

# Canadians Reactions to Trump

**Public Opinion Research**

**Field Dates: February 5, 2025 to February 07, 2025**

**Release Date: February 7, 2025**

# Key Findings

1. Conservatives now hold 40% of the (decided) popular vote, with the Liberals following at 27% and the NDP at 16%. While the Liberals have held steady at 27%, the gap has narrowed due to a drop in Conservative support from 43% just a week ago.
2. While more Canadians have an unfavourable (59%) than favourable (25%) impression of Justin Trudeau, his net favourable score continues to rise over the past month and now sits at -33%.
3. A majority (52%) of Canadians approve of the way the Federal government is responding to issues resulting from Trump's Presidency.
4. As Donald Trump's early days in office continue, Canadians are increasingly afraid. Currently, 58% of Canadians are either "mostly" (43%) or "somewhat" (16%) afraid, compared to only 15% who are excited (6% "very", 9% "somewhat"), resulting in a net excited score of -43%.
5. When it comes to who Canadians believe is best equipped to handle Canada-US relations during Trump's Presidency, Pierre Poilievre is preferred by those who are excited, whereas those who are afraid prefer Carney or Freeland



# Survey Methodology

The findings in this survey report are based on an online survey conducted by INNOVATIVE.

## WHO?



Canadian citizens, 18 or older, who reside in Canada.

## HOW MANY?



A survey of 1,795 adults. The final sample is weighted to n=1,000 among all adults. Samples are weighted to match the census by age, gender, region, education, and self-reported past federal vote.

## WHEN?



February 5<sup>th</sup> to February 7<sup>th</sup>, 2025

## HOW?



Online survey using online sample from Lucid and Dynata, leading providers of online survey samples.

# Federal Vote

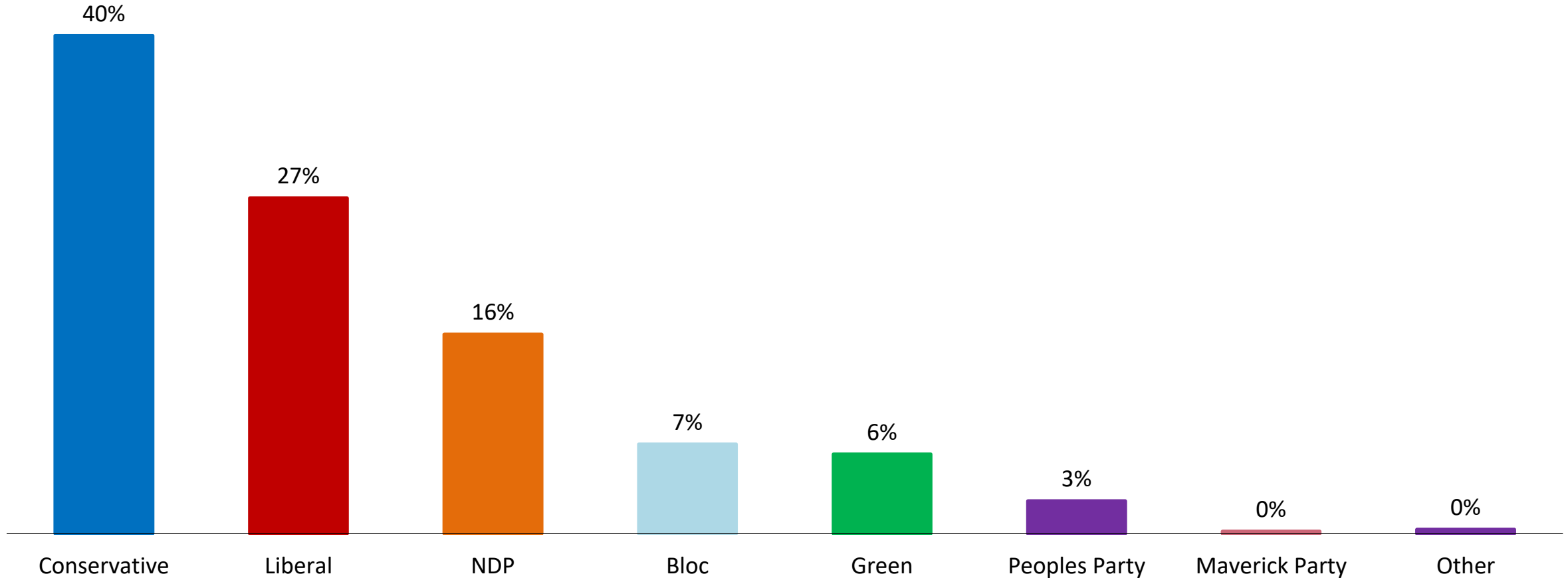
# Federal Decided Vote:

The Conservative Party holds 40% of the decided vote, followed by the Liberals at 27% and the NDP at 16%



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]

[decided voters only; n=866]





# Decided Vote by Region:

Conservatives maintain a lead in all regions except in Quebec

Decided vote by Region

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=124)	(N=97)	(N=53)	(N=338)	(N=196)	(N=57)
Decided Vote	Conservative	42%	59%	51%	43%	23%	37%
	Liberal	19%	11%	24%	32%	30%	35%
	NDP	25%	22%	15%	16%	7%	16%
	Bloc	0%	0%	0%	0%	32%	0%
	Green	10%	3%	5%	7%	4%	7%
	Other	3%	5%	5%	2%	3%	5%



**Leadership**

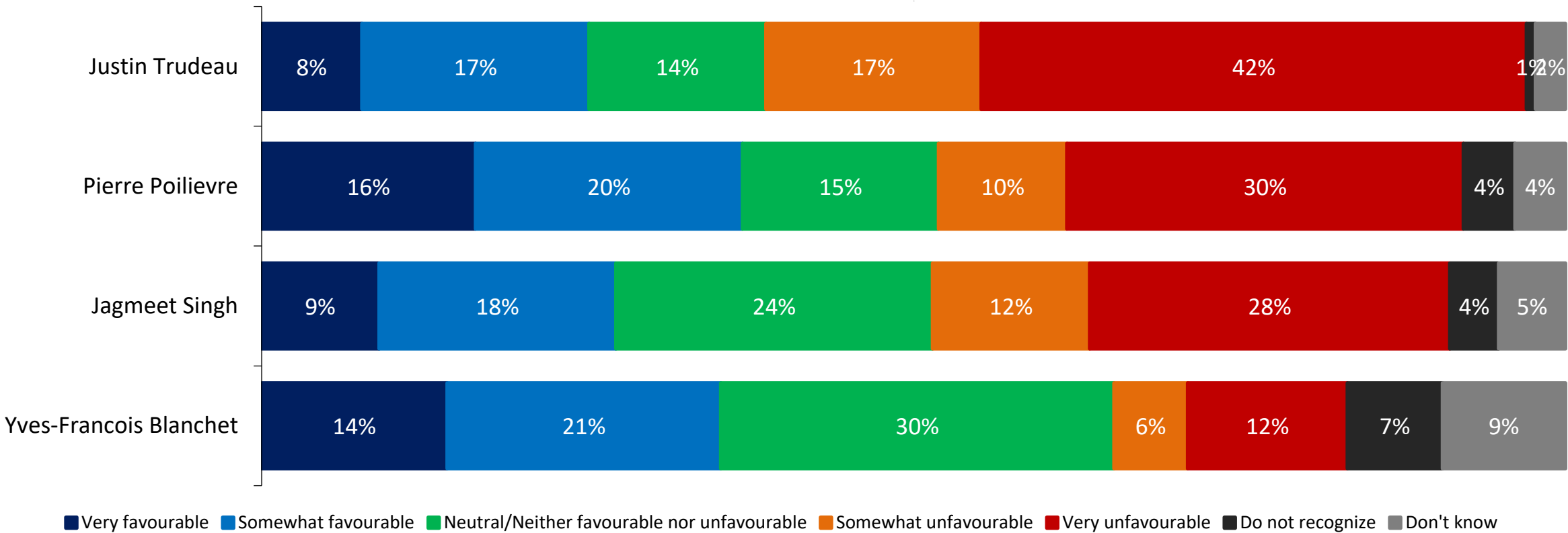




# Leader Favourables:

Poilievre and Blanchet enjoy similar levels of favourability; Trudeau deemed least favourable

