

*Trade and Social Values: Study Among Canadian
Decision Makers*

Final Report

Submitted to:

Department of Foreign Affairs and International Trade

December 2004



Table of Contents

INTRODUCTION	1
METHODOLOGY	1
KEY FINDINGS	3
EXECUTIVE SUMMARY	6
DETAILED SUMMARY	10
Challenges and Opportunities to Conducting Business Abroad	10
Greatest Challenge to Conducting Business Abroad	10
Government Role in Helping Canadian Business Succeed Abroad	12
Greatest Regional Opportunity Abroad	14
Most Important Tool to Help Business Succeed in	15
Emerging Markets	15
Long Term Opportunity in Emerging Markets	17
Best Practices in Emerging Markets.....	19
Helping Small and Medium Sized Businesses Invest in Emerging Markets	21
Weighing Policy Trade-Offs	22
Free Trade Agreements: Bilateral vs. Multilateral.....	22
Creating New Jobs vs. Protecting Existing Jobs	24
Commercializing Research and Technology: Private Sector Responsibility vs. Government Role	25
Investing Abroad vs. Attracting Foreign Investors	27
Investing Abroad and Bringing Investment Home	28
Factors Affecting Decisions to Invest Abroad	28
The Role of Government Assistance to Those Investing Abroad.....	30
Foreign Investment in Canada Has Positive Impact on Technology and Innovation	33
Government Should Limit the Acquisition of Canadian Companies.....	34
Trade and Social Values	35
Improving Labour, Human Rights and Environmental Standards: Increased Trade vs. Sanctions	35
Emphasizing Responsible Investment Practices	36
Increasing Access to Canadian Market for Developing Countries	37
Encouraging Supply Chain Investment in Developing Countries	38
APPENDIX I – TOPLINE QUESTIONNAIRE	39

INTRODUCTION

As part of an unfolding public opinion research program designed to inform the policy and communications agendas of the Department of Foreign Affairs and International Trade, the department has commissioned a series of studies that examine trade and social values around a number of different themes:

1. Market access and diversification
2. Inward and Outward Investment
3. Trade and Sustainable Development
4. Public Consultation and Engagement

This report summarizes the findings of research conducted by Ipsos-Reid among elite audiences in Canada, drawn from the business, government, media and academic sectors.

METHODOLOGY

During this study, Ipsos-Reid conducted 400 interviews among Canadian decision makers working in the business, government, media and academic sectors. Interviews were conducted by telephone during the daytime between November 9 and December 6, 2004.

The sample distribution is as follows:

Population	
Business	N= 140
Government	N= 99
Media	N= 100
Academic	N= 61
Total	N= 400

The sample selection and characteristics of each elite audience are as follows:

Business

Business leaders were selected from Ipsos-Reid's proprietary sample of senior executives in Canada. These leaders were chosen to represent in equal parts: manufacturing (34%), natural resources (34%) and service sector businesses (33%); and, additionally, small (less than 50 employees, 34%), medium (50 to 249 employees, 34%) and large businesses (250 or more, 33%).

Government

Ipsos-Reid research staff identified respondents from the Government of Canada (67%) and provincial governments (33%). The sample was stratified to include both elected (28%) and non-elected officials (72%). Among non-elective officials, attention was paid to interview individuals with a trade promotion or foreign relations portfolio.

Media

The sample of media respondents focused on business, foreign affairs or international trade coverage, and distinguished between print (52%) and broadcast (48%) media.

Academic

Ipsos-Reid research staff identified professorial staff working in universities across Canada, with an emphasis on identifying department chairs, professors emeritus, and other senior level academics with broad perspective on the study issues. These academic respondents were divided between those whose areas of specialization focuses more on political outcomes (51%) and those whose specialization focuses more on economic outcomes (49%). For example political scientists, foreign affairs experts and sociologists are included in the political outcomes category, while business and economics professors count among those concerned with economic outcomes.

KEY FINDINGS

With no exception among the business, government, academic and media sectors, the results of this research speak to a commitment among Canadian decision makers in favour of active engagement in international trade. In addition, we find that Canadians are looking east, to the Pacific Rim and particularly China, when considering the major opportunities that lie ahead.

The role of government in fostering this engagement is also clearly viewed as that of a facilitator in terms of opening access to markets abroad, improving the quality and flow of information needed by Canadian investors abroad and acquiring the interpersonal relationships and intelligence needed to succeed in emerging markets.

Among the critical responses this research offers are the choices that Canadian decision makers prefer when presented with opposing options. In particular, Canadian decision makers demonstrate a marked preference for trade agreements that would create newer, higher paying jobs over ones that would protect existing jobs. Later, decision makers choose more trade and investment as the preferred route to better labour, human rights and environmental standards than trade sanctions.

Among the most ardent internationalists are the government decision makers interviewed. These respondents envision an active role for their sector in securing multilateral free trade agreements, providing better market intelligence to investors and facilitating access to business networks abroad. In these respects, it is worth noting that business, media and academic decision makers also envision a very similar role for government – though frequently with a slightly lower degree of enthusiasm.

While business decision makers approve of a government role in facilitating how they engage with the global economy, their aims reflect a natural self-interest and pragmatism. It is notable that businesses want to have it both ways at several points in the study: they want assistance to develop and commercialize their research *and* they view this activity as a private sector responsibility; they want bilateral *and* multilateral trade agreements; they want to create higher paying jobs, but do not quite want to lose jobs in existing sectors either.

In short, when businesses consider the international marketplace, they want more: more information, more transparency, more street-level knowledge. In turn, businesses

would prefer *less* regulation. But, it is worth noting that government respondents are equally likely to acknowledge the issue of red tape as a barrier to success abroad.

It is unclear, however, whether the regulations mentioned as too much or too restrictive refer to those at home or those found abroad; given the high emphasis on providing better information about foreign business and investment regulations it is clear that respondents want some better way to navigate the bureaucratic maze businesses can confront abroad.

While Canadian decision makers encourage an aggressive pursuit of interests and opportunities abroad, views are more ambivalent when considering the impact of trade and investment flowing into Canada. This is particularly true of business and media respondents, whose views on the study issues are generally aligned.

Like business, the media want government to promote transparency in international affairs and business when looking abroad. Also like business, the media are more wary when considering the impact of foreign investment and trade coming into Canada. A degree of protectionist concern and a desire to see the interests of Canadian workers and investors protected first are shared to an extent among both media and business respondents.

There are generally broad levels of agreement that investment in Canada is positive and that inviting emerging markets to participate in trade with Canada is also positive. However, support for opening Canada's market to developing countries at the risk of domestic job losses gives pause. That said, respondents widely agree that Canadian businesses should identify and invest in supply chain partners in developing countries, support is generally higher.

That these relationships deal with improving the state of development in emerging markets abroad seems less important than the nature of the relationship. Business, government and media respondents want the gates to the world opened—but on terms that prioritize Canadian interests first.

These respondents are open to the world, both looking outward and here at home. Yet, there is a degree of uneasiness about ceding too much control, be it control over natural resources or control over the consumer marketplace, to the interests of foreign investment and importation.

Academic respondents are less concerned with “narrow” national interests, such as the risk of job losses should the walls that protect elements of Canada’s economy come down. These respondents tend toward a more global perspective in support of the broad and long-term benefits that can potentially result from the freer flow of capital both into and out of Canada.

EXECUTIVE SUMMARY

Challenges and Opportunities to Conducting Business Abroad

When Canadian decision makers describe the greatest challenges to conducting business abroad, they most often cite government regulations (12%), followed by free trade and trade barriers (10%), the value of the Canadian dollar (10%), and a lack of information (9%).

When asked to name the most important thing the Government of Canada can do to resolve or alleviate challenges in conducting business abroad, respondents most commonly say that having or developing relationships abroad would be helpful (18%). Similarly, providing education and more information is also mentioned (13%).

Canadian decision makers most often mention the Pacific Rim, including China (71%), when asked which region outside of Canada and the United States holds the greatest economic opportunity. South Asia, including India and Indonesia (9%), and Central and South America (7%) are mentioned by much smaller proportions of respondents.

When asked to name the most important trade promotion or policy tool to help Canadian business succeed in the emerging market they view as most opportune, decision makers again suggest that foreign missions, trade missions and trade fairs (17%) can play the greatest role. Obtaining a good free trade agreement (10%) and providing better education and more information (8%) are also mentioned.

Closer ties and a better relationship with China (15%) are suggested when decision makers are asked which long term opportunity Canada should take advantage of among all emerging markets. Maintaining control of Canada's natural resources (11%) and aggressively developing technology (10%) are also mentioned.

When asked if there is a best practice Canada could adopt to better support business interests in emerging markets, respondents most often suggest marketing and promotion (14%), followed by better financing and government support (10%).

Two in three respondents agree (65%) that the Government of Canada should do more to encourage investment by small and medium sized companies in emerging markets.

Weighing Policy Trade-Offs

Canadian decision makers prefer that the Government of Canada focus on obtaining multilateral free trade agreements, rather than bilateral ones that target specific countries or regions. Over four in five decision makers agree (83%, including 40% who strongly agree) that the Government should focus its efforts on obtaining multilateral agreements that establish common rules and disciplines for all participating countries.

By comparison, 71% say that the Government of Canada should focus on obtaining bilateral free trade agreements. While this represents a significant majority, agreement that bilateral agreements should be pursued is less intense than with respect to multilateral agreements (bilateral, 28% strongly agree; multilateral, 40% strongly agree).

By a margin of over two to one decision makers prefer that Canada's trade agreements focus on creating new, higher-paying jobs (64%) over trade agreements that focus on protecting existing jobs in traditional sectors (30%).

