

Trump Tariffs Tracker

April 8, 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= 1,631**
American sample: **n= 1,011**)

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 4 to April 7, 2025**.

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 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...

REACTIONS TO TRUMP'S ANNOUNCEMENT AND POLITICAL FIGURES

- **The announcement of new tariffs by Donald Trump sparked strong emotional reactions:** 57% of Canadians and 33% of Americans felt angry, while 32% of Canadians and 27% of Americans reported feeling anxious.
- **Less than one third (28%) of Americans believe the tariff decision was the right one for the U.S. economy,** and nearly half (48%) say it was the wrong move.
- **If Elon Musk were to step back from a prominent public role, 45% of Americans would see it as good news for the United States.** Just 15% would consider it bad news, while 26% say it would make no difference.

PERCEIVED INCREASE IN CONSUMER PRICES

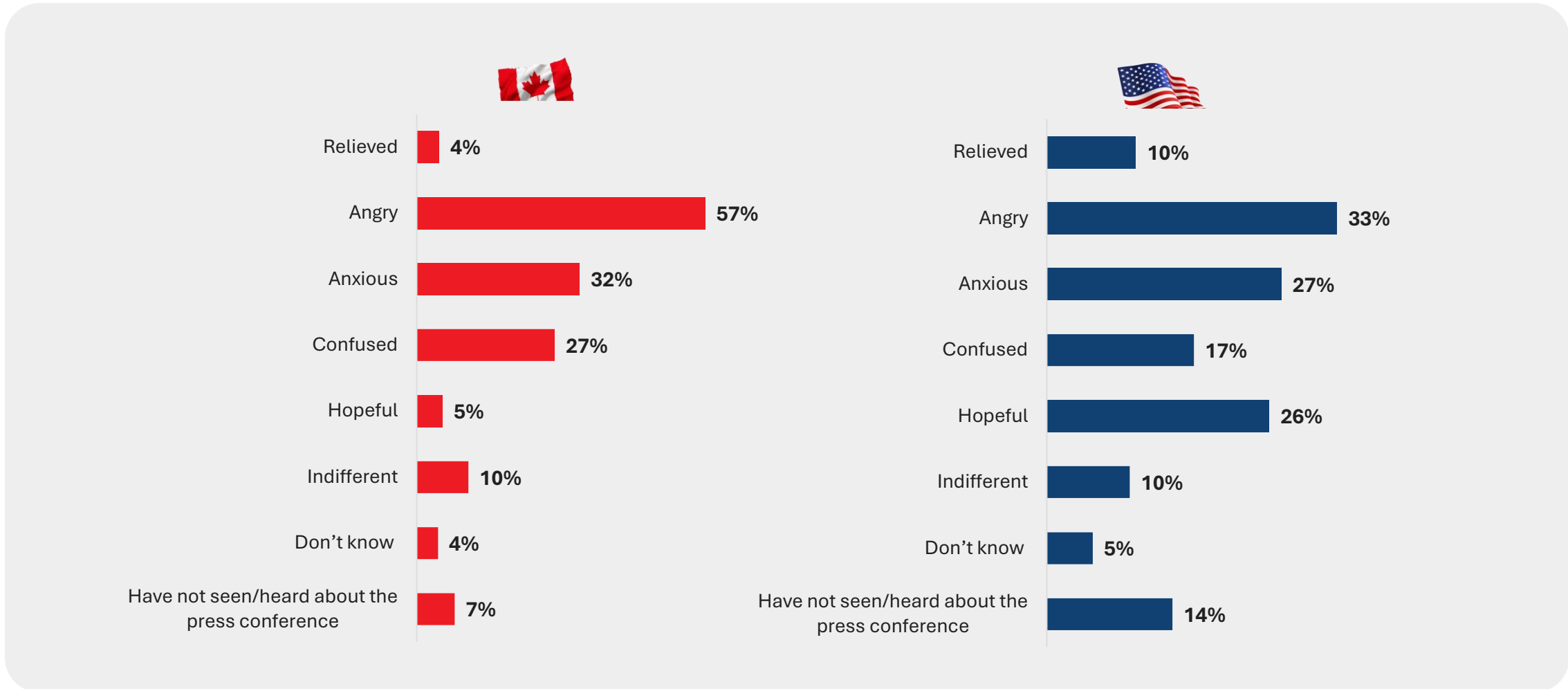
- **A strong majority of Canadians (68%) and Americans (69%) report having noticed an increase in consumer prices in recent weeks.** However, this perception has declined compared to the previous wave, dropping by 15 points in Canada (from 83% to 68%) and by 4 points in the U.S. (from 73% to 69%).

Reaction to Donald Trump's Announcement

Emotional Reaction to Donald Trump's Tariff Announcement

Q1. On April 2, President Donald Trump held a press conference announcing a new round of tariffs on imports, calling it “Liberation Day” for the U.S. economy. How would you describe your emotional reaction to the press conference and the announcements made? Check all that apply*

Base: All respondents (Canadians: n=1,631/Americans: n=1,011)



*Since respondents could give more than one answer, total may exceed 100%.

Emotional Reaction to Donald Trump's Tariff Announcement – Canadian Detailed Results (1/2)

Q1. On April 2, President Donald Trump held a press conference announcing a new round of tariffs on imports, calling it “Liberation Day” for the U.S. economy. How would you describe your emotional reaction to the press conference and the announcements made? Check all that apply*

Base: All respondents (Canadians: n=1,631)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,631	110	377	632	105	181	226	795	836	435	525	671
Unweighted n=	1,631	105	433	630	136	149	178	809	822	413	489	729
Angry	57%	59%	60%	59%	47%	51%	55%	56%	57%	47%	56%	63%
Anxious	32%	22%	37%	32%	29%	32%	30%	28%	36%	35%	32%	30%
Confused	27%	27%	28%	28%	30%	27%	24%	28%	26%	28%	26%	28%
Indifferent	10%	12%	8%	10%	12%	11%	11%	12%	8%	10%	11%	10%
Hopeful	5%	3%	1%	6%	6%	13%	4%	6%	4%	8%	3%	5%
Relieved	4%	4%	4%	5%	7%	5%	2%	6%	3%	5%	3%	5%
I don't know	4%	5%	3%	6%	2%	2%	4%	5%	4%	7%	5%	2%
Have not seen / heard about the press conference	7%	7%	6%	5%	16%	10%	10%	5%	10%	11%	9%	4%

*Since respondents could give more than one answer, total may exceed 100%.

Emotional Reaction to Donald Trump's Tariff Announcement – *By Voting Intentions*

Q1. On April 2, President Donald Trump held a press conference announcing a new round of tariffs on imports, calling it “Liberation Day” for the U.S. economy. How would you describe your emotional reaction to the press conference and the announcements made? Check all that apply*

Base: All respondents (Canadians: n=1,631)

	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,631	612	517	107	75	47	21
Unweighted n=	1,631	661	438	140	104	40	21**
Angry	57%	72%	43%	63%	64%	63%	56%
Anxious	32%	41%	25%	36%	38%	29%	22%
Confused	27%	29%	28%	30%	29%	33%	30%
Indifferent	10%	5%	17%	7%	7%	4%	24%
Hopeful	5%	2%	11%	2%	1%	4%	0%
Relieved	4%	3%	8%	6%	4%	0%	2%
I don't know	4%	2%	4%	1%	3%	0%	4%
Have not seen / heard about the press conference	7%	3%	6%	10%	4%	8%	5%

*Since respondents could give more than one answer, total may exceed 100%.

