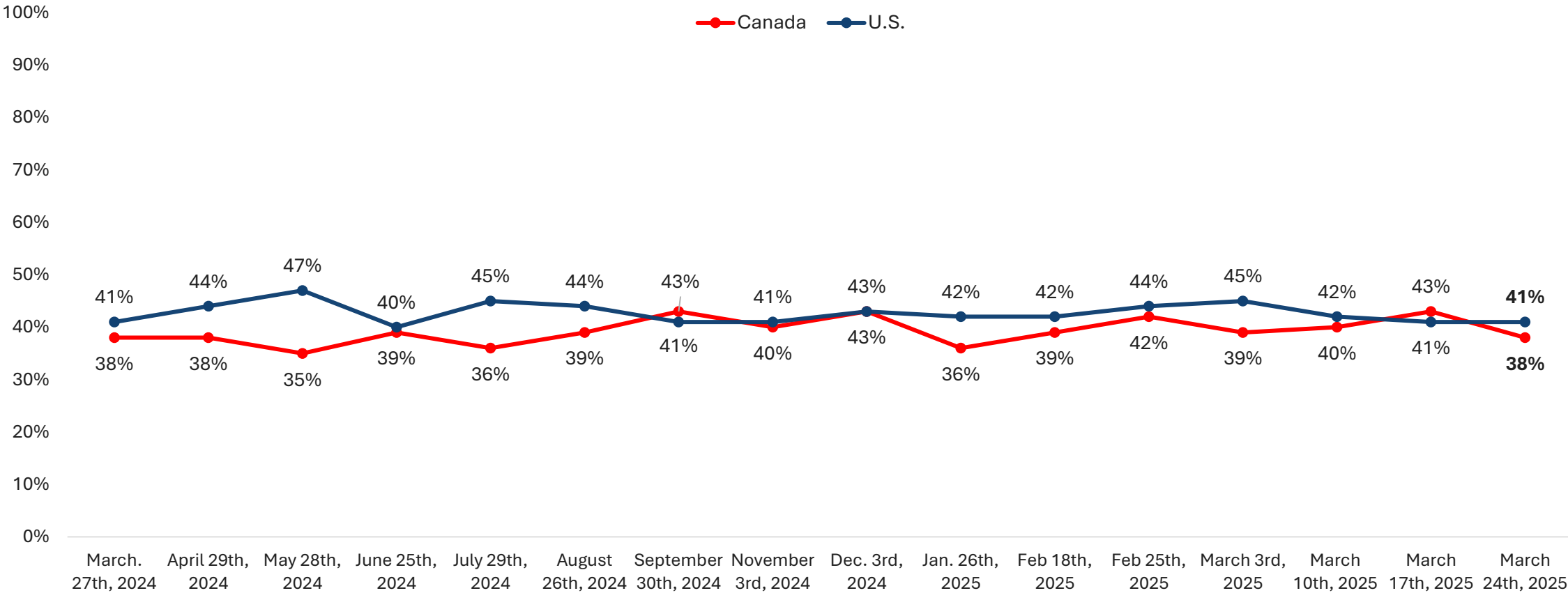


# Concerns About Losing Job – Evolution

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

Base: Respondents who are currently employed

