

Commissioned by:

THE TORONTO STAR



**Toronto
Star/EKOS Poll**

***Canadian Values &
Identities in North America***



EKOS RESEARCH ASSOCIATES

July 1st, 2002

Methodology

■ Telephone survey of the general public

- Most recent survey includes 1,217 completed interviews with a national random sample of Canadians 18 years of age and over (n=362 in Quebec)
- Interview period: May 27-29, 2002
- National results valid within +/- 2.8 percentage points, 19 times out of 20 (Quebec: $\pm 5.2\%$)
 - ✓ The margin of error increases when the results are sub-divided.
 - ✓ It should also be noted that the refusal rate and other measurement errors could also increase the margin of error.
- Tracking results from EKOS *Rethinking* studies

■ **All the data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Canada according to Census data**



Primary Identity I

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

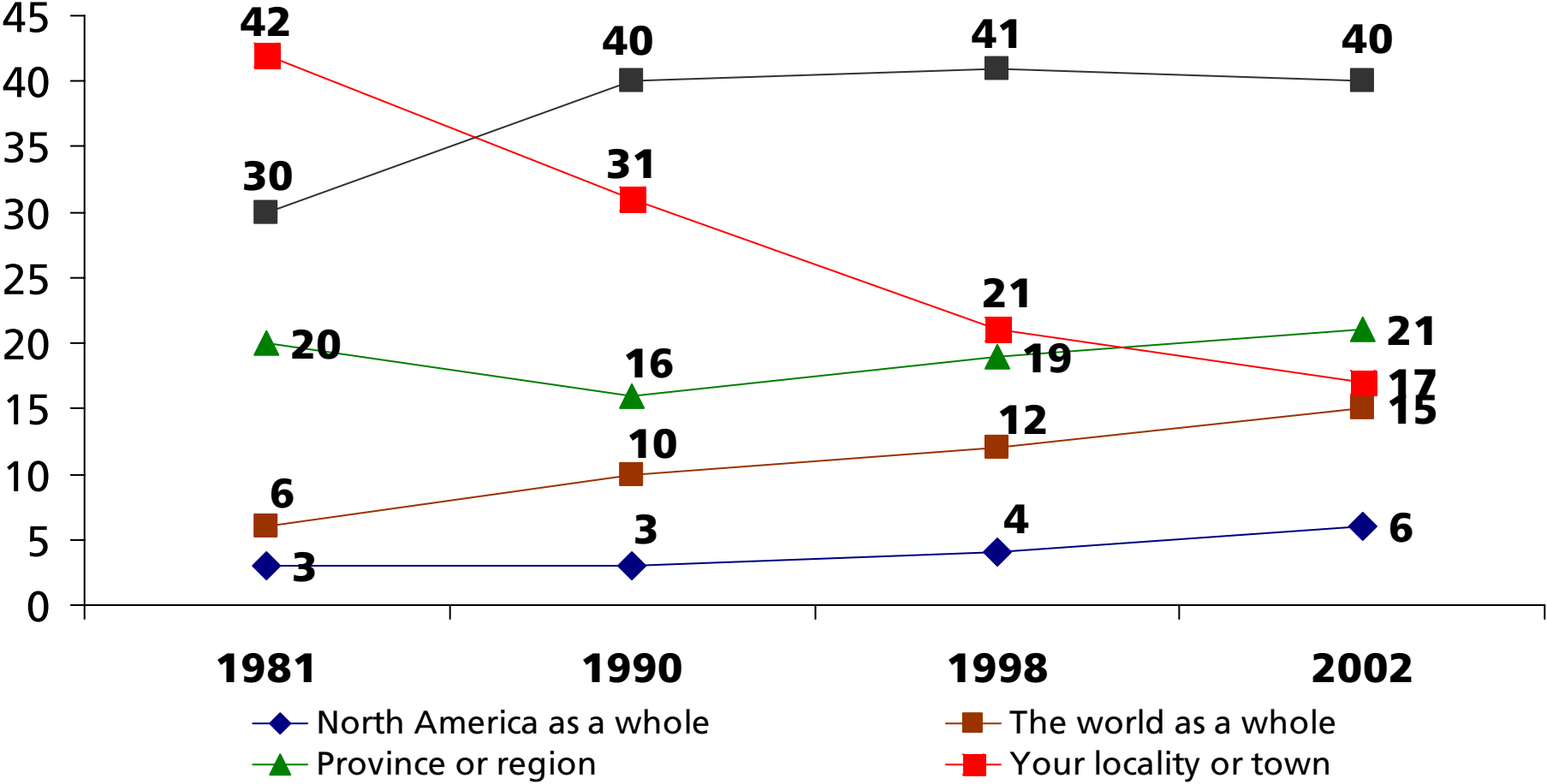


0% 25% 50% 75% 100%

- Country
- World
- Locality or town
- North America
- Province, state, region

Tracking Primary Identity in Canada

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



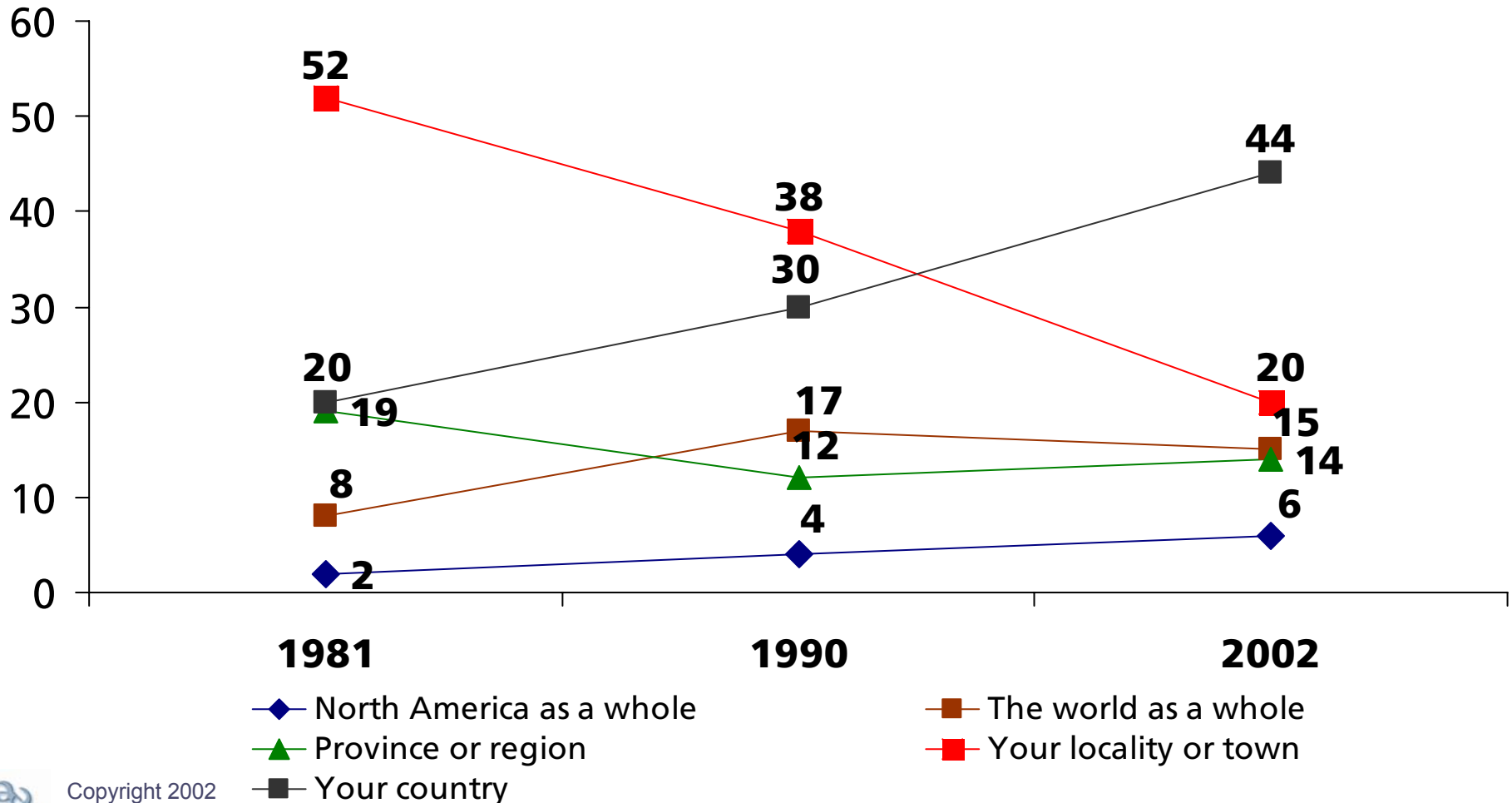
◆ North America as a whole
▲ Province or region
■ Your country

