

Report

Canada–U.S. Relations

*Survey of Canadians and
Americans*



June 23, 2026



Methodology

This week, we surveyed Canadians and Americans on Canada–U.S. relations.

Method

Online survey among respondents 18 years of age or older.
(Canadian sample: **n= 1,528**
American sample: **n= 1,015**.)

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 **June 19 to June 21, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.5%**, (19 times out of 20) for the Canadian sample and **±3.1%**, (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 one of the following people:

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Notes

A more detailed methodology is presented in the Appendix.

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%
	39%	41.3%
	8%	6.3%
	6%	6.3%
	2%	1.2%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

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

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

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

Key Highlights (1/2)

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

Canadians See a Bigger Divide with Americans Than Americans Do with Canadians

A majority of Canadians say the two populations are not similar (51%), while only 44% say they are similar. In contrast, Americans are much more likely to see common ground: 69% say Canadians and Americans are similar, and only 20% say they are not.

Canadians Hold a Mixed, Often Critical View of the United States

34% of Canadians say they do not admire the U.S. at all, 29% say they somewhat admire it, while another 26% say they admire it only “a little”. Admiration is notably higher among Conservative voters (21% for “A great deal” and 38% for “Somewhat”), while Liberal (38%), NDP (60%) and Bloc voters (46%) are more likely to express no admiration at all.

Canadians See Themselves as Nicer and More Cultured

Canadians are much more likely to say people in their own country are nicer (64%) and more cultured (54%) than Americans. Americans, by comparison, are less likely to say the same about their own country: 32% say Canadians are nicer than Americans, and 23% say Canadians are more cultured. Americans are also more likely than Canadians to see little difference between the two countries.

Canadians Are More Likely to Associate Americans with Arrogance

Two-thirds of Canadians (66%) say Americans are generally more arrogant than people in Canada. By comparison, only 9% of Americans say Canadians are more arrogant than Americans. This is one of the sharpest gaps in the survey and points to arrogance as a particularly strong Canadian perception of Americans.

The Relationship Is Mostly Seen as Neighbourly, Not Especially Close

Both Canadians and Americans most often describe the Canada–U.S. relationship as one between neighbours: 56% of Canadians and 54% of Americans choose this description. However, Americans are more likely than Canadians to describe the countries as close friends (20% vs. 8%), while Canadians are more likely to see the relationship as one of rivals (13% vs. 6%).

Key Highlights (2/2)

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

Canada Has the Stronger International Reputation in the Eyes of Both Countries

Canadians overwhelmingly believe Canada has the better global reputation (82%), compared with only 6% who choose the United States. Americans are more divided, but Canada still comes out ahead: 43% of Americans say Canada has the more positive reputation, compared with 26% who choose the U.S.

Opportunity Is More Contested

Canadians are somewhat more likely to say Canada offers better opportunity for someone willing to work hard (37%) than to choose the United States (22%), while 32% say the two countries are about the same. Americans lean the other way: 33% choose the U.S., compared with 16% who choose Canada, while 31% see no difference.

Trust Is Relatively Stable, but Canadians Are More Cautious

Most Canadians say they would trust a stranger from the U.S. about the same as a stranger from Canada (56%), but 28% would trust an American stranger less. Americans are more trusting toward Canadians: 62% say they would trust a Canadian stranger about the same, and 17% say they would trust one more than a stranger from the U.S.

