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The experience & insights platform

**A MARU PUBLIC OPINION/
GZERO Media SURVEY OF
ATTITUDES OF CANADIANS
& AMERICANS TOWARDS
THE BILATERAL
RELATIONSHIP & ITS ISSUES**

HOSTED BY EURASIA GROUP & BMO FINANCIAL GROUP
RITZ-CARLTON TORONTO APRIL 4TH 2023



John Wright, Executive Vice President, Maru Group



Congratulations to Eurasia Group and BMO Financial Group for presenting the inaugural US-Canada Summit.

Speaking recently to Canada's Parliament, President Joe Biden said of the bilateral relationship that "our destinies are intertwined, and they're inseparable, not because of the inevitability of geography, but because it's a choice — a choice we've made again and again." The purpose and agenda for the summit affirm that sentiment by ensuring our collective leadership can make better choices through constructive, mutual dialogue.

In anticipation of the summit and collaboration with GZERO Media in the launch of its new GZERO NORTH weekly newsletter that focuses on the key, driving political, economic, and cultural issues that define the US-Canada relationship, Maru Group is pleased to provide the results of a public opinion poll carried out among a representative sample of Canadian and American citizen-consumers that explores much of what will be on the table, and the minds of participants, at the summit.

Our goal in having Maru Public Opinion carry out this survey was simple: to provide a suitable framing of issues and elements for the new newsletter and give consumer-citizens on both sides of the border a place inside the summit so their thoughts could be considered. To that end, not only did respondents prioritize what they thought was useful for the summit agenda and discussions, but they provided some rich insights about each other and our vital relationship that measures more than \$2.5 billion a day across our 8,800-kilometer border, creates the livelihoods of millions of families, and makes us partners in arms through NORAD and NATO.

Every day, on four continents, our Maru Group teams provide decision-makers with insights about the public, consumers, citizens, employees, products, and services they need to make timely and informed choices. We help our clients make informed decisions in real time by combining proprietorial software, deep industry experience, unique IP in System 1 apps, and access to the best minds in research across several geographies. In addition, our flexible service model means our clients can self-serve in this platform directly to create, launch and analyze projects; or utilize knowledgeable support from insights experts.

We're pleased to have the opportunity to contribute to this inaugural summit and the launch of the GZERO NORTH newsletter. If I, or my team, can help you or yours in any way, please don't hesitate to reach out directly.

Sincerely,

John Wright



PERSPECTIVE

On the eve of President Joe Biden's first official visit to Canada since taking office, and in anticipation of the inaugural US-Canada Summit hosted by Eurasia Group and BMO Financial Group, Maru Public Opinion, and GZERO Media surveyed Canadians and Americans on attitudes towards each other and numerous bilateral issues. The benefit of these types of studies is obvious: it helps create context and insight as to where the public on both sides of the border are at on the issues and dynamics of the day, provide guidance for decision-making, and it becomes an artifact of opinion on the terrain of history for comparison purposes. This latter category is particularly important as it can highlight how close or further away from the goalposts both nations have come over time.

For example, in 1985, roughly two-thirds of Canadians supported the idea of a North American Free Trade Agreement (NAFTA)—but by the time the 1988 Federal election commenced, support had dropped to just 38%, rising to 48% at the end of that year. Deep down, the Canadian battle cry was about maintaining sovereignty. But the passage of time has changed that perspective. This latest round of opinion research finds almost three-quarters (73%) of Canadians (and 80% of Americans) believing the two economies should be getting closer together, with only one-in-ten on both sides of the border wanting to reduce trade and economic integration. And in August 1983, Prime Minister Pierre Trudeau found less than half (44%) of the Canadian public supported testing US cruise missiles. In contrast, today, the vast majority of Canadians (83%) want a joint Canada/US missile initiative, with two-thirds (64%) even supporting of US missiles on Canadian soil as a protective measure against attacks from North Korea, China, or Russia.

The latest soundings also found common ground on numerous priorities—from reducing agricultural trade barriers to ensuring the banking and financial systems are healthy to exploring natural gas/oil initiatives to reduce foreign reliance and finding solutions for climate change. As well, there are significant majorities of Canadians and Americans who believe we should have even closer relations when it comes to tourism, air transportation, and fighting crime. Further, potential collective government action finds congruency of opinion on border tightening, resources, and defense and security. And what's just as striking, even for items near the bottom of the priority list, both countries are relatively in sync. In fact, where there is parallel agreement is with respect to hockey: Americans (67%) and Canadians (65%) believe Canada has better hockey teams.

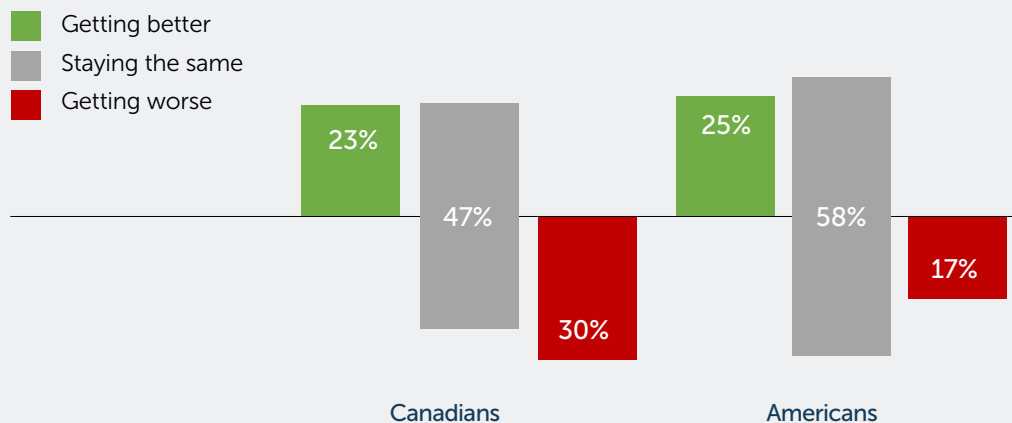
The striking exceptions among those issues explored. Immigration (which is different from border security) and healthcare are where Canadians want a more distant relationship (especially with 83% of Canadians and 69% of Americans believing the Canadian healthcare system is better). But, to make it all come together, the fundamentals of the relationship matter—and there are some elements here that bear noting: While a vast majority of both Canadians and Americans indicate they are more friends than foes, Americans (71%) believe Canadians (38%) are just like them “except they live in another country,” most Americans choose the UK as their closest friend and ally compared to Canadians who choose the USA, and more in Canada (30%) say the relationship is worse than five years ago versus Americans who think the same (17%).

In the end, Canadians and Americans have the goodwill to collaborate and move forward on many bilateral issues. However, there is a wariness among Canadians that is not surprising when they sleep beside the elephant. For those who want to navigate that sentiment, we probably should take more time to learn about each other in the in the hockey arena.

THE RELATIONSHIP

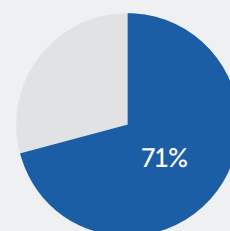
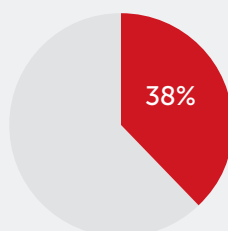
While most believe that Canada and the US are more friends/allies than foes, Canadians are more likely to have a view that the relationship has been getting worse these past 5 years.

Relationship in past 5 years...



Agree that

Canadians are just like Americans except they live in another country.



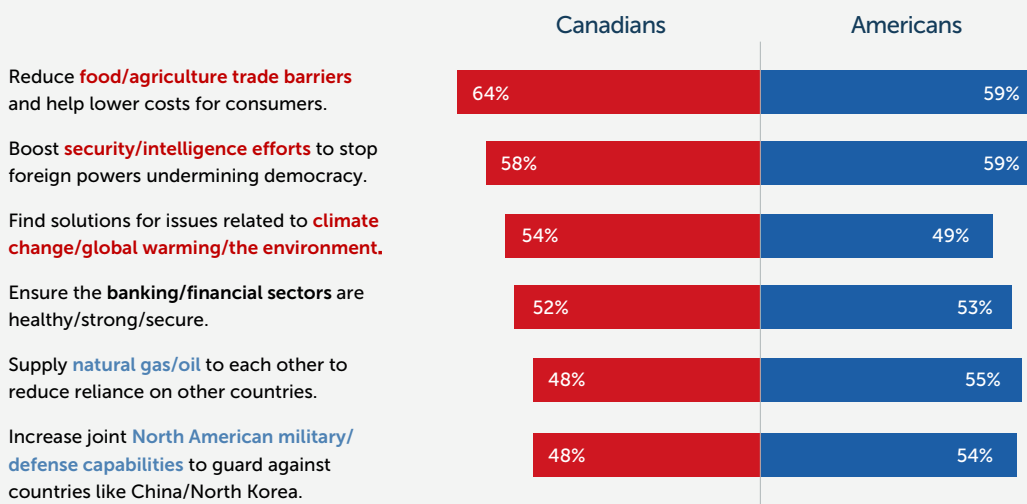


CITIZEN PRIORITIES FOR THE SUMMIT

If given the opportunity to influence this summit, Canadians and Americans would prioritize the same top five issues for bilateral attention.

Top three for Canadians are: food/agriculture trade barriers, security/intelligence efforts, and climate change.

Top three for Americans are: food/agriculture trade barriers, security/intelligence efforts, reducing reliance on foreign gas/oil, and joint military capabilities.

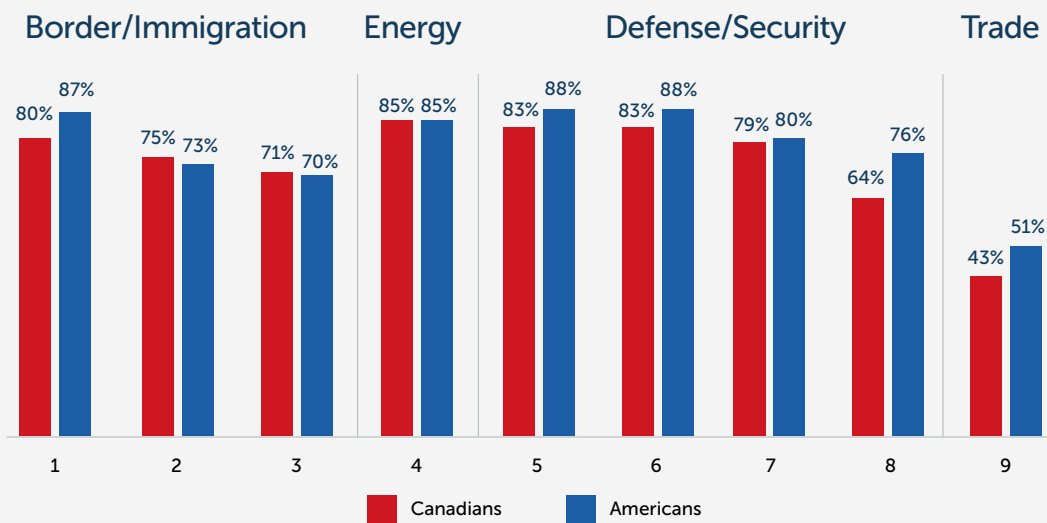




POTENTIAL COLLECTIVE ACTIONS BY GOVERNMENT

Canadians and Americans are lock-step when it comes to most potential collective actions by our respective governments. Particularly when it comes to decreasing our reliance on foreign energy, common missile defence, and increasing our collective role in fighting terrorism.

The exception to this agreement is the placement of US missiles on Canadian soil in the far north as a joint capacity to protect against attack.



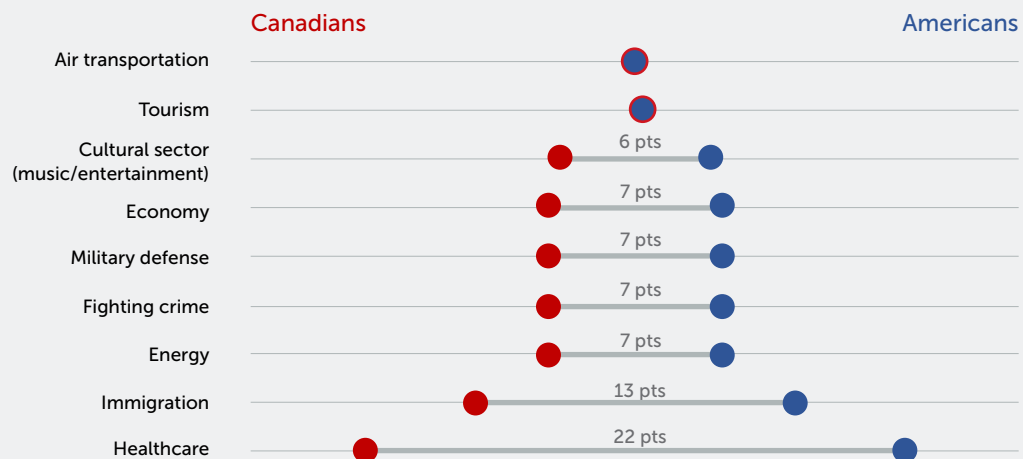
1. Common set of immigration policies
2. Allow those with a conviction for small amt of marijuana to enter
3. Tighten border security
4. Decrease reliance on foreign energy
5. Common missile defence
6. Increase collective role in fighting terrorism
7. Beef up joint presence in arctic
8. US missiles on Canadian soil in far north
9. Make trade even closer



GETTING CLOSER OR MORE DISTANT

When it comes to whether or not our two countries should have closer or more distant relations, it very much depends on the area.

Canadians and Americans are in complete agreement that we should be closer when it comes to air transportation and tourism, but are less aligned when it comes to energy, immigration, or healthcare.



METHODOLOGY

These are some of the findings from a study conducted by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) in both Canada and the United States between March 17-20, 2023, among a random selection of 1,567 Canadian adults are [Maru Voice Canada](#) online panelists and 1,558 American adults who are [Maru Springboard America](#) online panelists.

For comparison purposes, a probability sample of this size for both countries has an estimated margin of error (which measures sampling variability) of $\pm 2.5\%$, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to Canadian and US Census data which ensures the sample is representative of the entire adult population of the United States. Any discrepancies in or between totals when compared to the data tables are due to rounding.

About Maru Public Opinion

Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion publicly released Canadian and US polls with supporting detailed tables are found here: [Maru Public Opinion](#).

Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party. For more information contact:

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About GZERO Media

[GZERO Media](#) is a company dedicated to providing the public with intelligent and engaging coverage of global affairs. It was created in 2017 as a subsidiary of [Eurasia Group](#), the world's leading political risk analysis firm. In addition to producing the national public television program "GZERO World with Ian Bremmer" and its companion podcast, GZERO Media publishes the daily [GZERO Daily](#) newsletter, the weekly [GZERO Daily with Ian Bremmer](#) newsletter (and, from April, the US-Canada-focused weekly newsletter), as well as features and video stories at GZERO Media and across social media channels.