



the gandalf group

Canadian Opinion About Canada-US Trade, Commerce & Globalization

November 2014

CONSEIL DES AFFAIRES CANADO-AMERICAINES

CABC

CANADIAN AMERICAN BUSINESS COUNCIL



- ❑ This survey of Canadians about trade with the US and globalization was held:
 - Between October 22nd and 28th, 2014.
 - With 808 adult Canadians.

- ❑ It was conducted online with a randomly recruited panel to support probability sampling.
 - Findings on total population come with a margin of error of +/-3.45%, 19/20.
 - Targets were used and final data was weighted to reflect the population with respect to age, region and gender proportionate to national statistics.



Canadians continue to believe the US is important to their national economy.

- 79% of Canadians said the US is very important to Canada's prosperity. Fewer than half said they same for any other market economy.
- The vast majority of Canadians agree Canada should be close allies with the US.
- 71% support the North American Free Trade Agreement.
- The findings come against an uncertain economic backdrop, with Canadians feeling less positively about the Canadian economic outlook than the outlook for the US over the next 12 months.

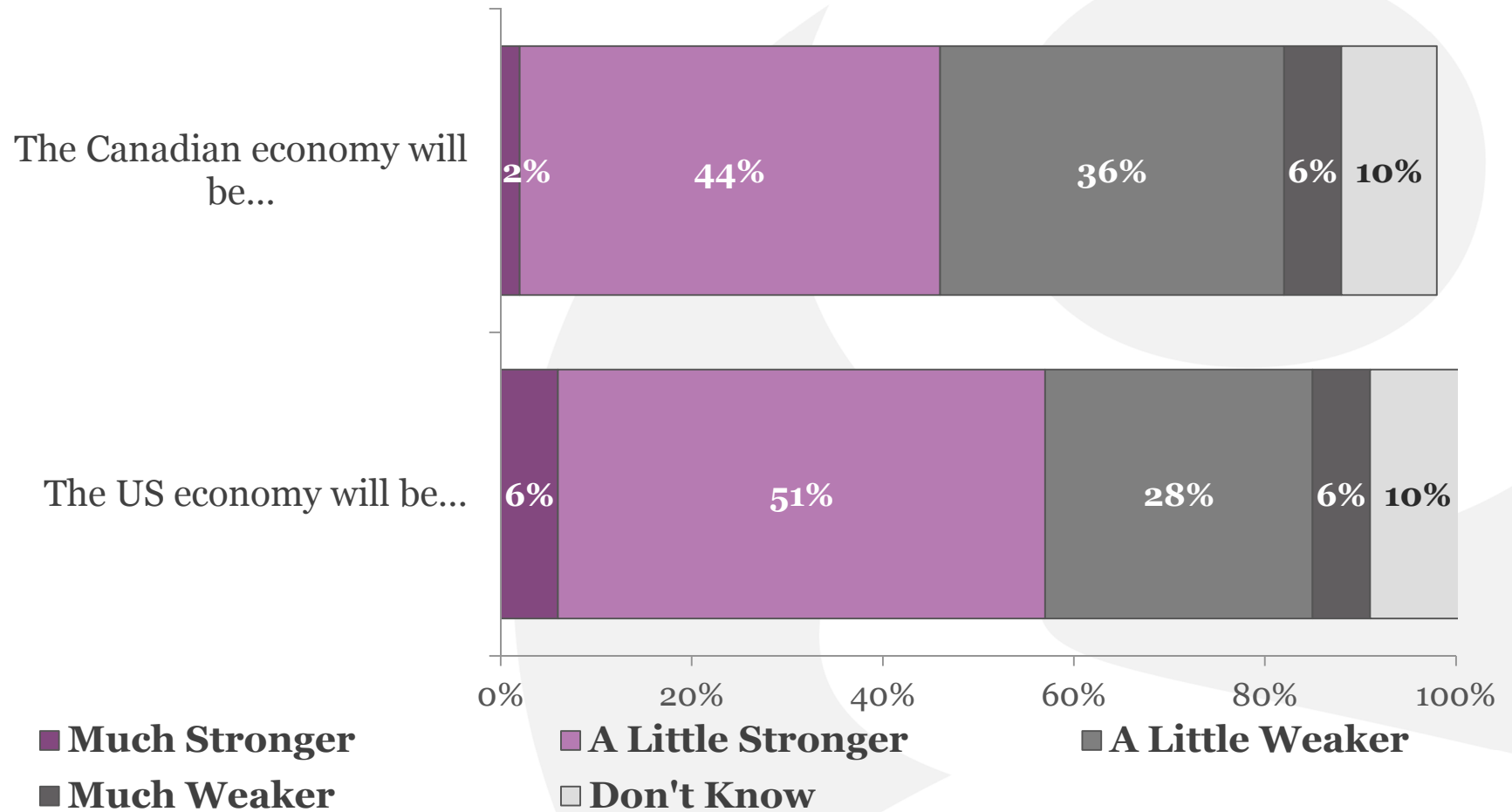
Canadians are more likely to see Asian emerging economies as a threat to their prosperity than they are to see the US in that light.

