

Trump Tariffs Tracker

April 22, 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= 1,603**
American sample: **n= 1,000**)

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 17 to April 21, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.45%**, (19 times out of 20) for the Canadian sample and **±3.09%**, (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% |
|  | 3% | 4% |

UNITED STATES 2024

| | LEGER POLL Published on November 4, 2024 | OFFICIALS RESULTS 2024 United States Presidential Election |
|---|--|--|
|  | 49% | 50% |
|  | 49% | 48% |
|  | 2% | 2% |

New this week

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

SUPPORT FOR RETALIATORY TARIFFS

- **Support among Canadians for the government responding "dollar for dollar" to U.S. tariffs has declined to 68%**, down 5 points since last week. The proportion who are strongly in favour also dropped from 44% to 38%, while opposition rose slightly from 17% to 20%.

PERCEIVED PERSONAL FINANCIAL IMPACT OF TARIFFS

- **A growing share of Canadians (91%) believe that the new tariffs will have some impact on their personal finances**, an increase of 4 points since the previous wave, with 24% expecting a major impact. In the U.S., the perception of personal impact also rose, with 82% now anticipating an effect and 32% saying it will be major, both figures up by 4 points since last week.

CONCERN ABOUT JOB LOSS

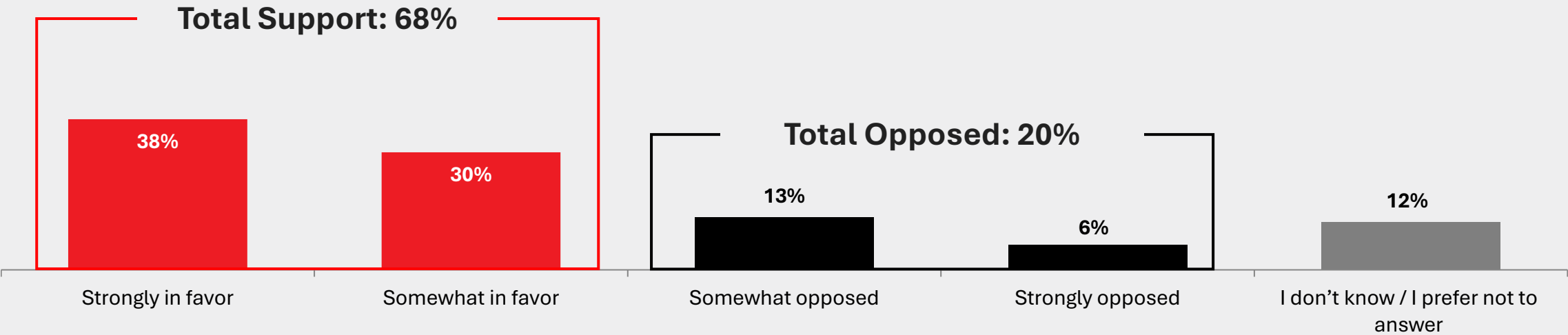
- **Concern among employed Canadians about losing their job in the next 12 months has declined to 37%**, a drop of 4 points since last week. In the U.S., concern also decreased, falling from 46% to 40% this week.

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=1,603)



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=1,603)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|-------------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| TOTAL SUPPORT | 68% | 74% | 67% | 68% | 67% | 66% | 68% | 69% | 67% | 64% | 64% | 73% | 73% | -5 |
| Strongly in favor | 38% | 49% | 31% | 40% | 37% | 37% | 42% | 40% | 36% | 27% | 40% | 44% | 44% | -6 |
| Somewhat in favor | 30% | 25% | 36% | 28% | 30% | 29% | 26% | 28% | 31% | 38% | 24% | 29% | 29% | +1 |
| TOTAL OPPOSED | 20% | 13% | 23% | 19% | 25% | 22% | 15% | 25% | 15% | 19% | 22% | 19% | 17% | +3 |
| Somewhat opposed | 13% | 10% | 16% | 13% | 16% | 14% | 9% | 17% | 10% | 14% | 12% | 14% | 10% | +3 |
| Strongly opposed | 6% | 3% | 7% | 6% | 8% | 8% | 6% | 8% | 5% | 5% | 9% | 6% | 6% | - |
| DK / Refusal | 12% | 13% | 10% | 12% | 8% | 12% | 18% | 6% | 18% | 17% | 14% | 8% | 11% | +1 |

Support for Retaliatory Tariffs – *By Voting Intentions*

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=1,603)

| | |  |  |  |  |  |  |
|----------------------|-----------------|---|---|---|---|---|---|
| | Total Canada | LPC | CPC | NDP | BQ | GPC | PPC |
| Weighted n= | 1,603 | 608 | 546 | 107 | 84 | 25 | 22 |
| Unweighted n= | 1,603 | 659 | 447 | 128 | 105 | 32 | 32 |
| TOTAL SUPPORT | 68% | 84% | 57% | 78% | 67% | 72% | 29% |
| Strongly in favor | 38% | 54% | 29% | 47% | 27% | 42% | 14% |
| Somewhat in favor | 30% | 30% | 29% | 31% | 40% | 29% | 15% |
| TOTAL OPPOSED | 20% | 11% | 31% | 12% | 30% | 28% | 52% |
| Somewhat opposed | 13% | 10% | 18% | 8% | 22% | 28% | 15% |
| Strongly opposed | 6% | 1% | 13% | 3% | 8% | 0% | 37% |
| DK / Refusal | 12% | 5% | 12% | 11% | 4% | 0% | 20% |

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=1,603)

% 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=1,602)

| % YES Presented | Total Canada | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| American products bought in stores | 69% | 82% | 73% | 68% | 65% | 64% | 65% | 67% | 71% | 58% | 64% | 80% | 71% | -2 |
| American products bought online | 67% | 76% | 72% | 65% | 61% | 63% | 64% | 63% | 70% | 60% | 66% | 71% | 68% | -1 |
| Products in general purchased on the Amazon platform | 55% | 45% | 62% | 57% | 44% | 50% | 49% | 52% | 57% | 48% | 54% | 59% | 58% | -3 |
| American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.) | 51% | 51% | 55% | 53% | 49% | 40% | 47% | 50% | 52% | 41% | 45% | 62% | 52% | -1 |
| American retail chain stores (Walmart, Costco, Winners, etc.) | 47% | 45% | 48% | 49% | 43% | 40% | 49% | 49% | 44% | 43% | 46% | 50% | 46% | +1 |

Recent Changes in Consumer Purchasing Behaviour – *By Voting Intentions*

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

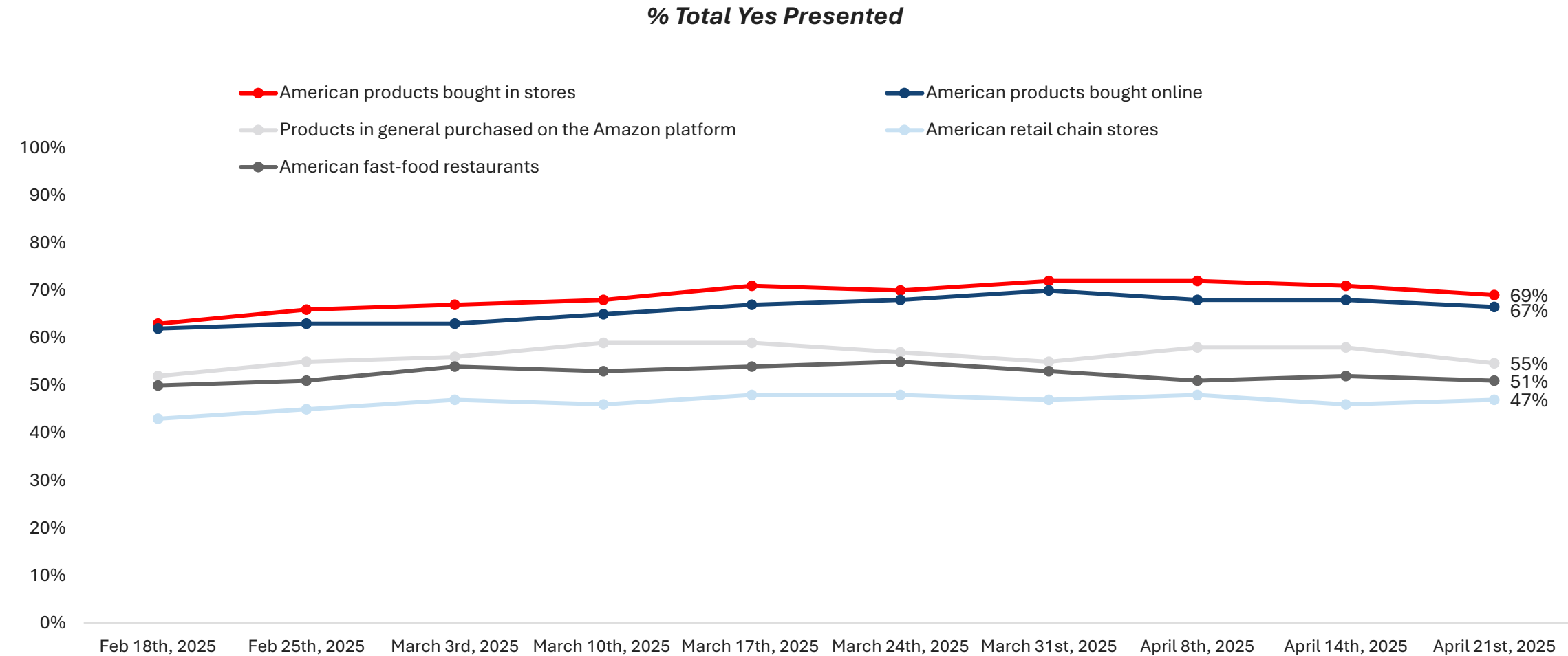
Base: Canadian respondents (n=1,603)

| | |  |  |  |  |  |  |
|--|---------------------|---|---|---|---|---|---|
| % YES presented | Total Canada | LPC | CPC | NDP | BQ | GPC | PPC |
| <i>Weighted n=</i> | 1,603 | 608 | 546 | 107 | 84 | 25 | 22 |
| <i>Unweighted n=</i> | 1,603 | 659 | 447 | 128 | 105 | 32 | 32 |
| American products bought in stores | 69% | 84% | 58% | 79% | 77% | 61% | 26% |
| American products bought online | 67% | 80% | 56% | 77% | 77% | 60% | 30% |
| Products in general purchased on the Amazon platform | 55% | 68% | 44% | 60% | 65% | 51% | 20% |
| American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.) | 51% | 62% | 41% | 50% | 65% | 57% | 18% |
| American retail chain stores (Walmart, Costco, Winners, etc.) | 47% | 57% | 37% | 55% | 51% | 37% | 33% |

