

2014 ANNUAL CHINA INSTITUTE SURVEY

# ALBERTANS' VIEWS ON CHINA



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CHINA INSTITUTE  
UNIVERSITY OF ALBERTA

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# FOREWORD

The China Institute at the University of Alberta's (CIUA) survey "Albertans' Views on China" arises from the China Institute's commitment to fostering a better understanding of China and its importance to Canadian society. In line with this commitment, the CIUA has surveyed Albertans for a fourth consecutive year on their views on a variety of matters related to China, including Chinese investment in the province.

The CIUA continues to work with the more extensive "Alberta Survey", conducted by the Population Research Laboratory of the University of Alberta, as a vehicle to investigate Albertans' views on China. For the second time, the CIUA is able to offer a comparative perspective over time of Albertans' views to its audience. The set of questions applied in the 2014 Alberta Survey corresponds to the same set used in 2012. The CIUA has also explored two additional questions on the contribution of Chinese investment in Alberta to the province's economy and the imposition of more restrictions on Chinese investment than on foreign investments from elsewhere.

China's importance to Alberta appears unquestionable in the eyes of most Albertans. The 2014 survey found that Albertans generally acknowledge (64%) that the increase in Chinese investment in Alberta contributes to the province's economy, and a growing minority accepts the importance of learning Chinese (36%, against 32% in 2012). A larger majority of Albertans consider China a stable trading partner for Alberta (53%, against 47% in 2012) and a slightly larger majority believe that Alberta should promote energy exports to China (60%, against 59% in 2012).

The 2014 survey revealed that Albertans' support for Chinese investment in the form of partial ownership

has increased from 37% in 2012 to 40% in 2014, in the form of full ownership has unchanged (15%, against 15% in 2012), while support for PRC government ownership in the energy sector has decreased from 24% in 2012 to 22% in 2014. However, 32% of Albertans find it acceptable to impose more restrictions on Chinese investment than on other foreign investors, while a far larger number (44%) would oppose such an action. Approximately 80% of those opposed to Chinese government ownership in the energy sector are concerned about China's human rights records, yet, approximately 40% of this group disagree that more restrictions should be imposed on Chinese investment.

Despite a high degree of Albertan support for a Chinese economic role in the province, this year's results do raise concerns regarding support for Chinese investment in the form of government ownership in the energy sector and in the form of full ownership. The wariness of Albertans regarding China and the tepid support for Chinese investment in the Alberta economy at a time of low energy prices and our limited capacity for domestic investment is problematic given the massive capital requirements of the energy sector. Chinese investment is mainly directed in Canada to the energy sector in Alberta,<sup>1</sup> and can play a major role in maintaining vibrancy of Alberta's energy sector in challenging circumstances.

In a globalized world, Canadian competitiveness and prosperity can be enhanced by Canada's ability to attract long-term foreign investment. China holds the deepest pools of capital available to Alberta, especially

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1. For details, please refer to the China – Canada Investment tracker by China Institute available at <http://www.chinainstitute.ualberta.ca/>

the “patient capital” that is willing to invest in high-cost long term natural resource projects.

Given the significance of a rising China to the future of Canada and Alberta, the CIUA will continue to chart the evolving views of Albertans regarding the People’s Republic of China, but we are of the view that Alberta will be best served by strong engagement with the leading world economies, including the fast-modernizing and expanding Chinese economy.

A handwritten signature in black ink, reading "Gordon Houlden". The signature is written in a cursive, flowing style.

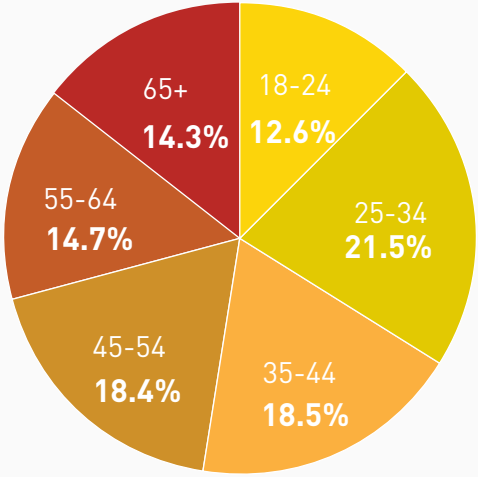
Gordon Houlden  
Director  
China Institute  
University of Alberta

# EXECUTIVE SUMMARY

## KEY FINDINGS OF THE 2014 ALBERTA SURVEY

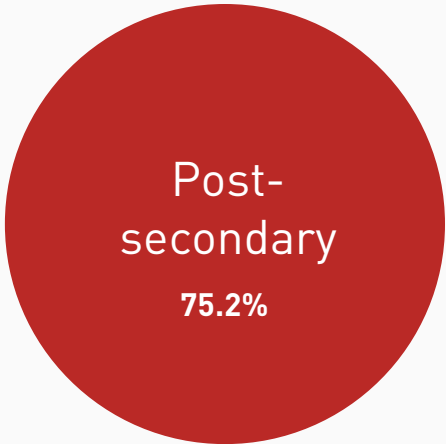
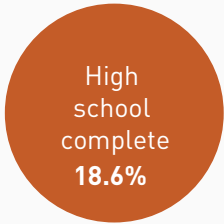
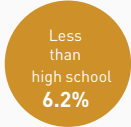
- 1. Alberta's views on China are mixed, welcoming of China as an economic partner and destination for Alberta's energy exports, but with reservations on some investment issues.**
- 2. Most Albertans agree or are neutral that an increase in Chinese investment in Alberta benefits the province's economy and that Alberta can learn from China's economic success.**
- 3. Most Albertans see China as an important trade partner and find it important to promote energy exports to China.**
  - Edmontonians and Calgarians tend to be more receptive than the rest of Alberta to China as a trade partner and to energy exports to China.
- 4. Supporters of all four parties agree that increased Chinese investment in Alberta contributes to the provincial economy**
- 5. Albertans are open to China's investment and its contribution to the province; yet, they want Chinese investments to be limited by Canadian regulations.**
  - Although only approximately 40% of Albertans disagree with Chinese investment in the form of partial ownership, Albertans tend to be skeptical regarding Chinese investment in the form of full ownership and in the form of state-ownership (state-owned companies) in Alberta's energy sector.
  - Nonetheless, 44% of Albertans disagree that investment from China in Alberta should be more regulated than foreign investment from elsewhere.
  - Calgary and Edmonton are generally more open to Chinese investment. From the responses regarding Chinese investors' ownership status, and the imposition of more restrictions on Chinese investment, Calgary is relatively more open than Edmonton and the rest of Alberta.
  - Those who have completed post-secondary and high school education are less inclined than those who have not completed high school to believe that Chinese investment should be more regulated than investment from elsewhere.
- 6. Only 27% of Albertans believe that China's economic strength poses a threat to Canada, although this is up by 7 percentage points (pp) since 2012. The percentage of Albertans who agree that Alberta should take China's human rights record into consideration increased to 78% from 70% in 2012.**
  - Calgary is the least concerned about China's growing economic strength posing a threat to Canada and the most concerned about China's human rights record. Calgary is followed by Edmonton and the rest of Alberta with regard to those two concerns.
  - Those with post-secondary education are the most concerned about China's human rights record. Those with a level of education less than high school are the most concerned about China's economic growth imposing a threat to Canada.
- 7. Most of those who do not support Chinese investment in the form of state-ownership in Alberta's energy sector would vote for the Wildrose, PC/Tory, or Liberal parties.**
  - However, 42% and 12%, respectively, of those opposed to state ownership do not oppose partial or full ownership by Chinese investors, and 40% of this group disagree that more restrictions should be imposed on Chinese investments.
  - As well, most of those opposed to state ownership agree or are neutral that China is a stable trading partner for Alberta; that Alberta should promote energy exports to China and that we can learn from China's economic success. Approximately 59% of this group agrees and 21% is neutral that an increase in Chinese investment in Alberta contributes to the provincial economy.
  - Although most of those opposed to Chinese state ownership are concerned about China's human rights, less than half of this group consider China's economic strength a threat to Canada and are of the view that China will overtake the United States as the leading global power in the 21st century.

# SAMPLE CHARACTERISTICS



All Age groups are represented by the sample. The gender quota is set-up to be approximately 50% each.

Approximately 75% of the sample represents Albertans who hold post-secondary degrees.





# THE DATA AT A GLANCE

Statements	2014 Full Sample			Change 2012 to 2014 (percentage points)		
	Agree*	Neutral	Disagree*	Agree	Neutral	Disagree
1. Alberta can learn from China's economic success.	41%	32%	27%	-4	-1	+5
2. The ability to speak Chinese will become more important to Albertans.	36%	22%	42%	+4	-5	+1
3. China is a stable trading partner for Alberta.	53%	27%	20%	+6	-5	-1
4. Alberta should promote energy exports to China.	60%	20%	20%	+1	-4	+3
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	40%	20%	40%	+3	-7	+4
6. Chinese investment in Alberta in the form of full ownership is acceptable.	15%	16%	69%	0	-5	+5
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	22%	19%	59%	-2	-4	+6
8. Alberta should take China's human rights record into consideration when conducting business in China.	78%	12%	10%	+7	-6	-1
9. China will overtake the United States as the leading global power in the 21st century.	49%	25%	26%	0	-3	+3
10. China's growing economic strength poses a threat to Canada.	27%	27%	46%	+7	0	-7
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.*	32%	24%	44%			
12. Increased Chinese investment in Alberta contributes to the provincial economy.*	64%	22%	14%			

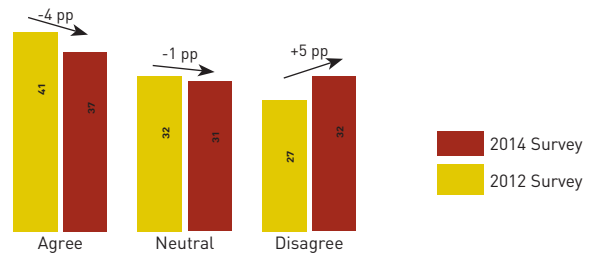
\* Agree represents strongly agree and agree; disagree represents strongly disagree and disagree.

