



PRESS RELEASE | Canada

### **Methodology:**

Results are based on an online study conducted from January 29 to January 31, 2024, 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 – 76% (+2)  
Japan – 73% (-1)  
Italy – 72% (-1)  
Germany – 69% (-3)  
France – 69% (+1)  
United States – 64% (+10)  
South Korea – 61% (+3)  
Mexico – 54% (+7)  
India – 37% (-2)  
Venezuela – 32% (+4)  
China – 28% (+8)  
Saudi Arabia – 27% (+5)  
Iran – 16% (+3)  
Russia – 15% (+2)  
North Korea – 14% (+3)

### **Positive Perceptions on United States Rise Markedly in Canada**

*More than three-in-four Canadians (76%) hold a favourable view of the United Kingdom.*

Vancouver, BC [February 7, 2024] – The views of Canadians on the United States have softened considerably over the past three and a half years, a new Research Co. poll has found.

In the online survey of a representative national sample, 64% of Canadians have a positive opinion of the United States, up 10 points since a similar Research Co. poll [conducted in July 2023](#).

“In [July 2020](#), only 32% of Canadians held a favourable view of the United States,” says Mario Canseco, President of Research Co. “At the start of 2024, this proportion has effectively doubled.”

More than seven-in-ten Canadians aged 55 and over (71%) have a positive opinion of the United States. Majorities of Canadians aged 35 to 54 (62%) and aged 18 to 34 (59%) feel the same way.

More than three-in-four Canadians who voted for the Conservative Party in 2021 (77%) hold a favourable view of the United States, along with majorities of those who supported the Liberal Party (70%) and the New Democratic Party (NDP) (57%) in the last federal election.

Canadians place five other G7 nations at the top of the ranking of positive opinions: the United Kingdom (76%, +2), Japan (73%, -1), Italy (72%, -1), Germany (69%, -3) and France (also 69%, +1).

On a regional basis, France has its highest rating in British Columbia (81%), followed by Alberta (72%), Quebec (69%), Ontario (66%), Saskatchewan and Manitoba (65%) and Atlantic Canada (64%).

Majorities of Canadians hold favourable views of two other countries: South Korea (61%, +3) and Mexico (54%, +7). Fewer than two-in-five Canadians feel the same way about India (37%, -2) and Venezuela (32%, +4).

The five lowest ranked countries are China (28%, +8), Saudi Arabia (27%, +5), Iran (16%, +3), Russia (15%, +2) and North Korea (14%, +3).

In [December 2020](#), at the height of the diplomatic impasse related to the arrest of Huawei Chief Financial Officer Meng Wanzhou in Vancouver and China's subsequent detention of two Canadians—Michael Kovrig and Michael Spavor—on espionage



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allegations, only 19% of Canadians expressed a positive opinion of China.

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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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