**Q** Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.  
[asked of all respondents; n=1000]



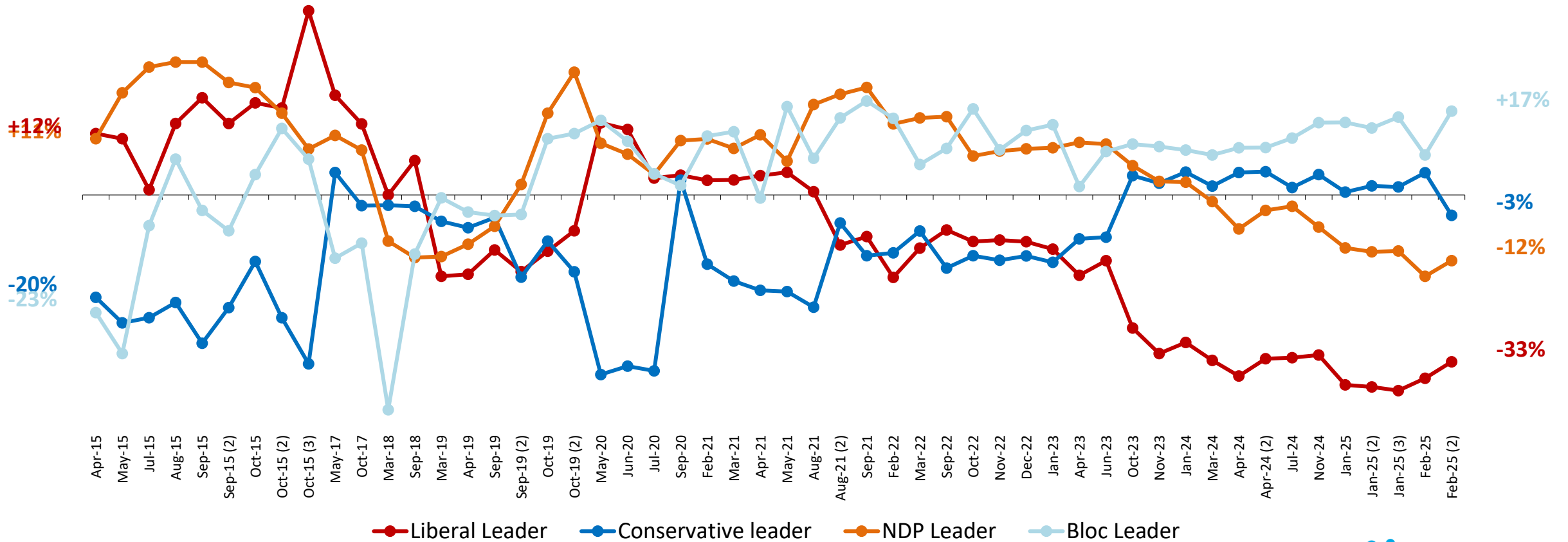
# Party Leader NET Favourables Tracking:

## Poilievre's favourables slip



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1000]



