

Report

Canada – U.S. Trade Negotiations

*Followed by a Survey on U.S.
Politics*

August 17th, 2026



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Methodology

Methodology - Canada-U.S. Trade Negotiations

This week, we conducted a survey of Canadians to explore their views related to the US-Canada trades negotiations starting later in August 2026.

Method

Online survey among Canadian respondents 18 years of age or older. (**n=1,622**)

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 **August 15th to 17th, 2026**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.4%**, (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:

Sebastien Dallaire (sdallaire@leger360.com)
Chief Insights Officer

Andrew Enns (aenns@leger360.com)
Executive Vice-President, Central Canada

Steve Mossop (smossop@leger360.com)
Executive Vice-President, Western Canada

➔ Notes

A more detailed sample breakdown is presented in the Appendix.

Methodology - U.S. Politics

This week, we conducted a survey of Americans to explore their views on American politics.

Method

Online survey among respondents 18 years of age or older.
(American sample: **n=1,010**)

Respondents 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.

When

Data collection from **August 15th to 17th, 2026**.

Margin of error

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

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Executive Vice-President, Western Canada

➔ 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

Key Highlights

Some of **the key highlights** of our survey on U.S.-Canada Trade Negotiations...

- **Canadians want the government to be tougher in the negotiations.** Most Canadians describe the government approach as quite passive (38%) and balanced (30%). However, 56% consider that the government should take a hard line and make no more concessions, whereas only 31% think that we should be flexible and make concessions. Quebecers (61%) and women (60%) respondents are more likely to support a hard-line approach in trade negotiations with the U.S.
- **There is broad support for stronger retaliatory trade measures against the U.S.** Three quarters support a special tax on electricity exports to the U.S. (74%), while 70% support taxing oil and gas exports and 70% in favour of restricting U.S.-owned companies from Canadian government contracts. Conservatives, Albertans and people aged between 18 and 34 are less likely to support retaliatory measures against the U.S.
- **Canadians are much less receptive to major concessions.** Opening passenger air travel to U.S. airlines receives the most support at 46%; support falls to 38% for greater U.S. telecom access, 26% for reducing supply management and 25% for greater U.S. access to banking. Conservative voters and male respondents are more likely to support concessions to U.S. Women and people aged 55+, and voters for the LPC, NDP and BQ are less likely to support concessions in trade negotiations.
- **Following a new Canadian-U.S. trade agreement, nearly half of Canadians would want a new federal election.** Nearly half (47%) say a federal election should follow a new Canadian—U.S. trade agreement so Canadians can weigh in, versus 35% who disagree. Thirty-four percent of LPC voters, 67% of CPC voters, 45% of NDP voters, 51% of BQ voters and 56% of GPC voters support a new elections in this scenario. Separately, 43% support asking for the U.S. ambassador to be recalled, compared with 19% opposed.

Key Highlights

Some of **the key highlights** of our survey on U.S. Politics...

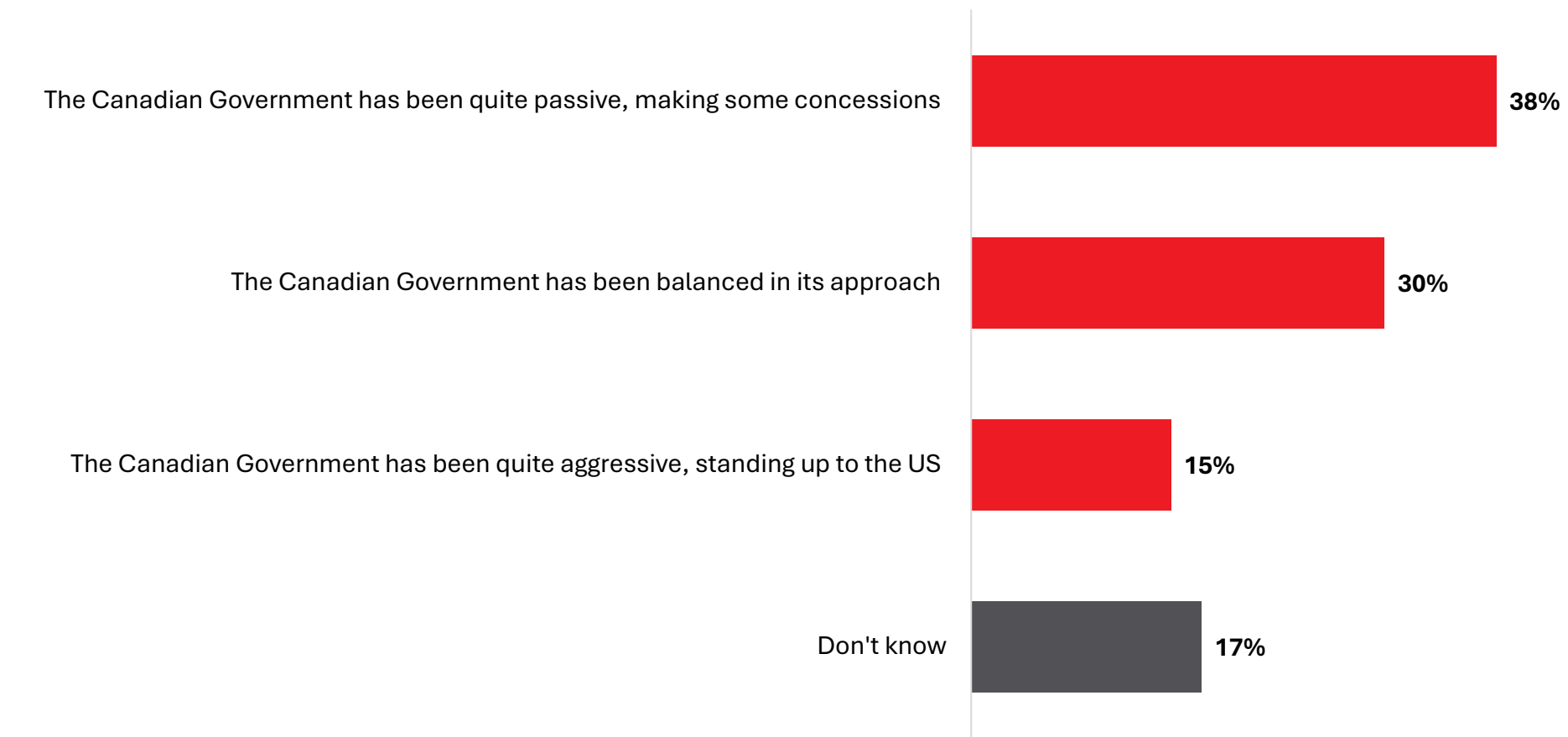
- **Democrats lead the early 2028 presidential ballot.** If the election were held today, 54% of Americans say they would vote for the Democratic candidate versus 42% for the Republican candidate. Since April 20, 2026, among decided voters, support for the Democratic candidate has increased by 2 percentage points, support for the Republican candidate has remained unchanged and support for someone else has declined by 3 points to 4%.
- **President Trump remains underwater on job approval.** Just 37% approve of his performance as president, compared with 54% who disapprove — a 17-point negative approval gap. Trump's approval has remained relatively stable, while disapproval has edged higher. Approval stands at 37%, close to its levels throughout 2025 and slightly above 36% in April 2026; disapproval has risen to 54%, its highest level in the trend shown.
- **Trade and tariffs are clear vulnerabilities for the administration.** A majority rates Trump's management of international trade poorly (54% vs. 39% positively), while 57% believe his tariffs and tariff threats are negatively affecting the U.S. economy, compared with 21% who see a positive effect.

