

FOCUS
CANADA

2024 SERIES

Canadians and the U.S. Presidential Election

**Environics
Institute**
For Survey Research

**TED
ROGERS
SCHOOL
OF MANAGEMENT**

**DiVERSITY
INSTITUTE**

Environics Institute

For Survey Research

environicsinstitute.org

info@environicsinstitute.org



The Environics Institute for Survey Research was established by Michael Adams in 2006 with a mandate to conduct in-depth public opinion and social research on the issues shaping Canada's future. It is through such research that Canadians can better understand themselves and their changing society.



torontomu.ca/diversity

diversityinstitute@torontomu.ca



The Diversity Institute conducts and coordinates multi-disciplinary, multi-stakeholder research to address the needs of diverse Canadians, the changing nature of skills and competencies, and the policies, processes and tools that advance economic inclusion and success. Our action-oriented, evidence-based approach is advancing knowledge of the complex barriers faced by equity-deserving groups, leading practices to effect change and producing concrete results.

FOCUS CANADA

As part of its Focus Canada public opinion research program (launched in 1976), the Environics Institute updated its research on Canadian attitudes about the United States. This survey was conducted in partnership with the Diversity Institute at Toronto Metropolitan University. This survey is based on telephone interviews conducted (via landline and cellphones) with 2,016 Canadians between September 9 and 23, 2024. A sample of this size drawn from the population produces results accurate to within plus or minus 2.2 percentage points in 19 out of 20 samples. All results are presented as percentages, unless otherwise noted.

For more information about this research, contact [Andrew Parkin](#).

Overview

Key findings	<u>1</u>
Canadians prefer Harris to Trump by a three-to-one margin	<u>3</u>
Trump's appeal has grown among those under 55 years of age, and among those living in Ontario and the West	<u>4</u>
Younger men evenly split between Harris and Trump	<u>7</u>
Trump edges out Harris as the preferred candidate among Canadian Conservatives	<u>8</u>
The U.S. election and overall satisfaction in Canada	<u>10</u>
Canadians split on their views of the United States	<u>12</u>



Key findings

The American presidential election has transfixed not only citizens of the United States, but many around the world as well. One way or another, everyone will be affected by the outcome of the vote on November 5. Pollsters in the U.S. are conducting countless surveys to try to capture every shift in public opinion. In Canada, the Environics Institute, through its annual Focus Canada survey, asked Canadians which of the two main candidates for U.S. president – Democratic Party nominee Kamala Harris or Republican Party nominee Donald Trump – they most want to see win.

- Canadians are three times as likely to prefer that Kamala Harris win the 2024 U.S. presidential election as they are to prefer Donald Trump.
- Preference for the Democratic Party candidate is slightly lower in 2024 (60%) than it was in 2020 (67%), when current U.S. President Joe Biden was the nominee. The proportion of Canadians who prefer Trump rose by six percentage points between 2020 and 2024, from 15 percent to 21 percent.
- Compared to 2020, Donald Trump has gained in popularity among those under 55 years of age, and among those living in Ontario and the West.
- Men between the ages of 18 and 34 are evenly split between a preference to see Kamala Harris win and a preference to see Donald Trump win. This differs from the situation in 2020, when younger men favoured Biden over Trump by a margin of two-to-one.

The Environics Institute, through its annual Focus Canada survey, asked Canadians which of the two main candidates for U.S. president they most want to see win.



Canadians are currently evenly split between a favourable and an unfavourable opinion of the United States.

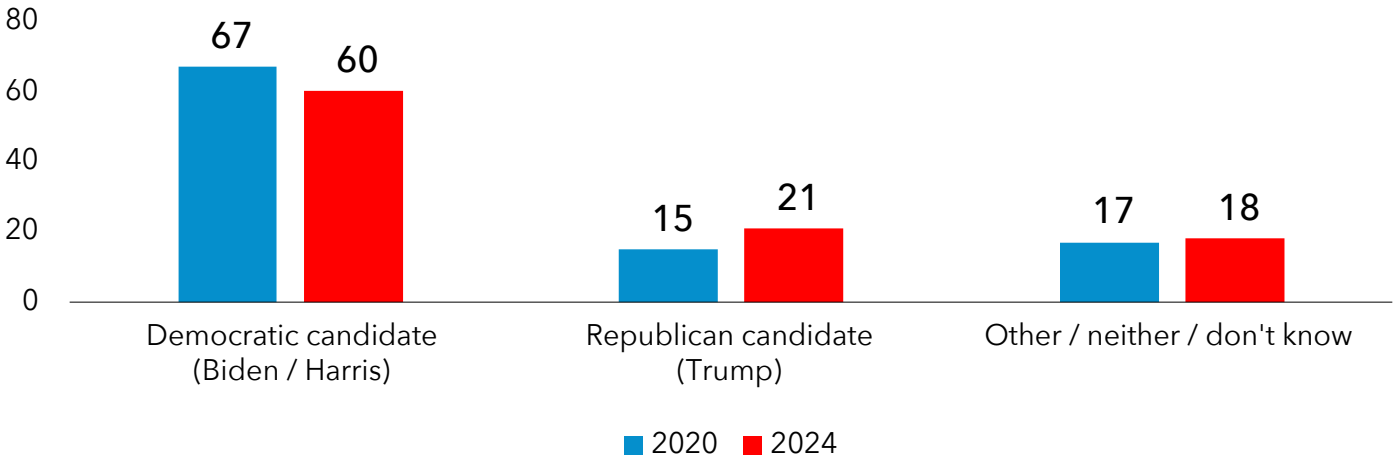
- Among supporters of the federal Conservative Party, Donald Trump edges out Kamala Harris as the preferred winner of the U.S. presidential election. This represents a shift from 2020, when supporters of all the major Canadian federal political parties were more likely to favour the Democratic Party nominee than the Republican Party nominee.
- Canadians are currently evenly split between a favourable and an unfavourable opinion of the United States. Canadians have been evenly split on their opinions of the United States since the return of a Democratic Party president to the White House in 2020.

