



China: Hopes and Fears

Results of a National Opinion Poll

Presentation to the
Standards Council of Canada
National Standards System Conference

Yuen Pau Woo
June 2008



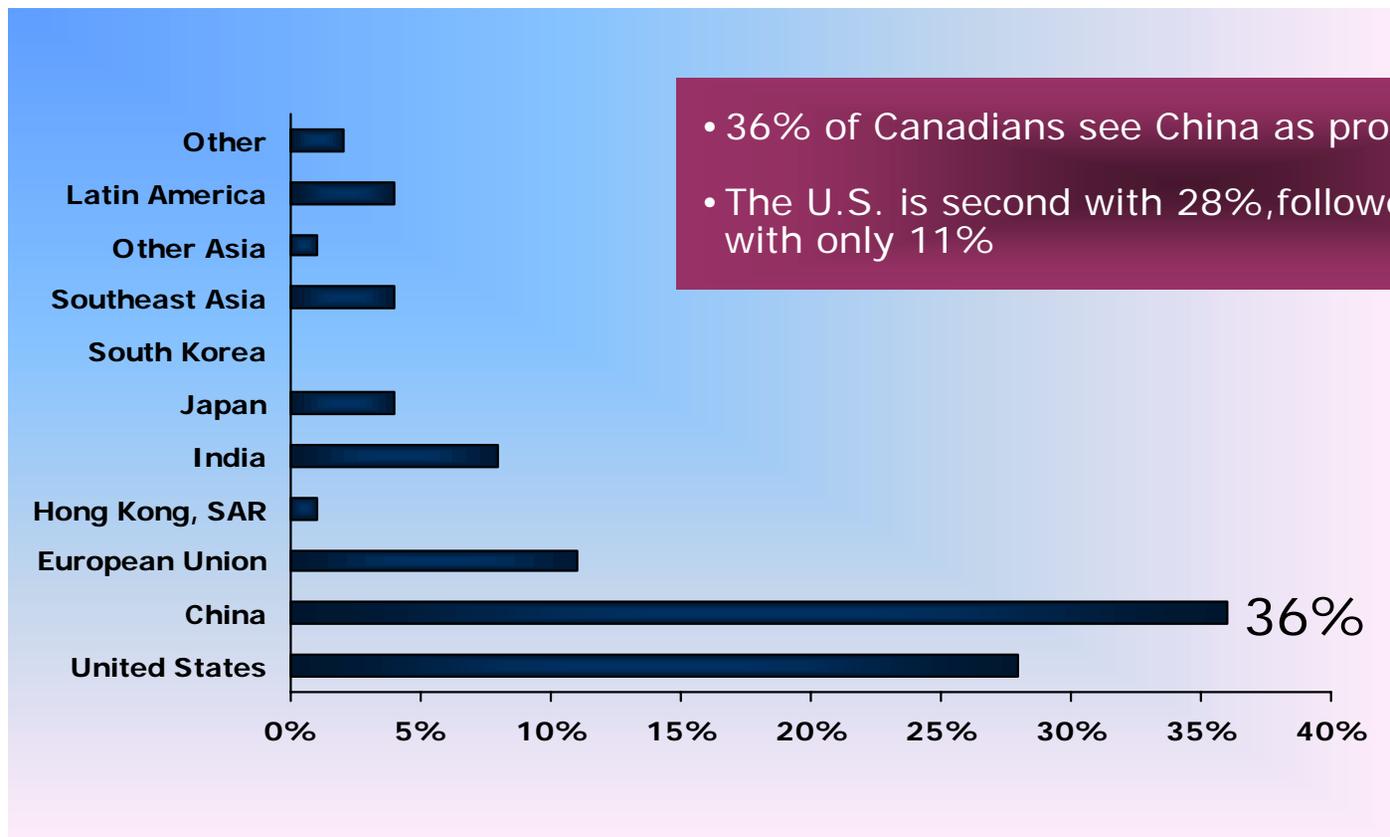
Asia Pacific Foundation
of Canada

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"In your view, which one of the following markets holds the most potential for Canadian exports and investment?"

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China tops the list of markets with most potential for Canadian exports and investments, even ahead of the United States and the European Union.



- 36% of Canadians see China as promising market
- The U.S. is second with 28%, followed by the EU with only 11%

Hopes

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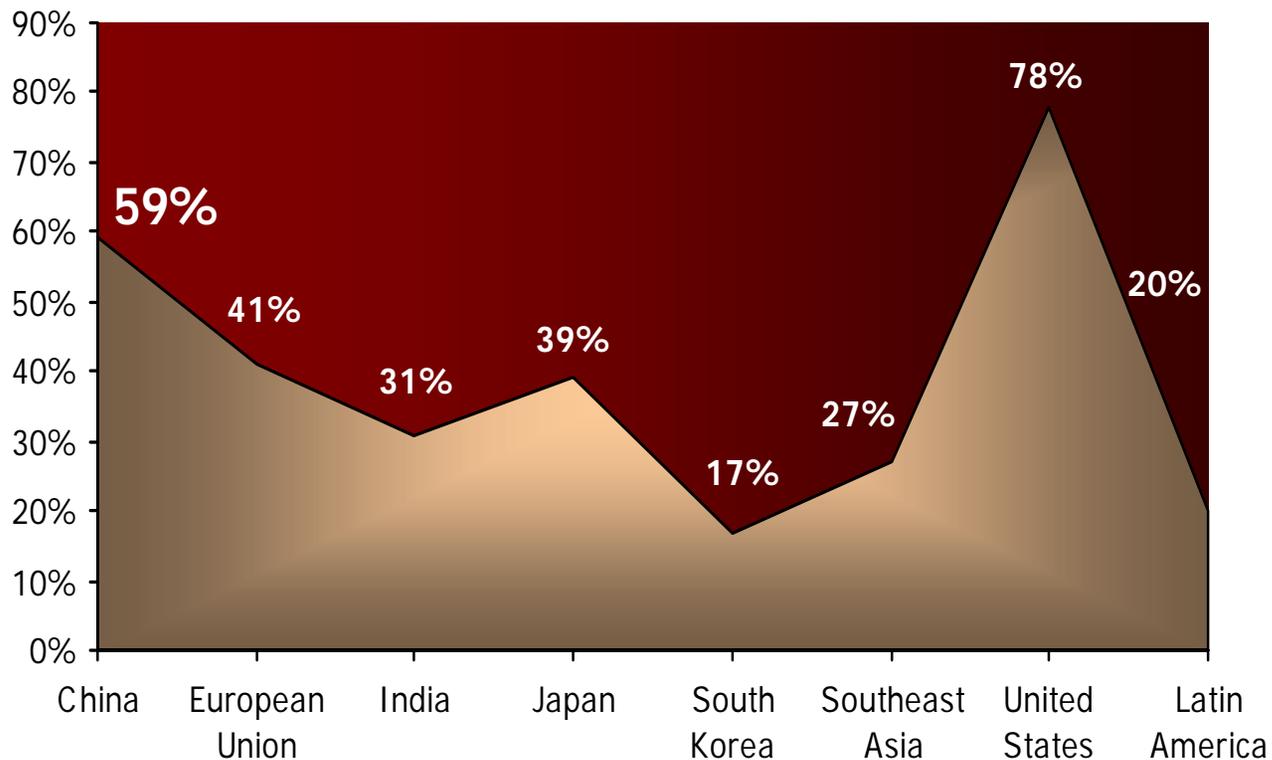


Source: www.bbc.co.uk

"How important are each of these countries or regions to Canada's prosperity?"