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

Emotional Reaction to Donald Trump's Tariff Announcement – American Detailed Results

Q1. On April 2, President Donald Trump held a press conference announcing a new round of tariffs on imports, calling it “Liberation Day” for the U.S. economy. How would you describe your emotional reaction to the press conference and the announcements made? Check all that apply*

Base: All respondents (Americans: n=1,011)

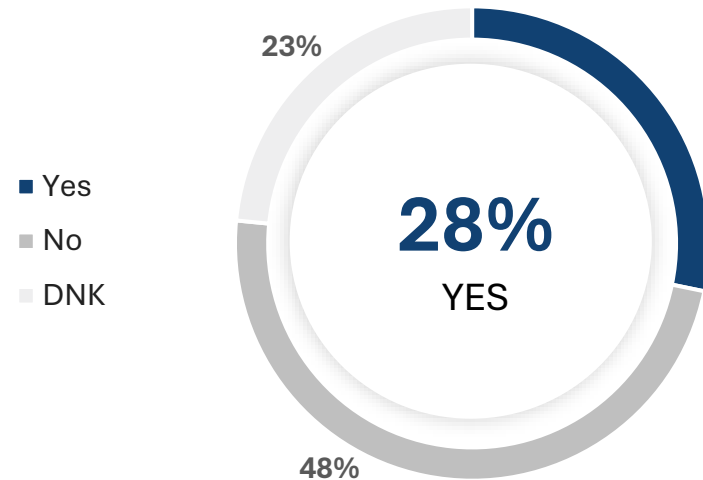
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,011	178	209	385	239	302	315	394	495	516	281	335	307
Unweighted n=	1,011	189	224	373	225	198	339	474	481	530	284	330	323
Angry	33%	41%	36%	32%	28%	29%	32%	38%	33%	34%	7%	64%	30%
Anxious	27%	31%	28%	27%	23%	34%	23%	24%	28%	26%	13%	43%	28%
Hopeful	26%	21%	23%	28%	27%	21%	25%	30%	32%	19%	52%	6%	27%
Confused	17%	25%	15%	15%	15%	20%	20%	12%	17%	17%	11%	26%	15%
Relieved	10%	11%	8%	9%	13%	11%	8%	12%	15%	6%	20%	4%	10%
Indifferent	10%	10%	9%	10%	9%	9%	11%	9%	8%	11%	12%	9%	9%
I don't know	5%	2%	6%	5%	6%	9%	4%	4%	4%	6%	7%	2%	5%
Have not seen / heard about the press conference	14%	10%	17%	13%	17%	20%	18%	7%	10%	19%	10%	8%	15%

*Since respondents could give more than one answer, total may exceed 100%.

Americans' Perception of Trump's Tariff Decision

Q2S. On April 2, U.S. President Donald Trump announced a new round of tariffs on imports from several countries including China, Vietnam, the European Union, Japan, India and more. Do you think Donald Trump made the right decision for the U.S. economy with his April 2 tariff announcement?

Base: American respondents (n=1,011)

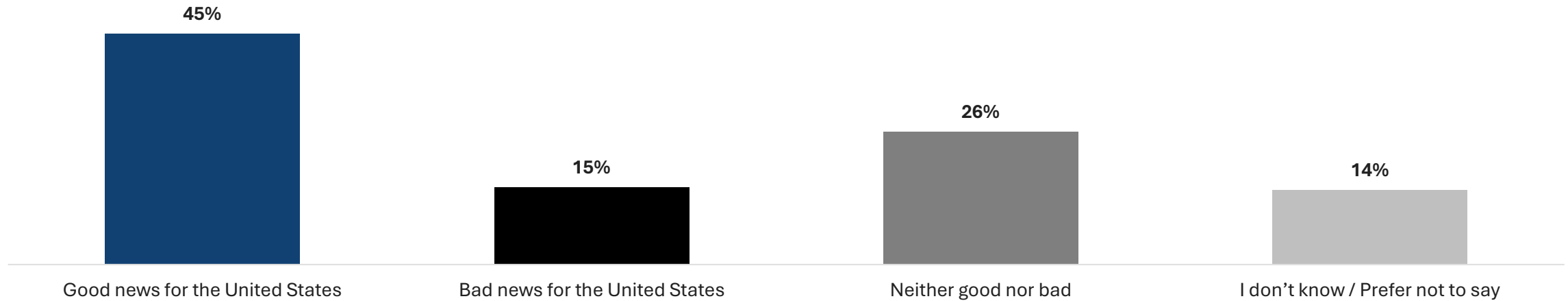


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,011	178	209	385	239	302	315	394	495	516	281	335	307
<i>Unweighted n=</i>	1,011	189	224	373	225	198	339	474	481	530	284	330	323
Yes	28%	25%	30%	32%	23%	22%	24%	36%	37%	20%	61%	9%	26%
No	48%	56%	45%	46%	49%	49%	48%	48%	48%	49%	17%	81%	49%
I don't know	23%	19%	25%	22%	28%	29%	28%	16%	15%	31%	22%	10%	26%

Views on Elon Musk Withdrawing from Political Life

Q3S. Recent reports indicate that Donald Trump has privately told members of his inner circle that Elon Musk may soon step back from a prominent public role. If Elon Musk were to withdraw from a prominent role in U.S. political or economic life, would you consider that...

Base: American respondents (n=1,011)



