



Ipsos Reid

**A PUBLIC OPINION SURVEY OF CANADIANS AND
AMERICANS ABOUT CHINA**

**AN IPSOS-REID REPORT PREPARED FOR THE CANADA
INSTITUTE OF THE WASHINGTON D.C. BASED WOODROW
WILSON INTERNATIONAL CENTER FOR SCHOLARS AND
THE TORONTO BASED CANADA INSTITUTE ON NORTH
AMERICAN ISSUES (CINAI)**

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STUDY INTRODUCTION

ABOUT THE ORGANIZATIONS INVOLVED

Ipsos-Reid

Ipsos-Reid is Canada's market intelligence leader and the country's foremost provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos-Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada - including the *Ipsos Trend Report*, the leading source of public opinion in the country - all of which provides clients with actionable and relevant information.

The Canada Institute at the Woodrow Wilson International Center for Scholars

The Woodrow Wilson Center established the Canada Institute to explore one of America's most important bilateral relationships. The aim of the Canada Institute is to increase knowledge about Canada in Washington, to focus on current U.S.-Canada issues and common challenges, and to keep an eye on the future, looking ahead to long-term policy issues facing the two countries in a variety of areas.

The Canada Institute brings together top academics, government officials, and corporate leaders to explore key policy issues. The Institute has formed a partnership with the Toronto-based Canada Institute on North American Issues, to among other things, help disseminate its programming and research findings. The Institute sponsors seminars, conferences, and research projects and works regularly with Canadian universities and research institutions. The Institute has set up an annual Fulbright Chair for a distinguished Canadian scholar-in-residence at the Wilson Center.

The Canada Institute on North American Issues (CINAI)

CINAI was established to address critical public policy issues within the North American context. Through a series of lectures, seminars and other dialogue opportunities, CINAI programs highlight current and emerging issues with the Canada-U.S.-Mexico relationship.

THE PURPOSE OF THE STUDY

The overall purpose of the proposed research was to ascertain Canadian and American public opinion about China as an emerging superpower.

METHODOLOGY

These are the findings of an Ipsos-Reid Poll conducted for the Canada Institute at the Woodrow Wilson International Center for Scholars and The Canada Institute on North American Issues conducted from April 5th to April 7th, 2005. For the telephone survey, a representative randomly selected sample of 1000 adult Canadians and 1000 adult Americans were interviewed by telephone. With samples of this size, the results for both countries are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire populations of both countries been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian and American population.

ATTRIBUTION

The first instance of survey should be attributed survey as an Ipsos-Reid Poll conducted for the Canada Institute at the Woodrow Wilson International Center for Scholars and The Canada Institute on North American Issues. All subsequent attributions can use the shorter convention an Ipsos-Reid survey conducted for the Canada Institute and CINAI.

REPORTING CONVENTIONS

When analysing responses to four-point scales, the “top two responses” and “bottom two responses” are grouped together in the presentation of findings. For example, “somewhat agree” and “strongly agree” responses are combined into a “total agree” percentage.

SUMMARY OF STUDY

Anxiety about China's emergence as a superpower is unsettling to many in North America. Fifty-four percent of Americans and 40% of Canadians agree "the emergence of China as a superpower is a threat to world peace". And most Americans (54%) and many Canadians (45%) are concerned about the level of Chinese investment in their country.

More specifically, two in three Americans (66%) and half of Canadians (51%) feel "China is a serious threat to jobs in the United States". Substantial proportions in both countries believe that "China will soon dominate the world" (42% among Canadians, 31% among Americans).

According to majorities in both countries an increased global role for China does not necessarily mean China's government will introduce democratic reforms: Seventy-one percent of Americans and 61% of Canadians disagree with the statement "China will soon be a true democracy".

But while most Americans (58%) and half of Canadians (52%) do not think we should reward China for its record of human rights abuses by pursuing expanded trade and closer relations, six in ten Canadians (61%) and 50% of Americans describe China's economic growth as an "opportunity".

