



Report

# Canadian Perceptions of U.S. Election

*Survey of Canadians*



Date : 16 / 10 / 2024  
Projet : 16811-110



# Methodology



## Method

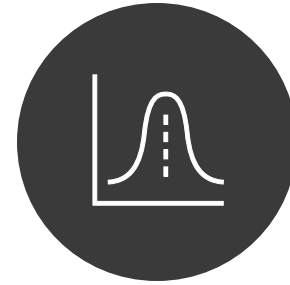
Online survey among respondents 18 years of age or older. (Canadian sample: n= 1,562).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

October 18 to October 21, 2024.



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.48\%$ , (19 times out of 20) for the Canadian sample.



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

# Methodology



## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: [aenns@leger360.com](mailto:aenns@leger360.com)

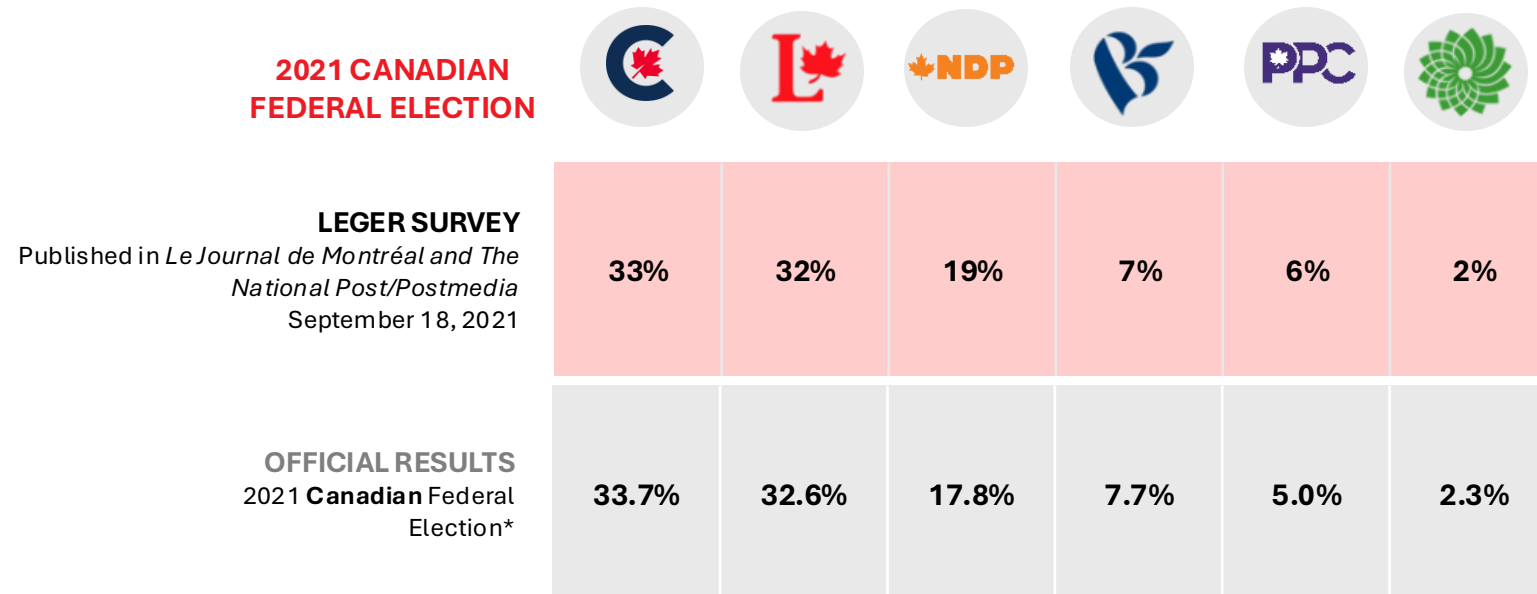
### Notes

A more detailed methodology is presented in the Appendix.

# Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>



\*The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.

