

PUBLIC PERSPECTIVES



CANADIAN ATTITUDES TOWARD THE US ELECTION

November 2016



GENERAL THEMES FROM THE DATA ARE...

Canadians see little good resulting from the Trump presidency

Relatively few Canadians (30%) are satisfied with the outcome of the US election.

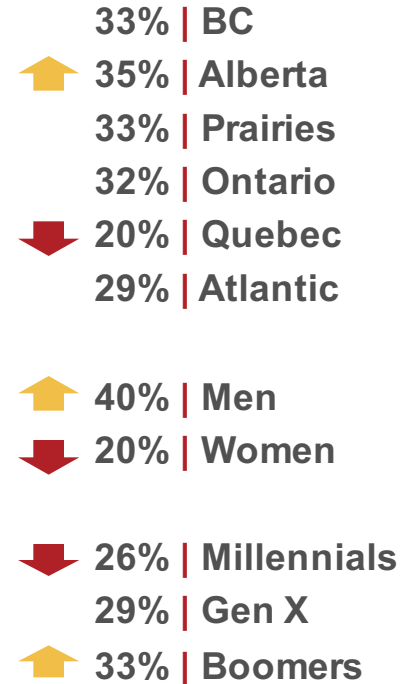
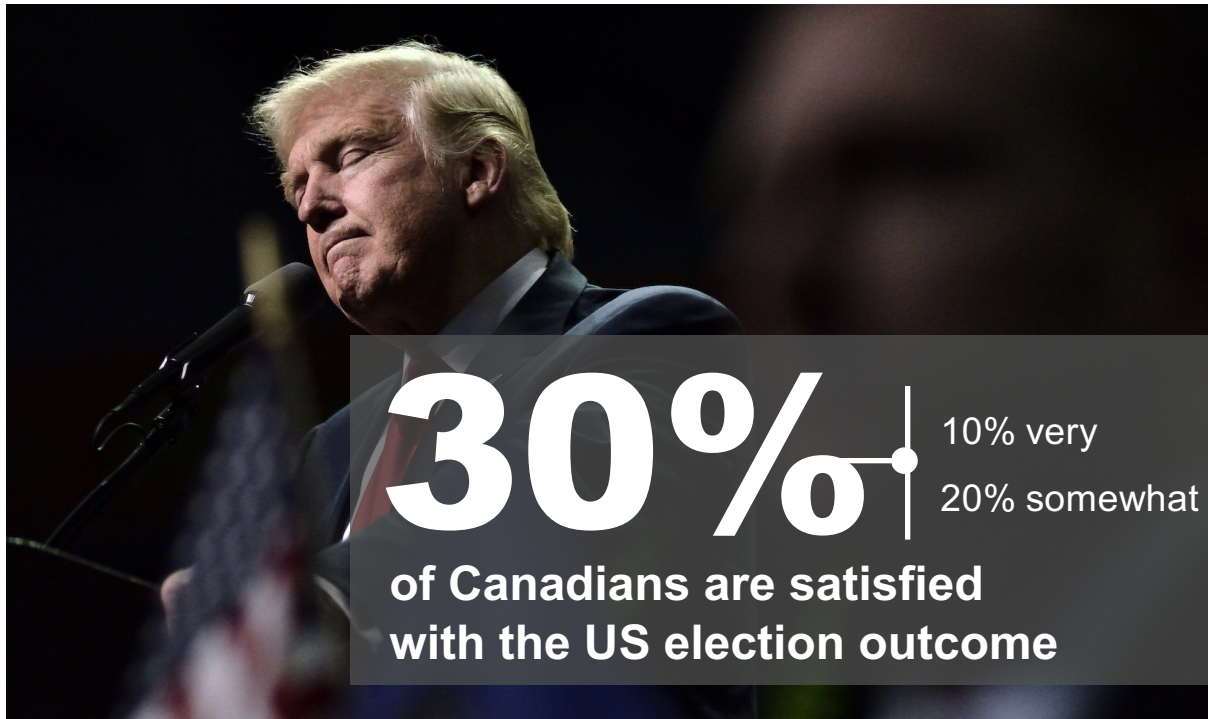
This is driven by the fact that Canadians see a largely negative impact of the Trump presidency on the US (-42%) and the world (-47%) overall. They also see a largely negative impact on Canada (-30%), Canada-US relations (-35%), and North America trade (-43%). But the biggest negative impact is seen to be on climate change initiatives in North America (-52%).

However, Canadians say they understand the underlying currents that led to a Trump win and are not opposed to a Trump-like platform in Canada.

Canadians clearly dismiss the potential for a Trump-like candidate in Canada (23% say would have a chance of winning). However, three-quarters (76%) say they would consider voting for a Trump-like platform. Interestingly, two-thirds (67%) of Canadians say they understand the anger in the US electorate that led to the result. Further, 60% believe that Canada has become too politically correct.

