



## **Canadians and Americans disconnect on business values, survey finds.**

*Integrated Canada/US energy policy a political green light*

Ottawa, October 11, 2005 – A cross-border survey of Canadians and Americans released by polling firm SES Research found a fundamental disconnect on perceptions related to business values between the North American neighbours.

“Although 63% of Canadians identified the United States as the country with the closest business values to Canada, Canada ranks 3<sup>rd</sup> behind Japan and the United Kingdom in the eyes of Americans,” explained SES President Nikita Nanos.

“However, despite this difference on business value perceptions, Canadians and Americans were in agreement over the need for an integrated energy policy and cooperation on national security, border security and anti-terrorism measures,” added Nanos.

Other research findings included:

- Canadians were more likely to be suspicious of American goods and people crossing the Canadian border than Americans were of Canadian goods and people crossing the U.S. border,
- Canadians and Americans believed that Canada and the United States should be moving towards greater and closer cooperation on national security, border security, and anti-terrorism measures;
- Canadians and Americans believed that it was important for Canada and the United States to work together to develop an integrated energy policy to remove dependence on Middle East oil, and;
- The United Kingdom score among Americans on many measures could be a result of the “good ally halo effect.”



SES Research, in partnership with the State University of New York at Buffalo has embarked on a co-operative research initiative known as The Niagara Report: An Annual Profile of the Canada-U.S. Relationship. The project was sponsored by the City of Niagara Falls, NY, the City of Niagara Falls, Ontario, the Niagara Bridge Commission, the Ontario Truckers' Association and Magavern, Magavern & Grimm, L.L.P.

The online surveys, conducted between August 22<sup>nd</sup> and August 24<sup>th</sup>, 2005 surveyed 1,103 Canadians and 1,057 Americans 18 years of age and older. The margin of accuracy for both surveys is  $\pm 3.0\%$  19 times out of 20. The results are representative of the populations in both Canada and the United States. The research was registered and completed in accordance with the standards of the Marketing Research and Intelligence Association of which SES is a member.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.

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For further information:

Mr. Nikita Nanos, CMRP  
SES Research  
(613) 234-4666  
[nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)



## The Niagara Report An Annual Profile of the Canada – U.S. Relationship

SES Research, in partnership with the State University of New York at Buffalo has embarked on a co-operative research initiative known as The Niagara Report: An Annual Profile of the Canada-U.S. Relationship. The objective of the initiative is to add to the unfolding dialogue and discussion on Canada-US Relations in a manner that engages stakeholders, institutions and entrepreneurs in a direct fashion.

Original research based on the opinions of 1,000 Canadians and 1,000 Americans will serve as the basis for the report. Parallel questions on bi-national issues will be asked by means of a random representative on-line sample of Canadians and Americans. Launched in 2005, the study is conducted annually to allow for a longitudinal analysis of the evolving relationship between Canada and the United States.

This initiative is intended as a mechanism through which Canadian and American regional and national stakeholders and institutions can (i) measure ongoing public opinion on issues relevant to the Canada-U.S. relationship, and (ii) provide a communication vehicle for key messaging within national, state and provincial capitals.

SES is the lead organization conducting the research and will donate the data file to the State University of New York at Buffalo. The Canadian Consulate General in Buffalo played a key role in conceptualizing and facilitating the project launch.

We would like to acknowledge the generous support of the following research sponsors.



Magavern, Magavern & Grimm, L.L.P.,  
Buffalo, New York



For further information on this initiative please contact:

Nikita Nanos  
SES Research  
613-234-4666  
[nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

Munroe Eagles  
University at Buffalo  
716-645-6000 x.1149  
[eagles@buffalo.edu](mailto:eagles@buffalo.edu)

Dan Kolundzic  
Canadian Consulate General  
716-858-9605  
[daniel.kolundzic@international.gc.ca](mailto:daniel.kolundzic@international.gc.ca)

Inquiries related to sponsoring research and adding questions to the study should be directed to SES Research. The research findings are available on the SES website at [www.sesresearch.com](http://www.sesresearch.com).

## Methodology

To follow is a review of the findings of a research initiative conducted by SES Research in conjunction with the State University of New York at Buffalo.

Between August 22<sup>nd</sup> and August 24<sup>th</sup>, 2005 SES completed an online survey of 1,103 Canadians 18 years of age and older randomly selected from a list of online panel participants. It is accurate  $\pm 3.0$  percentage points, 19 times out of 20.

On August 22<sup>nd</sup> and August 23<sup>rd</sup>, 2005 SES completed an online survey of 1,057 Americans 18 years of age and older randomly selected from a list of online panel participants. It is accurate  $\pm 3.0$  percentage points, 19 times out of 20.

The research was completed in accordance with the standards of the Marketing Research and Intelligence Association (MRIA) and was registered with the MRIA. Readers should note that percentages may not add up to 100% due to rounding.

Canadians and Americans were prompted to select countries that most closely aligned on a series of issues. The top six trading partners to both countries were used consistently. Canadian respondents chose from a list that included the US and American respondents chose from a list that included Canada.

Readers should note that all demographic indicators are within the margin of accuracy when compared to the census data. The survey is a fair representation of the Canadian and American populations at large.

