

Canadian Attitudes Towards Trump

Public Opinion Research
Field Dates: November 22nd to December 3rd, 2024



Survey Methodology



These are the results of an online survey conducted between November 22nd to December 3rd, 2024.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=2,390 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

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Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	255	10.7%	133	13.3%
Men 35-54	364	15.2%	158	15.8%
Men 55+	537	22.5%	195	19.5%
Women 18-34	268	11.2%	131	13.1%
Women 35-54	422	17.7%	166	16.6%
Women 55+	537	22.5%	213	21.3%
Region				
BC	442	18.5%	140	14.0%
AB	402	16.8%	112	11.2%
Prairies	111	4.6%	64	6.4%
ON	783	32.8%	386	38.6%
QC	505	21.1%	230	23.0%
Atlantic	147	6.2%	67	6.7%

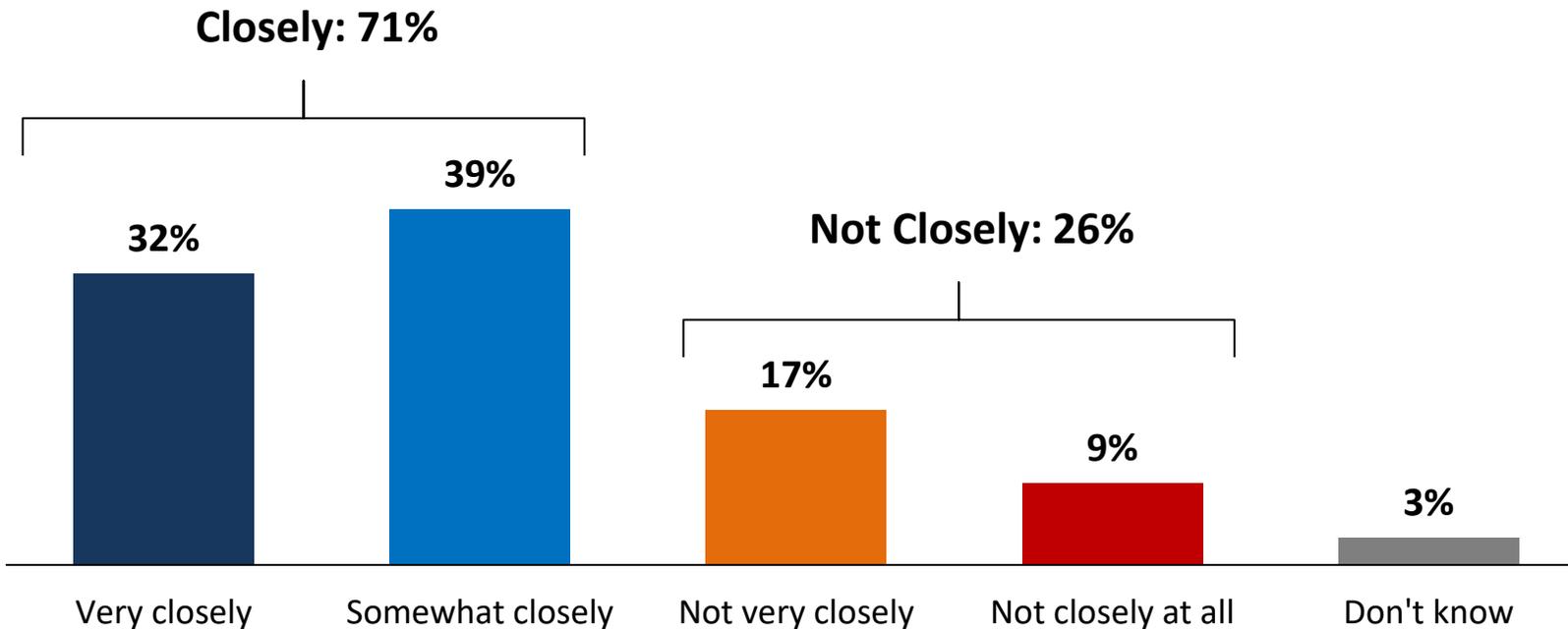
Trump Attitudes

Engagement with US Election Results: Nearly 3-in-4 (71%) of Canadians followed the U.S. elections closely