**Note:** Green Leader, People's Party Leader not shown.

Current data: February 2025

Note: Results for Yves-Francois Blanchet for Quebec respondents only

# Reaction to Trump

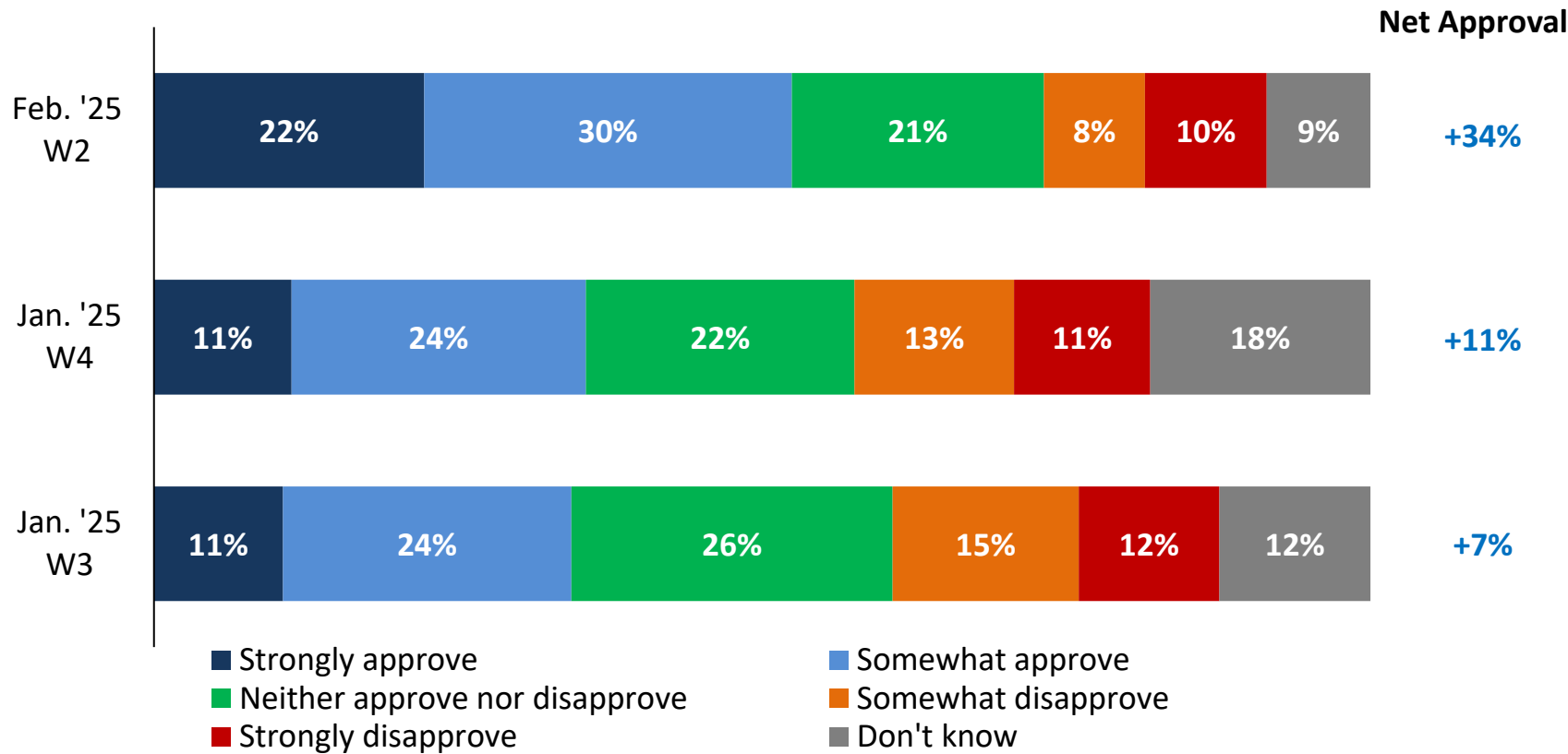
# Federal Leadership Approval:

Net approval of the federal govt's response is up from +11% in Jan '25 W4 to +34%



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?

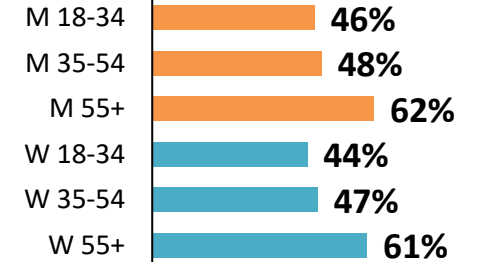
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000]



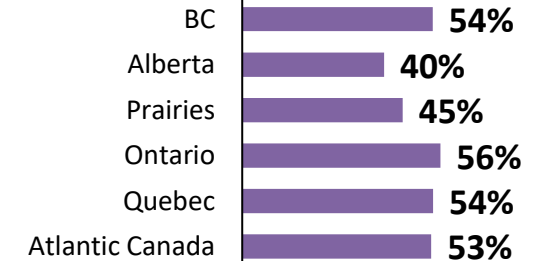
## Segmentation

Those who say 'Approve'

