

**TIME**



**EKOS**

# **Canadian Attitudes Towards the Upcoming U.S. Election**

*for Time Magazine*

**October 25, 2004**

**[www.ekos.com](http://www.ekos.com)**

# Methodology

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## ■ Telephone survey of the general public

- ❖ 1237 interviews with a national random sample of Canadians 18 years of age and older
  - ✓ Interview period: October 13-17, 2004
  - ✓ National results valid within 2.8 percentage points, 19 times out of 20
- ❖ 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

■ 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.

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# Canadians' Outlook on America

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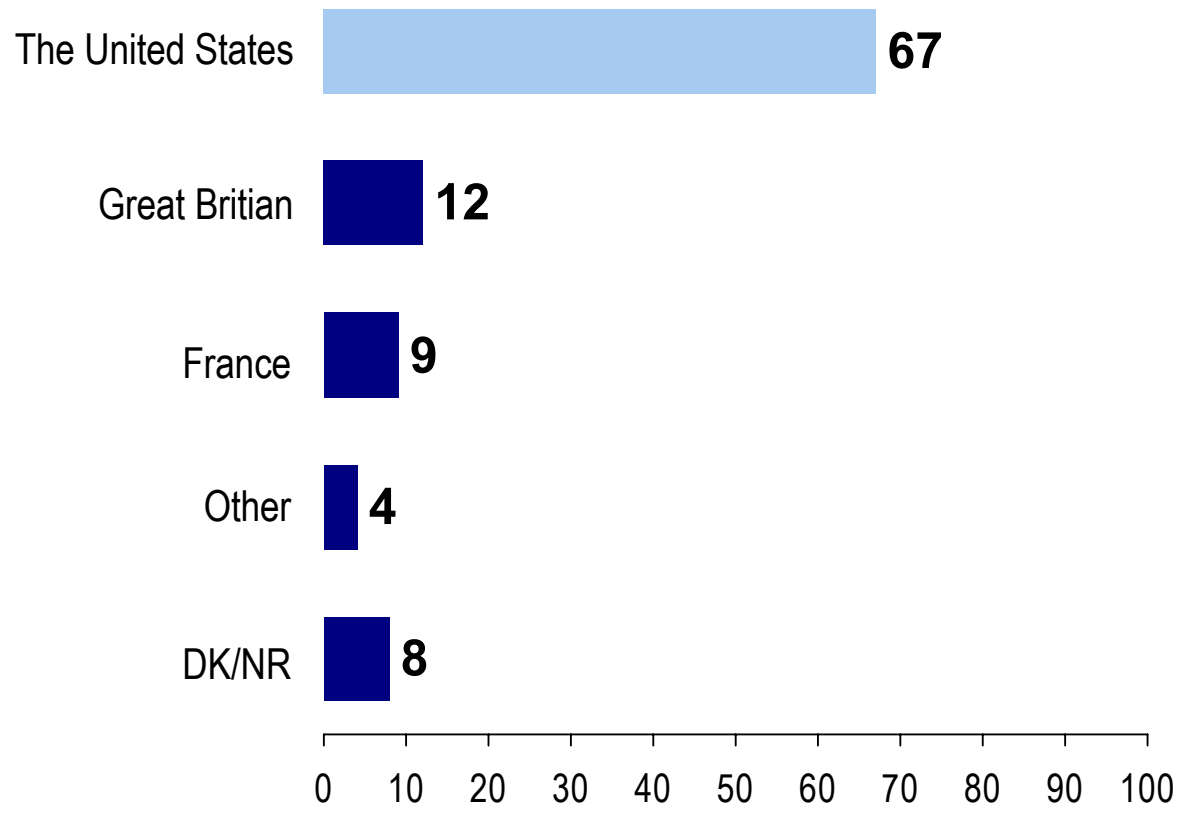
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- A troubled Canadian public concerned about their American friends
  - ❖ Best friends, BUT...(sleeping with an insomniac elephant is scary!)
  - ❖ Canadians demonstrate a conviction of moral superiority but less power and wealth
  - ❖ Canadian optic on Americans leans to positive, but views of Bush are cartoonish and unremittingly negative

# U.S. overwhelmingly regarded as Canada's closest friend

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Q: Which country would you say is Canada's closest friend?





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Base: All Canadians; October 13-17, 2004, n=1237

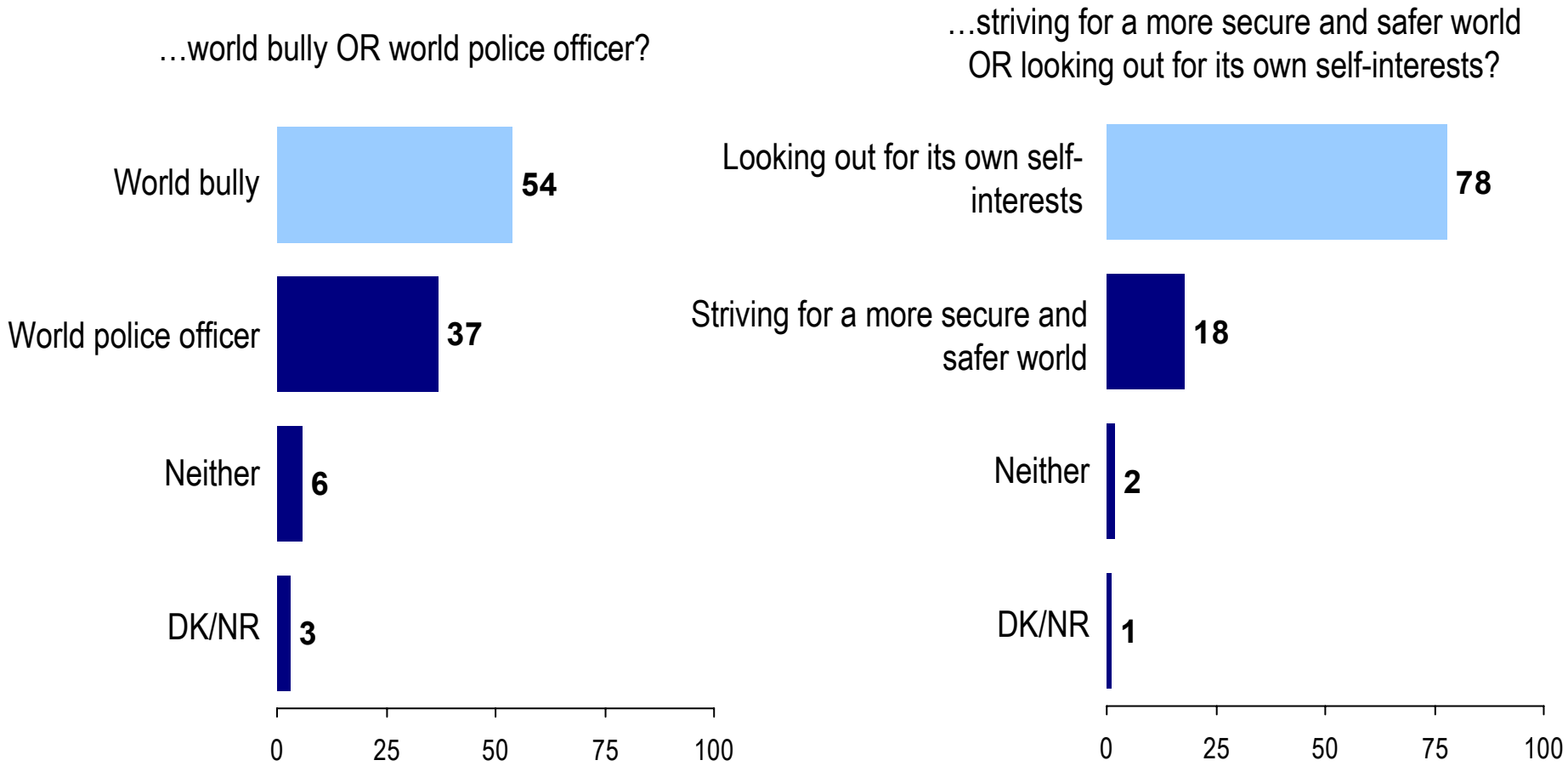
# Canada vs. the U.S. – nicer, but poorer

Q: Which country would you say ...?

			No real difference	DK/NR
...has <b>more tolerant</b> citizens	91	5	2	1
...is <b>friendlier</b>	89	6	4	1
...is <b>more respected</b> internationally	81	16	1	2
...has <b>better educated</b> citizens	70	16	7	6
...has <b>wealthier</b> citizens	17	78	2	4
...is <b>more influential</b> on the world stage	10	88	0	2

# America's role in the world: self-interested bully?

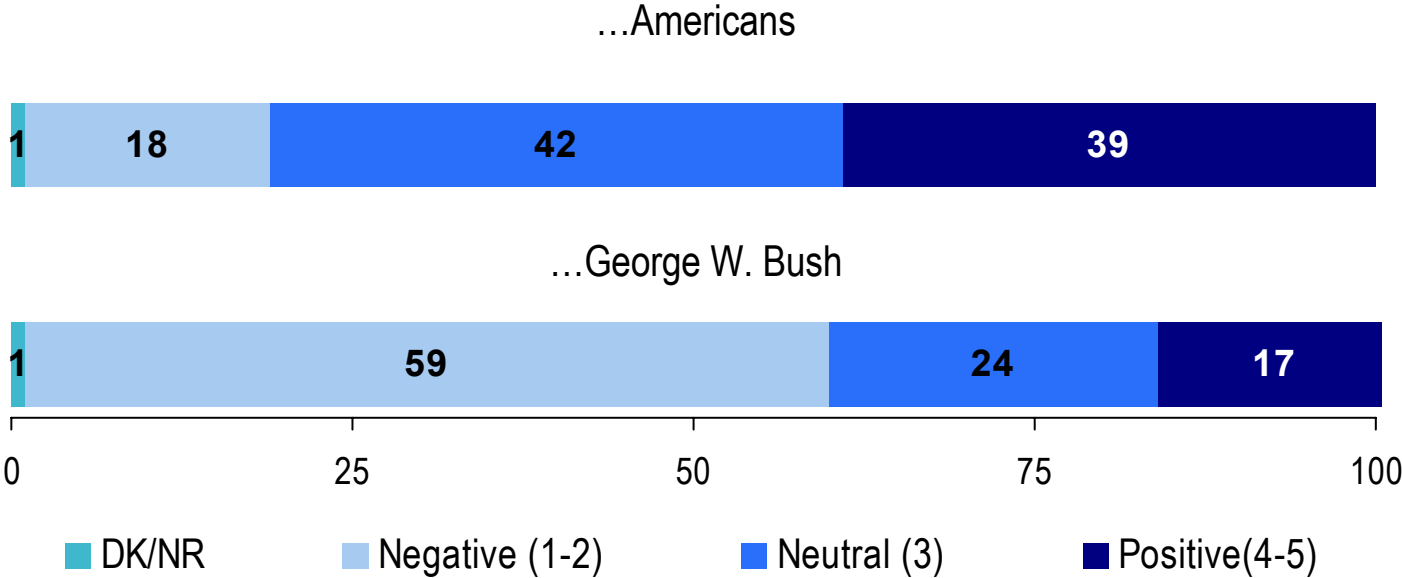
Q: And thinking broadly about the US' role in the world, which of the following two terms BEST describes that role? Would you say it is . . .



