

Report

Trump Tariffs Tracker

THE CANADIAN PRESS 

March 3rd, 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= 1,002.**)

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 **February 28 to March 2, 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.

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%

Key highlights (1/2)

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

1

Dealing with Tariffs, Trump and US aggression (28%) top the list of most important issues facing Canada today. Concerns over inflation (21%) rank second on the list of major issues.

2

A strong majority of Canadians (82%) 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, 70% support a policy where the Government of Canada matches any tariffs imposed by the U.S. on a dollar-for-dollar basis. Support is higher among liberal voters (89%).

3

On the other hand, less than one-third (31%) of Americans are in favour of Trump's administration imposing tariffs on products imported from Canada, and half (51%) think that it will negatively impact the U.S. economy. One-third of Americans (34%) are in favour of imposing tariffs on Mexico, a 5-point decrease since last week.

4

Two-thirds of Canadians have reduced their purchases of American products, both in stores (67%) and online (63%). Additionally, 70% report increasing their purchases of Canadian-made goods.

5

Canadians are perfectly divided in how they feel about the U.S.: 30% see it as an enemy, 31% as an ally, and another 24% as a neutral nation. Conservative voters are more likely to think that the U.S. is an ally (49%). Meanwhile, a majority of Americans (60%) consider Canada an ally.

Key highlights (2/2)

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

6

85% of Canadians say they would not want Canada to become the 51st State of the United States of America. Similarly, only 12% say they would like to become American citizens.

7

39% of currently employed Canadians fear losing their job within the next 12 months. This proportion rises to 45% in the United States.

8

Moreover, 44% of Canadians report living paycheque to paycheque. The proportion of Americans saying they are living paycheque to paycheque is still much higher, with 57% of respondents saying they do.

9

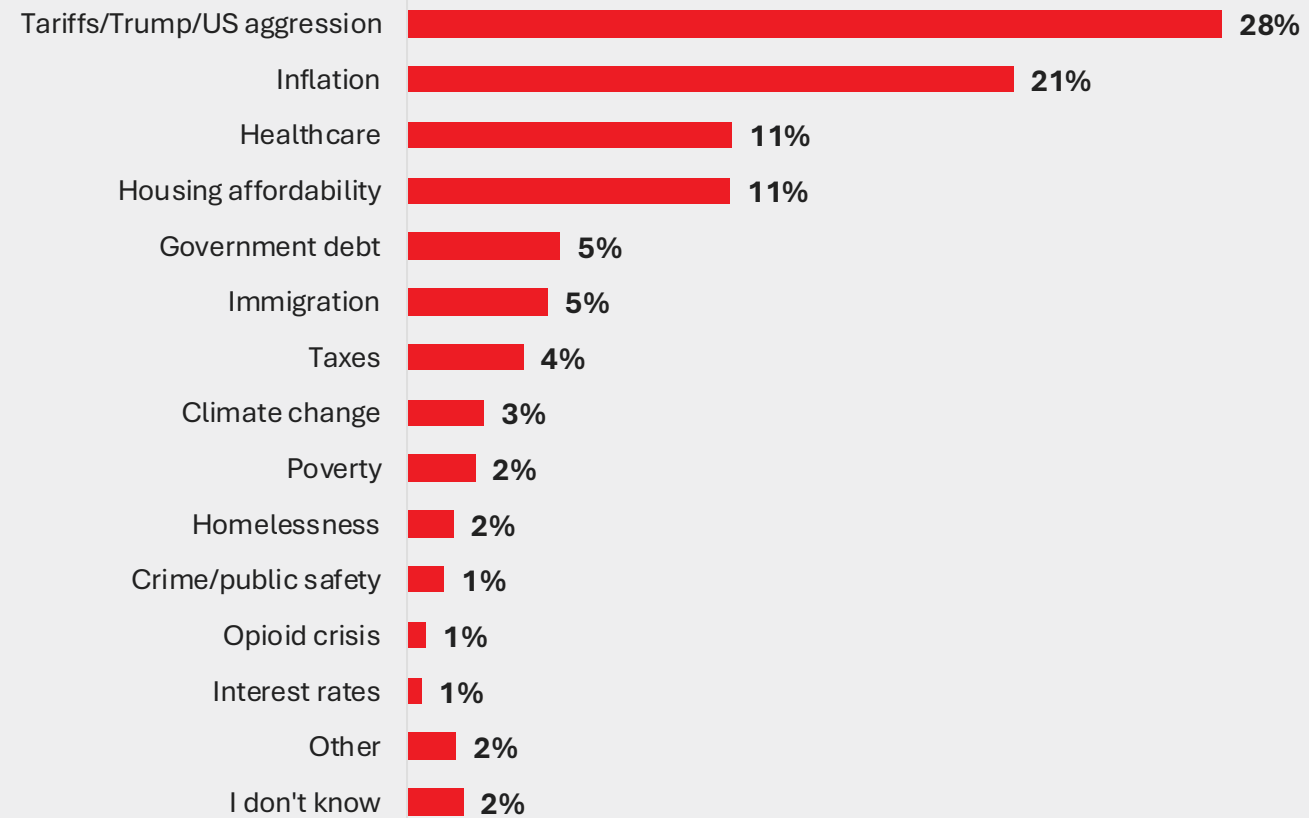
Half of Canadians (54%) believe the country is in an economic recession, a 1-point increase since last week. This proportion is similar in the United States (52%).

Response to Tariffs on Canadian Imports

Number One Issue Facing Canada Today (1/3)

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

Base: All respondents (n=1,548)



*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: All respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294
Tariffs/Trump/US aggression	28%	27%	35%	27%	24%	23%	25%	30%	26%	16%	24%	39%	29%	28%	30%
Inflation	21%	21%	19%	19%	26%	35%	17%	17%	24%	31%	25%	11%	22%	19%	22%
Healthcare	11%	13%	12%	11%	13%	4%	14%	10%	12%	8%	8%	16%	9%	13%	11%
Housing affordability	11%	6%	8%	15%	4%	5%	16%	11%	11%	17%	12%	7%	12%	13%	6%
Government debt	5%	8%	8%	4%	2%	7%	4%	7%	4%	2%	6%	7%	5%	6%	5%
Immigration	5%	3%	5%	4%	2%	9%	8%	5%	4%	4%	5%	5%	4%	6%	5%
Taxes	4%	3%	2%	5%	9%	3%	3%	5%	3%	4%	4%	4%	4%	3%	6%
Climate change	3%	2%	3%	3%	0%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%
Poverty	2%	0%	2%	1%	3%	5%	3%	2%	3%	3%	3%	2%	3%	1%	3%
Homelessness	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%
Crime/public safety	1%	0%	0%	3%	2%	0%	1%	2%	1%	1%	1%	1%	2%	1%	0%
Opioid crisis	1%	1%	0%	1%	1%	0%	2%	0%	1%	0%	1%	0%	0%	1%	1%
Interest rates	1%	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%
Other	2%	2%	1%	3%	0%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%
I don't know	2%	8%	1%	2%	5%	0%	0%	1%	3%	2%	3%	1%	1%	2%	4%

*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: All respondents (n=1,548)



	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,548	547	379	159	78	57	28**
<i>Unweighted n=</i>	1,548	476	405	197	109	57	28**
Tariffs/Trump/US aggression	28%	18%	45%	26%	46%	13%	13%
Inflation	21%	24%	17%	17%	15%	34%	14%
Healthcare	11%	8%	12%	12%	7%	10%	0%
Housing affordability	11%	9%	10%	22%	13%	18%	7%
Government debt	5%	10%	2%	1%	7%	0%	18%
Immigration	5%	9%	1%	2%	4%	7%	23%
Taxes	4%	8%	1%	1%	0%	1%	7%
Climate change	3%	1%	4%	6%	4%	9%	0%
Poverty	2%	2%	2%	3%	1%	0%	0%
Homelessness	2%	1%	1%	2%	0%	2%	0%
Crime/public safety	1%	2%	1%	0%	1%	0%	9%
Opioid crisis	1%	1%	0%	0%	0%	0%	0%
Interest rates	1%	0%	1%	0%	1%	0%	0%
Other	2%	2%	1%	1%	0%	2%	7%
I don't know	2%	2%	0%	2%	0%	0%	0%

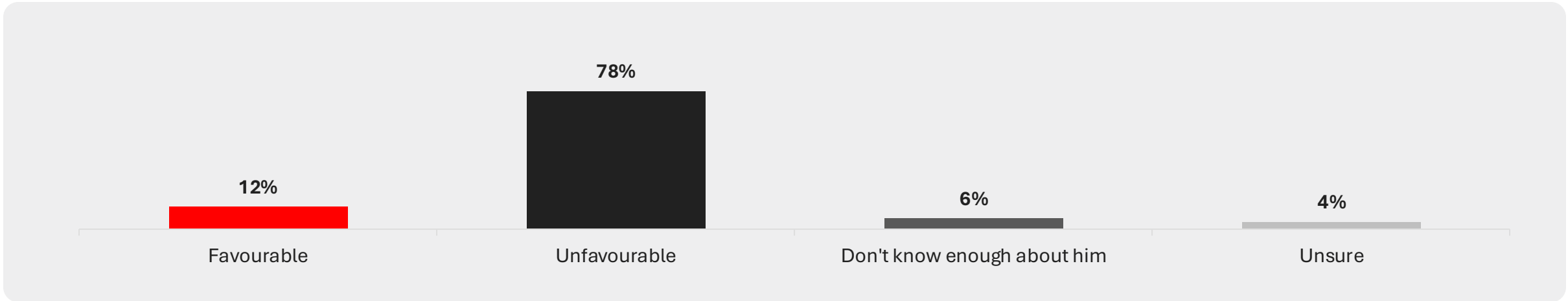
*Responses with less than 1% of mentions are not shown.

