INNOVATIVE
RESEARCH GROUP

Canada This Month

Trump Attitudes

Emotions and Trade Policy

Public Opinion Research
Release Date: Jan 23, 2026
Field Dates: Jan 02 to Jan 13, 2026

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Study Overview

Building on findings from previous waves, this report tracks January data about Canadians' **Reactions to Trump.** Specific topics include Canadians' emotional reactions and their views on Canada's approach to trade policies.

Key Findings

1 **Emotional reactions toward Trump strong, but the intensity is cooling.** Most Canadians still feel angry (58%) and betrayed (52%) by Trump's treatment of Canada, but both emotions have eased since last spring (down 9 and 12 pts respectively).

2 **New Year brings a more sober Canadian approach to Donald Trump.** Support for retaliating with matching tariffs has dropped by 21 points since March, and is now backed by a minority only at 42%. The number of Canadians who support banning the export of critical products to the U.S. has also declined substantially from 61% last march to 52% today. Support for reducing economic dependence on the U.S remains high at 75%.

3 **More Canadians are Doves than Hawks on trade policy.** When looking at patterns across opinions on different trade policy approaches towards the U.S., we find that Hawks (18%)—favouring economic retaliation with tariffs and escalation if necessary with export bans—are the least common stance. Canadians are more likely to be Doves (27%), preferring a long-term strategy that avoids escalation and protects key U.S. ties. The remainder are either uncommitted (23%) or conflicted (31%). Everyone supports reduced reliance on the US through trade diversification.
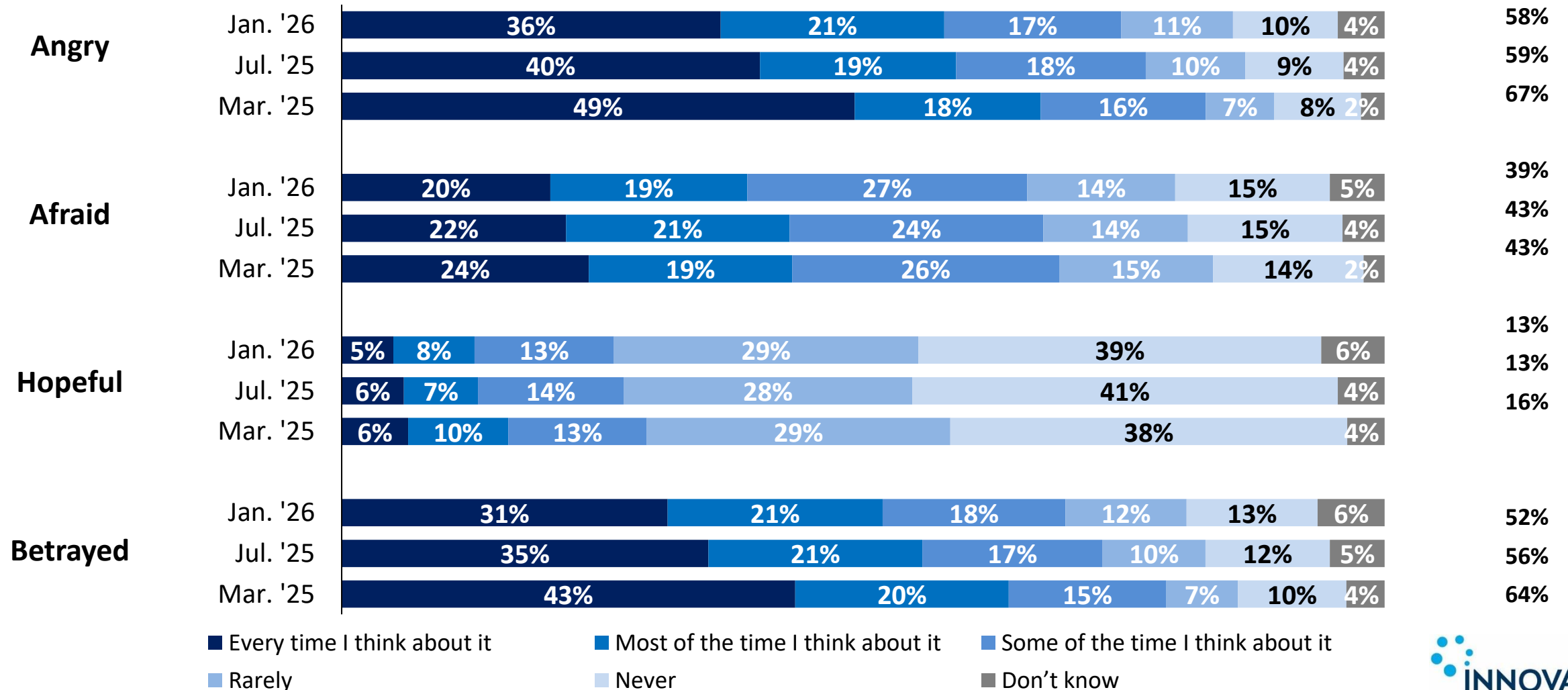
Emotional Reactions to Trump's Treatment of Canada

Trump Emotions: Majorities still feel angry and betrayed, though both have eased since their peak last spring

Q When you think about the way President Trump is treating Canada, how often have you felt…?
[asked of all respondents; Mar. '25 n=1000; Jul '25 n=2,000, Jan. '26 n=1,500]

**Every time +
Most of the time**

Angry
- Jan. '26: 36% | 21% | 17% | 11% | 10% | 4% — **58%**
- Jul. '25: 40% | 19% | 18% | 10% | 9% | 4% — **59%**
- Mar. '25: 49% | 18% | 16% | 7% | 8% | 2% — **67%**

Afraid
- Jan. '26: 20% | 19% | 27% | 14% | 15% | 5% — **39%**
- Jul. '25: 22% | 21% | 24% | 14% | 15% | 4% — **43%**
- Mar. '25: 24% | 19% | 26% | 15% | 14% | 2% — **43%**

Hopeful
- Jan. '26: 5% | 8% | 13% | 29% | 39% | 6% — **13%**
- Jul. '25: 6% | 7% | 14% | 28% | 41% | 4% — **13%**
- Mar. '25: 6% | 10% | 13% | 29% | 38% | 4% — **16%**

Betrayed
- Jan. '26: 31% | 21% | 18% | 12% | 13% | 6% — **52%**
- Jul. '25: 35% | 21% | 17% | 10% | 12% | 5% — **56%**
- Mar. '25: 43% | 20% | 15% | 7% | 10% | 4% — **64%**

Legend:
- ■ Every time I think about it
- ■ Most of the time I think about it
- ■ Some of the time I think about it
- ■ Rarely
- ■ Never
- ■ Don't know

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Trump Emotions BY Segmentation: Anger and betrayal toward Trump are strongest among older Canadians, while younger are more hopeful

Q When you think about the way President Trump is treating Canada, how often have you felt...?
[asked of all respondents; ; Jul '25 n=2,000, Jan. '26 n=1,500]

Jan '26

Every time + Most of the time	Total	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	BC	AB	Prairies	ON	QC	ATL	<$60K	$60K-$100K	$100K+
Angry	58%	48%	46%	68%	48%	58%	70%	58%	49%	60%	60%	57%	59%	55%	59%	63%
Afraid	39%	34%	26%	39%	40%	42%	48%	36%	29%	32%	38%	51%	33%	39%	40%	38%
Hopeful	13%	21%	15%	9%	19%	10%	8%	11%	14%	13%	13%	13%	13%	13%	15%	11%
Betrayed	52%	42%	42%	66%	42%	48%	64%	54%	41%	48%	54%	52%	58%	51%	50%	57%

Jul '25

	Total	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	BC	AB	Prairies	ON	QC	ATL	<$60K	$60K-$100K	$100K+
Angry	59%	43%	50%	69%	53%	57%	73%	65%	48%	51%	61%	57%	62%	57%	59%	61%
Afraid	43%	38%	33%	38%	50%	45%	52%	38%	35%	38%	42%	54%	39%	43%	44%	42%
Hopeful	13%	22%	20%	10%	12%	10%	8%	11%	14%	10%	15%	12%	13%	13%	12%	15%
Betrayed	56%	44%	47%	68%	41%	55%	68%	58%	47%	52%	59%	53%	61%	54%	57%	59%

