



FOCAL

Canadian Foundation for the Americas
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CANADIAN PERCEPTIONS OF LATIN AMERICA AND THE CARIBBEAN

SURVEY DATA*

AUGUST 2007

* This is the data from a survey conducted by Léger Marketing and sponsored by FOCAL and the Association of Canadian Studies in August 2007. For the survey report with analysis and conclusions, see: http://www.focal.ca/pdf/poll_report_Oct07.pdf

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Question One: In seeking out partners for collaboration on international issues, how closely do we share values and goals with the following countries:

USA UK Australia Colombia Mexico Chile
 Caribbean Israel France Lebanon Brazil

Question One Results:

Grouped by those who believed the country was “very” or “somewhat” similar (TOTAL SIMILAR), those who thought it was “not” or “not at all” similar (TOTAL NOT SIMILAR) and those who did not know or refused to answer.

USA

	Sex			Age						Language		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other
USA												
Weighted Total	1500	727	773	184	272	325	283	189	247	330	885	274
Absolute Total	1500	603	897	87	187	242	367	307	310	425	886	182
TOTAL SIMILAR	85%	86%	83%	85%	84%	86%	84%	86%	85%	85%	87%	79%
TOTAL NOT SIMILAR	11%	11%	12%	12%	12%	9%	12%	12%	13%	13%	9%	15%
DNK/Refusal	4%	3%	5%	4%	5%	6%	4%	2%	3%	2%	4%	6%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

USA	Province						Income				
	Maritimes	Quebec	Ontario	Prairies	Alberta	BC	\$19,999	\$20,000 - \$39,999	\$40,000 - \$59,999	\$60,000 - \$79,999	\$80,000 +
Weighted Total	113	351	580	106	151	199	145	251	237	198	353
Absolute Total	100	400	600	125	125	150	151	253	236	198	337
TOTAL SIMILAR	84%	84%	87%	85%	86%	79%	76%	84%	88%	87%	91%
TOTAL NOT SIMILAR	8%	14%	9%	12%	12%	13%	20%	9%	9%	9%	8%
DNK/Refusal	7%	2%	4%	3%	2%	7%	4%	7%	3%	4%	1%

USA	Profession							Active Population		Education				
	Service/Sales/Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	287	227	398	106	105	324	34	912	569	50	488	429	519	13
Absolute Total	277	181	385	111	57	443	30	843	641	57	516	425	490	12
TOTAL SIMILAR	87%	80%	87%	82%	87%	85%	66%	85%	84%	70%	83%	87%	87%	53%
TOTAL NOT SIMILAR	9%	15%	8%	15%	11%	12%	29%	10%	14%	19%	12%	9%	11%	24%
DNK/Refusal	4%	5%	5%	3%	2%	2%	4%	5%	3%	11%	5%	4%	2%	24%

GREAT BRITAIN

Great Britain	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	80%	82%	79%	77%	78%	79%	81%	86%	82%
TOTAL NOT SIMILAR	12%	12%	12%	14%	11%	12%	12%	11%	12%
DNK/Refusal	8%	6%	9%	9%	12%	9%	6%	3%	6%

Great Britain	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	74%	85%	73%	77%	73%	86%	77%	88%	75%
TOTAL NOT SIMILAR	20%	7%	17%	14%	22%	8%	12%	8%	10%
DNK/Refusal	6%	8%	10%	9%	6%	6%	12%	4%	15%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Great Britain	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	63%	77%	83%	86%	89%	80%	71%	86%	71%	84%	83%	78%
TOTAL NOT SIMILAR	27%	14%	12%	7%	7%	11%	21%	7%	17%	9%	12%	17%
DNK/Refusal	10%	9%	5%	7%	4%	9%	8%	7%	12%	8%	5%	4%

Great Britain	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	80%	80%	54%	74%	81%	88%	47%
TOTAL NOT SIMILAR	12%	13%	27%	17%	11%	7%	28%
DNK/Refusal	8%	7%	18%	9%	7%	5%	25%

MEXICO

Mexico	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	52%	57%	46%	56%	53%	55%	53%	50%	41%
TOTAL NOT SIMILAR	39%	36%	41%	36%	36%	36%	37%	44%	45%
DNK/Refusal	10%	7%	12%	8%	10%	9%	10%	6%	14%

