



Research study: Italian Perceptions of Comprehensive Economic and Trade Agreement (CETA) and the Reputation of Canadian Products

Prepared for Global Affairs Canada

Supplier Name: Leger Marketing Inc.

Contract Number: 08283-190680/001/CY

Contract Value: 78,044.02\$ (including HST)

Award Date: February 14, 2020

Delivery Date: March 09, 2021

Registration Number: POR 104-19

For more information on this report, please contact: POR-ROP@international.gc.ca

Ce rapport est aussi disponible en français

This public opinion research report presents the results of an online survey conducted by Leger Marketing Inc. on behalf of Global Affairs Canada. The research study was conducted in January 2021 with 2,000 Italians.

Cette publication est aussi disponible en français sous le titre *Perceptions des italiens à l'égard de l'accord économique et commercial global (AECG) entre le Canada et l'Union européenne et de la réputation des produits canadiens*.

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Global Affairs Canada

125 Sussex Drive

Ottawa, Ontario

Catalogue Number: FR5-179/2021E-PDF

International Standard Book Number (ISBN): 978-0-660-37959-3

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1. Executive Summary

Leger is pleased to present to Global Affairs Canada this report on the results of a quantitative survey on Italian perceptions of Canada and the Comprehensive Economic Trade Agreement (CETA).

This report was prepared by Leger, which was mandated by Global Affairs Canada (contract No. 08283-190680/001/CY, granted on February 14, 2020, and that has a value of 78,044.02\$), in partnership with its counterpart: BVA-Doxa.

1.1 Background and objectives

The Canada-European Union Comprehensive Economic Trade Agreement (CETA) is a sensitive issue for Canada in Italy, where various sectorial players (particularly in the agricultural sector) are trying to influence political actors to limit the access of Canadian products to the Italian market or to induce them to reject the agreement. At the heart of this campaign, led by Italian actors against the free trade agreement, is the reputation of Canadian products, particularly agri-food products (including wheat), and Canadian brands.

It is in this highly contentious context that Global Affairs Canada commissioned a survey of the general population in Italy to explore Italians' perceptions of Canada, in general, but also of Canadian products and the safety of Canadian agri-food products.

This study will support the Government of Canada's efforts to diversify its economic and trading partners. The ratification of the CETA is done individually by the EU member states. So far, more than half of the member states have ratified the agreement. Given the provisional application (it is currently being applied on a provisional basis), Canadians benefit already from the agreement.

Specifically, the research focused on the following key objectives:

- To determine whether Italians are for or against the CETA, and why;
- To understand Italian perceptions of Canadian food products, including agri-food;
- To determine whether Italians feel that Canadian agri-food products are safe to consume; and
- To understand Italian perceptions of Canada, and Canadians more generally.

1.2 Methodology

To achieve the goals of the study, a quantitative research plan based on a hybrid telephone methodology (landline and cellphone) was developed. Telephone surveys were completed using computer-assisted telephone interviewing (CATI) technology. Data collection for this survey took place between January 14 and 31, 2021. A total sample of 2,000 Italians ages 18 and over living in all regions of Italy were surveyed. The overall response rate for the survey was 21.22%.

Particular attention was paid to ensure that the distribution of respondents was representative of the general population, while ensuring that a minimum number of respondents from each region of the country was surveyed. Using data from the most recent Italian census, the results were weighted according to age, gender, and region.

Since survey respondents were randomly selected, the sample collected has the characteristics of a probability sample. The results of this survey are representative of the state of opinion of the Italian population. The margin of error for a probability sample of this size is $\pm 2.19\%$, and that is 19 times out of 20 (confidence interval of 95%).

Details of the methodology and the survey questionnaire have been appended to this document (please refer to [Appendix A: Detailed research methodology](#) and [Appendix B: Survey questionnaire](#)).

1.3 Overview of the study findings

1.3.1 General perception of Canada

While most Italians are unfamiliar with Canadian geography, 3 out of 10 respondents have some connection to Canada (whether having visited themselves or knowing friends and family who have visited), and approximately one quarter have plans to visit or do business with Canada. Younger respondents (ages 18 to 34), particularly, have stronger relationships with Canada and are more interested in visiting or doing business.

Canada's image has its strengths and weaknesses. Beyond the traditional and clichéd perceptions of Canada, namely large open spaces and beautiful landscapes, Italians have identified some of the core values of the Canadian identity, such as our vibrant economy (particularly standing out in terms of its cutting-edge technology, and education and research), high standard of living, commitment to the environment, and its multicultural society. Indeed, one of Canada's most distinguishing traits is its social model – more than 9 in 10 respondents agreed that Canada is socially innovative, respectful, and tolerant in terms of diversity. Despite this, Canada was not seen as strongly as being a feminist country; perceptions were also weaker with regards to its arts and culture scene.

Respondents were quite split on whether Canada shares more similarities or differences with the United States. While just over half of Italians felt that Canada is more similar to Europe than the US, approximately half also felt that Canada and the US share many similarities in terms of lifestyle and culture.

Without a doubt, Canada has a power of attraction among the Italians, as the highest-rated country out of 15, with a score that exceeded even Italy's (third behind Canada and Germany).

1.3.2 Perceptions of international trade

Italians largely recognize the benefits of international trade, frequently agreeing that Italy needs to increase its exports. It is a strong sign, then, that Canada is seen as an important economic partner for Italy and was considered the most reliable economic partner for Italy in a post-COVID world. Ultimately, more than 4 in 5 respondents were in favour of increasing trade between Italy and Canada.

Pharmaceuticals, maple syrup, and grains and wheat were the products that Italians are most interested in, as well as the products that garnered the highest confidence ratings amongst respondents (in addition to textiles and clothing). Overall, Canadian food products were considered the third safest, behind German and French food exports (Canada was the preferred oil importer, however).

While Italians are largely in favour of international trade agreements, and with increasing its exports, there is some apprehension: approximately half of the respondents indicated that foreign imports should be limited and are concerned about the impact of free trade agreements on Italy's job market.

1.3.3 Perceptions of CETA

Italy's opinion of CETA continues to develop, with only 1 in 5 respondents having heard of CETA prior to the survey and a lack of familiarity amongst those who had heard of it. Although there is some support for CETA (28%), Italians need to know more in order to feel that the trade agreement is good for Italy's economy – 70% were ultimately unable to say whether they support or oppose it. Knowing more about the benefits of CETA, approximately three-quarters of respondents agreed that CETA has much to offer to both Italy and Canada. Further improving perceptions of CETA is the knowledge that there are strict requirements for health and safety, that it opens up the possibility for temporary work in Canada, and the recognition of Italian agri-food geographical indications.

Finally, this quantitative study revealed an appetite for more information on CETA, particularly regarding the advantages for Italian consumers, export opportunities for Italy, and health regulations and issues. The most trustworthy and credible sources of information are agricultural producers, the Canadian government, and farmers' associations.

1.4 Use of results

The results of this research will enable Global Affairs Canada to update and adjust its messages to ensure that its awareness and communication strategies will have a positive impact on the target audience upon ratification of the CETA.

1.5 Notes on the interpretation of research findings

The observations expressed in this document do not reflect those of Global Affairs Canada. This report was drawn up by Leger based on research conducted specifically for this project. The results of this quantitative study are of a probabilistic nature and can be generalized to the entire Italian population.

Additional Information

Contract number: 08283-190680/001/CY

Contract value: \$78,044.20 (HST included)

Granted on: 14-02-2020

Date of delivery: 31-03-2021

Registration number: POR 104-19

1.6 Declaration of political neutrality and contact information

I hereby certify, as Senior Officer of Leger, that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and of the [Directive on the Management of Communications](#).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standing with the electorate, or ratings of the performance of a political party or its leaders.

Signed by:



Christian Bourque
Executive Vice-President and Associate
Leger
507 Place d'Armes, Suite 700
Montreal, Quebec
H2Y 2W8
cbourque@leger360.com

2. Perceptions of Canada

2.1 Canada versus other countries

In terms of overall opinions, Italians give an average score of 7.5 out of 10 to Canada, just a little higher than the score they give to their own country (Italy; 7.3). We can consider that Canada, Germany (7.4), Italy, and the United States (7.3) are on an equal footing. India was the only country not to cross the five points mark, with an average score of 4.9; Brazil (5.5), China (5.3), and Turkey (5.2) are not too far behind India, in terms of having a lower score.

Generally speaking, younger respondents (ages 18 to 34) reported slightly higher scores for other countries than older respondents (excluding Italy and Turkey, which were more favourably rated by older respondents).

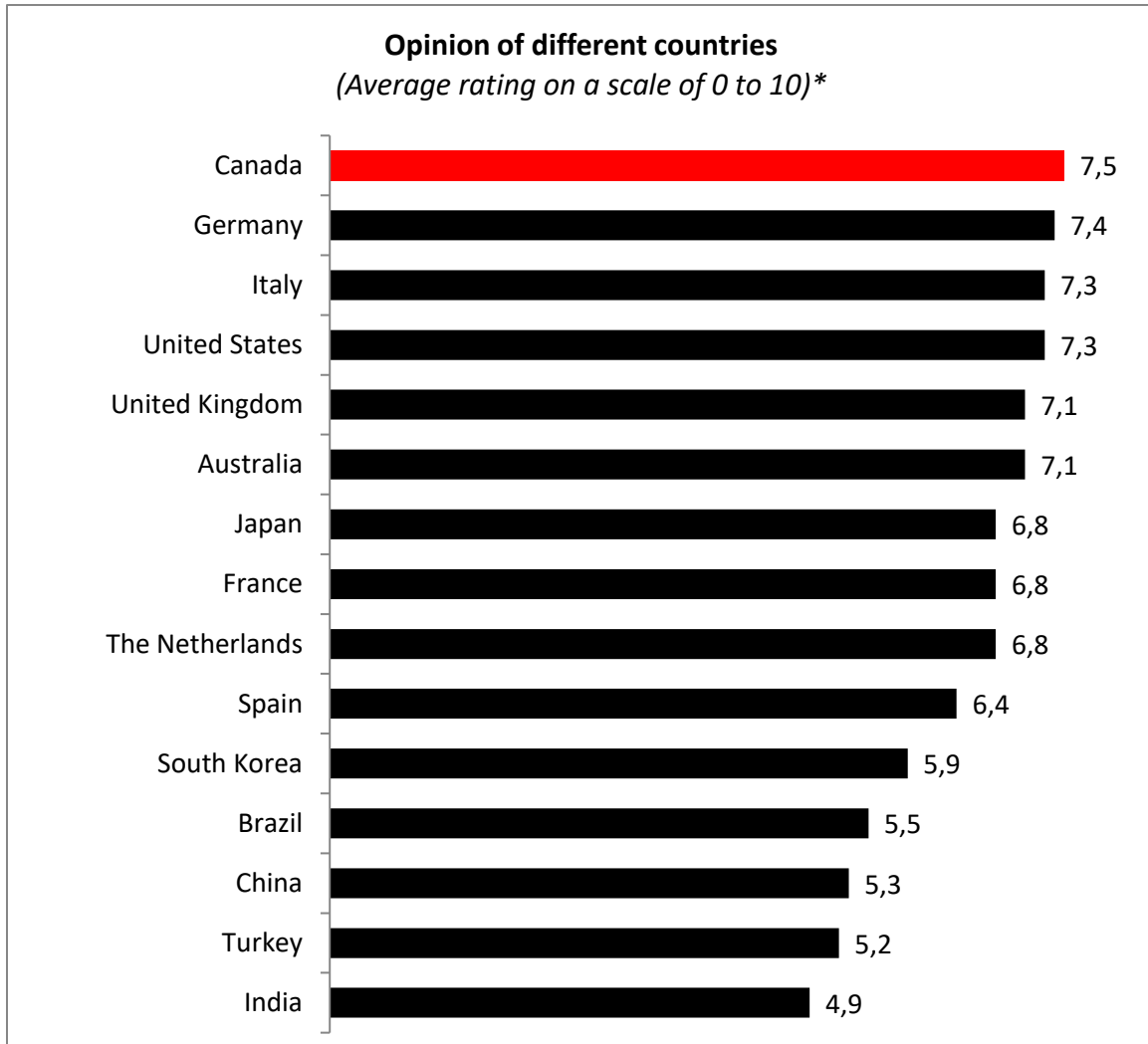


Figure 1. Answer to question 1: To begin, I would like you to rate your overall opinion of different countries on a scale of 0 to 100. "0" means that your perception of the country is VERY NEGATIVE and "100" means you have a VERY POSITIVE perception. Base: All respondents (n=2,000) * Responses were converted on a scale of 1 to 10.

More than 9 out of 10 respondents consider Canada (95%), Germany (95%), the United States (94%) and France (93%) to be reliable economic partners for Italy. Conversely, two thirds or fewer consider South Korea (67%), Brazil (67%), Turkey (62%), China (61%), and India (55%) to be reliable economic partners.

Men are more likely than women to consider South Korea, The Netherlands, India, and Brazil (somewhat/very) reliable economic partners for Italy, while younger respondents (ages 18 to 34) are more likely to consider Canada, the United States, the United Kingdom, France, Germany, China, Japan, South Korea, and The Netherlands to be “very reliable” economic partners.

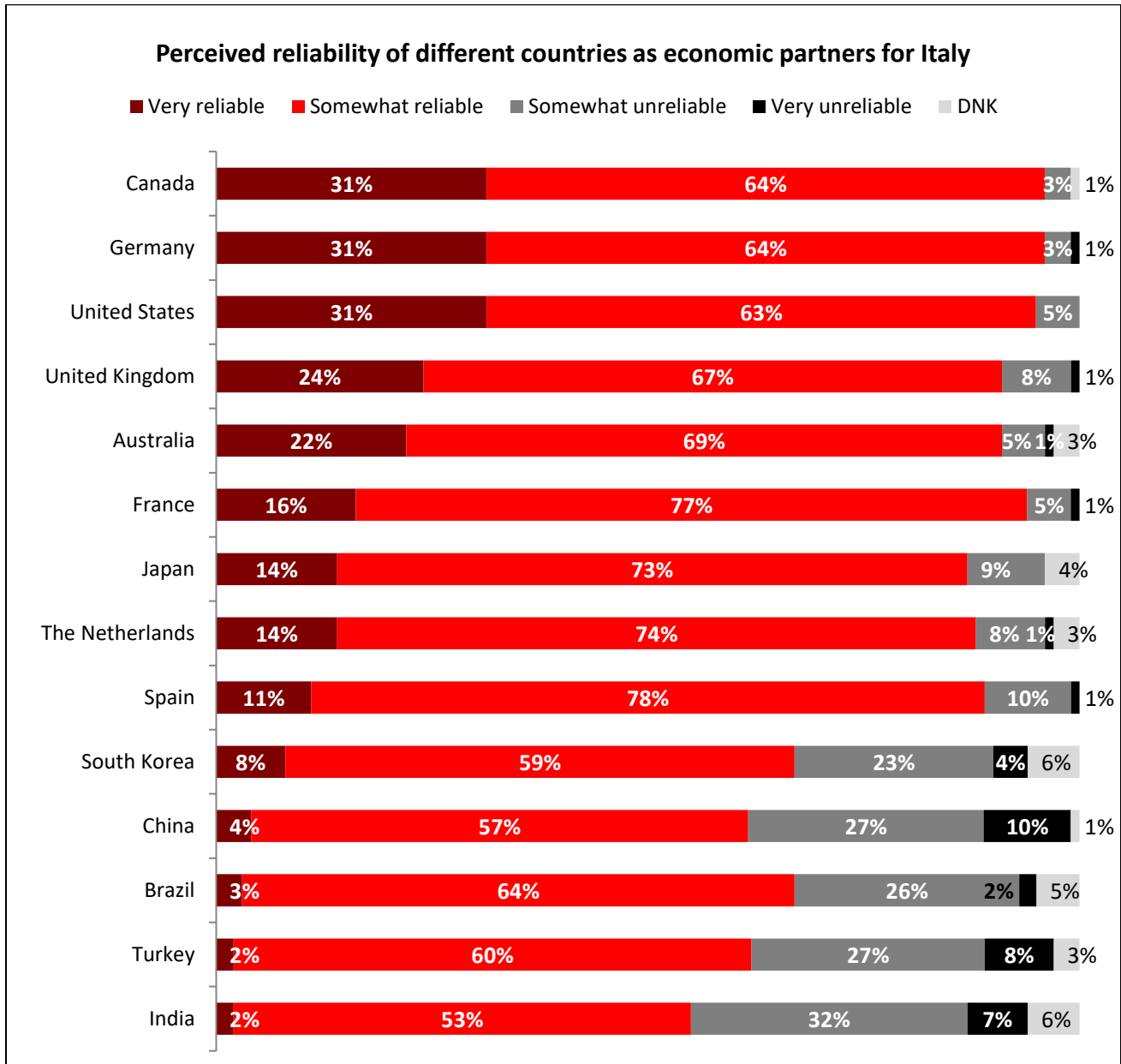


Figure 2. Answer to question 2: In your opinion, are the following countries very reliable, somewhat reliable, somewhat unreliable, or unreliable as economic partners for Italy? Base: All respondents (n=2,000)

2.2 Familiarity with Canada

While 7 out of 10 respondents have no connections with Canada, 16% have friends or family who have visited Canada in the past; 11% have friends or family who have immigrated to Canada. Younger respondents (ages 18 to 34) were more likely to know friends or family who have visited Canada (23% versus 12% of those ages 55+).

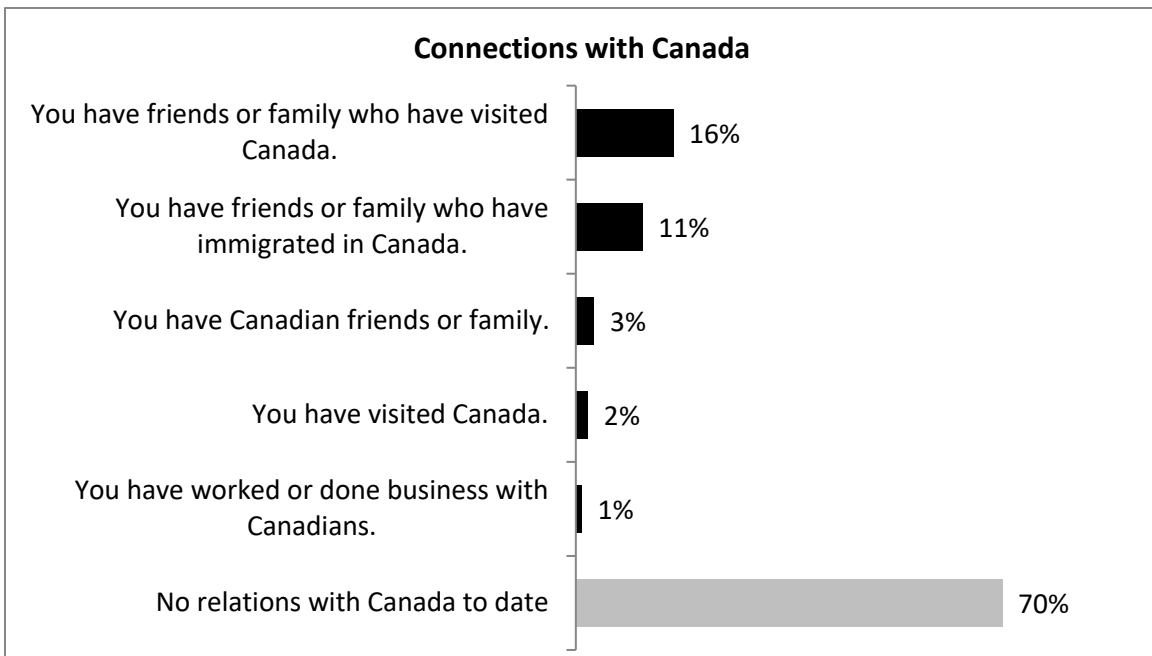


Figure 3. Answer to question 6: What connections have you had with Canada to date? [Multiple mentions: Max 3] Base: All respondents (n=2,000)

One (1) in 5 respondents plan on visiting Canada at some point for a holiday (19%), while 5% have considered moving to Canada. Three quarters of respondents (76%) do not have any plans to visit or have any type of business with Canada. Younger respondents (ages 18 to 34) were more likely to plan on visiting Canada on holiday (34%), studying in Canada (16%), or moving to Canada (13%).

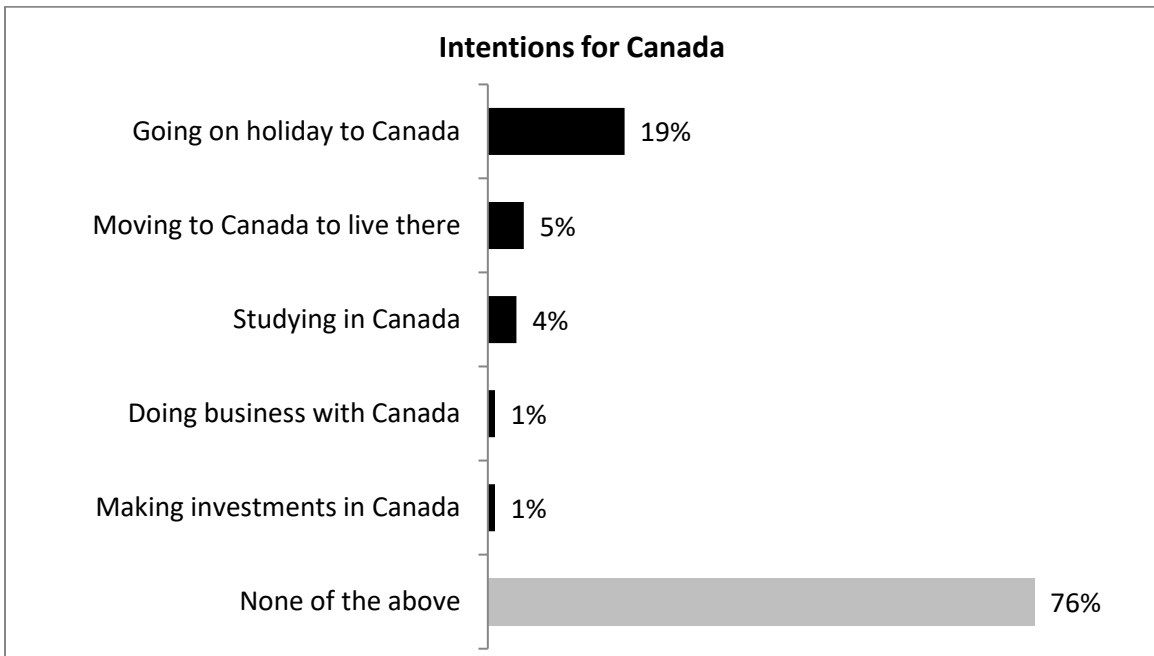


Figure 4. Answer to question 7: Have you ever had the intention of...? [Multiple mentions: Max 3]
Base: All respondents (n=2,000)

As shown in Figure 5, 3 out of 10 respondents (30%) know that Canada has ten provinces and three territories to the north. Younger respondents (ages 18 to 34; 38%) and men (34%) were more likely to know these facts about Canadian geography.

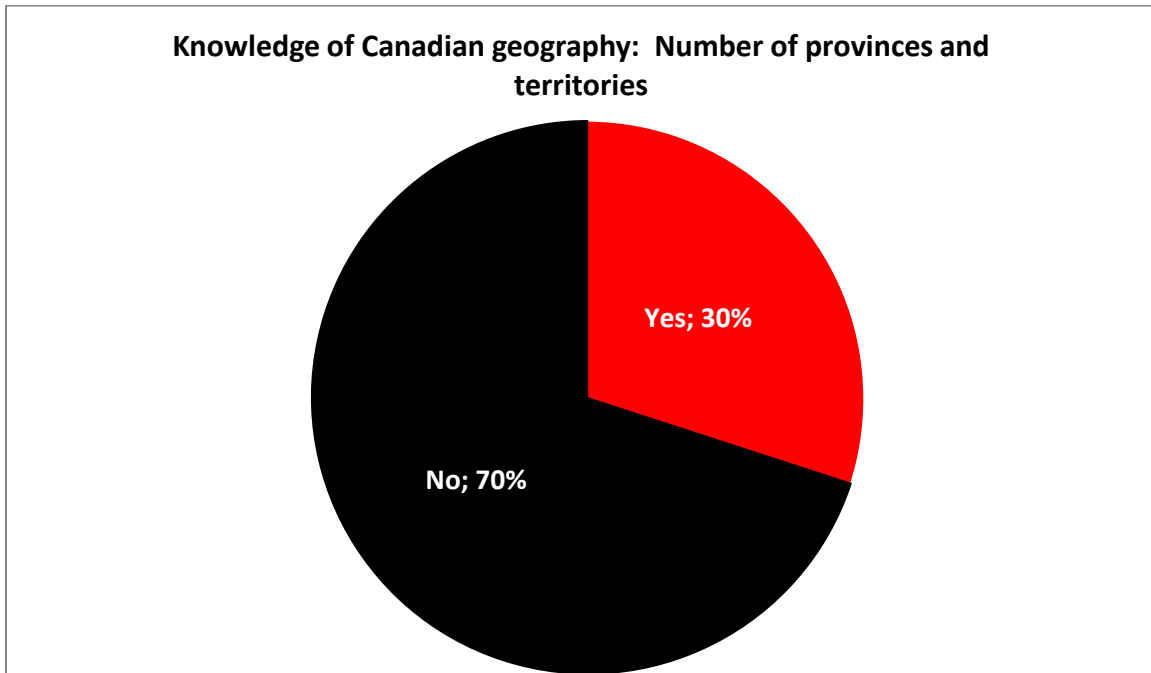


Figure 5. Answer to question 7C: Do you know that Canada has ten provinces and three territories to the north? Base: All respondents (n=2,000)

Fewer than 1 in 10 respondents (7%) claim to be familiar with the different provinces and territories in Canada; the vast majority (81%) are either somewhat (28%) or very (53%) unfamiliar.

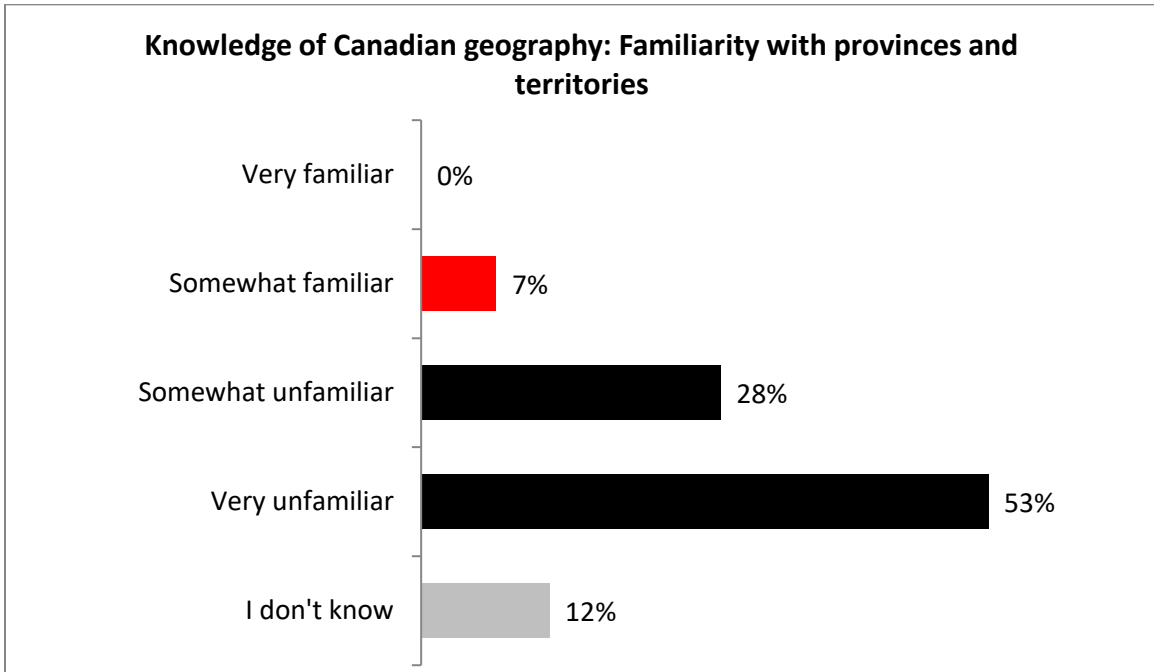


Figure 6. Answer to question 7D: How familiar are you with the different provinces and territories in Canada? Base: All respondents (n=2,000)

2.3 Opinions of Canadian culture and society

In terms of general perceptions of Canada, approximately 4 in 10 respondents consider Canada to be “an economically vibrant country” (40%) and “a country with a very high standard of living” (37%). Significantly fewer respondents recognize Canada’s French and Anglo-Saxon cultures – 10% and 11%, respectively.

In terms of differences between respondent subgroups, men were more likely to consider Canada “an economically vibrant country” (45%) first and foremost, whereas women (38%) and older respondents (age 55+; 38%) were more likely to consider Canada a country with “wide open spaces and beautiful landscapes.” Younger respondents (ages 18 to 34) were more focused on the trustworthy and multicultural (40%) as well as high standard of living (44%) aspects.

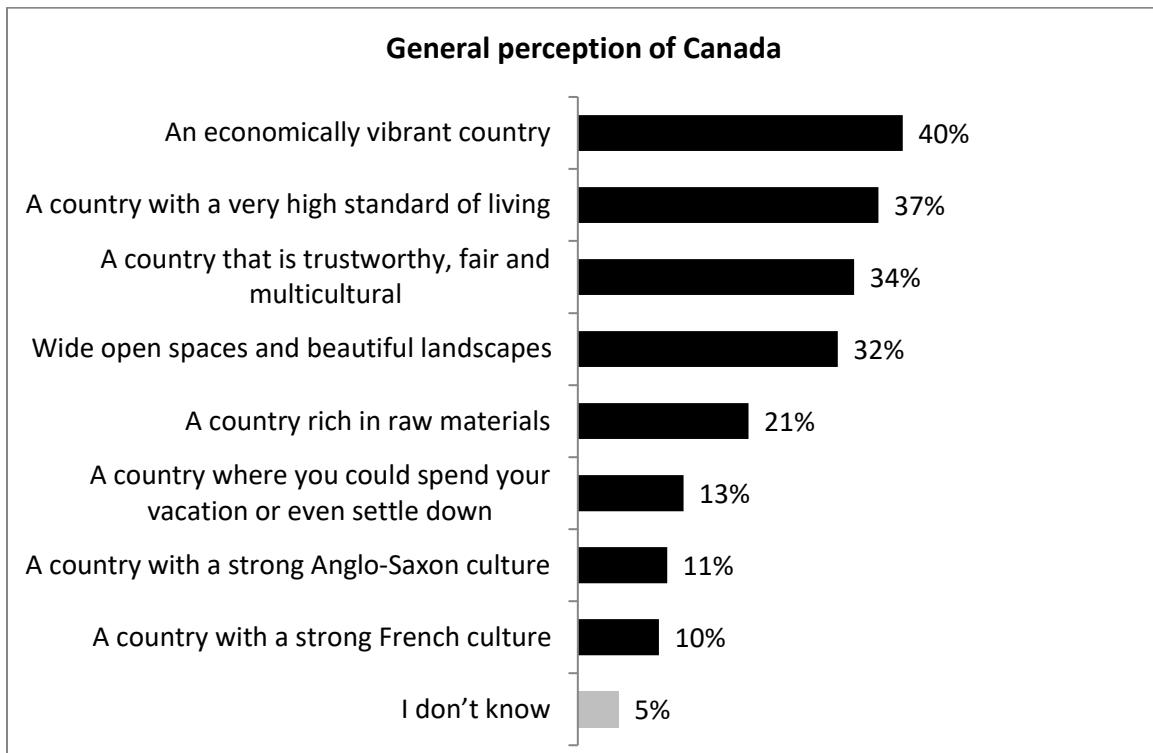


Figure 7. Answer to question 5: Thinking now about Canada, for you, Canada is above all... [Multiple mentions: Max 3] Base: All respondents (n=2,000)

Italians have positive perceptions of research and development in Canada. Thinking specifically about Canada’s **economy**, more than 4 in 5 respondents agree that Canada is “a country with companies that have cutting-edge technology” (84%) and that Canada “has a high level of education and research” (82%). Awareness of Canada’s economy is most lacking in terms of brand recognition – 65% of Italians agreed that Canada has many well-known brands.¹

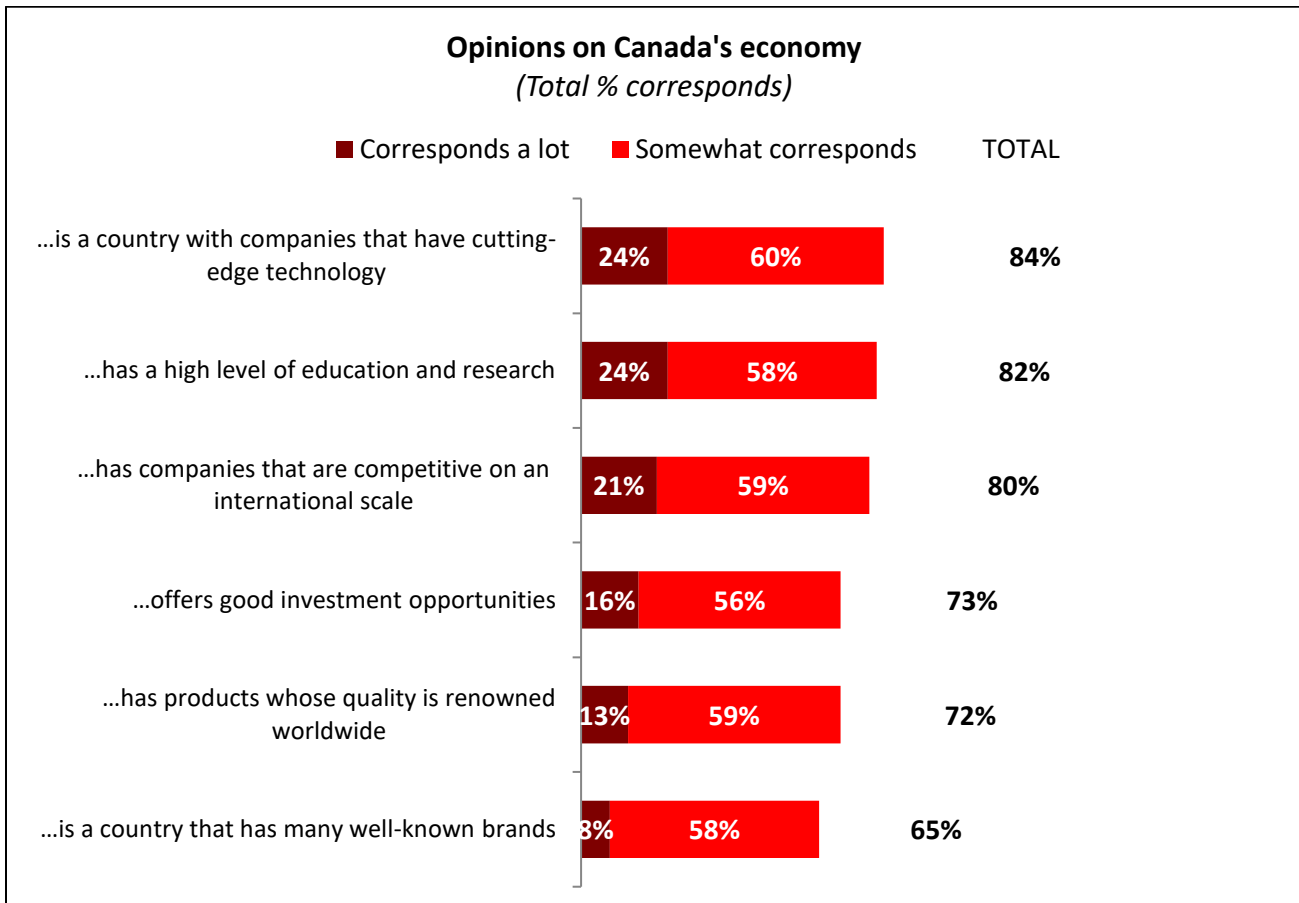


Figure 8. Answer to question 8: I am going to read you some opinions that can be heard about **Canada's economy**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...
Base: All respondents (n=2,000)

¹ Due to rounding, individual percentages may not necessarily reflect the combined total.

STATEMENT	NET CORRESPONDS	Corresponds a lot	Somewhat corresponds	NET DOESN'T CORRESPOND	Doesn't really correspond	Doesn't correspond at all	Don't know
...is a country with companies that have cutting-edge technology	84%	24%	60%	9%	8%	2%	7%
...has a high level of education and research	82%	24%	58%	10%	9%	1%	8%
...has companies that are competitive on an international scale	80%	21%	59%	15%	14%	1%	4%
...offers good investment opportunities	73%	16%	56%	10%	9%	1%	17%
...has products whose quality is renowned worldwide	72%	13%	59%	22%	20%	2%	6%
...is a country that has many well-known brands	65%	8%	58%	29%	27%	2%	6%

Table 1. Answer to question 8: I am going to read you some opinions that can be heard about **Canada's economy**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...

Base: All respondents (n=2,000)

With regards to Canada’s **culture**, approximately two thirds of the respondents agreed that Canada “is an avant-garde country in terms of cultural affairs” (68%) and “is regarded for its culture in Italy” (65%). Younger respondents (ages 18 to 34) were significantly more likely to agree that Canada: is an avant-garde country (75%); is known for its internationally recognized artists (65%); and has an original and/or unique art scene (63%).

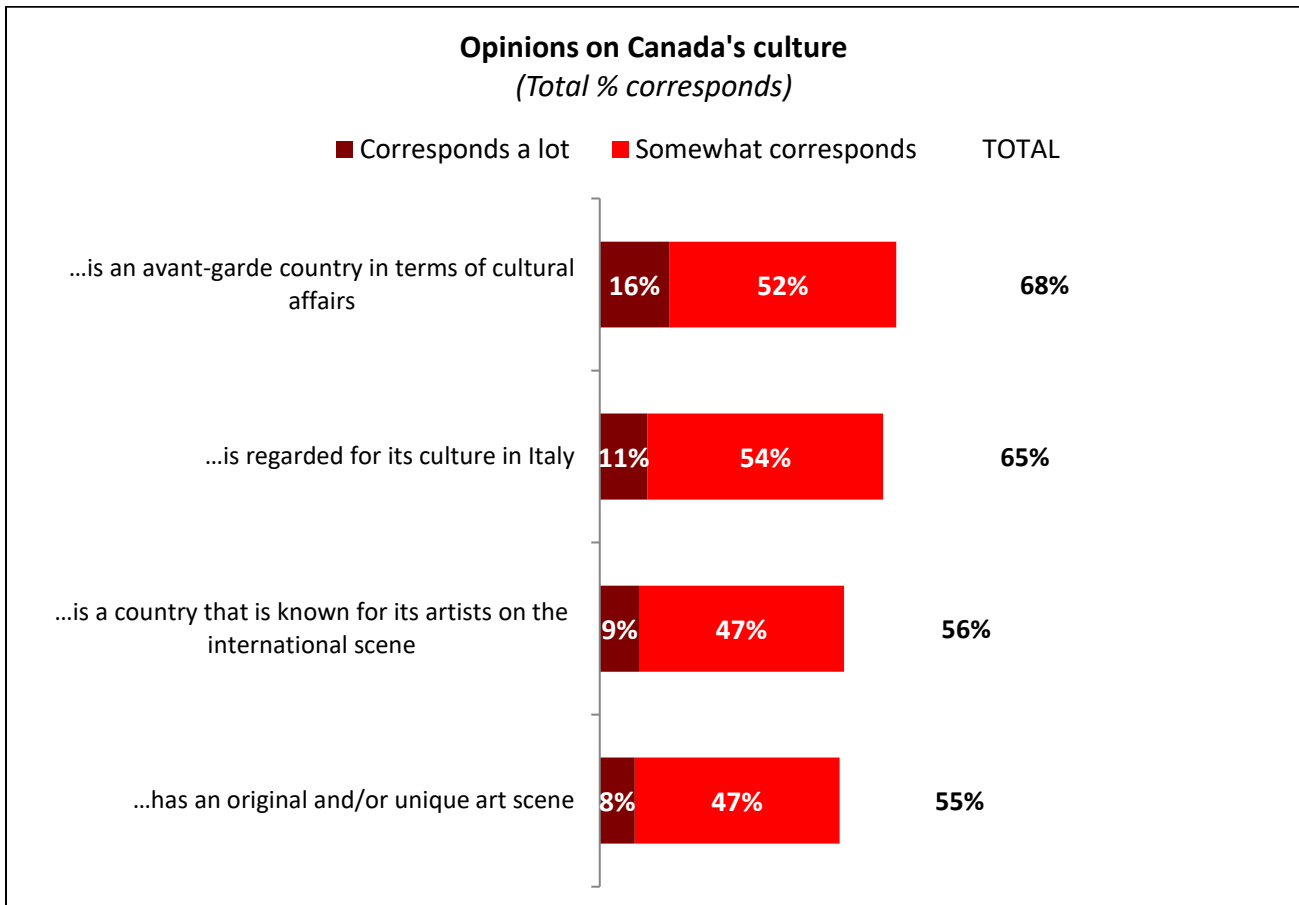


Figure 9. Answer to question 9: I am going to read you some opinions that can be heard about **Canada’s culture**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...
Base: All respondents (n=2,000)

STATEMENT	NET CORRESPONDS	Corresponds a lot	Somewhat corresponds	NET DOESN'T CORRESPOND	Doesn't really correspond	Doesn't correspond at all	Don't know
...is an avant-garde country in terms of cultural affairs	68%	16%	52%	27%	23%	4%	5%
...is regarded for its culture in Italy	65%	11%	54%	33%	29%	4%	3%
...is a country that is known for its artists on the international scene	56%	9%	47%	38%	33%	5%	6%
...has an original and/or unique art scene	55%	8%	47%	38%	33%	5%	7%

Table 2. Answer to question 9: I am going to read you some opinions that can be heard about **Canada’s culture**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...
Base: All respondents (n=2,000)

Italians have strong, positive perceptions of Canadian **social models**. More than 9 out of 10 Italians agreed that Canada “is a socially innovative country” (92%), that Canada “is a country where people are respectful of laws and regulations” (92%),² and that Canada is “respectful of ethnic, linguistic, religious, and sexual diversity (91%). Responses were somewhat lacking with regards to gender equality, however: only 58% agreed that Canada is “a feminist country.”

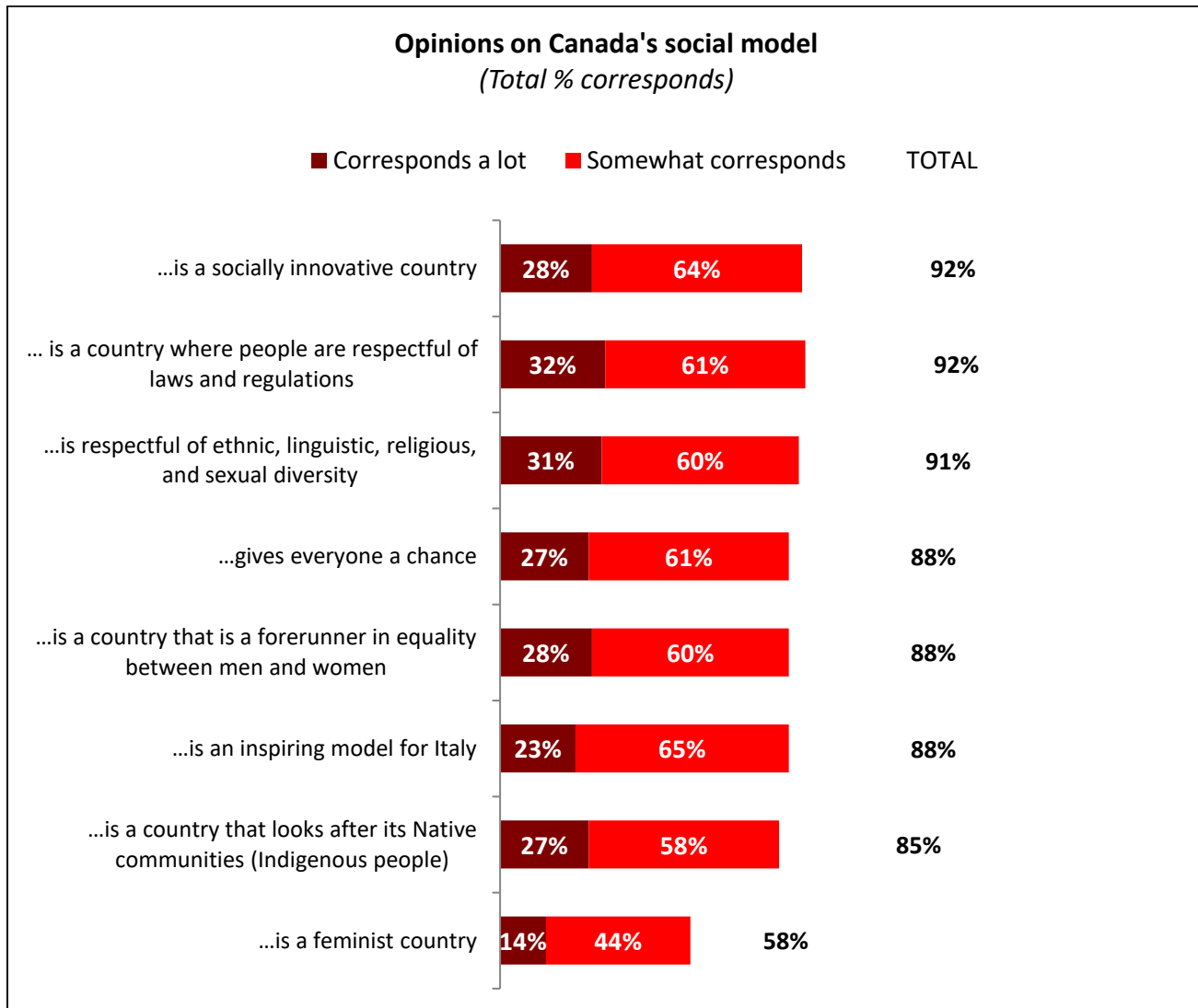


Figure 10. Answer to question 10: I am going to read you some opinions that can be heard about Canada’s **social model**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada... Base: All respondents (n=2,000)

² Due to rounding, individual percentages may not necessarily reflect the combined total.

STATEMENT	NET CORRESPONDS	Corresponds a lot	Somewhat corresponds	NET DOESN'T CORRESPOND	Doesn't really correspond	Doesn't correspond at all	Don't know
...is a socially innovative country	92%	28%	64%	6%	6%	-	2%
... is a country where people are respectful of laws and regulations	92%	32%	61%	6%	5%	-	2%
...is respectful of ethnic, linguistic, religious, and sexual diversity	91%	31%	60%	7%	6%	1%	2%
...gives everyone a chance	88%	27%	61%	9%	8%	-	4%
...is a country that is a forerunner in equality between men and women	88%	28%	60%	7%	7%	-	4%
...is an inspiring model for Italy	88%	23%	65%	10%	9%	1%	2%
...is a country that looks after its Native communities (Indigenous people)	85%	27%	58%	7%	7%	-	8%
...is a feminist country	58%	14%	44%	29%	27%	2%	13%

Table 3. Answer to question 10: I am going to read you some opinions that can be heard about Canada's **social model**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...

Base: All respondents (n=2,000)

Perceptions of Canada’s **environment** are, generally, quite positive. At least 8 out of 10 respondents agreed with all four statements concerning Canada’s environment, in that Canada is: “a country that effectively protects its ecosystems and environment” (88%); “an important partner in the fight against global warming” (85%); “a country that produces quality food products” (85%); and “a country that adheres to stringent health regulations, just like Europe” (83%).³

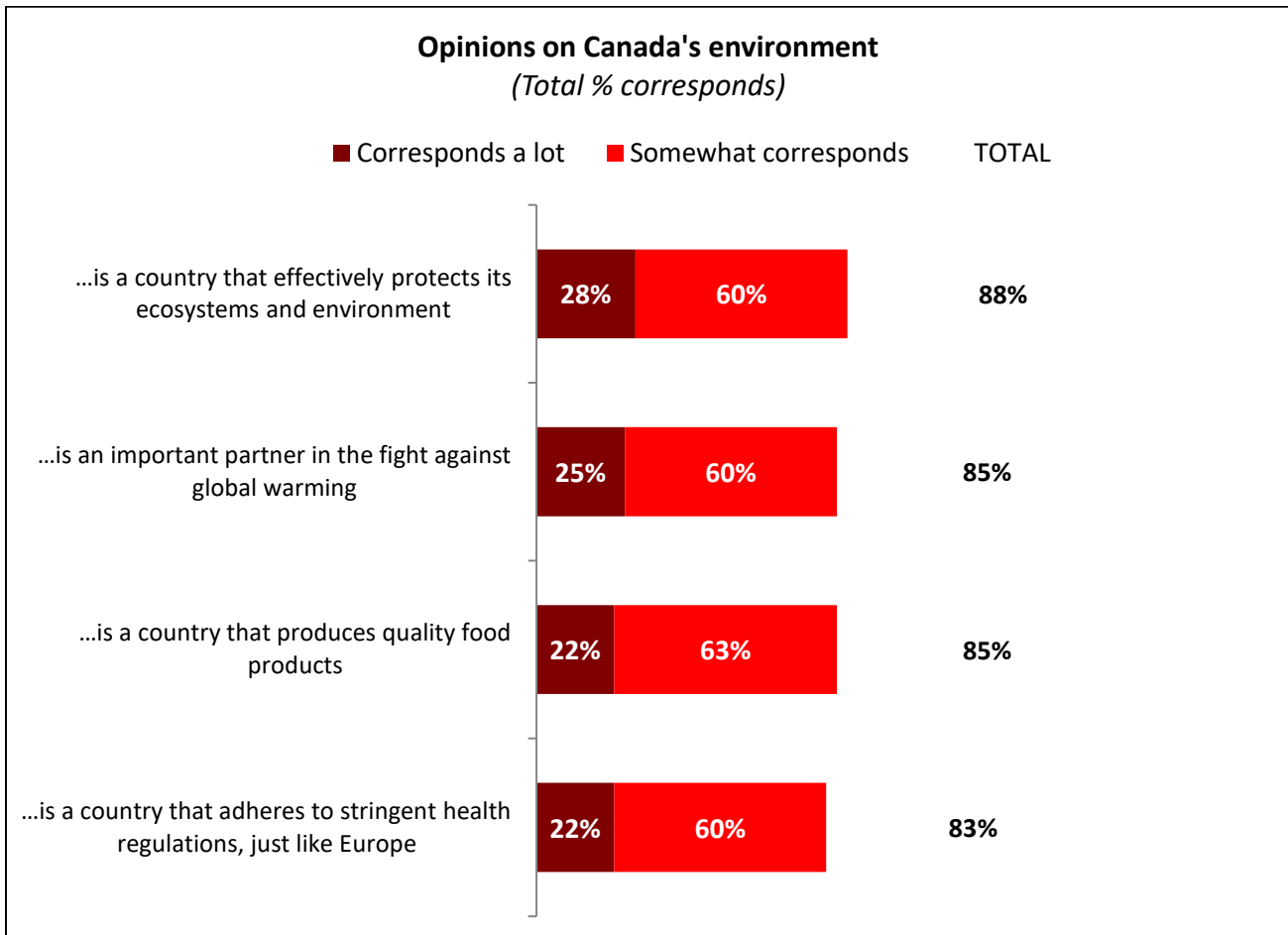


Figure 11. Answer to question 11: I am going to read you some opinions that can be heard about **Canada’s environment**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...
Base: All respondents (n=2,000)

³ Due to rounding, individual percentages may not necessarily reflect the combined total.

STATEMENT	NET CORRESPONDS	Corresponds a lot	Somewhat corresponds	NET DOESN'T CORRESPOND	Doesn't really correspond	Doesn't correspond at all	Don't know
...is a country that effectively protects its ecosystems and environment	88%	28%	60%	7%	7%	-	5%
...is an important partner in the fight against global warming	85%	25%	60%	8%	7%	1%	7%
...is a country that produces quality food products	85%	22%	63%	10%	9%	1%	5%
...is a country that adheres to stringent health regulations, just like Europe	83%	22%	60%	8%	7%	-	10%

Table 4. Answer to question 11: I am going to read you some opinions that can be heard about **Canada's environment**. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada. Canada...
Base: All respondents (n=2,000)

In terms of the similarities between Canada and the United States, respondents had mixed opinions: while 55% agreed that “Canada and the United States are very different countries,” 52% simultaneously agreed that the two countries are “very similar,” lifestyle-wise⁴. Respondents were also split 50/50 in terms of whether Canada and the United States share the same culture (50% agree).

Men, and middle-aged respondents (ages 35 to 54) were more likely to agree that Canadian and American lifestyles are very similar (56% and 57%, respectively) and that they pretty much share the same culture (53% and 54%).

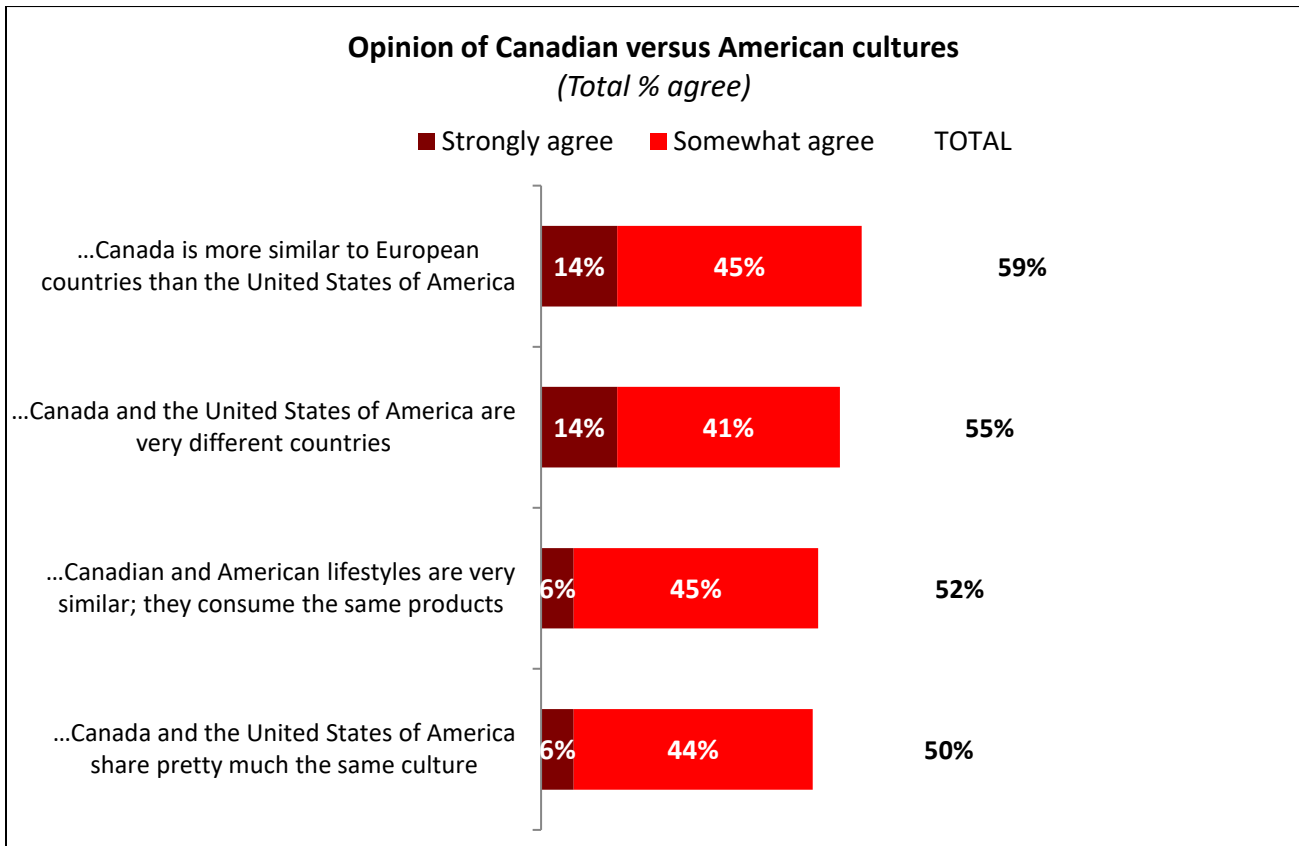


Figure 12. Answer to question 7B: Do you agree or disagree with each of the following statements? Is it strongly or somewhat...? Base: All respondents (n=2,000)

⁴ Due to rounding, individual percentages may not necessarily reflect the combined total.

STATEMENT	NET AGREE	Strongly agree	Somewhat agree	NET DISAGREE	Somewhat disagree	Strongly disagree	Don't know
...Canada is more similar to European countries than the United States of America	59%	14%	45%	35%	31%	4%	6%
...Canada and the United States of America are very different countries	55%	14%	41%	42%	33%	8%	3%
...Canadian and American lifestyles are very similar; they consume the same products	52%	6%	45%	41%	27%	13%	8%
...Canada and the United States of America share pretty much the same culture	50%	6%	44%	45%	31%	14%	5%

Table 5. Answer to question 7B: Do you agree or disagree with each of the following statements? Is it strongly or somewhat...?
Base: All respondents (n=2,000)

Italians most often associate Canada with industrial activities in the agriculture and agri-food sectors (42%) and the renewable energy and environmental technology sector (36%). Fewer than 1 in 10 respondents associated Canada with the film industry (4%) and the aviation and aerospace industry (7%).

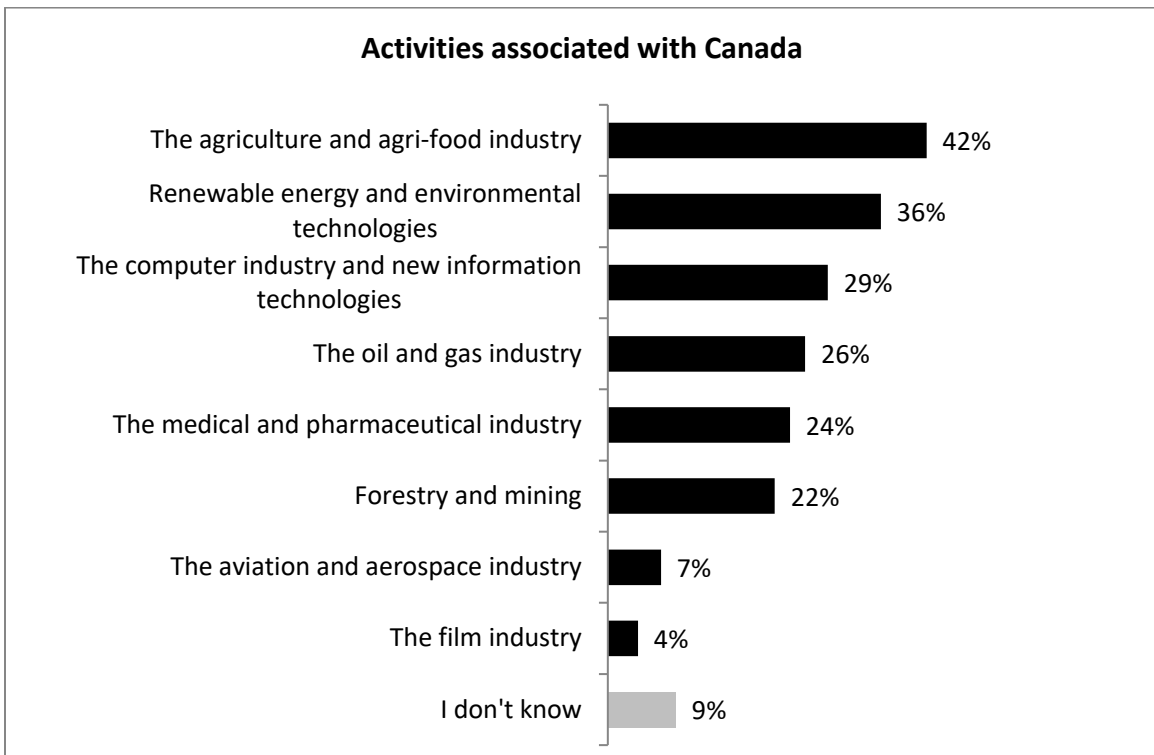


Figure 13. Answer to question 13: With which of the following industrial activities do you associate Canada with? You may choose three. [Interviewer instruction: List. Maximum of three answers.]
Base: All respondents (n=2,000)

3. Perceptions of free trade agreements

Overall, Italians have positive perceptions of international trade, but they have some apprehension. Approximately 9 in 10 respondents agreed that “Italy needs to increase its exports of Italian products” (93%) and “should participate in more trade agreements with foreign countries” (89%), while 52% agreed that foreign imports should be limited and 45% agreed that free trade agreements endanger jobs in Italy.

Younger respondents (ages 18 to 34) were more likely to agree with the statements that were “pro” trade agreement, e.g., that trade agreements are good for Italy’s prosperity that Italians benefit by having access to quality foreign products, that Italy needs to increase its exports, and that Italy benefits from international trade, in general.

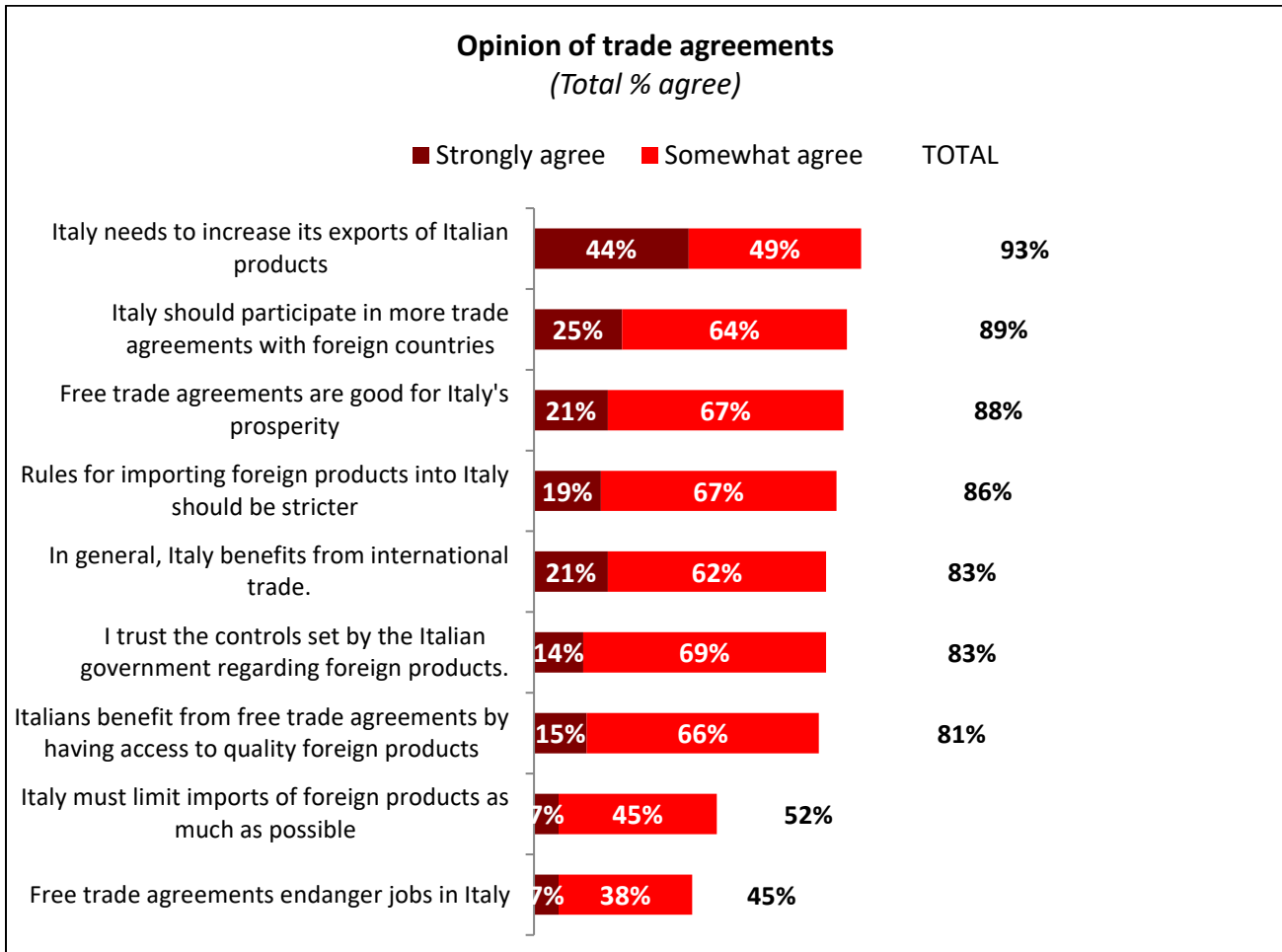


Figure 14. Answer to question 3: Do you agree or disagree with each of the following statements?
Base: All respondents (n=2,000)

STATEMENT	NET AGREE	Strongly agree	Somewhat agree	NET DISAGREE	Somewhat disagree	Strongly disagree	Don't know
Italy needs to increase its exports of Italian products	93%	44%	49%	7%	6%	1%	-
Italy should participate in more trade agreements with foreign countries	89%	25%	64%	9%	8%	1%	3%
Free trade agreements are good for Italy's prosperity	88%	21%	67%	10%	9%	1%	2%
Rules for importing foreign products into Italy should be stricter	86%	19%	67%	13%	10%	3%	1%
In general, Italy benefits from international trade.	83%	21%	62%	16%	14%	1%	2%
I trust the controls set by the Italian government regarding foreign products.	83%	14%	69%	17%	14%	3%	-
Italians benefit from free trade agreements by having access to quality foreign products	81%	15%	66%	16%	15%	1%	3%
Italy must limit imports of foreign products as much as possible	52%	7%	45%	46%	29%	17%	2%
Free trade agreements endanger jobs in Italy	45%	7%	38%	50%	33%	17%	5%

Table 6. Answer to question 3: Do you agree or disagree with each of the following statements?

Base: All respondents (n=2,000)

Thinking about the trust that respondents have for various types of groups and organizations as potential sources of information, Italians consider agricultural producers (93%)⁵ and farmers’ associations (90%) the most trustworthy. Conversely, respondents were less likely to consider traditional media (e.g., TV, radio, newspapers) (54%) and social media (e.g., Facebook, Twitter, etc.) (42%) trustworthy. Younger respondents (ages 18 to 34) were more likely to have higher levels of trust for all sources with the exception of the Italian government (for which the level of trust was the same amongst all genders and age groups).



Figure 15. Answer to question 4: How much do you trust each of the following?
 Base: All respondents (n=2,000)

⁵ Due to rounding, individual percentages may not necessarily reflect the combined total.

ORGANIZATION OR GROUP	NET TRUST	A lot	Moderately	NET DISTRUST	A little	Not at all	Don't know
Agricultural producers	93%	27%	67%	6%	6%	-	-
Farmers associations	90%	23%	67%	9%	9%	-	1%
The Canadian government	82%	16%	66%	10%	9%	1%	7%
The European Union	81%	19%	62%	19%	17%	2%	-
Environmental groups	80%	14%	66%	19%	17%	2%	1%
National business associations and businesspeople	79%	15%	65%	20%	18%	2%	1%
The Italian government	75%	14%	61%	25%	19%	5%	-
Lobby groups	70%	6%	65%	25%	23%	2%	5%
Traditional media (TV, Radio, Newspapers)	54%	2%	52%	45%	41%	5%	1%
Social Media (Facebook, Twitter, etc.)	42%	1%	41%	56%	43%	14%	2%

Table 7. Answer to question 4: How much do you trust each of the following?

Base: All respondents (n=2,000)

Thinking exclusively about exported products, Italians most often consider German products to be the “safest” (52%), followed by French (35%) and Canadian (29%) products. Kazakhstan (1%), Turkey (2%), Chinese (2%), Brazil (3%), and Russian (4%) products were all quite low on the list, in terms of being considered the “safest.”

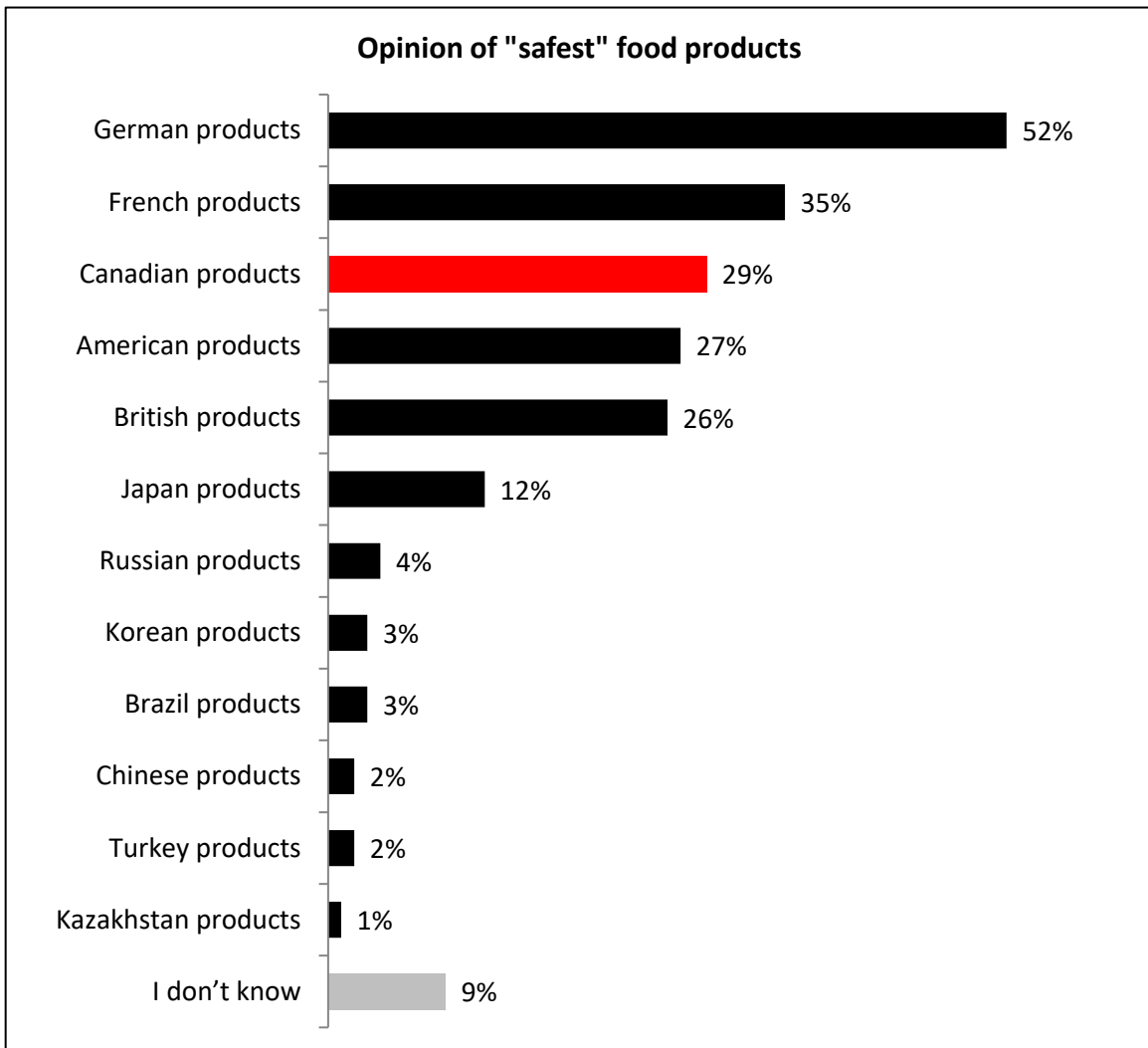


Figure 16. Answer to question 16: Among the following, which country or countries... produce/export the “safest” food products...? [Multiple mentions: Max 3] Base: All respondents (n=2,000)

More than one third of Italians prefer to get their imported oil from Canada (35%), followed closely by Saudi Arabia (31%). China (3%) and Iraq (6%) were the least-preferred countries for receiving imported oil.

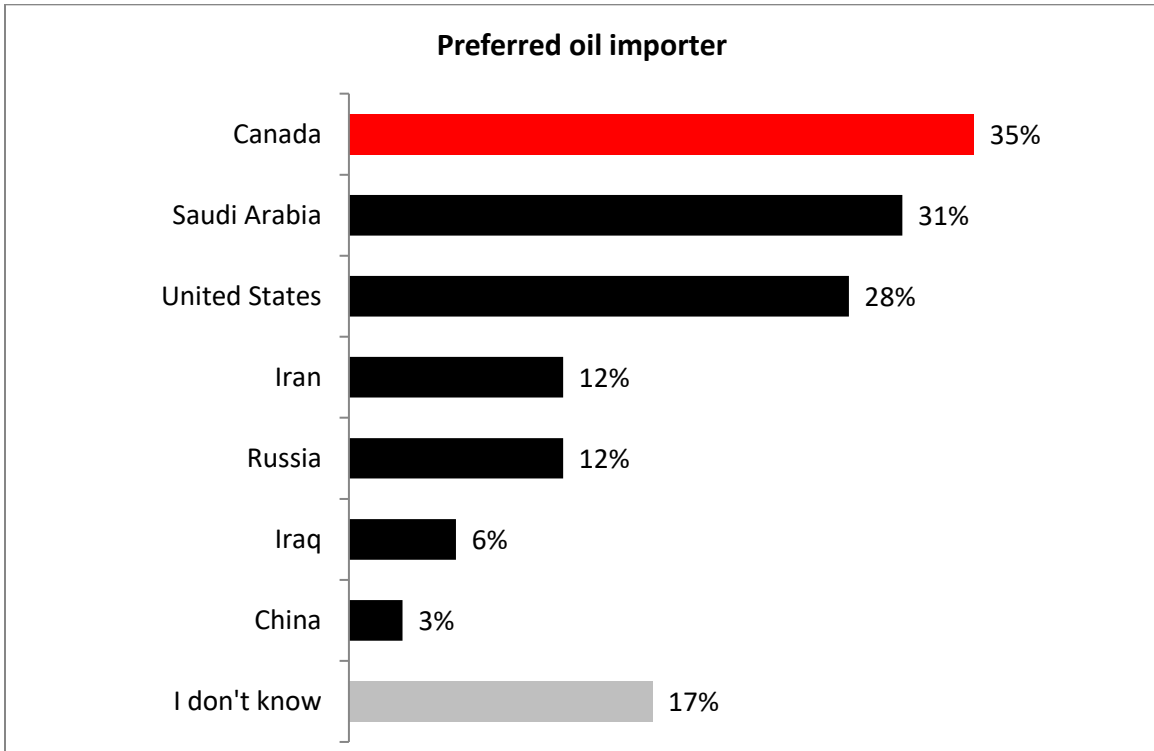


Figure 17. Answer to question 12: Among the following oil producing countries, from which country would you prefer to see Italy import its oil? [Interviewer instruction: List. Maximum of two answers.]
Base: All respondents (n=2,000)

3.1 Trade with Canada

Thinking more specifically about trade with Canada, Italians cited the most interest in Canadian pharmaceuticals (35%), maple syrup (30%), and grains and wheat (29%). Fewer than one-fifth were interested in alcohol (wine, beer, and spirits) (14%) and cosmetics (16%).

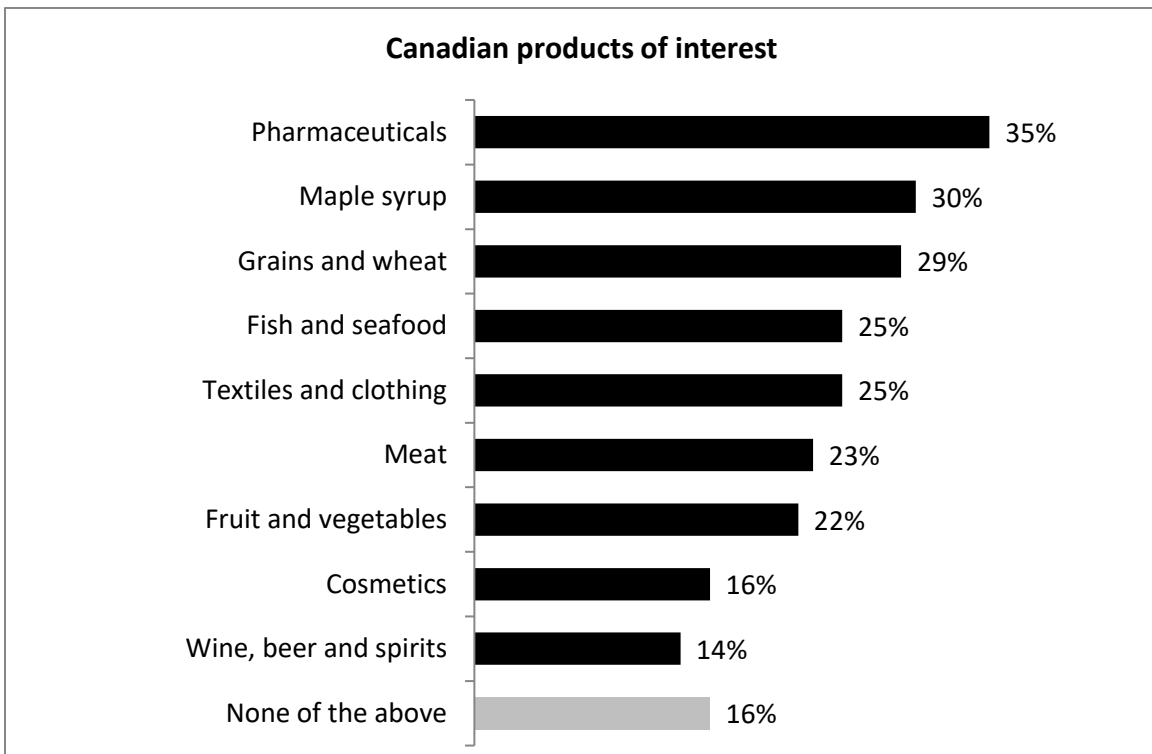


Figure 18. Answer to question 21: Among the following list of products, which Canadian products might interest you? [Interviewer instruction: List. Several answers are possible.]
Base: All respondents (n=2,000)

Overall, respondents had the highest levels of confidence in Canadian textiles and clothing (83%), pharmaceuticals (83%), maple syrup (82%), and grains and wheat (80%). Except for wine, beer, and spirits (67%), at least 7 out of 10 respondents reported confidence in all the types of products asked.⁶

Respondents ages 18 to 34 were more likely than older respondents to be confident in 7 of the 9 types of Canadian products: fruits and vegetables; meat; grains and wheat; textiles and clothing; cosmetics; wine, beer, and spirits; and pharmaceuticals.

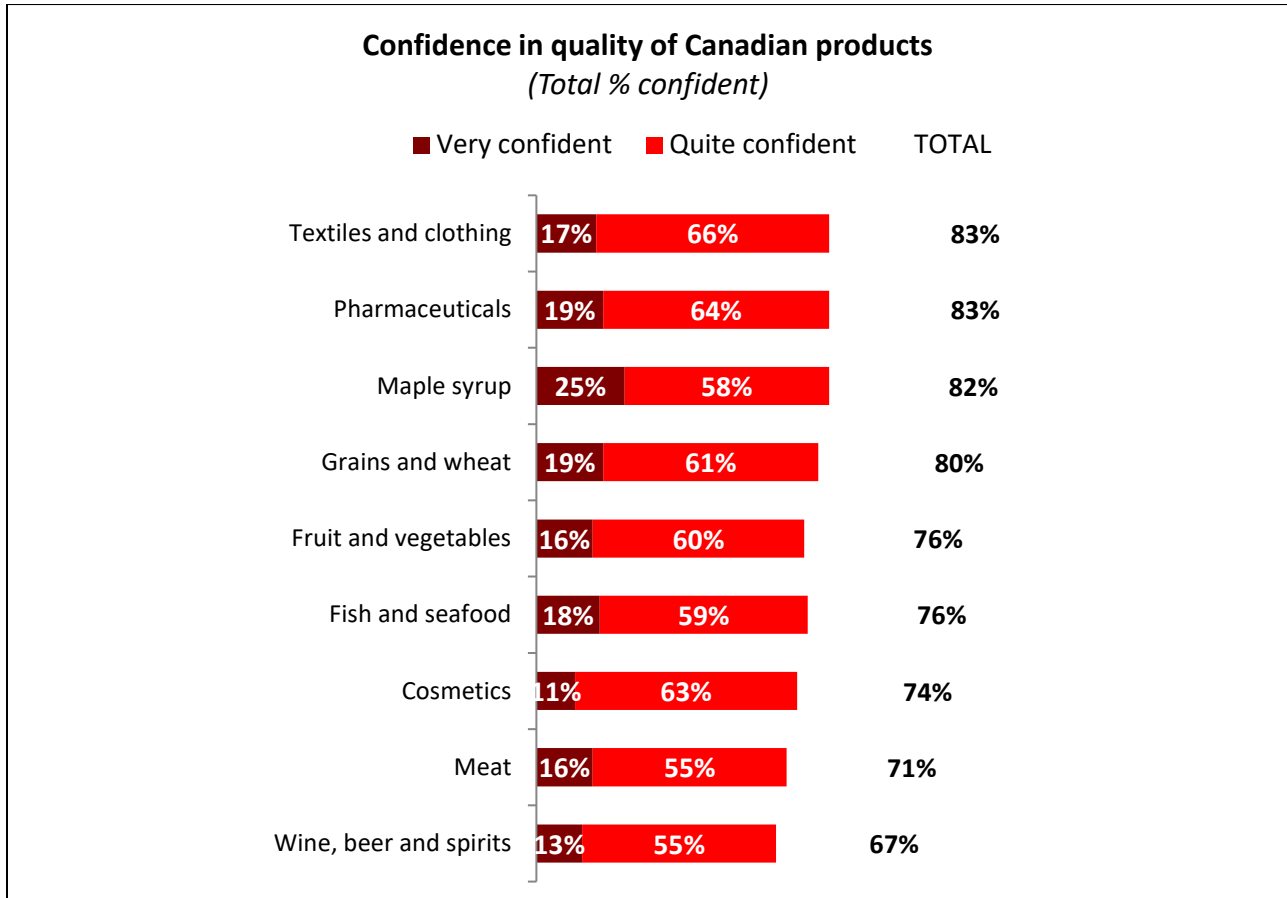


Figure 19. Answer to question 22: How confident are you in the quality of the following Canadian products? Base: All respondents (n=2,000)

⁶ Due to rounding, individual percentages may not necessarily reflect the combined total.

STATEMENT	NET CONFIDENT	Very confident	Quite confident	NET NOT CONFIDENT	Not much confident	Not at all confident	Don't know
Textiles and clothing	83%	17%	66%	15%	13%	3%	2%
Pharmaceuticals	83%	19%	64%	14%	11%	2%	3%
Maple syrup	82%	25%	58%	13%	10%	3%	5%
Grains and wheat	80%	19%	61%	16%	13%	3%	4%
Fruit and vegetables	76%	16%	60%	22%	18%	4%	3%
Fish and seafood	76%	18%	59%	21%	17%	4%	3%
Cosmetics	74%	11%	63%	20%	17%	4%	6%
Meat	71%	16%	55%	26%	21%	5%	3%
Wine, beer and spirits	67%	13%	55%	29%	23%	7%	3%

Table 8. Answer to question 22: How confident are you in the quality of the following Canadian products? Base: All respondents (n=2,000)

Overall, more than 4 in 5 respondents consider Canada to be an important economic partner for Italy (83%), the majority (62%) considering Canada to be “somewhat important.”

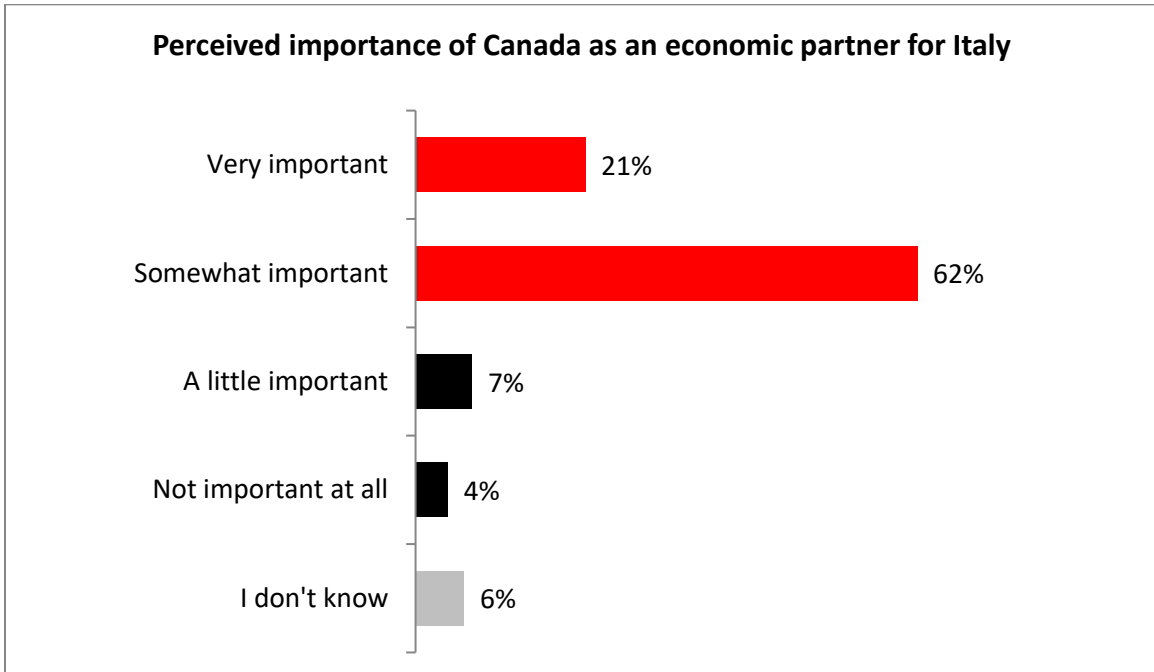


Figure 20. Answer to question 14: Would you say that Canada is an economic partner that is very, somewhat, a little, or not at all important for Italy? [Interviewer instruction: List. Only one answer possible.] Base: All respondents (n=2,000)

Similarly, 82% of respondents were in favour of Italy increasing its trade with Canada. Fourteen percent (14%) felt neutral and were neither for nor against increasing trade. Men (84%) and those ages 18 to 34 (87%) were more likely to be in favour of Italy increasing its trade with Canada.

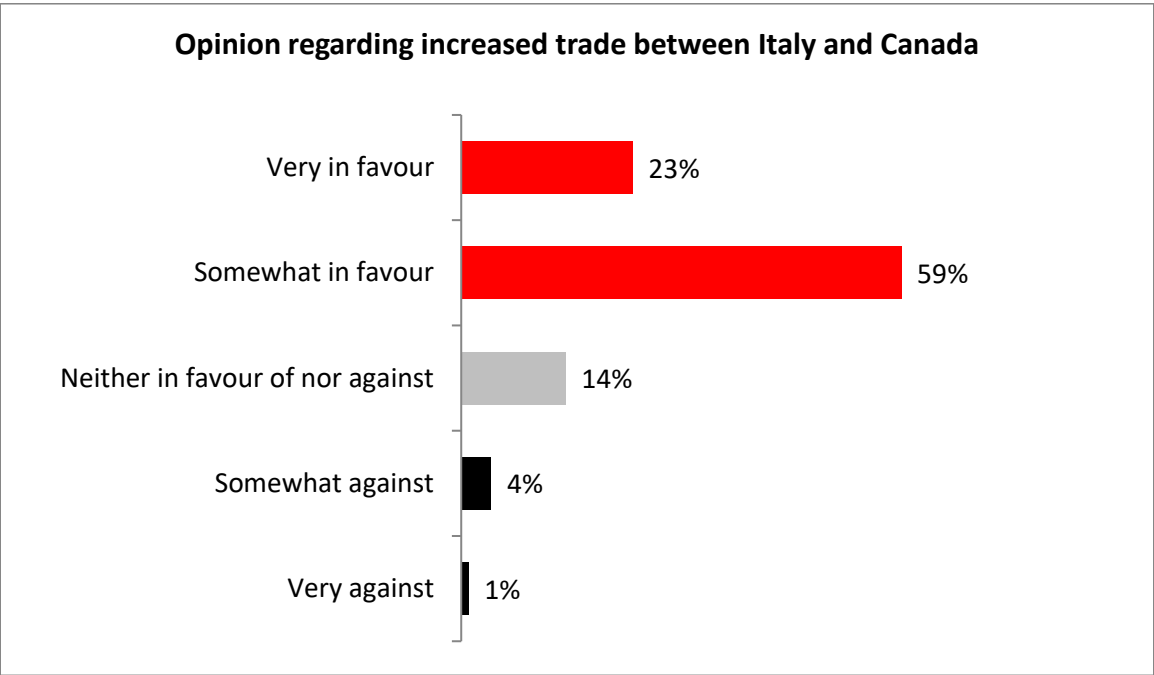


Figure 21. Answer to question 15: Would you be very in favour of, somewhat in favour of, neither in favour of nor against, somewhat against, or very against Italy increasing its trade with Canada? [Interviewer instruction: List. Only one answer possible.]
Base: All respondents (n=1,956)

4. Canada-European Union Comprehensive Economic and Trade Agreement (CETA)

4.1 General perceptions regarding CETA

Next, respondents were asked a series of questions about the Canada-European Union Comprehensive Economic and Trade Agreement, or CETA – a commercial partnership with Canada that has lifted nearly all tariffs on imported products. To start, only 19% of the respondents reported having heard of CETA prior to completing the survey. Men (23%) were significantly more likely than women (15%) to have heard of CETA.

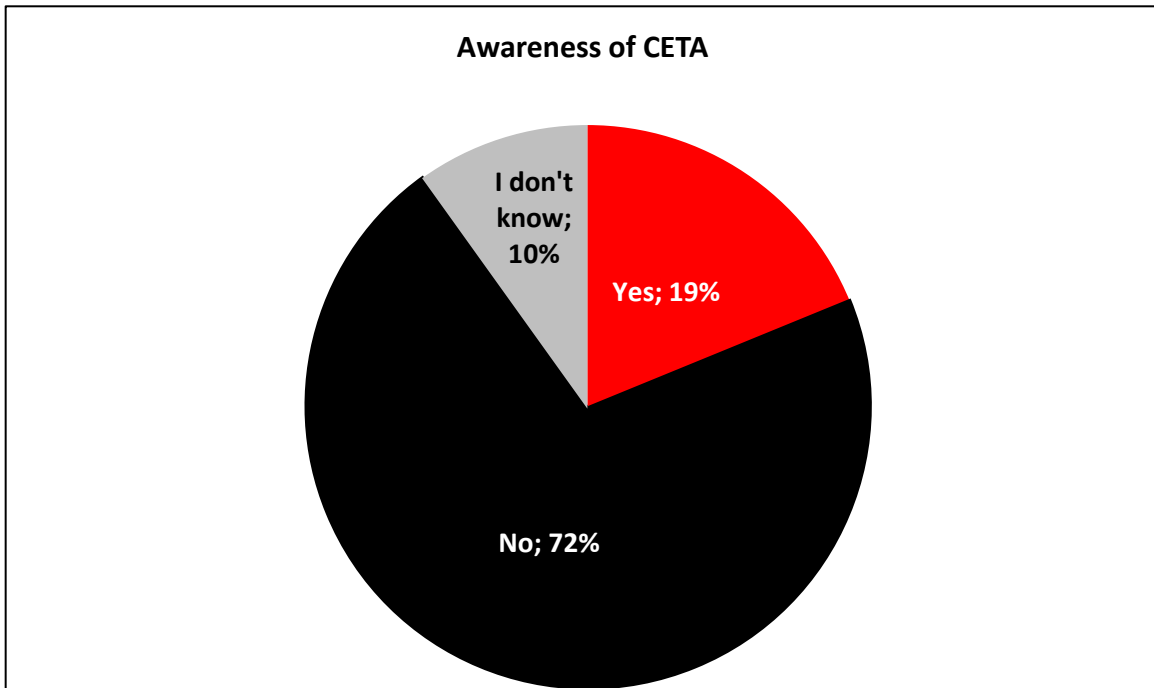


Figure 22. Answer to question 17: Canada and the European Union have entered into a comprehensive commercial partnership known as CETA. The CETA lifted nearly all tariffs on imported products. Have you heard of CETA? Base: All respondents (n=2,000)

Amongst respondents who had heard of CETA, only 20% reported being “somewhat familiar” with the agreement; the majority (79%) were unfamiliar with it.

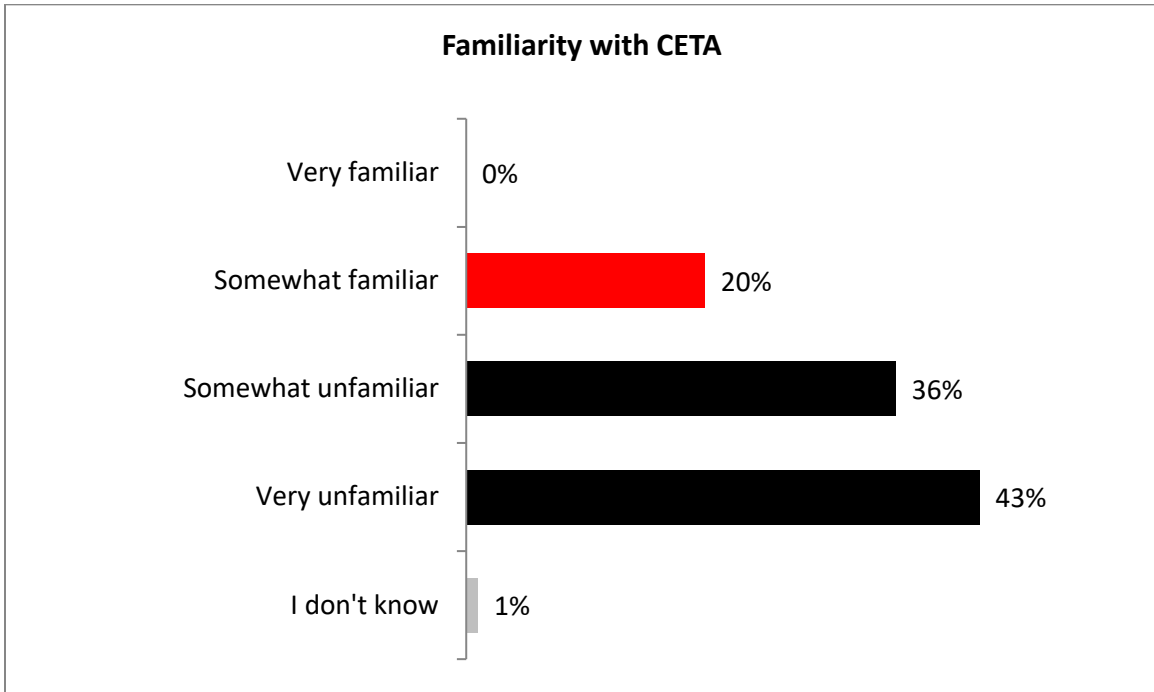


Figure 23. Answer to question 18: How familiar would you say you are with CETA?
Base: Respondents who are familiar with CETA (n=410)

Now knowing a little bit more about CETA, 28% of all respondents indicated that they support it, while 2% oppose the agreement. Most of the respondents (70%) were unsure, however. Men (30%) and those ages 18 to 34 (36%) were more likely to support CETA.

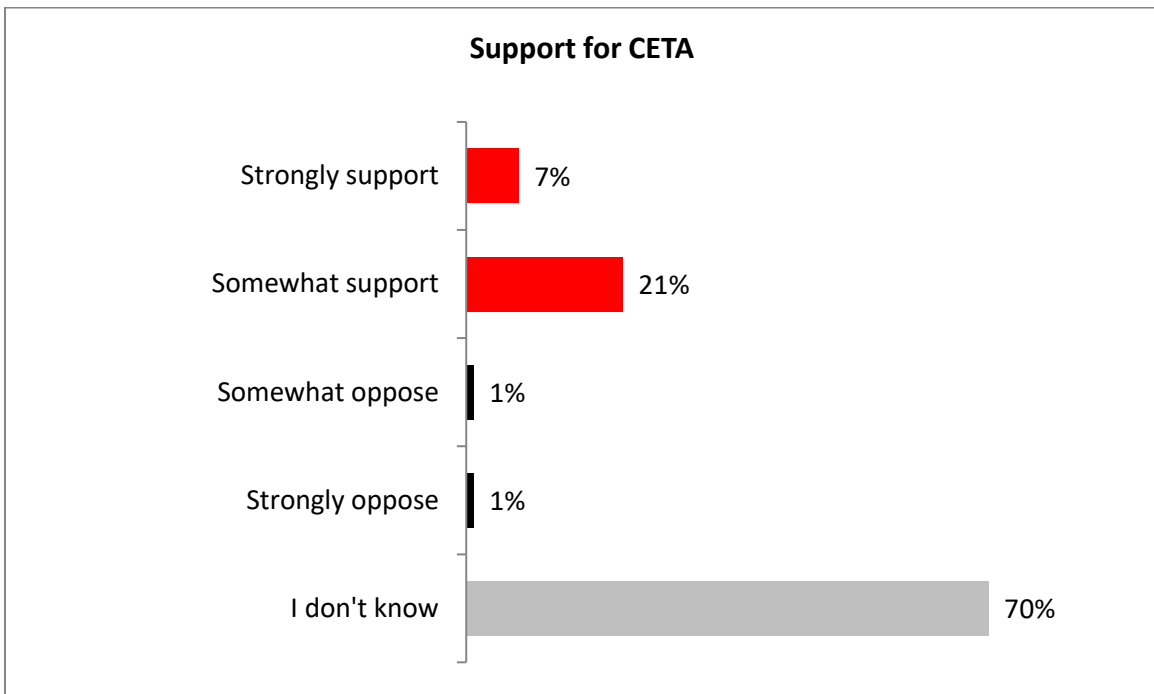


Figure 24. Answer to question 19: What do you think of CETA overall? Is it something you personally would support or oppose? Is that strongly or somewhat?
Base: All respondents (n=2,000)

Those who support CETA most often explained that they feel it is good for the economy (22%) and promotes trade as well as strengthening the links between countries (20%). Those who oppose CETA most often felt that Italy does not need to import any products (29%) and that the agreement offers minimal benefits (23%). See Tables 9 and 10, below for the reasons respondents provided, as to why they support or oppose CETA.

Reasons for supporting CETA	Total
n = (weighted)	558
n = (unweighted)	592
Good for the economy	22%
Promotes trade / free trade / exchange / relationship / strengthen links between countries	20%
Good to remove/lift/revise tariffs/duties	13%
Good for businesses / companies / commercial opportunities	10%
Good initiative / It's a good thing	8%
Good opportunity to export / increase export	6%
New markets for our products	5%
Good for consumers (access, better prices, etc.)	4%
Need more information	4%
Good opportunity	3%
Positive (unspecified)	3%
Good benefits (unspecified)	3%
Reduction of taxes	3%
Good for employment / jobs	2%
Trustworthy / Reliable / Reputable	2%
Good established rules / regulations	2%
Easier to invest in Canada	1%
Other	2%
Don't know / Refused	3%

Table 9. Answer to question 20: Why do you say you SUPPORT CETA?
Base: Respondents who somewhat or strongly support CETA (n=644)

Reasons for not supporting CETA	Total
n = (weighted)	46
n = (unweighted)	52
We do not need to import	29%
Minimal benefits / Not profitable enough	23%
Too many interests	6%
Lack of transparency / trust	6%
Need more information	4%
Good for employment / jobs	3%
Positive (unspecified)	1%
Other	19%
Don't know / Refused	15%

Table 10. Answer to question 20: Why do you say you NOT SUPPORT CETA?
Base: Respondents who somewhat or strongly oppose CETA (n=52)

Presented with a list of statements about CETA, in terms of the opportunities arising from the trade agreement, at least 7 out of 10 respondents agreed with all of them. Specifically, respondents agreed that CETA will: strengthen the partnership between Italy and Canada (76%); will offer business opportunities for Italian companies (74%); will open the North American market to Italian products (73%); will allow Italians to have access to and discover more Canadian products (74%); and that it will facilitate labour mobility between Italy and Canada (73%).

Respondents ages 18 to 34 were significantly more likely than older respondents to agree with all 5 statements concerning the benefits of CETA for both countries.

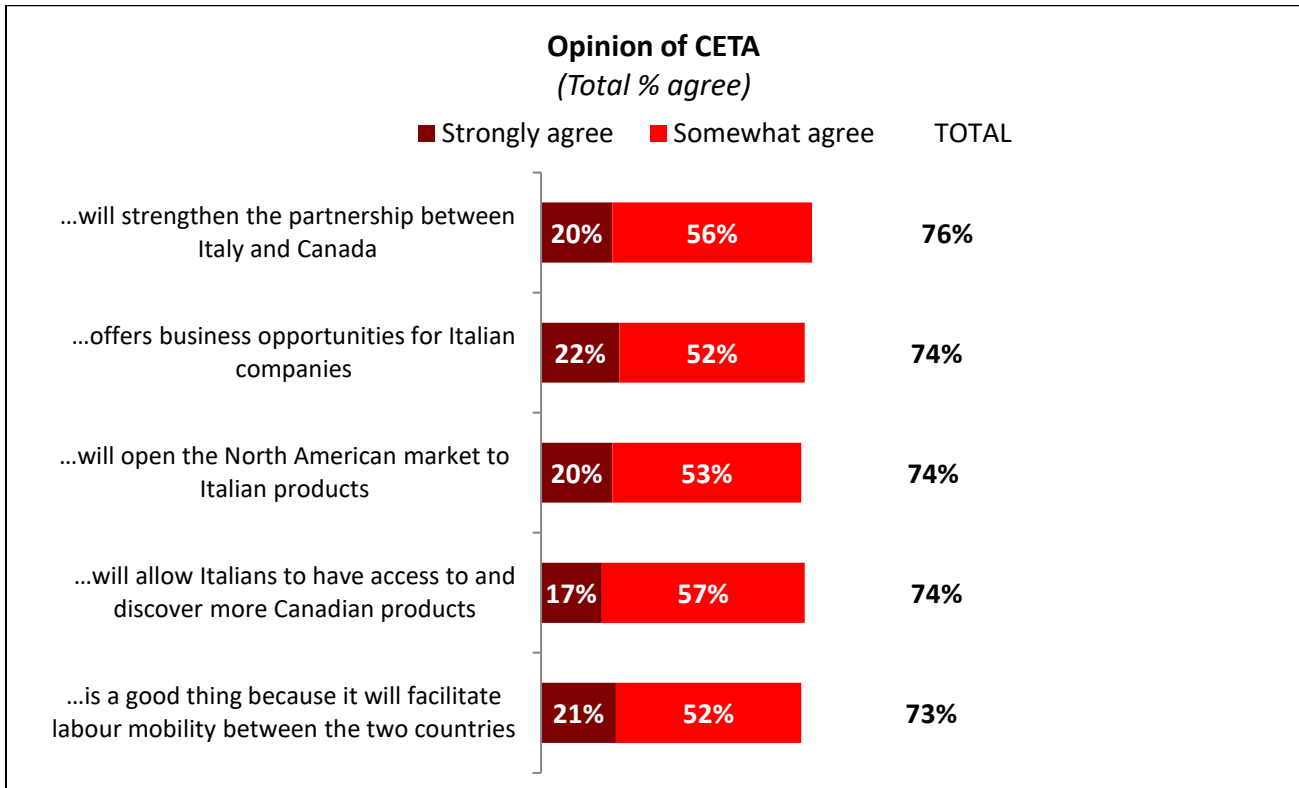


Figure 25. Answer to question 23: I will now read you a series of statements you may have heard about CETA. For each of them, I would like you to tell me whether you totally agree, somewhat agree, somewhat disagree, or totally disagree. The CETA... Base: All respondents (n=2,000)

STATEMENT	NET AGREE	Strongly agree	Somewhat agree	Neither agree nor disagree	NET DISAGREE	Somewhat disagree	Strongly disagree	Don't know
...will strengthen the partnership between Italy and Canada	76%	20%	56%	13%	5%	3%	1%	7%
...offers business opportunities for Italian companies	74%	22%	52%	13%	6%	4%	1%	8%
...will open the North American market to Italian products	74%	20%	53%	12%	5%	4%	1%	9%
...will allow Italians to have access to and discover more Canadian products	74%	17%	57%	13%	6%	4%	2%	8%
...is a good thing because it will facilitate labour mobility between the two countries	73%	21%	52%	13%	6%	5%	1%	7%

Table 11. Answer to question 23: I will now read you a series of statements you may have heard about CETA. For each of them, I would like you to tell me whether you totally agree, somewhat agree, somewhat disagree, or totally disagree. The CETA...
Base: All respondents (n=2,000)

Thinking about the potential issues regarding trade between Canada and the European Union, respondents most often reported that economic growth is the most important issue (22%), followed by expansion of trade (8%).

Important trade issues	Total
	n = (weighted)
	n = (unweighted)
Economic growth	22%
Expansion of trade / exchange (commercial, industrial, cultural, etc.)	8%
Employment / job / work opportunities	6%
Good established rules / regulations (product safety, quality, health standards, etc.)	6%
Export opportunities / More export opportunities	4%
New markets for our products	4%
Trust / Reliability	4%
Commercial / Business opportunities	2%
Variety/Diversity of products	2%
Removal/Reduction of tariffs/duties/taxes	2%
Strengthen connection/partnership	2%
Renewable energy	2%
Equal exchange	1%
Benefits/Advantages / Benefits/Advantages for all (unspecified)	1%
Commercial / International development	1%
Removing non-tariff barriers	1%
Transparency	1%
Investment opportunities	1%
Financial aspect (unspecified)	1%
New technologies	1%
Global warming	1%
Help companies / businesses (unspecified)	1%
Other	2%
Don't know / Refused	26%

Table 12. Answer to question 24: What is the most important issue for you regarding trade between Canada and the EU?
Base: All respondents (n=2,000)

When asked about what would improve their perceptions of CETA, respondents most often reported that they feel better knowing that the exporting country needs to respect the Health and Safety requirements of the importing country (82%), and that it opens the possibility for Italians to temporarily work in Canada (79%).

Respondents ages 18 to 34 were significantly more likely than older respondents to report that all 4 elements improve their perceptions of CETA.

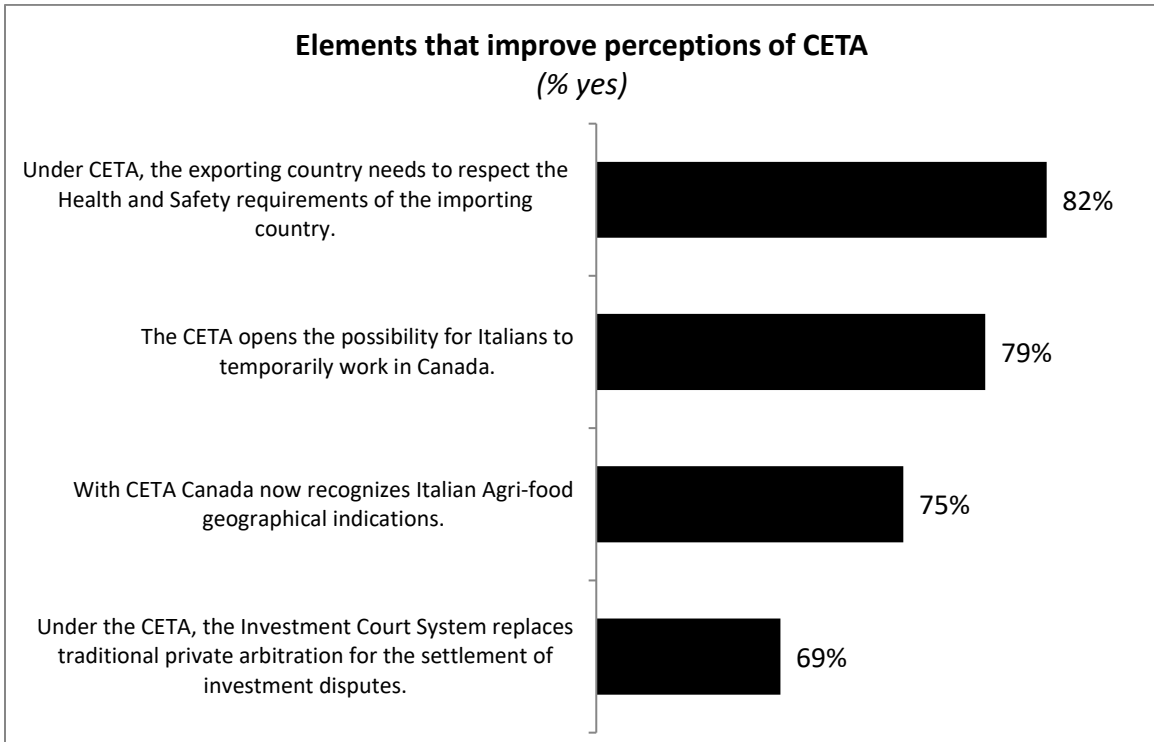


Figure 26. Answer to question 25: For each of the following items, please indicate whether it improves your perception of CETA or not. [Interviewer instruction: List. Only one answer per line.] Percentage of respondents who reported "yes, it improves my perception of CETA." Base: All respondents (n=2,000)

4.2 Communications about CETA

When asked on which topics they would like more information regarding CETA, more than half of the respondents reported wanting to know more about the advantages CETA offers for Italian consumers (54%), followed by 46% who would like to know more about the export opportunities for Italy.

Younger respondents (ages 18 to 34) are more interested in information about the environment (32%), while men are more likely to be interested in information about export opportunities for Italy (49%) and temporary work opportunities in Canada (44%).

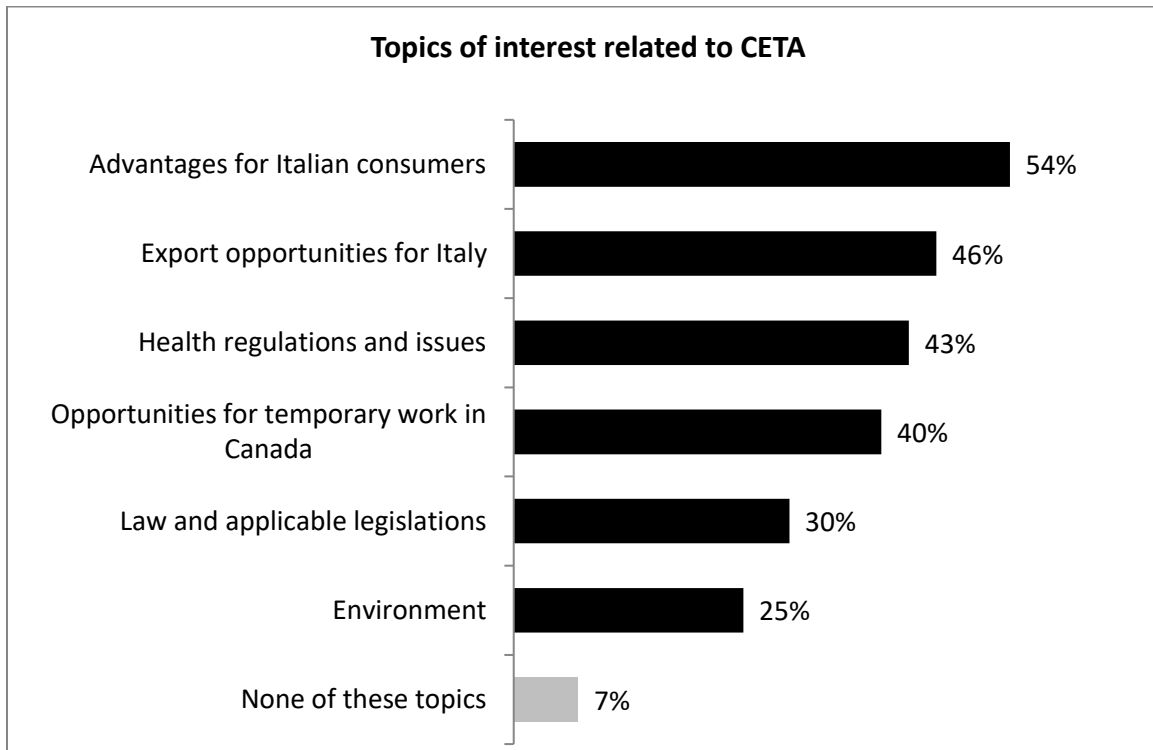


Figure 27. Answer to question 26: On which topics would you like more information regarding CETA?
[Interviewer instruction: List. Several answers are possible.]
Base: All respondents (n=2,000)

Thinking about the source of information about CETA, respondents consider agricultural producers (87%), the Canadian government (85%), and farmers' associations (85%)⁷ to be the most credible. Social media was by far considered the least credible source of information (37%).

Those ages 18 to 34 are more likely to feel that the following sources are credible: agricultural producers (91%); farmers' associations (90%); national business associations and businesspeople (85%); environmental groups (84%); lobby groups (76%); traditional media (57%); and social media (46%).

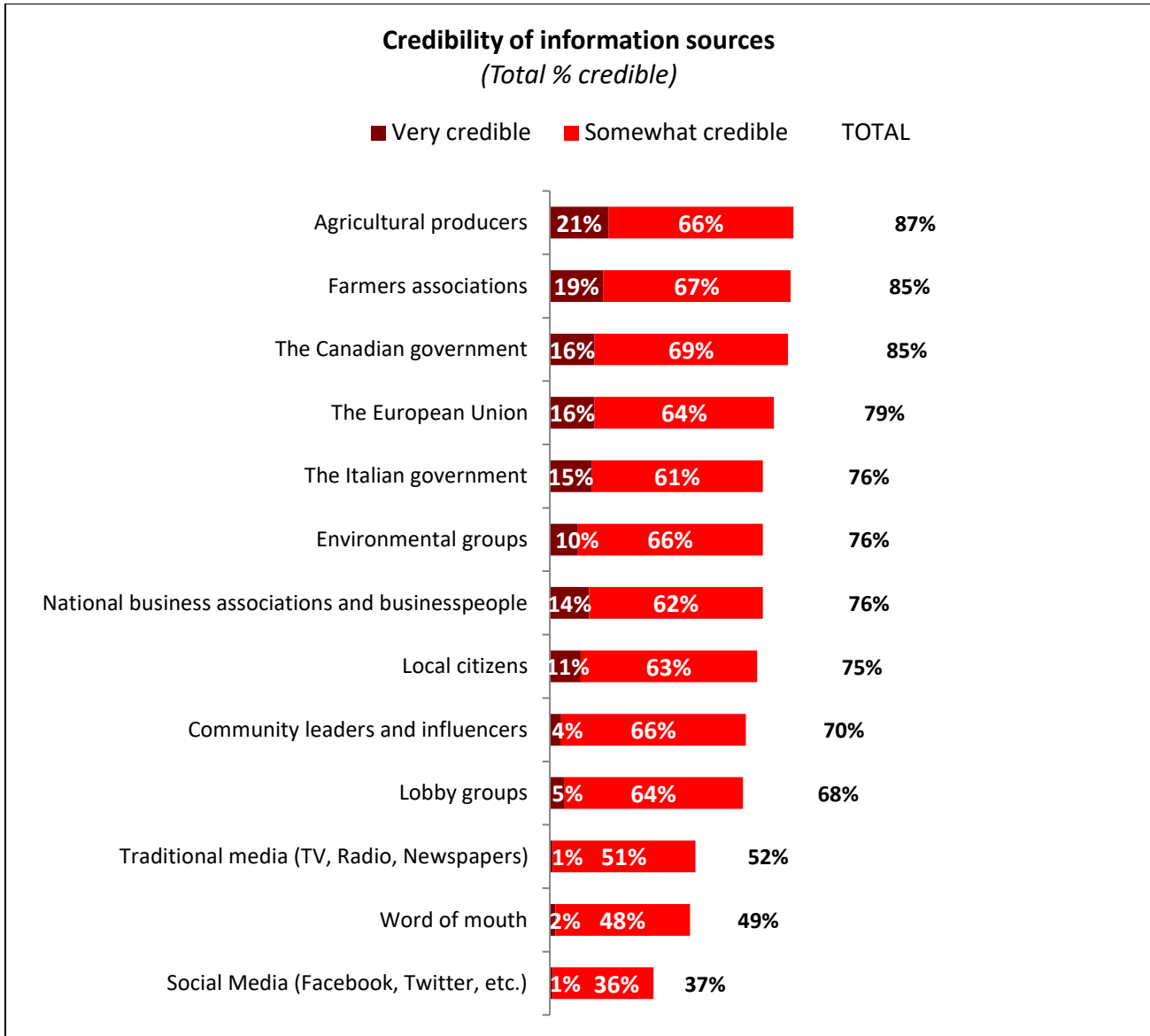


Figure 28. Answer to question 27: In terms of receiving information about CETA, how credible do you think each of the following are? Base: All respondents (n=2,000)

⁷ Due to rounding, individual percentages may not necessarily reflect the combined total.

SOURCE OF INFORMATION	NET CREDIBLE	Very credible	Somewhat credible	NET NOT CREDIBLE	Not very credible	Not at all credible	Don't know
Agricultural producers	87%	21%	66%	10%	9%	1%	3%
The Canadian government	85%	16%	69%	11%	10%	1%	4%
Farmers associations	85%	19%	67%	12%	10%	1%	3%
The European Union	79%	16%	64%	18%	17%	2%	2%
The Italian government	76%	15%	61%	22%	18%	4%	2%
Environmental groups	76%	10%	66%	21%	18%	2%	3%
National business associations and businesspeople	76%	14%	62%	21%	19%	1%	3%
Local citizens	75%	11%	63%	23%	20%	2%	3%
Community leaders and influencers	70%	4%	66%	27%	25%	2%	3%
Lobby groups	68%	5%	64%	26%	23%	3%	5%
Traditional media (TV, Radio, Newspapers)	52%	1%	51%	46%	42%	4%	2%
Word of mouth	49%	2%	48%	48%	40%	8%	2%
Social Media (Facebook, Twitter, etc.)	37%	1%	36%	59%	49%	11%	3%

Table 13. Answer to question 27: In terms of receiving information about CETA, how credible do you think each of the following are? Base: All respondents (n=2,000)

4.3 CETA and COVID-19

Thinking specifically about CETA and Italy's economic recovery from COVID-19, 72% of Italians feel that Canada is a reliable economic and commercial partner while 18% do not; 9% were unsure. Those ages 18 to 34 (81%) were significantly more likely than those ages 35 to 54 (68%) to feel that Canada is a reliable partner.

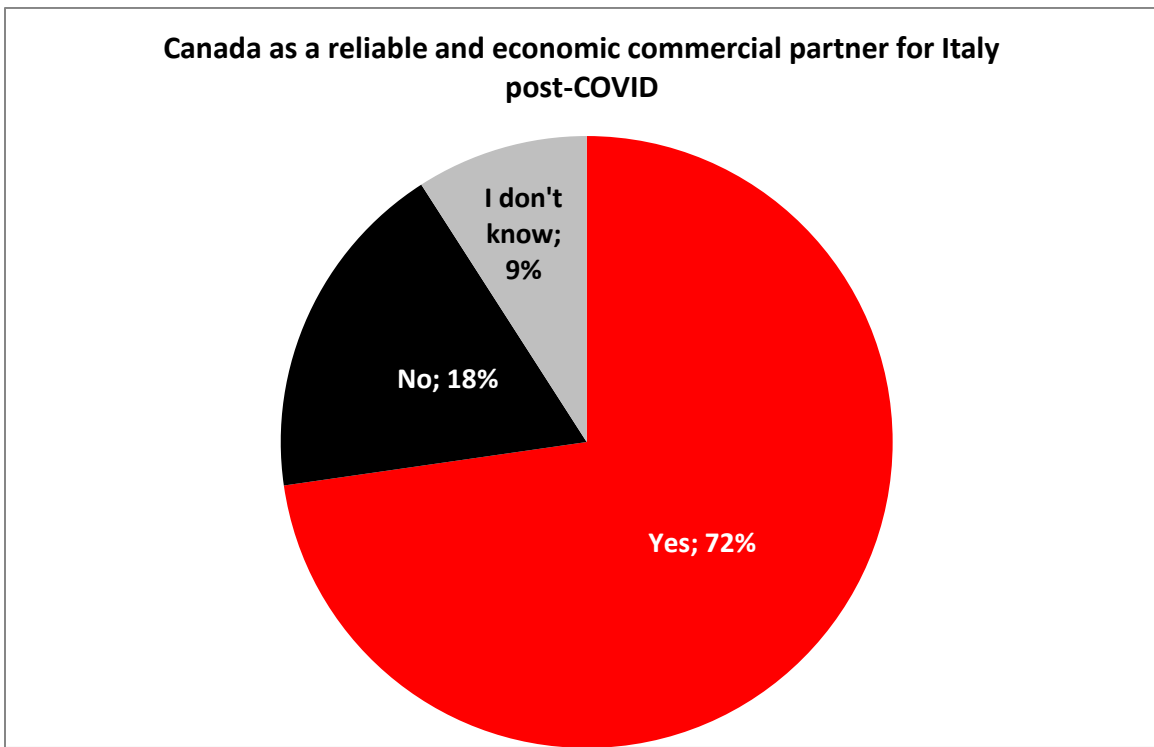


Figure 29. Answer to question 28: In your opinion, is Canada a reliable economic and commercial partner for Italy's post-COVID-19 economic recovery? Base: All respondents (n=2,000)

When asked how relevant they feel CETA is to Italy’s economic recovery from COVID-19, 41% of the respondents suggested that CETA is more relevant now (41%) while 37% felt that it is about the same. Eight percent (8%) reported that CETA is less relevant now, and 14% were unsure. Those ages 18 to 34 (58%) were significantly more likely than those ages 55+ (34%) to feel that CETA is more relevant post-COVID.

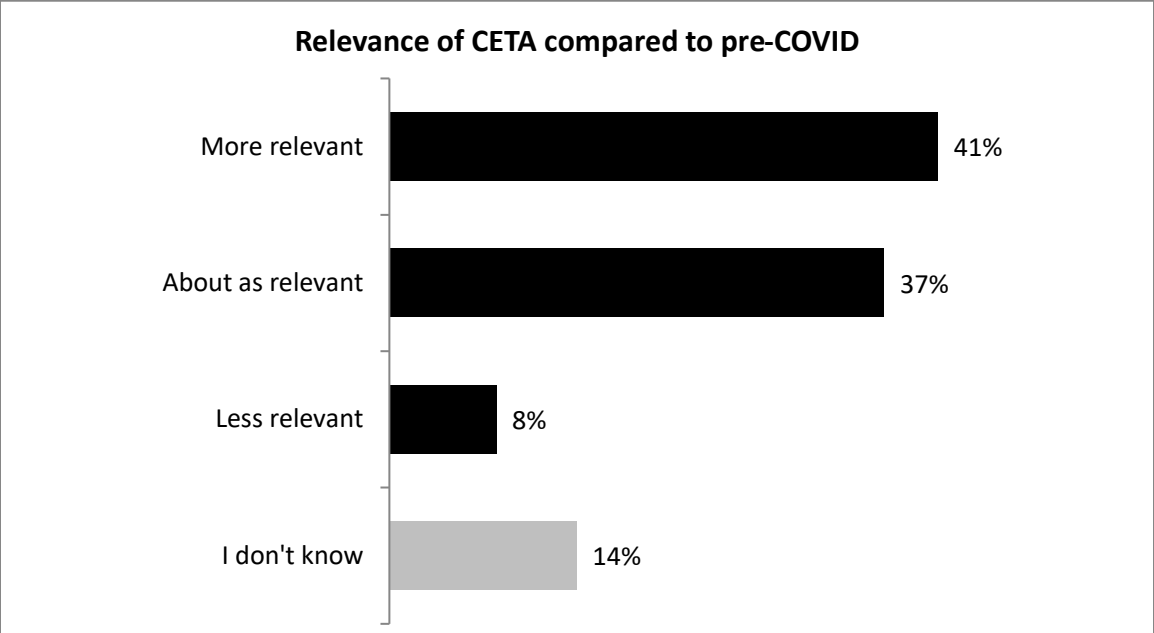


Figure 30. Answer to question 29: Do you think that the CETA is now more relevant, about as relevant, or less relevant to Italy's economic recovery from the COVID-19 pandemic? Base: All respondents (n=2,000)

Finally, respondents were asked about their overall opinion regarding COVID-19 and trade agreements. More than three quarters of the respondents (77%) felt that the pandemic made them realize that trade agreements with trusted countries are necessary and valuable for their country's recovery, while only 15% indicated that the pandemic has made them realize that Italy should further close its borders to protect their economy. Younger respondents (ages 18 to 34) by far agreed with the former: 86% felt that economic and trade agreements are necessary and valuable.

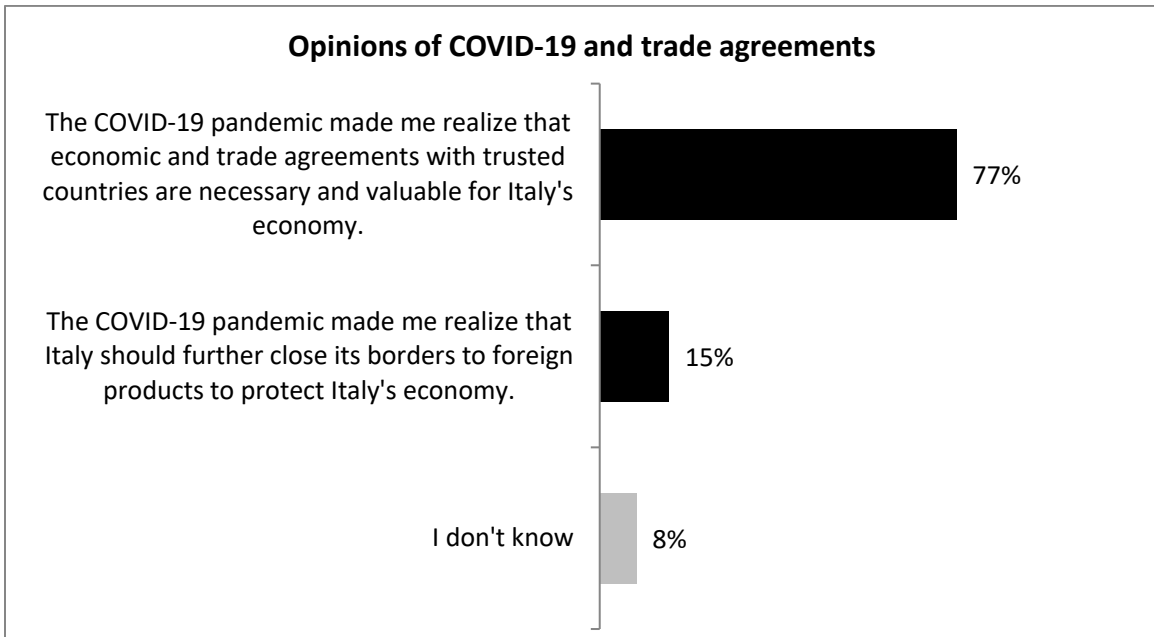


Figure 31. Answer to question 30: Which of these two statements most closely reflects your opinion?
Base: All respondents (n=2,000)

4. Sociodemographic characterization

SEX	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Male	48%
Female	52%

Table 14. Sex

AGE	Total
n = (weighted)	2,000
n = (unweighted)	2,000
18-24 A.	8%
25-34 A.	13%
35-44 A.	15%
45-54 A.	19%
55-64 A.	17%
65-74 A.	12%
75+ A.	15%

Table 15. Age

HEAD OF FAMILY	Total
n = (weighted)	2,000
n = (unweighted)	2,000
The head of the family is the interviewee	45%
The head of the family is the spouse of the interviewee	34%
The head of the family is another person	21%

Table 16. Head of family

NUMBER OF PEOPLE IN HOUSEHOLD	Total
n = (weighted)	2,000
n = (unweighted)	2,000
A person	10%
Two people	33%
Three people	28%
Four people	24%
Five people	2%
Six or more people	-
Does not indicate	3%

Table 17. Number of people in household

CHILDREN UNDER 15 IN HOUSEHOLD	Total
n = (weighted)	2,000
n = (unweighted)	2,000
A child	12%
Two kids	4%
Three children	-
Four children	-
Five children	-
Six or more people	-
No children	85%

Table 18. Number of children under 15 living in the household

LEVEL OF EDUCATION	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Graduation	16%
University without a degree	2%
High school with diploma	35%
High school without a diploma	10%
Licensed junior high school	21%
Unlicensed junior high school	6%
Licensed elementary school	10%
Primary school without a license	-
No school	-
Does not indicate	-

Table 19. Level of education

PROFESSION	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Entrepreneur, Freelancer (indep.)	4%
Executive, Senior Official (Dep.)	1%
Intermediate framework (office manager, service manager, technician with	1%
Teacher (teacher, professor) (employee)	2%
Employee (employee)	36%
Merchant, Craftsman (indep.)	7%
Skilled worker (employee)	7%
General worker (employee)	4%
Farmer Tenant (indep.)	-
Employee Farmer (Laborer (employee)	-
Housewife (employed only in the house)	-
Retired	35%
Unemployed (or awaiting 1st employment)	1%
Student	-
Other	-
Does not indicate	2%

Table 20. Profession

HOUSEHOLD INCOME	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Up to 440 Euros	-
440 - 540 Euros	-
540 - 645 Euros	-
645 - 750 Euros	-
750 - 850 Euros	1%
850 - 955 Euros	1%
955 - 1060 Euros	1%
1060 - 1160 Euros	3%
1160 - 1265 Euros	3%
1265 - 1370 Euros	2%
1370 - 1550 Euros	4%
1550 - 1940 Euros	5%
1940 - 2455 Euros	7%
2455 - 3875 Euros	6%
More than 3875 Euros	5%
Does not indicate	63%

Table 21. Monthly household income before taxes

TYPE OF HOME	Total
n = (weighted)	2,000
n = (unweighted)	2,000
In a single house owned	35%
In a single house for rent	4%
In a private apartment	52%
In a rented apartment	7%
In another type of home (in a rented room, etc.)	-
Does not indicate	2%

Table 22. Type of home

GEOGRAPHIC AREA	Total
n = (weighted)	2,000
n = (unweighted)	2,000
North-West	27%
North-East	19%
Centre	20%
South	23%
Islands	11%

Table 23. Geographic area

TYPE OF MUNICIPALITY	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Capital	30%
Not the capital	70%

Table 24. Type of municipality

SIZE OF CITY/TOWN	Total
n = (weighted)	2,000
n = (unweighted)	2,000
Up to 2,000 inhabitants	2%
2,001 – 3,000 inhabitants	6%
3,001 – 5,000 inhabitants	9%
5,001 - 10,000 inhabitants	13%
10,001 - 20,000 inhabitants	16%
20,001 – 30,000 inhabitants	8%
30,001 – 50,000 inhabitants	10%
5,0001 - 100,000 inhabitants	13%
100,001 – 250,000 inhabitants	7%
Over 250,000 inhabitants	15%

Table 25. Size of city/town

Appendix A: Detailed research methodology

To achieve the goals of the study, a research plan based on a quantitative methodology was developed. The study consisted of a telephone survey of the general population of Italy. This methodology was used to explore and assess the perceptions and image of Canada and Canadians in Italy as well as Italians' knowledge and opinions about the CETA.

Telephone Methodology

The quantitative research was conducted by means of telephone surveys (landline and cellphone) using computer-assisted telephone interviewing (CATI) technology. The survey questionnaire was developed by Leger in collaboration with Global Affairs Canada. Data collection was carried out by BVA-Doxa, Leger's partner in Italy.

Data collection for this survey took place between January 14 and 31, 2021. A total sample of 2,000 Italians aged 18 and over, living in all regions of Italy were surveyed. The final research tool is provided in [Appendix B: Survey questionnaire](#).

Particular attention was paid to ensure that the distribution of respondents was representative of the general population, while ensuring that a minimum number of respondents from each region of the country was surveyed. The following table presents the distribution of respondents in the regions:

Regions	n = (weighted)	Sample
	n = (unweighted)	2,000
PIEMONTE		7%
LIGURIA		3%
LOMBARDIA		17%
TRENTINO ALTO ADIGE		2%
VENETO		8%
FRIULI VENEZIA GIULIA		2%
EMILIA		7%
TOSCANA		6%
MARCHE		2%
UMBRIA		2%
LAZIO		10%
MOLISE		1%
ABRUZZI		2%
CAMPANIA		9%
PUGLIA		6%
BASILICATA		1%
CALABRIA		3%
SICILIA		8%
SARDEGNA		3%

Table A1. Regional distribution of respondents

Since the survey respondents were randomly selected, the sample thus collected has the characteristics of a probability sample. It can therefore be said that the results of this survey are representative of the state of opinion of the Italian population. The margin of error for a probability sample of this size is $\pm 2.19\%$, and that is, 19 times out of 20 (confidence interval of 95%).

Leger respects the strictest guidelines for quantitative research. The survey was drawn up in accordance with the Government of Canada's *Standards for the Conduct of Government of Canada Public Opinion Research—Telephone surveys*. Respondents were assured that this research was voluntary, confidential, and anonymous. As with all research conducted by Leger, any information that could identify respondents was deleted from the data, in accordance with the *Privacy Act*.

Unweighted and weighted samples

Using data from the most recent Italian census, the results were weighted according to age, gender, and region. The table below shows the distribution of respondents according to these main demographic variables.

There is no evidence in these data that a different distribution by region or age before weighting would have significantly changed the results for this survey. The weighting applied corrected the original imbalance for data analysis purposes; no further manipulation was required.

AGE WITHIN SEX – NORTH WEST REGION	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Total
Male	1.09%	1.67%	2.06%	2.62%	2.18%	3.32%	12.95%
Female	0.99%	1.60%	2.03%	2.61%	2.28%	4.36%	13.87%
Total	2.08%	3.27%	4.09%	5.23%	4.47%	7.68%	26.82%

Table A2. Distribution of age and sex in the North West region

AGE WITHIN SEX – NORTH EAST REGION	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Total
Male	0.80%	1.20%	1.48%	1.91%	1.60%	2.38%	9.36%
Female	0.73%	1.16%	1.47%	1.90%	1.67%	3.07%	10.00%
Total	1.53%	2.36%	2.95%	3.81%	3.27%	5.45%	19.36%

Table A3. Distribution of age and sex in the North East region

AGE WITHIN SEX – CENTRAL REGION	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Total
Male	0.80%	1.24%	1.56%	1.90%	1.61%	2.44%	9.55%
Female	0.73%	1.20%	1.58%	1.99%	1.75%	3.19%	10.45%
Total	1.53%	2.45%	3.14%	3.89%	3.36%	5.63%	20.00%

Table A4. Distribution of age and sex in the Central region

AGE WITHIN SEX – SOUTH REGION	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Total
Male	1.10%	1.65%	1.81%	2.06%	1.84%	2.58%	11.04%
Female	1.02%	1.59%	1.81%	2.16%	1.99%	3.26%	11.84%
Total	2.12%	3.24%	3.62%	4.22%	3.83%	5.85%	22.88%

Table A5. Distribution of age and sex in the South region

AGE WITHIN SEX – ISLANDS	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	Total
Male	0.50%	0.76%	0.85%	0.99%	0.89%	1.28%	5.28%
Female	0.46%	0.73%	0.85%	1.03%	0.96%	1.63%	5.66%
Total	0.96%	1.50%	1.71%	2.02%	1.85%	2.90%	10.94%

Table A6. Distribution of age and sex in the Islands

REGION WITHIN MUNICIPALITY SIZE	Up to 10,000	10,000 to 50,000	50,000 to 250,000	250,000+	Total
Piemonte/V.D.Aosta	3.08%	2.30%	0.65%	1.47%	7.50%

REGION WITHIN MUNICIPALITY SIZE	Up to 10,000	10,000 to 50,000	50,000 to 250,000	250,000+	Total
Liguria	0.74%	0.56%	0.35%	0.98%	2.63%
Lombardia	6.60%	5.70%	2.05%	2.34%	16.69%
Tre Venezie	4.77%	4.53%	1.75%	0.88%	11.92%
Emilia	1.70%	2.54%	2.53%	0.66%	7.44%
Toscana	1.25%	2.52%	1.85%	0.63%	6.25%
Marche/Umbria	1.29%	1.74%	0.99%	0.00%	4.02%
Lazio	1.30%	2.35%	1.36%	4.72%	9.73%
Campania	2.10%	3.79%	1.94%	1.57%	9.40%
Abruzzo/Molise/Puglia	2.28%	4.00%	2.53%	0.54%	9.35%
Basilicata/Calabria	2.15%	0.87%	1.11%	0.00%	4.13%
Sicilia	1.67%	3.11%	1.80%	1.58%	8.16%
Sardegna	1.28%	0.80%	0.70%	0.00%	2.78%
Total	30.21%	34.81%	19.62%	15.37%	100.00%

Table A7. Distribution of regions within municipality size

As with all research conducted by Leger, contact information was kept completely confidential, and any information that could identify respondents was deleted from the data, in accordance with the *Privacy Act* of Canada.

Participation rate calculation

The overall response rate for this study is 21.22%. The response rate is calculated using the following formula: response rate = $R \div (U + IS + R)$. The table below provides details of the calculation.

Base Sample	52,359
Invalid number	48,047
No service	47,356
Non-residential	691
Fax / modem / pager	-
Double	-
Unresolved (U)	124
No answer	82
Answering machine	28
Line busy	32
EFFECTIVE SAMPLE*	2,161
In-scope non-responding units (IS)	1,676
Refusal	1,659
Language Barrier	17
Responding units (R)	485
Quota attained	-
Unqualified	22
Incomplete	362
Appointment	101
COMPLETED INTERVIEWS	2,000

Response rate	21,22%
----------------------	---------------

Table A8. Call disposition summary

A response rate of 21.22% is good for consumer telephone studies in Italy. A high response rate reduces the risk of non-response bias in the survey by reducing the probability that the sample is not representative.

As with all research conducted by Leger, contact information was kept completely confidential and any information that could identify respondents was deleted from the data, in accordance with Canada's *Privacy Act*.

Appendix B: Survey questionnaire in English

INTRODUCTION

INFO TXT

Hello, my name is _____ from BVA-Doxa, an Italian public opinion research firm. Thank you for taking the time to take part in this study. This study is about your perceptions of international trade with other countries. Anyone can complete this survey; you don't need to be an expert.

Answering this survey shouldn't take more than 20 minutes of your time. Your participation is voluntary, and the answers you provide will be kept confidential and anonymous.

May I continue?

Yes

Make appointment

Refusal

ONLY READ IF NEEDED

This study is about your perceptions of Canada. Anyone can complete this survey. You don't have to be an expert or know Canada well to answer the questions. We are interested in your opinion.

MENTION THE CLIENT ONLY AT THE END OF THE SURVEY

This study was commissioned by the Canadian government.

Section A. General perception of Canada

SINGLE MENTION

NUMERICAL QUESTION: 0-100

ASK ALL

RANDOM ORDER

Q#1

To begin, I would like you to rate your overall opinion of different countries on a scale of 0 to 100.

“0” means that your perception of the country is VERY NEGATIVE and “100” means you have a VERY POSITIVE perception.

Scores in between allow you to specify your opinion.

Required answer 0 to 100

STATEMENTS LIST

1. Canada
2. Italy
3. Germany
4. France
5. United Kingdom
6. United States
7. Australia
8. China
9. Japan
10. South Korea
11. The Netherlands
12. Spain
13. Turkey
14. India
15. Brazil

ANSWER CHOICES

Numerical answer

Min:0

Max: 100

998 I don't know

SINGLE MENTION

ASK ALL

RANDOM ORDER

Q#2

In your opinion, are the following countries very reliable, somewhat reliable, somewhat unreliable, or unreliable as economic partners for Italy?

Interviewer instruction: List. Only one answer per line.

synchronized with Q1

STATEMENTS LIST

1. Canada
3. Germany
4. France

5. United Kingdom
6. United States
7. Australia
8. China
9. Japan
10. South Korea
11. The Netherlands
12. Spain
13. Turkey
14. India
15. Brazil

ANSWER CHOICES

- 1 Very reliable
- 2 Somewhat reliable
- 3 Somewhat unreliable
- 4 Very unreliable
- 98 I don't know

[ASK TO ALL]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q#3

Do you agree or disagree with each of the following statements?

STATEMENTS LIST

1. Free trade agreements are good for Italy's prosperity
2. Free trade agreements endanger jobs in Italy
3. Italians benefit from free trade agreements by having access to quality foreign products
4. Italy must limit imports of foreign products as much as possible
5. Italy needs to increase its exports of Italian products
6. In general, Italy benefits from international trade.
7. Rules for importing foreign products into Italy should be stricter
8. I trust the controls set by the Italian government regarding foreign products.
9. Italy should participate in more trade agreements with foreign countries

ANSWER CHOICES

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
98. I don't know

[ASK TO ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q#4

How much do you trust each of the following?

STATEMENTS LIST

1. The European Union
2. The Canadian government
3. The Italian government
4. Environmental groups
5. Agricultural producers
6. National business associations and businesspeople
7. Traditional media (TV, Radio, Newspapers)
8. Social Media (Facebook, Twitter, etc.)
9. Farmers associations and
10. Lobby groups

ANSWER CHOICES

1. A lot
2. Moderately
3. A little
4. Not at all
98. I don't know

MULTIPLE MENTIONS: MAX 3

[ASK ALL]

[RANDOM]

Q#16

Among the following, which country or countries... produce/export the "safest" food products...

Interviewer instruction: List. Maximum of three answers.

1. French products
2. Canadian products
3. American products
4. British products
5. Chinese products
6. Korean products
7. German products
8. Russian products
9. Turkey products
10. Kazakhstan products
11. Japan products
12. Brazil products
98. I don't know (Do not read)

MULTIPLE MENTIONS: MAX3

[ASK ALL]

Q#5

Thinking now about Canada, for you, Canada is above all:

Interviewer instruction: List. Maximum of three answers.

1. Wide open spaces and beautiful landscapes

2. A country with a strong French culture
3. A country with a strong Anglo-Saxon culture
4. A country rich in raw materials
5. A country that is trustworthy, fair and multicultural
6. An economically vibrant country
7. A country with a very high standard of living
8. A country where you could spend your vacation or even settle down
98. I don't know (Do not read)

MULTIPLE MENTIONS: MAX5

[ASK ALL]

[RANDOM]

Q#6

What connections have you had with Canada to date:

Interviewer instruction: List. Several answers are possible.

1. You have visited Canada.
2. You have friends or family who have visited Canada.
3. You have friends or family who have immigrated in Canada.
4. You have Canadian friends or family.
5. You have worked or done business with Canadians.
6. Other (specify)
8. No relations with Canada to date (Do not read)

MULTIPLE MENTIONS: MAX5

[ASK ALL]

[RANDOM]

Q#7

Have you ever had the intention of...

Interviewer instruction: List. Several answers are possible.

1. Going on holiday to Canada
2. Moving to Canada to live there
3. Doing business with Canada
4. Studying in Canada
5. Making investments in Canada

[ASK ALL]

[RANDOM]

Q#7B

Do you agree or disagree with each of the following statements? Is it strongly or somewhat...

STATEMENTS LIST

1. ...Canada and the United states of America are very different countries
2. ...Canada is more similar to European countries than the United States of America
3. ...Canada and the United States of America share pretty much the same culture
4. ...Canadian and American lifestyles are very similar, they consume the same products

ANSWER CHOICES

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
98. I don't know (Do not read)

[ASK ALL]

[IN ORDER]

Q#7C

Do you know that Canada has ten provinces and three territories to the north?

ANSWER CHOICES

1. Yes
2. No
98. I don't know (Do not read)

[ASK ALL]

[IN ORDER]

Q#7D

How familiar are you with the different provinces and territories in Canada?

ANSWER CHOICES

1. Very familiar
2. Somewhat familiar
3. Somewhat unfamiliar
4. Very unfamiliar
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#8

I am going to read you some opinions that can be heard about Canada's economy. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada.

Canada...

Interviewer instruction: List. Only one answer per line.

STATEMENTS LIST

1. ...has companies that are competitive on an international scale
2. ...offers good investment opportunities
3. ...has products whose quality is renowned worldwide
4. ...is a country with companies that have cutting-edge technology
5. ...is a country that has many well-known brands
6. ...has a high level of education and research

ANSWER CHOICES

1. Corresponds a lot
2. Somewhat corresponds
3. Doesn't really correspond
4. Doesn't correspond at all
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#9

I am going to read you some opinions that can be heard about Canada's culture. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada.

Canada...

Interviewer instruction: List. Only one answer per line.

Prog: Rotation of items

STATEMENTS LIST

1. ...is a country that is known for its artists on the international scene
2. ...is an avant-garde country in terms of cultural affairs
3. ...has an original and/or unique art scene
4. ...is regarded for its culture in Italy

ANSWER CHOICES

1. Corresponds a lot
2. Somewhat corresponds
3. Doesn't really correspond
4. Doesn't correspond at all
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#10

I am going to read you some opinions that can be heard about Canada's social model. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada.

Canada...

Interviewer instruction: List. Only one answer per line.

Prog: Rotation of items

STATEMENTS LIST

1. ...gives everyone a chance
2. ...is respectful of ethnic, linguistic, religious, and sexual diversity
4. ...is a country that looks after its Native communities (Indigenous people)
5. ...is a feminist country
6. ...is a country that is a forerunner in equality between men and women
7. ...is a socially innovative country
8. ...is an inspiring model for Italy
9. ... is a country where people are respectful of laws and regulations

ANSWER CHOICES

1. Corresponds a lot
2. Somewhat corresponds
3. Doesn't really correspond
4. Doesn't correspond at all
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#11

I am going to read you some opinions that can be heard about Canada's environment. For each one, tell me if it corresponds a lot, somewhat, not really, or not at all to the image you have of Canada.

Canada...

Interviewer instruction: List. Only one answer per line.

Prog: Rotation of items

STATEMENTS LIST

1. ...is an important partner in the fight against global warming
2. ...is a country that effectively protects its ecosystems and environment
4. ...is a country that adheres to stringent health regulations, just like Europe
5. ...is a country that produces quality food products

ANSWER CHOICES

1. Corresponds a lot
2. Somewhat corresponds
3. Doesn't really correspond
4. Doesn't correspond at all
98. I don't know (Do not read)

MULTIPLE MENTIONS: MAX 2

[ASK ALL]

[IN ORDER]

Q#12

Among the following oil producing countries, from which country would you prefer to see Italy import its oil?

Interviewer instruction: List. Maximum of two answers.

1. Saudi Arabia

2. China
3. United States
4. Iraq
5. Canada
6. Iran
7. Russia
98. I don't know (Do not read)

MULTIPLE MENTIONS MAX = 3 CHOICES

[ASK ALL]

[RANDOM]

Q#13

With which of the following industrial activities do you associate Canada with?

You may choose three.

Interviewer instruction: List. Maximum of three answers.

1. Renewable energy and environmental technologies
2. The computer industry and new information technologies
3. The aviation and aerospace industry
4. The medical and pharmaceutical industry
5. The agriculture and agri-food industry
6. The oil and gas industry
7. Forestry and mining
8. The film industry
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[IN ORDER]

Q#14

Would you say that Canada is an economic partner that is very, somewhat, a little, or not at all important for Italy?

Interviewer instruction: List. Only one answer possible.

1. Very important
2. Somewhat important
3. A little important
4. Not important at all
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[IN ORDER]

Q#15

Would you be very in favour of, somewhat in favour of, neither in favour of nor against, somewhat against, or very against Italy increasing its trade with Canada?

Interviewer instruction: List. Only one answer possible.

1. Very in favour
2. Somewhat in favour
3. Neither in favour of nor against
4. Somewhat against

- 5. Very against
- 98. I don't know (Do not read)

Section B. General perception regarding the CETA

SINGLE MENTION

[ASK ALL]

Q#17

Canada and the European Union have entered into a comprehensive commercial partnership known as CETA. The CETA lifted nearly all tariffs on imported products. Have you heard of CETA?

- 1. Yes
- 2. No
- 98. I don't know

SINGLE MENTION

[ASK IF Q17 =1]

Q#18

How familiar would you say you are with CETA?

- 1. Very familiar
- 2. Somewhat familiar
- 3. Somewhat unfamiliar
- 4. Very unfamiliar
- 98. I don't know

[ASK TO ALL]

[LIST ORDER: In order]

Q#19

What do you think of CETA overall? Is it something you personally would support or oppose? Is that strongly or somewhat?

- 1. Strongly support
- 2. Somewhat support
- 3. Somewhat oppose
- 4. Strongly oppose
- 98. I don't know

[ASK TO ALL]

[OPEN ENDED]

Q#20

Why do you say you (INSERT Q# ANSWER) CETA?

- 96. Please specify

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#21

Among the following list of products, which Canadian products might interest you?

Interviewer instruction: List. Several answers are possible.

1. Fruit and vegetables
2. Meat
3. Fish and seafood
5. Grains and wheat
6. Maple syrup
7. Textiles and clothing
8. Cosmetics
9. Wine, beer and spirits
10. Pharmaceuticals

SINGLE MENTION GRID

[ASK ALL]

SYNCHRONIZED ORDER OF THE LIST WITH PREVIOUS QUESTION

ANSWER CHOICE LIST IN ORDER

Q#22

How confident are you in the quality of the following Canadian products?

STATEMENTS LIST

1. Fruit and vegetables
2. Meat
3. Fish and seafood
5. Grains and wheat
6. Maple syrup
7. Textiles and clothing
8. Cosmetics
9. Wine, beer and spirits
10. Pharmaceuticals

ANSWER CHOICE

1. Very confident
2. Quite confident
3. Not much confident
4. Not at all confident
98. I don't know

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#23

I will now read you a series of statements you may have heard about CETA. For each of them, I would like you to tell me whether you totally agree, somewhat agree, somewhat disagree, or totally disagree.

The CETA...

Interviewer instruction: List. Only one answer per line.

Prog: Rotation of items

STATEMENTS LIST

1. ...offers business opportunities for Italian companies
2. ...will open the North American market to Italian products
3. ...will strengthen the partnership between Italy and Canada
4. ...will allow Italians to have access to and discover more Canadian products
5. ...is a good thing because it will facilitate labour mobility between the two countries

ANSWER CHOICES

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
98. I don't know (Do not read)

[ASK TO ALL]

[OPEN ENDED]

Q#24

What is the most important issue for you regarding trade between Canada and the EU?

96. Please specify

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#25

For each of the following items, please indicate whether it improves your perception of CETA or not.

Interviewer instruction: List. Only one answer per line.

Prog: Rotation of items

STATEMENTS LIST

1. With CETA Canada now recognizes Italian Agri-food geographical indications.
2. The CETA opens the possibility for Italians to temporarily work in Canada.
3. Under the CETA, the Investment Court System replaces traditional private arbitration for the settlement of investment disputes.
4. Under CETA, the exporting country needs to respect the Health and Safety requirements of the importing country.

ANSWER CHOICES

1. Yes, it improves my perception of CETA
2. No, it doesn't improve my perception of CETA
98. I don't know (Do not read)

SINGLE MENTION

[ASK ALL]

[RANDOM]

Q#26

On which topics would you like more information regarding CETA?

Interviewer instruction: List. Several answers are possible.

Prog: Rotation of items

1. Health regulations and issues
2. Environment
3. Law and applicable legislations
4. Export opportunities for Italy
5. Opportunities for temporary work in Canada
6. Advantages for Italian consumers
7. Other (specify)
8. None of these topics (Do not read)

[ASK TO ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q#27

In terms of receiving information about CETA, how credible do you think each of the following are?

STATEMENTS LIST

1. The European Union
2. The Canadian government
3. The Italian government
4. Environmental groups
5. Agricultural producers
6. National business associations and businesspeople
7. Traditional media (TV, Radio, Newspapers)
8. Social Media (Facebook, Twitter, etc.)
8. Local citizens
9. Farmers associations
10. Lobby groups
11. Word of mouth
12. Community leaders and influencers

ANSWER CHOICES

1. Very credible
2. Somewhat credible
3. Not very credible
4. Not at all credible
98. I don't know

[ASK TO ALL]

[SINGLE MENTION]

[LIST ORDER: Randomize]

Q28

In your opinion, is Canada a reliable economic and commercial partner for Italy's post-COVID-19 economic recovery?

1. Yes

2 No
98 I don't know
[ASK TO ALL]
[SINGLE MENTION]
[LIST ORDER: In order]
Q29

Do you think that the CETA is now more relevant, about as relevant, or less relevant to Italy's economic recovery from the COVID-19 pandemic?

1 More relevant
2 About as relevant
3 Less relevant
98 I don't know

[ASK TO ALL]
[SINGLE MENTION]
[LIST ORDER: Randomize]
Q30

Which of these two statements most closely reflects your opinion?

1 The COVID-19 pandemic made me realize that economic and trade agreements with trusted countries are necessary and valuable for Italy's economy.
2 The COVID-19 pandemic made me realize that Italy should further close its borders to foreign products to protect Italy's economy.
98 I don't know

Section C. Sociodemographic characterization

Sex
Age
Profession
Region
Size of city/town
Composition of household
Number of children under 15 living in the household
Level of education
Owner or renter
Monthly household income before taxes

This concludes the survey. Thank you for your cooperation.

Appendix C: Survey questionnaire in Italian

INFO TXT

Buongiorno, mi chiamo _____ e lavoro per BVA-Doxa, una società italiana di ricerche di mercato.

