

Beyond the Canadian-American Border

Assessing Canadian and American Relations, North American Energy, and the Implications of the U.S. Presidential Election

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1.0 Executive Summary

Abacus Data's survey of 1,068 Canadians and 1,016 Americans found by and large, the relationship between Canadians and Americans seems to be strong. Most Americans believe that Canada can be trusted but that trust is not necessarily reciprocated by Canadians.

Trust, Economic Partnerships, and Closest Allies

It is clear that Canadians and Americans realize the importance of each other's country to the economic health of the other. When asked to rank the top three countries that are most important to economic growth in each country, almost all Canadians ranked the United States in their top three countries while almost six in ten Americans ranked Canada in the top three. The economic importance of the Canadian-American relationship is clear to people in both countries.

*Rank the top three countries that you think are the most important to growing Canada's / the United States' economy from the following list?**
(Canada: n=1,066; USA: n=1,012; weighted)



	% Ranked 1st	% Ranked in Top 3	% Ranked 1st	% Ranked in Top 3
Canada / USA	71%	90%	29%	58%
China	16%	70%	33%	56%
India	4%	31%	3%	20%

* See full list below

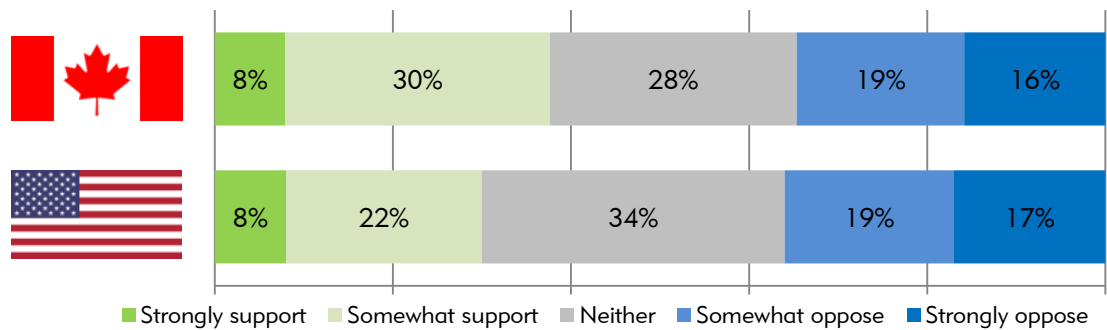
China and North America

China challenges public opinion in both Canada and the United States. On the one hand, people in both countries recognize the importance of China to economic growth in both countries. As the table above reports, 70% of Canadians ranked China in the top three countries important to growth in Canada while 56% of Americans did the same. China's economic clout and vast market is recognized by Canadians and Americans.

However, there is also a profound sense of distrust and angst among Canadians and Americans towards China. Few in either country trust China and few see it as a close ally. This dichotomy between economic importance and distrust is a challenge that governments in both country face as they figure out how to engage China and encourage investments on both sides of the Pacific.

Despite widespread distrust, reaction to the idea of a free trade agreement with China in both countries is not unanimous with public opinion divided in both countries. Thirty-eight percent of Canadians and 30% of Americans show some level of support to the idea whereas opposition is about equal at 35% in Canada and 36% in the U.S.. The fact that over a quarter of people in both countries are neutral to the idea of free trade with China suggests that more information is needed, but also the dichotomy of distrust and opportunity pulls citizens in opposite directions.

*There has been some discussion about Canada entering into a free trade agreement with China. Would you support or oppose a free trade agreement between Canada and China?
(Canada: n=1,066; USA: n=1,012; weighted)*



The U.S. Presidential Election

The re-election of Barack Obama, while divisive in the United States, was the outcome Canadians overwhelmingly wanted. In fact, our survey found that 79% of Canadians would have voted for Barack Obama if they had the chance compared to only 9% for Mitt Romney. As a result, it is not a surprise that most Canadians believe that Obama’s re-election will have a positive effect on the Canada-U.S. relationship, on trade between the two countries, and in harmonizing regulations in both countries.

*We are going to show you a list of issues between Canada and the United States. Please tell us whether you think that Barack Obama’s election as US President will have a positive effect, a negative effect, or no effect on each item.
(Canada: n=1,066; USA: n=1,012; weighted)*

	Canada			USA		
	Positive effect	Negative effect	No effect	Positive effect	Negative effect	No effect
The relationship between the United States and Canada	62%	5%	34%	48%	12%	40%
Trade between Canada and the United States	54%	10%	35%	48%	12%	39%
Harmonizing regulations in both countries	53%	8%	40%	47%	14%	39%

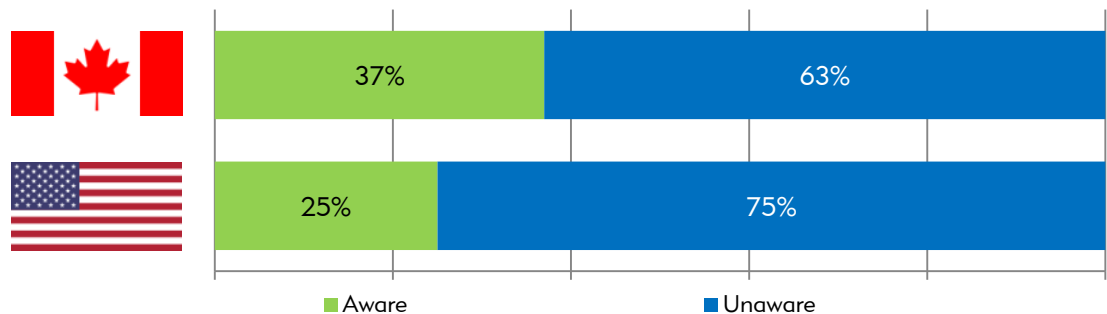
* See full list below

Trans-Pacific Partnership

On issues of trade, the Trans-Pacific Partnership is still relatively unknown in both Canada and the United States. Awareness of the negotiations is less than 40% in Canada and only 25% in the United States.

States. Nonetheless, the initial reaction by Canadians and Americans to the basic principles of the negotiation was positive with most believing that the TPP was a good or very good idea.

Before today, were you aware of a trade negotiation between Pacific region countries called the Trans-Pacific Partnership?
(Canada: n=1,066; USA: n=1,012; weighted)



That being said, Canadians and Americans are cynical when it comes to free trade agreement negotiations. Most believe that negotiations do a good job representing the interests of big businesses but few believe they look after the interests of them and their families, small businesses, the environment, or workers. While not surprising, this lack of efficacy with trade negotiations should be cause for concern and governments negotiating these agreements could probably do more to bring citizens into the process and inform them of what is going on. The secrecy of these negotiations hurts the image of trade deals.

Cross-Border Descriptions

There does appear to be some difference between Canadians and Americans when it comes to how each country's population views the other. Americans believe Canadians to be friendly, hardworking, and tolerant but many unsure of how they would describe their neighbours to the north. This lack of understanding and awareness is nothing new, but does present a challenge when convincing Americans that a strong relationship with Canada is vital to their interests.

Canadians on the other hand are less positive about Americans. Many Canadians consider Americans to be arrogant, violent, and selfish and only 7% of Canadians said that Canadians and Americans are very similar to one another. Despite this poor assessment of our friends to the south, Canadians do recognize the importance of the United States to Canada's economy and security.

2.0 Research Objectives

As part of its 18th Annual Fall Policy Forum and Business Achievement Award Luncheon, the Canadian American Business Council partnered with Abacus Data to conduct a study of public opinion in Canada and the United States following the U.S. President Election on November 6, 2012.

The objectives of this study were to:

1. Compare public opinion between Canada and the United States;
2. Assess Canadian and American reaction to the U.S. Presidential election and the result's perceived impact on Canada-US relations, trade, and security policy;
3. Measure public perceptions on international relations and economic important; and,
4. Assess Canadian and American public opinion towards Foreign Direct Investment, the Trans-Pacific Partnership Agreement, and trade with China.

To achieve these objectives, Abacus Data conducted an online, representative study of 1,066 Canadians and 1,016 Americans.

Please see section 9.0 for detailed methodology.

