

Trump Tariffs Tracker



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= 1,593**
American sample: **n= 1,010**)

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

Weighting

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

When

Data collection from **April 25 to April 27, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.46%**, (19 times out of 20) for the Canadian sample and **±3.08%**, (19 times out of 20) for the American sample.

Significant differences

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

Rounded data

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

Questions

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

Notes

A more detailed methodology is presented in the Appendix.

The **Most Accurate** Polling Firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

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

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

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

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

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

New this week

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

SUPPORT FOR RETALIATORY TARIFFS

- **Support among Canadians for responding "dollar for dollar" to U.S. tariffs remains high, with 72% in favour.** This represents an increase of 4 points compared to last week. The proportion who are "strongly in favour" also rose slightly to 40% (+2 points).

PERCEIVED PERSONAL FINANCIAL IMPACT OF TARIFFS

- **A very large majority of Canadians (91%) believe that the new tariffs will have an impact on their personal financial situation.** There is a 5-point increase in those expecting a major impact, now reaching 29%.

STATE OF HOUSEHOLD FINANCES

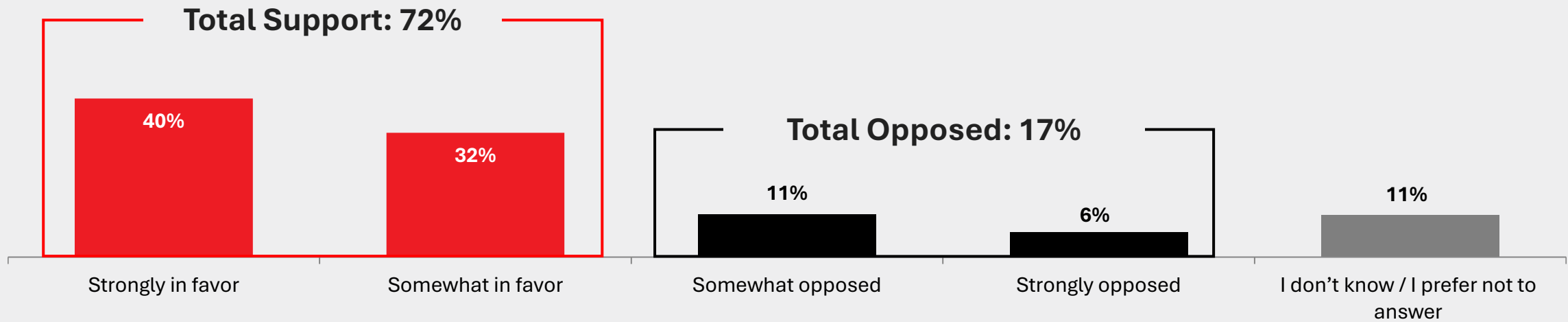
- **The proportion of Canadians who describe their household finances as "good" (including "very good" and "good") rose by 3 points this week to reach 67%.** More specifically, the share who describe their finances as "good" alone increased by 4 points, now reaching 59%.

Economic Concerns and Consumer Behaviour

Support for Retaliatory Tariffs (1/2)

Q4Z. Are you in favour 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=1,593)



Support for Retaliatory Tariffs (2/2)

Q4Z. Are you in favour 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=1,593)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
<i>Unweighted n=</i>	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
TOTAL SUPPORT	72%	74%	69%	74%	61%	72%	75%	71%	73%	70%	68%	77%	68%	+4
Strongly in favor	40%	46%	34%	44%	34%	41%	40%	42%	38%	29%	43%	46%	38%	+2
Somewhat in favor	32%	27%	35%	30%	27%	31%	35%	29%	34%	41%	24%	31%	30%	+2
TOTAL OPPOSED	17%	17%	19%	14%	32%	19%	16%	21%	14%	16%	20%	16%	20%	-3
Somewhat opposed	11%	11%	12%	9%	24%	10%	9%	13%	9%	12%	12%	10%	13%	-2
Strongly opposed	6%	6%	6%	5%	8%	8%	7%	8%	5%	4%	8%	6%	6%	-
DK / Refusal	11%	9%	12%	11%	7%	10%	9%	8%	14%	14%	13%	7%	12%	-1

Purchasing Behaviour: Canadians Continue to Look for Alternatives to U.S. Options (1/2)

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

Base: Canadian respondents (n=1,593)

% YES decreased purchasing



Recent Changes in Consumer Purchasing Behaviour (2/2)

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

Base: Canadian respondents (n=1,593)

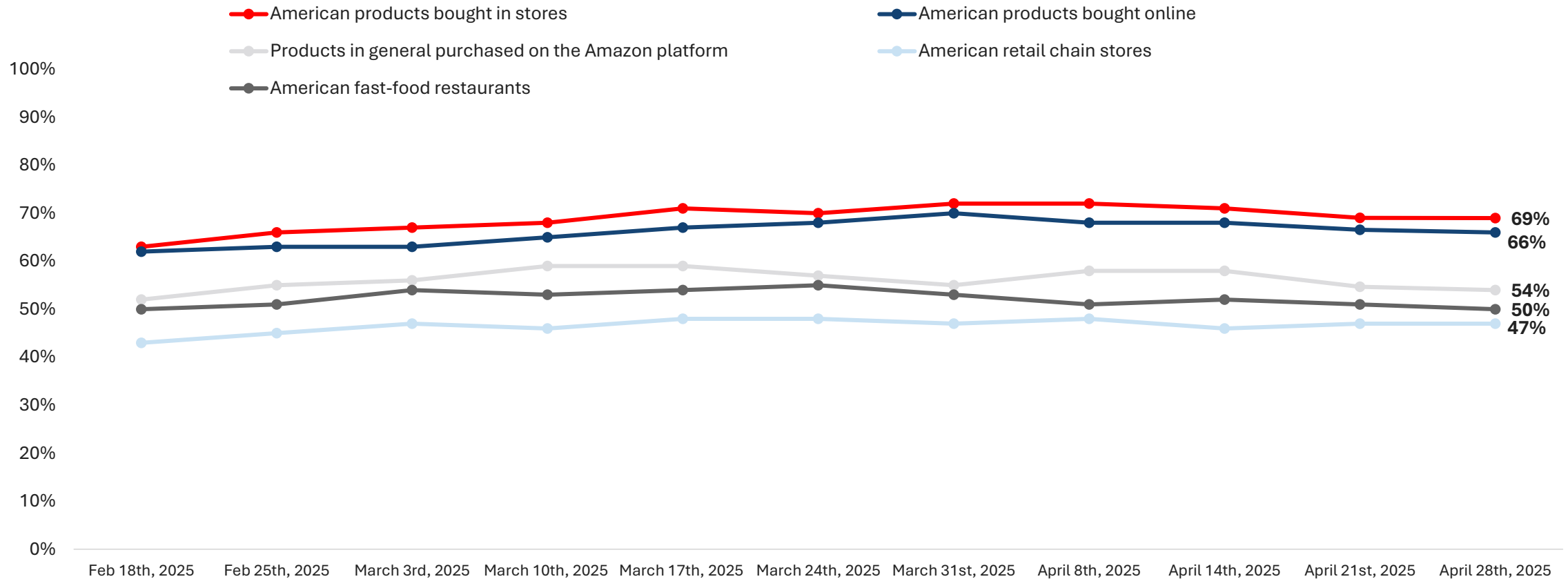
% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22nd 2025	Gap
<i>Weighted n=</i>	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
<i>Unweighted n=</i>	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
American products bought in stores	69%	71%	73%	70%	68%	61%	66%	66%	72%	56%	68%	78%	69%	-
American products bought online	66%	71%	70%	66%	66%	60%	61%	63%	69%	54%	66%	73%	67%	-1
Products in general purchased on the Amazon platform	54%	50%	61%	52%	52%	51%	53%	52%	56%	43%	55%	60%	55%	-1
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	50%	48%	52%	52%	46%	43%	48%	50%	50%	38%	52%	55%	51%	-1
American retail chain stores (Walmart, Costco, Winners, etc.)	47%	53%	44%	48%	39%	48%	51%	47%	48%	37%	51%	51%	47%	-

Recent Changes in Consumer Purchasing Behaviour – *Evolution*

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

Base: Canadian respondents (1,593)

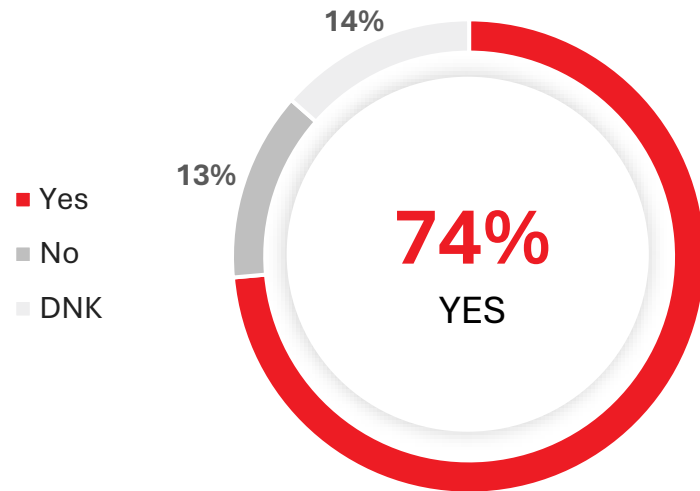
% Total Yes Presented



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,593)