U.S.-Canada Trade Negotiations

Perceptions of the Canadian Government’s Approach to U.S. Trade Negotiations (1/2)

Q1. Based on what you have read, heard or seen, which of the following descriptions best describes how you feel Prime Minister Carney and the Government of Canada has approached the negotiations for a new trade deal with the United States?

Base: All respondents (n=1,622)



Perceptions of the Canadian Government's Approach to U.S. Trade Negotiations (2/2)

Q1. Based on what you have read, heard or seen, which of the following descriptions best describes how you feel Prime Minister Carney and the Government of Canada has approached the negotiations for a new trade deal with the United States?

Base: All respondents (n=1,622)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
The Canadian Government has been quite passive, making some concessions	38%	33%	44%	41%	33%	35%	30%	41%	36%	37%	36%	41%
The Canadian Government has been balanced in its approach	30%	36%	27%	31%	28%	25%	34%	31%	30%	26%	27%	35%
The Canadian Government has been quite aggressive, standing up to the US	15%	13%	7%	15%	20%	19%	21%	17%	12%	17%	17%	11%
Don't know	17%	19%	21%	13%	18%	21%	15%	11%	22%	19%	20%	13%

Perceptions of the Canadian Government’s Approach to U.S. Trade Negotiations – *By Voting Intentions*

Q1. Based on what you have read, heard or seen, which of the following descriptions best describes how you feel Prime Minister Carney and the Government of Canada has approached the negotiations for a new trade deal with the United States?

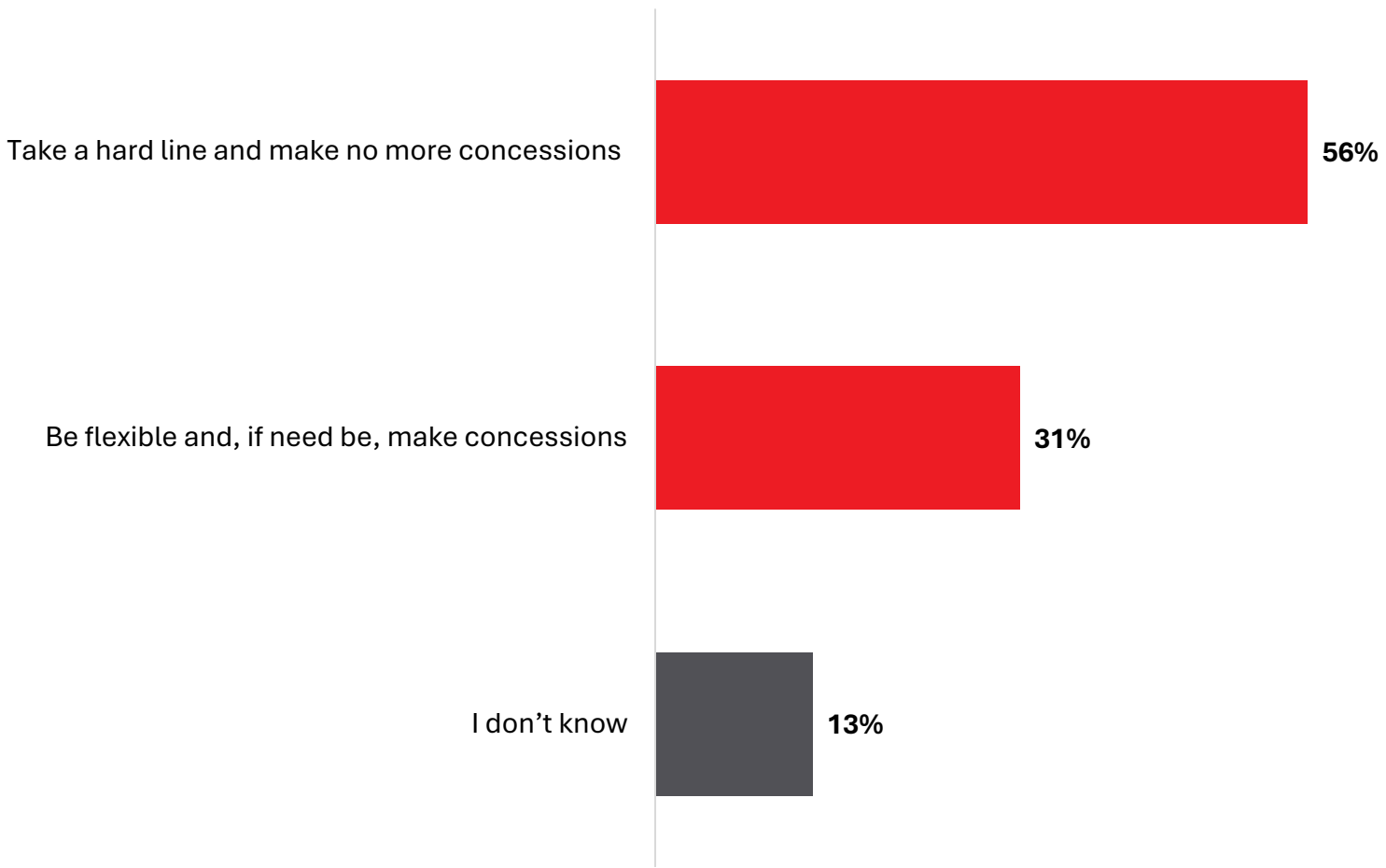
Base: All respondents (n=1,622)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,622	624	466	116	98	39
Unweighted n=	1,622	688	397	126	107	45
The Canadian Government has been quite passive, making some concessions	38%	23%	63%	30%	67%	37%
The Canadian Government has been balanced in its approach	30%	52%	10%	33%	23%	31%
The Canadian Government has been quite aggressive, standing up to the US	15%	20%	13%	17%	4%	26%
I don't know	17%	5%	15%	21%	6%	6%

Perceptions of Canadian Concessions in U.S. Trade Negotiations (1/2)

Q2. In your opinion, how would you like the Government of Canada to approach the negotiations with the United States?

Base: All respondents (n=1,622)



Perceptions of Canadian Concessions in U.S. Trade Negotiations (2/2)

Q2. In your opinion, how would you like the Government of Canada to approach the negotiations with the United States?

Base: All respondents (n=1,622)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
Take a hard line and make no more concessions	56%	63%	61%	53%	56%	46%	56%	51%	60%	51%	55%	59%
Be flexible and, if need be, make concessions	31%	26%	25%	34%	33%	38%	28%	39%	24%	34%	30%	30%
I don't know	13%	12%	13%	12%	11%	16%	16%	10%	17%	15%	15%	11%

Perceptions of Canadian Concessions in U.S. Trade Negotiations – *By Voting Intentions*

Q2. In your opinion, how would you like the Government of Canada to approach the negotiations with the United States?

