From Eh to Zee:

Comparing **Canadian** and **American** opinions of **countries** and **leaders** around the **world**

July 2024

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Methodology

- This report refers to the results of 2 recent surveys among:

  - Canadians: An online survey amongst a randomly-selected, reliable sample of N=2,610 adult Canadians, conducted June 21–26, 2024. As a guideline, a probability sample of this size carries a margin of error of ± 3.5%, 19 times out of 20. The margin of error is larger for sub-segments. The dataset has been weighted using the most current gender, age, & region Census statistics, to ensure the sample reflects the actual population of adult Canadians.

  - Americans: An online survey amongst a randomly-selected, reliable sample of N=1,500 adult Americans conducted from June 24–25, 2024. As a guideline, a probability sample of this size carries a margin of error of ± 2.5%, 19 times out of 20. The margin of error is larger for sub-segments. The dataset has been weighted using the most current gender, age, education, race, region, and party registration statistics according to the US Census and voter file data.

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Canadian Views on Leading Countries

Key Findings: Countries

- Clear majorities of Canadians have positive impressions of most countries tested, including Great Britain, Japan, Germany, France, Ukraine, and South Korea.

- About half have positive impressions of the United States (53%) and Mexico (45%), but 40% also hold negative impressions of our two partners in NAFTA.

- Majorities of Canadians hold negative impressions of Russia, China, Israel, and India - with only 11% to 28% holding positive impressions.

- Amongst party supporters, Conservative voters are notably less positive about Ukraine, France, and Germany than Liberal and NDP voters. Supporters of the NDP are the only voter cohort that hold net negative impressions of the United States. While both Liberal and NDP voters hold net negative impressions of Israel, Conservative voters are split.

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American Views on Leading Countries

Key Findings: Countries

- Clear majorities of Americans have positive impressions of Canada, Great Britain, France, Japan, and Germany.

- Slim pluralities hold positive impressions of Ukraine, Israel, and India - with Americans split over their views of Mexico.

- Meanwhile, Americans are overwhelmingly negative on Russia and China.

- Amongst party supporters, Democrat voters feel significantly more positive towards Mexico, China, India, Ukraine, Canada and France than their Republican counterparts.

- Democrats (-6 rating) and Republicans (+38 rating) are strongly divided about how they feel towards Israel.

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Comparing Canadian and American Views on Leading Countries

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Key Findings: Countries

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- Comparing the results amongst Canadians and Americans reveals that residents of both countries hold Great Britain, Japan, Germany, France, and South Korea in similarly high esteem. And both countries are similarly divided on Mexico.

  - Notably, Canada is viewed far better by Americans than vice versa. Three-quarters (75%) of our southern neighbours view Canada positively - just 12% hold a negative view. Comparatively, half of Canadians (53%) view America positively, and 40% hold overall negative views.

  - Moreover, Canada is the most positively-viewed country amongst Americans, whereas Canadians are more positively oriented towards six other countries (Great Britain, Japan, Germany, France, Ukraine, and South Korea) than America.

- Canadians have a notably more positive view of Ukraine than Americans. Conversely, a slim plurality of Americans have positive views of Israel and India, while Canadians are clearly negative on both at the moment.

- Both Canadians and Americans hold clearly negative orientations towards both Russia and China.

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Comparing Canadian and American Familiarity with World Leaders

Key Findings: World Leaders

- Overall, Canadians report significantly higher awareness and familiarity with all world leaders than Americans.

- Looking at these two neighbours, almost all Canadians are aware of Joe Biden (96%) and Donald Trump (97%), and nine-in-ten say they are familiar with them (91% and 89%, respectively).

- Comparatively, 73% of Americans are aware of Justin Trudeau, and half (55%) report familiarity - which is far higher than recorded for previous Canadian PM Stephen Harper (48% aware; 18% familiar) after a similar number of years in power as Trudeau (2013).

- In the United States, Trudeau is the second best known world leader, with Russian leader Vladimir Putin the most well known (88% aware; 77% familiar). In Canada, Putin is the most well-known world leader (92% aware; 81% familiar) after Trump and Biden.

- In both countries, new UK Prime Minister Keir Starmer is the least well known.

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Canadian Views on World Leaders

Key Findings: World Leaders

- Amongst Canadians familiar with each world leader, Ukrainian leader Volodymyr Zelenskyy is the most highly regarded (73% positive), followed by the positively-viewed leaders of Japan, Mexico, Germany, France, and South Korea.

- Majorities of Canadians hold negative impressions of Putin, Chinese leader Xi Jinping, Israeli leader Benjamin Netanyahu, and Indian leader Narendra Modi.

- They also hold notably different views of Trump (75% negative) and Biden (57% positive).

- Six-in-ten (58%) Canadians hold a negative impression of their own Prime Minister, Justin Trudeau – who enjoys an opposite impression amongst Americans (62% positive) familiar with him.

- Amongst party supporters, Conservative voters are more likely to hold less positive or more negatives views of all world leaders, except for Marine Le Pen and Donald Trump.

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Key Findings: World Leaders

American Views on World Leaders

- Amongst Americans familiar with each world leader, between half to six-in-ten hold positive impressions of the leaders of Japan, Mexico, Ukraine, France, Canada, Great Britain, South Korea, Israel, Germany, and India.

