

Canadian opinion of the United States and other Countries under trump 2.0

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Introduction and Methodology

Canadian opinion of the United States has hit a new low with some one-third saying they have a positive view of our neighbor, a decline from just over 50% last June. The results arise from a survey conducted March 1 and 2 2025 by Leger Marketing for the Association for Canadian Studies.

The negative shift in opinion is most certainly attributable to hostile statements and actions directed towards Canada by US President Donald Trump.

The European Union and Mexico are viewed far more favorably than the country that has widely been regarded as our closest ally over much of the 20th and 21st Century. The decline in favorable views of the US is particularly apparent amongst younger Canadians with the US behind China and only somewhat ahead of Russia amongst the 18-24 cohort. That said, Canadians make a distinction between Americans whom most Canadians view favorably-though there has been a decline-by contrast to the opinion of the United States which indicates that the negative sentiment are directed at the Government and not the people.

The survey was conducted by Leger for the Association for Canadian Studies with 1548 respondents in Canada over the period March 1 and 2, 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1539 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

Canadian Opinion of the United States falls to new low while Europe and the UK much more popular than the US

Canadians....How would you describe your opinion of the following? - Very/Somewhat positive combined

Country	June 2024	March 2025
United States	52%	33%
Ukraine	67%	66%
Israel	38%	36%
China	29%	30%
Iran	18%	17%
Russia	17%	18%
Mexico		66%
European Union		77%
United Kingdom		75%

Canadians under 35 hold a more favorable opinion of the United States than those over 55....Ukraine is twice as popular than the United States

Big age divide in views about Israel with youngest cohort holding a more positive view of Iran

<i>How would you describe your opinion of the following? - Very/Somewhat positive</i>						
Country	18-24	25-34	35-44	45-54	55-64	65+
United States	34.4%	41.9%	34.4%	32.8%	30.6%	27.1%
Ukraine	60.1%	60.2%	55.7%	62.9%	69.0%	79.7%
Israel	23.5%	36.3%	31.9%	33.3%	37.8%	45.7%
China	37.6%	36.5%	23.6%	33.0%	24.4%	27.8%
Iran	30.1%	26.1%	15.4%	12.6%	12.6%	11.7%
Russia	29.7%	28.1%	18.5%	14.2%	17.3%	8.8%
Mexico	66.4%	64.0%	63.7%	61.8%	69.3%	70.8%
European Union	73.1%	73.4%	70.7%	74.1%	80.4%	83.1%
United Kingdom	71.7%	73.6%	69.5%	72.5%	78.3%	81.7%

United States least popular amongst Atlantic Canadians and British Columbians Most popular on the Prairies... Ontarians have a more positive opinion of China than they do of the US

Canadians...How would you describe your opinion of the following? - Very/Somewhat positive

Country	Atlantic	QC	ON	MB/SK	AB	BC
United States	23%	32%	32%	43%	43%	30%
Ukraine	66%	67%	67%	56%	59%	70%
Israel	34%	28%	36%	43%	38%	47%
China	24%	30%	33%	28%	28%	27%
Iran	10%	15%	20%	14%	16%	15%
Russia	7%	15%	19%	18%	22%	21%
Mexico	57%	67%	68%	62%	63%	69%
European Union	70%	80%	76%	75%	68%	82%
United Kingdom	70%	71%	79%	72%	74%	77%

Canadian women view china more positively than the US

<i>Canadians...How would you describe your opinion of the following? - Very/Somewhat positive</i>			
Country	Male	Female	Difference
United States	37%	29%	8
Ukraine	69%	63%	6
Israel	42%	30%	12
China	29%	30%	-1
Iran	18%	16%	-2
Russia	21%	15%	6
Mexico	70%	62%	8
European Union	80%	73%	7
United Kingdom	79%	72%	7

United States versus the American people: Half of Canadians hold positive views of Americans while one third feel that way about the United States; the biggest gap in that regard is amongst the over 55 while the smaller gap is amongst the under 35

Canadians....How would you describe your opinion of the following? - Very/Somewhat positive

Country	Total	Male	Female
United States	33.0%	37.2%	29.1%
American people	50.1%	52.8%	47.6%

Canadians...How would you describe your opinion of the following? - Very/Somewhat positive

Country	18-24	25-34	35-44	45-54	55-64	65+
United States	34.4%	41.9%	34.4%	32.8%	30.6%	27.1%
American people	45.4%	50.4%	51.7%	49.6%	52.5%	49.4%