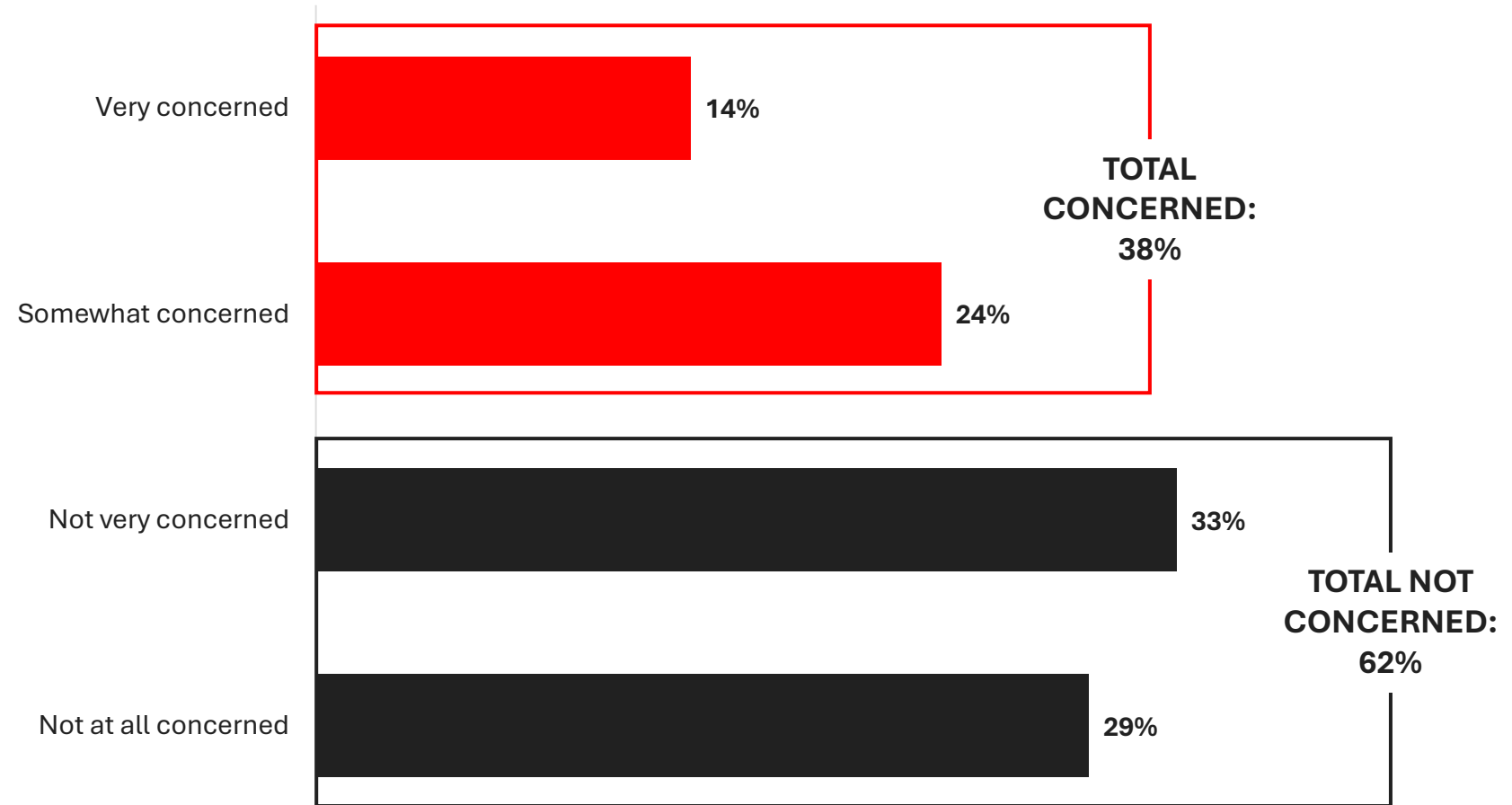
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
<i>Weighted n=</i>	1,011	178	209	385	239	302	315	394	495	516	281	335	307
<i>Unweighted n=</i>	1,011	189	224	373	225	198	339	474	481	530	284	330	323
Good news for the United States	45%	55%	42%	41%	46%	41%	43%	50%	47%	42%	31%	67%	41%
Bad news for the United States	15%	17%	16%	15%	13%	16%	16%	13%	18%	12%	22%	12%	15%
Neither good nor bad	26%	23%	28%	30%	20%	23%	24%	29%	25%	27%	37%	15%	28%
I don't know / Prefer not to say	14%	6%	14%	15%	21%	20%	17%	8%	10%	19%	10%	6%	16%

Employment Security

Concerns About Losing Job (1/2)

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

Base: Canadian respondents who are currently employed (n=843)



Concerns About Losing Job (2/2)

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

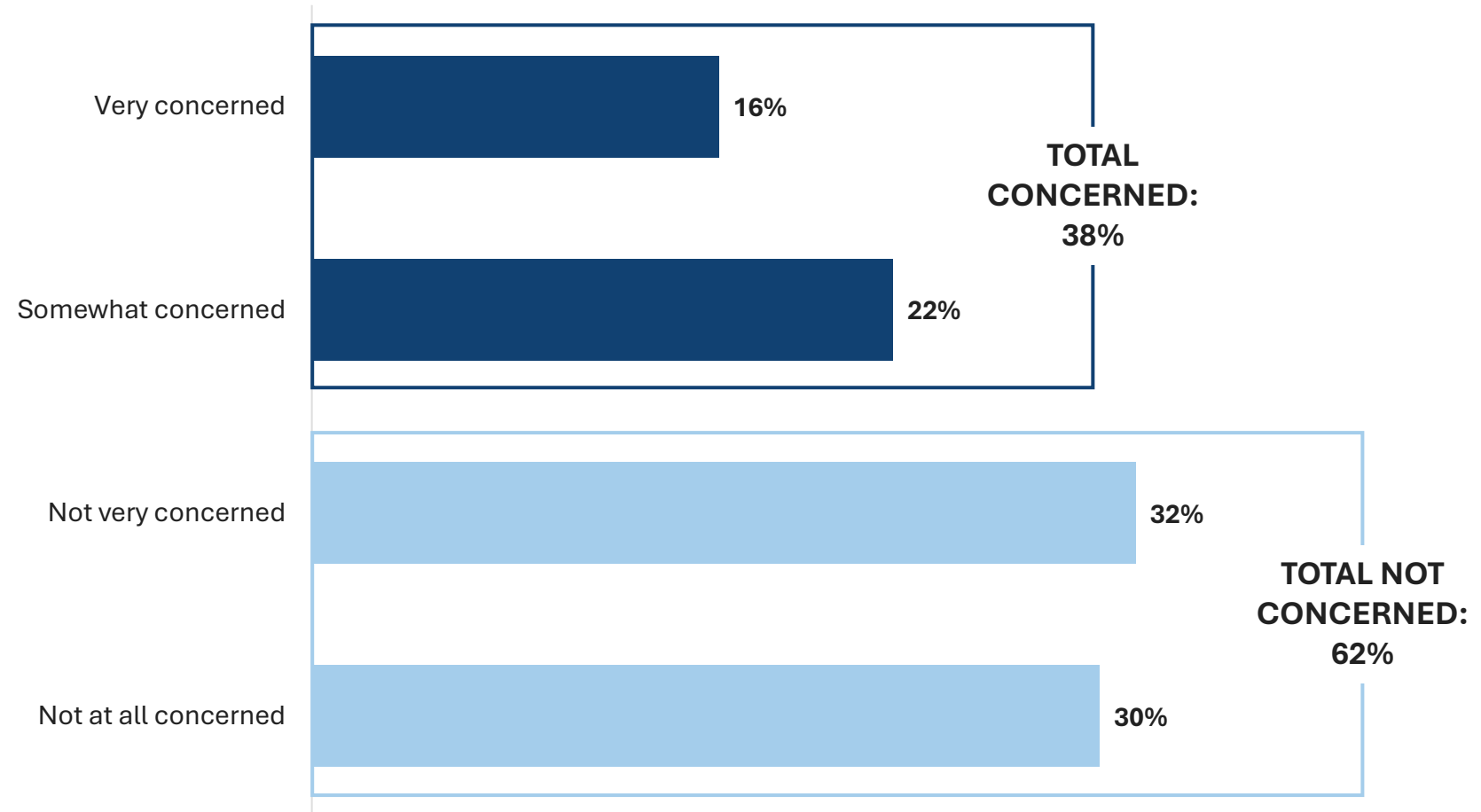
Base: Canadian respondents who are currently employed (n=843)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 24 th 2025	Gap
Weighted n=	832	58	209	304	48	97	115	415	416	269	393	170	793	
Unweighted n=	843	58	245	308	66	68	98	428	415	268	388	187	815	
TOTAL CONCERNED	38%	13%	26%	48%	34%	39%	46%	43%	33%	46%	39%	23%	38%	=
Very concerned	14%	3%	10%	17%	15%	11%	22%	16%	12%	16%	16%	8%	15%	-1
Somewhat concerned	24%	10%	16%	31%	19%	29%	24%	26%	21%	30%	23%	15%	23%	+1
TOTAL NOT CONCERNED	62%	87%	74%	52%	66%	61%	54%	57%	67%	54%	61%	77%	62%	=
Not very concerned	33%	42%	36%	32%	22%	29%	30%	31%	34%	30%	33%	36%	34%	-1
Not at all concerned	29%	45%	38%	20%	44%	32%	24%	26%	32%	24%	28%	41%	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=495)



