

Canadian Attitudes Toward International Trade

Survey Findings



EKOS

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1. Broad Environment
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METHODOLOGY

■ **National random sample survey of 1,211 Canadians**

- ❖ Telephone interviews conducted from February 27 to March 7, 2003
- ❖ Pan-Canadian results are accurate to within +/- 2.8 percentage points, at a confidence level of 95 percent
- ❖ Error margins are larger for regions and other subgroups

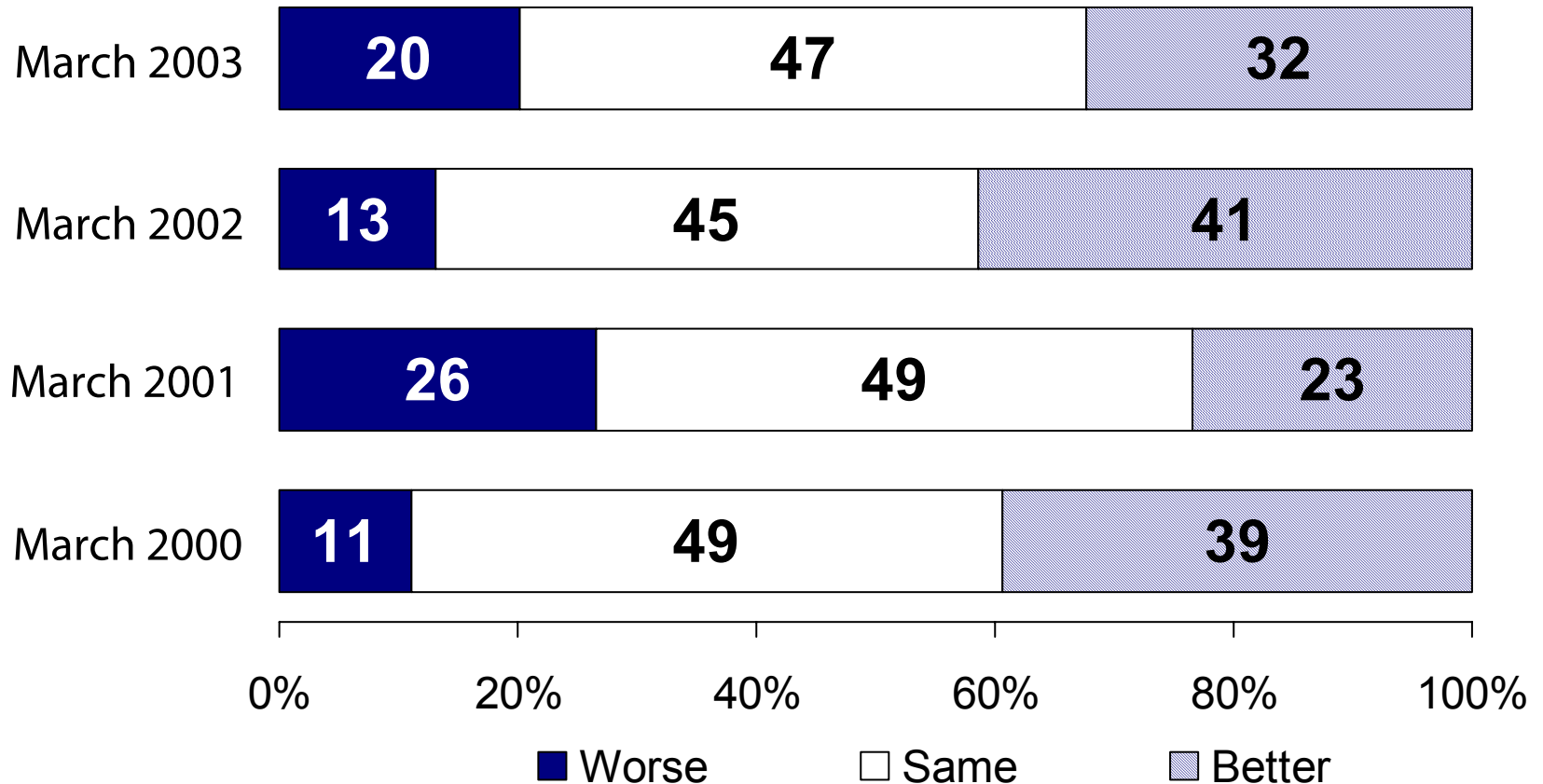
■ **Presentation of findings**

- ❖ Tracking data are included for comparison purposes from previous international trade surveys conducted for DFAIT
- ❖ Many questions were asked on a 7-point scale; data are presented here with results on the low (1 to 3) and high (5 to 7) ends of the scale collapsed and midpoint results (4) on their own
- ❖ In most cases, “don’t know/no response” category not shown

1. Broad Environment

SHORT-TERM ECONOMIC OPTIMISM

Q. Over the next year or so, do you think the economy will be doing better, worse or about the same?

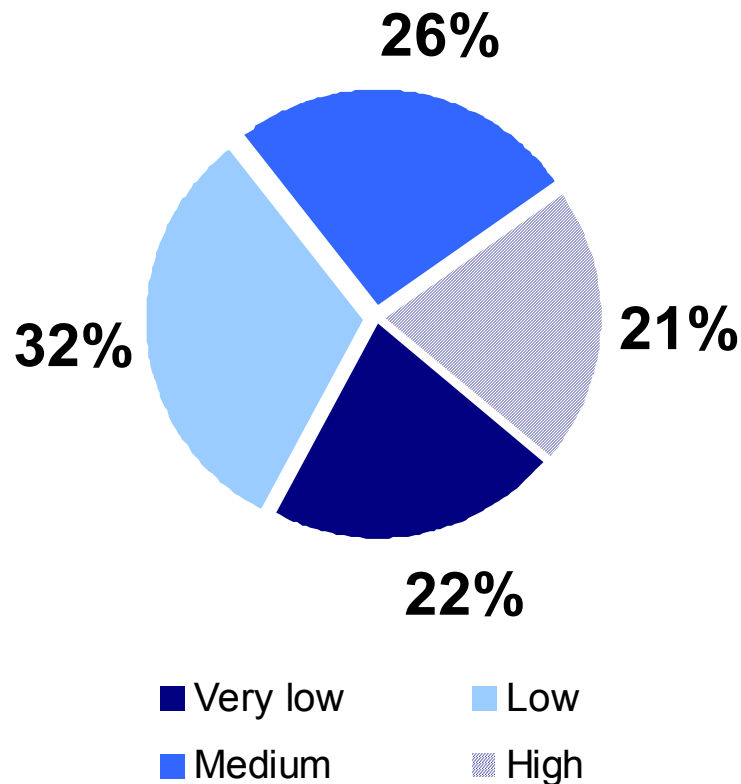


{Base: All respondents, n=1,211}

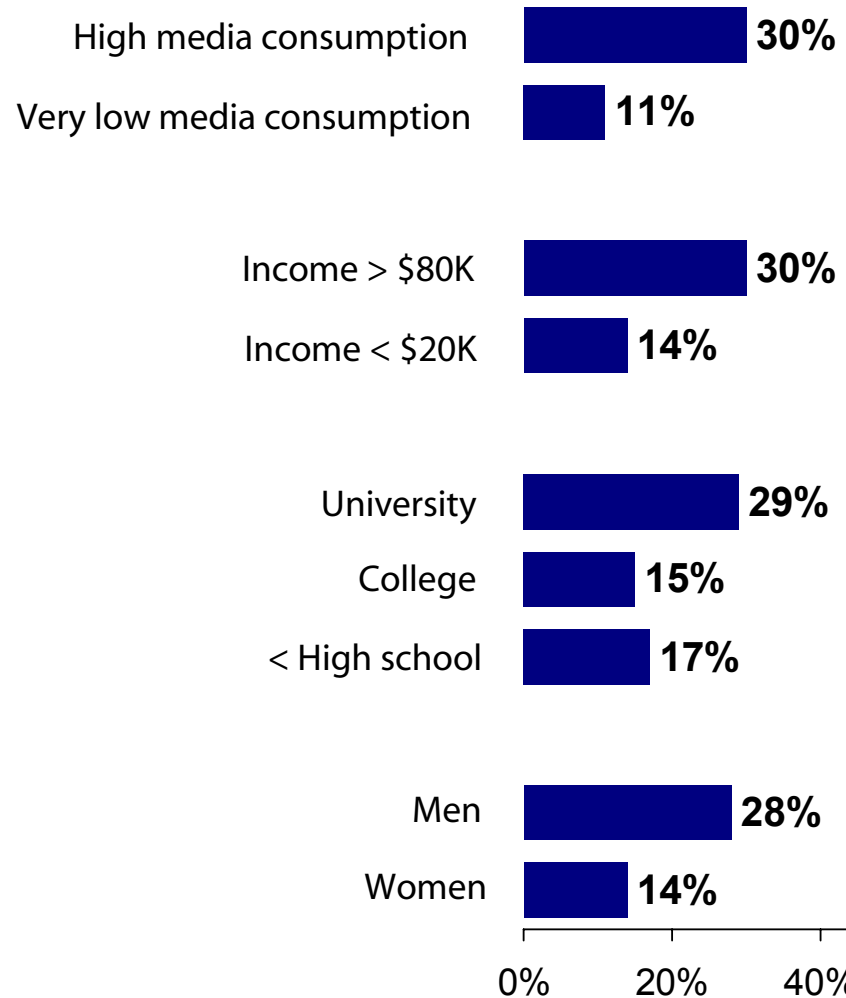
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TRADE LITERACY—SUMMARY INDEX

Summary index created by scoring correct answers



Demographic Variables—
“High” literacy”



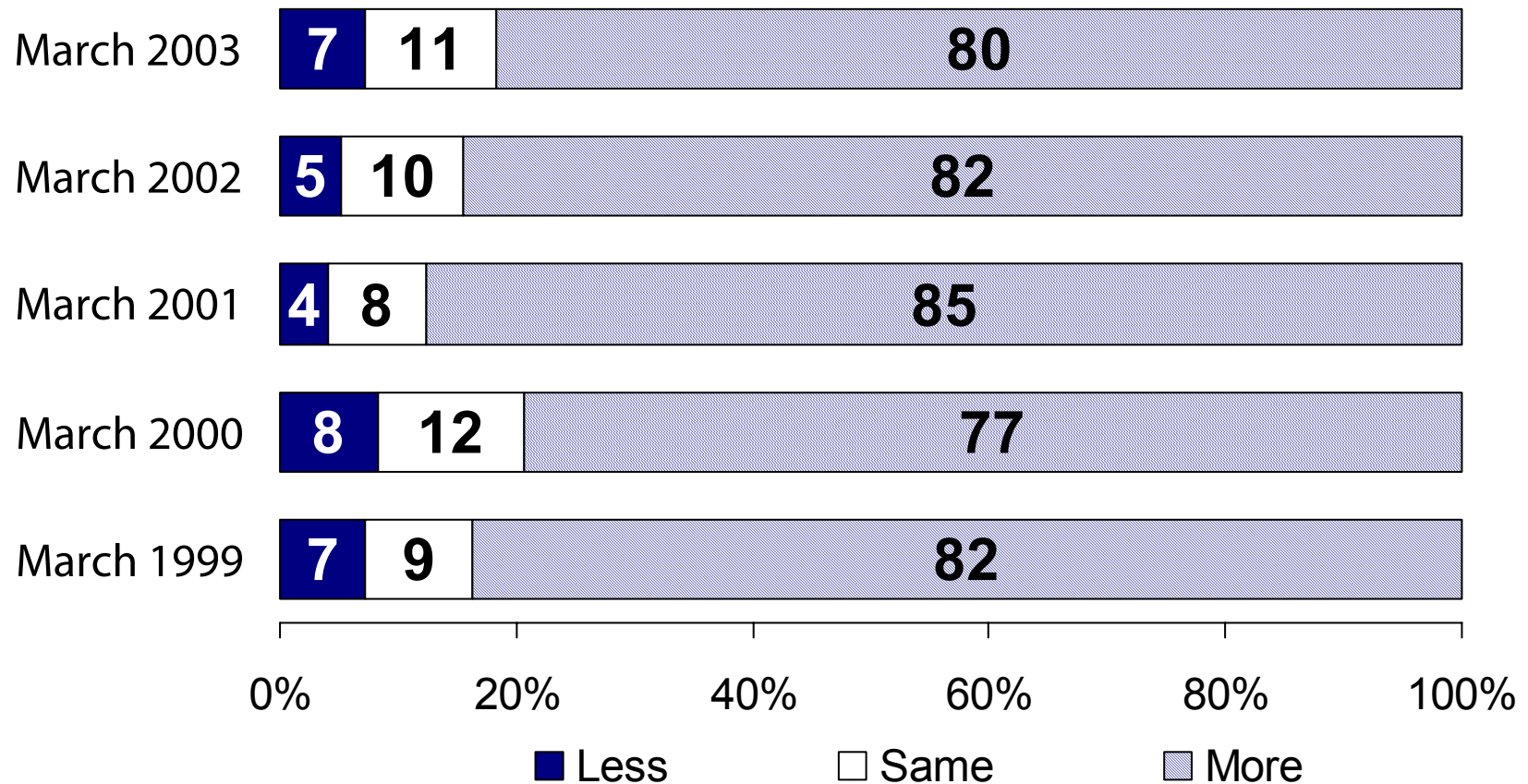
{Base: All respondents, n=1,211}

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2. Benefits of Trade

IMPORTANCE TO CANADA'S ECONOMY

Q. Over the past 10 years, do you think international trade has become less or more important in terms of its contribution to Canada's economy?