Base: All Canadians; October 13-17, 2004, n=1237

# Bush, not Americans in general, viewed negatively

Q: All things considered, how would you describe your personal views of ...?



Base: All Canadians; October 13-17, 2004, half sample



# Current Optic on Canada-U.S. Relations

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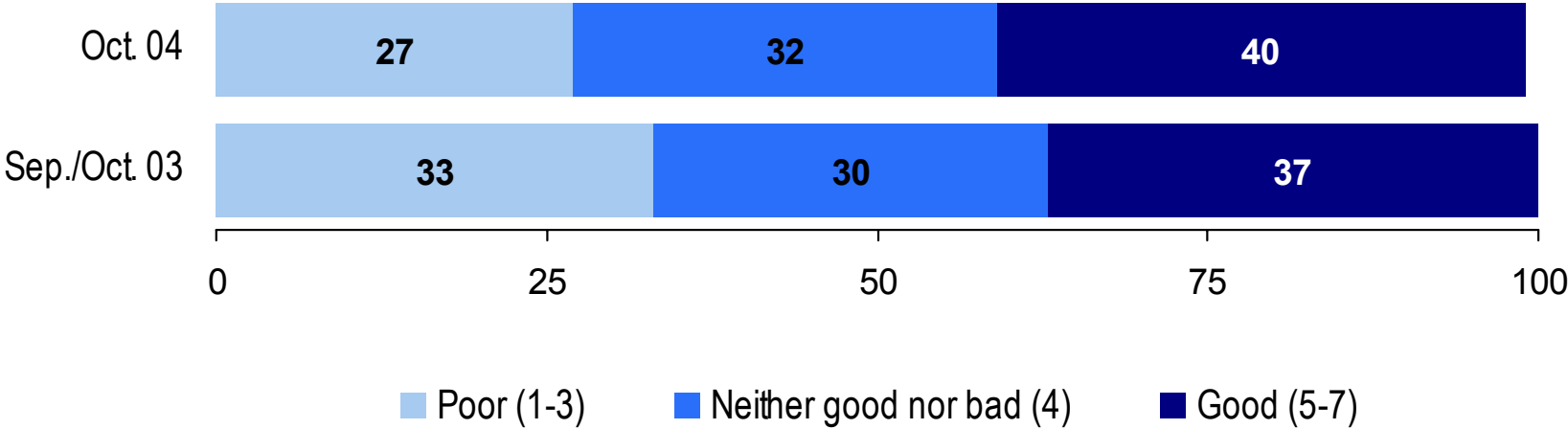
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## ■ Mixed views on relations with the U.S.

- ❖ Relations with the U.S. seen as mixed, but not in crisis (no clear sense of trajectory)
- ❖ Canadians less concerned about 'Americanization'; more confident in own identity
- ❖ Significant fault lines across these issues:
  - ✓ Quebeckers (particularly BQ supporters), NDP supporters and youth more negative towards the U.S.
  - ✓ Alberta, the Prairies and Conservatives more receptive to the U.S. and Bush

# View of Canada-U.S. relations leans to positive...

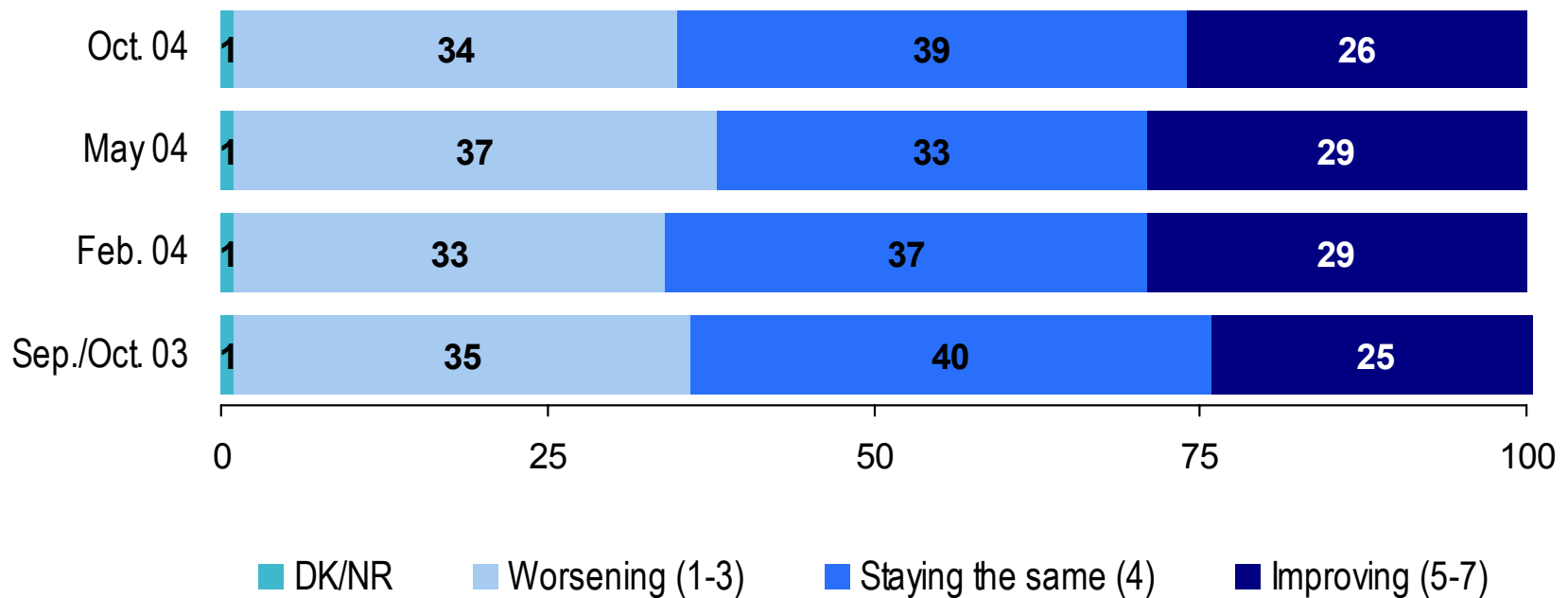
Q: How would you currently describe relations between Canada and the U.S.?



Base: All Canadians; October 13-17, 2004, n=1237

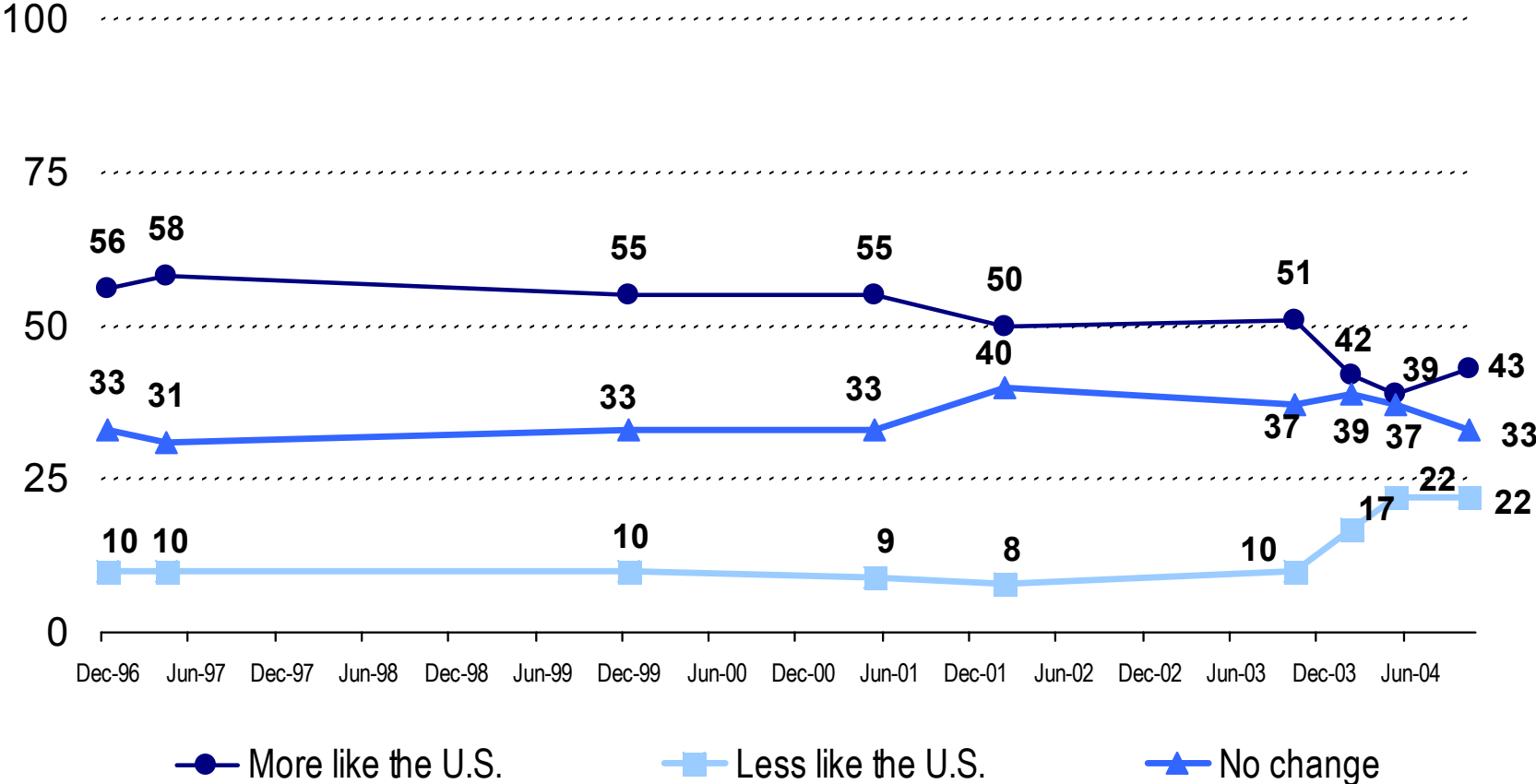
# ...but no clear trajectory

Q: All things considered, do you think relations between Canada and the U.S. are improving or worsening?



