

CANADIAN AMERICAN BUSINESS COUNCIL POLL

Obama Will Improve Bilateral Ties, Say Both Canadians and Americans

Survey shows hope on both sides of the border for better relations and high support for bilateral trade.

[VANCOUVER – Nov. 13, 2008] – Most people in Canada and the United States think U.S. President-elect Barack Obama will help improve relations between the two countries, an Angus Reid Strategies poll on behalf of the Canadian American Business Council (CABC) has found.

In the online survey of representative national samples of Canadian and American adults, 44 per cent of respondents in the U.S. and 59 per cent of people in Canada think the Obama administration will help improve ties between the two North American nations.

The vast majority of Canadians (84%) say Obama will guide the U.S. on the right direction over the next four years, and 55 per cent of Americans concur.

One of the issues raised in the recent run-up to the U.S. presidential election was the future of the North American Free Trade Agreement (NAFTA) which regulates commerce between the U.S., Canada and Mexico.

Two-thirds of respondents in Canada (68%) express overall support for NAFTA, along with 52 per cent of Americans.

But despite the high level of support, the survey shows a certain level of disappointment with the trade deal. A quarter of Americans (25%) think NAFTA favours Canada more than the other two partners, and 64 per cent of Canadians say the exact opposite—that the U.S. gets the better end of the deal. Two-thirds of Americans say the agreement is well balanced as it is, but only 29 per cent of Canadians agree.

KEY FINDINGS

- **Obama will improve bilateral relations, say 44% of Americans and 59% of Canadians**
- **Obama will be good for the U.S. overall, say 84% of Canadians and 55% of Americans**
- **68% of Canadians and 52% of Americans support NAFTA**

Full topline results are at the end of this release.

From November 5 to November 6, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,010 adult Canadians and 1,005 adult Americans. The margin of error for each of the total samples is +/- 3.1 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of each country. Discrepancies in or between totals are due to rounding.

Obama's Election

To what extent do you think the recent election of Barack Obama will help or hurt the overall direction of America over the next four years?

	Canada	U.S.
Help a lot / Help a little	84%	55%
Hurt a lot / Hurt a little	8%	33%
Not sure	8%	12%

Obama's Election

Do you think the recent election of Barack Obama will improve or worsen relations with Canada over the next four years or do you think it will make no difference?

	Canada	U.S.
Improve a lot / Improve a little	59%	44%
Worsen a lot / Worsen a little	22%	17%
Not sure	19%	39%

NAFTA

One of the issues raised in the recent U.S. election was the future of the North American Free Trade Agreement (NAFTA) which provides for free trade between the U.S., Canada, and Mexico. How do you feel about NAFTA?

	Canada	U.S.
Strongly support / Somewhat support	68%	52%
Strongly oppose / Somewhat oppose	20%	27%
Not sure	12%	21%

NAFTA

Overall do you feel that the current free trade arrangement between Canada and the U.S. favours Canada more than the U.S., the U.S. more than Canada or does it have an equivalent impact to both countries?

	Canada	U.S.
Favours Canada more	7%	24%
Favours U.S. more	64%	11%
Favours both about the same	29%	66%

Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=349>

Since 2006, Angus Reid Strategies has covered five provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

<http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**