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Oct. 6, 2003. 06:33 AM

Europe favoured over U.S. poll says

Survey queries national identity
Over all, we like it just the way it is

SUSAN DELACOURT
OTTAWA BUREAU CHIEF

OTTAWA—Canadians like the way Americans make money and wave the flag, but they would rather be more European when it comes to diversity, education, social programs and culture, according to a new poll.

The findings come as Canadians are still absorbing the package of legacy projects in Prime Minister Jean Chrétien's last year in office; policies that have been condemned — and hailed — as more European than American.

Though Canadians prefer the American way on matters of business and national pride, Europe's handling of diversity, education, social programs and arts and culture is far more attractive to Canadians, says the poll, conducted by SES Research in late summer.

And over-all, Europe edges out the United States in Canadians' regard. Only 13 per cent of Canadians would like this country to be more like the U.S., 16 per cent would like it to be more European and 67 per cent would prefer Canada imitate neither.

"In the ideal world, Canadians would live in Canada, do business in the U.S. and immerse themselves in the art and culture of Europe," says Nik

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Nanos, of SES Research.

Chrétien's policy agenda of the past year — on same-sex marriage, marijuana, the environment and staying out of the Iraq war — has been repeatedly measured against U.S. and European policies, with most commentators believing the departing Prime Minister is intent on tilting more toward Europe.

SES Research polled 1,000 Canadians on their attitudes toward U.S. and European values in key areas of national identity.

- Arts and culture: 49 per cent thought Canada should be more European in its arts and cultural pursuits, 10 per cent wanted to be more like Americans, and 30 per cent said neither.
- Patriotism: 40 per cent said Canada should be more American when it comes to being patriotic, 16 per cent said Europeans were better at patriotism and 36 per cent said neither.
- Business: 32 per cent nodded toward the U.S. while 23 per cent favoured Europe.

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