

Report

Political Survey of Americans

Trump, Epstein, and The American Party





Date: 30/07/2025 Project: 16811-180





Methodology

Method

Online survey among respondents 18 years of age or older. (Sample: **n= 1,007**).

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

Weighting

Results were weighted 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.

Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from July 25 to July 27, 2025.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±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



The Most Accurate Polling Firm in Canada

CANADA 2025

	LEGER POLL Published on April 26, 2025	OFFICIALS RESULTS 2025 Canada Federal Election
	43%	43.7%
E	39%	41.3%
+NDP	8%	6.3%
B	6%	6.3%
GREEN	2%	1.2%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
BEINDP	46%	45%
	42%	43%
greens	9%	8%
Others	3%	4%

UNITED STATES 2024

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



Key highlights

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

The Epstein Case and Trump's Involvement

Awareness of the Epstein case is widespread. 84% of Americans say they've heard about it. Almost half of respondents (45%) believe Donald Trump was involved, while 29% disagree and 26% are unsure.

However, most Americans (77%) want all government documents related to the Epstein case released. This includes strong support across all demographics, especially among democrats (85%).

Importantly, the issue could affect Trump's base. One in four (27%) of those who identify as Republicans say they would be more likely to vote for another party if Trump were officially implicated.

Opinion and Approval of Trump and Vance

Public opinion on Donald Trump is sharply divided. A third (36%) of Americans have a favorable impression of him, while 49% are unfavorable. His job approval is similarly split: 37% approve of his performance and 51% disapprove.

JD Vance is less well known. One third of Americans (33%) view him favorably, 39% unfavorably, and 21% say they don't know enough about him.

Trump's Proposed Tariffs

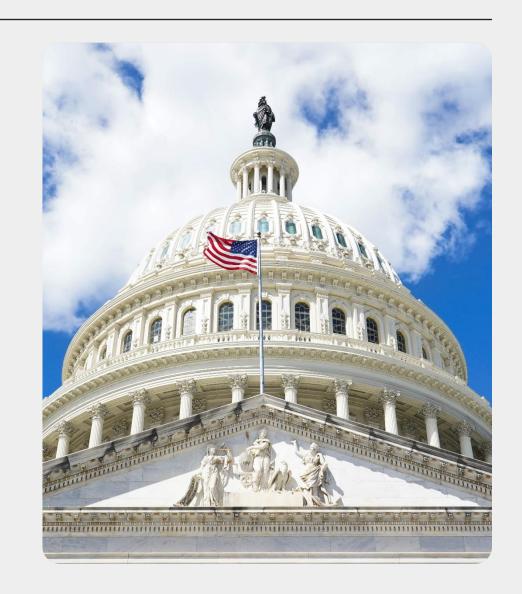
Support for Trump's tariffs varies. Forty-seven percent support tariffs on China, 40% on Mexico and the EU, and 37% on Canada. Republicans are much more supportive than Democrats.

When asked who should have the authority to impose tariffs, only 20% say the President should decide alone. 25% believe Congress should have that power, while a larger share (40%) think both should be equally involved. Only a quarter of respondents (26%) believe the tariffs are primarily motivated by national security.

Elon Musk's "American Party"

31% of Americans support Elon Musk's proposed 'American Party,' while 41% are opposed. If the party were to be created and to present a candidate in 2028, 9% of decided voters say they would potentially vote for them, compared to 45% for the Democrat candidate and 40% for the Republican candidate.

Generic Ballot and Musk's New Political Party

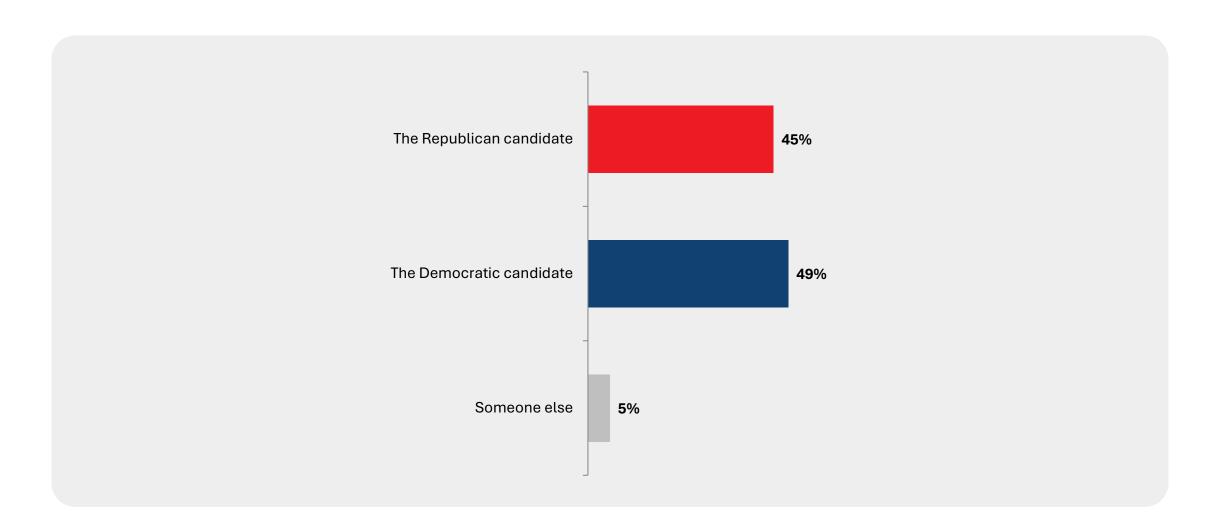




Voting Intentions for the 2028 Presidential Election (1/2)

Q2A. If the 2028 presidential election were held today, would you vote for the Republican candidate or the Democratic candidate?