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=495)

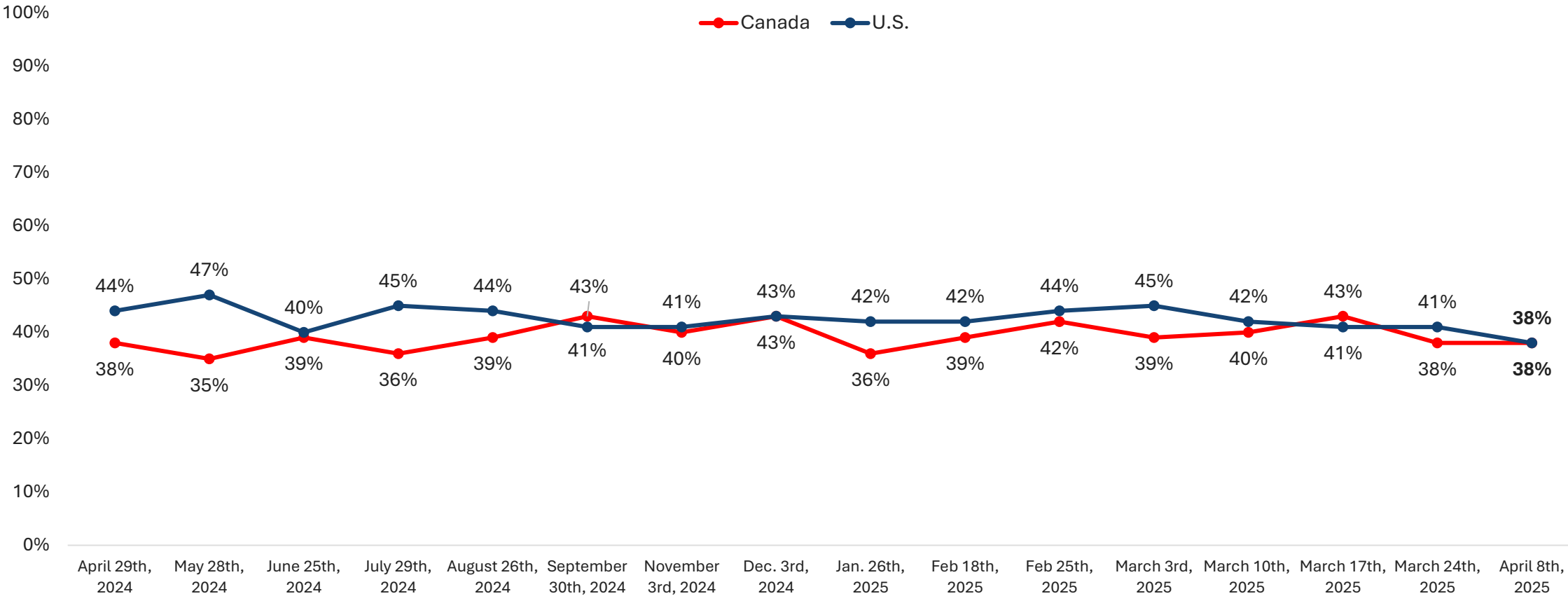
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 24 th 2025	Gap
Weighted n=	510	81	99	210	120	176	198	136	282	227	149	172	151	500	
Unweighted n=	495	87	106	188	114	119	210	166	262	233	148	161	158	478	
TOTAL CONCERNED	38%	33%	41%	34%	45%	44%	41%	26%	35%	41%	30%	47%	37%	41%	-3
Very concerned	16%	17%	13%	14%	19%	20%	15%	10%	18%	13%	16%	15%	15%	17%	-1
Somewhat concerned	22%	16%	29%	20%	27%	24%	26%	16%	17%	29%	13%	32%	22%	23%	-1
TOTAL NOT CONCERNED	62%	67%	59%	66%	55%	56%	59%	74%	65%	59%	70%	53%	63%	59%	+3
Not very concerned	32%	37%	22%	34%	31%	29%	28%	40%	32%	31%	33%	32%	34%	30%	+2
Not at all concerned	30%	30%	36%	32%	23%	26%	31%	34%	32%	28%	38%	21%	29%	30%	=

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

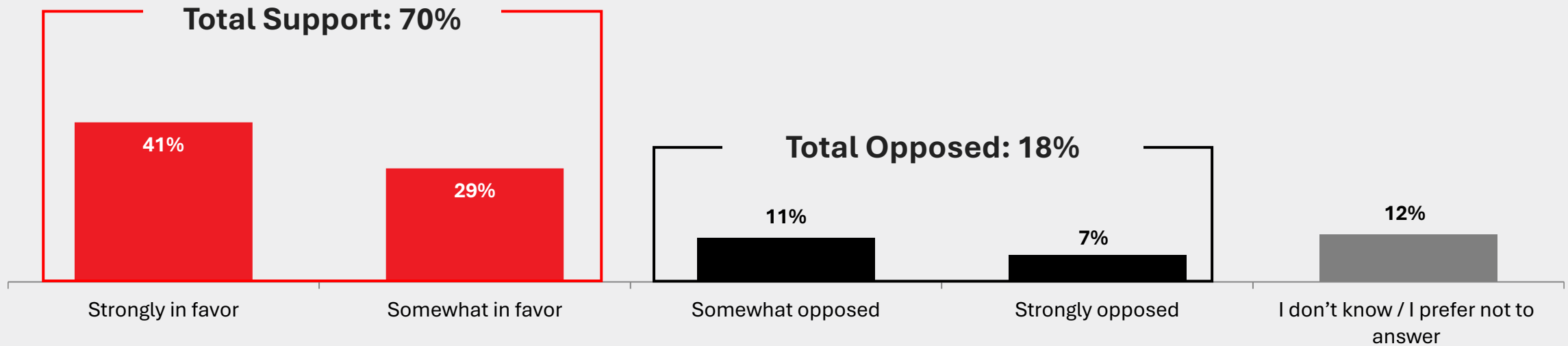


Economic Concerns and Consumer Behaviour

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=1,631)



