



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada



CORPORATE COMMUNICATIONS SURVEY 2006

FINAL REPORT

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EXECUTIVE SUMMARY

The annual Corporate Communications Survey explores awareness of relevant and timely international issues related to global problems, regions and countries that are important to Canada, as well as awareness of Foreign Affairs and International Trade Canada (DFAIT), departmental performance, the Canada-United States relationship, the United Nations, foreign policy priorities, Canada's importance as a world player, and drivers that influence Canada's foreign policy.

When asked about international issues, Canadians cite the environment and war as major concerns. Afghanistan, which had been below the public radar for the past five years, also emerges as a significant concern. Public concern over terrorism and world poverty has remained steady over the past two years.

The Americas continue to be the most important region for Canadians, but Africa is viewed as almost equally important. Asia is very important to British Columbians but much less so to the rest of Canada. Europe has lost the importance it once had from the public viewpoint.

Despite the fact that Asia, as a region, is far less important in the public eye than the Americas and Africa, China is ranked as the second most important country to Canada, just behind the United States. Afghanistan is emerging as an important foreign policy priority to Canadians as well.

Public knowledge of DFAIT is at quite a low level. Most Canadians say they are unfamiliar with the activities of the Department, and a strong majority of survey respondents can't recall the Department's name.

Canadians believe that the Department is heading in the right direction, giving it high marks for its performance across a wide range of indicators: representing Canada's interests internationally, promoting world peace and security, helping Canadian travellers overseas, promoting human rights internationally and promoting Canada's international stature. The Department gets a significantly lower mark for addressing global starvation and Third World poverty.

While public satisfaction with the Canada-U.S. relationship is much higher in 2006 than in 2005, some of the increase can be attributed to a change in the response bank categories for the question. Despite this, Canadians do feel that the relationship with Canada's largest trading partner has improved.

Public opinion is nearly split on the assessment of the performance of the United Nations. Despite a growing concern that the organization is ineffective, Canadians still believe in the UN and have said that, with reform, it could be an effective multilateral institution.

The most prominent foreign policy concerns are reconstruction in war-torn areas after the fighting has stopped and the war on terrorism. Reform of the UN is also cited as a priority, as is asserting Canadian sovereignty over the Northwest Passage and the Arctic, together with improving relations with the United States and preparing for a flu pandemic.

Canadians expect Canada's international stature to grow over the next decade. The percentage of respondents who take this position has remained the same for the last two years.

The Canada-U.S. relationship emerges as the strong favourite as the most influential driver behind Canadian foreign policy. Reasonable-sized minorities believe that foreign policy is driven by economic considerations, world events, Canadian values and security interests.

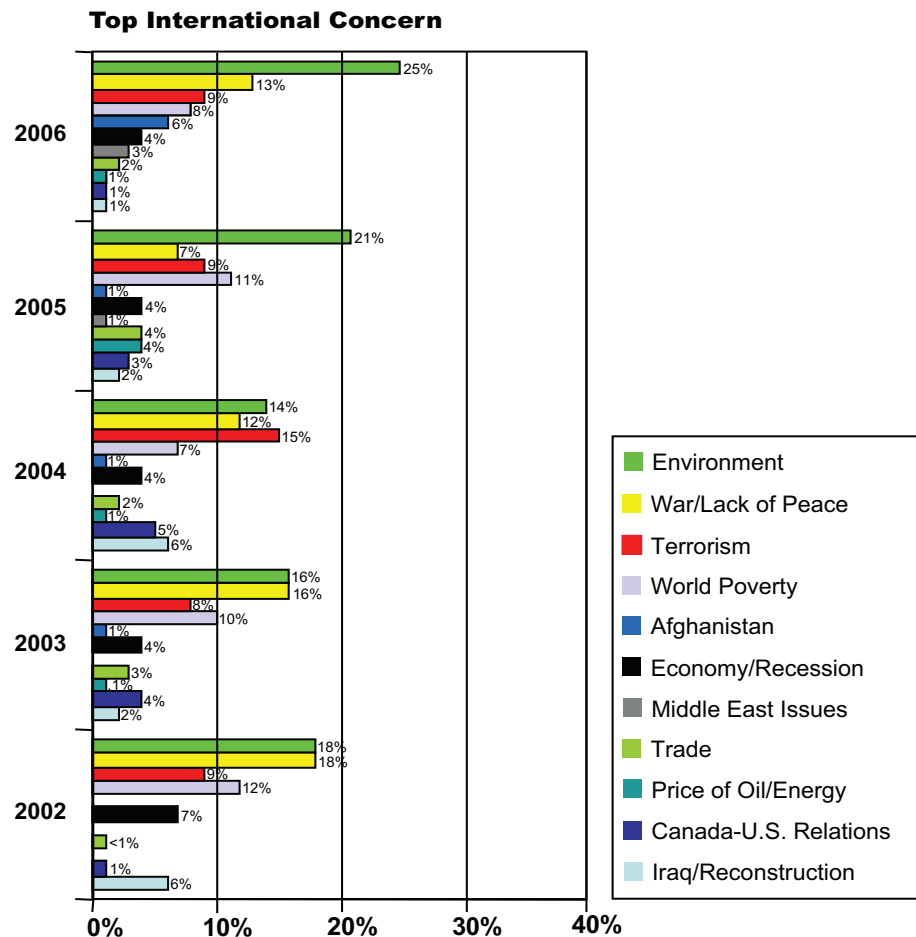
DETAILED FINDINGS

International Concerns

The environment continues to be the most important international concern for Canadians for the second year running. One quarter of Canadians (25%) say that the environment is the global issue that should concern Canada most. This represents a slight increase of four points since 2005, when 21% responded this way, but a significant increase from 2004, when only 14% were concerned about the environment.

