
Dominion Institute of Canada

Canada / United States Relations



NAVIGATOR

Outline

- **Methodology**
- **For each theme and media partner:**
 - **key findings**
 - **question results**

Methodology

- **45 questions to Canadians, 25 to Americans**
- **1048 Canadians and 600 Americans were sampled**
- **Margin of error 3% for Canadians and 4% for Americans**
- **In field from Aug. 8 to Aug. 15, 2002**
- **Sample is proportional to population distributions across national regions in each country**
- **Sample is proportional to age and gender distributions across each entire country**

Global's Military Questions

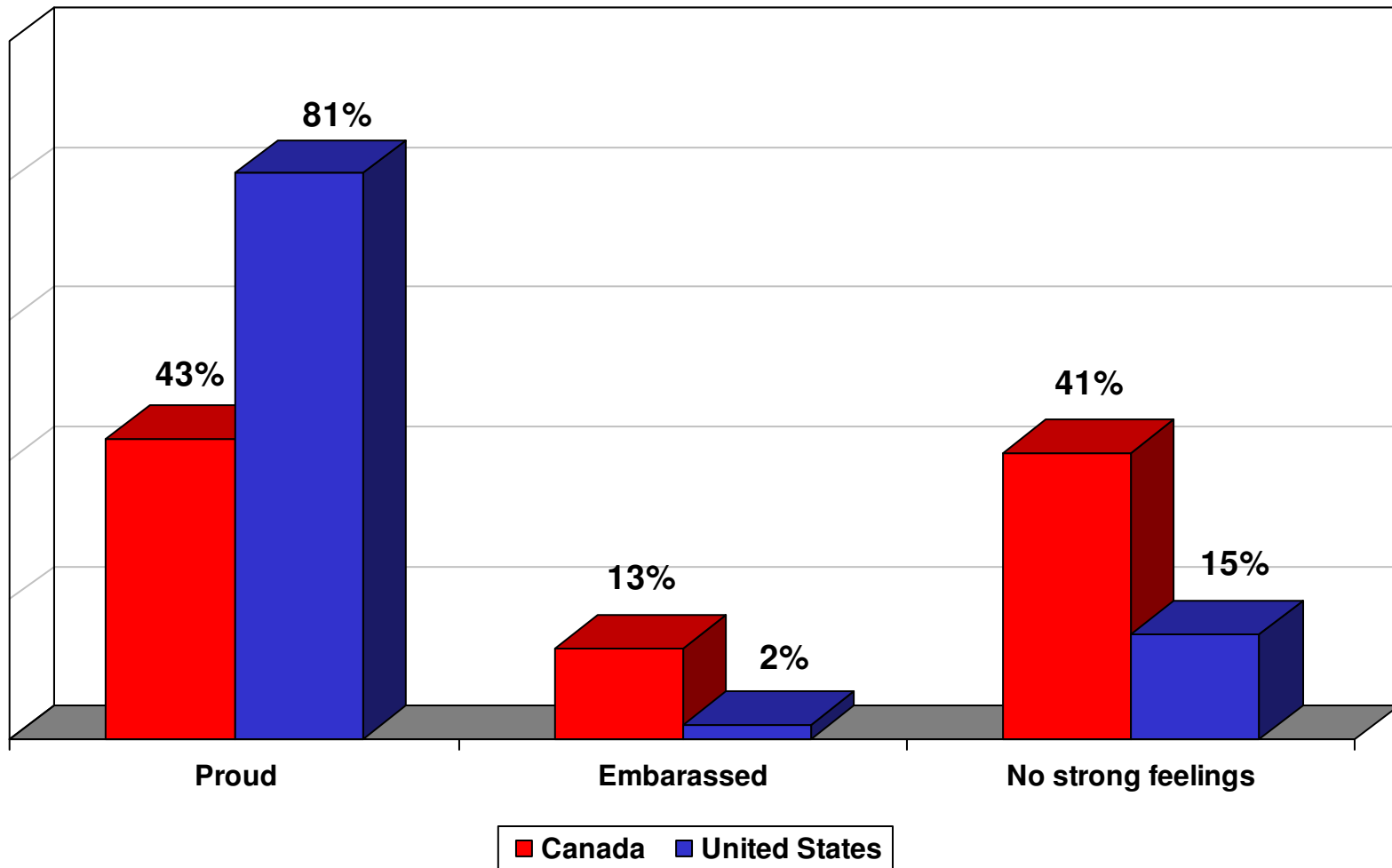
Key Findings

Global's Military Questions

- Perhaps not surprisingly, Americans are much more proud of their military than are Canadians. Less than half of Canadians say they are proud of their military.
- A large majority of Canadians do not believe (82%) that the events of September 11, 2001 has increased the likelihood of Canada becoming part of the U.S. This may in part explain why most Canadians (77%) are comfortable with Canada having shared border controls with the U.S.

Military pride

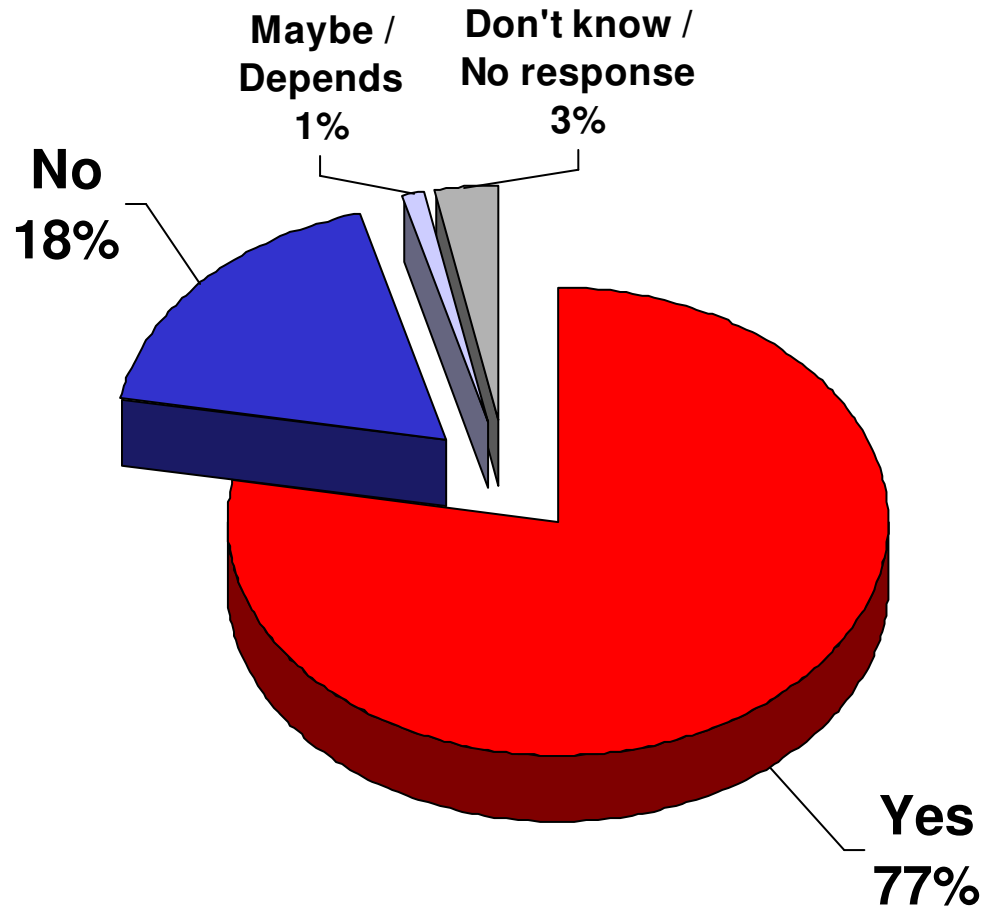
When you think of [Canada's / United States] military how does it make you feel? Does it make you feel proud, embarrassed, or do you have no strong feelings one way or the other?



Note: 'Don't know / No response' not shown

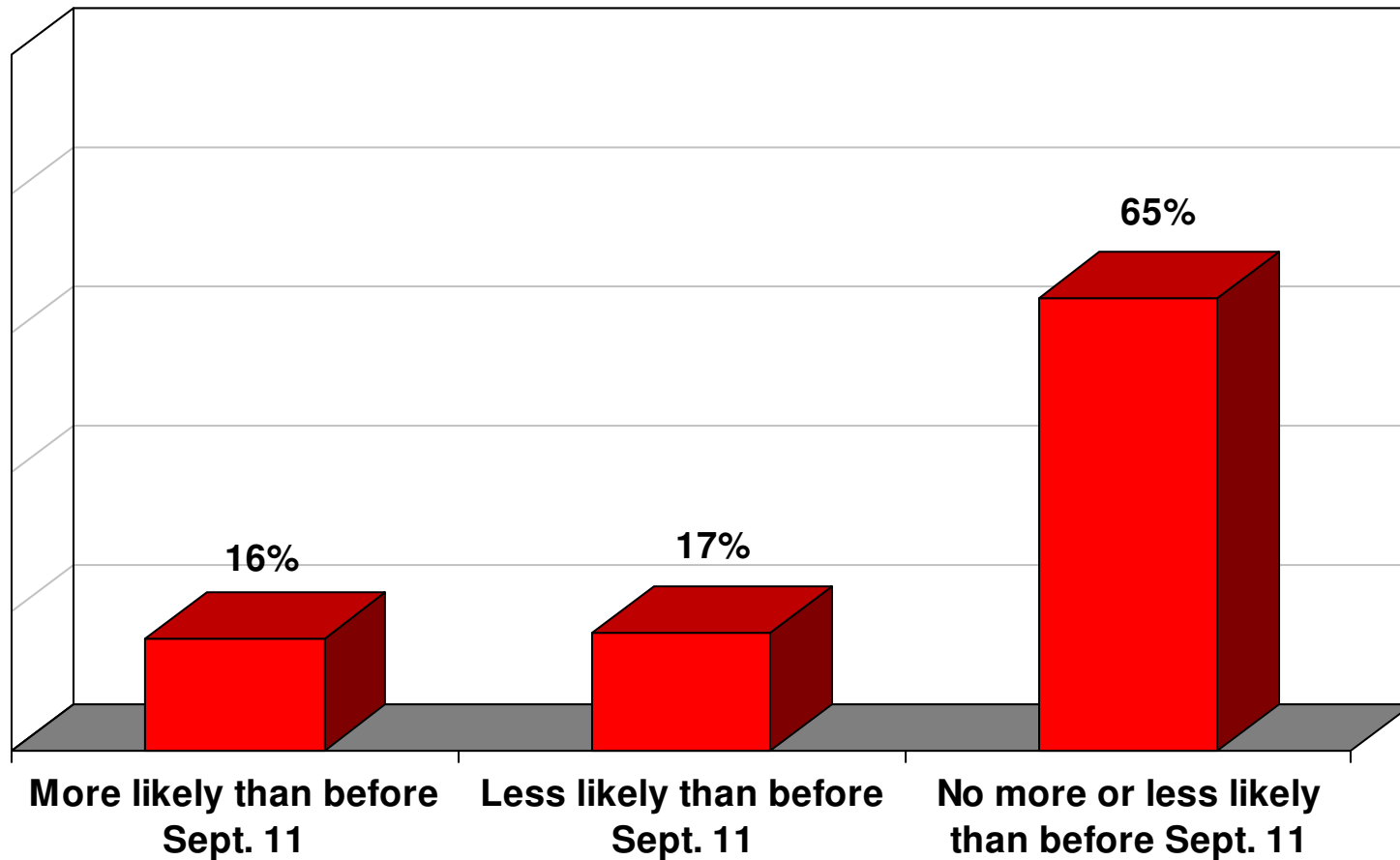
Common border controls

Do you think Canada should share common border controls with the United States?



Canada becoming part of United States

As a result of September 11, what do you think about the possibility of Canada becoming part of the United States? Do you think is more likely than before September 11, less likely than before September 11, no more or less likely than before September 11?



Note: 'Don't know / No response' not shown (2%)

National Post / La Presse Military Questions

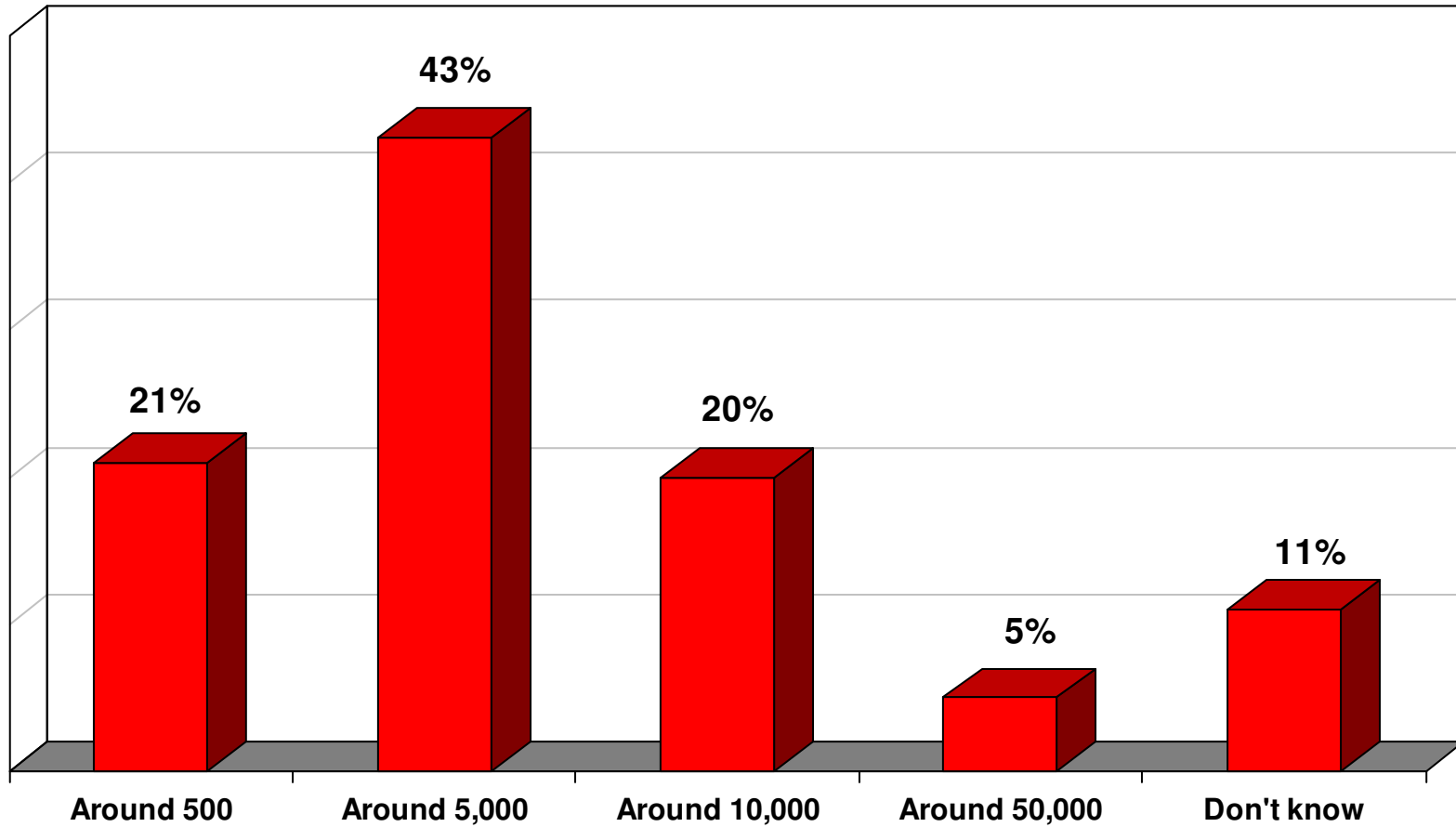
Key Findings

National Post / La Presse's Military Questions

- 79% of Canadians believe Canada would need the United States to protect it in the case of an attack. Only 13% of Canadians think Canada could defend itself. Nonetheless, only 52% of Canadians would support spending more on the Military if it means spending less in some other area.
- Canadians are supportive of Canada's role in peacekeeping, with less than 27% saying Canada commits to too many missions and 31% choosing peacekeeping as the area of emphasis for military tax spending. Canadians tend to have an over inflated sense of how many peacekeepers Canada currently has serving. There are currently 267 Canadian peacekeepers stationed around the world. (This does not include the 1500-1800 on a NATO mission in Bosnia.) 68% of Canadians believe Canada has around 5000 or more peacekeepers, with 25% believing Canada has around 10000 or more peacekeepers, far above the actual number.

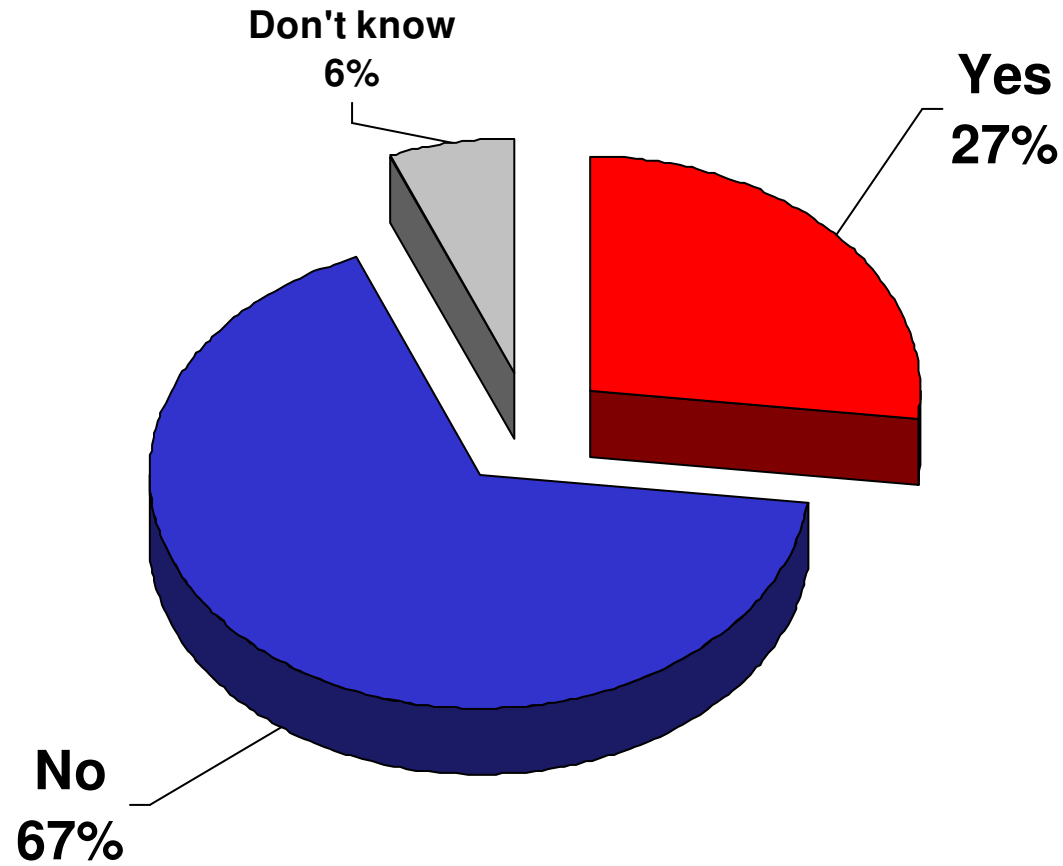
Canadians serving overseas

Again thinking about Canada's military, how many Canadians do you think are currently serving as peacekeepers overseas? Is it...?