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=1,631)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31 st 2025	Gap
Weighted n=	1,631	110	377	632	105	181	226	795	836	435	525	671	1,628	
Unweighted n=	1,631	105	433	630	136	149	178	809	822	413	489	729	1,628	
TOTAL SUPPORT	70%	61%	66%	74%	72%	63%	74%	71%	68%	64%	67%	75%	70%	=
Strongly in favor	41%	39%	36%	42%	40%	41%	46%	44%	38%	30%	40%	48%	41%	=
Somewhat in favor	29%	22%	30%	32%	31%	22%	28%	28%	30%	34%	27%	27%	29%	=
TOTAL OPPOSED	18%	20%	21%	16%	18%	25%	15%	21%	15%	19%	20%	16%	18%	=
Somewhat opposed	11%	11%	14%	9%	10%	16%	11%	13%	10%	11%	13%	10%	11%	=
Strongly opposed	7%	9%	7%	7%	7%	9%	4%	8%	6%	8%	8%	6%	7%	=
DK / Refusal	12%	19%	13%	11%	11%	12%	12%	8%	17%	16%	12%	9%	12%	=

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=1,631)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,631	612	517	107	75	47	21
Unweighted n=	1,631	661	438	140	104	40	21*
TOTAL SUPPORT	70%	86%	58%	85%	69%	71%	47%
Strongly in favor	41%	55%	30%	52%	33%	35%	11%
Somewhat in favor	29%	31%	28%	33%	35%	36%	37%
TOTAL OPPOSED	18%	9%	33%	7%	20%	22%	42%
Somewhat opposed	11%	7%	18%	4%	19%	12%	33%
Strongly opposed	7%	2%	15%	3%	1%	10%	8%
DK / Refusal	12%	5%	8%	8%	11%	6%	11%

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

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=1,631)

% 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=1,631)

% YES Presented	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31st 2025	Gap
<i>Weighted n=</i>	1,631	110	377	632	105	181	226	795	836	435	525	671	1,628	
<i>Unweighted n=</i>	1,631	105	433	630	136	149	178	809	822	413	489	729	1,628	
American products bought in stores	72%	78%	79%	70%	64%	66%	74%	68%	76%	64%	68%	81%	72%	=
American products bought online	68%	72%	76%	66%	58%	65%	71%	64%	73%	60%	67%	75%	70%	-2
Products in general purchased on the Amazon platform	58%	63%	68%	54%	48%	58%	55%	56%	60%	51%	56%	64%	55%	+3
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	51%	45%	54%	50%	44%	54%	49%	48%	53%	42%	47%	59%	53%	-2
American retail chain stores (Walmart, Costco, Winners, etc.)	48%	44%	51%	49%	45%	45%	50%	48%	49%	41%	46%	55%	47%	+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=1,631)

								
	% YES presented	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
	<i>Weighted n=</i>	1,631	612	517	107	75	47	21
	<i>Unweighted n=</i>	1,631	661	438	140	104	40	21*
American products bought in stores	72%	86%	61%	76%	88%	78%	53%	
American products bought online	68%	80%	58%	72%	84%	82%	49%	
Products in general purchased on the Amazon platform	58%	70%	47%	63%	76%	75%	43%	
American fast-food restaurants (McDonald's, Starbucks, KFC, Burger King, Subway, etc.)	51%	56%	44%	62%	69%	62%	38%	
American retail chain stores (Walmart, Costco, Winners, etc.)	48%	54%	42%	54%	65%	70%	44%	

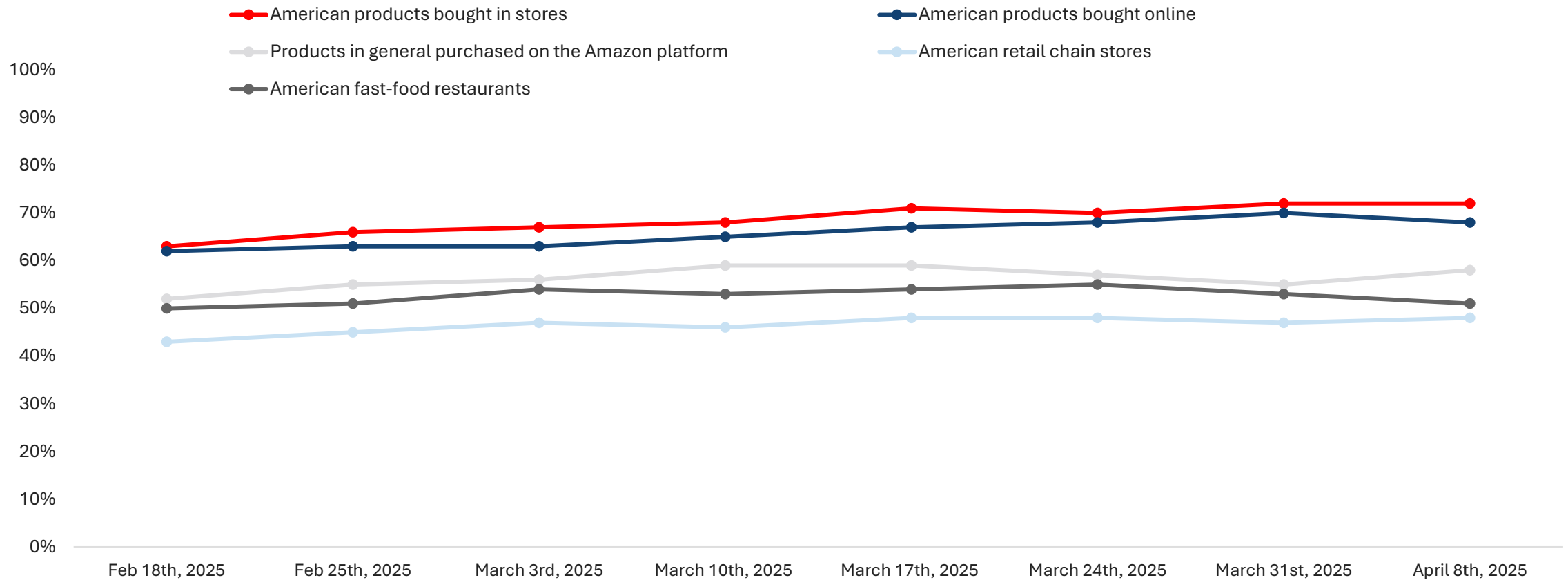
*Given the small number of respondents (n<30) data is presented for illustrative purposes only.

