

CANADIAN PRESS / LEGER MARKETING

**Canadians Know More
About the US Than Americans
Know About Canada**

Report



1.0 Study Highlights

- 21% of Americans know that Ottawa is the capital of Canada, while 88% of Canadians know that the capital of the US is Washington.
- When asked to name the largest Canadian city, Americans were not very successful with only 27% naming Toronto. In comparison, 72% of Canadians named New York City as the largest American city.
- Three times more Canadians knew the approximate population of the US than Americans knew the population of Canada.
- Americans don't know who the Prime Minister of Canada is.

2. Results

2.1 21% of Americans know that Ottawa is the capital of Canada, while 88% of Canadians know that the capital of the US is Washington

21% of Americans know that Ottawa is the capital of Canada, while 88% of Canadians know that Washington is the capital of the US

Among the Americans, no one sampling group was more knowledgeable than the others about the capital of Canada. Only 33% of over 65 year olds mentioned Ottawa. Among those with a higher level of education, only 26% were able to name it.

96% of Canadians with a higher level of education were able to name the capital of the US.

2.2 When asked to name the largest Canadian city, Americans were not very successful with only 27% naming Toronto. In comparison, 72% of Canadians named New York City as the largest American city.

Among Americans, only 36% of those with a higher level of education and 35% of those in a higher income bracket were more knowledgeable than the national average.

Among Canadians, 83% of university graduates answered correctly in comparison to other sectors of the population.

2.3 Three times more Canadians knew the approximate population of the US than Americans knew the population of Canada.

In order to give respondents a certain latitude when it came to answering the question, we accepted an answer of 25 to 35 million for Canada and 220 million and 290 million for the US.

7% of Americans answered within the acceptable range while 25% of the Canadians did the same.

2.4 Americans don't know who the Prime Minister of Canada is

If Americans know little about Canadian geography, they know even less about Canadian politics. Only 8% of Americans knew Jean Chrétien was PM, while 90% of Canadians knew George W. Bush was President of the US.

Cross Reference Chart of American and Canadian Answers

	AMERICAN ANSWERS	CANADIAN ANSWERS
	Question : <i>What is the capital of Canada?</i>	Question : <i>Could you name the capital of the United States?</i>
Ottawa	21%	
Washington		88%
Other answers	43%	3%
Don't know / refusal	36%	9%
	Question : <i>What is the largest city of Canada?</i>	Question : <i>What is the largest city of the United States?</i>
Toronto	27%	
New York		72%
Other answers	39%	12%
Don't know / refusal	35%	16%
	Question : <i>What is the population of Canada?</i>	Question : <i>What is the population of the United States?</i>
Any answer between 25 and 35 million	7%	
Any answer between 220 et 290 millions		25%
Other answers	17%	29%
Don't know / refusal	75%	46%
	Question : <i>Could you name the Prime Minister of Canada?</i>	Question : <i>What are the first and last names of the President of the United States</i>
Jean Chrétien	8%	
George W. Bush		90%
Other answers	5%	3%
Don't know / refusal	86%	7%

Conclusion

Generally-speaking, 18-24 year-olds in both country were less knowledgeable than the average when it came to answering questions of a geographic nature.

3.0 Methodology

Canadian Section

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between November 6 and November 10, 2002. 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 1502 respondents is of ± 2.5 , 19 times out of 20.

American Section

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English-speaking Americans, 18 years of age or older.

We generated a proportional stratified sample by selecting a random sample in each stratum.

The interviews were conducted from our Winnipeg call centre between October 7 and 13, 2002. Up to ten call-backs were made in the case of non-response.

In the end, the maximum margin of error obtained for a sample of 1500 respondents is of ± 2.5 , 19 times out of 20