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# Key Highlights

*From October 18 to 21, 2024, we surveyed Canadians about their perceptions of the upcoming U.S. presidential election.*

## **Some of the key highlights of our survey about the Canadian Perceptions of U.S. Election include...**

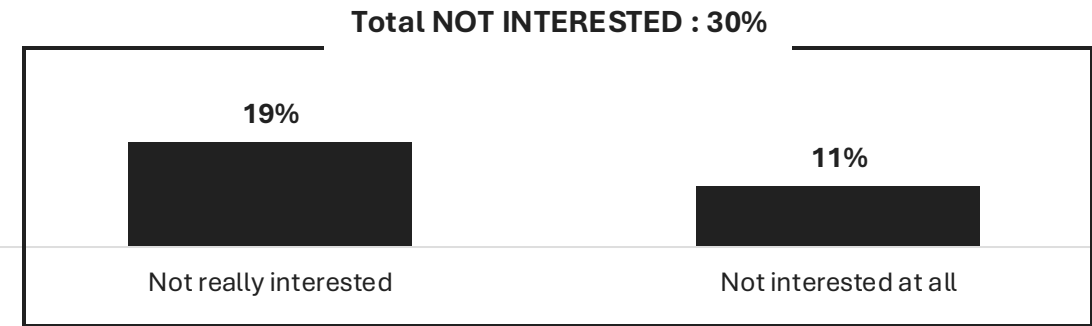
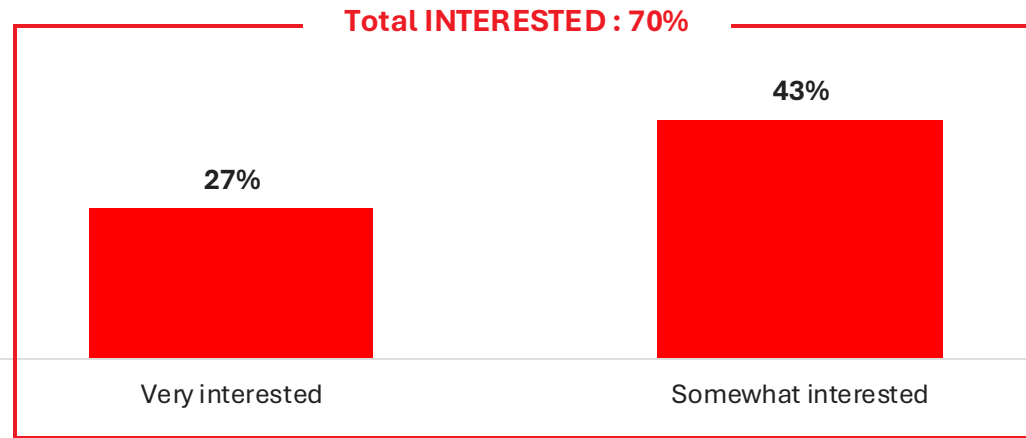
- Seven out of ten Canadians (70%) are interested in the current U.S. election, while 30% are not. Liberal voters (85%) and respondents aged 55 and older (78%) are more likely to be interested. Interest does not equate to watching the results on election night, however. More than one-third of Canadians (38%) plan to watch U.S. election night coverage, 42% will not watch but will follow the results afterward, and 15% have no interest in watching the coverage.
- If Canadians could vote in the U.S. election, 64% would vote for Kamala Harris, 21% for Donald Trump, and 15% are unsure. Canadians aged 55 and older (77%), Quebecers (72%), and women (70%) are more likely to support Harris, while respondents aged 18 to 34 (29%) and Conservative voters (45%) are more likely to support Trump. Conservative voters are split with 42% saying they would support Harris.
- Sixty-two percent (62%) of Canadians believe that a Kamala Harris victory would be the best outcome for Canada.
- Canadians believe Harris would perform better than Trump on all issues surveyed, particularly on climate change (68% vs. 14% for Trump), trade relations with Canada (64% vs. 18%), immigration (58% vs. 28%), national security (58% vs. 28%), current conflicts in Ukraine and the Middle East (56% vs. 26%), and the U.S. economy (54% vs. 30%).
- Two out of three Canadians (65%) are worried about potential violence and uncertainty surrounding the outcome of the U.S. election. This concern is higher among Canadians aged 55 and older (74%), women (69%), Liberal voters (81%), and NDP voters (82%)

