



Canada This Month Canadians and Trump

Public Opinion Research
Release Date: March 11th, 2025
Field Dates: Mar 6th, 2025 to Mar 10th, 2025

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Study Overview



Building from findings off previous waves, this report tracks key voter segments, federal vote intentions, and federal leadership. It also further expands on:

- **Canada-U.S. relations**
- **Reactions to Trump**
- **Responding to tariffs**

Summary

- 1** The latest tariff show down has resulted in Canadians becoming more engaged (up 7 points since last week) and more fearful (64% afraid with 50% mostly afraid).

- 2** In the aftermath of Trump's March 6th announcement on tariff delays, there has been a 23-point increase in approval of the federal government's response to issues resulting from Trump's presidency.

- 3** Net support for retaliatory tariffs, increased export overseas, and the ban on export of critical Canadian products to the US has steadily increased since January.

- 4** Following the controversy in his role in moving Brookfield Asset Management's HQ to the US, Mark Carney has dropped 10 points in net favourables. Combined with Pierre Poilievre picking up 5 points this week, the gap between the two leaders has dropped from 16 points last week to just 1 point this week.

- 5** While the Liberals are holding their ground at 31%, the CPC have gained 3 points to 41%, regaining a double digit lead in decided vote.

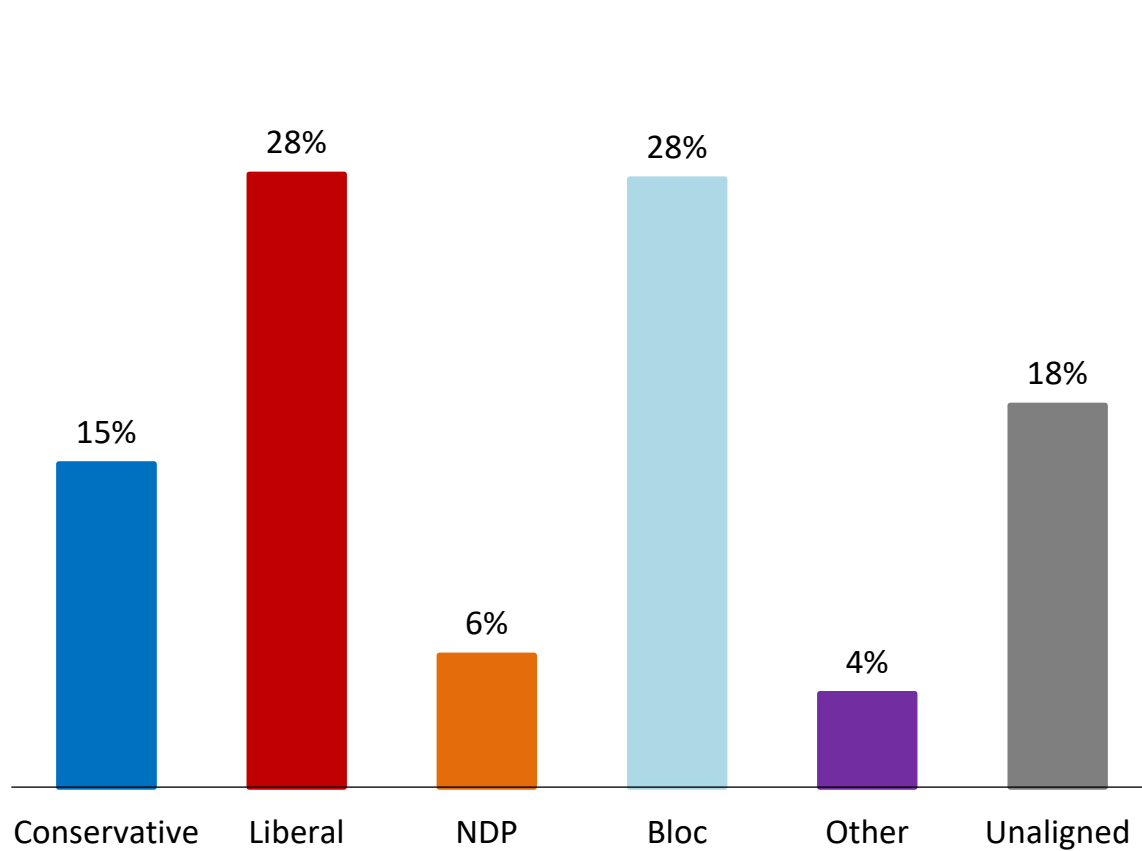
Key Voter Segments

Federal Party ID (Quebec vs. ROC):

In Quebec, the Liberals and Bloc are tied at 28%. Outside Quebec, the CPC hold a 9-point lead over the Liberals

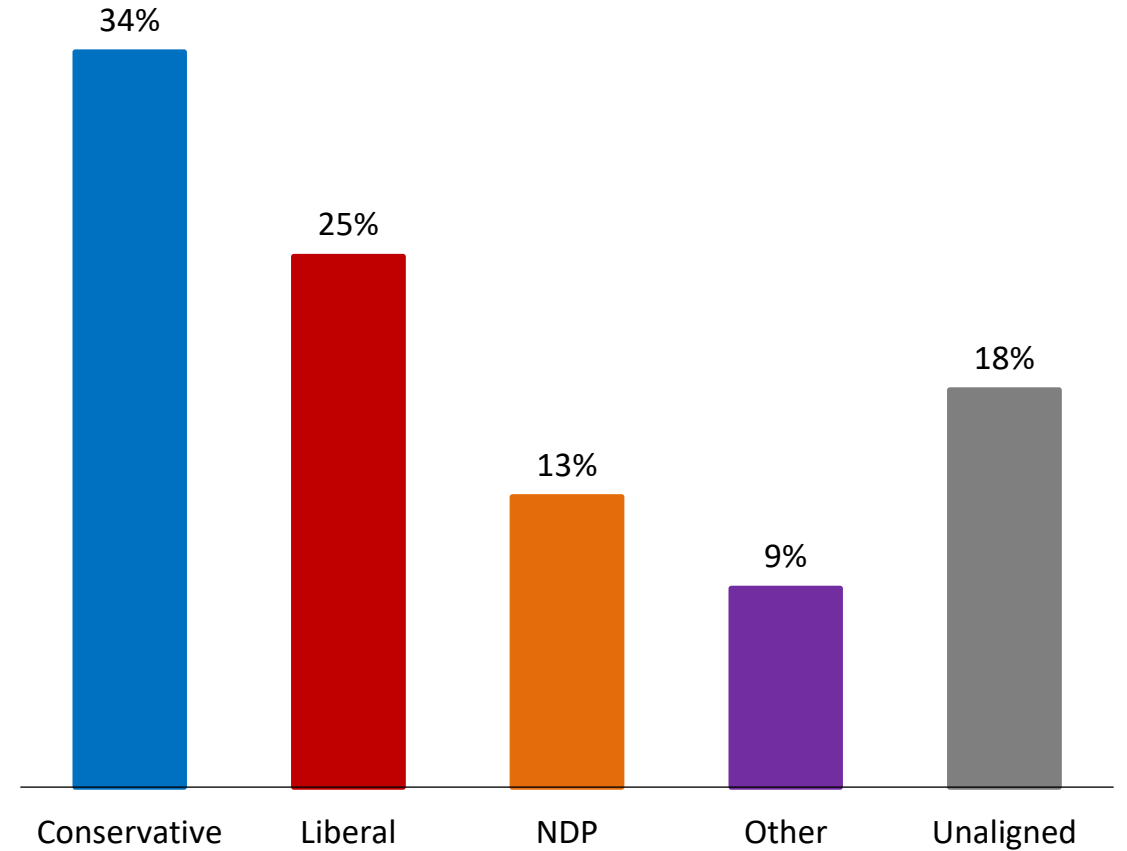
Party ID: Quebec

[Respondents in Quebec; n=230]



Party ID: Rest of Canada

[Respondents in the rest of Canada; n=770]



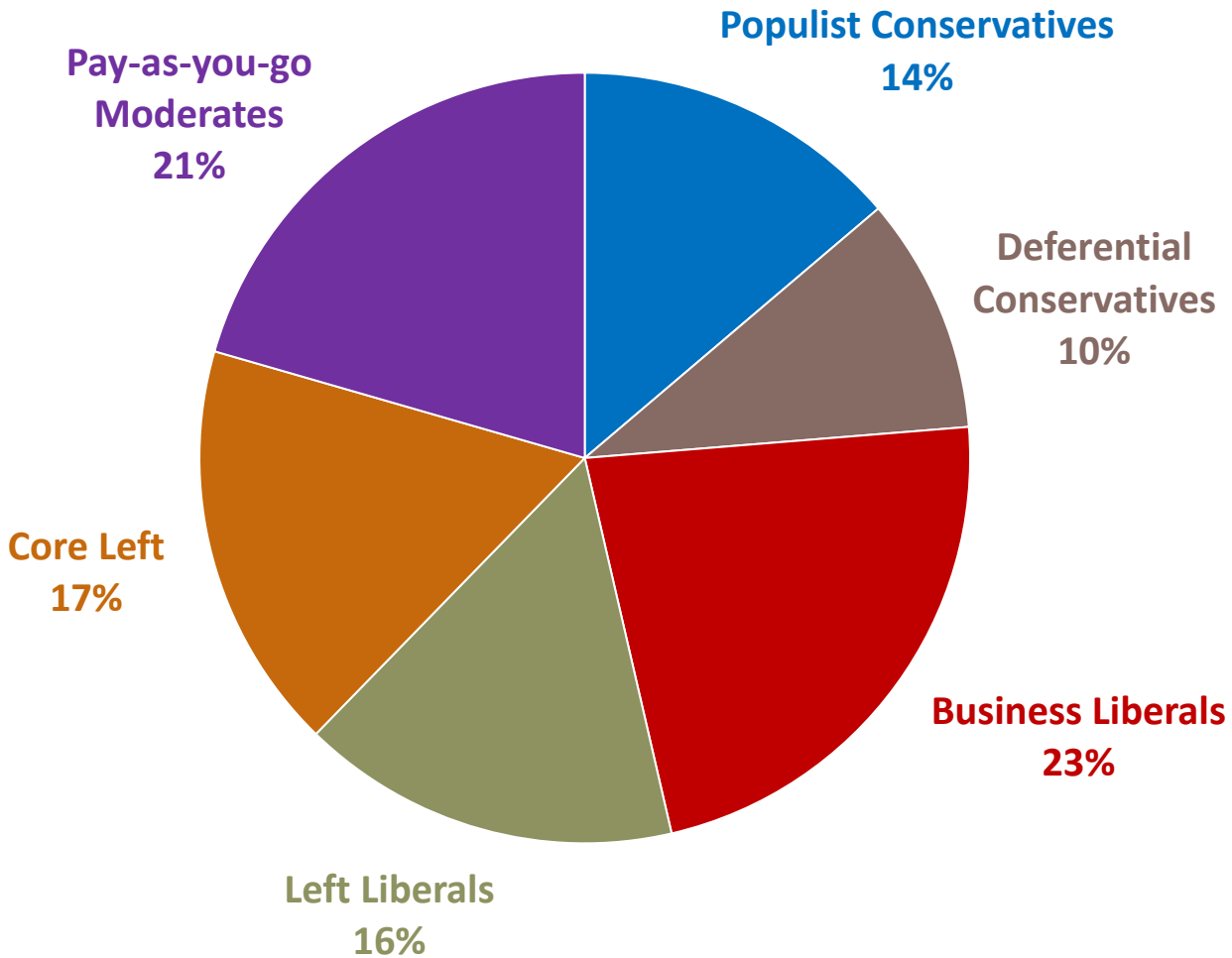
Value Clusters:

