



# Canada This Month Reaction to Trump

Public Opinion Research  
Release Date: March 24<sup>th</sup>, 2025  
Field Dates: Mar 19<sup>th</sup>, 2025 to Mar 21<sup>st</sup>, 2025

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# Study Overview



Building from the findings off the report published on Friday, this report tracks:

- **Reactions to Trump and tariffs**
- **Approval of CPC as well as Provincial and Federal responses to Trump**

<https://innovativeresearch.ca/liberals-take-lead-on-election-eve/>

# Summary

- 1 Carney's growing lead over Poilievre on managing Canada—U.S. relations.** Since February, Poilievre's rating has declined by 6 points, while Carney's has improved by 8 points. Those who are excited or have mixed feelings (a segment that represents 24% of Canadians) continue to favour Poilievre, but those who are afraid (a segment that represents 65% of Canadians) favour Carney.
- 2 Concerns over tariffs remain high and steady.** 82% of Canadians are concerned. Canada – U.S. relations is being closely watched, with 65% of Canadians saying that Trump's election as the US President leaves them feeling afraid.
- 3 The federal government's approval has continued to decline from its peak in March.** Men and older Canadians are more likely to express support, while approval is lowest in Alberta. Pierre Poilievre and the Conservatives also saw a 5-point decrease in net approval, returning back to February W3 numbers.

# Reaction to Trump

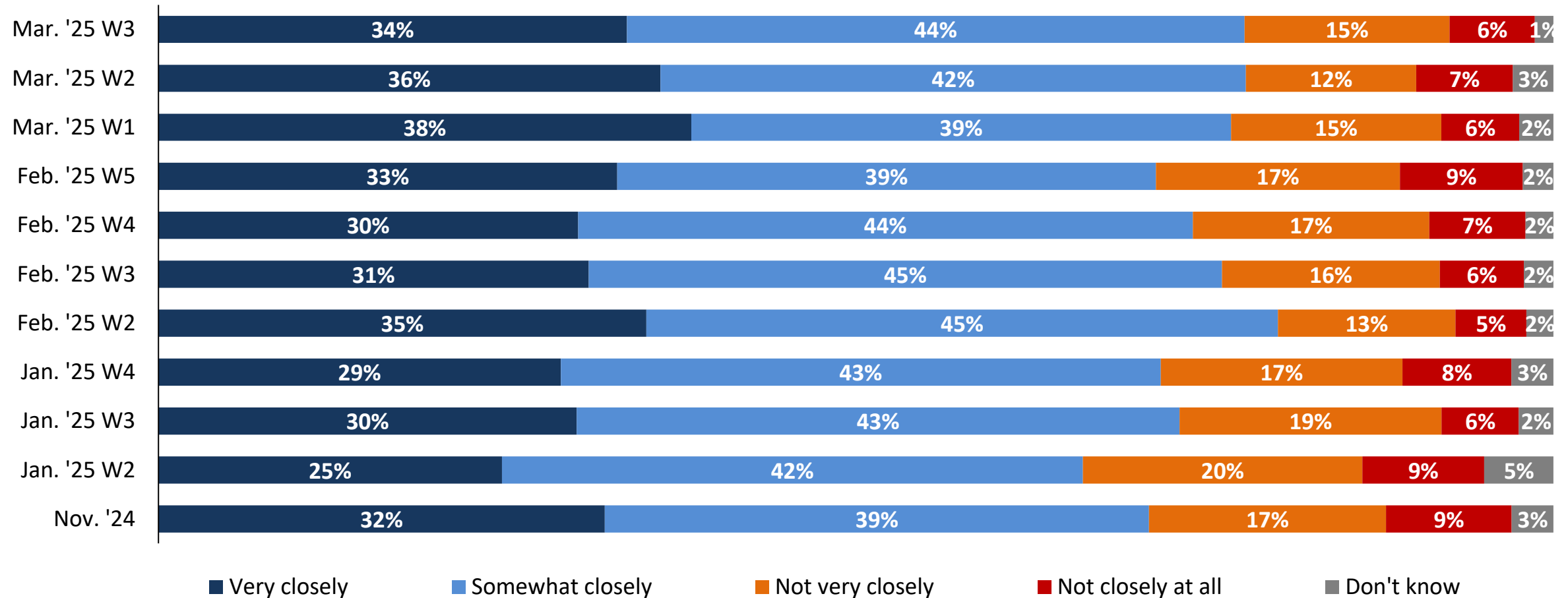
# Engagement with U.S.-Canada Relationship:

With 78% of Canadians at least somewhat closely following U.S.-Canada relations, attention remains high



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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]



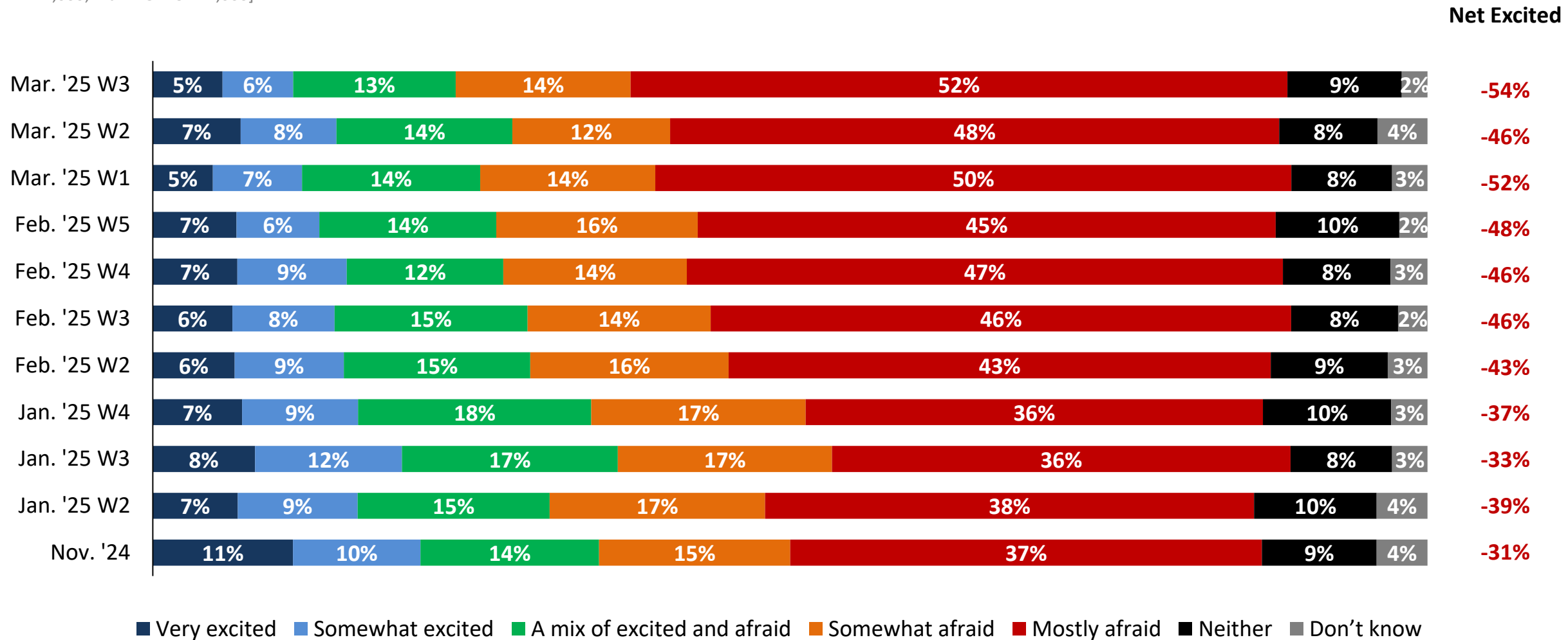
Note: Question wording in Jan.'25 W3 and Nov.'24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald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