Other concerns are war (13%), terrorism (9%), world hunger (8%), Afghanistan (6%) and economic recession (4%) as international issues facing Canada in the 21st century.

As a global concern, war jumped by six points, from the 7% recorded in 2005 to 13% in 2006. Terrorism remained steady at 9%, with world hunger falling modestly from 11% in 2005 to 8% in 2006. Public concern over Afghanistan, especially with intense media attention placed on the deaths of Canadian military personnel, jumped from a mere 1% recorded in 2005 to 6% in 2006, while economic recession remained at 4%.

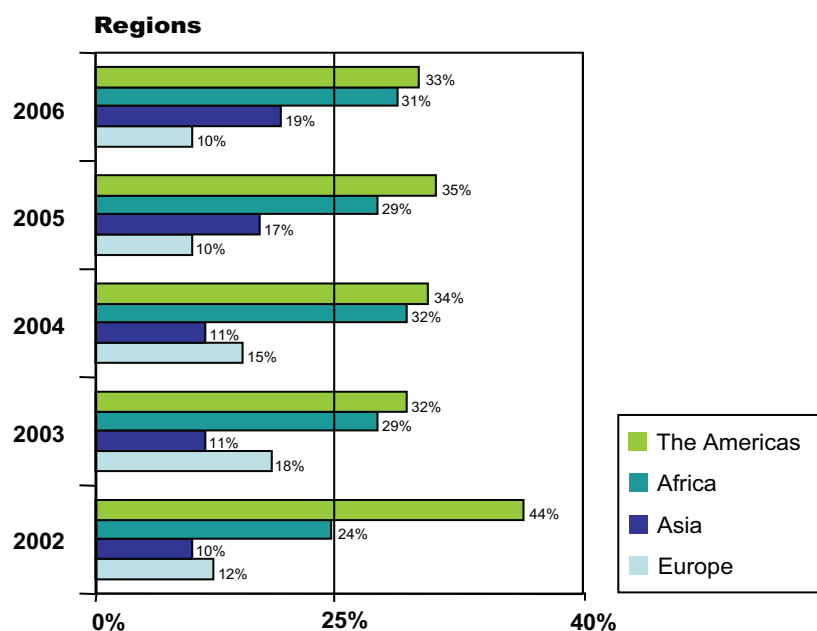


Regionally, British Columbians and Atlantic residents are most concerned about the environment (at 33% and 31% respectively), followed by 28% of Ontarians, 22% of Prairie residents and 17% of Quebecers. Concern over the environment increases with each level of education attained, is slightly higher among females than males and increases with age.

Respondents from Quebec, at 19%, are most likely to be concerned with war/lack of peace, and 14% are concerned about poverty and hunger. Atlantic residents, on the other hand, are more concerned about Afghanistan (at 10%) than the rest of Canada (at 6%). Ontario and Prairie residents show a higher level of concern for terrorism (at 12% each).

Regions: Importance to Canada

In 2006, the Americas continue to be the most important region to Canadians (at 33%), which is a slight drop from 2005, when 35% of respondents said that the Americas were the most important region to Canada. Africa is almost tied for top spot with the Americas: 31% of Canadians say that it is the most important priority for Canada. The gap between Africa and the Americas has been close or within the margin of error since the benchmark survey in 2002, when 44% of respondents chose the Americas and only 24% chose Africa. Nearly one in five Canadians (19%) say that Asia is the most important region to Canada, and only 10% say the same about Europe.



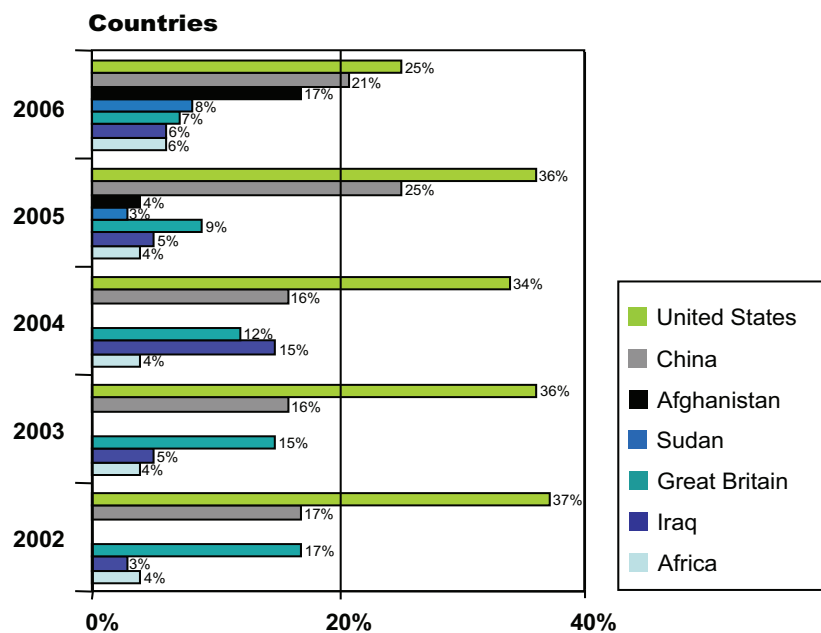
Regionally, Atlantic residents are most likely to say that the Americas are the most important priority for Canada (at 40%), followed by 33% in each of Quebec, Ontario and the Prairies and 27% in British Columbia. The significance of Africa is highest among just over one third of Quebecers (36%), followed by Atlantic residents (32%), British Columbians (31%), Ontarians (30%) and Prairie residents (25%). The importance of Asia is significantly higher among British Columbians (30%) and Prairie residents (24%), compared with 17% for the rest of Canada. The importance of Europe as a priority ranges from a high of 12% in the Prairies to a low of 5% in British Columbia.

