

ASIA PACIFIC
FOUNDATION
OF CANADA

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DU CANADA

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NATIONAL OPINION POLL 2024

Asia Pacific Foundation of Canada

INTRODUCTION

The Canadian government launched its Indo-Pacific Strategy in November 2022, setting the course for Canada's engagement in this critical region for the coming decades.

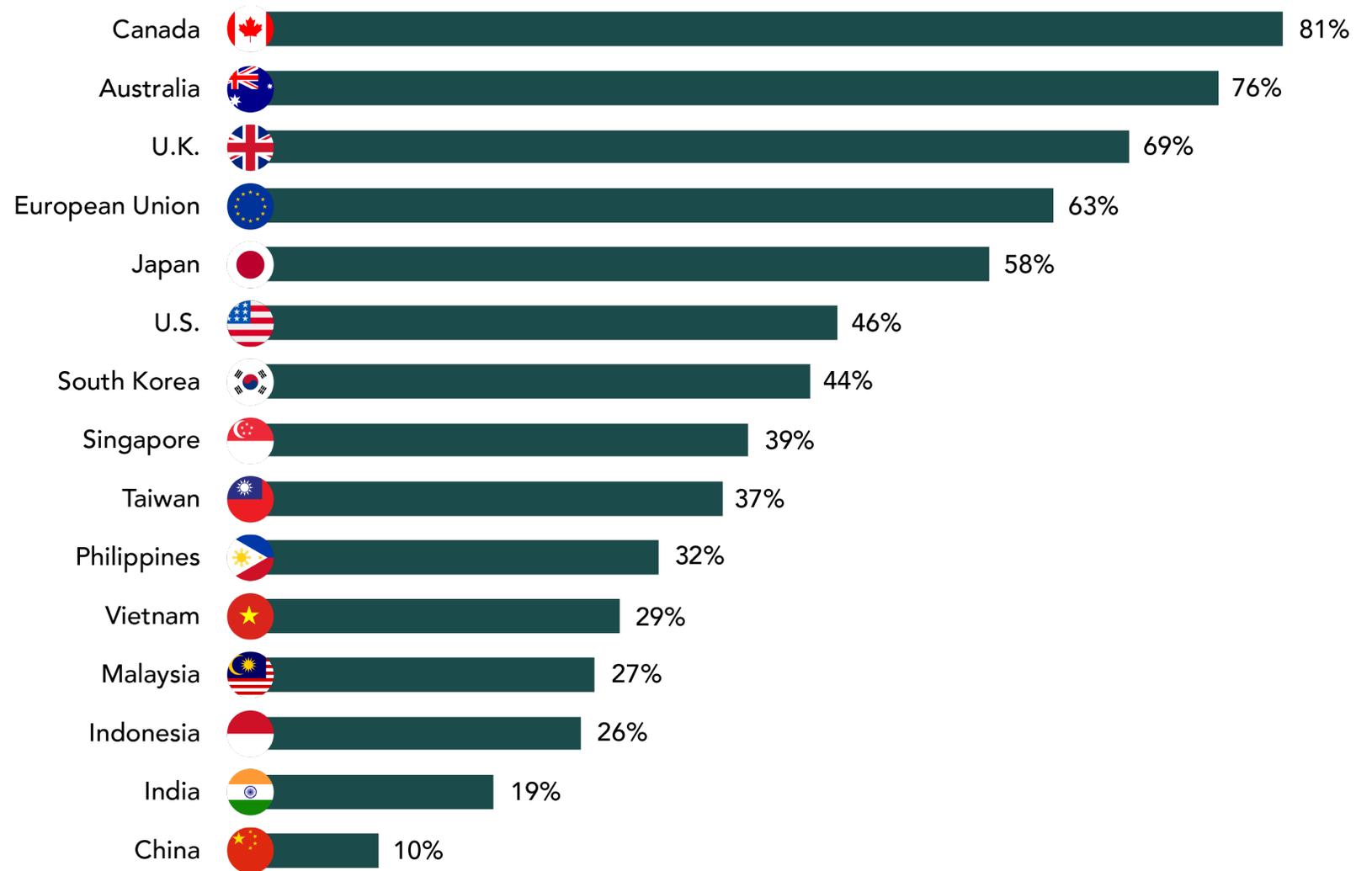
The Asia Pacific Foundation of Canada's 2024 National Opinion Poll (2024 NOP), the first survey of its kind since the release of Canada's IPS, comes at a time of heightened geopolitical tensions in the Indo-Pacific and diplomatic tensions between Canada and two major powers in the region, India and China.

The 2024 NOP revisits legacy questions from past polls on topics such as Canadian perceptions of Asia, the region's economic importance, support for policies aimed at strengthening ties, and perceived threats. It also introduces new questions, including levels of trust toward specific Indo-Pacific economies.

Q: On a scale from 1 (Do not Trust) to 7 (Completely Trust), what is your level of trust towards each of these countries/ jurisdictions?

Percentages indicate respondents who have rated the specified countries/ jurisdictions from 5-7 (Trust).

Level of trust toward specific jurisdictions



Canada's relations with China

Q: On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree), how much do you agree or disagree with each of the following statements?



AGREE

NEUTRAL

DISAGREE

NOT SURE

China's rise as a regional and global power is a threat to Canadian interests

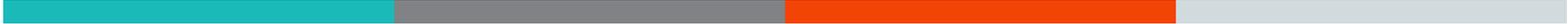


Canada has managed its recent disputes with China well



Canada's relations with India

Q: On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree), how much do you agree or disagree with each of the following statements?