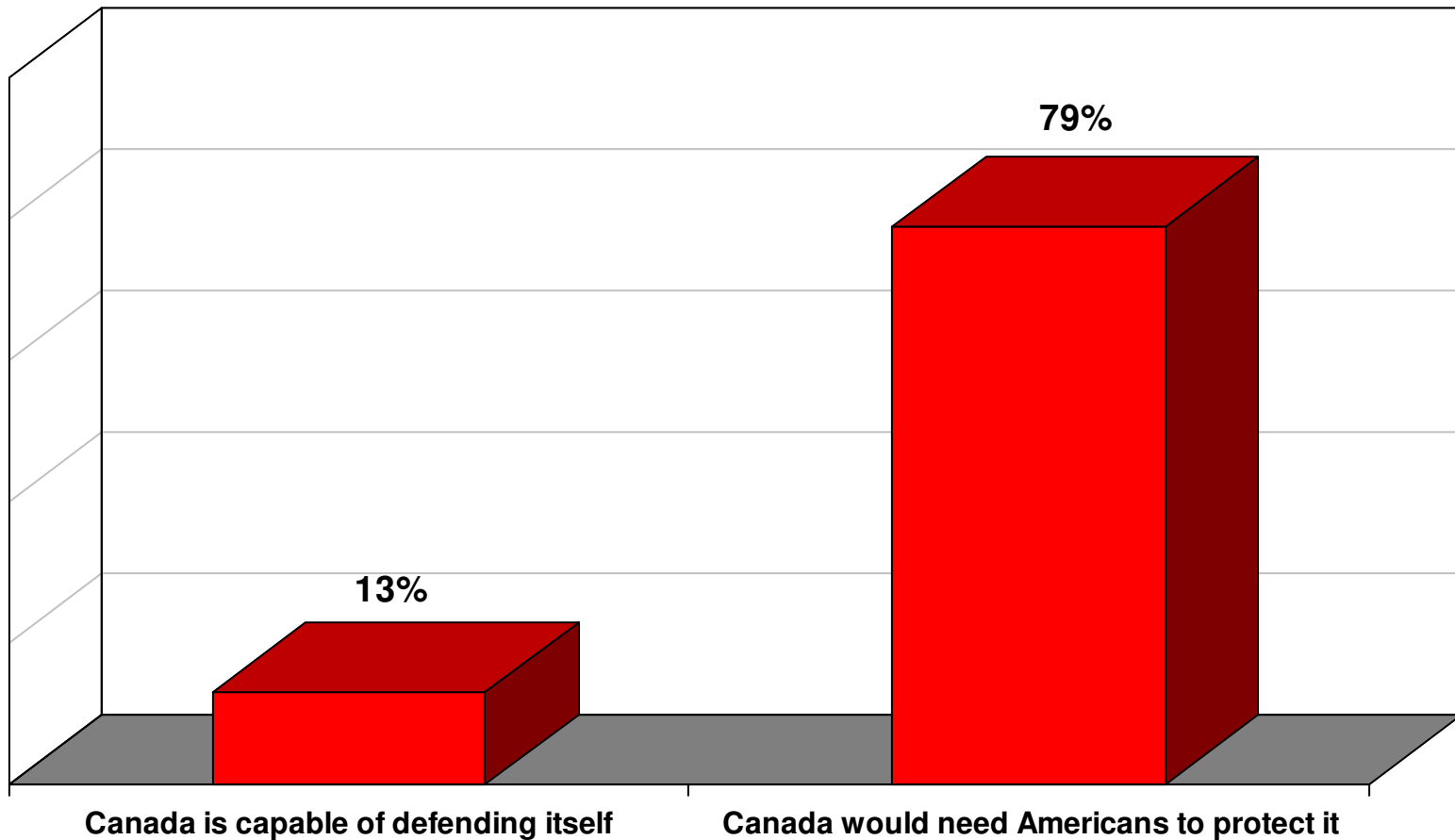
Peace keeping missions

Do you think Canada commits to too many international peace keeping missions?



Defending the country

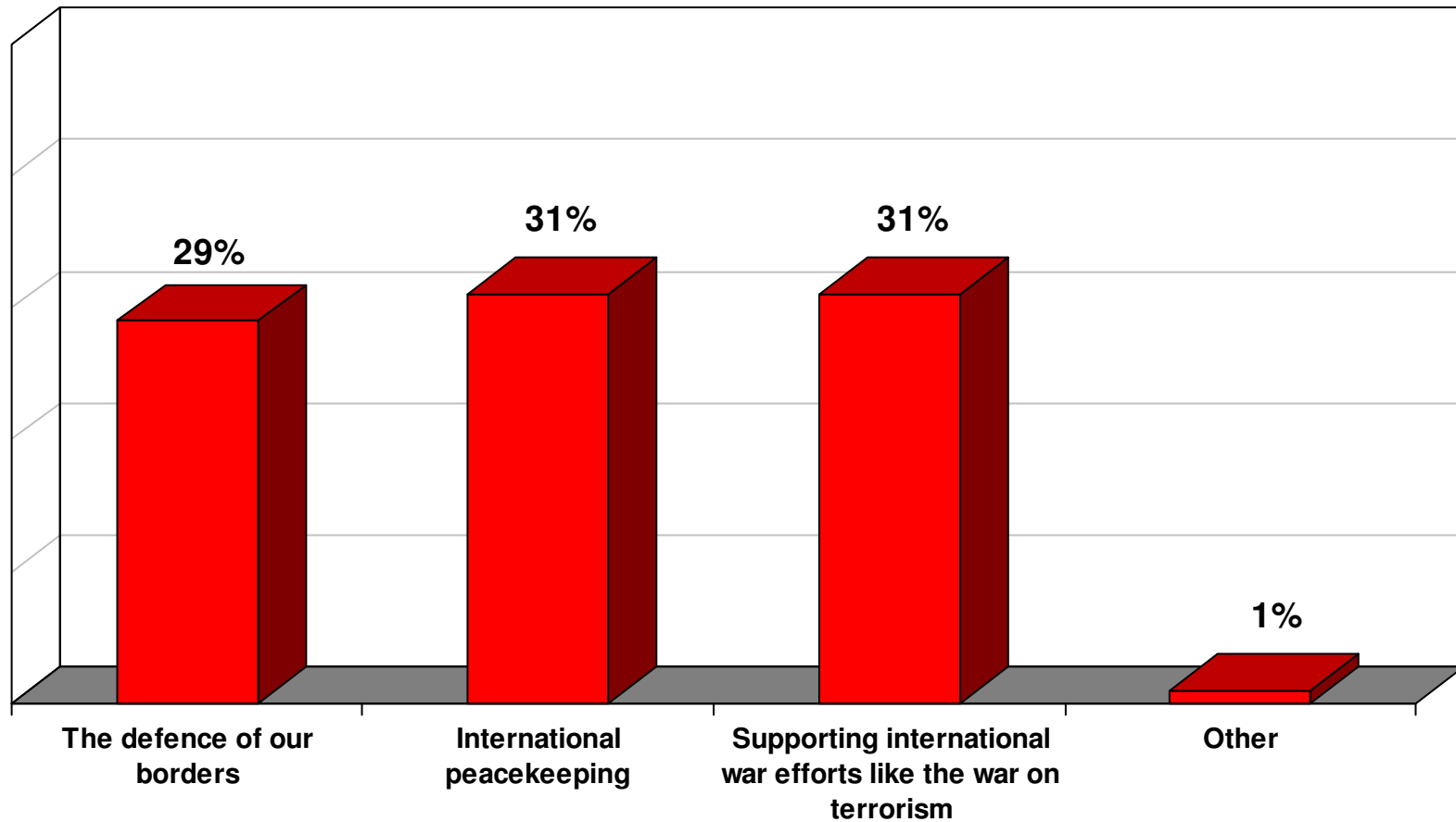
Do you think Canada's military on its own is capable of defending the country from attack or would Canada need the Americans to protect it?



Note: 'Don't know / No response' not shown (8%)

Military emphasis

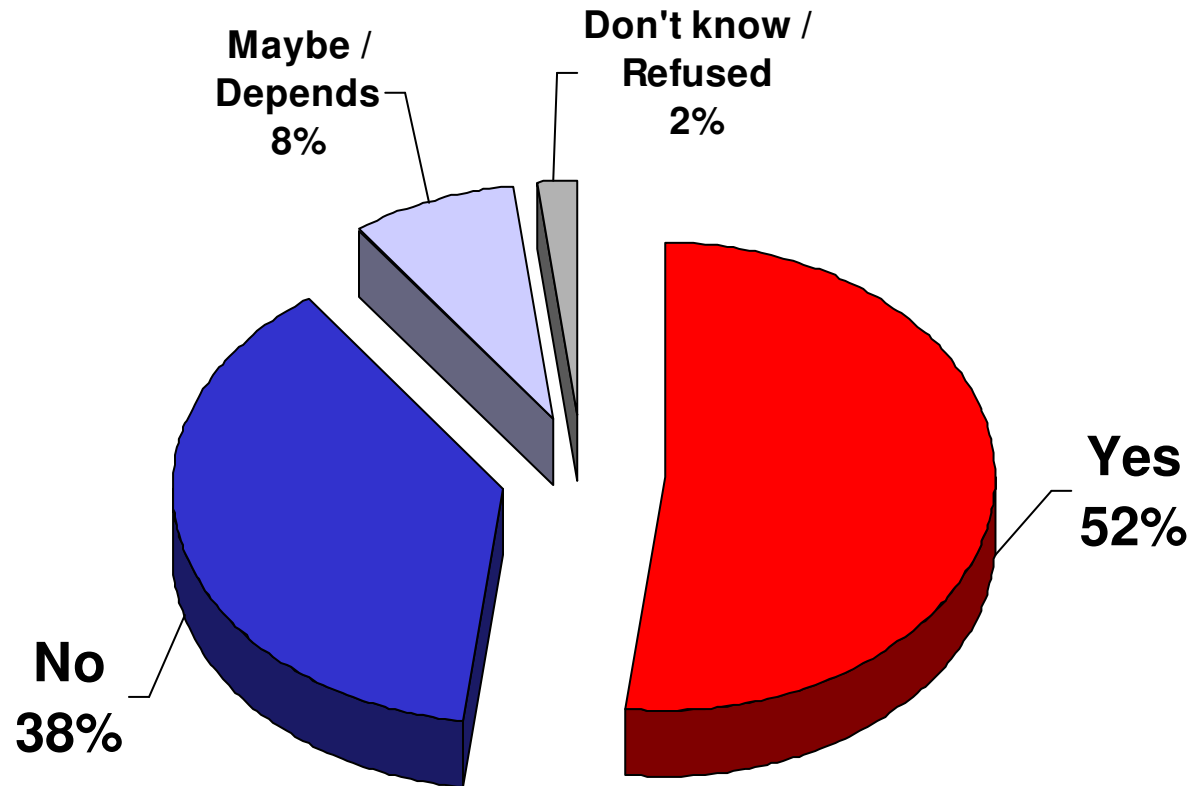
Knowing there is a limited amount of tax money to spend on Canada's military, what do you think the emphasis ought to be on? Do you think emphasis ought to be on the defence of Canada's borders, international peacekeeping, or supporting international war efforts like the war on terrorism?



Note: 'Don't know / No response' not shown (7%)

Spending more on military

Would you support the Canadian government spending more on our military if it meant spending less in some other areas?



Global's Economy Questions

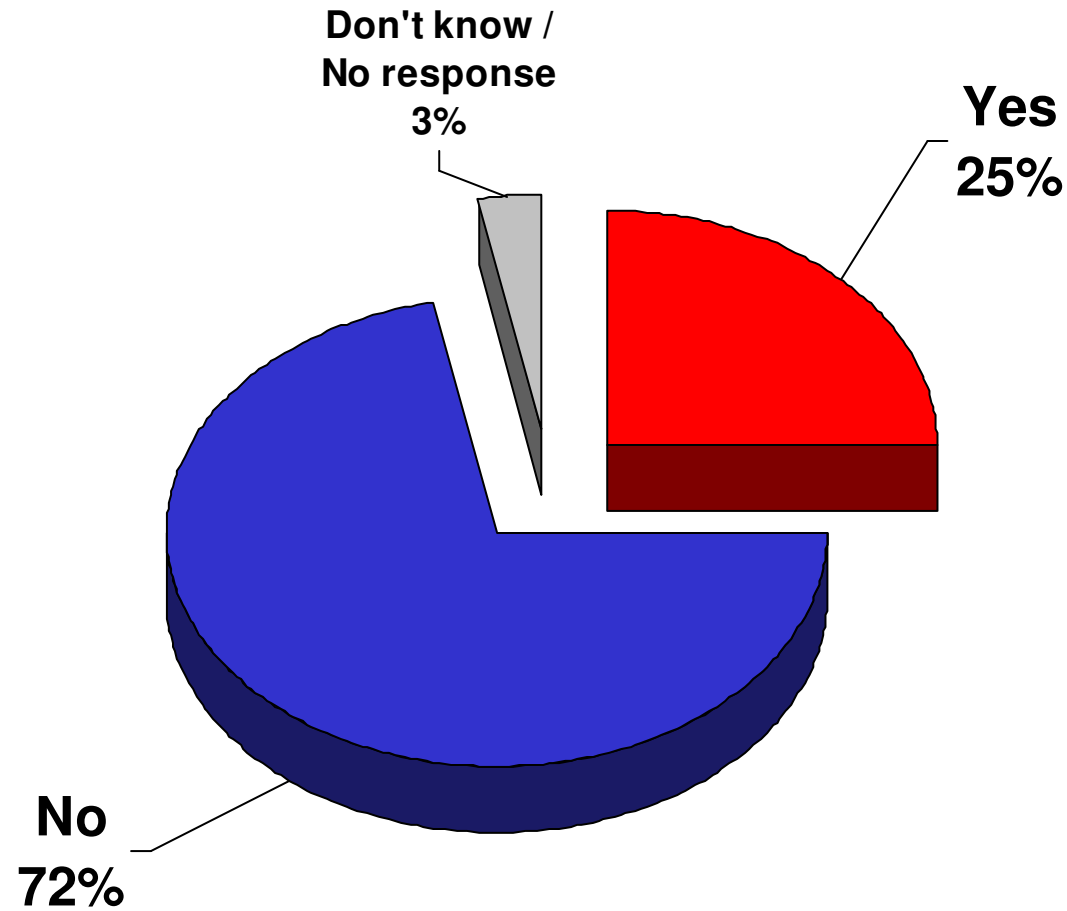
Key Findings

Global's Economy Questions

- 64% of Canadians say the standard of living of their family is the same or worse than it was 10 years ago.
- Canadians are evenly divided on the question of what to do about the fact the Canadian standard of living is falling behind that of the U.S. A third believe Canada should build closer ties to the U.S., a third think Canada should remove some the economic ties it has with the U.S., while another third think Canada should leave things as they are. However, Canadians do agree that they do not want to adopt the American dollar. Only 25% of Canadians believe that Canada should replace the loonie with the greenback.

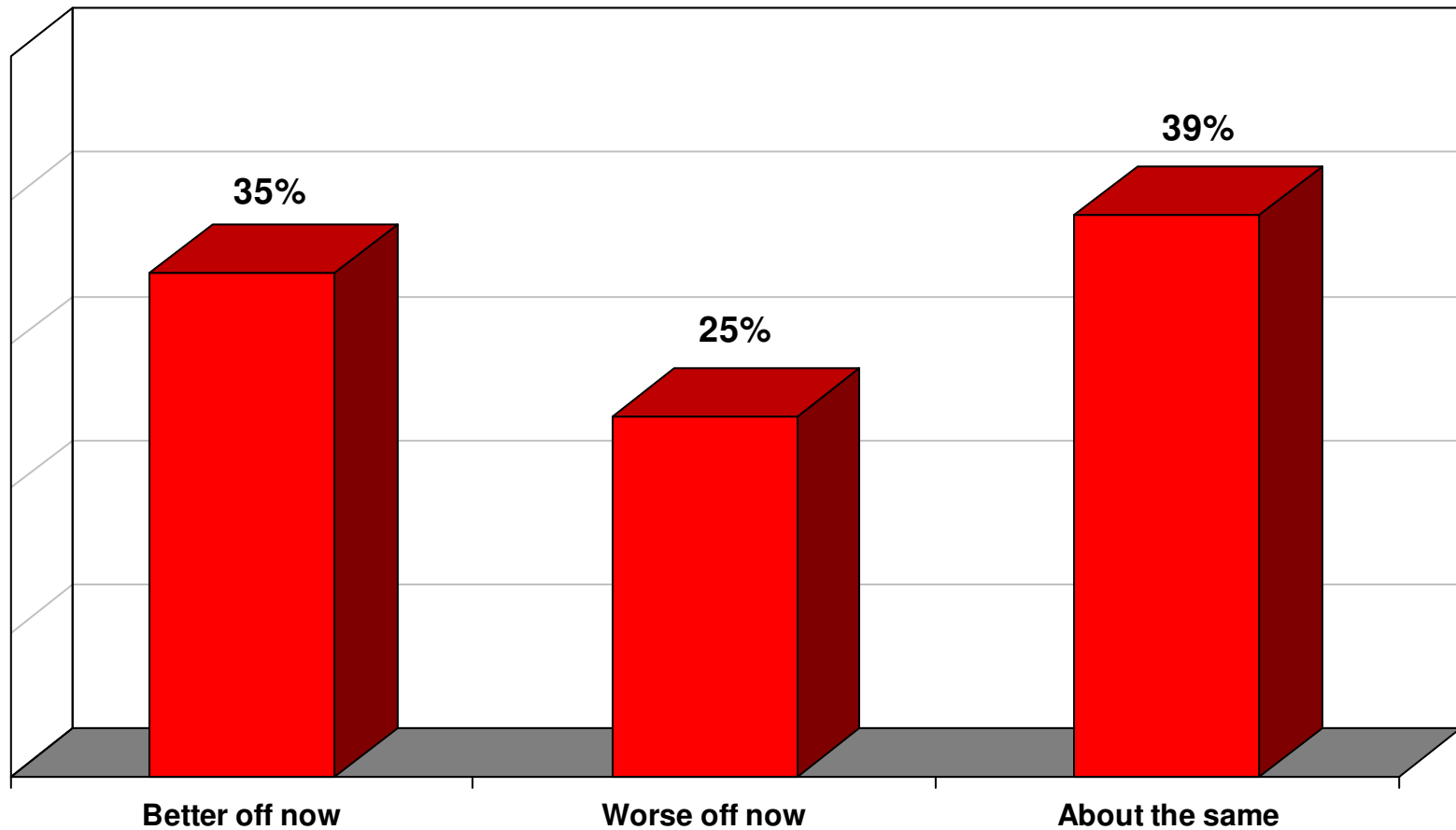
Should Canada adopt American dollar

Do you think Canada should adopt the American dollar?



