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Canadians' attitudes to  
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CANADIANS' ATTITUDES  
TO INTERNATIONAL  
TRADE AND DEVELOPMENT

A Research Report  
for  
THE DEPARTMENT OF EXTERNAL AFFAIRS

Dept. of External Affairs  
Min. des Affaires extérieures

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## INTRODUCTION

### I. PURPOSE

After numerous discussions with personnel from the Department of External Affairs, a nation-wide attitudinal study was planned and implemented. The overall objective of the study was to determine the general attitudes of Canadians toward a number of issues pertaining to international trade and development. Specific areas of investigation included:

- \* Foreign trade
- \* Foreign investment
- \* Aid to developing nations

### II. METHODOLOGY

Once the questionnaire was drafted, reviewed by the Department and adjusted accordingly, interviewing began.

The study was designed to include one thousand (1000) interviews conducted by telephone during the first three weeks of April, 1984.

### III. THE SAMPLE

The sample was designed to yield one-thousand interviews with Canadians eighteen years of age or over, one-half among males, one-half among females.

Furthermore, the sample was computer weighted by region in order that each region's contribution to the total sample properly reflected its overall population contribution to the country as a whole.

#### IV. REFERENCE PERSPECTIVE ON REPORTING

This report presents the summary of the data collected, with implications drawn based on analysis of the overall data and the relevant geographic and demographic sub-breaks.

DETAILED FINDINGS

**THE STATED LIKELIHOOD OF PERSONAL PARTICIPATION IN VARIOUS INFORMATION GATHERING SOURCES**

- People were asked how likely they would be to actually participate in a number of areas in order to become better informed about world affairs and foreign policy issues.
  
- Overall, there tends to be two distinct areas — the more passive sources such as the mass media areas, and the more active sources such as attending a meeting or personal contacting. And, as the table below outlines, it is the more passive sources which are utilized to a far greater degree by the majority of Canadians.

Likelihood of...	% of Respondents who are...		
	Very likely	Somewhat likely	Not likely at all
Reading an article in the daily newspaper	66	25	9
Watching a panel discussion or documentary on T.V.	56	32	12
Reading an article in the weekly newspaper	55	27	17
Listening to a radio discussion or information program	54	34	12
Reading an article in a magazine or periodical	53	33	14
Attending a university lecture	17	30	52
Writing the government to request specific information	17	30	53
Attending a public meeting	13	33	55
Base: (1000)			

OUTLOOK FOR THE FUTURE

The degree to which Canadians claim to be basically optimistic about various issues as opposed to basically pessimistic is outlined below.

The data shows that while Canadians are relatively confident that Canada will remain independent from the United States, other issues such as eradicating world poverty, the possibility of another global depression, and the ability of super powers to avoid a nuclear confrontation seem less assured to significant proportions of Canadians.

	% of Respondents who are...		
	Basically optimistic	Basically pessimistic	Don't know
Canada remaining an independent country, separate from the United States	78	19	3
Canada's ability to maintain its level of economic well being	70	27	3
Free trade in the world	65	29	6
The super powers' ability to avoid a nuclear war	62	34	4
The prospect of another world economic depression such as was experienced in the 1930's	48	48	4
The eradication of poverty and starvation in the developing countries	30	66	4
Base: (1000)			

Younger Canadians, while more optimistic about the eradication of poverty and starvation in the world, are less optimistic about the super powers' ability to avoid a nuclear war.

Optimistic About...	% of Respondents who are optimistic			
	Under 25	25 - 39	40 - 49	50 or over
The super powers' ability to avoid a nuclear war	56	61	65	68
The eradication of poverty and starvation in developing countries	37	28	26	30

THREATS TO PERSONAL SECURITY

- Prompted with a list of four items which could pose a threat to one's personal security, Canadians were asked which of the four they believe poses the greatest threat.
- Close to one in two Canadians claim that the acquisition of nuclear weapons by smaller countries such as those in the Middle East poses the greatest threat of the four.
- Regionally, Quebecers are more concerned than others with Soviet military power, while a higher proportion of B.C. residents rate communist subversion as a primary threat to their security.

Poses Greatest Threat	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Acquisition of nuclear weapons by smaller countries such as one of the Middle East countries	49	52	43	52	45	54
Soviet military power	23	16	20	22	30	22
American military power	14	19	14	15	11	10
Communist subversion	12	10	20	9	13	13
No opinion.	1	3	3	2	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

- Men (56%), more so than women (42%) report greater concern with the potential acquisition of nuclear weapons in the Middle East.
- It is interesting that while those born in Canada, and those born outside of Canada both claim that the acquisition of nuclear weapons poses the primary threat to personal security among the elements listed, the secondary threat differs somewhat ... with Canadian born more likely to rate Soviet military power second (24% vs. 16%) and those born elsewhere more likely to rate American military power as a secondary source of concern (22% vs. 12%).

POTENTIAL CAUSES OF A NUCLEAR WAR

Canadians were asked to rate a series of issues or events which could potentially lead to a nuclear war. Of these four, a crisis in the Middle East is seen as the potentially most volatile by about two in five Canadians.

Moreover, these attitudes tend to be quite consistent across the data breaks, although Quebeckers are equally likely to rate Soviet aggression as high as a Middle East crisis as the most likely cause of such an event taking place.

Most Likely Cause	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
A crisis in a place such as the Middle East	43	50	45	46	34	47
Accident or equipment malfunction	24	20	27	27	23	19
Aggression by the Soviet Union	22	18	20	17	30	23
Aggression by the United States	9	10	7	9	10	9
No opinion	2	2	1	1	3	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

PRIORITIZING THE SIX THEMES OF CANADIAN FOREIGN POLICY

Canadians were exposed to six themes basic to the conduct of Canadian foreign policy and asked which one they feel is most important. As the data shows, there are two themes which Canadians feel should underscore foreign policy ... promoting peace and security, and fostering economic growth and prosperity.

Theme Of Foreign Policy	Total	% of Respondents rating theme most important				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Promoting world peace and security	38	35	36	33	43	50
Fostering economic growth and prosperity	28	27	31	32	25	17
Protecting the world's natural environment and resources	14	13	12	16	15	11
Safeguarding Canadian sovereignty and independence	11	17	10	13	6	12
Improving the quality of life through cultural and educational exchanges	4	4	7	4	4	3
Promoting social justice through assistance to developing nations	4	2	4	1	7	7
No opinion	1	2	-	1	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

There are also skews by sex. Males are more likely than females to cite fostering economic development as the most important premise of Canada's foreign policy (33% vs. 22%), while females more so than males indicate that world peace is the priority theme (47% vs. 28%).

PERCEIVED IMPORTANCE OF VARIOUS FOREIGN POLICY SUBJECTS

- The degree to which various foreign policy subjects are seen as very important, somewhat important, or not important at all is presented in the following data. The table is presented in rank order starting with issues perceived as more important to those perceived as not as important overall.

	% of Respondents who say...		
	Very important	Somewhat important	Not important at all
The United States and the Soviet Union reaching a nuclear arms control agreement	77	18	5
Protecting our oceans and insisting on the proper management of the fisheries and other resources	76	21	2
Dealing with the United States on acid rain	75	21	3
Ensuring that the United Nations treats all of its members according to the same standards	68	27	4
Ensuring that NATO pays equal attention to maintaining adequate defences and promoting understanding between the super powers	64	31	4
Offering ideas for controlling the non-nuclear arms race	61	34	5
Efforts to control and reduce the non-nuclear arms race	60	31	8
Participation in UN peacekeeping efforts	60	34	6
The expansion of international trade	59	37	4
Making respect for human rights a condition of our aid to developing countries	59	35	6
Promoting and defending human rights in other countries	57	34	8
Defence arrangements under NATO	50	41	8
Membership in the United Nations	50	38	12
Criticizing the United States when we think it is wrong	45	38	16
Promoting solutions to conflicts in developing countries	43	47	10
Criticizing the Soviet Union when we think it is wrong	42	38	20
Promotion of international understanding and development through the commonwealth	40	37	12
Efforts to reduce the international debt of countries	40	44	15
Protecting Arctic sovereignty	40	44	13
Providing aid to developing countries	39	49	12
The negotiation of tariffs and international trade agreements	38	55	5
Imposing restrictions on importation of foreign goods such as Japanese automobiles	33	46	21
Relaxing restrictions on foreign investments in Canada	30	49	20
Promotion of international development and understanding through the family of French speaking nations	18	49	32
Base: (1000)			

By region, differences exist as follows:

- \* In British Columbia - on the whole, attitudes in B.C. tend to reflect those of the country as a whole with regard to how important each of the various issues presented are perceived as being. When differences exist, it tends to be that British Columbians believe that the issues are somewhat less important than the country overall, as is the case with:
  - offering ideas for controlling non-nuclear arms
  - making respect for human rights a condition of our aid to developing countries
  - promoting and defending human rights in other countries
  - promoting solutions to conflicts in developing countries
  - efforts to reduce the international debt of countries
  - providing aid to developing countries
  - imposing restrictions on importation of foreign goods such as Japanese automobiles
  
- \* In Prairie Provinces - Prairie residents' viewpoint regarding the importance of various foreign policy subjects replicates the attitudes of the country as a whole. The one exception to this is that they are less likely to feel that it is important to criticize the U.S. when we think it is doing something wrong.
  
- \* In Ontario - two issues are seen as more important by Ontarians than by those in other parts of Canada:
  - dealing with the United States on the acid rain issue
  - promoting solutions to conflicts in developing countries
  
- \* In Quebec - Quebecers see three issues as more important than do those in other parts of the country:
  - participation in UN peacekeeping efforts
  - promoting solutions to conflicts in developing countries
  - promotion of international development and understanding through the family of french speaking nations.

On the other hand, the Quebec populace, on average, find each of the following as less important:

- protecting oceans and insisting on the proper management of fisheries and other resources
- ensuring that the United Nations treats all of its members according to the same standards
- ensuring that NATO pays equal attention to maintaining adequate defenses and promoting understanding between the super powers
- efforts to control and reduce the non-nuclear arms race
- expansion of international trade
- making respect for human rights a condition of our aid to developing countries
- defence arrangements under NATO.
- membership in the UN

\* In the Maritimes - Maritimers have placed a greater degree of importance than others on a number of foreign policy subjects. Particularly the following:

- protecting our oceans and insisting on proper management of the fisheries and other resources
- ensuring that the United Nations treats all of its members according to the same standards
- ensuring that NATO pays equal attention to maintaining adequate defences and promoting understanding between the super powers
- efforts to control and reduce the non-nuclear arms race
- promoting and defending human rights in other countries
- defence arrangements under NATO
- membership in the UN
- criticizing the Soviet Union when we think it is wrong
- efforts to reduce international debt of countries

There are also differences by sex. Men are more likely than women to rate each of the following foreign policy subjects as more important:

- \* the expansion of international trade
- \* defence arrangements under NATO
- \* efforts to reduce the international debt of countries
- \* the negotiation of tariffs and international trade agreements
- \* relaxing restrictions on foreign investment in Canada

Women, on the other hand, place higher importance levels than do men on the following:

- \* the United States and the Soviet Union reaching nuclear arms control agreement
- \* efforts to control and reduce the non-nuclear arms race
- \* participation in UN peacekeeping efforts.

**THE PERCEIVED IMPORTANCE OF CANADA'S RELATIONSHIP WITH OTHER COUNTRIES OR REGIONS**

The perceived importance of Canada's relationship with a selected group of countries and regions is explored below.

	% of Respondents who say relationship with ___ is ...		
	Very important	Somewhat important	Not important at all
<b>By Country...</b>			
The United States	88	11	1
Japan	64	34	2
The United Kingdom	57	38	4
The U.S.S.R	54	37	8
China	51	40	7
West Germany	39	52	7
France	34	55	10
Australia and New Zealand	25	56	16
Mexico	21	57	20
Italy	17	62	19
<b>By Region...</b>			
Western Europe	46	48	5
The Middle East	36	49	12
Eastern Europe	31	55	13
Asia	28	56	14
Central America	24	53	20
South America	23	56	18
The Caribbean	18	54	26
Africa	16	53	29
Base: (1000)			

FOREIGN INVESTMENT

Response To The Source And Target Of Foreign Investment

- When asked whether there is too much, not enough, or the right amount of foreign investment by a selected group of countries, the data shows that Canadians tend to be desirous of a balanced foreign trade policy. Countries which have traditionally been involved in the Canadian economy, like the USA, Japan, Hong Kong all elicit significant proportions of Canadians believing that they are investing too heavily in Canada. On the other hand, Canadians would like to see more investment in Canada from Great Britain, France, and other European countries in general.
  
- With respect to various industrial sectors, again, the strongest belief that too much foreign investment exists in that specific area pertains to the two sectors which have been dominated by foreign investment in recent years -- oil/gas, and clothing/textiles.
  
- Canadians are saying that foreign investment is acceptable, as long as its source, and its target industry do not become too focussed in certain areas, and thus overly pervasive in any one element of Canada's economy.

	% of Respondents who say ...		
	Too much	Not enough	About right
<b>Foreign Investment from...</b>			
The United States	35	21	42
Japan	31	26	39
Hong Kong	27	26	40
Great Britain	6	42	48
France	5	38	50
Europe as a whole	6	42	47
<b>Sector of Foreign Investment</b>			
Oil and gas	32	21	43
Clothing and textile	30	25	41
Manufacturing	21	35	40
Forestry	15	25	55
Mining	15	28	51
Telecommunications	13	24	57
Transportation	11	24	59
Base: (1000)			

Perceived Impact Of Foreign Owned Companies

A majority of Canadians believe that foreign owned companies take more out of Canada than they put in ... a proportion which has potential to generate a good deal of sensitivity if foreign owned companies are not seen as benefitting Canada to the degree that people feel they should.

	<u>% of Respondents</u>
<u>Foreign Owned Companies ...</u>	
Take more out of Canada than they put in	56
Put more into Canada than they take out	11
Put into Canada about what they take out	32
Don't know	<u>1</u>
	100
Base:	(1000)

Corporate Citizenship Of Foreign Owned Companies

Even though the majority claim that foreign owned companies are equally effective corporate citizens with their Canadian counterparts, the remainder are significantly more likely to believe that foreign owned companies are not as good, as opposed to better corporate citizens. Again, there are latent sensitivities which exist, and which could become more overt if Canadians do not feel as though they are benefitting from this form of foreign investment.

	<u>% of Respondents</u>
<u>Foreign Owned Companies Are:</u>	
Better corporate citizens	9
The same	56
Not as good corporate citizens	27
Don't know	<u>8</u>
	100
Base:	(1000)

Canadians' Perceptions Regarding The Target Of Foreign Investment In Canada

Two in three Canadians perceive that foreign investment is targeted in a few industrial sectors as opposed to spread evenly through the economy.

	<u>% of Respondents</u>
<u>Foreign Investment Is...</u>	
Concentrated in a few sectors	67
Spread evenly through economy	21
Don't know	<u>12</u>
	100
Base:	(1000)

Should Foreign Investment Be More Heavily Regulated?

As stated, the data shows that Canadians desire a balanced foreign investment policy, but they also do not perceive this to be the current situation in Canada. As a result, over two in five would like to see foreign investment more tightly controlled or restricted ... a proportion more than twice that who believe foreign investment restrictions should be relaxed somewhat.

	<u>% of Respondents</u>
<u>Foreign Investment Should Be ...</u>	
More tightly controlled	42
Less tightly controlled	20
No more or less tightly controlled	32
Don't know	<u>6</u>
	100
Base:	(1000)

Strongest in support of a more tightly controlled foreign investment policy are ...

- \* Quebeckers (51%)
- \* rural residents (50%)
- \* females (47%)
- \* the well educated (47%)
- \* those earning under \$20,000 (45%)

On the other hand, the following groups would welcome a more relaxed policy more so than others:

- \* those earning \$35,000 or more (28%)
- \* Canadians born elsewhere (26%)
- \* B.C. residents (27%)
- \* Maritimers (26%)
- \* males (25%)
- \* university educated (25%).