Mexico	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	67%	47%	46%	40%	67%	44%	44%	53%	55%
TOTAL NOT SIMILAR	28%	41%	45%	47%	29%	44%	43%	42%	31%
DNK/Refusal	5%	12%	10%	13%	4%	12%	13%	5%	14%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Mexico	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/ Office	Blue collar	Professional	Home- maker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	40%	53%	57%	48%	63%	55%	51%	60%	47%	50%	42%	48%
TOTAL NOT SIMILAR	49%	35%	35%	43%	33%	35%	40%	31%	43%	43%	46%	44%
DNK/Refusal	11%	12%	8%	10%	4%	10%	9%	9%	10%	8%	11%	8%

Mexico	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	56%	45%	38%	42%	53%	61%	28%
TOTAL NOT SIMILAR	35%	45%	42%	44%	38%	34%	51%
DNK/Refusal	9%	10%	21%	14%	9%	6%	21%

FRANCE

France	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	72%	74%	70%	83%	77%	69%	72%	71%	60%
TOTAL NOT SIMILAR	19%	21%	18%	12%	12%	21%	20%	21%	29%
DNK/Refusal	9%	6%	12%	5%	11%	10%	7%	7%	11%

France	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	88%	68%	64%	66%	87%	69%	64%	68%	62%
TOTAL NOT SIMILAR	9%	22%	25%	27%	11%	19%	24%	26%	24%
DNK/Refusal	3%	10%	11%	7%	3%	12%	12%	6%	14%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

France	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales /Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	61%	63%	78%	75%	81%	75%	62%	81%	66%	88%	64%	54%
TOTAL NOT SIMILAR	27%	24%	15%	17%	15%	15%	29%	11%	22%	7%	27%	40%
DNK/Refusal	12%	13%	7%	8%	4%	10%	10%	8%	12%	5%	9%	6%

France	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	74%	68%	45%	63%	70%	84%	58%
TOTAL NOT SIMILAR	17%	23%	36%	25%	21%	11%	21%
DNK/Refusal	9%	9%	19%	12%	9%	5%	21%

AUSTRALIA

Australia	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	72%	75%	69%	70%	71%	71%	75%	75%	72%
TOTAL NOT SIMILAR	18%	18%	18%	20%	16%	19%	15%	18%	19%
DNK/Refusal	10%	7%	13%	10%	13%	11%	9%	7%	9%

Australia	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	59%	79%	66%	74%	60%	76%	75%	78%	74%
TOTAL NOT SIMILAR	32%	10%	23%	14%	32%	12%	11%	16%	15%
DNK/Refusal	9%	11%	11%	12%	8%	12%	14%	6%	11%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Australia	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Servi ce/Sal es/Of fice	Blue collar	Profession al	Homem aker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	62 %	65%	74%	78%	83%	71%	63%	77%	68%	79%	73%	61%
TOTAL NOT SIMILAR	25 %	20%	17%	15%	13%	18%	26%	13%	20%	13%	18%	25%
DNK/Refusal	13 %	15%	10%	7%	4%	11%	11%	10%	12%	8%	9%	14%

Australia	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	72%	73%	39%	66%	73%	81%	60%
TOTAL NOT SIMILAR	18%	18%	37%	21%	17%	14%	19%
DNK/Refusal	10%	10%	24%	13%	10%	5%	21%

ISRAEL

Israel	Sex		Age						
	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	37%	41%	33%	28%	30%	37%	42%	46%	38%
TOTAL NOT SIMILAR	50%	50%	50%	61%	55%	49%	46%	46%	48%
DNK/Refusal	13%	8%	17%	11%	15%	14%	12%	8%	14%

Israel	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	30%	39%	37%	38%	33%	39%	29%	43%	37%
TOTAL NOT SIMILAR	61%	46%	50%	50%	59%	46%	57%	44%	47%
DNK/Refusal	9%	14%	14%	12%	8%	15%	14%	13%	15%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Israel	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/ Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	24%	32%	39%	38%	45%	36%	29%	42%	33%	37%	39%	17%
TOTAL NOT SIMILAR	60%	53%	50%	50%	48%	49%	60%	45%	50%	52%	48%	74%
DNK/Refusal	16%	16%	11%	12%	7%	15%	11%	13%	17%	11%	13%	9%