Standard of living compared to 10 years ago

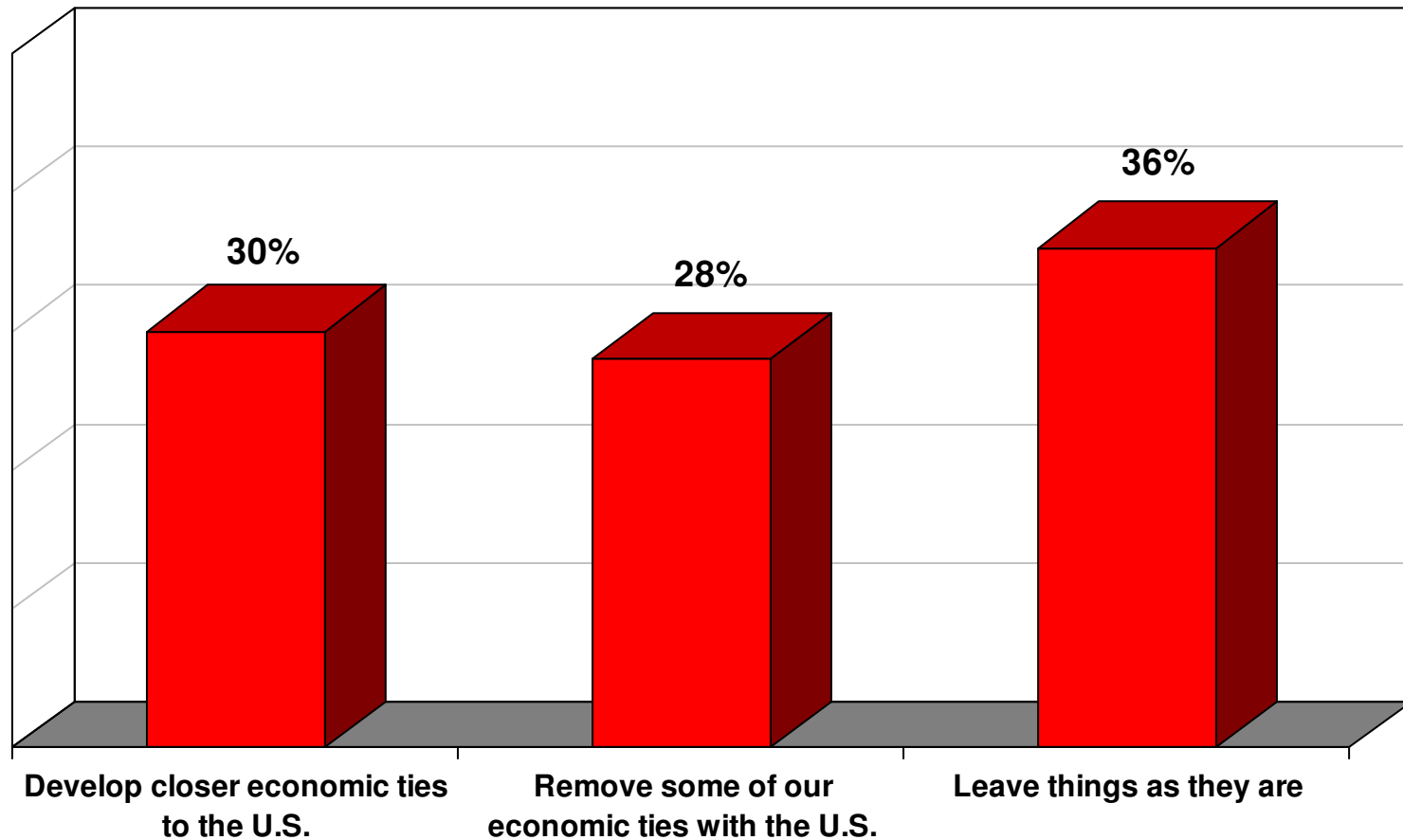
When you think of the standard of living of you and your family now compared to ten years ago, would you say you are...?



Note: 'Don't know / No response' not shown (2%)

Response to falling standard of living

As Canada's standard of living continues to fall behind the U.S., which of the following do you think ought to be Canada's response? Do you think Canada should...?



Note: 'Don't know / No response' not shown (7%)

National Post / La Presse Economy Questions

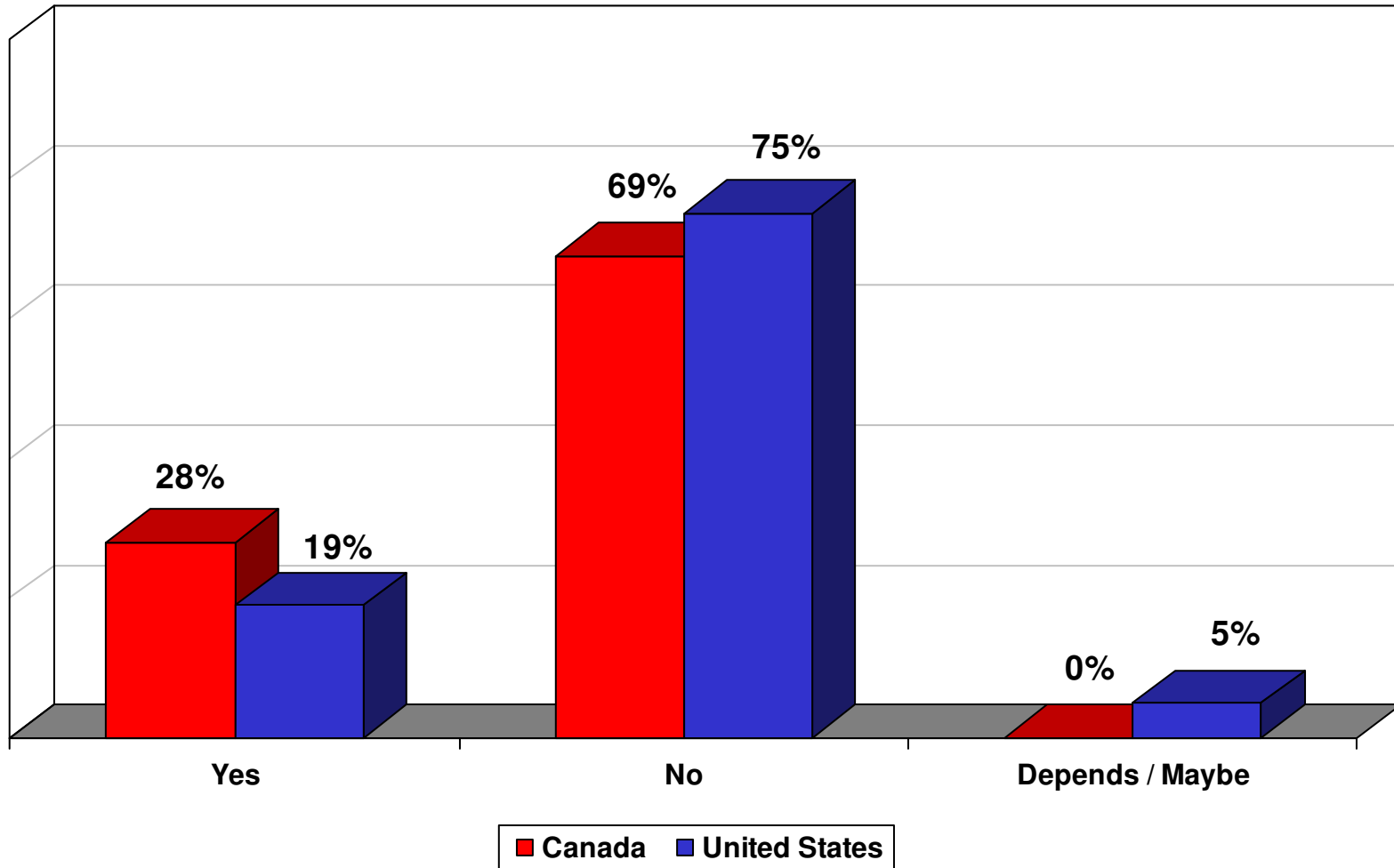
Key Findings

National Post / La Presse's Economy Questions

- Canadians appear to be less attached to home than Americans when it comes to jobs. Nearly 30% of Canadians say they would take a better paying job in the United States if it were offered to them compared to less than 20% of Americans who say they would take a better paying job in Canada.
- 25% of Canadians expect Americans to enjoy a greater increase in their standard of living over the next five years. Of this group 63% blame some form of Canadian government policy for this trend, compared to 19% who attribute this to a belief that Americans are more productive or entrepreneurial than Canadians.
- Canadians are more ambivalent about the success of free trade between Canada and the U.S. Only about 46% of Canadians think free trade with the US has been good for Canada, compared to nearly 65% of Americans who think it has been good for the US.

Would you take better job in [U.S. / Canada]

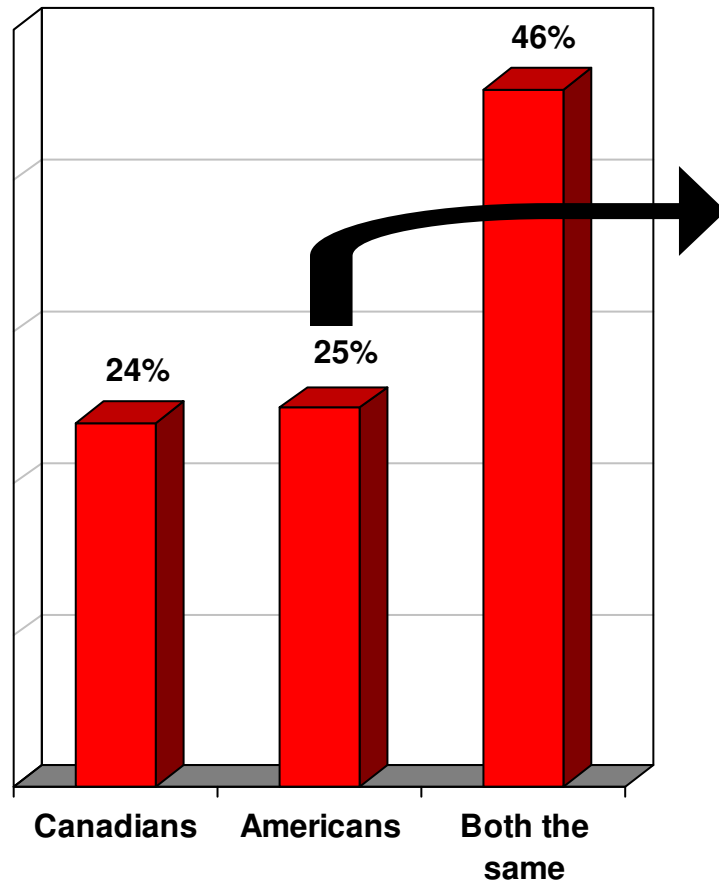
If you were offered a better paying job in [the United States / Canada], would you take it?



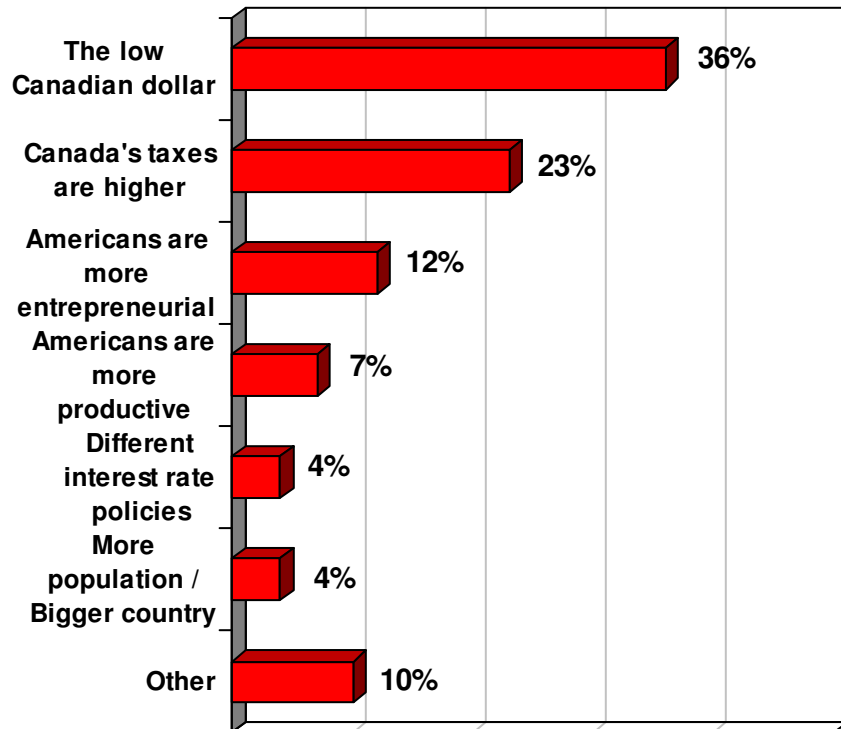
Note: 'Don't know / No response' not shown

Whose standard of living will rise

Whose standard of living do you expect to increase more over the next five years, that of Canadians or of Americans, or do you think they will change at the same rate?



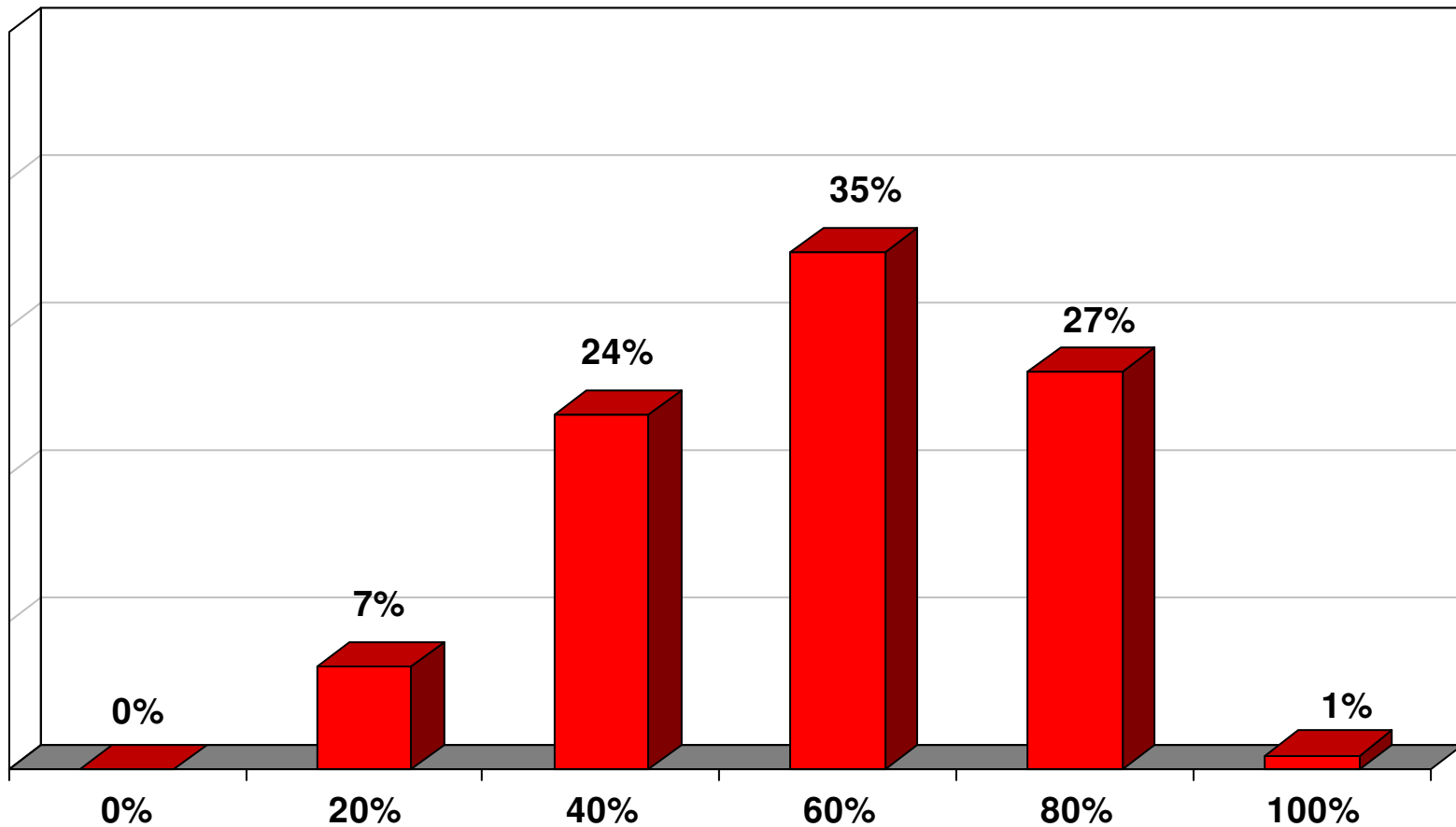
(IF THE ANSWER TO THE PREVIOUS QUESTION IS 'AMERICANS') Why do you think this is? Do you think it is because ...



Note: 'Don't know / No response' not shown (5%)

Percentage of Canadian foreign trade with U.S.