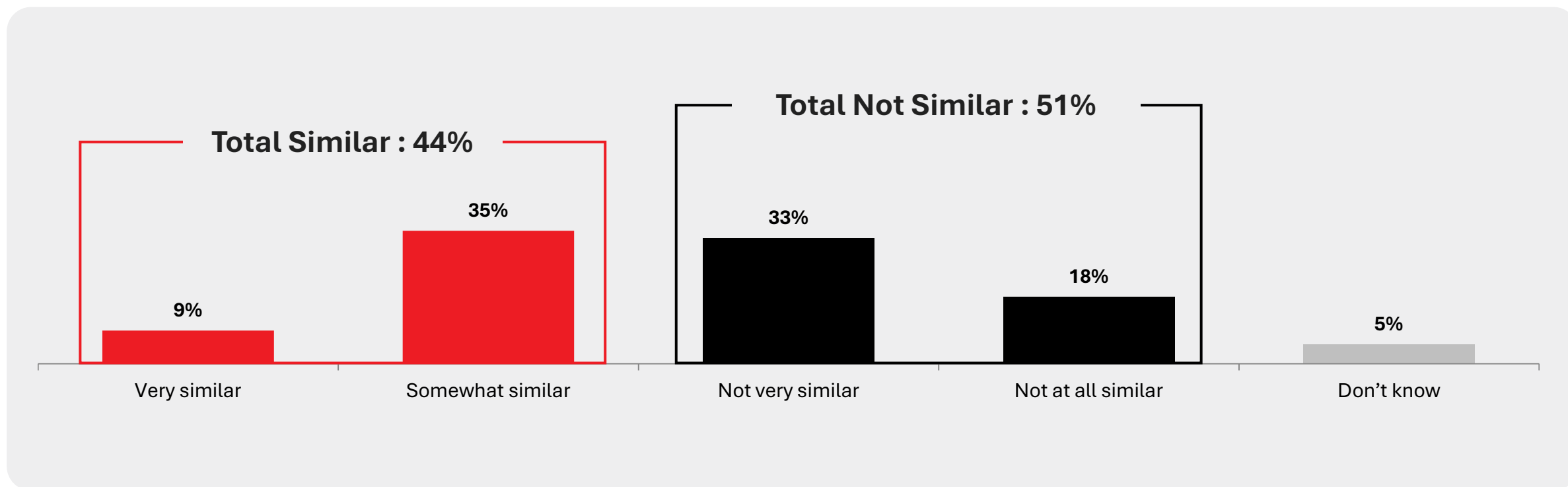
Detailed Results



Perceived Similarity Between Americans and Canadians (1/2)

Q1. How similar do you believe Americans and Canadians are?

Base: All Canadian respondents (n=1,528)





Perceived Similarity Between Americans and Canadians (2/2)

Q1. How similar do you believe Americans and Canadians are?

Base: All Canadian respondents (n=1,528)






	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715
TOTAL SIMILAR	44%	51%	33%	45%	50%	51%	47%	49%	39%	42%	48%	42%
Very similar	9%	16%	7%	9%	9%	9%	6%	12%	6%	9%	9%	8%
Somewhat similar	35%	35%	26%	36%	41%	42%	41%	37%	33%	33%	39%	34%
TOTAL NOT SIMILAR	51%	45%	61%	50%	48%	45%	46%	48%	54%	50%	47%	54%
Not very similar	33%	25%	39%	32%	29%	36%	31%	32%	34%	41%	31%	30%
Not at all similar	18%	20%	22%	18%	19%	9%	15%	16%	20%	9%	17%	24%
Don't know	5%	4%	6%	5%	2%	5%	7%	3%	7%	7%	5%	4%



Perceived Similarity Between Americans and Canadians – *By Voting Intentions*

Q1. How similar do you believe Americans and Canadians are?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
<i>Weighted n=</i>	1,528	606	424	78	76	54
<i>Unweighted n=</i>	1,528	691	340	89	93	50
TOTAL SIMILAR	44%	42%	54%	46%	26%	54%
Very similar	9%	5%	16%	7%	4%	8%
Somewhat similar	35%	36%	38%	39%	22%	46%
TOTAL NOT SIMILAR	51%	56%	43%	50%	72%	44%
Not very similar	33%	34%	29%	38%	51%	32%
Not at all similar	18%	23%	14%	12%	21%	12%
Don't know	5%	2%	3%	4%	1%	2%

Perceived Similarity Between Americans and Canadians

Q1. How similar do you believe Americans and Canadians are?

Base: All respondents

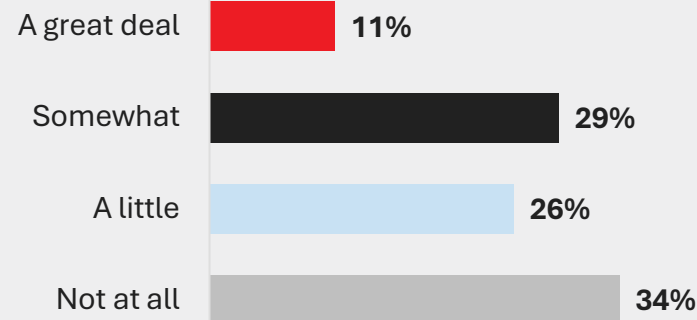
	 Total CANADA	 Total USA	Gap
Weighted n=	1,528	1,015	
Unweighted n=	1,528	1,015	
TOTAL SIMILAR	44%	69%	25
Very similar	9%	21%	12
Somewhat similar	35%	48%	13
TOTAL NOT SIMILAR	51%	20%	31
Not very similar	33%	13%	20
Not at all similar	18%	7%	11
Don't know	5%	11%	6



