

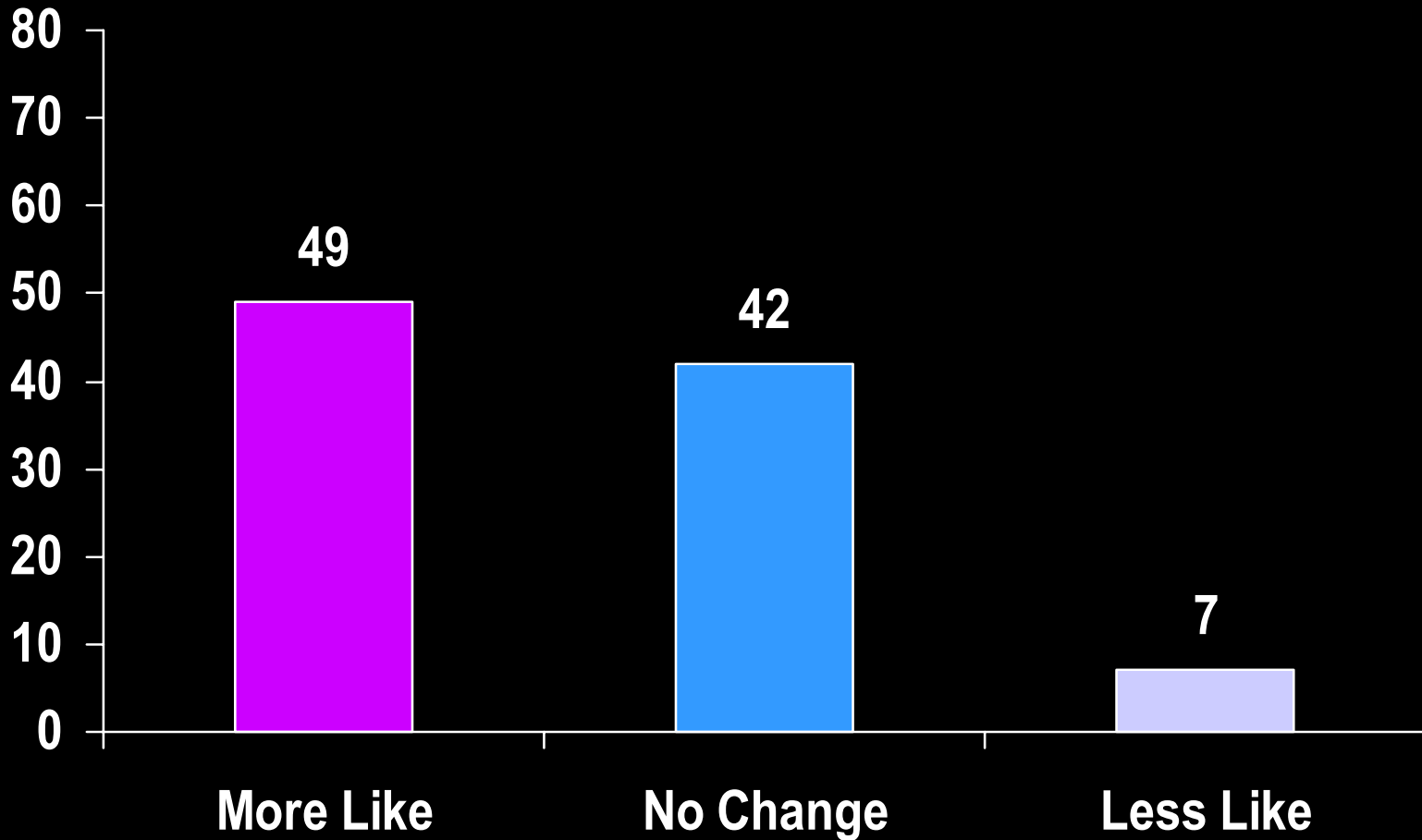
FIRE AND ICE: The U.S., Canada, and the Myth of Converging Values

Michael Adams

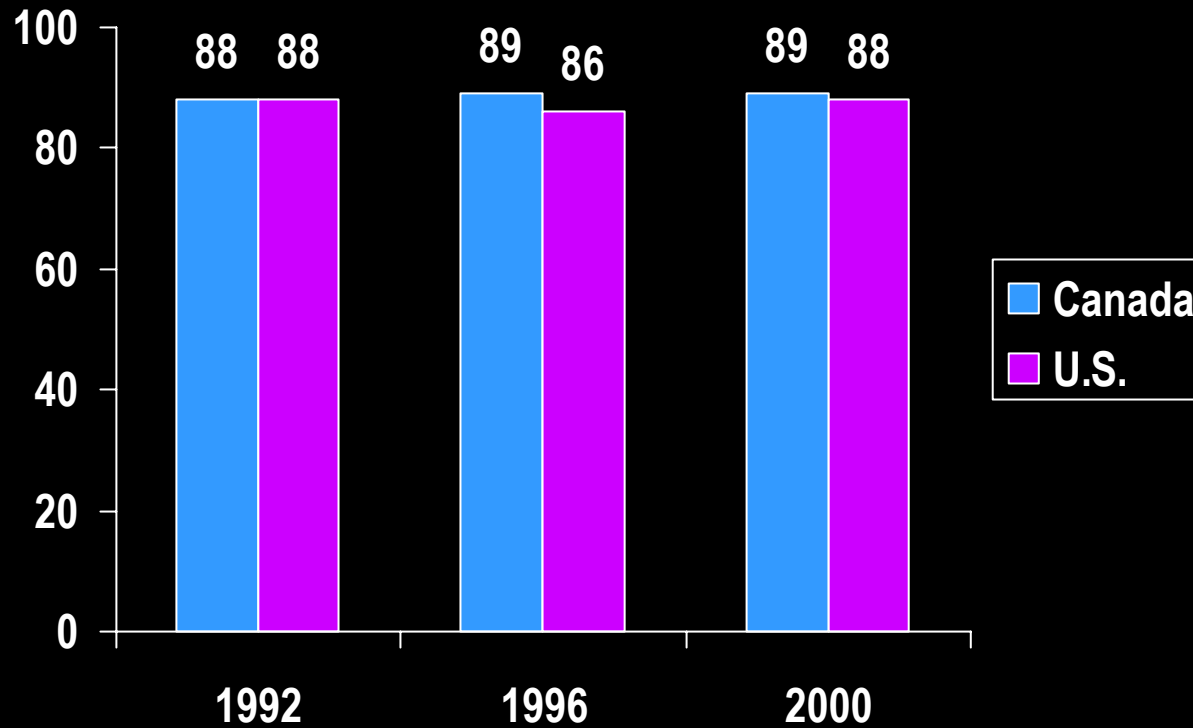


ENVIRONICS
RESEARCH GROUP

In 2001 most thought Canada was becoming more like the U.S.?

