



Canada This Month Trump Attitudes

Public Opinion Research
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Field Dates: May 12th to June 1st, 2025

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Study Overview



Building on findings from previous waves, this report tracks May data about issues relating to the Trump presidency:

- **Tracking Government Approval**
- **Engagement With the U.S.-Canada Relationship**
- **Responding to Tariffs**

Key Findings

1

72% of Canadians believe that Trump's trade policies will have a significant impact on Canada, but substantially fewer (51%) believe they will impact their own families. The emotional response to Trump remains negative and reactionary, with a net negative emotion toward Trump's presidency averaging around 61% since February.

2

71% believe it's essential to respond with actions such as counter-tariffs to Trump's attacks, and 29% believe that there is no reason to engage in tit-for-tat. Most likely to support retaliatory measures are those from Quebec, and least likely from Prairies. Those who agree that Trump's policies will have a profound impact on Canada are more likely to be in favour of retaliation.

3

A clear majority believes the federal government should step in to protect both affected industries and individual workers against the Trump Administration's tariff policies. 59% support direct financial support (grants) and 61% support repayable loans to affected industries. Additionally, a majority support assistance to individual workers, through both grants (60%) and loans (57%).

4

When it comes to dealing with Trump, 52% believe Canada should focus on its own interests rather than engage in disputes with the U.S. In addition, net approval of the federal government's handling of Trump-related issues remains steady (+30), on par with April levels (+29). Lowest among Conservatives (33%), Alberta (41%), and Prairies (45%), support is strongest among those over 55 years old (18-34 43%, 35-54 45% and +55 58%), men (men 53%, women 47%),

5

British Columbia (+33) and Ontario (+35) have the highest net provincial government approval ratings for their responses to Trump-related issues, followed by Atlantic (+31) provinces, Prairies (+28), and Quebec (+16). With a net approval rating of 0, Alberta has the lowest approval of its government's handling of Trump-related issues.

Tracking Government Approval

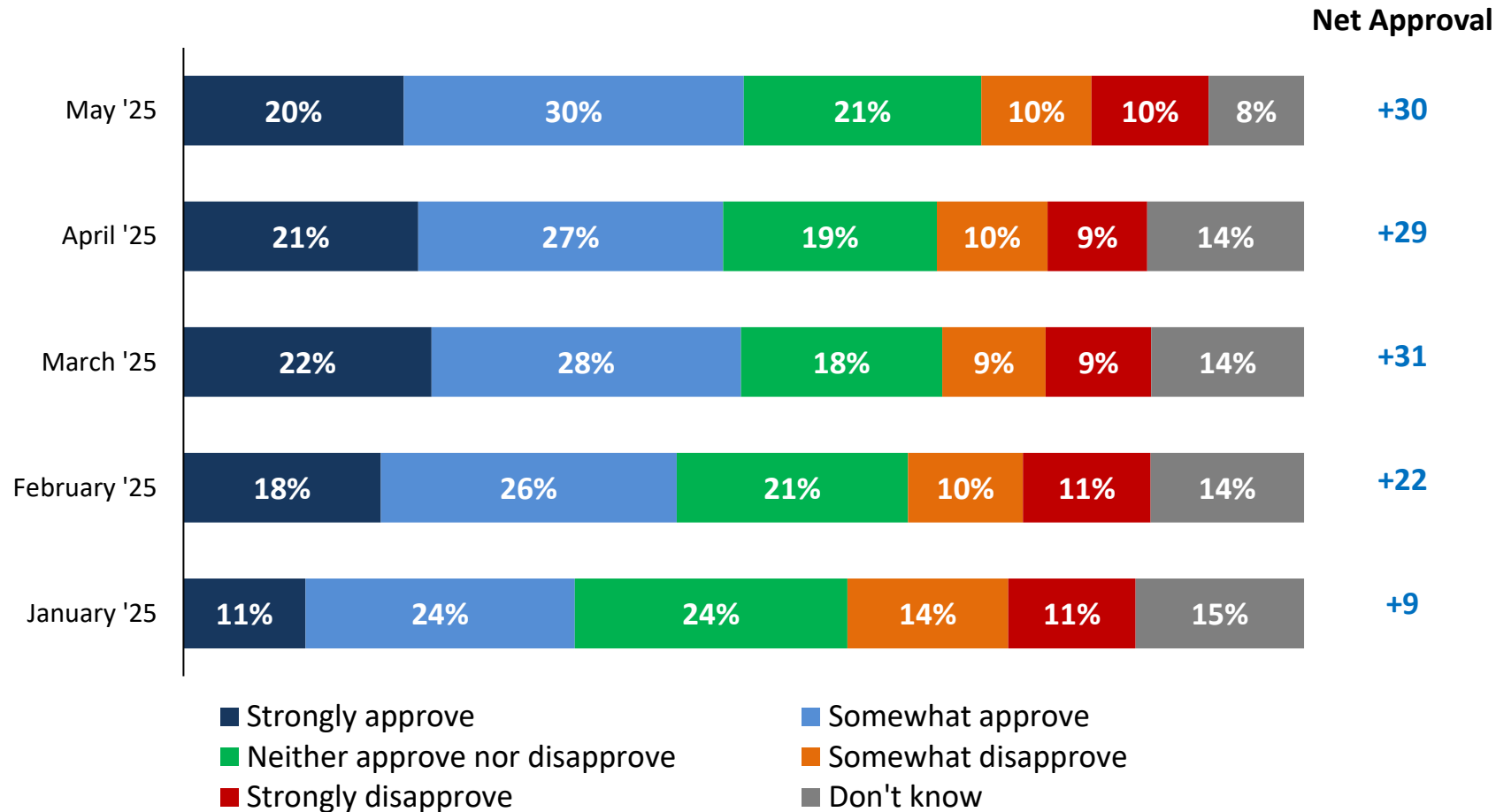
Federal Government Approval:

Net approval effectively unchanged from recent months, lowest among Conservatives



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, May '25 n= 3,000; April '25 n= 4,199; March '25 n=4,000; February '25 n= 4,000; January '25 n= 2,271]



Segmentation

Those who say 'Approve'

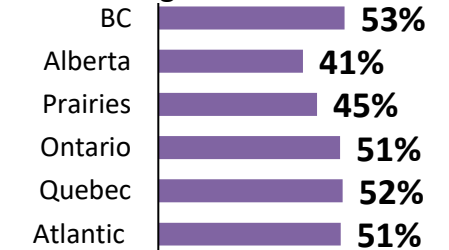
Gender



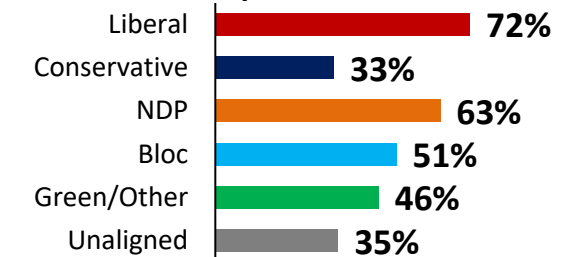
Age



Region



Party ID



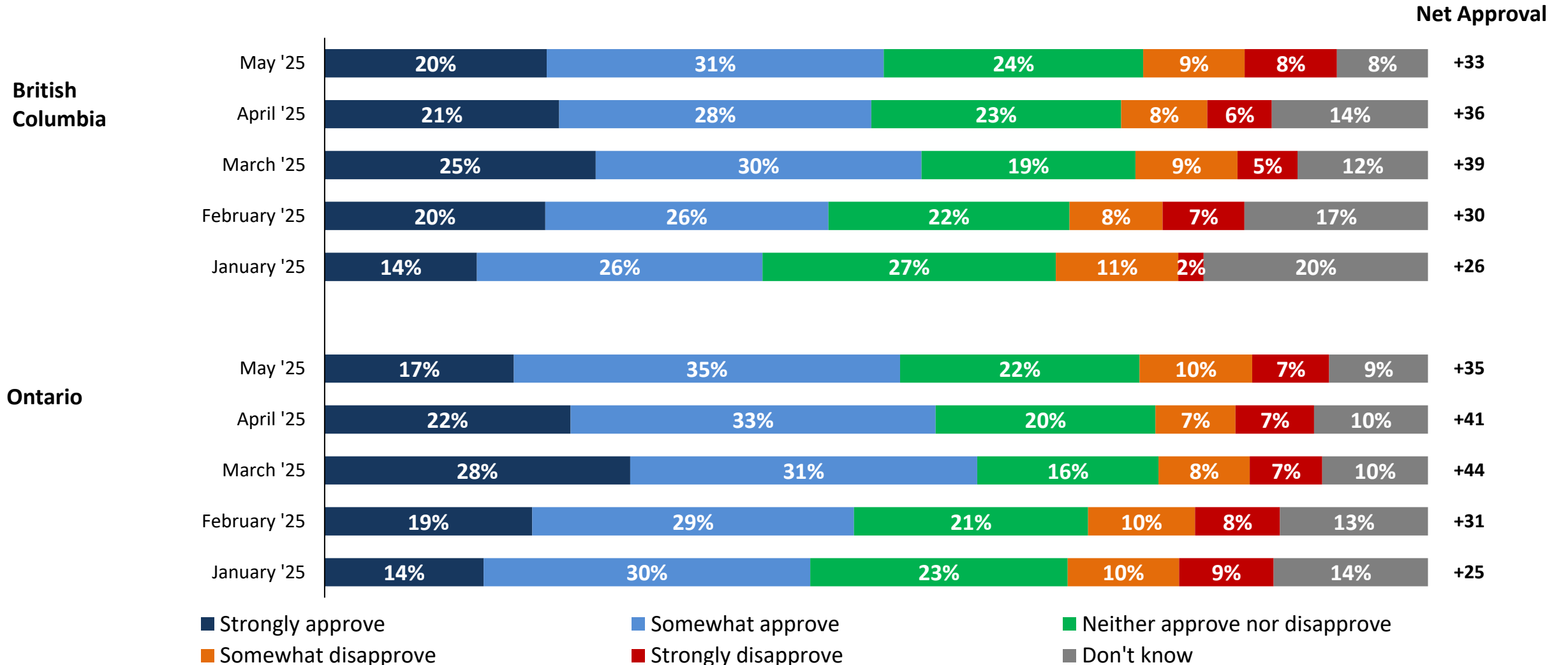
Provincial Leadership Approval:

