



HISTORICAL INSIGHT

- 15th century came to the attention of Europeans for its rich yields of fur and fish
- 16th century settled by the French followed closely by the English
- 1763 France relinquishes its Canadian colonies to the English
- 1867 colonies united in a new confederation
- 1931 independence from Britain confirmed
- 1982 rights of the British government to amend the constitution removed
- 2010 Canada hosted Winter Olympics

PRIMARY BELIEF SYSTEMS

- Roman Catholic 39%
- Protestant 26.6%
- Other Christian 6.3%
- Muslim 3.2%
- 23.9% with no fixed beliefs

GEOGRAPHICAL INFLUENCES

- 2nd largest country in the world after Russia
- 5,000 mile border with USA
- Covers six time zones
- Great variations in climatic conditions
- Majority of population live in close proximity to the United States border
- Ottawa seat of government
- Rich in natural resources

ECONOMIC & POLITICAL CONDITIONS

- A federation of 10 provinces and 3 territories
- A parliamentary democracy with a constitutional monarchy
- A market-orientated economy
- Unemployment rate 5.8%
- Canada is the US's largest foreign supplier of energy
- Canada's oil reserves are ranked third in the world



LIFE STYLE ASPIRATIONS

- Ranked sixth in the world in standard of living
- Broad-based social security network
- Great love of the outdoors and of sports
- Obsession with hockey
- Only nation to have taken part in all UN peace-keeping operations

CHARACTERISTICS OF SOCIETY

- A highly diverse, multicultural society
- Mosaic, not melting pot
- Largely divided into English and French speaking population
- Population 37 million
- Open and tolerant
- Traditional family structure with rising levels of single parent families
- Very high level of tertiary education
- Leisure time valued
- Great interest in outdoor activities and sports

CANADIAN MINDSET

- British and French traditions
- A new awareness and appreciation of the traditions and rights of the aboriginal population
- Capitalist culture
- Measured and calm
- Pragmatic and rational
- Traditional family values but also socially progressive

LANGUAGE

- English and French are official languages
- Documentation in Quebec must be in English and French
- Over 100 languages spoken by a variety of the indigenous and immigrant populations