Seven in ten Canadians (68%) think expanding Canada's trade relations with China is a good idea because it will help reduce dependence on trading with the United States.

DETAILED FINDINGS

OVER HALF (54%) OF AMERICANS AND 40% OF CANADIANS SEE CHINA'S EMERGENCE AS A SUPERPOWER AS THREAT TO WORLD PEACE ...

Anxiety about China's emergence as a superpower is unsettling to many in North America: Fifty-four percent of Americans and 40% of Canadians agree "the emergence of China as a superpower is a threat to world peace".

Fifty-six percent of Canadians and 42% of Americans disagree with this statement.

AND MOST AMERICANS (54%) AND MANY CANADIANS (45%) ARE CONCERNED ABOUT THE LEVEL OF CHINESE INVESTMENT IN THEIR COUNTRY...

When asked whether they agree or disagree with the statement "I am concerned about the level of Chinese investment in my country" – 54% of Americans and 45% of Canadians say they agree, while 43% of Americans and 51% of Canadians say they disagree.

SPECIFICALLY, TWO IN THREE AMERICANS (66%) AND HALF OF CANADIANS (51%) FEEL THAT CHINA POSES A SERIOUS THREAT TO JOBS IN THEIR COUNTRY...

Two in three Americans (66%) agree with the statement that "China is a serious threat to jobs in the United States" – 31% disagree with this statement.

Half of Canadians (51%) agree that "China is a serious threat to jobs in Canada" – 46% disagree with this statement.

AND MANY IN BOTH COUNTRIES FEEL THAT "CHINA WILL SOON DOMINATE THE WORLD" -- 42% PERCENT OF CANADIANS /31% OF AMERICANS AGREE ...

Forty-two percent of Canadians and 31% of Americans agree with the statement "China will soon dominate the world as the most important superpower".

However, majorities in both Canada (55%) and the United States (66%) disagree with this statement.

LOOKING AHEAD, MAJORITIES AMONG BOTH AMERICANS (71%) AND CANADIANS (61%) DON'T THINK CHINA WILL SOON BE A TRUE DEMOCRACY...

A majority of both Americans (71%) and Canadians (61%) disagree with the statement "China will soon be a true democracy". But, a substantial minority in both countries (33% among Canadians, 24% among Americans) agree with this statement.

AND MOST AMERICANS (58%) AND CANADIANS (52%) DON'T THINK WE SHOULD REWARD CHINA FOR LACK OF HUMAN RIGHTS PROGRESS WITH INCREASED TRADE AND DIPLOMACY...

Four in ten Canadians (43%) are of the opinion that “China has made a lot of progress in improving human rights performance and Canada should be encouraging them to continue by expanding our diplomatic and trade relations”. Fifty-two percent think we should “not reward” China with expanding diplomatic and trade relations as this country still has a terrible record of human rights abuses.

In comparison, only 38% of Americans believe that their country should expand diplomatic and trade relations to encourage China’s progress on human rights, and most (58%) do not think their country should reward China for it’s human rights abuses by expanding relations.

BUT MOST CANADIANS (61%) DESCRIBE CHINA’S ECONOMIC GROWTH AS AN “OPPORTUNITY” – HALF (50%) IN THE UNITED STATES FEEL THIS WAY...

Most people in Canada (61%) and half in the United States (50%) would describe China’s recent rapid economic development as an “opportunity”.

In the United States, 44% of respondents say they view it as a “threat” for their country. In Canada, 31% view China’s economic growth in this threatening way.

SEVEN IN TEN CANADIANS (68%) THINK EXPANDING CANADA’S TRADE RELATIONS WITH CHINA IS A GOOD IDEA BECAUSE IT WILL HELP REDUCE OUR DEPENDENCE ON TRADING WITH THE US...

Seven in ten Canadians (68%) agree with the statement that “expanding Canada’s trade relations with China is a good idea because it will help reduce our dependence on trading with the US”—only 29% disagree with this statement.

This question was only asked among Canadians.