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CANADA'S CLOSEST FRIEND AND ALLY, ONLY 18% OF  
AMERICANS NAME CANADA AS SAME - 56%  
INSTEAD NAME BRITAIN**

*Eight-in-ten (82%) Canadians Acknowledge U.S.A. as Its Largest  
Trading Partner, But Only 14% of Americans See It That Way -  
Name Japan (27%), China (25%) as Top Trade Partners*

*While Majority (69%) of Americans View Canada as a Separate  
Country, 30% Think of It As Just Another State*



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## **WHILE 60% OF CANADIANS CONSIDER U.S.A. CANADA'S CLOSEST FRIEND AND ALLY, ONLY 18% OF AMERICANS NAME CANADA AS SAME – 56% INSTEAD NAME BRITAIN**

*Eight-in-ten (82%) Canadians Acknowledge U.S.A. as Its Largest Trading Partner, But Only 14% of Americans See It That Way – Name Japan (27%), China (25%) as Top Trade Partners While Majority (69%) of Americans View Canada as a Separate Country, 30% Think of It As Just Another State*

**Toronto, ONTARIO** – According to a poll conducted by Ipsos-Reid on behalf of The Canada Institute of the Washington D.C. based Woodrow Wilson International Center for Scholars, six-in-ten (60%) of Canadians say that the United States is Canada's closest friend and ally. This compares to only 18% of Americans who name Canada in this role -- a majority of Americans (56%) cite Britain.

When asked who Canada's largest trading partner is, eight-in-ten (82%) Canadians indicate the United States. However, when the mirror question is asked of Americans, only 14% believe that Canada is the United States largest partner in trade -- one-quarter believe it to be Japan (27%) or China (25%).

As for how Americans view Canada, seven-in-ten (69%) Americans say that they see their northern neighbours as a separate country, much like Britain or Japan. However, 30% see Canada as more like just another state such as Michigan or Oregon. These results are similar to the views of Canadians when asked the identical question -- two-thirds (64%) say that



Americans view Canada as a separate country, while 35% feel that Americans view Canada as more like just another state.

*These are the findings of an Ipsos-Reid poll conducted for the Canada Institute of the Woodrow Wilson Center for Scholars. Interviews were conducted with 1,000 randomly selected adult Canadians between April 30<sup>th</sup> and May 2<sup>nd</sup>, 2002 and with 791 randomly selected adult Americans between May 3<sup>rd</sup> and 5<sup>th</sup>, 2002. With a sample of 1,000, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20. With a sample of this 791, the results are considered accurate to within  $\pm 3.5$  percentage points, 19 times out of 20. The margins of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual target population according to the Canadian and American Census data.*

***While 60% of Canadians Consider U.S.A. Canada's Closest Friend and Ally, Only 18% of Americans Name Canada As Same - 56% Instead Name Britain***

When asked if they had to pick just one country from around the world that they consider Canada's closest friend and ally, six-in-ten (60%) cite the United States for this role. One-in-five (21%) mentioned Great Britain, while one-in-twenty (4%) said France.

- Residents of Saskatchewan/Manitoba (71%), Alberta (66%), and Ontario (63%) are the most likely to cite the United States as Canada's closest friend and ally. This compares with 55% of those on either coast (British Columbia 55%, Atlantic Canada 55%), and 54% of Quebecers.
- Support for Great Britain is highest in British Columbia (32%), followed by Saskatchewan/Manitoba (25%), Ontario (24%), Atlantic Canada (23%) and Alberta (17%).



Quebecers (9%) are least likely to believe this is the case. Those in Quebec (17%) are the most likely to mention France in this role.

- Men (65% versus 54% of women) are more likely to mention the United States as Canada's closest international friend and ally.
- Canadians in the highest income households (65%) are more likely than those in the lowest (57%) or middle (56%) income households to cite the United States.

When Americans were asked what one country they personally consider as America's closest friend and ally, only one-in-five (18%) cite Canada. This compares to a majority (56%) who name Great Britain. After Canada, Americans named Israel (6%), Russia (2%), and France (2%) as their closest friend and ally.

- Residents in the Midwest states (26%) are the most likely to cite Canada for this role, this compares to the views of those in the Northeast (16%), the West (16%) and the South (15%).

***Eight-in-ten (82%) Canadians Acknowledge U.S.A. As Its Largest Trading Partner, But Only 14% of Americans See It That Way – Name Japan (27%) as Top Trade Partner***

Eight-in-ten (82%) Canadians say that the United States is Canada's largest trading partner. Other countries mentioned included Japan (2%), Mexico (1%), Great Britain (1%).

- The United States is mentioned the most by those in British Columbia (87%), Saskatchewan/Manitoba (87%) and Ontario (86%), followed by those in Alberta (79%), Atlantic Canada (78%). Quebecers (74%) are least likely to cite the United States.



- The United States is mentioned by more men (86%) than women (78%).
- Canadians with a university degree (90%) or other post-secondary education (84%) are more likely to mention the U.S. as Canada's largest trading partner than those with a high school diploma (74%) or less education (67%).
- Canadians in the highest income households (91%) are more likely than those in middle (81%) or lower (74%) income households to cite the United States.

Americans on the other hand, are more likely to say that Japan (27%) or China (25%) is their largest trading partner. Only 14% name Canada as their largest partner in trade. America's other NAFTA partner, Mexico, is mentioned by 7%, while Great Britain is cited by 4%.

- Men (18%) compared to women (10%) are more likely to name Canada.
- Older (16%) and middle aged (16%) Americans are more likely to cite Canada in this role than younger (9%) Americans. Younger (31%) and older residents (27%) are more likely to mention Japan, than middle aged (23%) Americans.

### ***While Majority (69%) of Americans View Canada as a Separate Country, 30% Think of It As Just Another State***

When asked how they view Canada, seven-in-ten (69%) Americans say they think of Canada as an entirely separate country, while three-in-ten (30%) say they view Canada as like just another state.

- The view of Canada as a separate country is highest among residents of the Western states (77%), while it is lowest among those furthest from the Canadian border – residents



in the Southern states (64%). Conversely, Southern Americans (33%) are more likely than Western Americans (23%) to view Canada as just another state like Michigan or Oregon.

- Middle aged (74%) Americans are more likely to say they view Canada as a separate country compared to younger (64%) Americans. While 35% of younger Americans say that Canada is just like another state, only 25% of middle aged Americans hold this view.
- Higher (76%) and middle (70%) income households are more likely to view Canada a separate country than those in lower (59%) income households.

### ***Two-Thirds (64%) of Canadians Think Americans View Canada as A Separate Country, 35% As Just Another State***

Two-thirds (64%) believe that Americans view Canada as a separate independent country, while 35% say that they see Canada as more like just another state.

- Most Canadians outside of Quebec (42%) believe that the Americans view Canada as a separate country. This view is strongest in British Columbia (78%), and Saskatchewan/Manitoba (74%) followed by residents of Alberta (71%), Ontario (69%) and the Atlantic provinces (63%).
- Conversely, those in Quebec (54%) are the most likely to believe that Americans view Canada as just like any one of the states. This compares to only 20% of British Columbians.
- Middle aged (67%) Canadians are more likely to say that Canada is viewed as an independent country than older (59%) Canadians. Older (39%) Canadians are more



likely than middle aged (31%) Canadians to believe that Canada is treated just like one of the 50 states.

- Higher household income (72%) Canadians are more likely than either middle (58%) or lower (58%) household income Canadians to feel that Canada is viewed as an independent country by Americans.

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