

The Canada-U.S. Relationship: Despite Trump's tirades, most Americans positive about northern neighbours

Three-quarters of Americans believe U.S. should approach Canada on friendly or better terms

August 10, 2026 – Political friction from the past year and a half has driven Canadian views of President Trump and his administration sharply negative, while boycotts and reduced cross-border travel have prompted questions about whether hostility extends beyond the White House to Americans themselves.

New data from the non-profit Angus Reid Institute finds a sizable minority (45%) of Canadians view the American people positively despite widespread detestation of their commander-in-chief (79% unfavourable view of Trump). Still, approaching half (48%) say they view Americans unfavourably.

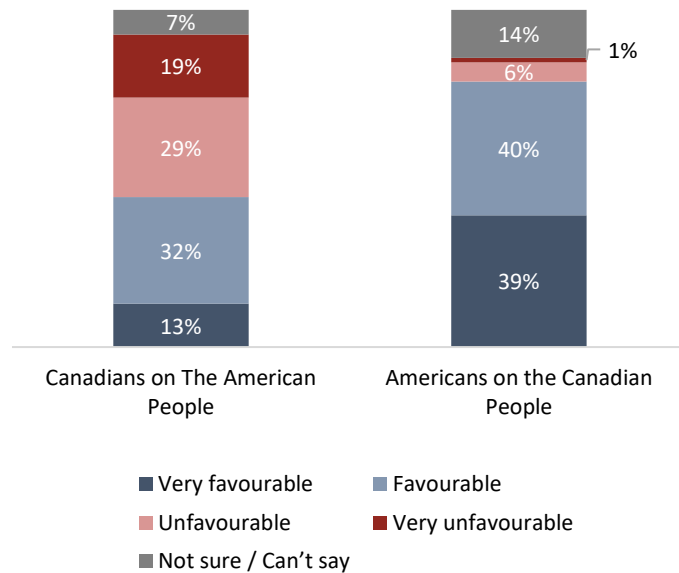
That may come as a surprise to Canadians' southern neighbours, whose views are overwhelmingly positive (79% favourable) coming the other way.

That may be because there is quite an attention gap between the two countries. The lingering trade dispute is a key source of unrest for Canadians, who are much more likely (91%) than Americans (69%) to be following the latest tariffs, threatened to be levied by Aug. 19.

Trump has soured the Canada-U.S. relationship with tariffs and talk of turning Canada into the 51st state but apparently has not turned most of his ardent supporters against Canadians. Self-described MAGA Republicans are more likely to view Canadians positively (69%) than not (17%).

However, despite positive feelings towards Canadians as a people, MAGA Republicans are strongly in favour (71%) of Trump's latest trade

Generally speaking, would you say you have a favourable or unfavourable view of...



METHODOLOGY:

The Angus Reid Institute conducted an online survey from July 10 - 14, 2026, among a randomized sample of 2,199 Canadian adults. Respondents are drawn from the [Angus Reid Forum](#), a large-scale online panel developed to include Canadian residents in each of the 343 federal ridings in Canada and representative of the Canadian population by age, gender, family income, ethnic status and education. The sample was weighted to be representative of adults nationwide according to region, gender, age, household income, and education, based on the Canadian census. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 2 percentage points, 19 times out of 20. A second survey was conducted from July 31 to Aug. 5 among a randomized sample of 1,000 American adults who are members of Angus Reid Forum USA. For comparison purposes only, a probability sample of this size would carry a margin of error of +/- 3.0 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

For more information on our polling methods, [click here](#).

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measures. Among Americans in general, opposition to the newest round of tariffs outweighs support (59% vs. 24%).

About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

INDEX

- **The Canada – U.S. relationship during Trump Term Two**
- **Many Canadians draw distinction between Trump and his constituents**
- **Canadians treat U.S. as threat, Americans see Canada as an ally/friend**
- **Americans much less aware of tariff turmoil**
- **Twice as many oppose as support latest threat of tariffs on Canada**

The Canada – U.S. relationship during Trump Term Two

The cross-border acrimony between Canada and the United States has increased during the second term of U.S. President Donald Trump, who has applied punishing tariffs and threatened annexation. Canadians' souring opinions of the administration of their southern neighbour are well-documented.

