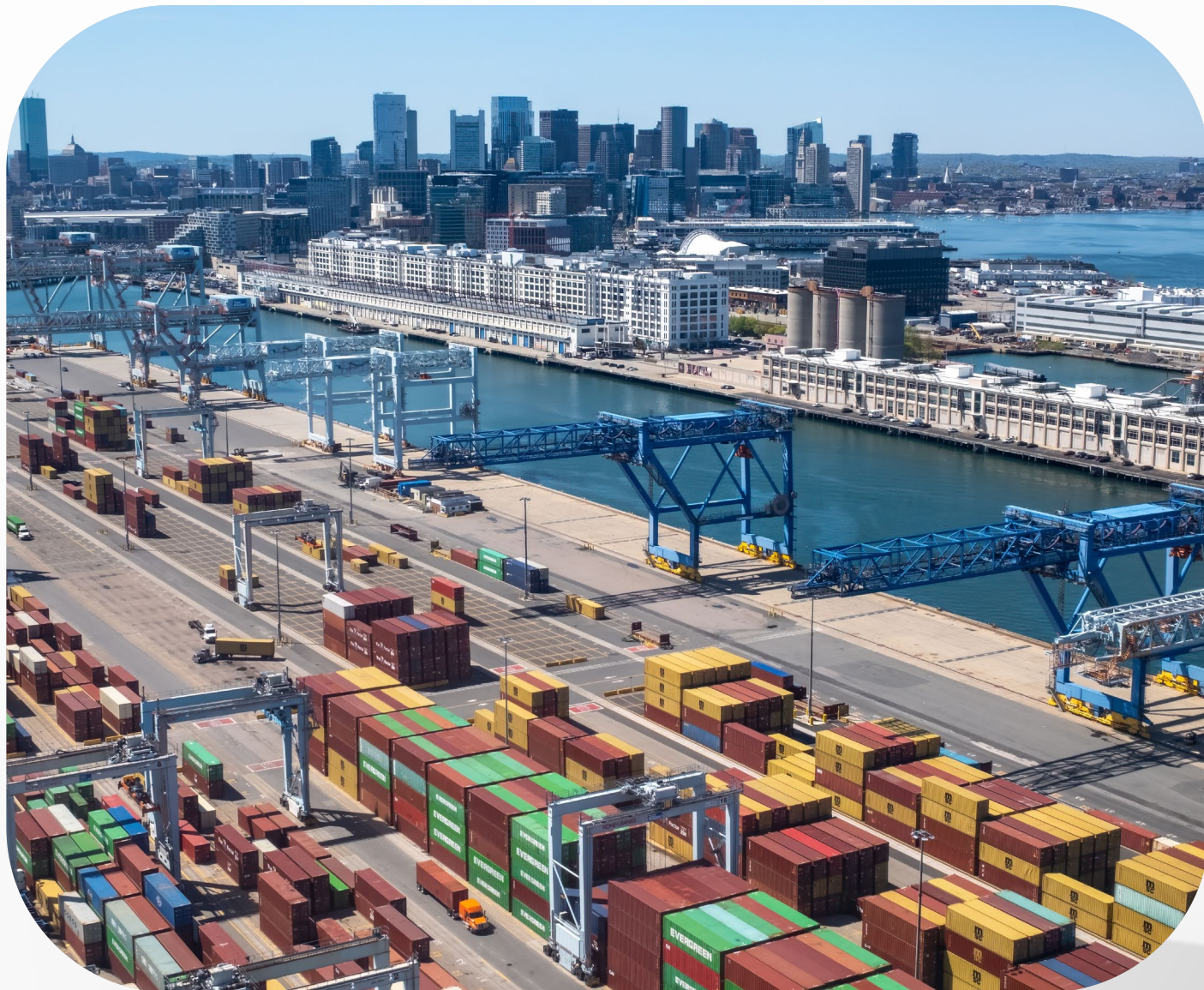


The New U.S. Tariffs

Canadian Public Opinion

July 27, 2026



Methodology

This week, we conducted a survey of Canadians to explore their views on the new tariffs announced by U.S. President Donald Trump and their confidence in Prime Minister Mark Carney's ability to manage the situation.

Method

Online survey among Canadian respondents 18 years of age or older. (**n= 1,516**)
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.

When

Data collection from **July 25 to 27, 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).