Level of Admiration for the United States

Q2. Not thinking about the current U.S. leadership and administration but in general how much do you admire the United States as a country?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
A great deal	11%	12%	7%	11%	19%	10%	11%	16%	5%	10%	13%	9%
Somewhat	29%	31%	27%	30%	20%	34%	30%	30%	29%	34%	26%	29%
A little	26%	23%	30%	22%	27%	27%	27%	24%	27%	23%	23%	29%
Not at all	34%	34%	36%	36%	34%	29%	33%	30%	39%	32%	38%	33%



Level of Admiration for the United States – *By Voting Intentions*

Q2. Not thinking about the current U.S. leadership and administration but in general how much do you admire the United States as a country?

Base: All Canadian respondents (n=1,528)

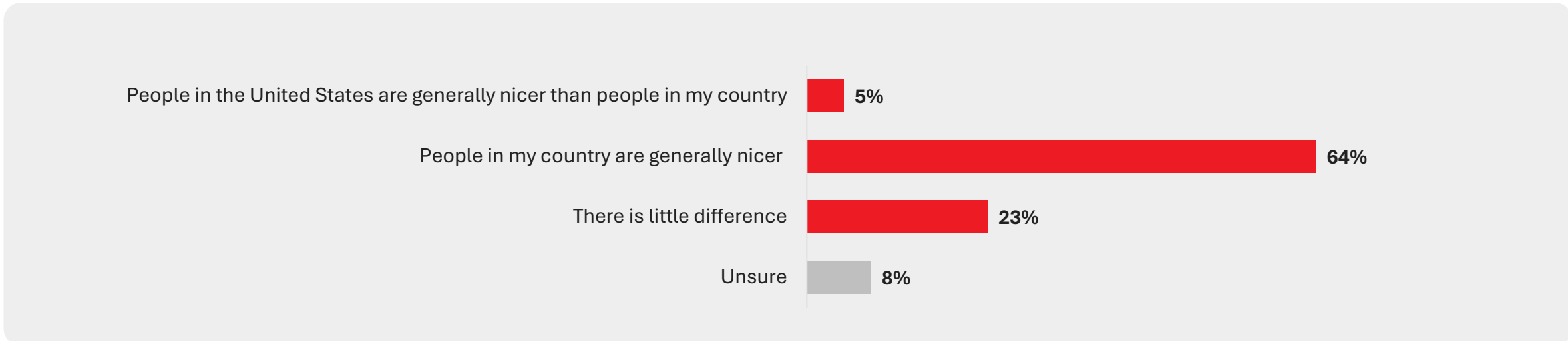
						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
A great deal	11%	8%	21%	1%	4%	11%
Somewhat	29%	28%	38%	22%	16%	18%
A little	26%	27%	25%	17%	34%	24%
Not at all	34%	38%	15%	60%	46%	46%



Perceived Friendliness of Americans and Canadians

Q3. Which statement comes closest to your view?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
People in the United States are generally nicer than people in my country	5%	1%	5%	6%	6%	3%	4%	7%	3%	7%	5%	3%
People in my country are generally nicer	64%	65%	62%	65%	67%	66%	65%	63%	66%	64%	63%	65%
There is little difference	23%	26%	23%	21%	21%	25%	24%	23%	23%	18%	24%	25%
Unsure	8%	7%	10%	8%	7%	7%	7%	8%	9%	11%	7%	7%



Perceived Friendliness of Americans and Canadians – *By Voting Intentions*

Q3. Which statement comes closest to your view?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
People in the United States are generally nicer than people in my country	5%	3%	7%	2%	3%	9%
People in my country are generally nicer	64%	77%	53%	72%	61%	63%
There is little difference	23%	17%	32%	19%	24%	22%
Unsure	8%	3%	7%	7%	13%	5%

Perceived Friendliness of Americans and Canadians

Q3. Which statement comes closest to your view?

Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,528	1,015	
Unweighted n=	1,528	1,015	
People in the United States/Canada are generally nicer than people in my country*	5%	32%	27
People in my country are generally nicer	64%	10%	54
There is little difference	23%	37%	14
Unsure	8%	21%	13

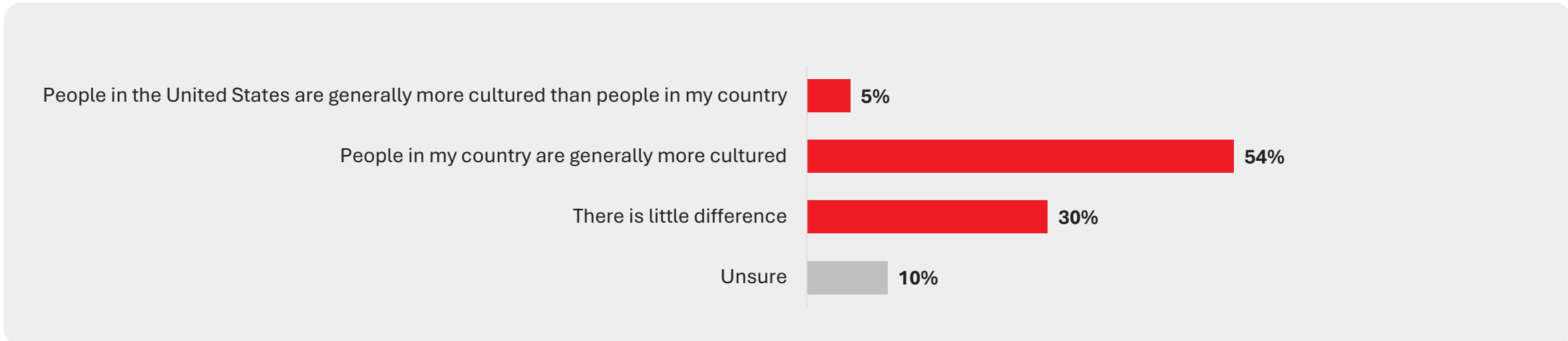
*Canadian respondents saw the statement about Americans, and American respondents saw the statement about Canadians.



Perceived Cultural Sophistication of Americans and Canadians

Q4. Which statement comes closest to your view?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
People in the United States are generally more cultured than people in my country	5%	1%	4%	5%	9%	8%	7%	9%	3%	9%	6%	2%
People in my country are generally more cultured	54%	45%	53%	58%	51%	52%	51%	57%	51%	54%	52%	55%
There is little difference	30%	43%	34%	27%	29%	28%	29%	26%	35%	21%	34%	34%
Unsure	10%	11%	9%	9%	11%	12%	13%	9%	11%	16%	8%	8%



Perceived Cultural Sophistication of Americans and Canadians – *By Voting Intentions*

Q4. Which statement comes closest to your view?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
People in the United States are generally more cultured than people in my country	5%	4%	8%	8%	5%	7%
People in my country are generally more cultured	54%	68%	44%	56%	51%	57%
There is little difference	30%	22%	40%	27%	37%	31%
Unsure	10%	5%	8%	8%	7%	5%

Perceived Cultural Sophistication of Americans and Canadians

Q4. Which statement comes closest to your view?

Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,528	1,015	
Unweighted n=	1,528	1,015	
People in the United States/Canada are generally more cultured than people in my country*	5%	23%	18
People in my country are generally more cultured	54%	13%	41
There is little difference	30%	42%	12
Unsure	10%	22%	12

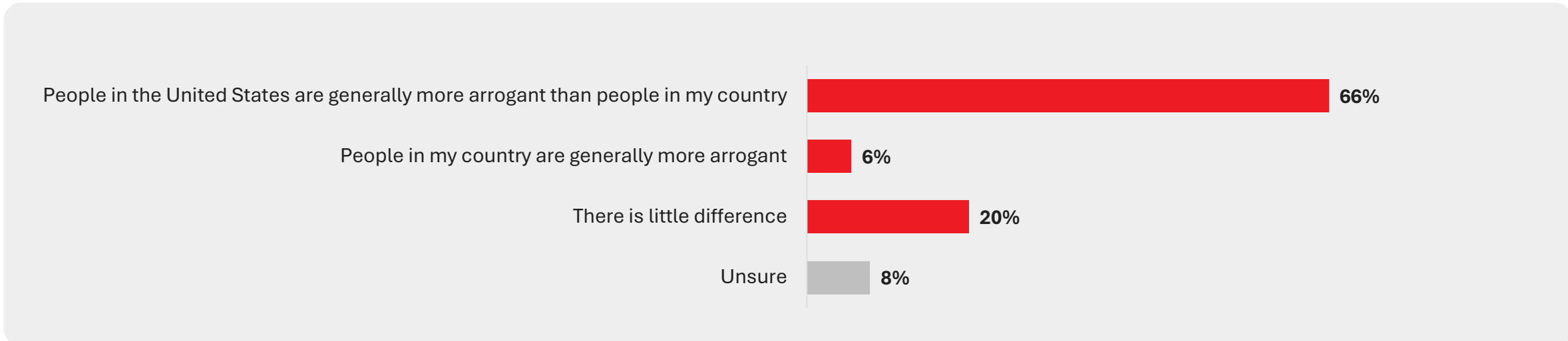
*Canadian respondents saw the statement about Americans, and American respondents saw the statement about Canadians.



