

November 2020

# Canada's Role in the World - Part One

*A Macdonald-Laurier Institute poll*



# Methodology

- ▶ Survey of 1,023 Canadians conducted using an online national representative sample.\*
  - ▶ Margin of error is +/- 3.1%, for the national sample, but larger for sub-groups.
- ▶ The survey was conducted in both English and French.
- ▶ Data was collected between September 28th and 30th, 2020.
- ▶ Results have been weighted by region, age, gender, language most often used at home and past federal vote using the most recent census data.

\*This poll was done in partnership with the Konrad Adenauer Foundation. MLI also used the services of One Persuades for the polling.

# Label definitions

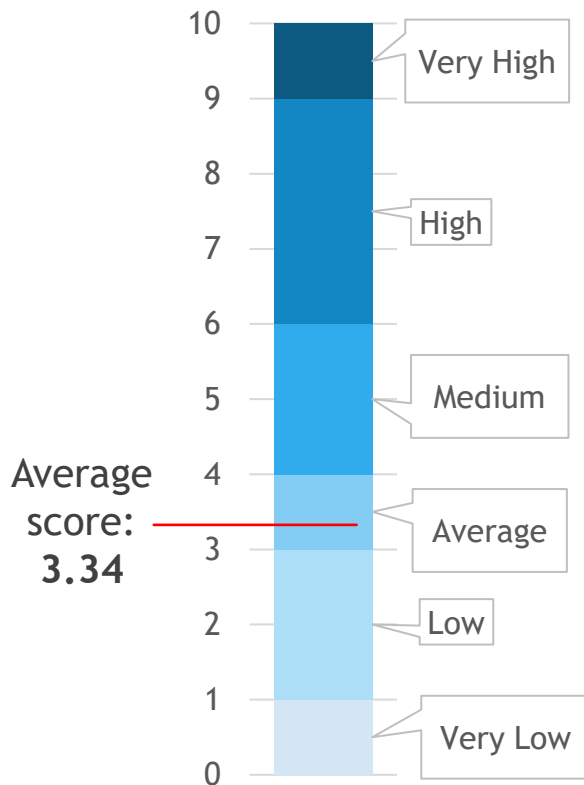
Label	Definition	Label	Definition	Label	Definition
Canada	All respondents	Trades or comm college	Attended trades school or community college	English	English is official language most often spoken at home
Atlantic	NL, NS, PE & NB	Bachelor's degree	Completed a Bachelor's degree	French	French is official language most often spoken at home
Quebec	Quebec	Graduate degree	Completed a post-graduate degree	Visited China	Has visited China
Ontario	Ontario	Under \$50k	Household income under \$50,000	Pos view of China/Russia/US	Has a very or moderately positive view of China/ Russia/US
Prairies	MB, SK & AB	\$50k to \$100k	Household income between \$50,000 and \$100,000	Neutral view of China/ Russia/ US	Has a neutral view of China/ Russia/ US
BC	British Columbia	\$100k to \$150k	Household income between \$100,000 and \$150,000	V. neg view of China/ Russia/ US	Has a very negative view of China/Russia/US
M18-34	Males 18 to 34 years old	Over \$150k	Household income over \$100,000	FP very imp to voting	Foreign policy is very important to their voting decision
M35-54	Males 35 to 54 years old	Immigrant	Immigrated to Canada themselves	FP mod. imp to voting	Foreign policy is moderately important to their voting decision
M55+	Males 55 & older	2 <sup>nd</sup> generation	One or both parents immigrated to Canada	FP not very imp to voting	Foreign policy is not very important to their voting decision
F18-34	Females 18 to 34 years old	3 <sup>rd</sup> gen or more	Family has been in Canada for more than two generations	FP not imp at all to voting	Foreign policy is not at all important to their voting decision
F35-54	Females 35 to 54 years old	Liberal '19	Voted Liberal in the 2019 federal election	Very Low to High IKS	International Knowledge Score categories
F55+	Females 55 & older	Conservative '19	Voted Conservative in the 2019 federal election		
High school or less	No more education than high school	NDP '19	Voted NDP in the 2019 federal election		

# International Knowledge Score (IKS)

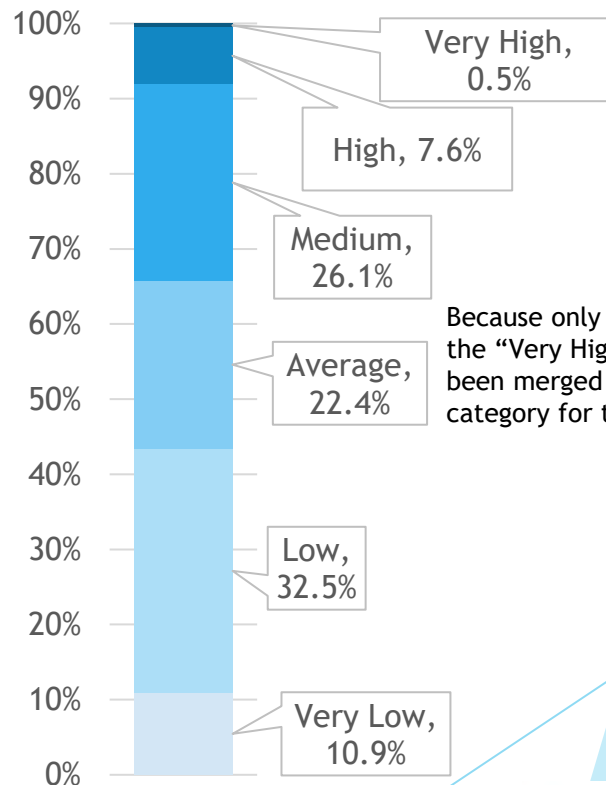
- ▶ In order to understand the impact of knowledge of foreign affairs and familiarity with the world outside of Canada on how respondents view Canada's place in the world and various policy issues we created the International Knowledge Score (IKS).
- ▶ The IKS is a combination of two equal factors:
  - ▶ Amount of travel outside of Canada, with extra weight for travel beyond North America and the Anglosphere.
  - ▶ Knowledge of international news using two events as tests - the signing of the Abraham Accords and the 2019 UK election.
- ▶ The IKS is measured using a score between 0 and 10. 0 means having no knowledge or exposure to the world beyond Canada and 10 means having deep knowledge of and extensive exposure to the rest of the world.

# International Knowledge Score (IKS)

IKS categories based on score

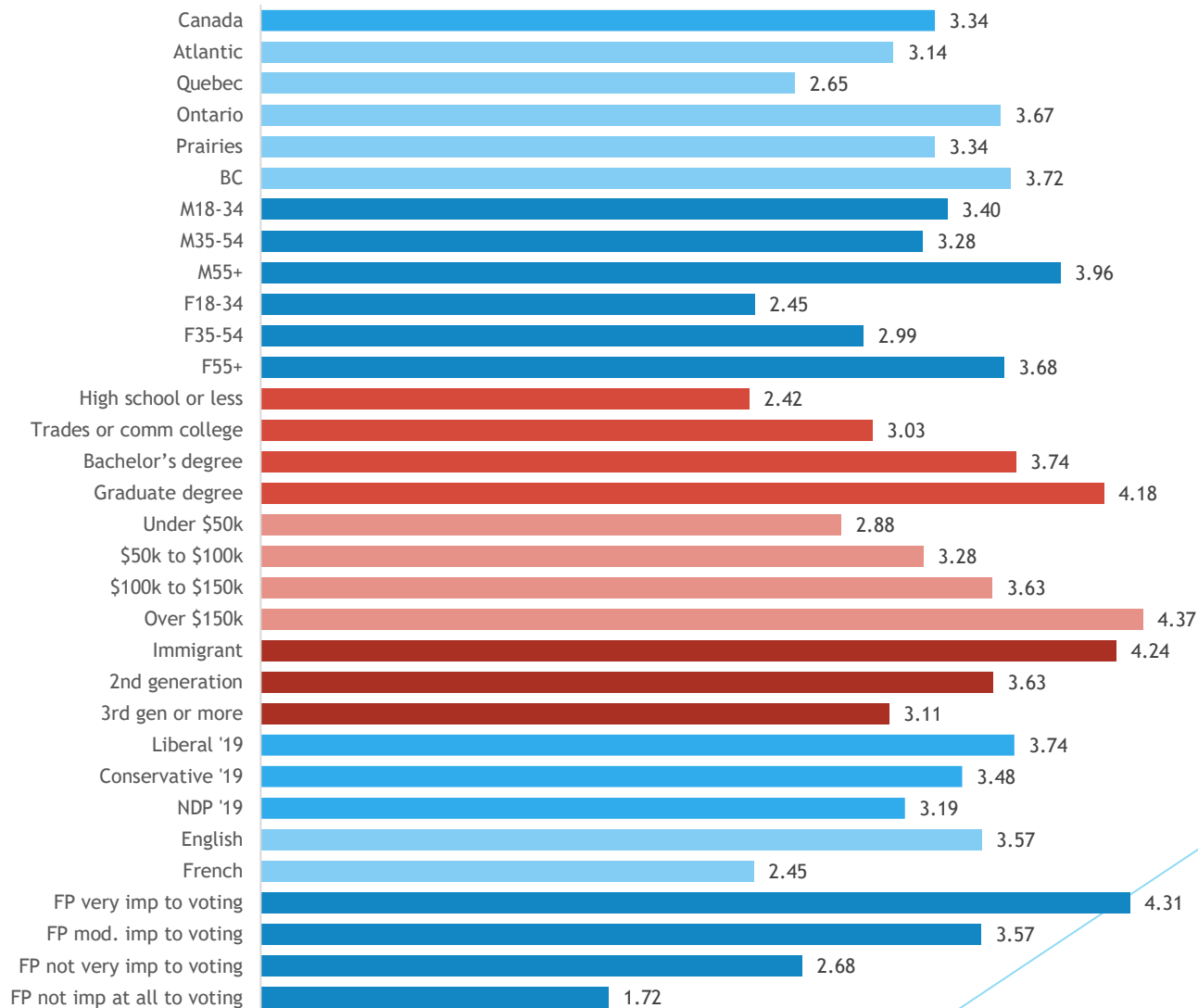


Distribution of IKS categories within Canada



Because only 5 respondents scored in the "Very High" category they have been merged into the "High" category for the rest of this analysis

# IKS by demographic



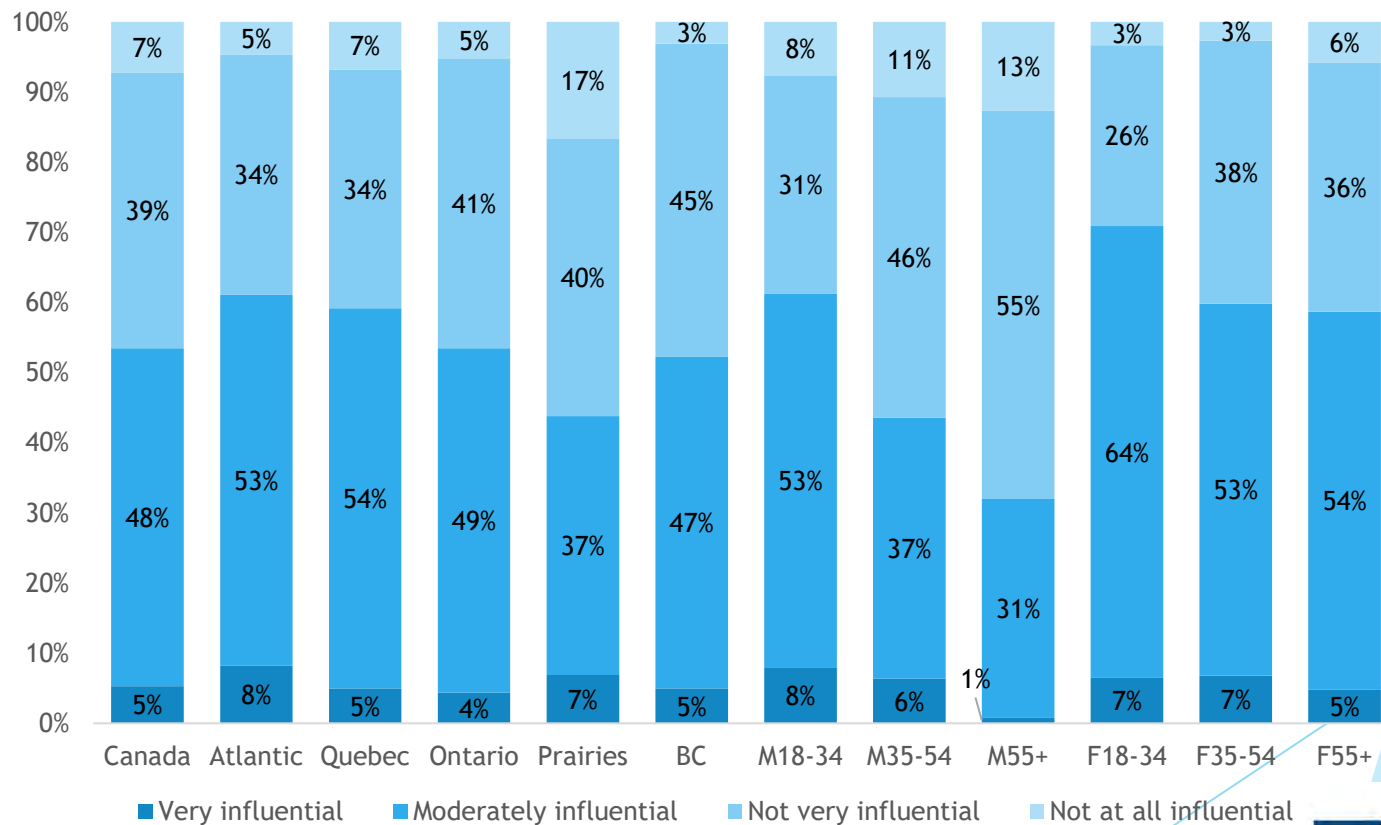
# IKS Insights

- ▶ It would be expected that IKS rises with education, which it does, but higher income is actually a better prediction of IKS than higher education alone.
- ▶ Men generally have a higher average IKS than women and older people more than younger people (despite low education levels among older Canadians).
- ▶ People who immigrated to Canada themselves have higher IKS than Canadians who have lived in this country for generations.
- ▶ While Liberal voters have a higher IKS than Conservatives, the gap is reasonably small. NDP voters have significantly lower scores.
- ▶ People who say that foreign policy is very important to their voting decision do have higher IKS than those who say foreign policy is not important, but there are segments with higher IKS.
  - ▶ This means that there are statistically significant numbers of Canadians who are well-informed on international affairs but are not “Foreign Policy Voters.”
- ▶ Regionally, IKS is highest in BC and Ontario. It is lowest in Quebec.

# Canada's Role in the world

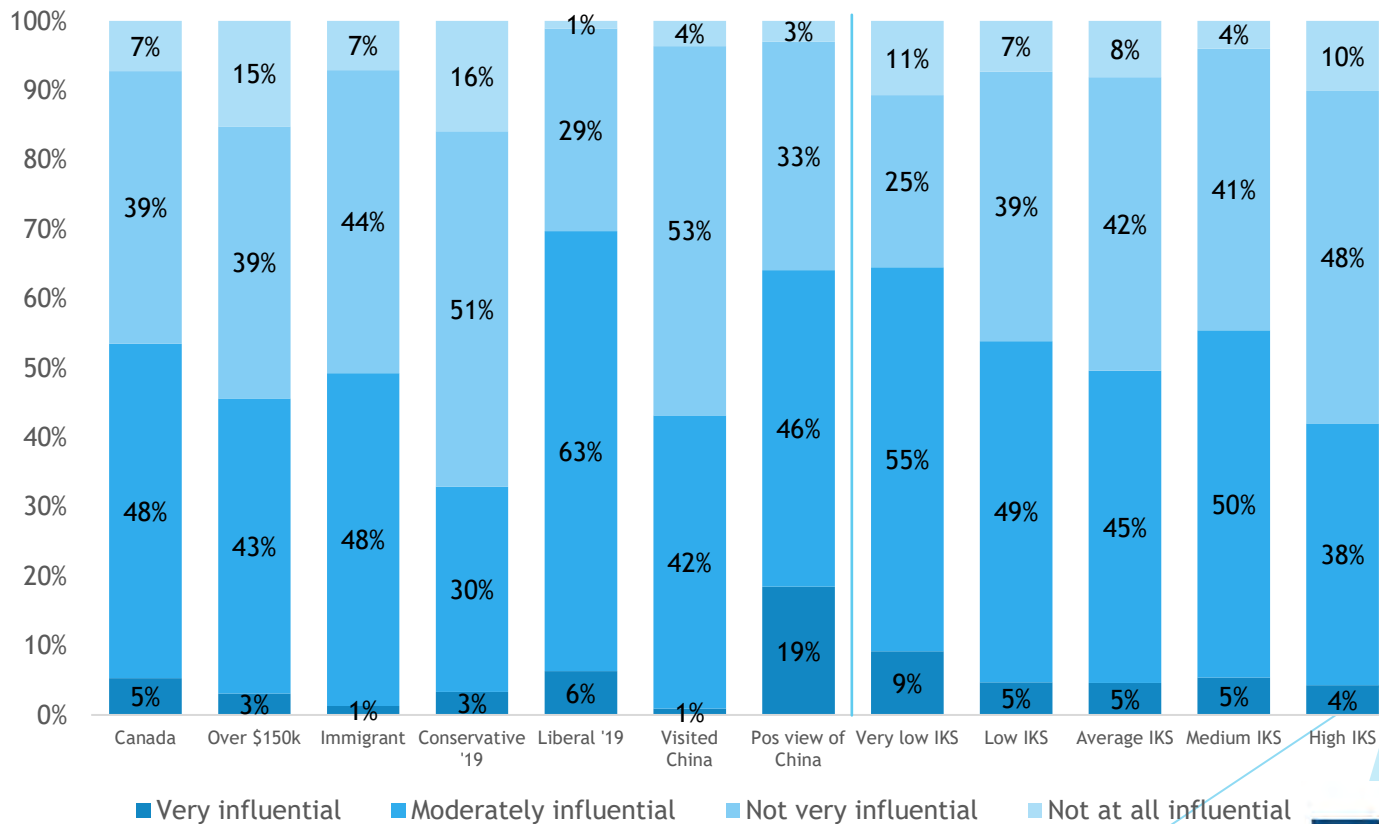


# How influential is Canada on the world stage?



Region, Age and Gender

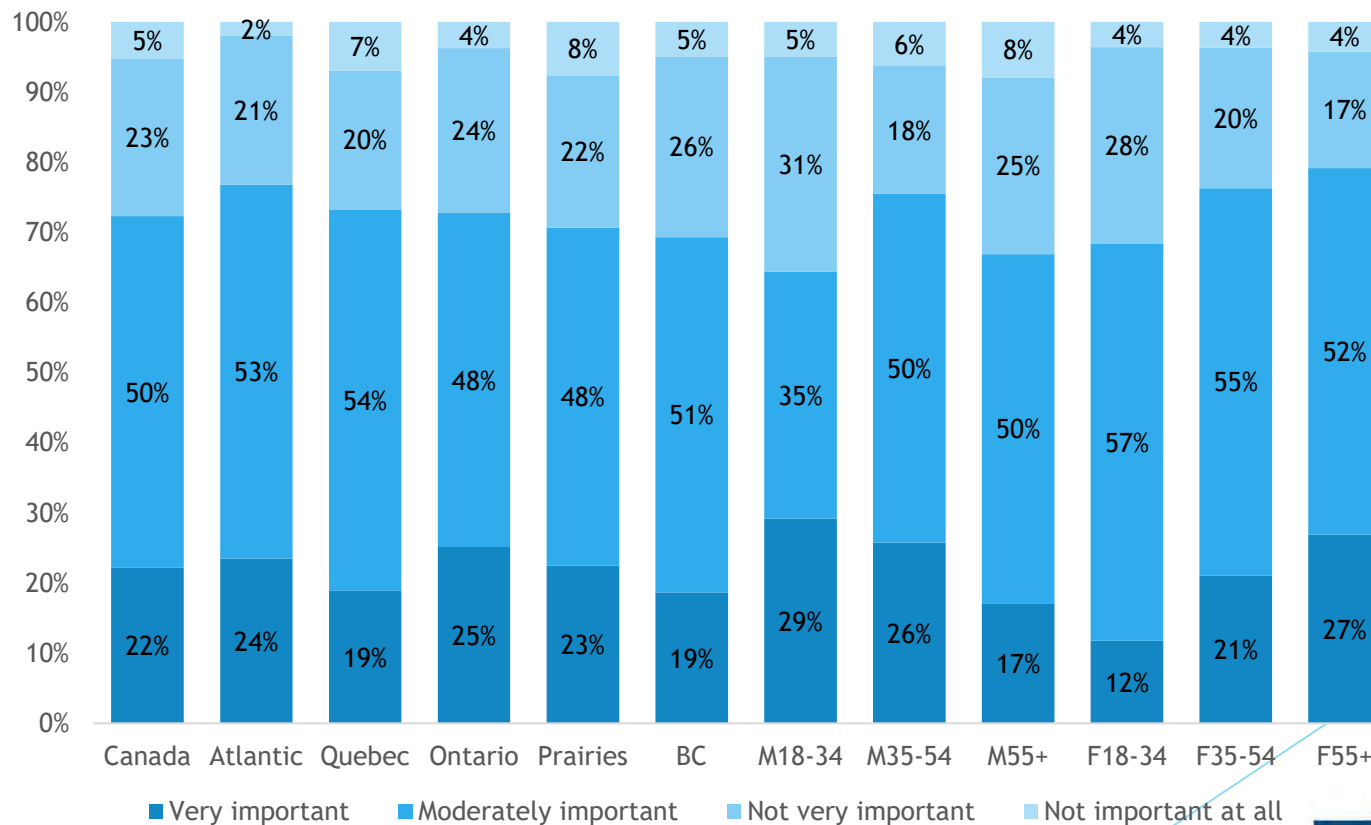
# How influential is Canada on the world stage?



