

## PRODUCTS BOYCOTT

# Deeper sense of obligation

Survey says!

Nearly half of U.S. consumers would consider substituting Canadian products with non-Canadian ones in light of recent world events, according to a new poll by Fleishman-Hillard Canada and Wirthlin Worldwide.

And asked if they would boycott products from Canadian companies, 17 per cent said they were more likely to do so, because of this country's opposition to the U.S.-led invasion of Iraq.

**OUR  
OPINION**

The number is up from a similar survey three weeks earlier.

Although we think the findings indicate more that Americans are ready to give the world a piece of their mind, and not necessarily to trade their St. Thomas-built Mercury Grand Marquis cars for Freedom Fords, the results of the survey still is alarming to some degree.

Why? Because it says once again what Canadians have heard several times in recent weeks from the U.S. ambassador to Canada.

We're either with 'em or agin 'em — and there's no possibility we just might have a different world view.

But we do, according to another study, called the Citizen's Dialogue on Canada's Future: A 21st Century Social Contract, and based on "dialogues" with more than 400 Canadians.

Daniel Yankelovich, the founding father of public opinion research in the United States, who advised on the study led by think-tank Canadian Policy Research Networks, interprets:

Canadians see themselves as part of the world. Americans see themselves as part of the United States.

"Canadians have a deeper sense of obligation towards other nations and feel more interdependence with them. While Americans prefer to exercise leadership in concert with allies, they feel their power buys them independence from world opinion."

To which we might add, *Vive la difference.*