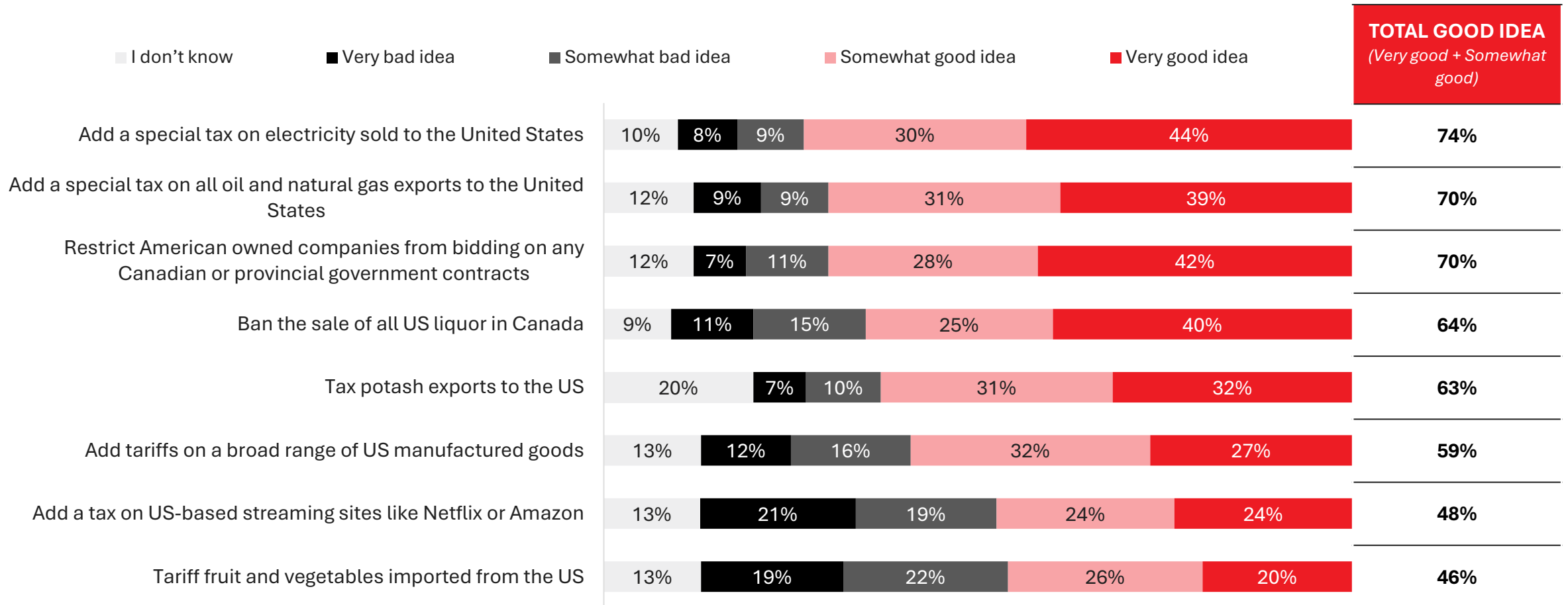
Base: All respondents (n=1,622)

						
	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,622	624	466	116	98	39
Unweighted n=	1,622	688	397	126	107	45
Take a hard line and make no more concessions	56%	58%	51%	69%	79%	79%
Be flexible and, if need be, make concessions	31%	34%	39%	20%	16%	17%
I don't know	13%	8%	10%	11%	5%	4%

Support for Stronger Retaliatory Trade Measures Against the U.S. (1/2)

Q3. Some people have suggested that Canada should be more aggressive in the negotiations with the United States and, if need be, implement stronger retaliatory measures. Below are actions the Canadian government could take to put pressure on the US to negotiate a fair deal. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

Base: All respondents (n=1,622)



Support for Stronger Retaliatory Trade Measures Against the U.S. (2/2)

Q3. Some people have suggested that Canada should be more aggressive in the negotiations with the United States and, if need be, implement stronger retaliatory measures. Below are actions the Canadian government could take to put pressure on the US to negotiate a fair deal. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

Base: All respondents (n=1,622)

% Total Good Idea	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
Add a special tax on electricity sold to the United States	74%	79%	79%	74%	66%	59%	78%	72%	75%	65%	72%	81%
Restrict American owned companies from bidding on any Canadian or provincial government contracts	70%	71%	71%	70%	73%	62%	75%	69%	72%	66%	65%	77%
Add a special tax on all oil and natural gas exports to the United States	70%	75%	71%	71%	72%	58%	72%	68%	73%	62%	69%	76%
Ban the sale of all US liquor in Canada	64%	73%	69%	65%	62%	47%	64%	64%	65%	58%	60%	72%
Tax potash exports to the US	63%	69%	65%	62%	58%	54%	67%	65%	61%	52%	60%	71%
Add tariffs on a broad range of US manufactured goods	59%	63%	64%	59%	54%	50%	57%	59%	58%	55%	56%	64%
Add a tax on US-based streaming sites like Netflix or Amazon	48%	51%	61%	45%	40%	36%	44%	52%	44%	47%	44%	52%
Tariff fruit and vegetables imported from the US	46%	49%	52%	47%	39%	33%	45%	48%	45%	44%	48%	46%

Support for Stronger Retaliatory Trade Measures Against the U.S. – *By Voting Intentions*

Q3. Some people have suggested that Canada should be more aggressive in the negotiations with the United States and, if need be, implement stronger retaliatory measures. Below are actions the Canadian government could take to put pressure on the US to negotiate a fair deal. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

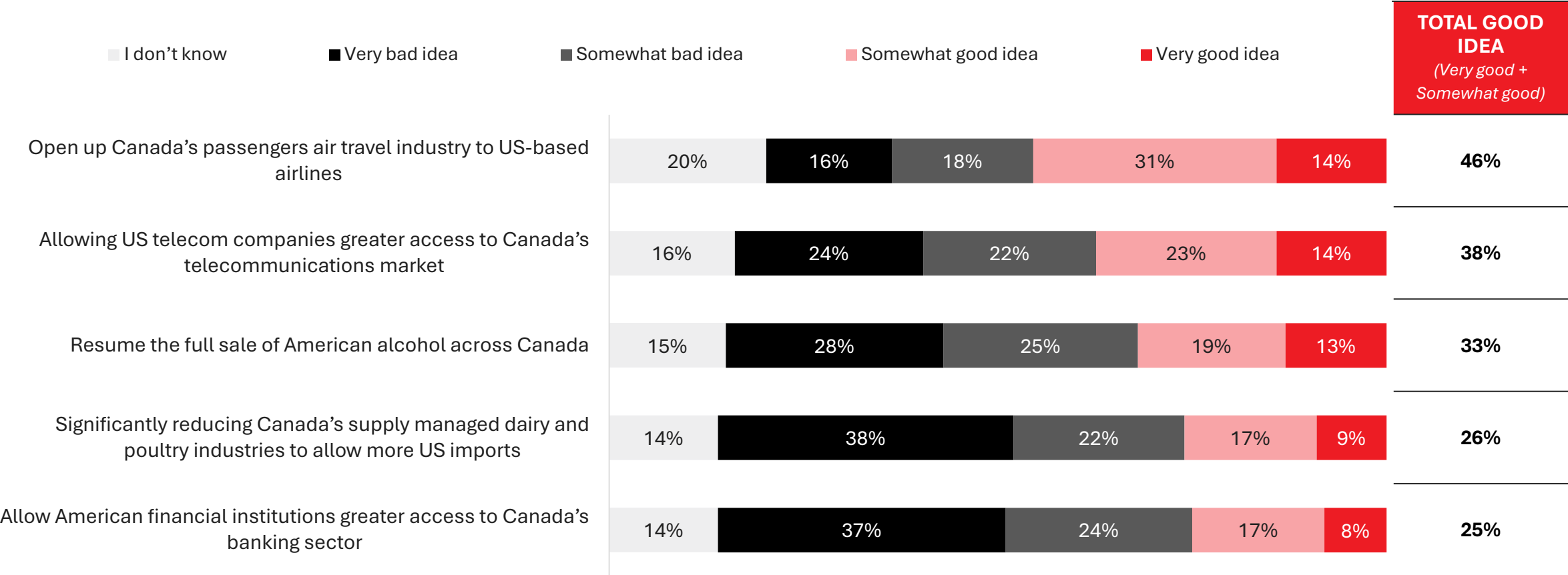
Base: All respondents (n=1,622)

