



# What the World thinks of Canada:

Canada and the World in 2010 -  
Immigration & Diversity

For public release: June 22, 2010 (6 AM EST)



## Methodology



*-These are the findings of an Ipsos poll conducted on behalf of the Historica Dominion Institute between May 12 to May 22, 2010. For this survey an international sample of 18,624 adults aged 18+ were interviewed in a total of 24 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel (500 in Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey).*

*-Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled for a sample of 1,000 respondents, and +/-4.4 percentage points for the countries with a sample of 500 respondents.. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

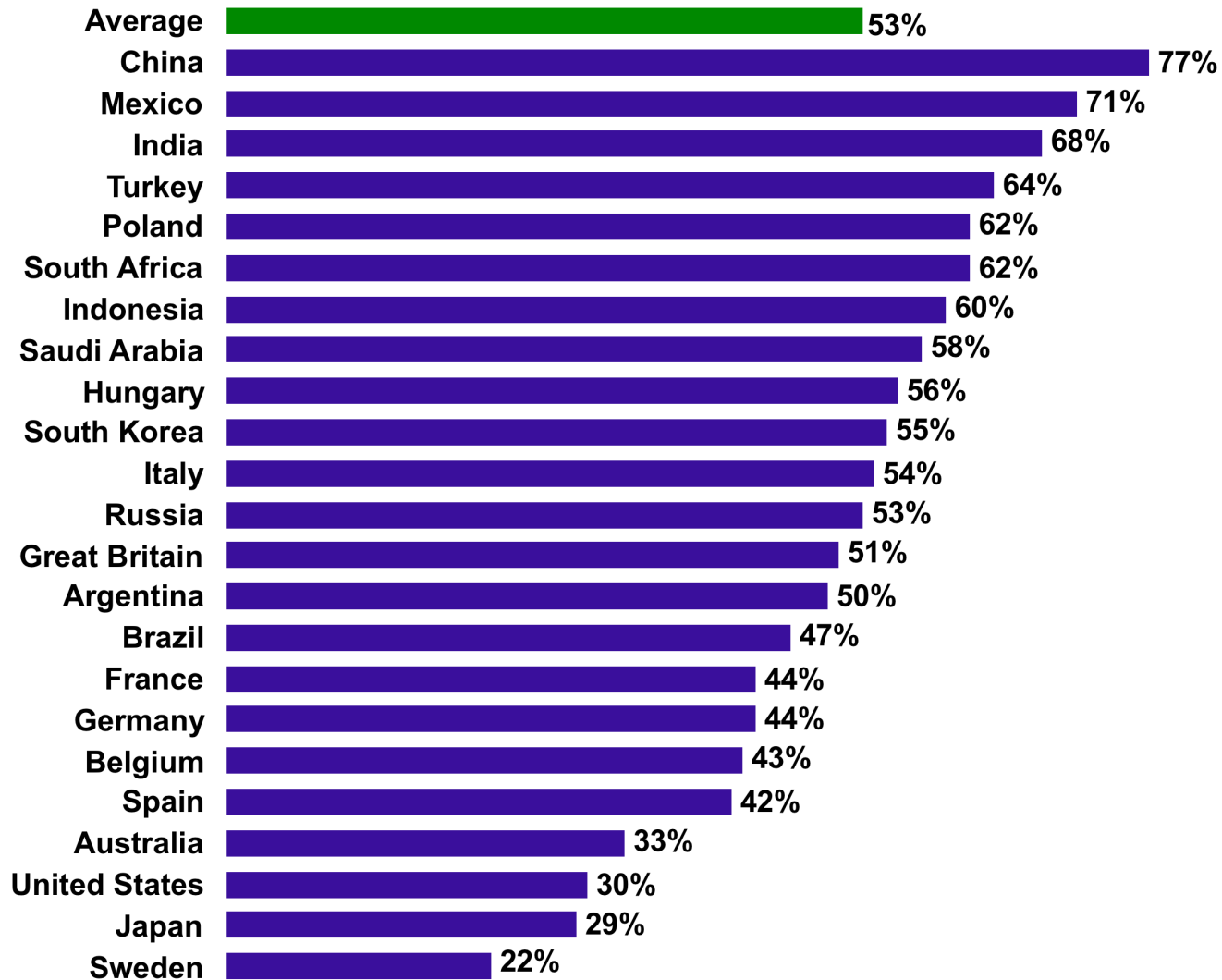
## If I had a choice to live in Canada or stay in my current country I would move to Canada