In addition, those who indicated that they would support tougher foreign investment regulations were asked if they would continue to support tougher restrictions if it; a) slowed the growth of the economy; and b) meant that some Canadian businesses were forced to close.

The data shows that tighter controls with the above mentioned side effects become a less viable choice for most Canadians.

If This Meant ...	% of Respondents who ...		
	Support tighter controls	Oppose tighter controls	Don't know
Slower economic growth	25	68	7
Canadian businesses were forced to close	13	79	8
Base: (1000)			

Would Increased Foreign Investment Decrease Canadian Sovereignty?

- Overall, about as many Canadians agree as disagree that an increase in foreign investment would lead to an ultimate decrease in Canadian independence and sovereignty.

	% of Respondents who ...			
	Agree strongly	Agree somewhat	Disagree somewhat	Disagree strongly
Increasing foreign investment in Canada would increase the foreign control of Canada, and this would lead to a decrease in our sovereignty or independence	23	31	29	16
Base: (1000)				

- Most sensitive to this issue at this point in time are the following geographic and demographic groups:

- \* females
- \* upper income earners
- \* Ontario residents
- \* B.C. residents
- \* those very interested in world affairs
- \* better educated Canadians.

Preferred Federal Government Policy On Foreign Investment

- Canadians were read a list of four potential government policy statements pertaining directly to the issue of foreign investment in Canada. They were then asked to indicate which of the four would be the most appealing course for the government to follow.
- For two in three Canadians, the preferred policy is for the government to be allowing foreign investment, but regulating it to ensure it continues to benefit Canada. People have clearly accepted foreign investment as part of the Canadian economy. They simply want assurances that it will not get out of control.
- As a result, neither a closed shop nor a completely open shop are viewed as viable alternatives by the vast majority of Canadians.

Federal Government Should ...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Attempt to buy back foreign owned businesses in Canada	7	8	10	6	8	4
Allow foreign investment, but screen, regulate and control it to ensure that it benefits Canada	66	62	70	67	62	77
Stipulate minimum Canadian ownership requirements for any foreign owned company	19	20	13	20	22	17
Allow foreign investment, without restrictions	6	9	7	6	6	2
No opinion	2	1	-	1	2	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

INTERNATIONAL TRADE

Perceived Importance Of International Trade

- Overall, the vast majority of Canadians believe that international trade is a very important element in the continuing prosperity of Canada. Again, Canadians recognize the importance of a truly global economy.

International Trade Is...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Very important	79	83	77	83	73	81
Somewhat important	20	16	22	16	27	18
Not important at all	1	1	1	1	-	1
Total	100	100	100	100	100	100
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Prioritizing Elements Of International Trade

In an attempt to determine the priority Canadians believe should be placed on certain foreign policy issues by the federal government, they were read a list of seven issues and asked to rate them on a scale of one to ten. The data was compiled such that the closer the rating score is to ten, the greater the priority which Canadians would like to see placed on that particular issue.

As the data which follows reveals, Canadians are clearly desirous of a trade policy which they see as beneficial for Canadian industries in the short term, such as developing new export markets, and expanding trade in existing markets. Other issues such as increasing foreign investment, providing developmental assistance to poor countries, and establishing protectionist policies are not seen as priority areas by the majority of Canadians.

	Average Rating (maximum 10.0)	% Rating 8, 9 or 10
Developing new export markets for Canadian industries	8.5	79
Expanding trade in existing markets	7.8	59
Improving trade relations in the U.S.	7.7	60
Developing sectoral trade arrangements with the U.S.	7.4	53
Increasing foreign investment in Canada	6.4	36
Giving more developmental assistance to the poor countries of the world	6.0	28
Imposing tighter restrictions on the importation of foreign cars	5.8	30
Base: (1000)		

Perceived Impact Of International Developments

- The degree to which various international developments are seen as impacting on domestic issues is outlined below. While international developments are seen as having at least some impact on each of the issues discussed, Canadians seen the value of the dollar being impacted most.

	% of Respondents who feel ____ has...		
	A great deal of impact	Some impact	No impact at all
The value of the Canadian dollar	59	32	8
Interest rates including mortgage rates	49	40	10
Employment in Canada	42	46	12
The development of Canada's natural resources	37	48	13
The price of food in Canada	37	51	11
Canada's well being	36	57	7
The security of Canadians	35	53	11
Base: (1000)			

Perceived Effectiveness Of Federal Government In Controlling Economy

On a one to ten scale, Canadians were asked to rate the effectiveness of the federal government's handling of the economy. Overall, Canadians believe that the federal government is only about half as effective as it should be in terms of controlling the economy.

Rating Given	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
1 - 4	34	44	49	33	24	30
5 - 7	49	41	37	51	57	53
8 - 10	17	15	14	16	19	17
Total	100	100	100	100	100	100
Average (Maximum 10.0)	5.2	4.9	4.7	5.4	5.6	5.5

Consistent with the above data, most Canadians believe that the federal government should be doing more to control the Canadian economy ... a belief shared equally across geographic and demographic sub-cells.

% of Respondents

To Control Canadian Economy  
Federal Government Should Do...

More	80
Less	6
No more or less	12
Don't know	<u>2</u>
	100

Base: (1000)

Perceived Effectiveness Of Canadian Industry In Competing With Other Countries

- Using a one to ten scale, Canadians were asked to rate how effectively Canadian industry is in competing with other trading countries. The rating scale is such that the closer the score is to ten, the more effective they perceive Canadian industry to be.
  
- Overall, the data shows that the majority of Canadians do not feel Canadian business is as effective as it could be in competing with other trading countries.

	<u>% of Respondents</u>
<u>Rating Given:</u>	
1 - 3	9
4 - 5	30
6 - 7	35
8 - 10	<u>26</u>
	100
 Average (maximum 10.0)	 6.0
Base:	(1000)

Factors Which Affect Canadian Industry's Ability To Compete On World Markets

- For each of a series of factors which could potentially affect Canada's ability to compete on world markets, Canadians were asked to indicate how much of a restricting factor each is perceived as being.
- Of these factors (all of which are seen as very restrictive by at least one in three Canadians), two stand out as impacting most negatively on the ability of Canadian industry to compete ... the value of the dollar, and production costs.
- People, then, do not fully comprehend the beneficial aspects of a low Canadian dollar on world export markets. They tend to perceive that a low dollar hurts Canada's edge in the export markets and, as such, is a negative factor.

	% of Respondents who ...		Average rating (maximum 10.0)
	Rated _____ 8, 9, 10	Rated _____ 1, 2, 3	
Value of Canadian dollar	58	9	7.3
Production costs	57	5	7.5
Labour disputes	53	5	7.3
Inflation	49	4	7.1
Transportation costs	40	5	6.9
Tax system	39	5	6.9
Trade barriers	35	4	6.7
Base: (1000)			

Are Canadians Aware Of Import Quotas?

- Three in four (75%) overall claim to be aware that Canada has import restrictions in various product categories.
- Products most recognized as having import restrictions include:
  - \* automobiles (81%)
  - \* textiles/clothing (51%)
  - \* shoes (29%)
  - \* food (25%)
  - \* electronic goods (15%)
  - \* large kitchen appliances (9%).

Are Import Quotas At Odds With The Concept Of Promoting Freer International Trade?

- Canadians are somewhat divided on this issue. About as many agree as disagree that import quotas are at odds with the concept of promoting freer trade internationally.
- Regionally, those from B.C. are strongest in agreement that this notion presents an apparent contradiction, while Quebeckers are most likely to disagree.

	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Import quotas are at odds with concept of promoting freer international trade	51	66	55	56	33	54
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Which Course Should Federal Government Pursue?

- Canadians were asked whether they believe that the federal government should work towards promoting freer international trade, or whether the federal government should be working harder to protect Canadian industry.
- On balance, a protectionist stance is preferred by Canadians, although a sizeable minority indicates being in favour of promoting freer trade.
- Clearly, Canadians want both. They would like the government involved when needed, and not involved when not needed. In addition, the fact that one in two believe that a protectionist policy is not at odds with free trade is further evidence of this desire among Canadians.

% of Respondents

Federal Government Should ...

Protect Canadian Industry	60
Promote freer international trade	32
Don't know	<u>8</u>
	100
Base:	(1000)

- Most desirous of a protectionist policy are:
  - \* females (66%)
  - \* those earning under \$35,000 (64%)
  - \* Quebeckers (65%)
- Canadians exhibiting a more laissez-faire attitude include:
  - \* males (40%)
  - \* those 40 - 49 years (40%)
  - \* those earning over \$35,000 (44%)
  - \* B.C. residents (45%)

The extent to which Canadians feel that Canadian industry should be protected even in the face of a monetary cost to the consumer is presented below. There is no clear answer to this question. About as many would agree as would disagree with a protectionist policy under these circumstances.

	<u>% of Respondents</u>
Agree strongly	14
Agree somewhat	37
Disagree somewhat	25
Disagree strongly	<u>24</u>
	100
Base:	(1000)

Reaction To The Concept Of A Sectoral Trade Agreement

There is relatively strong support for the establishment of a sectoral trade agreement with the United States where there would be a duty free flow of resources, goods, and services between the two countries.

It is interesting that support for this type of arrangement does not increase when limited only to those industries in which Canada is competitive. People see benefits in such an agreement overall.

	% of Respondents		
	In favour	Opposed	Don't know
Sectoral trade agreement	73	16	11
Sectoral trade agreement arranged for competitive industries	70	17	13
Base: 1000			

Perspectives On the Auto Pact

- About three in five (60%) overall report awareness of the Auto Pact.
- Higher awareness levels are found in the following groups:
  - \* better educated (69%)
  - \* those earning over \$35,000 (76%)
  - \* Ontario residents (71%)
  - \* males (70%)
  - \* Canadians over 40 years (67%)

Has Canada Benefitted From The Auto Pact?

- When asked whether Canada has benefitted from the Auto Pact, about one-third overall, (or 61% of those aware of the pact), believe it has been a beneficial agreement for Canada.

	% of Respondents	
	Total	Aware of Auto Pact
Canada has benefitted from the Auto Pact	36	61
Canada has not benefitted from the Auto Pact	14	23
Don't know	10	16
Not aware of Auto Pact	40	-
<b>Total</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(597)</b>

Perceived Importance Of Various Export Markets

Canadians were asked to rank order the perceived importance of five potential export markets for Canada ... Europe, Asia and Pacific, Latin America, United States, and Africa. Among these, the United States is seen as by far the most important, followed by Europe, Asia, Latin America and Africa.

	% of Respondents				
	First	Second	Third	Fourth	Fifth
United States	60	20	8	6	4
Europe	23	48	19	5	3
Asia/Pacific	11	18	41	20	7
Latin America	2	7	19	44	24
Africa	2	5	11	21	58

Opportunities For Future Trade

The data which follows presents the countries and the specific industries named by Canadians as showing the greatest opportunities for export in the future.

By Country ...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
The United States	80	78	71	78	86	86
Japan	55	68	49	51	57	59
China	37	53	41	32	33	39
Great Britain	28	23	34	36	11	42
France	22	4	9	10	57	8
Soviet Union	15	12	23	16	8	22
Germany	13	11	11	17	13	8
Mexico	6	3	4	9	6	6
Australia	6	10	5	7	3	8
Spain	1	-	1	3	-	1
Switzerland	1	2	1	1	-	-
<b>By Industry ...</b>						
Agriculture	50	36	63	47	51	57
Forestry	45	69	48	38	44	43
Mining	37	49	43	35	31	38
Telecommunications	29	24	18	35	34	22
Manufacturing	24	22	13	24	33	28
Automobile manufacturing	23	14	15	25	26	27
Clothing	18	12	16	16	25	20
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Perceived Proportion Of Canadian Goods And Services Which Are Exported

- There are conflicting views among Canadians regarding the proportion of Canada's production of goods and services which goes toward exports. About as many believe that exports account for over 25% of Canada's production as believe they account for under 25% of Canada's production of goods and services. There is a good deal of confusion among Canadians regarding this issue.

	<u>% of Respondents</u>	
<u>Proportion Of Canadian Goods/Services Which Are</u>		
Under 10 percent	7	-
10 percent	9	-
11 - 25 percent	29	-
26 - 40 percent	27	-
41 percent or more	<u>28</u>	-
	100	
Base:	(1000)	

- Furthermore, people in all parts of the country would like to see the government doing more to promote exports of Canadian goods and services to other world markets. They clearly see this as an important direction towards improving and stabilizing the Canadian economic climate.

Extent Of Federal Government Promoting Exports

- For each of a series of activities in which the federal government is involved in order to promote exports, Canadians were asked whether the government has done enough in this area, not done enough, or done too much.
- Areas which people feel that the federal government could be doing more to improve exports are the following:
  - \* controlling Canadian inflation
  - \* assisting firms find new markets
  - \* restructuring industry
  - \* supporting the dollar.

	% of Respondents who say ...			
	Done enough	Not done enough	Not too enough	Don't know
Participated in trade fairs	40	36	3	21
Provided loans and/or insurance to countries to encourage them to buy Canadian products	40	26	16	18
Assigned trade commissioners to Canadian embassies overseas	36	32	4	28
Encouraged multi-lateral trade negotiations	34	42	3	21
Supported the Canadian dollar	28	56	8	8
Restructured Canadian industry	20	59	6	15
Assisted Canadian firms in finding new markets	20	67	1	12
Controlled inflation	19	70	3	8
Base: (1000)				

PERSPECTIVES ON FOREIGN AID

Response To Current Spending Levels

- Even though one in two Canadians believe that Canada spends the right amount on foreign aid, a significant minority, focussed in B.C. and Ontario, feel that too much is spent at this time.

Canada Spends _____ On Foreign Aid	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Too much	27	36	26	31	17	29
Not enough	16	15	20	14	16	19
About the right amount	53	45	45	51	64	50
Don't know	4	4	9	4	3	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

Furthermore, comparing the percentage of total budget which Canadians believe is spent with what they believe should be spent confirms that there is some sensitivity to spending levels currently in place. That is, a greater proportion believe that spending should constitute no more than 1% of the total budget than believe it currently does, and fewer believe that the budget allotted to foreign aid should exceed 10% than believe it currently does.

	% of Respondents	
	Perceived of total budget	Desired % of total budget
Zero percent	-	2
Less than 1%	12	17
1% - 5%	41	41
5% - 10%	24	23
More than 10%	23	17
Total	100	100
Base:	(1000)	(1000)

Criteria For Foreign Aid

- For each of six potential criteria for foreign aid, Canadians were asked to rate how important they perceive that to be in determining to which countries to allocate funds. As is revealed below, the fact that the country in question will be to the future benefit of the Canadian economy is most relevant to Canadians. They want foreign aid to be a means of helping these countries become self-supporting, and therefore more important members of the global community.
  
- Funds allocated on the basis of geographic or geo-political links without the above-mentioned assurances, is not a viable rationale according to most Canadian.

	% of Respondents who ...		Average rating (maximum 10.0)
	Rated _____ 8, 9, 10	Rated _____ 1, 2, 3	
The country will provide market opportunities for Canadian exports in the future	59	5	7.5
The country is most likely to become developed in the near future	41	8	6.7
The country is poorest	38	13	6.5
The country is closest geographically	23	31	5.2
The country has commonwealth links	22	21	5.6
The country has francophone links	12	34	4.6

- For the most part, Canadians tend to agree, at least somewhat, with the idea that Canada's development assistance programme is a long term investment programme in terms of building future markets for Canadian business. That is, there is moderately strong agreement that current allocations for foreign aid are administered in ways which will help Canada in the future. And, as stated, this is when foreign aid is most acceptable.

Agreement With:	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Canada's Business Development Assistance Programme Is A Long-Term Investment In Terms Of Building Future Markets For Canadian Business						
Agree strongly	25	16	25	28	24	27
Agree somewhat	53	54	52	44	64	57
Disagree somewhat	13	16	17	16	7	12
Disagree strongly	6	10	5	9	4	3
Don't know	3	4	1	3	1	3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

QUESTIONNAIRE

PROJECT # 837031-B

Good morning/afternoon/evening. My name is \_\_\_\_\_ of the Canadian Polling Institute, a national survey and opinion research firm. We are conducting a survey among men and women across the nation concerning many aspects of life in Canada today, and we would like to hear your opinions on the various subjects we have outlined. We are simply interested in your opinions. Do you have some time to answer a few questions for me? Thank you.