Significant Segments and IKS

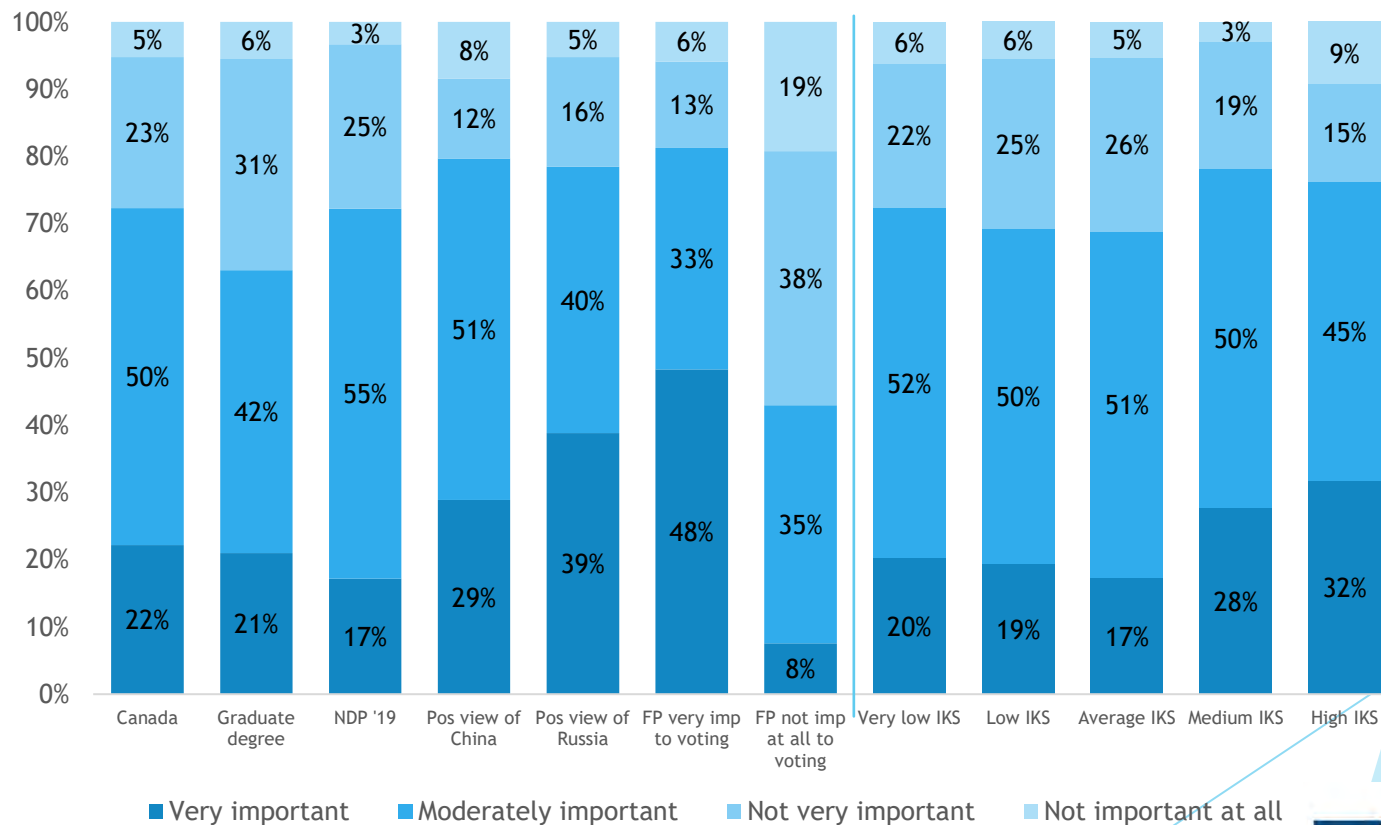


# How important is it that Canada be more influential on the world stage?



Region, Age and Gender

# How important is it that Canada be more influential on the world stage?

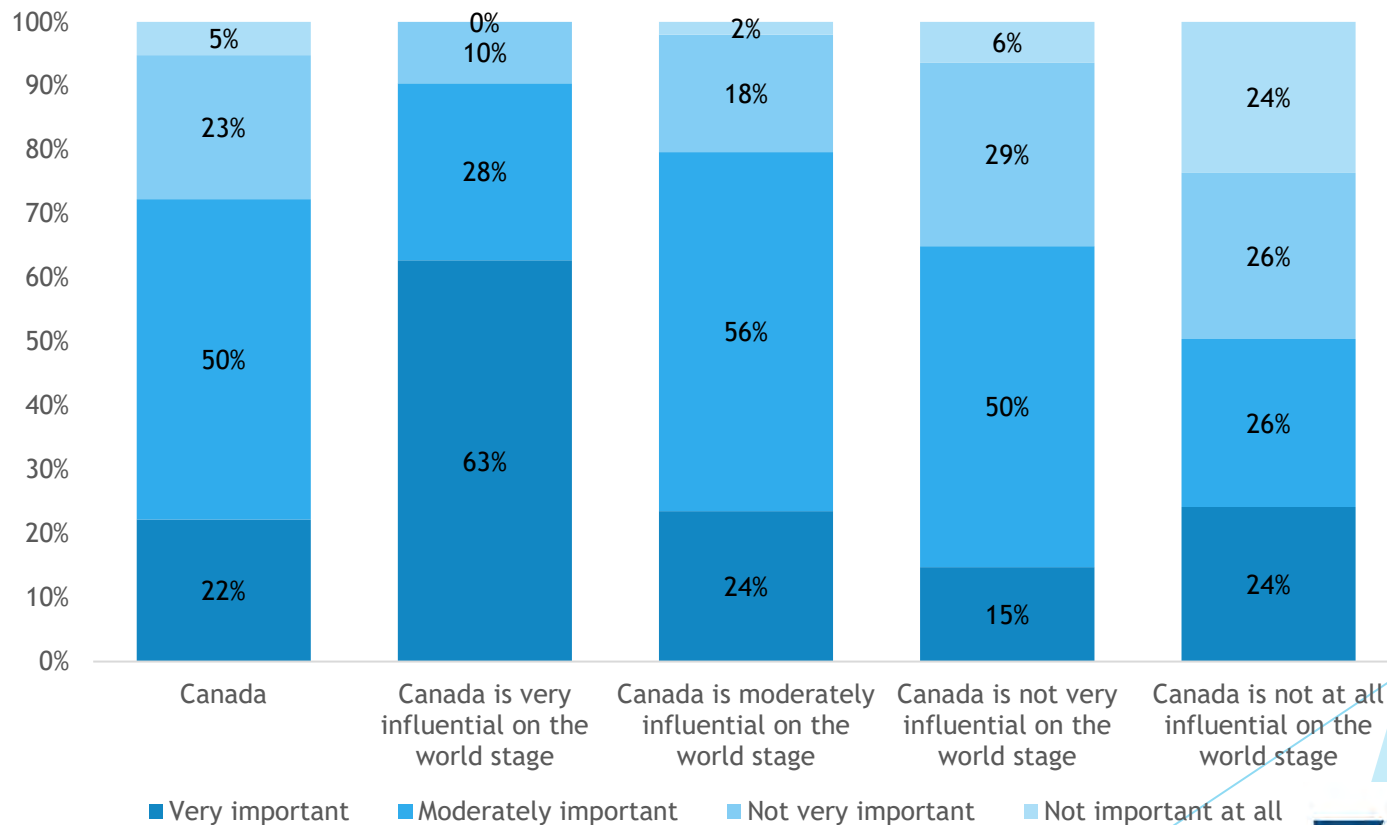


Significant Segments and IKS

■ Very important  
 ■ Moderately important  
 ■ Not very important  
 ■ Not important at all



# How important is it that Canada be more influential on the world stage?



Region, Age and Gender

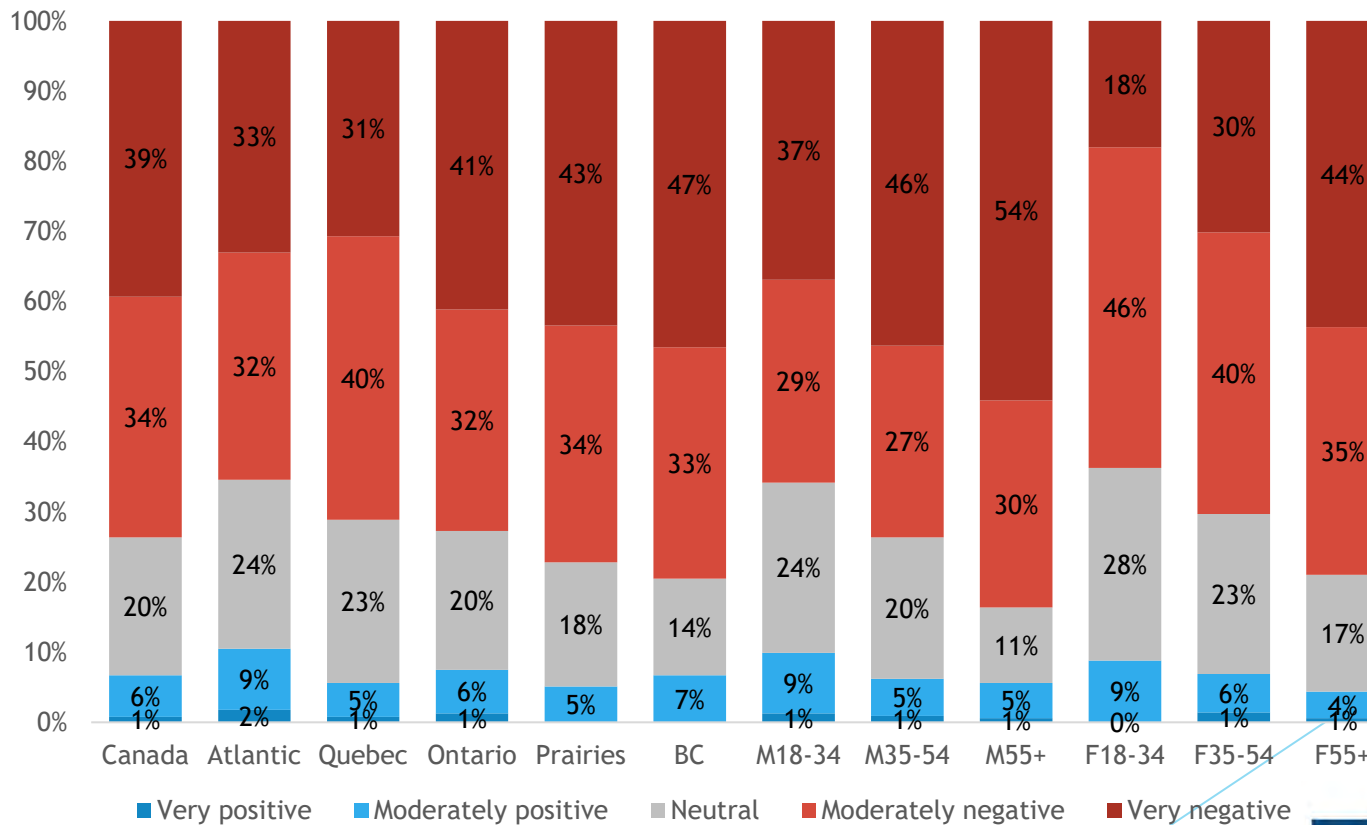
# Views of Countries

# Net impression score for each country



Image credit: Shutterstock

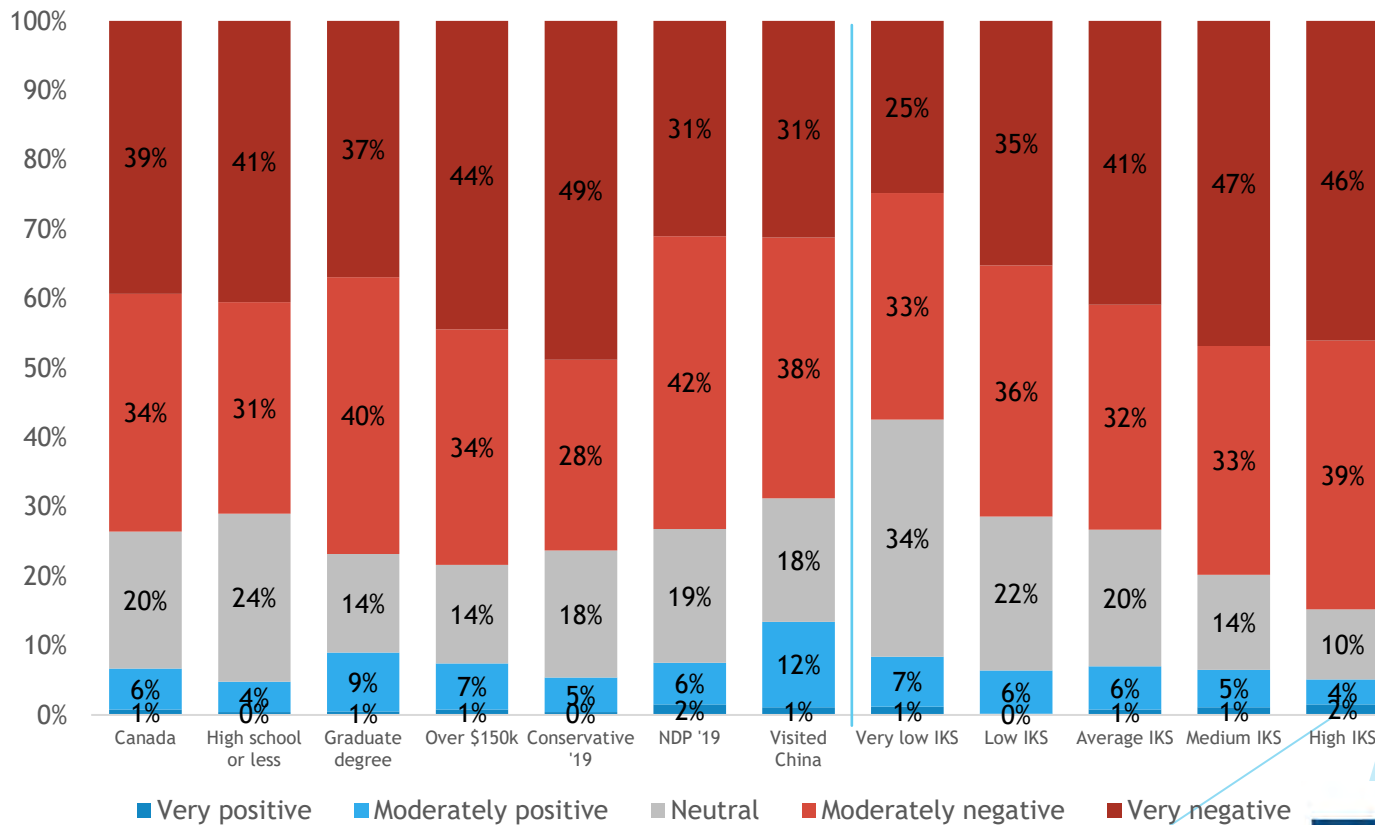
# Opinion of China



Region, Age and Gender



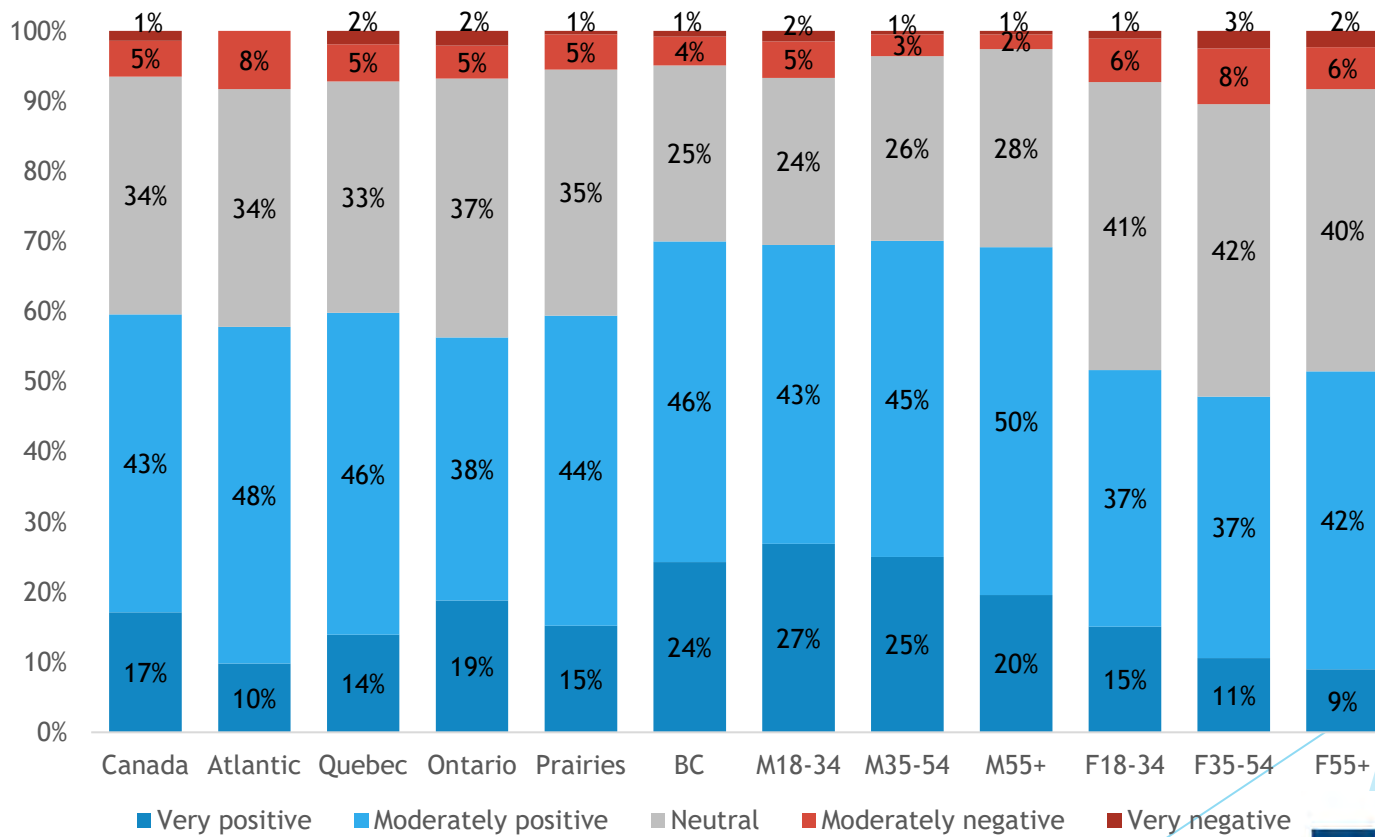
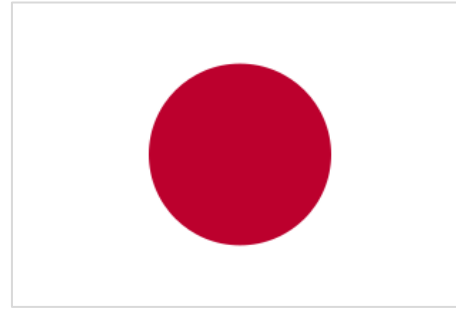
# Opinion of China