\* New question in the 2014 Survey

# COMPARISON TO 2012 SURVEY

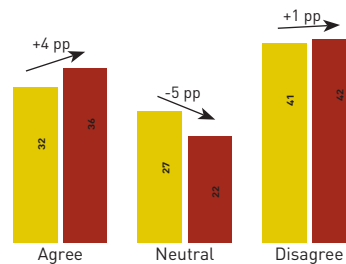
## 1. ALBERTA CAN LEARN FROM CHINA'S ECONOMIC SUCCESS.

There is an increase in the percentage of respondents who disagree (+5 pp). This is associated with a decrease in the percentage of those who agree (-4 pp) and who are neutral (-1 pp).



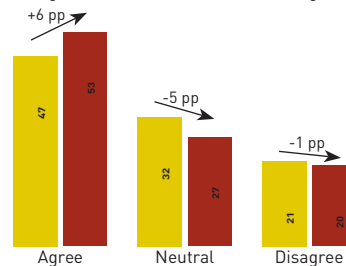
## 2. THE ABILITY TO SPEAK CHINESE WILL BECOME MORE IMPORTANT TO ALBERTANS.

There is an increase in the percentage of respondents who agree (+4 pp). This increase is mainly associated with a decrease in the percentage of those who are neutral (-5 pp). The increase in the percentage of those who agree is more than the increase in the percentage of those who disagree.



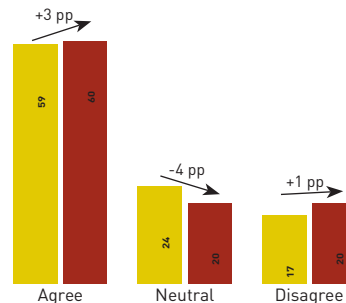
## 3. CHINA IS A STABLE TRADING PARTNER FOR ALBERTA.

The decrease in the percentage of those who disagree (-1 pp) and are neutral (-5 pp) is reflected in the increase in the percentage of those who agree (+6 pp). The increase in the percentage of those who agree is more than the decrease in the percentage of those who disagree.



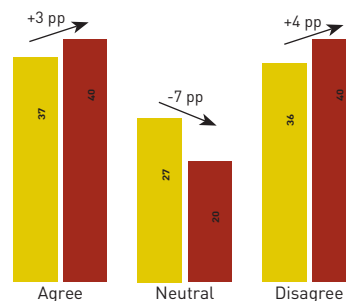
## 4. ALBERTA SHOULD PROMOTE ENERGY EXPORTS TO CHINA.

There is an increase in the percentage of those who disagree (+3 pp), mainly associated with a decrease in the percentage of those who are neutral (-4 pp).



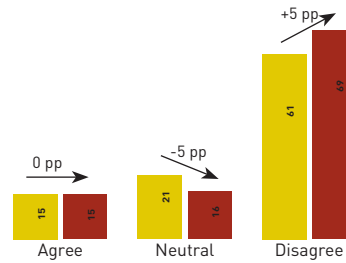
## 5. CHINESE INVESTMENT IN ALBERTA IN THE FORM OF PARTIAL OWNERSHIP IS ACCEPTABLE.

The percentage of those who are neutral decreased (-7 pp). This decrease has been reflected in a increase in those who agree (+3 pp) and those who disagree (+4 pp).



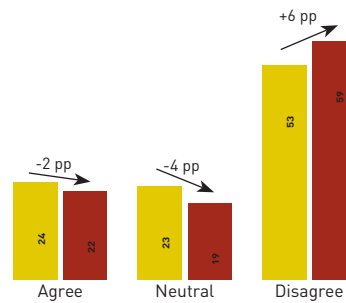
**6. CHINESE INVESTMENT IN ALBERTA IN THE FORM OF FULL OWNERSHIP IS ACCEPTABLE.**

The decrease in the percentage of those who are neutral (-5 pp) is equal to the increase in the number of those who disagree (+5 pp).



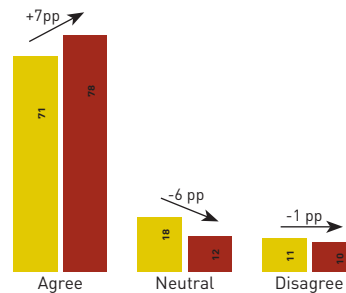
**7. INVESTMENT IN ALBERTA'S ENERGY SECTOR BY A COMPANY OWNED AND OPERATED BY THE CHINESE STATE (GOVERNMENT) IS ACCEPTABLE.**

There is an increase in the percentage of those who disagree (+6 pp). This increase is associated with a decrease in the percentage of those who agree (-2 pp) and those who are neutral (-4 pp).



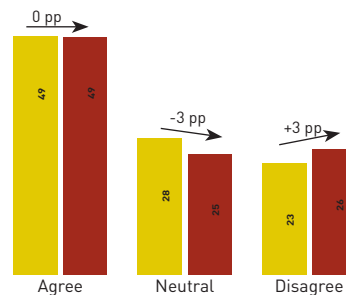
**8. ALBERTA SHOULD TAKE CHINA'S HUMAN RIGHTS RECORD INTO CONSIDERATION WHEN CONDUCTING BUSINESS IN CHINA.**

The decrease in the percentage of those who were neutral (-6 pp) was mainly associated with an increase in the number of those who agree (+7 pp).



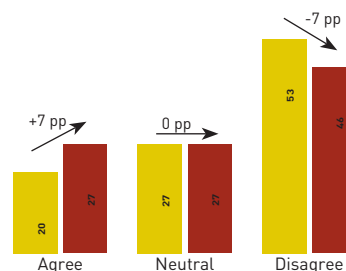
**9. CHINA WILL OVERTAKE THE UNITED STATES AS THE LEADING GLOBAL POWER IN THE 21ST CENTURY.**

The decrease in the percentage of those who are neutral (-3 pp) was associated with a similar increase in the percentage of those who disagree (+3 pp). The percentage of those who agree did not change.



**10. CHINA'S GROWING ECONOMIC STRENGTH POSES A THREAT TO CANADA.**

The decrease in the percentage of those who disagree (-7 pp) was associated with a similar increase in the percentage of those who agree (+7 pp). The percentage of those who are neutral did not change.



11. New question

12. New question

# 1. CHINA AND ALBERTA'S ECONOMY

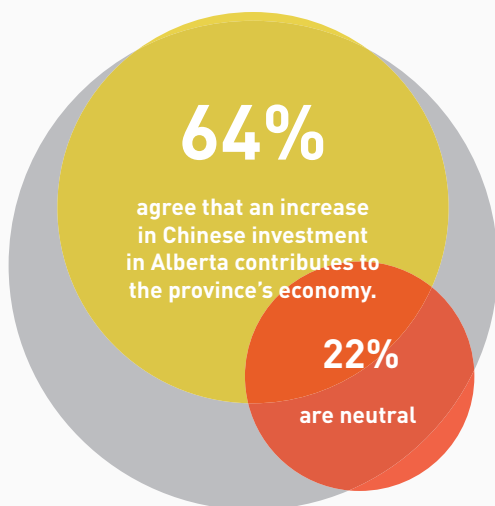
## Key Finding:

Most Albertans see China as an important contributor to Alberta's economic success

## Full Sample:

64% of Albertans agree and 22% are neutral that an increase in Chinese investment in Alberta contributes to the province's economy.

41% of Albertans agree and 32% are neutral that Alberta can learn from China's economic success.



Question 1: Alberta can learn from China's economic success.

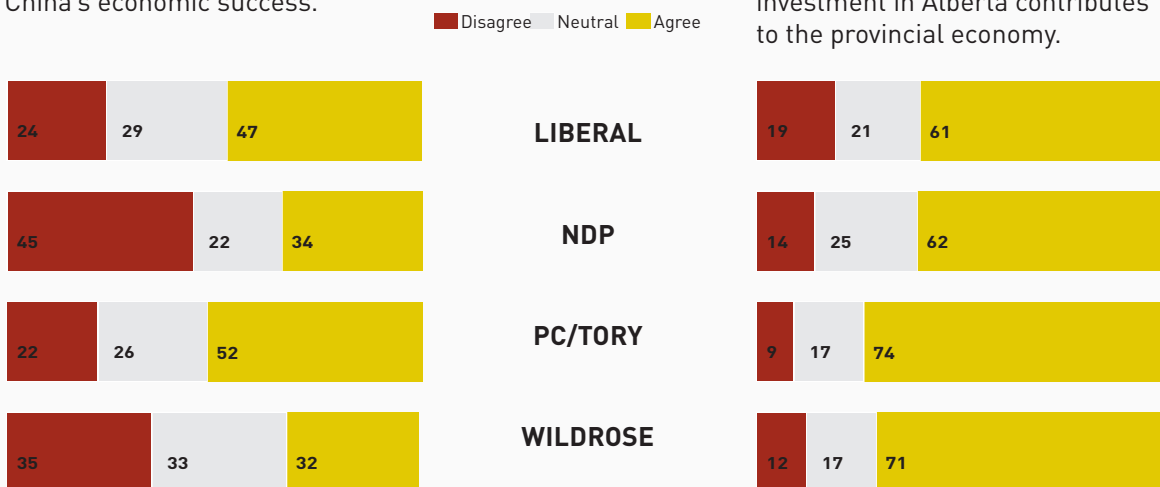
Question 12: Increased Chinese investment in Alberta contributes to the provincial economy.



The same results still hold when breaking down the sample by city. A plurality of Albertans in each of Edmonton, Calgary and rest of Alberta agreed that Alberta can learn from China's economic success, while close to a further one-third (29% to 36%) reported a neutral view. A clear majority of 60%, 71% and 62% in Edmonton, Calgary and rest of Alberta, respectively, agreed that the increase in Chinese investment in Alberta contributes to the provincial economy.

Question 1: Alberta can learn from China's economic success.

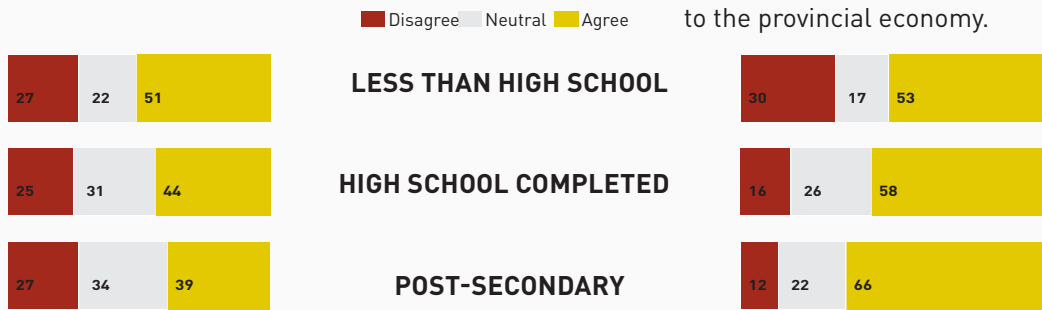
Question 12: Increased Chinese investment in Alberta contributes to the provincial economy.