Business Liberals representation (23%) about the same as both Conservative segments combined



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]



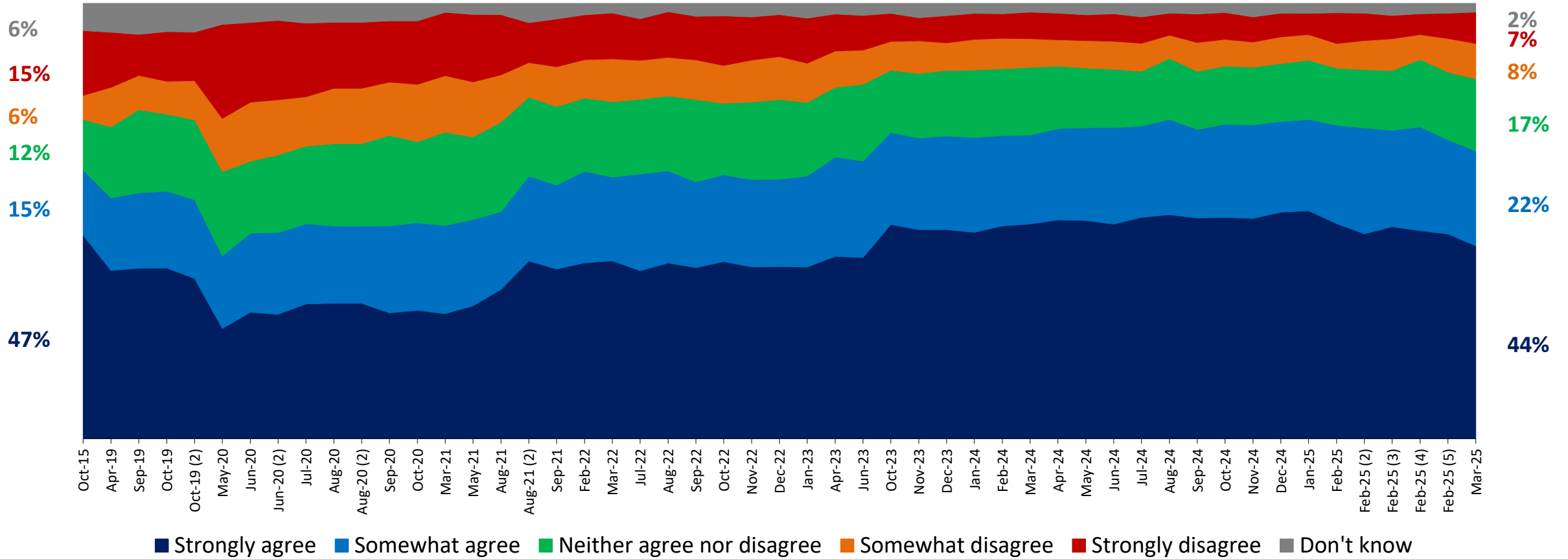
Time for Change

Time for Change Tracking:

'Time for a change' sentiment remains high, with 66% of Canadians in agreement



Do you agree or disagree with the following statements? - It is time for a change in government here in Canada
[asked of all respondents; n=1000]

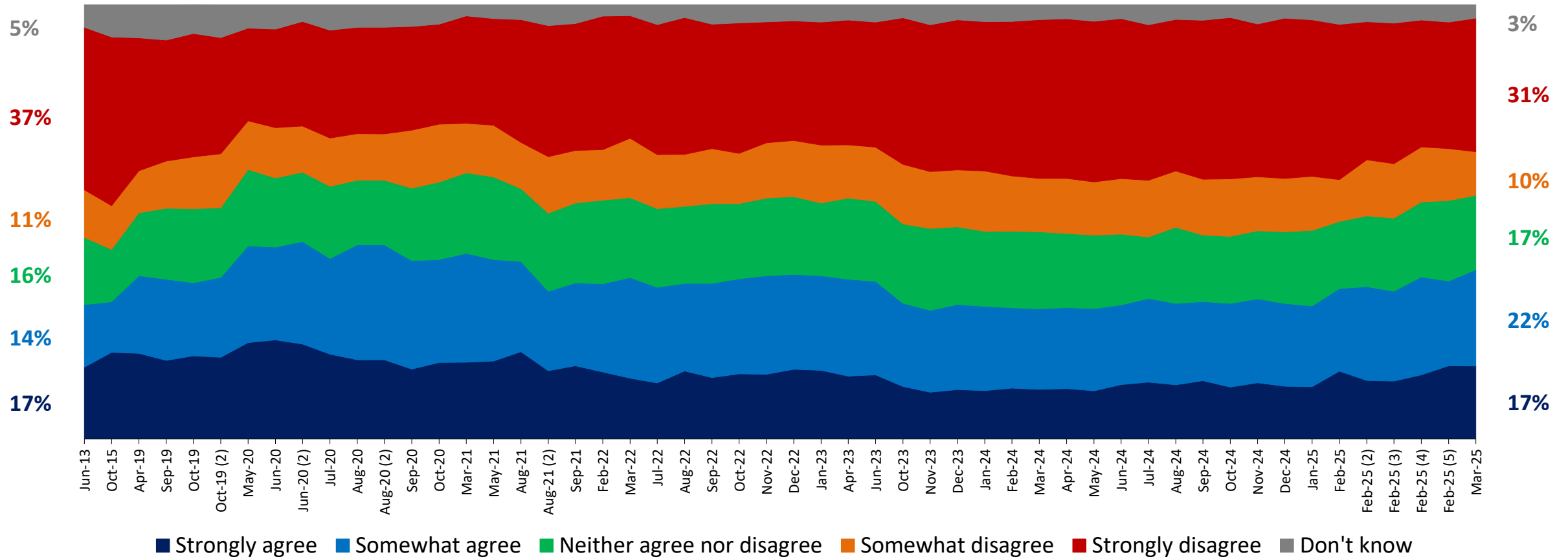


Liberals Best Party Tracking:

39% agree and 41% disagree that, despite their problems, the Liberals are the best party to form government



Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government
[asked of all respondents; n=1000]



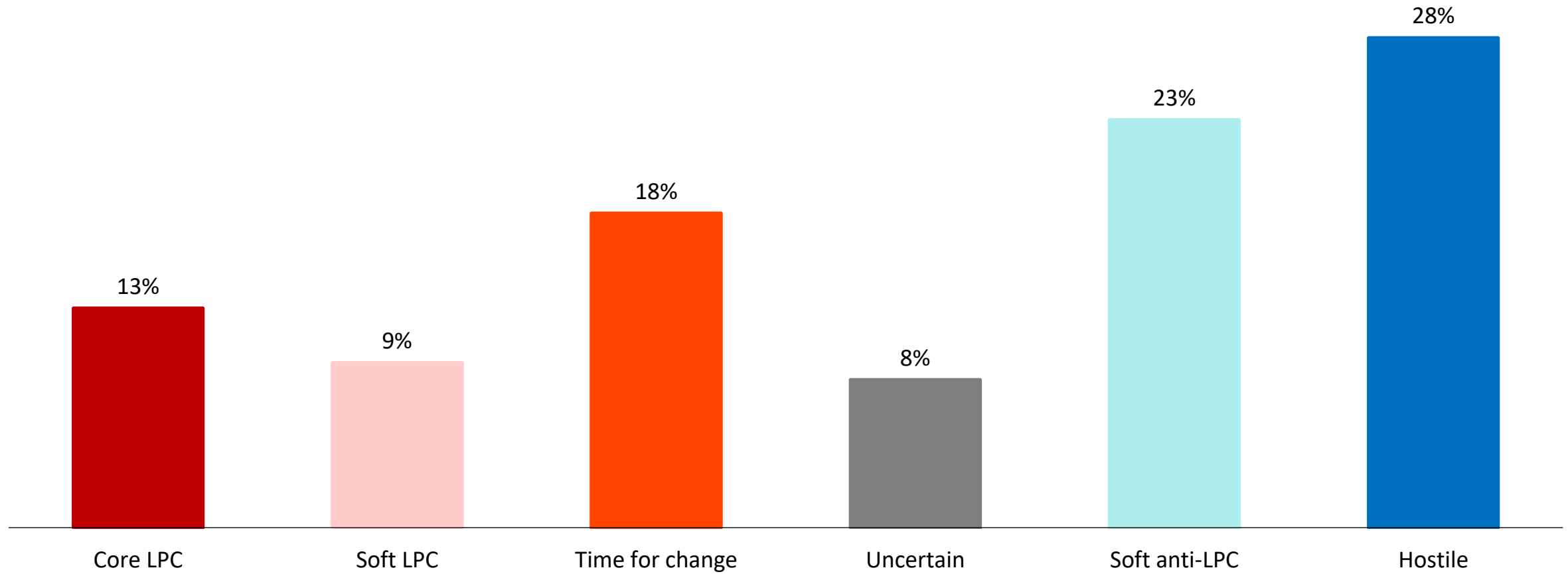
Time for Change Segmentation:

At 23%, soft anti-LPC Liberals are the key voter segment



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.