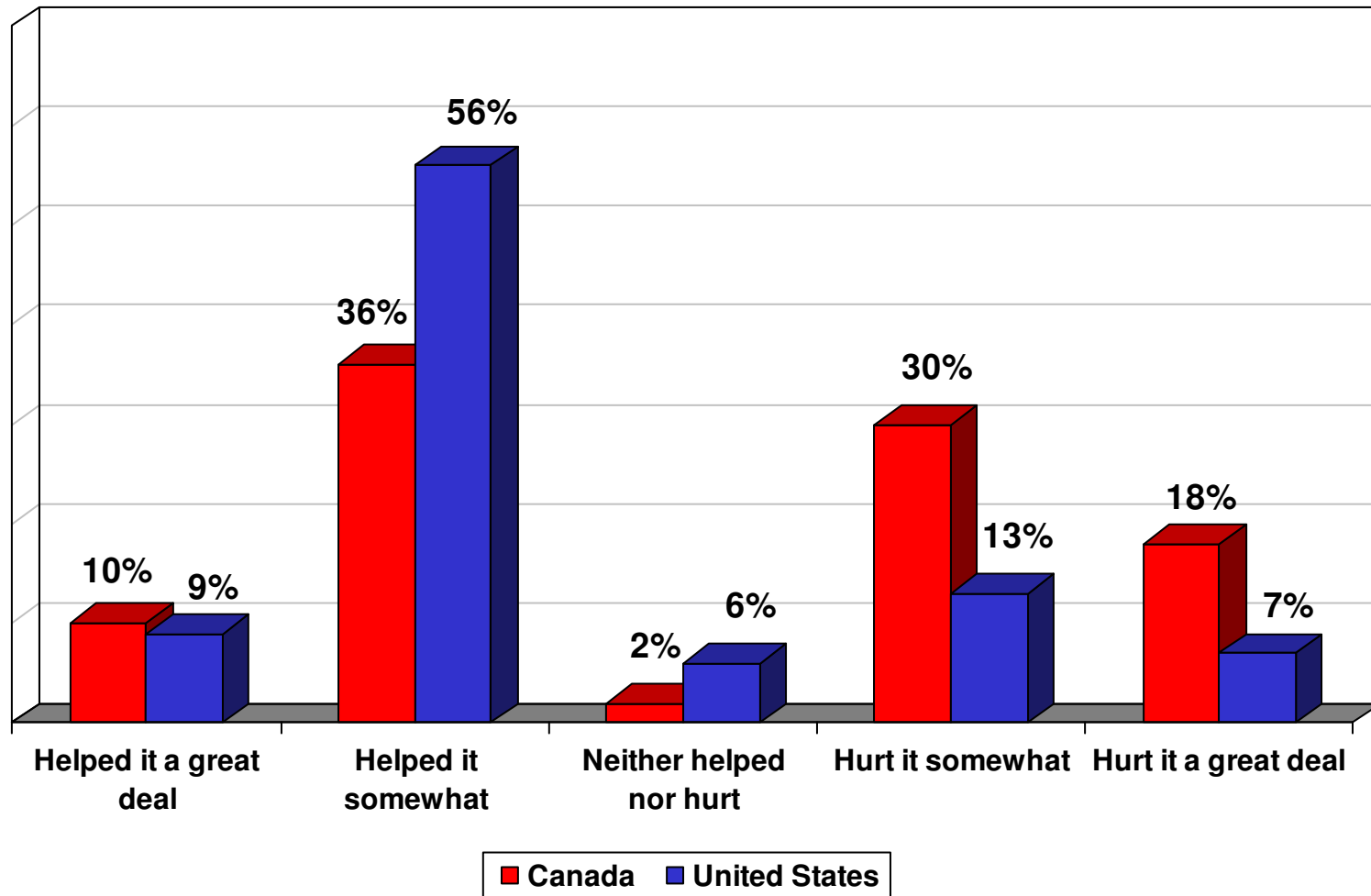
What percentage of total Canadian foreign trade do you think is with the United States? Do you think it is closest to...?



Note: 'Don't know / No response' not shown (7%)

Effect of free trade agreement on the economy

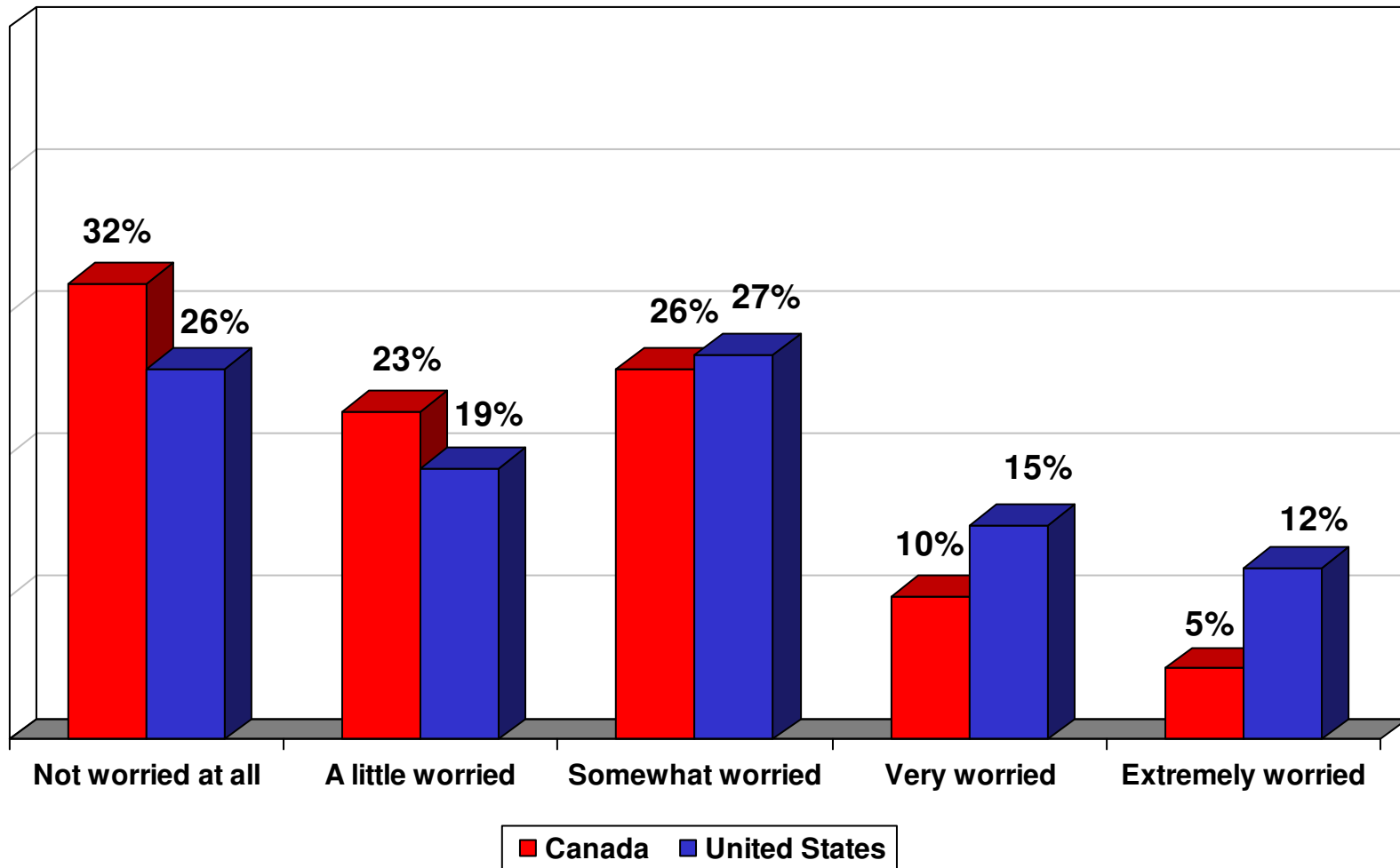
The free trade deal between the United States and Canada has been in place for a decade. How would you describe the effects of the agreement on the [Canadian / American] economy? Would you say the free trade deal helped the [Canadian / American] economy a great deal, helped it somewhat, hurt it somewhat, or hurt it a great deal?



Note: 'Don't know / No response' not shown

Feelings about performance of stock market

Which of the following would you say best describes how you feel about the performance of the stock market? Would you say you are extremely worried about the performance of the stock market, very worried, somewhat worried, a little worried, or would you say you are not worried at all about the performance of the stock market?



Note: 'Don't know / No response' not shown

Global's Democracy Questions

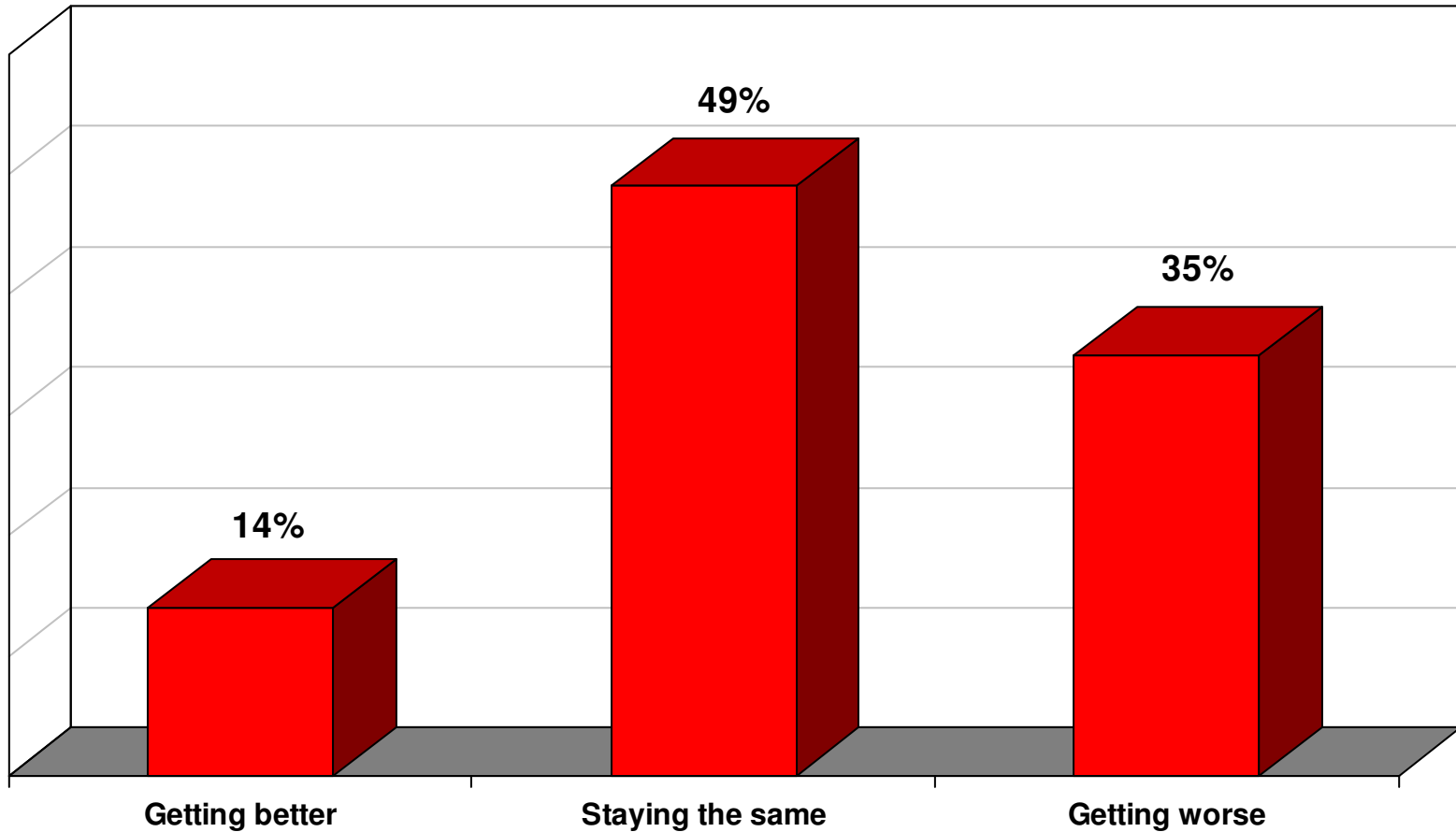
Key Findings

Global's Democracy Questions

- As many Canadians feel that America's superpower status is a threat to a healthy Canadian democracy as feel threatened by international terrorists. The most frequently cited threat is corporate globalization (26%).
- More than twice as many Canadians think democracy is getting worse than believe it is getting better (35% vs. 14%). The most common reasons cited as the biggest internal problems with Canada's democracy are too much power in the hands of the Prime Minister (19%), followed by poor political leadership (18%).

State of democracy in Canada

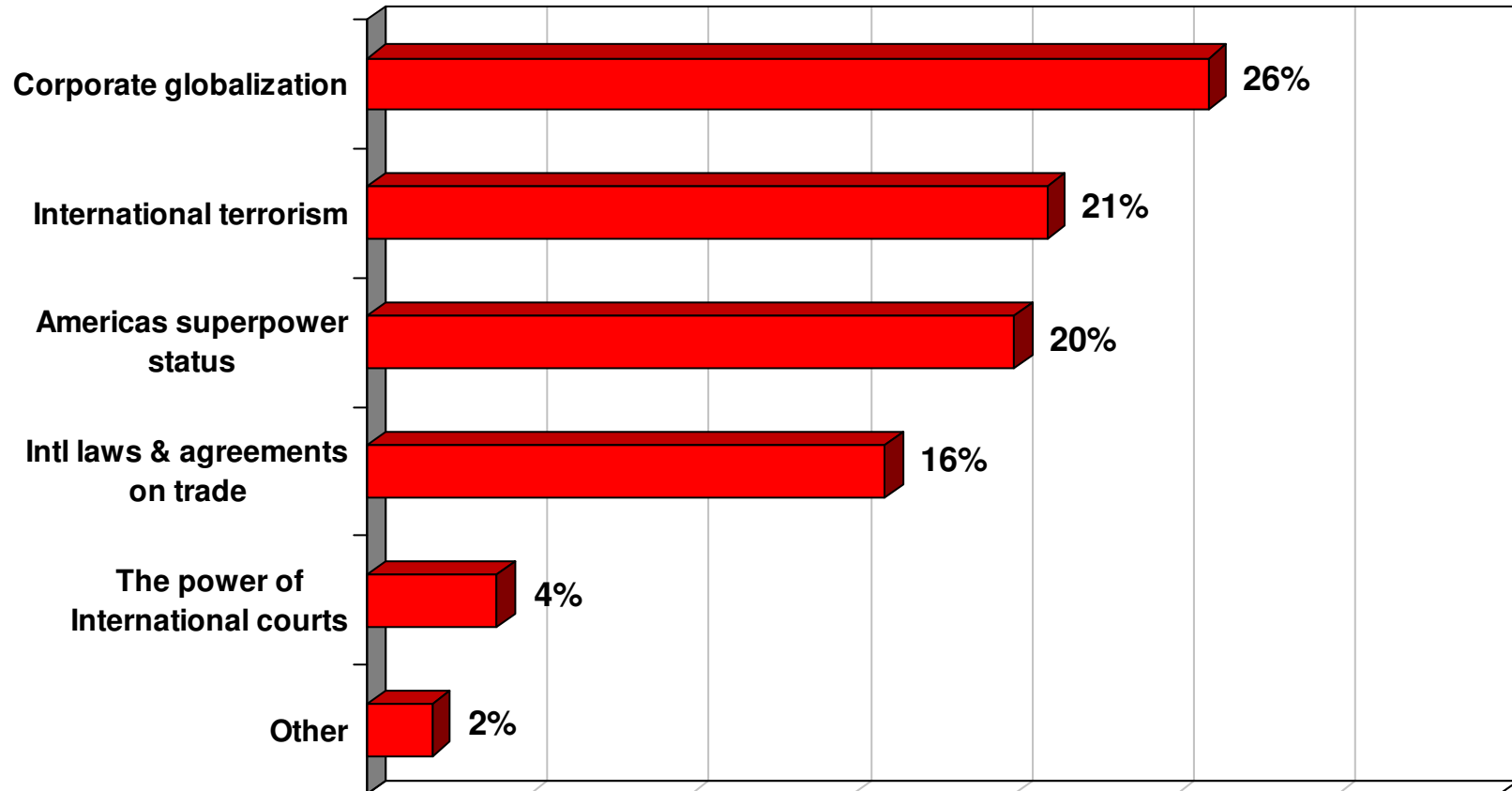
In terms of the strength of Canada's public institutions and protection of civil liberties, how would you describe the state of democracy in Canada? Would you say democracy in Canada is getting better, getting worse, or would you say it is staying the same?



Note: 'Don't know / No response' not shown

Biggest external threat to democracy in Canada

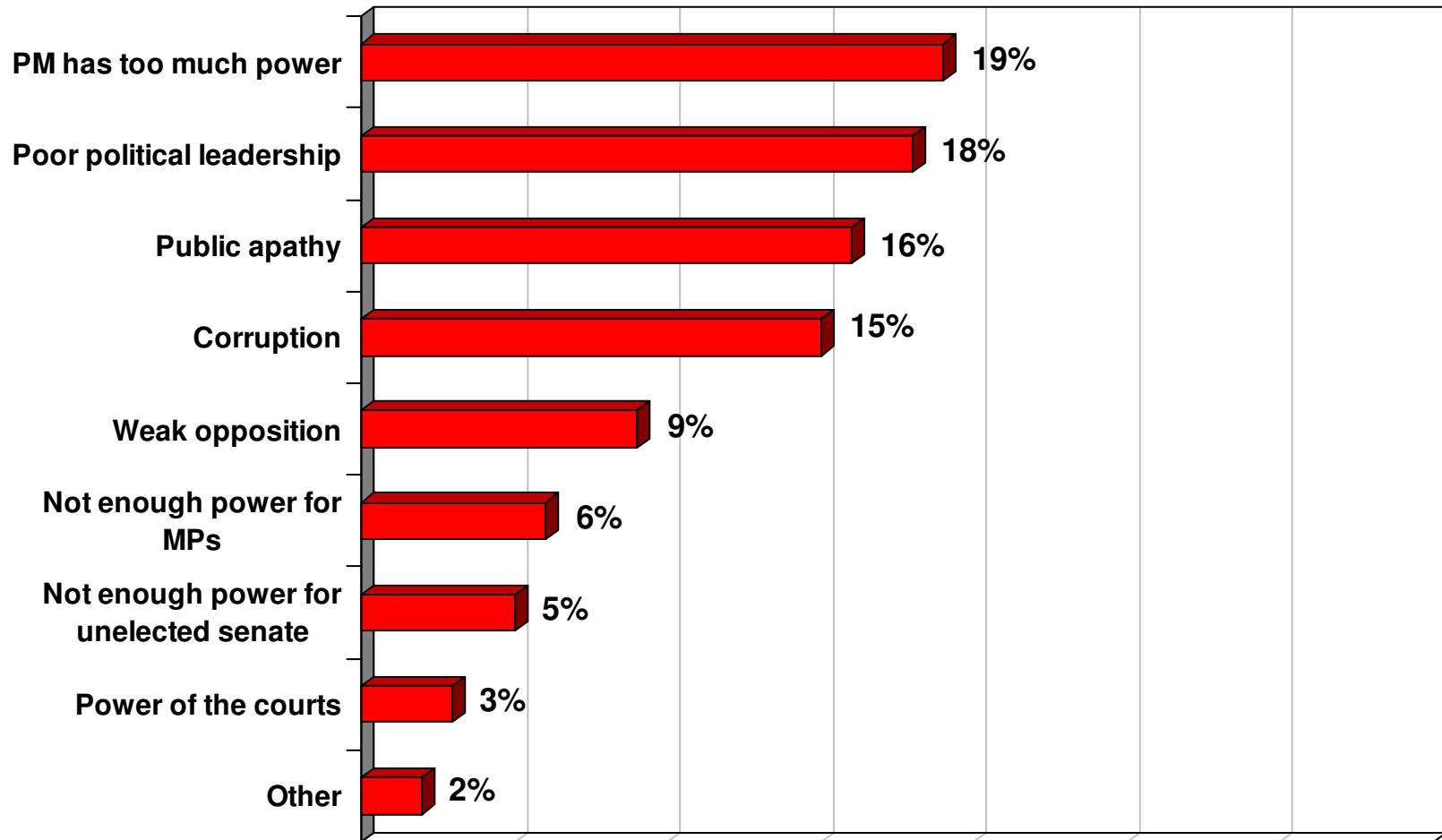
Which of the following do you think is the biggest external threat to a healthy democracy here in Canada? Would you say it is...?



