



PRESS RELEASE | Canada

#### **Methodology:**

Results are based on an online study conducted from July 17 to July 19, 2024, among 1,001 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?**

Japan – 71% (-2)  
United Kingdom – 70% (-6)  
Italy – 68% (-4)  
Germany – 67% (-2)  
France – 65% (-4)  
South Korea – 57% (-4)  
United States – 54% (-10)  
Mexico – 44% (-10)  
India – 30% (-7)  
Venezuela – 26% (-6)  
Saudi Arabia – 25% (-2)  
China – 22% (-6)  
Russia – 17% (+2)  
Iran – 12% (-4)  
North Korea – 11% (-3)

#### **Japan is the Country Viewed Most Positively by Canadians**

*Favourable perceptions of both the United States and Mexico have dropped by 10 points since the start of 2024.*

Vancouver, BC [July 24, 2024] – More than seven-in-ten Canadians have a favourable view of Japan—the highest among 15 different nations—a new Research Co. poll has found.

In the online survey of a representative national sample, 71% of Canadians have a positive opinion of Japan, down two points since a similar Research Co. poll [conducted in January 2024](#).

“More than four-in-five British Columbians hold a favourable view of Japan,” says Mario Canseco, President of Research Co. “The proportions are also particularly high in Ontario (75%) and Alberta (74%).”

More than three-in-five Canadians hold a positive opinion of four other members of the G7: the United Kingdom (70%, -6), Italy (68%, -4), Germany (67%, -2) and France (65%, -4).

The favourable rating for France is higher in Atlantic Canada (72%), followed by Ontario (68%), British Columbia (67%) and Quebec (64%).

More than half of Canadians have positive views of South Korea (57%, -4) and the United States (54%, -10). Favourable perceptions on the U.S. are still significantly higher than the all-time low of 32% observed in [July 2020](#).

Two thirds of Canadians who voted for the Conservative Party in the last federal election (68%) have a positive opinion of the United States. The proportions are lower among those who cast ballots for the Liberal Party (57%) or the New Democratic Party (NDP) (44%) in 2021.

Fewer than half of Canadians (44%, -10) express a favourable view of Mexico, with positive perceptions falling markedly among Canadians aged 55 and over (41%) and Quebecers (also 41%).

Fewer than a third of Canadians hold favourable views of India (30%, -7), Venezuela (26%, -6), Saudi Arabia (25%, -2) and China (22%, -6).

At least three-in-ten residents of Atlantic Canada (35%), Ontario (31%), Quebec (30%) and British Columbia (also 30%) hold a positive opinion of India. The rating is lower in Saskatchewan and Manitoba (25%) and Alberta (22%).



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The favourable rating for China is highest in Ontario (26%), and drops in Quebec (24%), British Columbia (19%), Atlantic Canada (also 19%), Saskatchewan and Manitoba (18%) and Alberta (15%).

Fewer than one-in-five Canadians express a positive view of Russia (17%, +2), Iran (12%, -4) and North Korea (11%, -3).

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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 specialties.

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