

Canada This Month Trump Attitudes

Public Opinion Research
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Field Dates: Oct 06 to Oct 26, 2025

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Study Overview



Building on findings from previous waves, this report tracks October data about Canadians' **Reactions to Trump.**

Key Findings

1

Approval of the federal government's handling of Trump-related issues is at this year's all-time low (33%). Net approval is at +6, 6 points lower than in September and similar to January levels when Trudeau was still PM. Notably, a larger share said "don't know" this month (24%) than in September (8%). Most critical are those 18-54 and Conservatives.

2

Attention to U.S.-Canada relations is unchanged since September but 8 points down since March. 7-in-10 (69%) say they are closely following the news. While still very high, this is the lowest level of attention it has been since January 2025. Despite a decline in attention, reactions to Trump hold steady: 3-in-5 Canadians feel at least somewhat afraid, and a plurality (47%) 'mostly afraid'.

3

Among those who approve of the federal government's response to Trump's presidency, over 2-in-5 do so because of Carney's approach in handling the Trump government (43%). Among those who disapprove of the federal government's response to Trump, 27% think Carney should take a stronger stance and stand up stronger to Trump, 20% think that Carney and the Federal government are weak or inexperienced, 18% that there is no plan.

4

None of the provinces saw an increase in the NET approval of provincial governments' handling of Trump-related issues. It still remains highest and statistically unchanged in the Prairies (+21) and the Atlantic provinces (+19). Ontario, though higher than many provinces in Canada (+17), is on a downward trend (6 point lower than Sept). BC is at +7, a 10-point decrease since September, while Alberta and Quebec's NET approvals are the lowest in Canada (-1 and 0)

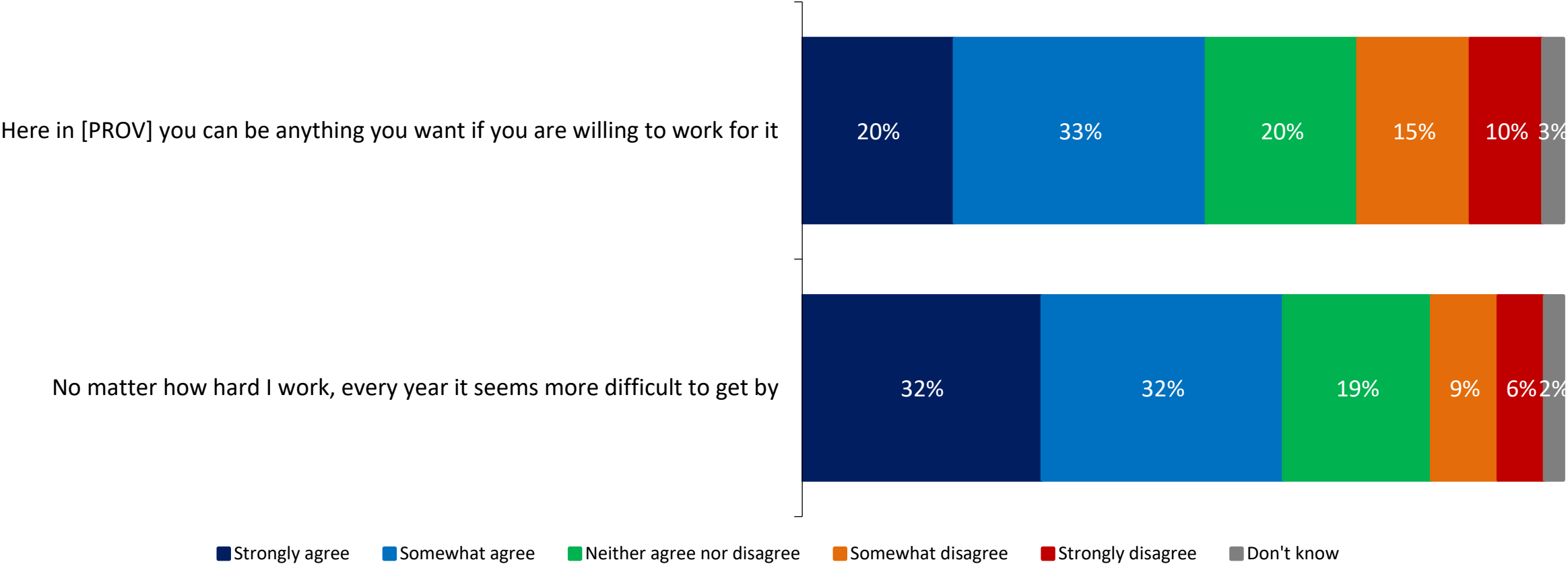
5

Across BC, ON, and AB, these who approve of the government's handling believe that the Premier or province is doing that job well and trust the Premier (45%, 58%, 47%, respectively). Those from BC and ON who disapprove cite distrust in their premier/disagreement with the premier/handling of Trump as one of the top reasons. In AB, the top two reasons for disapproval are the premier's appeasing and pandering to Trump and her resemblance to Trump.

Key Voter Segments

Segmentation Attitudes: Over half (53%) say you can be anything you want; 64% say it is more difficult to get by every year

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=2,500]



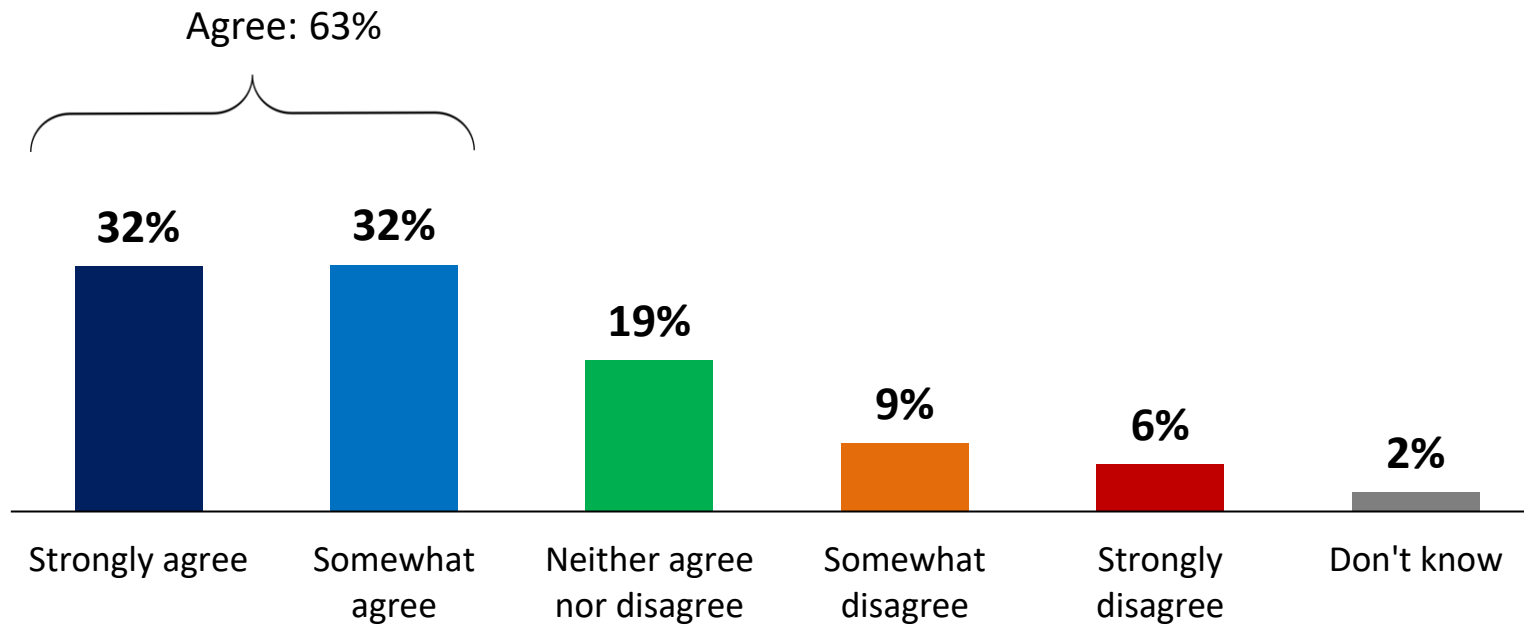
Economic Gap Segmentation Attitudes: Agreement that it seems more difficult to get by every year is highest among NDP and Bloc



Do you agree or disagree with the following statements?

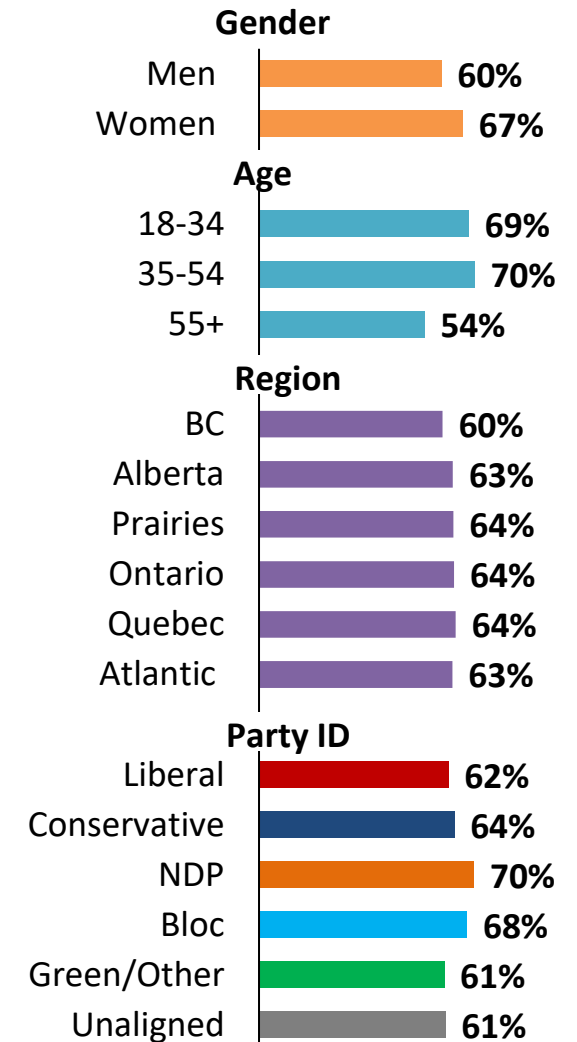
[asked of all respondents; n=2,500]

No matter how hard I work, every year it seems more difficult to get by



Segmentation

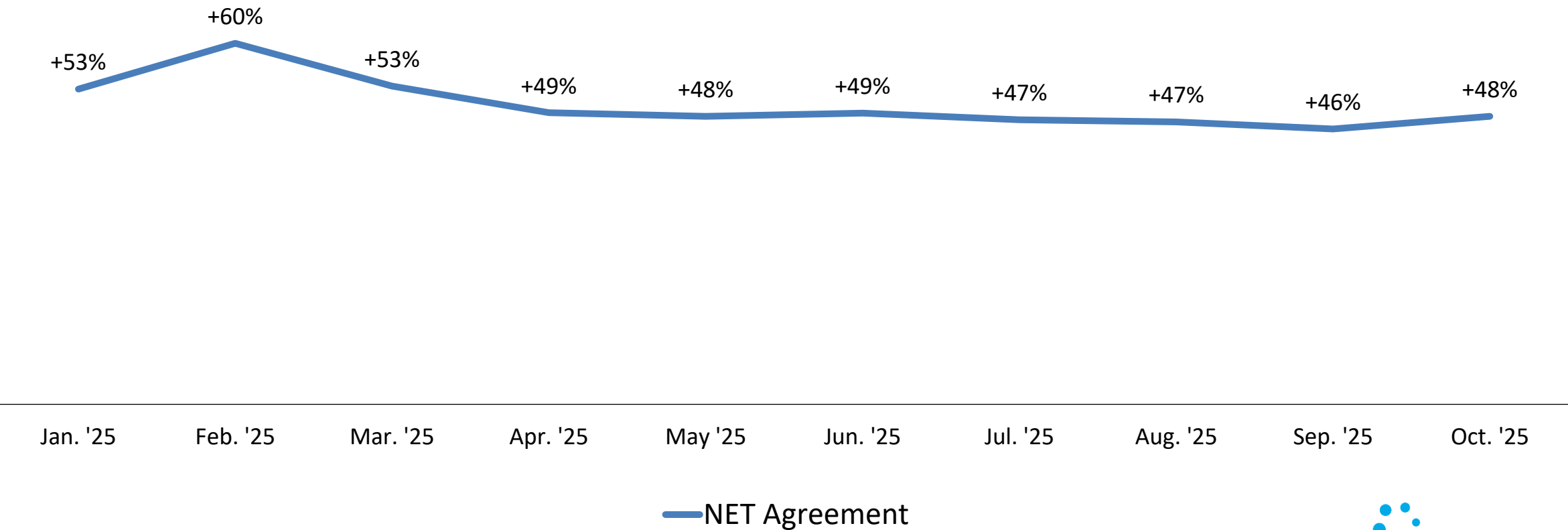
Those who say 'Agree'