Note: 'Don't know / No response' not shown (12%)

Biggest internal problem with Canada's democratic institutions

What would you say is the biggest internal problem with Canada's democratic institutions? Would you say it is...?



Note: 'Don't know / No response' not shown (7%)

National Post / La Presse Democracy Questions

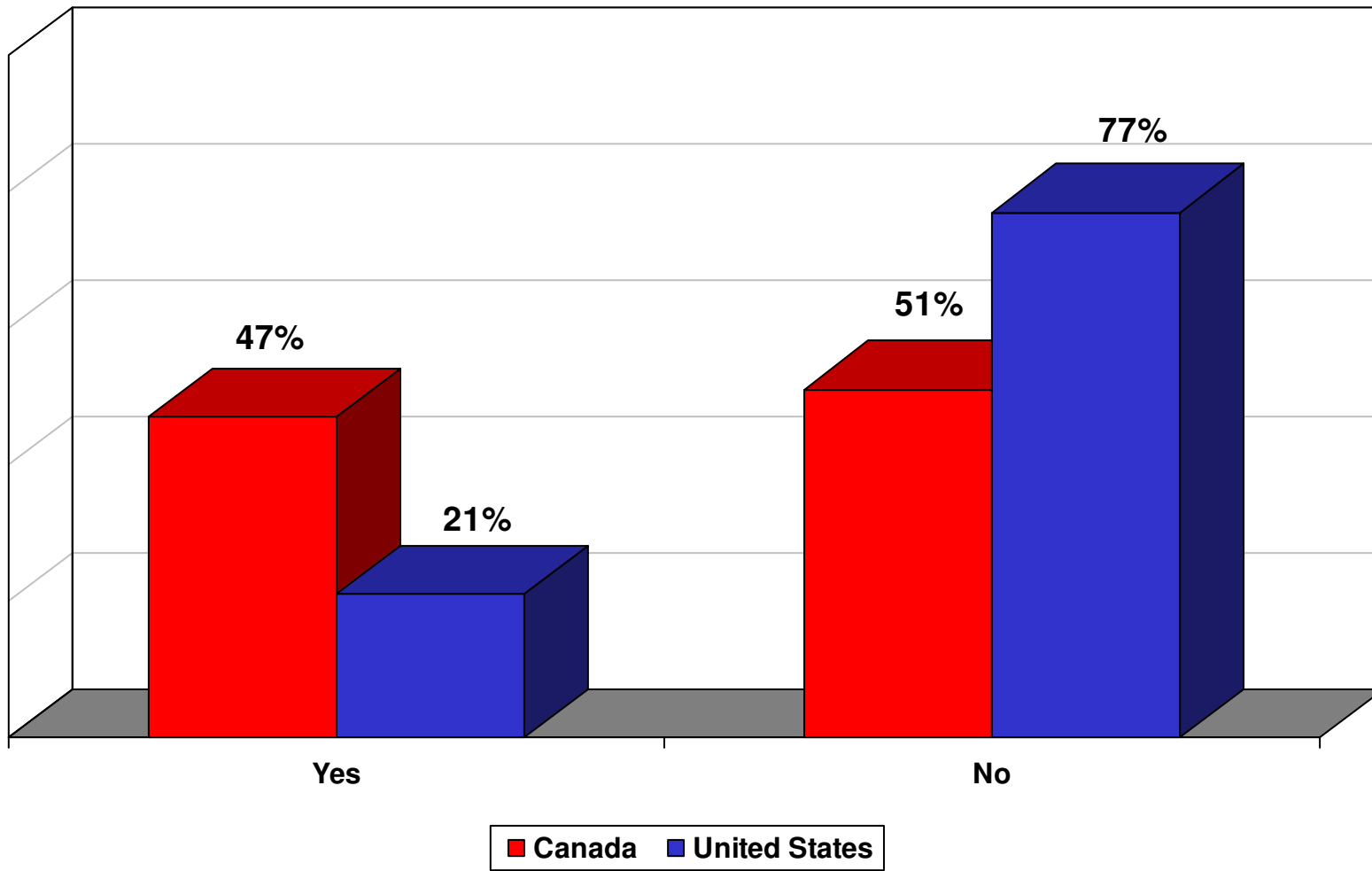
Key Findings

National Post / La Presse's Democracy Questions

- There is evidence that Canadians are interested in changes to their political institutions. Canadians are less content with the level of power in the hand of their national leader than are Americans. While 51% of Canadians believe the position of Prime Minister is not too powerful, this compares to 77% of Americans who do not believe the position of President is too powerful.
- In addition, a majority (55%) of Canadians would like to be able to vote directly for the Prime Minister and 50% would like to see some system of proportional representation.
- In another indicator of a desire for systemic reform, a strong majority of Canadians (73%) would also like to have more opportunities to vote directly on political questions.

Is position of [Prime Minister / President] too powerful

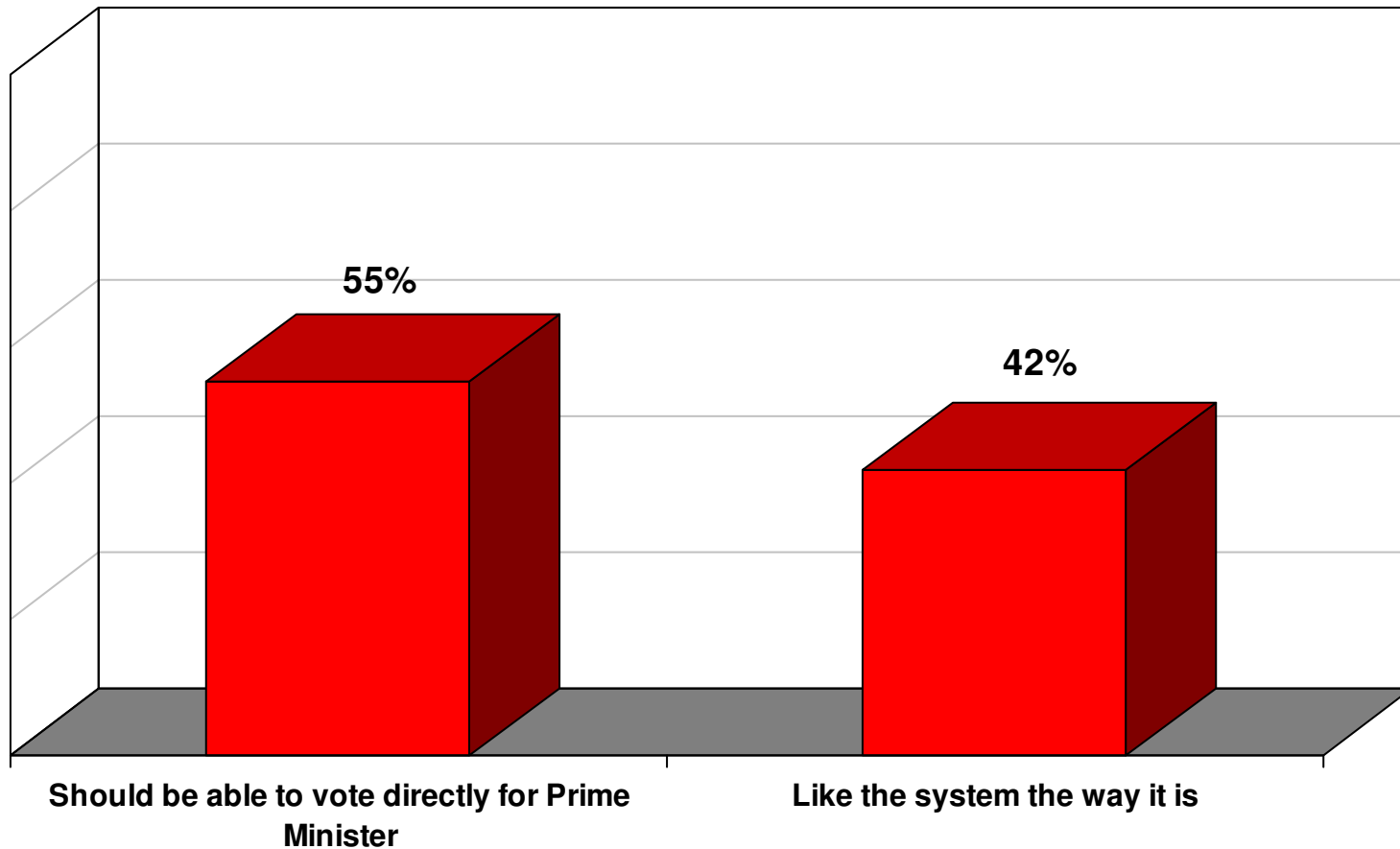
Do you think that within the [Canadian / American] political system the position of [Prime Minister / President] is too powerful? Would you say...?



Note: 'Don't know / No response' not shown

Should Canadians vote for PM directly

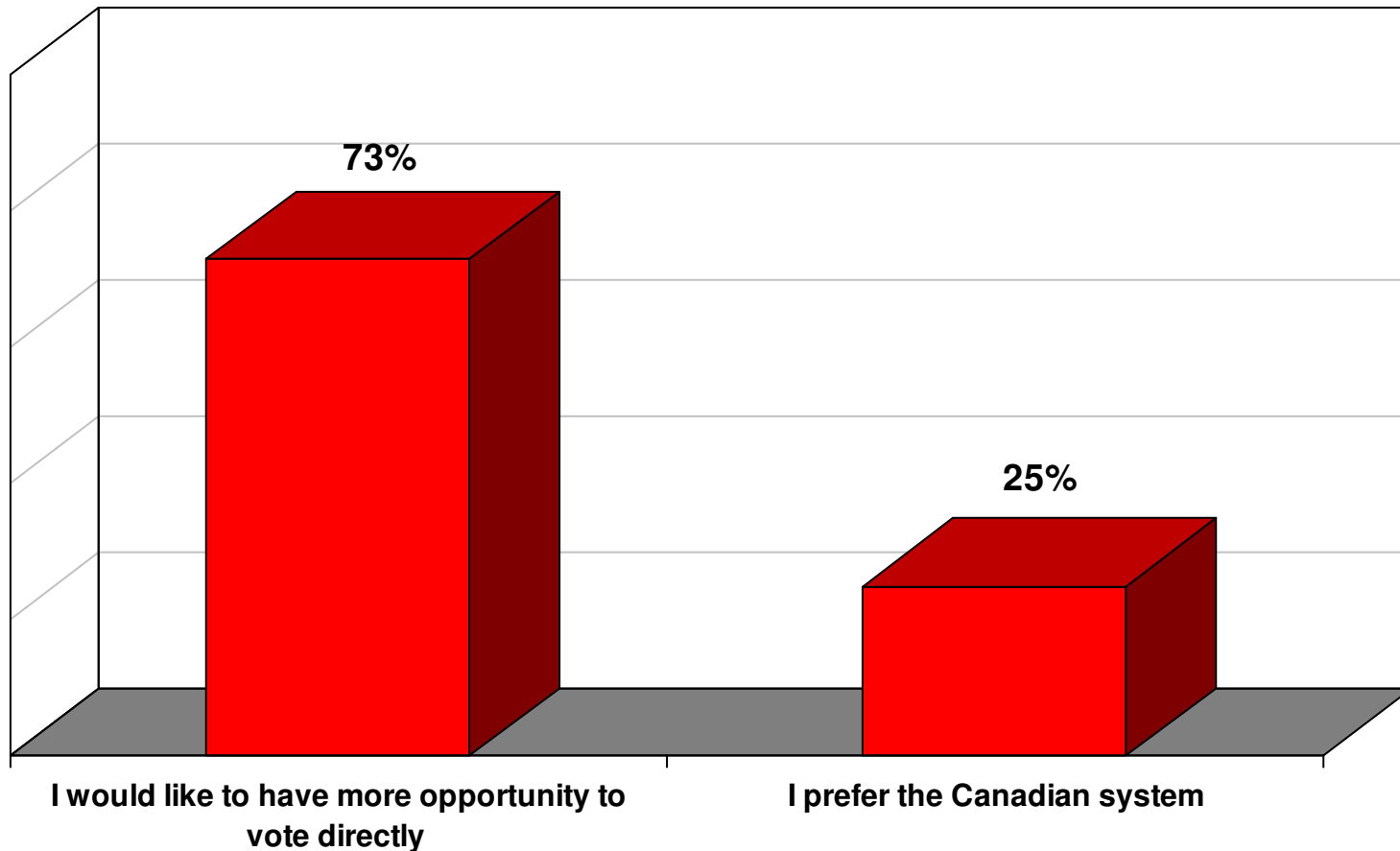
Do you think Canadians should be able to vote for their Prime Minister directly, the way Americans do for their President, or do you like our system the way it is, where you vote for a local candidate of one of the political parties.



Note: 'Don't know / No response' not shown (3%)

Vote directly on political questions

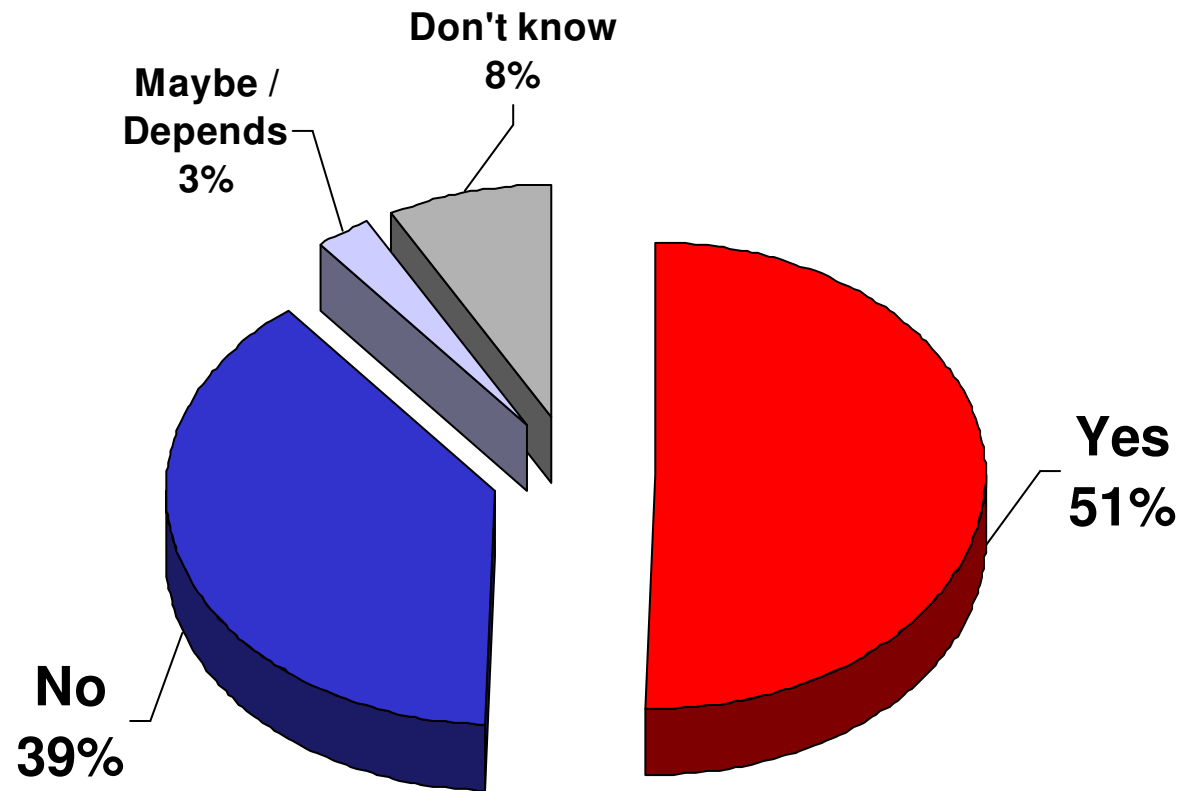
In some parts of the US, citizens often get to vote directly on specific political questions. Would you like to have more opportunity to vote directly on specific political questions or do you prefer a system like Canada's where elected individuals make decisions on your behalf?



Note: 'Don't know / No response' not shown (3%)

Should Canada adopt proportional representation

There is another type of system, called proportional representation, where the results of who wins seats in an election is not determined only by who got the most votes, but is determined based on the proportion of total votes received by each party. Do you think Canada should adopt a system of proportional representation?



Global's Culture Questions

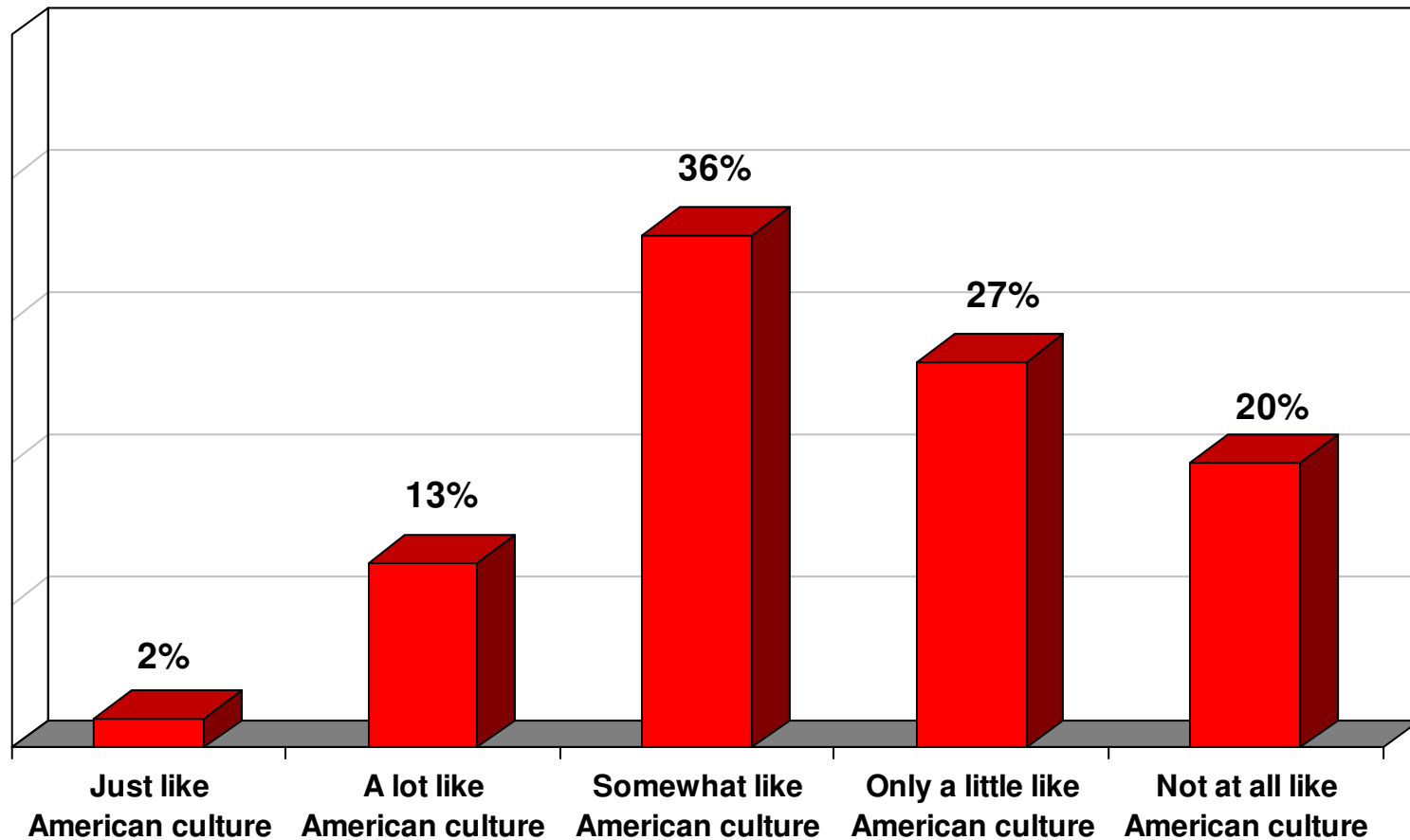
Key Findings

Global's Culture Questions

- 47.2% of Canadians describe Canada's culture as only a little or not at all like American culture. This is a sharp contrast to the only 15.5% of Canadians who describe American culture as just like or a lot like American culture.
- Despite this strong sentiment that Canadians are not like Americans, there is a lack of consensus on what binds them together as Canadians. When asked what most closely connects respondents to other Canadians, the universal health care system receives the highest mention (19%), followed by Canada's history, the love of hockey and Canada's geography. More Canadians cited Canadians' differences from Americans (10%) as what connects them to other Canadians than cited either of the flag (9%) or the national anthem (5%).
- Despite continued government subsidization of the arts, few Canadians (5%) identify music, movies or books as the most significant element of the culture that connects them to other Canadians.
- When Americans were asked to name a famous Canadian, over 47% of Americans could not name one. The most well known Canadians included Celine Dion (9%) and Michael J. Fox (5%). As for politicians, Pierre Trudeau received mention by 2% of Americans while Chretien received a mention by only 1/2%.

