

## U.S. Election

**BDO Dunwoody/Chamber Weekly CEO/Business Leader Poll  
by COMPAS in the *Financial Post*  
for Publication November 8, 2004**



**COMPAS Inc.  
Public Opinion and Customer Research  
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## **1.0. Introduction**

The second term victory by U.S. President George W. Bush will improve trade relations between the two countries according to Canada's business leaders. Respondents in this business panel say Bush's win will have a positive affect on Canadian access to the U.S. market and will be a strong motivator for the Prime Minister to improve Canada-U.S. relations.

In terms of Canadian initiatives to resolve existing trade and border issues, business leaders above all would like a customs union created with a common perimeter and common standards for imports.

These are the key findings from the weekly on-line survey of CEOs and business leaders for publication in the Nationals Post conducted under the sponsorship of BDO Dunwoody and the Canadian Chamber of Commerce.

## **2.0. Bush's Victory – Good for Canadian Access to the U.S. Market, No Impact on Border Issues, Relations with the Prime Minister and Resolving Softwood and Beef**

According to Canada's business leaders Bush's second term victory will have a positive impact on Canadian access to the U.S. market. Respondents were asked to score the impact of the President's win on four trade and border issues using a 7 point scale. Its impact on access to the U.S. market received a somewhat positive mean score of 4.4, with nearly half (46%) assigning a core of 5 or better, as shown in table 1.

The impact of Bush's win on resolving border crossing issues, relations with 24 Sussex Drive, and the existing trade disputes, like softwood lumber and beef is seen as neutral earning mean scores of 4.2, 4.0, and 3.9 respectively.



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Statistical analysis (paired t test) of these mean scores shows no statistical differences relative to the mid point of 4.

Table 1: (Q1) Using a 7 point scale where 7 means will definitely have a positive impact and 1, the opposite, please score the impact of Bush's victory on... [ROTATE]

	MEAN	7	6	5	4	3	2	1	DNK
Overall access to the U.S. market	4.4	3	13	30	32	16	4	1	1
Resolving border crossing issues	4.2	4	14	29	21	19	8	5	1
Relations with 24 Sussex Drive	4.0	3	6	22	38	19	8	2	2
The existing trade disputes, like softwood lumber and beef	3.9	1	8	24	34	19	7	6	1

### 3.0. The History of Poor Canada-U.S. Relations and Bush's Second Term will be Greatest Motivators for the PM to Improve Relations with the White House

More than one third of respondents (36%) say that the Prime Minister will be most motivated to improve relations with the White House because the history of poor relations with Chretien, as shown in table 2. More than a quarter (27%) say the Prime Minister will be most motivated by Bush's second win. Many respondents offered comments on how improving Canada-U.S. relations is the right thing to do:

It is objectively in the national interest!

It's critical to the economic well being of our country



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It is the right and only approach to take in a North American context

Its good for the country

*Table 2: (Q3) Which of the following will motivate Prime Minister Martin most to improve relations with the White House?*

	%
The history of poor relations with Chrétien	36
Because Bush won a second term	27
For electoral advantage in the next federal election	17
To earn support from the Conservative caucus for upcoming votes	7
Volunteered: To improve trade and access to the US Market	7
Other	3
DNK/Refused	3

One respondent was somewhat skeptical that the Prime Minister would work towards improving Canada-U.S. relations as, “Unfortunately, the Canadian electorate rewards politicians for ‘standing up’ to the U.S. This is counter to Canada’s interests but it has been that way as long as I can remember! “

#### **4.0. Creating a Customs Union Would Have the Greatest Effect of Resolving Trade and Border Issues**

Canada’s business leaders are very supportive of the creation of a customs union to resolve border and trade issues. The creation of a customs union with a common perimeter and common standards for imports earned a mean score



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of 5.5 out of 7 with 8 in 10 respondents assigning scores of 5 or better. In fact those respondents who favour a customs union outnumber those who oppose it by a factor of more than 8:1.

Lending support for U.S. military action and not decriminalizing marijuana receive moderate support for the efficacy in resolving trade and border issues, earning mean scores of 4.7 and 4.5 respectively. Voting with the U.S. at the UN is seen as neutral, or as having little effect, earning a mean score of 4.2.

*Table 3: (Q2) Using a 7 point scale where 7 means very effective and 1, the opposite, please score each of the following strategies for their potential effectiveness at resolving the trade and border issues. Canada should...[ROTATE]*

	MEAN	7	6	5	4	3	2	1	DNK
Create a customs union with a common perimeter and common standards for imports	5.5	26	32	21	11	3	1	5	2
Lend support for U.S. military action	4.7	17	17	27	17	11	4	7	1
Not decriminalize marijuana	4.5	22	17	17	15	8	9	13	1
Vote with the U.S. at the UN	4.2	11	15	21	21	11	9	12	2

## **5.0 Methodology**

The *National Post*/COMPAS web-survey of CEOs and leaders of small, medium, and large corporations and among executives of the local and national Chambers of Commerce was conducted November 3-5, 2004. Respondents constitute an essentially hand-picked panel with a higher numerical representation of small and medium-sized firms.

Because of the small population of CEOs and business leaders from which the sample was drawn, the study can be considered more accurate than



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comparably sized general public studies. In studies of the general public, surveys of 151 are deemed accurate to within approximately 8.0 percentage points 19 times out of 20. The principal and co-investigator on this study are Conrad Winn, Ph.D and Tamara Gottlieb.