# Attitude Towards President Trump:

## Fear of Trump continues to inch up

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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]



# Federal Leadership Approval:

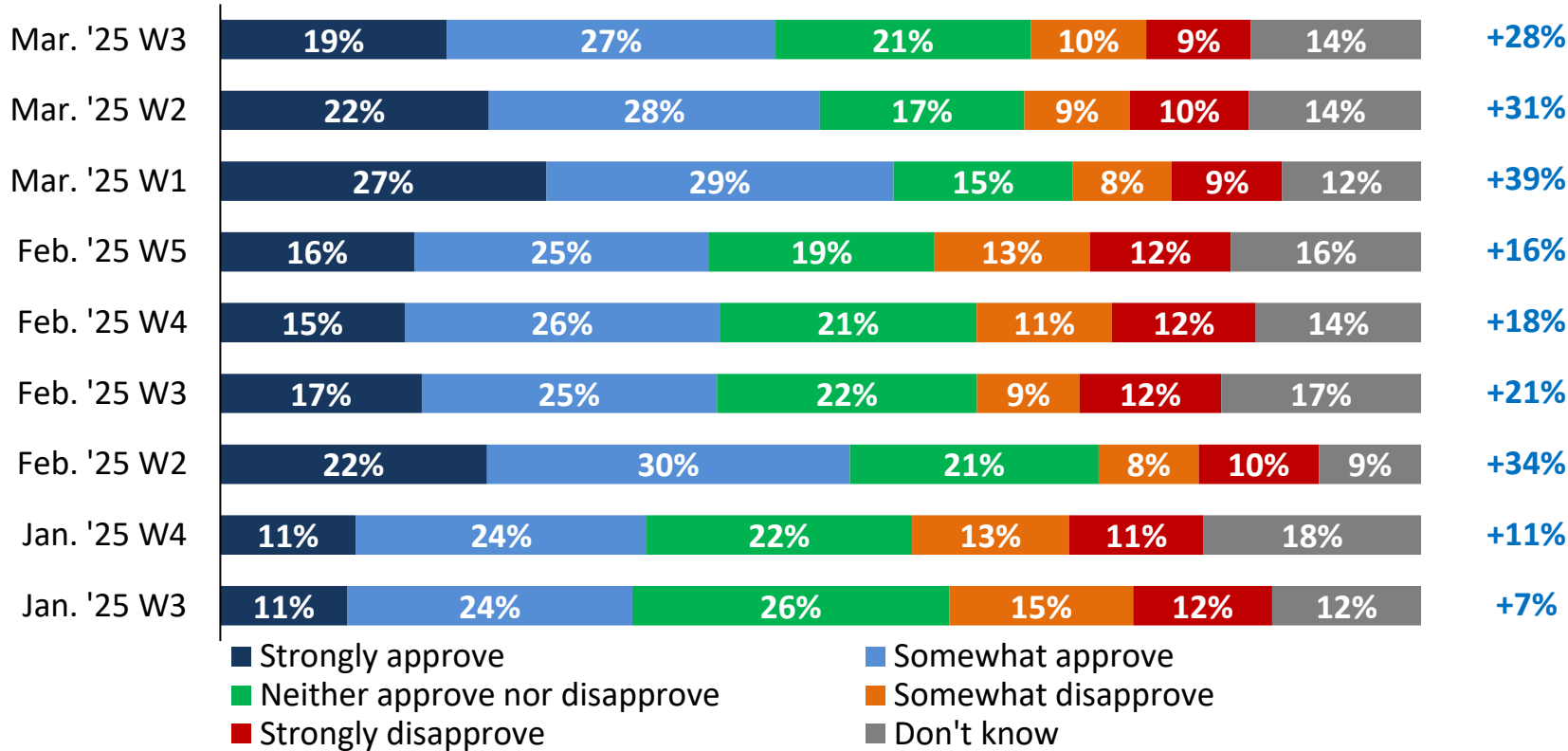
## Net approval of the Federal government ebbs from peak high, but remains strongly positive



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?

