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Asia Pacific  
Foundation  
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# A Report To The Asia Pacific Foundation of Canada and The Globe and Mail

## Canadian Views on Asia

August 28, 2006

# Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of the Canadian Views on Asia study to The Globe and Mail and the Asia Pacific Foundation of Canada.
- ◆ Results are based on a proportionate national sample of Canadians 18 years of age or older with additional oversamples in Alberta and British Columbia.
- ◆ Interviews were conducted between August 2<sup>nd</sup> and August 9<sup>th</sup>, 2006.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

	August 2 - 9	
Region	Sample Size	Margin of Error ( $\pm$ )
Canada	1014	3.1
Quebec	248	6.2
Rest of Canada	766	3.5
Ontario	384	5.0
West	304	5.6
Alberta	253	6.2
British Columbia	252	6.2

Detailed Tables

# International Travel:

## *How likely are Canadians to visit specific destinations?*

	Canada			Region					
				Quebec	Rest of Canada*	Ontario	West	BC	Alberta
n=	1014			248	766	384	304	252	253
	%			%	%	%	%	%	%
	Very Likely	Somewhat Likely	Total Likely	Total Likely					
U.S.	32	27	59	49	63	63	66	64	71
European Union	11	15	26	25	26	33	22	28	28
Latin America	5	9	14	12	15	18	13	13	18
Southeast Asia	2	4	6	4	7	7	9	10	10
Hong Kong	2	3	5	3	6	7	6	7	6
Japan	2	3	5	4	5	5	5	5	7
Other parts of Asia	2	4	6	4	6	8	4	6	8
China	2	2	4	2	5	6	4	7	4
India	2	2	4	3	3	5	2	2	6
South Korea	1	1	2	1	3	3	3	3	3

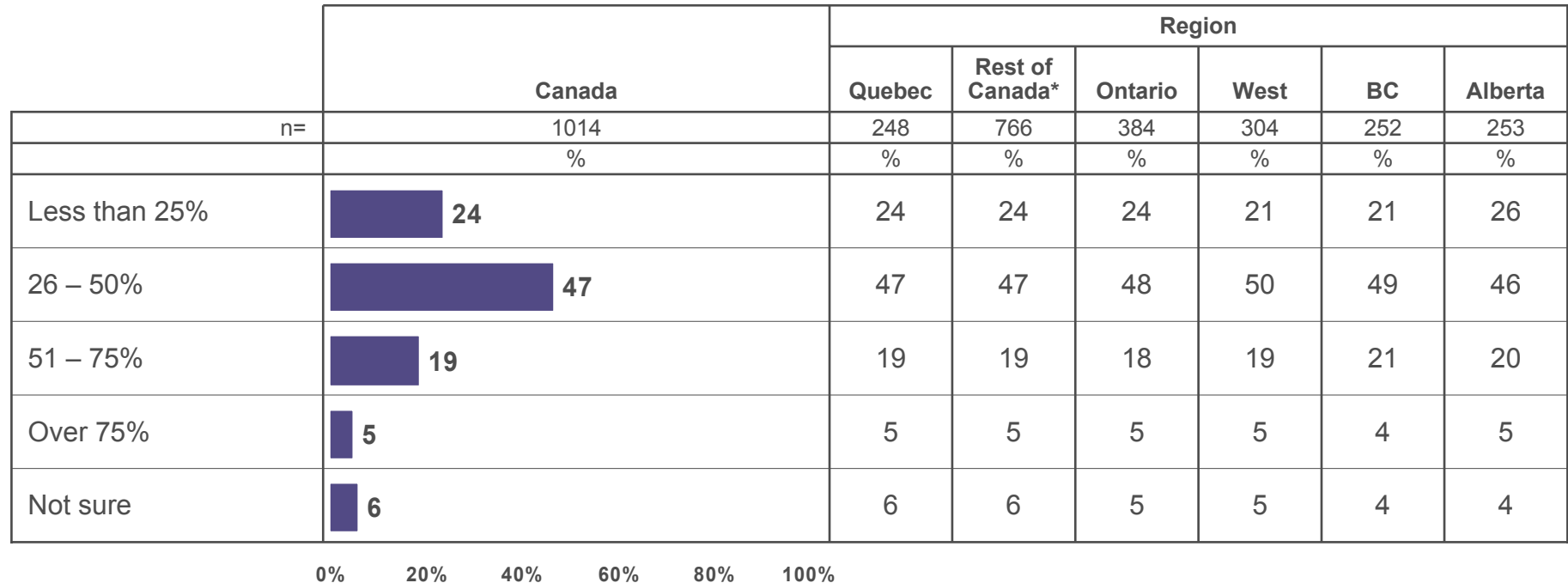
\*Note: Rest of Canada includes all provinces except Quebec

Q.1 Are you very likely, somewhat likely, not very likely or not likely at all to travel to any of these places within the next year?