Significant Segments and IKS



# Opinion of Japan

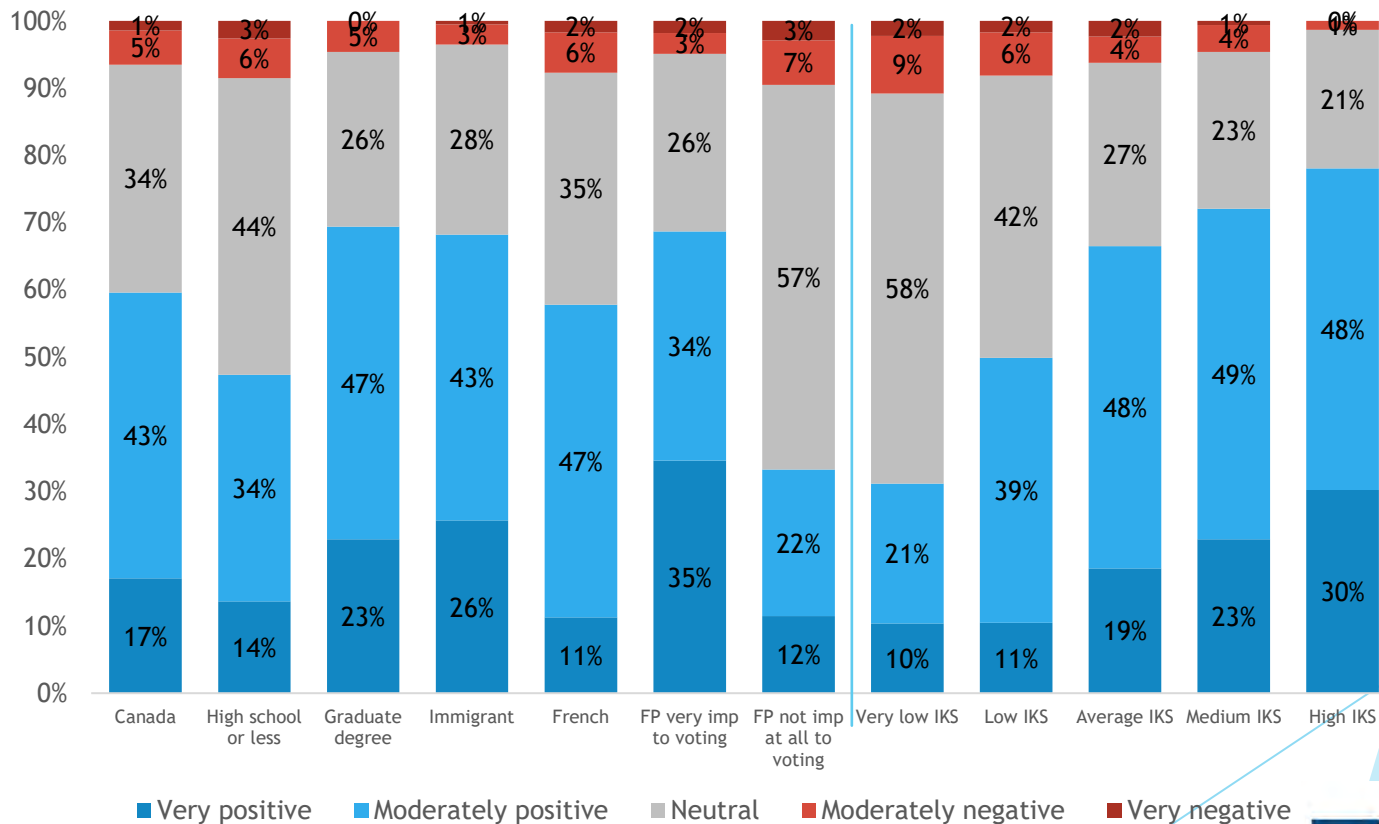
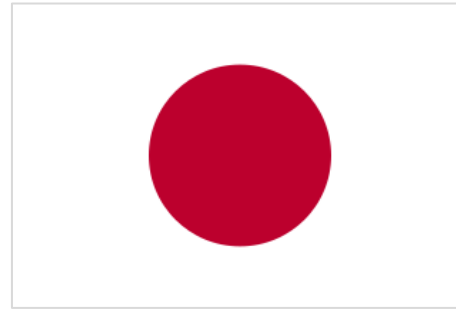


Region, Age and Gender

Very positive Moderately positive Neutral Moderately negative Very negative



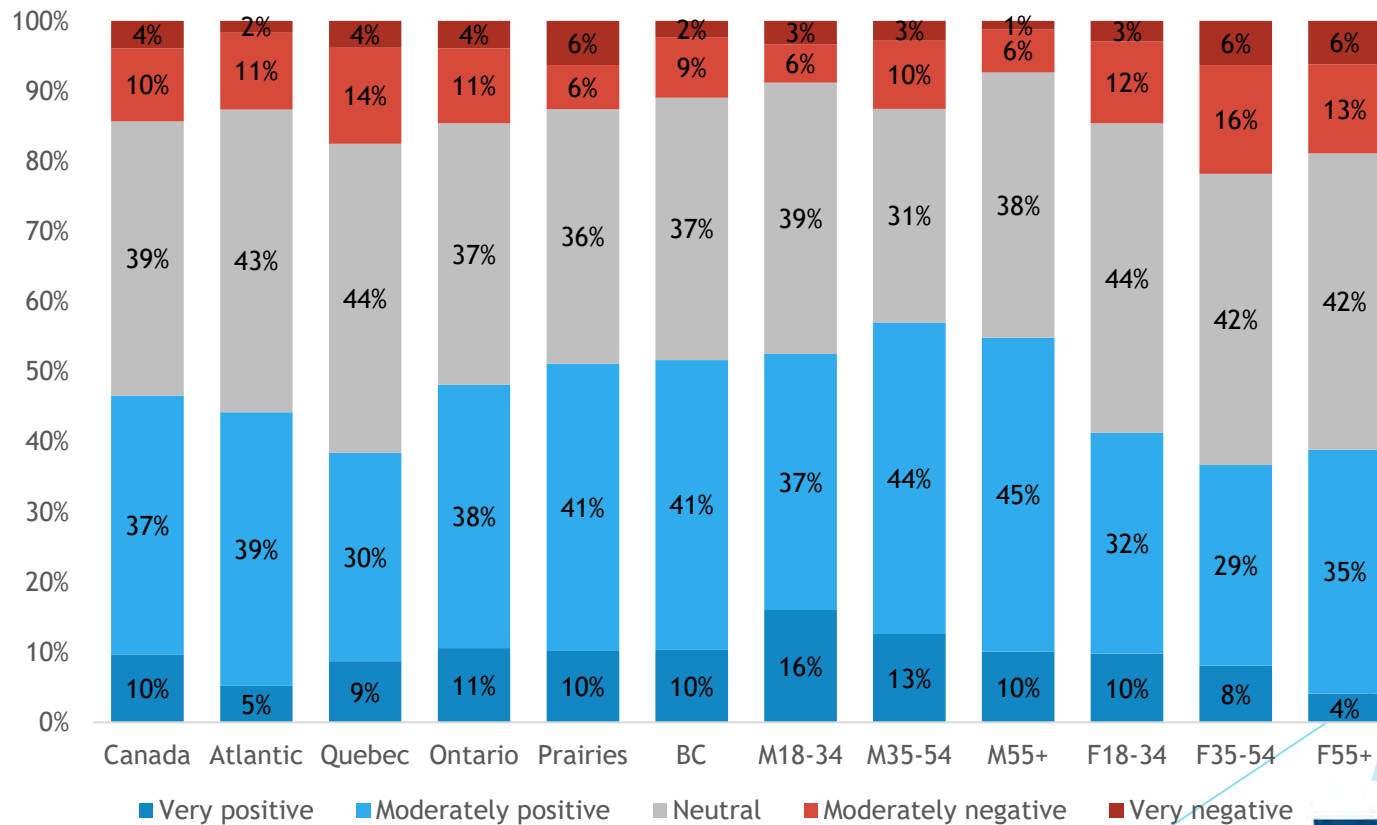
# Opinion of Japan



Significant Segments and IKS



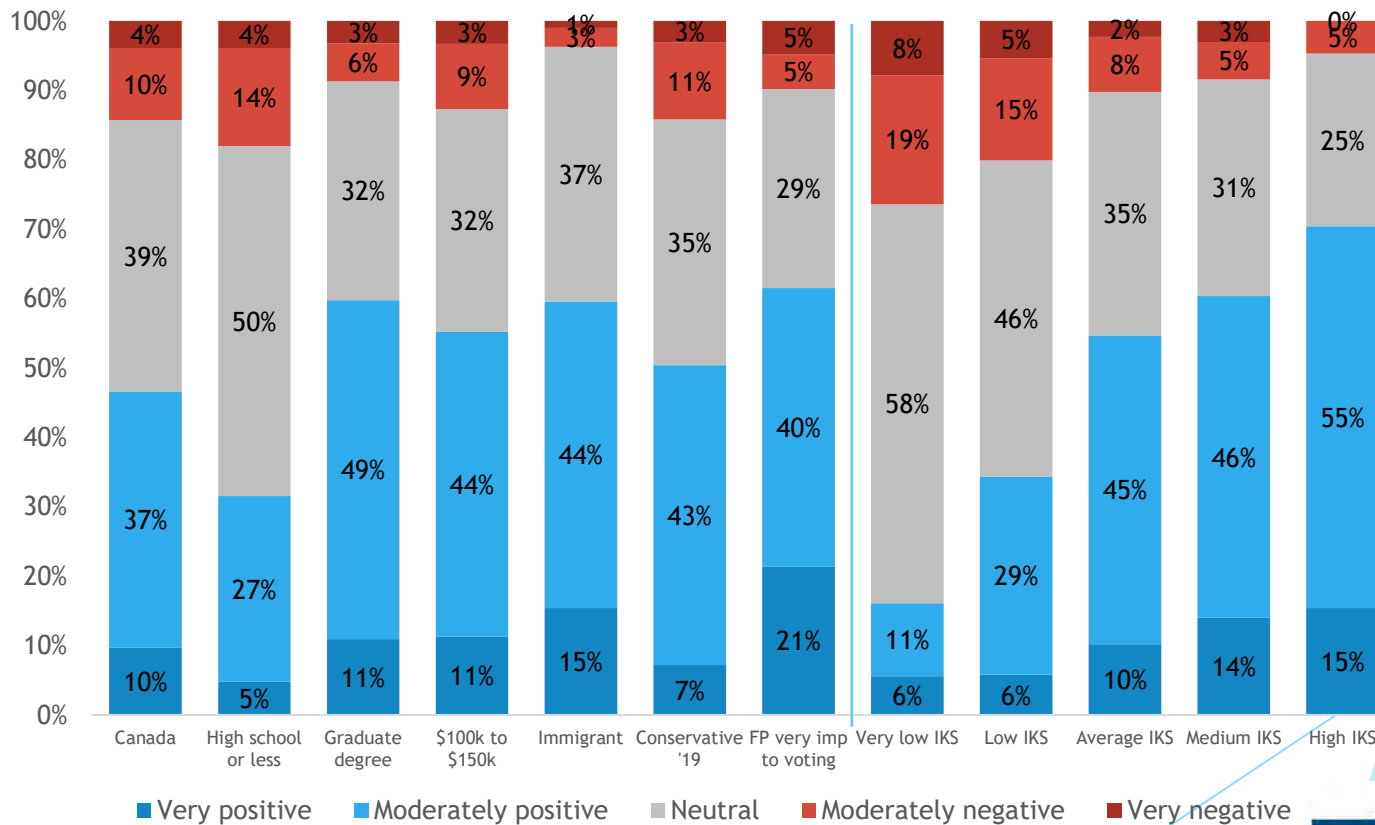
# Opinion of South Korea



Region, Age and Gender



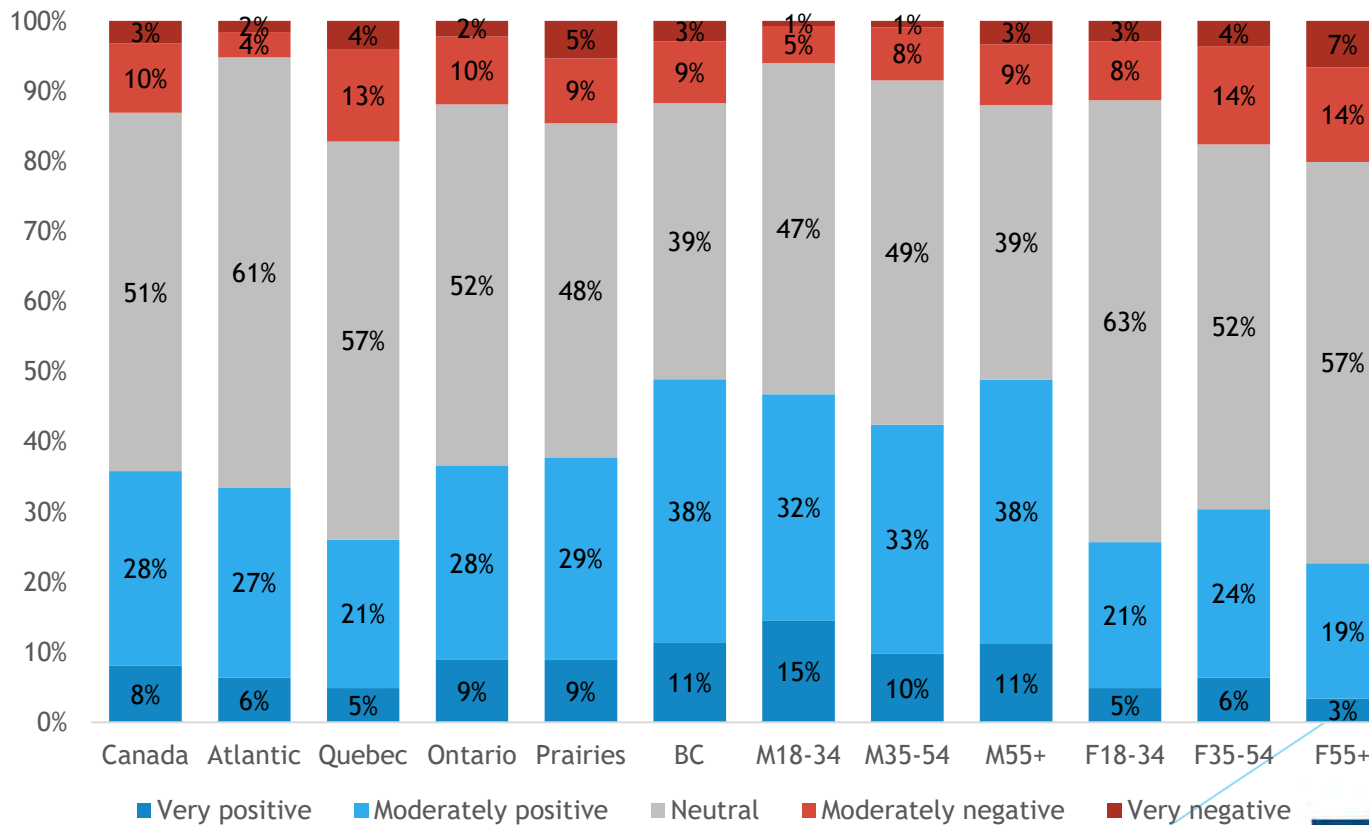
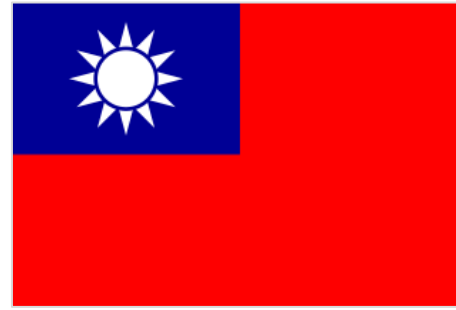
# Opinion of South Korea



Significant Segments and IKS



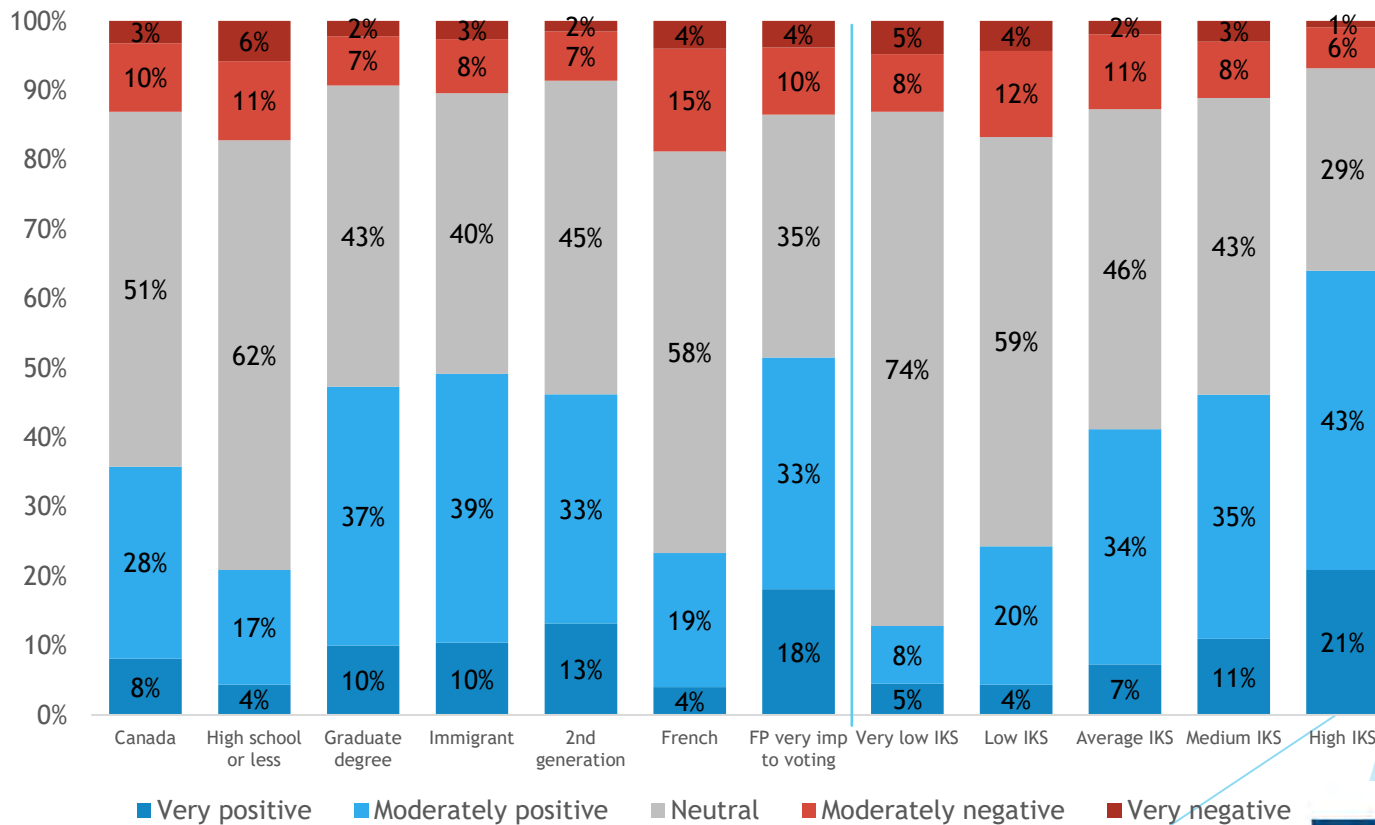
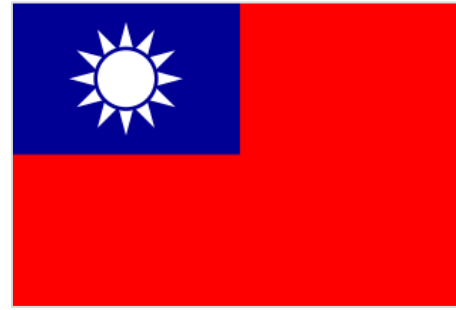
# Opinion of Taiwan



