

Canadian Attitudes Toward International Trade

Survey Findings



EKOS

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Methodology

■ National random sample survey of 1,200 Canadians

- ❖ Pan-Canadian results are accurate to within +/- 2.9 percentage points, at a confidence level of 95 percent
- ❖ Error margins are larger for regions and other subgroups

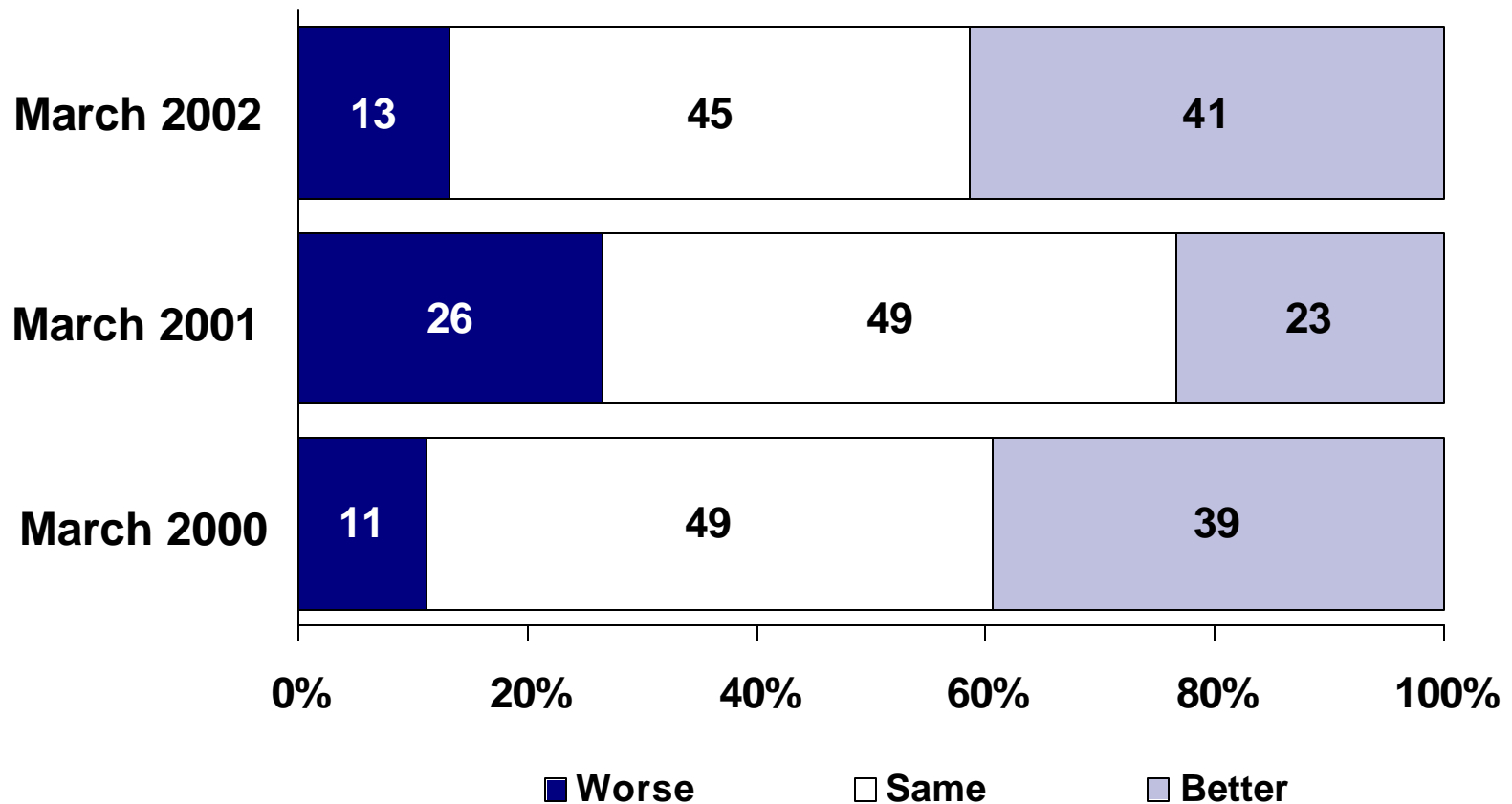
■ Presentation of findings

- ❖ 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

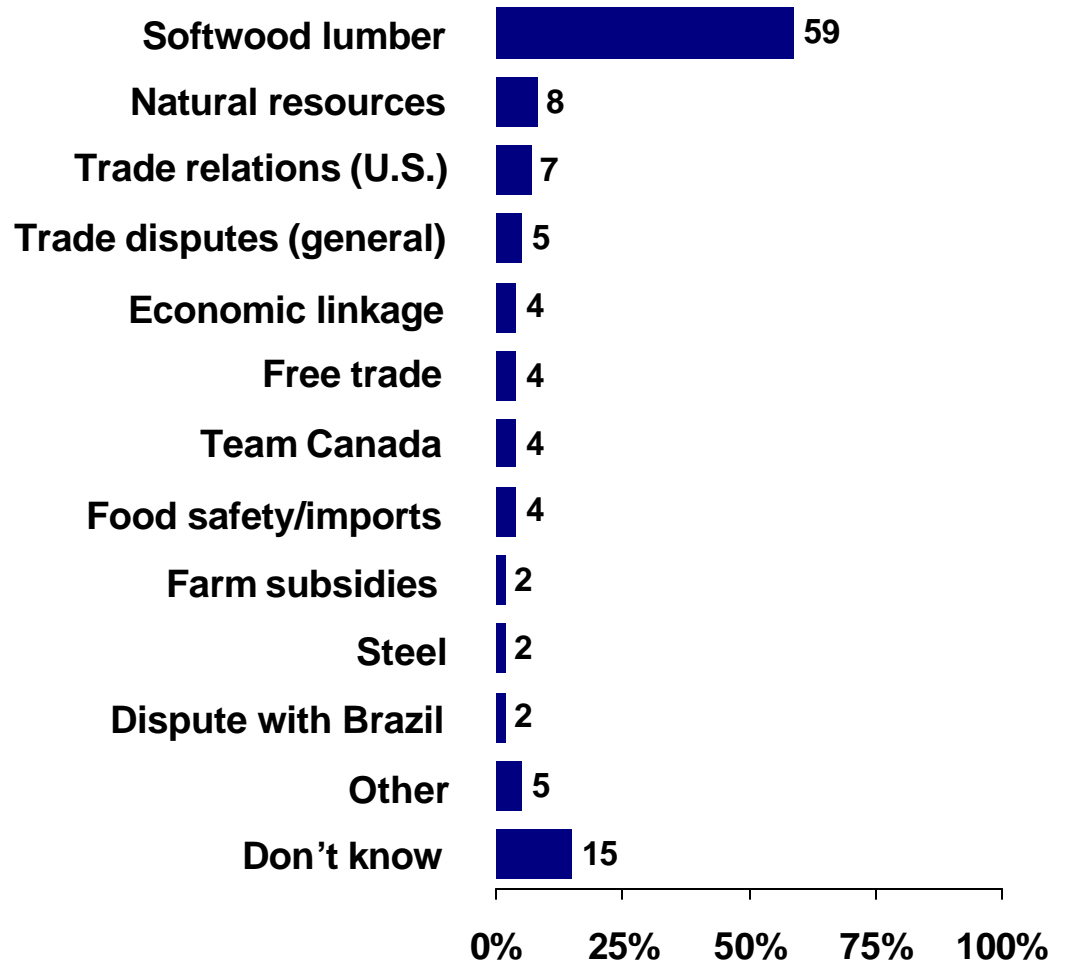
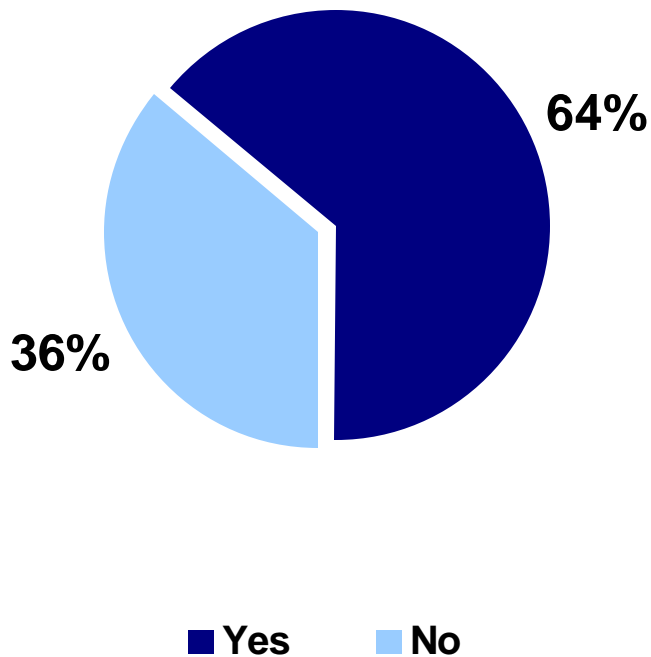
Short-term Economic Optimism

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



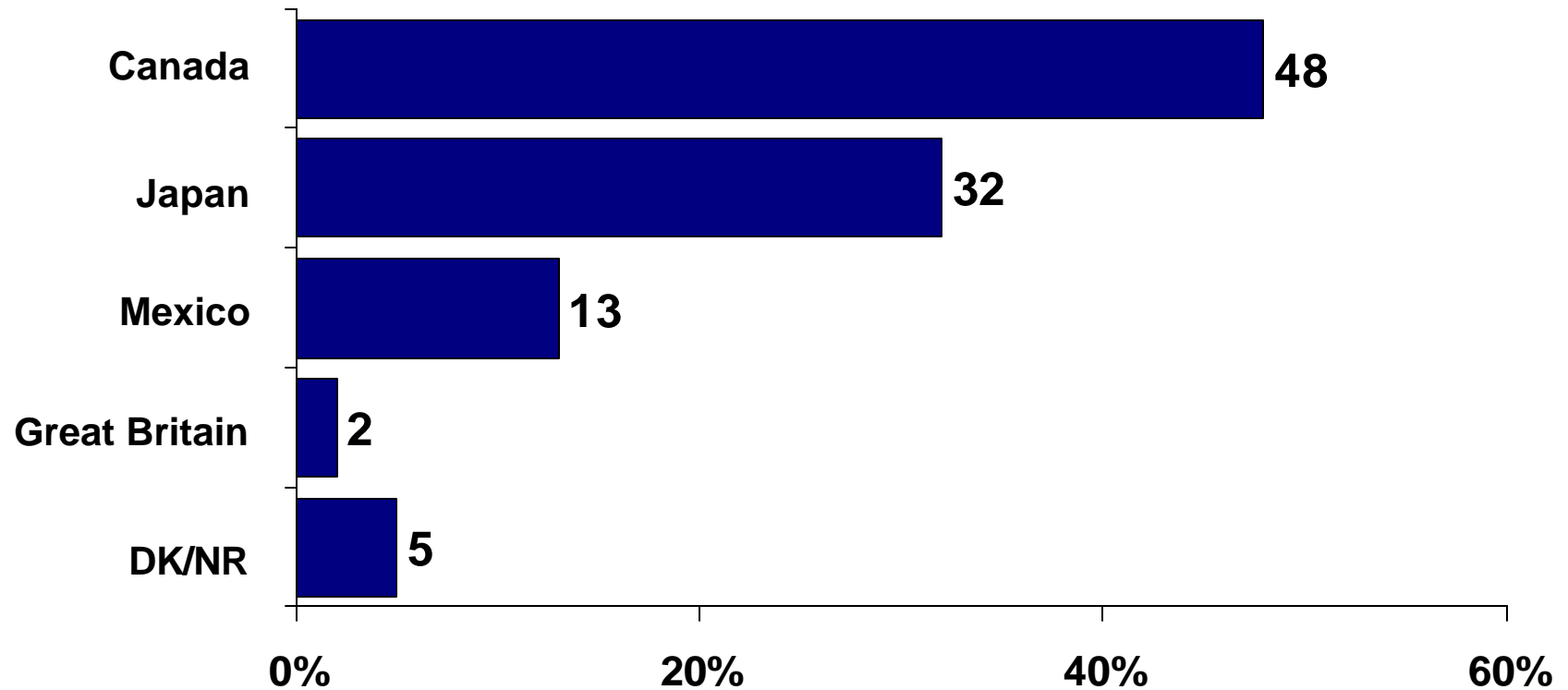
Recall of Media Coverage

Q. Do you recall any media reports over the past few months on issues related to international trade? [If yes] What do you recall?
(multiple responses accepted)



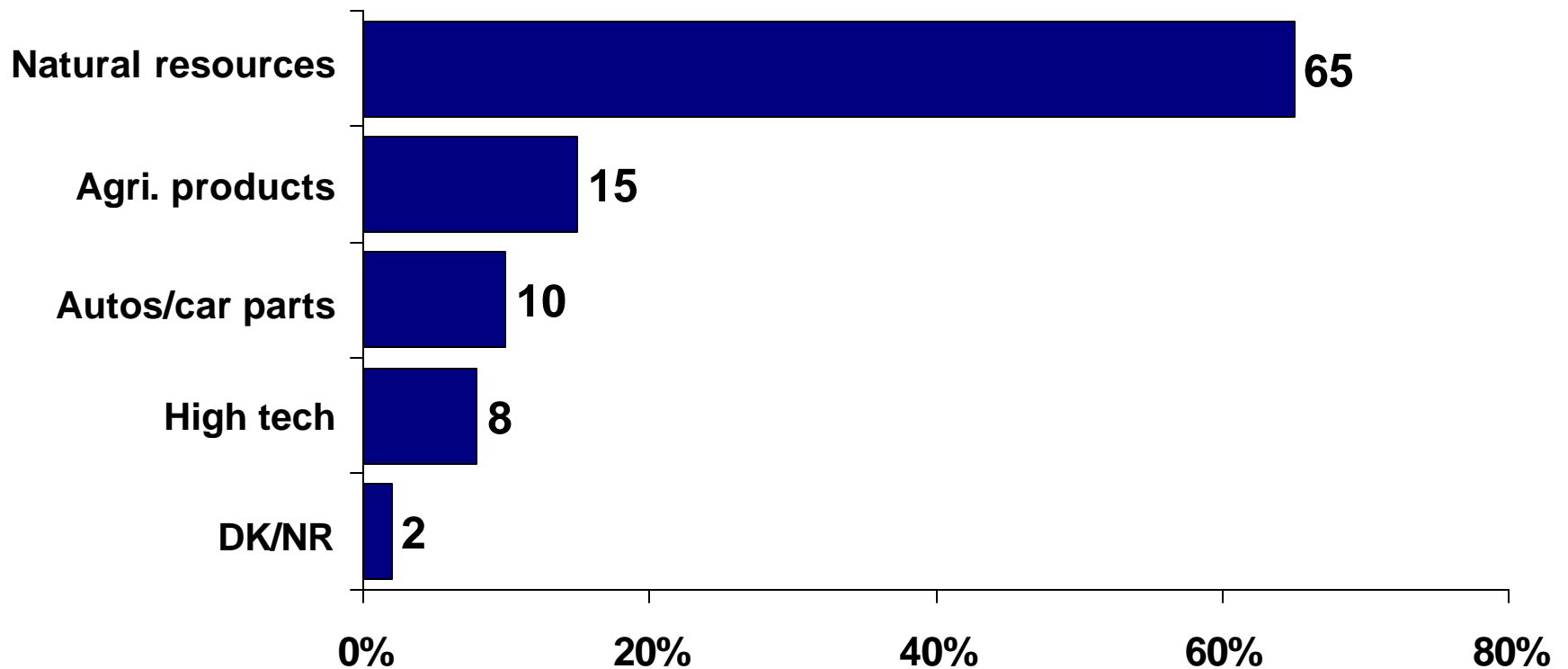
Trade Literacy (i)