Israel	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	37%	36%	28%	30%	33%	48%	8%
TOTAL NOT SIMILAR	50%	51%	53%	54%	53%	44%	71%
DNK/Refusal	13%	13%	20%	16%	14%	8%	21%

LEBANON

Lebanon	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	17%	17%	17%	13%	17%	24%	20%	16%	10%
TOTAL NOT SIMILAR	66%	70%	62%	73%	62%	60%	65%	72%	68%
DNK/Refusal	17%	13%	21%	13%	21%	16%	15%	12%	22%

Lebanon	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	26%	14%	16%	16%	29%	13%	11%	16%	15%
TOTAL NOT SIMILAR	65%	65%	69%	68%	64%	68%	66%	68%	60%
DNK/Refusal	9%	20%	15%	16%	8%	19%	23%	16%	25%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Lebanon	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/ Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	16 %	18%	20%	11%	22%	17%	15%	21%	28%	18%	12%	15%
TOTAL NOT SIMILAR	66 %	64%	66%	74%	68%	65%	71%	62%	55%	74%	69%	60%
DNK/Refusal	18 %	19%	15%	16%	11%	18%	14%	17%	17%	8%	19%	25%

Lebanon	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	18%	16%	11%	14%	15%	23%	17%
TOTAL NOT SIMILAR	65%	67%	64%	66%	69%	64%	63%
DNK/Refusal	17%	17%	25%	20%	17%	13%	21%

CHILE

Chile	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	31%	33%	28%	32%	33%	35%	36%	25%	20%
TOTAL NOT SIMILAR	49%	52%	46%	53%	42%	44%	44%	60%	55%
DNK/Refusal	20%	15%	26%	15%	25%	21%	20%	15%	24%

Chile	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	40%	28%	27%	23%	39%	26%	27%	36%	31%
TOTAL NOT SIMILAR	49%	48%	52%	55%	51%	49%	43%	47%	45%
DNK/Refusal	11%	24%	21%	22%	10%	24%	29%	17%	24%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Chile	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	29%	25%	37%	26%	43%	36%	29%	36%	32%	33%	20%	22%
TOTAL NOT SIMILAR	49%	54%	44%	52%	45%	40%	52%	44%	45%	55%	58%	54%
DNK/Refusal	22%	21%	19%	21%	12%	24%	19%	20%	22%	12%	22%	24%

Chile	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	34%	25%	14%	24%	29%	40%	21%
TOTAL NOT SIMILAR	45%	55%	52%	52%	50%	44%	58%
DNK/Refusal	21%	20%	34%	24%	20%	16%	21%

BRAZIL

Brazil	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	40%	44%	37%	38%	50%	44%	44%	34%	27%
TOTAL NOT SIMILAR	41%	42%	41%	46%	32%	35%	41%	51%	50%
DNK/Refusal	18%	14%	22%	17%	18%	21%	16%	15%	22%

Brazil	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	51%	38%	37%	37%	51%	38%	31%	45%	32%
TOTAL NOT SIMILAR	40%	40%	46%	44%	40%	43%	46%	40%	39%
DNK/Refusal	10%	22%	17%	19%	9%	20%	23%	16%	29%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Brazil	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	31%	39%	46%	40%	50%	44%	38%	50%	39%	38%	29%	39%
TOTAL NOT SIMILAR	46%	45%	35%	45%	38%	38%	45%	32%	41%	52%	50%	28%
DNK/Refusal	23%	16%	19%	14%	12%	18%	17%	18%	19%	11%	21%	33%

Brazil	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	45%	33%	27%	29%	41%	52%	21%
TOTAL NOT SIMILAR	37%	48%	38%	48%	42%	35%	48%
DNK/Refusal	18%	19%	35%	22%	17%	13%	31%

COLOMBIA

Colombia	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	20%	20%	21%	25%	22%	25%	20%	16%	12%
TOTAL NOT SIMILAR	64%	68%	59%	67%	60%	56%	65%	72%	66%
DNK/Refusal	16%	12%	20%	8%	18%	18%	15%	12%	22%