How would you describe Canada's culture

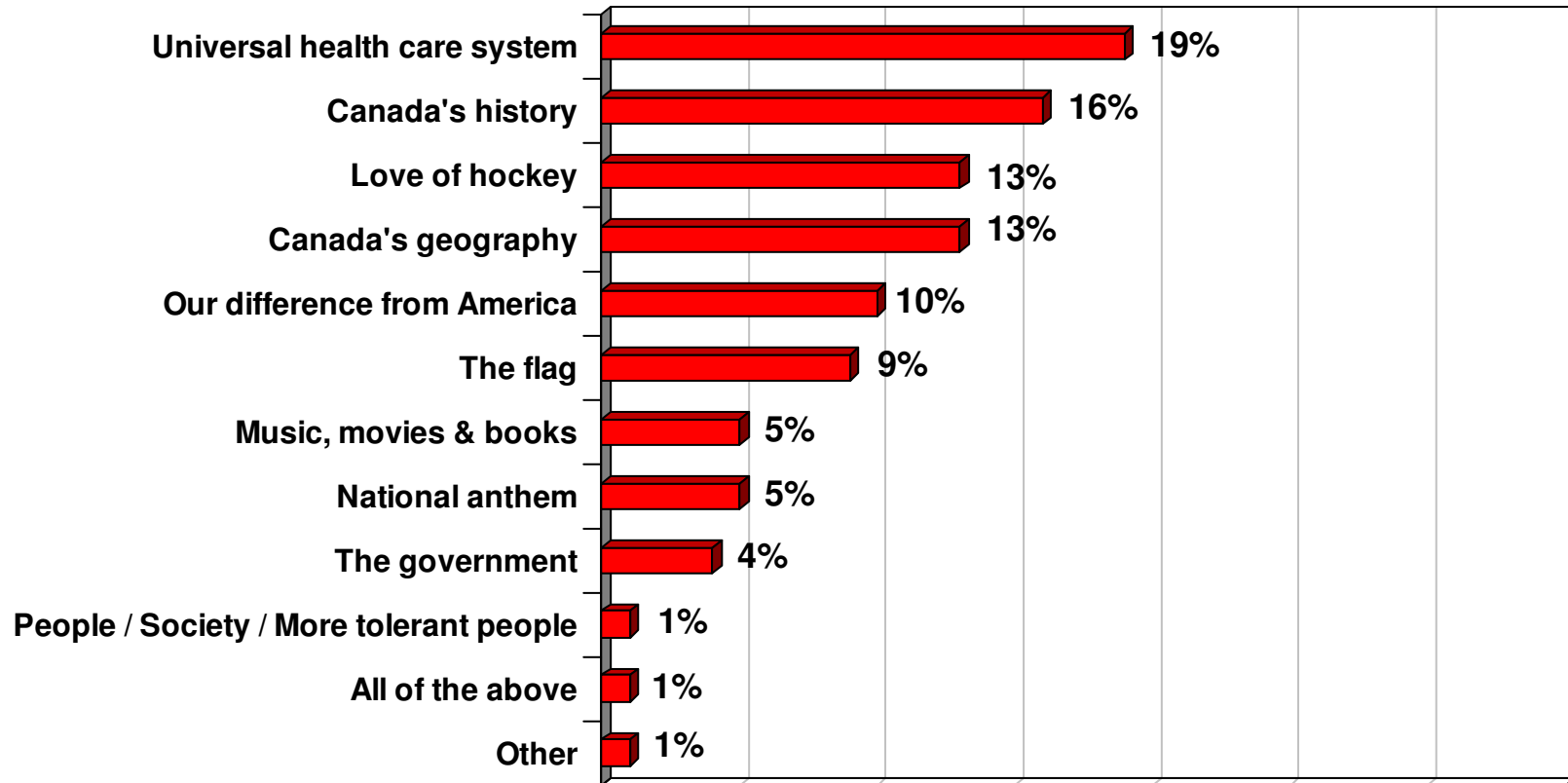
How would you describe Canada's culture? Would you say it is...?



Note: 'Don't know / No response' not shown (2%)

Which most closely connects you to other Canadians

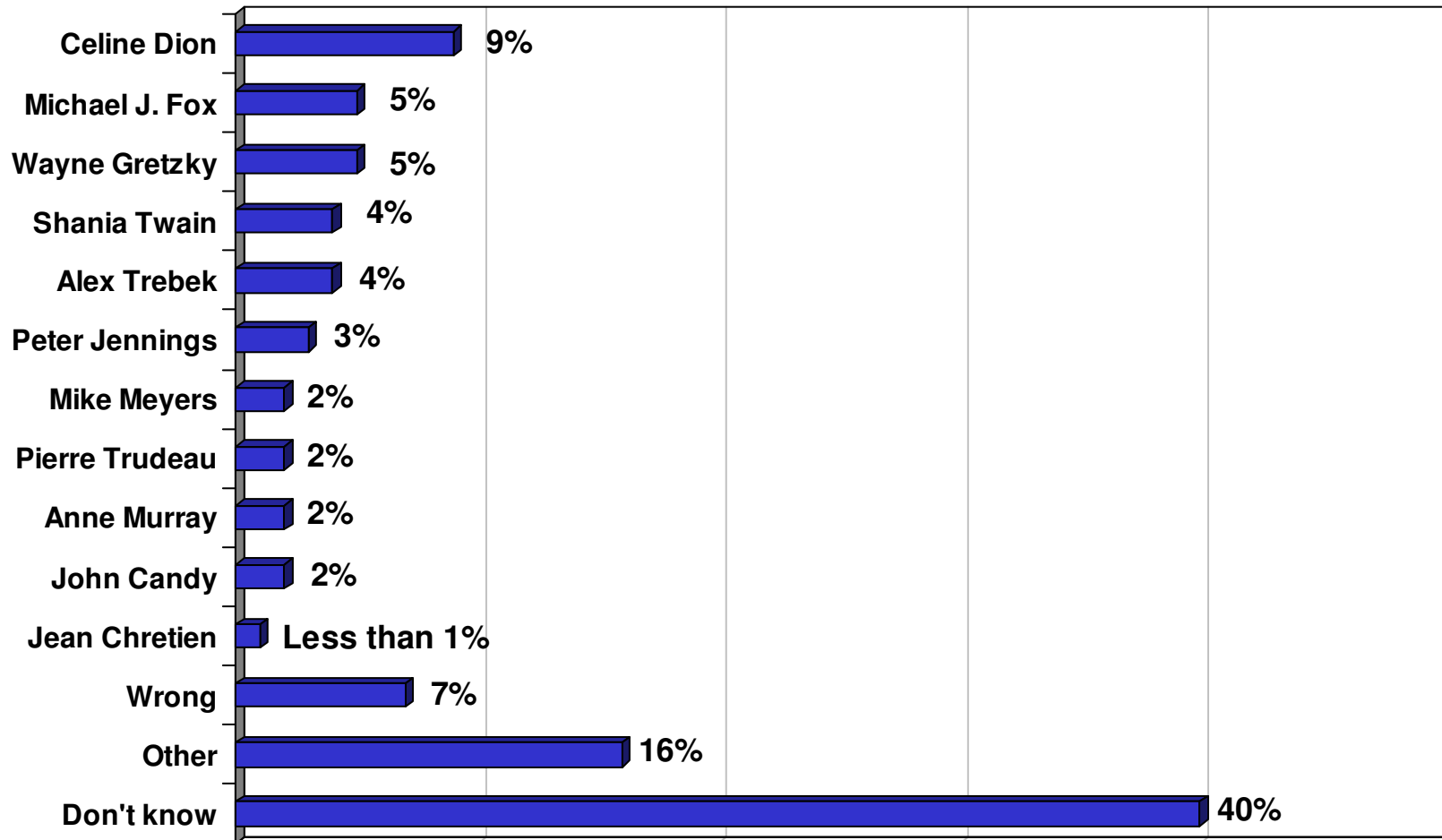
Which of the following do you feel most closely connects you to other Canadians? Would you say it is..



Note: 'Don't know / No response' not shown (4%)

Name a famous Canadian

[to Americans] Canada has produced its share of well-known actors, politicians and artists. Can you name a famous Canadian?



National Post / La Presse Culture Questions

Key Findings

National Post / La Presse's Culture Questions

- When asked which country other than their own they most closely identify with, 48% of Canadians cited the United States as that country, compared with only 23% of Americans who cited Canada as the country other than the U.S. they most closely identified with. More Americans (29%) listed Britain as the country other than their own they most closely identified with.
- When asked whether in an international sports tournament, they would cheer for this other country or their own, a very high percentage of both Canadians (91%) and Americans (98%) said they would cheer for their home country first. Despite a sizable number of immigrants and a generally acknowledged multi-cultural society, Canadians do not appear to be significantly less patriotic or less quick to adopt strong loyalties to their country.
- Americans are more likely to think of Canada as "strong", than are Canadians. 75% of Americans describe Canada as "strong" rather than "weak", compared to the 62% of Canadians who describe their country as "strong".

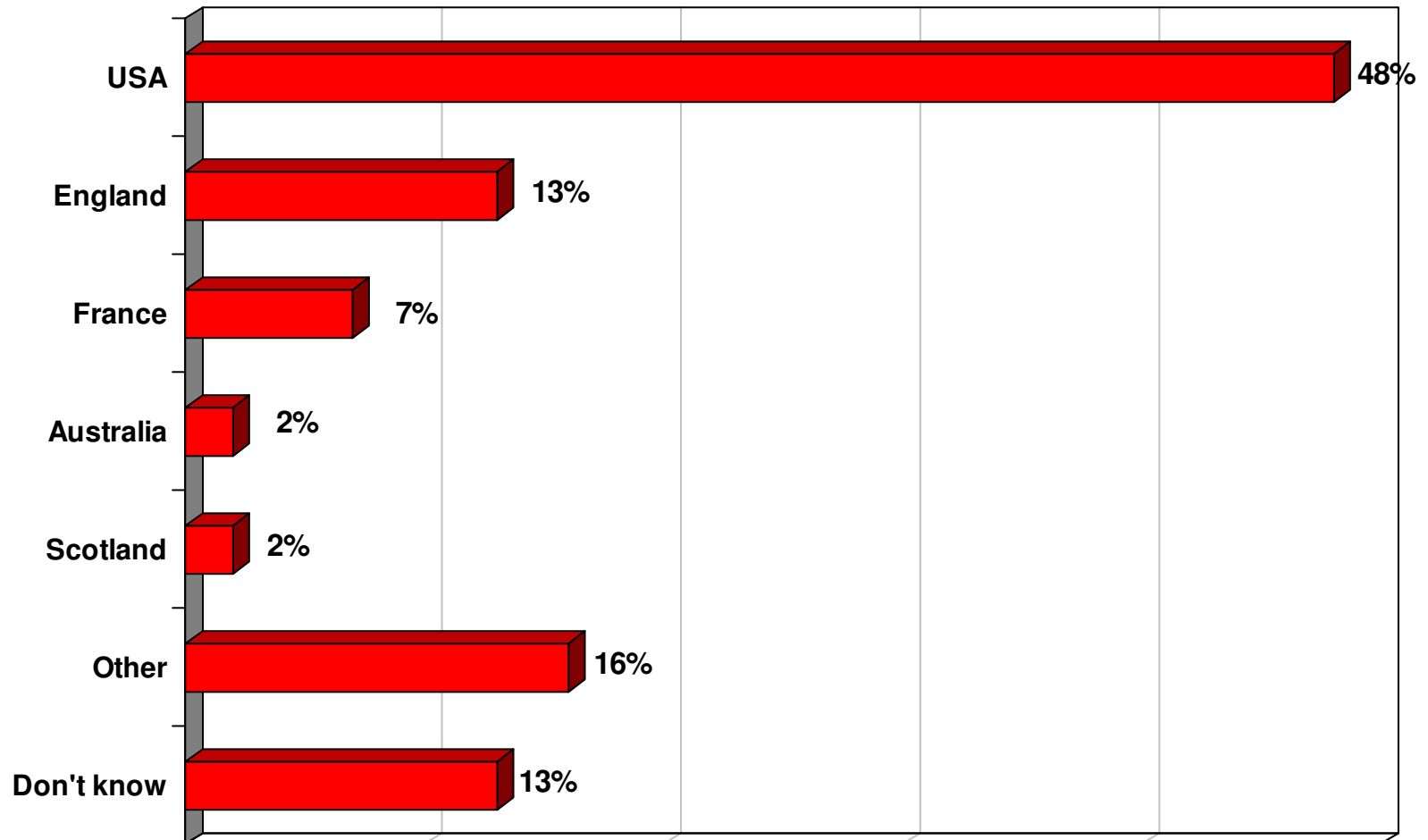
Key Findings

National Post / La Presse's Culture Questions

- Nearly 30% of Americans chose to describe Canada as an international nobody. An even larger number of Americans (46%) think of Canada as "inwardly focused," rather than "globally focused."
- 27% of Americans describe Canada as "a stagnant nation", rather than "a nation on the rise". Interestingly, even more Canadians (34%) than Americans describe Canada as a "stagnant nation". In a similar way, while 76% of Americans describe Canada as an independent nation rather than a dependent nation, only 55% of Canadians describe Canada as independent.
- A high number of both Canadians (90%) and Americans (87%) describe Canadians as "interesting" rather than "boring".

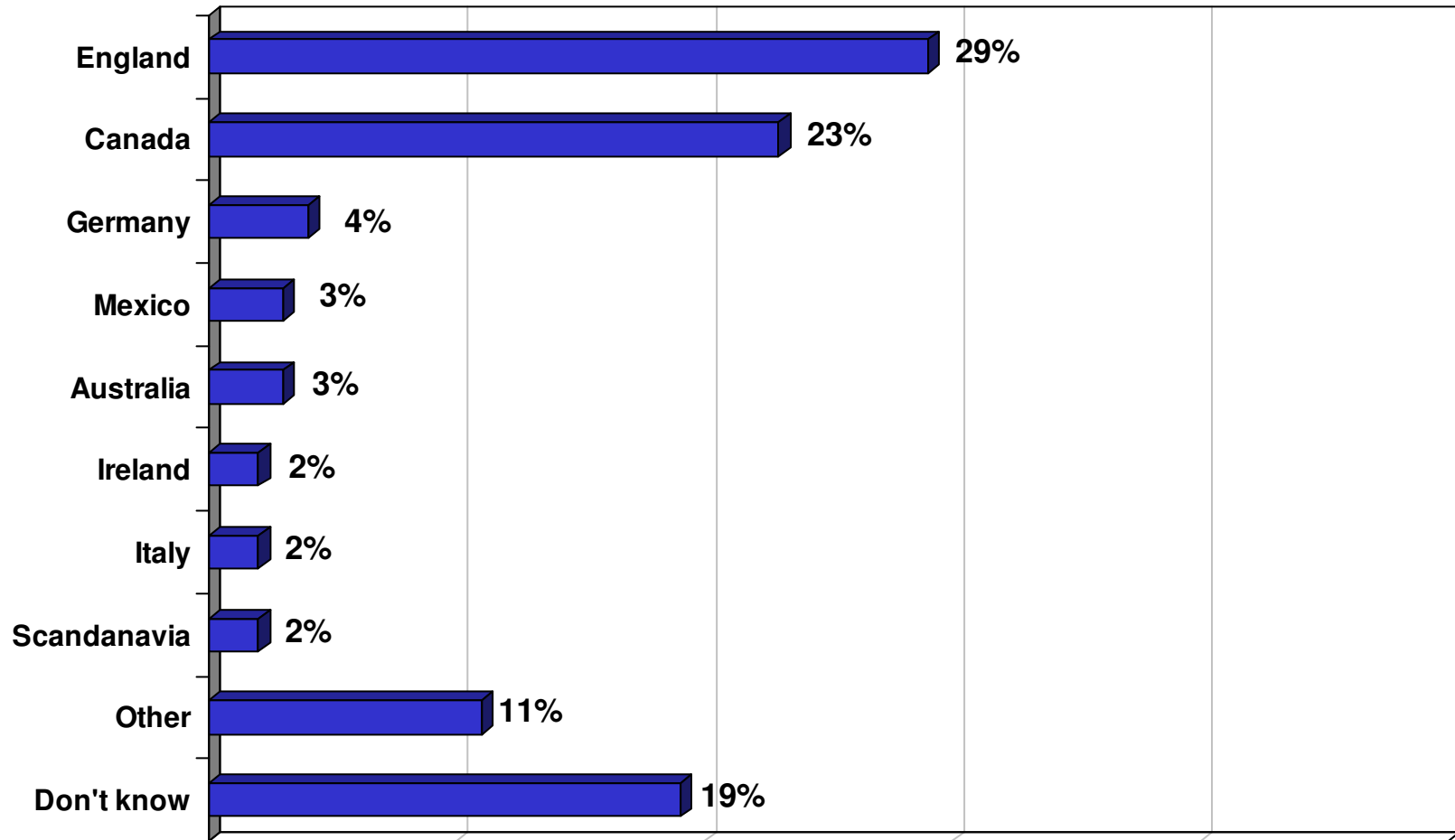
Canadians identify with...