Recent Changes in Consumer Purchasing Behaviour – Evolution

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

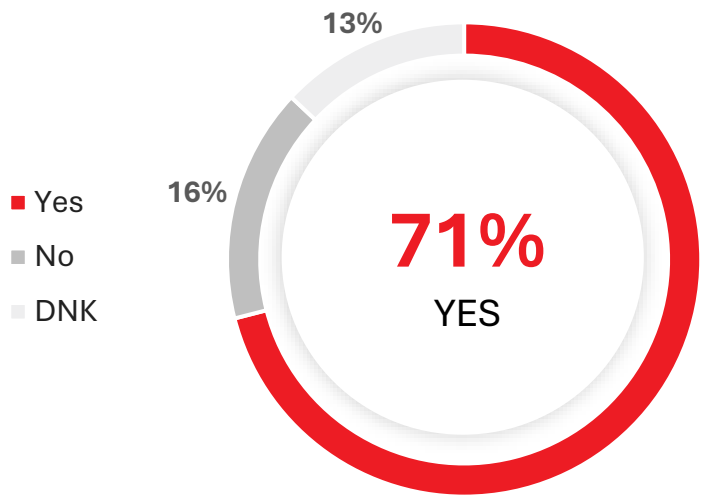
Base: Canadian respondents (1,603)



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,603)

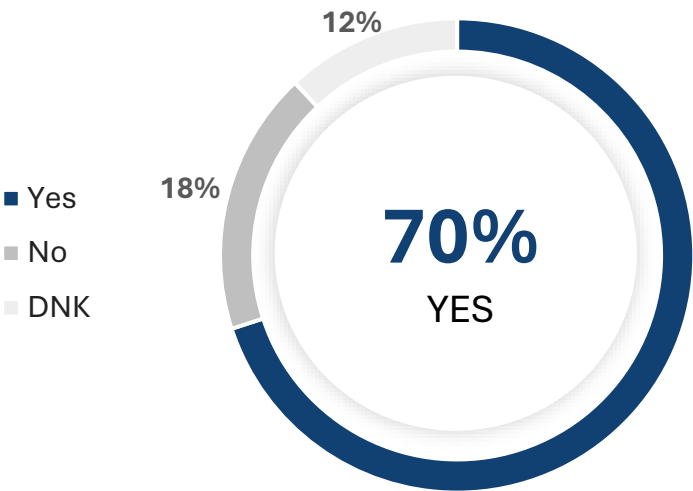


| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---------------|--------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-----------------------------------|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| Yes | 71% | 77% | 80% | 68% | 69% | 71% | 65% | 71% | 72% | 67% | 70% | 75% | 74% | -3 |
| No | 16% | 12% | 14% | 18% | 15% | 13% | 16% | 17% | 14% | 17% | 14% | 16% | 14% | +2 |
| I don't know | 13% | 12% | 6% | 14% | 16% | 17% | 19% | 13% | 14% | 15% | 16% | 10% | 12% | +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=1,000)



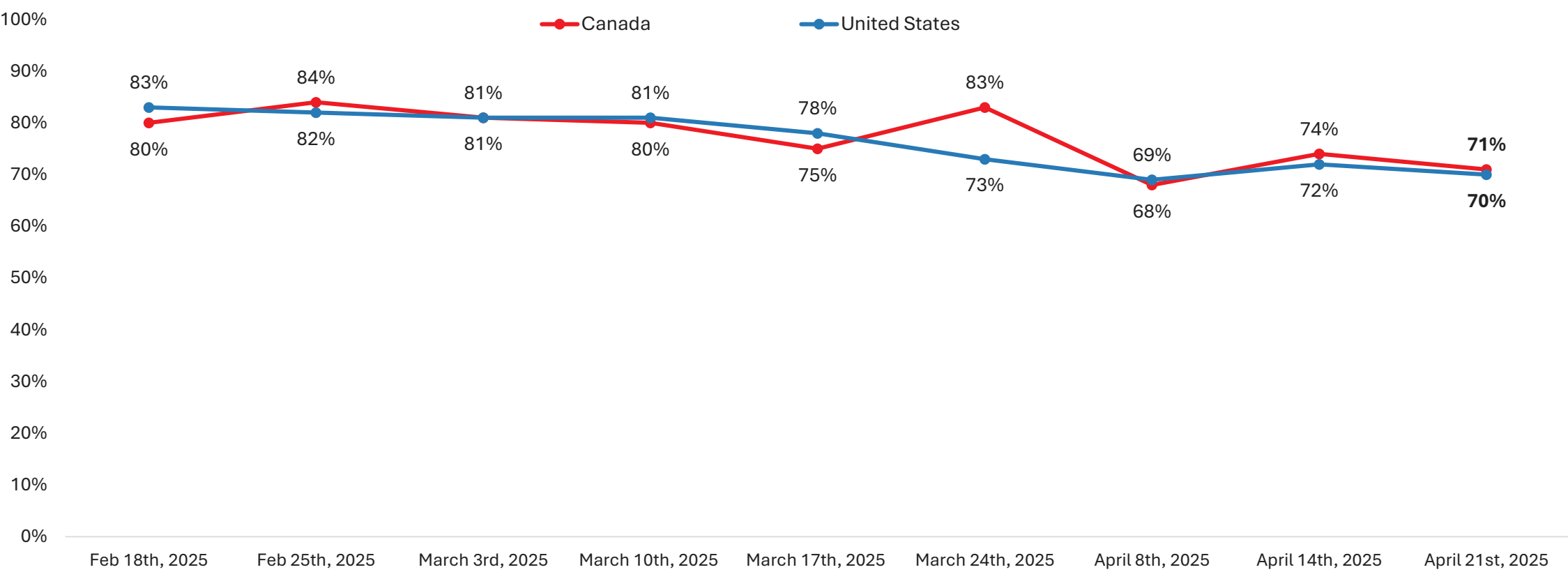
| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Independ-ent | Total April 14 th 2025 | Gap |
|---------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|--------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| Yes | 70% | 75% | 67% | 64% | 76% | 75% | 67% | 67% | 66% | 73% | 58% | 82% | 69% | 72% | -2 |
| No | 18% | 14% | 22% | 22% | 14% | 13% | 19% | 23% | 21% | 16% | 31% | 7% | 20% | 18% | - |
| I don't know | 12% | 11% | 11% | 14% | 10% | 12% | 14% | 10% | 12% | 12% | 11% | 11% | 11% | 10% | +2 |

Perception of Recent Consumer Price Increases – *Evolution*

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

Base: All respondents

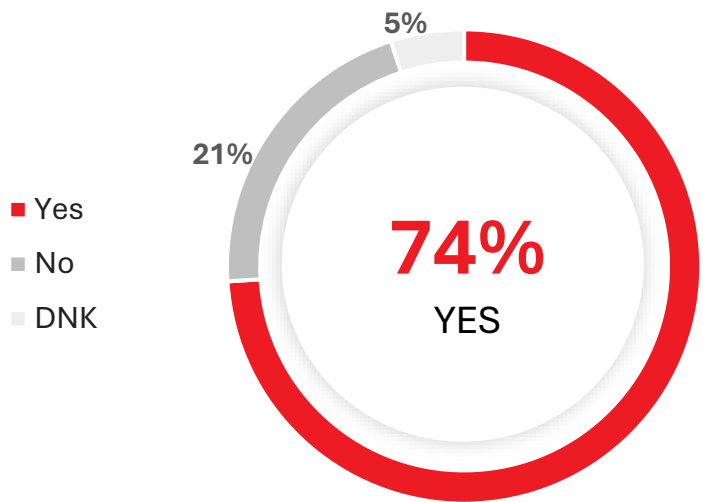
% Total Yes Presented



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=1,603)









| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| Yes | 74% | 80% | 80% | 72% | 69% | 72% | 69% | 73% | 75% | 66% | 69% | 83% | 76% | -2 |
| No | 21% | 16% | 18% | 20% | 23% | 23% | 26% | 22% | 19% | 27% | 25% | 13% | 18% | +3 |
| I don't know | 5% | 4% | 3% | 8% | 8% | 4% | 5% | 5% | 6% | 7% | 6% | 4% | 6% | -1 |

Increase in Purchases of Local Canadian Products – *By Voting Intentions*

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

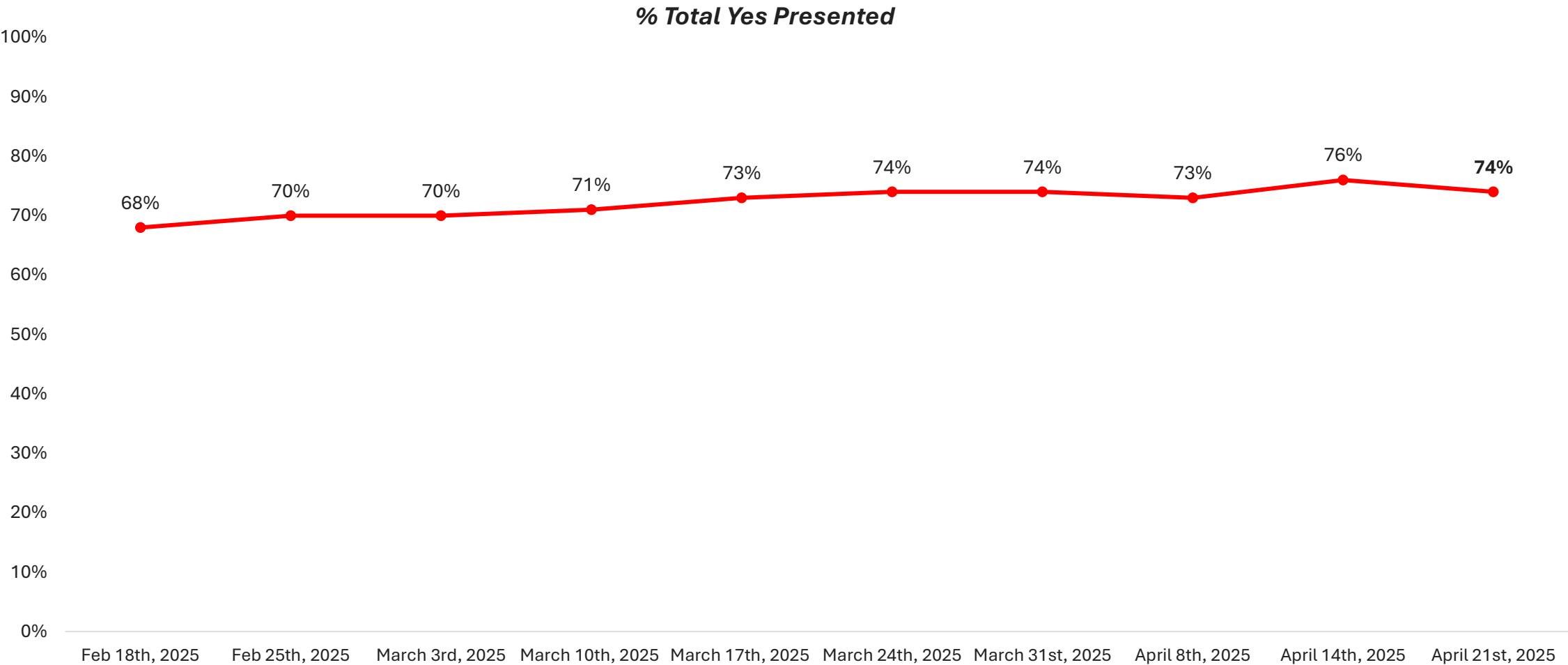
Base: Canadian respondents (n=1,603)