Canadians prefer Harris to Trump by a three-to-one margin

Overall, Canadians are three times as likely to prefer that Kamala Harris win the election (60%) as they are to prefer Donald Trump (21%). Eighteen percent prefer neither candidate, or do not express a preference.

The proportion preferring the Democratic Party candidate, however, is slightly lower in 2024 than it was in 2020, when current U.S. President Joe Biden was the nominee. In 2020, 67 percent of Canadians preferred Biden over Trump. The proportion of Canadians who prefer Trump rose by six percentage points between 2020 and 2024, from 15 percent to 21 percent.

FIGURE 1
U.S. presidential election: which candidate would you most like to see win? (2020 - 2024)



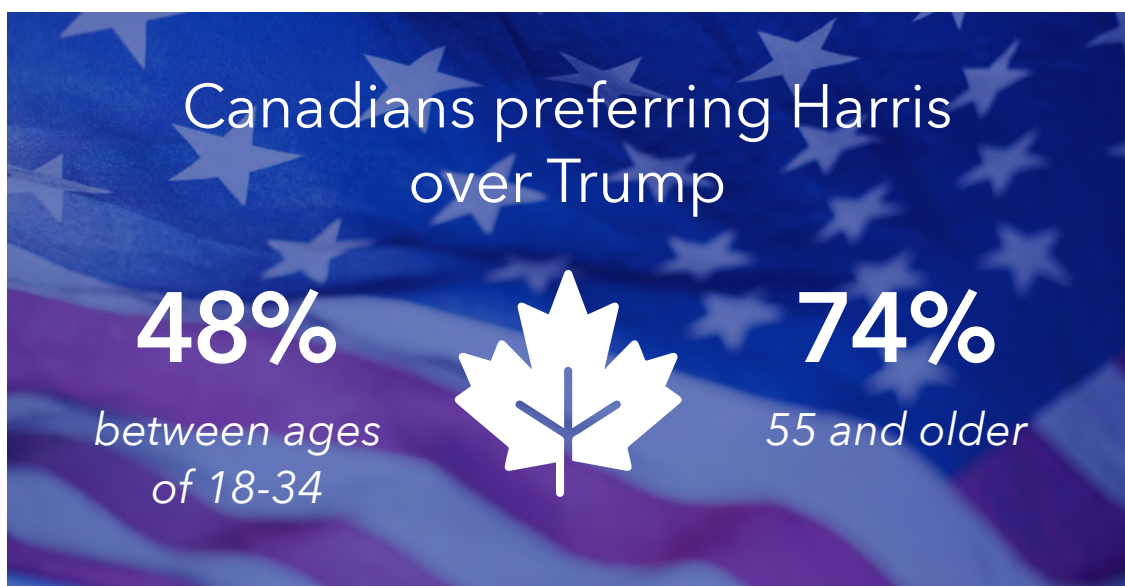
Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

The proportion of Canadians preferring the current Democratic Party candidate Kamala Harris over her Republican Party opponent is currently lower than was the case in 2008, when the Democratic Party candidate was Barak Obama. In 2008, 72 percent of Canadians sided with Obama; this compares with 60 percent siding with Harris today. Just over one in ten (13%) favoured Republican John McCain in 2008, compared to 21 percent who prefer Trump today.

Trump's appeal has grown among those under 55 years of age, and among those living in Ontario and the West

Kamala Harris is the preferred candidate for U.S. president among Canadians from all age groups, among both men and women, and across all regions of the country. But Donald Trump has gained in popularity among those under 55 years of age, and among those living in Ontario and the West.