3.0 Global Relations: Trust, Economic Growth, and Alliances



Canadians and Americans see each other's countries as close, trusted economic partners and allies. Canadians, while somewhat less trusting of the United States than Americans are of Canada, trust their neighbour to the north more so than most other major countries except for Britain. Most Americans hold a high level of trust towards Canada and see it as important to their country's economic growth but are more likely to identify Britain as America's closest ally. The historic "special relationship" between the United States and Britain continues as does the historical bond between Canada and its Commonwealth partner, Britain.

3.1 Trust with Other Countries

Respondents in both Canada and the United States were shown the same list of countries and were asked to rate how much their own countries could trust each country on a scale from 0 to 10, where 0 meant no trust and 10 meant high trust.

Generally speaking, most Canadians did not feel that Canada could trust most of the countries on the list too much. Less than one in ten respondents said that Canada can highly trust India, Mexico, Russia, or Greece. Moreover, just over one in three Canadians (37%) said Canada could highly trust the United States. Canadians were most likely to highly trust Britain with one in two respondents rating the level of trust at 8 or above.

**Figure 3.1: Generally speaking, how much do you think Canada/the United States can trust each of the following countries?
(Canada: n=1,066; USA: n=1,012; weighted)**

				
	% High Trust (rated 8 to 10)	Mean Score (out of 10)	% High Trust (rated 8 to 10)	Mean Score (out of 10)
Britain	50%	7.0	61%	7.4
Canada / USA	37%	6.4	61%	7.6
India	5%	3.8	12%	4.3
Mexico	5%	3.8	12%	4.1
Russia	5%	3.6	7%	3.4
Greece	5%	3.5	11%	4.3
China	3%	3.2	5%	2.8
Yemen	1%	2.2	2%	2.5
Syria	1%	1.6	2%	2.8

In contrast to Canadians, Americans were more trusting of other countries overall although there was still a clear divide between traditional allies like Canada and Britain and other countries on the list. Over six in ten Americans surveyed said that the United States could highly trust Canada and Britain respectively. Trust levels were much weaker when it came to Mexico, India, China, and other countries listed. Also of note, in the United States, respondents living in one of the 13 states that borders Canada either by land or water, were somewhat more likely to have high trust in Canada than those living in non-bordering states (border states 65% high trust; non-border states 60% high trust).

3.2 Country Most Important to Economic Growth



Along with assessing how much Canada and United States could trust each country, respondents in both countries were asked to rank the top three countries they believed were most important to growing their own country's economy.

In Canada, United States was ranked first by 71% of respondents. China was second at 16% followed by India, Japan, and Britain in the low single digits. When we look at the countries that were ranked in the top three (2nd column), United States China and India were most likely to be ranked in the top three by Canadian respondent.

It is clear that Canadians clearly recognize the importance of the United States and China to Canada's economic growth but there is less consensus about the role that other large economies such as India, Brazil, Russia, or Mexico might be play.

In United States there is a little less consensus about which countries are most important to economic growth. One third of Americans ranked China first. Another three in 10 respondents in United States ranked Canada first with Britain third at 12%. When we consider countries ranked in the top three, Canada China and Japan are most likely to be ranked in the top three by Americans. In other words, while Canadians view the USA as critical to Canada's economic growth, Canada is not as widely perceived as important among Americans as other markets like China to the U.S.'s economic growth.

Figure 3.2: Rank the top three countries that you think are the most important to growing Canada's / the United States' economy from the following list?
(Canada: n=1,066; USA: n=1,012; weighted)

				
	% Ranked 1st	% Ranked in Top 3	% Ranked 1st	% Ranked in Top 3
Canada / USA	71%	90%	29%	58%
China	16%	70%	33%	56%
India	4%	31%	3%	20%
Japan	3%	25%	10%	41%
Britain	3%	27%	12%	39%
Germany	2%	13%	4%	22%
Mexico	1%	19%	5%	29%
Brazil	1%	12%	2%	15%
Australia	1%	8%	2%	15%
Russia	-	5%	1%	7%



Also of note, those living in states bordering Canada were more likely to rank Canada as the most important country to growing the U.S. economy than those not living in a bordering state (border state 35%; non-border state 27%).

3.3 Canada / United States' Top Three Closest Allies

Canadians and Americans are most likely to consider Anglophone countries as their closest allies.

We asked respondents to consider which three countries they believed to be your Canada's or America's closest allies. In Canada, the United States was considered its closest ally by over two in three Canadians (68%). Another one and four Canadians consider Britain to be Canada's number one ally with all other countries in the low single digits. When we consider those countries ranked in the top three, almost all Canadians surveyed considered United States (96%) a close ally of Canada followed by Britain (89%) and Australia (50%).

Figure 3.3: Rank the top three countries that you consider Canada's closest allies from the following list? (Canada: n=1,066; USA: n=1,012; weighted)

				
	% Ranked 1st	% Ranked in Top 3	% Ranked 1st	% Ranked in Top 3
Canada / USA	68%	96%	38%	87%
Britain	27%	89%	50%	85%
Mexico	1%	17%	3%	15%
China	2%	13%	3%	11%
Australia	1%	50%	2%	40%
India	1%	5%	1%	5%
Russia	1%	4%	2%	6%
Germany	-	14%	3%	16%
Japan	-	10%	2%	23%
Brazil	-	2%	1%	4%

Among Americans, Britain was ranked as America's closest ally by more Americans than any other country with one in two ranking it first (50%). Canada was second, ranked first by 38% of respondents with all other countries in single digits. When we consider those countries ranked in the top three of American allies, Canada and Britain were very close to each other (at 87% and 85% respectively), with Australia and Japan coming third and fourth overall.

Very few Canadians or Americans consider China, India, Russia, or even Brazil to be some of the closest allies of either Canada or the United States. The bond between Canadians, Americans, and the British is very clear in the survey data.

Those living in states bordering Canada were somewhat more likely to rank Canada as the U.S.'s closest ally than those not living in a bordering state (border state 37%; non-border state 32%).

4.0 Foreign Investment in the Natural Resource Sector

When it comes to foreign direct investment in Canada and the United States, Canadians are generally more protectionist of their natural resource sector than Americans. Although Canadians are more supportive of individuals or companies from the United States or Norway buying Canadian natural resource companies, there is still sizable opposition to any foreign control of their natural resources.



Canadians strongly oppose companies or individuals in China, India, or Russia controlling Canadian natural resource companies and those views are shared with their neighbours to the south who are almost as intensely opposed to those countries controlling American natural resource companies.

More generally, Canadians and Americans agree that their governments should protect the natural resource sector from foreign control but do recognize the need for foreign investment in the sector to help develop the resources.

4.1 Views on Companies or Individuals “Buying” Resource Companies

In an effort to understand the reaction of Canadians and Americans to the idea of foreign companies or individuals buying domestic natural resource companies, respondents were shown a list of countries and were asked whether they would support or oppose interests within those countries buying Canadian or American natural resource companies.

Figure 4.1: Would you support or oppose companies or individuals from the following countries buying Canadian/American natural resource companies?
(Canada: n=1,066; USA: n=1,012; weighted)

								
	Support	Neutral	Oppose	Intensity Score*	Support	Neutral	Oppose	Intensity Score*
Canada / USA	33%	17%	39%	- 7	69%	20%	12%	+ 25
Norway	36%	27%	36%	- 14	43%	36%	21%	+ 3
Germany	31%	26%	43%	- 12	41%	32%	28%	- 5
Brazil	24%	28%	48%	- 21	34%	36%	30%	- 6
China	20%	15%	67%	- 37	19%	25%	56%	- 29
India	18%	20%	62%	- 33	24%	32%	44%	- 19
Russia	12%	19%	69%	- 37	17%	29%	55%	- 28

* Intensity Score is a measure of how intense is support and opposition. It equals the percentage who **strongly support** subtracted the percentage who **strongly oppose**



Overall, Canadians were more protectionist than Americans when it comes to foreign control over domestic natural resources. Although Canadians were more likely to support Americans and Norwegians buying Canadian natural resource companies than other foreign interests, pluralities in all cases opposed any sale of Canadian natural resource companies. Opposition was greater and more intense to the idea of Chinese, Indian or Russian interests purchasing Canadian resource companies.