[asked of all respondents; n=1000]



Federal Vote

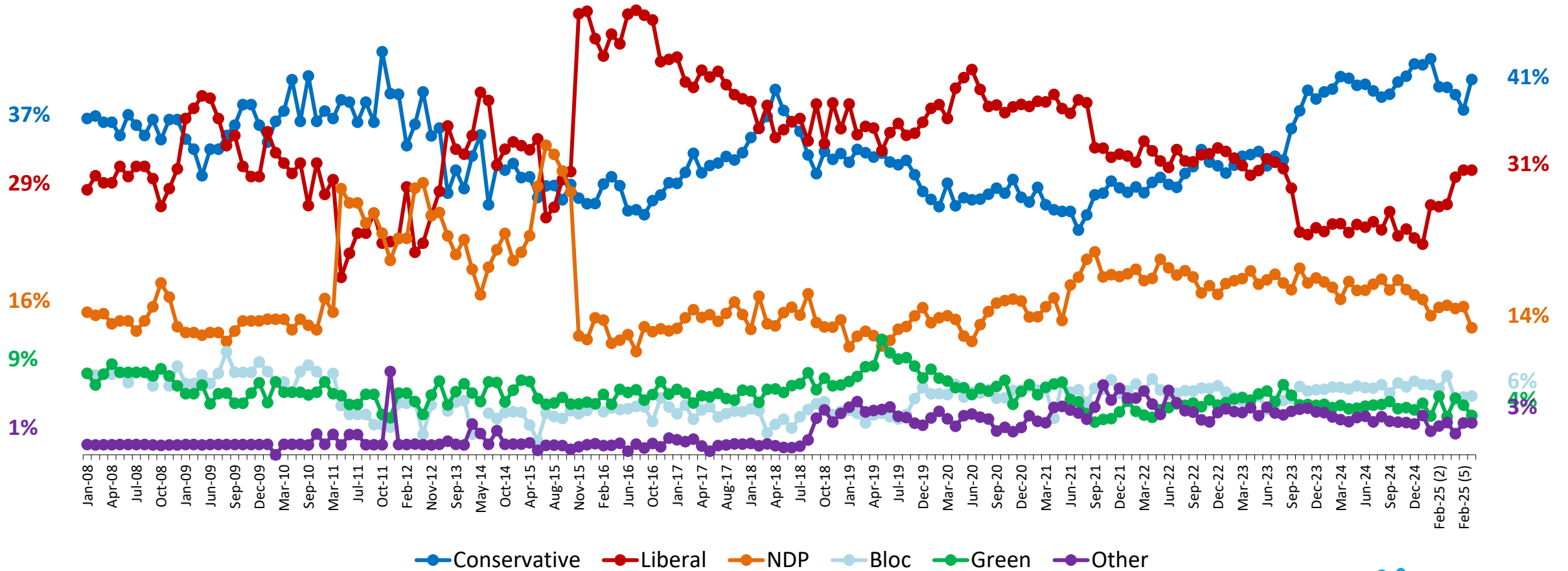
Federal Decided Vote Tracking:

Conservative support bounces up for the first time in recent tracking, Liberals stay stagnant



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=906]



Decided Vote BY Region:

Conservative strongholds remain in AB, while Atlantic show the highest Liberal support

Decided vote by REGION

		REGION					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=129)	(N=103)	(N=56)	(N=353)	(N=206)	(N=59)
Decided Vote	Conservative	45%	62%	43%	44%	21%	42%
	Liberal	27%	19%	30%	33%	34%	41%
	NDP	19%	14%	19%	15%	10%	10%
	Bloc	0%	0%	0%	0%	28%	0%
	Green	6%	3%	3%	5%	3%	4%
	Other	3%	3%	5%	3%	3%	3%

Current data: March 2025

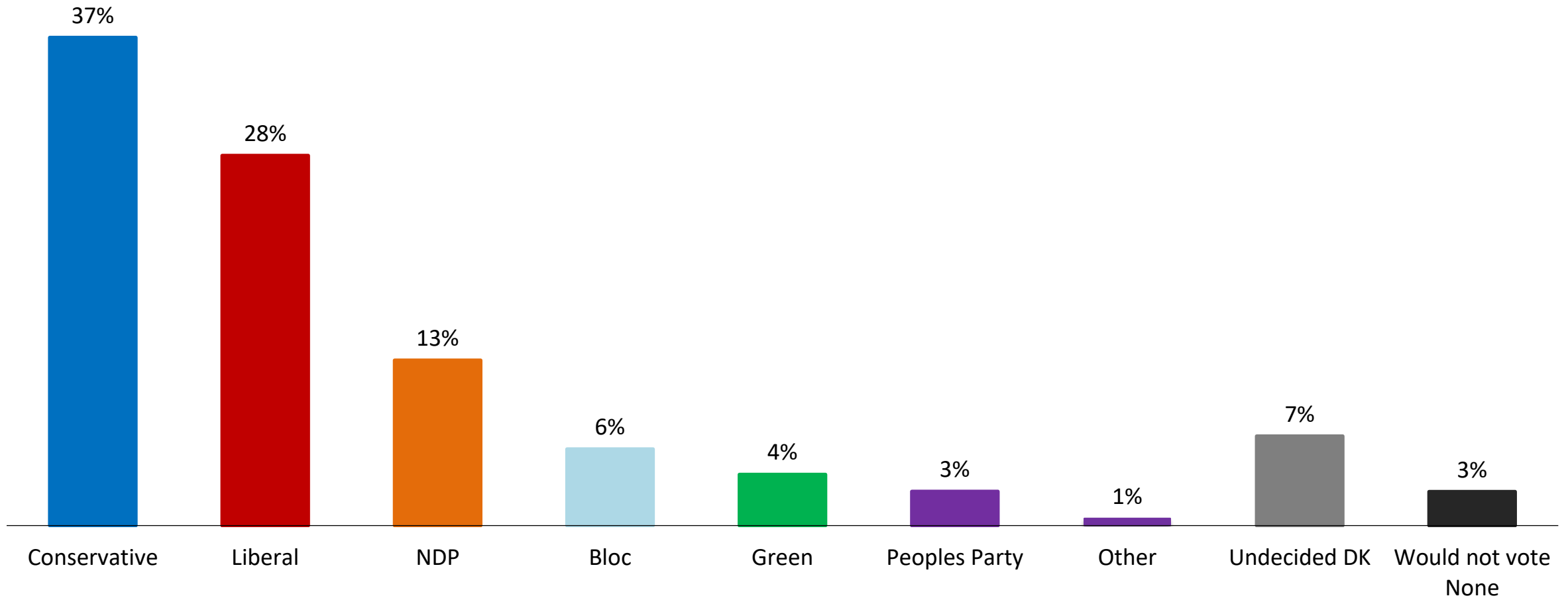
Federal Combined Vote:

Almost 2-in-5 (37%) Canadians lean Conservative, leading Liberals by 9 points



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

[asked of all respondents; n=1000]



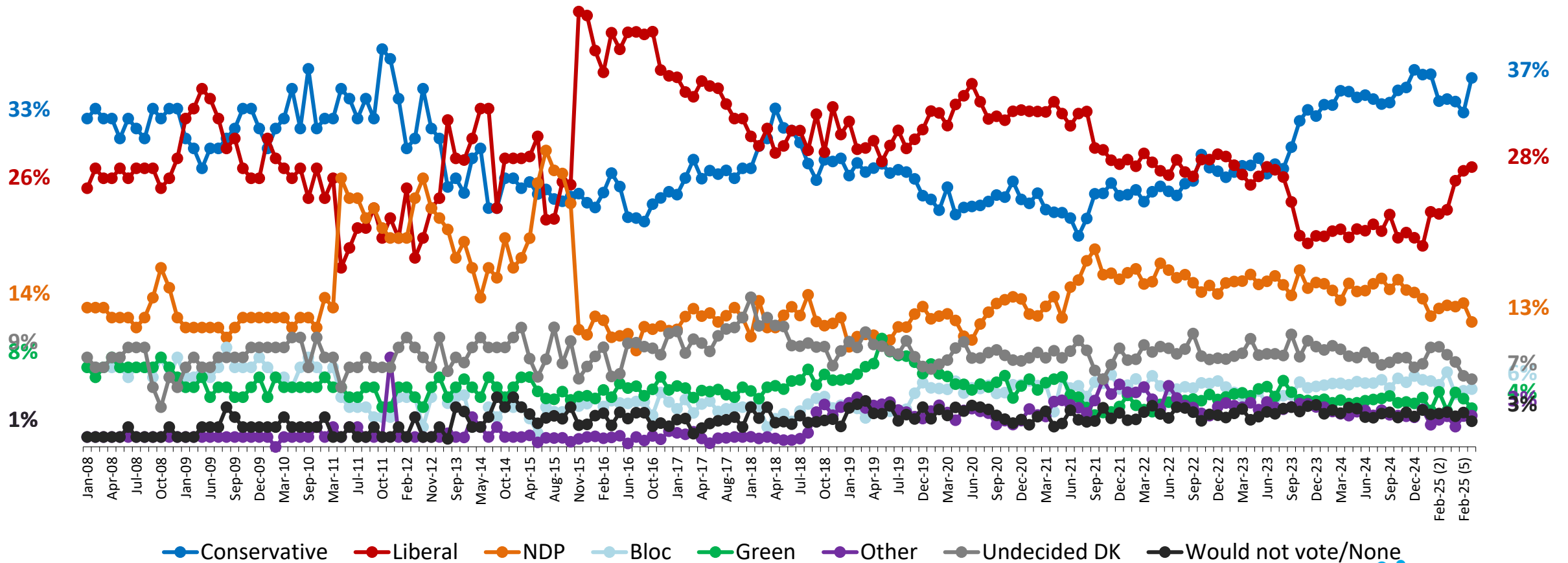
Federal Vote Tracking:

Conservatives jump to 37%, with small gains continuing for the Liberal Party



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

[asked of all respondents; n=1000]



Leadership



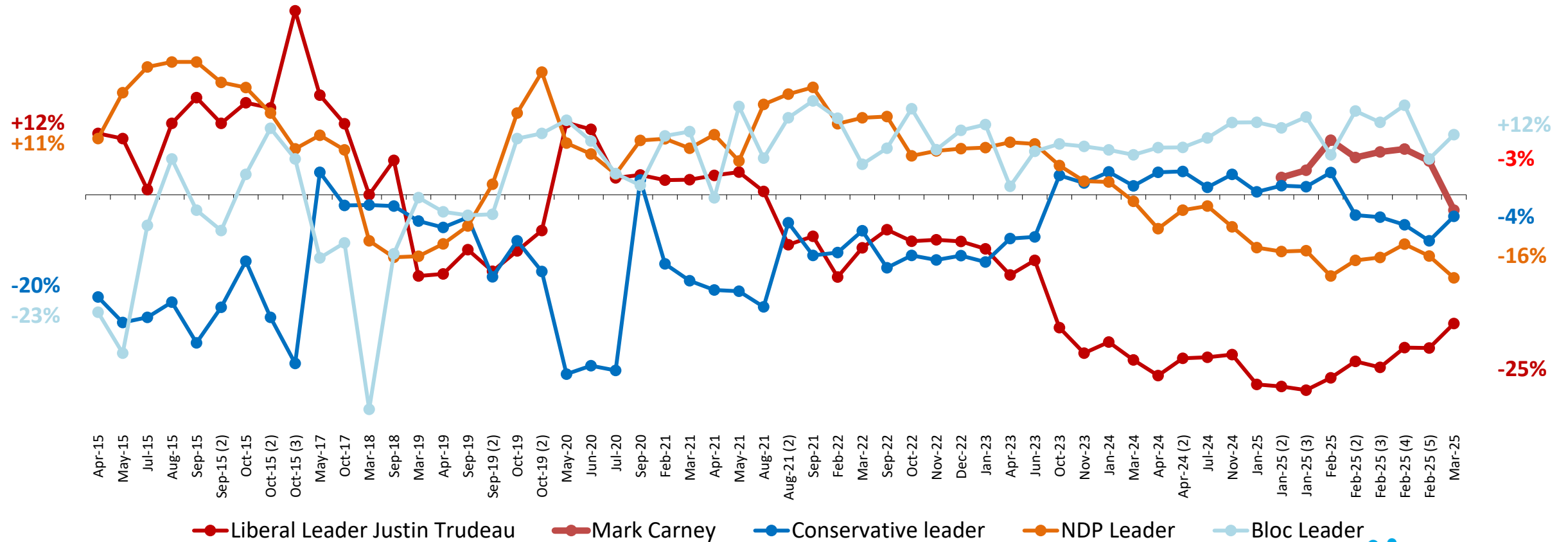
Party Leader NET Favourables Tracking:

Poilievre's net favourability is up 5 points, Carney's down 10 points.



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; n=230



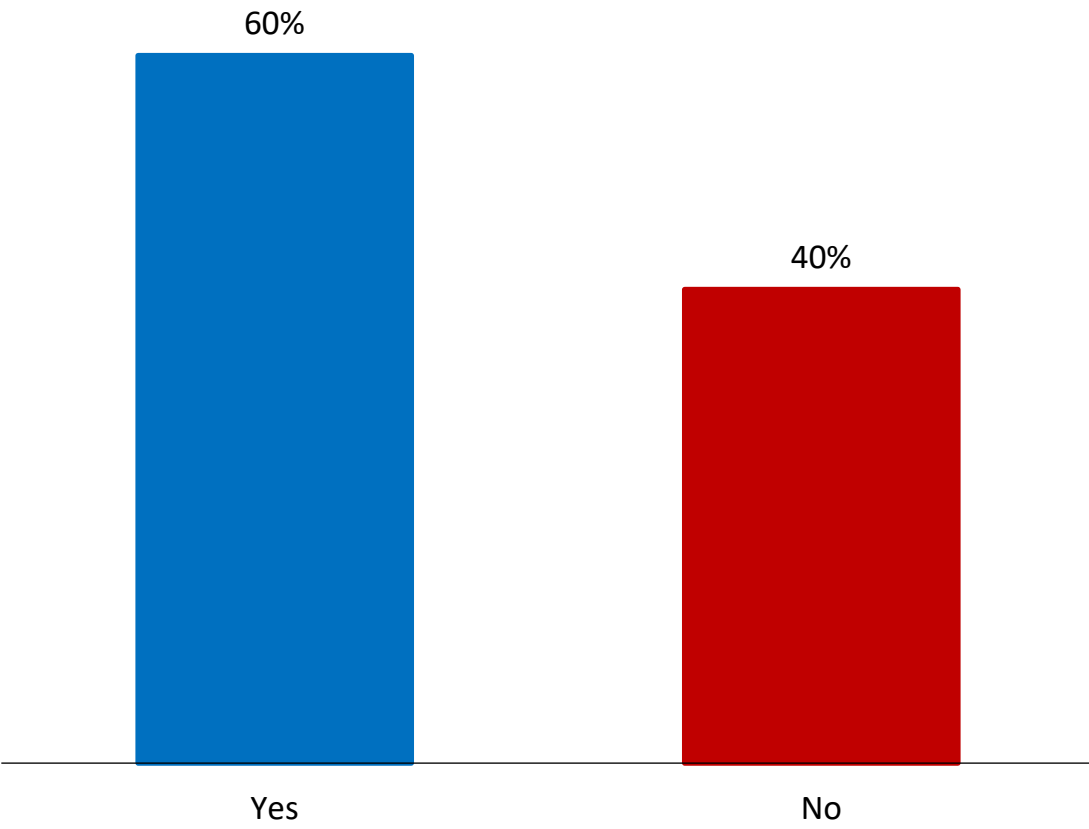
**Read, Seen,
Heard**



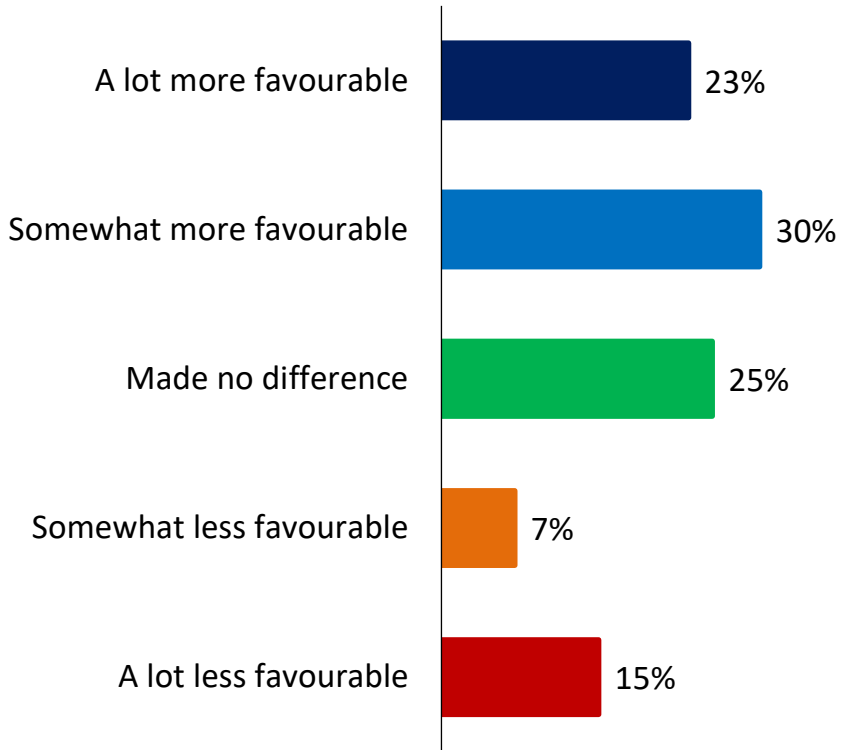
Federal Read, Seen, Heard:

3-in-5 (60%) have followed recent news on PM and federal government; 53% feel more favourable

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of all respondents; n=1000]



Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of all respondents; n=599]



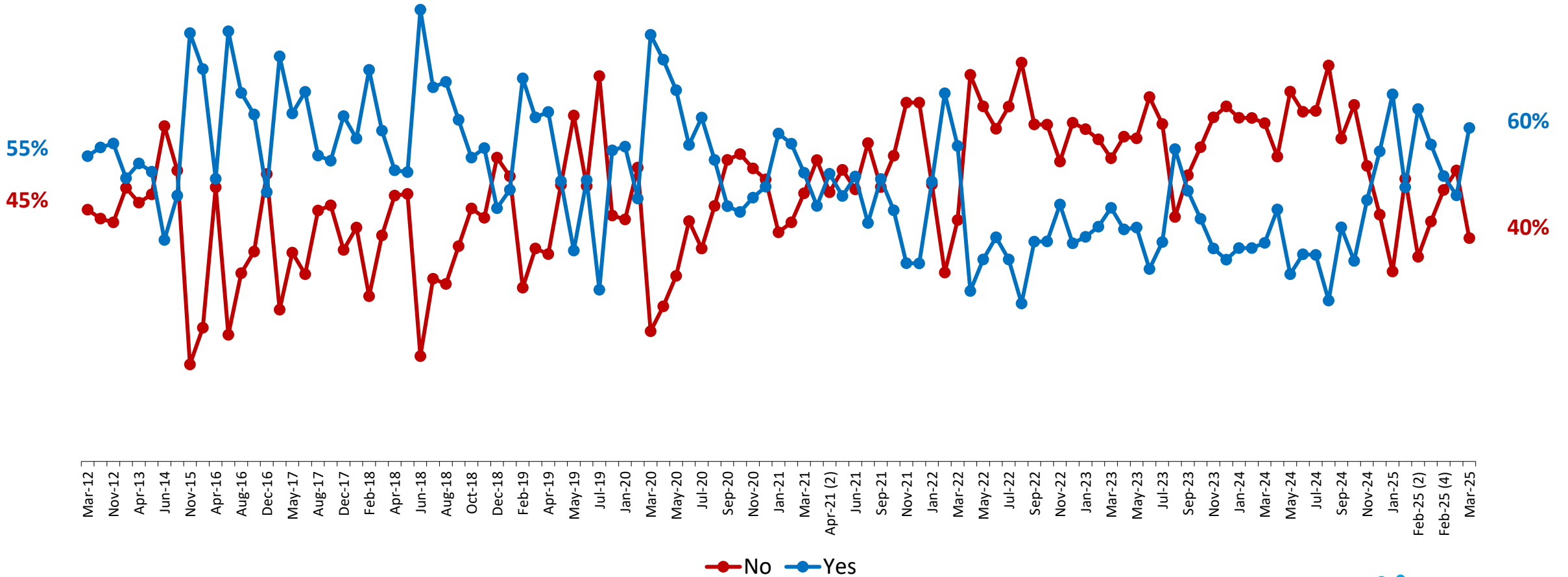
Read, Seen, Heard Tracking:

Attention to recent PM and federal government news jumps to 60% in March



Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?