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

Overall Impression of President Donald Trump (1/3)

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: All respondents (n=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	-
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	-
Favourable	12%	8%	11%	11%	17%	22%	13%	16%	9%	13%	15%	10%	14%	10%	12%	14%	-2
Unfavourable	78%	81%	83%	78%	67%	67%	79%	75%	80%	73%	74%	83%	75%	81%	78%	77%	+1
Don't know enough about him	6%	5%	3%	8%	10%	7%	4%	6%	6%	8%	7%	4%	7%	5%	5%	5%	+1
Unsure	4%	6%	3%	4%	6%	4%	4%	4%	5%	6%	4%	3%	4%	3%	5%	4%	-

Overall Impression of President Donald Trump (2/3)

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: All respondents (n=1,548)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Favourable	12%	27%	3%	2%	3%	11%	50%
Unfavourable	78%	60%	95%	94%	95%	82%	29%
Don't know enough about him	6%	8%	2%	2%	0%	3%	11%
Unsure	4%	5%	1%	2%	2%	5%	10%

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

Overall Impression of President Donald Trump (3/3)

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.

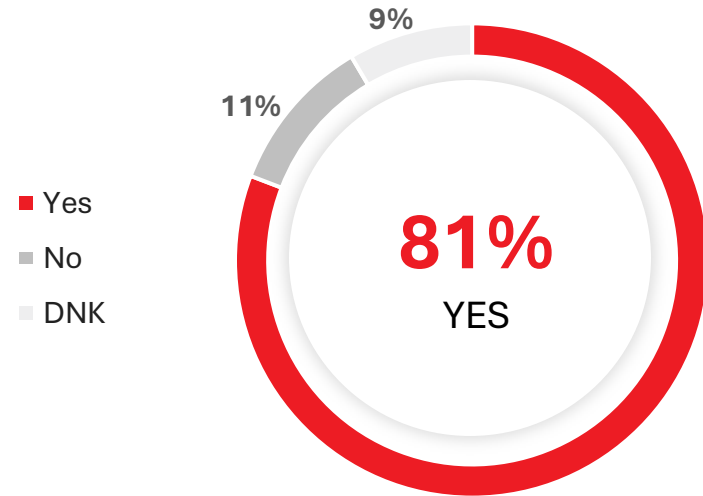
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,548	1,002	
Unweighted n=	1,548	1,002	
Favourable	12%	41%	28
Unfavourable	78%	45%	32
Don't know enough about him	6%	7%	1
Unsure	4%	7%	3

Perception of Recent Consumer Price Increases (1/3)

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

Base: All respondents (n=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	81%	83%	81%	79%	83%	78%	87%	76%	85%	79%	80%	82%	83%	77%	81%	84%	-3
No	11%	11%	11%	12%	6%	12%	6%	15%	7%	12%	11%	9%	9%	13%	10%	10%	+1
I don't know	9%	5%	8%	9%	11%	10%	7%	9%	8%	8%	9%	8%	8%	9%	9%	7%	+2

Perception of Recent Consumer Price Increases (2/3)

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

Base: All respondents (n=1,548)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes	81%	83%	75%	81%	87%	87%	92%
No	11%	9%	17%	9%	9%	6%	8%
I don't know	9%	8%	8%	10%	4%	7%	0%

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Perception of Recent Consumer Price Increases (3/3)

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

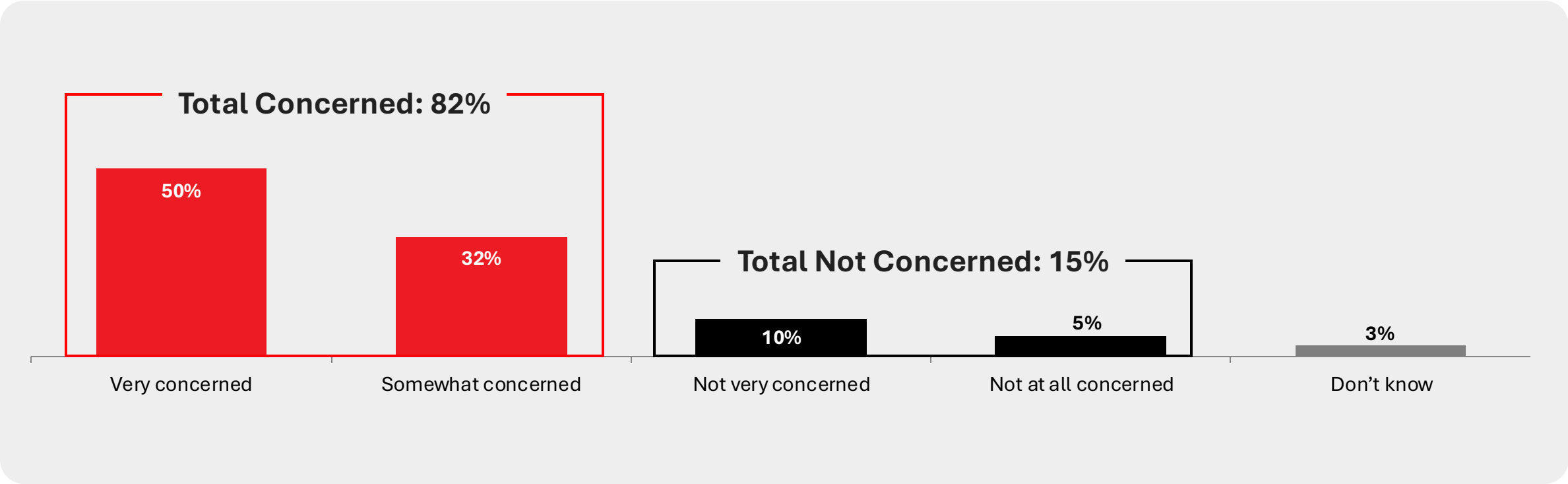
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,548	1,002	
<i>Unweighted n=</i>	1,548	1,002	
Yes	81%	81%	-
No	11%	12%	1
I don't know	9%	7%	2

Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (1/3)

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: All respondents (n=1,548)



Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (2/3)

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: All respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
TOTAL CONCERNED	82%	83%	86%	83%	77%	70%	81%	78%	85%	83%	78%	83%	81%	85%	78%	83%	-1
Very concerned	50%	53%	51%	52%	46%	38%	51%	46%	54%	33%	47%	62%	49%	52%	48%	53%	-3
Somewhat concerned	32%	30%	35%	31%	31%	32%	30%	32%	32%	50%	31%	21%	32%	33%	30%	30%	+2
TOTAL NOT CONCERNED	15%	12%	12%	14%	20%	26%	16%	20%	11%	12%	19%	15%	16%	13%	18%	13%	+2
Not very concerned	10%	10%	7%	10%	13%	15%	10%	12%	8%	10%	11%	9%	11%	8%	14%	8%	+2
Not at all concerned	5%	2%	5%	4%	7%	10%	6%	8%	3%	2%	8%	6%	5%	5%	4%	5%	-
Don't Know	3%	4%	1%	3%	3%	4%	2%	2%	4%	4%	3%	2%	3%	2%	3%	4%	-1

Concerns About U.S. Trade Pressure for Closer Canada-U.S. Union (3/3)

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: All respondents (n=1,548)

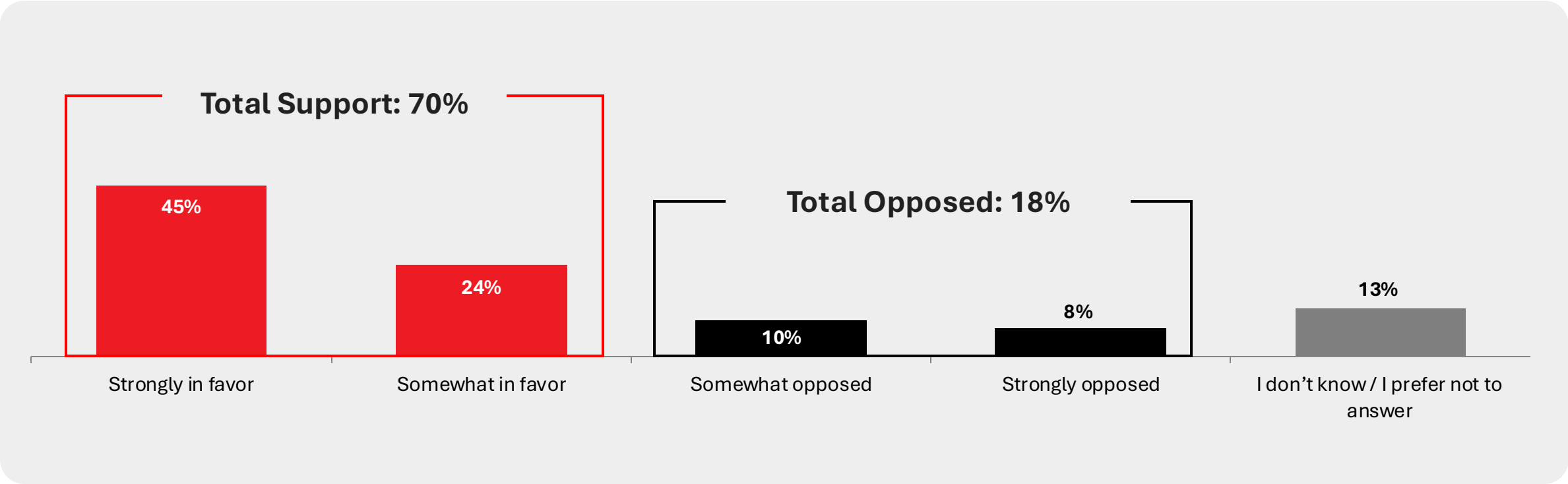
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
TOTAL CONCERNED	82%	71%	94%	96%	94%	87%	44%
Very concerned	50%	37%	67%	63%	61%	47%	11%
Somewhat concerned	32%	34%	27%	33%	33%	40%	33%
TOTAL NOT CONCERNED	15%	28%	5%	3%	6%	13%	51%
Not very concerned	10%	19%	3%	3%	5%	9%	10%
Not at all concerned	5%	9%	2%	0%	1%	4%	41%
Don't know	3%	1%	1%	0%	0%	0%	5%

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

Canadian Government's Response to U.S. Tariffs (1/3)

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: All respondents (n=1,548)



