

Maclean's FINAL Report

Countries: United States, Britain, Italy, Russia, India, Israel, Turkey and China
Fieldwork: 400 interviews, conducted from Oct. 18 to Oct. 30, 2007.

Canadian Sample: 1,005 interviews, conducted on Oct. 31 and Nov. 1, 2007

1. We'd like to ask you some questions about Canada. When you think of Canada, what is the most appealing thing that comes to mind?

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Natural environment	21%	55%	68%	32%	31%	14%	19%	40%
Stable economy	3%	1%	0%	16%	13%	17%	6%	9%
Multiethnic, Diverse	7%	1%	4%	4%	9%	4%	9%	7%
Good system of government	2%	2%	3%	4%	8%	2%	2%	8%
People	9%	5%	1%	1%	3%	1%	2%	1%
Social Services	5%	0%	0%	2%	1%	4%	3%	3%
Quality of life	48%	29%	21%	30%	31%	47%	51%	30%
Nothing	2%	2%	2%	0%	1%	7%	3%	2%
Not sure	2%	4%	1%	12%	2%	3%	5%	1%

Natural environment is clearly the #1 answer in three countries (Italy, Britain and China). Quality of Life is #1 in U.S., Israel and Turkey. One-in-ten Americans cites people as the most appealing thing. In India and Turkey, 9% cite diversity.

2. When you think of Canada, what is the least appealing thing that comes to mind?

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Climate, weather	17%	20%	36%	15%	28%	39%	32%	32%
Remote, isolated	2%	8%	7%	5%	11%	15%	16%	7%
Boring	2%	3%	6%	4%	5%	11%	14%	3%
U.S. oriented	13%	17%	5%	32%	15%	4%	14%	14%
Discrimination	3%	1%	3%	0%	4%	2%	4%	13%
High taxes	45%	7%	3%	5%	13%	5%	3%	11%
People	0%	2%	1%	6%	1%	1%	2%	0%
Lack of culture	3%	2%	1%	5%	6%	2%	2%	1%
Nothing	11%	27%	32%	12%	12%	17%	8%	8%
Not sure	4%	13%	5%	14%	6%	4%	4%	11%

Americans dislike the high taxes—at least a third of respondents in Israel, Turkey, China and Italy cite the weather. A third of Russians see Canada as too U.S. oriented.

3. As far as you know, is Canada a partner in the military or peacekeeping operations currently taking place in these countries and areas?

Afghanistan

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes, it is	93%	20%	28%	5%	31%	23%	19%	38%
No, it is not	3%	11%	33%	50%	40%	34%	43%	27%
Not sure	4%	69%	39%	45%	29%	44%	38%	35%

Most Americans know Canada is in Afghanistan as well as 38% of Chinese, but less than a third in the remaining countries is aware.

Iraq

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes, it is	51%	18%	28%	13%	26%	30%	15%	28%
No, it is not	33%	14%	34%	46%	41%	31%	51%	35%
Not sure	16%	68%	38%	41%	33%	39%	33%	36%

Turkey is the only country where a majority knows Canada is not in Iraq. Half of Americans think Canada is part of the coalition effort.

Darfur

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes, it is	28%	9%	17%	4%	10%	20%	8%	11%
No, it is not	19%	12%	32%	29%	29%	25%	30%	31%
Not sure	54%	79%	51%	67%	61%	54%	62%	58%

Less than a third of respondents around the world know Canada is not in Darfur.

Haiti

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes, it is	36%	5%	12%	9%	12%	11%	9%	21%
No, it is not	12%	11%	25%	31%	24%	25%	29%	17%
Not sure	52%	84%	63%	60%	63%	64%	61%	62%

More than a third of Americans know Canada is in Haiti; lower numbers in other nations.