Q. Which of the following countries exports the most to the United States?



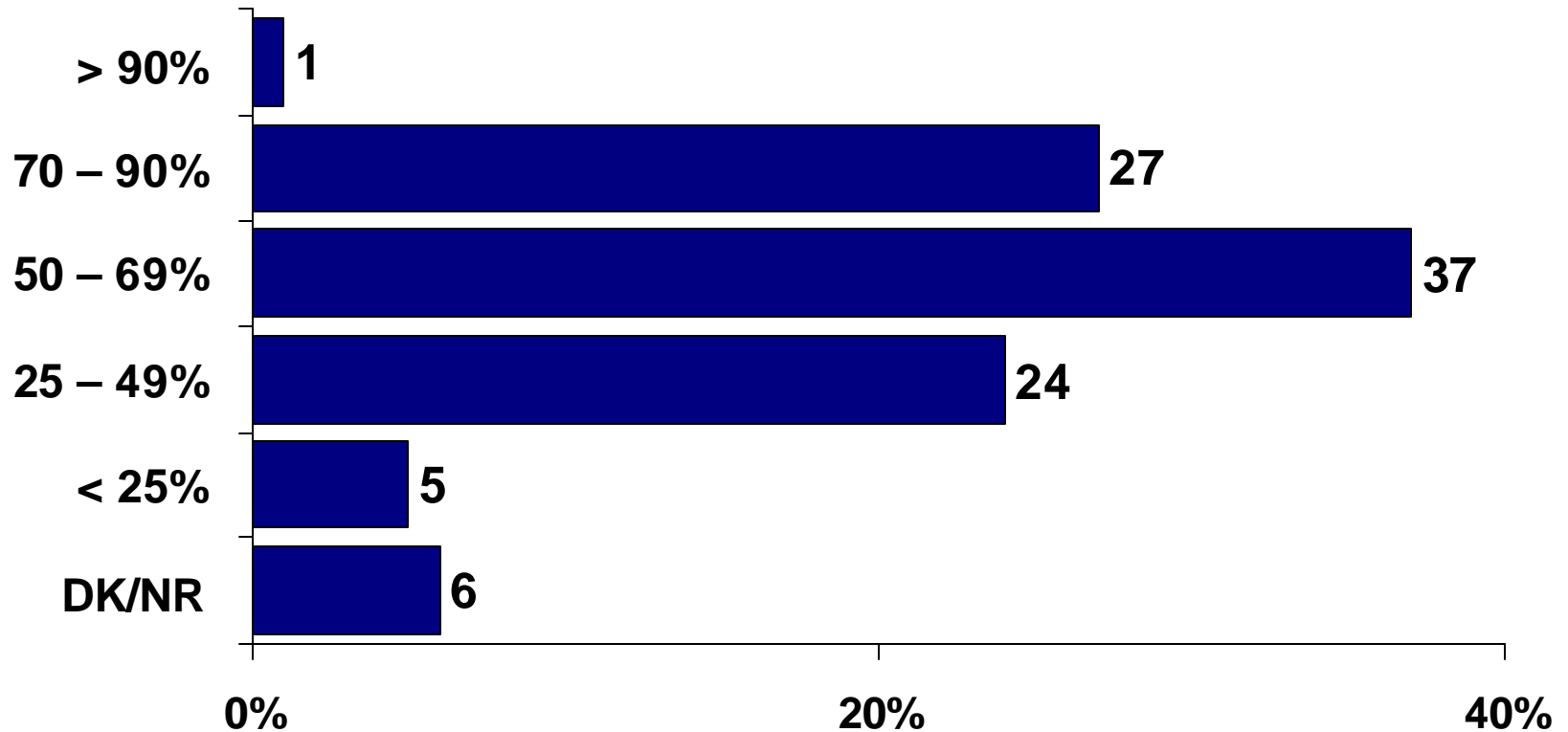
Trade Literacy (ii)

Q. Which of the following makes up the largest part of Canada's exports?



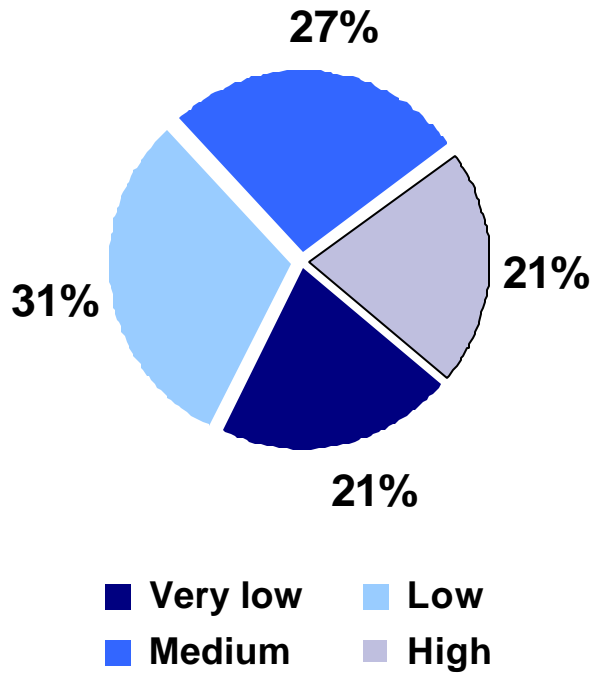
Trade Literacy (iii)

Q. What percentage of Canada's exports would you say is to the United States?

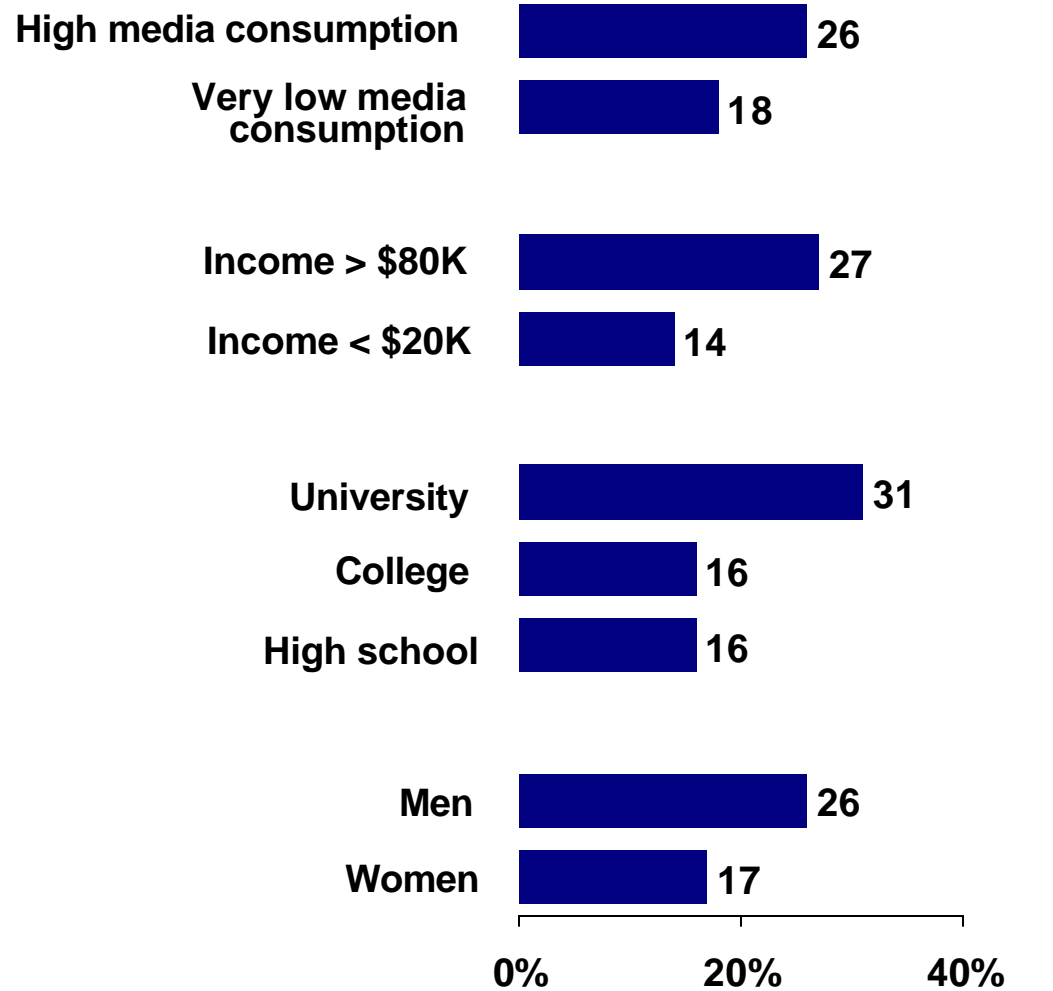


Trade Literacy—Summary Index

Summary index created by scoring correct answers



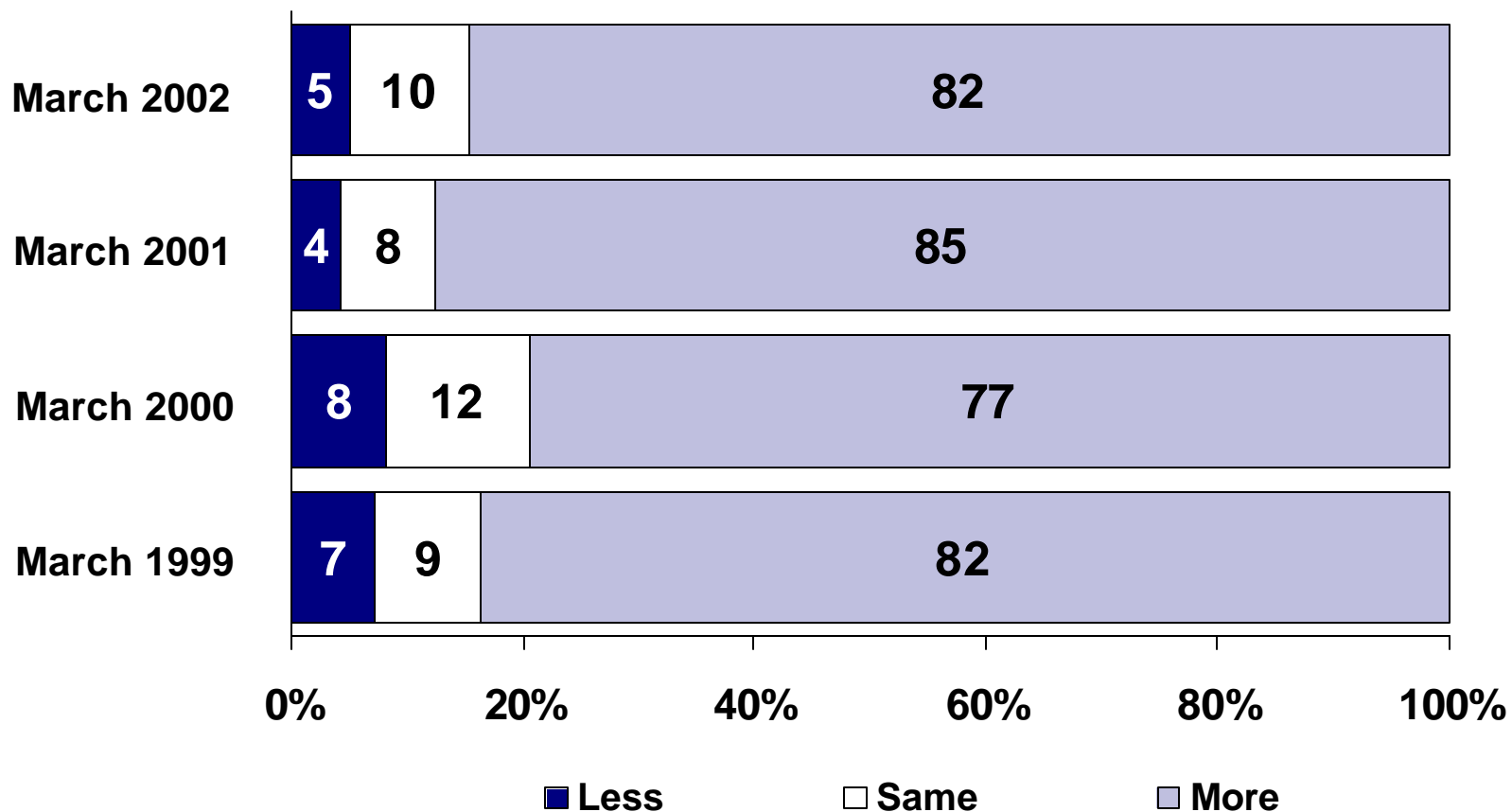
Demographic Variables—
“High literacy”



2. Benefits of Trade

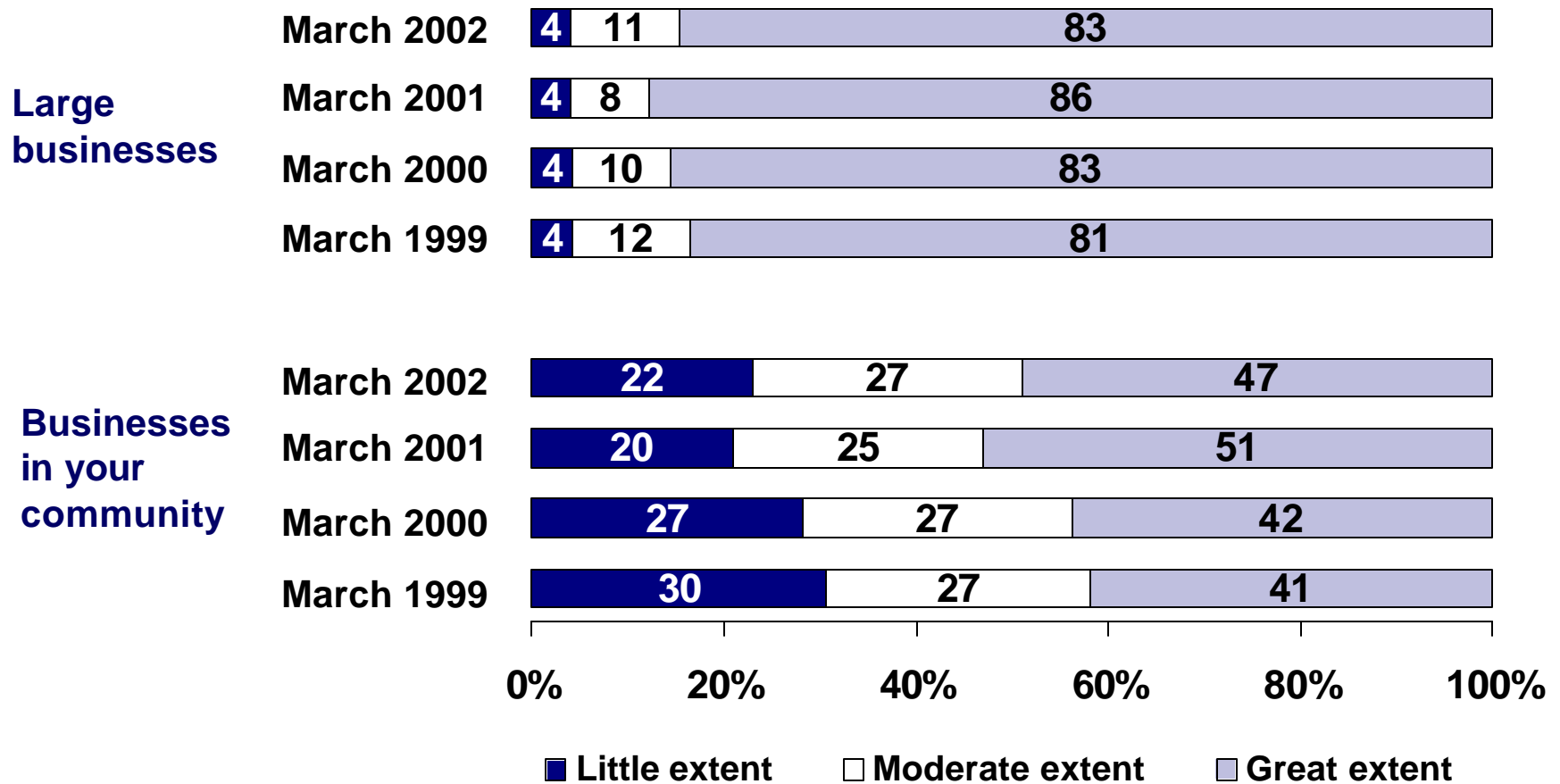
Importance to Canada's Economy

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?