[asked of all respondents; n=1000]



Note: Don't know not shown.

Current data: March 2025

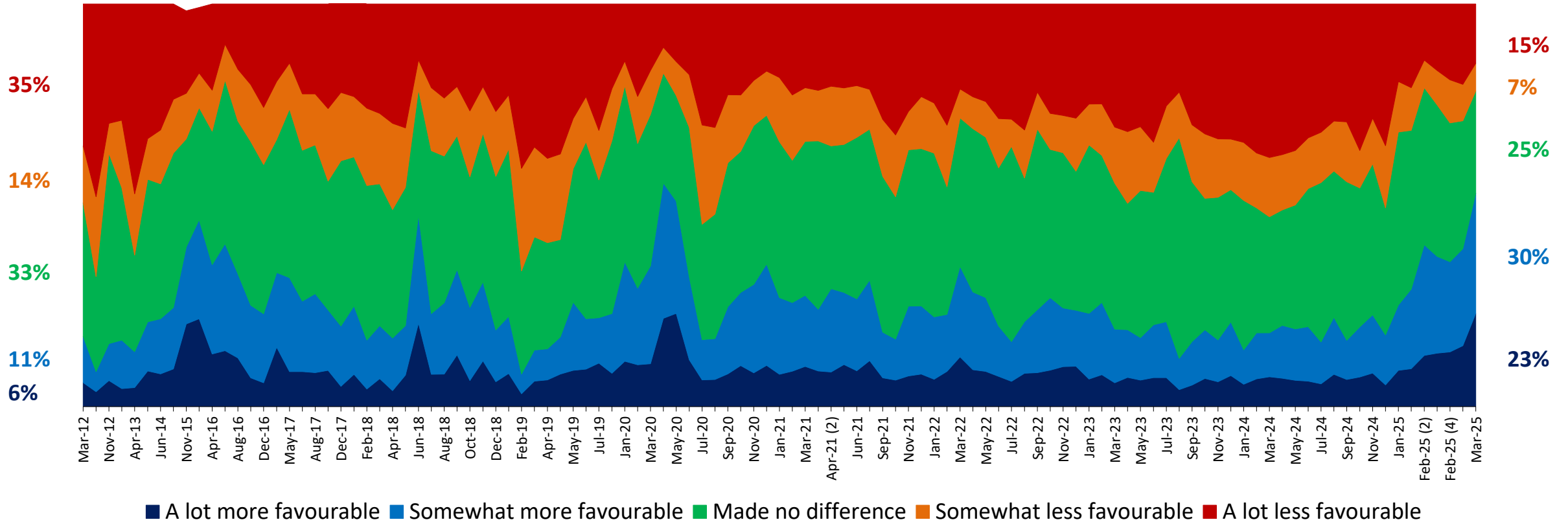
Federal Read, Seen, Heard, Impact Tracking:

PM and federal government favourability up 14 points after RHS; 53% more favourable, 22% less



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=599]



Note: Don't know not shown.

Current data: March 2025

Note: In May '18, this question is asked of all respondents except those in Ontario.

Reaction to Trump

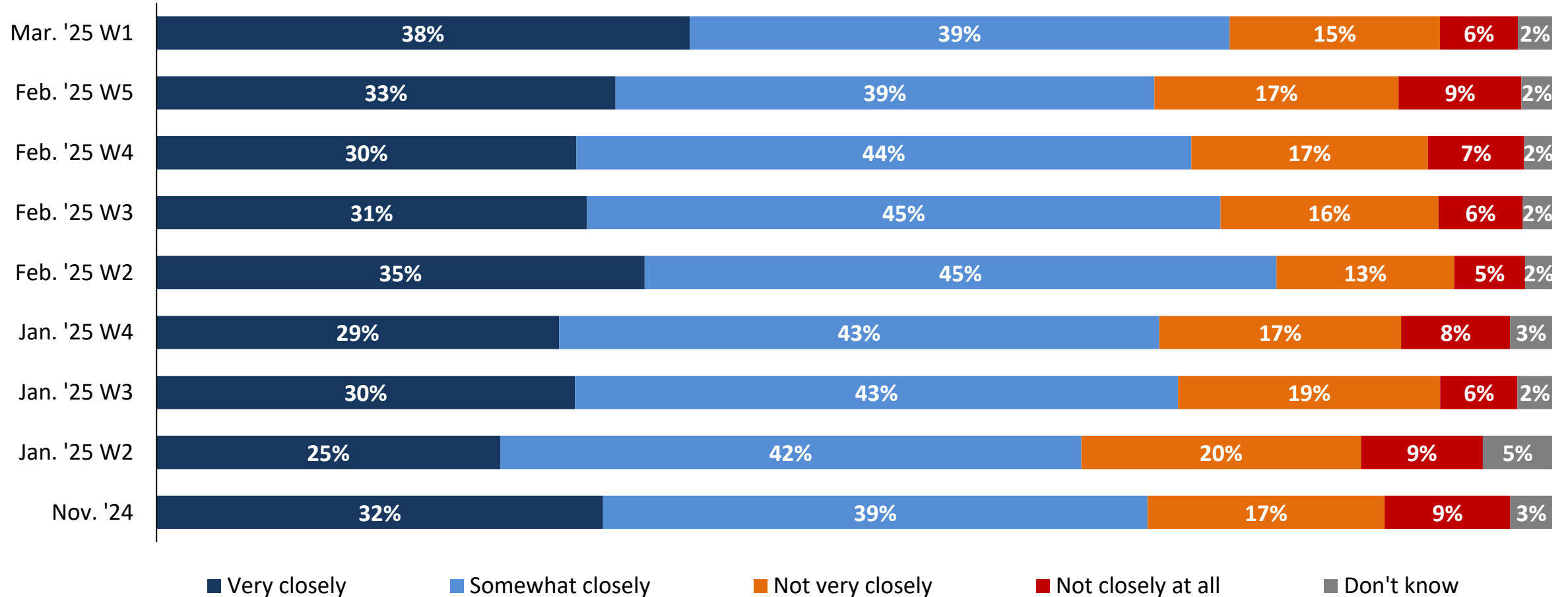
Engagement with U.S.-Canada Relationship:

77% of Canadians are at least somewhat closely following news on U.S.-Canada relations, up 5 points this wave



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]



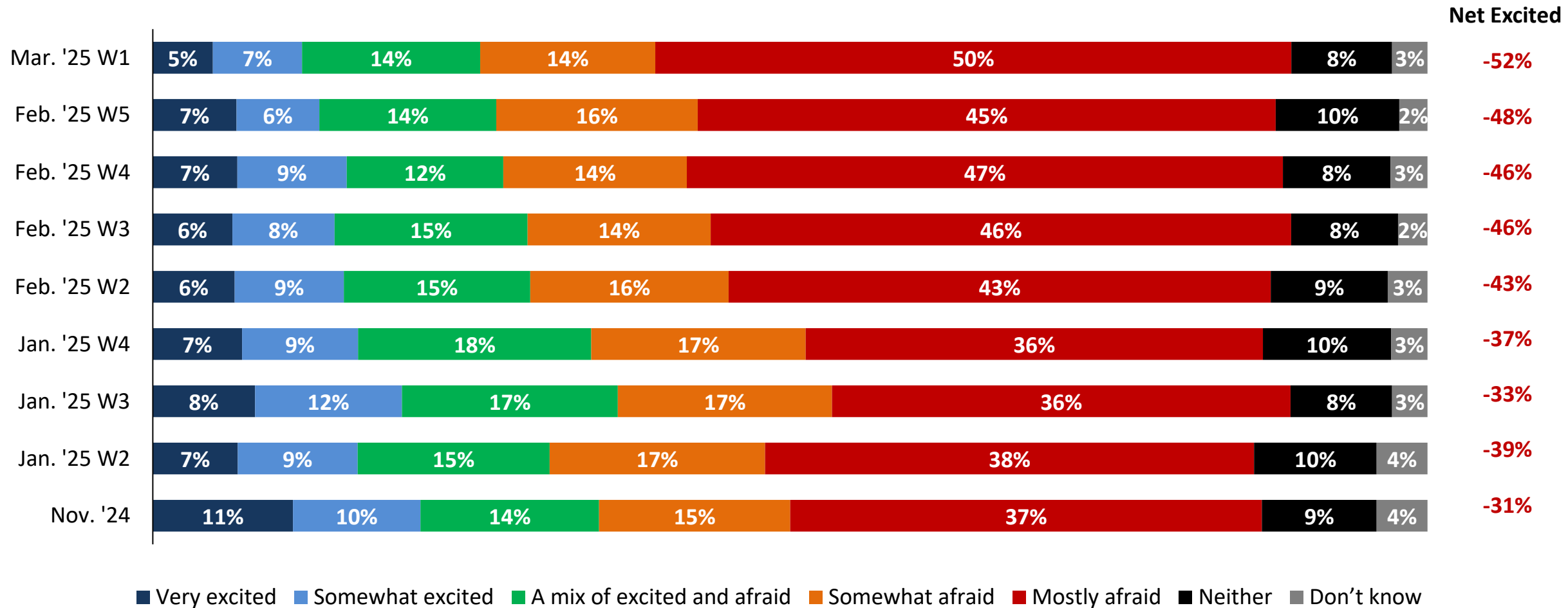
Note: Question wording in Jan. '25 W3 and Nov. '24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald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