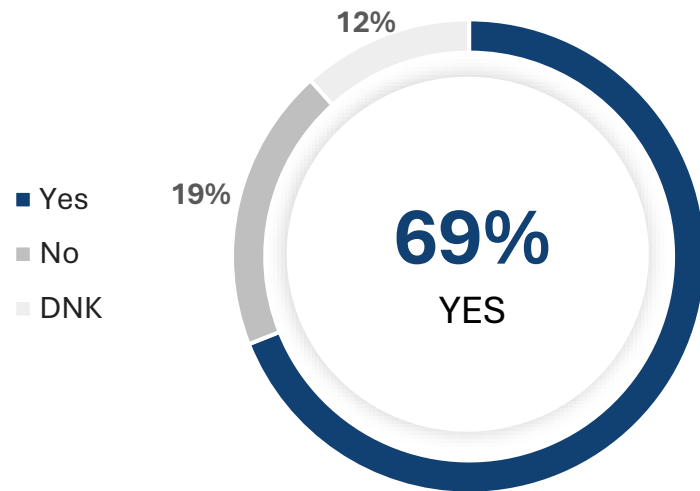


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Unweighted n=	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
Yes	74%	69%	74%	73%	79%	71%	75%	72%	75%	67%	75%	77%	71%	+3
No	13%	15%	14%	14%	15%	9%	11%	15%	11%	13%	15%	11%	16%	-3
I don't know	14%	15%	12%	13%	6%	20%	15%	13%	14%	20%	10%	12%	13%	+1

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,010)



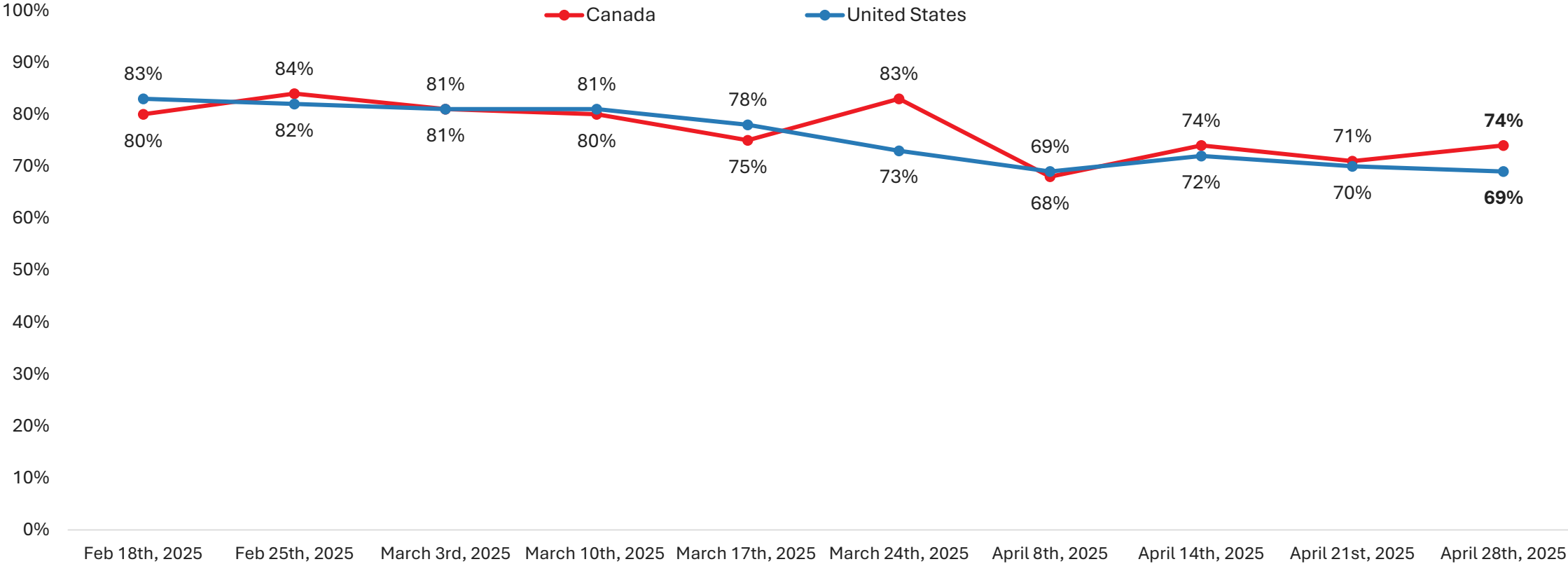
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,010	178	210	387	235	305	310	395	493	517	289	287	347	1,000	
<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
Yes	69%	73%	69%	67%	70%	73%	74%	62%	63%	75%	52%	89%	69%	70%	-1
No	19%	13%	24%	22%	15%	17%	12%	27%	25%	14%	36%	4%	20%	18%	+1
I don't know	12%	14%	7%	11%	15%	10%	14%	10%	13%	11%	12%	7%	11%	12%	-

Perception of Recent Consumer Price Increases – Evolution

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

Base: All respondents

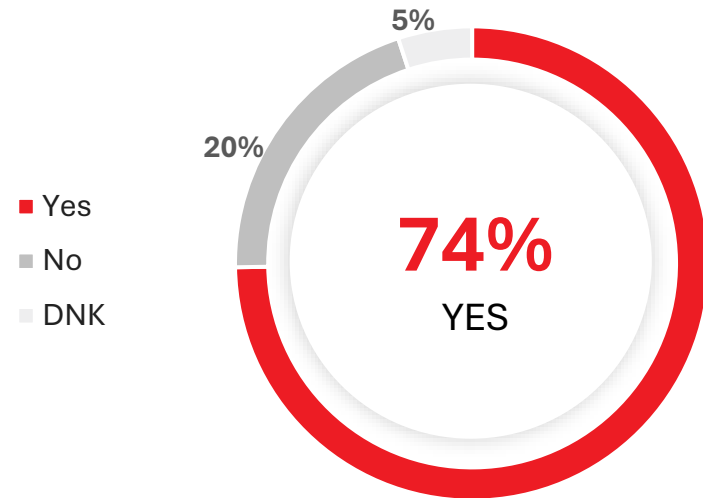
% Total Yes Presented



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=1,593)

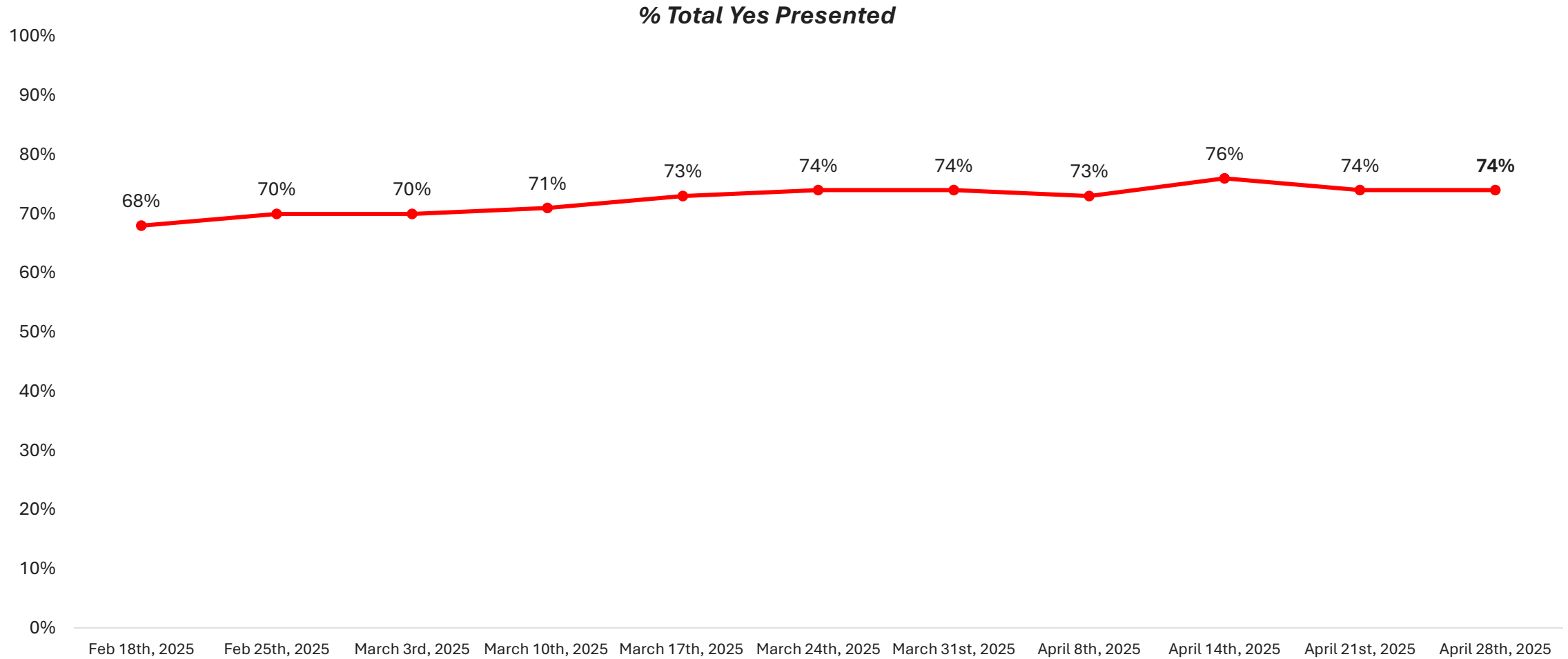


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
Weighted n=	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
Unweighted n=	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
Yes	74%	79%	75%	75%	72%	73%	74%	71%	77%	68%	71%	82%	74%	-
No	20%	20%	19%	20%	22%	21%	22%	23%	18%	25%	24%	15%	21%	-1
I don't know	5%	1%	6%	5%	6%	6%	4%	6%	5%	7%	5%	4%	5%	-