# Concern with 'Americanization' declining

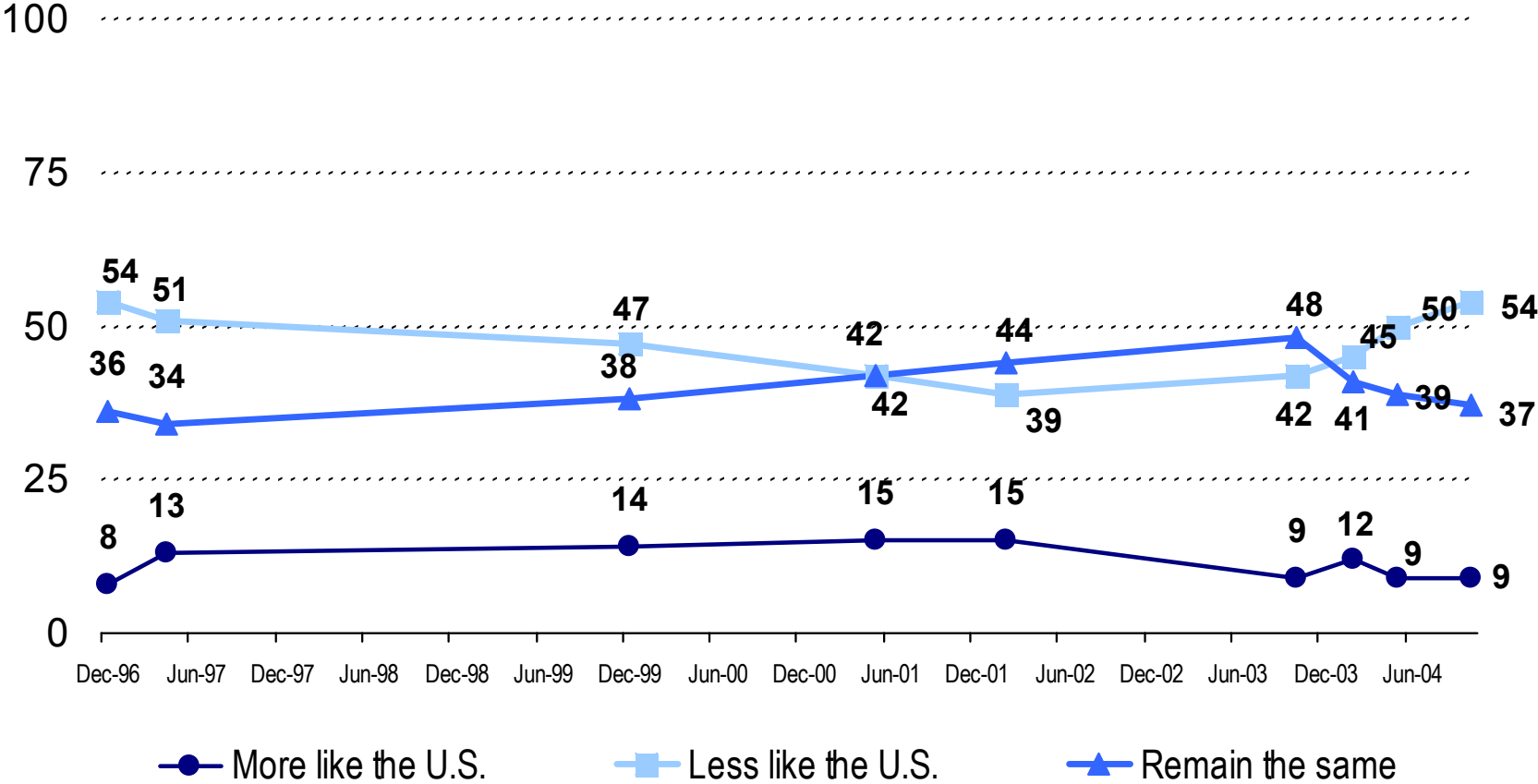
Q: Over the last 10 years, do you think Canada has become more like the United States, less like the United States, or has there been no change?



Base: All Canadians; October 13-17, 2004, n=1237

# Canadians increasingly confident in own national identity

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



Base: All Canadians; October 13-17, 2004, n=1237

# **Views on the U.S. Presidential Election**

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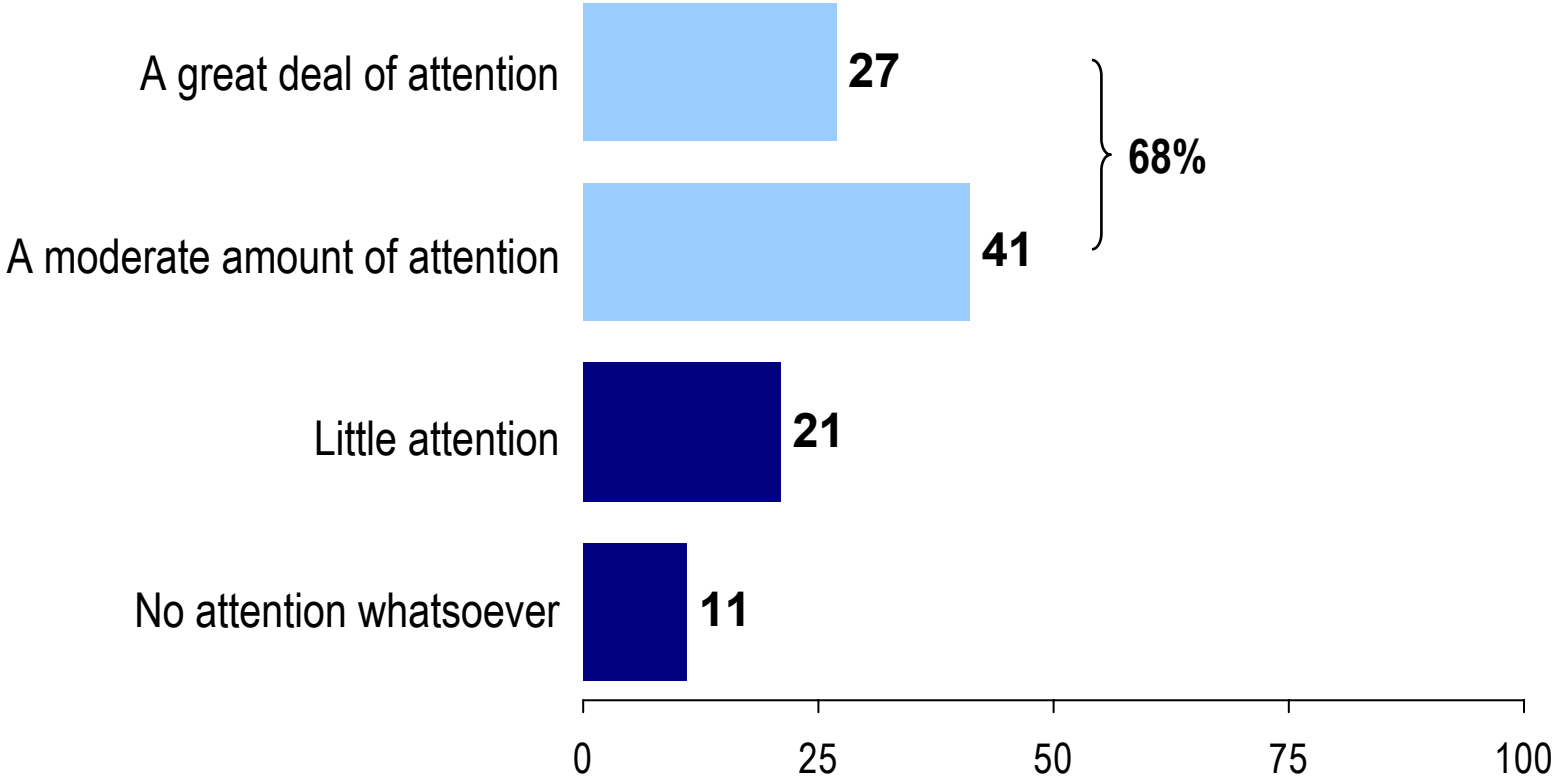
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- A historic U.S. election; Canadians passive but concerned bystanders
  - ❖ High attention; sense that stakes for Canada eclipse our own election
  - ❖ Real, profound choices for Americans



# Canadians paying attention to the presidential election

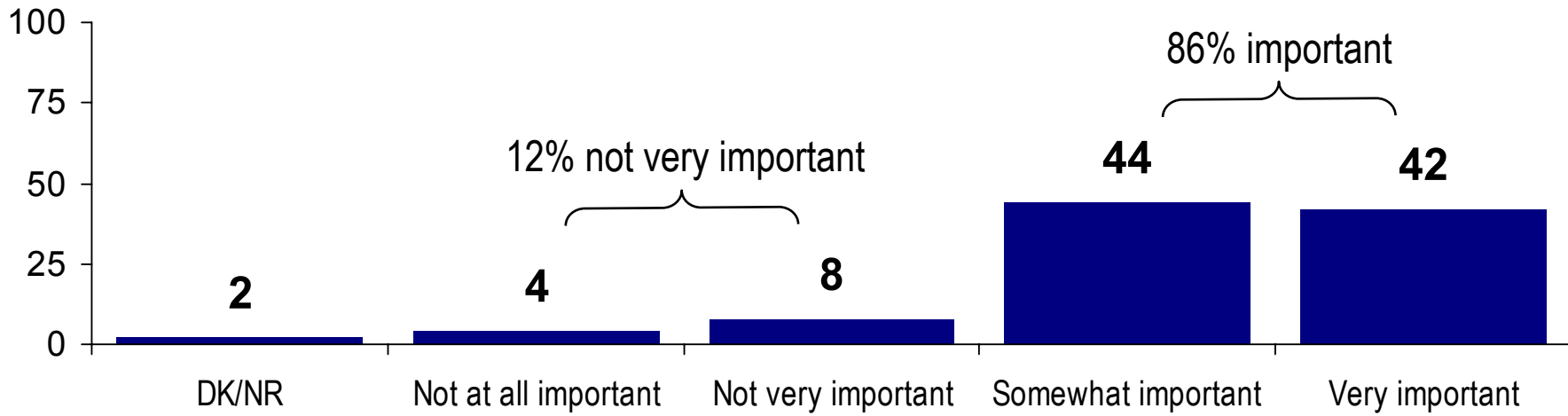
Q: How much attention have you been paying to the current Presidential election campaign in the United States? Would you say . . .



Base: All Canadians; October 13-17, 2004, n=1237

# Presidential election seen as very important for Canada

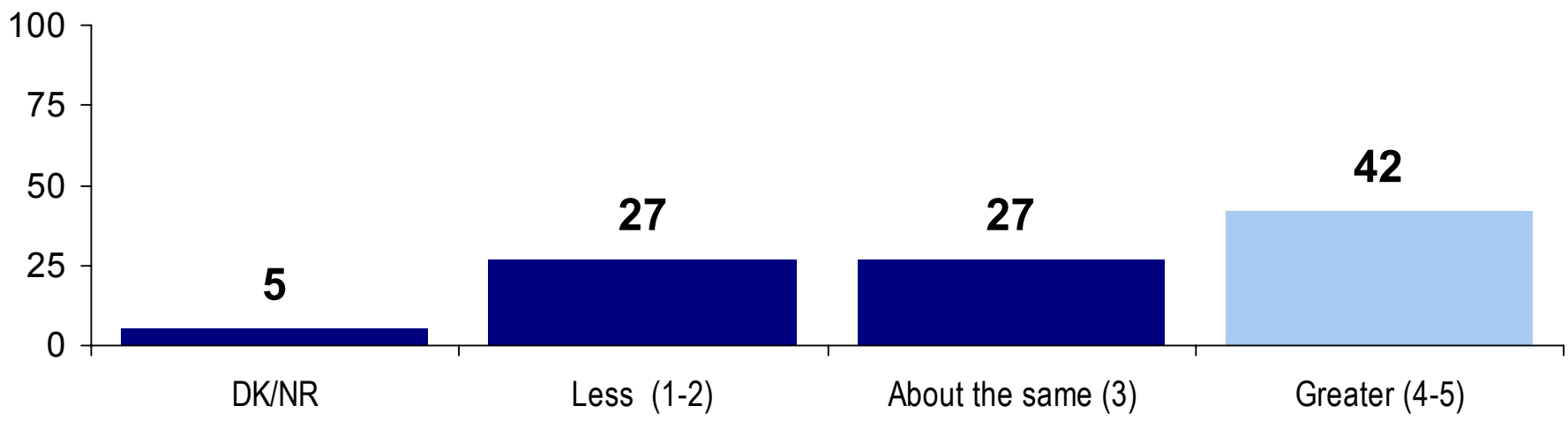
Q: And how important do you think the result of this election will be for Canada? Would you say . . .