Attitude Towards President Trump:

Trump's election leaves over 64% of Canadians feeling afraid, 5 points increase in 'mostly afraid'

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]



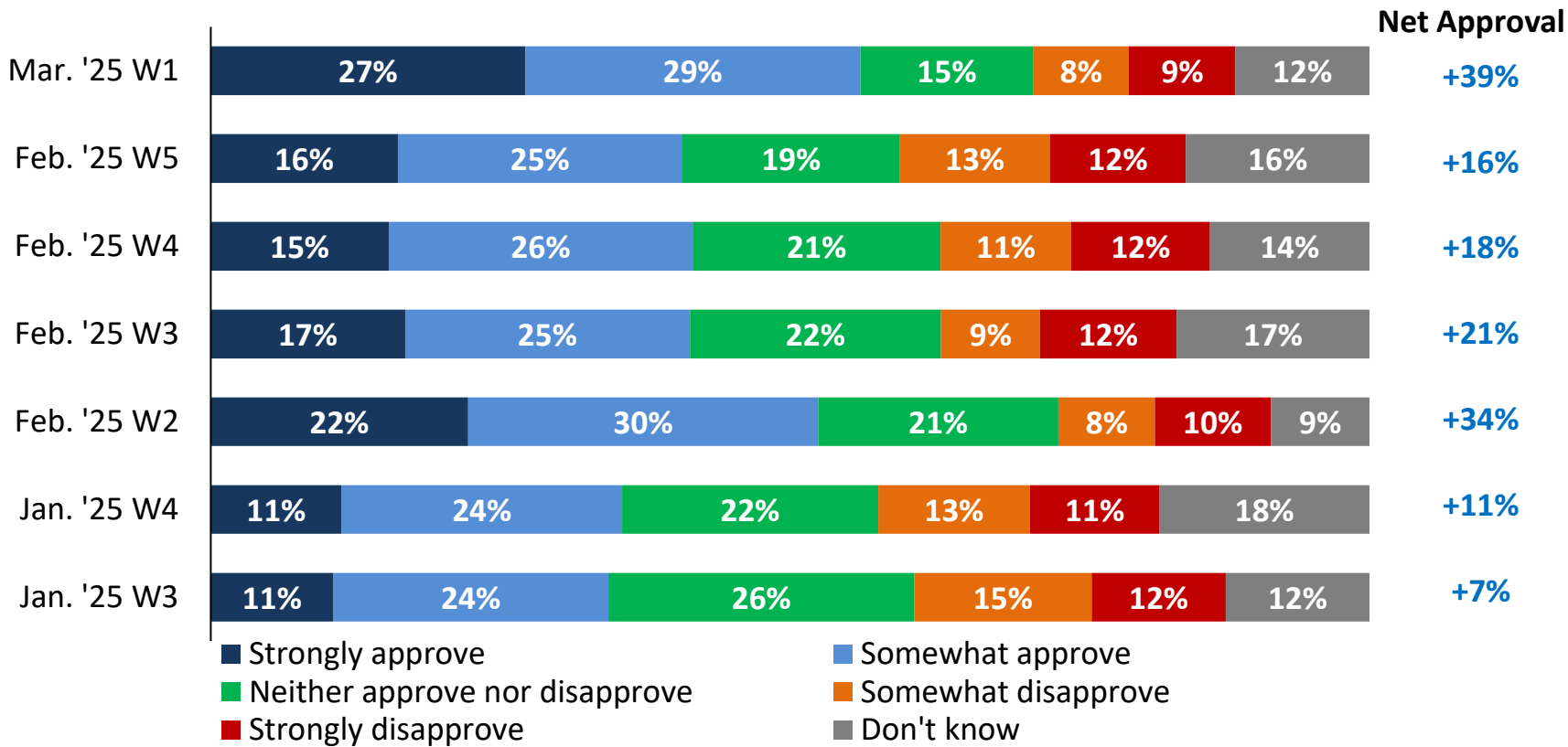
Federal Leadership Approval:

After March 6th's delaying of tariffs, net approval of the Federal government is up 23 points



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?

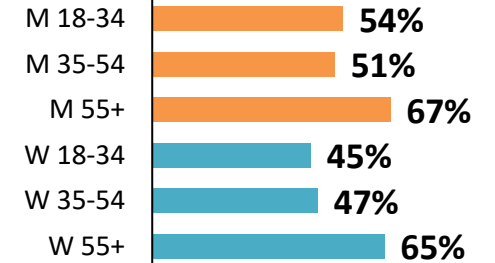
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000]



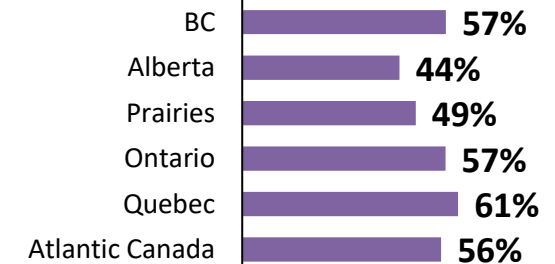
Segmentation

Those who say 'Approve'

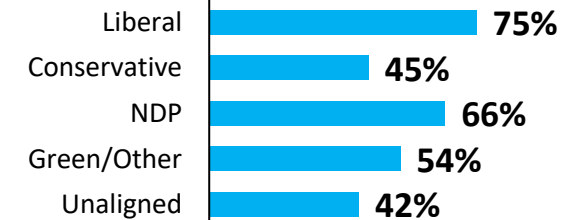
Age-Gender



Region



Party ID



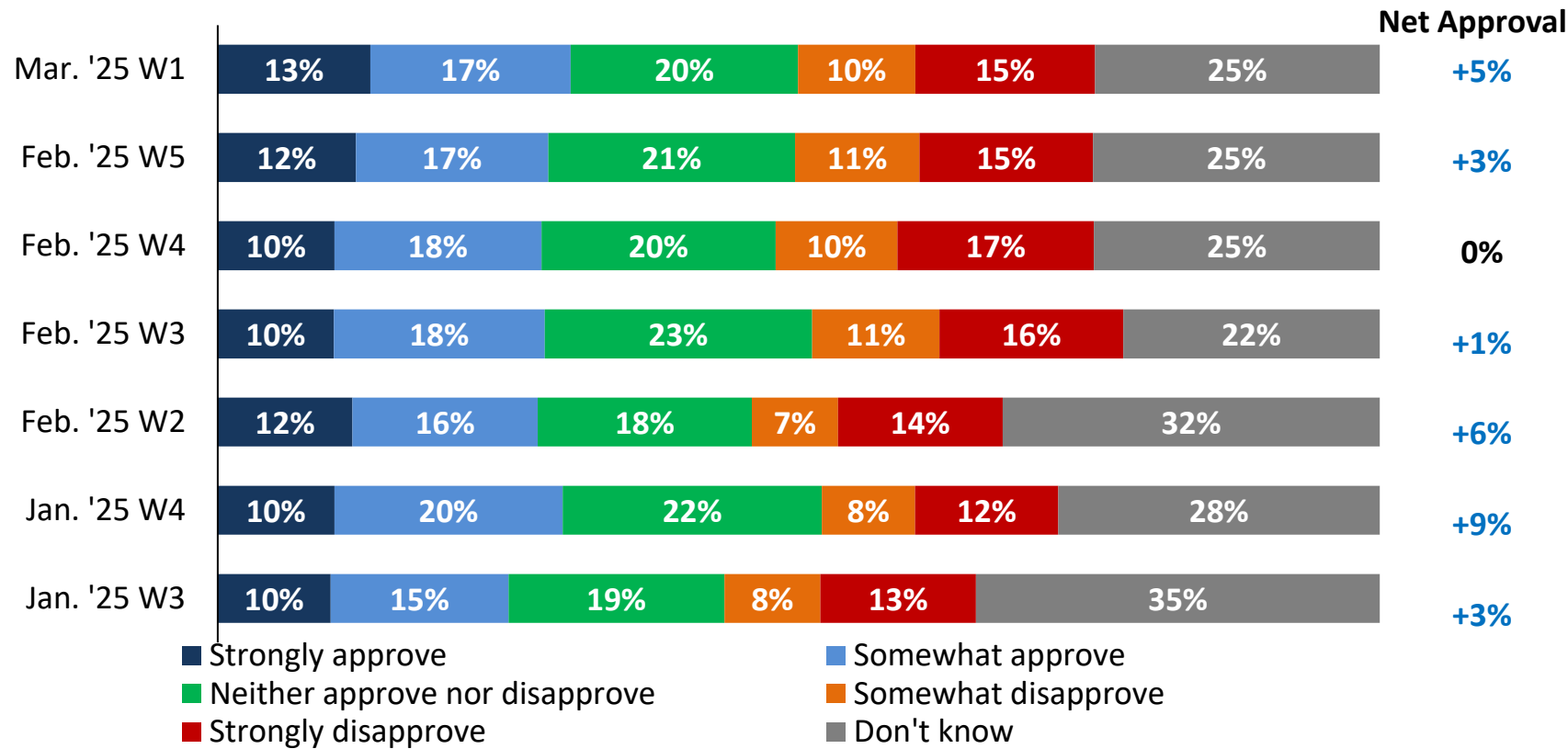
Pierre Poilievre and the Conservatives' Approach:

Net approval is marginally steady at 5 points, coming mainly from men under 54 and not crossing party lines.