■ The world as a whole
■ Your locality or town



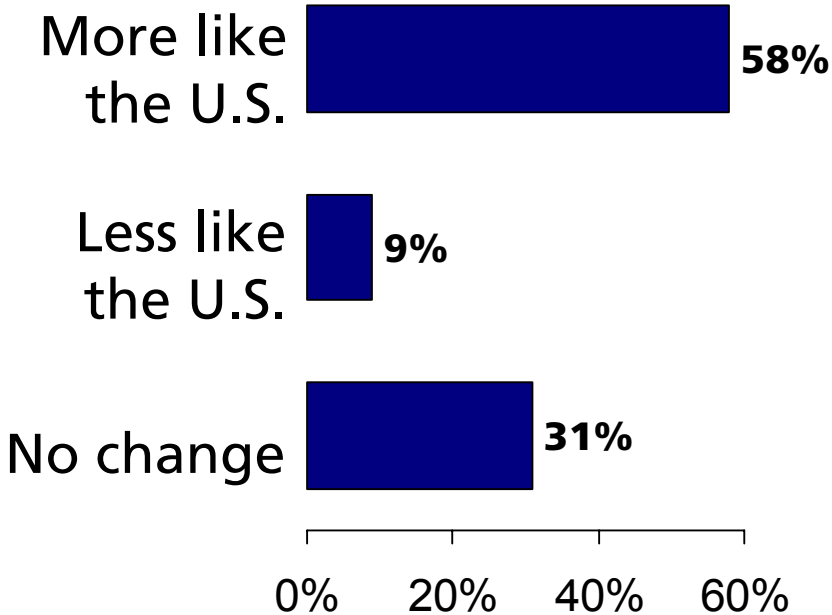
Tracking Primary Identity in U.S.

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

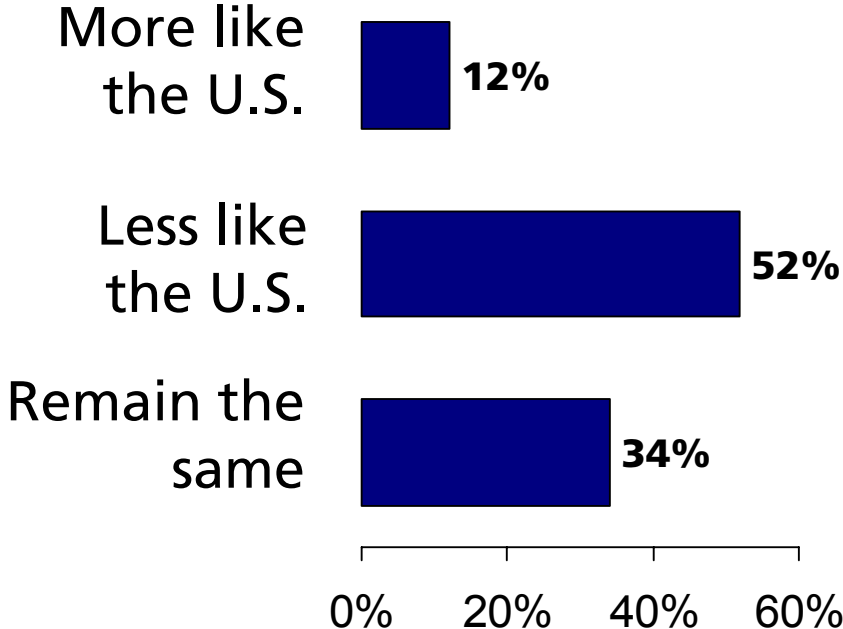


Canada-US Differences I

Q: Over the last 10 years, do you think Canada has become more like the United States, less like the United States, or has there been no change?