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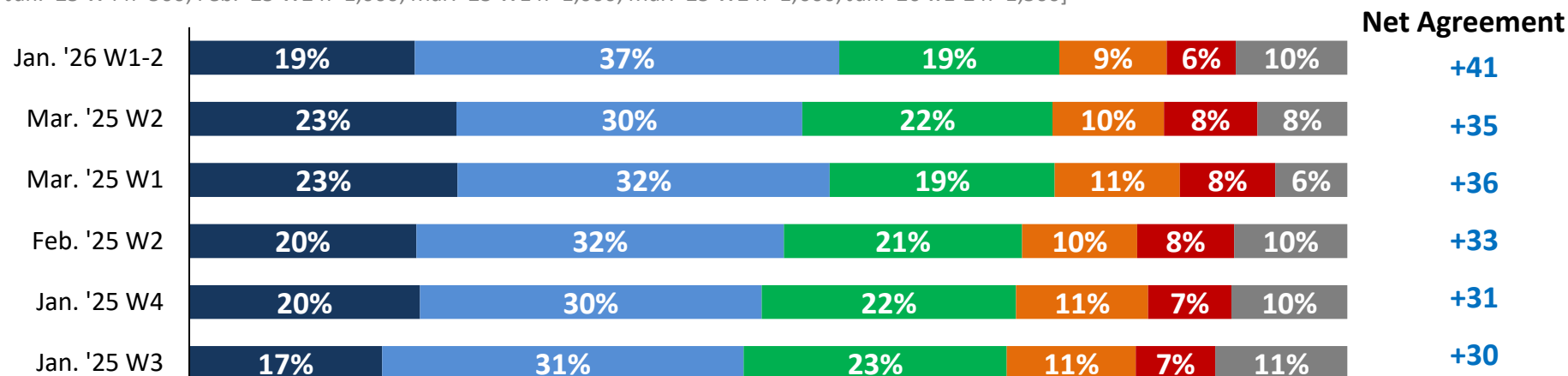
Responding to Tariffs

Cautious Response to Tariff Threats: Net agreement on Canada being patient is up 5 points from last wave, 56% support this
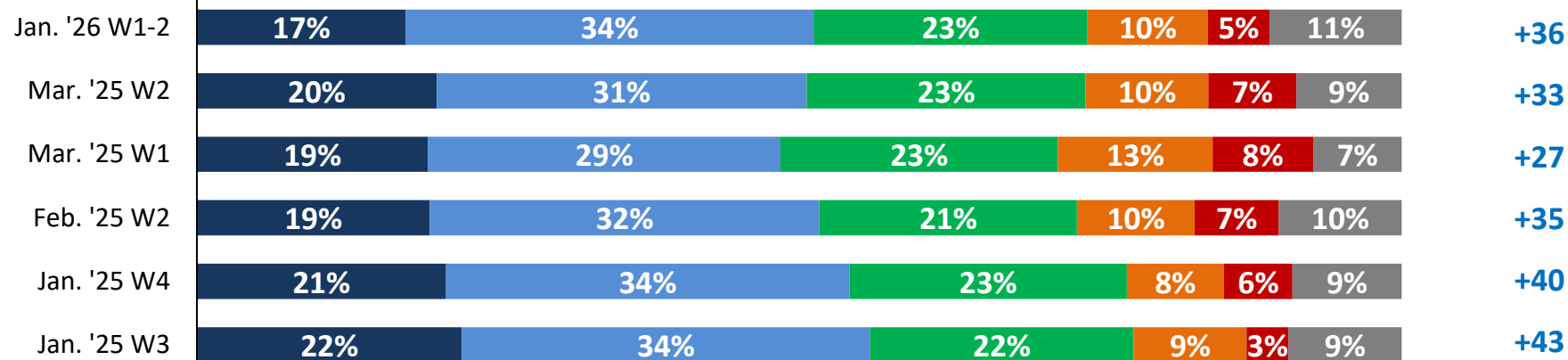
Q When thinking about the ways the Canadian government can respond to the tariff threats posed by Donald Trump, do you agree or disagree with the following statements?
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000, Jan. '26 w1-2 n=1,500]

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.

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Jan. '26 W1-2	19%	37%	19%	9%	6%	10%	+41
Mar. '25 W2	23%	30%	22%	10%	8%	8%	+35
Mar. '25 W1	23%	32%	19%	11%	8%	6%	+36
Feb. '25 W2	20%	32%	21%	10%	8%	10%	+33
Jan. '25 W4	20%	30%	22%	11%	7%	10%	+31
Jan. '25 W3	17%	31%	23%	11%	7%	11%	+30

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.

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Jan. '26 W1-2	17%	34%	23%	10%	5%	11%	+36
Mar. '25 W2	20%	31%	23%	10%	7%	9%	+33
Mar. '25 W1	19%	29%	23%	13%	8%	7%	+27
Feb. '25 W2	19%	32%	21%	10%	7%	10%	+35
Jan. '25 W4	21%	34%	23%	8%	6%	9%	+40
Jan. '25 W3	22%	34%	22%	9%	3%	9%	+43

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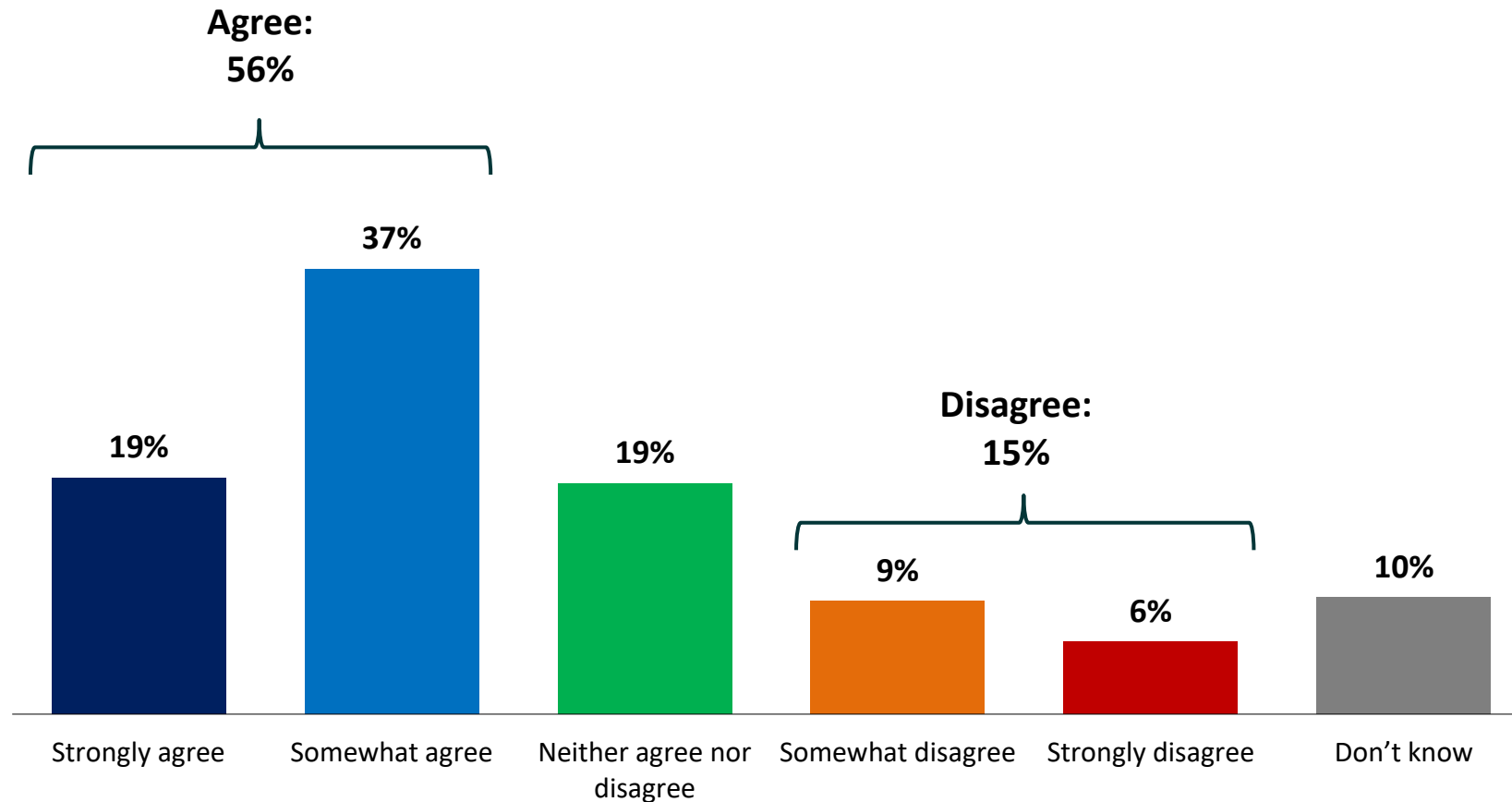■ Somewhat disagree ■ Strongly disagree ■ Don't know

Patient Response to Tariffs: More than half believe Canada should be patient, highest agreement among those 55+ and Liberal supporters

Q 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, n=1,500]