**% Total Concerned Presented**



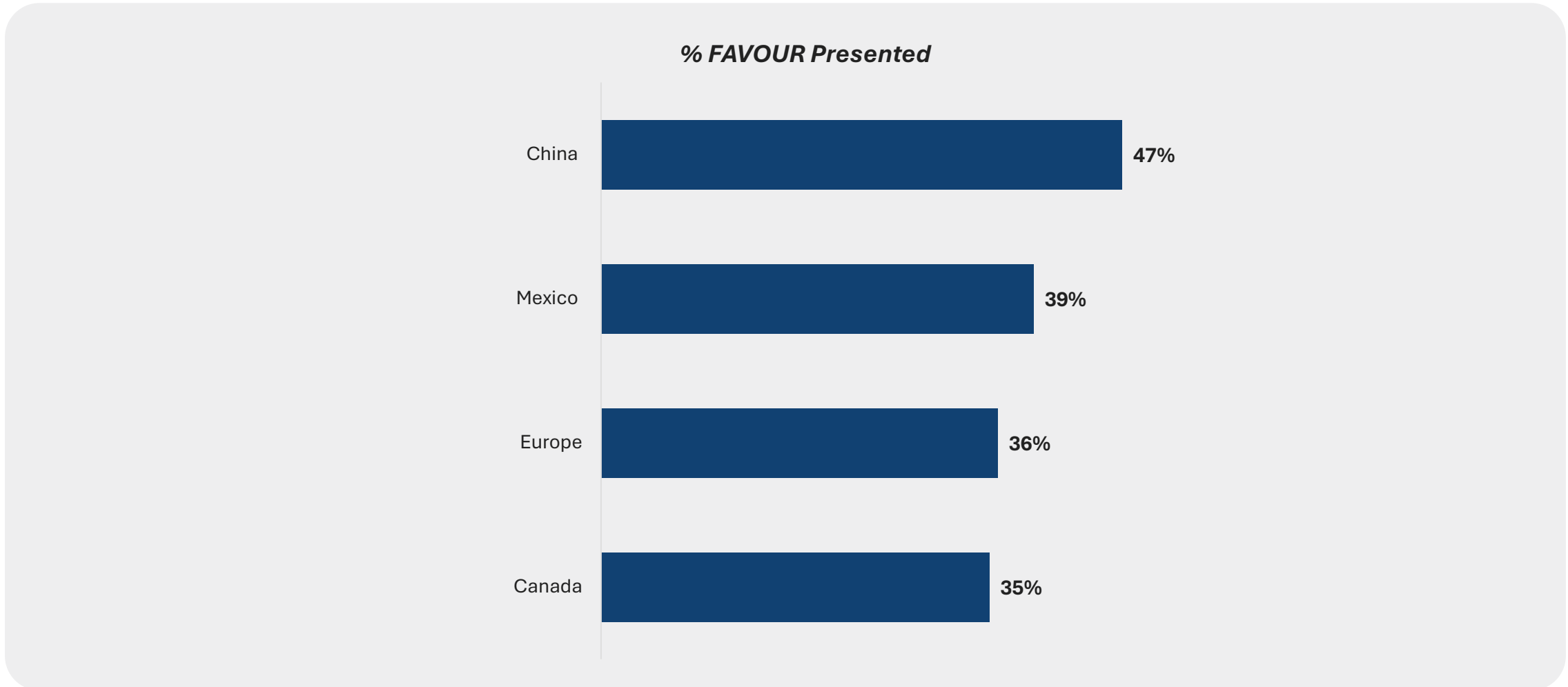
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# American Attitudes re: Trump Economic Policies

