



What the World thinks of Canada:

Canada and the World in 2010 -
The Place and People

For public release: June 23, 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.

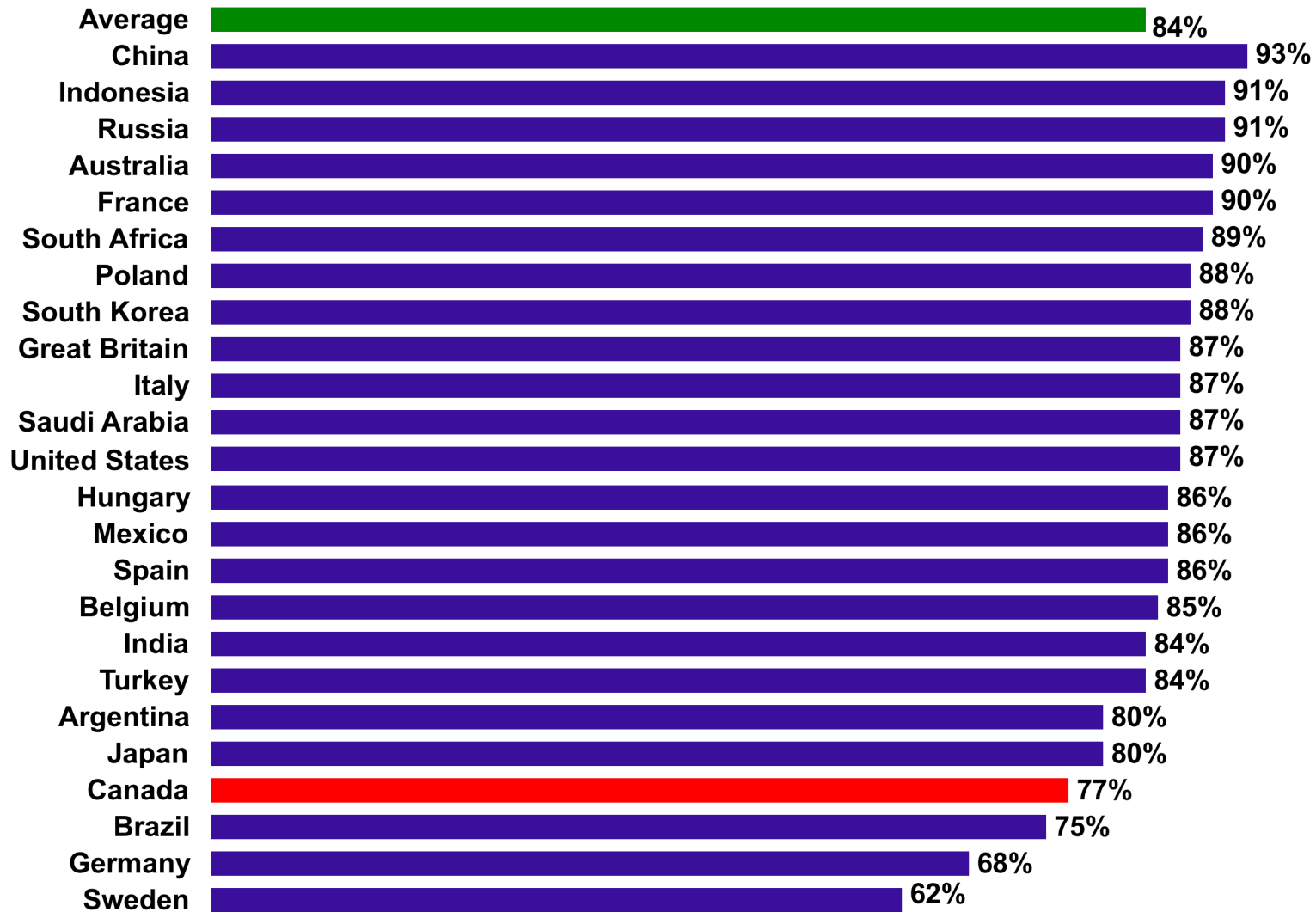
Canadians care about the environment

- Canadians' reputation of caring for the environment is actually higher among global citizens (84%) than among Canadians (77%) themselves.
- Those living in China (93%) are most likely to believe that Canadians care about the environment, while those living in Sweden (62%), Germany (68%) and Brazil (75%) are less likely than Canadians to say that people who live in Canada care about the environment.

(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 care about the environment