Ontario continues to see a decline in net approval, with BC remaining steady



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; May. '25 ON n=1,158, BC n=421, Apr. '25 ON n=1,624, BC n=588, March. '25 ON n=1,546, BC n=560, Feb. '25 ON n=1,544, BC n=559 Jan. '25, ON n=655, BC n=187]



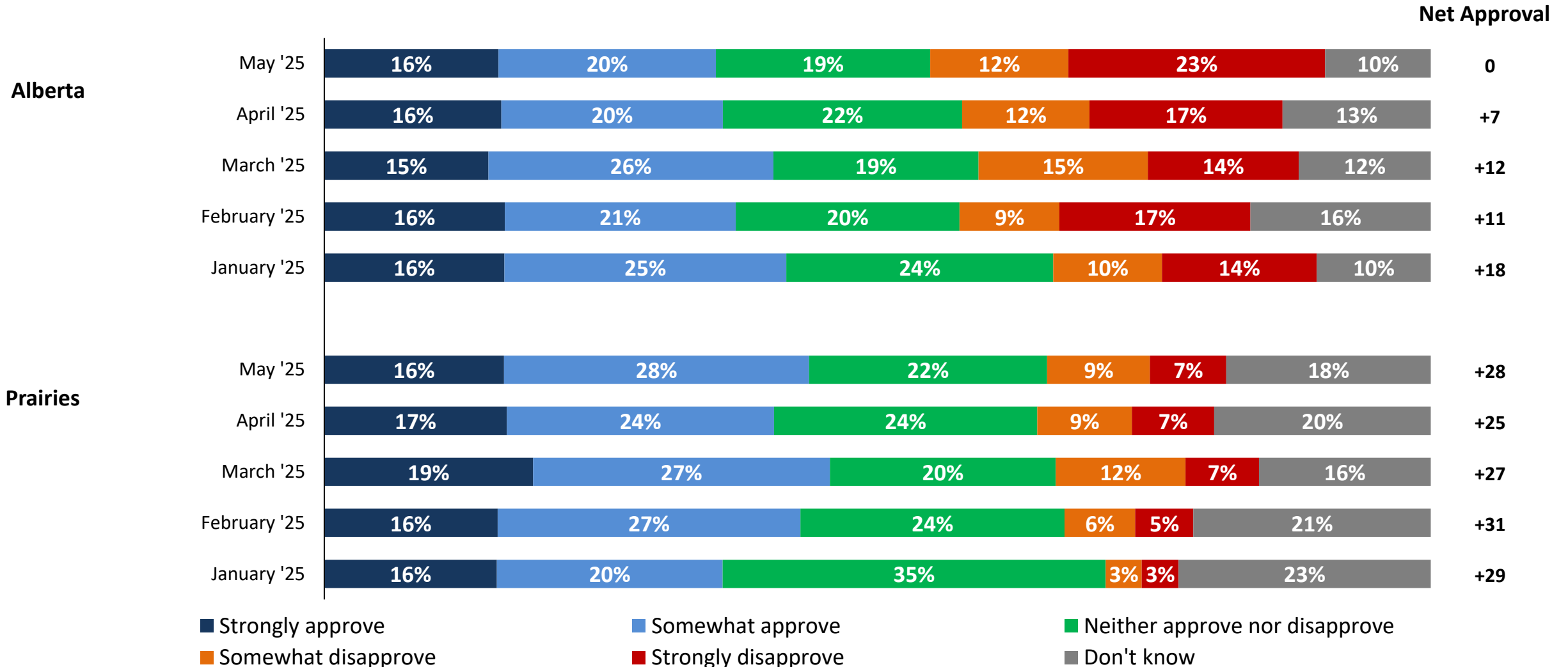
Provincial Leadership Approval:

Net approval in Alberta down 18 points from January of this year



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; May. '25 AB n=333, Prairies n=196, Apr. '25 AB n=466, Prairies n=271, March. '25 AB n=448, Prairies n=257, Feb. '25 AB n=448, Prairies n=259 Jan. '25, AB n=159, Prairies n=93]



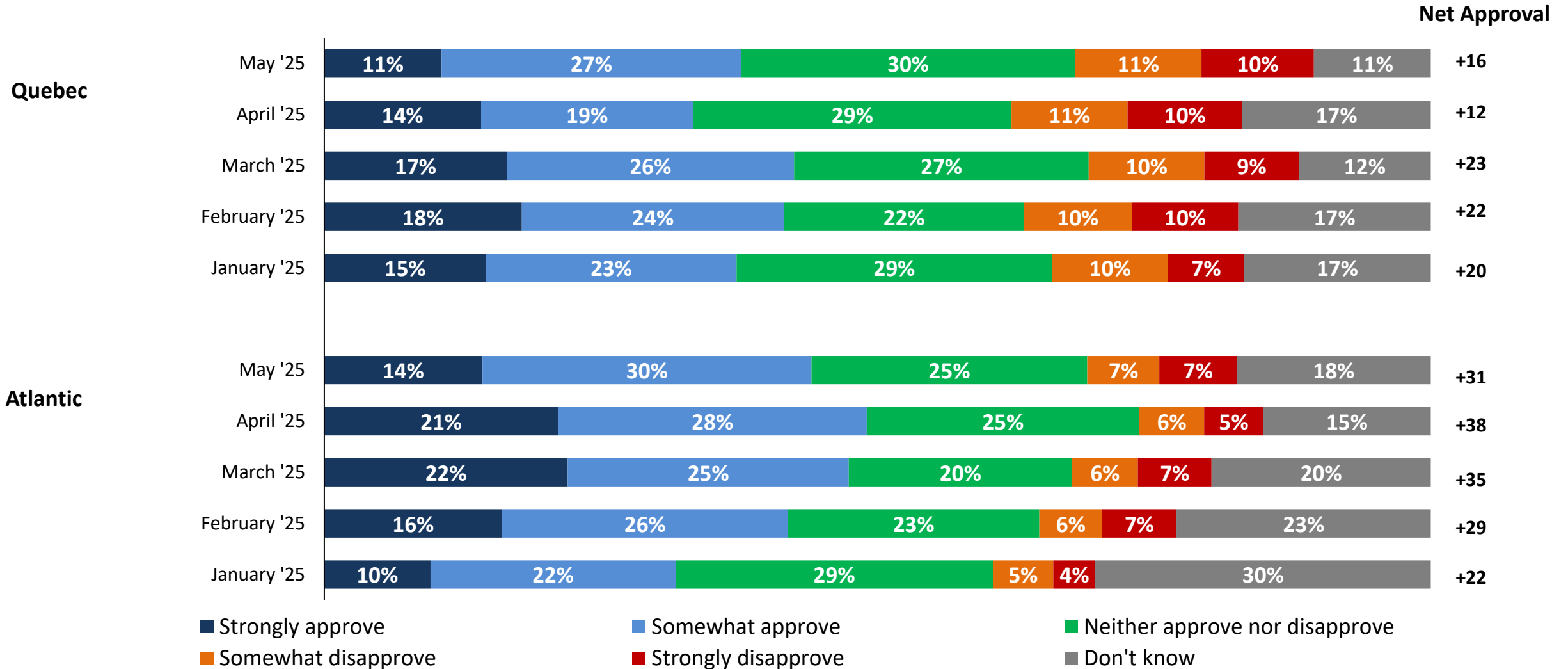
Provincial Leadership Approval:

Net approval in Quebec improves marginally, still down from January 2025



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; May. '25 Quebec n= 690, Atlantic n=201, Apr. '25 Quebec n= 968, Atlantic n=282, March. '25 Quebec n=921, Atlantic n=269, Feb. '25 Quebec n=921, Atlantic n=268 Jan. '25, Quebec n=309, Atlantic n=98]



