Leger

Report

Canadian Perceptions of U.S. Election

Survey of Canadians

THE CANADIAN PRESS

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

Methodology

Leger

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 ±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 that 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
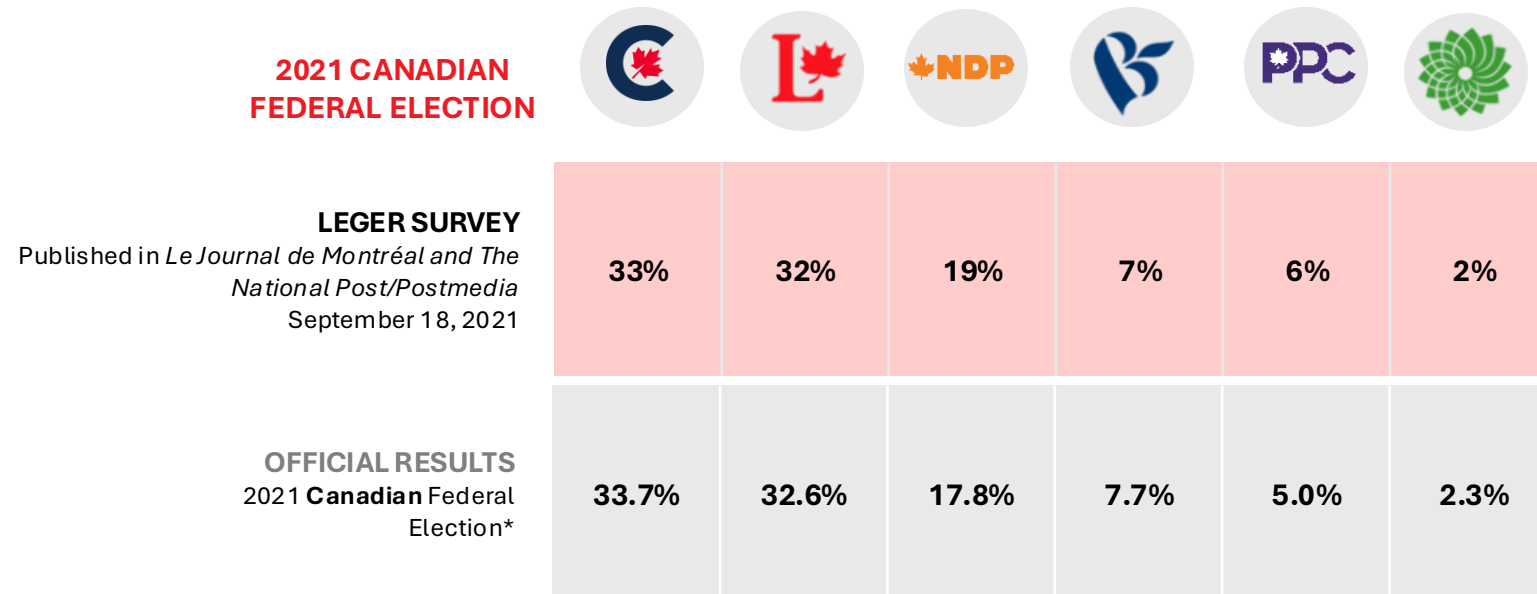
Notes

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

2021 CANADIAN FEDERAL ELECTION	C	L	NDP	B	PPC	(Green)
LEGER SURVEY Published in *Le Journal de Montréal and The National Post/Postmedia* September 18, 2021	**33%**	**32%**	**19%**	**7%**	**6%**	**2%**
OFFICIAL RESULTS 2021 **Canadian** Federal Election*	**33.7%**	**32.6%**	**17.8%**	**7.7%**	**5.0%**	**2.3%**