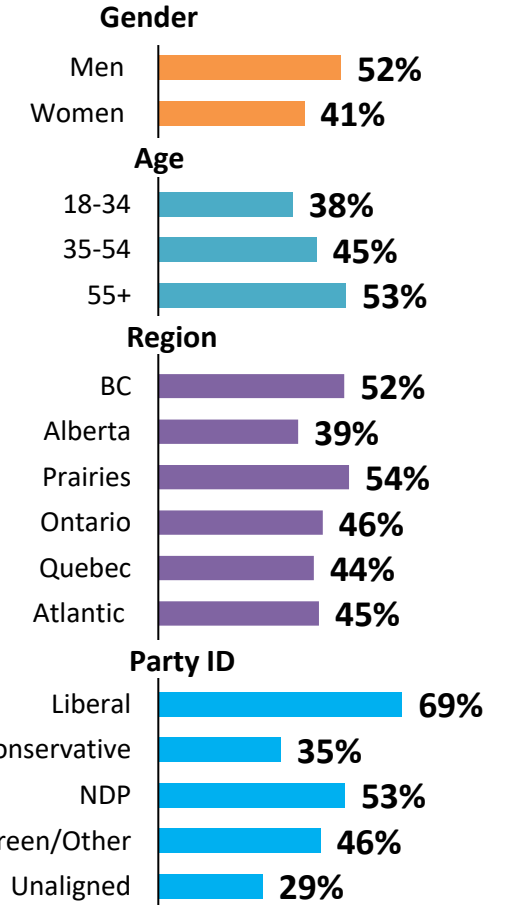
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]

### Net Approval



### Segmentation

Those who say 'Approve'