Base: All Canadians; October 13-17, 2004, n=1237

# Impact of US election greater than impact of Cdn. election

Q: Do you think the overall impacts of the upcoming US election on Canada's economy, security and social values will be less or greater than the impacts of the last Canadian federal election?

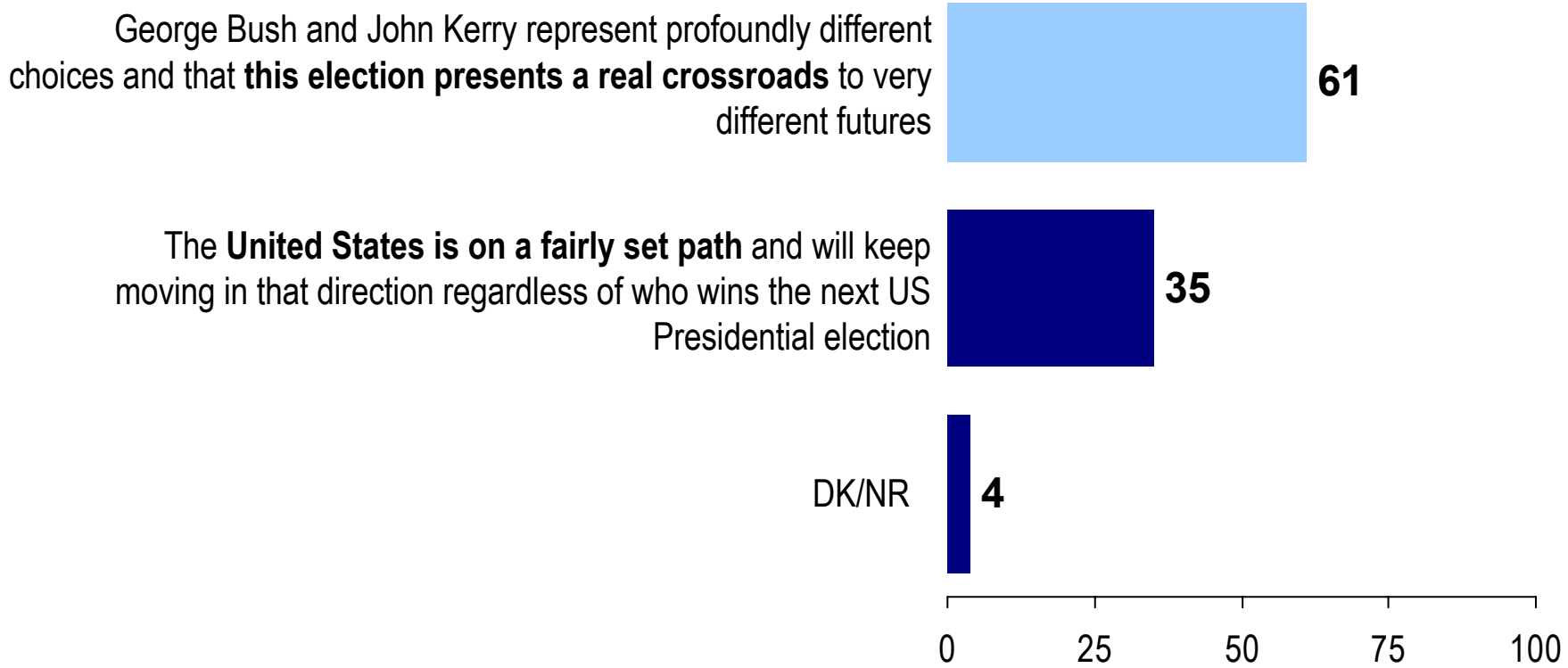


Base: All Canadians; October 13-17, 2004, n=1237

# U.S. at the crossroads...

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Q: Which of the following statements is closer to your own point of view?

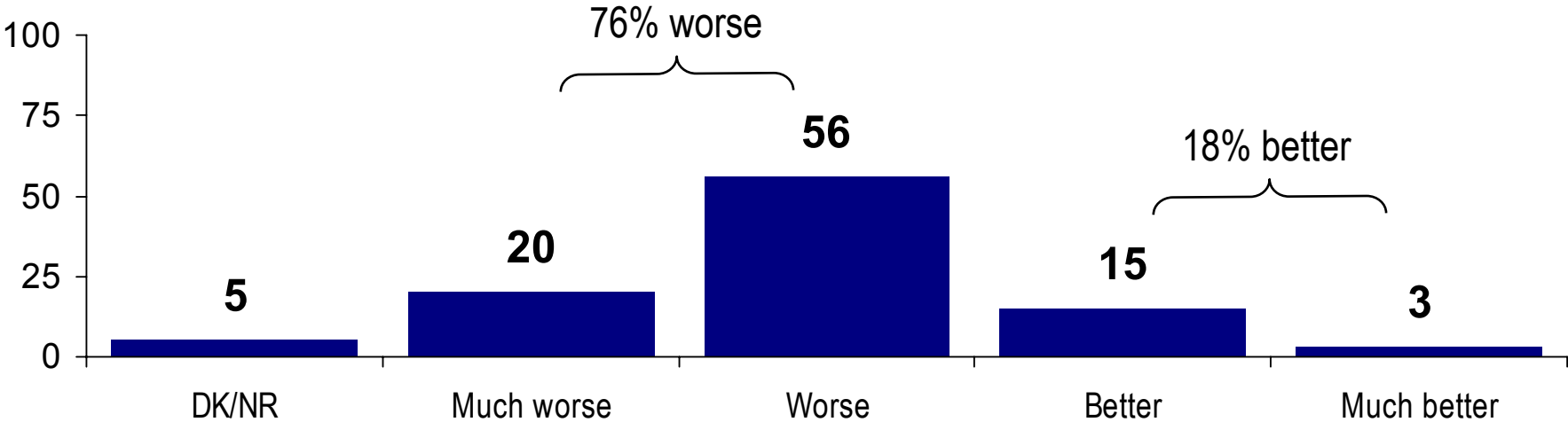


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Base: All Canadians; October 13-17, 2004, n=1237

# ...and future feared worse with Bush at the helm

Q: And will the future be better or worse if George Bush is re-elected? Would you say . . .



Base: Those who feel the U.S. is at "a real crossroads"; October 13-17, 2004, n=747

# Weighing the Options: Kerry vs. Bush

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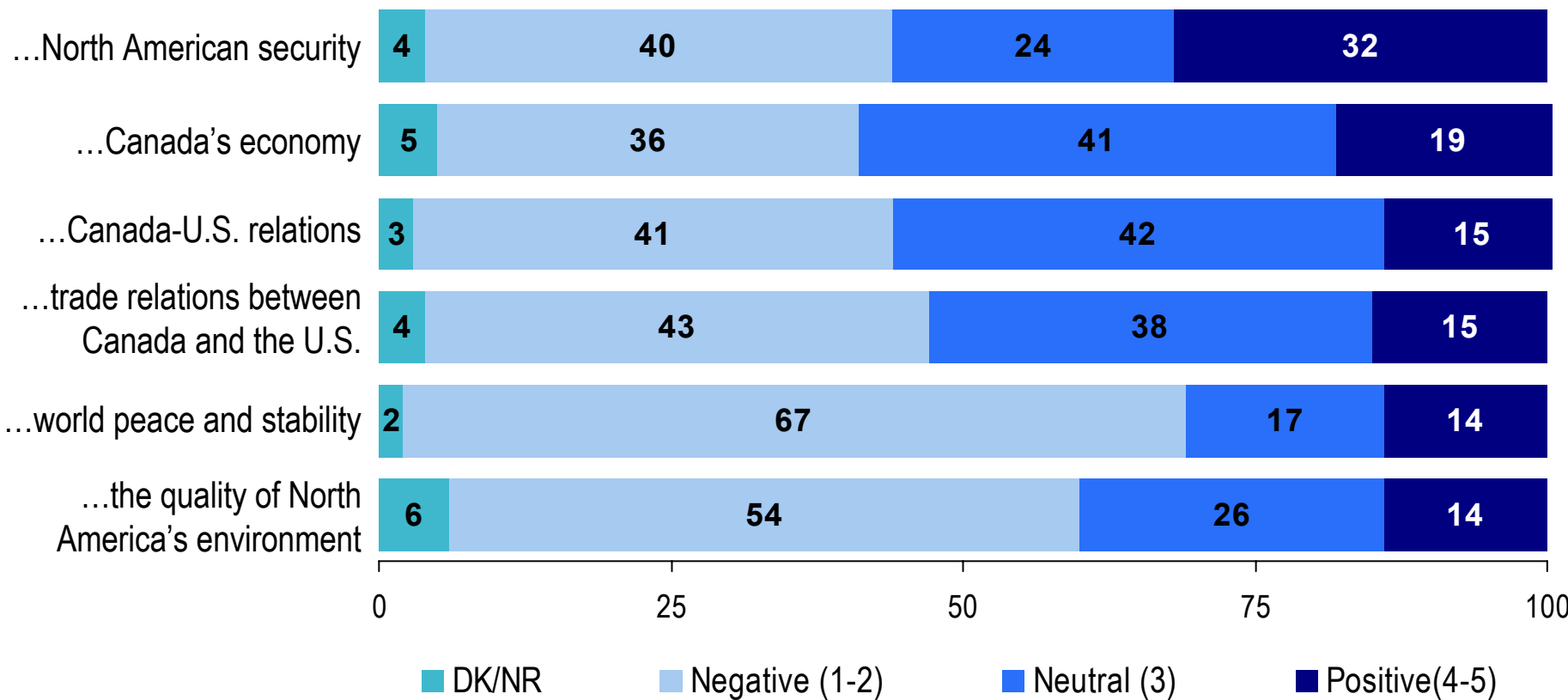
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## ■ Bush Bad/Kerry Good

- ❖ A stylized portrait of a dark and dangerous Bush-led America versus a brighter, safer, Kerry-led America
  - ❖ Bush seen as unwitting architect of instability and danger
  - ❖ Huge preference for Kerry; sense of razor-thin margin leaning for Bush
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# Bush win negative impact overall, but mixed on security

Q: What impact would a **George W. Bush** win have on...?