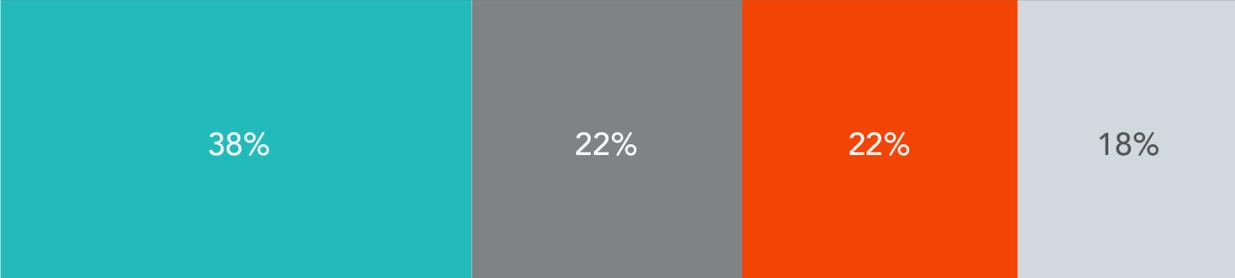
AGREE

NEUTRAL

DISAGREE

NOT SURE

India's rise as a regional and global power is a threat to Canadian interests

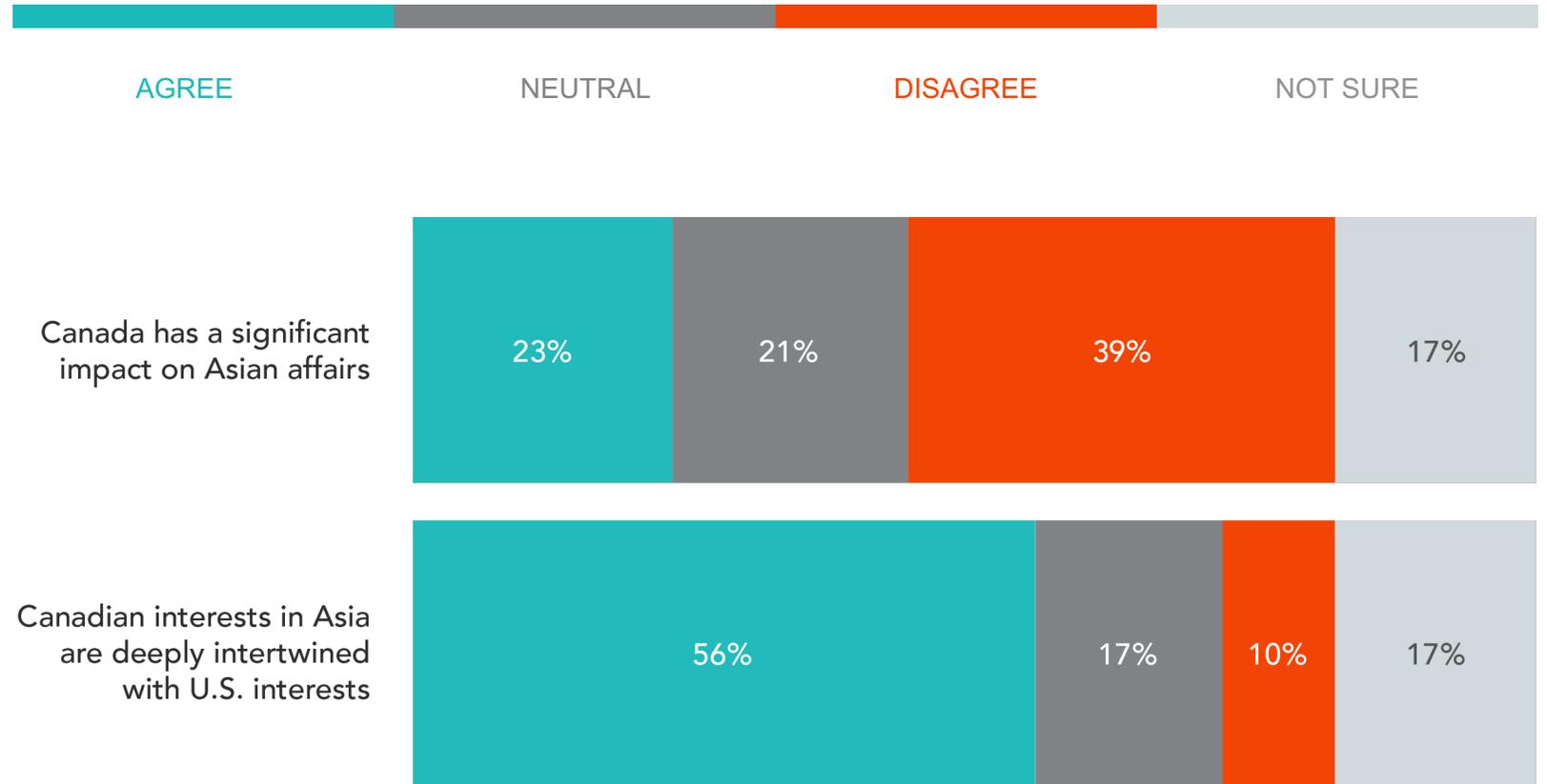


Canada has managed its recent disputes with India well



Q: On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree), how much do you agree or disagree with each of the following statements?

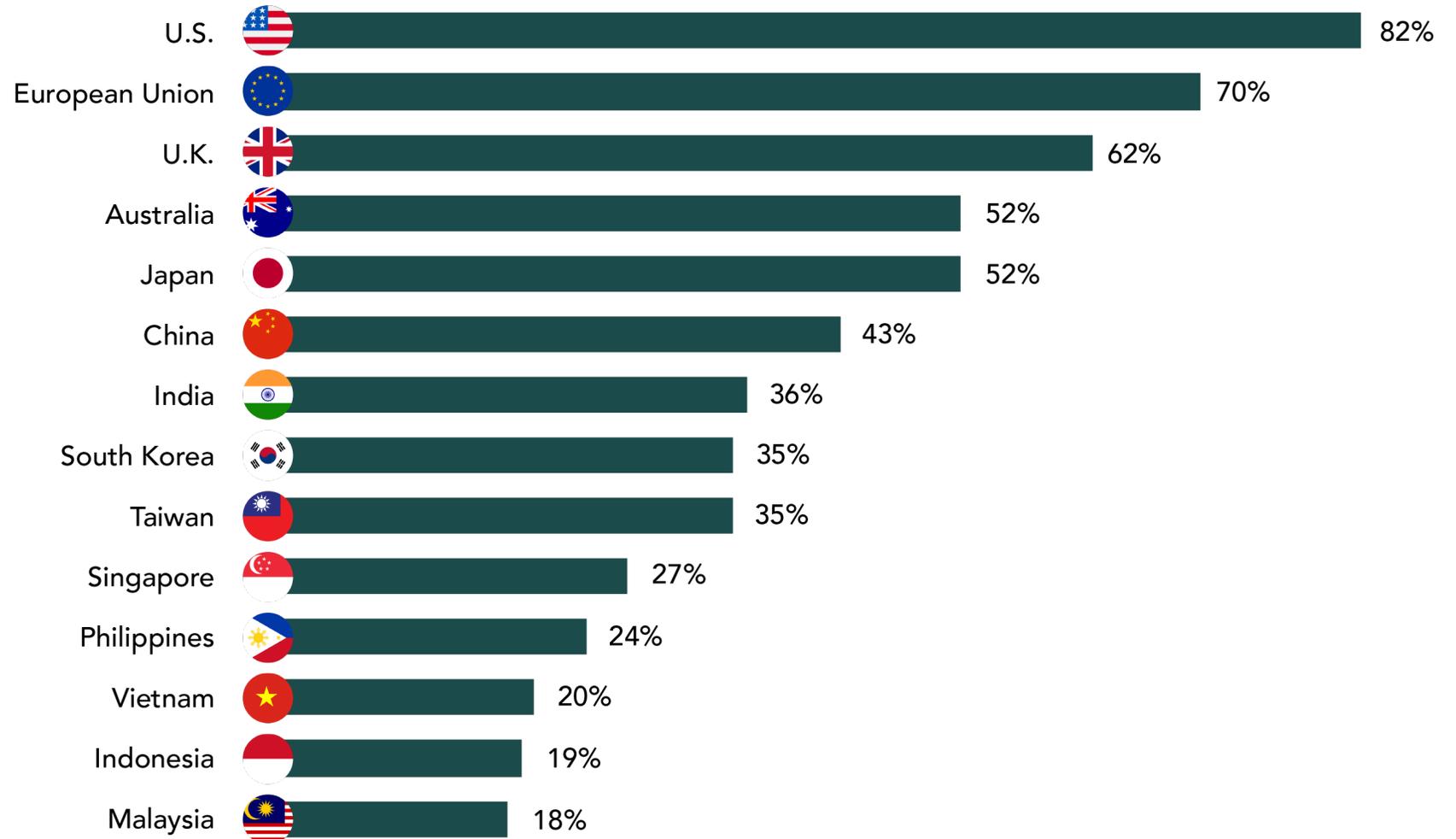
Canada's impact on Asian affairs/Commonality of interests with the U.S.



Q: On a scale from 1 (Not Important at All) to 7 (Extremely Important), how important do you think each of these countries/jurisdictions is for Canada's future?