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.
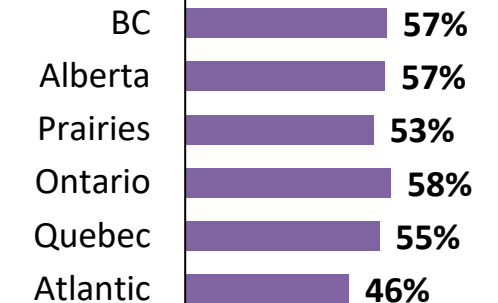
Agree: 56%

- Strongly agree: 19%
- Somewhat agree: 37%
- Neither agree nor disagree: 19%

Disagree: 15%

- Somewhat disagree: 9%
- Strongly disagree: 6%
- Don't know: 10%

Segmentation
Respondents who say "Agree"

Gender
- Men: 59%
- Women: 53%

Age
- 18-34: 50%
- 35-54: 50%
- 55+: 65%

Region
- BC: 57%
- Alberta: 57%
- Prairies: 53%
- Ontario: 58%
- Quebec: 55%
- Atlantic: 46%

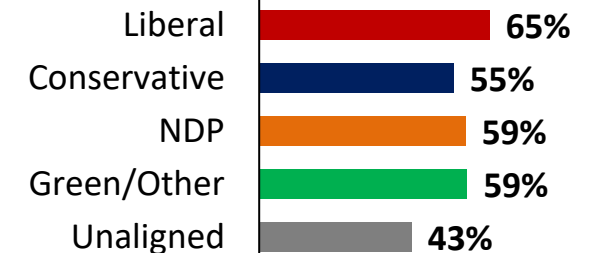**Party ID**
- Liberal: 65%
- Conservative: 55%
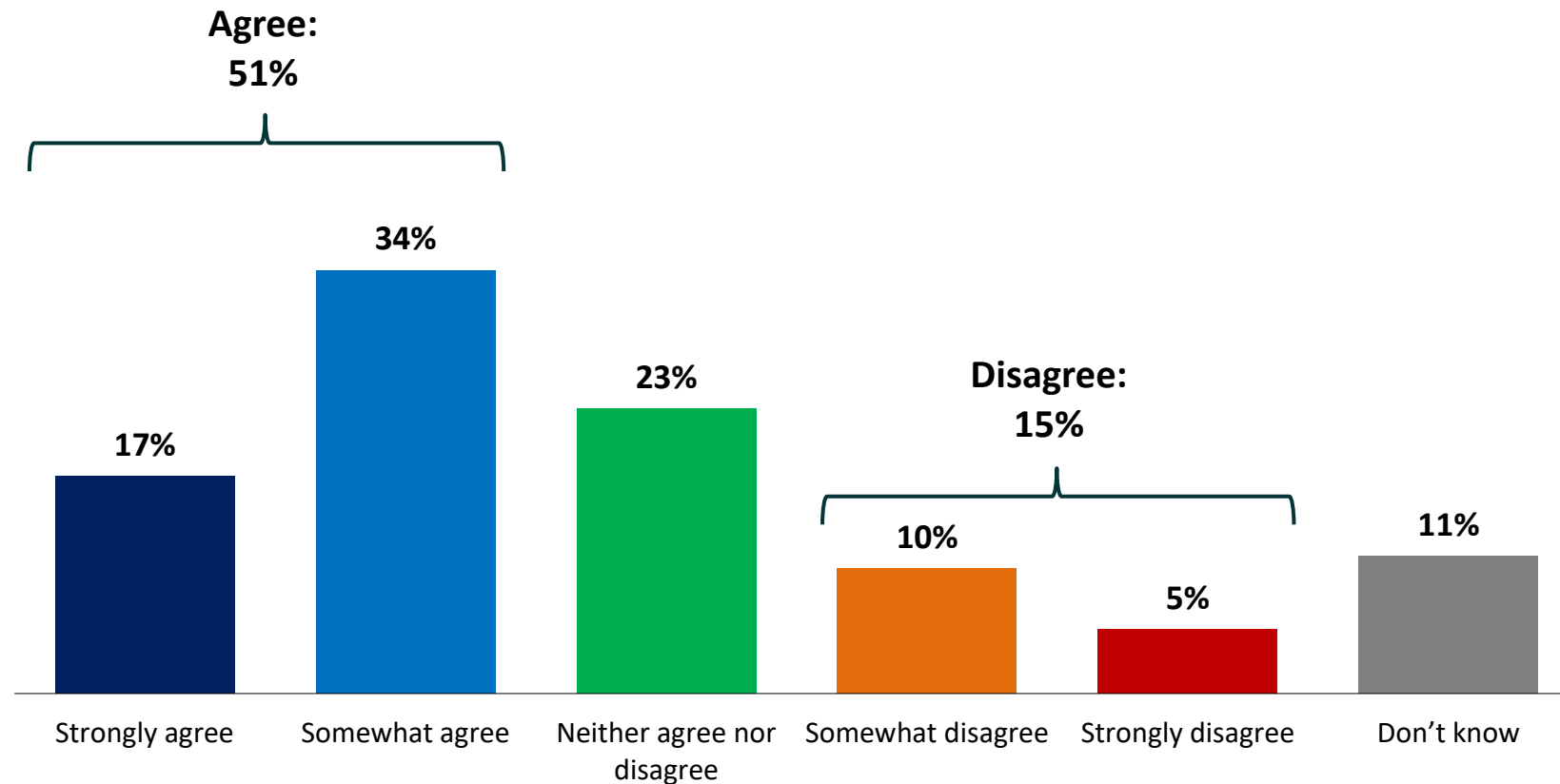- NDP: 59%
- Green/Other: 59%
- Unaligned: 43%

Not Responding to Tariffs: Half (51%) agree on not taking actions; Albertans and Conservative supporters show the highest agreement

Q 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, n=1,500]

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.

Agree: 51%
- Strongly agree: 17%
- Somewhat agree: 34%
- Neither agree nor disagree: 23%

Disagree: 15%
- Somewhat disagree: 10%
- Strongly disagree: 5%

Don't know: 11%

Segmentation
Respondents who say "Agree"

Gender
- Men: 55%
- Women: 48%

Age
- 18-34: 55%
- 35-54: 49%
- 55+: 50%

Region
- BC: 54%
- Alberta: 60%
- Prairies: 48%
- Ontario: 52%
- Quebec: 46%
- Atlantic: 48%