SCREENER

A. Sex of respondent:

Male       11-1      Female       2

B. In which of the following age categories do you belong?

Under 18       **TERMINATE**  
18 - 34        
35 or over     

C. Now, we are interested in occupations of people. Do you, or does anyone in your household work for a ...

	<u>Yes</u>	<u>No</u>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Radio/television station	<input type="checkbox"/>	<input type="checkbox"/>
Magazine	<input type="checkbox"/>	<input type="checkbox"/>
Advertising agency	<input type="checkbox"/>	<input type="checkbox"/>
Market/opinion research firm	<input type="checkbox"/>	<input type="checkbox"/>

**IF 'YES' TO ANY OF THE ABOVE, TERMINATE**

D. Have you been living in Canada for the past five years?

Yes            No       **TERMINATE**

SECTION ONE

1. First of all, how interested would you say you are with events or issues on the international scene? Are you...

- Very interested  12-1
- Somewhat interested  2
- Not interested at all  3

2. And, how well informed would you say you are with respect to world affairs and foreign policy issues? Would you say you are...

- Very well informed  13-1
- Somewhat informed  2
- Not well informed at all  3

3. In your opinion, how well informed are other Canadians with respect to world affairs and foreign policy issues? Would you say they are...

- Very well informed  14-1
- Somewhat informed  2
- Not well informed at all  3

4. In order to become better informed about world affairs and foreign policy issues, how likely do you feel you would be to do each of the following? Would you be very likely, somewhat likely, or not likely at all to... (READ AND ROTATE)

	Very likely	Somewhat likely	Not likely at all
• Attend a public meeting	<input type="checkbox"/> 15-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Attend a university lecture or seminar	<input type="checkbox"/> 16-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Write to the government to request specific information	<input type="checkbox"/> 17-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Listen to a radio discussion or information program	<input type="checkbox"/> 18-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Read an article in your daily newspaper	<input type="checkbox"/> 19-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Read an article in your weekly newspaper	<input type="checkbox"/> 20-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Read an article in a magazine or periodical	<input type="checkbox"/> 21-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Watch a panel discussion or documentary on TV	<input type="checkbox"/> 22-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

SECTION TWO

1. I would like you to think about the world over the next 30 years or so. Now, would you describe yourself as basically optimistic, or basically pessimistic about ... READ ITEM ON LIST ... over the next 30 years or so.

	<u>Basically optimistic</u>	<u>Basically pessimistic</u>	(DO NOT READ) <u>Don't know</u>
(ROTATE)			
• The super powers' ability to avoid a nuclear war	<input type="checkbox"/> 23-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• The eradication of poverty and starvation in the developing countries	<input type="checkbox"/> 24-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• The prospect of another world economic depression such as was experienced in the 1930's	<input type="checkbox"/> 25-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Canada remaining an independent country, separate from the United States	<input type="checkbox"/> 26-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Canada's ability to maintain its level of economic well-being	<input type="checkbox"/> 27-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
• Free trade in the world	<input type="checkbox"/> 28-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

2. Which of the following do you feel poses the greatest threat to your personal security at the present time?

(READ LIST, CHECK ONE ONLY)  
ROTATE ORDER IN WHICH THE LIST IS READ

- |  |                               |
|--|-------------------------------|
| • Soviet military power  | <input type="checkbox"/> 29-1 |
| • Communist subversion   | <input type="checkbox"/> 2    |
| • American military power  | <input type="checkbox"/> 3    |
| • Acquisition of nuclear weapons by smaller countries such as one of the Middle East countries | <input type="checkbox"/> 4    |

3. In your mind, which of the following is most likely to lead to a nuclear war?

(READ LIST, CHECK ONE)  
ROTATE

- |   |                               |
|---|-------------------------------|
| • Aggression by the Soviet Union              | <input type="checkbox"/> 30-1 |
| • Aggression by the United States             | <input type="checkbox"/> 2    |
| • Accident, or equipment malfunction          | <input type="checkbox"/> 3    |
| • A crisis in a place such as the Middle East | <input type="checkbox"/> 4    |

cc 31 = b

SECTION THREE

1. I am now going to read you a list of six themes which are basic national interests in the conduct of Canadian foreign policy. Which of the themes do you think is most important, which do you think is second most important and which do you think is least important?

(READ LIST, REPEAT IF NECESSARY)

	<u>Most important</u>	<u>Second most important</u>	<u>Least important</u>
(ROTATE)			
Fostering economic growth and prosperity	<input type="checkbox"/> 32-1	<input type="checkbox"/> 33-1	<input type="checkbox"/> 34-1
Safeguarding Canadian sovereignty and independence	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Promoting world peace and security	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Promoting social justice through assistance to developing nations	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Improving the quality of life through cultural and educational exchanges	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Protecting the world's natural environment and resources	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6

2. I am now going to read you a list of foreign policy subjects in which Canada is involved. For each one, tell me whether it is very important, somewhat important, or not important at all for Canada to be involved?

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not important at all</u>
(ROTATE)			
Efforts to control and reduce the <u>non-nuclear</u> arms race	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The United States and the Soviet Union reaching a nuclear arms control agreement	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Defence arrangements under NATO	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Membership in the United Nations	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Participation in UN peacekeeping efforts	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Promotion of international understanding and development through the commonwealth	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Promotion of international understanding and development through the family of French-speaking nations	<input type="checkbox"/> 41-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

	<u>Very</u> <u>important</u>	<u>Somewhat</u> <u>important</u>	<u>Not</u> <u>important</u> <u>at all</u>
Promoting solutions to conflicts in developing countries	<input type="checkbox"/> 42-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Providing aid to developing countries	<input type="checkbox"/> 43-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The negotiation of tariffs and international trade agreements	<input type="checkbox"/> 44-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The expansion of international trade	<input type="checkbox"/> 45-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Efforts to reduce the international debt of countries	<input type="checkbox"/> 46-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Offering ideas for controlling the non-nuclear arms race	<input type="checkbox"/> 47-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Criticizing the Soviet Union when we think it is wrong	<input type="checkbox"/> 48-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Criticizing the United States when we think it is wrong	<input type="checkbox"/> 49-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Ensuring NATO pays equal attention to maintaining adequate defences <u>and promoting understanding between the superpowers</u>	<input type="checkbox"/> 50-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Ensuring the United Nations treats all its members according to the same standards	<input type="checkbox"/> 51-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Promoting and defending human rights in other countries	<input type="checkbox"/> 52-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Making respect for human rights a condition of our aid to developing countries	<input type="checkbox"/> 53-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Protecting our oceans and insisting on proper management of the fisheries and other resources	<input type="checkbox"/> 54-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Dealing with the United States on acid rain	<input type="checkbox"/> 55-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Imposing restrictions on importation of foreign goods, such as Japanese automobiles	<input type="checkbox"/> 56-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Relaxing restrictions on foreign investment in Canada	<input type="checkbox"/> 57-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Protecting Arctic Sovereignty	<input type="checkbox"/> 58-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

3. I am now going to read a list of countries or regions in the world. For each one, I would like you to tell me how important you feel Canada's relationship is with that country or region.

Let's start with \_\_\_\_\_. Is Canada's relationship with \_\_\_\_\_ very important, somewhat important, or not important at all?

	<u>Very</u> <u>important</u>	<u>Somewhat</u> <u>important</u>	<u>Not</u> <u>important</u> <u>at all</u>
<u>ROTATE IN THIS GROUP</u>			
Mexico	<input type="checkbox"/> 59-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Japan	<input type="checkbox"/> 60-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The United Kingdom	<input type="checkbox"/> 61-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
France	<input type="checkbox"/> 62-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
West Germany	<input type="checkbox"/> 63-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Italy	<input type="checkbox"/> 64-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The United States	<input type="checkbox"/> 65-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Australia and New Zealand	<input type="checkbox"/> 66-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
China	<input type="checkbox"/> 67-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The U.S.S.R.	<input type="checkbox"/> 68-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

ROTATE

Western Europe	<input type="checkbox"/> 69-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Eastern Europe	<input type="checkbox"/> 70-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The Caribbean	<input type="checkbox"/> 71-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Central America	<input type="checkbox"/> 72-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
South America	<input type="checkbox"/> 73-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Africa	<input type="checkbox"/> 74-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The Middle East	<input type="checkbox"/> 75-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Asia	<input type="checkbox"/> 76-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

SECTION FOUR

1. Following are some issues which have been in the news recently. For each one, I would like you to tell me how big a priority it should be for the Canadian government. Use a one to ten scale such that the closer your response is to ten, the greater priority you feel the government should place on the issue. Let's start with ...

ROTATE

Expanding trade in existing markets	1	2	3	4	5	6	7	8	9	10 (17)
Improving trade relations in the U.S.	1	2	3	4	5	6	7	8	9	10 (18)
Giving more developmental assistance to the poor countries of the world	1	2	3	4	5	6	7	8	9	10 (19)
Imposing tighter restrictions on the importation of Japanese cars	1	2	3	4	5	6	7	8	9	10 (20)
Increasing foreign investment in Canada	1	2	3	4	5	6	7	8	9	10 (21)
Developing new export markets for Canadian industries	1	2	3	4	5	6	7	8	9	10 (22)
Developing sectoral trade arrangements with the U.S. (trade arrangements by various sectors or industries)	1	2	3	4	5	6	7	8	9	10 (23)

2. Now, tell me whether you feel international developments have a great deal of impact, some impact, or no impact at all on ...

	<u>Great deal of impact</u>	<u>Some impact</u>	<u>No impact at all</u>
ROTATE			
The security of Canadians	<input type="checkbox"/> 24-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Canada's well-being	<input type="checkbox"/> 25-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The price of food in Canada	<input type="checkbox"/> 26-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Employment in Canada	<input type="checkbox"/> 27-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The development of Canada's natural resources	<input type="checkbox"/> 28-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
The value of the Canadian dollar	<input type="checkbox"/> 29-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Interest rates including mortgage rates	<input type="checkbox"/> 30-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

3. Getting back to the one to ten scale, how effective do you believe the Canadian government is in controlling what happens to the Canadian economy? The closer to ten, the more effective, the closer to one, the less effective you believe they are.

1 2 3 4 5 6 7 8 9 10 (31)

4. Overall, do you believe that the Canadian government should attempt to do more, attempt to do less, or not do any more or less to control what happens to the Canadian economy?

- More  32-1
- Less  2
- No more or less  3

DO NOT READ

- Don't know  4

5a) Now, with respect to investment in Canada generally, in your opinion, is there too much, about the right amount, or not enough foreign investment in the Canadian economy?

- Too much  33-1
- Not enough  2
- About right  3

5b) Do you think that foreign investment has been concentrated in a few industrial sectors, or is it spread evenly through the economy?

- Concentrated in a few sectors  34-1
- Spread evenly  2

DO NOT READ

- Don't know  3

6. For each of the following countries or regions, tell me whether you feel that there is too much, not enough or about the right amount of investment in Canada from that country or region?

Too            Not            About  
much            enough            right

ROTATE

- |                   |                               |                            |                            |
|-------------------|-------------------------------|----------------------------|----------------------------|
| The U.S.A.        | <input type="checkbox"/> 35-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Great Britain     | <input type="checkbox"/> 36-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| France            | <input type="checkbox"/> 37-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Europe as a whole | <input type="checkbox"/> 38-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Hong Kong         | <input type="checkbox"/> 39-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Japan             | <input type="checkbox"/> 40-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

7. Now, for each of the following industrial sectors in Canada, tell me whether you think there is too much foreign investment, not enough foreign investment or about the right amount of foreign investment in Canada from that sector.

Too            Not            About  
much            enough            right

ROTATE

- |                       |                               |                            |                            |
|-----------------------|-------------------------------|----------------------------|----------------------------|
| Oil and gas           | <input type="checkbox"/> 41-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Clothing and textiles | <input type="checkbox"/> 42-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Forestry              | <input type="checkbox"/> 43-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Mining                | <input type="checkbox"/> 44-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Telecommunications    | <input type="checkbox"/> 45-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Manufacturing         | <input type="checkbox"/> 46-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |
| Transportation        | <input type="checkbox"/> 47-1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 |

8a) Should foreign investment in Canada be ...

More tightly controlled or restricted	<input type="checkbox"/> 48-1 ASK Q.8b)
Less tightly controlled or restricted	<input type="checkbox"/> 2 GO TO Q.9
Be no more or less tightly controlled or restricted	<input type="checkbox"/> 3
DO NOT READ Don't know	<input type="checkbox"/> 4

ROTATE 'b' AND 'c'

8b) Should it be more tightly controlled or restricted even if it slowed the growth of certain sectors in the Canadian economy?

Yes  49-1 No  2

8c) Should it be more tightly controlled or restricted even if it meant that certain Canadian companies lost business and were forced to close?

Yes  50-1 No  2

9. What do you think the government of Canada's policy should be on foreign investment in Canada? Should it be ...

(CHECK ONE)

READ LIST

To attempt to buy back foreign-owned business in Canada  51-1

To allow foreign investment, but screen, regulate and control it to ensure it benefits Canada  2

To stipulate minimum Canadian ownership requirements for any foreign-owned company in Canada  3

To allow foreign investments in Canada without restrictions  4

10. Do you agree strongly, agree somewhat, disagree somewhat or disagree strongly with the following statement:

"Increasing foreign investment in Canada would increase the foreign control of Canada, and this would lead to a decrease in our independence or sovereignty"

Do you ...

Agree strongly  52-1  
Agree somewhat  2  
Disagree somewhat  3  
Disagree strongly  4

11. Do you think that foreign-owned companies ...

(ROTATE)

- Take more out of Canada than they put in  53-1
- Put more into Canada than they take out  2
- Put into Canada about the same as they take out  3

12. In your opinion, are foreign-owned companies which operate in Canada, better corporate citizens, the same, or not as good corporate citizens as Canadian-owned companies?

- Better corporate citizens  54-1
- The same  2
- Not as good corporate citizens  3
- (DO NOT READ) Don't know  4

SECTION FIVE

1. Do you consider international trade to be very important, somewhat important or not important at all to Canadian economic prosperity?

- Very important  55-1
- Somewhat important  2
- Not important at all  3

2. How effective do you believe Canadian industry is in successfully competing with other trading countries? Use a one to ten scale such that the closer the number to ten, the more effective you believe Canadian industry is.

1 2 3 4 5 6 7 8 9 10 (56)

3. Following is a list of factors which may potentially restrict Canada's ability to successfully compete on world markets. For each one, tell me how much of a factor it is in restricting Canada's ability to compete successfully. Use the one to ten scale. The closer the number to ten, the more of a factor you believe that item is.

Lets start with...

(ROTATE)

Inflation	1	2	3	4	5	6	7	8	9	10	(57)
Labour disputs	1	2	3	4	5	6	7	8	9	10	(58)
Tax system	1	2	3	4	5	6	7	8	9	10	(59)
Value of the Canadian dollar	1	2	3	4	5	6	7	8	9	10	(60)
Trade bariers	1	2	3	4	5	6	7	8	9	10	(61)
Transportation costs	1	2	3	4	5	6	7	8	9	10	(62)
Production costs	1	2	3	4	5	6	7	8	9	10	(63)

4a) Are you aware that Canada limits the importation of certain products to protect Canadian industry?

Yes  64-1 No  2 GO TO Q. 5

IF 'YES'...

4b) In which products does Canada limit importation? PROBE ... Any others? ... (DO NOT READ, CHECK AS MANY AS MENTIONED).

- Textile/clothing  65-1
  - Shoes/footware  2
  - Automobiles  3
  - Radio/televisin  4
  - Large kitchen appliances  5
  - Electronic goods like stereos  6
  - Food products  7
  - Other  8
- \_\_\_\_\_ specify

5. Do you think that if the Canadian government restricts the importation of certain products that this is at odds with the concept of promoting freer international trade?