- Large majorities hold negative impressions of Putin (81%) and Jinping (71%).

- The country is split in their views on Biden and Trump.

- Amongst party supporters, GOP voters are more likely to hold less positive or more negative views of all world leaders, except for Starmer (equally positive as Dems), Netanyahu (+57 net impression vs. -29 amongst Dems), Marine Le Pen (+29 vs. +1), Modi (+19 vs. +5), and Putin (equally negative as Dems).

- Notably, Democrats hold a highly positive net impression (+73) of Trudeau, whereas Republicans post a -6 net impression of the Canadian leader. These voter cohorts also hold opposite views of Netanyahu (-29 amongst Dems vs. +57 amongst GOP) and German leader Olaf Scholz (+33 vs. -6).

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Impression ratings of countries amongst Canadians

Impression Ratings of Countries amongst Canadians

	TOTAL NEGATIVE	DON'T KNOW	TOTAL POSITIVE	NET IMPRESSION (positive – negative)
Great Britain	13%	12%	75%	+62
Japan	15%	14%	71%	+56
Germany	18%	14%	68%	+50
France	20%	12%	68%	+48
Ukraine	24%	14%	61%	+37
South Korea	27%	17%	56%	+29
United States	40%	7%	53%	+13
Mexico	40%	15%	45%	+6
India	56%	17%	28%	-28
Israel	55%	18%	27%	-28
China	69%	12%	18%	-51
Russia	78%	11%	11%	-66

IP1. What is your overall impression of the following countries?
Base: Total Sample. Canadians (N=2,610)

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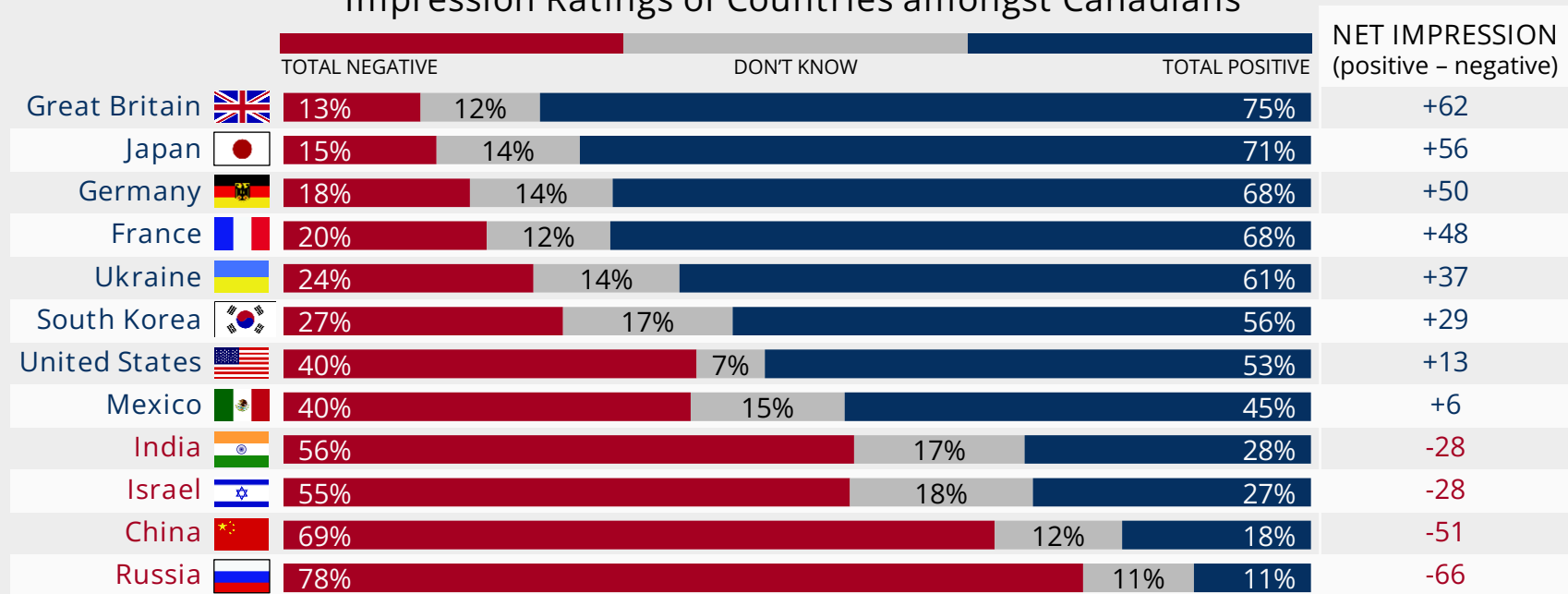
Net impression ratings of countries amongst Canadians by current federal vote intent

Net Impression Ratings of Countries amongst Canadians x Party Supporters

	ALL CANADIANS	Liberal	Conservative	NDP
Great Britain	+62	+70	+68	+64
Japan	+56	+58	+59	+56
Germany	+50	+60	+47	+56
France	+48	+64	+42	+52
Ukraine	+37	+56	+22	+52
South Korea	+29	+40	+28	+24
United States	+13	+24	+32	-20
Mexico	+6	+14	+3	+3
India	-28	-24	-29	-21
Israel	-28	-33	+1	-58
China	-51	-45	-55	-59
Russia	-66	-71	-65	-79