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

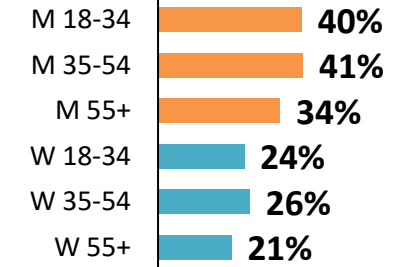
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000]



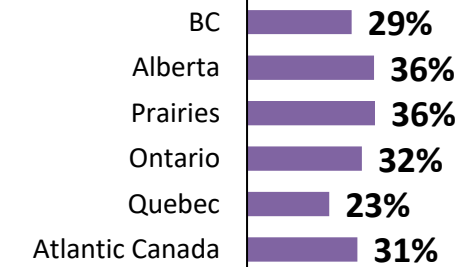
Segmentation

Those who say 'Approve'

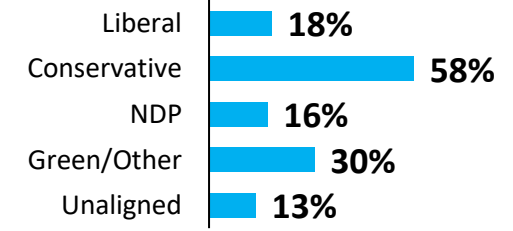
Age-Gender



Region



Party ID



Responding to Tariffs

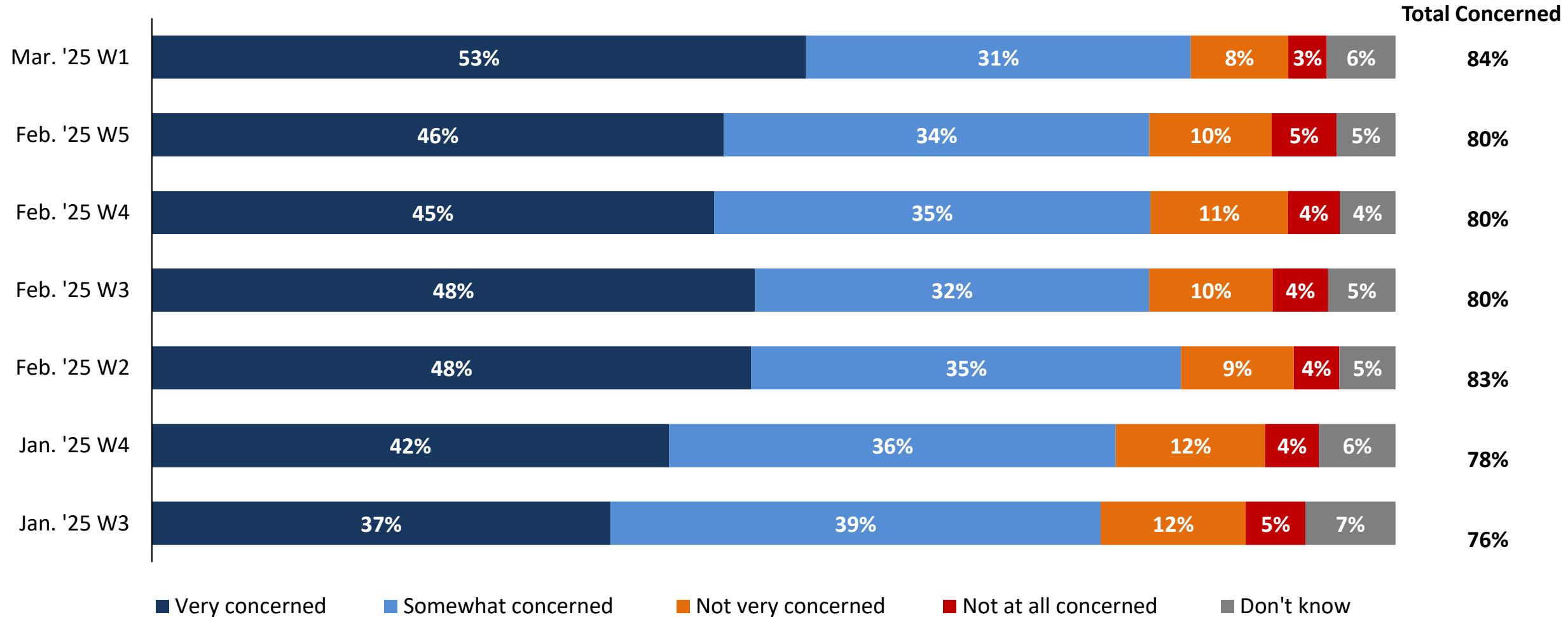
Canadians' concern about tariffs:

The recent tariff close call resulted in a 7-point jump in very concerned



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]



How Canada can respond to tariff threats (more cautious statements):

Canadians more willing to be patient but less concerned about long-term consequences

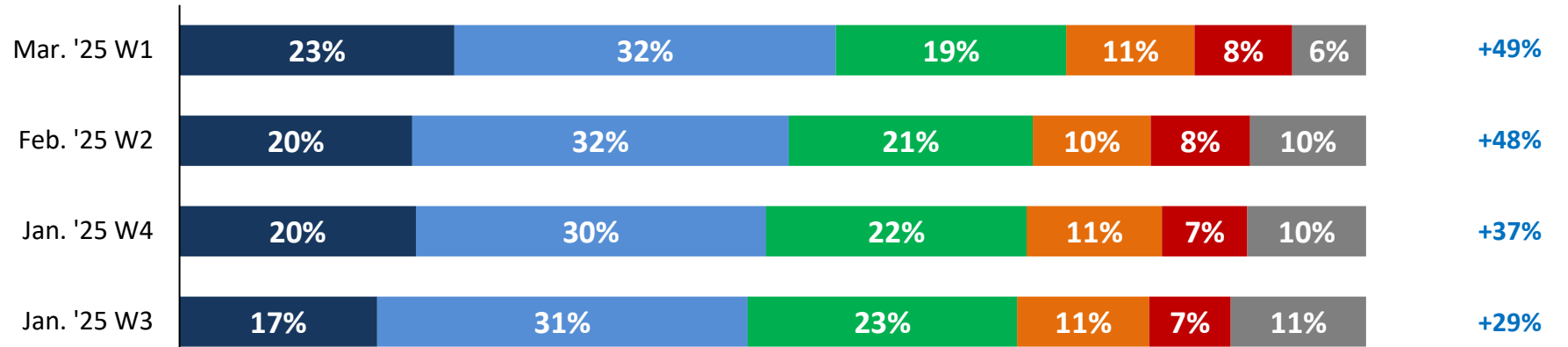


When thinking about the ways the Canadian government can respond to the tariff threats posed by Donald Trump, do you agree or disagree with the following statements?

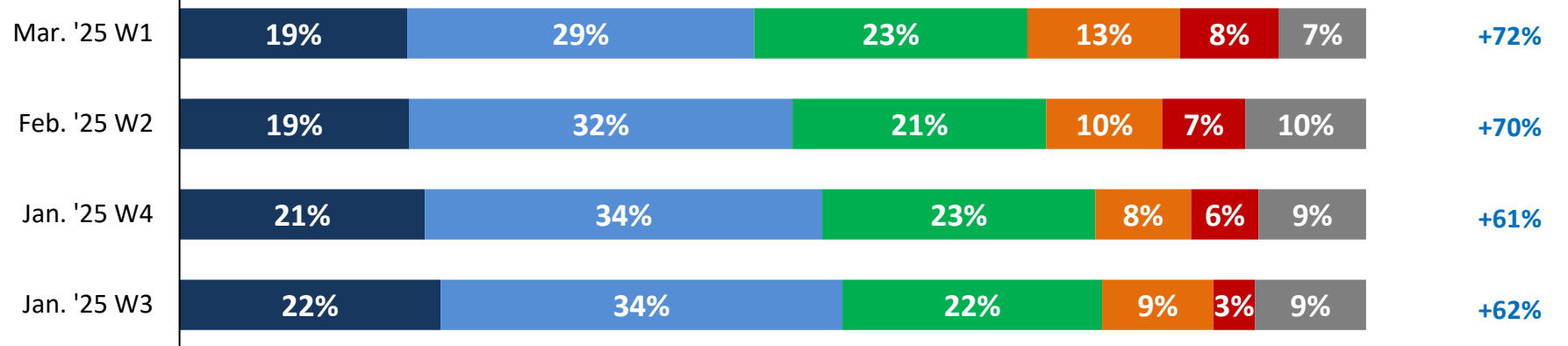
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Mar. '25 W1 n=1,000]

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.



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.



■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

How Canada can respond to tariff threats (more aggressive statements):

More agreement for matching tariffs and reducing dependence on US

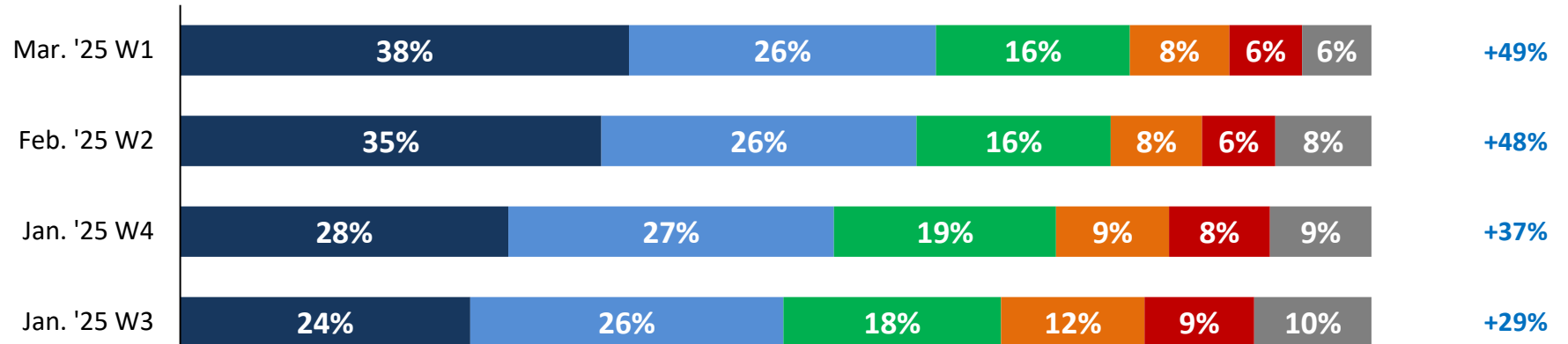


When thinking about the ways the Canadian government can respond to the tariff threats posed by Donald Trump, do you agree or disagree with the following statements?