Increase in Purchases of Local Canadian Products – *Evolution*

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

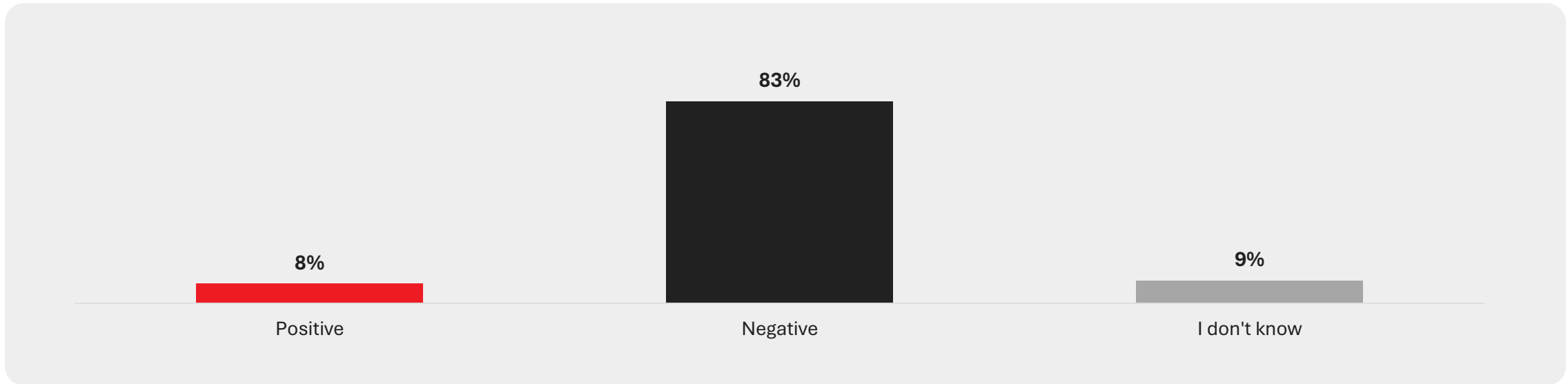
Base: Canadian respondents



Perceived Impact of Trump Administration's Tariffs on the Canadian Economy

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

Base: Canadians respondents (n=1,593)

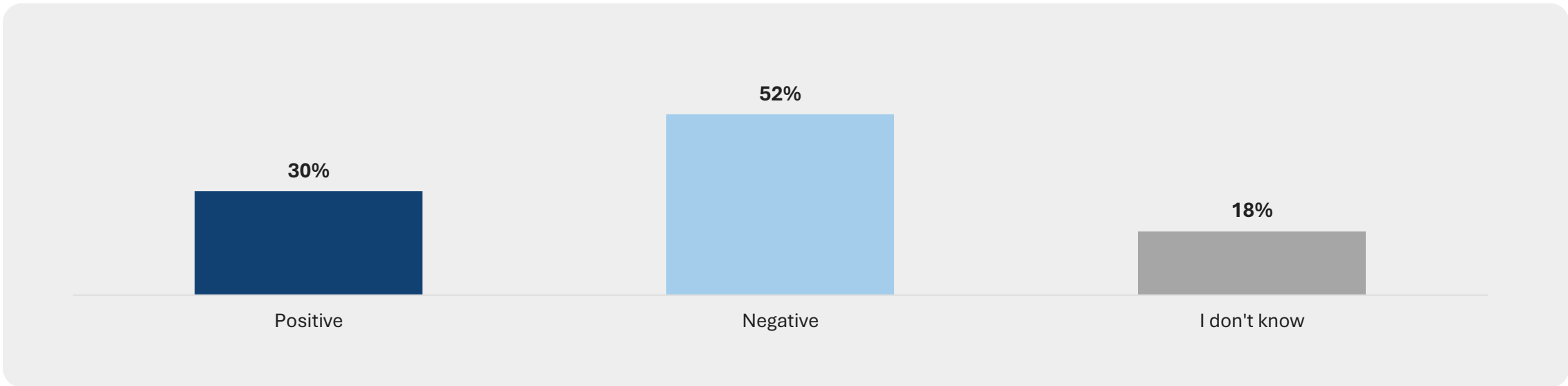


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
<i>Unweighted n=</i>	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
Positive	8%	4%	6%	9%	11%	12%	6%	11%	6%	12%	7%	6%	7%	+1
Negative	83%	91%	85%	81%	81%	80%	82%	81%	84%	77%	84%	85%	85%	-2
I don't know	9%	5%	9%	10%	8%	8%	12%	9%	10%	11%	8%	9%	8%	+1

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 U.S. economy?

Base: American respondents (n=1,010)

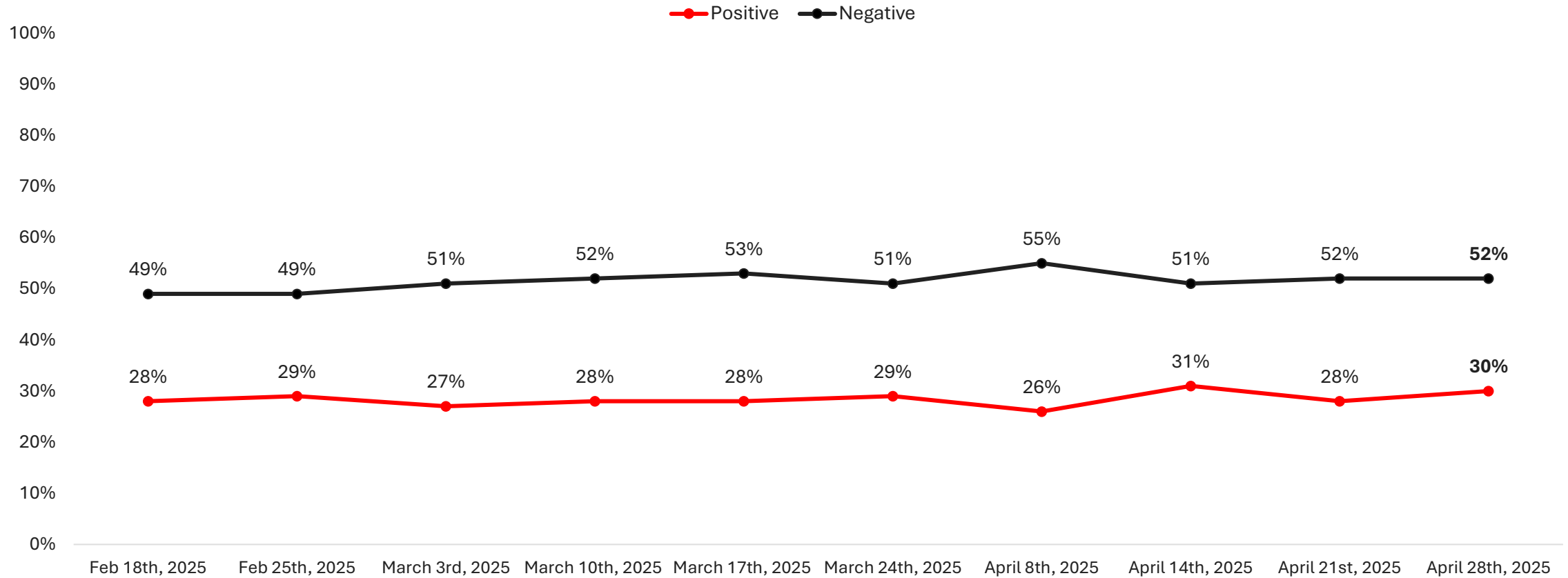


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,010	178	210	387	235	305	310	395	493	517	289	287	347	1,000	
<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
Positive	30%	23%	28%	34%	29%	25%	30%	33%	36%	24%	66%	9%	23%	28%	+2
Negative	52%	57%	54%	47%	53%	55%	46%	53%	49%	54%	20%	84%	56%	52%	-
I don't know	18%	20%	18%	18%	18%	19%	24%	13%	15%	22%	13%	8%	21%	20%	-2

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

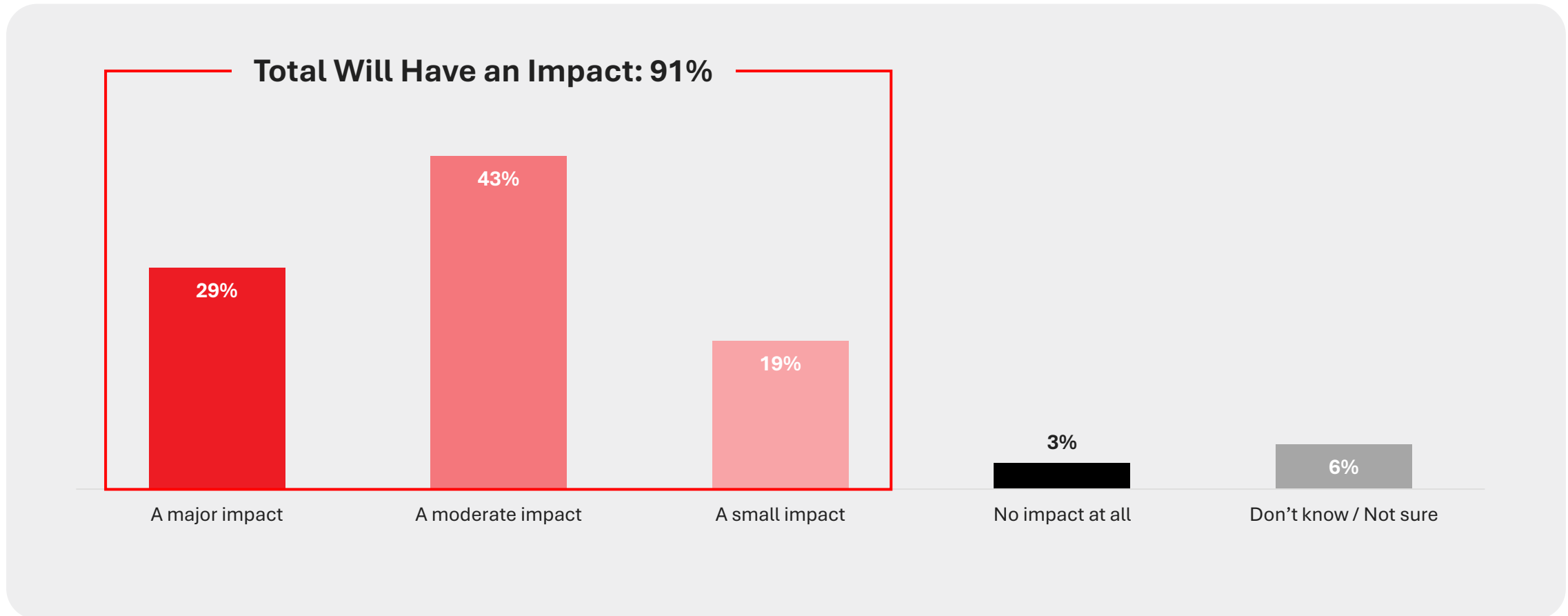


Concerns About Personal Financial Situation

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (1/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: Canadians respondents (n=1,593)



Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (2/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

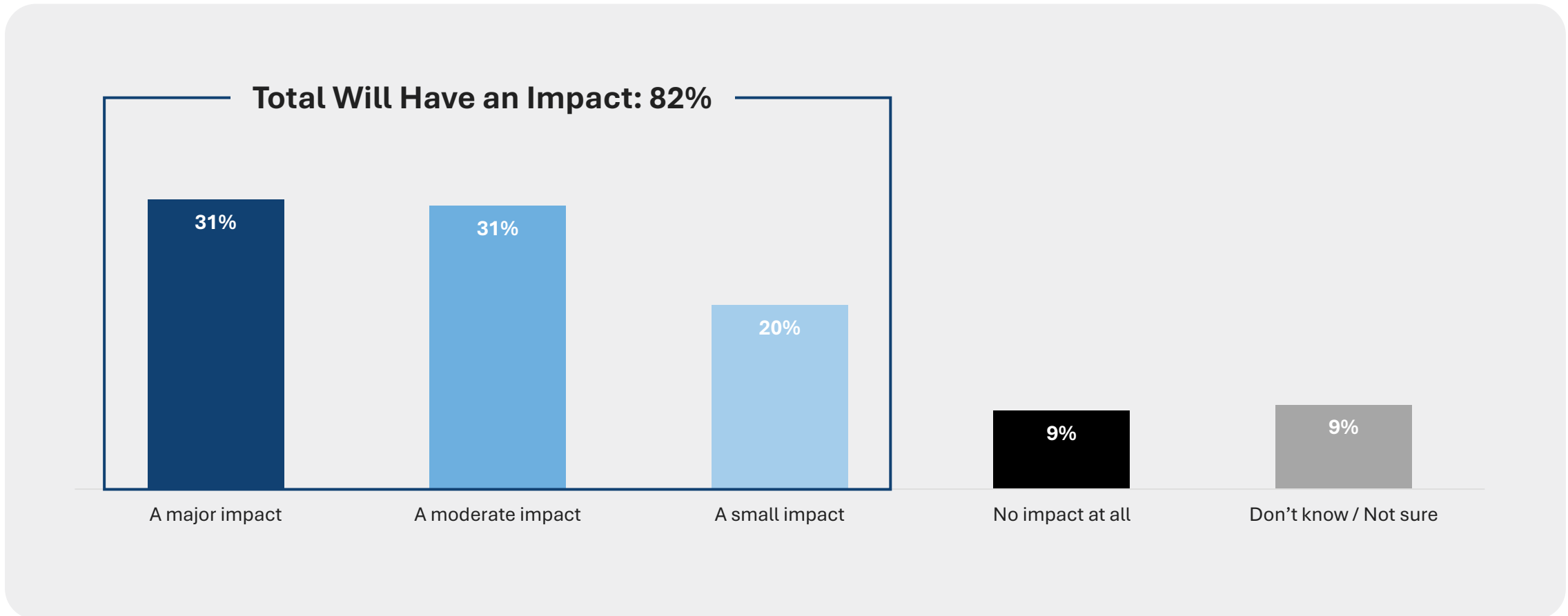
Base: Canadians respondents (n=1,593)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
<i>Unweighted n=</i>	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
TOTAL WILL HAVE AN IMPACT	91%	92%	89%	92%	92%	91%	89%	91%	91%	92%	91%	90%	91%	-
A major impact	29%	38%	26%	31%	22%	31%	24%	26%	31%	28%	35%	24%	24%	+5
A moderate impact	43%	39%	44%	43%	51%	39%	44%	42%	45%	46%	39%	44%	47%	-4
A small impact	19%	15%	19%	19%	20%	21%	21%	23%	16%	18%	17%	22%	20%	-1
No impact at all	3%	5%	5%	2%	4%	4%	3%	4%	3%	3%	2%	5%	3%	-
Don't know / Not sure	6%	4%	5%	6%	4%	5%	8%	5%	6%	6%	7%	5%	6%	-

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (1/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: American respondents (n=1,010)



Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation (2/2)

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

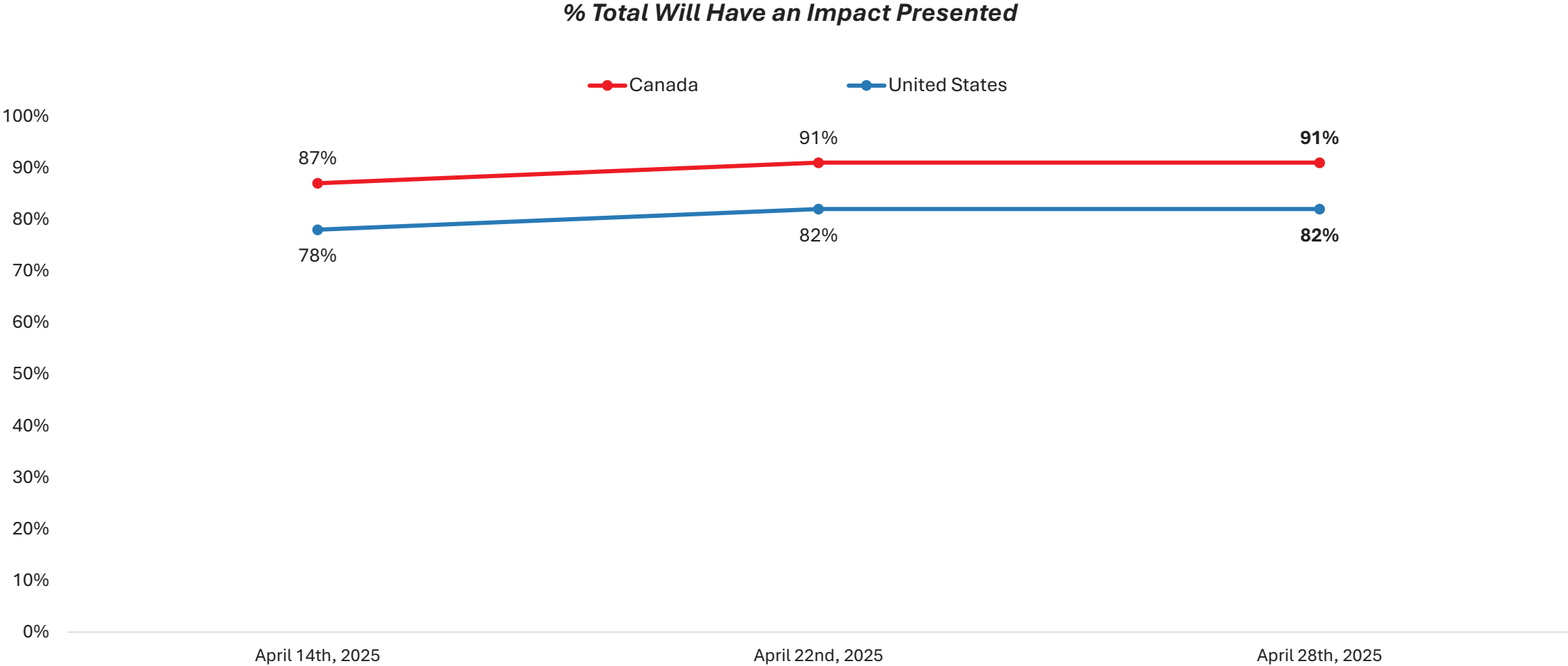
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<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
TOTAL WILL HAVE AN IMPACT	82%	81%	84%	81%	84%	84%	79%	84%	83%	82%	78%	93%	83%	82%	-
A major impact	31%	34%	31%	29%	34%	32%	36%	28%	30%	33%	16%	47%	33%	32%	-1
A moderate impact	31%	29%	31%	30%	34%	33%	30%	30%	28%	34%	29%	34%	31%	30%	+1
A small impact	20%	19%	21%	23%	16%	20%	13%	26%	25%	15%	32%	13%	20%	20%	-
No impact at all	9%	10%	7%	9%	7%	8%	8%	10%	10%	7%	13%	4%	8%	6%	+3
Don't know / Not sure	9%	8%	10%	9%	9%	8%	14%	7%	8%	11%	9%	2%	8%	12%	-3

Perceived Impact of Trump Administration's Tariffs on Personal Financial Situation – Evolution

Q3R. How much impact do you think the new tariffs will have on your personal financial situation?

