



What Canadians Think About the 2024 US Presidential Election

January 10, 2024

METHODOLOGY

The survey was conducted with 1,500 Canadian adults from January 4 to 9, 2024. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.

This survey was paid for by Abacus Data Inc.





How closely are you following news and information about the US Presidential election that will occur in November 2024?

Attention to the 2024 Presidential Election

Row %		Didn't know it was happening	Not following it at all	Following it a little	Following it quite closely	Following it very closely
REGION	Canada	7%	22%	43%	18%	10%
	BC	7%	18%	50%	15%	9%
	AB	9%	18%	45%	16%	12%
	SK/MB	8%	23%	43%	20%	6%
	ON	8%	25%	38%	17%	12%
	QC	5%	20%	45%	22%	8%
	ATL	6%	23%	46%	18%	7%
GENDER	Male	7%	16%	41%	22%	15%
	Female	8%	28%	45%	14%	5%
AGE GROUP	18 to 29	18%	24%	42%	8%	7%
	30 to 44	6%	24%	45%	15%	10%
	45 to 59	6%	21%	43%	19%	11%
	60 and over	3%	19%	41%	25%	12%
Canadian Federal Vote	Conservative Party	6%	21%	43%	17%	12%
	Liberal Party	4%	17%	43%	22%	14%
	New Democratic Party	9%	22%	46%	18%	5%
	Bloc Québécois	4%	12%	44%	27%	14%
Attention to US Presidential Election	Closely	0%	0%	0%	64%	36%
	A little	0%	0%	100%	0%	0%
	Not following/Unaware of it	24%	76%	0%	0%	0%

National Survey, 1,500 Canadian Adults, January 4 to 9, 2024





Do you think the result of the election will have a major, moderate, minor or no impact on the following?

Impact of 2024 US Election: On your life

Row %		No impact	Minor impact	Moderate impact	Major impact	Don't know
REGION	Canada	20%	31%	29%	12%	9%
	BC	19%	33%	28%	11%	9%
	AB	21%	31%	26%	18%	4%
	SK/MB	29%	26%	32%	3%	9%
	ON	18%	32%	28%	13%	10%
	QC	19%	30%	33%	11%	7%
	ATL	24%	33%	24%	7%	11%
GENDER	Male	18%	32%	30%	15%	5%
	Female	22%	30%	28%	9%	13%
AGE GROUP	18 to 29	15%	36%	33%	11%	6%
	30 to 44	15%	28%	31%	16%	10%
	45 to 59	20%	34%	27%	10%	9%
	60 and over	26%	29%	26%	9%	10%
Canadian Federal Vote	Conservative Party	20%	28%	32%	13%	7%
	Liberal Party	18%	31%	31%	14%	7%
	New Democratic Party	22%	41%	25%	5%	7%
	Bloc Québécois	15%	42%	26%	14%	1%
Attention to US Presidential Election	Closely	12%	29%	34%	21%	4%
	A little	18%	36%	33%	8%	5%
	Not following/Unaware of it	30%	26%	18%	9%	18%

National Survey, 1,500 Canadian Adults, January 4 to 9, 2024





Do you think the result of the election will have a major, moderate, minor or no impact on the following?

Impact of 2024 US Election: On Canada

Row %		No impact	Minor impact	Moderate impact	Major impact	Don't know
REGION	Canada	4%	16%	41%	32%	7%
	BC	2%	21%	39%	32%	6%
	AB	4%	15%	45%	30%	6%
	SK/MB	4%	12%	48%	27%	8%
	ON	4%	16%	40%	33%	7%
	QC	4%	14%	41%	34%	7%
	ATL	5%	21%	37%	28%	8%
GENDER	Male	4%	18%	42%	32%	4%
	Female	4%	15%	40%	32%	10%
AGE GROUP	18 to 29	5%	19%	42%	29%	5%
	30 to 44	4%	13%	37%	36%	10%
	45 to 59	3%	17%	42%	31%	6%
	60 and over	4%	16%	43%	30%	7%
Canadian Federal Vote	Conservative Party	3%	16%	42%	32%	6%
	Liberal Party	4%	17%	42%	32%	5%
	New Democratic Party	2%	16%	49%	28%	5%
	Bloc Québécois	0%	17%	41%	39%	3%
Attention to US Presidential Election	Closely	3%	13%	37%	43%	4%
	A little	2%	17%	48%	29%	4%
	Not following/Unaware of it	7%	19%	33%	25%	16%

National Survey, 1,500 Canadian Adults, January 4 to 9, 2024





Do you think the result of the election will have a major, moderate, minor or no impact on the following?

