



Ipsos Reid

A PUBLIC OPINION SURVEY OF CANADIANS AND AMERICANS

AN IPSOS-REID REPORT PREPARED FOR THE CANADA INSTITUTE OF THE WASHINGTON D.C. BASED WOODROW WILSON INTERNATIONAL CENTER FOR SCHOLARS AND THE TORONTO BASED CANADA INSTITUTE ON NORTH AMERICAN ISSUES (CINAI)

October 2006

Final Report

STUDY INTRODUCTION

ABOUT THE ORGANIZATIONS INVOLVED

Ipsos-Reid

Ipsos-Reid is Canada's market intelligence leader and the country's foremost 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 provides clients with actionable and relevant information.

The Canada Institute at the Woodrow Wilson International Center for Scholars

The Woodrow Wilson Center established the Canada Institute to explore one of America's most important bilateral relationships. The aim of the Canada Institute is to increase knowledge about Canada in Washington, to focus on current U.S.-Canada issues and common challenges, and to keep an eye on the future, looking ahead to long-term policy issues facing the two countries in a variety of areas.

The Canada Institute brings together top academics, government officials, and corporate leaders to explore key policy issues. The Institute has formed a partnership with the Toronto-based Canada Institute on North American Issues, to, among other things, help disseminate its programming and research findings. The Institute sponsors seminars, conferences, and research projects and works regularly with Canadian universities and research institutions. The Institute has set up an annual Fulbright Chair for a distinguished Canadian scholar-in-residence at the Wilson Center.

The Canada Institute on North American Issues (CINAI)

CINAI was established to address critical public policy issues within the North American context. Through a series of lectures, seminars and other dialogue opportunities, CINAI programs highlight current and emerging issues with the Canada-U.S.-Mexico relationship.

THE PURPOSE OF THE STUDY

The overall purpose of the research was to ascertain Canadian and American public opinion about Canada-U.S. relations, and to track various attitudes in both countries from previous surveys conducted in 1992, 2002, 2004, and 2005.

METHODOLOGY

These are the findings of an Ipsos-Reid Poll conducted for the Canada Institute at the Woodrow Wilson International Center for Scholars and The Canada Institute on North American Issues conducted from September 21 to September 26, 2006. The survey was conducted online among a representative, randomly selected sample of 1,173 adult Canadians and 1,038 adult Americans. With samples of these sizes, the results for Canada are considered accurate to within ± 2.9 percentage points, and those for The United States within ± 3.0 percentage points, 19 times out of 20, of what they would have been had the entire populations of both countries been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian and American population.

ATTRIBUTION

The first attribution is to be, "An Ipsos-Reid Poll conducted for the Canada Institute at the Woodrow Wilson International Center for Scholars and The Canada Institute on North American Issues." All subsequent attributions can use the shorter convention, "An Ipsos-Reid survey conducted for the Canada Institute and CINAI."

REPORTING CONVENTIONS

When analysing responses to four-point scales, the "top two responses" and "bottom two responses" are grouped together in the presentation of findings. For example, "somewhat agree" and "strongly agree" responses are combined into a total "agree" percentage, and "somewhat support" and "strongly support" responses are combined into a total "support" percentage.

Several questions in this survey are either identical or very similar to questions that Ipsos-Reid has previously fielded among American and Canadian respondents. Where applicable, tracked movements in public opinion are displayed in the report. Some research tracks back to surveys conducted in 1992.

SUMMARY OF STUDY

There are clear signs of friendship between Canada and The United States, on both sides of the border. Each country considers the other to be a friend and ally, and both rank fighting global terrorism as the number one priority for our governments to be addressing at this time. Canada's contributions in this important area are being recognized, and there is, in many respects, mutual support for co-operation between the two governments.

When asked who they consider to be Canada's closest friend and ally, 58% of Canadians, unaided, point south to the United States. American eyes view Canada as their second best friend, with the top spot reserved for The United Kingdom. 17% of Americans identify Canada as their country's closest friend and ally, while 63% point to The United Kingdom. That said, when prompted, a full nine-in-ten Americans (90%, up 8 points from 2005) say that they view Canada more as a friend and ally of the United States and its policies than as a foe; 85% of Canadians share this view (up 12 points from 2005).