- A majority (53%) of global citizens say they'd live in Canada given the choice to stay in their current country or move to Canada.
- The Chinese (77%) are significantly more likely than any others to say they'd take up an opportunity to move to Canada, while much smaller proportions of those living in Sweden (22%) and Japan (29%) would chose to move to Canada.
- Three in ten (30%) Americans say they'd live in Canada given the choice to stay in their current country or move to Canada.

*(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)*

# If I had a choice to live in Canada or stay in my current country I would move to Canada

% Agree



# Canadians have one of the best qualities of life anywhere in the world

- Eight in ten (79%) global citizens think that Canadians enjoy one of the best qualities of life anywhere in the world – although nine in ten (89%) Canadians think they do – the highest out of any country.
  
- Only a slim majority (56%) of Japanese think that Canadians have one of the best qualities of life, while relatively low proportions of Swedes (64%) and Americans (65%) would agree with this sentiment as well.

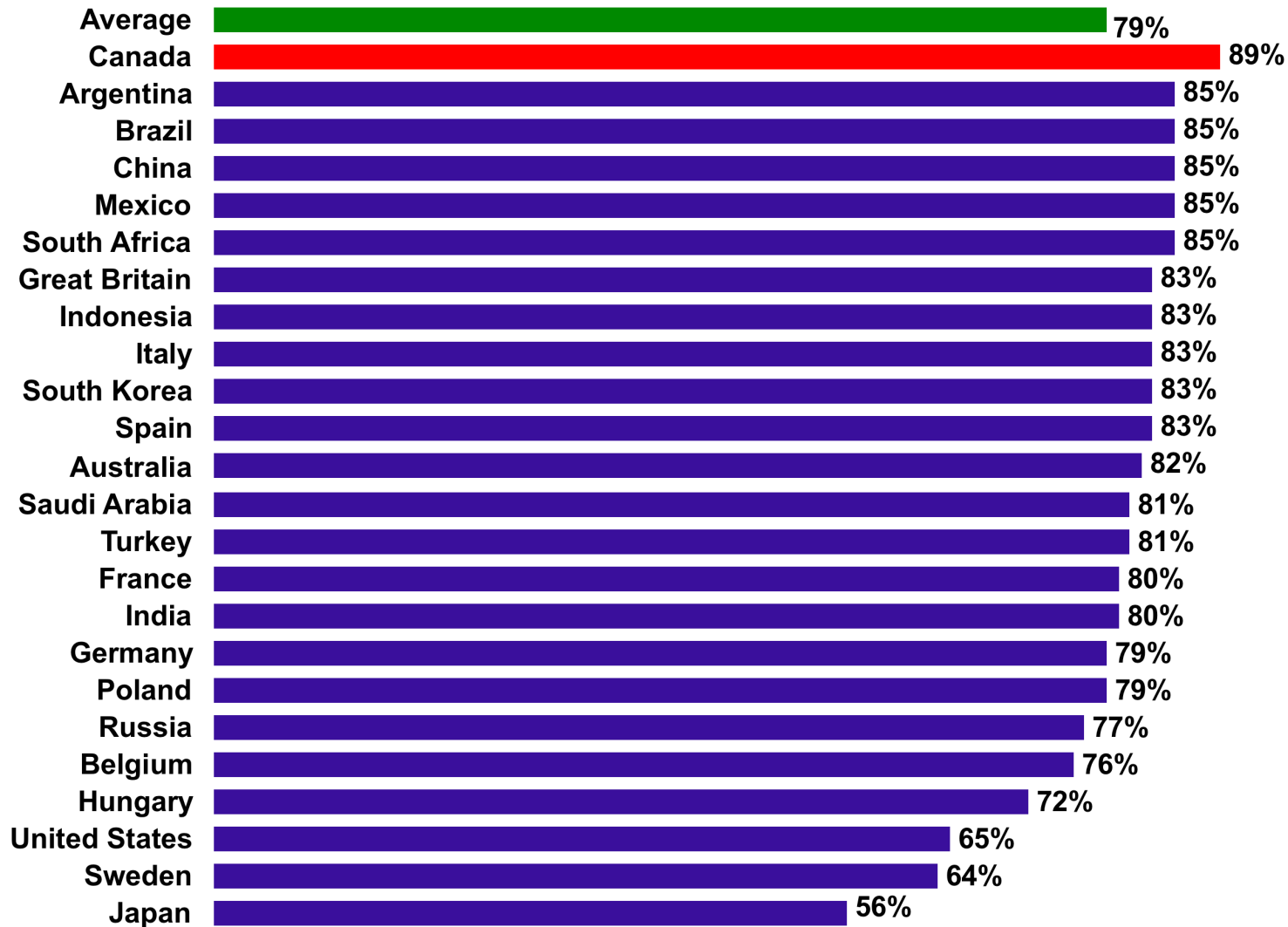
*(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)*