When breaking down the sample based on political affiliation, there was mixed support for statements that Alberta can learn from China's economic success (the percentage of those who agree and are neutral ranges from approximately 56% to approximately 76%). Supporters of the PC/Tory and Liberal parties are most likely to agree that Alberta can learn from China's economic success, while Wildrose and NDP are less inclined to agree. On the other hand, there was a general consensus that an increase in Chinese investment in Alberta contributes to the provincial economy (percentage of those who agree ranges from approximately 61% to 74%).

Question 1: Alberta can learn from China's economic success.

Question 12: Increased Chinese investment in Alberta contributes to the provincial economy.



When breaking down the sample by education group, the results show that agreement with the statement that Alberta can learn from China's economic success decreases with an increasing level of education. Nevertheless, this belief remains strong, receiving the support of a plurality of respondents. There exists broad agreement that increased Chinese investment contributes to the provincial economy across all educational levels, ranging from 53% to 66% of respondents in each category.

	All (average)	Edmonton	Calgary	Other	All (mode)	Edmonton	Calgary	Other
1. Alberta can learn from China's economic success.	3.09	3.15	3.07	3.06	4	4	3	4
12. Increased Chinese investment in Alberta contributes to the provincial economy.	3.57	3.47	3.74	3.48	4	4	4	4

The above table presents the average and the mode (the value that appears most frequently). The lower the average, the closer Albertans' views are to "strongly disagree;" and the higher the value, the closer those views are to "strongly agree"

The mode<sup>2</sup> and the average values show that Albertans see that the province can learn from China's economic success and that Chinese investment contributes to Alberta's economy. Also, Calgary and Edmonton can be considered more open to Chinese investment. The difference in the average value of responses - for Edmonton, Calgary and the rest of Alberta - is not statistically significant regarding the view on Alberta learning from China's economic success. However, the difference in the average value of responses - for Edmonton, Calgary and the rest of Alberta - is statistically significant regarding the view on Chinese investment contributing to Alberta's province.

2. The mode is the value that appears most frequently. If the mode is 1, most of the respondents' response is 1 (i.e., strongly disagree). If the mode is 2, most of the respondents' response is 2 (i.e., disagree). If the mode is 3, most of the respondents' response is 3 (i.e., neutral). If the mode is 4, most of the respondents' response is 4 (i.e., agree). If the mode is 5, most of the respondents' response is 5 (i.e., strongly agree).

	All (average)	Liberal	NDP	PC/Tory	Wildrose
1. Alberta can learn from China's economic success.	3.09	3.2	2.8	3.3	2.87
12. Increased Chinese investment in Alberta contributes to the provincial economy.	3.57	3.47	3.51	3.76	3.68

	All (mode) <sup>3</sup>	Liberal	NDP	PC/Tory	Wildrose
1. Alberta can learn from China's economic success.	4	4	2	4	3
12. Increased Chinese investment in Alberta contributes to the provincial economy.	4	4	4	4	4

The tables on the left show that Albertans who self-identify as Progressive Conservative (PC/Tory) or Liberal are more open to Alberta learning from China's economic success.

3. If the mode is 2, most of the respondents' response is 2 (i.e., disagree). If the mode is 3, most of the respondents' response is 3 (i.e., neutral). If the mode is 4, most of the respondents' response is 4 (i.e., agree). If the mode is 5, most of the respondents' response is 5 (i.e., strongly agree).

The average values show that the three education groups are consistent in their views and are open to Alberta being able to learn from China's economic success and to Chinese investment in Alberta contributing to the provincial economy.

	All (average)	Less than high school	High school completed	Post-secondary
1. Alberta can learn from China's economic success.	3.09	3.13	3.14	3.09
12. Increased Chinese investment in Alberta contributes to the provincial economy.	3.57	3.29	3.49	3.61

## 2: CHINA AS A TRADE PARTNER

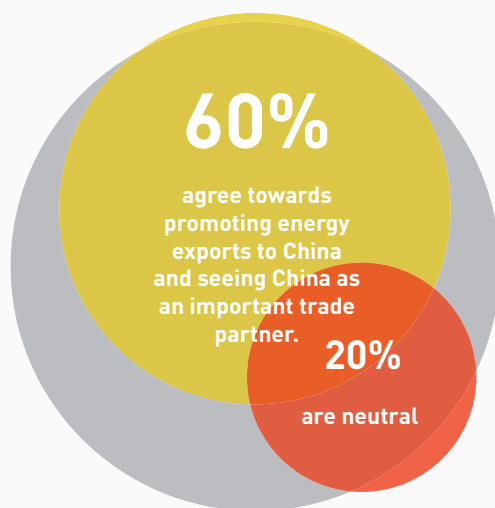
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### Key Finding:

Albertans, particularly in Edmonton and Calgary, see China as an important trading partner and market for energy exports.

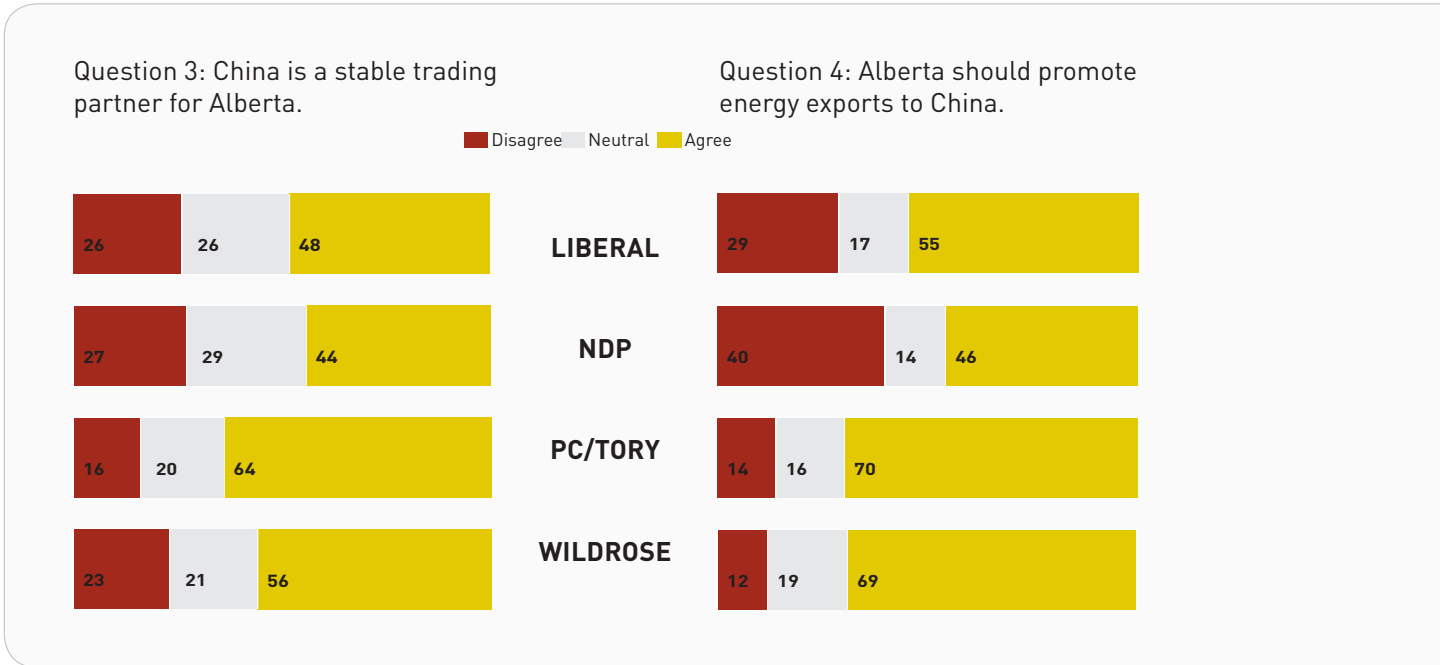
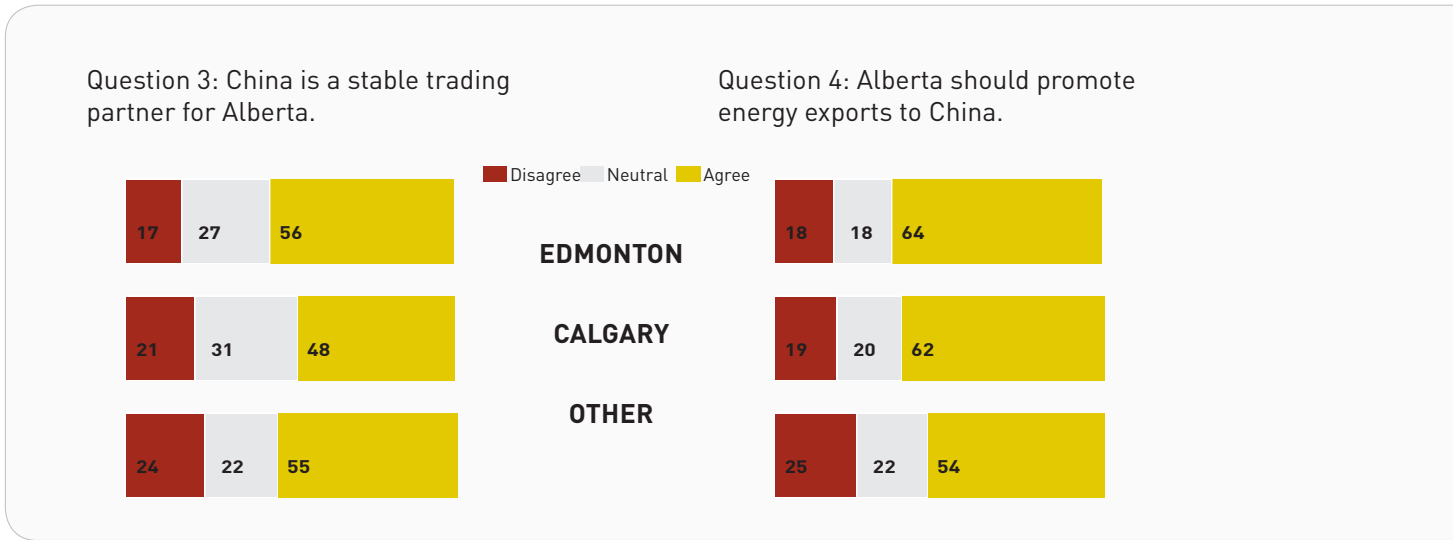
### Full Sample:

60% of Albertans agree and 20% are neutral towards promoting energy exports to China and seeing China as an important trade partner.