Reinforcing this positive trend is the fact that, when thinking over the last number of months, three-quarters of Americans (77%) and two-thirds of Canadians (65%) think that the relationship between Canada and The United States is either improving or staying the same. Majorities in both The United States and Canada (91% and 78%, respectively) agree that, "While we may disagree on some issues, Canadians and Americans will always find common ground to work together". The sentiment on both sides of the border that, "There is a reservoir of goodwill between The United States and Canada that can overcome whatever difficulties we face" is similarly strong, with 85% of Americans and 67% of Canadians agreeing with this statement.

This friendship is based, at least in part, on the alignment between what is seen as the top priority issue for the governments of Canada and the United States to be addressing at this time – fighting global terrorism. Three-in-ten (28%) Americans and two-in-ten Canadians (19%) rank this issue as priority number one (out of eleven possible issues). Towards this goal, there is increasing agreement that, "The Canadian Government has done enough to secure the border between our two countries to protect against terrorist attacks." Today, six-in-ten (59%) Canadians and 55% of Americans agree with this statement – up 10 points in Canada, and 8 points in the United States vs. last year. There is also clear support for Canada's role in Afghanistan, especially in The United States, with two-thirds of Americans (65%) agreeing that, "Canada's role in Afghanistan is vital to the future of the region, and they should stay there until they get the job done." Half of Canadians (48%) are also in agreement with this proposition.

Looking to what the two countries can do together at this time, there is strong support among both Canadians and Americans for the respective governments' co-operating on a number of actions. Over nine-in-ten in each country (92% in Canada and 95% in The United States) support decreasing our reliance on the Middle East for energy by further supporting North American alternative energy companies. Almost as many (84% in Canada and 90% in The United States) support decreasing this reliance on that region by further supporting North American oil companies. Further, the majority of Canadians and Americans (80% and 92%, respectively) would support the creation of a common set of immigration policies and visa standards that would apply equally to both countries, for foreigners wishing to enter North America.

DETAILED FINDINGS

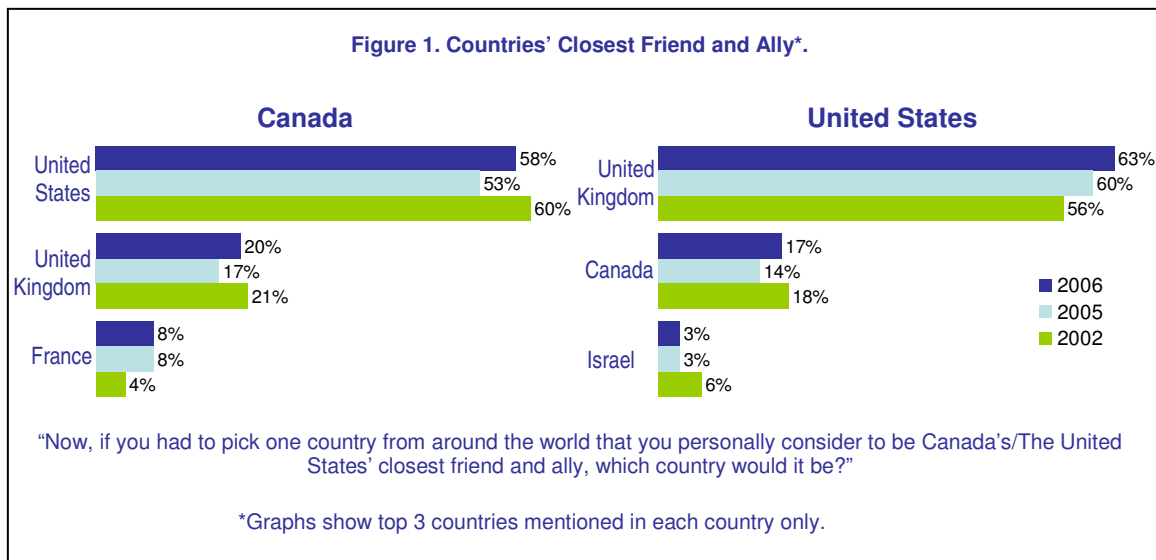
1.0 CLEAR SIGNS OF FRIENDSHIP BETWEEN THE TWO COUNTRIES

A MAJORITY OF CANADIANS (58%) POINT TO THE U.S. AS CANADA'S CLOSEST FRIEND AND ALLY

When asked to pick one country from around the world that they personally consider to be Canada's closest friend and ally, a plurality of Canadians (58%, unaided) point to The United States. One-in-five (20%) pick The United Kingdom, and 8% pick France.