Base: Total sample

# Trade with Asia:

*What percentage of Canada's total trade do you think it is?*

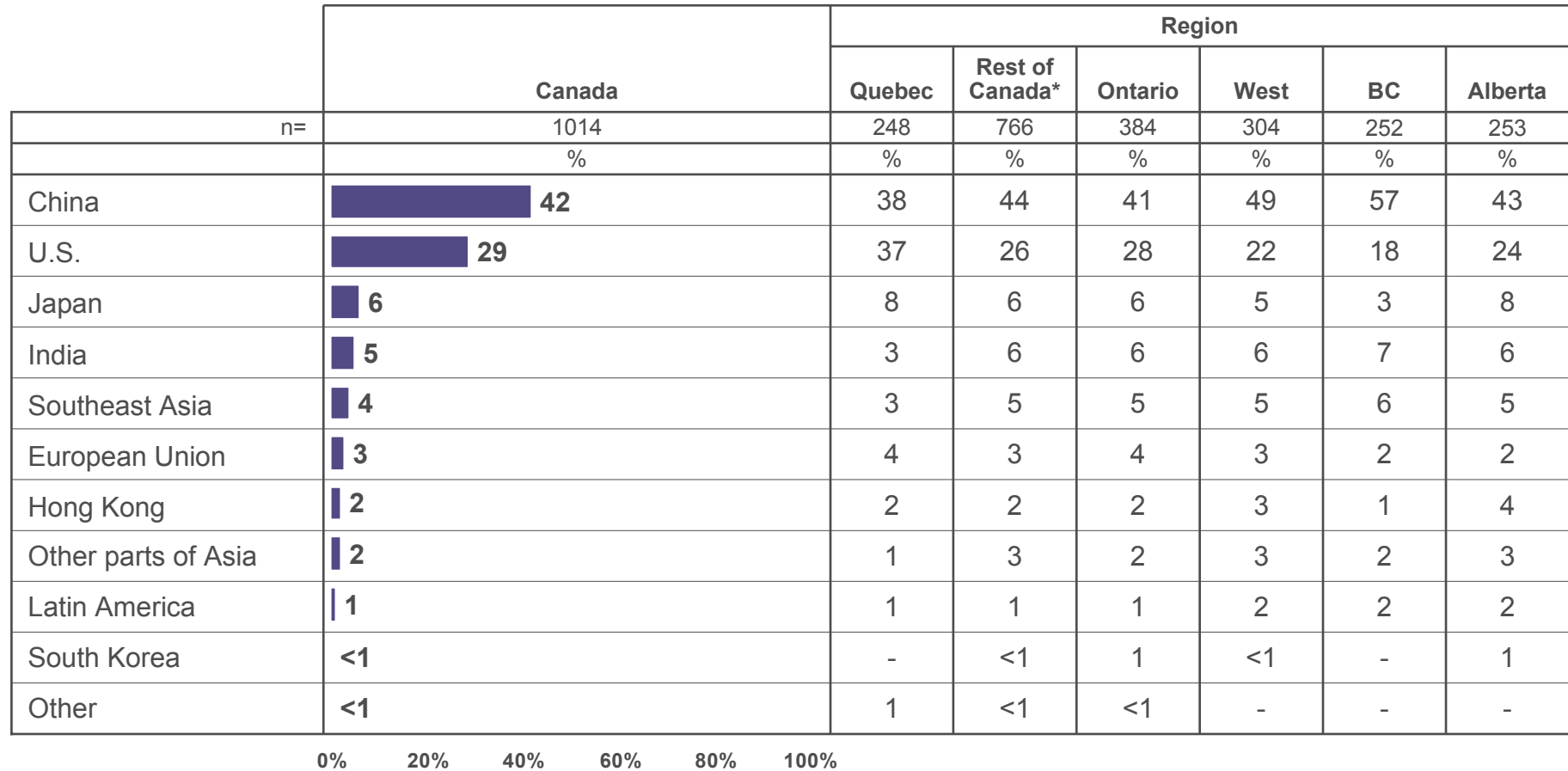


\*Note: Rest of Canada includes all provinces except Quebec

Q.2 What percentage of Canada's trade do you think is with Asia?