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The majority of Canadians believe China (59%) is important to the country's prosperity – second only to the U.S. (78%)

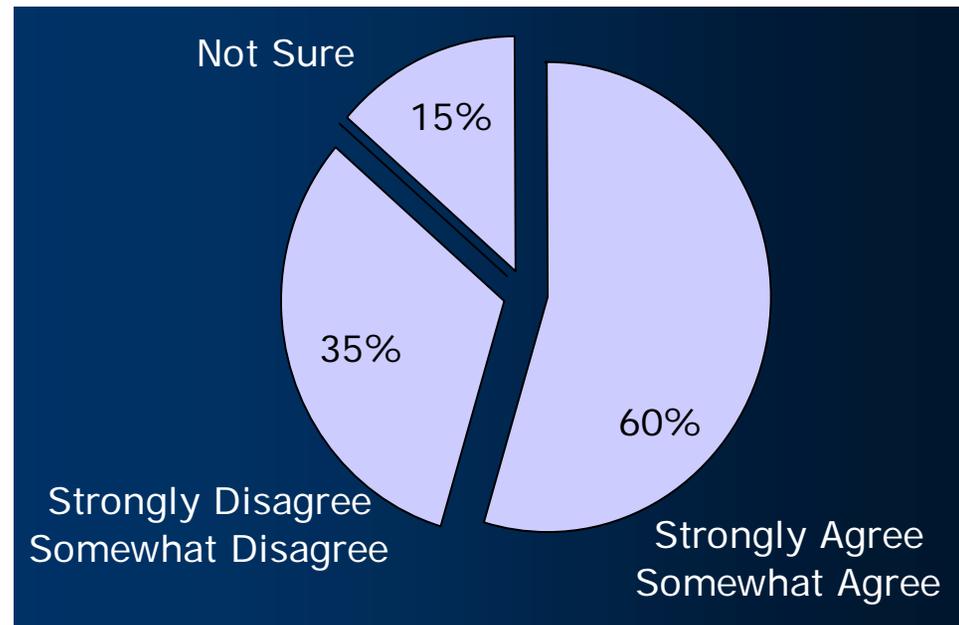


- BC holds the highest number of respondents saying China matters to Canada's success (67%), followed by Ontario (63%) and Alberta (62%)

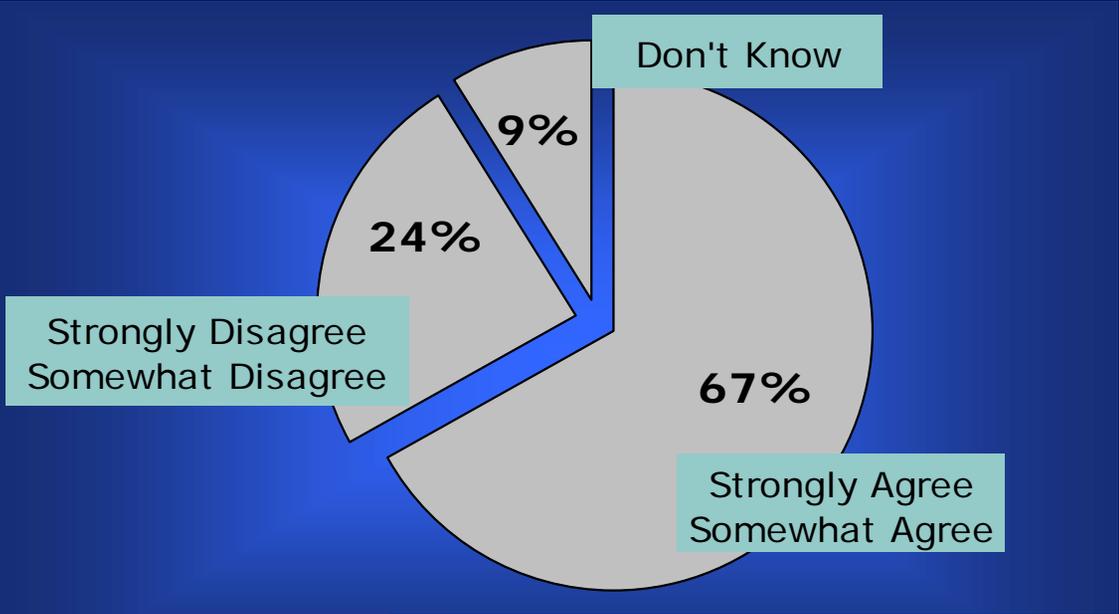
“The growing importance of China as an economic power is more of an opportunity to Canada than it is a threat”

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- 60% of respondents think China's growing economy represents an opportunity to Canada, not a threat; but 30% disagree
- Manitoba and Saskatchewan hold the highest number of people who see an economically-strong China as positive for Canada (69%), while people in Atlantic Canada (59%) and Quebec (51%) are slightly more sceptical
- In fact, 42% of people in Quebec see China's growth as a threat to Canada