Yes  66-1 No  2

6. Do you think that the Canadian government should restrict importation of certain products, to protect Canadian industry, or should they promote freer international trade?

Protect Canadian industry  67-1  
Promote freer international trade  2  
(DO NOT READ) Don't know  3

7. For the statement I am about to read to you, tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly?

"Canadian industry should be protected from foreign competition even if it means higher costs for the Canadian consumer"

Agree strongly  68-1  
Agree somewhat  2  
Disagree somewhat  3  
Disagres strongly  4

8a) Would you support, or oppose, a federal government decision to maintain protection of Canadian industry for a limited period of time in order to provide an opportunity for restructuring of the industry, after which Canadian firms would be expected to function unprotected within the marketplace.

Support  69-1  
Oppose  2  
(DO NOT READ) Don't know  3

ASK Q. 8b
GO TO Q. 9

8b) Would you maintain this position even if you knew that it would force some Canadian companies to shut down?

Yes  70-1 No  2

9. There has recently been some talk about Canada entering into sectoral trade agreements with the United States, where there would be a duty free flow of resources, goods, and services between the two countries. Would you be in favour, or would you oppose such an arrangement?

In favour  71-1  
Oppose  2  
(DO NOT READ) Don't know  3

10. If sectoral trade with the United States were to be arranged only for specific industries in which Canadian companies are competitive, would you be in favour, or oppose, such actions?

In favour  72-1  
Oppose  2  
(DO NOT READ) Don't know  3

11. Canada and the United States currently have an agreement called the Automotive Product Trade Agreement or Auto Pact. Have you ever heard of the Auto Pact?

Yes  73-1 No  2 GO TO Q. 13

12. Do you think Canada has benefitted from the Auto Pact?

Yes  74-1  
No  2  
(DO NOT READ) Don't know  3

13. I am now going to read you a list of five regions in the world. What I would like you to do is rank over them in terms of how you see their importance to Canada's future export markets? Which of these do you see as most important ... which is second, third, fourth, and fifth.

1st      2nd      3rd      4th      5th

REPEAT ENTIRE LIST,  
REPEAT AS NEEDED

(ROTATE)

Europe	<input type="checkbox"/> 75-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Asia and the Pacific	<input type="checkbox"/> 76-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Latin America	<input type="checkbox"/> 77-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
United States	<input type="checkbox"/> 78-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
Africa	<input type="checkbox"/> 79-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

14. With what specific countries do you see Canada as having the biggest trading opportunities in the future? Name three countries.  
(DO NOT READ, CHECK THREE ONLY)

80y United States  
 X Great Britain  
 0 France  
 1 Japan  
 2 Germany  
 3 Switzerland  
 4 China  
 5 Soviet Union  
 6 Mexico  
 7 Spain  
 8 Australia  
 9 Other

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
write in

CARD 4  
 DUP 1-5, 6-0, 7-4  
 DUP 8-10

15. And, in what specific industrial sectors do you see Canada having the biggest trading opportunities in the future? Name three industries. (DO NOT READ, CHECK THREE ONLY)

- Agriculture  1-1
- Clothing/textile  2
- Forestry  3
- Mining  4
- Telecommunications  5
- Automobile manufacturing  6
- Manufacturing in general  7
- Other \_\_\_\_\_  8

16. In your opinion, what proportion of Canada's total production of goods and services go towards exports? (DO NOT READ, CHECK APPROPRIATE BOX).

- Under 10%  12-1
- 10%  2
- 11% - 25%  3
- 26% - 40%  4
- 41% or over  5

17. Do you believe that the Canadian government should be doing more, less or about the same as it currently is to promote Canadian exports?

- More  13-1
- Less  2
- About the same  3
- (DO NOT READ) Don't know  4

18. As you may or may not be aware, the Canadian government has done various things to promote Canadian exports. For each of the following I read to you, tell me if you think the federal government has done enough, not done enough, or done too much in this area.

	DO NOT READ			
	<u>Done enough</u>	<u>Not done enough</u>	<u>Done too much</u>	<u>Don't know</u>
(ROTATE)				
Participated in trade fairs	<input type="checkbox"/> 14-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Provided loans and/or insurance countries to encourage them to buy Canadian services or products	<input type="checkbox"/> 15-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Encouraged multilateral trade negotiations	<input type="checkbox"/> 16-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Assigned trade commissioners to Canadian embassies overseas	<input type="checkbox"/> 17-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Restructured Canadian industry	<input type="checkbox"/> 18-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Controlled Canadian inflation	<input type="checkbox"/> 19-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Supported the Canadian dollar	<input type="checkbox"/> 20-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
Assisted Canadian firms in finding new markets	<input type="checkbox"/> 21-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4

SECTION SIX

1. Based on your own opinion, or any thing you may have read, heard or seen, do you think Canada spends too much money assisting poor countries around the world, not enough money, or the right amount?

- Too much  22-1
- Not enough  2
- About right  3
- (DO NOT READ) Don't know  4

2. What percentage of the Canadian government's total budget do you believe is devoted to assisting poor countries around the world?  
(DO NOT READ, OBTAIN BEST GUESS)

- 0%  23-1
- Less than 1%  2
- 1 - 5%  3
- 5 - 10%  4
- More than 10%  5

3. And, what proportion of the Canadian government's total budget do you believe should be devoted to assisting poor countries around the world?  
(DO NOT READ, OBTAIN BEST GUESS)

- 0%  24-1
- Less than 1%  2
- 1 - 5%  3
- 5 - 10%  4
- More than 10%  5

4. I will now read you a series of criteria which the federal government could use to determine which countries receive financial assistance. For each one, tell me how important a criterion it should be for the government in determining which countries get assistance. Use a one to ten scale. The closer the number to ten, the more important a criterion you believe it should be for the federal government.

(ROTATE)

The country is close geographically	1	2	3	4	5	6	7	8	9	10 (25)
The country has commonwealth links	1	2	3	4	5	6	7	8	9	10 (26)
The country has francophone links	1	2	3	4	5	6	7	8	9	10 (27)
The country is most likely to become developed in the near future	1	2	3	4	5	6	7	8	9	10 (28)
The country is the poorest	1	2	3	4	5	6	7	8	9	10 (29)
The country will provide market opportunities for Canadian exports in the future	1	2	3	4	5	6	7	8	9	10 (30)

5. For the following statement, tell me whether you agree strongly, agree somewhat, disagree somewhat, or disagree strongly.

"Canada's development assistance programme is a long-term investment in terms of building future markets in poorer countries for Canadian business."

- |                   |                               |
|-------------------|-------------------------------|
| Agree strongly    | <input type="checkbox"/> 31-1 |
| Agree somewhat    | <input type="checkbox"/> 2    |
| Disagree somewhat | <input type="checkbox"/> 3    |
| Disagree strongly | <input type="checkbox"/> 4    |

**BASIC DATA**

For statistical purposes only, we need the following basic information about you.

A. In which of the following age categories do you belong?

- |         |                               |            |                            |
|---------|-------------------------------|------------|----------------------------|
| 18 - 19 | <input type="checkbox"/> 32-y | 45 - 49    | <input type="checkbox"/> 4 |
| 20 - 24 | <input type="checkbox"/> X    | 50 - 54    | <input type="checkbox"/> 5 |
| 25 - 29 | <input type="checkbox"/> 0    | 55 - 59    | <input type="checkbox"/> 6 |
| 30 - 34 | <input type="checkbox"/> 1    | 60 - 64    | <input type="checkbox"/> 7 |
| 35 - 39 | <input type="checkbox"/> 2    | 65 or over | <input type="checkbox"/> 8 |
| 40 - 44 | <input type="checkbox"/> 3    |            |                            |

B. Are you...

- |  |                              |
|--|------------------------------|
| Single and living at home with your parent(s)                | <input type="checkbox"/> 33y |
| Single and living with your children                         | <input type="checkbox"/> X   |
| Single and living alone                                      | <input type="checkbox"/> 0   |
| Single and living with another person(s) of the same sex     | <input type="checkbox"/> 1   |
| Single and living with another person(s) of the opposite sex | <input type="checkbox"/> 2   |
| Married  | <input type="checkbox"/> 3   |
| Divorced   | <input type="checkbox"/> 4   |
| Widowed  | <input type="checkbox"/> 5   |
| Separated  | <input type="checkbox"/> 6   |

<input type="checkbox"/> 3	ALSO CHECK
<input type="checkbox"/> 4	APPROPRIATE SINGLE
<input type="checkbox"/> 5	CATEGORY ABOVE
<input type="checkbox"/> 6	

C. Do you personally work ...

- |           | <u>Yes</u>                    | <u>No</u>                  |
|-----------|-------------------------------|----------------------------|
| Full-time | <input type="checkbox"/> 34-1 | <input type="checkbox"/> 2 |
| Part-time | <input type="checkbox"/> 35-1 | <input type="checkbox"/> 2 |

D. What is your occupation?

\_\_\_\_\_ 36-

E1. Does the male head of your household work outside of the home...

- |               |              |                               |
|---------------|--------------|-------------------------------|
|               | Full-time    | <input type="checkbox"/> 37-1 |
|               | Part-time    | <input type="checkbox"/> 2    |
| (DO NOT READ) | Doesn't work | <input type="checkbox"/> 3    |
| (DO NOT READ) | No male head | <input type="checkbox"/> 4    |

E2. What is his occupation?

\_\_\_\_\_ 38-

F1. Does the female head of your household work outside of the home...

- (DO NOT READ) Full-time  39-1  
(DO NOT READ) Part-time  2  
(DO NOT READ) Doesn't work  3  
(DO NOT READ) No female head  4

F2. What is her occupation?

40-

G. In which of the following education categories do you belong? (CHECK ONE ONLY)

- Some/completed public school  41-1  
Some/completed high school  2  
Some/completed community college/CEGEP  3  
Some/completed university  4  
Some/completed graduate school  5

H. Do you, or does anyone in your household, belong to a union?

- Yes  42-1 No  2

I. Do you rent or own your place of residence?

- Rent  43-1 Own  2 Other  3

J. Do you live in ...

- House  44-1  
Apartment  2  
Town house  3  
Other  4

(WRITE IN)

K1. Were you born in Canada or elsewhere?

- In Canada  45-1  
Elsewhere  2

K2. In addition to being a Canadian what is your main ancestry or ethnic group?

(DO NOT READ LIST, CHECK ONE ONLY)

- |                      |                               |                      |                               |
|----------------------|-------------------------------|----------------------|-------------------------------|
| British/English      | <input type="checkbox"/> 46-y | Pakistani            | <input type="checkbox"/> 46-9 |
| Irish                | <input type="checkbox"/> X    | East Indian          | <input type="checkbox"/> 47-y |
| French/French        |                               | Other Black/West     |                               |
| Canadian             | <input type="checkbox"/> 0    | Indian/Afro American | <input type="checkbox"/> X    |
| Italian              | <input type="checkbox"/> 1    | Scandinavian         | <input type="checkbox"/> 0    |
| German               | <input type="checkbox"/> 2    | Greek                | <input type="checkbox"/> 1    |
| Scottish             | <input type="checkbox"/> 3    | Other (specific)     | <input type="checkbox"/> 2    |
| Oriental/Asiatic     | <input type="checkbox"/> 4    | _____                |                               |
| Ukrainian            | <input type="checkbox"/> 5    | _____                |                               |
| East European, (i.e. |                               | _____                |                               |
| Czech, Polish,       |                               |                      |                               |
| Hungarian, Rumanian, |                               |                      |                               |
| etc.)                | <input type="checkbox"/> 6    |                      |                               |
| Jewish               | <input type="checkbox"/> 7    |                      |                               |
| Canadian and only    |                               |                      |                               |
| Canadian             | <input type="checkbox"/> 8    |                      |                               |

L. What is your religious affiliation, if any? (CHECK ONE)

- |                   |                                     |      |                  |                          |   |
|-------------------|-------------------------------------|------|------------------|--------------------------|---|
| Roman Catholic    | <input type="checkbox"/>            | 48-y | Jewish           | <input type="checkbox"/> | 6 |
| United Church     | <input checked="" type="checkbox"/> | X    | Other Protestant | <input type="checkbox"/> | 7 |
| Anglican          | <input type="checkbox"/>            | 0    |                  |                          |   |
| Presbyterian      | <input type="checkbox"/>            | 1    |                  |                          |   |
| Baptist           | <input type="checkbox"/>            | 2    | (specify)        |                          |   |
| Lutheran          | <input type="checkbox"/>            | 3    | All other        | <input type="checkbox"/> | 8 |
| Ukrainian (Greek) |                                     |      |                  |                          |   |
| Catholic          | <input type="checkbox"/>            | 4    | (specify)        |                          |   |
| Greek Orthodox    | <input type="checkbox"/>            | 5    | None             | <input type="checkbox"/> | 9 |
|                   |                                     |      | Refused          | <input type="checkbox"/> |   |

M. How would you classify where you live? Would you say that you live ...

- |                 |                          |      |
|-----------------|--------------------------|------|
| Downtown        | <input type="checkbox"/> | 49-1 |
| In the suburbs  | <input type="checkbox"/> | 2    |
| In a small town | <input type="checkbox"/> | 3    |
| In a rural area | <input type="checkbox"/> | 4    |

N. And finally, in which of the following classifications does your total household income fall?

- |                   |                          |      |                   |                          |   |
|-------------------|--------------------------|------|-------------------|--------------------------|---|
| Under \$12,000    | <input type="checkbox"/> | 50-1 | \$30,000 - 34,999 | <input type="checkbox"/> | 6 |
| \$12,000 - 14,999 | <input type="checkbox"/> | 2    | \$35,000 - 39,999 | <input type="checkbox"/> | 7 |
| \$15,000 - 19,999 | <input type="checkbox"/> | 3    | \$40,000 - 49,999 | <input type="checkbox"/> | 8 |
| \$20,000 - 24,999 | <input type="checkbox"/> | 4    | \$50,000 & over   | <input type="checkbox"/> | 9 |
| \$25,000 - 29,999 | <input type="checkbox"/> | 5    |                   |                          |   |

O. City: \_\_\_\_\_ 51-

Thank you for your cooperation.

RESPONDENT'S NAME \_\_\_\_\_

RESPONDENT'S ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

INTERVIEWER'S NAME \_\_\_\_\_

DATE OF INTERVIEW \_\_\_\_\_

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KEYPUNCHED BY \_\_\_\_\_

CANADIANS' ATTITUDES ON  
INTERNATIONAL AFFAIRS

Goldfarb Poll, April 1984

Policy Development Secretariat,  
July, 1984

## Introduction

The following is a report on the results of a Goldfarb poll on Canadians' attitudes on international affairs, conducted in April, 1984.

The report is divided into two sections, one on foreign policy issues, and one on international trade and development issues, to correspond to the format in which Goldfarb Consultants of Toronto presented their results to the Department.

An

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## FOREIGN POLICY ISSUES

### The Outlook

1. Canadians are not especially worried about international events. They do not really see their independence (78%) or economic wellbeing (70%) being threatened over the next 30 years. A very high proportion (87%) express some degree of concern (very 34%, somewhat 53%) over the current state of East/West relations, but by a 2:1 ratio they believe the superpowers will be able to avoid a nuclear war (though the younger they are, the less they believe this). They are evenly divided over the prospect of another world economic depression such as was experienced in the 1930's. And Canadians are not very sanguine about the prospects of the developing countries, only about a third expressing optimism over the eradication of poverty and starvation in those countries (in this case, the younger they are, the more optimistic they are).

2. Prompted by a list of issues which might threaten Canadians' security, half thought the acquisition of nuclear weapons by smaller countries such as one of the Middle East states posed the most likely danger. Another quarter selected Soviet military power, and the rest were split between American military power and Communist subversion. Asked to select from a list of events which could produce a nuclear war, almost half chose a regional crisis such as the Middle East (43%), followed by accident or equipment malfunction (24%) and Soviet aggression (22%). Aggression by the United States was chosen by only 9%.

