

# RESEARCH Co.

PRESS RELEASE | Canada

## **Methodology:**

Results are based on an online survey conducted from January 3 to January 5, 2025, among a representative sample of 1,002 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

## **As you may know, Donald Trump will take office as President of the United States this month. How do you feel about this?**

Disgust – 23%  
Fear – 19%  
Surprise – 12%  
Trust – 9%  
Joy – 8%  
Anticipation – 8%  
Sadness – 6%  
Anger – 5%  
None of these – 9%

## **In order to properly deal with the effects of a Donald Trump presidency in the United States, what type of federal government do you think would be better for Canada?**

A Conservative federal government – 46%  
A Liberal federal government – 31%  
Not sure – 23%

## **Canadians Think Trump Will Have Negative Impact on the World**

Almost half think a Conservative federal government is preferable to properly deal with the effects of the Donald Trump presidency.

Vancouver, BC [January 15, 2025] – Most Canadians have unfavourable expectations when pondering the second presidential term of Donald Trump in the United States, a new Research Co. poll has found.

In the online survey of a representative national sample, more than half of Canadians believe Trump's tenure as president will be negative for the world (59%), Canada (also 59%) and their province (56%).

Slightly larger proportions of Canadians also believe Trump's term at the White House will be negative for the state of political correctness in the world (60%) and the fight against climate change (63%).

"More than a third of Canadian men (38%) think having Donald Trump as president in the United States will be positive for Canada," says Mario Canseco, President of Research Co. "The proportion of Canadian women who feel the same way is decidedly lower (26%)."

Majorities of Canadians aged 55 and over (75%) and aged 35-to-54 (56%) believe Trump's term will be negative for Canada. Among Canadians aged 18-to-34, the proportion drops to 47%.

Just over half of Canadians (51%) think having Joe Biden as President of the United States since January 2021 has been "very good" or "good" for Canada. Conversely, 54% look back at Trump's first term—from January 2017 to January 2021—and say he was "bad" or "very bad".

When asked to rely on one of eight emotions to describe their feelings about Trump taking office as President of the United States this month, almost one-in-four Canadians (23%) outline "disgust", while just under one-in-five (19%) express "fear".

Other emotions used by Canadians to describe the inauguration of the next American president are "surprise" (12%), "trust" (9%), "joy" (8%), "anticipation" (8%), "sadness" (6%) and "anger" (5%).

Almost half of Canadians (46%) think a Conservative federal government would be better to properly deal with the effects of a Trump presidency, while 31% would rather have a Liberal federal government.

More than half of Albertans (55%) prefer a federal Conservative government to handle Trump. Pluralities across all other regions feel the same way, including Saskatchewan and Manitoba (49%), Ontario (also 49%), Atlantic Canada (44%), British Columbia (42%) and Quebec (41%)

More than one-in-ten Canadians (11%) say they have avoided American restaurant franchises in Canada as a result of Trump's election. Slightly more Canadians say they have cancelled a planned trip to the United States (13%) or avoided purchasing goods originated from the United States, if a non-American alternative was available (16%).

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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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