Canadian decision makers are significantly more likely to agree that business needs assistance to successfully develop and commercialize its research and technologies for the global marketplace (72%) than to say that this function is primarily a private sector responsibility (46%).

By a slight margin, respondents prefer that the Government of Canada focus resources on helping Canadian business expand and protect investments abroad (77%) rather than attracting foreign direct investment to Canada (71%). Clearly, both are viewed as significant priorities.

Investing Abroad and Bringing Investment Home

Decision makers most often view a predictable legal environment (46%), transparent regulations (41%) and market access (39%) as the most critical combination of factors affecting decisions to invest abroad. Quality of life (21%), tax incentives (18%) and low business costs (21%) are less often perceived as extremely important considerations.

Among several roles the Government of Canada might play in guiding foreign investors abroad, providing more accessible information on the rules and regulations for doing

business in foreign markets (38%) most often rates as extremely important, followed by obtaining agreements with foreign countries to protect Canadian investments (33%).

Providing market intelligence about investing abroad (31%) and facilitating access to business networks abroad (25%) are less often viewed as extremely critical, however, substantial majorities do view these aspects as important overall (82% and 86%, respectively).

Two in three decision makers agree (67% rating as 5, 6 and 7 on the scale) that foreign investment in Canada has a positive impact on technology and innovation. This level of agreement is not very intense, however, as only 16% strongly agree (rating as 7 on the scale).

Given that decision makers accept that foreign direct investment to Canada has a positive impact on technology and innovation, it is not surprising that they are less likely to believe that Canada should do more to *limit* the acquisition of Canadian companies by foreign-owned companies. Fewer than half of Canada's decision makers agree that the government should limit foreign acquisition of Canadian companies (44% rating as 5, 6 and 7 on the scale).

Trade and Social Values

Canadian decision makers are far more likely to suggest that promoting foreign trade and investment in developing countries (75%) are more effective means of helping to improve labour, human rights and environmental standards than the threat of sanctions (23%).

Seven in ten respondents (70%) agree that the Government of Canada should complement its trade and investment agenda by increasing emphasis on the responsible investment practices of Canadian companies in developing countries.

Compared to ideas that would support Canadian interests abroad, respondents are significantly less likely to agree that Canada should open access to its market for developing countries in order to help assist their development goals, given the risk of job loss. However, about half (51%) do agree with this idea.

While respondents are less receptive to the notion that Canada should open its market to developing nations at the risk of job losses here, over two in three do agree that

Canada should encourage businesses to identify and invest in supply chain partners from developing countries in order to encourage those nations' economic growth (68%).

DETAILED SUMMARY

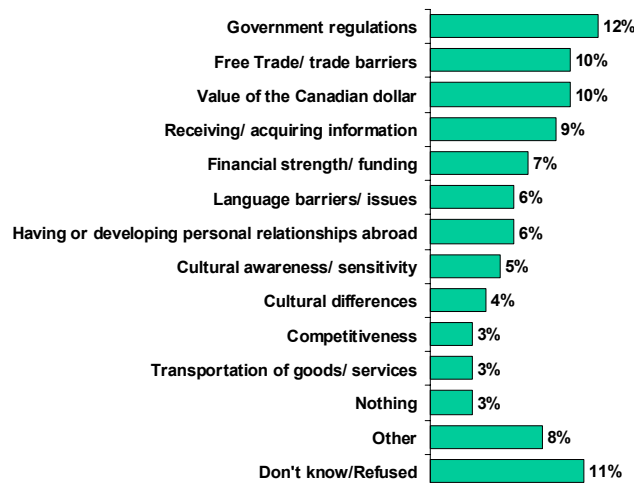
Challenges and Opportunities to Conducting Business Abroad

Greatest Challenge to Conducting Business Abroad

When Canadian decision makers describe the greatest challenges to conducting business abroad, they most often cite government regulations (12%), followed by free trade and trade barriers (10%), the value of the Canadian dollar (10%), and receiving/acquiring information (9%). Just over one in 10 (11%) were unable to respond.

Greatest Challenge to Conducting Business Abroad

In your opinion, what is the greatest challenge to conducting business abroad?



Base: All respondents N=400

Business (15%) and government decision makers (13%) most often mention government regulations as a challenge to conducting business abroad, whereas academic respondents (3%) are much less likely to say this.

Government decision makers (20%) mention free trade and trade barriers far more often than the other three groups (media, 9%; business, 6%; and academic, 5%).

Business (14%) and academic respondents (11%) mention the value of the Canadian dollar more often than government decision makers (3%).

Thirteen percent of academic respondents mention cultural differences as a challenge, compared to media (4%), government (2%) and business respondents (2%).

Key examples of challenges respondents identify, are:

- “The freight issue, because right now the costs have gone through the roof everything is stuck in the ports in both Halifax and Vancouver”;
- “The general inability of Canadian business to break out of the North American market”;
- “Uncertainty about foreign economic conditions, specifically focusing on export trade, knowing whether markets will remain open and issues such as whether [or not] foreign companies will be able to service debts”; and,
- “Lack of awareness of international opportunities that might be relevant to Canadian firms.”

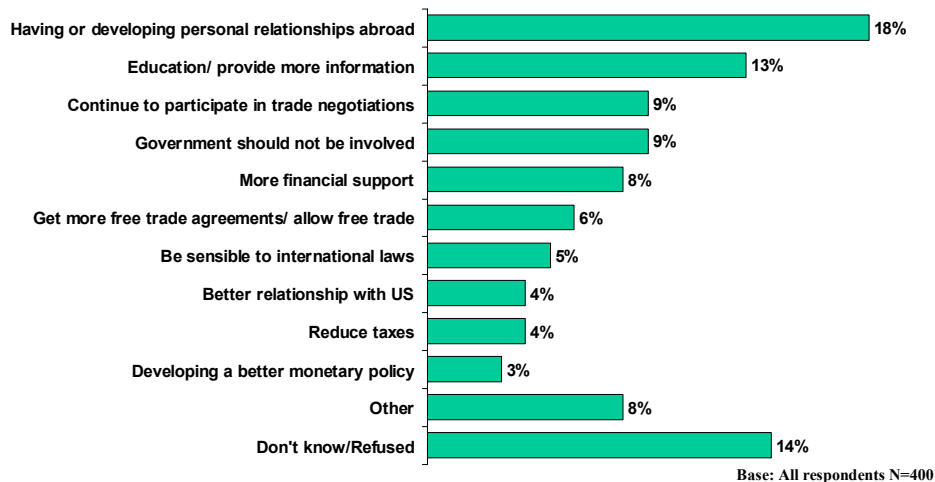
Government Role in Helping Canadian Business Succeed Abroad

When asked to name the most important thing the Government of Canada can do to resolve or alleviate challenges in conducting business abroad, respondents most commonly say that having or developing relationships abroad would be helpful (18%). Similarly, providing education and more information is also mentioned (13%).

Others suggest that continuing to participate in trade negotiations would be beneficial (9%). An additional one in ten (9%) submit that government should not be actively involved, while 14% could not say how government could help.

Government Role in Helping Canadian Business Succeed Abroad

In your opinion, what is the single most important thing the Government of Canada can do to resolve or alleviate this challenge?



Having or developing relationships abroad is key among all four groups of respondents, particularly academic respondents (20%) followed by government (19%), business (18%), and lastly, media respondents (15%).

One in four academic respondents (20%) also say government should provide better education and more information, compared to only four percent of business decision makers, with Government (19%) and media (11%) falling in the middle.

Fifteen percent of government decision makers mention participation in trade negotiations as the best way to help Canadian businesses succeed abroad, while only

two percent of academic respondents give this answer. Nine percent of business decision makers, and six percent of media respondents also give this answer.

Business decision makers are the most likely to say that government should not be involved in helping business abroad at all (14%), followed by media (11%) and academic respondents (5%), as compared to just two percent among government decision makers themselves.

Business leaders most often say they don't know (20%). Media (14%), academic (11%), and government respondents (7%), are less frequently unable to say what role government should play in promoting international business.

Typical responses when asked how the Government of Canada can resolve or alleviate business challenges abroad include:

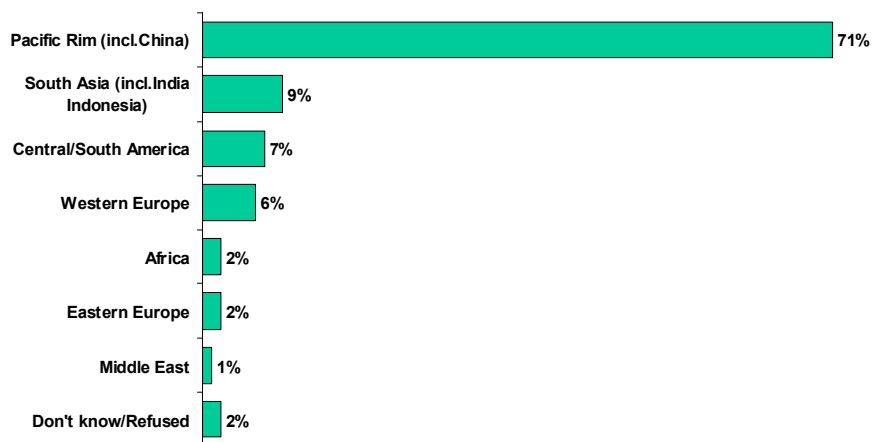
- "Develop stronger relationships with important trade partners";
- "Train Canadian businesses about the rules and conditions they will face";
- "Continue to participate in the international trade negotiations both through the WTO and in regional and bilateral blocs"; and
- "I don't think its up to the government to alleviate the problem; I don't think it's their job."