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

Key Highlights

From October 18 to 21, 2024, we surveyed Canadians about their perceptions of the upcoming U.S. presidential election.
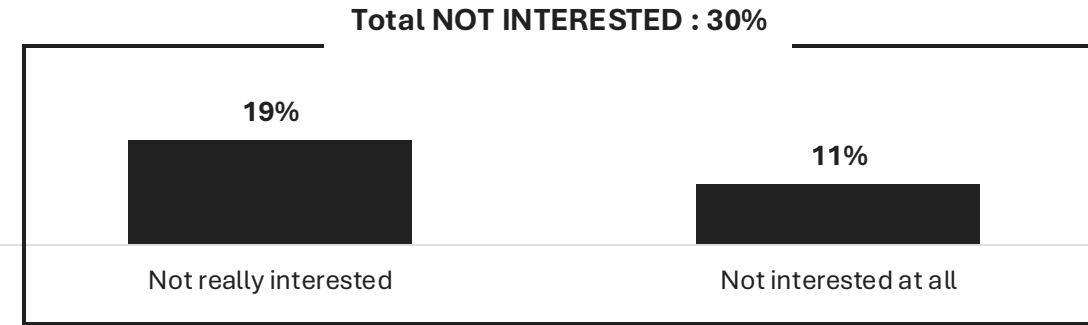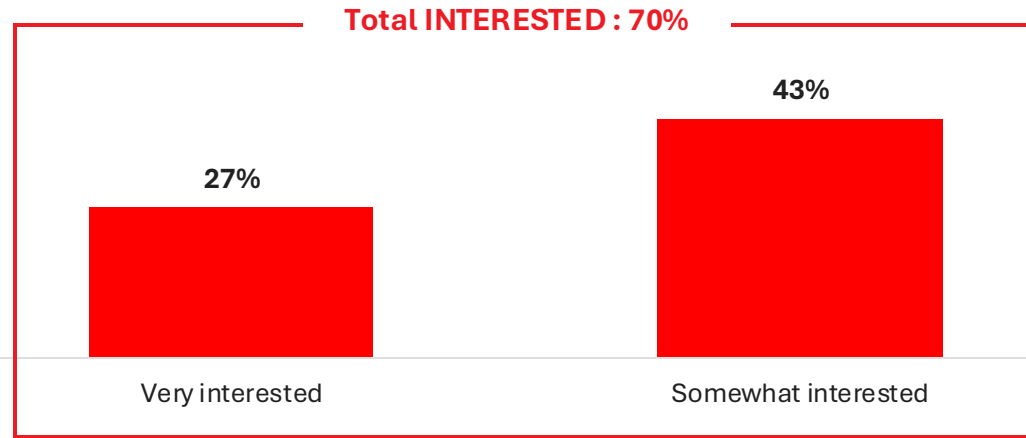
Some of the key highlights of our survey about the Canadian Perceptions of U.S. Election include...

- 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%)

U.S. Election

Level of Interest in the American Election

Total INTERESTED : 70%

27%
43%

Very interested | Somewhat interested

Total NOT INTERESTED : 30%

19%
11%

Not really interested | Not interested at all

	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*
Total Interested	**70%**	70%	**65%**	**74%**	69%	67%	72%	**77%**	**64%**	**63%**	**66%**	**78%**	69%	71%	73%
Very interested	**27%**	28%	**20%**	**32%**	29%	21%	32%	**35%**	**20%**	**19%**	**20%**	**37%**	27%	25%	32%
Somewhat interested	**43%**	42%	46%	42%	41%	46%	41%	42%	44%	44%	46%	41%	42%	46%	41%
Total Not Interested	**30%**	30%	**35%**	**26%**	31%	33%	28%	**23%**	**36%**	**37%**	**34%**	**22%**	31%	29%	27%
Not really interested	**19%**	16%	**25%**	16%	16%	21%	17%	**14%**	**24%**	**24%**	21%	**14%**	19%	18%	20%
Not interested at all	**11%**	14%	10%	10%	15%	12%	10%	**9%**	**13%**	13%	13%	**8%**	12%	11%	**7%**

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
Total Interested	**70%**	78%	**85%**	71%	69%	70%	78%
Very interested	**27%**	30%	**41%**	30%	**18%**	21%	36%
Somewhat interested	**43%**	48%	44%	42%	51%	49%	42%
Total Not Interested	**30%**	22%	**15%**	29%	31%	30%	22%
Not really interested	**19%**	16%	**10%**	20%	**25%**	21%	8%
Not interested at all	**11%**	7%	5%	8%	6%	8%	14%

