



Global Perspectives

How Canadians feel about Europe and the world

October 2026

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Methodology

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Field Window	September 10 to 18, 2026
Sampling	Online survey of 2,604 adult (age 18+) Canadians . Respondents were recruited from the Leger research panel.
Reliability	Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 1.9\%$, 19 times out of 20. The margin of error is larger for sub-segments.
Weighting	Data has been weighted using the most current gender, age, and region Census data, to ensure the sample reflects the actual population of adult Canadians.
Tracking	In some instances, results are tracked against Pollara polls fielded in May 2025 and June 2024.

SAMPLE DISTRIBUTION COUNTS				
REGION		Weighted	Unweighted	Margin of Error
BC	British Columbia	365	303	$\pm 5.6\%$
AB	Alberta	300	303	$\pm 5.6\%$
SK/MB	Saskatchewan/Manitoba	169	191	$\pm 7.1\%$
ON	Ontario	990	506	$\pm 4.4\%$
QC	Quebec	597	1012	$\pm 3.1\%$
ATL	Atlantic	182	289	$\pm 5.8\%$
TOTAL CANADA		2,604	2,604	$\pm 1.9\%$

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67%

of Canadians feel positively
about the European Union

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Key Findings

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- 70% of Canadians feel negatively about the **United States** (vs. 23% positively). As Canadians turn away from the United States, they appear to be turning towards other allies and trade partners:
 - Sentiment has been trending up over the past two years towards **Mexico** and **Japan**, and Canadians feel positively about most western European allies.
 - Canadians are not as negative towards **China** and **India** as in recent years (though other factors are also at play here).
- Two-thirds (67%) of Canadians feel positively towards the **EU**, versus 14% who feel negatively. Seniors, immigrants, and university educated Canadians are especially positive.
 - When asked directly, three-in-four (76%) support Canada entering a partnership with the European Union on trade and security.
 - Support dips to 58% (vs. 21% opposed) when asked about joining the EU. When details of what EU membership entails are presented, support for joining dips further to 50% (vs. 36% opposed).