Greatest Regional Opportunity Abroad

Canadian decision makers most often mention the Pacific Rim, including China (71%), when asked which region outside of Canada and the United States holds the greatest economic opportunity. South Asia, including India and Indonesia (9%), and Central and South America (7%) are mentioned by much smaller proportions of respondents.

Greatest Regional Opportunity Abroad

Thinking about business conditions and emerging markets worldwide, what region outside of Canada and the United States do you believe holds the greatest economic opportunity for Canada?



Base: All respondents N=400

Four in five government decision makers (80%) mention the Pacific Rim as the region that holds the greatest economic opportunity for Canada. It is also the most common response among academic (70%), business (69%), and media respondents (65%).

Media respondents are somewhat more likely to suggest that Western Europe holds the greatest economic opportunity for Canada (10%) compared to business (5%), government (5%) and academic respondents (3%).

Nine percent of both business and media respondents say that Central and South America are the areas that hold the most opportunity. Government (5%), and academic respondents (3%) are less likely to choose this region.

Most Important Tool to Help Business Succeed in Emerging Markets

When asked what the most important trade promotion or policy tool that could help Canadian business succeed in the emerging market they view as most opportune, decision makers again suggest that foreign missions, trade missions and trade fairs (17%) can play the greatest role. Obtaining a good free trade agreement (10%) and providing better education and more information (8%) are also mentioned.

Most Important Tool to Help Business Succeed in Emerging Markets

Thinking about what is the single most important trade promotion or policy tool that could help Canadian business succeed in this emerging market?



One in five media respondents (21%) mention foreign missions, trade missions and trade fairs as the most important trade promotion or policy tool, followed by 17% among both business and government decision makers. Academic decision makers less often suggest this route (8%).

Government (16%) and media respondents (11%) mention a good free trade agreement more often than business (7%) academic respondents (5%).

It is interesting to note that levels of uncertainty are highest among those who say that the Pacific Rim is the greatest opportunity abroad, with 22% unable to respond. This

may suggest a more reflexive, unconsidered response resulting from publicity surrounding the impact of China's increasing role in the global economy.

A few typical ways of succeeding regionally mentioned by respondents include:

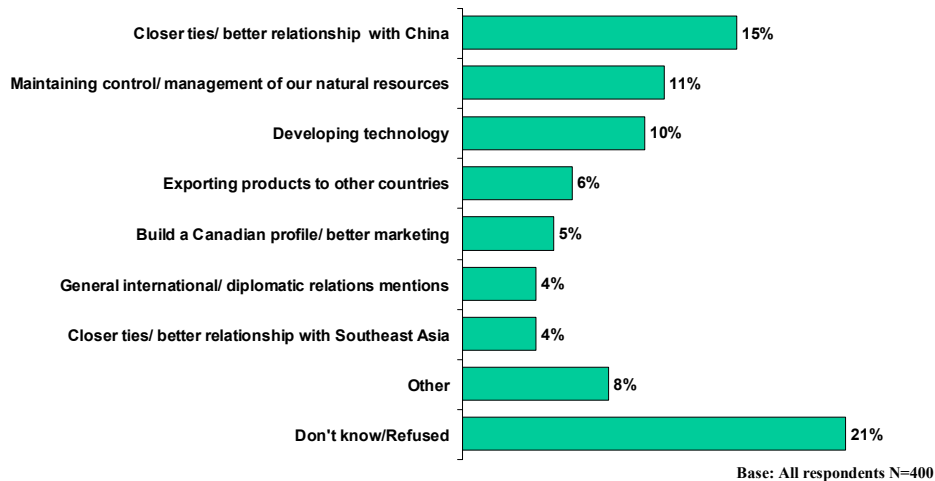
- "The single most important tool would be presence on the ground of missions, embassy staff on the ground with the right to support Canadian companies wishing to penetrate that market";
- "The sponsorship of trade shows; they have to provide us with the opportunity to showcase our products in a cost effective way"
- "A balance of trade; I don't want to see resources leave Canada and brought back as finished goods"; and,
- "Increasing the knowledge about the way in which the economy is developing and the various cultural aspects of working in such an area."

Long Term Opportunity in Emerging Markets

When asked which long term opportunity Canada should take advantage of among all emerging markets, respondents most commonly suggest closer ties and a better relationship with China (15%), followed by maintaining control of our natural resources (11%) and developing technology (10%). Twenty-one percent were unable to respond.

Long Term Opportunity in Emerging Markets

Now thinking about all emerging markets, what is the one outstanding opportunity that you feel is important for Canada to take advantage of in terms of its longer-term economic well-being?



Government decision makers are the most likely to mention closer ties and a better relationship with China as the most important opportunity (19%), as compared to 16% among academics, 14% among the media and 11% among business decision makers.

Business decision makers mention maintaining control of natural resources more often than others (15%, compared to 11% of government and 8% of both media and academic respondents).

Government (13%) and business decision makers (12%) mention developing technology more often than media (6%) and academic respondents (5%).

Typical opportunities mentioned by respondents include:

- “Well China obviously comes to mind because the client is so much of what we have to sell, it’s resource hungry and we have the resources”;

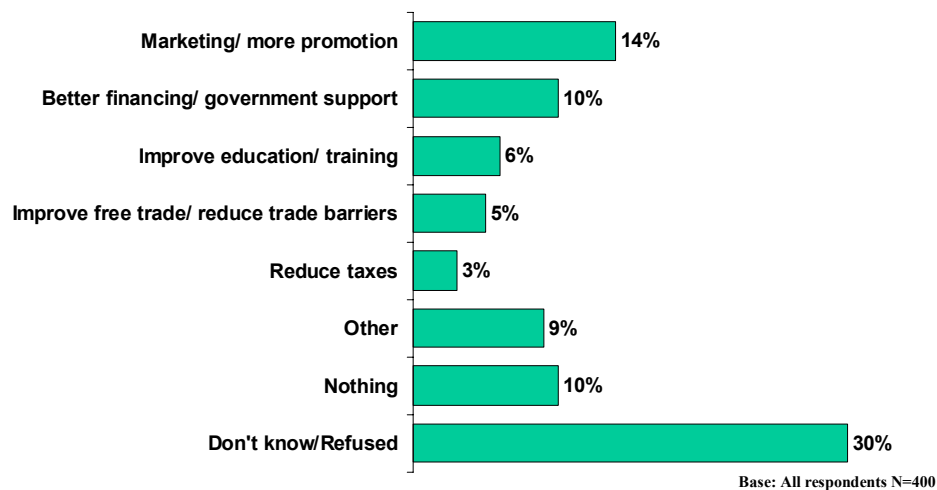
- “Taking advantage of the tremendous growth in China, and developing worldwide supply chains that are effected by economic growth in China”;
- “Maintaining control and ownership of our natural resources and resource companies; renewable and non-renewable resources”;
- “I think its the old story that most markets require Canada’s natural resources, so we must make them available without destroying our capital”;
- “The area of high technology and where we are going in terms of energy and resources. In the past ten years the advancements made [in communications] were phenomenal and I believe that those technologies will be put into all aspects of business. No one person can do on the computer what thirty people could do on the assembly line and I think its important to stay ahead”;
- “I think we have to do a better job of developing and marketing technology including biotech in particular.”

Best Practices in Emerging Markets

When asked if there is anything that other countries are doing in emerging markets, a 'best practice' that Canada could adopt to better support business interests, fourteen percent of decision makers suggest marketing and more promotion, followed by ten percent who say better financing and government support. Ten percent say "nothing", while thirty percent are unable to respond.

Best Practices in Emerging Markets

Thinking about Canada's competitiveness, is there anything that other countries are doing better in emerging markets a "best practice" that Canada could adopt to better support Canadian business interests in those markets?



Government decision makers (21%) are more likely to say marketing/more promotion, than those in the media (16%), academia (15%), and business (8%).

Fifteen percent of government decision makers say that better financing and government support is a 'best practice' that Canada could adopt. This is also mentioned by the other three groups, with nine percent of business decision makers, eight percent of media respondents, and five percent of academic respondents mentioning it.

Fifteen percent of business decision makers and eleven percent of those from the media say that there is no practice that Canada could adapt to better support business interests. This is a less common response from academic (7%) and government decision makers (5%).

Some interesting 'best practices' mentioned include:

- "The participation of the Canadian Government... creating a climate to establish business contacts. We are not aggressive enough compared to other countries, the first step for a diplomatic post [should be] to establish business contacts with local industry or local business people so we can work and build on these contacts";
- "I think the Canadian approach is good. The challenge is to maintain the market and build up a loyalty";
- "I think other countries do a better job of integrating political and economic relations in support of their trade promotion efforts in those markets";
- "I am concerned about the gap in competitiveness between Canada and the USA. I think at one time we were doing very well but now it has lagged and I think we need to check why in the last six months the USA has doubled their competitiveness while ours has grown slightly. I am not sure we have gotten investments that we should have ... we have to look very carefully in our investments to see that we move forward"; and,
- "One thought that I had was issues of transportation costs. If transportation costs could be either subsidized or optimized that would make exporting to foreign countries more competitive."