% Agree



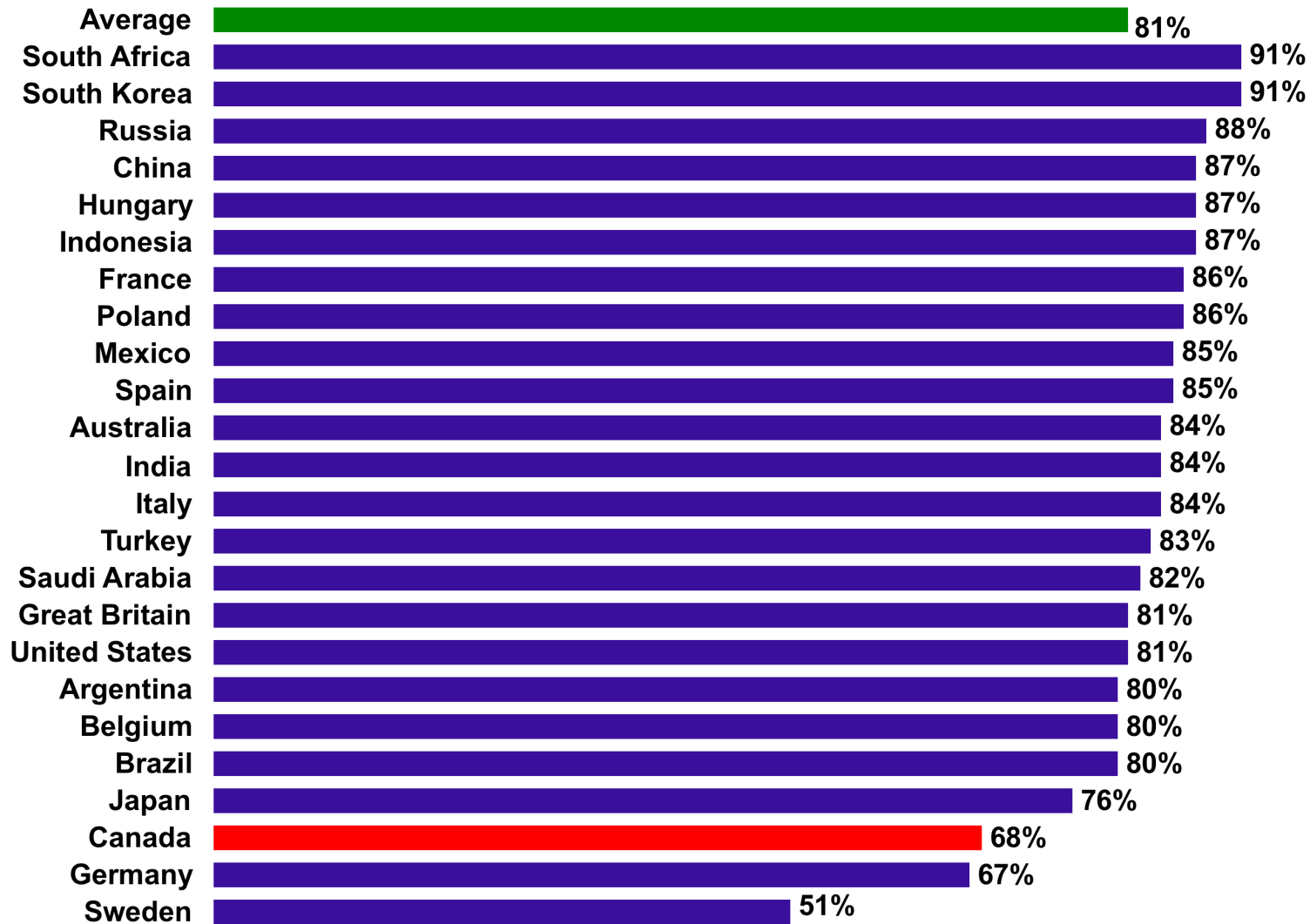
Canada is environmentally responsible when compared to other industrial countries

- Eight in ten (81%) global citizens agree that Canada is environmentally responsible when compared to other industrial countries, although significantly fewer Canadians (68%) agree that this is the case, making them among the least likely to believe this.
- Only the Germans (67%) and the Swedes (51%) are less likely to believe that Canadians are environmentally responsible, while South Koreans (91%) and South Africans (91%) are much more likely to think that Canada is environmentally responsible compared to other industrial countries.

(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 environmentally responsible when compared to other industrial countries

% Agree



Canada has some of the most beautiful natural landscapes in the world

- Canadians (97%) are the most likely to believe that Canada has some of the most beautiful natural landscapes in the world, and nine in ten (90%) global citizens agree.
- The French (97%) are just as likely to agree that Canada has some of the most beautiful natural landscapes in the world, while those living in Sweden (79%) and Hungary (80%) are least likely.