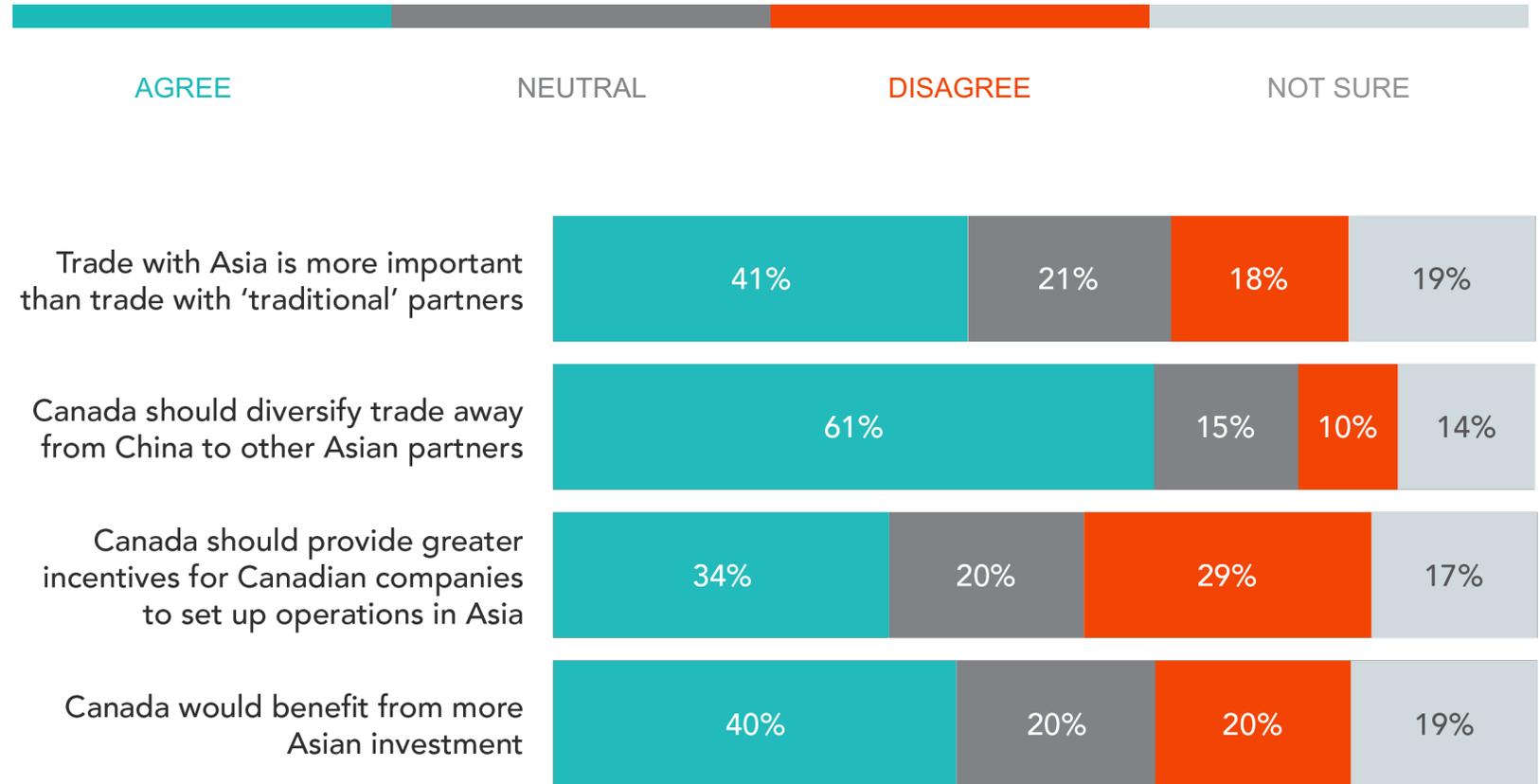
Percentages indicate respondents who have rated the specified countries/jurisdictions from 5-7 (Important).

The importance of specific jurisdictions for Canada's future



Q: On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree), how much do you agree or disagree with each of the following statements?

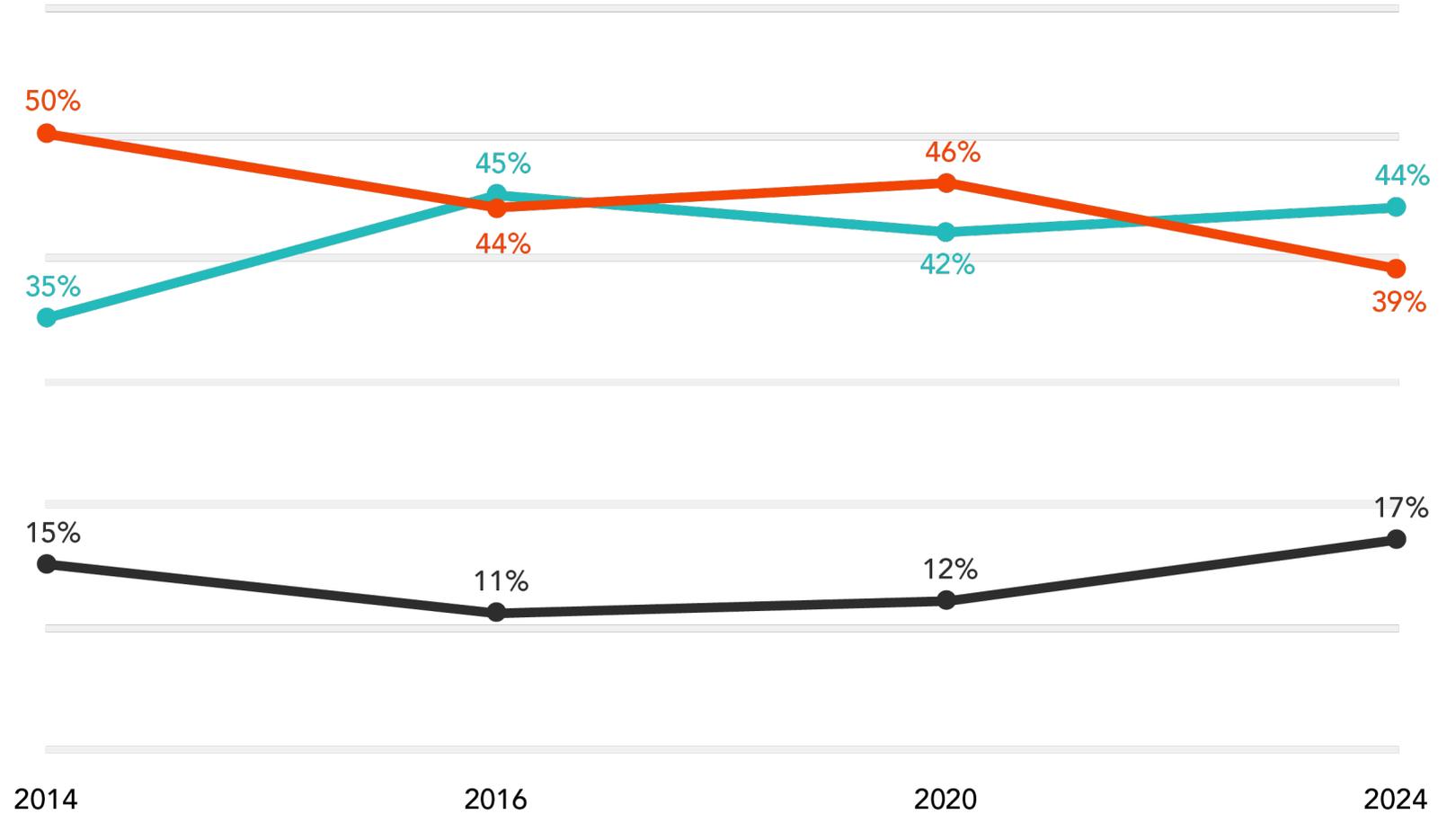
Canada's trade and investment with the Indo-Pacific region



Q: Do you agree or disagree with the following statement: The Canadian government should provide greater incentives to encourage more Canadian companies to set up operations in Asia.