Related:

- [Anger, betrayal and anxiety: Canadians say they're ready to fight back after tariffs drive views of U.S. to new low](#)
- [Cold front at the border: Canadians uneasy about U.S. travel, say new fingerprint requirements "invasive"](#)
- [Fear Factor: Anxiety over Canada-US relationship has four-in-five Canadians worried about the year ahead](#)

But how much of Canadians' ill will is focused on Washington, D.C., and the White House, and how much has overflowed to the American people? Conversely, has Trump's vindictive stance towards Canada influenced American views of Canadians?

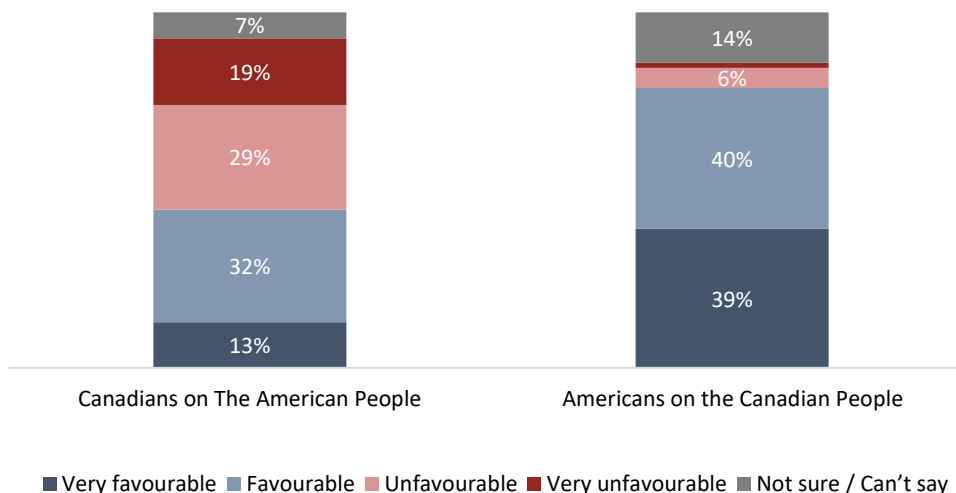
Canadians are split on Americans: more than two-in-five (45%) say they have a favourable view of the American people; approaching half (48%) have an unfavourable one.

The mixed feelings are not mutual for Americans. Four-in-five (79%) say they have a favourable view of Canadians:

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Generally speaking, would you say you have a favourable or unfavourable view of...



Canadians' views of the American people vary by age and by politics. Those who voted CPC in last year's federal election are the only political group who view the American people favourably at a majority level (70%). By comparison, half the proportion of Liberal (30%), NDP (28%) and Bloc Québécois (27%) voters say the same.

Half (52%) of Canadians older than 54 say they have a positive view of the American people. That is the only age group more likely to report favourable opinions than unfavourable ones:

Generally speaking, would you say you have a favourable or unfavourable view of <u>the American people</u> ?								
	Canadians (n=2,199)	Age			Federal vote 2025			
		18-34	35-54	55+	CPC	Liberal	NDP	BQ
Very favourable	13%	6%	15%	15%	29%	4%	0%	2%
Favourable	32%	25%	31%	37%	41%	26%	28%	25%
Unfavourable	29%	36%	28%	26%	17%	38%	33%	40%
Very unfavourable	19%	24%	18%	16%	8%	26%	31%	24%
Not sure / Can't say	7%	9%	8%	5%	5%	6%	8%	9%

Across the border, a majority Americans of all ages and political stripes say they view Canadians favourably. That includes self-identified MAGA Republicans despite Trump's repeated criticisms of Canada and its leadership. Fewer than one-in-five (17%) MAGA Republicans have an unfavourable view of the Canadians people; three times as many (69%) say instead they view Canadians positively:

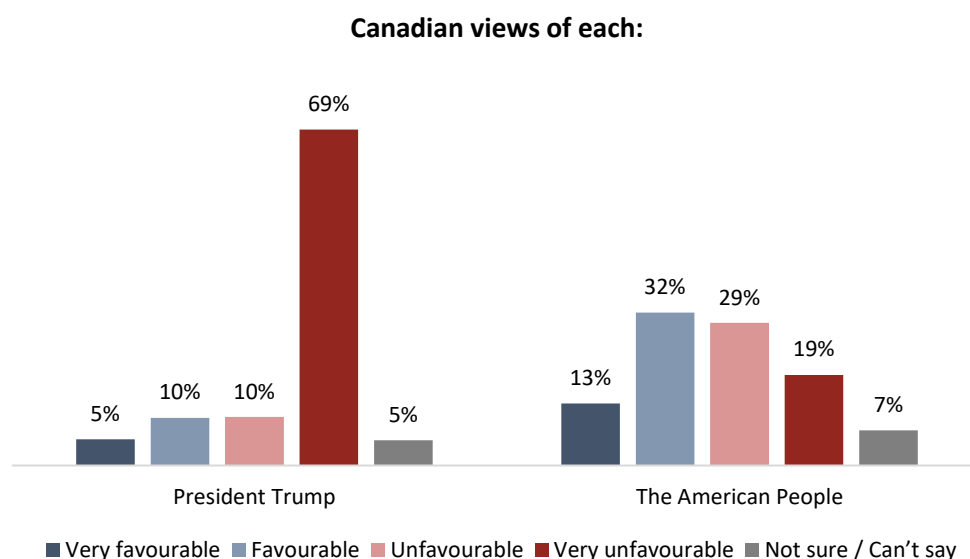
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Generally speaking, would you have a favourable or unfavourable view of <u>the Canadian people</u> ?							
	Americans (n=1,000)	Age			Self ID political affiliation		
		18-34	35-54	55+	MAGA Rep.	Non-MAGA Rep.	Dem.
Very favorable	39%	29%	42%	46%	20%	28%	58%
Favorable	40%	42%	37%	39%	49%	45%	34%
Unfavorable	6%	7%	4%	5%	14%	7%	2%
Very unfavorable	1%	3%	0%	1%	3%	3%	0%
Not sure / Can't say	14%	19%	16%	8%	15%	18%	5%

Many Canadians draw distinction between Trump and his constituents

Canadians' split views on American people stand in contrast to their overwhelmingly negative impression of the country's president. Four-in-five (79%) Canadians say they have an unfavourable view of Trump, including 69 per cent who say their view is "very" unfavourable:



Canadians treat U.S. as threat, Americans see Canada as an ally/friend

As recently as 2023, prior to Trump's return to the Oval Office, most Canadians believed their government should approach the United States at least on friendly terms (25%) if not as a valued partner and ally (48%). Few believed the U.S. to be a threat to Canada's interests (6%).

