



Canada This Month Canadians and Trump

Public Opinion Research
Release Date: February 20, 2025
Field Dates: Feb 12, 2025 to Feb 17, 2025

Summary

- 1** The Federal Conservative party maintains a wide lead on decided vote at 40% though Liberals see a small jump of 5-points since January from 22% to 27%.

- 2** Excitement for Trump's renewed presidency continues to drop with nearly half (46%) of Canadians saying they are mostly afraid.

- 3** After hitting a peak in approval in their response to Trump, approval of the federal government dropped by 10-points this wave. Similarly, net approval of Poilievre has also declined from +9% in late January to +1% mid-February.

- 4** Overall, Canadians are split on Carney and Poilievre being best equipped in handling Trump's renewed presidency. Although those who are more afraid than excited continue to see Carney as being more effective than Poilievre. Between Freeland and Poilievre, Canadians generally feel Poilievre is better equipped.

Federal Vote

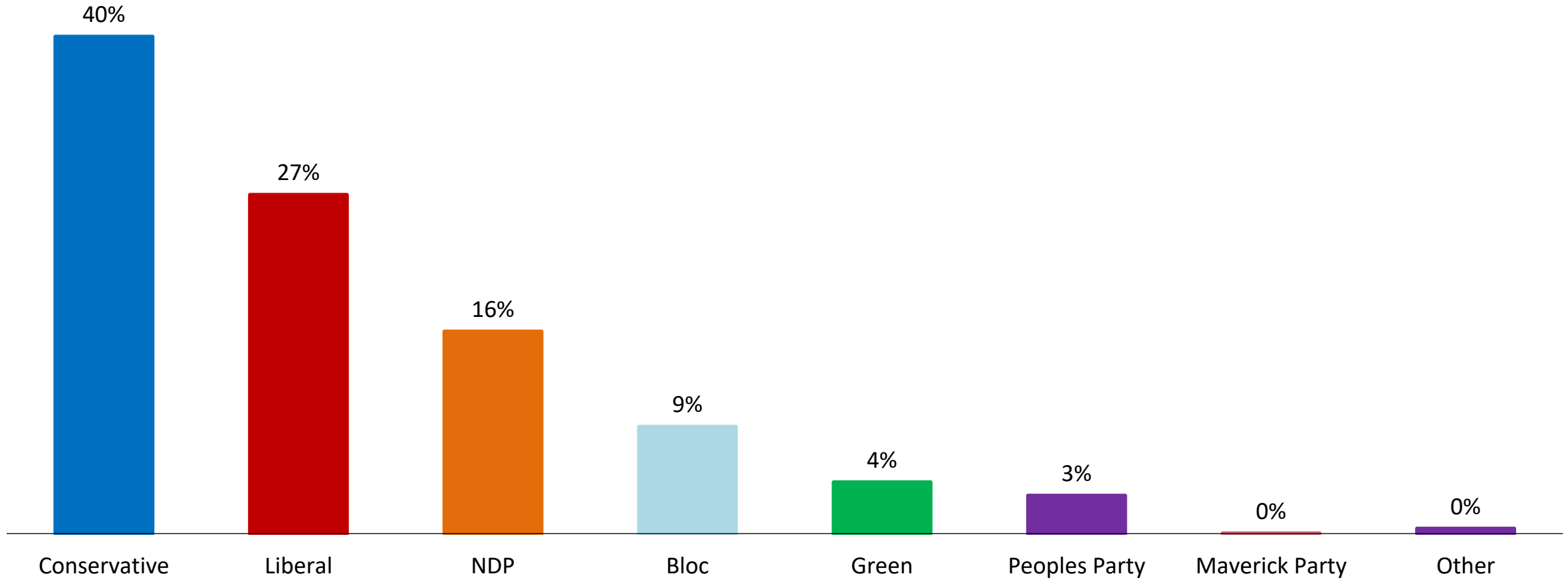
Federal Decided Vote:

Conservatives hold a 13% lead above the Liberals among decided voters



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=872]



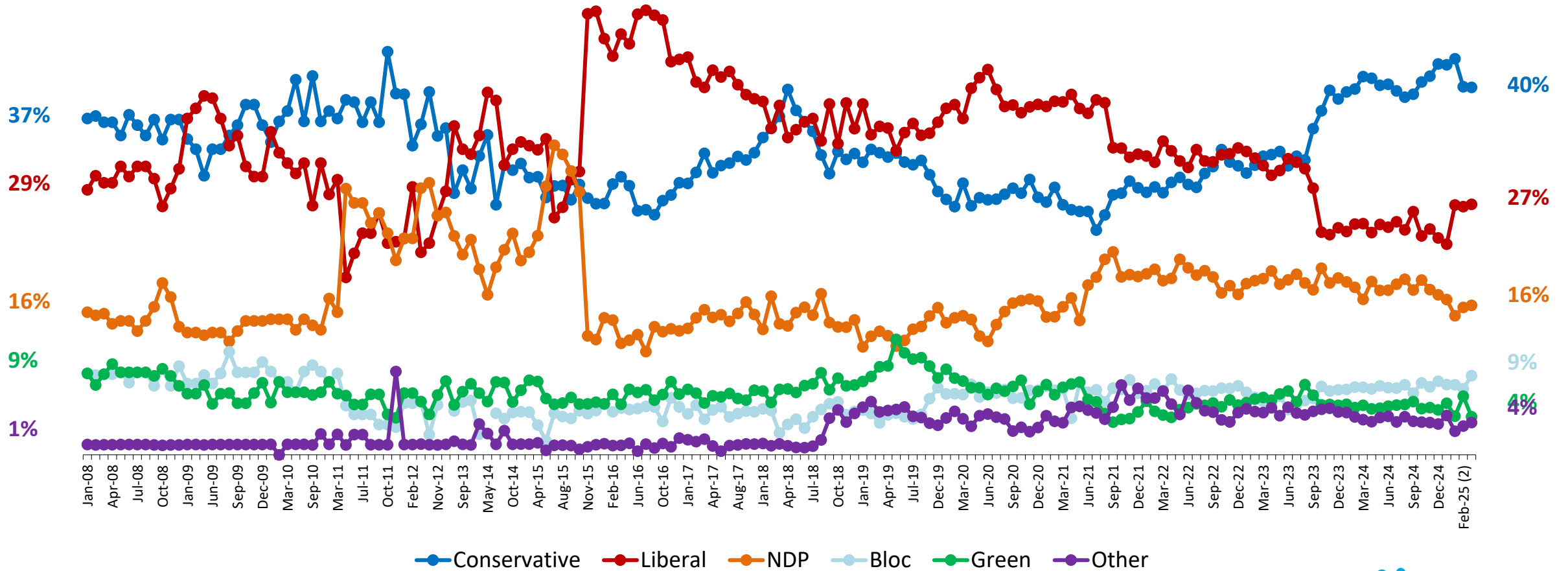
Federal Decided Vote Tracking:

Conservatives drop stops, remaining at 40% - while Liberals improvement continues with small increase



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

[only decided voters; n=872]



Decided Vote BY Region:

Conservatives have highest decided vote in AB and Prairies, while Atlantic Canada has highest Liberal support

Decided vote by Region

		REGION					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=125)	(N=100)	(N=55)	(N=342)	(N=198)	(N=53)
Decided Vote	Conservative	41%	54%	50%	46%	21%	40%
	Liberal	25%	15%	20%	29%	30%	42%
	NDP	29%	21%	20%	16%	5%	15%
	Bloc	0%	0%	0%	0%	38%	0%
	Green	4%	4%	5%	4%	4%	3%
	Other	2%	5%	5%	4%	2%	1%

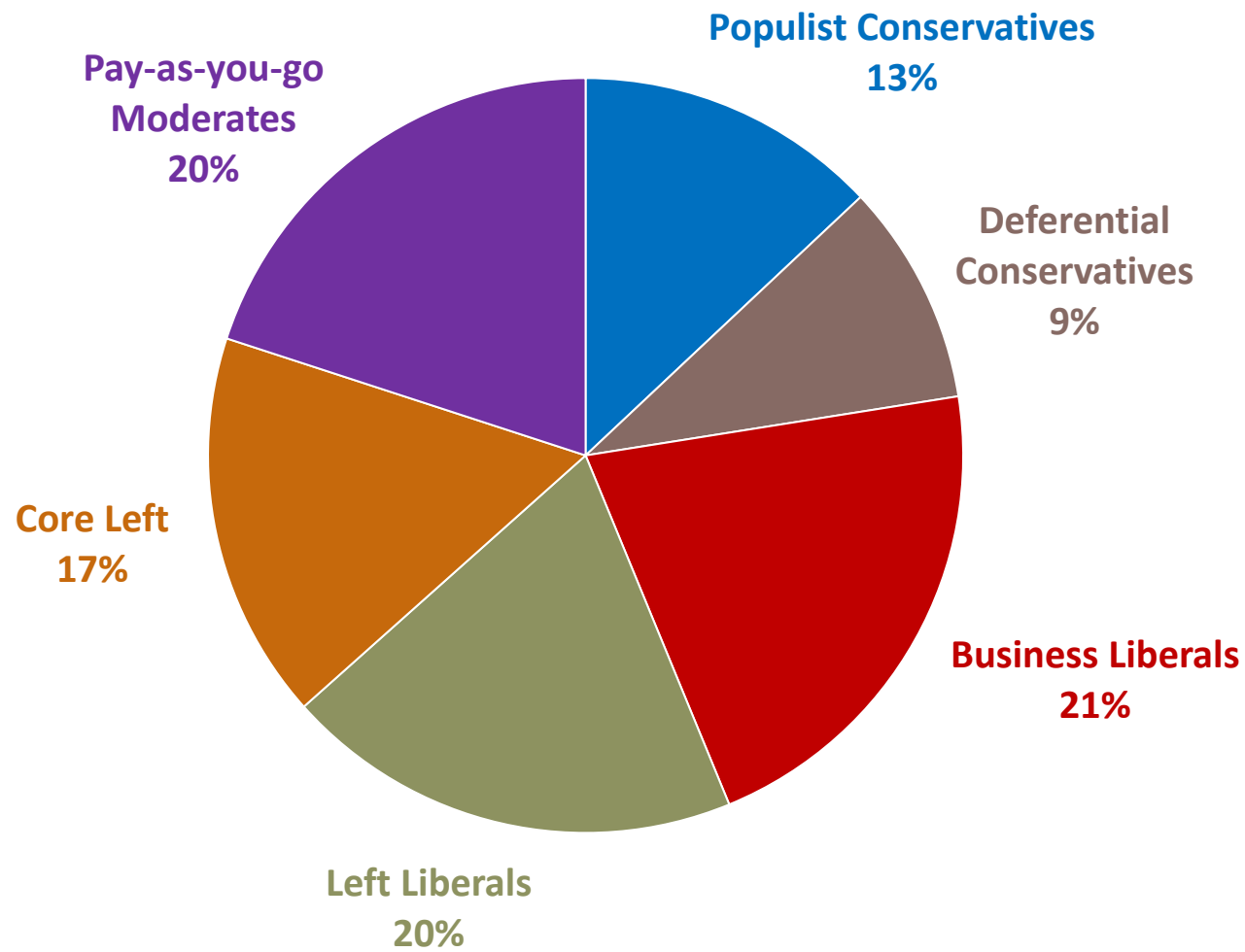
Note: Current data: February 2025

Value Clusters: Canadians are split roughly 20% among Pay-as-you-go-Moderates, Left Liberals and Business Liberals