Segmentation Attitudes: Net agreement with “every year it seems more difficult to get by” is at +48

Q Do you agree or disagree with the following statements? –
[asked of all respondents; n=2,500]

“No matter how hard I work, every year it seems more difficult to get by”

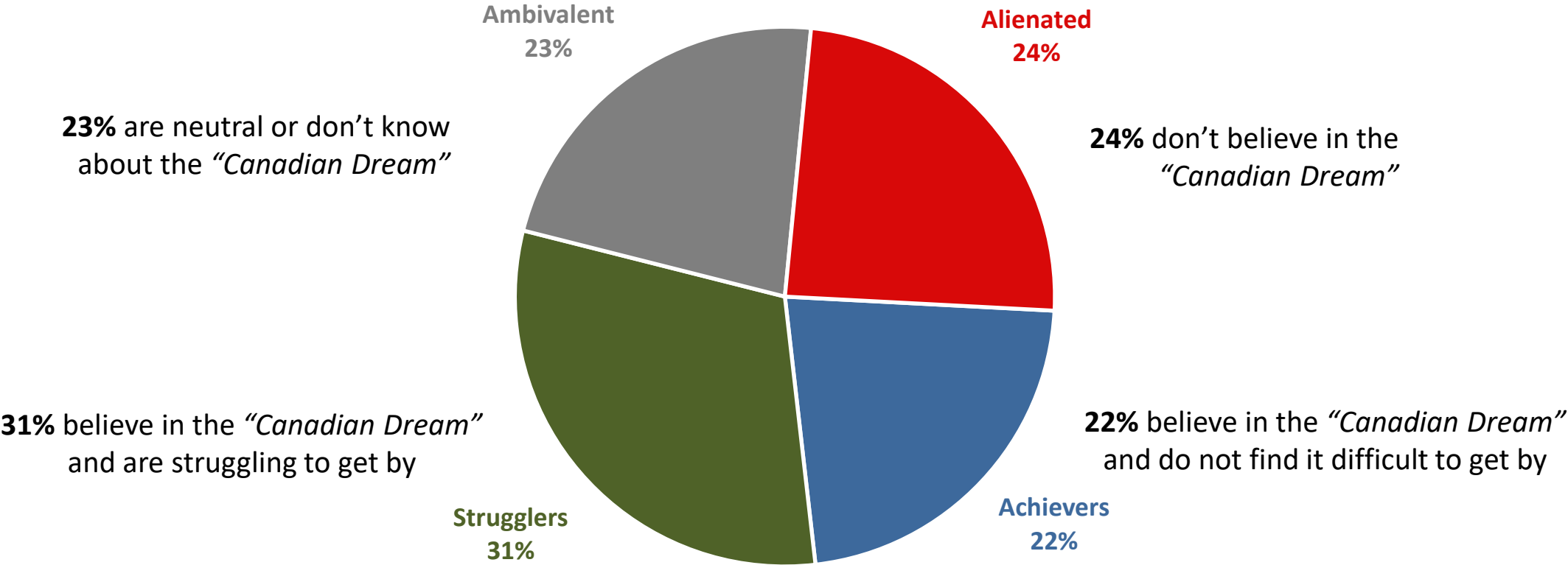


Economic Gap Segmentation: Nearly 1-in-3 (31%) are strugglers, followed by alienated (24%)



Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

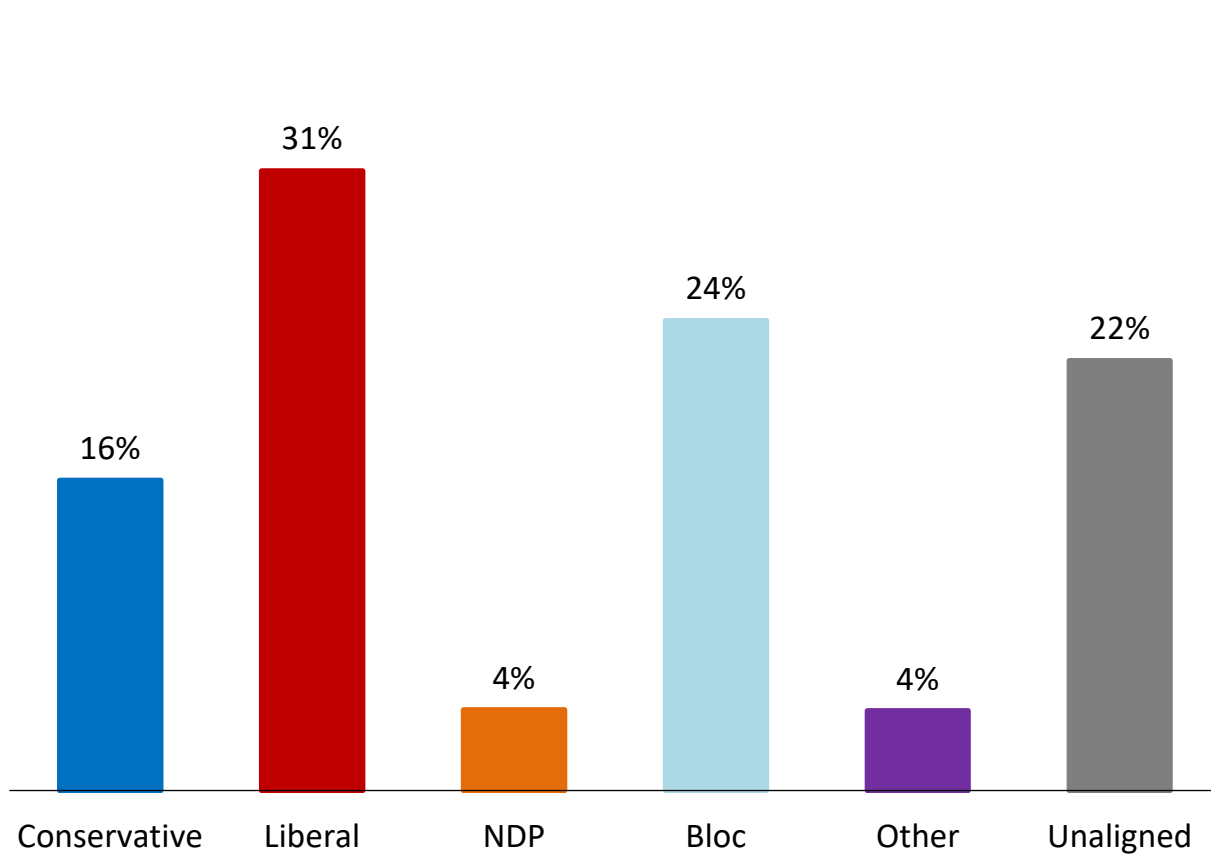
[asked of all respondents; n=2,500]



Federal Party ID (QC vs. ROC): In QC more identify as liberals than Bloc (7-point lead); in the ROC more identify as conservatives than as liberals

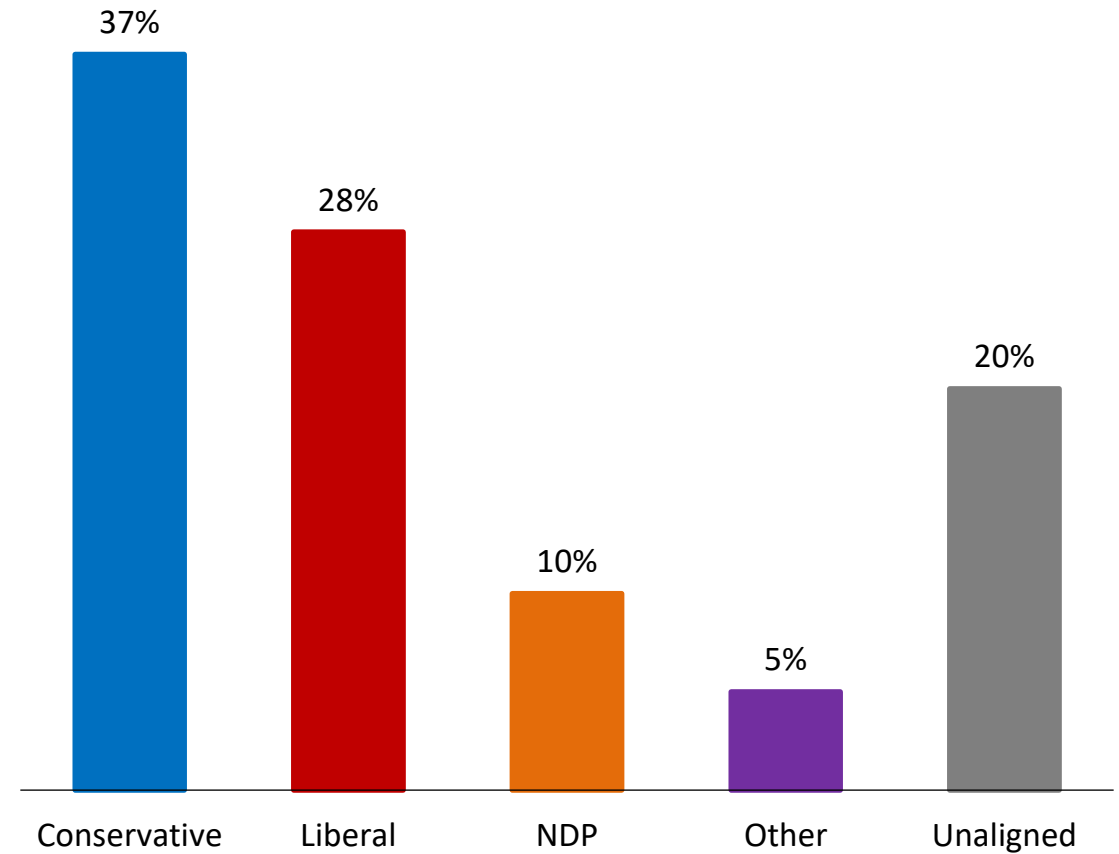
Party ID: Quebec

[Respondents in Quebec; n=575]



Party ID: Rest of Canada

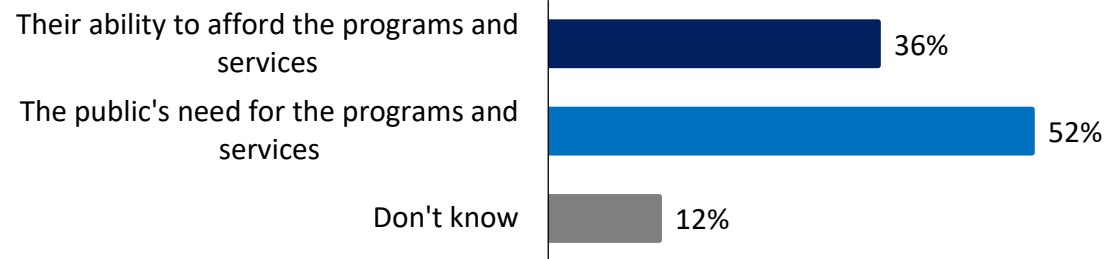
[Respondents in the rest of Canada; n=1925]



Core Political Values: Nearly 3-in-5 think the main role of govt is to create equal opportunity, and 52% think spending should be needs-based

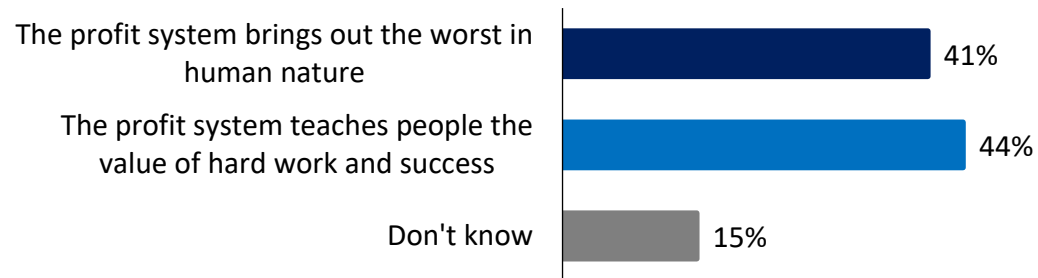
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=2500]



Q Which of the following statements comes closest to your view?