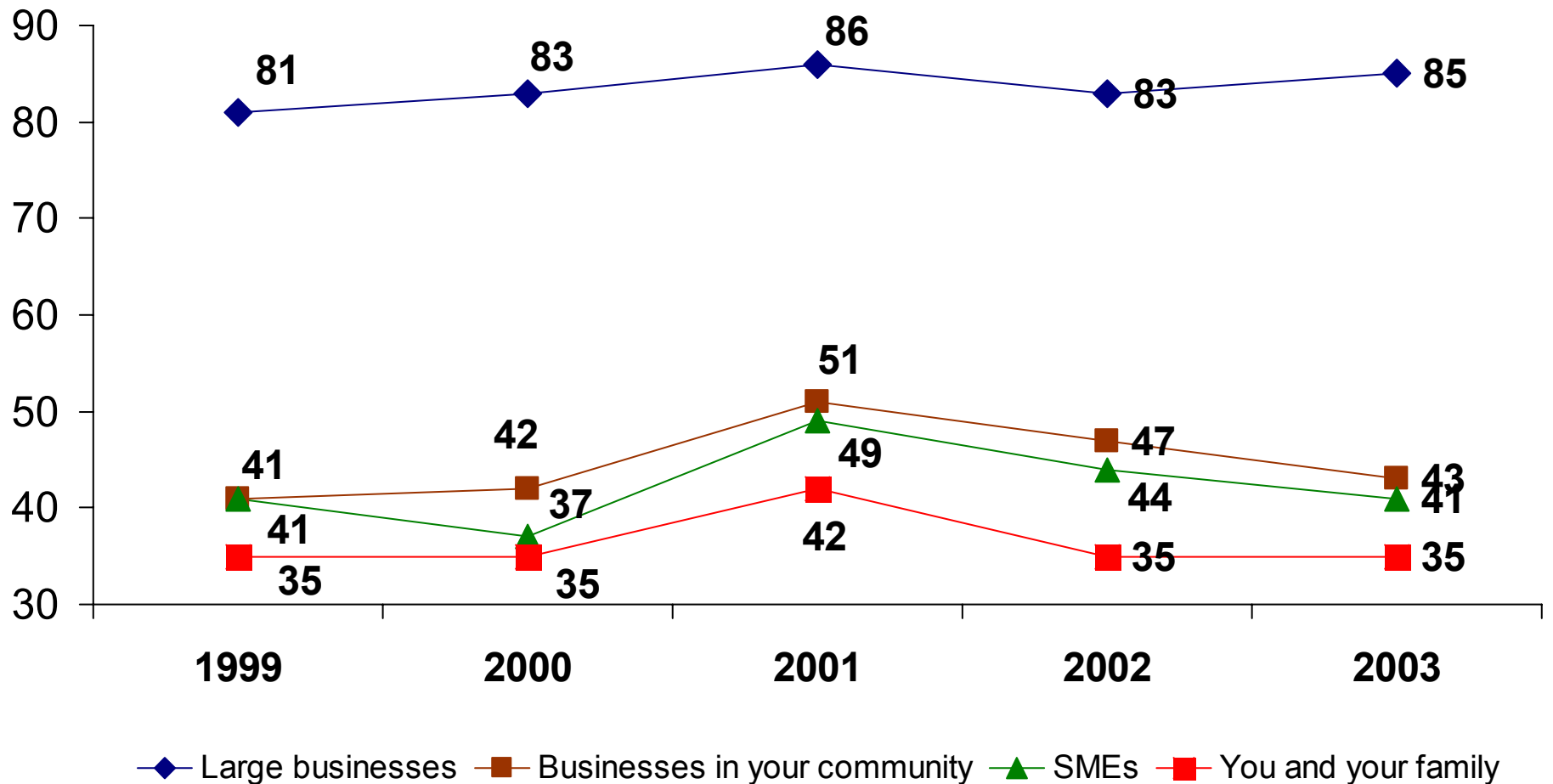


{Base: All respondents, n=1,211}

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TRACKING PERCEIVED BENEFITS OF TRADE

