

CANADIANS AND AMERICANS

Friendly Relationship Persists, But Canadians and Americans Perceive Each Other Very Differently

Roughly a third of respondents in both nations believe a citizen of the neighbouring country would come to their rescue if they were stranded on a remote island.

[VANCOUVER – Jan. 14, 2008] – As Canada prepares for the first presidential visit by Barack Obama, a survey conducted by Angus Reid Strategies in Canada and the United States shows that, while some staggering differences remain in the way residents of both countries see each other, the citizens of the two North American nations maintain a friendly relationship.

In the online survey of representative national samples, respondents in both countries were asked to select three adjectives—out of a list of 12—to describe the inhabitants of the neighbouring nation.

Almost nine-in-ten Canadians (86%) believe Americans are patriotic, and almost two-thirds believe Americans are opinionated (64%) and materialistic (63%). Just over a third of Canadians regard Americans as enterprising (35%) and 17 per cent think they are courageous.

Half of American respondents point out that Canadians are polite (50%), while 46 per cent think they are educated. At least a third of Americans believe Canadians are happy (38%), patriotic (37%) and thoughtful (33%).

KEY FINDINGS

- **How Canadians see Americans: Patriotic 86%, Opinionated 64%, Materialistic 63%**
- **How Americans see Canadians: Polite 50%, Educated 46%, Happy 38%**
- **33% of Canadians say Americans would be most willing to rescue them if they were stranded on a remote island; 30% of Americans say Canadians would be most willing to rescue them**

Full topline results are at the end of this release.

From November 5 to November 6, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,010 adult Canadians and 1,005 adult Americans. The margin of error for each of the total samples is +/- 3.1 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of each country. Discrepancies in or between totals are due to rounding.

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There are some marked discrepancies in the way the citizens of the two North American countries perceive each other. Very few Canadians believe Americans are educated (3%), polite (3%) or thoughtful (3%), while one-in-ten Americans (11%) think Canadians are boring.

Stranded on an Island

Both Americans and Canadians seem to believe at a very personal level that their friendship can go a long way. Asked about which country's citizens they think would be most willing to rescue them if stranded alone on a remote island, 33 per cent of Canadians say Americans would come to the rescue, while 30 per cent of Americans believe Canadians would provide assistance.

A quarter of Americans say British nationals would be most likely to rescue them, and 22 per cent say Australians would. In Canada, slightly more respondents think of Australians as their potential rescuers (25%), followed by the British (19%) and the French (7%).

Strengthening Ties With Other Nations

Most people in the U.S. and Canada favour strengthening ties with other English-speaking countries that share similar values, such as Britain and Australia. In the case of Canada, respondents also express interest in Japan. Overall, people in both countries seem to agree that there is a need to improve bilateral relations with a wide array of nations.

In Canada, a majority of respondents would like to have better relations with Britain (63%), the United States (58%), Australia (58%) and Japan (51%), while over two-in-five also want closer ties with Mexico (48%), France (47%), Germany (45%), and China (41%).

In the U.S., 60 per cent of respondents want Washington to seek closer ties with Canada, followed by Britain (57%), and Australia (54%). At least two-in-five respondents support a closer relationship with ten other nations.

Both Americans (33%) and Canadians (23%) are clearly less inspired about the prospect of closer ties with Saudi Arabia.

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Below is a list of adjectives one might use to describe Americans. Please select three adjectives you think best define Americans.

Below is a list of adjectives one might use to describe Canadians. Please select three adjectives you think best define Canadians.

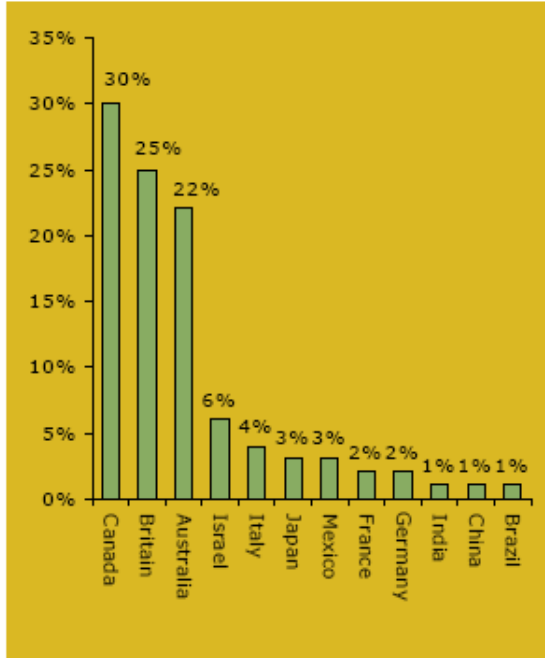
Canadian View of Americans	American View of Canadians
Patriotic (86%)	Polite (50%)
Opinionated (64%)	Educated (46%)
Materialistic (63%)	Happy (38%)
Enterprising (35%)	Patriotic (37%)
Courageous (17%)	Thoughtful (33%)
Angry (14%)	Enterprising (29%)
Boring (6%)	Opinionated (26%)
Educated (3%)	Courageous (16%)
Sad (3%)	Boring (11%)
Polite (3%)	Materialistic (8%)
Thoughtful (3%)	Angry (4%)
Happy (2%)	Sad (2%)