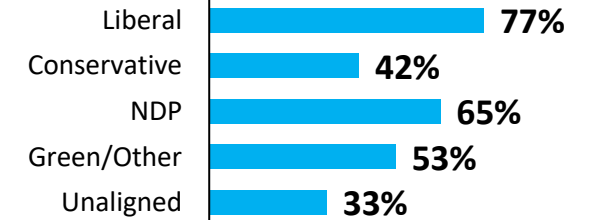
### Age-Gender



### Region



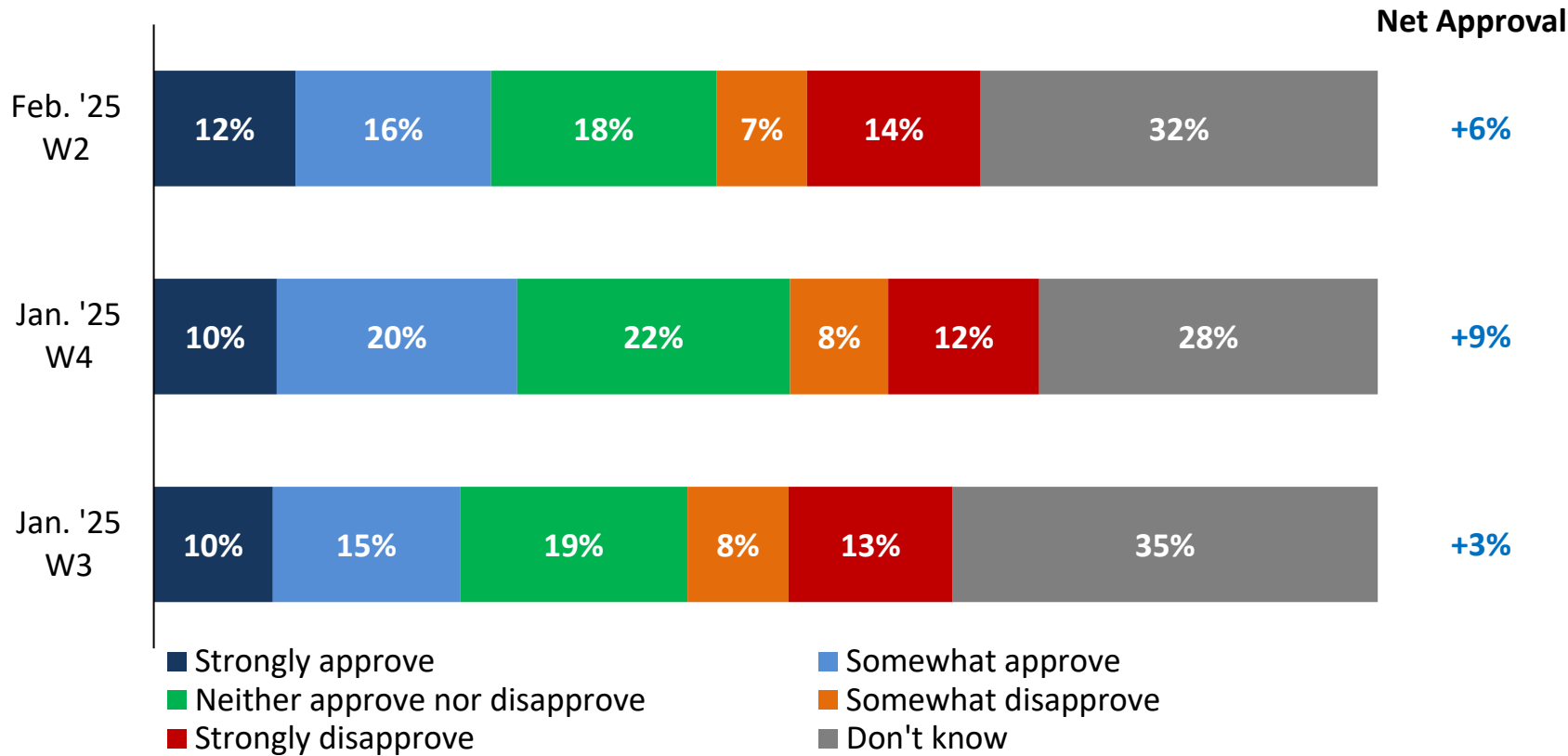
### Party ID



# Pierre Poilievre and the Conservatives' Approach:

Poilievre approval down slightly, though he retains high approval among his party base

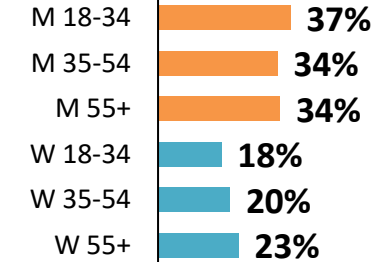
**Q** Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?  
 [asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000]



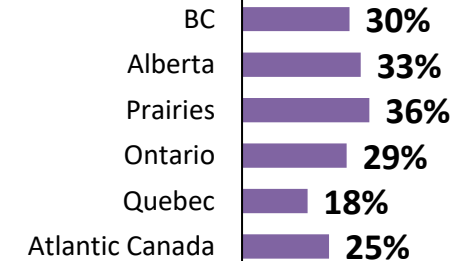
## Segmentation

Those who say 'Approve'