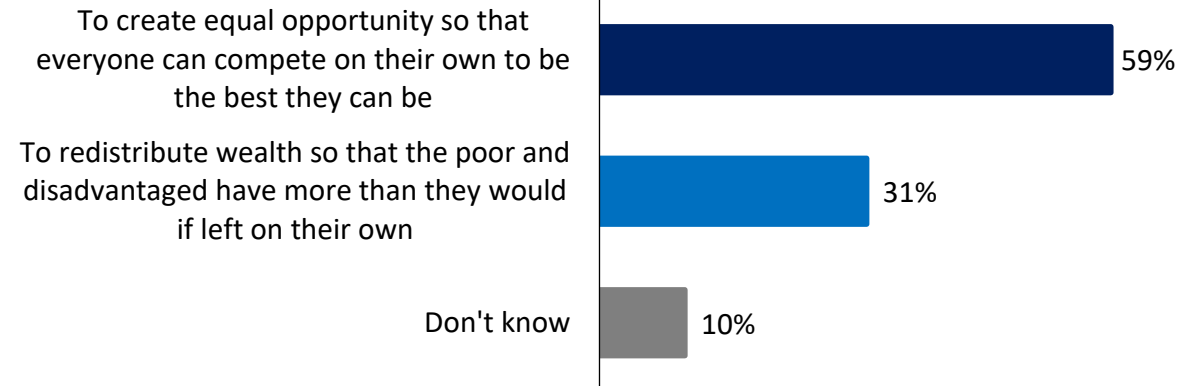
[asked of all respondents; n=2500]



Current data: October 2025

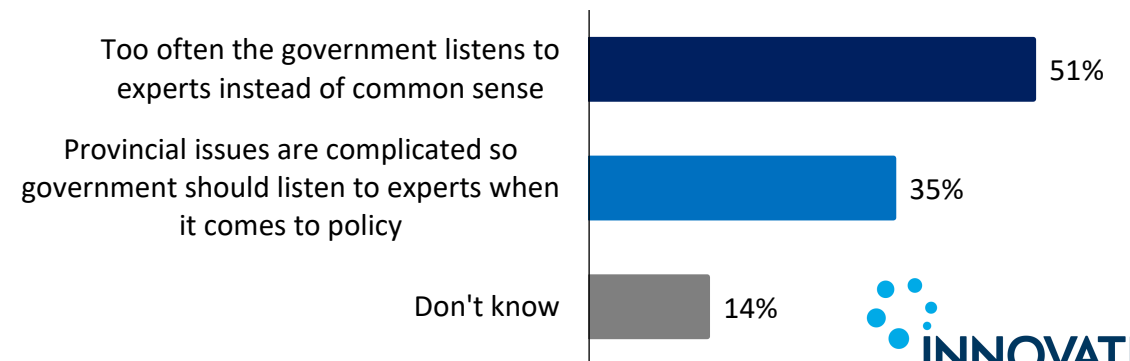
Q Is the main role of government to...?

[asked of all respondents; n=2500]



Q When it comes to government decision making, which of the following statements is closest to your view?

[asked of all respondents; n=2500]

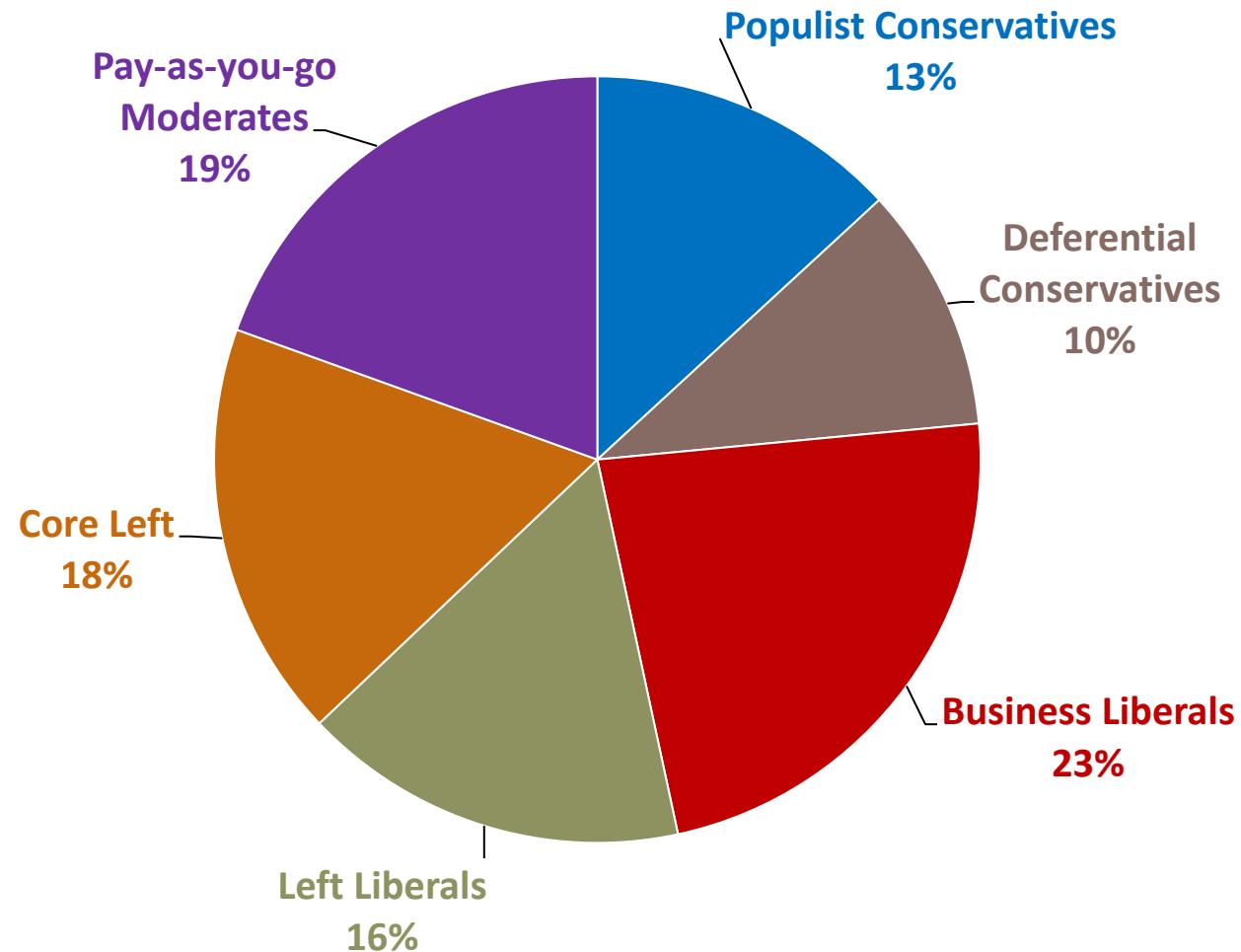


Value Clusters: Nearly 1-in-4 Canadians are Business Liberals, while almost 1-in-5 are Pay-as-you-go Moderates



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=2,500]



Defining Value Clusters: Business Liberals think spending should be needs-based, while Pay-as-you-go Moderates prioritize ability to afford

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	94%	90%	0%	0%	0%	72%
	Public Need	0%	0%	95%	86%	92%	0%
Is the main role of government to...?	Create equal opportunity	99%	76%	67%	97%	0%	36%
	Redistribute wealth	0%	19%	26%	0%	96%	32%
When it comes to government decision making...	Rely on common sense	100%	0%	45%	58%	49%	50%
	Listen to experts	0%	88%	46%	26%	41%	20%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	86%	61%
	Teaches value of hard work and success	92%	94%	92%	0%	0%	7%

Note: Current data: October 2025

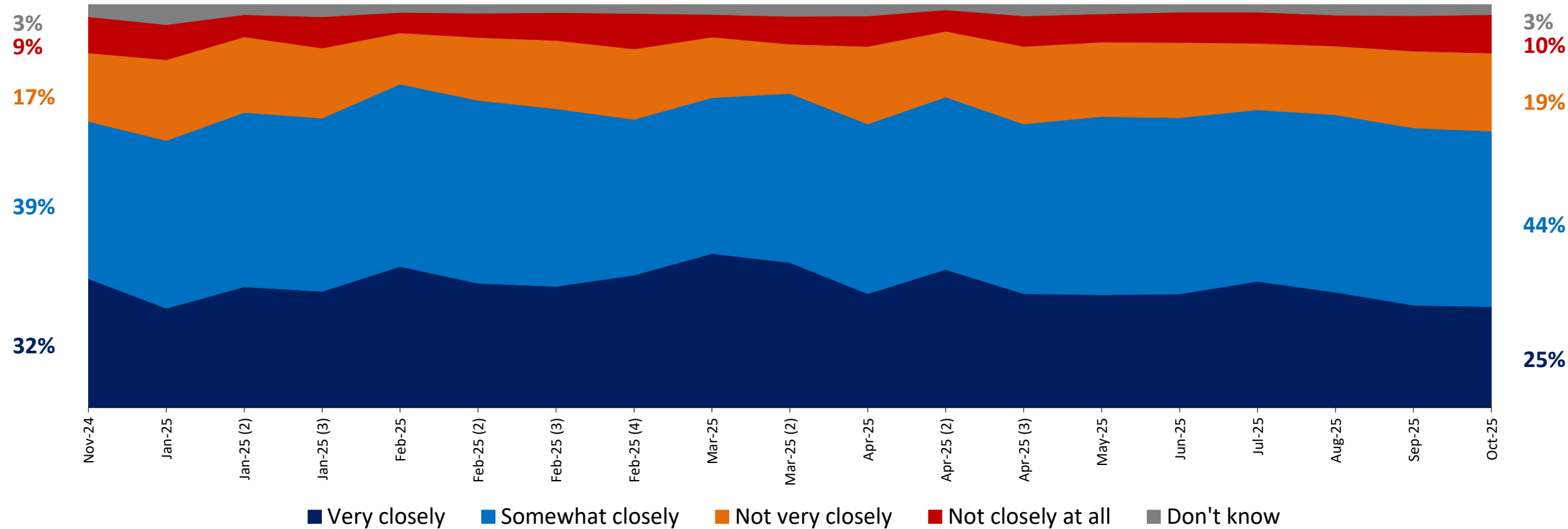
Reaction to Trump National

Engagement with U.S.-Canada Relationship: Unchanged since September 7-in-10 (69%) say they are closely following the news



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; n=2500]