| | |  |  |  |  |  |  |
|---------------|-----------------|---|---|---|---|---|---|
| | Total Canada | LPC | CPC | NDP | BQ | GPC | PPC |
| Weighted n= | 1,603 | 608 | 546 | 107 | 84 | 25 | 22 |
| Unweighted n= | 1,603 | 659 | 447 | 128 | 105 | 32 | 32 |
| Yes | 74% | 88% | 63% | 74% | 85% | 92% | 61% |
| No | 21% | 8% | 32% | 17% | 13% | 8% | 33% |
| I don't know | 5% | 4% | 5% | 9% | 2% | 0% | 6% |

Increase in Purchases of Local Canadian Products – Evolution

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

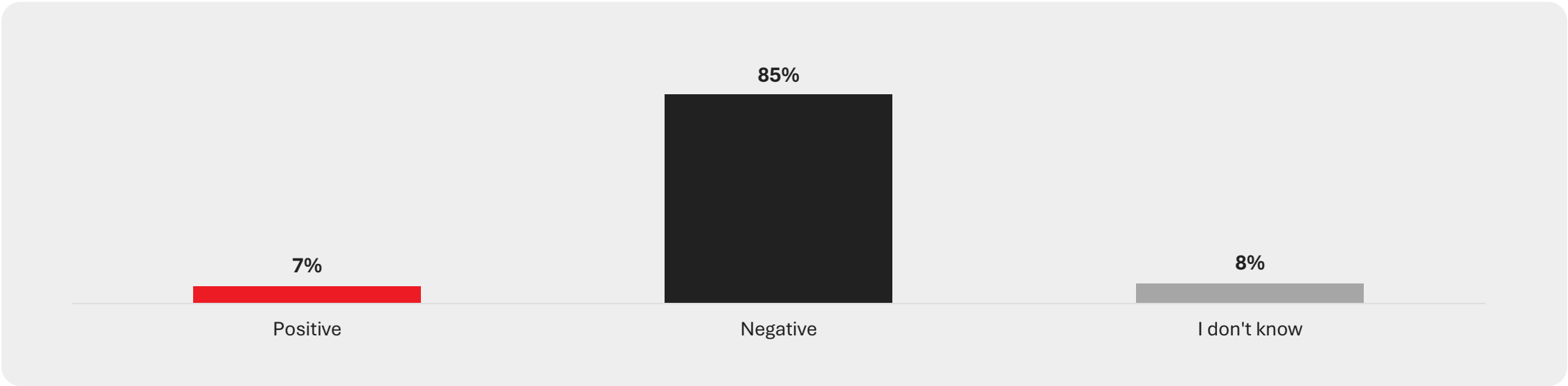
Base: Canadian respondents



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=1,603)

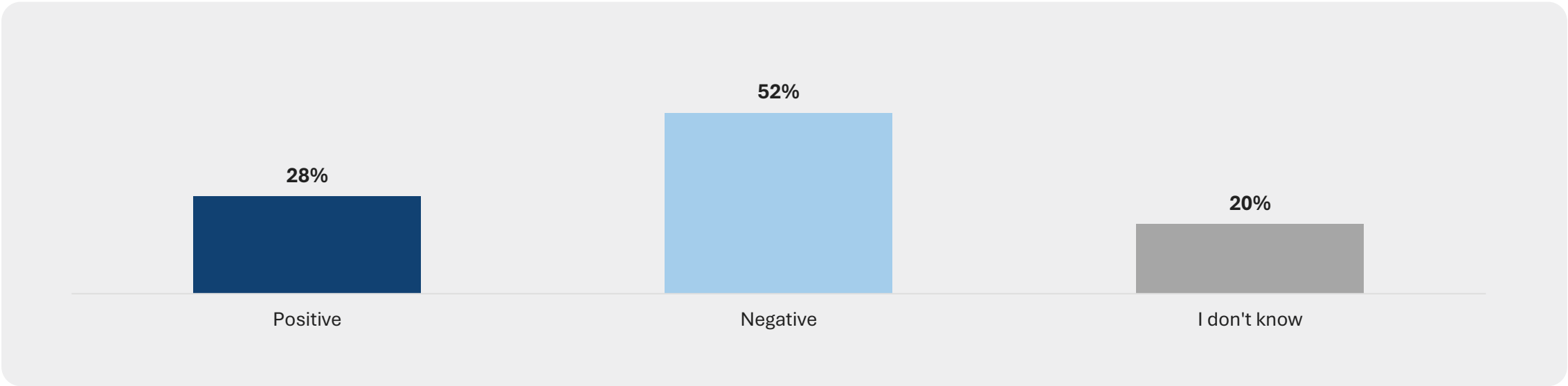


| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
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| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| Positive | 7% | 6% | 7% | 6% | 10% | 9% | 5% | 8% | 5% | 14% | 5% | 4% | 9% | -2 |
| Negative | 85% | 88% | 86% | 85% | 79% | 86% | 86% | 86% | 84% | 77% | 86% | 90% | 83% | +2 |
| I don't know | 8% | 6% | 7% | 9% | 12% | 5% | 9% | 5% | 10% | 9% | 9% | 6% | 8% | - |

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=1,000)

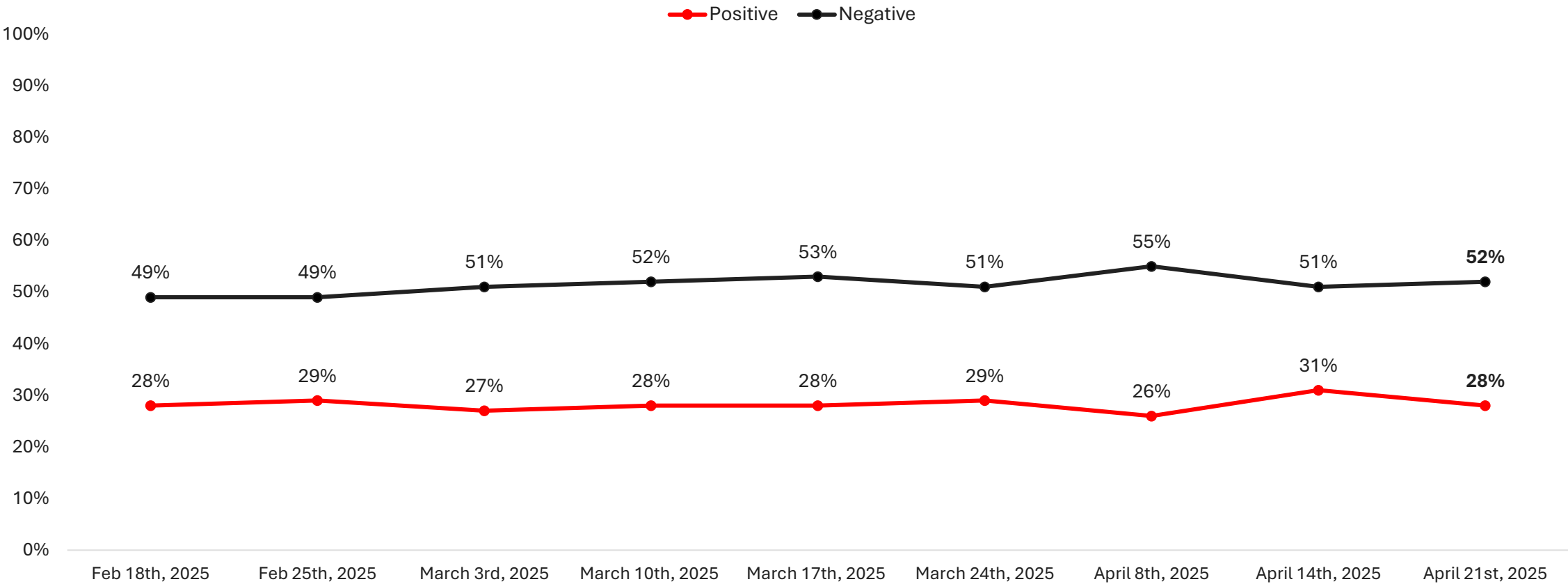


| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Independent | Total April 14 th 2025 | Gap |
|---------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|-------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| Positive | 28% | 24% | 28% | 32% | 25% | 25% | 27% | 32% | 38% | 20% | 59% | 7% | 26% | 31% | -3 |
| Negative | 52% | 61% | 47% | 50% | 52% | 55% | 51% | 50% | 46% | 58% | 21% | 84% | 53% | 51% | +1 |
| I don't know | 20% | 14% | 25% | 18% | 23% | 20% | 22% | 19% | 17% | 23% | 20% | 9% | 21% | 18% | +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