						
% Total Good Idea	Total Canada	LPC	CPC	NDP	BQ	GPC
Weighted n=	1,622	624	466	116	98	39
Unweighted n=	1,622	688	397	126	107	45
Add a special tax on electricity sold to the United States	74%	83%	63%	88%	93%	71%
Restrict American owned companies from bidding on any Canadian or provincial government contracts	70%	80%	65%	82%	82%	70%
Add a special tax on all oil and natural gas exports to the United States	70%	79%	65%	82%	83%	51%
Ban the sale of all US liquor in Canada	64%	76%	52%	77%	93%	57%
Tax potash exports to the US	63%	73%	57%	65%	77%	70%
Add tariffs on a broad range of US manufactured goods	59%	66%	53%	63%	78%	72%
Add a tax on US-based streaming sites like Netflix or Amazon	48%	52%	40%	53%	85%	63%
Tariff fruit and vegetables imported from the US	46%	52%	42%	54%	58%	48%

Support for Canadian Concessions to Secure a Lasting U.S. Trade Deal (1/2)

Q4. Another perspective is Canada needs to make significant concessions to encourage the United States to enter into a lasting trade deal that is good for both countries. Below are actions the Canadian government may help achieve a lasting and fair-trade deal with the US. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

Base: All respondents (n=1,622)



Support for Canadian Concessions to Secure a Lasting U.S. Trade Deal (2/2)

Q4. Another perspective is Canada needs to make significant concessions to encourage the United States to enter into a lasting trade deal that is good for both countries. Below are actions the Canadian government may help achieve a lasting and fair-trade deal with the US. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

Base: All respondents (n=1,622)

% Total Good Idea	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
Open up Canada’s passengers air travel industry to US-based airlines	46%	43%	41%	45%	46%	53%	50%	54%	38%	51%	47%	42%
Allowing US telecom companies greater access to Canada’s telecommunications market	38%	36%	34%	37%	43%	40%	42%	50%	26%	37%	40%	36%
Resume the full sale of American alcohol across Canada	33%	31%	31%	31%	35%	42%	30%	40%	25%	41%	35%	25%
Significantly reducing Canada’s supply managed dairy and poultry industries to allow more US imports	26%	26%	24%	26%	27%	30%	26%	34%	18%	32%	29%	20%
Allow American financial institutions greater access to Canada’s banking sector	25%	26%	20%	26%	21%	32%	25%	34%	16%	34%	28%	16%

Support for Canadian Concessions to Secure a Lasting U.S. Trade Deal – *By Voting Intentions*

Q4. Another perspective is Canada needs to make significant concessions to encourage the United States to enter into a lasting trade deal that is good for both countries. Below are actions the Canadian government may help achieve a lasting and fair-trade deal with the US. Please indicate whether you feel implementing these measures would be a good idea or a bad idea at this time.

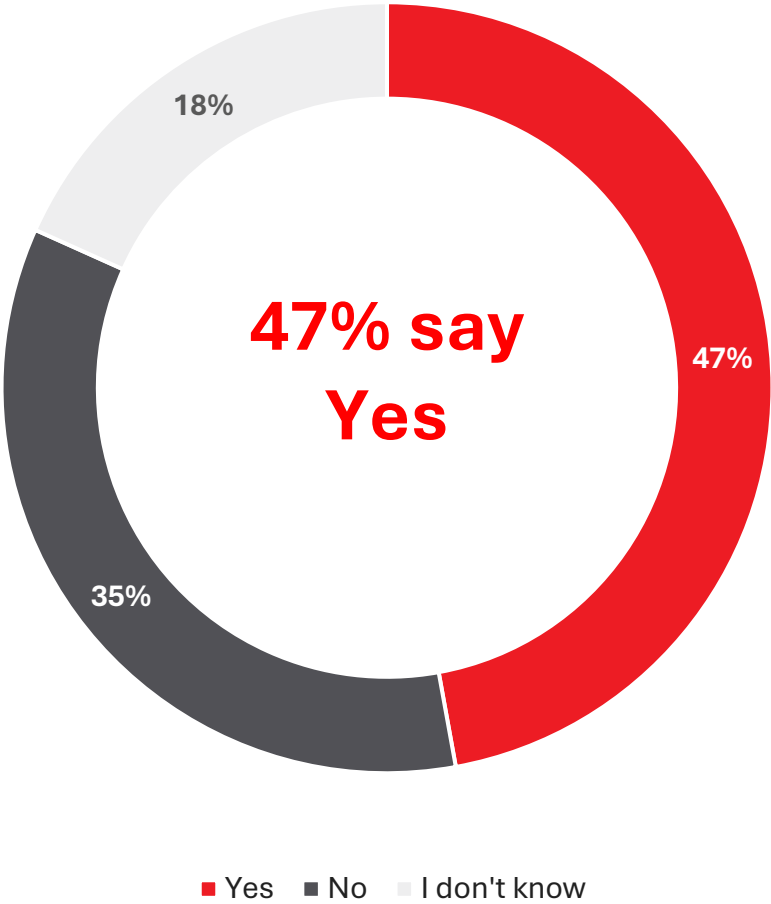
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Open up Canada’s passengers air travel industry to US-based airlines	46%	42%	62%	35%	35%	39%
Allowing US telecom companies greater access to Canada’s telecommunications market	38%	35%	51%	28%	28%	28%
Resume the full sale of American alcohol across Canada	33%	27%	48%	21%	18%	21%
Significantly reducing Canada’s supply managed dairy and poultry industries to allow more US imports	26%	22%	37%	21%	17%	28%
Allow American financial institutions greater access to Canada’s banking sector	25%	19%	37%	21%	18%	18%

Support for a Federal Election Following a New Trade Deal (1/2)

Q5. If a new trade deal between Canada and the United States is reached, do you feel there should be a general federal election to allow Canadians an opportunity to voice their opinion about the deal?

