



*The Historica-Dominion Institute* ▶▶

# American Myths Revisited: the first year of Obama presidency



Prepared for:  
The Historica-Dominion  
Institute

**November 2009**

**Innovative Research Group, Inc. | [www.innovativeresearch.ca](http://www.innovativeresearch.ca)**

**Toronto Office**  
350 Bay Street, 3rd Floor  
Toronto ON | M5H 2S6  
Main: 416.642.6340  
Fax: 416.640.5988

**Vancouver Office**  
1055 West Hastings, 3rd Floor  
Vancouver BC | V6E 2E9  
Main: 604.662.4022  
Fax: 604.684.6024

**Montréal Office**  
1010 Sherbrooke Ouest, 18<sup>e</sup> étage  
Montréal, QC | H3A 2R7  
Main: 514.904.2232  
Fax: 514.286.6078

# Methodology

---

- This telephone survey was conducted among 1018 adults in Canada, between October 22nd – 26<sup>th</sup>, 2009.
- The sample is proportionally weighted by region (BC, Alberta, the Prairies, Ontario, Québec and Atlantic), age and gender according to the 2006 Canadian Census data.
- The margin of error for the national sample is approximately **±3.1 points** , 19 times out of 20.
- Note: Graphs may not always total 100% due to rounding values rather than any error in data.



# Attribution

---

- The survey was commissioned by The Historica-Dominion Institute ([www.historica-dominion.ca](http://www.historica-dominion.ca)). The Historica-Dominion Institute is a national charitable organization that was launched on September 1, 2009 through the amalgamation of two existing organizations: The Historica Foundation of Canada and The Dominion Institute. Its mandate is to build active and informed citizens through a greater knowledge and appreciation of the history, heritage and stories of Canada.
- The survey was conducted by Innovative Research Group, Inc. ([www.innovativeresearch.ca](http://www.innovativeresearch.ca)), a Toronto-based research and polling firm.
- The first instance of this survey should be attributed as a "Historica-Dominion Institute survey conducted by the Innovative Research Group". All subsequent attributions can use the shorter convention of: "Historica-Dominion Institute poll".



# Canadians much more favourable towards Obama in 2009 than Bush in 2005

---

- This poll marks the one year anniversary of President Barack Obama's election and examines how his election has impacted Canadians and their views of the US. Some of those questions were also asked one year into George W. Bush's second term (in November 2005). Tracking is shown when available.
- Canadians views of the current President have improved markedly: 46% have a very favourable impression of President Obama compared with only 5% for President Bush in 2005.
- While Canadians like President Obama, they are unsure if the President deserved the Nobel Peace Prize, with 42% agreeing he did and 47% disagreeing. However, a majority of Quebeckers agreed he deserved the prize (57%).



# Very Limited “Obama Effect” on Canadians’ Views of the US and Americans

---

- Compared to 2005, Canadians have only a marginally improved view of Americans as individual people (71% favourable in 2009 vs. 68% in November 2005).
- Just under half of Canadians say they ‘feel at home’ whenever they visit the US (48% vs. 44% in 2005), a very modest increase from 2005. Quebeckers do not share that sentiment (only 33% say they ‘feel at home’).
- Canadians are also no more likely to think that American and Canadian values are becoming more similar (27% in 2005 and 2009). However, they are less likely to say they are diverging (17% this year vs. 24% in 2005).
- We asked whether the US is a force for good in the world. Canadians are split on this question with 45% agreeing that the US is a force for good in the world and 46% disagreeing. Quebeckers are most sceptical, with only 32% agreeing.
- When it comes to healthcare, Canadians have become more supportive of Canadian health care despite, or perhaps because of, the attacks on Canadian health care in the current health reform debate in the US. Just over three quarters of Canadians believe they would get better care in Canada, a proportion that has increased significantly since 2005 (77% in 2009 vs. 71% in 2005).



