



FINAL REPORT

The Corporate Communications Survey 2009

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Prepared for:

Foreign Affairs and International Trade Canada
Communications Bureau
125 Sussex Drive
Ottawa (Ontario) K1A 0G2
613 944-0697

by

Kevin Chappell, Manager Public Opinion Research
Kevin.Chappell@international.gc.ca

por-rop@international.gc.ca

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ENVIRONICS
RESEARCH GROUP

33, rue Bloor Est
Bureau 1020
Toronto, ON M4W 3H1

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Executive summary

The annual Corporate Communications Survey explores public perceptions of international issues, regions and countries that are important to Canada, as well as awareness of Foreign Affairs and International Trade Canada (DFAIT). The study also reveals the extent of the public's knowledge of departmental activities and its views on departmental performance, the Canada–United States relationship, the United Nations, foreign policy priorities, Canada's stature on the world stage, the factors that influence Canada's foreign policy, and public perceptions of international trade.

When asked about international issues, Canadians cite the economy and the environment as major concerns, according Afghanistan a distant third place. Other issues, such as war and poverty, are of significantly lower concern, and terrorism is now barely on the public radar.

The Americas continue to be the most important region for Canadians, with Africa now in second place. Asia, which had climbed to second place in 2007, has lost some ground and is now ranked third. Asia continues to be 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 in terms of foreign policy, but is viewed as the primary target for expanded free trade.

The United States is by far the most important country to Canada, followed by China. 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. While Afghanistan emerged as an important foreign policy priority for Canadians in 2006, it dropped slightly in the rankings in 2007 and, over the past year, has remained steady as a priority.

Public knowledge of DFAIT remains low. Most Canadians surveyed say they are unfamiliar with the department's activities, and a strong majority cannot identify 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. There is a correlation between satisfaction with government generally and belief that the department is doing a good job addressing international poverty.

The public is satisfied with Canada's international stature and there is general satisfaction with the Canada-U.S. relationship, which 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: the percentage of respondents who take this view has remained the same for the last four years. Having said this, belief that Canada's international importance will improve over the next decade has decreased significantly.

The most prominent foreign policy priority is undertaking reconstruction in war-torn areas after fighting has ceased, followed by improving relations with the United States, asserting Canadian sovereignty over the Arctic, and engaging in the war on terrorism. Reforming the UN is also cited as a priority, as is 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), fewer than 10 respondents cited the issue as a priority.

Canadian economic interests and the Canada-U.S. relationship emerge as the most influential drivers behind Canadian foreign policy, though they are not mutually exclusive. As well, fair-sized minorities believe that foreign policy is driven by Canadian values and world events. Very few believe that foreign policy is shaped by security interests.

Canadians believe that the negotiation of free trade agreements should be a priority for the Government of Canada, and when asked which region of the world should be the focus of our efforts, Europe is prominently mentioned, followed by South American countries, India and China.

Most Canadians agree that the North American Free Trade Agreement (NAFTA) has had a positive impact on the Canadian economy and that international trade in general has had a positive impact on job creation in Canada. However, when asked if trade has had a negative impact on jobs, public opinion is split on the matter. This suggests that negative media attention to international trade would probably shift public opinion, which at the moment is pliable.

Canadians agree that, in general, NAFTA partners should expand their cooperation within the agreement. That said, Canadians are not completely against a little protectionism, since most agree that all NAFTA partners should try and act more independently to protect domestic industries.

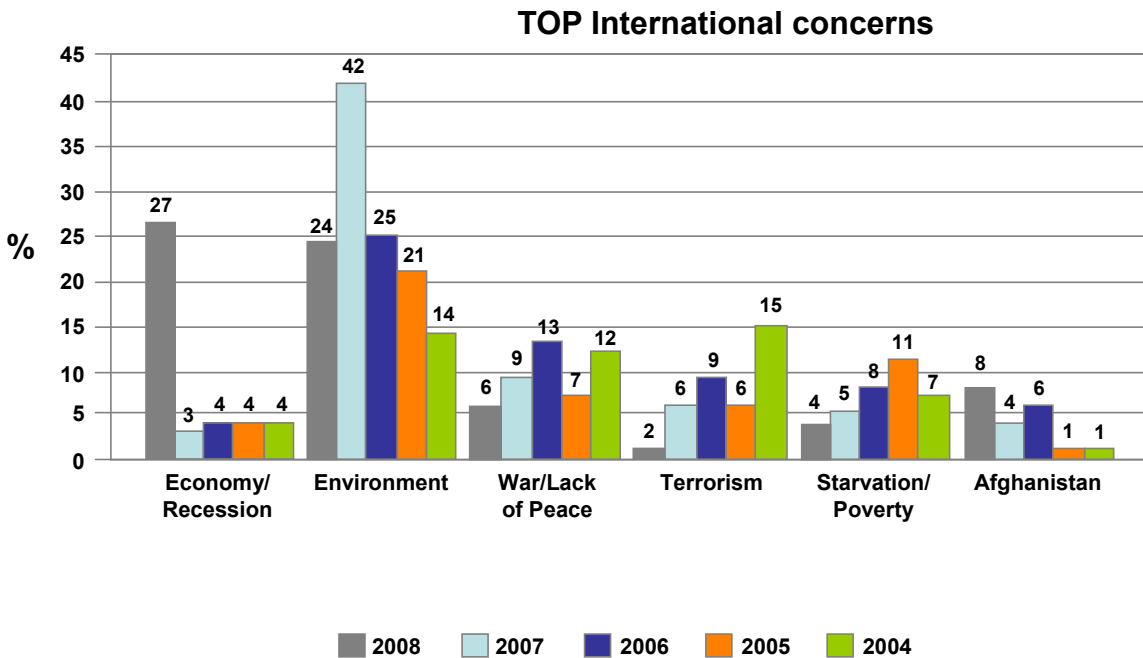
Detailed findings

International concerns

For the first time, the economy has become the most important international concern for Canadians at an instinctive level, supplanting the environment as the number-one concern. Nearly three in 10 Canadians (27%) say the economy is the global issue that should concern Canada most. As a result of media attention paid to the worst global economic crisis since the Depression of the 1930s, public concern for the world's economy has jumped by a very significant 24 points in one year.

Nearly one quarter of respondents (24%) say that the environment is the most important global concern for Canada, though the proportion of Canadians saying so has declined significantly—by 18 points—since this question was last asked in 2007.

Afghanistan, war, world poverty and terrorism are other international issues facing Canada in the 21st century. As a global concern, Afghanistan climbed four points (from 4% to 8%), whereas war dropped modestly by three points to 6%. Poverty, as a concern, is down by one point, but well within the margin of error, and terrorism also declined by four points (from 6% to 2%) and is now barely on the radar.

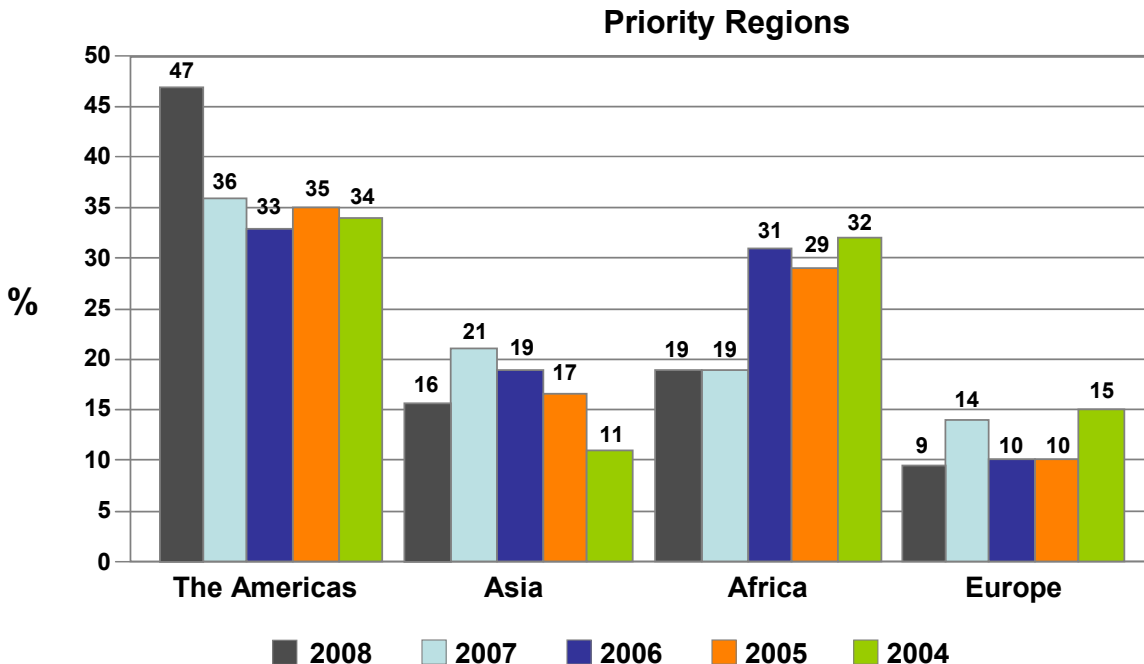


Regionally, British Columbians are significantly less concerned about the economy (19%) than other Canadians (28%). Atlantic Canada residents are the most concerned about the environment (32%), compared with 22% for the rest of Canada. Concern for the environment is greater among those with a university education, and is slightly higher among women than men and among public-sector rather than private-sector workers.