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 sample breakdown 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

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

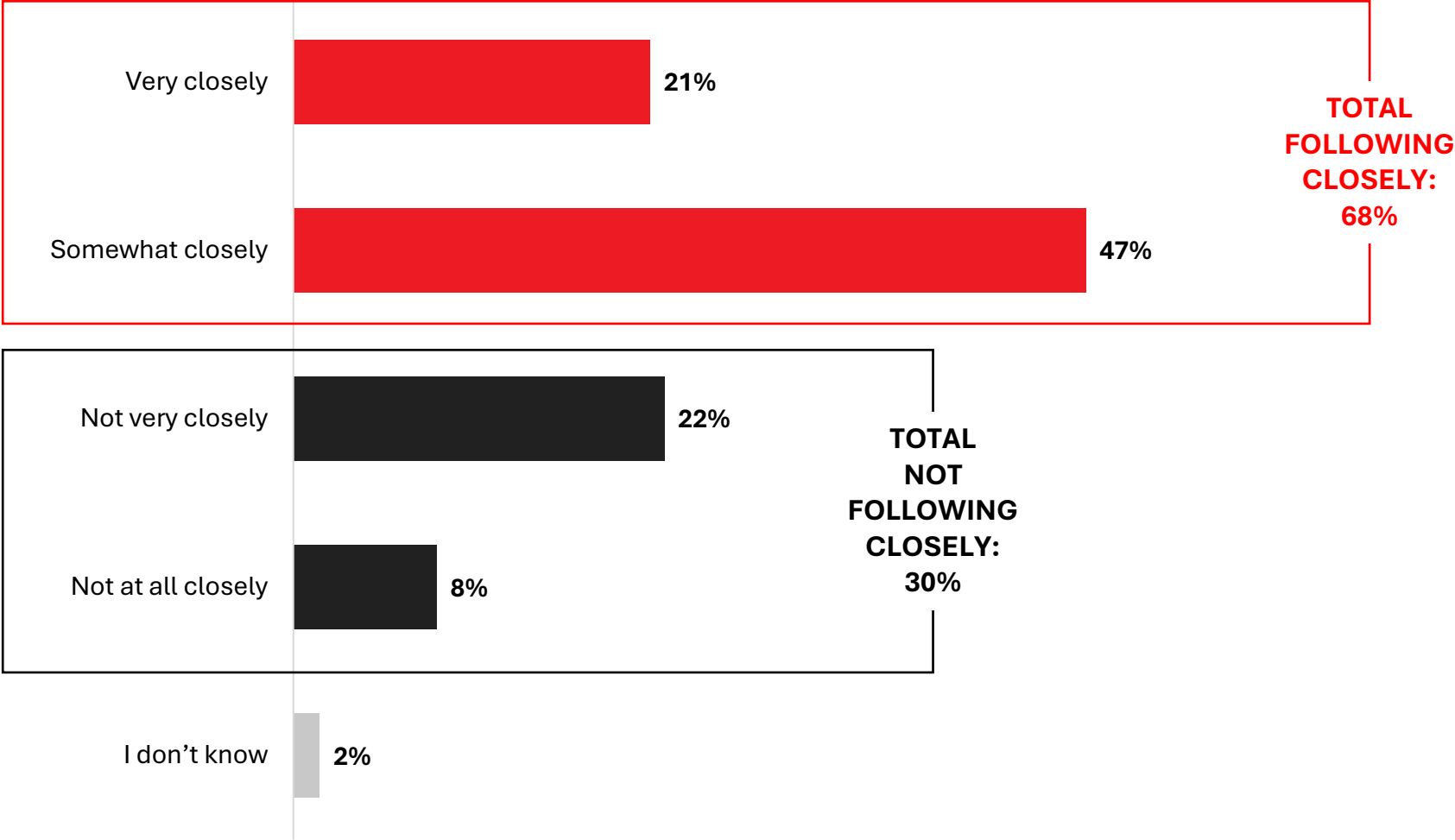
- **Awareness and engagement concerning to tariffs are high.** Overall, 68% of respondents are following Canada–U.S. trade developments closely, while 80% had previously heard about the new tariff announcement. Both measures increase with age, and reported attention is higher among men than women.
- **The tariffs are widely perceived as an economic threat.** Approximately three-quarters of respondents (76%) consider them a serious threat to the Canadian economy, including 31% who view them as a very serious threat. This perception was broadly consistent across demographic groups and was highest in British Columbia (83%). It was also more common among respondents following trade developments closely (81%) than among those not following closely (66%).
- **Confidence in Mark Carney’s negotiating leadership concerning tariffs is mixed but moderately positive.** A small majority (53%) express high confidence in Prime Minister Mark Carney’s ability to achieve the best possible outcome, compared with 38% expressing low confidence and 9% who are uncertain. High confidence is highest in Atlantic Canada (64%) and among respondents aged 55 and older (58%).
- **Greater awareness of U.S. tariffs is associated with higher confidence and lower uncertainty.** Respondents following the issue closely, 60% express high confidence in Mark Carney’s negotiating ability, compared with 39% of those not following closely. Conversely, low confidence is more common among those not following closely (46% vs. 35%), as is uncertainty (15% vs. 5%).
- **The preference regarding the Canadian government response preferences regarding the tariffs vary by engagement and confidence levels.** Respondents following trade developments closely were more likely to favour negotiations without additional tariffs (32% vs. 23%) and less likely to be uncertain (7% vs. 26%). Similarly, respondents with high confidence in Mark Carney’s negotiating ability more often preferred the negotiation-focused approach (34% vs. 24%), while those with low confidence were more likely to favour reaching an agreement through compromise (17% vs. 8%).
- **Most respondents anticipate a modified rather than full implementation of the tariffs.** A plurality (40%) expects some tariffs to take effect while others are reduced, delayed or cancelled. Only 16% expect full implementation, while 27% anticipate that the tariffs will ultimately not proceed, either following an agreement or another decision.