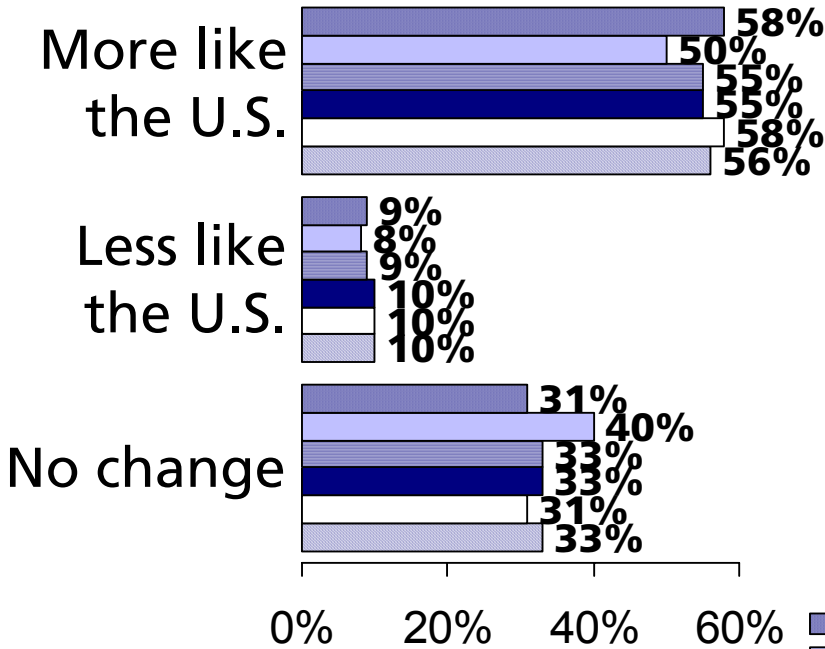


Q: In the future, would you like to see Canada become more like the United States, less like the U.S., or would you like things to remain as they are?

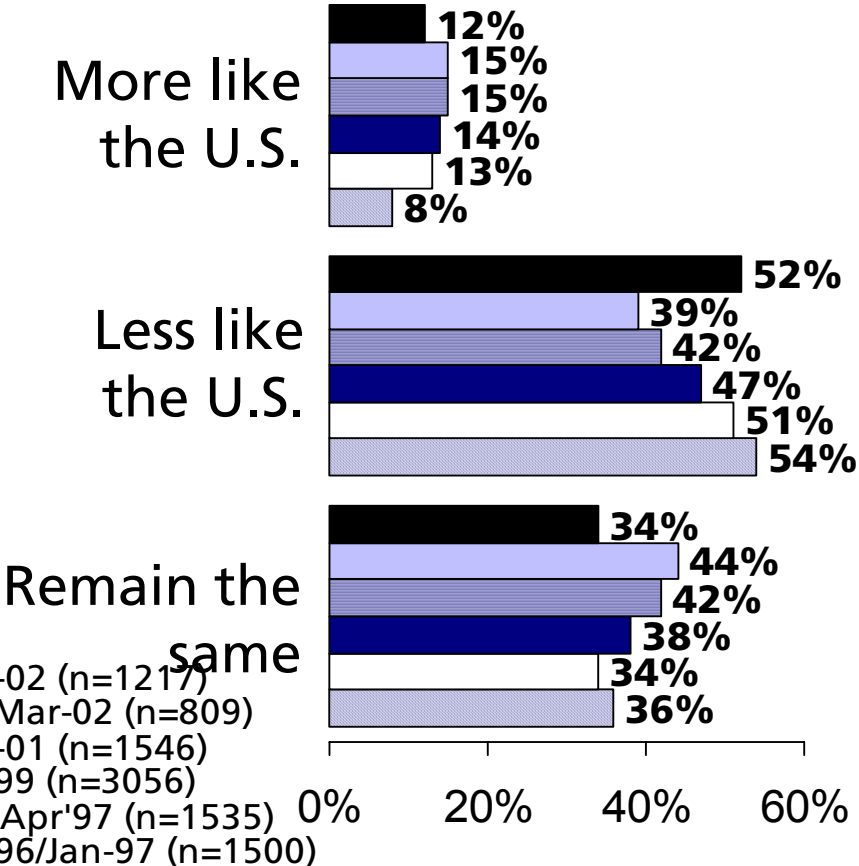


Canada-US Differences II

Q: Over the last 10 years, do you think Canada has become more like the United States, less like the United States, or has there been no change?



Q: In the future, would you like to see Canada become more like the United States, less like the U.S., or would you like things to remain as they are?



■ May-02 (n=1217)
 ■ Feb/Mar-02 (n=809)
 ■ May-01 (n=1546)
 ■ Dec-99 (n=3056)
 □ Mar-Apr'97 (n=1535)
 ■ Dec-96/Jan-97 (n=1500)





**For more information:
Frank Graves, President
fgraves@ekos.com**

**Christian Boucher, Executive Director
cboucher@ekos.com**

t: 613 235 7215



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