Colombia	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	29%	16%	22%	13%	30%	18%	16%	16%	19%
TOTAL NOT SIMILAR	63%	65%	62%	72%	62%	63%	64%	70%	57%
DNK/Refusal	8%	19%	17%	14%	8%	18%	20%	15%	23%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Colombia	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	29%	16%	22%	17%	25%	27%	18%	23%	21%	21%	13%	17%
TOTAL NOT SIMILAR	51%	67%	63%	69%	66%	58%	67%	60%	59%	70%	69%	72%
DNK/Refusal	19%	16%	16%	14%	8%	15%	15%	17%	20%	9%	18%	11%

Colombia	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL SIMILAR	23%	16%	14%	18%	20%	24%	26%
TOTAL NOT SIMILAR	61%	68%	60%	62%	66%	64%	54%
DNK/Refusal	16%	16%	25%	20%	14%	12%	21%

THE CARIBBEAN

Caribbean	Total	Sex		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL SIMILAR	39%	38%	40%	41%	46%	38%	42%	36%	30%
TOTAL NOT SIMILAR	44%	48%	41%	46%	39%	42%	42%	51%	50%
DNK/Refusal	17%	13%	20%	13%	16%	20%	16%	13%	19%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Caribbean	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL SIMILAR	36%	42%	31%	34%	39%	41%	37%	35%	40%
TOTAL NOT SIMILAR	54%	39%	53%	47%	52%	42%	39%	49%	37%
DNK/Refusal	11%	19%	17%	19%	9%	17%	24%	16%	23%

Caribbean	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/O ffice	Blue collar	Profession al	Homemak er	Stude nt	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL SIMILAR	37 %	38%	39%	40%	47%	45%	34%	44%	42%	42%	29%	39%
TOTAL NOT SIMILAR	44 %	46%	45%	47%	42%	38%	49%	41%	37%	44%	53%	44%
DNK/Refusal	19 %	16%	17%	14%	11%	17%	16%	16%	21%	13%	18%	17%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Question Two: When it comes to advancing Canada’s national interests, how much of a priority should be given to the following areas of the developing world? Should it be a very important priority, a somewhat important priority, not a very important priority or not a priority at all?

Afghanistan Latin America Europe Haiti and the
 India Middle East China Caribbean

Question Two Results:

Grouped by those that said it was a very or somewhat important priority (TOTAL IMPORTANT), not a very or not at all a priority (TOTAL NOT IMPORTANT) and those that did not know or refused to answer (DNK/refusal)

LATIN AMERICA

Latin America	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total :	1500	727	773	184	272	325	283	189	247
Absolute Total :	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	75%	76%	74%	74%	79%	73%	80%	79%	66%
TOTAL NOT IMPORTANT	20%	20%	19%	21%	17%	24%	15%	16%	23%
DNK/Refusal	5%	4%	7%	5%	3%	3%	4%	5%	11%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Latin America	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total :	330	885	274	113	351	580	106	151	199
Absolute Total :	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	75%	75%	75%	79%	76%	73%	72%	78%	78%
TOTAL NOT IMPORTANT	21%	20%	18%	16%	22%	21%	19%	16%	15%
DNK/Refusal	3%	5%	7%	5%	2%	6%	9%	6%	7%

Latin America	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total :	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total :	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	67%	71%	78%	82%	79%	80%	68%	81%	73%	81%	68%	71%
TOTAL NOT IMPORTANT	24%	22%	20%	15%	19%	15%	27%	17%	21%	16%	23%	26%
DNK/Refusal	9%	8%	3%	3%	2%	5%	5%	2%	6%	4%	9%	3%

Latin America	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total :	912	569	50	488	429	519	13
Absolute Total :	843	641	57	516	425	490	12
TOTAL IMPORTANT	77%	72%	33%	70%	77%	83%	59%
TOTAL NOT IMPORTANT	19%	21%	46%	23%	19%	14%	19%
DNK/Refusal	4%	7%	20%	7%	4%	3%	22%

AFGHANISTAN

Afghanistan	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total :	1500	727	773	184	272	325	283	189	247
Absolute Total :	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	62%	60%	64%	67%	73%	61%	62%	57%	51%
TOTAL NOT IMPORTANT	34%	36%	31%	31%	25%	35%	34%	39%	39%
DNK/Refusal	4%	4%	5%	3%	2%	3%	4%	4%	10%

Afghanistan	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total :	330	885	274	113	351	580	106	151	199
Absolute Total :	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	49%	68%	59%	72%	50%	63%	70%	65%	68%
TOTAL NOT IMPORTANT	49%	28%	34%	24%	49%	32%	24%	30%	27%
DNK/Refusal	2%	4%	7%	3%	2%	5%	6%	5%	6%