Q. To what extent would you say international trade benefits each of the following?

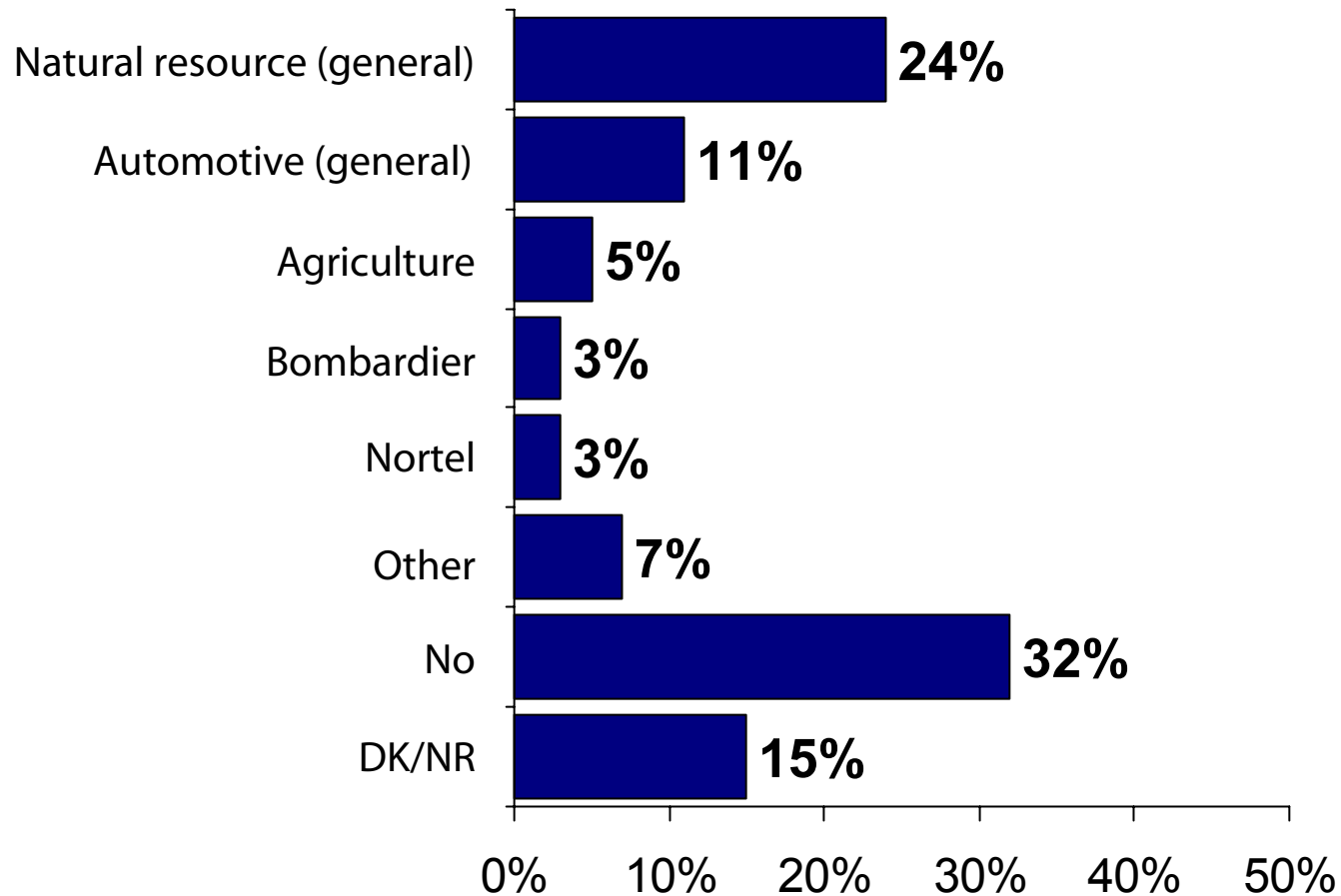


{Base: Those saying "to a great extent"}

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LOCAL BENEFITS OF TRADE

Q. Can you think of any specific businesses in your community that benefit from International trade?

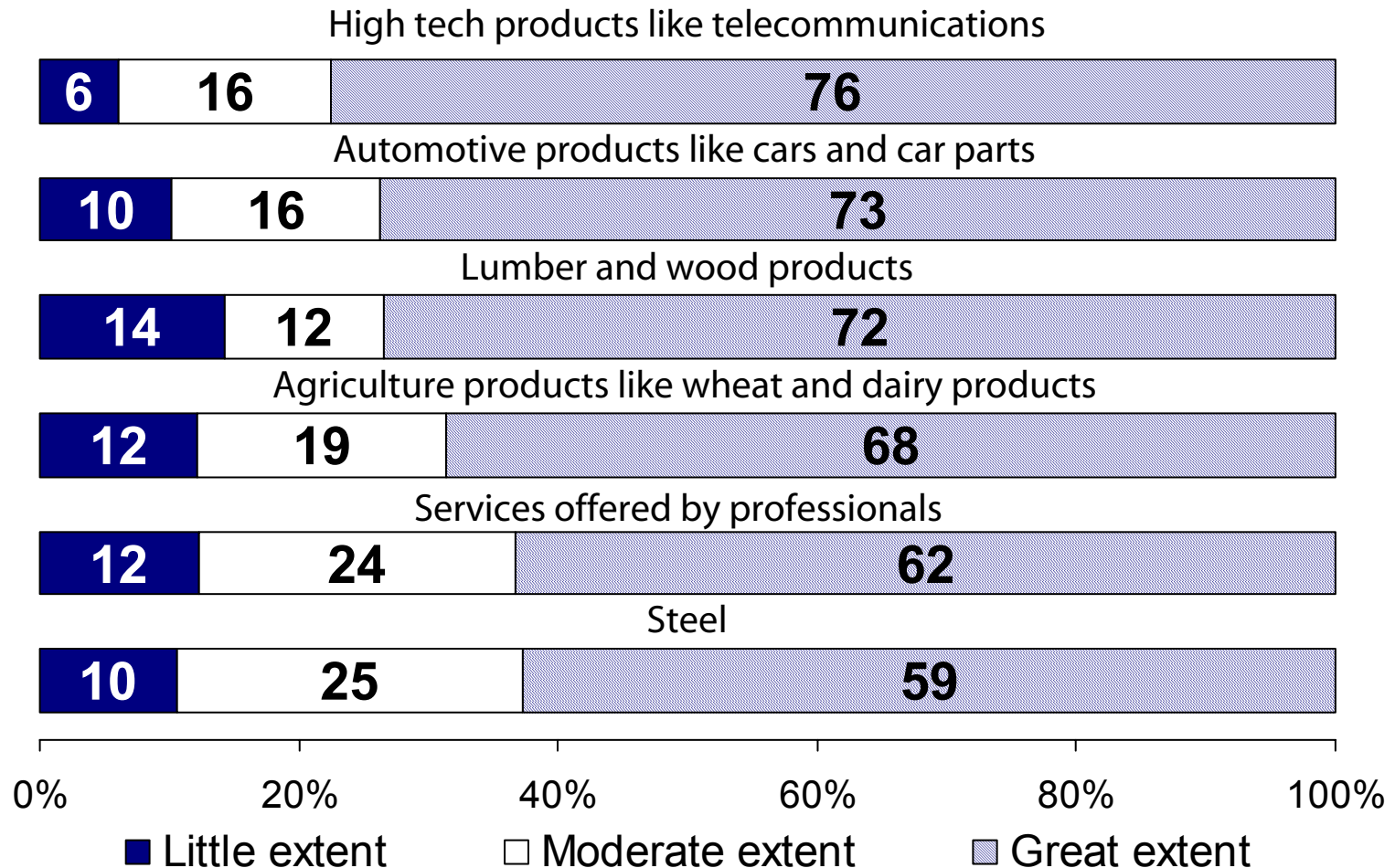


{Base: All respondents, n=1,211}

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BENEFITS OF TRADE - SECTORS

Q. To what extent would you say international trade benefits each of the following?

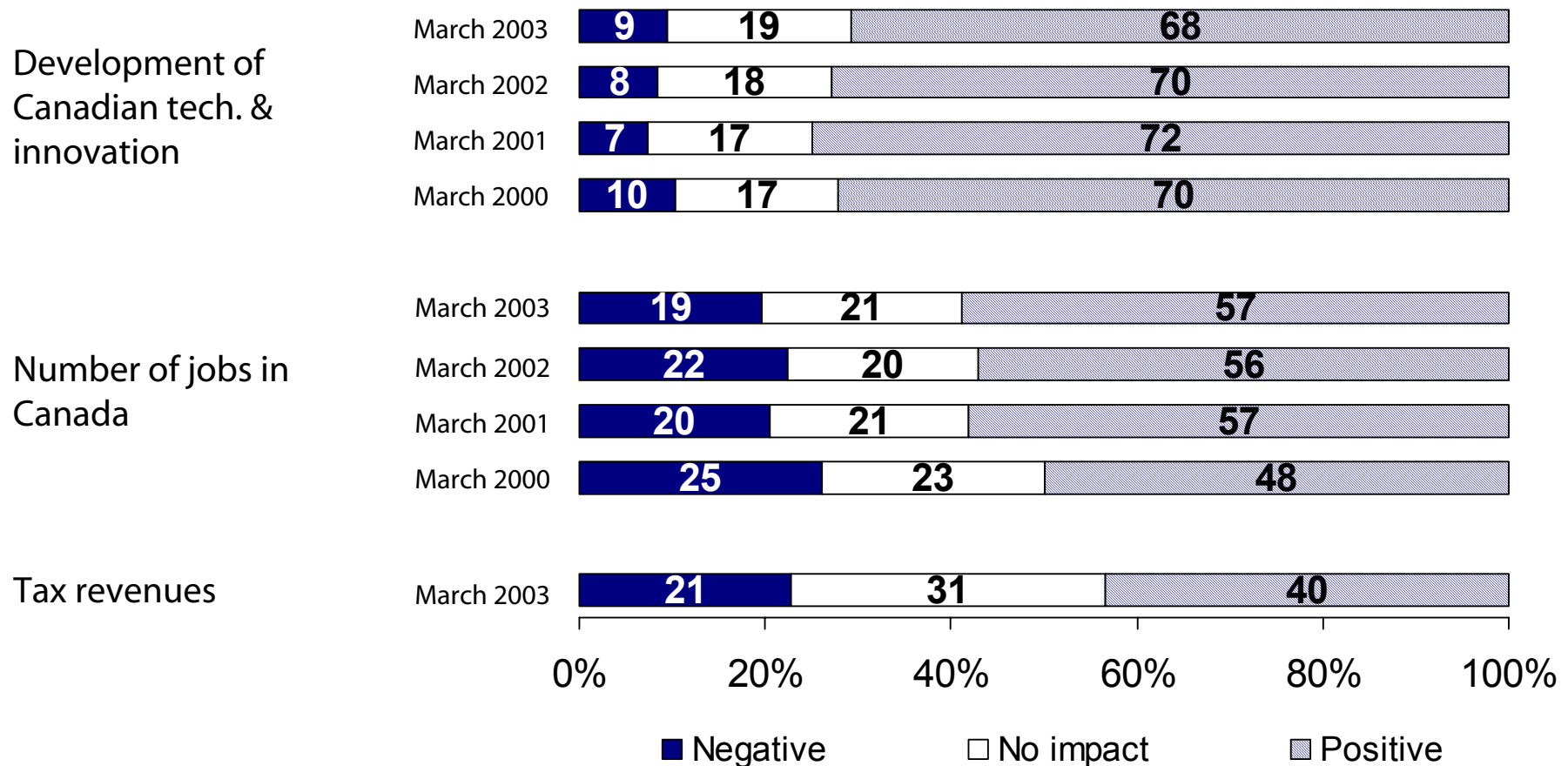


{Base: All respondents, n=1,211}

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IMPACTS OF TRADE

Q. What impact do you think international trade has on each of the following?

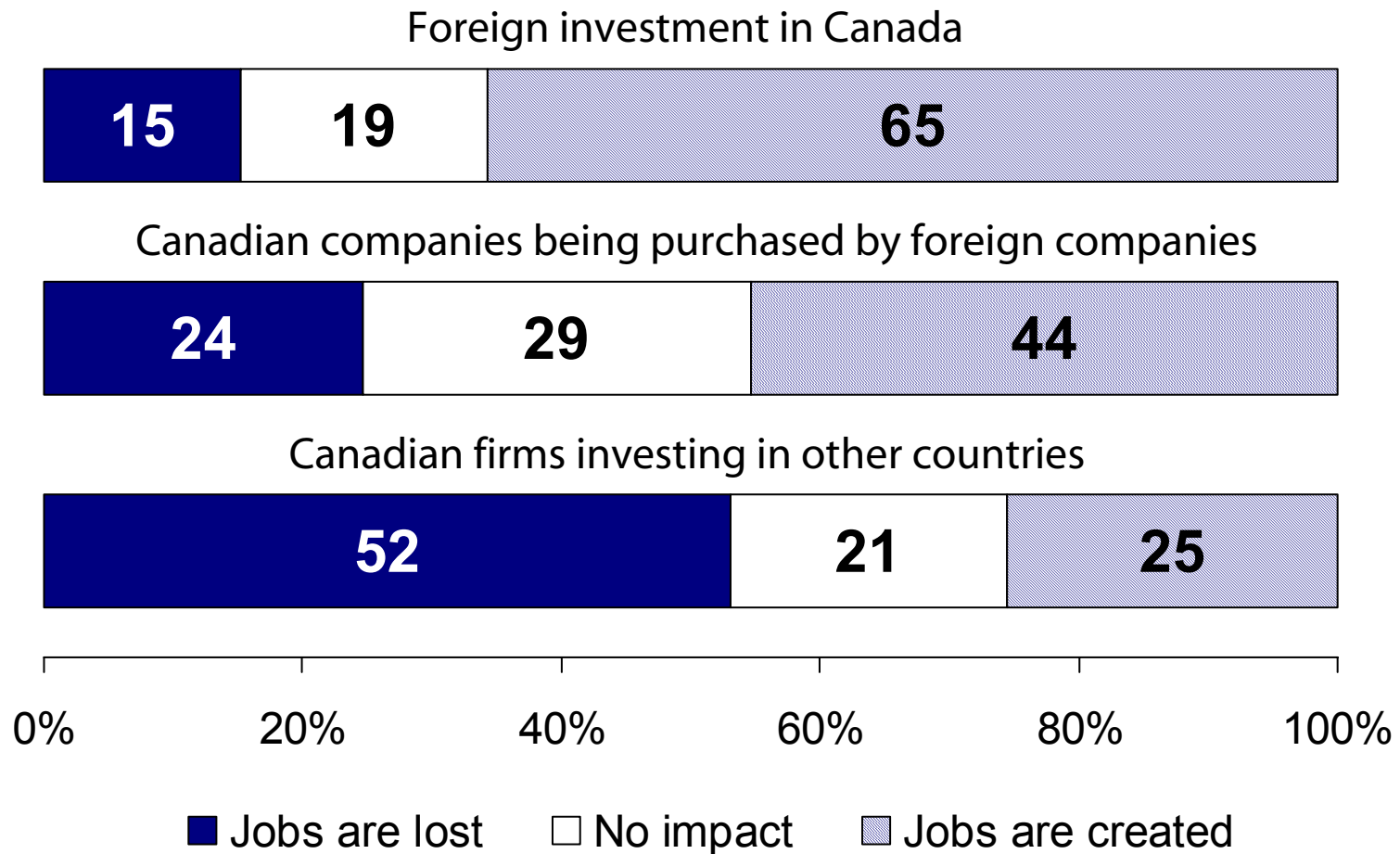


{Base: All respondents, n=1,211}

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INVESTMENT AND JOBS

Q. I would like you to tell me what impact you think each of the following has on Canadian jobs.



{Base: All respondents, n=1,211}

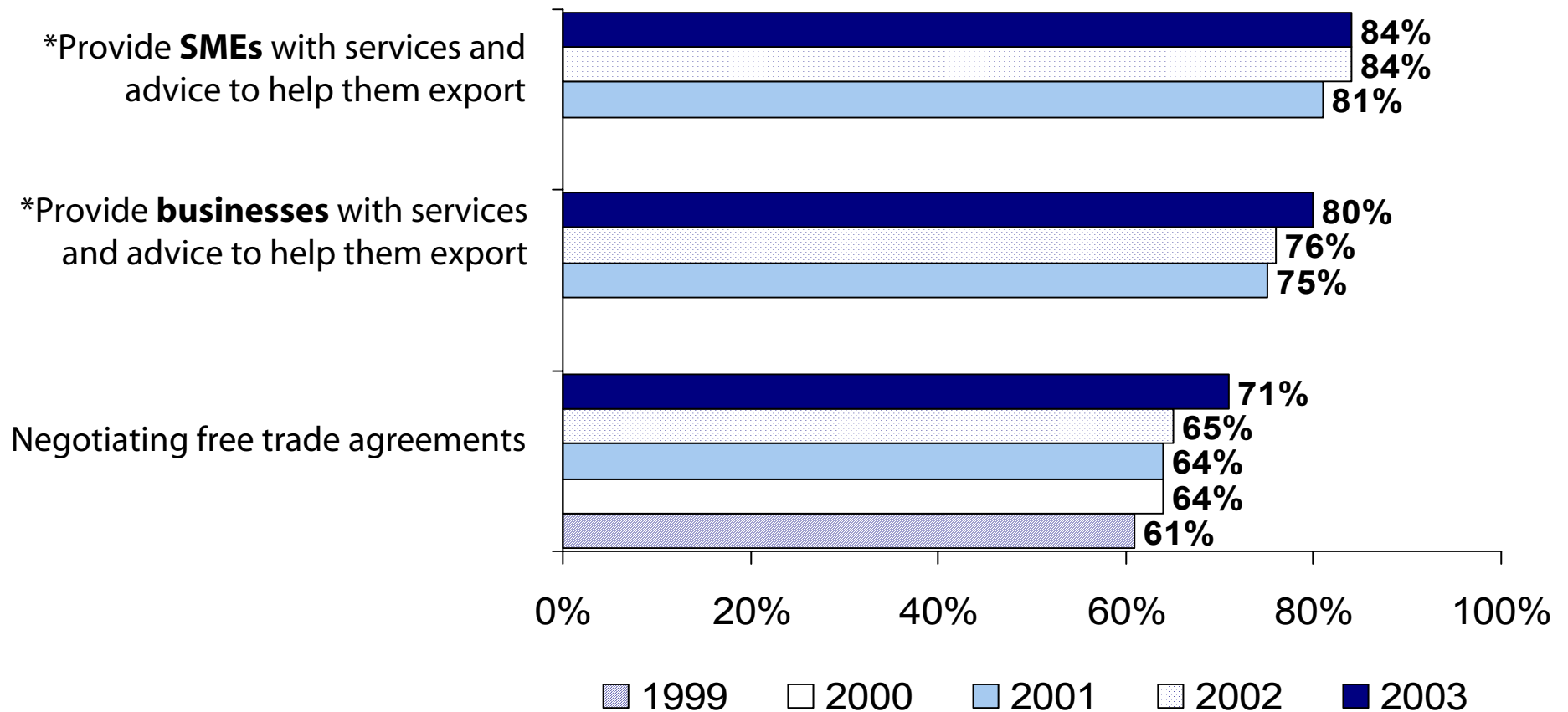
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3. Government Role

TRADE PRIORITIES

Q. What priority do you think the Government of Canada should place on each of the following?

Those saying "high priority"