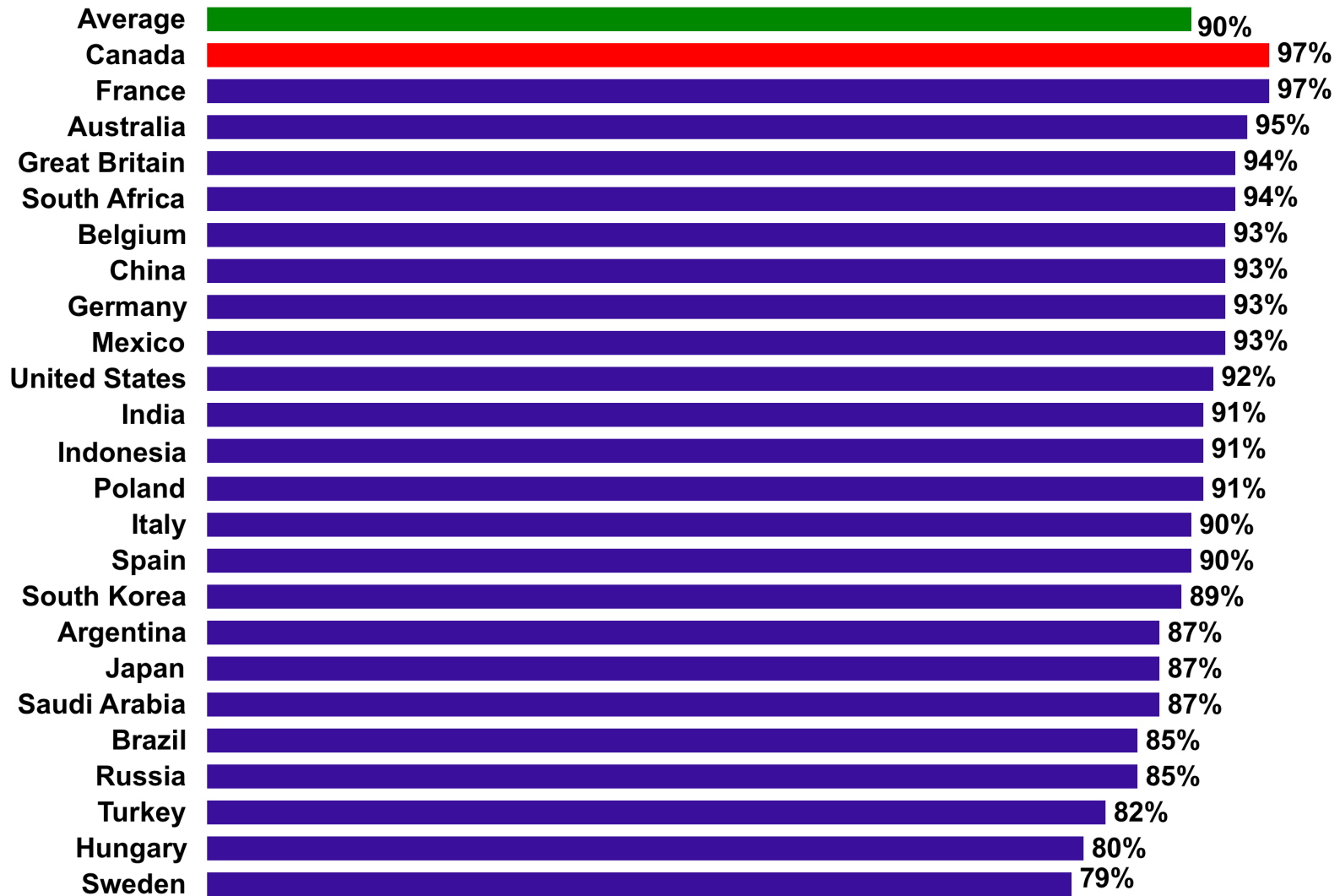
(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)



Canada has some of the most beautiful natural landscapes in the world



% Agree



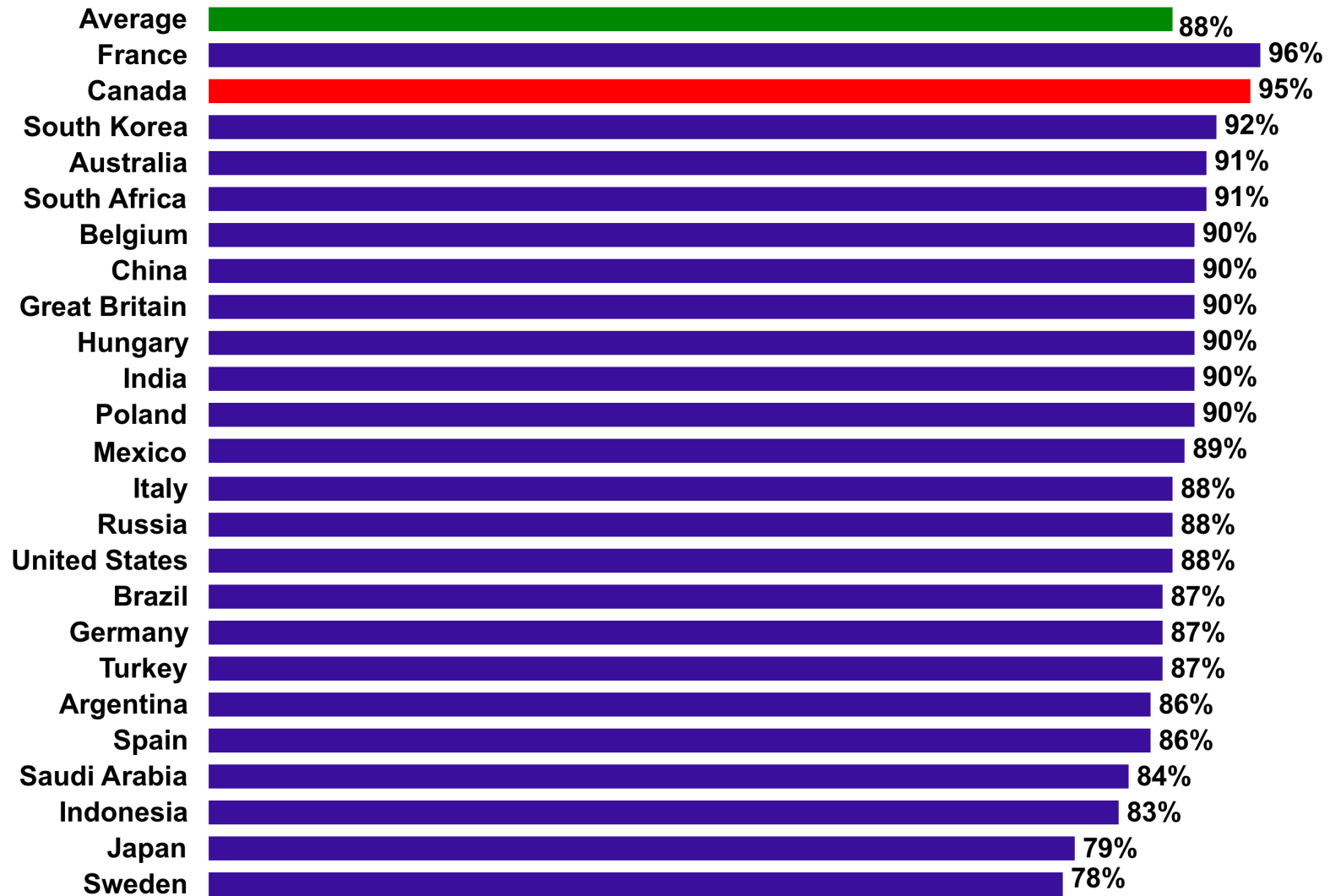
Canada is somewhere I would like to visit