Engagement With the U.S.-Canada Relationship

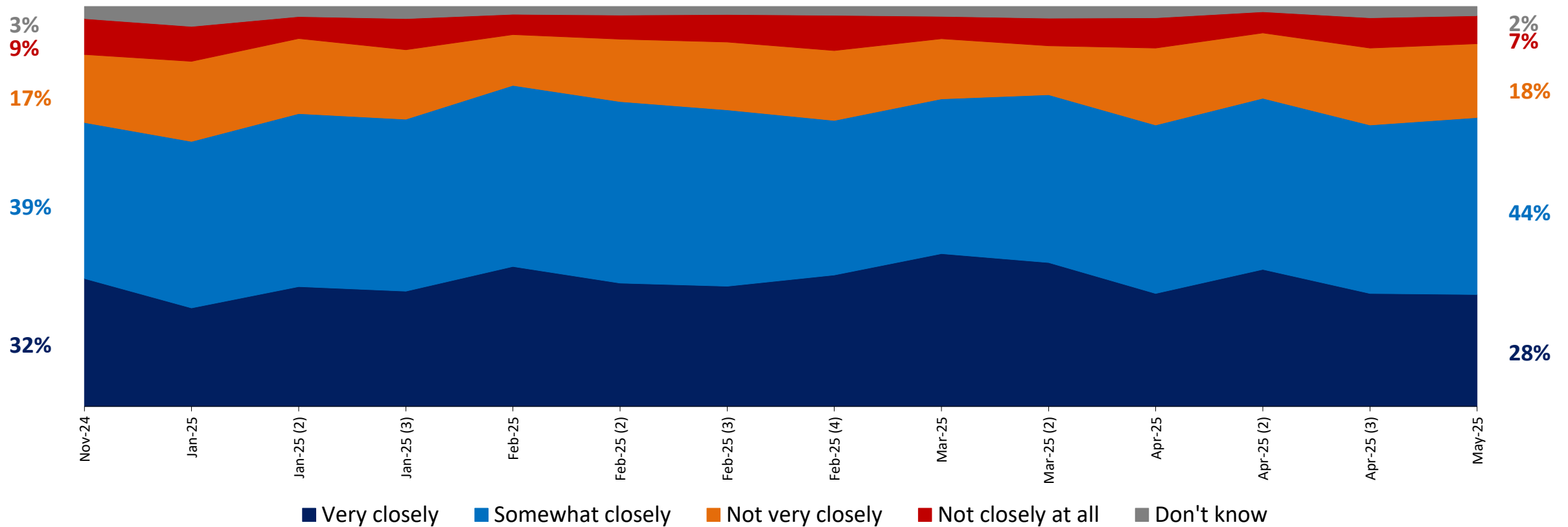
Engagement with U.S.-Canada Relationship:

Attention to U.S.-Canadian relations remains stable



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, May '25 n= 3,000; April '25 n= 4,199; March '25 n=4,000; February '25 n= 4,000; January '25 n= 2,271]



Current data: May 2025

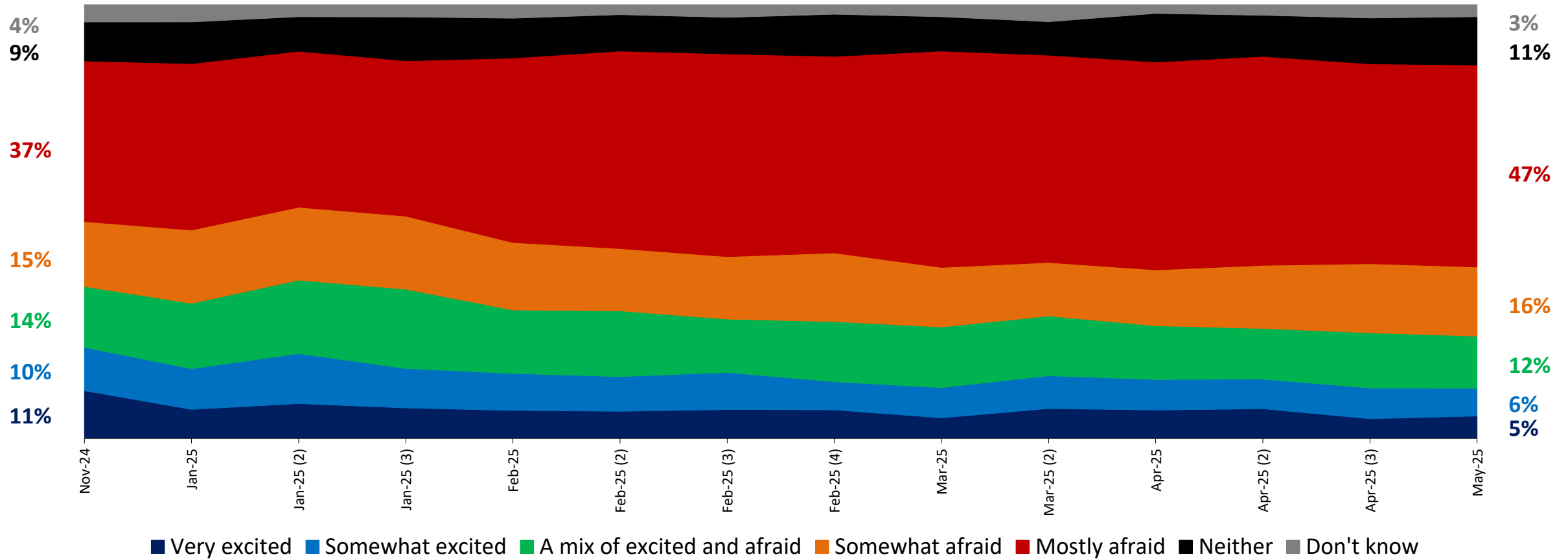
Note: Question wording in Jan.'25 W3 and Nov.'24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald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

Attitude Towards President Trump:

Dominant response to Trump's election remains fear

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

[asked of all respondents, May '25 n= 3,000; April '25 n= 4,199; March '25 n=4,000; February '25 n= 4,000; January '25 n= 2,271]



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?"

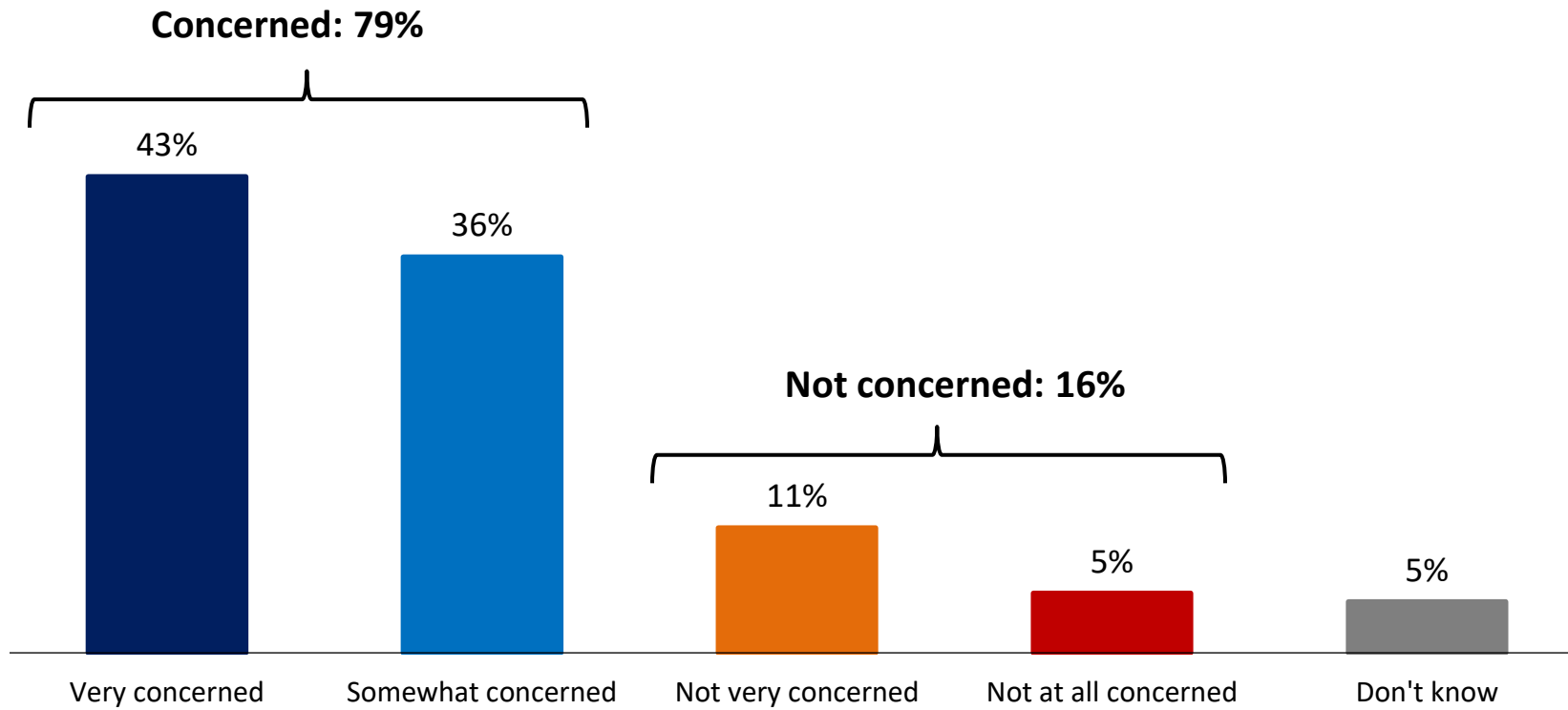
Trump Tariffs

Almost 4-in-5 (79%) are concerned about Trump's tariffs; Liberals most concerned

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; May n=3,000]