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# U.S. Election



# Level of Interest in the American Election









	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<b>Weighted n=</b>	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
<b>Unweighted n=</b>	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
<b>Total Interested</b>	<b>70%</b>	70%	<b>65%</b>	<b>74%</b>	69%	67%	72%	<b>77%</b>	<b>64%</b>	<b>63%</b>	<b>66%</b>	<b>78%</b>	69%	71%	73%
Very interested	<b>27%</b>	28%	<b>20%</b>	<b>32%</b>	29%	21%	32%	<b>35%</b>	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>37%</b>	27%	25%	32%
Somewhat interested	<b>43%</b>	42%	46%	42%	41%	46%	41%	42%	44%	44%	46%	41%	42%	46%	41%
<b>Total Not Interested</b>	<b>30%</b>	30%	<b>35%</b>	<b>26%</b>	31%	33%	28%	<b>23%</b>	<b>36%</b>	<b>37%</b>	<b>34%</b>	<b>22%</b>	31%	29%	27%
Not really interested	<b>19%</b>	16%	<b>25%</b>	16%	16%	21%	17%	<b>14%</b>	<b>24%</b>	<b>24%</b>	21%	<b>14%</b>	19%	18%	20%
Not interested at all	<b>11%</b>	14%	10%	10%	15%	12%	10%	<b>9%</b>	<b>13%</b>	13%	13%	<b>8%</b>	12%	11%	<b>7%</b>

Q1. What is your level of interest in the current U.S. Presidential Election?

Base: All respondents (n=1,562)

## Level of Interest in the American Election – *By Voting Intentions*

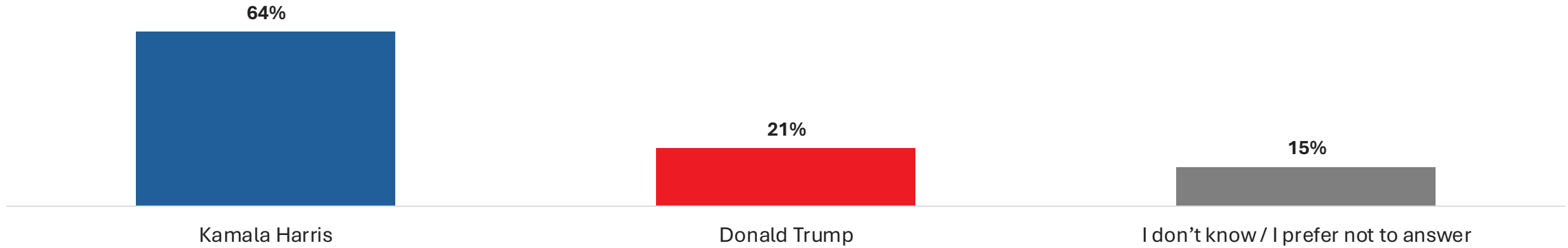
							
	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
<b>Total Interested</b>	<b>70%</b>	78%	<b>85%</b>	71%	69%	70%	78%
Very interested	<b>27%</b>	30%	<b>41%</b>	30%	<b>18%</b>	21%	36%
Somewhat interested	<b>43%</b>	48%	44%	42%	51%	49%	42%
<b>Total Not Interested</b>	<b>30%</b>	22%	<b>15%</b>	29%	31%	30%	22%
Not really interested	<b>19%</b>	16%	<b>10%</b>	20%	<b>25%</b>	21%	8%
Not interested at all	<b>11%</b>	7%	5%	8%	6%	8%	14%

**Q1.** What is your level of interest in the current U.S. Presidential Election?

Base: All respondents (n=1,562)



# If Canadians Could Vote in the U.S. Election









	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
Unweighted n=	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
Kamala Harris	64%	57%	72%	61%	66%	57%	67%	58%	70%	50%	58%	77%	63%	65%	66%
Donald Trump	21%	24%	17%	22%	23%	29%	19%	30%	13%	29%	27%	13%	23%	20%	21%
I don't know / I prefer not to answer	15%	19%	11%	17%	11%	14%	14%	12%	17%	21%	15%	10%	14%	15%	14%

Q2. If you could vote in the U.S. election, would you vote for Kamala Harris or Donald Trump?

Base: All respondents (n=1,562)

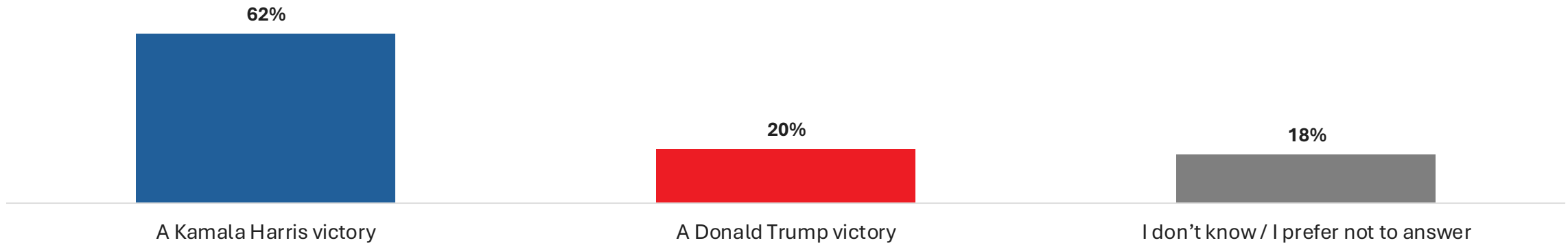
## If Canadians Could Vote in the U.S. Election – *By Voting Intentions*

