

Asia Pacific  
Foundation  
of Canada

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Asie Pacifique  
du Canada



## 2011 National Opinion Poll: Canadian Views on Asia

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# Methodology

- The survey was conducted online among Angus Reid Forum Panellists. Results were weighted to latest Statistics Canada information for each region.
- The survey was conducted from February 15<sup>th</sup> to February 23<sup>rd</sup> 2011. This is the third wave of the survey conducted by Angus Reid Public Opinion. The second wave was fielded in February 2010 and the first wave fielded in March 2008.
- In all, 2,926 Canadians participated in the survey resulting in a margin of error of 1.8 per cent, 19 times out of 20.
- Oversamples were used in Alberta, the Prairie provinces (Manitoba and Saskatchewan) and Atlantic Canada in order to provide more robust comparisons between provinces. Results were then weighted to ensure the sample was representative of Canada's population in the aggregate.
- The margins of error for each region are as follows:

	Regions					
	BC	AB	MB/SK	ON	QC	ATL
Sample size	407	405	399	819	490	406
Margin of error (95% confidence)	+/- 4.9%	+/- 4.8%	+/- 4.9%	+/- 3.4%	+/- 4.4%	+/- 4.9%



# Key Findings

## SUMMARY:

- Our 2011 poll shows that Canadians are somewhat conflicted about Asia and Canada's relations with the region. While the results over time show that Canadians increasingly view Asia as critically important economically and politically, we do not seem to be fully embracing Asia's rise. Indeed, the number of Canadians who perceive China and India's growing economic power as more of an opportunity than a threat has been declining over the past few years.
- These divergent trend lines suggest that Canadians may be growing uneasy about this historic shift and, unsure of how to engage with Asia, they seem to be reflexively turning inward.

## KEY FINDINGS:

### ➤ **Diverging Trend Lines and Conflicted Views:**

#### I. Canadians see Asia as important and becoming more so:

- 62% of Canadians perceive Asian economies as a whole as vital to the Canadian economy.
- 2/3 of Canadians believe China's influence will be greater than the US ten years from now.
- 1/3 of Canadians believe that the influence of India will surpass that of the US in ten years.
- Canadians view the Chinese economy as more important to Canadian prosperity than the EU market and second only to the US. Japan ranks fourth in this category.



# Key Findings Cont...

## ➤ Diverging Trend Lines and Conflicted Views Cont...:

### II. Ambivalence and conflicted views about the power shift to Asia:

- In contrast to the above findings on perceptions of the importance of Asian economies as a whole, the importance that Canadians attach to particular Asian economies has declined over the past 3 years. For example, in 2008, 59% of Canadians saw China as important to Canada's prosperity compared to just 44% in 2011. This downward trend holds true for *all* Asian economies, and to a lesser extent for the US and the EU. The result is somewhat surprising because the number of Canadians who think we should be diversifying trade to become less dependent on the US has grown over time.
- Only about 1 in 10 Canadians feels warmly towards China, India, South Korea and Southeast Asia while 6 in 10 Canadians feel warmly toward Australia.
- 1 in 3 respondents describes having cold feelings toward China.
- The number of people who think China and India's rise is more of an opportunity than a threat is declining.
- 55% of Canadians in 2011 see Asian investment as good for Canada as compared to 59% in 2008. In the past year, the number of Canadians in favour of a Chinese government-controlled entity acquiring a controlling stake in a major Canadian company declined from 18% to 16%, a statistically significant drop.

## ➤ Mental Maps:

Canadians' identification with the Asia Pacific region appears to be weakening :

- In 2011, 26% of respondents agreed that Canada is part of the Asia Pacific region, compared to 30% in 2008.

Canadians' regional identity is shaped strongly by historic ties to Europe and our continental location:

- Only 11% of Canadians see Canada as very much a part of the Asia Pacific as compared to 65% for the Americas and 49% for the North Atlantic.



# Key Findings Cont...

## ➤ Regional Differences:

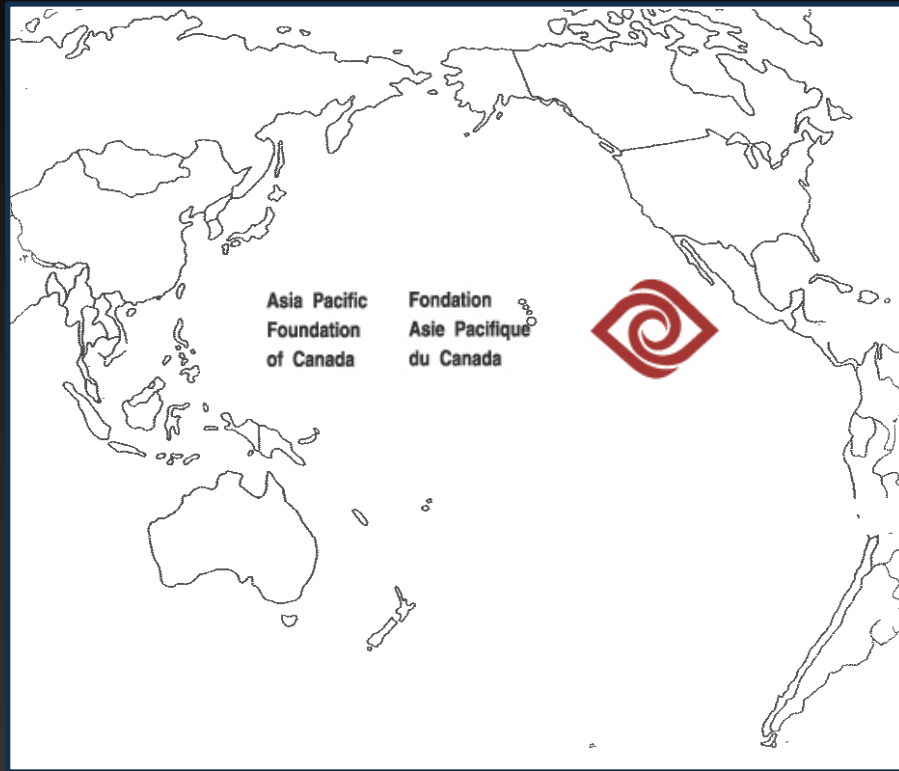
- Canadians with familial or other ties to Asia are concentrated in BC and Ontario.
- Perceptions of the importance of Asia to Canadian prosperity vary by province. 71% of BC residents and Albertans see Asian economies as vital to Canadian prosperity compared to just 51% of Quebecers.
- BC and Alberta respondents are significantly more likely than those in other provinces to see teaching about Asia/Asian languages as important. Half of BC and Alberta residents described teaching about Asia as important to building stronger ties with Asia as compared to 39% nationally.
- Westerners look West, Easterners look East: 28% of British Columbians see Canada as very much a part of the Asia Pacific region which is significantly higher than the national average of 11%. Similarly, 64% of Atlantic Canadians see Canada as very much a part of the Atlantic region, compared to 49% nationally.
- Mental maps vary by rural/urban residence as well: 27% of urban respondents agreed that Canada is part of the Asia Pacific region compared to 20% of rural respondents.

## ➤ Implications for Political Leaders:

Canadian perspectives on how government at all levels ought to engage Asian countries:

- 1/3 of Canadians place Asia first or second on the list of regions or countries the federal government *should* be focusing on. 47% of British Columbians place Asia first or second on this list.
- About 1 in 4 Canadians think our governments are doing too little to build stronger ties with Asian countries.
- At the provincial level, Canadians see trade missions and academic as well as cultural exchanges as most important to building stronger ties with Asia.
- 2/3 of Canadians believe that promoting human rights in Asia should be a government priority.
- 57% of Canadians think that democracy promotion should be a government priority.





## Section 1: Canadians' Mental Maps

# Section 1: Summary

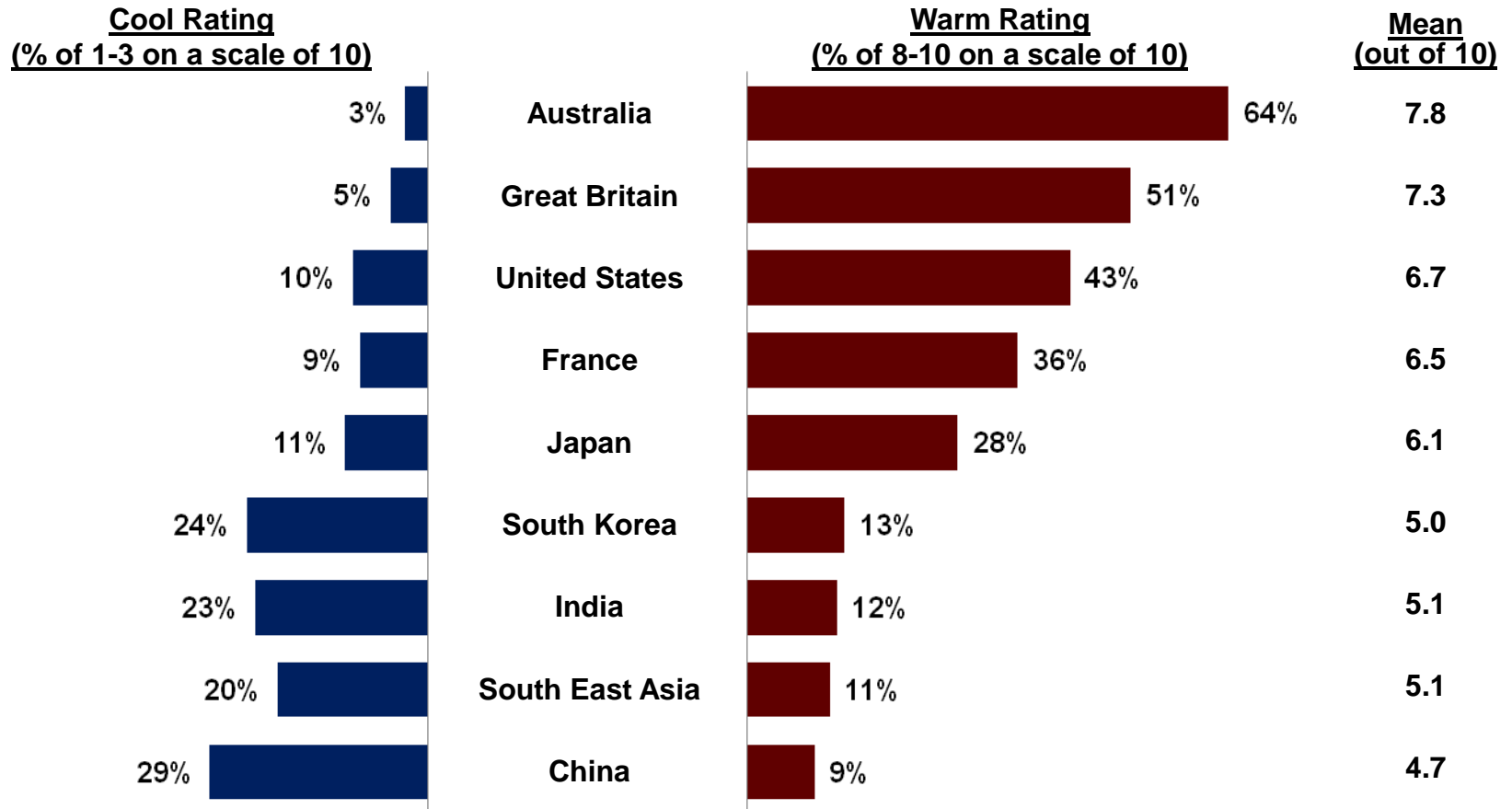
- Though Canadians generally hold a fairly positive view of other countries, Asian countries are not as well regarded as a group of Western countries.
- Younger respondents under the age of 30 have substantially different views than older Canadians on this front. Younger Canadians are more egalitarian in their views; they have significantly warmer views of Asian countries such as China, India and South Korea but notably cooler views of the United States and Britain. Somewhat curiously, older Canadians are significantly more likely than younger respondents to see Canada as an Asia Pacific country.
- A sense of belonging to Asia is also largely a function of geographic proximity and connections to the region. British Columbians, in particular, identify strongly with the Asia Pacific region.
- The connection between Canada and Asia runs quite deep for some Canadians. A fifth of Canadians have friends or family in the region. These respondents are far more likely to have a positive view of Asia and are also more likely to believe that promoting human rights and democracy in the region should be a priority for the Canadian government.





# Feelings Toward Countries/Regions

Australia continues to be the most warmly regarded country/region in the minds of Canadians. Feelings toward Asian countries are considerably cooler, with the possible exception of Japan.



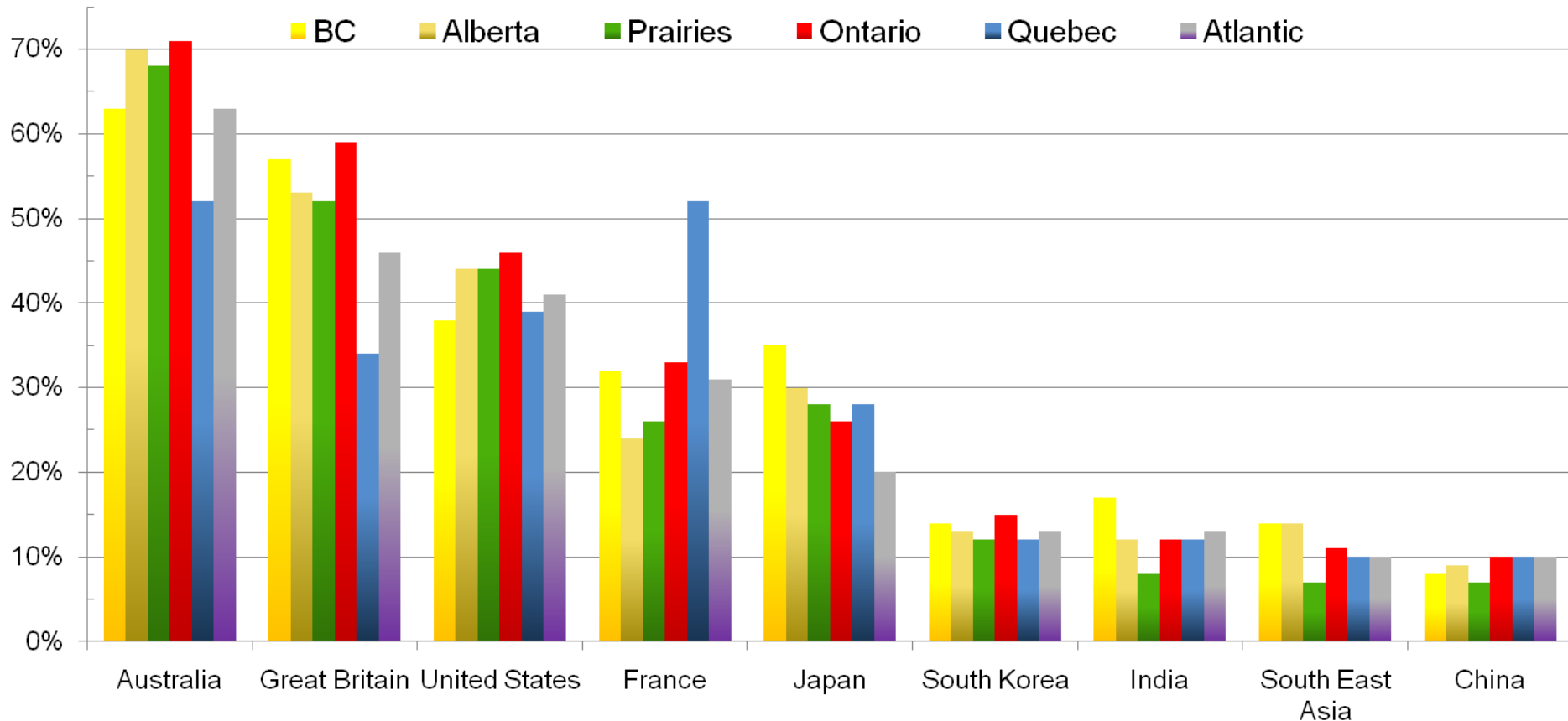
Base: All respondents (n=2926)  
 Q.1 Please rate your feelings towards some countries or regions, with ten meaning a very warm, favourable feeling, zero meaning a very cold, unfavourable feeling, and five meaning not particularly warm or cold. You can use any number from zero to ten: the higher the number the more favourable your feelings are toward that country.



# Warm Feelings of Countries/Regions – by province

At the provincial level, Quebecers continue to have divergent views from the rest of Canada when it comes to rating certain countries such as Australia, Great Britain and France. Residents of British Columbia have a significantly warmer view of Japan than those in other provinces.

**Warm Rating (% of 8-10 on a scale of 10)**

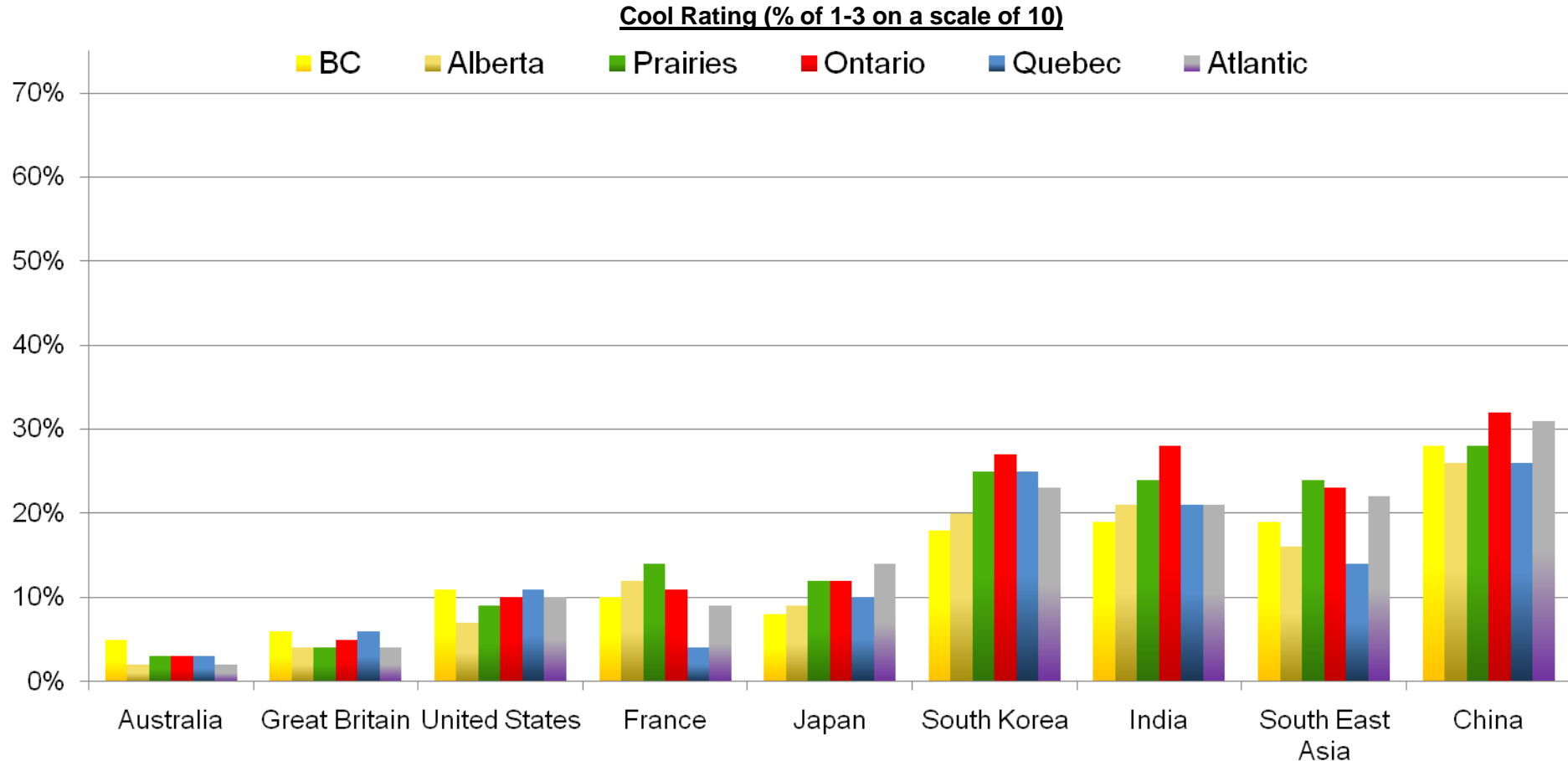


Base: All respondents (n=2926)  
 Q.1 Please rate your feelings towards some countries or regions, with ten meaning a very warm, favourable feeling, zero meaning a very cold, unfavourable feeling, and five meaning not particularly warm or cold. You can use any number from zero to ten: the higher the number the more favourable your feelings are toward that country.



# Cool Feelings of Countries/Regions – by province

Ontarians have significantly cooler feelings toward India than residents in other provinces and, to lesser extent, towards South Korea as well.



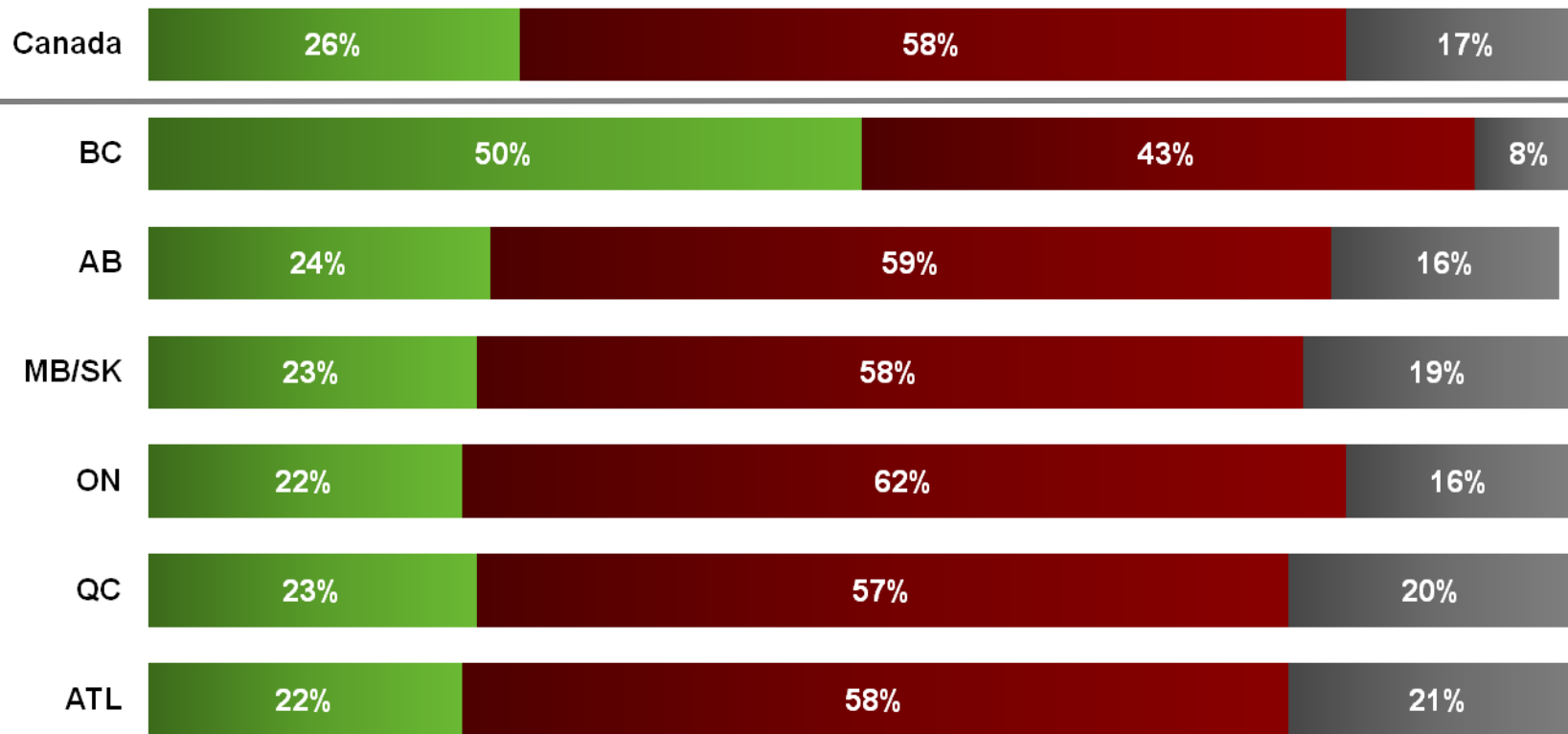
Base: All respondents (n=2926)  
 Q.1 Please rate your feelings towards some countries or regions, with ten meaning a very warm, favourable feeling, zero meaning a very cold, unfavourable feeling, and five meaning not particularly warm or cold. You can use any number from zero to ten: the higher the number the more favourable your feelings are toward that country.



# Canada and the Asia Pacific Region

British Columbians are twice as likely as the rest of the country to consider Canada to be part of the Asia Pacific region.

## I consider Canada to be part of the Asia Pacific region



■ Agree ■ Disagree ■ Don't know

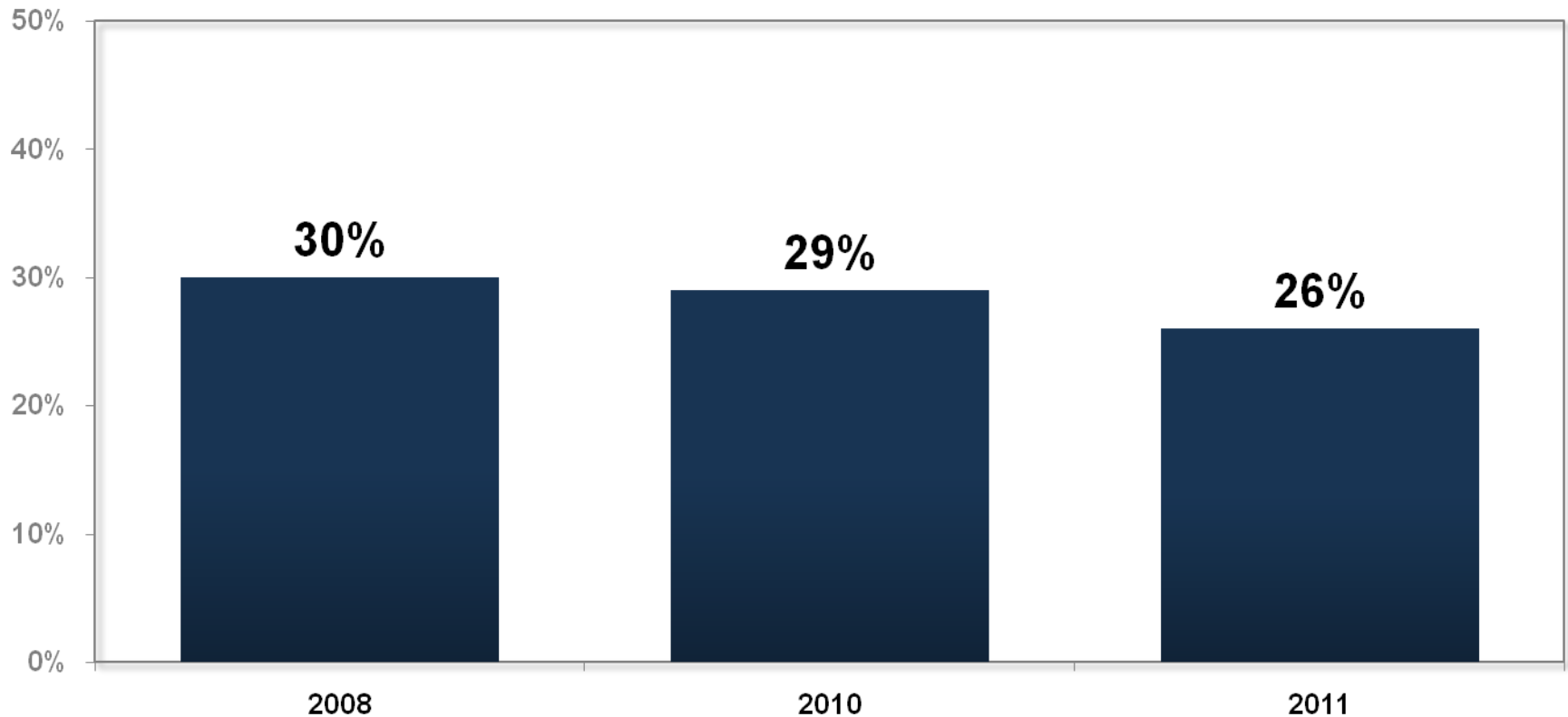
Base: All respondents (n=2926)  
Q.3 For each of the statements below, please state if you strongly agree, somewhat agree, somewhat disagree, strongly disagree or don't know.



# Canada and the Asia Pacific Region – over time

In the past year there has been a statistically significant decrease in the number of Canadians who believe Canada is part of the Asia Pacific region.

I consider Canada to be part of the Asia Pacific region (% Agree)



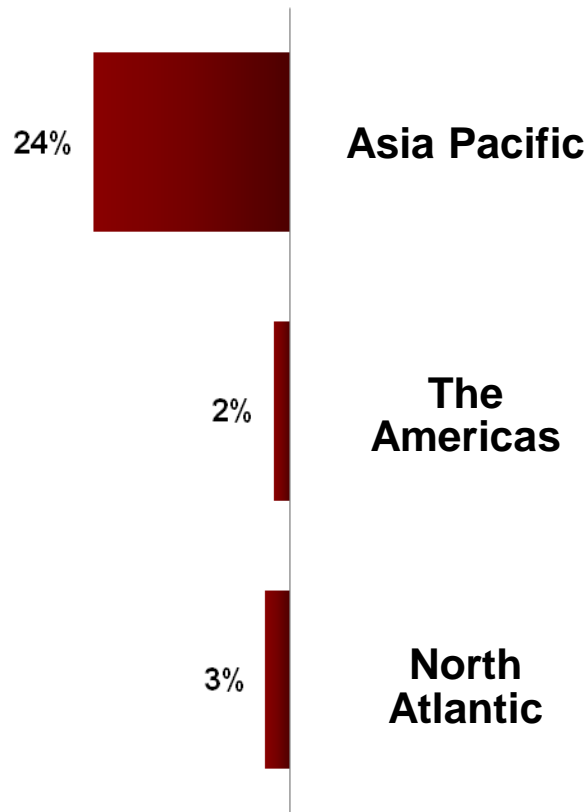
Base: 2008 (n=1,058), 2010 (n=2903), 2011 (n=2926)  
Q.3 For each of the statements below, please state if you strongly agree, somewhat agree, somewhat disagree, strongly disagree or don't know.



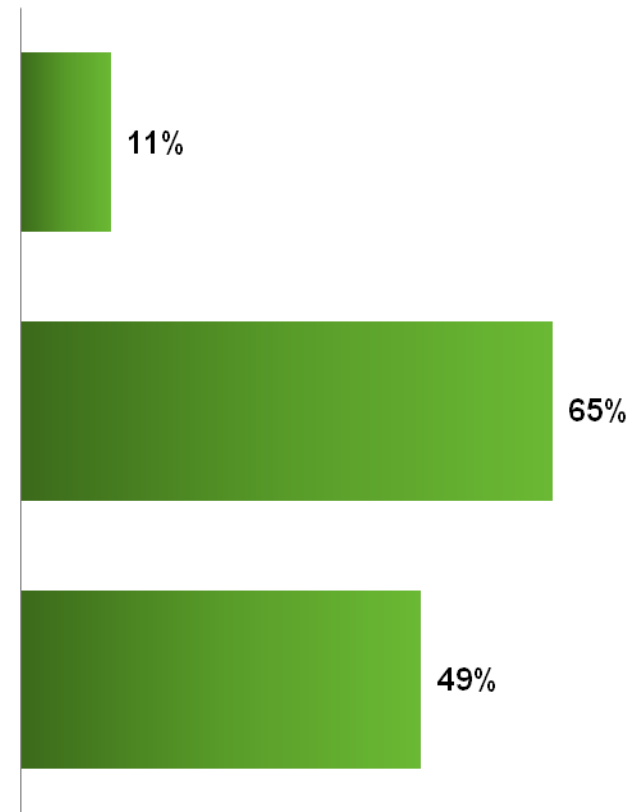
# Canada's Place in the World

Respondents are far more likely to see Canada as belonging to the Americas or the North Atlantic region compared to the Asia Pacific region. That said, only slightly less than a quarter of Canadians feel very strongly that Canada is not a part of the Asia Pacific region. In fact, 55% had a neutral stance (3-5) towards the region.

## Canada not a part of these regions (% of 1-2 on a scale of 7)



## Canada a part of these regions (% of 6-7 on a scale of 7)



Base: All respondents (n=2926)  
Q.3a Thinking about Canada's place in the world beyond North America, to what degree do you think Canada is part of each of the following regions? Please rate on a scale where 1 indicates "not at all a part of this region" and 7 indicates "very much a part of this region."



# Canada's Place in the World – by province

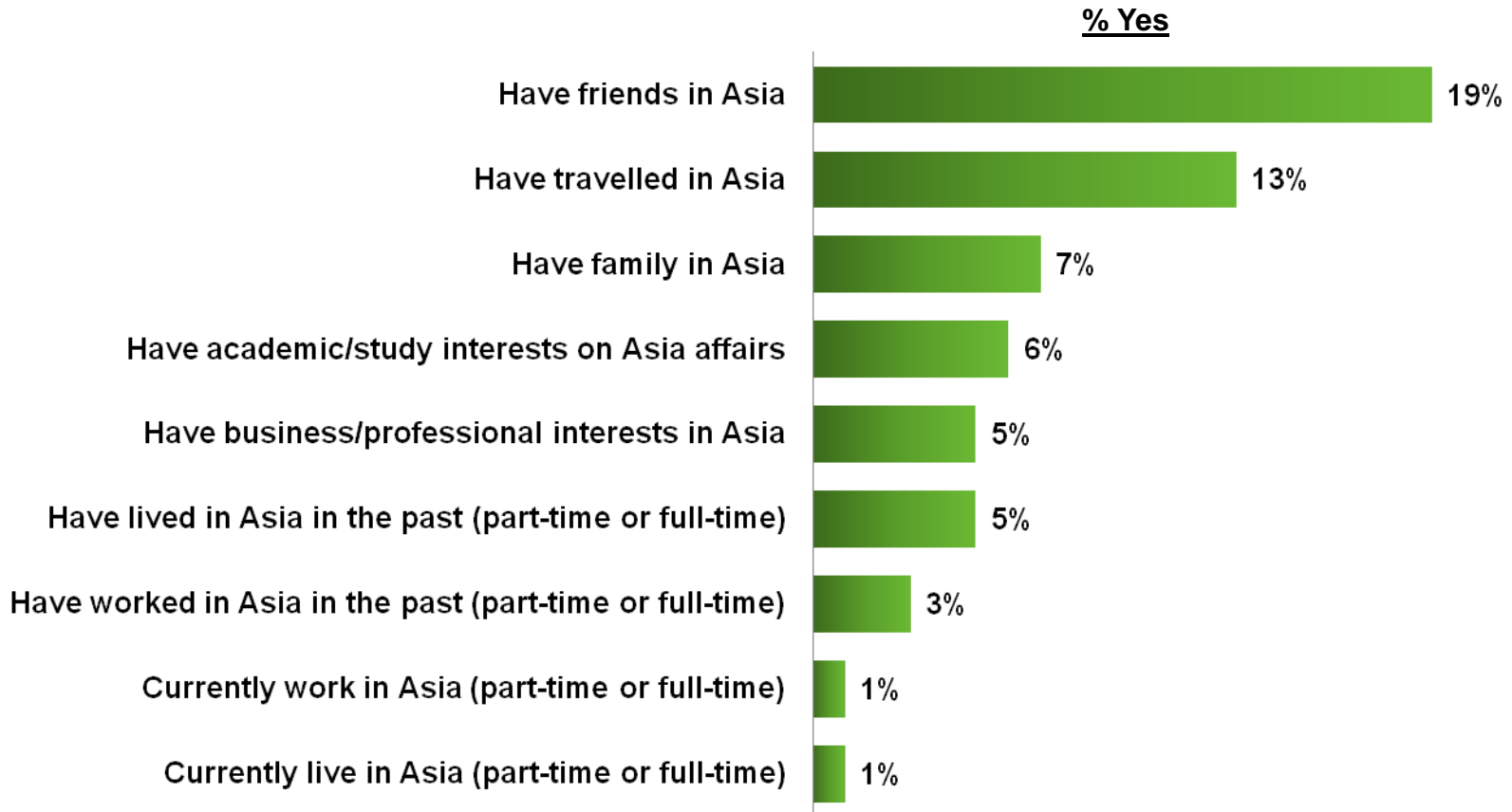
Geographic proximity to the Asia Pacific region appears to influence perceptions of Canada's place in the world. British Columbians are more than twice as likely to consider Canada as part of the region than respondents in other provinces. Similarly, respondents from Atlantic Canada are significantly more likely to consider Canada as very much a part of the North Atlantic region.

		BC	AB	SK/MB	ON	QC	Atl
<b>Asia Pacific</b>	Part of region (% 6 or 7 on 7)	28%	13%	8%	9%	5%	10%
	Not part of region (%1 or 2 on 7)	11%	26%	23%	26%	26%	26%
<b>The Americas</b>	Part of region (%6 or 7 on 7)	61%	56%	59%	68%	69%	59%
	Not part of region (%1 or 2 on 7)	1%	4%	2%	2%	2%	4%
<b>North Atlantic</b>	Part of region (%6 or 7 on 7)	42%	50%	42%	52%	46%	64%
	Not part of region (%1 or 2 on 7)	5%	3%	4%	3%	4%	1%

Base: All respondents (n=2926)  
 Q.3a Thinking about Canada's place in the world beyond North America, to what degree do you think Canada is part of each of the following regions? Please rate on a scale where 1 indicates "not at all a part of this region" and 7 indicates "very much a part of this region."

# Connections to Asia

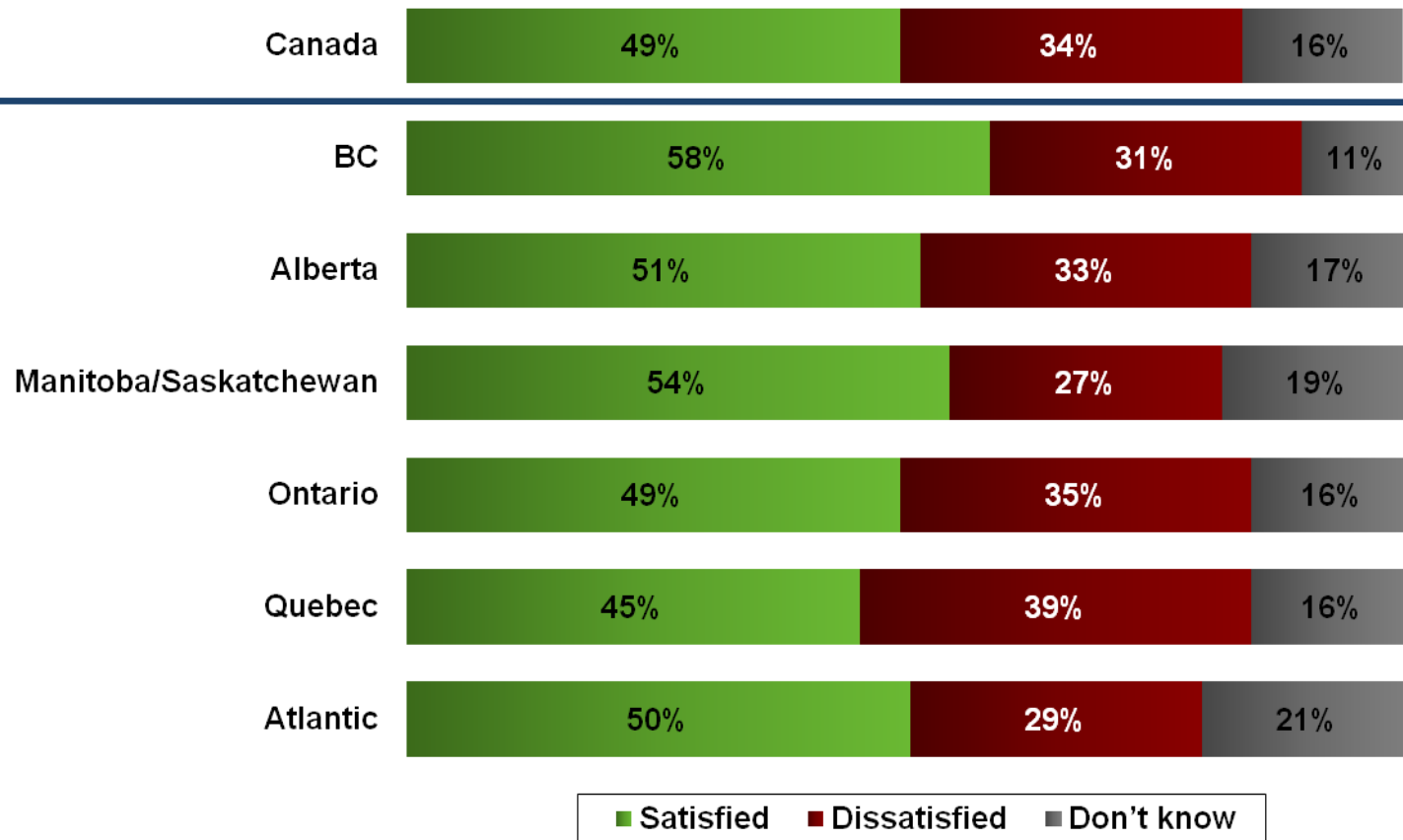
Canadians' strongest connection to Asia appears to be through friends. As well, more than one in ten Canadians have travelled in the region. Canadian males under 40 years of age are significantly more likely to have some kind of tie to Asia than their counterparts.

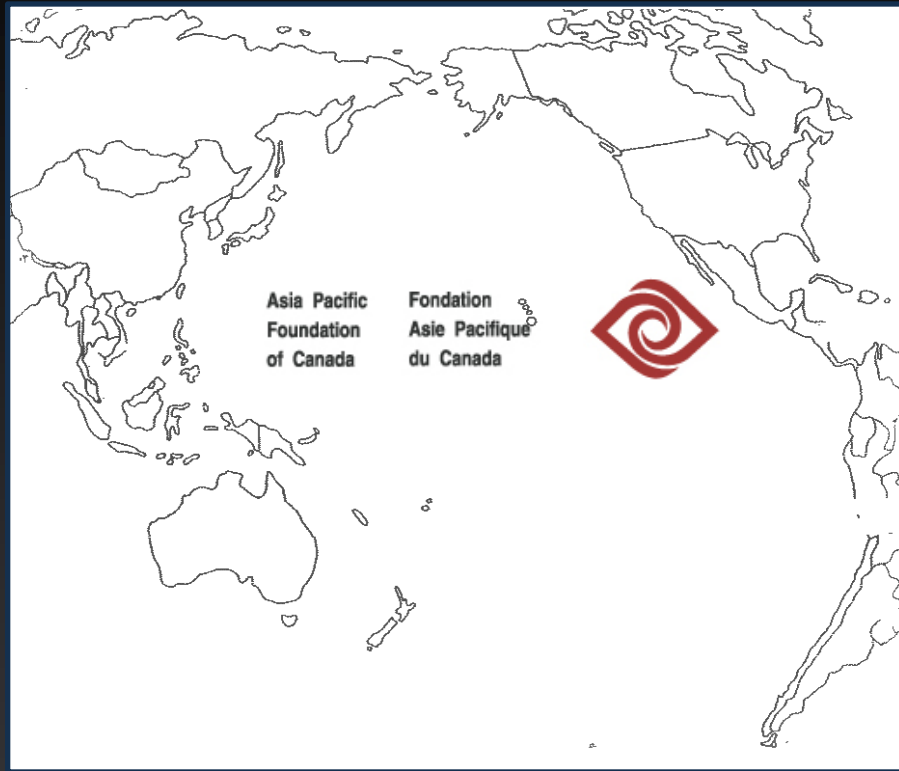




# Information about Asia

A strong plurality of Canadians are satisfied with media coverage of Asia. British Columbians are the most satisfied while Quebecers are the least satisfied.





## **Section 2: Views of Canada-Asia Economic Relations**

## Section 2: Summary

- While Canadians do not have particularly warm feelings towards China when compared to other countries, they perceive China's importance to Canadian prosperity as second only to the United States. While still high, perceptions of China's importance to Canada have diminished significantly since 2008.
- Younger Canadians (40 and under) are significantly more likely to see China and other Asian countries such as India and South Korea as important to Canada's prosperity. These views are generally shared by wealthier and more highly educated respondents, particularly with respect to China.
- A strong majority of Canadians support stronger economic ties with Asia.
- Despite the appetite for greater trade, Canadians have reservations about deepening integration with Asia. Opposition towards foreign ownership is high, especially regarding Singapore, China and the United Arab Emirates.



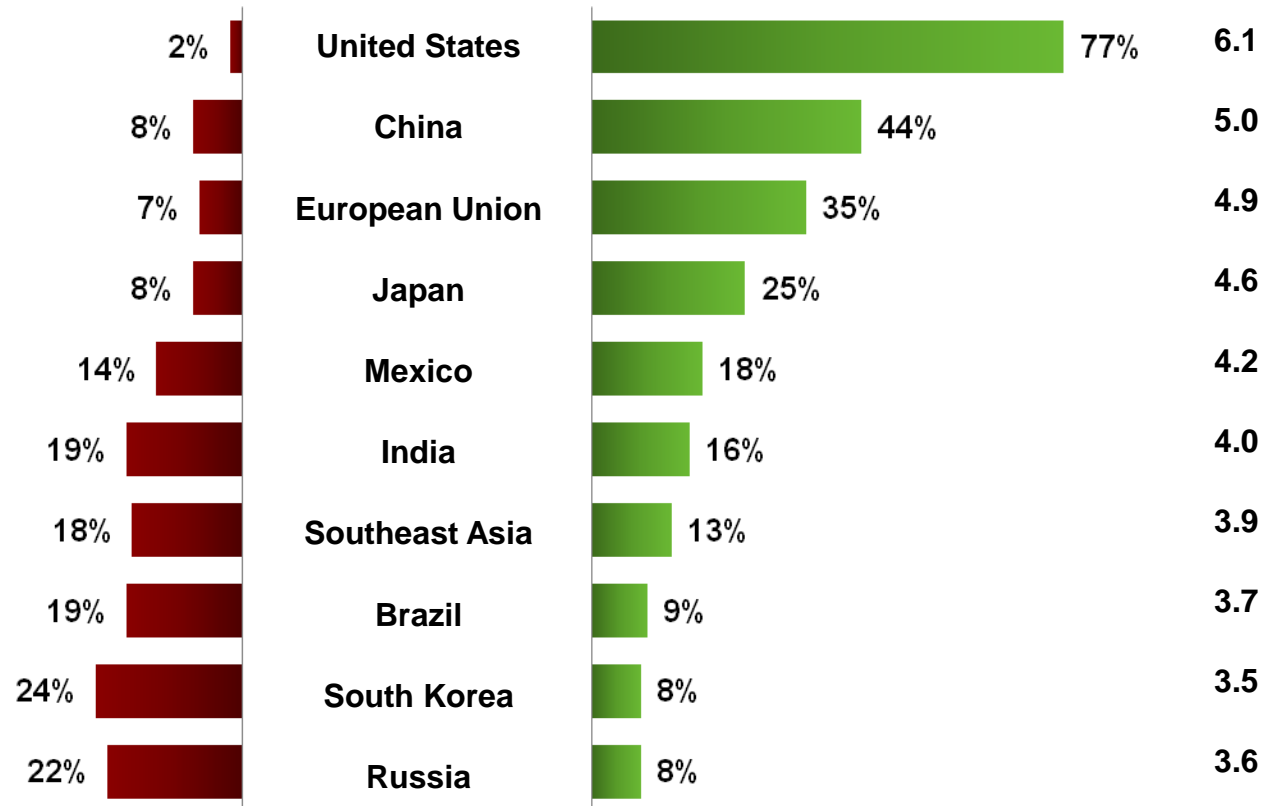
# Importance of Various Countries to Canada's Prosperity

More than three quarters of respondents give the United States a score of 6 or 7 out of 7 in terms of importance. China is by far the most important Asian country in the minds of Canadians and outranks the EU in overall importance. Respondents rate Russia and South Korea as the least important countries to Canada's prosperity.

**Low Importance**  
(% of 1-2 on a scale of 7)

**High Importance**  
(% of 6-7 on a scale of 7)

**Mean**  
(out of 7)

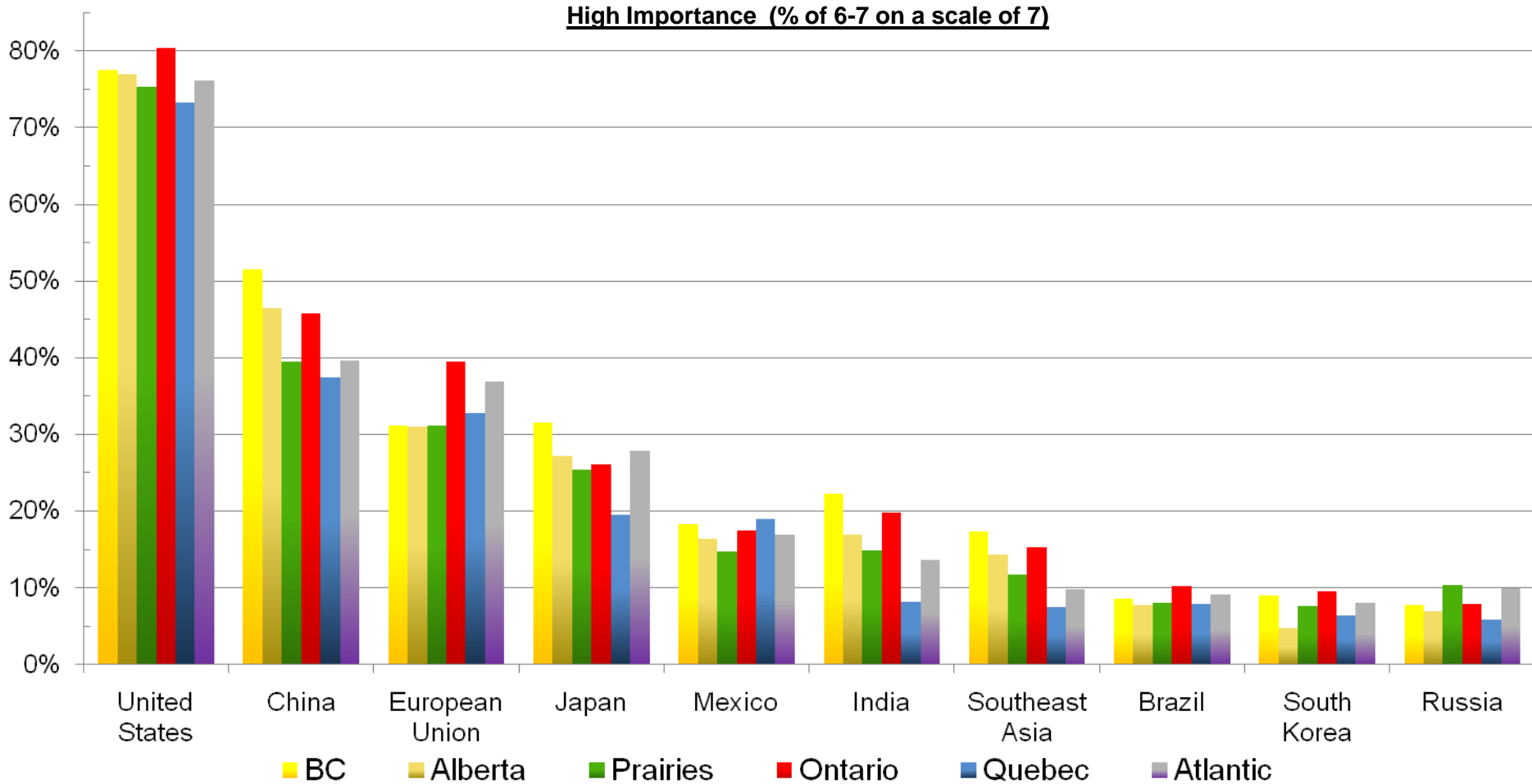


Base: All respondents (n=2926)  
Q.2 How important are each of these countries or regions to Canada's prosperity? Please rate them on a scale where 1 is not at all important and 7 is very important.



# High Importance of Countries/Regions – by province

British Columbians, Ontarians and Albertans all place higher importance on China and India than other regions.

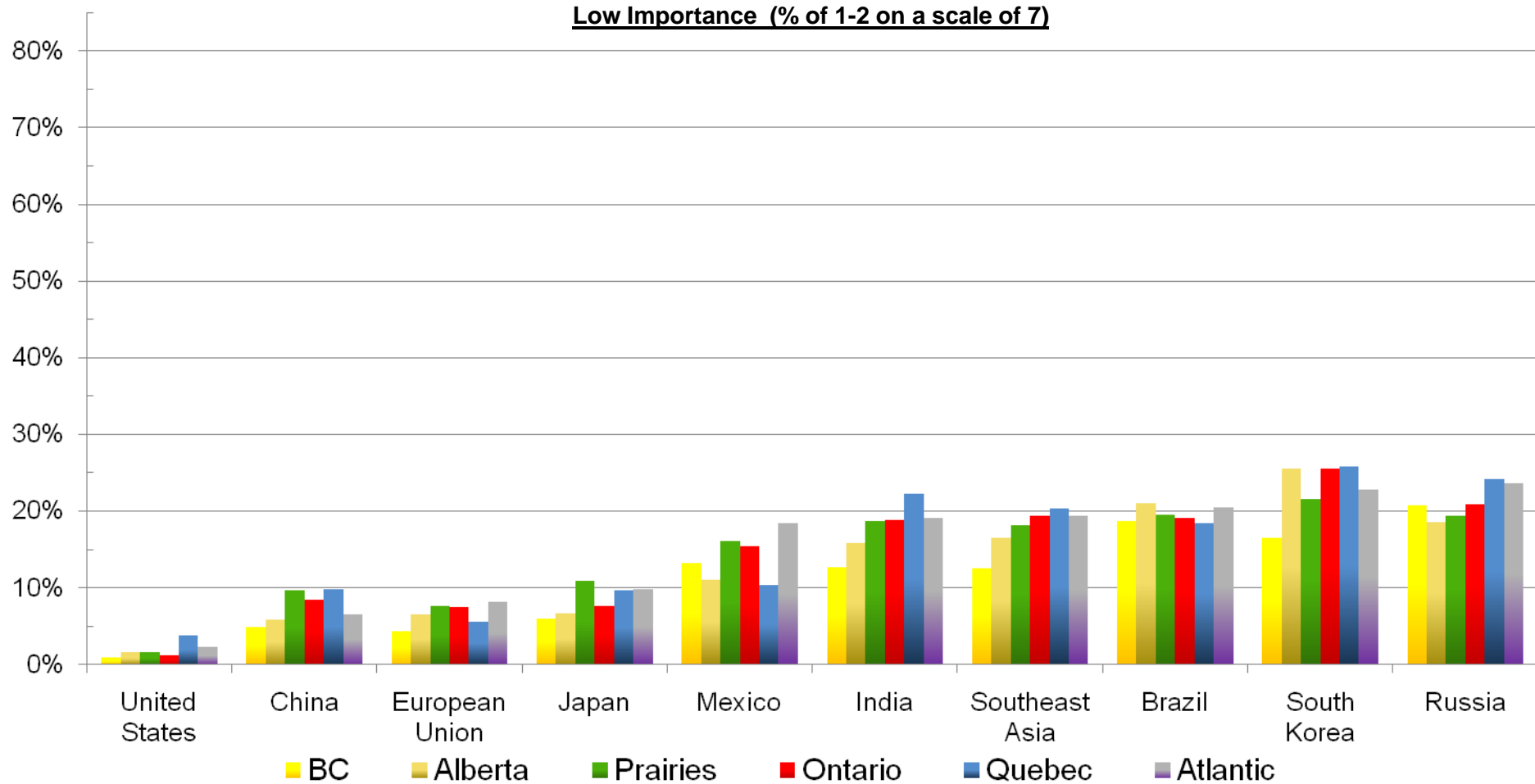


Base: All respondents (n=2926)  
 Q.2 How important are each of these countries or regions to Canada's prosperity? Please rate them on a scale where 1 is not at all important and 7 is very important.



# Low Importance of Countries/Regions – by province

Quebecers are more likely than respondents in other regions to ascribe lower levels of importance to Asian countries such as India and South Korea.

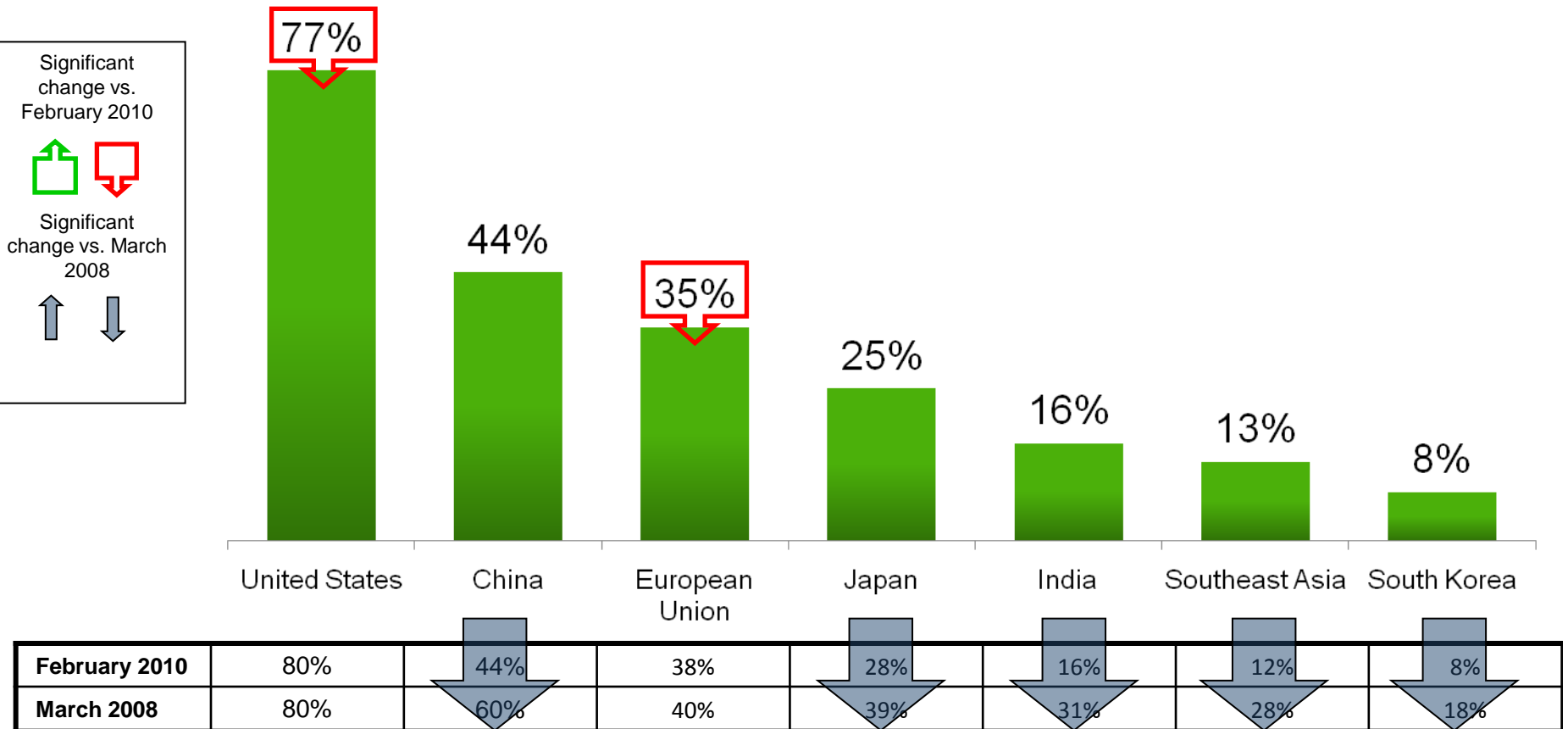


Base: All respondents (n=2926)  
 Q.2 How important are each of these countries or regions to Canada's prosperity? Please rate them on a scale where 1 is not at all important and 7 is very important.



# Perceived Importance of Asian Countries to Canada's Prosperity is in Decline

There have been important shifts over the past three years in the economic importance Canadians attach to various countries. While the United States and the European Union have seen a statistically significant decrease over last year (illustrated by the red arrows), the decline since 2008 among Asian countries is much more dramatic (illustrated by the grey arrows).

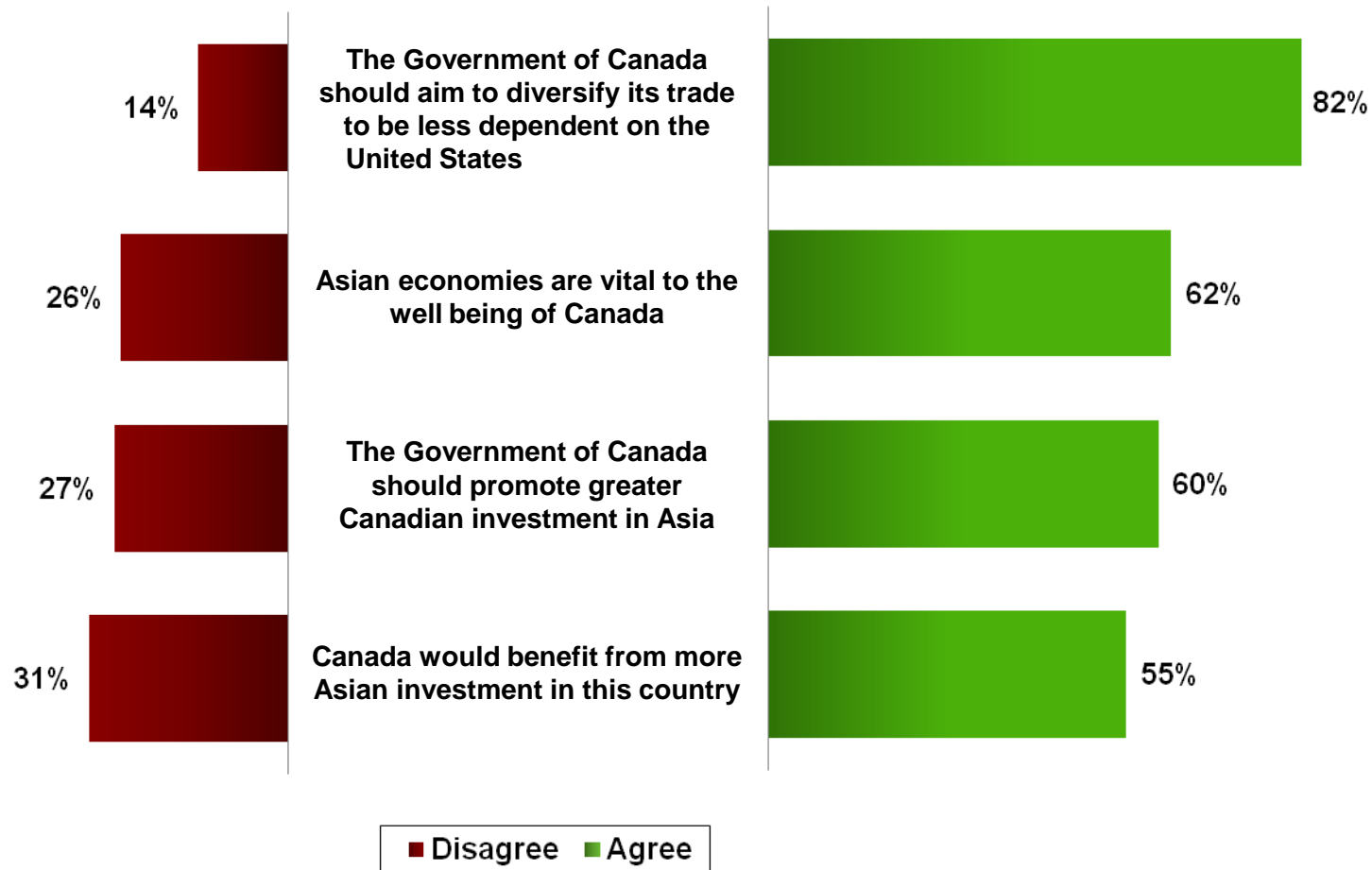


Base: 2008 (n=1,058), 2010 (n=2903), 2011 (n=2926)  
 Q.2 How important are each of these countries or regions to Canada's prosperity? Please rate them on a scale where 1 is not at all important and 7 is very important.



# Strong Support for Canada-Asia Economic Relations

An overwhelming number of Canadians believe Canada should diversify its trade. Most respondents agree that Asia should be an area of interest for Canada from a trade perspective.





# Strong Support for Canada-Asia Economic Relations

Support for stronger economic ties between Canada and Asia are strongest in British Columbia and Alberta. Quebecers seem somewhat more skeptical about the importance Asian economies play in Canada's economic well being.

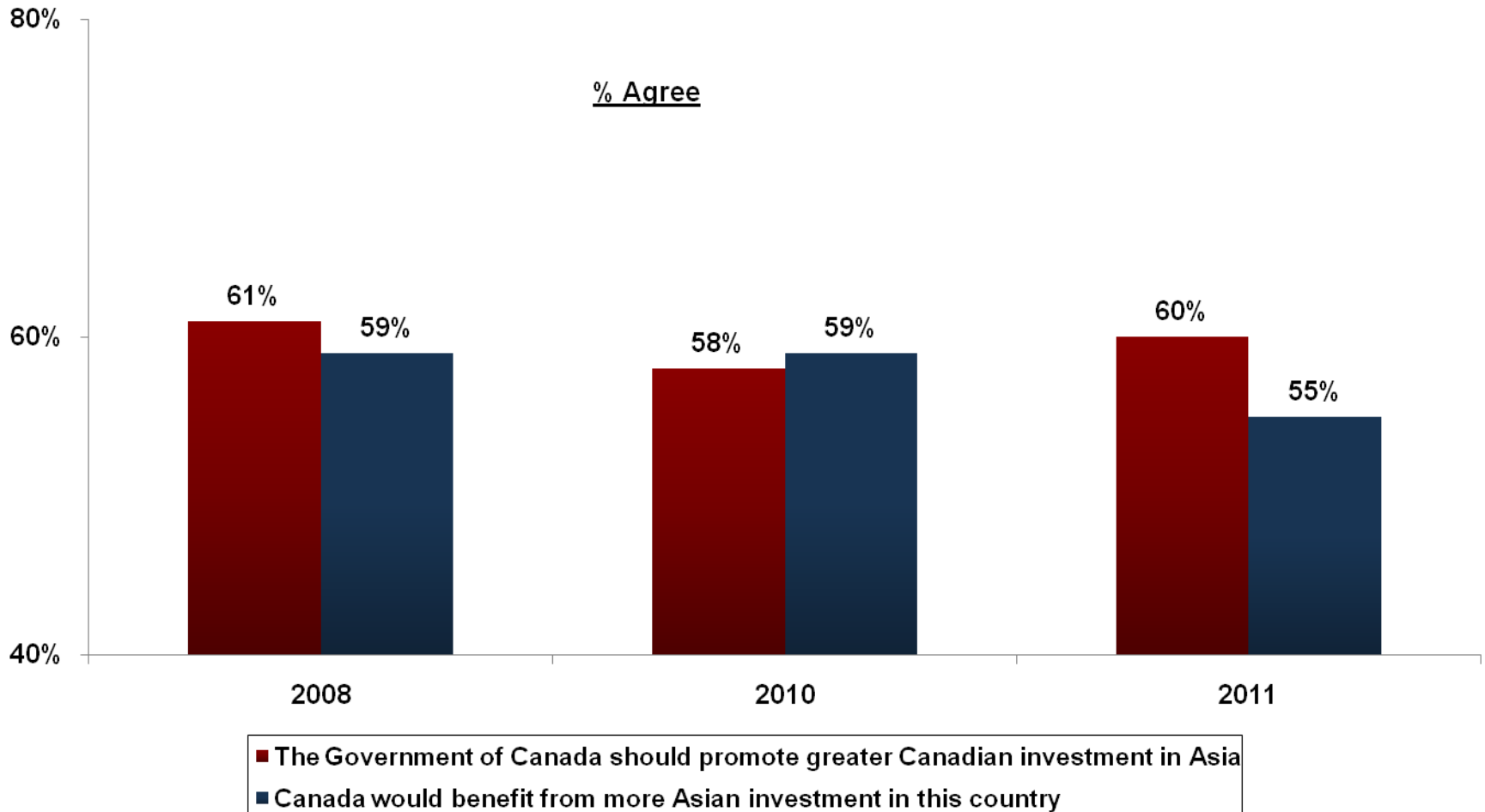
		BC	AB	SK/ MB	ON	QC	Atl
<b>The Government of Canada should aim to diversify its trade to be less dependent on the United States</b>	% Agree	89%	81%	77%	81%	79%	83%
	% Disagree	8%	15%	15%	15%	15%	11%
<b>Asian economies are vital to the well being of Canada</b>	% Agree	71%	71%	59%	64%	51%	58%
	% Disagree	23%	21%	25%	26%	32%	25%
<b>The Government of Canada should promote greater Canadian investment in Asia</b>	% Agree	64%	68%	54%	60%	57%	60%
	% Disagree	27%	20%	29%	29%	29%	20%
<b>Canada would benefit from more Asian investment in this country</b>	% Agree	61%	60%	51%	54%	52%	57%
	% Disagree	30%	30%	34%	34%	31%	24%

*Cells that are shaded in darker colours indicate statistically significant differences related to other provinces. Respondents who answered "do not know" are excluded from these tables meaning totals do not necessarily add up to 100*



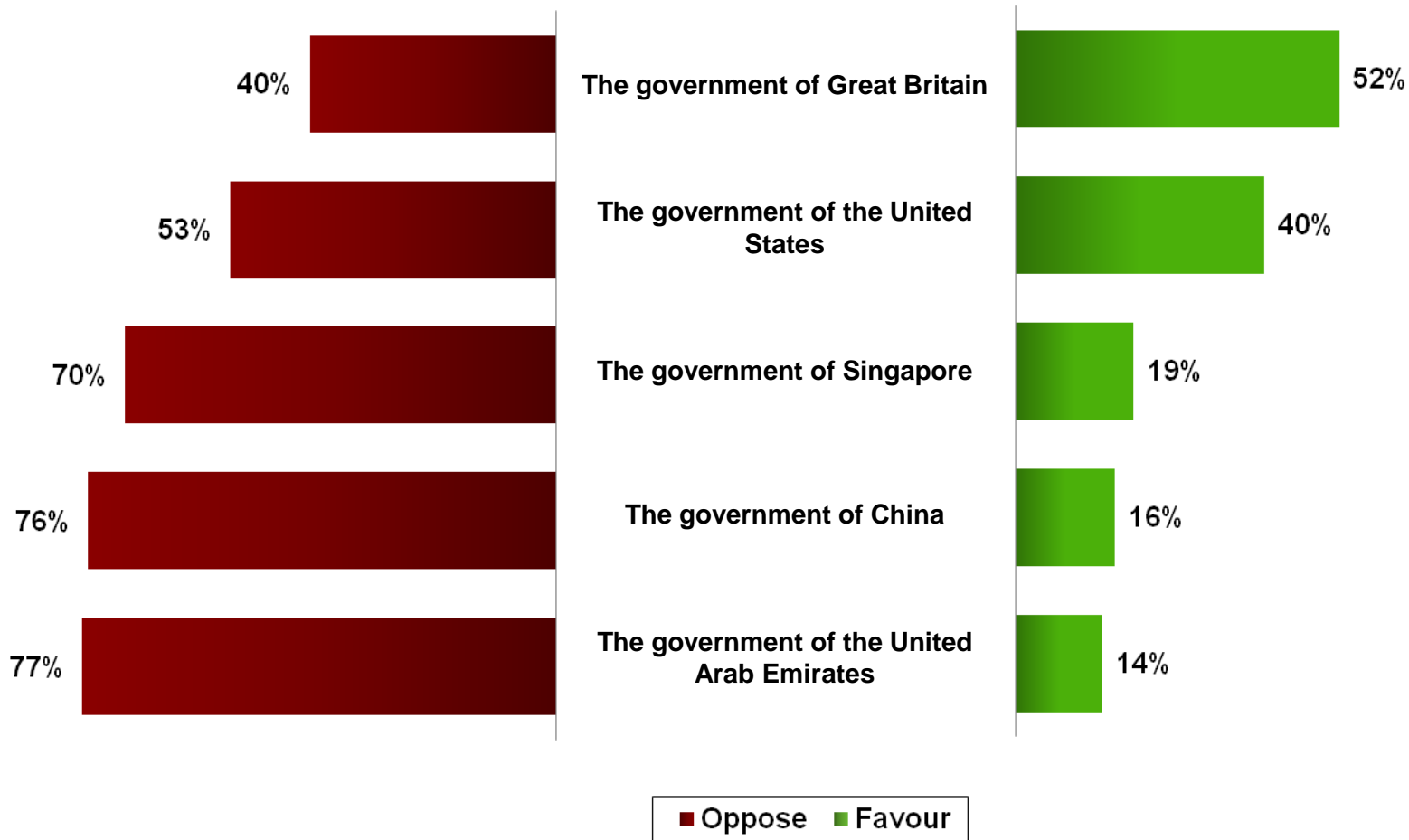
# Decrease in Favourability Towards Asian Investment

Although a majority of Canadians still believe Canada would benefit from more Asian investment in Canada, there has been a statistically significant five point drop since last year. Conversely, attitudes towards greater Canadian investment in Asia have remained constant.



# Variable Attitudes Towards Foreign Ownership

With the exception of Great Britain, a majority of Canadians would oppose deals in which foreign governments attempt to buy a controlling stake in a Canadian company.



Base: All respondents (n=2926)  
Q4. If a company, bank or investment fund controlled by a foreign government were trying to buy a controlling stake in a major Canadian company, how would you feel if the foreign government were: (in favour, opposed, don't know)



# Few Regional Variations on Foreign Ownership

Ontarians regard foreign ownership by the US and Great Britain slightly more favourably than people in other provinces. British Columbians are particularly opposed to US ownership and Quebecers are significantly more opposed to British ownership.

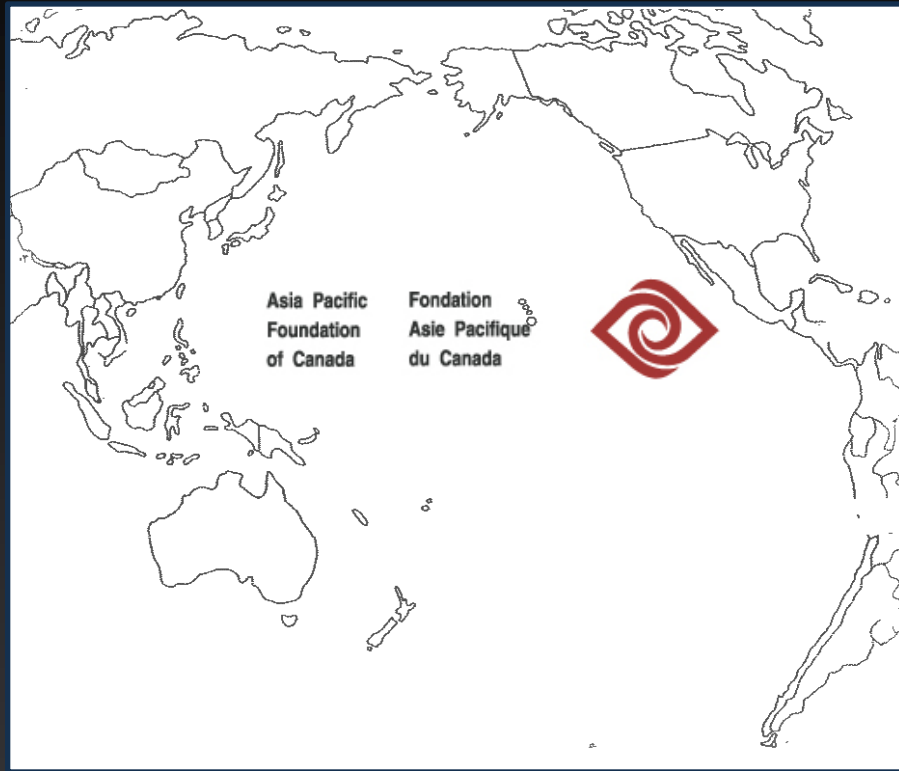
		BC	AB	SK/ MB	ON	QC	Atl
The government of Great Britain	% In favour	54%	52%	54%	57%	45%	51%
	% Opposed	41%	41%	37%	37%	45%	39%
The government of the United States	% In favour	34%	39%	40%	44%	38%	41%
	% Opposed	62%	55%	51%	50%	53%	50%
The government of China	% In favour	13%	18%	15%	17%	16%	16%
	% Opposed	81%	75%	75%	76%	75%	73%
The government of Singapore	% In favour	20%	22%	20%	19%	17%	19%
	% Opposed	72%	67%	67%	70%	70%	68%
The government of the United Arab Emirates	% In favour	12%	15%	13%	16%	13%	13%
	% Opposed	82%	78%	77%	76%	76%	74%

Cells that are shaded in darker colours indicate statistically significant differences related to other provinces. Respondents who answered "do not know" are excluded from these tables meaning totals do not necessarily add up to 100

Base: All respondents (n=2926)

Q4. If a company, bank or investment fund controlled by a foreign government were trying to buy a controlling stake in a major Canadian company, how would you feel if the foreign government were: (in favour, opposed, don't know)





## **Section 3: Perceptions of China**

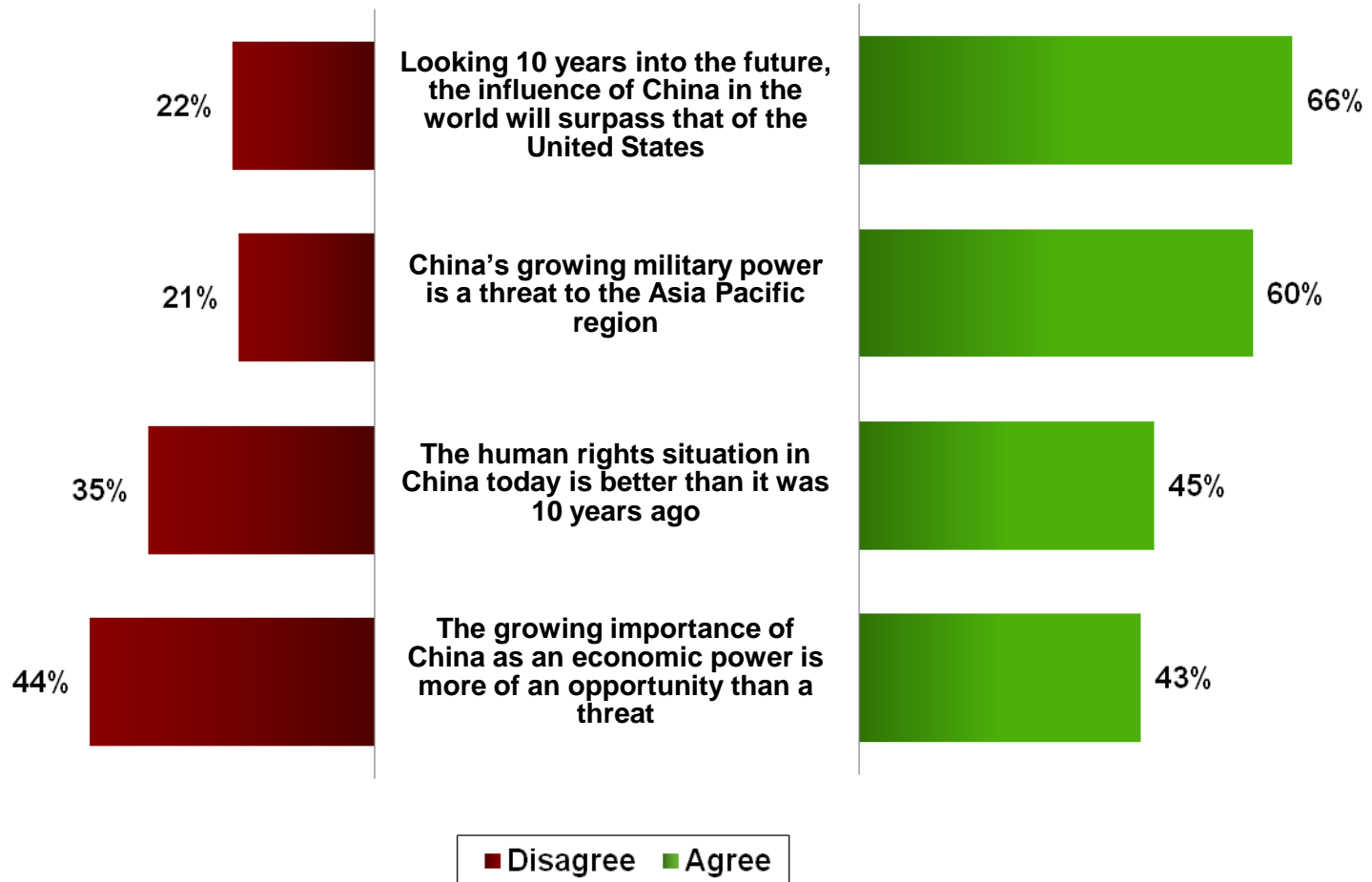
## Section 3: Summary

- China's importance is underscored by the fact that two thirds of respondents believe it will eclipse the United States' influence in 10 years' time.
- The results reflect growing unease about China's growing military power. Many Canadians also believe that China's economic growth is not necessarily an opportunity for Canada.



# Concern about China's Rise

Two thirds of Canadians believe China 's influence in the world will surpass that of the United States in the next 10 years. This growing clout has raised concern among Canadians. While respondents are split on whether China's economic power is more of an opportunity than a threat, a strong majority are apprehensive about China's growing military power. At the same time, a plurality of Canadians believe the human rights situation is improving in China.



# Attitudes Towards China Vary by Province

British Columbians and Albertans tend to have a more positive view of China's economic growth. China's military power is more likely to be perceived as a threat to the Asia Pacific region in British Columbia, Alberta and Ontario. Quebecers and Ontarians are most likely to believe that China's growing economy poses a threat and Quebecers are more likely to disagree that the Chinese human rights situation has improved.

		BC	AB	SK/ MB	ON	QC	Atl
<b>Looking 10 years into the future, the influence of China in the world will surpass that of the United States</b>	% Agree	72%	65%	59%	64%	73%	60%
	% Disagree	20%	24%	25%	26%	15%	23%
<b>China's growing military power is a threat to the Asia Pacific region</b>	% Agree	64%	64%	62%	64%	53%	53%
	% Disagree	23%	20%	14%	19%	25%	22%
<b>The human rights situation in China today is better than it was 10 years ago</b>	% Agree	54%	45%	43%	45%	40%	46%
	% Disagree	28%	34%	30%	36%	38%	28%
<b>The growing importance of China as an economic power is more of an opportunity than a threat</b>	% Agree	48%	52%	42%	41%	39%	45%
	% Disagree	43%	40%	40%	47%	46%	35%

*Cells that are shaded in darker colours indicate statistically significant differences related to other provinces.  
Respondents who answered "do not know" are excluded from these tables meaning totals do not necessarily add up to 100*

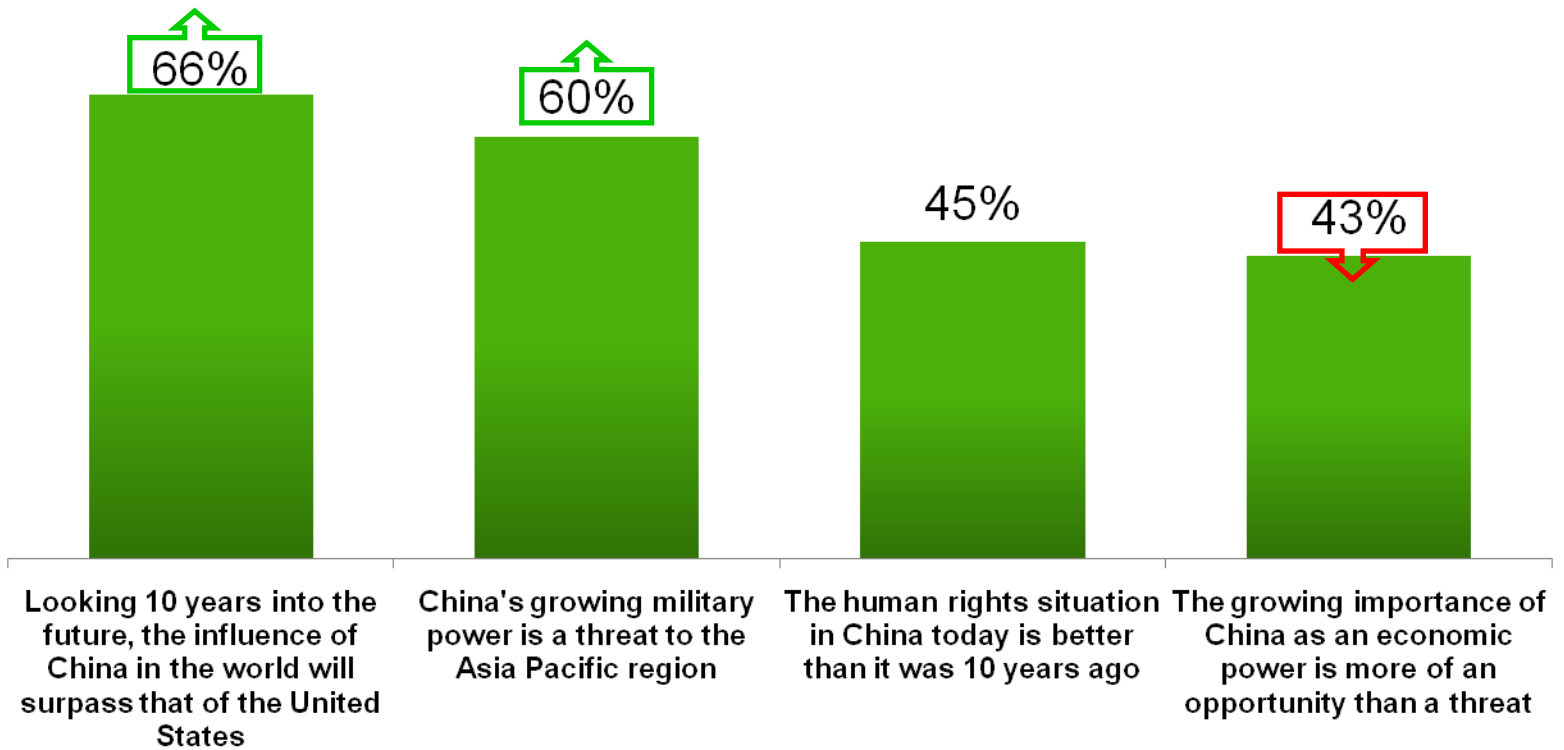




# Perceptions of China – over time

There have been significant variations in the past year in how Canadians perceive certain aspects of China's growth. Canadians are significantly more likely to think China will surpass the US and that China's military poses a threat. There is a corresponding drop in the number of respondents who believe China's economic growth is more of an opportunity than a threat. This number has also declined significantly since 2008. Compared to 2008, more Canadians believe the human rights situation in China has improved.

**% Agree**



Significant change vs. February 2010  
 ↑ (Green arrow) ↓ (Red arrow)

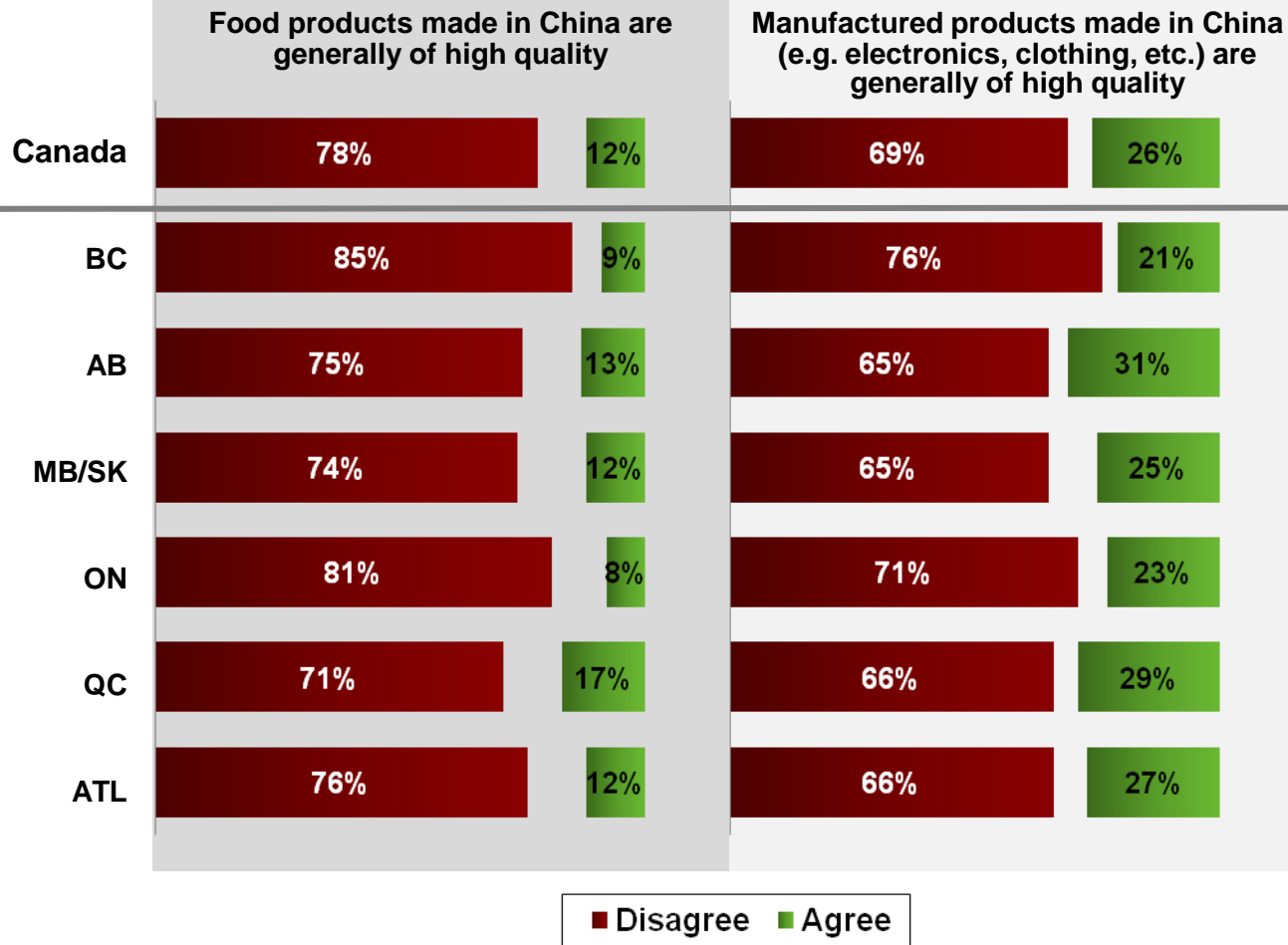
Significant change vs. March 2008  
 ↑ (Blue arrow) ↓ (Blue arrow)

<b>February 2010</b>	60%	58%	47%	48%
<b>March 2008</b>	63%	64%	36%	60%

Base: 2008 (n=1,058), 2010 (n=2903), 2011 (n=2926)  
 Q.5,6 For each of the statements below, please state if you strongly agree, somewhat agree, somewhat disagree, strongly disagree or don't know.

# Perceptions of Chinese Goods

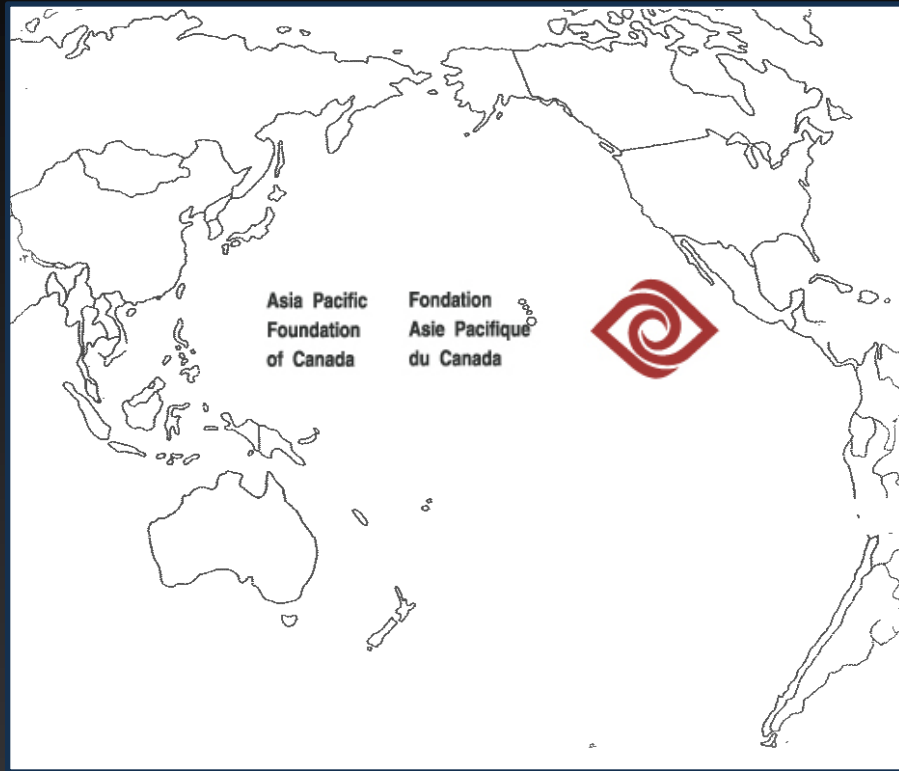
Overall, Canadians do not have especially positive views of goods and food produced in China. Albertans tend to have more favourable views of manufactured goods from China than respondents in other provinces and Quebecers have a more favourable view of Chinese food products than respondents from other provinces.



Respondents who answered "do not know" are excluded from these tables meaning totals may not add up to 100

Base: All respondents (n=2926)  
 Q.5 For each of the statements below, please state if you strongly agree, somewhat agree, somewhat disagree, strongly disagree or don't know.





## **Section 4: Perceptions of India**

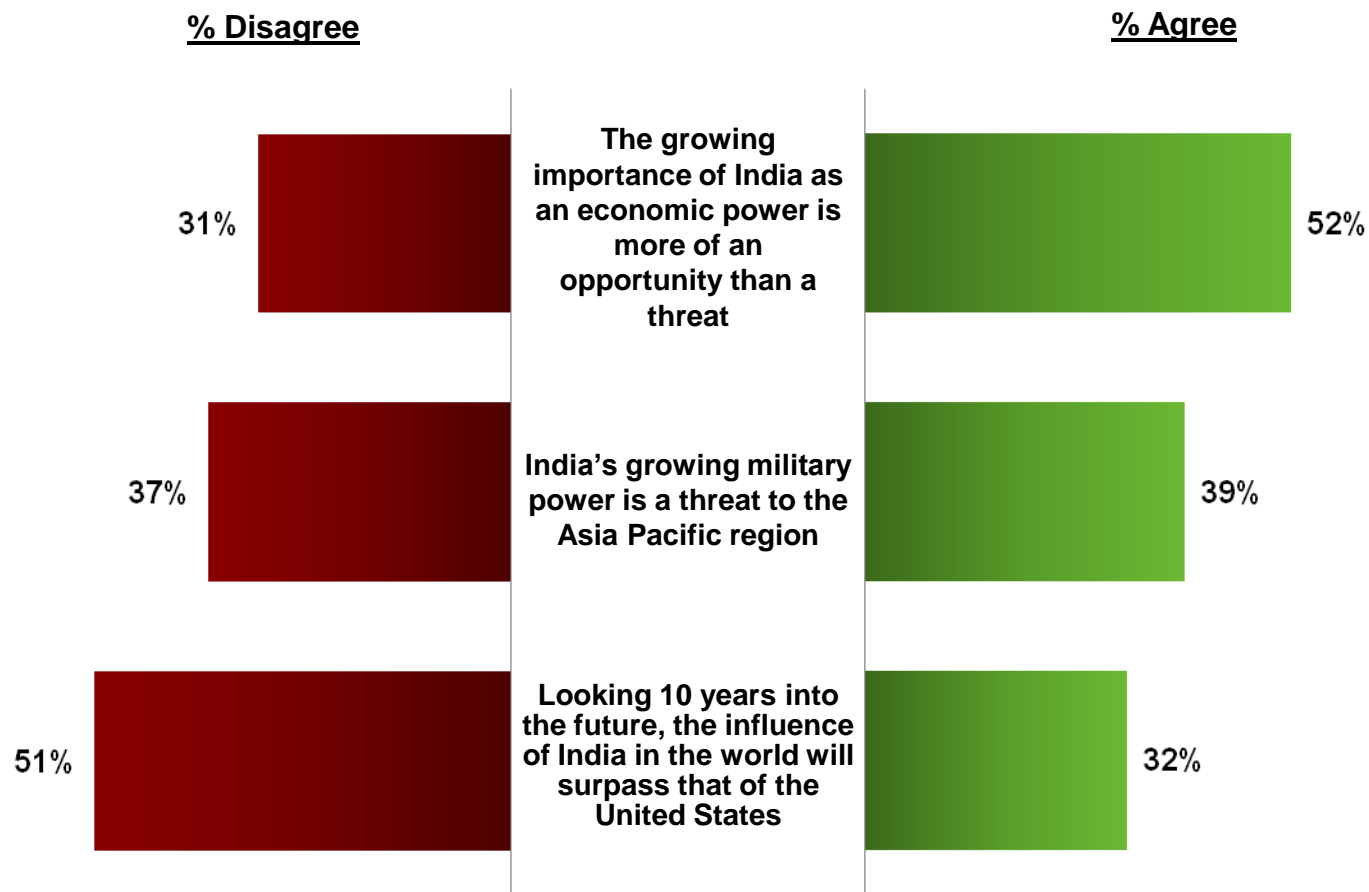
## Section 4: Summary

- In comparison to China, India is not seen as posing much of a threat in either economic or military terms. Respondents are also significantly less likely to think India will surpass the United States' influence in the next 10 years.
- Much like perceptions of China, older Canadians tend to be more wary of India and consider its growing military strength to be a threat to the Asia Pacific region.



# Attitudes Towards India Moderately More Favourable

Compared to China, Canadians are half as likely to think India will surpass the US in the next 10 years. As well, more Canadians see India's economic growth as more of an opportunity than a threat. And India's growing military power is viewed as less of a threat to the Asia Pacific region than China's.



# Attitudes Towards India – by province

Many of the regional differences in Canadians' views of China, apply to India as well. As with China, British Columbians and Albertans are significantly more likely to see India's economic growth as more of an opportunity than a threat. British Columbians are also more inclined to see India surpassing the US in terms of influence in the next 10 years while Ontarians are more likely to be skeptical of this statement.

BC	AB	SK/MB	ON	QC	Atl
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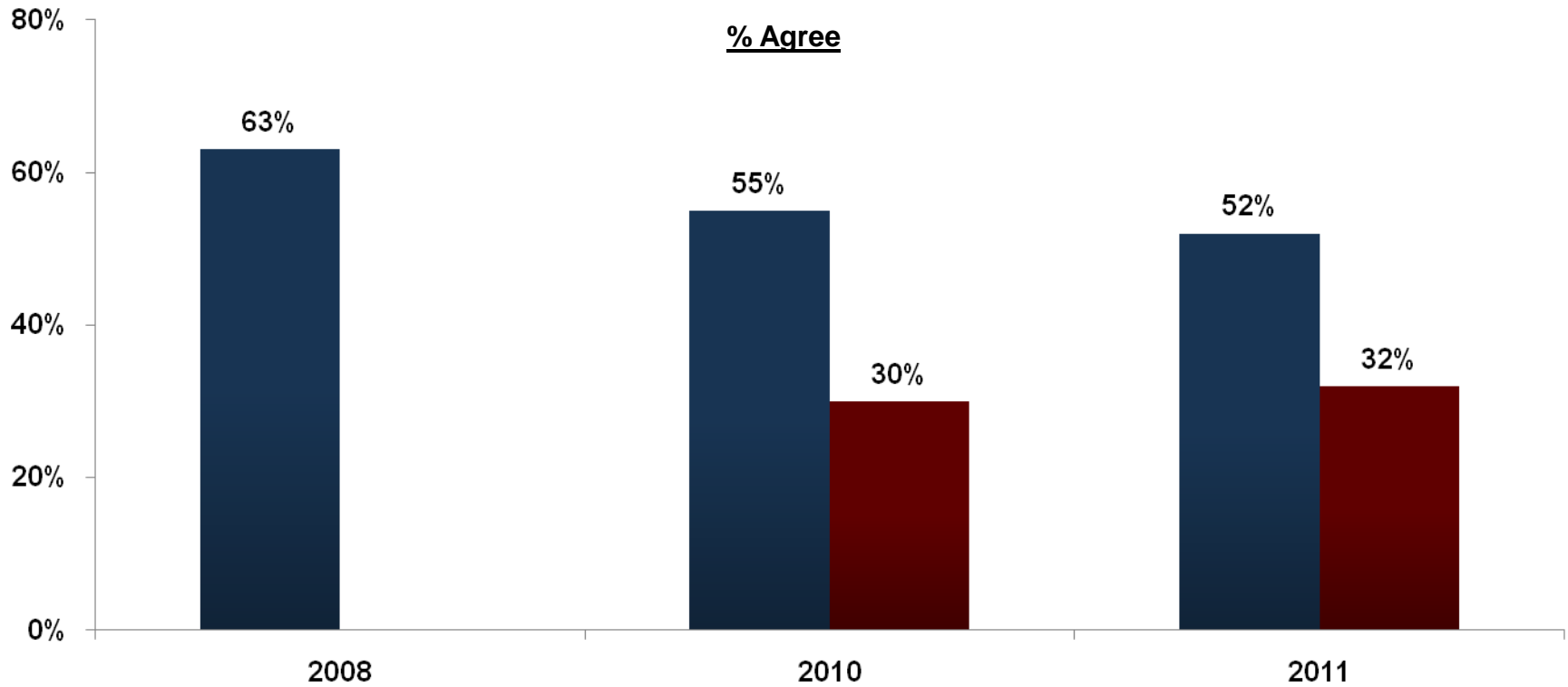
Looking 10 years into the future, the influence of India in the world will surpass that of the United States	% Agree	39%	32%	30%	30%	34%	26%
	% Disagree	51%	54%	52%	54%	45%	51%
India's growing military power is a threat to the Asia Pacific region	% Agree	44%	41%	37%	40%	36%	37%
	% Disagree	39%	36%	33%	39%	37%	32%
The growing importance of India as an economic power is more of an opportunity than a threat	% Agree	60%	58%	51%	51%	46%	53%
	% Disagree	27%	27%	27%	34%	33%	25%

*Cells that are shaded in darker colours indicate statistically significant differences related to other provinces.  
Respondents who answered "do not know" are excluded from these tables meaning totals do not necessarily add up to 100*



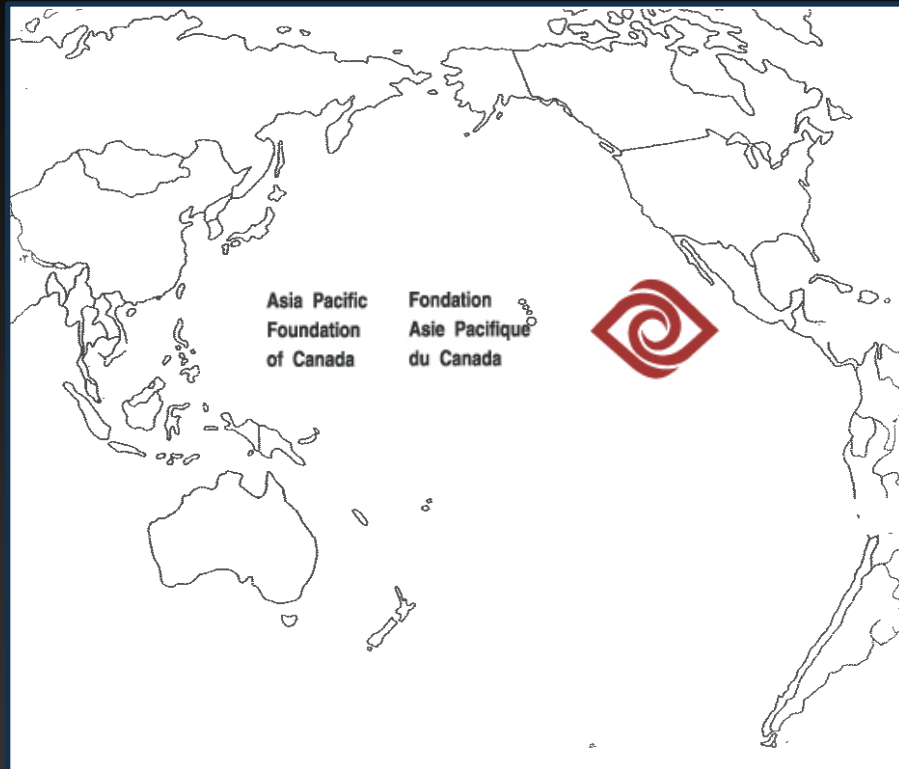
# Perceptions of India – over time

A majority of Canadians still see India's economic growth as an opportunity though, as with China, this number has been declining steadily since 2008. Since 2010, there has been a small increase in the percentage of people in Canada who believe India will surpass the US in ten years. This 2 point increase is smaller than the 6 point increase for China on the same issue.



- The growing importance of India as an economic power is more of an opportunity than a threat
- Looking 10 years into the future, the influence of India in the world will surpass that of the United States.





## **Section 5: Views of Canada-Asia Policy Issues**



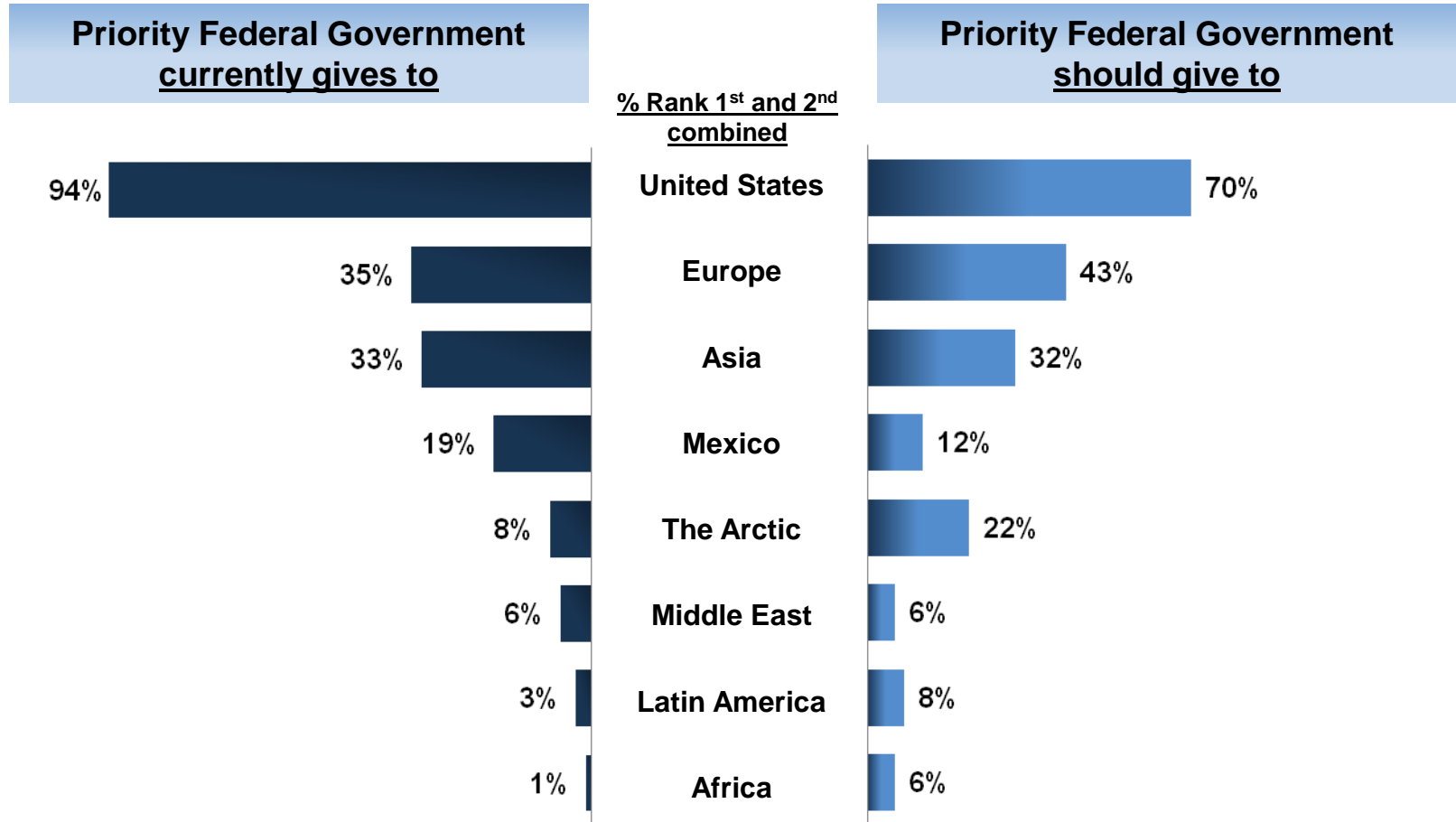
## Section 5: Summary

- Strong majorities of Canadians feel it is important for the federal government to promote human rights and democracy in Asia. The feeling is especially strong among men, older Canadians and higher income respondents. Importantly, Canadians with business and personal ties to Asia also place an above average importance on these factors as well.
- In terms of the importance Canadians feel the federal government is currently giving to various countries, the United States clearly tops the list followed by Europe and Asia. As for respondents' views of where the federal government *should* be focusing its attention, the US is still most highly ranked. And while Canadians generally feel more attention should be given to Europe, Latin America and the Arctic, Asia remains constant between the two categories.
- At the provincial level, respondents favour trade missions as an important step for building stronger ties with Asia but also place significant emphasis on cultural and academic exchanges. These results see importance in forging more personal connections to the region.



# Government Priorities

While there is clear consensus that the Canadian government currently accords most importance to the United States, there is more variability in terms of where the government should be focusing its attention.

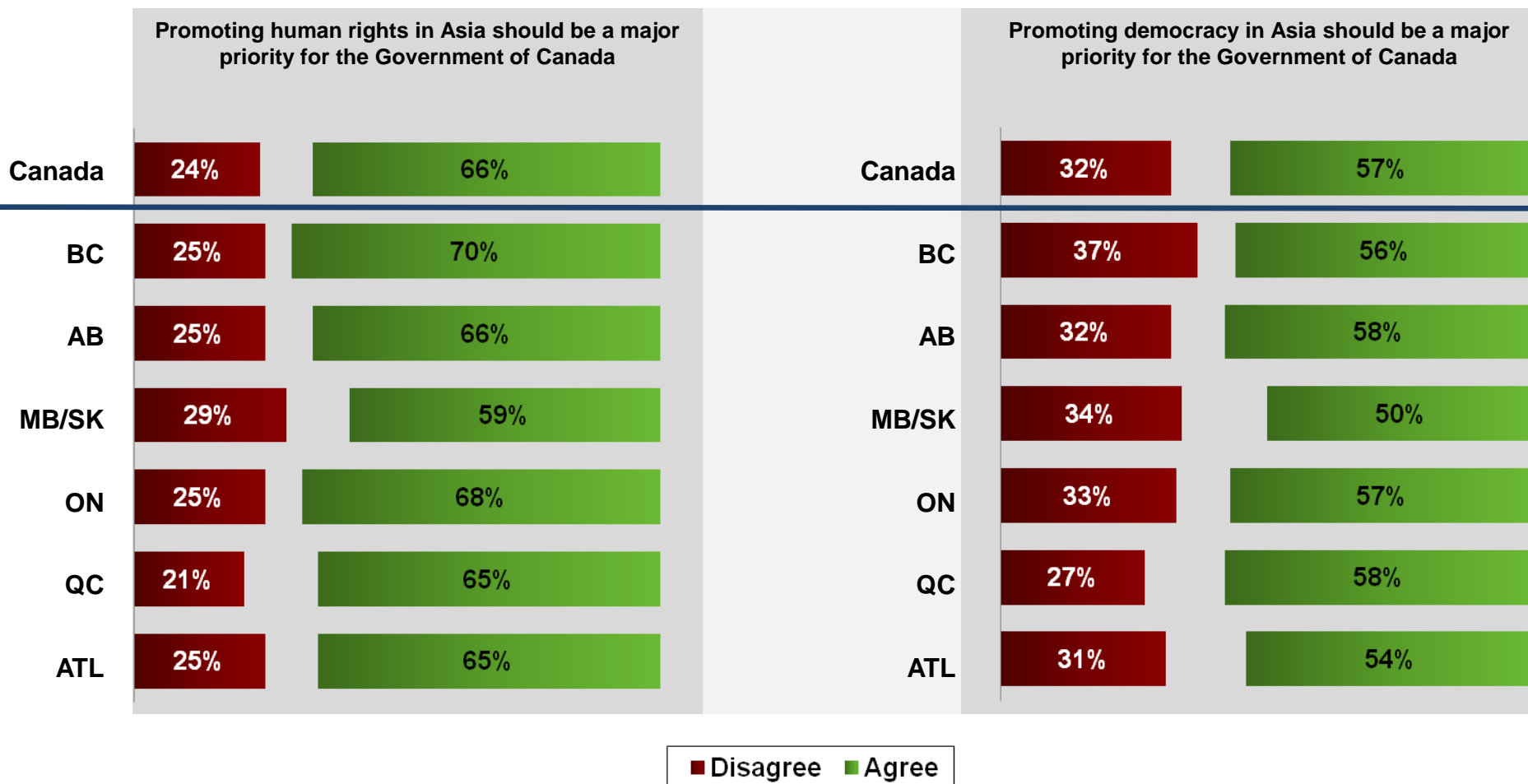


A lesser priority refers to the percentage of respondents who ranked the corresponding region below 1<sup>st</sup> and 2<sup>nd</sup>.

Base: All respondents (n=2926)  
 Q.8a Please rank the following countries/regions from 1 to 8 in terms of the importance you think the federal government currently gives to each one.  
 Q.8b Please rank the following countries/regions from 1 to 8 in terms of the importance you think the federal government should give to each one.

# Human Rights and Democracy in Asia – by province

A majority of Canadians believe promoting human rights and democracy in Asia should be an important priority for the Government of Canada.