Canadian Government's Response to U.S. Tariffs (2/3)

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: All respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
TOTAL SUPPORT	70%	62%	75%	72%	59%	54%	75%	74%	66%	63%	64%	79%	69%	73%	68%	73%	-3
Strongly in favor	45%	45%	43%	50%	40%	31%	51%	48%	43%	30%	40%	59%	44%	48%	46%	48%	+3
Somewhat in favor	24%	17%	32%	22%	20%	23%	24%	25%	23%	33%	23%	19%	25%	25%	22%	25%	-1
TOTAL OPPOSED	18%	18%	16%	15%	22%	32%	15%	19%	17%	21%	20%	13%	18%	16%	19%	14%	+4
Somewhat opposed	10%	6%	9%	9%	8%	17%	9%	11%	9%	13%	10%	7%	11%	8%	10%	10%	-
Strongly opposed	8%	12%	7%	6%	13%	15%	5%	8%	8%	8%	10%	6%	7%	8%	9%	5%	+3
DK / Refusal	13%	20%	9%	13%	19%	14%	10%	8%	17%	16%	16%	9%	13%	11%	13%	12%	+1

Canadian Government's Response to U.S. Tariffs (3/3)

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: All respondents (n=1,548)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
TOTAL SUPPORT	70%	62%	89%	78%	85%	68%	31%
Strongly in favor	45%	34%	65%	57%	65%	48%	14%
Somewhat in favor	24%	28%	23%	22%	20%	20%	17%
TOTAL OPPOSED	18%	28%	6%	10%	11%	15%	58%
Somewhat opposed	10%	17%	4%	6%	7%	8%	12%
Strongly opposed	8%	12%	2%	4%	4%	6%	46%
DK / Refusal	13%	10%	6%	11%	5%	18%	11%

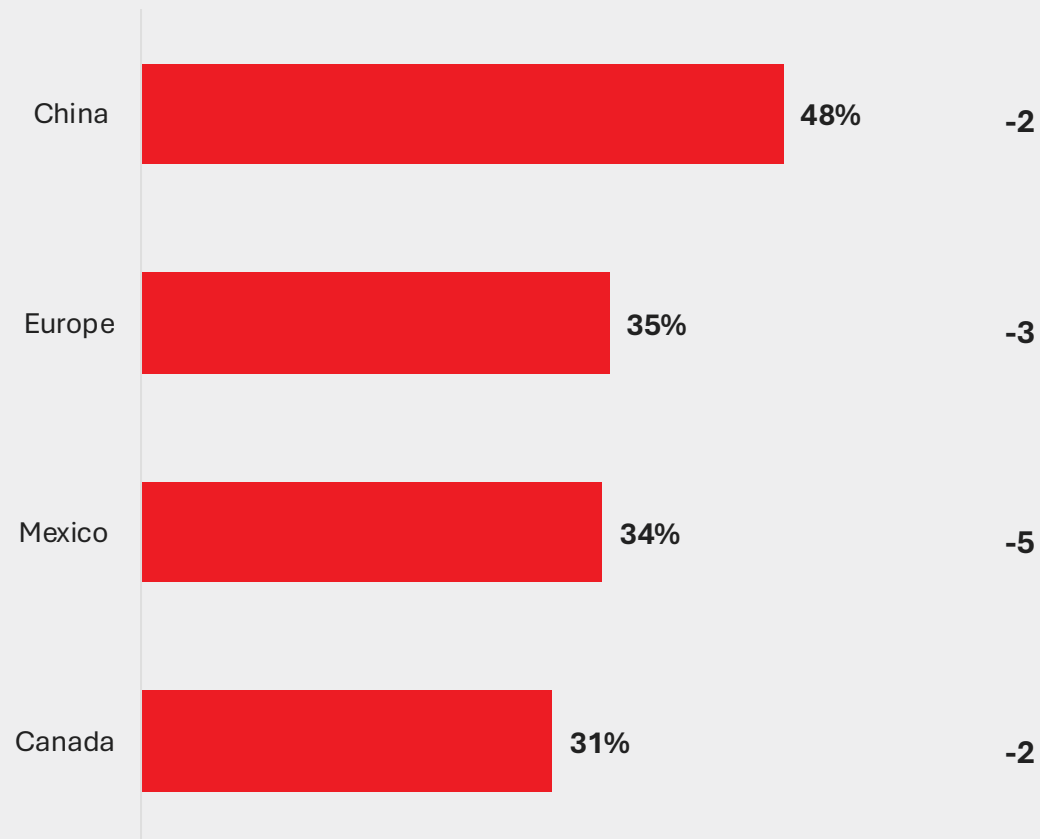
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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

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=1,002)

% FAVOR Presented



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?

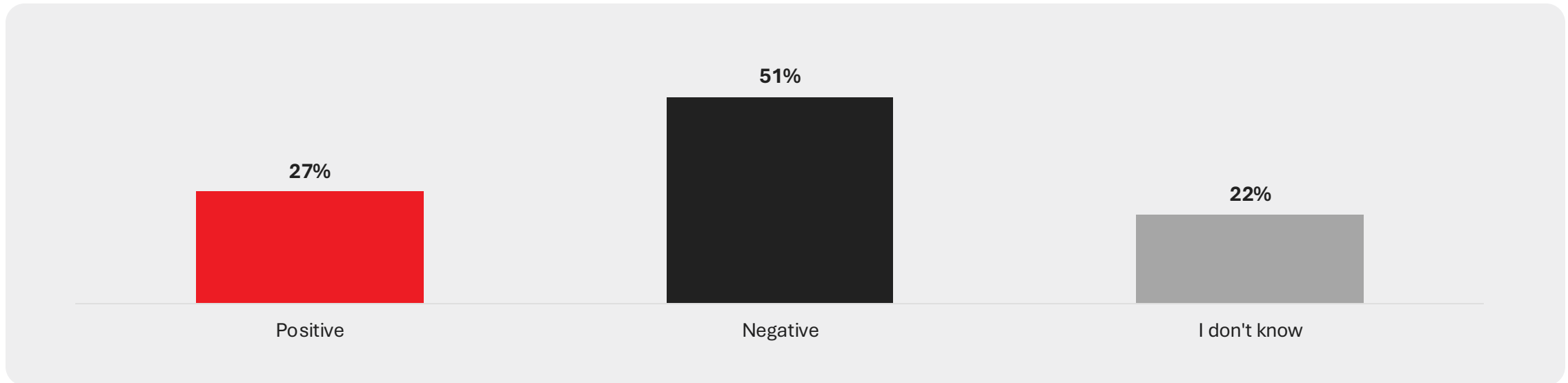
Base: American respondents (n=1,002)

<i>% FAVOR Presented</i>	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Total Feb.24 th 2025	Gap
<i>Weighted n=</i>	1,002	178	209	384	231	287	340	374	489	513	275	308	1,007	
<i>Unweighted n=</i>	1,002	184	206	394	218	177	386	439	490	512	292	313	1,007	
China	48%	45%	46%	51%	47%	38%	47%	57%	62%	34%	77%	31%	50%	-2
Europe	35%	36%	35%	36%	33%	26%	35%	42%	48%	23%	58%	18%	38%	-3
Mexico	34%	32%	35%	37%	32%	22%	36%	43%	47%	23%	64%	15%	39%	-5
Canada	31%	31%	31%	32%	29%	26%	32%	33%	42%	20%	55%	13%	33%	-2

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=1,002)

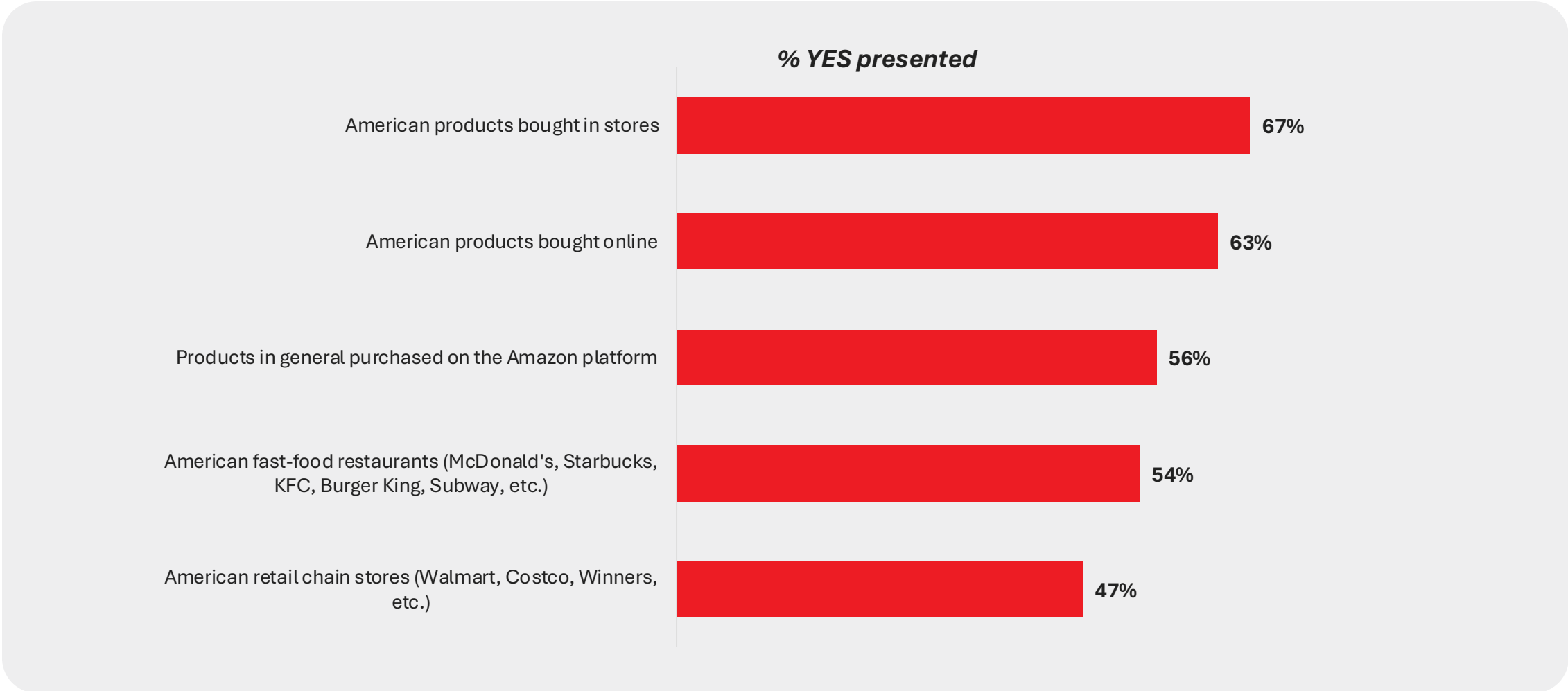


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Total Feb.24 th 2025	Gap
<i>Weighted n=</i>	1,002	178	209	384	231	287	340	374	489	513	275	308	1,007	
<i>Unweighted n=</i>	1,002	184	206	394	218	177	386	439	490	512	292	313	1,007	
Positive	27%	26%	29%	30%	23%	23%	30%	29%	35%	20%	53%	10%	29%	-2
Negative	51%	50%	50%	50%	52%	54%	47%	52%	47%	54%	24%	77%	49%	+2
I don't know	22%	23%	21%	20%	25%	24%	23%	19%	18%	26%	23%	13%	22%	-