Afghanistan	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total :	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total :	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	51%	59%	63%	67%	66%	63%	59%	67%	69%	75%	52%	46%
TOTAL NOT IMPORTANT	41%	36%	34%	30%	32%	33%	37%	31%	29%	23%	40%	45%
DNK/Refusal	8%	5%	2%	3%	1%	4%	4%	2%	2%	2%	8%	10%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Afghanistan	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total :	912	569	50	488	429	519	13
Absolute Total :	843	641	57	516	425	490	12
TOTAL IMPORTANT	64%	59%	42%	56%	63%	69%	51%
TOTAL NOT IMPORTANT	33%	35%	46%	36%	35%	29%	39%
DNK/Refusal	3%	6%	12%	8%	2%	2%	11%

MIDDLE EAST

Middle East	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total :	1500	727	773	184	272	325	283	189	247
Absolute Total :	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	68%	68%	68%	85%	70%	67%	69%	63%	58%
TOTAL NOT IMPORTANT	27%	29%	26%	14%	27%	29%	26%	31%	33%
DNK/Refusal	4%	3%	6%	1%	3%	3%	5%	5%	9%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Middle East	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total :	330	885	274	113	351	580	106	151	199
Absolute Total :	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	58%	73%	66%	74%	60%	69%	72%	73%	72%
TOTAL NOT IMPORTANT	39%	23%	27%	21%	38%	26%	20%	24%	22%
DNK/Refusal	2%	4%	8%	6%	2%	5%	8%	3%	6%

Middle East	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total :	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total :	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	57%	68%	70%	67%	73%	71%	70%	72%	63%	82%	58%	66%
TOTAL NOT IMPORTANT	36%	26%	27%	31%	26%	25%	25%	26%	31%	16%	34%	30%
DNK/Refusal	8%	6%	3%	2%	2%	4%	5%	2%	6%	2%	7%	5%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Middle East	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total :	912	569	50	488	429	519	13
Absolute Total :	843	641	57	516	425	490	12
TOTAL IMPORTANT	71%	64%	37%	65%	68%	75%	40%
TOTAL NOT IMPORTANT	25%	30%	42%	29%	29%	23%	49%
DNK/Refusal	3%	6%	21%	6%	3%	2%	11%

CHINA

China	Total	Sex		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total :	1500	727	773	184	272	325	283	189	247
Absolute Total :	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	74%	77%	71%	82%	79%	75%	72%	68%	67%
TOTAL NOT IMPORTANT	23%	21%	25%	17%	19%	22%	25%	29%	27%
DNK/Refusal	3%	2%	4%	1%	2%	2%	3%	4%	5%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

China	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total :	330	885	274	113	351	580	106	151	199
Absolute Total :	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	70%	75%	75%	78%	68%	74%	77%	74%	78%
TOTAL NOT IMPORTANT	29%	22%	21%	19%	31%	22%	17%	24%	18%
DNK/Refusal	2%	3%	4%	3%	1%	3%	6%	2%	4%

China	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total :	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total :	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	63%	72%	73%	78%	79%	77%	68%	78%	75%	84%	66%	71%
TOTAL NOT IMPORTANT	34%	23%	26%	20%	20%	20%	28%	20%	23%	15%	30%	28%
DNK/Refusal	3%	4%	1%	2%	1%	3%	3%	2%	2%	2%	5%	1%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

China	Active Population		Education						
	Yes	No	Elementary	High School	College	University	Refusal		
Weighted Total :	912	569	50	488	429	519	13		
Absolute Total :	843	641	57	516	425	490	12		
TOTAL IMPORTANT	75%	71%	50%	69%	72%	82%	57%		
TOTAL NOT IMPORTANT	22%	25%	37%	26%	27%	17%	32%		
DNK/Refusal	2%	3%	13%	5%	1%	1%	11%		

INDIA

India	Total	Sex		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	70%	71%	68%	70%	75%	71%	73%	67%	61%
TOTAL NOT IMPORTANT	25%	25%	26%	25%	22%	27%	22%	28%	29%
DNK/Refusal	5%	4%	6%	5%	3%	3%	5%	5%	10%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