IP1. What is your overall impression of the following countries?
Base: Total Sample. Canadians (N=2,610)

Impression ratings of countries amongst Americans

Impression Ratings of Countries amongst Americans

	TOTAL NEGATIVE	DON'T KNOW	TOTAL POSITIVE	NET IMPRESSION (positive – negative)
Canada	12%	13%	74%	+62
Great Britain	13%	18%	69%	+57
France	17%	18%	65%	+48
Japan	17%	18%	65%	+47
Germany	19%	20%	61%	+42
South Korea	25%	20%	55%	+29
Ukraine	32%	20%	48%	+16
Israel	35%	20%	44%	+9
India	34%	25%	41%	+8
Mexico	41%	16%	43%	+2
China	64%	16%	20%	-44
Russia	73%	15%	12%	-61

IP1. What is your overall impression of the following countries?
Base: Total Sample. Americans (N=1,500)

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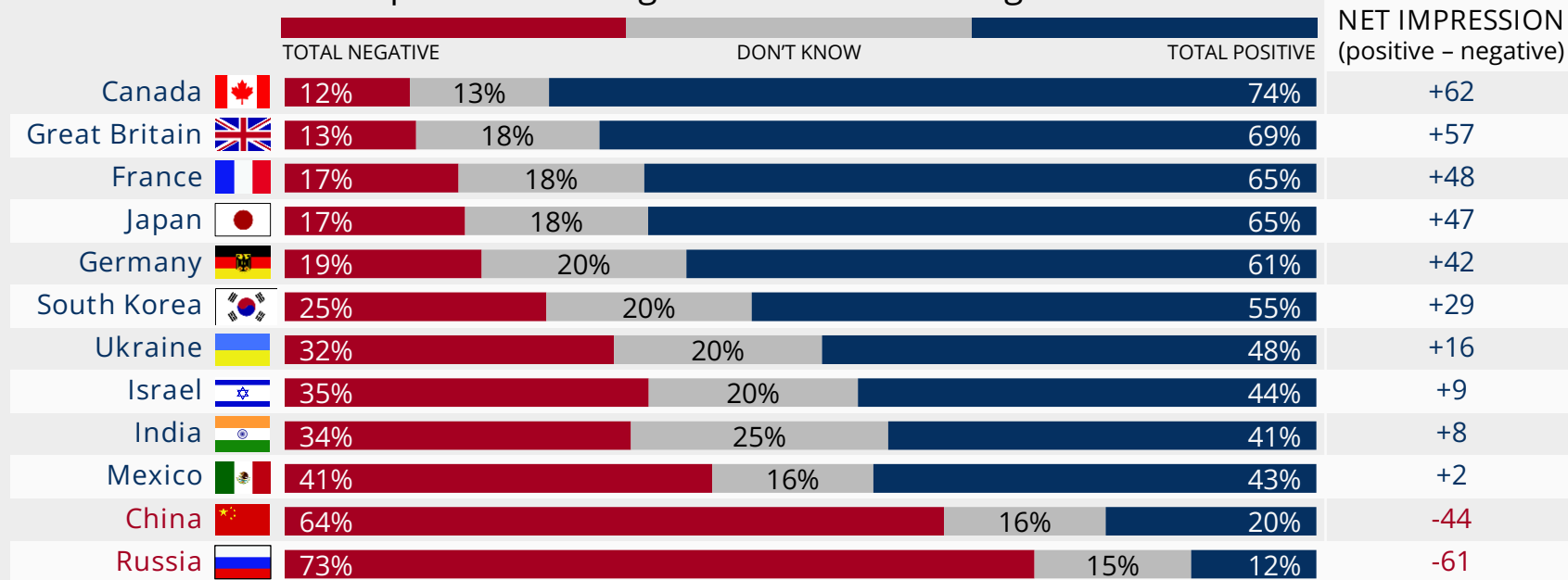
Net impression ratings of countries amongst Americans by current party registration

Net Impression Ratings of Countries amongst Americans x Party Supporters

	ALL AMERICANS	Democrats	Republicans
Canada	+62	+79	+55
Great Britain	+57	+62	+60
France	+48	+61	+40
Japan	+47	+51	+46
Germany	+42	+44	+45
South Korea	+29	+35	+27
Ukraine	+16	+30	+1
Israel	+9	-6	+38
India	+8	+28	-8
Mexico	+1	+34	-27
China	-44	+27	-63
Russia	-61	-61	-64

IP1. What is your overall impression of the following countries?
Base: Total Sample. Americans (N=1,500)

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Comparing Canadian and American net impression ratings of countries

Net Impression Ratings of Countries comparing Canadians and Americans

	ALL CANADIANS		ALL AMERICANS
Great Britain	+62	Canada	+62
Japan	+56	Great Britain	+57
Germany	+50	France	+48
France	+48	Japan	+47
Ukraine	+37	Germany	+42
South Korea	+29	South Korea	+29
United States	+13	Ukraine	+16
Mexico	+6	Israel	+9
Israel	-28	India	+8
India	-28	Mexico	+2
China	-51	China	-44
Russia	-66	Russia	-61