### The Priorities

3. When respondents were asked to select their "most important" priority from among the six foreign policy themes enunciated in the 1970 Foreign Policy for Canadians, they chose two in particular: promoting world peace and security (38%), and fostering economic growth and prosperity (28%). Women favoured the former, men the latter. More altruistic themes, such as protecting the world's natural environment and resources, improving the quality of life through cultural and educational exchanges, and promoting social justice through assistance to developing nations were rather more secondary concerns. Safeguarding Canadian sovereignty and independence was also somewhat secondary.

4. There were notable discrepancies, however, between the priority accorded policy themes and that accorded 24 particular policy issues. Of special note is that the protection of the oceans and fisheries resources, and acid rain were ranked no. 2 and 3 respectively, while the expansion of international trade ranked only

9th out of 24 and other economic issues even lower. These results also differ somewhat from those of polls taken in 1982 and 1979. Arms control, oceans/fisheries, and acid rain have remained of primary concern over the five year period. However, peacekeeping and international trade seem to have dropped back from being primary issues to secondary issues (where human rights continue to reside); while the Commonwealth, development assistance, restrictions on Japanese automobile imports, and the relaxation of restrictions on foreign investment seem to have dropped back from being secondary issues to tertiary issues. Issues not addressed in earlier polls which scored high include: ensuring that the United Nations treats all its members according to the same standard (no. 4 out of 24), and ensuring that NATO pays equal attention to maintaining adequate defences and promoting understanding between the superpowers (no. 5 out of 24).

5. When respondents were asked to select countries perceived to be most important to Canada, they chose the United States as their first priority. Japan was their second. But Japan is a closer second now than it was in 1979. 88% considered the USA to be very important and 11% somewhat important, for a total of 99% (in 1979 it was 97%); while 64% considered Japan to be very important and 34% somewhat important, for a total of 98% (in 1979 it was 83%). The UK ranked a surprising third (95%), followed by the USSR (91%), China (91%), West Germany (91%) and France (89%) in positions comparable to those they held in 1979 (rankings were not tested in 1982). Western Europe scored highest among the regions (94%), followed by the Middle East, Eastern Europe and Asia.

#### Canada's Image Abroad

6. When respondents were asked to speculate how important other countries consider Canada to be, they thought Canada's standing was highest in the USA, Japan and the USSR. Overall, about a quarter of respondents thought Canada was very important in the eyes of the world, about half that we were somewhat important, and a quarter that we were not important at all. Three out of four thought Canada's image abroad was that of mediator and peacekeeper (63%), and only one in four that of economic heavyweight (15%). Canada's weight as a military power was considered miniscule.

7. Though a quarter thought Canada to be a country of little consequence in the eyes of others, three quarters thought that an effort should be made to increase the country's international influence. Of the options presented, by far the most favoured were Canadian leaders being more vocal on international issues (41%) and making greater use of Canada's economic power in its trade relations with others (38%). Distant alternatives were increasing the size of the armed forces (12%), spending more on development assistance (7%) and expanding our international presence (5%).

### Canadian/American Relations

8. Canada's relations with the United States are considered the most important we have, and most Canadians consider them to be generally good at present (11% think them excellent, 6% think them poor). Their view was much the same in 1982. However, only 57% actually believe relations have remained about the same. Of those who detect some evolution in the relationship, by a 2:1 ratio they believe relations have been deteriorating - a view which is most pronounced among those claiming to be very interested in world affairs. (In 1982, 10:1 thought relations had worsened). Eight out of ten who thought relations were deteriorating said they were concerned (somewhat 44%, very 30%), rather more than in 1982.

9. What this suggests is that Canadian attitudes towards relations with the United States have not changed significantly, but a sizeable minority believe relations have changed and for the worse.

10. A more important shift has occurred in the approach Canadians want to see the government take. By a two to one majority, they would opt for independent policies even if these lead to certain problems in relations with the United States, rather than sacrificing certain interests to maintain good relations. This conviction increases with income. Two years ago, in contrast, opinion was very evenly divided.

11. There has also been a shift in how Canadians believe the government has been handling relations with the United States. Since 1982, the number of people who believe the government has pursued the right balance has increased (38% compared to 31%), while those who believe it has not pushed the Canadian view strongly enough has decreased (58% to 53%). But it is significant that 53% still believe more assertiveness is required, while only 9% (as in 1982) believe the government has been too assertive.

12. Canadians do not have an overwhelming level of confidence in the ability of the United States to deal responsibly with world problems. 67% of respondents claimed a great deal (14%) or a fair amount of confidence in the USA (53%), but 25% (not much) and 8% (none at all). Nonetheless, the figure of 67% is still high compared to a Gallup poll of European opinion on the same matter in February 1982 (we have no Canadian figures for that year) which indicated a level of confidence in the USA of 49% in the FRG, 42% in Italy, 33% in France and only 4% in the UK.

### East/West Relations

13. Despite the general confidence (2:1) they have in the superpowers' ability to avoid a nuclear war, there is a high level of concern among Canadians (53% somewhat, 34% very) over the current state of East/West relations, much as opinion is divided over whether relations have remained about the same as they were 10 years ago or deteriorated (43% and 41% respectively). However, the propensity to

report a deteriorating situation is more pronounced among those very interested in world affairs, which Goldfarb suggests is a sign the issue will gain prominence (in Canada) if East/West relations do not improve.

14. A majority (66%) ascribe responsibility for the deterioration equally to the United States and the Soviet Union, with the balance blaming the United States less than the Soviet Union (11% and 18%) and believing that the United States poses a lesser threat to their security (14% compared to 23%).

15. How the West ought to react to the situation is an issue Canadians have clearly thought about and tend to take a "hard line" on, but have no simple solutions for. Asked how the West ought to respond to a continuation of the East/West impasse over the next year or two, the hard line was favoured, i.e. that current policy should be maintained leaving it up to the USSR to make the first move (57%), rather than policy being changed and concessions offered (33%).

16. Three out of four recognize the importance of maintaining a military balance in Europe to offset Soviet power (though the younger they are, the less convinced they are), while four out of five believe Canada should remain in NATO, are aware of the presence of Canadian forces in Europe, and support their presence there and increased spending on conventional forces if this helps to reduce the West's reliance on nuclear weapons. In fact, more Canadians favour the country remaining in NATO (85%) today, than did West Germans (67%), British (67%), Dutch (62%), Italians (60%) and French (45%) in a highly publicized USIS-commissioned poll in March 1981. 58% of the American public and 79% of American "leaders" favoured maintaining the USA commitment to NATO at current levels, in a Chicago Council on Foreign Affairs poll in December 1982.

17. But Canadians' views on nuclear issues are quite ambivalent. Even though three out of four respondents believed any use of nuclear weapons would lead to a full-scale war, and even though there is strong agreement that military defence with nuclear weapons is "too dangerous", many respondents also believe that military defence without nuclear weapons is "unthinkable". When they were asked what course they would prefer in the event NATO forces were about to be overwhelmed by a Warsaw Pact conventional attack, fully a quarter (26%) of respondents said they did not know whether to chose defeat and a Soviet occupation of Europe, or risk the use of nuclear weapons to try to prevent defeat. The rest were evenly divided (37% and 37%). (Younger Canadians were more prepared to accept defeat, older Canadians to risk the use of nuclear weapons.) This compares with a European average, in July 1981, of 25% unable to decide, 45% to avoid war at all cost, and 30% to fight "even if it means a nuclear war". In other words, for all their ambivalence, Canadians are rather less pacifist than Europeans, despite their skepticism about the possibility of limiting a nuclear war (only 21% think it possible).

18. Willingness to increase spending on conventional forces was professed by 80% of respondents "if it would reduce reliance on nuclear weapons to defend the West". But when the issue was put in a non-nuclear context and people were asked to make trade-offs, only 40% said they would support increased military spending if it meant reduced spending on aid to developing countries; only 26% if it meant increasing personal income tax; and only 14% if it meant reduced spending on social services. It is nonetheless of some interest that the notion of increased defence spending receives the kind of positive response that it does.

19. On cruise missile testing, the country is evenly divided with 47% for and 47% against (in 1982 it was 24% for, 67% against), though not uniformly so across categories. Men tend to be more supportive than women, the older more than the younger, the wealthier more than the poorer, and those very interested in world affairs more than those with a lesser interest. Most (73%) say their attitudes have not changed over the last six months, but of the balance slightly more say they are less supportive now (16%) than more supportive (10%).

20. The vast majority of respondents said they had heard of Prime Minister Trudeau's peace initiative and approved it. But they were somewhat less certain it had had (60%) or would have (65%) a positive effect.

21. In the non-military field, Canadians' ambivalence on nuclear issues is matched by their uncertainty over the utility of economic sanctions. They are evenly divided (50% for, 50% against) on the question of cutting off trade with the Soviet Union if the latter takes action of which Canada disapproves. But support for sanctions drops to 39% if sanctions disadvantage Canadians in the process (in 1982 it was 56%).

#### Central America

22. Central America ranks very low in Canadians' priorities among the regions. The majority of respondents (61%) also did not believe that the present situation in Central America would impact on them personally. Only 21% thought it represented even a minor threat, and only 12% thought it represented a major threat. Asked to select from three options for dealing with conflicts in Nicaragua, El Salvador, Honduras and Guatemala, the vast majority (70%) chose supporting the peacekeeping efforts of other Central American countries, with increased economic assistance their preferred (but distant) second track (17%). Providing military assistance to local governments was selected by only 10%, and was considered the least appropriate by 69%.

23. These figures correspond closely to those of the 1982 poll, which showed 66% did not believe regional instability in Central America posed a threat to Canada and 61% did not believe Canada could play "a meaningful role in bringing about orderly political change" in the region.

24. When asked whether they would support the use of Canadian forces, if necessary, to rescue Canadian citizens in danger on a Caribbean island, the vast majority of respondents (82%) said they would.

#### The Middle East

25. When asked to choose between Arabs and Israelis most Canadians (71%) claim to be neutral, rather more so than in 1982 (63%). Among those who do express sympathy for one side or another, more said they favour Israel (20%) than the Arabs (9%) -- compared to 16% and 18% respectively in 1982.

26. It is clear, however, that Canadians do not view all Arab countries alike. Only 10% believe all Arab countries have taken a common position in dealing with Israel, while 63% draw a distinction between those who have agreed to negotiate and those who have not. When asked where their sympathies lay as between the three groupings, the percentage of respondents remaining neutral dropped considerably (to 31% from 71%), those favouring Israel remained approximately the same (19% as compared to 20%), and those favouring Arab states increased from 9% to 48% (44% for the moderate Arab states, and 4% for the others). A number of conclusions can be drawn: (a) Canadians' support for Israel is pretty solid at one in five, but (b) people appreciate that the Arab/Israeli dispute is not a simple two-sided affair and they are sympathetic to moderate Arab opinion by about two in five.

27. The data also presents an interesting contrast between respondents' views and their perceptions of the government's position.

28. While 19% of respondents said their sympathies lay with Israel and 19% thought the government in fact sympathized more with Israel than the other players, only 7% thought the government should share their position and be more sympathetic to Israel than it was. Conversely, while 44% said they sympathized with moderate Arab states only 13% thought the government actually did so, and only 20% thought it should. In other words, (a) supporters of Israel see their bias reflected in government performance, while only one in three supporters of the Arab states see their bias reflected in government performance; and (b) on both sides, a significant proportion (two out of three supporters of Israel, and one out of two supporters of the Arab states) recognize the need for the government to adopt an even-handed approach. This suggests that the government's policy is in the mainstream of Canadian opinion.

29. The large majority (70%) of respondents claim their sympathies have not changed over the last six months, though slightly more (18%) report increased sympathy for moderate Arab states over increased sympathy for Israel (8%).

30. An even greater majority (81%) believed Israel had a right to recognition from its Arab neighbours, and a nearly identical number (82%) believed the Palestinians had a right "to their own homeland". (In 1982, only 44% were in favour and 20% opposed to "the establishment of an independent Palestinian state".) But when probed on the conditions under which a Palestinian homeland should be granted, a third of respondents had no view. Of the rest, there was approximately 2:1 support for the idea that whatever was arranged Israel should be assured of secure borders; that it should not have to relinquish control of territory it has held since 1948; and that it should be prepared to give up the West Bank/Gaza.

31. The PLO's legitimacy in the eyes of Canadians is uncertain. They are evenly divided as to whether the Palestinians themselves regard the PLO as their legitimate representatives, but by a two to one majority (50% compared to 23%) they do not believe the PLO effectively represents the interests of Palestinians. By a slightly larger margin (52% to 13%), respondents did not believe the government should deal with the PLO "like any other political movement" unless the PLO recognized Israel. (In 1982, the figures were 52% and 25%, which suggests a significant drop in the number lending uncritical support to the PLO.) By a smaller margin (46% to 36%), they believed the government should have contacts with the PLO "in order to urge it to adopt more moderate policies".

32. For all the confusion surrounding the situation in Lebanon, Canadians who venture to express a view (36% had none) have a pretty liberal (and perhaps accurate) notion of where to place the blame: 10% on the Lebanese themselves, 16% on the Syrians, 10% on the Palestinians, 10% on the Soviet Union, 8% on Israel, and 2% on the USA.

33. On the Iran/Iraq war, even before the commencement of the bombing of oil tankers, two out of three respondents recognized the threat which the war posed to oil supplies. In the event of an interruption of supplies, 83% said they would support Canadian participation in a UN-sponsored peacekeeping operation, while 56% said they would support a Canadian decision not to get involved at all (note the overlap).

#### Passport and Consular Services

34. Two in five Canadians report having travelled abroad in the past five years. Unprompted, 47% said they were aware that the federal government provided embassy/consular services abroad (compared to only 25% in 1979), 33% passport services (compared to 20% in 1979), and 7% registration for security purposes.

35. One in ten (11%) claim to have used the services of a Canadian embassy or consulate abroad (compared to 14% in 1979), and of

these 83% report satisfaction with the services received (68% very, 15% somewhat). But 16% or one out of every six Canadians who have visited an embassy or consulate in the past five years could be considered not satisfied at all with the services received.

36. One in three (37%) claim to have been to a Canadian passport office, of whom 92% report satisfaction with the services received (63% very, 29% somewhat), leaving a dissatisfaction total of 6%. In 1979, the figures were 94% (80% and 14%) and 5%, suggesting some decrease in the general quality of services.

#### Sources of Information

37. Canadians rely on five main sources of information to acquaint themselves with world affairs and foreign policy issues. These are all passive sources: the daily newspaper, television, radio, a weekly newspaper, and magazines/periodicals. These same sources predominated in 1979, though the daily newspaper has assumed increased prominence (superior in fact to television) while other forms of the written media have declined in importance.

38. In contrast, the Department's domestic public affairs efforts are concentrated on the more active sources of information: lectures at learned institutions, public meetings, and correspondence with the Department.

### INTERNATIONAL TRADE AND DEVELOPMENT

#### International Trade

39. Respondents' views reflect a very high degree of awareness (79% very and 20% somewhat) of the importance of trade to Canada and of the impact of international developments on the Canadian economy, but also considerable confusion on such issues as exchange rates and their effect on trade performance.

40. Developing new export markets for Canadian industries was respondents' highest priority; but when asked to assess factors which would inhibit Canada's ability to compete on world markets, the "value of the Canadian dollar" was rated the most important, followed by production costs, labour disputes and inflation. This would appear to show a serious misunderstanding of the benefits of a lower Canadian dollar for exports and may reflect popular sensitivity to the value of the currency as a symbol of national worth. (It may, however, also reflect a certain ambiguity in the question posed). But it also shows that Canadians do not have a very high regard for Canadian industry's international competitiveness.

41. Canadians are reasonably well aware of the fact that Canada has import restrictions on various products (automobiles and textiles in particular), and about half recognize that such restrictions are at

odds with the concept of promoting freer trade. Nonetheless they favour protecting Canadian industry over promoting freer international trade by a margin of almost two to one, with Quebecers the most protectionist and B.C. the least. But opinion on protectionism is evenly divided if it increases prices to consumers. Two out of three say they would support "a federal government decision to maintain protection of Canadian industry for a limited period of time in order to provide an opportunity for restructuring of the industry, after which Canadian firms would be expected to function unprotected within the marketplace". But only one in three of those supporting the proposition would continue to do so if restructuring forces "some Canadian companies to shut down". (Others are either opposed or don't know.) The most recent Louis Harris poll on European, Japanese and American economic and security concerns, taken in the spring of 1984, showed a marked preference for protectionism over structural adjustment in every country polled except the UK, where opinion was divided.