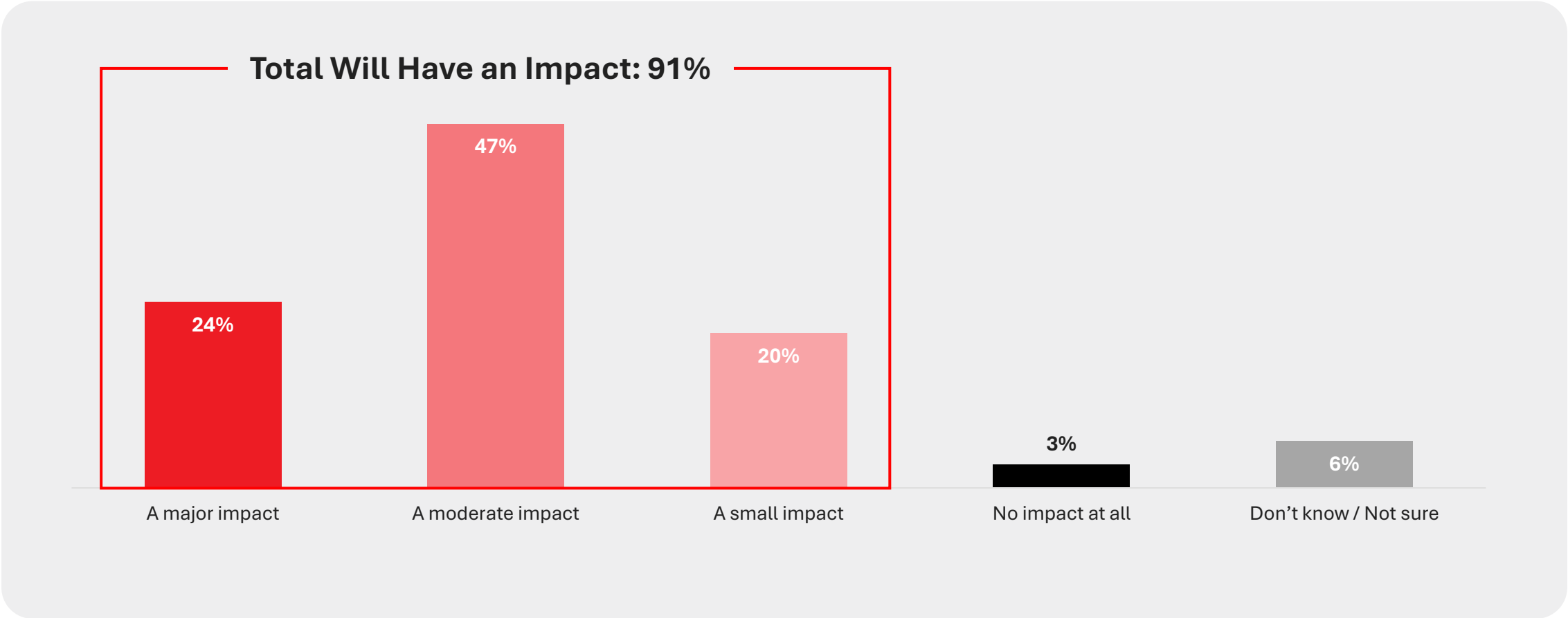


Concerns About Personal Financial Situation

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=1,603)



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?

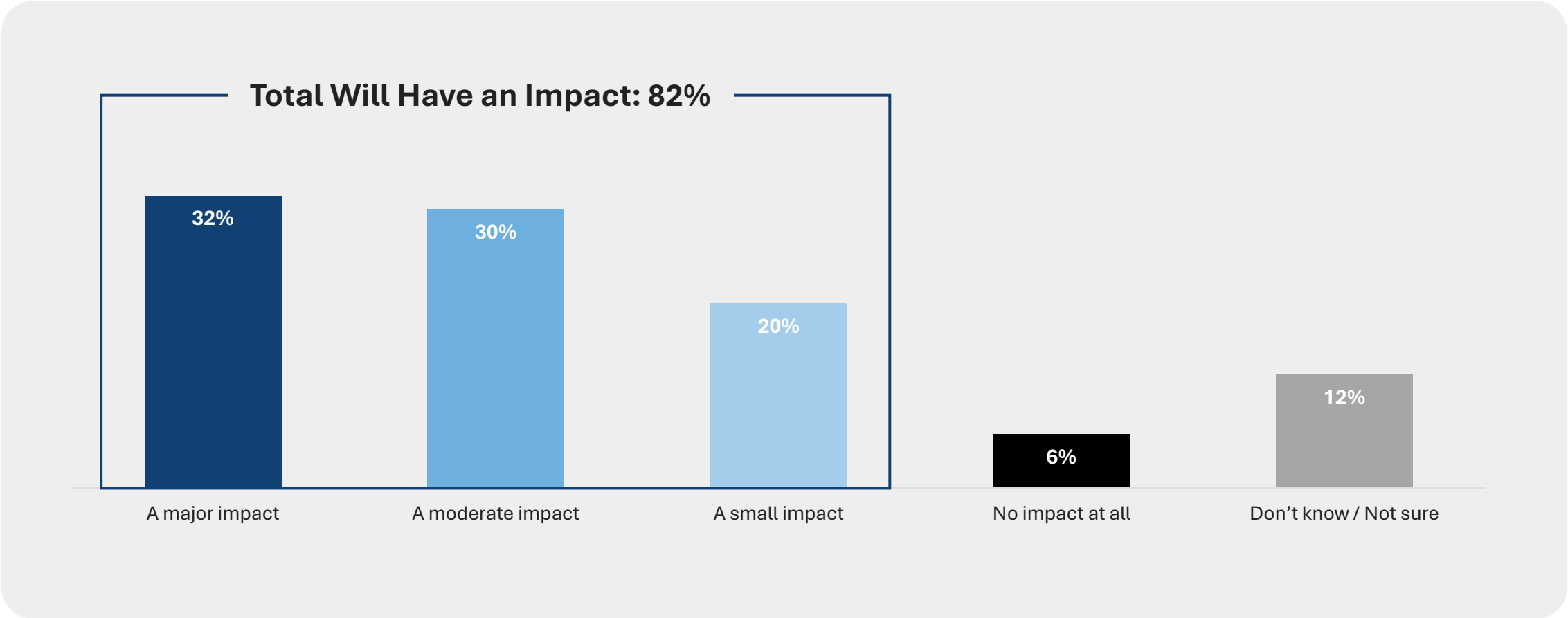
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| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---------------------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| TOTAL WILL HAVE AN IMPACT | 91% | 85% | 90% | 91% | 94% | 95% | 88% | 92% | 90% | 92% | 89% | 91% | 87% | +4 |
| A major impact | 24% | 18% | 24% | 22% | 32% | 27% | 27% | 21% | 27% | 27% | 28% | 20% | 19% | +5 |
| A moderate impact | 47% | 51% | 49% | 47% | 41% | 47% | 42% | 46% | 47% | 51% | 43% | 47% | 46% | +1 |
| A small impact | 20% | 15% | 18% | 22% | 21% | 20% | 19% | 24% | 16% | 15% | 18% | 25% | 22% | -2 |
| No impact at all | 3% | 6% | 4% | 2% | 1% | 1% | 5% | 5% | 2% | 2% | 3% | 4% | 4% | -1 |
| Don't know / Not sure | 6% | 10% | 5% | 6% | 6% | 4% | 7% | 4% | 9% | 6% | 8% | 5% | 9% | -3 |

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=1,000)



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: American respondents (n=1,000)

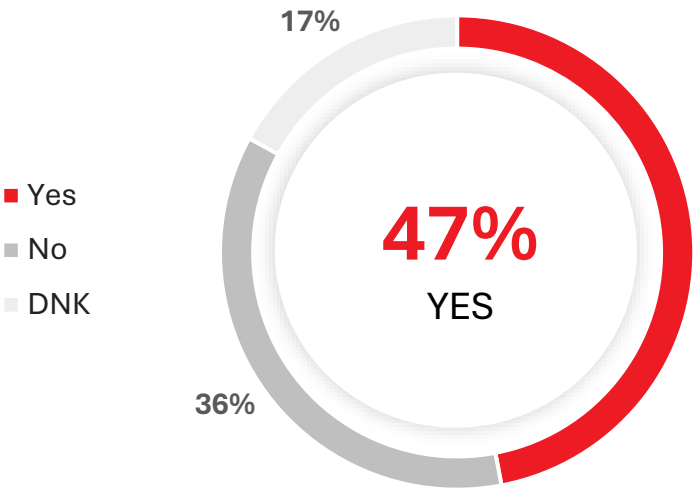
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|---------------------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|-------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| TOTAL WILL HAVE AN IMPACT | 82% | 89% | 79% | 81% | 81% | 85% | 76% | 84% | 84% | 80% | 80% | 93% | 83% | 78% | +4 |
| A major impact | 32% | 33% | 26% | 31% | 37% | 41% | 31% | 25% | 31% | 32% | 21% | 44% | 31% | 28% | +4 |
| A moderate impact | 30% | 39% | 30% | 27% | 30% | 30% | 27% | 33% | 29% | 31% | 25% | 39% | 31% | 28% | +2 |
| A small impact | 20% | 17% | 22% | 23% | 15% | 14% | 18% | 26% | 23% | 17% | 33% | 10% | 21% | 22% | -2 |
| No impact at all | 6% | 5% | 10% | 5% | 4% | 3% | 7% | 7% | 7% | 5% | 11% | 2% | 3% | 9% | -3 |
| Don't know / Not sure | 12% | 7% | 11% | 14% | 15% | 11% | 17% | 9% | 9% | 15% | 10% | 5% | 14% | 13% | -1 |

State of the Economy

Economic Recession in the Country (1/2)

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

Base: Canadian respondents (n=1,603)

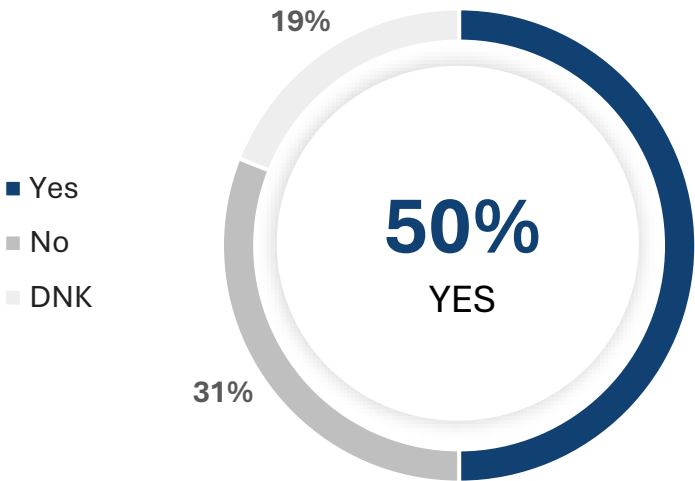


| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
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| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| Yes | 47% | 45% | 47% | 45% | 49% | 54% | 45% | 44% | 49% | 53% | 54% | 38% | 49% | -2 |
| No | 36% | 36% | 39% | 35% | 28% | 34% | 36% | 42% | 30% | 26% | 30% | 46% | 34% | +2 |
| I don't know | 17% | 20% | 13% | 20% | 23% | 11% | 18% | 14% | 20% | 21% | 16% | 16% | 17% | - |

