



# Media Release

## Canadians Have Strong Independent Streak US Best for Business and Patriotism – Europe for Arts & Culture

Ottawa – October 6, 2003 - A national survey of Canadians released by polling firm SES Canada Research Inc. indicates that given the choice two of every three Canadians (67%) would want to chart a course independent of both the United States and Europe.

Canadians were asked the following 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?*

The United States received its highest scores for patriotism (40%) and business (32%). Conversely, Europe received the highest scores for arts and culture (49%). Overall, Canadians marginally preferred Europe (16%) to the United States (13%).

"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, according to SES President Nikita Nanos. "In the ideal world Canadians would live in Canada, do business in the US and immerse themselves in the art and culture of Europe."



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SES's National Omnibus Survey is conducted every three months. It is based on a random telephone sample of 1,000 Canadians, 18 years of age and older and was conducted between August 24<sup>th</sup> and September 2<sup>nd</sup>, 2003. The margin of accuracy for the aggregate survey results is 3.1 percentage points, plus or minus, 19 times out of 20.

Within the larger sample sub-groups may have a wider margin of accuracy. Validation of the demographic profile of respondents indicates that the poll is a fair representation of the Canadian populace. The survey initiative was registered with the Canadian Survey Research Council of which SES is a member.

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

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

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**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**

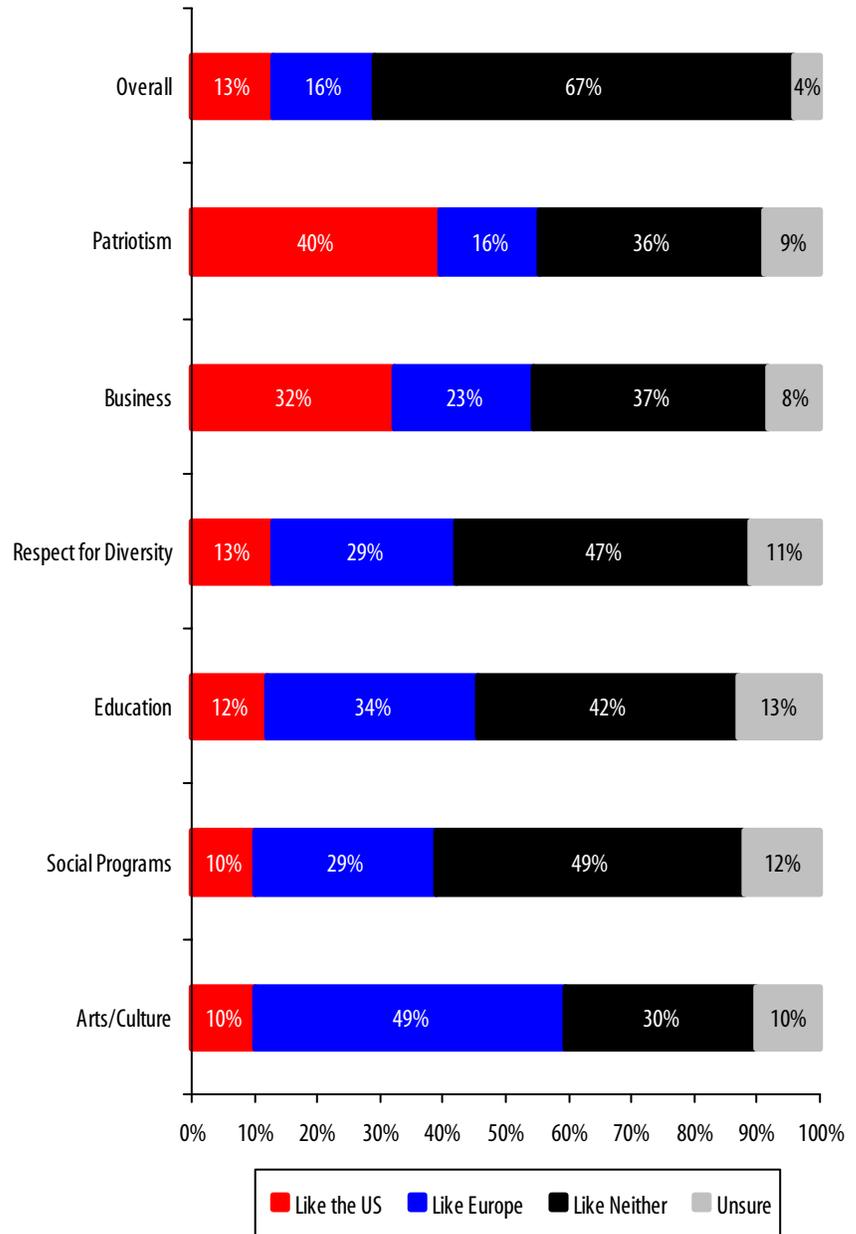
There exists a very strong Canadian independent streak. A majority of Canadians clearly want to chart a course independent of the US and Europe. Canadians view patriotism and business as being the bedrock of America's strength but do not align with the US when it comes to respect for diversity, education, 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 24<sup>th</sup> and September 2<sup>nd</sup>, 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.

In order to maximize turn-around time and increase efficiency, SES has a 110-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

For more information on our full range of services please visit our website

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