Segmentation

Respondents who say "Concerned"

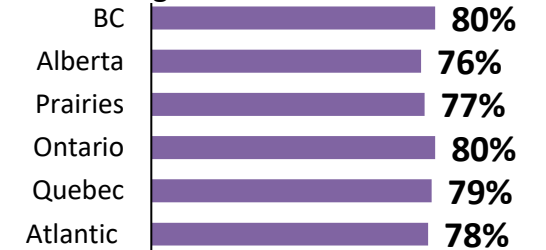
Gender



Age



Region



Party ID



Impact of Tariffs: Nationally and Personally

More believe Trump's trade policies will seriously impact Canada (72%) than their own families (51%)

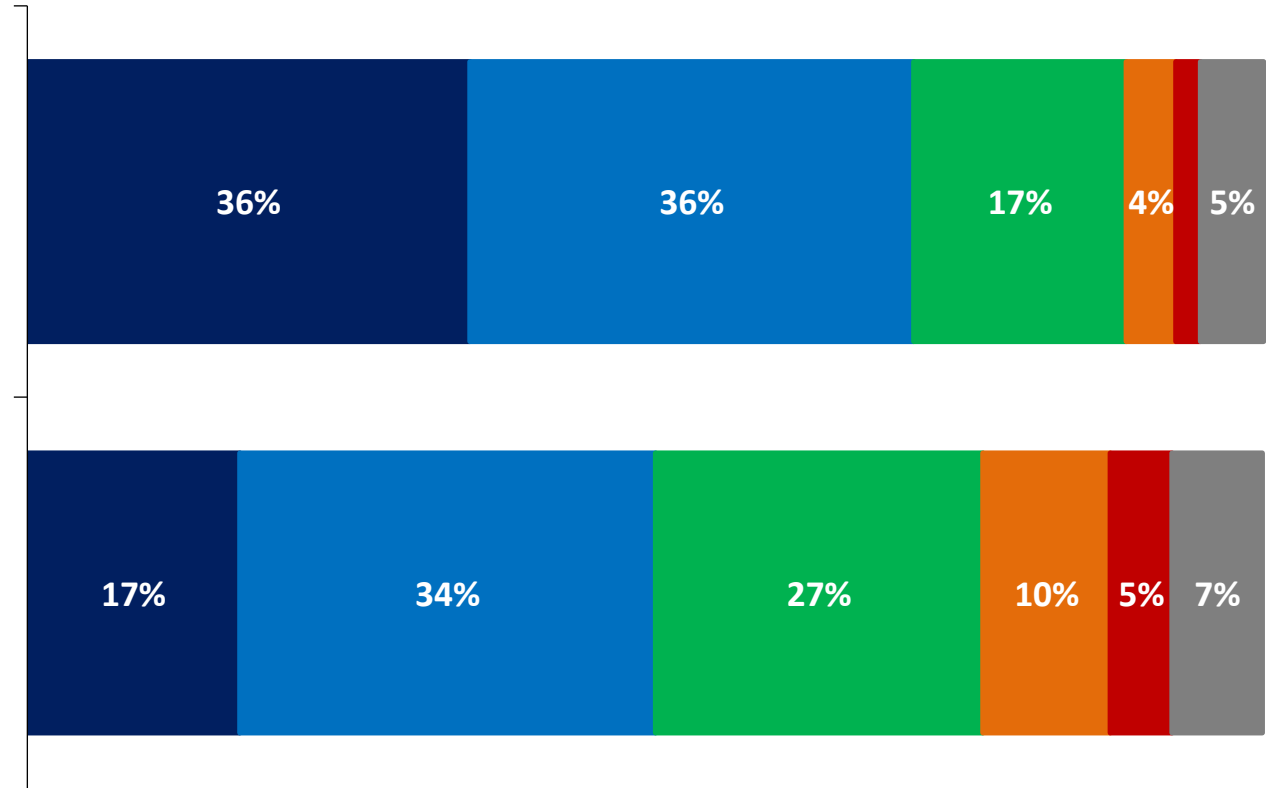


Do you agree or disagree with the following statements?

[asked of all respondents; W1+W2 n=1,500]

The Trump Administration's trade policies will have a serious impact on Canada

The Trump Administration's trade policies will have a serious impact on me and my family



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

Impact of Tariffs (Nationally) by Region

High agreement across all provinces that Trump's trade policies will seriously impact Canada, highest in QC (75%)



Do you agree or disagree with the following statements?

[asked of all respondents; W1+W2 n=1,500]

The Trump Administration's trade policies will have a serious impact on Canada

	Total	BC	AB	Prairies	ON	QC	Atlantic
	(N=1500)	(N=213)	(N=116)	(N=96)	(N=579)	(N=345)	(N=101)
Strongly agree	36%	37%	36%	36%	36%	35%	37%
Somewhat agree	36%	32%	35%	31%	36%	40%	33%
Neither agree nor disagree	17%	16%	18%	20%	17%	15%	21%
Somewhat disagree	4%	3%	5%	5%	4%	4%	2%
Strongly disagree	2%	3%	2%	2%	2%	1%	3%
Don't know	5%	9%	4%	6%	4%	4%	5%
AGREE	72%	69%	71%	67%	72%	75%	70%
NET AGREEMENT	66%	63%	64%	60%	66%	69%	66%

Impact of Tariffs (Personally) By Region

Around half agree Trump's trade policies will seriously impact their families (51%), highest in ON and Prairies



Do you agree or disagree with the following statements?

[asked of all respondents; W1+W2 n=1,500]

*The Trump Administration's trade policies will have a serious impact **on me and my family***

	Total	BC	AB	Prairies	ON	QC	Atlantic
	(N=1500)	(N=213)	(N=116)	(N=96)	(N=579)	(N=345)	(N=101)
Strongly agree	17%	16%	21%	17%	19%	13%	19%
Somewhat agree	34%	34%	30%	36%	34%	34%	33%
Neither agree nor disagree	27%	24%	26%	19%	25%	32%	31%
Somewhat disagree	10%	11%	8%	14%	9%	11%	10%
Strongly disagree	5%	5%	8%	5%	6%	4%	1%
Don't know	7%	10%	7%	8%	7%	6%	7%
AGREE	51%	50%	50%	53%	53%	47%	52%
NET AGREEMENT	36%	34%	34%	34%	38%	32%	40%

Responding to Tariffs

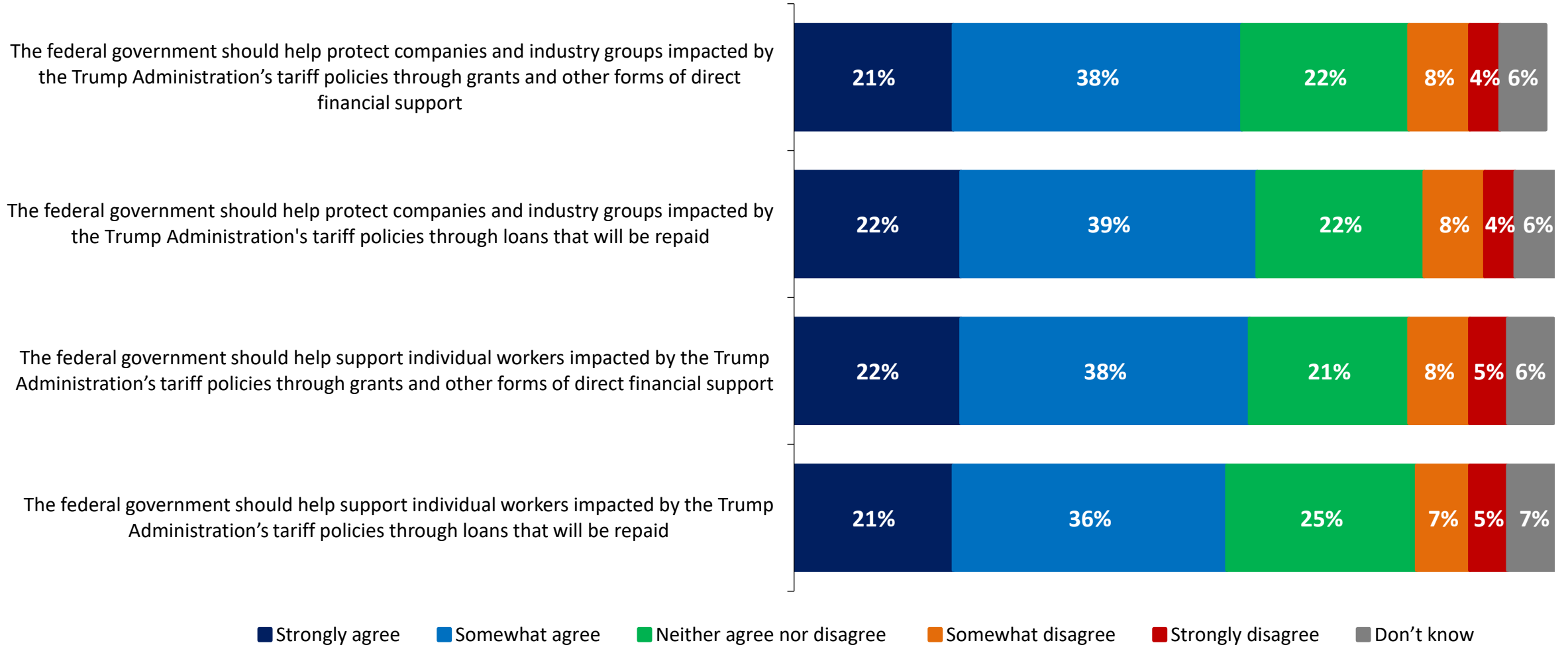
Views on Federal Assistance to Companies and Individuals

Nearly 60% agree the gov't should help companies or individuals impacted by tariffs with direct support or loans



Do you agree or disagree with the following statements?