Helping Small and Medium Sized Businesses Invest in Emerging Markets

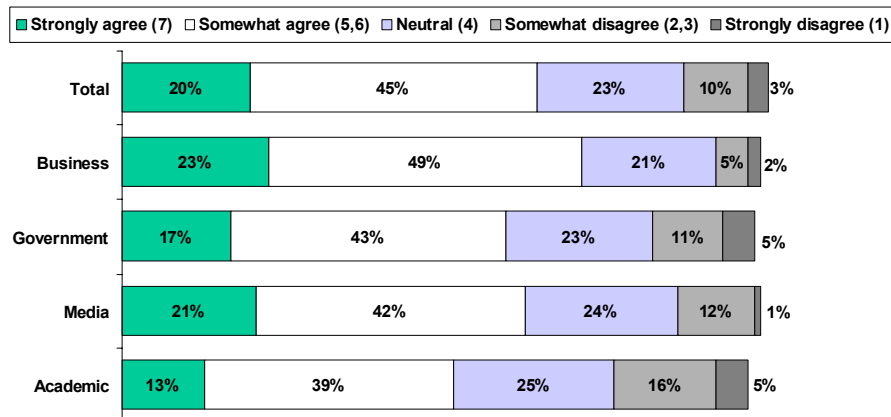
Two in three respondents agree (65% rating 5, 6 and 7 on the scale) that the Government of Canada should do more to encourage investment by small and medium sized companies in emerging markets.

This perception is particularly keen among business respondents overall (72%) and notably small businesses (81%). Among others, academics are less likely to agree that government should encourage smaller companies invest in emerging markets (52%).

Helping Small And Medium-Sized Businesses Invest in Emerging Markets

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.

The Government of Canada should do more to encourage Canadian small and medium-sized companies to invest in emerging markets in developing countries



Base: All respondents N=400

Weighing Policy Trade-Offs

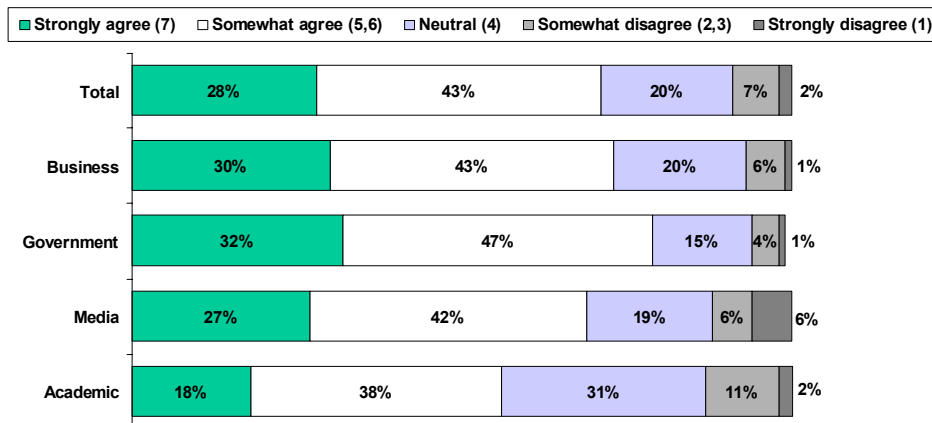
Free Trade Agreements: Bilateral vs. Multilateral

Canadian decision makers prefer that the Government of Canada focus on obtaining multilateral free trade agreements, rather than bilateral ones that target specific countries or regions.

In particular, over four in five decision makers agree (83%, including 40% who strongly agree) that the Government should focus its efforts on obtaining multilateral agreements that establish common rules and disciplines for all participating countries.

Focus on Bilateral Free Trade Agreements

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree:
The Government of Canada should focus its efforts on obtaining bilateral free trade agreements with specific countries or regions.

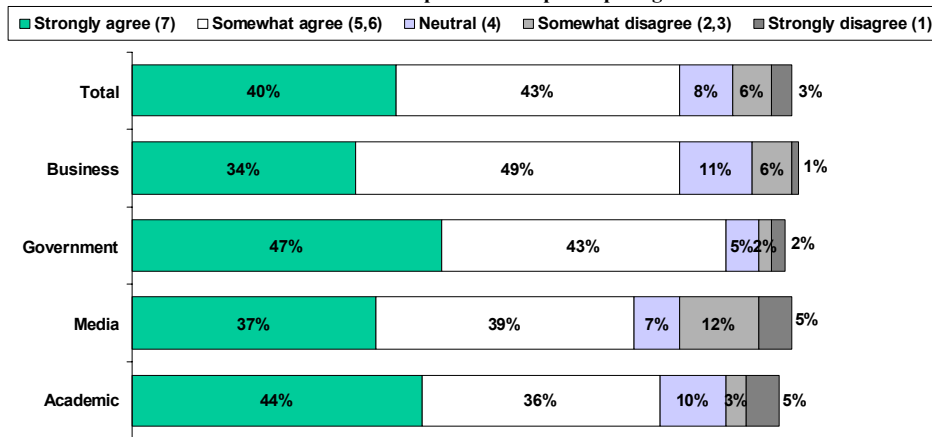


Base: All respondents N=400

By comparison, 71% say that the Government of Canada should focus on obtaining bilateral free trade agreements as well. While this represents a significant majority, agreement is less intense (28% strongly agree) than with respect to multilateral agreements.

Focus on Multilateral Free Trade Agreements

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree:
The Government of Canada should focus its efforts on obtaining multilateral agreements that establish common rules and disciplines for all participating countries.



Base: All respondents N=400

Government and academic respondents are significantly more likely to emphasize a focus on multilateral agreements (47% and 44% strongly agree, respectively) rather than bilateral agreements (32% and 18%, respectively).

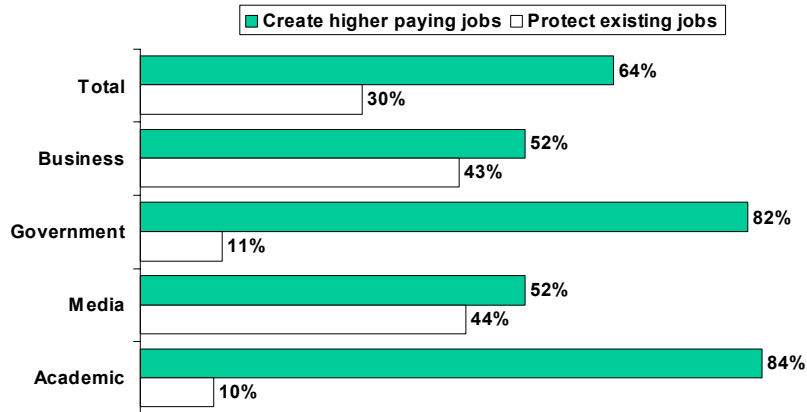
Business leaders also prefer a multilateral focus (34% strongly agree) rather than a bilateral one (30%), but do not differentiate between the two agreements as intensely.

Creating New Jobs vs. Protecting Existing Jobs

By a margin of over two to one decision makers prefer that Canada's trade agreements focus on creating new, higher-paying jobs (64%) over trade agreements that focus on protecting existing jobs in traditional sectors (30%).

Creating New Jobs vs. Protecting Existing Jobs

Which of the following statements is closer to your point of view? Canada's trade agreements should focus on creating new, higher-paying jobs even though jobs in traditional sectors may be lost –OR– Canada's trade agreements should concentrate on protecting existing jobs in traditional sectors, even though it may mean sacrificing higher-paying jobs in some sectors.



Base: All respondents N=400

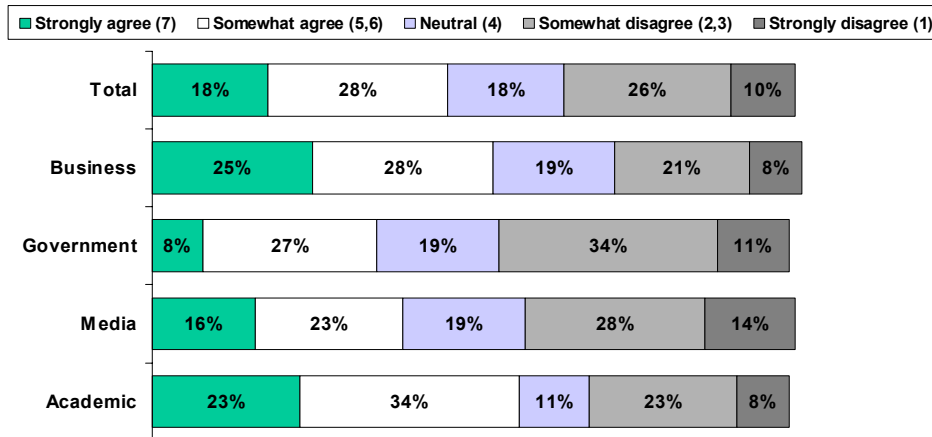
Government (82% vs. 11%) and academic respondents (84% vs. 10%) are most likely to suggest that Canada's free trade agreements should focus on creating newer, higher paying jobs, while business (52% vs. 43%) and media respondents (52% vs. 44%) are more divided.

Commercializing Research and Technology: Private Sector Responsibility vs. Government Role

Canadian decision makers are significantly more likely to agree that business needs assistance to successfully develop and commercialize its research and technologies for the global marketplace (72%) than to say that this function is primarily a private sector responsibility (46%).

Commercializing Research and Technology a Private Sector Responsibility

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree:
Commercializing Canadian research and technologies is primarily a private-sector responsibility.