Detailed results

Following Canada–U.S. Trade Developments (1/2)

Q1. How closely are you currently following news about trade relations and tariffs between Canada and the United States?

Base: All respondents (n=1,516)



Following Canada–U.S. Trade Developments (2/2)

Q1. How closely are you currently following news about trade relations and tariffs between Canada and the United States?

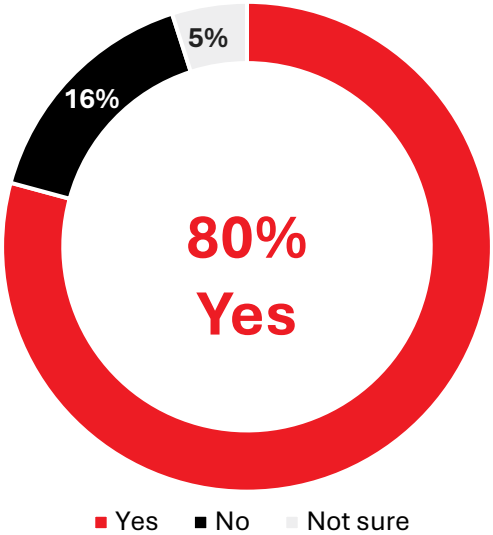
Base: All respondents (n=1,516)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,516	102	350	587	98	169	211	740	777	405	488	623
Unweighted n=	1,516	101	404	604	126	125	156	807	709	420	417	679
TOTAL FOLLOWING CLOSELY	68%	62%	64%	68%	68%	73%	73%	77%	59%	58%	62%	79%
Very closely	21%	19%	21%	22%	21%	19%	21%	27%	15%	14%	16%	29%
Somewhat closely	47%	42%	44%	46%	47%	54%	52%	50%	44%	44%	45%	50%
TOTAL NOT FOLLOWING CLOSELY	30%	37%	35%	30%	30%	27%	23%	21%	39%	39%	36%	20%
Not very closely	22%	22%	26%	24%	20%	16%	17%	16%	28%	28%	25%	16%
Not at all closely	8%	16%	9%	6%	11%	11%	7%	6%	11%	12%	11%	4%
I don't know	2%	1%	0%	2%	2%	0%	4%	1%	2%	2%	2%	1%

Awareness of New U.S. Tariff Announcement

Q2. This week, U.S. President Donald Trump announced a new 50% tariff on certain goods imported from Canada into the United States. Before today, had you seen, read, or heard anything about this announcement?