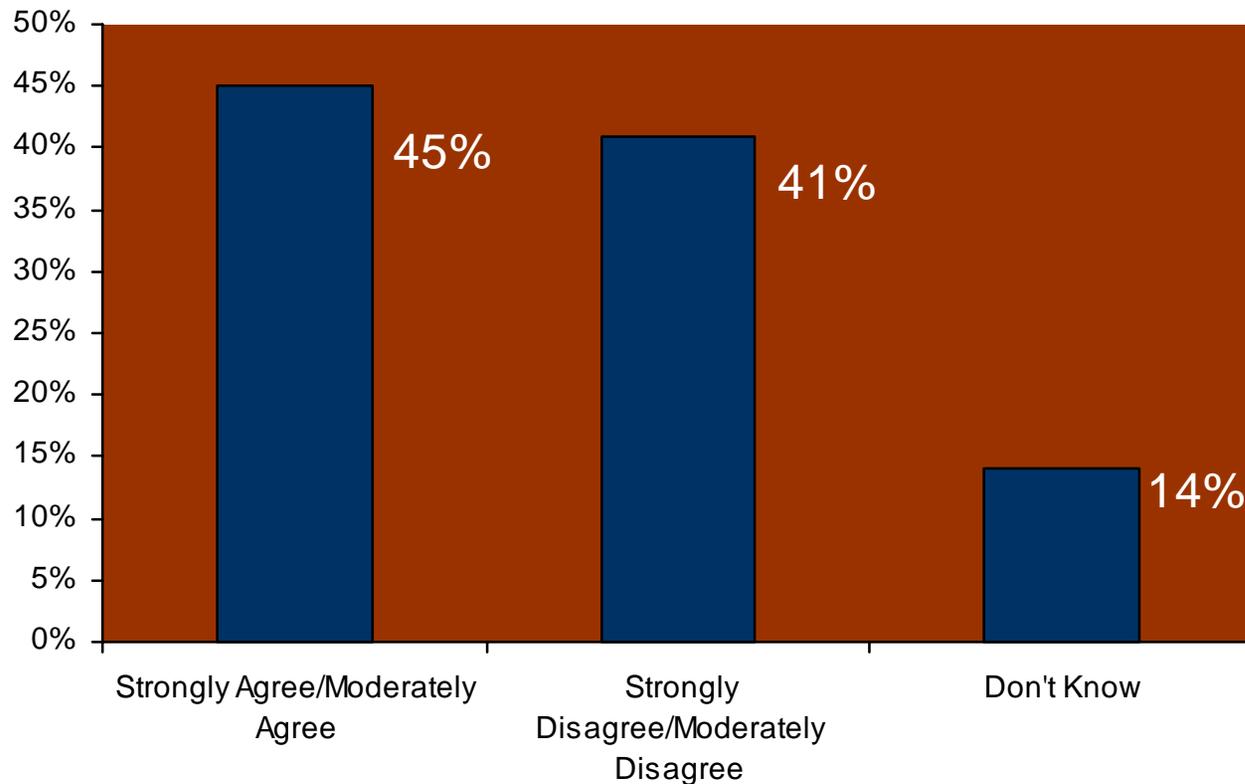
"Looking ten years into the future, the influence of China and India in the world will equal that of the United States"



67% of respondents foresee India and China becoming world powers within the next decade, and say they will have as much influence in the world stage as the United States

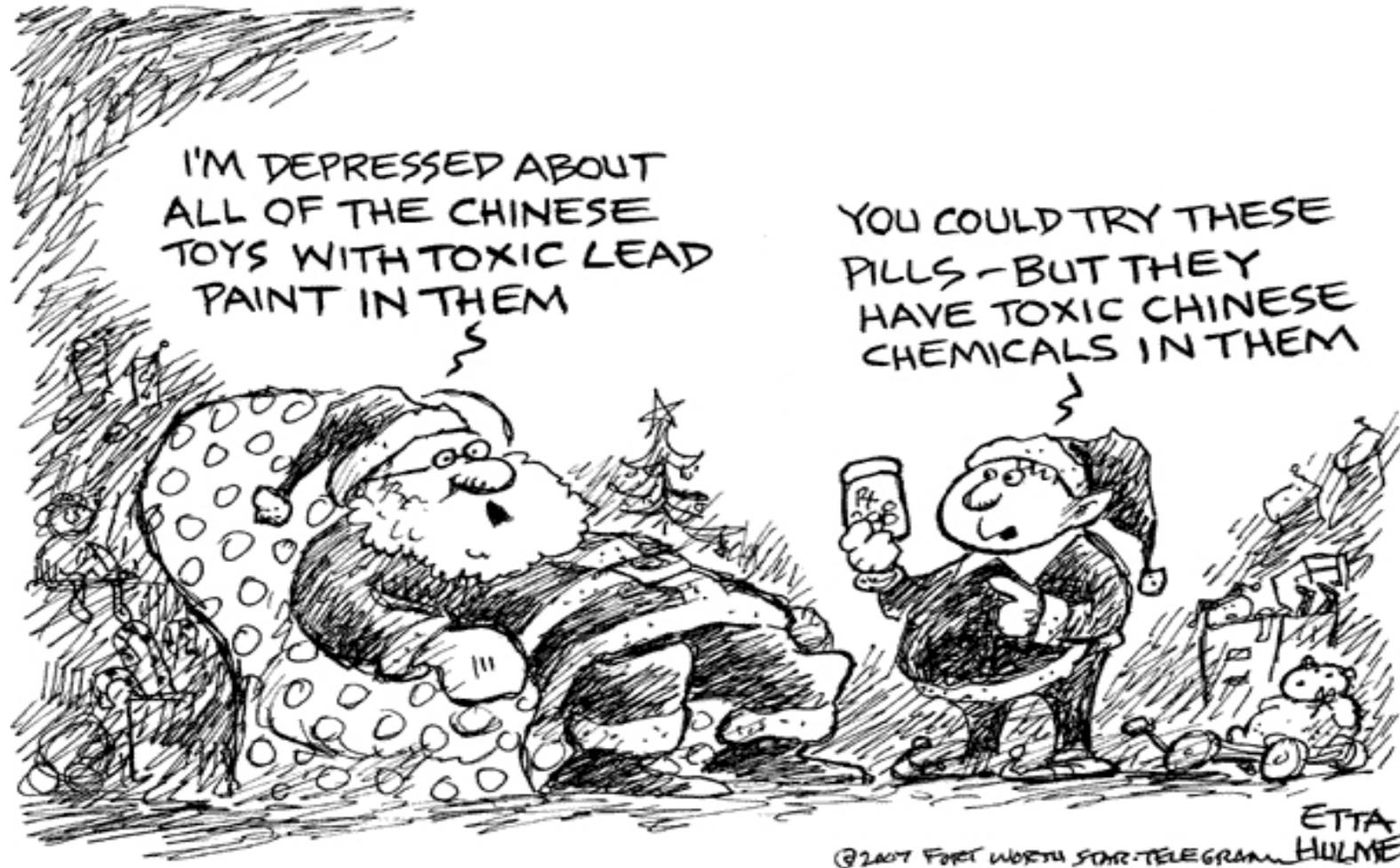
"Canada should seek a free trade agreement with China if the United States attempts to renegotiate NAFTA"