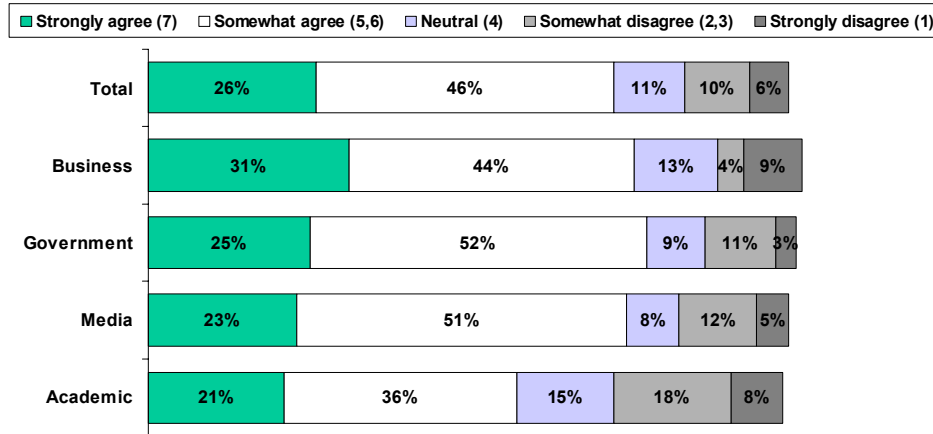


Base: All respondents N=400

Government Has Role in Promoting Canadian Research And Technology

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree:

Canadian business needs assistance to successfully develop and commercialize its research and technologies for global markets



Base: All respondents N=400

Business leaders are more likely to agree that Canadian business needs assistance to successfully develop and commercialize their research and technology for the global market place (75%). However, business leaders (particularly those from large firms) appear to want it both ways, with a majority also agreeing that commercializing Canadian research and technology is primarily a private sector responsibility (53%).

Academic respondents are just as likely to agree that Canadian business is primarily responsible for promoting its research and technology (57% agree) as to say that Canadian business needs assistance in doing so (57% agree). Academics whose field relates to economic outcomes are more firmly of the view that Canadian business is primarily responsible for promoting research and technology (74% vs. 53% who say it needs assistance).

Government and media respondents more solidly believe that Canadian business needs assistance promoting its research and technology (76% and 74%, respectively) than to say that business can do it alone (35% and 39%, respectively).

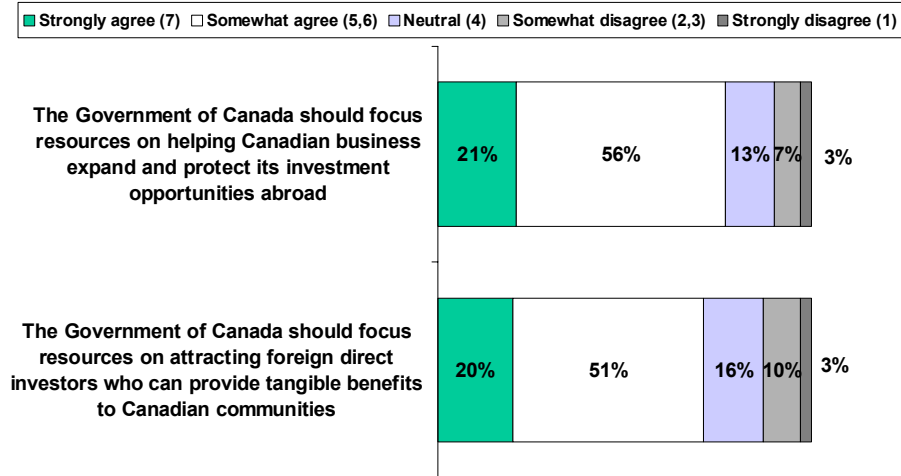
Investing Abroad vs. Attracting Foreign Investors

By a slight margin, respondents prefer that the Government of Canada focus resources on helping Canadian business expand and protect investments abroad (77% agree, rating 5,6 or 7 on the scale) rather than attracting foreign direct investment (FDI) to Canada (71%). Clearly, both are viewed as significant priorities.

Business respondents are significantly more likely to agree that government should focus on helping business expand abroad (83%) rather than attracting FDI to Canada (69%). Government respondents view both as roughly equal priorities (focus abroad, 82%; attract FDI, 79%), as do media (focus abroad, 79%; attract FDI, 74%). Academic respondents prefer a focus on FDI (55% compared to 49% for focusing on expansion abroad).

Investing Abroad vs. Attracting Foreign Investors

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point – means you neither agree nor disagree.



Base: All respondents N=400

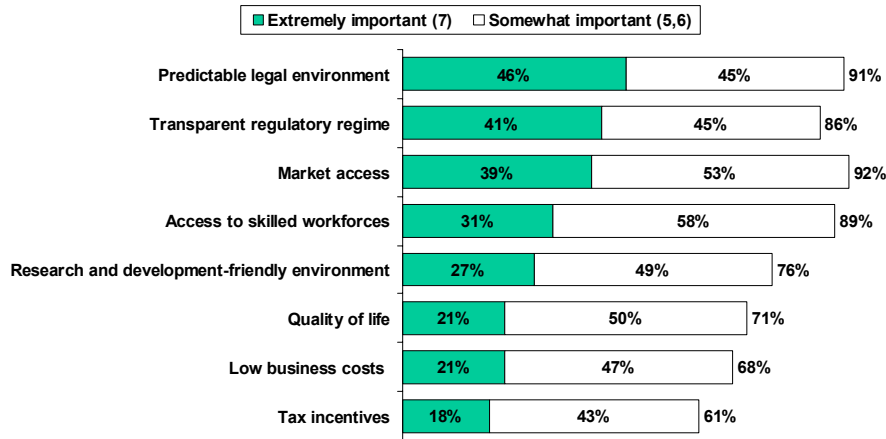
Investing Abroad and Bringing Investment Home

Factors Affecting Decisions to Invest Abroad

Decision makers most often view a predictable legal environment (46%), transparent regulations (41%) and market access (39%) as the most critical combination of factors affecting decisions to invest abroad. Quality of life (21%), tax incentives (18%) and low business costs (21%) are less often perceived as extremely important considerations.

Factors Affecting Decisions to Invest Abroad

I'm going to read you a list of factors that come into play when making a decision to invest in a particular country. Please rate the importance of each factor in making investment decisions on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.



Base: All respondents N=400

Academic respondents are much more likely to view predictable legal environments as extremely important (57%), while media respondents consider access to skilled workforces as critical (41%). Business respondents are more likely than others to stress the importance of market access (44%) in addition to a predictable legal environment (46%).

I'm going to read you a list of factors that come into play when making a decision to invest in a particular country. Please rate the importance of each factor in making investment decisions on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

% Extremely important	Total	Business	Government	Media	Academic
Predictable legal environment	46%	46%	48%	38%	57%
Transparent regulatory regime	41%	38%	47%	36%	46%
Market access	39%	44%	38%	38%	28%
Access to skilled workforces	31%	26%	37%	41%	16%
Research and development-friendly environment	27%	21%	31%	32%	21%
Quality of life	21%	22%	12%	31%	13%
Low business costs	21%	29%	19%	18%	10%
Tax incentives	18%	25%	12%	19%	10%

The Role of Government Assistance to Those Investing Abroad

Among several roles the Government of Canada might play in guiding those investing abroad providing more accessible information on the rules and regulations for doing business in foreign markets most often rates as extremely important (38% rating as 7 on the scale), followed by obtaining agreements with foreign countries to protect Canadian investments (33%).

Providing market intelligence about investing abroad (31%) and facilitating access to business networks abroad (25%) are less often viewed as extremely critical, however, substantial majorities do view these aspects as important (82% and 86% rating as 5, 6 and 7, respectively).

Both business (42%) and media respondents (44%) emphasize the importance of more accessible information on the rules and regulations for doing business abroad. Academic respondents are less likely to view each of these roles as critical.

I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

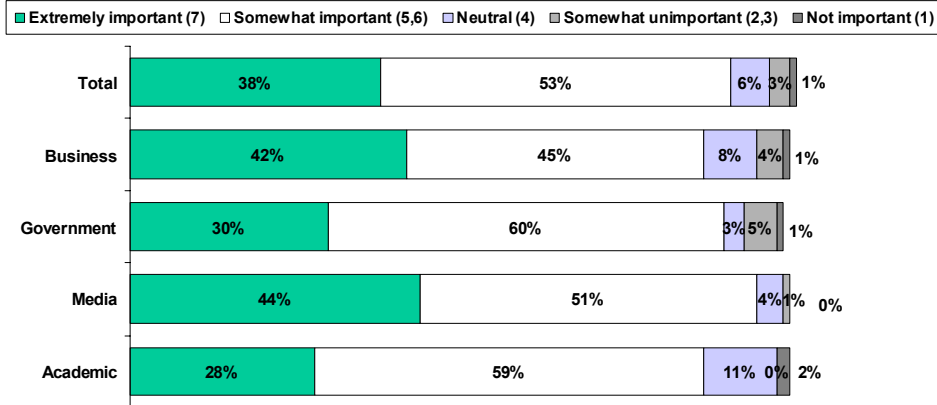
% Extremely Important	Total	Business	Government	Media	Academic
Providing more accessible information on rules and regulations for doing business in foreign markets	38%	42%	30%	44%	28%
Signing agreements with foreign countries to help protect Canadian investments abroad	33%	39%	29%	35%	21%
Providing market intelligence about investing in foreign countries	31%	32%	31%	32%	25%
Facilitating access to business and company networks abroad	25%	24%	27%	26%	20%

Full responses to the statements above are detailed on the following pages.

