

Canada, eh?

by

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Do you drive a Chevy Camaro or a Buick Regal? Do you watch the USA network? Wear Sorel boots? Spread Canola Harvest margarine on your toast? Watch a Jim Carey or John Candy movie? Listen to kd lang or Shania Twain? Use Meridian voicemail? Have a Gloria Jean coffee? Invest in the stock market through Waterhouse Securities? Bank with Harris Bank?

Welcome to the largest trading partner with the United States. You know, that obscure country just across the lake to the north? Welcome to Canada, eh?

In this day and age of increasing globalization, we place a lot of emphasis on countries like Japan, France, China, the Ukraine, and so on. With good reason. We simply have to reflect on the recent turmoil in Asian financial markets and the resulting shockwave that ravaged Wall Street to recognize how interconnected the world is.

Looking far and wide is good. Yet sometimes neighbors are important, too. Canadians buy more American products than anyone else in the world. We share the world's longest undefended border. And despite occasional disagreements, Canada remains one of America's strongest allies. But how much do we know about Canada?

When we study comparative economies and political systems, how often do we compare and contrast the US and Canada? When we conduct international marketing projects for class, how often do we study the Canadian market? When we do cross-cultural studies, how often would we choose to compare Canada and the US?

Not often. At least not as often as we should.

After all, why shouldn't Americans take for granted the country that in 2007 bought some \$210 billion of US products? Surely America can't afford to do the same thing to say, France, who in that same year purchased one-sixth that amount.

So what is there to know about Canada? Much more than one can try to describe in a short essay. I can't do more than try to arouse an interest in Canada here. Take the test and see how much you know about Canada.

1. The largest city in Canada is:
 - a. Montreal
 - b. Toronto
 - c. Vancouver
 - d. London
 - e. Seattle

2. The Head of State for Canada is:
 - a. The Queen of England
 - b. The King of Prussia
 - c. The Prime Minister of Canada
 - d. The President of Canada
 - e. The CEO of the Royal Bank of Canada

3. Canada's capital is in:
 - a. Toronto
 - b. Ottawa
 - c. Chicago
 - d. Montreal
 - e. Edmonton

4. Canada's population is about:
 - a. 100 million
 - b. 70 million
 - c. 50 million
 - d. 30 million
 - e. 10 million

5. The Chief Executive of Canada is:
 - a. The President of Canada
 - b. The Governor General of Canada
 - c. The Prime Minister of Canada
 - d. The Queen of England
 - e. The Chancellor of Canada

6. How many provinces are there in Canada?
 - a. 25
 - b. 20
 - c. 15
 - d. 10

- e. 5
- 7. The province that has sought to separate from the rest of Canada is called:
 - a. French Guyana
 - b. Nova Scotia
 - c. Quebec
 - d. Saskatchewan
 - e. Ontario
- 8. Canada has the world's highest per capita consumption of the following:
 - a. donuts
 - b. pizza
 - c. beer
 - d. chop suey
 - e. cognac
- 9. Approximately what portion of Canadians are visible minorities?
 - a. 1 in 20
 - b. 1 in 4
 - c. 1 in 10
 - d. 1 in 30
 - e. 1 in 6
- 10. About 75% of Canada's population live within this distance of the US border:
 - a. 500 miles
 - b. 300 miles
 - c. 150 miles
 - d. 50 miles
 - e. 10 miles
- 11. The last time the US and Canada were at war with each other was in:
 - a. 1776
 - b. 1812
 - c. 1898
 - d. 1914
 - e. 1941
- 12. The following Canadian city was named by the UN as the most multicultural city in the world.
 - a. Montreal
 - b. Portland
 - c. Toronto
 - d. Ottawa
 - e. Vancouver

13. How many NBA teams are based in Canada?
- a. One
 - b. Two
 - c. Three
 - d. Four
 - e. Five
14. Which of the following US companies operate in Canada?
- a. Mobil
 - b. Walmart
 - c. GM
 - d. Sprint
 - e. All of the above
15. Instead of zip codes, Canada uses:
- a. postal grids
 - b. mail codes
 - c. postal codes
 - d. area grids
 - e. mail grids
16. Canada's national anthem is called:
- a. God Saved the Queen
 - b. Canada the Beautiful
 - c. O Canada
 - d. The Maple Leaf Banner
 - e. Viva Canadiens
17. The largest discount store chain in Canada is:
- a. Walmart
 - b. Zellers
 - c. Target
 - d. The Bay
 - e. Woolworth
18. French is an official language in:
- a. Quebec
 - b. Ontario
 - c. Nova Scotia
 - d. Alberta
 - e. All of Canada

19. Which of the following was *not* invented/created by Canadians?
- a. basketball
 - b. superman
 - c. the cargo arm on the space shuttle
 - d. insulin
 - e. none of the above
20. Of the following commercial banks in Canada, the largest is:
- a. Citicorp
 - b. Bank of America
 - c. Royal Bank of Canada
 - d. Canada Trust
 - e. Chase Manhattan Bank of Canada

Check your answers at the end of this article. How many did you get right?

Seriously, learning more about Canada is important, and requires more than merely doing a few multiple choice questions. I am surprised that colleges and universities don't give more attention to the friends in the north. Why is it that Canada is any less *international* than other countries? In the business world, for instance, it would not be surprising if one of the first "overseas" assignments one would ever get is a posting to Canada. If nothing else, the two countries' proximity and many common attributes should make Canada more important, not less. By taking for granted the neighbors to the north, Americans are not only overlooking their biggest trading partner, their closest ally, and their largest supplier of hockey stars, they are also forgetting who their friends are.

Correct answers: 1-b; 2-a; 3-b; 4-d; 5-c; 6-d; 7-c; 8-a; 9-e; 10-c; 11-b; 12-c; 13-a; 14-e; 15-c; 16-c; 17-b; 18-e; 19-e; 20-c.