Party ID
- Liberal: 53%
- Conservative: 61%
- NDP: 48%
- Green/Other: 55%
- Unaligned: 37%
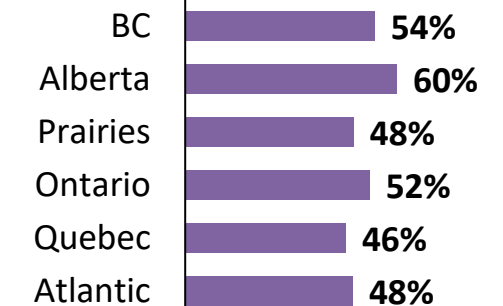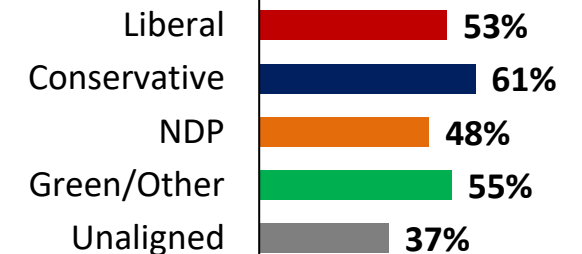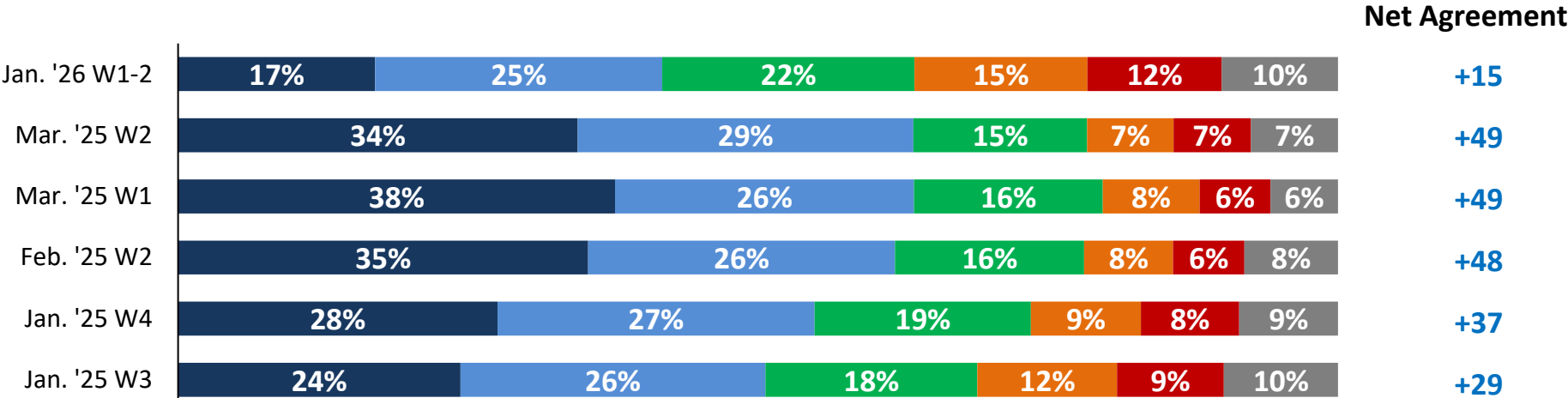
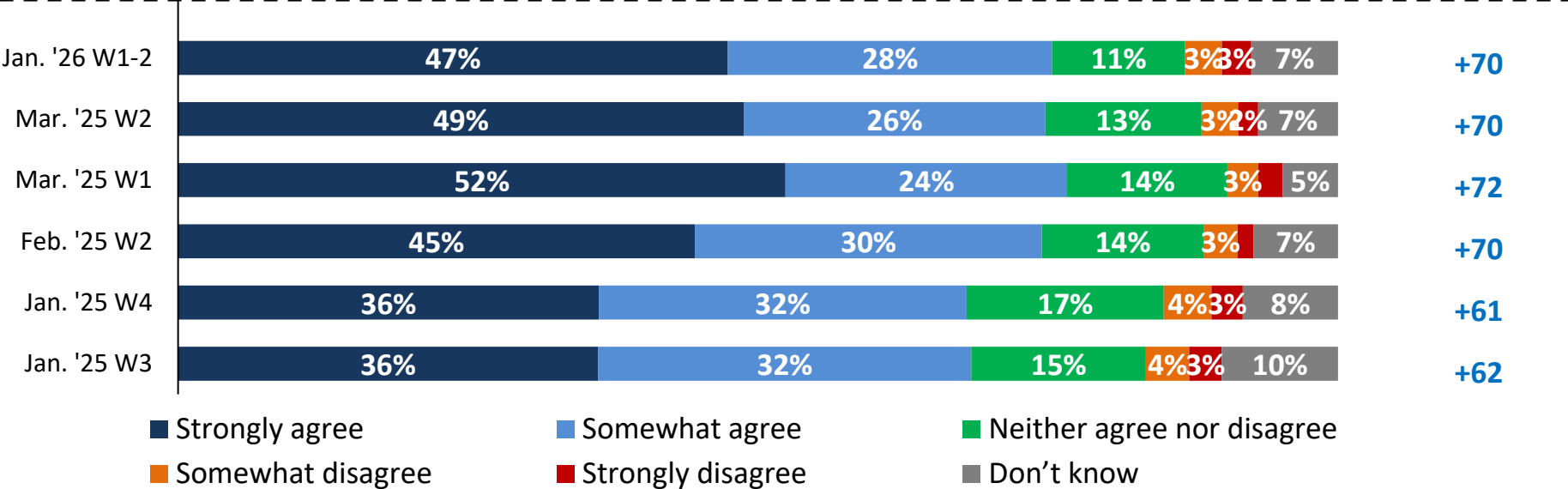# Active Response to Tariff Threats: Net agreement on matching tariffs is down 34 pts since 2025 March

Q 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; Mar. '25 W1 n=1,000, Jan. '26 n=1,500]

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.

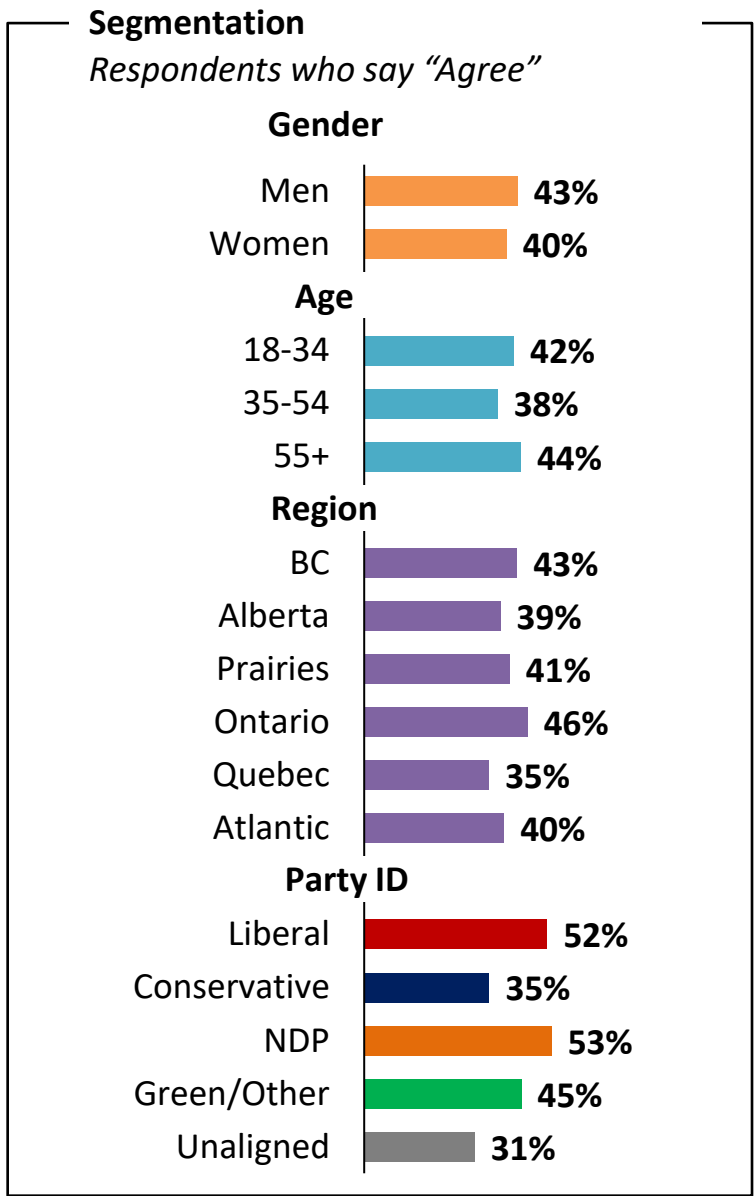| Period	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Jan. '26 W1-2	17%	25%	22%	15%	12%	10%	+15
Mar. '25 W2	34%	29%	15%	7%	7%	7%	+49
Mar. '25 W1	38%	26%	16%	8%	6%	6%	+49
Feb. '25 W2	35%	26%	16%	8%	6%	8%	+48
Jan. '25 W4	28%	27%	19%	9%	8%	9%	+37
Jan. '25 W3	24%	26%	18%	12%	9%	10%	+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.

Period	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
Jan. '26 W1-2	47%	28%	11%	3%	3%	7%	+70
Mar. '25 W2	49%	26%	13%	3%	2%	7%	+70
Mar. '25 W1	52%	24%	14%	3%		5%	+72
Feb. '25 W2	45%	30%	14%	3%		7%	+70
Jan. '25 W4	36%	32%	17%	4%	3%	8%	+61
Jan. '25 W3	36%	32%	15%	4%	3%	10%	+62

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

Q 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, n=1,500]