For more information, please contact:

Mr. Nikita Nanos, CMRP  
 President and CEO  
 SES Research  
 (613) 234-4666  
[nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

## Perceptions on National Interest

<b>The United States/Canada should follow its own interests, even if this leads to conflict with other nations.</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
Strongly agree	22	19	3
Agree	39	32	7
Neither agree nor disagree	18	20	2
Disagree	15	20	5
Strongly disagree	4	7	3
Unsure/Can't choose	2	2	ND



## Perceptions on Human Rights

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of human rights?			
Rank 1			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	43	51	8
Britain	36	41	5
Japan	2	2	ND
France	15	2	13
Germany	4	2	2
China	0.4	1	0.6
Mexico	0.4	2	1.6

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of human rights?			
Rank 2			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	26	32	6
Britain	43	42	1
Japan	3	5	2
France	15	6	9
Germany	8	6	2
China	2	3	1
Mexico	4	6	2



## Perceptions on Family Values

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of family values?			
Rank 1			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	43	41	2
Britain	30	36	6
Japan	8	12	4
France	12	2	10
Germany	3	2	1
China	2	3	1
Mexico	2	5	3

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of family values?			
Rank 2			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	24	30	6
Britain	40	34	6
Japan	7	10	3
France	12	5	7
Germany	8	7	1
China	5	8	3
Mexico	4	7	3



THE NIAGARA REPORT - A PROFILE OF THE CANADA-US RELATIONSHIP – CANADIAN-AMERICAN SURVEY

## Perceptions on Business Values

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of business values?			
Rank 1			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	63	18	45
Britain	17	26	9
Japan	9	39	30
France	4	1	3
Germany	4	6	2
China	3	9	6
Mexico	1	1	ND

Thinking about the United States/Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with the United States/Canada in terms of business values?			
Rank 2			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	16	19	3
Britain	38	24	14
Japan	18	17	1
France	9	4	5
Germany	10	15	5
China	7	18	11
Mexico	3	3	ND



## Perceptions on Foreign Shipments

Thinking about when a package or a shipping container of goods enters the United States/Canada from one of the countries below, please rank the first and second country that American/Canadian custom officials should thoroughly inspect the shipment?			
Rank 1			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	24	5	19
Britain	1	3	2
Japan	3	5	2
France	2	6	4
Germany	3	4	1
China	28	28	ND
Mexico	39	49	10

Thinking about when a package or a shipping container of goods enters the United States/Canada from one of the countries below, please rank the first and second country that American/Canadian custom officials should thoroughly inspect the shipment?			
Rank 2			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	13	9	4
Britain	7	4	3
Japan	7	8	1
France	3	11	8
Germany	7	10	3
China	29	32	3
Mexico	33	25	8



## Perceptions on Visitors at the Border

<b>Thinking about when a visitor from one of the countries below arrives at the American/Canadian border, please rank the first and second country whose visitors American/Canadian customs officials should question most thoroughly?</b>			
<b>Rank 1</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	30	6	24
Britain	3	4	1
Japan	3	4	1
France	4	9	5
Germany	5	6	1
China	26	21	5
Mexico	31	50	19

<b>Thinking about when a visitor from one of the countries below arrives at the American/Canadian border, please rank the first and second country whose visitors American/Canadian customs officials should question most thoroughly?</b>			
<b>Rank 2</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
USA/Canada	13	11	2
Britain	9	6	3
Japan	7	9	2
France	6	14	8
Germany	11	13	2
China	24	28	4
Mexico	30	20	10



## Perceptions on National Security Policies and Priorities

<b>In terms of national security (ie. NATO, the United Nations), should the United States and Canada be moving towards greater and closer cooperation, or should they be maintaining separate national security policies and priorities?</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
Much closer	30	37	7
Somewhat closer	35	36	1
Stay the same	11	11	ND
Somewhat separate	12	7	5
Completely separate	10	6	4
Unsure/can't choose	3	4	1

## Perceptions on Co-operative Border Security

<b>In terms of border security, should the United States and Canada be moving towards greater and closer cooperation, or should they be maintaining more separate policies and priorities?</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
Much closer	39	47	8
Somewhat closer	36	34	2
Stay the same	11	9	2
Somewhat separate	7	3	4
Completely separate	6	4	2
Unsure/can't choose	2	3	1



## Perceptions on Co-operative Anti-Terrorism Measures

<b>In terms of anti-terrorism measures, should the United States and Canada be moving towards greater and closer cooperation, or should they be maintaining more separate policies and priorities?</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
Much closer	44	56	12
Somewhat closer	30	30	ND
Stay the same	7	7	ND
Somewhat separate	9	2	7
Completely separate	9	3	6
Unsure/can't choose	1	2	1

## Perceptions on an Integrated Energy Policy

<b>In your opinion, how important or unimportant is it for the United States and Canada to work together to develop an integrated energy policy to remove any dependence on Middle East oil? Is it very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?</b>			
	Canada (N=1,103)	USA (N=1,057)	Difference
	%	%	%
Very important	57	65	8
Somewhat important	28	24	4
Neither	6	5	1
Somewhat unimportant	4	2	2
Very unimportant	3	2	1
Unsure/can't choose	3	3	ND