Q1. What is your level of interest in the current U.S. Presidential Election?
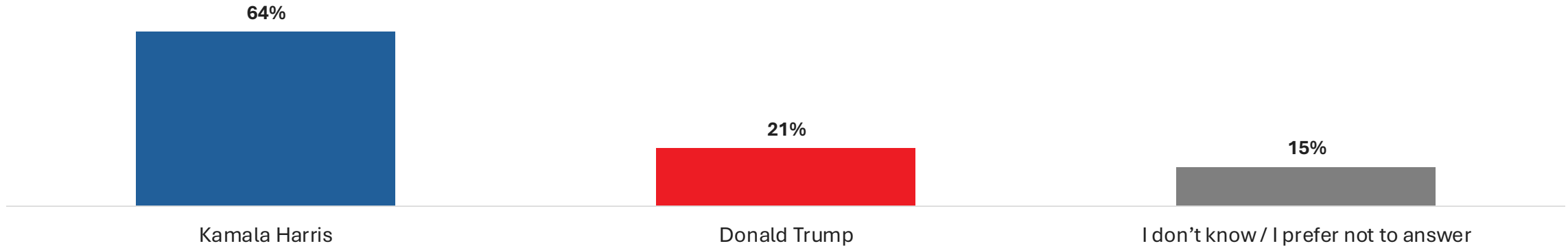Base: All respondents (n=1,562)

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	**64%**	42%	88%	90%	90%	86%	22%
Donald Trump	**21%**	45%	8%	5%	5%	12%	66%
I don't know / I prefer not to answer	**15%**	13%	4%	5%	6%	3%	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

62% — A Kamala Harris victory

20% — A Donald Trump victory

18% — I don't know / I prefer not to answer
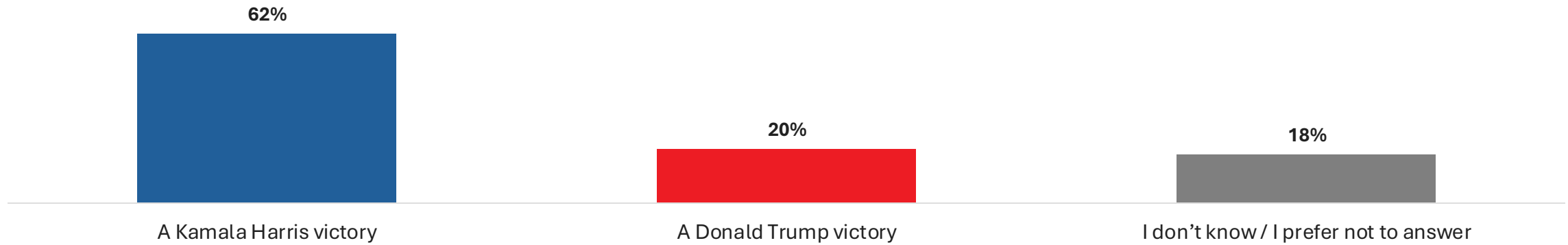
	TOTAL	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1,565*	*106*	*363*	*603*	*101*	*169*	*224*	*764*	*800*	*402*	*505*	*657*	*632*	*628*	*286*
Unweighted n=	*1,562*	*96*	*420*	*605*	*135*	*137*	*169*	*770*	*792*	*412*	*500*	*650*	*669*	*591*	*289*
A Kamala Harris 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