Base: Total sample

# Canadian Exports and Investment: Which markets hold the most potential?



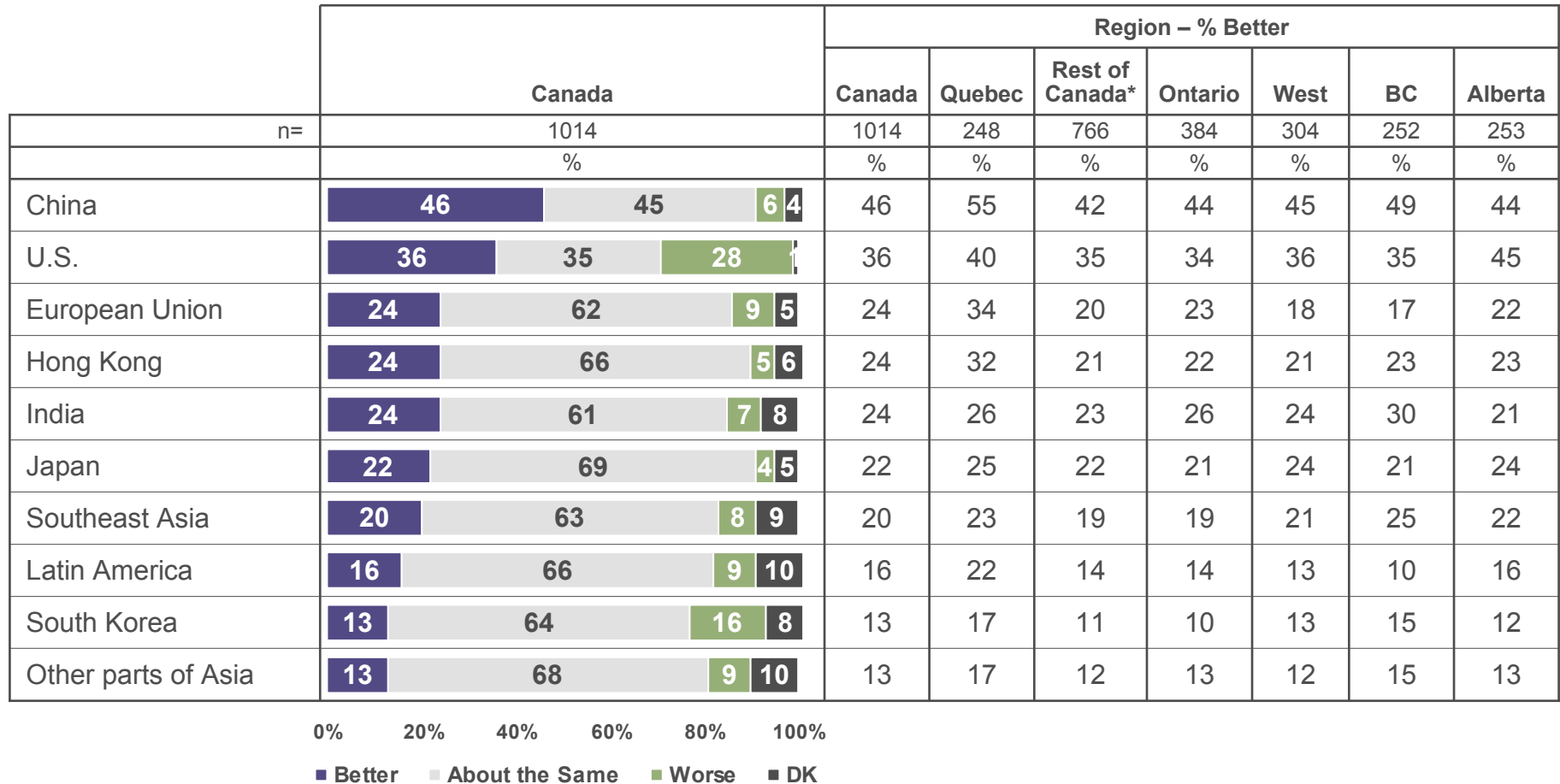
\*Note: Rest of Canada includes all provinces except Quebec

Q.3 In your view, which one of the following markets holds the most potential for Canadian exports and investment?