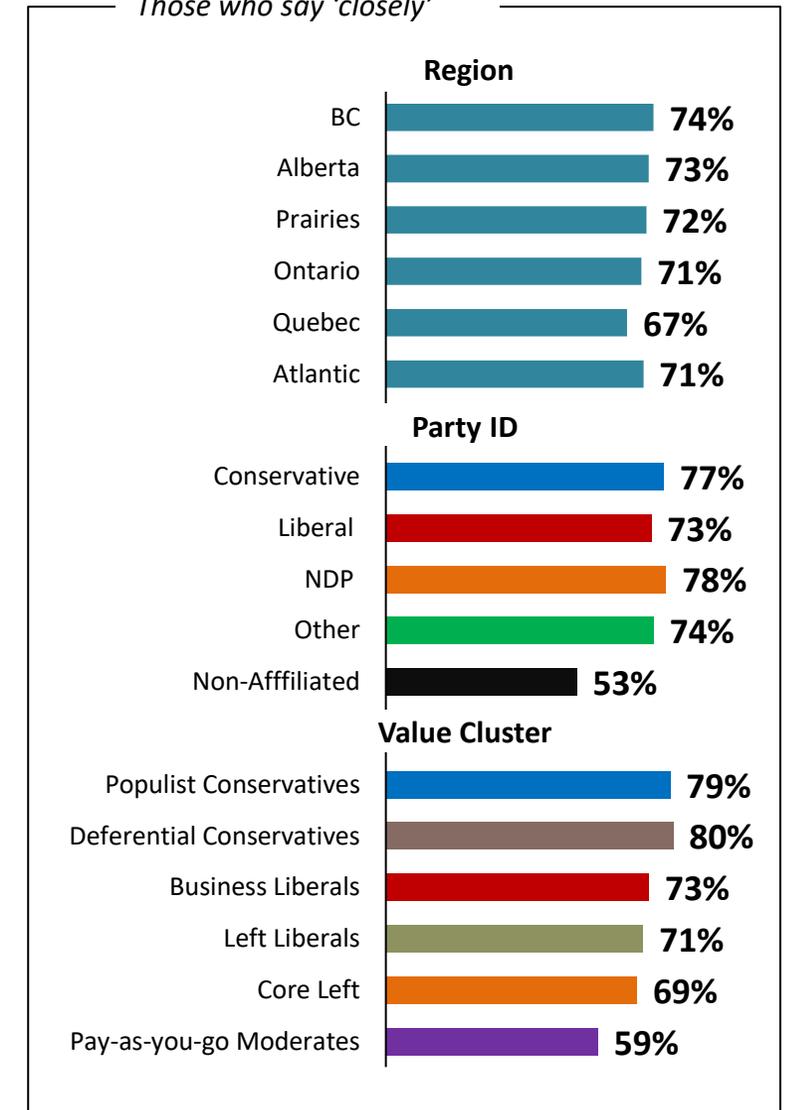
How closely did you follow the news about Donald J. Trump winning the 2024 US presidential election?

[asked of all respondents; n=1,000]



Segmentation

Those who say 'closely'