42. On Canada/US trade, it is difficult to draw conclusions on attitudes to sectoral free trade because the question asked gave a muddled definition of sectoral free trade. Nonetheless, 70% favoured arrangements with the USA in industries in which Canada is competitive. There does not appear to be reticence about freer trade with the US provided that it works to Canada's advantage. A majority is aware of the Auto Pact and 61% of them think Canada has benefitted from it.

43. The USA is seen as by far the greatest potential export market, followed by Europe, Asia/Pacific, Latin America and Africa. In a somewhat contradictory finding, when individual countries are rated, the USA is followed by Japan, China, UK, France and the Soviet Union and in total Asia and Pacific countries outrank European countries. Only in B.C. is their an emphasis on Japan and China that significantly surpasses the national average. Quebecers attach greater importance to France as a potential market than the national average, the Atlantic Provinces to the UK and the Prairies to the Soviet Union. This implies that affinity for or knowledge of a foreign country colours perceptions of export possibilities, though in the case of the Prairies this likely represents the importance of wheat sales to the Soviet Union.

44. Canadians' views of sectors which offer export potential are largely conditioned by the exports produced in each region, i.e. B.C. residents emphasize forestry and mining while the Prairies stress agriculture.

45. The poll does not appear to support the view that the public favours less government intervention in the economy. 80% felt that the government should do more to "control" the economy. It would seem that the shift in thinking amongst policy-makers and academics in recent years towards a more market-oriented approach and a belief in the "limits of government" are not shared by the public.

### Foreign Investment

46. The major finding on foreign investment is that the overwhelming majority of Canadians from all regions favour control of some sort on foreign investment. 66% of those polled favour a policy which allows foreign investment, but provides for controls to ensure that it benefits Canada. 7% want to buy back foreign businesses and 19% believe in minimum Canadian ownership requirements for foreign companies, while only 6% favor unrestricted foreign investment. In other words, existing government policy has broad backing amongst Canadians.

47. At the same time there would appear to be an important body of opinion (42%) which believes that foreign investment should be more tightly controlled, compared to 20% who wish less tight controls and 32% who think the status quo should be continued. The result is virtually identical to that obtained in 1982; this suggests that the recovery has not shifted attitudes on this issue. Simultaneously, Canadians are sensitive to the economic consequences of a more restrictive policy: support for tighter controls shrinks if it would slow economic growth.

48. There is sensitivity over the source of foreign investment. A significant minority believe there is too much investment from the USA, Japan and Hong Kong. There is little concern about European investment; on the contrary, there is a strong view that there is not enough investment from Europe. This may suggest that Canadians do not see European domination as a potential threat; opinion on the USA, Japan and Hong Kong is more evenly divided.

49. Only in two sectors of the economy do more Canadians think there is too much foreign investment -- oil and gas and clothing and textiles. Overall, a majority of Canadians believe that foreign owned companies are the same sort of corporate citizens as Canadian companies, but simultaneously a majority feel that they take more out of Canada than they put in (by 56% to 32%).

50. Opinion is divided on the implications for Canadian sovereignty of increased foreign investment, but the more educated, well-to-do and interested in international affairs are more concerned on this score.

### Development Assistance

51. The poll found support for current levels of aid but some ignorance about what these were. The prevailing view (53%) is that Canada spends "about the right amount" on foreign aid, though a significant minority (27%), centered in Ontario and B.C., thinks we spend too much. At the same time, however, Canadians tend to over-estimate the size of ODA's share of the federal budget. Almost

half of the respondents (47%) thought ODA's share exceeded 5% of the federal budget (in 1982/83 it was 2.12%) - and a slightly smaller number (40%) thought it should! As for the criteria for aid, its contribution to building export markets for Canada emerges as the most important criterion. Lower ratings were accorded such criteria as a country's ability to develop economically or a country's level of poverty. Respondents were relatively uninterested in such criteria as a country's proximity to Canada or its affiliation with Canada through the Commonwealth or la francophonie. A conclusion to be drawn is that Canadians generally support current aid levels while seeing aid as a contribution to Canadian export trade.

CANADIANS' ATTITUDES TO  
FOREIGN POLICY ISSUES

A Research Report  
for  
THE DEPARTMENT OF EXTERNAL AFFAIRS

Prepared by  
GOLDFARB CONSULTANTS

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## INTRODUCTION

### I. PURPOSE

After numerous discussions with personnel from the Department of External Affairs, a nation-wide attitudinal study was planned and implemented. The overall objective of the study was to determine the general attitudes of Canadians toward a number of issues pertaining to Canada's foreign policy. Specific areas of investigation included:

- \* Canada - United States relations
- \* East - West relations
- \* Central-America
- \* the Middle East.

### II. METHODOLOGY

Once the questionnaire was drafted, reviewed by the Department and adjusted accordingly, interviewing began.

The study was designed to include one thousand (1000) interviews conducted by telephone during the first three weeks of April, 1984.

### III. THE SAMPLE

The sample was designed to yield one-thousand interviews with Canadians eighteen years of age or over, one-half among males, one-half among females.

Furthermore, the sample was computer weighted by region in order that each region's contribution to the total sample properly reflected its overall population contribution to the country as a whole.

#### IV. REFERENCE PERSPECTIVE ON REPORTING

This report presents the summary of the data collected, with implications drawn based on analysis of the overall data and the relevant geographic and demographic sub-breaks.

DETAILED FINDINGS

**THE STATED LIKELIHOOD OF PERSONAL PARTICIPATION IN VARIOUS INFORMATION GATHERING SOURCES**

People were asked how likely they would be to actually participate in a number of areas in order to become better informed about world affairs and foreign policy issues.

Overall, there tends to be two distinct areas — the more passive sources such as the mass media areas, and the more active sources such as attending a meeting or personal contacting. And, as the table below outlines, it is the more passive sources which are utilized to a far greater degree by the majority of Canadians.

Likelihood of...	% of Respondents who are...		
	Very likely	Somewhat likely	Not likely at all
Reading an article in the daily newspaper	66	25	9
Watching a panel discussion or documentary on T.V.	56	32	12
Reading an article in the weekly newspaper	55	27	17
Listening to a radio discussion or information program	54	34	12
Reading an article in a magazine or periodical	53	33	14
Attending a university lecture	17	30	52
Writing the government to request specific information	17	30	53
Attending a public meeting	13	33	55
Base: (1000)			

OUTLOOK FOR THE FUTURE

The degree to which Canadians claim to be basically optimistic about various issues as opposed to basically pessimistic is outlined below.

The data shows that while Canadians are relatively confident that Canada will remain independent from the United States, other issues such as eradicating world poverty, the possibility of another global depression, and the ability of super powers to avoid a nuclear confrontation seem less assured to significant proportions of Canadians.

	% of Respondents who are...		
	Basically optimistic	Basically pessimistic	Don't know
Canada remaining an independent country, separate from the United States	78	19	3
Canada's ability to maintain its level of economic well being	70	27	3
Free trade in the world	65	29	6
The super powers' ability to avoid a nuclear war	62	34	4
The prospect of another world economic depression such as was experienced in the 1930's	48	48	4
The eradication of poverty and starvation in the developing countries	30	66	4
Base: (1000)			

Younger Canadians, while more optimistic about the eradication of poverty and starvation in the world, are less optimistic about the super powers' ability to avoid a nuclear war.

Optimistic About...	% of Respondents who are optimistic			
	Under 25	25 - 39	40 - 49	50 or over
The super powers' ability to avoid a nuclear war	56	61	65	68
The eradication of poverty and starvation in developing countries	37	28	26	30

THREATS TO PERSONAL SECURITY

- Prompted with a list of four items which could pose a threat to one's personal security, Canadians were asked which of the four they believe poses the greatest threat.
- Close to one in two Canadians claim that the acquisition of nuclear weapons by smaller countries such as those in the Middle East poses the greatest threat of the four.
- Regionally, Quebeckers are more concerned than others with Soviet military power, while a higher proportion of B.C. residents rate communist subversion as a primary threat to their security.

Poses Greatest Threat	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Acquisition of nuclear weapons by smaller countries such as one of the Middle East countries	49	52	43	52	45	54
Soviet military power	23	16	20	22	30	22
American military power	14	19	14	15	11	10
Communist subversion	12	10	20	9	13	13
No opinion	1	3	3	2	1	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

- Men (56%), more so than women (42%) report greater concern with the potential acquisition of nuclear weapons in the Middle East.
- It is interesting that while those born in Canada, and those born outside of Canada both claim that the acquisition of nuclear weapons poses the primary threat to personal security among the elements listed, the secondary threat differs somewhat ... with Canadian born more likely to rate Soviet military power second (24% vs. 16%) and those born elsewhere more likely to rate American military power as a secondary source of concern (22% vs. 12%).

POTENTIAL CAUSES OF A NUCLEAR WAR

- Canadians were asked to rate a series of issues or events which could potentially lead to a nuclear war. Of these four, a crisis in the Middle East is seen as the potentially most volatile by about two in five Canadians.
- Moreover, these attitudes tend to be quite consistent across the data breaks, although Quebecers are equally likely to rate Soviet aggression as high as a Middle East crisis as the most likely cause of such an event taking place.

Most Likely Cause	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
A crisis in a place such as the Middle East	43	50	45	46	34	47
Accident or equipment malfunction	24	20	27	27	23	19
Aggression by the Soviet Union	22	18	20	17	30	23
Aggression by the United States	9	10	7	9	10	9
No opinion	2	2	1	1	3	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

PRIORITIZING THE SIX THEMES OF CANADIAN FOREIGN POLICY

Canadians were exposed to six themes basic to the conduct of Canadian foreign policy and asked which one they feel is most important. As the data shows, there are two themes which Canadians feel should underscore foreign policy ... promoting peace and security, and fostering economic growth and prosperity.

Theme Of Foreign Policy	Total	% of Respondents rating theme most important				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Promoting world peace and security	38	35	36	33	43	50
Fostering economic growth and prosperity	28	27	31	32	25	17
Protecting the world's natural environment and resources	14	13	12	16	15	11
Safeguarding Canadian sovereignty and independence	11	17	10	13	6	12
Improving the quality of life through cultural and educational exchanges	4	4	7	4	4	3
Promoting social justice through assistance to developing nations	4	2	4	1	7	7
No opinion	1	2	-	1	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

There are also skews by sex. Males are more likely than females to cite fostering economic development as the most important premise of Canada's foreign policy (33% vs. 22%), while females more so than males indicate that world peace is the priority theme (47% vs. 28%).

PERCEIVED IMPORTANCE OF VARIOUS FOREIGN POLICY SUBJECTS

- The degree to which various foreign policy subjects are seen as very important, somewhat important, or not important at all is presented in the following data. The table is presented in rank order starting with issues perceived as more important to those perceived as not as important overall.

	% of Respondents who say...		
	Very important	Somewhat important	Not important at all
The United States and the Soviet Union reaching a nuclear arms control agreement	77	18	5
Protecting our oceans and insisting on the proper management of the fisheries and other resources	76	21	2
Dealing with the United States on acid rain	75	21	3
Ensuring that the United Nations treats all of its members according to the same standards	68	27	4
Ensuring that NATO pays equal attention to maintaining adequate defences and promoting understanding between the super powers	64	31	4
Offering ideas for controlling the non-nuclear arms race	61	34	5
Efforts to control and reduce the non-nuclear arms race	60	31	8
Participation in UN peacekeeping efforts	60	34	6
The expansion of international trade	59	37	4
Making respect for human rights a condition of our aid to developing countries	59	35	6
Promoting and defending human rights in other countries	57	34	8
Defence arrangements under NATO	50	41	8
Membership in the United Nations	50	38	12
Criticizing the United States when we think it is wrong	45	38	16
Promoting solutions to conflicts in developing countries	43	47	10
Criticizing the Soviet Union when we think it is wrong	42	38	20
Promotion of international understanding and development through the commonwealth	40	37	12
Efforts to reduce the international debt of countries	40	44	15
Protecting Arctic sovereignty	40	44	13
Providing aid to developing countries	39	49	12
The negotiation of tariffs and international trade agreements	38	55	5
Imposing restrictions on importation of foreign goods such as Japanese automobiles	33	46	21
Relaxing restrictions on foreign investments in Canada	30	49	20
Promotion of international development and understanding through the family of French speaking nations	18	49	32
Base: (1000)			

By region, differences exist as follows:

- \* In British Columbia - on the whole, attitudes in B.C. tend to reflect those of the country as a whole with regard to how important each of the various issues presented are perceived as being. When differences exist, it tends to be that British Columbians believe that the issues are somewhat less important than the country overall, as is the case with:
  - offering ideas for controlling non-nuclear arms
  - making respect for human rights a condition of our aid to developing countries
  - promoting and defending human rights in other countries
  - promoting solutions to conflicts in developing countries
  - efforts to reduce the international debt of countries
  - providing aid to developing countries
  - imposing restrictions on importation of foreign goods such as Japanese automobiles
  
- \* In Prairie Provinces - Prairie residents' viewpoint regarding the importance of various foreign policy subjects replicates the attitudes of the country as a whole. The one exception to this is that they are less likely to feel that it is important to criticize the U.S. when we think it is doing something wrong.
  
- \* In Ontario - two issues are seen as more important by Ontarians than by those in other parts of Canada:
  - dealing with the United States on the acid rain issue
  - promoting solutions to conflicts in developing countries
  
- \* In Quebec - Quebecers see three issues as more important than do those in other parts of the country:
  - participation in UN peacekeeping efforts
  - promoting solutions to conflicts in developing countries
  - promotion of international development and understanding through the family of french speaking nations.

On the other hand, the Quebec populace, on average, find each of the following as less important:

- protecting oceans and insisting on the proper management of fisheries and other resources
- ensuring that the United Nations treats all of its members according to the same standards
- ensuring that NATO pays equal attention to maintaining adequate defenses and promoting understanding between the super powers
- efforts to control and reduce the non-nuclear arms race
- expansion of international trade
- making respect for human rights a condition of our aid to developing countries
- defence arrangements under NATO
- membership in the UN

\* In the Maritimes - Maritimers have placed a greater degree of importance than others on a number of foreign policy subjects. Particularly the following:

- protecting our oceans and insisting on proper management of the fisheries and other resources
- ensuring that the United Nations treats all of its members according to the same standards
- ensuring that NATO pays equal attention to maintaining adequate defences and promoting understanding between the super powers
- efforts to control and reduce the non-nuclear arms race
- promoting and defending human rights in other countries
- defence arrangements under NATO
- membership in the UN
- criticizing the Soviet Union when we think it is wrong
- efforts to reduce international debt of countries

- There are also differences by sex. Men are more likely than women to rate each of the following foreign policy subjects as more important:

- \* the expansion of international trade
- \* defence arrangements under NATO
- \* efforts to reduce the international debt of countries
- \* the negotiation of tariffs and international trade agreements
- \* relaxing restrictions on foreign investment in Canada

Women, on the other hand, place higher importance levels than do men on the following:

- \* the United States and the Soviet Union reaching nuclear arms control agreement
- \* efforts to control and reduce the non-nuclear arms race
- \* participation in UN peacekeeping efforts.

**THE PERCEIVED IMPORTANCE OF CANADA'S RELATIONSHIP WITH OTHER COUNTRIES OR REGIONS**

The perceived importance of Canada's relationship with a selected group of countries and regions is explored below.