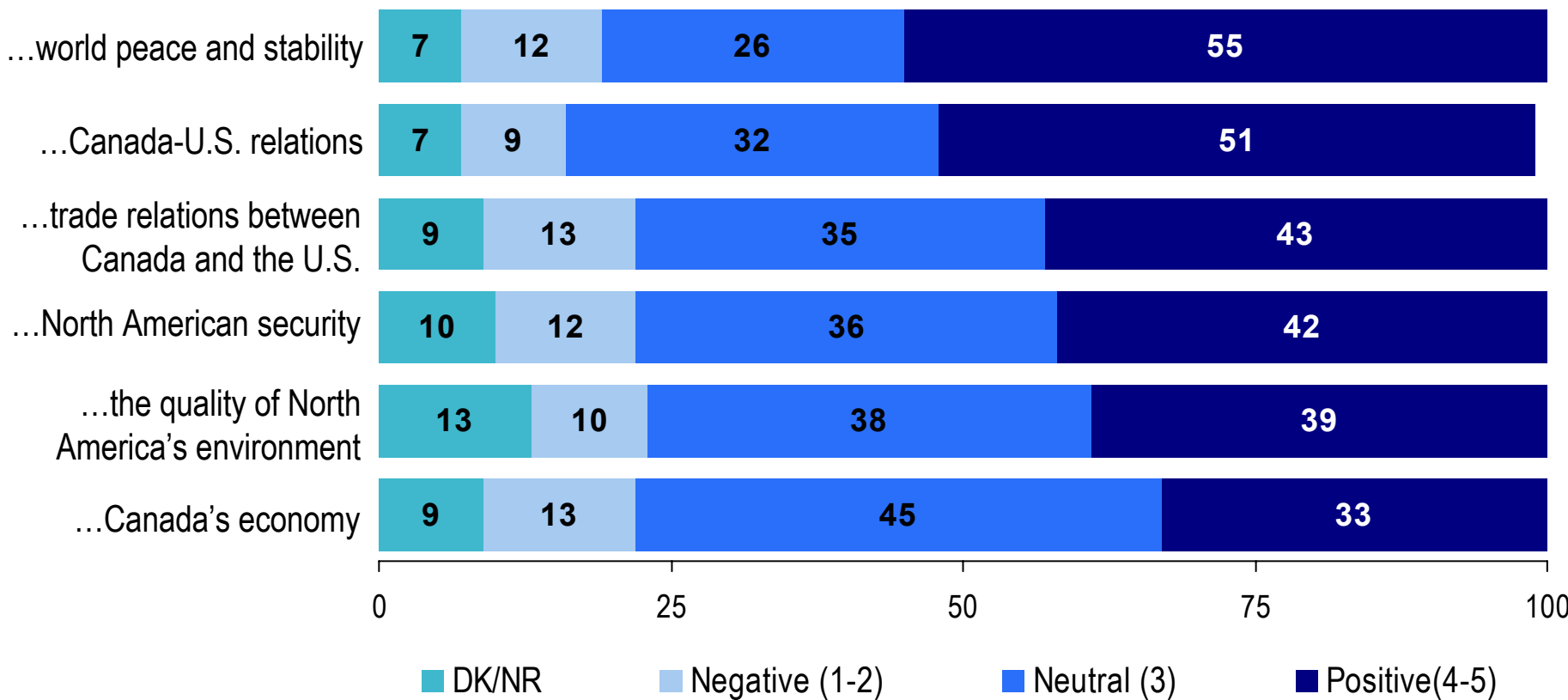


Base: All Canadians; October 13-17, 2004, half sample



# Kerry win seen as having a positive or neutral impact

Q: What impact would a **John Kerry** win have on...?



Base: All Canadians; October 13-17, 2004, half sample

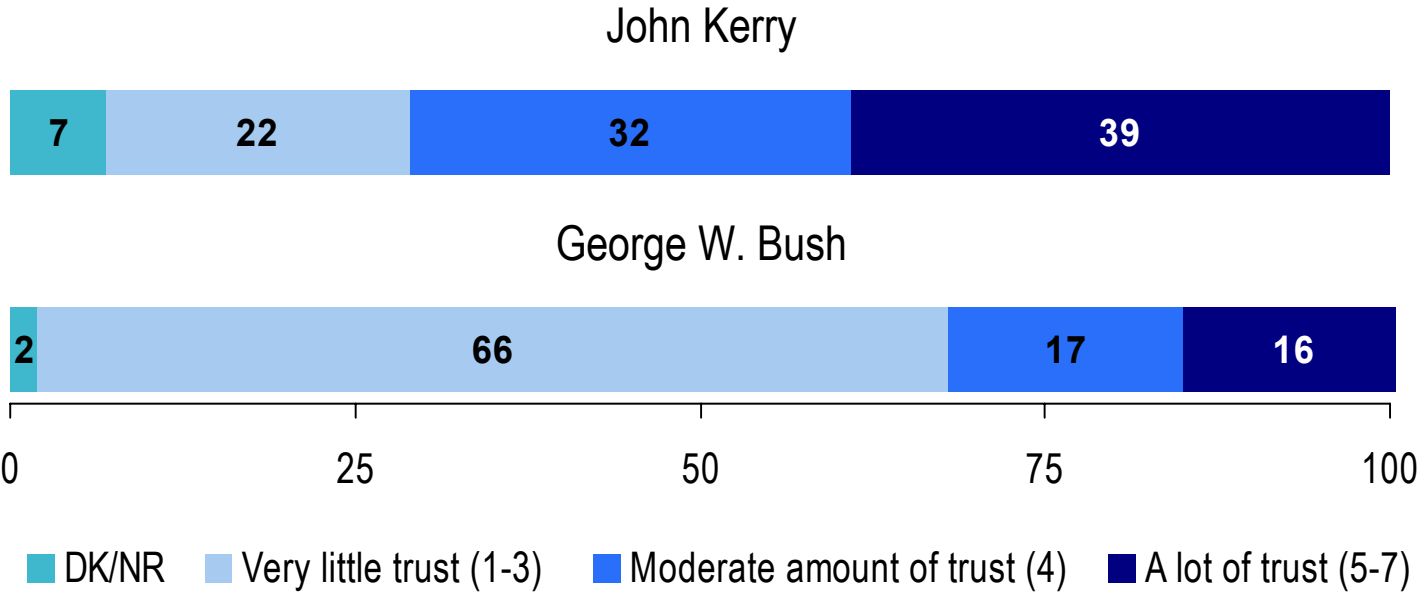
# Comparative impacts of a Kerry/Bush victory

Q: What impact would a [George W. Bush/John Kerry] win have on...?

	Net difference (Positive – Negative)		Net Advantage
	George W. Bush	John Kerry	
...world peace and stability	-53	+43	+96 Kerry
...the quality of North America's environment	-40	+29	+69 Kerry
...Canada-U.S. relations	-26	+42	+68 Kerry
...trade relations between Canada and the U.S.	-28	+30	+58 Kerry
...North American security	-8	+30	+38 Kerry
...Canada's economy	-17	+20	+37 Kerry

# Kerry seen as more trustworthy than Bush

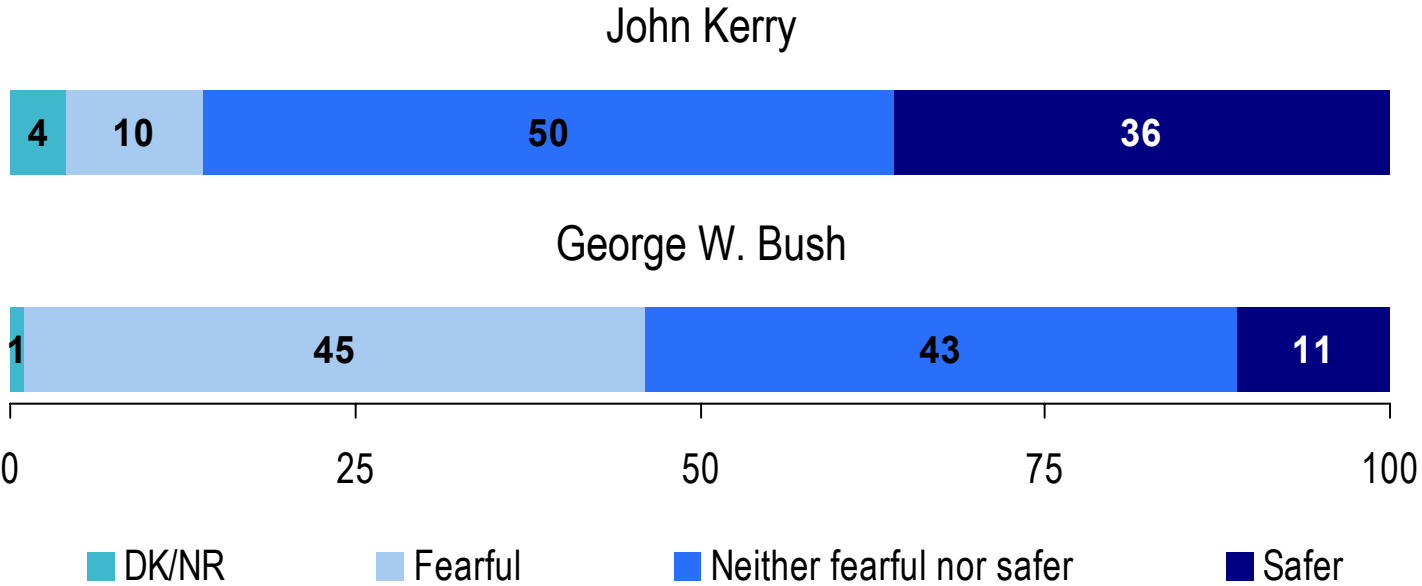
Q: How much trust do you have in....



Base: All Canadians; October 13-17, 2004, n=1237

# Bush win provokes fear, Kerry win more neutral feelings

Q: And thinking more broadly, would you feel safer, fearful, or neither if ... won?

