

Canada – US Poll

[Q1 – ASK FOR RESPONDENT’S OWN COUNTRY]

1. We want to learn more about what [CANADIANS/AMERICANS] think of their country and society.

Please indicate how well you think each of the following phrases describes [CANADA/THE UNITED STATES] and [CANADIAN/AMERICAN] society.

[Slider scale]

1 – Does not describe [Canada/the US] at all

2

3

4

5 – Completely describes [Canada/the US]

A caring society

Healthy natural environment

Prosperous country

Progressive society

Safe cities

Racially united

Sophisticated

Getting better

Good system of government

Positive player in world affairs

[Q2 – ASK FOR OTHER COUNTRY]

2. Now let’s consider another country – [THE UNITED STATES/CANADA]. We're interested in people's views and impressions as to how well each of the same phrases describes [THE UNITED STATES/CANADA] and [AMERICAN/CANADIAN] society. Even if you're not that familiar with [the US/Canada] we're interested in your own general impressions.

[Slider scale]

1 – Does not describe [the US/Canada] at all

2

3

4

5 – Completely describes [the US/Canada]

(Really cannot say)

[SAME 10 ITEMS]

A caring society

Healthy natural environment

Prosperous country

Progressive society

Safe cities  
Racially united  
Sophisticated  
Getting better  
Good system of government  
Positive player in world affairs

[PLUS THESE TWO:]

A country I'd be proud to live in  
A valuable friend and ally to [Canada/the US – Respondents' own country]

[ASK IN BOTH COUNTRIES]

3. Turning to US politics for a moment, it is now looking like the official Presidential candidates in the US election this fall will likely be: [Insert both names and parties – Rotate order].

All things considered, who would you yourself prefer between these two choices for US President?

[Order below should match order inserted in question]

Hillary Clinton for the Democrats  
Donald Trump for the Republicans  
Really cannot say [Anchor]

4. What kind of impact, if any, do you think each of these Presidential possibilities would mean for the US – Canadian relationship? Do you think that would have a positive impact, a negative impact or be neutral overall for US – Canadian relations?

[Rotate items, same order as Q3]

Hillary Clinton as US President

Donald Trump as US President

Positive  
Negative  
Neutral  
Really cannot say

5. Finally, would you say you're more inclined to admire or dislike the government of [ASK FOR OTHER COUNTRY, NOT THEIR OWN: the United States/Canada]?

Respect  
~~Condemn~~  
Admire  
Dislike  
Not sure