	% of Respondents who say relationship with ___ is ...		
	Very important	Somewhat important	Not important at all
<b>By Country...</b>			
The United States	88	11	1
Japan	64	34	2
The United Kingdom	57	38	4
The U.S.S.R	54	37	8
China	51	40	7
West Germany	39	52	7
France	34	55	10
Australia and New Zealand	25	56	16
Mexico	21	57	20
Italy	17	62	19
<b>By Region...</b>			
Western Europe	46	48	5
The Middle East	36	49	12
Eastern Europe	31	55	13
Asia	28	56	14
Central America	24	53	20
South America	23	56	18
The Caribbean	18	54	26
Africa	16	53	29
Base: (1000)			

## CANADIAN POWER AND INFLUENCE

### How Important Do People Perceive Canada To Be?

- Respondents were asked to speculate somewhat on this series of questions. The intent was to determine how important people believe Canada is in the eyes of other countries.
- Overall, about one in four Canadians believe that the rest of the world sees Canada as a very important country, while one in ten contend that the rest of the world sees Canada as not important at all.
- It is interesting that when asked how much respect selected countries and regions are perceived as having for Canada's overall importance, there are three which stand out ... the United States, Japan, and to some extent the Soviet Union. People believe that each of these countries has more respect for Canada's importance than they see the rest of the world having. And, what is interesting is that Canadians also tend to value the importance of the relationship with these countries more so than for other countries.

Importance Of Canada To ...	% of Respondents who say ...		
	Very important	Somewhat important	Not important at all
The World overall	27	56	11
The United States	49	43	8
Japan	44	50	6
The Soviet Union	33	46	21
Western Europe	25	63	12
Israel	19	55	24
Arab States	18	51	30
The Caribbean	17	52	30
Base: (1000)			

What Is Canada's Image In World Eyes?

- By a significant margin, Canadians believe that other countries see Canada as a mediator and peacekeeper, more so than a military power, or a major player in international economic events.
- A significant core (more focussed in the western provinces), believe that other countries see Canada as a country of little consequence.

The Rest Of The World Sees Canada Primarily As ...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
A military power	1	-	-	1	2	1
A major player in international economic events	15	10	17	10	24	12
A mediator and peacekeeper	63	60	53	67	61	71
A country of little consequence	21	29	30	22	12	17
No opinion	-	-	-	-	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

Would Canadians Like To See Canada's International Influence Be Greater?

- A sizeable proportion of all Canadians report that Canada should endeavour to increase its international stature or its scope of influence ... a conviction held more strongly in Ontario, and less strongly among Prairie residents.
- People are concerned about the state of world affairs, and would like Canada to promote world peace and security even more so than is currently the case.

	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Would like Canada's international influence to be greater	75	71	61	83	77	69
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

How Should Canada's World Influence Be Enhanced?

Those who indicated that Canada's influence on international matters should be greater were presented with a list of five possibilities for achieving this goal. According to the majority of Canadians, there are two viable directions to pursue in this regard; Canadian leaders becoming more vocal, and using Canada's economic power as a lever in trade relations.

	% of those who feel influence should be greater and pick _____ ...				
	First	Second	Third	Fourth	Fifth
Canadian leaders should speak out more often on international issues	41	29	18	8	3
We should make greater use of our economic power in our trade relations	38	29	20	8	4
We should increase the size of our armed forces	12	14	16	25	33
We should spend more on aid to developing countries	7	14	23	28	27
We should expand the number of Canadian embassies overseas	5	14	22	30	29
Base: (751)					

**SUPPORT FOR INCREASED SPENDING ON THE ARMED FORCES**

- The data shows that increased military spending, even when funding is sourced by cutting back on aid to developing countries, is supported by no more than two in five Canadians.
- Quebeckers are less favourably disposed to the idea of increased military spending. Maritimers, on average, are more positive to this notion.

Would Support Increased Military Spending If ...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
This meant reduced spending on the aid to developing countries	40	45	46	43	26	53
This meant increasing personal income tax	26	27	32	31	12	37
This meant reducing spending on social services in Canada	14	9	18	14	9	25
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

CANADA - U.S. RELATIONS

The State Of Current Relations

A majority of Canadians from all parts of the country believe that Canada - U.S. relations are at least good at the present time. But, that only 11% say that relations are excellent suggests that many Canadians believe relations could be better than they currently are.

Canada - U.S. Relations Are ...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Excellent	11	10	15	10	11	10
Good	46	49	43	43	50	49
Fair	37	36	37	39	35	32
Poor	6	5	5	8	4	9
Total	100	100	100	100	100	100
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Has The Condition Of Canada - U.S. Relations Changed In Recent Years

The contention among most is that the condition of Canada - U.S. relations has not evolved either positively or negatively over the past few years. However, by a ratio of close to two to one the remainder of Canadians believe that relations have worsened in recent years (28%) as opposed to improved (15%). Again, people believe that Canada-U.S. relations are not as good as they could be.

The group who claim to be very interested in affairs on the international scene are even more pessimistic about the evolution of Canada - U.S. relations in recent years. There is clearly a sense that relations are not now as good as they could and should be between these two countries.

Canada - U.S. Relations Have ...	Total	% of Respondents	
		Very interested in world affairs	Not at all interested in world affairs
Improved	15	14	20
Remained the same	57	49	65
Worsened	28	37	15
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(357)	(75)

Those who indicate that Canada - U.S. relations have worsened over the past few years were asked whether this perceived situation is a source of concern.

Clearly a perceived worsening state of Canada - U.S. relations is a source of concern to these Canadians as about eight in ten report being very or somewhat concerned with the situation as it exists.

% of those who feel that  
Canada - U.S. relations  
have worsened in recent years

Level Of Concern

Very concerned	36
Somewhat concerned	44
Not concerned at all	20
	100

Base: (277)

Preferred Direction In Canada - U.S. Policy Decisions

- When faced with two opposing policy directions pertaining to Canada's dealings with the United States, nearly twice as many Canadians would opt for Canada pursuing its policies even if it lead to problems with the U.S. as would prefer that Canada maintain its relationship with the U.S. potentially at the expense of some desired policy. Canadians want to be independent in dealing with the U.S., but a significant 34% still would not want to jeopardize the friendship as a result.
  
- Furthermore, this conviction tends to increase as levels of household income increase.

	Total	% of Respondents		
		INCOME		
		Under \$20,000	\$20,000 - \$34,999	\$35,000 or over
Canada should pursue its own independent policies even if this leads to certain problems in its relations with the United States	63	52	65	71
Canada should maintain a generally good relationship with the United States even if this means that certain Canadian interests would have to be sacrificed	34	42	33	27
No opinion	3	6	2	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(275)</b>	<b>(330)</b>	<b>(277)</b>

How Are Canada's Dealings With The United States Perceived?

- A slight majority of Canadians believe that Canada is not heavy handed enough in its dealings with the United States. People want more forceful decision-making when it comes to dealing with the U.S. They want Canada to take an independent stand. However, the degree to which pushing a point of view more strongly with the United States would be supported by Canadians is likely to be a function of the individual issue being negotiated.
- Ontario and Maritime residents seem more inclined to favour a tougher stand by Canada in its dealings with the U.S.

In Dealing With The United States, Canada...	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Pushes its own point of view too strongly	9	5	11	8	10	5
Does not push its own point of view strongly enough	53	52	57	60	40	60
Has the right balance	38	41	32	31	50	34
No opinion	-	2	-	1	-	1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(116)</b>	<b>(171)</b>	<b>(358)</b>	<b>(268)</b>	<b>(87)</b>

- Demographically, those who would more strongly support Canada pushing its own point of view more strongly include:
  - \* younger Canadians (60%)
  - \* those born outside of Canada (61%)
  - \* the better educated

Confidence In The United States To Deal With World Problems

Canadians do not exhibit an overwhelming level of confidence in the ability of the United States to effectively deal with global issues and concerns. While the majority report having at least a fair amount of confidence, a significant proportion of one in three claims to have little, if any, confidence at all.

Confidence In The U.S. To Deal With World Problems

% of Respondents

A great deal of confidence	14
A fair amount of confidence	53
Not very much confidence	25
No confidence at all	<u>8</u>
	100

Base:

(1000)

This and other data suggests that even though significant proportions of the Canadian marketplace would like to see the status quo remain intact with respect to Canada - U.S. relations, many are simply not satisfied with the leadership provided by the U.S., and the willingness of U.S. leadership to deal with Canada, and Canadian concerns. This is an issue which needs to be resolved before improved relations between the two countries can be developed.

THE STATE OF EAST-WEST RELATIONS

Is A Military Balance Necessary In Western Europe?

- Three in four Canadians believe that having military balance in Western Europe to offset the Soviet power is a necessary strategic tactic at this point in time.
- Younger Canadians, however, are less convinced than others that this is truly the case.

A Military Balance In Western Europe Is ...	Total	% of Respondents			
		AGE			
		Under 25	25 - 39	40 - 49	50 or over
Necessary	74	66	75	76	77
Unnecessary	19	26	20	17	15
Don't know	7	8	5	7	8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(176)	(408)	(139)	(275)

Military Defence And Nuclear Weaponry

- Respondents were read two statements pertaining to military defence and the need for nuclear weapons within todays defence systems. For each statement, respondents were asked how much they agreed or disagreed with what was said. Results have been tabulated in the form of an index of agreement. This means that the closer the index score is to 100, the more strongly the level of agreement with that statement. Conversely, the closer the score to zero, the more strongly the level of disagreement.

- There is strong agreement, coming equally from all regions of Canada that military defence with nuclear weapons is too dangerous. But, at the same time, slightly more agree than disagree that defence today without nuclear weapons is unthinkable. Even though there is strong agreement that nuclear weapons are too dangerous, there are still significant proportions who believe that this is necessary in order to maintain adequate defences.

	Total	Index of Agreement (Maximum 100)				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Nowadays, military defence with nuclear weapons is too dangerous	81	82	83	79	82	80
Nowadays, military defence without nuclear weapons is unthinkable	52	46	51	57	47	58
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Response To A Hypothetical Military Situation

- To better understand people's innermost thoughts on nuclear weapons and the applications thereof, a completely hypothetical situation was posed. It read as follows:

If NATO forces in Western Europe were on the point of being overwhelmed by a conventional attack from the Soviet Union and other countries in Eastern Europe, would you ... accept defeat or, use nuclear weapons to try and stop them. *The rest of*

- Canadians are divided on this issue. As many indicate that they would rather accept defeat in Western Europe and not use nuclear weapons, as report that a nuclear strike would be a viable defence in this situation.

- Younger Canadians are more adamant in suggesting that accepting defeat would be the more acceptable of the two choices.

If NATO Forces In Western Europe Were Being Overwhelmed By A Conventional Attack From The Soviet Would You...	Total	% of Respondents			
		AGE			
		Under 25	25 - 39	40 - 49	50 or over
Accept defeat and the Soviet takeover of Western Europe	(37)	46	42	29	30
Use nuclear weapons to try to stop them	(37)	35	32	46	40
Don't know	(26)	19	26	25	30
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(176)</b>	<b>(408)</b>	<b>(139)</b>	<b>(275)</b>

One of the reasons why the use of nuclear weapons as a defence tactic in the above scenario is not universally supported is the fact that three in four Canadians believe that any use of nuclear weapons would lead to a nuclear retaliation and, as such, a full-scale world war. The prospect of a full-scale, nuclear involved world war is seen as a far more horrendous situation than the prospect of a Soviet takeover of Western Europe for a significant proportion of Canadians.

% of Respondents

Believe That ...

A limited nuclear war is possible	21
Any use of nuclear weapons would lead to a fall-scale world war	74
Don't know	$\frac{5}{100}$
Base:	(1000)

Concern With Current State Of East-West Relations

A significant proportion of Canadians (34%) say they are very concerned with the current state of East-West relations.

	<u>% of Respondents</u>
<u>Concern With State Of East-West Relations</u>	
Very concerned	34
Somewhat concerned	53
Not concerned at all	<u>13</u>
	100
Base:	(1000)

There are several sub-cells which report slightly higher levels of concern on the current state of East-West relations. These include:

- \* those born outside of Canada (44%)
- \* B.C. residents (44%)
- \* those very interested in world affairs (42%)
- \* older Canadians (39%)
- \* females (38%)

- The level of concern with the state of East-West relations stems from the fact that by a ratio of over 2 to 1, Canadians feel that the relationship between Eastern and Western Nations is deteriorating over time.

- Furthermore, when looking only at those very interested in world affairs, the propensity to report a deteriorating condition is even more pronounced ... a sign that the issue will gain prominence if the two sides do not warm up to each other in the near future.

In Past 10 Year Or So, East-West relations Have ...	Total	% of Respondents
		Very interested in world affairs
Improved	16	14
Remained the same	43	38
Deteriorated	41	48
Total	100	100
Base:	(1000)	(357)

Who Is Responsible For This Deterioration?

Even though the majority believe that a deteriorating relationship between the East and the West is equally attributable to the United States and the Soviet Union, there are slightly more (especially women) who would blame the Soviet Union before blaming the United States.

Responsibility Lies With ...	Total	% of those who feel East-West relations have deteriorated	
		Male	Female
The United States	11	15	8
The Soviet Union	18	17	19
Both	66	64	67
Neither	3	2	4
Don't know	2	2	2
Total	100	100	100
Base:	(411)	(192)	(218)

How Should The West Respond To The Soviets?

- There is no definitive answer to this philosophical question among the Canadian population. In a general sense, the majority favour maintenance of a tough negotiating stand, waiting for the Soviets to make the first move. But there is a solid core of one in three Canadians who would rather see concessions made to the Soviets to promote detente. Again, this issue is not clear among most Canadians.
  
- This latter group, moreover, is particularly focussed among younger Canadians and non-native borns.

In The Event Of An Inpass, With The Soviets, Western Nations Should...	Total	% of Respondents				Born outside of Canada
		AGE				
		Under 25	25 - 39	40 - 49	50 or over	
Maintain current policy and wait for the Soviets to make the first move	57	51	55	65	59	51
Change current policy and make some concessions to the Soviets	33	42	34	21	31	43
Don't know	10	7	11	14	10	6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(408)	(139)	(139)	(275)	(139)

THE PRIME MINISTER'S PEACE INITIATIVE

- The vast majority of Canadians have heard of the Prime Minister's peace initiative ... although more men than women, and older people more so than younger people.
- The initiative, moreover, appears to have been well received by almost all Canadians. Nine in ten of those aware of this initiative, or 78% overall, claim that it is a good idea for the Prime Minister to have undertaken this mission.
- Canadians are concerned with the current state of East-West relations. And, their desire for Canada to play an intermediary or peacekeeping role is fulfilled naturally by this mission.

	Total	% of Respondents					
		SEX		AGE			
		Male	Female	Under 25	25 - 39	40 - 49	50 or over
Aware of peace initiative	86	90	83	72	85	72	91
Not aware of peace initiative	14	10	17	28	15	28	9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(496)	(504)	(176)	(408)	(176)	(139)

Peace Initiative Was...	Total	% of those aware of the peace initiative				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Good idea	91	91	83	91	95	88
Bad idea	8	8	16	7	4	10
Don't know	1	1	1	2	1	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(864)	(103)	(130)	(324)	(230)	(76)

Perceived Impact Of The Peace Initiative

- Even though Canadians believe that the peace initiative was a good idea, they are not convinced that it has, or will, sustain much impact. Furthermore, if the initiative is to have a significant impact, some Canadians believe that it will be in the long term as opposed to having already been achieved.
  
- The data shows that the peace initiative is really seen as an "anything is better than nothing" process by Canadians (as evidenced by the high 'somewhat positive' response). Further, they see little real evidence that relations are improving, and hope therefore that if it is to have any effect, it will come over time.

Impact Of Peace Initiative:	% of Respondents aware of the peace initiative	
	Impact already sustained	Potential impact in the long term
Very positive effect	13	20
Somewhat positive effect	47	45
Not much effect at all	38	32
Don't know	2	3
Total	100	100
Base:	(864)	(864)

Response To Two Defence Strategies

Clearly, Canadians are looking for potential ways in which the reliance on nuclear weaponry can be reduced. In the context of reducing this reliance, both alternatives ... increasing non-nuclear spending, and stationing Canadian forces in Europe ... receive significant support and approval by a majority of Canadians.