Recent Changes in Consumer Purchasing Behaviour – Evolution

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

Base: Canadian respondents

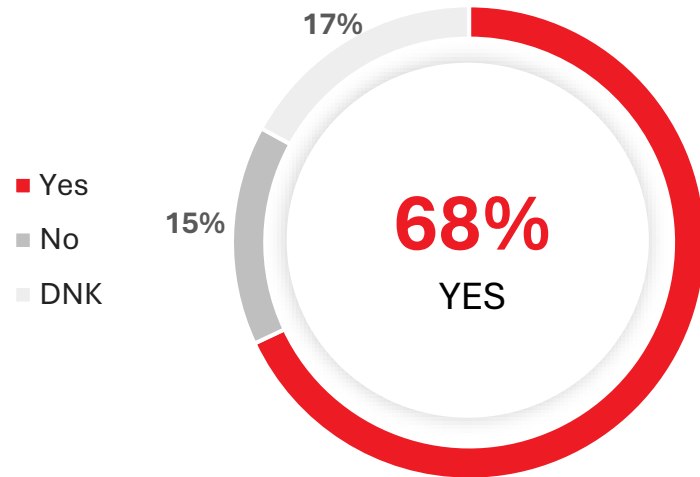
% Total Yes Presented



Perception of Recent Consumer Price Increases

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

Base: Canadian respondents (n=1,631)

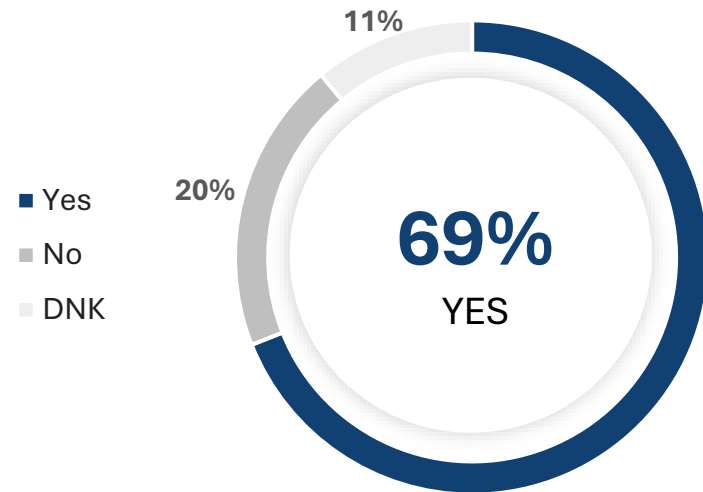


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 24 th 2025	Gap
Weighted n=	1,631	110	377	632	105	181	226	795	836	435	525	671	1,628	
Unweighted n=	1,631	105	433	630	136	149	178	809	822	413	489	729	1,628	
Yes	68%	76%	73%	65%	63%	63%	72%	67%	70%	64%	64%	75%	83%	-15
No	15%	9%	14%	17%	16%	17%	12%	17%	13%	17%	17%	12%	8%	+7
I don't know	17%	15%	13%	18%	21%	21%	17%	17%	17%	19%	19%	13%	9%	+8

Perception of Recent Consumer Price Increases

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

Base: American respondents (n=1,011)



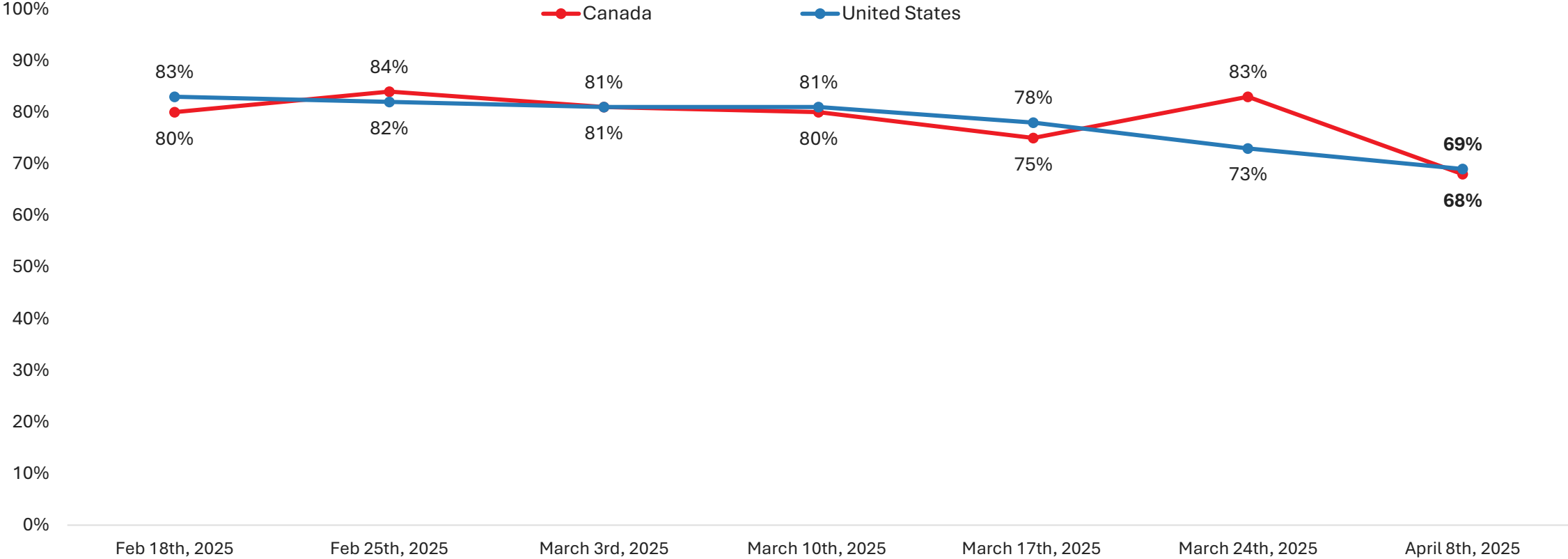
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 24 th 2025	Gap
<i>Weighted n=</i>	1,011	178	209	385	239	302	315	394	495	516	281	335	307	1,012	
<i>Unweighted n=</i>	1,011	189	224	373	225	198	339	474	481	530	284	330	323	1,012	
Yes	69%	73%	63%	67%	76%	75%	69%	65%	65%	73%	53%	86%	67%	73%	-4
No	20%	18%	25%	21%	15%	16%	18%	25%	25%	16%	37%	7%	22%	19%	+1
I don't know	11%	9%	13%	12%	8%	10%	13%	10%	10%	11%	10%	7%	11%	7%	+4

