

CANADIAN PRESS / LEGER MARKETING

**A Study of How Canadians
Perceive Canada-U.S.
Relations**

Executive Report

August 30, 2001



1.0 Study Results

1.1 Close to One Canadian Out of Five Would Like to See Canada Annexed to the United States

(n=)	FOR	AGAINST	DON'T KNOW/REFUSAL
1508	19.9%	76.5%	3.6%

1.2 Canadians Are Rather More Interested in Adopting a Common Currency

(n=)	FOR	AGAINST	DON'T KNOW/REFUSAL
1508	39.9%	55.1%	5.0%

1.3 Canada is not Benefiting from NAFTA as Much as the Other Trade Partners

Countries that have most benefited from NAFTA, according to Canadians				
(n=)	CANADA	UNITED STATES	MEXICO	DON'T KNOW/REFUSAL
1508	8.5%	53.2%	25.1	13.1%

1.4 Opinions About George W. Bush are Divided

(n=)	GOOD OPINION	BAD OPINION	DON'T KNOW/REFUSAL
1508	44.7%	44.4%	10.8%

2.0 Results

2.1 Close to One in Five Canadians Would Like to See Canada Annexed to the United States

19,9% of Canadians would like to see Canada annexed to the United States while 36.2% of the population agrees with the elimination of the boarder between Canada and the U.S.

33,9% of Quebeckers are in favour of an annexation of Canada to the U.S. while only 11.9% of Canadians of other provinces share this view.

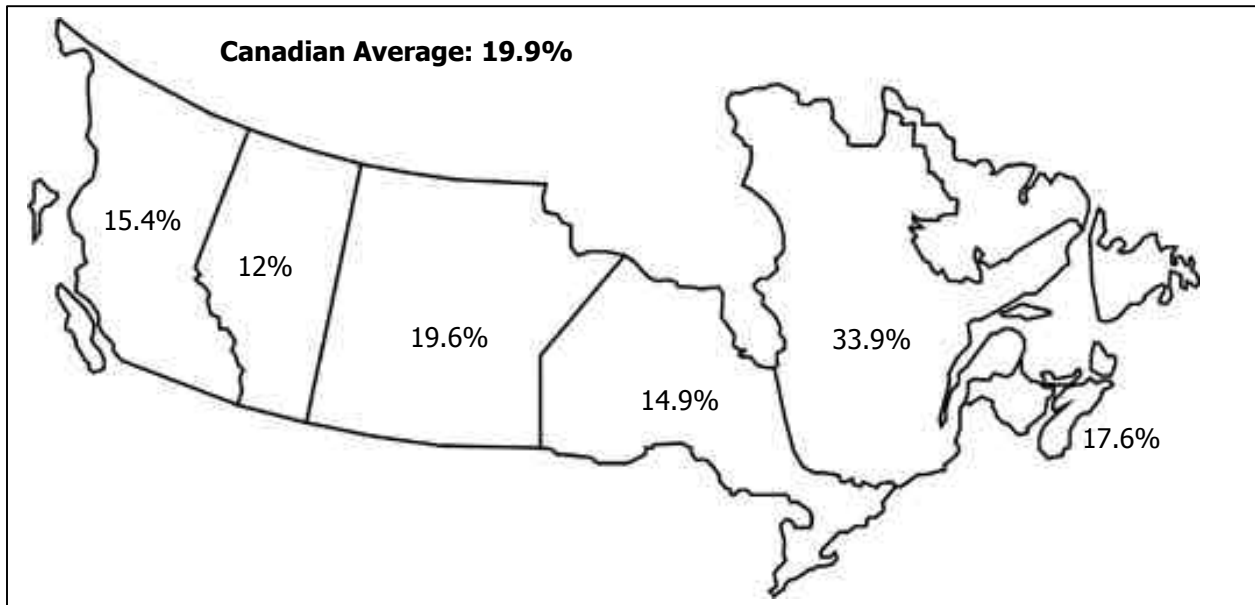
Despite the fact that one Canadian out of five favours annexation to the United States, 86.4% of them and at least 80.8% of citizens of every province consider that Canadians have a better quality of life than Americans. Moreover, 74.5% of the Canadian population feels that Canada has a better education system, 63.4% feels it has a better judicial system and 62.3% a better political system.

It is important to note that 44.0% of those in favour of the elimination of the boarders between the two countries are also in favour of the annexation of Canada and the United States.