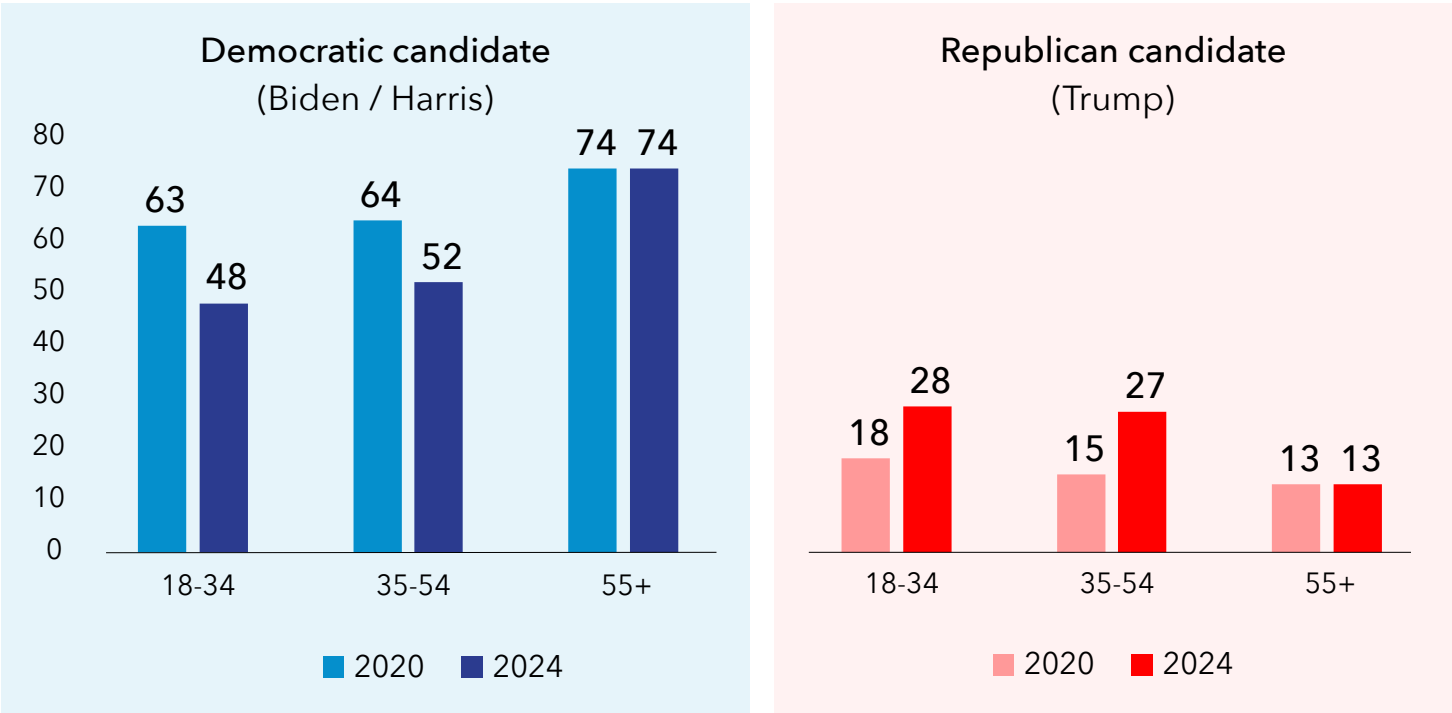
About one in two Canadians between the ages of 18 and 34 prefer Harris over Trump, but this proportion rises to three in four among those age 55 and older. Donald Trump is most likely to be preferred by those age 18 to 34 (28%) and those age 35 to 54 (27%), but this proportion drops to 13 percent among those age 55 and older.



What is most striking is the change in opinion since 2020. Canadians in the younger two age groups - that is, except for those age 55 and older - have grown more likely to prefer Trump. The Republican candidate's appeal has increased by 10 percentage points among those age 18 to 34, and by 12 points among those age 35 to 54.

FIGURE 2

U.S. presidential election: preferred candidate, by age group (2020 - 2024)