Perceived Arrogance of Americans and Canadians

Q5. Which statement comes closest to your view?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
People in the United States are generally more arrogant than people in my country	66%	61%	61%	66%	65%	71%	73%	67%	65%	61%	67%	69%
People in my country are generally more arrogant	6%	5%	5%	6%	7%	3%	6%	8%	4%	11%	6%	2%
There is little difference	20%	25%	25%	20%	24%	18%	13%	19%	22%	19%	21%	21%
Unsure	8%	8%	9%	8%	4%	7%	8%	6%	9%	9%	6%	8%



Perceived Arrogance of Americans and Canadians – *By Voting Intentions*

Q5. Which statement comes closest to your view?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
People in the United States are generally more arrogant than people in my country	66%	80%	54%	75%	67%	74%
People in my country are generally more arrogant	6%	4%	10%	6%	0%	3%
There is little difference	20%	13%	30%	15%	29%	16%
Unsure	8%	4%	6%	4%	4%	7%

Perceived Arrogance of Americans and Canadians

Q5. Which statement comes closest to your view?

Base: All respondents

	 Total CANADA	 Total USA	Gap
Weighted n=	1,528	1,015	
Unweighted n=	1,528	1,015	
People in the United States/Canada are generally more arrogant than people in my country*	66%	9%	57
People in my country are generally more arrogant	6%	37%	31
There is little difference	20%	32%	12
Unsure	8%	22%	14

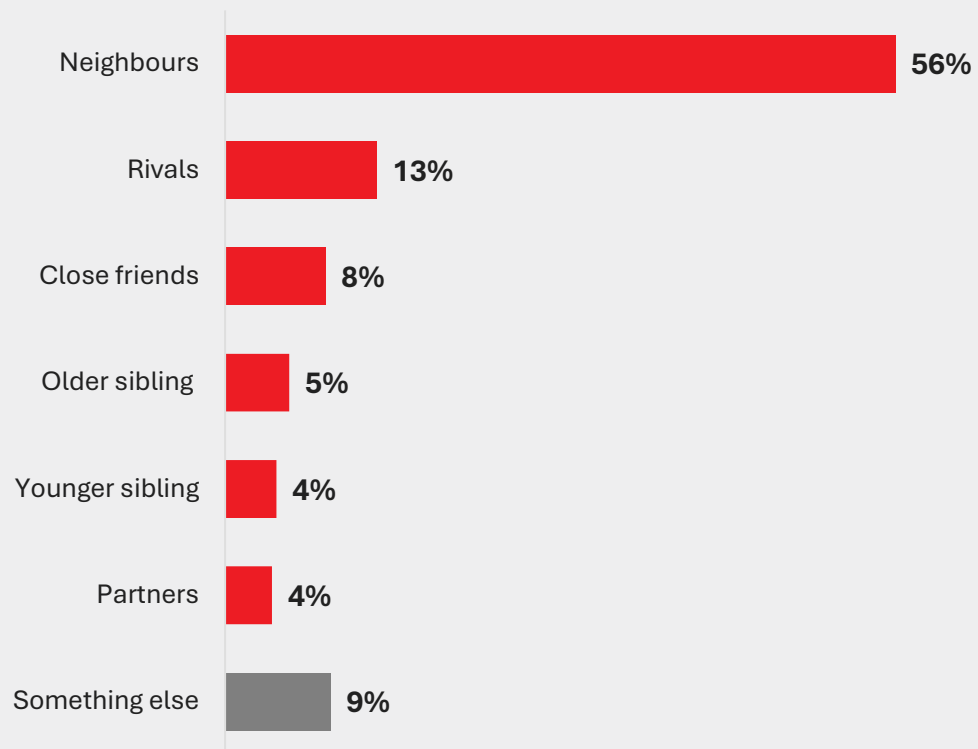
*Canadian respondents saw the statement about Americans, and American respondents saw the statement about Canadians.



