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NEWS RELEASE

Canadians Bullish on Stronger Economic Relations with Asia Says National Opinion Poll

VANCOUVER, BC – September 14, 2006 – A majority of Canadians believe that in 20 years, trade with Asia will be more important to Canada than trade with the US, according to a nationwide opinion poll by the Asia Pacific Foundation of Canada and *The Globe and Mail*.

The poll was conducted between August 2-9, 2006 by The Strategic Counsel, on behalf of the Asia Pacific Foundation and *The Globe and Mail*. Results for the national sample are accurate to within 3.1 points 19 times out of 20.

Almost two thirds of respondents (64%) agreed that “Canada would benefit from more Asian investment to Canada, including in the energy sector” and, at 75 per cent, an even stronger majority of respondents agreed that “the Government of Canada should promote greater Canadian investment in Asia.”

“Canadians see Asia as a region of rapid and dynamic economic growth and they want the government to promote deeper trade and investment linkages with Asian economies,” said Foundation President and Co-CEO Yuen Pau Woo. Forty-eight per cent of respondents identified China as the country in Asia which Canada should place the greatest emphasis in strengthening economic and political relations. Japan was second at 26 per cent, followed by India at 22 per cent.

Mr. Woo added: “While there is some concern about the competitive challenge of China and India, our poll suggests that Canadians overwhelmingly consider the emergence of these two economies as an opportunity, rather than a threat.”

Although Canadians agree that economic ties with Asia are important, they are generally unaware of Canada’s limited trade relations with the region. Forty-seven per cent of respondents believed trade with Asia accounted for between 26 per cent and per cent of Canada’s total trade. Another 19 per cent thought

it was even higher. In fact, last year only 12 per cent of Canada's merchandise trade was with Asia (including Australia and New Zealand).

Compared to a similar poll conducted by APF Canada in 2004, the percentage of respondents who associate Canada with the Asia Pacific region has risen by 10 points. Thirty-nine per cent of Canadians agreed with the statement "I consider Canada to be part of the Asia Pacific region," compared with 29 per cent two years ago. There was considerable regional variation on this question, with a high of 64 per cent in British Columbia and a low of 34 per cent in Quebec.

Other news releases based on the national opinion poll include:

Canadians Seek Balance in Promotion of Democracy and Human Rights Abroad Says Nationwide Opinion Poll at: [\(link\)](#)

China More Promising Market for Canadian Exports Than the United States Says Nationwide Opinion Poll at: [\(link\)](#)

A summary of the survey results is available at: [\(link\)](#)

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About APF Canada

The Asia Pacific Foundation is Canada's leading independent resource on Asia and Canada-Asia relations. As a national non-profit organization established by an Act of the Federal Parliament in 1984, the Foundation brings together people and knowledge to provide the most current and comprehensive research, analysis and information on Asia and on Canada's transpacific relations. It promotes dialogue on economic, security, political and social issues, helping to influence public policy and foster informed decision-making in the Canadian public, private and non-governmental sectors. The Foundation is funded through an endowment from the Government of Canada and a grant from the Province of British Columbia.

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