- Nine in ten (88%) global citizens say they would like to visit Canada, and even more Canadians (95%) would like to discover more of their country.
- Those in Sweden (78%) and Japan (79%) are least inclined to say they would like to visit Canada, while the French (96%) are most likely.

(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 somewhere I would like to visit

% Agree



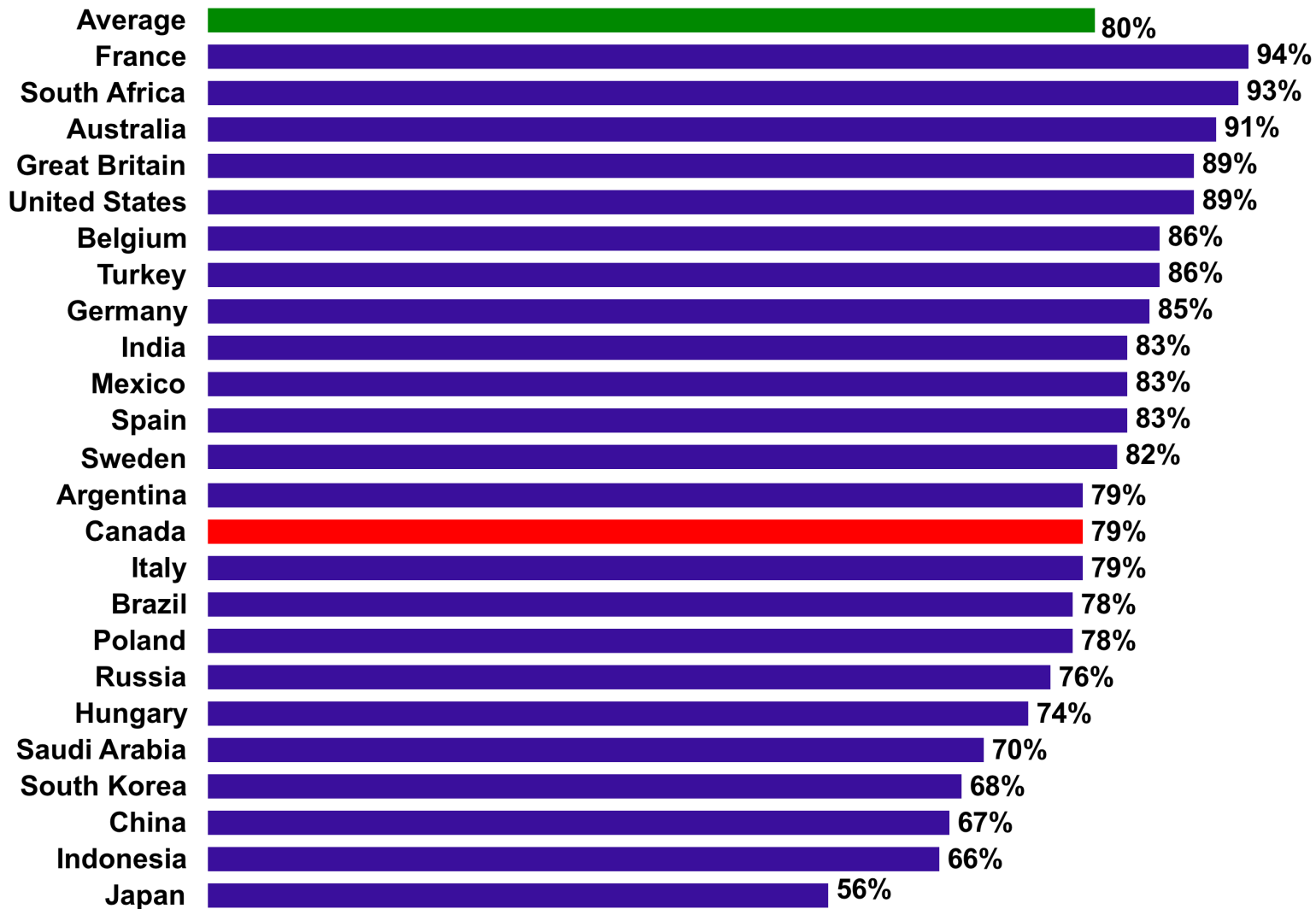
Canadians are someone I would welcome into my home for a meal

- Eight in ten (80%) global citizens say that Canadians represent someone who they would welcome into their home for a meal – interestingly, only 79% of Canadians say they same thing about their own countrymen.
- The French (94%) are the most likely to say they would take a Canadian into their home for a meal, while the Japanese (56%) are the least likely to say they'd take a Canadian into their home for a meal.