Base: All respondents

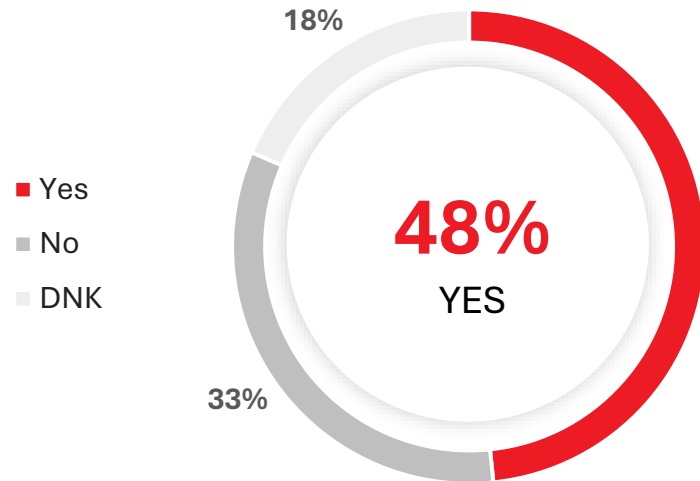


State of the Economy

Economic Recession in the Country

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

Base: Canadian respondents (n=1,593)

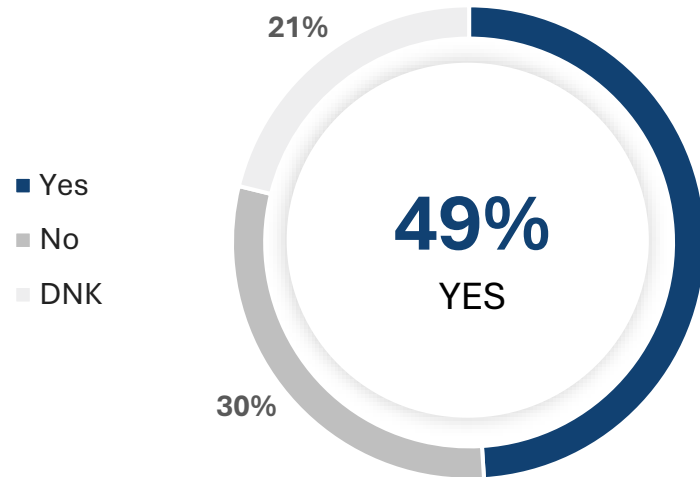


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Unweighted n=	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
Yes	48%	50%	38%	51%	54%	52%	53%	47%	50%	63%	51%	36%	47%	+1
No	33%	35%	44%	31%	28%	27%	28%	37%	30%	21%	33%	42%	36%	-3
I don't know	18%	15%	18%	18%	18%	21%	20%	16%	21%	16%	16%	22%	17%	+1

Economic Recession in the Country

Q1. Do you believe the United States is currently in an economic recession?

Base: All respondents (n=1,010)

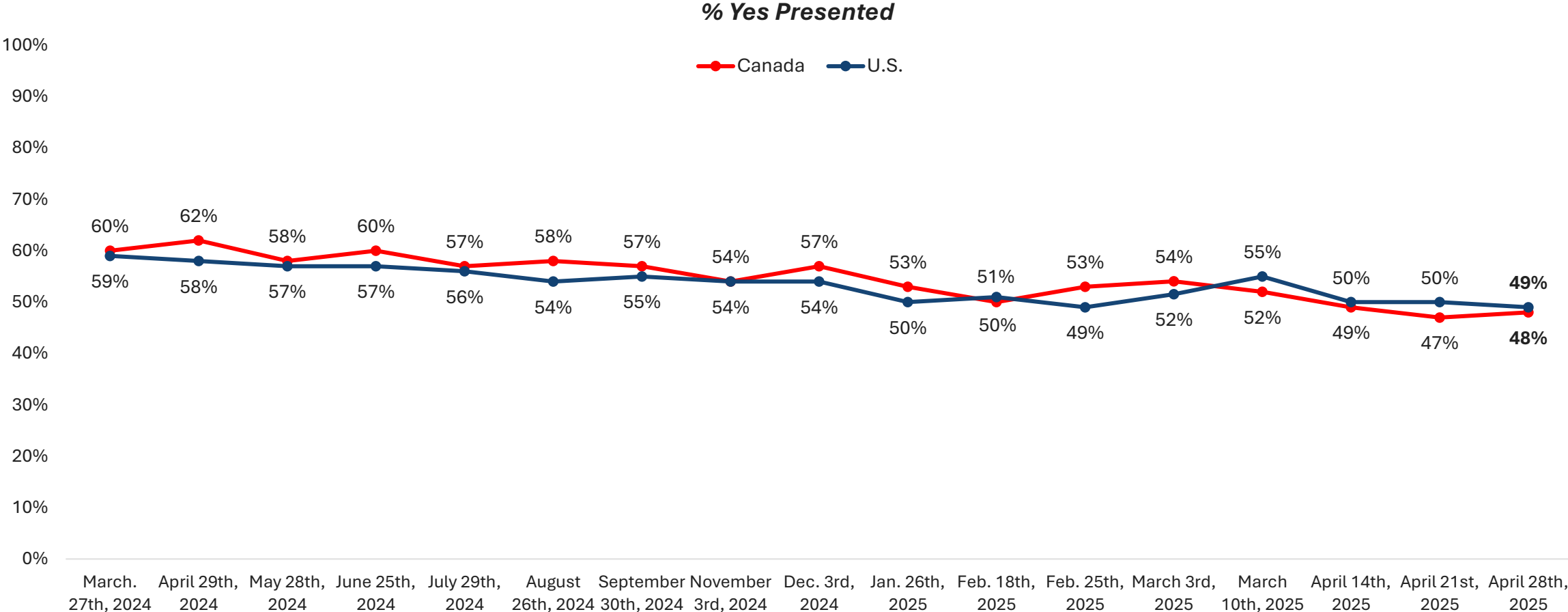


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<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
Yes	49%	46%	47%	47%	57%	55%	56%	40%	42%	56%	36%	65%	47%	50%	-1
No	30%	33%	29%	32%	25%	24%	23%	40%	39%	21%	46%	18%	28%	31%	-1
I don't know	21%	21%	24%	21%	19%	22%	21%	21%	19%	23%	18%	17%	25%	19%	+2

Economic Recession in the Country – Evolution

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

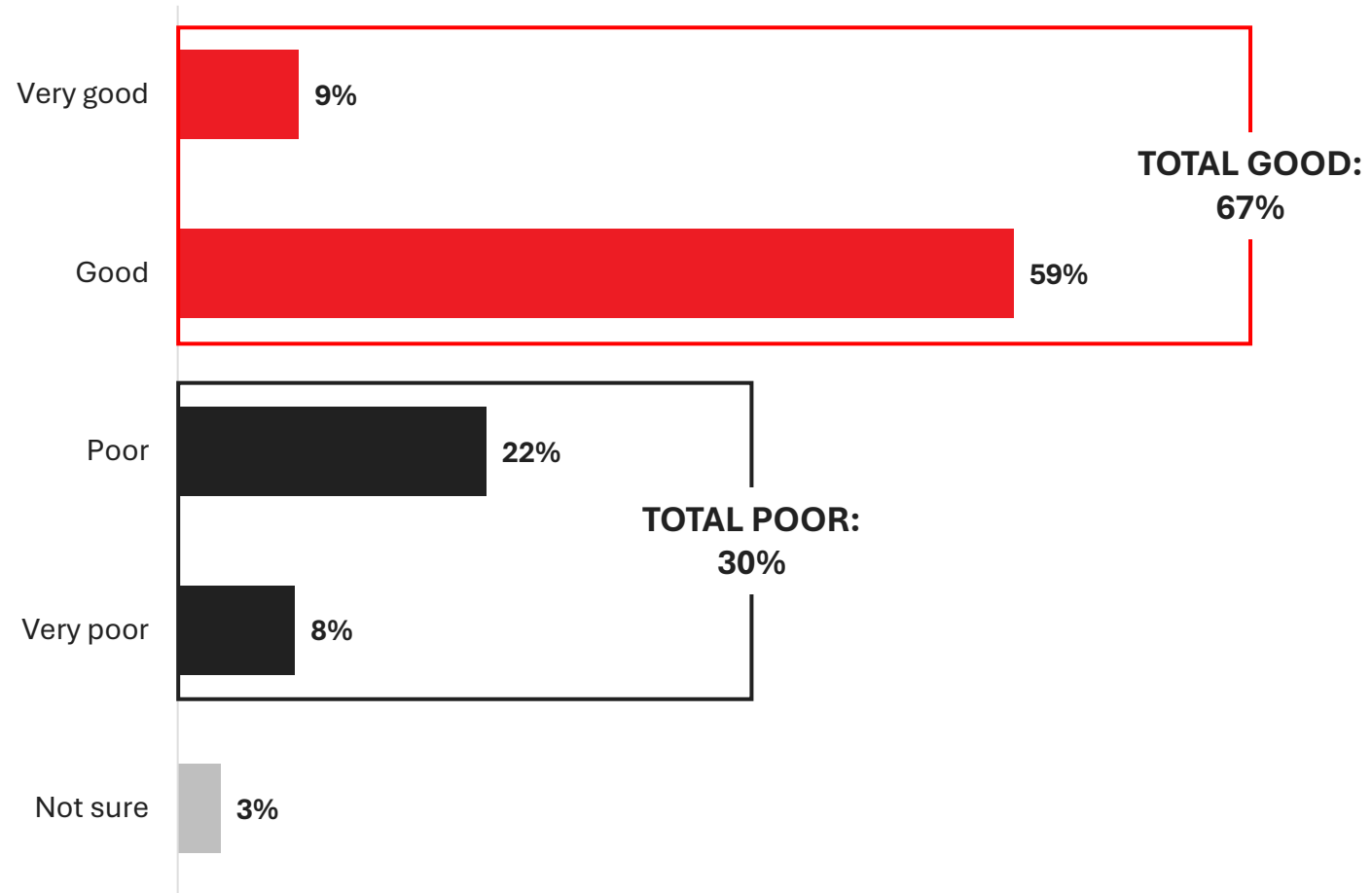
Base: All respondents



State of Household Finances (1/2)

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

Base: Canadian respondents (n=1,593)



State of Household Finances (2/2)