Government Should Provide More Accessible Information About Regulations Abroad

I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

Providing more accessible information on rules and regulations for doing business in foreign markets

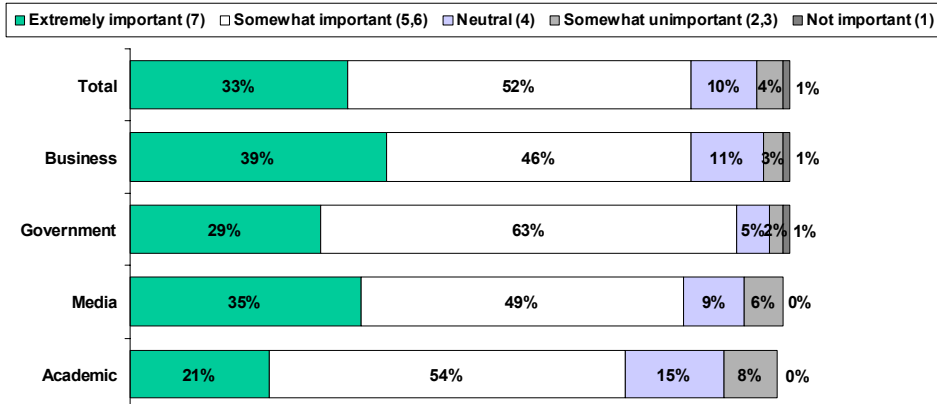


Base: All respondents N=400

Government Should Sign Agreements to Help Protect Canadian Investments Abroad

I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

Signing agreements with foreign countries to help protect Canadian investments abroad

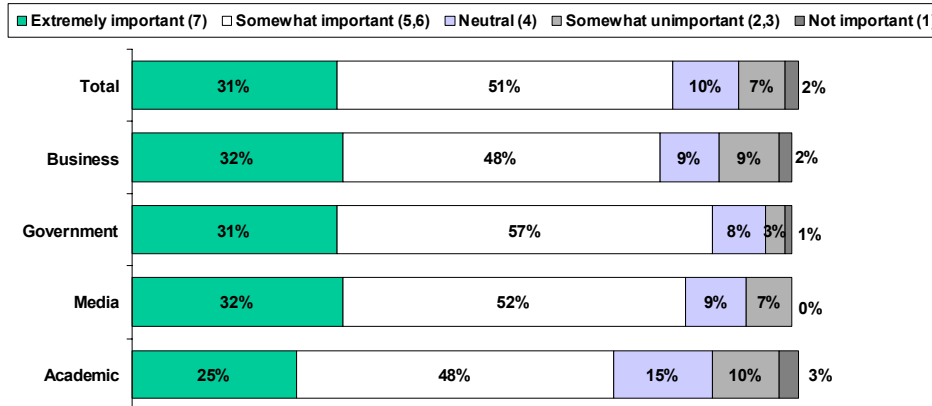


Base: All respondents N=400

Government Should Provide Market Intelligence About Investing Abroad

I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

Providing market intelligence about investing in foreign countries

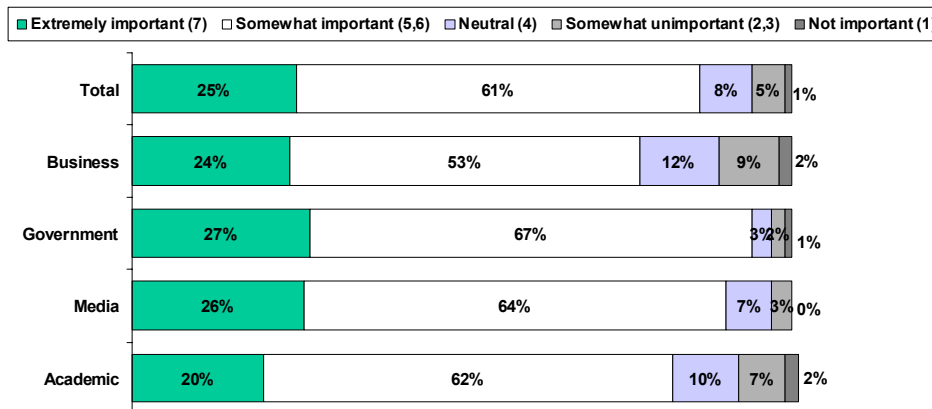


Base: All respondents N=400

Government Should Facilitate Access to Business Networks Abroad

I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four – the mid point—means somewhat important.

Facilitating access to business and company networks abroad



Base: All respondents N=400

Foreign Investment in Canada Has Positive Impact on Technology and Innovation

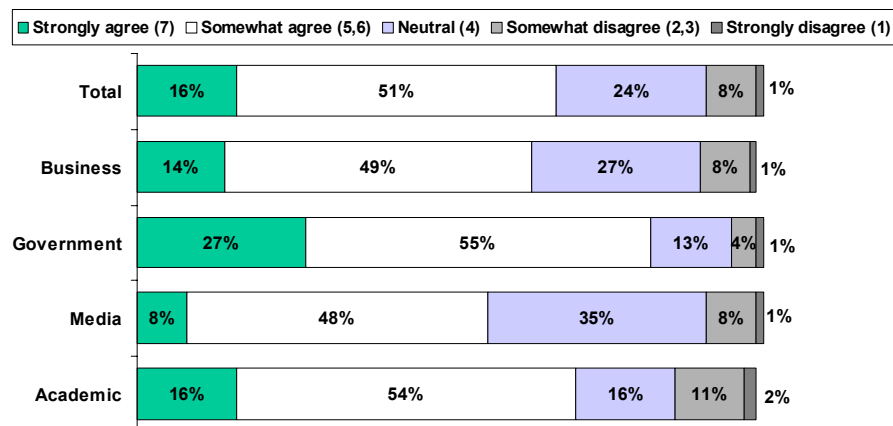
Two in three decision makers agree (67% rating as 5, 6 and 7 on the scale) that foreign investment in Canada has a positive impact on technology and innovation. This level of agreement is not very intense, however, as only 16% strongly agree (rating as 7 on the scale).

Government respondents are much more likely to agree that foreign direct investment has a positive impact (82%) as are academic respondents (70%). Business (63%) and media respondents (56%) are somewhat less convinced that foreign investment in Canada has a positive impact on technology and innovation.

Foreign Investment in Canada Has Positive Impact on Technology and Innovation

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.

Direct investment by foreign-owned companies has had a positive impact on the development of technology and innovation in Canada



Base: All respondents N=400

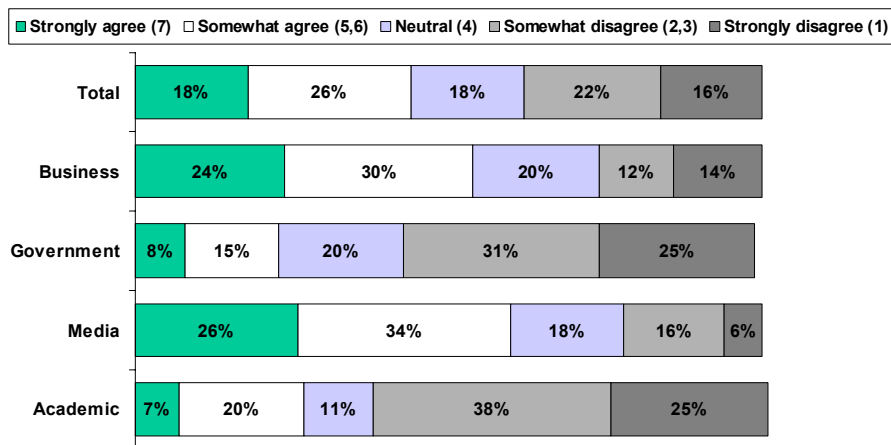
Government Should Limit the Acquisition of Canadian Companies

Given that decision makers accept that foreign direct investment to Canada has a positive impact on technology and innovation, it is not surprising that they are less likely to believe that Canada should do more to *limit* the acquisition of Canadian companies by foreign-owned companies. Fewer than half of Canada’s decision makers agree that the government should limit foreign acquisition of Canadian companies (44% rating as 5, 6 and 7 on the scale).

Both business (54%) and media respondents (60%) are significantly more likely to believe that government *should* be doing more to limit the acquisition of Canadian-owned companies by foreign investors.

Government Should Limit the Acquisition of Canadian Companies

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.
The Government of Canada should do more to limit the acquisition of Canadian companies by foreign-owned companies



Base: All respondents N=400

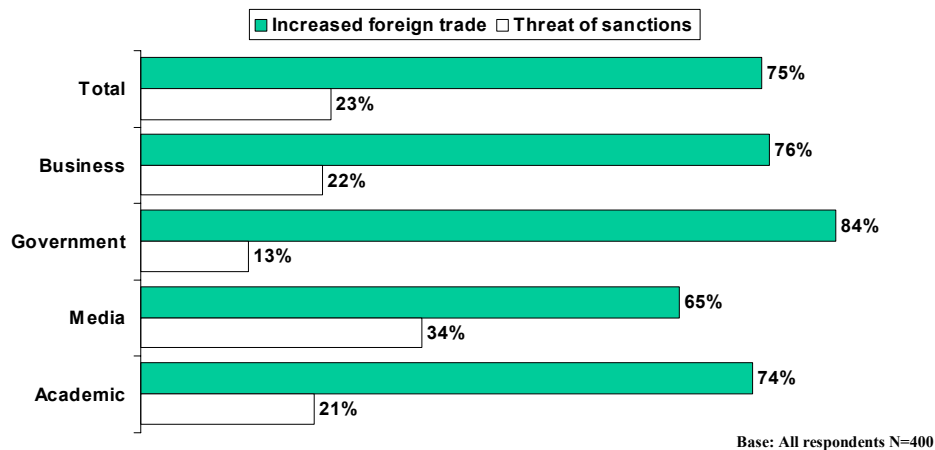
Trade and Social Values

Improving Labour, Human Rights and Environmental Standards: Increased Trade vs. Sanctions

Canadian decision makers are far more likely to suggest that promoting foreign trade and investment in developing countries (75%) are more effective means of helping to improve labour, human rights and environmental standards than the threat of sanctions (23%). This perception is particularly high among government respondents (84%), while it is lower among media respondents (65%).