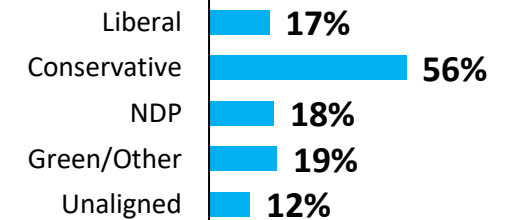
### Age-Gender



### Region



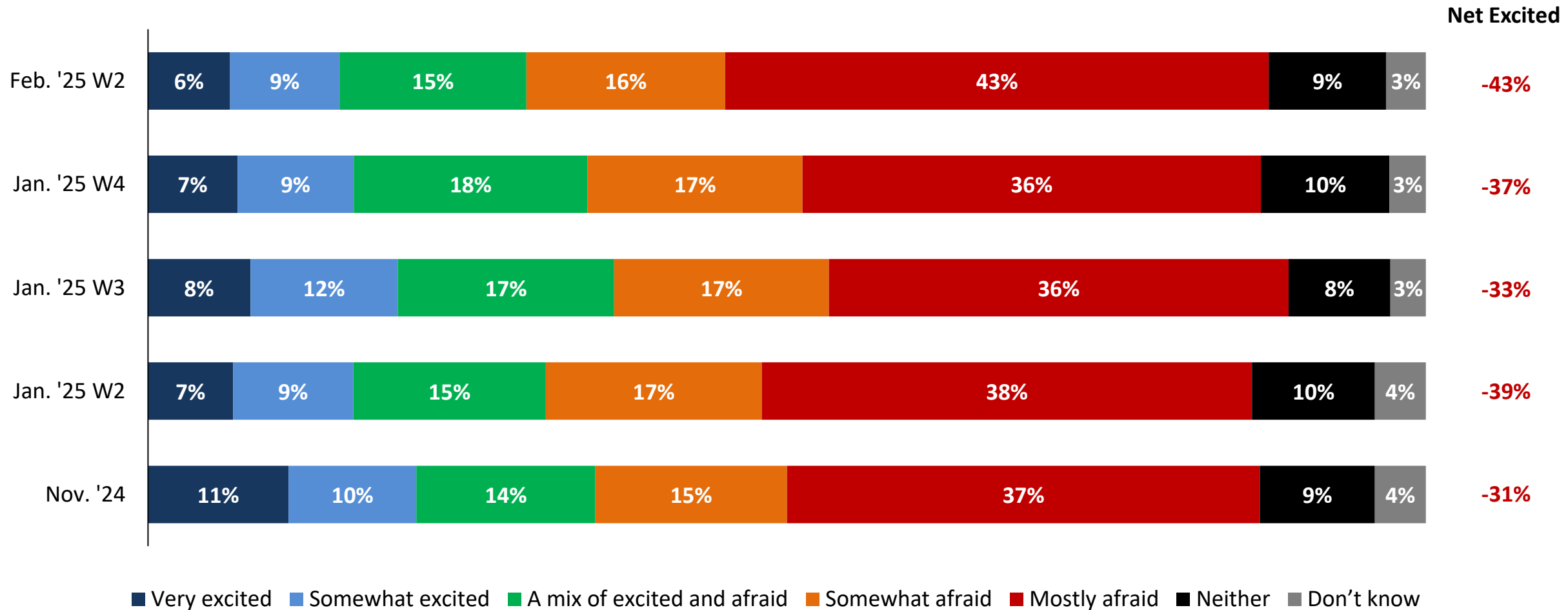
### Party ID



# Attitude Towards President-Elect Trump:

With 58% now feeling at least somewhat afraid, this attitude is up 5 points since the end of January

Q Does Donald J. Trump's election as the US President leave you feeling excited or afraid?  
[asked of all respondents, Nov. '24-Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000]





# Best Leader for Canada-US Relations:

Poilievre is largely considered best by those excited, while those who are afraid prefer Carney



Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP  
[asked of all respondents, Feb. '25 W2 n=1,000]