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.
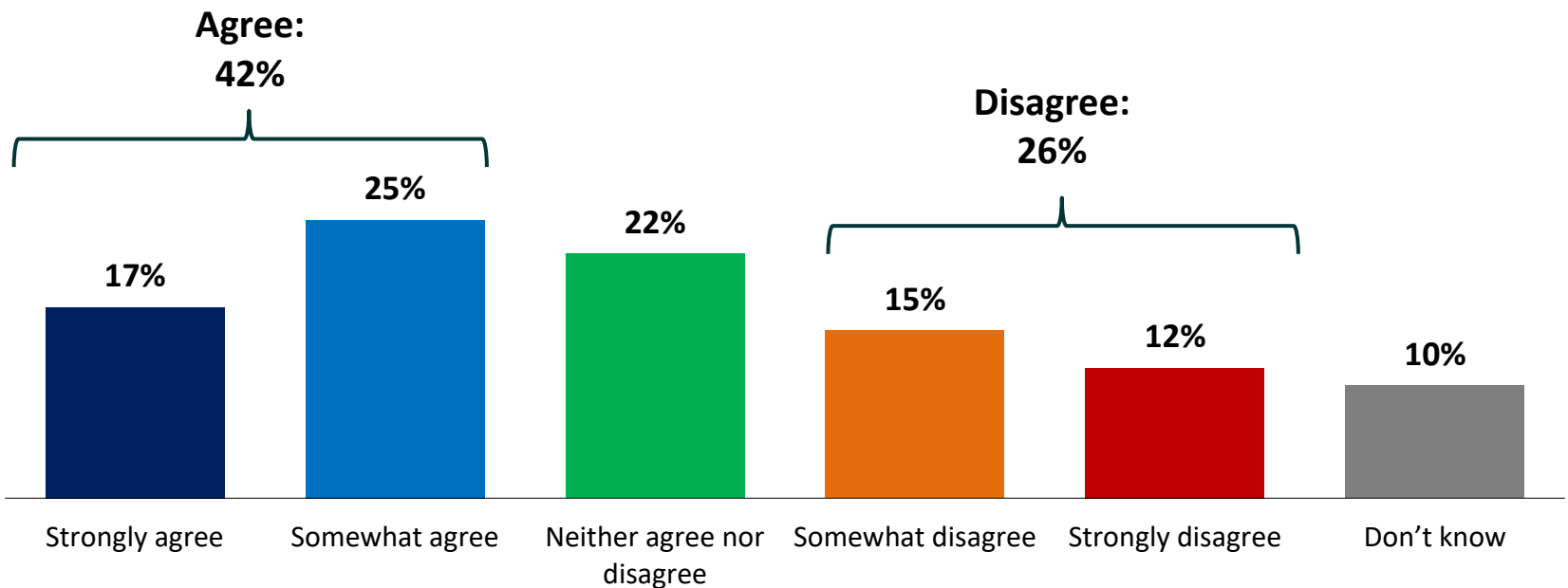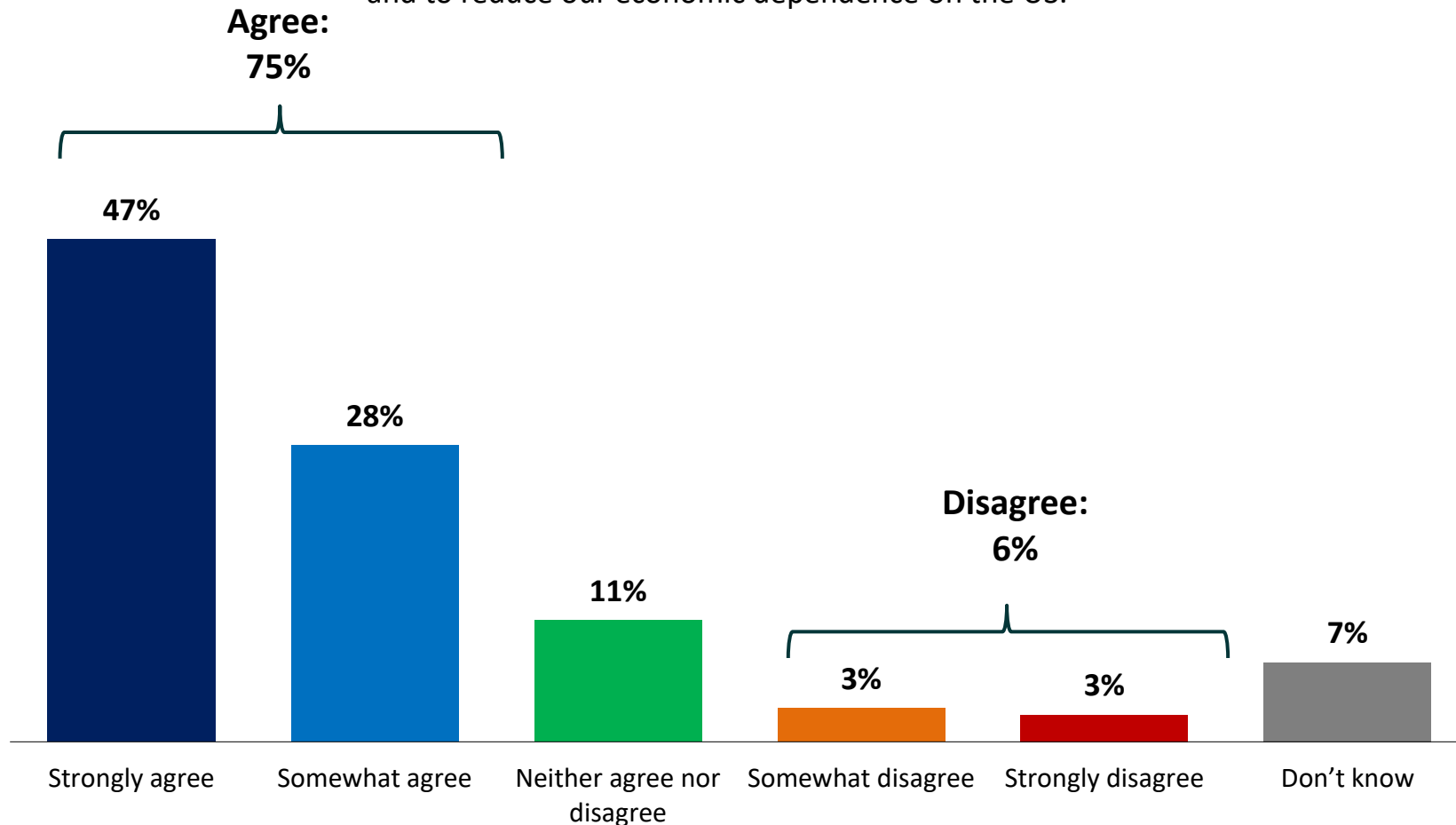
Agree: 42%

Disagree: 26%

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
17%	25%	22%	15%	12%	10%

Segmentation
Respondents who say "Agree"

Gender
Men	43%
Women	40%

Age
18-34	42%
35-54	38%
55+	44%

Region
BC	43%
Alberta	39%
Prairies	41%
Ontario	46%
Quebec	35%
Atlantic	40%

Party ID
Liberal	52%
Conservative	35%
NDP	53%
Green/Other	45%
Unaligned	31%

Responding to Tariffs by Building New Alliances: About 3-in-4 support increasing overseas exports; higher among Canadians 55+

Q 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, n=1,500]

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.

Agree: 75%

- Strongly agree: 47%
- Somewhat agree: 28%
- Neither agree nor disagree: 11%

Disagree: 6%

- Somewhat disagree: 3%
- Strongly disagree: 3%
- Don't know: 7%

Segmentation
Respondents who say "Agree"

Gender
- Men: 79%
- Women: 72%

Age
- 18-34: 66%
- 35-54: 69%
- 55+: 87%

Region
- BC: 80%
- Alberta: 71%
- Prairies: 71%
- Ontario: 79%
- Quebec: 72%
- Atlantic: 70%