Base: Decided voters (n=807)





Voting Intentions for the 2028 Presidential Election (2/2)

Q2A. If the 2028 presidential election were held today, would you vote for the Republican candidate or the Democratic candidate?

Base: All respondents (n=1,007) / Decided voters (n=807)

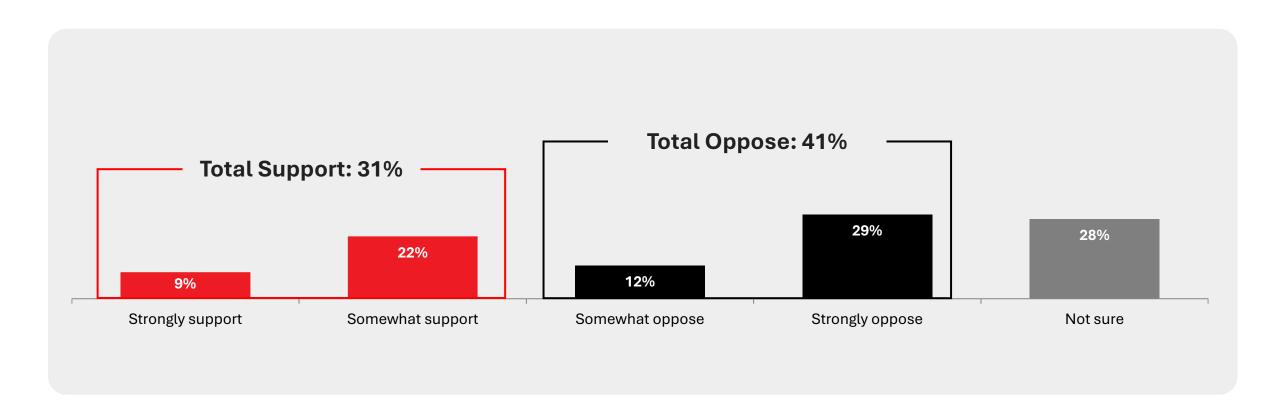
	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	792	147	176	293	176	202	250	340	391	401	298	305	177
Unweighted n=	1,007	807	171	176	306	154	133	256	418	369	438	299	300	193
The Democratic candidate	39%	49%	49%	41%	49%	58%	56%	51%	44%	43%	55%	2%	98%	45%
The Republican candidate	36%	45%	45%	50%	48%	38%	39%	42%	52%	51%	40%	98%	1%	35%
Someone else	4%	5%	6%	9%	4%	4%	5%	7%	4%	6%	5%	1%	0%	20%
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	11%	-	-	-	-	-	-	-	-	-	-	-	-	-



Support for Creation of the American Party by Elon Musk (1/2)

Q3. Elon Musk wants to create a third political party called the American Party. Do you support or oppose this idea?

Base: All respondents (n=1,007)





Support for Creation of the American Party by Elon Musk (2/2)

Q3. Elon Musk wants to create a third political party called the American Party. Do you support or oppose this idea?

Base: All respondents (n=1,007)

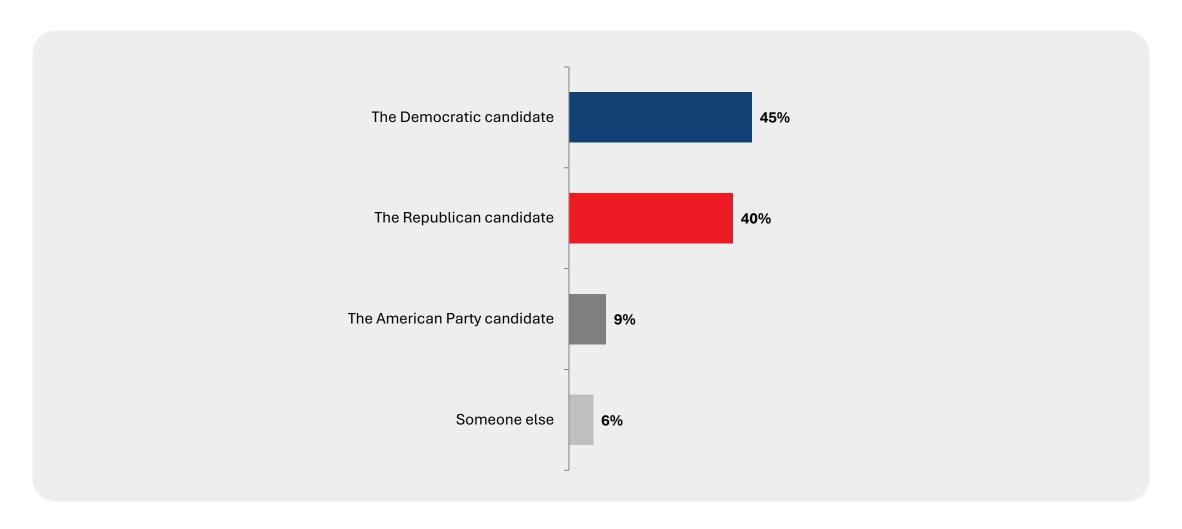
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
Total Support	31%	33%	31%	28%	35%	35%	31%	28%	36%	26%	31%	31%	33%
Strongly support	9%	17%	6%	5%	13%	14%	11%	5%	13%	6 %	11%	10%	9%
Somewhat support	22%	17%	25%	22%	22%	20%	21%	24%	23%	21%	21%	21%	25%
Total Oppose	41%	41%	39%	41%	43%	38%	37%	47%	41%	41%	42%	53%	32%
Somewhat oppose	12%	18%	12%	9%	11%	9%	12%	13%	14%	9%	14%	12%	10%
Strongly oppose	29%	23%	27%	32%	32%	28%	25%	33%	27%	32%	28%	41%	22%
Not sure	28%	26%	30%	31%	22%	28%	31%	25%	23%	33%	27%	16%	34%