Impact of 2024 US Election: On The World

Row %		No impact	Minor impact	Moderate impact	Major impact	Don't know
REGION	Canada	3%	11%	34%	44%	7%
	BC	2%	16%	35%	42%	6%
	AB	4%	8%	37%	45%	6%
	SK/MB	6%	15%	33%	37%	8%
	ON	4%	12%	33%	43%	8%
	QC	3%	7%	34%	50%	6%
	ATL	1%	13%	36%	42%	7%
GENDER	Male	3%	13%	35%	45%	4%
	Female	4%	10%	34%	43%	9%
AGE GROUP	18 to 29	4%	15%	38%	40%	3%
	30 to 44	4%	9%	31%	47%	9%
	45 to 59	4%	11%	35%	44%	7%
	60 and over	2%	12%	34%	45%	7%
Canadian Federal Vote	Conservative Party	2%	13%	37%	42%	6%
	Liberal Party	4%	13%	33%	44%	6%
	New Democratic Party	3%	9%	35%	48%	4%
	Bloc Québécois	0%	6%	33%	59%	1%
Attention to US Presidential Election	Closely	3%	8%	26%	60%	3%
	A little	2%	11%	41%	42%	4%
	Not following/Unaware of it	6%	16%	32%	32%	14%

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Do you think Joe Biden will be the Democratic Party presidential candidate for the election in November?

Will Joe Biden be the Democratic Party candidate?

Row %		Definitely yes	Probably yes	Probably no	Definitely no	Don't know
REGION	Canada	12%	34%	24%	10%	20%
	BC	15%	32%	23%	9%	21%
	AB	10%	35%	23%	11%	21%
	SK/MB	6%	36%	28%	7%	24%
	ON	14%	31%	24%	8%	23%
	QC	8%	41%	24%	14%	14%
	ATL	12%	37%	26%	9%	16%
GENDER	Male	14%	37%	25%	9%	15%
	Female	9%	32%	23%	11%	25%
AGE GROUP	18 to 29	6%	31%	37%	9%	17%
	30 to 44	11%	30%	22%	12%	24%
	45 to 59	11%	36%	23%	12%	18%
	60 and over	17%	39%	18%	6%	20%
Canadian Federal Vote	Conservative Party	8%	31%	32%	13%	16%
	Liberal Party	24%	41%	15%	7%	13%
	New Democratic Party	14%	36%	20%	10%	19%
	Bloc Québécois	4%	57%	18%	13%	9%
Attention to US Presidential Election	Closely	25%	39%	17%	12%	7%
	A little	8%	37%	29%	8%	18%
	Not following/Unaware of it	5%	26%	24%	10%	35%

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Do you think Joe Biden will be the Democratic Party presidential candidate for the election in November?

Will Donald Trump be the Republican Party candidate?

Row %		Definitely yes	Probably yes	Probably no	Definitely no	Don't know
REGION	Canada	15%	31%	18%	16%	19%
	BC	15%	30%	26%	11%	18%
	AB	19%	40%	14%	9%	18%
	SK/MB	6%	35%	17%	20%	21%
	ON	12%	31%	20%	15%	22%
	QC	19%	28%	14%	23%	15%
	ATL	18%	32%	17%	14%	19%
GENDER	Male	20%	36%	19%	10%	15%
	Female	9%	27%	17%	22%	24%
AGE GROUP	18 to 29	9%	37%	22%	16%	17%
	30 to 44	21%	29%	18%	10%	23%
	45 to 59	18%	29%	18%	20%	15%
	60 and over	12%	32%	17%	18%	21%
Canadian Federal Vote	Conservative Party	20%	37%	16%	14%	13%
	Liberal Party	14%	33%	21%	15%	18%
	New Democratic Party	10%	29%	20%	23%	19%
	Bloc Québécois	23%	24%	16%	22%	15%
Attention to US Presidential Election	Closely	28%	35%	13%	13%	11%
	A little	11%	36%	21%	16%	16%
	Not following/Unaware of it	8%	21%	20%	19%	32%

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Who do you think is more likely to win the Presidential election?

Who do Canadians Think will Win the Election?

Row %		Donald Trump	Joe Biden
REGION	Canada	42%	58%
	BC	43%	57%
	AB	48%	52%
	SK/MB	39%	61%
	ON	40%	60%
	QC	40%	60%
	ATL	48%	52%
GENDER	Male	47%	53%
	Female	36%	64%
AGE GROUP	18 to 29	45%	55%
	30 to 44	49%	51%
	45 to 59	44%	56%
	60 and over	32%	68%
Canadian Federal Vote	Conservative Party	61%	39%
	Liberal Party	28%	72%
	New Democratic Party	26%	74%
	Bloc Québécois	29%	71%
Attention to US Presidential Election	Closely	45%	55%
	A little	43%	57%
	Not following/Unaware of it	37%	63%

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Who do you want to win the next US presidential election?

Who do Canadians Want to Win the Election?

Row %		Donald Trump	Joe Biden
REGION	Canada	34%	66%
	BC	34%	66%
	AB	40%	60%
	SK/MB	41%	59%
	ON	35%	65%
	QC	25%	75%
	ATL	33%	67%
GENDER	Male	41%	59%
	Female	26%	74%
AGE GROUP	18 to 29	40%	60%
	30 to 44	41%	59%
	45 to 59	34%	66%
	60 and over	23%	77%
Canadian Federal Vote	Conservative Party	57%	43%
	Liberal Party	14%	86%
	New Democratic Party	17%	83%
	Bloc Québécois	15%	85%
Attention to US Presidential Election	Closely	37%	63%
	A little	34%	66%
	Not following/Unaware of it	30%	70%

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For more information or comments on this survey, please contact:

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