Males are more likely than females to say that the Americas are the most important priority; however, females (36%) are more likely than males (25%) to cite Africa as the most important priority, by a statistically significant margin of 11 points. There is also an inverse relationship among age cohorts when comparing the importance of the two regions. The percentage of respondents who believe that the Americas are the most important region to Canada rises with each age category, whereas those who believe the same of Africa is highest among young Canadians and diminishes with each of the older age segments.

Countries: Importance to Canada

In 2006, the United States remains the most important foreign policy priority for Canadians. In an unprompted question, 25% of respondents say that the United States is the most important foreign policy priority, down 11 points since 2005, when 35% responded this way. China is in second place (at 21%), also down slightly from the 25% recorded in 2005, but the general trend since 2004 is that Canadians are recognizing that China is becoming an increasingly important player on the world stage.

Afghanistan, which remained off the radar until 2005, comes in at third place in 2006, registering a 13-point increase since 2005, with 17% now saying that it is the most important foreign policy priority for Canada. Sudan has also emerged as a priority over the last two years, with 8% saying it is a priority for Canada. Great Britain, now in fifth place (7%), has gradually declined as a foreign policy priority each year since the Department started tracking these data in 2002. Iraq and Africa are tied for sixth place, with each country at 6%, though Iraq has dropped as a priority since 2004.

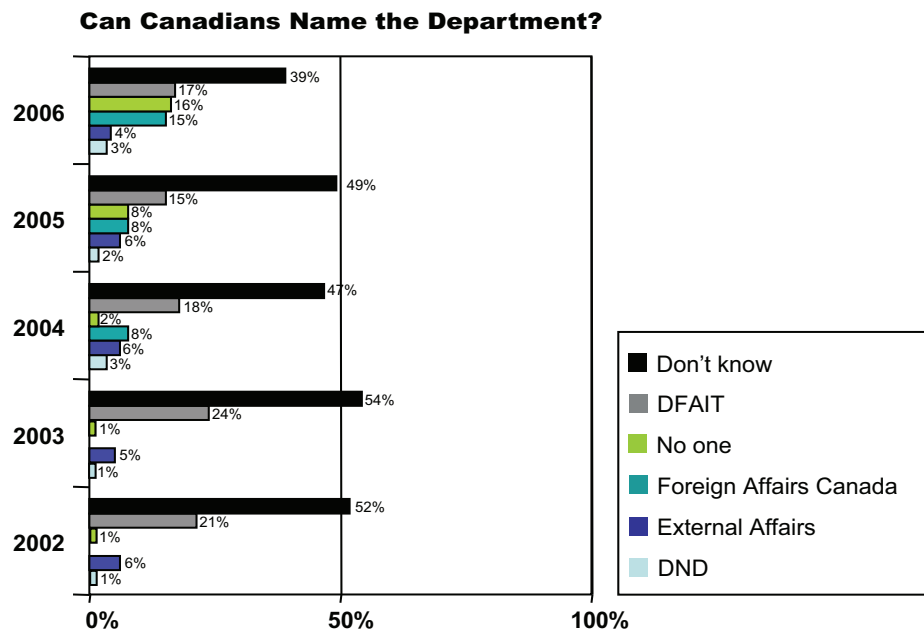


There is little variance regionally over the importance of the United States as a foreign policy priority, ranging from a high of 29% in the Atlantic region to a low of 22% in Quebec. As one would expect, the significance of China (at 35%) is greater than that of the U.S. in British Columbia. One quarter of Ontarians (25%) also believe that China is a foreign policy priority for Canada, followed by 19% of Prairie residents, 16% of Atlantic Canadians and 15% of Quebecers. The regional variances for Afghanistan are marginal, ranging from a high of 18% in each of British Columbia and Ontario to a low of 13% in Quebec. Quebecers are most likely to say that Sudan is a priority (at 15%), followed by British Columbians (12%), Ontarians and Atlantic residents (each at 10%) and Prairie residents (at 4%).

The importance of the United States, China and Afghanistan is higher among males as well as respondents with higher incomes and education. Females are more likely than males to say that countries like Sudan, South Africa, Iraq, Rwanda and Great Britain are higher priorities for foreign policy.

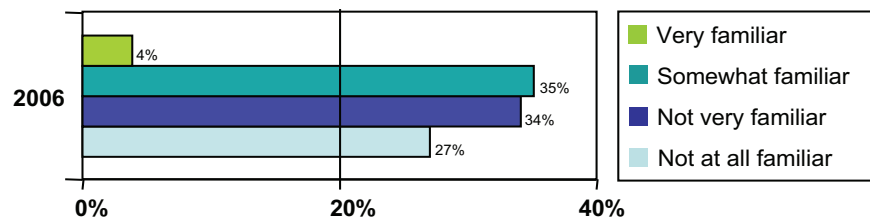
Knowledge of the Department

The Department continues to have an identity crisis when it comes to its name. A majority of Canadians (55%) say that they either do not know which government department represents Canada's interests internationally (39%), or that no government department has that mandate (16%). The tracking data suggest that, while a large number of Canadians remain unsure about the name of their foreign ministry, the percentage of respondents who say they "don't know" has been in decline since 2003. Only 17% correctly say DFAIT, and a further 15% cite the previous name, "Foreign Affairs Canada," which was used for a short period when the Government was looking at creating two new trade and foreign affairs departments. While the proportion of Canadians who cite DFAIT has risen slightly (by two points) since 2005, the percentage who say "Foreign Affairs Canada" has climbed by seven points, which suggests that the name is recalled more easily and resonates with the public.



While Quebecers are more likely to say DFAIT (at 24%) than the rest of Canada (15%), the rest of Canada is more likely to say "Foreign Affairs Canada" (19%) than Quebecers (5%). The ability to recall the correct name of the Department rises slightly with income and is highest among Canadians with a university degree. Males are more likely to recall the name than females (21% and 13% respectively).

When asked about their level of familiarity with the Department, only 4% of Canadians say they are very familiar, with a further 35% saying they are somewhat familiar. More than three in five Canadians (61%) say they have little or no knowledge about the activities of the Department.

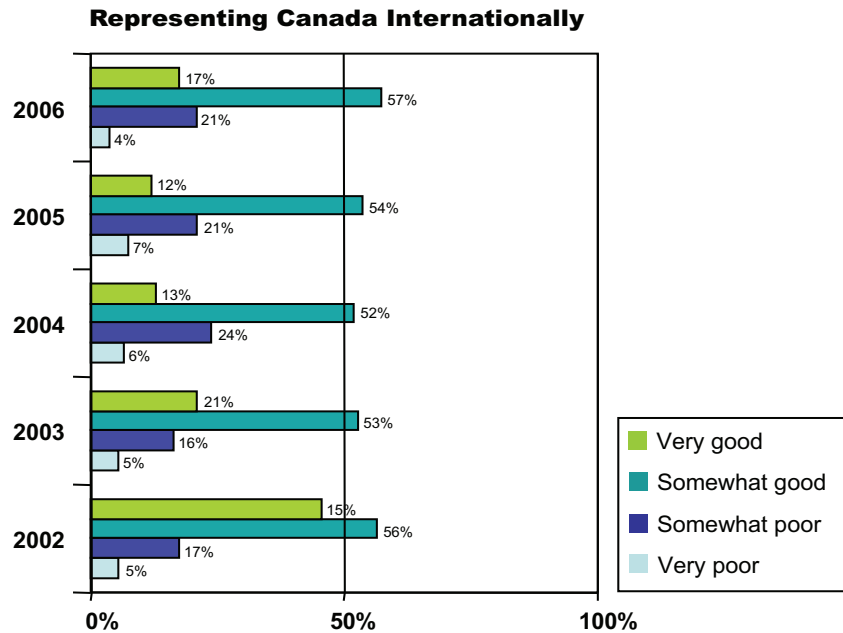


Overall familiarity with the Department is highest among residents of Ontario and British Columbia, with each at 45%. Forty percent of Atlantic residents have familiarity with the Department, followed by 38% of Prairie residents and 24% of Quebecers. Familiarity rises with income and education levels and is higher among males than females.

Departmental Performance

Representing Canada's Interests Internationally

Despite low levels of familiarity with the Department, 74% of Canadians say in 2006 that departmental diplomats perform well when representing Canada's interests internationally. This reveals an upward shift of eight points since 2005. By contrast, only one quarter (25%) say that departmental diplomats perform poorly when representing Canada internationally.

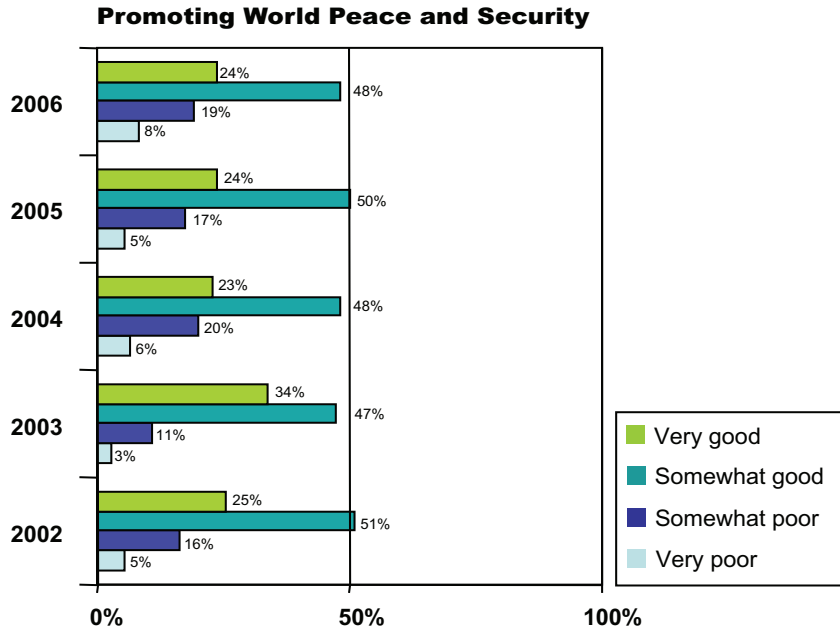


* Questions on performance were only asked of those who are very or somewhat familiar with the activities of the Department.

Regionally there is little variance, with 80% of Atlantic Canadians saying that the Department's diplomats perform well, at the high end, to 73% of Ontarians who responded the same way, at the low end. The variances across all other demographic indices on this question are unremarkable.

Promoting World Peace and Security

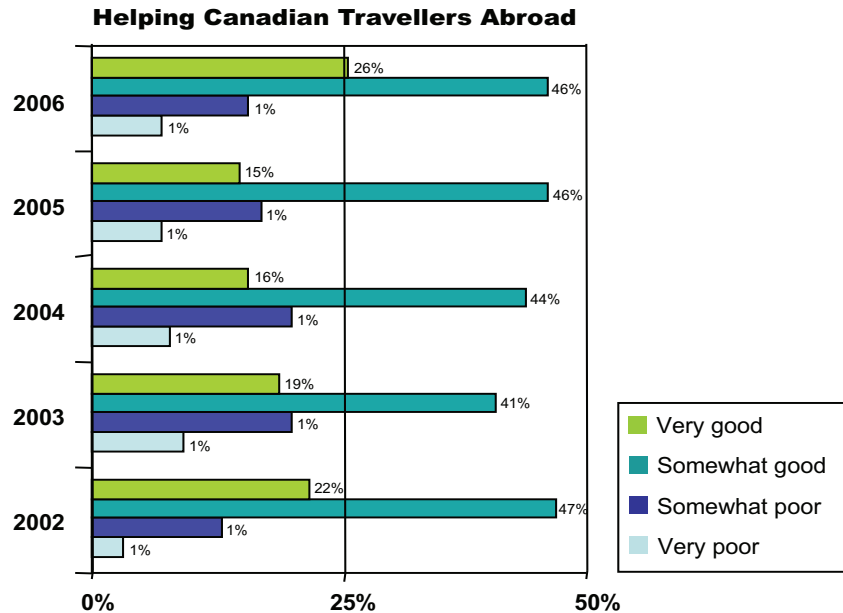
In 2006, public satisfaction with Department's efforts to promote peace and security is high indeed, with 72% saying that Canadian diplomats would do a good job. This number has remained relatively steady since 2003, when 81% of Canadians said the Department was doing a good job of promoting world peace and security, which was probably a response to having kept Canada out of the war in Iraq.



The percentages vary considerably by region across the country. More than four in five Prairie residents (81%) say that the Department performs well when promoting international peace and security. This is followed by 80% of Atlantic residents, 75% of Ontarians, 63% of British Columbians and 59% of Quebecers. Variances across all other demographic indices are unremarkable.

Helping Canadian Travellers Abroad

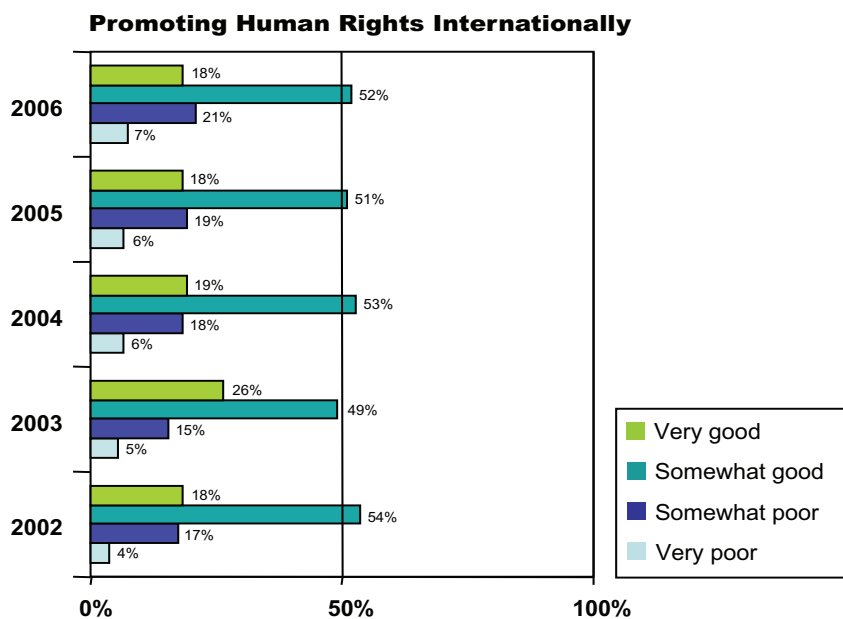
When it comes to providing consular services, 72% of Canadians say that the Department's consular representatives abroad do a good job (26% say very good). This represents a statistically significant 11-point increase since 2005, when only 61% said that the Department's consular representatives were doing a good job representing Canadian travellers abroad.



Canadians from all regions give the Department high marks for consular representation, from a high of 79% in the Atlantic and Prairie regions to a low of 70% in each of Quebec, Ontario and British Columbia. Canadians with higher incomes are more likely to give the Department good marks for its performance in consular matters.

Promoting Human Rights Internationally

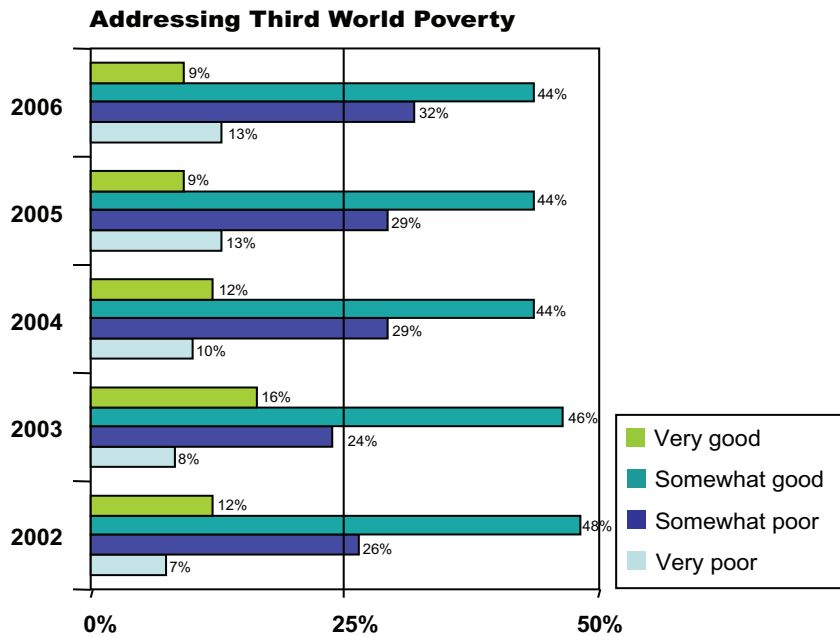
Canadians also give the Department high marks for its promotion of human rights internationally (70%), with 18% saying it does a very good job and 52% saying its performance is somewhat good. The proportion of the Canadian public who believes that departmental representatives perform well in this area has remained steady for the past two years, is down slightly from 2004, and is down slightly more from the 75% who responded this way in 2003.



Prairie residents (at 76%) are most likely to say that DFAIT is doing a good job promoting human rights internationally. This is somewhat higher than the findings for the rest of Canada (69%). Canadians with less than high school education and those with university degrees (at 65% each) are less likely to say that Canada does a good job of promoting human rights than Canadians with high school education, college diplomas or some university (at 74%).

Addressing Third World Poverty

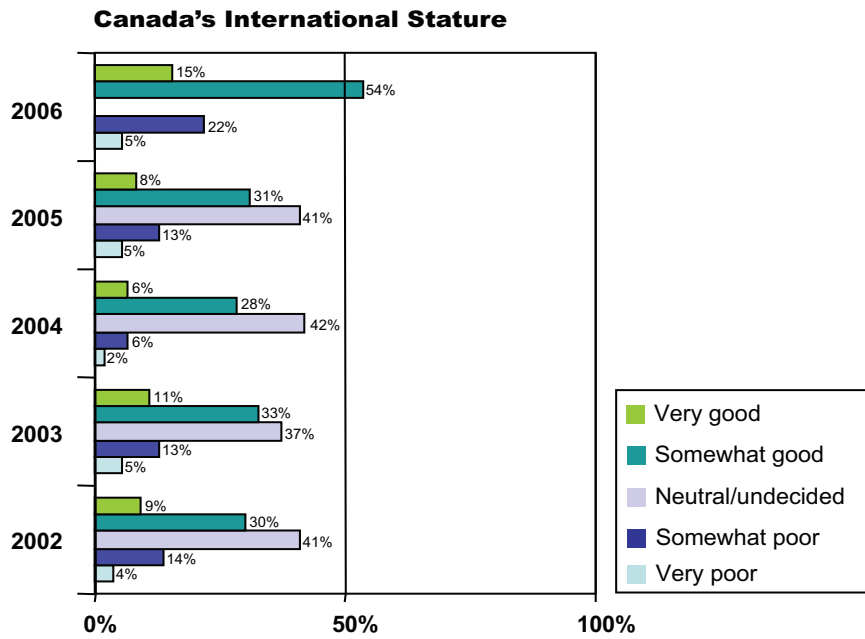
The Department just receives a passing grade on the matter of addressing Third World poverty in 2006, with 53% of the public saying it does a good job and 45% saying that it does a poor job. This result is the same as that recorded in 2005.



Regionally, Prairie residents (62%) are most likely to believe that Canada is doing a good job of addressing global poverty, followed by 60% of Atlantic residents, 58% of Quebecers, 50% of Ontarians and 46% of British Columbians.

Canada's International Stature

Nearly seven in 10 Canadians (69%) say that Canada's international stature was good in 2005 (with 15% saying very good). While this represents an overwhelming 31-point increase since 2005, respondents are no longer given the option of providing a neutral or undecided response. By contrast, the percentage of those who respond negatively, now that an undecided position is no longer an option, increased by only nine

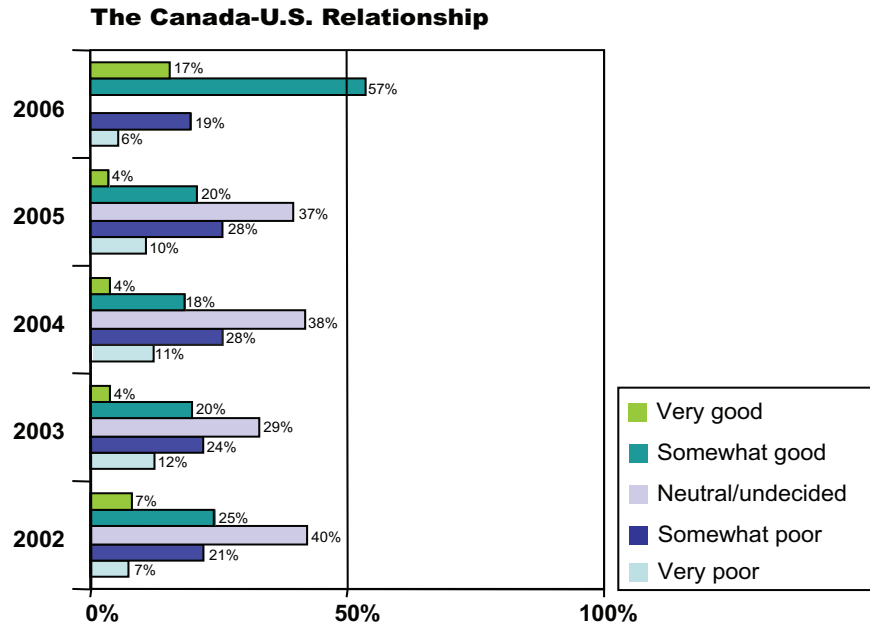


* The neutral category was taken out of the response bank for 2006.

When it comes to Canada's international stature, regional variances are significant. In the Atlantic region, 78% say that Canada's international stature was good last year, followed by 75% in the Prairies, 70% in Ontario, 65% in British Columbia and 60% in Quebec. All other demographic variables are unremarkable.

The Canada-U.S. Relationship

Almost three quarters of Canadians (74%) say that Canada's relationship with its most important trading partner is good (with 17% saying very good). While this represents a significant statistical increase of 50 percentage points, the neutral/undecided category is no longer a response option in 2006. Having said this, the percentage saying that the relationship is poor did drop by 13 points since 2005, which suggests that the percentage who believe that the relationship between the two countries is good would still have increased had the neutral/undecided category remained as a response option, but not by such a huge margin.

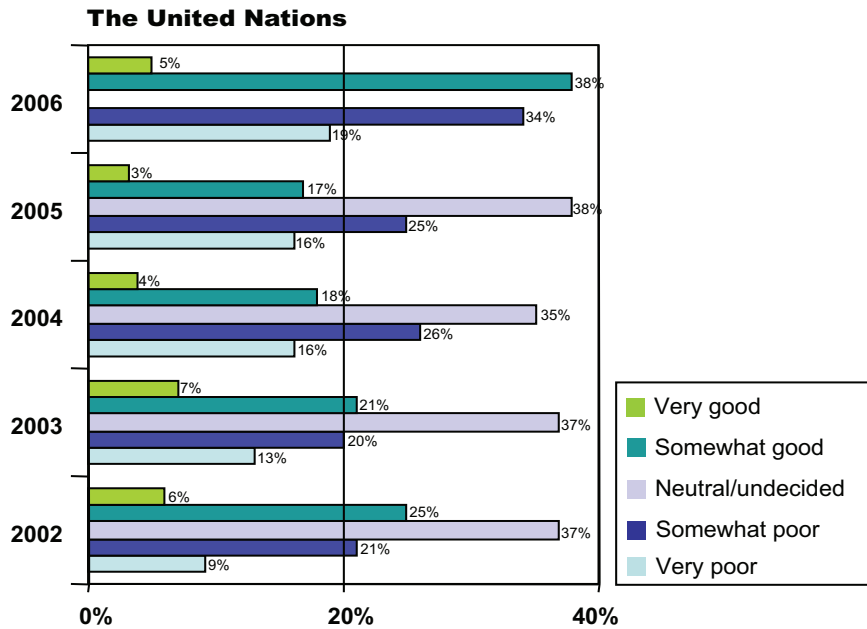


* The neutral category was taken out of the response bank for 2006.

Regionally, Ontarians (78%) are more likely to say that Canada-U.S. relations are good than the rest of Canada (69%). Males (at 76%) are slightly more likely than females (at 71%) to say that relations between the two countries are good.

The United Nations

A majority of Canadians (53%) believe in 2006 that the United Nations is a dysfunctional organization, whereas 43% say that it is effective. As with the previous two questions, the neutral/undecided category was removed as a response option in 2006, resulting in very different findings. Among the 38% of respondents who selected the neutral category in 2005, 23% now choose to say that the UN is effective and 12% say that the UN is an ineffective organization. This suggests that, had the survey questionnaire retained the neutral/undecided option, the results would probably have remained very much the same as those recorded in 2005.



* The neutral category was taken out of the response bank for 2006.

Majorities in both the Atlantic region and British Columbia (51% each) say that the UN is an effective organization, whereas a majority in the rest of Canada (55%) say that the UN is ineffective. In the 2005 survey, 87% of Canadians wanted the UN reformed to facilitate the deployment of peacekeeping forces to protect civilians in war-torn areas, such as Darfur. This question was not asked in 2006.

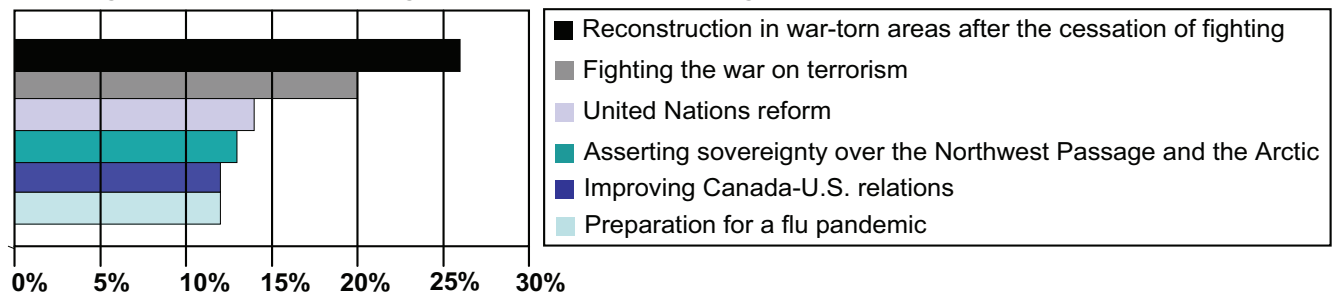
Canadians with some university education are much more likely to say that the UN is ineffective (at 61%) compared with all other educational cohorts (at 48%). Also, males (61%) are much more likely than females (46%) to say that the UN is an ineffective organization.

International Policy Priorities

First Priority

When given a list of foreign policy priorities, 26% of Canadians say that reconstruction in war-torn areas once the fighting has stopped is the most important one. A further 20% of the respondents say that fighting the war on terrorism is the first priority for Canada, while 14% say that United Nations reform should be given top priority.

Primary International priority for Canada identified by Canadians



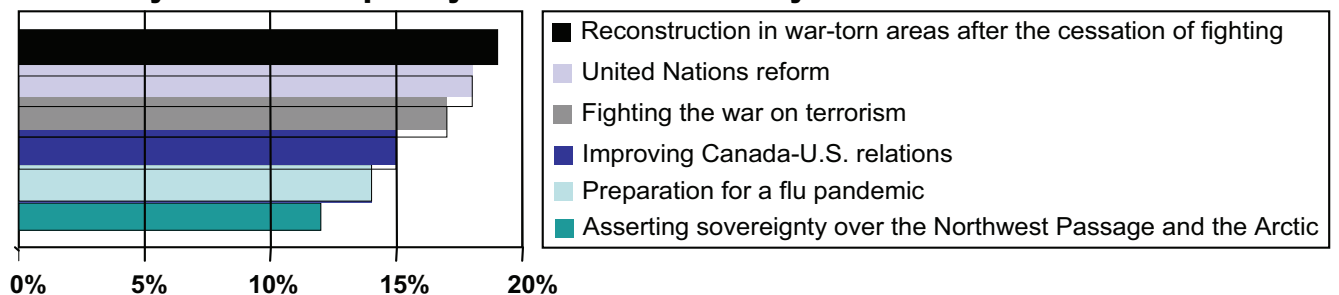
Regionally, there were very few variances in 2006. British Columbians (19%) are more likely to see Canada's assertion of sovereignty in the Arctic as a priority than the rest of Canada (13%); Prairie residents (16%) are more likely to say that improving Canada-U.S. relations is more important than the rest of Canada (11%); and Atlantic residents (18%) are more likely than the rest of the nation (12%) to say that preparation for a flu pandemic is very important.

The percentage of Canadians who cite reconstruction in war-torn areas rises with each level of education attained and is slightly higher among females than males. By contrast, fighting the war on terrorism is most likely to be seen as a priority by Canadians with lower levels of education, but is also slightly more important for females than males. The United Nations reform is seen as a higher priority among Canadians with some university education or higher education.

Second Priority

In the survey, respondents are then asked what they consider to be a secondary international priority for Canada. Nineteen percent say reconstruction in war-torn areas, followed by 18% who say reform of the UN. A further 17% say fighting the war on terrorism, 15% say improving Canada-U.S. relations, 14% say preparation for a flu pandemic and 12% say asserting sovereignty over the Arctic.

Secondary International priority for Canada identified by Canadians

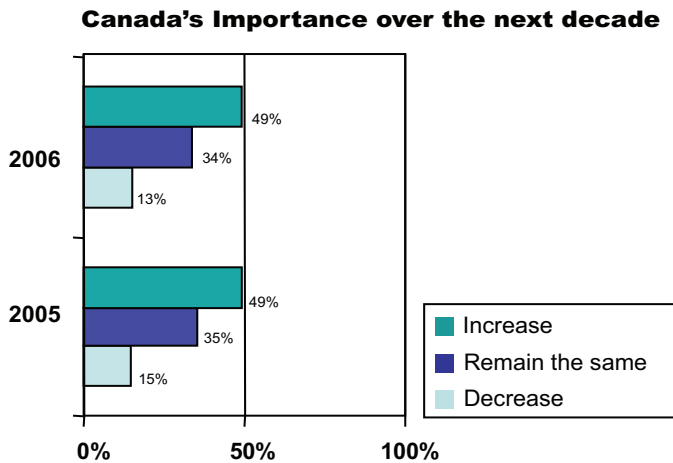


Quebecers have a slightly stronger tendency to see reconstruction in war-torn areas as a priority (23%) than the rest of Canada (18%). Prairie residents feel strongest about improving the Canada-U.S. relationship (18%), compared with 14% for the rest of Canada. Atlantic residents (22%) are much more likely to see preparation for a flu pandemic as a priority than the rest of Canada (13%).

The percentage of Canadians saying that UN reform is a priority rises with each level of education attained. Conversely, the number of Canadians saying that the war on terrorism is a priority decreases with every level of education attained. Males (17%) are more likely than females (12%) to say improving Canada-U.S. relations is a priority.

Canada's Importance over the Next Decade

In 2006 nearly one half of Canadians (49%) say that Canada's importance internationally will increase over the next decade; 34% say that it will remain the same and 13% say that it will decrease. These figures are almost the same as the results in 2005 and where different are well within the margin of error.

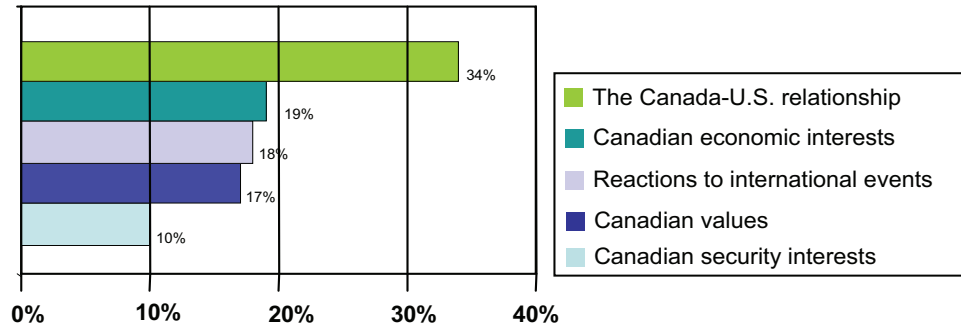


Regionally, there are some differences worth noting: 56% of Prairie residents say that Canada's importance will increase over the next decade, followed by 53% of Ontarians, 50% of British Columbians, 49% of Atlantic residents and 46% of Quebecers. Males, at 54%, are more likely than females, at 49%, to say that Canada will be a more influential player on the world stage over the coming decade.

What Influences Canadian Foreign Policy

Over one third of Canadians (34%) say that the Canada-U.S. relationship has the strongest influence on Canada's foreign policy in 2006. Another 19% of respondents say that economic interests come into play and 18% say that Canada's foreign policy is primarily tied to international events. Another 17% believe that foreign policy chiefly reflects Canadian values and 10% say it is driven by security interests.

Main drivers behind Canada's Foreign Policy



British Columbians and Ontarians are most likely to say that foreign policy is driven by Canada's relationship with the United States (each at 38%), followed by 35% of Atlantic residents, 32% of Prairie residents and 26% of Quebecers. Quebecers (25%) are more likely to see economic interests at play than the rest of Canada (16%). Prairie residents (23%) are more likely than the rest of Canada to see reactions to world events as a key driver of Canadian foreign policy.

Canadians with higher levels of education are most likely to say that either Canada-U.S. relations or reactions to international events drive Canada's foreign policy. Conversely, Canadians who have attained lower levels of education tend to believe that foreign policy mainly reflects Canadian values.

METHODOLOGY

The Department Communications Bureau commissioned Environics Research to conduct 2,021 telephone interviews of adult Canadians between September and October 2006. This survey has a margin of error of $\pm 2.2\%$, 19 times out of 20.

If you have any questions about this report, contact Kevin Chappell (Manager of Public Opinion Research & Evaluation) at 613-944-0697.