Characterization of the Canada–U.S. Relationship (1/2)

Q6. If your country and the United States were people, which relationship best describes them?

Base: All Canadian respondents (n=1,528)





Characterization of the Canada–U.S. Relationship (2/2)

Q6. If your country and the United States were people, which relationship best describes them?

Base: All Canadian respondents (n=1,528)






	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
Neighbours	56%	43%	61%	55%	55%	55%	62%	52%	60%	44%	59%	62%
Rivals	13%	24%	10%	16%	14%	9%	5%	10%	15%	12%	12%	14%
Close friends	8%	13%	9%	7%	7%	9%	9%	14%	3%	9%	8%	9%
Older sibling	5%	3%	5%	5%	7%	10%	5%	6%	5%	9%	6%	3%
Younger sibling	4%	6%	2%	4%	4%	3%	9%	5%	3%	10%	3%	2%
Partners	4%	2%	8%	3%	5%	3%	1%	5%	3%	4%	4%	4%
Something else	9%	9%	5%	11%	8%	11%	8%	8%	10%	12%	10%	6%



Characterization of the Canada–U.S. Relationship – *By Voting Intentions*

Q6. If your country and the United States were people, which relationship best describes them?



Base: All Canadian respondents (n=1,528)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	
	<i>Weighted n=</i>	1,528	606	424	78	76	54
	<i>Unweighted n=</i>	1,528	691	340	89	93	50
Neighbours	56%	56%	58%	58%	66%	50%	
Rivals	13%	15%	7%	11%	8%	20%	
Close friends	8%	8%	12%	1%	10%	9%	
Older sibling	5%	4%	9%	8%	4%	2%	
Younger sibling	4%	4%	5%	8%	3%	11%	
Partners	4%	4%	5%	1%	7%	5%	
Something else	9%	9%	4%	12%	2%	2%	

Characterization of the Canada–U.S. Relationship

Q6. If your country and the United States/Canada were people, which relationship best describes them?

Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,528	1,015	
<i>Unweighted n=</i>	1,528	1,015	
Neighbours	56%	54%	2
Rivals	13%	6%	7
Close friends	8%	20%	12
Older sibling	5%	3%	2
Younger sibling	4%	5%	1
Partners	4%	4%	0
Something else	9%	8%	1



Perceived Positive Reputation : Canada vs. the United States

Q7. Which of the two countries do you feel has a better, more positive reputation among other countries in the world?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
Canada	82%	83%	82%	82%	80%	80%	83%	80%	84%	81%	78%	86%
No difference	7%	5%	6%	8%	5%	7%	8%	8%	6%	8%	9%	5%
United States	6%	3%	6%	5%	7%	9%	5%	7%	4%	4%	8%	5%
Unsure	5%	9%	6%	6%	7%	4%	4%	5%	6%	7%	5%	5%



Perceived Positive Reputation : Canada vs. the United States – *By Voting Intentions*

Q7. Which of the two countries do you feel has a better, more positive reputation among other countries in the world?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
Canada	82%	95%	67%	90%	88%	88%
No difference	7%	2%	11%	6%	4%	5%
United States	6%	1%	14%	4%	6%	5%
Unsure	5%	2%	8%	0%	3%	2%

Perceived Positive Reputation : Canada vs. the United States

Q7. Which of the two countries do you feel has a better, more positive reputation among other countries in the world?

Base: All respondents

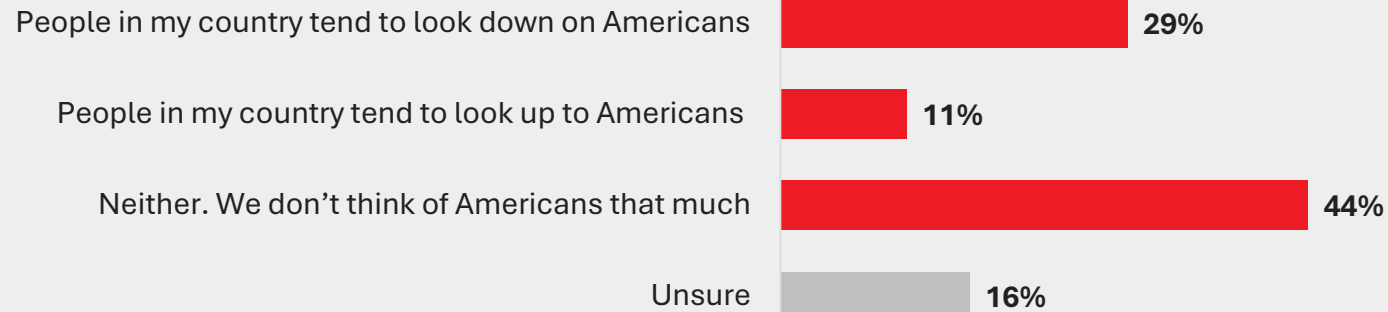
	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,528	1,015	
<i>Unweighted n=</i>	1,528	1,015	
Canada	82%	43%	39
No difference	7%	16%	9
United States	6%	26%	20
Unsure	5%	15%	10