(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 someone I would welcome into my home for a meal

% Agree



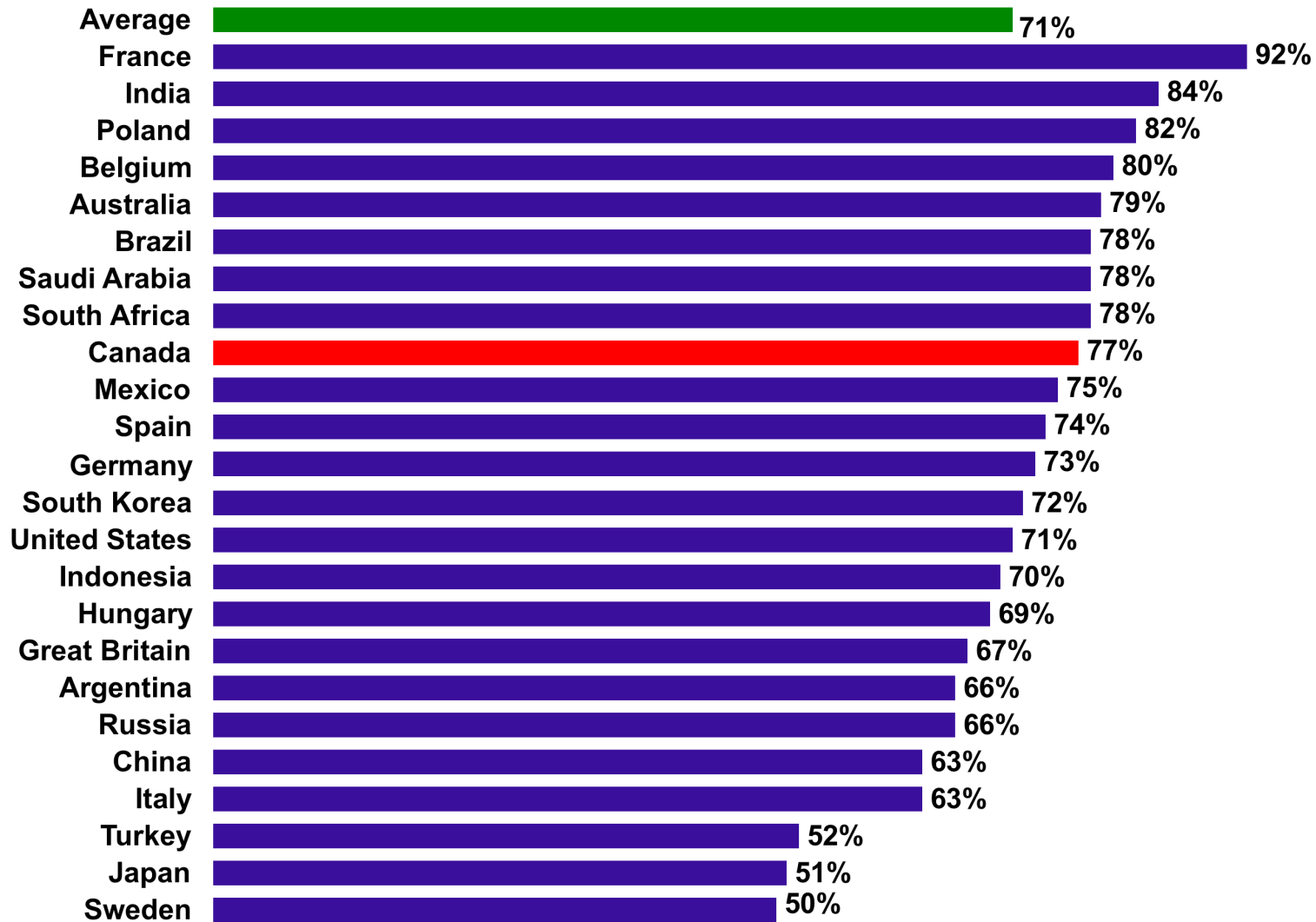
Canadians are cool

- Seven in ten (71%) global citizens think people who live in Canada are cool, although more Canadians (77%) think themselves cool.
- The French (92%) are most likely to think Canadians are cool, while those living in Sweden (50%), Japan (51%) and Turkey (52%) are least likely to describe Canadians as being cool.

(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 cool

% Agree



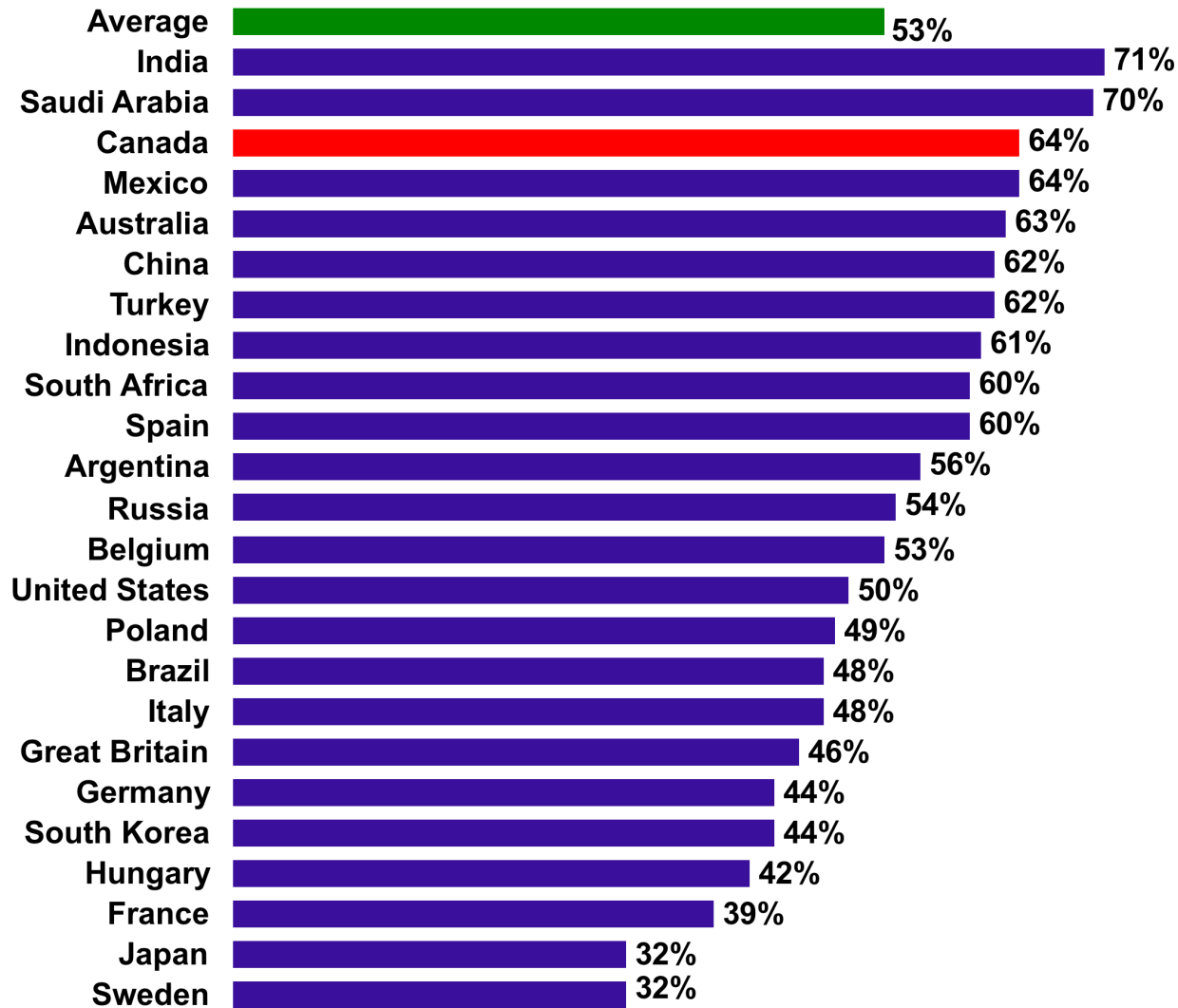
Canadians are sexy

- About half (53%) of the world's citizens describe Canadians as sexy, but Canadians are more (64%) likely to think themselves sexy.
- Individuals from India (71%) and Saudi Arabia (70%) are most likely to think Canadians are sexy, while those from Japan (32%) and Sweden (32%) are by far the least likely to think so.

(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 sexy

% Agree



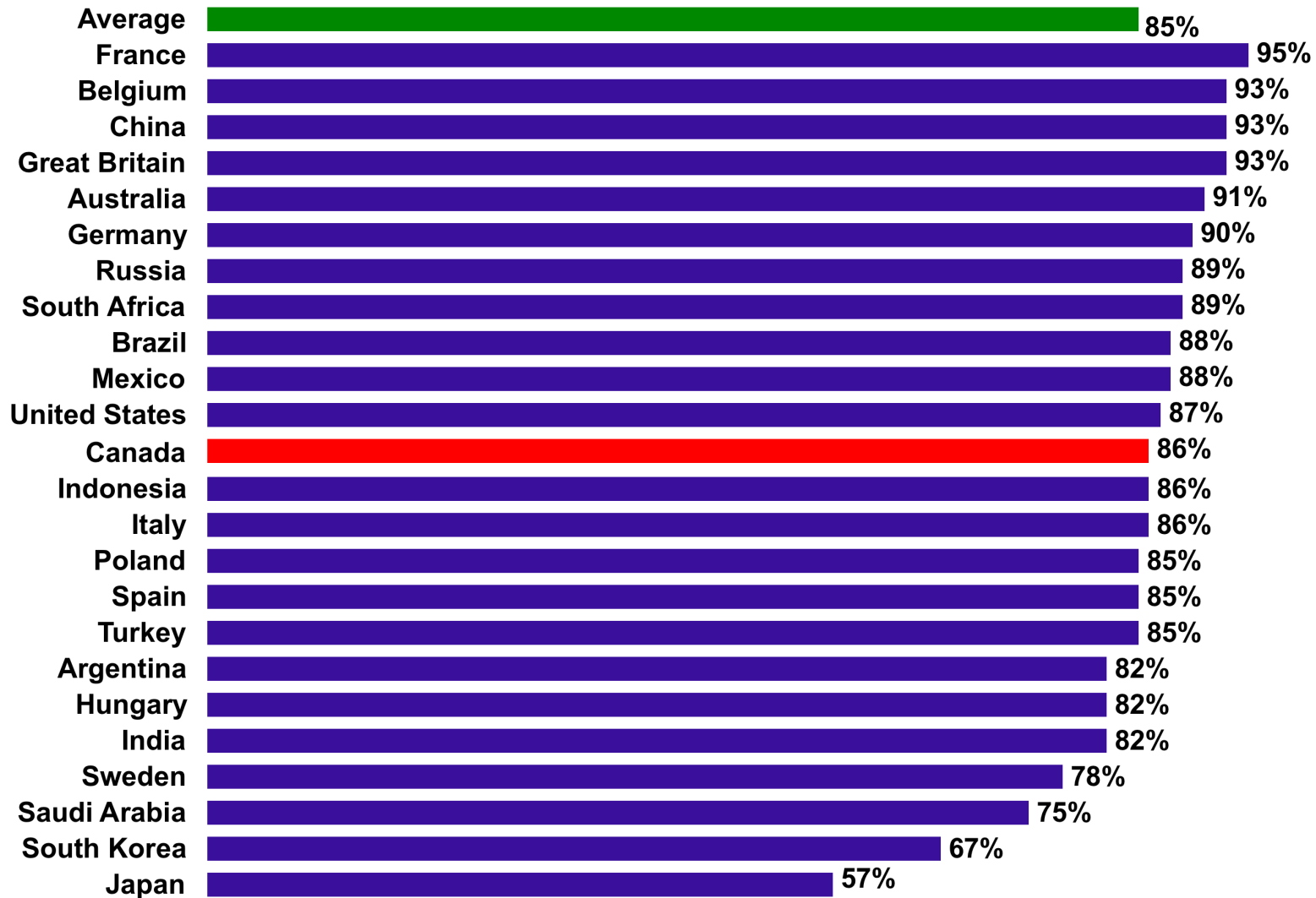
Canadians are polite

- Canadians (86%) and global citizens (85%) alike agree that Canadians are polite.
- The French (95%) are most likely to describe Canadians as being polite; however, once again, those living in Japan are least likely (57%) to think Canadians are polite, while South Koreans (67%) are also significantly less likely to believe those living in Canada are polite.

(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 polite

% Agree



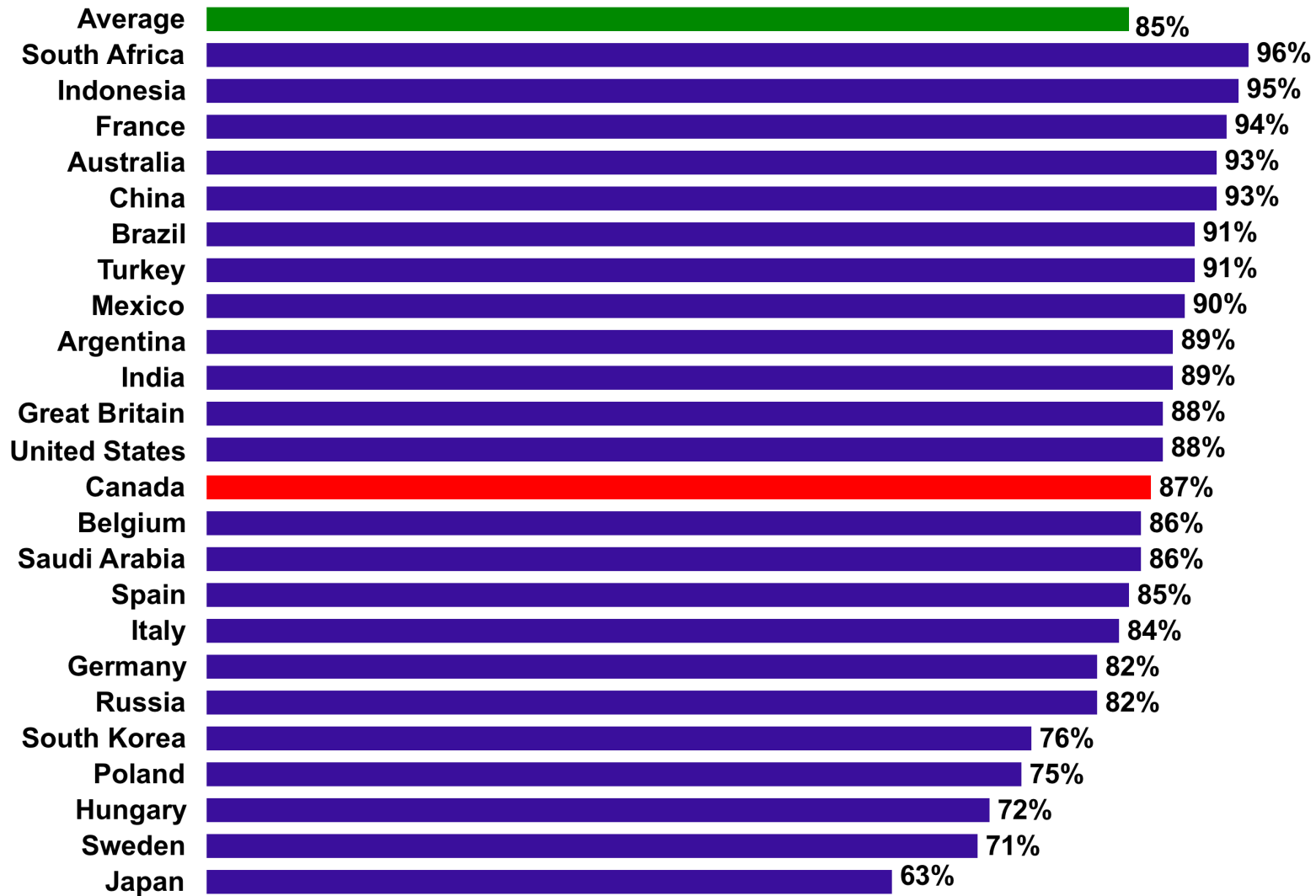
Canadians are educated

- Canadians (87%) and global citizens (85%) have a similar impression of how well educated Canadians are.
- The Japanese (63%) are much less inclined to describe people who live in Canada as educated.

(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 educated

% Agree



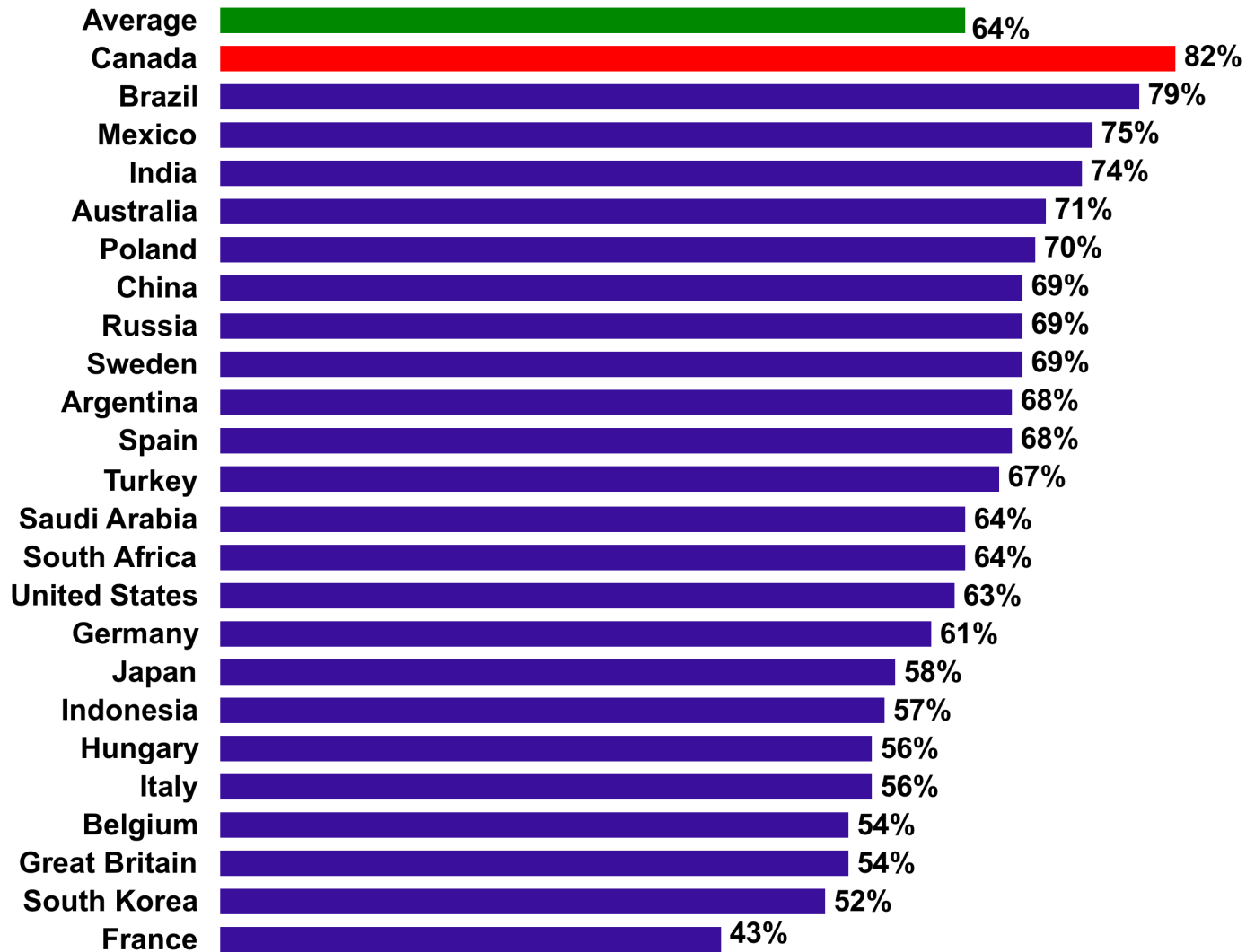
Canada has athletes who are among the best in the world

- Canadians appear to have a significantly higher (82%) impression of Canada's athletes being among the best in the world compared to global citizens (64%).
- While nearly as many Brazilians (79%) agree, the French (43%) are much less likely to say that Canada has athletes who are among the best in the world.

(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 has athletes who are among the best in the world

% 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.



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.

For more information, please contact:

Chantal Gagnon
Media Relations
The Historica-Dominion Institute
(416) 575-3627
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.