Base: All respondents (n=1,516)

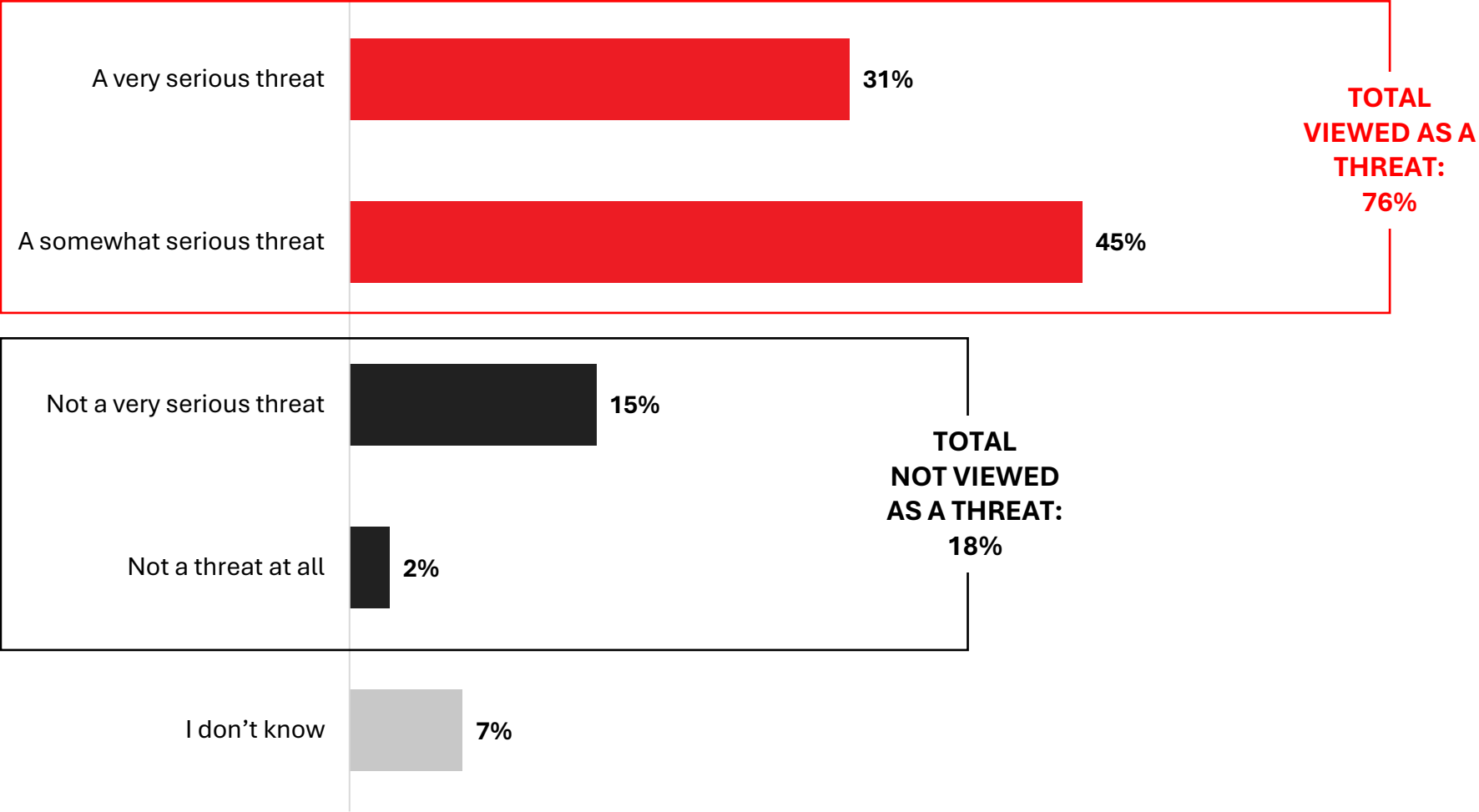


	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,516	102	350	587	98	169	211	740	777	405	488	623
Unweighted n=	1,516	101	404	604	126	125	156	807	709	420	417	679
Yes	80%	72%	81%	81%	79%	74%	82%	80%	79%	70%	76%	89%
No	16%	20%	15%	13%	15%	22%	16%	15%	16%	25%	19%	7%
I don't know	5%	8%	4%	6%	5%	4%	2%	4%	5%	6%	5%	4%

Perceived Economic Threat of New U.S. Tariffs (1/2)

Q3. How serious a threat do you believe these new U.S. tariffs represent for the Canadian economy?

Base: All respondents (n= 1,516)



Perceived Economic Threat of New U.S. Tariffs (2/2)

Q3. How serious a threat do you believe these new U.S. tariffs represent for the Canadian economy?

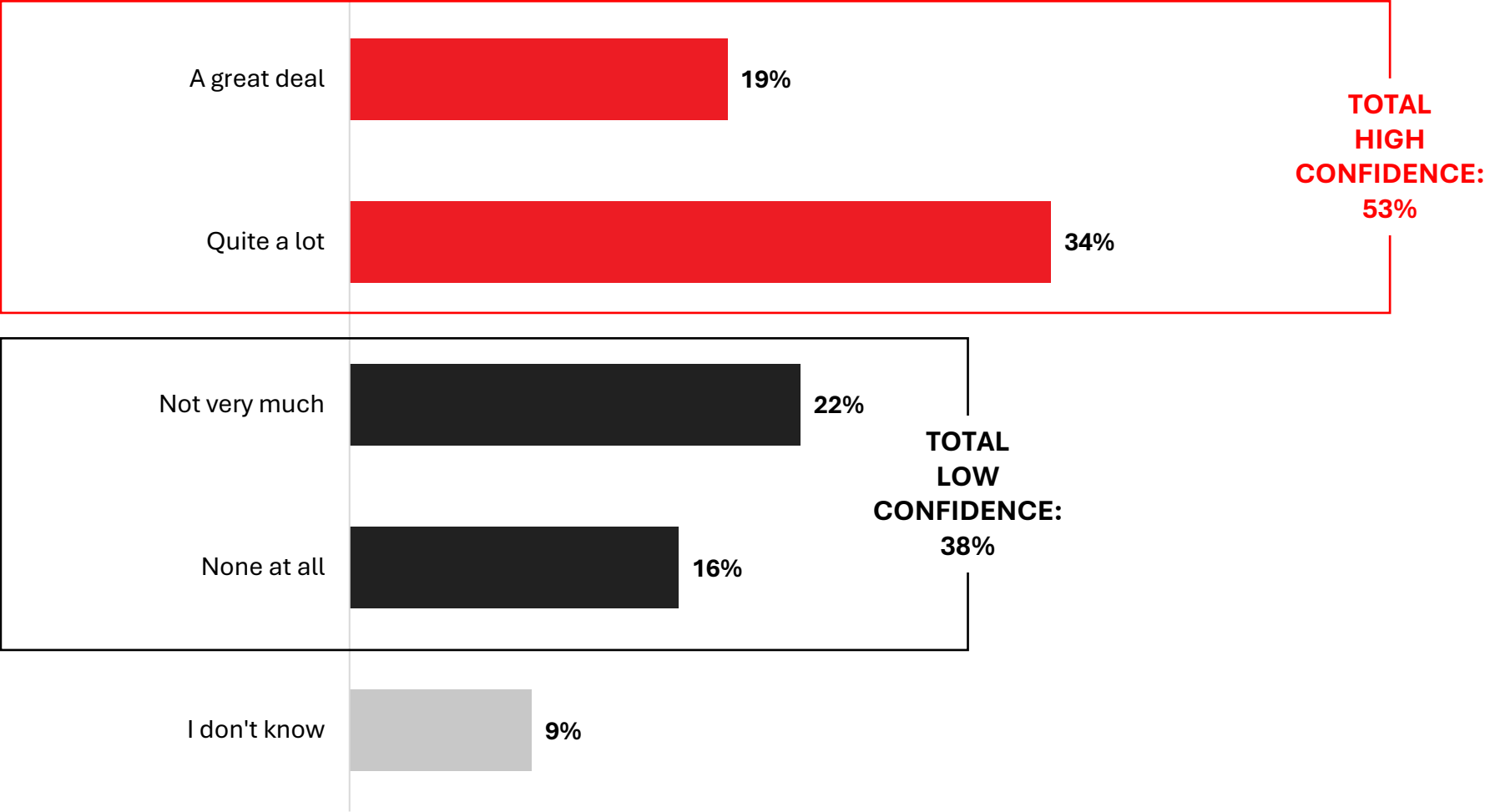
Base: All respondents (n=1,516)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Follow the Trade Relations between US and CAN	
													Total Closely	Total not Closely
Weighted n=	1,516	102	350	587	98	169	211	102	350	405	488	623	1,031	461
Unweighted n=	1,516	101	404	604	126	125	156	101	404	420	417	679	1,075	422
TOTAL VIEWED AS A THREAT	76%	73%	76%	74%	73%	72%	83%	73%	76%	77%	71%	78%	81%	66%
A very serious threat	31%	29%	28%	33%	37%	24%	31%	29%	28%	27%	29%	34%	35%	22%
A somewhat serious threat	45%	44%	48%	41%	36%	48%	52%	44%	48%	50%	42%	44%	46%	44%
TOTAL NOT VIEWED AS A THREAT	18%	11%	20%	18%	20%	22%	10%	11%	20%	14%	21%	17%	16%	22%
Not very a serious threat	15%	9%	16%	16%	17%	21%	8%	9%	16%	13%	17%	15%	14%	18%
Not a threat at all	2%	2%	4%	2%	3%	2%	2%	2%	4%	1%	3%	2%	2%	4%
I don't know	7%	16%	4%	8%	6%	5%	7%	16%	4%	9%	8%	5%	3%	12%

Confidence in Mark Carney on U.S. Trade Negotiations (1/2)

Q4. How much confidence do you have in Prime Minister Mark Carney to achieve the best possible outcome for Canada in trade negotiations with the United States?

Base: All respondents (n=1,516)



Confidence in Mark Carney on U.S. Trade Negotiations (2/2)

Q4. How much confidence do you have in Prime Minister Mark Carney to achieve the best possible outcome for Canada in trade negotiations with the United States?

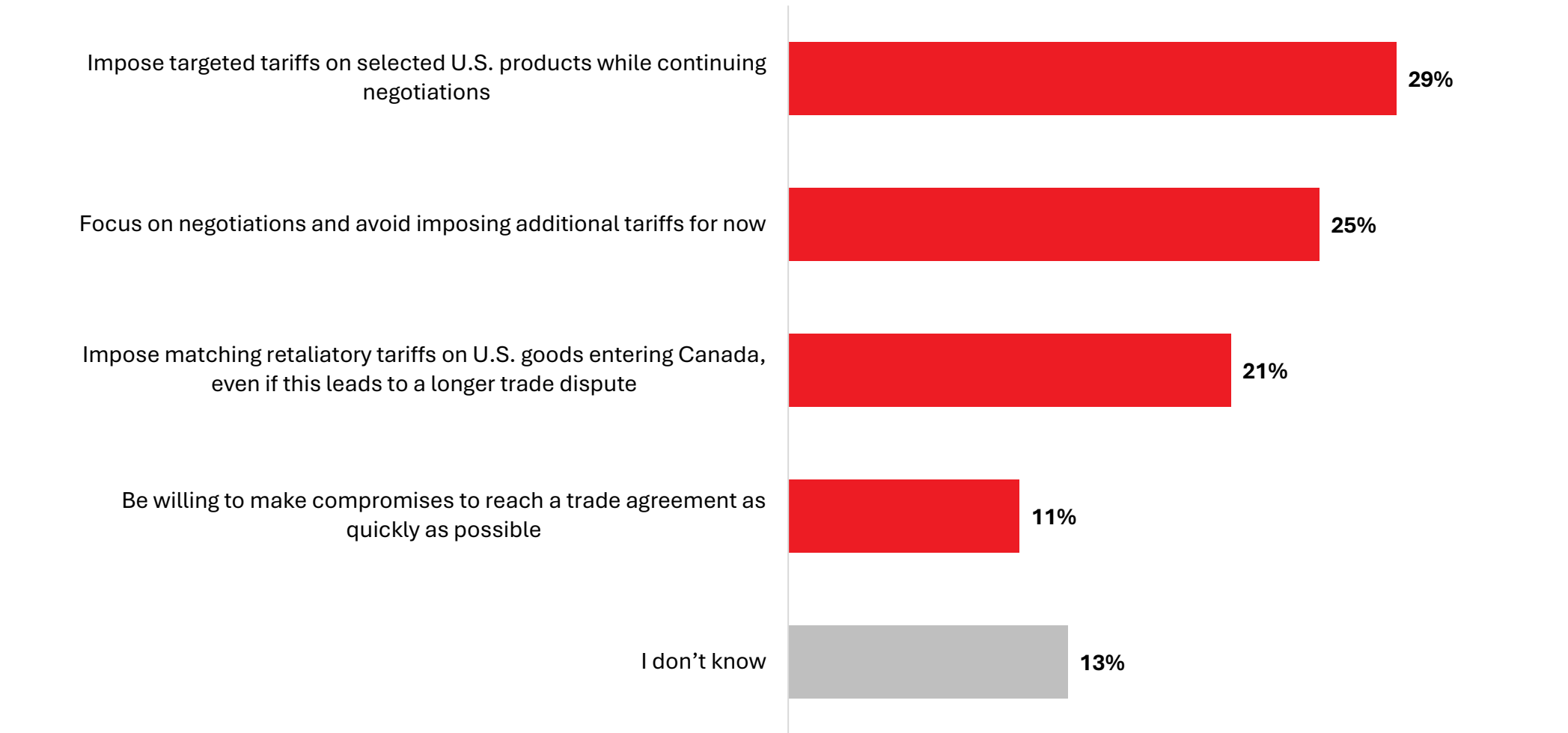
Base: All respondents (n=1,516)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Follow the Trade Relations between US and CAN	
													Total Closely	Total not Closely
Weighted n=	1,516	102	350	587	98	169	211	740	777	405	488	623	1,031	461
Unweighted n=	1,516	101	404	604	126	125	156	807	709	420	417	679	1,075	422
TOTAL HIGH CONFIDENCE	53%	64%	54%	53%	44%	48%	54%	55%	51%	54%	45%	58%	60%	39%
A great deal	19%	22%	15%	21%	16%	16%	18%	21%	16%	15%	12%	26%	23%	9%
Quite a lot	34%	42%	39%	31%	28%	32%	36%	34%	35%	39%	33%	32%	37%	30%
TOTAL LOW CONFIDENCE	38%	24%	38%	38%	45%	42%	40%	38%	38%	33%	45%	36%	35%	46%
Not very much	22%	15%	24%	23%	22%	15%	26%	21%	23%	22%	24%	20%	20%	28%
None at all	16%	9%	14%	15%	23%	27%	14%	17%	15%	11%	21%	16%	15%	19%
I don't know	9%	12%	8%	10%	11%	10%	6%	7%	11%	14%	9%	6%	5%	15%