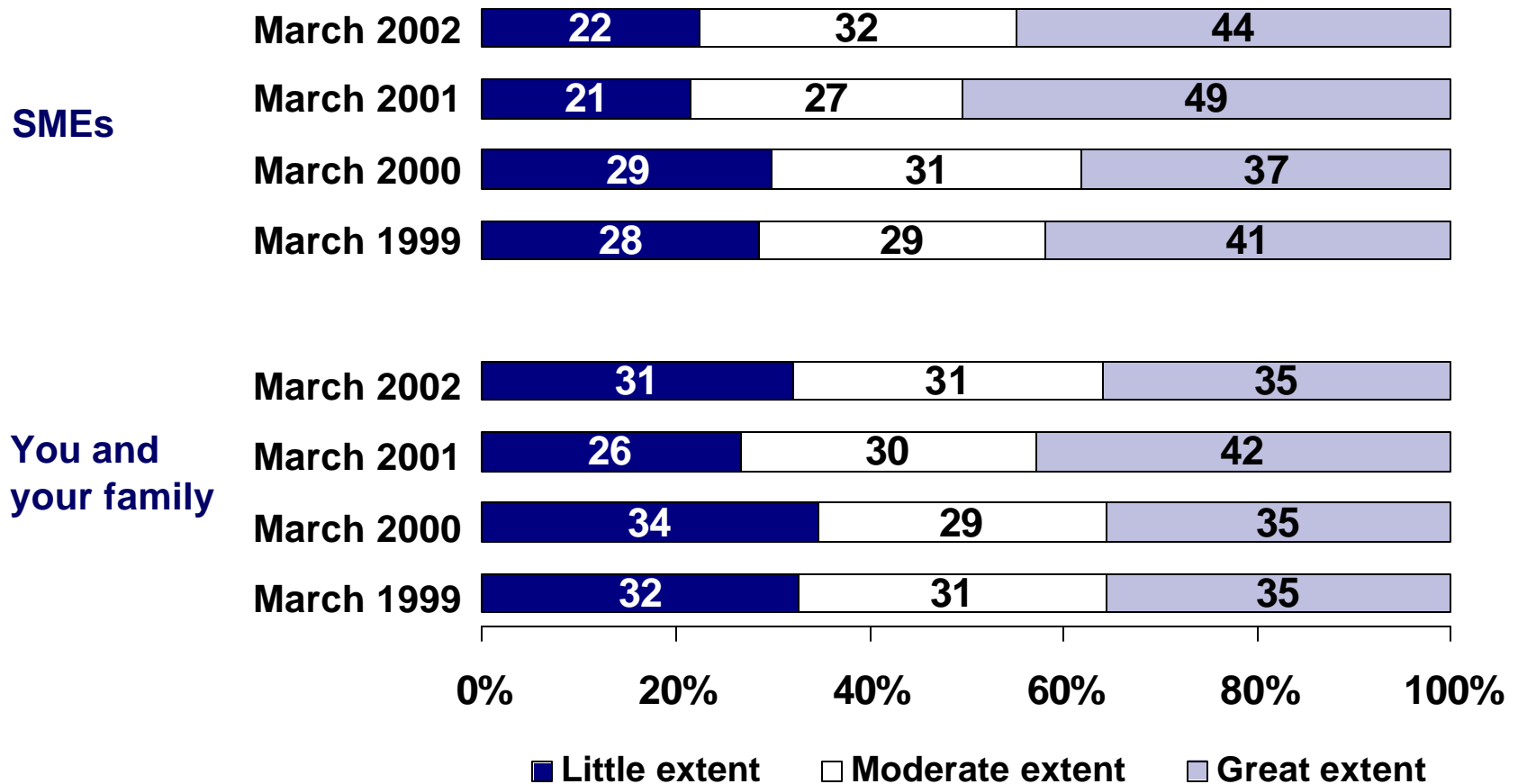
Benefits of Trade (i)

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



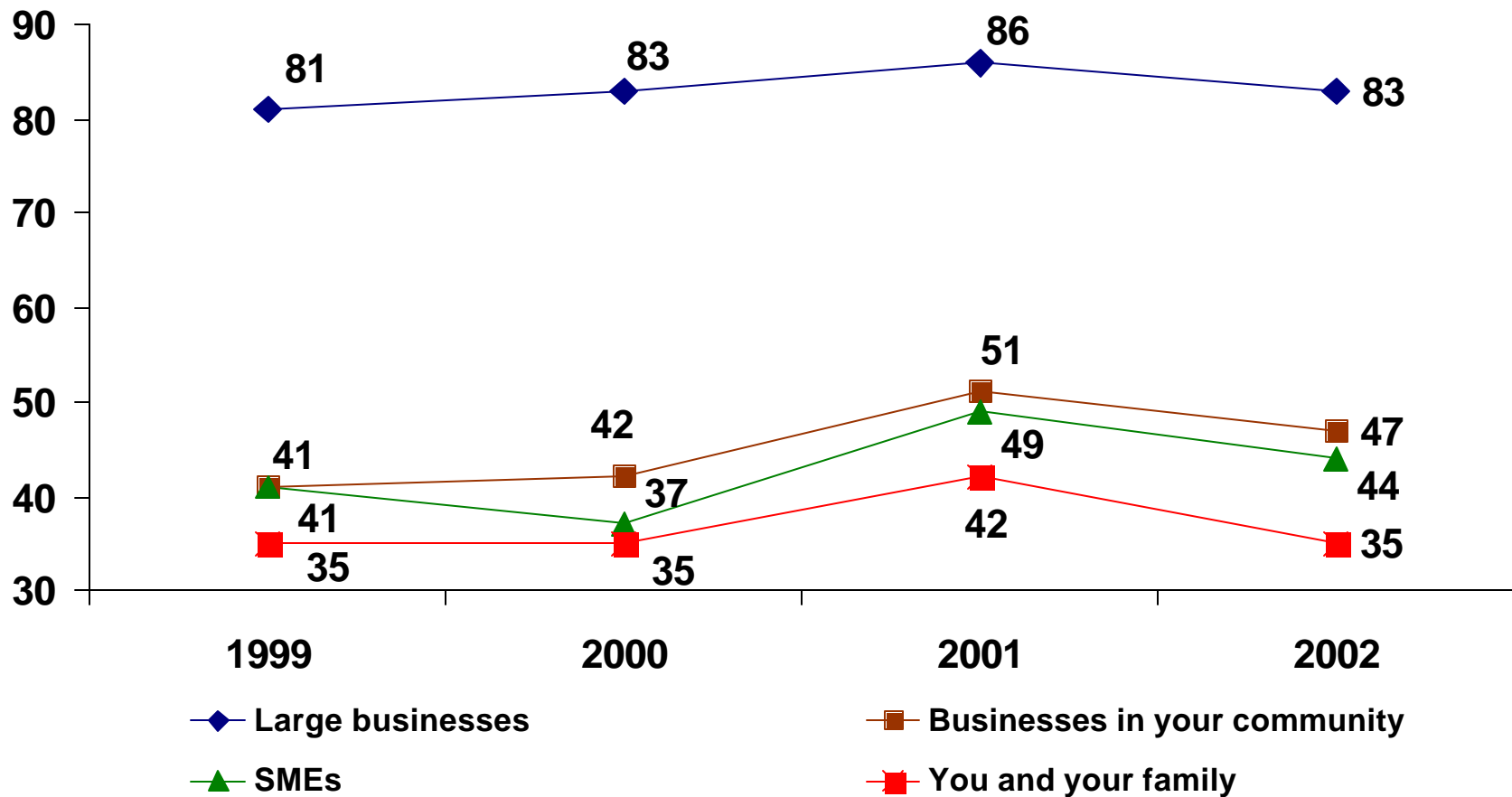
Benefits of Trade (ii)

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



Tracking Perceived Benefits of Trade

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

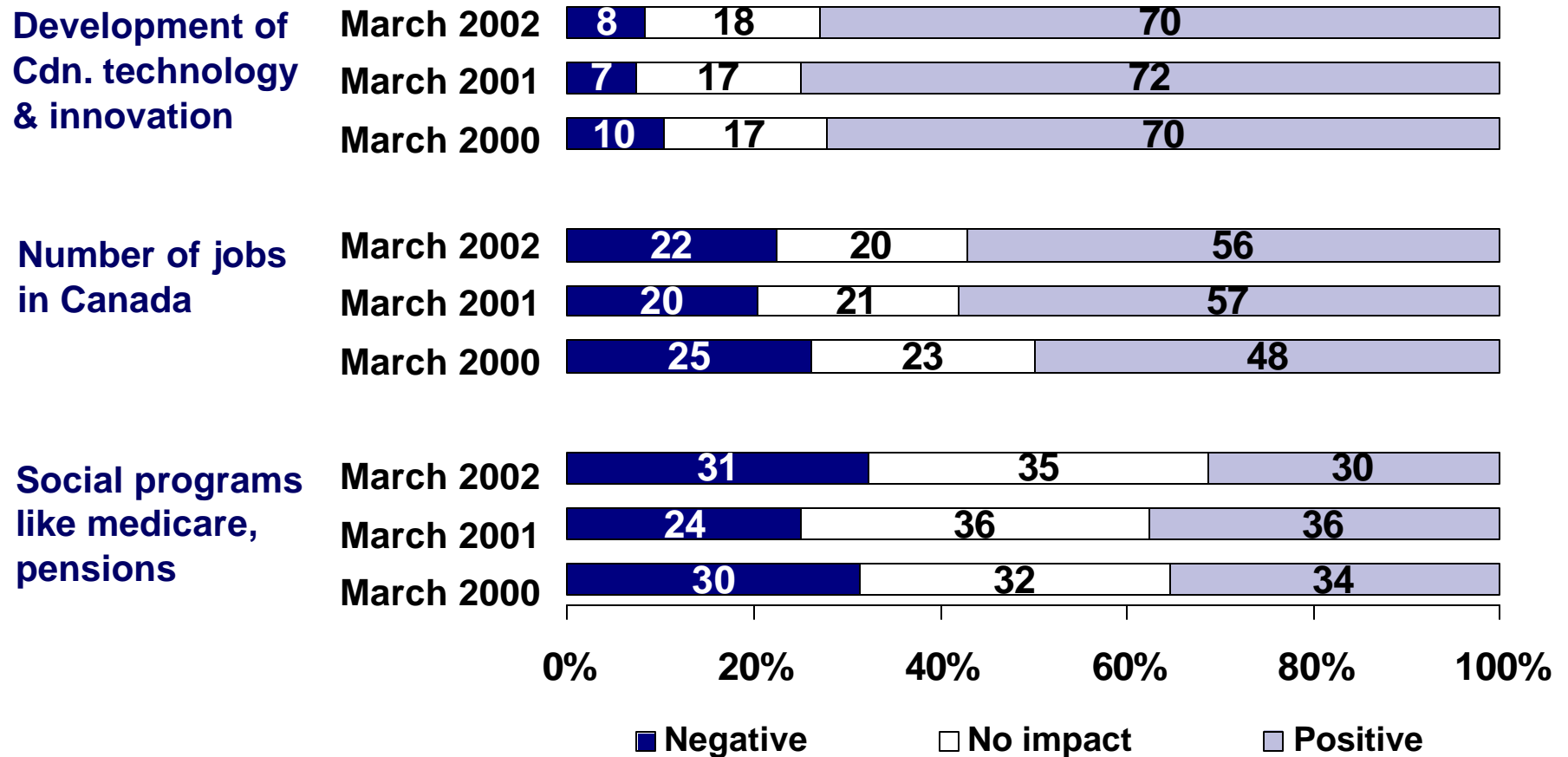


{Base: Those saying "to a great extent"}

International Trade Survey 2002

Impacts of Trade

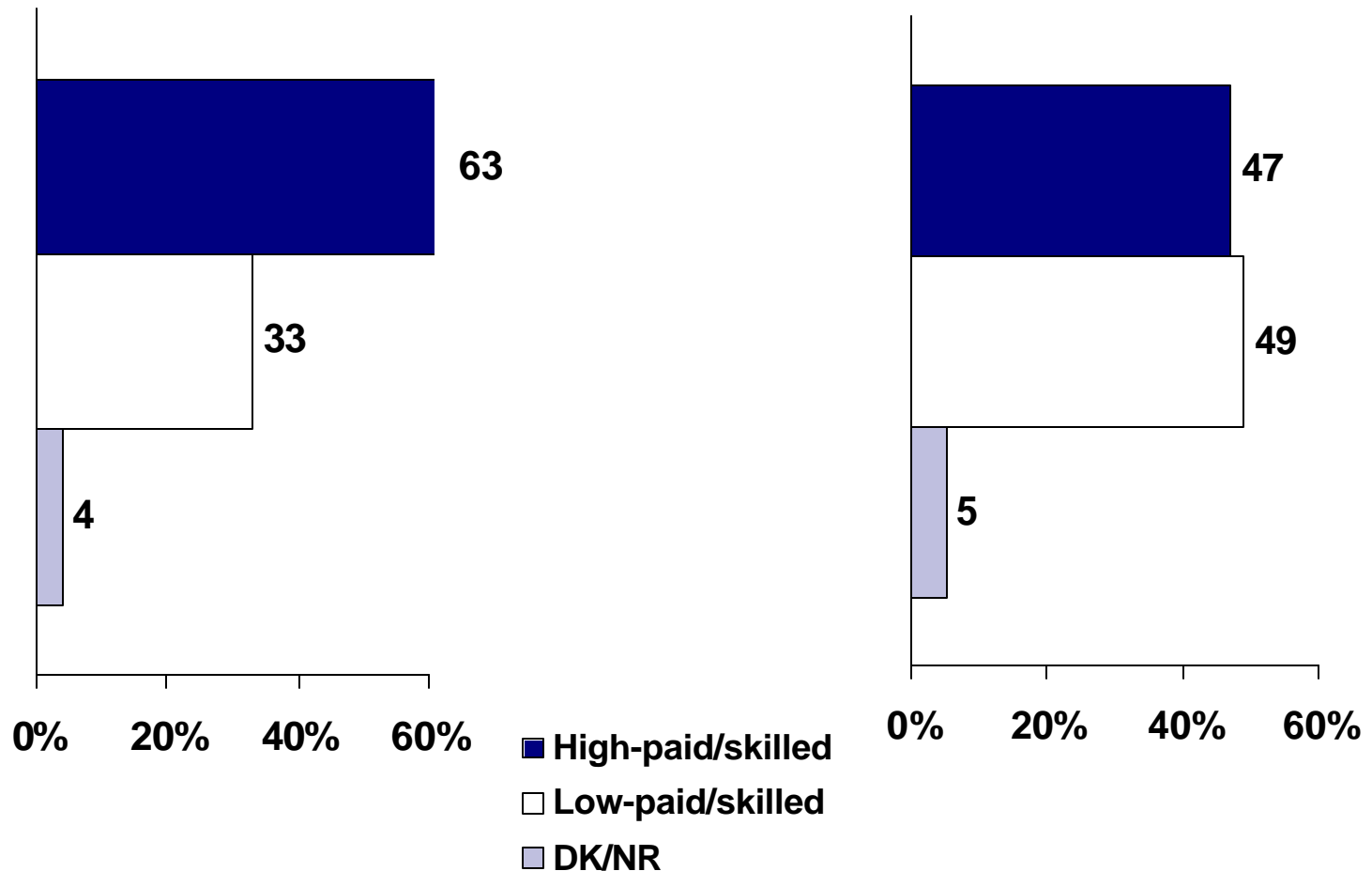
Q. What impact do you think international trade has on each of the following?



Impact on Jobs in Canada

Q. [If positive impact] Which of the following two types of jobs do you think international trade creates more of?

Q. [If negative impact] Which of the following two types of jobs do you think international trade causes more of to be lost?