Atlantic residents are somewhat less concerned about Afghanistan (5%) compared with the rest of the country (8%). Prairie residents show slightly higher levels of concern about terrorism (4%) than the rest of the country (2%).

Regions: importance to Canada

The Americas continue to be the most important region for Canadians, and is cited as such by 47% of respondents. This represents a statistically significant 11-point increase from 2007, when 36% of respondents said the Americas were the most important region for Canada. Africa sits in a distant second place, at 19%, followed by Asia (16%) and Europe (9%), which fell five points from 14% in 2007.



Regionally, Prairie residents are the most likely to say the Americas are the most important priority for Canada (54%), compared with 46% for the rest of Canada.

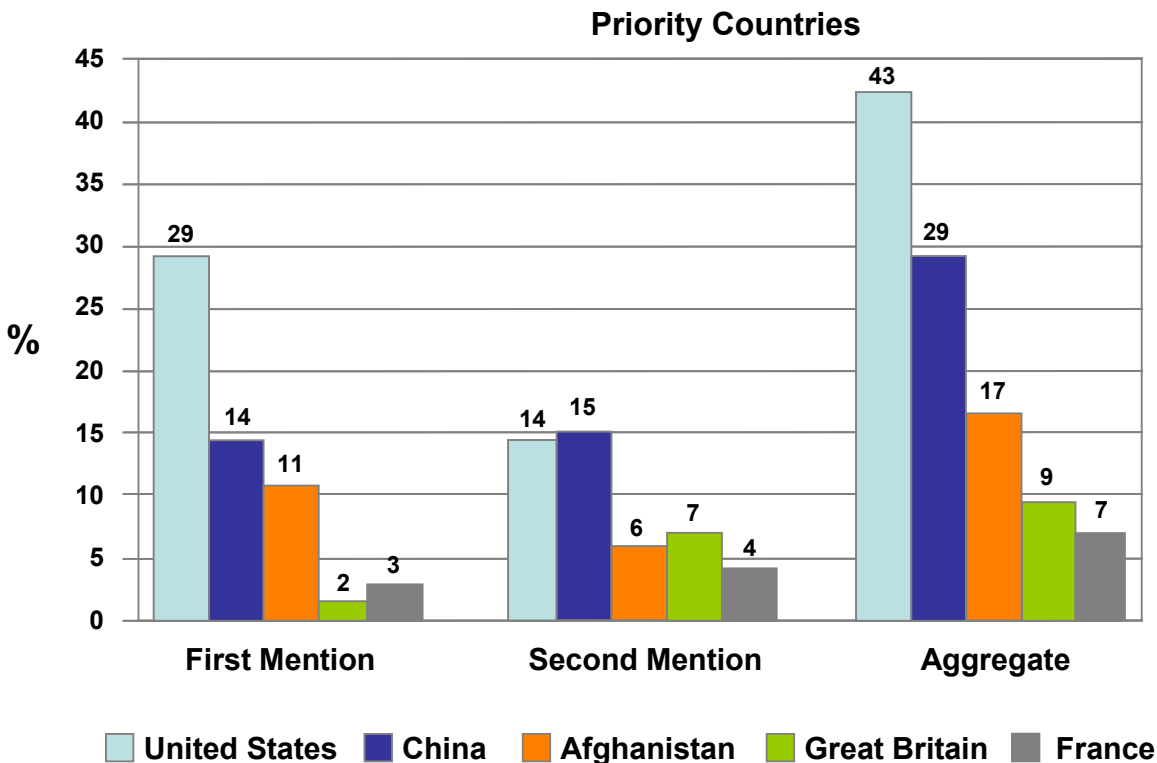
Residents of Quebec (at 23%) are more likely to say that Africa is important than are respondents from the rest of the country (19%). The importance of Asia is significantly higher in British Columbia (25%) than in the rest of Canada (17%). The importance of Europe as a priority is much higher in the Atlantic Provinces and Quebec (14% each), followed by the Prairies (9%), Ontario (7%) and, lastly, British Columbia (4%).

Men are more likely than women to say that the Americas are the most important priority. However, women (23%) are more likely than men (15%) to cite Africa as the most important priority, by a statistically significant margin of eight points. The percentage of respondents who believe that the Americas are the most important region to Canada rises as the age of respondents increases. 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 sits firmly in top spot as the most important foreign policy priority for Canadians. When asked an unprompted question, 29% of respondents say the United States is the most important foreign policy priority, an increase of eight points since last year, and 14% say China. China is named as the second most important priority by 15% of respondents, while 14% pick the United States. The percentage citing China as the most important country is down slightly from the 18% recorded in 2007. The findings signal that Canadians see the United States, with its new administration and an economic crisis to deal with, as the most 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 11% of respondents. France sits in fourth place with 3% of respondents. Great Britain, now in fifth place (cited by only 2% of respondents), has gradually declined as a foreign policy priority each year since the department started tracking these data in 2002.



There is some variance among Canadian regions regarding the importance of the United States as a foreign policy priority. Quebecers (34%) are the most likely to say the United States is their top foreign policy priority as a first mention, and Ontarians and Atlantic residents (at 26% each) are the least likely. As one would expect, China is seen as more significant in British Columbia (at 20%) than in the rest of Canada (at 14%).

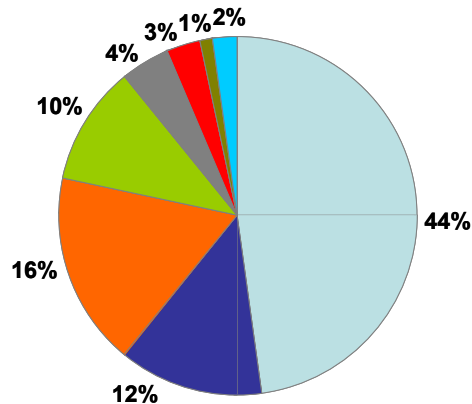
The importance of the United States, China and Afghanistan is higher among men than women, as well as among respondents with higher incomes and education.

Knowledge of the department

The department continues to have a relatively low profile among the Canadian public. A high number of Canadians (44%) say that they do not know which government department represents Canada's interests internationally, and a further 12% believe that no one represents Canada internationally. The tracking data suggest that the proportion of respondents saying they don't know which government department represents Canada internationally has increased by a statistically significant margin of eight points since 2007.

Only 16% correctly cite "Foreign Affairs and International Trade Canada," or "DFAIT," as the department's name; a further 10% cite the previous name, "Foreign Affairs Canada," which was used for a short period when the previous government was considering splitting the department into separate trade and foreign affairs ministries. The proportion of Canadians who cite "DFAIT" has remained steady since 2006.

Can Canadians Name the Department?

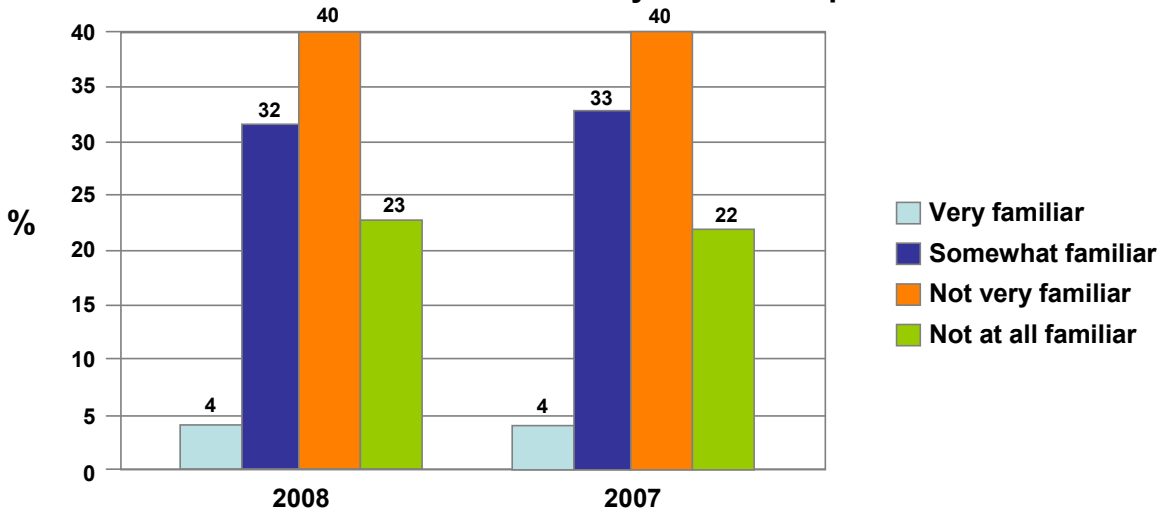


■ Don't know ■ No one ■ Foreign Affairs and International Trade Canada/DFAIT
■ Foreign Affairs Canada ■ External Affairs ■ Passport Office
■ Foreign Affairs Office ■ Immigration ■ DND

Only 13% of Atlantic Canada residents are able to name DFAIT, compared with 17% of Canadians in the rest of the country. 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 (21% vs. 12%).

When asked about their level of familiarity with the department, only 4% of Canadians say they are very familiar, with a further 32% saying they are somewhat familiar. More than three in five Canadians (63%) say they have little or no knowledge about the department's activities. These figures remain generally the same as those recorded in 2007, when 37% said they were familiar with the department's activities and 59% said they were not.

Familiarity with the Department



Overall, familiarity with the department is highest among residents of Ontario (41%), followed by British Columbia (39%), and the Prairies (37%). Familiarity is slightly lower in the Atlantic region (35%) and lower still among Quebecers (25%). Familiarity rises with income and education levels and is higher among men than women.

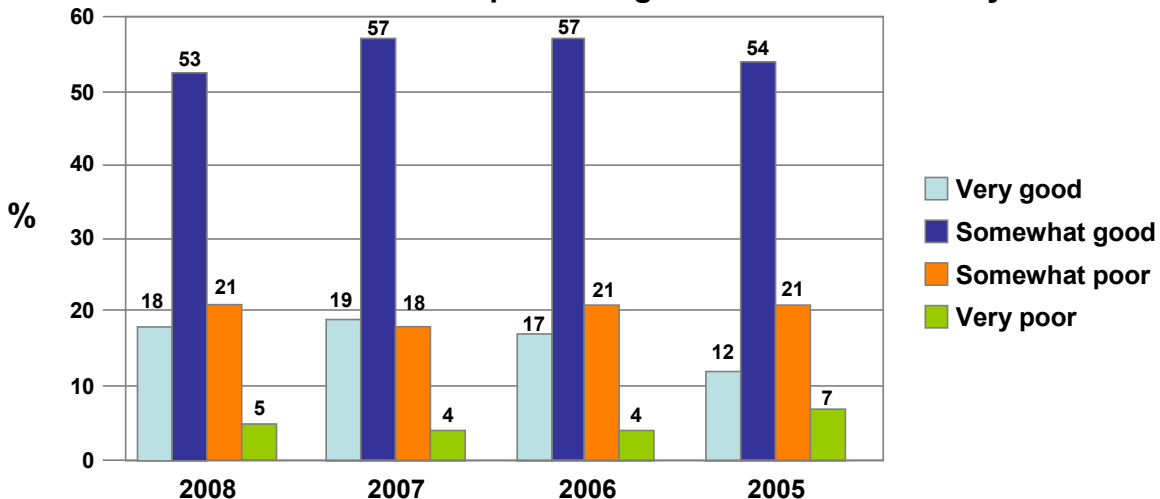
Departmental performance

This section summarizes the views of the 36% of respondents who say they are familiar with the department.

Representing Canada's interests internationally

Among Canadians who say they are familiar with the department's activities, 71% say the department's diplomats perform well when representing Canada's interests internationally. This reveals a modest downward shift of five points since 2007. By contrast, just over one quarter (26%) say the department's diplomats perform poorly when representing Canada internationally.

Representing Canada Internationally

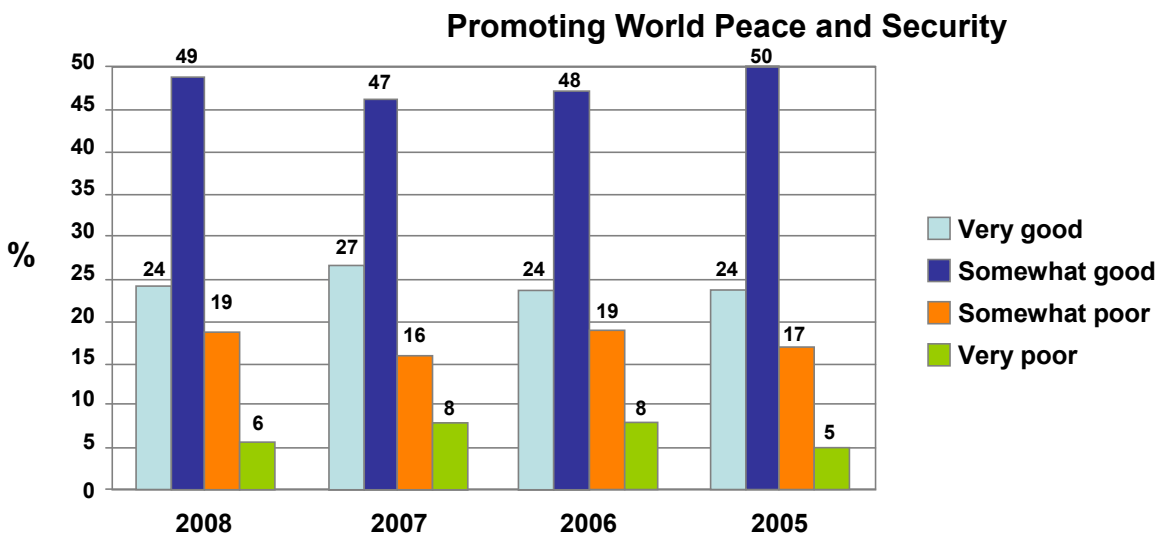


Note: Questions on performance were only asked of those who are very or somewhat familiar with the activities of the department.

There is little variance among regions when it comes to the department’s performance. Ontarians, British Columbians (at 69% each) and Quebecers (at 70%) are least likely to say the department’s diplomats perform well, whereas Prairie and Atlantic residents (at 76% each) are most likely to give a good grade for departmental diplomats representing Canada’s interests internationally.

Promoting world peace and security

Public satisfaction with the department’s efforts to promote peace and security is high, with 73% saying that Canadian diplomats do a good job. This proportion has declined somewhat 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 staying out of the war in Iraq.



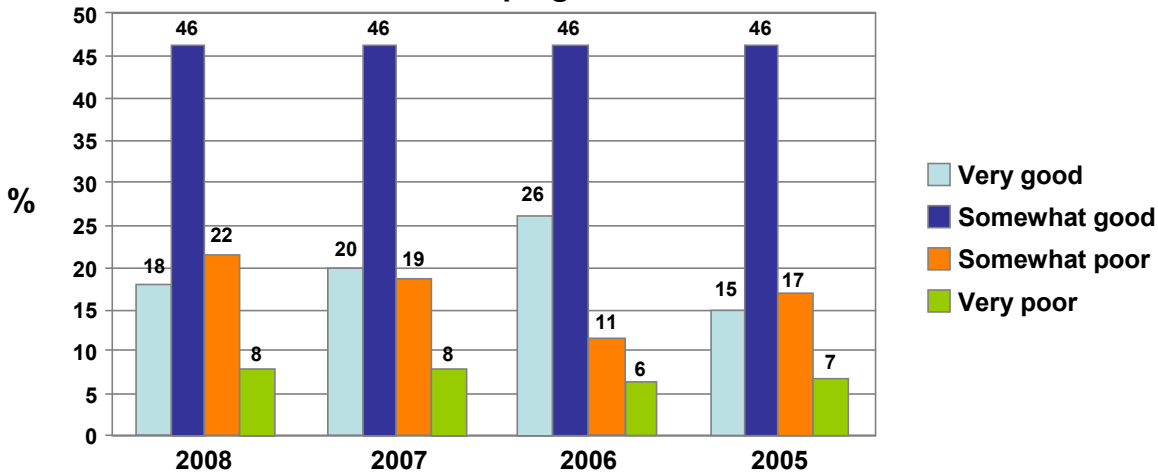
Note: Questions on performance were only asked of those who are very or somewhat familiar with the activities of the department.

The percentages vary considerably across the country. More than four in five Atlantic residents (82%) say the department performs well when promoting international peace and security. This is followed by 77% in Atlantic Canada, 74% in the Prairies, 65% in British Columbia and 64% in Quebec. Variances across all other demographic variables are unremarkable.

Helping Canadian travellers abroad

When it comes to providing consular services, 64% of Canadians say the department’s consular representatives abroad do a good job (18% say very good). This represents an eight-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.

Helping Canadian Travellers Abroad



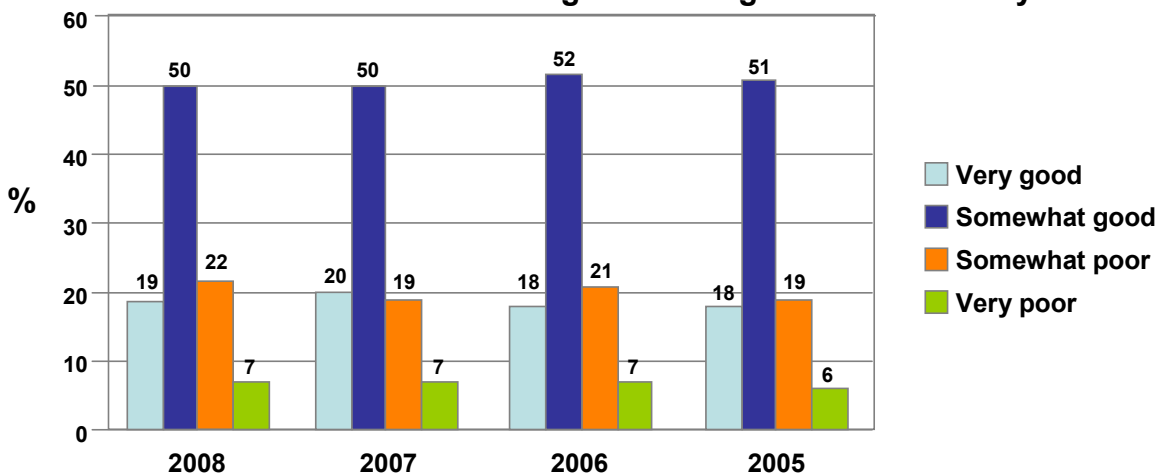
Note: Questions on performance were only asked of those who are very or somewhat familiar with the activities of the department.

Canadians from all regions give the department high marks for consular representation, from a high of 71% in the Prairies to a low of 55% in Quebec. 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 (69%), with 19% 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 four years, down slightly from 2004 and down slightly more from the 75% who responded this way in 2003.

Promoting Human Rights Internationally

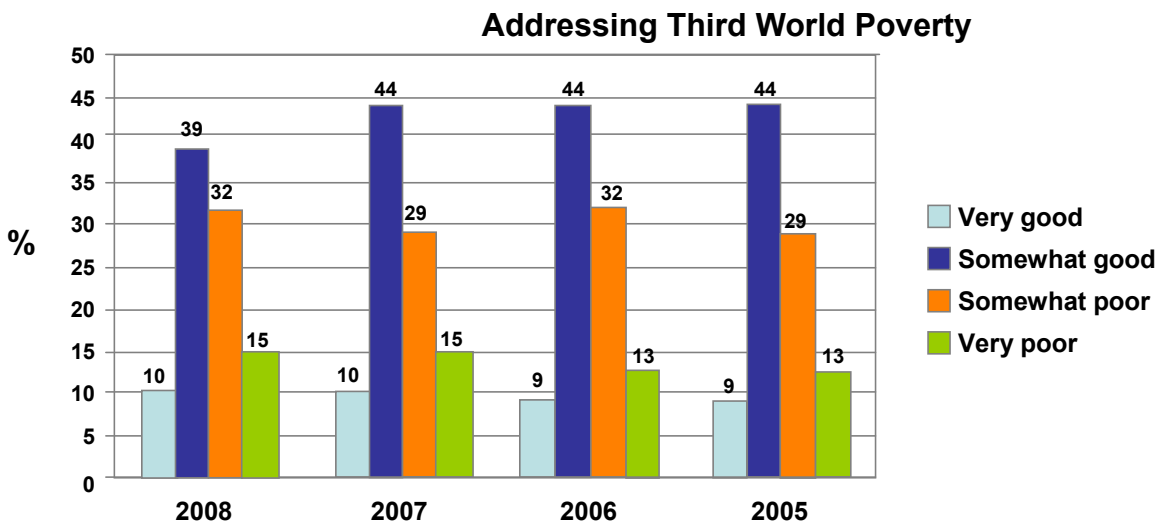


Note: Questions on performance were only asked of those who are very or somewhat familiar with the activities of the department.

Residents of British Columbia (77%) are most likely to say that DFAIT’s diplomats are doing a good job promoting human rights internationally, followed by Atlantic residents at 76%. These figures are higher by a statistically significant margin when compared with the rest of Canada (at 67%).

Addressing Third World poverty

The public is ambivalent when it comes to addressing Third World poverty. Nearly one half of Canadians (49%) say that departmental diplomats perform well. This represents a five-point decline since this question was asked last year. Almost as many Canadians (47%) are just as likely to say that the department fares poorly when addressing the problem of poverty in developing countries. The performance scores on this indicator are significantly lower than on all the others.



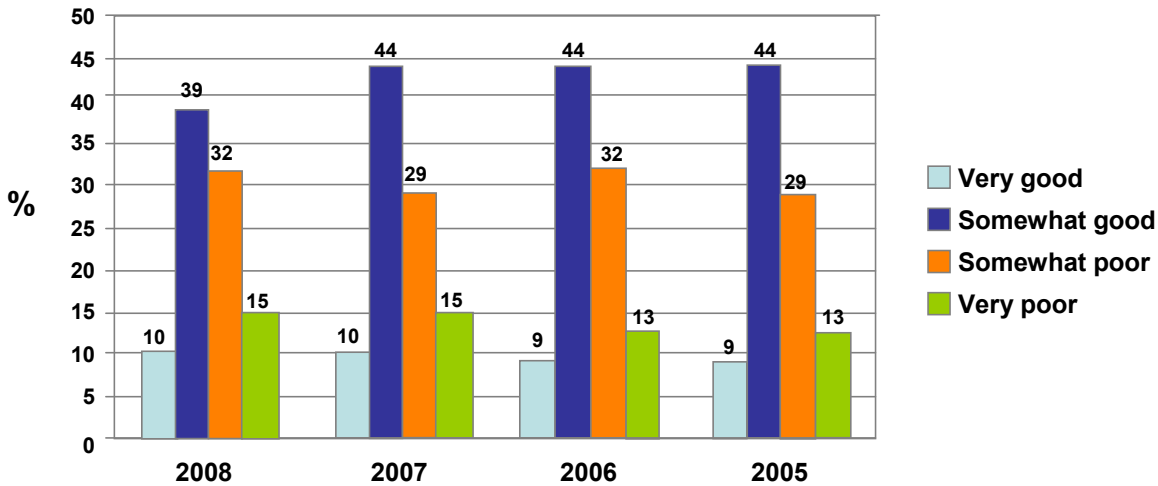
Note: Questions on performance were only asked of those who are very or somewhat familiar with the activities of the department.

Prairie residents (at 60%) are more likely by a statistically significant margin to say that Canada does a good job of tackling the problem of world poverty than the rest of the country (49%). Also, those Canadians who are satisfied with the Government of Canada are much more likely to give a positive grade than those who are not. Canadians with a university degree are much less likely, at 45%, to say that the department does a good job of addressing Third World poverty compared with other educational cohorts (60%). Respondents who are satisfied with government performance overall are much more likely to say that DFAIT performs well on this indicator, at 70%, than those who are dissatisfied (38%).

Canada’s international stature

Nearly seven in 10 Canadians (69%) say that Canada’s international stature was good last year (with 16% saying it was very good). The proportion of Canadians who share this view has remained the same since 2006.

Canada's International Stature



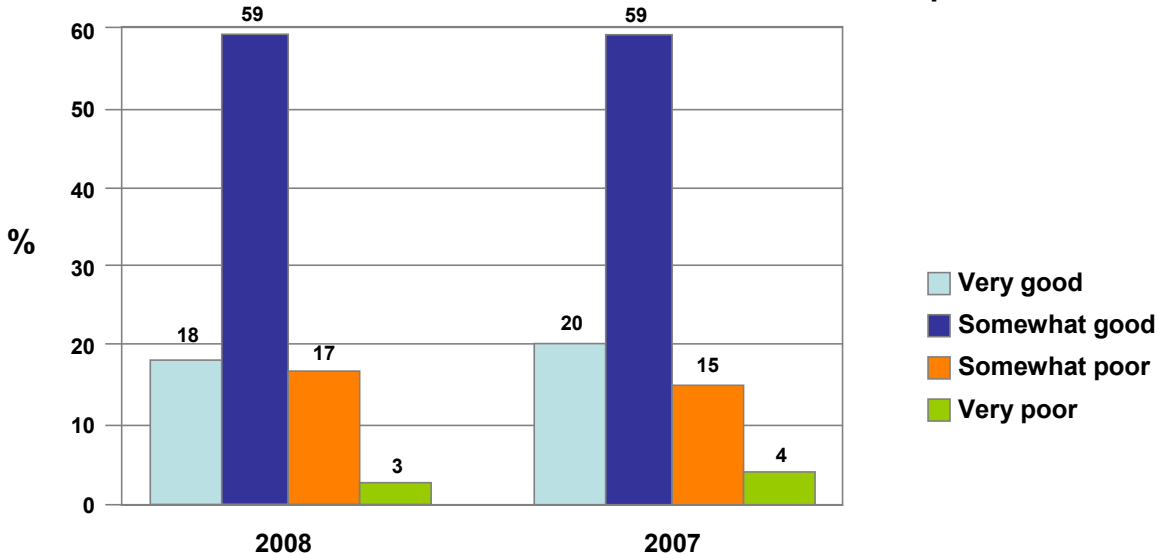
* The neutral/undecided category was taken out of the response bank in 2006.

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 (71%). Respondents who are generally satisfied with the Government's performance are much more likely, at 83%, to say that Canada's international stature was good last year than those who are dissatisfied (60%).

The Canada-U.S. relationship

Just over three quarters of Canadians (77%) say that Canada's relationship with our most important trading partner is good (with 18% saying that it is very good). This represents a slight decline from last year, but is still within the margin of error.

The Canada-U.S. relationship

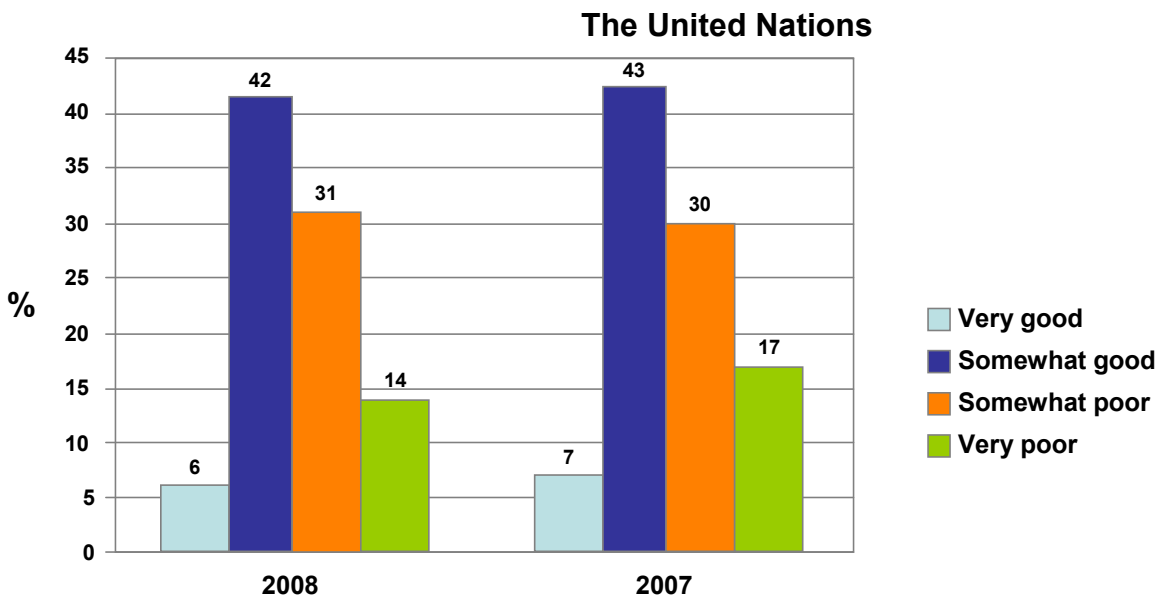


* The neutral/undecided category was taken out of the response bank in 2006.

Regionally, Prairie residents (79%) are more likely to say that Canada-U.S. relations are good, followed by Ontarians and Atlantic residents (78% each), British Columbians (74%) and Quebecers (72%). Men (79%) are more likely than women (74%) to say that relations between the two countries are good.

The United Nations

Nearly one half of Canadians (48%) believe that the United Nations is an effective organization. This is roughly the same result as in 2007, when 50% responded this way. Nevertheless, current public opinion is nearly split on the issue, with 45% of respondents saying the organization is ineffective.



* The neutral/undecided category was taken out of the response bank in 2006.

Atlantic Canada respondents are more likely than other Canadians to say the United Nations is effective (53% vs. 48%). 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 2005.) Women, at 52%, are more likely than men—by a statistically significant margin of nine points (43%)—to say that the UN is effective.

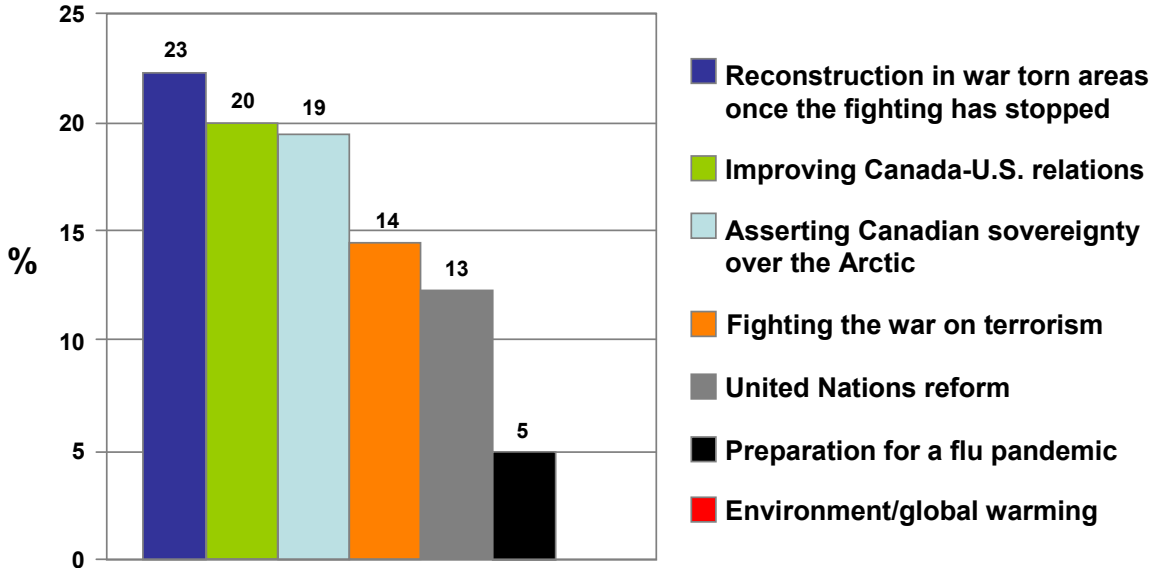
International policy priorities

First priority

When given a list of foreign policy priorities, 23% of Canadians say the most pressing priority is undertaking reconstruction in war-torn areas once fighting has stopped. For other respondents, the most important priorities are improving Canada-U.S. relations (20%), asserting sovereignty over the

Arctic (19%), fighting the war on terrorism (14%), which is down five points from 2007, reforming the United Nations (13%) and preparing for a flu pandemic (5%), which has dropped by seven points since 2006. Notably, this survey went to field before the outbreak of the H1N1 flu virus in Mexico. Also, there were only seven mentions of the environment as a foreign policy priority (which does not even round up to 1%), yet the environment was one of the foremost issues at the beginning of the survey when Canadians were asked an open-ended question about which global problem should concern Canada the most.

First International policy priorities

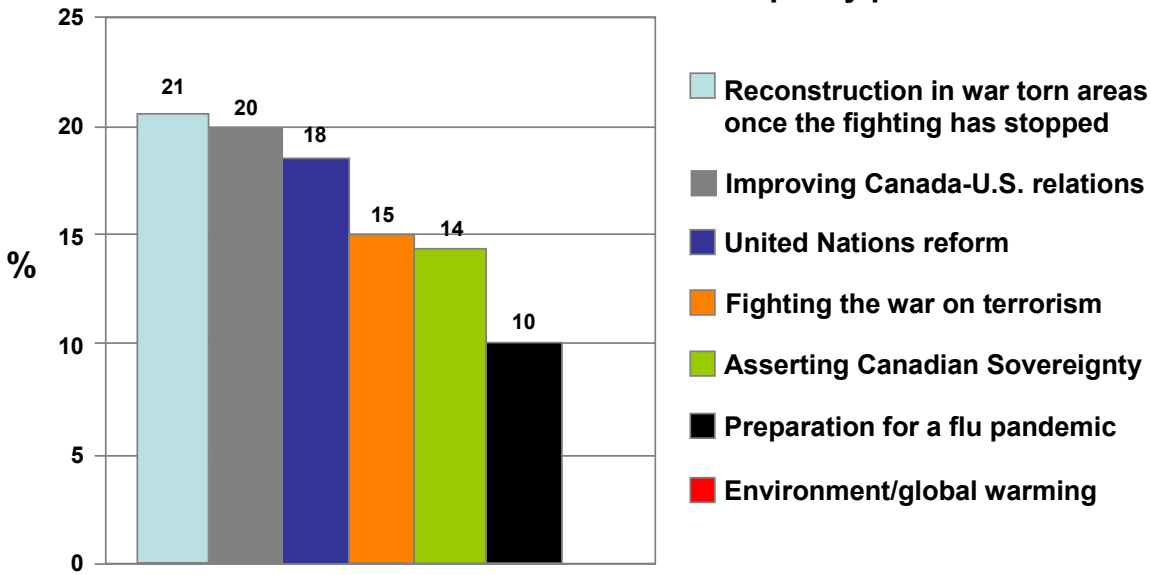


Regionally, there was little variance, with the exception of reconstruction in war-torn areas once fighting has stopped, which was viewed as a foremost priority by 26% of Quebecers compared with 22% for the rest of Canada. The percentage of Canadians who cite reconstruction in war-torn areas rises with each level of education, at 28% amongst those with university degrees and 20% among those in the other educational cohorts. Also, 26% of women say that it is a priority, at variance with only 20% of men. By contrast, fighting the war on terrorism is viewed—by a statistically significant margin—as a priority by Canadians with lower levels of education, at 23% for those who have completed high school or less against 12% for those holding a community college diploma or higher degree.

