

Canada-US Relations

 La Presse Canadienne
La fin mot de l'histoire.

Report

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MARKETING

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1. Study Highlights

- Americans and Canadians do not perceive their neighbouring country in the same way.

Question: *Among the following countries, which one in your opinion is Canada's best friend?*

N=1501	United States	England	France	Japan	Mexico	China	None	Don't know
Canada	50%	25%	13%	3%	3%	2%	2%	4%
N=1035	Canada	Question: <i>Among the following countries, which one in your opinion is USA's best friend?</i>						
US	20%	62%	3%	2%	5%	2%	1%	5%

Question: *Over the past three years, would you say that the relationship between Canada and the United States has IMPROVED, REMAINED THE SAME OR DETERIORATED?*

N=1501	Improved	Remained the same	Deteriorated	Don't know
Canada	5%	22%	72%	1%
N=1035				
US	8%	53%	34%	5%

- According to six out of ten Canadians, the United States has benefited most from the Free Trade Agreement.

Question: *In your opinion, which country between the Canada and the US most benefited from the Free-Trade Agreement?*

N=1501	United States	Canada	None	Don't know
Canada	66%	17%	4%	14%
N=1035				
US	27%	39%	3%	31%

- Neither Canadians nor Americans want their respective countries to become one country.

Question: *Do you wish for Canada to become part of the United States?*

N=1501	Yes	No	Don't know
Canada	7%	92%	1%
N=1035			
US	19%	70%	11%

- Canadians consider themselves to be different from Americans, while Americans say they are the same as Canadians.

Question: *In your opinion, are Canadians and Americans VERY MUCH ALIKE or VERY DIFFERENT?*

N=1501	Very much alike	Different	Don't know
Canada	29%	68%	3%
N=1035			
US	61%	31%	8%

- Most Canadians have been to the United States more than once and half of Americans have never been to Canada.

		Question: <i>Have you ever been to the US?</i>		
N=1501		More than once	Once only	Never
Canada		84%	7%	9%
		Question: <i>Have you ever been to Canada?</i>		
N=1035				
US		45%	17%	39%

2. Results

2.1 Canadians and Americans do not perceive their relationship in the same way

According to half of Canadians (50%), the United States is Canada's best friend. This affirmation gains more support in the Atlantic Provinces (71%) and in Ontario (57%). For their part, Quebecers are divided between the United States (40%) and France (40%), both countries respectively obtaining equal favour.

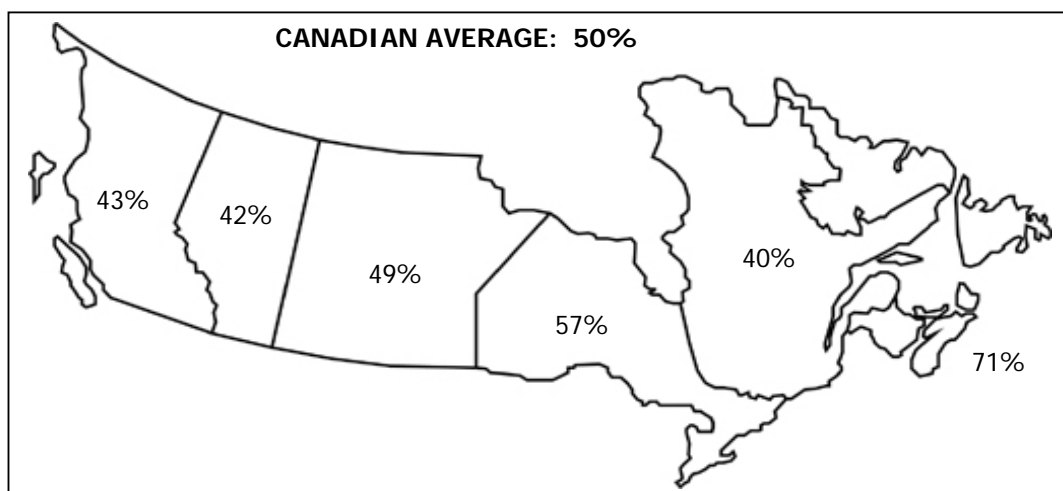
Moreover, 37% of respondents from western Canada state that England is also Canada's best friend, this includes, British Columbia (41%), Alberta (33%) and the Prairies (35%), though 44% consider the United States to be their best friend.

Inversely, the majority of Americans, a proportion of 62%, contend that England is their best friend, while 20% of Americans say that Canada is their best friend.