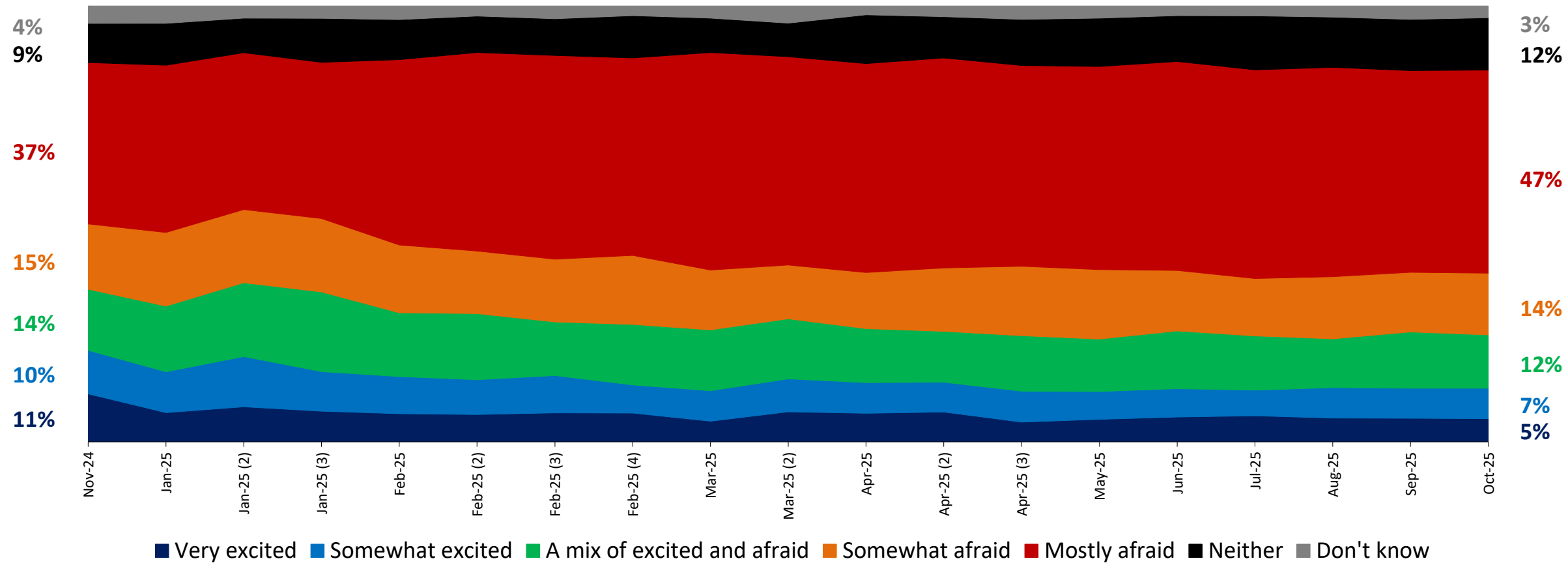
Current data: October 2025

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: Feelings about Trump's presidency hold steady, with 3-in-5 saying they feel afraid



Does Donald J. Trump's election as the US President leave you feeling [ROTATE] excited or afraid?
[asked of all respondents; n=2500]

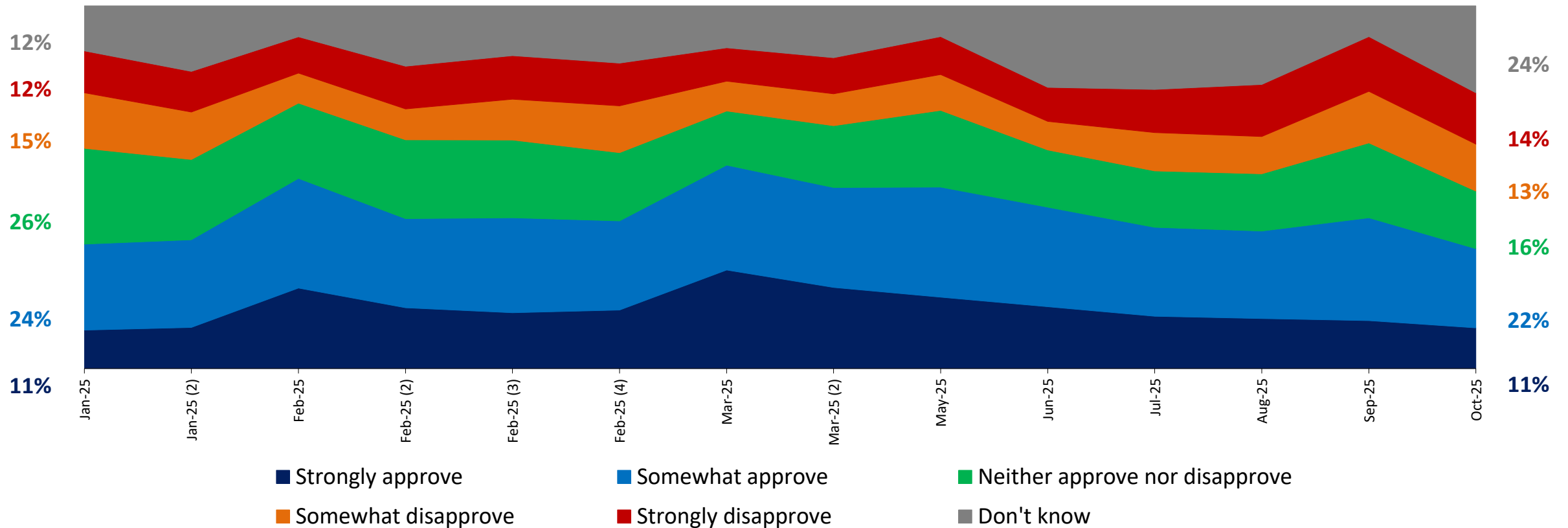


Federal Leadership Approval – Trump Related: Approval is at an all-time low and similar to January levels, with growing number of undecided



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; n=2500]

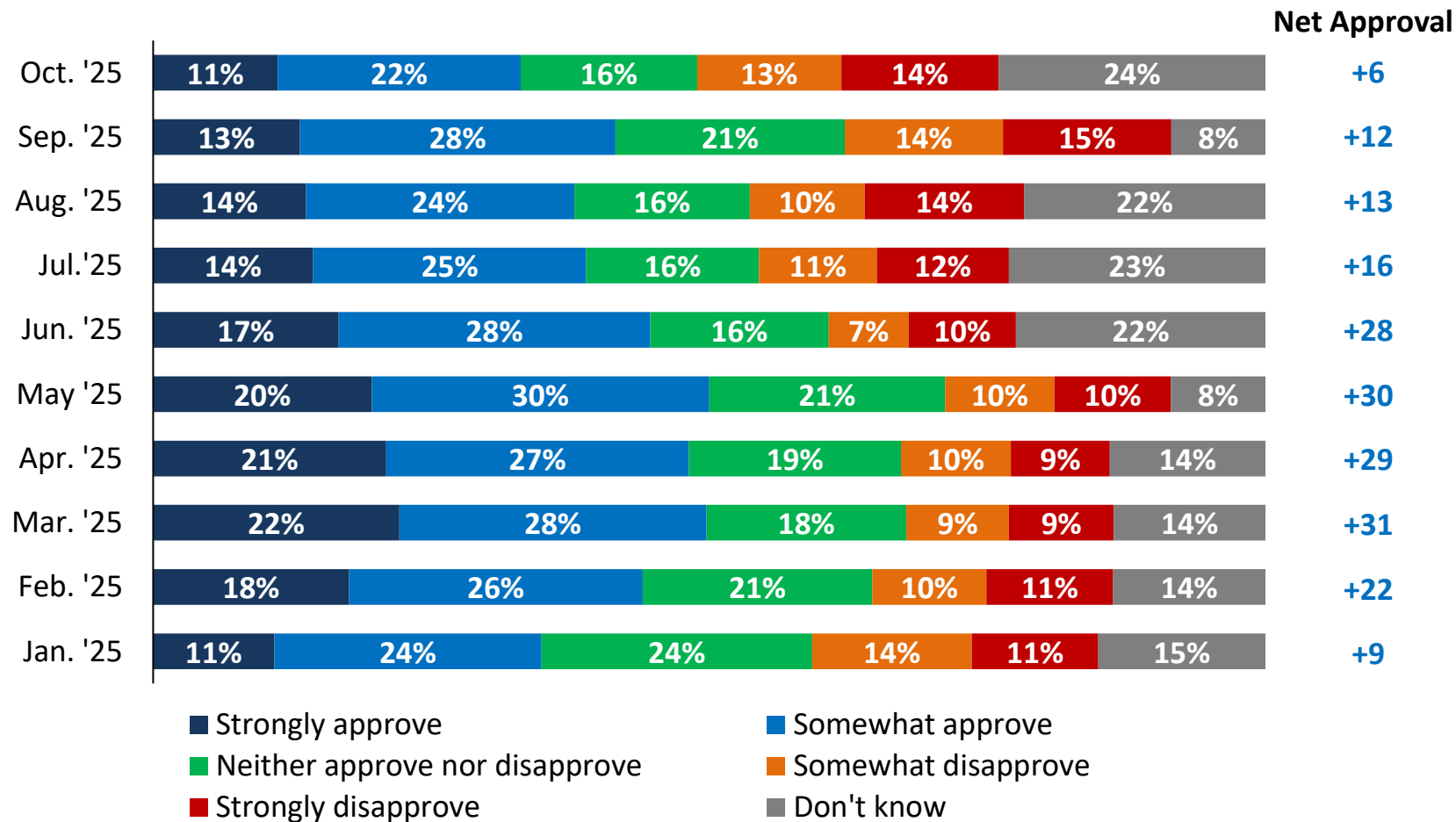


Federal Govt Approval: Approval is at an all-time low and similar to January levels, and 6 points lower than in September



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; Oct. '25 n=2,500; Sep. '25 n=3000; Aug. '25 n=3,000; Jul. '25 n=2,000; Jun. '25 n=1,500; May '25 n=3,000; Apr. '25 n=4,199; Mar. '25 n=4,000; Feb. '25 n=4,000; Jan. '25 n=2,271]



Segmentation

Those who say 'Approve'