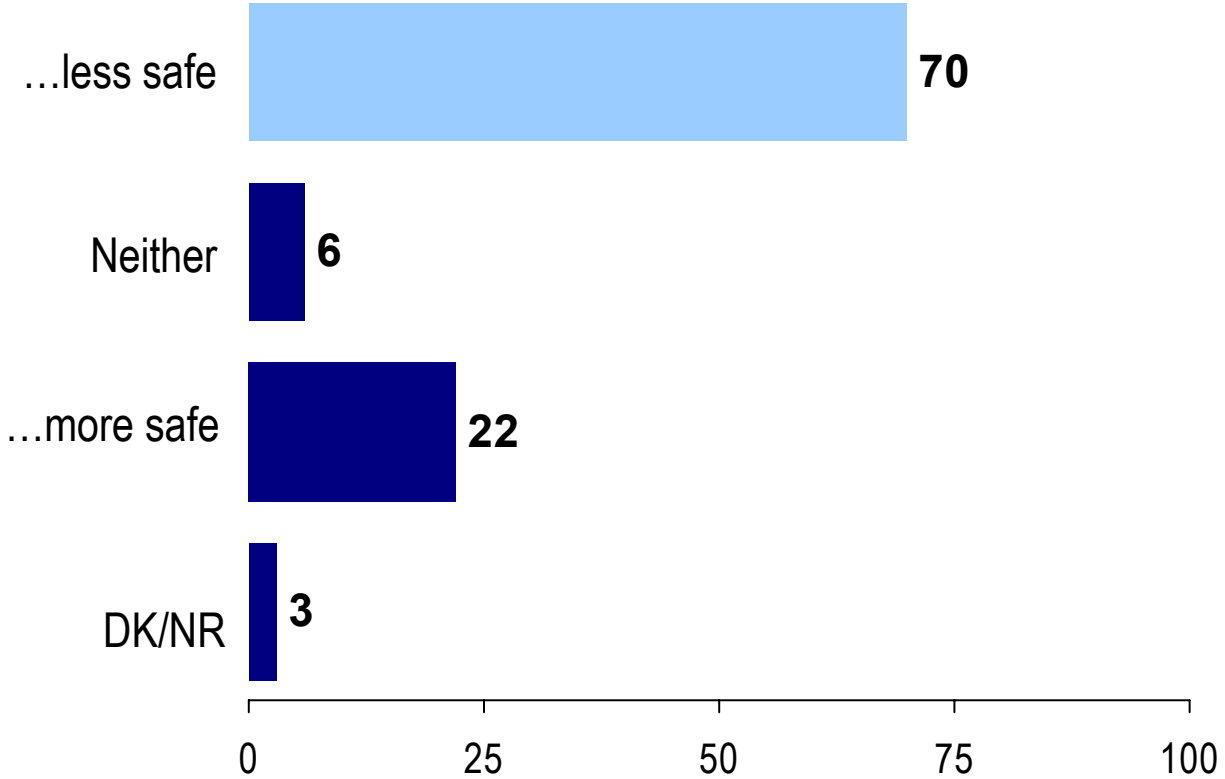


Base: All Canadians; October 13-17, 2004, half sample

# Bush believed to have made the world less safe

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Q: Would you say the George Bush's policies and actions have made the world . . .



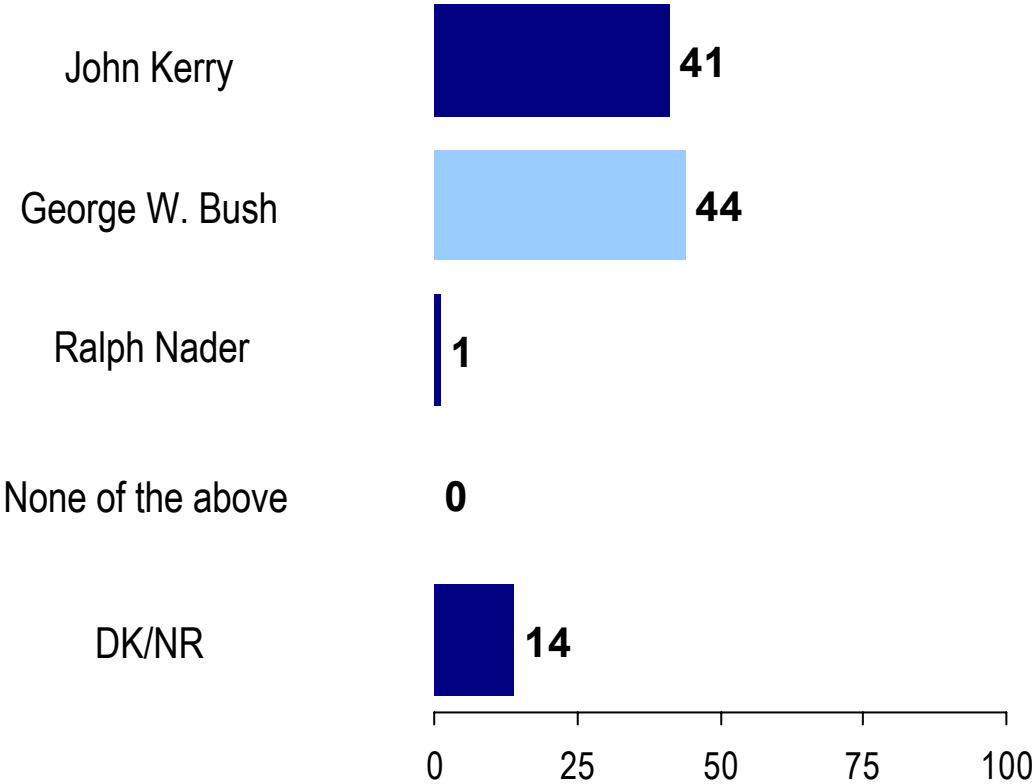
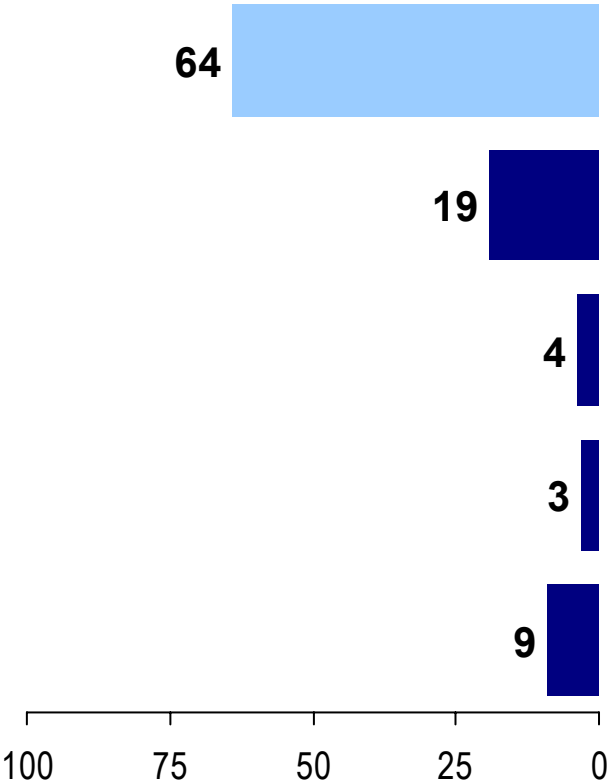
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Base: All Canadians; October 13-17, 2004, n=1237

# Kerry desired winner, but Bush re-election slightly more likely

Q: Who would you LIKE to see win the election?

Q: Who would you think WILL win the election?



Base: All Canadians; October 13-17, 2004, n=1237

# Terrorism, Security and Defence in North America

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- Real terror, but not here; we must, however, be vigilant
  - ❖ Broad subscription to reality of war on terror
  - ❖ Growing opposition to missile defence
  - ❖ Generalized sense that we are coasting, piggybacking, and punching under our own weight in areas of defence and security
  - ❖ Paradox of subscription to security ethic despite picayune sense of imminent national risk

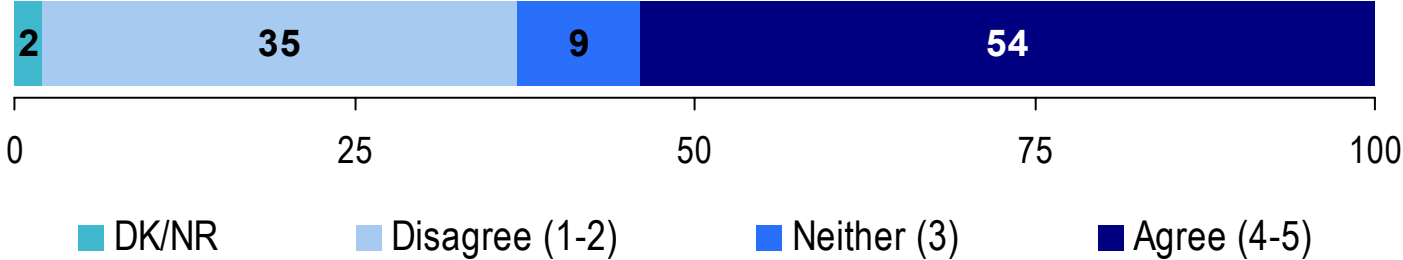


# Bush's "global war on terror" seen as a reality

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Q: Please tell me the extent to which you agree or disagree with the following.

I agree with President Bush that there is a global war on terror



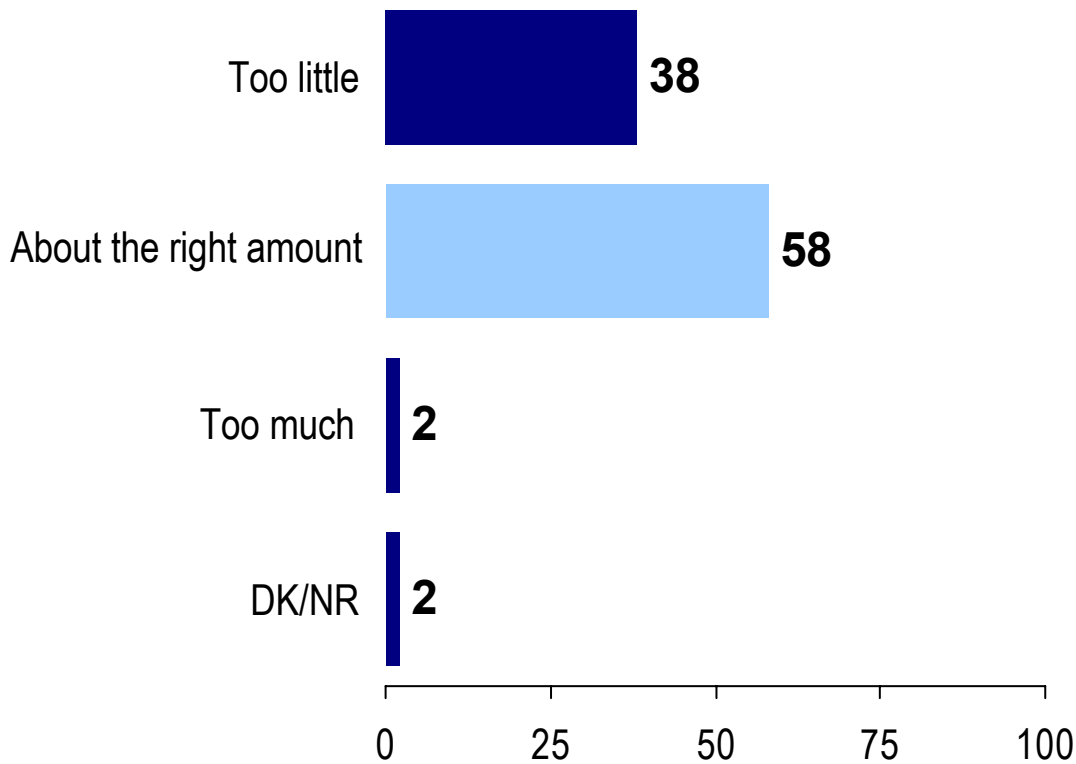
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Base: All Canadians; October 13-17, 2004, n=1237

# Response to terrorism adequate, but lean is to doing more

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**Q:** How would you rate Canada's participation in that war? Would you say we are doing too little, too much, or about the right amount?