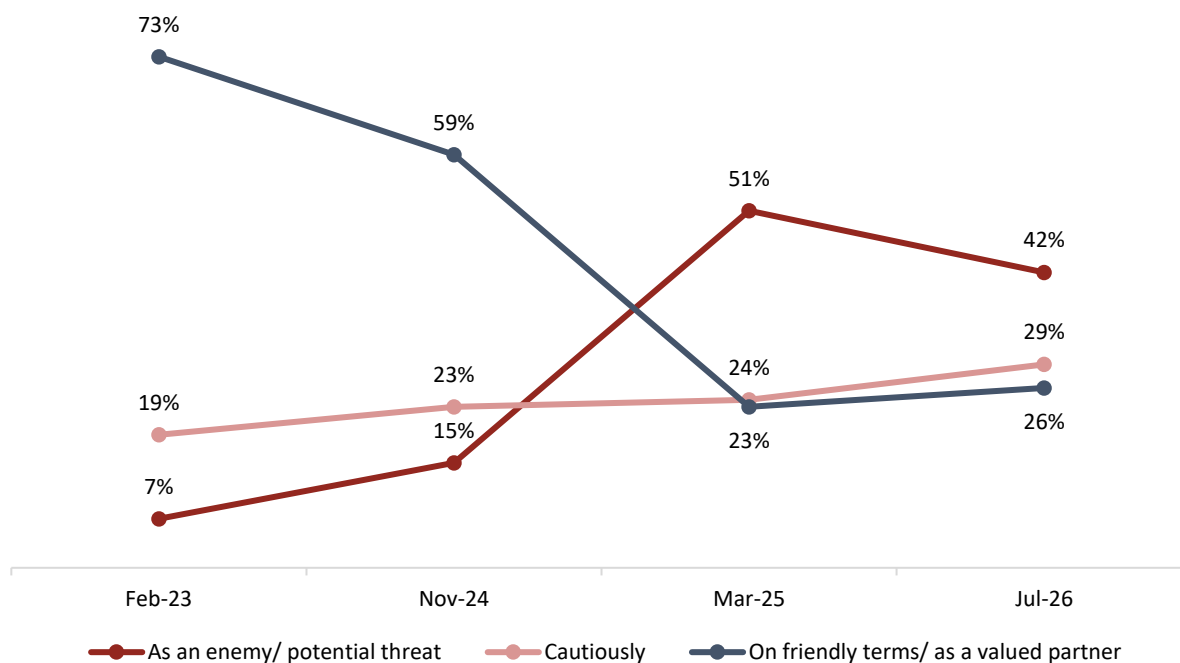
Related: Friends and foes: Most Canadians say Ottawa should approach China as a 'threat' or 'enemy'

The situation has changed and a majority of Canadians believe Canada should approach the U.S. caution (29%) or suspicion as a potential threat (36%) or enemy (6%).

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**From an overall point of view, how do you think the Canadian government
should approach the United States?
(Don't know responses hidden)**