[asked of all respondents; W1 n=1,000]



Views on Federal Direct Assistance to Industry

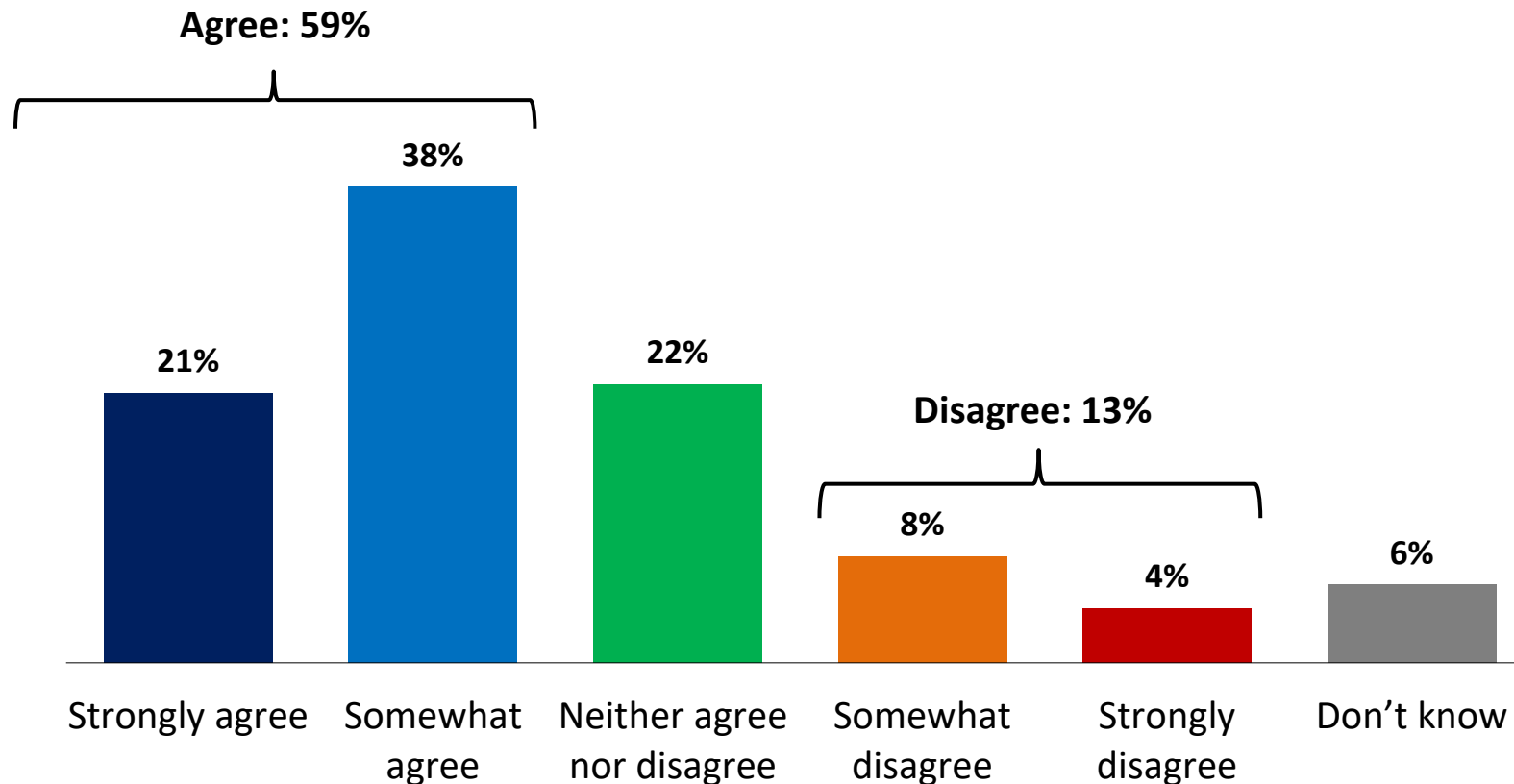
3-in-5 (59%) agree government should help tariff-impacted industries through grants and other direct support



Do you agree or disagree with the following statement?:

The federal government should help protect companies and industry groups impacted by the Trump Administration's tariff policies through grants and other forms of direct financial support.

[asked of all respondents; W1 n=1,000]



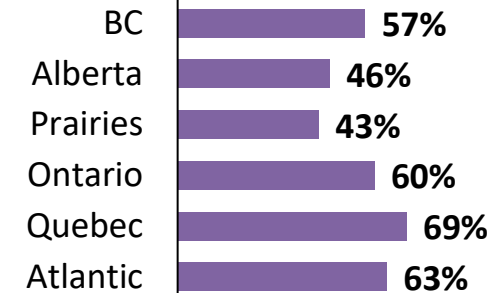
Segmentation

Respondents who say "Agree"

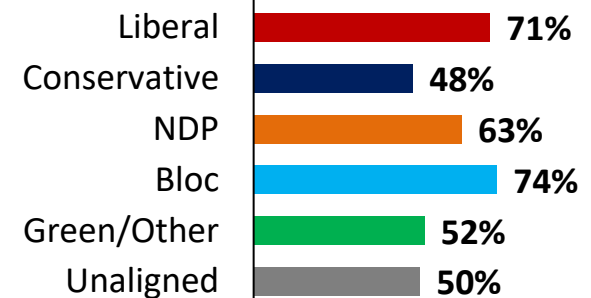
Value Clusters



Region



Party ID



Views on Federal Loans to Industry

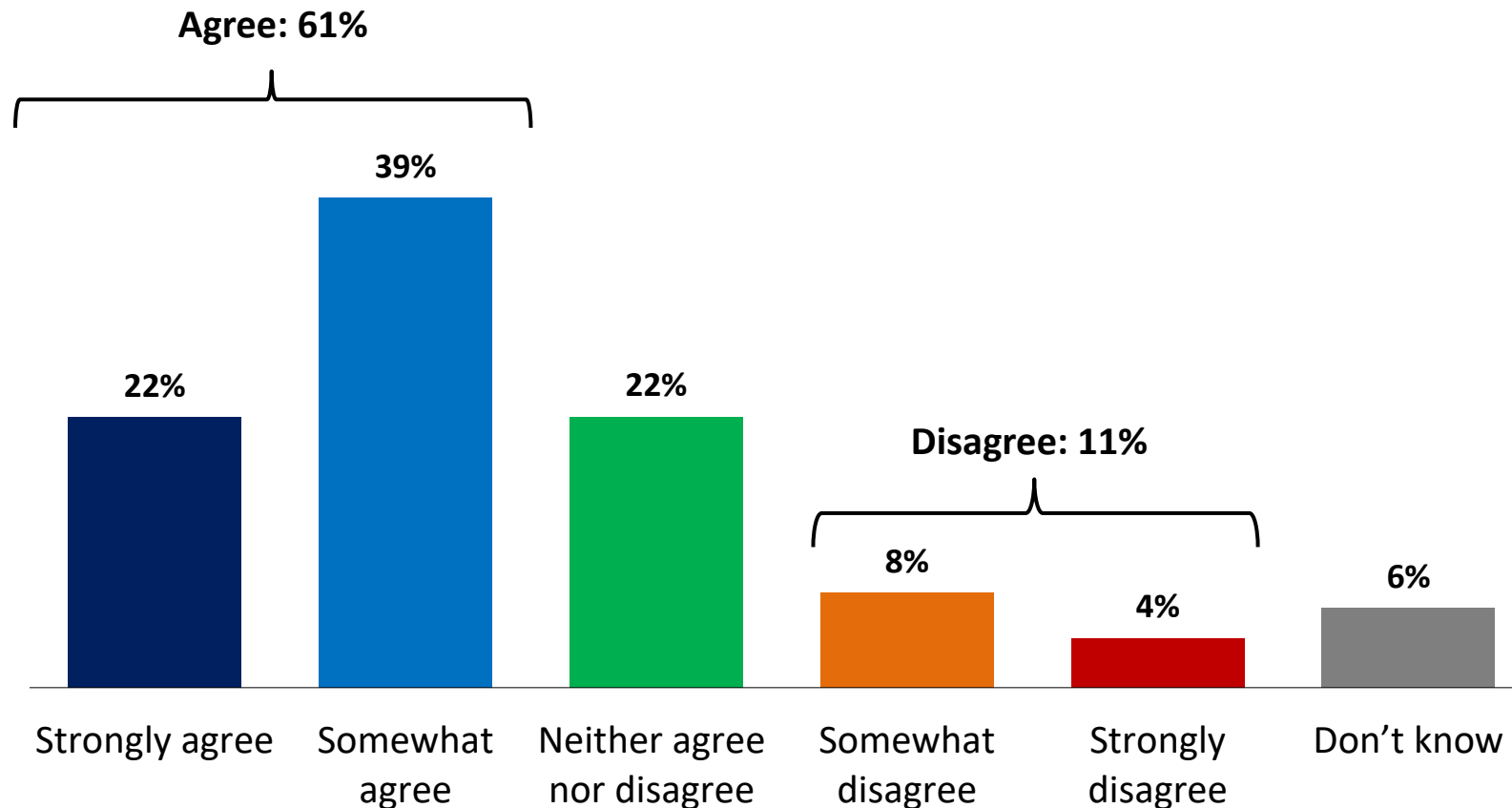
61% agree government should support tariff-impacted industries through repayable loans



Do you agree or disagree with the following statement?:

The federal government should help protect companies and industry groups impacted by the Trump Administration's tariff policies through loans that will be repaid.