Gender



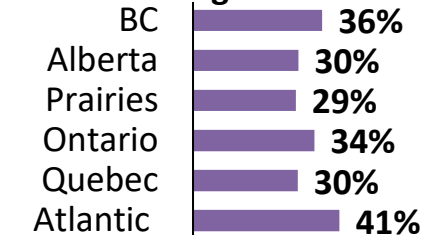
Age



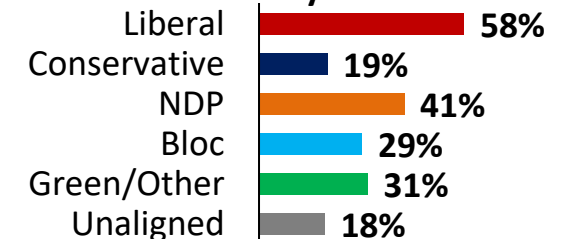
Economic Gap



Region



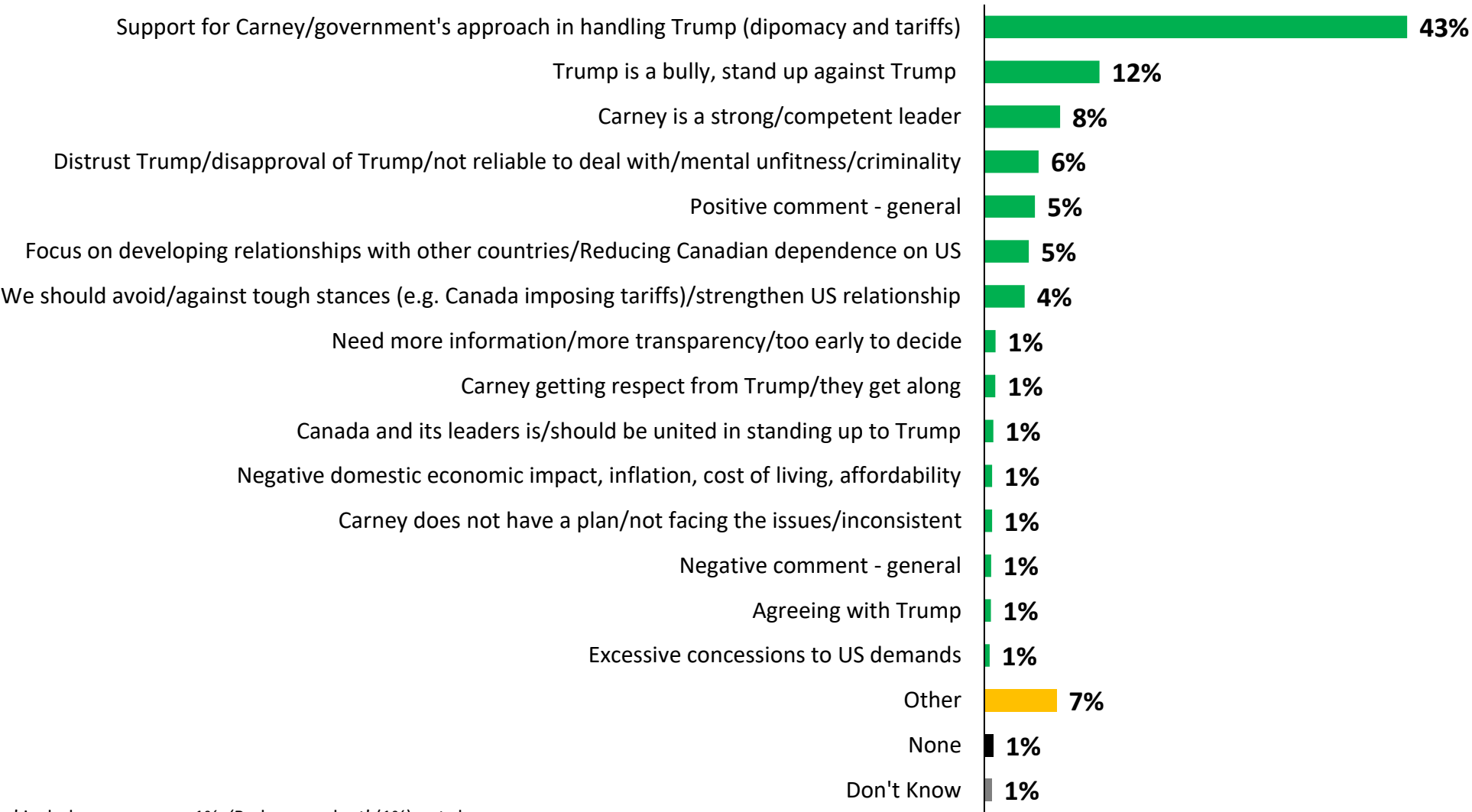
Party ID



Federal Government Response to Trump's Presidency - Approve: Over 19

2-in-5 support Carney's approach in handling Trump

Q 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? And why do you say that?
[Asked All Respondents; Those who said approve; n=826]



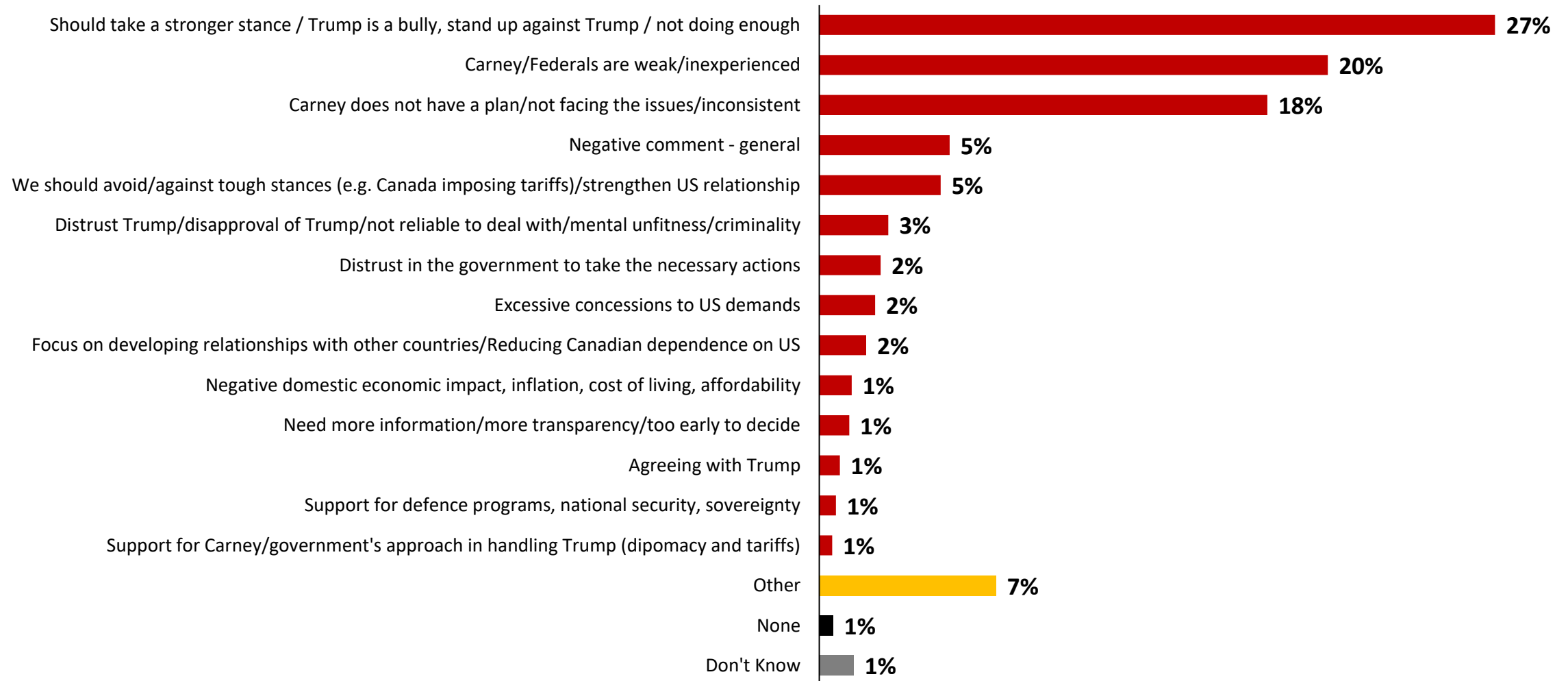
Note: 'Other' includes responses <1%; 'Bad respondent' (1%) not shown.

Federal Government Response to Trump's Presidency - Disapprove: 27% think Carney should take a stronger stance and stand up to Trump



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? And why do you say that?

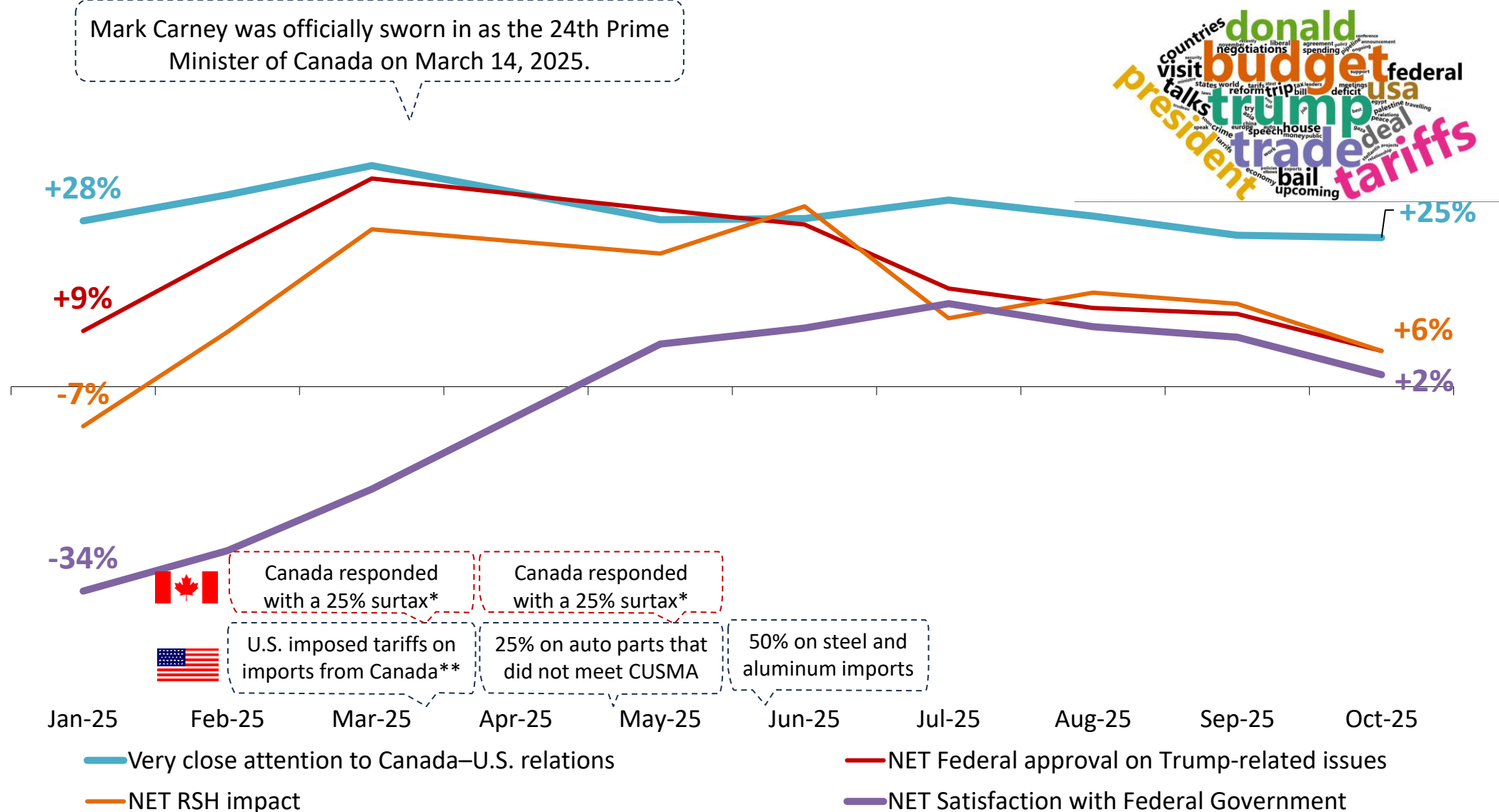
[Asked All Respondents; Those who said disapprove; n=678]



Note: 'Other' includes responses <1%, 'Bad respondent' (1%) not shown.

Canada-U.S. Trade Narrative: NET satisfaction with federal gov't and approval of its handling of Trump are both trending downward

Mark Carney was officially sworn in as the 24th Prime Minister of Canada on March 14, 2025.



