

Majorities in Canada and the US support greater co-operation

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On the day of Barack Obama's first visit to Canada as President of the United States, a new four-year tracking study by Nanos Research and The State University of New York at Buffalo conducted between 2005 and 2008 shows that the Canada US relationship remains strong.

The double survey of over 1,000 Americans and 1,000 Canadians, conducted each year, showed majority agreement on a range of issues from an integrated energy policy, border co-operation and co-operation on national security issues. However, Americans were more likely to perceive that they had closer business values with Japan than with Canada.

"Tracking shows that the Canada US relationship remains stable on a number of important measures. One significant improvement arose in Canadians' perceptions of the US in terms of human rights, which was likely in anticipation of the end of the Bush administration," says Nanos President, Nik Nanos. In 2007, only 24 % of Canadians felt that the U.S. was the closest country, in terms of human rights, to Canada. In 2008, that number nearly doubled to 44%. Americans also felt slightly more in line with Canadian human rights values, jumping from 44% in 2007 to 49% in 2008.

Despite the fact that 59% of Canadians identify the United States as the country with the closest business values to Canada, Canada (20%) remains 3rd in the eyes of Americans, behind Japan (31%) and the United Kingdom (22%) with the Chinese not far behind (18%).

However, despite the difference in business values perceptions, Canadians and Americans were in agreement over which countries presented potential threats at the border. Both countries ranked China and Mexico number one and two respectively, as the countries where border officials should thoroughly inspect shipping containers and question visitors. In terms of national security, 68% of Americans wanted much closer or somewhat closer cooperation with Canadians while just over half of Canadians felt the same way. Both Americans and Canadians were in favour of much closer or somewhat closer cooperation on border security, anti-terrorism measures, and are overwhelmingly in agreement on an integrated energy policy that would eliminate dependence on the need for Middle East Oil.

Other research findings included:

- Canadians were more likely to be suspicious of American goods and people crossing the Canadian border than Americans were of Canadian goods and people crossing the U.S. border;
- The United Kingdom score among Americans on many measures could be a result of the "good ally halo effect"; and,
- Canadians' weariness of Chinese imports nearly doubled from 2006 (28%) to 2007 (47%) and remained high in 2008 (42%).

Nanos Research, in partnership with the State University of New York at Buffalo has embarked on a co-operative research initiative known as Nanos-UB North American Monitor. Two national representative surveys are completed each year. The most recent wave was conducted between August 11th and August 14th, 2008 surveying 1,073 Canadians and 1,096 Americans, 18 years of age and older. The results are representative of the populations in both Canada and the United States.

For a detailed review of the survey tables, please visit the Nanos Research website at <http://www.nanosresearch.com>.

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