Party ID
- Liberal: 81%
- Conservative: 75%
- NDP: 84%
- Green/Other: 78%
- Unaligned: 61%
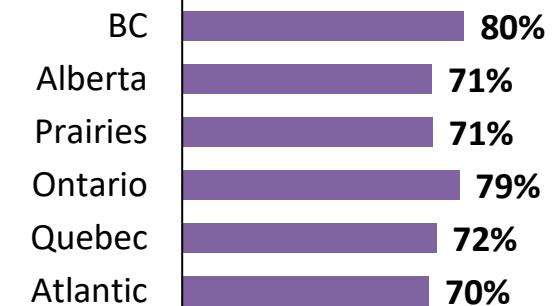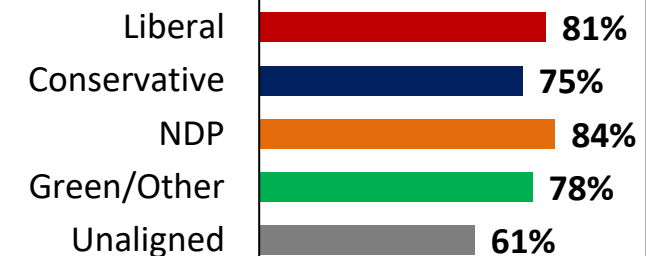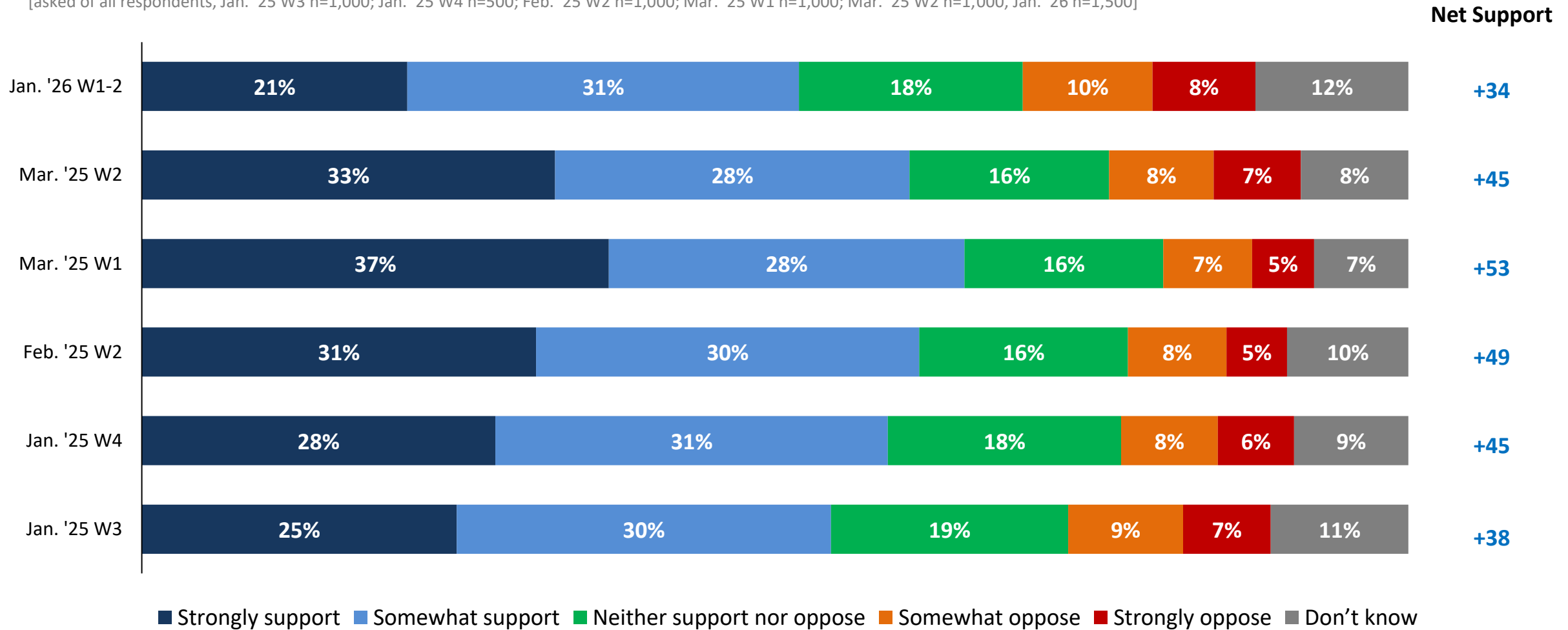
Banning Export of Critical Products: Strong support for banning critical Canadian products to the US is down 12 pts since 2025
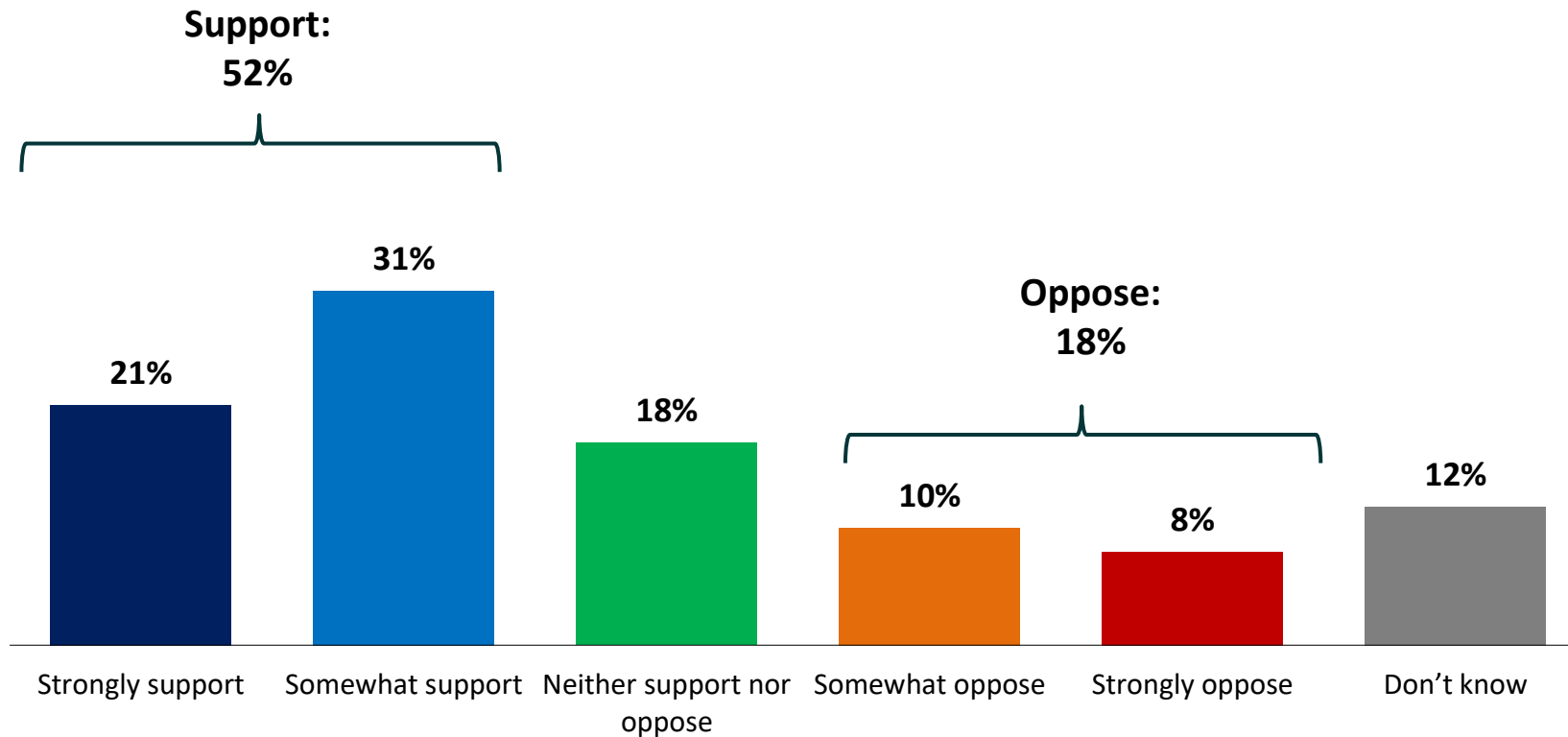
Q If the US imposes tariffs on Canadians exports to the US, some people have suggested that Canada cut off exports of key Canadian products, products such as car parts, electricity or oil and gas. Would you support or oppose the federal government banning the export of critical products to the US if 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; Mar. '25 W2 n=1,000, Jan. '26 n=1,500]

Net Support

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know	Net Support
Jan. '26 W1-2	21%	31%	18%	10%	8%	12%	+34
Mar. '25 W2	33%	28%	16%	8%	7%	8%	+45
Mar. '25 W1	37%	28%	16%	7%	5%	7%	+53
Feb. '25 W2	31%	30%	16%	8%	5%	10%	+49
Jan. '25 W4	28%	31%	18%	8%	6%	9%	+45
Jan. '25 W3	25%	30%	19%	9%	7%	11%	+38

■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Don't know

Banning Export of Critical Products: Over half support banning exporting critical Canadian products to the US; higher among NDP supporters

Q If the US imposes tariffs on Canadians 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; Mar. '25 W2 n=1,000, Jan. '26 n=1,500]

Support: 52%

Oppose: 18%

Category	Value
Strongly support	21%
Somewhat support	31%
Neither support nor oppose	18%
Somewhat oppose	10%
Strongly oppose	8%
Don't know	12%

Segmentation
Respondents who say "Support"

Gender
- Men: 51%
- Women: 52%

Age
- 18-34: 52%
- 35-54: 50%
- 55+: 54%

Region
- BC: 56%
- Alberta: 50%
- Prairies: 56%
- Ontario: 52%
- Quebec: 48%
- Atlantic: 56%

