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## A Report To The Globe and Mail and CTV

### Canadians' Perceptions and Attitudes Towards The United States

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# Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV Polling Program for March 27, 2006.
- ◆ Results are based on nightly tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between March 25<sup>th</sup> and March 26<sup>th</sup>, 2006.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

|                | <b>March 25-26</b> |   |
|----------------|--------------------|---|
| <b>Region</b>  | <b>Sample Size</b> | <b>Margin of Error (<math>\pm</math>)</b> |
| Canada         | 1000               | 3.1                                       |
| Quebec         | 246                | 6.3                                       |
| Rest of Canada | 754                | 3.6                                       |
| Ontario        | 380                | 5.0                                       |
| West           | 297                | 5.7                                       |

## Detailed Tables

# Do Canadians Think The Last Bush Re-Election Was a Good Thing or a Bad Thing?

|              | Canada   |                | Region         |                 |                |                |
|--------------|----------|----------------|----------------|-----------------|----------------|----------------|
|              |          |                | Quebec         | Rest of Canada* | Ontario        | West           |
|              | Nov 2004 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006  | Mar 25-26 2006 | Mar 25-26 2006 |
| n=           | 1000     | 1000           | 246            | 754             | 380            | 297            |
|              | %        | %              | %              | %               | %              | %              |
| Good Thing   | 26       | 19             | 11             | 22              | 20             | 22             |
| Bad Thing    | 58       | 69             | 81             | 65              | 67             | 65             |
| Both/Neither | 13       | n/a            | n/a            | n/a             | n/a            | n/a            |
| DK           | 3        | 12             | 8              | 13              | 13             | 13             |

\*Note: Rest of Canada includes all provinces except Quebec

Q. As you may know, President George W. Bush was re-elected as President of the United States in the last American presidential election. Overall, do you think that his re-election was a good thing or a bad thing?

Base: Total sample

# How Have Canadians' Perceptions of the United States Changed in the Last Few Years?

|                          | Canada   |          |          |                | Region |                 |         |      |
|--------------------------|----------|----------|----------|----------------|--------|-----------------|---------|------|
|                          | Nov 2002 | Nov 2003 | Nov 2004 | Mar 25-26 2006 | Quebec | Rest of Canada* | Ontario | West |
| n=                       | 1400     | 1200     | 1000     | 1000           | 246    | 754             | 380     | 297  |
|                          | %        | %        | %        | %              | %      | %               | %       | %    |
| <b>NET More Positive</b> | 17       | 12       | 11       | 7              | 4      | 7               | 7       | 7    |
| A lot more positive      | 7        | 5        | 5        | 3              | 2      | 3               | 2       | 3    |
| Somewhat more positive   | 10       | 8        | 6        | 4              | 2      | 4               | 5       | 4    |
| Remained unchanged       | 45       | 37       | 34       | 44             | 39     | 46              | 50      | 41   |
| Somewhat more negative   | 22       | 31       | 28       | 30             | 27     | 30              | 28      | 34   |
| A lot more negative      | 14       | 18       | 24       | 18             | 28     | 15              | 14      | 17   |
| <b>NET More Negative</b> | 36       | 49       | 52       | 48             | 55     | 45              | 42      | 51   |

\*Note: Rest of Canada includes all provinces except Quebec

Q. In the last few years, would you say your attitudes toward the United States have become a lot more positive, somewhat more positive, have remained unchanged, have become somewhat more negative, or have become a lot more negative?