- 69% believe businesses and workers in emerging Asian markets pose a competitive threat to Canadians; only 44% see US business and workers the same way.
- 52% of Canadians believe Canada and the US must do more to reduce barriers to trading to take advantage of growth with emerging Asian markets.
- But many more agreed (68%) that growth in emerging markets means Canada and the US must cooperate more to remain competitive.



Canadian & US Economies

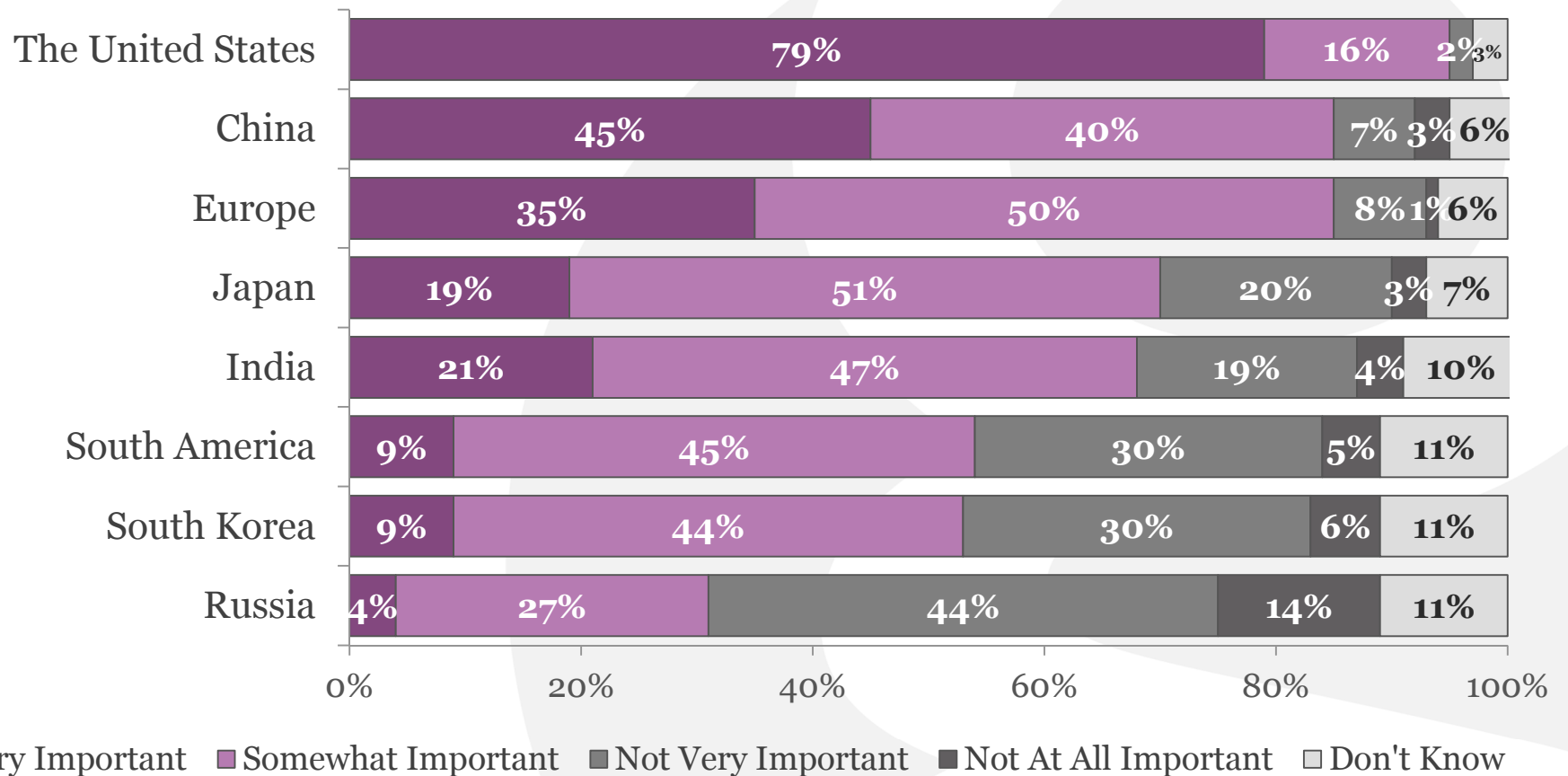
“Looking forward to one year from now, do you think ...?”





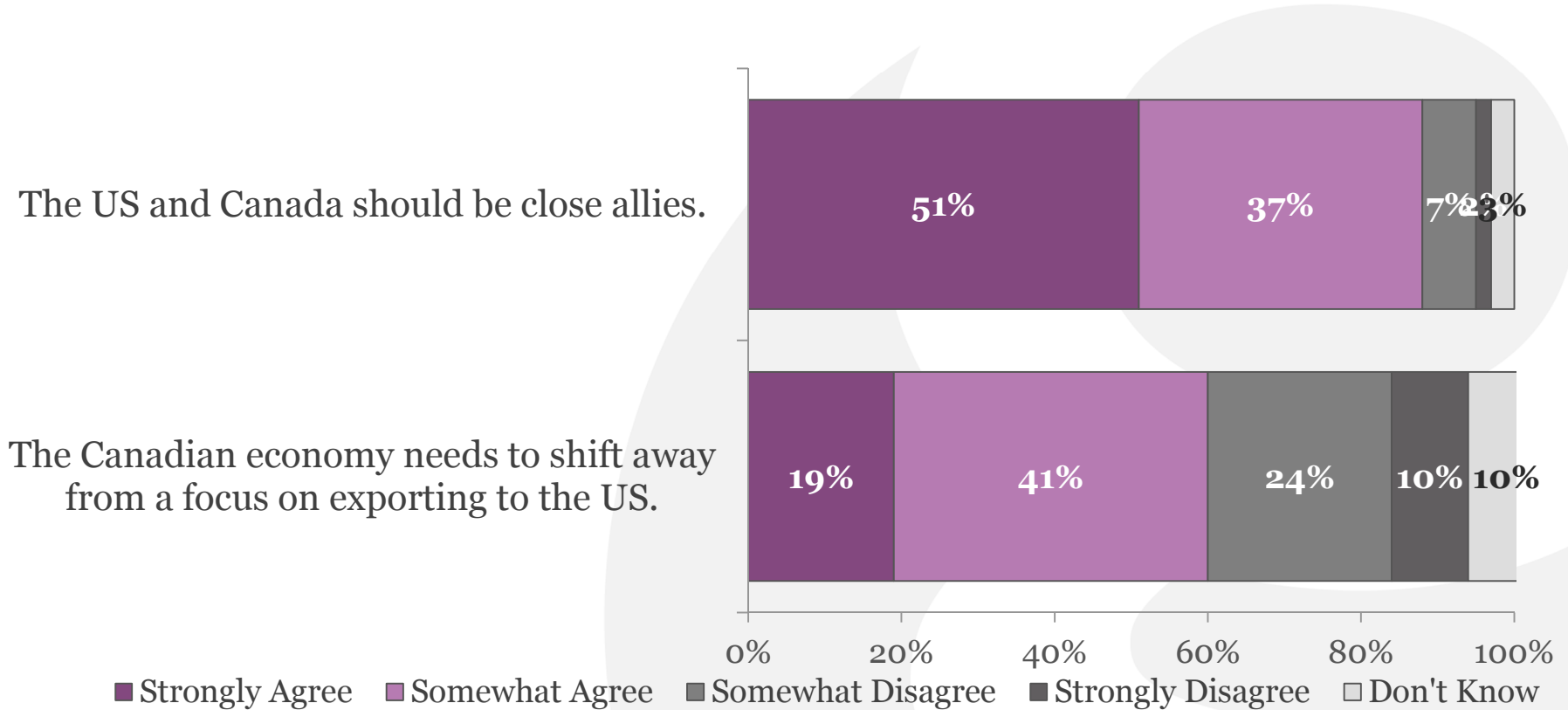
International Markets' Importance to Canada

“How important are the following countries or regions to Canada’s prosperity, both because of sales and exports Canada makes to those countries and/or because of the investments they make in Canada?”





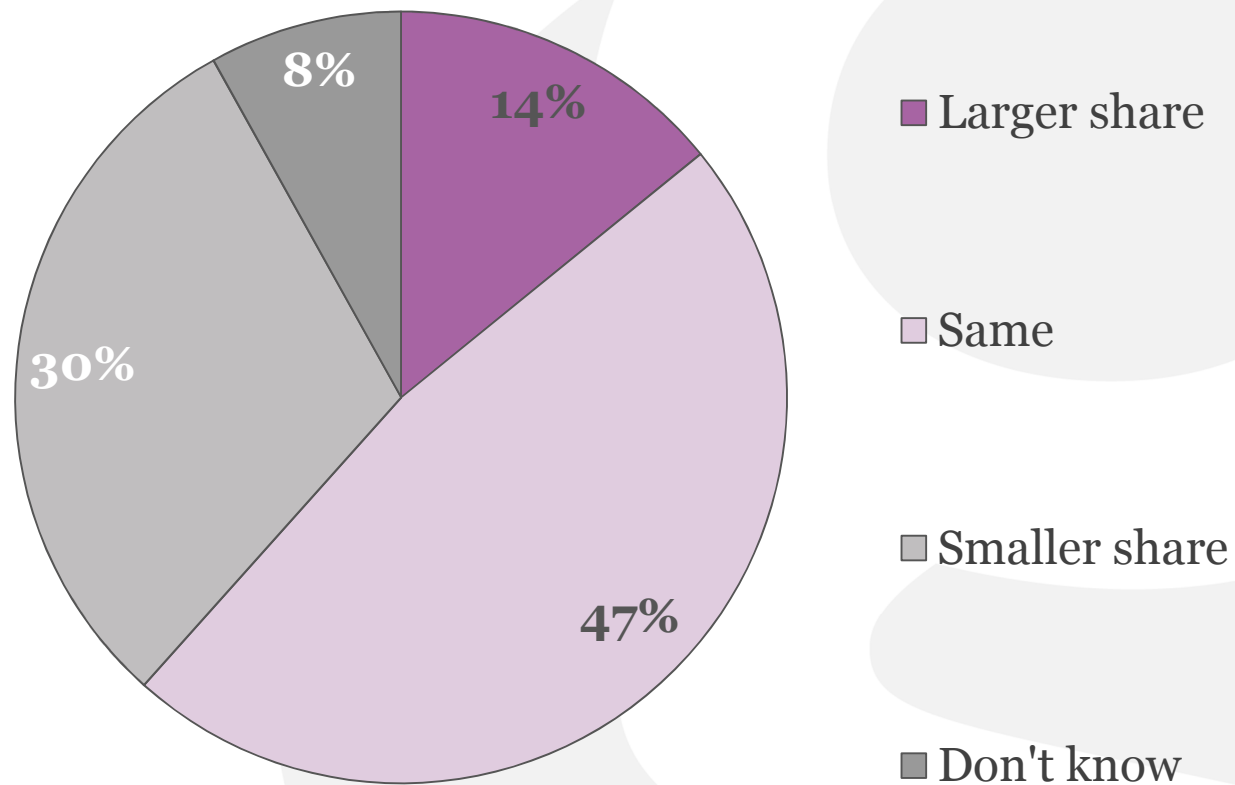
“The following are some statements about Canada’s trade with other countries. Please tell us if you agree or disagree with each of the statements.”