Party ID
- Liberal: 57%
- Conservative: 49%
- NDP: 71%
- Green/Other: 59%
- Unaligned: 38%
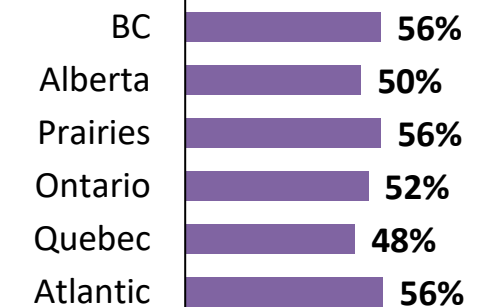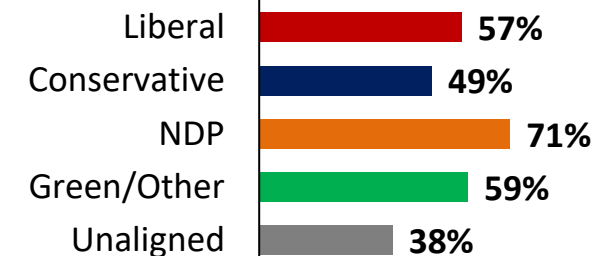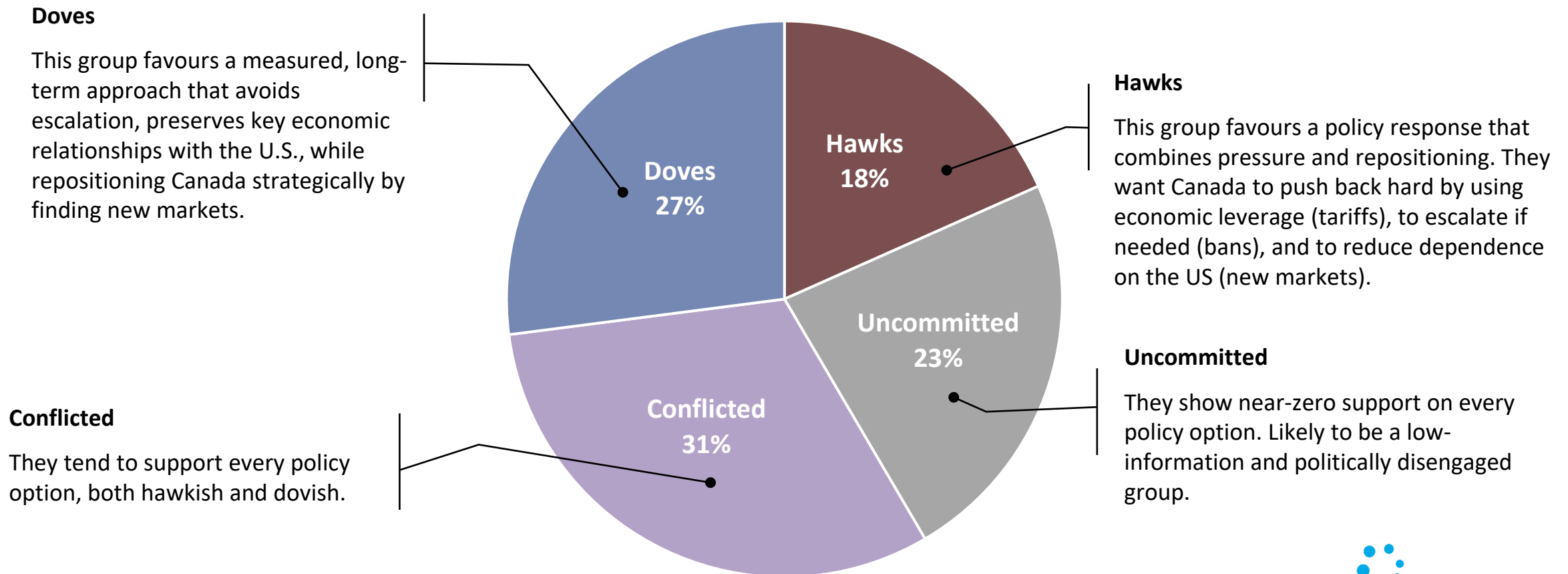
Stance toward U.S.: Hawks Vs Doves

Stance toward U.S. Clusters:
Canadians are more likely to be Doves (27%) than Hawks (18%)

Respondents' opinions on different ways in which the Canadian government can respond to the tariff threats posed by Donald Trump (reciprocal measures, not responding at all, being patient, finding other partners, or completely severing exports) were used to create four clusters that reflect how Canadians differ in their views on the stance the federal government should take.

Doves

This group favours a measured, long-term approach that avoids escalation, preserves key economic relationships with the U.S., while repositioning Canada strategically by finding new markets.

Hawks

This group favours a policy response that combines pressure and repositioning. They want Canada to push back hard by using economic leverage (tariffs), to escalate if needed (bans), and to reduce dependence on the US (new markets).

Conflicted

They tend to support every policy option, both hawkish and dovish.

Uncommitted

They show near-zero support on every policy option. Likely to be a low-information and politically disengaged group.

Doves 27%

Hawks 18%

Uncommitted 23%

Conflicted 31%

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Stance toward U.S. Segmentation

Core Stance toward U.S. Items by the Stance toward U.S. Segmentation		Total	Hawks	Conflicted	Uncommitted	Doves
		(n=1500)	(n=275)	(n=471)	(n=348)	(n=406)
Since US tariffs on Canadian goods will raise the cost of livng in the US, **Canada should be patient** and wait for US consumers and businesses to put pressure on Trump to remove those tariffs	Agree	56%	0%	100%	11%	82%
	Neither agree nor disagree	19%	44%	0%	37%	8%
	Disagree	15%	49%	0%	18%	8%
	Don't know	10%	7%	0%	34%	2%
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.	Agree	42%	69%	70%	7%	20%
	Neither agree nor disagree	22%	12%	10%	37%	30%
	Disagree	26%	16%	19%	25%	44%
	Don't know	10%	3%	2%	31%	6%
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**.	Agree	75%	95%	95%	14%	92%
	Neither agree nor disagree	11%	2%	3%	40%	3%
	Disagree	6%	2%	2%	16%	3%
	Don't know	7%	1%	<1%	30%	1%
If the US imposes tariffs on Canadians exports to the US, some people have suggested that Canada **cut off exports of key Canadian products**, such as car parts, electricity or oil and gas.	Agree	52%	83%	98%	13%	10%
	Neither agree nor disagree	18%	5%	<1%	33%	33%
	Disagree	18%	9%	1%	25%	39%
	Don't know	12%	2%	<1%	29%	18%
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.	Support	51%	41%	58%	22%	75%
	Neither support nor oppose	23%	23%	21%	34%	14%
	Oppose	15%	29%	17%	11%	7%
	Don't know	11%	7%	4%	33%	4%

Methodology

Survey Methodology – National

These are the results of an online survey conducted between January 02, 2026, and January 13, 2026.

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= 2,249 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: January 02, 2026, to January 13, 2026

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	242	10.8%	203	13.6%
Men 35-54	358	16%	237	15.9%
Men 55+	507	22.6%	287	19.2%
Women 18-34	234	10.5%	196	13.1%
Women 35-54	391	17.5%	249	16.7%
Women 55+	507	22.6%	320	21.4%
British Columbia	332	14.8%	208	13.9%
Alberta	282	12.5%	166	11.1%
Prairies	170	7.6%	100	6.7%
Ontario	783	34.8%	579	38.6%
Québec	520	23.1%	345	23%
Atlantic	162	7.2%	101	6.7%