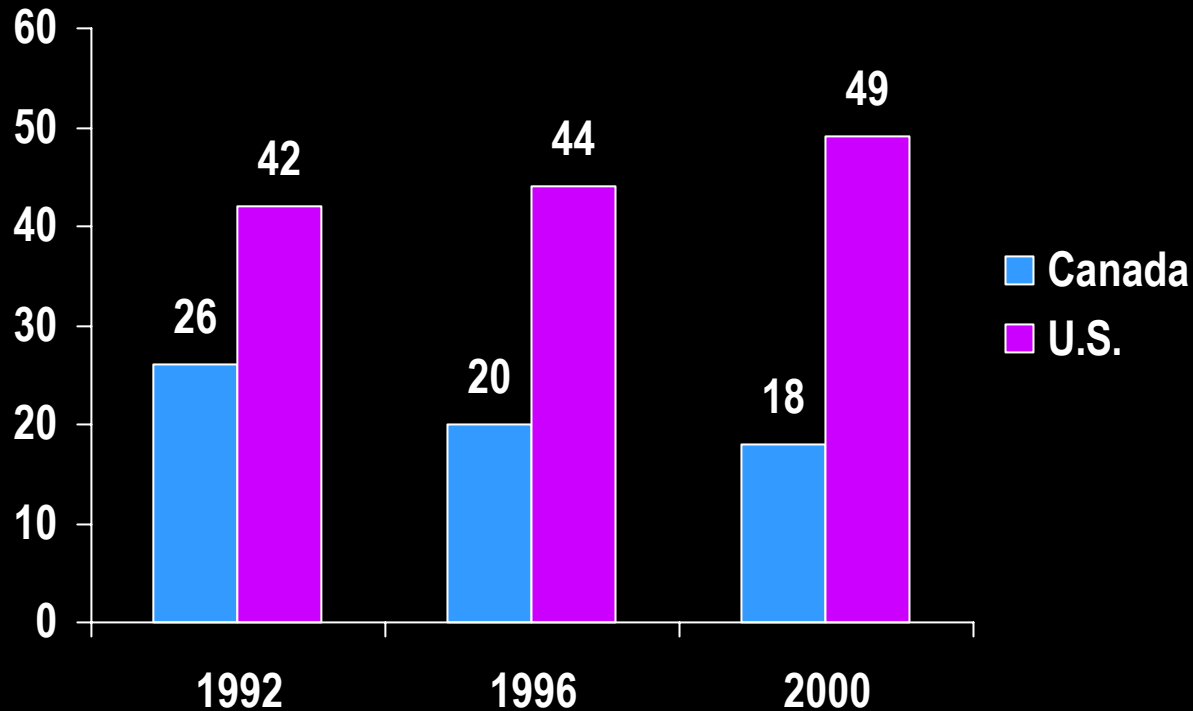


Identify with people who put their family above everything else



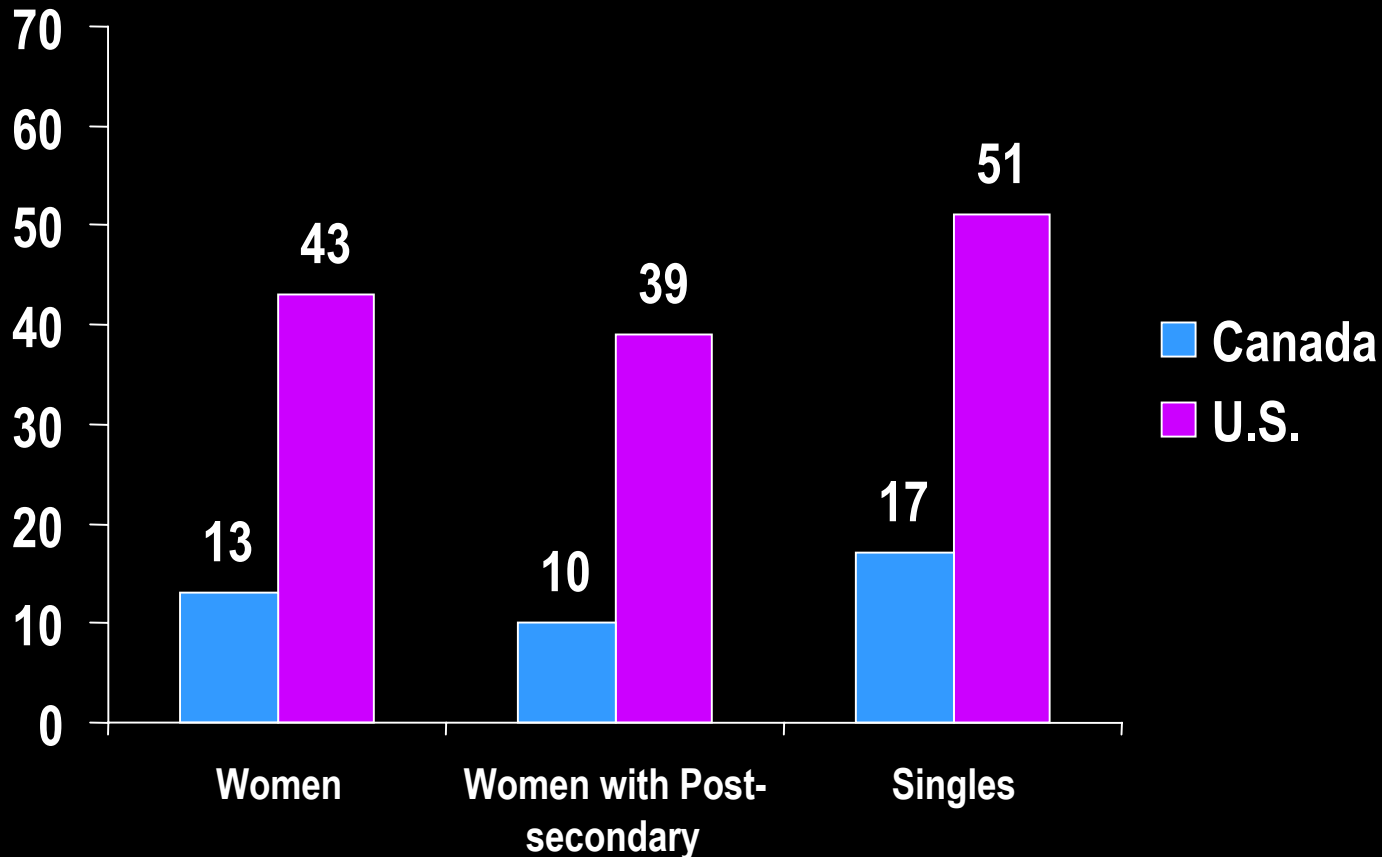
Father of family must be master in his own house

Canada and the United States - Agree 1992, 1996, 2000



Father of family must be master in his own house

Canada and the United States – Women agree 2000



Survey Methodology

- **The Environics program does not poll public opinion and perceptions, but rather people's personal values, motivations and mindsets**
- **Environics uses a large battery of questions and statements to measure and track social values**
- **National representative surveys of 6,245 Americans and 8,168 Canadians aged 15+ for a total of 14,413 interviews**
- **Fielded in 1992, 1996, and 2000 – prior to each Presidential election and annually in Canada since 1983**

