



THE DOMINION
INSTITUTE



One-in-Four Canadians Say American and Canadian Values are Becoming More Similar, and Only Slightly Less Americans Agree

Toronto – November 17, 2005 – With Canadians and Americans watching the same TV programs and movies, listening to the same music, and following the same news issues, many people have predicted that Canadian and Americans values are converging. However, just one-in-four (24%) Canadians and just under one-in-five (17%) Americans say that Canadian and American values are becoming more similar according to a new Dominion Institute survey conducted by Innovative Research Group. This compares to 27% of Canadians and 20% of Americans who feel that, in fact, the values of the two countries are becoming increasingly different. Half (51%) of Americans and slightly fewer Canadians (45%) believe that our values are staying about the same.

Regionally, those in Atlantic Canada (51%) and Quebec (50%) are more likely than those in Manitoba/Saskatchewan (38%) and British Columbia (37%) to feel that values in Canada and the United States have remained about the same.

Canadians with a post-graduate (39%) or university (36%) education are more likely than those with lower levels of education to say that Canadian and American values are diverging. Conversely, those with a college (47%) or high school (or less) education (51%) are more likely to believe that there has been no comparative change in American and Canadian values. Canadians in the lowest income group (29%) are more likely than others to believe Canadian and American values becoming more similar.

In the United States, the feeling that values are becoming more similar is highest among young adults (27%), while it is lowest among those aged 55 to 64 (12%). The belief that values between Canada and the United States have remained the same is highest in the Northeast (59%) compared to the views in the South (46%).

Canadians Split on Feeling At Home When Visiting the United States

Canadians are evenly divided when asked if they “feel at home whenever I visit the United States”. Forty-four percent (44% - 16% strongly) agree, while an identical proportion (44% - 19% strongly) disagrees.

Regionally, residents of Quebec (60%) are the most likely to disagree that they feel at home when visiting the United States. This compares to just one-quarter (25%) of Atlantic Canadians.

Canadians most likely to agree include those aged 45 and older (50%, compared to 39% of those younger than 45), those with a college education (52%) and those with household incomes of \$80,000 and above (54%).

Canadians' general opinion of Americans appears to affect their ability to feel at home in the United States. Not surprisingly, Canadians who are "Pro-Bush" (64%), those who feel favourably towards Americans and President Bush, are far more likely than those who are "Bush Skeptics" (48%), Canadians who only feel favourably towards Americans but not President Bush or "Anti-Bush" (20%), those who feel unfavourably towards both Americans and President Bush, to agree with feeling at home whenever they visit the United States.

Innovative Research Group, Inc. (www.innovativeresearch.ca), a Toronto-based research firm, was commissioned to survey 1,016 randomly selected Canadians. The survey was conducted between Thursday, October 20th and Tuesday, October 25th, 2005 and has a margin of error of $\pm 3.1\%$, 19 times out of 20. Innovative was also commissioned to survey 1,000 randomly selected Americans. The survey was conducted between Friday October 21st and Sunday, October 23rd and has a margin of error of $\pm 3.1\%$, 19 times out of 20.

The Dominion Institute (www.dominion.ca) was established in 1997 by a group of young professional concerned about the erosion of a common memory in Canada. In the space of eight short years, the Institute has had a far-reaching impact on Canadians' knowledge and perceptions of their history and shared citizenship, through groundbreaking public opinion research, high-profile Internet, education and television programming, book publications, and meaningful curriculum reform. The Institute is a non-partisan organization and a federally registered charity (#873968176 RR0001).

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Attribution

In the first instance of mentioning the poll results the survey should be identified as a "Dominion Institute / CDFAI survey conducted by Innovative Research Group".

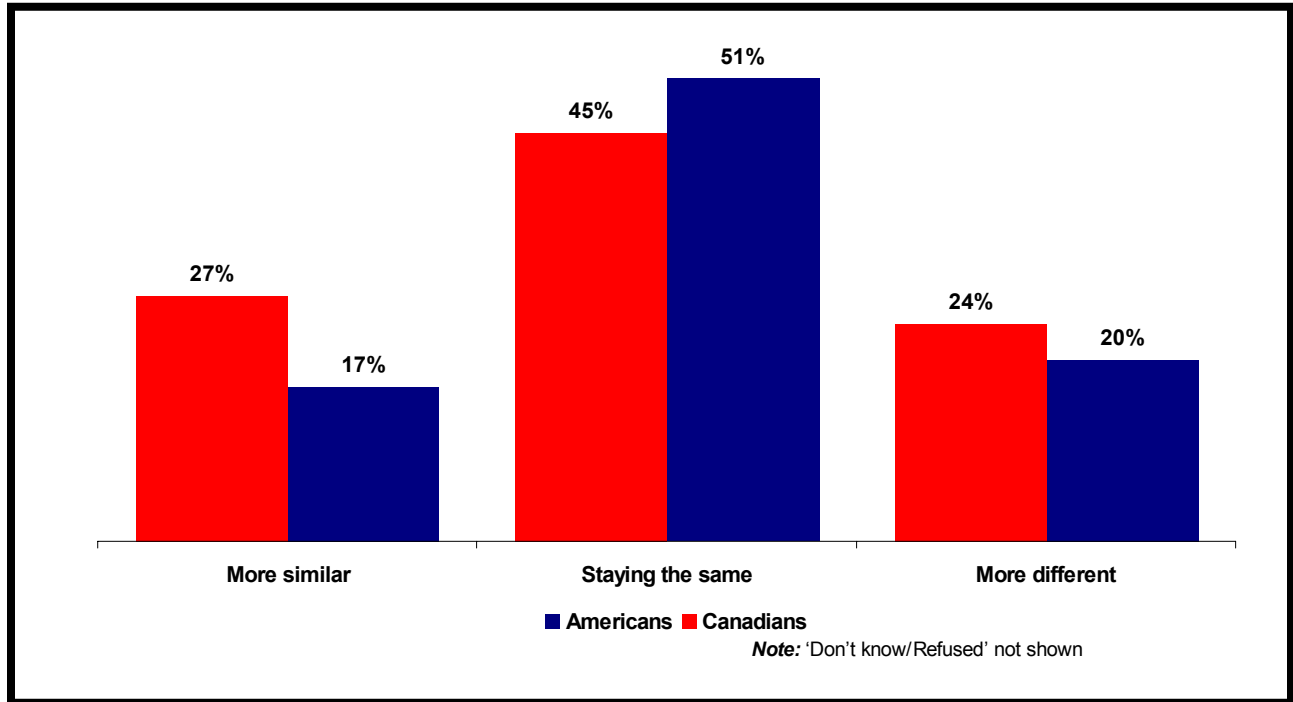
All subsequent mentions can use the convention "Dominion Institute / CDFAI poll conducted by Innovative".