Question: *Among the following countries, which one in your opinion is Canada's best friend?*

N=1501	United States	England	France	Japan	Mexico	China	None	Don't know
Atlantic Provinces	71%	20%	4%	1%	2%	2%	0%	1%
Quebec	40%	8%	40%	3%	3%	2%	2%	2%
Ontario	57%	26%	5%	2%	2%	2%	2%	3%
Prairies	49%	35%	2%	1%	6%	1%	2%	6%
Alberta	42%	33%	3%	3%	6%	3%	3%	7%
British Columbia	43%	41%	2%	5%	2%	1%	3%	4%
Canada	50%	25%	13%	3%	3%	2%	2%	4%
N=1035	Canada	Question: <i>Among the following countries, which one in your opinion is the United States' best friend?</i>						
US	20%	62%	3%	2%	5%	2%	1%	5%

Proportion of Canadians who believe that the United States is Canada's best friend



2.2 Americans and Canadians do not agree when it comes to relations between the two countries

Close to three-quarters of Canadians (72%) think that relations between Canada and the United States have deteriorated over the last three years, while half of Americans (53%) claim that relations between the two countries have remained the same.

Question: *Over the past three years, would you say that the relationship between Canada and the United States have IMPROVED, REMAINED THE SAME OR DETERIORATED?*

N=1501	Improved	Remained the same	Deteriorated	Don't know
Canada	5%	22%	72%	1%
N=1035				
US	8%	53%	34%	5%

2.3 2.5 times more Canadians believe the United States has benefited the most from the Free Trade Agreement

According to 66% of Canadians, the United States has benefited the most from the Free Trade Agreement.

This opinion is divided among Americans, where 39% of respondents believe that Canada has benefited the most from this agreement, compared to 27% who believe that the United States has. 31% of Americans don't know who benefited the most from the Free Trade Agreement.

That north eastern States in the US stand out from the others with 41% of respondents in these regions sharing the opinion that the United States has benefited the most from the agreement while 27% state that mainly Canada has profited.

Question: *A In your opinion, which country between the Canada and the US most benefited from the Free-Trade Agreement?*

N=1501	United States	Canada	None	Don't know
Canada	66%	17%	4%	14%
N=1035				
US	27%	39%	3%	31%

2.4 Neither Canadians nor Americans want their respective countries to become one country

92% of Canadians declare that they do not want Canada to become part of the United States compared to 70% among Americans. In opposition, 7% of Canadians would want their country to become part of the United States compared to 19% among Americans.

This proportion is significantly higher in Quebec, where more respondents are likely to express this wish. There is no significant difference depending on regions in the USA.

However, the Leger Marketing / Canadian Press poll of October 2002 showed that 20% of Canadians and 38% of Americans were favourable to the idea of annexation between the two countries.

Question: *Do you wish for Canada to become part of the United States?*

N=1501	Yes	No	Don't know
Canada	7%	92%	1%
N=1035	Yes	No	Don't know
US	19%	70%	11%

2.5 Canadians consider themselves different from Americans, while Americans say they are the same as Canadians

68% of Canadians consider themselves to be different from Americans while 61% of Americans claim they are the same as Canadians.

In Quebec, where this belief is strongest, a proportion of 87% claim that Canadians are different from Americans. Oppositely, the perception that we are the same as Americans is strongest in Ontario (36%).

There is no significant difference between regions in the United States.

Question: *In your opinion, are Canadians and Americans VERY MUCH ALIKE or VERY DIFFERENT?*

N=1501	Very much alike	Different	Don't know/Refusal
Atlantic Provinces	33%	63%	3%
Quebec	13%	87%	0%
Ontario	36%	63%	2%
Prairies	35%	60%	5%
Alberta	34%	60%	5%
British Columbia	26%	62%	10%
Canada	29%	68%	3%
N=1035			
Northeast	67%	28%	6%
Midwest	62%	31%	7%
South	60%	30%	10%
West	59%	35%	7%
US	61%	31%	8%

2.6 Most Canadians have been to the United States more than once while half of Americans have never been to Canada

84% of Canadians have been to the United States more than once. Ontario (90%), the Prairies (91%), Alberta (91%) and British Columbia (92%) are among the provinces where respondents have visited the United States most often. Inversely, there are proportionately more respondents from the Atlantic Provinces (21%) and from Quebec (18%) who affirm never having been to the United States.

However, 39% of Americans have never been to Canada, 17% have been only once, and 45% have been to Canada on more than one occasion. Respondents from the north eastern regions of the United States visit Canada more often (64%) while 50% of inhabitants from southern USA have never been to Canada.

Question: <i>Have you ever been to the US?</i>			
N=1501	More than once	Once only	Never
Atlantic Provinces	61%	18%	21%
Quebec	71%	11%	18%
Ontario	90%	6%	4%
Prairies	91%	3%	6%
Alberta	91%	3%	6%
British Columbia	92%	3%	4%
Canada	84%	7%	9%
Question: <i>Have you ever been to Canada?</i>			
N=1035			
Northeast	64%	11%	25%
Midwest	48%	17%	35%
South	31%	19%	50%
West	46%	18%	36%
US	45%	17%	39%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1501 English- or French-speaking Canadians, 18 years of age or older, and also among 1035 American adults.

The interviews were conducted from our Montreal and Winnipeg call centres between February 17 and February 22, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1501 respondents is of ± 2.6 , and for a sample of 1035 Americans the margin of error is $\pm 3\%$, 19 times out of 20.