Preferred Canadian Response to New U.S. Tariffs (1/2)

Q5. Which one of the following approaches do you think the Government of Canada should take in response to the new U.S. tariffs?

Base: All respondents (n=1,516)



Preferred Canadian Response to New U.S. Tariffs (2/2)

Q5. Which one of the following approaches do you think the Government of Canada should take in response to the new U.S. tariffs?

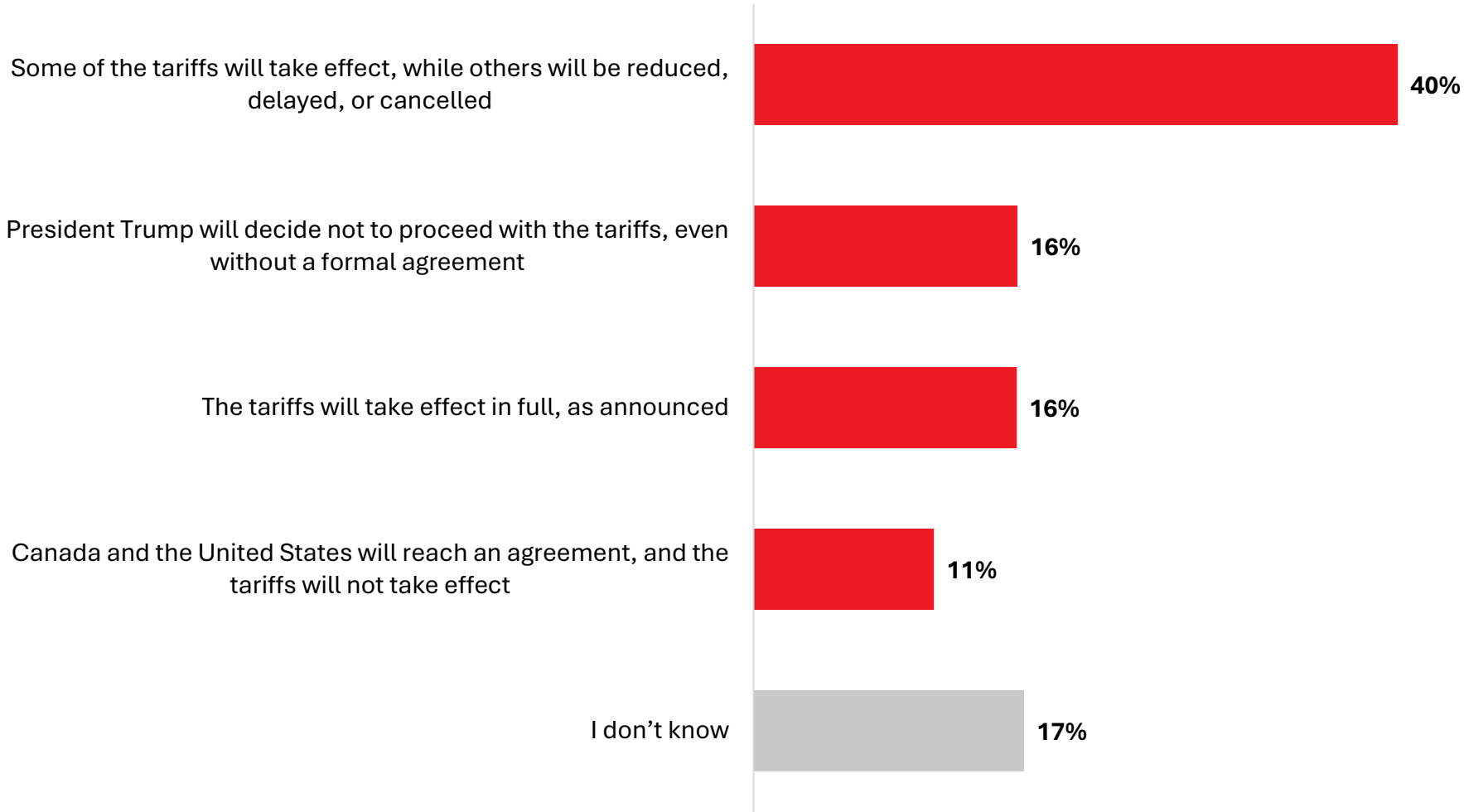
Base: All respondents (n=1,516)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Follow the Trade Relations between US and CAN		Confidence in Carney's Ability to Negotiate with the U.S.	
													Total Closely	Total not Closely	Total High	Total Low
Weighted n=	1,516	102	350	587	98	169	211	740	777	405	488	623	1,031	461	801	579
Unweighted n=	1,516	101	404	604	126	125	156	807	709	420	417	679	1,075	422	849	545
Impose targeted tariffs on selected U.S. products while continuing negotiations	29%	101	404	604	126	125	156	27%	31%	25%	26%	35%	24%	16%	22%	22%
Focus on negotiations and avoid imposing additional tariffs for now	25%	21%	20%	21%	25%	22%	23%	27%	24%	24%	22%	29%	32%	23%	34%	24%
Impose matching retaliatory tariffs on U.S. goods entering Canada, even if this leads to a longer trade dispute	21%	102	350	587	98	169	211	24%	19%	19%	24%	21%	27%	23%	28%	25%
Be willing to make compromises to reach a trade agreement as quickly as possible	11%	38%	26%	30%	23%	21%	35%	12%	10%	14%	14%	7%	11%	12%	8%	17%
I don't know	13%	17%	31%	25%	27%	25%	21%	10%	16%	19%	15%	8%	7%	26%	7%	13%