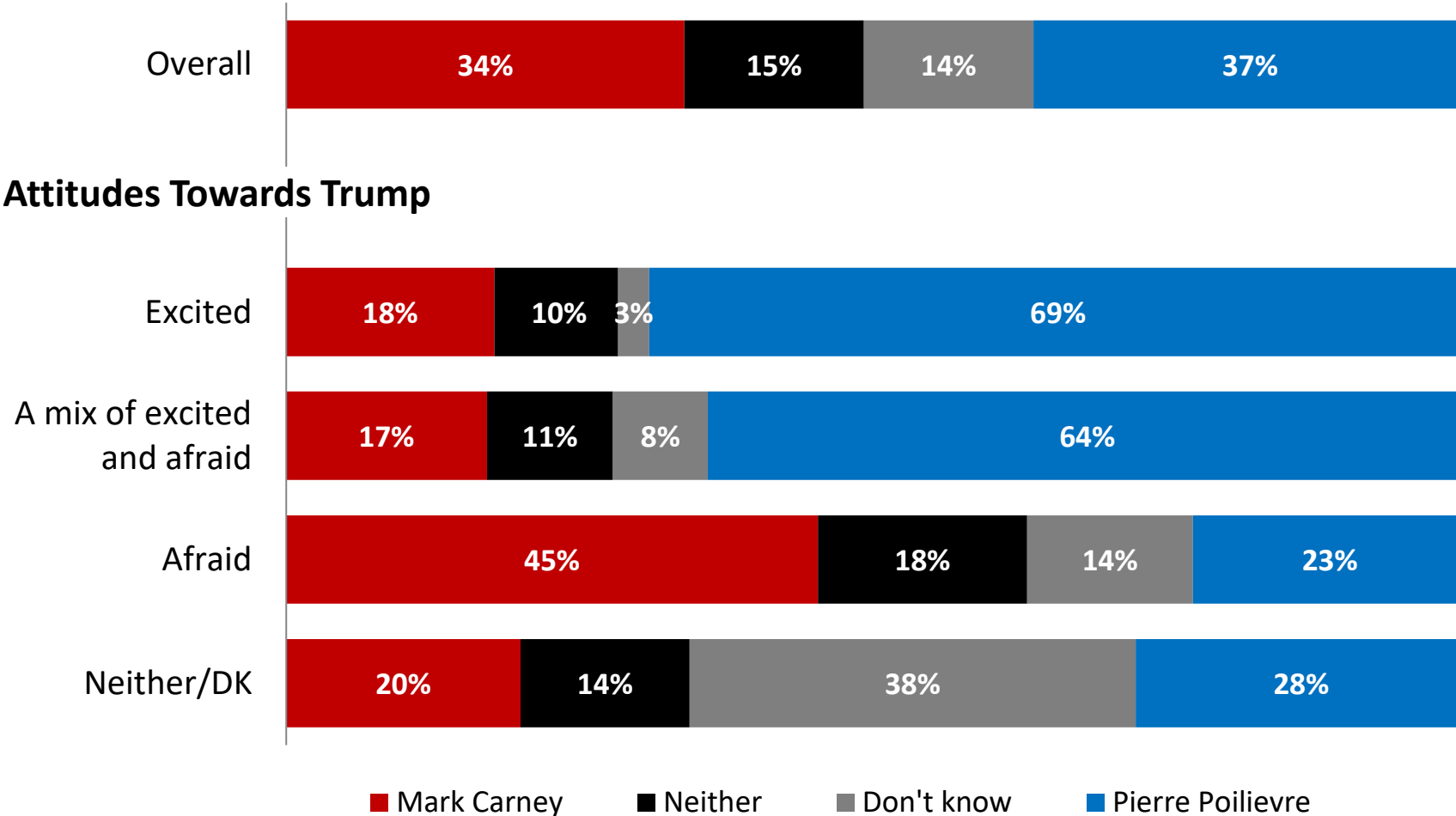


Mark Carney



Pierre Poilievre

## Attitudes Towards Trump



# Best Leader for Canada-US Relations:

Among those excited, Poilievre has a strong lead, whereas those afraid tend to prefer Freeland



Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP  
[asked of all respondents, Feb. '25 W2 n=1,000]