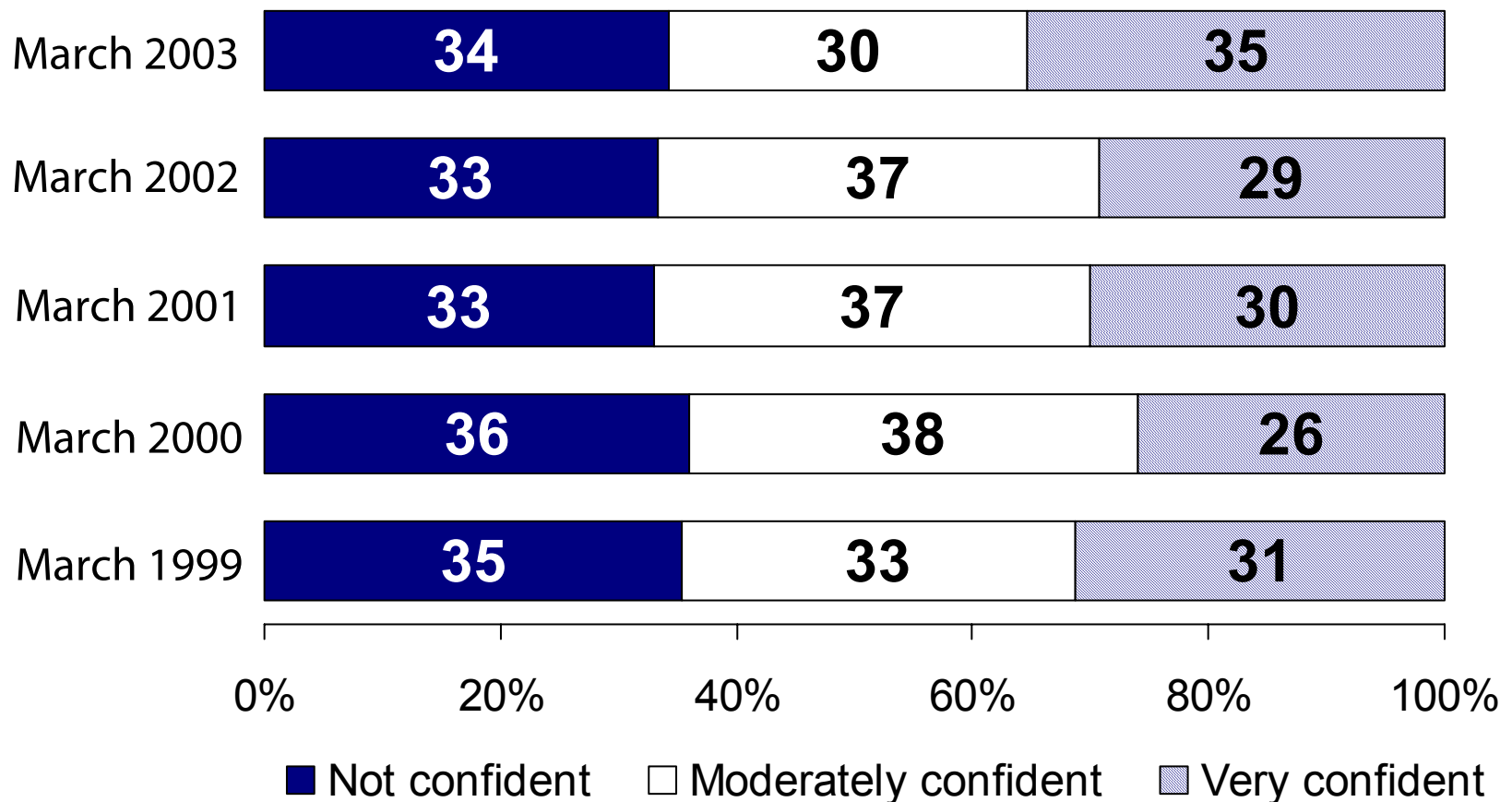


{Base: All respondents, n=1,211; * = Half sample}

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GOVERNMENT AS STEWARD OF CANADIAN INTERESTS

Q. How confident are you in the Government of Canada's ability to look out for the best interests of Canadians when negotiating trade deals with other countries?



{Base: All respondents, n=1,211}

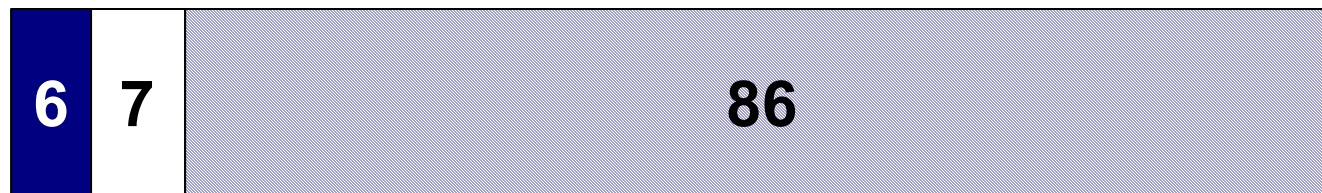
International Trade Survey 2003

4. Canada/U.S. Relations

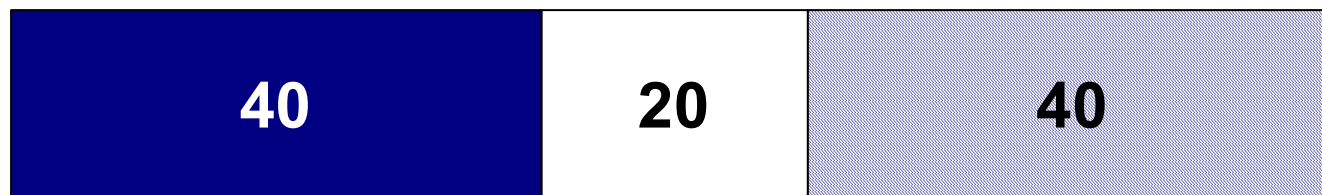
RELIANCE ON U.S. TRADE

Q. Please tell me the extent to which you agree with the following statements

It's unwise to have so much reliance on one trading partner, and we should seek to develop other markets for our goods and services



Since the U.S. is our closest neighbour and we share much in the way of language and culture with them, most of our exports should go there



0% 20% 40% 60% 80% 100%

■ Disagree

□ Neither

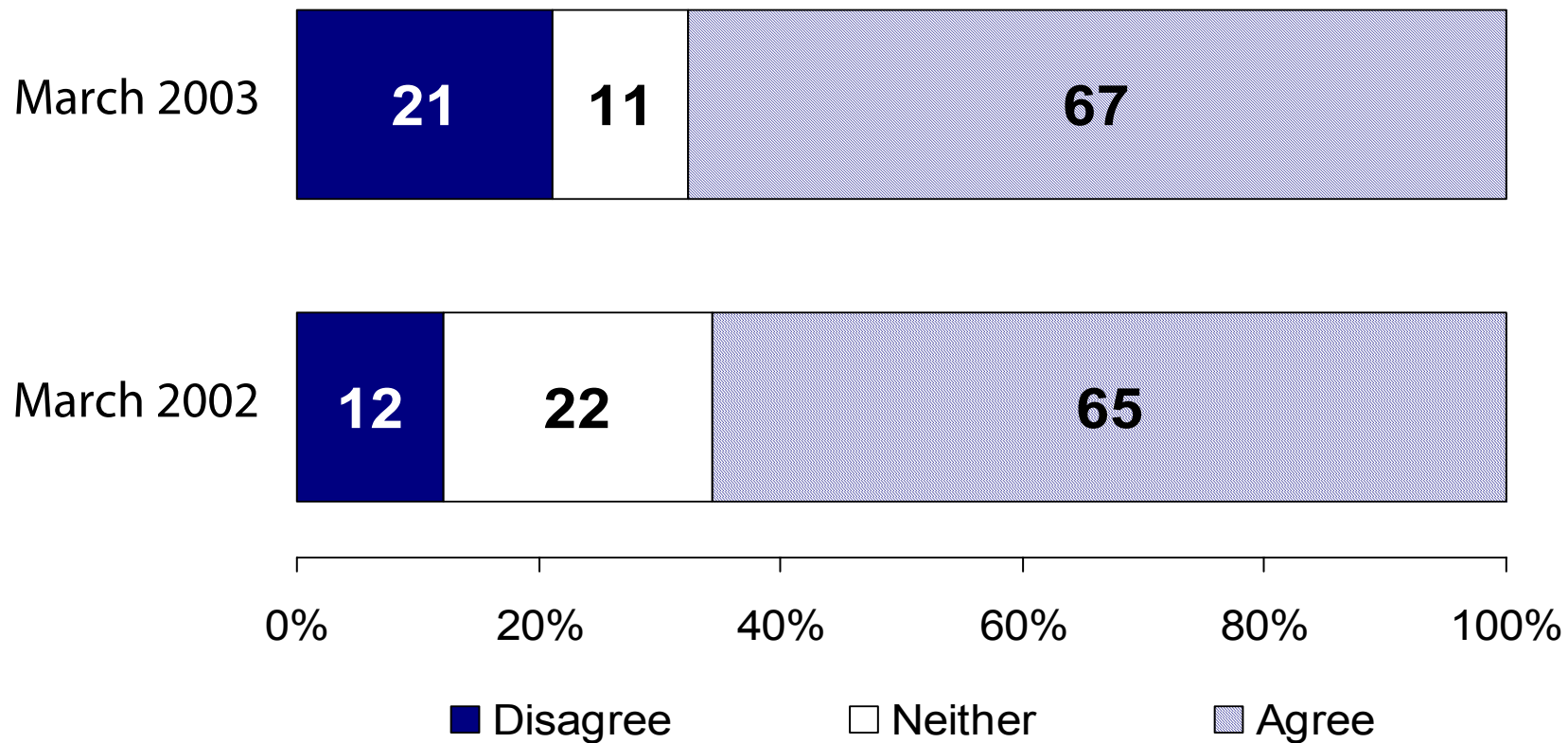
▨ Agree

{Base: All respondents, n=1,211}

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U.S. DOMINANCE IN TRADE DISPUTES?

Q. The U.S. is so large and powerful it inevitably gets the better of Canada in trade agreements and during trade disputes.

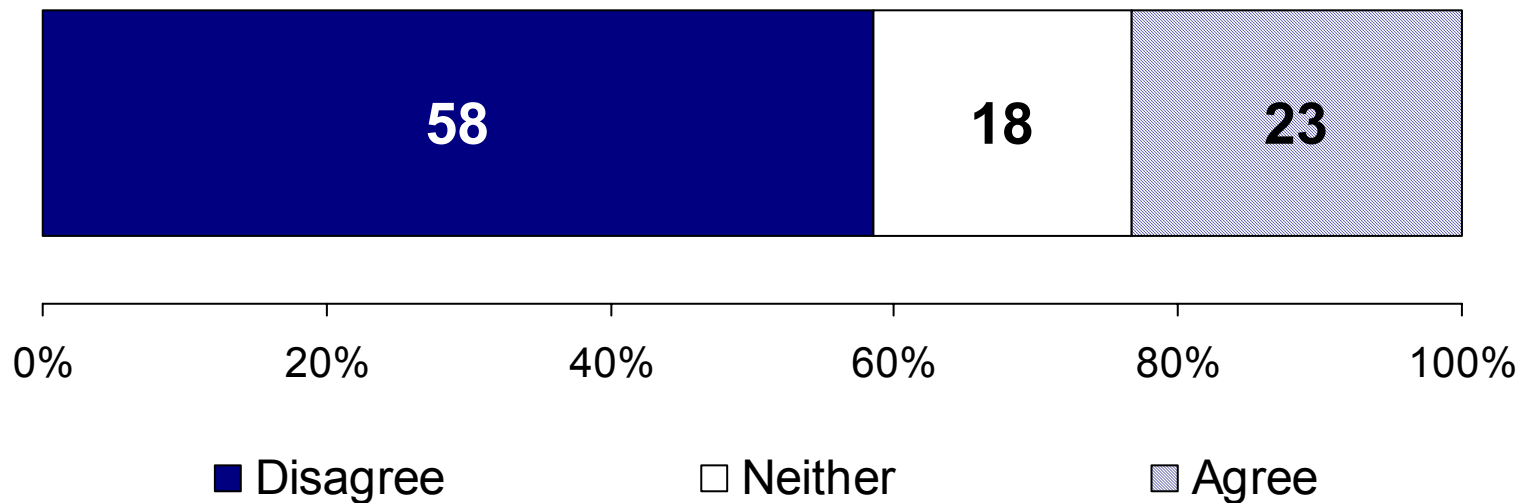


{Base: All respondents, n=1,211}

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PERCEPTION OF EQUALITY IN TRADE AGREEMENTS

Q. Because trade agreements are based on an established set of rules for all to follow, Canada is on an even footing with the United States when it comes to trade and resolving disputes.

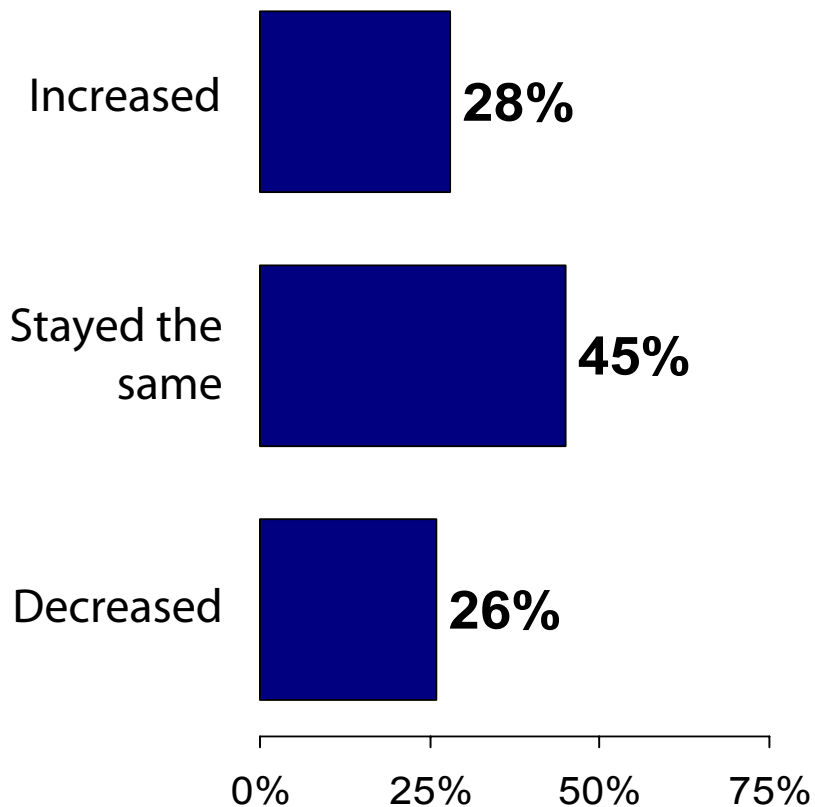


{Base: All respondents, n=1,211}

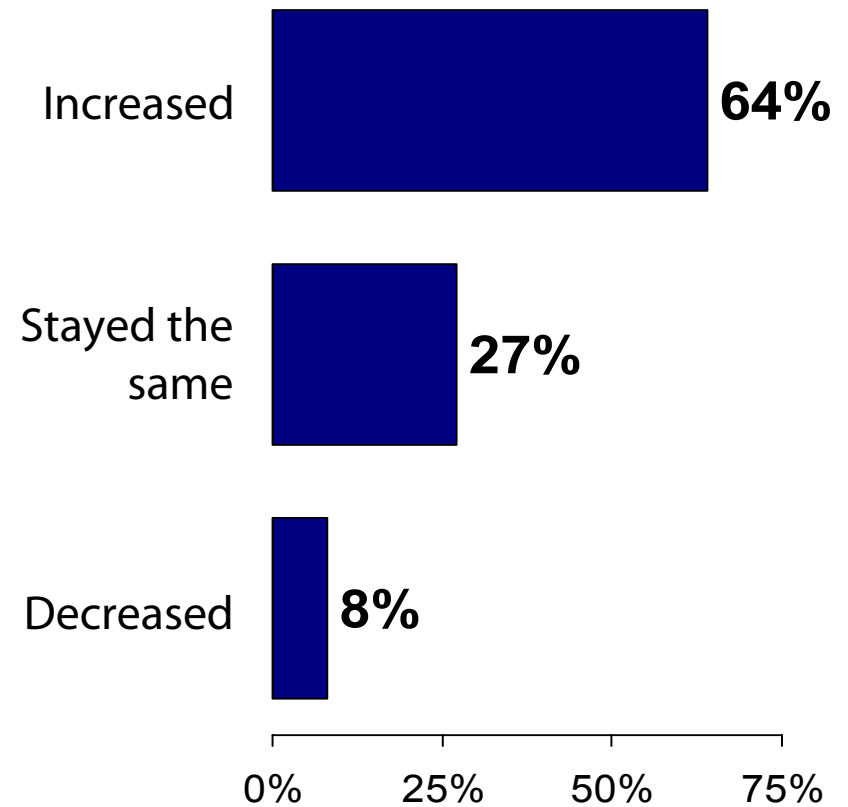
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ECONOMIC INFLUENCE

Q. Over the past 10 years or so, do you think that Canada's economic influence in the United States has increased, decreased or stayed the same?



Q. What about the United States' economic influence in Canada? Do you think it has increased, decreased or stayed the same?

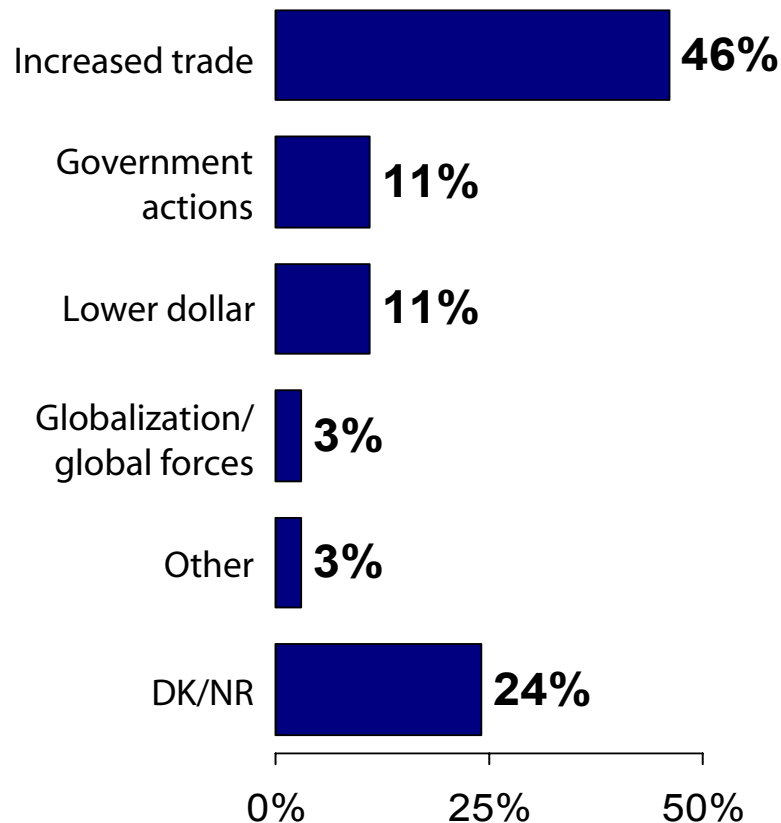


{Base: All respondents, n=1,211}

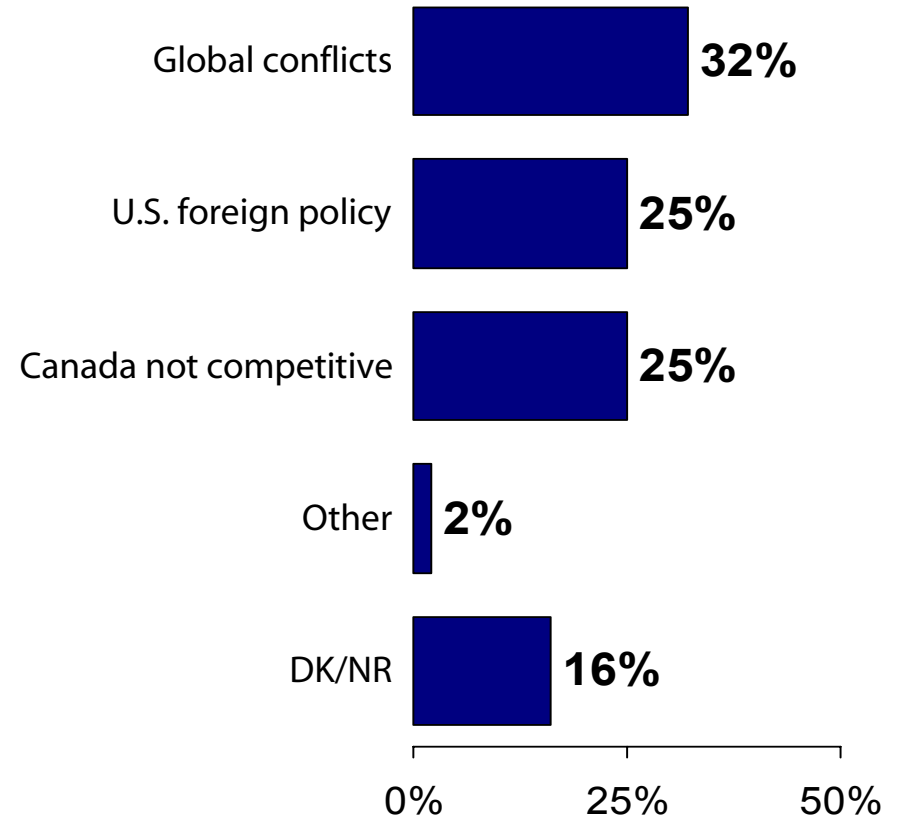
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CANADIAN INFLUENCE

Q. What would you say is the main reason Canada's influence has increased?



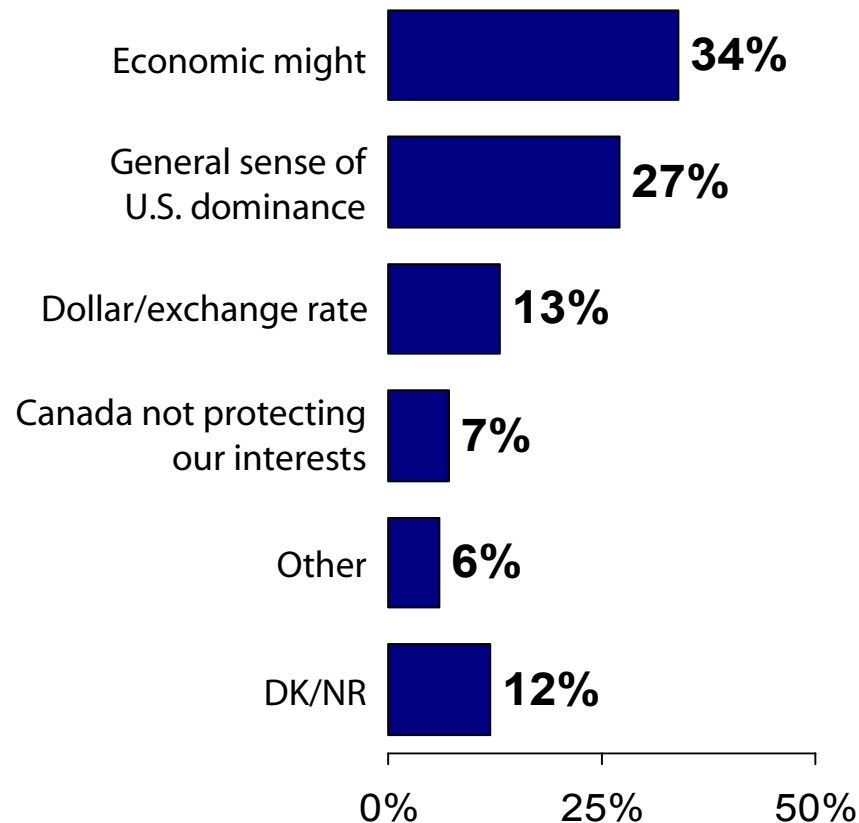
Q. What would you say is the main reason Canada's influence has decreased?