Recent Changes in Consumer Purchasing Behavior (1/4)

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

Base: All respondents (n=1,548)



Recent Changes in Consumer Purchasing Behavior (2/4)

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







Base: All respondents (n=1,548)

% YES presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24th 2025	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
American products bought in stores	67%	60%	69%	68%	57%	54%	76%	65%	68%	57%	62%	76%	66%	70%	65%	66%	+1
American products bought online	63%	63%	68%	62%	52%	49%	73%	60%	65%	53%	59%	73%	63%	67%	56%	63%	-
Products in general purchased on the Amazon platform	56%	50%	66%	56%	42%	42%	57%	52%	59%	44%	54%	65%	55%	58%	52%	55%	+1
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	54%	52%	54%	57%	42%	43%	59%	53%	55%	47%	47%	64%	56%	55%	49%	51%	+3
American retail chain stores (Walmart, Costco, Winners, etc.)	47%	46%	45%	51%	41%	39%	51%	47%	47%	40%	47%	52%	49%	48%	43%	45%	+2

Recent Changes in Consumer Purchasing Behavior (3/4)

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

Base: All respondents (n=1,548)



							
% YES presented	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,548	547	379	159	78	57	28*
<i>Unweighted n=</i>	1,548	476	405	197	109	57	28*
American products bought in stores	67%	55%	80%	82%	88%	78%	45%
American products bought online	63%	50%	75%	77%	88%	71%	37%
Products in general purchased on the Amazon platform	56%	42%	67%	66%	85%	61%	51%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	54%	43%	67%	67%	61%	60%	41%
American retail chain stores (Walmart, Costco, Winners, etc.)	47%	39%	57%	59%	57%	56%	35%

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

Recent Changes in Consumer Purchasing Behavior (4/4)

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

Base: All respondents

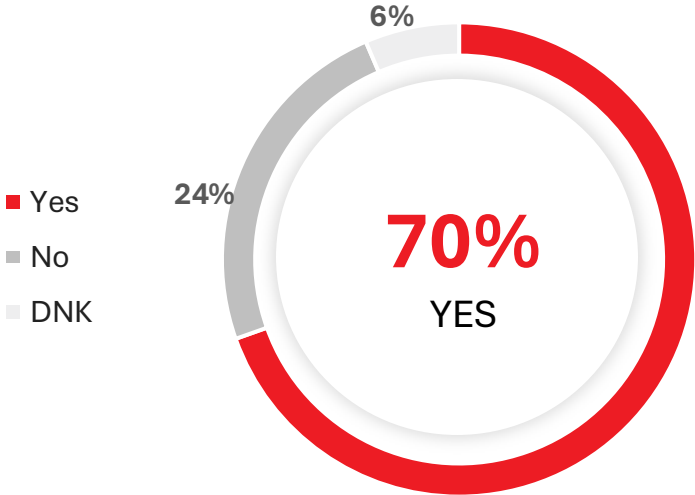
% YES presented	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,548	1,002	
<i>Unweighted n=</i>	1,548	1,002	
American/ Canadian products bought in stores	67%	10%	57
American/ Canadian products bought online	63%	11%	52
Products in general purchased on the Amazon platform*	-	-	-
American/ Canadian fast-food restaurants	54%	12%	42
American/ Canadian retail chain stores	47%	11%	36

*This item was asked only to Canadians respondents.

Increase in Purchases of Local Canadian Products (1/3)

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

Base: All respondents (n=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	70%	79%	72%	71%	57%	53%	77%	69%	70%	63%	64%	78%	69%	72%	68%	70%	-
No	24%	12%	23%	23%	37%	35%	19%	26%	22%	27%	31%	16%	23%	23%	25%	24%	-
I don't know	6%	9%	5%	6%	6%	12%	3%	5%	8%	9%	5%	6%	8%	4%	7%	6%	-

Increase in Purchases of Local Canadian Products (2/3)

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

Base: All respondents (n=1,548)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes	70%	57%	87%	80%	85%	83%	39%
No	24%	38%	11%	13%	12%	14%	56%
I don't know	6%	6%	2%	7%	3%	2%	5%

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

Increase in Purchases of Local Canadian Products (3/3)

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

Base: All respondents

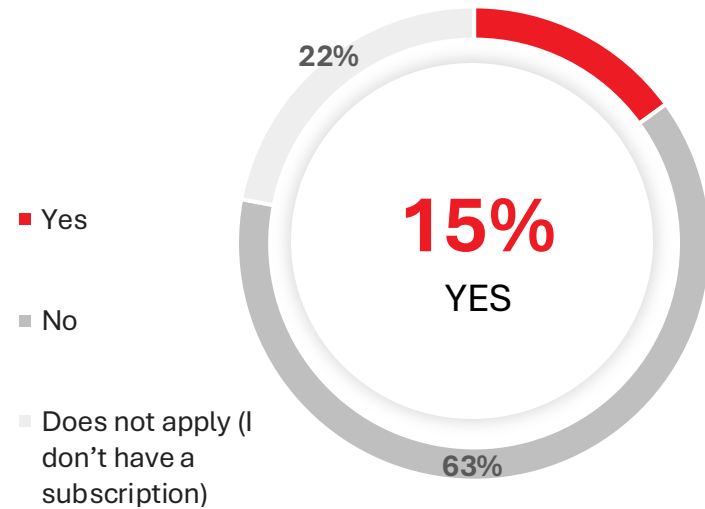
	 Total CANADA	 Total USA	Gap
Weighted n=	1,548	1,002	
Unweighted n=	1,548	1,002	
Yes	70%	24%	46
No	24%	62%	38
I don't know	6%	14%	8

Cancellation of U.S. Entertainment Subscriptions (1/2)

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

Base: All respondents (n=1,548)

Among respondents who subscribe to one of the American entertainment platforms, **20% said they had canceled their subscription.**









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	15%	16%	17%	16%	20%	11%	14%	18%	13%	26%	15%	9%	16%	17%	11%	15%	-
No	63%	57%	56%	65%	60%	71%	64%	61%	65%	64%	70%	56%	61%	61%	67%	65%	-2
Does not apply (I don't have a subscription)	22%	27%	27%	20%	21%	18%	22%	21%	23%	11%	15%	34%	23%	22%	21%	20%	+2

Cancellation of U.S. Entertainment Subscriptions (2/2)

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

Base: All respondents (n=1,548)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes	15%	13%	17%	20%	18%	19%	7%
No	63%	68%	61%	60%	52%	52%	81%
Does not apply (I don't have a subscription)	22%	19%	21%	20%	30%	29%	11%

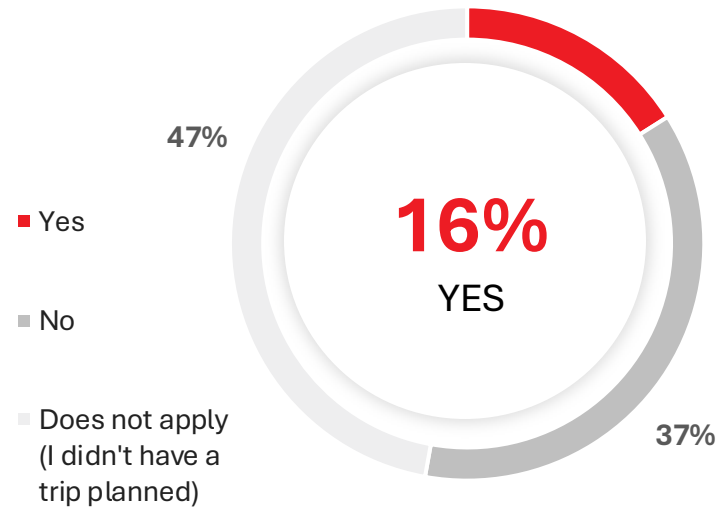
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Cancellation of Travel Plans to the United States (1/3)

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

Base: All respondents (n=1,548)

Among respondents who had a trip planned to the United States, **30% canceled it.**









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	16%	16%	13%	17%	17%	12%	22%	19%	13%	14%	18%	15%	17%	16%	13%	15%	+1
No	37%	34%	37%	37%	36%	44%	31%	37%	36%	47%	40%	28%	37%	35%	39%	35%	+2
Does not apply (I didn't have a trip planned)	47%	50%	50%	46%	48%	44%	47%	44%	50%	39%	42%	57%	46%	49%	48%	50%	-3

Cancellation of Travel Plans to the United States (2/3)

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

Base: All respondents (n=1,548)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes	16%	15%	22%	22%	14%	15%	6%
No	37%	45%	27%	32%	33%	39%	67%
Does not apply (I didn't have a trip planned)	47%	40%	50%	46%	54%	46%	27%