Base: Total sample

# Canada's Foreign Relations:

*Are they better, worse or about the same when compared to two years ago?*

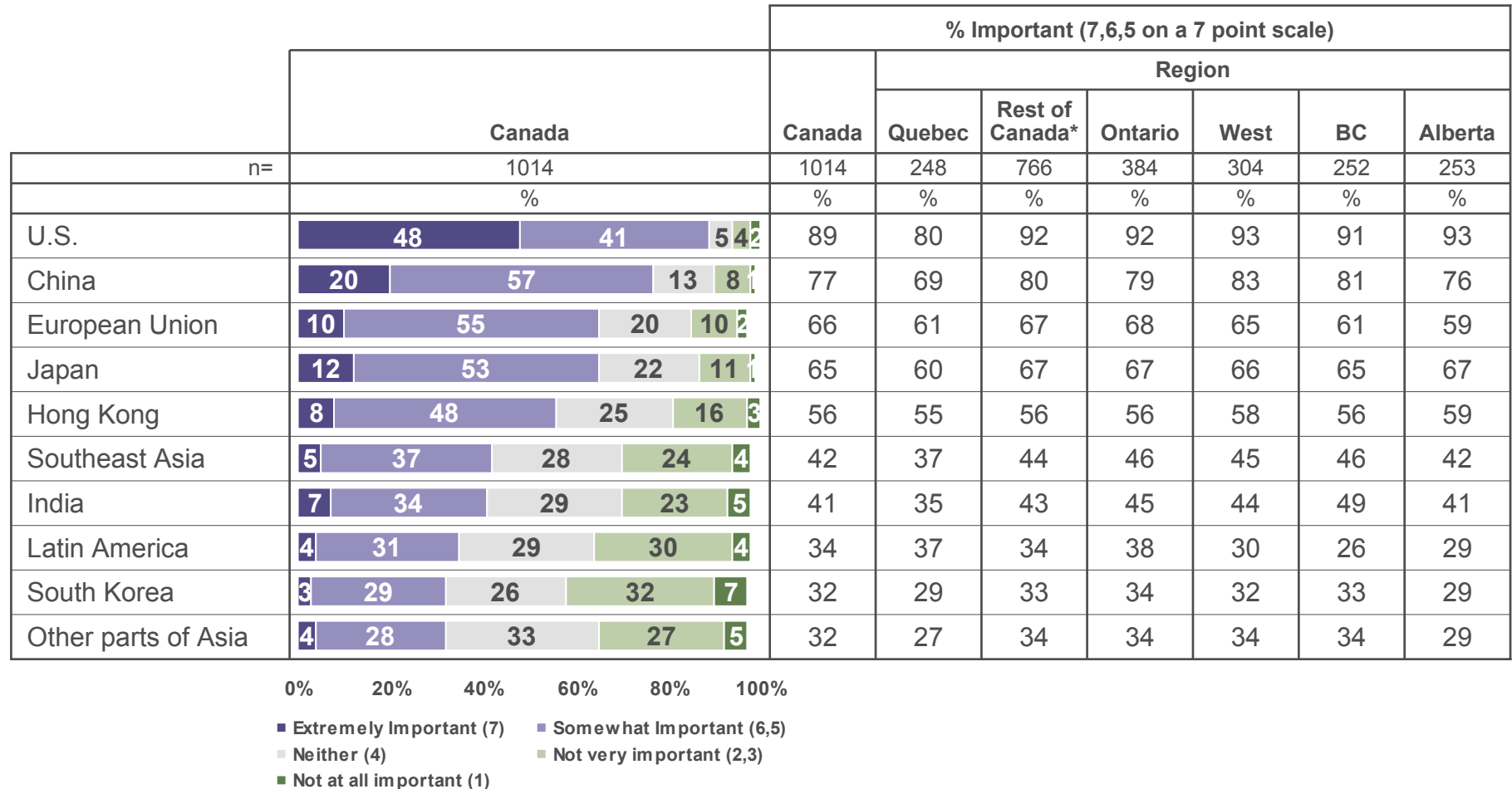


\*Note: Rest of Canada includes all provinces except Quebec

Q.4 Compared with two years ago, are Canada's relations with the following countries/regions better, worse or about the same?

Base: Total sample

# Canada's Prosperity and Well Being: How important are specific countries/regions?



\*Note: Rest of Canada includes all provinces except Quebec

Q.5 On a scale of 1 – 7, where 7 is extremely important and 1 is not at all important, how important are each of these countries or regions to Canada's prosperity and well being?

Base: Total sample

# Agreement with Statements About the Asia-Pacific Region – % Who Strongly Agree

	% Strongly Agree						
	Canada	Region					
		Quebec	Rest of Canada*	Ontario	West	BC	Alberta
n=	1014	248	766	384	304	252	253
	%	%	%	%	%	%	%
Asia a region of rapid and dynamic economic growth	49	40	52	49	58	59	60
Promoting democracy and human rights in Asia should be a major priority for the Government of Canada.	33	41	31	31	30	31	30
The majority of people who live in Asia are poor	29	28	29	29	31	35	25
The overall impact of Asian immigration on Canada is positive	26	21	28	30	25	28	24
The Government of Canada should promote greater Canadian investment in Asia	26	29	26	27	23	28	21
Looking 20 years ahead, trade with Asia will be more important to Canada than trade with the US	21	23	20	20	22	24	18
The Government of Canada should use trade restrictions to try to influence the policies of Asian countries that are not fully democratic	21	31	18	21	14	19	15
China's growing military is a threat to the Asian-Pacific region.	20	19	20	20	20	22	20
Canada would benefit from more Asian investment to Canada, including in the energy sector	19	18	20	19	20	20	18
Canadian schools should place more emphasis on teaching about Asia and Asian languages	18	24	16	17	14	18	13

\*Note: Rest of Canada includes all provinces except Quebec

Q.6-25 For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Base: Total sample

# Agreement with Statements About the Asia-Pacific Region – % Who Strongly Agree (cont'd)

	% Strongly Agree						
	Canada	Region					
		Quebec	Rest of Canada*	Ontario	West	BC	Alberta
n=	1014	248	766	384	304	252	253
	%	%	%	%	%	%	%
The Government of Canada should place more emphasis on strengthening economic relations with Asian countries than with Latin American countries	18	15	19	21	16	22	16
The human rights situation in China today is better than it was 10 years ago	17	18	16	15	19	22	16
Canada should not trade with countries that do not have fully democratic regimes	16	17	16	17	14	19	12
Asia is politically unstable	15	15	15	14	14	18	13
China behaves more responsibly than the United States in the international community	15	20	14	15	11	12	13
The growing importance of China as an economic power is more of a threat for Canada than it is an opportunity	15	21	13	16	9	10	11
The Government of Canada should place more emphasis on strengthening economic relations with Asian countries than with European countries	13	11	13	14	13	17	11
I consider Canada to be part of the Asia Pacific region	12	11	13	10	17	27	16
Canada should not expand relations with Taiwan if it may lead to problems in our ties with mainland China	11	13	10	9	12	11	13
The growing importance of India as an economic power is more of a threat for Canada than it is an opportunity	8	11	6	5	8	8	6

\*Note: Rest of Canada includes all provinces except Quebec

Q.6-25 For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Base: Total sample

# Agreement with Statements About the Asia-Pacific Region – % Who Strongly/Somewhat Agree

	% Strongly/Somewhat Agree						
	Canada	Region					
		Quebec	Rest of Canada*	Ontario	West	BC	Alberta
n=	1014	248	766	384	304	252	253
	%	%	%	%	%	%	%
Asia a region of rapid and dynamic economic growth	89	87	89	88	94	94	93
The overall impact of Asian immigration on Canada is positive	78	83	76	80	73	73	74
The Government of Canada should promote greater Canadian investment in Asia	75	73	75	77	72	75	76
Promoting democracy and human rights in Asia should be a major priority for the Government of Canada.	72	83	68	67	68	69	66
The majority of people who live in Asia are poor	65	67	64	63	67	70	63
Canada would benefit from more Asian investment to Canada, including in the energy sector	64	61	64	68	61	59	64
The human rights situation in China today is better than it was 10 years ago	63	64	63	64	61	61	63
The Government of Canada should place more emphasis on strengthening economic relations with Asian countries than with Latin American countries	59	52	61	59	64	62	59
Looking 20 years ahead, trade with Asia will be more important to Canada than trade with the US	58	65	56	57	57	61	55
The Government of Canada should use trade restrictions to try to influence the policies of Asian countries that are not fully democratic	58	68	54	57	49	50	51

