

The Rethinking North America 2007 Study: The Road Ahead

Context

The path to a new North American model is taking a few unexpected twists. Ongoing tensions such as the U.S. refusal to abide by a NAFTA panel ruling on softwood lumber, and lingering resentment over issues such as Canada and Mexico's refusal to participate in the Iraq war have strained relations between the three North American countries.

In this turbulent environment, it is essential that senior decision-makers have access to timely and accurate knowledge about shifting public attitudes in North America. The Rethinking North America study is designed to provide practical intelligence to private and public sector decision-makers.

Central to our approach is a distilled analysis of the values, interests, preferences and behaviour of citizens. The study will also involve a comparative analysis of the views of decision-makers running the largest public and private sector organizations in Canada and the U.S.

Objectives

Launched in 2001, EKOS' Rethinking North America study provides an in-depth examination of the public perspective in Canada and the U.S. on a range of issues such as national identity, sovereignty, reciprocal images, security, and borders. The objectives of this year's Rethinking North America study include:

- Building on existing research to point to next steps/plausible futures
- Blending decision-maker and public perspectives
- Simulating more knowledgeable responses (different economic, political, and security scenarios)
- Moving beyond simple public opinion to values, behaviour and interests

Methodology

The main component of the research involves national surveys with the North American general public aged 16 years and over. These surveys will include random samples of 2,000 Canadians and 1,500 Americans.

The study will also feature large-scale follow-up surveys of both the Canadian and American public.

In total, over 200 questions, including tracking items, comparisons, and new lines of inquiry will be incorporated into these surveys.

These large surveys will allow responses to be analyzed according to a number of key socio-demographic characteristics, and will permit the creation of a detailed typology of the North American publics. It will also be possible to perform extended multivariate analysis.

In addition, the study will include a survey of business and public sector leaders from both Canada and the U.S. We will include in this decision-making elite component a number of key indicators drawn from the surveys of the general public.

Three levels of analysis will be conducted: first, the views of the decision-makers in Canada will be compared to those in the United States; second, the opinions of the different types of decision-makers (i.e., business and public sector) will then be contrasted; third, the views expressed by decision-makers in Canada and the United States will be compared to the views of general public in their respective countries.

Study Issues

The following is a preliminary list of some of the issues that will be examined as part of Rethinking North America 2006 (many of these issues can be tracked from past surveys, including some dating back to the 1960's).

- Identity and belonging in the “new North America”
- Identity and evolving values (are differences widening or narrowing?)
- What are the key ingredients of the maturing national Canadian identity?
- Consumer confidence and economic sense of security
- Economic well-being, trade liberalization and dollarization
- Trust in institutions, social cohesion and the citizen voice
- Priorities: expectations and roles for government
- Preferences for unilateral, bilateral, multilateral approaches across key substantive areas (e.g., economy, energy, environment, security)
- Areas of tension/coherence across public opinion in North America
- Understanding trends/contradictions in attitudes to borders, immigration, and security
- Changing perceptions of energy and the environment
- Risk and public outlook – managing a more frightening world in the North America context
- Environment/health (food, viruses, regulation, inspection, transportation)
- Labour mobility and social programs in the new North America

Project Deliverables

Research findings will be delivered to study sponsors in a series of reports as described below.

The **first** report will present results from the surveys of the general public in Canada and the U.S.

The **second** will detail findings from the surveys of decision-makers.

The **third** report will present results from the follow-up surveys with Canadians and Americans.

Please note that a minimum of five privileged or special subscription partners will be needed to undertake this study.

Subscription Types

There are four subscriptions levels.

<p>Limited Subscription</p> <p>\$15,000 (excluding GST)</p>	<p>All three reports from the research (general public, elite and follow-up surveys).</p> <p>One hard copy and an electronic copy of all deliverables</p>	<p>Privileged Subscription</p> <p>\$60,000 (excluding GST)</p>	<p>All three reports from the research (general public, elite and follow-up surveys).</p> <p>Opportunity to define, jointly with EKOS, a total of ten special purpose questions in either of the general public surveys.</p> <p>Opportunity to define, jointly with EKOS, a total of five special purpose questions in the decision-maker survey.</p> <p>Ten hard copies and an electronic copy of all deliverables.</p>
<p>Core subscription</p> <p>\$35,000 (excluding GST)</p>	<p>All three reports from the research (general public, elite and follow-up surveys).</p> <p>Opportunity to define, jointly with EKOS, a total of five special purpose questions in either of the general public surveys.</p> <p>Five hard copies and an electronic copy of all deliverables.</p>	<p>Special Subscription</p> <p>\$100,000 (excluding GST)</p>	<p>All three reports from the research (general public, elite and follow-up surveys).</p> <p>Continuous influence on the overall research study, and consulted on key study issues and decisions regarding design.</p> <p>Opportunity to define, jointly with EKOS, a total of twenty special purpose questions in either of the general public surveys.</p> <p>Opportunity to define, jointly with EKOS, a total of ten special purpose questions in the decision-maker survey.</p> <p>Ten hard copies and an electronic copy of all deliverables.</p> <p>Two presentations on the findings of the research (travelling cost will be invoiced separately if outside Ottawa).</p>

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