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

Cancellation of Travel Plans to the United States (3/3)

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

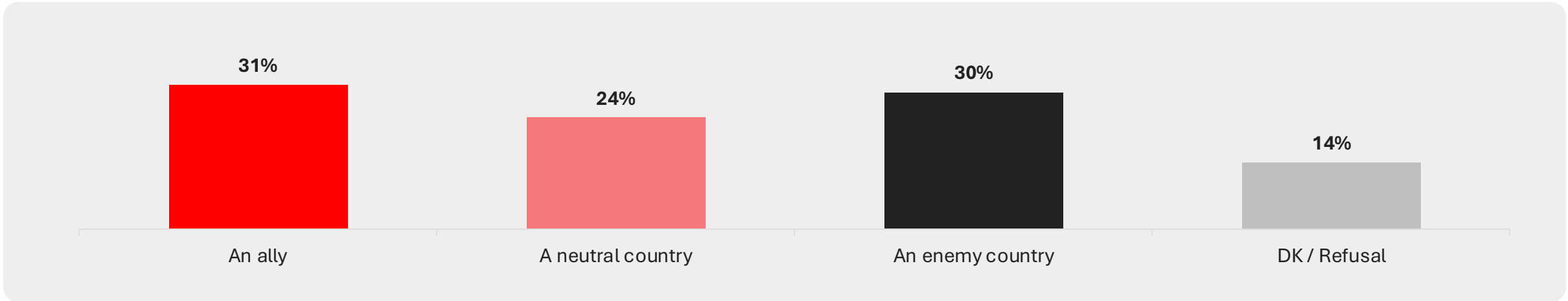
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,548	1,002	
<i>Unweighted n=</i>	1,548	1,002	
Yes	16%	1%	15
No	37%	51%	14
Does not apply (I didn't have a trip planned)	47%	48%	1

Perception of the United States as an Ally, Neutral, or Enemy (1/3)

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

Base: All respondents (n=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
An ally	31%	21%	28%	32%	37%	42%	28%	38%	25%	25%	37%	31%	34%	30%	28%	31%	-
A neutral country	24%	22%	27%	23%	26%	20%	27%	26%	23%	40%	24%	15%	24%	24%	25%	25%	-1
An enemy country	30%	40%	32%	27%	21%	26%	36%	26%	33%	22%	25%	39%	30%	30%	30%	27%	+3
DK / Refusal	14%	17%	13%	18%	16%	11%	9%	9%	19%	13%	14%	16%	12%	16%	17%	16%	-2

Perception of the United States as an Ally, Neutral, or Enemy (2/3)

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

Base: All respondents (n=1,548)



							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
An ally	31%	49%	21%	18%	21%	35%	61%
A neutral country	24%	27%	24%	28%	24%	19%	18%
An enemy country	30%	16%	43%	43%	49%	42%	7%
DK / Refusal	14%	9%	12%	11%	7%	4%	14%

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

Perception of the United States as an Ally, Neutral, or Enemy (3/3)

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

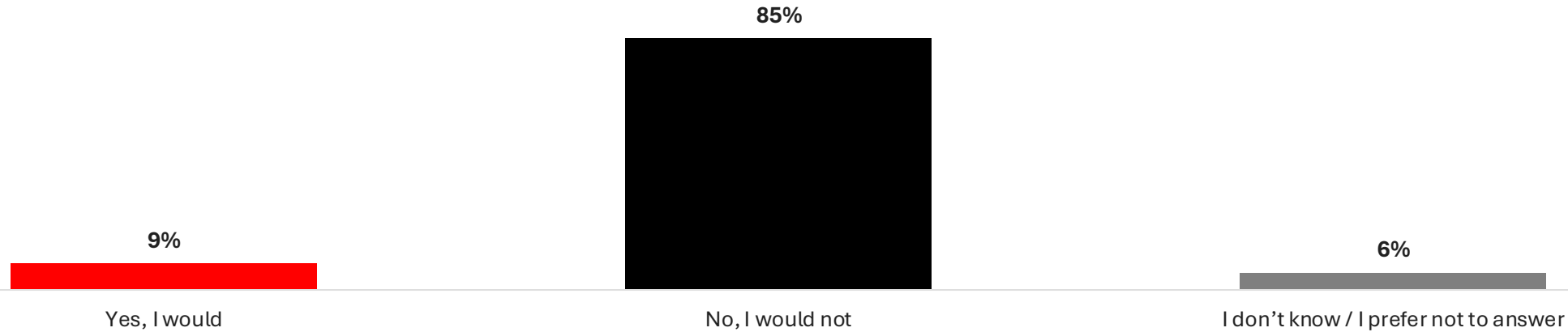
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,548	1,002	
Unweighted n=	1,548	1,002	
An ally	31%	60%	29
A neutral country	24%	27%	3
An enemy country	30%	2%	28
DK / Refusal	14%	12%	2

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=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 10 th 2024	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,520	
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,520	
Yes, I would	9%	3%	8%	9%	11%	15%	7%	13%	5%	14%	11%	4%	12%	7%	6%	13%	-4
No, I would not	85%	90%	88%	85%	83%	77%	89%	82%	88%	78%	83%	92%	83%	88%	89%	82%	+3
I don't know / Refusal	6%	7%	4%	6%	7%	8%	5%	5%	6%	7%	6%	4%	6%	5%	5%	5%	+1

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=1,548)

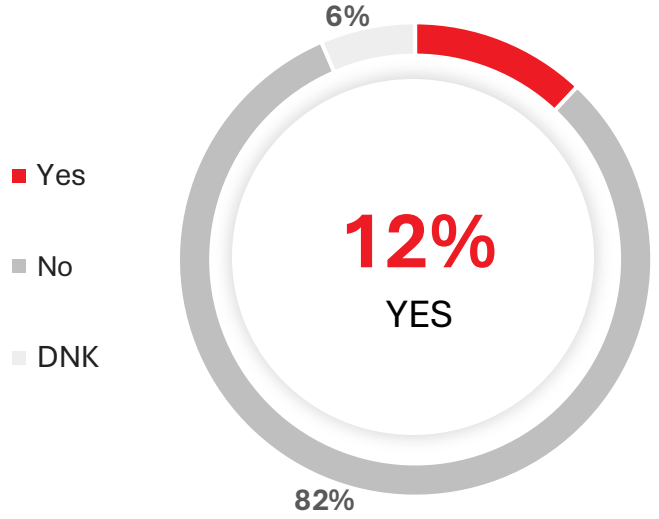
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes, I would	9%	18%	3%	2%	4%	5%	37%
No, I would not	85%	76%	97%	97%	94%	93%	53%
DK / Refusal	6%	7%	1%	1%	2%	2%	11%

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

Canadian to Become American Citizen (1/2)

Q26Z. Would you like to become an American citizen?

Base: All respondents (n=1,548)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294
Yes	12%	4%	10%	12%	14%	21%	10%	17%	7%	17%	16%	6%	13%	11%	10%
No	82%	88%	84%	81%	76%	72%	85%	76%	86%	74%	77%	90%	81%	83%	84%
Don't know / Unsure	6%	8%	5%	7%	10%	7%	5%	6%	7%	9%	7%	4%	6%	6%	6%

Canadian to Become American Citizen (2/2)

Q26Z. Would you like to become an American citizen?

Base: All respondents (n=1,548)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Yes	12%	21%	5%	5%	3%	6%	38%
No	82%	70%	93%	93%	94%	93%	37%
Don't know / Unsure	6%	9%	2%	1%	3%	2%	25%

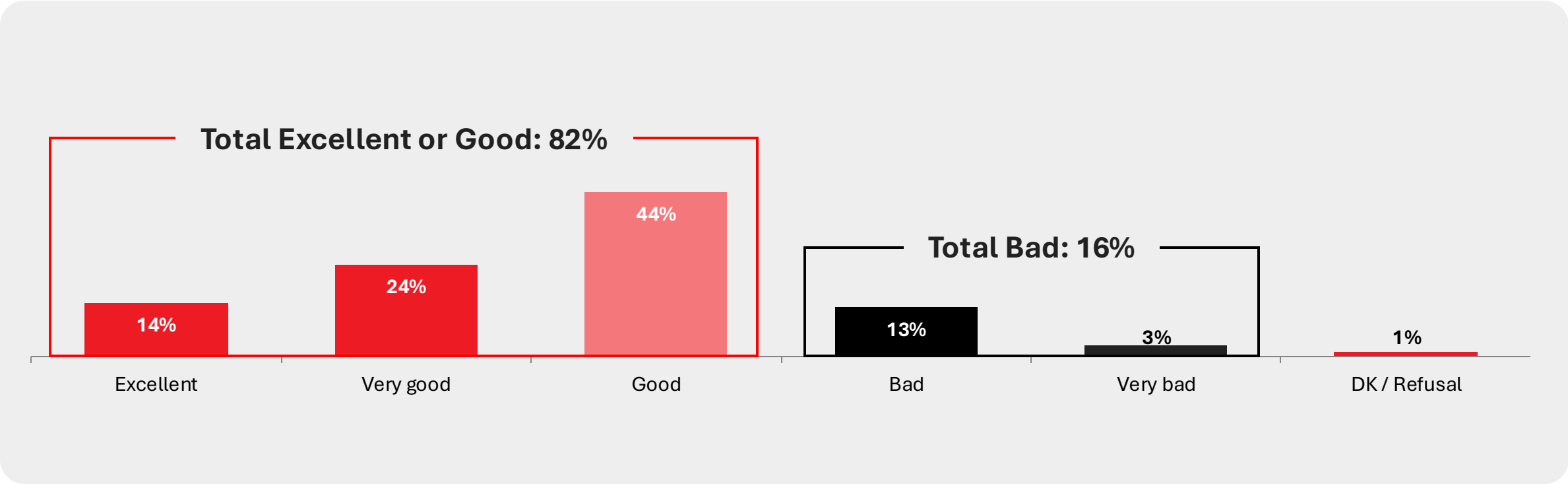
*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

State of the **Economy**

Self-Assessment of Current Mental Health (1/3)