Besides Canada, which country do you most closely identify with?



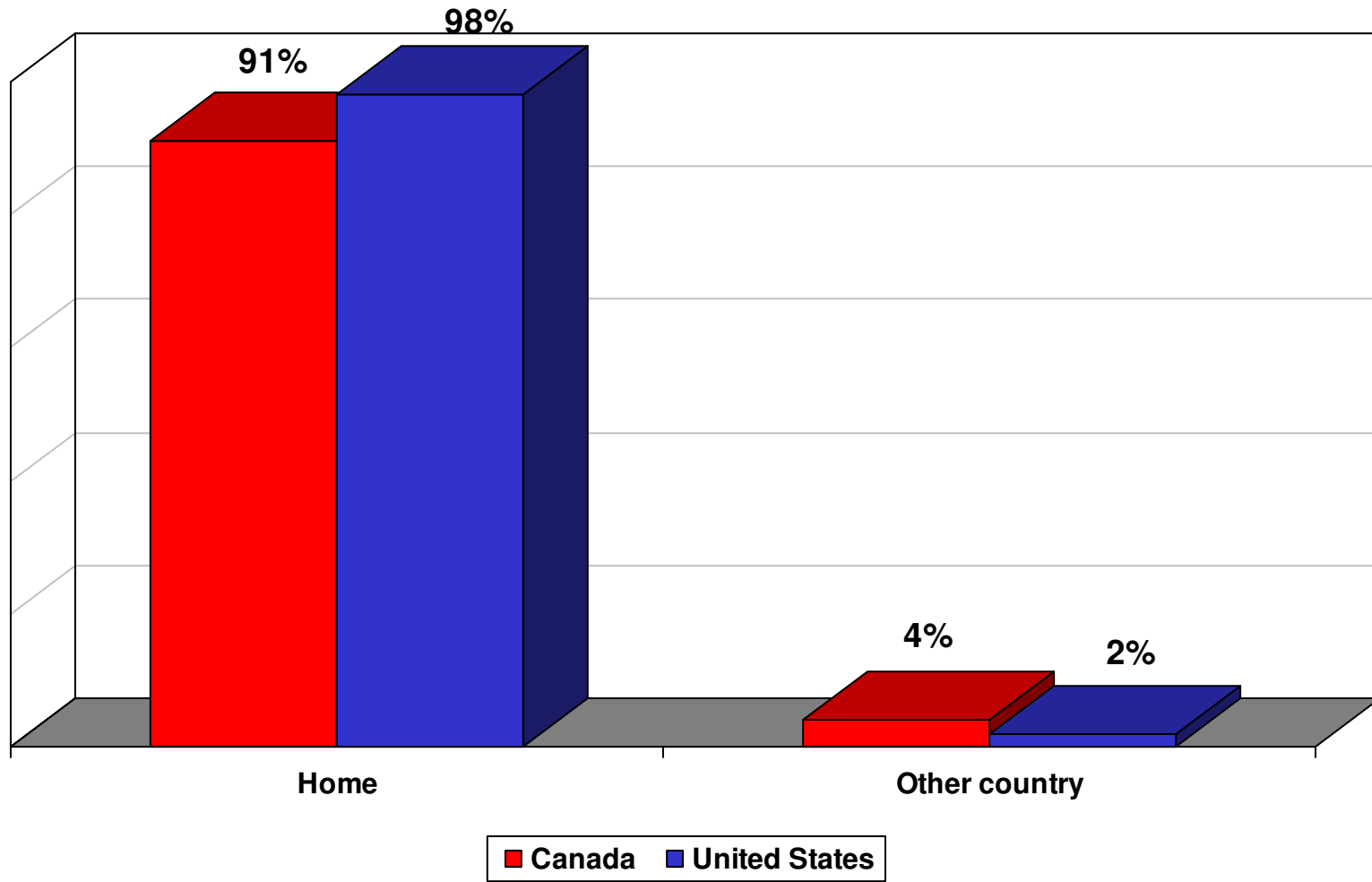
Americans identify with...

[to Americans] Besides the United States, which country do you most closely identify with?



If in tournament, who would you cheer for

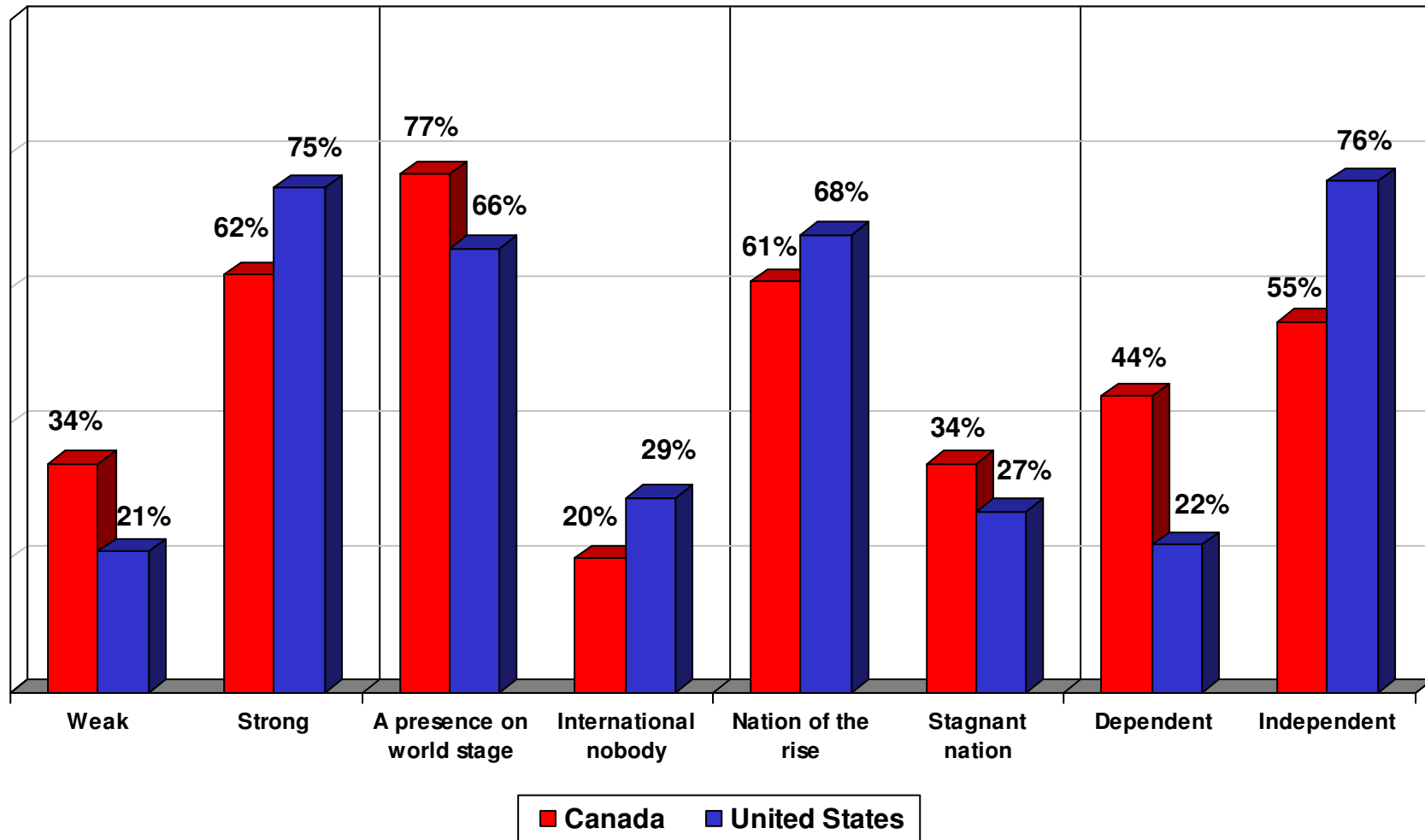
If that country were playing a team from [Canada / United States] in an international sports tournament, would you cheer for that country's team or the team from [Canada / United States]?



Note: 'Don't know / No response' not shown

Description of Canada as a nation

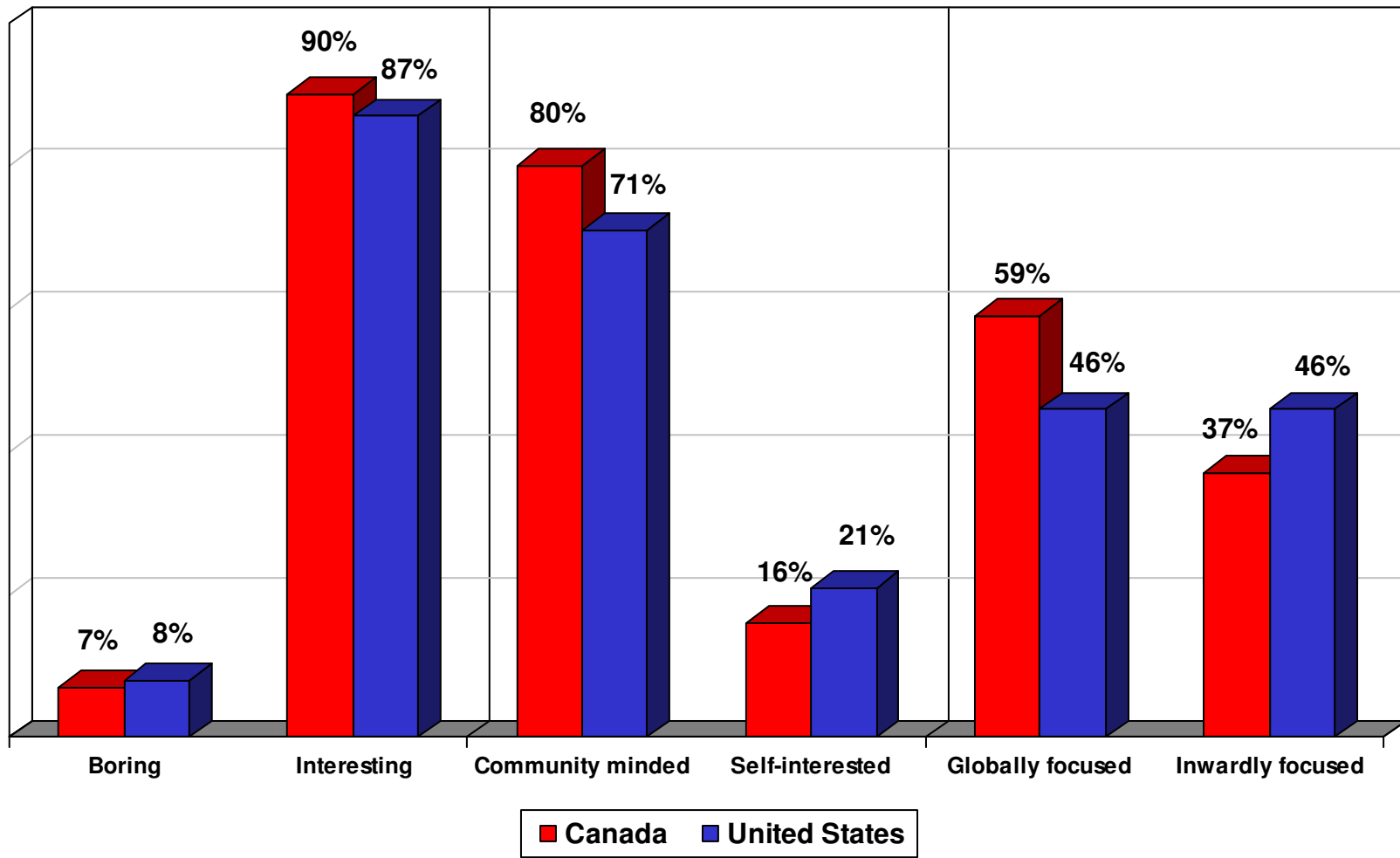
For each of the following questions, thinking of your overall impression, please pick the phrase that best describes Canada as a nation?



Note: 'Don't know / No response' not shown

Description of Canadian people

For each of the following questions, thinking of your overall impression, please pick the phrase that best describes Canadian people?



Note: 'Don't know / No response' not shown

Global's Diplomacy Questions

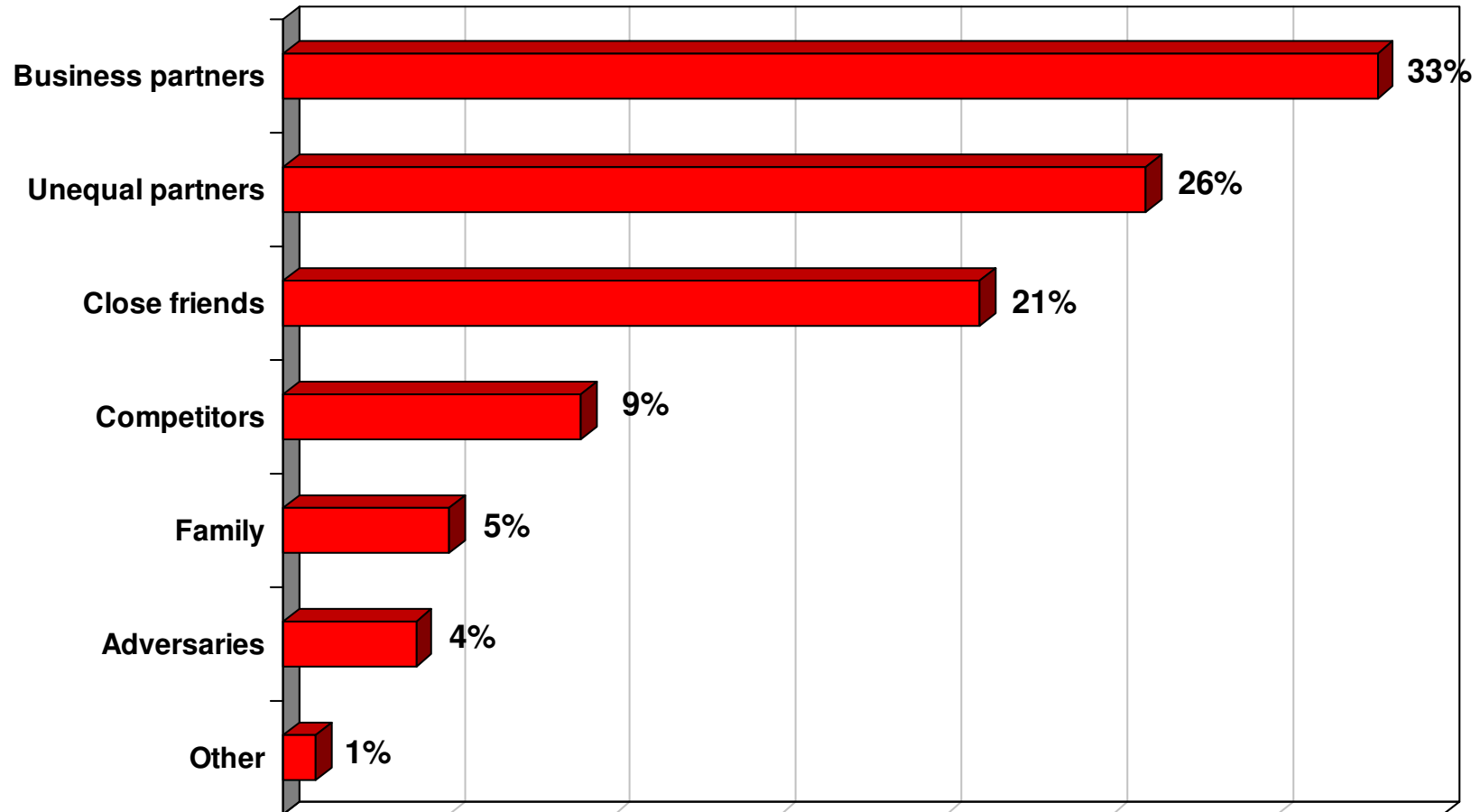
Key Findings

Global's Diplomacy Questions

- When asked how they would describe the relationship between Canadians and Americans, only 26% of Canadians described Americans as like friends or family. The majority (59%) described the relationship as some form of partnership, with another 13% describing it as being like that of competitors or adversaries.
- Nonetheless, 30% of Canadians say they feel closer to Americans as a result of the events of September 11, while most Canadians (62%) say they feel the same as they did before September 11. Despite personally feeling the same as before, the majority of Canadians believe that Canada's participation in the war on terrorism has translated into greater influence for Canada with the United States.

Relationship between Canada and United States

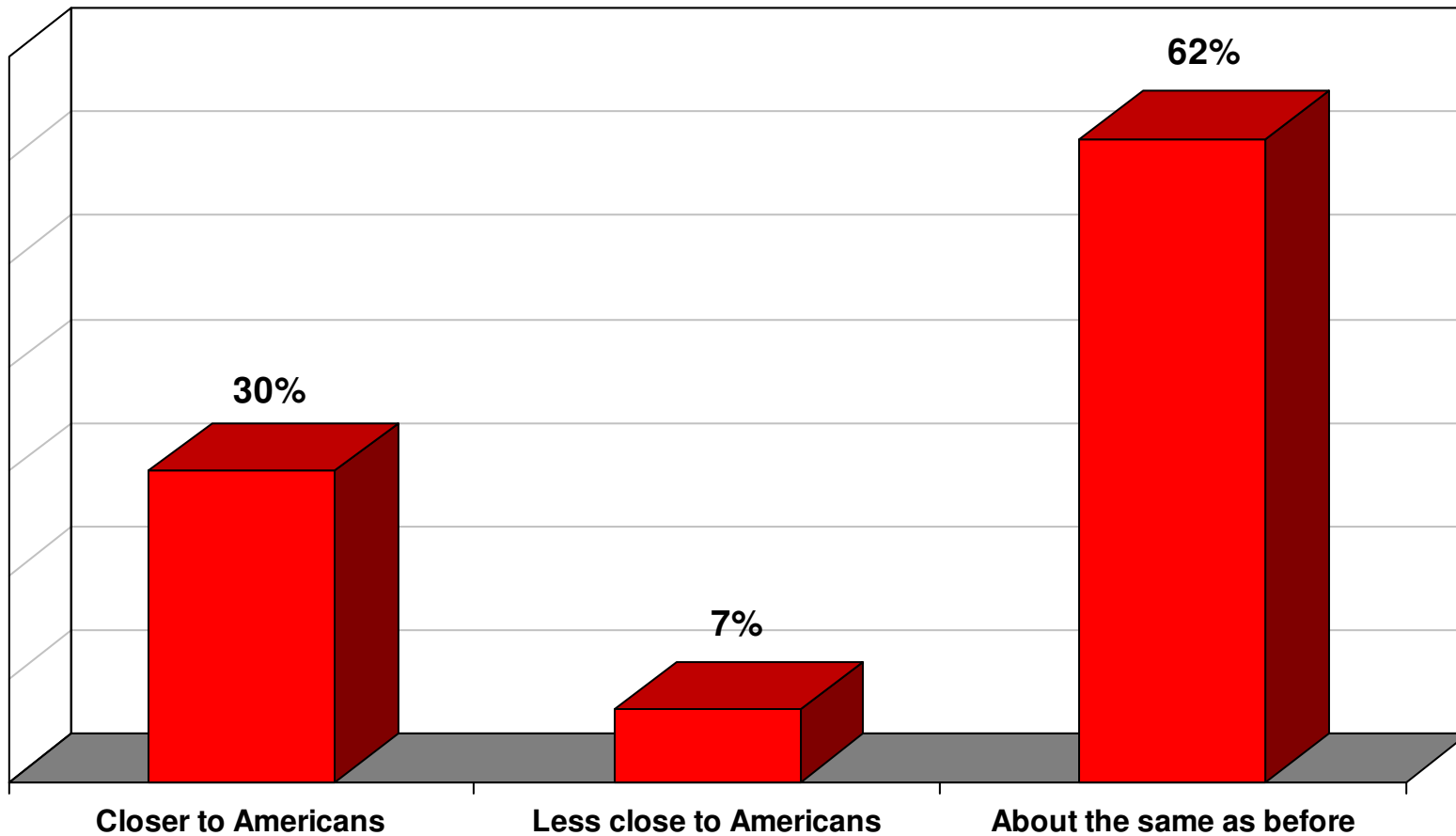
Which of the following best describes the current relationship between Canada and the United States? Would you say the relationship is best described as...?