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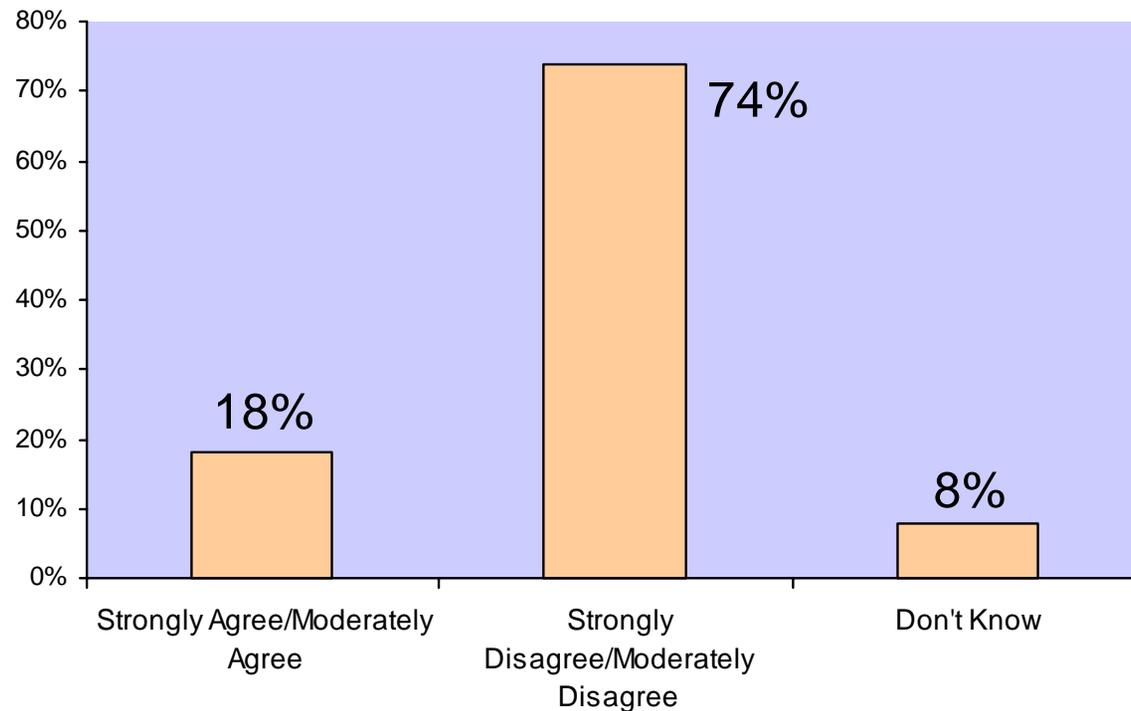
- 45% think the Canadian government should seek to establish a free trade agreement with China if the U.S. attempts to re-negotiate the terms of NAFTA

Fears



"Food products imported from China are as safe as those from other developing countries"

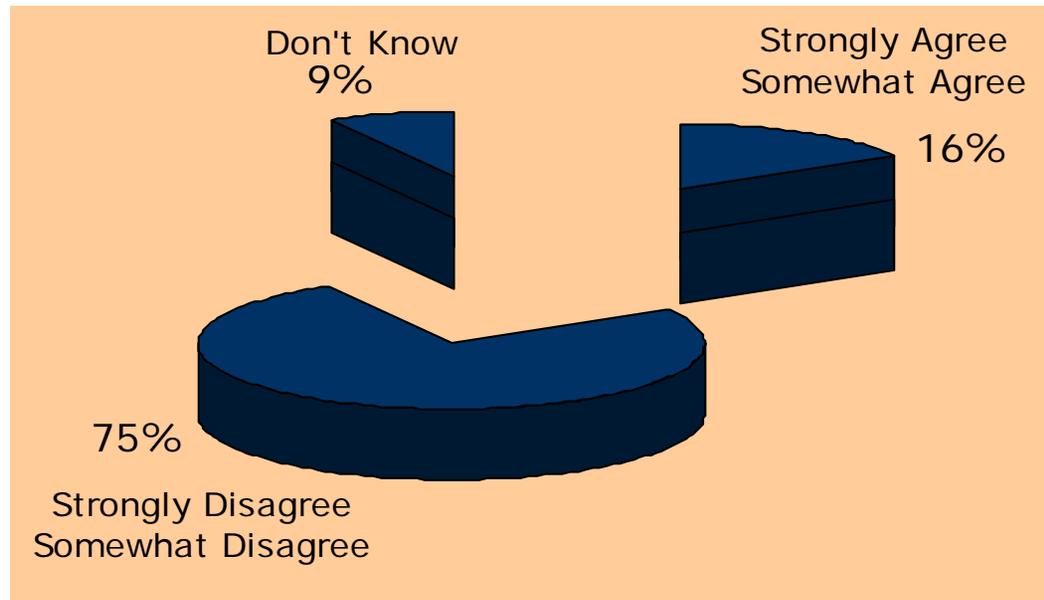
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- Only 18% of Canadians think food products imported from China are as safe as those from other developing countries

"Manufactured goods from China are of better quality than those from other developing countries"

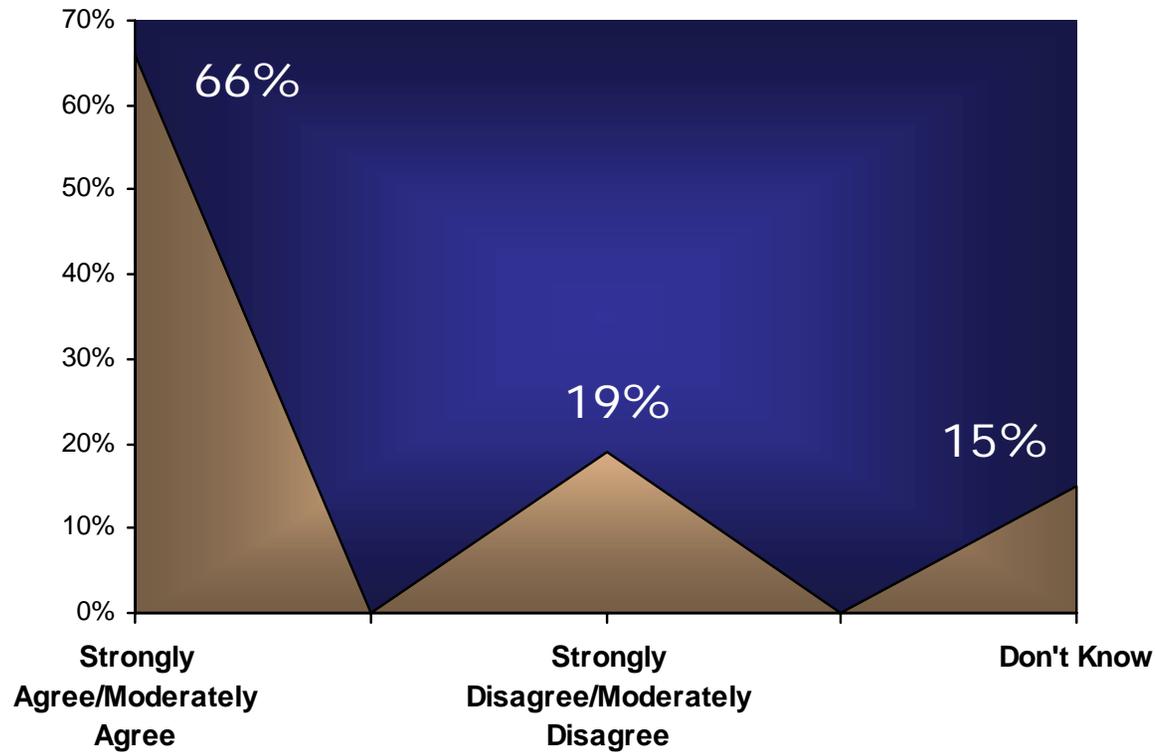
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- Manufactured goods imported from China are NOT better in quality than those from other developing countries for 75% of respondents