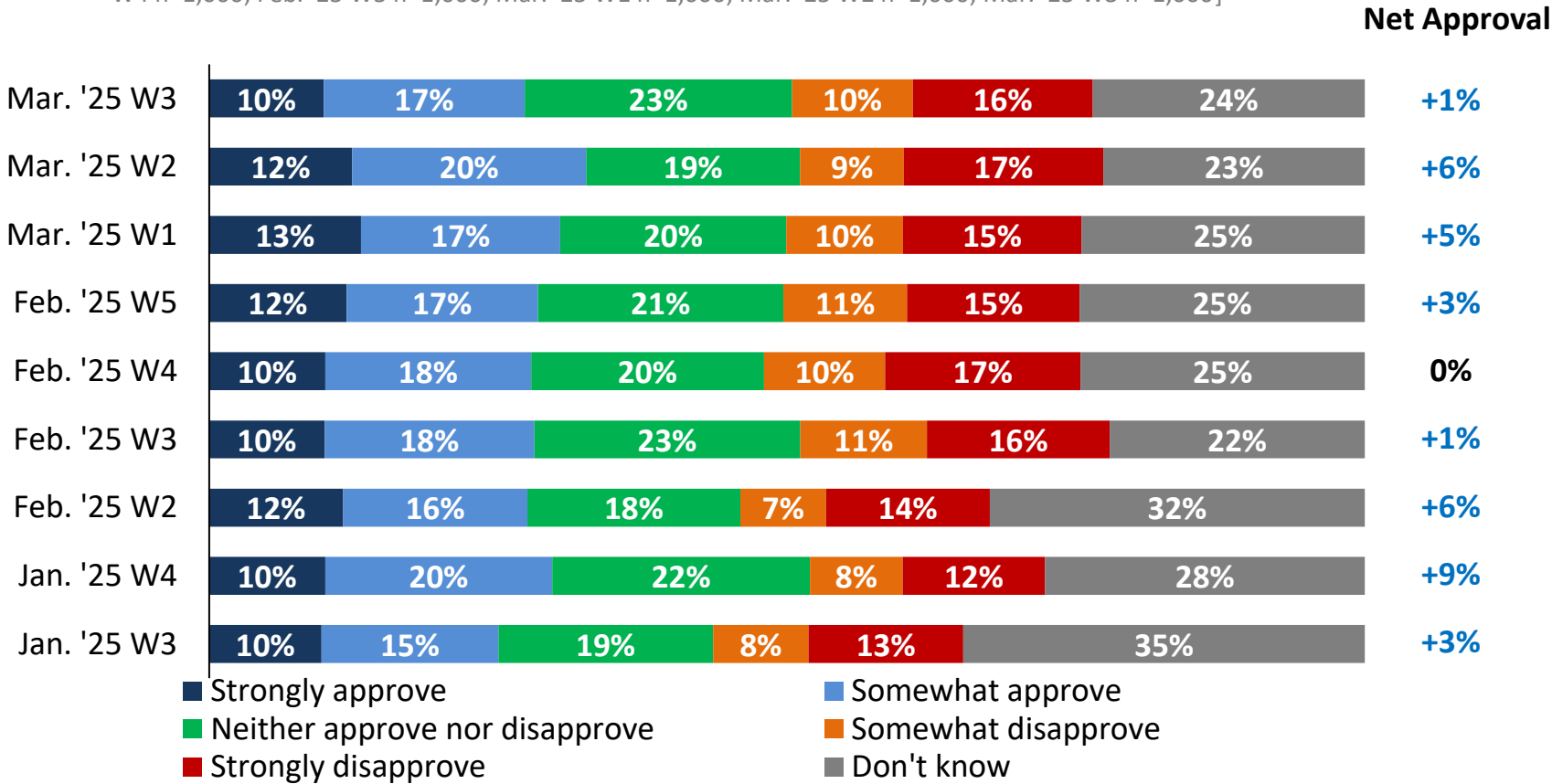
# Pierre Poilievre and the Conservatives' Approach:

## Net approval has decreased by 5 points, returning back to late February numbers



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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]



### Segmentation

Those who say 'Approve'

