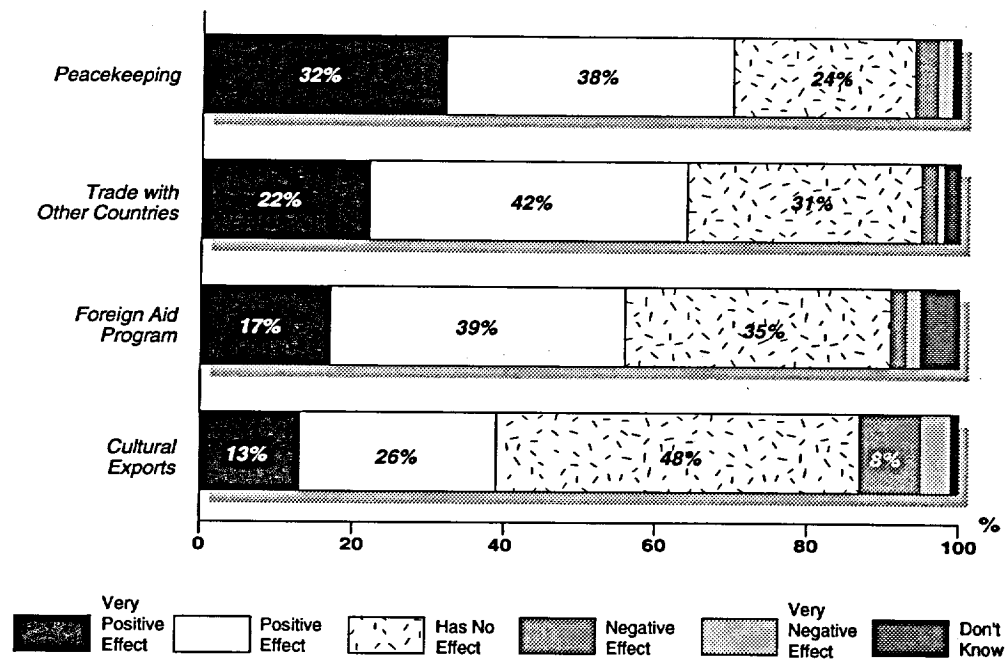


Only 13% of Canadians believe our international reputation is either neutral or negative.

Canadians have a wide variety of views on what sustains Canada's international reputation. As Figure 5 shows, three of the four actions tested received majority support as a positive influence on Canada's reputation.<sup>3</sup>

Figure 5  
Sources of Canada's International Reputation



Nonetheless, Canadians believe that the most important activity contributing to a positive impression of Canada internationally is peacekeeping (which 70% say has a very positive effect) followed by international trade (64%) and foreign aid (56%). Canadian culture is perceived to be the weakest contributor to Canada's reputation of the four factors tested - almost half of Canadians (48%) believe it has no effect at all on Canada's international reputation.

<sup>3</sup> Respondents were asked to rate the effect of each activity on Canada's international reputation using a scale of zero to ten, where zero means a very negative effect and ten means a very positive effect. Responses were then recoded to *very positive* (9, 10), *positive* (7, 8), *no effect* (4, 5, 6), *negative* (2, 3) and *very negative effect* (0, 1).