Expectations for Implementation of New U.S. Tariffs (1/2)

Q6. President Trump announced that the new tariffs on Canadian goods would take effect 30 days after the July 20 announcement. Which of the following do you think is most likely to happen?

Base: All respondents (n=1,516)



Expectations for Implementation of New U.S. Tariffs (2/2)

Q6. President Trump announced that the new tariffs on Canadian goods would take effect 30 days after the July 20 announcement. Which of the following do you think is most likely to happen?

Base: All respondents (n=1,516)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,516	102	350	587	98	169	211	740	777	405	488	623
Unweighted n=	1,516	101	404	604	126	125	156	807	709	420	417	679
Some of the tariffs will take effect, while others will be reduced, delayed, or cancelled	40%	30%	38%	38%	44%	40%	49%	38%	41%	42%	41%	38%
The tariffs will take effect in full, as announced	16%	21%	16%	18%	17%	16%	10%	16%	16%	19%	20%	12%
President Trump will decide not to proceed with the tariffs, even without a formal agreement	16%	21%	21%	14%	13%	18%	13%	16%	16%	9%	15%	22%
Canada and the United States will reach an agreement, and the tariffs will not take effect	11%	8%	10%	13%	12%	11%	10%	13%	10%	13%	9%	12%
I don't know	17%	20%	15%	17%	14%	16%	18%	17%	17%	17%	16%	17%

Respondent Profile

Respondent profiles

(Base n=1,516)

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

Gender		
	Unweighted	Weighted
Male	807	740
Female	709	777

Language (Mother Tongue)		
	Unweighted	Weighted
French	354	299
English	1,049	1,097
Other	113	120

Age		
	Unweighted	Weighted
18 to 34	420	405
35 to 54	417	488
55+	679	623

Province		
	Unweighted	Weighted
British Columbia	156	211
Alberta	125	169
Manitoba/Saskatchewan	126	98
Ontario	604	587
Quebec	404	350
Atlantic	101	102

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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consultants

8
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