In the United States, opposition was less intense generally and differed more greatly depending on which country was purchasing the American company. Generally speaking, few Americans opposed the idea of Canada, Norway or Germany purchasing an American natural resource company. Opposition was more mixed when it came to Brazil. However, there was much sharper opposition to Chinese, Indian, or Russian purchases of American natural resource assets.

4.2 Views about FDI in the Natural Resource Sector

Respondents in both countries were also shown three statements about foreign direct investment and natural resources and asked whether they agreed or disagreed with the statement. Overall, majorities in both countries agreed that foreign companies or individuals should not be allowed to buy any domestic natural resource companies and that the federal government should restrict who can control strategic assets like natural resources. However, a majority also believed that foreign investment in domestic natural resource sectors is needed to help pay for developing those resources.

Figure 4.2: Below are a number of statements about direct foreign investment in Canada's natural resource sector. Tell us whether you agree or disagree with each, or if you don't have an opinion. (Canada: n=1,066; USA: n=1,012; weighted)

						
	Agree	Disagree	Intensity Score*	Agree	Disagree	Intensity Score*
Foreign companies or individuals should not be allowed to buy any Canadian/American natural resource company.	63%	29%	+ 28	58%	31%	+ 17
Foreign investment in Canada/America's natural resource sector is needed to help pay for the cost of developing the resource.	52%	37%	- 5	48%	29%	- 3
Natural resources are a strategic national asset that requires special protection by the Federal Government on who can control those resources.	87%	6%	+ 55	76%	14%	+ 31

* Intensity Score is a measure of how intense is support and opposition. It equals the percentage who **strongly support** subtracted the percentage who **strongly oppose**

This apparent contradiction is important when considering the debate, particularly in Canada, around investment in the oil and gas industry. Canadians are generally opposed to the idea of foreign control of natural resources, regardless of which foreign nationality is interested in controlling. These opinions will certainly be a challenge for the sector that seeks investment from foreign investors and can be seen in the example of CNOOC's bid to purchase Nexen in Canada.

The results indicate that Canadians are more intense in their protectionist tendencies when it comes to what they consider to be strategic assets. The intensity scores are much higher in Canada indicating that those beliefs are held more strongly than in the United States.

5.0 The U.S. Presidential Election and Its Implications

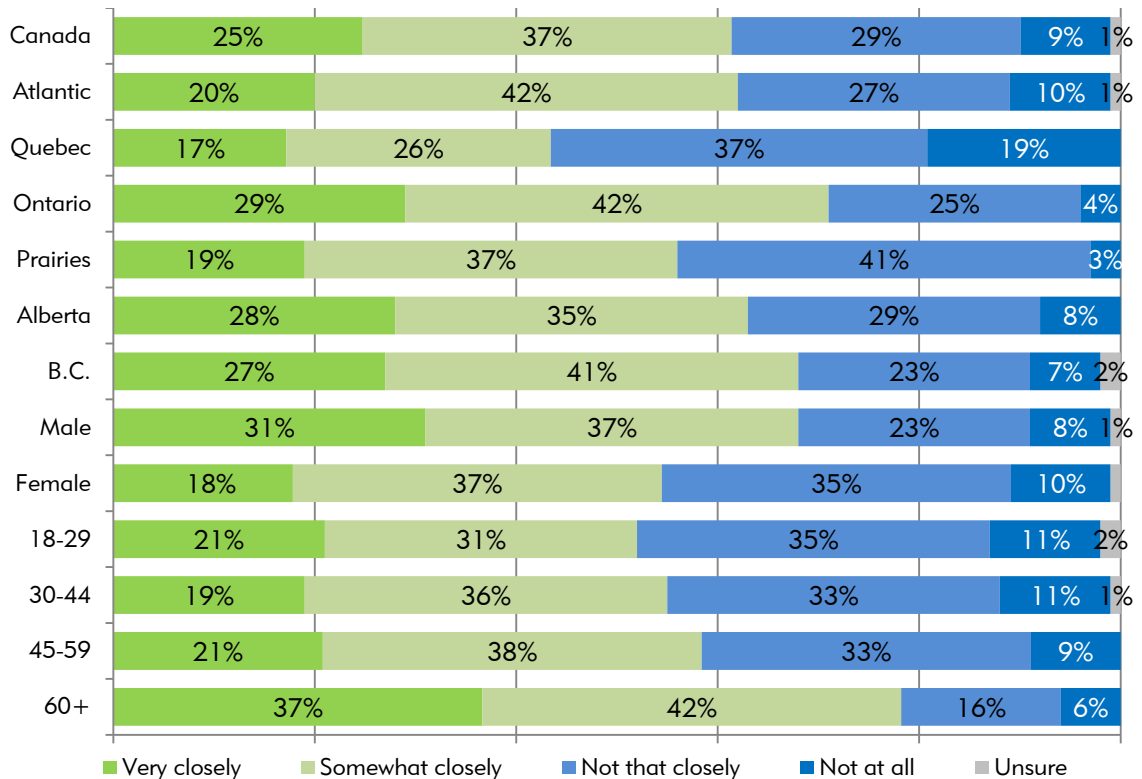
The U.S. presidential election captivated most Canadians who followed the election closely, watched the debates, and watched the results coverage live on election night. Canadians overwhelmingly would have voted for Barack Obama if they would have been given the opportunity. Americans, understandably, were more divided on the outcome of the election. Those who voted for Barack Obama were very satisfied with the outcome while Romney supporters were less than satisfied.

When it comes to Canadian-American relations, both Canadians and Americans agree that President Obama’s re-election will have a positive impact on most aspects of the relationship including the efficiency of the border, trade between the two countries, and preventing terrorism in North America.

5.1 Canadians and the U.S. Election: Attention and Hypotheticals

Overall, most Canadians surveyed said they followed the recently presidential election in the United States closely. Only 9% of respondents said they did not follow the election at all.

Figure 5.1: How closely did you follow news about the U.S. Presidential election?
(Canada: n=1,066; weighted)

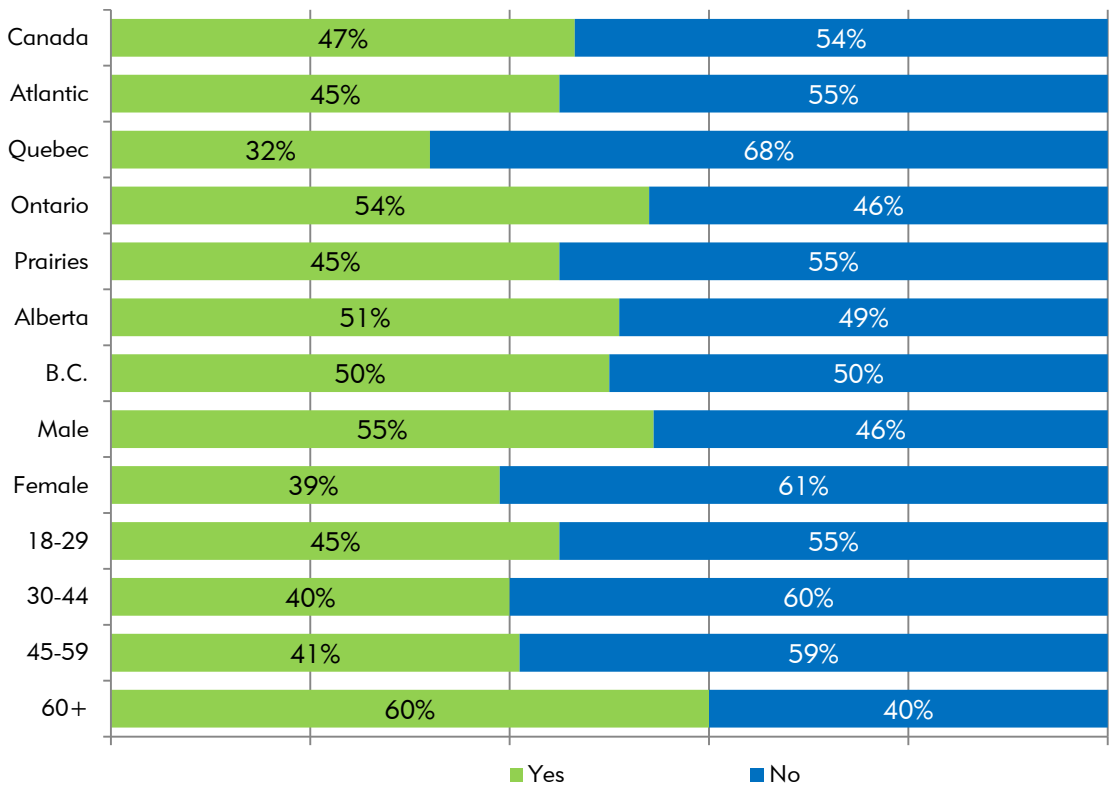


Attention to the election was noticeably lower in Quebec (43% followed it closely) and among women. It is noteworthy that younger Canadians, who we know are generally less interested in Canadian politics, were almost as likely to say they followed the presidential election closely as older cohorts.