# Canadians have one of the best qualities of life anywhere in the world



% Agree



# Canada is a country where rights and freedoms are respected

- Most (86%) global citizens agree that Canada is a country where rights and freedoms are respected, and Canadians (89%) are slightly more likely than most to agree.
- South Africans (94%) are the most inclined to agree with this statement, while those living in Sweden (68%) have the lowest propensity to agree.

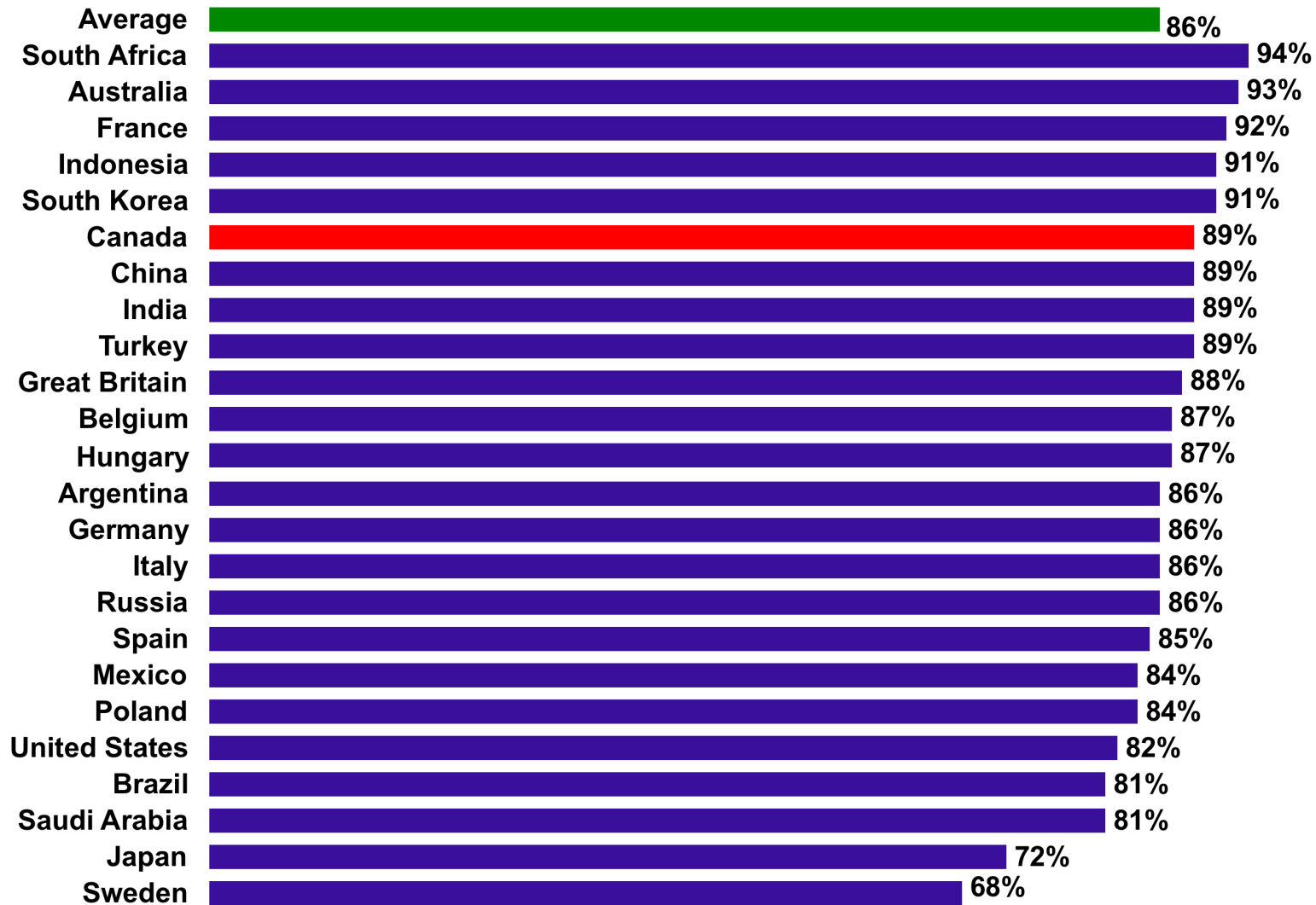
*(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)*



