



Canada This Month Canadians and Trump

Public Opinion Research
Release Date: January 22, 2025
Field Dates: Jan 16, 2025 to Jan 21, 2025

Summary

- 1** As his term as President begins, having Donald Trump in the Oval Office leaves a majority (53%) of Canadians feeling afraid.

 - 2**
 - 81% are concerned with the impact Trump's Presidency will have on the Canadian economy.
 - 63% are concerned about the impact on Canadian national security
 - 62% are concerned that Donald Trump's actions will have a negative personal impact on their life
 - 62% are concerned about the potential rise of illegal migrants to Canada

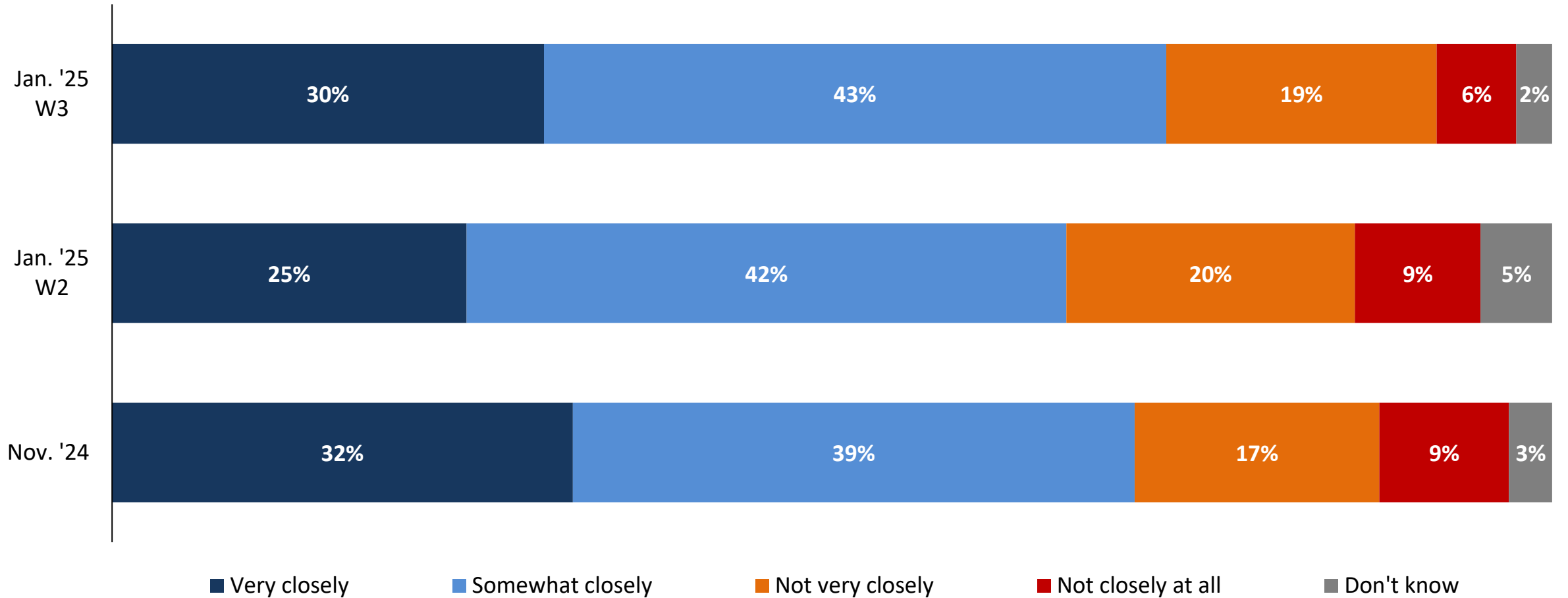
 - 3** Two-thirds (68%) agree that Trump's tariff threat has highlighted the need for Canada to increase the amount we export overseas and to reduce our economic dependence on the U.S.
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Engagement with US Election Results:

Engagement with US election results up since W2



How closely are you following the news about the relationship between Canada and the U.S. now that Donald J. Trump is becoming the President of the United States?
[asked of all respondents, n=1,000]