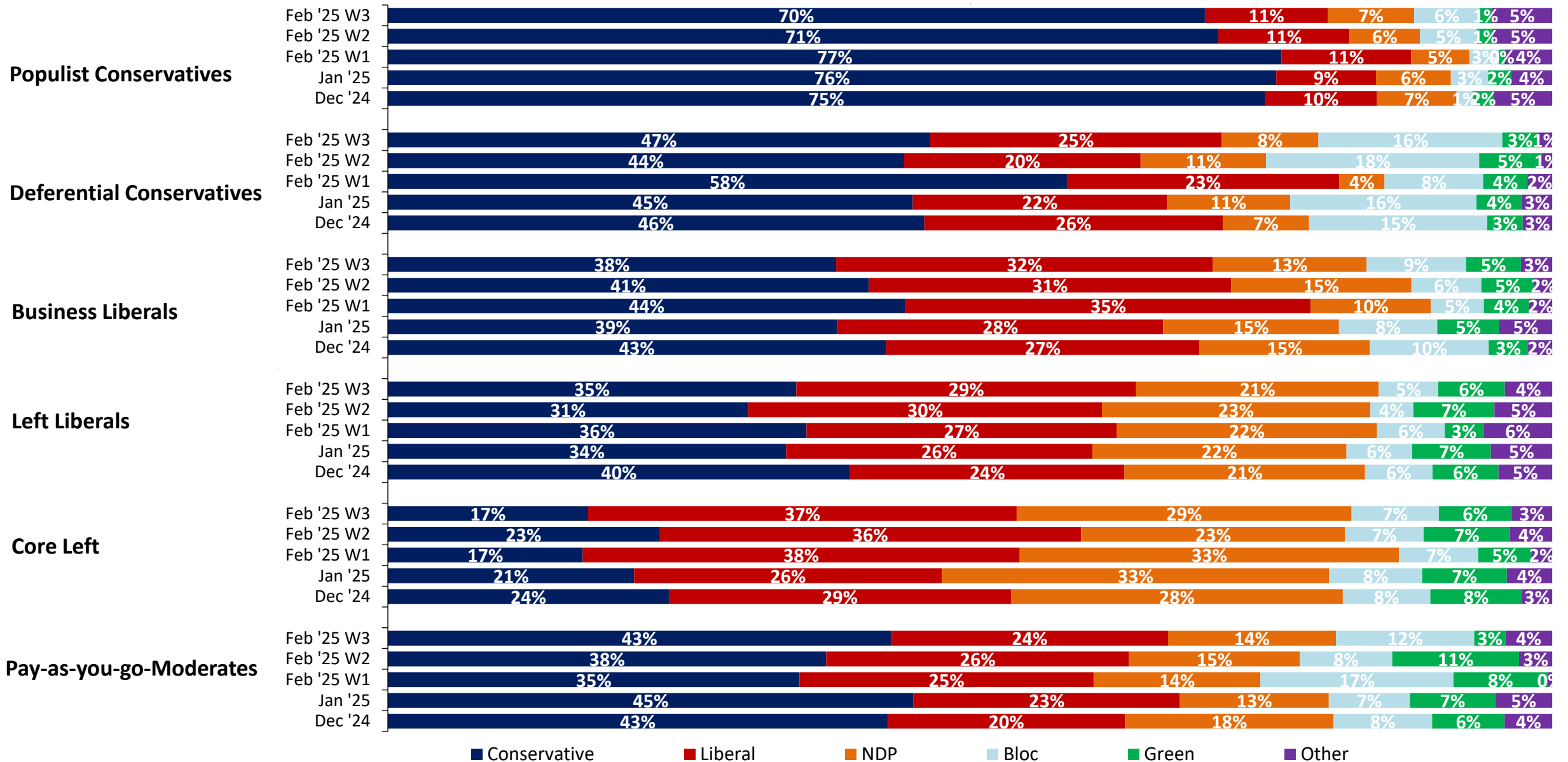
Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

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



Decided Vote by Value Clusters:

Conservatives make up 2-in-5 of Pay-as-you-go-Moderates while Liberals have made gains among Core Left



Leadership



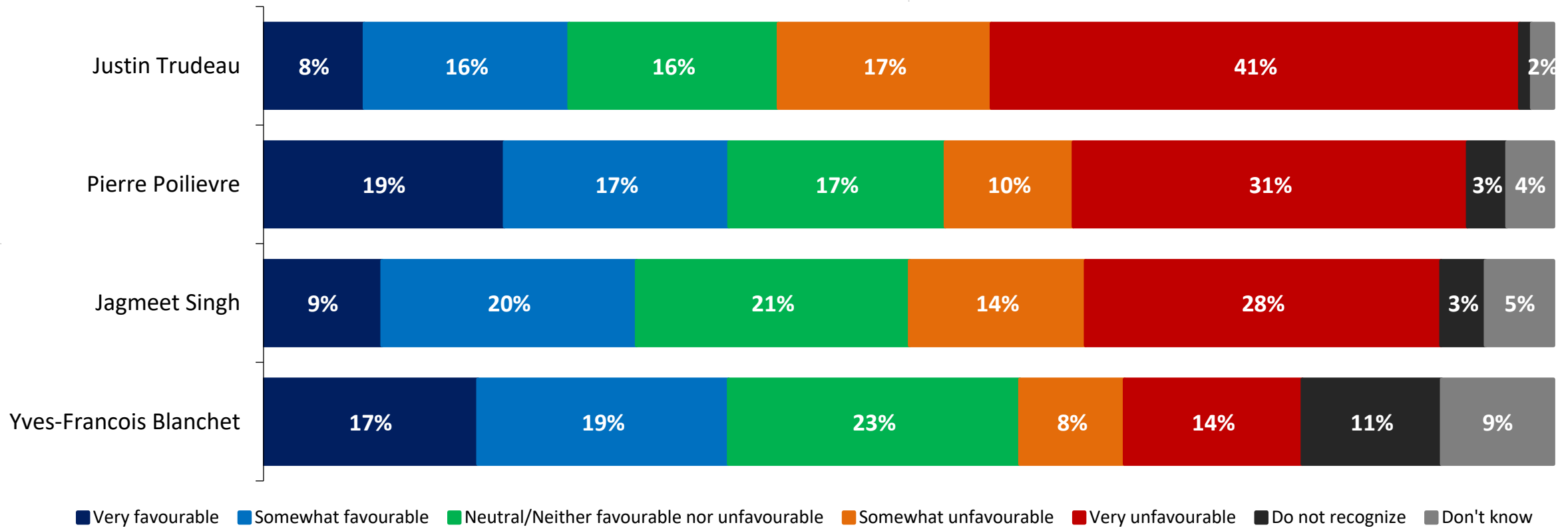
Leader Favourables:

Trudeau sits at 57% unfavourability with respondents, lowest unfavourability is Blanchet sitting at 22%



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=1,000]



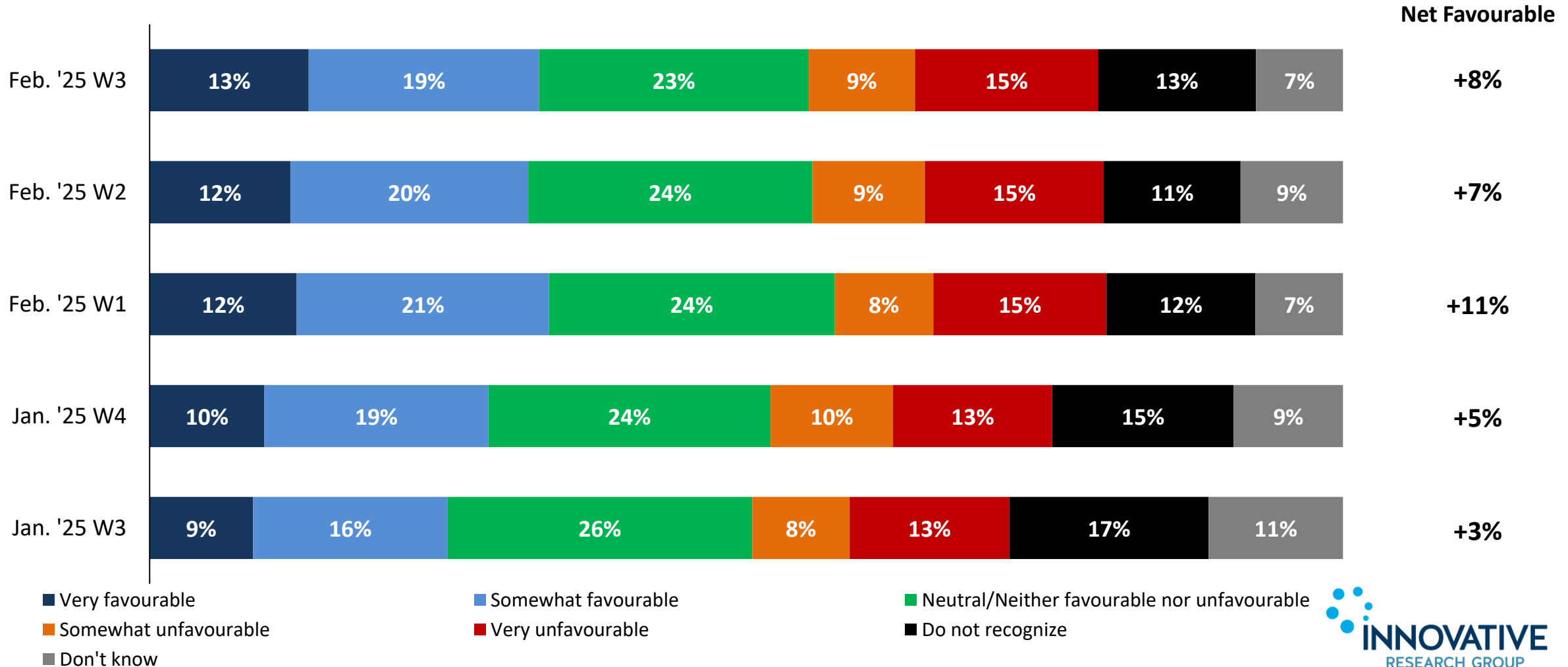
Carney Favourability:

Carney's favourability has been trending upwards since mid-January



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. – **Mark Carney**

[asked of all respondents; Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W1 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



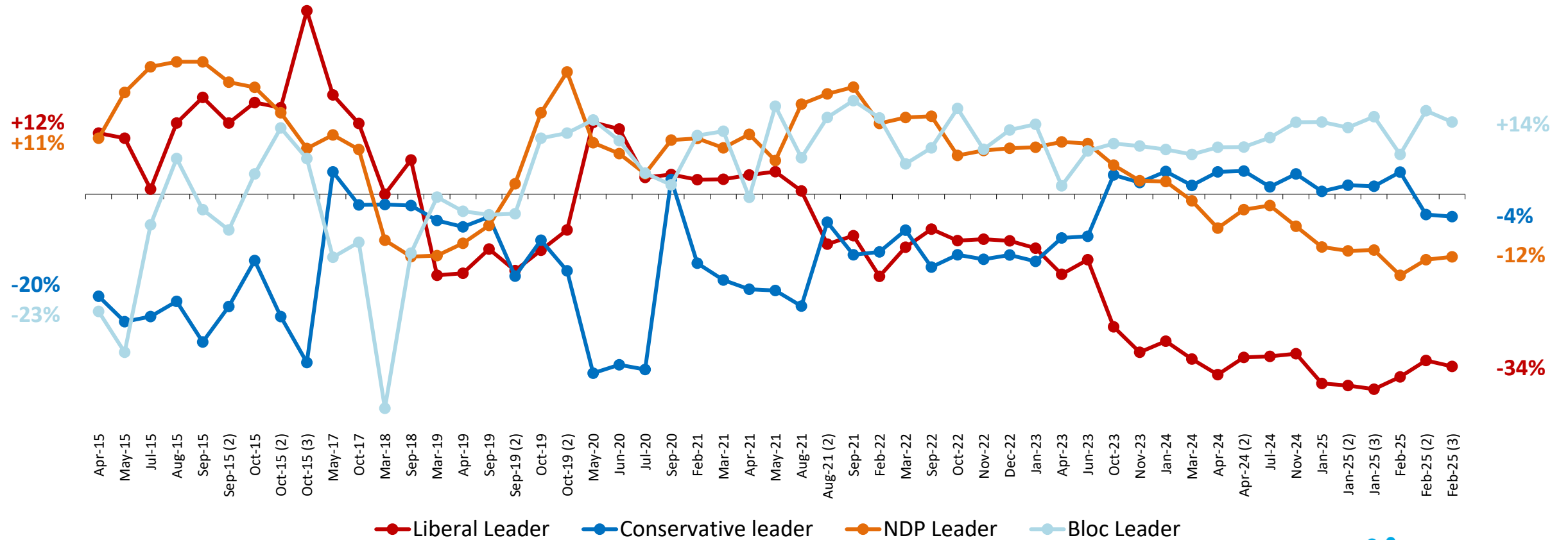
Party Leader NET Favourables Tracking:

Only party with increase in leader favourability since previous wave is NDP Leader Jagmeet Singh



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=1,000]



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

Current data: February 2025

Note: Results for Yves-Francois Blanchet (Bloc Leader) shown of Quebec respondents only

Reaction to Trump

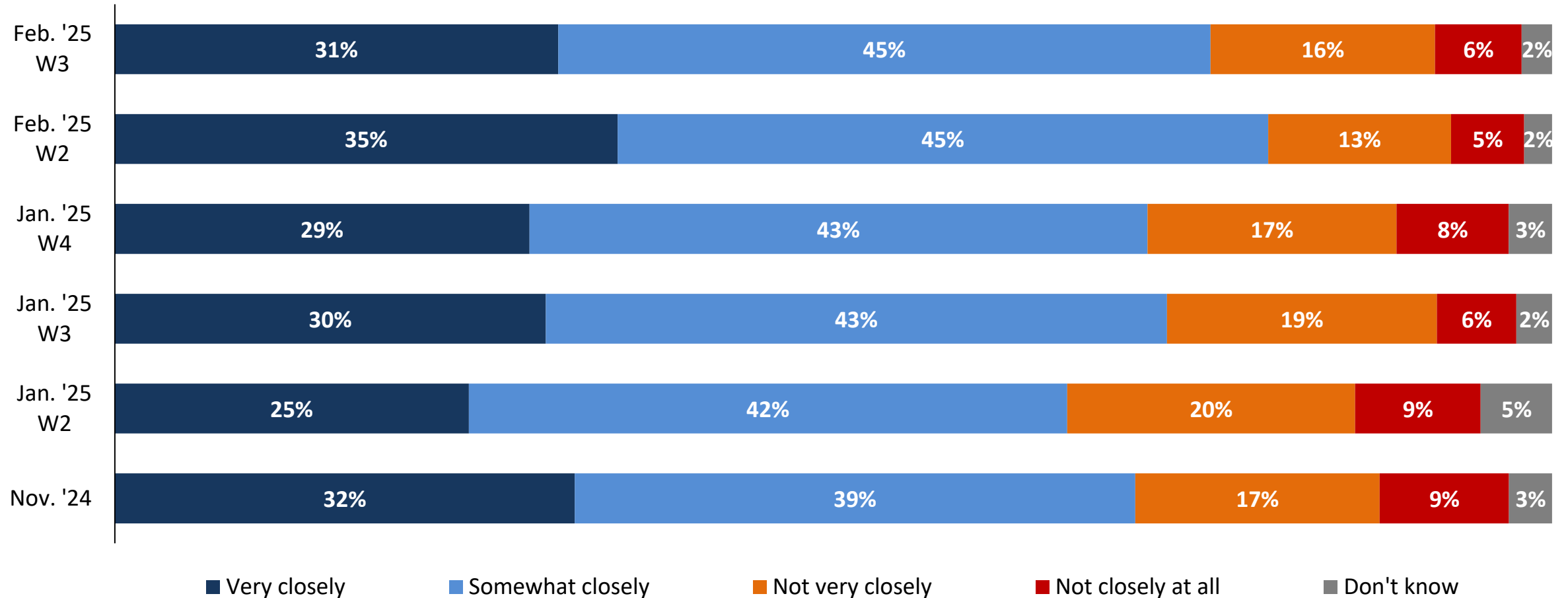
Engagement with US-Canada Relationship:

Engagement with news down since W2 of February, close to late January levels



How closely are you following the news about the relationship between Canada and the US now Donald J. Trump is the President of the United States once again?

[asked of all respondents, Nov. '24-Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



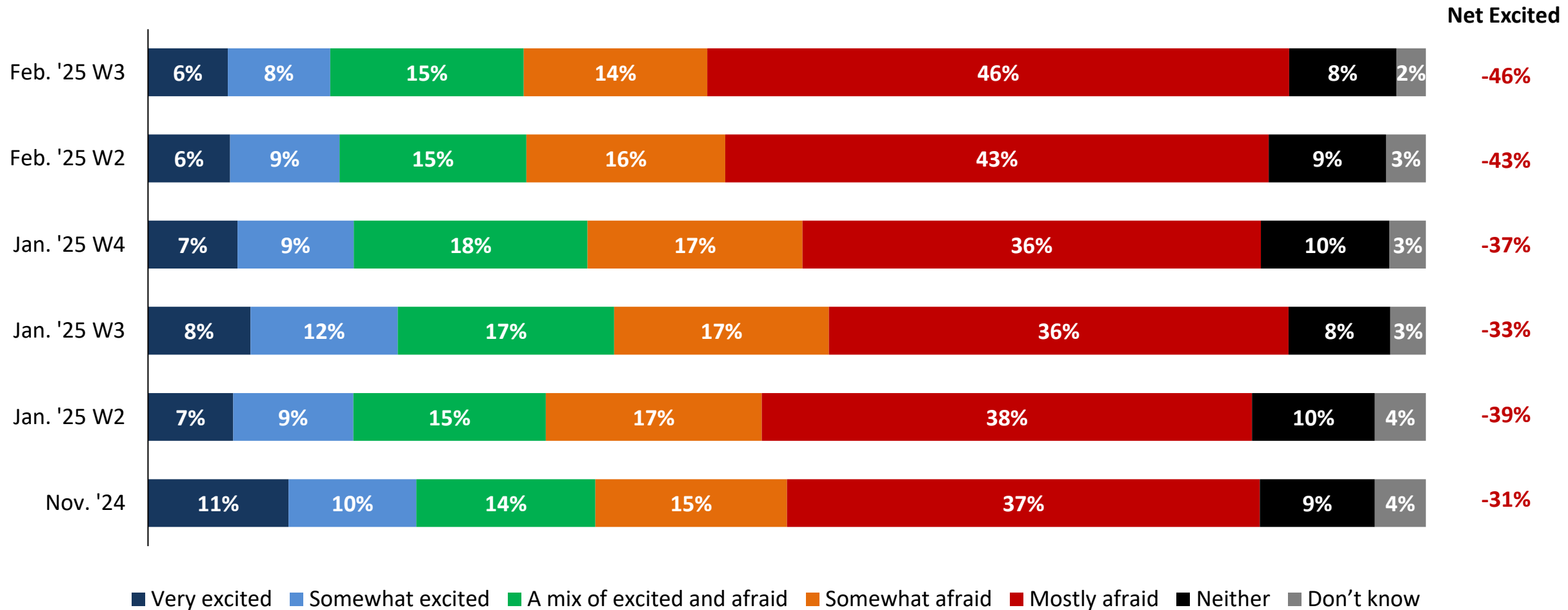
Note: Question wording in Jan. '25 W3 and Nov. '24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald J. Trump is becoming the President of the United States?"