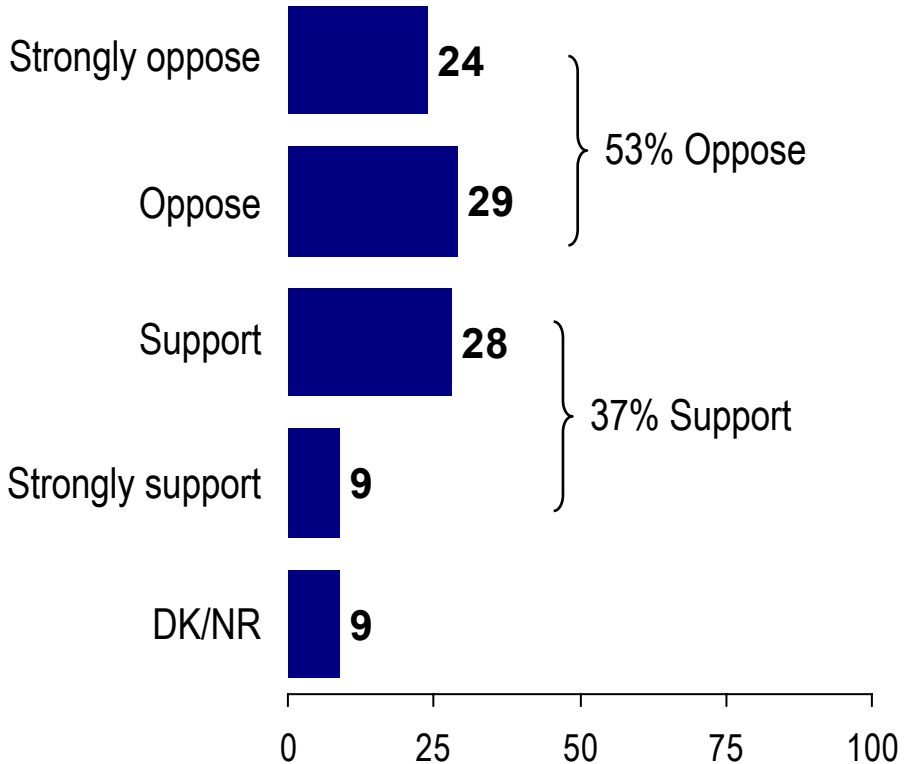


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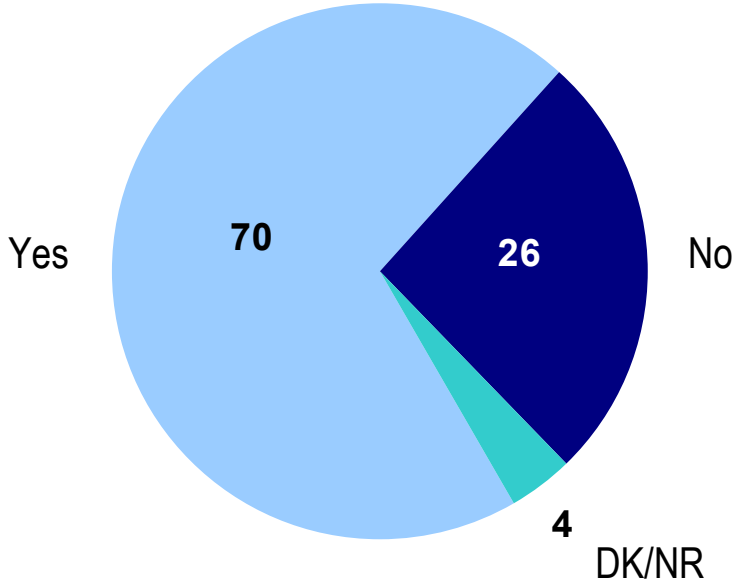
**Base:** Those who think there is a war on terror; October 13-17, 2004, half sample

# Participation in missile defence

**Q:** Would you say you support or oppose Canada's participation in the United States' ballistic missile defence program for North America?



**Q:** Do you think the US would punish Canada in some way if we don't participate in the missile defence program?

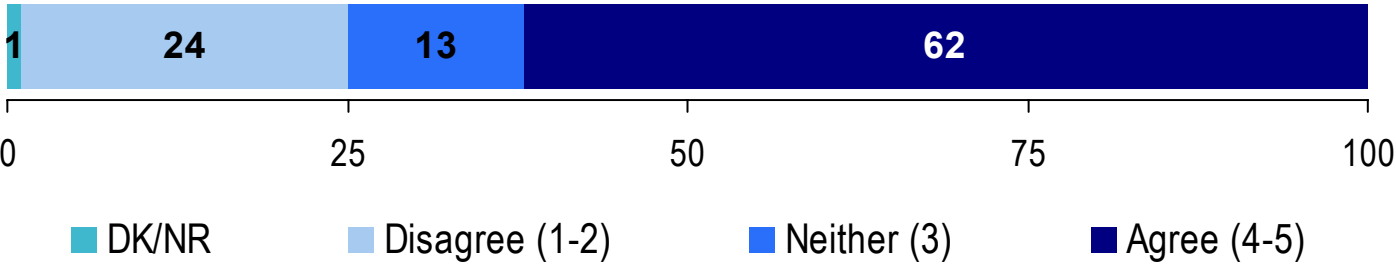


Base: All Canadians; October 13-17, 2004, n=1237

# Canada's military seen as needing greater independence

Q: Please tell me the extent to which you agree or disagree with the following.

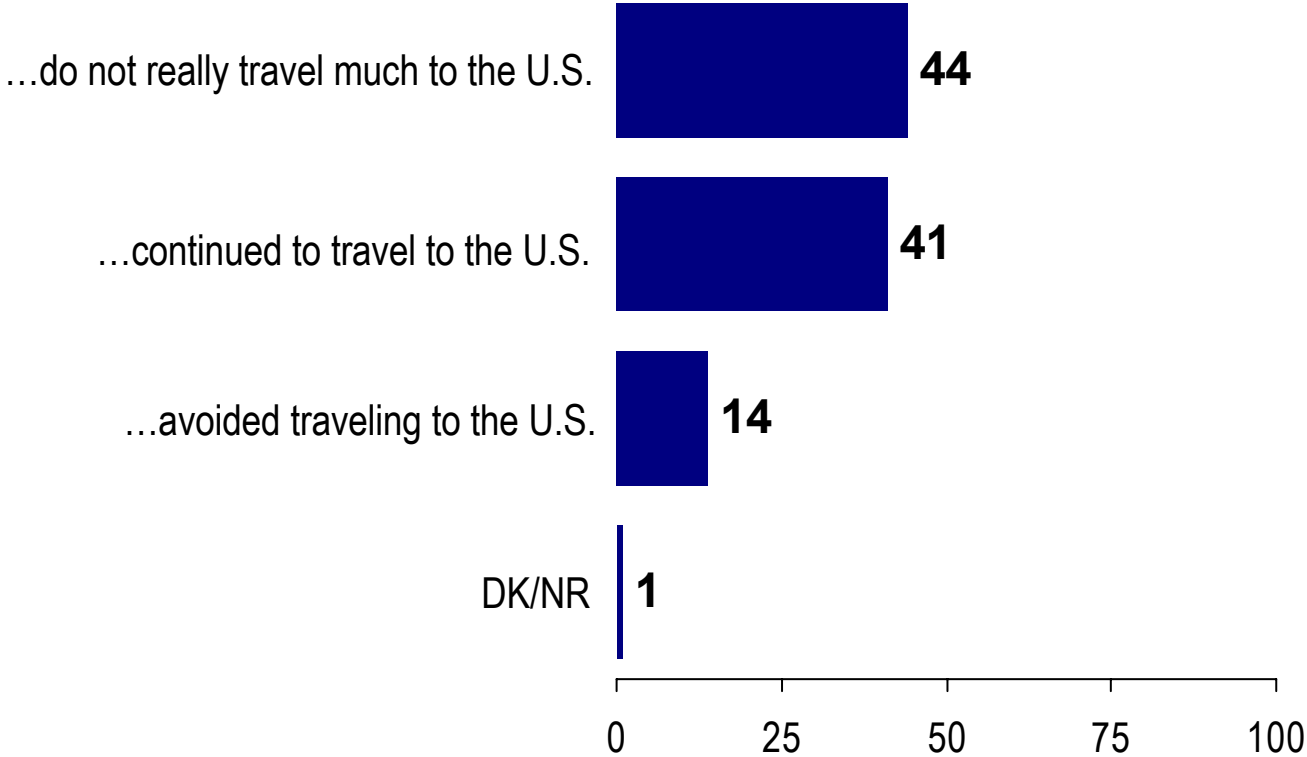
Canada relies too much on the US military for our own defense



# Canadians not avoiding travel to the U.S.

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Q: Some people say that they have avoided traveling to the US since September 11th. What about you personally, would you say you have . . .

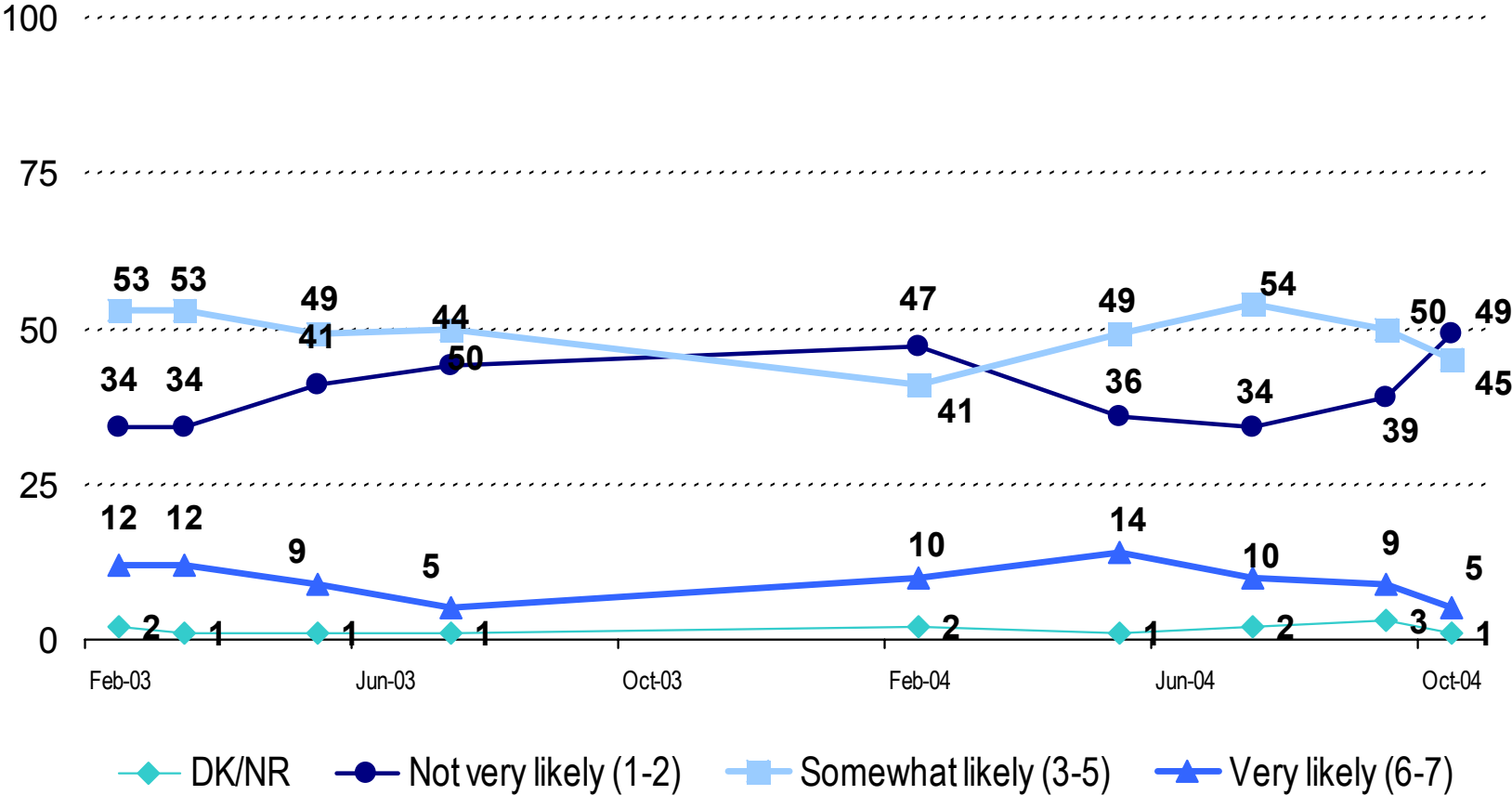


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Base: All Canadians; October 13-17, 2004, n=1237

# Likelihood of terrorist attacks in Canada – “not”

Q: How likely do you think it is that Canada will suffer from a terrorist attack in the coming year?