Second priority

Once they had identified a first international priority for Canada, respondents were asked to name a second priority. Twenty-one percent say undertaking reconstruction in war-torn areas should be Canada’s second priority, followed by 20% who say improving Canada-U.S. relations and 18% who say reforming the United Nations. Fighting the war on terrorism is a priority for 15% of respondents, as is asserting Canadian sovereignty over the Arctic (14%) and preparing for a flu pandemic (13%).

Second International policy priorities

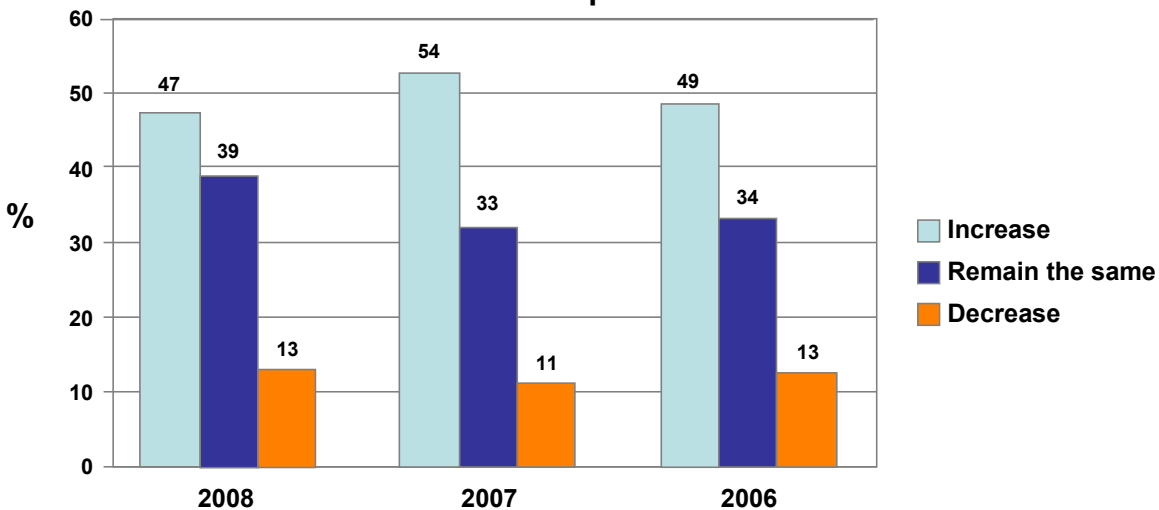


Regionally, Atlantic residents are less likely (at 16%) to say that improving Canada-U.S. relations is a second priority than respondents from the rest of Canada (20%). Only 10% of British Columbians say that fighting the war on terrorism is a second priority in contrast to 15% for all other regions of the country. Quebeckers, at 11%, are less likely to say that asserting sovereignty over the Arctic is a second priority compared to 15% across the rest of Canada. The percentage of Canadians saying that reforming the UN is a priority rises slightly with higher levels of education. Women, at 13%, are more likely than men, at 7%, to say that preparing for a flu pandemic is a second-tier foreign policy priority.

Canada’s importance over the next decade

Nearly one half of Canadians (47%) say Canada’s importance internationally will increase over the next decade. This represents a seven-point decline since the question was last asked in 2007 (54%). Nearly four in 10 respondents (39%) say that Canada’s importance will remain the same and 13% say it will decrease.

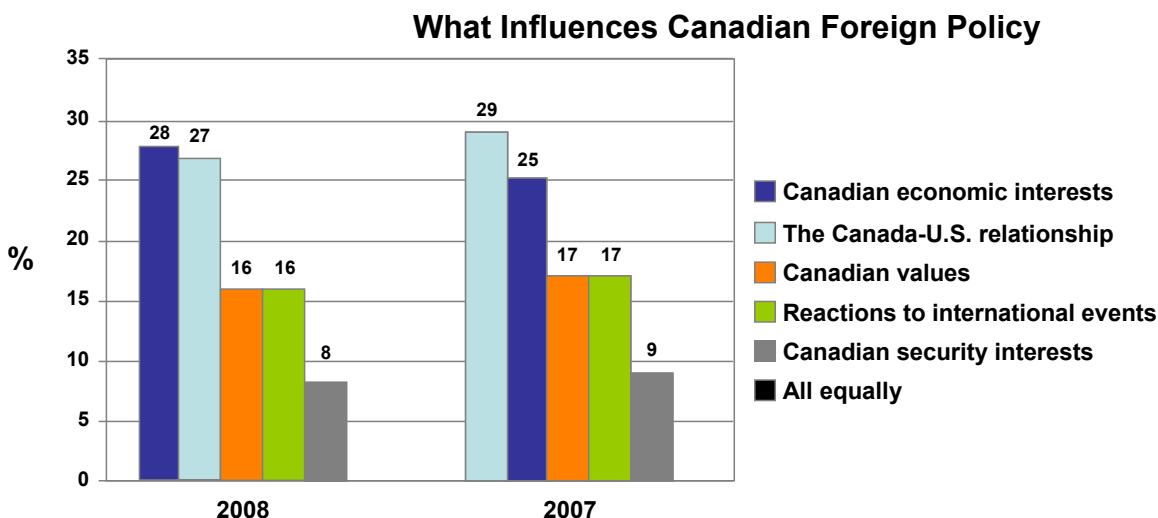
Canada’s importance over the next decade



Regionally, there are some differences worth noting: only 38% of Quebec residents say that Canada’s importance will increase over the next decade, whereas 49% of respondents across the rest of Canada share this view.

Influences on Canadian foreign policy

Nearly three in 10 Canadians (28%) say that Canadian economic interests have the strongest influence on Canada’s foreign policy. A further 27% say the Canada-U.S. relationship has the strongest influence, a seven-point decline since 2006. Sixteen percent say that Canada’s foreign policy is a reflection of Canadian values, and a further 16% say that it is tied to international events. Eight percent say it is driven by security interests.

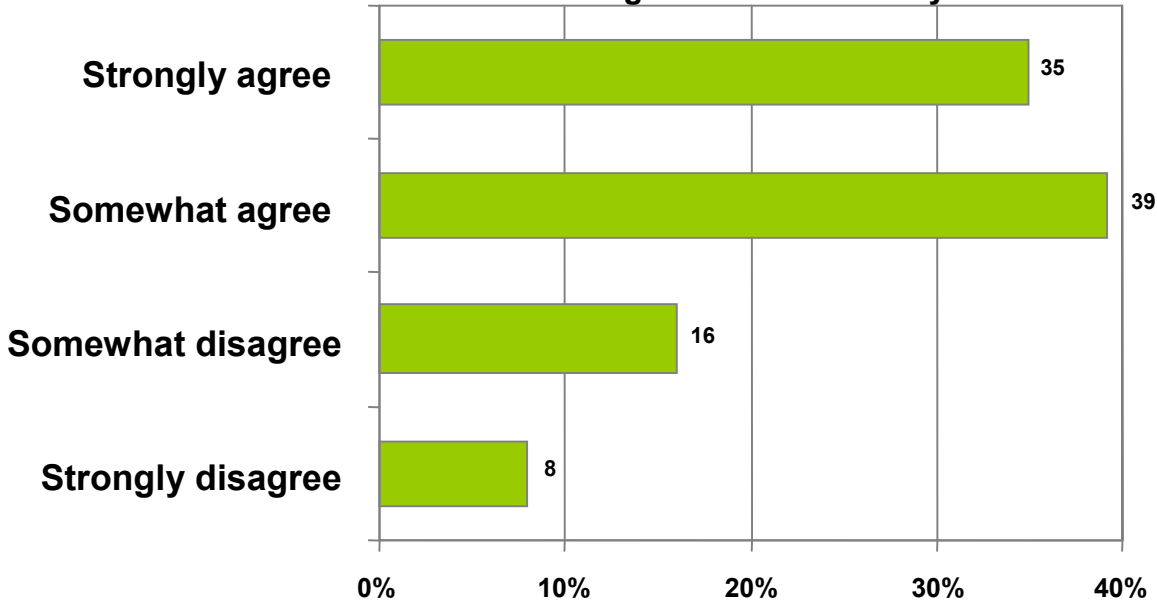


Regionally, Quebecers are the least likely to say that foreign policy is driven by Canada’s relationship with the United States (at 22% compared to 29% for the rest of Canada). Quebecers are also least likely to share the view that foreign policy is driven by international events (12% compared to 17% for the rest of the country). However, they are most likely to say that Canada’s foreign policy is a reflection of Canadian values, at 19%, whereas only 14% share this view across the rest of Canada.

International trade

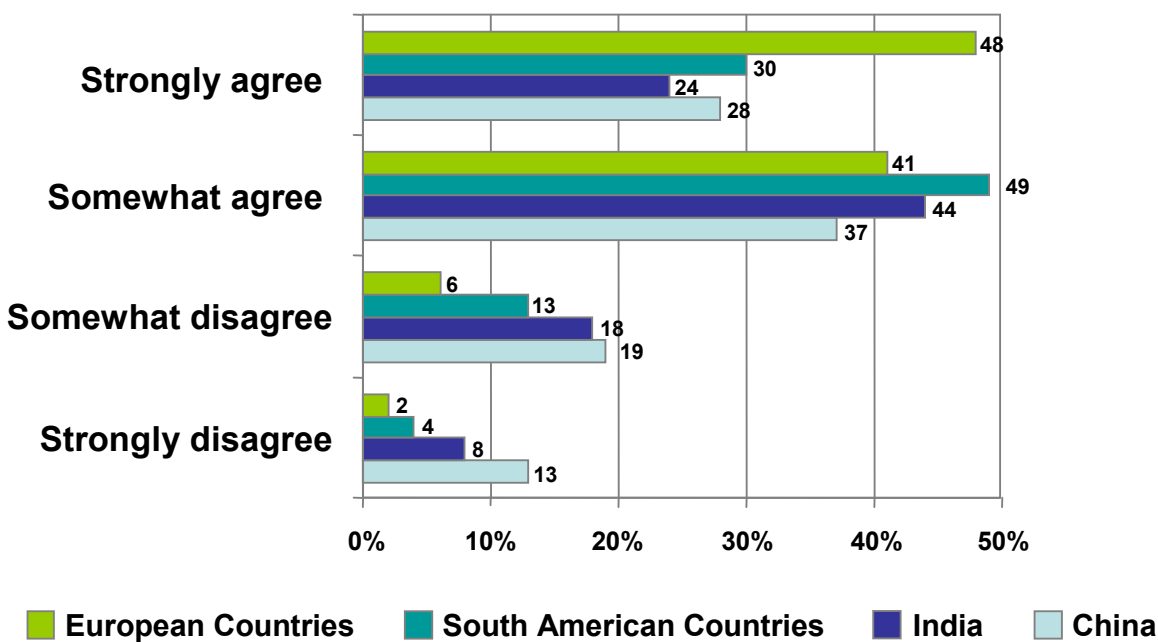
Turning to free trade agreements, Canadians think negotiating such agreements should be a priority for their government. Nearly three quarters of respondents (74%) agree (and 35% strongly agree) that new trade agreements are the way of the future. This represents an eight-point increase from the 66% who responded this way in the International Trade and Investment Tracking Survey conducted for the department in 2007.

Trade Agreements: A Priority

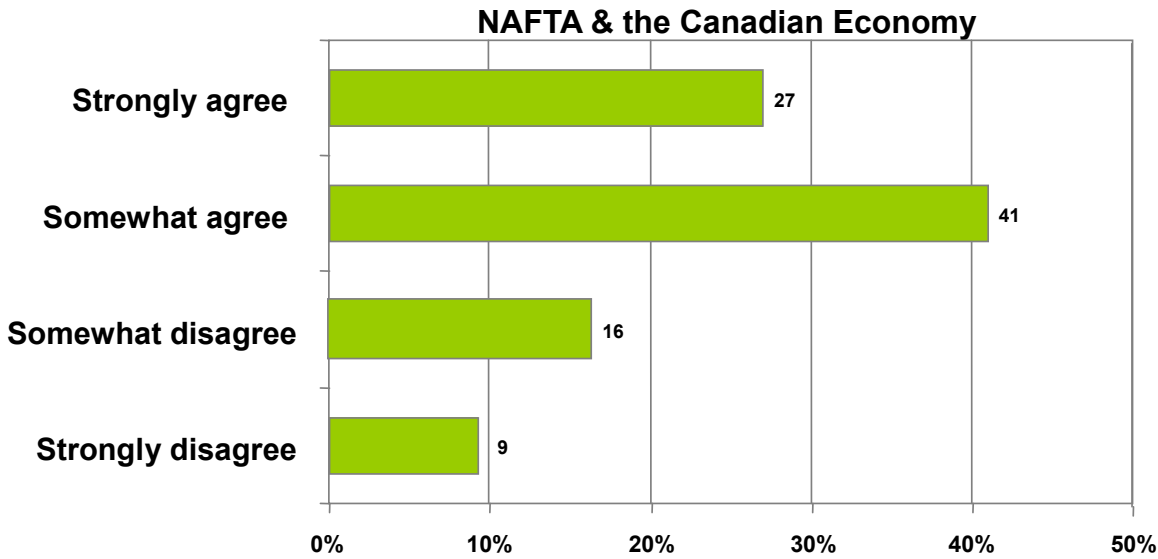


There is not that much difference among regions of Canada when it comes to enthusiasm for new trade agreements: Prairie residents (78%) are most likely to favour new trade agreements, whereas British Columbians (71%) are least likely to favour them.

Respondents were given a list of regions/countries to choose from as potential free trade partners: 89% agree that Europe should be the focus of Canada's efforts. South American countries are supported by 79%, India 68% and China 65%. Regional and demographic indices are remarkably similar for each country.

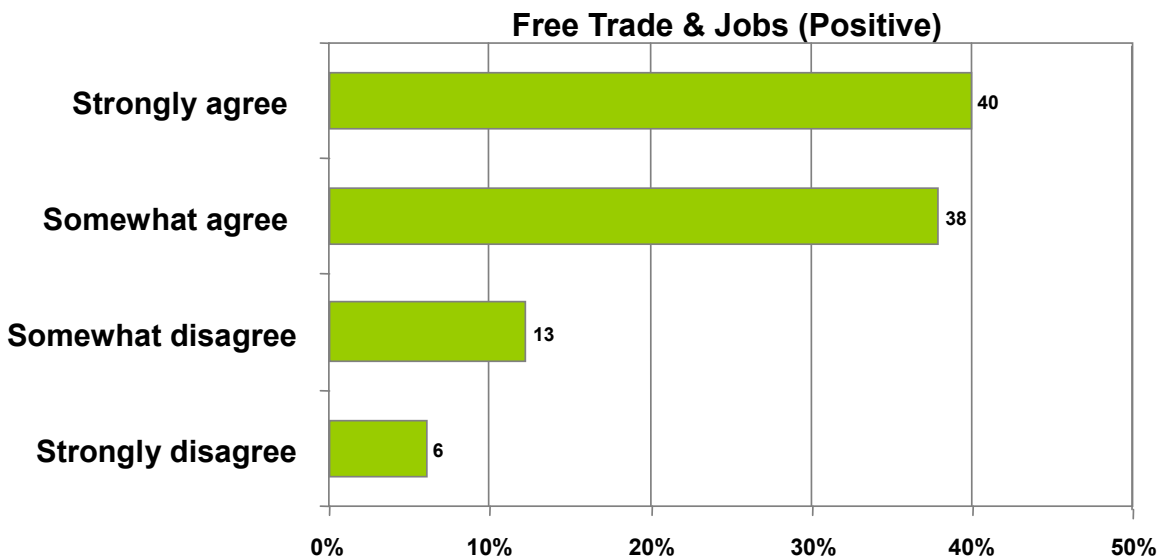


More than two thirds of Canadians (68%) believe free trade agreements such as NAFTA have a positive impact on the Canadian economy.

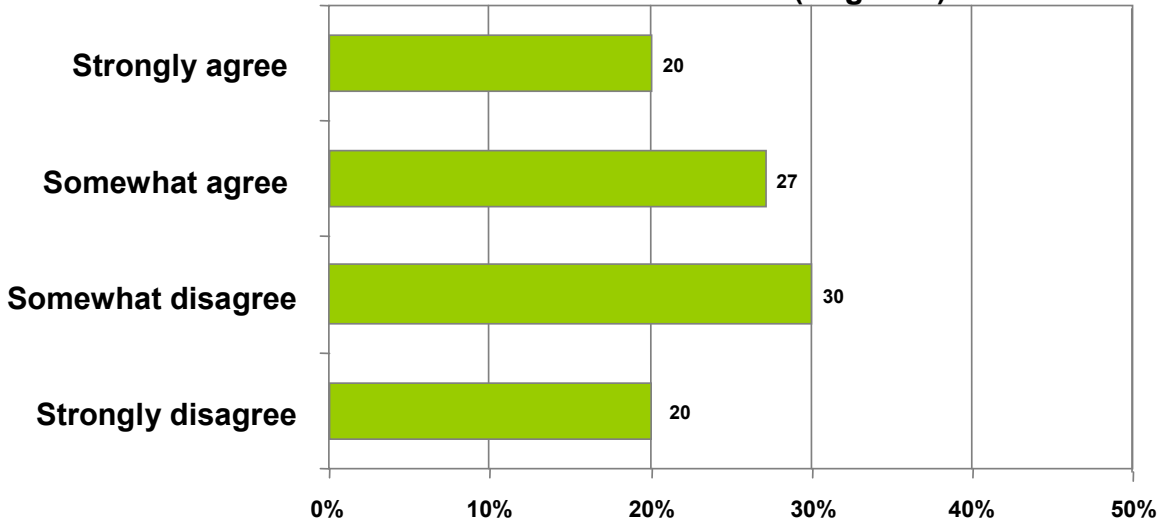


Residents of British Columbia, at 61%, are least likely to say that free trade agreements like NAFTA have had a positive impact in general on the Canadian economy, unlike the rest of Canada, where 69% hold that view. While the results from British Columbia are mainly positive, it does suggest that there remains a degree of scepticism after the softwood lumber dispute, which had a negative effect on the lumber industry in that province over a period of several years.