{Base: Those who said Increased, n=338; Those who said decreased, n=315}

UNITED STATES INFLUENCE

Q. What would you say is the main reason the United States' influence has increased?

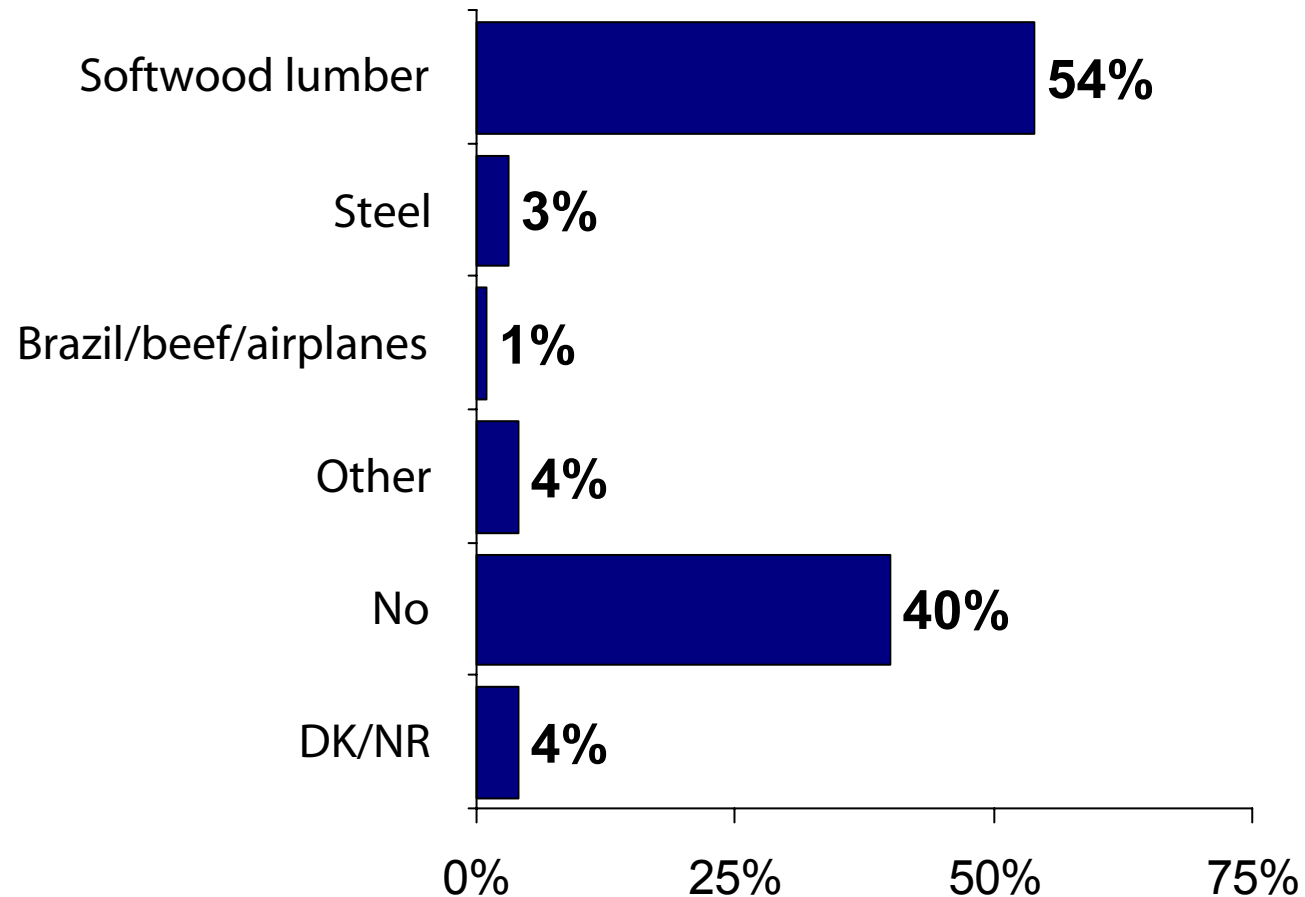


{Base: Those who said Increased, n=1,211}

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AWARENESS OF TRADE DISPUTES

Q. Have you read or heard anything over the past few months about trade disputes? [If yes] What do you recall?

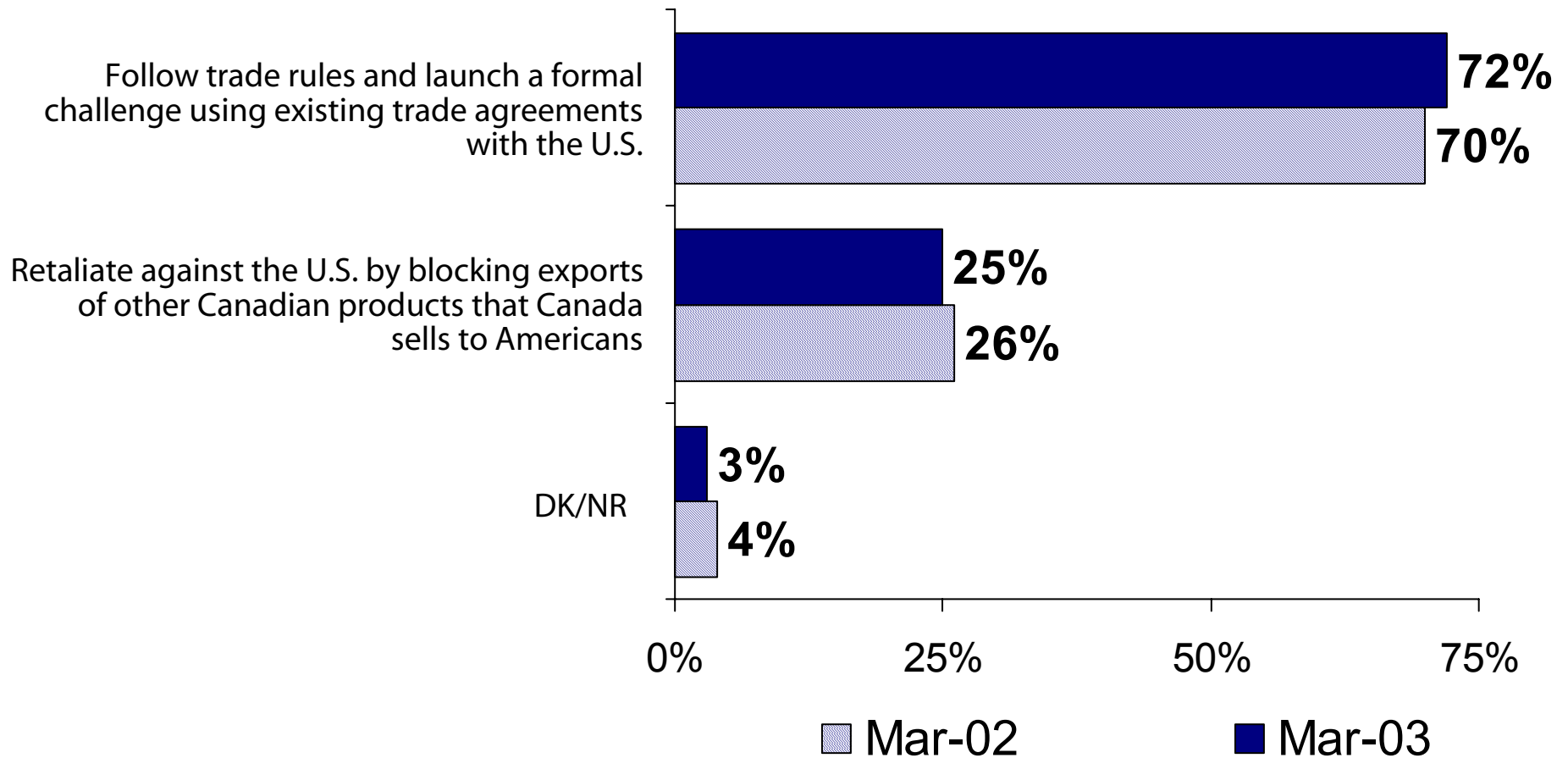


{Base: All respondents, n=1,117}

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PREFERRED COURSE OF ACTION IN SOFTWOOD DISPUTE

Q. There has been an ongoing dispute between Canada and the U.S. around softwood lumber. Do you think Canada should...?

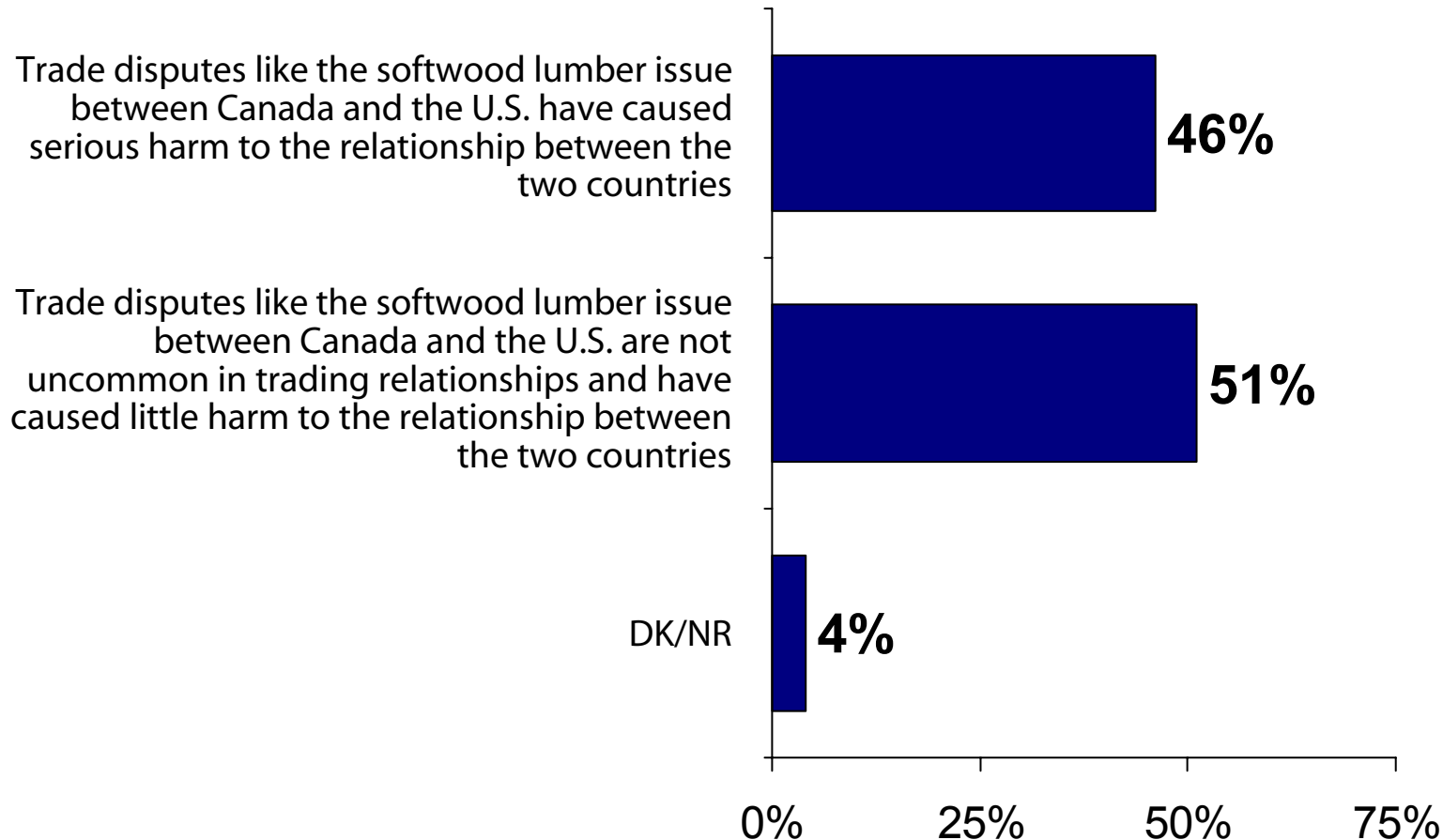


{Base: All respondents, n=1,211}

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IMPACT OF SOFTWOOD TRADE DISPUTES