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

Base: All respondents (n=1,548)



Self-Assessment of Current Mental Health (2/3)

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



Base: All respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
TOTAL EXCELLENT OR GOOD	82%	76%	90%	80%	81%	76%	85%	84%	80%	77%	75%	91%	81%	84%	84%	83%	-1
Excellent	14%	11%	18%	11%	14%	17%	16%	18%	11%	6%	12%	22%	16%	13%	14%	12%	+2
Very good	24%	18%	30%	24%	26%	16%	25%	28%	21%	25%	19%	28%	23%	28%	21%	25%	-1
Good	44%	47%	41%	45%	41%	43%	44%	38%	49%	46%	45%	41%	42%	43%	49%	46%	-2
TOTAL BAD	16%	22%	9%	19%	18%	22%	13%	15%	18%	20%	23%	8%	18%	15%	13%	15%	+1
Bad	13%	19%	8%	15%	13%	16%	11%	12%	14%	16%	18%	8%	14%	13%	10%	12%	+1
Very bad	3%	3%	1%	4%	5%	6%	2%	3%	3%	4%	6%	1%	4%	2%	3%	3%	-
DK / Refusal	1%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	1%	3%	2%	-1

Self-Assessment of Current Mental Health (3/3)

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

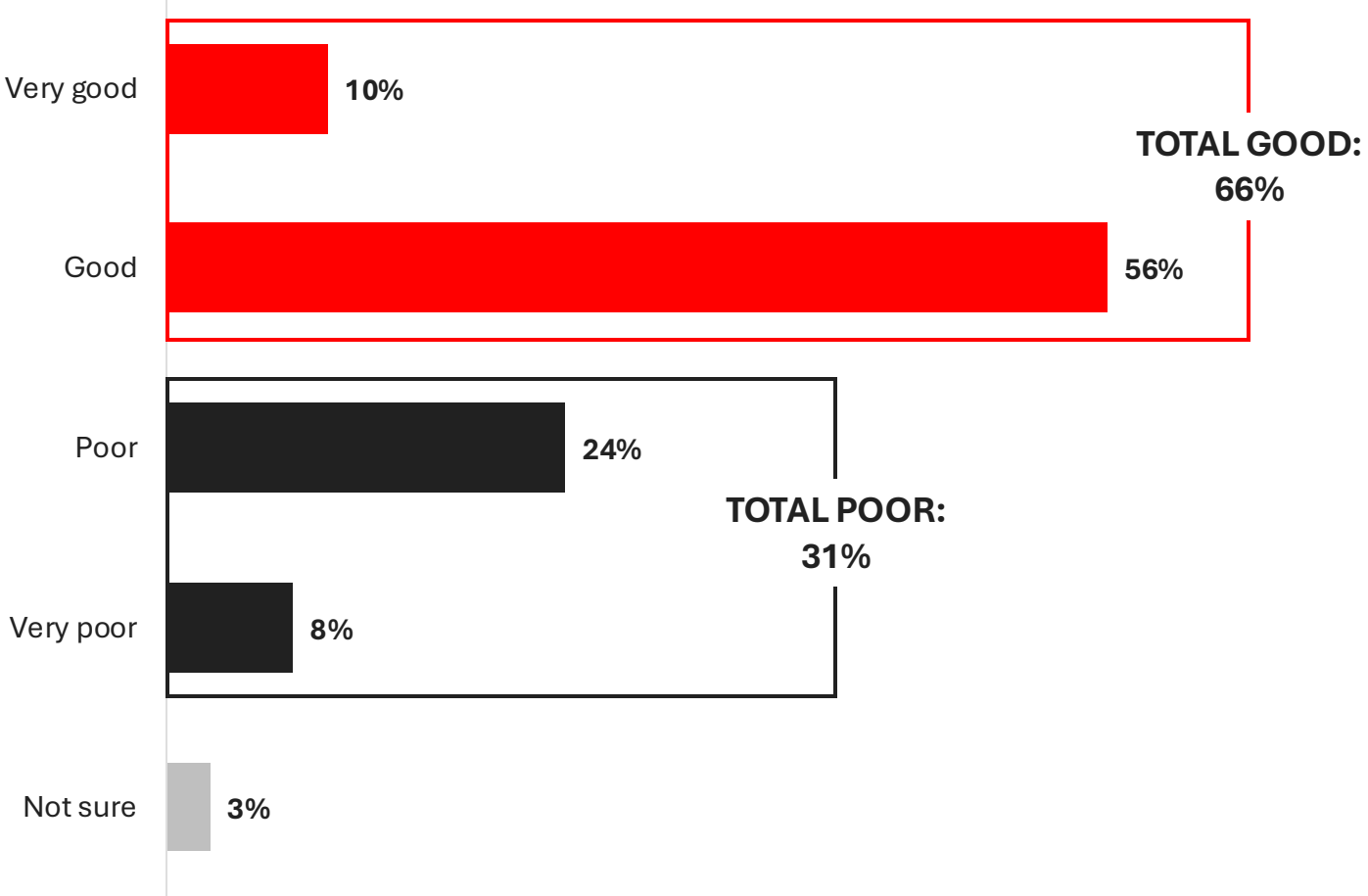
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,548	1,002	
<i>Unweighted n=</i>	1,548	1,002	
TOTAL EXCELLENT OR GOOD	82%	81%	1
Excellent	14%	16%	2
Very good	24%	24%	-
Good	44%	41%	3
TOTAL BAD	16%	16%	-
Bad	13%	13%	-
Very bad	3%	4%	1
DK / Refusal	1%	3%	2

State of Household Finances (1/3)

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

Base: All respondents (n=1,548)



State of Household Finances (2/3)

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



Base: All respondents (n=1,548)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.17 th 2025	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
TOTAL GOOD	66%	60%	76%	64%	71%	57%	61%	69%	62%	63%	61%	72%	65%	67%	67%	63%	+3
Very good	10%	5%	13%	10%	3%	9%	10%	13%	7%	7%	8%	13%	9%	11%	8%	9%	+1
Good	56%	55%	63%	55%	68%	48%	51%	57%	56%	56%	53%	59%	56%	56%	59%	54%	+2
TOTAL POOR	31%	37%	22%	32%	27%	37%	39%	29%	34%	33%	37%	26%	33%	30%	30%	35%	-4
Poor	24%	29%	20%	24%	19%	25%	30%	21%	26%	24%	27%	22%	24%	24%	25%	27%	-3
Very poor	8%	8%	2%	9%	9%	12%	10%	7%	8%	9%	10%	4%	9%	6%	5%	8%	-
Not sure	3%	4%	2%	3%	2%	6%	0%	2%	3%	4%	2%	2%	2%	3%	3%	2%	+1

State of Household Finances (3/3)

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

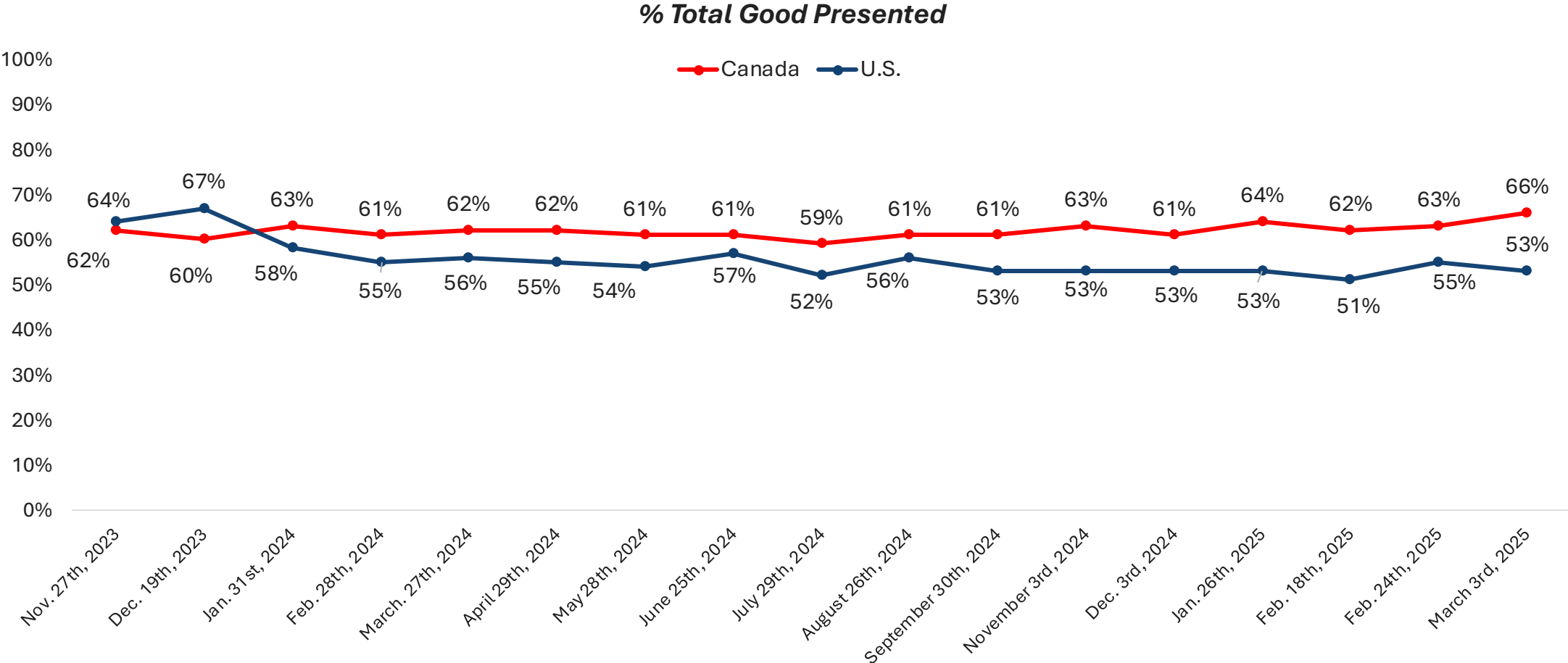
Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,548	1,002	
<i>Unweighted n=</i>	1,548	1,002	
TOTAL GOOD	66%	53%	13
Very good	10%	8%	2
Good	56%	45%	11
TOTAL POOR	31%	43%	12
Poor	24%	30%	6
Very poor	8%	12%	4
Not sure	3%	4%	1