On the other side of the border, Canada is second only to The United Kingdom on this front, with 17% of Americans identifying Canada as their closest friend and ally, and 63% identifying The United Kingdom. In third place is Israel, with 3% of Americans identifying that country as the closest friend and ally of The United States.

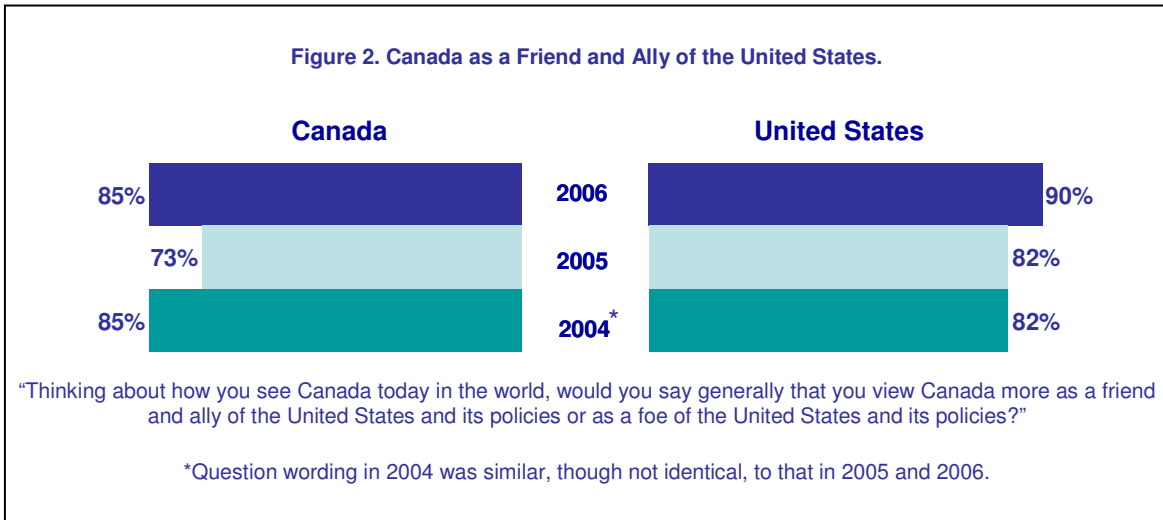
Figure 1 below shows that the overall patterns of these attitudes closely mirror those seen last year, and in 2002:



STRONG MAJORITIES IN BOTH COUNTRIES VIEW THE OTHER AS A FRIEND AND ALLY ...

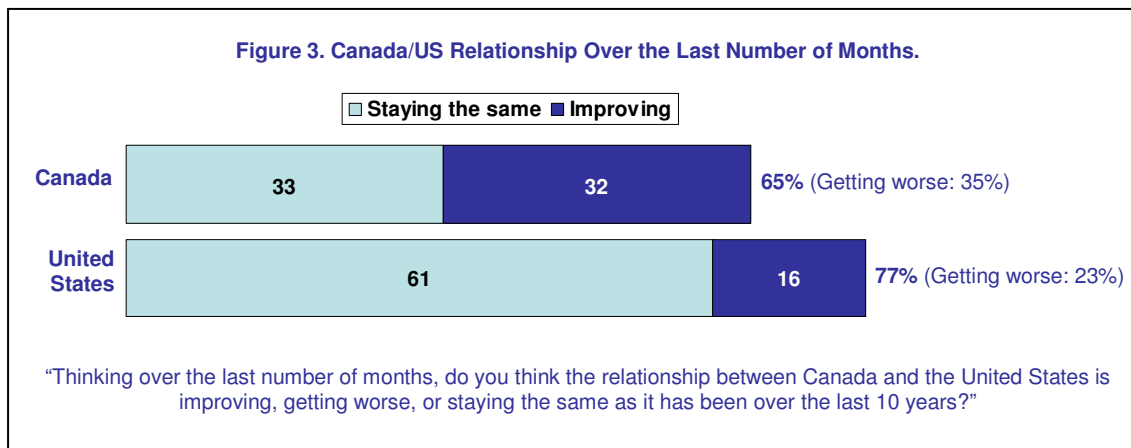
When prompted, a very strong majority of nine-in-ten Americans (90%) say, generally, that they view Canada more as a friend and ally of the United States and its policies than as a foe. A similar proportion of Canadians (85%) are of this opinion as well.