Base: All respondents (n=1,622)



Support for a Federal Election Following a New Trade Deal (2/2)

Q5. If a new trade deal between Canada and the United States is reached, do you feel there should be a general federal election to allow Canadians an opportunity to voice their opinion about the deal?

Base: All respondents (n=1,622)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
Yes	47%	43%	46%	49%	45%	48%	46%	46%	49%	53%	49%	42%
No	35%	36%	37%	31%	40%	33%	38%	39%	30%	24%	35%	41%
I don't know	18%	21%	17%	20%	14%	19%	16%	15%	21%	23%	16%	17%

Support for a Federal Election Following a New Trade Deal – *By Voting Intentions*

Q5. If a new trade deal between Canada and the United States is reached, do you feel there should be a general federal election to allow Canadians an opportunity to voice their opinion about the deal?

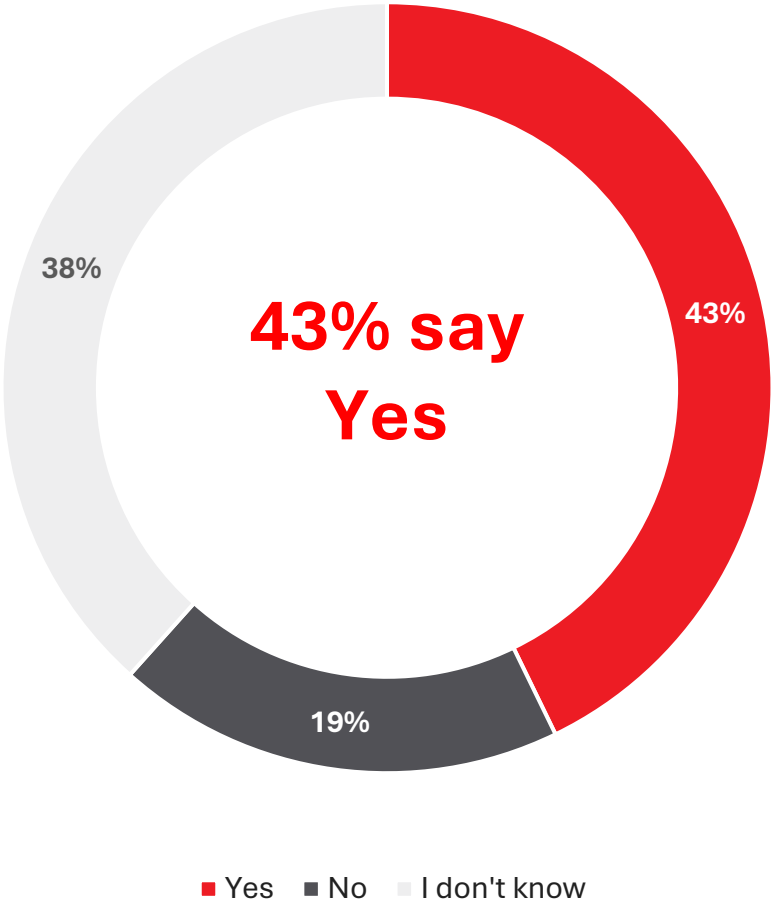
Base: All respondents (n=1,622)

							
		Total Canada	LPC	CPC	NDP	BQ	GPC
	Weighted n=	1,622	624	466	116	98	39
	Unweighted n=	1,622	688	397	126	107	45
Yes		47%	34%	67%	45%	51%	56%
No		35%	51%	19%	29%	42%	27%
I don't know		18%	15%	14%	25%	7%	16%

Support for Recalling the U.S. Ambassador to Canada (1/2)

Q6. Do you think the Canadian Government should formally request the current US Ambassador to Canada, Pete Hoekstra, be recalled and a new ambassador appointed in his stead?

Base: All respondents (n=1,622)



Support for Recalling the U.S. Ambassador to Canada (2/2)

Q6. Do you think the Canadian Government should formally request the current US Ambassador to Canada, Pete Hoekstra, be recalled and a new ambassador appointed in his stead?

Base: All respondents (n=1,622)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,622	110	377	631	105	173	226	794	828	427	524	671
Unweighted n=	1,622	120	424	635	136	141	166	811	811	443	439	740
Yes	43%	45%	37%	44%	48%	39%	48%	48%	38%	40%	37%	50%
No	19%	16%	20%	19%	18%	25%	13%	25%	13%	21%	19%	18%
I don't know	38%	38%	42%	37%	34%	36%	38%	27%	49%	40%	45%	32%

Support for Recalling the U.S. Ambassador to Canada – *By Voting Intentions*

Q6. Do you think the Canadian Government should formally request the current US Ambassador to Canada, Pete Hoekstra, be recalled and a new ambassador appointed in his stead?

Base: All respondents (n=1,622)