The US: Ascendancy or Decline?

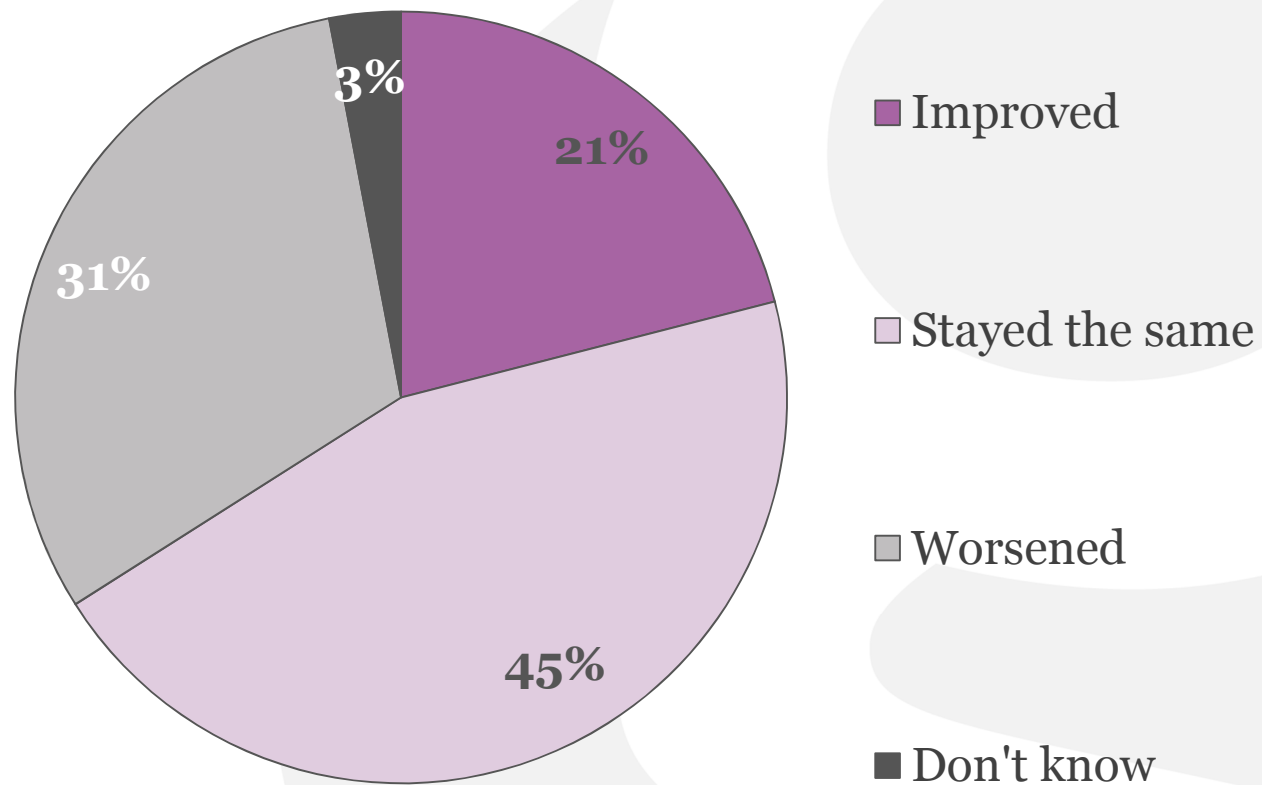
“Five years from now will the US represent a larger share of Canadian exports than it does now, or a smaller share of exports or about same as now?”





Canada-US Relations

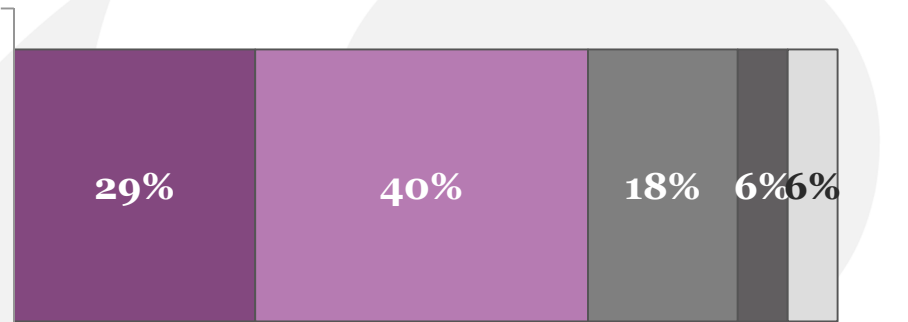
“Over the last decade would you say that Canada’s relations with the US have:...?”



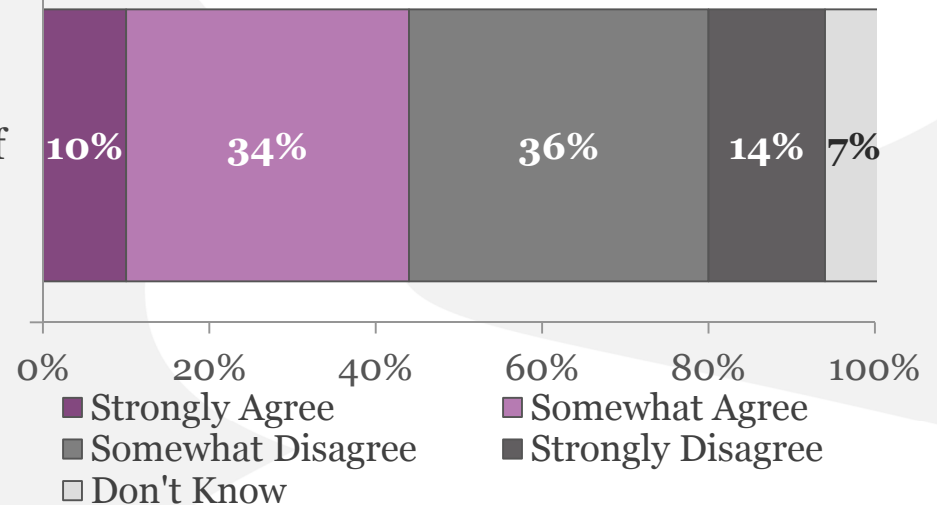


“The following are some statements about Canada’s trade with other countries. Please tell us if you agree or disagree with each of the statements.”

Asian businesses and workers pose a competitive threat to the livelihoods of Canadian businesses and workers



US businesses and workers pose a competitive threat to the livelihoods of Canadian businesses and workers