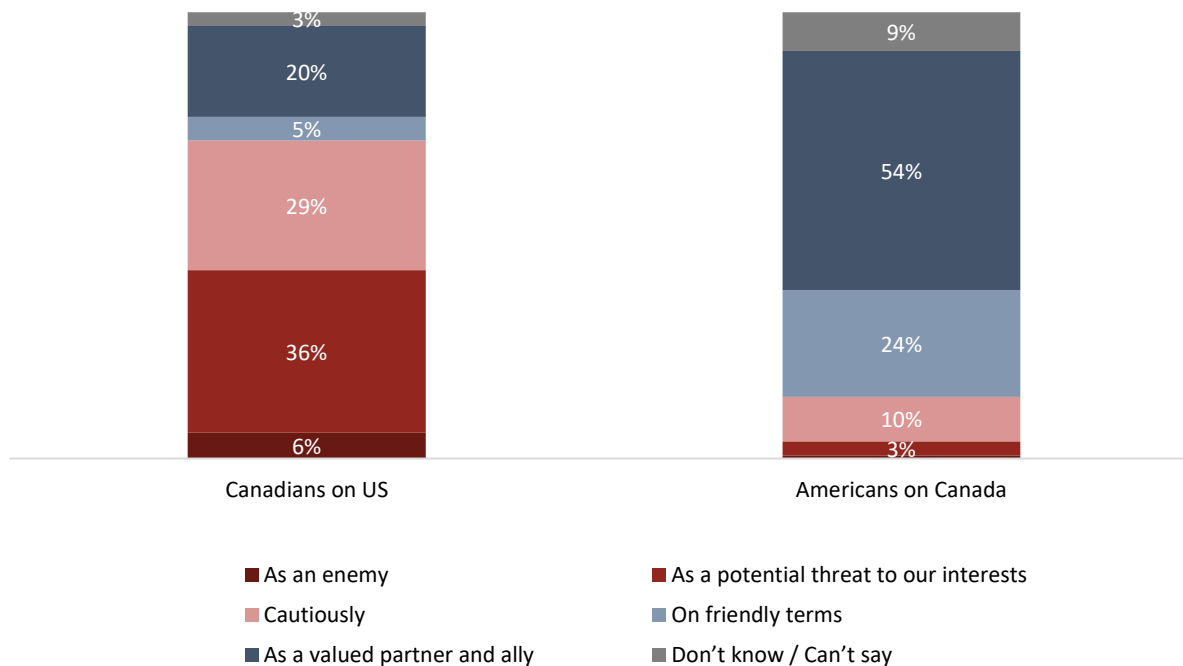


A jaundiced eye is peering only over one side of the 49th parallel. More than three-quarters of Americans (78%) say the U.S. should be approaching Canada either as a valued partner (54%) or on friendly terms (24%):

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From an overall point of view, how do you think the Canadian/American government should approach the United States/Canada?



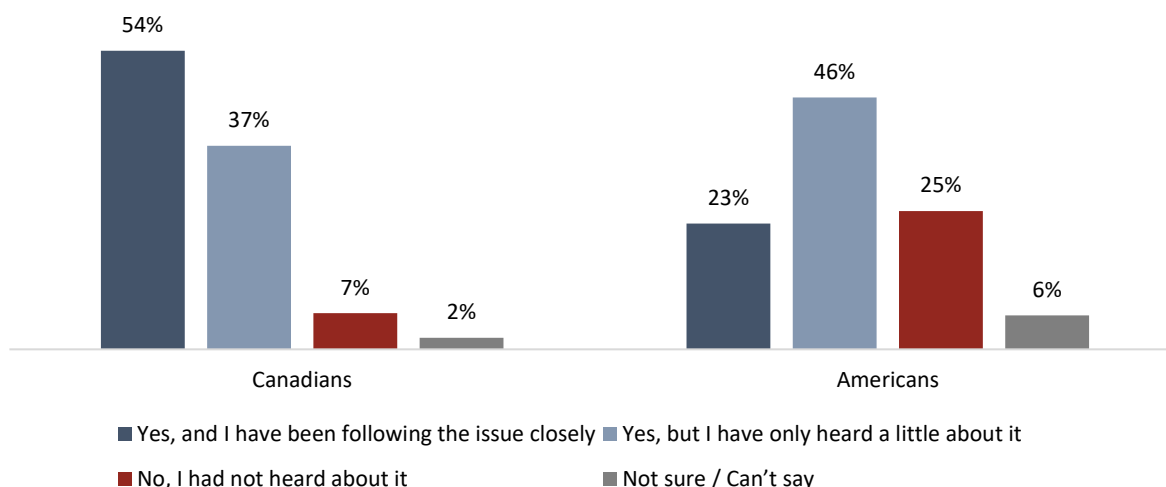
Americans much less aware of tariff turmoil

The trade dispute between Canada and the U.S. is fueling the discord Canadians feel towards Americans, which doesn't appear to be reciprocated. Perhaps part of the imbalance of feelings is due to the gap in attention and knowledge of the situation. A majority (54%) of Canadians say they are following the latest tariff threats from Trump "closely" while two-in-five (37%) say they have heard about it. In the U.S. there are fewer who say they have paid close attention to the recent tariff developments (23%) and more who have not heard about them at all (25%):