101 Social Values Are Tracked, for example

Acceptance of Violence

Adaptability to Complexity

American Dream

Anomie and Aimlessness

Concern for Appearance

Everyday Ethics

Everyday Rage

Flexible Gender Identity

Heterarchy

Joy of Consumption

Just Deserts

Largesse Oblige

Mysterious Forces

Patriarchy

Penchant for Risk

Question Authority

Sexual Permissiveness

Spiritual Quest

Vitality

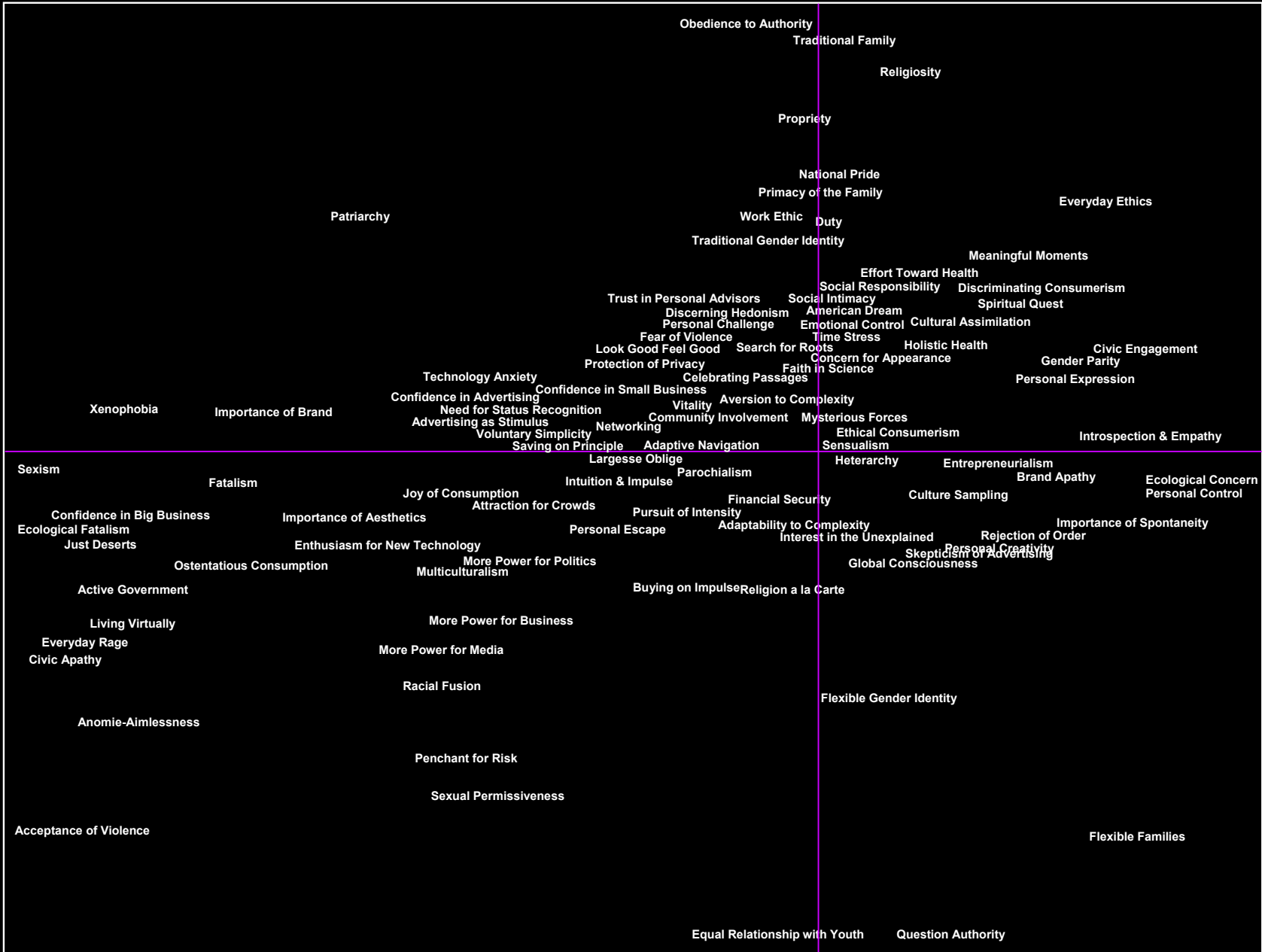
Xenophobia

The U.S. Socio-Cultural Map

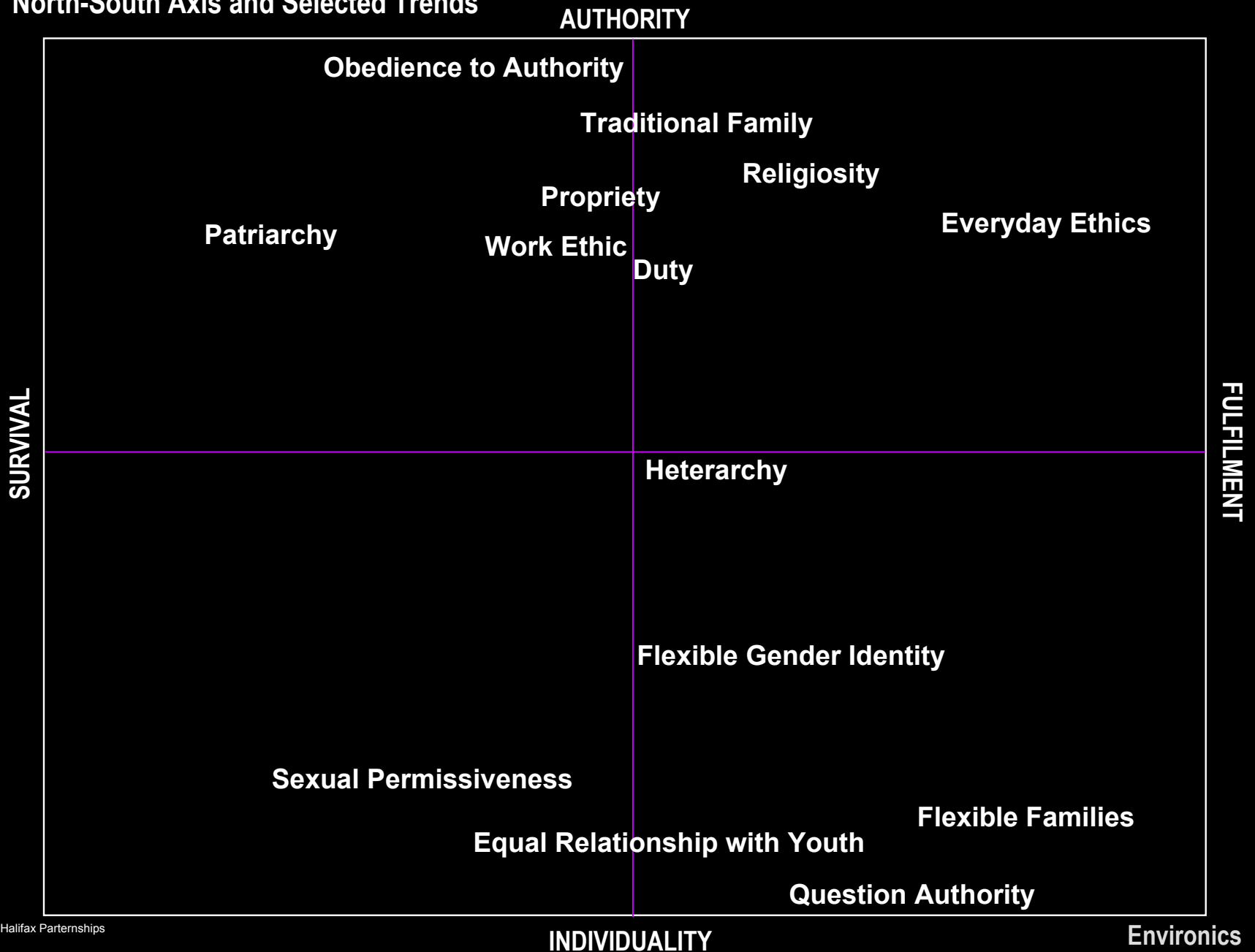
AUTHORITY

SURVIVAL

FULFILMENT



The United States Socio-Cultural Map: North-South Axis and Selected Trends



The United States Socio-Cultural Map: East-West Axis and Selected Trends

AUTHORITY

SURVIVAL

FULFILMENT



INDIVIDUALITY

Environics

The Socio-Cultural Map

Status & Security:

Obedience to Traditional Structures and Norms

Obedience to Authority, Patriarchy, Work Ethic, Need for Status Recognition, Technology Anxiety

Authenticity & Responsibility:

Well-being, Harmony and Responsibility

Duty, Social Responsibility, Everyday Ethics, Gender Parity, Spiritual Quest, Holistic Health

Exclusion & Intensity:

Seeking Stimulus and Attention

Pursuit of Intensity, Ostentatious Consumption, Buying on Impulse, Penchant for Risk, Anomie and Aimlessness, Everyday Rage

Idealism & Autonomy:

Exploration and Flexibility

Personal Control, Question Authority, Global Consciousness, Adaptability to Complexity, Flexible Families