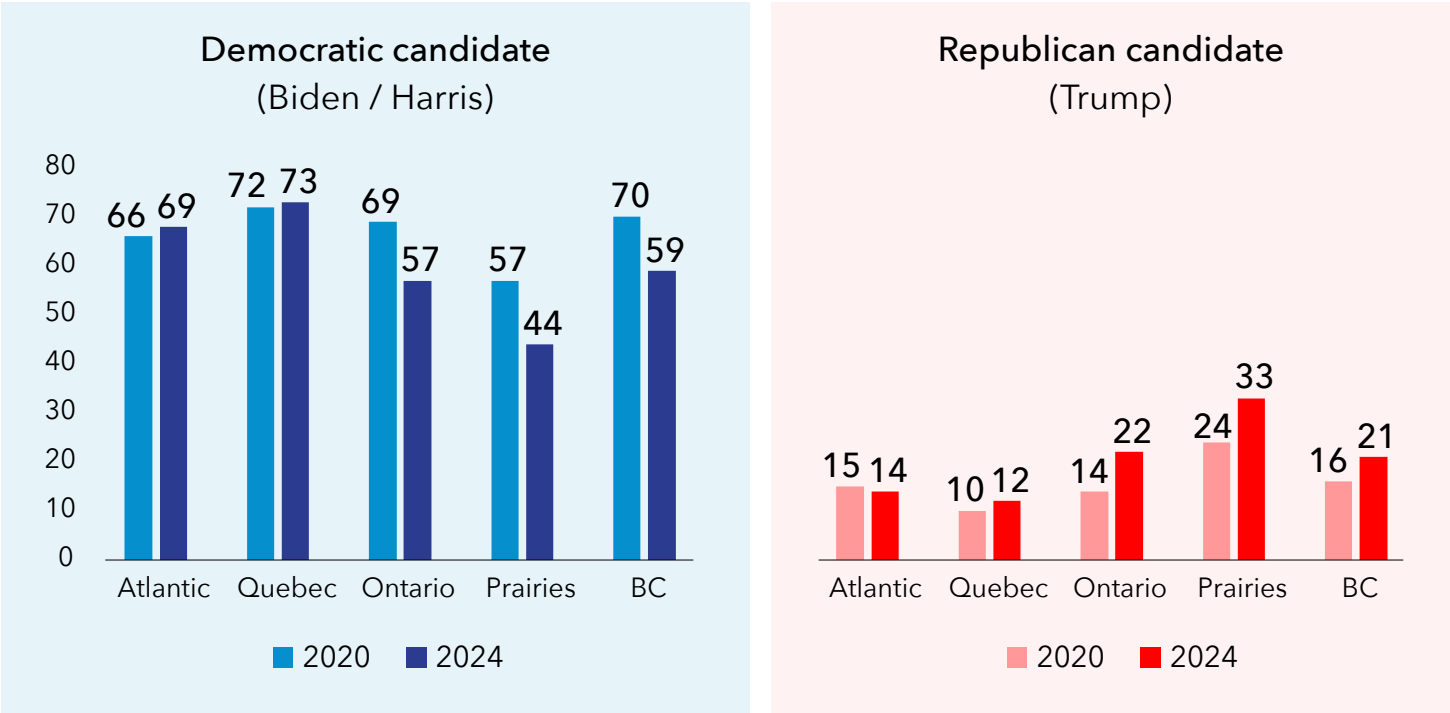
Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

Majorities of both men and women in Canada prefer Kamala Harris over Donald Trump. However, the preference for Harris is somewhat stronger among women (68%) than among men (51%). While only a minority of men prefer Trump, they are 12 percentage points more likely to do so than are women (27%, compared to 15%). Since 2020, Trump's appeal has increased by seven percentage points among men (from 20% to 27%) and by five points among women (from 10% to 15%).

Harris is also more popular than Trump in every region of the country, but the extent to which she is favoured varies considerably. Harris is most likely to be favoured in Quebec (73%) and Atlantic Canada (69%), and is preferred by more modest majorities in British Columbia (59%) and Ontario (57%). In the Prairie provinces, however, the proportion preferring Harris stands at only 44 percent. Conversely, Donald Trump is most likely to be preferred in the Prairie provinces (33%), somewhat less so in Ontario (22%) and B.C. (21%), and least of all in Atlantic Canada (14%) and Quebec (12%).

Preferences for either the Democratic Party or Republican Party nominees have changed very little since 2020 in either Atlantic Canada or Quebec. In Ontario, the Prairies and B.C.; however, the proportions preferring the Democratic Party nominee have declined, while the proportions preferring Donald Trump have edged upwards. Preference for Trump has increased by five percentage points in B.C., by eight points in Ontario and by nine points in the Prairie provinces.

FIGURE 3
U.S. presidential election: preferred candidate, by region (2020 - 2024)



Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

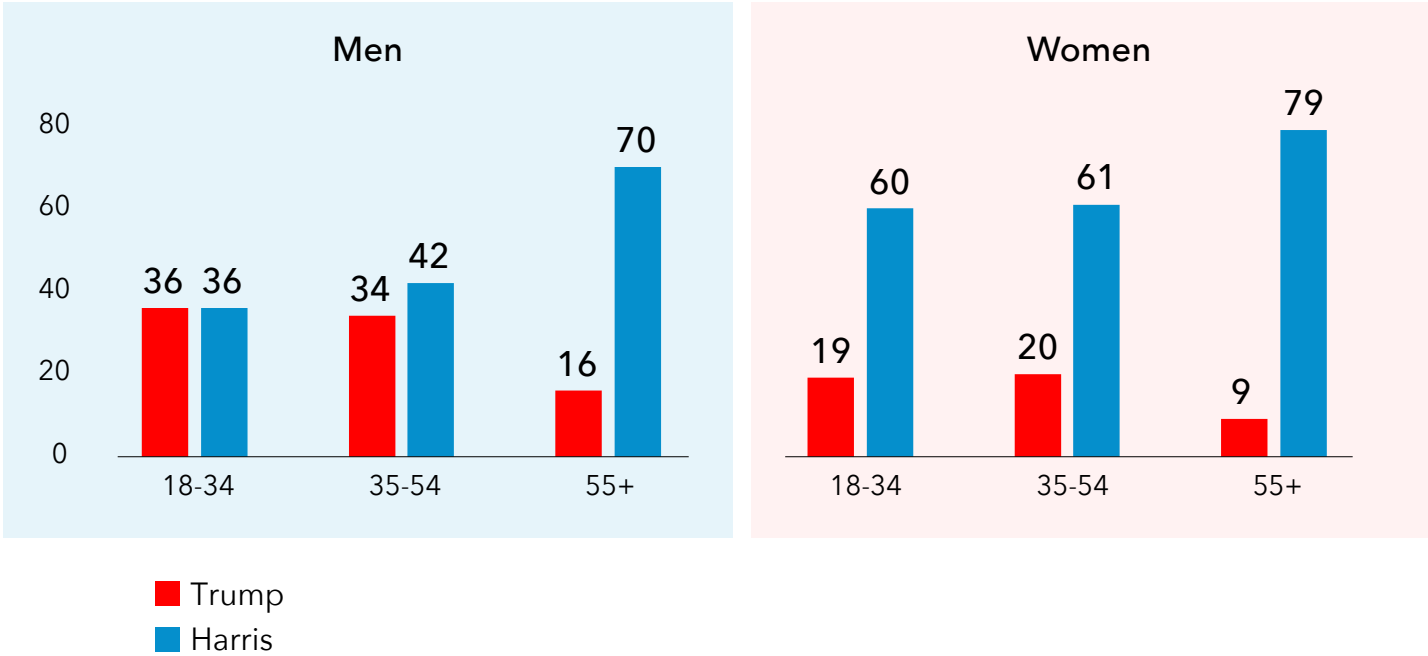
Younger men evenly split between Harris and Trump

As mentioned, the preference for the Republican Party candidate is higher among younger Canadians compared to their older counterparts, and higher among men than women. A combination of age and gender shows that it is highest among young men.

In fact, men between the ages of 18 and 34 are evenly split between a preference to see Kamala Harris win (36%) and a preference to see Donald Trump win (36%). This differs from the situation in 2020, when younger men favoured Biden over Trump by a margin of two-to-one (52% to 24%).

In contrast to the situation with men, women in all age groups currently lean heavily toward Harris. The preference for Harris is also very pronounced among older men; middled-aged men are more likely to favour Harris than Trump, but by a smaller margin.

FIGURE 4
U.S. presidential election: preferred candidate, by age and gender (2024)



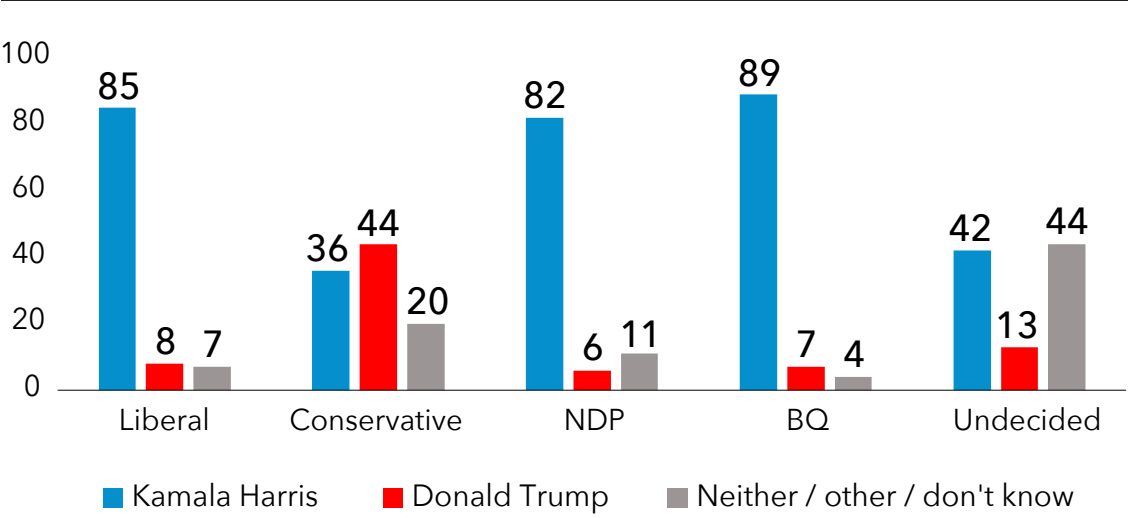
Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

Trump edges out Harris as the preferred candidate among Canadian Conservatives

The preferences for the winner of the 2024 U.S. presidential race vary significantly among Canadians, based on which federal political party they currently support.

