

**More Canadians Believe Asia's Growing Economic Strength  
Represents an Opportunity (60%) for Canada than  
a Threat (40%)**

***But Majority (55%) Disagrees That Canadian Companies are Well  
Prepared to Compete against Asian Companies***

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**Ipsos Reid**

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**Toronto, ON** – Six in ten (60%) Canadians believe that 'Asia's growing middle class population represents an opportunity for the Canadian economy', compared to four in ten (40%) who more closely believe that their 'growing economic strength represents a threat' to Canada, according to a new Ipsos Reid poll conducted on behalf of the Canadian Council of Chief Executives. In fact, three quarters (74%) of British Columbians – the province closest to Asia – believe its growing strength is an opportunity, compared to 26% British Columbians who believe it represents a threat.

Overall, six in ten (59%) Canadians 'agree' (11% strongly/48% somewhat) that 'Canada should be more open to foreign investment', compared to 41% who 'disagree' (6% strongly/35% somewhat) with this sentiment. However, three quarters (76%) 'agree' (32% strongly/44% somewhat) that 'they're worried that more foreign investment and ownership will mean that we lose control of Canada's natural resources'. Conversely, one quarter (24%) 'disagree' (4% strongly/20% somewhat) that they have these fears.

However, Canadians are not convinced that Canadian companies are well position to rival their Asian counterparts, as a majority (55%) 'disagrees' (12% strongly/44% somewhat) that 'Canadian companies are well prepared to compete against Asian companies', while only a minority (45%) 'agrees' (7% strongly/37% somewhat) that they are. Additionally, if Canada

does not get more access to Asian markets, most (75%) 'agree' (23% strongly/51% somewhat) that it should 'limit the amount of Asian investment in Canada' in retaliation. One quarter (25%), however, 'disagree' (3% strongly/3% somewhat) with this idea.

It is becoming a general consensus that Canada needs to look beyond the United States for trade: nine in ten (88%) 'agree' (40% strongly/48% somewhat) that 'it is important that Canada find new markets beyond the United States for our energy and resources', while just one in ten (12%) 'disagree' (2% strongly/10% somewhat). Moreover, six in ten (62%) 'agree' (9% strongly/53% somewhat) that 'Canadian companies are well prepared to market and sell their products in Asia', although four in ten (38%) have their reservations, 'disagreeing' (5% strongly/32% somewhat) that Canadian companies are ready to market and sell their products in Asia.

Thinking about access to Asian markets and how that might benefit various Canadian sectors:

- Three quarters (74%) 'agree' (14% strongly/60% somewhat) that Canada's banks and financial sector will benefit greatly from better access to Asian markets', compared to 26% who 'disagree' (2% strongly/23% somewhat) that it will.
- Seven in ten (71%) 'agree' (17% strongly/54% somewhat) that 'Canada's energy and resources sector will benefit greatly from better access to Asian markets', compared to three in ten (29%) who 'disagree' (5% strongly/25% somewhat) with this sentiment.
- Two in three (69%) 'agree' (14% strongly/54% somewhat) that 'Canada's manufacturing sector will benefit greatly from better access to Asian markets', while one in three (31%) 'disagree' (5% strongly/26% somewhat) that the sector will benefit.



With a move towards diversifying our trading partners in an expanding, global economy, more emphasis will need to be placed on global thinking in our schools. On this subject, six in ten (58%) Canadians 'agree' (11% strongly/47% somewhat) that 'Canada's education system is up to the challenge of the 21<sup>st</sup> century global economy'. However, four in ten (42%) aren't so sure, 'disagreeing' (8% strongly/34% somewhat) that our education system is up to the challenge.

*These are some of the findings of an Ipsos Reid poll conducted between August 20<sup>th</sup> to 27<sup>th</sup>, 2012 on behalf of the Canadian Council of Chief Executives. For the survey, a sample of 1,007 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, respectively, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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