# Canada is a country where rights and freedoms are respected



% Agree





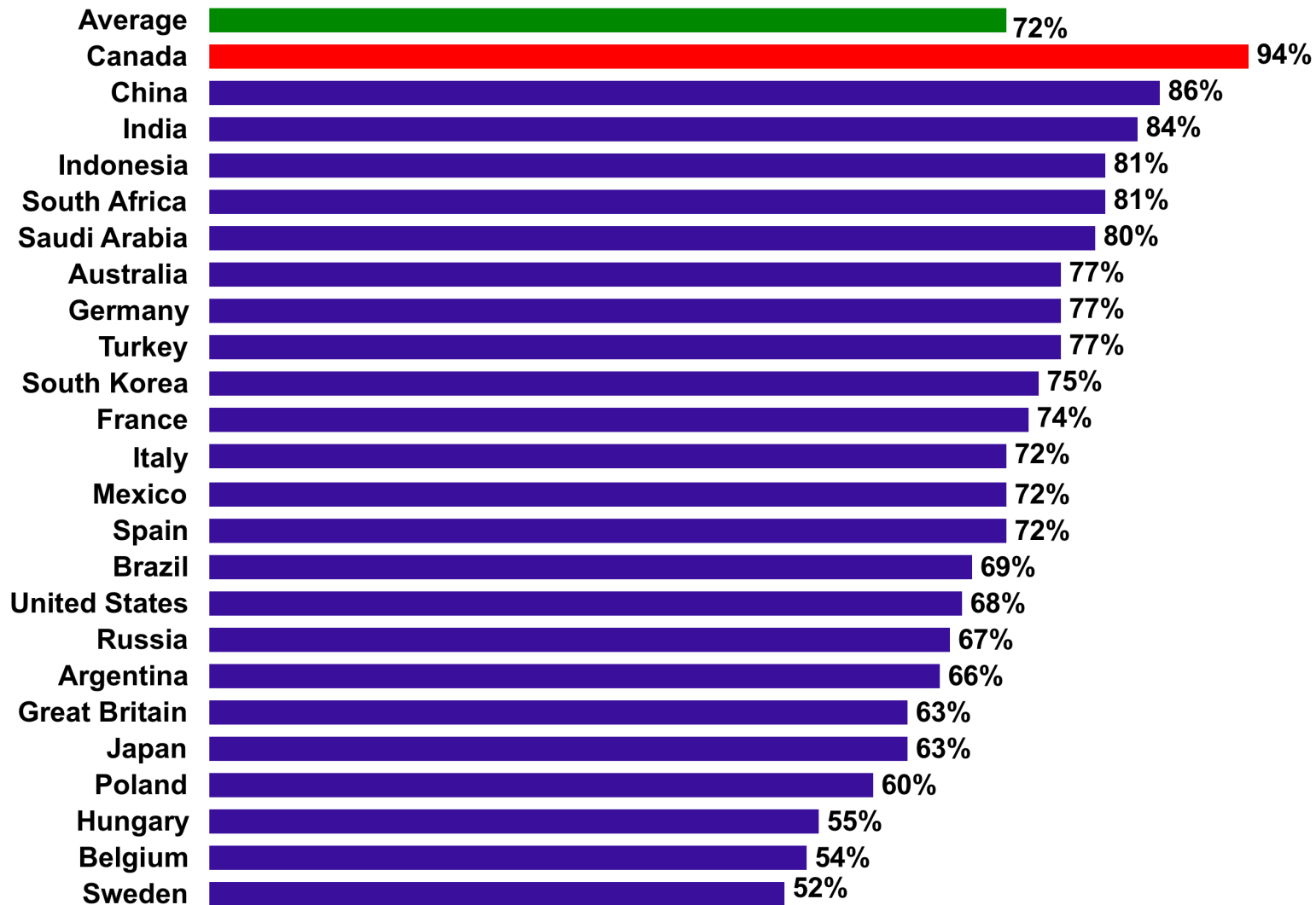
# Canada is welcoming to immigrants

- While only 72% of global citizens, overall, believe that Canada is welcoming to immigrants, almost all (94%) Canadians think so.
- After Canadians, the Chinese (86%) are most likely to think that Canada is welcoming, while those in Sweden (52%), Belgium (54%) and Hungary (55%) are much less likely to agree with this sentiment.