Voting Intentions if the American Party Presented a Candidate in 2028 (1/2)

Q3A. If Elon Musk had successfully launched a new political party called the American Party and it had a candidate running in the 2028 election, who would you most likely vote for?

Base: Decided voters (n=754)





Voting Intentions if the American Party Presented a Candidate in 2028 (2/2)

Q3A. If Elon Musk had successfully launched a new political party called the American Party and it had a candidate running in the 2028 election, who would you most likely vote for?

Base: All respondents (n=1,007) / Decided voters (n=754)

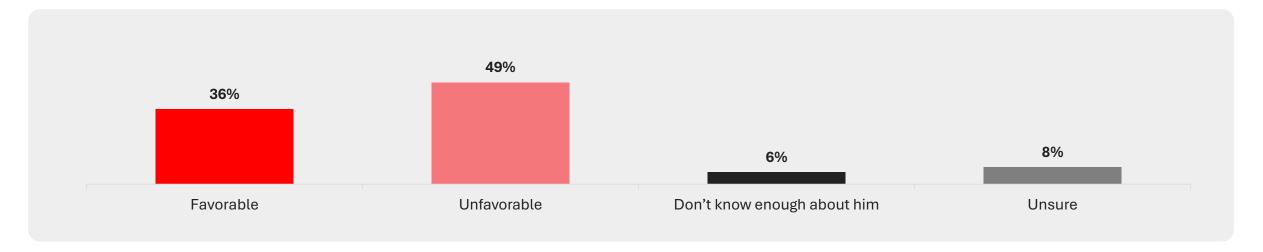
	TOTAL ALL VOTERS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	737	143	152	275	167	191	231	315	368	368	279	288	152
Unweighted n=	1,007	754	166	155	288	145	129	235	390	351	403	277	284	176
The Democratic candidate	33%	45%	44%	41%	44%	50%	48%	47%	41%	39%	51%	2%	91%	37%
The Republican candidate	29%	40%	41%	43%	43%	32%	31%	34%	50%	46%	34%	89%	1%	27%
The American Party candidate	7 %	9%	9%	8%	8%	13%	11%	12%	6 %	10%	8%	5%	6%	20%
Someone else	4%	6%	6%	8%	5%	6%	9%	7%	3%	5%	7%	3%	1%	15%
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	9%	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16%	-	-	-	-	-	-	-	-	-	-	-	-	-



Opinion of Donald Trump

Q4. Overall, do you have a favorable or unfavorable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,007)