Region, Age and Gender



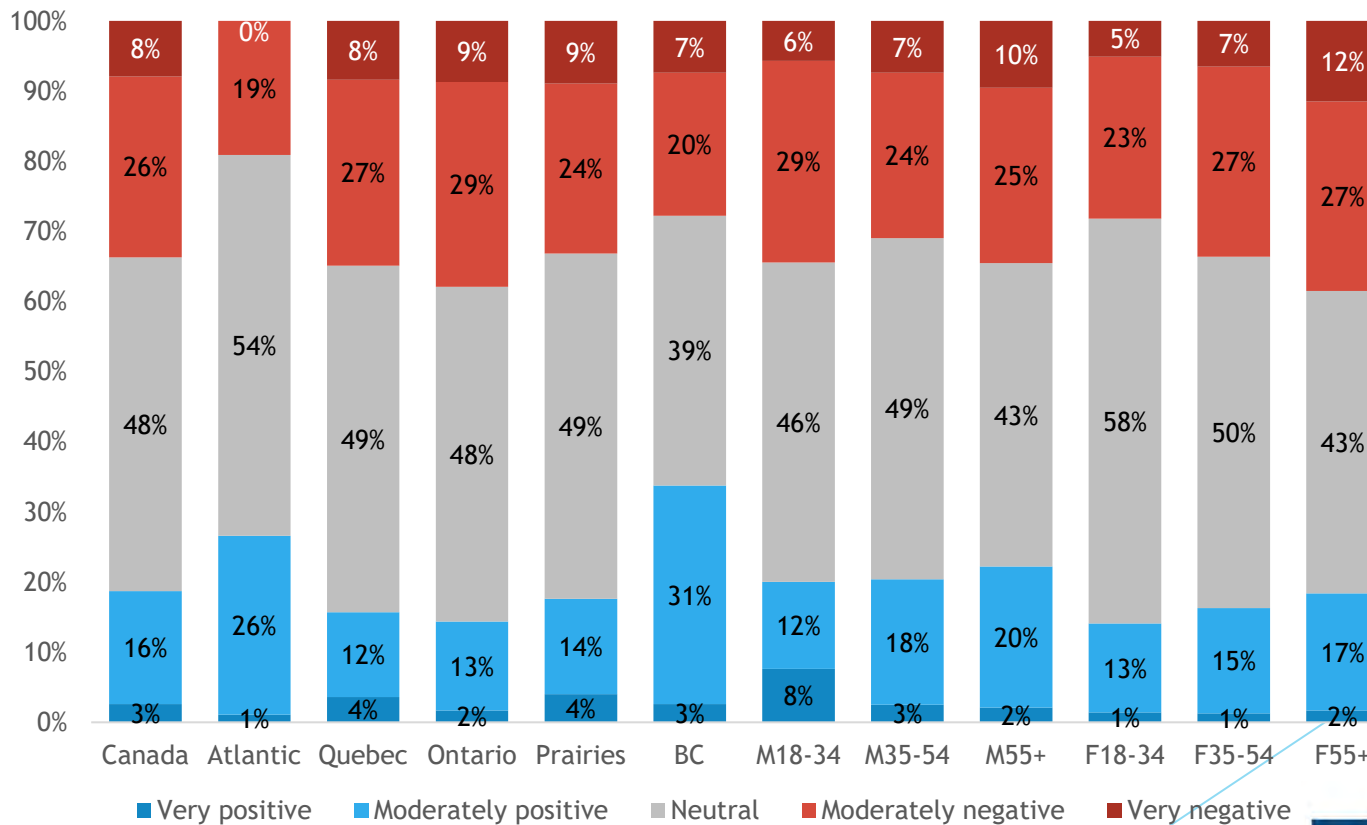
# Opinion of Taiwan



Significant Segments and IKS



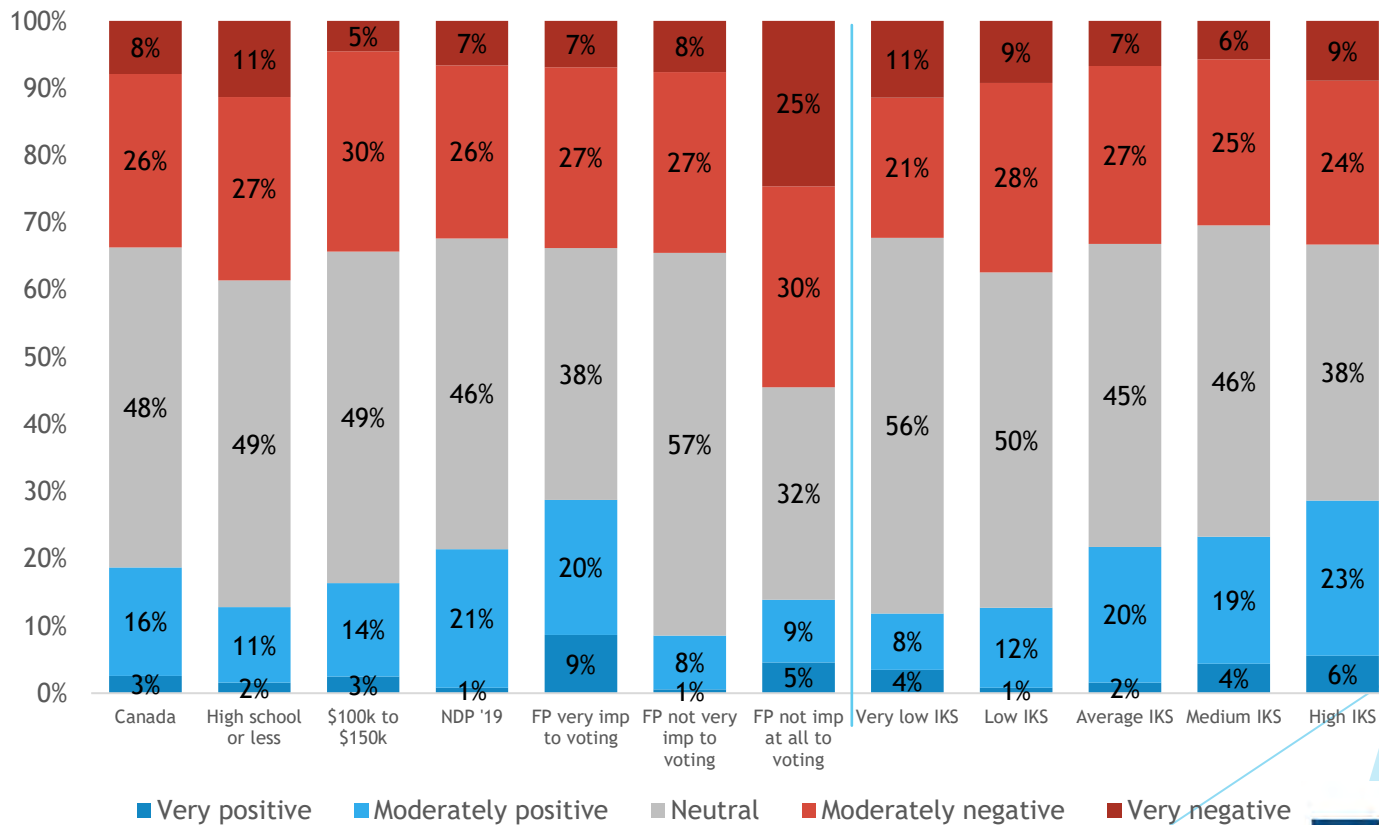
# Opinion of India



Region, Age and Gender



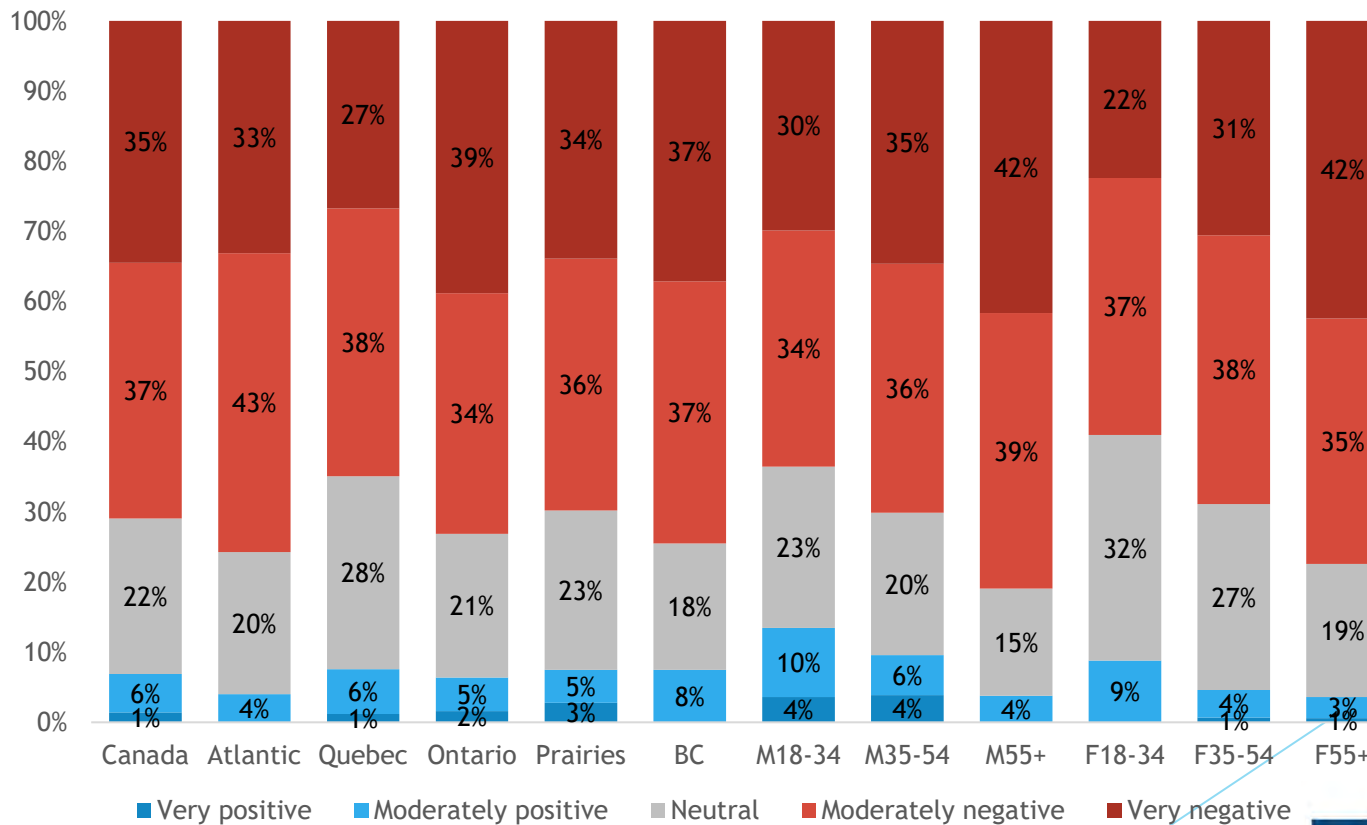
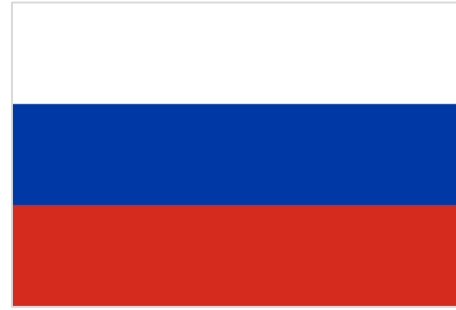
# Opinion of India



Significant Segments and IKS

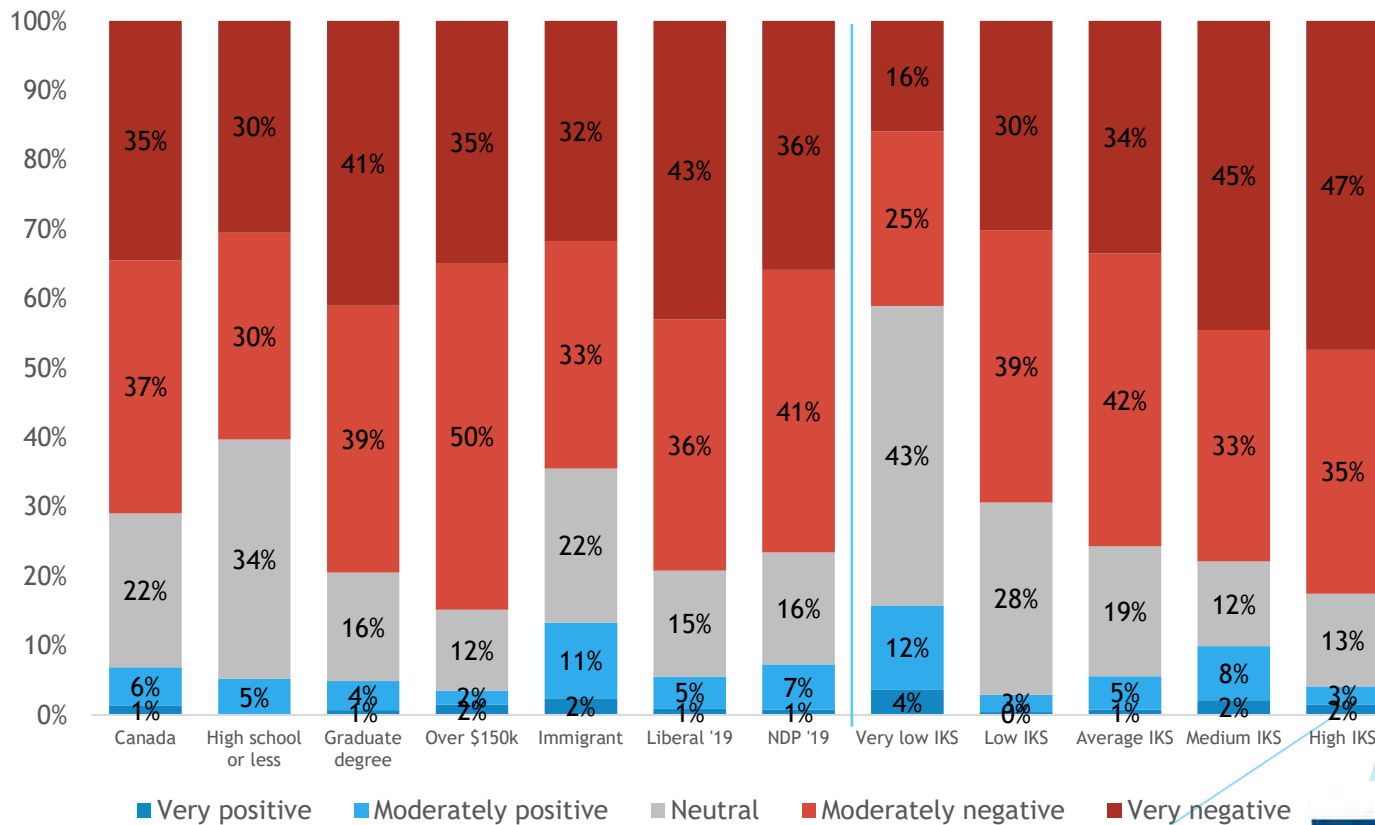
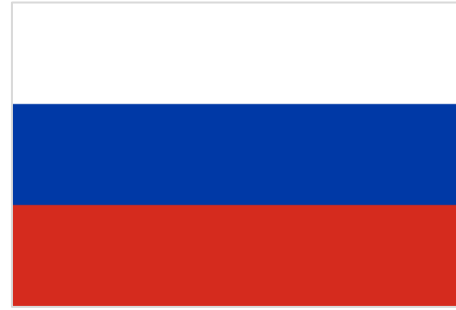


