

EKOS/PPF Symposium – *Rethinking North American Integration*

Part I: Values & Identities in North America



The Sheraton Center Toronto Hotel,
123 Queen Street W., Toronto, Ontario.
Tuesday, June 18, 2002



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Methodology

- **Telephone surveys of the general public 18 years of age and over**
 - ❖ **Canada:** 2,002 respondents (Jan.-Feb. 2002);
±2.2, 19 times out of 20
 - ❖ **U.S.:** 2,002 respondents (Feb.-Mar. 2002);
±2.2, 19 times out of 20
 - ❖ **Mexico:** 1,000 respondents (Mar. 2002);
±3.1, 19 times out of 20
 - **Tracking results from past EKOS research**
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1. Values & Ideology

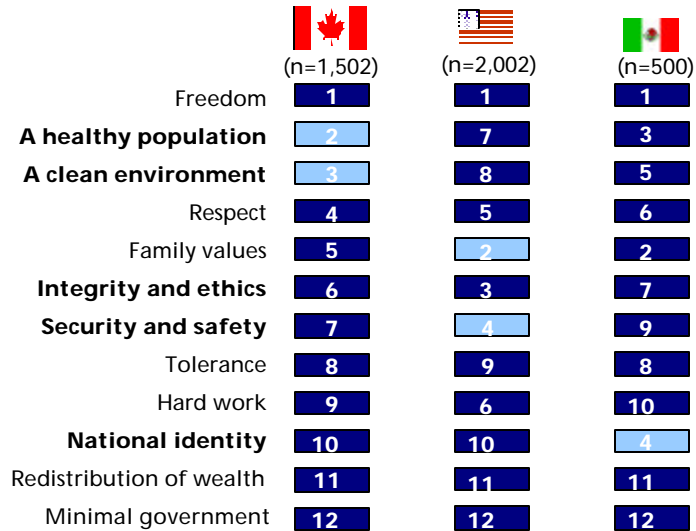
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Values and Diversity

- Current theory predicts a convergence of values
 - ❖ Common market in place but emerging “community” premature
 - Values across Canada, U.S., Mexico very similar
 - ❖ Similar Canada-U.S. underlying structure with different relative emphasis and segmentation
 - ❖ But value gap widening between Canada & U.S.
 - Key areas of values tension:
 - ❖ Collectivism-statism values in Canada (also more secular and cosmopolitan)
 - ❖ Individualism, moralism and materialism stronger in U.S.
 - ❖ Mexico accents humanism, national progress and lower statism
 - Overall differences: Can.-U.S. closest; then U.S.-Mexico, then Can.-Mexico
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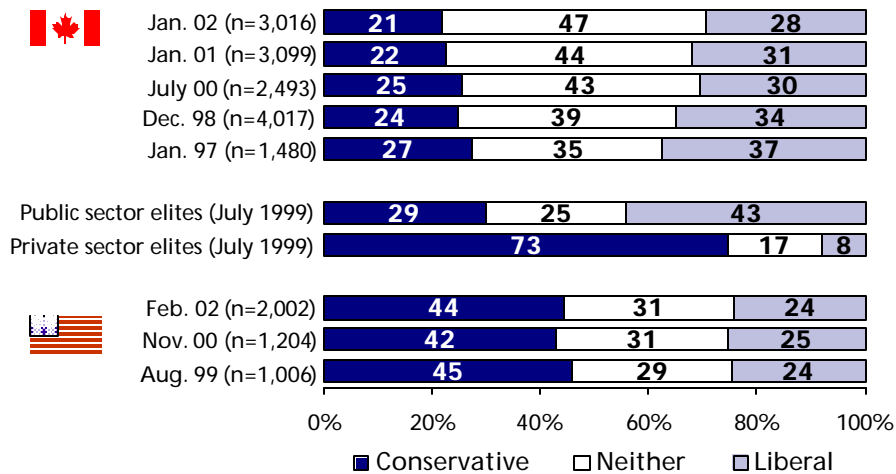
Values & Goals for Direction of Country (selected indicators)

Q: How important would you say each of the following values or goals is in shaping the direction of the Canadian society? (Based on ranking order)