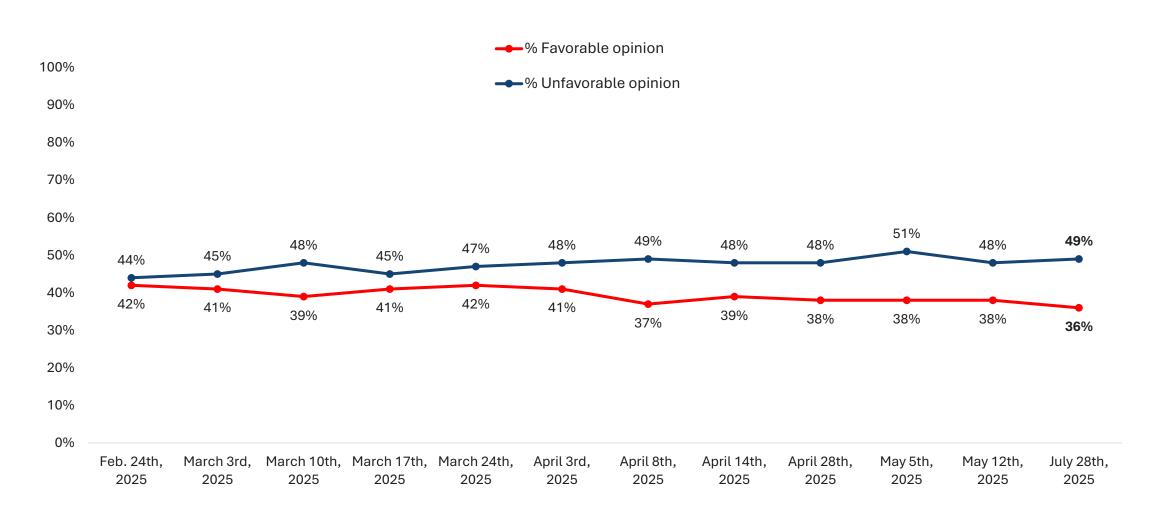
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	May 12 th , 2025	Gap
Weighted n=	1,007	177	209	388	232	287	319	402	490	51 <i>7</i>	325	330	290	1,012	
Unweighted n=	1,007	210	216	386	195	1 <i>7</i> 9	328	500	445	562	322	320	309	1,012	
Favorable	36%	44%	38%	36%	30%	24%	37%	45%	43%	31%	77 %	10%	27 %	38%	-2
Unfavorable	49%	46%	48%	48%	56%	56%	48%	46%	43%	56%	14%	85%	50%	48%	+1
I don't know enough about him	6%	4%	8%	5%	7%	10%	6%	2%	6%	6%	2%	1%	12%	7%	-1
Unsure	8%	6%	5%	12%	7%	10%	8%	7%	8%	8%	6%	5%	11%	7%	+1



Opinion of Donald Trump – *Evolution*

Q4. Overall, do you have a favorable or unfavorable impression of President Donald Trump? If you do not know enough about him to have an opinion indicate so.

Base: All respondents

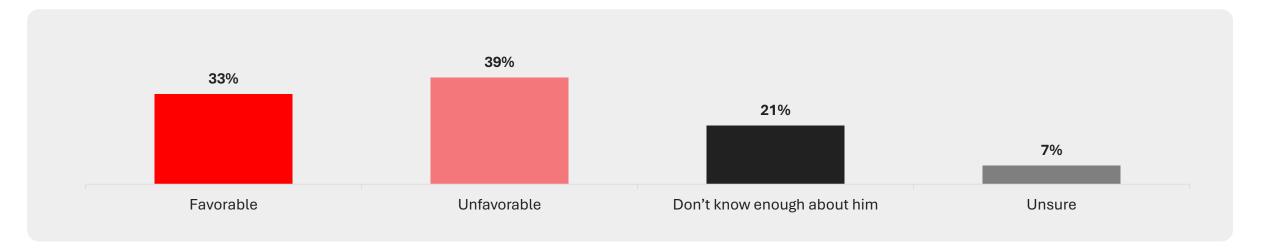




Opinion of JD Vance

Q5. Overall, do you have a favorable or unfavorable impression of vice-president JD Vance? If you do not know enough about him to have an opinion indicate so.

Base: All respondents (n=1,007)



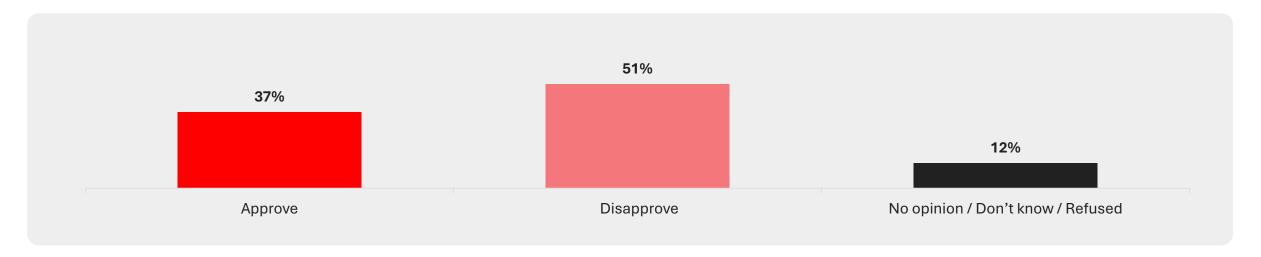
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
Favorable	33%	39%	33%	33%	28%	27%	28%	41%	41%	26%	69%	10%	24%
Unfavorable	39%	38%	38%	38%	42%	43%	35%	39%	36%	41%	10%	74%	36%
Don't know enough about him	21%	19%	25%	20%	22%	23%	29%	14%	17%	26%	14%	11%	32%
Unsure	7%	4%	4%	9%	9%	7%	8%	6%	7%	7%	6%	5%	8%



Approval of Donald Trump's Job Performance

Q6. Do you approve or disapprove of the way Donald Trump is handling his job as President?