\*Note: Rest of Canada includes all provinces except Quebec

Q.6-25 For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Base: Total sample

# Agreement with Statements About the Asia-Pacific Region – % Who Strongly/Somewhat Agree (cont'd)

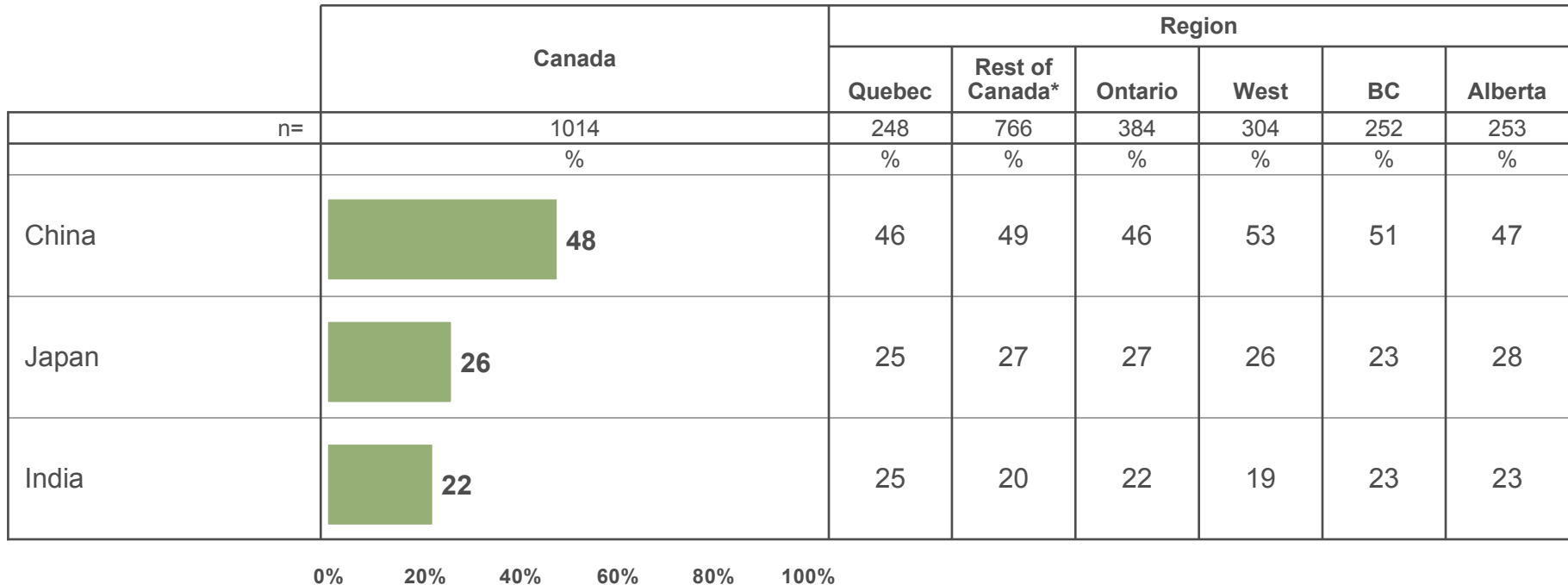
	% Strongly/Somewhat Agree						
	Canada	Region					
		Quebec	Rest of Canada*	Ontario	West	BC	Alberta
n=	1014	248	766	384	304	252	253
	%	%	%	%	%	%	%
China's growing military is a threat to the Asian-Pacific region.	57	54	58	57	58	59	59
Canadian schools should place more emphasis on teaching about Asia and Asian languages	54	57	52	51	52	56	52
Asia is politically unstable	53	47	55	56	52	54	49
The Government of Canada should place more emphasis on strengthening economic relations with Asian countries than with European countries	50	51	50	50	52	56	50
China behaves more responsibly than the United States in the international community	44	53	41	43	38	39	39
Canada should not trade with countries that do not have fully democratic regimes	42	44	41	43	37	39	33
Canada should not expand relations with Taiwan if it may lead to problems in our ties with mainland China	41	47	39	40	36	33	36
I consider Canada to be part of the Asia Pacific region	39	34	41	35	49	64	40
The growing importance of China as an economic power is more of a threat for Canada than it is an opportunity	38	50	35	36	32	35	31
The growing importance of India as an economic power is more of a threat for Canada than it is an opportunity	27	34	26	25	26	23	24

\*Note: Rest of Canada includes all provinces except Quebec

Q.6-25 For each of the following statements, please tell me whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