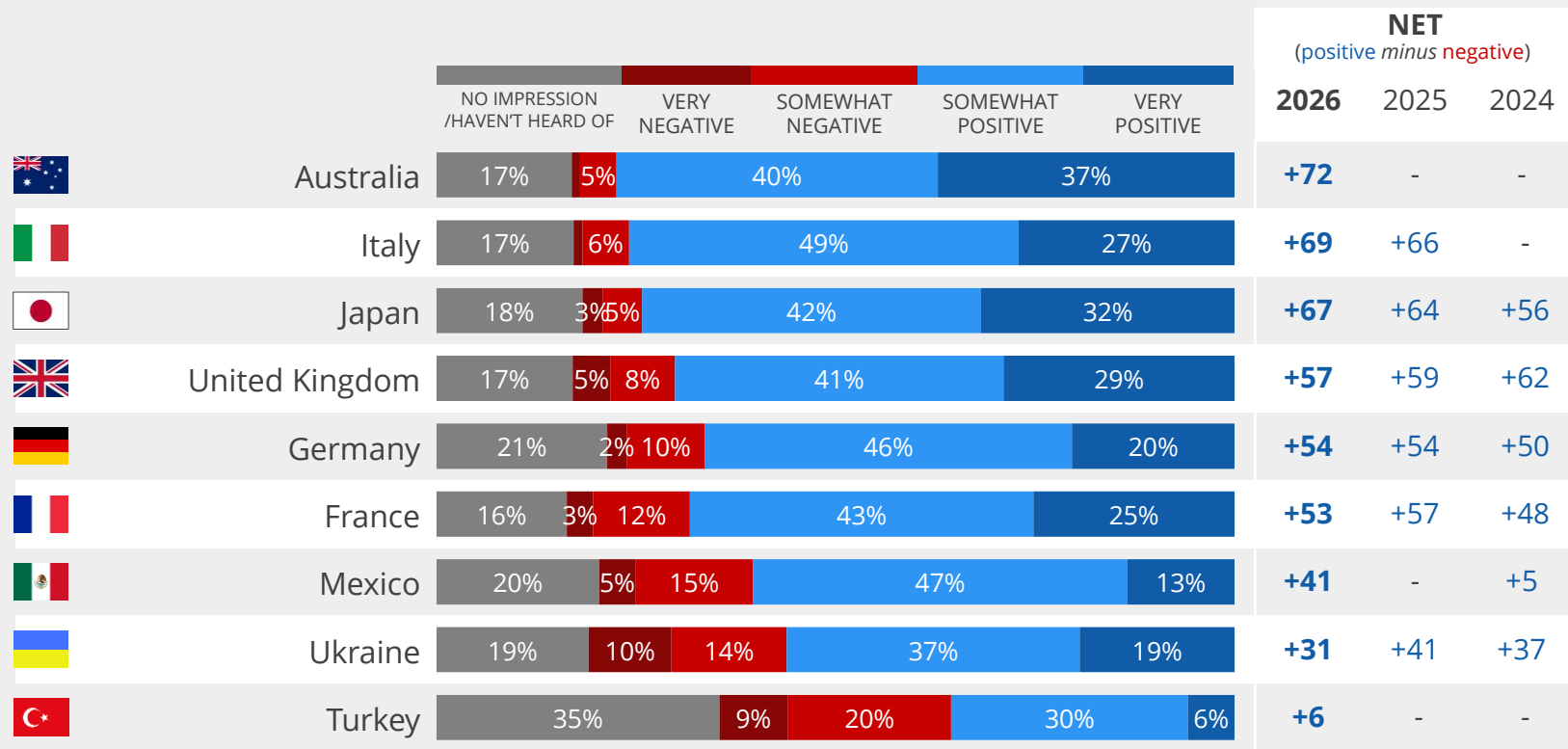


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Global Sentiment: Canadians most positive towards Australia, Japan, and traditional western European allies

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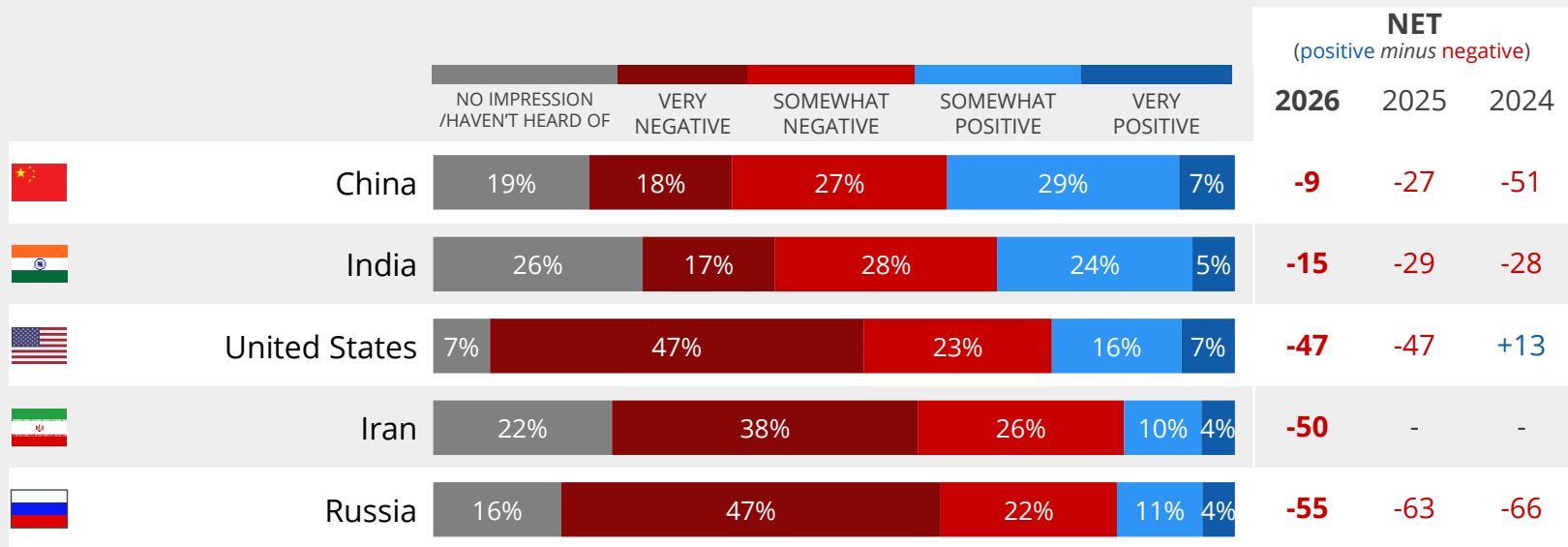
How do you feel about each of the following?
Base: All Respondents (n=2,604). Data less than 2% not labelled.