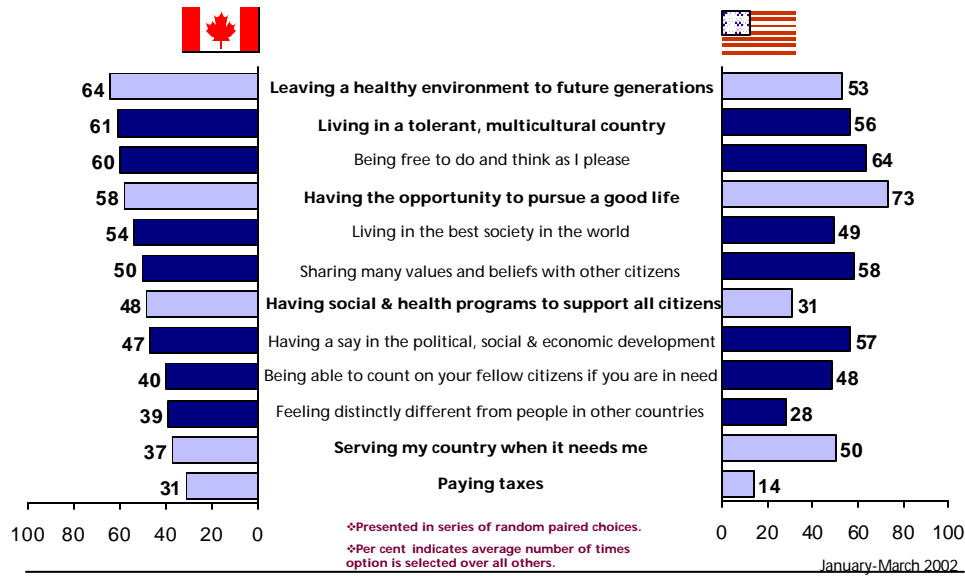
Political Ideology

Q: Thinking about your overall political persuasion, would you say you are more of a small l liberal or a small c conservative?



Meaning of Being Canadian/American

Q: What does being a Canadian/an American mean to you? Is it... or ...



2. Identity, Belonging, & Symbols

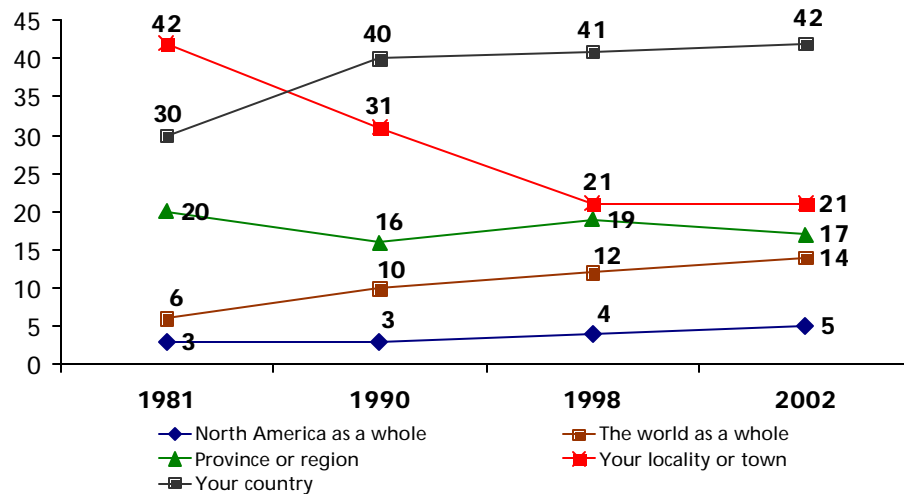
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Identity & Belonging

- Identities in N.A. very different than in Europe
 - ❖ National identity rising in N.A. and declining in Europe
 - ❖ Attachment to town or community declining in both Canada & U.S.
- Distribution of U.S.-Canada identities very similar with some patterns converging
 - ❖ U.S. identities more linked to religion, North America and ethnic group; Sept. 11 effect evident
 - ❖ Global identification higher than N.A. identification in both countries
 - ❖ Canadians more cosmopolitan
- Overall, Mexico more nationalistic (but disconnected from state); Canadians continue to display “state nationalism”

Tracking Primary Identity in Canada

Q: To which of these groups would you say you belong, first of all?

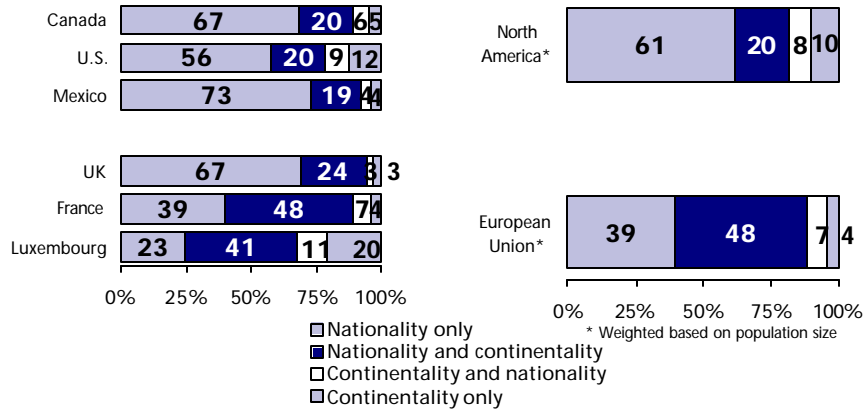


(Base: All Canadians)

World Value Surveys & EKOS

Complementary Identities

Q: Would you say that you see yourself as...?