SURVIVAL

FULFILLMENT

Status & Security – Icons



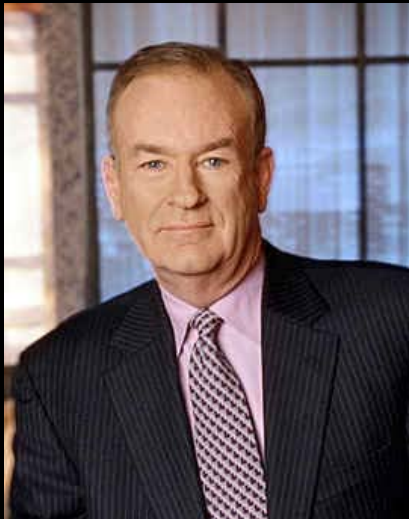
John Wayne



Vince Lombardi



Ronald Reagan



Bill O'Reilly

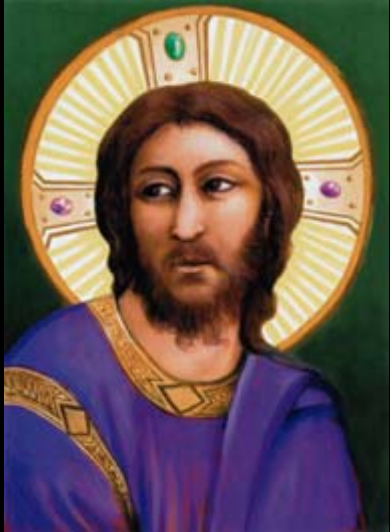


Hillary Clinton



Don Rumsfeld

Authenticity & Responsibility – Icons



Jesus Christ



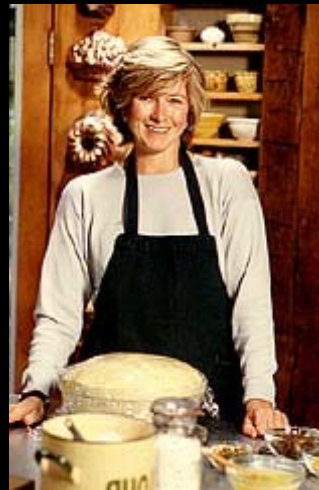
Tiger Woods



Colin Powell



Shirley MaLaine



Martha Stewart



Oprah Winfrey

Environics

Idealism & Autonomy – Icons



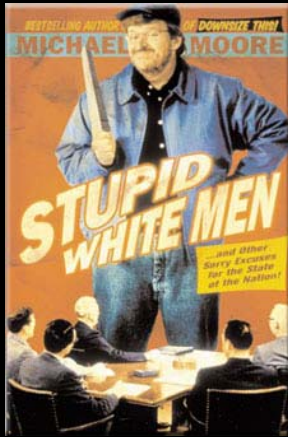
Bono



Erin Brokovich



Martin Luther King Jr.



Michael Moore



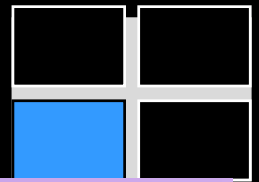
Lisa Simpson



Larry Page & Sergey Brin

Environics

Exclusion & Intensity – Icons



The Osbournes



P.Diddy



Jerry Springer



Jennifer Lopez



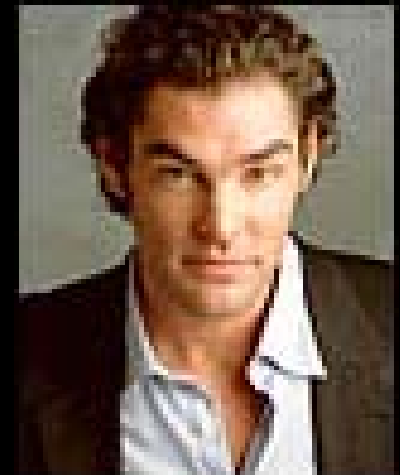
Eminem



Pamela Anderson



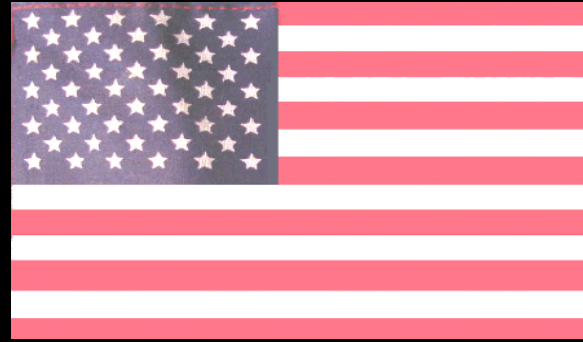
Tony Hawk

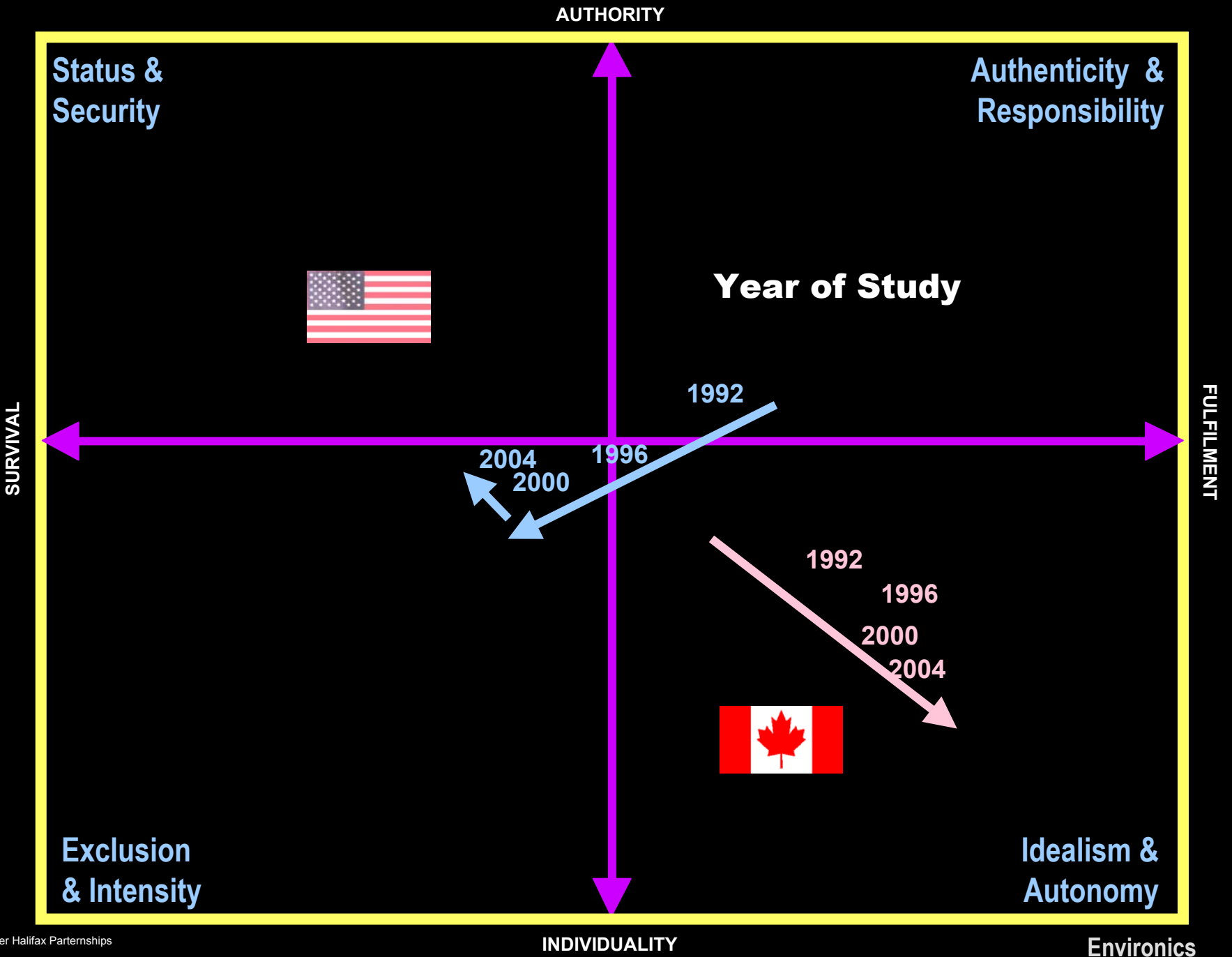


Joe Millionaire

Envionics

The United States and Canada





AUTHORITY

Status & Security

Authenticity & Responsibility

Regions of North America 1992-2000 combined



Deep South

Mid West

Plains

Texarkana

South Atlantic

SURVIVAL

FULFILMENT

Saskatchewan
Atlantic

Mid Atlantic

Mountain

Manitoba

Alberta

Pacific

New
England

Ontario

B.C.