# Opinion of Russia



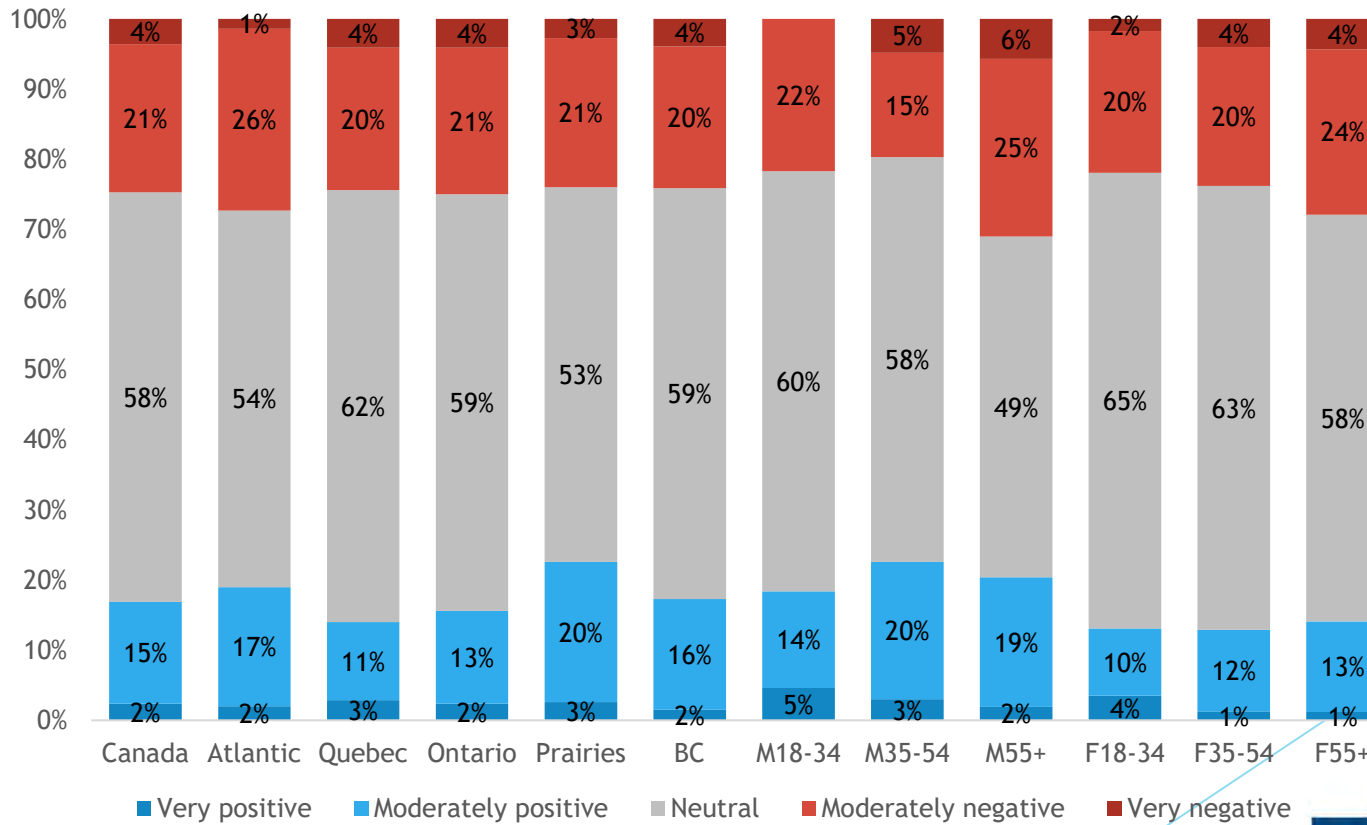
Region, Age and Gender

# Opinion of Russia



Significant Segments and IKS

# Opinion of Ukraine

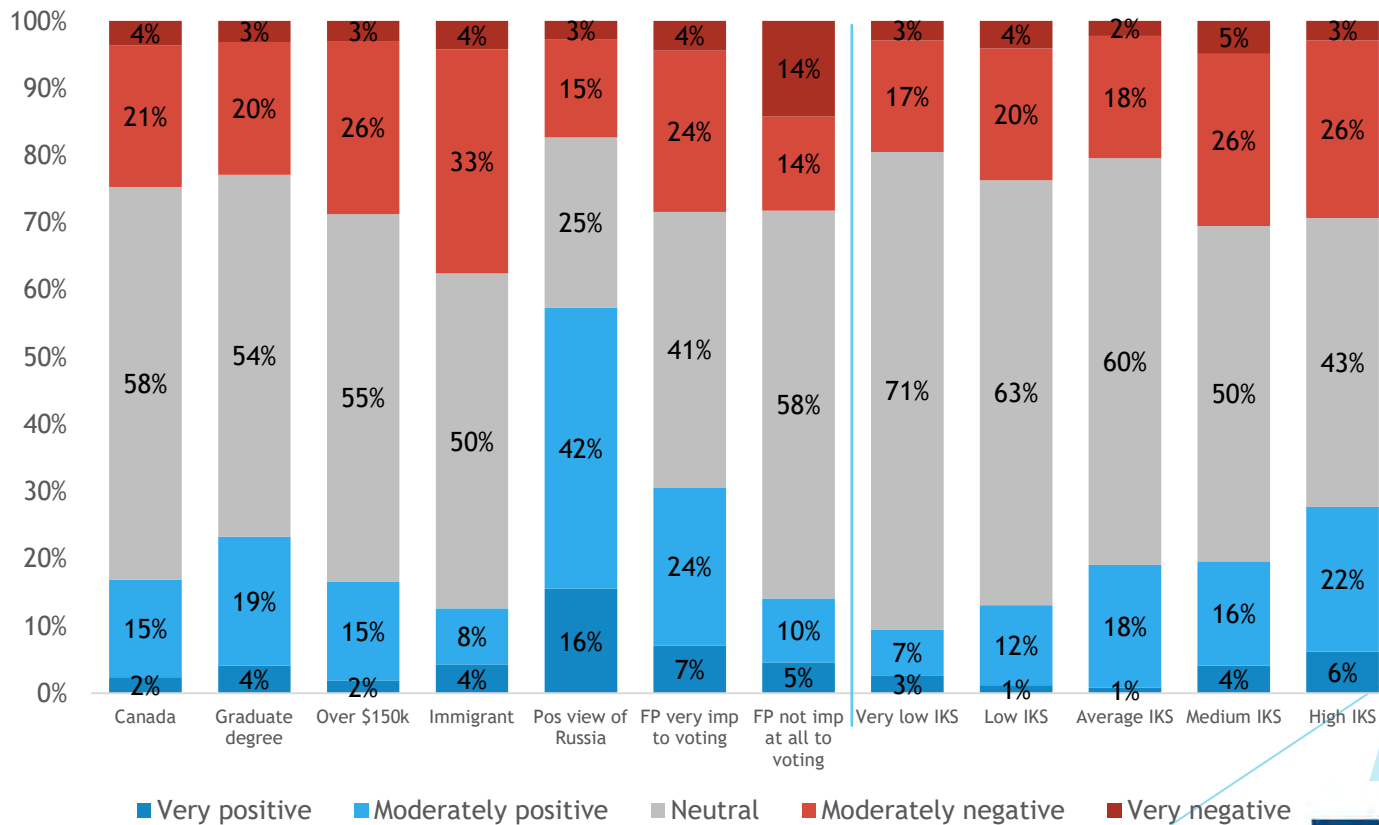


Region, Age and Gender

Very positive Moderately positive Neutral Moderately negative Very negative



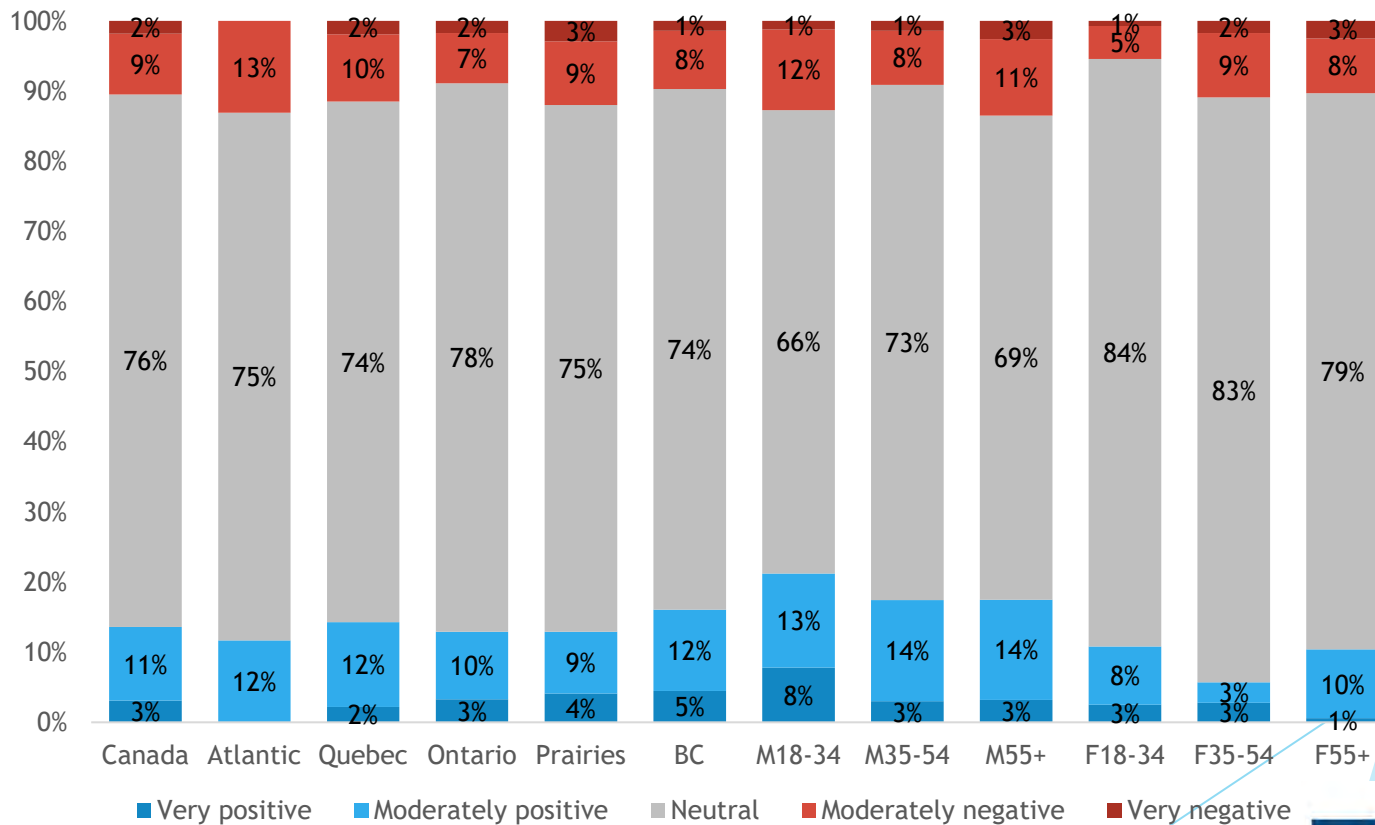
# Opinion of Ukraine



Significant Segments and IKS

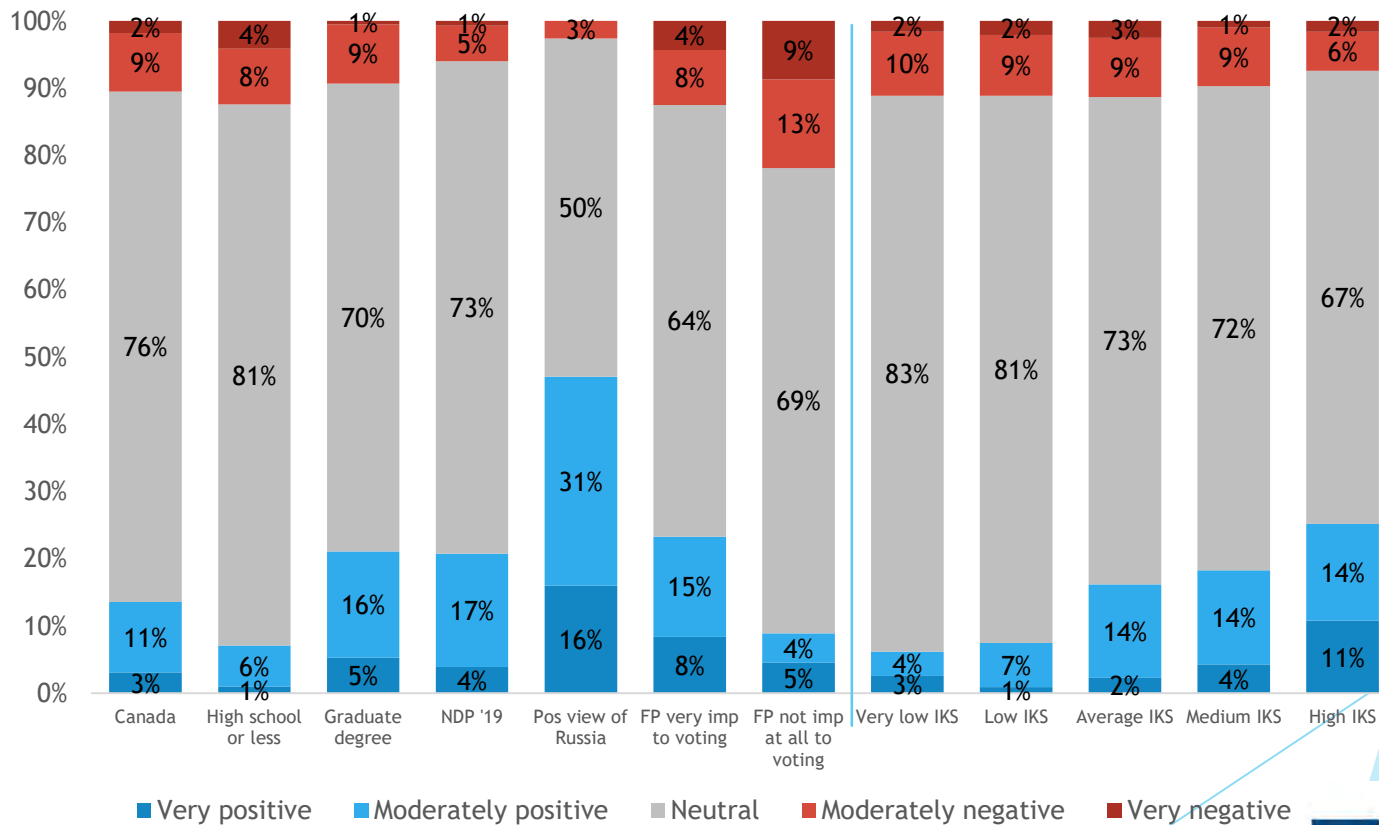


# Opinion of Latvia



Region, Age and Gender

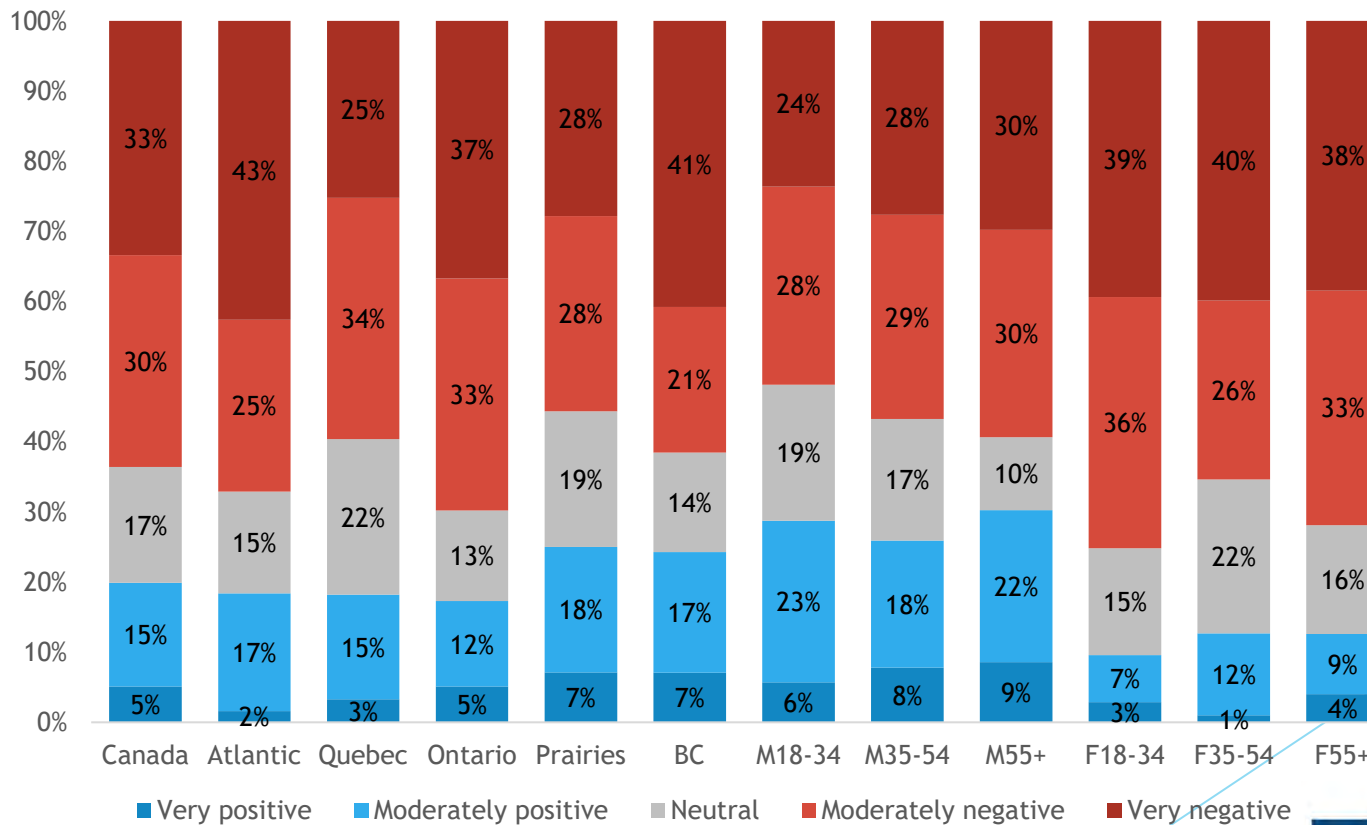
# Opinion of Latvia



Significant Segments and IKS



# Opinion of the United States

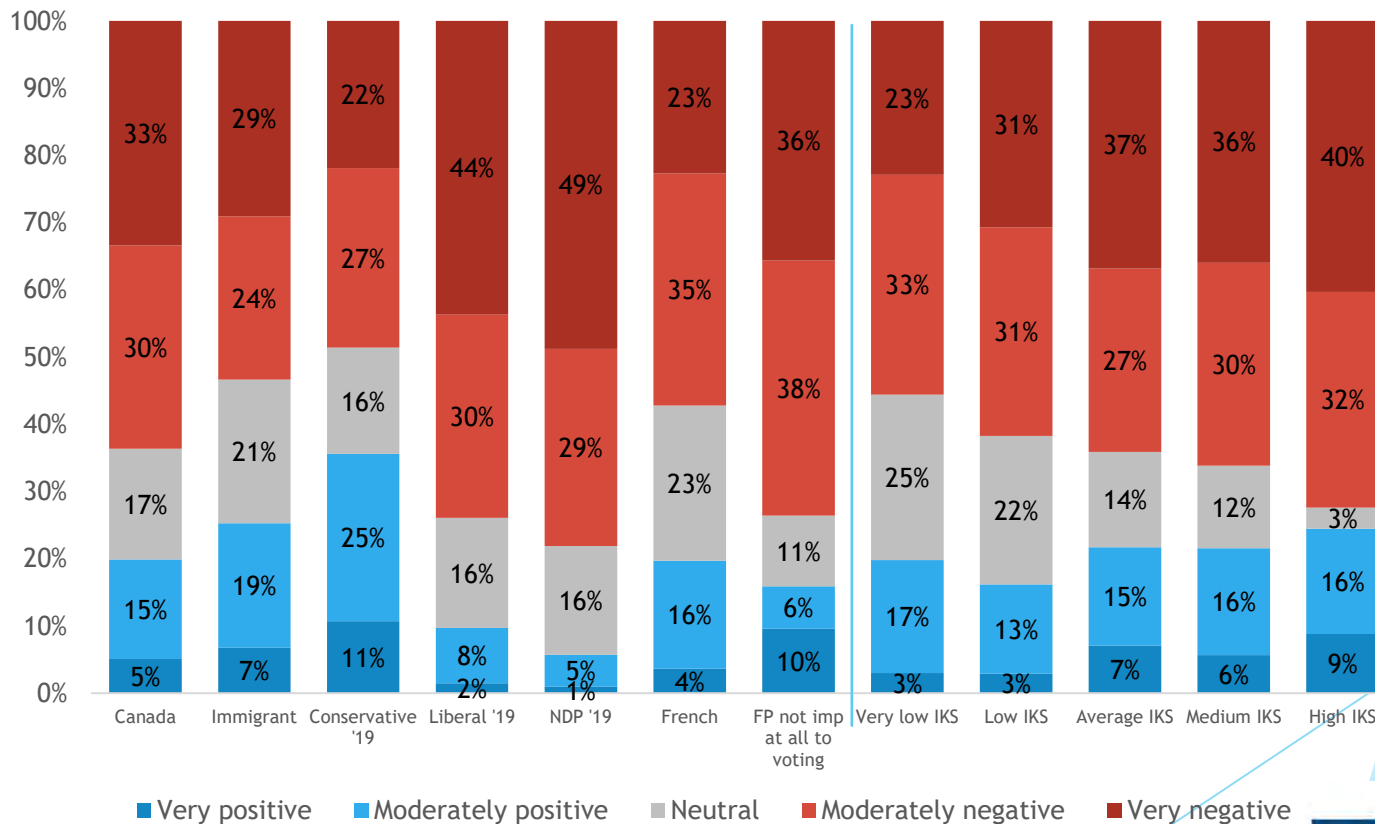