## 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=1,012)



## 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?

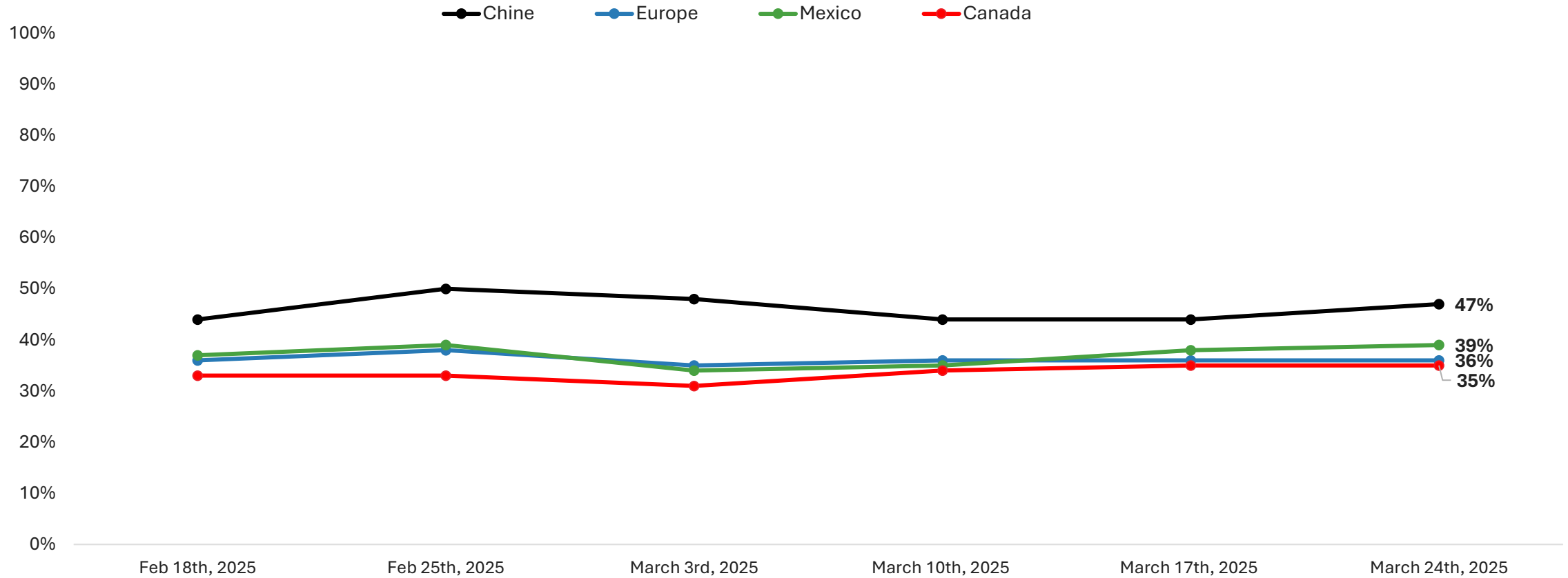
Base: American respondents (n=1,012)

| <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 17 <sup>th</sup> 2025 | Gap |
|---------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------------------------|-----|
| <i>Weighted n=</i>        | <b>1,012</b> | <b>176</b> | <b>212</b> | <b>390</b> | <b>234</b> | <b>306</b> | <b>314</b> | <b>392</b> | <b>493</b> | <b>519</b> | <b>292</b> | <b>327</b> | <b>331</b>  | <b>1,013</b>                      |     |
| <i>Unweighted n=</i>      | <b>1,012</b> | <b>201</b> | <b>230</b> | <b>378</b> | <b>203</b> | <b>192</b> | <b>339</b> | <b>481</b> | <b>479</b> | <b>533</b> | <b>296</b> | <b>309</b> | <b>342</b>  | <b>1,013</b>                      |     |
| China                     | <b>47%</b>   | 44%        | 51%        | 50%        | 41%        | <b>38%</b> | 44%        | <b>56%</b> | <b>54%</b> | <b>40%</b> | <b>78%</b> | <b>27%</b> | 44%         | <b>44%</b>                        | +3  |
| Mexico                    | <b>39%</b>   | 32%        | 35%        | <b>45%</b> | 37%        | 36%        | 39%        | 41%        | <b>46%</b> | <b>32%</b> | <b>69%</b> | <b>24%</b> | <b>30%</b>  | <b>38%</b>                        | +1  |
| Europe                    | <b>36%</b>   | 29%        | 34%        | <b>41%</b> | 34%        | 33%        | 34%        | 39%        | <b>43%</b> | <b>29%</b> | <b>65%</b> | <b>23%</b> | <b>28%</b>  | <b>36%</b>                        | =   |
| Canada                    | <b>35%</b>   | 31%        | 32%        | 39%        | 33%        | 36%        | 34%        | 34%        | <b>43%</b> | <b>27%</b> | <b>63%</b> | <b>22%</b> | <b>26%</b>  | <b>35%</b>                        | =   |