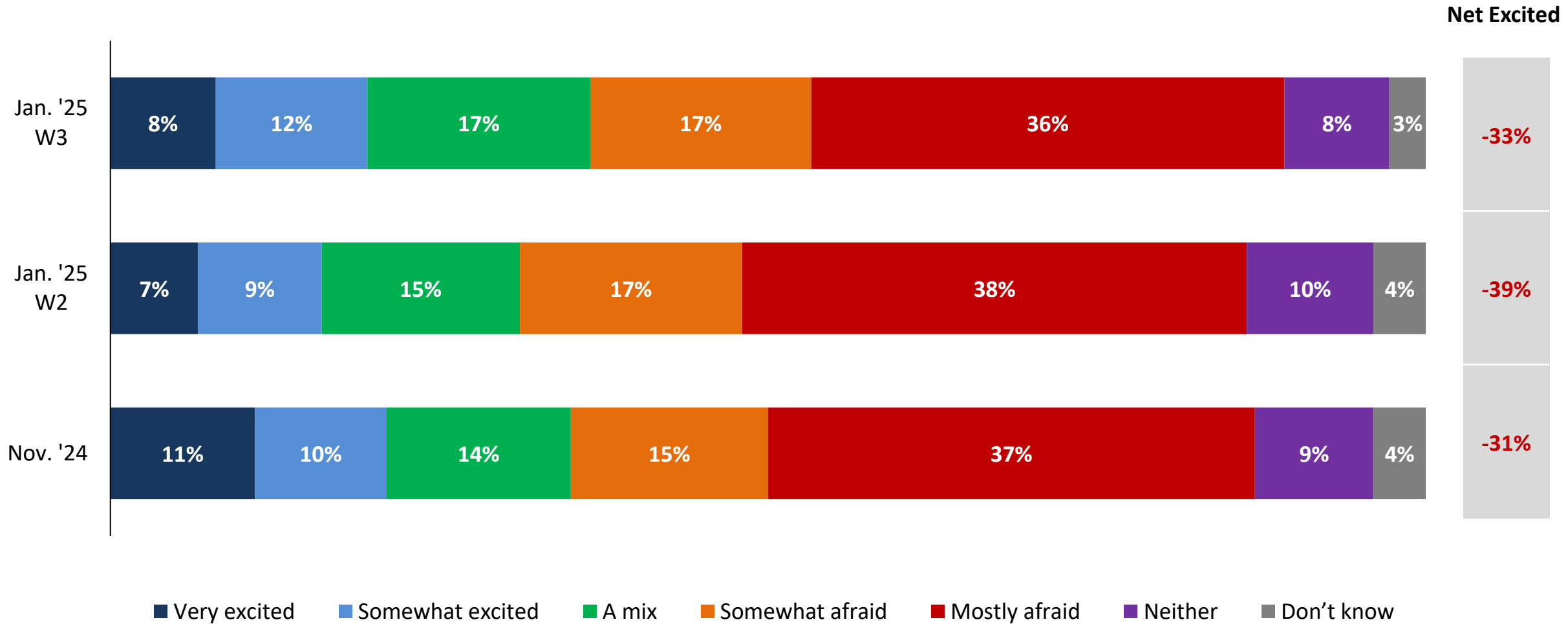


Note: Question wording in Jan.'25 W1 and Nov.'24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?"

Attitude Towards President-Elect Trump:

Fear surrounding Trump's presidency returns to November levels

Q Does Donald J. Trump's election as the US President leave you feeling excited or afraid?
[asked of all respondents, n=1,000]