Figure 2 below shows that today, the perception of Canada as a friend and ally of the United States is stronger than it was last year, when 82% of Americans (8 points less than this year) and 73% of Canadians (12 points less than this year) held this view.



SEVENTY SEVEN PERCENT OF AMERICANS, AND TWO-THIRDS OF CANADIANS (65%) THINK THE RELATIONSHIP BETWEEN CANADA AND THE UNITED STATES IS EITHER IMPROVING OR STAYING THE SAME...

Thinking over the last number of months, eight-in-ten (77%) Americans indicate that they think the relationship between Canada and the United States is either improving or staying the same; 23% think that it is getting worse. In Canada, one-third (33%) of the population thinks the relationship is staying the same, one-third thinks it is improving (32%), and the remaining third (35%) thinks it is getting worse. The details of these perceptions are shown in Figure 3 below.



EIGHT-IN-TEN CANADIANS, AND NINE-IN-TEN AMERICANS AGREE THAT, “WHILE WE MAY DISAGREE ON SOME ISSUES, CANADIANS AND AMERICANS WILL ALWAYS FIND COMMON GROUND TO WORK TOGETHER”...

Strong majorities of Canadians and Americans agree that despite some disagreement, they will always find common ground to work together. 78% of Canadians and 91% of Americans feel this way. There is also an attitude that shared goodwill can overcome shared difficulties – two-thirds (67%) of Canadians and 85% of Americans agree with the proposition that, “There is a reservoir of goodwill between the United States and Canada that can overcome whatever difficulties we face.”

2.0 CROSS-BORDER COLLABORATION

FIGHTING GLOBAL TERRORISM IS THE NUMBER ONE PRIORITY FOR OUR GOVERNMENTS TO BE ADDRESSING TOGETHER, AT THIS TIME ...

Given a list of issues shared by Canada and the United States that could be on the agenda between the two countries right now, 28% of Americans rank “Fighting global terrorism” as the top priority for our governments to be addressing at this time. This issue is also ranks as the top priority amongst Canadians, with 19% choosing it as priority number one, out of the list of eleven current issues. Americans also think that our governments should be addressing border security and the war in Iraq (with 19% and 14% selecting each issue as priority number one, respectively), while Canadians focus more on cross-border transit and trade, with 16% indicating that the cross-border transit of people, goods and services should be the top priority, and 14% saying our governments should be assigning the top priority to dealing with trade irritants. Table 1 below identifies all listed issues, and what proportion of respondents in each country select each item as priority number one.

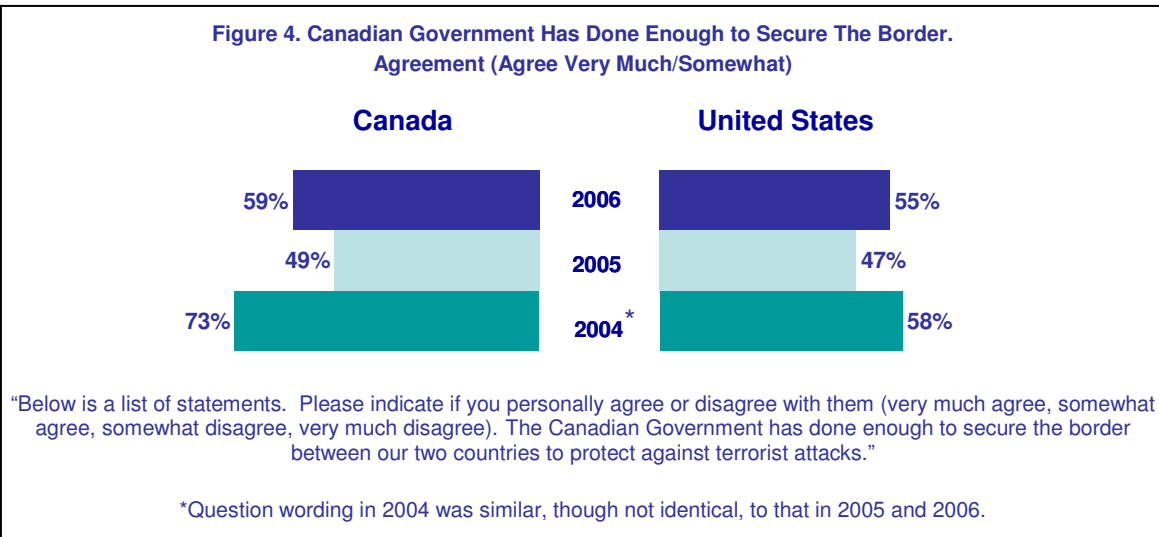
Table 1. Top Priority Issues Shared by Canada and The United States Right Now.