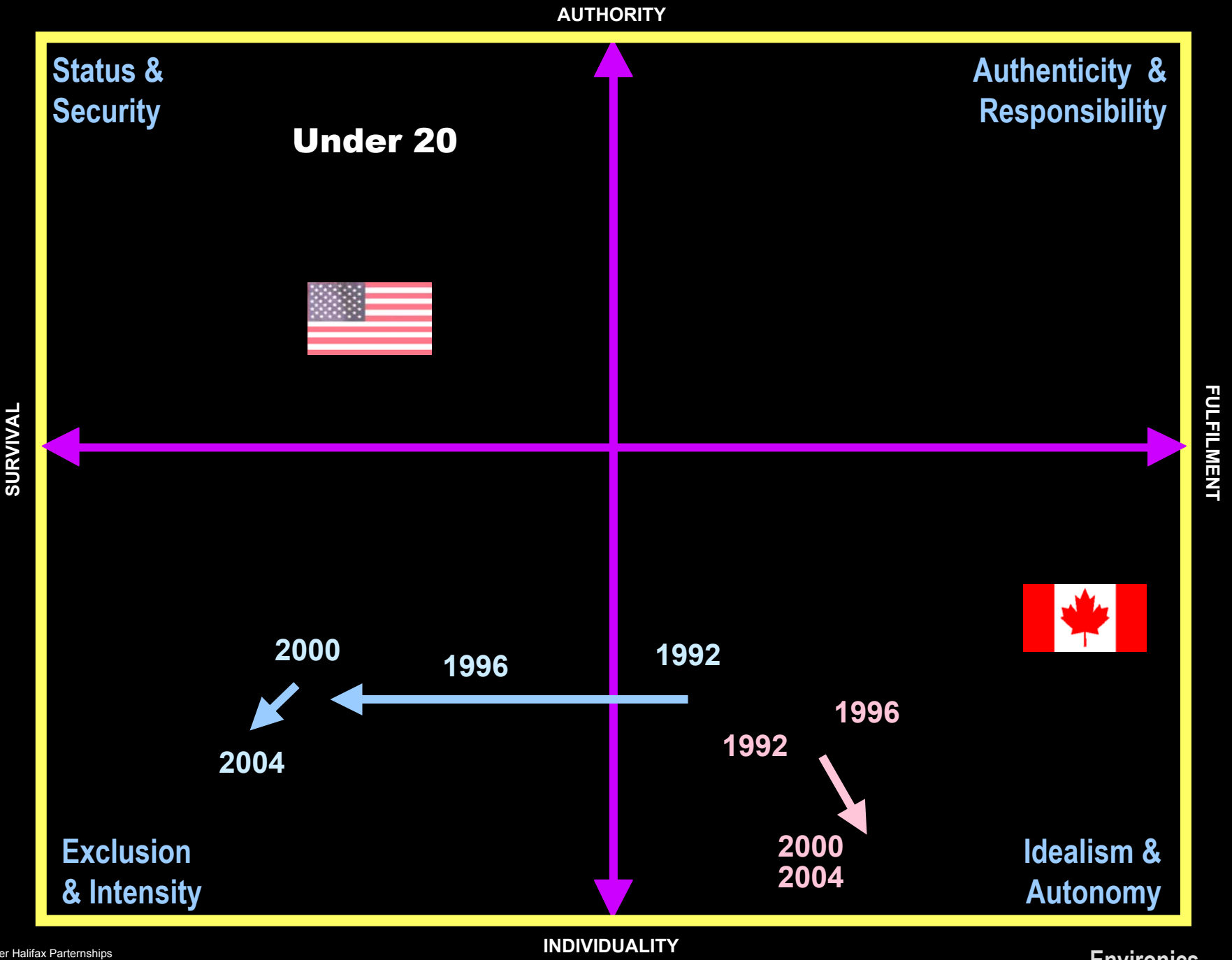
Quebec

Exclusion & Intensity

Idealism & Autonomy

INDIVIDUALITY

Environics

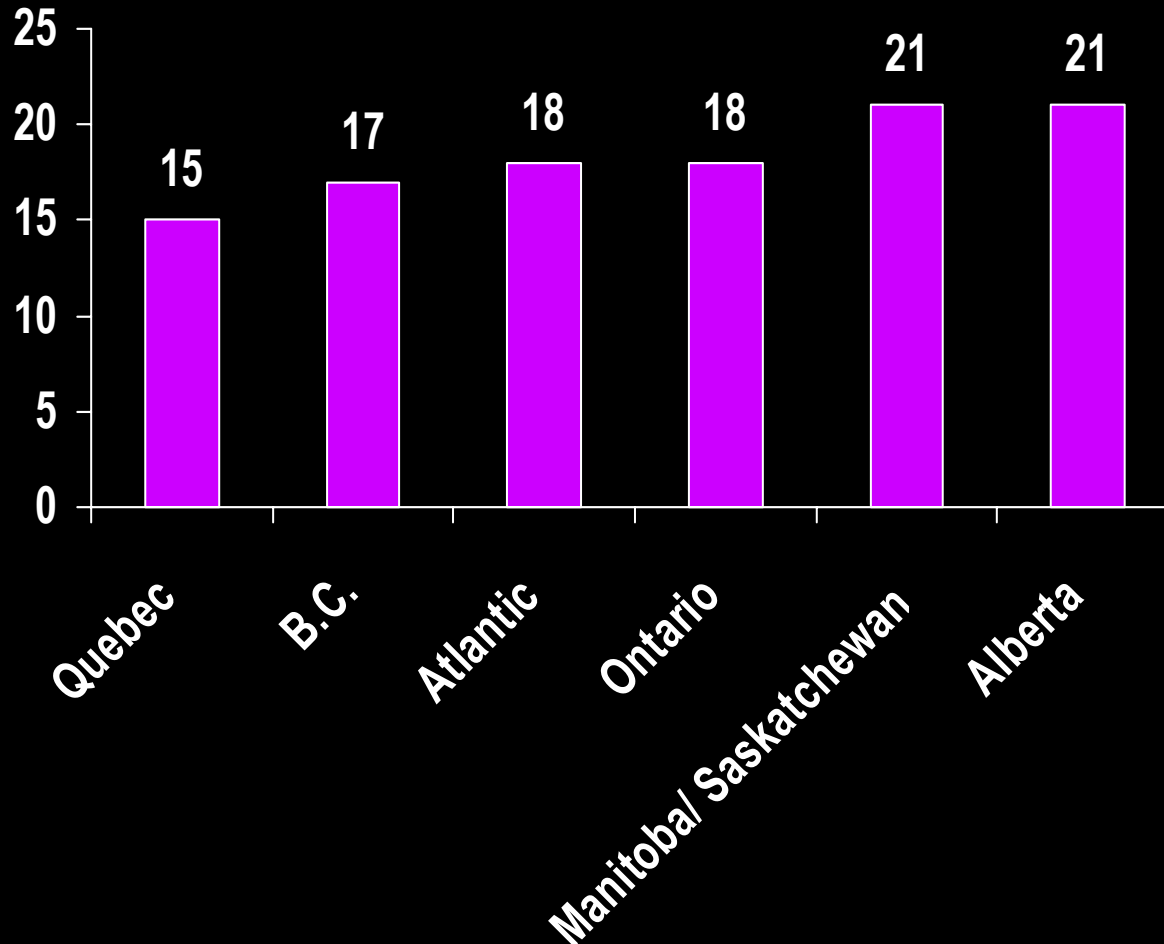


Canada and the U.S

Examples of Divergence

