

NEWS RELEASE



FOR IMMEDIATE RELEASE

Australia, Switzerland, Sweden most favoured nations

Switzerland safest, Great Britain most historic, US most entrepreneurial

TORONTO SEPTEMBER 16th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1581 Canadians 18 years of age and older, Australia posted the highest favourable score (86%) and an extremely high net favourable score (favourable minus unfavourable) of +78 when respondents were presented with a list of 10 OECD countries. Australia is followed closely by Switzerland (85% favourable, net +79) and Sweden (84%, +79).

After these leading nations come Great Britain (79%, +66), Germany (74%, +46), Italy (67% favourable, +48 net), France (64%, +46) and the US (60%, +28). Favourable opinions of Greece (49%, +14) and, especially, Israel (37% favourable, net score -12) were lowest.

US seen as most entrepreneurial, best lifestyle, Switzerland safest

When asked which country best embodies a series of attributes, the US wins convincingly on entrepreneurial spirit (41%), followed by Germany (21%) and Sweden (10%). Switzerland is widely seen as the safest and most secure country listed (28%), followed by the US (18%) and Sweden (17%). Great Britain (30%) edges France (20%) and Italy (19%) for history and culture, while Italy (21%) narrowly leads several countries in tourism, including the US (19%), France (17%) and Australia (16%). The US wins for dynamic lifestyle (23%), followed by Australia (18%) and Sweden, of all countries (14%).

"Australia is clearly "the Fortunate Land" in Canadian eyes, it is seen in the most favourable light of some the leading OECD countries, and it is at an advantage for its lifestyle and tourism. It is interesting our closest neighbour and largest trading partner places no higher than eighth on a list of ten friendly nations," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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TORONTO

September 16th, 2014

HIGHLIGHTS:

- Australia posted the highest favourable score (86%) and an extremely high net favourable score (favourable minus unfavourable) of +78 when respondents were presented with a list of 10 OECD countries.
- After these leading nations come Great Britain (79%, +66), Germany (74%, +46), Italy (67% favourable, +48 net), France (64%, +46) and the US (60%, +28).
- The US wins convincingly on entrepreneurial spirit (41%), followed by Germany (21%) and Sweden (10%).
- "Australia is clearly "the Fortunate Land" in Canadian eyes, it is seen in the most favourable light of some the leading OECD countries, and it is at an advantage for its lifestyle and tourism. It is interesting our closest neighbour and largest trading partner places no higher than eighth on a list of ten friendly nations," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1581 randomly selected Canadians 18 years of age or older. The poll was conducted on September 16th, 2014.

Results based on the total sample are considered accurate +/- 2.5%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Country Image – Summary Table

%	Favourable	Unfavourable	Don't Know
Australia	86	8	6
Switzerland	85	6	9
Sweden	84	6	10
Great Britain	79	13	8
Germany	74	14	12
Italy	67	20	13
France	66	20	14
United States	60	32	8
Greece	49	36	15
Israel	37	50	13

Country Attributes – Summary Table

%	Innovation and Entrepreneurship	History and Culture	Safety and Security	Tourism	Dynamic Lifestyle
United States	42	7	18	19	23
Great Britain	5	30	10	11	7
France	2	20	2	17	10
Germany	21	8	5	3	8
Italy	2	19	2	21	8
Australia	6	3	11	16	18
Israel	6	9	7	5	4
Switzerland	6	3	28	6	8
Sweden	10	2	17	2	14

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Australia Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Australia'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	86	83	87	85	90	89	85	87
Unfavourable	8	13	7	6	6	4	10	6
Don't know	6	4	6	9	4	7	5	7

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	86	89	85	88	96	78	83	87	84
Unfavourable	8	6	8	6	3	14	12	8	8
Don't know	6	5	7	6	2	8	5	5	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	86	94	89	81	77	82	52
Unfavourable	8	2	5	13	18	7	40
Don't know	6	4	6	6	5	11	8

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Switzerland Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Switzerland'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	85	81	85	86	86	88	85	85
Unfavourable	6	9	5	5	7	4	8	5
Don't know	9	10	9	9	7	9	8	10

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	85	86	85	84	88	86	83	85	85
Unfavourable	6	8	6	6	3	7	7	6	6
Don't know	9	5	9	10	9	7	11	9	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	85	86	87	86	82	92	54
Unfavourable	6	5	4	5	12	4	28
Don't know	9	9	8	8	6	4	19

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Sweden Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Sweden'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	84	82	83	85	89	85	86	83
Unfavourable	6	9	4	4	6	3	7	5
Don't know	10	9	13	10	5	12	8	12