Base: Total sample

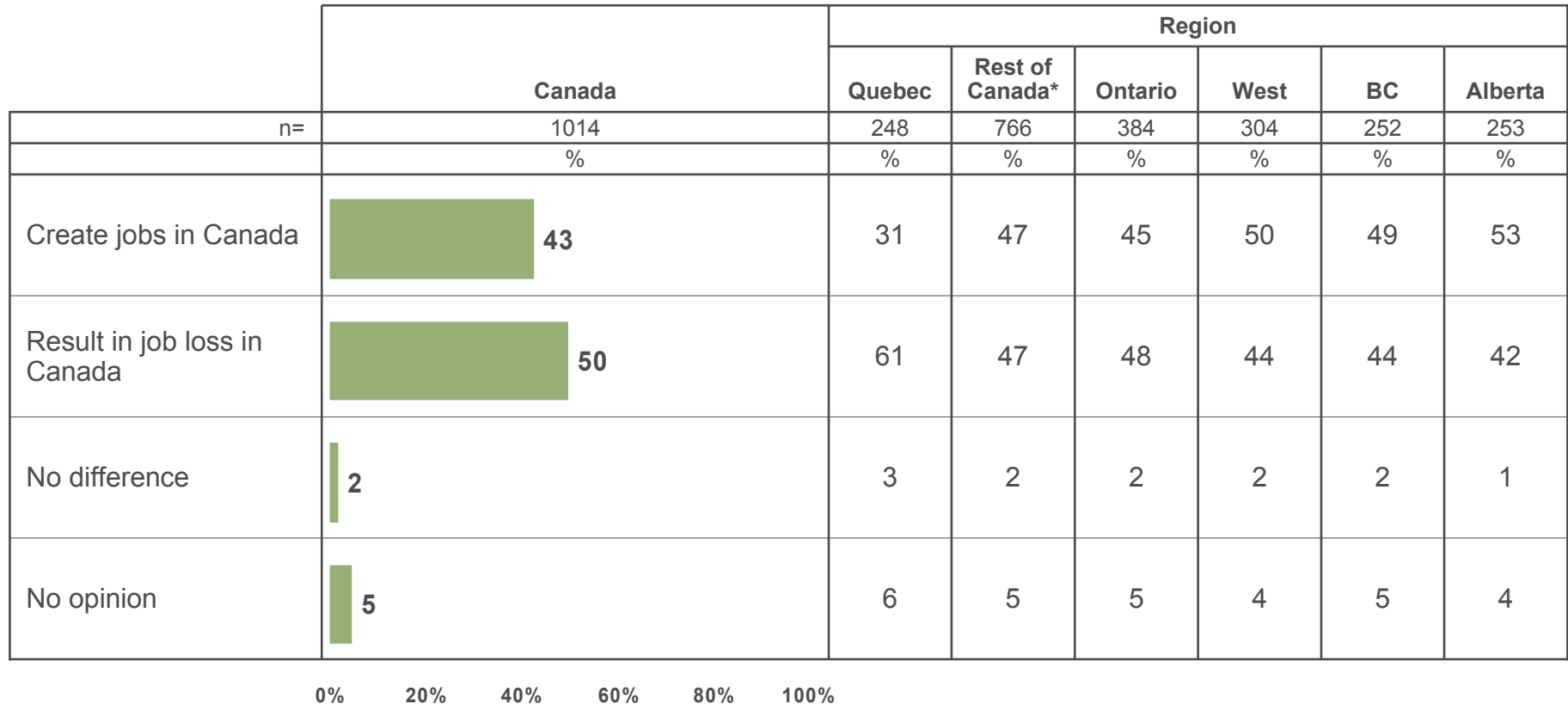
# Strengthening Economic and Political Relations in Asia: *Should Canada place the most emphasis on China, Japan or India?*



\*Note: Rest of Canada includes all provinces except Quebec

Q.26 Which one of the following Asian countries should Canada place the most emphasis in strengthening economic and political relations?  
Base: Total sample