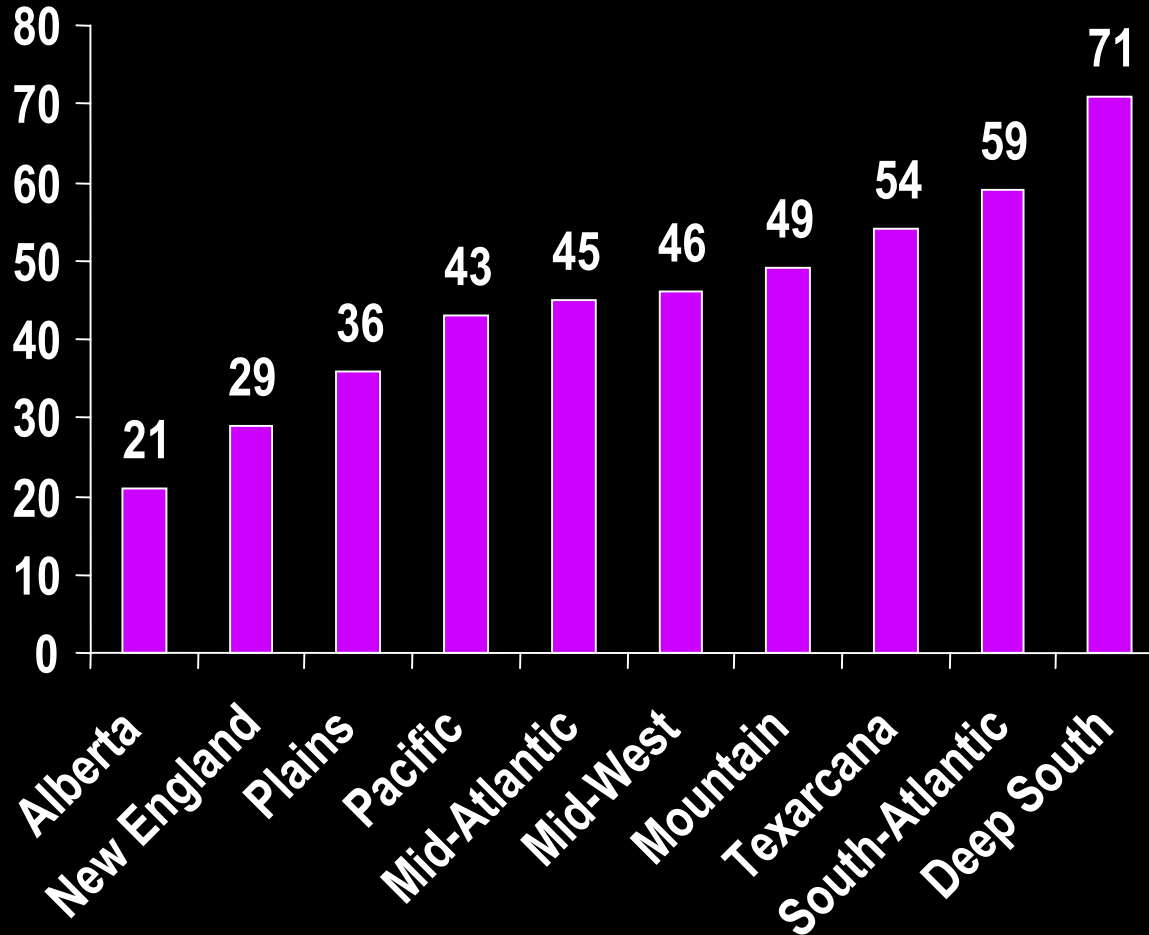
Father of family must be master in his own house

Canada - Regions: Agree 2000



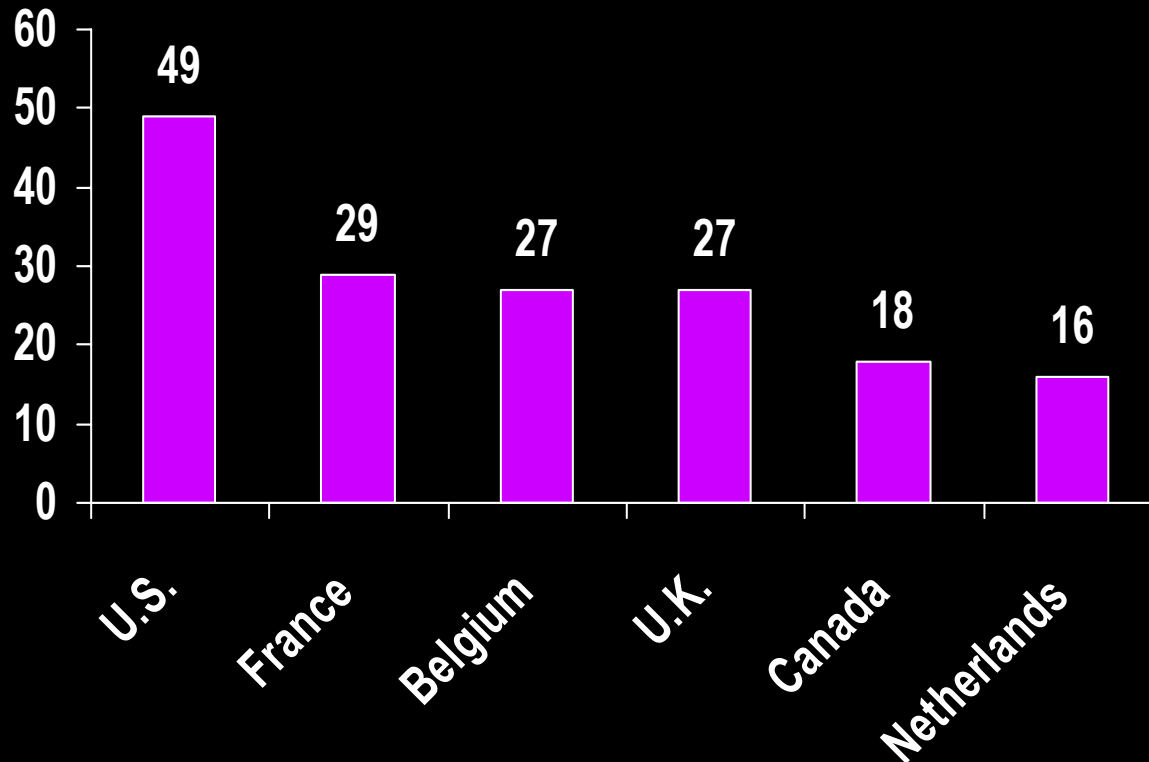
Father of family must be master in his own house