N.A. results, January-March 2002, EU results: Eurobarometer, November 1999

3. Trust, Confidence & Role of the State

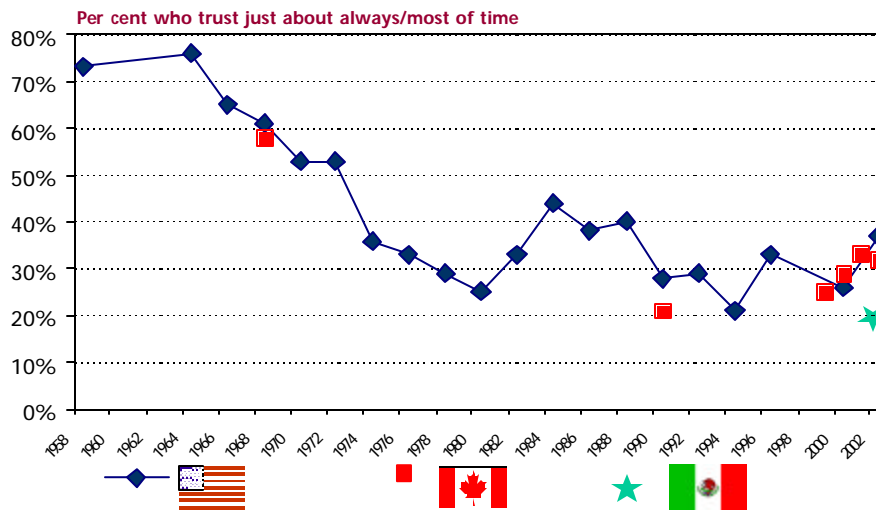
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Trust & Confidence

- U.S.-Canada trust in federal government very similar
 - ❖ Comparable long term trajectory;
 - ❖ But Sept. 11 elevated trust in government more in U.S. than in Canada
- Mexicans' trust patterns different
 - ❖ Less trust in public institutions (e.g. police and government), private sector, and non-profit and volunteer organizations
 - ❖ U.S.-Canada data for trust in private and public sector wildly contradict preferred division of responsibility data
- Impact of recent events (so far) limited in short-term and uncertain in long-term
 - ❖ Recent contracting controversies confirm what many Canadians cynically believe about government
 - ❖ Though lean is toward seeing things as worse rather than better compared with 10 years ago, majority thinks things are the same
- Canadian public still expects **a lot** from government
 - ❖ Accountability, inclusion & transparency key public prescriptions
 - ❖ Missing public interest in decision-making element of public distrust and cynicism

Tracking Trust in Federal Government

Q: How much do you trust the government in Washington/Ottawa/Mexico City to do what is right?

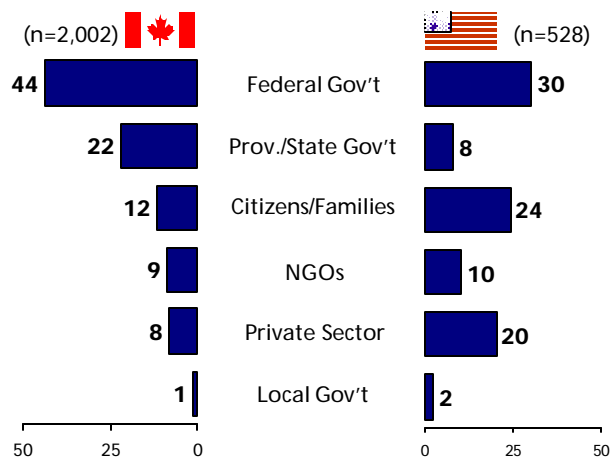


Trust & Division of Labour

- Major U.S.-Canada differences with division of labour
 - ❖ In Canada, greater emphasis on federal and provincial governments, identity politics and collectivism
 - ❖ In U.S., responsibility distributed more evenly across a broader range of non-government sources including an enlarged role for families and citizens

Division of Labour - Health

Q: In your opinion, who should have the primary responsibility for health care ?



January-March 2002

5. Conclusions

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Bottom Line

- Identities in N.A. very different than in Europe
 - ❖ National identity rising in N.A. and declining in Europe
- Values in Canada, U.S. and Mexico close but different enough to support separate national communities
- Shorter-term shifts in values suggest widening not narrowing differences
- Value differences seem to permit both common economic space and separate moral communities



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