Appendix
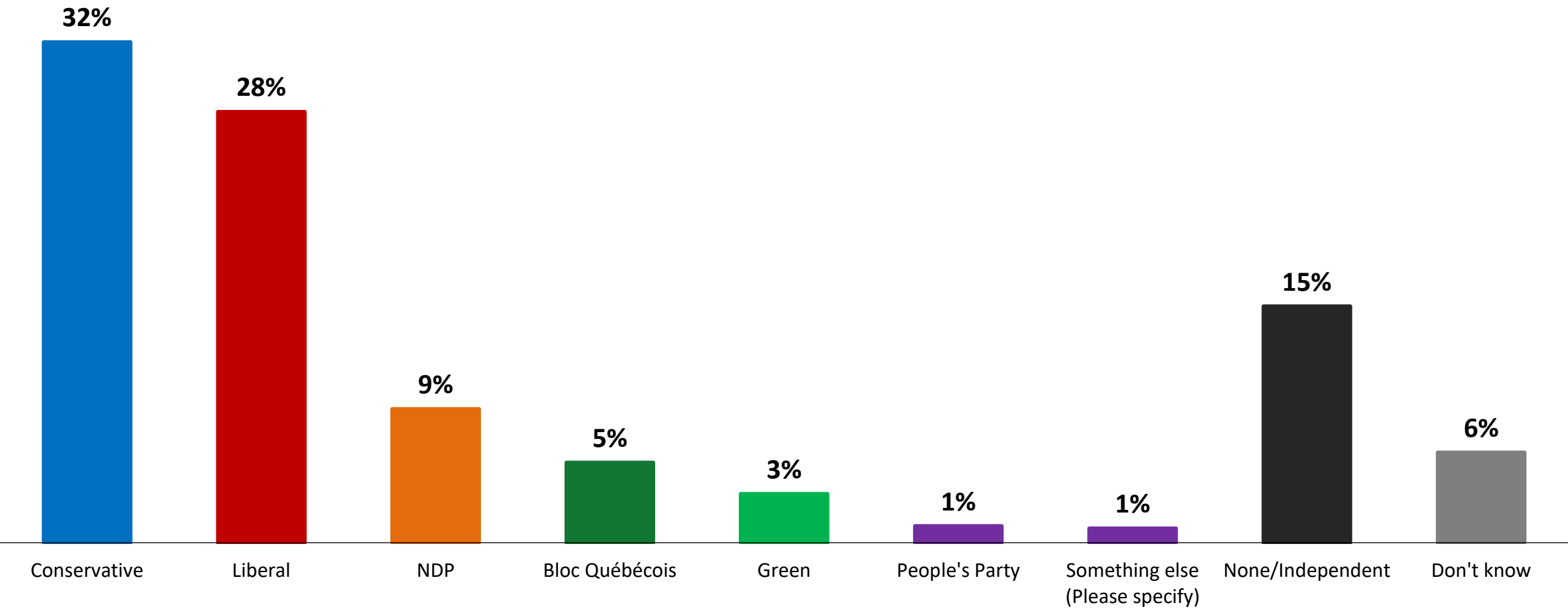
Party ID

Federal Party ID: A plurality of Canadians (31%) identify themselves as Conservative and hold a 4-point lead on Liberals (28%)
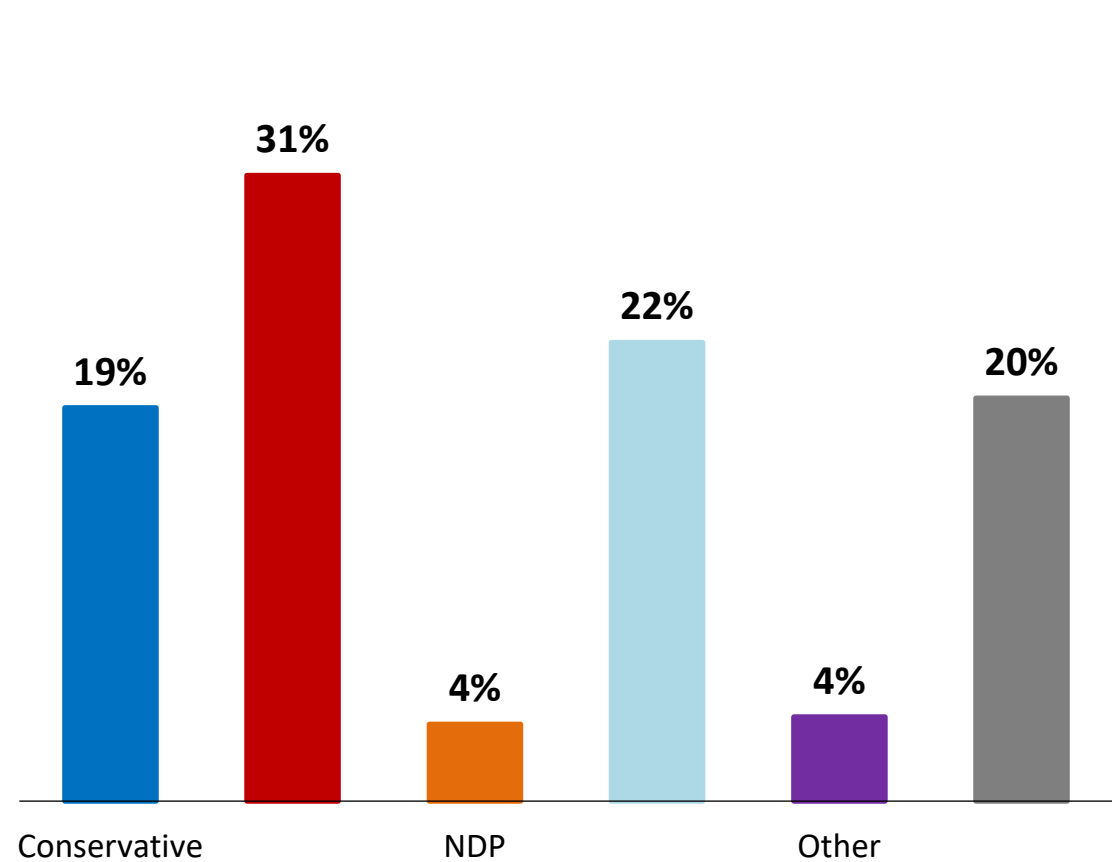
Q Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1,500]

- Conservative: 32%
- Liberal: 28%
- NDP: 9%
- Bloc Québécois: 5%
- Green: 3%
- People's Party: 1%
- Something else (Please specify): 1%
- None/Independent: 15%
- Don't know: 6%

Current data: January 2026

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Federal Party ID (Quebec vs. ROC): Those in Quebec are more likely to identify as Liberal (31%) than those in the Rest of Canada (27%)
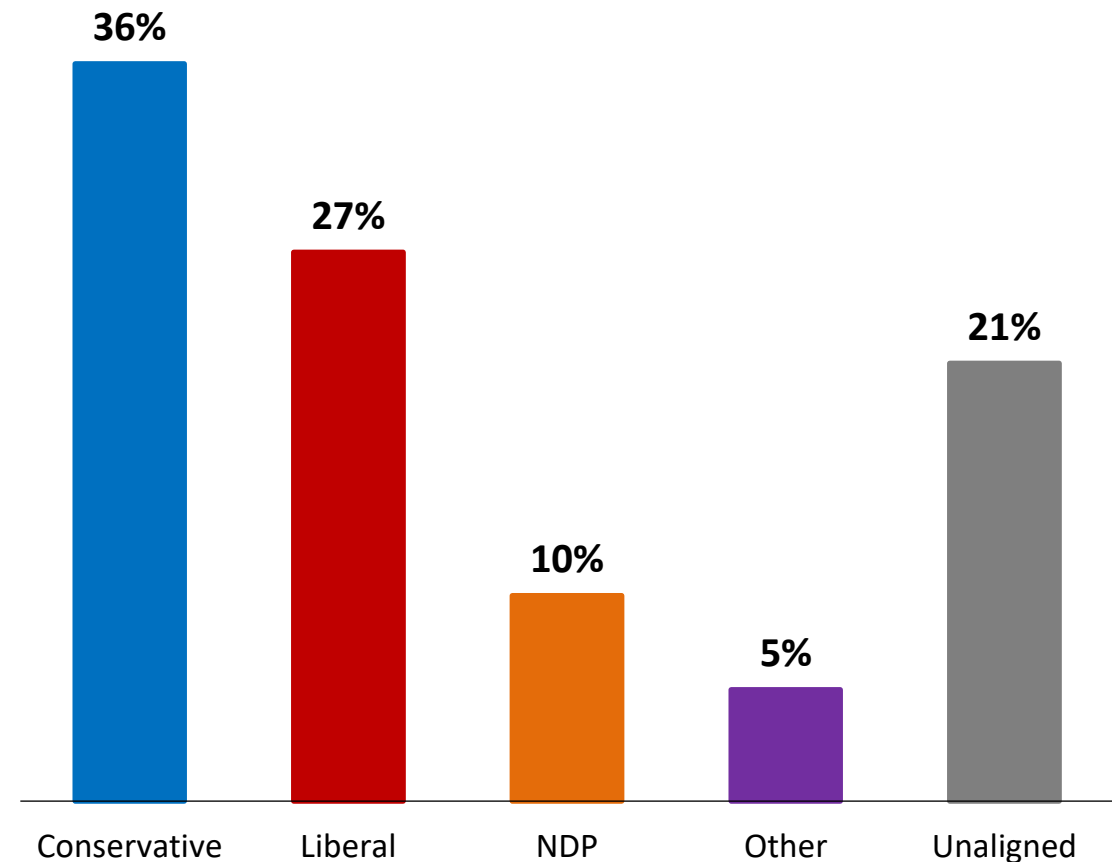
Party ID: Quebec

[Respondents in Quebec; n=345]

- Conservative: 19%
- (Liberal): 31%
- NDP: 4%
- (light blue): 22%
- Other: 4%
- (grey): 20%

Party ID: Rest of Canada

[Respondents in the rest of Canada; n=1,155]

- Conservative: 36%
- Liberal: 27%
- NDP: 10%
- Other: 5%
- Unaligned: 21%

Current data: January 2026

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For more information, please contact:

Greg Lyle
President
(416) 642-6429
glyle@innovativeresearch.ca

Report Contributors:

Marina Mandic, Manager, Omnibus Research Services

Mesgna Mesgna, Consultant

Ziting Lin, Research Analyst

Natalia Zuluaga, Research Analyst

Building Understanding.