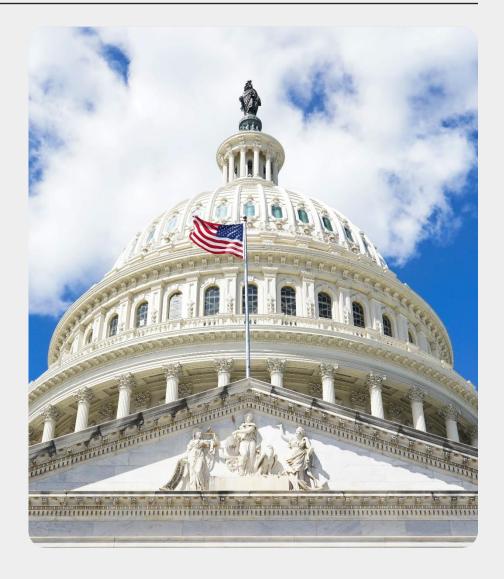
Base: All respondents (n=1,007)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
Approve	37%	41%	41%	37%	32%	26%	37%	45%	43%	32%	76%	10%	31%
Disapprove	51%	50%	49%	47%	57%	59%	49%	46%	45%	57%	15%	85%	51%
No opinion / Don't know / Refused	12%	9%	10%	16%	11%	16%	14%	8%	13%	12%	8%	5%	18%



Public Opinion on Trump's Tariffs

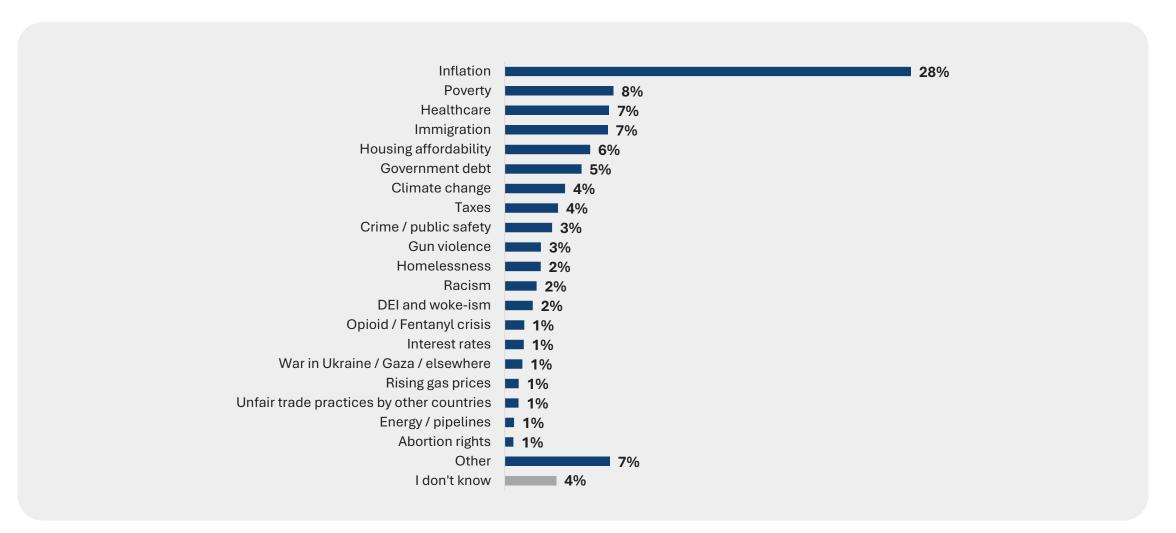




Number One Issue Facing the U.S. Today (1/2)

Q11. What is the number one issue facing the United States today?*

Base: All respondents (n=1,007)





Number One Issue Facing the U.S. Today (2/2)

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

Base: All respondents (n=1,007)

	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	April 3 rd , 2025	Gap
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290	1,013	
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309	1,013	
Inflation	28%	28%	23%	32%	26%	35%	28%	23%	26%	30%	28%	27%	28%	27%	+1
Poverty	8%	8%	9%	6%	8%	10%	11%	2 %	5%	10%	7%	7%	8%	4%	+4
Healthcare	7 %	11%	6%	5%	9%	5%	10%	7%	5%	9%	5%	9%	8%	7 %	=
Immigration	7 %	8%	7%	8%	5%	3 %	5%	12%	7%	7%	13%	3 %	6%	8%	-1
Housing affordability	6%	6%	6%	4%	8%	7%	6%	5%	6%	6%	4%	6%	9%	7 %	-1
Government debt	5%	4%	6%	6%	5%	1%	3%	10%	8%	3 %	8%	2 %	6%	4%	+1
Climate change	4%	6%	3%	4%	3%	6%	2 %	5%	6 %	3 %	2 %	7%	4%	4%	=
Taxes	4%	4%	6%	2%	4%	3%	6%	3%	4%	3%	7 %	1%	3%	2 %	+2
Crime / public safety	3%	5%	3%	4%	1%	1%	4%	4%	4%	3%	4%	4%	2%	3%	=
Gun violence	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	1%	5%	1%	2 %	+1
Homelessness	2%	1%	4%	2%	3%	2%	3%	2%	1%	3%	1%	3%	3%	3%	-1
Racism	2 %	2%	4%	3%	1%	3%	1%	2%	2%	3%	0%	5%	2%	3%	-1
DEI and woke-ism	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	5 %	0%	1%	2%	=
Opioid / Fentanyl crisis	1%	0%	3%	1%	0%	2%	2%	1%	2%	1%	2%	0%	2%	2%	-1
Interest rates	1%	1%	1%	2%	1%	1%	2%	1%	2%	0%	2%	1%	2%	1%	=
War in Ukraine / Gaza / elsewhere	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2 %	-1
Rising gas prices	1%	0%	0%	0%	4 %	2%	0%	1%	2 %	0%	2%	1%	0%	1%	=
Unfair trade practices by other countries	1%	1%	0%	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	=
Energy / pipelines	1%	2%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	1%	1%	=
Abortion rights	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	=
Other	7 %	4%	9%	6%	11%	7%	5%	9%	8%	6%	3%	12%	8%	10%	-3
l don't know	4%	2%	3%	3%	6%	4%	4%	3%	4%	3%	1%	4%	4%	3%	+1