US - Regions: Agree 2000

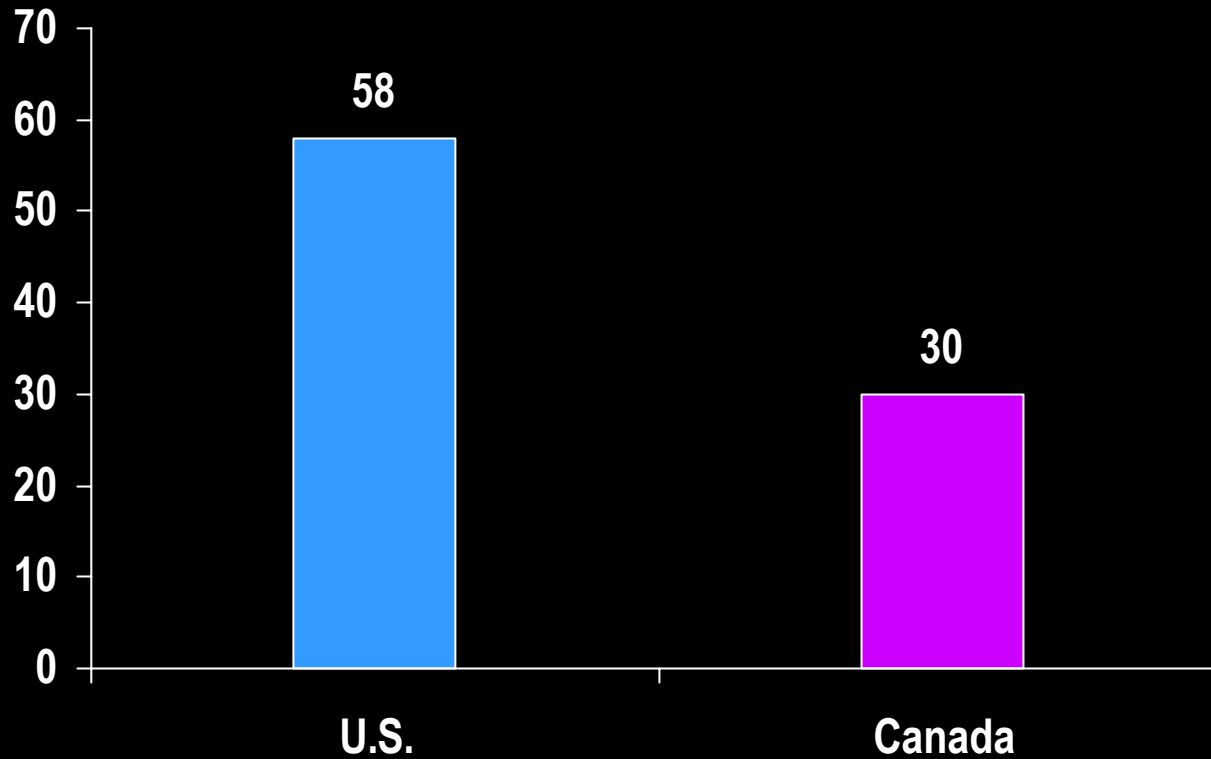


Father of family must be master in his own house

Europe and North America: Agree 2000

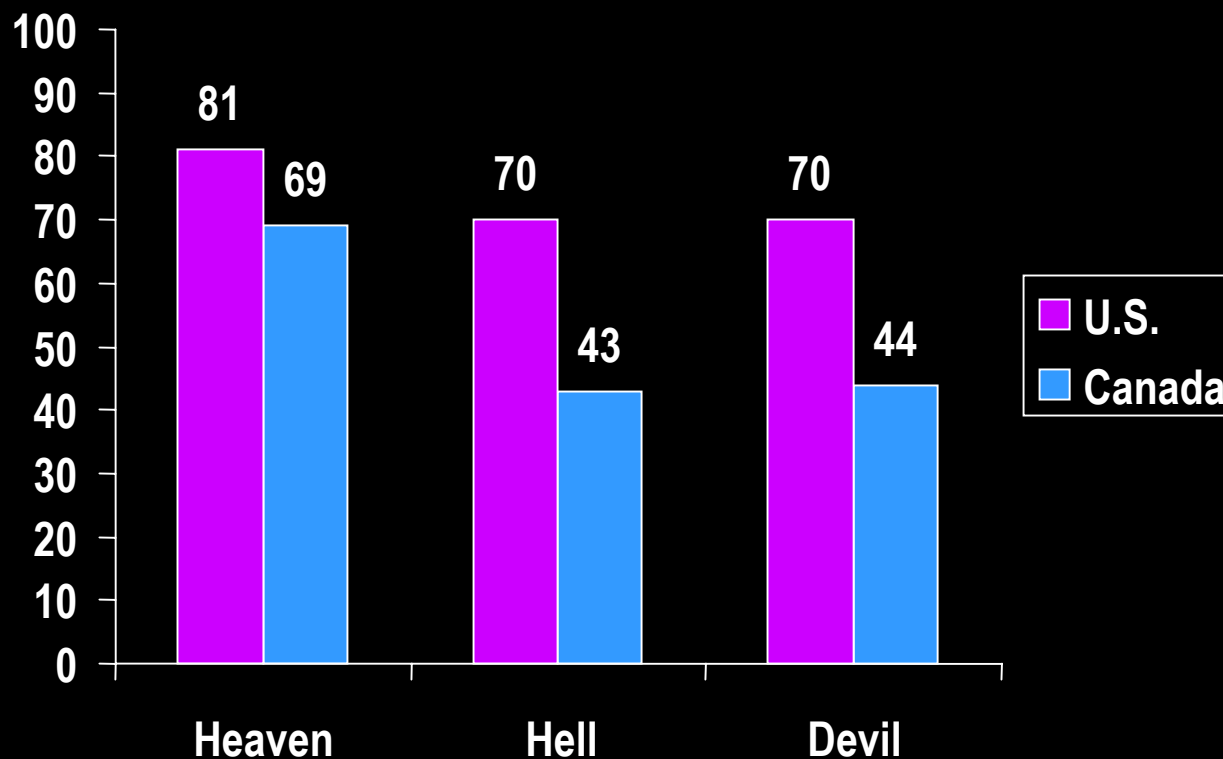


It is necessary to believe in God in order to be moral



Source: Pew Global Attitudes, June 2003

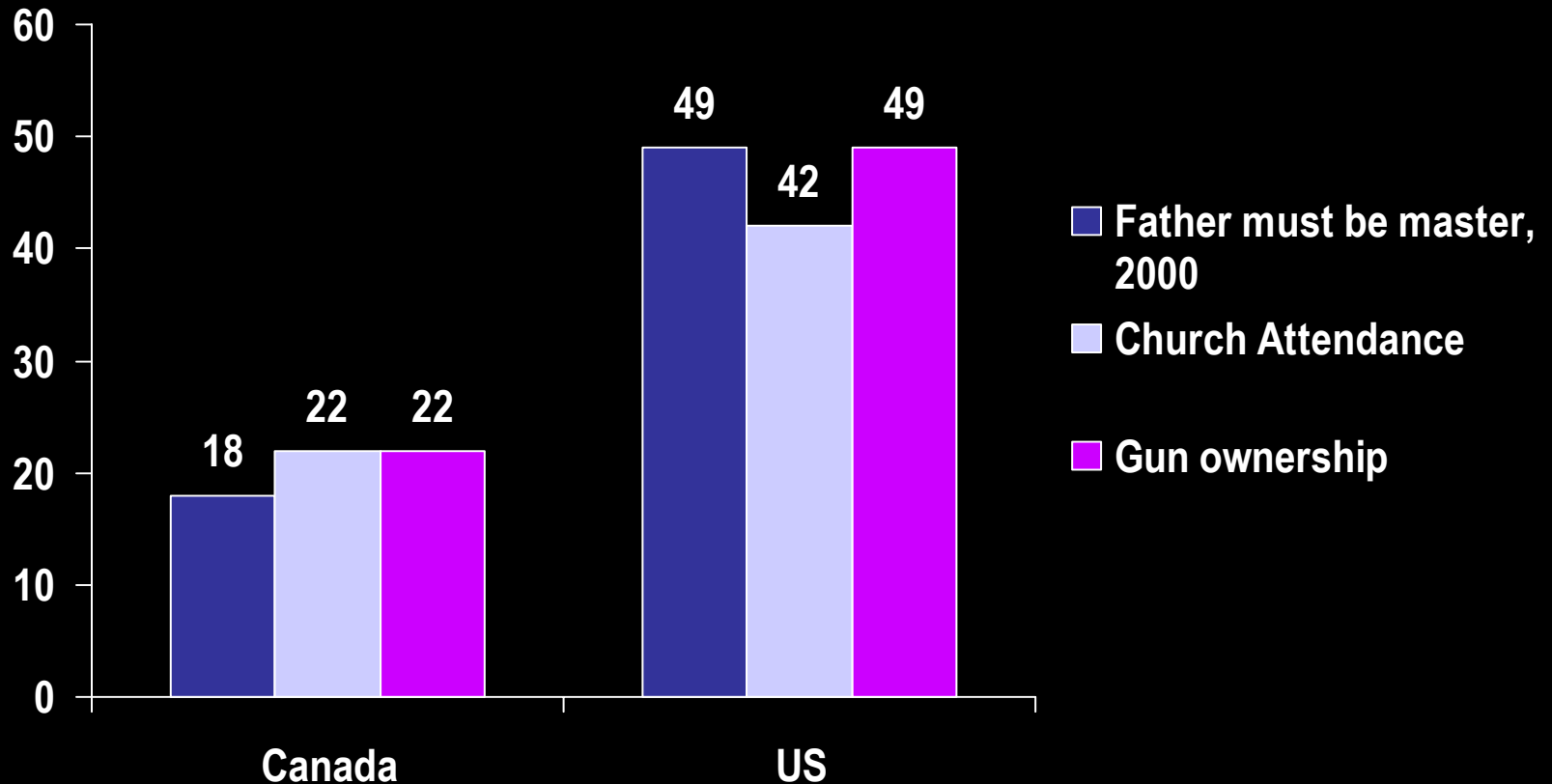
Belief in Heaven, Hell and the Devil



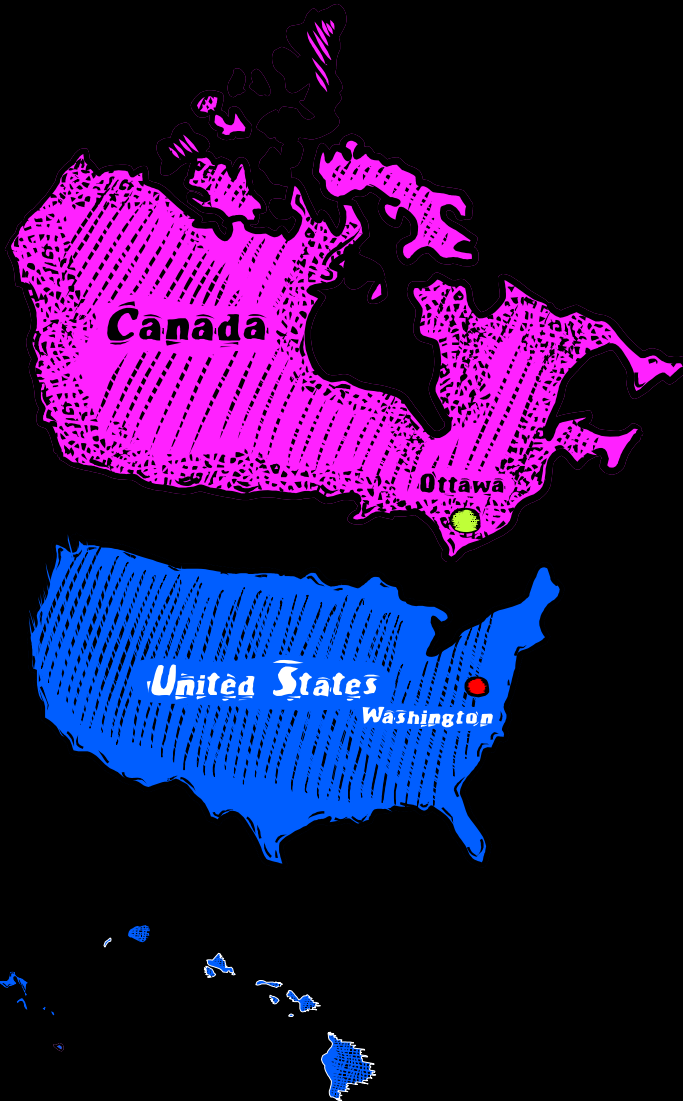
Source for Canadian numbers: Environics Research Group, 2001; exact wording: “Would you say you believe...that there is a devil; in hell; in heaven

Source for U.S. numbers: Gallup, May 2004; exact wording: “For each of the following items I am going to read you, please tell me whether it is something you believe in, something you’re not sure about, or something you don’t believe in

Patriarchy, Church Attendance and Gun Ownership



Another confirmation of Canada/U.S. differences: Neighbourhood lifestyle research



Research by Environics Analytics & Claritas found 66 PRIZM lifestyle types in each of Canada and the U.S.

Only 16 of the 66 lifestyles are common to both countries

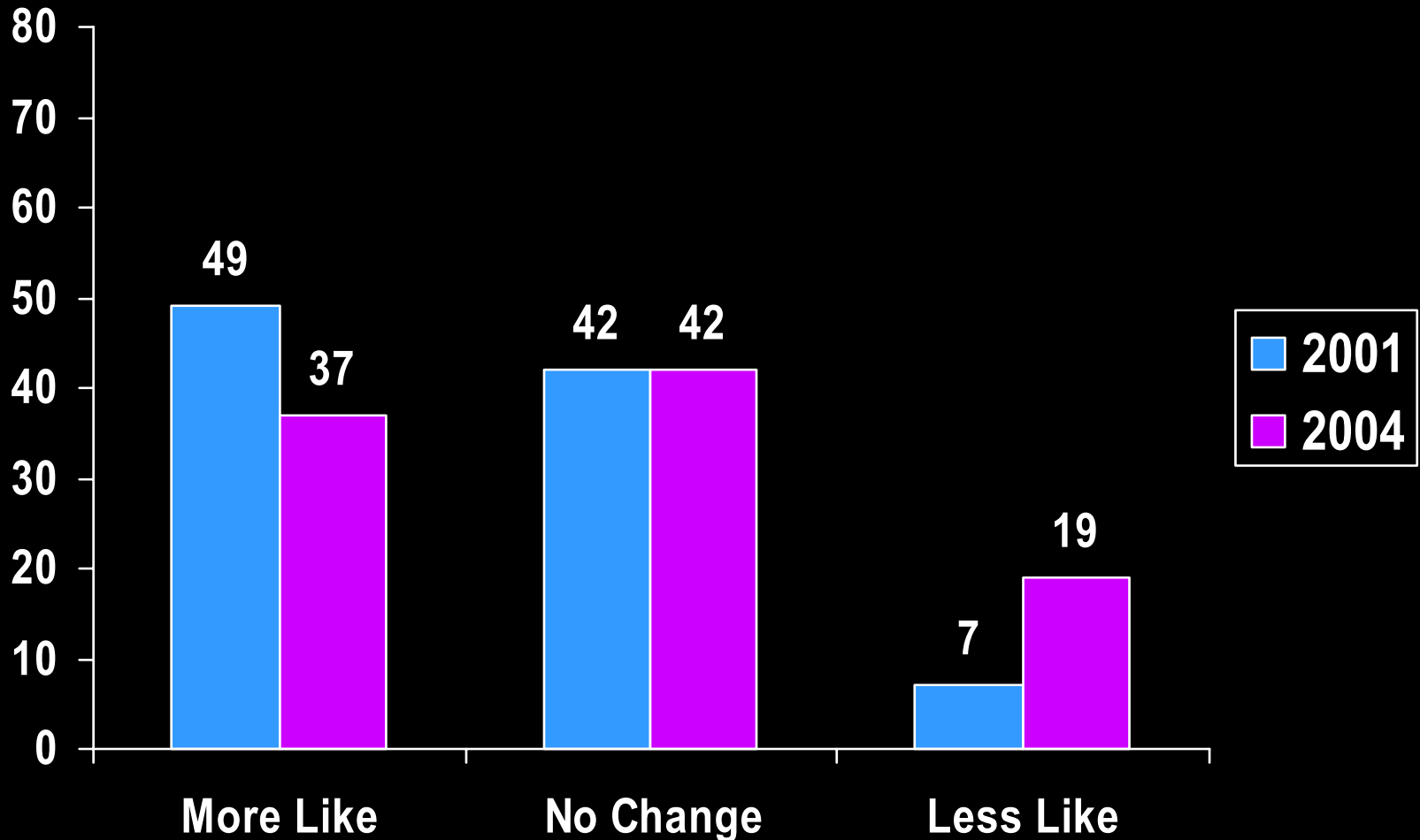
27% of American households

25% of Canadian households

Geographically and demographically, Canadians are different

- **Concentration in Large Urban Centres**
 - **Canada :** 39% of population in Toronto, Montreal and Vancouver
 - **USA:** 17% of population in New York, L.A. and Chicago
- **Location of Wealth**
 - **Canada:** established urban neighbourhoods