The preference for Democratic Party candidate Kamala Harris is higher among supporters of the Bloc Québécois (89%), the Liberal Party (85%) and the NDP (82%), and much lower among supporters of the Conservative Party (36%). Conversely, a plurality of Conservative Party supporters (44%) prefer the Republican Party candidate Donald Trump, compared to fewer than one in ten supporters of the Bloc Québécois (7%), the Liberal Party (8%) or the NDP (6%).

FIGURE 5
U.S. presidential election: preferred candidate, by federal vote intention (2024)

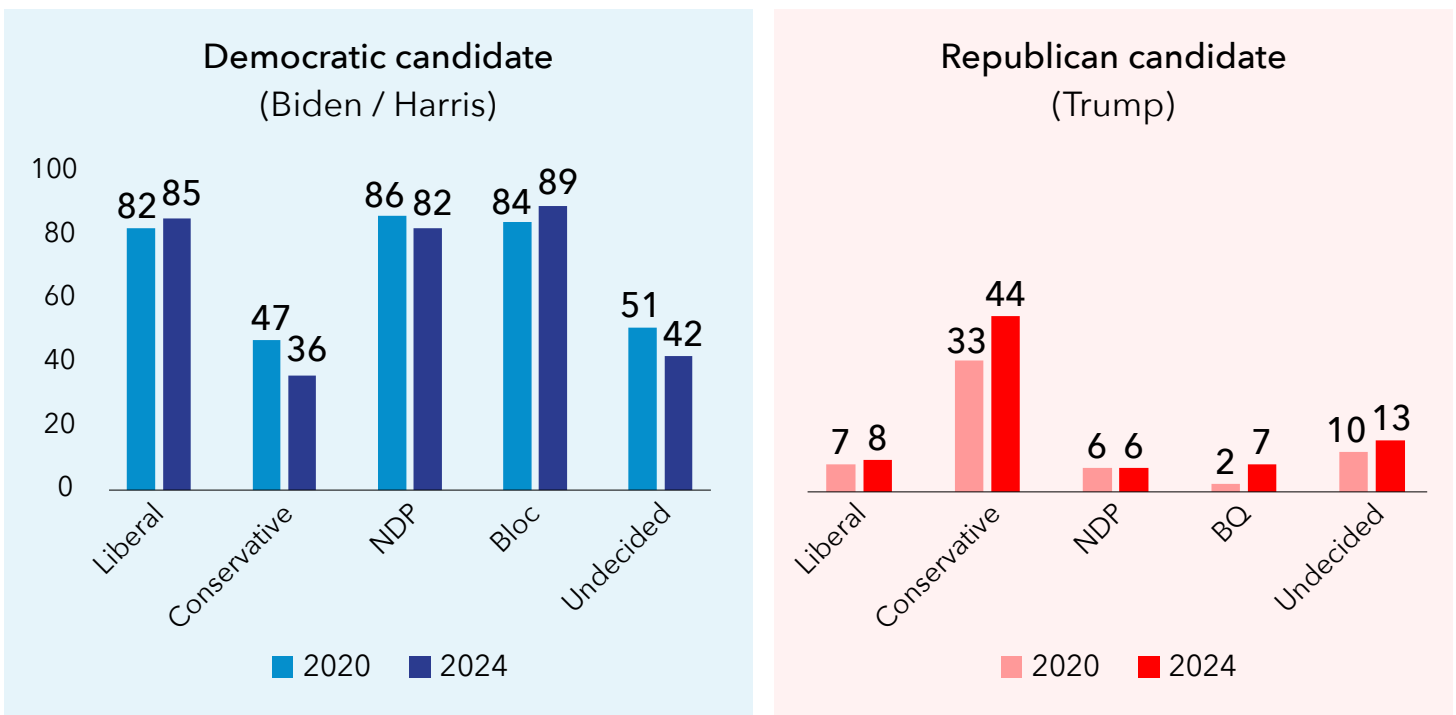


Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

Conservative Party supporters stand out as the only group of partisans that is more likely to prefer that Trump win the election, rather than Harris. This represents a shift from 2020, when supporters of all the major Canadian federal political parties were more likely to favour the Democratic Party nominee than the Republican Party nominee.