	United States (%)	Canada (%)
Fighting global terrorism	28	19
Border security	19	9
The war in Iraq	14	5
Sharing energy resources	12	6
Cross-border transit of people, goods and services	9	16
Immigration policies and visa standards	7	12
Missile defence	4	1
Dealing with trade irritants	3	14
Making Afghanistan secure	2	4
Exporting water from Canada to the United States	1	8
Arctic sovereignty	1	6

“There are a number of issues shared by Canada and the United States that could be on the agenda between the two countries right now. Please rank the following issues from the top priority for our governments to be addressing at this time, to the lowest priority.”

CANADA’S COMBAT ROLE IN AFGHANISTAN IS SEEN AS VITAL, AND CANADA IS SEEN AS DOING MORE TO SECURE THE BORDER BETWEEN OUR TWO COUNTRIES TO PROTECT AGAINST TERRORIST ATTACKS ...

Regarding Canada’s current mission in Afghanistan, two-thirds of Americans (65%) and half of Canadians (48%) agree that, “Canada’s role in Afghanistan is vital to the future of the region, and they should stay there until they get the job done.” Figure 4 describes another aspect of Canada’s contribution to the fight against global terrorism – over half of Canadians and Americans (59% and 55%, respectively) agree that, “The Canadian Government has done enough to secure the border between our two countries to protect against terrorist attacks.” This attitude represents a change since last year, when only 49% of Canadians and 47% of Americans were in agreement with this statement.



THE VAST MAJORITY OF CANADIANS AND AMERICANS ALIKE SUPPORT A NUMBER OF CO-OPERATIVE ACTIONS THAT THE GOVERNMENTS OF THE TWO COUNTRIES COULD TAKE AT THIS TIME...

Support for a number of co-operative actions that the Governments of Canada and The United States could take at this time is strong and consistent in both countries. To decrease their reliance on the Middle East for energy, the vast majority of Canadians and Americans alike would be in favour of actions to further support North American alternative energy, and/or those to further support North American oil companies (please see Table 2 below). Nine-in-ten (92%) Americans, along with eight-in-ten (80%) Canadians, would support the creation of a common set of immigration policies and visa standards that would apply equally to both countries, for foreigners wishing to enter North America.

**Table 2. Support for Co-operative Actions Between The Canadian/American Governments.
(Support strongly/somewhat)**

	Canada (%)	United States (%)
Decreasing our reliance on the Middle East for energy by further supporting North American alternative energy companies	92	95
Decreasing our reliance on the Middle East for energy by further supporting North American oil companies	84	90
Creating a common set of immigration policies and visa standards that would apply equally to both countries, for foreigners wishing to enter North America	80	92
Creating a North American identity card for both Americans and Canadians that could be used for border transit	76	81
Having a free trade pact negotiated between South America and North America	70	68
Tightening border security between our two countries	67	80
Increasing our collective role in fighting terrorism	62	85
A joint initiative for a common missile defense program for the protection of North America from potential missile attacks	52	85
Supplying more troops to Afghanistan	33	50
Exporting more water from Canada to the United States	24	72
Providing more support for the war in Iraq	20	58

"Below is a list of possible co-operative actions that the governments of Canada and the United States could take at this time. Please indicate how strongly you would support or oppose each of the following actions (support strongly, support somewhat, oppose somewhat, oppose strongly)."

