



The Trump Tracker

How Canadians Feel About
the Trump Presidency

February 2025

pollara
40 years of strategic insights

Methodology

2

Field Window	January 20 to 27, 2025
Sampling	Online survey of randomly-selected sample of 1,506 adult (18+) Canadians.
Reliability*	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 2.5\%$, 19 times out of 20. The margin of error is larger for sub-segments.
Weighting	Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Canadians.
Research standards	Pollara Strategic Insights is a member of the Canadian Research Insights Council (CRIC), and this research was conducted in compliance with CRIC standards.
Tracking	Where question wording has been kept constant, results have been tracked against past Pollara surveys.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	203	$\pm 6.9\%$
Quebec	350	$\pm 5.2\%$
Ontario	401	$\pm 4.9\%$
Saskatchewan/ Manitoba	200	$\pm 6.9\%$
Alberta	150	$\pm 8.0\%$
British Columbia	200	$\pm 6.9\%$
CANADA	1,504	$\pm 2.5\%$



10%

of Canadians believe Trump is joking when he talks about making Canada the 51st state

pollara
40 years of strategic insights

Key Findings

- **68% of Canadians feel negatively and 22% feel positively about President Trump.**
 - Liberal and NDP voters hold intensely negative feelings towards Trump, while Conservative voters are split on him (positive 44% / negative 47%).
- **Canadians are souring on the United States**, with more now negative (63%) than positive (30%). This is a stark shift from last summer when 53% were positive and 30% were negative towards the US.
- Most (92%) Canadians have heard Trump's "51st state" musings. **Only 10% believe Trump is "joking"**, while 34% feel he's serious and 47% feel he's using it as a negotiating tactic.
- **Views are mixed on Canada increasing defense spending to hit the 2% GDP target:** 55% support and 28% oppose this when asked directly, but support falls when it is framed as being in response to a request from President Trump (49% support / 35% oppose).

30%

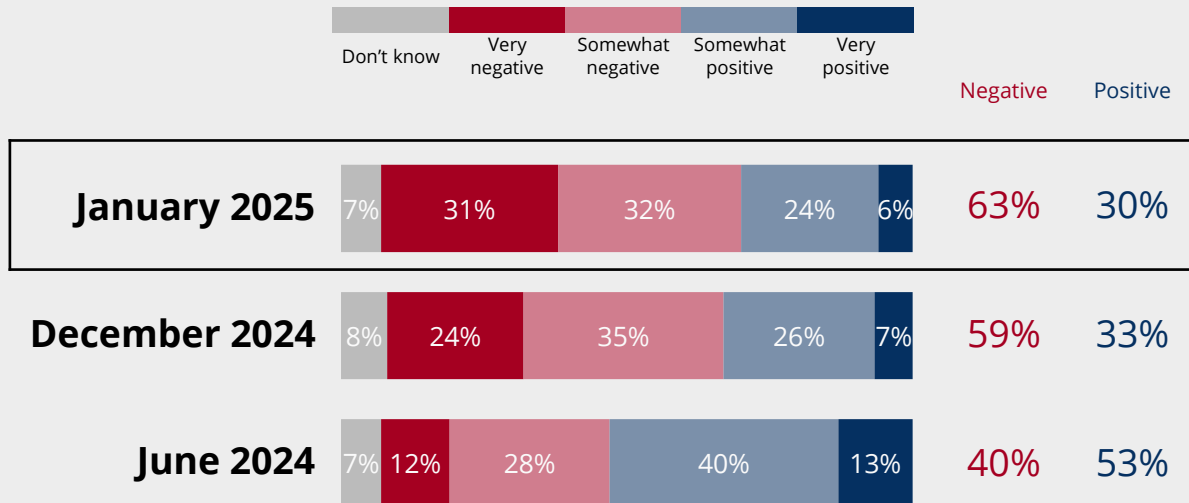
of Canadians have a positive view of the United States

pollara
40 years of strategic insights

Our Neighbours to the South: Canadians feeling more negative to US

4

- Men (40% positive) are more positive to the United States than women (22%).
- Only 20% of Canadian seniors feel positively towards the United States, with 76% negative.