"China's growing military power is a threat to the Asia Pacific region"

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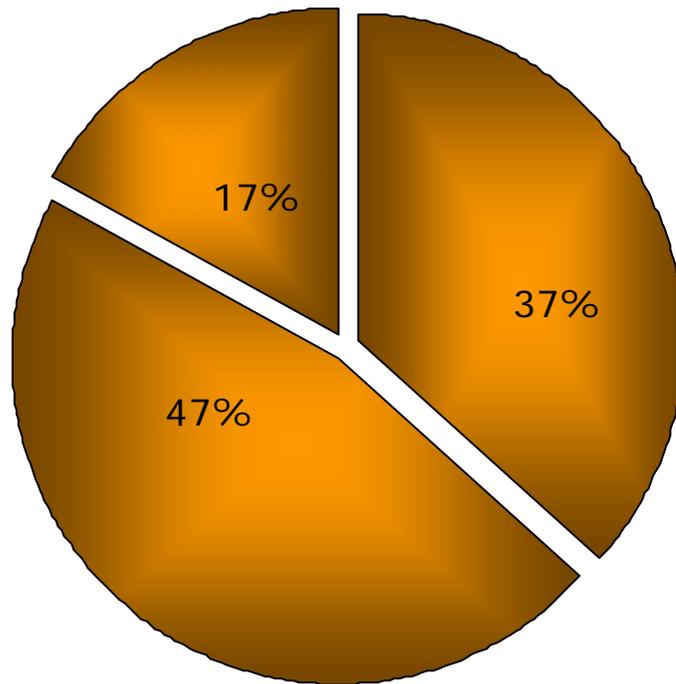
- Two thirds of respondents say China's growing military power represents a threat to the Asia Pacific region



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"The human rights situation in China today is better than it was 10 years ago"

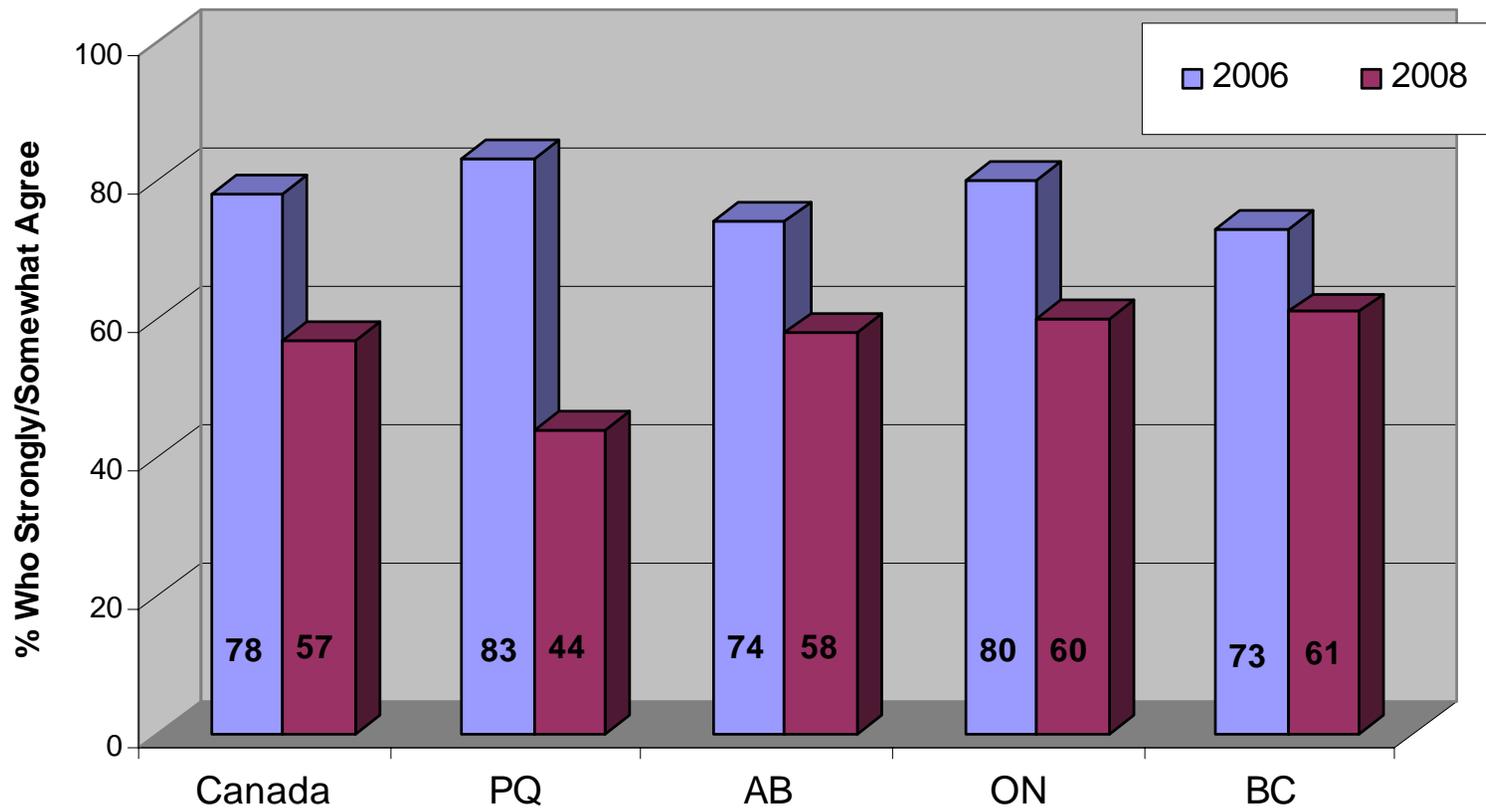
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• 47% of respondents DO NOT think that China's human rights situation is better today than it was 10 years ago