							
	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
Kamala Harris	<b>64%</b>	<b>42%</b>	<b>88%</b>	<b>90%</b>	<b>90%</b>	<b>86%</b>	22%
Donald Trump	<b>21%</b>	<b>45%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>12%</b>	66%
I don't know / I prefer not to answer	<b>15%</b>	<b>13%</b>	<b>4%</b>	<b>5%</b>	6%	<b>3%</b>	12%

**Q2.** If you could vote in the U.S. election, would you vote for Kamala Harris or Donald Trump?

Base: All respondents (n=1,562)

# Best Outcome for Canada in the U.S. Election









	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
Unweighted n=	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
A Kamala Harris victory	62%	58%	72%	59%	61%	52%	65%	58%	66%	49%	57%	75%	61%	63%	65%
A Donald Trump victory	20%	22%	15%	20%	19%	29%	20%	27%	13%	26%	27%	11%	20%	20%	20%
I don't know / I prefer not to answer	18%	20%	13%	21%	20%	19%	15%	15%	21%	25%	17%	14%	18%	17%	15%

Q3. In your view, what is the best outcome for Canada as a whole in this U.S. election?

Base: All respondents (n=1,562)

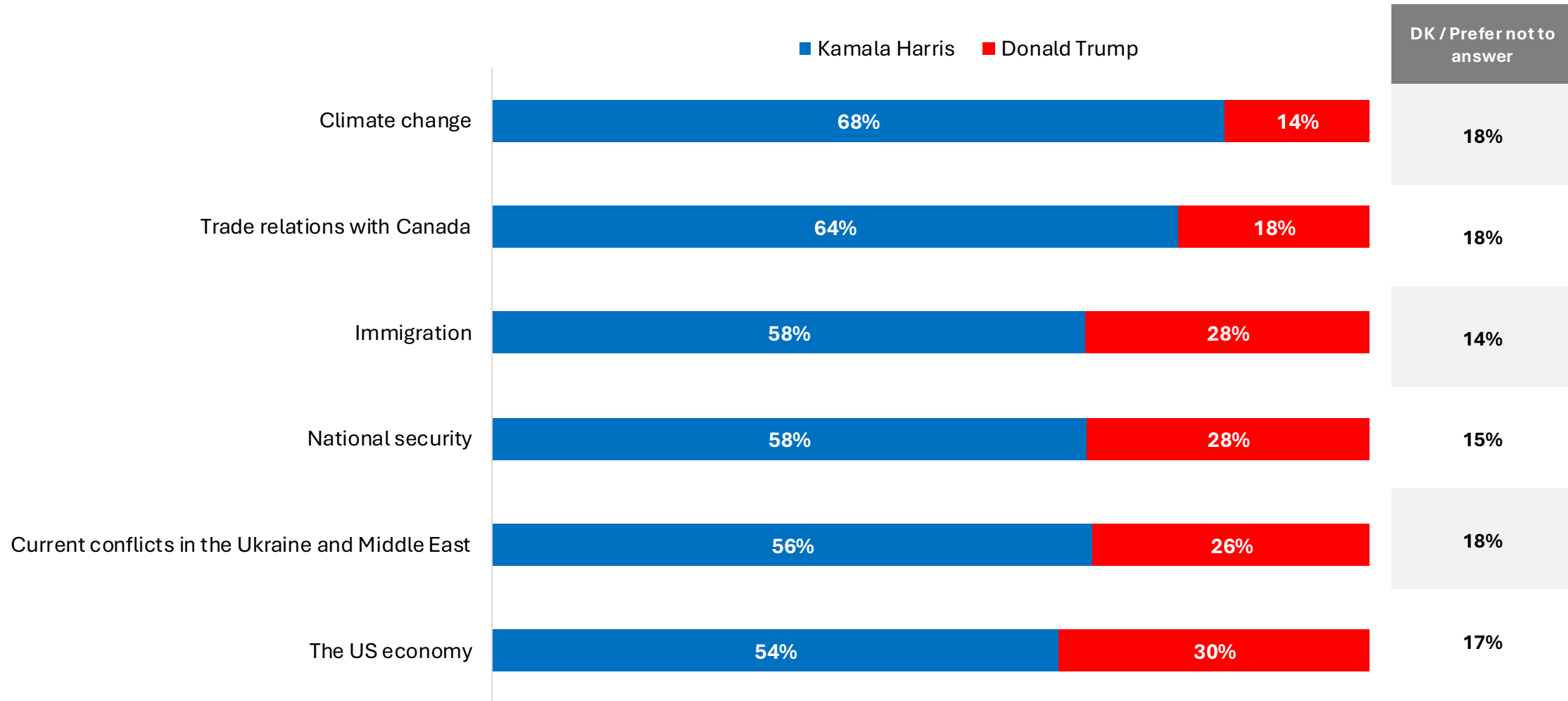
## Best Outcome for Canada in the U.S. Election – *By Voting Intentions*