When breaking down the sample by location, 48-56% in Edmonton, Calgary and the rest of Alberta agree that China is a stable trade partner, while 22-31% are neutral. There is broad support for promoting energy exports to China across the province, with levels of agreement ranging from 54% to 64%. The results show that Edmonton and Calgary tend to be more receptive to trade with China than the rest of Alberta.

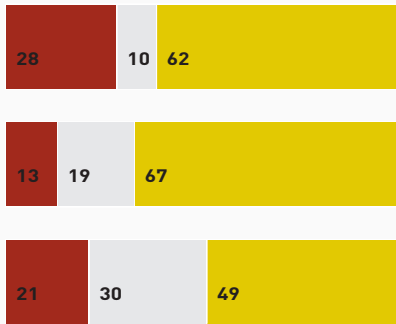


When breaking down the sample by political affiliation, supporters of all political parties tend to look favourably on trade with China. Agreement that China is a stable trading partner and that Alberta should promote energy exports to China ranges from 46-70%, showing cross-partisan recognition of the opportunities provided by the Chinese economy. Disagreement with these statements generally accounted for a quarter of the respondents or less, for all parties.

Question 3: China is a stable trading partner for Alberta.

Question 4: Alberta should promote energy exports to China.

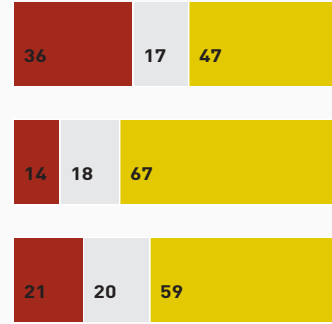
Disagree Neutral Agree



LESS THAN HIGH SCHOOL

HIGH SCHOOL COMPLETED

POST-SECONDARY



When breaking down the sample by education group, close to a majority of respondents in all categories showed favourable responses on trade with China: between 49-67% agreed that China is a stable trading partner, and between 47-67% agreed that Alberta should promote energy exports to China.

	All (average)	Edmonton	Calgary	Other	All (mode) <sup>4</sup>	Edmonton	Calgary	Other
3. China is a stable trading partner for Alberta.	3.36	3.43	3.34	3.3	4	4	4	4
4. Alberta should promote energy exports to China.	3.49	3.56	3.6	3.29	4	4	4	4

The above table shows that Edmonton and Calgary, as mentioned above, tend to be more receptive than the rest of Alberta. The difference in the average-values for the 'China is a stable trading partner for Alberta' question is not statistically significant. Analysis of the difference in the average value for the 'Alberta should promote energy exports to China' question shows that Edmonton and Calgary are different from the rest of Alberta.

4. Reminder: The mode is the value that appears the most. If the mode is 1, most of the respondents' response is 1 (i.e., strongly disagree). If the mode is 2, most of the respondents' response is 2 (i.e., disagree). If the mode is 3, most of the respondents' response is 3 (i.e., neutral). If the mode is 4, most of the respondents' response is 4 (i.e., agree). If the mode is 5, most of the respondents' response is 5 (i.e., strongly agree).

The tables on the right show that those affiliated with the Wildrose and Progressive Conservative (PC/Tory) Parties tend to be more receptive.

	All (average)	Liberal	NDP	PC/Tory	Wildrose
3. China is a stable trading partner for Alberta.	3.36	3.22	3.2	3.52	3.34
4. Alberta should promote energy exports to China.	3.49	3.29	3	3.7	3.78

	All (mode)	Liberal	NDP	PC/Tory	Wildrose
3. China is a stable trading partner for Alberta.	4	4	4	4	4
4. Alberta should promote energy exports to China.	4	4	4	4	4

	All (average)	Less than high school	High school completed	Post-secondary
3. China is a stable trading partner for Alberta.	3.36	3.31	3.64	3.29
4. Alberta should promote energy exports to China.	3.49	3.16	3.63	3.48

The “high school completed” group is relatively more receptive than the other education groups. Perhaps this can be attributed to the nature of jobs generated in the energy sector as well as related sectors.

## 3: CHINA AS A GLOBAL POWER

### Key Finding:

Calgary is relatively more open than Edmonton and the rest of Alberta with regard to China being a global power and to the importance of learning a Chinese language

### Full Sample:

36% of Albertans agree and 22% are neutral that the ability to speak Chinese will become more important to Albertans, and 49% of Albertans agree and 25% are neutral that China will overtake the United States as the leading global power in the 21st century.

58%

agree or are neutral that the ability to speak Chinese will become more important to Albertans

74%

agree or are neutral that that China will overtake the United States as the leading global power in the 21st century.

Question 2: The ability to speak Chinese will become more important to Albertans.

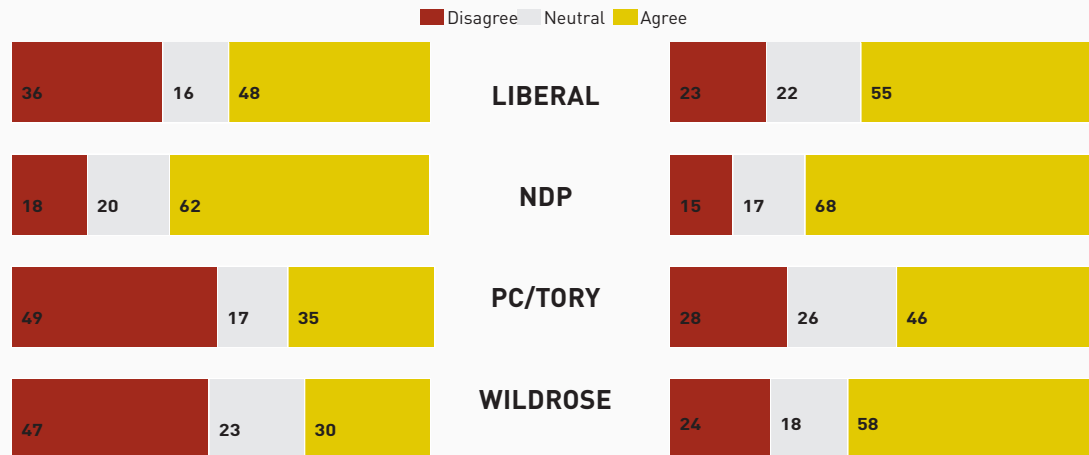
Question 9: China will overtake the United States as the leading global power in the 21st century.



There was a 4 pp increase in the number of respondents who agreed that speaking Chinese will become more important to Albertans, compared to our 2012 survey. This opinion is strongest in Calgary, where a plurality (41%) of respondents agreed with the statement. Coupled with the recognition by almost half of Albertans across the province—50%, 46%, and 51% in Edmonton, Calgary, and the rest of the province, respectively—that China will overtake the US as the leading global power, these results appear to show an increasing awareness of the significance of cultural and business knowledge about China among Albertans.

Question 2: The ability to speak Chinese will become more important to Albertans.

Question 9: China will overtake the United States as the leading global power in the 21st century.



A greater percentage of those who affiliate themselves with the Alberta Liberal Party (Liberal) and the Alberta New Democratic Party (NDP) are more open to the importance of learning a Chinese language and to China overtaking the United States as the leading global power in the 21st century. On the other hand, those who self-identify as Progressive Conservative (PC/Tory) and Wildrose are the least receptive of the four major parties.

Question 2: The ability to speak Chinese will become more important to Albertans.

Question 9: China will overtake the United States as the leading global power in the 21st century.

Disagree Neutral Agree



A larger percentage of those representing the “Post-Secondary” education group, compared to the other two education groups, find it important to learn Chinese. Approximately 73-76% the “High School completed” and “Post Secondary” groups agree or are neutral that China will overtake the United States as the leading global power in the 21st century, whereas 54% of the “Less than High School” group agree or are neutral.

	All (average)	Edmonton	Calgary	Other	All (mode) <sup>5</sup>	Edmonton	Calgary	Other
2. The ability to speak Chinese will become more important to Albertans.	2.89	2.86	3.04	2.77	2	2	4	2
9. China will overtake the United States as the leading global power in the 21st century.	3.31	3.29	3.33	3.3	4	4	3	4

The average values show that Calgary is relatively more open to China being a global power and to the importance of learning a Chinese language than Edmonton and the rest of Alberta. The difference in average values between Calgary, Edmonton and the rest of Alberta is statistically significant in terms of the importance of learning Chinese.

5. Reminder: The mode is the value that appears most frequently. If the mode is 1, most of the respondents’ response is 1 (i.e., strongly disagree). If the mode is 2, most of the respondents’ response is 2 (i.e., disagree). If the mode is 3, most of the respondents’ response is 3 (i.e., neutral). If the mode is 4, most of the respondents’ response is 4 (i.e., agree). If the mode is 5, most of the respondents’ response is 5 (i.e., strongly agree).

Respondents who identify themselves as voters of the NDP and the Alberta Liberal Party are relatively more positive on these two questions compared to those who are likely to vote for the Progressive Conservative Association of Alberta (PC/Tory) and Wildrose Parties.

	All (average)	Liberal	NDP	PC/Tory	Wildrose
2. The ability to speak Chinese will become more important to Albertans.	2.89	3.19	3.45	2.8	2.71
9. China will overtake the United States as the leading global power in the 21st century.	3.31	3.45	3.7	3.33	3.4

	All (mode)	Liberal	NDP	PC/Tory	Wildrose
2. The ability to speak Chinese will become more important to Albertans.	2	4	4	2	2
9. China will overtake the United States as the leading global power in the 21st century.	4	4	4	4	4

The average values show that the post-secondary group is more open than the other two education groups to the importance of learning Chinese and to the role of China as a global power.