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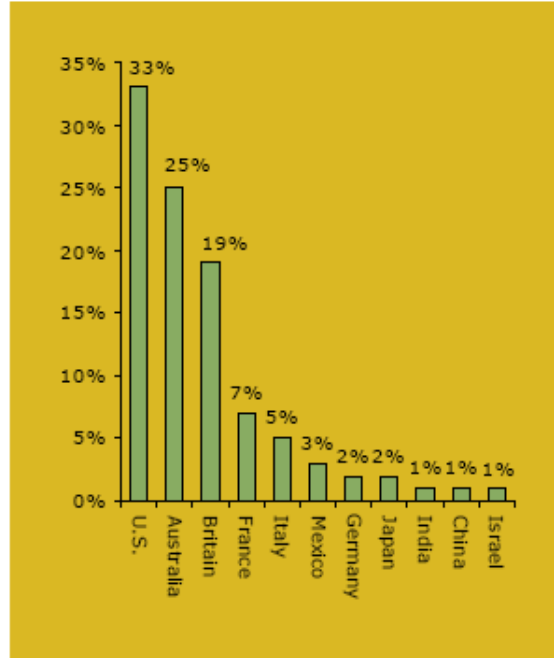
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If you were stranded alone on a remote island which country's citizens do you think would be most willing to rescue you?

U.S. RESPONDENTS



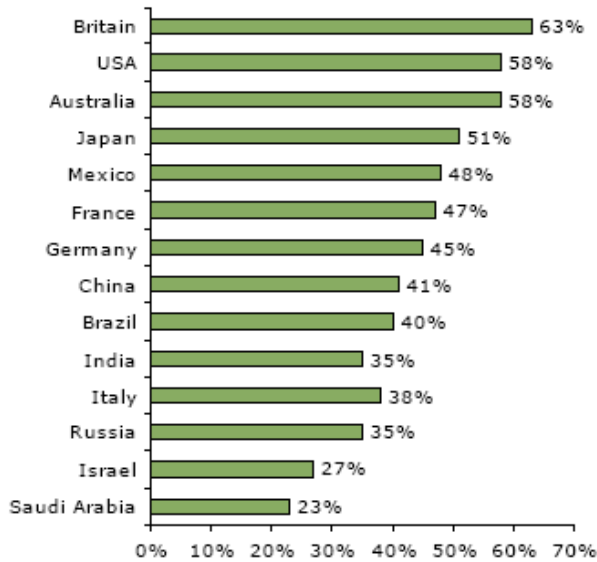
CANADIAN RESPONDENTS



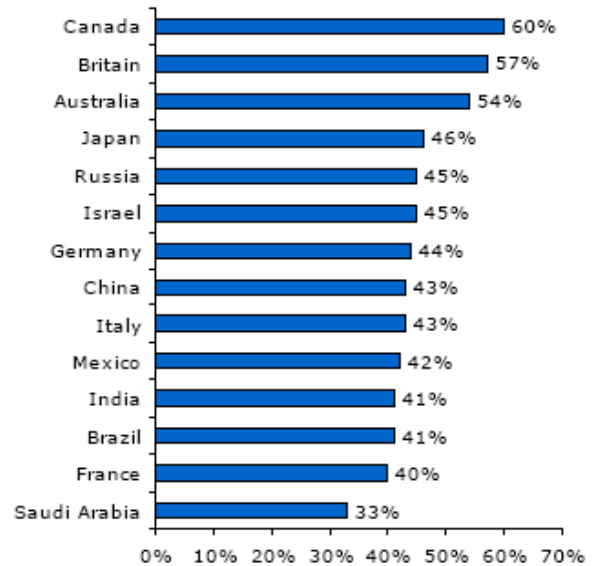
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Overall, do you feel Canada should seek closer ties or greater distance with each of the following or is the current relationship satisfactory? (Canadian respondents who chose "seek closer ties" only).



Overall, do you feel the U.S. should seek closer ties or greater distance with each of the following or is the current relationship satisfactory? (U.S. respondents who chose "seek closer ties" only).



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Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies has covered six provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

*http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf
http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf*

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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