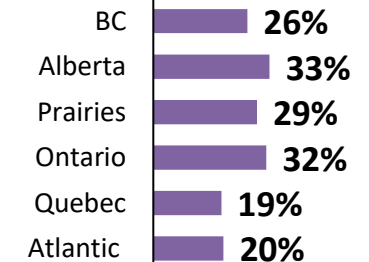
#### Gender



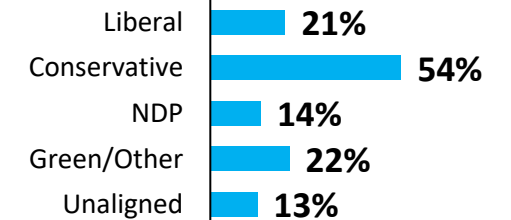
#### Age



#### Region



#### Party ID



# Responding to Tariffs

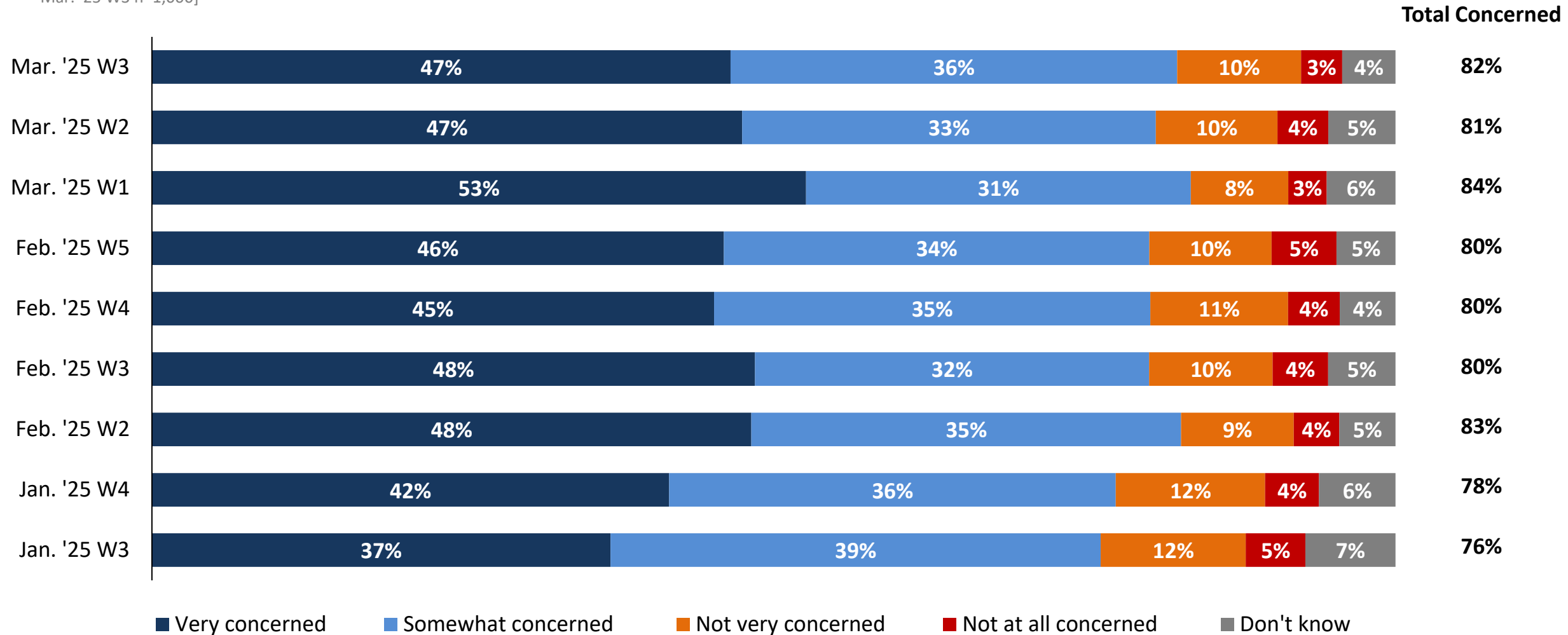
# Canadians' concern about tariffs:

## Tariff concerns remain steady after a marginal drop last week from a peak



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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]