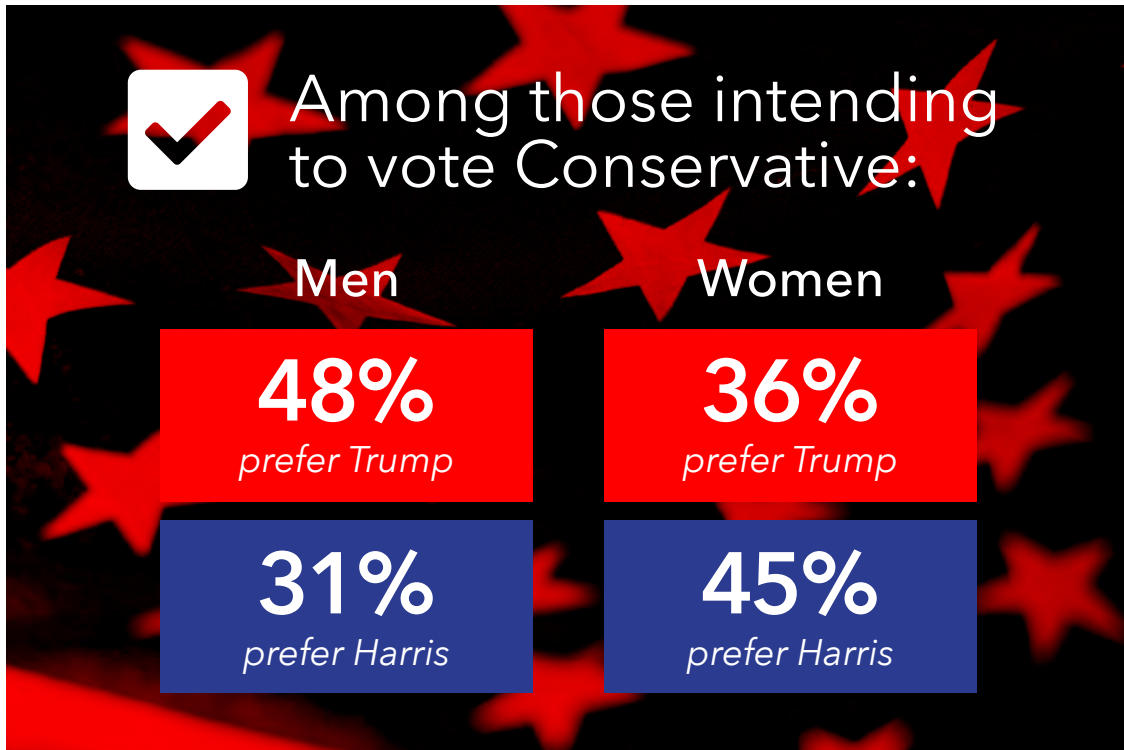
FIGURE 6

U.S. presidential election: preferred candidate, by federal vote intention (2020 - 2024)



Q: An American Presidential Election will be held in November. Which candidate would you most like to see win?

Compared to 2020, the preference for Donald Trump has increased by 11 percentage points among supporters of the Conservative Party, while remaining unchanged (and very low) among supporters of the other main parties.



Among Conservative Party supporters, however, opinions differ both by gender and age:

- Among those intending to vote Conservative, men are more likely to prefer Trump (48%) to Harris (31%), while women are more likely to prefer Harris (45%) to Trump (36%).
- Among those intending to vote Conservative, those under age 55 are more likely to prefer Trump (51%) to Harris (28%), while those age 55 and older are more likely to prefer Harris (51%) to Trump (32%).

The U.S. election and overall satisfaction in Canada

As Canadians watch political events unfold in the United States, dissatisfaction with developments at home is growing.

Among Canadians who are currently satisfied with the way things are going in this country, Harris is favoured over Trump by a wide margin. Among this group of Canadians, 73 percent would prefer that Harris win the U.S. presidential election; by comparison, only 11 percent of satisfied Canadians prefer that Trump win.



Overall, the proportion of Canadians with a favourable opinion of the United States has increased by 18 percentage points since the autumn of 2020 when Democrat Joe Biden was elected president.

Canadians who are dissatisfied with the direction of their country also favour Harris, but by a somewhat narrower margin: among this group, 51 percent prefer Harris and 29 percent prefer Trump.

In 2020, in the weeks before the previous U.S. election, the pattern was almost exactly the same, with a large majority of satisfied Canadians preferring Joe Biden, the Democratic Party candidate at the time (79%), compared to only about one in two (50%) dissatisfied Canadians.

However, while the percentage of dissatisfied Canadians who favour Donald Trump in the U.S. presidential election has not increased since 2020, the overall proportion of Canadians who are dissatisfied has. Since 2020, the proportion of Canadians who are satisfied with the way things are going in the country has declined by 23 percentage points (from 58% to 35%), while the proportion that are dissatisfied has increased by the same amount (from 34% to 57%). The reasons for Canadians' growing dissatisfaction with the direction of the country may well be some of the same ones that led to a modest six percentage-point increase in the proportion that prefer Trump over Harris.