	All (average)	Less than high school	High school completed	Post-secondary
2. The ability to speak Chinese will become more important to Albertans.	2.89	2.63	2.65	2.98
9. China will overtake the United States as the leading global power in the 21st century.	3.31	3.02	3.21	3.35

## 4: CHINA'S INVESTMENT IN ALBERTA

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### **Key Finding:**

A considerable percentage of Albertans find Chinese investment in the form of partial ownership acceptable. However, Albertans appear skeptical with regard to Chinese state-owned enterprises investing in Alberta's energy sector as well as Chinese investment in the form of full ownership. However, a considerable percentage disagrees that more restraints should be imposed on Chinese investments compared to other foreign investments. Calgary and Edmonton, particularly Calgary, are more receptive than the rest of Alberta to Chinese investment.

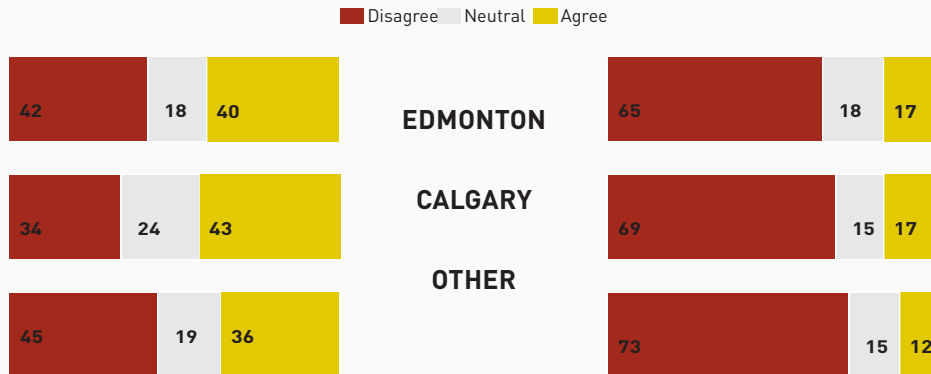
### **Full Sample:**

Approximately 40% of respondents agree that Chinese investment in the form of partial ownership is acceptable, but this figure drops considerably when considering full or state ownership (to approximately 15% and 22%, respectively). On the other hand, only 32% of Albertans agree that investment from China in Alberta should be more regulated than foreign investment from elsewhere. This would indicate that Albertans tend to be open to China's investment, but remain wary of implied control of Chinese investment by the Chinese government or full ownership by Chinese investors.



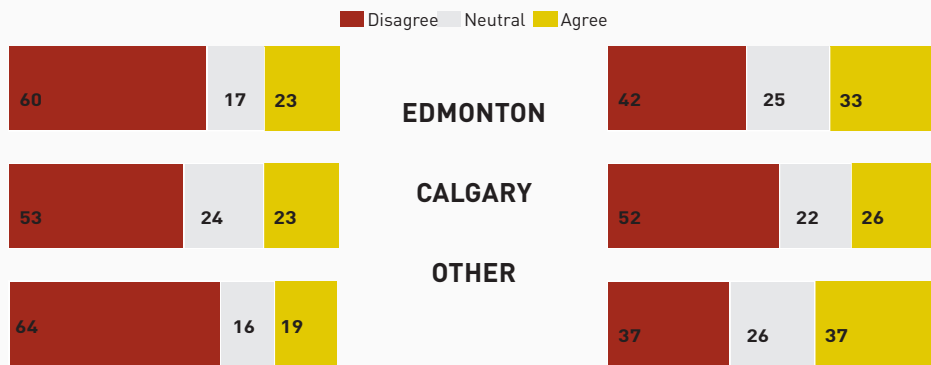
Questions 5: Chinese investment in Alberta in the form of partial ownership is acceptable.

Question 6: Chinese investment in Alberta in the form of full ownership is acceptable.



Questions 7: Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.

Question 11: Investment from China in Alberta should be more regulated than foreign investment from elsewhere.



Calgary and Edmonton are open to Chinese investment; however, Calgary is relatively more open to Chinese investment. This is reflected in the percentage of those who agree and the average values for the questions on the Chinese ownership and on imposing more restrictions on Chinese investment.

40% of the respondents in Alberta agreed that partial ownership for Chinese investors is acceptable; this position is highest in Calgary, where 43% of the respondents agreed with partial ownership. Regarding full ownership, 15% of all respondents consider it acceptable, whereas 17% of respondents in Calgary and 17% of respondents in Edmonton agreed. As for the involvement of China's state-owned enterprises in Alberta's energy sector, 22% of all respondents consider it acceptable, whereas 23% of respondents in Calgary and 23% of respondents in Edmonton agree. 32% of the full sample agrees that more restrictions should apply to Chinese investment than to foreign investment from elsewhere. In Calgary, 26% of the respondents agree on imposing more restrictions, whereas 33% and 37% agree in Edmonton and the rest of Alberta, respectively.

	All (average)	Edmonton	Calgary	Other	All (mode) <sup>6</sup>	Edmonton	Calgary	Other
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	2.90	2.88	3.09	2.73	4	4	4	4
6. Chinese investment in Alberta in the form of full ownership is acceptable.	2.16	2.23	2.23	2.01	2	2	2	1
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	2.38	2.36	2.52	2.27	2	2	2	2
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.	2.92	2.96	2.72	3.09	2	2	2	2

The mode and average also show that Albertans tend to be skeptical regarding Chinese investment in the form of full ownership and the involvement of China's state-owned enterprises in Alberta's energy sector. However, Albertans do not support Chinese investment being more regulated than foreign investment from elsewhere.

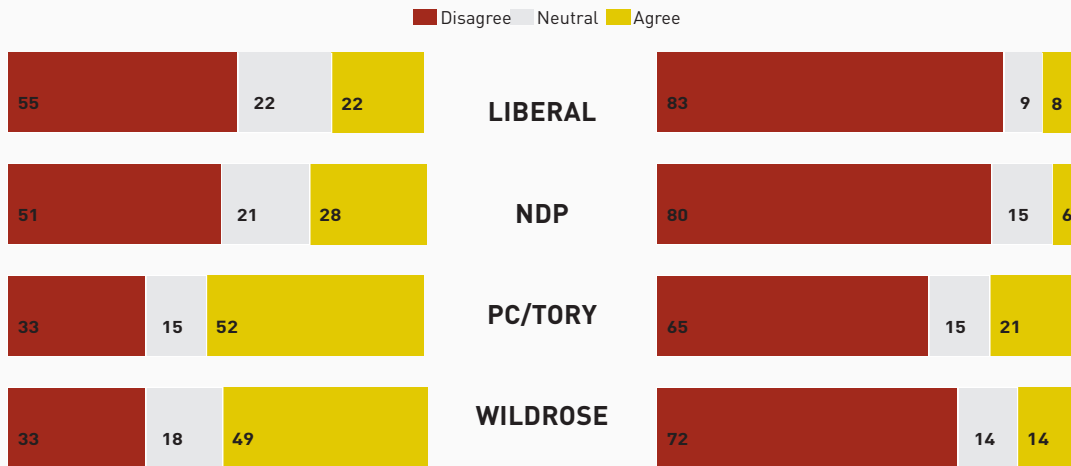
The average values also show that Calgary is more open to partial and full ownership and to the involvement of China's state-owned enterprises, and is less open to imposing more restrictions on Chinese investors.

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6. Reminder: The mode is the value that appears most frequently. If the mode is 1, most of the respondents' responses are 1 (i.e., strongly disagree). If the mode is 2, most of the respondents' responses are 2 (i.e., disagree). If the mode is 3, most of the respondents' responses are 3 (i.e., neutral). If the mode is 4, most of the respondents' responses are 4 (i.e., agree). If the mode is 5, most of the respondents' responses are 5 (i.e., strongly agree).

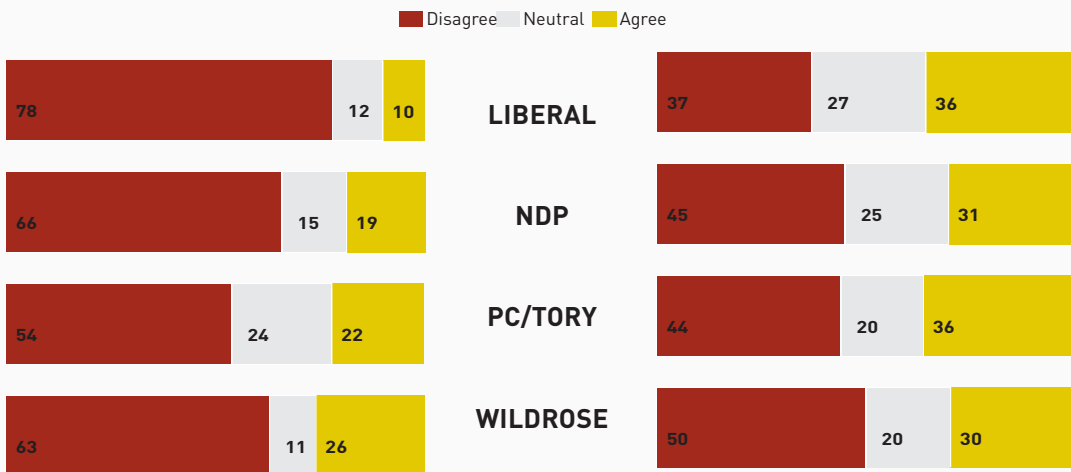
Questions 5: Chinese investment in Alberta in the form of partial ownership is acceptable.

Question 6: Chinese investment in Alberta in the form of full ownership is acceptable.



Questions 7: Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.

Question 11: Investment from China in Alberta should be more regulated than foreign investment from elsewhere.



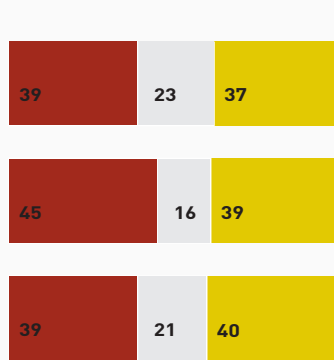
The results show that Progressive Conservative Association of Alberta (PC/Tory) and Wildrose Party voters are more receptive to Chinese investment; including partial and full ownership and involvement of state-owned enterprises. Although Progressive Conservative Association of Alberta (PC/Tory) voters score highest in terms of accepting Chinese full ownership and China's state-owned enterprises involvement, and close to Wildrose Party voters in terms of accepting partial ownership, they tend to favour imposing more restrictions on Chinese investment.