- Agree
- Disagree
- Do not know

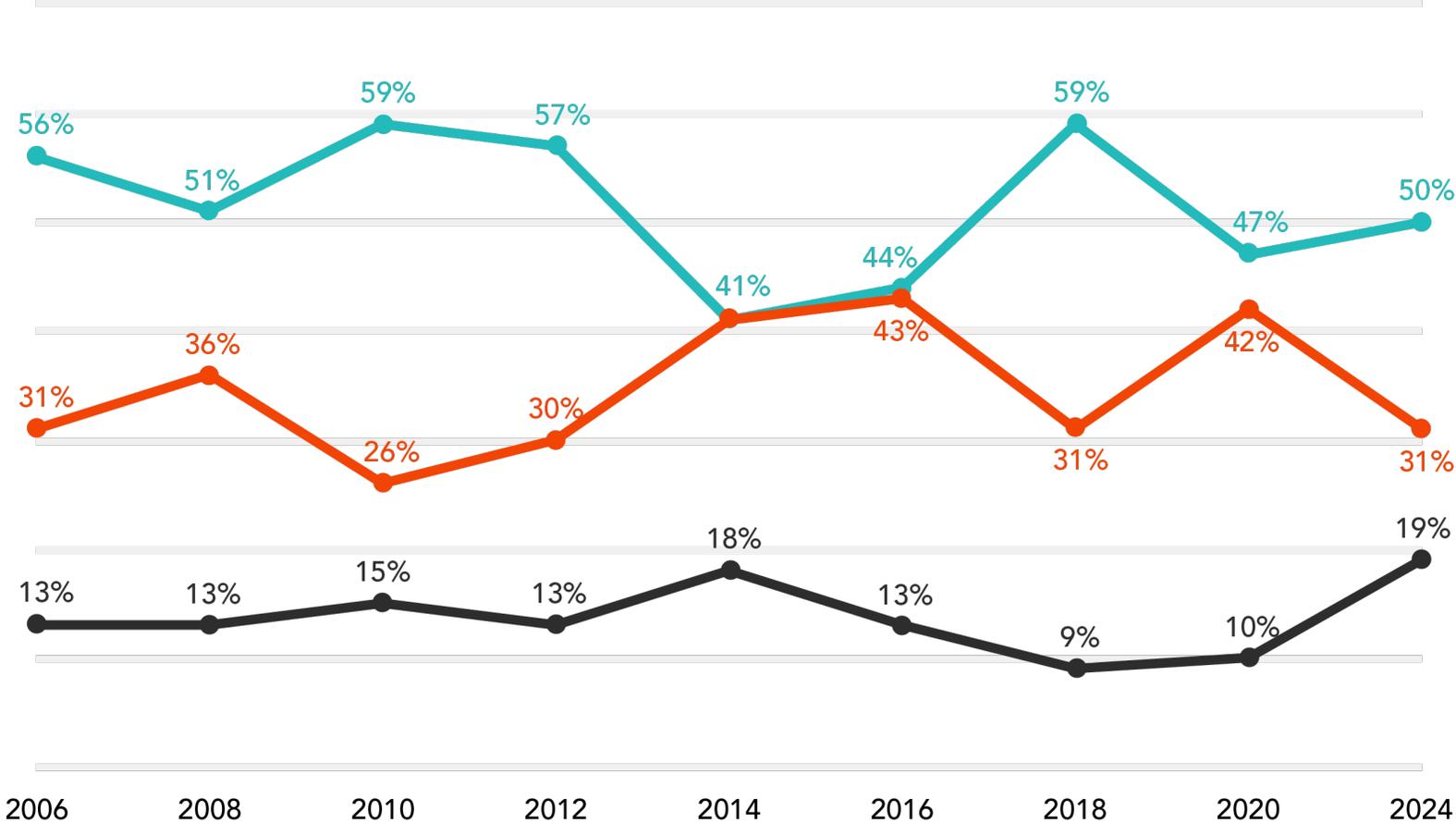
Incentivizing Canadian companies to set up operations in Asia



Asian investment in Canada

Q: Do you agree or disagree with the following statement: Canada would benefit from more Asian investment?