Region, Age and Gender





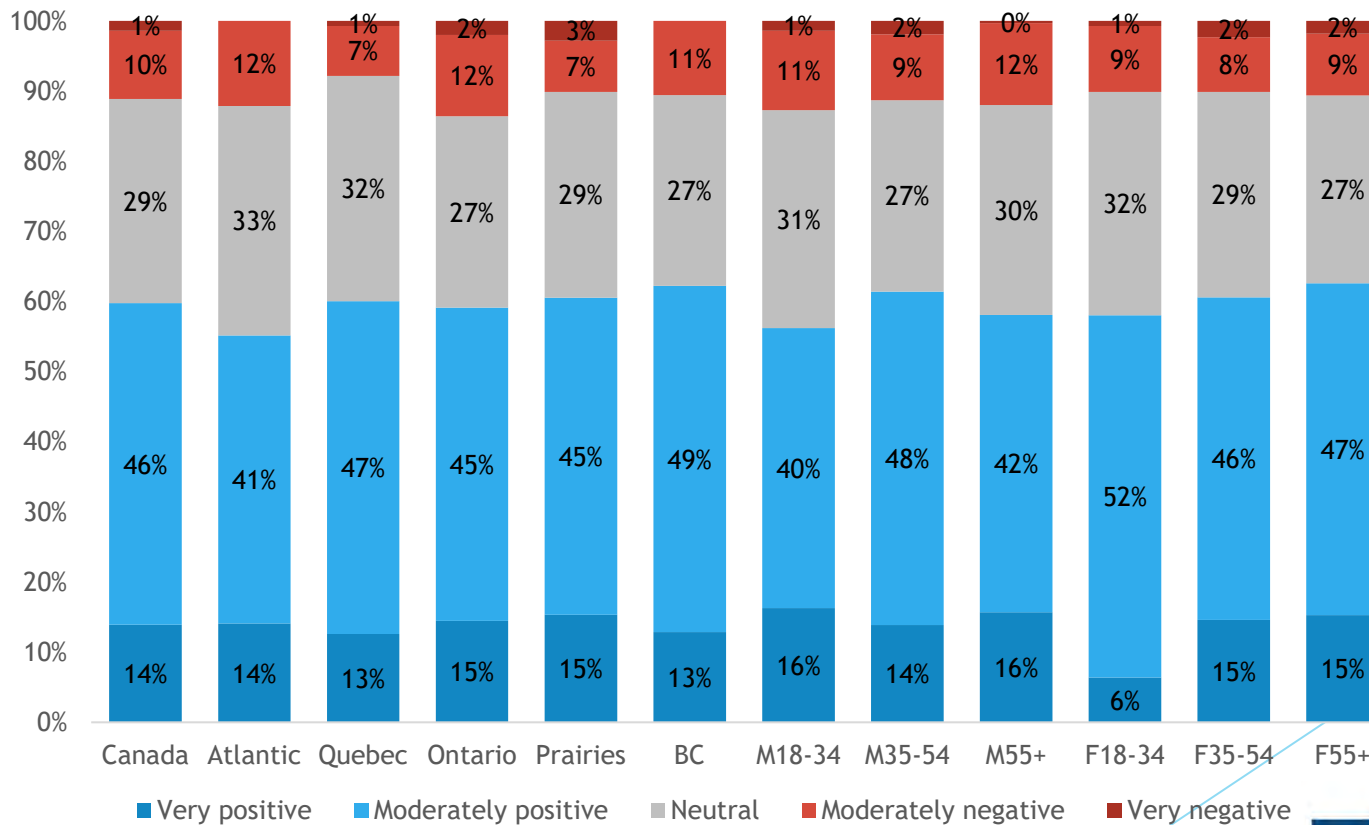
# Opinion of the United States



Significant Segments and IKS



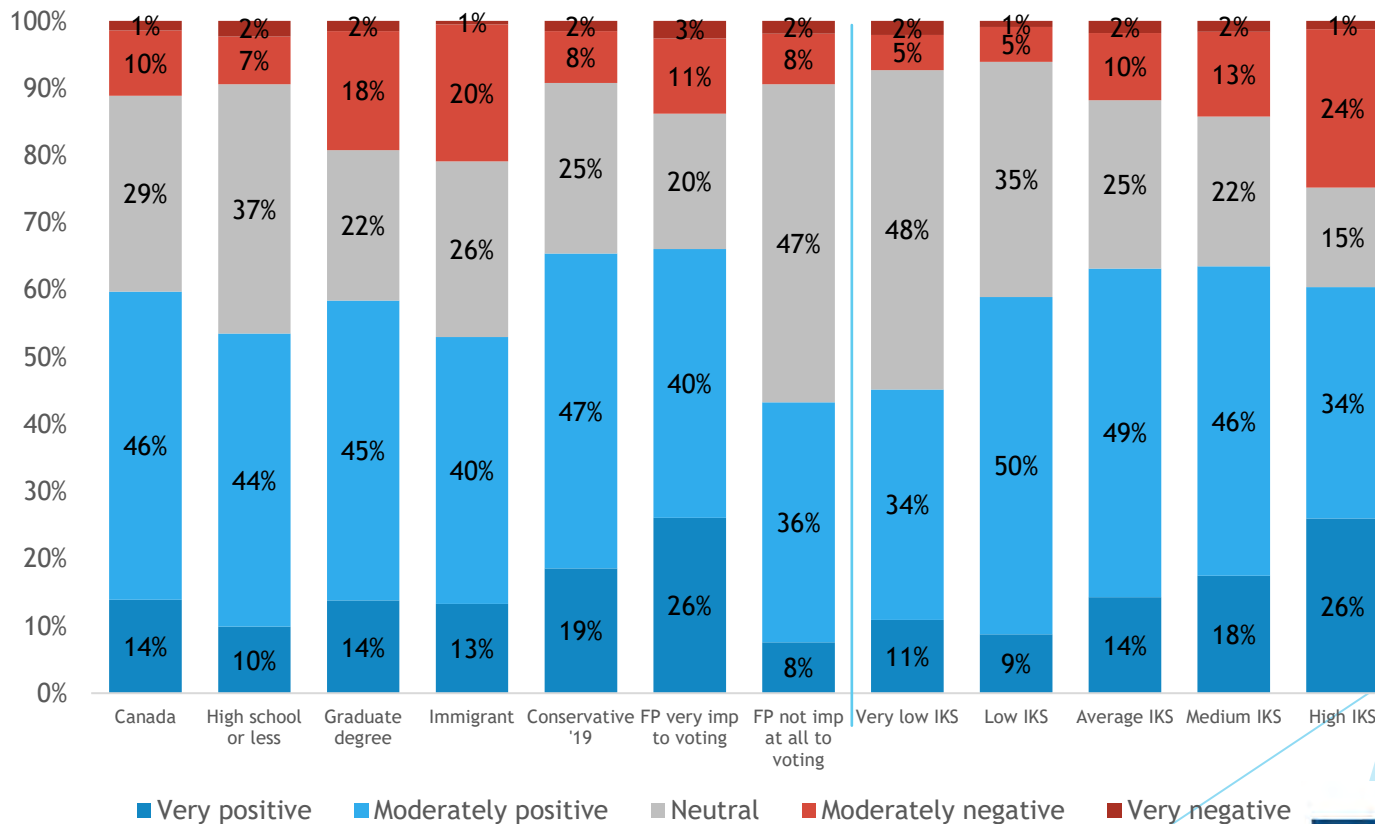
# Opinion of the United Kingdom



Region, Age and Gender



# Opinion of the United Kingdom

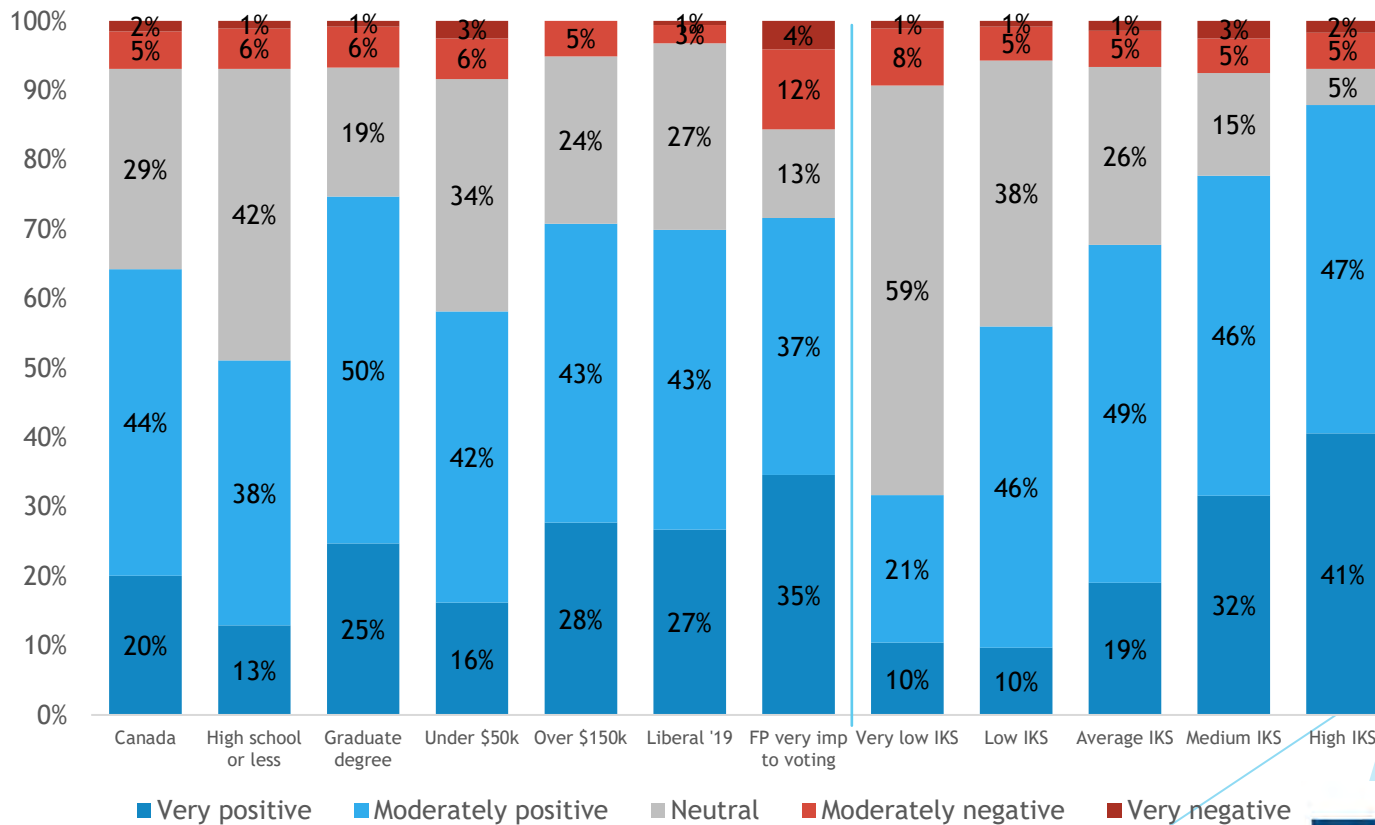


Significant Segments and IKS





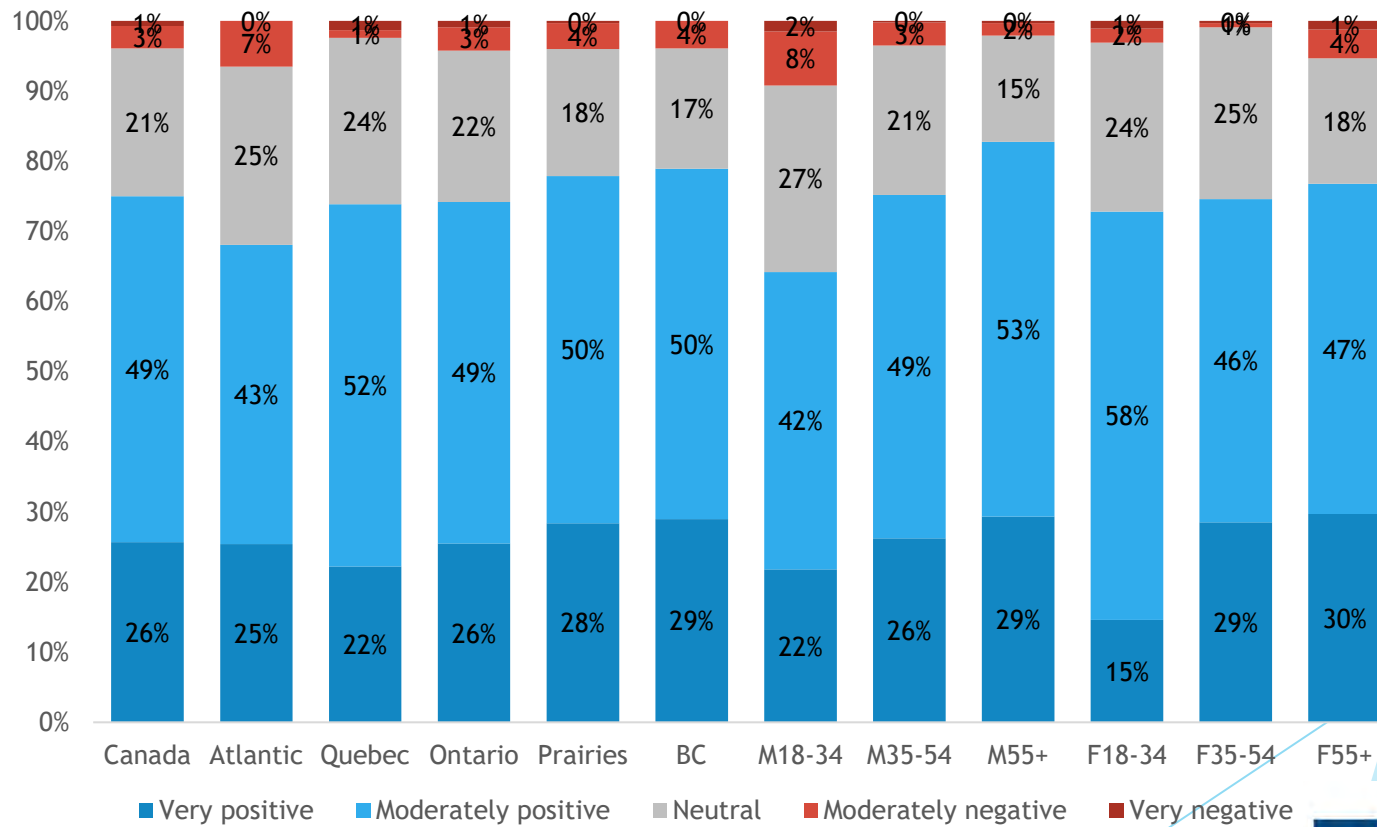
# Opinion of Germany



Significant Segments and IKS



# Opinion of Australia

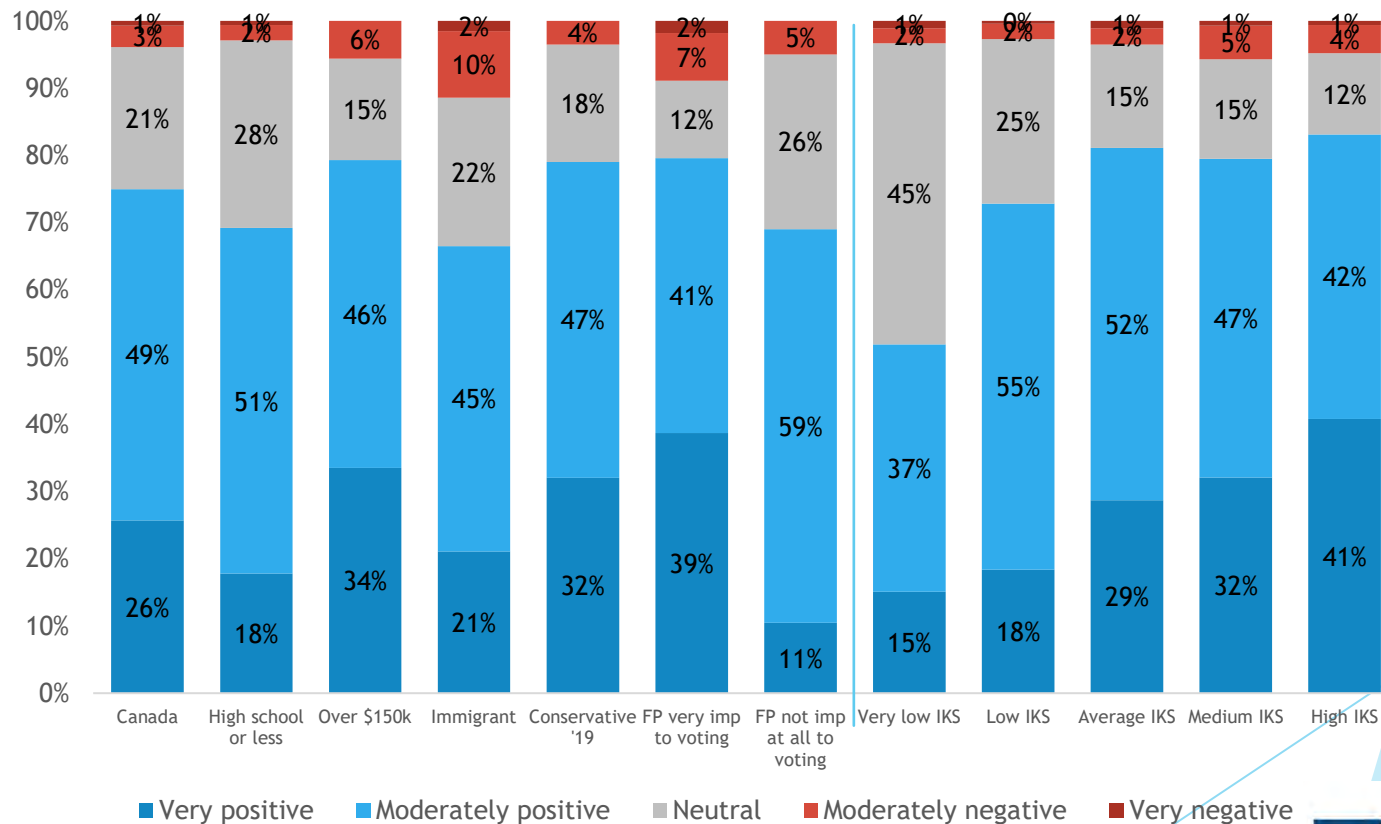


Region, Age and Gender

Very positive Moderately positive Neutral Moderately negative Very negative



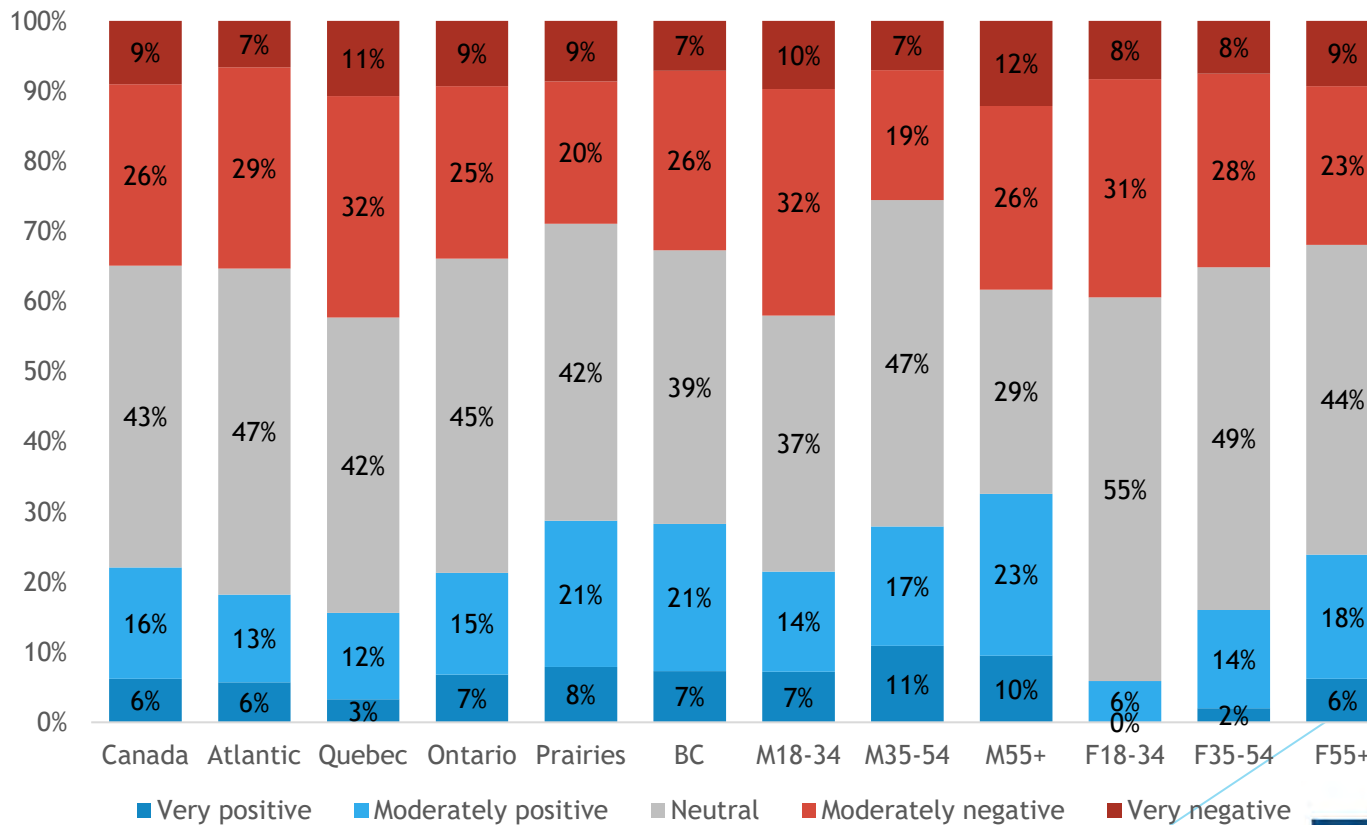