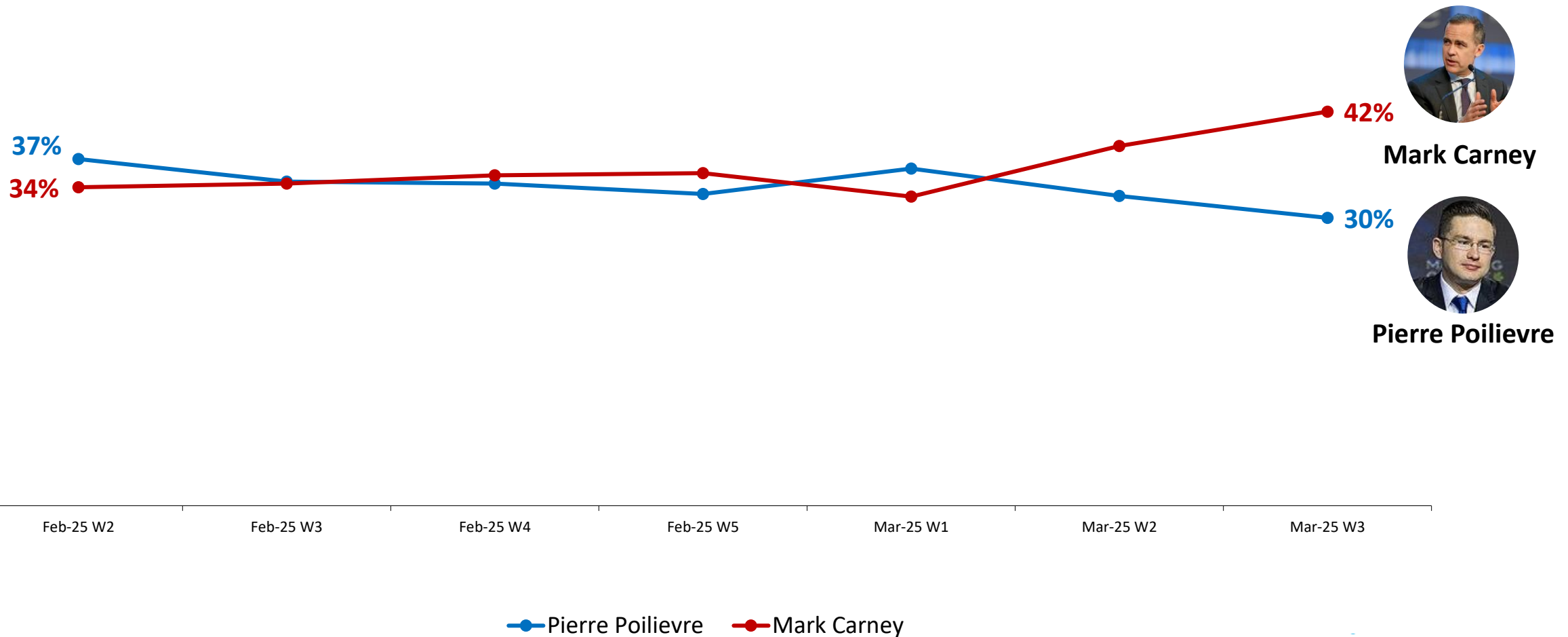
# Best Leader for Canada-US Relations Tracking:

Since February, Poilievre has declined by 6 points, while Carney's rating has increased by 8 points



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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]



# Best Leader for Canada-US Relations:

## Carney continues to rise as best leader after a slight decline in Mar. '25 W1



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; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000]