Global Sentiment:

Seven in ten Canadians feel negatively about the United States

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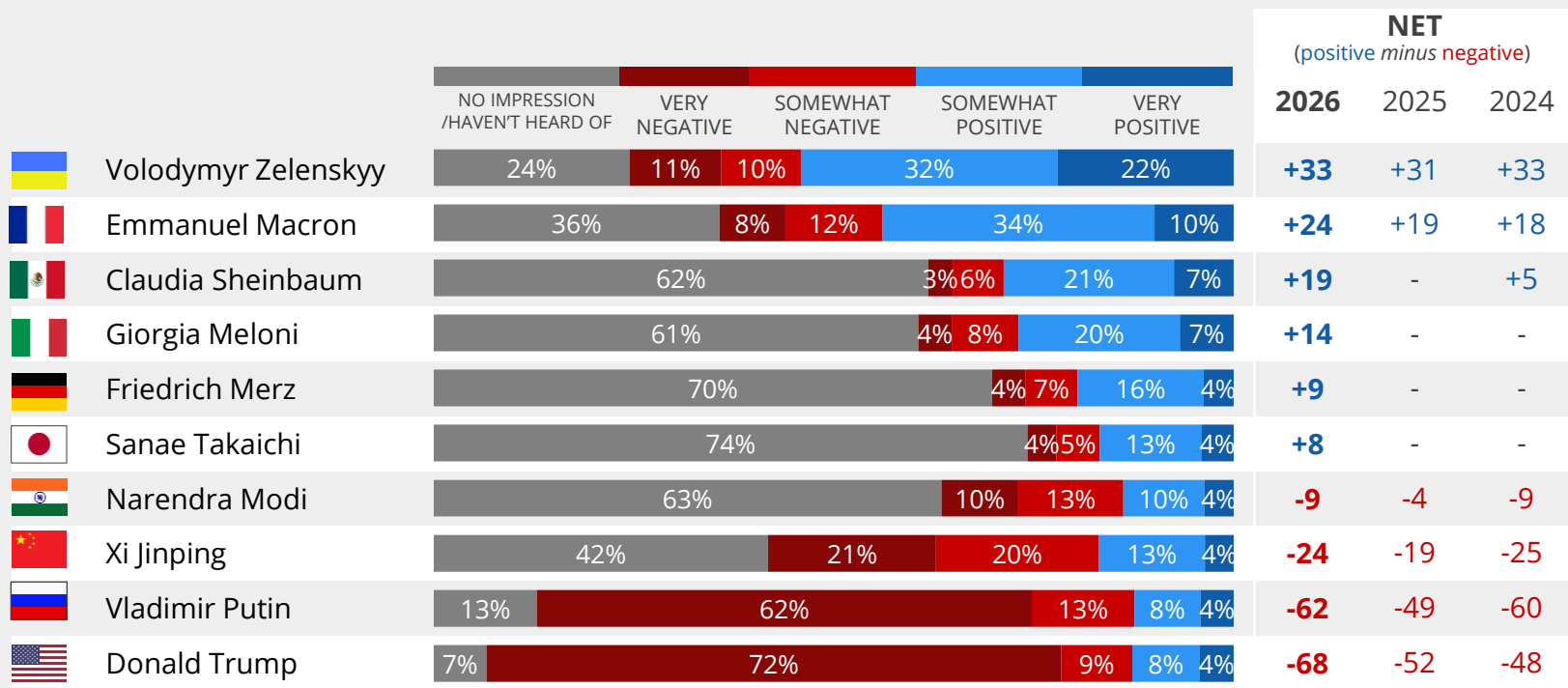
- Among Liberal voters, 15% feel positively and 80% feel negatively towards the United States. Among Conservative voters, sentiment is split, with 48% positive and 46% negative.
- On China, Liberal voters are split, with 42% positive and 43% negative, while twice as many Conservative voters feel negatively (54%) than positively (27%).