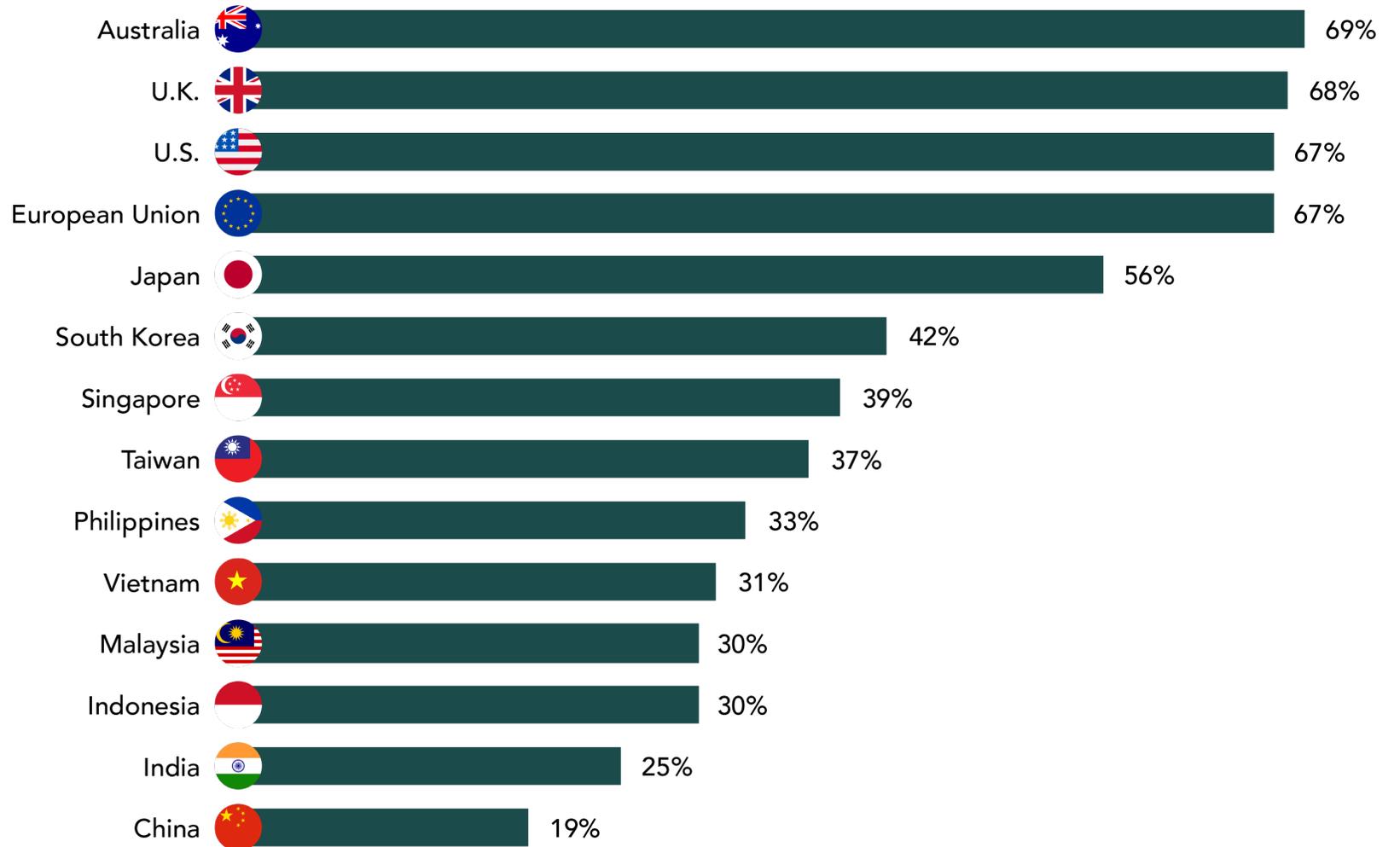
- Agree
- Disagree
- Do not know



Q: On a scale from 1 (Not Comfortable at All) to 7 (Extremely Comfortable) how comfortable are you with Canada being an “active and engaged partner” in economic relations (e.g. trade, investment) with each of these countries/ jurisdictions?

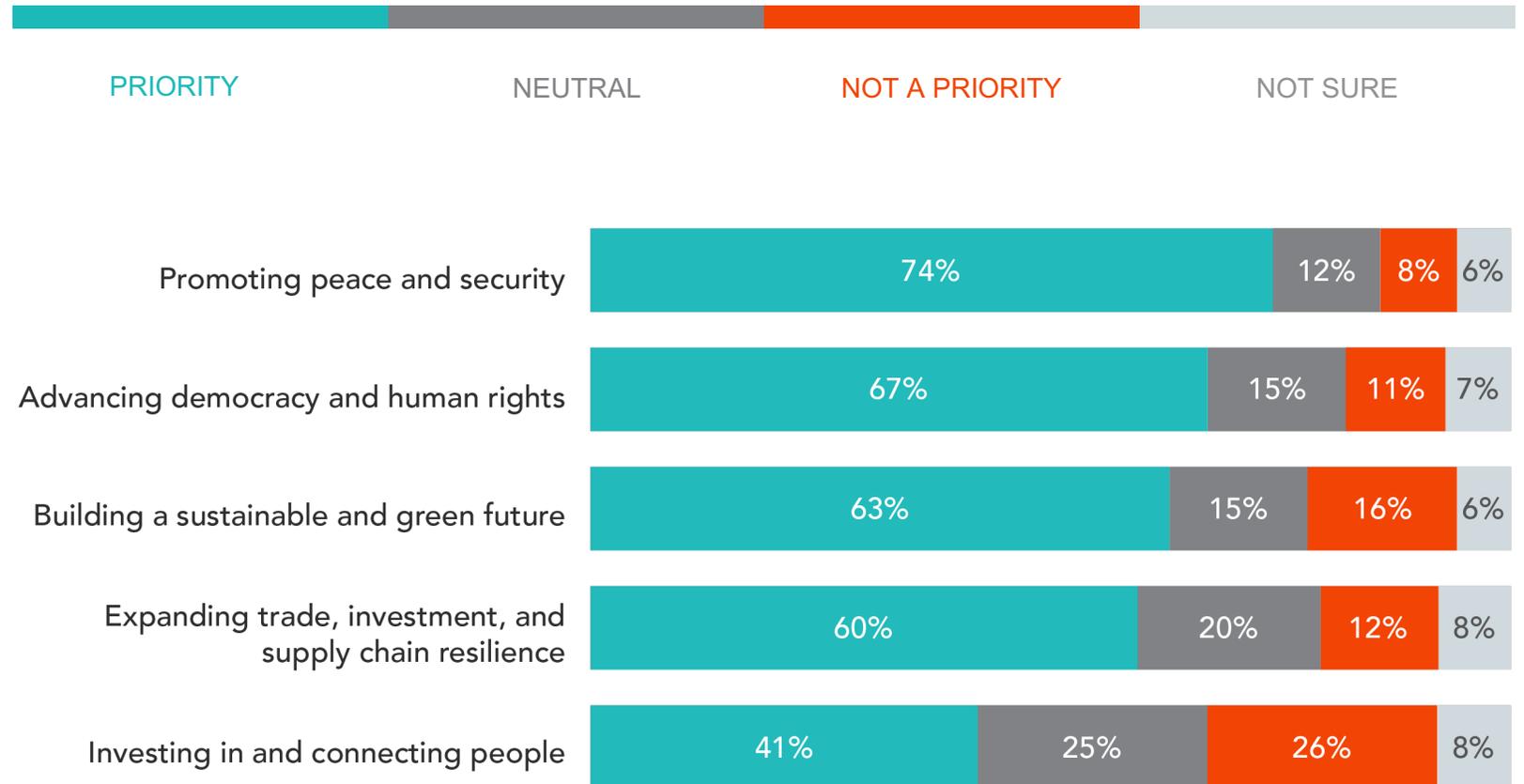
Percentages indicate respondents who have rated the specified countries/ jurisdictions from 5-7 (Comfortable).

Canada as an ‘active and engaged partner’ in economic relations with specific jurisdictions



Q: On a scale from 1 (Not a Priority) to 7 (Very High Priority), please identify the following areas/activities in terms of their priority for the Canadian government's relations with Asia.

Canada's foreign policy priorities in the Indo-Pacific



Support for provincial/territorial government activities in the Indo-Pacific

Q: On a scale from 1 (Not Supportive at All) to 7 (Extremely Supportive), how supportive are you for your provincial/territorial government to engage with the following practices to build stronger ties with Asia?

- Open and maintain existing provincial trade offices in Asia
- Place more emphasis on providing knowledge and information about Asia in the education system
- Provide funding for exchange or co-op programs for university and college students to get study or work experience in Asia
- Promote twinning or sister-city agreements with Asian cities or regions
- Teach Asian languages in Canadian schools

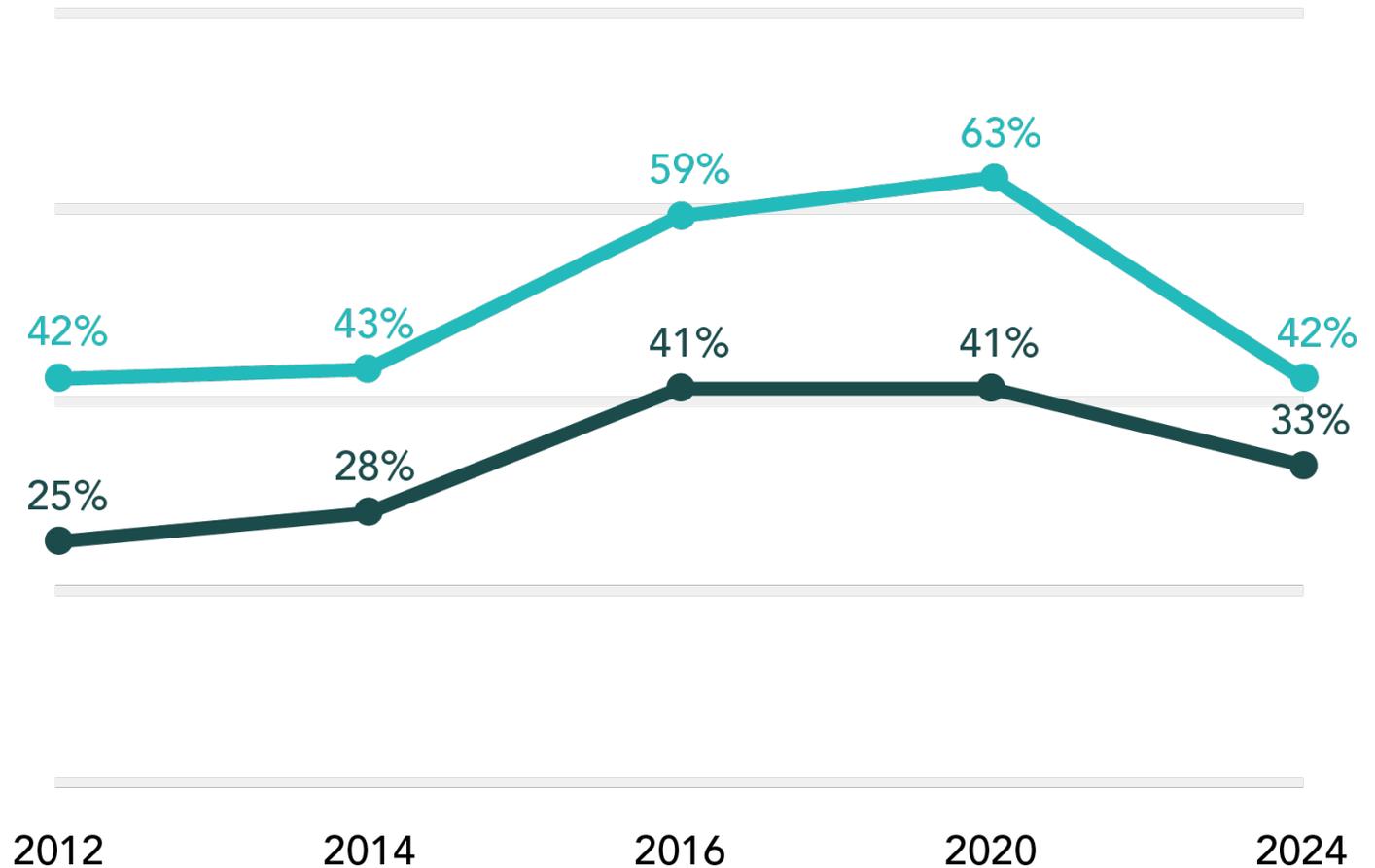
Percentages indicate respondents who have rated the specified countries/jurisdictions from 5-7 (Supportive).



Q: How supportive are you for your provincial/territorial government to engage with these practices to build stronger ties with Asia?

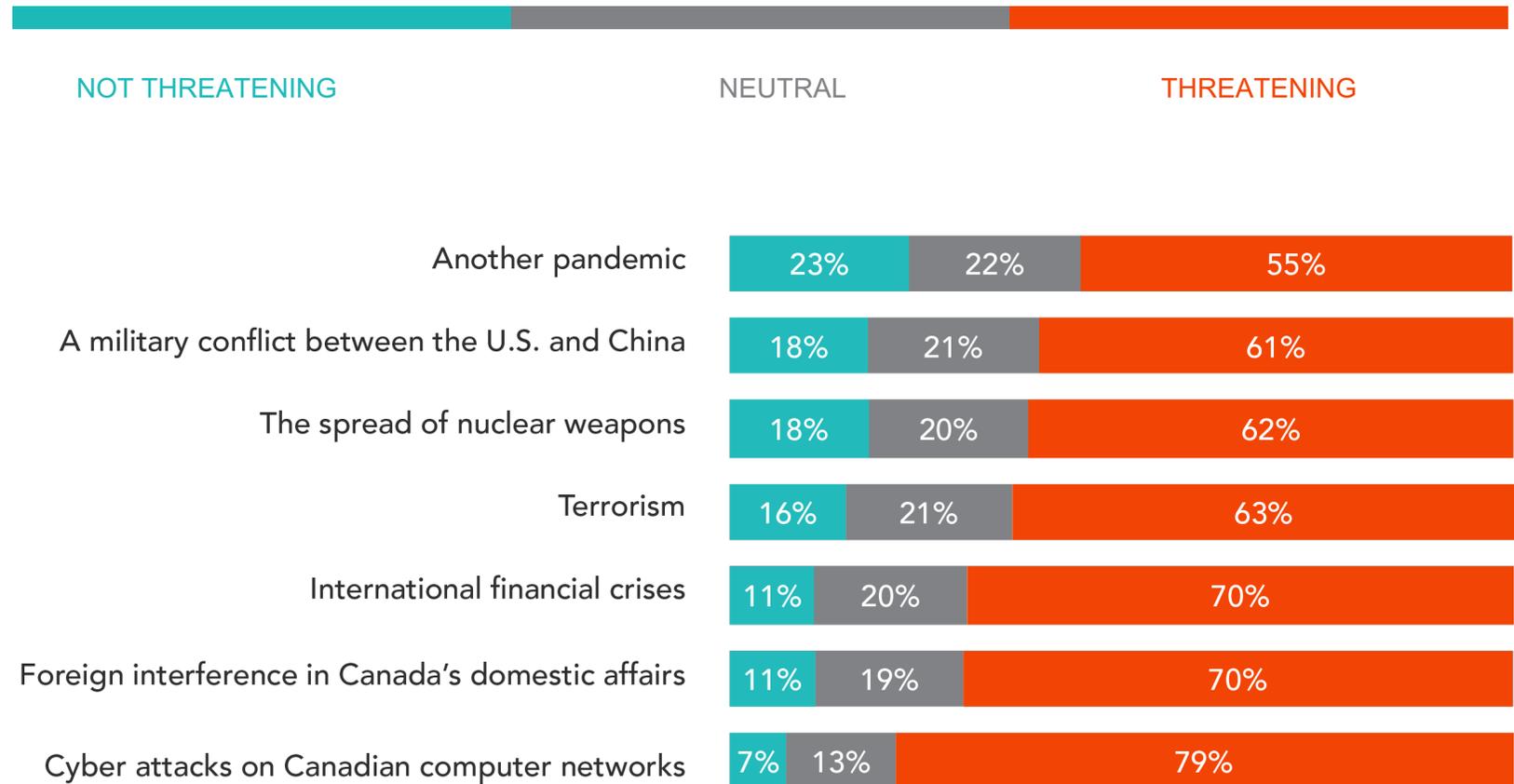
- Support teaching about Asia
- Support teaching Asian languages

Support for teaching about Asia and Asian languages



Q: On a scale from 1 (Not Threatening at all) to 7 (Extremely threatening), how threatening do you perceive each of these risks to Canada over the next decade?