These results, along with other research we have done which shows a declining sense of social cohesion and empathy among Canadians, suggest that there are underlying currents that could lead to a similar Trump-like movement (but toned down) in Canada.

RELATIVELY FEW CANADIANS SATISFIED WITH THE OUTCOME OF THE US ELECTION

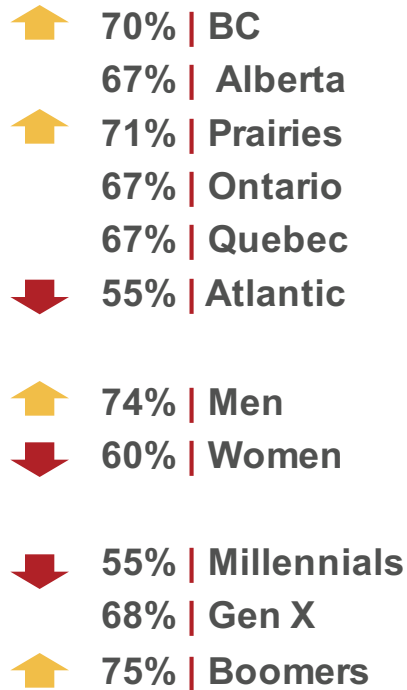


CANADIANS SEE LARGELY NEGATIVE IMPACTS OF THE TRUMP PRESIDENCY, PARTICULARLY ON CLIMATE CHANGE INITIATIVES

The proportion of Canadians who believe the election of Trump is positive, neutral or negative...

	% POSITIVE	% NEUTRAL	% NEGATIVE	% NET POSITIVE MINUS NEGATIVE
ADDRESSING CLIMATE CHANGE IN NORTH AMERICA	7%	35%	59%	-52%
THE UNITED STATES, OVERALL	16%	27%	58%	-42%
THE WORLD, OVERALL	9%	35%	56%	-47%
NORTH AMERICAN TRADE	11%	34%	54%	-43%
THE SECURITY OF THE UNITED STATES	18%	33%	49%	-31%
THE RELATIONSHIP BETWEEN CANADA AND THE U.S.	12%	41%	47%	-35%
CANADA, OVERALL	14%	42%	44%	-30%
THE SECURITY OF CANADA	21%	49%	30%	-9%

CANADIANS UNDERSTAND THE UNDERLYING ANGER THAT LED TO THE RESULT

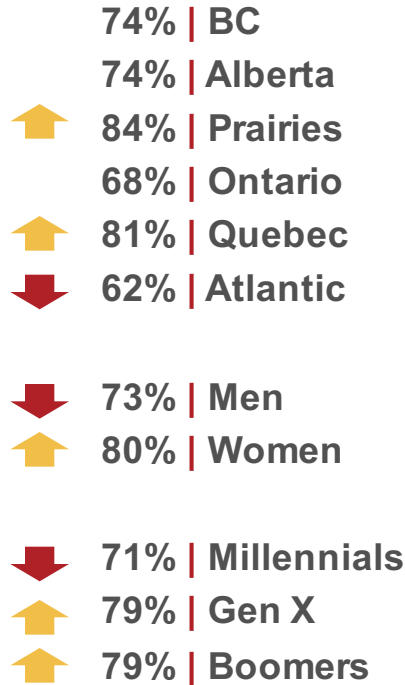


AND, SIX-IN-TEN CANADIANS BELIEVE THAT WE HAVE BECOME TOO “POLITICALLY CORRECT”



- ↑ 66% | BC
- 60% | Alberta
- 58% | Prairies
- ↓ 56% | Ontario
- 63% | Quebec
- ↓ 55% | Atlantic
- ↑ 63% | Men
- ↓ 57% | Women
- ↓ 45% | Millennials
- 63% | Gen X
- ↑ 67% | Boomers

A CANADIAN VERSION OF THE TRUMP PLATFORM COULD DO WELL IN CANADA...



76% —
very 33%
somewhat 43%

**of Canadians say that they are likely
to consider voting for such a candidate**

"If the leader of a major Canadian political party ran on a platform of stricter immigration controls, reviewing trade agreements like NAFTA to ensure they are in Canada's best interest, shifting expenditures from international development in other countries to priorities in Canada, and getting tough on crime"

Photo Source: Elections Canada

...BUT A TRUMP-LIKE CANDIDATE WOULD NOT

While most would at least consider a Trump-like platform, relatively few believe that a candidate like this would be successful.