# Opinion of Australia



Significant Segments and IKS



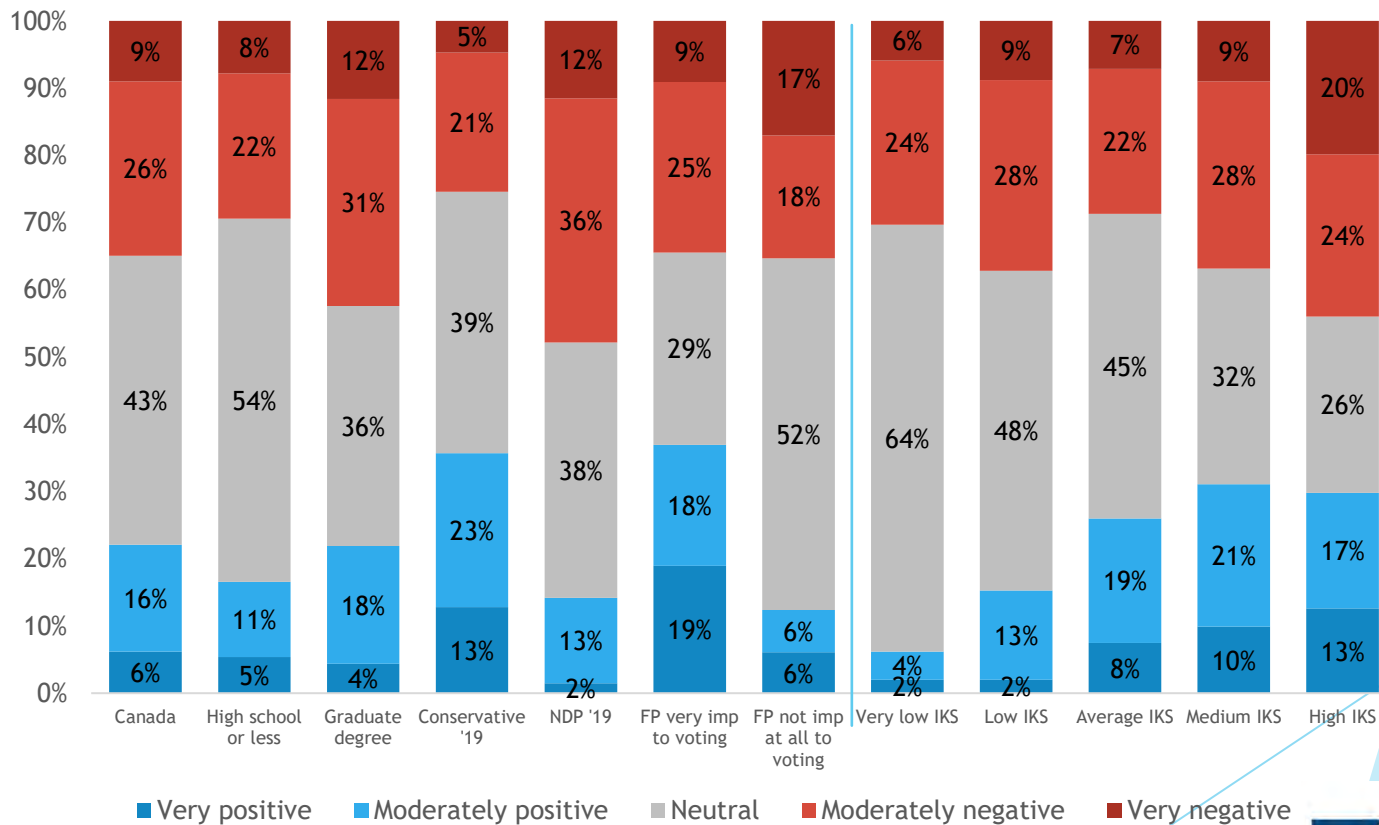
# Opinion of Israel



Region, Age and Gender



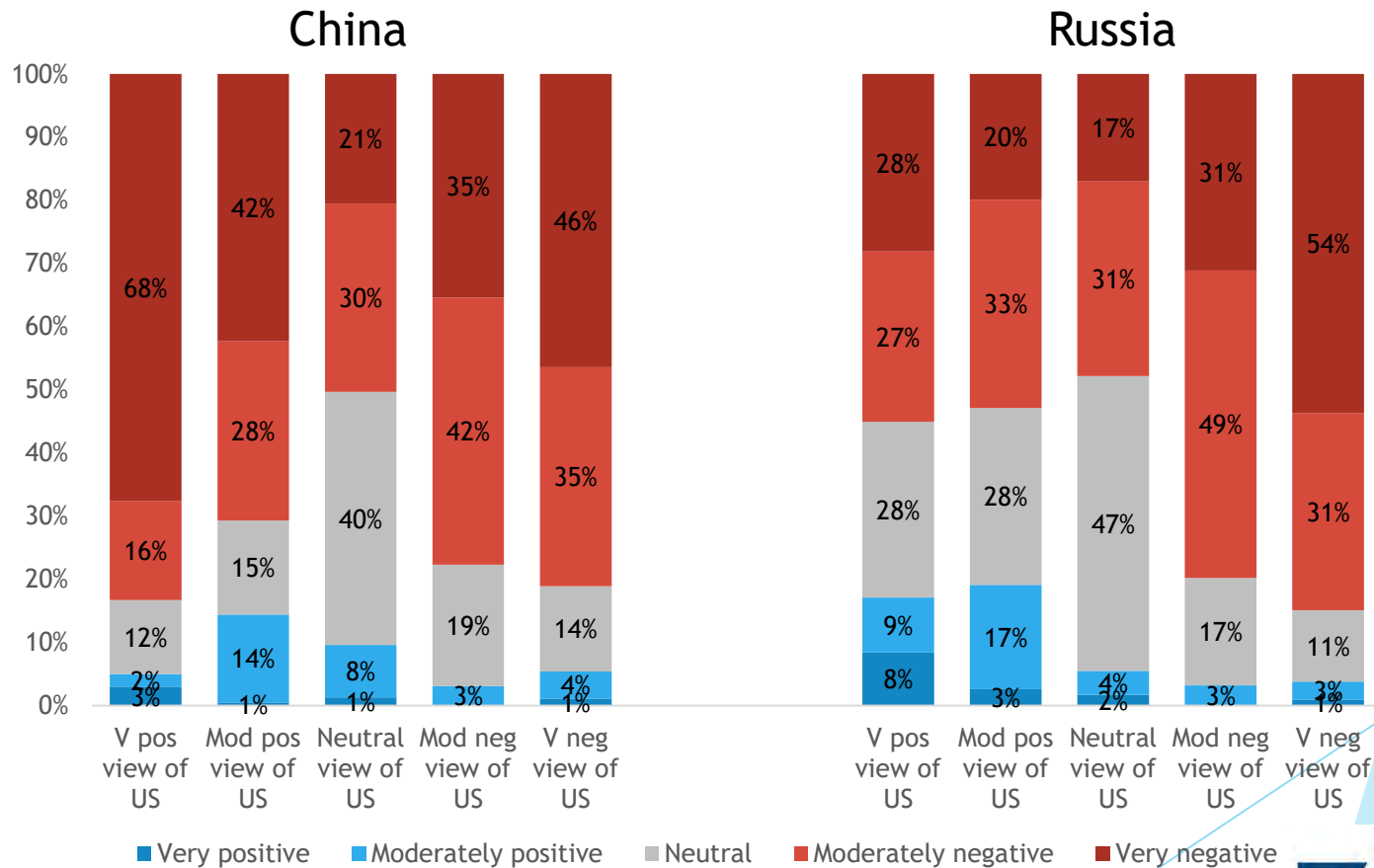
# Opinion of Israel



Significant Segments and IKS

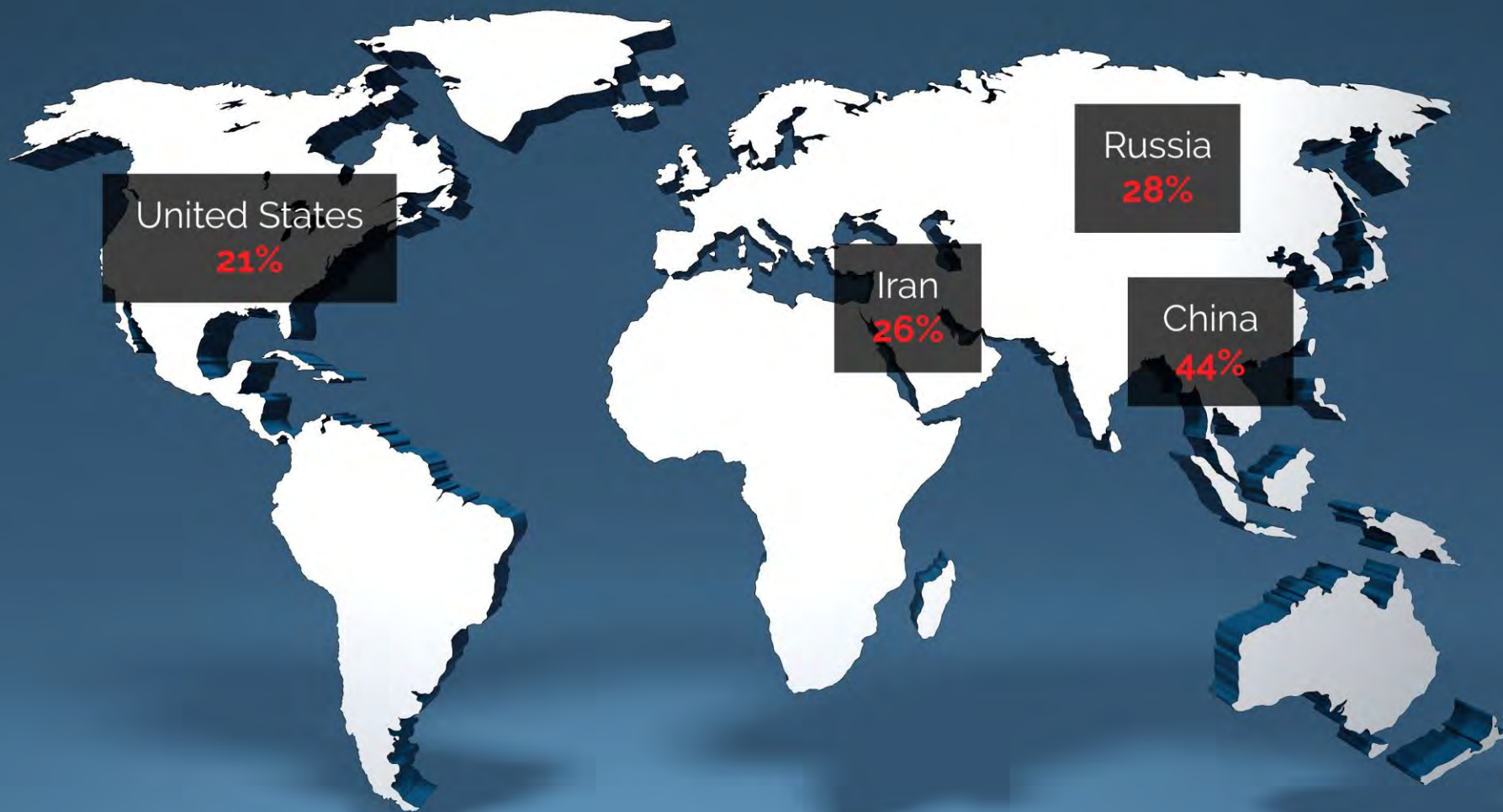


# Views on China and Russia by views on the US

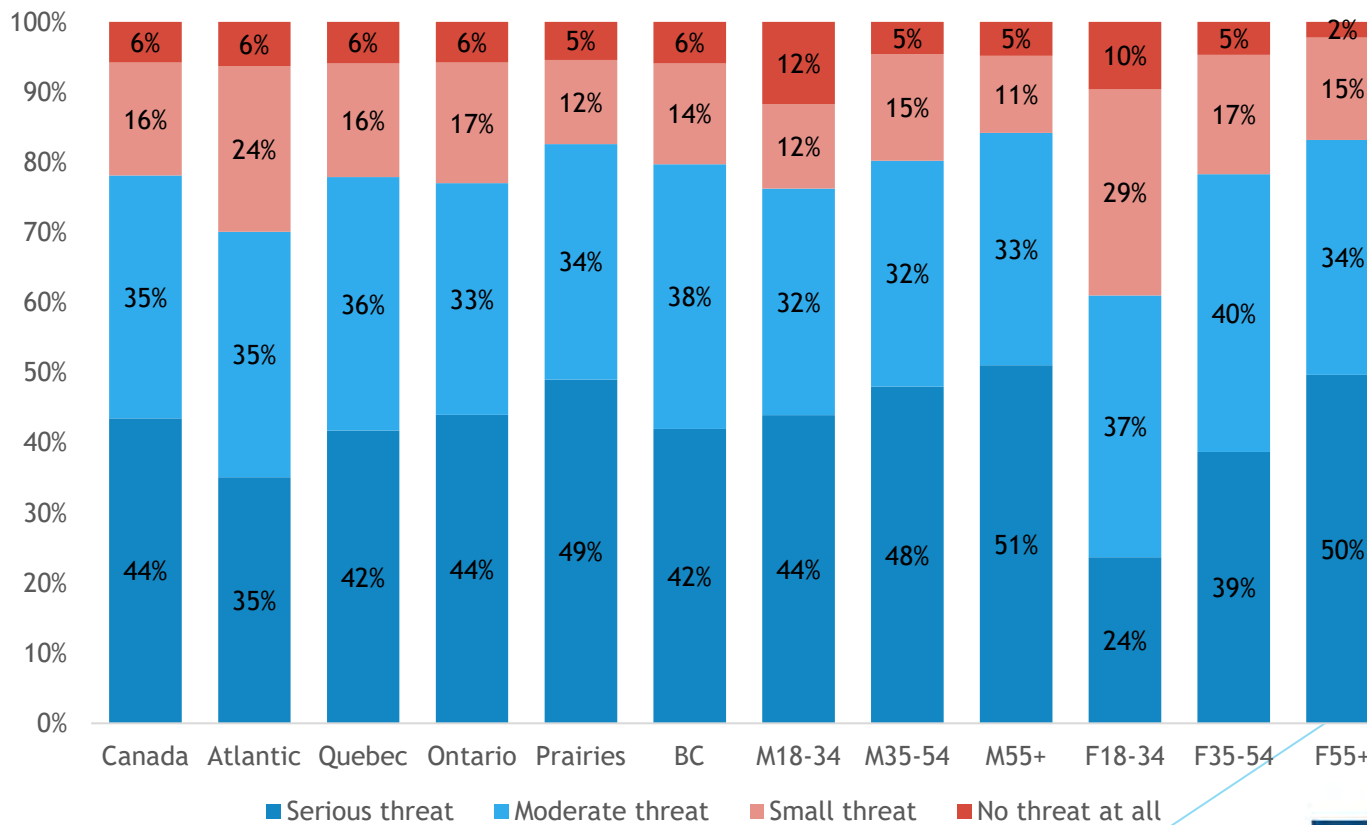


# Threats to Canada

# Countries as a serious threat to Canada



# How much of a threat is China to Canada?

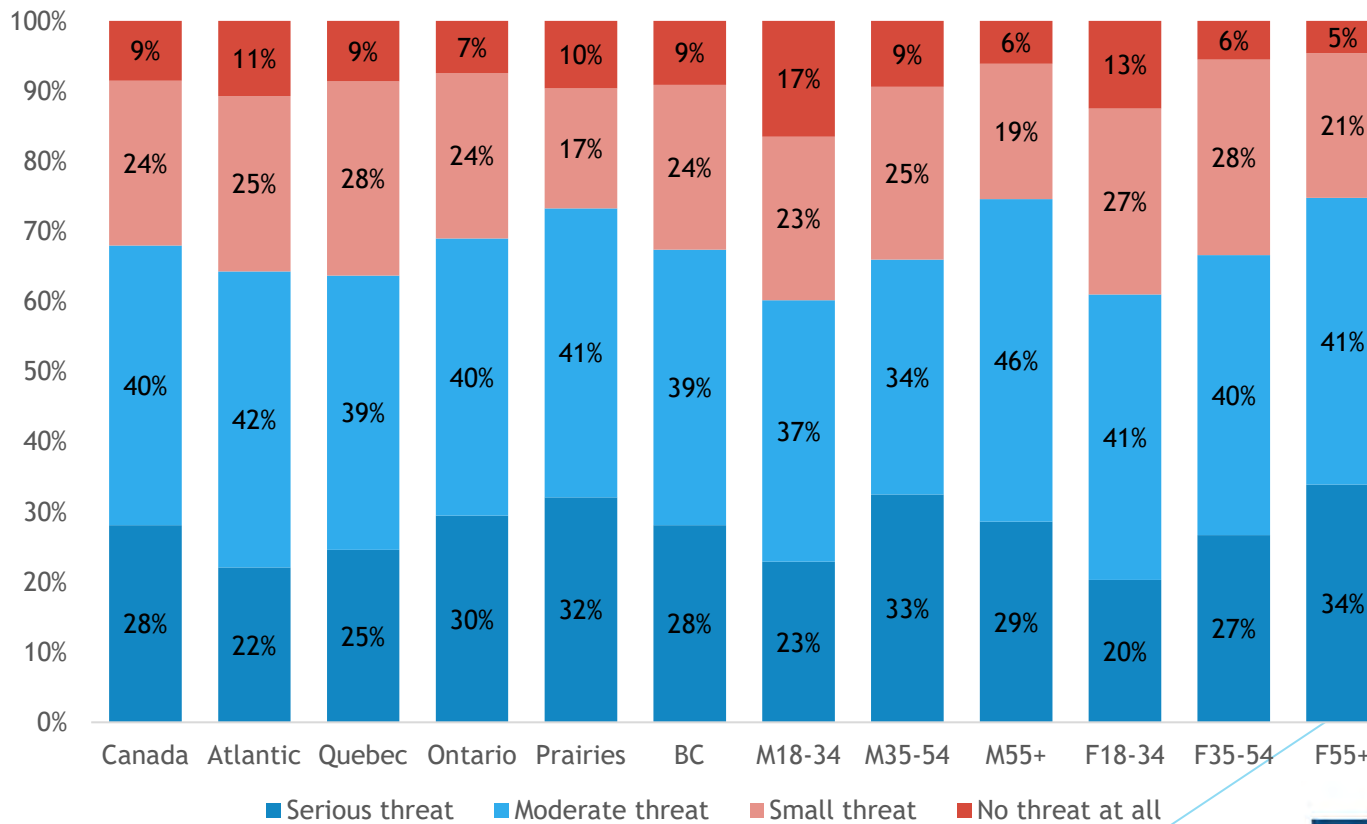


Region, Age and Gender





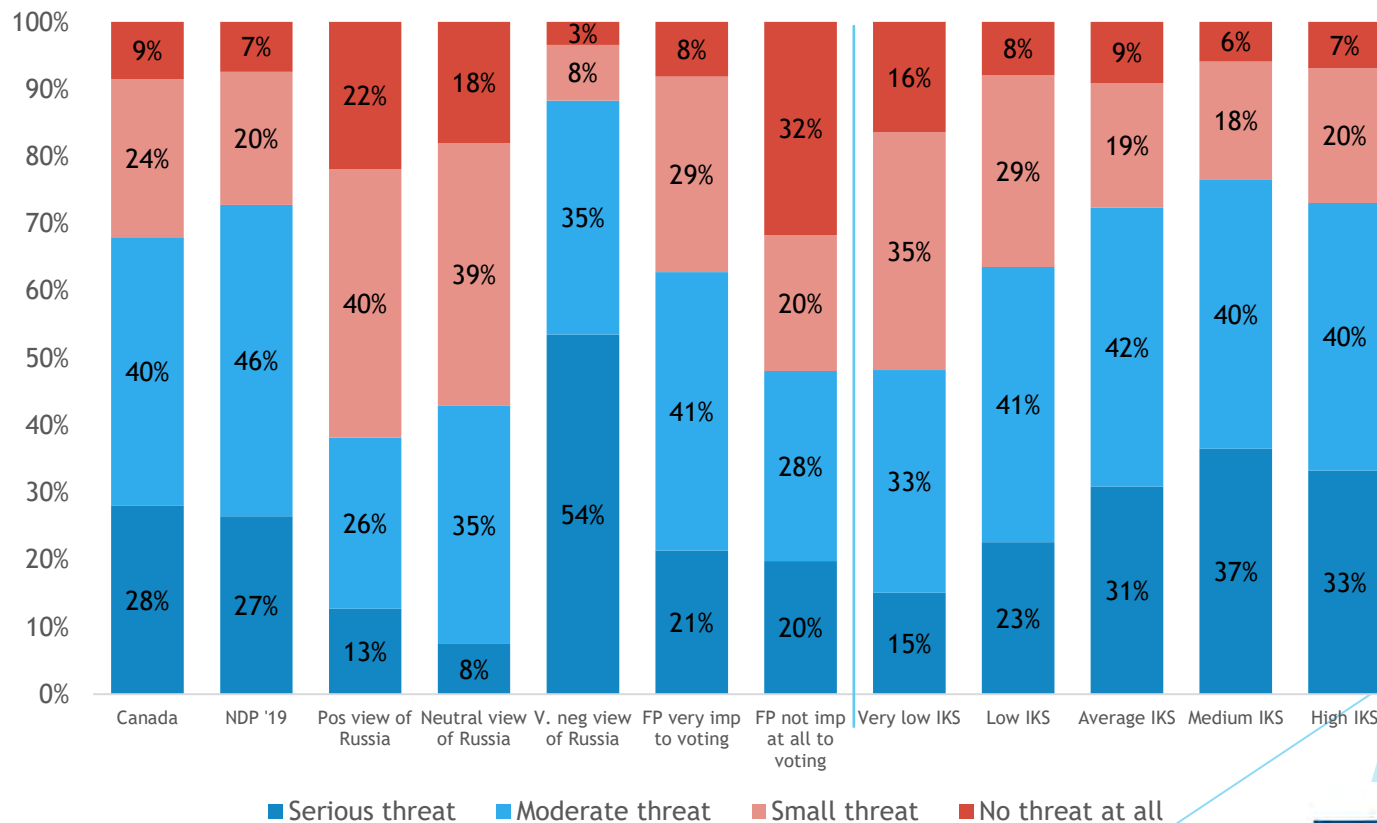
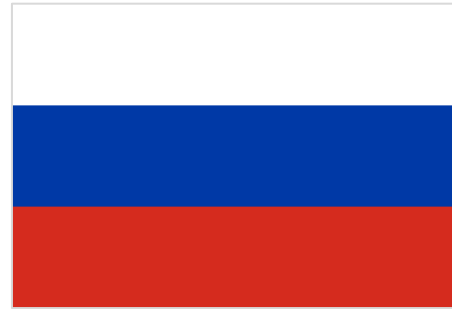