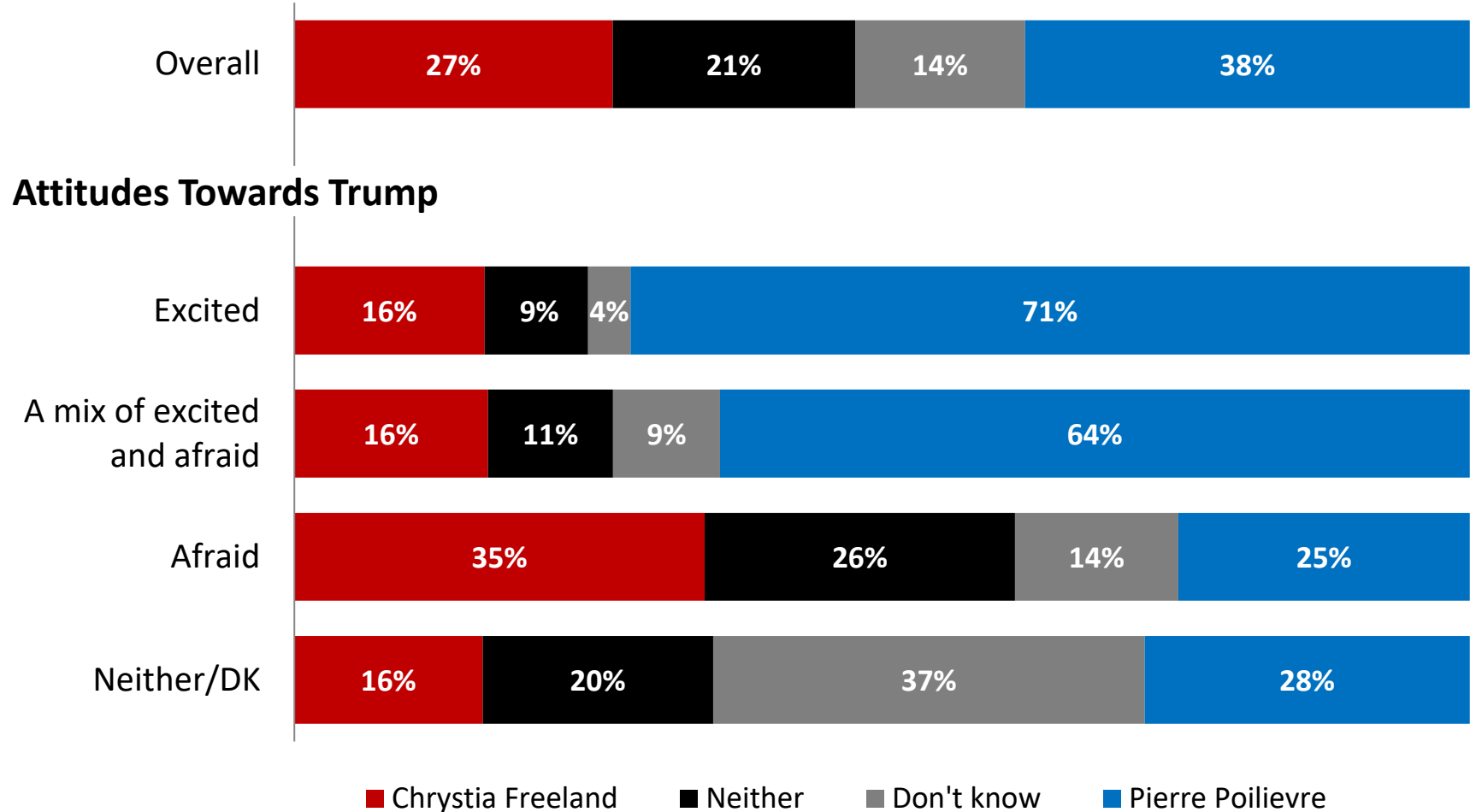


Chrystia Freeland



Pierre Poilievre

## Attitudes Towards Trump



# National Weights: Age, gender, and region

Results 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 below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
M 18-34	313	9.6%	133	13.3%
M 35-54	481	14.8%	157	15.7%
M 55+	738	22.7%	196	19.6%
W 18-34	380	11.7%	130	13%
W 35-54	567	17.5%	163	16.4%
W 55+	769	23.7%	219	21.9%
BC	353	10.8%	141	14.1%
AB	317	9.7%	112	11.2%
Prairies	185	5.7%	64	6.4%
ON	1,727	53.1%	386	38.6%
QC	476	14.6%	230	23%
Atlantic	196	6%	67	6.7%

For more information, please contact:

**Greg Lyle**

President

(t) 416-642-6429

(e) [glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Building Understanding.**