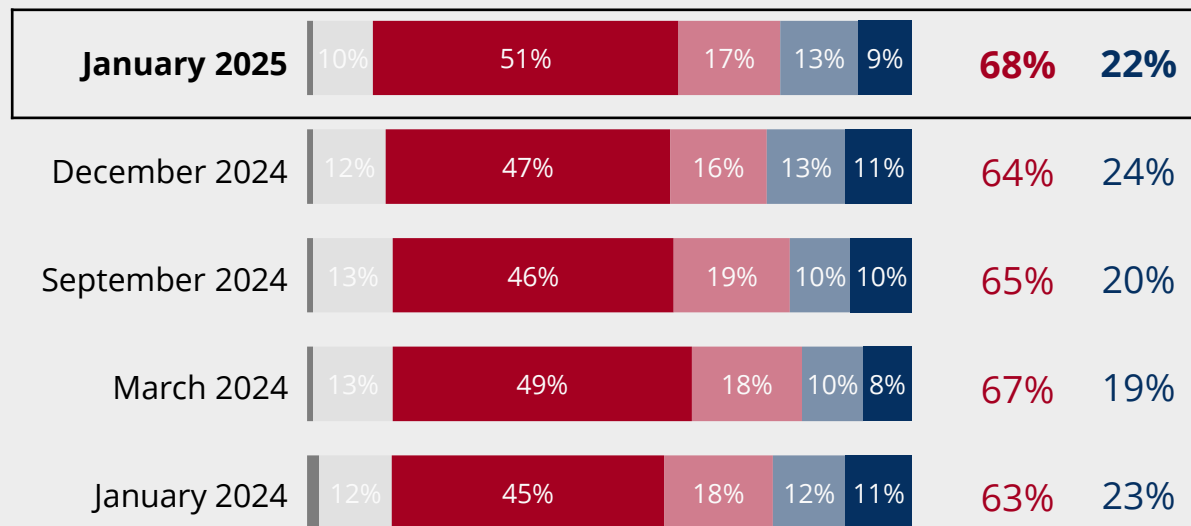
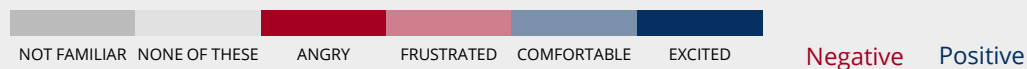


What is your overall impression of the United States?
(Base: All respondents N=1,504)

Trump Feelings: Anger towards Trump up 4 points from December

5

Feelings towards Donald Trump



68%

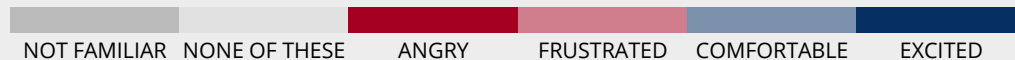
of Canadians hold a negative impression about President Donald Trump, up 4 points over the past month



Donald Trump - How do you feel about the following people?
(Base: All respondents N=1,504)

Trump Feelings – by Demo: Older Canadians, Liberal and NDP voters hold intensely negative feelings towards Trump

6



Negative Positive



60% 28%



61% 25%



70% 20%



82% 12%



87% 12%



47% 44%



88% 8%



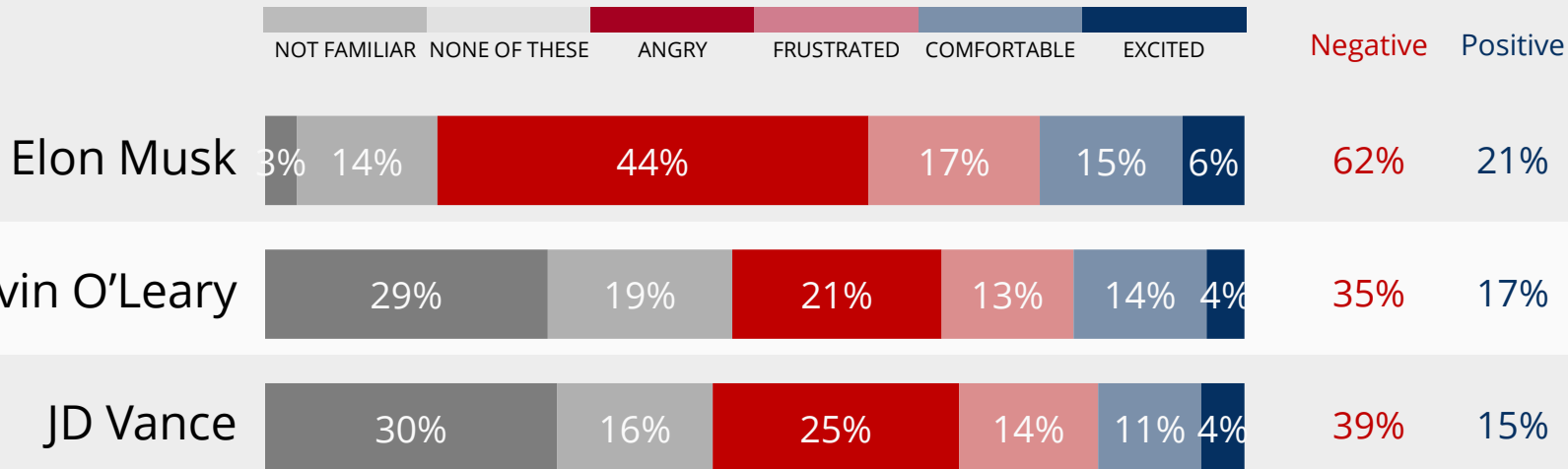
Donald Trump - How do you feel about the following people?
(Base: All respondents N=1,504)

pollara
40 years of strategic insights

Team Trump: Impressions about Elon Musk continue to worsen, with his unfavorable rating climbing by 10 points since December