*(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)*

# Canada is welcoming to immigrants

% Agree



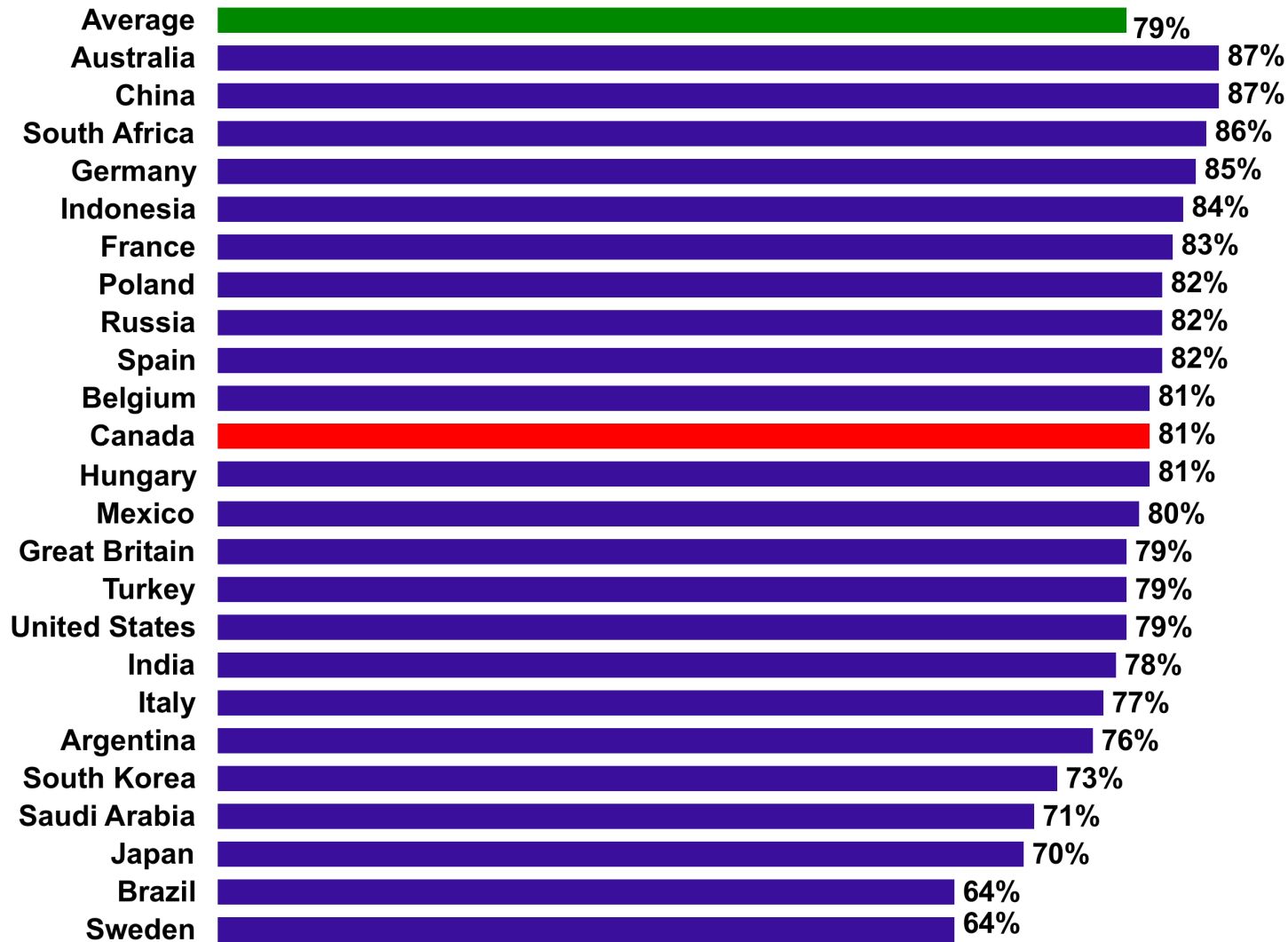
## Canadians are tolerant of people from different racial and cultural backgrounds

- Eight in ten (79%) global citizens would describe those living in Canada as being tolerant of people from different racial and cultural backgrounds – equal to the proportion of Canadians (81%) who say the same thing.
- Those living in Australia (87%) and China (87%) are most likely to say Canadians are tolerant, while those living in Sweden (64%) and Brazil (64%) are least likely to believe this.