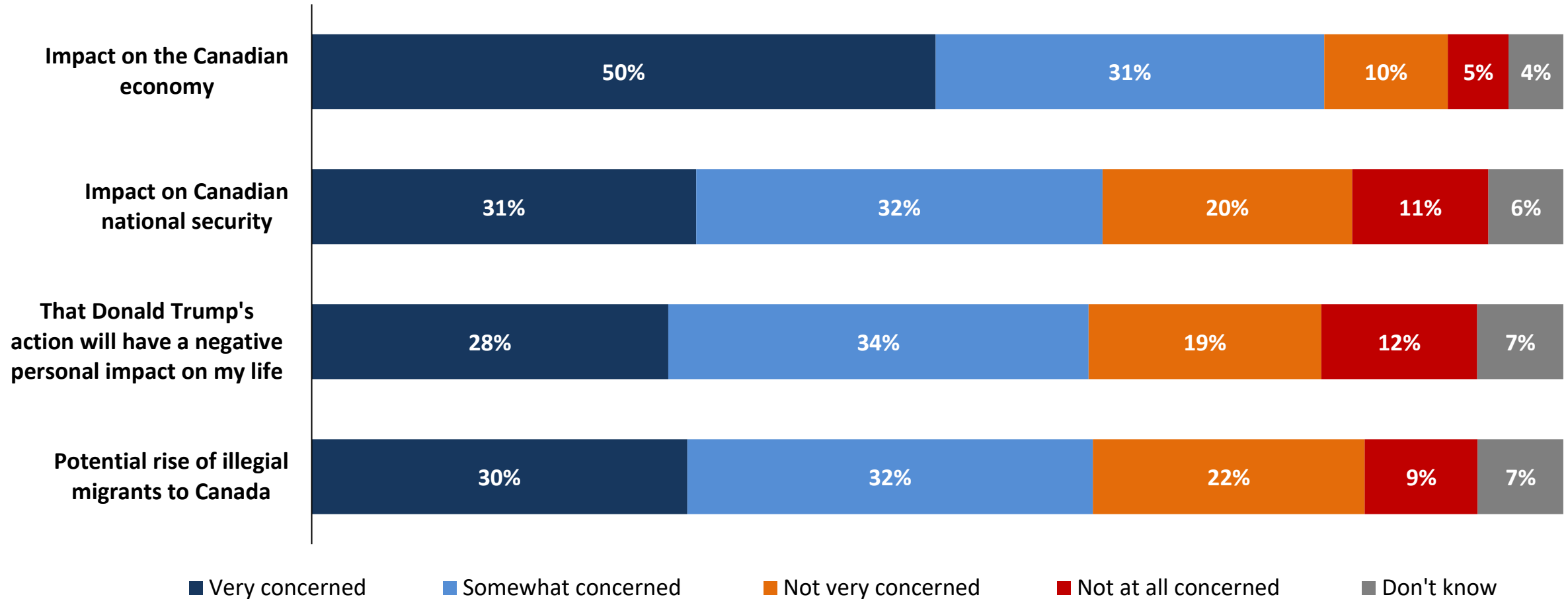
Canadians' concerns regarding Donald J. Trump:

Majority of Canadians report being very concerned about Trump's impact on the economy



When thinking about Donald Trump's election as President of the United States, how concerned are you about each of the following?

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



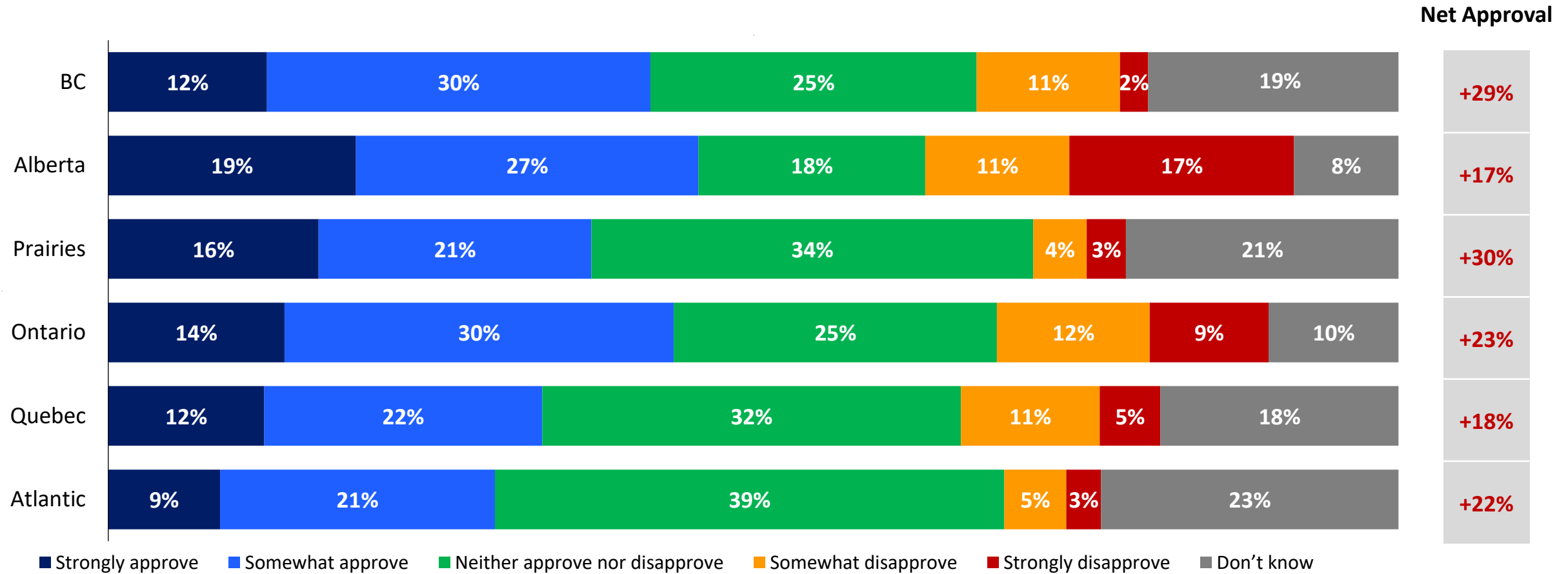
Provincial Leadership Approval:

BC and the Prairies see the highest net approval for their Province's response to Donald Trump



Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

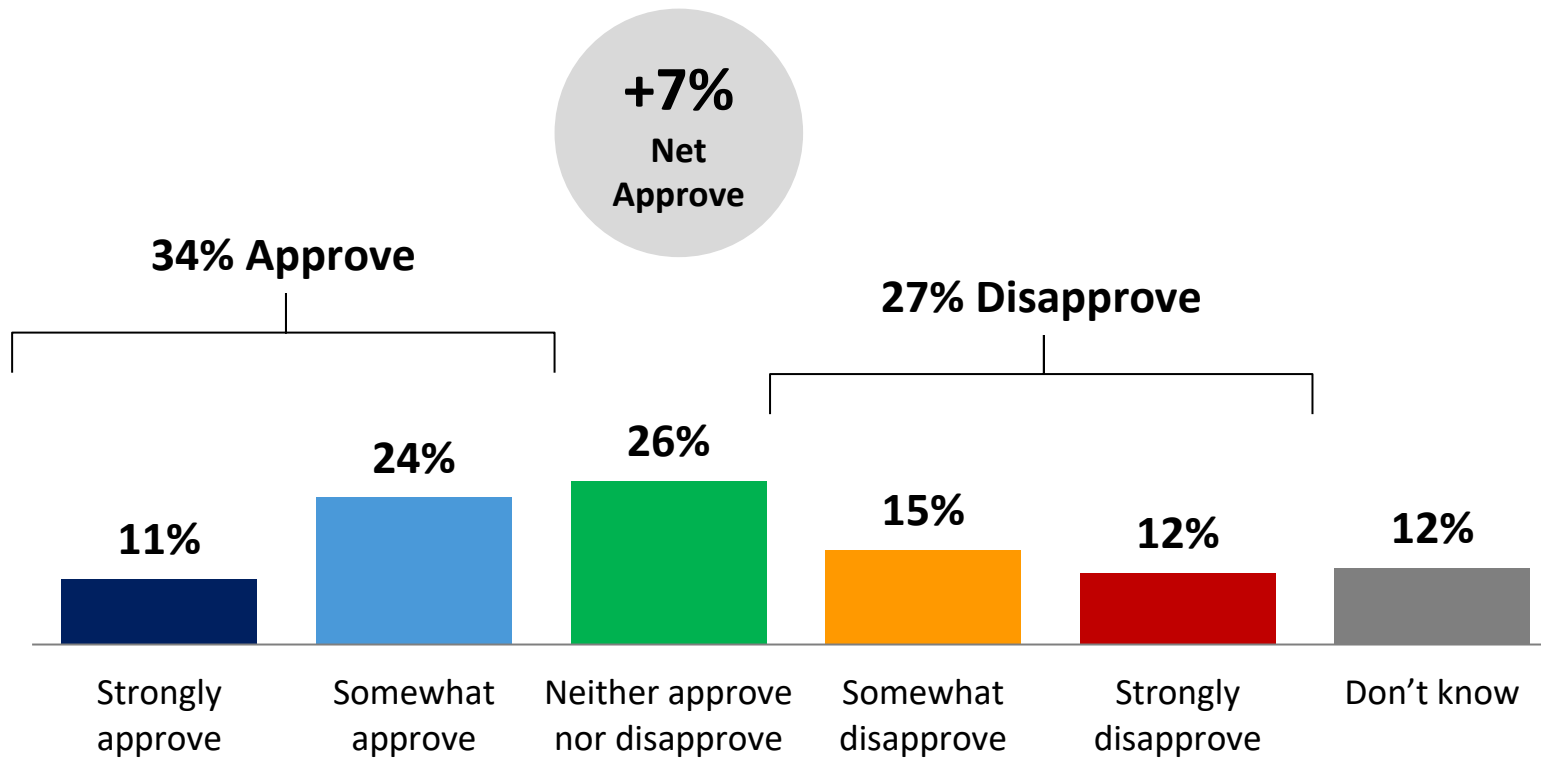
[asked of all respondents, n=1,000]



Federal Leadership Approval:

Canadians appear divided in their approval for the federal government's approach

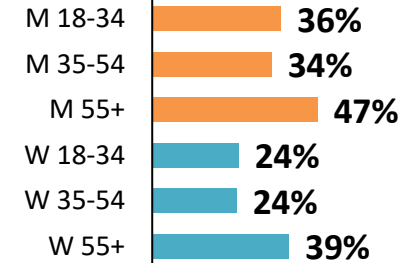
Q Now thinking about the federal government do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?
[asked of all respondents; n=1,000]



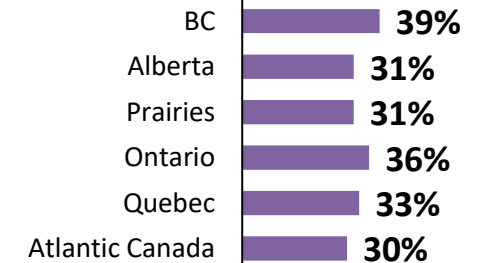
Segmentation

Those who say 'Approve'

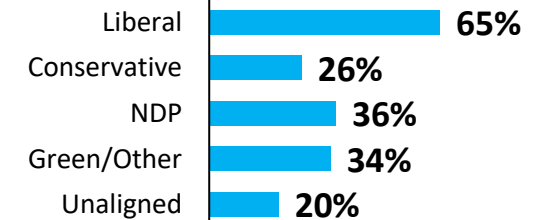
Age-Gender



Region



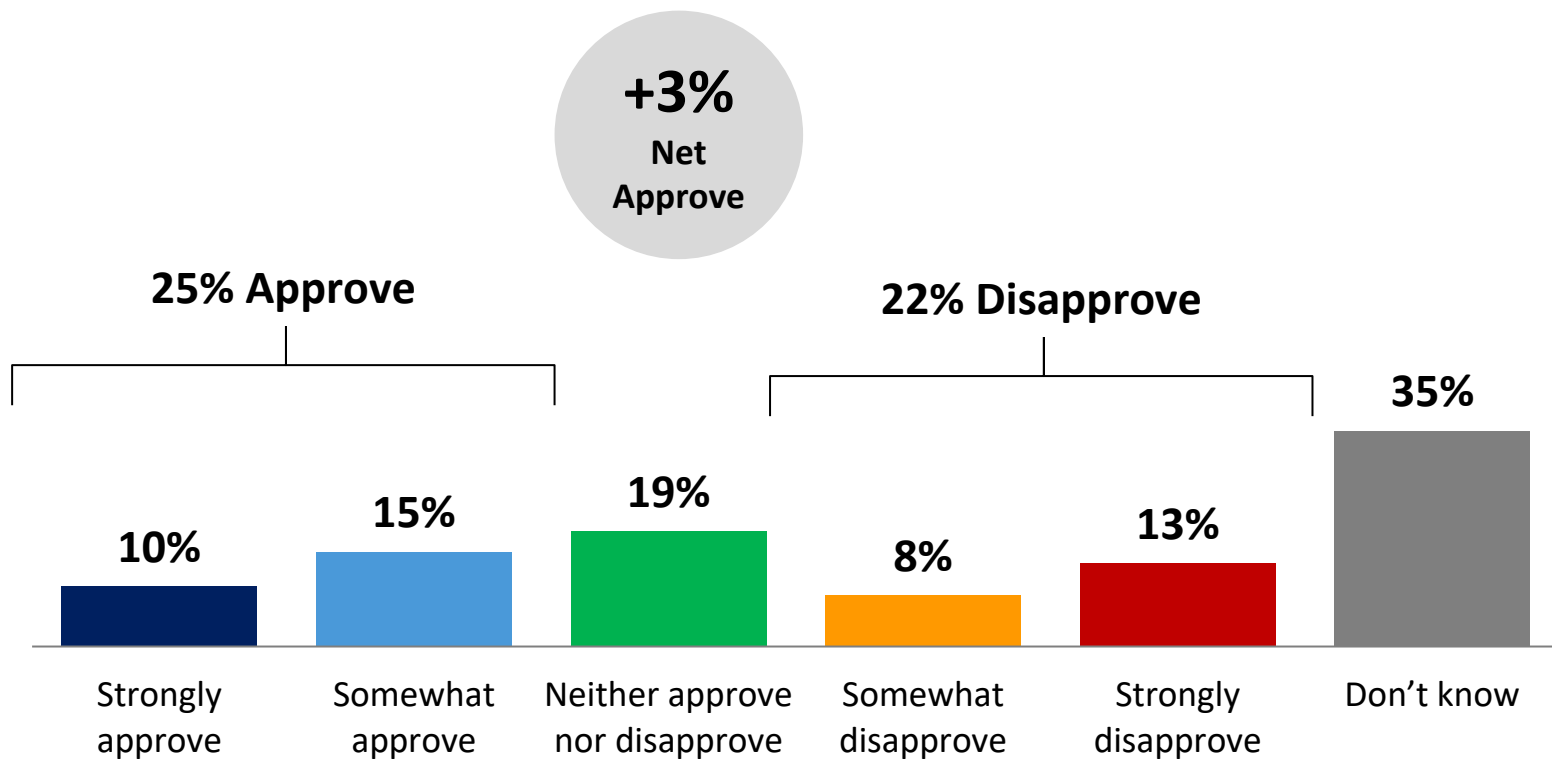
Party ID



Pierre Poilievre and the Conservatives' Approach:

Overall approval for Poilievre's approach is slightly lower than that of the federal government

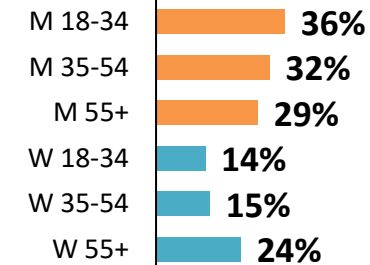
Q Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?
 [asked of all respondents; n=1,000]



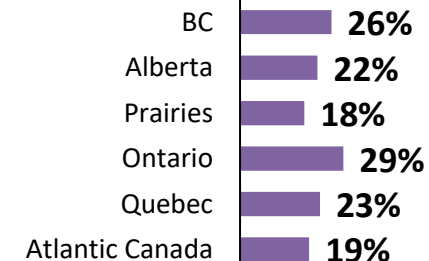
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Those who say 'Approve'

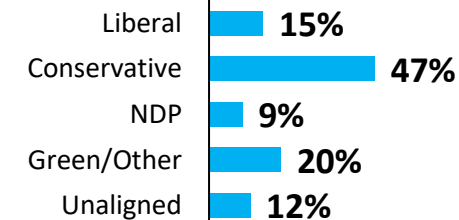
Age-Gender



Region



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Methodology

Survey Methodology



These are the results of an online survey conducted between January 16th and January 21st, 2025.

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=1,260 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: January 16th and January 21st, 2025.

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	144	11.5%	153	15.4%
Men 35-54	194	15.4%	158	15.9%
Men 55+	285	22.7%	176	17.7%
Women 18-34	142	11.3%	141	14.2%
Women 35-54	206	16.4%	171	17.2%
Women 55+	285	22.7%	196	19.7%
Region				
British Columbia	172	13.7%	126	12.6%
Alberta	187	14.8%	118	11.8%
Prairies	92	7.3%	65	6.5%
Ontario	470	37.3%	406	40.6%
Québec	242	19.2%	213	21.3%
Atlantic	97	7.7%	72	7.2%