Economic Recession in the Country (1/2)

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

Base: All respondents (n=1,000)

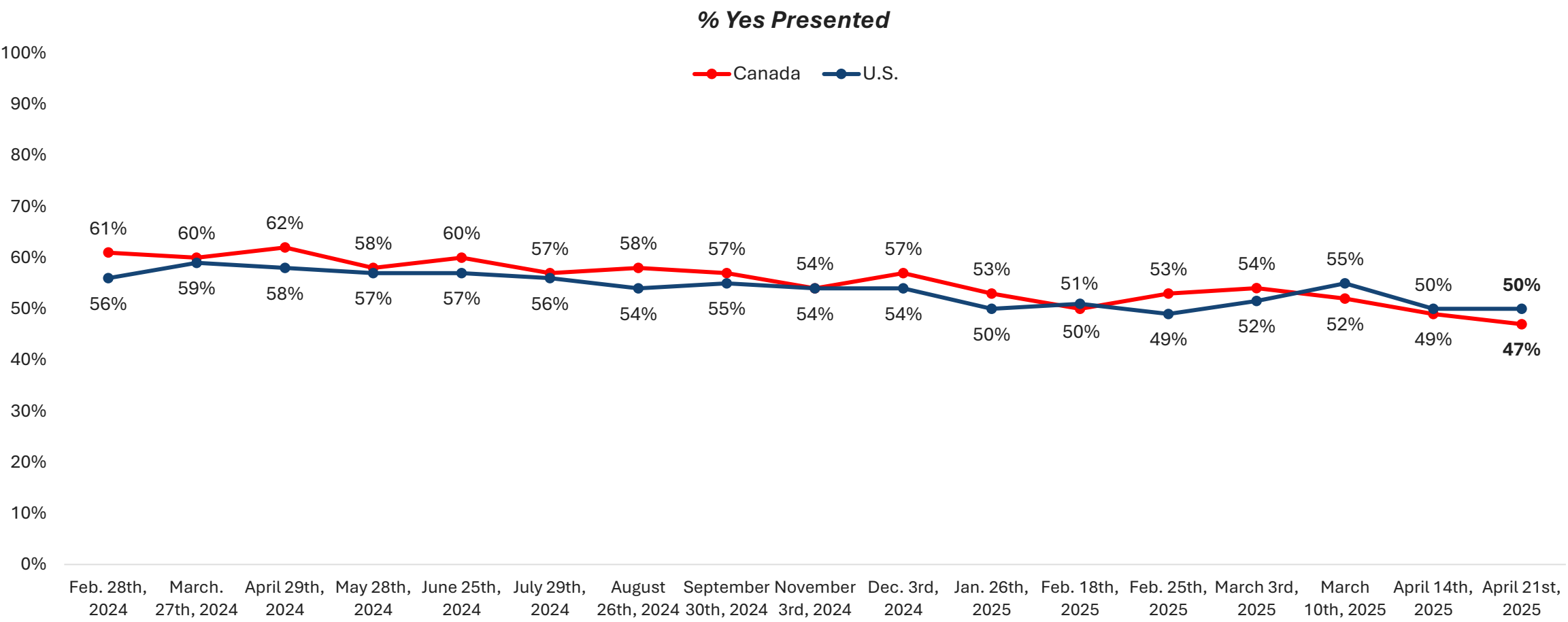


| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Indepen- dent | Total April 14 th 2025 | Gap |
|---------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|------------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| Yes | 50% | 46% | 41% | 52% | 57% | 62% | 50% | 39% | 45% | 54% | 38% | 65% | 46% | 50% | - |
| No | 31% | 36% | 33% | 30% | 28% | 19% | 30% | 41% | 40% | 23% | 47% | 21% | 32% | 32% | -1 |
| I don't know | 19% | 17% | 26% | 19% | 16% | 19% | 19% | 19% | 15% | 23% | 15% | 14% | 21% | 18% | +1 |

Economic Recession in the Country – *Evolution*

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

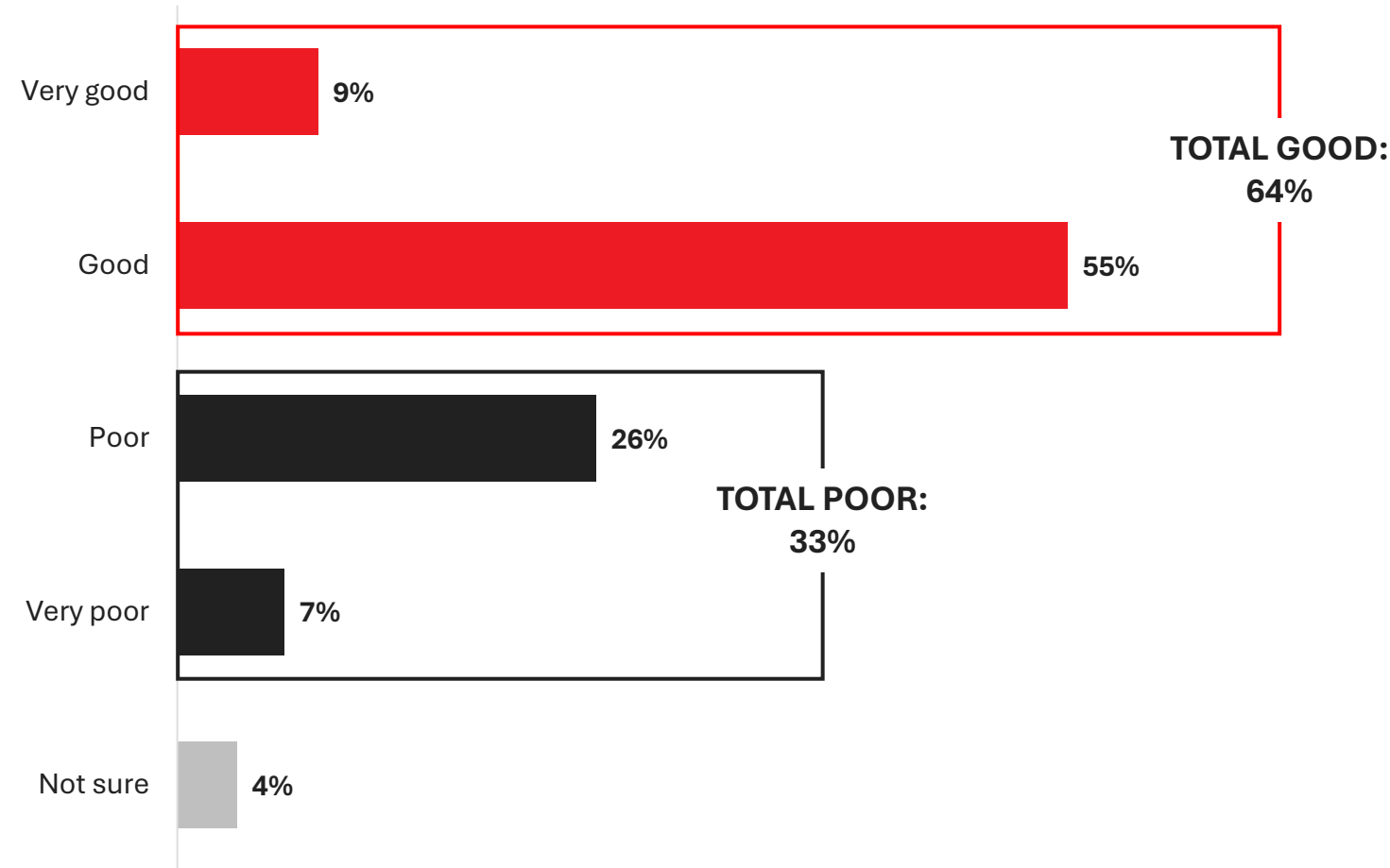
Base: All respondents



State of Household Finances (1/4)

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

Base: Canadian respondents (n=1,603)



State of Household Finances (2/4)