Keeping in mind that most Canadians were following the U.S. presidential election closely, it is no surprise that almost one in two Canadians (47%) said they watched at least one of the presidential or vice-presidential debates in the United States. Again, interest in the debates was lower in Quebec (32%) and among women (39%) but there was little correlation between watching any of the debates and age. Canadians aged 60 and over, however, were the most likely to watch any of the debates (60%).

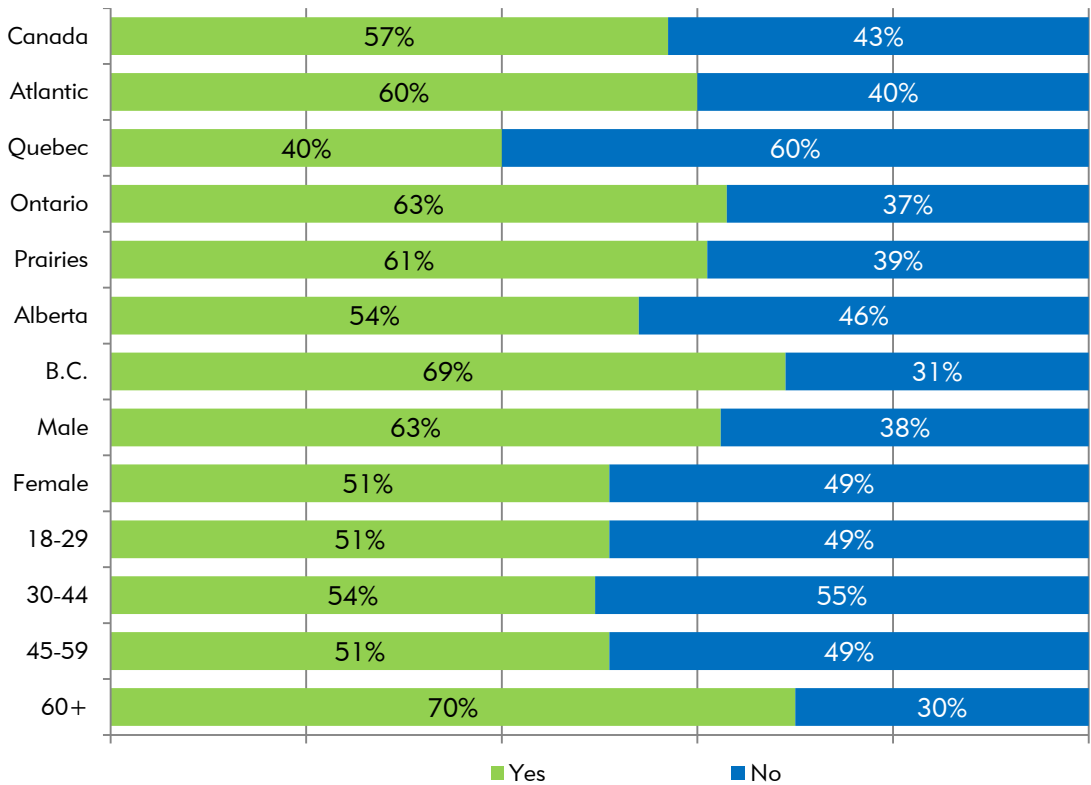
Many Canadians, particularly in English Canada, were paying close attention to what was happening in the 2012 election campaign south of the border.

Figure 5.2: Did you watch any of the presidential or vice-presidential debates?
(Canada: n=1,066; weighted)



Most Canadians also tuned into coverage of the results on U.S. Election Day on November 6th. Over five in ten respondents in Canada (57%) said they watched live coverage of the results on election night. Quebecers were less likely to have watched as were women – findings similar to other measures of interest in the campaign.

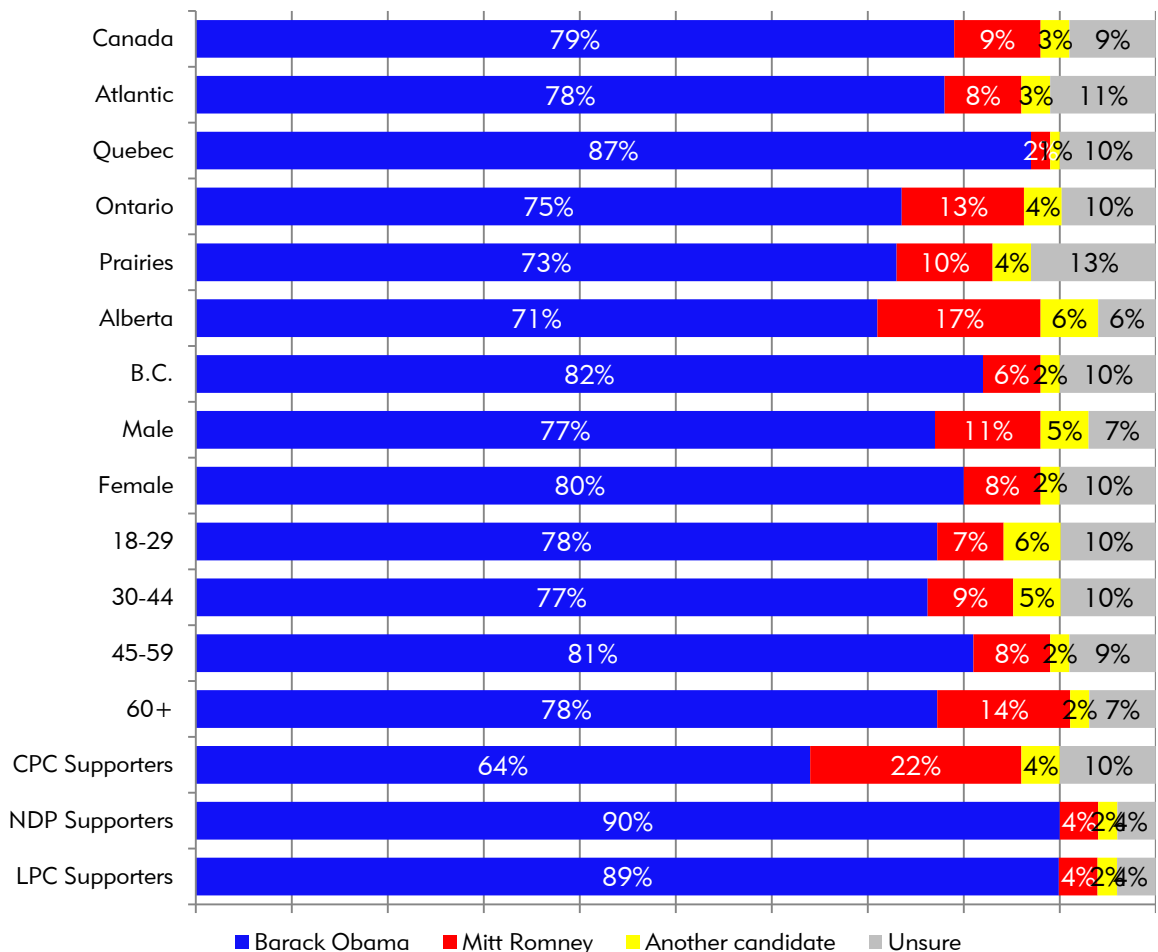
Figure 5.3: Did you watch live coverage of the results on election night?
(Canada: n=1,066; weighted)



When asked who they would have voted for in the presidential election, almost eight in ten Canadians (79%) said they would have voted for Barack Obama compared with just 9% who said they would have voted for Republican Mitt Romney. Quebecers were most likely to say they would have voted for Obama while Albertans were somewhat more likely to say they would have voted for Romney.