IP1. What is your overall impression of the following countries?
Net impression = (positive minus negative).
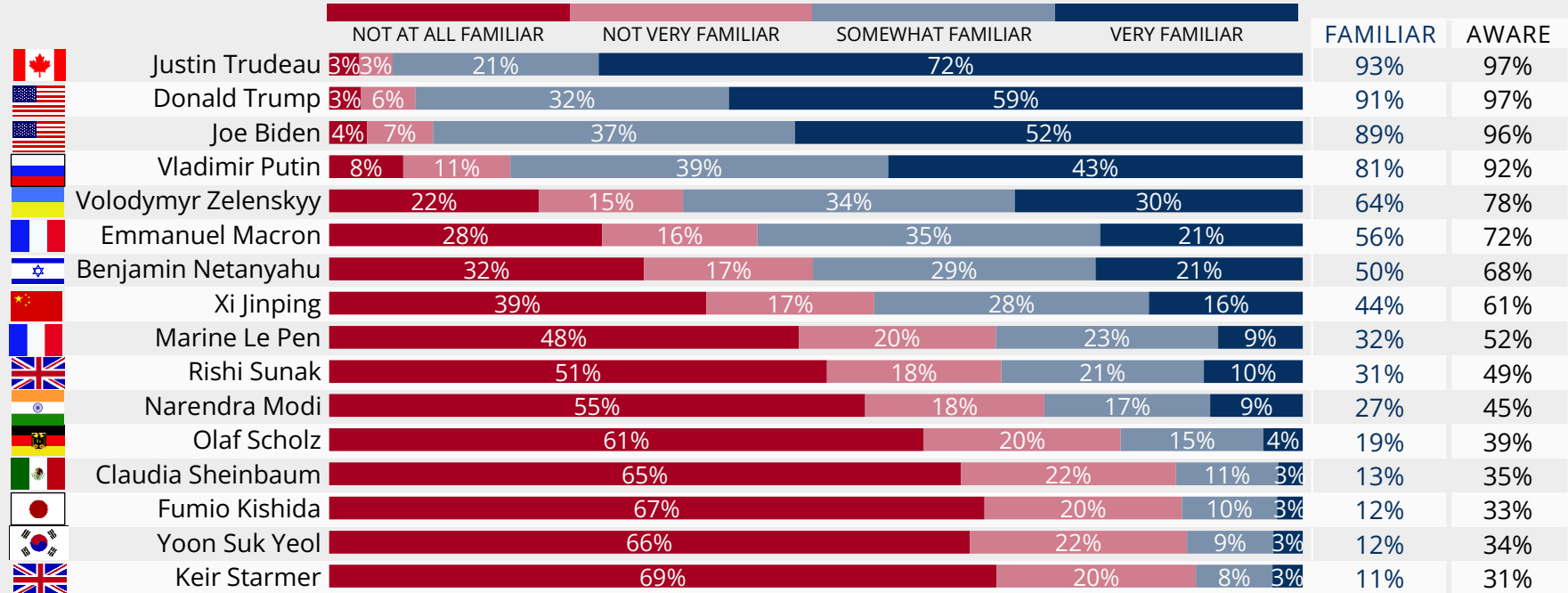Base: Total. Canadians (N=2,610), Americans (N=1,500).

Canadian & American Familiarity with World Leaders

Awareness and familiarity of world leaders amongst Canadians

Awareness and Familiarity of Leaders amongst Canadians

Leader	NOT AT ALL FAMILIAR	NOT VERY FAMILIAR	SOMEWHAT FAMILIAR	VERY FAMILIAR	FAMILIAR	AWARE
Justin Trudeau	3%	3%	21%	72%	93%	97%
Donald Trump	3%	6%	32%	59%	91%	97%
Joe Biden	4%	7%	37%	52%	89%	96%
Vladimir Putin	8%	11%	39%	43%	81%	92%
Volodymyr Zelenskyy	22%	15%	34%	30%	64%	78%
Emmanuel Macron	28%	16%	35%	21%	56%	72%
Benjamin Netanyahu	32%	17%	29%	21%	50%	68%
Xi Jinping	39%	17%	28%	16%	44%	61%
Marine Le Pen	48%	20%	23%	9%	32%	52%
Rishi Sunak	51%	18%	21%	10%	31%	49%
Narendra Modi	55%	18%	17%	9%	27%	45%
Olaf Scholz	61%	20%	15%	4%	19%	39%
Claudia Sheinbaum	65%	22%	11%	3%	13%	35%
Fumio Kishida	67%	20%	10%	3%	12%	33%
Yoon Suk Yeol	66%	22%	9%	3%	12%	34%
Keir Starmer	69%	20%	8%	3%	11%	31%

IP4 - How familiar are you with each of the following leaders?
Familiar = Very/Somewhat Familiar | Aware = Very/Somewhat/Not Very Familiar
Base: Total Sample. Canadians (N=2,610)

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Familiarity of Leaders amongst Canadians x Party Supporters