Canadians send mixed messages when asked about the impact of free trade on jobs: one survey question reveals that a strong majority (78%) agree trade has a positive impact on jobs in Canada, but a second, asking whether trade has a negative impact, shows opinion is split (47% in agreement and 50% in disagreement). This suggests that negative messages about free trade in the media could affect public opinion on trade issues.



Free Trade & Jobs (Negative)

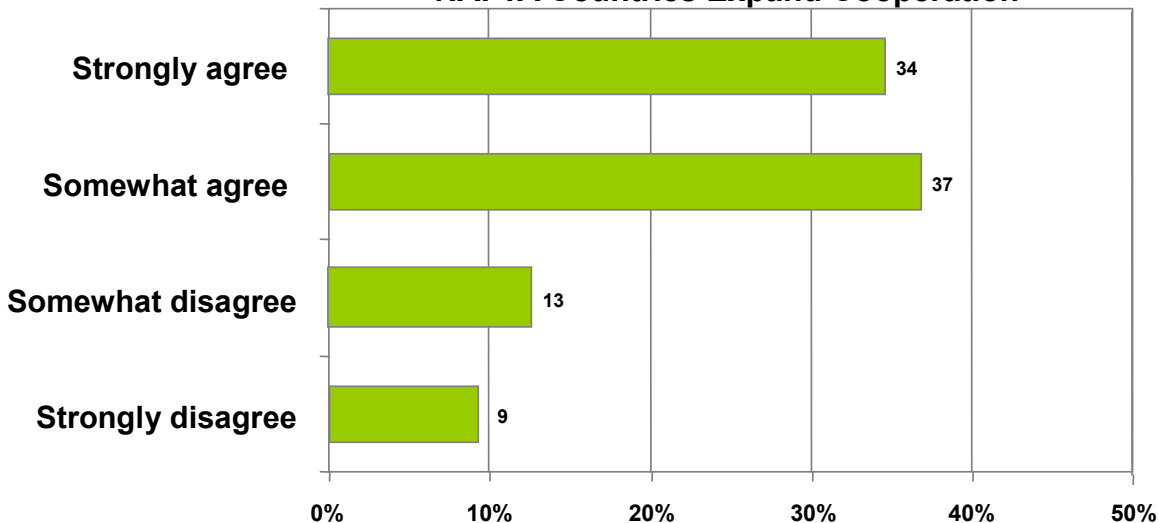


Prairie residents are those who most agree (at 84%) that trade agreements have a positive effect on the number of jobs in Canada, followed by people in British Columbia (81%), the Atlantic region (80%), Ontario (78%) and in Quebec (72%).

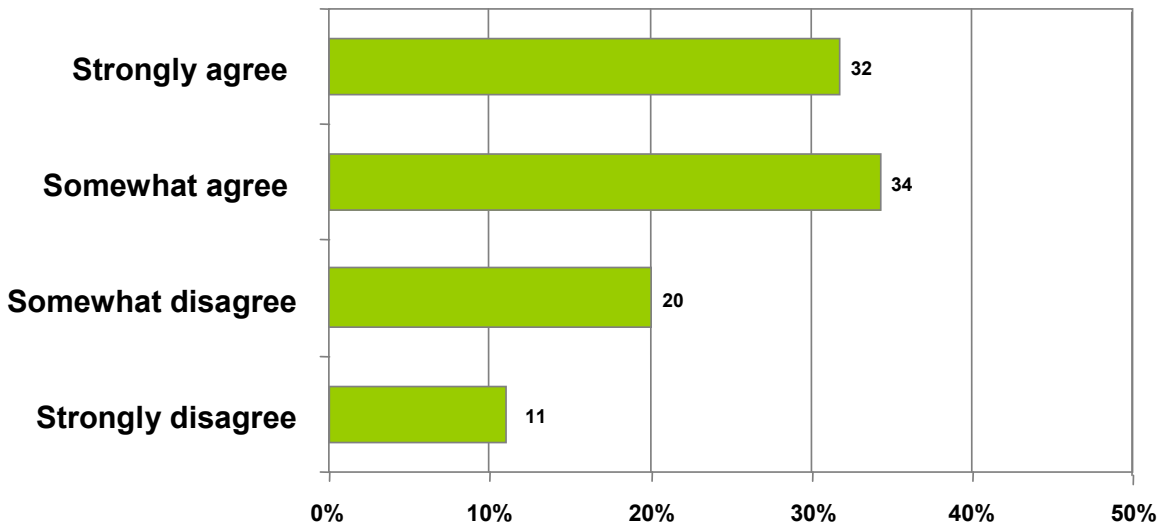
When it comes to negative messaging about free trade and jobs, Prairie residents are the least likely to change their minds, with 37% saying that trade has a negative impact on jobs compared with 50% for the rest of the country.

Canadians do not see greater trade cooperation and protectionism as mutually exclusive practices. More than two thirds of respondents (71%) say Canada, the United States and Mexico should expand their cooperation under NAFTA. Conversely, 66% of Canadians are just as likely to say the NAFTA partners should act more independently to protect their domestic industries.

NAFTA Countries Expand Cooperation



NAFTA Countries Act More Independently



British Columbians are least likely to agree that expanding cooperation under NAFTA is a good idea, at 58%, whereas 72% in the rest of the country agree that it would be a good idea. Having said this, when asked if individual NAFTA members should work to protect their domestic industries, 72% in the Atlantic provinces and Quebec think that a degree of protectionism is appropriate. Across the rest of the country, protectionist sentiment is lower by a statistically significant margin (at 63%).

Appendix 1- Survey Instrument English/French

FC84 Omnibus Questions - English
Corporate Communications Strategy

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/financial crisis
- 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 (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/DFAIT
- 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 Canada's Foreign Affairs 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

22F. I am going to read you a list of statements about international trade. Can you tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

READ AND ROTATE

a. International trade has a positive impact on the number of jobs in Canada.

01 – Strongly agree

02 – Somewhat agree

03 – Somewhat disagree

04 – Strongly disagree

VOLUNTEERED

99 - DK/NA

b. International trade has a negative impact on the number of jobs in Canada.

c. Free trade agreements, such as NAFTA, have a positive impact overall on the Canadian economy.

d. The negotiation of free trade agreements should be a priority for the Government of Canada.

e. Canada, the US and Mexico should expand their cooperation under NAFTA.

f. Canada, the US and Mexico should act more independently and work to protect their domestic industries.

g. Canada should create stronger trade ties with European countries.

h. Canada should create stronger trade ties with South American countries.

i. Canada should create stronger trade ties with India.

j. Canada should create stronger trade ties with China.

Appendix 2- Technical Report

The effective response rate for the survey is eight percent.¹ This is calculated as the number of responding participants (completed interviews, disqualifications and over-quota participants – 2,491), divided by unresolved numbers (e.g., busy, no answer – 6,468) plus non-responding households or individuals (e.g., refusals, language barrier, missed callbacks – 21,956) plus responding participants (2,491) [R/(U+IS+R)]. The disposition of all contacts is as follows.

Completion results	
Total sample dialled	38,102
UNRESOLVED NUMBERS (U)	6,468
Busy	196
No answer	2,156
Answering machine/voicemail	4,116
RESOLVED NUMBERS (Total minus Unresolved)	31,634
OUT OF SCOPE (Invalid/non-eligible)	7,187
Non-residential	560
Not-in-service	5,850
Fax/modem	777
IN SCOPE NON-RESPONDING (IS)	21,956
Refusals – household	13,660
Refusals – respondent	4,657
Language barrier	929
Callback missed/respondent not available	2,488
Break-offs (interview not completed)	222
IN SCOPE RESPONDING (R)	2,491
Disqualified	0
Quota filled	470
Completed	2,021
RESPONSE RATE [R / (U + IS + R)]	8%

¹ This response rate calculation is based on a new formula recently developed by MRIA in consultation with the Government of Canada (Public Works and Government Services).