



What the World thinks of Canada:

**Canada and the World in 2010 -
International Affairs, Economy &
Business**

For public release: June 21, 2010 (6 AM EST)

Methodology

-These are the findings of an Ipsos poll conducted on behalf of the Historica Dominion Institute between May 12 to May 22, 2010. For this survey an international sample of 18,624 adults aged 18+ were interviewed in a total of 24 countries representing 75% of the world's GDP. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, South Africa, South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey. Approximately 1000+ individuals participated on a country by country basis via the Ipsos online panel (500 in Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey).

-Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled for a sample of 1,000 respondents, and +/-4.4 percentage points for the countries with a sample of 500 respondents.. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

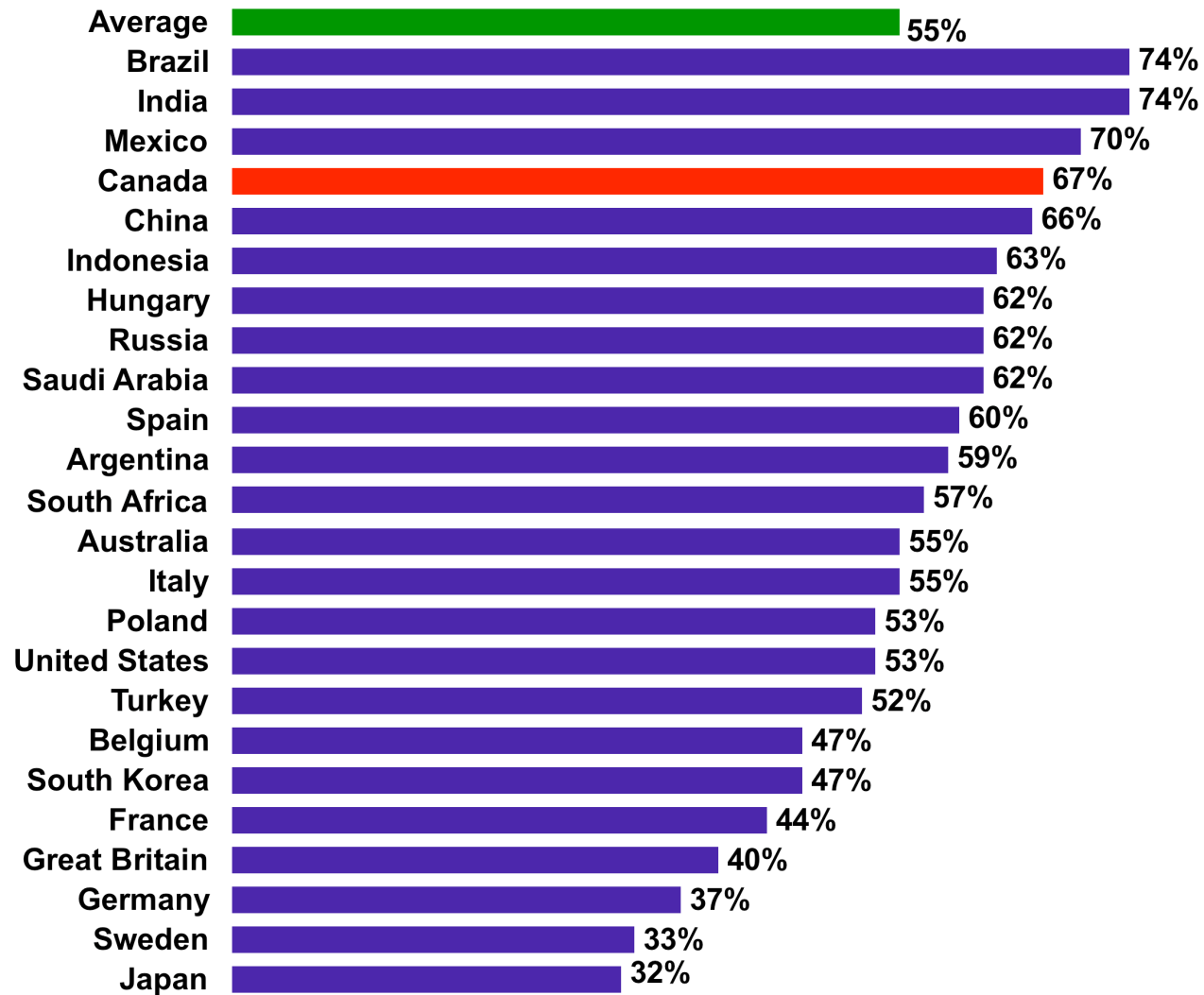
Canada has an influence in World Affairs

- Canadians appear to over-estimate their amount of influence on the world stage as two in three (67%) agree that Canada has an influence in world affairs, while only 55% of global citizens agree.
- Brazilians (74%) and Indians (74%) are most likely to believe Canada has an influence in world affairs, while just one in three Japanese (32%) and Swedes (33%) say Canada has influence on the world stage.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canada has an influence in World Affairs

% Agree



Canada does pretty much what the United States wants it to do when it comes to foreign affairs

- While six in ten (60%) global citizens believe that Canada pretty much just does what the U.S. does when it comes to foreign affairs, even more Canadians (71%) actually believe Canada simply follows American wishes.
- Those living in India (81%) are most likely to say that Canada just follows the U.S. in foreign policy, while a minority of those living in Sweden (37%), Japan (37%), the U.K. (45%) and Germany (45%) agree.
- A majority (54%) of Americans believe that Canada pretty much just does what the U.S. wants it to do when it comes to foreign affairs.

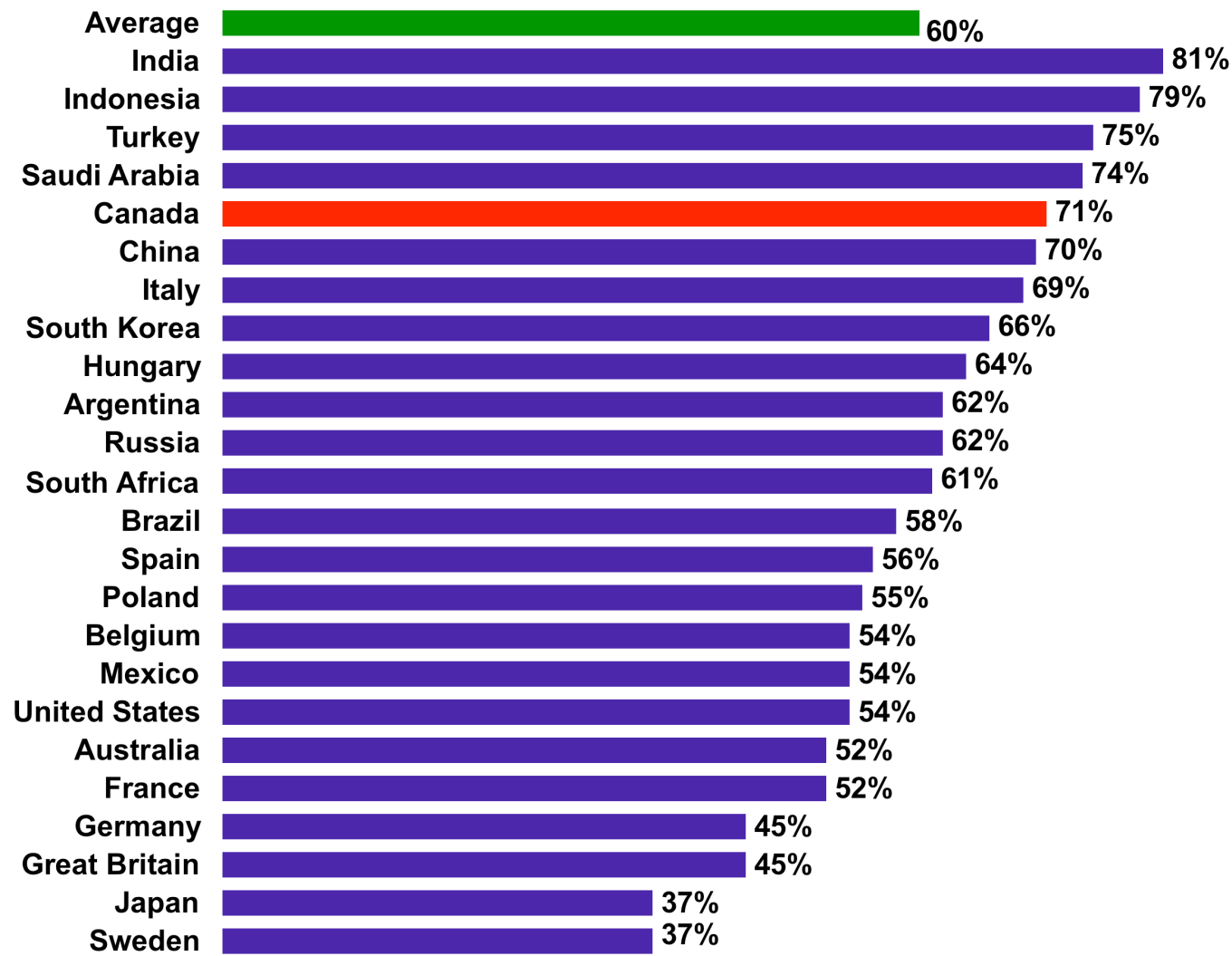
(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)



Canada does pretty much what the United States wants it to do when it comes to foreign affairs



% Agree



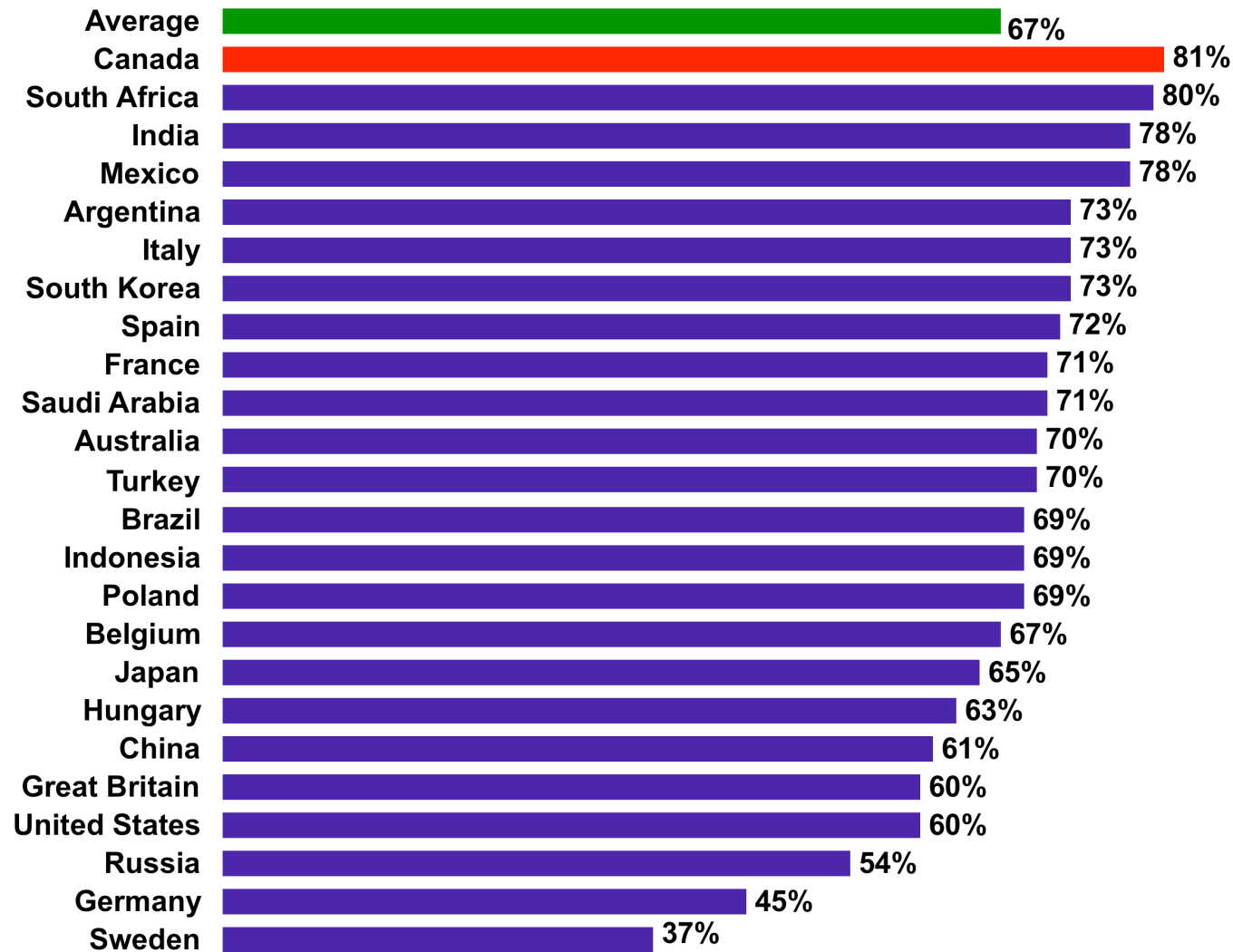
Canada is a leader in working for peace and human rights around the world

- Canadians are much more likely (81%) than global citizens overall (67%) to say that Canada is a leader in working for peace and human rights around the world.
- After Canada, the South Africans (80%) are most likely to agree, while those living in Sweden (37%) and Germany (45%) are much less likely to believe that Canada is a leader in this regard.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canada is a leader in working for peace and human rights around the world

% Agree



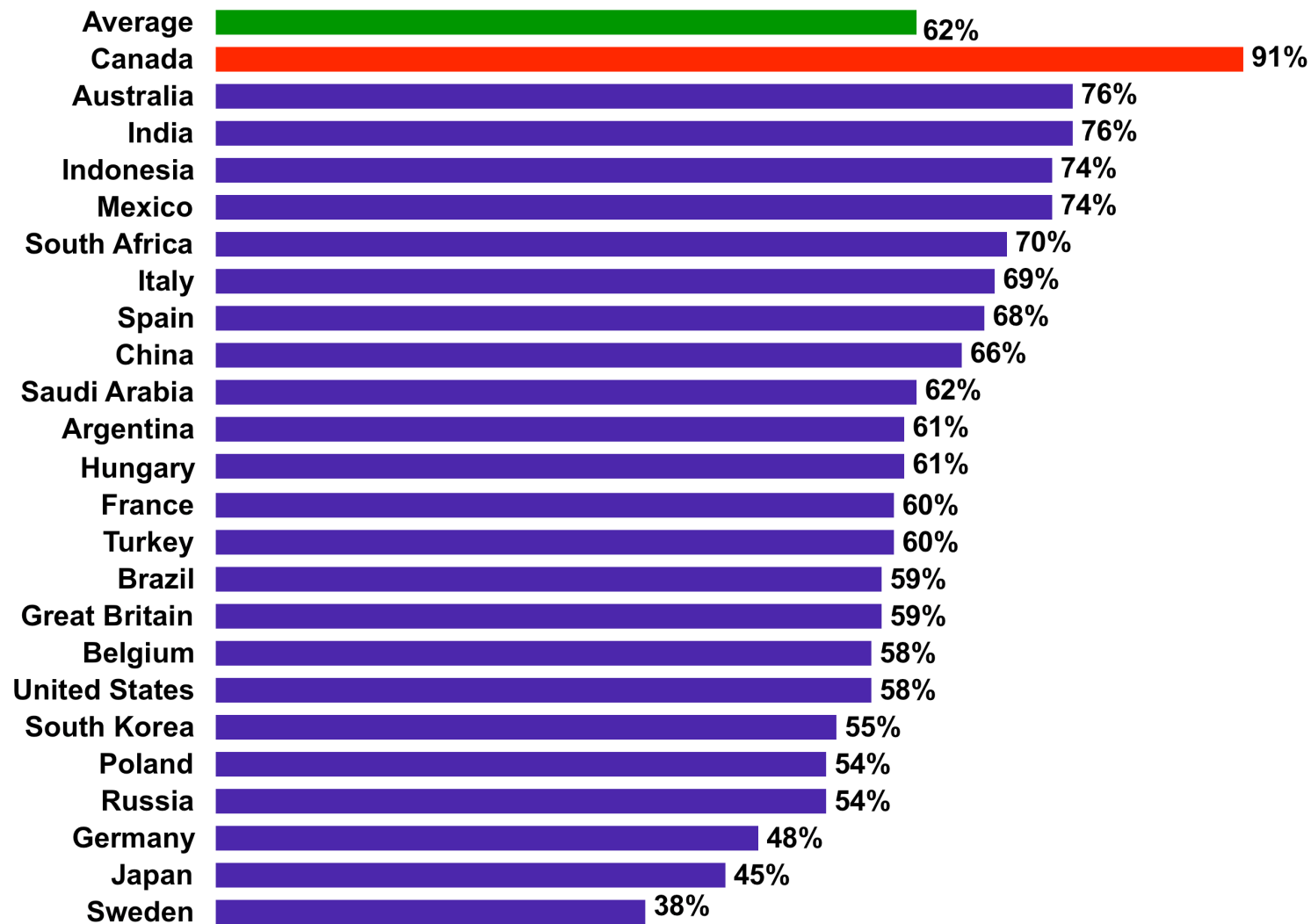
Canada is a very generous country when it comes to giving aid to poorer countries

- Canadians are much more likely (91%) than global citizens overall (62%) to say that Canada is a very generous country when it comes to giving aid to poorer countries.
- After Canada, Australians (76%) and Indians (76%) are most likely to agree, while those living in Sweden (38%) and Japan (45%) are much less likely to believe that Canada is very generous in this regard.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canada is a very generous country when it comes to giving aid to poorer countries

% Agree



Canadians are different from people who live in the United States

- Most (82%) of the world's citizens believe that those who live in Canada are different from people who live in the United States, although those living in Canada are more likely to think so (87%).
- Australians (91%), the French (91%) and those living in Belgium (90%) and South Africa (89%) are more likely than Canadians to believe that Canadians are different from those living in the U.S., while Americans (55%) are actually the least likely to think so.

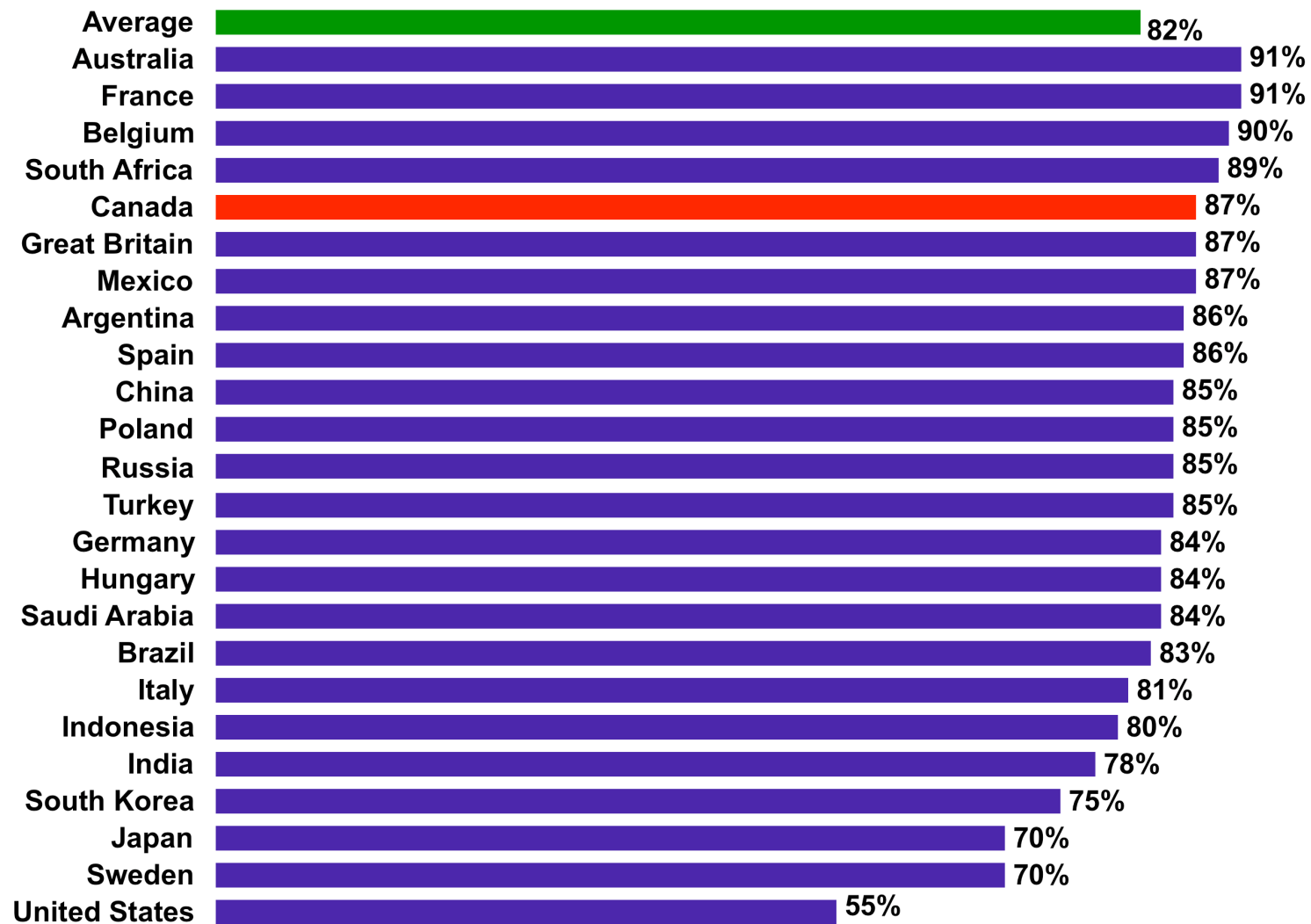
(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)



Canadians are different from people who live in the United States



% Agree



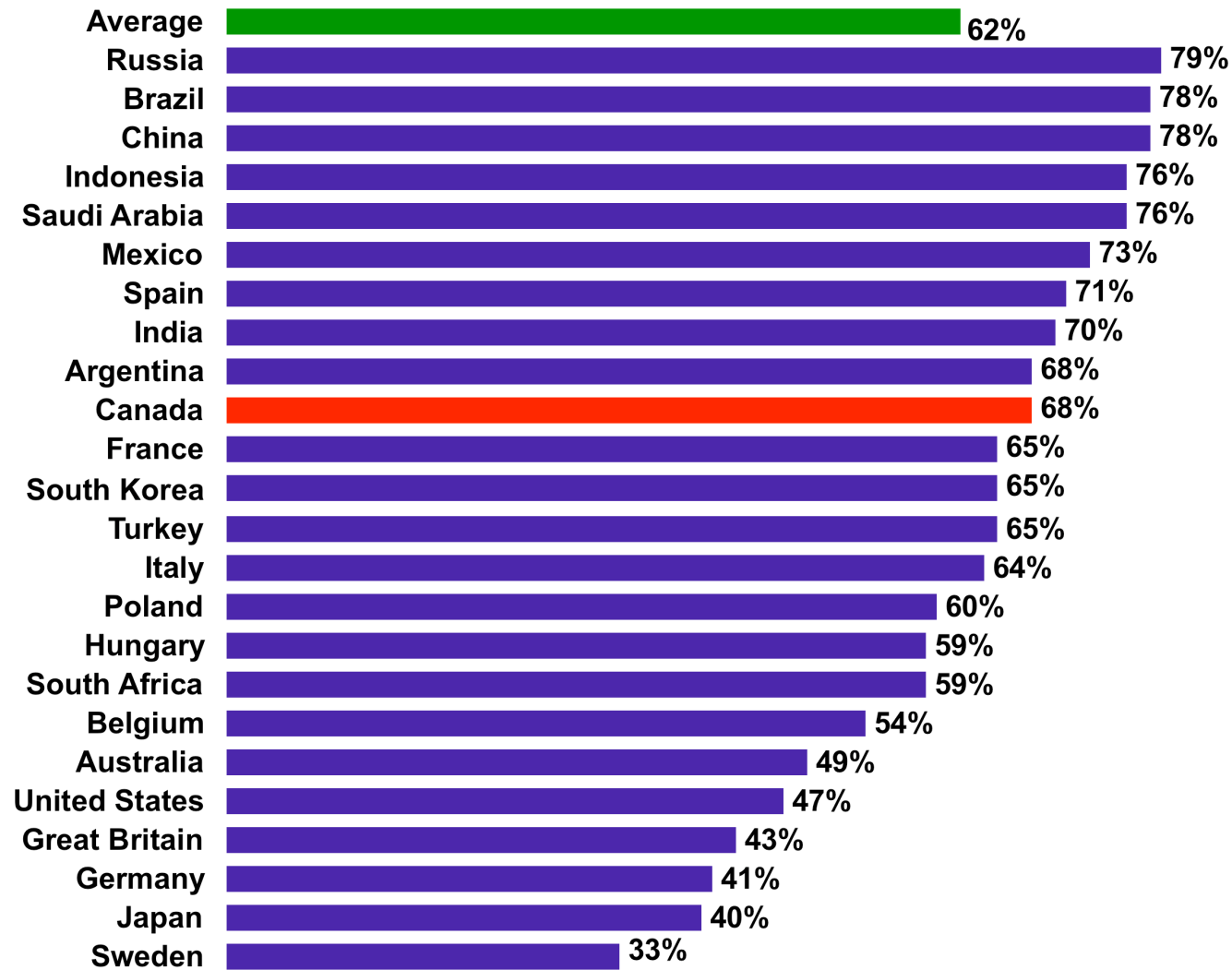
Canada is a world economic power

- Canadians (68%) are only slightly more likely than global citizens overall (62%) to say that Canada is a world economic power.
- The Russians (79%), Brazilians (78%) and Chinese (78%) are the most likely to agree, while the Swedes (33%), Japanese (40%), Germans (41%), Brits (43%), Americans (47%) and Australians (49%) are much less likely.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canada is a world economic power

% Agree



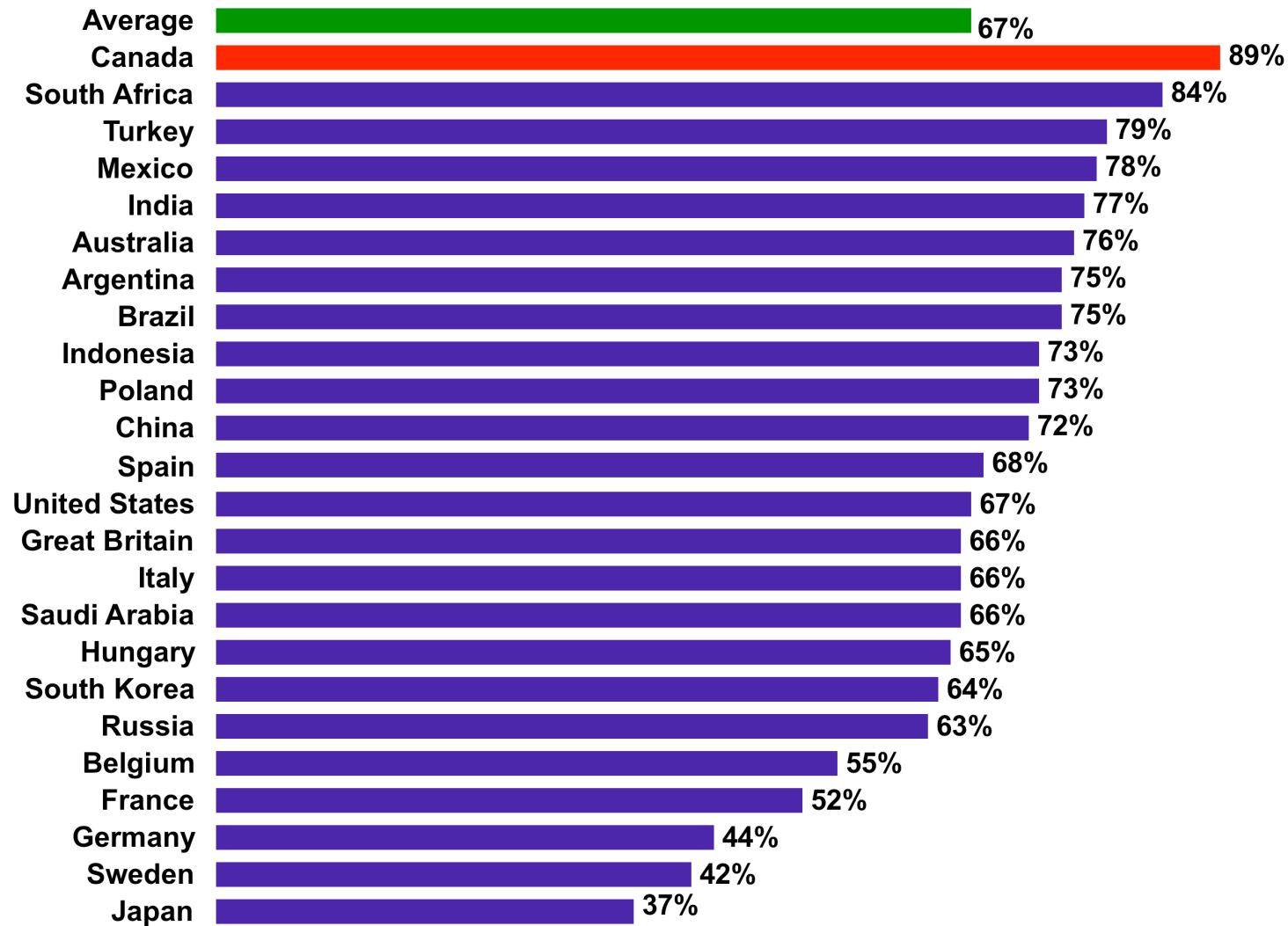
Canadian banks are a safe place to keep money

- Just two in three (67%) global citizens think Canadian banks are a safe place to keep money – however, most (89%) Canadians think they are safe.
- After Canada, 84% of South Africans think Canadian banks are a safe place to keep money, while just 37% of Japanese, 42% of Swedes and 44% of Germans say the same thing.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canadian banks are a safe place to keep money

% Agree



When a product says 'Made in Canada' I know it will be of good quality

- Canadians have a higher than average sense of confidence in products made in Canada, as 87% of Canadians say they know such a product will be of good quality, compared to 74% of global citizens.
- Just 43% of people living in Japan feel this way, compared to twice as many South Africans (86%).

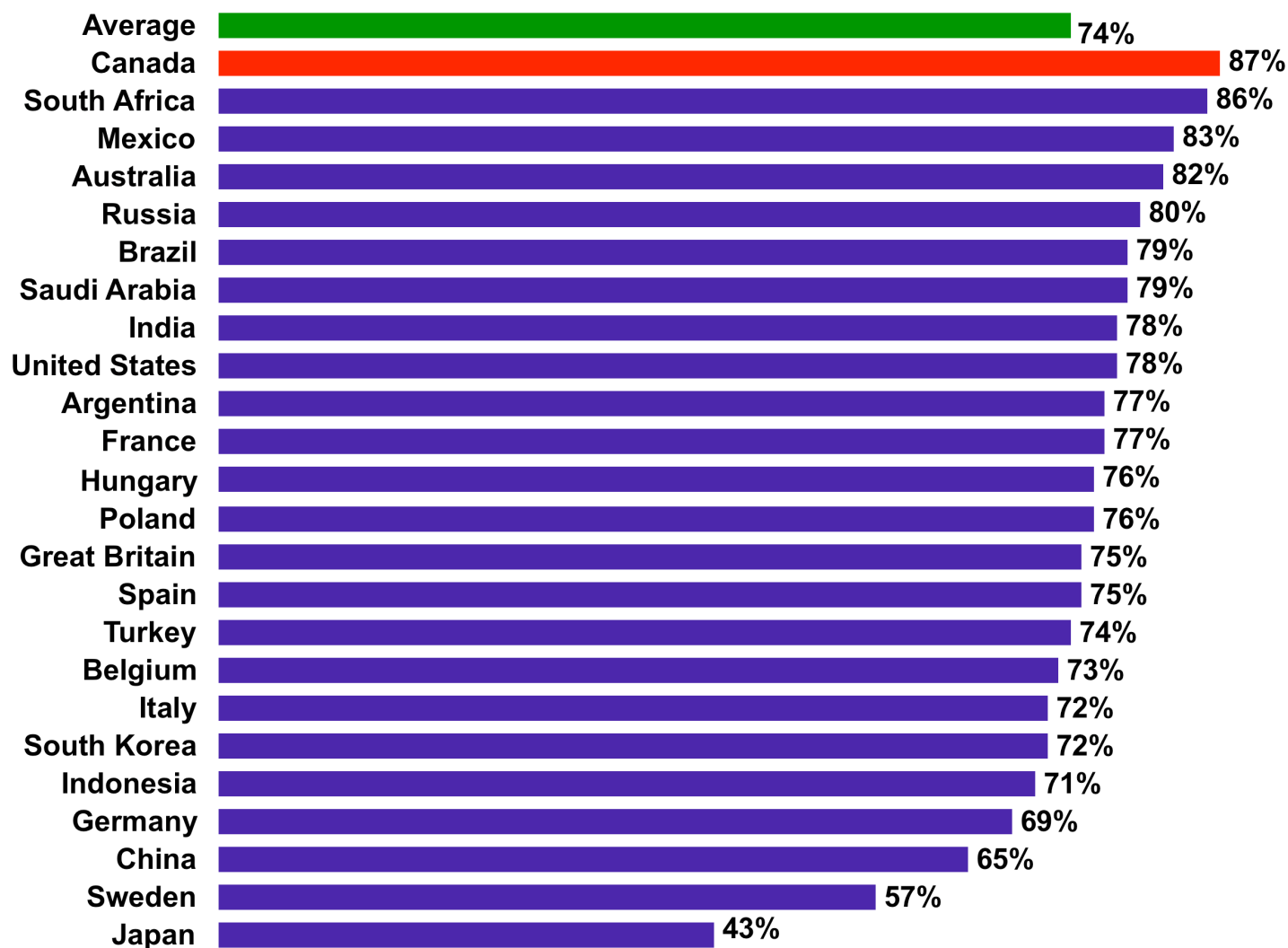
(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)



When a product says 'Made in Canada' I know it will be of good quality



% Agree



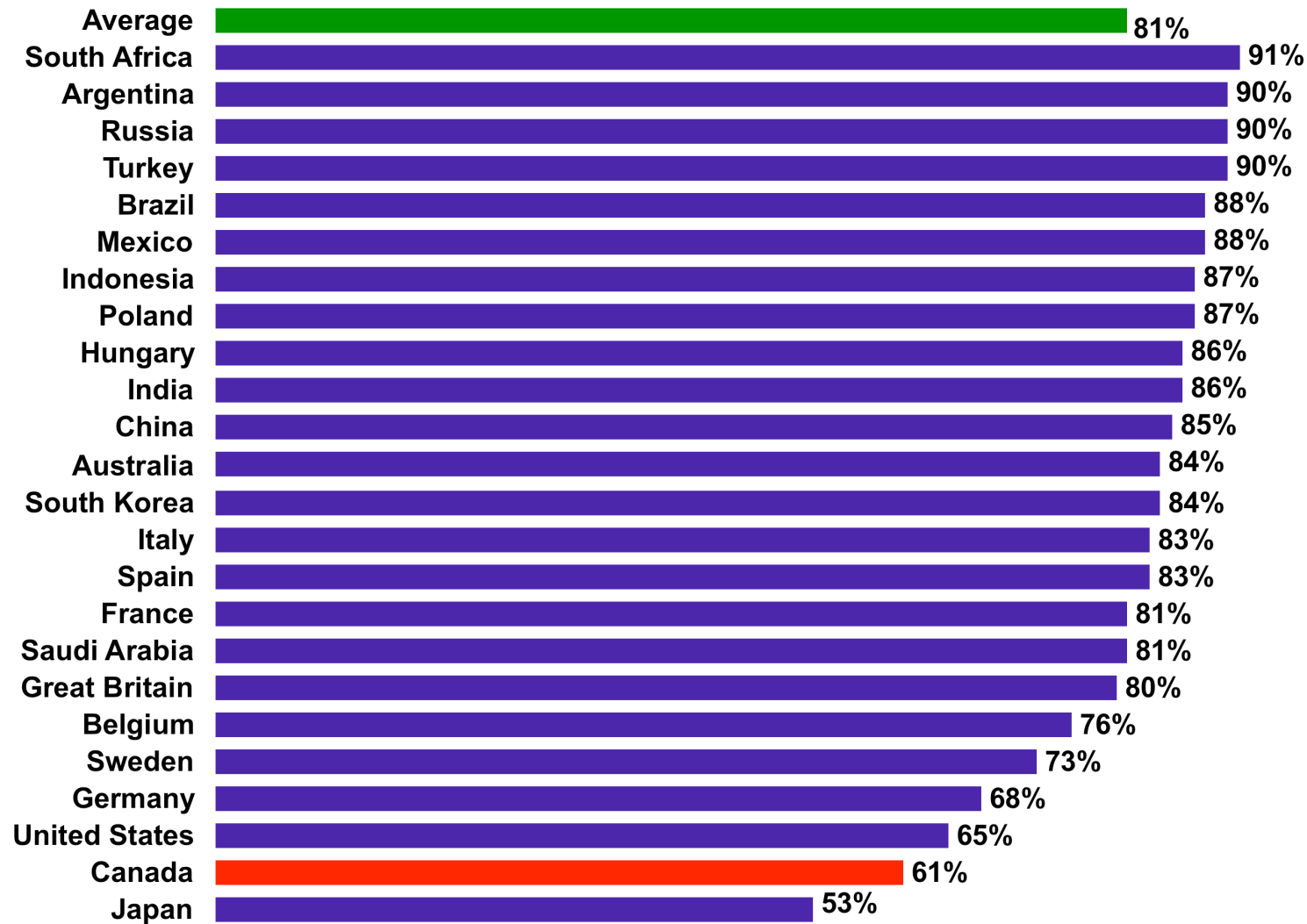
Canadians are financially well off

- Interestingly, Canadians are less likely (61%) than global citizens (81%) to believe that people who live in Canada are financially well off.
- The only other country studied where fewer people believe Canadians are well off are those who live in Japan (53%). Those who live in South Africa (91%) are the most likely to think that Canadians are financially well off.

(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)

Canadians are financially well off

% Agree



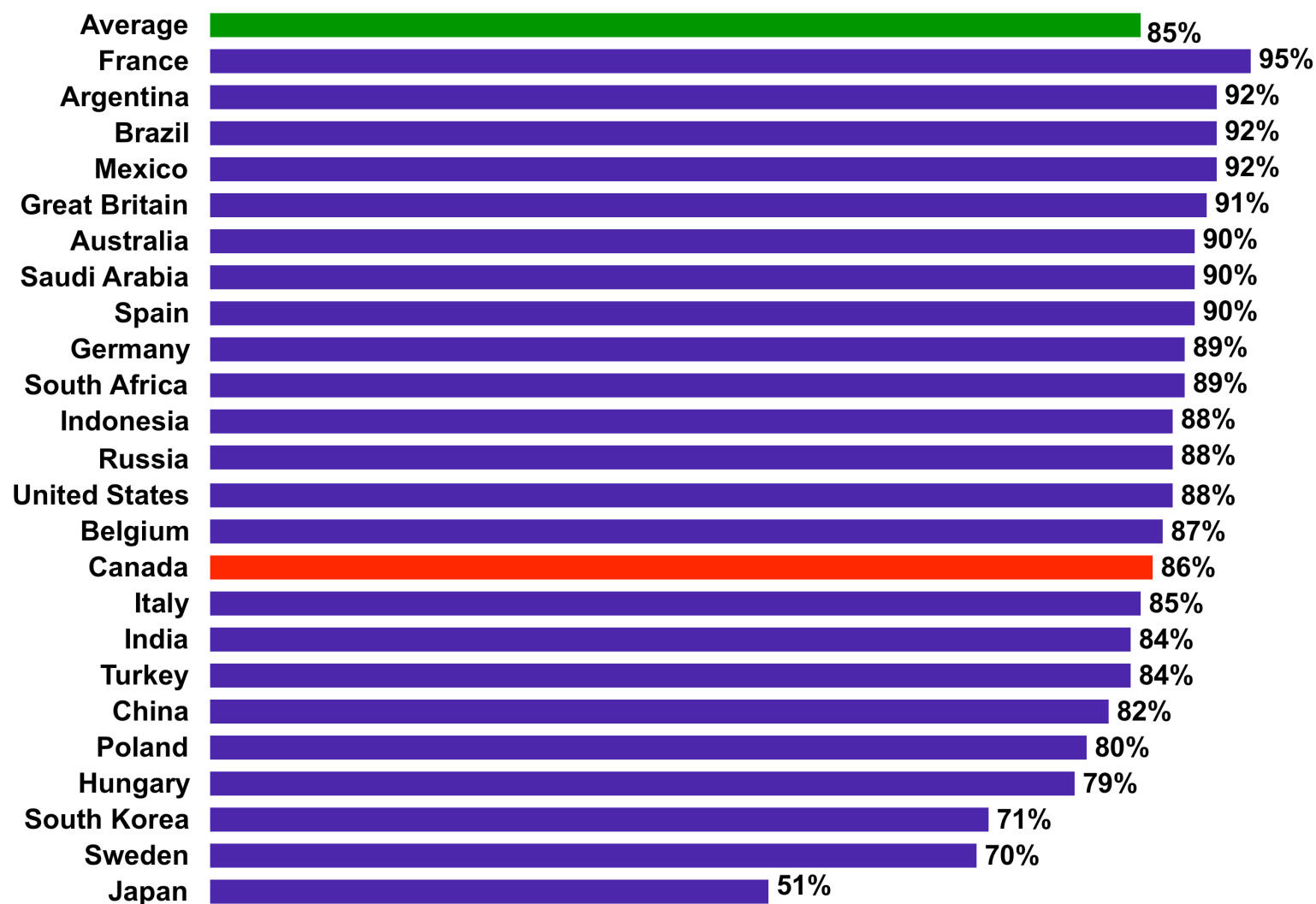
Canadians are hard-working

- Most (85%) global citizens and Canadians (86%) think the people who live in Canada are hard-working.
- The French (95%) are the most likely to think Canadians are hard working. However, only half (51%) of Japanese think that Canadians are hard-working, making them by far the least likely to think so.

(The following are a series of words or phrases that might describe people who live in Canada. Based on what you've seen, read or heard, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree if the following words or phrases apply to people who live there)

Canadians are hard-working

% Agree



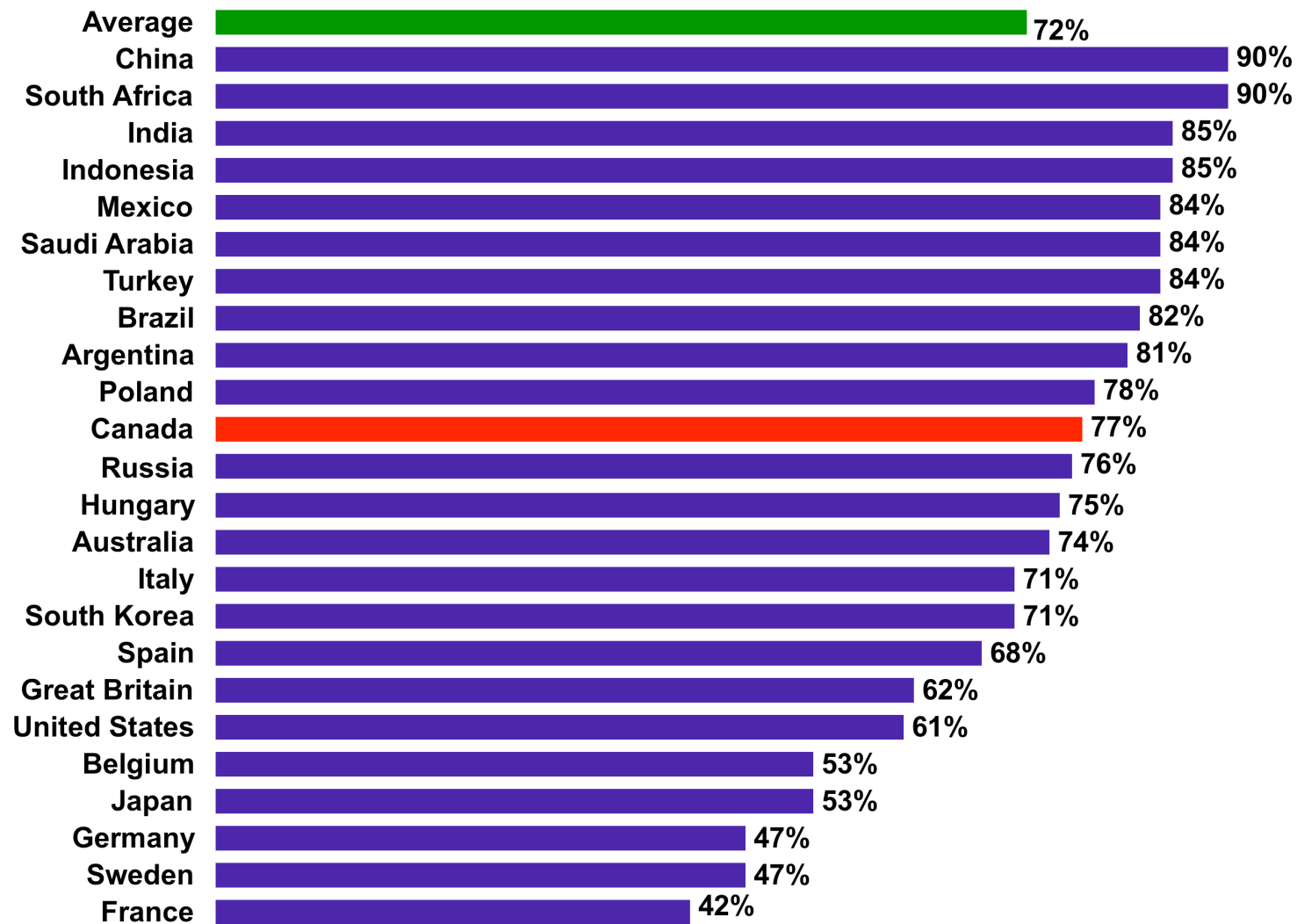
Canada has one of the best health care systems in the world

- A controversial issue, seven in ten (72%) agree that Canada has one of the best health care systems in the world, and slightly more (77%) Canadians agree.
- The Chinese (90%) and South Africans (90%) are most likely to agree, while a minority of French (42%), Swedes (47%) and Germans (47%) believe the health care system in Canada is one of the best.
- Six in ten (61%) of Americans believe that Canada has one of the best health care systems in the world.

(The following are a series of statements about the country of Canada. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements)

Canada has one of the best health care systems in the world

% Agree





The Historica-Dominion Institute is the largest charitable organization dedicated to Canadian history, identity and citizenship. Its mandate is to build active and informed citizens through a greater knowledge and appreciation of the history, heritage and stories of Canada. Visit www.historica-dominion.ca.



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca.

For more information, please contact:

Chantal Gagnon
Media Relations
The Historica-Dominion Institute
(416) 575-3627
cgaqnon@historica-dominion.ca

John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002

The survey is a project of The Historica-Dominion Institute in partnership with the Munk School of Global Affairs with support from The Aurea Foundation.