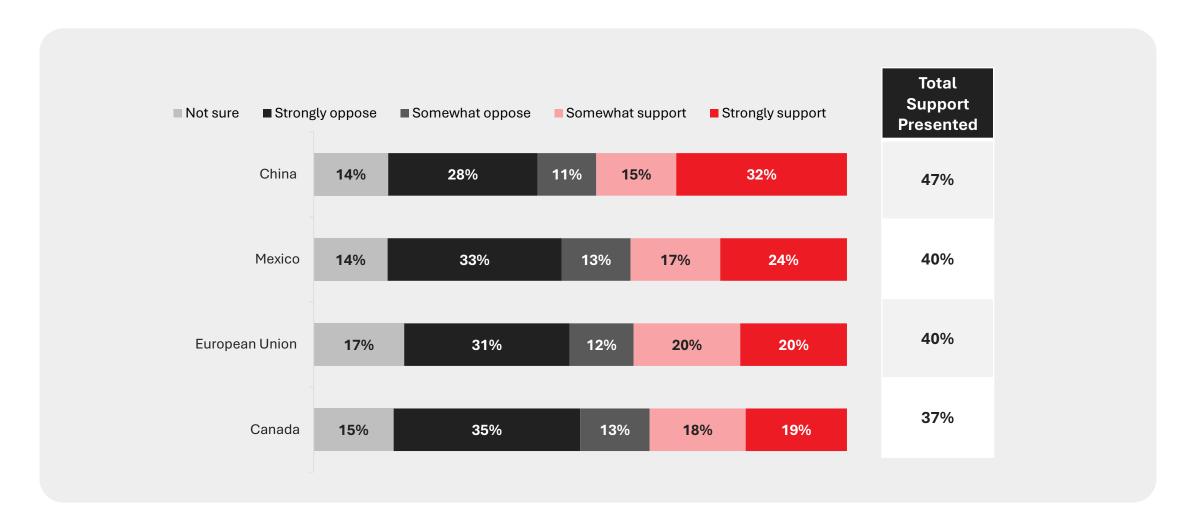
^{*}Responses with less than 1% of mentions are not shown.



Support for Tariffs Announced by Donald Trump (1/2)

Q12. Do you support or oppose the recent tariffs announced by President Donald Trump on goods from the following countries:

Base: All respondents (n=1,007)





Support for Tariffs Announced by Donald Trump (2/2)

Q12. Do you support or oppose the recent tariffs announced by President Donald Trump on goods from the following countries:

Base: All respondents (n=1,007)

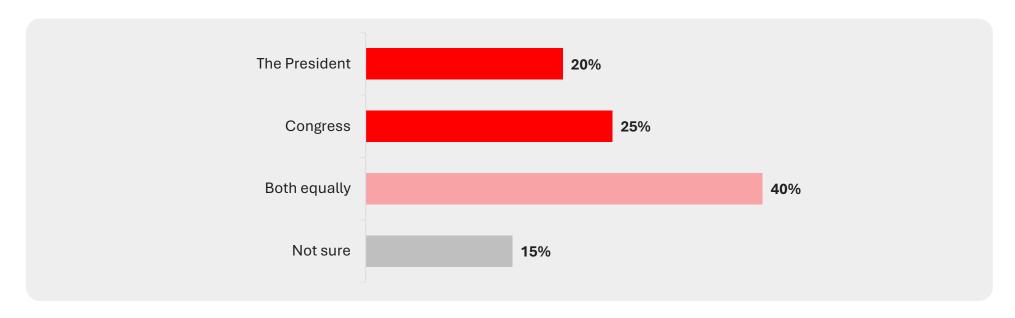
% Total Support Presented	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
China	47%	46%	44%	52 %	42%	40%	43%	56%	54%	40%	74 %	29%	44%
Mexico	40%	42%	38%	44%	36%	29%	39%	49%	46%	35%	68%	24%	34%
European Union	40%	40%	39%	43%	34%	35%	36%	46%	46%	33%	70 %	20%	34%
Canada	37%	36%	36%	42%	30%	29%	35%	44%	43%	31%	65 %	20%	29%



Opinion on Who Should Have Tariff Authority

Q13. Under current U.S. law, the President can impose tariffs without congressional approval only in certain situations, such as for national security. In your opinion, who should have the authority to impose tariffs on foreign goods?