# Detailed results

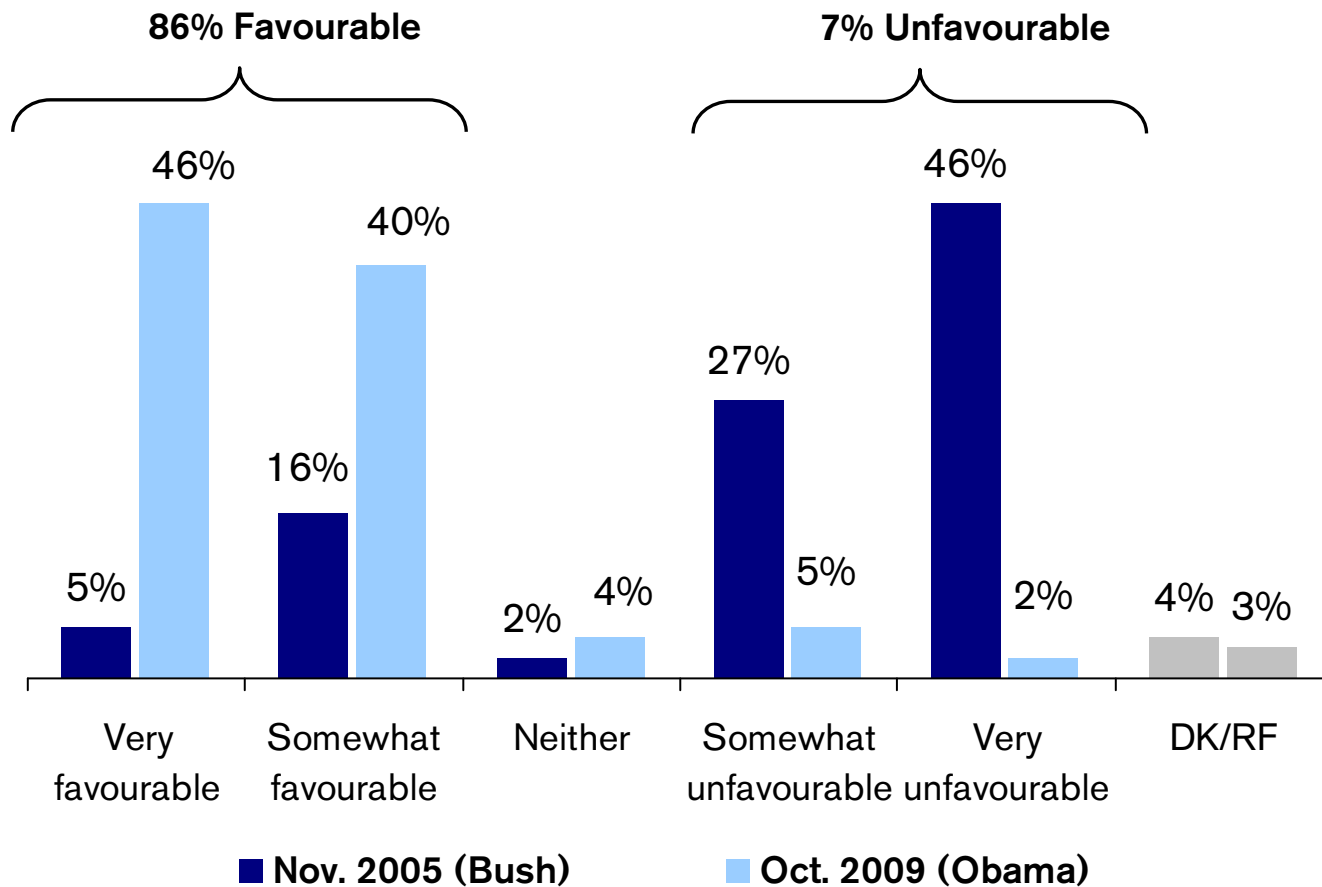
---

---



# Most Canadians hold favourable views of Obama; very different compared to Bush

**Q** Do you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of the current President of the United States, Barack Obama?