Grazie per averci dedicato del tempo per partecipare a questo studio riguardante la Sua percezione riguardo gli scambi internazionali con altri paesi. Chiunque può completare questo sondaggio; non è necessario essere esperti in materia.

La partecipazione a questo sondaggio non dovrebbe richiedere più di 20 minuti del Suo tempo. La Sua partecipazione è volontaria e le risposte fornite saranno mantenute riservate e anonime.

Posso continuare?

Sì

Fissare appuntamento

Rifiuto

LEGGERE SOLO SE NECESSARIO

Questo studio riguarda le Sue percezioni del Canada. Chiunque può completare questo sondaggio. Non è necessario essere esperti o conoscere bene il Canada per rispondere alle domande. Siamo interessati alla Sua opinione.

FARE RIFERIMENTO AL COMMITTENTE DELLA RICERCA SOLO ALLA FINE DEL SONDAGGIO

Questo studio è stato commissionato dal governo canadese.

Sezione A. Percezione generale del Canada

MENZIONE SINGOLA

DOMANDA NUMERICA: 0-100

CHIEDERE A TUTTI

ORDINE CASUALE

Q#1

Per iniziare, vorrei che Lei valutasse la Sua opinione generale su una serie di paesi diversi, su una scala da 0 a 100 , dove "0" significa che la percezione del paese è MOLTO NEGATIVA e "100" significa che la percezione è invece MOLTO POSITIVA.

I punteggi intermedi Le consentono di essere più specifico nell'esprimere la Sua opinione.

Risposta obbligatoria da 0 a 100

ELENCO

1. Canada
2. Italia
3. Germania
4. Francia
5. Regno Unito
6. Stati Uniti d'America
7. Australia
8. Cina
9. Giappone
10. Corea del Sud
11. Paesi Bassi
12. Spagna
13. Turchia
14. India
15. Brasile

RISPOSTE POSSIBILI

Risposta numerica

Minimo: 0

Massimo: 100

998 Non so

MENZIONE SINGOLA

CHIEDERE A TUTTI

ORDINE CASUALE

Q#2

Secondo Lei, i Paesi che seguono sono molto affidabili, abbastanza affidabili, abbastanza inaffidabili o inaffidabili come partner economici per l'Italia?

Istruzioni per l'intervistatore: leggere l'elenco. Solo una risposta per riga.

Sincronizzato con Q1

ELENCO

1. Canada
2. Italia
3. Germania
4. Francia
5. Regno Unito
6. Stati Uniti d'America
7. Australia
8. Cina

9. Giappone
10. Corea del Sud
11. Paesi Bassi
12. Spagna
13. Turchia
14. India
15. Brasile

RISPOSTE POSSIBILI

- 1 Molto affidabile
- 2 Abbastanza affidabile
- 3 Abbastanza inaffidabile
- 4 Inaffidabile
- 98 Non so

[CHIEDERE A TUTTI]

[ORDINE DELL'ELENCO: in ordine]

[ORDINE DI PRESENTAZIONE DELLE AFFERMAZIONI: ordine casuale]

Q#3

Lei è d'accordo o in disaccordo con le affermazioni che seguono?

ELENCO DELLE AFFERMAZIONI

1. I trattati di libero scambio sono una cosa positiva per la ricchezza dell'Italia
2. I trattati di libero scambio mettono a repentaglio il lavoro in Italia
3. Gli italiani beneficiano dei trattati di libero scambio grazie all'accesso a prodotti stranieri di qualità
4. L'Italia deve limitare al massimo l'importazione di prodotti stranieri
5. L'Italia deve aumentare l'esportazione di prodotti italiani
6. In generale, l'Italia trae beneficio dai commerci internazionali.
7. I regolamenti relativi all'importazione di prodotti stranieri dovrebbero essere più severi
8. Mi fido dei controlli attuati dal governo italiano relativamente ai prodotti stranieri.
9. L'Italia dovrebbe partecipare a un numero maggiore di trattati commerciali con altri paesi stranieri

RISPOSTE POSSIBILI

1. Assolutamente d'accordo
2. Abbastanza d'accordo
3. Parzialmente in disaccordo
4. Assolutamente in disaccordo
98. Non so

[CHIEDERE A TUTTI]

[GRIGLIA - UNA SOLA RISPOSTA]

[ORDINE DELL'ELENCO: in ordine]

[ORDINE DI PRESENTAZIONE DELLE AFFERMAZIONI: ordine casuale]

Q#4

Quanta fiducia ripone in ognuno dei gruppi che seguono:

ELENCO DI AFFERMAZIONI

1. L'Unione Europea
2. Il governo canadese
3. Il governo italiano
4. Gruppi ambientalisti
5. Produttori agricoli
6. Associazioni imprenditoriali nazionali e imprenditori
7. Media tradizionali (TV, Radio, quotidiani)
8. Social Media (Facebook, Twitter, ecc.)
9. Associazioni di agricoltori
10. Gruppi di interesse speciale

RISPOSTE POSSIBILI

1. Molta
2. Moderata
3. Un po'
4. Per niente
98. Non so

RISPOSTE POSSIBILI: MAX 3

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#16

Relativamente ai prodotti che seguono, quali paesi producono/esportano i prodotti alimentari "più sicuri"?

Istruzioni per l'intervistatore: leggere l'elenco. Massimo tre risposte.

1. Prodotti francesi
2. Prodotti canadesi
3. Prodotti statunitensi
4. Prodotti britannici
5. Prodotti cinesi
6. Prodotti coreani
7. Prodotti tedeschi
8. Prodotti russi
9. Prodotti turchi
10. Prodotti kazaki
11. Prodotti giapponesi
12. Prodotti brasiliani
98. Non so (Non leggere questa opzione)

RISPOSTE POSSIBILI: MAX3

[CHIEDERE A TUTTI]

Q#5

Concentriamoci ora sul Canada; per Lei il Canada è principalmente:

Istruzioni per l'intervistatore: leggere l'elenco. Massimo tre risposte.

1. Ampi spazi aperti e paesaggi meravigliosi
2. Un paese con una forte cultura francese
3. Un paese con una forte cultura anglosassone
4. Un paese ricco di materie prime
5. Un paese affidabile, equo e multiculturale
6. Un paese economicamente vivace
7. Un paese con un tenore di vita molto elevato
8. Un paese in cui trascorrere le vacanze o addirittura stabilirsi
98. Non so (Non leggere questa opzione)

RISPOSTE POSSIBILI: MAX5

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#6

Fino ad oggi, quali contatti ha avuto Lei con il Canada:

Istruzioni per l'intervistatore: leggere l'elenco. È possibile fornire più di una risposta.

1. Ha visitato il Canada.
2. Ha amici o parenti che hanno visitato il Canada.
3. Ha amici o familiari che sono immigrati in Canada.
4. Ha amici o familiari canadesi.
5. Ha lavorato o fatto affari con i canadesi.
6. Altro (specificare)
8. Nessuna relazione con il Canada fino ad oggi (Non leggere questa opzione)

NUMERO MASSIMO DI RISPOSTE = 5

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#7

Ha mai avuto intenzione di...

Istruzioni per l'intervistatore: leggere l'elenco. È possibile fornire più di una risposta.

1. ... andare in vacanza in Canada
2. ... trasferirsi a vivere in Canada
3. ... fare affari con il Canada
4. ... studiare in Canada
5. ... fare investimenti in Canada

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#7B

Lei è d'accordo o in disaccordo con ognuna delle seguenti affermazioni? Si tratta di un sentimento molto forte o relativamente forte?

ELENCO DI AFFERMAZIONI

1. ... Il Canada e gli Stati Uniti d'America sono paesi molto diversi
2. ... Il Canada è più simile ai paesi europei rispetto agli Stati Uniti d'America

3. ... Il Canada e gli Stati Uniti d'America condividono praticamente la stessa cultura
4. ... Gli stili di vita canadesi e statunitensi sono molto simili, si consumano gli stessi prodotti

RISPOSTE POSSIBILI

1. Assolutamente d'accordo
2. Abbastanza d'accordo
3. Parzialmente in disaccordo
4. Assolutamente in disaccordo
98. Non so (Non leggere questa opzione)

[CHIEDERE A TUTTI]

[IN ORDINE]

Q#7C

Lei sapeva che il Canada è composto da dieci province e tre territori a nord del paese?

RISPOSTE POSSIBILI

1. Sì
2. No

[CHIEDERE A TUTTI]

[IN ORDINE]

Q#7D

Quanta familiarità ha con le diverse province e territori del Canada?

RISPOSTE POSSIBILI

1. Molta familiarità
2. Una certa familiarità
3. Non molta familiarità
4. Pochissima familiarità
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#8

Leggerò ora alcune opinioni che si sentono a proposito dell'economia canadese. Per ognuna di esse, mi dica se corrisponde molto, abbastanza, non molto, o per niente all'immagine che Lei ha del Canada.

Il Canada...

Istruzioni per l'intervistatore: leggere l'elenco. Solo una risposta per riga.

ELENCO DELLE AFFERMAZIONI

1. ... ha aziende che sono competitive a livello internazionale
2. ... offre buone opportunità di investimento

3. ... ha prodotti la cui qualità è rinomata in tutto il mondo
4. ... è un paese con aziende che adottano tecnologie all'avanguardia
5. ... è un paese con molti marchi famosi
6. ... ha un alto livello di istruzione e ricerca

RISPOSTE POSSIBILI

1. Corrisponde molto
2. Corrisponde abbastanza
3. Non corrisponde molto
4. Non corrisponde per niente
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#9

Adesso leggerò alcune opinioni relative alla cultura canadese. Per ognuna, mi dica se corrisponde molto, abbastanza, non molto, o per niente all'immagine che Lei ha del Canada.

Il Canada...

Istruzioni per l'intervistatore: leggere l'elenco. Solo una risposta per riga.
Programmatore: elementi in ordine casuale

ELENCO DELLE AFFERMAZIONI

1. ... è un paese noto per i suoi artisti sulla scena internazionale
2. ... è un paese all'avanguardia in termini di affari culturali
3. ... ha una scena artistica originale e/o unica
4. ... e' rinomato in Italia per la sua cultura

RISPOSTE POSSIBILI

1. Corrisponde molto
2. Corrisponde abbastanza
3. Non corrisponde molto
4. Non corrisponde per niente
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#10

Le leggerò alcune opinioni relative al modello sociale canadese. Per ognuna, mi dica se corrisponde molto, abbastanza, non molto, o per niente all'immagine che Lei ha del Canada.

Il Canada...

Istruzioni per l'intervistatore: leggere l'elenco. Una sola risposta per riga.
Programmatore: elementi in ordine casuale

ELENCO DELLE AFFERMAZIONI

1. ... offre a tutti un'occasione
2. ... rispetta la diversità etnica, linguistica, religiosa e sessuale
4. ... è un paese che si prende cura delle sue comunità native (popolazioni indigene)
5. ... è un paese femminista
6. ... è un paese precursore nell'uguaglianza tra uomini e donne
7. ... è un paese socialmente innovativo
8. ... è un modello stimolante per l'Italia
9. ... è un paese in cui si rispettano le leggi e i regolamenti

RISPOSTE POSSIBILI

1. Corrisponde molto
2. Corrisponde abbastanza
3. Non corrisponde molto
4. Non corrisponde per niente
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#11

Sto per leggere alcune opinioni relative al rispetto dell'ambiente in Canada. Per ognuna, mi dica se corrisponde molto, abbastanza, non molto, o per niente all'immagine che Lei ha del Canada.

Il Canada...

Istruzioni per l'intervistatore: leggere l'elenco. Una sola risposta per riga.
Programmatore: elementi in ordine casuale

ELENCO DELLE AFFERMAZIONI

1. ... è un partner importante nella lotta contro il riscaldamento globale
2. ... è un paese che protegge efficacemente i suoi ecosistemi e l'ambiente
4. ... è un paese che aderisce a rigide normative sanitarie, proprio come l'Europa
5. ... è un paese che produce prodotti alimentari di qualità

RISPOSTE POSSIBILI

1. Corrisponde molto
2. Corrisponde abbastanza
3. Non corrisponde molto
4. Non corrisponde per niente

98. Non so (Non leggere questa opzione)

NUMERO MASSIMO DI RISPOSTE = 2

[CHIEDERE A TUTTI]

[IN ORDINE]

Q#12

Tra i seguenti paesi produttori di petrolio, da quale paese preferirebbe che l'Italia importasse il petrolio?

Istruzioni per l'intervistatore: leggere l'elenco. Massimo due risposte.

1. Arabia Saudita
2. Cina
3. Stati Uniti d'America
4. Iraq
5. Canada
6. Iran
7. Russia
98. Non so (Non leggere questa opzione)

NUMERO MASSIMO DI RISPOSTE = 3

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#13

A quali delle seguenti attività industriali associa il Canada?

È possibile sceglierne tre.

Istruzioni per l'intervistatore: leggere l'elenco. Massimo tre risposte.

1. Energie rinnovabili e tecnologie ambientali
2. Industria informatica e nuove tecnologie dell'informazione
3. Industria aeronautica e aerospaziale
4. Industria medica e farmaceutica
5. Agricoltura e industria agroalimentare
6. Industria petrolifera e del gas
7. Silvicoltura e miniere
8. Industria cinematografica
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[IN ORDINE]

Q#14

Lei definirebbe il Canada come partner economico molto importante, abbastanza importante, relativamente importante o per niente importante per l'Italia?

Istruzioni per l'intervistatore: leggere l'elenco. Una sola risposta possibile.

1. Molto importante
2. Abbastanza importante

3. Relativamente importante
4. Per niente importante
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[IN ORDINE]

Q#15

Lei sarebbe molto a favore, abbastanza a favore, indifferente, piuttosto contrario o decisamente contrario a un aumento degli scambi con il Canada da parte dell'Italia?

Istruzioni per l'intervistatore: leggere l'elenco. Una sola risposta possibile.

1. Molto a favore
2. Abbastanza a favore
3. Indifferente
4. Piuttosto contrario
5. Decisamente contrario
98. Non so (Non leggere questa opzione)

Sezione B. Percezione generale dell'Accordo economico e commerciale globale (CETA)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

Q#17

Il Canada e l'Unione Europea hanno negoziato un trattato commerciale globale noto come CETA. Il CETA ha revocato quasi tutte le tariffe sui prodotti di importazione. Lei ha mai sentito parlare del CETA?

1. Sì
2. No
98. Non so

UNA SOLA RISPOSTA

[CHIEDERE SE LA RISPOSTA A Q17 =1]

Q#18

Quanta familiarità ha Lei con il CETA?

1. Molta familiarità
2. Una certa familiarità
3. Non molta familiarità
4. Pochissima familiarità
98. Non so

[CHIEDERE A TUTTI]

[ORDINE DELL'ELENCO: in ordine]

Q#19

Cosa pensa del CETA in generale? È qualcosa che personalmente sosterrrebbe o a cui si opporrebbe? Sarebbe un sentimento forte o relativamente forte?

1. Lo sosterrai con forza
2. Lo sosterrai in maniera relativa
3. Mi opporrei in maniera relativa
4. Mi opporrei con forza
98. Non so

[CHIEDERE A TUTTI]

[DOMANDA APERTA]

Q#20

Perché dice che (INSERIRE LA RISPOSTA DATA) il CETA?

96. Per cortesia, specifichi la Sua risposta.

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#21

Tra quelli elencati qui di seguito, quali prodotti canadesi potrebbero interessarLe?

Istruzioni per l'intervistatore: leggere l'elenco. È possibile fornire più di una risposta.

1. Frutta e verdura
2. Carne
3. Pesce e frutti di mare
5. Cereali e frumento
6. Sciroppo d'acero
7. Tessili e abbigliamento
8. Cosmetici
9. Vino, birra e alcolici
10. Prodotti farmaceutici

GRIGLIA - UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

ORDINE DELL'ELENCO SINCRONIZZATO CON LA DOMANDA PRECEDENTE

RISPONDERE ALL'ELENCO DELLE AFFERMAZIONI IN ORDINE

Q#22

Quanta fiducia ha nella qualità dei seguenti prodotti canadesi?

ELENCO DELLE AFFERMAZIONI

1. Frutta e verdura
2. Carne

3. Pesce e frutti di mare
5. Cereali e frumento
6. Sciroppo d'acero
7. Tessili e abbigliamento
8. Cosmetici
9. Vino, birra e alcolici
10. Prodotti farmaceutici

RISPOSTE POSSIBILI

1. Molta fiducia
2. Abbastanza fiducia
3. Non molta fiducia
4. Nessuna fiducia
98. Non so

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#23

Ora leggerò una serie di affermazioni che potrebbe aver sentito sul CETA. Per ciascuna di esse, vorrei che mi dicesse se è assolutamente d'accordo, abbastanza d'accordo, né d'accordo né in disaccordo, parzialmente in disaccordo o assolutamente in disaccordo.

Il CETA...

Istruzioni per l'intervistatore: leggere l'elenco. Solo una risposta per riga.

Programmatore: elementi in ordine casuale

ELENCO DELLE AFFERMAZIONI

1. ... offre opportunità commerciali per le aziende italiane
2. ... aprirà il mercato nordamericano ai prodotti italiani
3. ... rafforzerà il partenariato tra Italia e Canada
4. ... consentirà agli italiani di avere accesso e scoprire altri prodotti canadesi
5. ... è una cosa positiva perché faciliterà la mobilità dei lavoratori tra i due paesi

RISPOSTE POSSIBILI

1. Assolutamente d'accordo
2. Abbastanza d'accordo
3. Né d'accordo né in disaccordo
4. Parzialmente in disaccordo
5. Assolutamente in disaccordo
98. Non so (Non leggere questa opzione)

[CHIEDERE A TUTTI]

[DOMANDA APERTA]

Q#24

Qual è la questione di maggiore importanza, secondo Lei, che riguarda gli scambi tra il Canada e l'Unione Europea?
96. Per cortesia, specifichi la Sua risposta.

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#25

Indichi se ognuno dei punti che seguono migliora o meno la Sua percezione del CETA.

Istruzioni per l'intervistatore: leggere l'elenco. Solo una risposta per riga.

Programmatore: elementi in ordine casuale

ELENCO DELLE AFFERMAZIONI

1. Grazie al CETA il Canada riconosce ora le indicazioni geografiche agroalimentari italiane.
2. Il CETA apre la possibilità agli italiani di lavorare temporaneamente in Canada.
3. Ai sensi del CETA, il sistema giudiziario per gli investimenti sostituisce il tradizionale arbitrato privato per la risoluzione delle controversie in materia di investimenti.
4. Per esportare un prodotto, tutti i paesi che firmano l'accordo CETA devono rispettare i requisiti di salute e sicurezza del paese importatore.

RISPOSTE POSSIBILI

1. Sì, migliora la mia percezione del CETA
2. No, non migliora la mia percezione del CETA
98. Non so (Non leggere questa opzione)

UNA SOLA RISPOSTA

[CHIEDERE A TUTTI]

[ORDINE CASUALE]

Q#26

Su quali argomenti desidera avere maggiori informazioni sul CETA?

Istruzioni per l'intervistatore: leggere l'elenco. È possibile fornire più di una risposta.

Programmatore: elementi in ordine casuale

1. Normative e questioni sanitarie
2. Ambiente
3. Leggi e regolamenti vigenti
4. Opportunità di esportazione per l'Italia
5. Opportunità di lavoro temporaneo in Canada
6. Vantaggi per i consumatori italiani
7. Altro (specificare)
8. Nessuno di questi argomenti (non leggere questa opzione)

[CHIEDERE A TUTTI]

[GRIGLIA - UNA SOLA RISPOSTA]

[ORDINE DELL'ELENCO: in ordine]

[ORDINE DI LETTURA DELLE AFFERMAZIONI: ordine casuale]

Q#27

In termini di ricezione di informazioni sul CETA, quanto pensa Lei che siano affidabili i gruppi che seguono?

ELENCO DELLE AFFERMAZIONI

1. L'Unione Europea
2. Il governo canadese
3. Il governo italiano
4. Gruppi ambientalisti
5. Produttori agricoli
6. Associazioni imprenditoriali nazionali e imprenditori
7. Media tradizionali (TV, Radio, quotidiani)
8. Social Media (Facebook, Twitter, ecc.)
9. Abitanti del luogo
10. Associazioni di agricoltori
11. Gruppi di interesse speciale
12. Passaparola
13. Leader e influencer della comunità

RISPOSTE POSSIBILI

1. Molto affidabile
2. Abbastanza affidabile
3. Non molto affidabile
4. Per niente affidabile
98. Non so

[CHIEDERE A TUTTI]

[UNA SOLA RISPOSTA]

[ORDINE DELL'ELENCO: casuale]

Q#28

Secondo Lei, il Canada rappresenta un partner economico e commerciale di fiducia ai fini della ripresa economica italiana del post COVID-19?

1. Sì
2. No
98. Non so

[CHIEDERE A TUTTI]

[MENZIONE SINGOLA]

[ORDINE DELL'ELENCO: in ordine]

Q#29

Secondo Lei, il CETA è ora più rilevante, meno rilevante o tanto rilevante quanto prima per la ripresa economica italiana dalla pandemia dovuta al COVID-19?

1. Più rilevante

- 2 Tanto rilevante quanto prima
- 3 Meno rilevante
- 98 Non so

[CHIEDERE A TUTTI]

[MENZIONE SINGOLA]

[ORDINE DELL'ELENCO: casuale]

Q30

Quale di queste due affermazioni riflette meglio la Sua opinione?

- 1 La pandemia causata dal COVID-19 mi ha fatto capire che gli accordi economici e commerciali con paesi fidati sono necessari e importanti per l'economia italiana.
- 2 La pandemia causata dal COVID-19 mi ha fatto capire che l'Italia dovrebbe chiudere ulteriormente le frontiere a prodotti stranieri e proteggere la propria economia.
- 98 Non so

Sezione C. Caratterizzazione sociodemografica

Genere

Età

Professione

Regione

Dimensione della città/cittadina

Dimensione del nucleo familiare

Numero di bambini sotto i 15 anni che vivono in casa

Livello di educazione

Proprietario o affittuario

Reddito familiare mensile al lordo delle imposte

Il sondaggio è ora concluso. Grazie per la Sua collaborazione.