

Canadians vs Americans: A lot in common but insist on being different

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Introduction and Methodology

While it is often said that in addition to the border, we share much in common with our American neighbors, Canadians believe that there are important ways in which we differ.

In light of talk about annexing Canada as evoked by American President Trump, the Association for Canadian Studies commissioned Leger Marketing to ask Canadians whether Canadians have more in common with Americans than any other peoples in the world and whether Canadians have shared values that make us different from Americans. While most Canadians do believe we have more in common with Americans, some eight in ten also believe we have shared values that make us different. When asked to elaborate on those values most Canadians described Canada as kinder, gentler and more inclusive. Some did mention gun control, Medicare and bilingualism as yet other distinguishing features

The survey was conducted by Leger for the Association for Canadian Studies with 1548 respondents in Canada over the period March 1 and 2, 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1539 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

A majority of Canadians believe we have more in common with Americans than any other peoples in the world...But...(see next slide)...

Canadians have more in common with Americans than any other peoples in the world	Total	18-34	35-54	55+	Atl.	QC	ON	MB/SK	AB	BC
Yes	53%	46%	52%	58%	47%	50%	56%	54%	56%	48%
No	30%	35%	29%	28%	31%	32%	29%	29%	27%	33%
I don't know	17%	19%	19%	14%	22%	18%	15%	18%	16%	19%

...Nearly eight in ten Canadians think Canadians have shared values that make us different from Americans

Canadians have shared values that make us different from Americans.	Total	18-34	35-54	55+	Atl.	QC	ON	MB/SK	AB	BC
Yes	78%	71%	72%	87%	82%	82%	80%	60%	68%	80%
No	13%	17%	15%	8%	8%	12%	10%	21%	23%	10%
I don't know	9%	12%	12%	5%	11%	6%	10%	19%	8%	10%

When compared with Americans we see ourselves as the “kinder, gentler-and more inclusive nation”

You have answered “Yes” to the statement “Canadians have shared values that make us different from Americans”. Please tell us in a few words what in particular makes Canadians different from Americans

Canadian are more welcoming / friendly / compassionate	15%
Our kindness / politeness	14%
Canadian are inclusive / celebrate diversity / are multicultural	12%
Canadian respect civil rights / equality / we are open-minded	12%
Canadian are community oriented / united	9%
Guns laws / gun culture	9%
We are a proud nation / loyal to the country	8%
Canadian have better manners / are respectful	8%
Medicare / universal healthcare	8%
Don't know / refusal	7%
Canadian are more modest / less arrogant	7%
Canadian are smarter / more educated / more informed / have better education system	6%
Canadian are peaceful / less interventionist in other countries	6%
Canadian value freedom / democracy / are more liberal	5%

Rest of Canada more likely to see us as kindler more gentler than Americans while Quebecers see us as more democratic and more liberal

You have answered “Yes” to the statement “Canadians have shared values that make us different from Americans”. Please tell us in a few words what in particular makes Canadians different from Americans		
	Quebec	Rest of Canada
Canadian are more welcoming / friendly / compassionate	8%	18%
Our kindness / politeness	5%	17%
Canadian are inclusive / celebrate diversity / are multicultural	9%	14%
Canadian respect civil rights / equality / we are open-minded	16%	11%
Canadian are community oriented / united	10%	9%
Guns laws / gun culture	10%	8%
We are a proud nation / loyal to the country	7%	8%
Canadian have better manners / are respectful	6%	8%
Medicare / universal healthcare	9%	7%
Don't know / refusal	7%	8%
Canadian are more modest / less arrogant	3%	9%
Canadian are smarter / more educated / more informed / have better education system	7%	6%
Canadian are peaceful / less interventionist in other countries	5%	7%
Canadian value freedom / democracy / are more liberal	10%	4%
Canadian believe in social programs/values	9%	4%