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	84	87	85	83	93	81	84	84	86
Unfavourable	6	7	3	6	2	10	5	6	3
Don't know	10	6	11	11	6	9	11	10	10

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	84	85	87	87	84	93	49
Unfavourable	6	5	3	5	11	3	33
Don't know	10	11	10	8	6	4	18

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Great Britain Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Great Britain'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	79	75	78	79	83	84	78	80
Unfavourable	13	17	14	12	11	8	15	11
Don't know	8	8	8	8	6	8	7	9

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	79	82	77	82	89	77	71	80	75
Unfavourable	13	12	15	10	6	17	20	12	15
Don't know	8	6	9	8	5	6	9	7	10

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	79	89	83	71	75	70	49
Unfavourable	13	7	8	20	22	20	40
Don't know	8	4	9	9	3	10	12

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Germany Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Germany'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	74	74	72	76	77	70	81	67
Unfavourable	14	15	17	10	14	13	10	17
Don't know	12	11	11	14	9	16	8	15

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	74	77	71	75	82	73	73	75	72
Unfavourable	14	14	16	13	13	17	13	13	16
Don't know	12	9	13	13	5	11	14	12	13

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	74	79	75	77	66	69	47
Unfavourable	14	10	13	11	24	21	43
Don't know	12	11	12	12	10	10	10

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Italy Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Italy'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	67	71	69	69	67	60	68	67
Unfavourable	20	20	20	18	20	19	20	20
Don't know	13	9	11	13	13	21	12	14

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	67	77	75	65	73	61	59	65	75
Unfavourable	20	15	16	21	13	23	25	20	17
Don't know	13	8	9	14	15	16	16	14	8

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	67	67	66	72	64	90	41
Unfavourable	20	18	22	17	25	7	41
Don't know	13	14	12	11	11	4	18

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France Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: France'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	66	69	68	66	68	60	65	67
Unfavourable	20	18	24	20	21	19	24	16
Don't know	14	14	9	14	12	20	11	16

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	66	72	77	65	62	58	54	63	76
Unfavourable	20	17	18	18	22	30	25	21	19
Don't know	14	11	6	17	16	13	21	16	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	66	62	72	74	47	78	33
Unfavourable	20	22	17	13	37	17	55
Don't know	14	15	12	13	16	5	12

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United States Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: The United States'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	60	44	59	66	69	71	63	57
Unfavourable	32	46	31	28	24	22	30	34
Don't know	8	9	10	7	6	8	7	9

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	60	68	63	61	54	53	53	58	65
Unfavourable	32	27	31	29	42	39	34	33	30
Don't know	8	5	5	10	4	8	13	9	5

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	60	75	61	45	34	69	55
Unfavourable	32	18	31	45	55	29	39
Don't know	8	7	8	10	11	2	6

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Greece Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Greece'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	49	54	47	50	52	42	48	51
Unfavourable	36	34	41	35	33	36	39	33
Don't know	15	11	12	16	15	21	12	17

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	49	66	54	47	58	39	42	48	54
Unfavourable	36	21	36	36	26	48	40	36	36
Don't know	15	13	11	17	16	13	18	16	10

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	49	45	51	50	53	70	35
Unfavourable	36	40	35	36	33	24	50
Don't know	15	15	14	13	14	5	15

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Israel Image

'I'm going to read you a list of nations. For each, please indicate whether you have a favourable or an unfavourable image of each: Israel'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
Favourable	37	33	32	38	42	45	46	29
Unfavourable	50	54	57	47	46	41	45	54
Don't know	13	13	11	15	12	14	10	17

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
Favourable	37	45	19	44	45	47	36	43	17
Unfavourable	50	45	72	40	38	43	48	43	74
Don't know	13	10	10	15	17	10	16	15	9

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other
Sample	1581	494	539	301	83	61	45
Favourable	37	61	33	23	26	11	32
Unfavourable	50	27	55	62	64	81	58
Don't know	13	12	12	15	10	8	10

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Country with Spirit of Innovation and Entrepreneurship

‘When you think of innovation and entrepreneurial spirit, which of the following countries first comes to mind?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
United States	42	38	45	40	42	44	44	39
Great Britain	5	5	4	4	6	6	3	6
France	2	3	2	3	2	2	2	3
Germany	21	23	15	28	17	19	25	17
Italy	2	2	3	2	2	2	2	3
Australia	6	4	7	5	8	8	4	8
Israel	6	6	6	5	5	6	7	4
Switzerland	6	7	6	4	7	6	5	7
Sweden	10	12	13	9	10	8	7	14