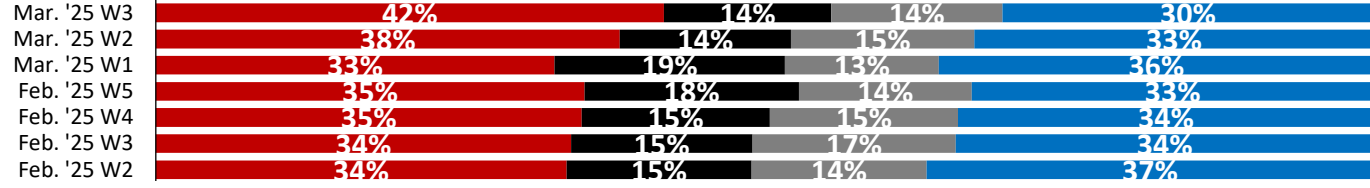


Mark Carney



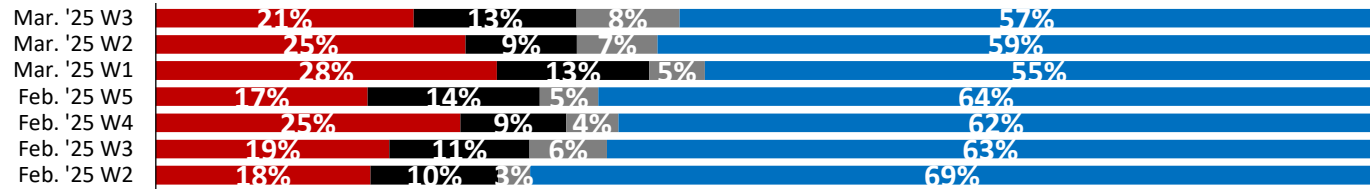
Pierre Poilievre

**Overall**

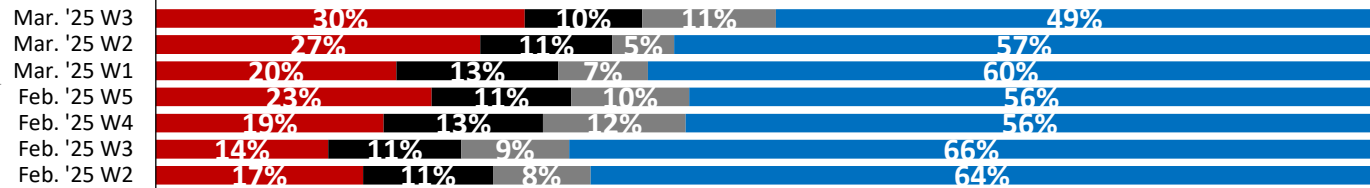


**Attitudes Towards Trump**

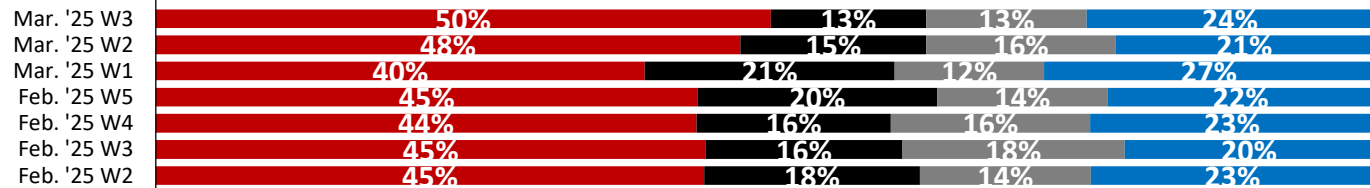
**Excited**



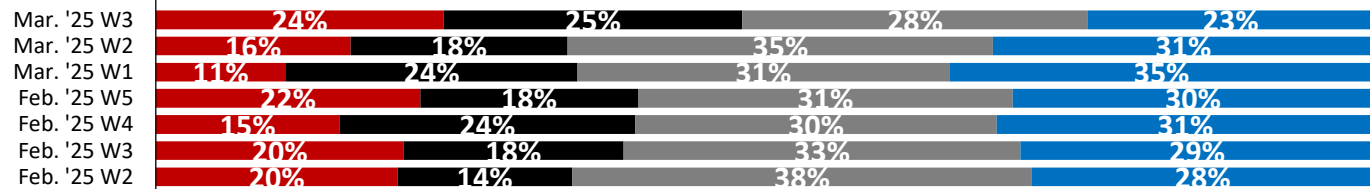
**A mix of excited and afraid**



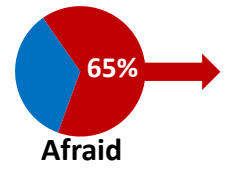
**Afraid**



**Neither/DK**



■ Mark Carney ■ Neither ■ Don't know ■ Pierre Poilievre



# Survey Methodology



**These are the results of an online survey conducted between March 19<sup>th</sup> and March 21<sup>st</sup>, 2025.**

**Method:** This online survey was conducted and sponsored by Innovative Research Group Inc. using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. 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=1,548 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** March 19<sup>th</sup> and March 21<sup>st</sup>, 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	156	10%	133	13%
Men 35-54	237	15%	158	16%
Men 55+	350	23%	196	20%
Women 18-34	179	12%	128	13%
Women 35-54	261	17%	164	17%
Women 55+	359	23%	216	22%
British Columbia	228	15%	141	14%
Alberta	213	14%	112	11%
Prairies	132	9%	64	6%
Ontario	554	36%	386	39%
Québec	262	17%	230	23%
Atlantic	159	10%	67	7%

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**Building Understanding.**