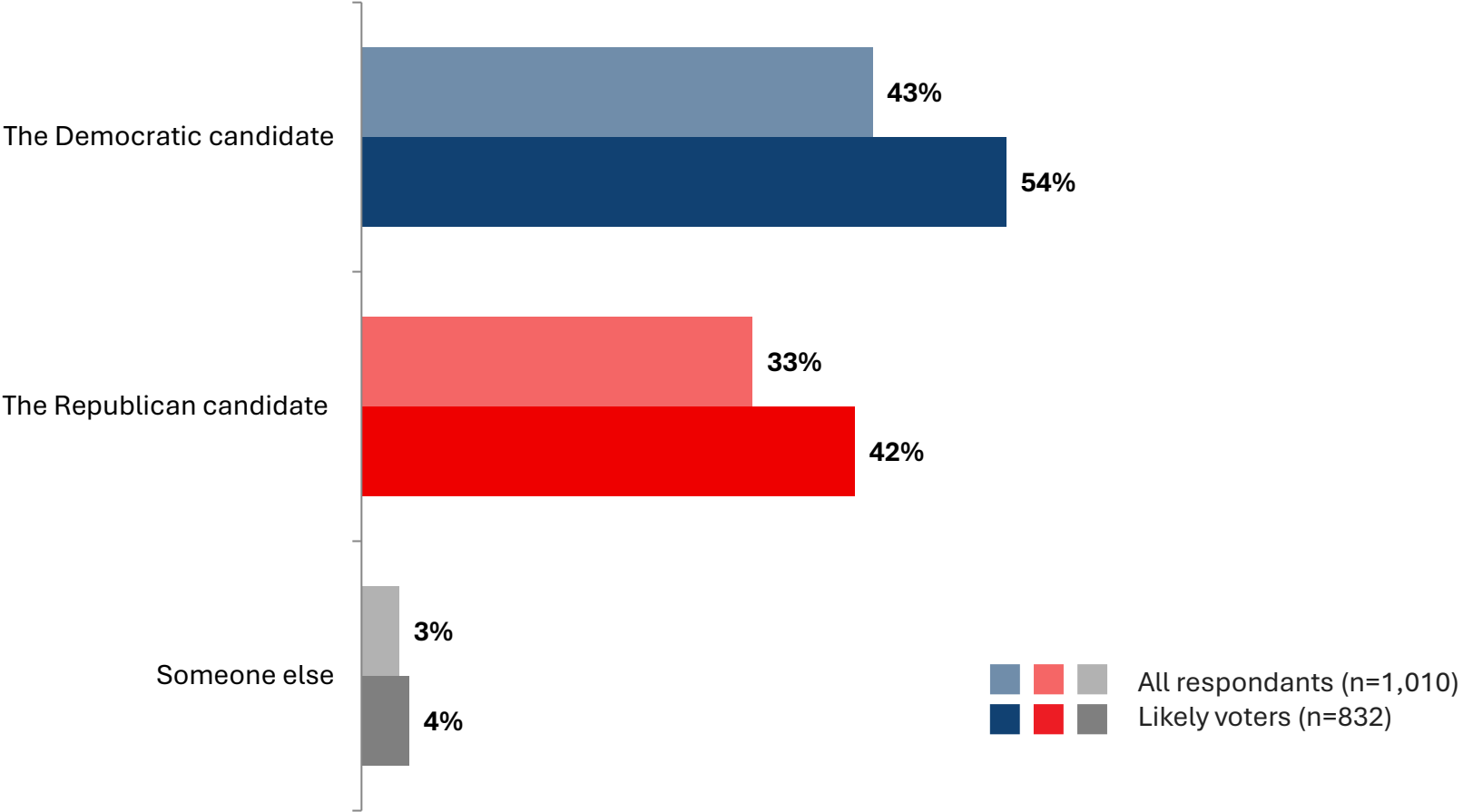
							
		Total Canada	LPC	CPC	NDP	BQ	GPC
	Weighted n=	1,622	624	466	116	98	39
	Unweighted n=	1,622	688	397	126	107	45
Yes		43%	55%	38%	49%	50%	42%
No		19%	17%	22%	12%	16%	16%
I don't know		38%	29%	40%	39%	34%	42%

U.S. Politics

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

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

Base: All respondents (n=1,010) / Decided voters (n=832)



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

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

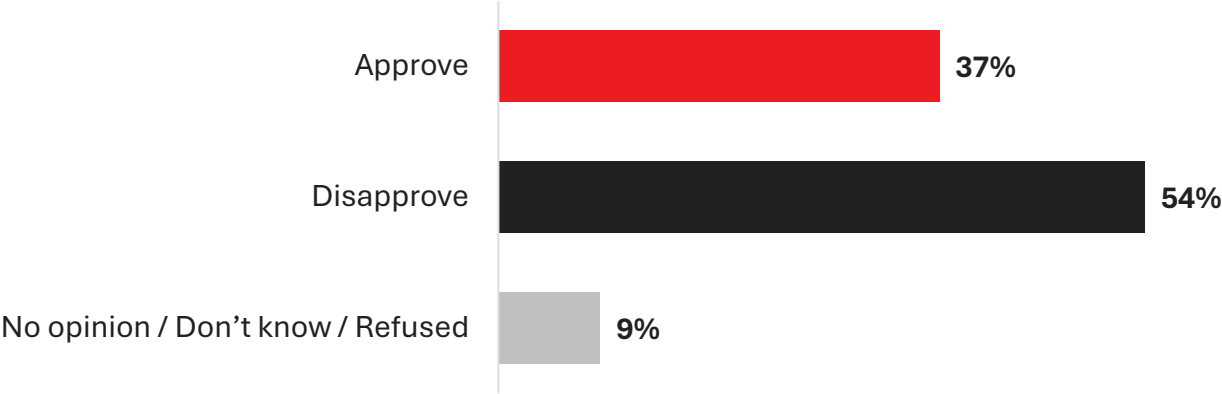
Base: All respondents (n=1,010) / Decided voters (n=832)

	TOTAL ALL RESPONDENTS	TOTAL DECIDED VOTERS	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	TOTAL DECIDED VOTERS April 20 th 2026	Gap
Weighted n=	1,010	800	158	176	307	160	157	286	357	415	385	804	
Unweighted n=	1,010	832	176	188	322	146	57	250	525	389	443	844	
The Democratic candidate	43%	54%	58%	56%	45%	67%	67%	54%	50%	53%	55%	52%	+2
The Republican candidate	33%	42%	42%	42%	48%	29%	30%	41%	47%	44%	39%	42%	=
Someone else	3%	4%	0%	2%	7%	4%	3%	5%	4%	3%	6%	7%	-3
Can't vote	2%	-	-	-	-	-	-	-	-	-	-	-	-
Won't vote	9%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-

Approval of Donald Trump’s Job Performance

Q7. Do you approve or disapprove of the way Donald Trump is handling his job as President?

Base: All respondents (n=1,010)