*25% surtax on U.S. goods, including steel, aluminum, and miscellaneous consumer products; **25% on many goods, a 10% energy, and a 25% on all steel and aluminum;

Current data: October 2025

Reaction to Trump Provincial

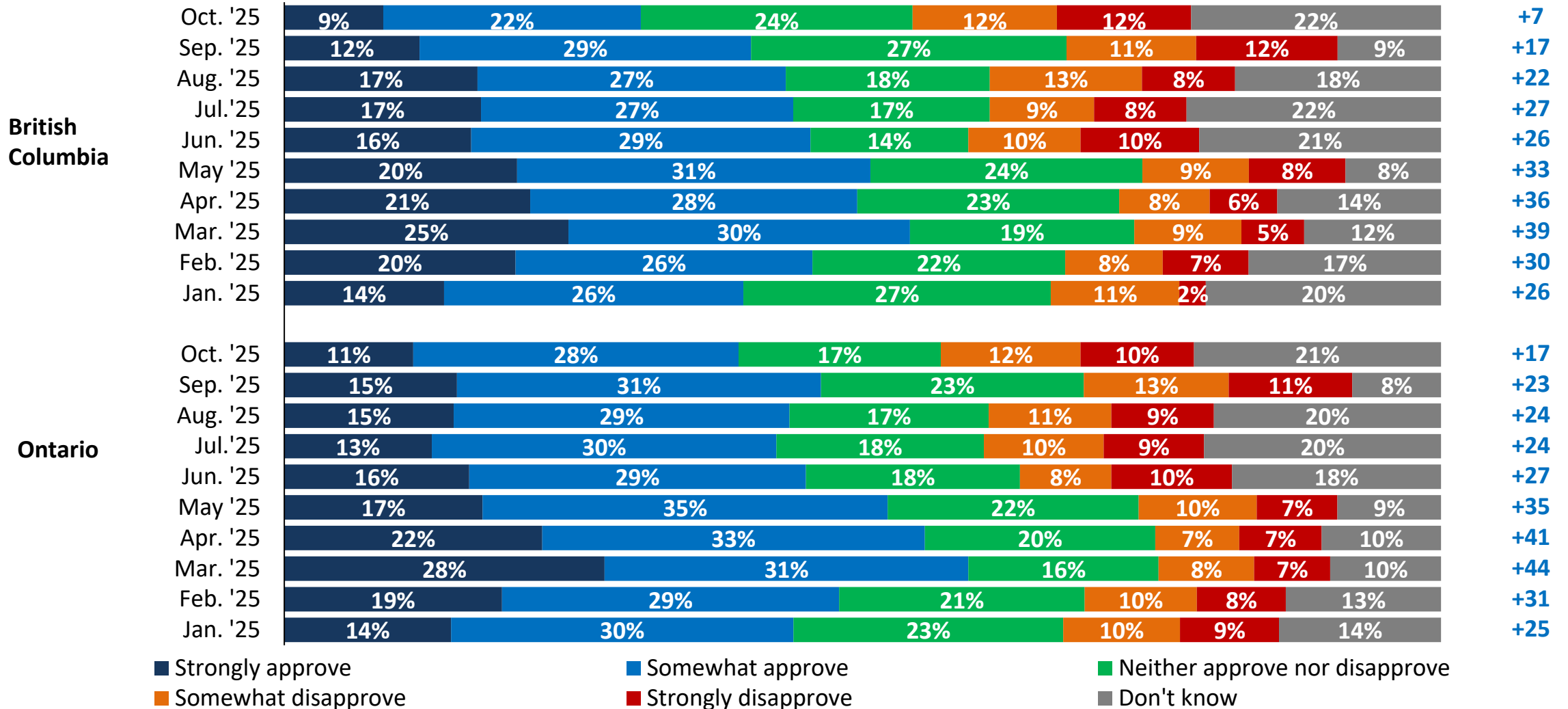
Provincial Govt Approval | BC & ON: Both BC (NET approval of +7) and ON (+17) see decrease in NET approval of 10 and 7 points respectively

Q

Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

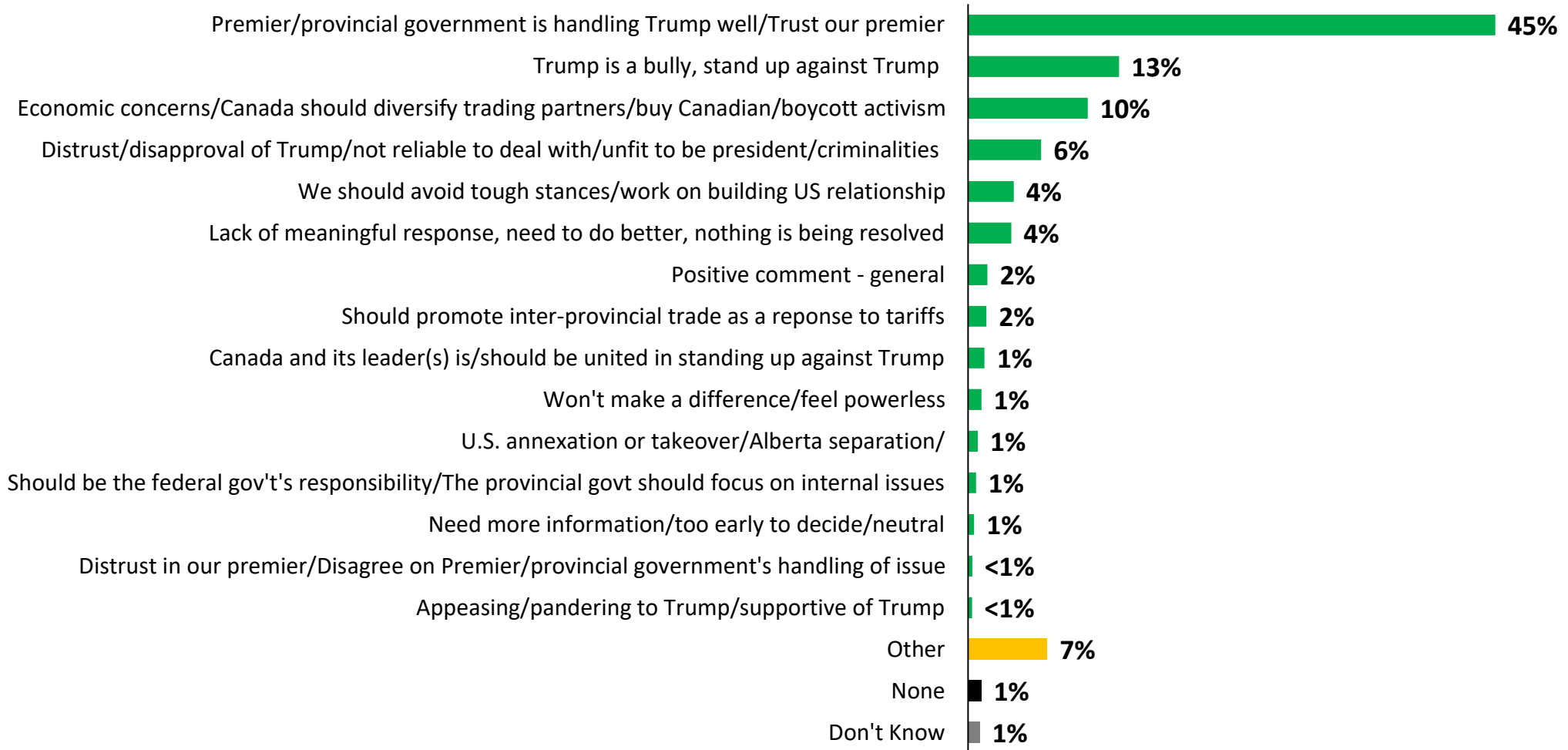
[asked of all respondents; Oct. '25 ON n=965, BC n=351; Sep. '25 ON n=1158, BC n=421; Aug. '25 ON n=1158, BC n=421; Jul. '25 BC n=280, ON n=772; Jun. '25: BC n=213, ON n=579; May '25: BC. n=421, ON n=1,158; Apr. '25: BC. n=588, ON n=1,624; Mar. '25: BC n=560, ON n=1,546; Feb. '25: BC n=559, ON n=1,544; Jan. '25: BC n=187, ON n=655]

Net Approval



BC Government Response to Trump's Presidency - Approve: Nearly half (45%) think the government is handling Trump well and trusts Premier

Q Do you approve or disapprove of the way BC's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?
[Asked BC Respondents; Those who said approve; n=155]



Note: 'Bad respondent' (1<%) not shown.

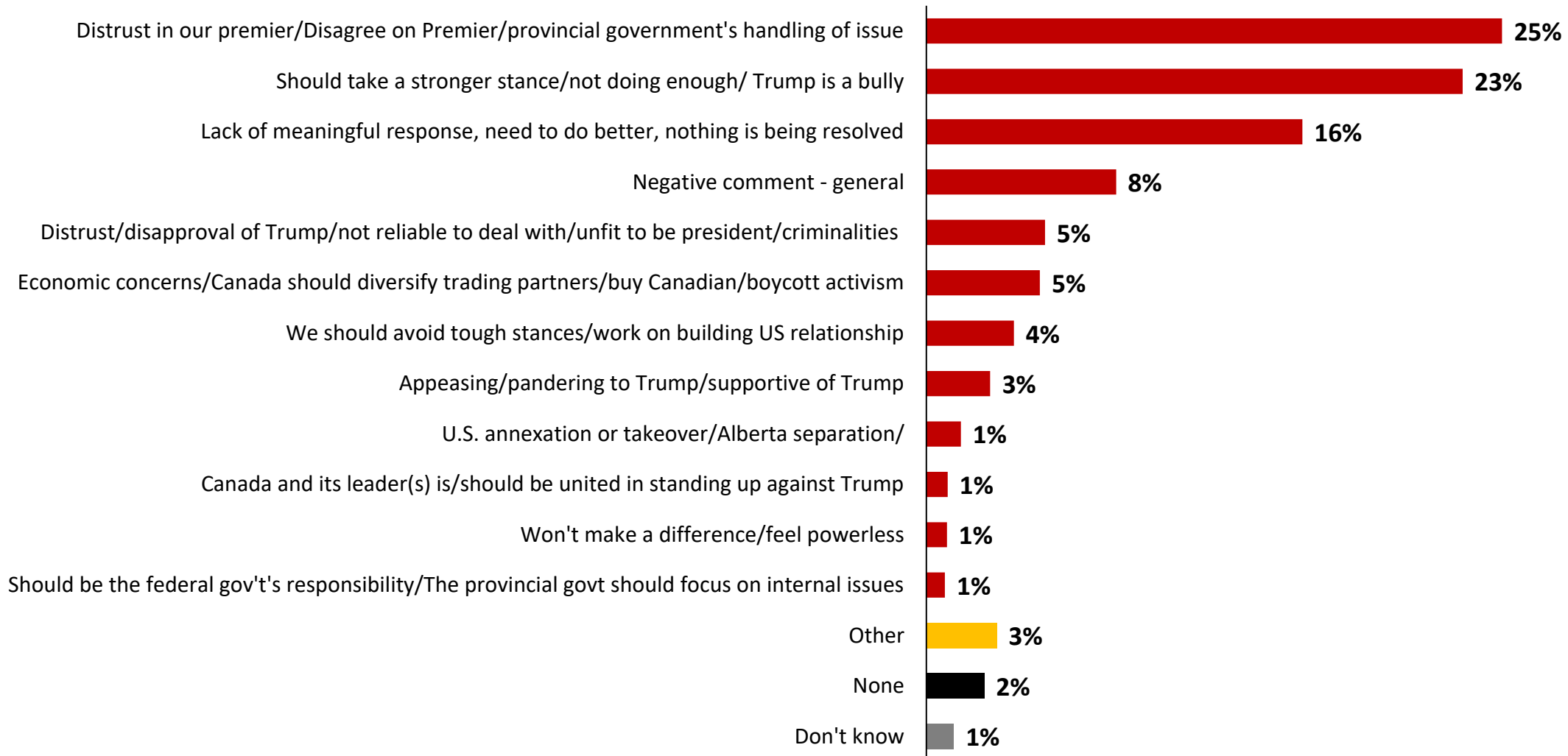
BC Government Response to Trump's Presidency - Disapprove:

1-in-4 distrust Premier, 23% think gov't should take a stronger stance



Do you approve or disapprove of the way BC's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?

[Asked BC Respondents; Those who said disapprove; n=120]



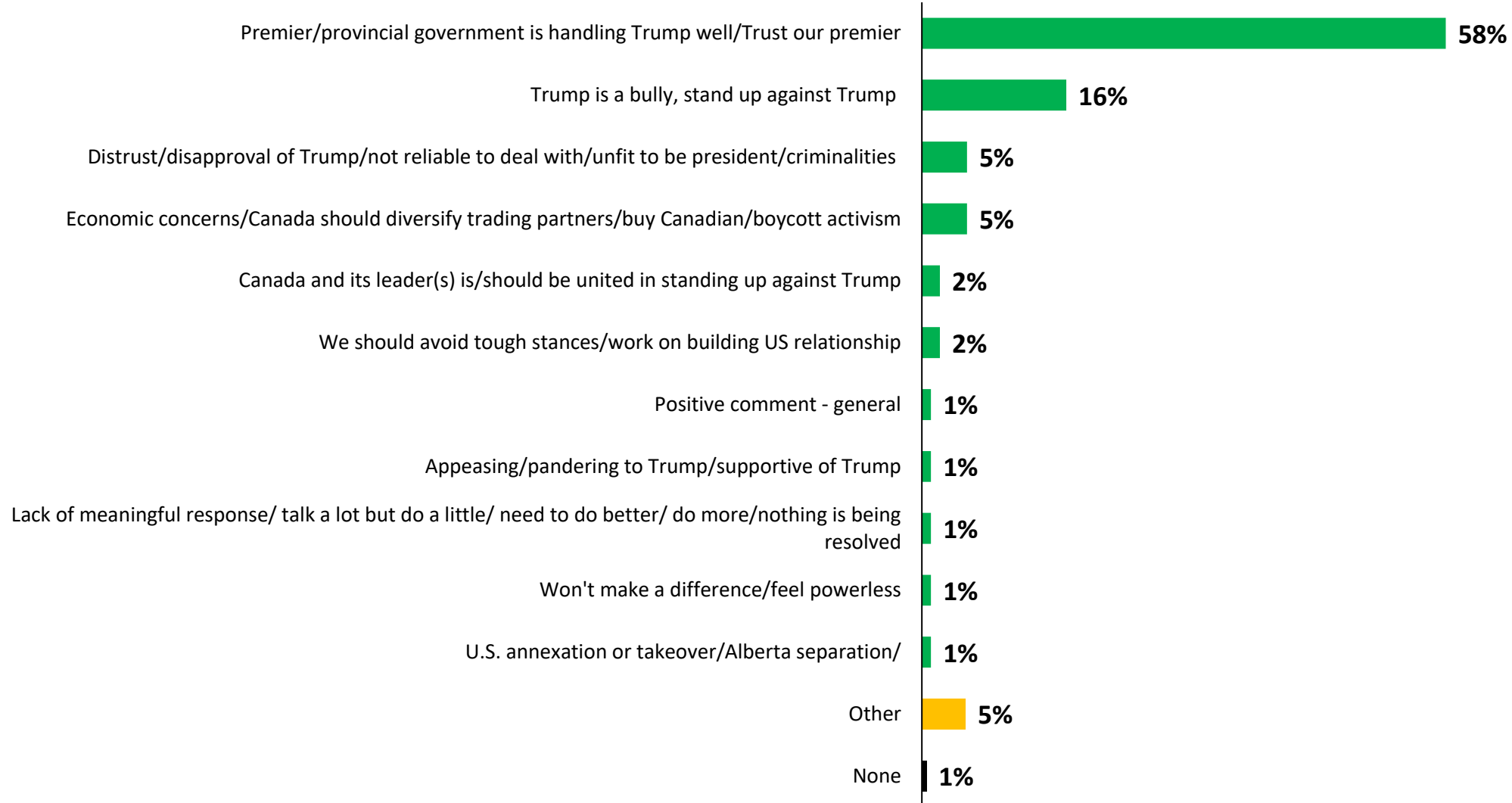
Note: 'Other' includes responses <1%.

ON Government Response to Trump's Presidency - Approve: Nearly 3-in-5 (58%) think the provincial government is handling Trump well



Do you approve or disapprove of the way Ontario's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?

[Asked Ontario Respondents; Those who said approve; n=393]



Note: 'Bad respondent' (1%) not shown.

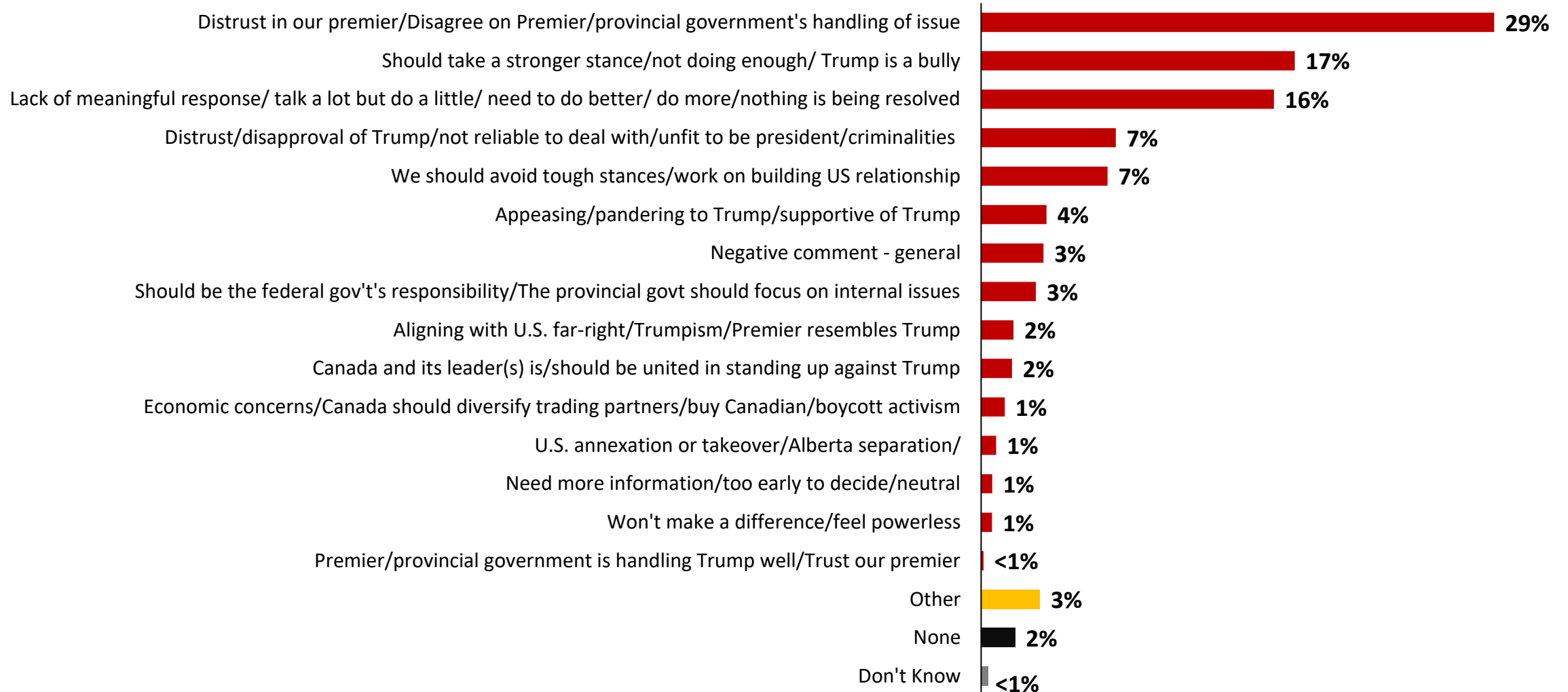
ON Government Response to Trump's Presidency - Disapprove: 29%

distrust Premier, 17% think gov't should take a stronger stance



Do you approve or disapprove of the way Ontario's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?

[Asked Ontario Respondents; Those who said disapprove; n=219]



Note: 'Bad respondent' (1%) not shown.

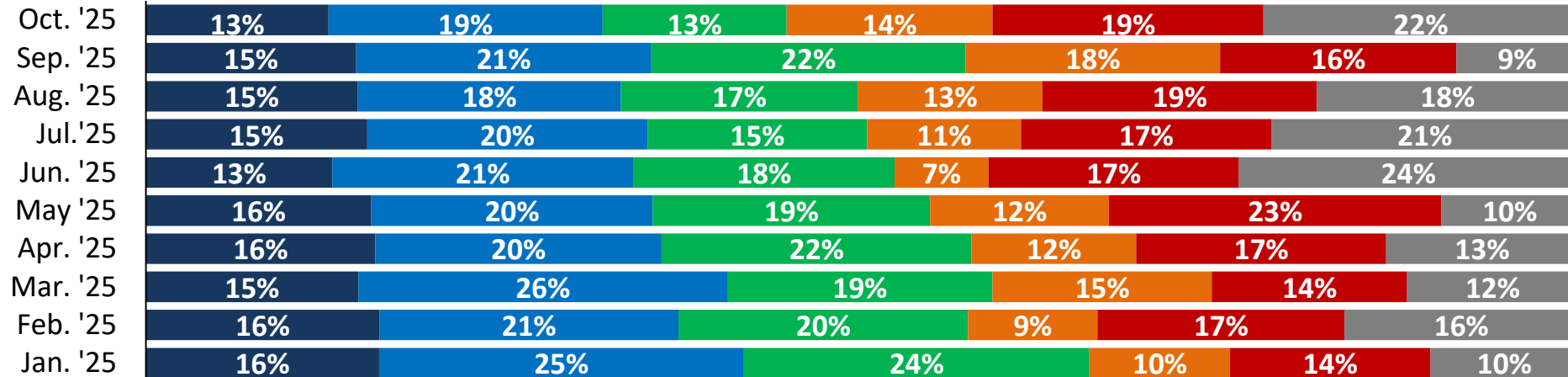
Provincial Govt Approval | AB & Prairies: AB's gov't NET approval on downward trend since June, Prairies NET approval unchanged



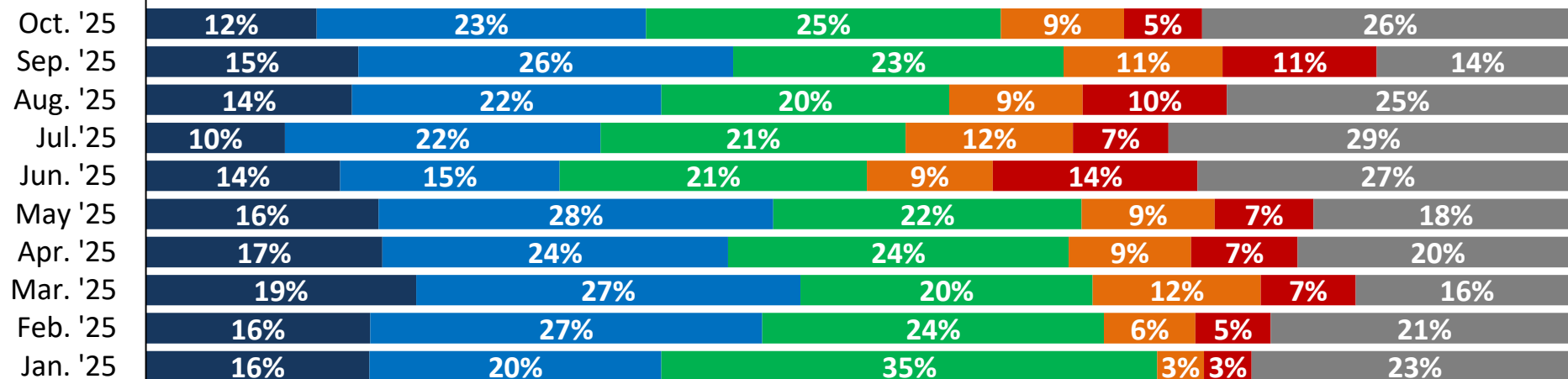
Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

[asked of all respondents; Oct. '25 AB n=279, Prairies n=162; Sep. '25 AB n=335, Prairies n=194; Aug. '25 AB n=335, Prairies n=194; Jul. '25 AB n=224, Prairies n=130; Jun. '25 AB n=166, Prairies n=96; May '25 AB n=333, Prairies n=196; Apr. '25 AB n=466, Prairies n=271; Mar. '25 AB n=448, Prairies n=257; Feb. '25 AB n=448, Prairies n=259; Jan. '25, AB n=159, Prairies n=93]