## 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?

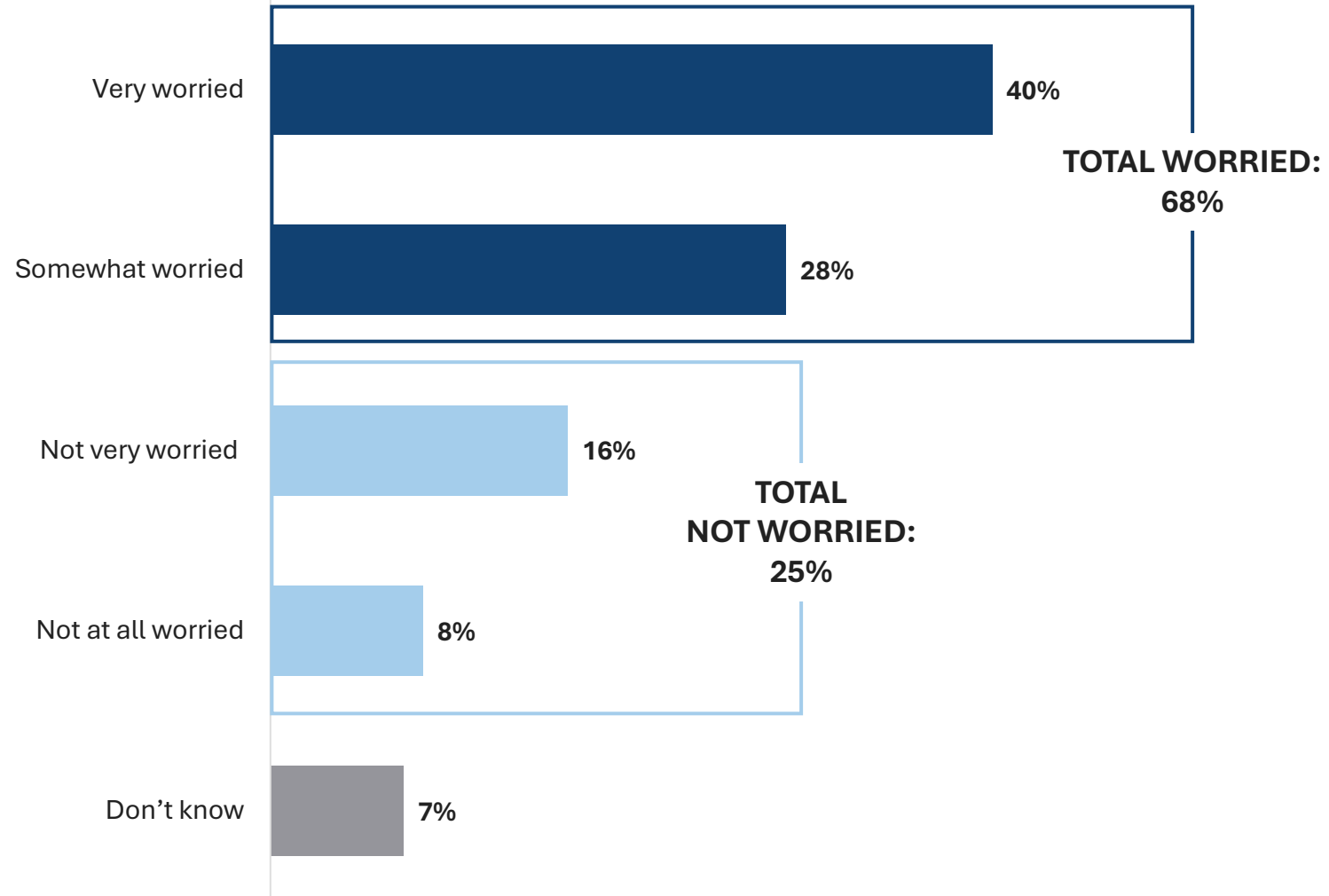
Base: American respondents



## 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=1,012)



## 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?

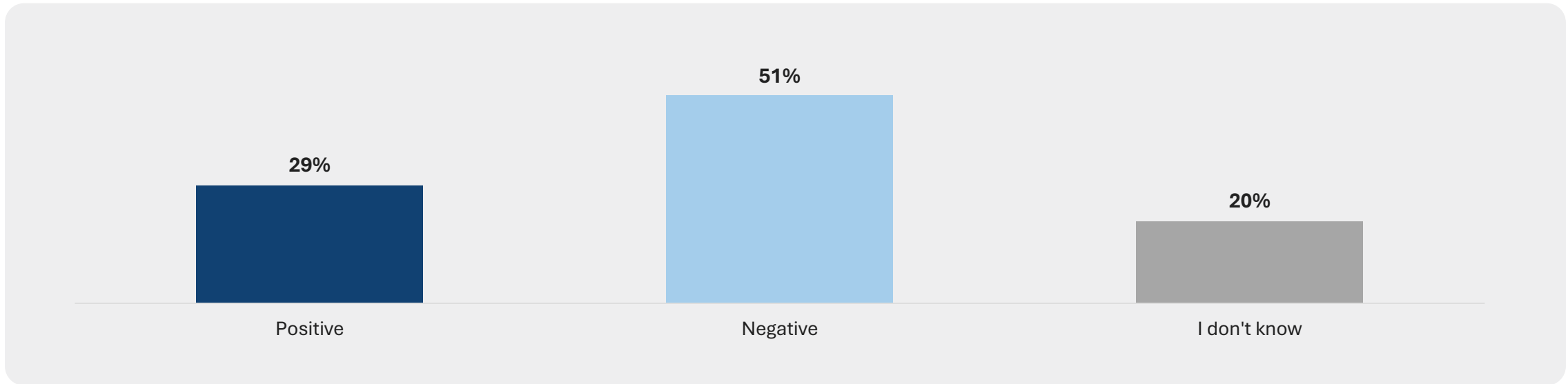
Base: American respondents (n=1,012)

|                          | Total U.S.   | North East | Mid West   | South      | West       | 18-34      | 35-54      | 55+        | Male       | Female     | Republican | Democrat   | Independent | Total March 17 <sup>th</sup> 2025 | Gap |
|--------------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------------------------|-----|
| <i>Weighted n=</i>       | <b>1,012</b> | <b>176</b> | <b>212</b> | <b>390</b> | <b>234</b> | <b>306</b> | <b>314</b> | <b>392</b> | <b>493</b> | <b>519</b> | <b>292</b> | <b>327</b> | <b>331</b>  | <b>1,013</b>                      |     |
| <i>Unweighted n=</i>     | <b>1,012</b> | <b>201</b> | <b>230</b> | <b>378</b> | <b>203</b> | <b>192</b> | <b>339</b> | <b>481</b> | <b>479</b> | <b>533</b> | <b>296</b> | <b>309</b> | <b>342</b>  | <b>1,013</b>                      |     |
| <b>TOTAL WORRIED</b>     | <b>68%</b>   | 68%        | 69%        | 68%        | 67%        | <b>75%</b> | 66%        | 64%        | 65%        | 71%        | <b>46%</b> | <b>92%</b> | 66%         | <b>72%</b>                        | -4  |