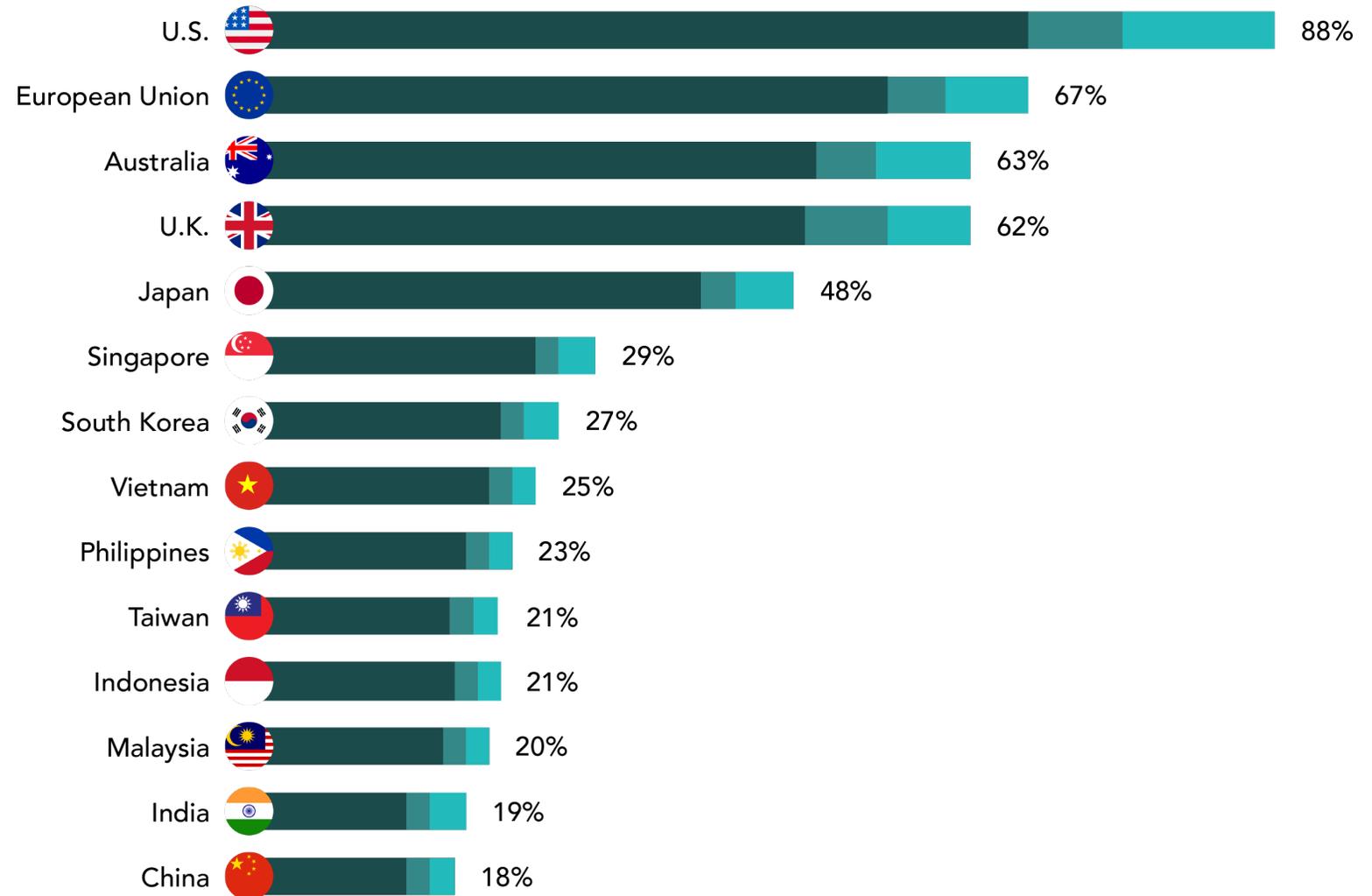
Perceived threats to Canada's future



Q: In the next decade, would you or an immediate family member (e.g. your child, sibling, spouse, or parent) be likely to visit, study, or work in these countries/jurisdictions?

- Visit
- Study
- Work

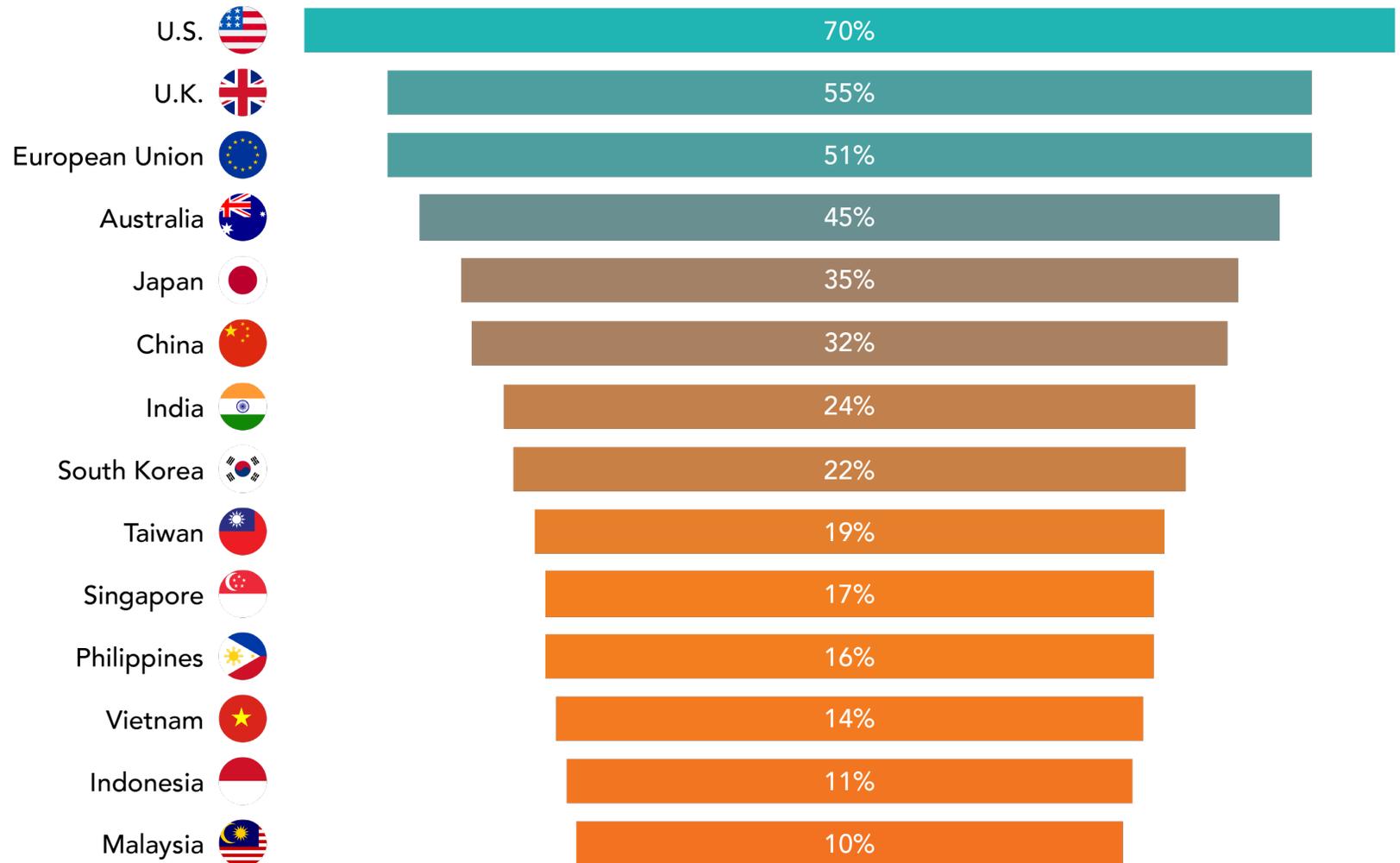
Intention to visit, study, or work in specified jurisdictions



Q: On a scale from 1 (Not Knowledgeable at All) to 7 (Extremely Knowledgeable), how knowledgeable are you about these countries/ jurisdictions?