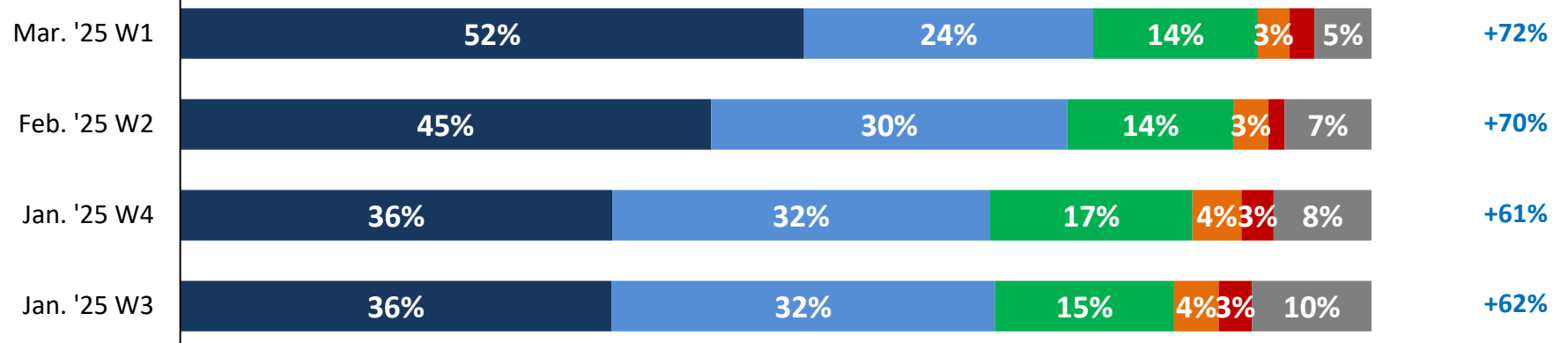
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Mar. '25 W1 n=1,000]

Net Agreement

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.



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.

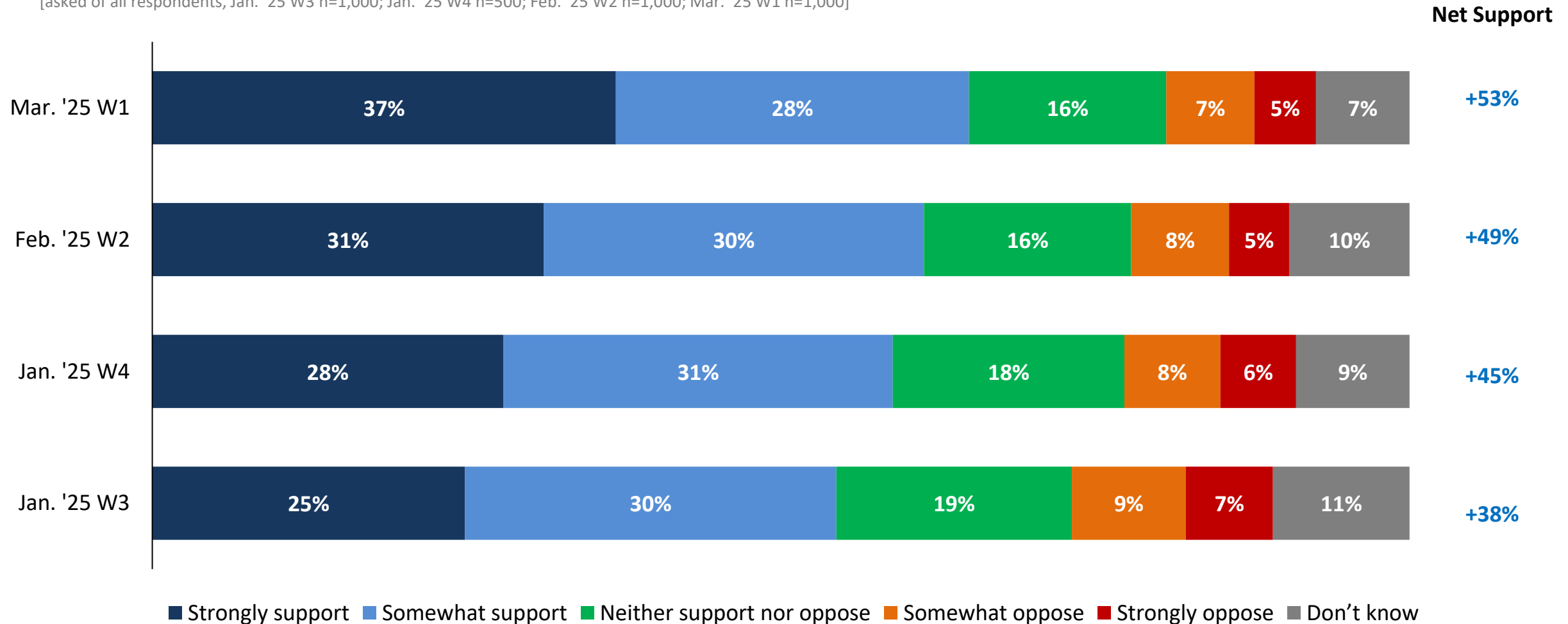


■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know

Canadians' support for banning export of critical products:

Support increases once again with 2-in-3 Canadians now looking to cut-off key exports to the US.

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; Mar. '25 W1 n=1,000]



Best Leader for Canada-US Relations:

55% of those excited about Trump's presidency favour Poilievre, while 40% of those afraid favour Carney



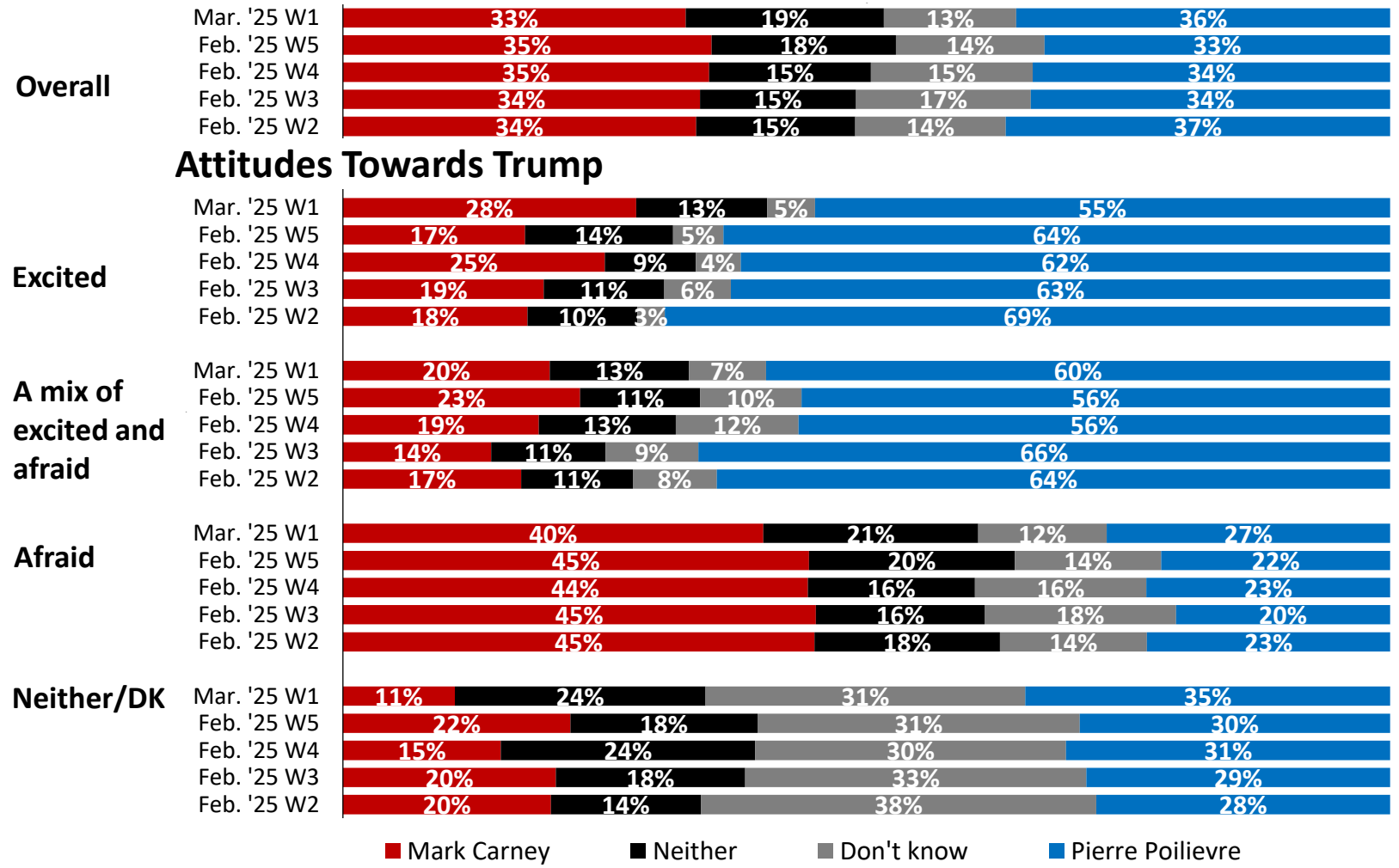
Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP
 [asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000; Mar. '25 W1 n=1,000]



Mark Carney



Pierre Poilievre



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

Methodology

Survey Methodology



These are the results of an online survey conducted between March 5th and March 9th, 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 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=1,695 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 5th and March 9th, 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	165	9.8%	129	12.9%
Men 35-54	274	16.2%	160	16.1%
Men 55+	383	22.7%	195	19.6%
Women 18-34	187	11.1%	126	12.7%
Women 35-54	292	17.3%	168	16.8%
Women 55+	387	22.9%	218	21.9%
Region				
British Columbia	217	12.8%	141	14.1%
Alberta	221	13%	111	11.1%
Prairies	123	7.3%	64	6.4%
Ontario	610	36%	386	38.6%
Québec	317	18.7%	230	23%
Atlantic	207	12.2%	67	6.7%

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Building Understanding.