	ALL CANADIANS	Liberal	Conservative	NDP
Justin Trudeau	93%	97%	95%	95%
Donald Trump	91%	94%	93%	95%
Joe Biden	89%	93%	93%	93%
Vladimir Putin	81%	84%	85%	86%
Volodymyr Zelenskyy	64%	70%	69%	65%
Emmanuel Macron	56%	65%	55%	47%
Benjamin Netanyahu	50%	57%	56%	49%
Xi Jinping	44%	50%	49%	39%
Marine Le Pen	32%	38%	27%	26%
Rishi Sunak	31%	42%	35%	27%
Narendra Modi	27%	36%	28%	23%
Olaf Scholz	19%	26%	19%	13%
Claudia Sheinbaum	13%	18%	13%	10%
Fumio Kishida	12%	17%	13%	11%
Yoon Suk Yeol	12%	18%	12%	11%
Keir Starmer	11%	17%	10%	7%

IP4 - How familiar are you with each of the following leaders?
Base: Total Sample. Canadians (N=2,610)

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Awareness and familiarity of world leaders amongst Americans

Awareness and Familiarity of Leaders amongst Americans

	NOT AT ALL FAMILIAR	NOT VERY FAMILIAR	SOMEWHAT FAMILIAR	VERY FAMILIAR	FAMILIAR	AWARE
Donald Trump	4%	3%	19%	74%	93%	96%
Joe Biden	3%	4%	21%	72%	92%	97%
Vladimir Putin	12%	11%	36%	41%	77%	88%
Justin Trudeau	27%	18%	34%	21%	55%	73%
Volodymyr Zelenskyy	35%	16%	29%	20%	49%	65%
Benjamin Netanyahu	33%	18%	26%	23%	49%	67%
Xi Jinping	42%	20%	26%	12%	38%	58%
Emmanuel Macron	44%	20%	25%	12%	36%	56%
Rishi Sunak	62%	22%	12%	4%	16%	38%
Narendra Modi	62%	22%	12%	4%	16%	38%
Marine Le Pen	61%	24%	12%	3%	15%	39%
Yoon Suk Yeol	65%	20%	11%	4%	15%	35%
Olaf Scholz	63%	23%	11%	3%	14%	37%
Claudia Sheinbaum	63%	24%	10%	3%	13%	37%
Fumio Kishida	65%	23%	9%	3%	12%	35%
Keir Starmer	68%	21%	8%	2%	10%	32%

IP4 - How familiar are you with each of the following leaders?
Base: Total Sample. Americans (N=1,500)

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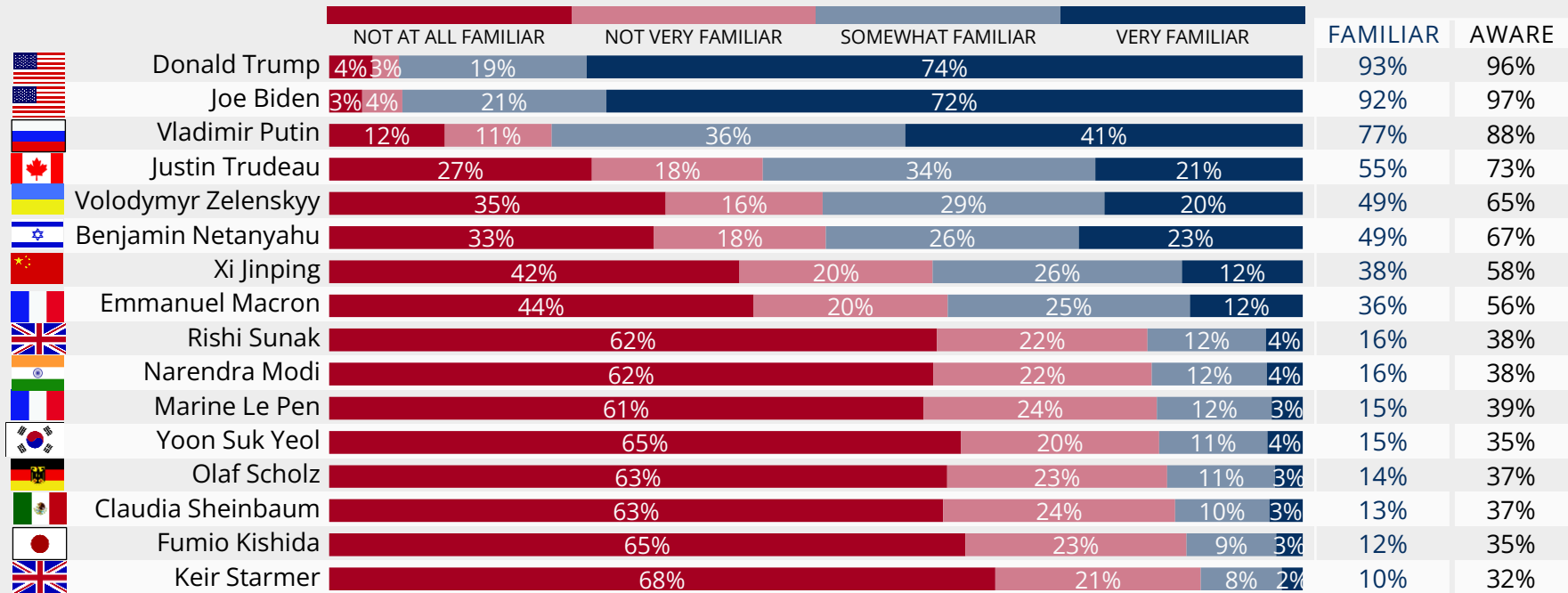
Familiarity of world leaders amongst Americans by current party registration