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

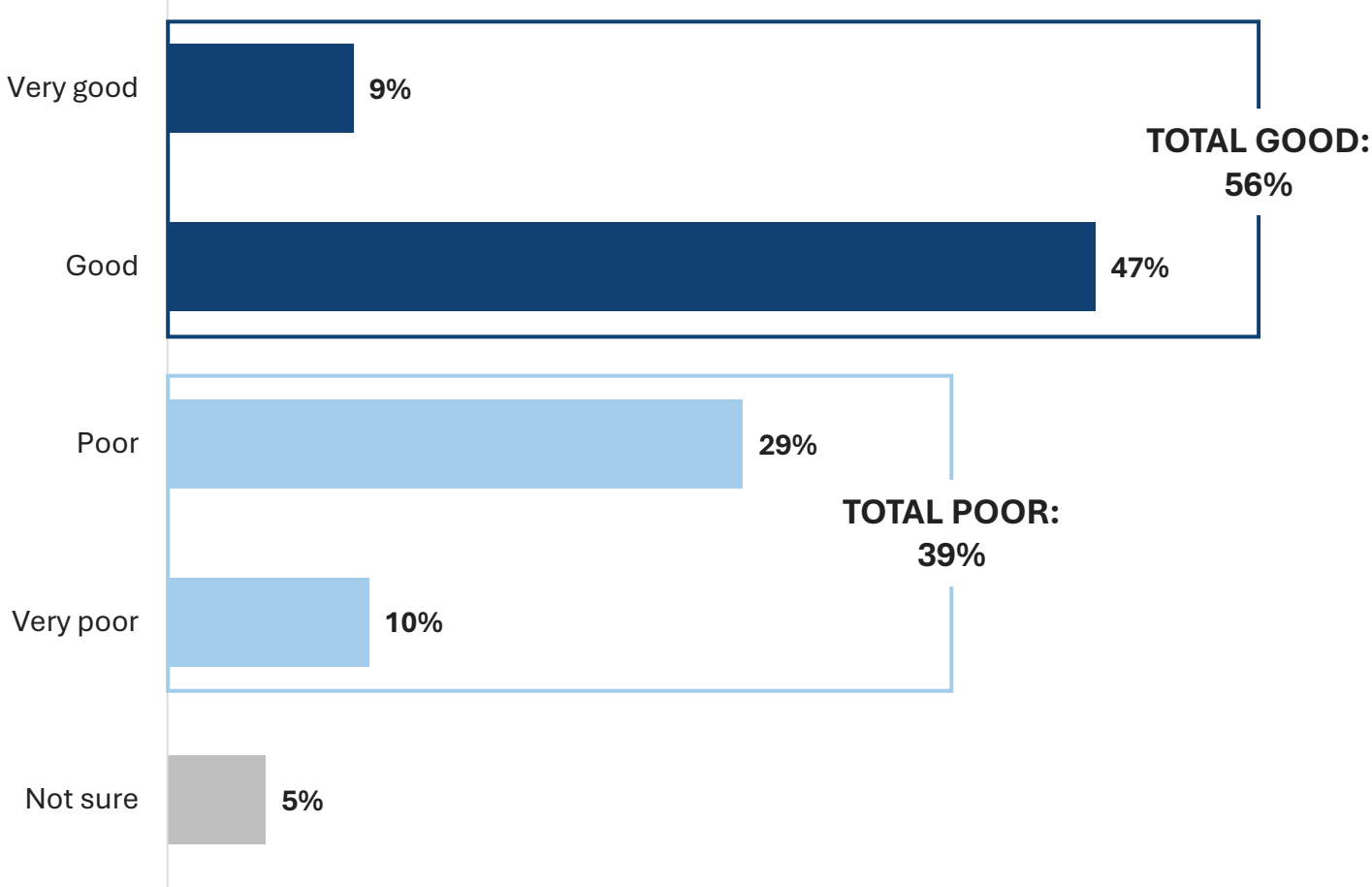
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<i>Unweighted n=</i>	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
TOTAL GOOD	67%	64%	81%	63%	63%	60%	65%	67%	67%	62%	58%	77%	64%	+3
Very good	9%	7%	10%	9%	6%	8%	5%	11%	6%	7%	8%	10%	9%	-
Good	59%	57%	71%	53%	57%	52%	60%	56%	61%	55%	51%	67%	55%	+4
TOTAL POOR	30%	35%	16%	35%	30%	35%	32%	30%	30%	35%	38%	20%	33%	-3
Poor	22%	23%	11%	26%	23%	24%	25%	22%	22%	26%	27%	15%	26%	-4
Very poor	8%	12%	5%	10%	7%	11%	7%	8%	8%	9%	11%	5%	7%	+1
Not sure	3%	1%	3%	2%	7%	5%	3%	3%	3%	4%	3%	2%	4%	-1

State of Household Finances (1/2)

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

Base: American respondents (n=1,010)



State of Household Finances (2/2)

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

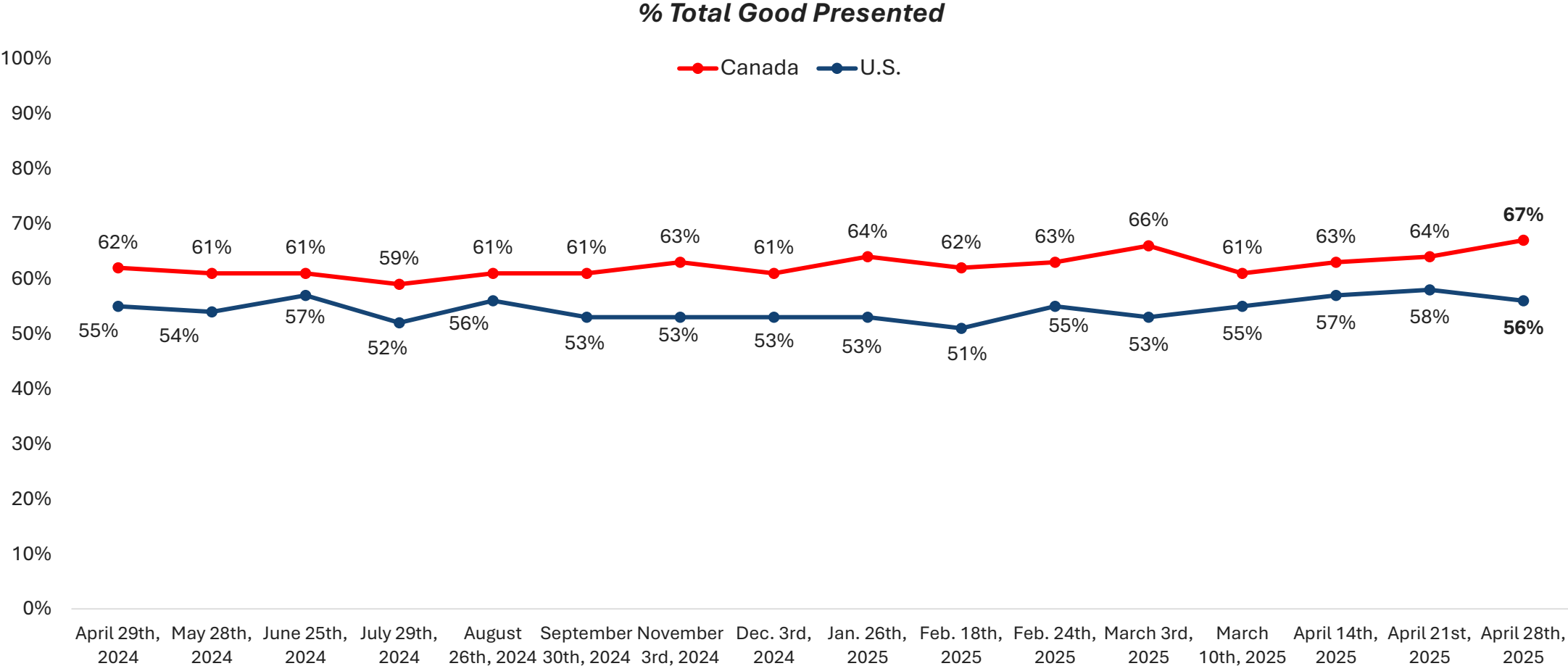
Base: American respondents (n=1,010)

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<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
TOTAL GOOD	56%	57%	60%	54%	55%	61%	45%	61%	58%	54%	70%	55%	46%	58%	-2
Very good	9%	7%	10%	9%	12%	15%	6%	8%	14%	5%	16%	8%	5%	9%	-
Good	47%	50%	50%	45%	43%	45%	40%	53%	44%	49%	54%	47%	41%	50%	-3
TOTAL POOR	39%	36%	36%	41%	41%	35%	47%	36%	37%	41%	27%	41%	49%	38%	+1
Poor	29%	28%	27%	28%	32%	26%	35%	26%	26%	32%	20%	32%	36%	26%	+3
Very poor	10%	8%	9%	12%	9%	9%	12%	10%	11%	9%	7%	8%	13%	12%	-2
Not sure	5%	6%	4%	5%	4%	4%	8%	3%	5%	5%	3%	4%	5%	3%	+2

State of Household Finances – Evolution

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

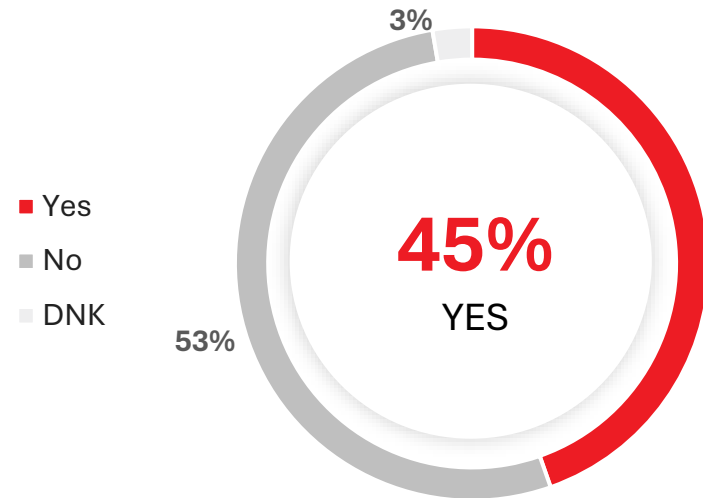
Base: All respondents



Living Paycheque to Paycheque

Q5. Are you currently living paycheque to paycheque?