Legend: ■ Kamala Harris ■ Donald Trump

Issue	Kamala Harris	Donald Trump	DK / Prefer not to answer
Climate change	68%	14%	18%
Trade relations with Canada	64%	18%	18%
Immigration	58%	28%	14%
National security	58%	28%	15%
Current conflicts in the Ukraine and Middle East	56%	26%	18%
The US economy	54%	30%	17%
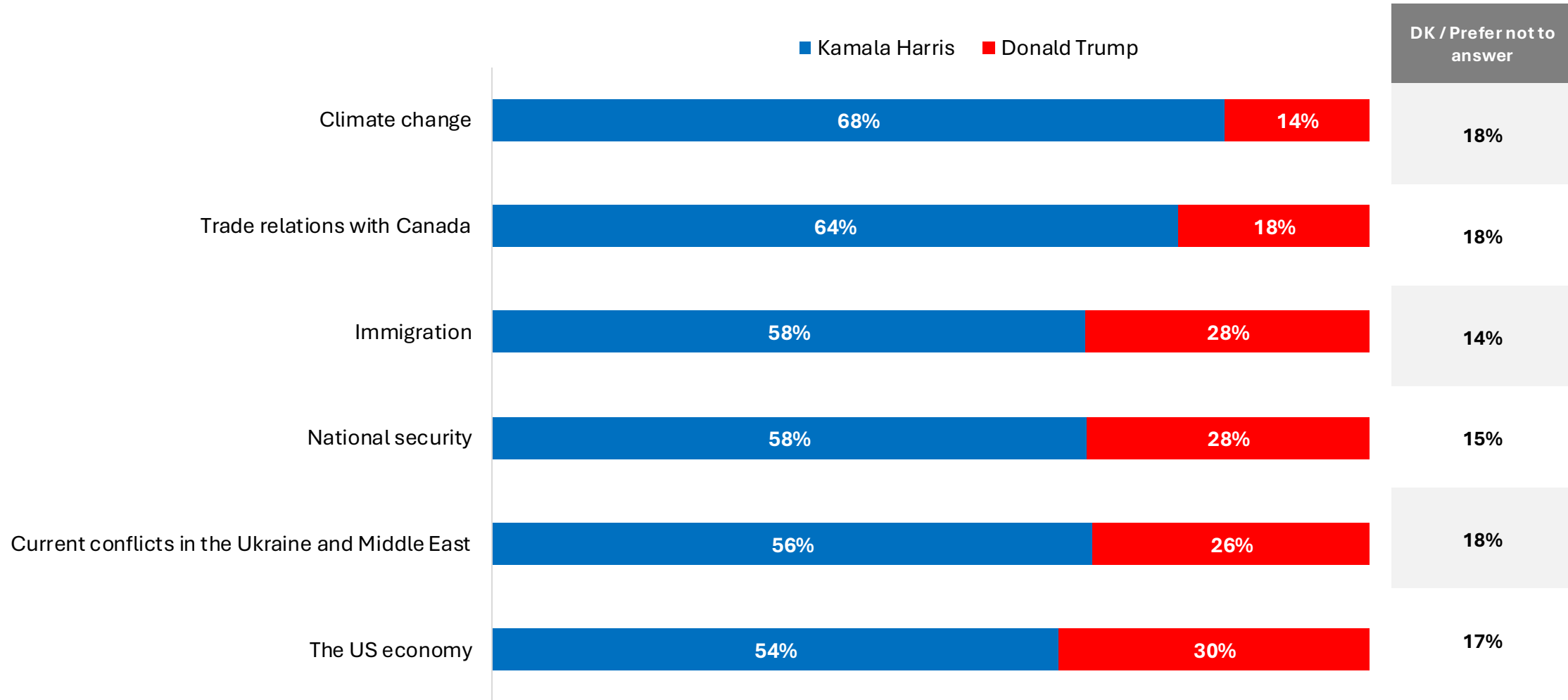
Q4. In your opinion, between Kamala Harris and Donald Trump, who would do a better job addressing the following issues...
Base: All respondents (n=1,562)

Best Candidate for Specific Issues – *Details*

% Kamala Harris Presented	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*
Climate change	**68%**	64%	**77%**	**64%**	74%	60%	71%	**65%**	**71%**	**59%**	66%	**76%**	70%	67%	69%
Trade relations with Canada	**64%**	63%	**72%**	**60%**	70%	58%	64%	**61%**	**67%**	**50%**	60%	**76%**	65%	63%	67%
Immigration	**58%**	52%	**65%**	55%	61%	50%	61%	**51%**	**64%**	**50%**	**53%**	**66%**	58%	59%	58%
National security	**58%**	53%	**63%**	55%	59%	52%	62%	**54%**	**61%**	**43%**	**53%**	**70%**	56%	58%	62%
Current conflicts in the Ukraine and Middle East	**56%**	52%	60%	54%	61%	49%	59%	**51%**	**60%**	**40%**	53%	**67%**	53%	58%	60%
The US economy	**54%**	50%	**59%**	51%	55%	50%	58%	**50%**	**58%**	**41%**	50%	**64%**	54%	54%	55%

% Donald Trump Presented	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*
Climate change	**14%**	14%	**8%**	16%	12%	19%	13%	**19%**	**8%**	**19%**	**17%**	**7%**	14%	14%	13%
Trade relations with Canada	**18%**	17%	**11%**	20%	16%	26%	17%	**24%**	**12%**	**25%**	**23%**	**10%**	17%	19%	17%
Immigration	**28%**	31%	**23%**	28%	28%	**37%**	24%	**36%**	**20%**	31%	**33%**	**22%**	26%	30%	29%
National security	**28%**	35%	**22%**	28%	26%	**39%**	26%	**36%**	**20%**	**35%**	**33%**	**19%**	27%	29%	25%
Current conflicts in the Ukraine and Middle East	**26%**	30%	**20%**	27%	29%	33%	22%	**35%**	**17%**	**32%**	**30%**	**19%**	26%	26%	25%
The US economy	**30%**	32%	26%	31%	31%	35%	26%	**38%**	**21%**	**37%**	**34%**	**21%**	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)