Q. Which one of the following statements is CLOSEST to you own personal view?



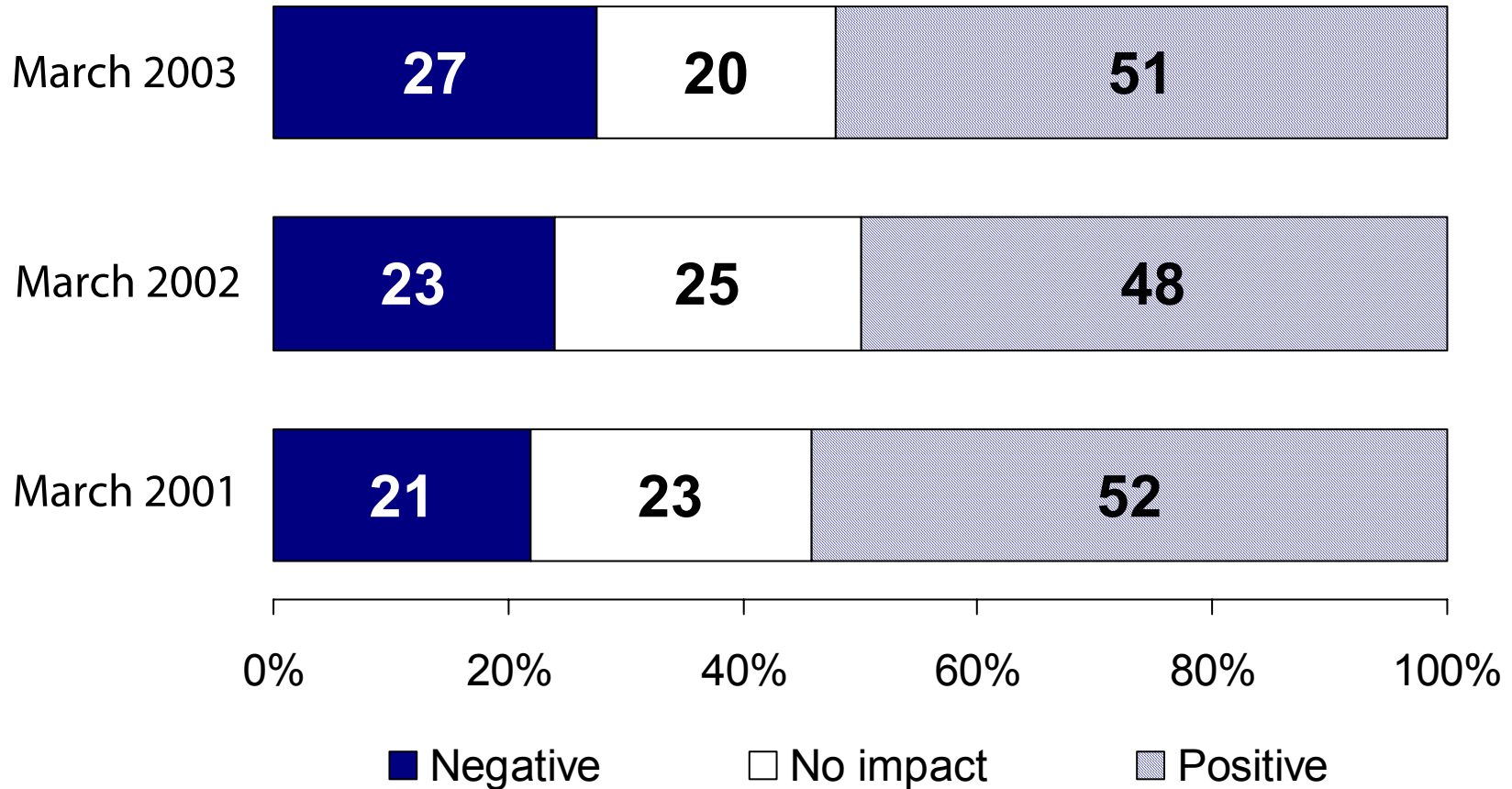
{Base: All respondents, n=1,211}

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5. Developing Countries

TRADE AND DEVELOPING COUNTRIES

Q. What impact does international trade have on developing countries?

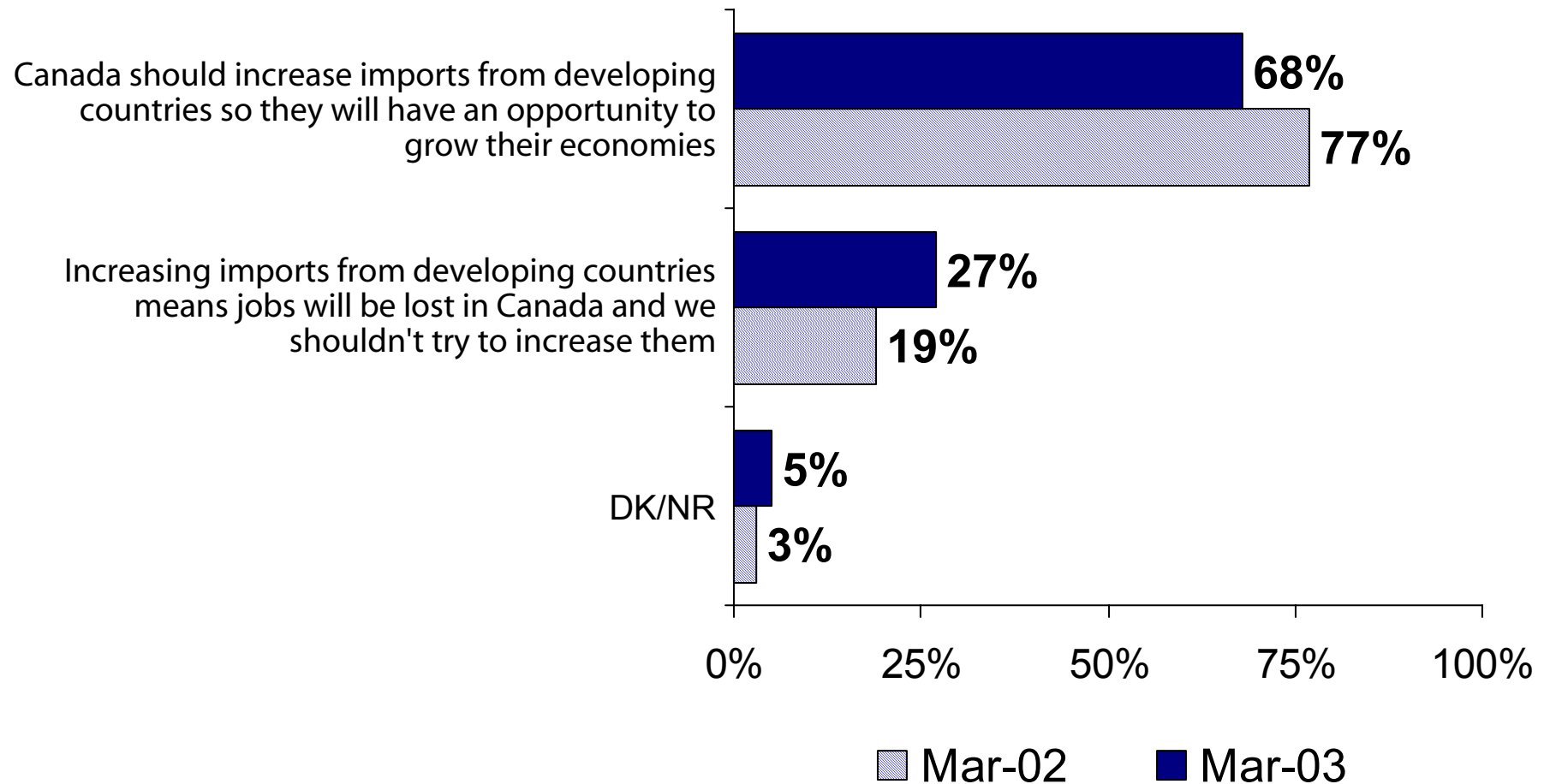


{Base: All respondents, n=1,211}

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IMPACT OF INCREASED IMPORTS

Q. Which of the following two statements is closest to your point of view?



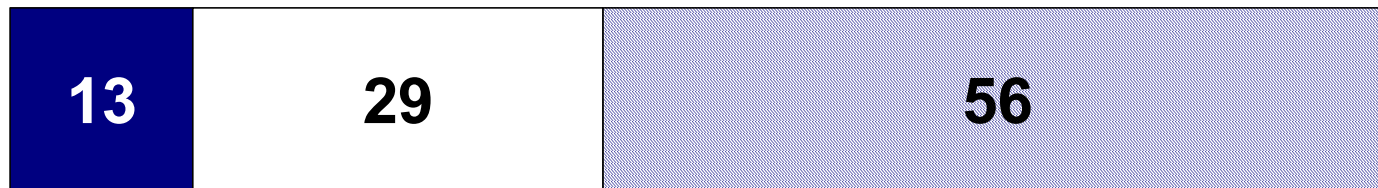
{Base: All respondents, n=1,211}

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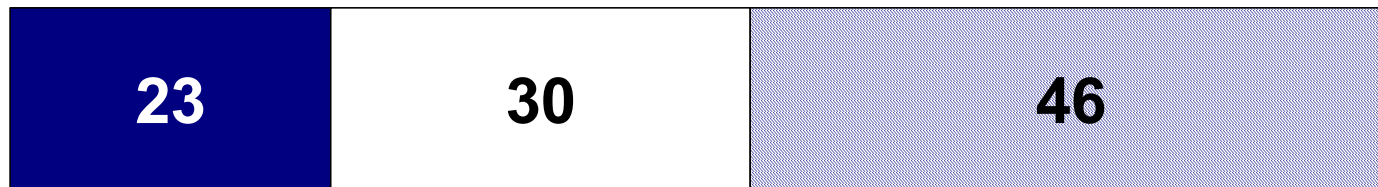
APPROACH FOR ASSISTING DEVELOPING COUNTRIES

Q. In assisting developing countries, how effective is...?

TRADE "assistance", by lowering barriers that Canada may have so that developing countries can export more goods to Canada



Traditional FINANCIAL AID aimed at supporting development projects in those countries



0% 20% 40% 60% 80% 100%

■ Not effective

□ Neither

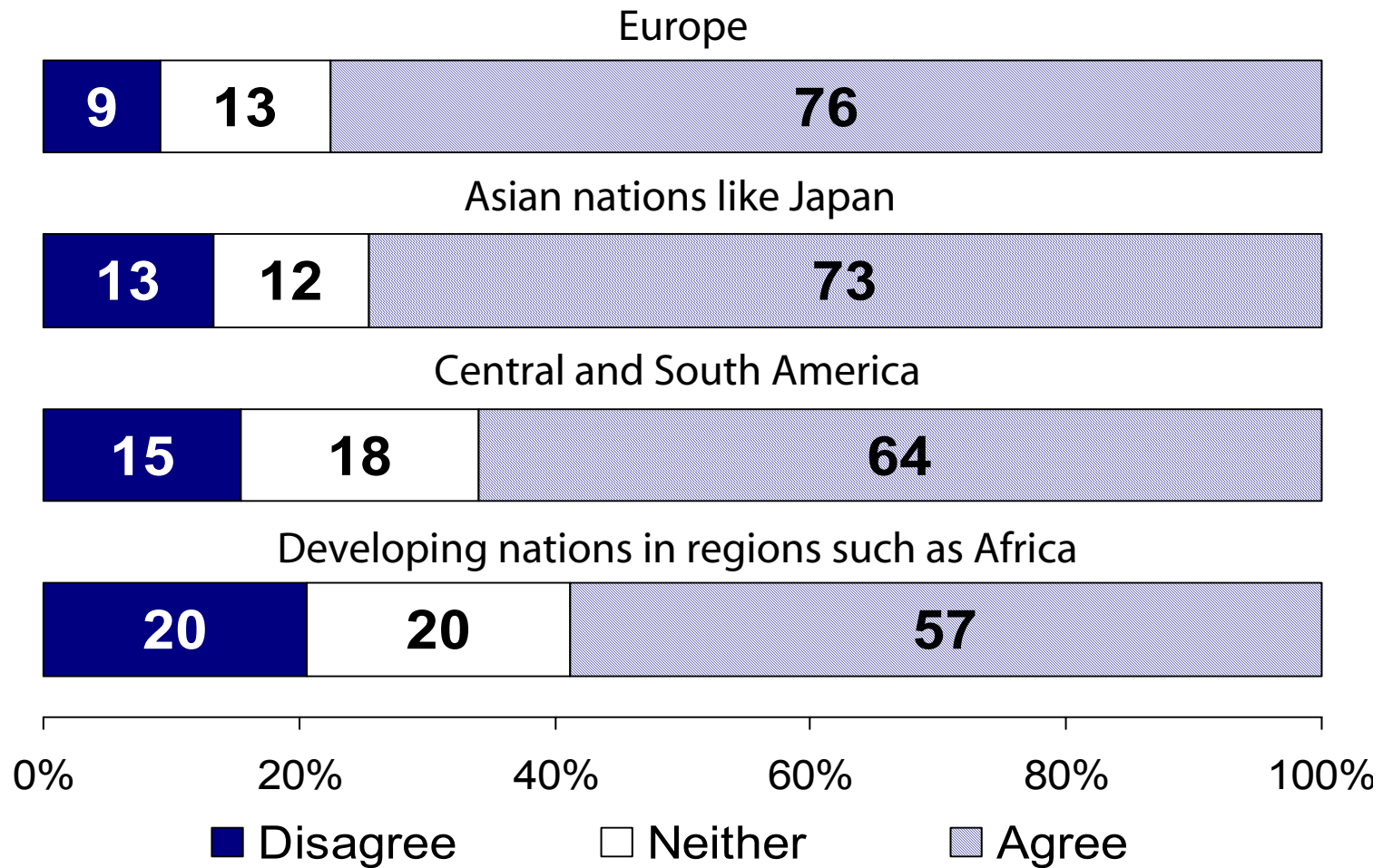
▨ Effective

{Base: All respondents, n=1,211}

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FREE TRADE ARRANGEMENTS

Q. Please tell me whether you agree or disagree that there should be free trade between Canada and each of the following parts of the world.