							
	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
A Kamala Harris victory	20%	42%	86%	89%	88%	76%	32%
A Donald Trump victory	62%	42%	7%	4%	4%	15%	55%
I don't know / I prefer not to answer	18%	16%	7%	7%	8%	9%	14%

**Q3.** In your view, what is the best outcome for Canada as a whole in this U.S. election?

Base: All respondents (n=1,562)

## Best Candidate for Specific Issues



**Q4.** In your opinion, between Kamala Harris and Donald Trump, who would do a better job addressing the following issues...

Base: All respondents (n=1,562)

## Best Candidate for Specific Issues – *Details*

<b>% Kamala Harris Presented</b>	<b>TOTAL</b>	<b>ATL</b>	<b>QC</b>	<b>ON</b>	<b>MB/SK</b>	<b>AB</b>	<b>BC</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>Urban</b>	<b>Sub-urban</b>	<b>Rural</b>
<b>Weighted n=</b>	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
<b>Unweighted n=</b>	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
Climate change	<b>68%</b>	64%	<b>77%</b>	<b>64%</b>	74%	60%	71%	<b>65%</b>	<b>71%</b>	<b>59%</b>	66%	<b>76%</b>	70%	67%	69%
Trade relations with Canada	<b>64%</b>	63%	<b>72%</b>	<b>60%</b>	70%	58%	64%	<b>61%</b>	<b>67%</b>	<b>50%</b>	60%	<b>76%</b>	65%	63%	67%
Immigration	<b>58%</b>	52%	<b>65%</b>	55%	61%	50%	61%	<b>51%</b>	<b>64%</b>	<b>50%</b>	<b>53%</b>	<b>66%</b>	58%	59%	58%
National security	<b>58%</b>	53%	<b>63%</b>	55%	59%	52%	62%	<b>54%</b>	<b>61%</b>	<b>43%</b>	<b>53%</b>	<b>70%</b>	56%	58%	62%
Current conflicts in the Ukraine and Middle East	<b>56%</b>	52%	60%	54%	61%	49%	59%	<b>51%</b>	<b>60%</b>	<b>40%</b>	53%	<b>67%</b>	53%	58%	60%
The US economy	<b>54%</b>	50%	<b>59%</b>	51%	55%	50%	58%	<b>50%</b>	<b>58%</b>	<b>41%</b>	50%	<b>64%</b>	54%	54%	55%

<b>% Donald Trump Presented</b>	<b>TOTAL</b>	<b>ATL</b>	<b>QC</b>	<b>ON</b>	<b>MB/SK</b>	<b>AB</b>	<b>BC</b>	<b>Male</b>	<b>Female</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>	<b>Urban</b>	<b>Sub-urban</b>	<b>Rural</b>
<b>Weighted n=</b>	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
<b>Unweighted n=</b>	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
Climate change	<b>14%</b>	14%	<b>8%</b>	16%	12%	19%	13%	<b>19%</b>	<b>8%</b>	<b>19%</b>	<b>17%</b>	<b>7%</b>	14%	14%	13%
Trade relations with Canada	<b>18%</b>	17%	<b>11%</b>	20%	16%	26%	17%	<b>24%</b>	<b>12%</b>	<b>25%</b>	<b>23%</b>	<b>10%</b>	17%	19%	17%
Immigration	<b>28%</b>	31%	<b>23%</b>	28%	28%	<b>37%</b>	24%	<b>36%</b>	<b>20%</b>	31%	<b>33%</b>	<b>22%</b>	26%	30%	29%
National security	<b>28%</b>	35%	<b>22%</b>	28%	26%	<b>39%</b>	26%	<b>36%</b>	<b>20%</b>	<b>35%</b>	<b>33%</b>	<b>19%</b>	27%	29%	25%
Current conflicts in the Ukraine and Middle East	<b>26%</b>	30%	<b>20%</b>	27%	29%	33%	22%	<b>35%</b>	<b>17%</b>	<b>32%</b>	<b>30%</b>	<b>19%</b>	26%	26%	25%
The US economy	<b>30%</b>	32%	26%	31%	31%	35%	26%	<b>38%</b>	<b>21%</b>	<b>37%</b>	<b>34%</b>	<b>21%</b>	29%	30%	30%