Perceived Attitudes Toward Americans

Q8. Which statement comes closest to your view?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
People in my country tend to look down on Americans	29%	33%	20%	33%	45%	31%	24%	34%	24%	33%	33%	24%
People in my country tend to look up to Americans	11%	1%	15%	11%	8%	7%	11%	12%	10%	17%	10%	7%
Neither. We don't think of Americans that much	44%	45%	46%	41%	36%	44%	54%	41%	48%	33%	43%	53%
Unsure	16%	21%	19%	15%	11%	18%	11%	13%	18%	17%	15%	16%



Perceived Attitudes Toward Americans – *By Voting Intentions*

Q8. Which statement comes closest to your view?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
People in my country tend to look down on Americans	29%	32%	34%	45%	11%	14%
People in my country tend to look up to Americans	11%	6%	14%	17%	26%	17%
Neither. We don't think of Americans that much	44%	49%	41%	31%	43%	62%
Unsure	16%	13%	12%	7%	20%	7%

Perceived Attitudes Toward Americans and Canadians

Q8. Which statement comes closest to your view?

Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,528	1,015	
<i>Unweighted n=</i>	1,528	1,015	
People in my country tend to look down on Americans/Canadians*	29%	13%	16
People in my country tend to look up to Americans/Canadians*	11%	14%	3
Neither. We don't think of Americans/Canadians* that much	44%	48%	4
Unsure	16%	25%	9

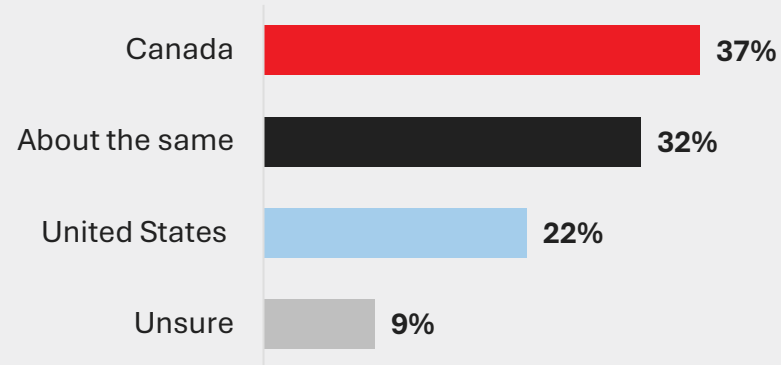
*Canadian respondents saw the statement about Americans, and American respondents saw the statement about Canadians.



Perceived Opportunity: Canada vs. the United States

Q9. Which country offers the better opportunity for someone willing to work hard?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,528	103	353	592	98	169	213	746	782	407	492	629
Unweighted n=	1,528	100	414	612	125	126	151	780	748	371	442	715
Canada	37%	32%	38%	38%	36%	32%	38%	36%	38%	34%	35%	39%
About the same	32%	35%	33%	29%	35%	33%	33%	27%	36%	31%	31%	32%
United States	22%	17%	20%	23%	22%	27%	23%	29%	16%	22%	26%	20%
Unsure	9%	15%	8%	11%	7%	8%	7%	8%	10%	13%	8%	9%



Perceived Opportunity: Canada vs. the United States – By Voting Intentions

Q9. Which country offers the better opportunity for someone willing to work hard?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
Canada	37%	46%	22%	50%	43%	43%
About the same	32%	34%	27%	34%	39%	39%
United States	22%	14%	44%	9%	10%	13%
Unsure	9%	6%	8%	7%	8%	5%

Perceived Opportunity: Canada vs. the United States

Q9. Which country offers the better opportunity for someone willing to work hard?