Attitude Towards President-Elect Trump:

Net excitement continues to drop for respondents to lowest levels since tracking began in Nov. '24

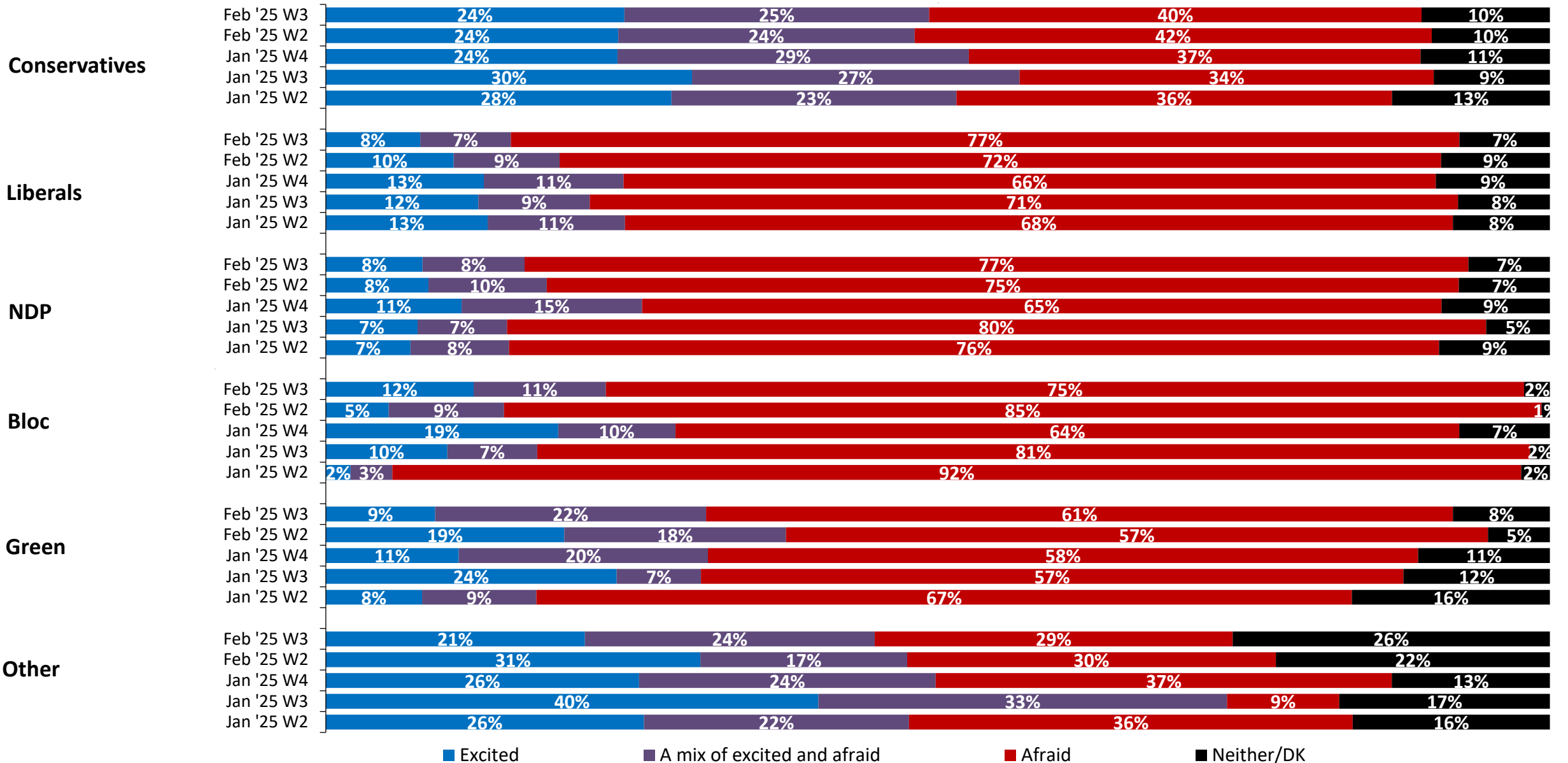
Q Does Donald J. Trump's election as the US President leave you feeling excited or afraid?

[asked of all respondents, Nov. '24-Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



Attitude Towards President-Elect Trump by Decided Vote:

Less Conservative partisans are excited about Trump now than compared to early to mid-January



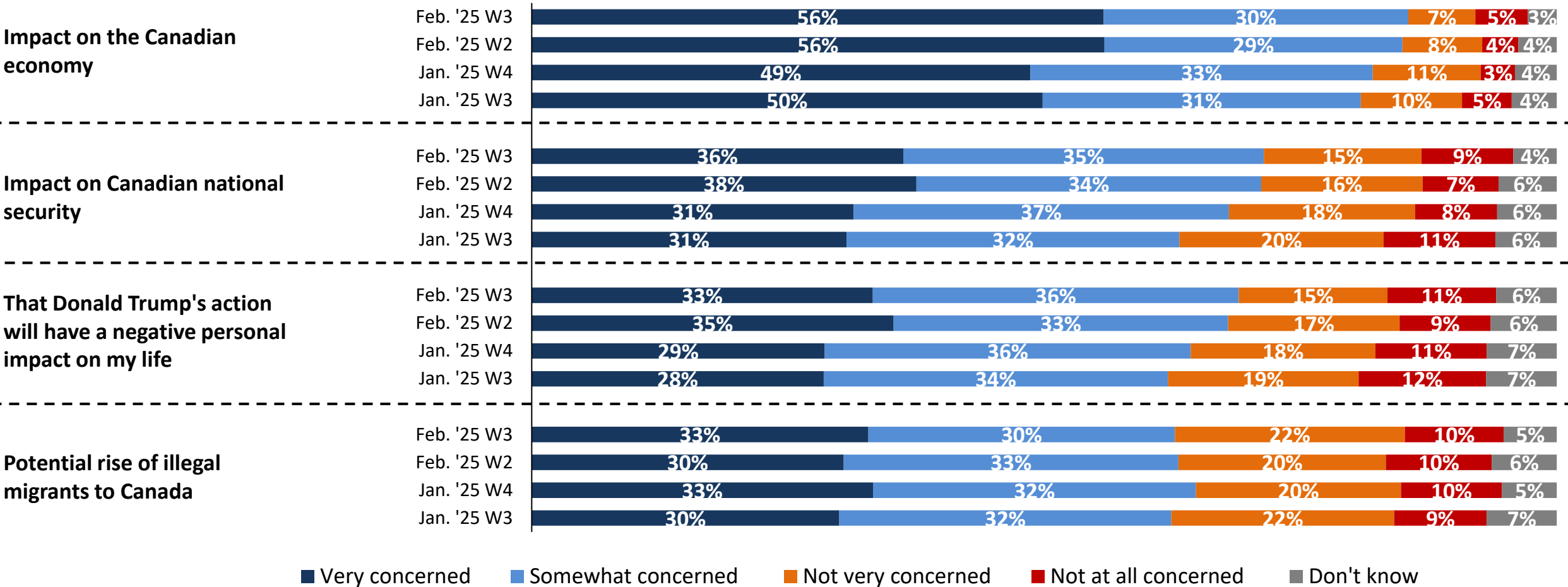
Canadians' concerns regarding Donald J. Trump:

Highest concern remains the impact that Trump will have on the Canadian 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, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



■ Very concerned
 ■ Somewhat concerned
 ■ Not very concerned
 ■ Not at all concerned
 ■ Don't know

Provincial Leadership Approval:

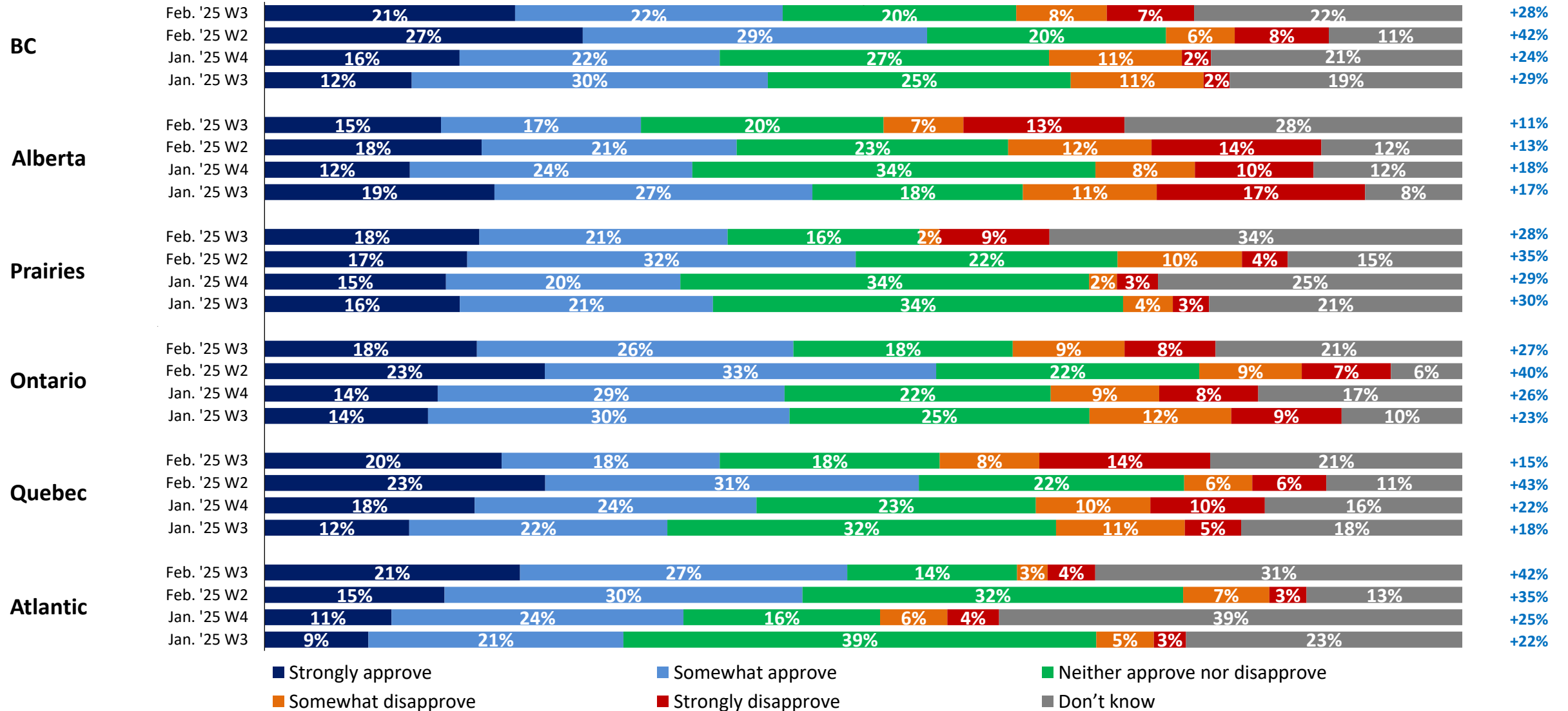
AB continues to fall in net approval of response, while Atlantic continues large rise in approval from respondents