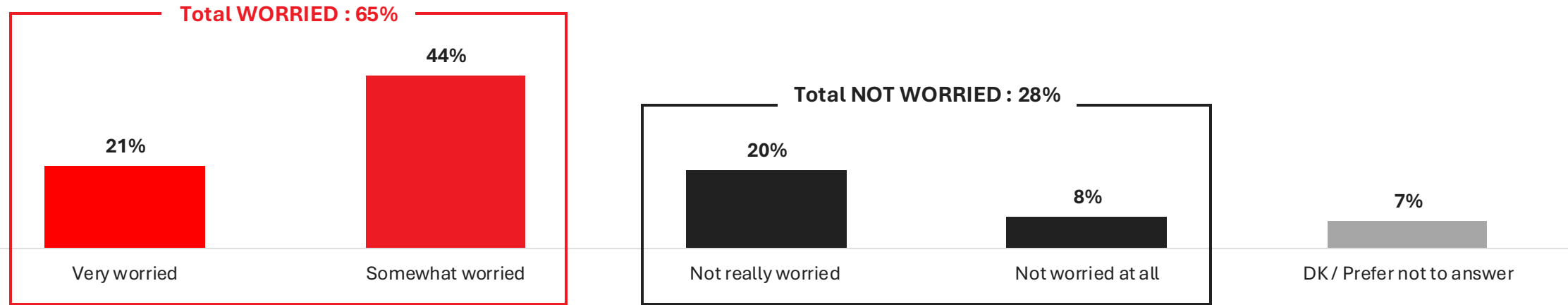# Best Candidate for Specific Issues – *By Voting Intentions*

% Kamala Harris Presented	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%

% Donald Trump Presented	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 WORRIED : 65%

Total NOT WORRIED : 28%

21%	44%		20%	8%		7%
Very worried	Somewhat worried		Not really worried	Not worried at all		DK / Prefer not to answer