State of Household Finances – Evolution

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

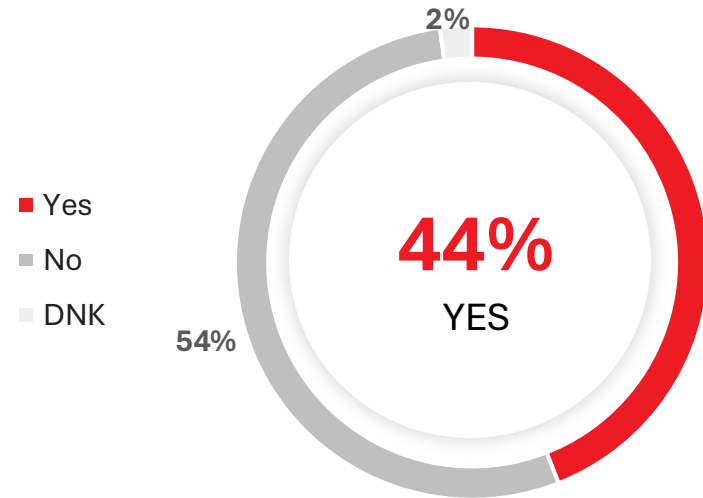
Base: All respondents



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheque to paycheque?

Base: All respondents (n=1,548)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
Unweighted n=	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	44%	58%	33%	46%	43%	52%	44%	39%	49%	49%	52%	35%	44%	42%	47%	44%	-
No	54%	40%	66%	51%	54%	45%	53%	59%	49%	48%	47%	63%	54%	56%	50%	53%	+1
I don't know	2%	3%	0%	3%	2%	2%	2%	2%	3%	3%	1%	2%	2%	2%	3%	3%	-1

Living Paycheque to Paycheque (2/2)

Q5. Are you currently living paycheque to paycheque?

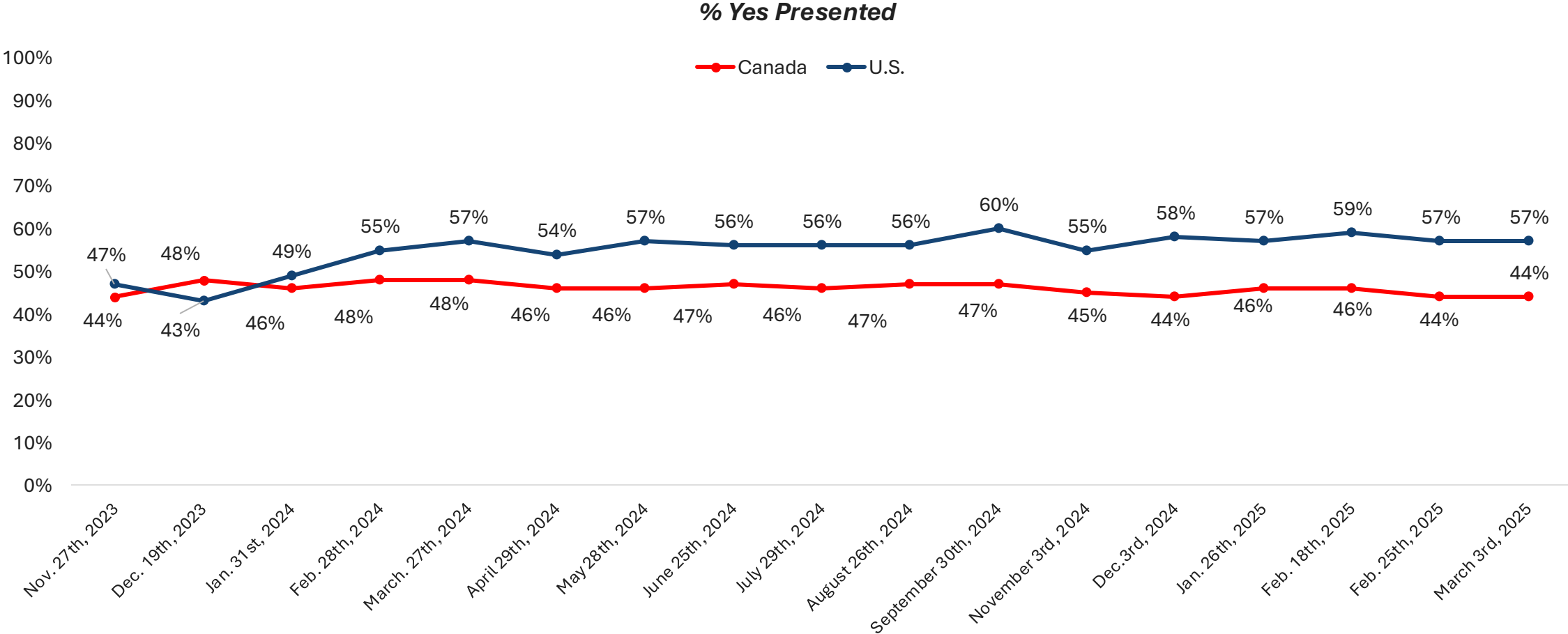
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,548	1,002	
Unweighted n=	1,548	1,002	
Yes	44%	57%	13
No	54%	37%	17
I don't know	2%	6%	4

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheque to paycheque?

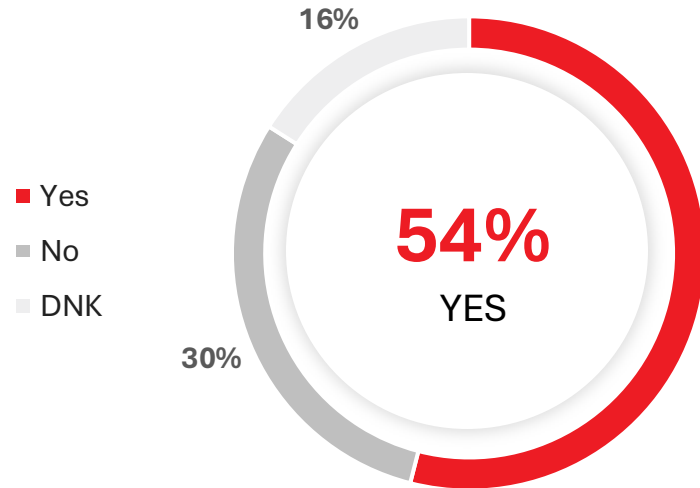
Base: All respondents



Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,548)





	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
<i>Weighted n=</i>	1,548	104	358	600	99	172	216	755	793	413	497	637	695	546	290	1,534	
<i>Unweighted n=</i>	1,548	100	413	617	128	131	159	795	753	391	491	666	700	542	294	1,534	
Yes	54%	56%	50%	54%	53%	57%	57%	50%	58%	64%	57%	45%	56%	52%	57%	53%	+1
No	30%	28%	36%	29%	25%	28%	30%	37%	23%	21%	28%	38%	28%	34%	29%	30%	-
I don't know	16%	16%	14%	17%	22%	15%	13%	13%	19%	15%	16%	16%	17%	14%	15%	17%	-1

Economic Recession in the Country (2/2)

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

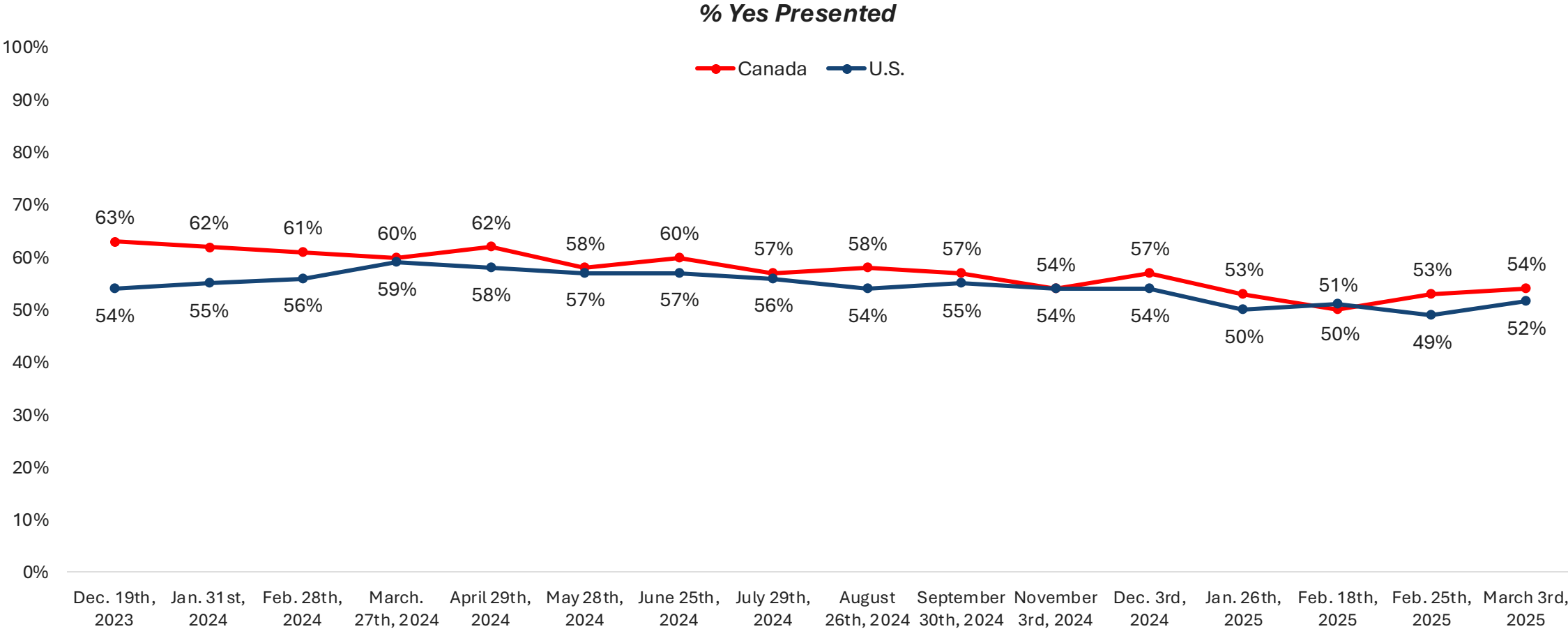
Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,548	1,002	
Unweighted n=	1,548	1,002	
Yes	54%	52%	2
No	30%	27%	3
I don't know	16%	21%	5