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, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]

Net Approval



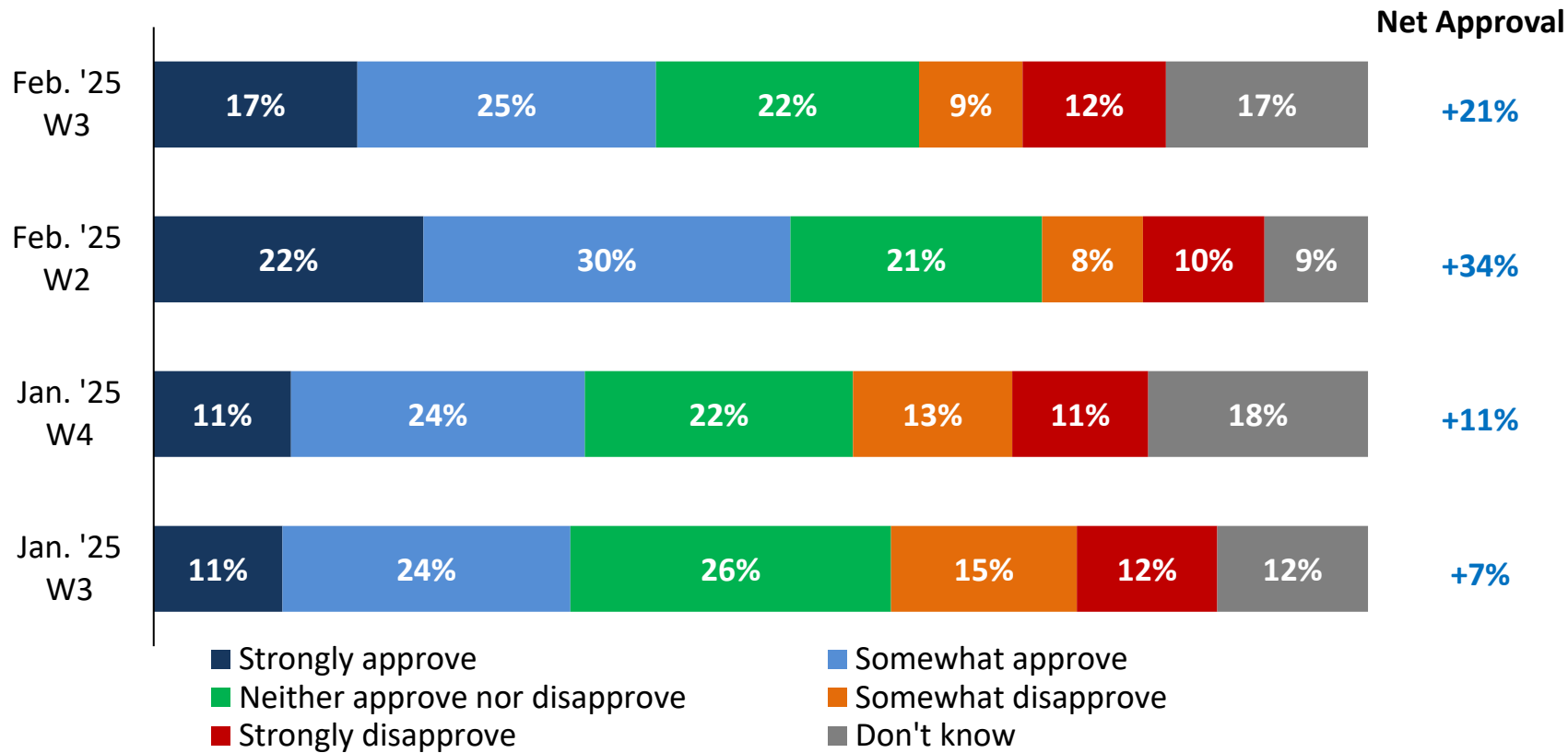
Federal Leadership Approval:

Net approval drops since Feb. '25 W2 by over 10-points, highest approval region is BC



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?

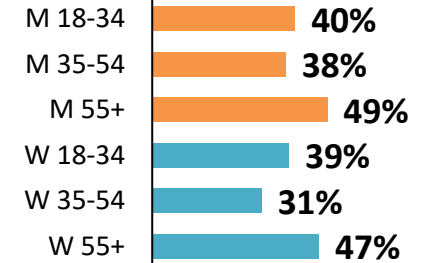
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



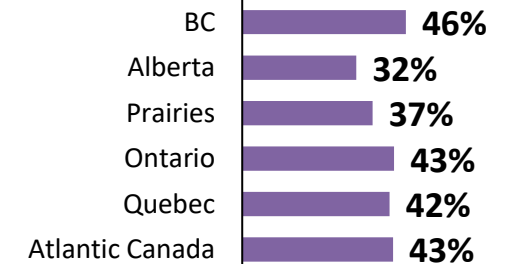
Segmentation

Those who say 'Approve'

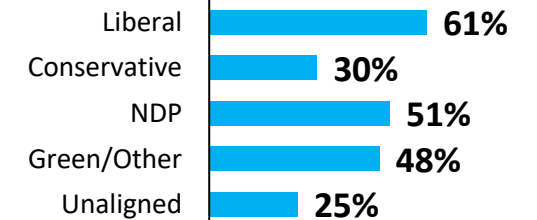
Age-Gender



Region



Party ID



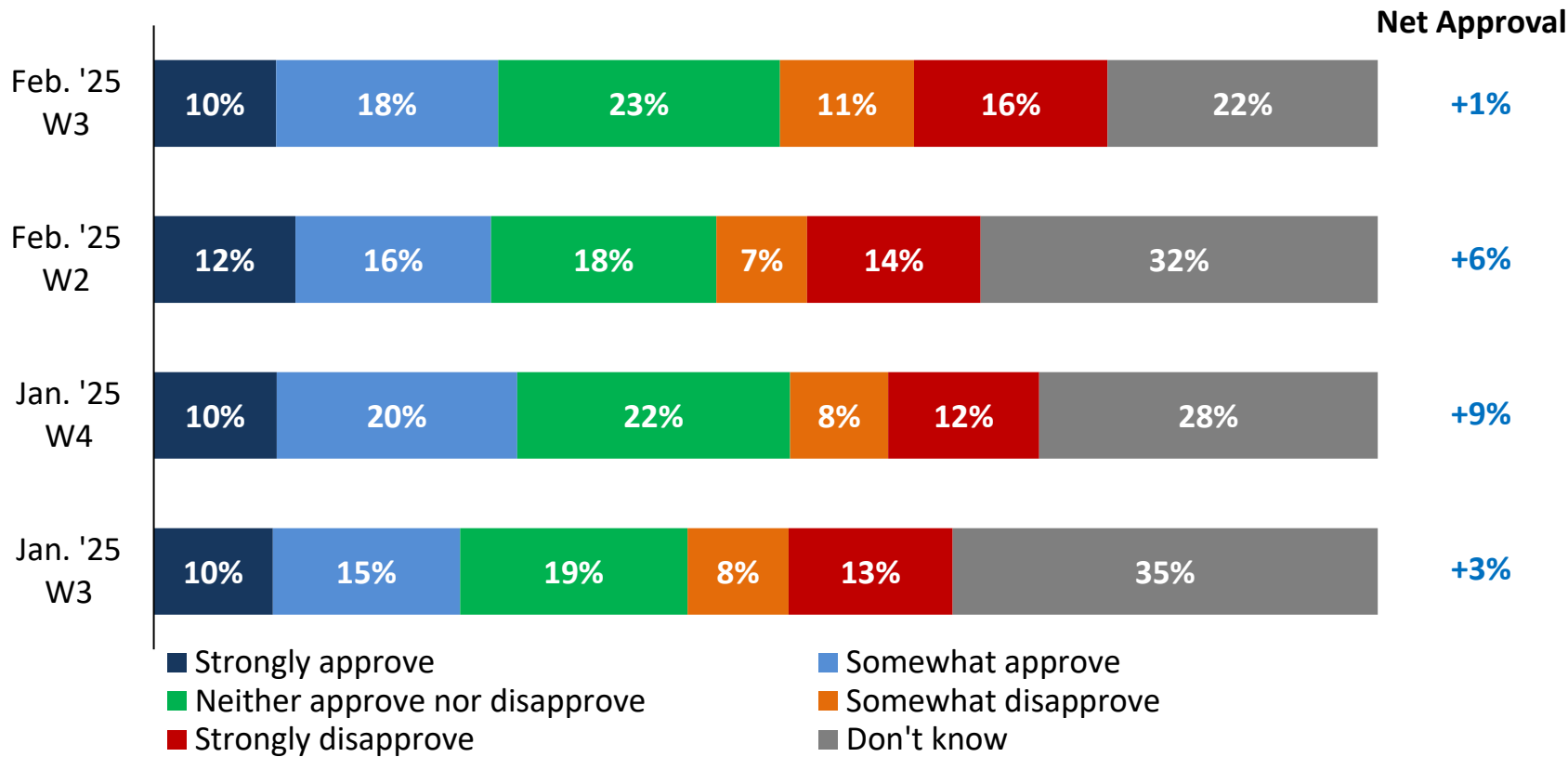
Pierre Poilievre and the Conservatives' Approach:

Poilievre and the Conservative's approach drops to a 1% net approval rate for respondents, down over past weeks



Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

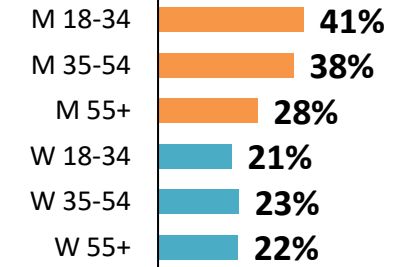
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



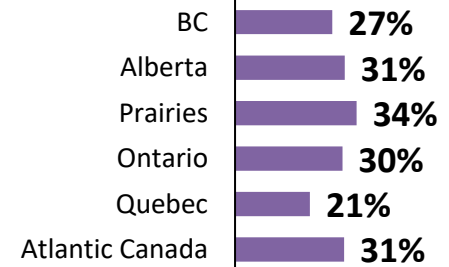
Segmentation

Those who say 'Approve'

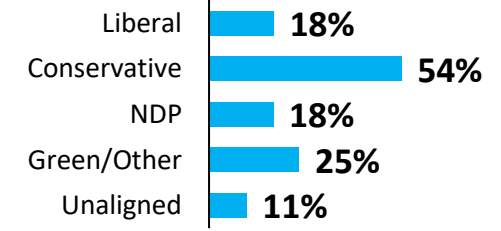
Age-Gender



Region



Party ID



Best Leader for Canada-US Relations:

Poilievre approval among those excited about Trump down since last week, Carney overall remains consistent

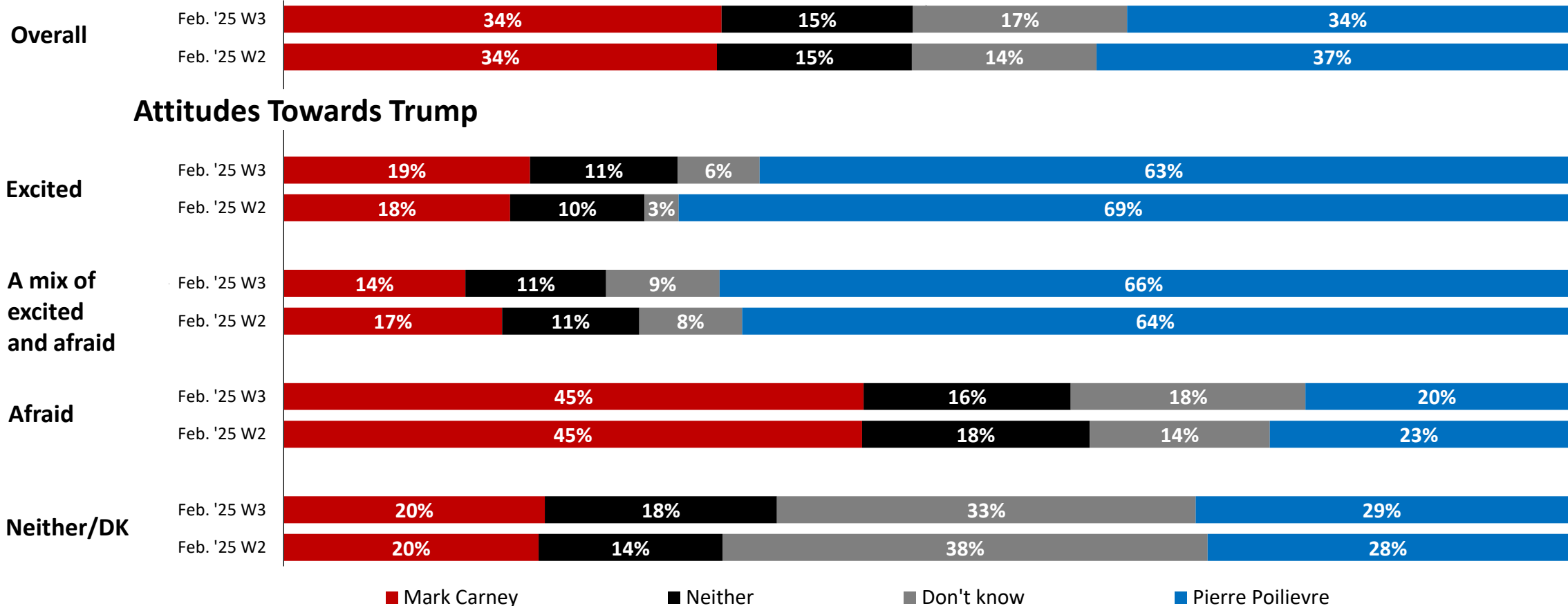


Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP
 [asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]

Mark Carney



Pierre Poilievre



Best Leader for Canada-US Relations:

More see Poilievre better equipped in comparison to Freeland to handle Trump's renewed presidency

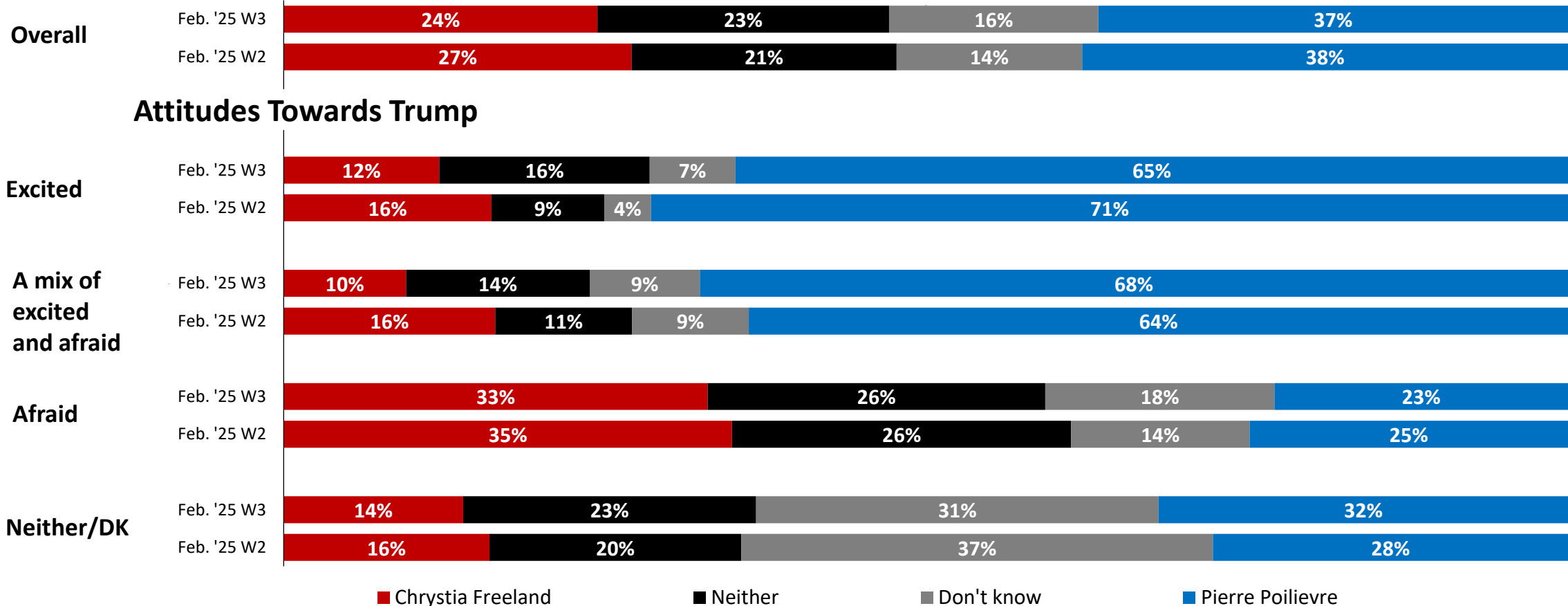


Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP
 [asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]