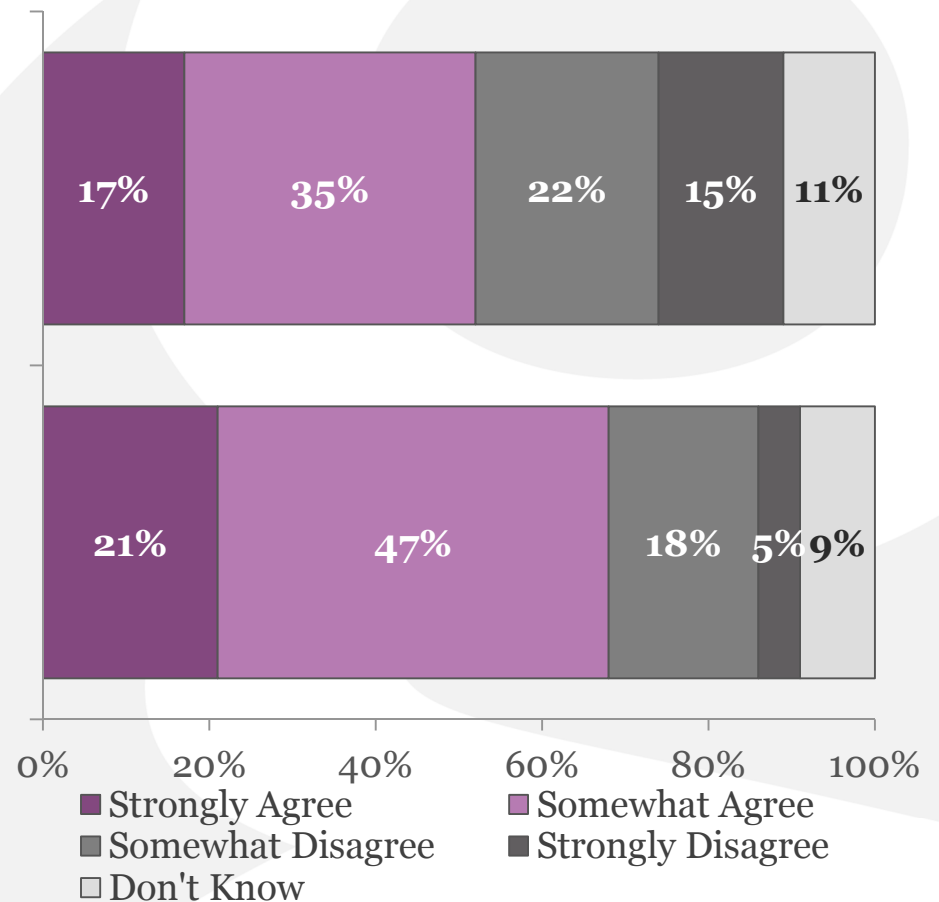


Emerging Markets: Bringing Canada & The US Closer

“The following are some statements about Canada’s trade with other countries. Please tell us if you agree or disagree with each of the statements: *Economic growth in Asian countries means...*”

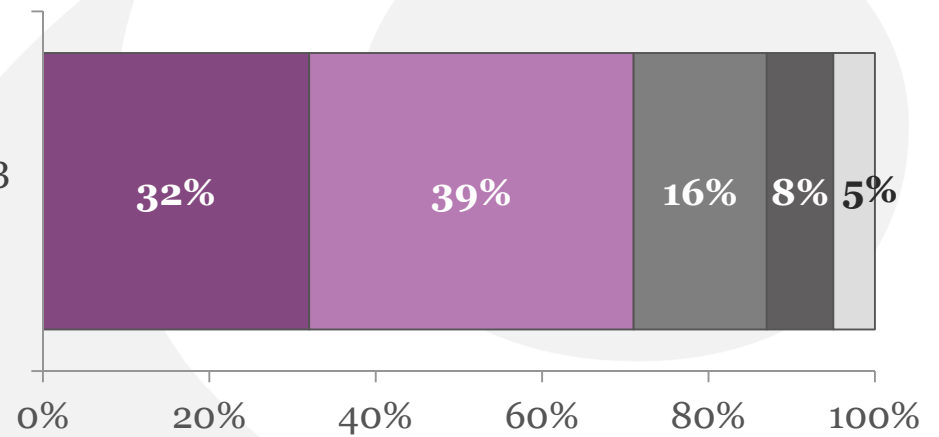
Canada and the US need free trade agreements with those emerging Asian markets in order to reduce the barriers to trading with them.

Canada and the US should cooperate more than they do now so their economies and businesses can survive in the global economy.





N. American Free Trade Agree't - intro'd in 1993
between Canada, the US & Mexico



■ Strongly Support ■ Somewhat Support ■ Somewhat Oppose ■ Strongly Oppose □ Don't Know