**Q4.** In your opinion, between Kamala Harris and Donald Trump, who would do a better job addressing the following issues...

Base: All respondents (n=1,562)

## Best Candidate for Specific Issues – *By Voting Intentions*



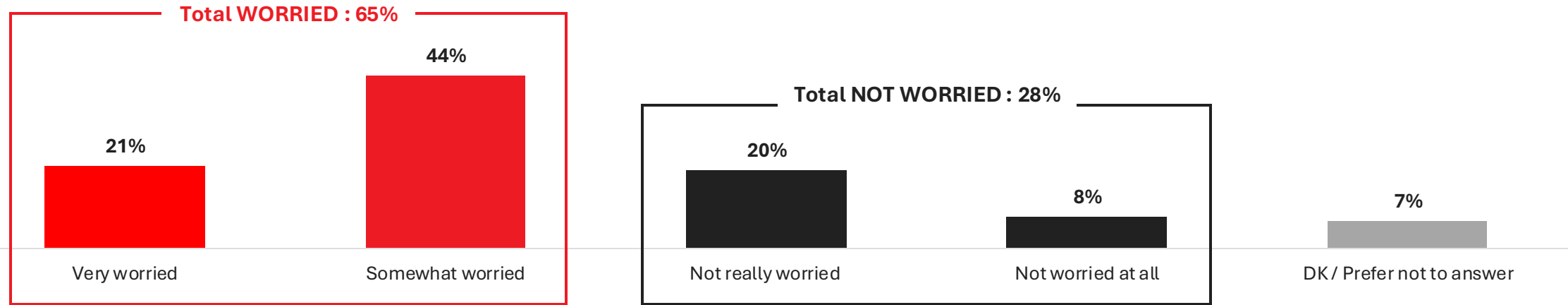
<i>% Kamala Harris Presented</i>	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
Climate change	68%	56%	87%	90%	94%	81%	32%
Trade relations with Canada	64%	47%	86%	88%	92%	76%	29%
Immigration	58%	34%	85%	85%	74%	77%	23%
National security	58%	38%	81%	86%	81%	79%	24%
Current conflicts in the Ukraine and Middle East	56%	38%	79%	82%	73%	70%	16%
The US economy	54%	33%	81%	80%	75%	76%	17%

<i>% Donald Trump Presented</i>	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
Climate change	14%	25%	6%	4%	3%	10%	52%
Trade relations with Canada	18%	36%	8%	4%	1%	15%	50%
Immigration	28%	57%	9%	8%	15%	14%	67%
National security	28%	54%	12%	8%	11%	19%	65%
Current conflicts in the Ukraine and Middle East	26%	51%	10%	7%	10%	19%	68%
The US economy	30%	58%	9%	10%	17%	19%	72%

**Q4.** In your opinion, between Kamala Harris and Donald Trump, who would do a better job addressing the following issues...

Base: All respondents (n=1,562)