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

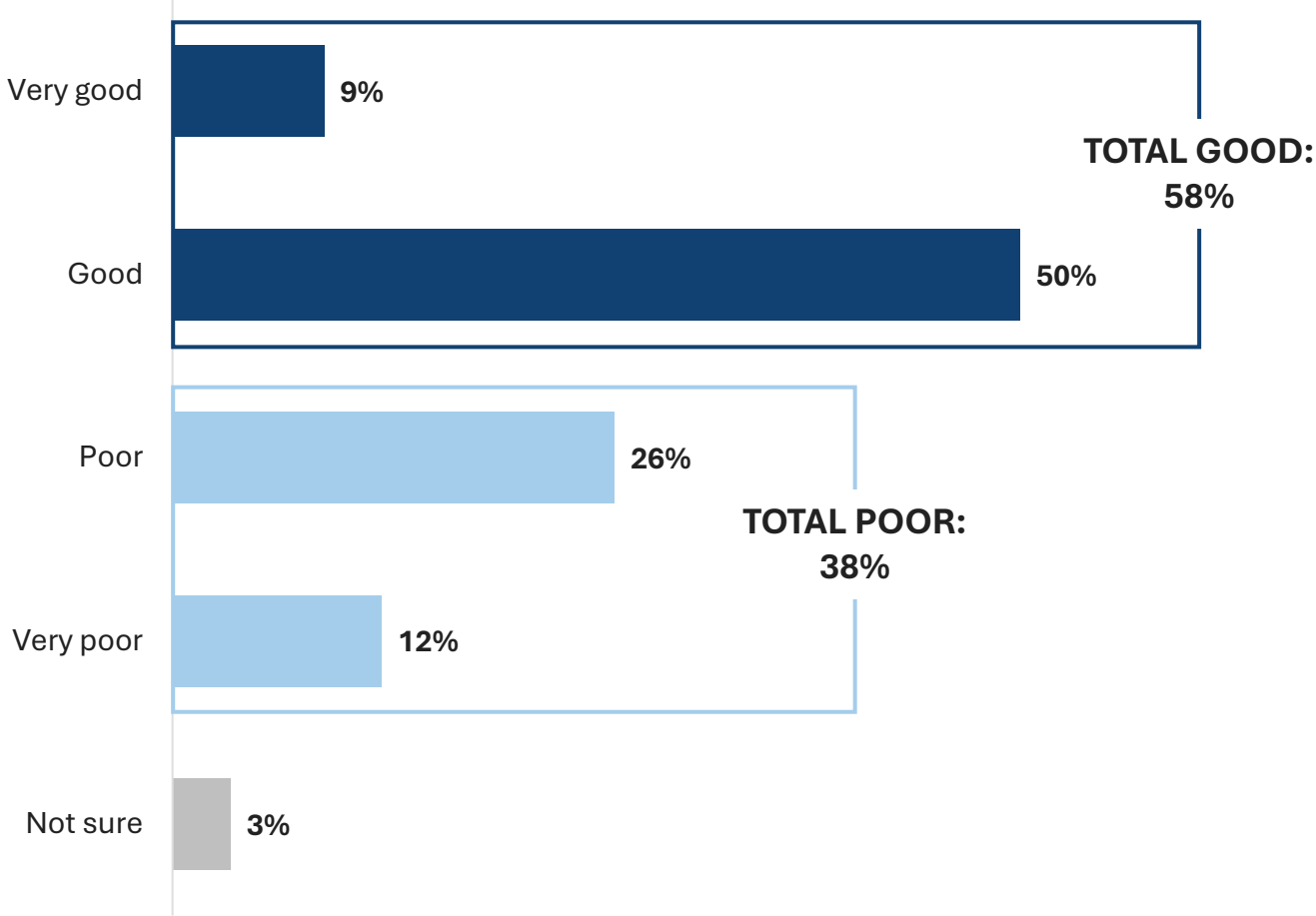
Base: Canadian respondents (n=1,603)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| TOTAL GOOD | 64% | 58% | 77% | 59% | 55% | 65% | 62% | 66% | 61% | 60% | 57% | 72% | 63% | +1 |
| Very good | 9% | 5% | 11% | 9% | 10% | 6% | 9% | 12% | 6% | 5% | 7% | 13% | 6% | +3 |
| Good | 55% | 53% | 65% | 50% | 46% | 59% | 54% | 55% | 55% | 54% | 50% | 59% | 56% | -1 |
| TOTAL POOR | 33% | 38% | 22% | 37% | 42% | 30% | 33% | 31% | 34% | 35% | 39% | 26% | 35% | -2 |
| Poor | 26% | 33% | 19% | 29% | 29% | 21% | 28% | 24% | 27% | 29% | 30% | 21% | 27% | -1 |
| Very poor | 7% | 5% | 3% | 8% | 14% | 9% | 6% | 6% | 7% | 7% | 9% | 5% | 8% | -1 |
| Not sure | 4% | 4% | 1% | 5% | 2% | 5% | 4% | 3% | 4% | 5% | 4% | 2% | 3% | +1 |

State of Household Finances (3/4)

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

Base: American respondents (n=1,000)



State of Household Finances (4/4)

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

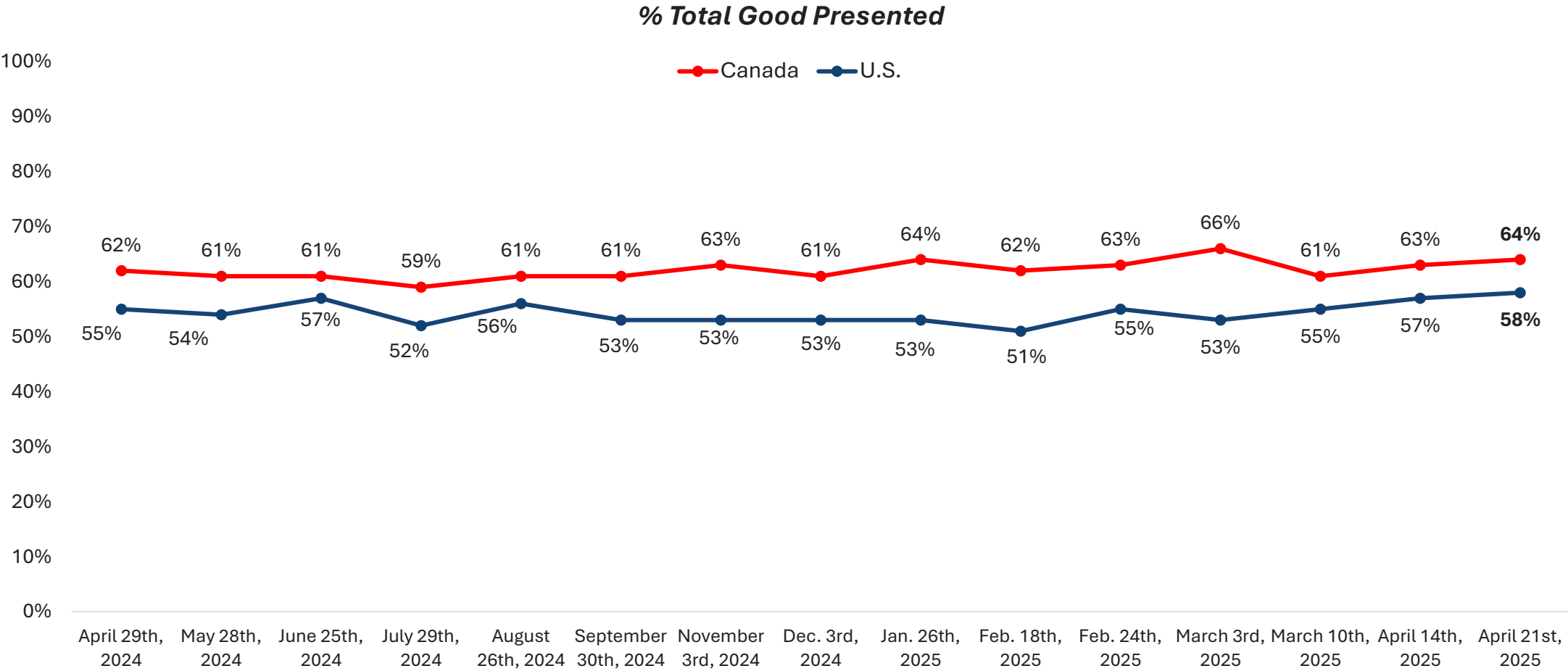
Base: American respondents (n=1,000)

| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Indepen- dent | Total April 14 th 2025 | Gap |
|---------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|------------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| TOTAL GOOD | 58% | 62% | 65% | 57% | 53% | 54% | 53% | 66% | 63% | 54% | 71% | 56% | 54% | 57% | +1 |
| Very good | 9% | 8% | 10% | 10% | 8% | 10% | 8% | 9% | 13% | 5% | 15% | 8% | 6% | 9% | - |
| Good | 50% | 55% | 55% | 47% | 45% | 44% | 45% | 57% | 50% | 49% | 57% | 48% | 48% | 48% | +2 |
| TOTAL POOR | 38% | 36% | 31% | 39% | 44% | 40% | 44% | 32% | 33% | 43% | 28% | 42% | 41% | 39% | -1 |
| Poor | 26% | 22% | 21% | 26% | 32% | 28% | 27% | 23% | 23% | 28% | 20% | 31% | 25% | 26% | - |
| Very poor | 12% | 14% | 10% | 13% | 12% | 12% | 17% | 9% | 10% | 14% | 8% | 11% | 16% | 12% | - |
| Not sure | 3% | 2% | 4% | 4% | 3% | 5% | 3% | 2% | 3% | 3% | 1% | 2% | 4% | 4% | -1 |

State of Household Finances – Evolution

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

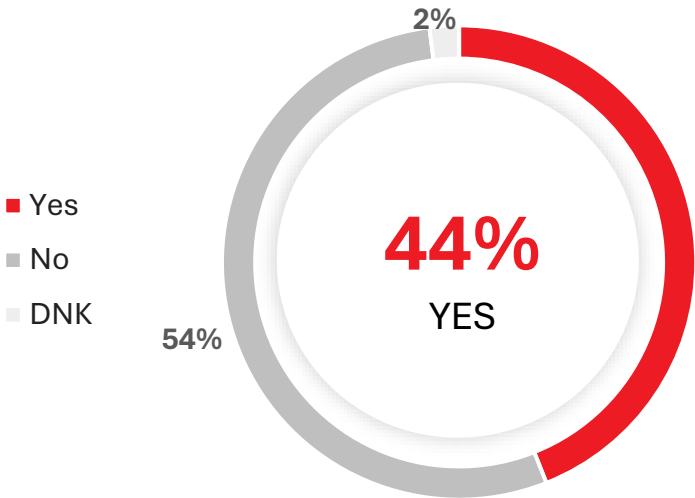
Base: All respondents



Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheck to paycheck?

Base: Canadian respondents (n=1,603)

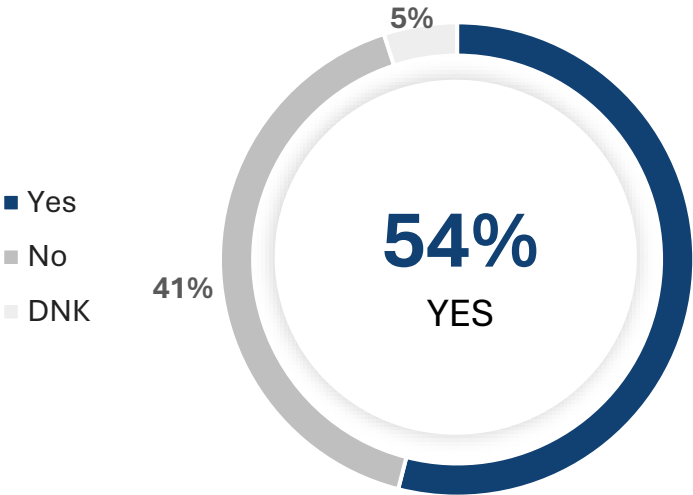


| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|---------------|--------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|-----------------------------------|-----|
| Weighted n= | 1,603 | 108 | 370 | 621 | 103 | 178 | 223 | 781 | 821 | 428 | 516 | 660 | 1,630 | |
| Unweighted n= | 1,603 | 106 | 427 | 629 | 135 | 141 | 165 | 839 | 764 | 446 | 484 | 673 | 1,630 | |
| Yes | 44% | 58% | 31% | 46% | 50% | 43% | 50% | 40% | 47% | 47% | 56% | 33% | 46% | -2 |
| No | 54% | 42% | 67% | 51% | 48% | 54% | 48% | 58% | 50% | 48% | 43% | 65% | 51% | +3 |
| I don't know | 2% | 0% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 5% | 1% | 2% | 3% | -1 |

Living Paycheque to Paycheque (1/2)

Q5. Are you currently living paycheck to paycheck?