Perception of Recent Consumer Price Increases – Evolution

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

Base: All respondents

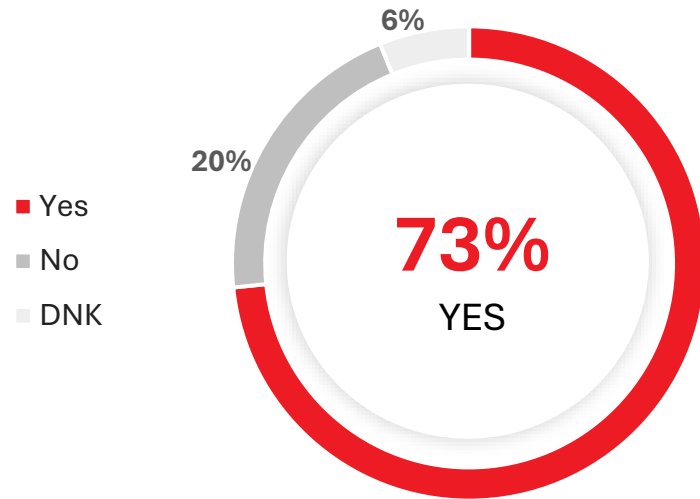
% Total Yes Presented



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=1,631)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31 st 2025	Gap
Weighted n=	1,631	110	377	632	105	181	226	795	836	435	525	671	1,628	
Unweighted n=	1,631	105	433	630	136	149	178	809	822	413	489	729	1,628	
Yes	73%	81%	78%	72%	71%	67%	71%	70%	77%	66%	68%	82%	74%	-1
No	20%	11%	18%	21%	27%	26%	21%	24%	17%	26%	25%	13%	20%	=
I don't know	6%	8%	4%	7%	2%	7%	8%	6%	6%	8%	7%	4%	6%	=

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=1,631)

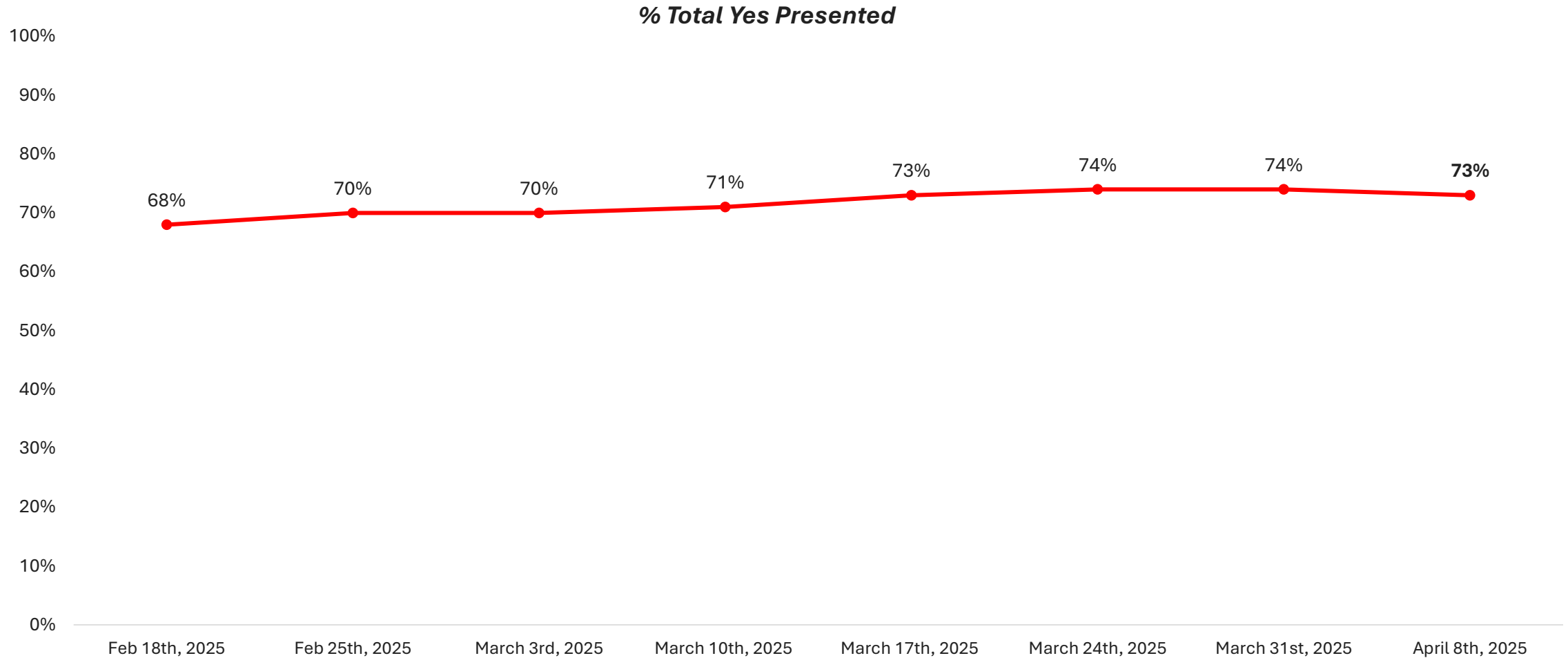
							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,631	612	517	107	75	47	21
Unweighted n=	1,631	661	438	140	104	40	21*
Yes	73%	85%	64%	79%	89%	70%	70%
No	20%	11%	32%	19%	9%	24%	27%
I don't know	6%	5%	4%	2%	2%	6%	4%

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

Increase in Purchases of Local Canadian Products – *Evolution*

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

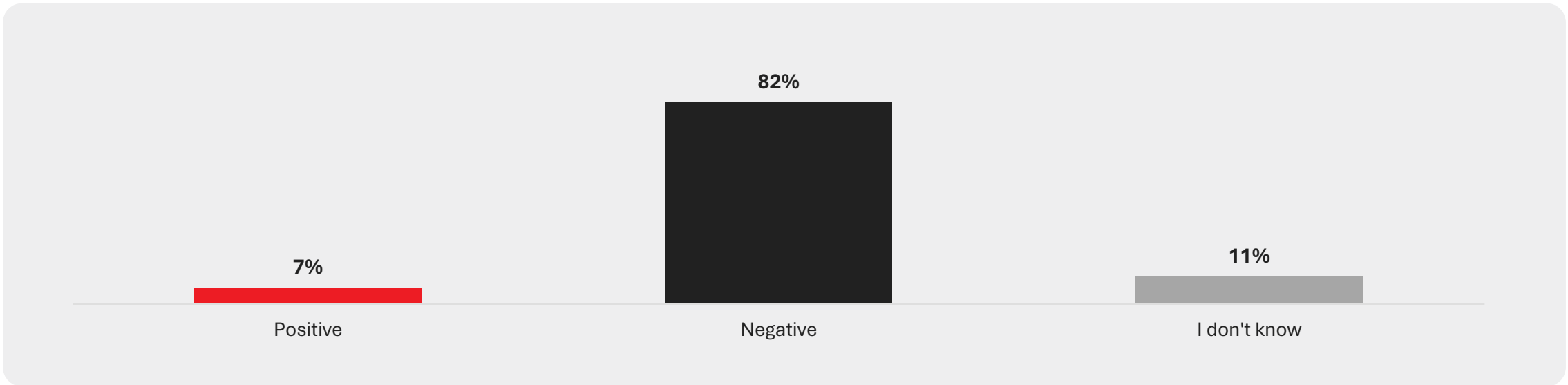
Base: Canadian respondents



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=1,631)