Base: Total sample

Note: "Don't know" and "refused" responses not shown

# How Do Canadians See Our Relationship with The United States?

|                                      | Canada   |          |          |                | Region         |                 |                |                |
|--------------------------------------|----------|----------|----------|----------------|----------------|-----------------|----------------|----------------|
|                                      |          |          |          |                | Quebec         | Rest of Canada* | Ontario        | West           |
|                                      | Nov 2001 | Nov 2002 | Nov 2003 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006  | Mar 25-26 2006 | Mar 25-26 2006 |
| n=                                   | 1200     | 1400     | 1200     | 1000           | 246            | 754             | 380            | 297            |
|                                      | %        | %        | %        | %              | %              | %               | %              | %              |
| Like family to each other            | 10       | 5        | 4        | 6              | 6              | 6               | 6              | 6              |
| The best of friends                  | 23       | 17       | 10       | 11             | 17             | 8               | 10             | 7              |
| Friends, but not especially close    | 47       | 49       | 45       | 46             | 39             | 49              | 49             | 46             |
| Cordial, but distant with each other | 18       | 25       | 32       | 30             | 31             | 30              | 27             | 36             |
| Openly hostile and unfriendly        | 1        | 3        | 5        | 3              | 4              | 3               | 4              | 2              |
| DK/NA/Ref                            | 1        | 1        | 4        | 4              | 3              | 4               | 4              | 3              |

\*Note: Rest of Canada includes all provinces except Quebec

Q. How would you describe our relations with the United States? Are we ... like family to each other, the best of friends, friends but not especially close, cordial but distant with each other, or openly hostile and unfriendly?

Base: Total sample

# Level of Agreement with Statement

**“I value and respect the United States and its citizens – it’s just that I disagree fundamentally with their government”**

|                    | Canada   |                | Region         |                 |                |                |
|--------------------|----------|----------------|----------------|-----------------|----------------|----------------|
|                    |          |                | Quebec         | Rest of Canada* | Ontario        | West           |
|                    | Nov 2004 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006  | Mar 25-26 2006 | Mar 25-26 2006 |
| n=                 | 1000     | 1000           | 246            | 754             | 380            | 297            |
|                    | %        | %              | %              | %               | %              | %              |
| NET Agree          | 70       | 70             | 67             | 72              | 72             | 72             |
| Very much agree    | n/a      | 29             | 27             | 30              | 31             | 29             |
| Somewhat agree     | n/a      | 41             | 40             | 42              | 41             | 43             |
| Somewhat disagree  | n/a      | 17             | 21             | 17              | 17             | 17             |
| Very much disagree | n/a      | 9              | 10             | 8               | 8              | 8              |
| NET Disagree       | 28       | 26             | 31             | 25              | 25             | 25             |

\*Note: Rest of Canada includes all provinces except Quebec

Q. I am going to read you a statement and I would like you to tell me if you agree or disagree with it. Do you very much agree, somewhat agree, somewhat disagree, very much disagree with this statement?

Base: Total sample

Note: “Don’t know” and “refused” responses not shown

# Canadians and Americans – The Same or Different?

|   | Canada   |                 |          |                | Region         |                |                |                |
|---|----------|-----------------|----------|----------------|----------------|----------------|----------------|----------------|
|   | Quebec   | Rest of Canada* | Ontario  | West           |                |                |                |                |
|   | Nov 1999 | Nov 2002        | Nov 2004 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006 | Mar 25-26 2006 |
| n=  | 1200     | 1400            | 1000     | 1000           | 246            | 754            | 380            | 297            |
|   | %        | %               | %        | %              | %              | %              | %              | %              |
| NET The Same                                      | 51       | 41              | 44       | 50             | 30             | 57             | 55             | 58             |
| Essentially the same                              | 8        | 7               | 12       | 6              | 3              | 7              | 8              | 7              |
| Mainly the same with small differences            | 44       | 34              | 32       | 44             | 27             | 50             | 47             | 51             |
| Mainly different but with some small similarities | 23       | 29              | 23       | 32             | 47             | 27             | 27             | 27             |
| Essentially different                             | 24       | 28              | 31       | 17             | 22             | 15             | 16             | 14             |
| NET Different                                     | 47       | 57              | 54       | 49             | 69             | 42             | 43             | 41             |
| DK/NA/Ref   | 2        | 2               | 2        | 1              | 2              | 1              | 2              | 1              |

\*Note: Rest of Canada includes all provinces except Quebec

Q. Would you describe Canadians and Americans as essentially the same, as mainly the same with small differences, mainly different but with some small similarities, or essentially different?

Base: Total sample