Alberta



Prairies

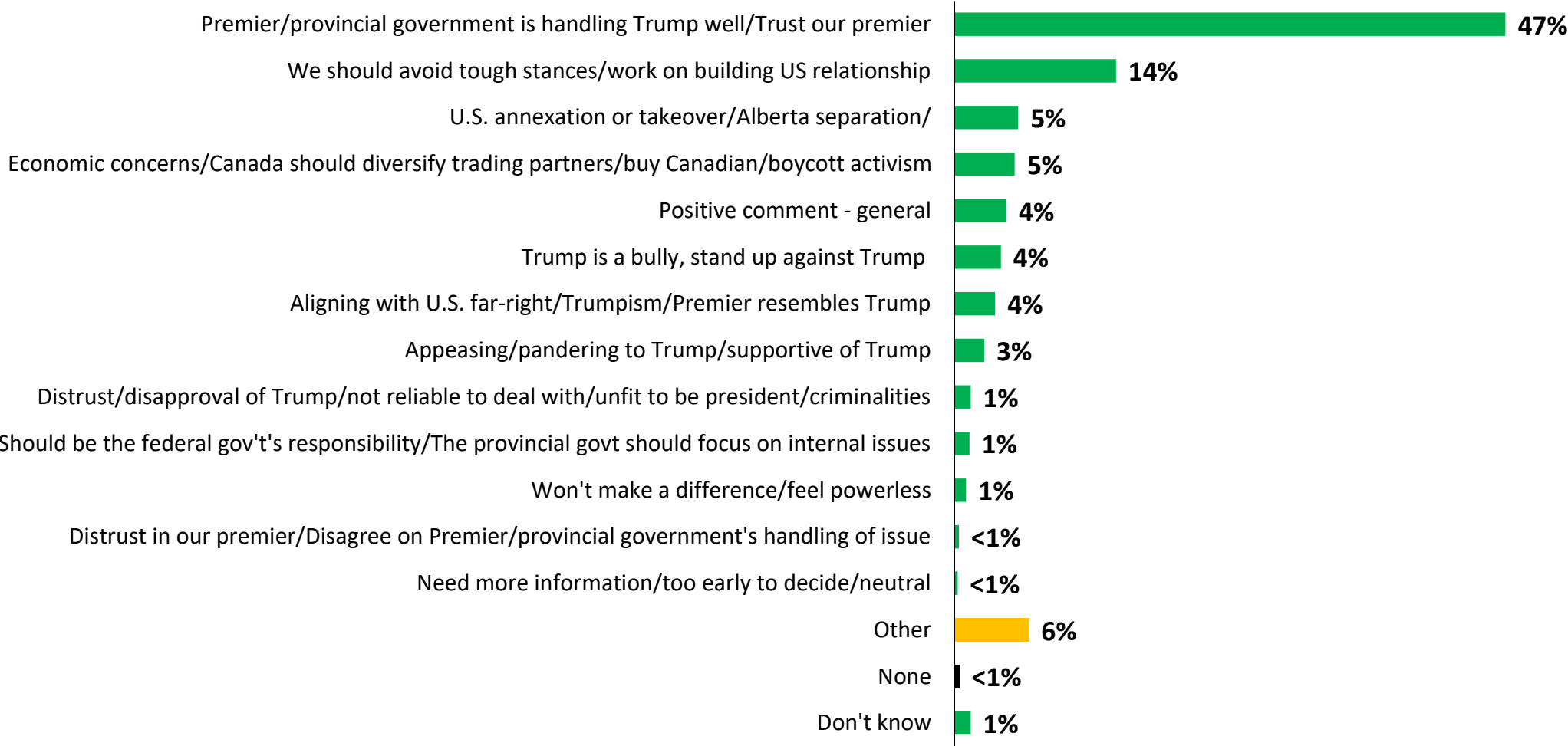


■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know

AB Government Response to Trump's Presidency - Approve: 47% think²⁹ the provincial government is handling Trump well and trusts Premier



Do you approve or disapprove of the way Alberta's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?
[Asked Alberta Respondents; Those who said approve; n=128]



Note: "Bad Respondent" (1%) now shown.

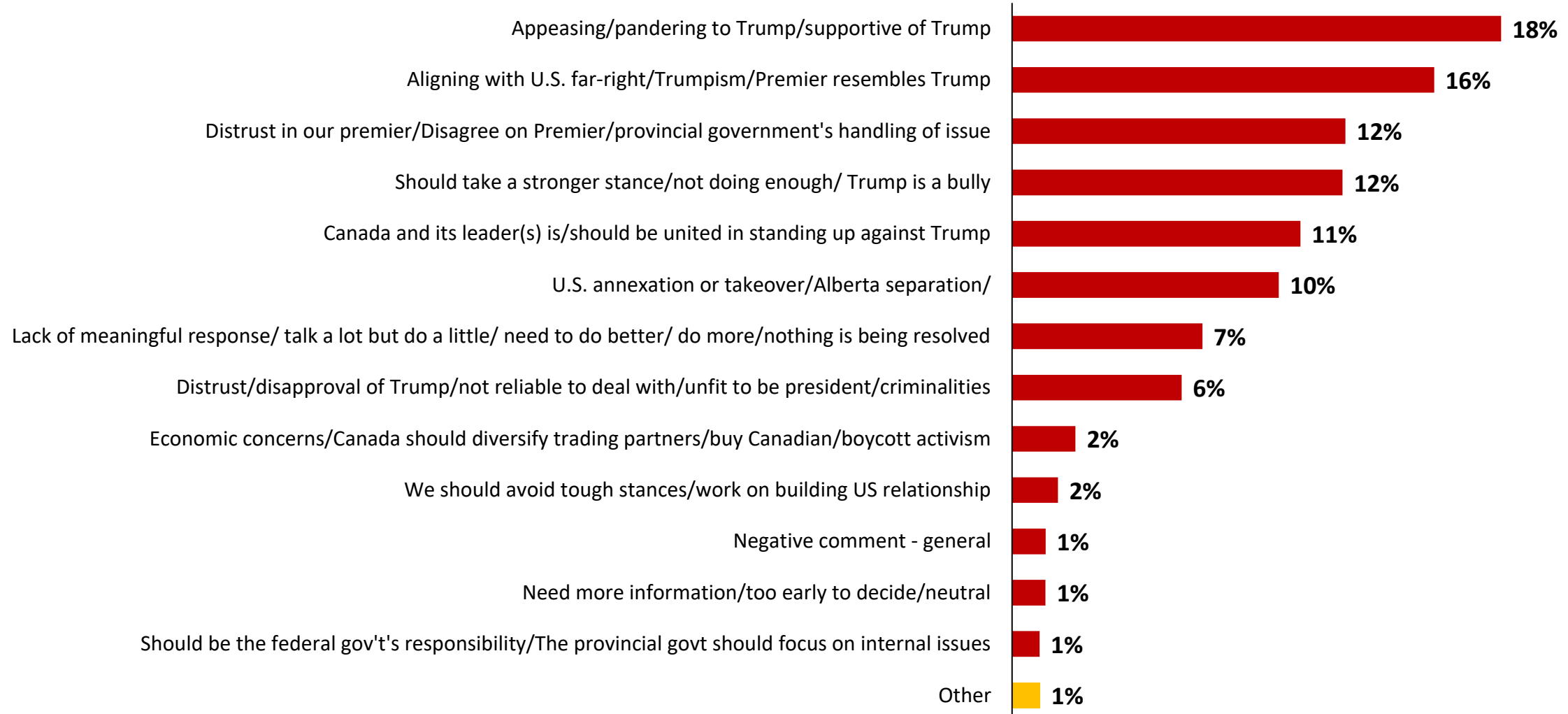
AB Government Response to Trump's Presidency - Disapprove: 18%

think the gov't is pandering to Trump, 16% Premier resembles Trump



Do you approve or disapprove of the way Alberta's government is responding to issues resulting from Donald Trump's presidency? And why do you say that?

[Asked Alberta Respondents; Those who said disapprove; n=133]

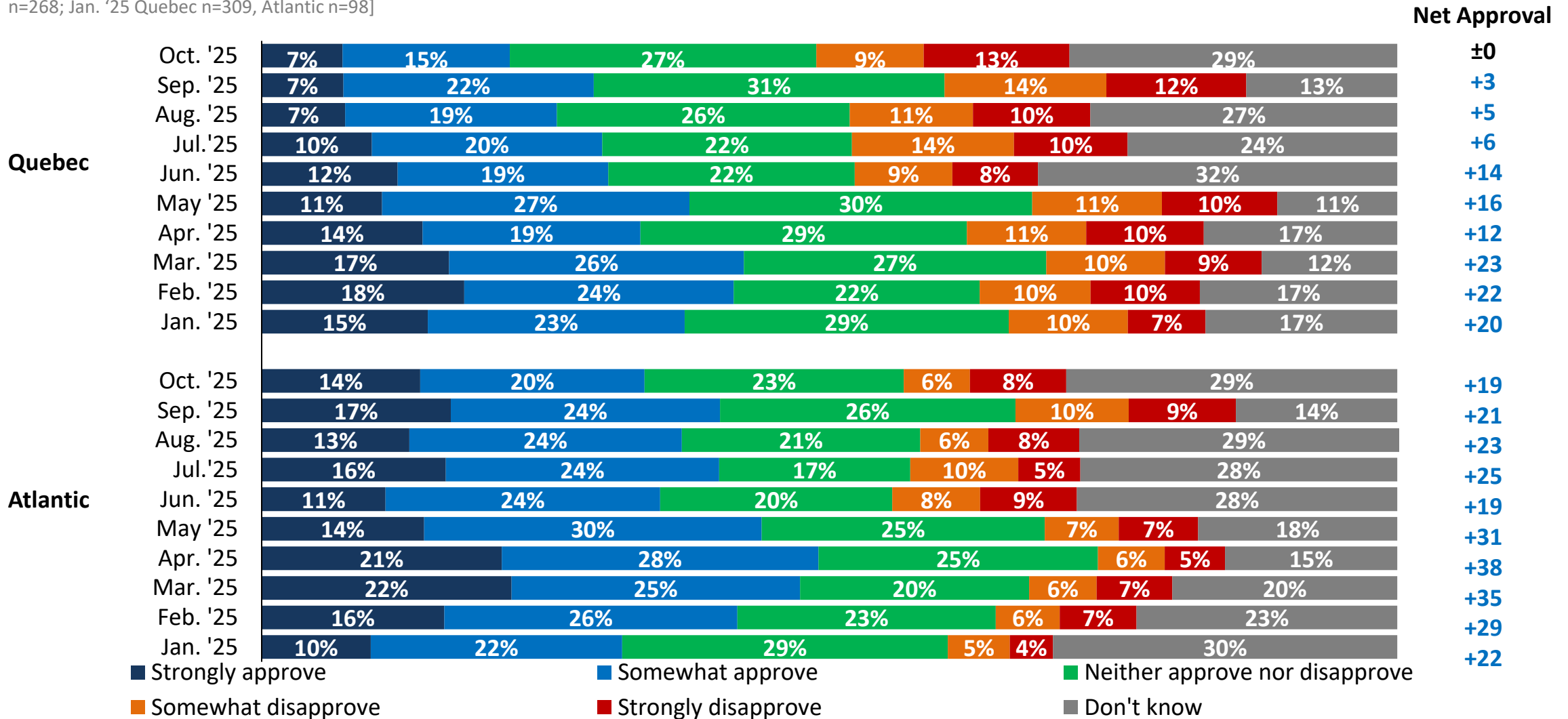


Provincial Govt Approval | QC & Atlantic: Net approval continues to fall^{β1} in both regions, now at +19 in Atlantic and ±0 in Quebec



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; Oct. '25 QC n=575, Atl n=168; Sep. '25 QC n=690, Atl n=201; Aug. '25 QC n=690, Atl n=201; Jul. '25 Quebec n=460, Atlantic n=134; Jun. '25 Quebec n=345, Atlantic n=101; May '25 Quebec n=690, Atlantic n=201; Apr. '25 Quebec n=968, Atlantic n=282; Mar. '25 Quebec n=921, Atlantic n=269; Feb. '25 Quebec n=921, Atlantic n=268; Jan. '25 Quebec n=309, Atlantic n=98]



Methodology

Survey Methodology – National



These are the results of an online survey conducted between October 06, 2025 to October 27, 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=4,106 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,500 based on Census data from Statistics Canada.

Field Dates: October 06, 2025 to October 27, 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	422	10.3%	335	13.5%
Men 35-54	549	13.4%	396	15.9%
Men 55+	1,087	26.6%	482	19.4%
Women 18-34	411	10.1%	326	13.1%
Women 35-54	643	15.7%	415	16.7%
Women 55+	977	23.9%	535	21.5%
British Columbia	625	15.2%	351	14%
Alberta	512	12.5%	279	11.1%
Prairies	305	7.4%	162	6.5%
Ontario	1,553	37.8%	965	38.6%
Québec	794	19.3%	575	23%
Atlantic	317	7.7%	168	6.7%



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Building Understanding.