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
United States	42	44	41	42	47	46	34	42	39
Great Britain	5	2	4	6	8	4	3	5	4
France	2	0	5	2	0	1	2	1	6
Germany	21	27	19	19	15	15	29	21	18
Italy	2	2	1	2	4	3	3	3	2
Australia	6	8	7	6	4	5	6	6	7
Israel	6	6	3	7	2	8	6	6	3
Switzerland	6	3	8	6	8	7	3	5	9
Sweden	10	7	10	11	11	10	12	10	11

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Country with Safety and Security

'When you think of safety and security, which of the following countries first comes to mind?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
United States	18	14	18	16	20	23	18	17
Great Britain	10	13	7	7	10	10	8	11
France	2	2	3	2	3	2	2	3
Germany	5	6	5	4	4	4	5	4
Italy	2	2	4	3	2	2	1	4
Australia	11	4	14	13	16	15	10	13
Israel	7	12	3	5	5	5	10	3
Switzerland	28	31	25	32	24	27	26	31
Sweden	17	17	20	18	17	13	20	15

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
United States	18	24	13	19	18	19	18	19	14
Great Britain	10	19	5	11	12	10	8	11	4
France	2	0	8	1	1	0	1	1	7
Germany	5	6	5	4	1	4	7	4	6
Italy	2	0	6	1	0	1	3	2	6
Australia	11	11	13	10	17	14	7	11	12
Israel	7	8	4	9	6	6	6	8	4
Switzerland	28	17	29	29	26	33	29	28	27
Sweden	17	13	18	17	19	12	22	17	19

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Country with History and Culture

'When you think of history and culture, which of the following countries first comes to mind?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
United States	7	5	6	7	7	9	7	6
Great Britain	30	21	28	27	37	45	32	29
France	20	23	24	17	16	15	19	20
Germany	8	12	9	6	4	6	7	9
Italy	19	19	19	22	20	12	18	19
Australia	3	3	4	3	3	3	4	2
Israel	9	11	7	11	9	5	9	8
Switzerland	3	4	1	5	3	3	2	4
Sweden	2	2	2	2	2	2	2	2

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
United States	7	7	9	5	4	9	5	6	8
Great Britain	30	43	11	39	32	29	33	36	9
France	20	11	47	9	12	13	14	11	50
Germany	8	7	7	6	6	14	11	8	7
Italy	19	11	15	22	23	13	20	20	14
Australia	3	2	3	3	6	3	4	3	3
Israel	9	15	3	10	11	15	8	10	4
Switzerland	3	1	3	4	4	2	2	3	3
Sweden	2	2	2	2	2	2	2	2	2

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TORONTO

September 16th, 2014

Country with Tourism

'When you think of tourism, which of the following countries first comes to mind?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
United States	19	17	19	21	19	21	22	16
Great Britain	11	11	7	9	13	16	8	14
France	17	18	23	14	13	14	16	17
Germany	3	5	1	3	3	3	4	2
Italy	21	24	24	23	19	13	20	22
Australia	16	14	16	18	18	14	15	17
Israel	5	9	3	4	4	3	6	4
Switzerland	6	3	3	6	9	13	5	7
Sweden	2	0	5	2	2	3	3	2

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
United States	19	20	17	17	29	29	17	19	18
Great Britain	11	7	3	15	16	14	12	14	1
France	17	13	31	12	7	13	14	12	33
Germany	3	6	3	3	2	2	4	3	3
Italy	21	15	27	23	13	12	18	20	26
Australia	16	16	9	18	22	17	16	18	8
Israel	5	14	2	4	3	6	7	6	2
Switzerland	6	7	6	6	7	6	8	7	6
Sweden	2	2	2	2	1	2	4	2	2

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September 16th, 2014

Country with Dynamic Lifestyle

'When you think of dynamic lifestyle, which of the following countries first comes to mind?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1581	126	176	322	433	524	765	816
United States	23	17	25	23	28	28	25	22
Great Britain	7	10	6	5	4	6	5	9
France	10	13	10	9	9	7	8	12
Germany	8	7	7	11	6	9	9	7
Italy	8	9	9	8	6	5	8	8
Australia	18	20	18	18	16	19	18	18
Israel	4	8	1	3	3	2	6	2
Switzerland	8	5	7	9	9	11	8	8
Sweden	14	11	17	15	17	11	13	14

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1581	111	389	590	114	172	205	1230	351
United States	23	26	21	22	26	31	25	24	21
Great Britain	7	3	6	6	18	12	4	7	6
France	10	13	7	9	14	9	15	11	7
Germany	8	10	10	7	5	5	10	8	10
Italy	8	8	8	9	6	8	4	8	8
Australia	18	22	19	19	16	18	16	19	17
Israel	4	6	1	5	2	1	6	5	1
Switzerland	8	5	11	8	5	5	7	7	11
Sweden	14	7	18	15	8	10	13	13	18

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