	All (average)	Liberal	NDP	PC/Tory	Wildrose
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	2.90	2.54	2.55	3.16	3.11
6. Chinese investment in Alberta in the form of full ownership is acceptable.	2.16	1.75	1.76	2.36	2.13
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	2.38	1.91	2.16	2.54	2.39
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.	2.92	3.02	2.86	2.95	2.83

	All (mode)	Liberal	NDP	PC/Tory	Wildrose
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	4	2	1	4	4
6. Chinese investment in Alberta in the form of full ownership is acceptable.	2	1	1	2	2
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	2	1	1	2	2
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.	2	2	2	2	2

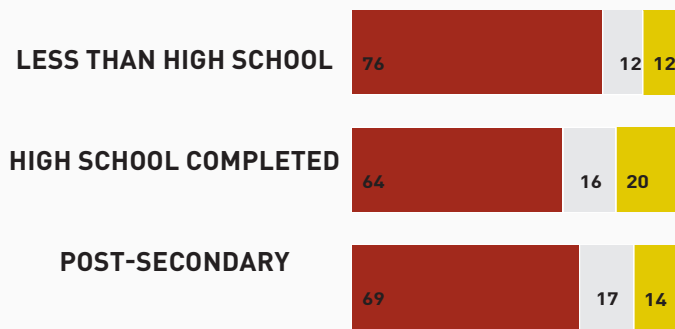
The average values reflect the same results — that Progressive Conservative Association of Alberta (PC/Tory) and Wildrose Party voters are more receptive to Chinese investment; including partial and full ownership and involvement of state-owned enterprises.

Questions 5: Chinese investment in Alberta in the form of partial ownership is acceptable.

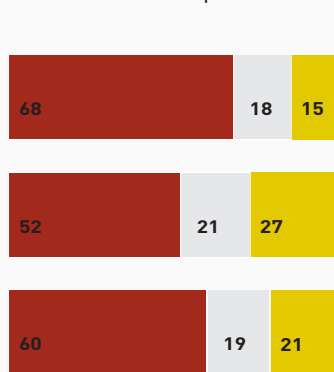


Question 6: Chinese investment in Alberta in the form of full ownership is acceptable.

Disagree Neutral Agree

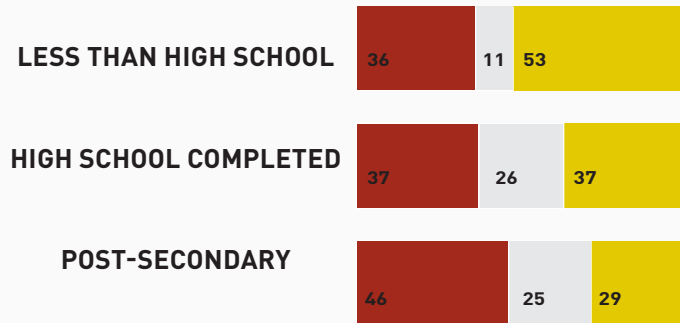


Questions 7: Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.



Question 11: Investment from China in Alberta should be more regulated than foreign investment from elsewhere.

Disagree Neutral Agree



Approximately 55-61% of the three groups agree or is neutral that Chinese investment in Alberta in the form of partial ownership is acceptable. Approximately 24-36% of the three groups agree or is neutral that Chinese investment in Alberta in the form of full ownership is acceptable. Approximately 33-48% of the three groups agree or is neutral regarding involvement by China's state-owned enterprises in Alberta's energy sector. 53% of the "Less Than High School" education group agree that China's investment in Alberta should be more regulated than investment from elsewhere, whereas 29% and 37% of the "Post-Secondary" and "High school completed" education groups, respectively, agree that Alberta should be more regulated than investment from elsewhere.

# 5: CHINA AS A HUMAN RIGHTS CONCERNS AND THREAT

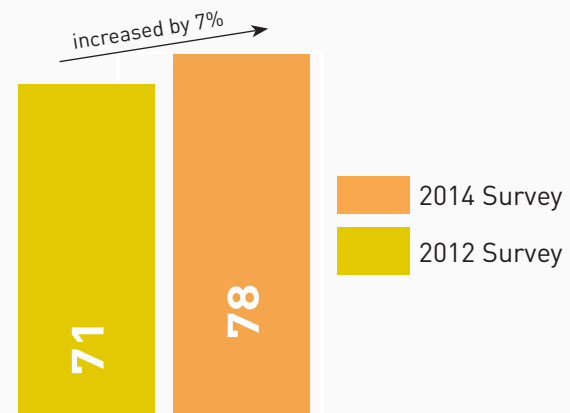
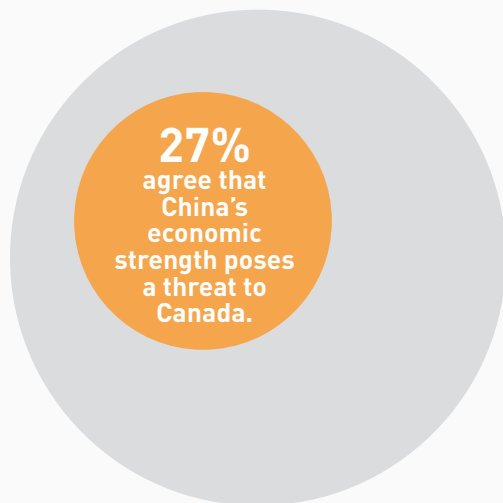
## Key Findings:

Most Albertans do not view China's economic growth as a threat to Canada; however, China's human rights record is a concern to most Albertans.

Calgary is the least concerned about China's economic growth as a threat and the most concerned about China's human rights record.

## Full Sample:

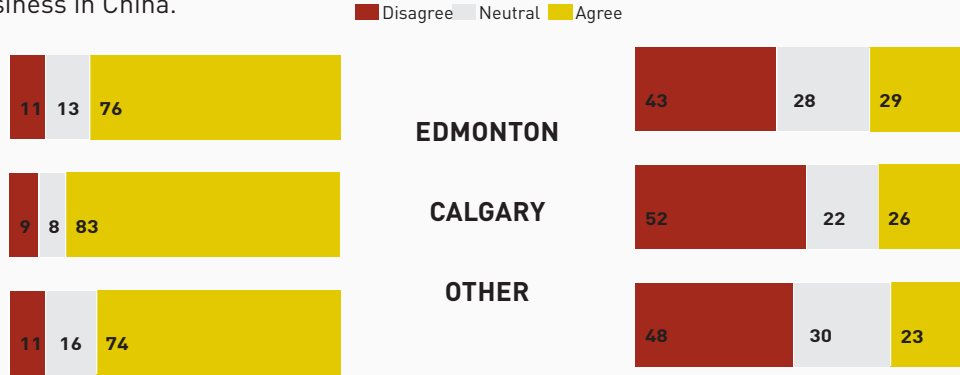
Only 27% of respondents agree that China's economic strength poses a threat to Canada. However, the percentage of respondents who agree that Alberta should take China's human rights record into consideration when conducting business in China increased by 7 percentage points to reach 78% in 2014.



Alberta should take China's human rights record into consideration when conducting business in China.

Question 8: Alberta should take China's human rights record into consideration when conducting business in China.

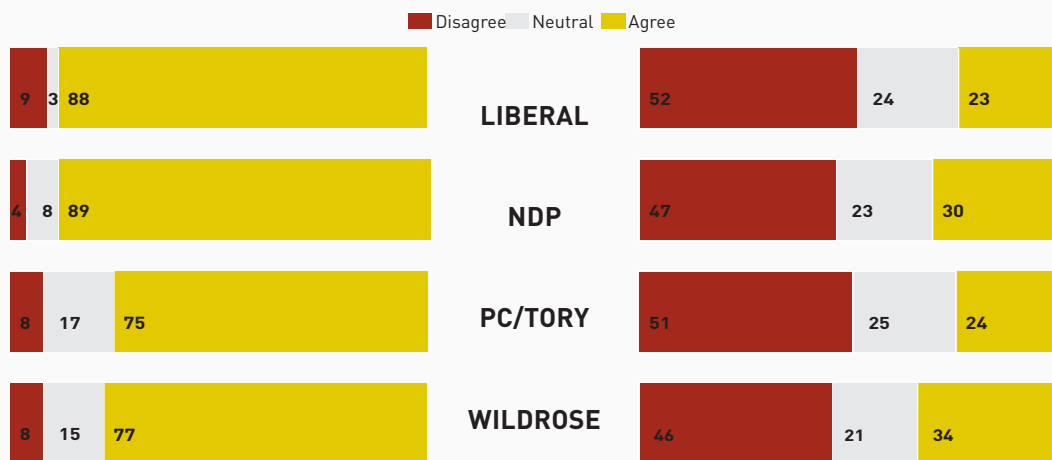
Question 10: China's growing economic strength poses a threat to Canada.



When breaking down the sample by location, Calgarians are the least concerned about China's growing economic strength posing a threat to Canada and the most concerned about China's human rights record. Calgary is followed by Edmonton and the rest of Alberta with regard to both concerns.

Question 8: Alberta should take China's human rights record into consideration when conducting business in China.

Question 10: China's growing economic strength poses a threat to Canada.



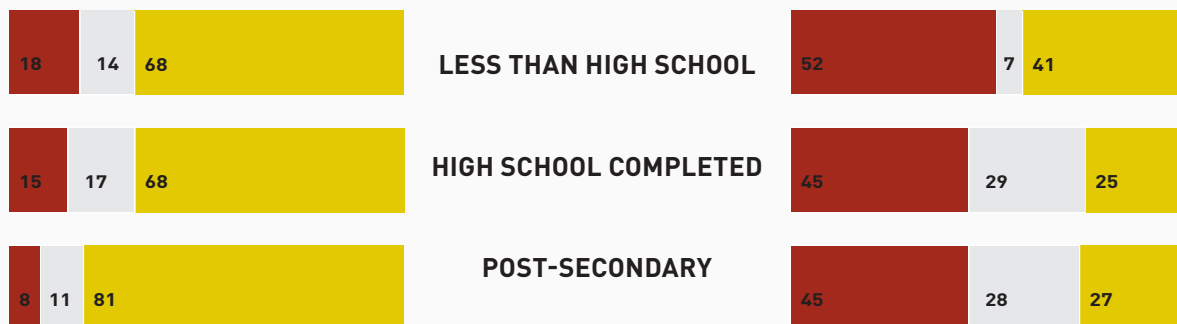
Slightly less concerned about China's human rights record are those who self-identified as supporters of the Progressive Conservative Association of Alberta (PC/Tory) followed by those who self-identified as supporters of the Wildrose Party. Those most concerned about China's human rights record are supporters of the Alberta New Democratic Party (NDP) followed by supporters of the Alberta Liberal Party (Liberal).