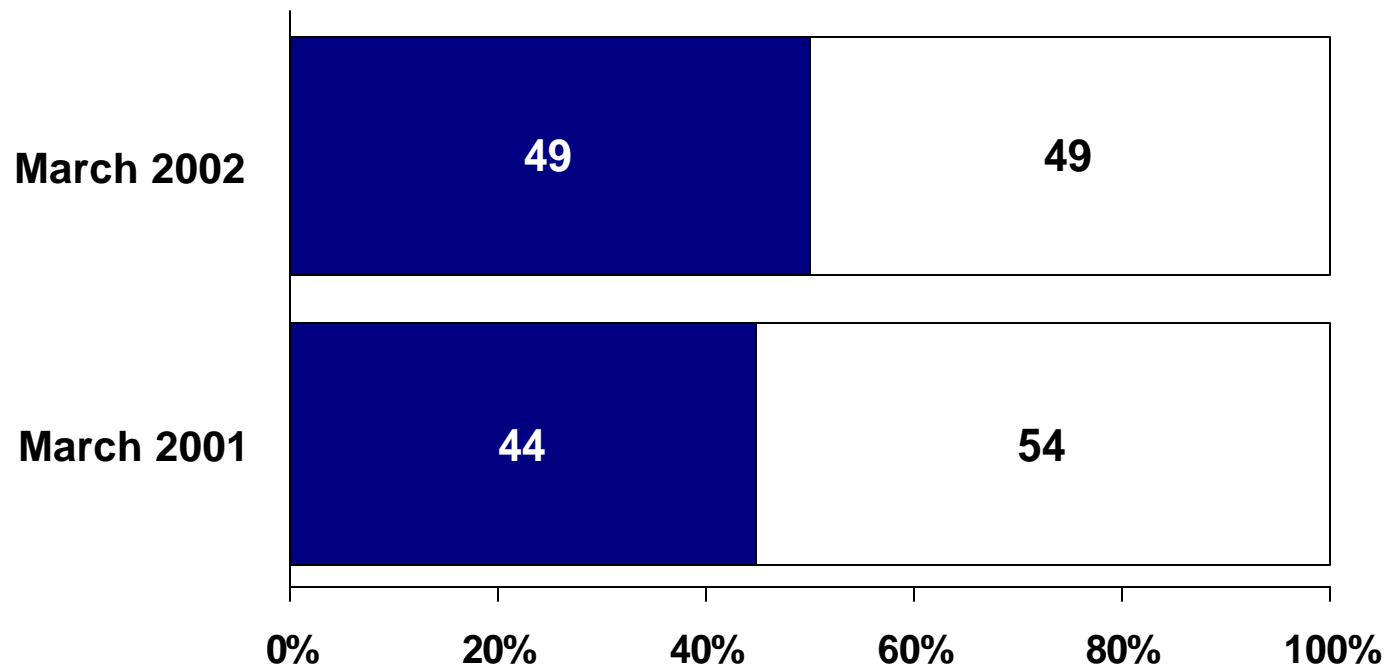


Who Benefits from Trade?

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

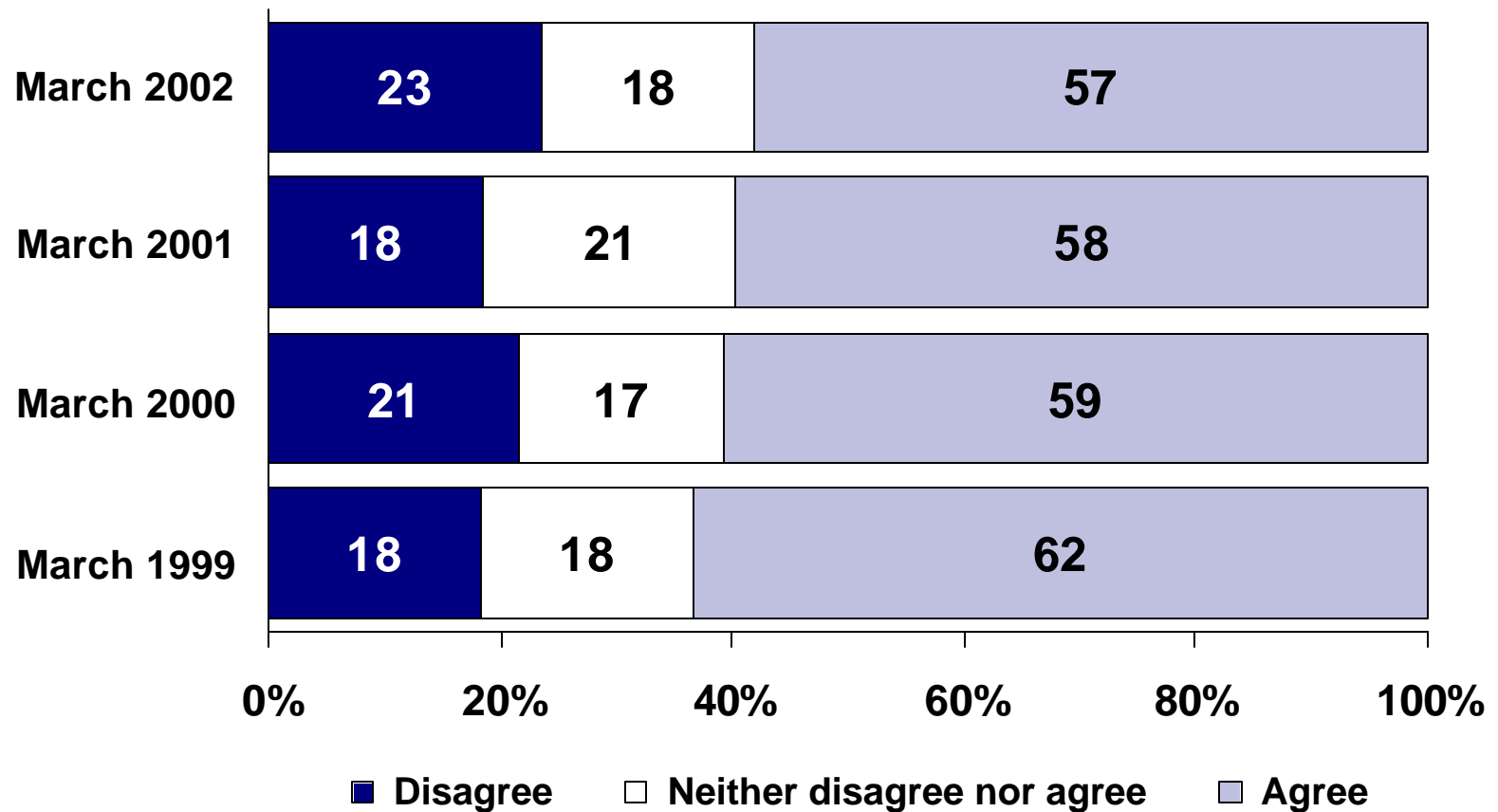
“The benefits from international trade go mostly to large corporations and wealthy investors, with little left over for average Canadians.”

“The benefits from international trade filter down through the economy, and most Canadians benefit through jobs, taxes companies pay, and a better selection of goods available to consumers.”



Environmental Impacts

Q. I worry increased international trade is likely to result in countries lowering their environmental standards to be more competitive.

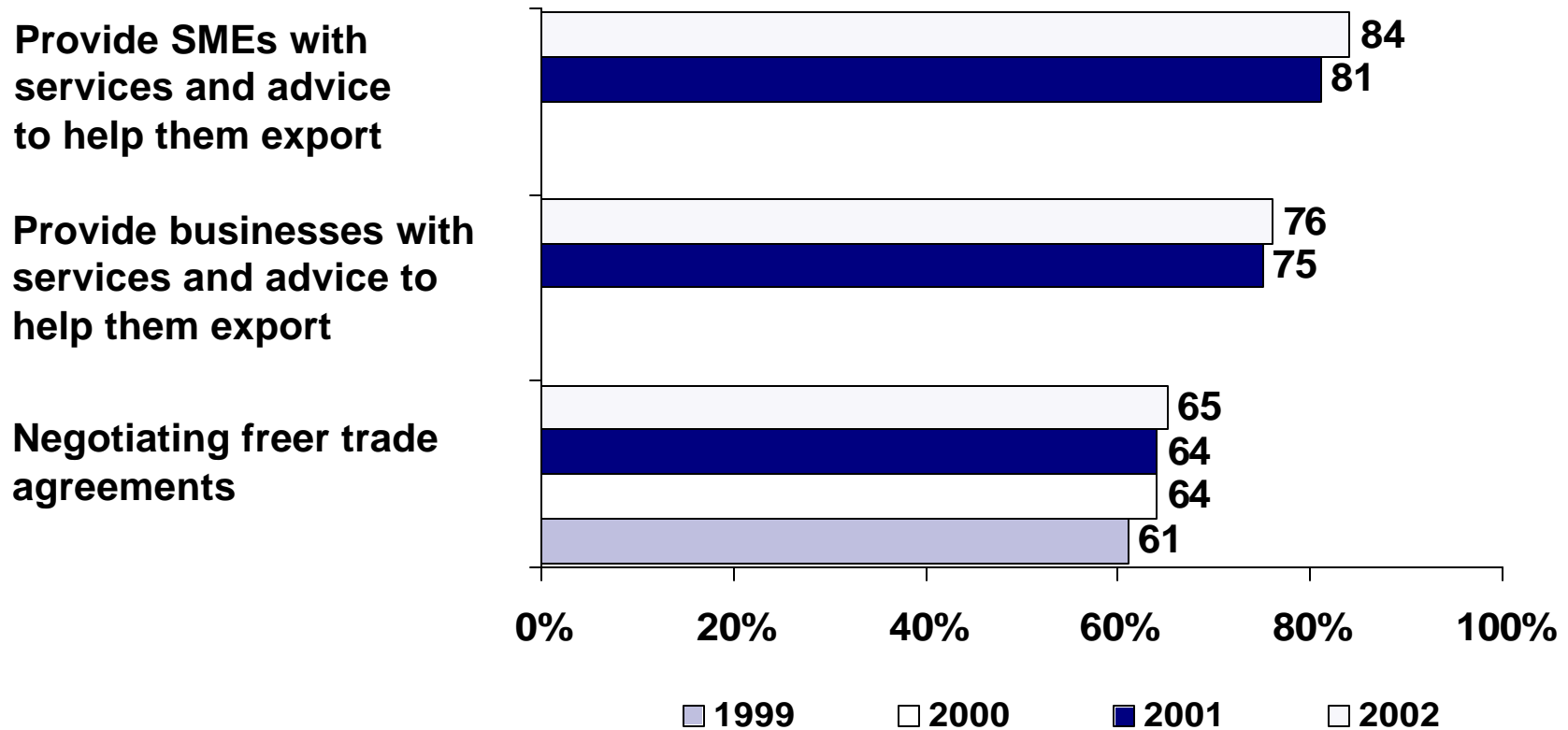


3. Government Role

Trade Priorities

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

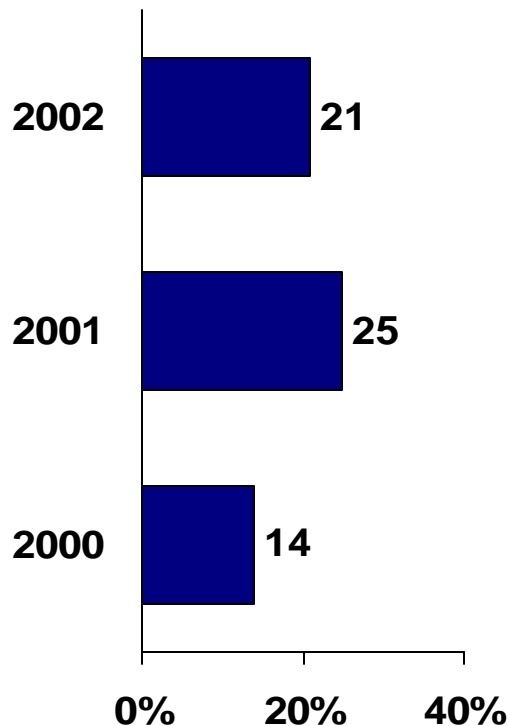
Those saying "high priority"



Team Canada Awareness

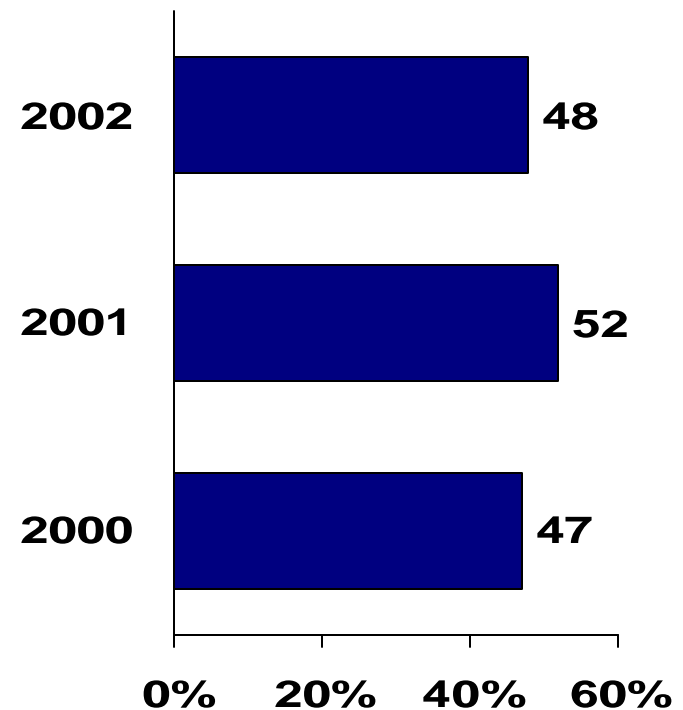
Q. Can you name any activities the Government of Canada is involved in in other countries to promote trade opportunities for Canadian businesses?

Those saying "Team Canada"



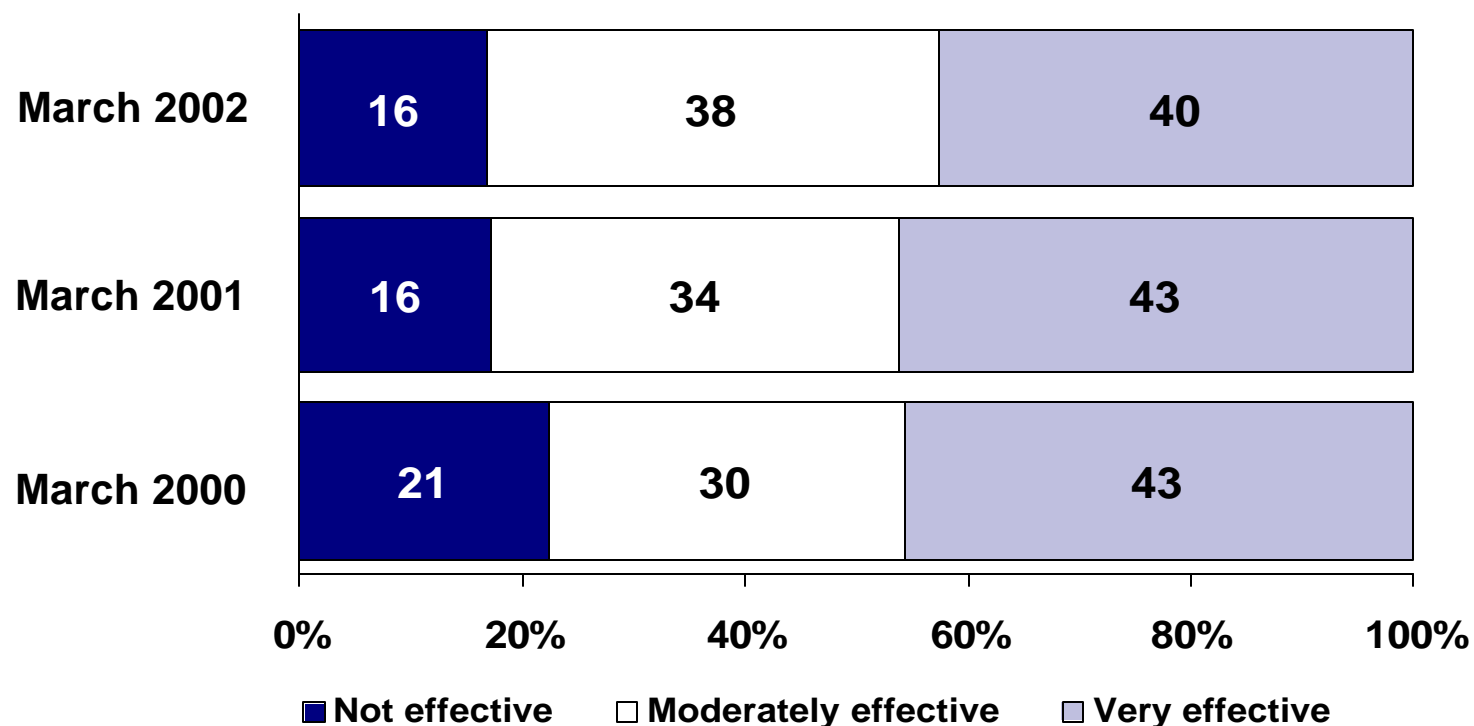
Q. [If no mention of Team Canada] Have you heard of Team Canada trade missions?