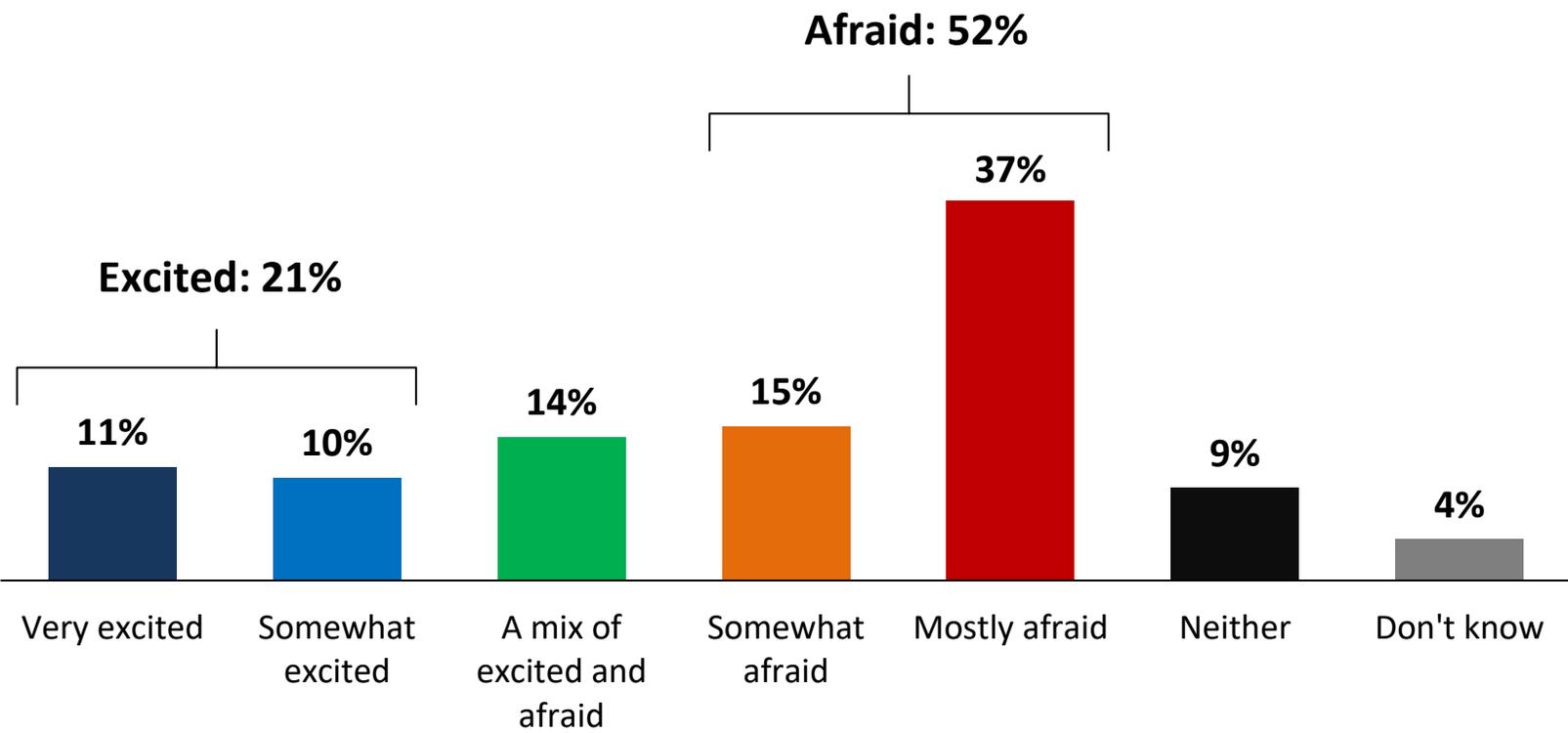


Attitude Towards President-Elect Trump: Over half (52%) say Trump's election as the president left them feeling afraid; Conservatives less so



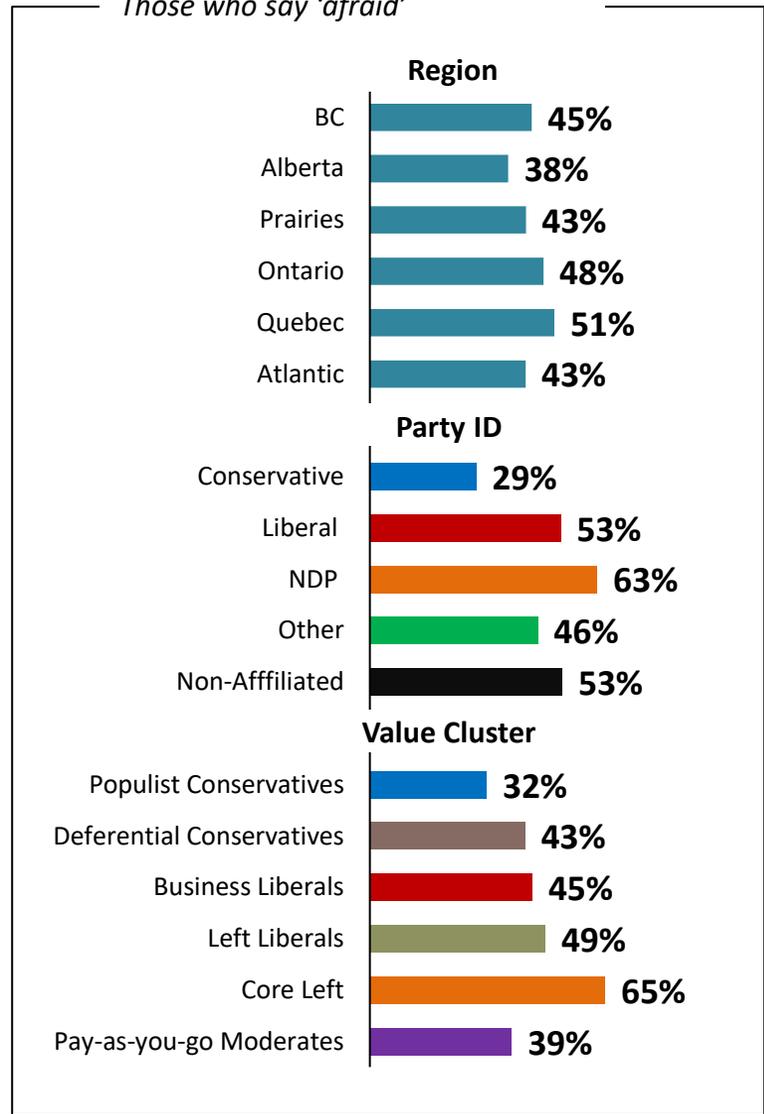
Does Donald J. Trump's election as the US President leave you feeling excited or afraid?