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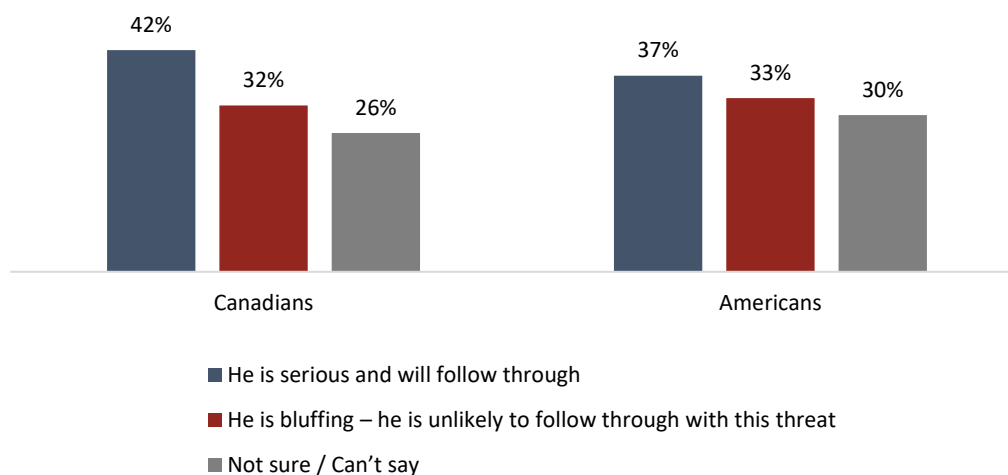
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Before today, had you heard or read anything about these latest tariff threats?



On both sides of the border, there is uncertainty as to whether Trump will follow through on levying new tariffs on Canada on Aug. 19. Two-in-five Canadians (42%) and Americans (37%) say Trump will follow through, but one-third in both countries believe the new tariffs are only a threat:

Thinking about President Trump's latest threat to impose tariffs on Canadian products, would you say:



Twice as many oppose as support latest threat of tariffs on Canada

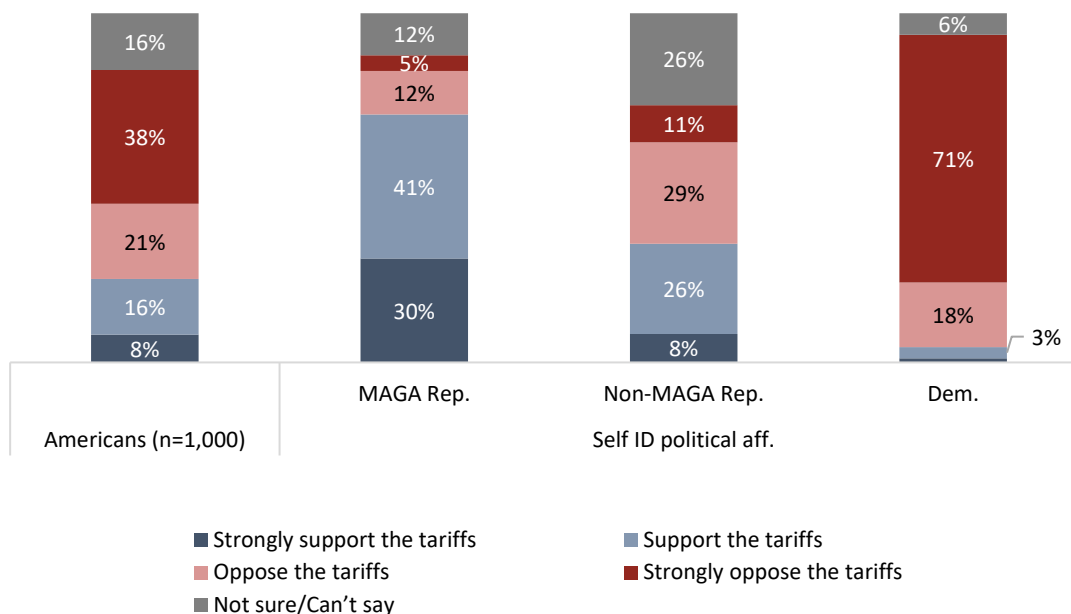
Perhaps owing to their affinity for Canadians and Canada, Americans are much more likely to oppose (59%) as support (24%) tariffs on their northern neighbour. But politics is a significant driving factor in this view. Seven-in-ten (71%) MAGA Republicans say they support Trump's latest tariffs. Non-MAGA

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Republicans are more divided (34% support, 40% oppose) and Democrats almost universally opposed (89%):

And based on what you have read, seen, or heard, including in this survey, would you say you...?



For detailed results among Canadian respondents by age, gender, region, education, and other demographics, [click here](#).

For detailed results among American respondents by age, gender, region, education, and other demographics, [click here](#).

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