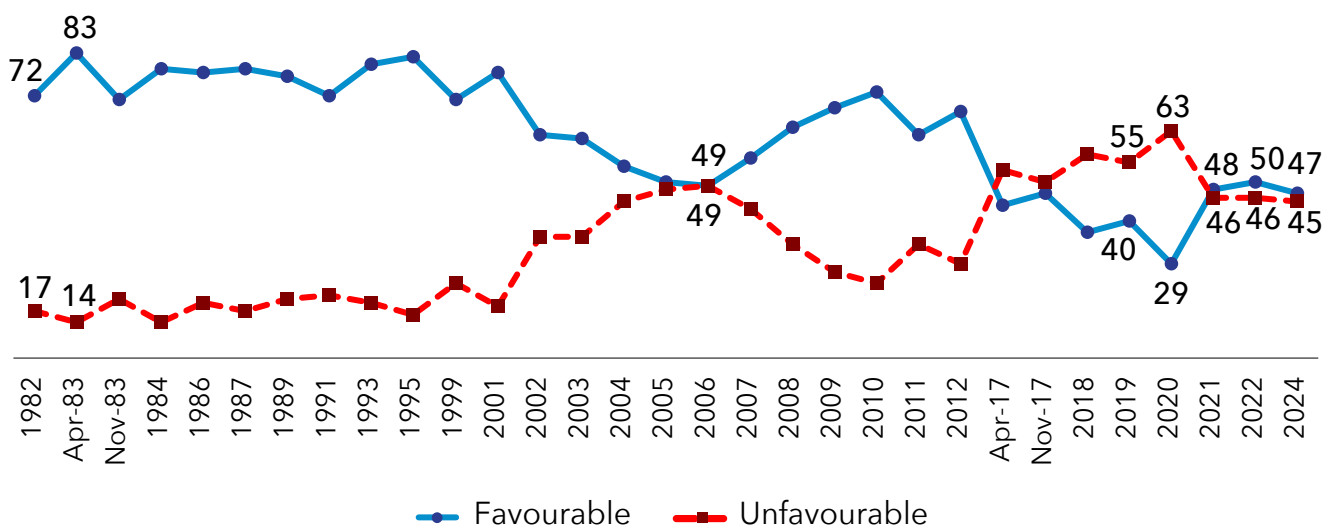
Canadians split on their views of the United States

Canadians are currently evenly split between a favourable and an unfavourable opinion of the United States. Just under one in two (47%) say they have a favourable opinion, but just as many (45%) have an unfavourable opinion. An additional seven percent do not express an opinion either way.

Canadians have been evenly split on their opinions of the United States since the return of a Democratic Party president to the White House in 2020. But, during the presidency of Donald Trump, the proportion of a Canadians with a favourable opinion of the United States declined dramatically, reaching a low of 29 percent in 2020, just prior to that year’s election. Historically, a large majority of Canadians have held a favourable opinion of their U.S. neighbour, with the exception of a period in the early 2000s during the presidency of George W. Bush, and the U.S.-led war in Iraq, and then more recently, following the election of Donald Trump in 2016.

Overall, the proportion of Canadians with a favourable opinion of the United States has increased by 18 percentage points since the autumn of 2020, when Democrat Joe Biden was elected president.

FIGURE 7
Opinions of the United States (1982-2024)



Q: In general, what is your opinion of the United States?

In 2024, the proportion with a favourable opinion of the United States is higher among men (56%) than among women (40%). It is also somewhat higher among residents of the Prairie provinces (52%), and lower among Quebecers (43%) and residents of Atlantic Canada (40%). It is higher among those between the ages of 35 and 54 (54%), and lower among those who are either younger (48% among those age 18 to 34) or older (43% among those age 55 and older).

Opinions of the United States also vary considerably based on which party one would vote for in a Canadian federal election. Favourable opinions are highest among supporters of the Conservative Party (63%), and lowest among supporters of the Bloc Québécois (42%), the Liberal Party (41%) and the NDP (31%).

Similarly, opinions vary depending on the preferred winner of the U.S. presidential election: those preferring the Democratic Party candidate are more likely to view the U.S. unfavourably than those preferring the Republican Party candidate:

- Among Canadians who prefer that Kamala Harris prevail in November, 56 percent hold an unfavourable view of the United States (compared to 41% whose view is favourable).
- Among Canadians who would prefer that Donald Trump be re-elected as president, only 29 percent have an unfavourable view of the United States (compared to 66% whose view is favourable).





FOCUS CANADA

Environic
Institute
For Survey Research

TED
ROGERS
SCHOOL
OF MANAGEMENT

DiVERSITY
INSTITUTE