[asked of all respondents; n=1,000]



Segmentation

Those who say 'afraid'



Best Leader for Canada-US Relations: Across most segmentation, more say Poilievre is more equipped in handling Canada-US relations

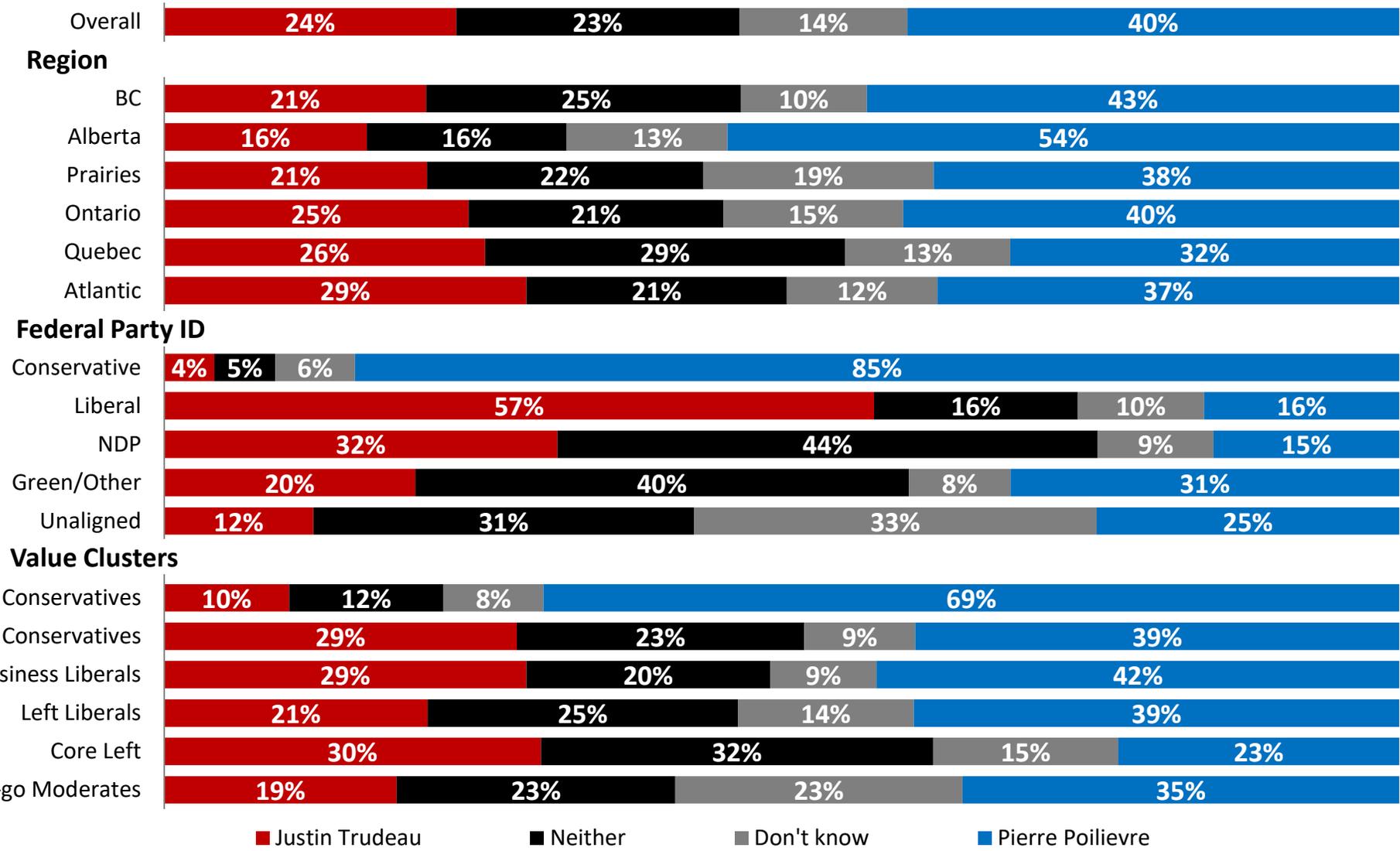
Which of the following leaders do you believe is more equipped to handle Canada-US relations during Trump's renewed presidency? BY Segmentation



