

# 5 Insights: The North American Divide

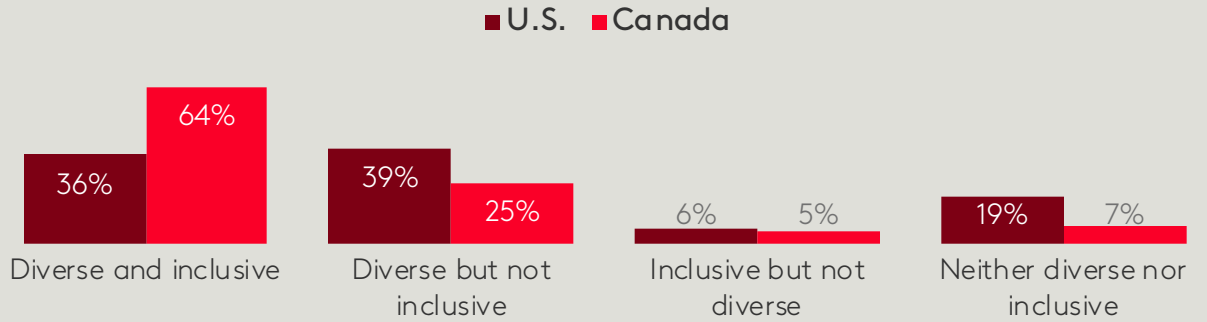
Key differences between American and Canadian consumers and cultures

## 1

Diversity and inclusion are key cultural traits for a majority of Canadians, not Americans.

While both markets represent a diverse mix of cultures, more Canadians than Americans view their culture as both diverse and inclusive, while Americans are more likely to describe their culture as diverse, but not inclusive.

### How would you describe your country's culture?



## 2

American and Canadian cultural differences are reflected in their core values.

Americans and Canadians alike place a high value on honesty, family and authenticity. Still, individual ideals of privacy and working hard remain more important to Americans, while Canadians emphasize self-reliance and fairness.

### Top ranked personal values (Extremely/very important)

#### United States

1	Honesty
2	Family
3	Authenticity
4	Privacy
5	Working Hard

#### Canada

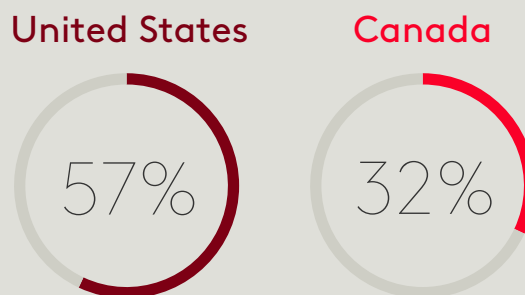
1	Honesty
2	Family
3	Authenticity
4	Self-reliance
5	Fairness

## 3

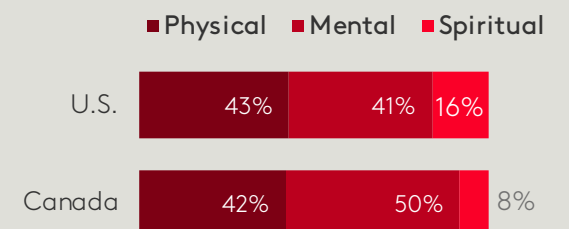
Faith remains a pillar of life for a majority of Americans, but only for one third of Canadians.

Despite the rise in both countries of those who identify as religiously unaffiliated, most Americans still consider faith and spirituality to be a central value in their lives. Canadians are less likely to feel the same way.

### Importance of personal value: Faith - Having firm religious beliefs (Extremely/very important)



### Consider to be most important aspect of own wellbeing

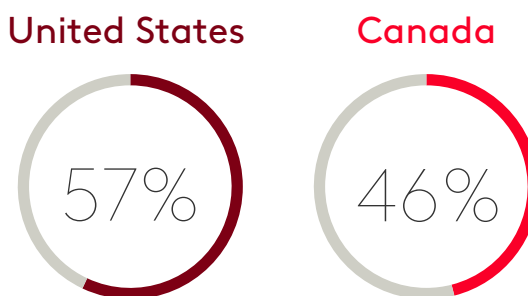


## 4

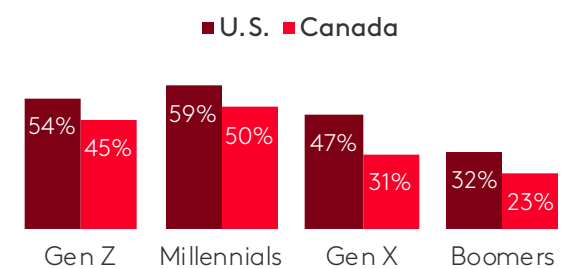
Americans' desire for convenience outpaces that of Canadians.

More Americans are searching for fast and easy solutions compared to Canadians. Young Americans in particular are looking for products that can provide true seamlessness and flow in their lives.

### Importance in personal life: Looking for ways to save time (Extremely/very important)



### Importance in personal life: Having products and services that can anticipate your needs (Extremely/very important)



## 5

Home ownership is the difference when it comes to defining success in each market.

Canadians and Americans share similar ideas of what the good life is, except when it comes to home ownership. Despite affordability concerns in both markets, Americans are still more likely to aspire to home ownership and see it as a marker of success.

### Consider to be signs of success / accomplishment