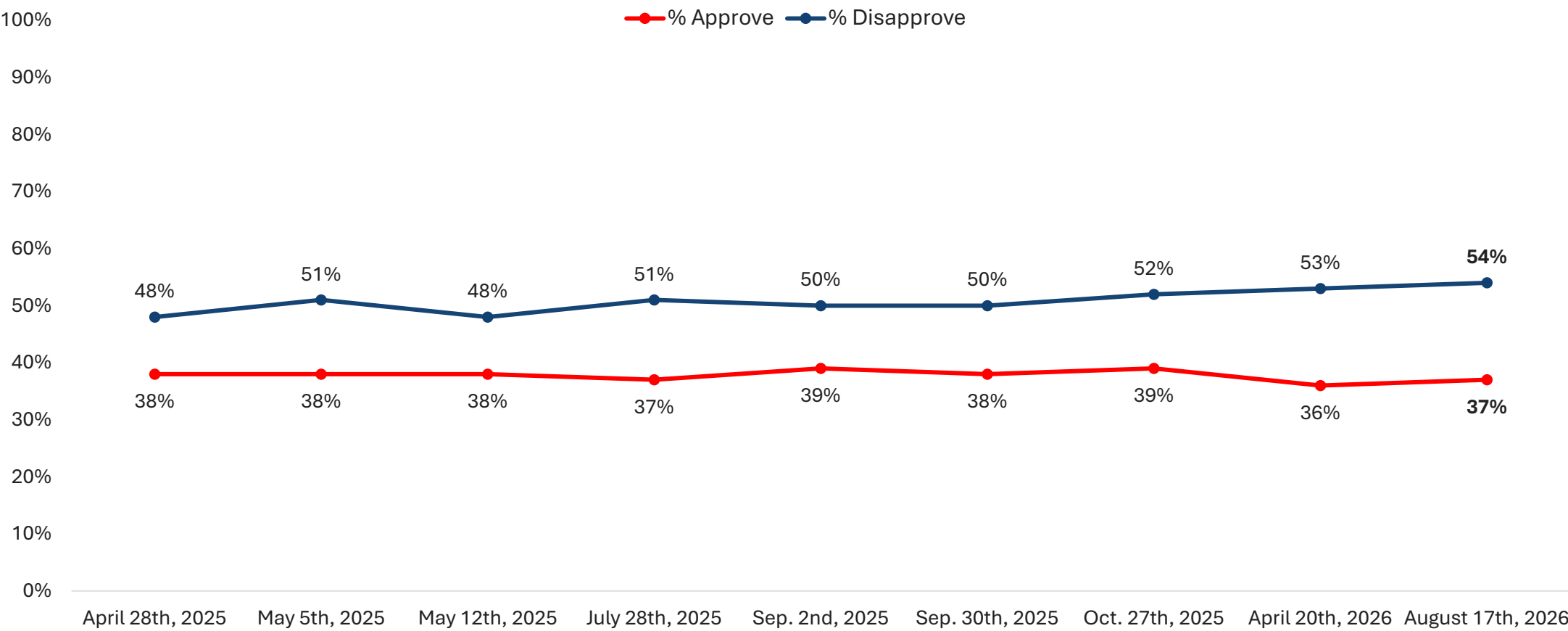


Vote in the 2024 Presidential Election																
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Kamala Harris	Donald Trump	Someone else
Weighted n=	1,010	192	216	391	211	205	371	434	495	515	288	350	311	378	383	16
Unweighted n=	1,010	212	224	395	179	70	319	621	461	549	306	346	315	432	381	28*
Approve	37%	37%	37%	41%	31%	27%	37%	41%	43%	31%	83%	8%	32%	2%	84%	11%
Disapprove	54%	58%	56%	51%	56%	58%	54%	53%	52%	57%	13%	90%	58%	97%	13%	86%
No opinion / DK / Refusal	9%	5%	8%	8%	13%	15%	9%	5%	5%	12%	5%	1%	10%	1%	3%	3%

*Due to the low number of respondents (n<30), results are presented for indicative purposes only.

Approval of Donald Trump's Job Performance – Trended

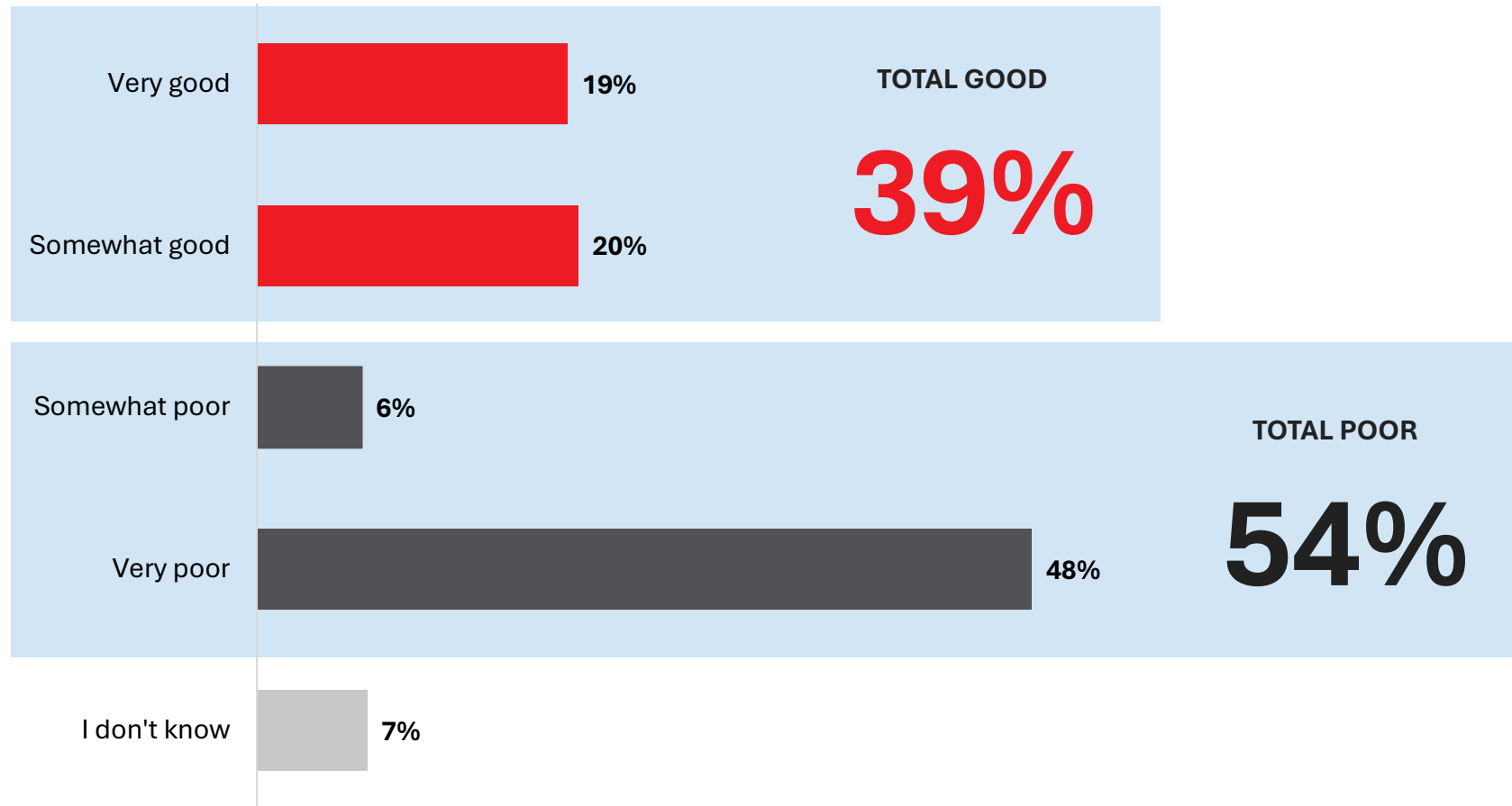
Q7. Do you approve or disapprove of the way Donald Trump is handling his job as President?



Assessment of Donald Trump's Management of International Trade Relations (1/2)

Q8. Overall, how would you rate President Donald Trump's performance in managing trade relationships with other countries?

Base: All respondents (n=1,010)



Assessment of Donald Trump’s Management of International Trade Relations (2/2)

Q8. Overall, how would you rate President Donald Trump’s performance in managing trade relationships with other countries?

Base: All respondents (n=1,010)