Spokespersons

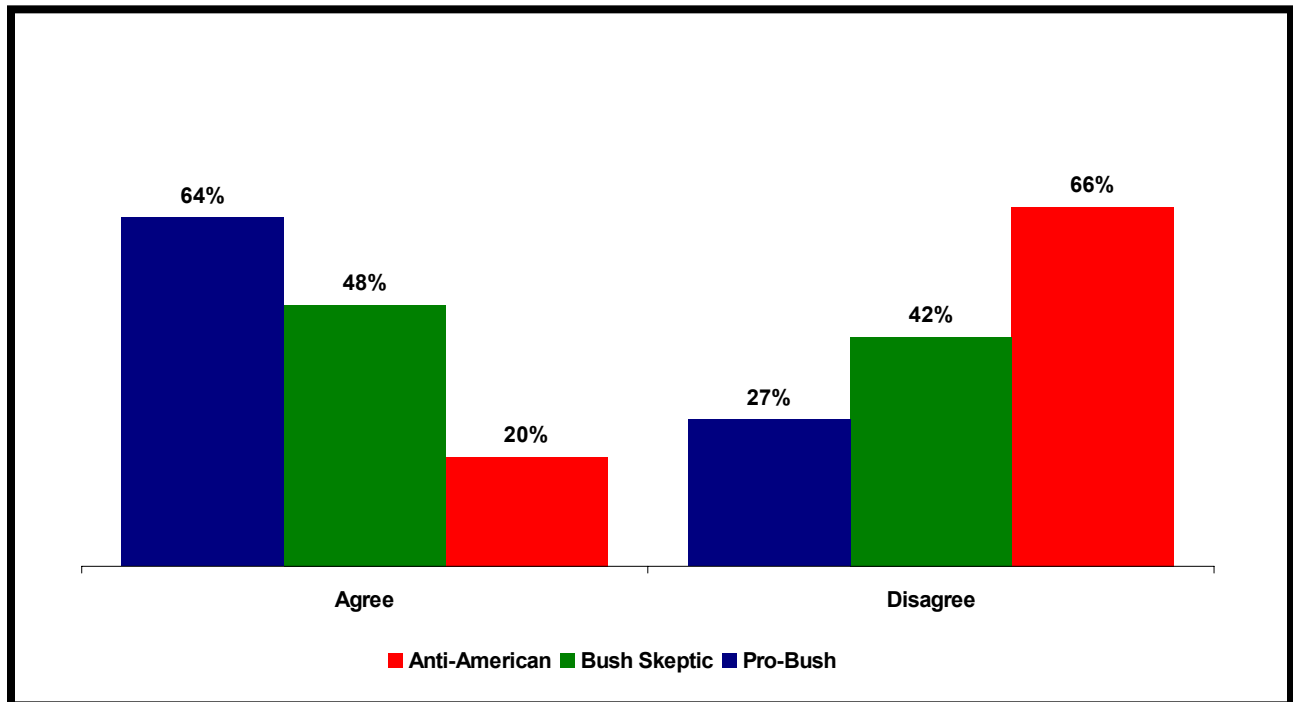
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Do you think that American and Canadian values are becoming more similar, more different or are they staying the same?



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I feel at home whenever I visit the United States. (Among Canadians)



FULL TEXT QUESTIONS

[ASK IN US AND CANADA]

10 Do you think that American and Canadian values are becoming more similar, more different or are they staying the same?

More similar	1	
More different		2
Staying the same	3	
Don't know	8	[VOLUNTEERED]
Refused	9	[VOLUNTEERED]

11. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I feel at home whenever I visit the United States.

Strongly agree		1
Somewhat agree	2	
Neither agree nor disagree	3	[VOLUNTEERED]
Somewhat disagree	4	
Strongly disagree	5	
Don't know	8	[VOLUNTEERED]
Refused	9	[VOLUNTEERED]