Economic Recession in the Country – Evolution

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

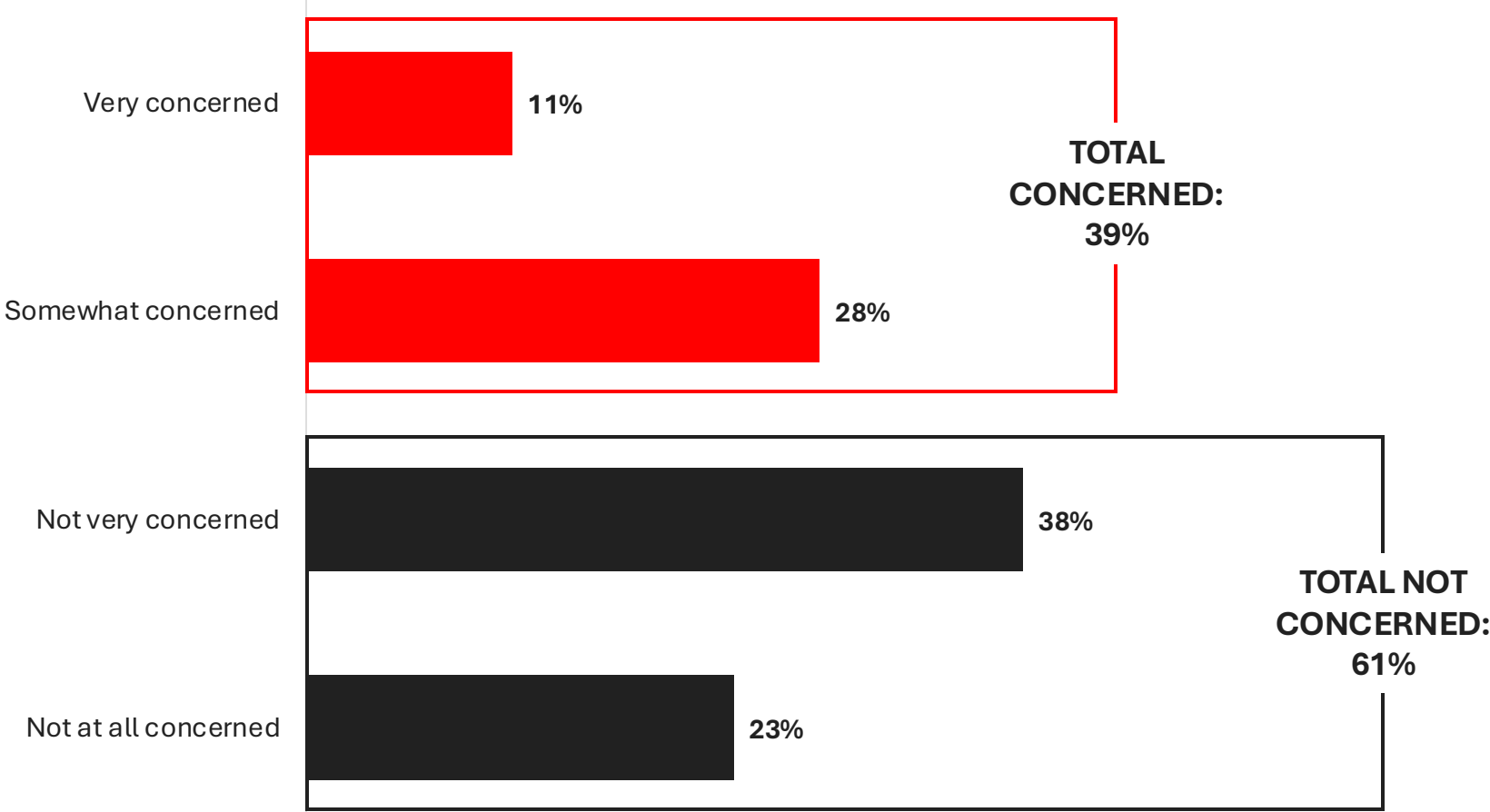
Base: All respondents



Concerns About Losing Job (1/3)

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

Base: Respondents who are currently employed (n=792)



Concerns About Losing Job (2/3)

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



Base: Respondents who are currently employed (n=792)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Feb.24 th 2025	Gap
Weighted n=	770	40	179	307	49	91	104	402	368	263	370	137	349	280	133	740	
Unweighted n=	792	43	215	328	66	62	78	436	356	259	386	147	363	290	135	759	
TOTAL CONCERNED	39%	42%	27%	45%	25%	40%	43%	40%	37%	44%	39%	28%	42%	37%	30%	42%	-3
Very concerned	11%	13%	7%	14%	15%	12%	5%	11%	11%	10%	13%	9%	14%	8%	6%	11%	-
Somewhat concerned	28%	29%	20%	31%	10%	28%	38%	29%	26%	34%	26%	20%	28%	28%	24%	31%	-3
TOTAL NOT CONCERNED	61%	58%	73%	55%	75%	60%	57%	60%	63%	56%	61%	72%	58%	63%	70%	58%	+3
Not very concerned	38%	30%	42%	36%	54%	40%	33%	38%	38%	38%	36%	45%	36%	41%	41%	36%	+2
Not at all concerned	23%	28%	31%	19%	21%	20%	24%	22%	24%	18%	25%	27%	21%	23%	29%	22%	+1

Concerns About Losing Job (3/3)

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

Base: Respondents who are currently employed

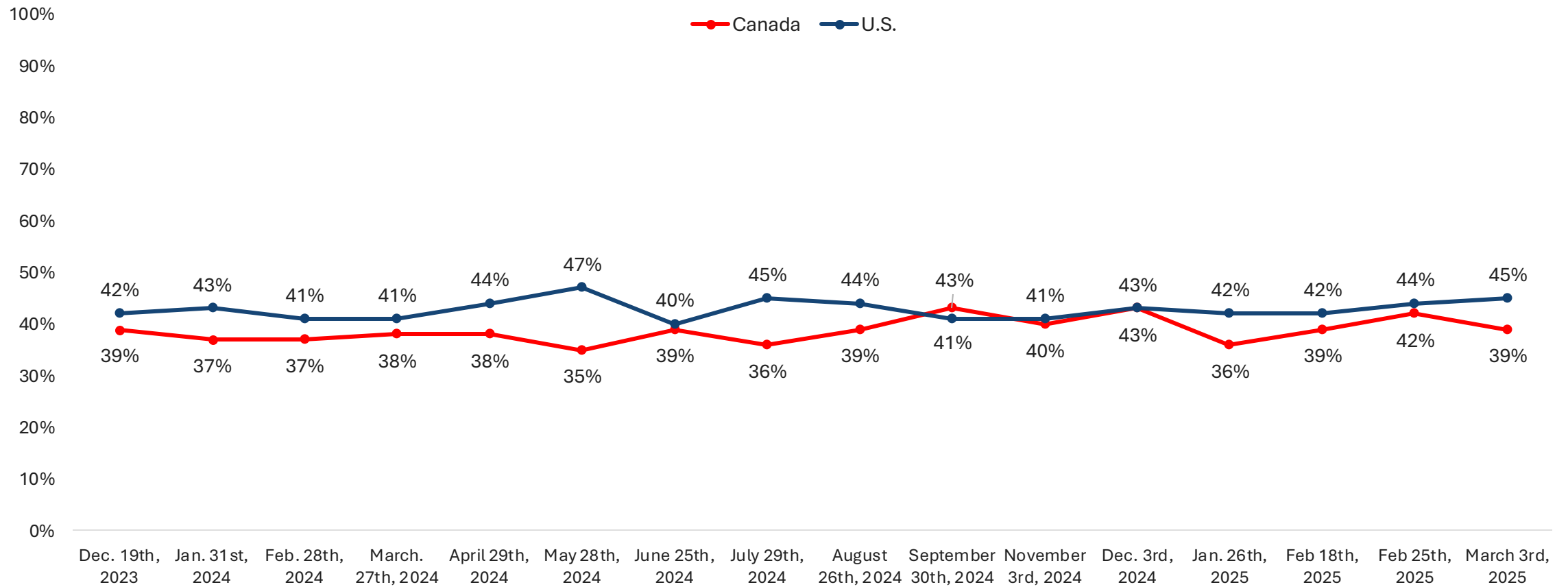
	 Total CANADA	 Total USA	Gap
Weighted n=	770	445	
Unweighted n=	792	470	
TOTAL CONCERNED	39%	45%	6
Very concerned	11%	20%	9
Somewhat concerned	28%	25%	3
TOTAL NOT CONCERNED	61%	55%	6
Not very concerned	38%	30%	8
Not at all concerned	23%	26%	3

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



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	795	755
Female	753	793

Language (Mother Tongue)

	Unweighted	Weighted
French	385	306
English	1,031	1,107
Other	131	135

Age

	Unweighted	Weighted
18 to 34	391	413
35 to 54	491	497
55+	666	637

Province

	Unweighted	Weighted
British Columbia	159	216
Alberta	131	172
Manitoba/Saskatchewan	128	99
Ontario	617	600
Quebec	413	358
Atlantic	100	104

Respondent profiles – *American Sample*

(Base n=1,002)

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

Gender

	Unweighted	Weighted
Male	490	489
Female	512	513

Region

	Unweighted	Weighted
Northeast	184	178
Midwest	206	209
South	394	384
West	218	231

Age

	Unweighted	Weighted
Between 18 and 34	177	287
Between 35 and 54	386	340
55 and older	439	374

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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