| Very worried             | <b>40%</b>   | 42%        | 39%        | 38%        | 40%        | 41%        | 38%        | 40%        | 36%        | 43%        | <b>18%</b> | <b>64%</b> | 37%         | <b>46%</b>                        | -6  |
| Somewhat worried         | <b>28%</b>   | 25%        | 30%        | 30%        | 27%        | 35%        | 28%        | <b>24%</b> | 29%        | 28%        | 28%        | 28%        | 28%         | <b>26%</b>                        | +2  |
| <b>TOTAL NOT WORRIED</b> | <b>25%</b>   | 24%        | 24%        | 24%        | 28%        | <b>16%</b> | 24%        | <b>32%</b> | <b>30%</b> | <b>20%</b> | <b>48%</b> | <b>6%</b>  | 26%         | <b>21%</b>                        | +4  |
| Not very worried         | <b>16%</b>   | 18%        | 16%        | 16%        | 16%        | <b>10%</b> | 18%        | <b>20%</b> | 18%        | 14%        | <b>32%</b> | <b>2%</b>  | 18%         | <b>14%</b>                        | +2  |
| Not at all worried       | <b>8%</b>    | 6%         | 8%         | 8%         | 12%        | 6%         | 7%         | <b>12%</b> | <b>11%</b> | <b>6%</b>  | <b>16%</b> | <b>3%</b>  | 8%          | <b>7%</b>                         | +1  |
| Don't know               | <b>7%</b>    | 8%         | 7%         | 8%         | 5%         | 9%         | 10%        | <b>4%</b>  | 5%         | 9%         | 6%         | <b>2%</b>  | 9%          | <b>7%</b>                         | =   |