## Those that responded 'Favourable'

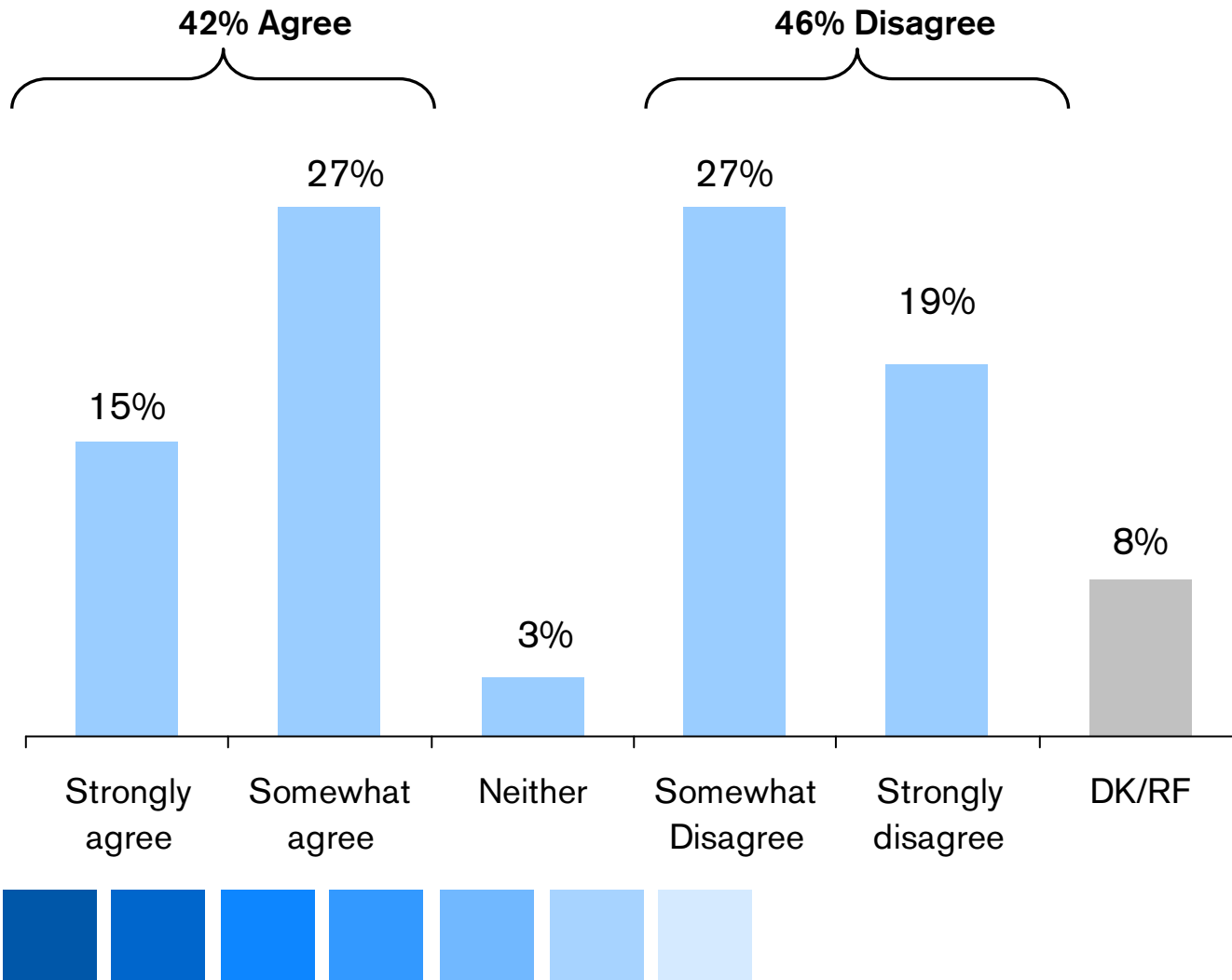
Region	Favourable
BC	85%
Alberta	83%
Prairies	90%
Ontario	89%
Quebec	85%
Atlantic	84%



# Canadians are split on Obama deserving Nobel price; Quebeckers think he did



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: **Barack Obama deserved to win the Nobel Peace Prize**



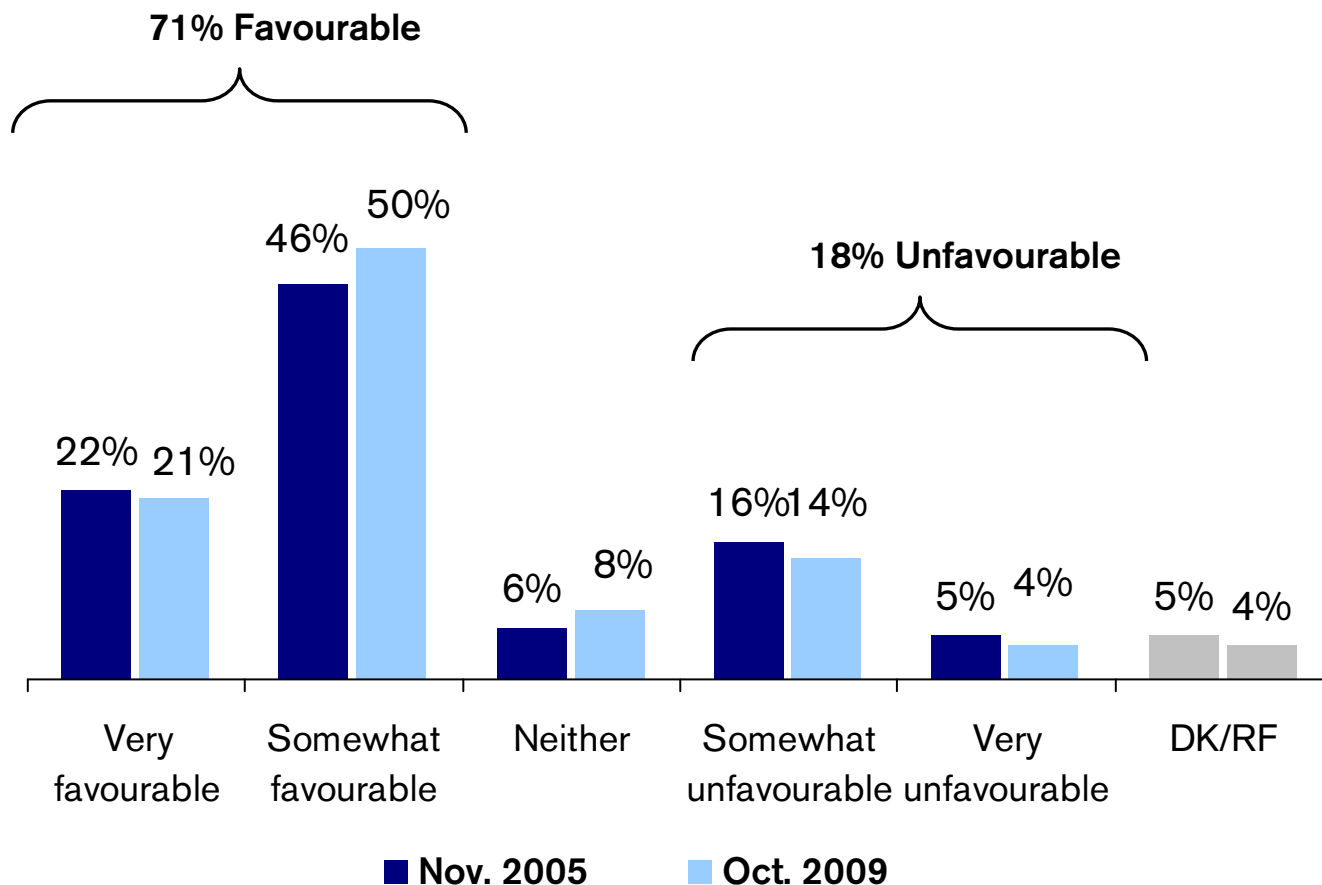
Those that responded 'Agree'

Region	Percentage
BC	38%
Alberta	27%
Prairies	41%
Ontario	38%
Quebec	57%
Atlantic	44%

# Only a Modest Change in Canadians' view of Americans



Do you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of Americans as individual people