The percentage of those who agree that China's economic growth poses a threat to Canada is approximately 23-30% for the Alberta Liberal Party (Liberal), the Alberta New Democratic Party (NDP), and the Progressive Conservative Association of Alberta (PC/Tory). The party whose supporters are the most concerned about China's economic growth posing a threat to Canada is the Wildrose Party.

Question 8: Alberta should take China's human rights record into consideration when conducting business in China.

Question 10: China's growing economic strength poses a threat to Canada.

Disagree Neutral Agree



The education group most concerned about China's human rights record is the "Post-Secondary" group. The group most concerned about China's economic growth imposing a threat to Canada is that "Less Than High School" Group.

	All (average)	Edmonton	Calgary	Other	All (mode) <sup>7</sup>	Edmonton	Calgary	Other
8. Alberta should take China's human rights record into consideration when conducting business in China.	4.04	4.02	4.12	3.96	5	5	4	4
10. China's growing economic strength poses a threat to Canada.	2.82	2.84	2.73	2.9	2	2	2	2

Calgarians are most concerned about China's human rights record and least concerned about China's economic growth posing a threat to Canada. The difference in the average values for Calgary, Edmonton and the rest of Canada are not statistically significant.

7. Reminder: The mode is the value that appears most frequently. If the mode is 1, most of the respondents' response is 1 (i.e., strongly disagree). If the mode is 2, most of the respondents' response is 2 (i.e., disagree). If the mode is 3, most of the respondents' response is 3 (i.e., neutral). If the mode is 4, most of the respondents' response is 4 (i.e., agree). If the mode is 5, most of the respondents' response is 5 (i.e., strongly agree).



The average values show that those slightly less concerned about China's human rights record are self-identified themselves as supporters of the Wildrose Party and the Progressive Conservative Association of Alberta (PC/Tory). The mode shows that there is disagreement that China's growing economic strength poses a threat to Canada.

	All (average)	Liberal	NDP	PC/Tory	Wildrose
8. Alberta should take China's human rights record into consideration when conducting business in China.	4.04	4.27	4.31	3.94	4.1
10. China's growing economic strength poses a threat to Canada.	2.82	2.72	2.84	2.74	2.88

	All (mode)	Liberal	NDP	PC/Tory	Wildrose
8. Alberta should take China's human rights record into consideration when conducting business in China.	5	5	5	4	5
10. China's growing economic strength poses a threat to Canada.	2	2	2	2	2

The average values show that: The education group most concerned with China's human rights record is the "Post-Secondary" group. The group most concerned about China's economic growth posing a threat to Canada is the "Less Than High School" Group.

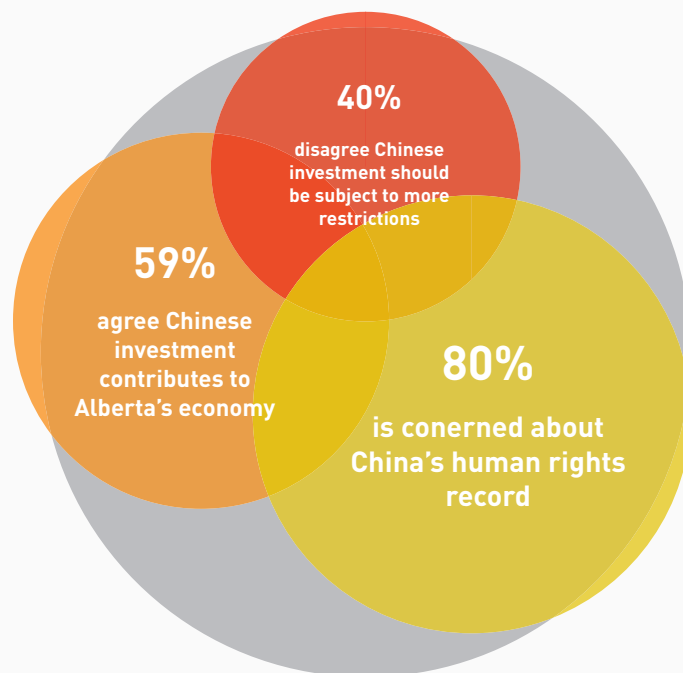
	All (average)	Less than high school	High school completed	Post-secondary
8. Alberta should take China's human rights record into consideration when conducting business in China.	4.04	3.70	3.84	4.11
10. China's growing economic strength poses a threat to Canada.	2.82	2.89	2.81	2.82

# 6: ANALYSIS: INVESTMENT IN ALBERTA'S ENERGY SECTOR BY A CHINESE STATE-OWNED ENTERPRISE

## Key Finding:

Within the group of respondents that disagreed that Chinese government investment in Alberta's energy sector is acceptable, approximately 59% find that an increase in Chinese investment contributes to Alberta's economy and approximately 40% disagree that Chinese investment should be subject to more restrictions than foreign investment from elsewhere. Approximately 80% of this group is concerned about China's human rights record.

**Albertans who disagree that Chinese government investment in Alberta's energy sector is acceptable**



### Subset: Disagreeing that investment by Chinese state-owned enterprises is acceptable

statement	disagree	neutral	agree
1. Alberta can learn from China's economic success.	33.9	33.9	32.2
2. The ability to speak Chinese will become more important to Albertans.	47.9	20.3	31.7
3. China is a stable trading partner for Alberta.	29.8	26.5	43.7
4. Alberta should promote energy exports to China.	29.9	18	52.1
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	58.2	18.2	23.7
6. Chinese investment in Alberta in the form of full ownership is acceptable.	87.7	8.2	4.1
8. Alberta should take China's human rights record into consideration when conducting business in China.	11.2	9	79.8
9. China will overtake the United States as the leading global power in the 21st century.	28.2	21.4	50.4
10. China's growing economic strength poses a threat to Canada.	41.9	25	33.1
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.	40.4	18.6	41
12. Increased Chinese investment in Alberta contributes to the provincial economy.	19.4	21.2	59.4

Most of the “disagree group” are generally distributed between the Wildrose, PC/Tory and Liberal party supporters.

A plurality of this group (44% and higher) agree that China is a stable trading partner for Alberta and that Alberta should promote energy exports to China. Approximately 32% agree and 34% are neutral that Alberta can learn from China's economic success. Almost 60% that increased Chinese investment in Alberta contributes to the provincial economy, while 42% disagree that China's growing economic strength poses a threat to Canada. Approximately 28% disagree that China will overtake the United States as the leading global power in the 21st century.

Approximately 42% and 12%, respectively, are favourable to partial or full ownership by Chinese investors. Almost 80% are concerned about China's human rights records, while approximately 40% disagree that investment from China in Alberta should be more regulated than foreign investment from elsewhere.

## Subset: Agreeing that investment by Chinese state-owned enterprises is acceptable

statement	disagree	neutral	agree
1. Alberta can learn from China's economic success.	16.8	21.7	61.5
2. The ability to speak Chinese will become more important to Albertans.	34.8	15.8	49.4
3. China is a stable trading partner for Alberta.	8.5	16.2	75.3
4. Alberta should promote energy exports to China.	5.6	8.7	85.7
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	11.5	6.5	82
6. Chinese investment in Alberta in the form of full ownership is acceptable.	35.9	17.8	46.4
8. Alberta should take China's human rights record into consideration when conducting business in China.	11.6	10.4	78
9. China will overtake the United States as the leading global power in the 21st century.	26.4	21	52.6
10. China's growing economic strength poses a threat to Canada.	60.5	17.9	21.6
11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.	60	16.4	23.6
12. Increased Chinese investment in Alberta contributes to the provincial economy.	6.8	11.9	81.3

Most of the 'agree' group would vote for the Wildrose and PC/Tory party.

83% of this group agrees or is neutral that Alberta can learn from China's economic success. Approximately 90% or more agree or is neutral that China is a stable trading partner for Alberta, Alberta should promote energy exports to China, and Chinese investment in Alberta in the form of partial ownership is acceptable. Approximately 64% favour, or are not opposed to, full ownership by Chinese investors. Approximately 60% do not believe, or have no opinion, that investment from China in Alberta should be more regulated than foreign investment from elsewhere. However, 88% are concerned about China's human-rights record.

Approximately 93% agree or are neutral that increased Chinese investment in Alberta contributes to the provincial economy. Approximately 60% do not take the position that China's growing economic strength poses a threat to Canada. Approximately 74% agree or are neutral that China will overtake the United States as the leading global power in the 21st century.

## **7: ANALYSIS: REGULATION OF FOREIGN INVESTMENT AND INVESTMENT FROM CHINA**

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### **Key Finding:**

Comparing the group that agreed on imposing more restrictions to the group that disagreed, a higher percentage of the former see China's economic growth as a threat to Canada and do not support Chinese investment in the form of partial, full, and government ownership.

**Subset: Disagreeing that Chinese investment should be more regulated than other foreign investment**

statement	disagree	neutral	agree
1. Alberta can learn from China's economic success.	23.6	30.6	45.8
2. The ability to speak Chinese will become more important to Albertans.	37.4	18.9	43.7
3. China is a stable trading partner for Alberta.	15.7	24.6	59.7
4. Alberta should promote energy exports to China.	16.9	15.2	67.9
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	29.1	19	51.9
6. Chinese investment in Alberta in the form of full ownership is acceptable.	65.5	16	18.5
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	54.4	15.7	29.9
8. Alberta should take China's human rights record into consideration when conducting business in China.	11.7	9	79.3
9. China will overtake the United States as the leading global power in the 21st century.	23.6	22.6	53.8
10. China's growing economic strength poses a threat to Canada.	60.3	21	18.8
12. Increased Chinese investment in Alberta contributes to the provincial economy.	10.1	14.5	75.4

Approximately 69% of this group identify as voters of the Wildrose Party and the PC/Tory, while approximately 29% identify as Liberal and NDP voters.

The above table shows that the majority of this group finds investment in the form of partial ownership acceptable, with 52% of respondents agreeing. On the other hand, support for full ownership and government ownership in the energy sector is lower, with 19% and 30% finding it acceptable, respectively. Almost 16% of respondents in this group have a neutral position on full ownership and government ownership in the energy sector.