Base: All Canadians; October 13-17, 2004, n=1237

# War in Iraq

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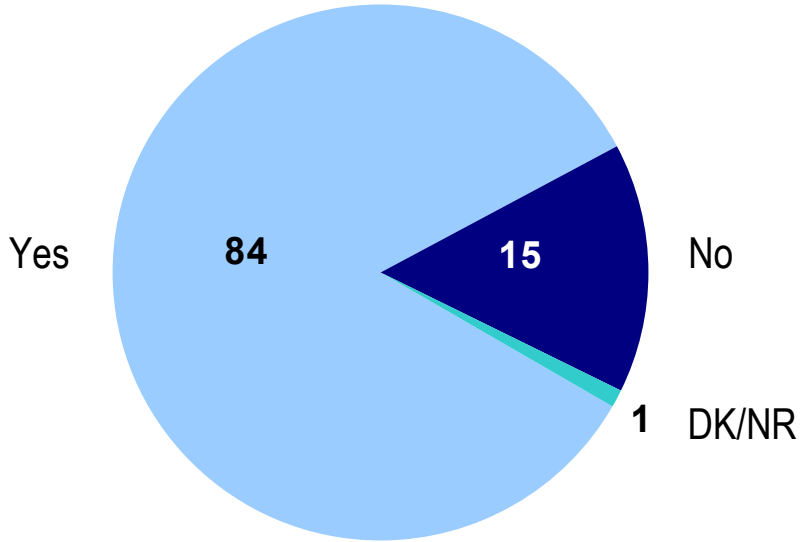
- The Iraq war in the rear-view mirror: ambiguity banished
  - ❖ Overwhelming consensus of “rightness” of Canadian position
  - ❖ Dramatic decline in initial ambiguity (Canada right but U.S. justified too); replaced with strong consensus that U.S. was wrong and Canada was right
  - ❖ Spurious conviction that dissenting position produced corrosive effects on U.S. outlook



# Cdns. stand behind decision not to participate in Iraq war

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Q: In hindsight, do you think that **Canada was justified** in its decision NOT to join US led forces in Iraq?

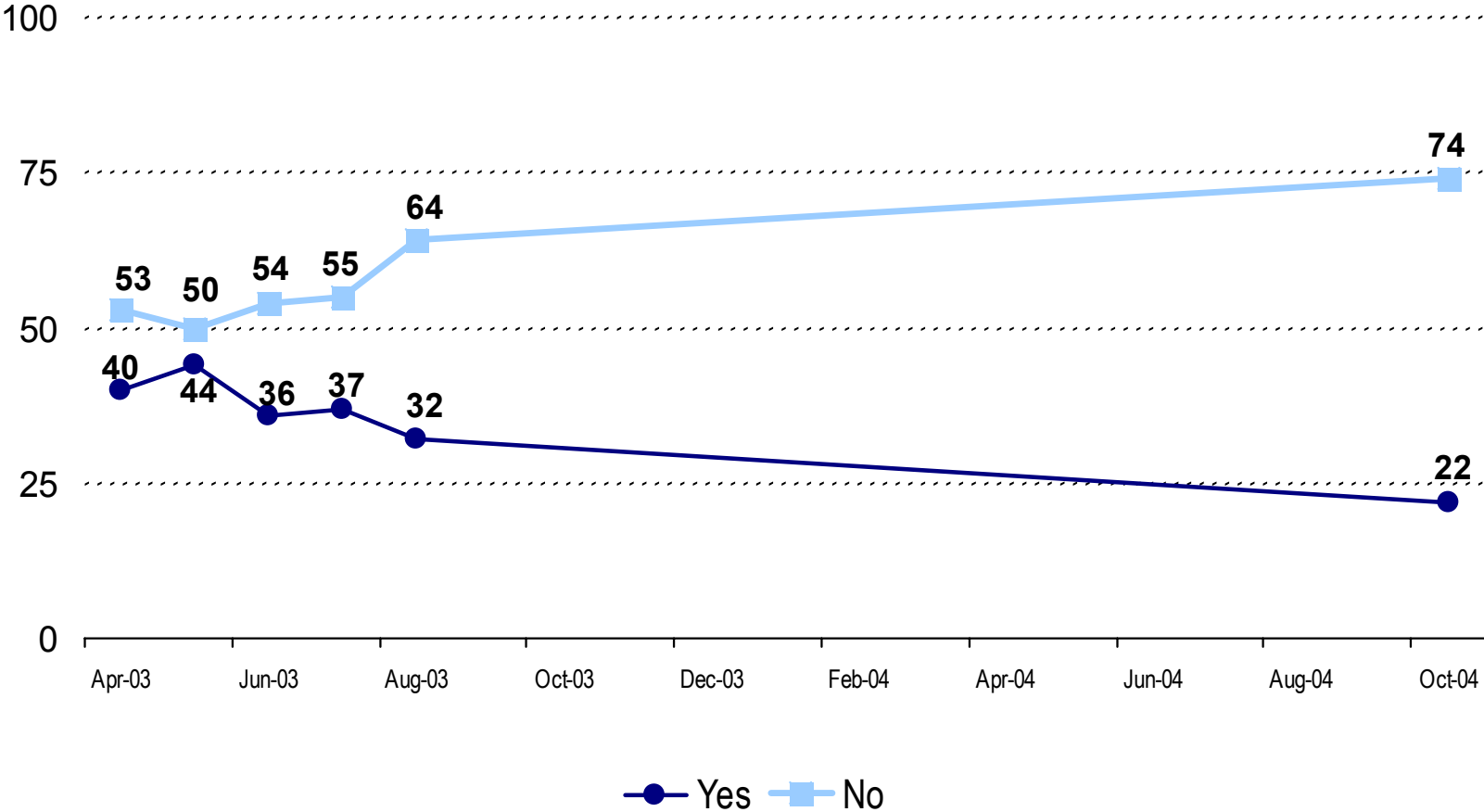


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Base: All Canadians; October 13-17, 2004, n=1237

# War in Iraq increasingly seen as unjustified

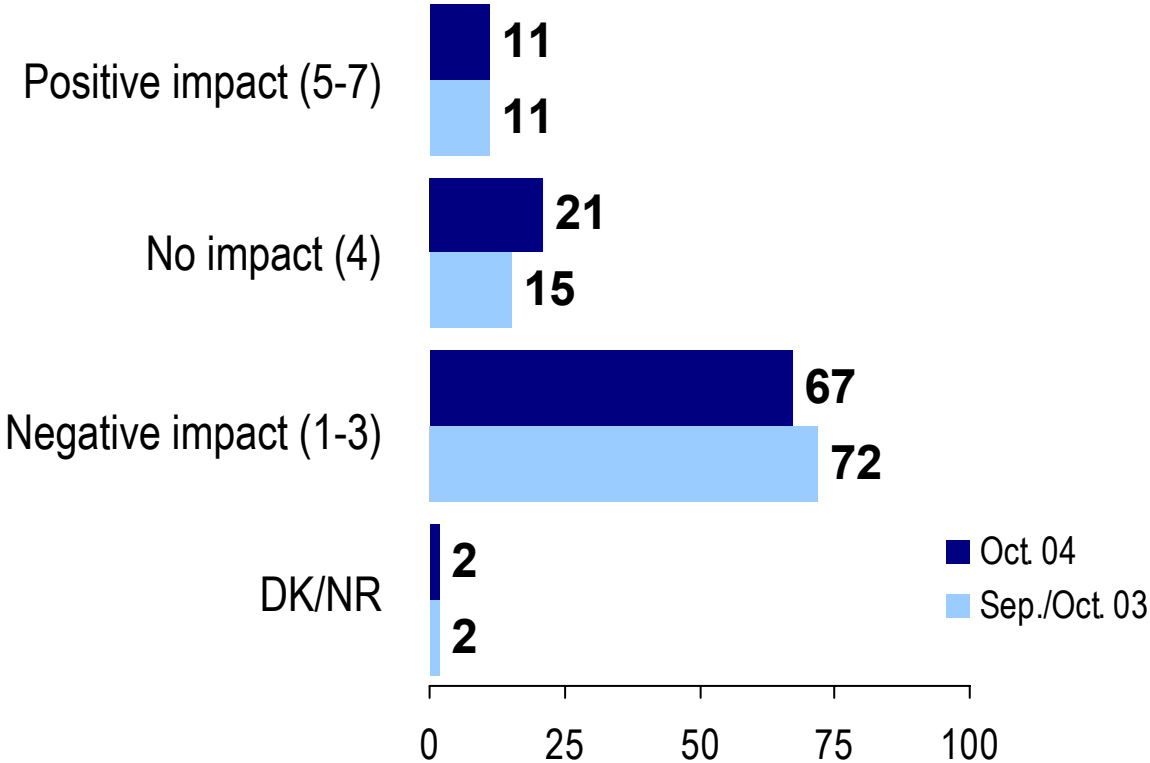
Q: In hindsight, do you think that the United States was justified in its decision to invade Iraq?



Base: All Canadians; October 13-17, 2004, n=1237

# Canadians believe position on Iraq had negative effect

Q: All things considered, what impact do you think Canada's position on Iraq has had on relations with the United States?



Base: All Canadians; October 13-17, 2004, n=1237

# Divisions and Fault Lines Among the Canadian Public

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- More consensus than division on most issues, however, there are some key differences:
    - ❖ Quebec is most negatively disposed to the U.S. and to Bush
    - ❖ Alberta, the Prairies and conservatives much more favourably oriented to Bush (and the U.S.)
    - ❖ Young Canadians express higher level of concern with Bush and current American direction
    - ❖ Higher SES Canadians more supportive of Kerry and more concerned with Bush
    - ❖ NDP and BQ supporters very anti-Bush and American foreign policy
    - ❖ Women somewhat more pro-Kerry
    - ❖ Ironically, conservatives in Canada are more favourable to the U.S. whereas American Democrats and liberals more favourable to Canada
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