4. As far as you know, which of these statements is correct?

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Canada is a leader in fighting climate change and cutting greenhouse gas emissions	43%	52%	69%	71%	82%	58%	50%	72%
Canada is one of the worst per capita emitters of greenhouse gases in the world	39%	4%	3%	2%	7%	5%	10%	9%
Not sure	18%	43%	28%	26%	12%	37%	40%	19%

Aside from the U.S., 10 per cent of respondents (or less) correctly pinpoint Canada as one of the worst emitters.

5. As far as you know, which of these statements is correct?

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
The Canadian dollar is worth more than the American dollar	91%	36%	28%	39%	27%	28%	34%	29%
The American dollar is worth more than the Canadian dollar	7%	19%	40%	39%	65%	59%	48%	62%
Not sure	2%	45%	32%	21%	8%	13%	18%	9%

Americans well aware of loonie's power, but not more than two-in-five in the other countries know this.

6. As far as you know, which of these statements is correct?

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
People of the same gender can marry legally in Canada	86%	27%	20%	20%	47%	56%	39%	53%
People of the same gender cannot marry legally in Canada	8%	16%	37%	50%	18%	12%	33%	24%
Not sure	6%	57%	43%	30%	35%	32%	28%	23%

Americans, Israelis, Chinese and Indians more likely to know same-sex marriage is allowed in Canada.

7. Which of the following statements do you agree with the most?

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Canada is a global leader in working for human rights and peace in the world	35%	68%	42%	57%	26%	50%	47%	37%	54%
In foreign affairs, Canada does pretty much what the United States wants it to do	50%	26%	14%	19%	53%	42%	25%	49%	31%
Not sure	14%	6%	43%	24%	21%	8%	28%	13%	16%

Americans, Indians, Italians and Chinese see Canada as an independent force; Russians and Canadians as pro-U.S.

8. Which of the following statements do you agree with the most?

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Canada has become a bigger actor in foreign affairs	39%	56%	33%	34%	46%	46%	23%	16%	61%
Canada remains a small country with little influence in foreign affairs	48%	32%	30%	48%	44%	44%	52%	54%	32%
Not sure	13%	12%	37%	18%	10%	10%	25%	30%	7%

Majorities in U.S. and China see Canada as bigger actor, Israel and Turkey are more likely to see it as minor player, Russia and India very evenly divided.

9. The Northwest Passage is a sea route through the Arctic Ocean along the northern coast of North America, which connects the Atlantic and Pacific oceans. As far as you know, is the Northwest Passage an international waterway or Canadian waters?

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
An international waterway	16%	24%	40%	44%	71%	42%	31%	43%	45%
Canadian waters	66%	55%	29%	30%	16%	37%	20%	21%	34%
Not sure	18%	21%	32%	26%	13%	21%	49%	36%	21%

Russians more likely to claim the Northwest Passage is an international waterway; majorities in Canada and U.S. say it is Canadian; rest of the world mostly ambivalent.

10. In your view, who owns the rights to the natural resources under the Arctic Ocean?

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Canada	53%	47%	10%	11%	2%	28%	18%	18%	38%
Denmark	1%	0%	1%	6%	0%	3%	3%	2%	2%
Russia	2%	1%	5%	15%	35%	9%	7%	4%	4%
United States	2%	2%	3%	13%	3%	9%	8%	11%	1%
None of these	14%	17%	33%	20%	41%	22%	21%	22%	28%
Not sure	29%	33%	48%	35%	19%	28%	42%	43%	27%

U.S. and China tend to side with Canada on Arctic resources, Russians claim them as their own, but large numbers pick either “none” or “not sure.”

11. If you moved to Canada, would you expect each of the following things to happen to you?

To work in the same profession that you currently have in your own country

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes	66%	65%	55%	63%	73%	63%	55%	40%
No	20%	17%	32%	24%	15%	23%	33%	15%
Not sure	14%	18%	14%	14%	12%	14%	12%	44%

Chinese unsure, Italians and Turks more skeptical; but residents of other countries assume they'll find employment in their current line of work.