# Concerns About Violence and Uncertainty Related to the U.S. Election Outcome



	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
Unweighted n=	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
<b>TOTAL WORRIED</b>	<b>65%</b>	72%	62%	67%	61%	60%	67%	<b>61%</b>	<b>69%</b>	61%	<b>57%</b>	<b>74%</b>	65%	64%	68%
Very worried	<b>21%</b>	27%	18%	23%	16%	<b>14%</b>	23%	<b>18%</b>	<b>23%</b>	<b>15%</b>	18%	<b>26%</b>	21%	20%	24%
Somewhat worried	<b>44%</b>	44%	43%	44%	45%	46%	45%	42%	46%	45%	<b>39%</b>	47%	44%	45%	45%
<b>TOTAL NOT WORRIED</b>	<b>28%</b>	25%	<b>33%</b>	<b>25%</b>	33%	34%	25%	<b>33%</b>	<b>23%</b>	30%	<b>35%</b>	<b>22%</b>	28%	30%	26%
Not really worried	<b>20%</b>	18%	<b>24%</b>	19%	24%	23%	15%	21%	19%	23%	23%	<b>16%</b>	21%	21%	19%
Not worried at all	<b>8%</b>	7%	8%	<b>6%</b>	10%	11%	10%	<b>12%</b>	<b>4%</b>	8%	<b>12%</b>	<b>5%</b>	7%	9%	7%
DK / Prefer not to answer	<b>7%</b>	3%	6%	9%	6%	6%	8%	6%	8%	9%	8%	<b>5%</b>	7%	6%	5%

Q5. To what extent would you say you are worried there maybe violence and uncertainty associated with the outcome of the U.S. election?

Base: All respondents (n=1,562)



## Concerns About Violence and Uncertainty Related to the U.S. Election Outcome – *Details*

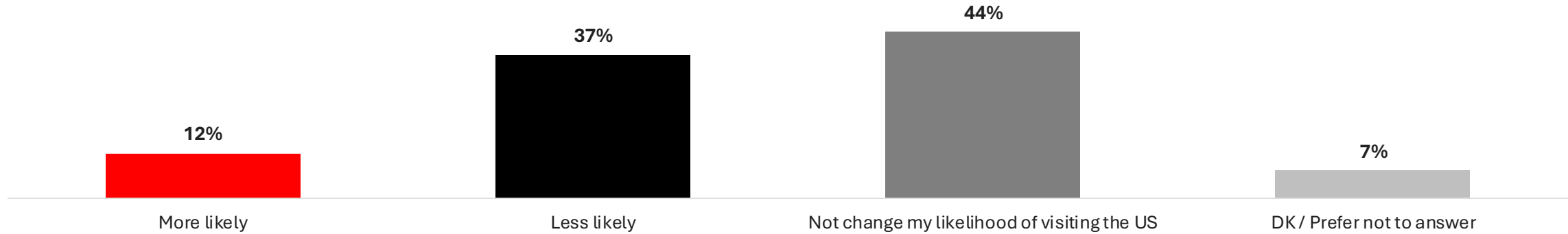


	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
<b>TOTAL WORRIED</b>	<b>65%</b>	<b>54%</b>	<b>81%</b>	<b>82%</b>	73%	74%	68%
Very worried	21%	14%	35%	32%	25%	16%	28%
Somewhat worried	44%	40%	46%	50%	48%	58%	40%
<b>TOTAL NOT WORRIED</b>	<b>28%</b>	<b>41%</b>	<b>16%</b>	<b>16%</b>	25%	22%	29%
Not really worried	20%	30%	9%	12%	18%	14%	21%
Not worried at all	8%	11%	7%	3%	7%	8%	8%
DK / Prefer not to answer	7%	5%	3%	2%	2%	4%	3%

**Q5.** To what extent would you say you are worried there maybe violence and uncertainty associated with the outcome of the U.S. election?

Base: All respondents (n=1,562)

# Impact of Donald Trump's Re-election on Personal Travel Intentions to the U.S.



	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
Unweighted n=	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
More likely	12%	19%	6%	14%	12%	13%	10%	16%	8%	13%	13%	10%	13%	11%	12%
Less likely	37%	35%	37%	38%	29%	38%	41%	36%	39%	35%	33%	43%	39%	37%	35%
Not change my likelihood to visit the US	44%	47%	48%	39%	53%	43%	44%	41%	46%	42%	48%	41%	41%	45%	47%
DK / Prefer not to answer	7%	0%	9%	9%	6%	5%	5%	7%	8%	10%	6%	6%	7%	7%	6%

**Q6.** If Donald Trump is re-elected President will this impact your likelihood of going to the US—either for business or pleasure? When it comes to going to the US would you be...?