3.0 FINDING COMMON GROUND

THREE-QUARTERS OF AMERICANS NOW AGREE THAT BEEF FROM CANADA IS SAFE -- UP 15 POINTS FROM 2002...

In 2002, only three-in-five (60%) Americans agreed that, "Beef from Canada is a safe and good product I would not hesitate to buy from my grocery store." Today, 75% of Americans feel this way. Canadians' views on the safety of their beef has remained consistently positive over the past couple of years (please see Figure 5 below), and currently 96% of Canadians agree with this statement.

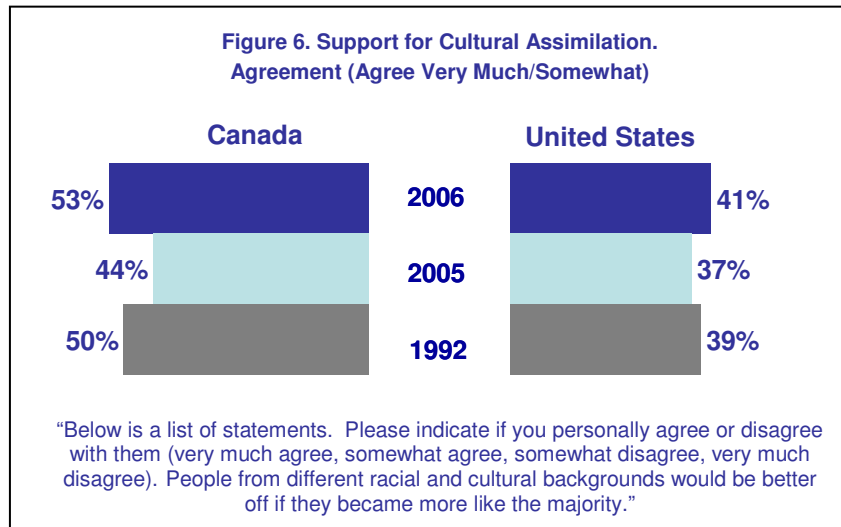


MORE CANADIANS TODAY THINK THAT CANADA HAS BEEN A WINNER AS A RESULT OF NAFTA COMPARED TO LAST YEAR...

Thinking over the past few years, half of Americans (47%) think that The United States has been a winner, on the whole, as a result of the North American Free Trade Agreement (NAFTA) that the two countries entered into in 1992, along with Mexico, to reduce trade barriers and allow for a North American trading zone for the greater flow of goods and services between these countries. While the proportion of Canadians seeing their own country as being the winner in the agreement is slightly below that of Americans (37%), there has been a 7-point increase in this perception in the past year alone.

WHILE SOME DIFFERING VIEWS BETWEEN CANADIANS AND AMERICANS ARE CONVERGING WITH TIME, SOME STILL EXIST...

- 71% of Americans think that requiring Americans and Canadians alike to have an official passport to re-enter the United States from Canada is a good and necessary measure to protect against terrorists and others from slipping into The United States, while only half of Canadians (52%) think this way. The other half of Canadians (48%), think that requiring Americans and Canadians alike to have an official passport to re-enter the United States from Canada is a bad idea because it will reduce tourism between the countries, create a hassle for citizens and others, and another simpler method, like an identification card, should be found as an answer.
- Only one-in-five Canadians (20%, consistent with 2005) agrees that, “Canadians have an abundance of energy and should be sending more oil and gas to the United States”, whereas over half of Americans (55%, up 14 points vs. 2005) agree.
- Support for cultural assimilation has increased overall in the past year, and Canada remains more supportive than The United States. Over half of Canadians today (53%) agree that, “People from different racial and cultural backgrounds would be better off if they became more like the majority”, while four-in-ten Americans (41%) agree. Last year, just 44% of Canadians and 37% of Americans felt this way. Figure 6 below depicts this modest rise in support.



- Two-in-five Americans (41%, consistent with 2005) agree that the powers of the government and police to combat terrorism have gone too far and threaten fundamental civil rights of all citizens. By contrast, an increasing proportion and a majority of Canadians (52%, up 11 points since 2005) agree with this proposition.