Those saying "yes"



Perceived Effectiveness of Team Canada Missions

Q. [If aware of missions] How effective would you say these missions have been in terms of developing new markets and opportunities for Canadian goods and services?

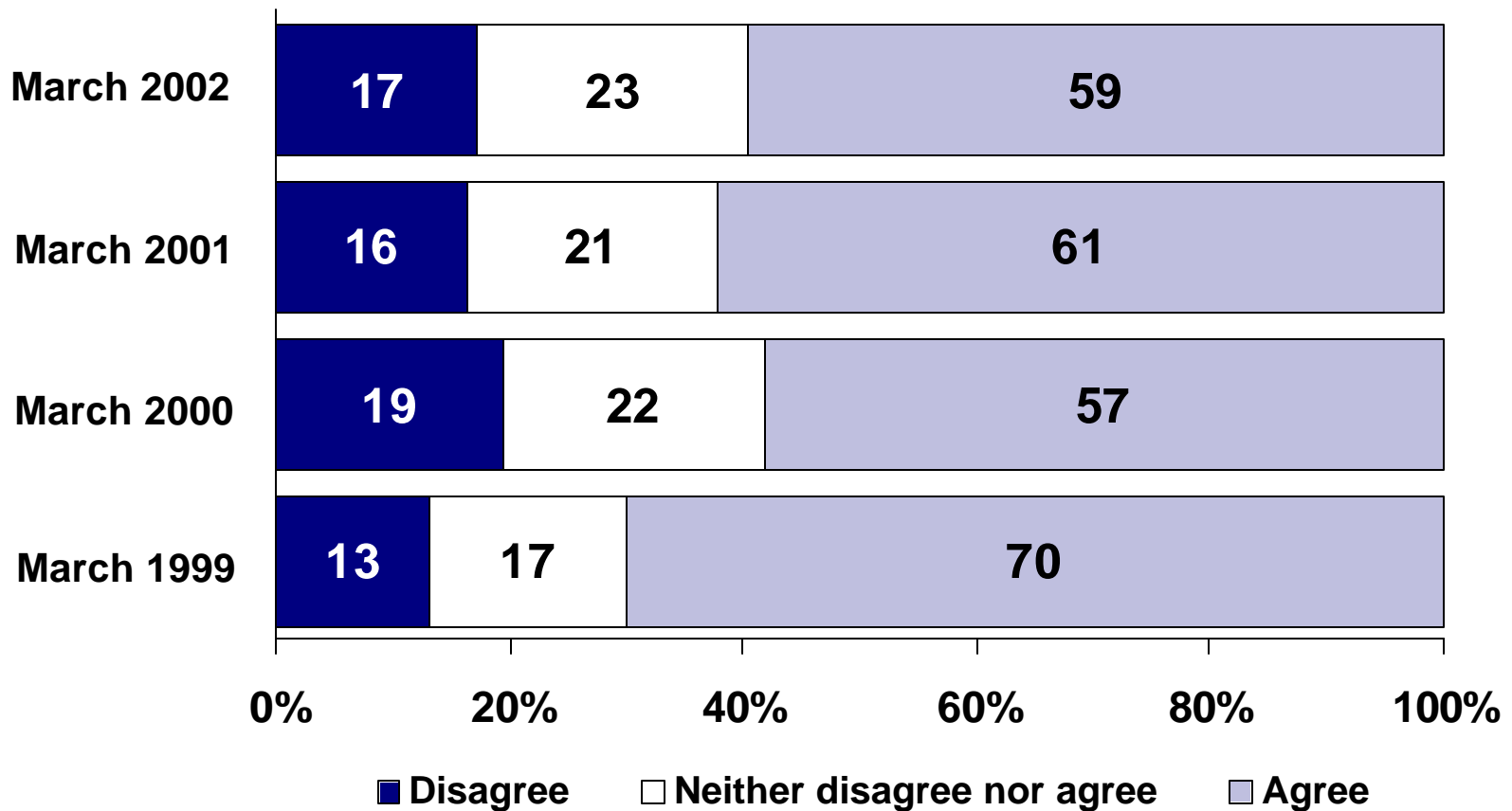


{Base: Those aware of Team Canada missions}

International Trade Survey 2002

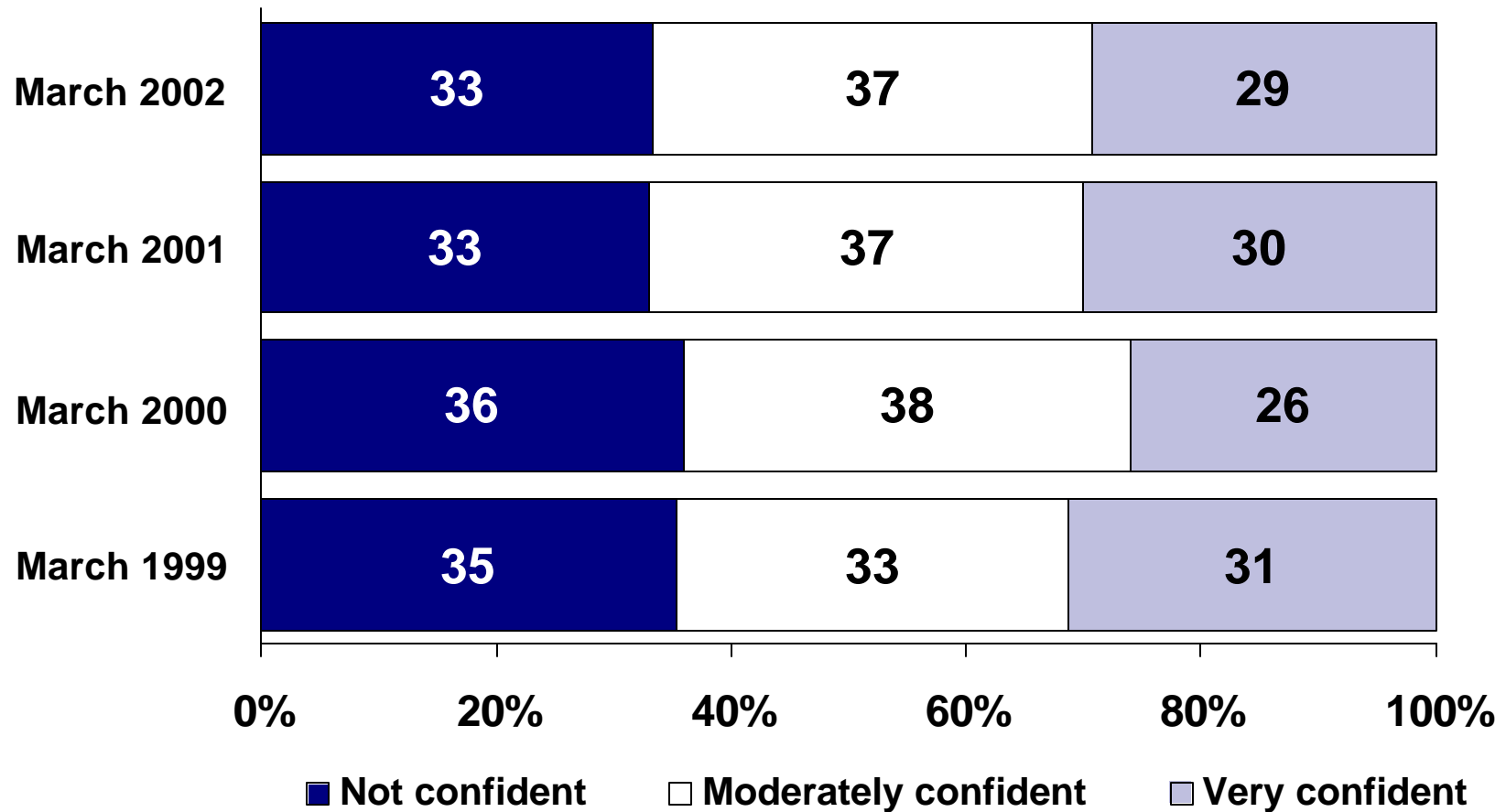
Local Benefits of Trade Promotion

Q. I think Canada's trade promotion efforts translate into jobs and economic benefits for my province.



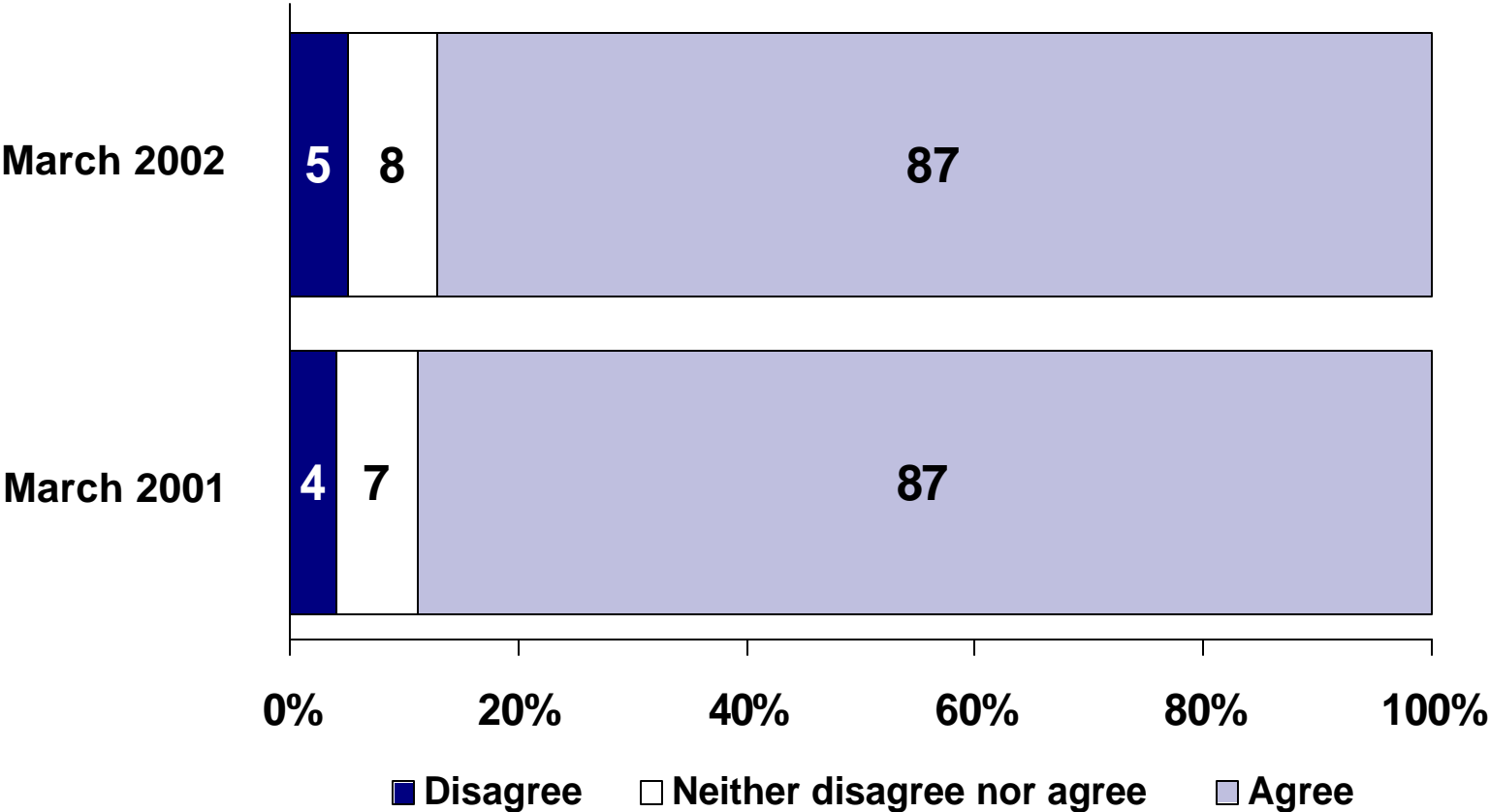
Government as Steward of Canadian Interests

Q. How confident are you in the Government of Canada's ability to protect our national interests when negotiating trade deals with other countries?



Promoting Canadian Value Added

Q. The government should encourage Canadians to process resources here instead of just exporting raw goods.

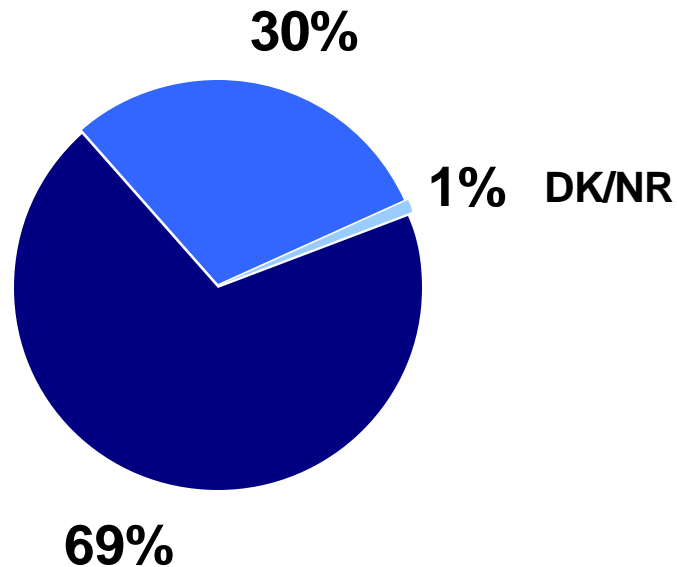


4. Disputes and Relations with the U.S.

Reliance on U.S. Trade

Q. About 80 percent of Canadian exports are to the United States. With that in mind, which of the following statements is closer to your point of view?

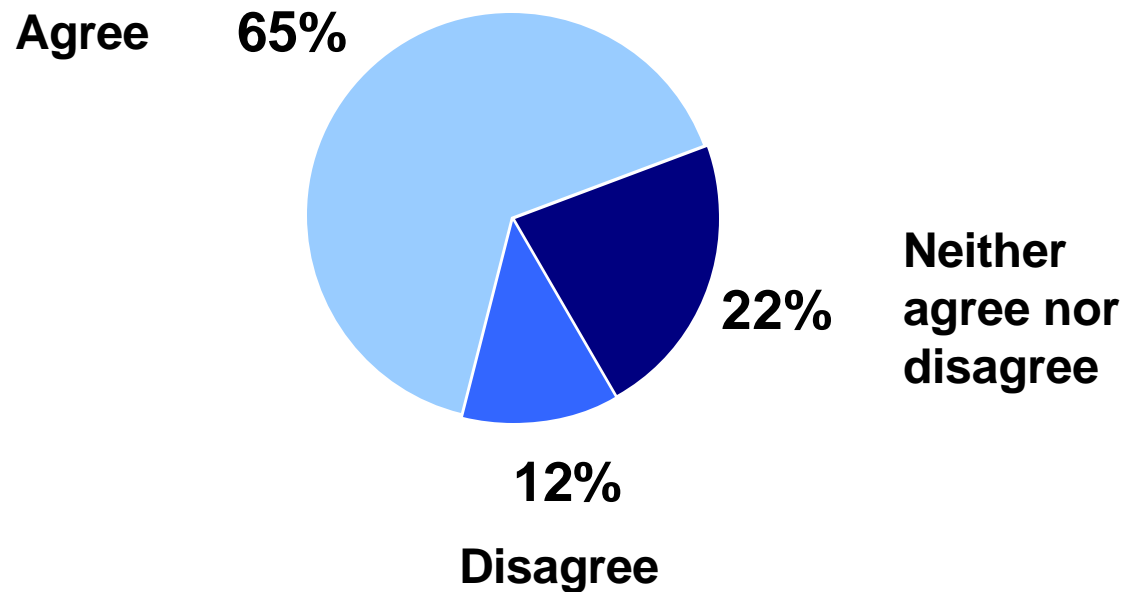
“Since the U.S. is our closest neighbour and we share much in the way of language and culture with them, most of our exports should go there.”



“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.”

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.

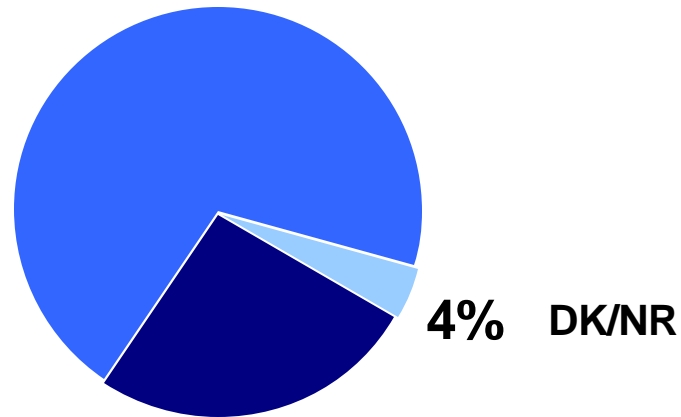


Preferred Course of Action in Softwood Dispute

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

Follow trade rules and launch a formal challenge using existing trade agreements with the U.S.

70%



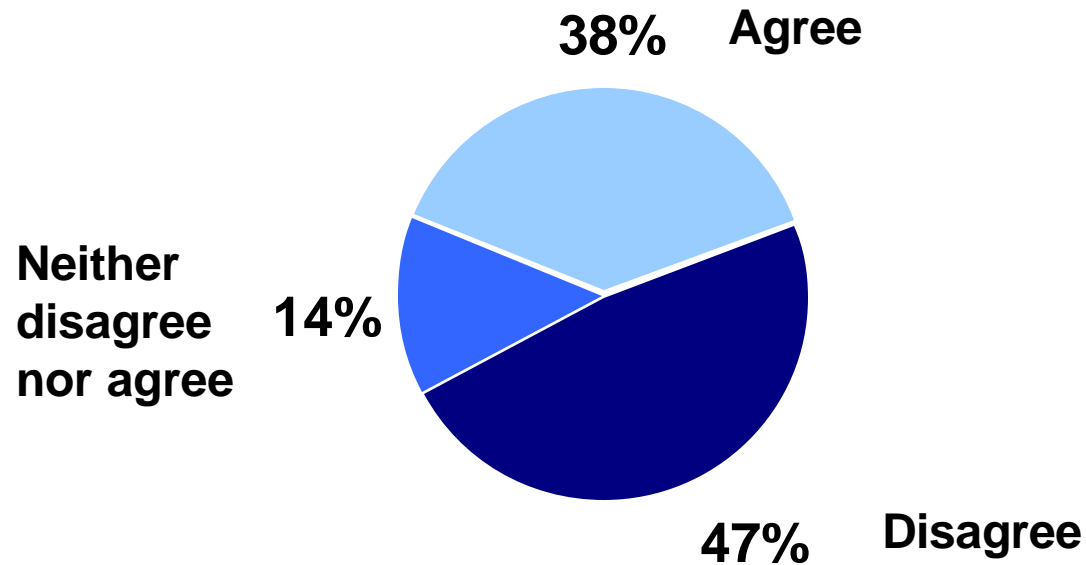
4% DK/NR

26%

Retaliate against the U.S. by blocking exports of other Canadian products that Canada sells to Americans.

Retaliation in Trade Disputes

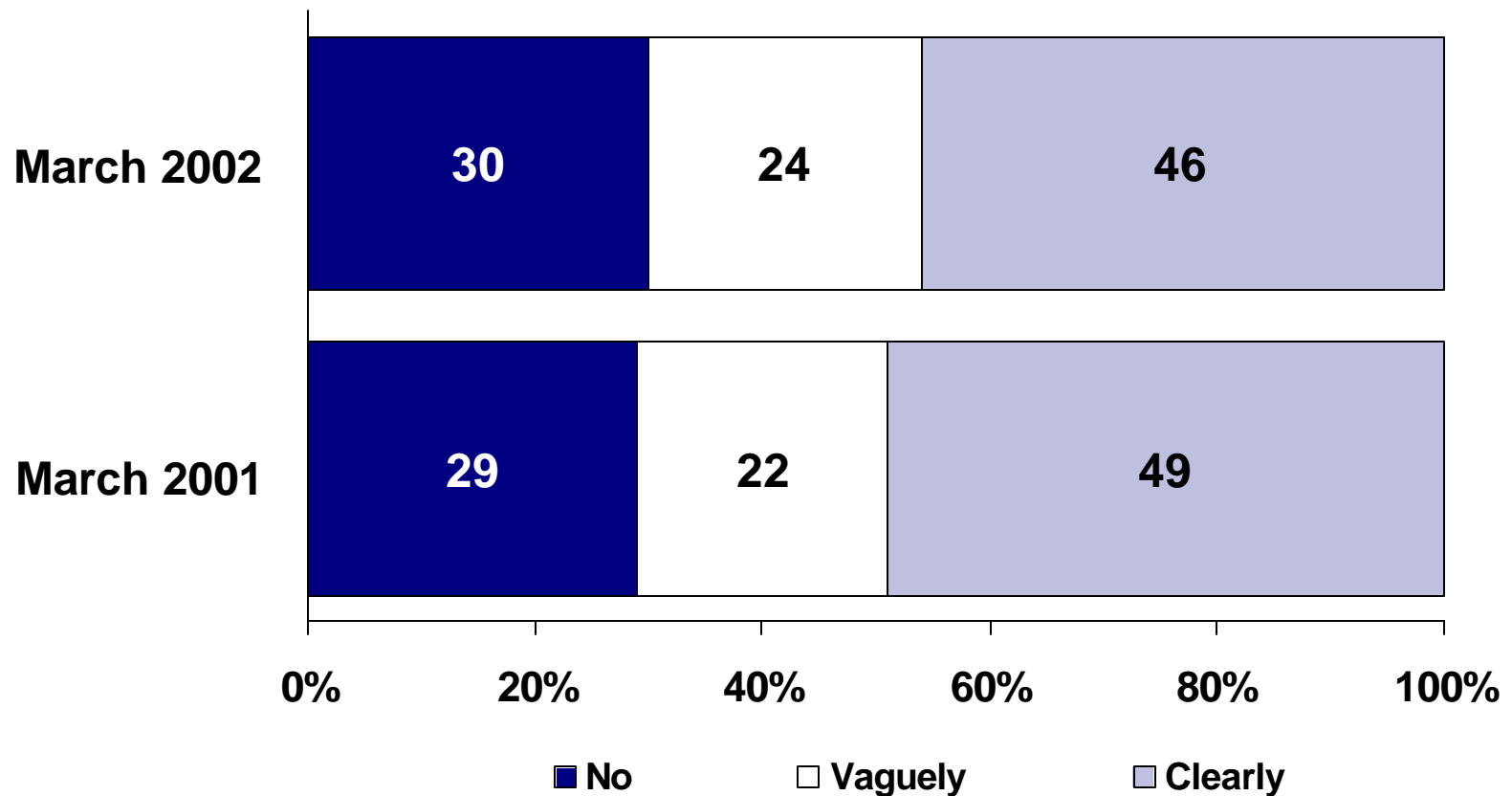
Q. If Canada's trading partners break the rules of trade agreements, then Canada should do the same in response.



5. Trade Protests

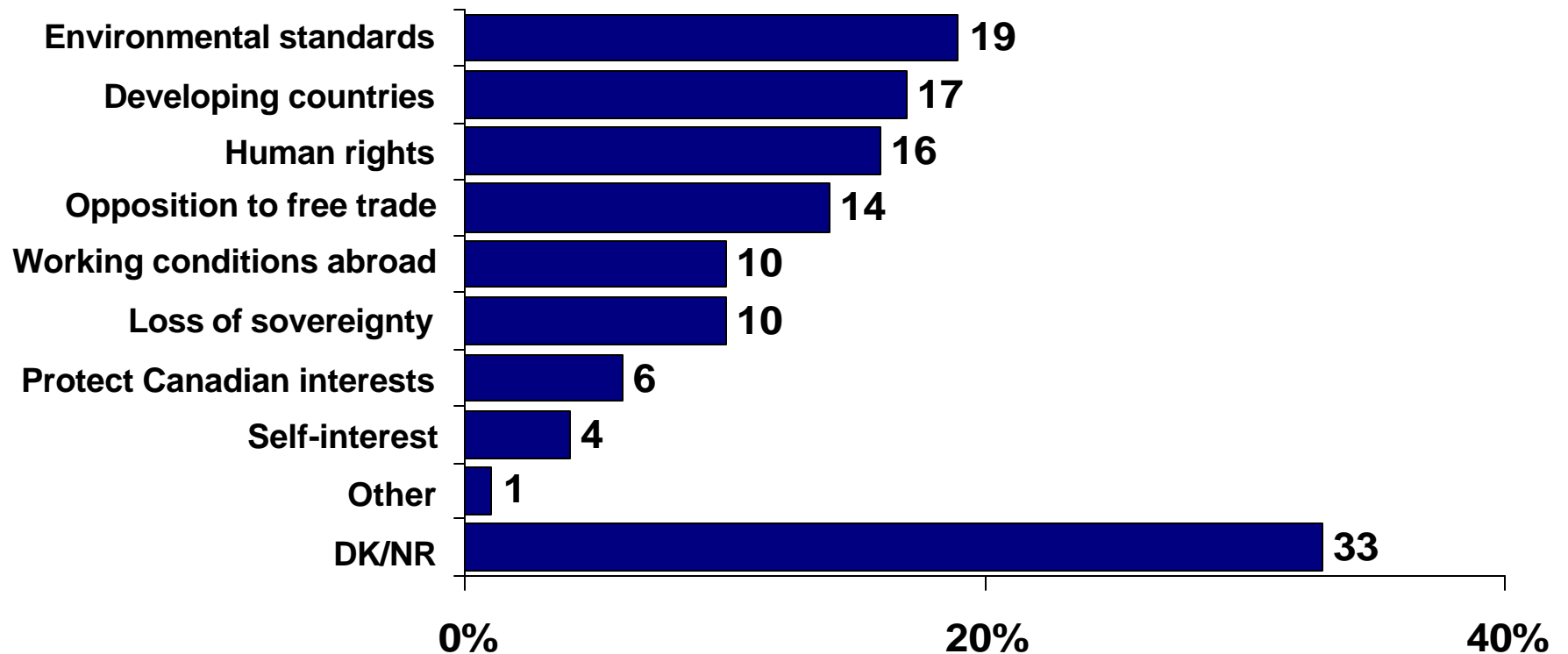
Recall of Protests (i)

Q. There has been some media attention paid to groups which have protested against issues relating to international trade agreements. Do you recall any of this coverage?



Recall of Protests (ii)

Q. To the best of your recollection, what points are the protestors trying to make? (multiple responses accepted)

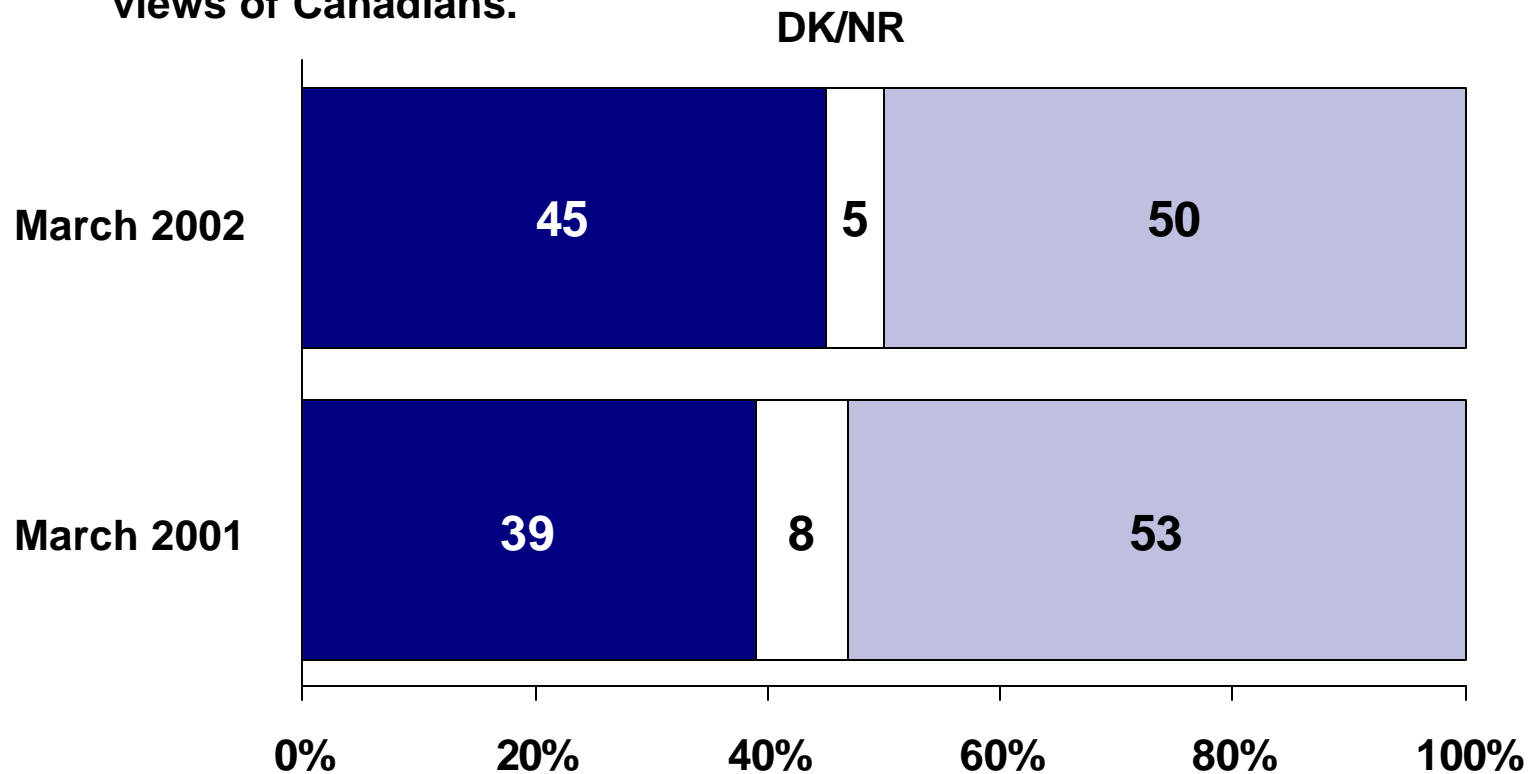


Views on Protests

Q. Thinking about these protests, which of the following two statements is closest to your point of view?

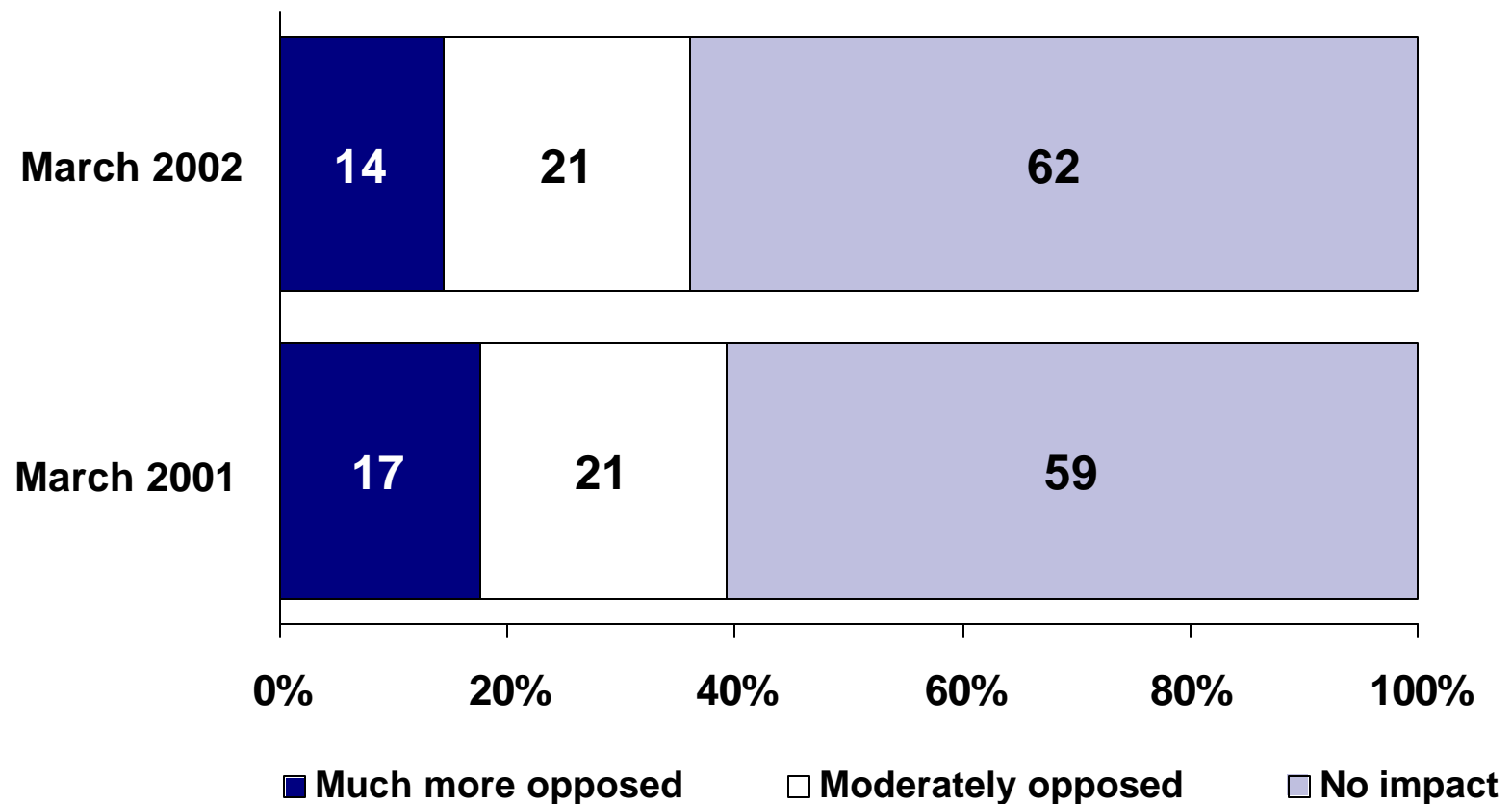
“The protests mainly involve a small group of people on the fringe who do not represent the mainstream views of Canadians.”

“The protests are about valid points that a great many Canadians care about.”



Impact of Protests

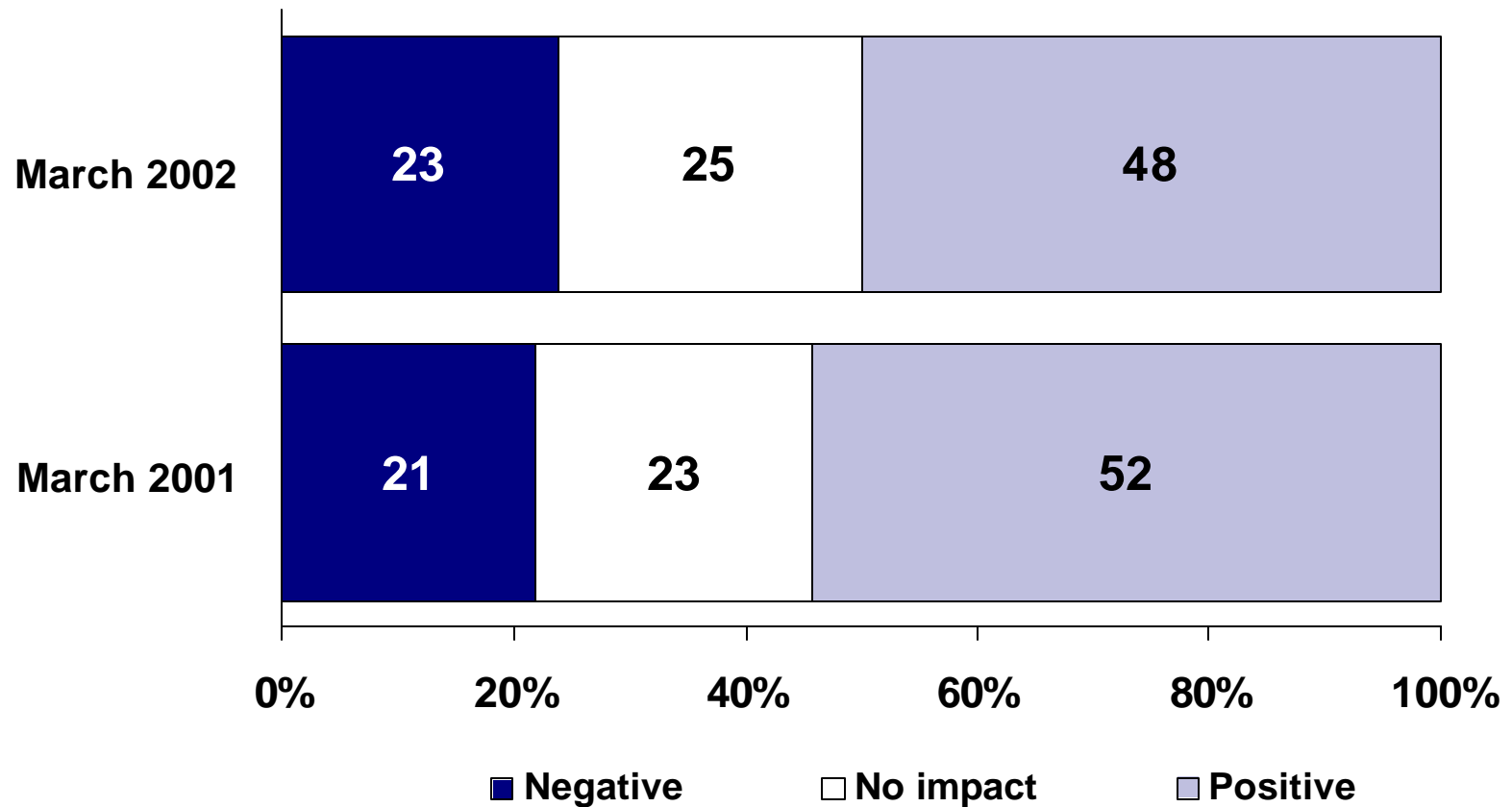
Q. What impact would you say the protests have had on your views of the Government of Canada pursuing more trade agreements?



6. Developing Countries

Trade and Developing Countries

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

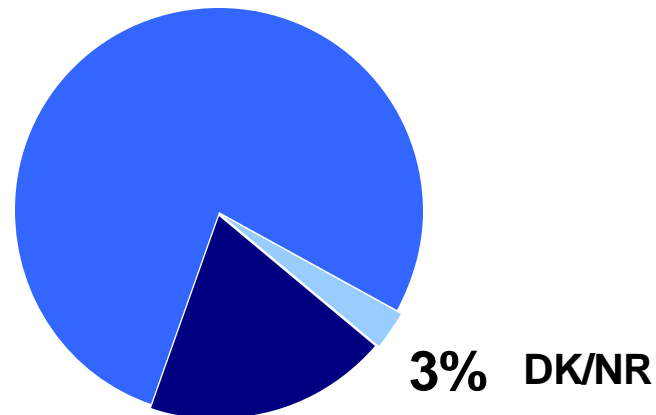


Trade with Developing Countries

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

“Canada should increase imports from developing countries so they will have an opportunity to grow their economies.”

77%



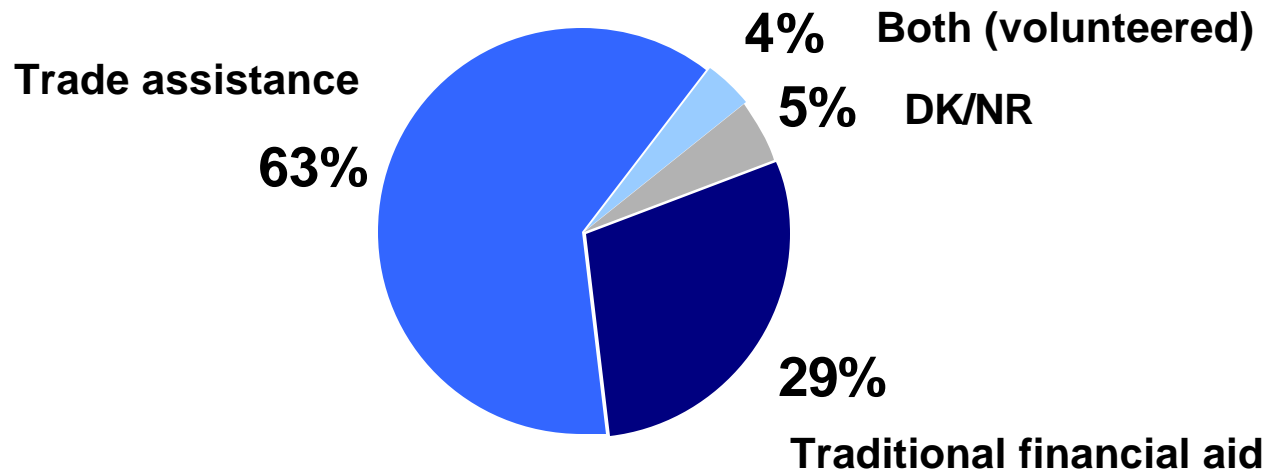
3% DK/NR

19%

“Increasing imports from developing countries means jobs will be lost in Canada and we shouldn't try to increase them.”

Preferred Approach for Developing Countries

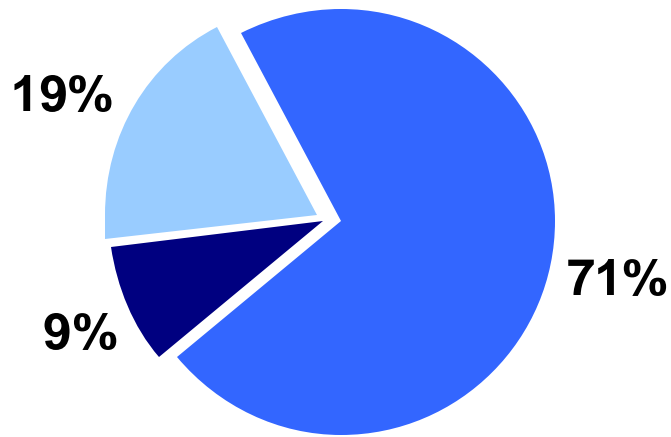
Q. Some people talk about two main approaches in assisting developing countries—traditional financial aid aimed at supporting development projects and trade "assistance", by lowering barriers Canada may have so developing countries can export more goods to Canada. Which do you think would be the best for Canada to take?



7. Engagement and Media Consumption

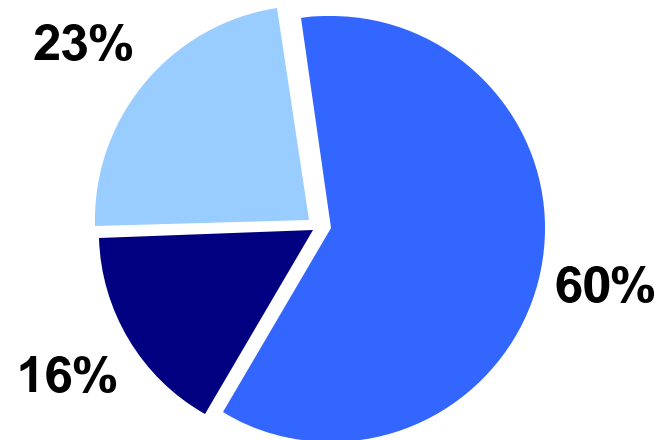
Engagement

Q. How important do you think it is for the Government of Canada to consult average Canadians, like yourself, on issues relating to international trade?



- Low importance
- Moderate importance
- High importance

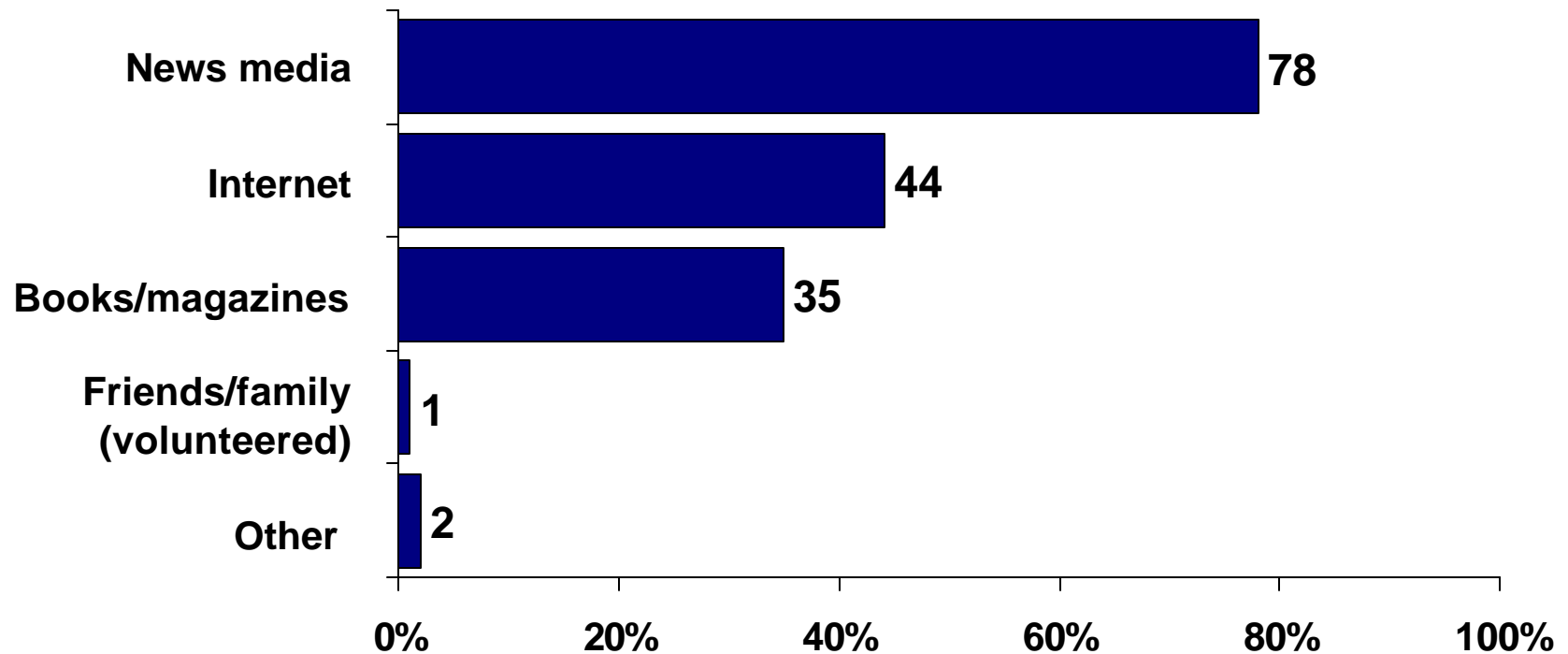
Q. [If “important”] How useful would it be to you personally if the government used an Internet site to consult on these issues?