# How much of a threat is Russia to Canada?



Region, Age and Gender



# How much of a threat is Russia to Canada?

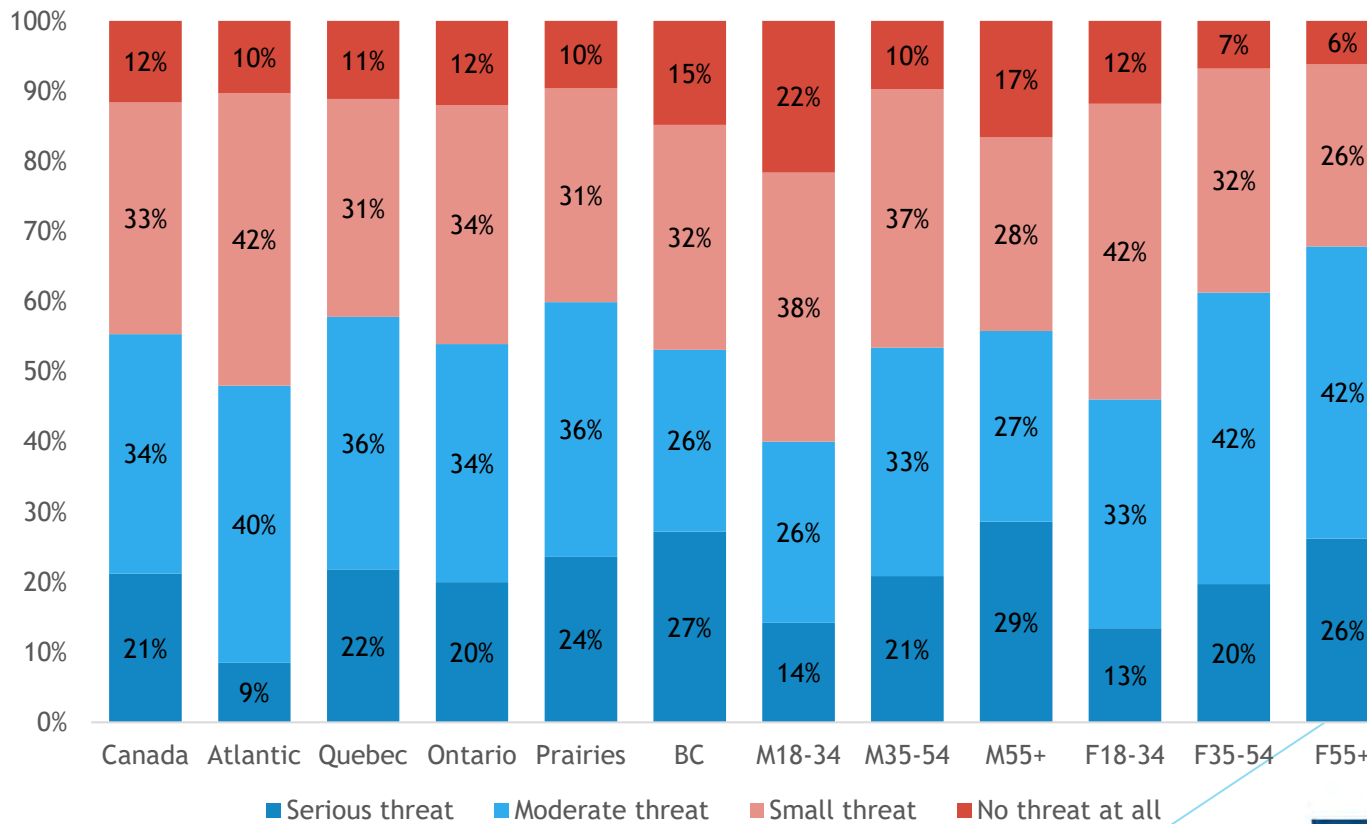


Significant Segments and IKS





# How much of a threat is Iran to Canada?

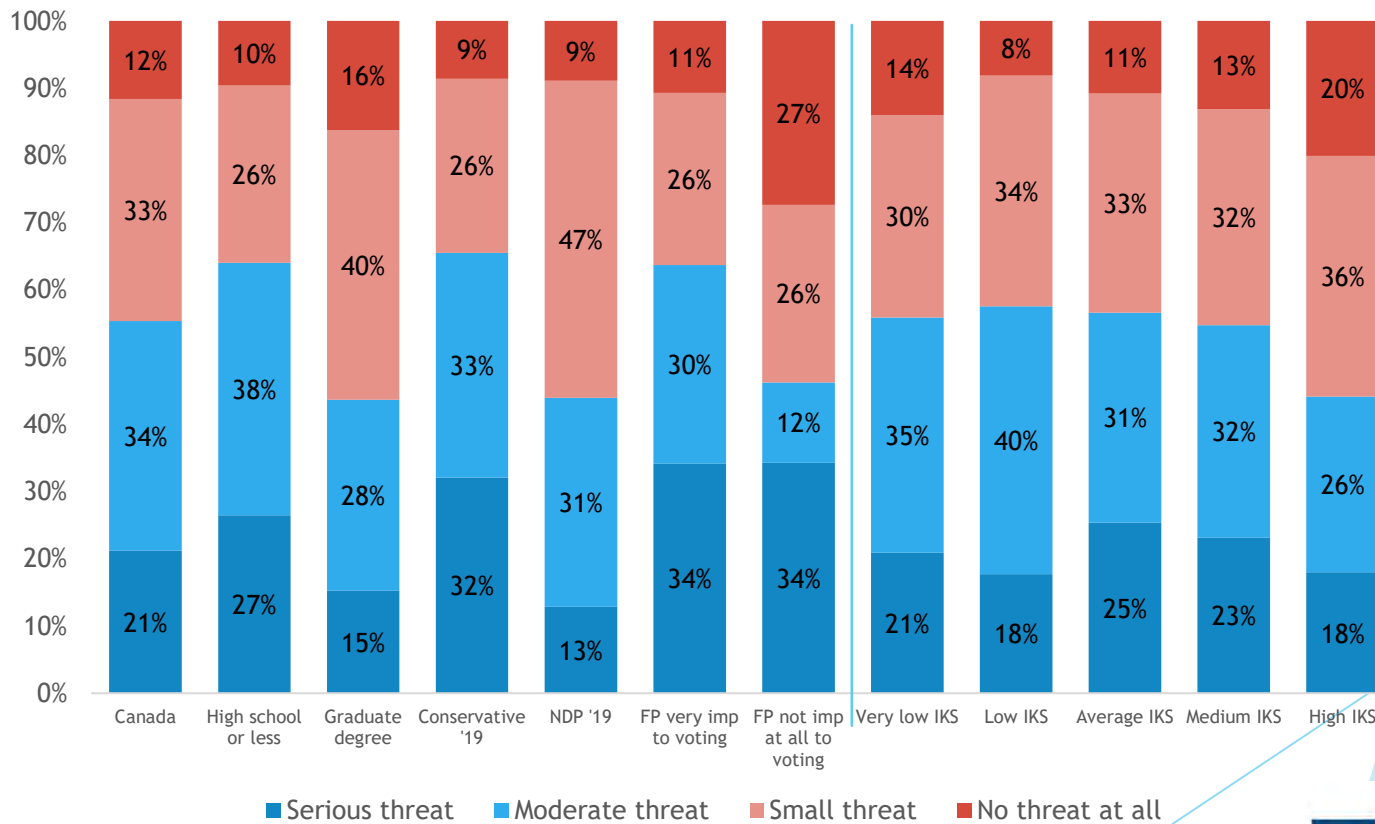


Region, Age and Gender

■ Serious threat ■ Moderate threat ■ Small threat ■ No threat at all



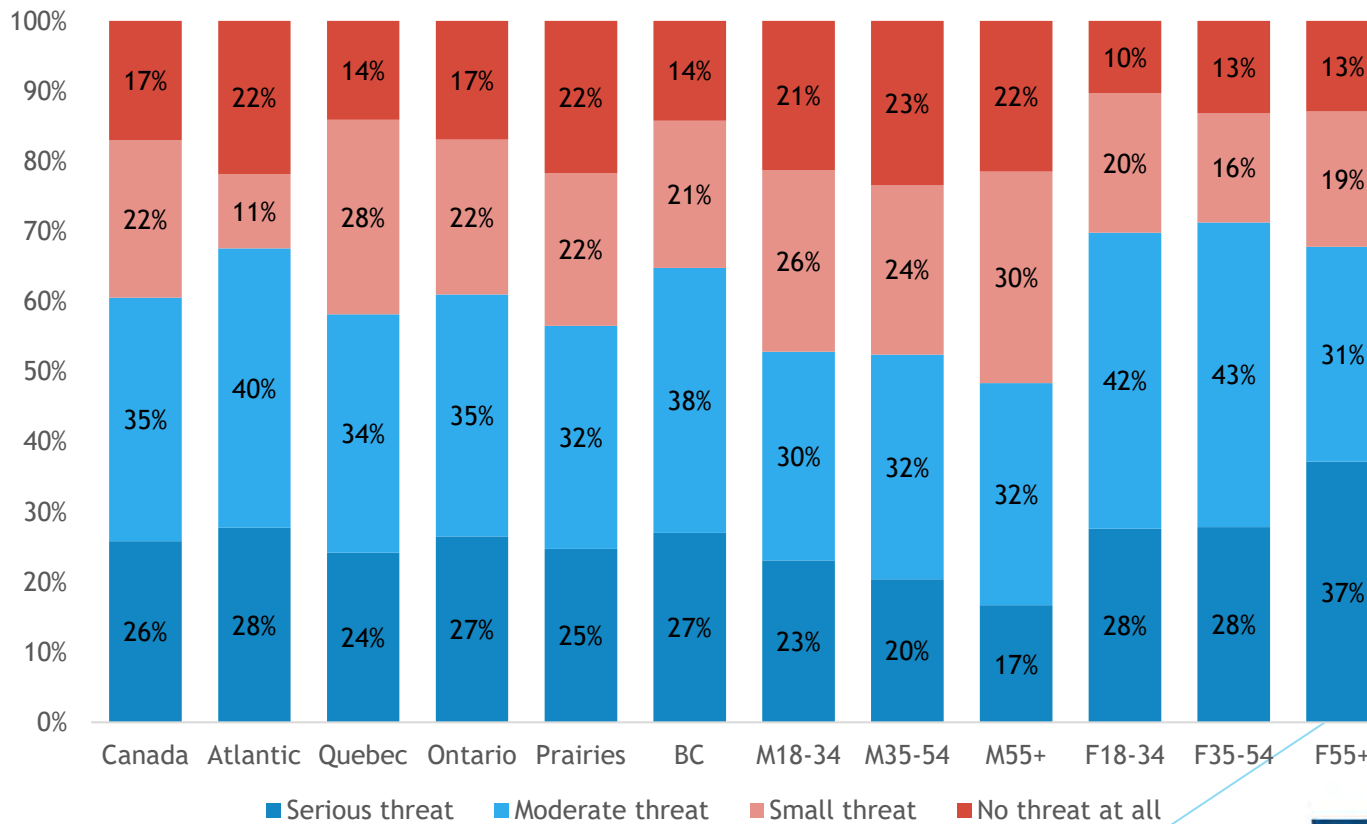
# How much of a threat is Iran to Canada?



Significant Segments and IKS



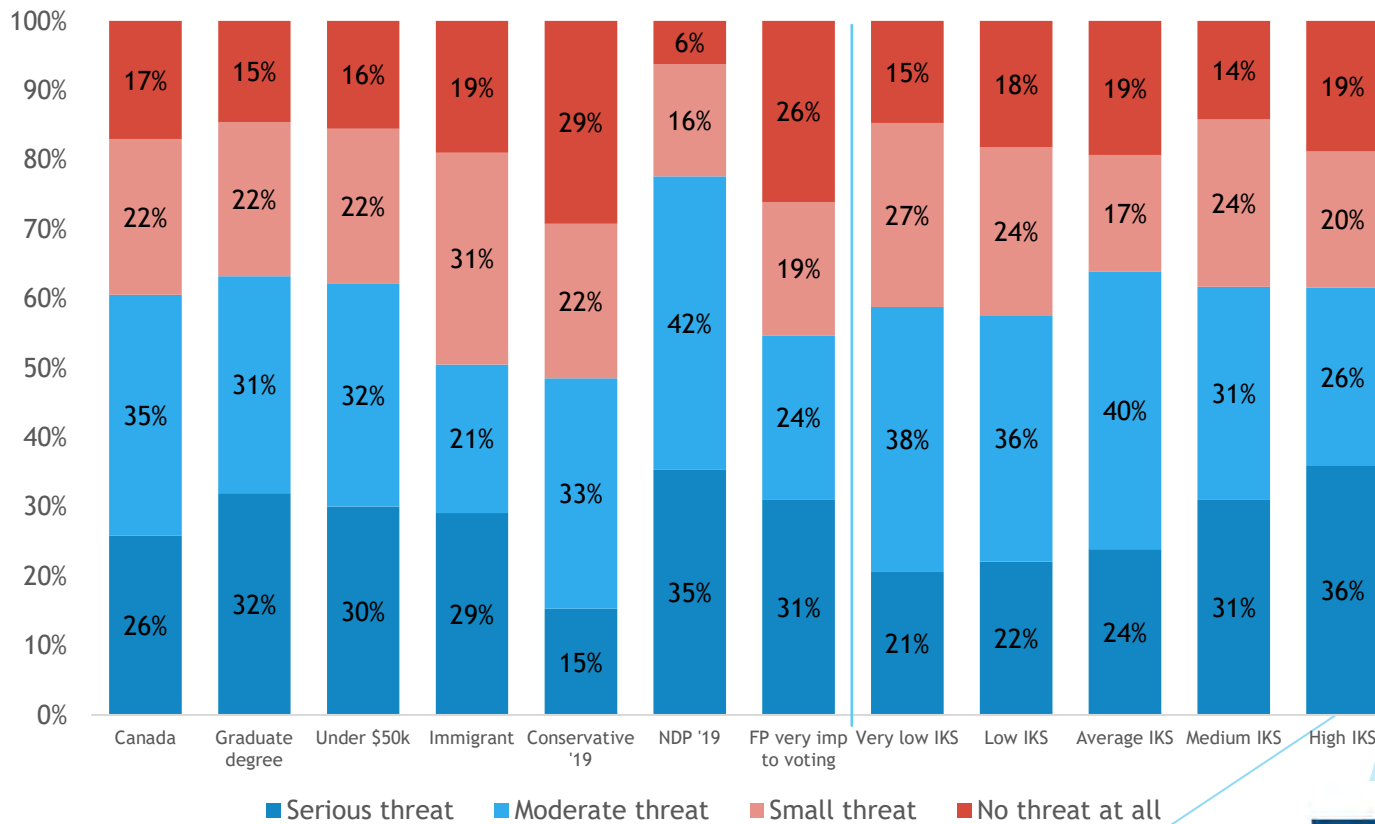
# How much of a threat is the US to Canada?



Region, Age and Gender



# How much of a threat is the US to Canada?



Significant Segments and IKS