Also of note, over six in ten Conservative Party supporters said they would have voted for Obama compared with 22% who would have voted for Romney. Canada is clearly Obama country and if Canadians would have had a vote, they would have voted overwhelmingly for the incumbent president. This finding is important when we consider the openness Canadians may have towards any negotiations with the Obama administration to expand trade, improve the border, and even harmonize regulations between the two countries.

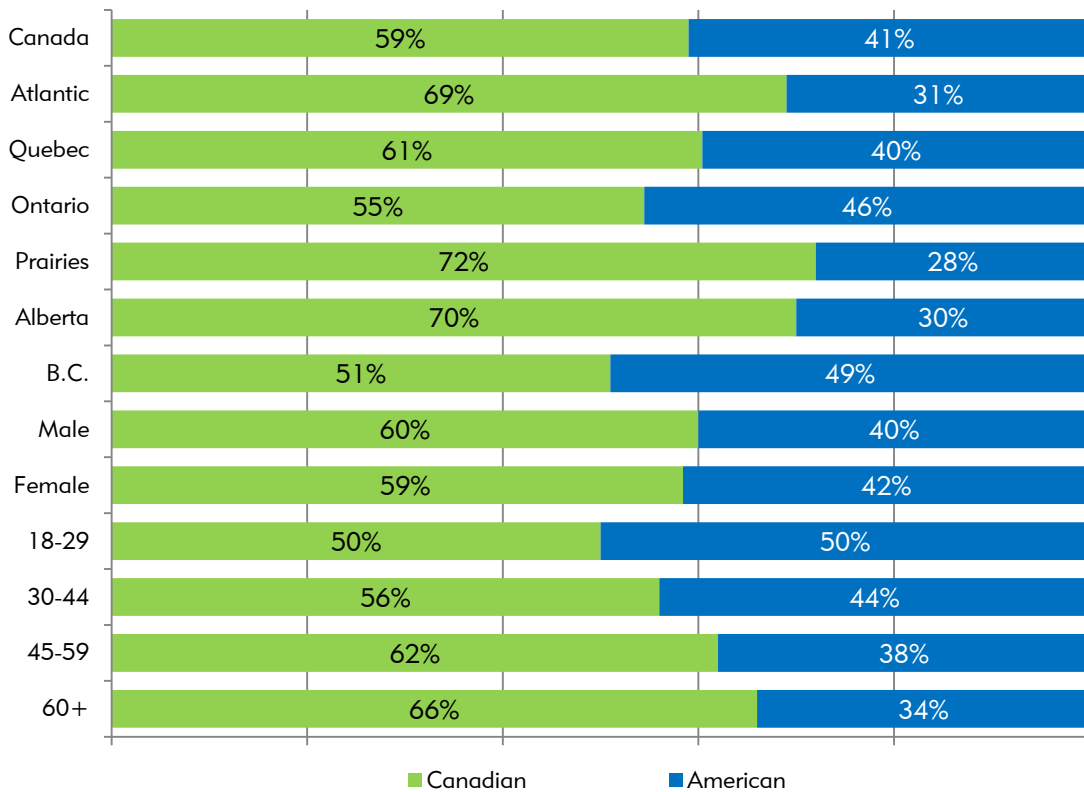
Figure 5.4: If you could have voted in the Presidential election, who would you have voted for? (Canada: n=1,066; weighted)



Despite all the attention many Canadians paid to the American election, a large majority still admit that they find Canadian elections more interesting to those in the United States. Whether it is a sense of patriotism or the fact that Canadian elections matter more to Canadians, most Canadians admit that domestic elections are more interesting than those in the United States.

It is worth noting that Canadians aged 18 to 29 were split on the question demonstrating the influence the Obama campaign has on young people even outside of his own country. Whether that interest will translate into greater youth engagement in Canadian politics is still up for debate. Nonetheless, Obama certainly increased youth attention to the political process in the U.S., even in Canada.

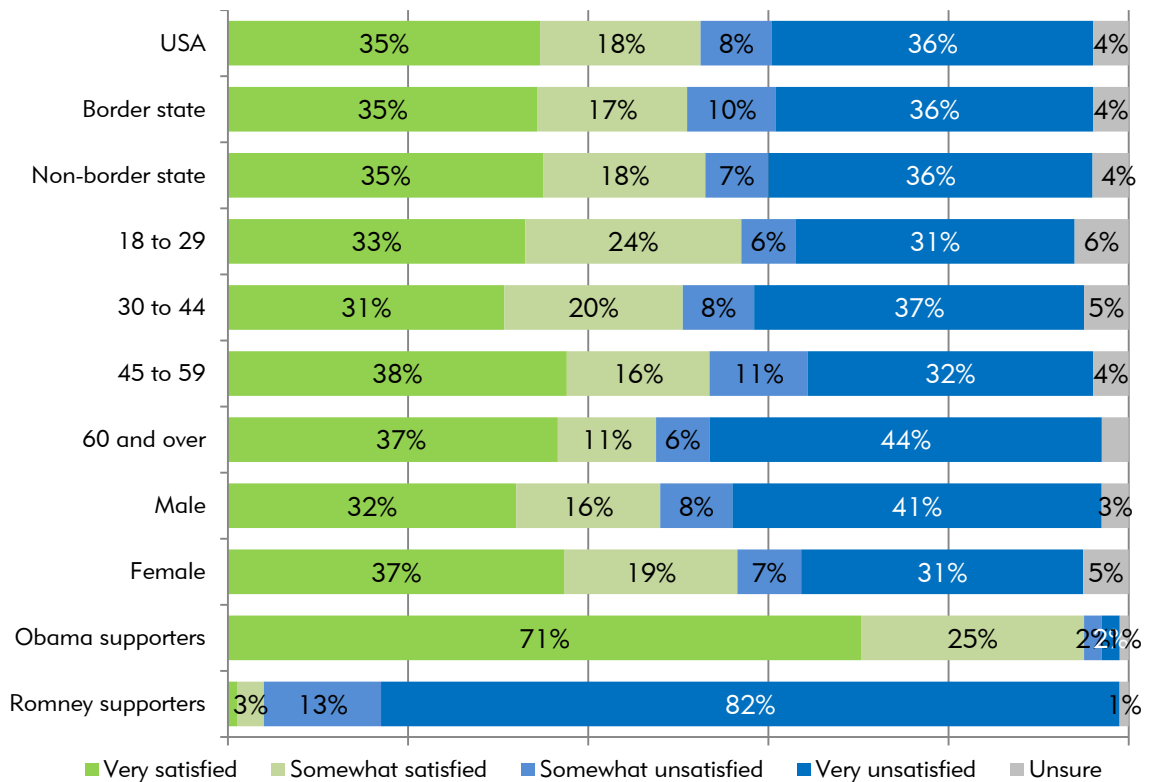
Figure 5.5: Which do you find more interesting: Canadian or American elections?
(Canada: n=1,066; weighted)



5.2 Americans and the Presidential Election: Reaction and Impressions

In the United States, satisfaction with the outcome was not surprisingly polarized. Obama supporters were overwhelmingly satisfied while Romney supporters were understandably unsatisfied with the outcome. Due to this partisan polarization, there was little demographic or geographic variation in satisfaction levels.