Familiarity of Leaders amongst Americans x Party Supporters

	ALL AMERICANS	Democrats	Republicans
Donald Trump	93%	94%	97%
Joe Biden	92%	96%	94%
Vladimir Putin	77%	81%	82%
Justin Trudeau	55%	61%	59%
Benjamin Netanyahu	49%	51%	55%
Volodymyr Zelenskyy	49%	52%	54%
Xi Jinping	38%	41%	40%
Emmanuel Macron	36%	43%	37%
Narendra Modi	16%	22%	12%
Rishi Sunak	16%	21%	14%
Marine Le Pen	15%	18%	14%
Yoon Suk Yeol	15%	20%	12%
Olaf Scholz	14%	16%	13%
Claudia Sheinbaum	13%	18%	11%
Fumio Kishida	12%	16%	11%
Keir Starmer	10%	15%	8%

IP4 - How familiar are you with each of the following leaders?
Base: Total Sample. Americans (N=1,500)

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Familiarity of Leaders amongst Canadians and Americans

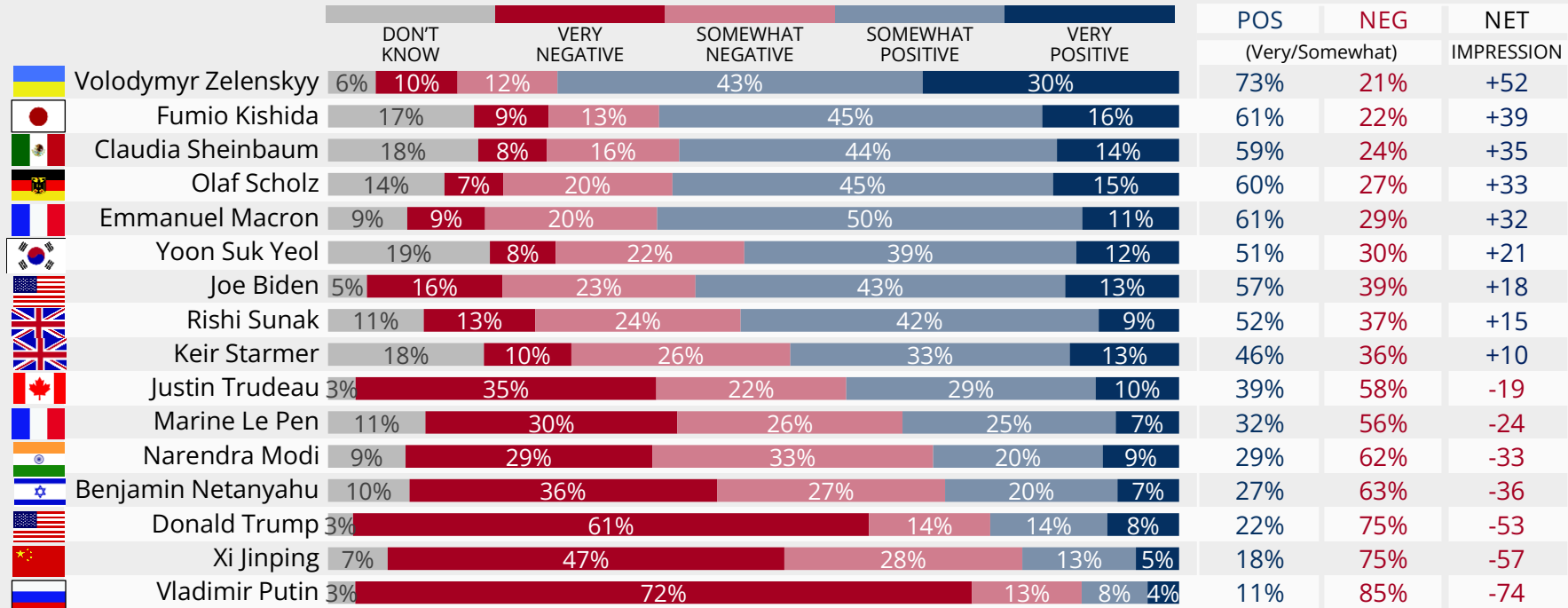|		ALL CANADIANS	ALL AMERICANS
	Justin Trudeau	93%	55%
	Donald Trump	91%	93%
	Joe Biden	89%	92%
	Vladimir Putin	81%	77%
	Volodymyr Zelenskyy	64%	49%
	Emmanuel Macron	56%	36%
	Benjamin Netanyahu	50%	49%
	Xi Jinping	44%	38%
	Marine Le Pen	32%	15%
	Rishi Sunak	31%	16%
	Narendra Modi	27%	16%
	Olaf Scholz	19%	14%
	Claudia Sheinbaum	13%	13%
	Fumio Kishida	12%	12%
	Yoon Suk Yeol	12%	15%
	Keir Starmer	11%	10%