How do you feel about each of the following?
Base: All Respondents (n=2,604).

World Leaders: Zelenskyy remains most positively viewed world leader for third consecutive year

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How do you feel about each of the following people? If you're not familiar with them, just say so.
Base: All Respondents (n=2,604).

World Leaders: Conservative voters less positive towards Zelenskyy and Macron, but not as down on Trump

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		NET (positive minus negative)				
		Overall	Lib Voters	CPC Voters	NDP Voters	Bloc Voters
	Volodymyr Zelenskyy	+33	+59	-5	+51	+54
	Emmanuel Macron	+24	+49	-4	+19	+34
	Claudia Sheinbaum	+19	+31	+9	+15	+17
	Giorgia Meloni	+14	+22	+17	-6	+11
	Friedrich Merz	+9	+20	0	+11	+5
	Sanae Takaichi	+8	+11	+9	+1	+8
	Keir Starmer	+1	+10	-10	+4	-2
	Narendra Modi	-9	-9	-7	-18	-7
	Xi Jinping	-24	-24	-27	-28	-36
	Vladimir Putin	-62	-71	-44	-81	-81
	Donald Trump	-68	-82	-31	-87	-86



How do you feel about each of the following people? If you're not familiar with them, just say so.
Base: All Respondents (n=2,604).

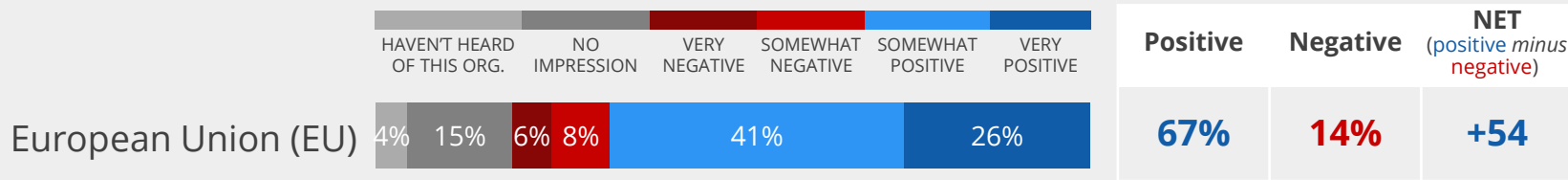


Partnership with the EU

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Sentiment Towards EU: Strong across the board, with most positive sentiment among seniors, university educated, and immigrants

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	Region						Gender		Age			
	BC	AB	SK/MB	ON	QC	ATL	Men	Women	18-34	35-49	50-64	65+
NET	+56	+46	+54	+57	+52	+46	+52	+55	+51	+48	+53	+64

	Education			Immigrant status		Vote intent			
	HS	College	University	Canada born	Immigrant	Lib	CPC	NDP	Bloc
NET	+51	+41	+65	+51	+62	+76	+25	+69	+56