To be able to practice your religion and observe your cultural traditions freely and without restrictions

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes	91%	90%	91%	78%	89%	89%	77%	78%
No	5%	4%	2%	13%	7%	7%	12%	7%
Not sure	4%	7%	7%	9%	4%	4%	11%	15%

Clear agreement across the board.

To have a better quality of life

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes	91%	82%	71%	94%	94%	93%	87%	85%
No	4%	3%	11%	3%	2%	4%	5%	2%
Not sure	5%	15%	18%	3%	4%	3%	8%	13%

Clear agreement across the board. The United States outranks less developed countries, such as Turkey and China.

To pay higher taxes than you do now

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes	55%	13%	23%	29%	35%	11%	29%	57%
No	25%	40%	40%	50%	44%	75%	47%	18%
Not sure	20%	47%	37%	21%	21%	14%	23%	25%

Americans and Chinese expect higher taxes; Britons and Israelis clearly don't.

To have to learn English or French (In USA, BRI and IND, "To have to learn French")

	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Yes	12%	8%	86%	95%	27%	77%	78%	94%
No	83%	77%	9%	3%	55%	20%	14%	3%
Not sure	5%	14%	4%	2%	18%	3%	8%	3%

Americans, Indians and Britons do not expect to learn French, majorities in the other countries expect to master either of the two official languages.

12. Do you agree or disagree with each of the following statements?

Everyone, no matter who they are, is treated in the same way by the justice system in my country

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Agree	17%	58%	43%	31%	6%	62%	39%	14%	47%
Disagree	74%	38%	47%	55%	91%	34%	57%	80%	37%
Not sure	9%	4%	10%	15%	3%	4%	4%	6%	16%

Russians, Turks, Canadians and Italians question the fairness of their justice systems. Only U.S. and India have majority support.

Corruption is a big problem in my country

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Agree	48%	33%	39%	79%	95%	72%	80%	92%	80%
Disagree	33%	55%	40%	13%	4%	24%	17%	5%	11%
Not sure	19%	11%	21%	8%	1%	4%	4%	3%	10%

Canada at 48%. Aside from Britain and U.S., every country expresses dismay.

Religion is very important to me in my daily life

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Agree	32%	38%	20%	35%	19%	53%	26%	34%	15%
Disagree	59%	57%	70%	50%	70%	41%	66%	55%	64%
Not sure	9%	5%	10%	15%	11%	5%	8%	11%	21%

Indians, Americans, Italians and Turks are more religious—Canada at 32%

My country is a responsible actor in the world stage

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
Agree	58%	70%	51%	30%	85%	73%	58%	54%	86%
Disagree	21%	15%	29%	49%	9%	18%	27%	37%	6%
Not sure	22%	15%	20%	22%	5%	9%	15%	9%	8%

Aside from Italy, every country sees itself as responsible.

13. Which of these countries or entities is the greatest threat to global stability?

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
China	17%	11%	14%	17%	6%	6%	4%	6%	6%
Iraq	2%	5%	1%	2%	2%	2%	1%	1%	2%
Iran	9%	9%	7%	8%	0%	1%	52%	1%	1%
Israel	1%	2%	1%	6%	1%	0%	2%	3%	0%
North Korea	7%	7%	6%	1%	2%	0%	1%	0%	2%
Russia	2%	0%	2%	7%	1%	2%	5%	0%	0%
United States	26%	23%	17%	20%	29%	17%	2%	66%	46%
al-Qaeda	8%	15%	19%	15%	34%	36%	9%	4%	16%
Other terrorist groups	2%	2%	1%	1%	6%	2%	3%	5%	20%
Religious fundamentalism	22%	13%	20%	19%	17%	32%	19%	10%	3%
Not sure	5%	12%	11%	3%	3%	2%	2%	3%	4%

One-in-five Americans pick U.S. as greatest threat; combination of al-Qaeda and religious fundamentalism is higher. Similar scenario for Britain. A third of Russians select U.S. Israelis pick Iran, majority in Turkey and almost half in China also choose U.S. Canada and Italy more likely to choose China (17%).