IP4 - How familiar are you with each of the following leaders?
Table sorted by All Canadians.
Base: Total Sample. Canadians (N=2,610), Americans (N=1,500)

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Canadian & American Impressions
of World Leaders

Impression ratings of world leaders amongst Canadians who are familiar with each leader

Impression Ratings of Leaders amongst Canadians

	DON'T KNOW	VERY NEGATIVE	SOMEWHAT NEGATIVE	SOMEWHAT POSITIVE	VERY POSITIVE	POS (Very/Somewhat)	NEG (Very/Somewhat)	NET IMPRESSION
Volodymyr Zelenskyy	6%	10%	12%	43%	30%	73%	21%	+52
Fumio Kishida	17%	9%	13%	45%	16%	61%	22%	+39
Claudia Sheinbaum	18%	8%	16%	44%	14%	59%	24%	+35
Olaf Scholz	14%	7%	20%	45%	15%	60%	27%	+33
Emmanuel Macron	9%	9%	20%	50%	11%	61%	29%	+32
Yoon Suk Yeol	19%	8%	22%	39%	12%	51%	30%	+21
Joe Biden	5%	16%	23%	43%	13%	57%	39%	+18
Rishi Sunak	11%	13%	24%	42%	9%	52%	37%	+15
Keir Starmer	18%	10%	26%	33%	13%	46%	36%	+10
Justin Trudeau	3%	35%	22%	29%	10%	39%	58%	-19
Marine Le Pen	11%	30%	26%	25%	7%	32%	56%	-24
Narendra Modi	9%	29%	33%	20%	9%	29%	62%	-33
Benjamin Netanyahu	10%	36%	27%	20%	7%	27%	63%	-36
Donald Trump	3%	61%	14%	14%	8%	22%	75%	-53
Xi Jinping	7%	47%	28%	13%	5%	18%	75%	-57
Vladimir Putin	3%	72%	13%	8%	4%	11%	85%	-74

IP5. And how do you feel about each of these leaders?
Base: Total Sample. Canadians (N=2,538)

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Impression ratings of world leaders amongst Canadians by current federal vote intent

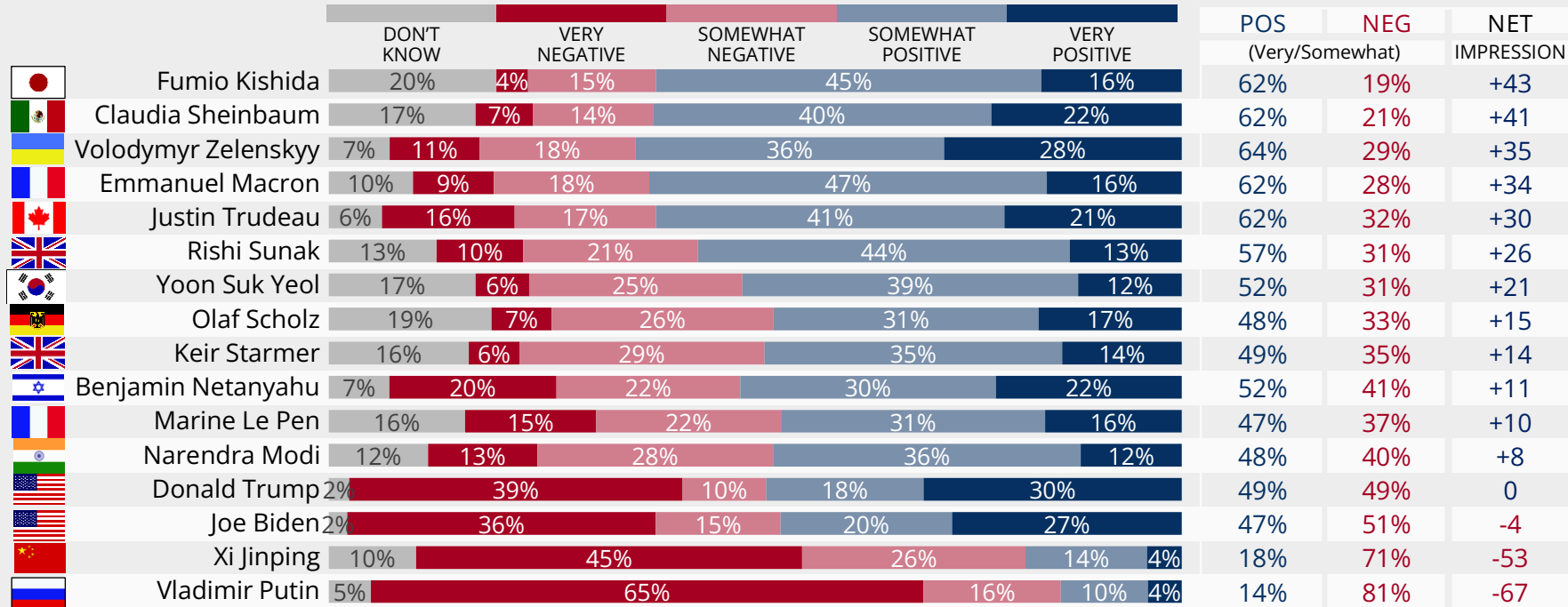## Net Impression ratings of Leaders amongst Canadians x Party Supporters