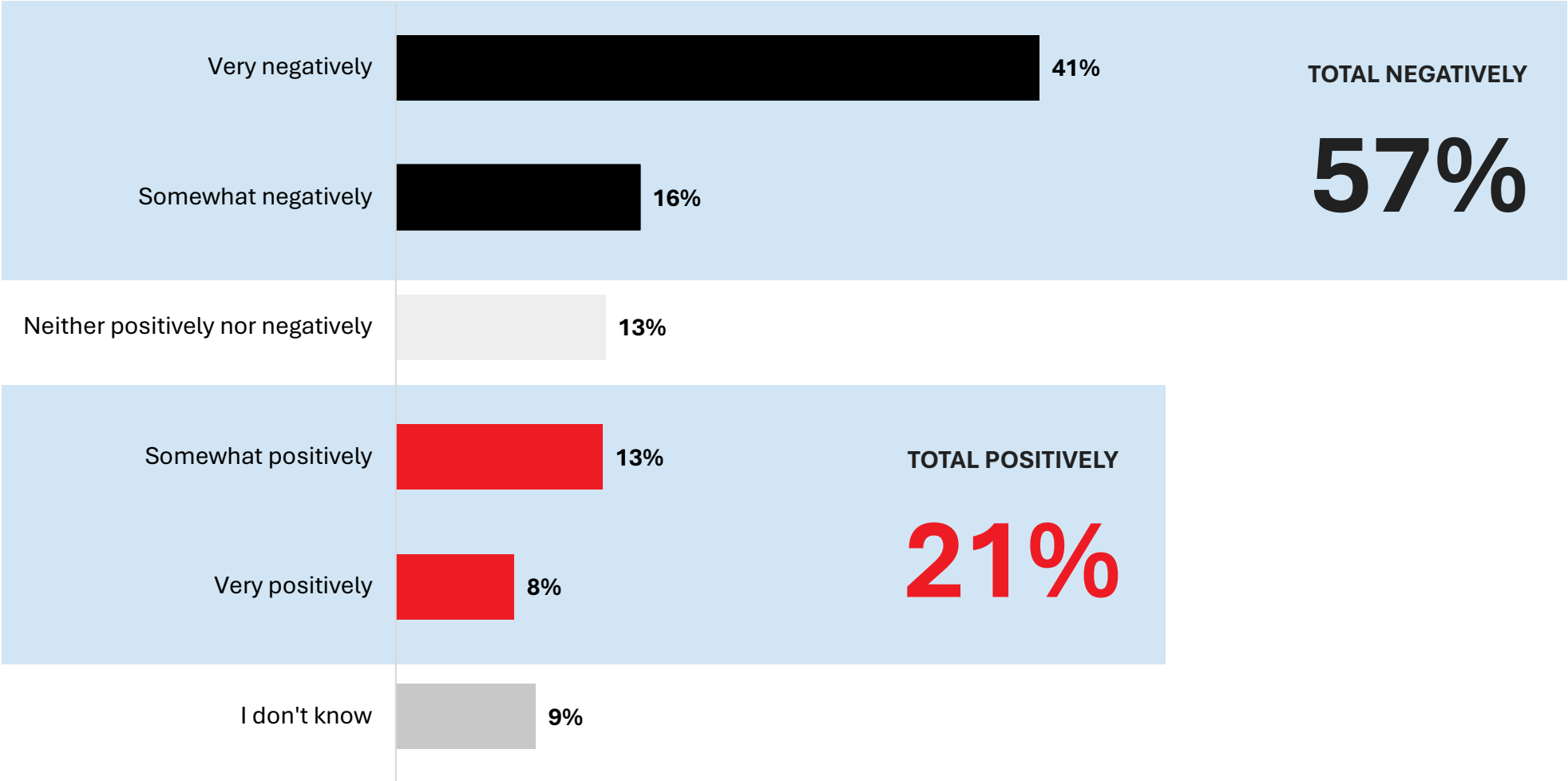
														Vote in the 2024 Presidential Election		
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Indepen- dent	Kamala Harris	Donald Trump	Someone else
Weighted n=	1,010	192	216	391	211	205	371	434	495	515	288	350	311	378	383	16
Unweighted n=	1,010	212	224	395	179	70	319	621	461	549	306	346	315	432	381	28*
NET GOOD	39%	39%	35%	42%	37%	34%	38%	42%	43%	35%	82%	12%	32%	4%	83%	12%
Very good	19%	16%	16%	20%	23%	20%	16%	21%	22%	17%	44%	5%	15%	2%	46%	0%
Somewhat good	20%	23%	19%	22%	14%	14%	22%	20%	21%	18%	38%	8%	18%	3%	37%	12%
NET POOR	54%	56%	58%	51%	55%	55%	54%	54%	53%	55%	16%	86%	57%	95%	16%	87%
Somewhat poor	6%	5%	4%	8%	7%	4%	7%	7%	4%	8%	7%	5%	8%	5%	7%	17%
Very poor	48%	51%	54%	43%	47%	51%	48%	47%	49%	47%	9%	81%	49%	90%	9%	70%
I don’t know	7%	5%	7%	7%	8%	11%	7%	4%	4%	10%	2%	2%	10%	1%	1%	1%

*Due to the low number of respondents (n<30), results are presented for indicative purposes only.

Perceived Impact of Trump Administration Tariffs on the U.S. Economy (1/2)

Q9. To what extent do you think tariffs and threats of tariffs imposed by President Trump are affecting the U.S. economy?

Base: All respondents (n=1,010)



Perceived Impact of Trump Administration Tariffs on the U.S. Economy (2/2)

Q9. To what extent do you think tariffs and threats of tariffs imposed by President Trump are affecting the U.S. economy?

Base: All respondents (n=1,010)

														Vote in the 2024 Presidential Election		
	Total U.S.	North East	Mid West	South	West	18-34	35-54	55+	Male	Female	Republican	Democrat	Independ-ent	Kamala Harris	Donald Trump	Someone else *
Weighted n=	1,010	192	216	391	211	205	371	434	495	515	288	350	311	378	383	16
Unweighted n=	1,010	212	224	395	179	70	319	621	461	549	306	346	315	432	381	28*
NET NEGATIVELY	57%	59%	58%	56%	56%	52%	54%	61%	56%	58%	28%	83%	60%	91%	28%	89%
Very negatively	41%	47%	44%	40%	36%	42%	41%	41%	42%	40%	11%	71%	41%	78%	11%	51%
Somewhat negatively	16%	12%	14%	16%	20%	11%	12%	21%	13%	18%	17%	12%	19%	13%	17%	38%
Neither positively nor negatively	13%	14%	12%	13%	16%	10%	17%	12%	11%	16%	23%	6%	13%	3%	23%	10%
NET POSITIVELY	21%	22%	16%	24%	19%	22%	20%	21%	29%	13%	43%	9%	18%	5%	44%	0%
Somewhat positively	13%	13%	9%	16%	12%	16%	14%	12%	20%	7%	26%	5%	13%	2%	28%	0%
Very positively	8%	8%	7%	8%	7%	6%	7%	9%	9%	6%	17%	4%	4%	3%	16%	0%
Don't know	9%	6%	14%	8%	9%	16%	9%	6%	4%	13%	6%	3%	10%	1%	5%	1%

*Due to the low number of respondents (n<30), results are presented for indicative purposes only.

Respondent Profile

Respondent profiles – U.S.-Canada Trade Negotiations

(Base n=1,622)

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

Gender		
	Unweighted	Weighted
Male	811	794
Female	811	828

Language (Mother Tongue)		
	Unweighted	Weighted
French	363	322
English	1,135	1,179
Other	124	122

Age		
	Unweighted	Weighted
18 to 34	443	427
35 to 54	439	524
55+	740	671

Province		
	Unweighted	Weighted
British Columbia	166	226
Alberta	141	173
Manitoba/Saskatchewan	136	105
Ontario	635	631
Quebec	424	377
Atlantic	120	110

Respondent profiles - U.S. Politics

(Base n=1,010)

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

Gender

	Unweighted	Weighted
Male	461	495
Female	549	515

Region

	Unweighted	Weighted
Northeast	212	192
Midwest	224	216
South	395	391
West	179	211

Age

	Unweighted	Weighted
Between 18 and 34	70	205
Between 35 and 54	319	371
55 and older	621	434

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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