Figure 5.6: Overall, what is your reaction to the results of the U.S. Presidential election? Are you...
(USA: n=1,011; weighted)

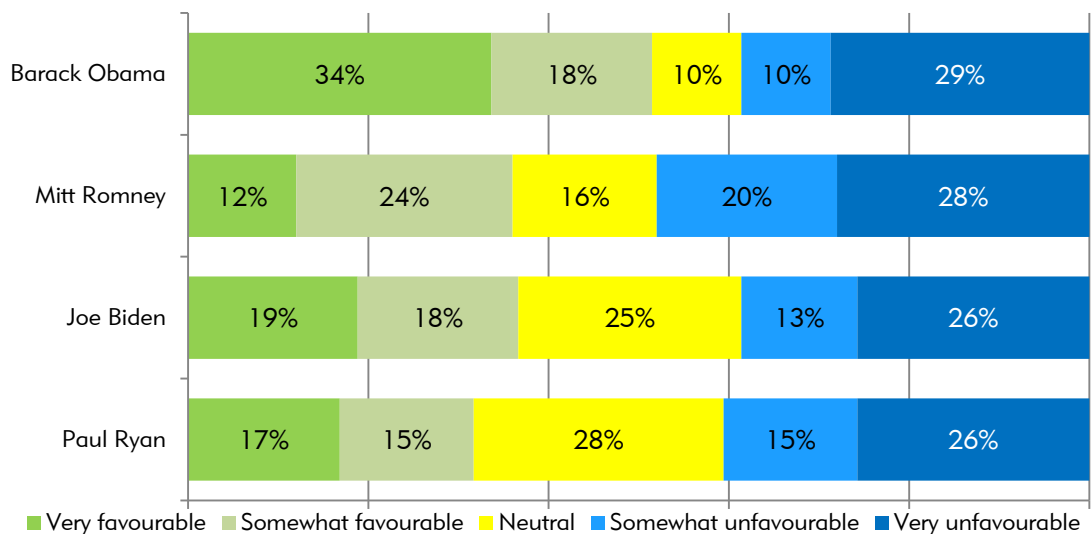


In the days following the election, Barack Obama’s favourability rating was mostly positive with 52% of Americans saying they had a favourable impression of the President while 39% viewed him unfavourably. His Republican challenger, Mitt Romney, was more divisive with 36% viewing him favourable and 48% viewing him unfavourably.

Vice President Joe Biden was viewed less positively than President Obama with a favourable/unfavourable rating of 37% to 39%. Republican VP nominee Paul Ryan was similarly polarized with a favourability rating of 32% favourable to 41% unfavourable.

Among Romney supporters, only 32% viewed their candidate very favourably with another 50% saying they had a somewhat favourable impression of the GOP nominee.

Figure 5.7: Do you have a favourable or unfavorable impression of the following people?
(USA: n=1,011; weighted)





5.3 Impact of the Election on Canada-US Relations

The re-election of Barack Obama was the preferred outcome for most Canadians and therefore it is little surprise that most Canadians think that his re-election will have a positive effect on most aspects of Canada-U.S. relations. Sixty-two percent believe that Obama's re-election will have a positive effect on overall Canada-U.S. relations while 54% believe that it will have a positive effect on trade between the two countries.

Similarly, a majority of Canadians believe Obama's re-election will have a positive effect on efforts to harmonize regulations in both countries while almost a majority of Canadians believed Obama's re-election would have a positive impact on the fight against terrorism in North America and the efficiency of the Canadian-American border.

In the United States, optimism was somewhat muted – no doubt the result of polarization in the electorate. Nonetheless, very few Americans believe that Obama's re-election would have a negative effect on many aspects of the Canadian-American relationship.

Figure 5.8: We are going to show you a list of issues between Canada and the United States. Please tell us whether you think that Barack Obama's election as US President will have a positive effect, a negative effect, or no effect on each item.
(Canada: n=1,066; USA: n=1,012; weighted)

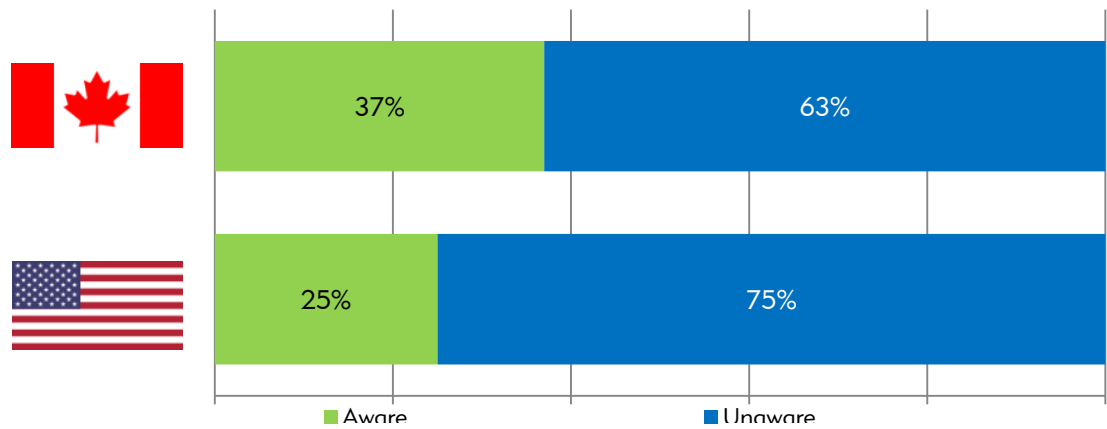
						
	Positive effect	Negative effect	No effect	Positive effect	Negative effect	No effect
The relationship between the United States and Canada	62%	5%	34%	48%	12%	40%
Trade between Canada and the United States	54%	10%	35%	48%	12%	39%
The efficiency of the Canada/U.S. border	46%	8%	46%	41%	12%	42%
The fight against terrorism in North America	49%	7%	44%	42%	19%	40%
Harmonizing regulations in both countries	53%	8%	40%	47%	14%	39%

6.0 Trans-Pacific Partnership

Overall, few Canadians and Americans were aware of negotiations around the Trans-Pacific Partnership. In Canada, fewer than four in ten respondents said they had heard about the negotiations while only one in four Americans surveyed were aware of the negotiations.

The higher awareness level in Canada is likely the result of greater media attention to the issue as Canada sought an invitation to join the negotiations.

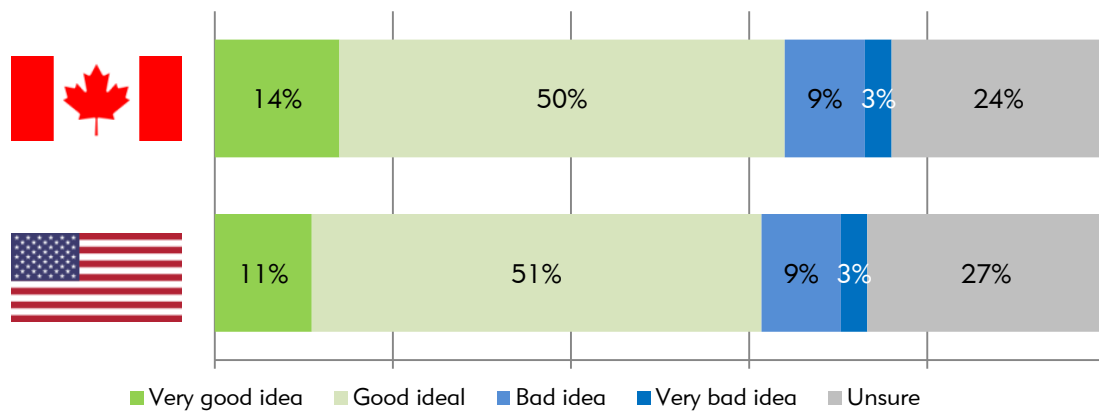
Figure 6.1: Before today, were you aware of a trade negotiation between Pacific region countries called the Trans-Pacific Partnership?
(Canada: n=1,066; USA: n=1,012; weighted)



When asked whether they thought the TPP was a good or bad idea in principle, a majority of respondents in both Canada and the United States believed it was a good idea (Canada 64%; USA 62%). However, due to the relatively low awareness of the TPP, the fact that most people only considered it a “good idea” as opposed to a “very good idea” indicates that opinions could change the public gets more information about the trade agreement.

However, the results indicate that Canadians and Americans are open to trade agreements and do consider them to be good for their respective countries.

Figure 6.2: The Trans-Pacific Partnership (TPP) is a free trade agreement being negotiated by countries including Canada, the United States, Australia, Malaysia, Vietnam, Singapore, Chile and Mexico.
In principle, does the TPP sound like a good or bad idea to you?
 (Canada: n=1,066; USA: n=1,012; weighted)





In Canada, the only noticeable difference of opinion was among NDP supporters who were most likely to consider the idea of the TPP a bad idea or very bad idea (20%). In contrast, Conservative Party supporters were most supportive with 72% considering it a good or very good idea.