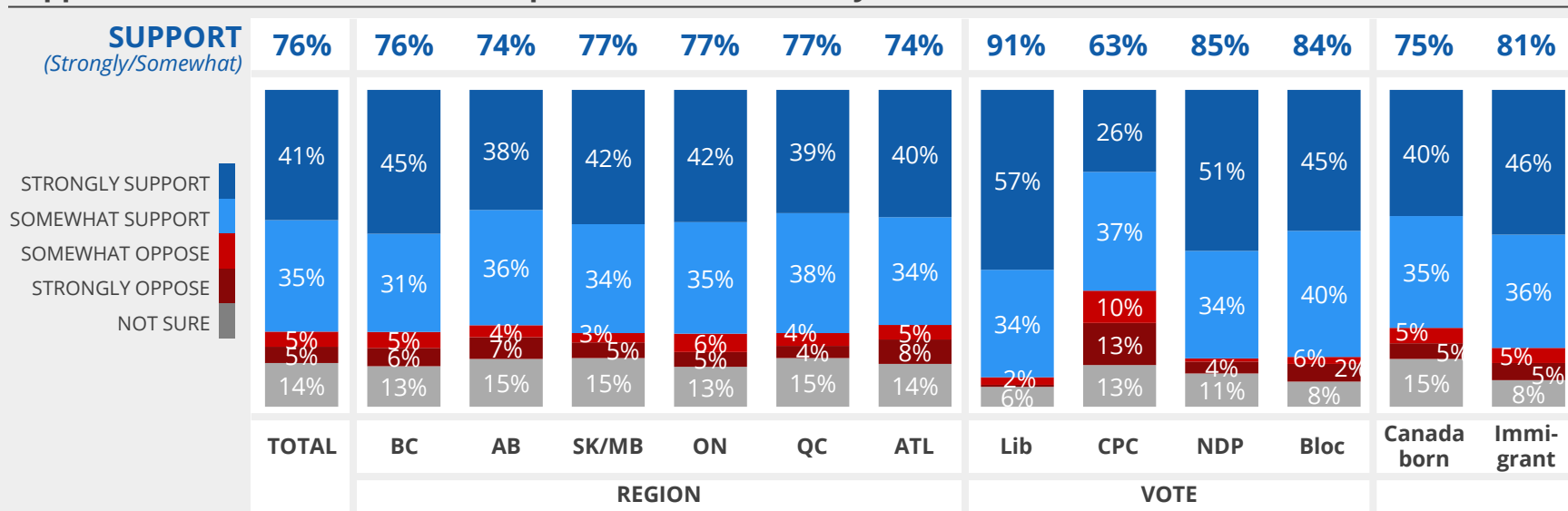
How do you feel about each of the following organizations? European Union (EU)
 Base: All Respondents (n=2,604).

Canada-EU Partnership: Three-quarters (76%) of Canadians support a Canada-EU partnership on trade and security

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- There is strong consensus across demographics, with the groups most positive towards the EU also most positive to this arrangement: 84% of seniors, 81% of immigrants, and 83% of university educated Canadians are supportive.

Support for a Canada-EU Partnership on Trade and Security



Canada Joining the EU: At least half of Canadians support Canada becoming part of the EU, though support is lower when potential consequences of membership are introduced

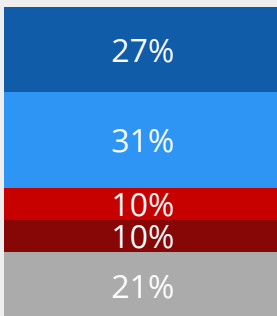
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If Canada joined the European Union (EU), the following things would change:

1) Canada would have free trade with all 27 EU member countries and access to the EU's single market, but would no longer be able to negotiate its own trade agreements with the United States or other countries. 2) Canadians would have the right to live and work in other EU countries, and citizens of EU countries would have the right to live and work in Canada. 3) Canada would have to follow EU laws on areas such as the environment, consumer protection and labour standards, rather than setting these laws through the Canadian Parliament. 4) On matters governed by EU law, the European Court of Justice would have the final say rather than the Canadian Supreme Court. 5) Canada would contribute money to the EU budget, which helps fund infrastructure and development in poorer EU countries. 6) Canada would use the euro instead of the Canadian dollar.

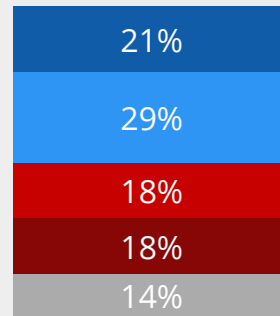
Would you support or oppose Canada joining the European Union?

SUPPORT 58%
OPPOSE 21%



Thinking about this, would you support or oppose Canada joining the European Union?

50%
36%



Would you support or oppose Canada joining the European Union? Base: Split Sample (n=1,302).

If Canada joined the European Union (EU), the following things would change: [see above description] Thinking about this, would you support or oppose Canada joining the European Union? Base: Split Sample (n=1,302).



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