Chrystia Freeland



Pierre Poilievre

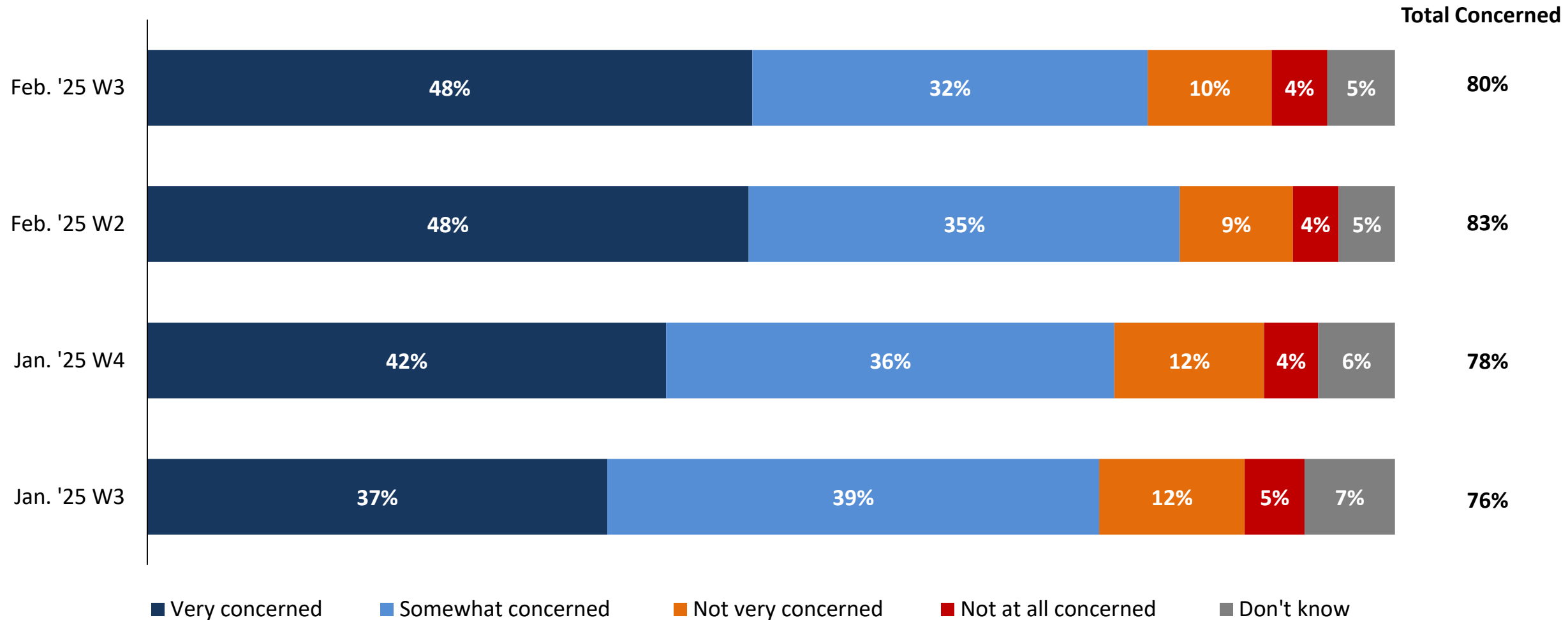


Responding to Tariffs

Canadians' concern about tariffs:

Concern remains consistent at around 80%, stable Feb. '25 W2

Q How concerned are you about the possibility of Donald Trump imposing a 25% tariff on Canadian imports to the US?
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



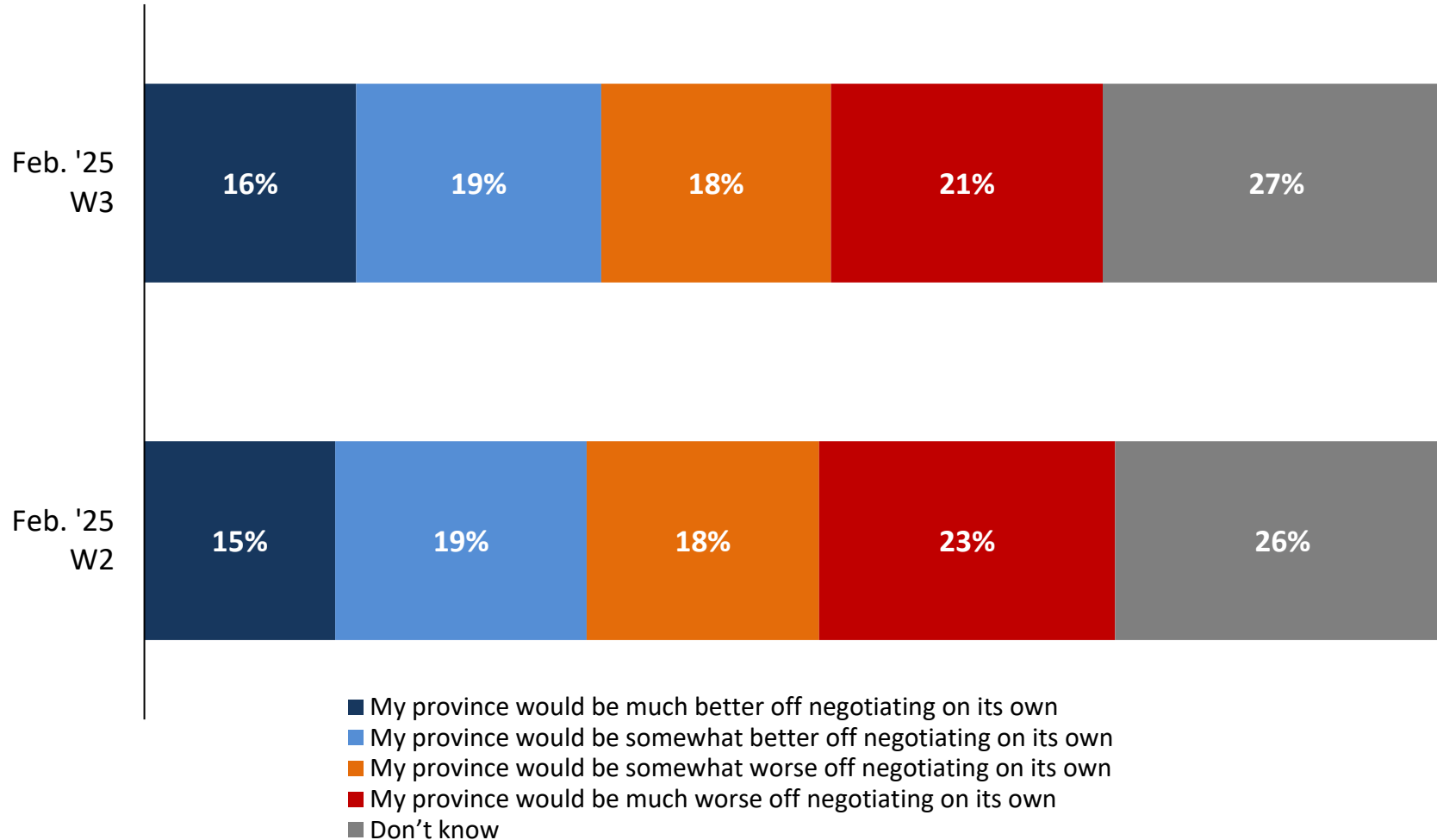
Team Canada:

Feelings towards provinces negotiating individually is stable, M55+ & those in ATL are more likely to say 'worse off'



Do you feel your province would be better off negotiating with Donald Trump?

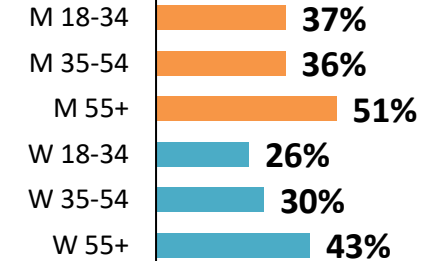
[asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



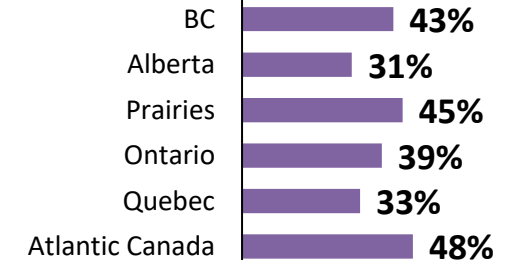
Segmentation

Those who say 'worse off'

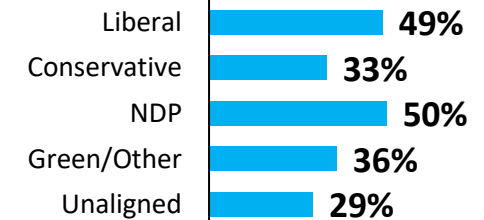
Age-Gender



Region



Party ID



How Canada can respond to tariff threats:

Matching tariffs and being careful about oil and gas exports dropping directionally in net agreement

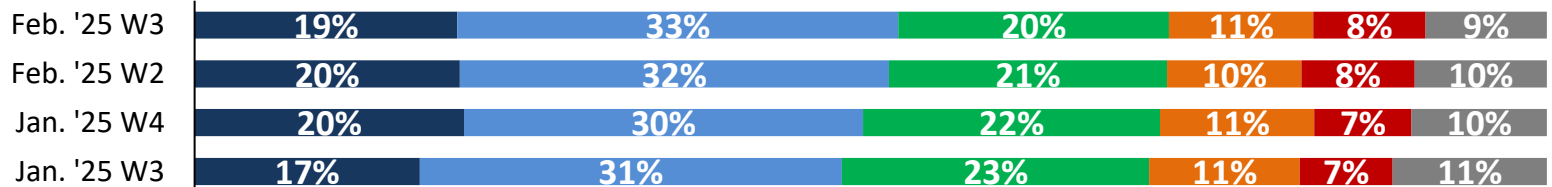


When thinking about the ways the Canadian government can respond to the tariff threats posed by Donald Trump, do you agree or disagree with the following statements?

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

Net Agreement

Since US tariffs on Canadian goods will raise the cost of living in the US, Canada should be patient and wait for US consumers and businesses to put pressure on Trump to remove those tariffs.



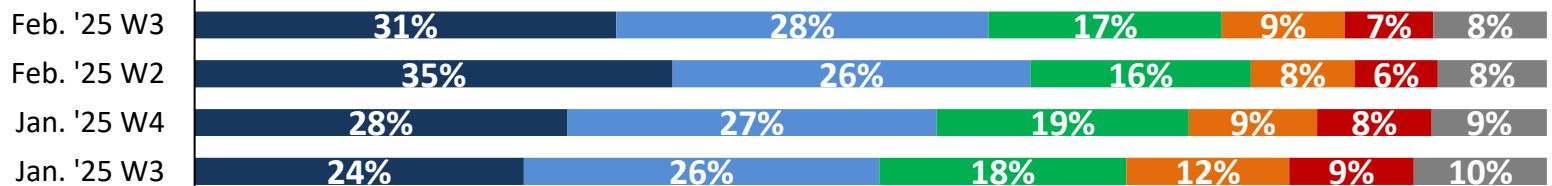
+33%

+33%

+31%

+30%

The only way to make a bully like Trump back down is to match his tariffs on Canadian products with our own tariffs on American products, even if that raises prices for Canadian consumers.