14. How much you admire each of the following world leaders?

Mahmoud Ahmadinejad (President, Iran)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	66%	55%	51%	52%	34%	38%	89%	36%	20%
4-7 - Middle ground	13%	14%	17%	29%	36%	33%	3%	30%	54%
8-10 - Greatly admire	1%	3%	1%	3%	5%	7%	3%	16%	18%
Don't know	20%	28%	32%	16%	25%	22%	5%	18%	8%
Mean Score	2.0	2.5	2.4	2.9	3.8	3.8	1.4	4.5	5.4

Lowest score: Israel. Highest score: China.

Ahmadinejad has questioned the Holocaust, and called for Israel to be "wiped off" the Middle East map.

Gordon Brown (Prime Minister, United Kingdom)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	19%	10%	34%	11%	29%	18%	25%	35%	16%
4-7 - Middle ground	44%	53%	48%	64%	45%	59%	43%	38%	64%
8-10 - Greatly admire	8%	11%	14%	11%	6%	15%	11%	7%	14%
Don't know	28%	26%	4%	13%	19%	8%	21%	21%	7%
Mean Score	4.7	5.6	4.5	5.5	4.7	5.3	4.7	4.0	5.3

Lowest Score: Turkey. Highest score: United States.

George W. Bush (President, United States)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	75%	63%	65%	48%	69%	37%	27%	89%	27%
4-7 - Middle ground	18%	24%	28%	38%	24%	42%	37%	7%	48%
8-10 - Greatly admire	5%	11%	3%	11%	4%	19%	32%	2%	22%
Don't know	2%	3%	4%	3%	3%	2%	3%	3%	3%
Mean Score	2.4	3.3	2.9	4.0	2.8	4.8	5.6	1.6	5.1

Lowest score: Turkey. Highest score: Israel.

The poll was conducted after the U.S. Congress discussed the Armenian Genocide, although Bush himself opposed the measure.

Hugo Chávez (President, Venezuela)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	41%	34%	30%	34%	19%	18%	54%	13%	16%
4-7 - Middle ground	28%	28%	22%	41%	50%	51%	17%	33%	55%
8-10 - Greatly admire	5%	4%	4%	10%	18%	10%	6%	27%	18%
Don't know	26%	34%	44%	15%	14%	21%	23%	27%	11%
Mean Score	3.4	3.7	3.6	4.4	5.5	5.0	2.8	6.2	5.6

*Lowest score: Israel. Highest score: Turkey.
A third of Americans don't know who he is.*

Yasuo Fukuda (Prime Minister, Japan)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	18%	14%	23%	15%	7%	10%	27%	5%	32%
4-7 - Middle ground	40%	41%	30%	55%	58%	59%	37%	28%	53%
8-10 - Greatly admire	5%	10%	4%	7%	20%	18%	9%	47%	8%
Don't know	37%	36%	44%	23%	16%	13%	30%	20%	7%
Mean Score	4.6	5.2	4.2	5.2	6.2	5.8	4.5	7.5	4.4

Lowest score: Britain. Highest score: Turkey.

Stephen Harper (Prime Minister, Canada)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	36%	20%	15%	4%	5%	10%	20%	10%	9%
4-7 - Middle ground	35%	47%	33%	53%	49%	52%	32%	28%	61%
8-10 - Greatly admire	27%	30%	8%	18%	19%	25%	17%	23%	21%
Don't know	2%	3%	44%	26%	27%	12%	31%	39%	8%
Mean Score	5.0	5.9	5.0	6.4	6.2	6.2	5.2	6.3	6.0

*Lowest score: Britain and Canada. Highest score: Italy.
Harper's above the six-point mark in Italy, Russia, India and Turkey.*

Kim Jong Il (Leader of North Korea)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	73%	59%	55%	43%	28%	30%	64%	22%	23%
4-7 - Middle ground	10%	14%	12%	30%	53%	41%	12%	31%	47%
8-10 - Greatly admire	1%	4%	1%	6%	8%	9%	4%	11%	26%
Don't know	16%	23%	32%	21%	11%	19%	20%	36%	4%
Mean Score	1.8	2.4	2.2	3.5	4.7	4.5	2.3	4.6	5.4

Lowest score: Canada. Highest score: China.