# Increased Canada-China Trade: *Will it create jobs or result in job loss in Canada?*

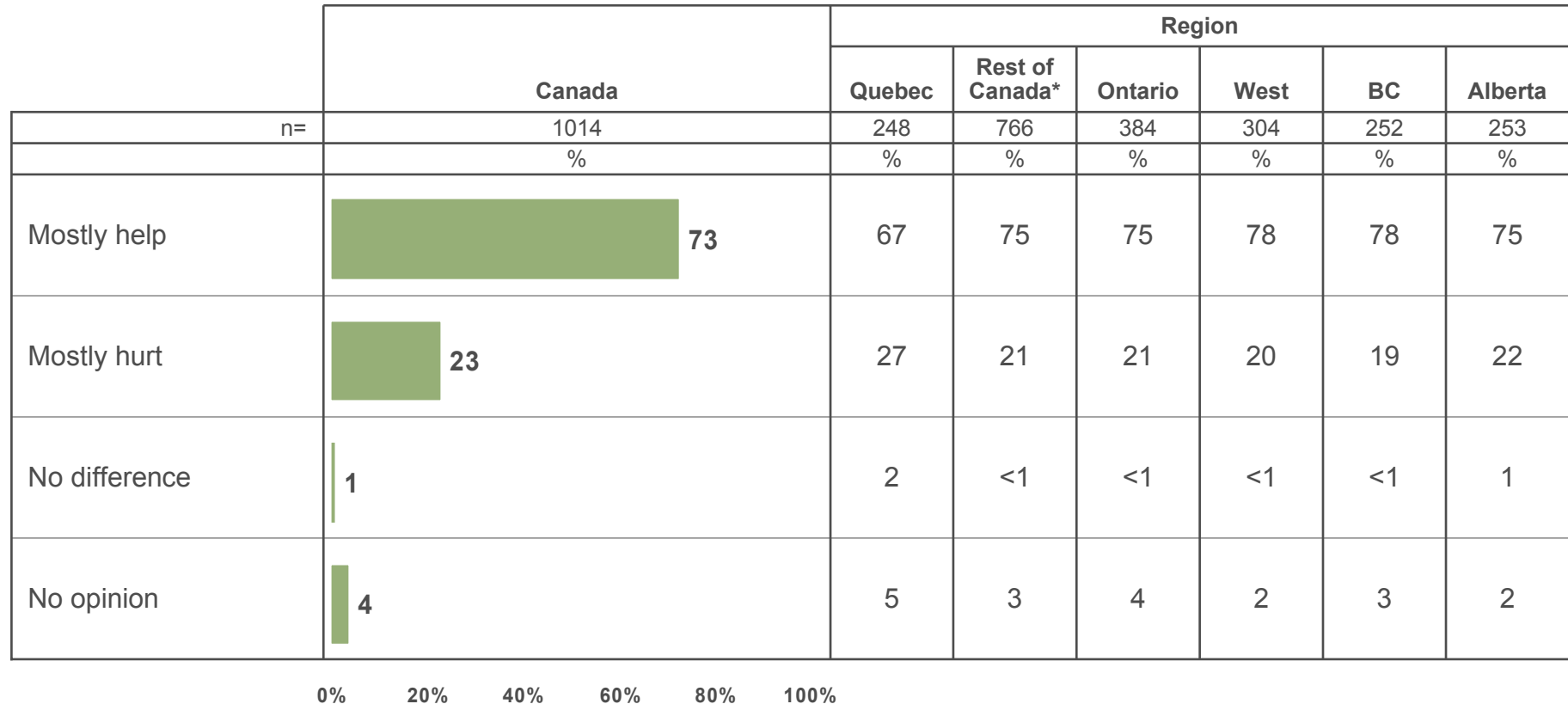


\*Note: Rest of Canada includes all provinces except Quebec

Q.27 Do you think that increased trade between Canada and China would create jobs or result in job loss in Canada?

Base: Total sample

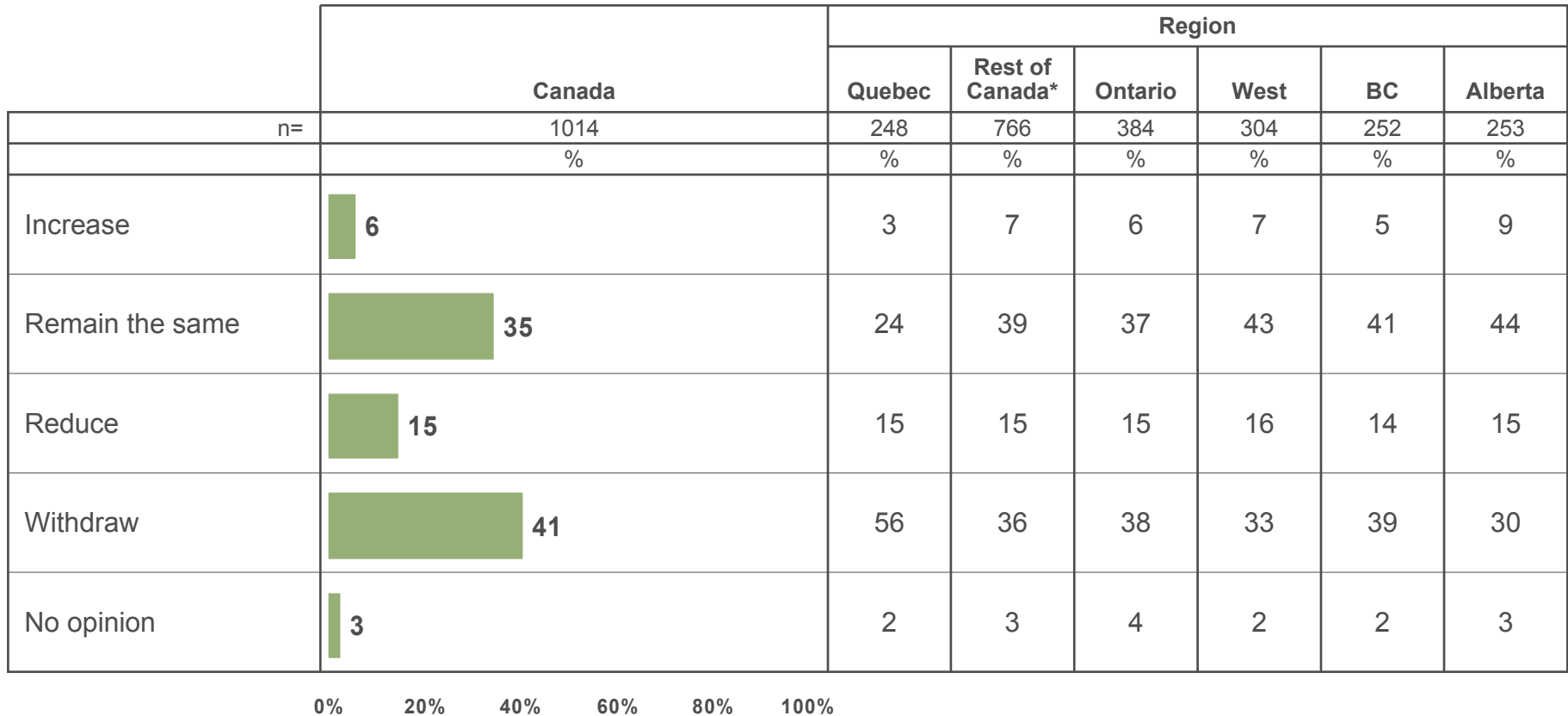
# Increased Canada-China Trade: *Will it help or hurt Canadian consumers?*