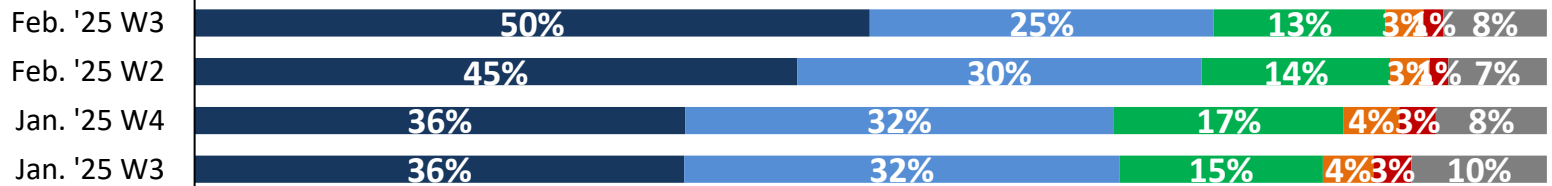
+43%

+48%

+37%

+29%

Donald 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 US.



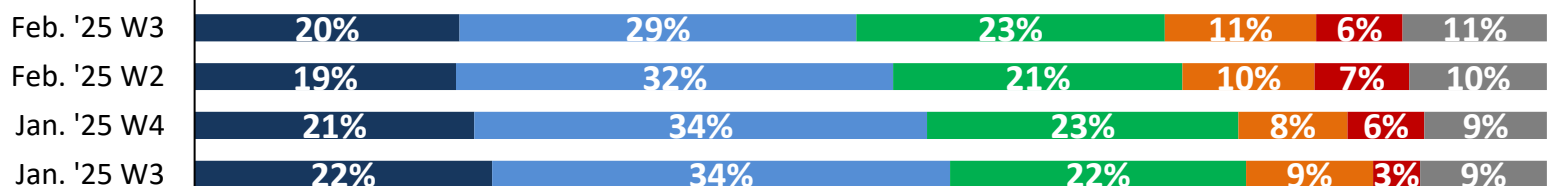
+71%

+70%

+61%

+62%

Given the jobs and long-term economic benefits created by Canada's oil and gas exports, we should be careful not to take actions in the short run that could hurt our long-term relationship.

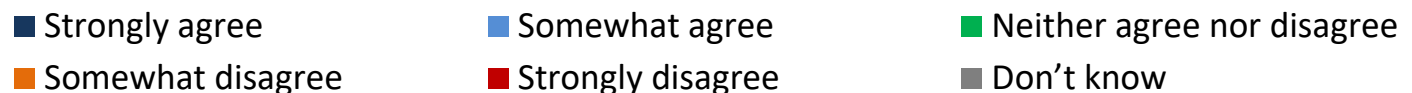


+31%

+35%

+40%

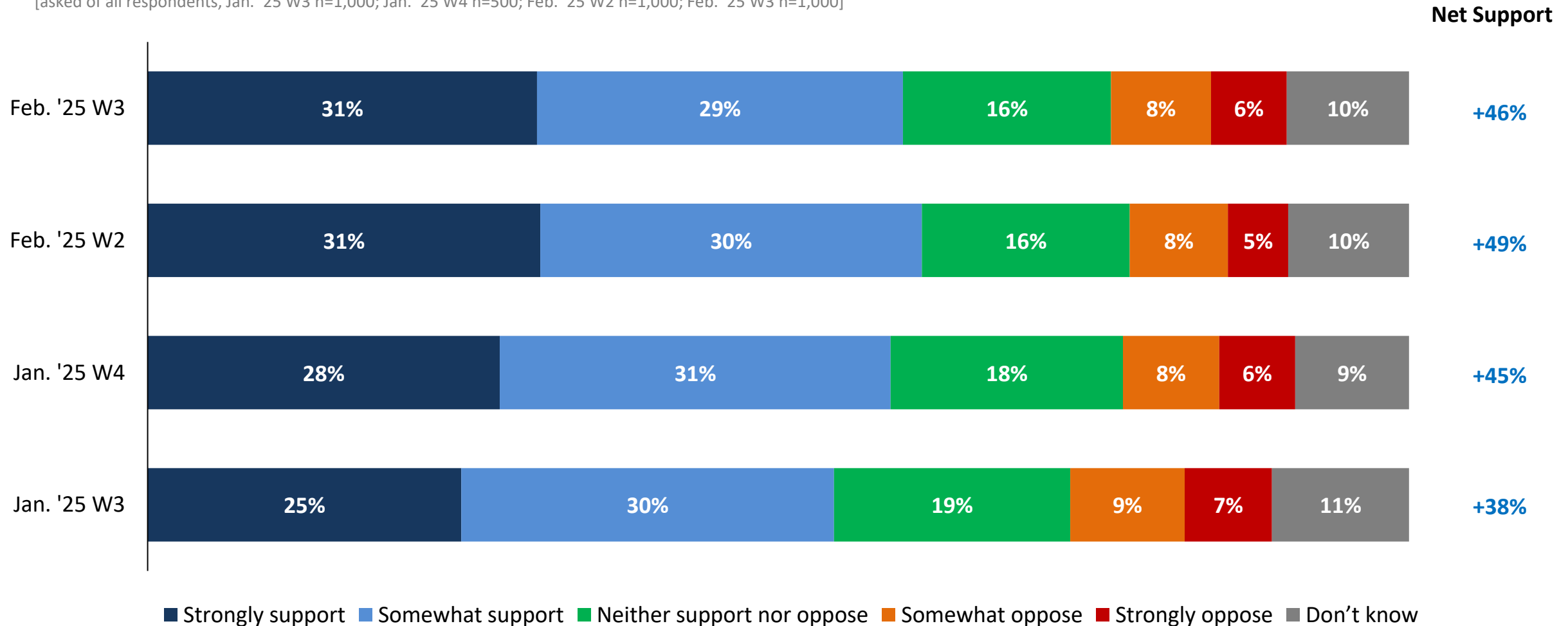
+43%



Canadians' support for banning export of critical products:

Net support for banning of critical products to the US is stable since upward trend starting in mid-January

Q If the US imposes tariffs on Canadian exports to the US, some people have suggested that Canada cut off exports of key Canadian products, products such as car parts, electricity or oil and gas. Would you support or oppose the federal government banning the export of critical products to the US if the US places tariffs on Canadian exports to the US?
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]

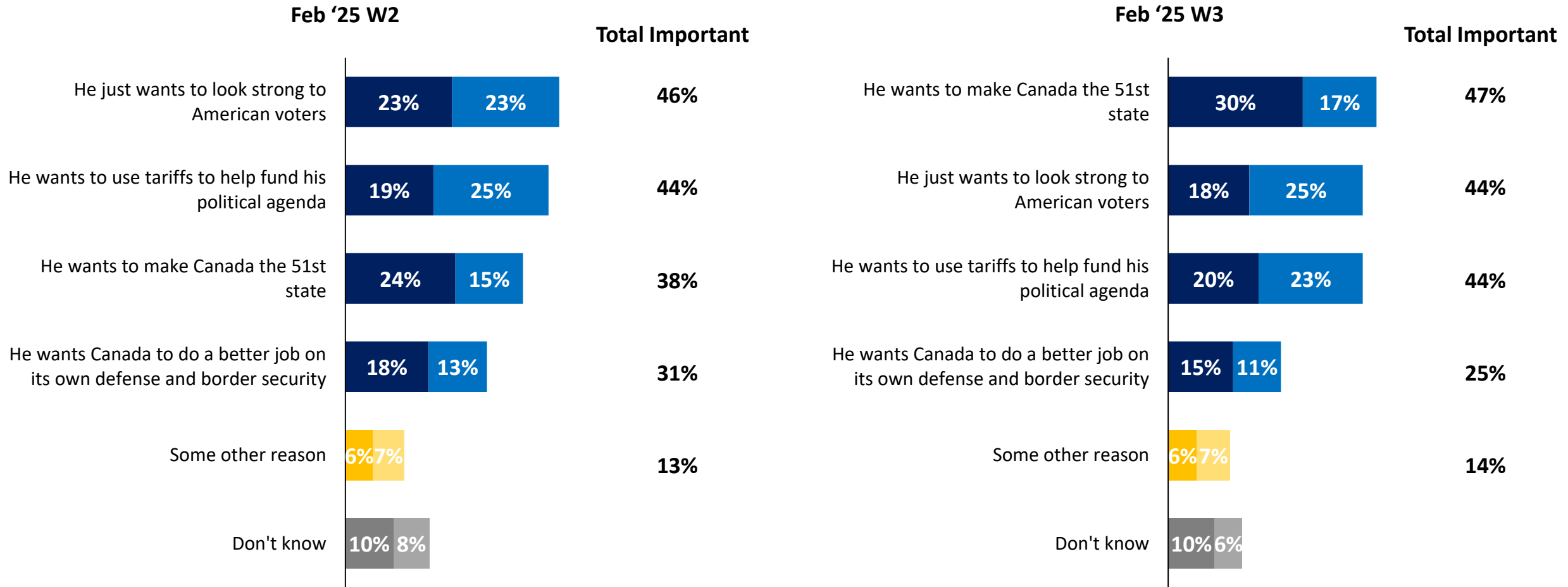


Trump's Goal for Tariffs:

Belief that Trump wants to make Canada the 51st state up by 5-points since last wave of tracking



What do you think is Donald Trump's most important goal behind his threat to impose a 25% tariff on Canadian imports to the US?
And what do you think is Donald Trump's next most important goal behind his threat to impose a 25% tariff on Canadian imports to the US?
[asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000]



Note: Respondents who answer "Don't know" about the most important goal not asked next most important goal.

Methodology

Survey Methodology



These are the results of an online survey conducted between February 12th and February 17th, 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=2,015 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: February 12th and February 17th, 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	213	10.6%	132	13.2%
Men 35-54	322	16.1%	159	16.0%
Men 55+	409	20.4%	190	19.1%
Women 18-34	259	12.9%	132	13.2%
Women 35-54	349	17.4%	164	16.4%
Women 55+	451	22.5%	219	22.0%
Region				
British Columbia	197	9.8%	139	13.9%
Alberta	320	15.9%	114	11.4%
Prairies	117	5.8%	64	6.4%
Ontario	963	47.8%	386	38.6%
Québec	290	14.4%	230	23.0%
Atlantic	128	6.4%	67	6.7%

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Building Understanding.