	ALL CANADIANS	Liberal	Conservative	NDP
Volodymyr Zelenskyy	+52	+71	+30	+66
Fumio Kishida	+39	+44	+25	+44
Claudia Sheinbaum	+35	+41	+30	+49
Olaf Scholz	+33	+48	+12	+40
Emmanuel Macron	+32	+63	+16	+32
Yoon Suk Yeol	+21	+25	+23	+10
Joe Biden	+18	+56	-14	+33
Rishi Sunak	+14	+24	+20	-18
Keir Starmer	+10	+30	-14	+18
Justin Trudeau	-19	+71	-83	-3
Marine Le Pen	-24	-36	+10	-46
Narendra Modi	-33	-33	-21	-68
Benjamin Netanyahu	-35	-47	-3	-61
Donald Trump	-53	-62	-18	-87
Xi Jinping	-56	-45	-59	-64
Vladimir Putin	-74	-72	-65	-90

IP5 - And how do you feel about each of these leaders?
Net impression = (positive minus negative).
Base: Total Sample. Canadians (N=2,538)

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Impression ratings of world leaders amongst Americans amongst those familiar with each leader

Impression Ratings of Leaders amongst Americans

Leader	DON'T KNOW	VERY NEGATIVE	SOMEWHAT NEGATIVE	SOMEWHAT POSITIVE	VERY POSITIVE	POS (Very/Somewhat)	NEG (Very/Somewhat)	NET IMPRESSION
Fumio Kishida	20%	4%	15%	45%	16%	62%	19%	+43
Claudia Sheinbaum	17%	7%	14%	40%	22%	62%	21%	+41
Volodymyr Zelenskyy	7%	11%	18%	36%	28%	64%	29%	+35
Emmanuel Macron	10%	9%	18%	47%	16%	62%	28%	+34
Justin Trudeau	6%	16%	17%	41%	21%	62%	32%	+30
Rishi Sunak	13%	10%	21%	44%	13%	57%	31%	+26
Yoon Suk Yeol	17%	6%	25%	39%	12%	52%	31%	+21
Olaf Scholz	19%	7%	26%	31%	17%	48%	33%	+15
Keir Starmer	16%	6%	29%	35%	14%	49%	35%	+14
Benjamin Netanyahu	7%	20%	22%	30%	22%	52%	41%	+11
Marine Le Pen	16%	15%	22%	31%	16%	47%	37%	+10
Narendra Modi	12%	13%	28%	36%	12%	48%	40%	+8
Donald Trump	2%	39%	10%	18%	30%	49%	49%	0
Joe Biden	2%	36%	15%	20%	27%	47%	51%	-4
Xi Jinping	10%	45%	26%	14%	4%	18%	71%	-53
Vladimir Putin	5%	65%	16%	10%	4%	14%	81%	-67

IP5. And how do you feel about each of these leaders?
Base: Sample. Americans (N=1,392)

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Net Impression Ratings of Leaders amongst Americans x Party Supporters

	ALL AMERICANS	Democrats	Republicans
Fumio Kishida	+43	+52	+39
Claudia Sheinbaum	+41	+67	+9
Emmanuel Macron	+35	+64	+6
Volodymyr Zelenskyy	+35	+65	+12
Justin Trudeau	+30	+73	-6
Rishi Sunak	+26	+38	+11
Yoon Suk Yeol	+20	+28	+8
Olaf Scholz	+15	+33	-6
Keir Starmer	+14	+16	+16
Benjamin Netanyahu	+11	-29	+57
Marine Le Pen	+10	+1	+29
Narendra Modi	+7	+5	+19
Donald Trump	0	-67	+73
Joe Biden	-4	+71	-71
Xi Jinping	-53	-31	-69
Vladimir Putin	-67	-64	-66

IP5. And how do you feel about each of these leaders?
Net impression = (positive minus negative).
Base: Total Sample. Americans (N=1,392)

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Comparing Canadian and American impressions of world leaders

Net Impression Ratings of Leaders amongst Canadians and Americans

	ALL CANADIANS	ALL AMERICANS
Volodymyr Zelenskyy	+52	+35
Fumio Kishida	+39	+43
Claudia Sheinbaum	+35	+41
Olaf Scholz	+33	+15
Emmanuel Macron	+32	+34
Yoon Suk Yeol	+21	+21
Joe Biden	+18	-4
Rishi Sunak	+15	+26
Keir Starmer	+10	+14
Justin Trudeau	-19	+30
Marine Le Pen	-24	+10
Narendra Modi	-33	+8
Benjamin Netanyahu	-36	+11
Donald Trump	-53	0
Xi Jinping	-57	-53
Vladimir Putin	-74	-67

IP5. And how do you feel about each of these leaders?
Net impression = (positive minus negative). Table sorted in descending order by Canada.
Base: Among those with at least some familiarity: Canadians (N=2,538), Americans (N=1,392)

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