7

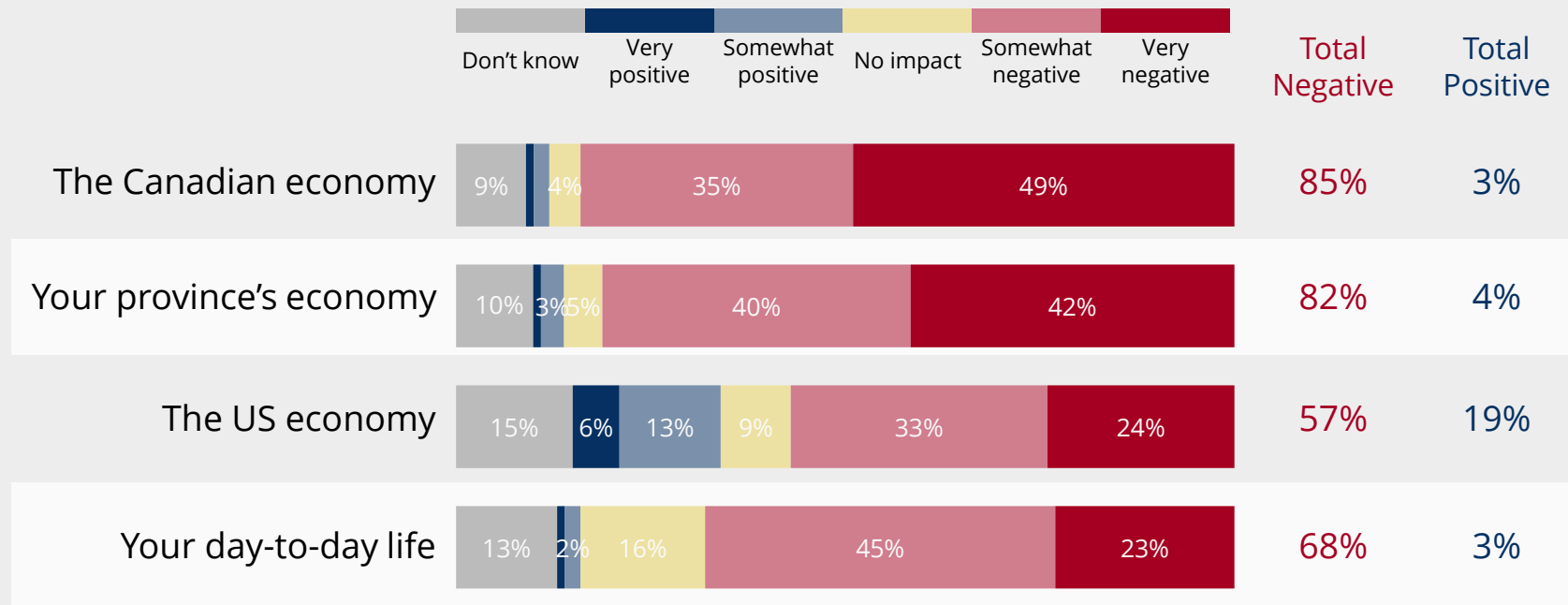
- Over the past month, Musk's negatives are up 10 points and his positives are down 5. "Anger" towards Musk has risen from 32% to 44%.



How do you feel about the following people?
(Base: All respondents N=1,504)

25% Tariff Impact: Two-thirds believe tariffs would have a negative impact on their day-to-day life

8



Data <2% not labeled



What impact do you feel Trump's 25% tariffs would have on each of the following if they are implemented?
(Base: All respondents N=1504)



92%

of Canadians have heard
Trump's comments about
making Canada the 51st
state

Making Canada the 51st state: Only 10% believe Trump is joking

9

- Women are more likely than men to feel Trump is serious about wanting to make Canada the 51st state (40% vs. 28%).