*(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)*

# Canadians are tolerant of people from different racial and cultural backgrounds

% Agree



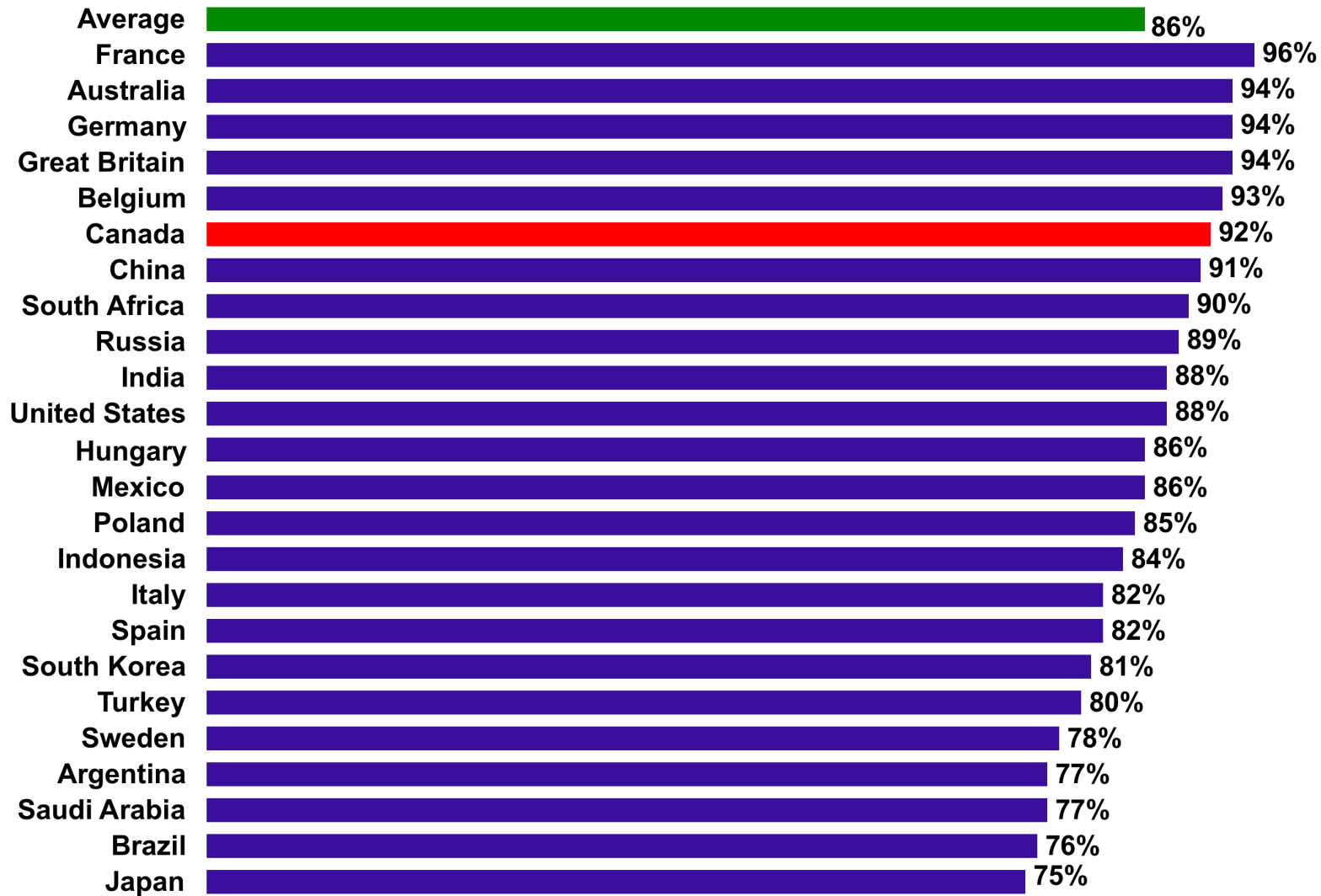
## Canadians are friendly

- Most (86%) global citizens think that Canadians are friendly, the highest proportion for any attribute studied, although Canadians themselves (92%) are even more likely to think that.
- Those living in France (96%) are most likely to think that Canadians are friendly, while those living in Japan (75%) are least likely – though even there three quarters believe Canadians are friendly.

*(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)*

# Canadians are friendly

% Agree





The Historica-Dominion Institute is the largest charitable organization dedicated to Canadian history, identity and citizenship. Its mandate is to build active and informed citizens through a greater knowledge and appreciation of the history, heritage and stories of Canada. Visit [www.historica-dominion.ca](http://www.historica-dominion.ca).



**Ipsos Reid** is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.ca](http://www.ipsos.ca).

**For more information, please contact:**

**Chantal Gagnon**  
Media Relations  
The Historica-Dominion Institute  
(416) 575-3627  
[cgaqnon@historica-dominion.ca](mailto:cgaqnon@historica-dominion.ca)

**John Wright**  
Senior Vice President  
Ipsos Reid  
Public Affairs  
(416) 324-2002

**The survey is a project of The Historica-Dominion Institute in partnership with the Munk School of Global Affairs with support from The Aurea Foundation.**