Note: 'Don't know / No response' not shown (1%)

Since Sept 11, best describes feeling toward Americans

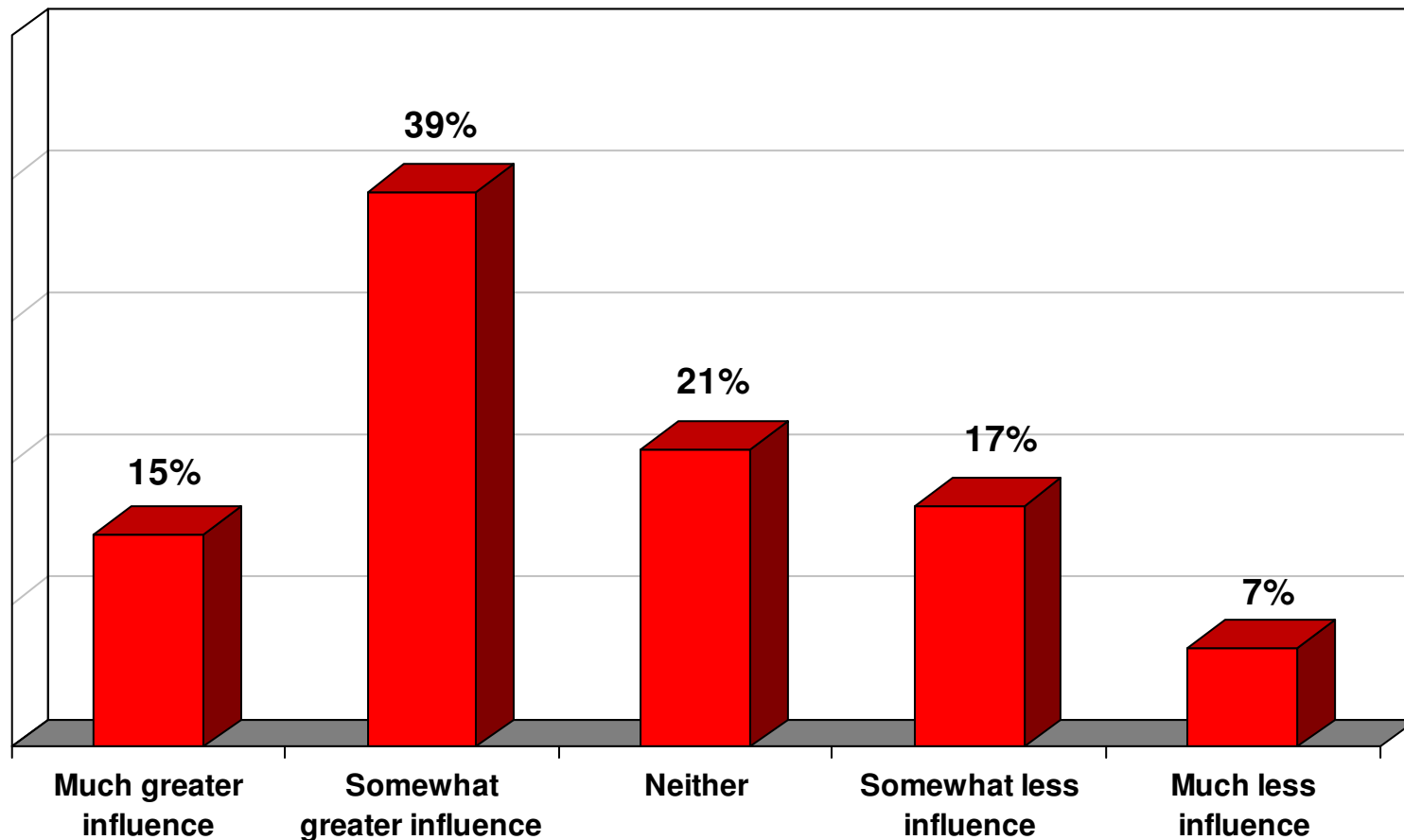
Since the events of September 11, which of the following best describes how you feel toward Americans? Would you say you feel...?



Note: 'Don't know / No response' not shown (1%)

Influence of Canada's participation in war on terrorism

Would you say Canada's participation in the war on terrorism has translated into...?



Note: 'Don't know / No response' not shown (1%)

National Post / La Presse's Diplomacy Questions

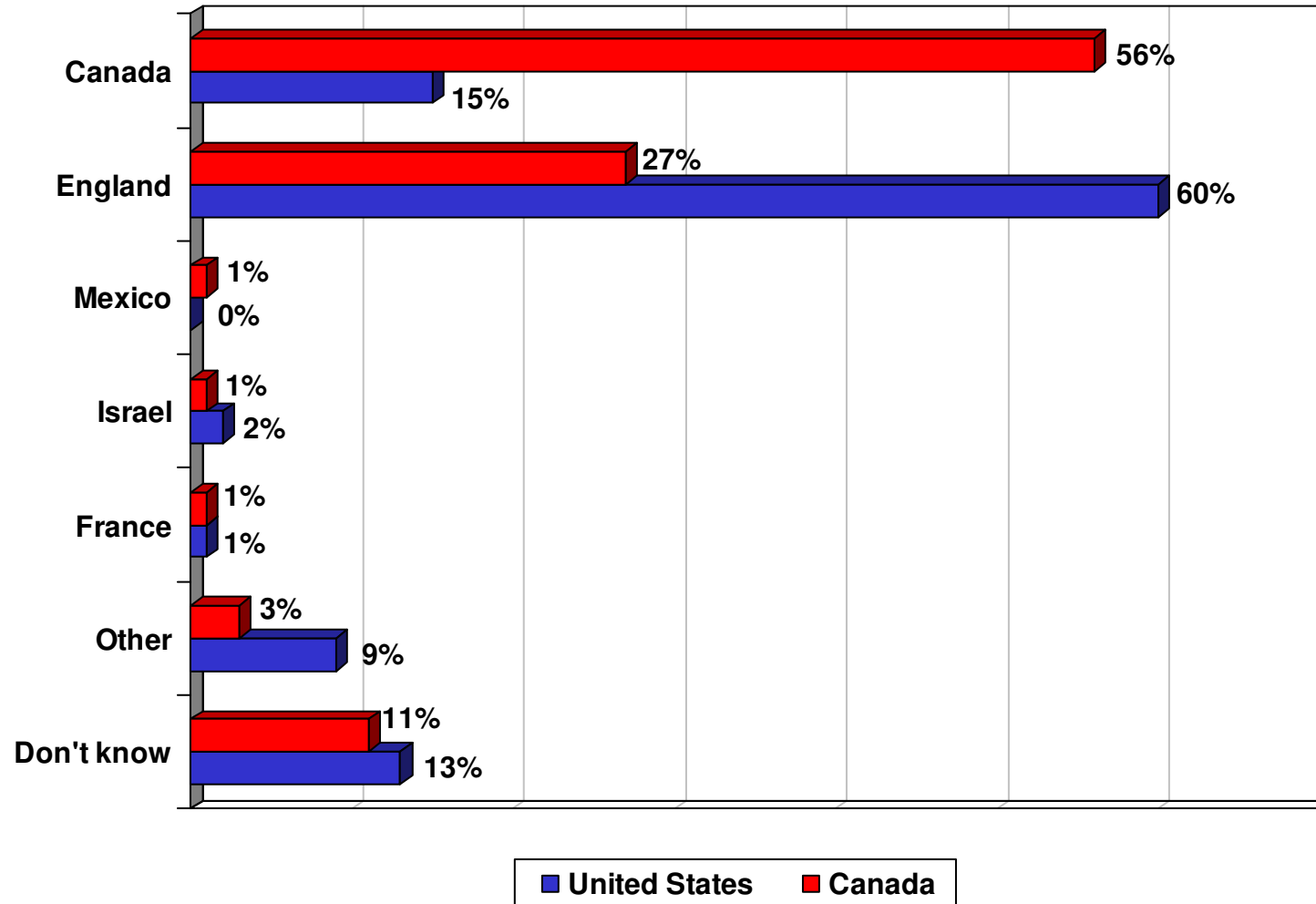
Key Findings

National Post / La Presse's Diplomacy Questions

- Americans tend to look for shared values and culture in their closest allies, compared to Canadians who put a much higher value in more tangible realities like trade and geography. 63% of Americans are most likely to embrace partnerships with those who tend to think and feel the way they do through shared values and culture. Canadians, by contrast, are as likely to see a large volume of trade and status as neighbours (combined to equal 38%) as being characteristics of a close ally as they are to look for shared values and culture (combined to equal 40%).
- Knowing this, it is perhaps not surprising that 56% of Canadians identify Canada as the closest ally of the U.S. By contrast, only 15% of Americans identify Canada as the U.S.'s closest ally. Instead, 60% of Americans identify Great Britain as their country's closest ally. This is despite the fact that only 11% of Americans selected a strong military as the most desirable quality they look for in a closest ally.
- When asked why, despite a shared border, high volume of trade and shared language, they think Canada is not perceived as the closest ally by more Americans, 23% of Canadians attributed this to a belief that "Americans don't care about us." Nearly 20% attributed it to the belief that Canada's economy is not strong enough to matter to Americans. 17% of Canadians suggest it is because Canada does not assert itself enough. Another 12% blame it on our weak military status.

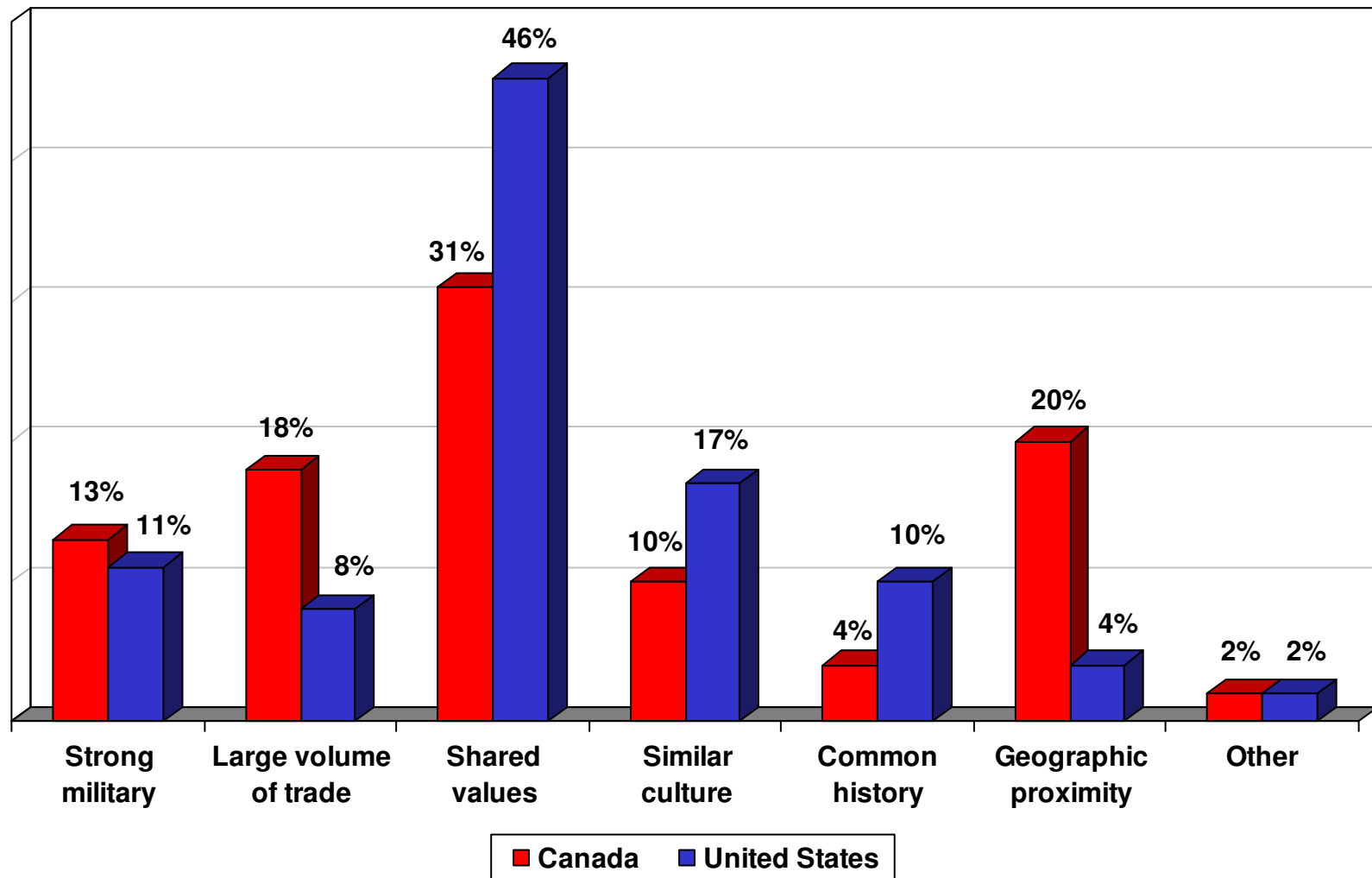
Closest ally to United States

What country do you see as the closest ally of the United States?



Best describes closest ally

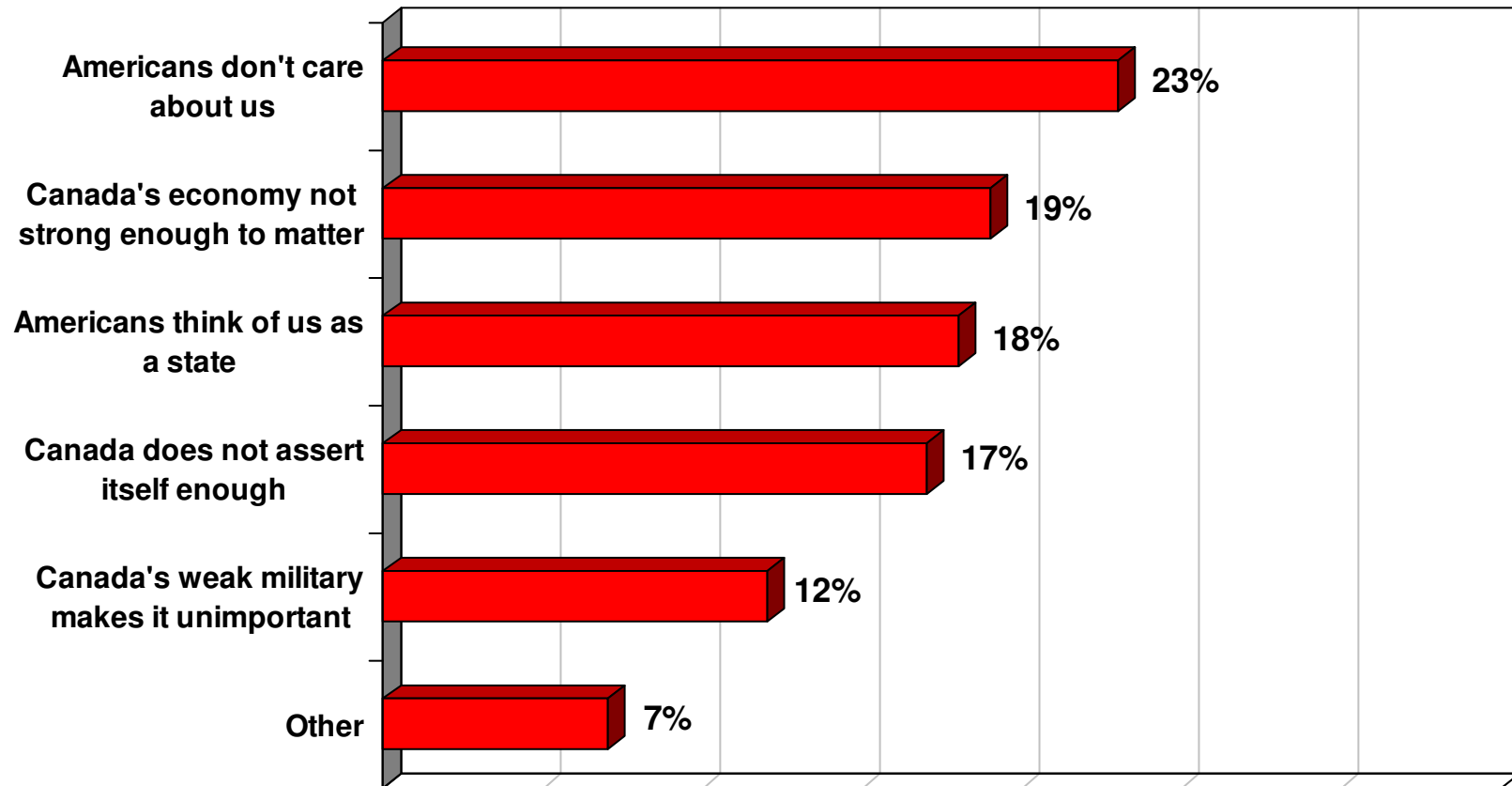
Which of the following best describes the most important quality of a country's closest ally? Would you say it is...?



Note: 'Don't know / No response' not shown

Why only 1/4 of Americans say Canada is closest ally

Canada is the United States' largest trading partner, shares the same predominant language and its longest border, yet according to research only around a quarter of Americans say Canada is the United States' closest ally. What would you attribute this to the most? Is it that...?



Note: 'Don't know / No response' not shown (4%)

Aware of Canadian soldiers killed in Afghanistan

[to Americans] Please answer yes or no to the following question. Are you aware that 4 Canadian soldiers were killed by an American bomb in Afghanistan?