Q1 Would you be FOR or AGAINST the idea of annexing Canada to the United States? n=1508	FOR	AGAINST	Dnk/ Refusal
Atlantic provinces	17.6%	72.2%	10.3%
Quebec	33.9%	62.8%	3.3%
Ontario	14.9%	83.1%	2.0%
Prairies	19.6%	74.2%	6.2%
Alberta	12.0%	85.6%	2.4%
British Columbia	15.4%	80.6%	4.1%
Canada	19.9%	76.5%	3.6%

Q2 Would you be FOR or AGAINST the idea of no longer having a border between Canada and the United States? n=1508	FOR	AGAINST	Dnk/ Refusal
Atlantic provinces	39.3%	56.6%	4.1%
Quebec	49.7%	48.7%	1.5%
Ontario	29.2%	68.1%	2.7%
Prairies	38.0%	56.8%	5.2%
Alberta	25.4%	67.8%	6.7%
British Columbia	35.9%	61.4%	2.7%
Canada	36.2%	60.7%	3.1%

Proportion of Canadians who would like to see Canada annexed to the United States



2.2 Canadians Are Rather More Interested in Adopting a Common Currency

A proportion of 39.9% of the Canadian population is in favour of the idea of adopting a currency common to both countries while 55.1% of them are opposed to it.

Quebeckers are more likely to favour the idea of a common currency with 53.5% of them expressing their approval in this matter. On the other hand, it is in Ontario that we find the highest percentage (that is 62.4%) of Canadians who disapprove.

Q3 Would you be FOR or AGAINST the idea of Canada and the United States adopting the American dollar as their common currency? n=1508	FOR	AGAINST	Dnk/Refusal
Atlantic provinces	34.8%	53.2%	11.9%
Quebec	53.5%	41.9%	4.6%
Ontario	33.1%	62.4%	4.5%
Prairies	42.1%	52.8%	5.2%
Alberta	36.4%	60.5%	3.1%
British Columbia	38.8%	57.2%	4.0%
Canada	39.9%	55.1%	5.0%

2.3 Canada Is Not Benefiting From NAFTA as Much as the Other Trade Partners

Only 8.5% of the entire Canadian population feels that Canada has come out a winner from NAFTA while 53.2% of the population feels that the U.S. has benefited most and 25.1% that it is Mexico who has made the most gains. 13.2% of the population did not express an opinion in this matter.

Q4 Since the signing of NAFTA, who do you think has benefited the most from this agreement? Is it Canada, the United States or Mexico? n=1508	CANADA	THE UNITED STATES	MEXICO	Dnk/Refusal
Atlantic provinces	9.4%	56.5%	18.6%	15.6%
Quebec	7.7%	44.8%	28.9%	18.6%
Ontario	9.1%	51.9%	26.9%	12.1%
Prairies	9.7%	60.3%	19.5%	10.6%
Alberta	9.1%	62.5%	20.3%	8.1%
British Columbia	6.7%	60.0%	23.4%	9.9%
Canada	8.5%	53.2%	25.1%	13.1%

2.4 Opinions are Divided About George W. Bush

The opinions of Canadians about President Bush are divided. In fact, 44.7% of them have a good opinion of the American President while 44.4% have a bad opinion of him.

We find that individuals from Atlantic Canada have the best opinion of George W. Bush (60.8%) while those of British Columbia (52.0%) and of Quebec (51.1%) have the least favourable opinion of him. We also note that more educated Canadians tend to give the lowest rating to Mr. Bush since 59.5% of University-educated Canadians have a bad opinion of the American President.

Despite this fact, 88.7% of Canadians feel that Canada/U.S. relations are good.

Q5 Is your opinion of George W. Bush GOOD, RATHER GOOD, RATHER BAD or BAD? n=1508	GOOD OPINION	BAD OPINION	Dnk/Refusal
Atlantic provinces	60.8%	28.9%	10.3%
Quebec	35.2%	51.1%	13.8%
Ontario	46.1%	44.1%	9.9%
Prairies	57.1%	32.7%	10.2%
Alberta	50.6%	40.1%	9.3%
British Columbia	38.1%	52.0%	9.9%

Canada	44.7%	44.4%	10.8%
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3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centers between August 2 and 13, 2001. Up to ten recalls 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 1508 respondents, is of $\pm 2.5\%$, 19 times out of 20.