He's doing it to threaten Canada,
but isn't actually serious about it

47%

He's serious about it

34%

He's joking

10%

Don't know

8%



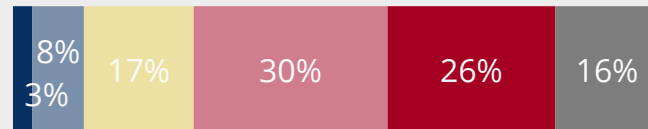
Donald Trump has made comments about making Canada the 51st state. Have you heard about these comments?
When Trump makes these comments, do you feel...?
(Base: All respondents N=1,504)

Likelihood of Expansion: Few believe the US *will* absorb Canada

10

Definitely/likely

The US takes control of Greenland



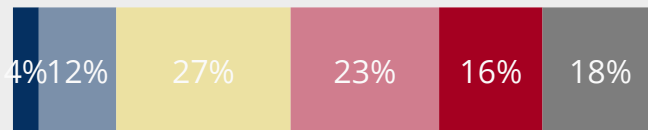
11%

Canada joins the US



5%

The US takes control of the Panama Canal



16%

■ Definitely will happen

■ Likely will happen

■ 50/50 chance

■ Likely won't happen

■ Definitely won't happen

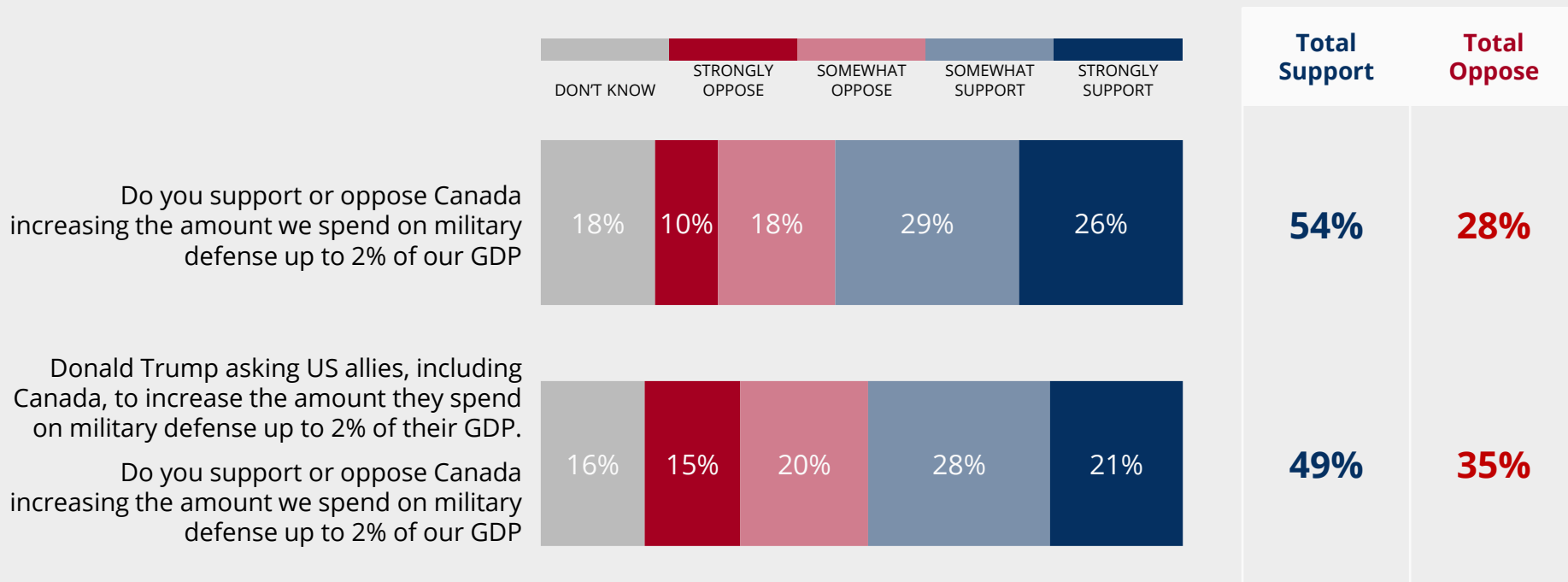
■ Don't know



How likely do you think it is that each of the following things will happen over the next four years?
(Base: All respondents N=1504)

Defense Spending: Mixed views on Canada increasing defense spending to hit the 2% of GDP target, with less support when framed as a request from Trump

11



Donald Trump is asking US allies, including Canada, to increase the amount they spend on military defense up to 2% of their GDP. Do you support or oppose Canada increasing the amount we spend on military defense up to 2% of our GDP? Do you support or oppose Canada increasing the amount we spend on military defense up to 2% of our GDP? This would effectively double the amount Canada spends on defense from \$41 billion a year to \$82 billion a year? (Base: N=1504 / Split Sample (n=752))

A photograph of Donald Trump in a dark suit and red tie, looking slightly to the right. He is standing in front of a large Canadian flag. The background is a blurred image of a mountain range. The entire image has a blue and red color overlay.

The Trump Tracker

For media inquiries:

Dan Arnold, Chief Strategy Officer

information@pollara.com

pollara
40 years of strategic insights