Base: All respondents

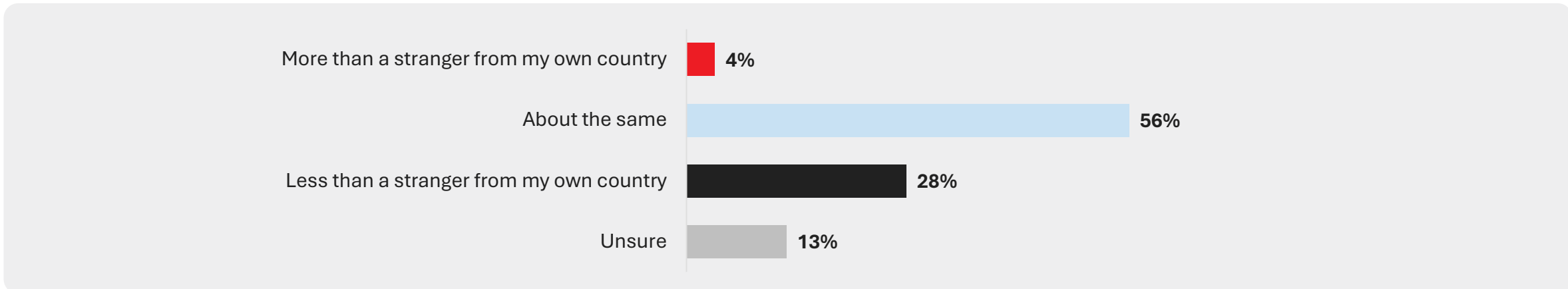
	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,528	1,015	
<i>Unweighted n=</i>	1,528	1,015	
Canada	37%	16%	21
About the same	32%	31%	1
United States	22%	33%	11
Unsure	9%	20%	11



Trust in a Stranger from the United States

Q10. How much would you trust a stranger from the United States?

Base: All Canadian respondents (n=1,528)








	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,528	103	353	592	98	169	213	746	782	407	492	629
<i>Unweighted n=</i>	1,528	100	414	612	125	126	151	780	748	371	442	715
More than a stranger from my own country	4%	1%	3%	3%	6%	2%	6%	5%	2%	7%	3%	2%
About the same	56%	57%	57%	56%	53%	61%	52%	58%	54%	49%	61%	56%
Less than a stranger from my own country	28%	31%	23%	29%	30%	25%	31%	27%	28%	29%	24%	30%
Unsure	13%	11%	16%	12%	11%	11%	11%	10%	15%	15%	11%	12%



Trust in a Stranger from the United States – *By Voting Intentions*

Q10. How much would you trust a stranger from the United States?



Base: All Canadian respondents (n=1,528)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,528	606	424	78	76	54
Unweighted n=	1,528	691	340	89	93	50
More than a stranger from my own country	4%	3%	4%	5%	5%	3%
About the same	56%	51%	71%	47%	56%	61%
Less than a stranger from my own country	28%	37%	19%	37%	25%	22%
Unsure	13%	9%	6%	12%	14%	15%

Trust in a Stranger from the United States or Canada

Q10. How much would you trust a stranger from the United States/Canada?

Base: All respondents

	 Total CANADA	 Total USA	Gap
<i>Weighted n=</i>	1,528	1,015	
<i>Unweighted n=</i>	1,528	1,015	
More than a stranger from my own country	4%	17%	13
About the same	56%	62%	6
Less than a stranger from my own country	28%	6%	22
Unsure	13%	14%	1

Respondent Profile

Respondent profiles – *Canadian Sample*

(Base n=1,528)

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

Gender

	Unweighted	Weighted
Male	780	746
Female	748	782

Language (Mother Tongue)

	Unweighted	Weighted
French	360	302
English	1,031	1,097
Other	136	127

Age

	Unweighted	Weighted
18 to 34	371	407
35 to 54	442	492
55+	715	629

Province

	Unweighted	Weighted
British Columbia	151	213
Alberta	126	169
Manitoba/Saskatchewan	125	98
Ontario	612	592
Quebec	414	353
Atlantic	100	103

Respondent profiles – *American Sample*

(Base n=1,015)

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

Gender

	Unweighted	Weighted
Male	477	482
Female	538	533

Region

	Unweighted	Weighted
Northeast	211	186
Midwest	203	214
South	385	384
West	216	232

Age

	Unweighted	Weighted
Between 18 and 34	85	252
Between 35 and 54	305	338
55 and older	625	425

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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TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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