The Overall Impact of Asian Immigration on Canada is Positive 2008 vs 2006

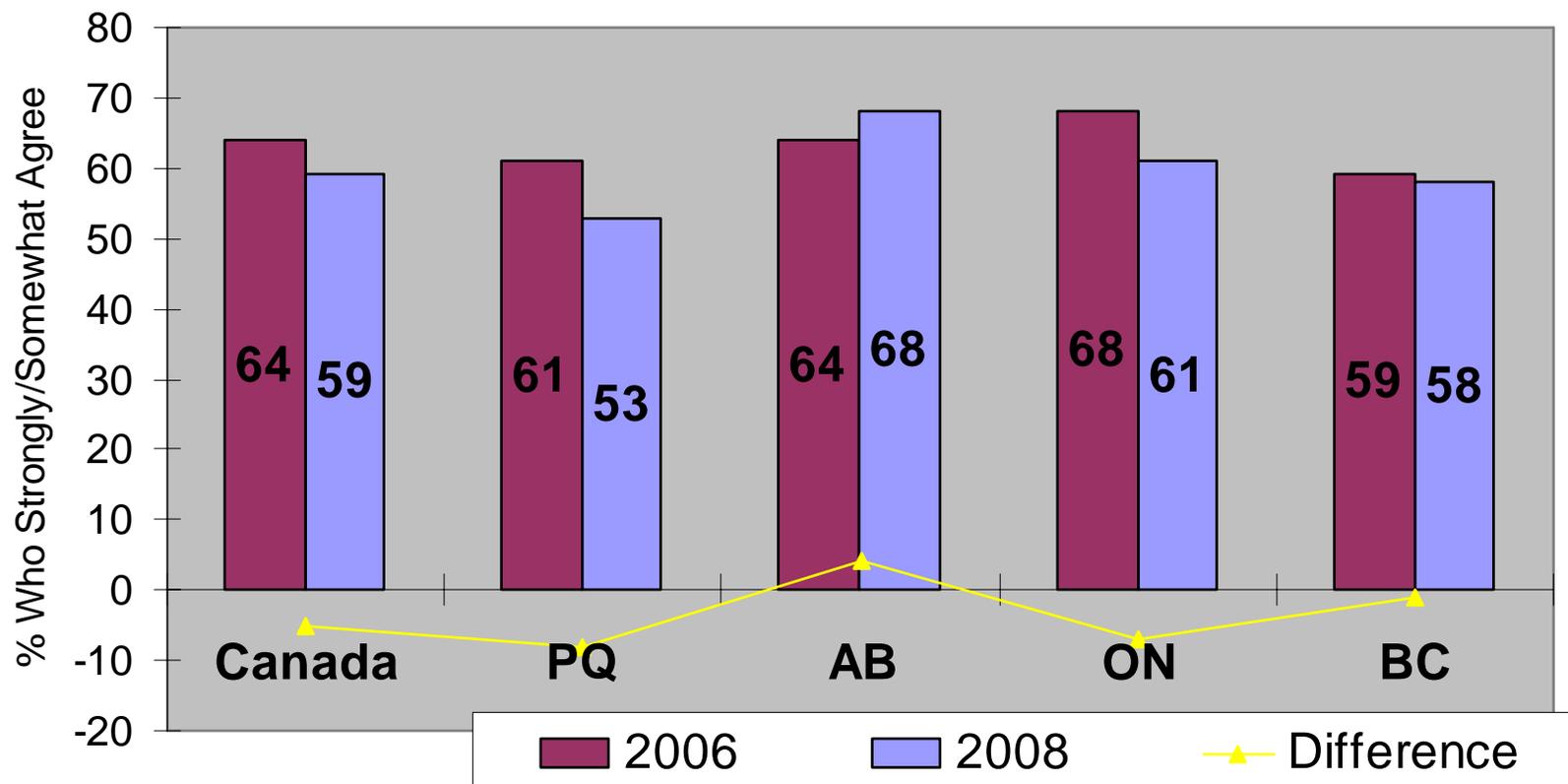
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Source: APF Canada, National Opinion Polls 2006, 2008

Canadians Would Benefit From More Asian Investment in this Country 2008 vs 2006

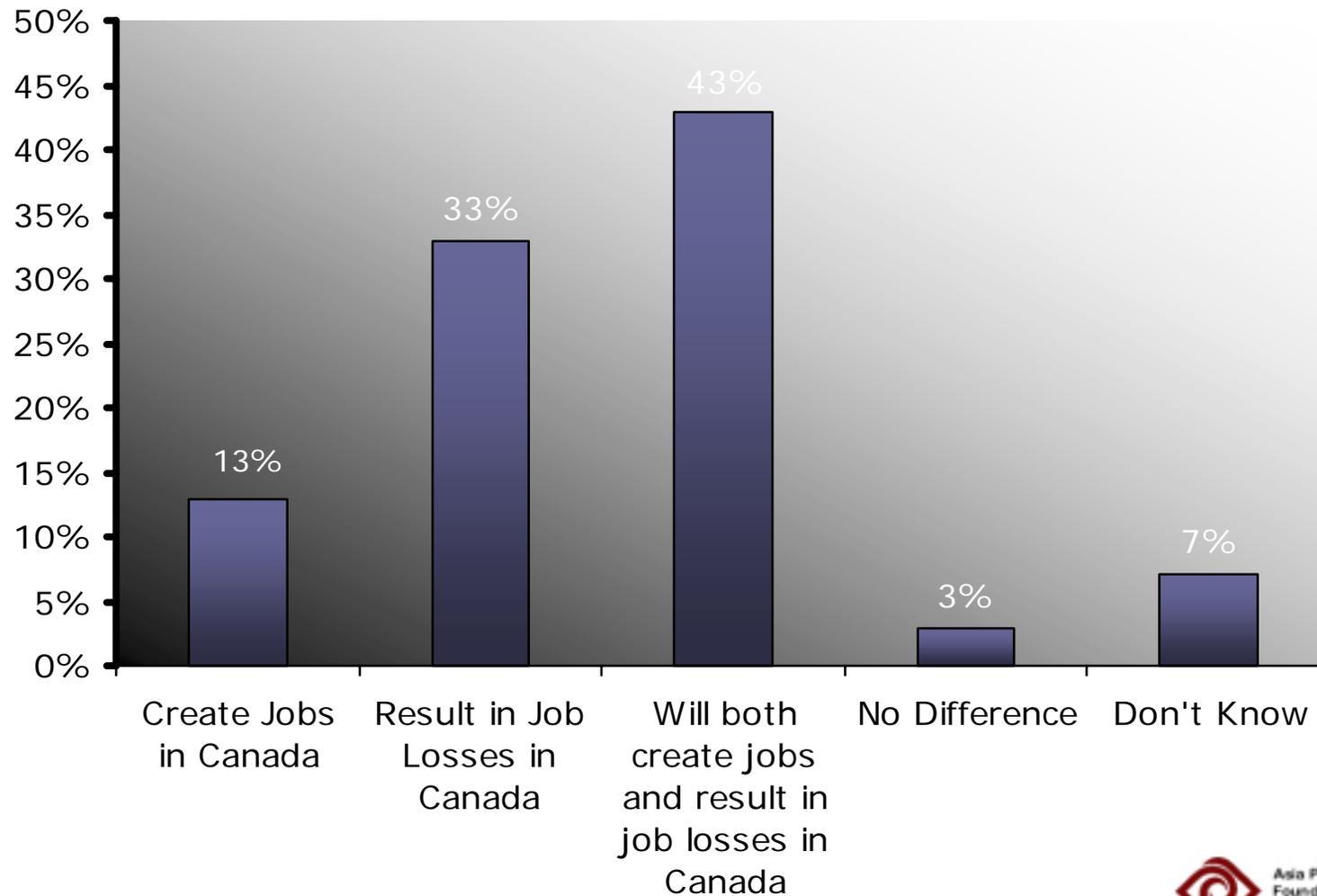
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Source: APF Canada, National Opinion Polls 2006, 2008