 - **USA:** suburban areas
- **Immigration**
 - **Canada:** 18% of population
 - **USA:** 11% of population

Since *Fire and Ice* more Canadians are seeing the differences



In Summary

The U.S.

Risk-taking

Money is everything

Winner takes all

Highest standard of living

Will win the lottery

Aspiration

Canada

Risk-averse

Money is suspect

Income redistribution

Best quality of life

Have won the lottery

Accommodation

In Summary

The U.S.

Religious

Traditional authority

Conservative social values

Moralism

Outer-directed (conformity)

Violence is normal

Civil War

Death penalty

Canada

Secular

Question traditional authority

Liberal social values

Relativism / pluralism

Inner-directed (autonomy)

Violence only on skates

Rebellions, Legal separation

No death penalty since 1976

In Summary

The U.S.

Neo-conservatism

Direct Democracy: Initiative, referendum recall and total recall

Gated communities and SUVs

Unilateralism, pre-emptive strikes/wars

Jazz, baseball, movies, Internet and Man on the Moon

Canada

Sustainable social welfare state

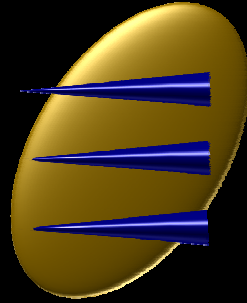
Parliamentary democracy in a first past the post electoral system

Multicultural cities and minivans

United Nations, International Criminal Court, Kyoto Protocol, peacekeeping

Hockey, medicare and Cirque du Soleil

But, thankfully, we do share one thing ... a sense of humour



ENVIRONICS

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