	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*
TOTAL WORRIED	**65%**	72%	62%	67%	61%	60%	67%	**61%**	**69%**	61%	**57%**	**74%**	65%	64%	68%
Very worried	**21%**	27%	18%	23%	16%	**14%**	23%	**18%**	**23%**	**15%**	18%	**26%**	21%	20%	24%
Somewhat worried	**44%**	44%	43%	44%	45%	46%	45%	42%	46%	45%	**39%**	47%	44%	45%	45%
TOTAL NOT WORRIED	**28%**	25%	**33%**	**25%**	33%	34%	25%	**33%**	**23%**	30%	**35%**	**22%**	28%	30%	26%
Not really worried	**20%**	18%	**24%**	19%	24%	23%	15%	21%	19%	23%	23%	**16%**	21%	21%	19%
Not worried at all	**8%**	7%	8%	**6%**	10%	11%	10%	**12%**	**4%**	8%	**12%**	**5%**	7%	9%	7%
DK / Prefer not to answer	**7%**	3%	6%	9%	6%	6%	8%	6%	8%	9%	8%	**5%**	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*
TOTAL WORRIED	**65%**	**54%**	**81%**	**82%**	73%	74%	68%
Very worried	**21%**	**14%**	**35%**	**32%**	25%	16%	28%
Somewhat worried	**44%**	**40%**	46%	50%	48%	58%	40%
TOTAL NOT WORRIED	**28%**	**41%**	**16%**	**16%**	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.
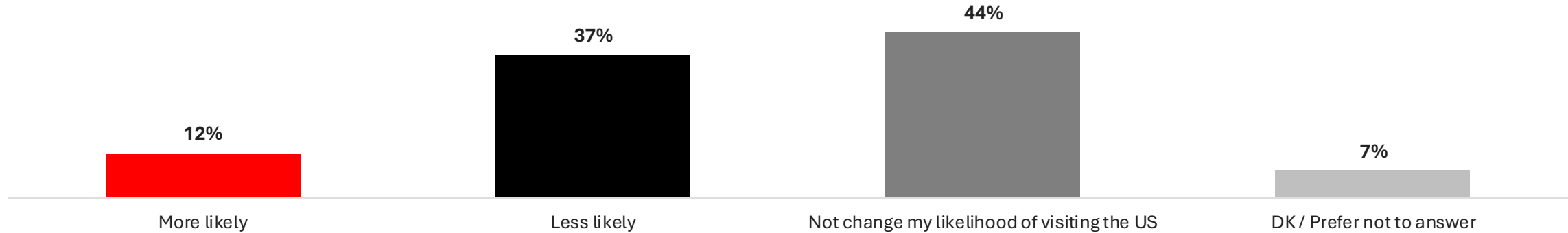
	TOTAL	**ATL**	**QC**	**ON**	**MB/SK**	**AB**	**BC**	**Male**	**Female**	**18-34**	**35-54**	**55+**	**Urban**	**Sub-urban**	**Rural**
Weighted n=	*1,565*	*106*	*363*	*603*	*101*	*169*	*224*	*764*	*800*	*402*	*505*	*657*	*632*	*628*	*286*
Unweighted n=	*1,562*	*96*	*420*	*605*	*135*	*137*	*169*	*770*	*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*
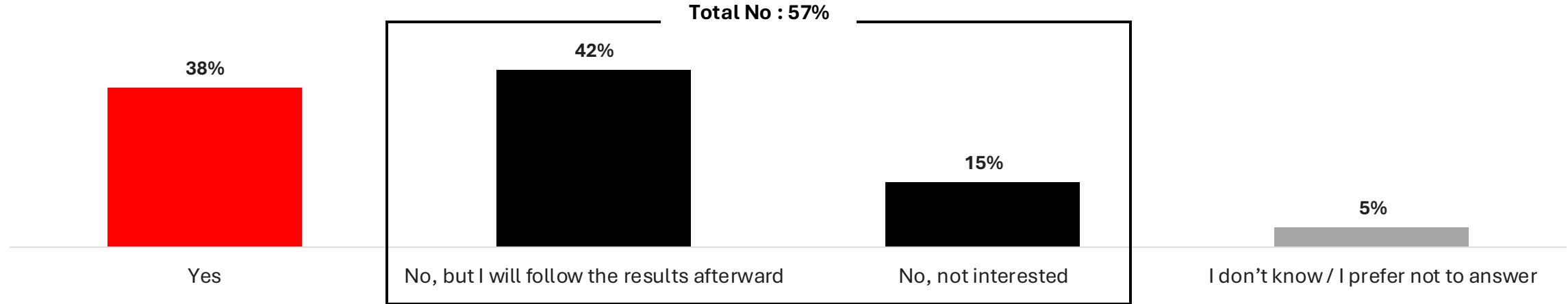
	TOTAL	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	*1,565*	*531*	*312*	*210*	*92*	*46*	*33*
Unweighted n=	*1,562*	*482*	*331*	*230*	*111*	*52*	*36*
More likely	**12%**	**19%**	10%	**6%**	**2%**	14%	25%
Less likely	**37%**	**22%**	**57%**	**64%**	42%	51%	23%
Not change my likelihood to visit the US	**44%**	**56%**	**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)

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Viewership of U.S. Election Night Coverage

Total No : 57%

38%
Yes

42%
No, but I will follow the results afterward

15%
No, not interested

5%
I don't know / I prefer not to answer

	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%**
Total No	**57%**	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	**38%**	44%	**50%**	40%	**25%**	41%	38%
Total No	**57%**	54%	**47%**	58%	**73%**	57%	62%
No, but I will follow the results afterward	**42%**	45%	**39%**	46%	**60%**	41%	44%
No, not interested	**15%**	8%	8%	12%	13%	16%	18%
I don't know / I prefer not to answer	**5%**	2%	3%	2%	2%	2%	0%

Q7. Will you be watching the U.S. election night coverage?
Base: All respondents (n=1,562)

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Respondent profile

Respondent profile

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

	Unweighted	Weighted
Province	**1,562**	**1,562**
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
Gender	**1,562**	**1,562**
Male	770	764
Female	792	800
Age	**1,562**	**1,562**
18 to 34	412	402
35 to 54	500	505
55+	650	657
Language (Mother tongue)	**1,562**	**1,562**
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

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