Angela Merkel (Chancellor, Germany)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	16%	10%	24%	7%	7%	9%	24%	42%	7%
4-7 - Middle ground	44%	40%	40%	50%	55%	55%	35%	33%	63%
8-10 - Greatly admire	12%	13%	7%	37%	30%	24%	26%	9%	21%
Don't know	29%	37%	29%	6%	8%	12%	15%	16%	9%
Mean Score	5.1	5.7	4.6	6.7	6.5	6.0	5.5	3.8	6.2

Lowest score: Turkey. Highest score: Italy.
Merkel has questioned Turkey's EU bid for years.

Pervez Musharraf (President, Pakistan)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	44%	29%	38%	30%	24%	57%	50%	25%	8%
4-7 - Middle ground	30%	30%	27%	42%	42%	23%	22%	32%	72%
8-10 - Greatly admire	1%	5%	2%	6%	1%	14%	7%	26%	13%
Don't know	25%	35%	33%	23%	33%	6%	20%	16%	7%
Mean Score	3.2	4.0	3.2	4.3	3.9	3.5	3.2	5.4	5.5

Lowest score: Canada, Israel and Britain. Highest score: China.

Ehud Olmert (Prime Minister, Israel)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	36%	24%	33%	25%	23%	19%	45%	50%	14%
4-7 - Middle ground	34%	34%	28%	47%	43%	40%	34%	22%	62%
8-10 - Greatly admire	4%	7%	4%	11%	10%	23%	16%	5%	13%
Don't know	25%	35%	36%	16%	23%	18%	5%	22%	10%
Mean Score	3.7	4.4	3.5	4.9	4.7	5.6	4.1	3.0	5.3

Lowest score: Turkey. Highest score: India.

Nicolas Sarkozy (President, France)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	28%	17%	28%	11%	28%	11%	26%	65%	10%
4-7 - Middle ground	40%	39%	38%	56%	49%	53%	36%	15%	57%
8-10 - Greatly admire	8%	8%	5%	27%	16%	23%	24%	3%	24%
Don't know	23%	36%	29%	6%	8%	13%	15%	17%	8%
Mean Score	4.5	5.0	4.0	6.4	5.0	6.0	5.3	2.4	6.0

*Lowest score: Turkey. Highest score: Italy.
As Merkel, Sarkozy opposed Turkey's EU bid.*

Romano Prodi (Prime Minister, Italy)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	21%	9%	29%	54%	7%	12%	25%	24%	8%
4-7 - Middle ground	37%	41%	34%	29%	60%	54%	35%	40%	65%
8-10 - Greatly admire	4%	5%	3%	14%	11%	16%	11%	11%	18%
Don't know	38%	44%	35%	2%	22%	18%	29%	25%	10%
Mean Score	4.3	5.1	3.9	3.7	5.8	5.7	4.7	4.8	5.8

Lowest score: Italy. Highest score: Russia and China.

Vladimir Putin (President, Russia)

	CAN	USA	BRI	ITA	RUS	IND	ISR	TUR	CHI
1-3 - Do not admire at all	47%	32%	45%	44%	11%	15%	54%	17%	5%
4-7 - Middle ground	33%	39%	29%	41%	16%	46%	27%	38%	45%
8-10 - Greatly admire	5%	6%	3%	9%	71%	34%	8%	26%	44%
Don't know	15%	23%	23%	6%	1%	6%	11%	19%	6%
Mean Score	3.5	4.2	3.2	3.9	8.0	6.3	3.3	6.0	7.1

*Lowest score: Britain. Highest score: Russia.
The "future" prime minister of Russia gets good grades across Asia.*