Base: All respondents (n=1,007)



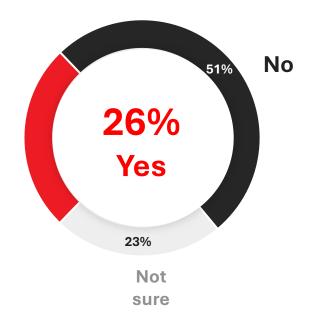
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republicar	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	<i>517</i>	325	330	290
Unweighted n=	1,007	210	216	386	195	1 <i>7</i> 9	328	500	445	562	322	320	309
The President	20%	21%	20%	22%	16%	12 %	20%	26%	26%	15 %	37%	7 %	18%
Congress	25%	30%	25%	20%	29%	22%	25%	27%	25%	25%	9%	45 %	23%
Both equally	40%	38%	41%	45%	33%	50%	40%	33%	39%	41%	43%	36%	42%
Not sure	15%	11%	14%	13%	22%	17%	15%	13%	10%	20%	11%	12%	17%



Perceived Motivation Behind Trump's Proposed Tariffs

Q14. Do you believe the tariffs proposed by President Trump are primarily intended to address national security concerns?

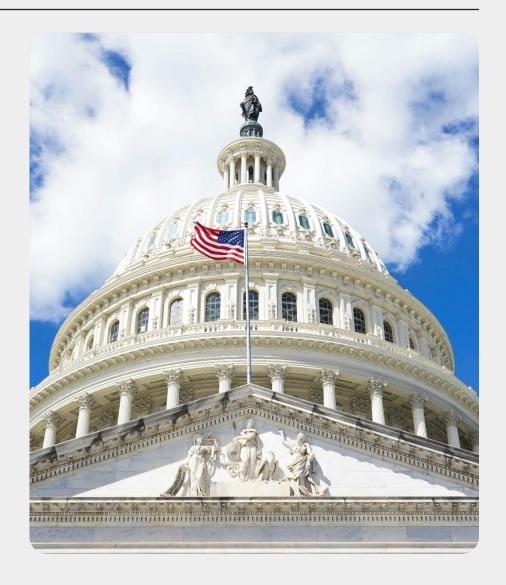
Base: All respondents (n=1,007)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	51 <i>7</i>	325	330	290
Unweighted n=	1,007	210	216	386	195	1 <i>7</i> 9	328	500	445	562	322	320	309
Yes	26%	27%	27%	26%	22%	28%	24%	26%	32%	20%	44%	14%	21%
No	51%	50%	55%	50%	50%	51%	50%	52%	48%	54%	33%	74%	47%
Not sure	23%	23%	18%	23%	28%	21%	26%	22%	20%	26%	23%	12%	32%



Trump's Implication in the Epstein Case

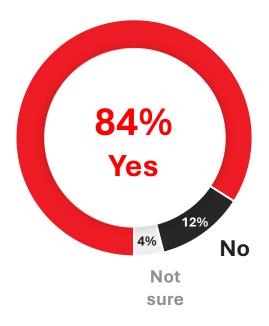




Awareness of the Jeffrey Epstein Case

Q7. Have you heard about the Jeffrey Epstein case, which involves allegations of sex trafficking and connections to high-profile individuals?

Base: All respondents (n=1,007)



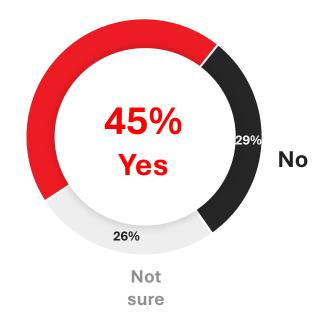
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
Yes	84%	92%	88%	85%	74 %	76 %	83%	91%	87%	81%	87%	86%	84%
No	12%	7 %	9%	11%	20%	21%	13%	5%	10%	14%	10%	11%	12%
Not sure	4%	2%	3%	4%	6%	3%	4%	4%	3%	5%	3%	3%	4%



Belief in Trump's Involvement in Epstein Case

Q8. Do you believe that Donald Trump was involved in Jeffrey Epstein's sex trafficking activities?

Base: All respondents (n=1,007)