- Low importance
- Moderate importance
- High importance

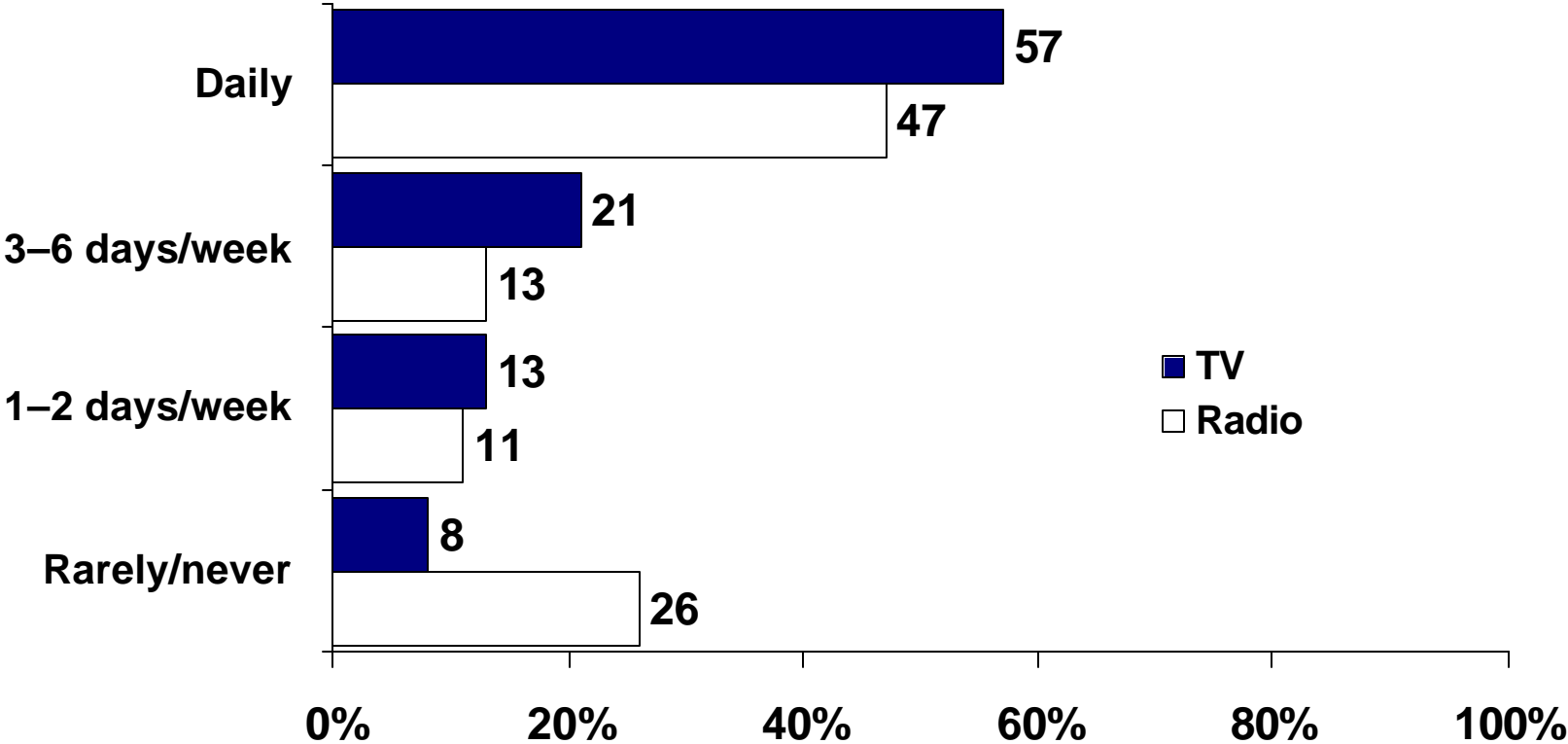
Information Sources

Q. If you were looking for information to help you understand a public issue like international trade, which of the following sources do you think you would turn to?



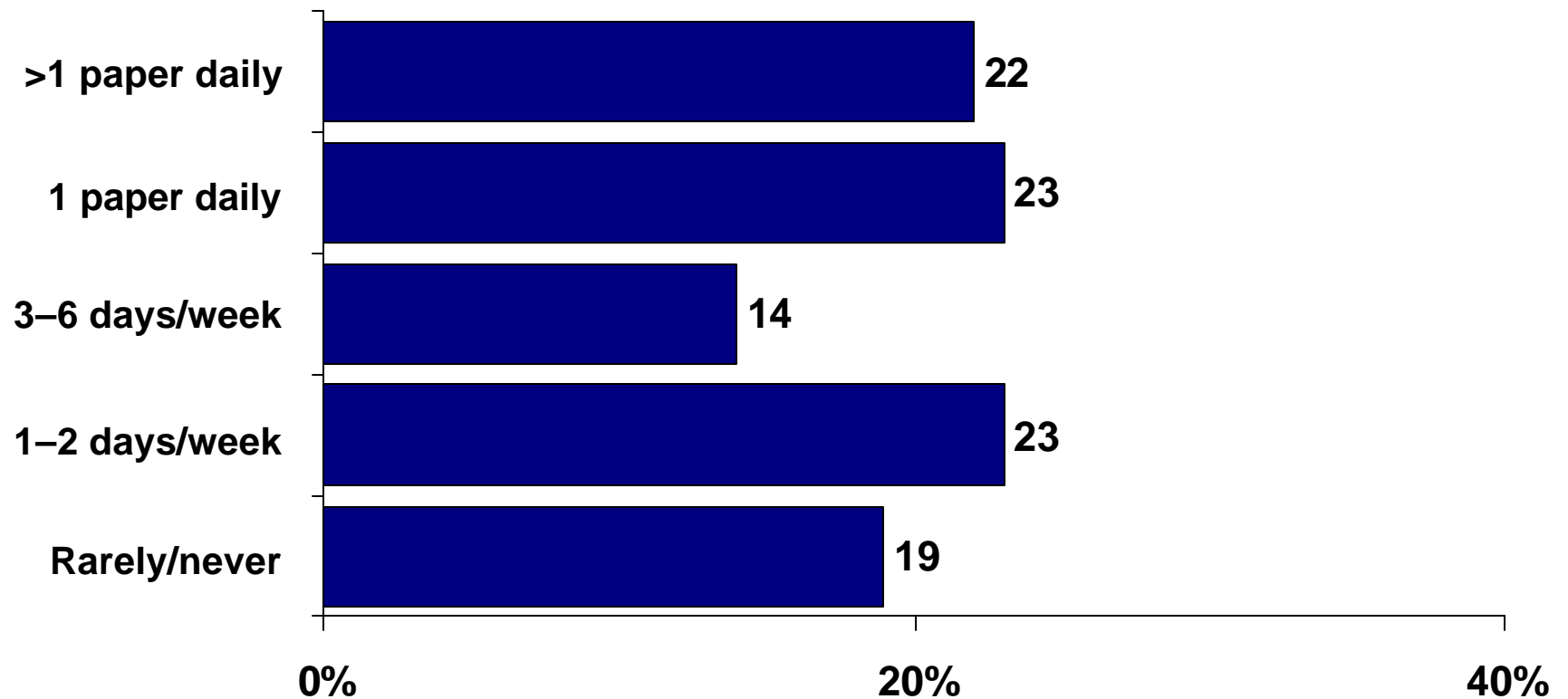
Television/Radio News Consumption

Q. How frequently would you say you watch news or current affairs on TV?
...listen on radio?



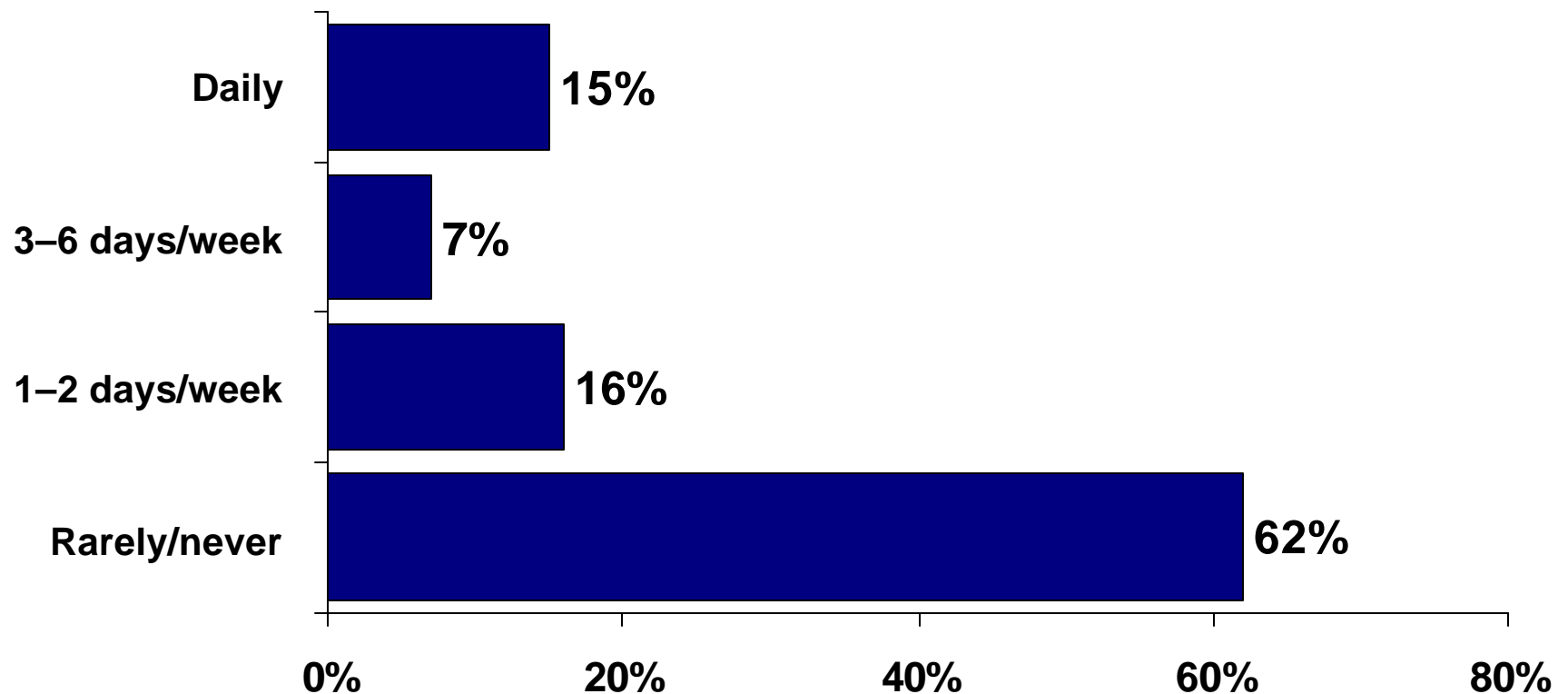
Newspaper Readership

Q. How frequently would you say you read the **news section** of a paper?



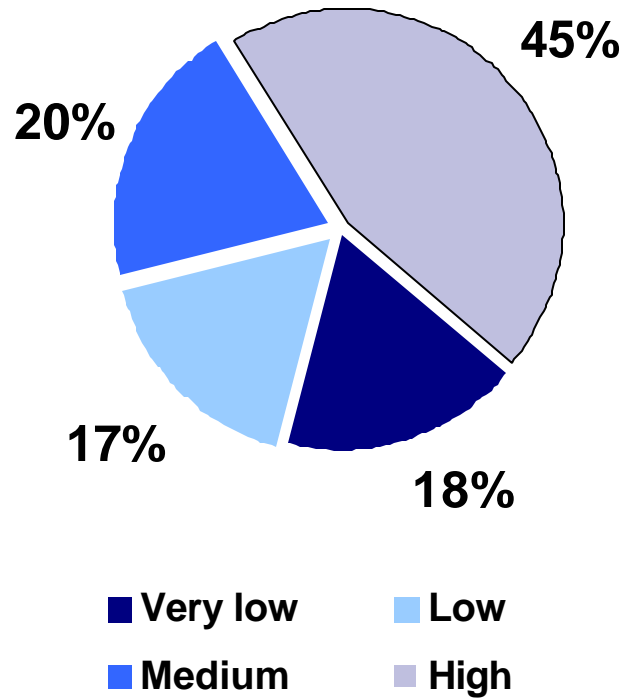
Internet News Consumption

Q. How frequently would you say you look at **news** on the Internet (like Web sites of media outlets or custom sites which offer news or current events)?

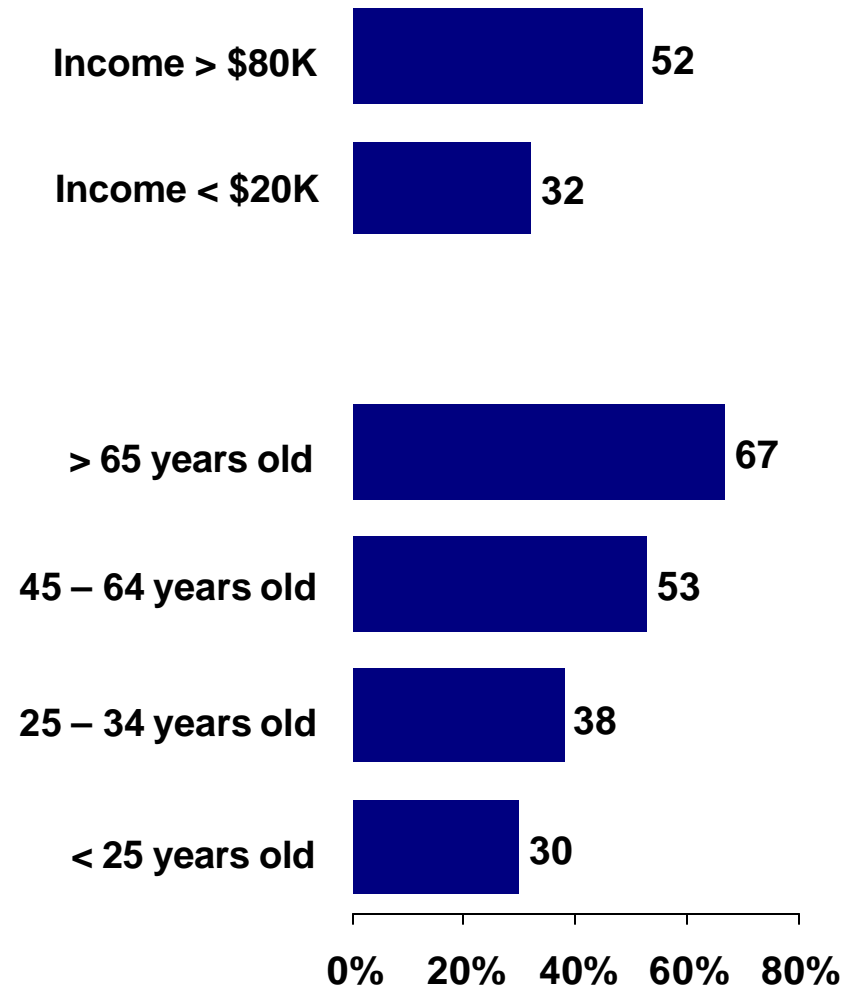


Media Consumption—Summary Index

Summary index created by media consumption indicators



Demographic Variables—“High” media consumption



8. Trade in Services

Trade in Services

Q. What impact do you think international agreements that promote trade in services will have in each of the following areas?

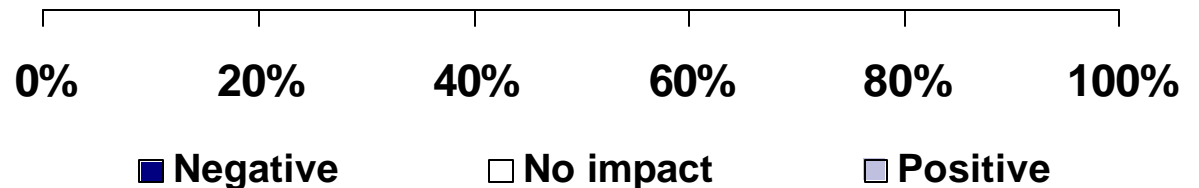
Canadian companies that compete to provide services in other countries



Public services in Canada (like health care, education)



Freedom of Cdn. governments to regulate things like health care and education





Prepared for:
Department of Foreign Affairs
and International Trade
2002



EKOS RESEARCH ASSOCIATES