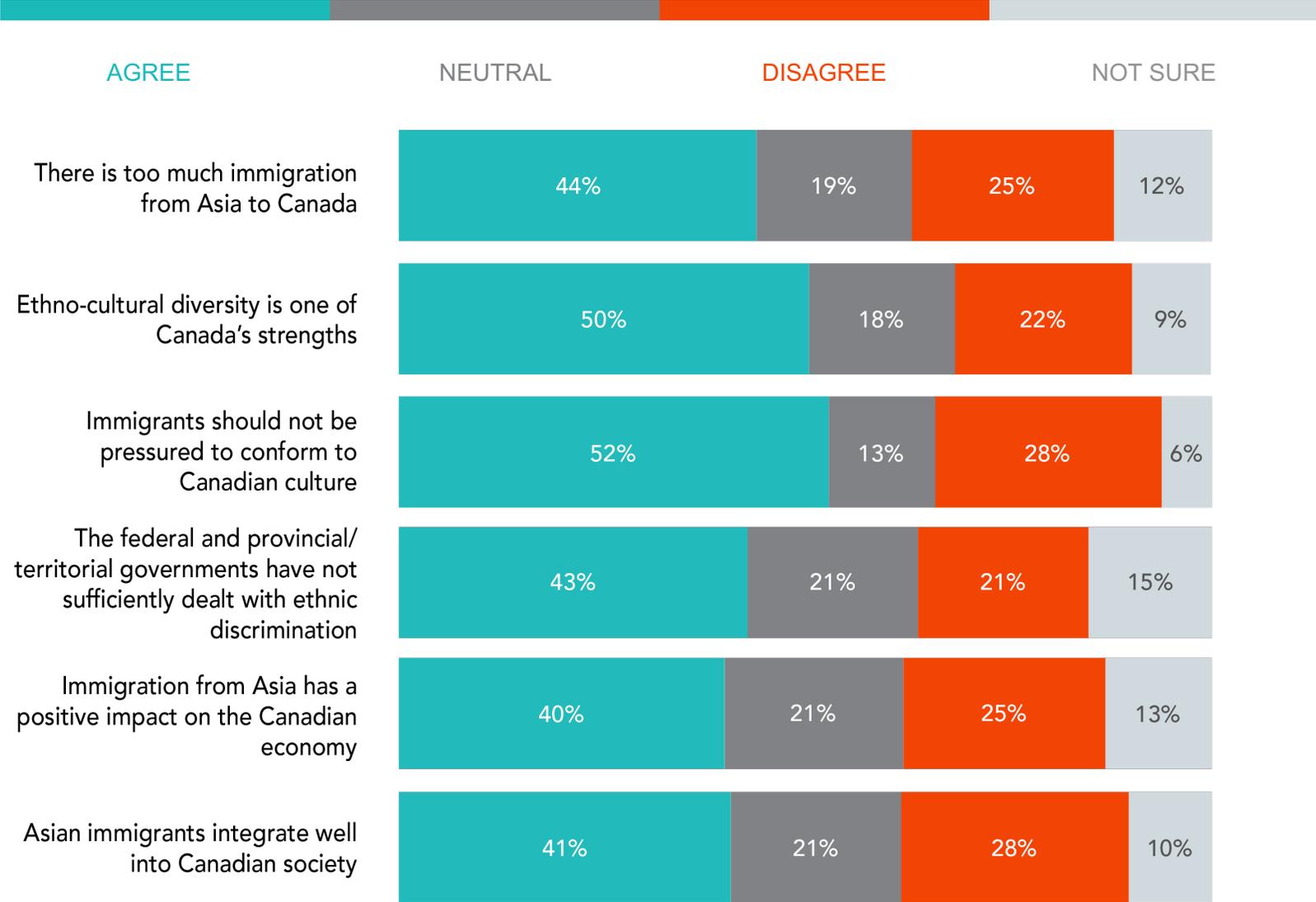
Percentages indicate respondents who have rated the specified countries/ jurisdictions from 5-7 (Knowledgeable).

Level of knowledge of Indo-Pacific jurisdictions



Perceptions on immigration

Q: On a scale from 1 (Strongly Disagree) to 7 (Strongly Agree), how much do you agree or disagree with each of the following statements?



METHODOLOGY

In partnership with Leger 360, the 2024 NOP collected 3,501 valid responses across Canada from May 27 to June 18, 2024. The distribution of responses generally mirrors Canada's latest national census demographics regarding age (18-34: 25%; 35-54: 33%; 55+: 42%), gender (male: 47%; female: 52%), and residential location type (North: Yukon, Nunavut, Northwest Territories: 1%; Atlantic Provinces: New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador: 6%; British Columbia: 14%; Alberta: 11%; Saskatchewan: 3%; Manitoba: 4%; Ontario: 38%; and Quebec: 23%).

The survey included 25 questions and generally utilized 7-point Likert scale questions with a median survey completion time of 15:28. Individual demographic information gathered by the study included: age, gender, ethnicity, marital status, and geographical location. The socio-economic information collected included education level, occupation, and household income.

In some instances, values displayed may not sum to 100% due to rounding.

NOTES

Slide 5 – ‘Disagree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘agree’ includes ratings from 5 to 7.

Slide 6 - ‘Agree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘disagree’ includes ratings from 5 to 7.

Slide 7 - ‘Agree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘disagree’ includes ratings from 5 to 7.

Slide 8 - ‘Agree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘disagree’ includes ratings from 5 to 7.

Slide 9 - Base; all respondents: 2014 (n = 3,487); 2016 (n = 3,526); 2020 (n = 3,519); 2024 (n = 3,501). For the 2024 figure, Likert scale 5-7 was denoted as ‘agree,’ Likert scale 1-3 was denoted ‘disagree,’ and the neutral score was proportionally averaged across both categories.

Slide 10 – Base; all respondents: 2014 (n = 3,487); 2016 (n = 3,526); 2020 (n = 3,519); 2024 (n = 3,501). For the 2024 figure, Likert scale 5-7 was denoted as ‘agree,’ Likert scale 1-3 was denoted ‘disagree,’ and the neutral score was proportionally averaged across both categories. Data for 2006 and 2008 were adjusted for the missing ‘do not know’ option. The 2006 question specified “including in the energy sector.”

Slide 12 - ‘Agree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘disagree’ includes ratings from 5 to 7.

Slide 14 - Based on APF Canada NOP surveys in 2012 (n = 3,129); 2014 (n = 3,487); 2016 (n = 3,526); 2020 (n = 3,519); 2024 (n = 3,501). For the 2024 figure, Likert scale of 1-7, 5-7 was denoted as ‘support.’

Slide 15 - ‘Not threatening’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘threatening’ includes ratings from 5 to 7.

Slide 18 - ‘Agree’ includes respondents who rated the specified countries/jurisdictions between 1 and 3, ‘neutral’ corresponds to a rating of 4, and ‘disagree’ includes ratings from 5 to 7.

ABOUT APF CANADA

The Asia Pacific Foundation of Canada (APF Canada) is an independent not-for-profit organization focused on Canada's relations with Asia. Our mission is to be Canada's catalyst for engagement with Asia and Asia's bridge to Canada.

APF Canada is dedicated to strengthening ties between Canada and Asia through its research, education, and convening activities, such as the Canada-in-Asia Conferences series, our Women's Business Missions to Asia, and the APEC-Canada Growing Business Partnership project.

For nearly four decades, our research has provided high-quality, relevant, and timely information, insights, and perspectives on Canada-Asia relations for Canadians and stakeholders across the Asia Pacific.

Visit us online at www.asiapacific.ca

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