ONLY

23%

7% strongly

16% somewhat

agree that *“If someone like Donald Trump ran for Prime Minister in Canada, he would have a good chance of winning”*

↑ 27% | BC

↑ 28% | Alberta

↑ 30% | Prairies

23% | Ontario

21% | Quebec

↓ 16% | Atlantic

↑ 31% | Men

↓ 16% | Women

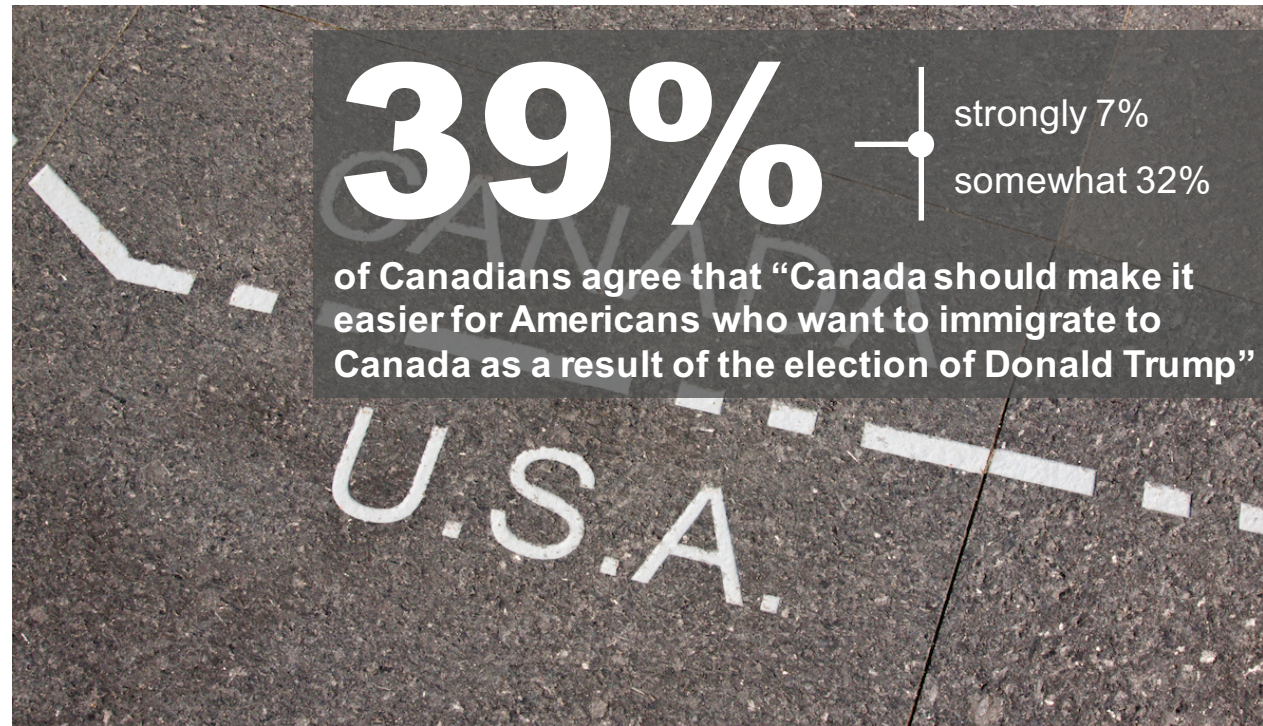
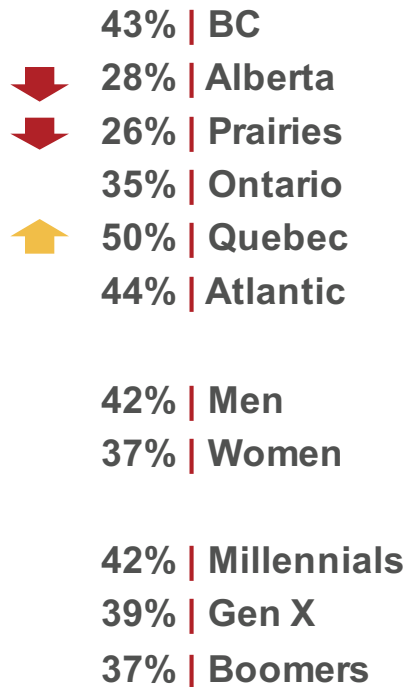
↓ 18% | Millennials

22% | Gen X

↑ 30% | Boomers

Photo Source: Elections Canada

ONLY A MINORITY OF CANADIANS SAY WE SHOULD MAKE IT EASIER FOR FLEEING US RESIDENTS TO COME TO CANADA



METHODOLOGY

Data for this issue of [Public Perspectives](#) were generated through an online survey of 1,001 Canadians from Ipsos' online panel, 18 years of age and older. Fieldwork was conducted immediately following the November US election and was released with our media partner, [Global News](#). Weighting was employed to balance demographics and ensure that the sample's composition reflected that of the adult population according to Census data and to provide results intended to approximate the sample universe.

The precision of Ipsos' online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

CONTACTS

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