Base: All respondents (n=1,562)

# Impact of Donald Trump’s Re-election on Travel Intentions to the U.S. – *By Voting Intentions*

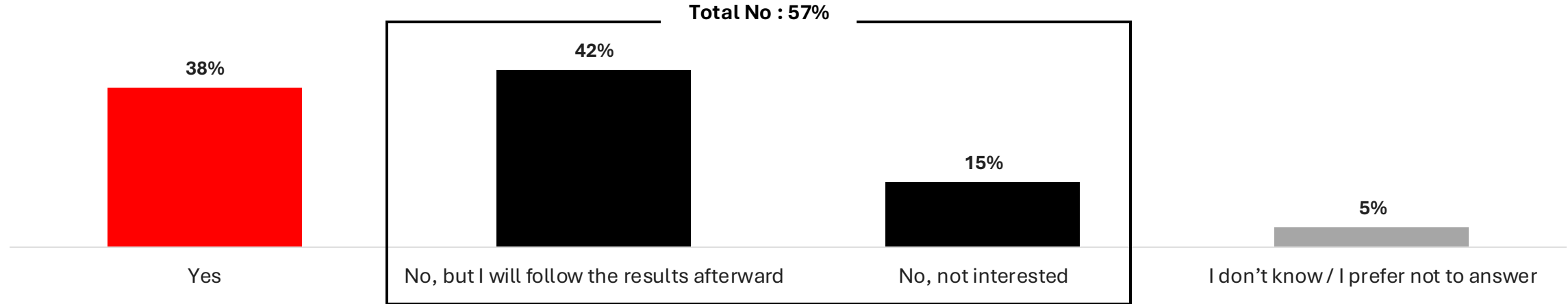


	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
More likely	12%	19%	10%	6%	2%	14%	25%
Less likely	37%	22%	57%	64%	42%	51%	23%
Not change my likelihood to visit the US	44%	56%	30%	27%	48%	35%	49%
DK / Prefer not to answer	7%	3%	3%	3%	8%	0%	3%

**Q6.** If Donald Trump is re-elected President will this impact your likelihood of going to the US—either for business or pleasure? When it comes to going to the US would you be...?

Base: All respondents (n=1,562)

# Viewership of U.S. Election Night Coverage



	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,565	106	363	603	101	169	224	764	800	402	505	657	632	628	286
Unweighted n=	1,562	96	420	605	135	137	169	770	792	412	500	650	669	591	289
Yes	38%	37%	29%	42%	38%	38%	40%	44%	32%	27%	34%	47%	37%	36%	44%
<b>Total No</b>	<b>57%</b>	60%	67%	52%	58%	55%	56%	51%	63%	68%	60%	48%	57%	60%	52%
No, but I will follow the results afterward	42%	48%	51%	38%	40%	40%	37%	38%	46%	47%	43%	39%	41%	45%	37%
No, not interested	15%	12%	16%	14%	18%	15%	19%	13%	18%	22%	18%	10%	16%	14%	15%
I don't know / I prefer not to answer	5%	3%	4%	6%	3%	6%	3%	5%	5%	5%	6%	4%	5%	4%	4%

Q7. Will you be watching the U.S. election night coverage?

Base: All respondents (n=1,562)

## Viewership of U.S. Election Night Coverage – *By Voting Intentions*



	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,565	531	312	210	92	46	33
Unweighted n=	1,562	482	331	230	111	52	36
Yes	<b>38%</b>	44%	<b>50%</b>	40%	<b>25%</b>	41%	38%
<b>Total No</b>	<b>57%</b>	54%	<b>47%</b>	58%	<b>73%</b>	57%	62%
No, but I will follow the results afterward	<b>42%</b>	45%	<b>39%</b>	46%	<b>60%</b>	41%	44%
No, not interested	<b>15%</b>	8%	8%	12%	13%	16%	18%
I don't know / I prefer not to answer	<b>5%</b>	2%	3%	2%	2%	2%	0%

**Q7.** Will you be watching the U.S. election night coverage?

Base: All respondents (n=1,562)

# 4

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## Respondent profile



## Respondent profile

The table presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Province</b>	<b>1,562</b>	<b>1,562</b>
British Columbia	169	224
Alberta	143	179
Manitoba/Saskatchewan	138	103
Ontario	628	622
Quebec	428	371
Atlantic	100	108

The following table present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada before weighting.

	Unweighted	Weighted
<b>Gender</b>	<b>1,562</b>	<b>1,562</b>
Male	770	764
Female	792	800
<b>Age</b>	<b>1,562</b>	<b>1,562</b>
18 to 34	412	402
35 to 54	500	505
55+	650	657
<b>Language (Mother tongue)</b>	<b>1,562</b>	<b>1,562</b>
English	1,019	1,106
French	394	311
Other	147	144

## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

300  
employees

185  
consultants

8  
offices

MONTREAL | QUEBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK