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FINAL REPORT

The Corporate Communications Survey 2007

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EXECUTIVE SUMMARY	1
RÉSUMÉ	2
DETAILED FINDINGS	4
International Concerns	4
Regions: Importance to Canada	5
Countries: Importance to Canada	6
Knowledge of the Department	7
Departmental Performance	9
<i>Representing Canada's Interests Internationally</i>	9
<i>Promoting World Peace and Security</i>	10
<i>Helping Canadian Travellers Abroad</i>	11
<i>Promoting Human Rights Internationally</i>	12
<i>Addressing Third World Poverty</i>	13
<i>Canada's International Stature</i>	14
The Canada-U.S. Relationship	15
The United Nations	16
International Policy Priorities	17
<i>First Priority</i>	17
<i>Second Priority</i>	17
Canada's Importance over the Next Decade	18
What Influences Canadian Foreign Policy	19
METHODOLOGY	20
APPENDICES	21
<i>Appendix 1 - Survey Instrument English/French</i>	21
<i>Appendix 2 - Technical Report</i>	29

EXECUTIVE SUMMARY

The annual Corporate Communications Survey explores public awareness of international issues, 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 stature on the world stage, and drivers that influence Canada's foreign policy.

When asked about international issues, Canadians cite the environment as a major concern, according war a distant second place. Other concerns, such as terrorism, poverty, Afghanistan and the economy are much less significant on the public radar.

The Americas continue to be the most important region for Canadians, but Asia is catching up and is now in second place. Africa, which had been almost as important as the Americas for three years, became significantly less important in 2007. Asia is very important to British Columbians but much less so to other Canadians. Europe, considered important mainly among residents of Quebec and Ontario, has lost the importance it once had.

Although Asia as a region is far less important in the public eye than the Americas, China ranks as the second most important country to Canada and is almost as important as the United States. Compared with Canadians living east of the Ontario-Quebec border, those living west of the border are more than twice as likely to say China is important to Canada. Afghanistan emerged as an important foreign policy priority for Canadians in 2006, but dropped slightly in the rankings in 2007.

Public knowledge of DFAIT remains low. Most Canadians surveyed say they are unfamiliar with the department's activities, and a strong majority cannot recall the department's name.

Canadians who were familiar with the department were asked a battery of questions about departmental performance on several key indicators. The results reveal that the department is heading in the right direction, with Canadians giving it high marks for representing Canada's interests abroad, promoting world peace and security, helping Canadian travellers overseas and promoting human rights internationally. The department gets a significantly lower mark for addressing global hunger and Third World poverty.

Public satisfaction with the Canada-U.S. relationship has improved modestly since 2006. Residents of Quebec and British Columbia are somewhat less likely than other Canadians to say that the Canada-U.S. relationship is good.

Public opinion is nearly split on the performance of the United Nations. There has been a marginally significant increase in the percentage of Canadians who say that the organization is effective since this question was last asked in 2006.

The most prominent foreign policy concern is asserting Canadian sovereignty over the Arctic, followed by reconstruction in war-torn areas after fighting has ceased and engaging in the war on terrorism. Reform of the UN is also cited as a priority, as is improving relations with the United States and preparing for a flu pandemic. Although the environment remains the top concern among Canadians at an instinctive level (i.e., when they are asked to suggest a concern rather than pick one from a prepared list), it is barely on the public radar when mentioned in conjunction with other foreign policy priorities.

Canadians believe that Canada's international stature has been good over the past year. The percentage of respondents who take this view has remained the same for the last three years. Moreover, belief that Canada's international importance will improve over the next decade has increased.

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

RÉSUMÉ

Le Sondage annuel du Service des communications ministérielles évalue la connaissance que possède le public des enjeux internationaux, des régions et des pays importants pour le Canada de même que sa connaissance d’Affaires étrangères et Commerce international Canada (MAECI), du rendement ministériel, des relations Canada-États-Unis, des Nations Unies, des priorités en matière de politique étrangère, de l’importance du Canada sur la scène internationale et des déterminants de la politique étrangère du Canada.

À propos des enjeux internationaux, les Canadiens citent l’environnement comme préoccupation majeure tandis que la guerre se classe loin en deuxième place. D’autres préoccupations, comme le terrorisme, la pauvreté, l’Afghanistan et l’économie, sont beaucoup moins importantes dans l’opinion publique.

Les Amériques demeurent la région la plus importante pour les Canadiens, mais l’Asie gagne du terrain et se classe maintenant en deuxième place. L’importance de l’Afrique, qui était presque à égalité avec les Amériques depuis trois ans, a nettement diminué en 2007. L’Asie est très importante pour les résidents de la Colombie-Britannique mais beaucoup moins pour ceux du reste du Canada. Jugée importante surtout pour les résidents du Québec et de l’Ontario, l’Europe a perdu la place qu’elle avait déjà occupée dans l’opinion publique.

Malgré le fait que l’Asie, comme région, est beaucoup moins importante dans l’opinion publique que les Amériques, la Chine s’est classée au deuxième rang des pays les plus importants pour le Canada, presque à égalité avec les États-Unis. Comparativement aux Canadiens vivant à l’est de la frontière Ontario-Québec, les Canadiens vivant à l’ouest sont deux fois plus susceptibles de dire que la Chine est importante pour le Canada. L’Afghanistan est ressorti comme une priorité importante en matière de politique étrangère pour les Canadiens en 2006, mais il a chuté légèrement dans le classement du sondage en 2007.

Le MAECI demeure assez peu connu du public. La plupart des Canadiens sondés disent ne pas connaître les activités du Ministère et une forte majorité d’entre eux n’arrivent pas à se rappeler le nom du Ministère.

On a posé aux Canadiens qui ont dit connaître le Ministère une batterie de questions au sujet de son rendement sur plusieurs indicateurs clés. Les résultats révèlent que le Ministère est sur la bonne voie puisque les Canadiens lui donnent des notes élevées pour son rendement dans les domaines suivants : représenter les intérêts du Canada à l’étranger, promouvoir la paix et la sécurité dans le monde, aider les voyageurs canadiens à l’étranger et défendre les droits de la personne à l’échelle internationale. Le Ministère obtient des notes nettement moins reluisantes en ce qui a trait à la lutte contre la faim dans le monde et à la pauvreté dans le tiers monde.

La satisfaction du public à l’égard des relations Canada-États-Unis s’est légèrement améliorée depuis 2006. Les résidents du Québec et de la Colombie-Britannique sont un peu moins susceptibles de juger que ces relations sont bonnes que ceux du reste du Canada.

L’opinion publique est presque partagée sur le rendement des Nations Unies. Il y a eu une augmentation à peine significative du pourcentage de Canadiens qui disent que l’organisation est efficace depuis que cette question a été posée pour la dernière fois en 2006.

Les préoccupations dominantes à l’égard de la politique étrangère sont les suivantes : affirmer la souveraineté du Canada dans l’Arctique, puis la reconstruction dans les régions ravagées par la guerre une fois que les combats ont cessé et la guerre contre le terrorisme. La réforme des Nations Unies est aussi mentionnée comme priorité, tout comme l’amélioration des relations avec les États-Unis et la préparation à une pandémie d’influenza. Quand on leur demande de nommer une préoccupation plutôt que d’en choisir une à partir d’une liste, l’environnement demeure la plus grande préoccupation des Canadiens, mais il émerge à peine dans la conscience populaire lorsqu’il est mentionné en juxtaposition avec d’autres priorités en matière de politique étrangère.

Les Canadiens croient que le Canada a occupé une place assez importante au cours de la dernière année. Le pourcentage de répondants qui prennent cette position n'a pas changé depuis les trois dernières années. En outre, la croyance que l'importance internationale du Canada augmentera au cours de la prochaine décennie est plus forte.

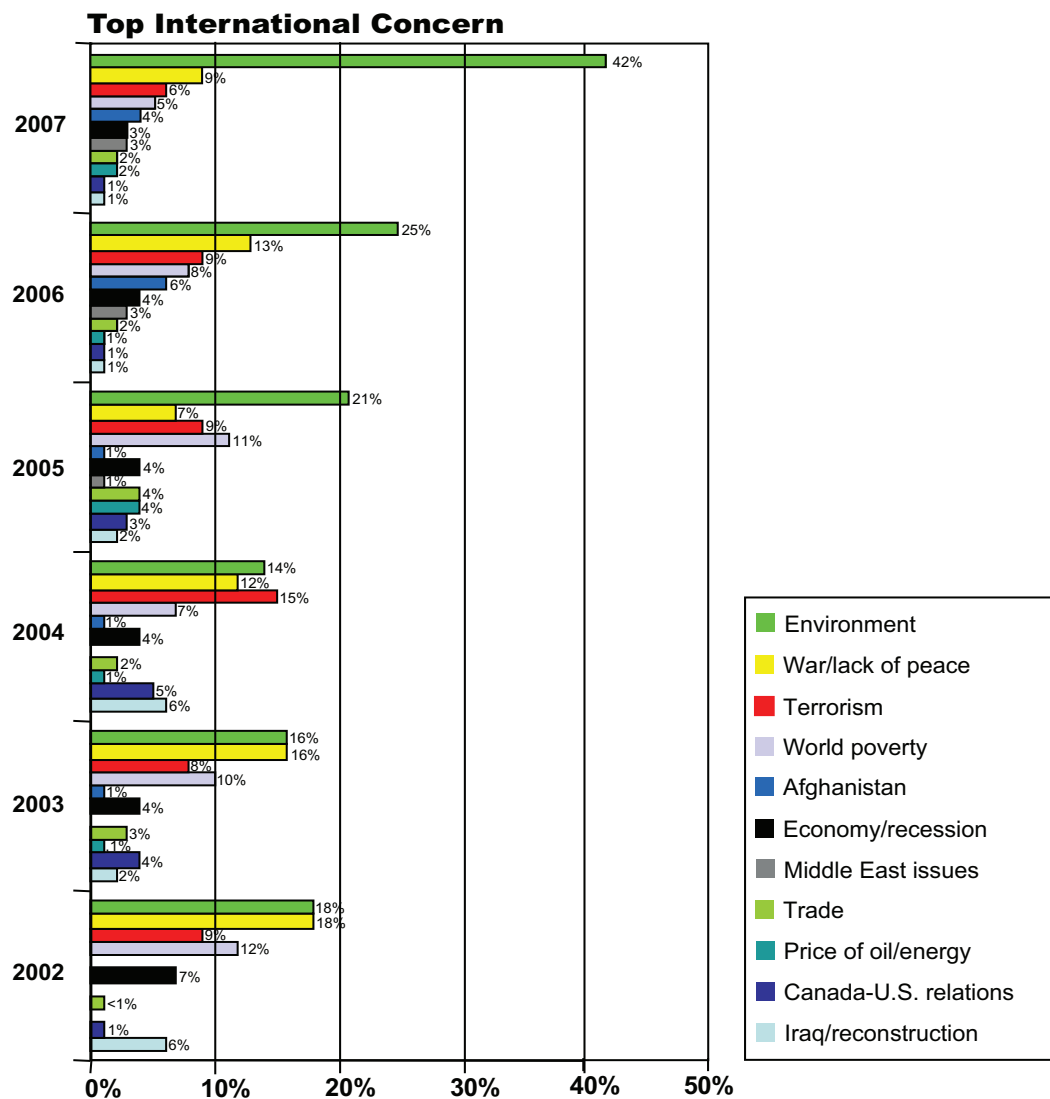
Les relations Canada-États-Unis sont ressorties comme le déterminant le plus puissant de la politique étrangère du Canada. De plus, des minorités assez importantes croient que la politique étrangère est déterminée par des considérations économiques, les valeurs canadiennes, les événements mondiaux et les intérêts en matière de sécurité.

DETAILED FINDINGS

International Concerns

The environment continues to be the most important international concern for Canadians at an instinctive level for the third year running. Over 4 in 10 Canadians (42%) say the environment is the global issue that should concern Canada most. This is a statistically significant increase of 17 points since 2006, when 25% responded this way, and represents a significant trend since 2004, when only 14% were concerned about the environment.

War, terrorism, world poverty, Afghanistan and economic recession are other international issues facing Canada in the 21st century. As a global concern, war dropped by four points from the 13% recorded in 2006 to 9% in 2007. In that period, terrorism also declined by three points from 9% to 6%, with world poverty also falling modestly from 8% to 5%. Public concern over Afghanistan, despite media attention focused on the deaths of Canadian military personnel, fell marginally by two points from 6% to 4%, while economic recession also fell slightly by one point from 4% to 3%.

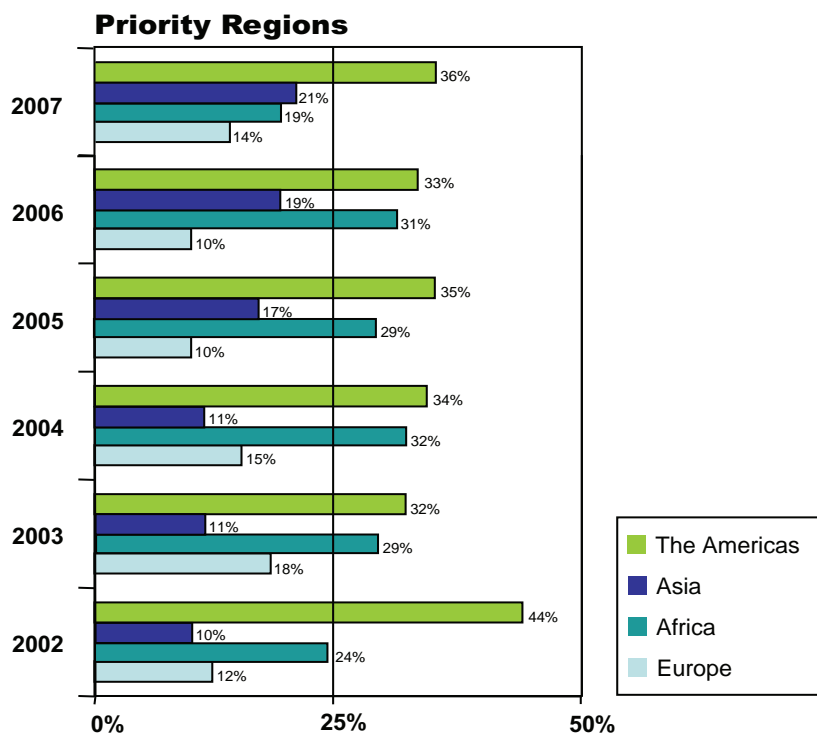


Regionally, Atlantic Canada residents are the most concerned about the environment (54% compared with 44% for the rest of Canada), followed by 45% of Ontarians, 44% of Prairie residents, 42% of British Columbians and 17% of Quebecers. Concern over the environment is greater among those with a university education, and is slightly higher among women than men and among public sector workers than other workers.

Respondents from Quebec are almost three times as likely to be concerned about war/lack of peace as other Canadians (16% vs. 6%). A further 9% of Quebecers are concerned about poverty and hunger. Ontario and Prairie residents, together with those in British Columbia, show higher levels of concern about terrorism (7% each).

Regions: Importance to Canada

The Americas continue to be the most important region for Canadians, cited by 36% of respondents. This is a slight increase from 2006, when 33% of respondents said the Americas were the most important region for Canada. Africa almost shared top spot with the Americas for three consecutive years between 2004 and 2006, but the percentage of Canadians saying Africa is the most important priority for Canada fell dramatically by 12 points to 19% in 2007. Asia now moves into second place behind the Americas, at 21%, reflecting a clear trend in the perceived importance of the region. Fourteen percent of respondents feel Europe has become more important, a four-point increase since 2006.



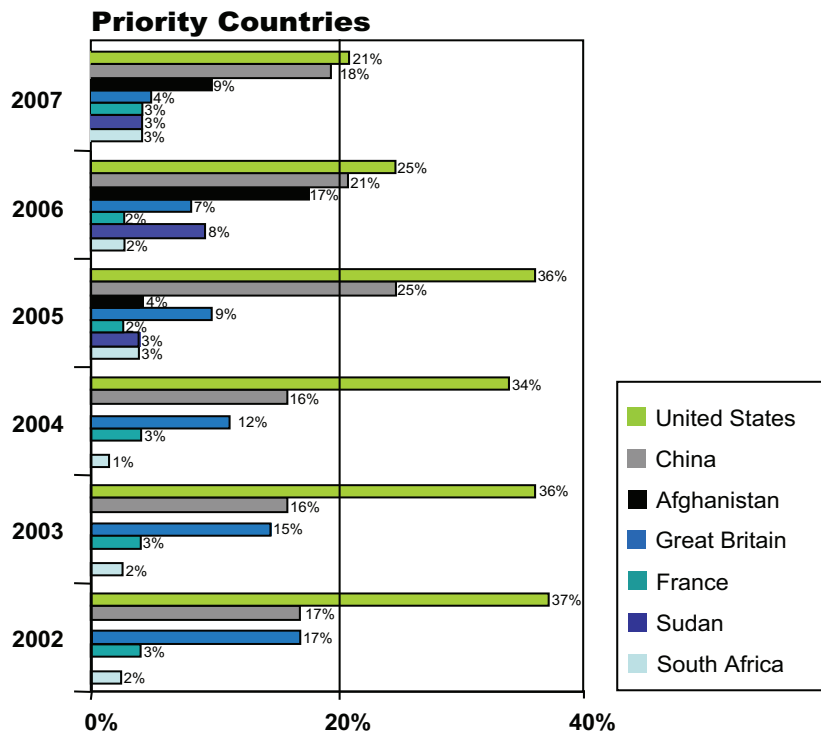
Regionally, Atlantic Canada residents are the most likely to say the Americas are the most important priority for Canada (46%), followed by those in the Prairies (39%), Ontario (34%), Quebec (32%) and British Columbia (29%). The importance of Asia is significantly higher in British Columbia (30%) than in the rest of Canada (23%). The significance of Africa is highest among Prairie residents (22%), followed by Quebecers (21%), Atlantic Canada residents (20%) and British Columbians (20%). It is lowest among Ontarians (15%). The importance of Europe as a priority ranges from a high of 19% in Quebec to a low of 9% in the Prairies.

Men are more likely than women to say that the Americas are the most important priority; however, women (24%) are more likely than men (14%) to cite Africa as the most important priority, by a statistically significant margin of 10 points. The percentage of respondents who believe that the Americas are the most important region to Canada rises with increasing age. In contrast, the proportion of those saying Africa is most important is highest among young Canadians and diminishes with each of the older age segments.

Countries: Importance to Canada

The United States and China are almost tied for top spot as the most important foreign policy priority for Canadians. When asked an unprompted question, 21% of respondents say the United States is the most important foreign policy priority and 18% say China. China is named as the second most important priority by 13% of respondents, while 11% pick the United States. Although the percentage citing China as the most important issue is down slightly from the 21% recorded in 2006, the proportion of Canadians naming China as the most or second most important priority has risen since 2004. This finding signals that Canadians have recognized that China is becoming an increasingly important player on the world stage.

Afghanistan, which remained off the radar until 2005, takes third place as the most important foreign policy priority for Canada, being cited by 9% of respondents (an eight-point decrease since 2006). Great Britain, now in fourth place (cited by 4% of respondents), has gradually declined as a foreign policy priority each year since the department started tracking these data in 2002. France, Sudan and South Africa are all tied in fifth place, with each country being cited by 3% of respondents.

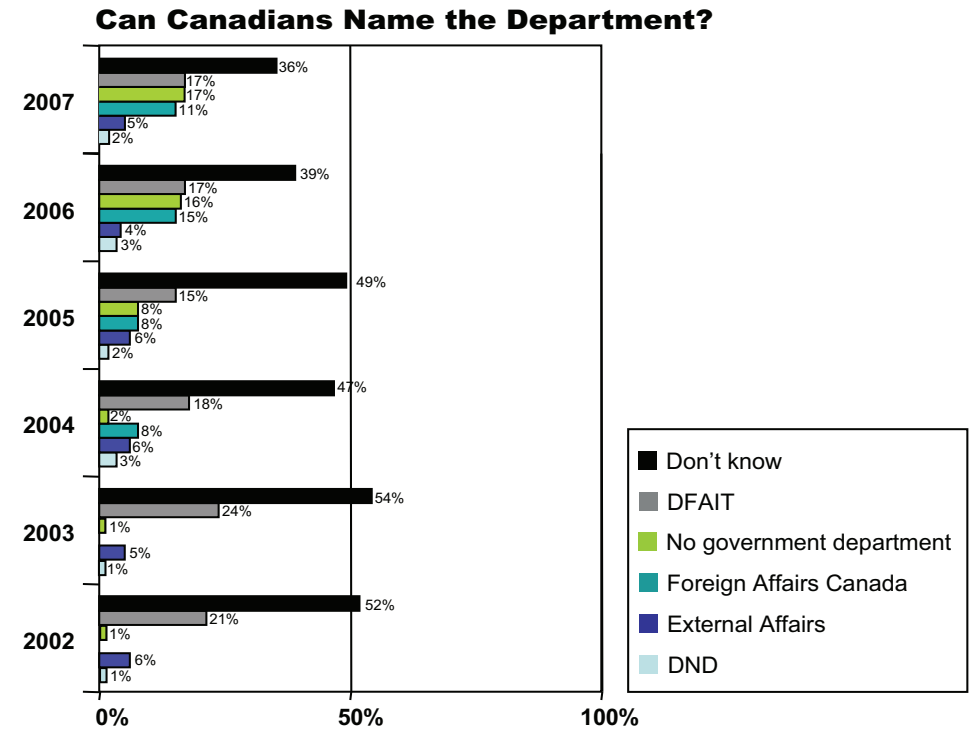


There is some variance among Canadian regions regarding the importance of the United States as a foreign policy priority. Quebecers (30%) are the most likely to say the United States is their top foreign policy priority and Ontarians (17%) are the least likely. As one would expect, the significance of China (at 26%) is greater than that of the United States in British Columbia. Compared with Canadians living east of the Quebec-Ontario border, those living west of it are more than twice as likely to say China is important (10% vs. 22%). Twenty-two percent of Ontarians believe that China is a foreign policy priority for Canada, followed by 20% of Prairie residents, 12% of Atlantic Canadians and 10% of Quebec residents. Quebecers are much less likely to say that Afghanistan is important (5%) than other Canadians (11%). Quebecers (10%) are more than 10 times as likely as other Canadians to say that France is a priority.

The importance of the United States, China and Afghanistan is higher among men than women, as well as among respondents with higher incomes and education.

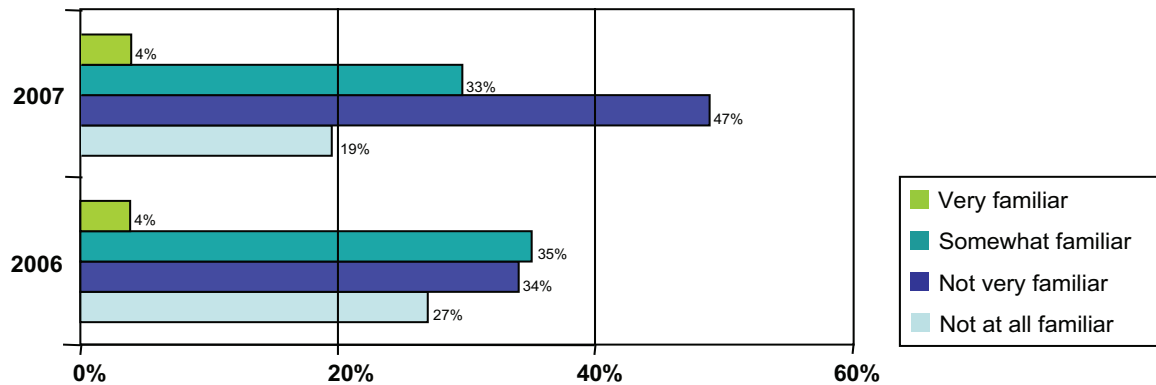
Knowledge of the Department

The department continues to have a relatively low profile among the Canadian public. A majority of Canadians (53%) say that they either do not know which government department represents Canada's interests internationally (36%) or that no government department has that mandate (17%). The tracking data suggest that, although many Canadians remain unsure about the name of their foreign ministry, the percentage of respondents saying they don't know the name has been declining since 2003. Only 17% correctly cite the name as Foreign Affairs and International Trade Canada or DFAIT; a further 11% cite the previous name, Foreign Affairs Canada, which was used for a short period when the previous government was looking at splitting trade and foreign affairs into two separate ministries. The proportion of Canadians who cite DFAIT has remained steady since 2006.



Only 10% of Atlantic Canada residents are able to name DFAIT compared with 19% of Canadians in the rest of the country. However, Atlantic Canada residents are more likely than other Canadians to cite Foreign Affairs Canada. The ability to provide the correct name of the department rises slightly with income and is highest among Canadians with a university degree. Men are more likely to know the name than are women (22% vs. 13%).

When asked about their level of familiarity with the department, only 4% of Canadians say they are very familiar, with a further 33% saying they are somewhat familiar. More than three in five Canadians (62%) say they have little or no knowledge about the activities of the department. These figures remain generally the same as those recorded in 2006, when 39% said they were familiar with the department's activities and 61% were not.



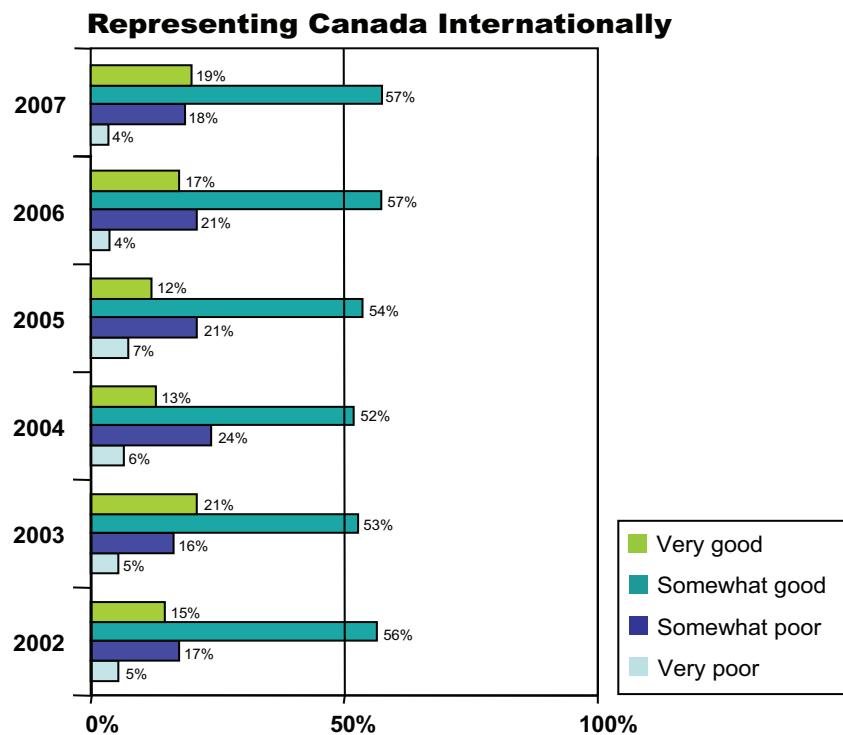
Overall familiarity with the department is highest among residents of British Columbia (47%), Ontario (44%) and the Prairies (40%). Familiarity is much lower in the Atlantic region (34%) and lower still among Quebecers (25%). Familiarity rises with income and education levels and is higher among men than women.

Departmental Performance

This section summarizes the views of the 37% of respondents who say they are very or somewhat familiar with the department.

Representing Canada's Interests Internationally

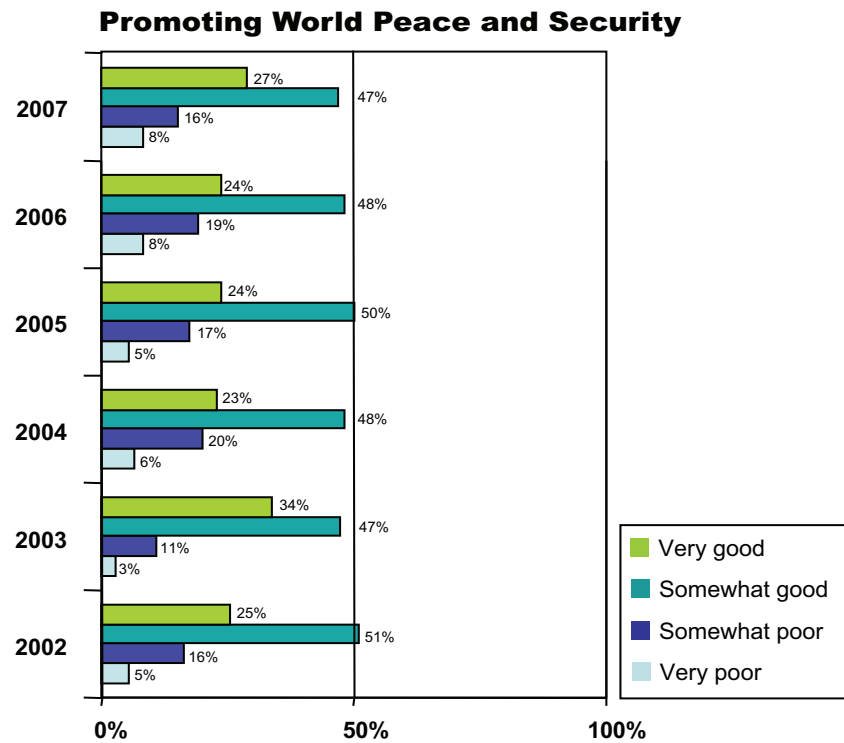
Among Canadians who say they are familiar with the activities of the department, 76% say the department's diplomats perform well when representing Canada's interests internationally. This reveals a slight upward shift of two points since 2006, and establishes a significant upward trend in good performance ratings since 2005, when 66% responded this way. By contrast, less than one quarter (22%) say the department's diplomats perform poorly when representing Canada internationally.



Regionally there is little variance. Quebecers (82%) are most likely to say the department's diplomats perform well, and Prairie residents (75%) least likely. Canadians over 60 years of age are significantly more generous with their performance ratings (83%) than those in the younger age cohorts (73%).

Promoting World Peace and Security

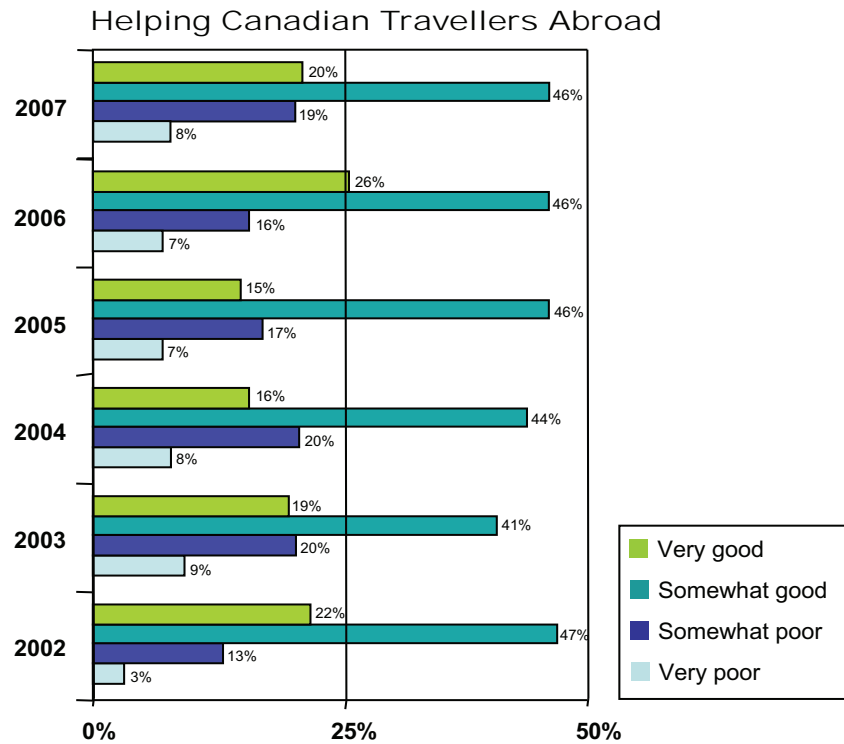
Public satisfaction with department's efforts to promote peace and security is high, with 74% saying that Canadian diplomats do a good job. This proportion has remained relatively steady since 2003, when 81% of Canadians said the department was doing a good job of promoting peace and security—likely a reaction to Canada's keeping out of the war in Iraq.



The percentages vary considerably across the country. More than four in five Prairie residents (81%) say the department performs well when promoting international peace and security. This is followed by 80% of Atlantic Canada residents, 74% of Ontarians, 68% of British Columbians and 67% of Quebecers. Variances across all other demographic variables are unremarkable.

Helping Canadian Travellers Abroad

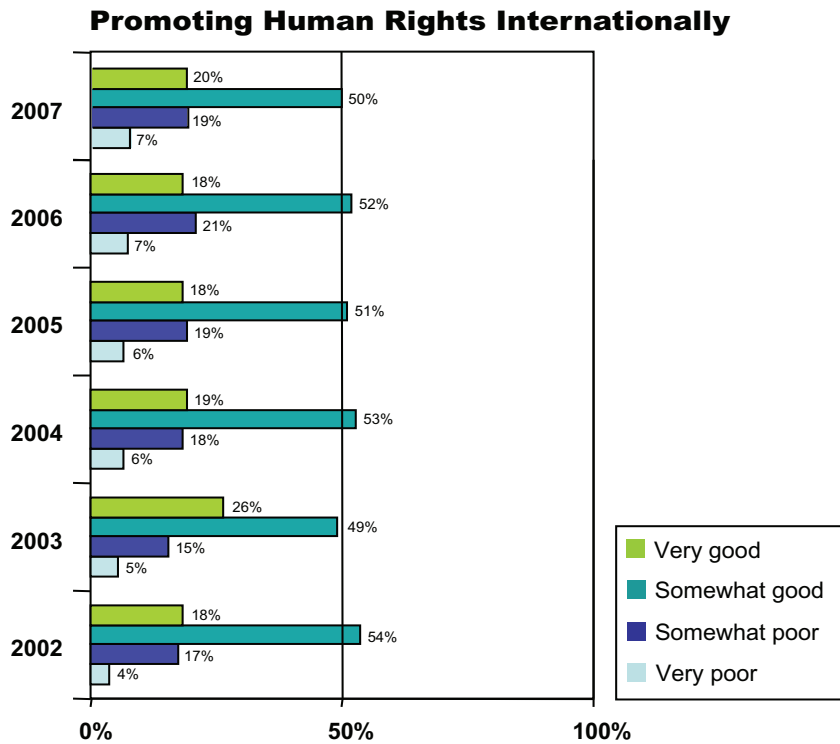
When it comes to providing consular services, 66% of Canadians say the department's consular representatives abroad do a good job (20% say very good). This represents a six-point decline since 2006, when 72% responded this way, but is still better than in 2004, when only 60% said the department's consular representatives were doing a good job helping Canadian travellers abroad.



Canadians from all regions give the department high marks for consular representation, from a high of 71% in Quebec to a low of 62% in British Columbia. Variances across all other demographic variables are similarly unremarkable.

Promoting Human Rights Internationally

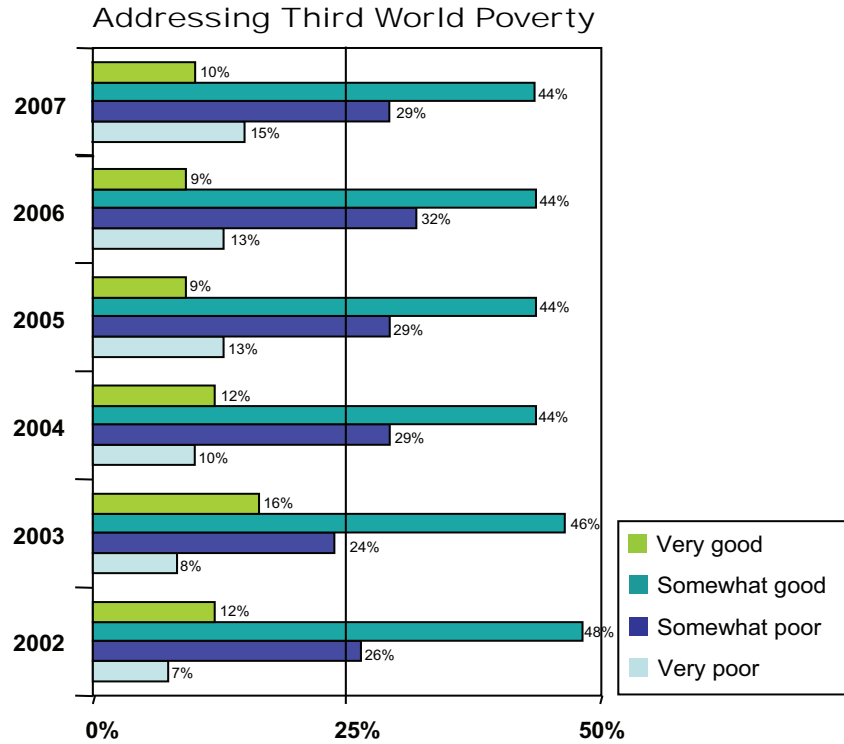
Canadians also give the department high marks for promoting human rights internationally (70%), with 20% saying it does a very good job and 50% saying its performance is somewhat good. The proportion of the public that believes that departmental representatives perform well in this area has remained steady for the past three years, down slightly from 2004 and down slightly more from the 75% who responded this way in 2003.



Quebecers (74%) are the most likely to say that DFAIT is doing a good job promoting human rights internationally, followed by Prairie residents (73%), Ontarians (71%), Atlantic Canada residents (68%) and British Columbians (63%). Canadians with some university education are less likely to say that Canadian diplomats perform well (67%) than those with lower levels of education (76%).

Addressing Third World Poverty

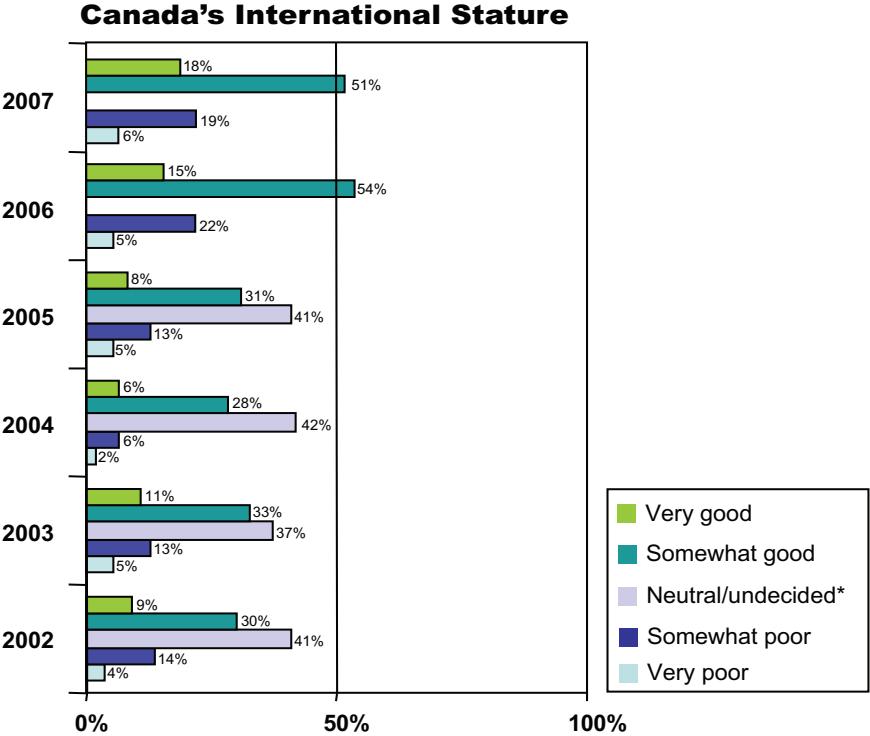
The department receives a passing grade on addressing Third World poverty, with 54% of the public saying it does a good job and 44% saying it does a poor job. This result is almost the same as that recorded in 2006.



Regionally, there is hardly any variance among responses on addressing global poverty. Canadians with a university degree are much less likely to say that the department does a good job of addressing Third World poverty (50%) compared with other educational cohorts (60%).

Canada's International Stature

Nearly 7 in 10 Canadians (69%) say that Canada's international stature was good last year (with 18% saying it was very good). The proportion of Canadians who share this view has remained the same since 2006, when this question was last asked.

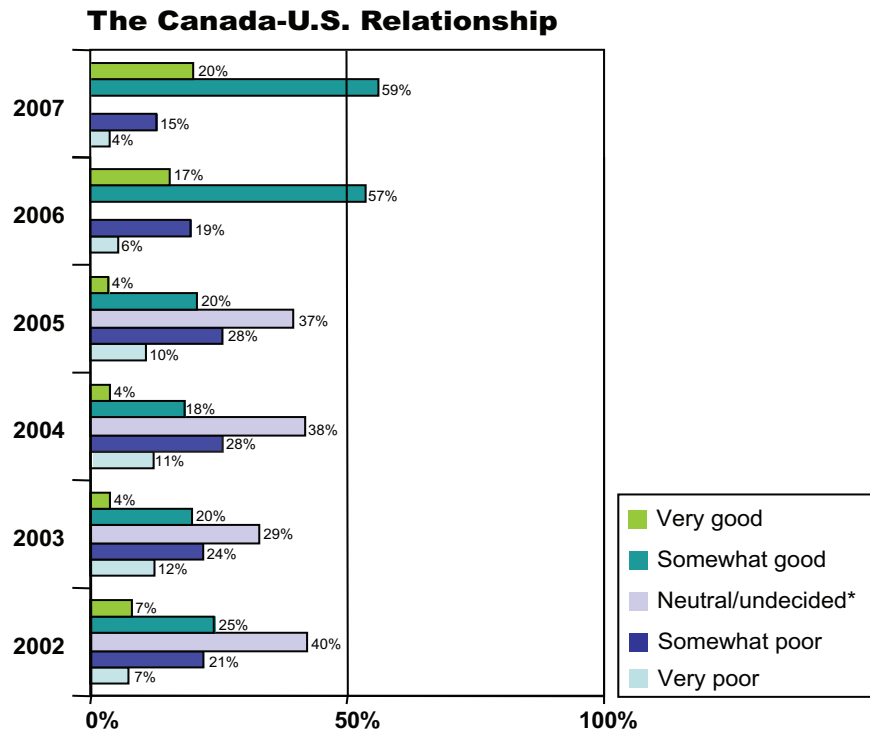


* The neutral category was taken out of the response bank for 2006.

When it comes to Canada's international stature, regional variances are significant: Quebecers are less likely to say that Canada's international stature was good last year (63%) compared with the rest of Canadians (72%). All other demographic variables have little impact on responses.

The Canada-U.S. Relationship

Almost four in five Canadians (79%) say that Canada's relationship with our most important trading partner is good (with 20% saying that it is very good). This represents a five-point increase from 2006, when 74% responded this way.

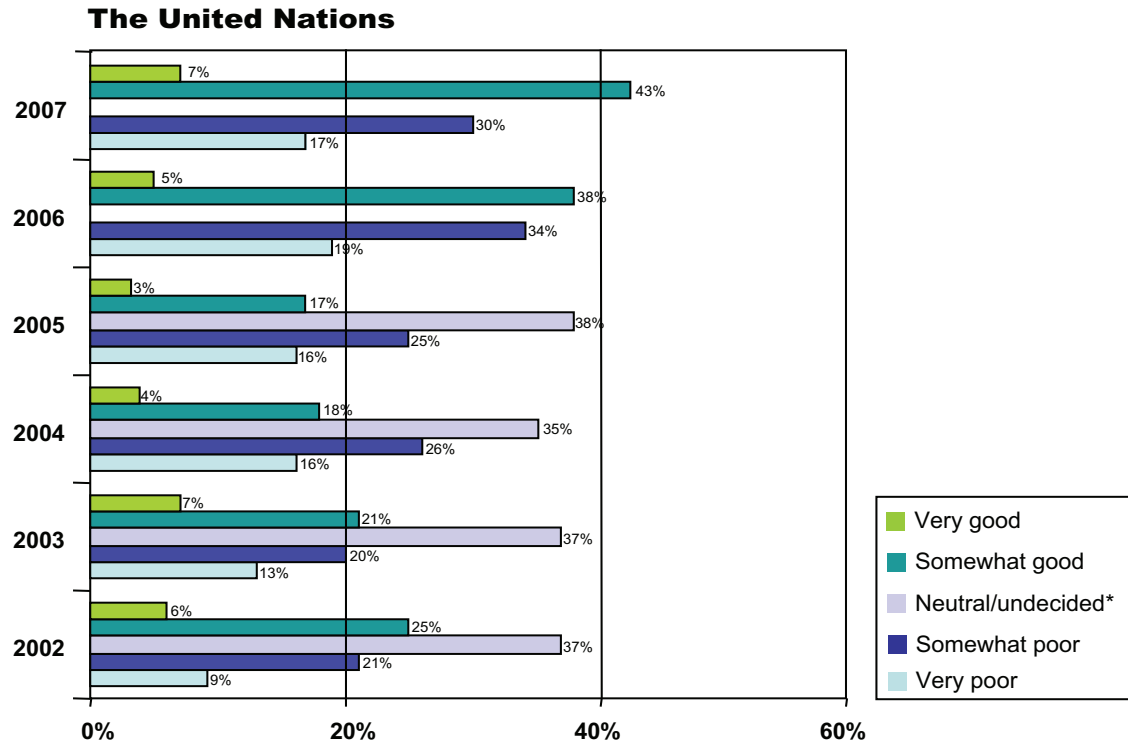


* The neutral category was taken out of the response bank for 2006.

Regionally, Atlantic residents (84%) are more likely to say that Canada-U.S. relations are good, followed by Ontarians and Prairie residents (82% each), British Columbians (75%) and Quebecers (64%). Men (82%) are more likely than women (77%) to say that relations between the two countries are good.

The United Nations

One half of Canadians (50%) believe that the United Nations is an effective organization, which represents a moderate shift in opinion from 2006 when 53% said the UN was dysfunctional. Nevertheless, current public opinion is nearly split on the issue, with 47% of respondents saying the organization is ineffective.



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

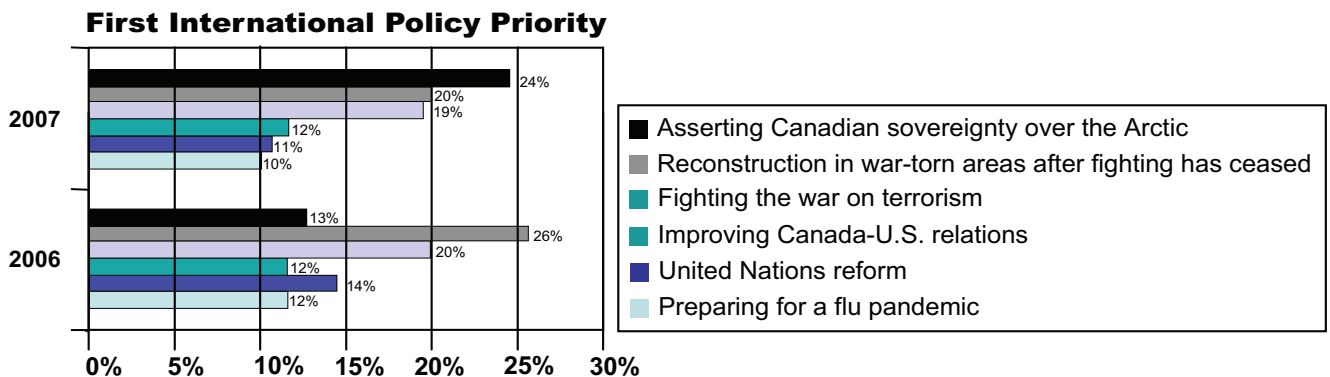
Atlantic Canada respondents are significantly more likely than other Canadians to say the United Nations is effective (62% vs. 49%). In 2005, 87% of respondents wanted the UN reformed to facilitate the deployment of peacekeeping forces in war-torn areas such as Darfur. The question on UN reform has not been asked since.

Canadians with some university education are much more likely to say the UN is ineffective than are other educational cohorts (54% vs. 40%). Also, men (53%) are much more likely than women (40%) to say that the UN is ineffective.

International Policy Priorities

First Priority

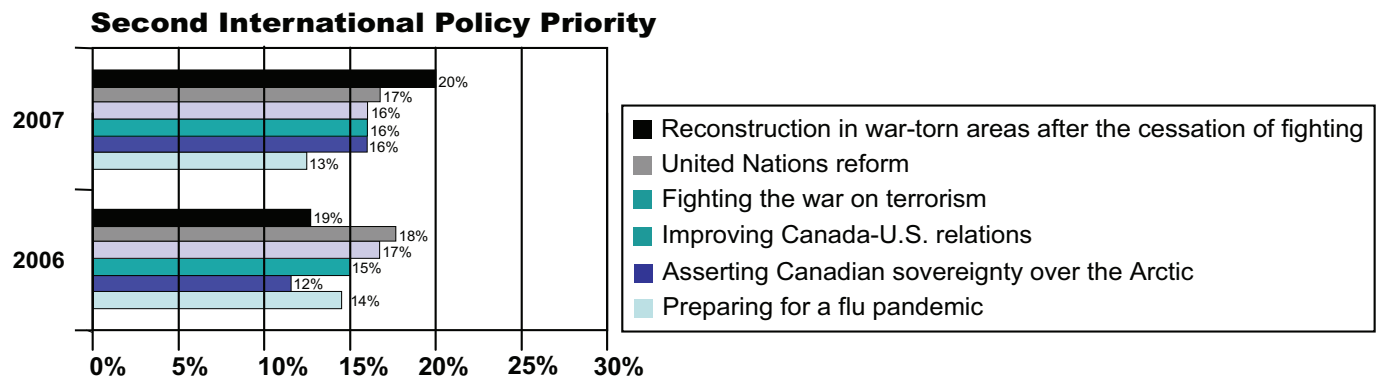
When given a list of foreign policy priorities, 24% of Canadians say that asserting sovereignty over the Arctic is the most important priority. (Note: This survey went to field two months after the 2007 Speech from the Throne, which set out defence of Arctic sovereignty as a major pillar of Canada's stated foreign policy.) For other respondents, the most important priorities are reconstruction in war-torn areas once the fighting has stopped (20%), fighting the war on terrorism (19%), improving Canada-U.S. relations (12%), United Nations reform (11%) and preparing for a flu pandemic (10%). Notably, only 1% mentioned the environment as a foreign policy priority, yet the environment was the foremost issue at the beginning of the survey when Canadians were asked an open-ended question about which global problem should concern Canada the most.



Regionally, there was little variance. The percentage of Canadians who cite reconstruction in war-torn areas rises with level of education and is slightly higher among women than men. 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 women than men.

Second Priority

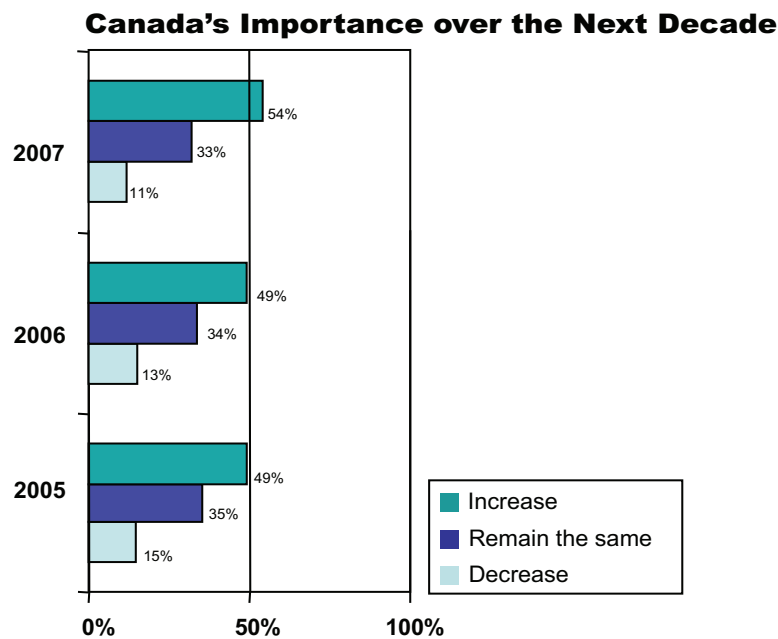
Once they have identified a first international priority for Canada, respondents are asked to name a second priority. Twenty percent say reconstruction in war-torn areas should be Canada's second priority, followed by 17% who say reform of the United Nations. Fighting the war on terrorism, asserting Canadian sovereignty over the Arctic and improving Canada-U.S. relations are each cited by 16% of respondents, while preparing for a flu pandemic is cited by 13%.



Regional variances across all of these responses were unremarkable, in contrast to the situation in 2006. The percentage of Canadians saying that UN reform is a priority rises with higher levels of education. Conversely, the proportion of Canadians saying that the war on terrorism is a priority is much higher among those who have less than high school education than among those who have more education (22% vs. 16%). Men, at 19%, are more likely than women, at 13%, to say that asserting Canadian sovereignty over the Arctic is their second-tier foreign policy priority.

Canada's Importance over the Next Decade

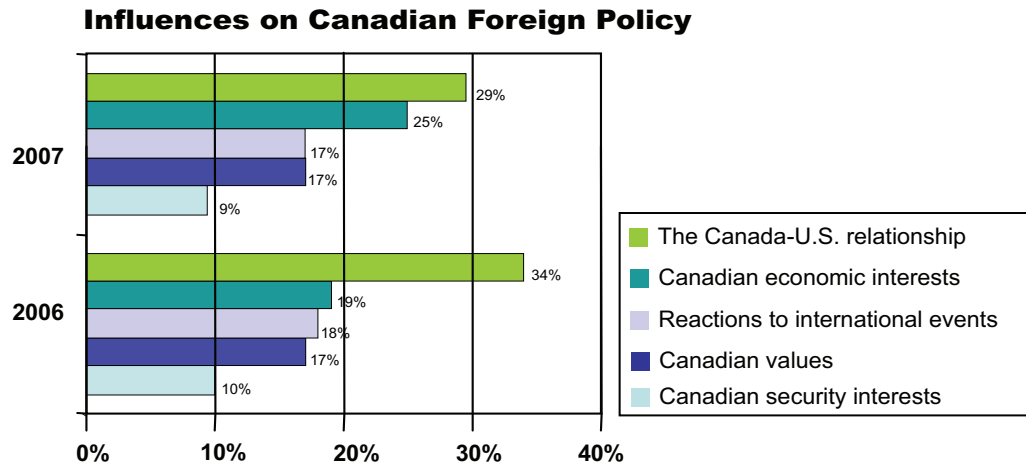
More than half of Canadians (54%) say Canada's importance internationally will increase over the next decade; 33% say it will remain the same and 11% say it will decrease. The proportion of the public saying it will increase has climbed modestly by five points from the 49% recorded in 2006.



Regionally, there are some differences worth noting: only 46% of Quebec residents say that Canada's importance will increase over the next decade, whereas 55% of respondents across the rest of Canada share this view.

What Influences Canadian Foreign Policy

Nearly 3 in 10 Canadians (29%) say that the Canada-U.S. relationship has the strongest influence on Canada's foreign policy, a five-point decline since this question was last asked in 2006. A further 25% say that economic interests come into play, a six-point increase from 2006. Seventeen percent say that Canada's foreign policy is a reflection of Canadian values, and a further 17% say that it is tied to international events. Nine percent say it is driven by security interests.



Regionally, British Columbians are the most likely to say that foreign policy is driven by Canada's relationship with the United States (34%), while Quebecers are least likely to share this view (22%). Quebecers are much more likely than other Canadians to say that foreign policy is driven by economic interests (30% vs. 24%). Canadians with higher levels of education are more likely than less educated respondents to say that Canada-U.S. relations drive Canada's foreign policy.

METHODOLOGY

Foreign Affairs Canada commissioned Environics Research to conduct 2,032 telephone interviews of adult Canadians between December 2007 and January 2008. 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 and Evaluation) at 613-944-0697.

Appendix One – Survey Instrument English/French

December 3, 2007

FINAL
Foreign Affairs Canada
FC74 Omnibus Questions
Corporate Communications Survey

12F. In your opinion, what global issue or problem should concern Canada the most?
DO NOT READ - CODE ONE ONLY

- 01 - Afghanistan
- 02 – Bird/avian flu/possible epidemic
- 03 - Canada-US relations
- 04 - Crime/law and order
- 05 - Disease/AIDS
- 06 - Economy/recession/unemployment
- 07 - Environment/pollution/global warming/Kyoto accord
- 08 - Events in the United States
- 09 - Globalization
- 10 - Iraq - reconstruction/democracy/US occupation
- 11 - Middle East issues (Israel, Palestinians, Lebanon etc...)
- 12 – Natural disaster (tsunami/hurricane/earthquake etc...)
- 13 - Nuclear Arms
- 14 - Overpopulation
- 15 - Racism/ethnic intolerance
- 16 - Refugees/immigration
- 17 - Social/moral decline
- 18 - Starvation/world hunger/poverty
- 19 - Terrorism
- 20 - Trade
- 21 - Unequal distribution of wealth
- 22 - War/lack of peace/territorial disputes
- 98 - Other (SPECIFY) _____
- 97 – Nothing
- 99 - DK/NA

13F. I am now going to ask you about the importance to Canada of specific regions of the world. Which one of the following regions should be the most important priority for Canada? READ AND ROTATE -
CODE ONE ONLY

- 01 - Africa
- 02 - Asia
- 03 - The Americas
- 04 - Europe
- VOLUNTEERED ONLY
- 05 - Combination/All equally
- 98 - Other (Specify _____)
- 97 - None of the above
- 99 - DK/NA

14F. Can you name two countries which should be a foreign policy priority for Canada?
DO NOT READ LIST - PROBE FOR TWO RESPONSES

First Mention

- 01 - Afghanistan
- 02 - Brazil
- 03 - China
- 04 - France
- 05 - Germany
- 06 - Great Britain/U.K.
- 07 - Haiti
- 08 - India
- 09 - Iraq
- 10 - Israel
- 11 - Italy
- 12 - Japan
- 13 - Lebanon
- 14 - Mexico
- 15 - Russia
- 16 - Sudan
- 17 - South Africa
- 18 - United States
- 19 - Korea
- 98 - Other (Specify _____)
- 97 - None SKIP TO 15F
- 99 - DK/NA SKIP TO 15F

Second Mention

- 01 - Afghanistan
- 02 - Brazil
- 03 - China
- 04 - France
- 05 - Germany
- 06 - Great Britain/U.K.
- 07 - Haiti
- 08 - India
- 09 - Iraq
- 10 - Israel
- 11 - Italy
- 12 - Japan
- 13 - Lebanon
- 14 - Mexico
- 15 - Russia
- 16 - Sudan
- 17 - South Africa
- 18 - United States
- 19 - Korea
- 98 - Other (Specify _____)
- 97 - None
- 99 - DK/NA

15F. Can you tell me the name of the federal government department responsible for Canada's international relations and the safety of Canadians abroad? DO NOT READ – CODE ONE ONLY

- 01 - Department of Foreign Affairs and International Trade/DFAIT (include Dept. of Foreign Affairs)
- 02 - Department of National Defence/DND/Canadian Forces
- 03 - Passport Office
- 04 - Foreign Affairs Canada
- 05 – Foreign Affairs and International Trade Canada
- 06 - External Affairs
- 07 - Prime Minister/Prime Minister's Office
- 08 - International Trade Canada
- 98 - Other (Specify _____)
- 97 - No one/None
- 99 - DK/NA

16F The answer is Foreign Affairs and International Trade Canada. From what you know or have heard, would you say you are very, somewhat, not very or not at all familiar with the activities of Foreign Affairs and International Trade Canada?

- 01 – Very familiar
- 02 – Somewhat familiar
- 03 – Not very familiar SKIP TO Q.18F
- 04 – Not at all familiar SKIP TO Q.18F
- VOLUNTEERED
- 99 - DK/NA SKIP TO Q.18F

17F From the following list of duties, how would you rate the work of Foreign Affairs Canada and its representatives (such as diplomats): very good, somewhat good, somewhat poor, very poor. How about...? READ AND ROTATE

- a. Representing Canada's interests internationally
- b. Promoting world peace and security
- c. Addressing third world poverty
- d. Helping Canadian travellers in trouble
- e. Promoting human rights internationally

- 01 - Very good
- 02 - Somewhat good
- 03 - Somewhat poor
- 04 - Very poor
- 99 - DK/NA

18F. How would you rate each of the following? Very good, somewhat good, somewhat poor or very poor?
READ AND ROTATE

- a. Canada's international stature in the last year?
- b. The strength of Canada's relationship with the United States today?
- c. The current effectiveness of the United Nations?

- 01 - Very good
- 02 - Somewhat good
- 03 - Somewhat poor
- 04 - Very poor
- 99 - DK/NA

19F. I am going to read you a list of possible international priorities Canada could focus on.
READ TWO STATEMENTS IN SEQUENCE

- a. Can you tell me which of the following should be the FIRST priority? READ & ROTATE
- b. And which one should be the SECOND priority? (DO NOT ASK IF Q.19Fa is NONE or DK/NA)
READ & ROTATE DELETING RESPONSE TO 19Fa.

- 01 - United Nations Reform
 - 02 - Asserting Canadian sovereignty over the Arctic
 - 03 - Fighting the war on terrorism
 - 04 - Preparation for a flu pandemic
 - 05 - Reconstruction in war torn areas once the fighting has stopped
 - 06 - Improving Canada-U.S. relations
- VOLUNTEERED
- 97 - None
 - 07 - All equally
 - 98 - Other (SPECIFY) _____
 - 99 - DK/NA

20F. In your opinion, will Canada's importance in the world over the next decade increase, remain the same, or decrease?

- 01 - Increase
 - 02 - Remain the same
 - 03 - Decrease
- VOLUNTEERED
- 99 - DK/NA

21F. In your opinion, which of the following now influences Canada's foreign policy the most? READ AND ROTATE

- 01 - The Canada-U.S. relationship
 - 02 - Canadian values
 - 03 - Canadian economic interests
 - 04 - Reactions to international events
 - 05 - Canadian security interests
- VOLUNTEERED
- 97 - None
 - 06 - All equally
 - 98 - Other (SPECIFY) _____
 - 99 - DK/NA

FINAL
Foreign Affairs Canada
FC74 Omnibus Questions - français
Corporate Communications Survey

Passons à une autre sujet

12F Selon vous, quel est l'enjeu ou le problème mondial qui devrait préoccuper le plus le Canada?
NE PAS LIRE... CODER UNE SEULE RÉPONSE.

- 01 – L'Afghanistan
- 02 - La grippe aviaire/l'épidémie de grippe aviaire
- 03 – Relations entre le Canada et les États-Unis
- 04 – Criminalité/Loi et l'ordre
- 05 – Maladies/sida
- 06 – Économie/Récession/Chômage
- 07 – Environnement/Pollution/Réchauffement planétaire/Accord de Kyoto
- 08 – Événements aux États-Unis
- 09 - La mondialisation
- 10 – Irak (occupation, reconstruction, etc.)
- 11 – Moyen-Orient (Israël, Palestine)
- 12 – Désastre naturelles (tsunami, ouragan, tremblement de terre etc...)
- 13 – Armement nucléaire
- 14 – Surpopulation
- 15 – Racisme/Intolérance ethnique
- 16 – Réfugiés/Immigration
- 17 – Effritement social/moral
- 18 – Famine/Faim dans le monde/Pauvreté
- 19 – Terrorisme
- 20 – Commerce international
- 21 – Répartition inéquitable de la richesse
- 22 – Guerre/Absence de paix/Conflits territoriaux
- 97 – Autre (PRÉCISEZ :) _____
- 98 – Rien
- 99 – NSP/PR

13F À présent, je vais vous poser une question au sujet de l'importance de différentes régions et pays pour le Canada. Laquelle des régions suivantes devrait-elle être prioritaire pour le Canada ?
LIRE EN ROTATION... CODER UNE SEULE RÉPONSE.

- 01 – L'Afrique
- 02 – L'Asie
- 03 – Les Amériques
- 04 – L'Europe
- NON SUGGÉRÉ**
- 05 – Combinaison/Toutes également
- 97 – Autre (PRÉCISER :) _____
- 98 – Aucune de ces régions
- 99 – NSP/PR

14F Pouvez-vous nommer deux pays qui devraient être prioritaires pour le Canada ?
[NE PAS LIRE LA LISTE – SONDER POUR OBTENIR DEUX RÉPONSES.]

a. Première mention

- 01 – Afghanistan
- 02 – Brésil
- 03 – Chine
- 04 – France
- 05 – Allemagne
- 06 – Grande-Bretagne/Royaume-Uni
- 07 - Haïti
- 08 – Inde
- 09 – Irak
- 10 – Israël
- 11 – Italie
- 12 – Japon
- 13 – Liban
- 14 - Mexique
- 15 – Russie
- 16 - Sudan
- 17 – Afrique du sud
- 18 – États-Unis
- 19 – Corée
- 97 – Autre (Préciser : _____)
- 98 – Aucun **Passer à la Q. 15F**
- 99 – NSP/PR **Passer à la Q. 15F**

b. Deuxième mention

- 01 – Afghanistan
- 02 – Brésil
- 03 – Chine
- 04 – France
- 05 – Allemagne
- 06 – Grande-Bretagne/Royaume-Uni
- 07 - Haïti
- 08 – Inde
- 09 – Irak
- 10 – Israël
- 11 – Italie
- 12 – Japon
- 13 – Liban
- 14 - Mexique
- 15 – Russie
- 16 - Sudan
- 17 – Afrique du sud
- 18 – États-Unis
- 19 – Corée
- 97 – Autre (Préciser : _____)
- 98 – Aucun
- 99 – NSP/PR

DEMANDER À TOUS

15F Pouvez-vous nommer le ministère du gouvernement fédéral qui est responsable des relations internationales du Canada et de la sécurité des Canadiens et des Canadiennes à l'étranger ?

NE PAS LIRE – CODER UNE MENTION SEULEMENT

01 – Ministère des Affaires étrangères et du Commerce international/MAECI

02 – Ministère de la Défense nationale/MDN

03 – Bureau des passeports

04 – Affaires étrangères Canada

05 – Affaires étrangères et Commerce international Canada

06 – Affaires extérieures

07 – Premier ministre/Cabinet du Premier ministre

08 – Commerce internationale Canada (CICan)

97 – Autre (Précisez : _____)

98 – Personne/Aucun

99 – NSP/PR

16.F La réponse est Affaires étrangères et Commerce international Canada. À partir de ce que vous savez ou avez entendu, diriez-vous que les activités d'Affaires étrangères et Commerce international Canada vous sont très, assez, pas très ou pas du tout familières ?

01 – Très familières

02 – Assez familières

03 – Pas très familières PASSER À Q.18F

04 – Pas du tout familières PASSER À Q.18F

NON SUGGÉRÉ

99 - NSP/PR PASSER À Q.18F

17F. À partir de la liste des devoirs suivants, comment coteriez-vous le travail d'Affaires étrangères Canada et de ses représentants (tel que les diplomates) : très bon, assez bon, assez médiocre, très médiocre. Qu'en est-il de...? LECTURE EN ROTATION

a. Représenter les intérêts du Canada sur la scène internationale

b. Promouvoir la paix et la sécurité dans le monde

c. S'attaquer à la pauvreté dans le monde

d. Aider les voyageurs canadiens en difficulté

e. Promouvoir les droits de la personne sur la scène internationale

01 – Très bon

02 – Assez bon

03 – Assez médiocre

04 – Très médiocre

99 - NSP/PR

18F. Quelle cote accorderiez-vous à chacun des sujets suivants ? Très bon, assez bon, assez mauvais, très mauvais ? **LECTURE EN ROTATION**

- a. L'envergure internationale du Canada depuis un an ?
- b. La force des relations du Canada avec les États-Unis aujourd'hui ?
- c. L'efficacité des Nations unies à l'heure actuelle ?

01 – Très bon
02 – Assez bon
03 – Assez mauvais
04 – Très mauvais
99 - NSP/PR

19F. Je vais vous lire une liste de dossiers prioritaires sur lesquels le Canada pourrait centrer ses efforts. **LIRE DEUX ÉNONCÉS EN SÉQUENCE.**

- a. Pouvez-vous me dire lequel doit être la PREMIÈRE priorité ?

LECTURE EN ROTATION

b. Et, lequel doit être la DEUXIÈME priorité ? **(NE PAS POSER SI LA RÉPONSE À Q.19Fa EST Aucun ou NSP/PR) LECTURE EN ROTATION EN OMETTANT LA RÉPONSE DONNÉE À 19Fa.**

01 – La réforme des Nations unies
02 – Affirmer la souveraineté canadienne dans l'Arctique
03 – Lutter contre le terrorisme
04 – Préparatifs en vue d'une pandémie de grippe
05 – Reconstruction de régions dévastées par la guerre une fois que les combats ont cessé
06 – Améliorer les relations canado-américaines

NON SUGGÉRÉ

97 – Aucun
07 – Tous également
98 – Autre (PRÉCISER) _____
99 – NSP/PR

20.F. D'après vous, est-ce que l'importance du Canada dans le monde au cours de la prochaine décennie va augmenter, demeurer la même ou diminuer ?

01 - Augmenter
02 – Demeurer la même
03 - Diminuer
NON SUGGÉRÉ
04 – Ça dépend
99 - NSP/PR

21F. Selon vous, lequel des dossiers suivants a la plus forte influence sur la politique étrangère du Canada ? **LECTURE EN ROTATION**

01 – Les relations canado-américaines
02 – Les valeurs canadiennes
03 – Les intérêts économiques du Canada
04 – Les réactions aux événements internationaux
05 – Les intérêts canadiens en matière de sécurité

NON SUGGÉRÉ

97 – Aucun
06 – Tous également
98 – Autre (PRÉCISER) _____
99 – NSP/PR

Appendix Two – Technical Report

The results of the Corporate Communications Survey are based on omnibus questions that are placed yearly on the FOCUS CANADA survey. This study involves 2,032 telephone interviews conducted between December 12, 2007 and January 3, 2008: 249 in the Atlantic provinces, 504 in Quebec, 606 in Ontario, 453 in the Prairie provinces and 220 in British -Columbia.

Sample selection

The sampling method was designed to complete approximately 2,020 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population aged 18 years or older, with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut and those living in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by 10 regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants). Quotas are also maintained to ensure the appropriate distribution by age and gender.

Enviro-nics uses RDD sampling methods (random digit dialling) technique. Samples are generated using a database of active phone ranges. These ranges are made up of a series of contiguous blocks of 100 contiguous phone numbers and are revised three to four times per year after a thorough analysis of the most recent edition of an electronic phonebook. Each number generated is put through an appropriate series of validation procedures before it is retained as part of a sample. Each number generated is looked up in a current electronic phonebook database to retrieve geographic location, business indicator and “do not call” status. The postal code for listed numbers is verified for accuracy and compared against a list of valid codes for the sample stratum. Non-listed numbers are assigned a “most probable” postal code based on the data available for all listed numbers in the phone exchange. This sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 57,214 telephone numbers were drawn. From within each multi-person household contacted, respondents 18 years of age and older were screened for random selection using the “most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

Telephone interviewing

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Marketing Research and Intelligence Association (MRIA). A minimum of five calls were made to a household before classifying it as a “no answer.”

Margin of error

The margin of error for a stratified probability sample of this size is estimated to be ± 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or sociodemographic subgroups of the total sample.

Completion results

A total of 2,032 interviews were completed. The -adjacent table presents the disposition of all contacts. The effective response rate for the survey is five percent. This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 2,283), divided by unresolved numbers (e.g. busy, no answer – 18,356) plus non-responding households or individuals (e.g. refusals, language barrier, missed callbacks – 26,626) plus responding participants (2,283) [R/(U+IS+R)].

Completion results

Total sample dialled	57,214
Unresolved numbers (U)	18,356
Busy	184
No answer	7,190
Answering machine	10,982
Resolved numbers (Total minus Unresolved)	38,858
<i>Out of scope (Invalid/non-eligible)</i>	9,949
Non-residential	703
Not-in-service	8,424
Fax/modem	822
<i>In scope non-responding (IS)</i>	26,626
Refusals – household	12,510
Refusals – respondent	7,564
Language barrier	1,253
Callback missed/respondent not available	5,044
Break-offs (interview not completed)	255
<i>In scope responding (R)</i>	2,283
Disqualified	0
Quota filled	251
Completed	2,032
Response rate [R / (U + IS + R)]	5%