# 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=1,012)



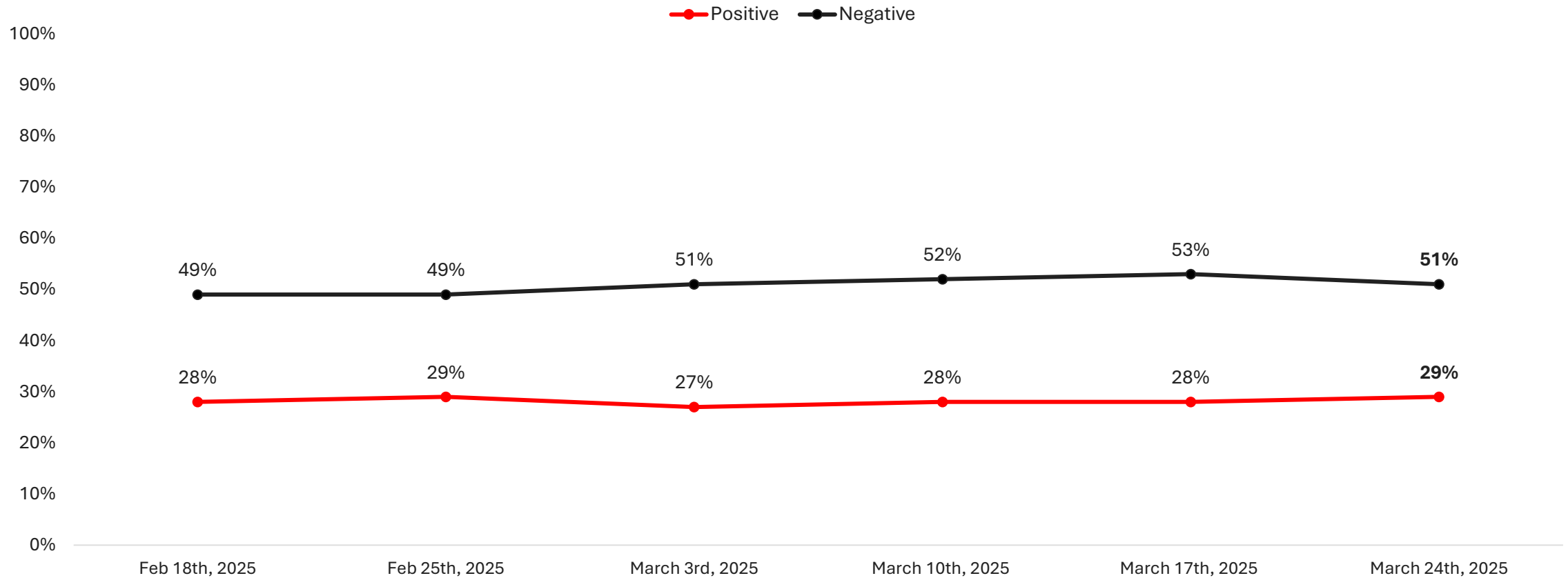
|                      | Total U.S.   | North East | Mid West   | South      | West       | 18-34      | 35-54      | 55+        | Male       | Female     | Republican | Democrat   | Independent | Total March 17 <sup>th</sup> 2025 | Gap |
|----------------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|-----------------------------------|-----|
| <i>Weighted n=</i>   | <b>1,012</b> | <b>176</b> | <b>212</b> | <b>390</b> | <b>234</b> | <b>306</b> | <b>314</b> | <b>392</b> | <b>493</b> | <b>519</b> | <b>292</b> | <b>327</b> | <b>331</b>  | <b>1,013</b>                      |     |
| <i>Unweighted n=</i> | <b>1,012</b> | <b>201</b> | <b>230</b> | <b>378</b> | <b>203</b> | <b>192</b> | <b>339</b> | <b>481</b> | <b>479</b> | <b>533</b> | <b>296</b> | <b>309</b> | <b>342</b>  | <b>1,013</b>                      |     |
| Positive             | <b>29%</b>   | 23%        | 27%        | <b>35%</b> | 25%        | 28%        | 29%        | 30%        | <b>35%</b> | <b>23%</b> | <b>59%</b> | <b>12%</b> | <b>23%</b>  | <b>28%</b>                        | +1  |
| Negative             | <b>51%</b>   | 54%        | 51%        | 48%        | 54%        | 53%        | 48%        | 52%        | <b>46%</b> | <b>56%</b> | <b>18%</b> | <b>76%</b> | <b>57%</b>  | <b>53%</b>                        | -2  |
| I don't know         | <b>20%</b>   | 23%        | 22%        | 17%        | 21%        | 19%        | 24%        | 18%        | 19%        | 21%        | 23%        | <b>12%</b> | 20%         | <b>20%</b>                        | =   |