Despite the initial positive public reaction to the Trans Pacific Partnership, Canadians and Americans are generally skeptical about whose interests are considered during trade negotiations.

For example, large majorities in both the United States and Canada believed that the interests of big businesses are very or somewhat well considered in these negotiations. Other groups, including the respondent and their family, were not believed to be considered by negotiators by most respondents in both Canada and the United States.

This cynicism, while not surprising, does present a challenge for governments seeking to expand trade deals. More needs to be done to explain to the public how these trade agreements benefit individuals and other groups within society. Doing so would improve support for these agreements and increase confidence in government to work on behalf of the public when negotiation trade agreements.

Figure 6.2: When it comes to negotiations over free trade agreements, how well do you think the interests of the following things or groups are taken into account?
(Canada: n=1,066; USA: n=1,012; weighted)

						
	Very or somewhat well	Not that well or not at all	Unsure	Very or somewhat well	Not that well or not at all	Unsure
You and your family	24%	55%	22%	25%	55%	20%
Big businesses	81%	6%	13%	68%	15%	17%
Canadian/American workers	34%	51%	15%	31%	53%	17%
Workers in less developed countries	29%	55%	17%	35%	45%	20%
Farmers	26%	57%	17%	33%	49%	18%
Environmental protections	28%	57%	16%	35%	44%	21%
Small businesses	28%	58%	15%	28%	55%	17%



7.0 How Would We Describe Each Other?

In an effort to understand how Canadians and Americans view each other, respondents in both countries were shown a set of positive, neutral, and negative words that could be used to define citizens of the other country (Americans were asked about Canadians and vice versa.)

Generally speaking, most Americans view Canadians quite positively – viewing them as tolerant, friendly, hardworking and honest. Few Americans would describe Canadians as violent, rude, or selfish. It is also worth noting that many respondents were unsure whether certain words applied to Canadians.

Canadians on the other hand were less generous in the words they would use to describe Americans. Most Canadians considered Americans to be nationalistic and competitive, hardworking and friendly. However, a majority also considered them to be arrogant, violent, rude and selfish. Clearly, Canadians are not as kind in their description of their neighbours to the south as Americans are to Canadians.

Figure 7.1: Which of these characteristics do you associate with the American/Canadian people? [rotated]
(Canada: n=1,066; USA: n=1,012; weighted)

						
	Yes	No	Unsure	Yes	No	Unsure
Positive Descriptions						
Generous	36%	40%	23%	51%	13%	37%
Tolerant	21%	63%	16%	65%	9%	26%
Hardworking	64%	19%	18%	69%	6%	26%
Honest	38%	33%	29%	63%	6%	31%
Friendly	57%	29%	14%	78%	6%	16%
Neutral Descriptions						
Nationalistic	86%	4%	10%	60%	12%	29%
Competitive	89%	5%	7%	50%	22%	28%
Negative Descriptions						
Violent	54%	29%	17%	3%	73%	24%
Arrogant	74%	16%	10%	13%	63%	25%
Rude	50%	35%	15%	8%	69%	23%
Selfish	55%	25%	20%	8%	61%	31%

Considering the different descriptors used by Canadians and Americans to define each other, it is no surprise that there are cross-border differences of opinion when it comes to attitudes about how similar Canadians are to Americans.

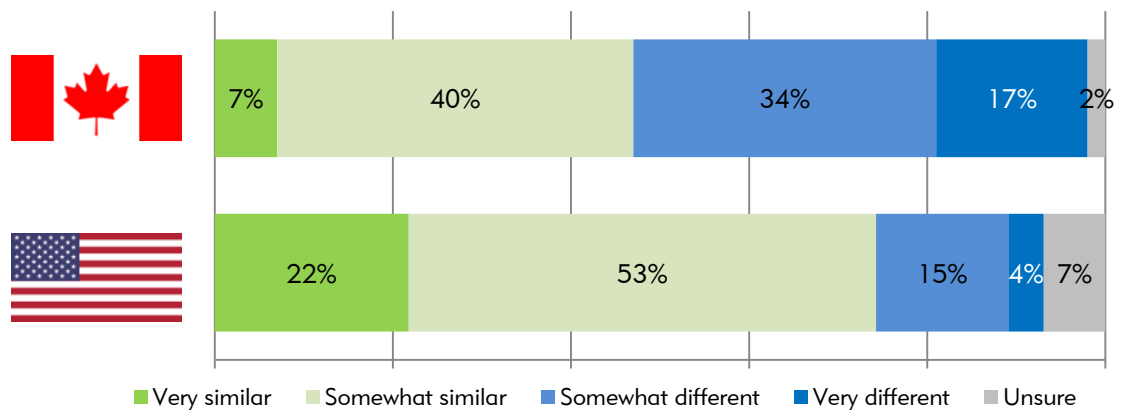
Most Americans believed that Canadians and Americans were either very or somewhat similar to each other with only 19% believing the two peoples were different from each other.

In contrast, Canadians were less likely to see similarities between themselves and Americans. Only 7% of Canadians believed Americans and Canadians were very similarly while another 40% consider the two peoples somewhat similar.

These differing views explain much about the political cultures in the United States and Canada and the potential for cross-border agreement on trade, security, and economic development. The re-election of Barack Obama and Canadians’ overwhelming support for the President is likely a positive when it comes to public opinion and the reaction Canadians would have to partnerships between both countries.

Being un-American has long been considered an essential part of the Canadian identity. The results here demonstrate that this notion continues since the majority of Canadians consider themselves different than Americans.

Figure 7.2: In your opinion, how similar or different are Canadians and Americans overall?
(Canada: n=1,066; USA: n=1,012; weighted)



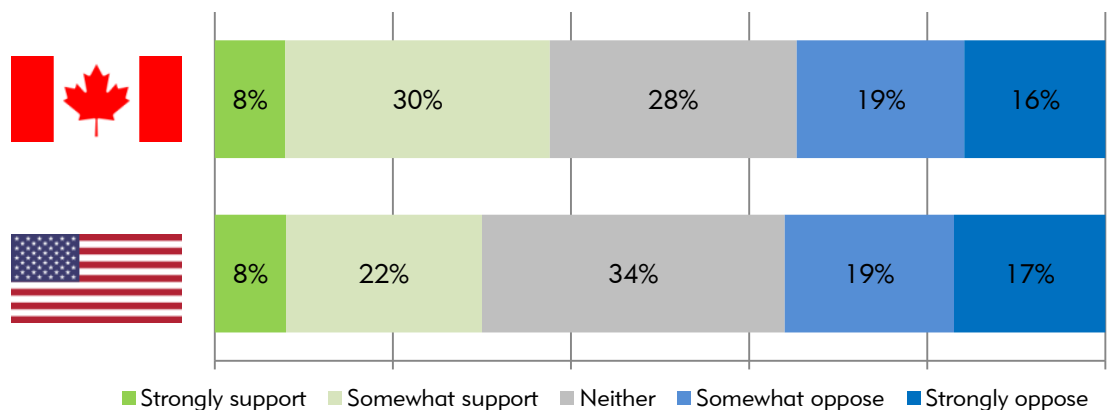
8.0 Free Trade with China

The final question in the survey asked Canadians and Americans to consider the potential for a free trade agreement between their respective country and China. Overall, opinion was fairly split in both countries. Canadians were somewhat more likely to favour free trade with China than Americans however a sizeable portion of the population remains neutral to the idea.

This finding is noteworthy when we consider the results of early questions. We know, for example, that Canadians and Americans have little trust in China and few consider them to be one of three important allies for their country. But this distrust is countered by the fact that most Americans and Canadians consider China to be an important market for their country and see it as critical to the growth of their country's economy.

This balance – between trust and economics – is fundamental to understanding public opinion towards China. Public support for Chinese investment in Canadian or American industries and sectors will likely be the result of which side the balance leans. As distrust towards China rises, it is very likely that opposition to trade and Chinese investment in Canada or the United States will also rise.

Figure 8.1: There has been some discussion about Canada entering into a free trade agreement with China. Would you support or oppose a free trade agreement between Canada and China? (Canada: n=1,066; USA: n=1,012; weighted)



9.0 Methodology

The purpose of public opinion research is to measure attitudes and behaviours of a study population within reliable and acceptable statistical margins of accuracy.