## Those that responded 'Favourable'

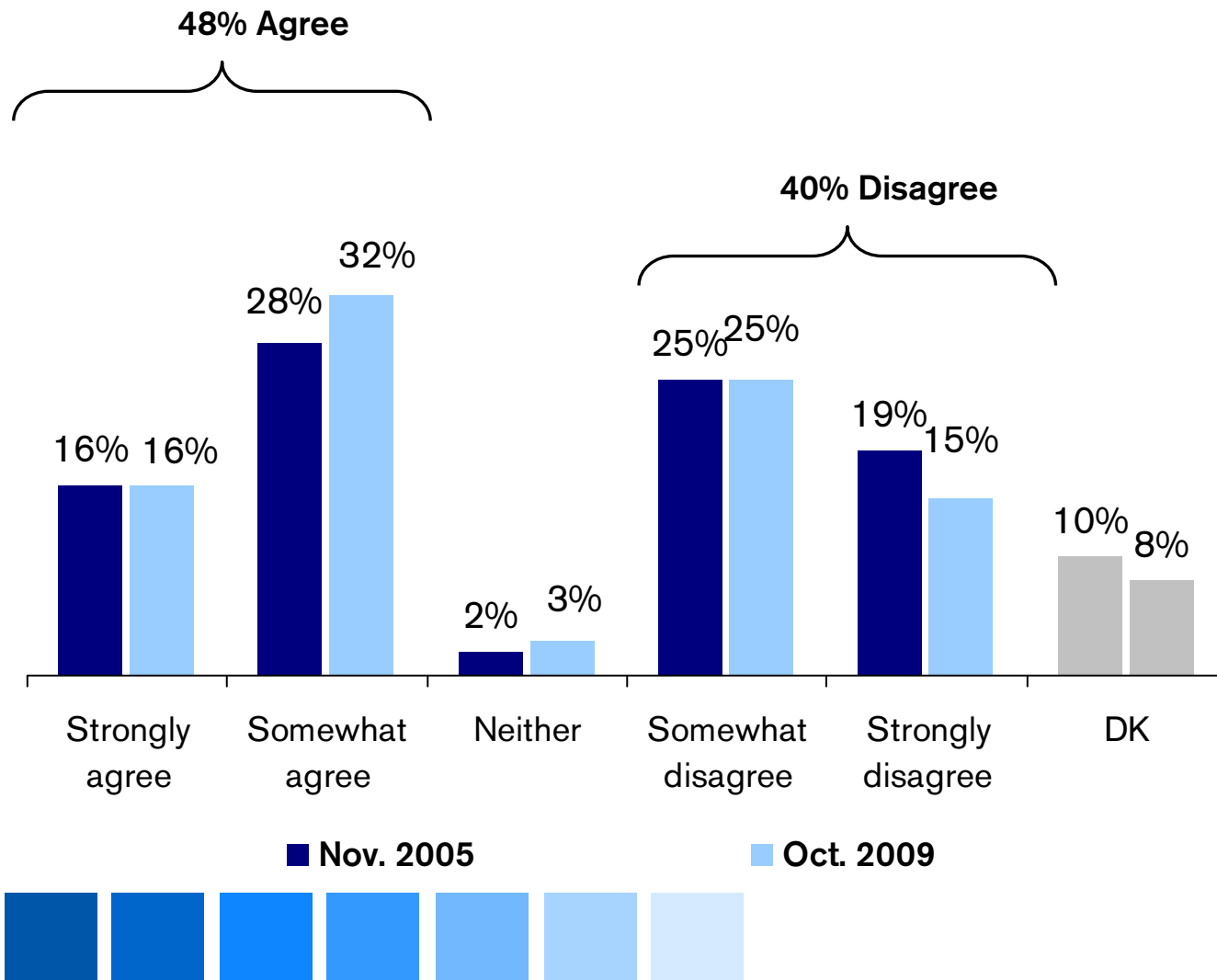
Region	Favourable
BC	74%
Alberta	71%
Prairies	62%
Ontario	74%
Quebec	64%
Atlantic	79%



# America feels like home; Quebeckers disagree



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.**



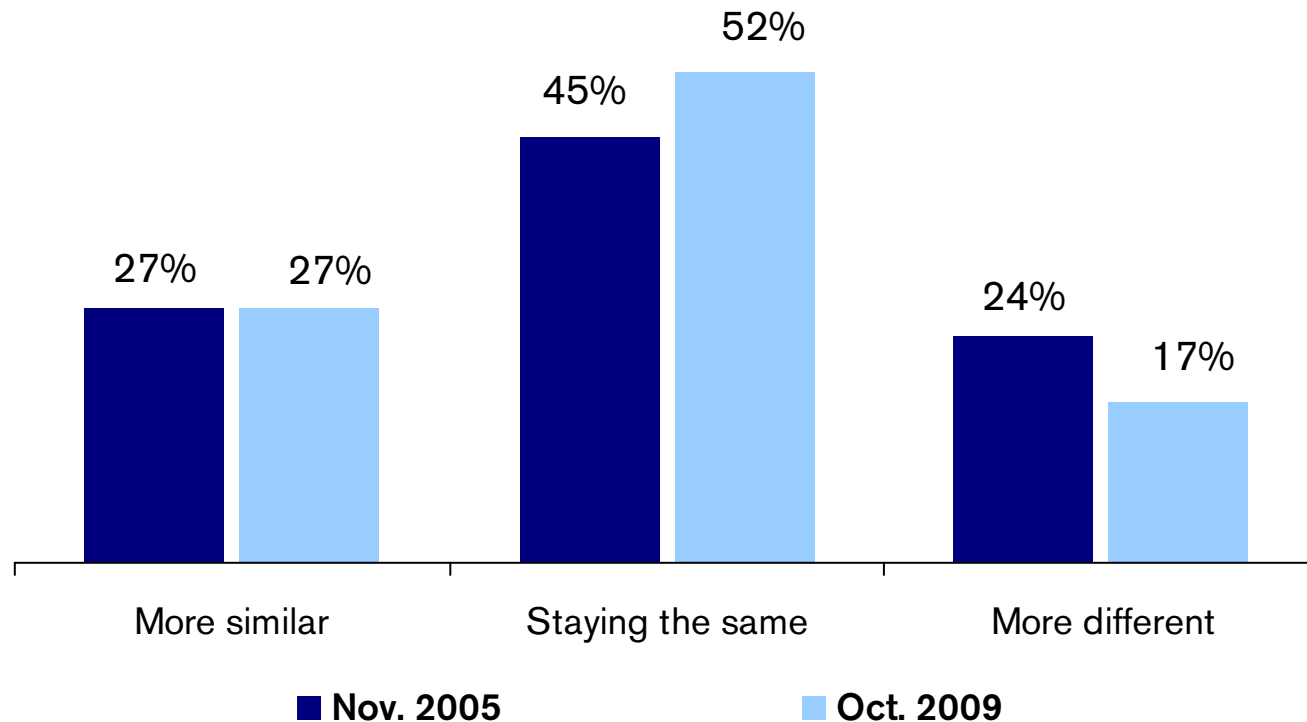
## Those that responded 'Agree'

Region	Percentage
BC	53%
Alberta	57%
Prairies	52%
Ontario	52%
Quebec	33%
Atlantic	55%

# Canadians do not think US and Canadian values are becoming more similar



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



## Those that responded 'More different'

Region	Percentage
BC	17%
Alberta	13%
Prairies	16%
Ontario	18%
Quebec	20%
Atlantic	15%

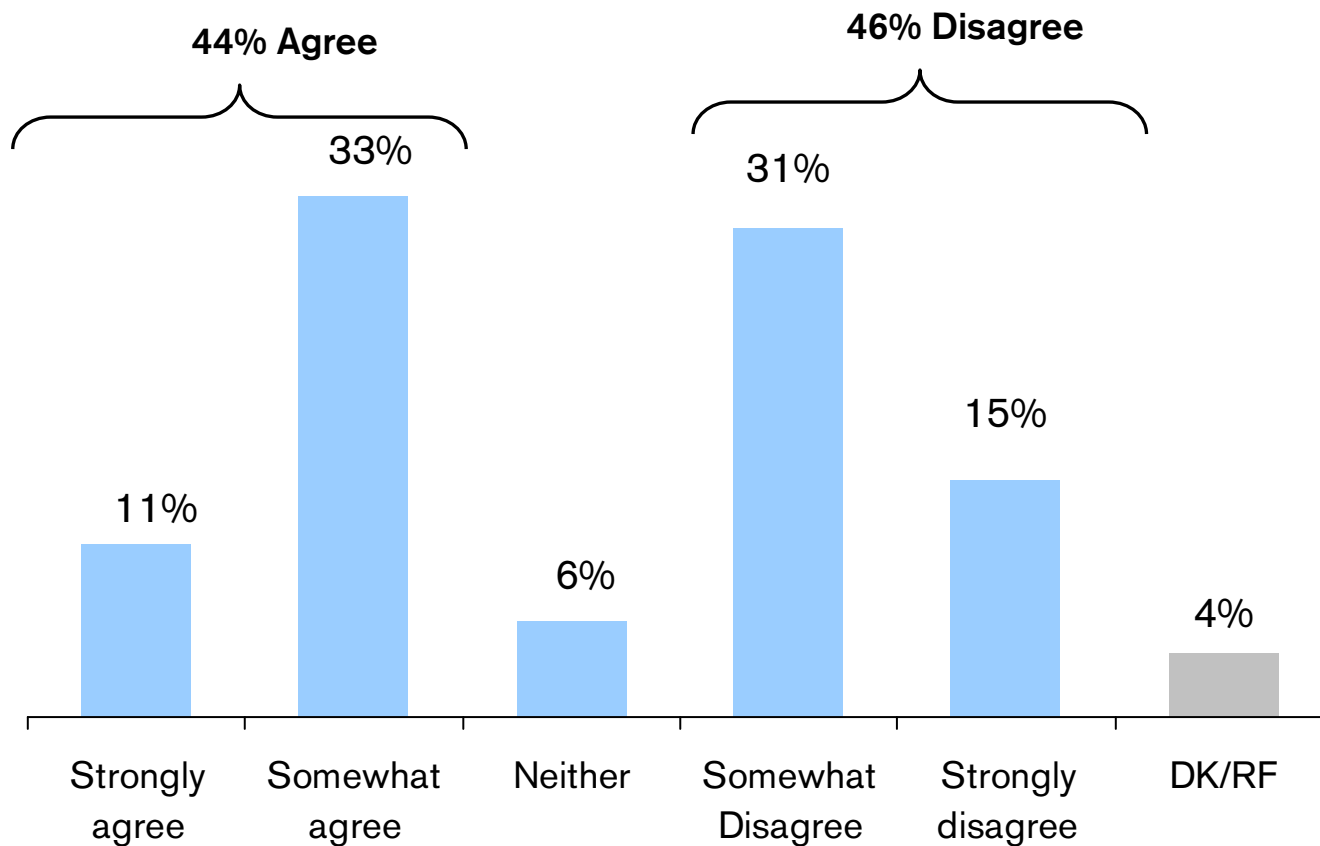


Note: 'Don't know/Refused' not shown

# Canadians split on US being a force for good; <sup>12</sup> Quebeckers disagree



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: **The US is a force for good in the world**



Those that responded 'Agree'

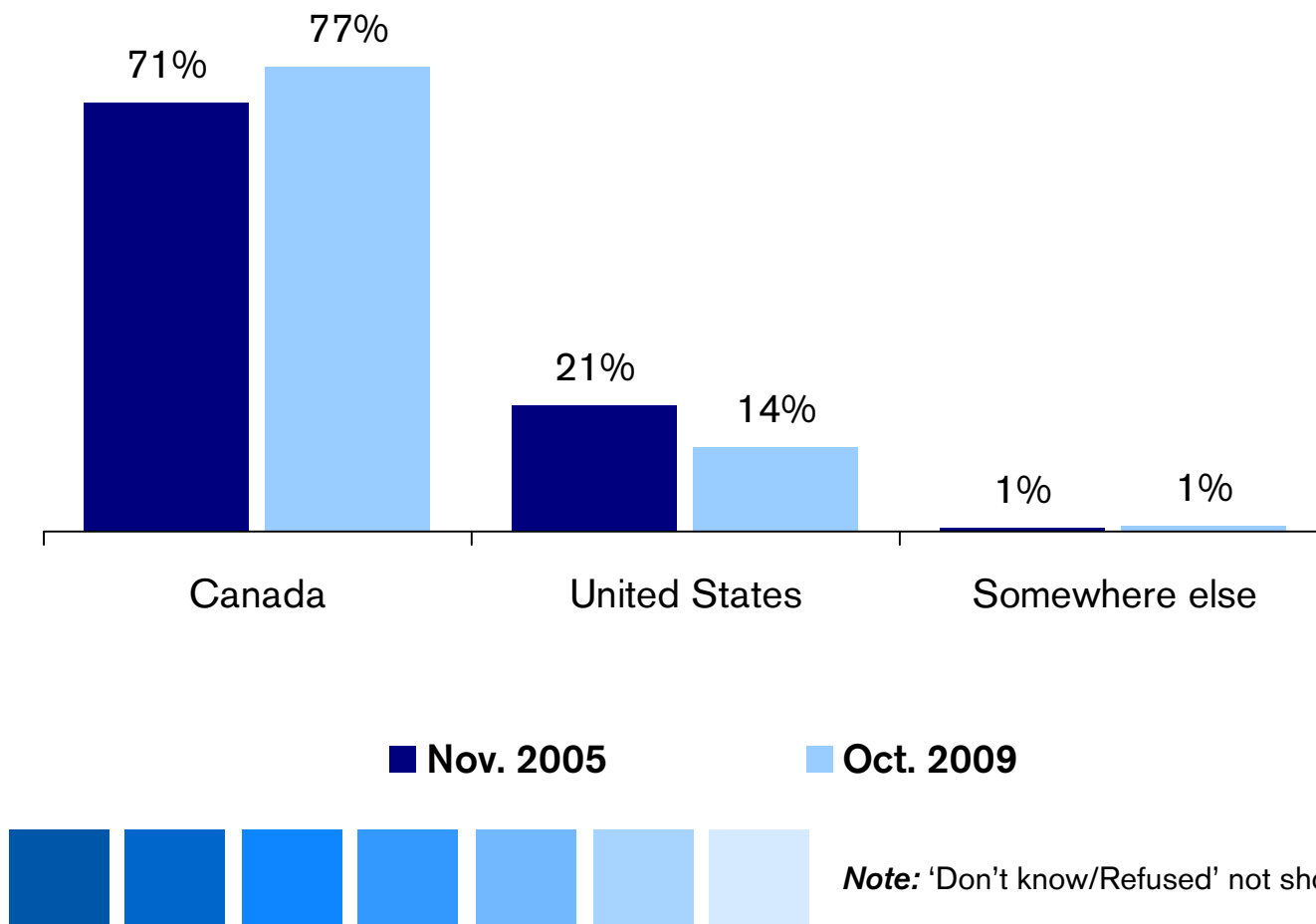
Region	Percentage
BC	46%
Alberta	40%
Prairies	53%
Ontario	49%
Quebec	32%
Atlantic	58%



# Canadian's faith in their HC system has grown; most think they would receive better care here



If you had a serious illness do you think you would receive better medical treatment in the United States or Canada?



## Those that responded 'Canada'

Region	
BC	84%
Alberta	71%
Prairies	84%
Ontario	79%
Quebec	73%
Atlantic	69%



**Greg Lyle**

*Managing Director*

Direct: 416.642.6429

Email: [glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Simon McDougall**

*Consultant Senior*

Téléphone: 514.904.2232

Courriel: [smcdougall@innovativeresearch.ca](mailto:smcdougall@innovativeresearch.ca)

**Toronto**

350 Bay Street, 3<sup>rd</sup> Floor  
Toronto ON | M5H 2S6

**Vancouver**

1055 West Hastings, 3<sup>rd</sup> Floor  
Vancouver BC | V6E 2E9

**Montréal**

1010 Sherbrooke Street West, Suite 1800  
Montréal QC | H3A 2R7

Innovative Research Group, Inc. | [www.innovativeresearch.ca](http://www.innovativeresearch.ca)