



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from July 20 to July 22, 2023, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

All things considered, do you have a positive opinion of the following countries?

United Kingdom – 74% (=)
Japan – 74% (+4)
Italy – 73% (+2)
Germany – 72% (+3)
France – 68% (-2)
South Korea – 58% (+1)
United States – 54% (=)
Mexico – 47% (-2)
India – 39% (-2)
Venezuela – 28% (-2)
Saudi Arabia – 22% (-1)
China – 20% (+2)
Iran – 13% (=)
Russia – 13% (+2)
North Korea – 11% (=)

United Kingdom and Japan Most Liked Countries for Canadians

Fewer than one-in-five currently have a positive opinion of Iran, Russia and North Korea.

Vancouver, BC [July 28, 2023] – Practically three-in-four Canadians have a favourable view of two G7 nations, a new Research Co. poll has found.

In the online survey of a representative national sample, 74% of Canadians have a positive opinion of the United Kingdom (unchanged since a similar Research Co. poll [conducted in January 2023](#)) and Japan (up four points).

Nine-in-ten Canadians aged 55 and over (90%) hold favourable views on the United Kingdom, along with 71% of those aged 35-to-54 and aged 18-to-34.

On a regional basis, positive opinions on the United Kingdom are highest in British Columbia (82%) and Saskatchewan and Manitoba (also 82%), followed by Atlantic Canada (77%), Alberta (71%), Ontario (71%) and Quebec (70%).

Just over three-in-four Canadians aged 18-to-34 (76%) hold favourable views on Japan. The rating is similar among Canadians aged 55 and over (75%) and slightly lower among those aged 35-to-54 (69%).

At least two thirds of Canadians have a positive opinion of three European nations: Italy (73%, +2), Germany (72%, +3) and France (68%, -2).

More than half of Canadians hold favourable views on South Korea (58%, +1) and the United States (54%, =). The rating is lower for Mexico (47%, -2), India (39%, -2) and Venezuela (28%, -2).

There is a significant gender gap when it comes to the way Canadians feel about the United States right now. While 59% of men have a positive opinion of the country, only 50% of women concur.

Canadians who voted for the Conservative Party or the Liberal Party in the 2021 federal election are more likely to hold favourable views on the United States (62% and 60% respectively) than those who cast ballots for the New Democratic Party (NDP) (44%).

Fewer than one-in-four Canadians have a positive opinion on Saudi Arabia (22%, -1) and China (20%, +2). As was the case in January, three countries are at the bottom: Iran (13%, =), Russia (also 13%, +2) and North Korea (11%, =).



"In [December 2019](#), more than one-in-four Canadians (26%) had a positive opinion of the Russian Federation," says Mario Canseco, President of Research Co. "The favourability rating is 13 points lower in 2023."

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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