Canadian Survey

The survey was conducted online with 1,066 respondents in English and French using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey who are members of a representative panel of over 150,000 Canadians. The survey was completed from November 9 to 11, 2012

Steps were taken to ensure that the survey respondents were representative of the Canadian population over 18 years of age. Statistical weighting was applied to the data after the completion of the survey for age, gender, language, education, and region.

American Survey

The survey was conducted online with 1,016 respondents in English using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey who are members of a representative panel of over 250,000 Americans. The survey was completed from November 9 to 12, 2012

Steps were taken to ensure that the survey respondents were representative of the American population over 18 years of age. Statistical weighting was applied to the data after the completion of the survey for age, gender, race, education, and region.

Since the online surveys were not based on random, probability based samples, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

The margin of error for a survey of 1,000 respondents using a probability sample is +/- 3.1%, 19 times out of 20.

Canadian Sample Distribution

Region	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic	92	75
Quebec	270	253
Ontario	384	410
Prairies	81	71
Alberta	99	116
British Columbia	141	140
Total	1,066	1,066

American Sample Distribution

Region	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Northeast	194	200
South	379	369
Eastern mid-west	160	189
Western mid-west	49	32
Mountain	73	70
Pacific	161	152
Total	1,016	1,012

9.1 Questionnaires

The next few questions are about your views about different countries.

Generally speaking, how much do you think Canada can trust each of the following countries? [rotate]
[scaled: 0 (no trust) to 10 (highly trusted)]

- China
- United States
- Yemen
- Syria
- Britain
- Russia
- Greece
- India
- Mexico

Rank the top three countries that you think are the most important to growing Canada's economy from the following list? (rotate)

- United States
- Mexico
- China
- Japan
- Germany
- Britain
- India
- Russia
- Brazil
- Australia

Rank the top three countries that you consider Canada's closest allies from the following list? (rotate)

- United States
- Mexico
- China
- Japan
- Germany
- Britain
- India
- Russia
- Brazil
- Australia

Now we want you to think about the Canadian economy....

Would you support or oppose companies or individuals from the following countries buying Canadian natural resource companies? [scale: strongly support, somewhat support, neither support nor oppose, somewhat oppose, strongly oppose] [rotate]

United States
China
India
Russia
Germany
Brazil
Norway

Below are a number of statements about direct foreign investment in Canada's natural resource sector. Tell us whether you agree or disagree with each, or if you don't have an opinion. [rotate]

Foreign companies or individuals should not be allowed to buy any Canadian natural resource company.

Foreign investment in Canada's natural resource sector is needed to help pay for the cost of developing the resource.

Natural resources are a strategic national asset that requires special protection by the Federal Government on who can control those resources.

Our next few questions are about the U.S. Presidential election.

How closely did you follow news about the U.S. Presidential election?

- Very closely
- Somewhat closely
- Not that closely
- Not at all
- Unsure

Did you watch any of the presidential or vice-presidential debates?

- Yes
- No

Did you watch live coverage of the results on election night?

- Yes
- No

If you could have voted in the Presidential election, who would you have voted for?

- Barack Obama
- Mitt Romney
- Another candidate
- Unsure

Which do you find more interesting: Canadian or American elections?

- Canadian elections
- American elections

What is your reaction to the results of the U.S. Presidential election? Are you...

- Very satisfied
- Somewhat satisfied
- Somewhat unsatisfied
- Very unsatisfied
- Unsure

Thinking specifically about the relationship between the United States and Canada...

We are going to show you a list of issues between Canada and the United States.

Please tell us whether you think that Barack Obama's re-election as US President will have a positive effect, a negative effect, or no effect on each item. [scale: positive effect, no effect, negative effect]
[rotate]

- The relationship between the United States and Canada [do not rotate]
- Trade between Canada and the United States
- The efficiency of the Canada/U.S. border
- The fight against terrorism in North America
- Harmonizing regulations in both countries

Before today, were you aware of a trade negotiation between Pacific region countries called the Trans-Pacific Partnership?

- Aware
- Unaware

The Trans-Pacific Partnership (TPP) is a free trade agreement being negotiated by countries including Canada, the United States, Australia, Malaysia, Vietnam, Singapore, Chile and Mexico.

In principle, does the TPP sound like a good or bad idea to you?

- Very good idea
- Good idea
- Bad idea
- Very bad idea
- Don't know

When it comes to negotiations over free trade agreements, how well do you think the interests of the following things or groups are taken into account? [rotate]

- You and your family
- Big businesses
- Canadian workers
- Workers in less developed countries
- Farmers
- Environmental protections
- Small businesses

Now thinking specifically about Americans..

Which of these characteristics do you associate with the American people? [rotate] [yes/no/don't know]

- Generous
- Violent
- Arrogant
- Tolerant
- Hardworking
- Nationalistic
- Rude
- Honest
- Selfish
- Competitive
- Friendly

In your opinion, how similar or different are Canadians and Americans overall?

- Very similar
- Somewhat similar
- Somewhat different
- Very different
- Unsure

Now thinking about China...

There has been some discussion about Canada entering into a free trade agreement with China. Would you support or oppose a free trade agreement between Canada and China?

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose

Demographic questions

American Survey

The next few questions are about your views about different countries.

Generally speaking, how much do you think the United States can trust each of the following countries?
[rotate] [scaled: 0 (no trust) to 10 (highly trusted)]

China
Canada
Yemen
Syria
Britain
Russia
Greece
India
Mexico

Rank the top three countries that you think are the most important to growing the U.S. economy from the following list? (rotate)

Canada
Mexico
China
Japan
Germany
Britain
India
Russia
Brazil
Australia

Rank the top three countries that you consider America's closest allies from the following list? (rotate)

Canada
Mexico
China
Japan
Germany
Britain
India
Russia
Brazil
Australia

Now we want you to think about the U.S. economy.

Would you support or oppose companies or individuals from the following countries buying American natural resource companies? [scale: strongly support, somewhat support, neither support nor oppose, somewhat oppose, strongly oppose] [rotate]

Canada
China

India
Russia
Germany
Brazil
Norway

Below are a number of statements about direct foreign investment in the United State's natural resource sector. Tell us whether you agree or disagree with each, or if you don't have an opinion. [rotate]

Foreign companies or individuals should not be allowed to buy any American natural resource company.

Foreign investment in America's natural resource sector is needed to help pay for the cost of developing the resource.

Natural resources are a strategic national asset that requires special protection by the U.S. Government on who can control those resources.

Thinking specifically about the relationship between the United States and Canada...

We are going to show you a list of issues between Canada and the United States. Please tell us whether you think that Barack Obama's re-election as US President will have a positive effect, a negative effect, or no effect on each item. [scale: positive effect, no effect, negative effect] [rotate]

The relationship between the United States and Canada [do not rotate]
Trade between Canada and the United States
The efficiency of the Canada/U.S. border
The fight against terrorism in North America
Harmonizing regulations in both countries

Before today, were you aware of a trade negotiation between Pacific region countries called the Trans-Pacific Partnership?

Aware
Unaware

The Trans-Pacific Partnership (TPP) is a trade agreement being negotiated by countries including Canada, the United States, Australia, Malaysia, Vietnam, Singapore, Chile and Mexico.

In principle, does the TPP sound like a good or bad idea to you?

Very good idea
Good idea
Bad idea
Very bad idea
Don't know

When it comes to negotiations over free trade agreements, how well do you think the interests of the following things or groups are taken into account? [rotate]

You and your family

Big businesses
American workers
Workers in less developed countries
Environmental protections
Small businesses

Now thinking specifically about Canadians...

Which of these characteristics do you associate with the Canadian people? [rotate] [yes/no/don't know]

Generous
Violent
Arrogant
Tolerant
Hardworking
Nationalistic
Rude
Honest
Selfish
Competitive
Friendly

In your opinion, how similar or different are Canadians and Americans overall?

Very similar
Somewhat similar
Somewhat different
Very different
Unsure

Now thinking about China...

Would you support or oppose a free trade agreement between the United States and China?

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose