



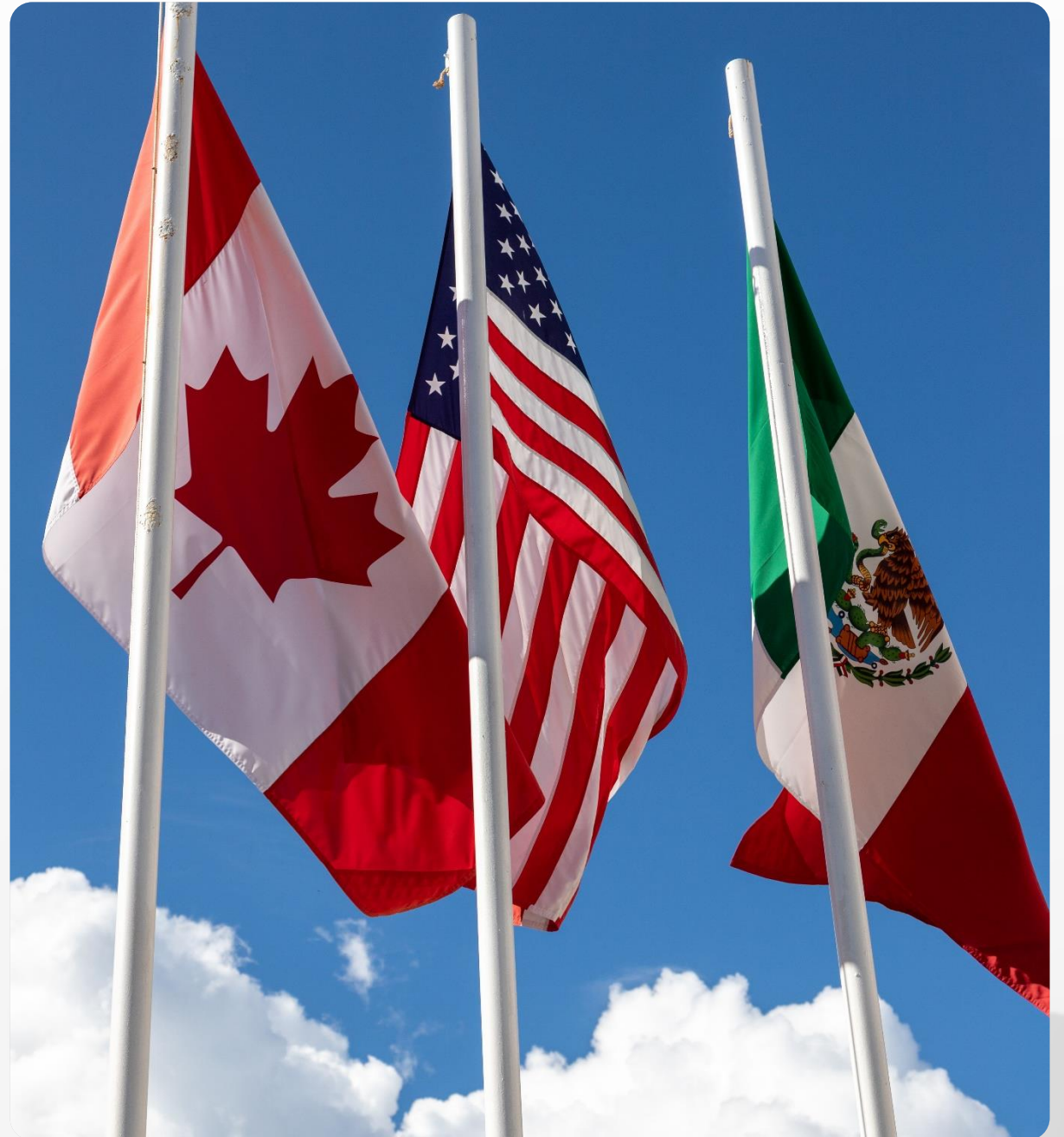
Report

Tariff Survey

Canada-United States-Mexico



April 3, 2025



Methodology

This week, we conducted a special poll of Canadians, Americans and Mexicans to explore their views on politics, economics and finance.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,628** / American sample: **n= 1,013**
Mexican sample: **n=1,003**)

Respondents had the option of completing the survey in French, English and Spanish and were randomly recruited using LEO's online panel. An external supplier was used for the Mexico portion of the project.

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, 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, and according to **age, gender, region, education, and presence of children in the household** in order to ensure a representative sample of the Mexican population.

When

Data collection from **March 28 to March 30, 2025**, for Canada and the United States, and from **March 26 to 31st 2025** for Mexico.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.43%**, (19 times out of 20) for the Canadian sample, **±3.08%**, (19 times out of 20) for the American sample, sample and **±3.09%**, (19 times out of 20) for the Mexican 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 Results

Some of **the key highlights** of our survey...

Trump's Tariffs Viewed as a Major Concern in Canada and Mexico

Tariffs imposed by President Donald Trump are seen as a top issue in both Canada and Mexico. In Canada, more than a third of respondents (38%) identify Trump's tariffs as the most important issue facing the country. In Mexico, 18% say the same, making it the third most important issue after crime and safety (31%) and drug cartels and organized crime (19%). In contrast, only 1% of Americans consider unfair trade practices by Canada and Mexico to be the most pressing issue for the U.S.

Furthermore, A strong majority of Canadians (87%) and Mexicans (84%) believe tariffs on exports to the U.S. will negatively affect their countries' economies. In the United States, 52% agree the tariffs will have a negative impact, while 29% believe they will have a positive effect.

Trump Viewed Unfavorably by Most Canadians and Mexicans

81% of Canadians and 76% of Mexicans have an unfavourable opinion of Donald Trump. Public opinion is more divided in the United States: 48% of Americans view Trump unfavourably, while 41% hold a favourable opinion.

Mexico Most Supportive of Trade Agreement

Support for a future free trade agreement between Canada, the United States, and Mexico is highest among Mexicans, where an overwhelming 76% of respondents are in favour, significantly higher than in Canada (52%) and the United States (53%).

Frustration Aimed Primarily at Trump, Not the U.S.

When asked about the source of their frustration toward the United States, a clear majority of Canadians (64%) and Mexicans (59%) say it is directed more toward President Donald Trump specifically, rather than the U.S. as a country. However, despite this distinction, 43% of Canadians and 35% of Mexicans still consider the United States to be an enemy country.

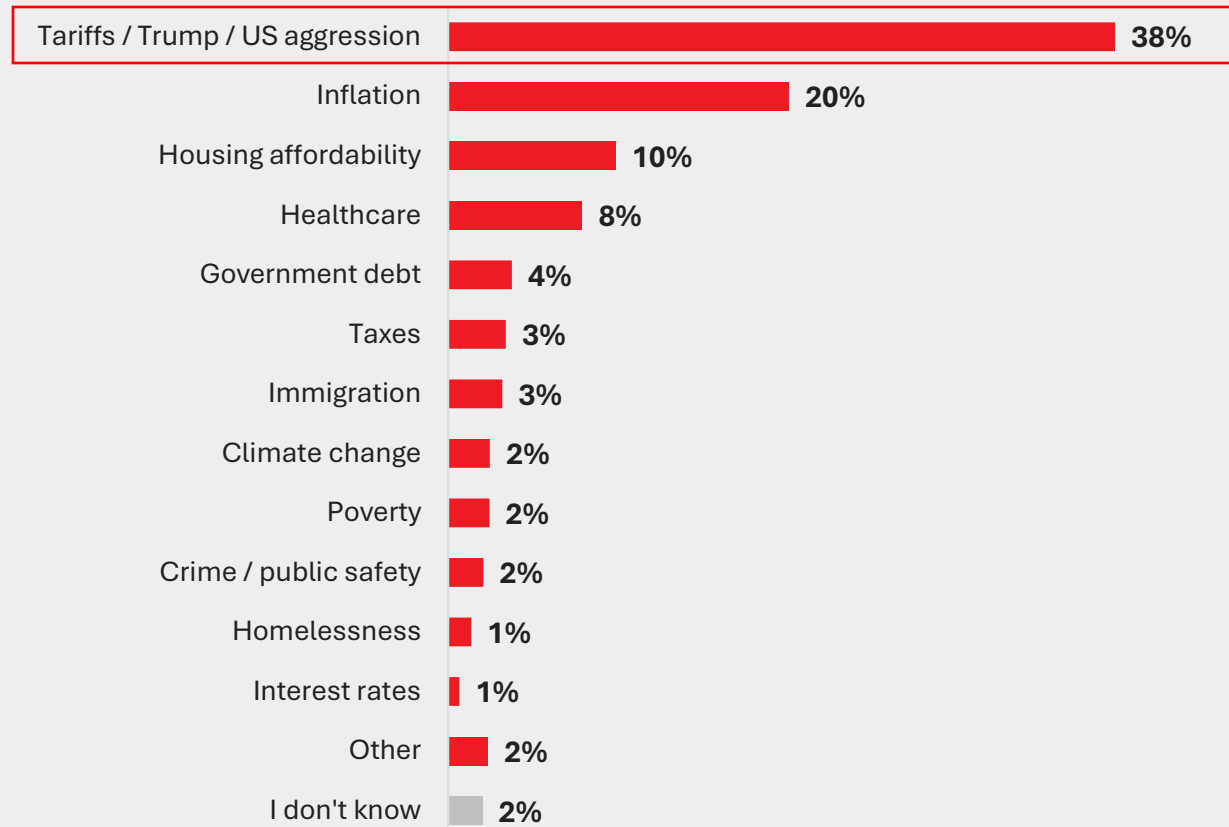
Top Issues Facing **Canada**, the
U.S., and **Mexico** Today



Number One Issue Facing Canada Today

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

Base: Canadian respondents (n=1,628)



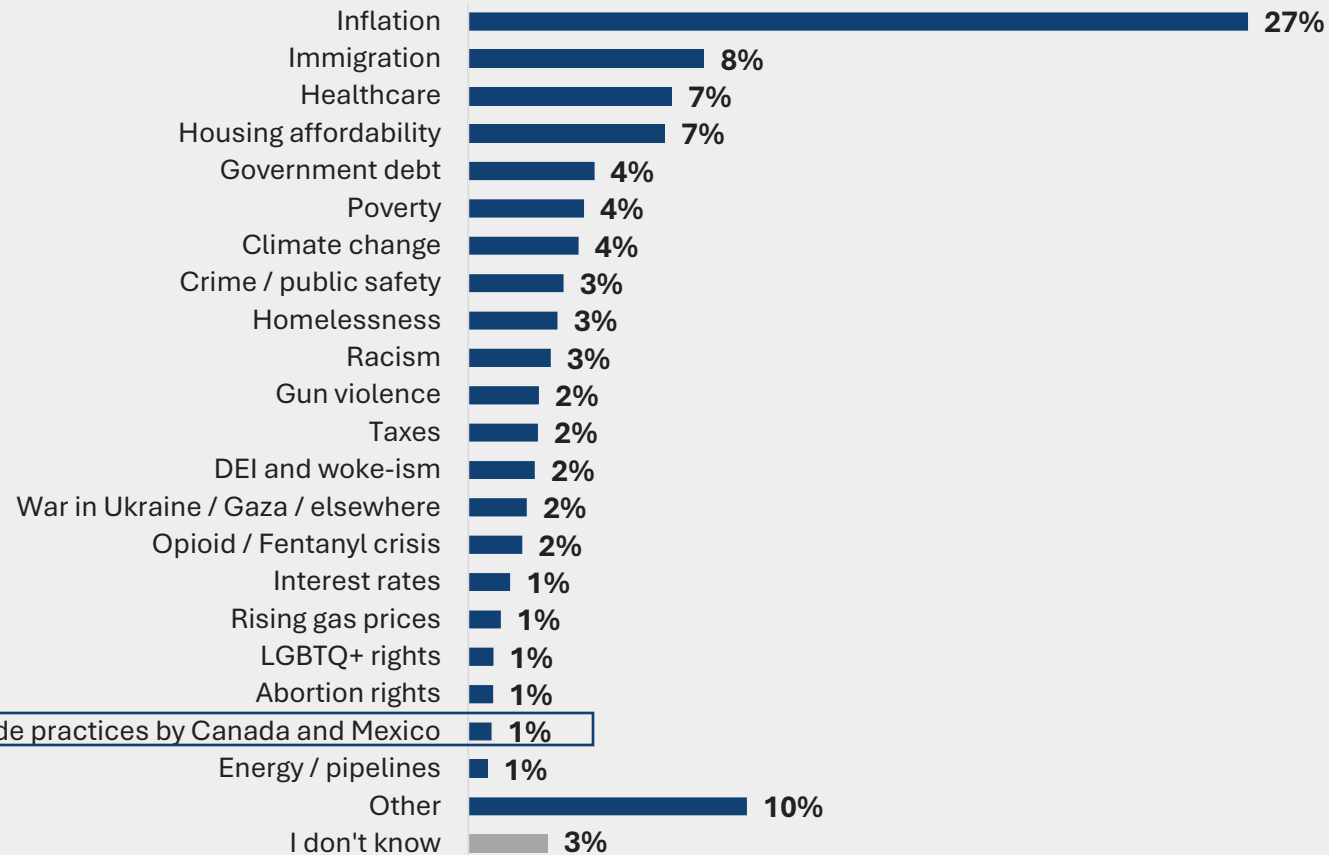
*Responses with less than 1% of mentions are not shown.



Number One Issue Facing the U.S. Today

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

Base: American respondents (n=1,013)



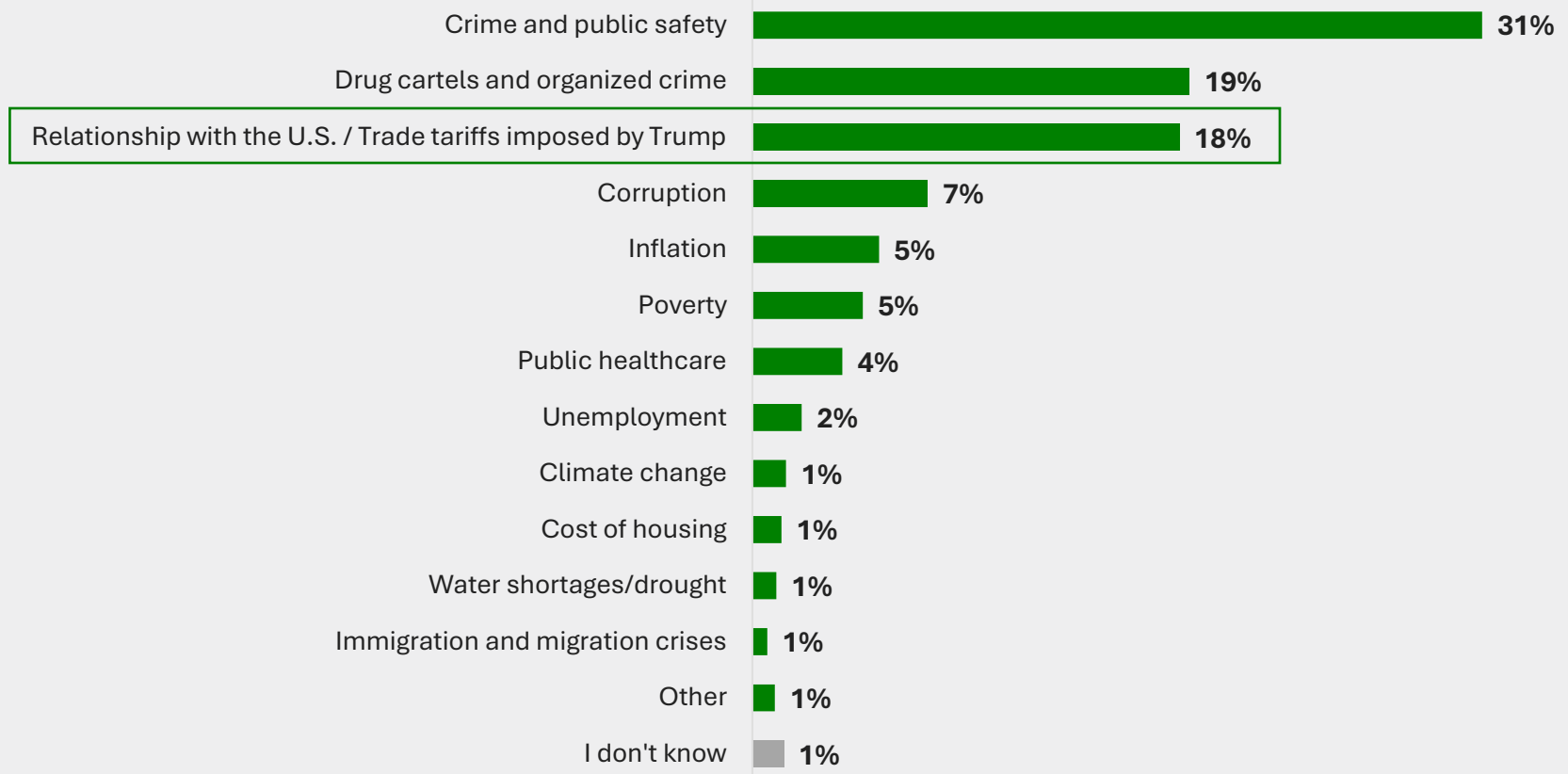
*Responses with less than 1% of mentions are not shown.



Number One Issue Facing Mexico Today

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

Base: Mexican respondents (n=1,003)

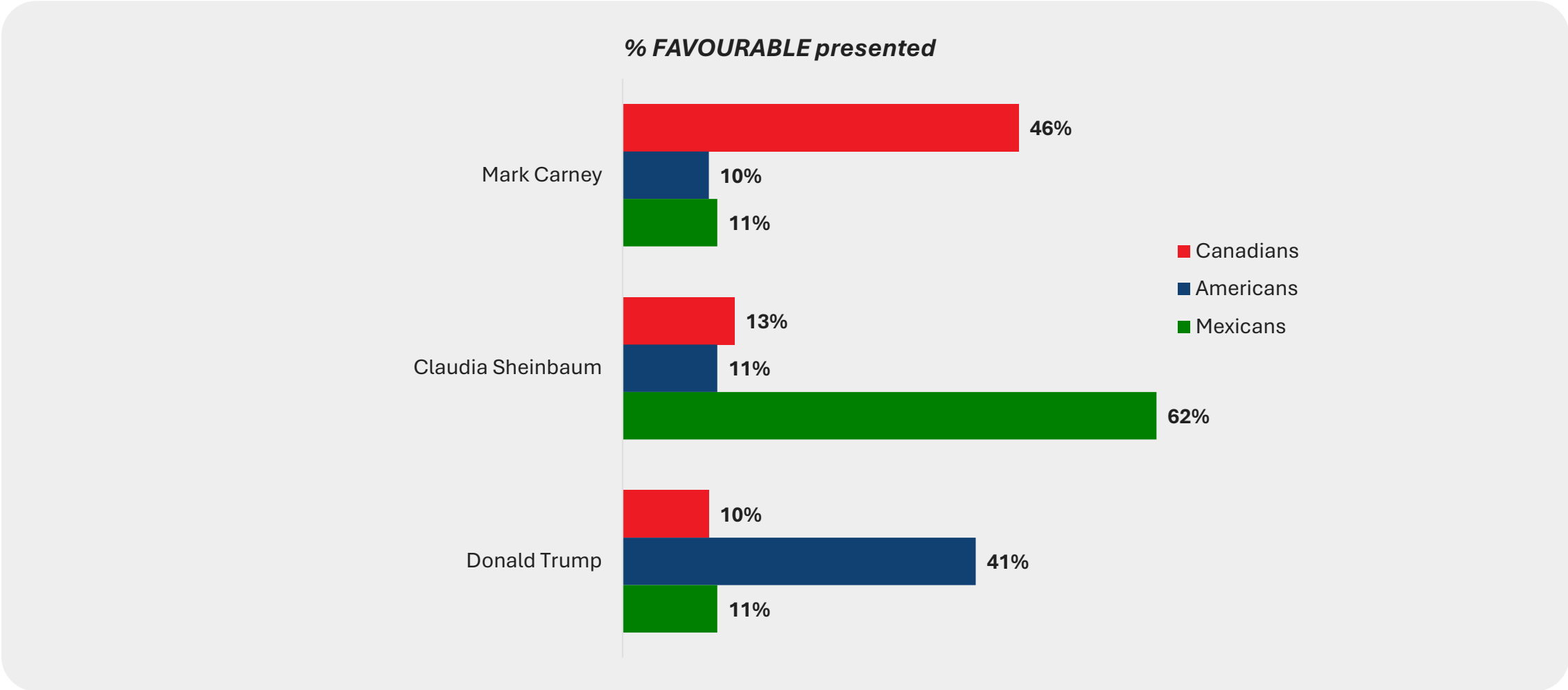


*Responses with less than 1% of mentions are not shown.

Impression of Public Figures

Q1T. Do you have favourable or unfavourable impression of the following individuals?




Base: Canadian respondents (n=1,628) / Americans respondents (n=1,013) / Mexican respondents (n=1,003)



Impression of Public Figures

Q1T. Do you have favourable or unfavourable impression of the following individuals?

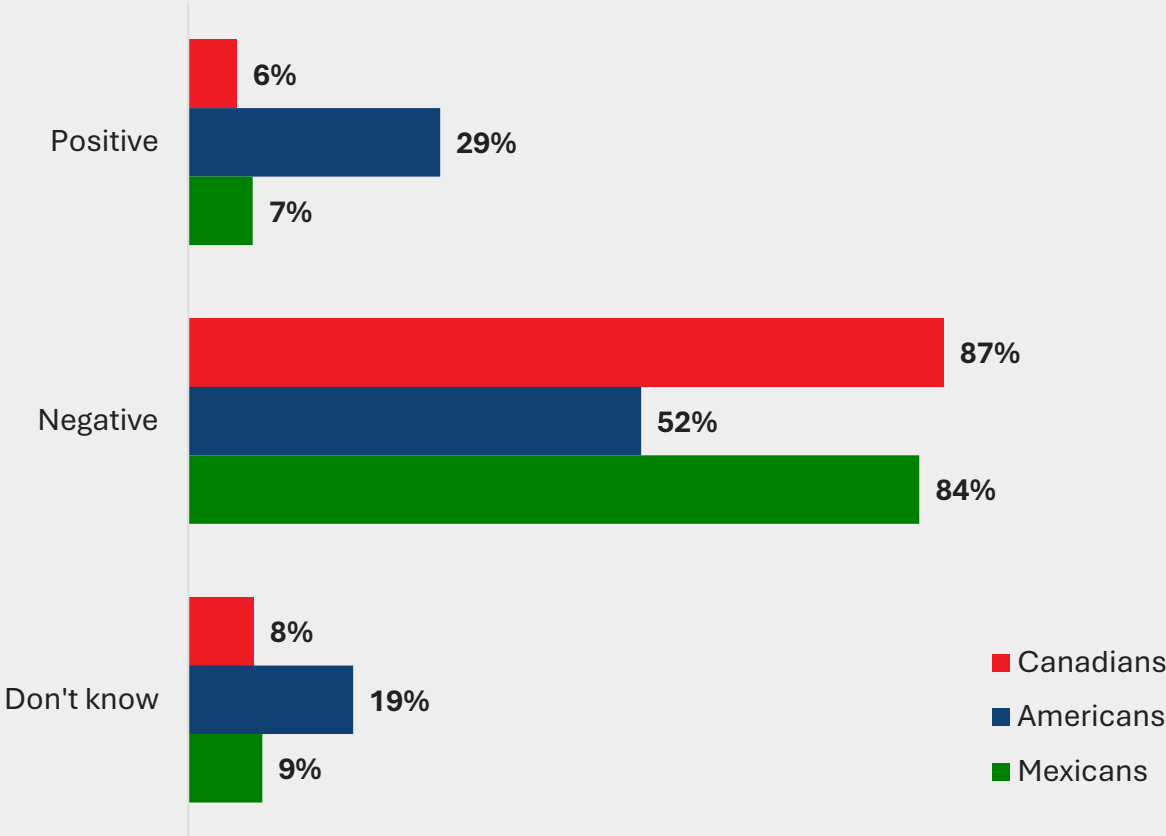
Base: All respondents

% FAVOURABLE			
	Total CANADA	Total USA	Total MEXICO
Weighted n=	1,628	1,013	1,003
Unweighted n=	1,628	1,013	1,003
Mark Carney			
Favourable	46%	10%	11%
Unfavourable	28%	12%	14%
I don't know enough about this person	18%	66%	63%
Unsure	8%	12%	12%
Claudia Sheinbaum			
Favourable	13%	11%	62%
Unfavourable	10%	8%	25%
I don't know enough about this person	68%	68%	9%
Unsure	9%	13%	5%
Donald Trump			
Favourable	10%	41%	11%
Unfavourable	81%	48%	76%
I don't know enough about this person	4%	3%	7%
Unsure	5%	8%	6%

Perceived Impact of Trump Administration's Tariffs on the Economy

Q2T. Do you believe that tariffs on exports to the US imposed by the Trump administration will have a positive or negative effect on the economy of your country?

Base: Canadian respondents (n=1,628) / Americans respondents (n=1,013) / Mexican respondents (n=1,003)

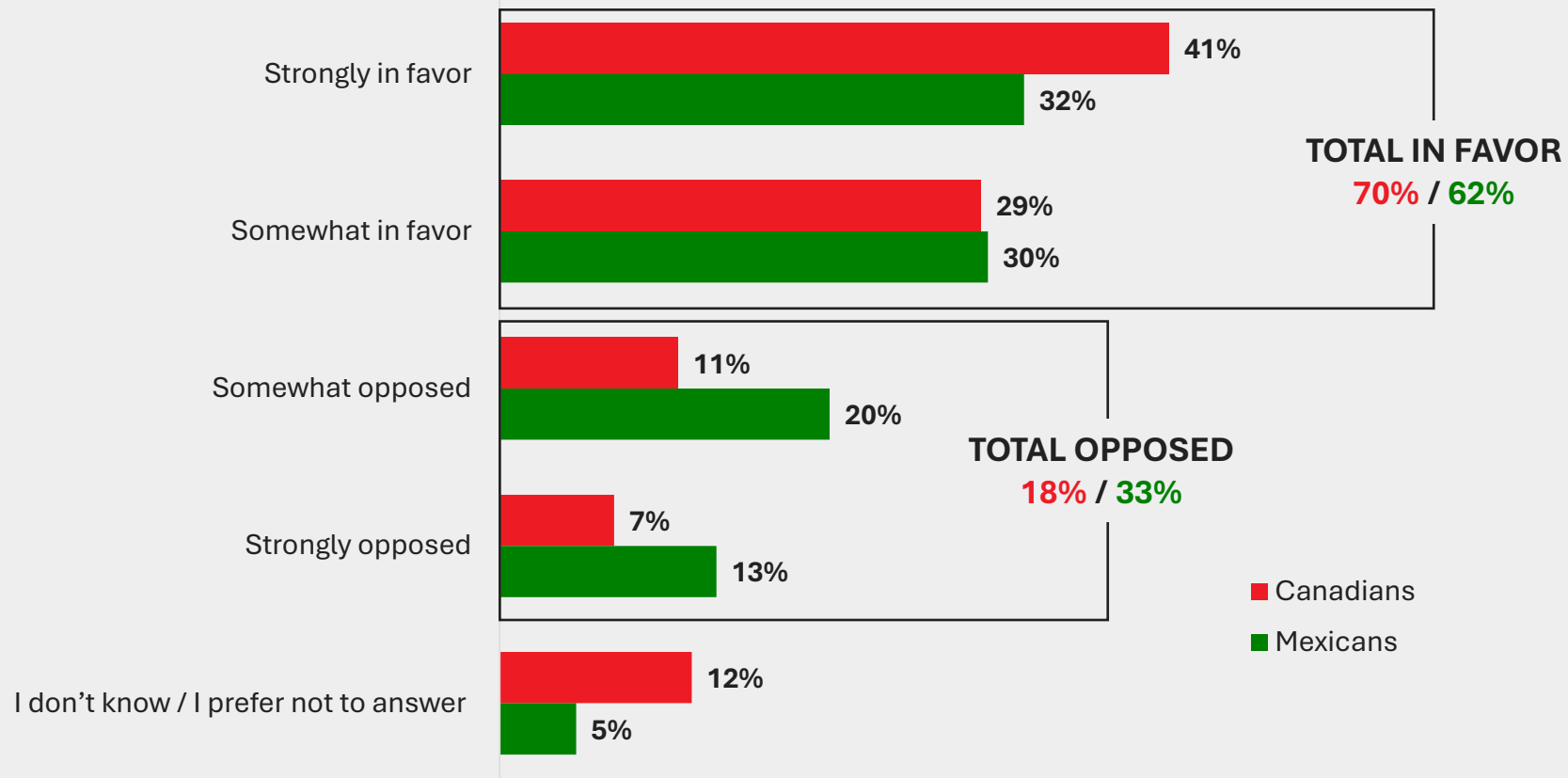




Support for Dollar-for-Dollar Response to U.S. Tariffs

Q4Z. Are you in favor or opposed to your government responding dollar for dollar to any tariffs imposed by the United States on imports from your country?

Base: Canadian respondents (n=1,628) / Mexican respondents (n=1,003)

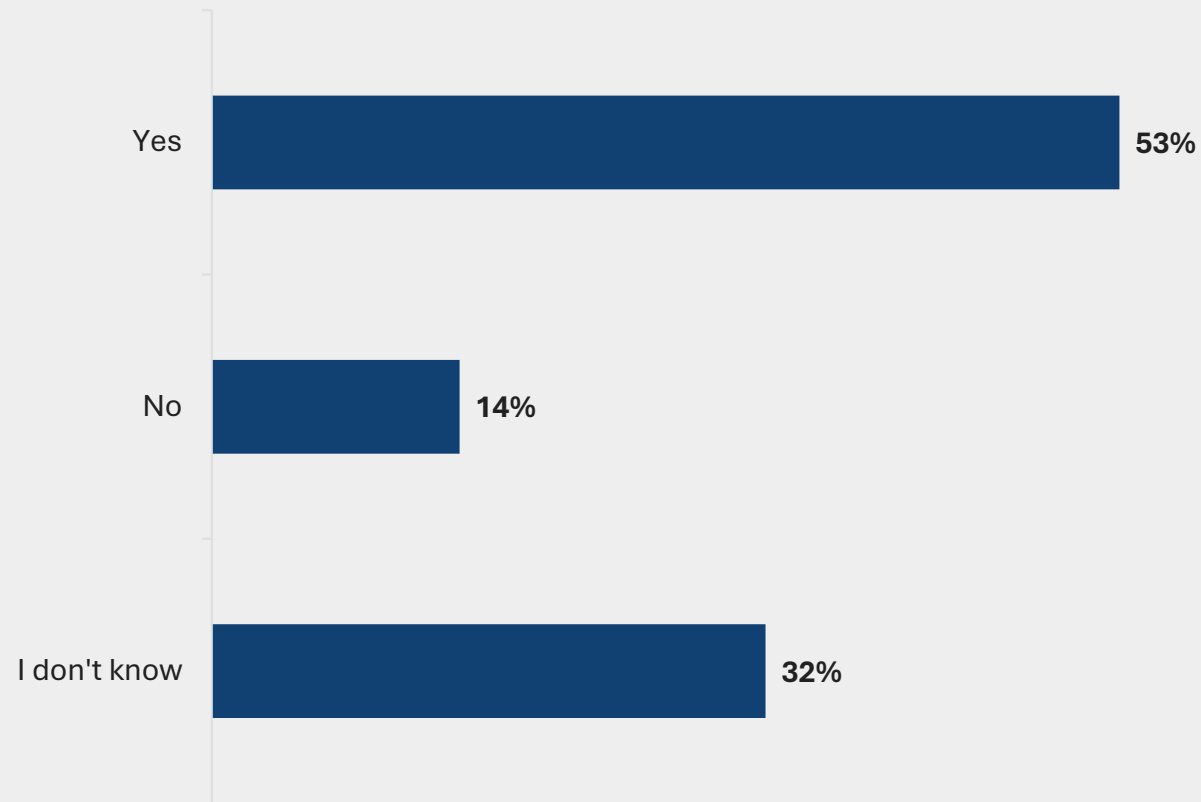




Support for a Future Free Trade Agreement with the Canada and Mexico

Q3A. Do you feel your country should enter into a free trade agreement with the Canada and Mexico when the current trade agreement comes up for review next year?

Base: Americans respondents (n=1,013)

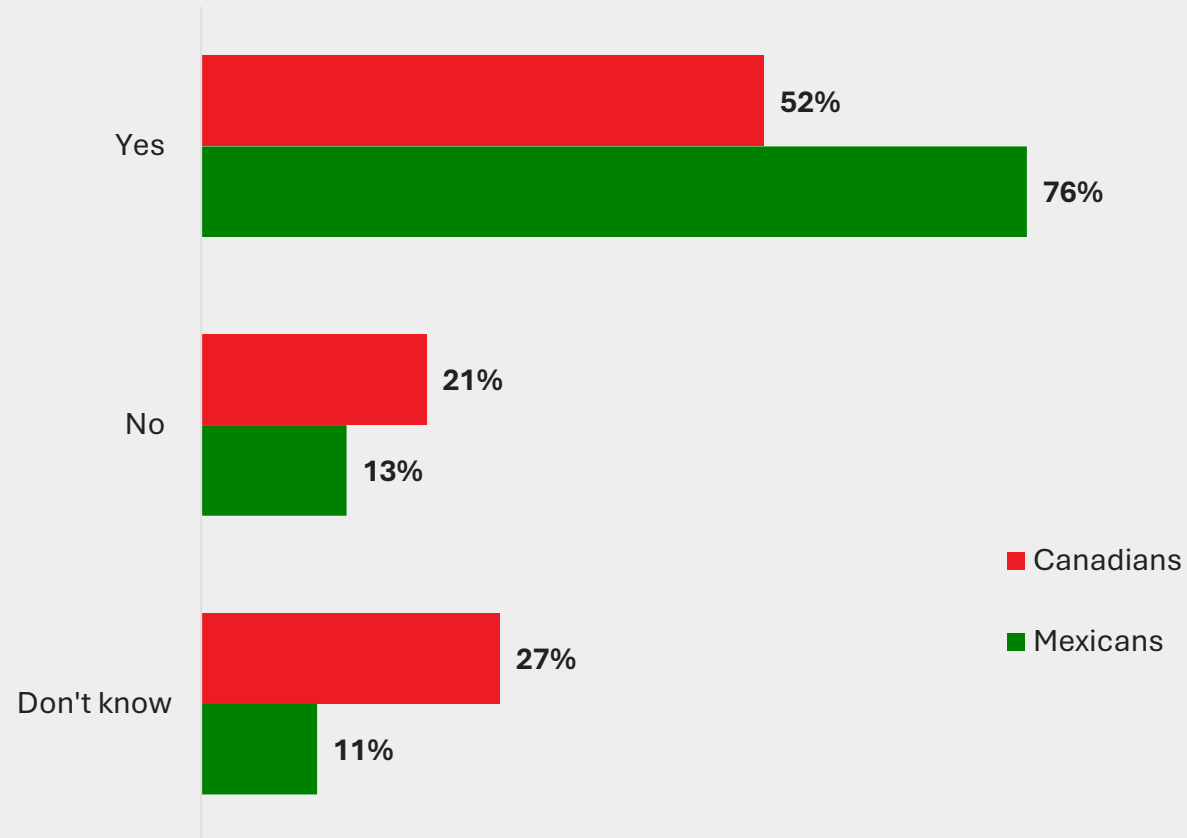




Support for a Future Free Trade Agreement with the United States

Q3B. Do you feel your country should enter into a free trade agreement with the United States when the current trade agreement comes up for review next year?




Base: Canadian respondents (n=1,628) / Mexican respondents (n=1,003)



Support for a Future Free Trade Agreement

Q3A+3B. Do you feel your country should enter into a free trade agreement with the United States/Canada and Mexico when the current trade agreement comes up for review next year?

Base: All respondents

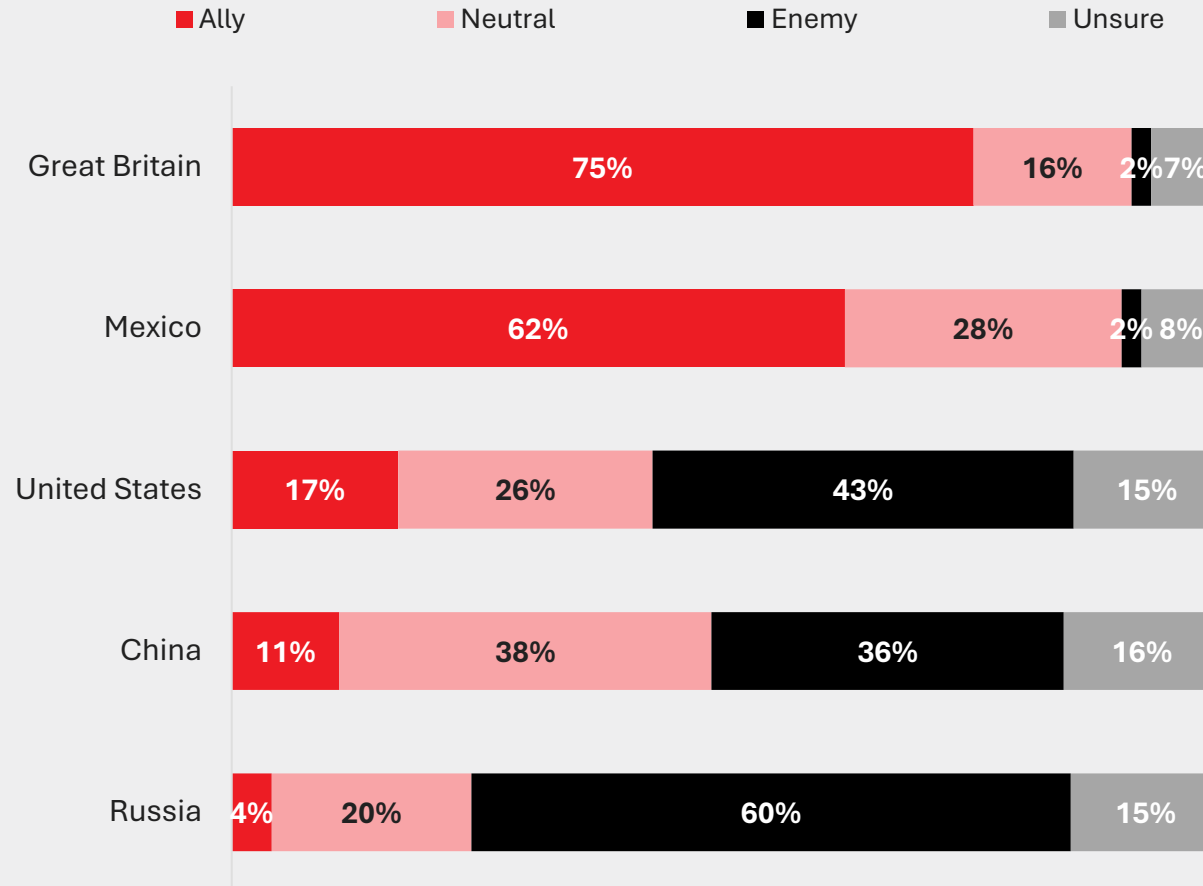
	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,628	1,013	1,003
<i>Unweighted n=</i>	1,628	1,013	1,003
Yes	52%	53%	76%
No	21%	14%	13%
Don't know	27%	32%	11%



Perceived Relationship Between Canada and Other Countries

Q4T. When thinking of the following countries and their relationship to Canada, do you feel they are an ally, a neutral country, or an enemy country?

Base: Canadian respondents (n=1,628)

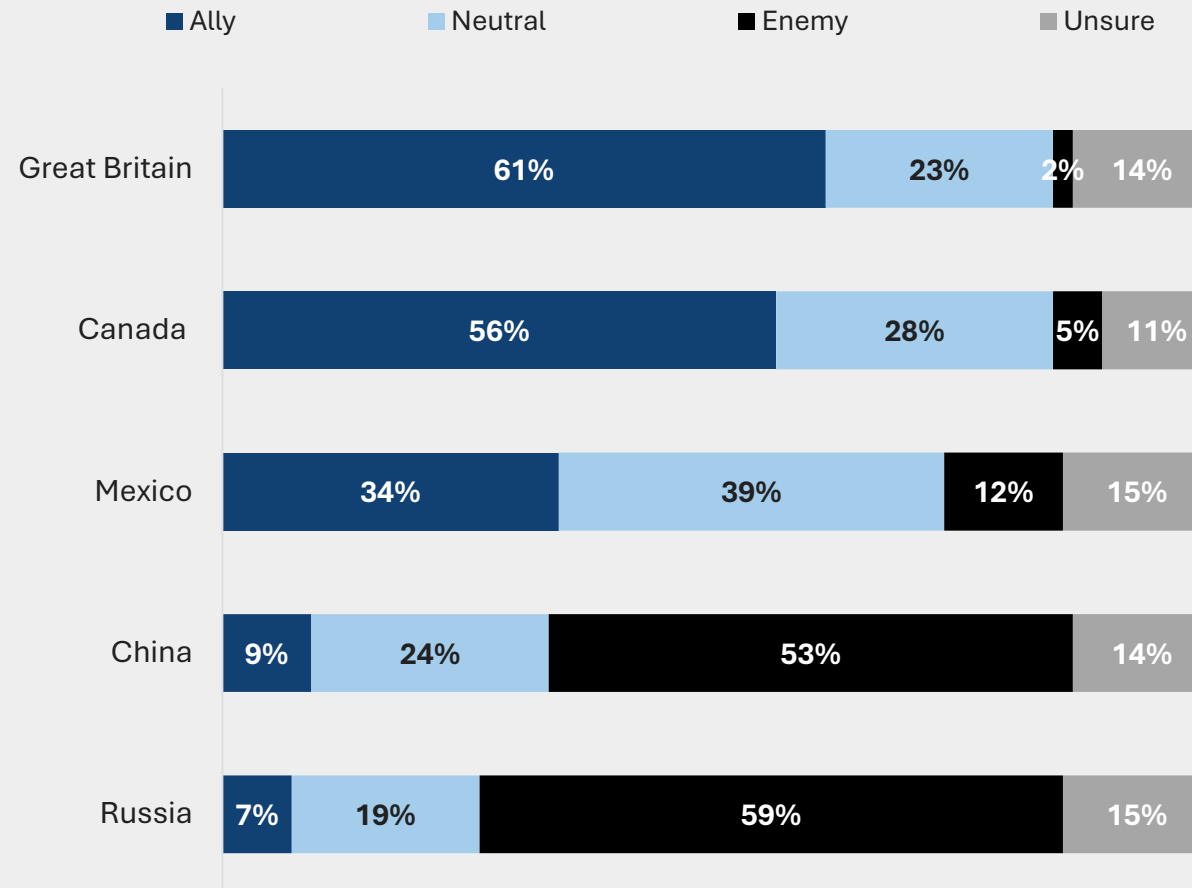


On February 18, 2025, **30% of Canadians considered the United States to be an ally, 27% to be neutral, and 27% to be an enemy.**
 (Source: Trump Tariffs Tracker, Feb. 18, 2025, n = 1,550).

Perceived Relationship Between the United States and Other Countries

Q4T. When thinking of the following countries and their relationship to the United States, do you feel they are an ally, a neutral country, or an enemy country?

Base: American respondents (n=1,013)

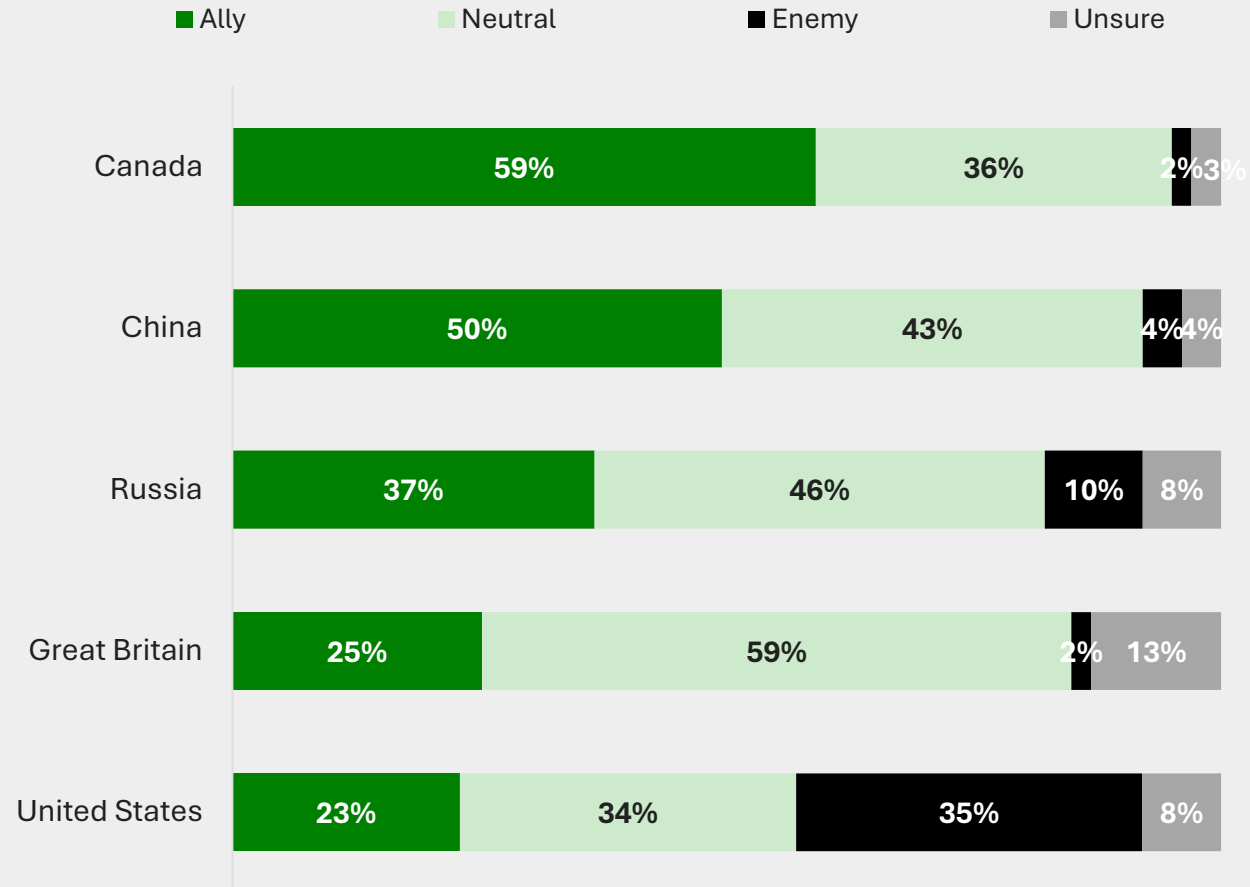




Perceived Relationship Between Mexico and Other Countries

Q4T. When thinking of the following countries and their relationship to Mexico, do you feel they are an ally, a neutral country, or an enemy country?




Base: Mexican respondents (n=1,003)



Perceived Relationship Between Countries

Q4T. When thinking of the following countries and their relationship to Canada/ the United States / Mexico, do you feel they are an ally, a neutral country, or an enemy country?

Base: All respondents

% Ally Presented				
		Total CANADA	Total USA	Total MEXICO
Weighted n=		1,628	1,013	1,003
Unweighted n=		1,628	1,013	1,003
Great Britain		75%	61%	25%
Mexico		62%	34%	-
Canada		-	56%	59%
United States		17%	-	23%
China		11%	9%	50%
Russia		4%	7%	37%



Recent Changes in Consumer Purchasing Behavior

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

Base: Canadian respondents (n=1,628) / Mexican respondents (n=1,003)

% YES DECREASED presented

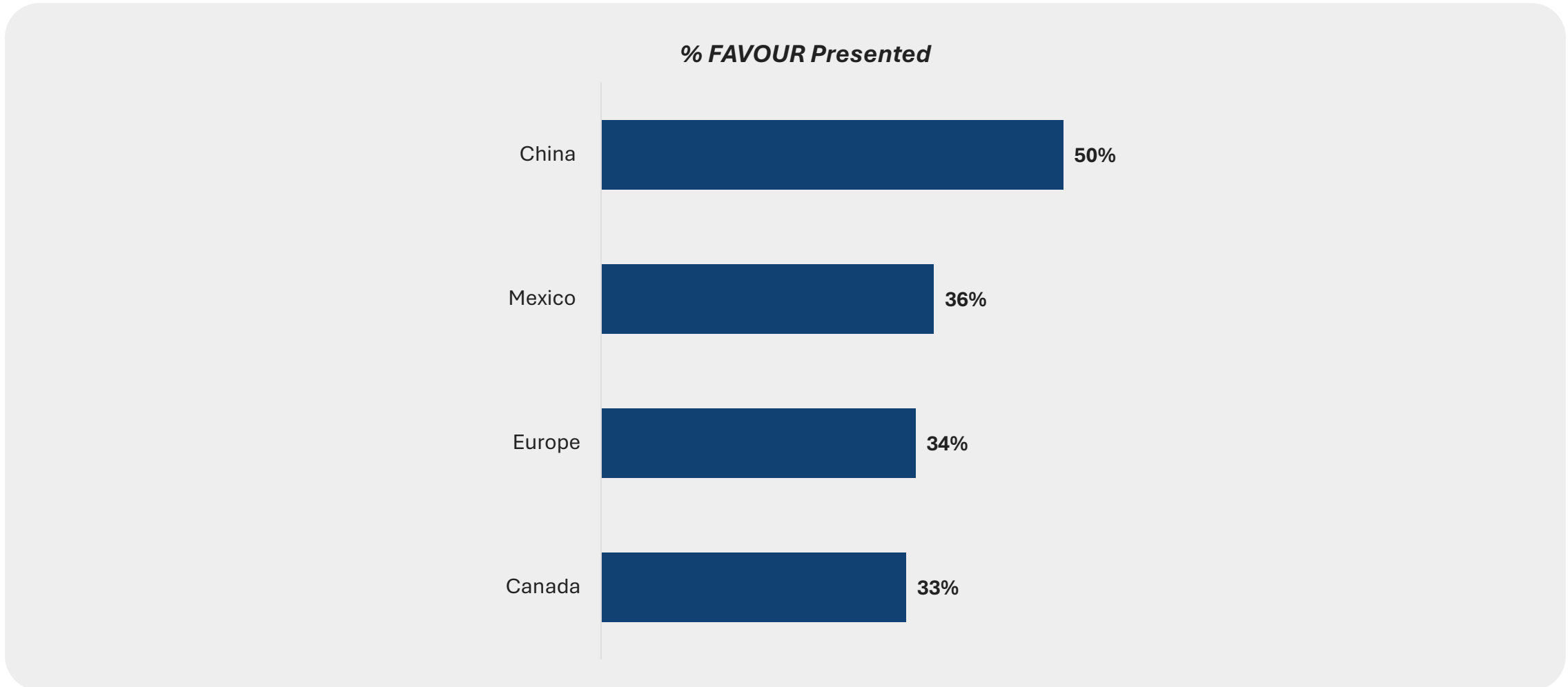




Support for Tariffs on Imports from Specific Countries

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)



Pride in Being Canadian, American, or Mexican

Q101. To what extent are you proud to be a Canadian/American/Mexican?

Base: All respondents

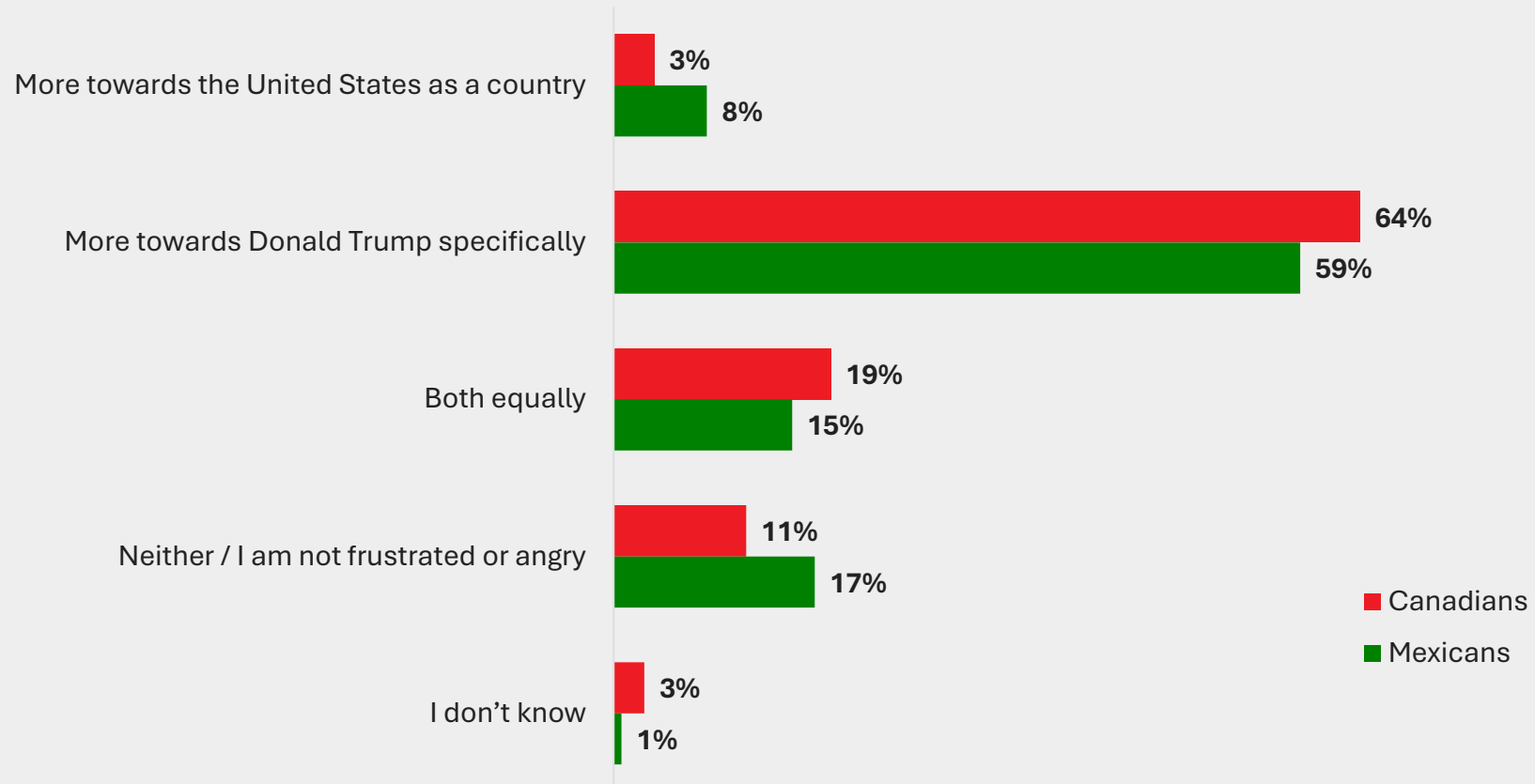
	 Total CANADA	 Total USA	 Total MEXICO
<i>Weighted n=</i>	1,628	1,013	1,003
<i>Unweighted n=</i>	1,628	1,013	1,003
TOTAL PROUD	87%	72%	94%
Very proud	57%	49%	83%
Somewhat proud	30%	23%	11%
TOTAL NOT PROUD	10%	21%	4%
Not very proud	6%	13%	3%
Not proud at all	4%	8%	2%
I am not a Canadian citizen	1%	1%	0%
I don't know / I prefer not to answer	2%	6%	1%



Sources of Frustration Toward the U.S.

Q5T. Would you say your frustration, if any, is directed more towards the United States as a country, towards Donald Trump specifically, or both?

Base: Canadian respondents (n=1,628) / Mexican respondents (n=1,003)

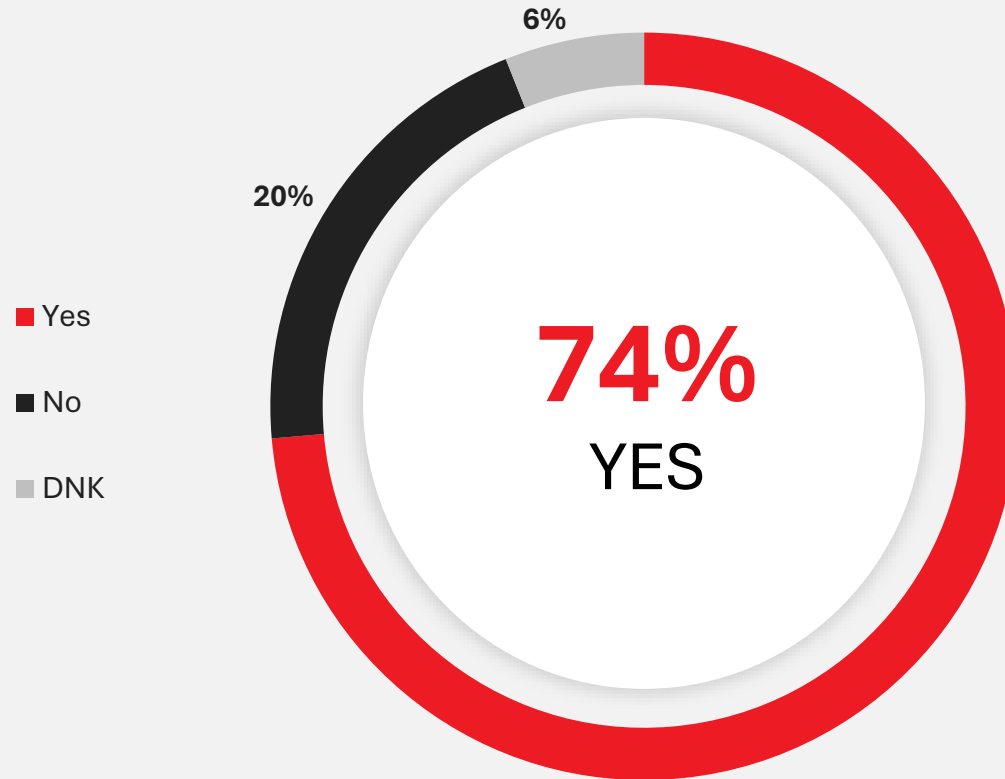




Increase in Purchases of Local Canadian Products

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

Base: Canadian respondents (n=1,628)



Appendix – Canadian Detailed Results



Number One Issue Facing Canada Today (1/2)

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

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Tariffs / Trump / US aggression	38%	34%	49%	34%	36%	33%	39%	36%	40%	19%	30%	57%	36%	43%	36%
Inflation	20%	23%	16%	20%	22%	26%	17%	19%	20%	31%	23%	10%	19%	19%	21%
Housing affordability	10%	8%	4%	12%	7%	8%	15%	10%	9%	17%	12%	4%	12%	9%	7%
Healthcare	8%	12%	10%	6%	5%	11%	6%	6%	10%	7%	8%	8%	8%	7%	9%
Government debt	4%	1%	4%	4%	6%	3%	2%	4%	3%	2%	4%	4%	3%	4%	5%
Taxes	3%	7%	2%	5%	2%	1%	2%	5%	2%	3%	4%	3%	2%	4%	5%
Immigration	3%	4%	4%	3%	2%	2%	4%	4%	2%	4%	3%	3%	3%	3%	3%
Climate change	2%	3%	4%	2%	3%	0%	4%	3%	2%	3%	3%	2%	3%	2%	3%
Poverty	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	4%	1%	3%	2%	2%
Crime / public safety	2%	0%	0%	3%	6%	1%	2%	3%	1%	1%	3%	2%	3%	2%	1%
Homelessness	1%	2%	1%	2%	0%	0%	1%	1%	2%	1%	1%	2%	1%	1%	2%
Interest rates	1%	0%	0%	0%	2%	2%	1%	1%	0%	2%	1%	0%	1%	0%	1%
Other	2%	3%	2%	2%	2%	5%	1%	3%	2%	2%	2%	3%	2%	2%	3%
I don't know	2%	1%	0%	2%	4%	4%	2%	2%	2%	3%	2%	1%	2%	1%	2%

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



Number One Issue Facing Canada Today (2/2)

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

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	1,628	614	523	103	75	38	25
<i>Unweighted n=</i>	1,628	688	450	118	92	35	29**
Tariffs / Trump / US aggression	38%	60%	21%	19%	59%	29%	5%
Inflation	20%	13%	25%	19%	9%	17%	28%
Housing affordability	10%	8%	10%	19%	4%	13%	10%
Healthcare	8%	7%	7%	10%	7%	4%	9%
Government debt	4%	1%	9%	1%	3%	2%	12%
Taxes	3%	1%	6%	3%	0%	4%	3%
Immigration	3%	1%	6%	4%	7%	0%	10%
Climate change	2%	2%	1%	8%	5%	17%	0%
Poverty	2%	1%	3%	7%	4%	0%	0%
Crime / public safety	2%	1%	4%	1%	0%	0%	0%
Homelessness	1%	1%	1%	4%	0%	7%	7%
Interest rates	1%	0%	1%	2%	0%	0%	0%
Other	2%	2%	3%	1%	0%	3%	7%
I don't know	2%	1%	2%	0%	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.



Impression of Public Figures (1/2)

Q1T. Do you have favourable or unfavourable impression of the following individuals?

Base: Canadian respondents (n=1,628)

% FAVOURABLE	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Mark Carney	46%	56%	49%	45%	39%	32%	55%	48%	45%	42%	39%	55%	48%	51%	36%
Claudia Sheinbaum	13%	10%	16%	12%	14%	14%	9%	17%	8%	10%	10%	17%	13%	13%	12%
Donald Trump	10%	11%	8%	10%	14%	10%	9%	14%	6%	12%	11%	8%	9%	10%	11%



Impression of Public Figures (2/2)

Q1T. Do you have favourable or unfavourable impression of the following individuals?

Base: Canadian respondents (n=1,628)



	% FAVOURABLE	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
<i>Weighted n=</i>		1,628	614	523	103	75	38	25
<i>Unweighted n=</i>		1,628	688	450	118	92	35	29*
Mark Carney	46%		89%	15%	36%	45%	39%	4%
Claudia Sheinbaum	13%		19%	9%	9%	10%	28%	9%
Donald Trump	10%		2%	23%	2%	4%	13%	34%

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



Perceived Impact of Trump Administration's Tariffs on the Economy (1/2)

Q2T. Do you believe that tariffs on exports to the US imposed by the Trump administration will have a positive or negative effect on the Canadian economy?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Positive	6%	6%	6%	6%	8%	3%	5%	8%	4%	10%	4%	4%	8%	4%	4%
Negative	87%	87%	88%	86%	84%	85%	88%	86%	88%	81%	88%	90%	85%	89%	88%
I don't know	8%	7%	5%	8%	8%	12%	7%	7%	8%	9%	9%	5%	8%	7%	8%



Perceived Impact of Trump Administration's Tariffs on the Economy (2/2)

Q2T. Do you believe that tariffs on exports to the US imposed by the Trump administration will have a positive or negative effect on the Canadian economy?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
Positive	6%	5%	8%	6%	5%	6%	18%
Negative	87%	91%	85%	83%	94%	83%	74%
I don't know	8%	4%	8%	11%	2%	10%	8%

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



Support for Dollar-for-Dollar Response to U.S. Tariffs (1/2)

Q4Z. Are you in favor or opposed to the Canadian government responding dollar for dollar to any tariffs imposed by the United States on Canadian imports?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
TOTAL IN FAVOR	70%	66%	71%	73%	59%	63%	76%	72%	69%	66%	69%	75%	72%	71%	67%
Strongly in favor	41%	48%	36%	44%	27%	37%	48%	46%	36%	28%	40%	50%	41%	43%	38%
Somewhat in favor	29%	18%	35%	29%	32%	26%	28%	26%	33%	38%	28%	25%	31%	28%	29%
TOTAL OPPOSED	18%	20%	18%	16%	27%	21%	17%	20%	16%	20%	18%	16%	17%	18%	20%
Somewhat opposed	11%	12%	12%	8%	19%	13%	11%	11%	11%	15%	9%	10%	10%	11%	14%
Strongly opposed	7%	8%	6%	8%	8%	7%	6%	9%	5%	6%	9%	7%	7%	8%	7%
I don't know / I prefer not to answer	12%	14%	12%	11%	14%	16%	7%	8%	15%	14%	13%	9%	11%	11%	13%



Support for Dollar-for-Dollar Response to U.S. Tariffs (2/2)

Q4Z. Are you in favor or opposed to the Canadian government responding dollar for dollar to any tariffs imposed by the United States on Canadian imports?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
TOTAL IN FAVOR	70%	85%	62%	77%	71%	61%	41%
Strongly in favor	41%	58%	29%	33%	38%	25%	26%
Somewhat in favor	29%	27%	32%	43%	33%	35%	15%
TOTAL OPPOSED	18%	9%	29%	6%	16%	31%	45%
Somewhat opposed	11%	7%	16%	5%	13%	25%	21%
Strongly opposed	7%	2%	13%	1%	3%	6%	24%
I don't know / I prefer not to answer	12%	5%	9%	17%	12%	8%	14%

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



Support for a Future Free Trade Agreement with the United States (1/2)

Q3T. Do you feel your country should enter into a free trade agreement with the United States when the current trade agreement comes up for review next year?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Yes	52%	37%	58%	52%	54%	50%	49%	59%	45%	49%	54%	52%	52%	53%	50%
No	21%	27%	18%	22%	16%	15%	26%	23%	18%	22%	16%	24%	23%	19%	20%
I don't know	27%	36%	24%	26%	30%	34%	25%	18%	37%	29%	30%	25%	26%	27%	30%



Support for a Future Free Trade Agreement with the United States (2/2)

Q3T. Do you feel your country should enter into a free trade agreement with the United States when the current trade agreement comes up for review next year?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
Yes	52%	49%	65%	41%	58%	50%	54%
No	21%	24%	16%	22%	19%	33%	20%
I don't know	27%	27%	19%	37%	23%	17%	26%

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



Perceived Relationship Between Canada and Other Countries (1/2)

Q4T. When thinking of the following countries and their relationship to Canada, do you feel they are an ally, a neutral country, or an enemy country?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Great Britain															
Ally	75%	78%	70%	78%	70%	77%	73%	76%	73%	64%	77%	80%	71%	79%	75%
Neutral	16%	12%	17%	14%	17%	12%	21%	15%	16%	23%	13%	13%	18%	15%	11%
Enemy	2%	0%	2%	2%	2%	3%	5%	3%	2%	5%	2%	1%	4%	1%	1%
Mexico															
Ally	62%	59%	67%	59%	58%	66%	63%	63%	61%	54%	66%	64%	60%	66%	60%
Neutral	28%	28%	24%	31%	31%	24%	28%	29%	27%	34%	24%	27%	31%	25%	27%
Enemy	2%	0%	1%	2%	0%	2%	3%	2%	1%	3%	0%	2%	2%	2%	1%
United States															
Ally	17%	18%	15%	18%	18%	17%	15%	22%	12%	19%	21%	13%	15%	19%	17%
Neutral	26%	17%	21%	28%	32%	25%	27%	26%	25%	34%	23%	22%	25%	29%	21%
Enemy	43%	48%	50%	38%	33%	39%	49%	39%	47%	32%	41%	51%	45%	40%	44%
China															
Ally	11%	5%	14%	10%	12%	12%	7%	11%	11%	16%	13%	6%	12%	9%	12%
Neutral	38%	36%	38%	39%	37%	27%	43%	37%	38%	45%	37%	33%	35%	44%	32%
Enemy	36%	35%	28%	38%	34%	42%	37%	41%	30%	23%	34%	45%	37%	33%	37%
Russia															
Ally	4%	4%	2%	6%	5%	2%	6%	5%	4%	9%	4%	2%	5%	4%	4%
Neutral	20%	15%	20%	22%	25%	15%	21%	21%	19%	31%	21%	13%	20%	21%	18%
Enemy	60%	62%	62%	58%	53%	67%	59%	64%	57%	41%	59%	74%	59%	63%	61%



Perceived Relationship Between Canada and Other Countries (2/2)

Q4T. When thinking of the following countries and their relationship to Canada, do you feel they are an ally, a neutral country, or an enemy country?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
Great Britain							
Ally	75%	88%	72%	70%	74%	52%	54%
Neutral	16%	8%	19%	21%	20%	36%	20%
Enemy	2%	2%	3%	1%	1%	4%	20%
Mexico							
Ally	62%	73%	55%	59%	78%	68%	50%
Neutral	28%	23%	35%	27%	21%	23%	22%
Enemy	2%	0%	3%	1%	0%	6%	14%
United States							
Ally	17%	9%	32%	8%	12%	15%	26%
Neutral	26%	26%	27%	27%	19%	32%	29%
Enemy	43%	52%	30%	53%	58%	48%	29%
China							
Ally	11%	10%	10%	15%	8%	12%	25%
Neutral	38%	39%	37%	40%	44%	42%	25%
Enemy	36%	36%	44%	25%	35%	36%	36%
Russia							
Ally	4%	4%	4%	1%	4%	5%	12%
Neutral	20%	12%	28%	26%	16%	26%	31%
Enemy	60%	73%	58%	54%	71%	55%	32%

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



Recent Changes in Consumer Purchasing Behavior (1/2)

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

Base: Canadian respondents (n=1,628)







	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
American products bought in store	72%	75%	77%	73%	61%	66%	71%	68%	76%	64%	67%	82%	72%	73%	72%
American products bought online	70%	69%	76%	70%	56%	63%	70%	66%	73%	63%	65%	78%	70%	69%	71%
Products in general purchased on the Amazon platform	55%	62%	67%	53%	48%	43%	51%	52%	58%	51%	51%	61%	56%	54%	56%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	53%	59%	56%	53%	40%	50%	55%	50%	56%	45%	49%	62%	54%	52%	53%
American retail chain stores (Walmart, Costco, Winners, etc.)	47%	56%	47%	46%	40%	46%	49%	45%	49%	41%	44%	53%	50%	43%	48%



Recent Changes in Consumer Purchasing Behavior (2/2)

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

Base: Canadian respondents (n=1,628)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
American products bought in store	72%	86%	58%	80%	86%	72%	39%
American products bought online	70%	82%	56%	67%	83%	68%	44%
Products in general purchased on the Amazon platform	55%	68%	42%	55%	79%	61%	43%
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	53%	61%	45%	59%	64%	61%	51%
American retail chain stores (Walmart, Costco, Winners, etc.)	47%	56%	38%	51%	57%	40%	32%

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



Pride in Being Canadian (1/2)

Q101. To what extent are you proud to be a Canadian?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
TOTAL PROUD	87%	89%	86%	88%	87%	84%	86%	85%	89%	81%	85%	91%	86%	88%	87%
Very proud	57%	71%	47%	60%	53%	57%	60%	56%	58%	38%	53%	72%	54%	59%	58%
Somewhat proud	30%	18%	40%	28%	34%	26%	25%	29%	31%	44%	32%	19%	32%	28%	28%
TOTAL NOT PROUD	10%	8%	11%	10%	10%	13%	10%	12%	9%	14%	12%	7%	10%	10%	12%
Not very proud	6%	4%	7%	6%	8%	6%	7%	7%	5%	9%	8%	4%	6%	7%	7%
Not proud at all	4%	4%	4%	4%	3%	6%	3%	5%	3%	5%	5%	3%	5%	3%	5%
I am not a Canadian citizen	1%	0%	0%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	1%	0%
I don't know / I prefer not to answer	2%	3%	2%	1%	0%	2%	2%	2%	1%	3%	2%	1%	2%	1%	2%



Pride in Being Canadian (2/2)

Q101. To what extent are you proud to be a Canadian?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
TOTAL PROUD	87%	96%	80%	85%	81%	93%	60%
Very proud	57%	73%	47%	48%	31%	42%	23%
Somewhat proud	30%	23%	33%	37%	50%	51%	37%
TOTAL NOT PROUD	10%	2%	18%	15%	16%	7%	40%
Not very proud	6%	1%	12%	9%	9%	2%	27%
Not proud at all	4%	1%	7%	7%	7%	6%	13%
I am not a Canadian citizen	1%	1%	1%	0%	0%	0%	0%
I don't know / I prefer not to answer	2%	0%	1%	0%	3%	0%	0%

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



Recent Changes in Consumer Purchasing Behavior (1/2)

Q5T. Would you say your frustration, if any, is directed more towards the United States as a country, towards Donald Trump specifically, or both?

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
<i>Unweighted n=</i>	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
More towards the United States as a country	3%	3%	3%	4%	6%	5%	2%	4%	3%	7%	3%	2%	4%	3%	3%
More towards Donald Trump specifically	64%	59%	73%	61%	61%	58%	66%	59%	69%	61%	61%	68%	64%	63%	66%
Both equally	19%	21%	12%	21%	16%	19%	21%	20%	18%	18%	18%	19%	19%	19%	15%
Neither / I am not frustrated or angry	11%	15%	11%	11%	11%	15%	9%	15%	8%	10%	15%	10%	10%	12%	14%
I don't know	3%	3%	1%	3%	6%	3%	2%	2%	3%	4%	3%	2%	3%	2%	3%



Recent Changes in Consumer Purchasing Behavior (2/2)

Q5T. Would you say your frustration, if any, is directed more towards the United States as a country, towards Donald Trump specifically, or both?

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
More towards the United States as a country	3%	2%	5%	4%	4%	1%	13%
More towards Donald Trump specifically	64%	72%	56%	70%	76%	72%	33%
Both equally	19%	22%	14%	18%	15%	22%	20%
Neither / I am not frustrated or angry	11%	3%	23%	4%	5%	5%	26%
I don't know	3%	1%	2%	4%	0%	0%	9%

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



Increase in Purchases of Local Canadian Products (1/2)

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

Base: Canadian respondents (n=1,628)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,628	110	376	630	105	181	226	793	835	434	524	670	676	601	339
Unweighted n=	1,628	105	435	632	135	142	179	853	775	432	501	695	688	601	327
Yes	74%	81%	78%	73%	62%	71%	72%	70%	77%	64%	70%	82%	74%	72%	76%
No	20%	11%	18%	21%	32%	22%	21%	24%	17%	27%	25%	13%	20%	22%	19%
I don't know / I prefer not to answer	6%	7%	4%	6%	6%	7%	7%	6%	6%	9%	5%	5%	6%	6%	6%



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

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

Base: Canadian respondents (n=1,628)



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,628	614	523	103	75	38	25
Unweighted n=	1,628	688	450	118	92	35	29*
Yes	74%	87%	61%	82%	87%	75%	39%
No	20%	11%	33%	11%	10%	15%	55%
I don't know / I prefer not to answer	6%	3%	7%	7%	3%	10%	7%

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

Appendix – American Detailed Results

Number One Issue Facing the United States Today

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	180	211	388	234	304	317	392	495	518	281	317	336
<i>Unweighted n=</i>	1,013	201	206	397	209	192	351	470	480	533	291	313	342
Inflation	27%	25%	35%	28%	19%	29%	28%	24%	26%	28%	28%	25%	26%
Immigration	8%	12%	7%	8%	7%	3%	8%	12%	9%	7%	19%	3%	6%
Healthcare	7%	8%	7%	7%	7%	7%	9%	5%	7%	8%	4%	13%	6%
Housing affordability	7%	7%	7%	5%	9%	11%	7%	4%	4%	10%	6%	8%	5%
Government debt	4%	2%	4%	8%	1%	1%	3%	8%	6%	3%	8%	2%	4%
Poverty	4%	2%	4%	6%	3%	7%	5%	1%	3%	5%	1%	5%	5%
Climate change	4%	3%	7%	1%	5%	4%	3%	4%	4%	3%	2%	6%	5%
Crime / public safety	3%	2%	1%	3%	6%	4%	4%	3%	3%	3%	3%	3%	5%
Homelessness	3%	2%	2%	1%	9%	1%	6%	2%	2%	4%	0%	4%	4%
Racism	3%	3%	2%	3%	3%	6%	3%	1%	4%	2%	0%	4%	4%
Gun violence	2%	5%	1%	2%	1%	2%	2%	3%	2%	3%	3%	4%	2%
Taxes	2%	3%	2%	3%	2%	3%	2%	2%	3%	2%	5%	1%	2%
DEI and woke-ism	2%	4%	1%	3%	1%	1%	1%	4%	3%	1%	4%	0%	1%
War in Ukraine / Gaza / elsewhere	2%	3%	3%	1%	2%	1%	1%	3%	2%	2%	1%	2%	3%
Opioid / Fentanyl crisis	2%	1%	3%	1%	3%	2%	3%	1%	2%	1%	3%	1%	1%
Interest rates	1%	0%	0%	3%	1%	3%	2%	0%	2%	1%	2%	1%	2%
Rising gas prices	1%	2%	0%	1%	2%	2%	1%	1%	2%	1%	2%	0%	1%
LGBTQ+ rights	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	0%
Abortion rights	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%
Unfair trade practices by Canada and Mexico	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%
Energy / pipelines	1%	1%	0%	0%	2%	2%	0%	0%	1%	0%	0%	0%	1%
Other	10%	11%	8%	8%	12%	7%	6%	15%	10%	9%	5%	12%	10%
I don't know	3%	2%	3%	3%	2%	2%	4%	3%	2%	3%	2%	2%	4%

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



Impression of Public Figures

Q1T. Do you have favourable or unfavourable impression of the following individuals?

Base: American respondents (n=1,013)

	% FAVOURABLE	Total U.S.												
			North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=		1,013	180	211	388	234	304	317	392	495	518	281	317	336
Unweighted n=		1,013	201	206	397	209	192	351	470	480	533	291	313	342
Donald Trump	41%		41%	41%	44%	36%	36%	43%	43%	48%	34%	87%	10%	36%
Claudia Sheinbaum	11%		10%	6%	10%	17%	16%	9%	9%	13%	9%	10%	16%	10%
Mark Carney	10%		11%	7%	9%	15%	14%	8%	10%	14%	7%	9%	16%	8%

Perceived Impact of Trump Administration's Tariffs on the Economy

Q2T. 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
<i>Weighted n=</i>	1,013	180	211	388	234	304	317	392	495	518	281	317	336
<i>Unweighted n=</i>	1,013	201	206	397	209	192	351	470	480	533	291	313	342
Positive	29%	31%	24%	33%	24%	27%	31%	29%	36%	22%	59%	12%	24%
Negative	52%	56%	57%	44%	57%	50%	50%	55%	46%	58%	22%	81%	54%
I don't know	19%	13%	18%	22%	19%	23%	19%	16%	18%	20%	20%	7%	22%



Support for a Future Free Trade Agreement with Canada and Mexico

Q3T. Do you feel your country should enter into a free trade agreement with the Canada and Mexico when the current trade agreement comes up for review next year?

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	180	211	388	234	304	317	392	495	518	281	317	336
<i>Unweighted n=</i>	1,013	201	206	397	209	192	351	470	480	533	291	313	342
Yes	53%	57%	52%	49%	57%	50%	53%	56%	56%	51%	44%	65%	54%
No	14%	12%	15%	17%	12%	17%	14%	13%	18%	11%	22%	11%	13%
I don't know	32%	30%	33%	34%	30%	34%	33%	31%	27%	38%	34%	24%	33%



Perceived Relationship Between the United States and Other Countries

Q4T. When thinking of the following countries and their relationship the United States, do you feel they are an ally, a neutral country, or an enemy country?

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	180	211	388	234	304	317	392	495	518	281	317	336
<i>Unweighted n=</i>	1,013	201	206	397	209	192	351	470	480	533	291	313	342
Great Britain													
Ally	61%	66%	61%	59%	63%	55%	54%	72%	70%	53%	67%	65%	61%
Neutral	23%	19%	21%	25%	24%	28%	25%	18%	20%	26%	22%	21%	24%
Enemy	2%	3%	1%	3%	1%	1%	2%	2%	1%	3%	2%	2%	2%
Canada													
Ally	56%	63%	54%	55%	53%	51%	53%	61%	61%	50%	55%	65%	56%
Neutral	28%	24%	27%	30%	30%	31%	27%	27%	26%	30%	34%	19%	28%
Enemy	5%	5%	3%	6%	4%	7%	5%	3%	3%	6%	4%	8%	3%
Mexico													
Ally	34%	35%	34%	34%	34%	32%	30%	40%	38%	31%	29%	45%	35%
Neutral	39%	36%	40%	37%	42%	38%	38%	40%	39%	38%	44%	35%	37%
Enemy	12%	16%	8%	13%	12%	14%	13%	10%	11%	14%	18%	10%	12%
China													
Ally	9%	11%	4%	10%	10%	15%	11%	3%	10%	8%	8%	12%	9%
Neutral	24%	23%	17%	25%	29%	32%	28%	14%	22%	26%	18%	26%	26%
Enemy	53%	53%	61%	51%	49%	40%	40%	72%	57%	49%	68%	49%	49%
Russia													
Ally	7%	8%	3%	9%	9%	12%	10%	2%	8%	7%	9%	7%	8%
Neutral	19%	21%	16%	16%	23%	22%	22%	13%	19%	19%	24%	13%	20%
Enemy	59%	55%	63%	60%	54%	51%	46%	74%	64%	54%	58%	68%	55%

Support for Tariffs on Imports from Specific Countries

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)

% In Favor		Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,013	180	211	388	234	304	317	392	495	518	281	317	336	
Unweighted n=	1,013	201	206	397	209	192	351	470	480	533	291	313	342	
China	50%	45%	52%	54%	47%	39%	46%	62%	57%	44%	79%	36%	46%	
Mexico	36%	37%	30%	41%	33%	35%	37%	36%	44%	28%	65%	21%	31%	
Europe	34%	33%	28%	39%	34%	32%	34%	37%	41%	28%	63%	18%	30%	
Canada	33%	32%	29%	35%	32%	31%	33%	34%	40%	26%	59%	19%	26%	



Pride in Being American

Q101. To what extent are you proud to be an American?

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	180	211	388	234	304	317	392	495	518	281	317	336
<i>Unweighted n=</i>	1,013	201	206	397	209	192	351	470	480	533	291	313	342
TOTAL PROUD	72%	70%	67%	75%	74%	67%	74%	75%	76%	68%	93%	63%	66%
Very proud	49%	49%	45%	52%	47%	37%	53%	55%	56%	42%	80%	34%	38%
Somewhat proud	23%	21%	22%	23%	27%	30%	21%	20%	20%	27%	14%	29%	28%
TOTAL NOT PROUD	21%	22%	24%	18%	21%	28%	16%	20%	16%	26%	6%	32%	24%
Not very proud	13%	12%	15%	11%	14%	14%	11%	12%	12%	13%	4%	17%	16%
Not proud at all	8%	10%	9%	8%	7%	13%	4%	8%	4%	13%	2%	15%	7%
I am not an American citizen	1%	2%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%
I don't know / I prefer not to answer	6%	6%	9%	5%	4%	4%	9%	5%	7%	5%	0%	3%	9%

Appendix – Mexican Detailed Results



Number One Issue Facing Mexico Today

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

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
<i>Unweighted n=</i>	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
Crime and public safety	31%	27%	44%	28%	34%	28%	33%	29%	31%	33%	29%	34%	27%	17%
Drug cartels and organized crime	19%	19%	22%	15%	20%	21%	17%	21%	19%	17%	21%	16%	29%	22%
Relationship with the U.S. / Trade tariffs imposed by Trump	18%	20%	10%	21%	20%	16%	18%	18%	15%	18%	24%	20%	10%	26%
Corruption	7%	4%	3%	11%	6%	13%	10%	5%	5%	8%	11%	7%	10%	6%
Inflation	5%	9%	2%	5%	5%	5%	5%	5%	7%	5%	4%	6%	4%	6%
Poverty	5%	4%	6%	4%	3%	7%	5%	4%	7%	5%	1%	4%	4%	13%
Public healthcare	4%	3%	4%	4%	5%	3%	5%	3%	4%	2%	6%	3%	6%	0%
Unemployment	2%	2%	4%	2%	0%	4%	1%	3%	3%	3%	0%	2%	3%	4%
Climate change	1%	1%	1%	2%	4%	1%	1%	2%	1%	2%	1%	1%	3%	2%
Cost of housing	1%	2%	1%	2%	0%	0%	1%	2%	2%	1%	0%	1%	2%	0%
Water shortages/drought	1%	2%	0%	2%	0%	0%	0%	2%	1%	2%	0%	1%	1%	0%
Immigration and migration crises	1%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%
Other	1%	2%	0%	0%	2%	1%	1%	1%	2%	0%	0%	1%	0%	0%
I don't know	1%	1%	3%	2%	0%	1%	1%	2%	2%	0%	1%	1%	0%	0%

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



Impression of Public Figures

Q1T. Do you have favourable or unfavourable impression of the following individuals?

Base: Mexican respondents (n=1,003)

% FAVOURABLE		Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51	
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35	
Claudia Sheinbaum	62%	67%	47%	60%	72%	64%	66%	58%	63%	64%	57%	62%	63%	65%	
Mark Carney	11%	11%	14%	12%	7%	10%	12%	10%	12%	10%	11%	10%	13%	21%	
Donald Trump	11%	12%	11%	9%	18%	6%	15%	7%	10%	12%	10%	11%	11%	3%	



Perceived Impact of Trump Administration's Tariffs on the Economy

Q2T. Do you believe that tariffs on exports to the US imposed by the Trump administration will have a positive or negative effect on the Mexican economy?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
Positive	7%	5%	10%	4%	18%	5%	6%	9%	9%	8%	3%	7%	10%	4%
Negative	84%	88%	78%	89%	73%	84%	87%	81%	83%	85%	84%	85%	81%	88%
I don't know	9%	7%	12%	7%	9%	11%	7%	10%	7%	7%	13%	8%	9%	8%



Support for Dollar-for-Dollar Response to U.S. Tariffs

Q4Z. Are you in favor or opposed to the Mexican government responding dollar for dollar to any tariffs imposed by the United States on Mexican imports?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
TOTAL IN FAVOR	62%	60%	67%	66%	53%	59%	69%	55%	52%	69%	66%	64%	58%	54%
Strongly in favor	32%	33%	33%	33%	24%	36%	40%	25%	22%	39%	38%	33%	30%	27%
Somewhat in favor	30%	27%	34%	33%	29%	24%	29%	30%	30%	30%	28%	31%	28%	27%
TOTAL OPPOSED	33%	33%	30%	30%	47%	32%	29%	38%	42%	27%	29%	33%	37%	34%
Somewhat opposed	20%	21%	16%	17%	38%	13%	17%	23%	27%	13%	19%	19%	29%	13%
Strongly opposed	13%	13%	14%	13%	9%	20%	11%	15%	15%	14%	9%	14%	8%	21%
I don't know / I prefer not to answer	5%	7%	3%	4%	1%	8%	2%	7%	5%	4%	5%	4%	5%	11%



Support for a Future Free Trade Agreement with the United States

Q3T. Do you feel your country should enter into a free trade agreement with the United States when the current trade agreement comes up for review next year?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
Yes	76%	76%	82%	77%	79%	64%	79%	73%	76%	80%	70%	76%	76%	69%
No	13%	13%	9%	14%	13%	20%	12%	15%	15%	11%	15%	13%	16%	17%
I don't know	11%	12%	9%	9%	8%	17%	9%	13%	10%	9%	15%	11%	8%	14%



Perceived Relationship Between Mexico and Other Countries

Q4T. When thinking of the following countries and their relationship Mexico, do you feel they are an ally, a neutral country, or an enemy country?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
Canada														
Ally	59%	65%	52%	62%	50%	56%	65%	53%	53%	64%	59%	60%	58%	50%
Neutral	36%	30%	38%	36%	45%	37%	30%	42%	42%	32%	33%	35%	37%	41%
Enemy	2%	2%	3%	1%	2%	5%	3%	2%	2%	1%	3%	2%	3%	1%
China														
Ally	50%	51%	51%	48%	54%	44%	57%	43%	50%	50%	48%	51%	41%	53%
Neutral	43%	43%	40%	43%	38%	48%	39%	46%	43%	42%	42%	41%	54%	35%
Enemy	4%	4%	3%	4%	7%	2%	3%	5%	4%	4%	4%	4%	3%	4%
Russia														
Ally	37%	38%	42%	40%	29%	28%	48%	27%	43%	34%	31%	37%	33%	41%
Neutral	46%	36%	45%	45%	60%	51%	40%	50%	40%	51%	46%	45%	56%	30%
Enemy	10%	14%	5%	10%	5%	13%	9%	11%	8%	9%	14%	11%	8%	6%
Great Britain														
Ally	25%	28%	23%	27%	19%	26%	32%	19%	21%	28%	27%	25%	23%	37%
Neutral	59%	59%	61%	63%	53%	53%	51%	66%	60%	60%	56%	60%	61%	46%
Enemy	2%	4%	1%	2%	1%	2%	4%	1%	4%	2%	1%	3%	1%	0%
United States														
Ally	23%	20%	25%	23%	30%	20%	32%	15%	18%	26%	26%	25%	22%	7%
Neutral	34%	39%	30%	31%	31%	42%	32%	36%	36%	35%	30%	34%	39%	22%
Enemy	35%	35%	36%	38%	26%	35%	29%	40%	39%	32%	32%	34%	32%	60%



Recent Changes in Consumer Purchasing Behavior

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

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
<i>Unweighted n=</i>	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
American products bought online	60%	64%	53%	62%	46%	68%	55%	64%	62%	57%	60%	58%	61%	84%
American fast-food restaurants (McDonald's Starbucks, KFC, Burger King, Subway)	58%	63%	49%	61%	45%	66%	54%	62%	62%	58%	52%	56%	62%	86%
American products bought in store	58%	63%	48%	60%	44%	68%	52%	63%	59%	57%	57%	56%	60%	80%
Products in general purchased on the Amazon platform	53%	56%	49%	52%	49%	58%	50%	56%	57%	52%	48%	50%	61%	80%
American retail chain stores (Walmart, Costco, Winners, etc.)	50%	57%	51%	48%	38%	49%	47%	52%	53%	46%	50%	48%	50%	84%



Pride in Being Mexican

Q101. To what extent are you proud to be a Mexican?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
Unweighted n=	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
TOTAL PROUD	94%	97%	88%	95%	96%	93%	93%	95%	94%	95%	93%	94%	97%	96%
Very proud	83%	86%	77%	81%	83%	87%	83%	83%	80%	87%	82%	83%	81%	95%
Somewhat proud	11%	10%	10%	14%	13%	6%	10%	12%	15%	8%	11%	11%	17%	1%
TOTAL NOT PROUD	4%	3%	9%	3%	4%	6%	5%	3%	4%	4%	6%	5%	1%	1%
Not very proud	3%	2%	5%	2%	4%	1%	4%	2%	4%	2%	3%	3%	1%	1%
Not proud at all	2%	0%	3%	1%	0%	5%	2%	1%	1%	2%	3%	2%	0%	0%
I am not a Mexican citizen	0%	0%	2%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	0%
I don't know / I prefer not to answer	1%	1%	2%	2%	0%	0%	1%	1%	1%	1%	1%	0%	0%	3%



Recent Changes in Consumer Purchasing Behavior

Q5T. Would you say your frustration, if any, is directed more towards the United States as a country, towards Donald Trump specifically, or both?

Base: Mexican respondents (n=1,003)

	Total Mexico	North	North-central	Central	South	South-east	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,003	261	164	318	133	127	487	516	400	375	228	759	180	51
<i>Unweighted n=</i>	1,003	262	171	400	52	118	495	507	404	408	191	833	126	35
More towards the United States as a country	8%	11%	2%	8%	12%	3%	7%	9%	10%	6%	7%	7%	14%	7%
More towards Donald Trump specifically	59%	61%	52%	59%	54%	67%	63%	55%	55%	63%	58%	61%	52%	64%
Both equally	15%	14%	16%	15%	14%	19%	12%	19%	16%	13%	18%	16%	15%	5%
Neither / I am not frustrated or angry	17%	12%	29%	17%	20%	10%	18%	17%	18%	17%	17%	16%	19%	21%
I don't know	1%	2%	0%	1%	0%	0%	1%	1%	1%	1%	0%	1%	0%	3%

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,628)

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

Gender

	Unweighted	Weighted
Male	853	793
Female	775	835

Language (Mother Tongue)

	Unweighted	Weighted
French	397	321
English	1,087	1,163
Other	144	143

Age

	Unweighted	Weighted
18 to 34	432	434
35 to 54	501	524
55+	695	670

Province

	Unweighted	Weighted
British Columbia	179	226
Alberta	142	181
Manitoba/Saskatchewan	135	105
Ontario	632	630
Quebec	435	376
Atlantic	105	110

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	480	495
Female	533	518

Region

	Unweighted	Weighted
Northeast	201	180
Midwest	206	211
South	397	388
West	209	234

Age

	Unweighted	Weighted
Between 18 and 34	192	304
Between 35 and 54	351	317
55 and older	470	392

Respondent profiles – *Mexican Sample*



(Base n=1,003)

The following tables present the demographic distribution of respondents for Mexico.

Gender

	Unweighted	Weighted
Male	495	487
Female	507	516

Region

	Unweighted	Weighted
North	262	261
North-Central	171	164
Central	400	318
South	52	133
Southeast	118	127

Age

	Unweighted	Weighted
Between 18 and 34	404	400
Between 35 and 54	408	375
55 and older	191	228

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.



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Our services

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