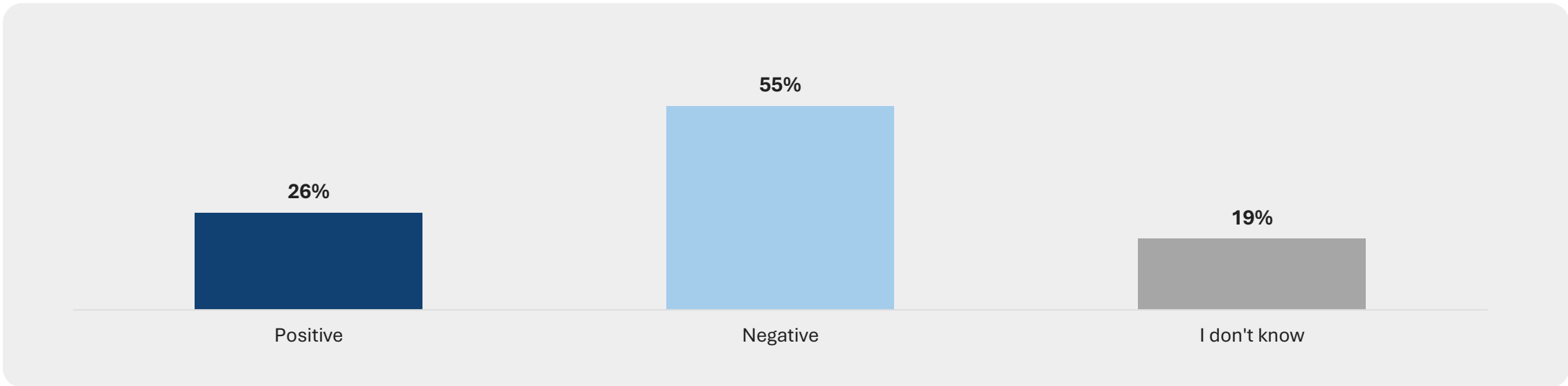


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 31st 2025	Gap
Weighted n=	1,631	110	377	632	105	181	226	795	836	435	525	671	1,628	
Unweighted n=	1,631	105	433	630	136	149	178	809	822	413	489	729	1,628	
Positive	7%	4%	6%	7%	7%	12%	5%	11%	3%	11%	6%	4%	6%	+1
Negative	82%	83%	85%	83%	81%	75%	81%	80%	84%	75%	84%	86%	87%	-5
I don't know	11%	13%	9%	10%	12%	13%	14%	9%	13%	14%	10%	10%	8%	+3

Perceived Impact of Trump Administration's Tariffs on the U.S. 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 U.S. economy?

Base: American respondents (n=1,011)

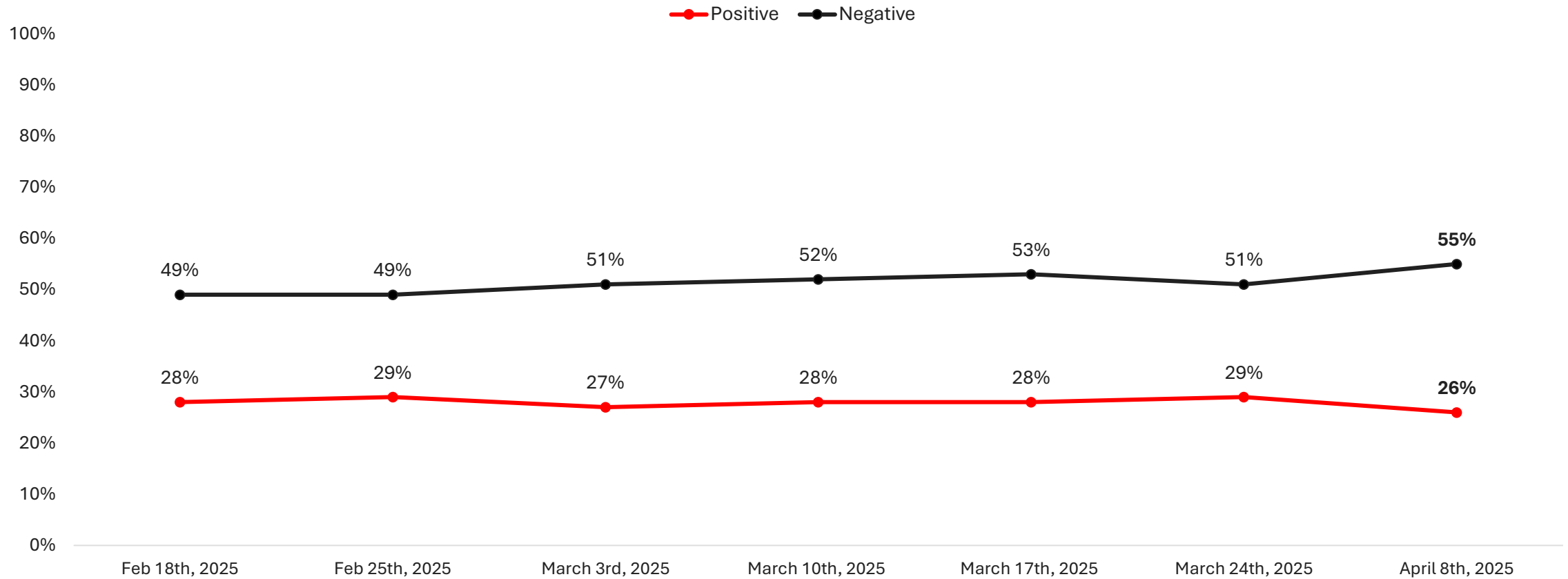


	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent	Total March 24 th 2025	Gap
<i>Weighted n=</i>	1,011	178	209	385	239	302	315	394	495	516	281	335	307	1,012	
<i>Unweighted n=</i>	1,011	189	224	373	225	198	339	474	481	530	284	330	323	1,012	
Positive	26%	25%	24%	29%	24%	22%	24%	31%	35%	18%	56%	8%	24%	29%	-3
Negative	55%	63%	54%	52%	53%	54%	56%	54%	50%	59%	25%	86%	56%	51%	+4
I don't know	19%	12%	22%	19%	22%	24%	20%	14%	15%	23%	19%	6%	20%	20%	-1

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



Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,631)

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

Gender

	Unweighted	Weighted
Male	809	795
Female	822	836

Language (Mother Tongue)

	Unweighted	Weighted
French	404	322
English	1,087	1,177
Other	140	132

Age

	Unweighted	Weighted
18 to 34	413	435
35 to 54	489	525
55+	729	671

Province

	Unweighted	Weighted
British Columbia	178	226
Alberta	149	181
Manitoba/Saskatchewan	136	105
Ontario	630	632
Quebec	433	377
Atlantic	105	110

Respondent profiles – *American Sample*

(Base n=1,011)

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

Gender

	Unweighted	Weighted
Male	481	495
Female	530	516

Region

	Unweighted	Weighted
Northeast	189	178
Midwest	224	209
South	373	385
West	225	239

Age

	Unweighted	Weighted
Between 18 and 34	198	302
Between 35 and 54	339	315
55 and older	474	394

Our Credentials



Canada

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



Europe

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



America

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



International

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

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

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EDMONTON | CALGARY |
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