## Perceived Impact of Trump Administration's Tariffs on the U.S. Economy – *Evolution*

**Q4Z.** Do you believe that tariffs on imports from other countries imposed by the Trump administration will have a positive or a negative effect on the US economy?

Base: American respondents



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# Respondent Profile

## Respondent profiles – *Canadian Sample*

(Base n=1,599)

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

### Gender

|        | Unweighted | Weighted   |
|--------|------------|------------|
| Male   | <b>830</b> | <b>780</b> |
| Female | <b>769</b> | <b>819</b> |

### Language (Mother Tongue)

|         | Unweighted   | Weighted     |
|---------|--------------|--------------|
| French  | <b>362</b>   | <b>315</b>   |
| English | <b>1,085</b> | <b>1,139</b> |
| Other   | <b>151</b>   | <b>144</b>   |

### Age

|          | Unweighted | Weighted   |
|----------|------------|------------|
| 18 to 34 | <b>453</b> | <b>427</b> |
| 35 to 54 | <b>476</b> | <b>515</b> |
| 55+      | <b>670</b> | <b>658</b> |

### Province

|                       | Unweighted   | Weighted     |
|-----------------------|--------------|--------------|
| British Columbia      | <b>1,174</b> | <b>1,230</b> |
| Alberta               | <b>140</b>   | <b>178</b>   |
| Manitoba/Saskatchewan | <b>136</b>   | <b>103</b>   |
| Ontario               | <b>620</b>   | <b>619</b>   |
| Quebec                | <b>425</b>   | <b>369</b>   |
| Atlantic              | <b>105</b>   | <b>108</b>   |

## Respondent profiles – *American Sample*

(Base n=1,012)

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

### Gender

|        | Unweighted | Weighted   |
|--------|------------|------------|
| Male   | <b>479</b> | <b>493</b> |
| Female | <b>533</b> | <b>519</b> |

### Region

|           | Unweighted | Weighted   |
|-----------|------------|------------|
| Northeast | <b>201</b> | <b>176</b> |
| Midwest   | <b>230</b> | <b>212</b> |
| South     | <b>378</b> | <b>390</b> |
| West      | <b>203</b> | <b>234</b> |

### Age

|                   | Unweighted | Weighted   |
|-------------------|------------|------------|
| Between 18 and 34 | <b>192</b> | <b>306</b> |
| Between 35 and 54 | <b>339</b> | <b>314</b> |
| 55 and older      | <b>481</b> | <b>392</b> |

## 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  
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VANCOUVER | NEW YORK

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