Base: Canadian respondents (n=1,593)

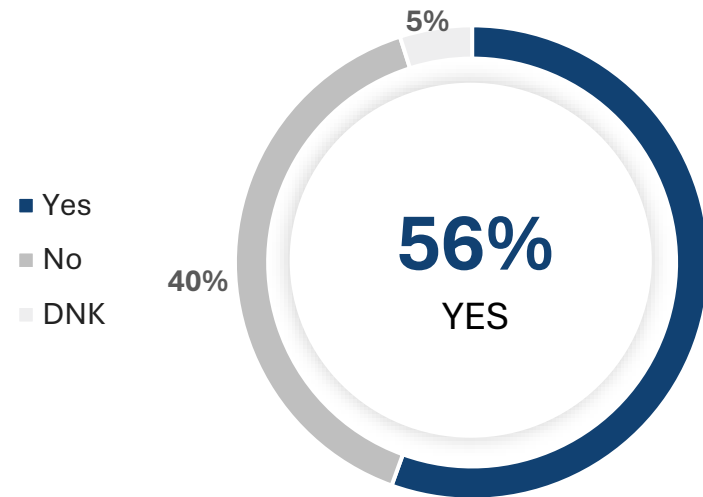


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
Weighted n=	1,593	107	368	617	102	177	222	777	816	425	513	655	1,603	
Unweighted n=	1,593	105	420	627	135	141	165	784	809	363	523	707	1,603	
Yes	45%	50%	36%	49%	47%	52%	39%	44%	46%	51%	55%	32%	44%	+1
No	53%	49%	61%	49%	47%	47%	58%	54%	52%	45%	42%	66%	54%	-1
I don't know	3%	1%	3%	3%	6%	2%	3%	3%	2%	5%	3%	1%	2%	+1

Living Paycheque to Paycheque

Q5. Are you currently living paycheque to paycheque?

Base: American respondents (n=1,010)

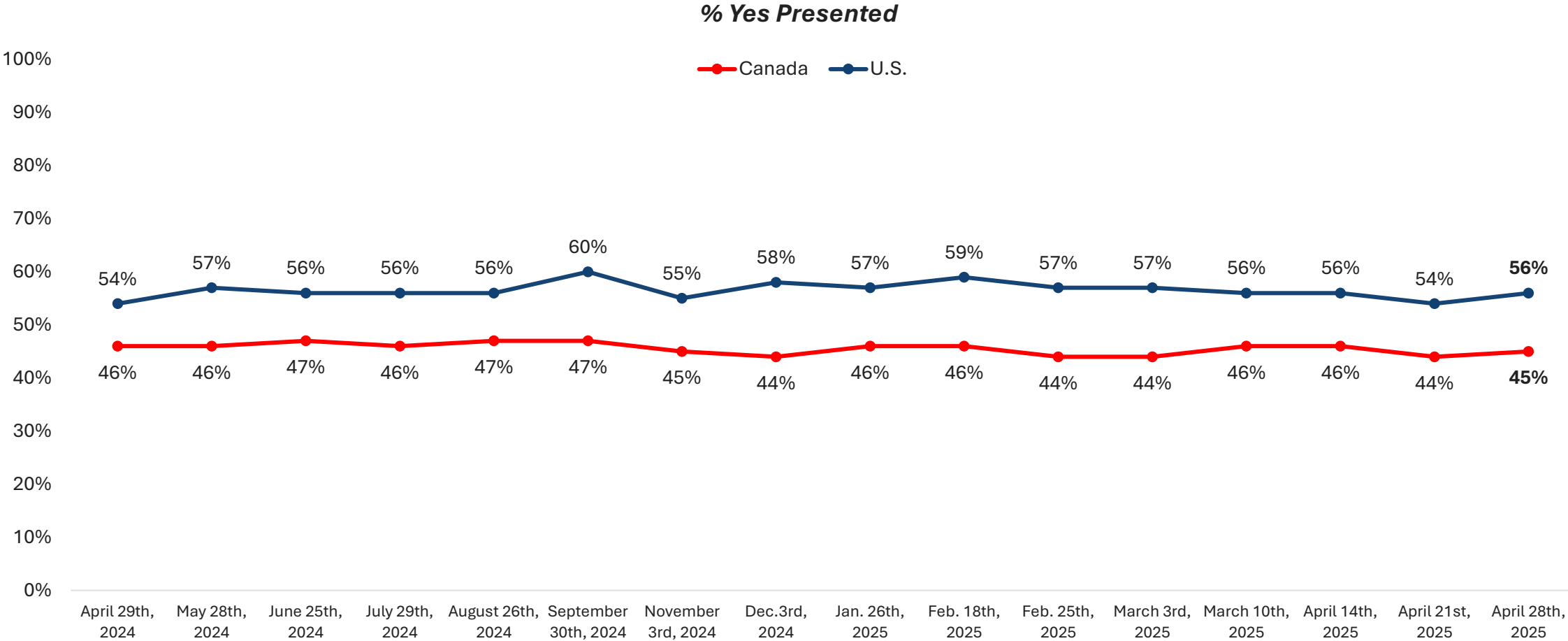


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	1,010	178	210	387	235	305	310	395	493	517	289	287	347	1,000	
<i>Unweighted n=</i>	1,010	204	226	373	207	182	349	479	472	538	293	294	349	1,000	
Yes	56%	51%	56%	56%	58%	54%	65%	49%	51%	59%	53%	52%	61%	54%	+2
No	40%	42%	40%	39%	38%	42%	29%	46%	44%	35%	44%	45%	33%	41%	-1
I don't know	5%	7%	5%	5%	4%	4%	6%	5%	4%	6%	3%	4%	5%	5%	-

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheque to paycheque?

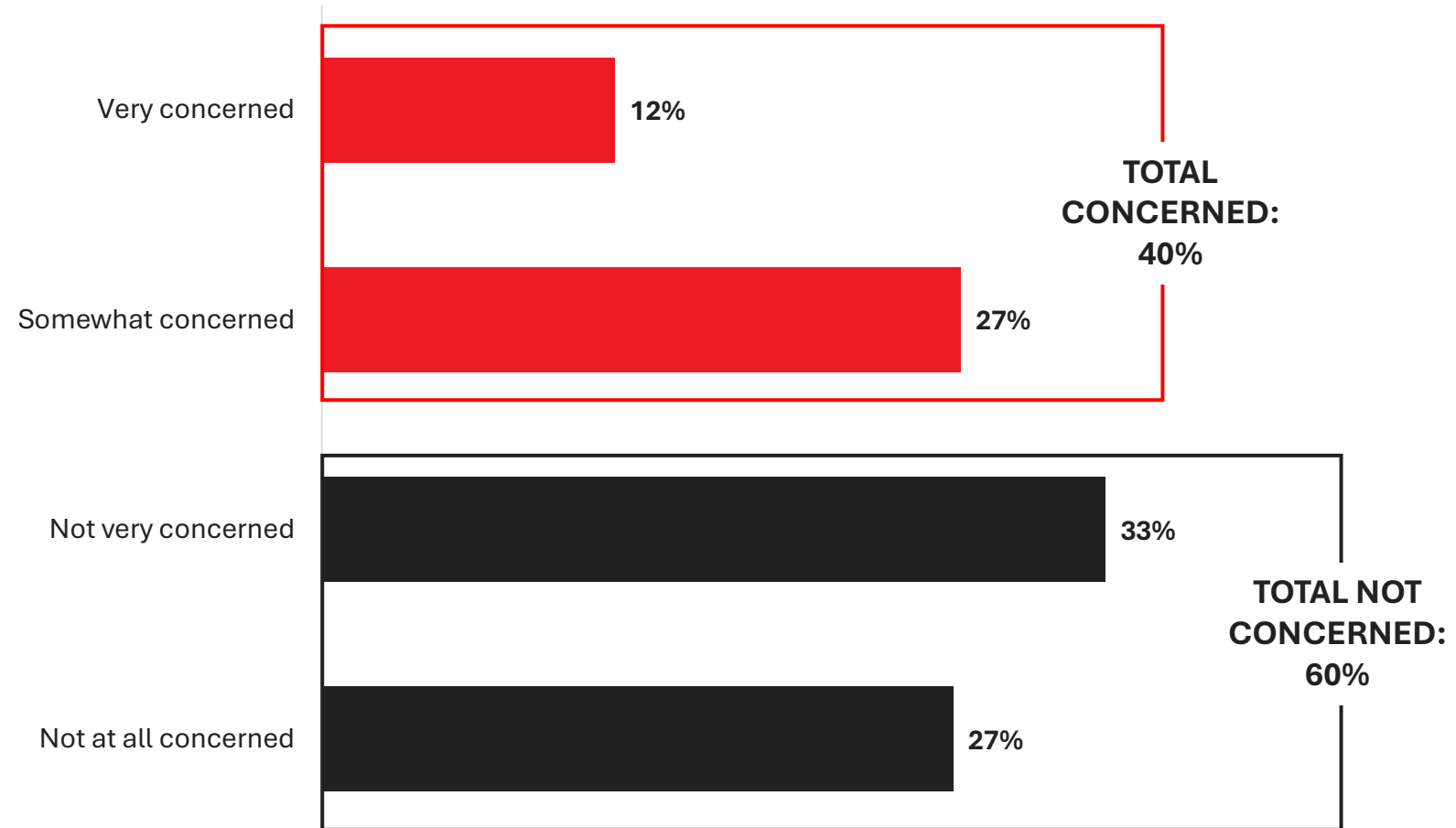
Base: All respondents



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=855)



Concerns About Losing Job (2/2)