Base: American respondents (n=1,000)

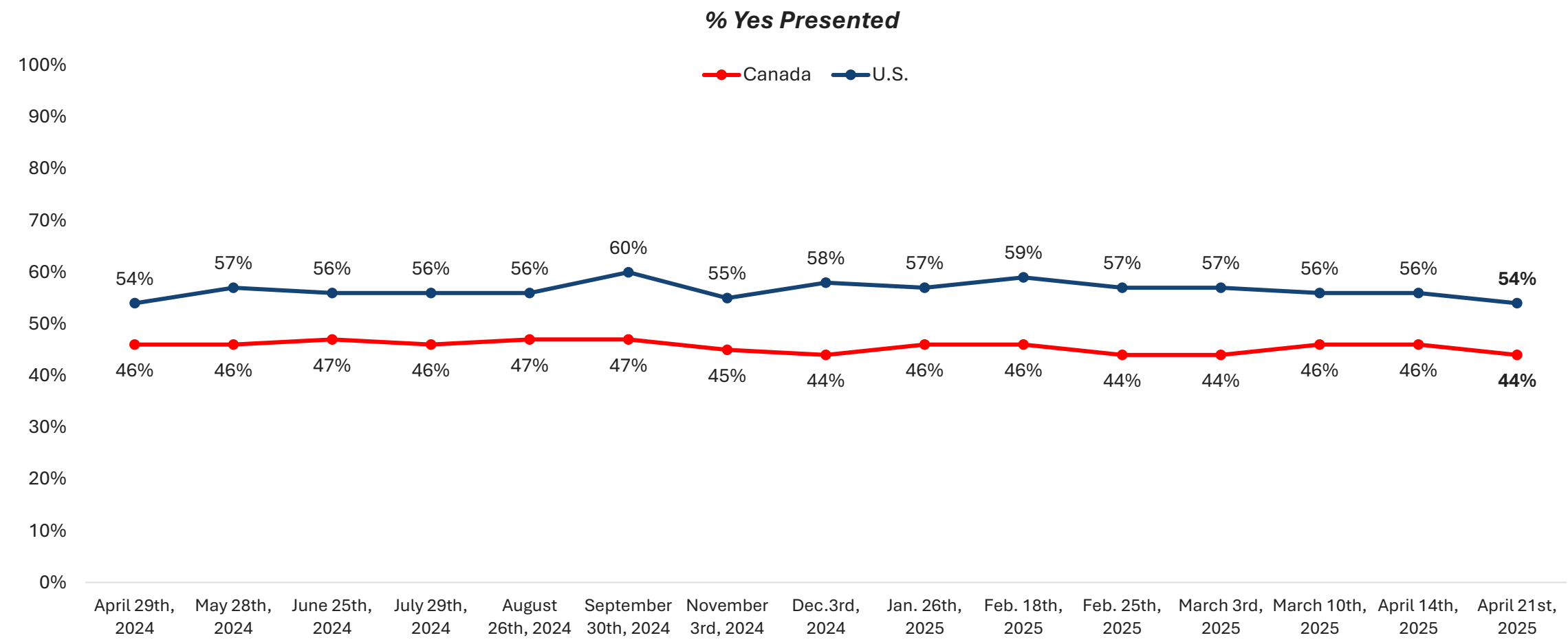


| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Independ-ent | Total April 14 th 2025 | Gap |
|---------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|--------------|-----------------------------------|-----|
| Weighted n= | 1,000 | 179 | 208 | 380 | 234 | 309 | 298 | 393 | 487 | 514 | 293 | 305 | 309 | 1,007 | |
| Unweighted n= | 1,000 | 201 | 225 | 351 | 223 | 184 | 334 | 482 | 469 | 531 | 298 | 294 | 336 | 1,007 | |
| Yes | 54% | 55% | 47% | 55% | 58% | 59% | 61% | 44% | 49% | 59% | 48% | 57% | 54% | 56% | -2 |
| No | 41% | 41% | 47% | 41% | 38% | 35% | 34% | 52% | 48% | 35% | 50% | 42% | 40% | 38% | +3 |
| I don't know | 5% | 4% | 6% | 4% | 5% | 6% | 5% | 4% | 4% | 6% | 3% | 2% | 6% | 5% | - |

Living Paycheque to Paycheque – Evolution

Q5. Are you currently living paycheck to paycheck?

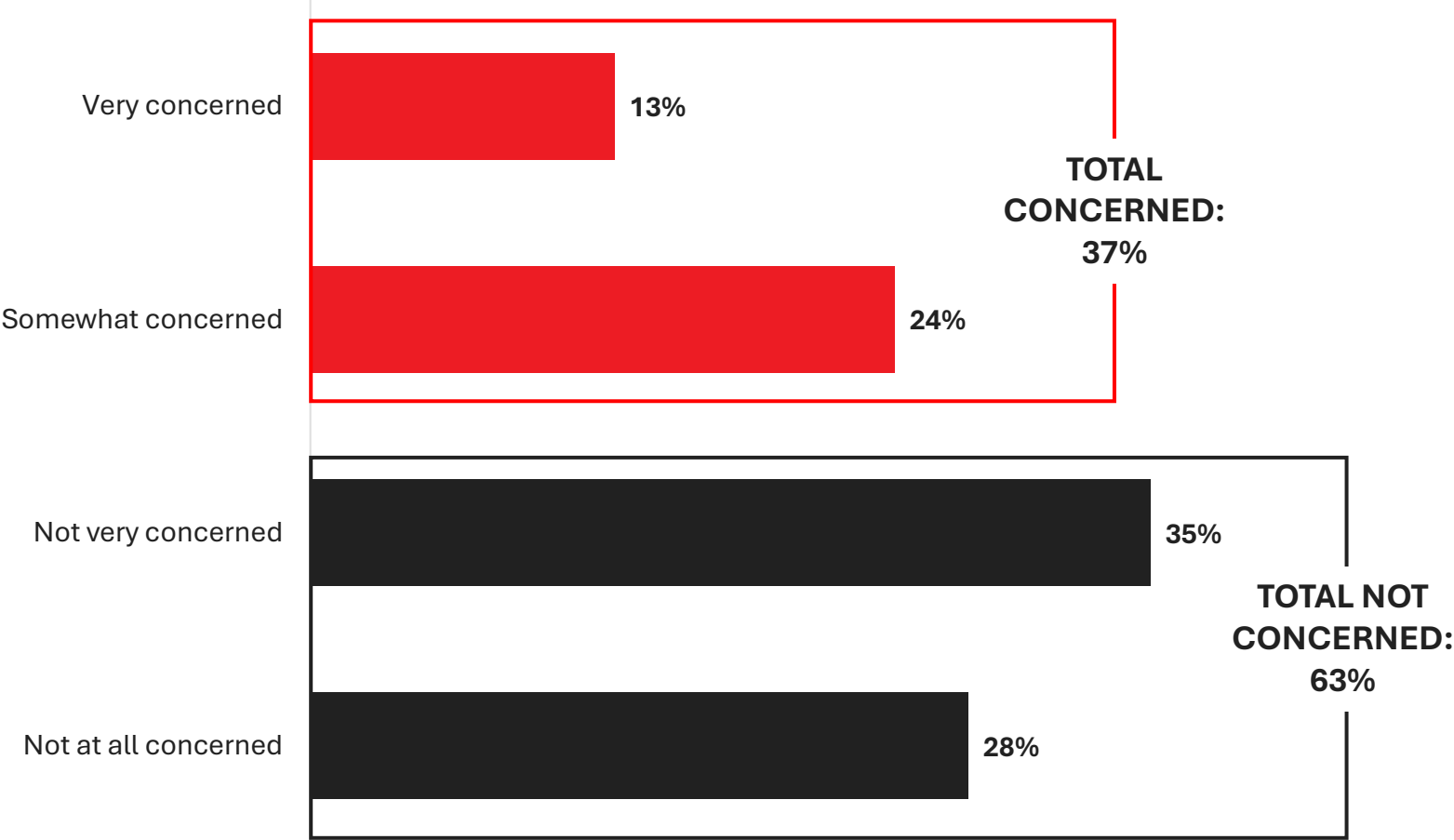
Base: All respondents



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=822)



Concerns About Losing Job (2/2)