India	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	67%	70%	73%	70%	64%	72%	69%	73%	70%
TOTAL NOT IMPORTANT	30%	25%	21%	22%	33%	23%	24%	23%	23%
DNK/Refusal	3%	5%	6%	8%	3%	5%	7%	4%	7%

India	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Home-maker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	62%	69%	69%	74%	72%	73%	66%	75%	71%	76%	61%	72%
TOTAL NOT IMPORTANT	31%	25%	29%	23%	25%	23%	29%	23%	24%	16%	31%	27%
DNK/Refusal	7%	6%	2%	3%	3%	4%	4%	2%	4%	8%	8%	1%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

India	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL IMPORTANT	72%	66%	39%	61%	70%	82%	47%
TOTAL NOT IMPORTANT	25%	27%	40%	31%	28%	16%	32%
DNK/Refusal	3%	7%	20%	8%	3%	2%	21%

Europe	Sex			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	78%	79%	77%	80%	75%	76%	82%	80%	77%
TOTAL NOT IMPORTANT	18%	18%	17%	16%	22%	21%	14%	15%	16%
DNK/Refusal	4%	3%	6%	4%	3%	4%	4%	5%	7%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Europe	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	83%	77%	76%	81%	81%	77%	82%	75%	76%
TOTAL NOT IMPORTANT	15%	19%	17%	15%	17%	19%	12%	20%	17%
DNK/Refusal	2%	4%	8%	5%	2%	4%	6%	5%	7%

Europe	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 – \$79 999	\$80 000 +	Service/ Sales/ Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	69 %	76%	79%	83%	79%	81%	75%	79%	72%	83%	78%	73%
TOTAL NOT IMPORTANT	24 %	19%	18%	15%	20%	15%	21%	19%	22%	15%	16%	16%
DNK/Refusal	7%	5%	3%	2%	1%	5%	5%	2%	6%	2%	6%	11%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Europe	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL IMPORTANT	78%	77%	43%	74%	81%	84%	76%
TOTAL NOT IMPORTANT	18%	17%	43%	20%	17%	14%	13%
DNK/Refusal	4%	5%	14%	7%	2%	3%	11%

HAITI AND THE CARIBBEAN

Haiti and the Caribbean	Total	Sex		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
Weighted Total	1500	727	773	184	272	325	283	189	247
Absolute Total	1500	603	897	87	187	242	367	307	310
TOTAL IMPORTANT	67%	67%	68%	70%	71%	68%	68%	68%	61%
TOTAL NOT IMPORTANT	26%	28%	25%	24%	25%	29%	25%	27%	27%
DNK/Refusal	6%	5%	7%	6%	4%	3%	7%	5%	11%

Canadian Perceptions of Latin America and the Caribbean – Survey Data

Haiti and the Caribbean	Language			Province					
	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	BC
Weighted Total	330	885	274	113	351	580	106	151	199
Absolute Total	425	886	182	100	400	600	125	125	150
TOTAL IMPORTANT	70%	66%	66%	71%	70%	68%	67%	62%	64%
TOTAL NOT IMPORTANT	27%	27%	25%	22%	28%	25%	24%	34%	25%
DNK/Refusal	2%	7%	9%	7%	2%	7%	9%	4%	11%

Haiti and the Caribbean	Income					Profession						
	\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed
Weighted Total	145	251	237	198	353	287	227	398	106	105	324	34
Absolute Total	151	253	236	198	337	277	181	385	111	57	443	30
TOTAL IMPORTANT	60%	68%	67%	75%	67%	67%	62%	74%	65%	76%	62%	69%
TOTAL NOT IMPORTANT	33%	23%	30%	21%	30%	28%	33%	22%	28%	17%	30%	22%
DNK/Refusal	7%	9%	4%	4%	3%	5%	5%	4%	7%	7%	9%	8%

Haiti and the Caribbean	Active Population		Education				
	Yes	No	Elementary	High School	College	University	Refusal
Weighted Total	912	569	50	488	429	519	13
Absolute Total	843	641	57	516	425	490	12
TOTAL IMPORTANT	69%	65%	35%	64%	68%	74%	59%
TOTAL NOT IMPORTANT	27%	26%	46%	28%	27%	23%	6%
DNK/Refusal	5%	8%	19%	8%	5%	3%	34%