

QUESTIONS

Thinking of your view of Canada, [ROTATE], the United States and Europe, I am going to read a list. For each item, I'd like you to tell me whether you would prefer that Canada be more like [ROTATE] the United States, Europe or neither the United States and Europe [rotate statements]

- ...arts and culture
- ...business
- ...education
- ...patriotism
- ...respect for diversity
- ...social programs

Overall, would you prefer that Canada be more like [ROTATE] the United States, Europe or neither the US and Europe?

COMMENTARY

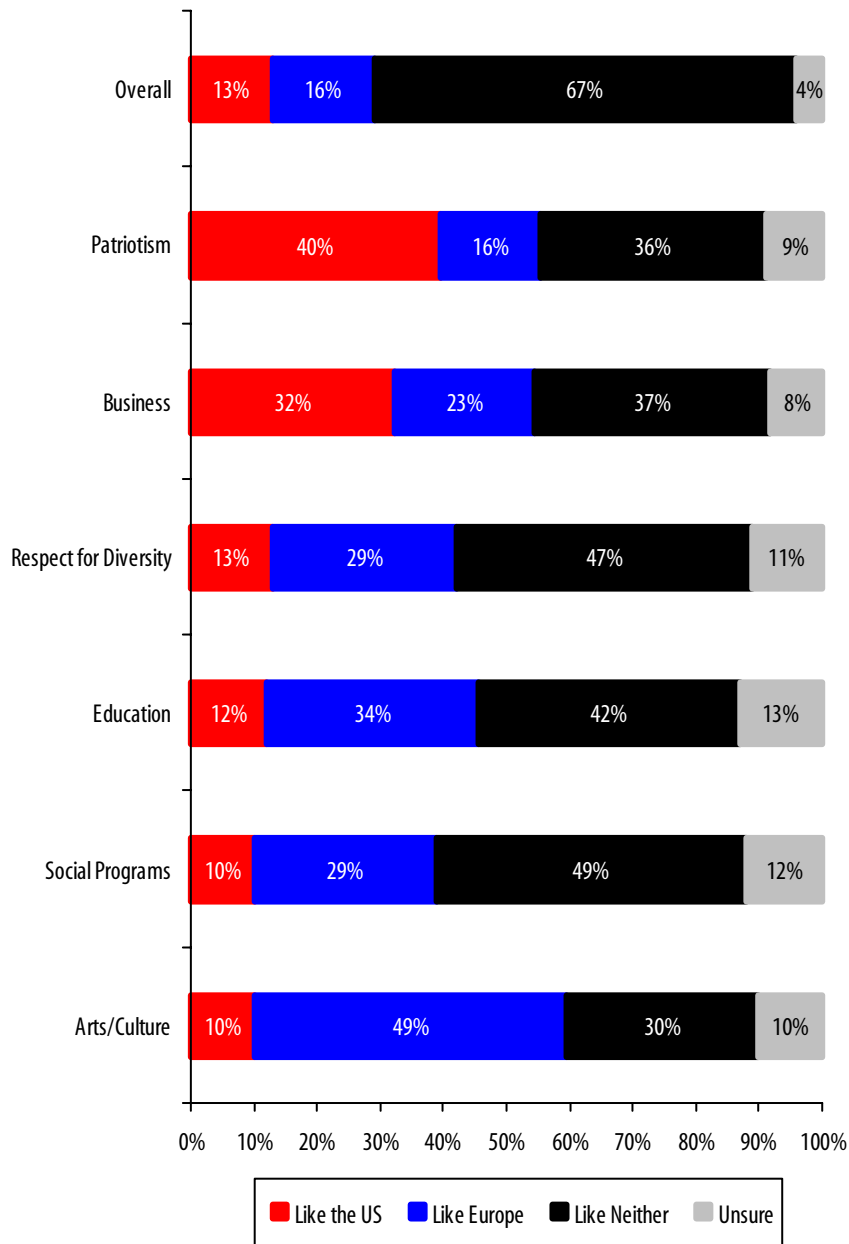
There exists a very strong Canadian independent streak. A majority of Canadians clearly want to chart a course independent of the US and Europe. Canadians view patriotism and business as being the bedrock of America's strength but do not align with the US when it comes to respect for diversity, education, social programs and arts/culture.

Federal politicians who can articulate a uniquely Canadian vision and path, would be well received by the electorate.

THE METHODOLOGY

Between August 24th and September 2nd, 2003, SES conducted a total of 1,000 telephone interviews across Canada with eligible voters as part of the SES National Quarterly Omnibus. Aggregate results are accurate $\pm 3.1\%$, 19 times out of 20. Validation of the demographic profile of respondents indicates that the poll is a fair representation of Canadian voters.

CANADIAN IDENTITY



ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

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