

CANADIAN PRESS / LEGER MARKETING

How Americans feel about Canada

Report



1. Study Highlights

1.0 Study Highlights

- Canada is not the United States' strongest ally.

Question : *Which country do you think is the United States' STRONGEST ally?*

n=1000	
Great Britain	56%
Canada	11%
France	2%
Germany	1%
Japan	1%
Mexico	0%
Other	12%
Don't Know / Refusal	17%

- Mexico benefits the most from NAFTA.

Question : *Which country do you think benefits the most from the North American Free Trade Agreement? The US, CANADA or MEXICO, the THREE EQUALLY or NONE of the three countries?*

n=1000	TOTAL
US	18%
Canada	11%
Mexico	38%
Three equally	16%
None of the three countries	5%
Don't Know	11%

- Americans are in favour of Canada adopting the US dollar as currency.

Question : *Would you be in favour of Canada adopting the US dollar as its national currency?*

n=1000	YES	NO	Don't know / Refusal
	58%	28%	15%

- Canada shouldn't be annexed to the United States.

Question : *Would you be in favour of Canada being annexed to the US ?*

n=1000	YES	NO	Don't know / Refusal
	38%	49%	13%

2. Detailed Results

2. Results

2.1 Canada is not the United States' strongest ally

According to 56% of Americans, Great Britain is the strongest ally of the United States. This should come as no surprise, given Tony Blair's commitment to the Iraq issue. In comparison, only 11% of Americans think that Canada is the United States' strongest ally. Other than France who obtained 2%, the remaining countries received 1% or less.

Those over the age of 65 (68%) were more likely to recognise Great Britain as their strongest ally, compared to 4% from this same group who chose Canada. However, 18-35 year olds were less likely to choose Great Britain (44%).

Question : *Which country do you think is the United States' STRONGEST ally?*

n=1000	TOTAL	Northeast	Midwest	South	West
Great Britain	56%	56%	55%	55%	57%
Canada	11%	12%	13%	12%	8%
Other	16%	13%	15%	17%	16%
Don't Know / Refusal	17%	15%	16%	16%	18%

2.2 Mexico benefits the most from NAFTA

38% of Americans believe Mexico benefits the most from NAFTA, the US the second (18%), and Canada the least with 11%. 16% felt that all three countries benefited equally and 5% felt that none of the three did.

In a Leger Marketing poll issued on December 10, 2001, 53.2% of Canadians felt the US benefited the most from NAFTA, 25.1% felt it was Mexico and only 8.5% thought it was Canada.

Question : *Which country do you think benefits the most from the North American Free Trade Agreement? The US, CANADA or MEXICO, the THREE EQUALLY or NONE of the three countries?*

n=1000	TOTAL	Northeast	Midwest	South	West
Mexico	38%	30%	40%	47%	37%
US	18%	22%	12%	17%	21%
Canada	11%	12%	12%	6%	11%
Three equally	16%	18%	18%	17%	13%
None of the three countries	5%	4%	6%	5%	6%
Don't Know	11%	13%	13%	9%	11%

Countries that benefited the most according to Canadians (Sept. 2001)				
(n=1508)	Canada	United States	Mexico	Don't know / Refusal
	8.5%	53.2%	25.1	13.1%

2.3 Americans are in favour of Canada adopting the US dollar as currency

58% of Americans would be in favour of Canada adopting the US dollar as currency, compared to 28% who are against it. In the South of the United States, this concept was accepted by 64%. Could tourism motivate the idea of a common currency?

The September 2001, Canadian Press/Leger Marketing survey showed that 39.9% of Canadians were in favour of Canada adopting the US dollar as currency, while 55.1% were opposed.

Question : *Would you be in favour of Canada adopting the US dollar as its national currency?*

Americans, Sept. 2002 (n=1000)	YES	NO	Don't know / Refusal
	58%	28%	15%
Canadians, Sept. 2001 (n=1508)	YES	NO	Don't know / Refusal
	39.9%	55.1%	5.0%

2.4 Canada shouldn't be annexed to the United States

49% of Americans are not interested in annexing Canada to their country, while 38% are in favour. The response was similar to the currency question with the states in the South being more favourable toward annexation (50%). Does the influx of tourists to these states influence their decisions?

While 38% of Americans would be in favour of annexation, the number of Canadians who are not interested in becoming Americans was double that (76.5%) in the September 2001 poll.

Question : *Would you be in favour of Canada being annexed to the US ?*

Americans, Sept. 2002 (n=1000)	YES	NO	Don't know / Refusal
	38%	49%	13%
Canadians, Sept. 2001 (n=1508)	YES	NO	Don't know / Refusal
	19.9%	76.5%	3.6%

3. Methodology

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1000 English-speaking Americans, 18 years of age or older.

The interviews were conducted from our Winnipeg call centre between September 19 and 29, 2002. Up to ten call-backs were made in the case of non-response.

Using data from the US Census Bureau, the results were weighted according to geographic location and gender to ensure a sample representative of the entire adult population of the United States. In the end, the maximum margin of error obtained for a sample of 1000 respondents is of ± 3.1 , 19 times out of 20.