\*Note: Rest of Canada includes all provinces except Quebec

Q.28 Do you think increased trade between Canada and China would mostly help or mostly hurt Canadian consumers?  
Base: Total sample

# Canada's Military Involvement in Afghanistan: Increase, maintain, reduce or withdraw?

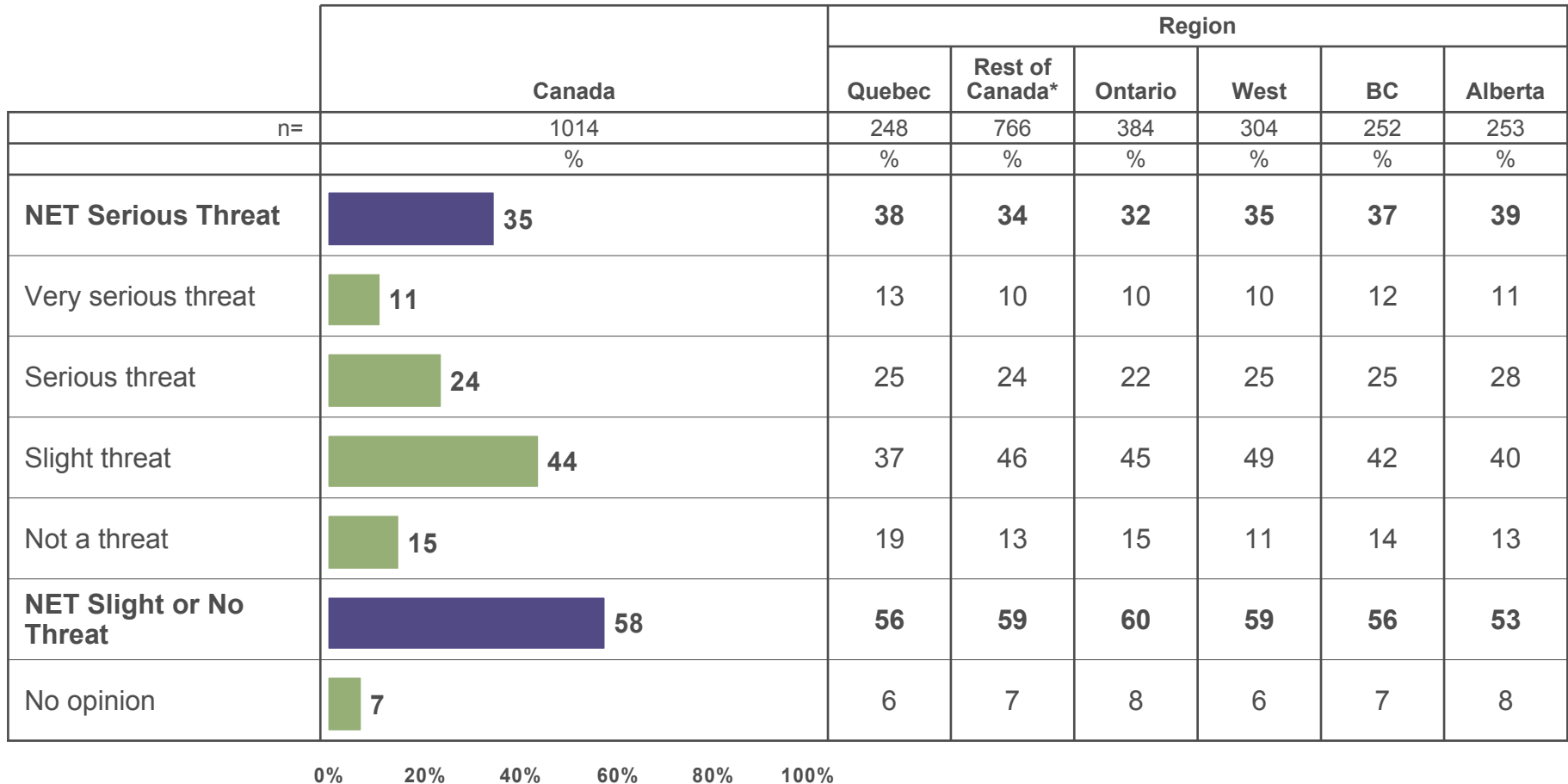


\*Note: Rest of Canada includes all provinces except Quebec

Q.29 Do you think Canada should increase its military involvement in Afghanistan, maintain the presence it has now, reduce its military operations or withdraw from Afghanistan?

Base: Total sample

# Asian Economic Espionage: *Serious threat to Canada or not?*



\*Note: Rest of Canada includes all provinces except Quebec

Q.30 From what you have seen or heard in the news, would you say that economic espionage by Asian countries is a very serious, serious, slight, or no threat to Canada?  
Base: Total sample