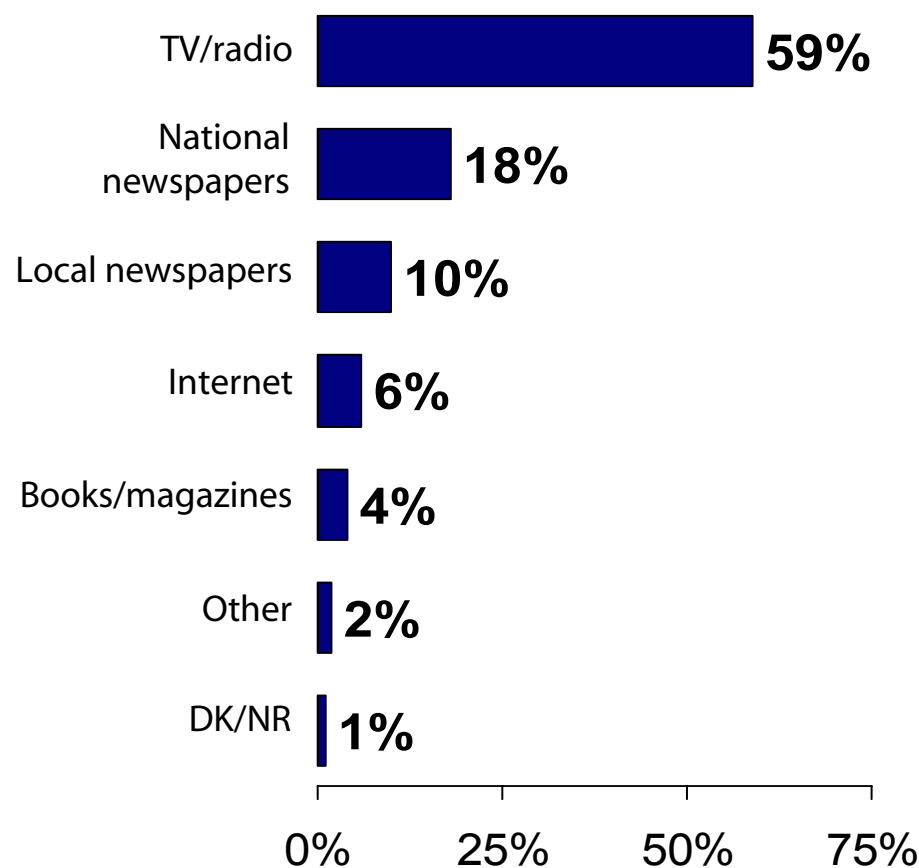
{Base: All respondents, n=1,211}

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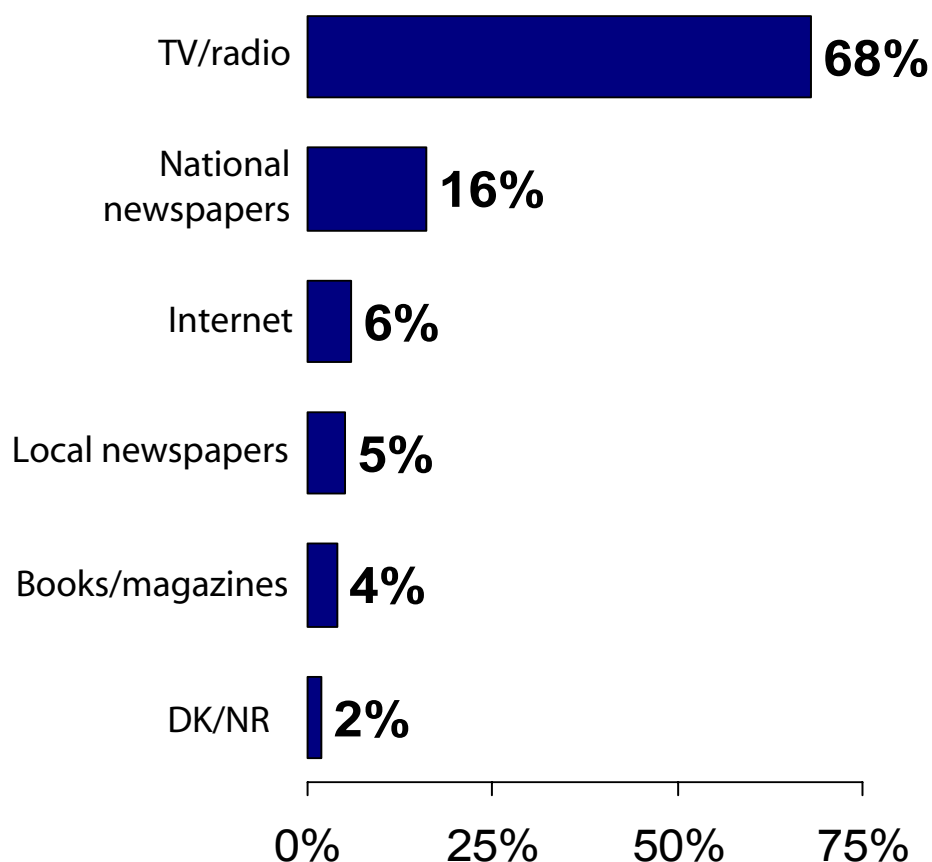
6. Media Consumption

NEWS CONSUMPTION

Q. Where would you say you get MOST of your news on issues like international trade, the economy and world events from?



Q. Which source would you say is the most influential (on issues like international trade)?

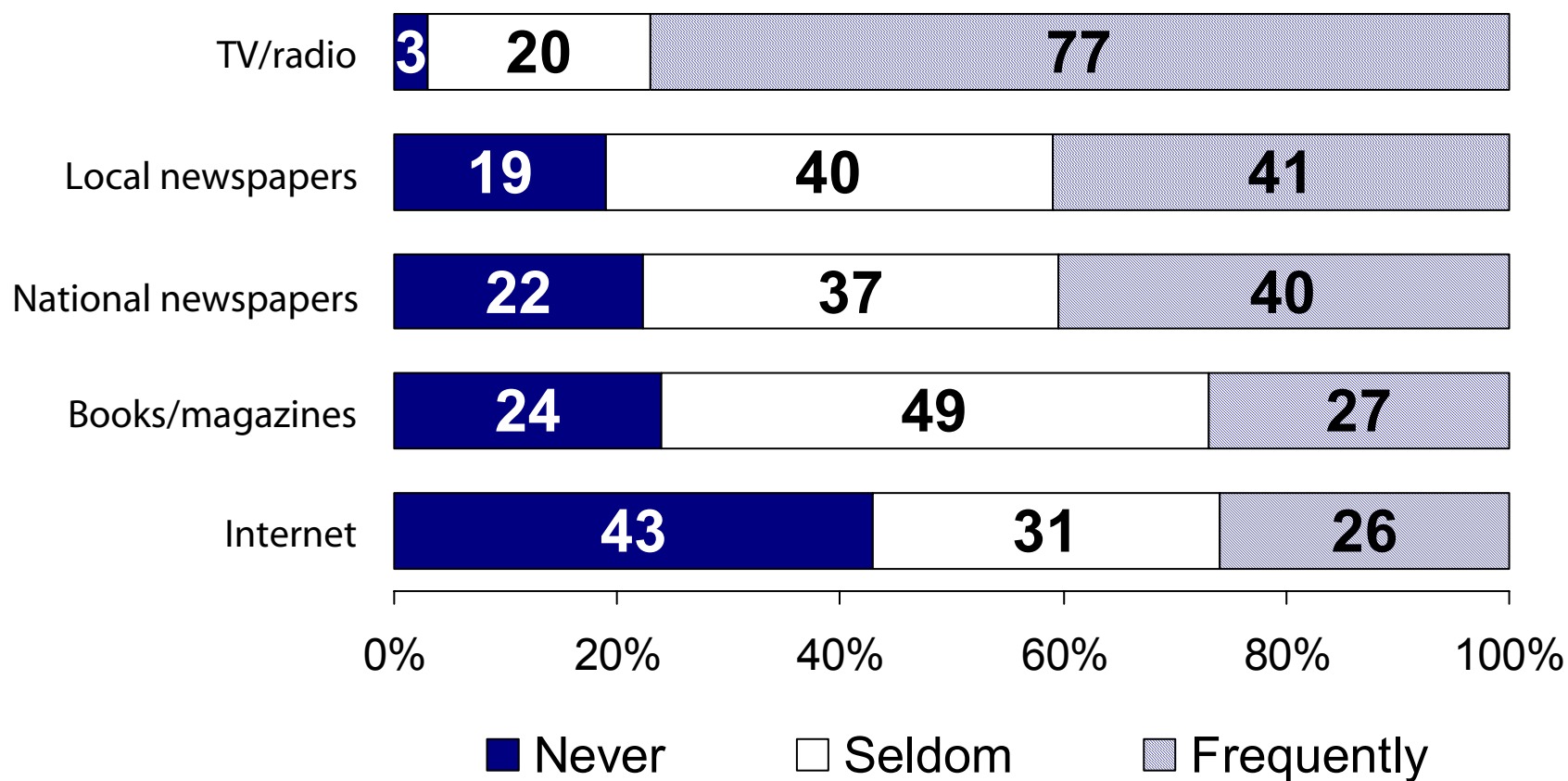


{Base: All respondents, n=1,211}

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NEWS CONSUMPTION

Q. To get information on international trade issues, how often do you use...?

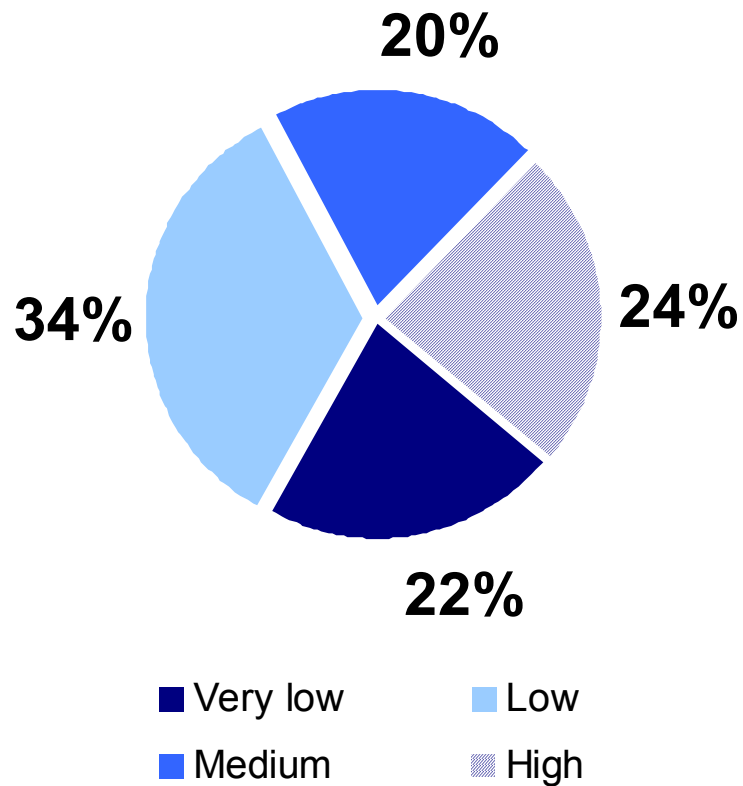


{Base: All respondents, n=1,211}

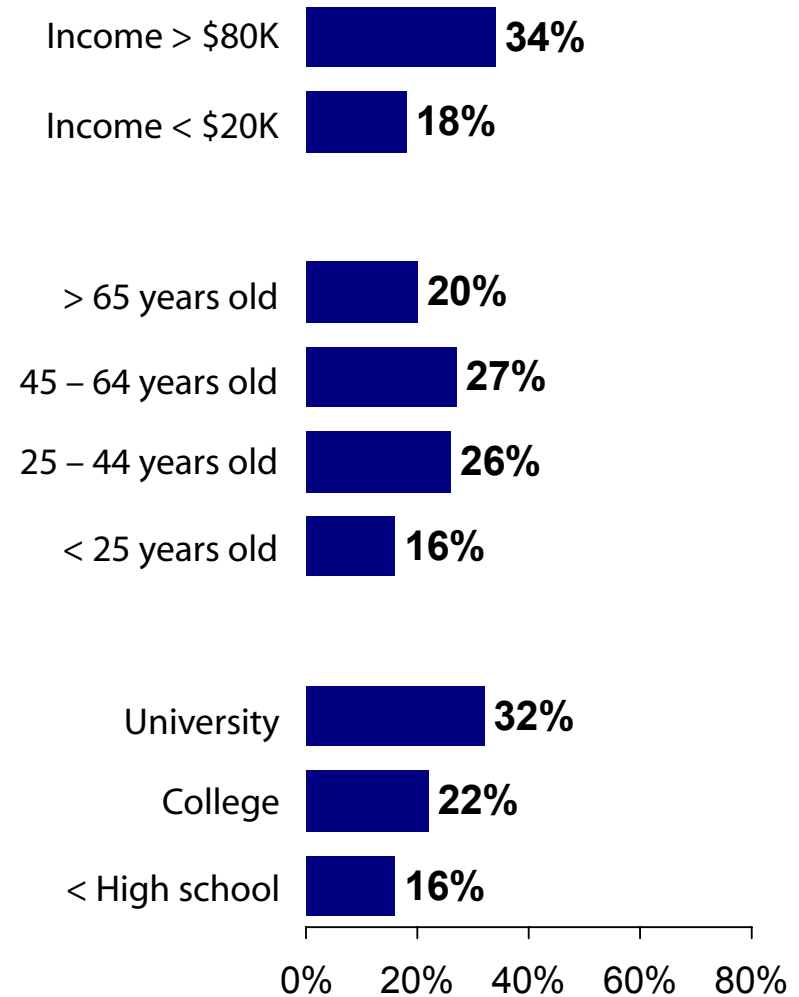
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MEDIA CONSUMPTION—SUMMARY INDEX

Summary index created by media consumption indicators



Demographic Variables—“High” media consumption





**Conducted for the
Department of Foreign Affairs and International
Trade**