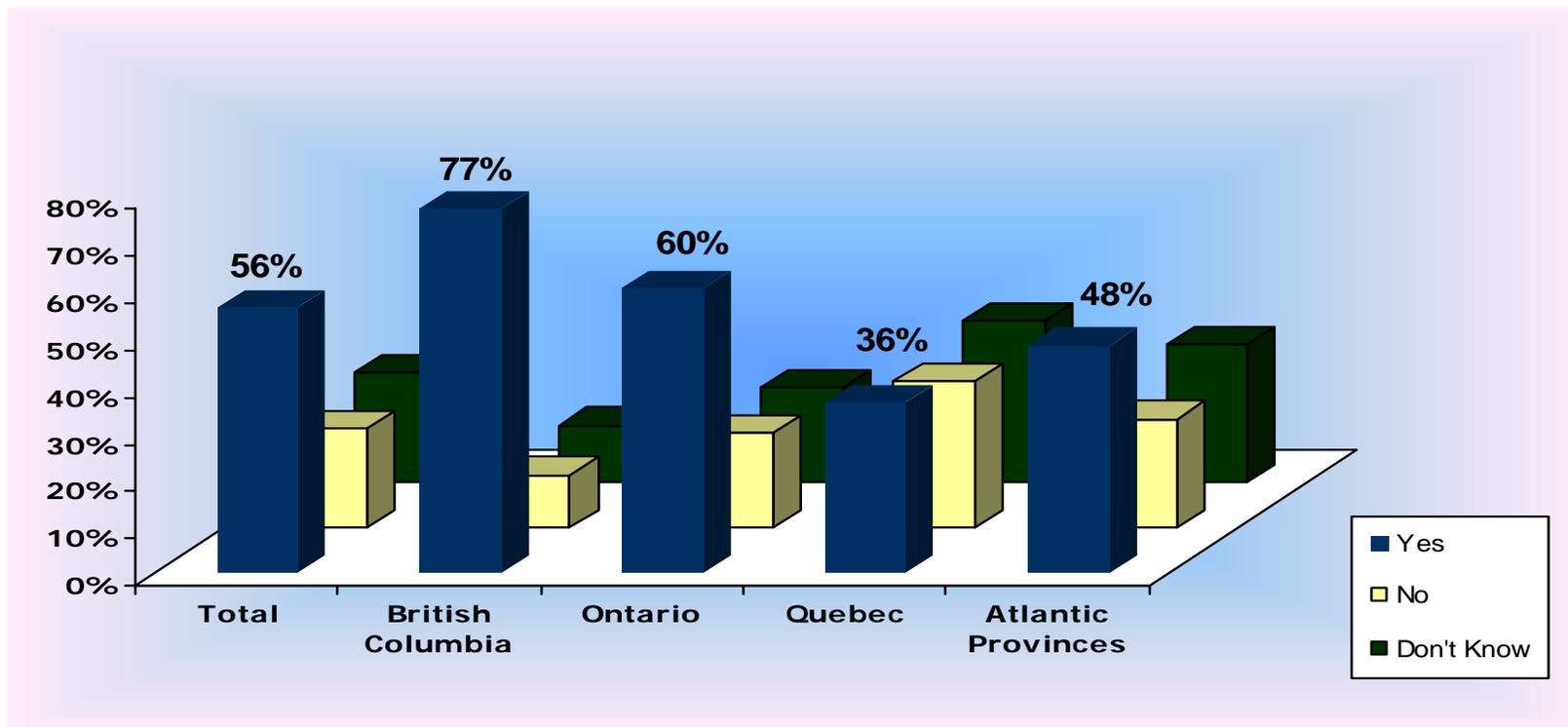
"Do you think that increased trade and investment between Canada and China will create jobs in Canada or result in job losses in Canada?"

