



For immediate release

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New data shows Canadians prioritize North American trade over emerging markets

(OTTAWA) – New data released today shows that many Canadians are ambivalent about trade with emerging markets and in turn are strongly supportive of enhancing Canada’s trading partnership with the United States. The survey was conducted by the Gandalf Group for the Canadian-American Business Council (CABC). It comes on the eve of Prime Minister Harper’s talks with Chinese leadership and leads into a summit the CABC will be hosting in Ottawa on the Canada-US relationship.

“Canadians understand that even in an era of globalization we should not turn a blind eye to the potential of the Canada-United States relationship to drive prosperity,” asserts CABC Senior Advisor Scotty Greenwood. “The findings show there is more comfort with an economic partnership with the United States and that Canadians support measures to enhance that relationship.”

“Most Canadians understand we cannot rely on the U.S. as we have in the past but that does not make them enthusiastic about globalization,” said David Herle, Principal of the Gandalf Group. “Competition with emerging markets may well be leading Canadians to a greater appreciation of the value of trade with the U.S.”

The research findings will be discussed in greater depth during the CABC’s 20th Annual ‘State of the Relationship’ Summit and Awards event in Ottawa on November 6th. The event will feature NBC Anchor Tom Brokaw in discussion with Canada’s Finance Minister Joe Oliver.

Mr. Brokaw will also moderate a discussion between Gary Doer, Canada’s Ambassador to the United States and Denise Morrison, President & CEO of Campbell Soup Company. Ms. Morrison will receive the CABC’s Award for Business Achievement.

More details about the event are available at www.cabc.co. Highlights of the research are included in the backgrounder below. More details about survey results may be obtained by contacting by visiting www.GandalfGroup.ca .



To book interviews with or learn more about the CABC please contact Sophie Nadeau at 613-266-7587 or by email at media@cabcc.ca.

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Backgrounder – Survey Highlights

Findings from the October 2014 survey by the Gandalf Group are drawn from a survey of 808 adult Canadians. The survey was held between October 22nd and 28th, 2014, and conducted online in English and French with a randomly recruited panel that supports 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 Canadian population with respect to age, region and gender, proportionate to national statistics.

- Canadians continue to see the US as hugely important to their national economy.
 - 79% of Canadians said the US is very important to Canada's prosperity, well ahead of China (45% saying the same for China), Europe (35%) or Japan (19%).
 - The vast majority of Canadians (88%) agree Canada should be close allies with the US.
 - 71% of Canadians 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.
 - 57% of Canadians expect the US economy to strengthen over the next 12 months; only 46% of Canadians feel the same for their own economy.

- 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.