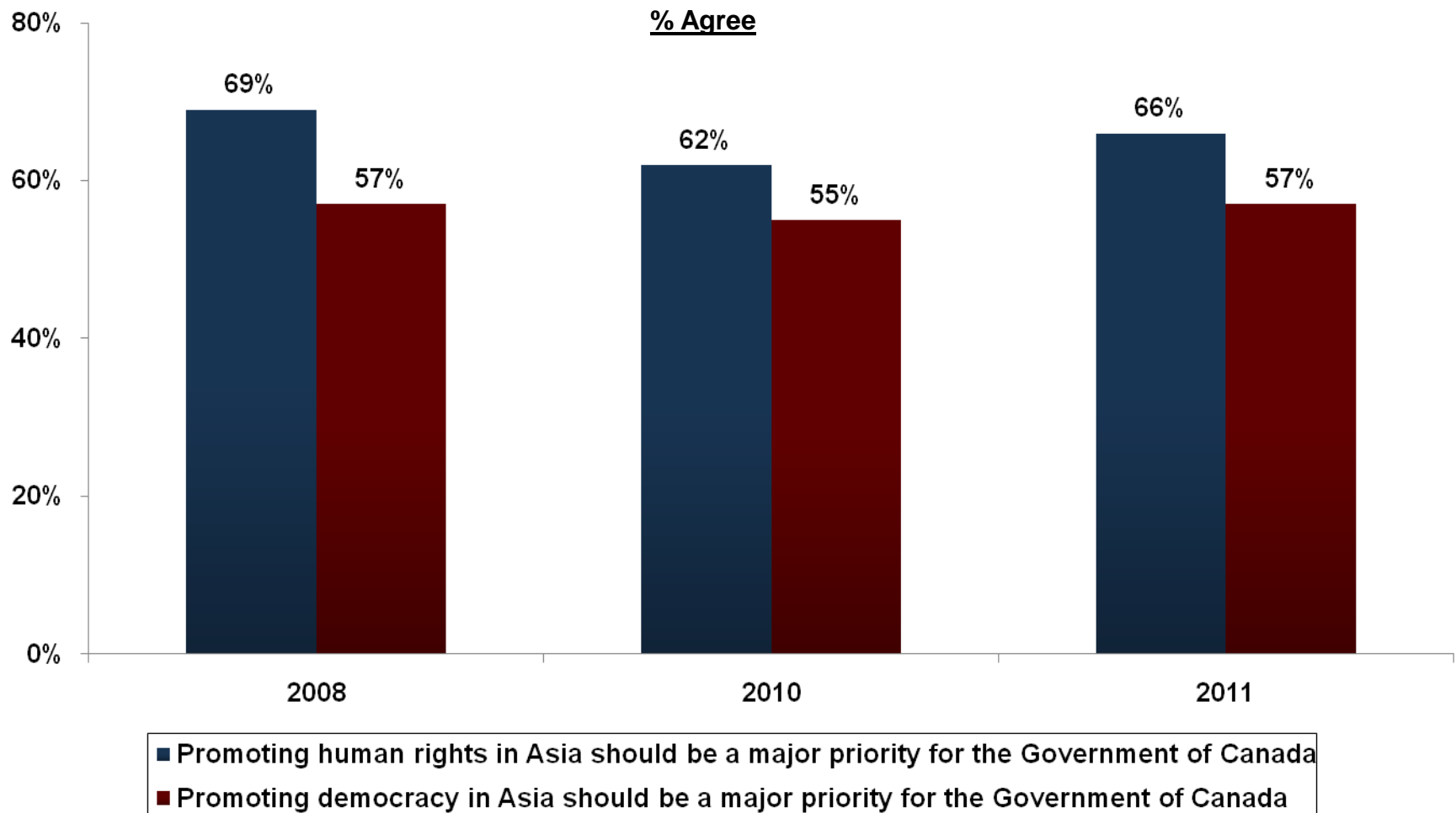


Respondents who answered "do not know" are excluded from these tables meaning totals may not add up to 100



# Human Rights and Democracy in Asia – over time

Over the past year there has been a significant four point increase in the number of Canadians who agree human rights in Asia should be a major priority for the government though these numbers are still somewhat below their 2008 totals.

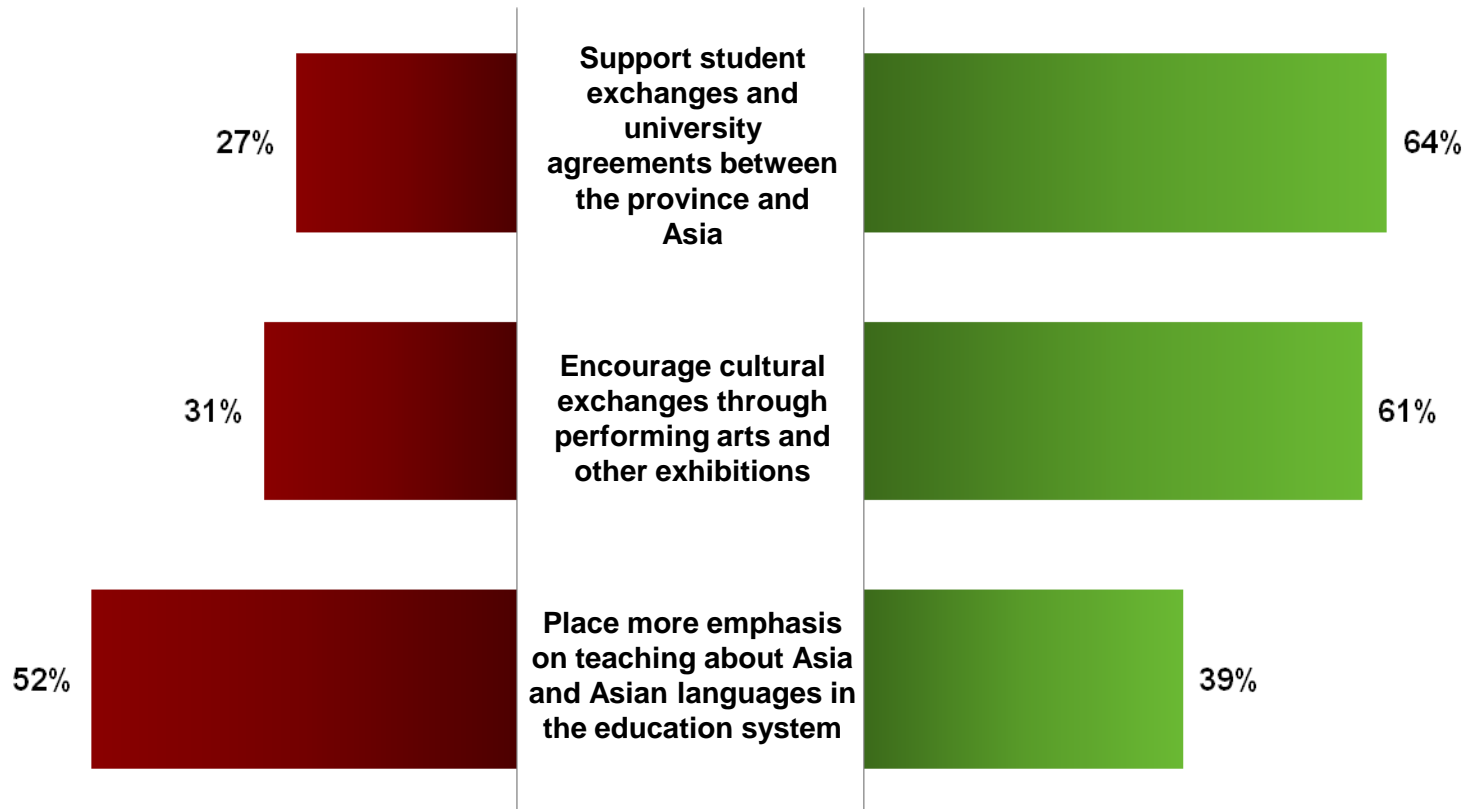


# Importance of Cultural & Educational Ties with Asia – by province

Of the various ways in which Canada's provinces can strengthen educational and cultural ties with Asia, student and cultural exchanges are seen as important by a majority of Canadians. Including Asia content and Asian languages in the curriculum is considerably less important in the minds of most Canadians.

## % Not very/not at all important

## % Very/fairly important



*Respondents who answered "do not know" are excluded from these tables meaning totals may not add up to 100*

Base: All respondents (n=2926)  
 Q.7 At the provincial level, how important are the following measures for building stronger ties with Asia? Very important, fairly important, not very important, not at all important or don't know.



# Importance of Cultural & Educational Ties with Asia – by province

Residents of British Columbia and Alberta appear to place greater importance on cultural and educational ties between Canada and Asia, particularly when it comes to teaching Asian languages in the education system. The difference between these two provinces and the rest of Canada on this issue is among the largest in the study, especially when compared with Ontario and Quebec.

BC	AB	SK/ MB	ON	QC	Atl
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<b>Support student exchanges and university agreements between the province and Asia</b>	<b>% Important</b>	69%	67%	63%	61%	64%	67%
	<b>% Less important</b>	25%	24%	23%	31%	27%	23%
<b>Encourage cultural exchanges through performing arts and other exhibitions</b>	<b>% Important</b>	65%	64%	51%	61%	64%	57%
	<b>% Less important</b>	30%	28%	36%	32%	28%	32%
<b>Place more emphasis on teaching about Asia and Asian languages in the education system</b>	<b>% Important</b>	52%	50%	33%	37%	31%	41%
	<b>% Less important</b>	42%	40%	53%	54%	60%	47%

*Cells that are shaded in darker colours indicate statistically significant differences related to other provinces. Respondents who answered “do not know” are excluded from these tables meaning totals do not necessarily add up to 100*

Base: All respondents (n=2926)  
 Q.7 At the provincial level, how important are the following measures for building stronger ties with Asia? Very important, fairly important, not very important, not at all important or don't know.



# Importance of Economic Ties with Asia – by province

Canadians place significant importance on provincial trade missions to China and a plurality of respondents also feel it is important to sustain regular visits by their Premiers to the region. Twinning cities is viewed as a less important measure.

**% Not very/not at all important**

**% Very/fairly important**



Respondents who answered “do not know” are excluded from these tables meaning totals may not add up to 100

Base: All respondents (n=2926)  
 Q.7 At the provincial level, how important are the following measures for building stronger ties with Asia? Very important, fairly important, not very important, not at all important or don't know.



# Importance of Economic Ties with Asia – by province

British Columbians and Albertans place greater emphasis on ties with Asia and are significantly more likely to see trade missions to the region as particularly important. British Columbians also tend to place more importance on visits by the Premier to the region.

BC	AB	SK/ MB	ON	QC	Atl
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	% Important	BC	AB	SK/ MB	ON	QC	Atl
	<b>Facilitate trade missions to Asia and Asian trade missions to the province</b>		72%	73%	60%	64%	62%
	% Less important	21%	16%	23%	25%	26%	22%
	% Important	56%	50%	45%	45%	49%	44%
	% Less important	38%	41%	41%	46%	41%	45%
	% Important	40%	39%	29%	38%	37%	37%
	% Less important	51%	46%	52%	49%	51%	45%

*Cells that are shaded in darker colours indicate statistically significant differences related to other provinces. Respondents who answered “do not know” are excluded from these tables meaning totals do not necessarily add up to 100*

Base: All respondents (n=2926)  
 Q.7 At the provincial level, how important are the following measures for building stronger ties with Asia? Very important, fairly important, not very important, not at all important or don't know.

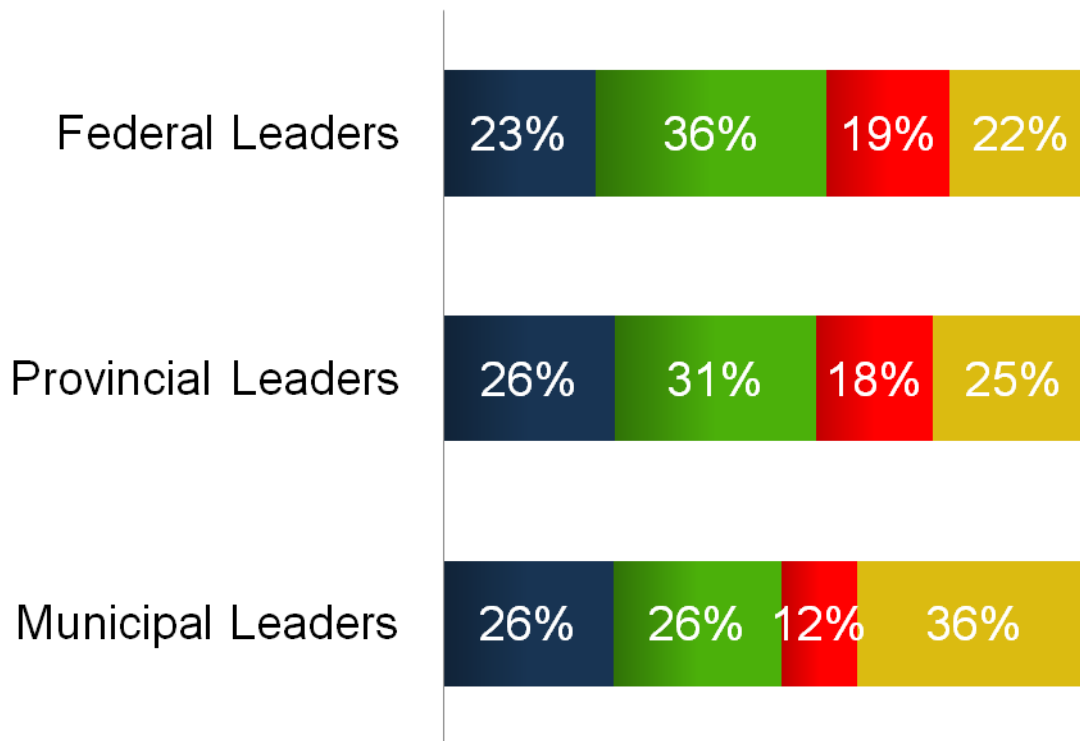




# Political Leaders' Emphasis on Building Stronger Ties with Asia

Overall Canadians seem fairly evenly divided on whether their political leaders at all levels of government are putting enough emphasis on building stronger ties with Asia. A plurality seem to feel the federal and provincial party leaders are putting the right amount of emphasis on Asia. At the municipal level, the number of respondents who say they are not sure is significantly higher.

■ Too Little ■ Right Amount ■ Too Much ■ Don't know



Base: All respondents (n=2926)

9a. Generally speaking, do you feel leaders of major political parties in Canada are putting too much, too little, or the right amount of emphasis on building stronger ties with countries in Asia?



# Political Leaders' Emphasis on Building Stronger Ties with Asia – by province

At the provincial level, the general pattern in the national data holds true. Ontarians, however, are more likely than respondents in other provinces to think that their provincial leaders are placing too much emphasis on building stronger ties with Asia.

BC	AB	SK/MB	ON	QC	Atl
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Federal Leaders	Right amount	37%	36%	41%	34%	37%	33%
	Too much	19%	17%	17%	21%	18%	15%
	Too little	27%	25%	17%	22%	24%	26%

Provincial Leaders	Right amount	39%	33%	40%	26%	32%	26%
	Too much	20%	17%	12%	23%	15%	11%
	Too little	24%	25%	19%	24%	31%	33%

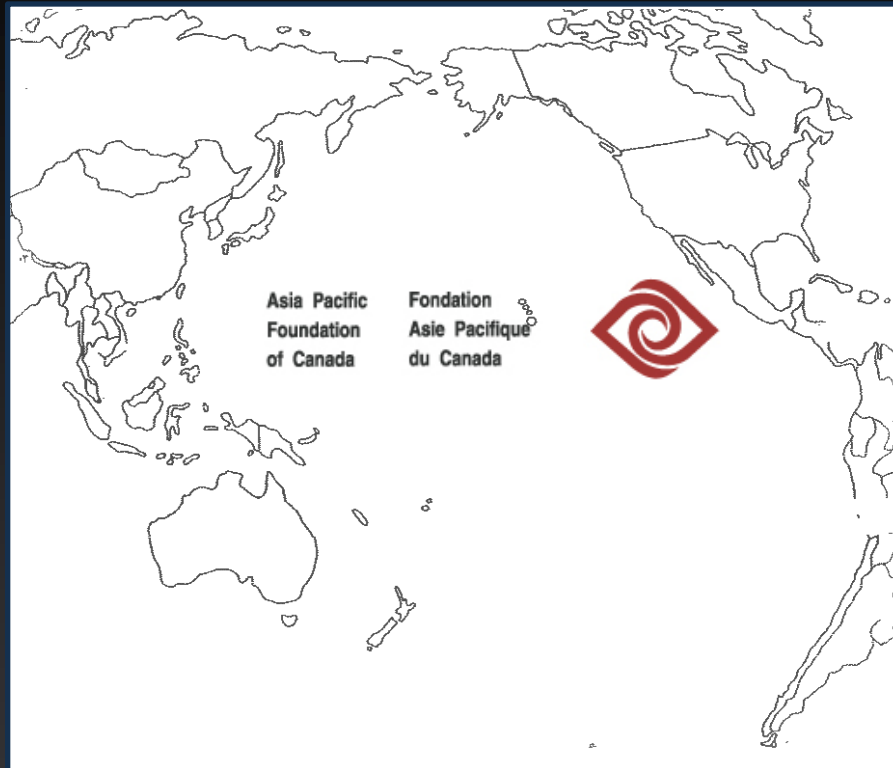
Municipal Leaders	Right amount	27%	30%	29%	27%	23%	20%
	Too much	14%	11%	8%	14%	9%	9%
	Too little	27%	23%	23%	24%	30%	30%

Cells that are shaded in darker colours indicate statistically significant differences related to other provinces. Respondents who answered “do not know” are excluded from these tables meaning totals do not necessarily add up to 100

Base: All respondents (n=2926)

9a. Generally speaking, do you feel leaders of major political parties in Canada are putting too much, too little, or the right amount of emphasis on building stronger ties with countries in Asia?





**For more information, please contact :**

220-890 West Pender Street  
Vancouver, BC

Canada V6C 1J9

Tel. 604-684-5986

E: [communications@asiapacific.ca](mailto:communications@asiapacific.ca)