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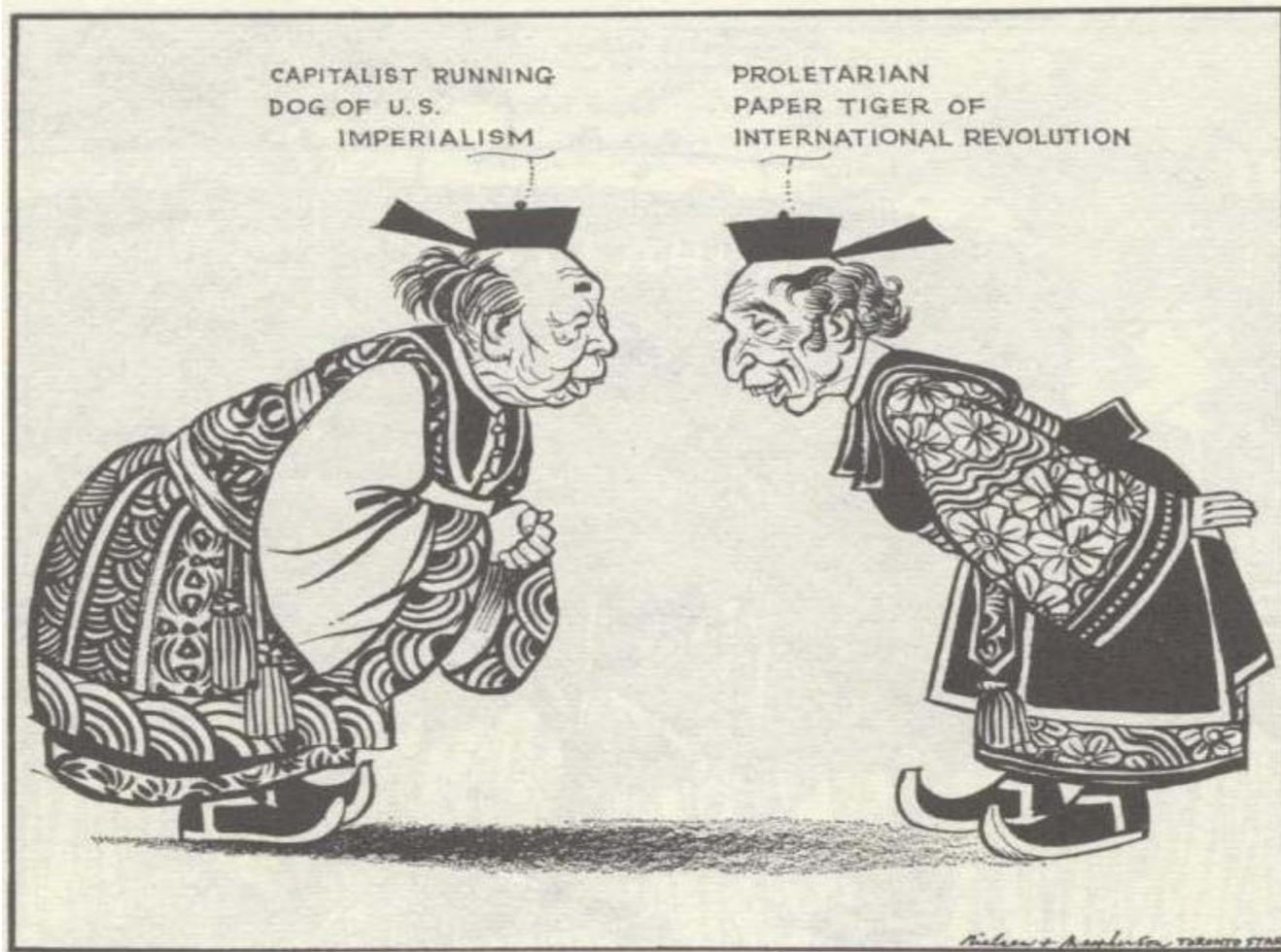


"Do you think trade and investment with Asia benefits your province?"

- In total, 56% of Canadians claim their own province has benefited from trade and investment with Asia
- 77% of respondents in BC agree with this, followed by Ontario (60%), Atlantic Canada (48%) and Quebec (36%)

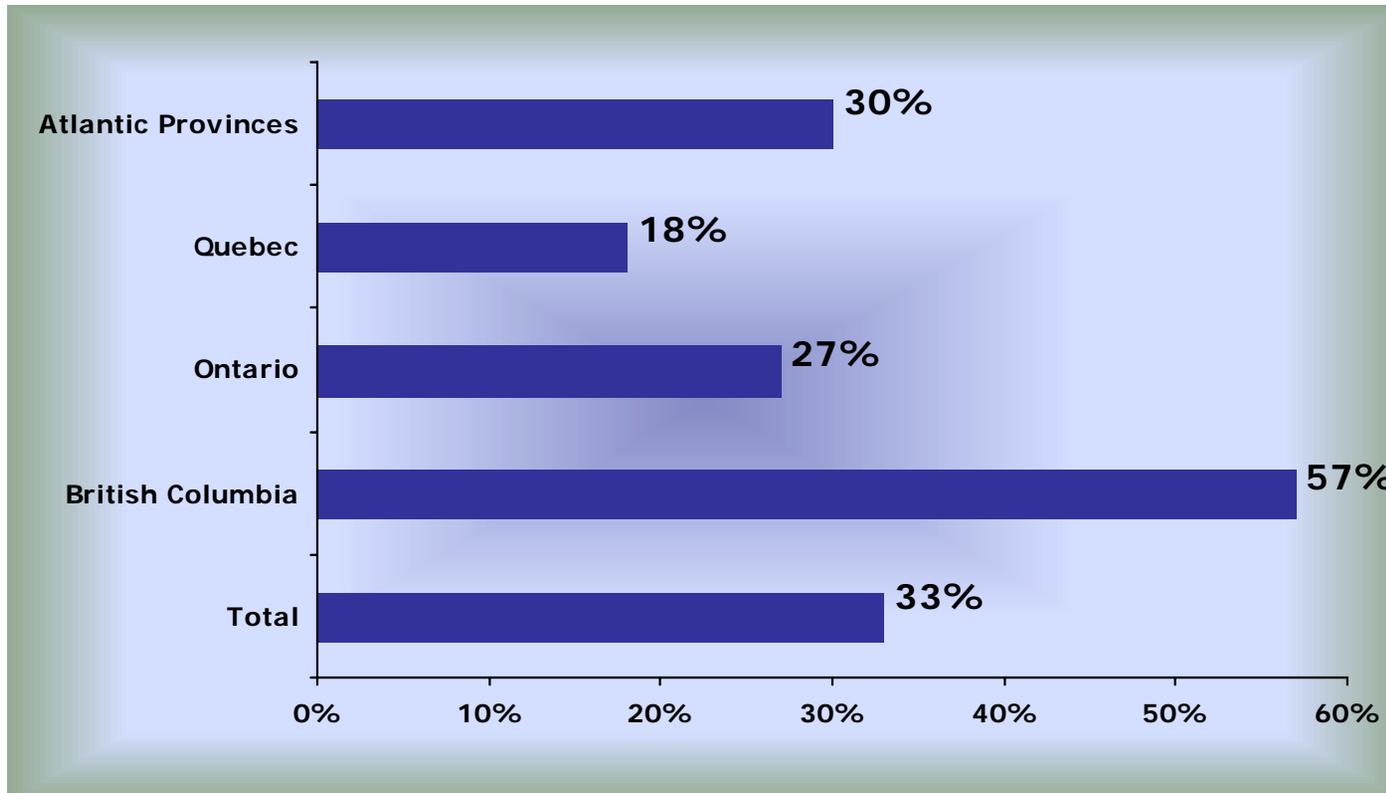


Canada and China



*"I consider Canada to be part of the Asia Pacific region"
(Strongly Agree – Somewhat Agree)*

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- One third of Canadians consider the country to be part of the Asia Pacific region
- BC holds the highest number of respondents who see it this way (57%), followed by Atlantic Canada with 30%, Ontario with 27%, and Quebec with only 18%

METHODOLOGY

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From March 15 to March 20, 2008, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 2,659 adult Canadians. The margin of error for the total sample is +/- 2%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

The survey includes samples of 602 adult residents of Atlantic Canada, 605 adult residents of Quebec, 619 adult residents of Ontario, and 640 adult residents of British Columbia. The margin of error for each of these samples is +/- 4%, 19 times out of 20.