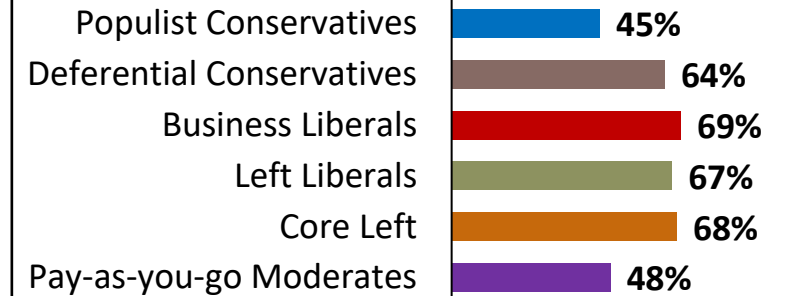
[asked of all respondents; W1 n=1,000]



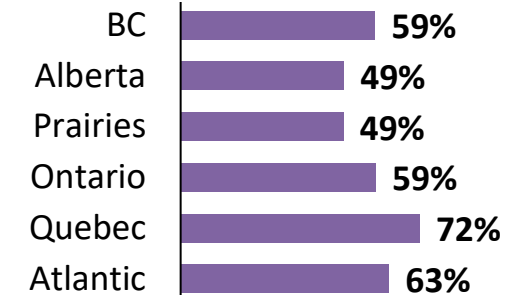
Segmentation

Respondents who say "Agree"

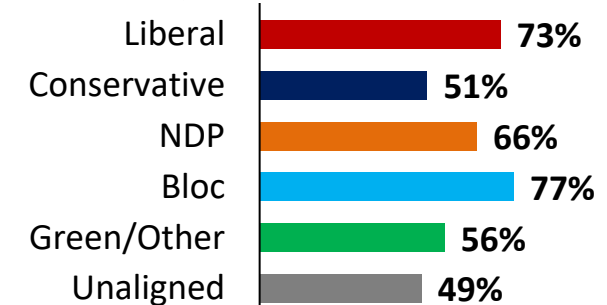
Value Clusters



Region



Party ID



Views on Federal Direct Assistance to Workers

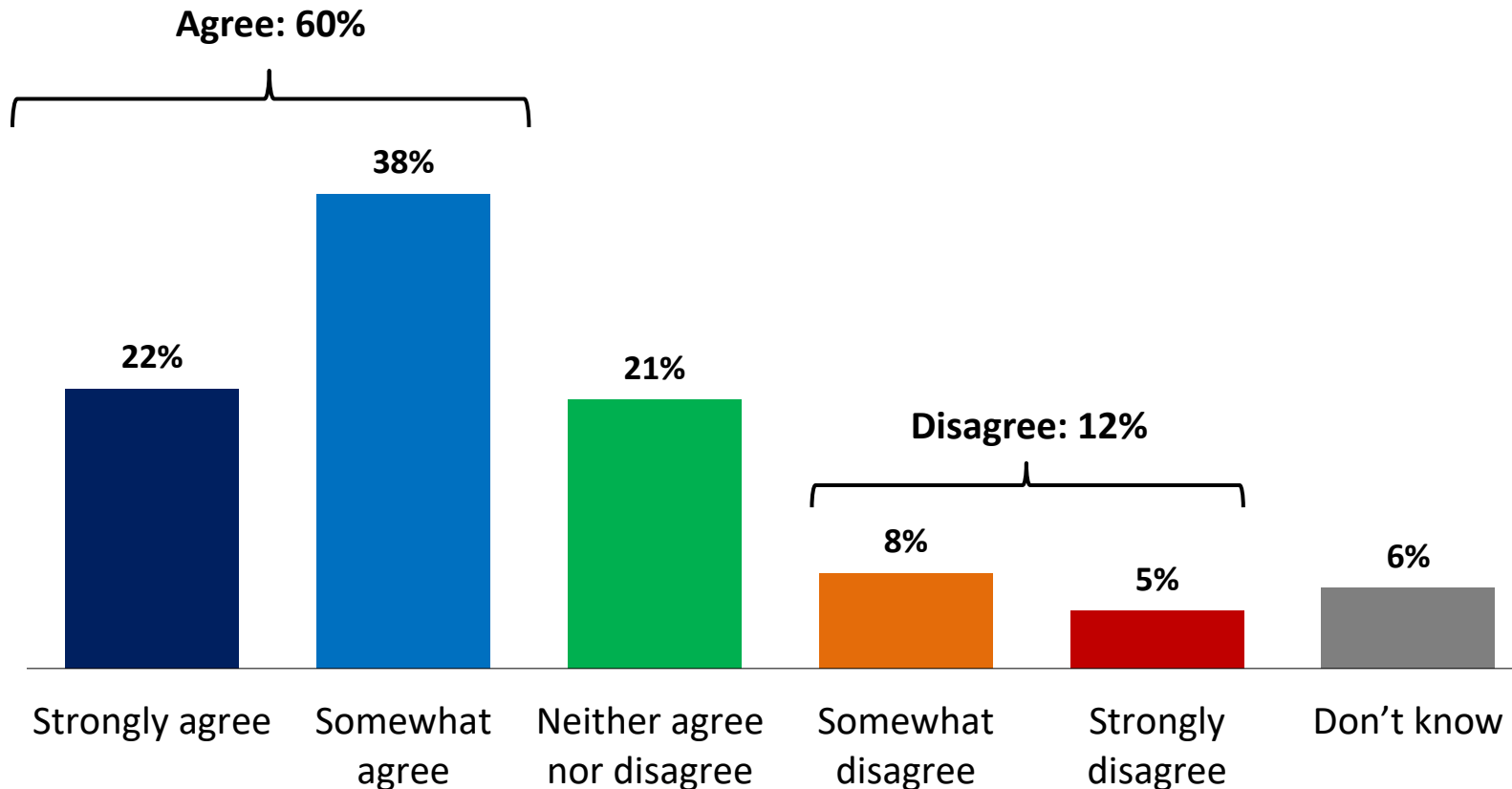
Over 60% in BC, ON, and QC agree gov't should support tariff-impacted workers directly



Do you agree or disagree with the following statement?:

The federal government should help support individual workers impacted by the Trump Administration's tariff policies through grants and other forms of direct financial support.

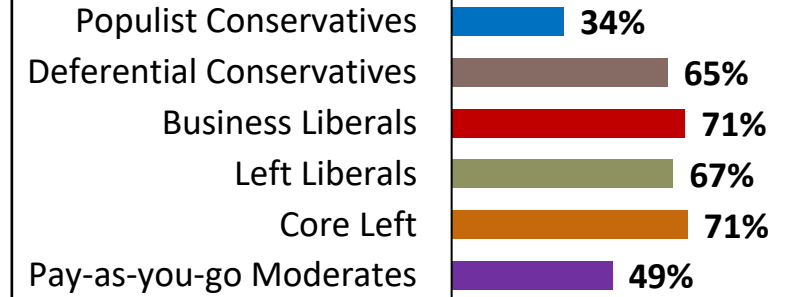
[asked of all respondents; W1 n=1,000]



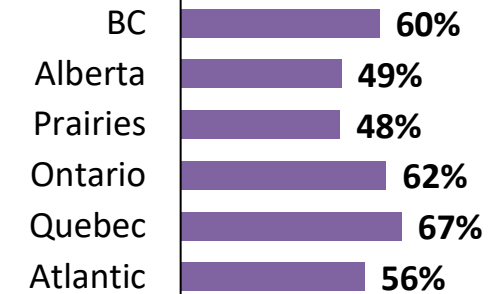
Segmentation

Respondents who say "Agree"