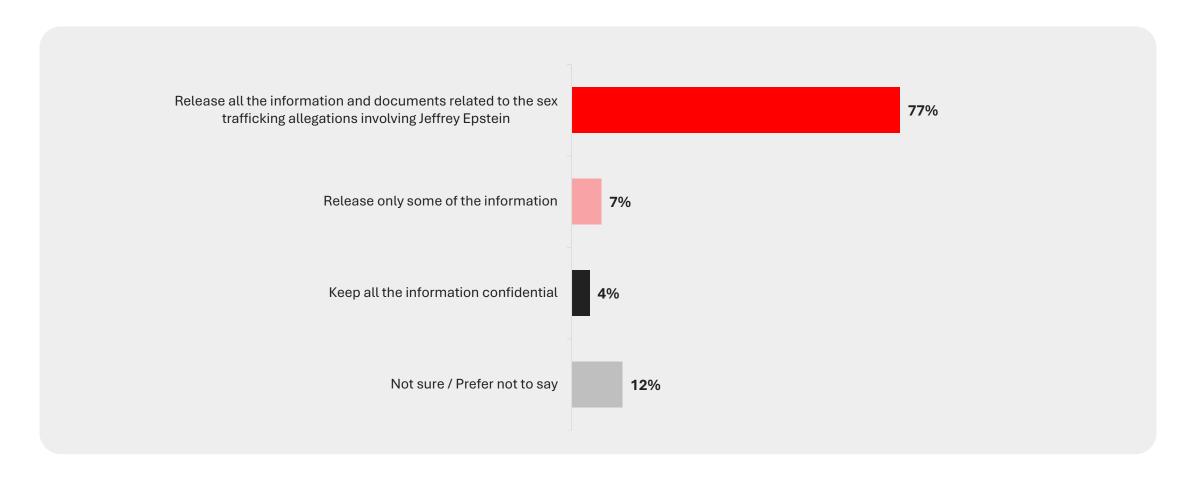
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	<i>517</i>	325	330	290
Unweighted n=	1,007	210	216	386	195	179	328	500	445	562	322	320	309
Yes	45%	48%	43%	41%	51%	52%	47%	38%	41%	48%	15%	77%	45%
No	29%	28%	30%	32%	26%	19%	31%	36%	34%	25%	63 %	11%	19%
Not sure	26%	24%	27%	27%	23%	29%	22%	26%	24%	27%	22%	12%	36%



Opinion on Releasing Epstein-Related Government Documents (1/2)

Q9. In your opinion, should the U.S. government:

Base: All respondents (n=1,007)





Opinion on Releasing Epstein-Related Government Documents (2/2)

Q9. In your opinion, should the U.S. government:

Base: All respondents (n=1,007)

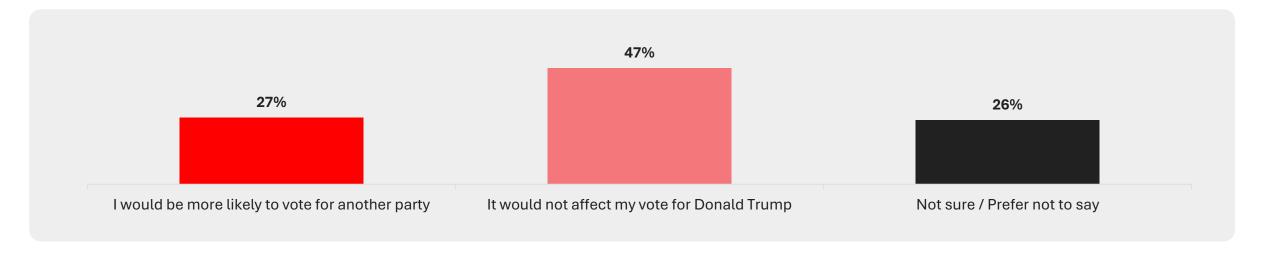
	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independent
Weighted n=	1,007	177	209	388	232	287	319	402	490	517	325	330	290
Unweighted n=	1,007	210	216	386	195	<i>17</i> 9	328	500	445	562	322	320	309
Release all the information and documents related to the sex trafficking allegations involving Jeffrey Epstein	77%	77%	73%	80%	75%	80%	72%	78%	78%	75%	73%	85%	76%
Release only some of the information	7%	5%	10%	7%	6%	8%	8%	6%	6%	8%	8%	6%	8%
Keep all the information confidential	4 %	6%	3%	4%	4%	4%	7%	2%	5%	4%	6%	2%	4%
Not sure / Prefer not to say	12%	11%	14%	9%	15%	8%	13%	14%	11%	13%	12%	7%	12%



Potential Impact of Trump's Implication on Republican Voters

Q10. If Donald Trump was officially implicated in Jeffrey Epstein's sex trafficking activities, would this make you more likely to vote for another party, or would it not affect your vote for Donald Trump?

Base: Republican voters (n=322)



	TOTAL U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female
Weighted n=	325	63	74	127	60	71	98	155	172	153
Unweighted n=	322	74	72	125	51	43	95	184	154	168
I would be more likely to vote for another party	27%	25%	23%	28%	31%	61%	21%	15%	23%	31%
It would not affect my vote for Donald Trump	47%	56%	49%	42%	45%	21%	49%	58%	55%	38%
Not sure / Prefer not to say	26%	19%	28%	30%	24%	18%	30%	27%	22%	31%

Among those who say they would vote for the Republican candidate in 2028, 23% report they would be more likely to vote for another party if Donald Trump were officially implicated in Jeffrey Epstein's activities.

^{*}Results are not shown due to the low number of respondents (n<10).

Respondent Profile



Respondent profiles

(Base n=1,007)

The table below presents the distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	445	490
Female	562	517

Region

	Unweighted	Weighted
Northeast	210	177
Midwest	216	209
South	386	388
West	195	232

Age

	Unweighted	Weighted
18 to 34	179	287
35 to 54	328	319
55+	500	402



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



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