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

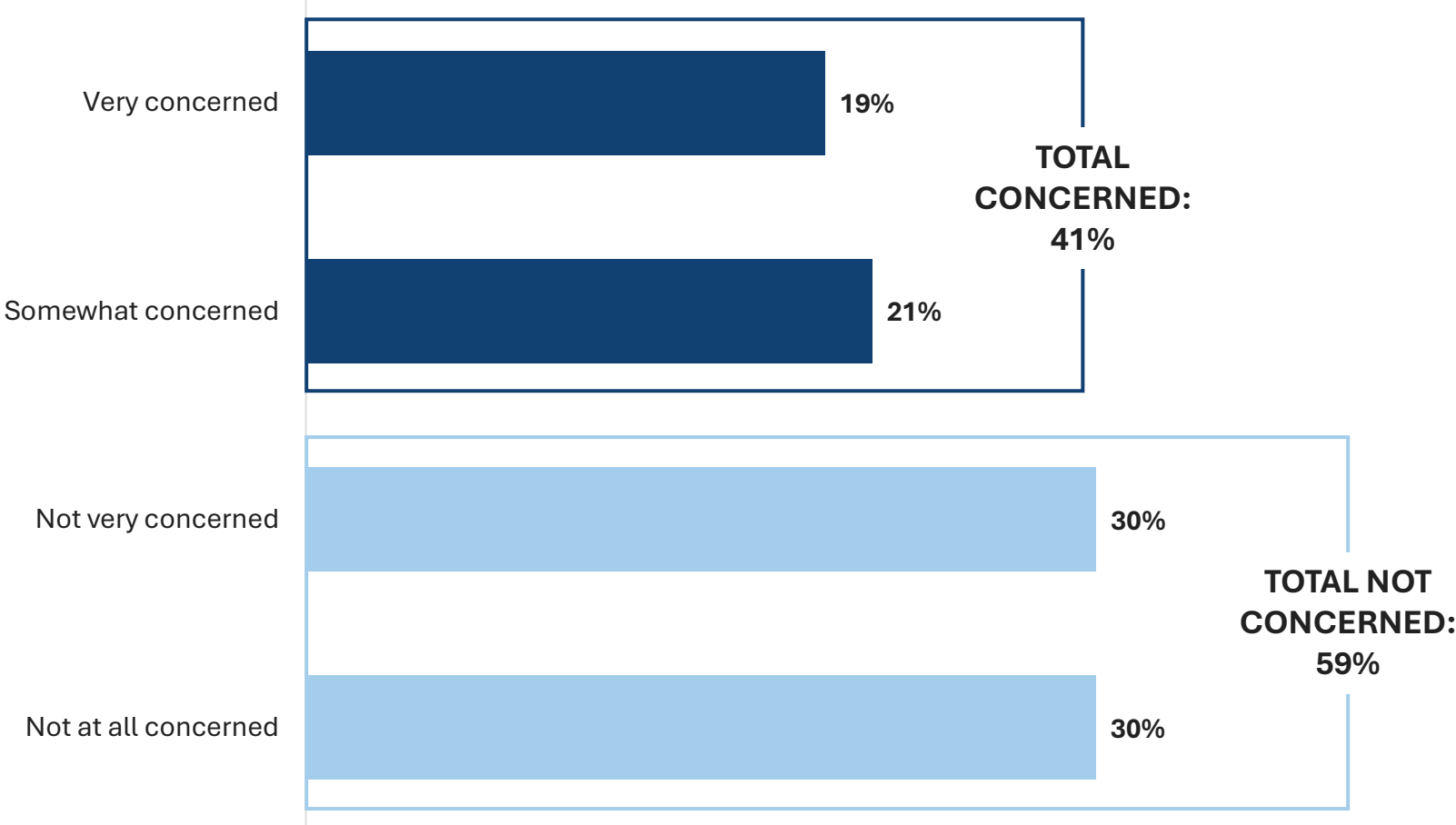
Base: Canadian respondents who are currently employed (n=855)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total April 22 nd 2025	Gap
Weighted n=	838	43	195	319	59	101	120	420	418	276	386	175	818	
Unweighted n=	855	48	229	331	72	79	96	408	447	246	412	197	822	
TOTAL CONCERNED	40%	42%	29%	48%	39%	30%	41%	44%	36%	53%	37%	26%	37%	+3
Very concerned	12%	7%	13%	15%	10%	11%	9%	13%	12%	16%	12%	7%	13%	-1
Somewhat concerned	27%	35%	16%	33%	29%	19%	32%	31%	23%	37%	24%	19%	24%	+3
TOTAL NOT CONCERNED	60%	58%	71%	52%	61%	70%	59%	56%	64%	47%	63%	74%	63%	-3
Not very concerned	33%	34%	35%	27%	37%	43%	36%	31%	36%	28%	36%	35%	35%	-2
Not at all concerned	27%	23%	36%	24%	23%	27%	23%	25%	29%	19%	27%	39%	28%	-1

Concerns About Losing Job (1/2)

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

Base: American respondents who are currently employed (n=492)



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=492)

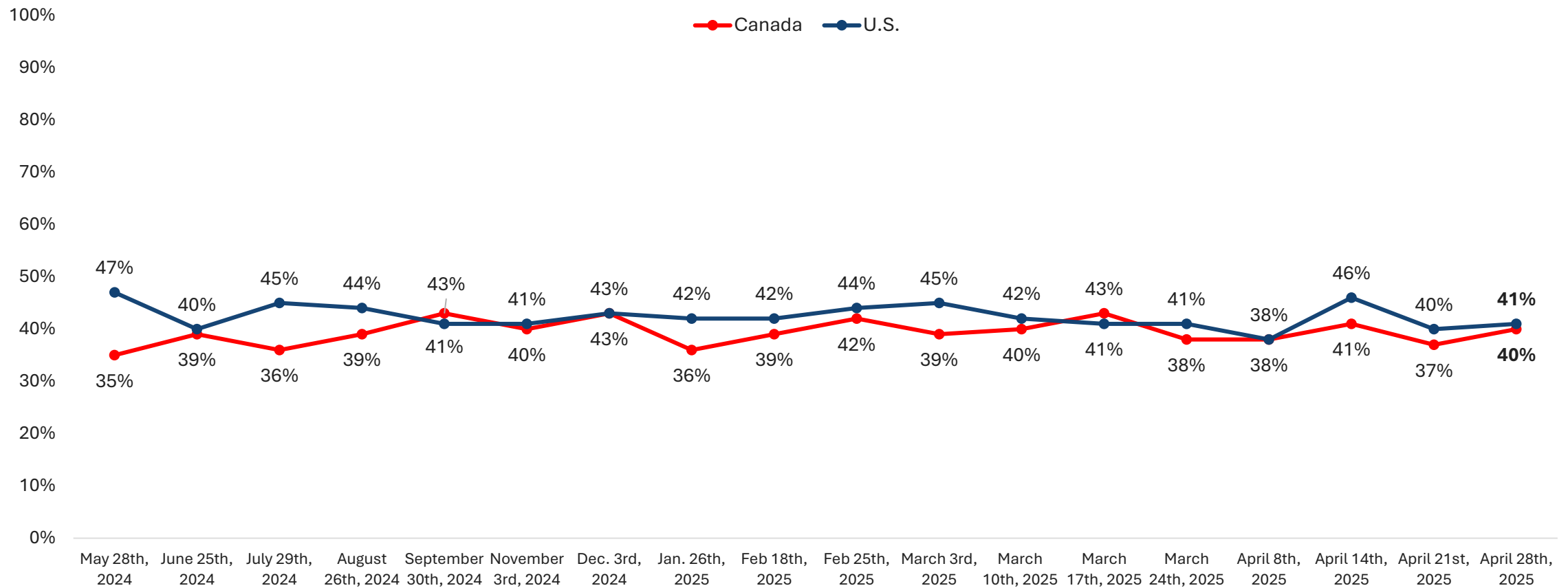
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total April 22 nd 2025	Gap
<i>Weighted n=</i>	506	69	114	184	138	192	191	122	284	221	165	146	166	467	
<i>Unweighted n=</i>	492	84	114	176	118	118	221	153	260	232	153	148	166	459	
TOTAL CONCERNED	41%	34%	40%	36%	52%	45%	43%	30%	37%	45%	37%	47%	42%	40%	+1
Very concerned	19%	21%	15%	14%	30%	24%	20%	12%	21%	18%	21%	19%	21%	18%	+1
Somewhat concerned	21%	12%	25%	22%	21%	20%	24%	19%	17%	27%	16%	29%	21%	23%	-2
TOTAL NOT CONCERNED	59%	66%	60%	64%	48%	55%	57%	70%	63%	55%	63%	53%	58%	60%	-1
Not very concerned	30%	29%	27%	35%	25%	31%	29%	30%	32%	26%	25%	29%	37%	33%	-3
Not at all concerned	30%	38%	33%	29%	24%	25%	28%	40%	30%	29%	38%	24%	21%	27%	+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=1,593)

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

Gender

	Unweighted	Weighted
Male	784	777
Female	809	816

Language (Mother Tongue)

	Unweighted	Weighted
French	369	314
English	1,079	1,147
Other	145	132

Age

	Unweighted	Weighted
18 to 34	363	425
35 to 54	523	513
55+	707	655

Province

	Unweighted	Weighted
British Columbia	165	222
Alberta	141	177
Manitoba/Saskatchewan	135	102
Ontario	627	617
Quebec	420	368
Atlantic	105	107

Respondent profiles – *American Sample*

(Base n=1,010)

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

Gender

	Unweighted	Weighted
Male	472	493
Female	538	517

Region

	Unweighted	Weighted
Northeast	204	178
Midwest	226	210
South	373	387
West	207	235

Age

	Unweighted	Weighted
Between 18 and 34	182	305
Between 35 and 54	349	310
55 and older	479	395

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

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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