Improving Labour, Human Rights and Environmental Standards: Increased Trade vs. Sanctions

Which of the following two statements is closer to your point of view? Increased foreign trade and investment is the most effective means of helping to improve labour, human rights, and environmental standards in developing countries -OR- The threat of trade sanctions against other countries is the most effective means of helping to improve labour, human rights, and environmental standards in developing countries.



Emphasizing Responsible Investment Practices

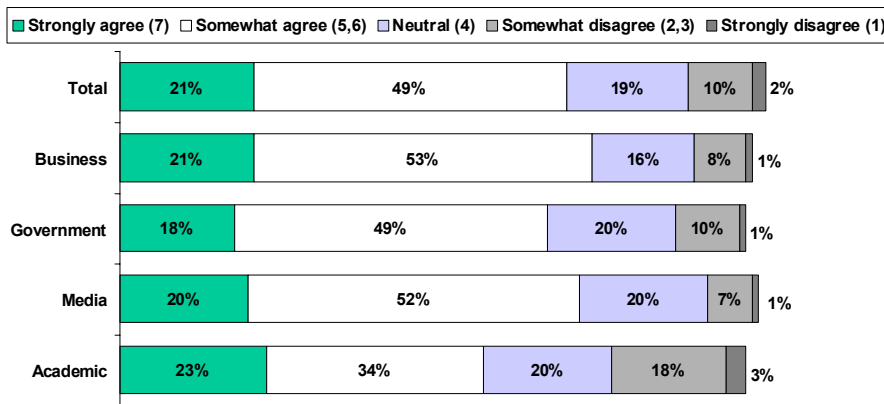
Seven in ten respondents (70% rating as 5, 6 or 7 on the scale) agree that the Government of Canada should complement its trade and investment agenda by increasing emphasis on the responsible investment practices of Canadian companies in developing countries.

While agreement is fairly consistent among business, government and media respondents, academic respondents (57%) express less enthusiasm.

Emphasizing Responsible Investment Practices

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.

The Government of Canada should complement its trade and investment agenda by increasing emphasis on the responsible investment practices of Canadian companies with presence in developing countries



Base: All respondents N=400

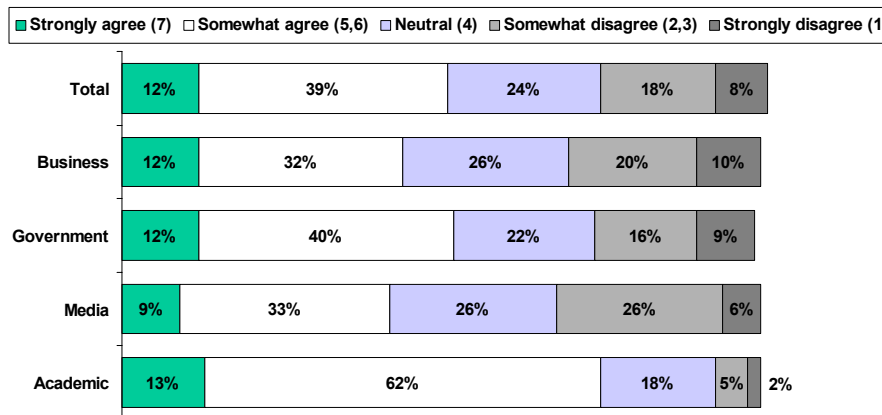
Increasing Access to Canadian Market for Developing Countries

Compared to ideas that would support Canadian interests abroad, respondents are significantly less likely to agree that Canada should open access to its market for developing countries in order to help assist their development goals, given the risk of job loss. However, about half (51% rating as 5, 6 and 7 on the scale) do agree with this idea.

Academic respondents (75%) are most in favour of a market more open to exports from developing nations, while business (44%) and media respondents (42%) are significantly less likely to agree.

Increasing Access to Canadian Market for Developing Countries

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.
Canada should provide developing countries with increased access to its markets to help them achieve their development goals even if it will lead to job loss in some Canadian sectors



Base: All respondents N=400

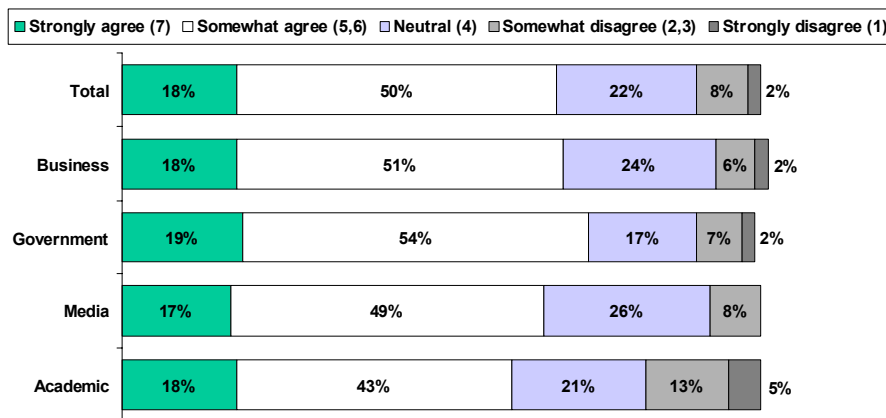
Encouraging Supply Chain Investment in Developing Countries

While respondents are less receptive to the notion that Canada should open its market to developing nations at the risk of job losses here, over two in three agree that Canada should encourage businesses to identify and invest in supply chain partners from developing countries in order to encourage those nations’ economic growth (68% rating as 5, 6 and 7 on the scale).

Agreement is relatively consistent among government, business and media respondents, while academic respondents are somewhat less likely to support the idea that Canada should encourage business to seek supply chain partners among developing countries (61%).

Encouraging Supply Chain Investment in Developing Countries

Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four – the mid point—means you neither agree nor disagree.
Canada should encourage Canadian businesses to invest or seek supply-chain partners in developing countries as a way to encourage these countries’ economic growth



Base: All respondents N=400

APPENDIX I – TOPLINE QUESTIONNAIRE

1. In your opinion, what is the greatest challenge to conducting business abroad?

Base: All Respondents	TOTAL
Unweighted Base	400
Government regulations	12%
Free Trade/ trade barriers	10%
Value of the Canadian dollar	10%
Receiving/ acquiring information	9%
Financial strength/ funding	7%
Having or developing personal relationships abroad	6%
Language barriers/ issues	6%
Cultural awareness/ sensitivity	5%
Cultural differences	4%
Competitiveness	3%
Transportation of goods/ services	3%
Border/ global security/ terrorism	2%
Bureaucracy/ red tape	2%
Political stability	2%
Other	8%
Nothing	3%
Don't know/Refused	11%

2. In your opinion, what is the single most important thing the Government of Canada can do to resolve or alleviate this challenge?

Base: All Respondents	TOTAL
Unweighted Base	400
Having or developing personal relationships abroad	18%
Education/ provide more information	13%
Government should not be involved	9%
Continue to participate in trade negotiations	9%
More financial support	8%
Get more free trade agreements/ allow free trade	6%
Be sensible to international laws	5%
Reduce taxes	4%
Better relationship with US	4%
Developing a better monetary policy	3%
Other	8%
Nothing	1%
Don't know/Refused	14%

3. Thinking about business conditions and emerging markets worldwide, which of the following regions outside of Canada and the United States do you believe holds the greatest economic opportunity for Canada?

Base: All Respondents	TOTAL
Unweighted Base	400
The Pacific Rim, including China	71%
South Asia, including India and Indonesia	9%
The Middle East	1%
Africa	2%
Eastern Europe	2%
Western Europe	6%
Central and South America	7%
None	1%
Don't know/Refused	2%

4. Thinking about these regions, what is the single most important trade promotion or policy tool that could help Canadian business succeed in these emerging market:

ALL REGIONS COMBINED	TOTAL
Base: Respondents mentioned a specific region	
Unweighted Base	391
Missions/ trade missions/ fairs	17%
A good free trade agreement	10%
Education/ provide more information	8%
Buliding relationships/ contacts abroad	7%
Marketing/ more promotion	7%
Better relationship with China	3%
Government financing	3%
Lower tariffs on free trade	3%
Technology	2%
Breaking language barriers	2%
Currency issues	2%
Travel access	1%
Transportation issues	1%
Other	16%
Nothing	1%
Don't know/Refused	19%

4. Thinking about these regions, what is the single most important trade promotion or policy tool that could help Canadian business succeed in these emerging market:

ALL REGIONS COMBINED	TOTAL
Base: Respondents mentioned a specific region (Excluding The Pacific Rim)	
Unweighted Base	107
Missions/ trade missions/ fairs	21%
A good free trade agreement	10%
Education/ provide more information	8%
Marketing/ more promotion	8%
Buliding relationships/ contacts abroad	6%
Government financing	4%
Travel access	3%
Technology	2%
Lower tariffs on free trade	2%
Breaking language barriers	1%
Transportation issues	1%
Currency issues	1%
Other	20%
Nothing	1%
Don't know/Refused	12%

4. Thinking about the following, what is the single most important trade promotion or policy tool that could help Canadian business succeed in this emerging market:

1) The Pacific Rim, including China

Base: Respondents who believe that The Pacific Rim, including China holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	284
Missions/ trade missions/ fairs	15%
A good free trade agreement	10%
Buliding relationships/ contacts abroad	8%
Education/ provide more information	7%
Marketing/ more promotion	6%
Better relationship with China	4%
Lower tariffs on free trade	3%
Technology	2%
Breaking language barriers	2%
Government financing	2%
Currency issues	2%
Transportation issues	1%
Travel access	0
Other	14%
Nothing	0
Don't know/Refused	22%

2) South Asia, including India and Indonesia

Base: Respondents who believe that South Asia, including India and Indonesia holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	35
Missions/ trade missions/ fairs	23%
A good free trade agreement	11%
Education/ provide more information	9%
Buliding relationships/ contacts abroad	9%
Travel access	3%
Technology	3%
Lower tariffs on free trade	3%
Other	20%
Don't know/Refused	20%

3) The Middle East

Base: Respondents who believe that The Middle East holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	4
Government financing	25%
Missions/ trade missions/ fairs	25%
Other	50%

4) Africa

Base: Respondents who believe that Africa holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	6
Government financing	17%
Education/ provide more information	17%
Travel access	17%
Buliding relationships/ contacts abroad	17%
Don't know/Refused	33%

5) Eastern Europe

Base: Respondents who believe that Eastern Europe holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	9
Marketing/ more promotion	33%
Education/ provide more information	11%
Missions/ trade missions/ fairs	11%
Buliding relationships/ contacts abroad	11%
Other	33%

6) Western Europe

Base: Respondents who believe that Western Europe holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	24
Missions/ trade missions/ fairs	25%
Marketing/ more promotion	21%
A good free trade agreement	13%
Lower tariffs on free trade	4%
Education/ provide more information	4%
Government financing	4%
Travel access	4%
Technology	4%
Currency issues	4%
Other	8%
Don't know/Refused	8%

7) Central and South America

Base: Respondents who believe that Central and South America holds the greatest economic opportunity for Canada	TOTAL
Unweighted Base	29
Missions/ trade missions/ fairs	24%
A good free trade agreement	14%
Education/ provide more information	10%
Marketing/ more promotion	3%
Government financing	3%
Buliding relationships/ contacts abroad	3%
Breaking language barriers	3%
Transportation issues	3%
Other	24%
Nothing	3%
Don't know/Refused	7%

5. Now thinking about ALL emerging markets, what is the one outstanding opportunity that you feel is important for Canada to take advantage of in terms of its longer-term economic well-being?

Base: All Respondents	TOTAL
Unweighted Base	400
Closer ties/ better relationship with China	15%
Maintaining control/ management of our natural resources	11%
Developing technology	10%
Exporting products to other countries	6%
Build a Canadian profile/ better marketing	5%
General international/ diplomatic relations mentions	4%
Closer ties/ better relationship with Southeast Asia	4%
Taking advantage of emerging markets (unspecified)	2%
Closer ties/ better relationship with South America	2%
Move away from the United States as primary trading partner	2%
Investing in education	2%
Free trade/ open markets	2%
Manufacturing sector/ Canadian production	2%
Closer ties/ better relationship with Mexico	1%
Friendlier relationship with Americans/ improve trade	1%
Lower taxes	1%
Nothing	1%
Other	8%
Don't know/Refused	21%

6. Thinking about Canada's competitiveness, is there anything that other countries are doing better in emerging markets, a 'best practice' that Canada could adopt to better support Canadian business interests in those markets?

Base: All Respondents	TOTAL
Unweighted Base	400
Marketing/ more promotion	14%
Better financing/ government support	10%
Improve education/ training	6%
Improve free trade/ reduce trade barriers	5%
Reduce taxes	3%
Cheaper labor rates	2%
More aggressive	2%
Less bureaucracy/ red tape	2%
Be more market specific	2%
Improve/ don't lower labor standards	2%
Increase productivity	2%
More research and development/ invest in technology	2%
Other	9%
Nothing	10%
Don't know/Refused	30%

7. Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four, the mid point-means you neither agree nor disagree:

1) The Government of Canada should focus its efforts on obtaining bilateral free trade agreements with specific countries or regions?

Base: All Respondents	TOTAL
Unweighted Base	400
(7) Strongly Agree	28%
(6)	22%
(5)	21%
(4) Neither	20%
(3)	3%
(2)	3%
(1) Strongly Disagree	2%
TOPBOX & LOWBOX SUMMARY	
Strongly Agree [Rated 7]	28%
Agree [Rated 5,6]	43%
Neither [Rated 4]	20%
Disagree [Rated 2,3]	7%
Strongly Disagree [Rated 1]	2%

2) The Government of Canada should focus its efforts on obtaining multilateral agreements that establish common rules and disciplines for all participating countries?

Base: All Respondents	TOTAL
Unweighted Base	400
(7) Strongly Agree	40%
(6)	28%
(5)	16%
(4) Neither	8%
(3)	3%
(2)	3%
(1) Strongly Disagree	3%
Don't know/Refused	0
TOPBOX & LOWBOX SUMMARY	
Strongly Agree [Rated 7]	40%
Agree [Rated 5,6]	43%
Neither [Rated 4]	8%
Disagree [Rated 2,3]	6%
Strongly Disagree [Rated 1]	3%

8. Which of the following statements is closer to your point of view?

Base: All Respondents	TOTAL
Unweighted Base	400
Canada's trade agreements should focus on creating new, higher-paying jobs	64%
Canada's trade agreements should concentrate on protecting existing jobs	30%
Don't know/Refused	6%

9. Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four, the mid point-means you neither agree nor disagree:**1) Commercializing Canadian research and technologies is primarily a private-sector responsibility?**

Base: All Respondents	TOTAL
Unweighted Base	400
(7) Strongly Agree	18%
(6)	15%
(5)	13%
(4) Neither	18%
(3)	14%
(2)	12%
(1) Strongly Disagree	10%
TOPBOX & LOWBOX SUMMARY	
Strongly Agree [Rated 7]	18%
Agree [Rated 5,6]	28%
Neither [Rated 4]	18%
Disagree [Rated 2,3]	26%
Strongly Disagree [Rated 1]	10%

2) Canadian business needs assistance to successfully develop and commercialize its research and technologies for global markets?

Base: All Respondents	TOTAL
Unweighted Base	400
(7) Strongly Agree	26%
(6)	26%
(5)	21%
(4) Neither	11%
(3)	7%
(2)	3%
(1) Strongly Disagree	6%
Don't know/Refused	1%
TOPBOX & LOWBOX SUMMARY	
Strongly Agree [Rated 7]	26%
Agree [Rated 5,6]	46%
Neither [Rated 4]	11%
Disagree [Rated 2,3]	10%
Strongly Disagree [Rated 1]	6%

10. I'm going to read you a list of factors that come into play when making a decision to invest in a particular country. Please rate the importance of each factor in making investment decisions on a scale of one to seven, where one means not important, seven means extremely important, and four, the mid point-means somewhat important:

Base: All Respondents	TOTAL	TOTAL
Unweighted Base	400	400
	Important [5,6,7]	Not Important [1,2,3]
Market access	92%	2%
Predictable legal environment	91%	2%
Access to skilled workforces	88%	2%
Transparent regulatory regime	86%	3%
Research and development-friendly environment	75%	8%
Quality of life	71%	11%
Low business costs	68%	11%
Tax incentives	61%	17%

11. I'm going to read you a list of things the Government of Canada can do to assist Canadian businesses in expanding their global presence. Please rate the importance of the following activities in helping Canadian businesses expand their global presence on a scale of one to seven, where one means not important, seven means extremely important, and four, the mid point-means somewhat important:

Base: All Respondents	TOTAL	TOTAL
Unweighted Base	400	400
	Important [5,6,7]	Not Important [1,2,3]
Providing more accessible information on rules and regulations for doing business in foreign markets	90%	4%
Signing agreements with foreign countries to help protect Canadian investments abroad	85%	5%
Facilitating access to business and company networks abroad	85%	7%
Providing market intelligence about investing in foreign countries	82%	9%

12. Please rate each of the following statements on a scale of one to seven, where one means you strongly disagree, seven means you strongly agree, and four, the mid point-means you neither agree nor disagree:

Base: All Respondents	TOTAL	TOTAL
Unweighted Base	400	400
	Agree	Disagree
	[5,6,7]	[1,2,3]
The Government of Canada should focus resources on helping Canadian business expand and protect its investment opportunities abroad	77%	10%
The Government of Canada should focus resources on attracting foreign direct investors who can provide tangible benefits to Canadian communities	71%	13%
The Government of Canada should complement its trade and investment agenda by increasing emphasis on the responsible investment practices of Canadian companies with presence in developing countries	70%	11%
Canada should encourage Canadian businesses to invest or seek supply-chain partners in developing countries as a way to encourage these countries' economic growth	68%	10%
Direct investment by foreign-owned companies has had a positive impact on the development of technology and innovation in Canada	67%	9%
The Government of Canada should do more to encourage Canadian small and medium-sized companies to invest in emerging markets in developing countries	64%	13%
Canada should provide developing countries with increased access to its markets to help them achieve their development goals even if it will lead to job loss in some Canadian sectors	51%	26%
The Government of Canada should do more to limit the acquisition of Canadian companies by foreign-owned companies	44%	38%

13. Which of the following two statements is closer to your point of view?

Base: All Respondents	TOTAL
Unweighted Base	400
Increased foreign trade most effective to improve labour, human rights, and environmental standards in developing countries	75%
Threat of trade sanctions most effective to improve labour, human rights, and environmental standards in developing countries	23%
Don't know/Refused	2%