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

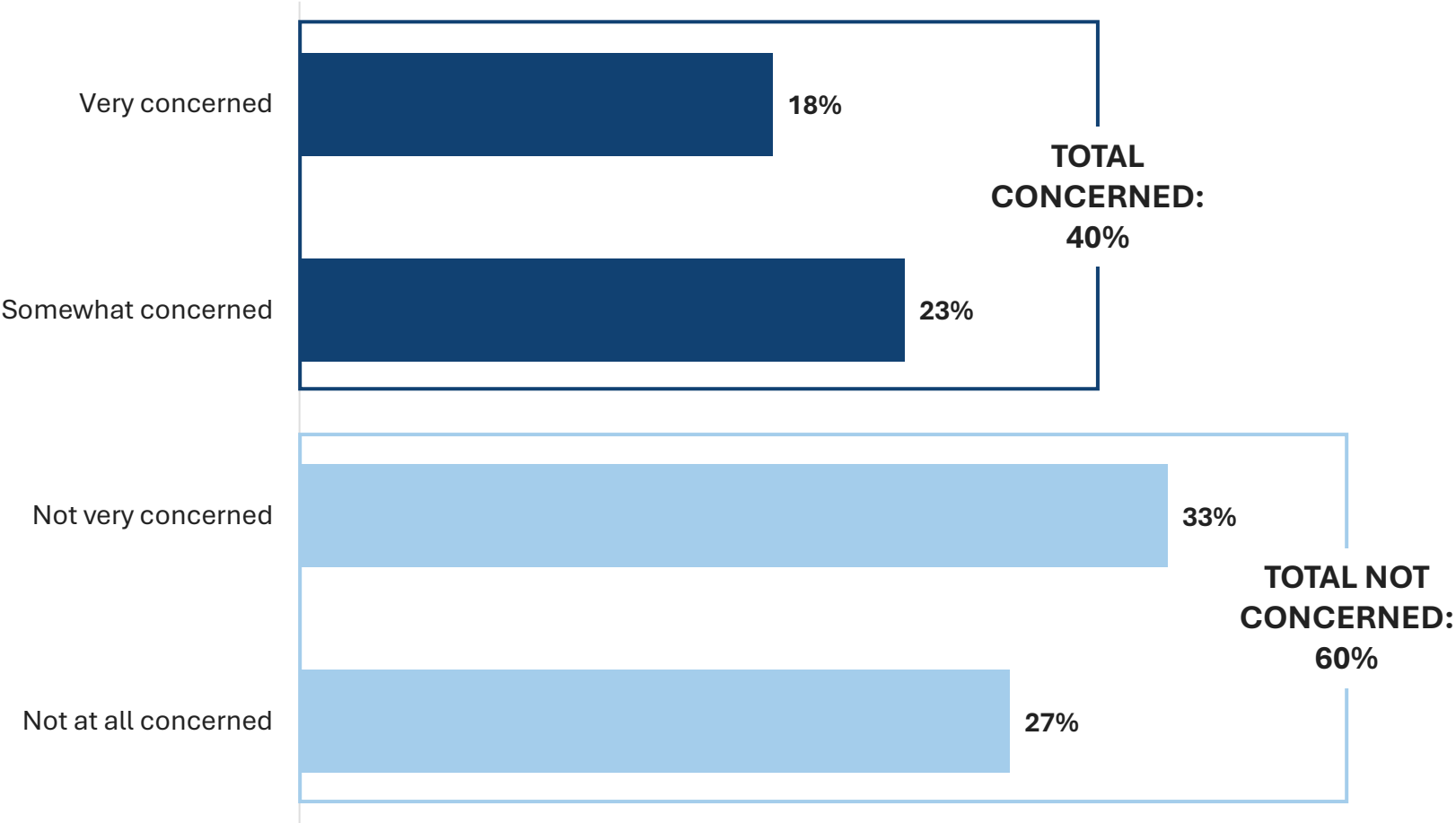
Base: Canadian respondents who are currently employed (n=822)

| | Total CANADA | ATL | QC | ON | MB/SK | AB | BC | Male | Female | 18-34 | 35-54 | 55+ | Total April 14 th 2025 | Gap |
|----------------------|-----------------|-----|-----|-----|-------|-----|-----|------|--------|-------|-------|-----|---|-----|
| Weighted n= | 818 | 51 | 195 | 314 | 51 | 101 | 106 | 398 | 421 | 270 | 381 | 168 | 825 | |
| Unweighted n= | 822 | 57 | 229 | 310 | 66 | 76 | 84 | 427 | 395 | 280 | 374 | 168 | 832 | |
| TOTAL CONCERNED | 37% | 29% | 27% | 39% | 31% | 45% | 50% | 44% | 31% | 44% | 36% | 29% | 41% | -4 |
| Very concerned | 13% | 8% | 10% | 15% | 4% | 18% | 13% | 14% | 11% | 15% | 13% | 10% | 15% | -2 |
| Somewhat concerned | 24% | 21% | 17% | 24% | 27% | 27% | 37% | 30% | 20% | 30% | 23% | 19% | 26% | -2 |
| TOTAL NOT CONCERNED | 63% | 71% | 73% | 61% | 69% | 55% | 50% | 56% | 69% | 56% | 64% | 71% | 59% | +4 |
| Not very concerned | 35% | 38% | 36% | 36% | 41% | 32% | 32% | 35% | 35% | 34% | 36% | 35% | 35% | - |
| Not at all concerned | 28% | 33% | 37% | 25% | 29% | 23% | 18% | 21% | 34% | 21% | 29% | 36% | 24% | +4 |

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=459)



Concerns About Losing Job (2/2)

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

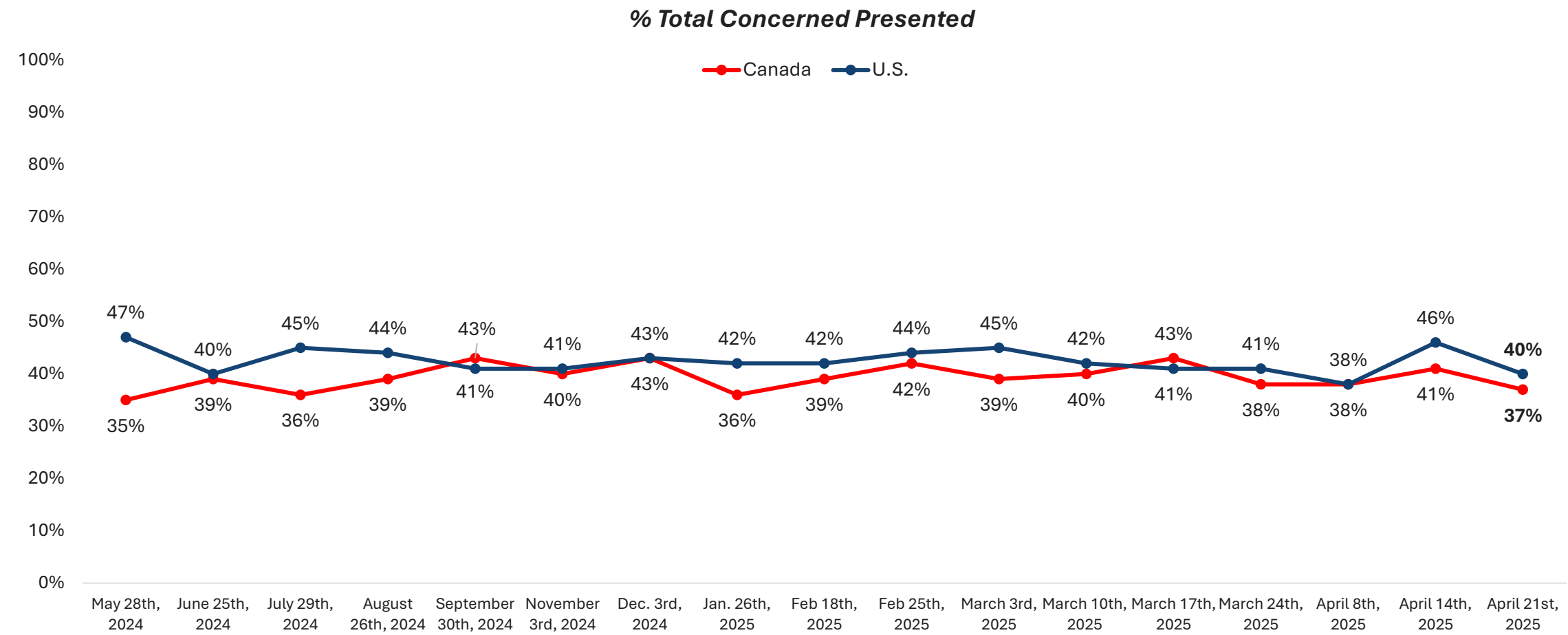
Base: American respondents who are currently employed (n=459)

| | Total U.S. | North East | Mid West | South | West | 18-34 | 35-54 | 55+ | Male | Female | Republican | Democrat | Independent | Total April 14 th 2025 | Gap |
|----------------------|------------|------------|----------|-------|------|-------|-------|-----|------|--------|------------|----------|-------------|-----------------------------------|-----|
| Weighted n= | 467 | 84 | 88 | 178 | 116 | 167 | 171 | 130 | 274 | 194 | 155 | 145 | 143 | 467 | |
| Unweighted n= | 459 | 94 | 90 | 159 | 116 | 102 | 198 | 159 | 253 | 206 | 150 | 137 | 153 | 467 | |
| TOTAL CONCERNED | 40% | 43% | 31% | 37% | 50% | 45% | 42% | 31% | 41% | 39% | 35% | 40% | 44% | 46% | -6 |
| Very concerned | 18% | 16% | 15% | 19% | 19% | 26% | 15% | 9% | 20% | 14% | 23% | 13% | 16% | 20% | -2 |
| Somewhat concerned | 23% | 27% | 16% | 18% | 32% | 19% | 27% | 22% | 21% | 25% | 12% | 27% | 28% | 25% | -2 |
| TOTAL NOT CONCERNED | 60% | 57% | 69% | 63% | 50% | 55% | 58% | 69% | 59% | 61% | 65% | 60% | 56% | 54% | +6 |
| Not very concerned | 33% | 38% | 30% | 33% | 31% | 33% | 33% | 33% | 32% | 34% | 29% | 35% | 36% | 30% | +3 |
| Not at all concerned | 27% | 19% | 39% | 30% | 18% | 21% | 25% | 36% | 26% | 27% | 36% | 25% | 20% | 24% | +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



Respondent Profile

Respondent profiles – Canadian Sample

(Base n=1,603)

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

Gender

| | Unweighted | Weighted |
|--------|------------|----------|
| Male | 839 | 781 |
| Female | 764 | 821 |

Language (Mother Tongue)

| | Unweighted | Weighted |
|---------|------------|----------|
| French | 372 | 316 |
| English | 1,112 | 1,177 |
| Other | 119 | 110 |

Age

| | Unweighted | Weighted |
|----------|------------|----------|
| 18 to 34 | 446 | 428 |
| 35 to 54 | 484 | 516 |
| 55+ | 673 | 660 |

Province

| | Unweighted | Weighted |
|-----------------------|------------|----------|
| British Columbia | 165 | 223 |
| Alberta | 141 | 178 |
| Manitoba/Saskatchewan | 135 | 103 |
| Ontario | 629 | 621 |
| Quebec | 427 | 370 |
| Atlantic | 106 | 108 |

Respondent profiles – *American Sample*

(Base n=1,000)

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

Gender

| | Unweighted | Weighted |
|--------|------------|----------|
| Male | 469 | 487 |
| Female | 531 | 514 |

Region

| | Unweighted | Weighted |
|-----------|------------|----------|
| Northeast | 201 | 179 |
| Midwest | 225 | 208 |
| South | 351 | 380 |
| West | 223 | 234 |

Age

| | Unweighted | Weighted |
|-------------------|------------|----------|
| Between 18 and 34 | 184 | 309 |
| Between 35 and 54 | 334 | 298 |
| 55 and older | 482 | 393 |

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.

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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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