Would Support ___ If It Would Reduce Reliance On Nuclear Weapons To Defend The West	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Stationing of Canadian forces in Europe	77	69	79	83	68	81
Increased spending on conventional armed forces and non-nuclear weapons	80	80	82	82	74	88
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Are Canadians Aware That Armed Forces Are Stationed In Europe?

Close to four in five (78%) Canadians believe that Canada has a military presence in Western Europe, although this claimed knowledge increases with age and with household income levels.

CANADA AND NATO

- Most Canadians believe that Canada's participation in NATO should continue, although those not interested in world affairs, as well as the less well educated are somewhat less convinced on this matter.

Canada Should...	Total	% of Respondents				
		Very interested in world affairs	Not at all interested in world affairs	Education		
				Some/ completed public school	Some/ completed high school	College, University or more
Remain in NATO	85	88	59	63	72	84
Get out of NATO	8	6	24	9	13	7
Don't know	7	6	17	28	15	9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Base:</b>	<b>(1000)</b>	<b>(357)</b>	<b>(75)</b>	<b>(72)</b>	<b>(404)</b>	<b>(513)</b>

HOW SHOULD CANADA RESPOND TO THE SOVIETS

- In principle, about as many Canadians agree as disagree that Canada should cut off trade and other exchange with the Soviet Union when they take action of which Canada strongly disapproves.
- Canadians are really saying that they do not know how to respond to the Soviets and their power in the face of unfavourable activity. Sanctions elicit only moderate support, and less so when it hurts Canadians in the process. Canadians do not want to be pushed around, but are not sure how to retaliate if it happens.
- Quebeckers are least supportive of this type of action among all regions in Canada.

	Total	% of Respondents				
		British Columbia	Prairies	Ontario	Quebec	Maritimes
Basically agree with cutting off trade with Soviet Union if they take action of which Canada disapproves	50	53	48	59	34	59
Support such action even if it disadvantages Canadians in the process	39	44	35	49	25	46

CRUISE MISSILE TESTS

Support For The Cruise Missile Testing

- On an overall basis, the country is divided evenly on this issue. About one-half say they support the Cruise tests, while the other half say they oppose the tests.

	<u>% of Respondents</u>
Support Cruise tests	47
Oppose Cruise tests	47
Don't know	<u>6</u>
	100

Base: (1000)

- But, looking at the data more closely reveals the following additional insights. The sub-cells more likely to be supportive of these tests include:

- \* males (56%)
- \* those over 40 years old (56%)
- \* those earning \$35,000 or more (56%)
- \* those very interested in world affairs (55%)
- \* those born outside of Canada (53%)
- \* Prairie residents (55%)

- On the other hand, groups most opposed to Cruise Missile testing include:

- \* females (56%)
- \* Quebeckers (57%)
- \* those under 25 years old (57%)

Have Attitudes Evolved In The Past Six Months?

- While most (73%) admit that their attitudes toward the Cruise Missile have not evolved significantly over the past six months, slightly more say that they are less favourably disposed to the tests, now than six months ago (16%) than vice-versa (10%).

PERSPECTIVES ON THE CARIBBEAN AND CENTRAL AMERICA

Would Canadians Support A Caribbean Rescue Mission?

- Faced with a situation whereby Canadian citizens were in danger on a Caribbean island, the vast majority of Canadians say they would support the use of armed forces to secure their release.

	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
Would support use of Canadian forces to rescue Canadians in danger on a Caribbean island	82	76	87	84	77	87
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Is The Tension And Conflict In Central America Seen As A Threat To Canadians?

- About one in three Canadians believe that events in central America pose a threat to Canadian security (12% say a major threat, 21% say a minor threat). However, the majority (61%) do not believe that the situation in Central America will impact on them personally.

Preferred Canadian Position In Central America

- Canadians were asked to rank order the appropriateness of three alternate ways in which Canada could participate in helping settle the central American tension which exists. For the most part, Canadians would like to see the government of Canada support any peace-keeping efforts which are implemented in this area, but not in the form of direct financial or military assistance.

	% of Respondents saying _____ would be ...		
	Most appropriate	Second most appropriate	Least appropriate
Support peacekeeping efforts of other Central American countries	70	17	9
Increase economic assistance	17	60	18
Provide military assistance to local governments to combat insurgency	10	18	69
No opinion	3	5	4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base: (1000)			

PERSPECTIVES ON MIDDLE EASTERN AFFAIRS

Personal Sympathies

- Most Canadians are overtly neutral on Middle East affairs, claiming that sympathies lie with neither Israelis nor Arabs with respect to Middle Eastern conflicts.
  
- However, the data also reveals that by a ratio of 2 to 1, those who are not neutral claim to have sympathies more in favour of Israel (20%) as opposed to the Arab nations (9%).

% of Respondents

Sympathies Lie ...

More with Arabs	9
More with Israel	20
Neither	<u>71</u>
	100

Base: (1000)

- There are differences between those who sympathize with each group, as follows:
  - \* sub-cells with a greater proportion of Israeli sympathizers to Arab sympathizers include:
    - females
    - Canadians under 50 years old
    - Prairie residents.
  
  - \* on the other hand, those more supportive of Arab nations include:
    - males
    - the less well educated
    - Canadians 50 or over.

Are All Arab Countries Viewed Alike?

Canadians have clearly separated the issues in this regard. Close to two in three indicate that some Arab countries have been willing to negotiate for peace while others have not. The concept of a two-party conflict existing in the Middle East is not a viable notion for most Canadians. Canadians seem to be saying that countries in the Middle East should be viewed and judged on their own independent actions in dealing with other countries, especially Israel.

	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
All Arab countries have taken a common, unified position in dealing with Israel	10	7	9	13	9	10
Some Arab countries have agreed to negotiate with Israel, while others have refused	63	67	63	67	54	64
Don't know	27	26	28	20	37	26
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

When Arab countries are divided into more moderate and more extreme elements, that is, when countries such as Egypt which have agreed to negotiate with Israel are separated from those such as Iraq which have refused, a different picture emerges. While Israel maintains the consistent support of about one in five, moderate Arabs such as Egypt receive the support of over two in five Canadians.

This shows that Canadians public opinion with respect to the Middle East is more a function of Arab actions than Israeli actions. Evidence of this is the fact that Egypt's agreement to negotiate with Israel has swung a significant proportion of the previously neutral Canadian populace in its favour. Israel, it appears, does not receive this same credit from Canadians for this agreement.

Sympathies Lie ...	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
More with Israel	19	15	26	23	9	19
More with Arab countries which have agreed to negotiate with Israel	44	48	34	48	44	46
More with Arab countries which have refused to negotiate with Israel	4	4	5	4	2	4
Remain neutral	31	26	34	23	43	29
Don't know	2	7	1	2	2	2
Total	100	100	100	100	100	100
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Comparative Sympathies

- The last six months have not seen any major shift in Canadians' sympathies toward Middle Eastern countries. While slightly more say they have become more sympathetic towards Arab countries than Israel, the vast majority report no change in this regard.

	<u>% of Respondents</u>
<u>In Past Six Months, Have Become More Sympathetic To ...</u>	
Israel	8
Arab countries which have agreed to negotiate with Israel	18
Arab countries which have refused to negotiate with Israel	2
Sympathies have not changed	70
Don't know	<u>2</u> 100
Base:	(1000)

Does Israel Have The Right To Recognition From Its Neighbours?

- The vast majority of all Canadians believe that Israel has the right to recognition from its neighbours.

	<u>% of Respondents</u>
Israel has the right to recognition from its neighbours	81
Base:	(1000)

Do Canadians Believe The Palestinians Have The Right To A Homeland?

- Over four in five Canadians agree with the principle of a Palestinian homeland.

	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
The Palestinians have the right to their own homeland	82	78	70	86	84	82
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

- But, when specific realities which would have some bearing on this question are introduced, the response changes a great deal. At best, only one-half of those who support the idea in principle continue to support the formation of a Palestinian state under any of these conditions. What Canadians are saying, therefore, is that while the Palestinians do deserve to have a homeland, they are significantly less sure of this fact when they perceive Israel to be the only country making the concessions. The data shows that Canadians do not want the burden for the establishment of a Palestinian state to be solely Israel's.
- It is interesting that while two in five claim to support a Palestinian state on the Gaza Strip or West Bank, the fact that one million Palestinians live in this region does not impact on this issue one way or another.

Do You Support Palestinian State If:	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
Israel Must Relinquish Control Over West Bank And Gaza Strip; Areas It Has Occupied Since 1967						
Yes	41	49	41	51	22	47
No	27	21	34	27	26	26
Don't know	32	30	25	22	52	27
Total	100	100	100	100	100	100
Israel Must Relinquish Control Over The West Bank And Gaza Strip Where Over One Million Palestines Live						
Yes	42	49	46	51	27	49
No	24	24	27	24	21	25
Don't know	34	27	27	25	52	26
Total	100	100	100	100	100	100
Israel Must Relinquish Control Of The Territory Which Has Been Israeli Since Independence In 1948						
Yes	25	29	27	30	14	33
No	44	46	45	50	37	41
Don't know	31	25	28	20	49	26
Total	100	100	100	100	100	100
Israel Is No Longer Assured Of Borders Which Its Government Considers Appropriate For Security						
Yes	21	27	25	22	13	28
No	45	45	40	55	37	42
Don't know	34	28	35	23	50	30
Total	100	100	100	100	100	100
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Perceived And Preferred Canadian Government Stance On The Middle East

- Canadians generally perceive that the federal government's position in the Middle East is fairly neutral. And, this is also the stance they would like to see taken in dealing with this part of the world.
  
- The minority who see Canada favouring one side or another are more inclined to believe Canada favours Israel as opposed to the more moderate Arabs such as Egypt. Further, Canadians tend to be of the opinion that the federal government should be more supportive of the Arab countries, like Egypt, who have taken some initiative in the peace process ... a belief which reflects, to a large degree, people's personal sympathies in this area.

More Sympathetic To ...	% of Respondents		
	<u>Perceived</u> stance of Canadian government	<u>Preferred</u> stance of Canadian government	Personal sympathies
Israel	19	7	8
Arab countries which have agreed to negotiate with Israel	13	20	18
Arab countries which have refused to negotiate with Israel	1	-	2
Neutral	60	69	70
Don't know	7	4	2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base: (1000)			

Do Palestinians Regard The PLO As Their Legitimate Representatives

- On the whole, about as many Canadians perceive that Palestinians regard the PLO as their legitimate representative as do not believe this to be the case. Canadians, then, are not convinced one way or another.

	<u>% of Respondents</u>
Palestinians regard the PLO as their legitimate representative	36
Palestinians do not regard the PLO as their legitimate representative	36
Don't know	<u>27</u> 100
Base:	(1000)

- Strongest agreement that the PLO is seen as the legitimate representative of Palestinians comes from:

- \* those interested in world affairs (42%)
- \* males (41%)
- \* those earning under \$20,000 (40%)
- \* Quebecers (47%).

Strongest disagreement comes from:

- \* those earning over \$35,000 (47%)
- \* Ontario residents (47%)
- \* B.C. residents (43%)
- \* people 40-49 years old (44%)
- \* Canadians born in another country (46%).

Do Canadians Believe That The PLO Effectively Represents Palestinians?

- Fewer than one in four Canadians believe that the Palestinian people are represented effectively by the PLO. As the data shows, there is some degree of sympathy for the ultimate goal of the Palestinian people - - a homeland - - , but believe that the actions which the PLO have taken to achieve this goal have not been very effective.
  
- Quebeckers are significantly more likely than other Canadians to believe that the PLO effectively represents the Palestinian people.

	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
The PLO effectively represents the interests of the Palestinians	23	18	16	17	41	15
The PLO does not represent the Palestinians effectively	50	63	49	67	20	59
Don't know	27	29	35	16	39	24
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

The Canadian Government And The PLO

- Overall, Canadians are not sure they want the Federal Government of Canada to deal with the PLO under any circumstances, and they clearly do not want Canada to have any dealings with the PLO if the PLO does not first recognize Israel's right to exist. Furthermore, even if Israel's right to exist is recognized by PLO, there is support for dealing with the PLO by no more than one in two. What this shows is that because many Canadian people do not see the PLO as an effective representative of the Palestinian people, they do not want the government to do so either.

The Canadian Government Should Deal With The PLO Like Any Other Political Movement If ...	% of Respondents					
	Total	British Columbia	Prairies	Ontario	Quebec	Maritimes
The PLO continues to not recognize Israel	13	22	11	12	16	8
The PLO recognizes Israel	52	49	47	54	50	58
Base:	(1000)	(116)	(171)	(358)	(268)	(87)

Should Canadian Government Have Contact With The PLO?

- Canadians are somewhat divided as to whether or not the federal government should maintain any contact with the PLO, even with the attempt to persuade it to adopt more moderate policies.

	<u>% of Respondents</u>
Canadian government should have contacts with PLO	46
Canadian government should not have any contacts with PLO	36
Don't know	<u>18</u> 100
Base:	(1000)

- Most likely to believe that no contact should be maintained include:

- \* Ontario residents (44%)
- \* those under 25 (42%)
- \* Prairie residents (40%).

- Most likely to support official Canadian PLO contacts are the following:

- \* B.C. residents (54%)
- \* males (51%)
- \* those born outside of Canada (60%)
- \* those earning \$35,000 or more (53%)
- \* those very interested in world affairs (55%).

Perceived Perpetrators Of Lebanon Conflict

- Canadians were asked which country or group they believed to be most at fault in the Lebanese conflict. The data shows that both Syria, and Lebanon itself are seen as the main two perpetrators of this conflict.

	<u>% of Respondents</u>
Lebanon	18
Syria	16
Palestinians	10
Societ Union	10
Israel	8
USA	2
Don't know	36
Base:	(1000)

Impact Of Iran-Iraq War

- Three in five believe that this conflict between Iran and Iraq does pose a threat to the world's supply of oil. It should be pointed out that interviewing was conducted in April, before the latest wave of ship bombing in the gulf commenced. These developments, moreover, would likely inflate this proportion somewhat at the present time.

% of Respondents

Iran-Iraq War ...

Poses a threat to the world supply of oil	60
Does not pose a threat	34
Don't know	<u>6</u>
	100

Base: (1000)

- If the Iran-Iraq war did cut off the supply of Middle East oil, Canadians would more strongly favour a government decision to participate in peace-keeping efforts as opposed to avoiding the problem altogether.

	% of Respondents who would ...		
	Support strongly	Support somewhat	Not support at all
Canadian participation in a UN sponsored peace-keeping operation	54	29	13
A Canadian decision not to get involved in the issue	29	27	40
Base: (1000)			

RESPONSE TO CANADIAN PASSPORT AND CONSULAR SERVICES

Have Canadians Travelled Abroad?

- Overall, about two in five Canadians (41%) report having travelled abroad in the past five years.
  
- The following sub-cells report higher incidence of overseas travel in the past five years:
  - \* those born outside Canada (58%)
  - \* those very interested in world affairs (54%)
  - \* upper income earners (53%)
  - \* better educated (50%)
  - \* Quebeckers (48%)
  - \* males (46%).
  
- Canadians are aware, unaided, of the following services provided by the federal government of Canada overseas:
  - \* consular/embassy services (47%)
  - \* passport offices (33%)
  - \* security registration (7%).

Satisfaction With Passport Office

- Just over one in three (37%) indicate that they have been to a Canadian passport office.
  
- And among these, virtually all were at least somewhat satisfied with the service provided.

% of those who have visited a passport office

Very satisfied	63
Somewhat satisfied	29
Not satisfied at all	6
Don't know	<u>2</u>
	100

Base: (368)

Satisfaction With Canadian Embassy Services

- One in ten Canadians (11%) claim to have used a Canadian embassy or consulate abroad.
  
- While two in three (68%) of these people report complete satisfaction with the service they used, the proportion claiming to be not satisfied at all (16%) is one to be sensitive to.

	<u>% of those who have visited a Canadian embassy</u>
Very satisfied	68
Somewhat satisfied	15
Not satisfied at all	16
Don't know	<u>1</u>
	100
Base:	(108)

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