Justin Trudeau



Pierre Poilievre



■ Justin Trudeau ■ Neither ■ Don't know ■ Pierre Poilievre

Best Leader for Canada-US Relations: Those who are excited prefer Poilievre but those afraid prefer Trudeau

Which of the following leaders do you believe is more equipped to handle Canada-US relations during Trump's renewed presidency? BY Attitude Towards Trump

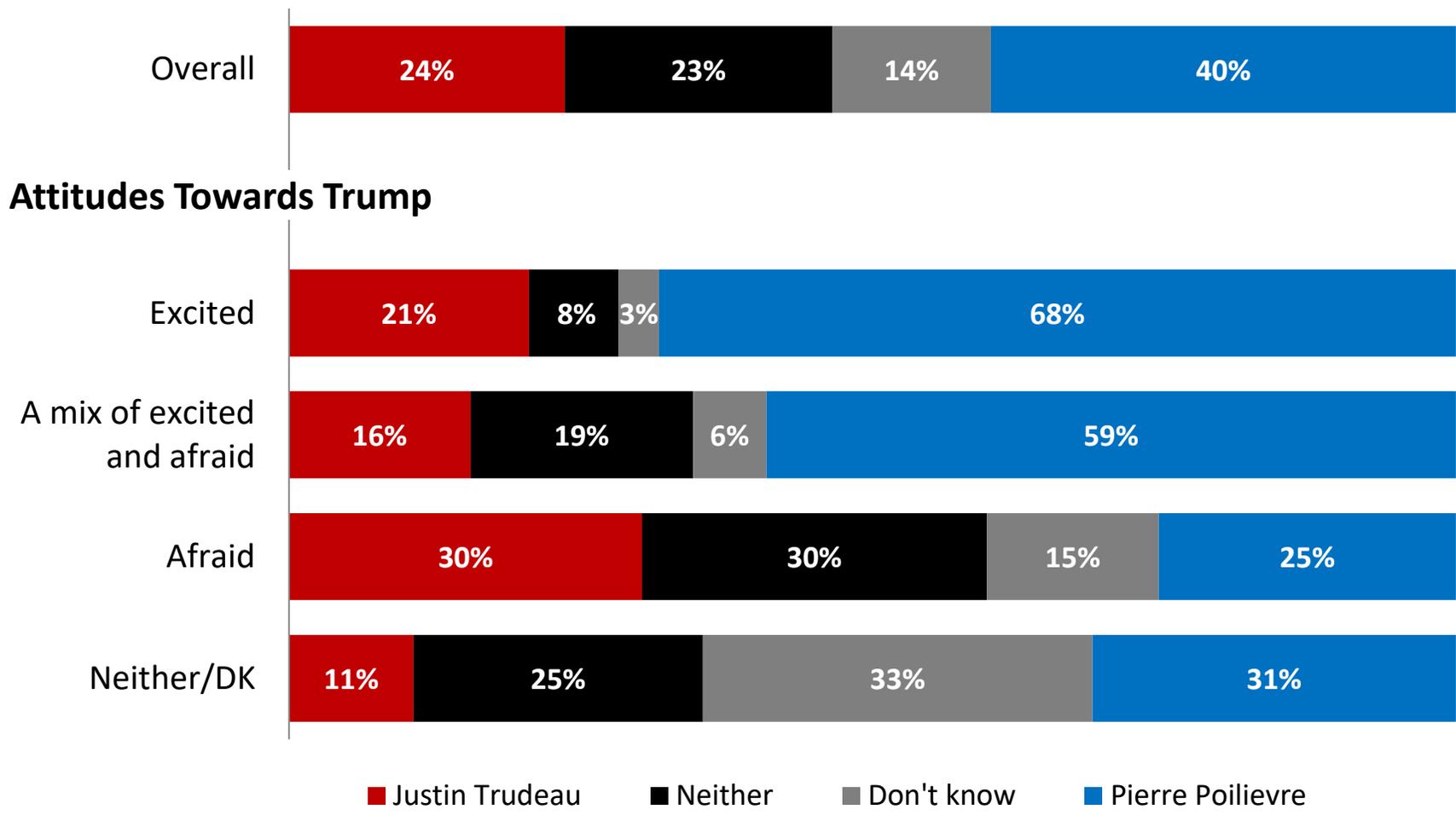


Justin Trudeau



Pierre Poilievre

Attitudes Towards Trump



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Building Understanding.