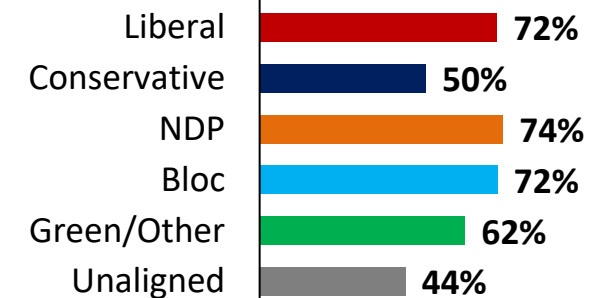
Value Clusters



Region



Party ID



Views on Federal Loans to Workers

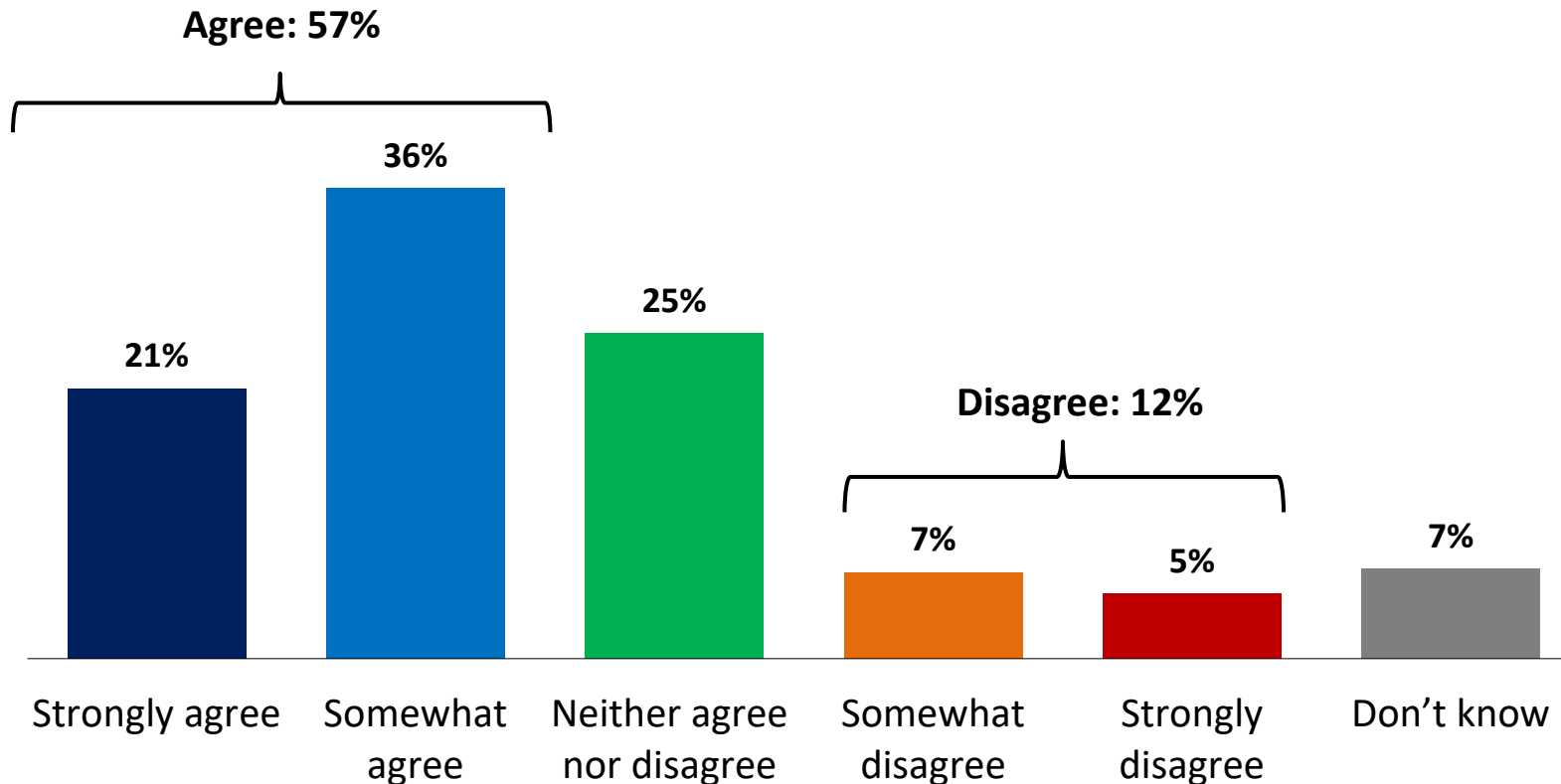
Over 60% of NDP, Bloc, and Liberal partisans support gov't repayable loans for tariff-impacted workers



Do you agree or disagree with the following statement?:

The federal government should help support individual workers impacted by the Trump Administration's tariff policies through loans that will be repaid.

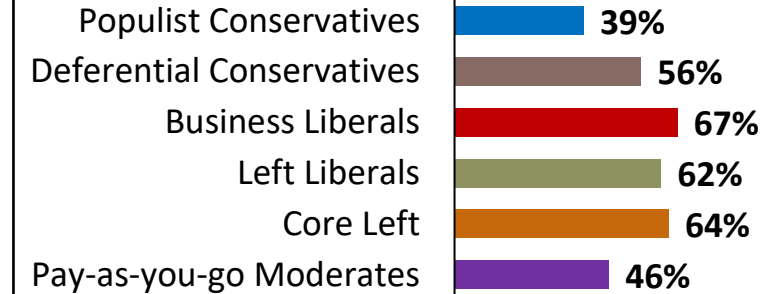
[asked of all respondents; W1 n=1,000]



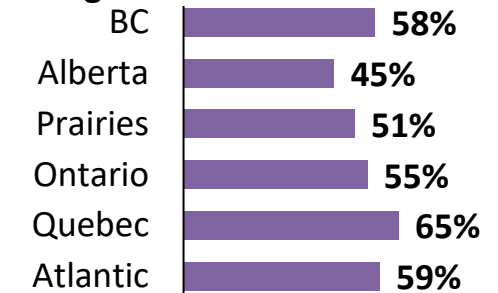
Segmentation

Respondents who say "Agree"

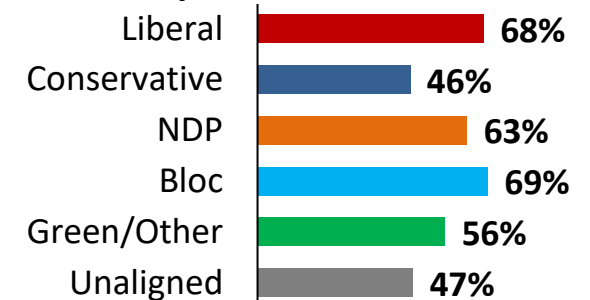
Value Clusters



Region



Party ID



Tariff Action

Nearly 3-in-4 (71%) agree it's important to respond with actions such as counter-tariffs to Trump's attacks

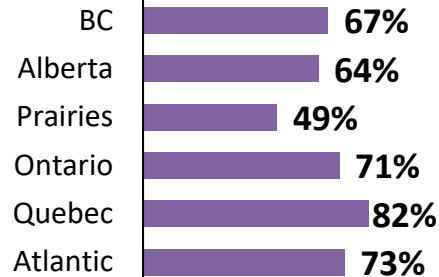
Segmentation

Responding with counter-tariffs

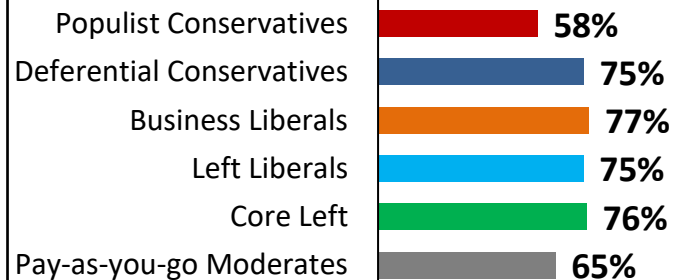
Age/Gender



Region

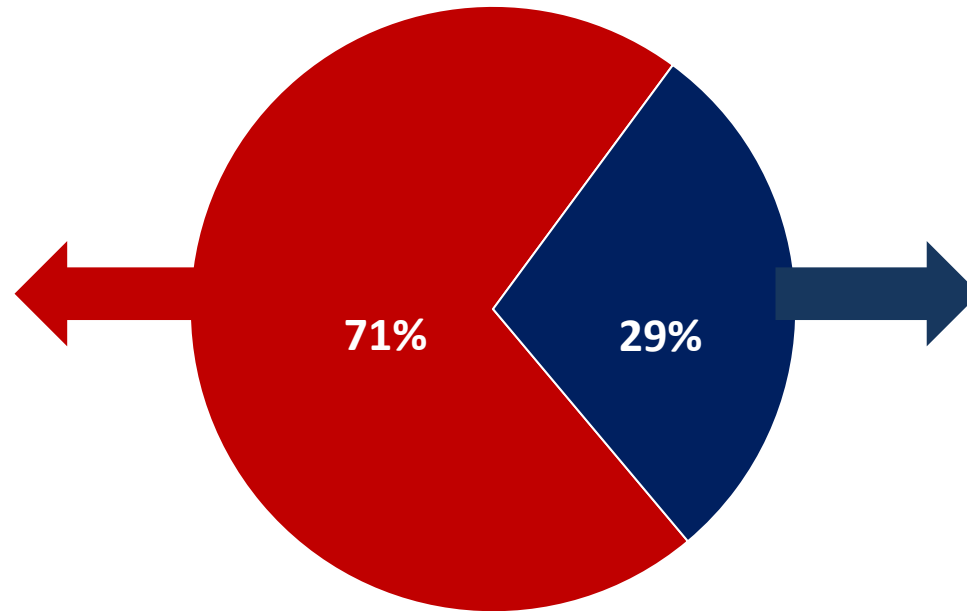


Value Clusters



Which of these two statements is closer to your view:

[asked of all respondents; n=1,500]

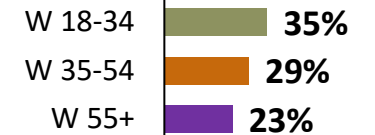
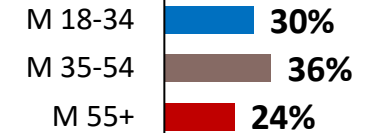


- It is important to respond with counter-tariffs or other action when the Trump administration attacks Canada with tariffs
- There is no reason to engage in tit-for-tat retaliation with the Trump administration on trade, since it just means Canadians pay more

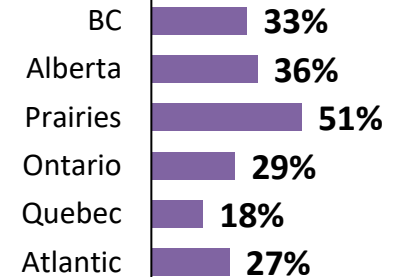
Segmentation

Not engaging in tit-for-tat

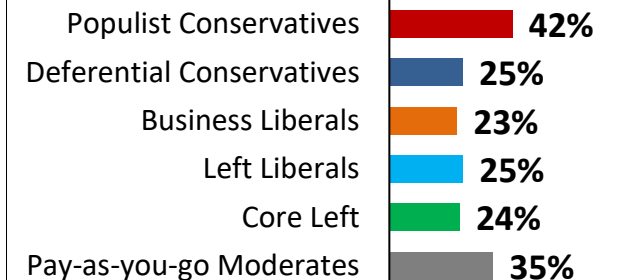
Age/Gender



Region



Value Clusters



Impact of Tariffs (Nationally) By Retaliation

Those agreeing that Trump's policies will have a serious impact on Canada are more likely to support retaliation



Do you agree or disagree with the following statements?

[asked of all respondents; W1+W2 n=1,500]

*The Trump Administration's trade policies will have a serious impact
on Canada*

Column %	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
	(N=1500)	(N=537)	(N=538)	(N=258)	(N=60)	(N=31)	(N=77)
It is important to respond with counter-tariffs or other action when the Trump administration attacks Canada with tariff	71%	80%	73%	59%	54%	52%	57%
There is no reason to engage in tit-for-tat retaliation with the Trump administration on trade, since it just means Canadians pay more	29%	20%	27%	41%	46%	48%	43%

Dealing with Trump

52% believe Canada should focus on its own interests rather than engage in disputes with the U.S

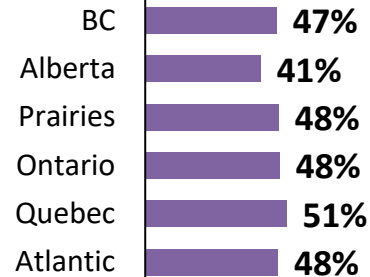
Segmentation

Standing up to bullying approach

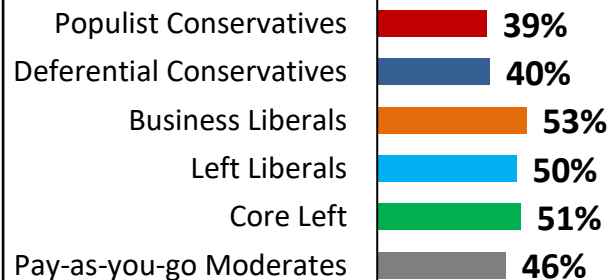
Age/Gender



Region

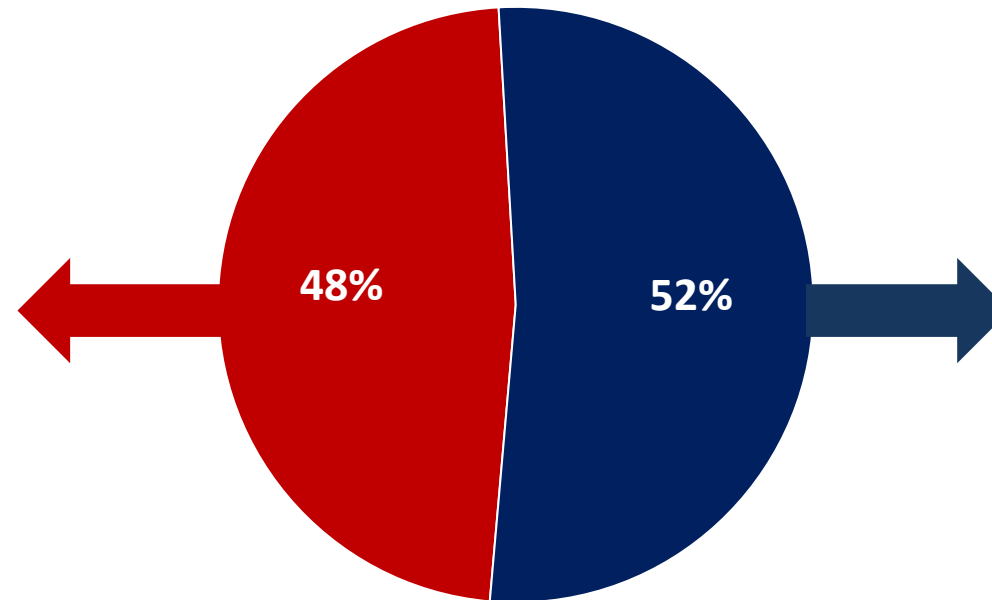


Value Clusters



Which of these two statements is closer to your view:

[asked of all respondents; n=1,500]



- The only effective way to deal the Trump Administration's bullying approach is to stand up to them
- The Canadian government needs to focus on Canada's interests and not get sucked in to unproductive fights just because of something the Trump Administration said

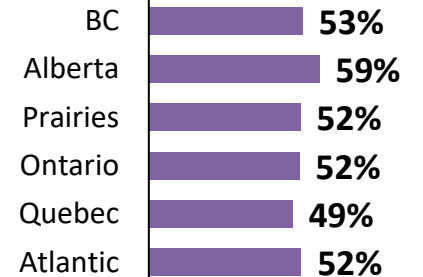
Segmentation

Not getting stuck into unproductive fights

Age/Gender



Region



Value Clusters



Impact of Tariffs (Nationally) By Retaliation

Those who believe Trump's policies will not have a serious impact on Canada more interested in avoiding fights



Do you agree or disagree with the following statements?

[asked of all respondents; W1+W2 n=1,500]

*The Trump Administration's trade policies will have a serious impact
on Canada*

Column %	Total	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
	(N=1500)	(N=537)	(N=538)	(N=258)	(N=60)	(N=31)	(N=77)
The only effective way to deal with the Trump Administration's bullying approach is to stand up to them	48%	58%	46%	36%	35%	38%	38%
The Canadian government needs to focus on Canada's interests and not get sucked in to unproductive fights just because of something the Trump Administration said	52%	42%	54%	64%	65%	62%	62%

Methodology

Survey Methodology – National (W1+W2)



These are the results of an online survey conducted between May 12th and May 22nd, 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.

Sample Size: n=2,517 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 12th to May 22nd, 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. 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	252	10.0%	201	13.5%
Men 35-54	365	14.6%	238	16.0%
Men 55+	603	24.0%	292	19.6%
Women 18-34	259	10.3%	194	13.0%
Women 35-54	408	16.3%	247	16.6%
Women 55+	621	24.8%	320	21.4%
British Columbia	321	12.8%	213	14.2%
Alberta	267	10.6%	166	11.1%
Prairies	142	5.6%	96	6.4%
Ontario	1190	47.3%	579	38.6%
Québec	432	17.2%	345	23.0%
Atlantic	165	6.6%	101	6.7%

Survey Methodology - National



These are the results of an online survey conducted between May 12th and June 1st, 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.

Sample Size: n=4,449 Canadian citizens, 18 years or older. The results are nationally weighted to n=3,000 based on Census data from Statistics Canada.

Field Dates: May 12th to June 1st, 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. 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	437	9.9%	399	13.4%
Men 35-54	633	14.3%	477	16%
Men 55+	1,078	24.3%	580	19.4%
Women 18-34	467	10.5%	389	13%
Women 35-54	725	16.4%	496	16.6%
Women 55+	1,094	24.7%	644	21.6%
British Columbia	616	13.8%	421	14%
Alberta	518	11.6%	333	11.1%
Prairies	287	6.5%	196	6.5%
Ontario	1,908	42.9%	1158	38.6%
Québec	814	18.3%	690	23%
Atlantic	306	6.9%	201	6.7%

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Marina Mandic

Senior Consultant

Alex Muir

Senior Advisor

Building Understanding.