A clear majority of this group, 60%, disagrees that China's economic growth is a threat to Canada. Most of this group agrees or are neutral that Alberta can learn from China's economic success, that it is important to speak Chinese, that China is a stable trading partner to which Alberta should promote energy exports, and that an increase in Chinese investment in Alberta is beneficial to the province.

**Subset: Agreeing that Chinese investment should be more regulated than other foreign investment**

statement	disagree	neutral	agree
1. Alberta can learn from China's economic success.	36.7	25.6	37.6
2. The ability to speak Chinese will become more important to Albertans.	54.5	15.2	30.3
3. China is a stable trading partner for Alberta.	29.7	24.6	45.7
4. Alberta should promote energy exports to China.	30.9	13.6	55.5
5. Chinese investment in Alberta in the form of partial ownership is acceptable.	60.6	11.2	28.2
6. Chinese investment in Alberta in the form of full ownership is acceptable.	82.9	6.7	10.4
7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable.	74.9	9.1	15.9
8. Alberta should take China's human rights record into consideration when conducting business in China.	9.7	9	81.4
9. China will overtake the United States as the leading global power in the 21st century.	34.1	17.7	48.2
10. China's growing economic strength poses a threat to Canada.	34.5	19.8	45.7
12. Increased Chinese investment in Alberta contributes to the provincial economy.	23.3	19	57.7

Of those respondents that agreed that Chinese investment should be more regulated than foreign investment from elsewhere (32% of the full sample), 10% and 16% reported that full ownership and government ownership in the energy sector were acceptable. A further 7% and 9% reported a neutral view on these matters, respectively.

However, approximately 39% of this group either found investment in the form of partial ownership acceptable or did not oppose it. Approximately 35% of this group, compared to approximately 60% of the previous group, disagreed that China's economic growth is a threat to Canada. As with the previous group, most of this group agree or are neutral that Alberta can learn from China's economic success, that China is a stable trading partner to which Alberta should promote energy exports, and that an increase in Chinese investment in Alberta is beneficial to the province. Approximately 30% of this group agreed that the ability to speak Chinese will be important.

## Alberta in the National Context

	Alberta in 2014		Canada in 2014 versus 2013	
Perceived importance of China to Canada's economic prosperity	High importance: 38%		High importance: 35% in 2014 versus 45% in 2013	Low importance: 10% in 2014 versus 7% in 2013
Support for free trade agreement with China	Support: 42%	Oppose: 44%	Support: 36% in 2014 versus 42% in 2013	Oppose: 50% in 2014 versus 45% in 2013
Investments from firms owned by the government of China	Support: 11%	Oppose: 77%	Support: 14% in 2014 versus 14% in 2013	Oppose: 73% in 2014 versus 76% in 2013

Of relevance to the CIUA Alberta Survey is the 2014 National Opinion Poll by the Asia Pacific Foundation of Canada (APFC). The APFC sample timing and the set of questions are different than those used in the 2014 China Institute survey.

The 2014 National Opinion Poll by the Asia Pacific Foundation of Canada reveals that Canadians tend to be less receptive than they were a year ago towards social and economic relations with Asia. The percentage of Canadians who see that Canada would benefit from Asian investment decreased from 50% in 2013 to 41% in 2014. This decrease in enthusiasm to engage with Asia is reflected in the decrease in the percentage of Canadians who believe that economic (37% in 2014 against 51% in 2013) and political (37% in 2014 against 55% in 2012) relations with Asia has to be a top foreign policy priority. Additionally, the percentage of Canadians who opposed teaching Asian languages in schools was 61% in 2014.

As for China, the percentage of Canadians who consider China to be of economic importance to Canada decreased by 10% to 35% in 2014. The percentage of Canadians who see China's growing economic power as more of an opportunity than a threat for Canada decreased from 48% in 2013 to 41% in 2014. In addition, as an important trade partner, China ranks after the European Union and the United Kingdom in the views of those surveyed.

The 2014 APFC national opinion poll reveals that older Canadians are less receptive than younger Canadians with respect to China being important for Canada's prosperity, the benefits from Asian investment in Canada, the established free trade agreements with Asian countries, and the importance of teaching Asian languages and Asia-related content in Canadian schools.

Canadians' concerns about wages and labour standards influence their views regarding all countries including traditional partners (Western countries), Asian, and other emerging countries. The greater support for engaging with the EU and Australia is because Canadians consider these countries as more friendly, democratic and politically like-minded. Canadians are concerned about political rights, human rights and democracy in Asian countries, including China, which contributes to the less supportive view held by Canadians towards economic and social engagement with Asian countries. Older Canadians are more supportive of trade with traditional trade partners. Canadians who hold a university degree are more supportive of trade with Asian countries.

The following table provides a comparison of Alberta to Canada as a whole for select questions. The table shows that Albertans tends to be more receptive than Canadians as a whole regarding free trade agreements with China (42% of Albertans are supportive versus 36% of all Canadians). Alberta tends to be less supportive than Canada as a whole with regard to investments from firms owned by the government of China.

In terms of the high importance of China to Canada's economy, British Columbia (41%) is the most open, followed by Alberta (38%) and they both score higher than Canada as a whole (35%).



# 8: THE ALBERTA SURVEY: METHODOLOGY

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The Population Research Laboratory (PRL) at the University of Alberta administered the 2014 Alberta Survey. This survey of households across the province of Alberta continues to enable academic researchers, government departments, and non-profit organizations to explore a wide range of topics in a structured research framework and environment. Research questions are asked together with demographic questions in a telephone interview of Alberta households.

The data collection took place between July 23, 2014 and September 5, 2014. The main feature of the sampling design was a two-stage selection process: first, based on a selection of households, and second, the selection of a respondent within each household. The Alberta Survey A aimed for a total sample size of 1,200 households across Alberta, with a minimum of 400 respondents in Metropolitan Edmonton, 400 in Metropolitan Calgary, and 400 from the remainder of the province. The target population are persons 18 years of age or older who, at the time of the survey, are living in a dwelling unit that could be contacted by direct dialling.

The PRL used a Random-Digit Dialling (RDD) approach to ensure that respondents had an equal chance to be contacted whether or not their household was listed in a telephone directory. The PRL has developed a database covering the Edmonton and Calgary metropolitan areas, as well as the remainder of the province.

A respondent within each household was selected on the basis of gender to ensure an equal selection of male and female participants. The final sample of 1,204 respondents consisted of 602 females and 602 males.

The estimated sampling error, at the 95% confidence level, for an area sample of 1,204 households assuming a 50/50 binomial percentage distribution is plus or minus 2.8 percentage points. Survey estimates for the subsample of 400 are estimated to be within plus or minus 5.0 percentage points, at the 95% confidence level.

The basic weight that PRL has applied to Alberta Survey data sets since 1987 is based on age. Essentially, since the population 18 and over is not equally distributed among the three areas Edmonton, Calgary and Other Alberta, PRL makes a small adjustment to each area but the overall sample size remains at 1,204. Since the PRL changed the sample design around the year 2000 for City of Edmonton and City of Calgary to the metropolitan areas (CMA) and non- metropolitan area (Other Alberta), the weighting makes little difference. In other words, the weights are close to 1.00 and the adjusted sample sizes are close to the original 400 target.

The weight used in this report is constructed from age group (5) and gender by each area from Census estimates. Gender is usually very close to 50-50 in PRL quotas that PRL has setup, however it has noticed an older population in the three areas in recent studies where PRL has collected data by phone. Once again PRL has redistributed the 1,204. Younger ages have more weight (over 1.00) while older ages typically are oversampled and the weights are less than 1.00. Where PRL does not have age recorded but the respondent has confirmed that they are over 18 - the weight is 1.00.

The data were tabulated and cleaned using the IBM SPSS for Windows2 statistical package. The data cleaning process included evaluating discrepant values, and conducting consistency checks. There are 1,204 cases in the final data set.

# APPENDIX

## 2014 QUESTIONNAIRE

2014 Alberta Survey  
Master Questionnaire Codebook  
Section B and Demographics  
JULY 23, 2014

### INTR01

Hello, my name is \_\_\_\_\_. I'm calling (long distance) from the Population Research Laboratory at the University of Alberta. Have I dialed XXX-XXXX? Your phone number was randomly selected.

### PRESS '1' TO CONTINUE

Hello, I am calling back from the Population Research Laboratory to continue an interview that we started previously.

### INTR02

The Population Research Laboratory is conducting a public opinion survey on behalf of university and policy researchers on various topics such as physical activity, China's role in Canada's economy and law enforcement issues. Your opinions are very important and valuable to us and the information will be used to help with decision-making in developing public policies to improve programs and services in Alberta.

### [OPTIONAL READ:

The study sponsors are the Population Research Laboratory, Alberta Centre for Active Living, China Institute, and Dr. Tope Oriola of the Department of Sociology.]

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### [INTRODUCTION – READ TO PARTICIPANTS]

The following questions are about your opinion regarding China's role in Alberta's economy. Please indicate whether you 'strongly disagree', 'disagree', 'neither disagree nor agree', 'agree', or 'strongly agree'

with each of the following statements.

[INTERVIEWER NOTE: IF ASKED about: "...opinion regarding China" – aspects related to culture, economy, investment, and international trade.]

[INTERVIEWER: IF PARTICIPANTS ASK WHO THE SPONSOR OF THE FOLLOWING QUESTION IS, PLEASE, ANSWER "THE CHINA INSTITUTE OF THE UNIVERSITY OF ALBERTA"]

1. Alberta can learn from China's economic success. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

2. The ability to speak Chinese will become more important to Albertans. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

3. China is a stable trading partner for Alberta. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

4. Alberta should promote energy exports to China. (READ)

[INTERVIEWER: IF PARTICIPANTS ASK ABOUT ENERGY, PLEASE, ANSWER "IT REFERS TO ALL SORTS OF FUELS, FROM COAL AND NATURAL GAS TO PETROLEUM PRODUCTS AND BIOPRODUCTS"]

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

5. Chinese investment in Alberta in the form of partial ownership is acceptable. (READ)

[INTERVIEWER: IF PARTICIPANTS ASK ABOUT PARTIAL OWNERSHIP, PLEASE, ANSWER "ANY PERCENTAGE AMOUNT OR SHARE AMOUNT". IF PARTICIPANTS ASK ABOUT INVESTMENT, PLEASE, ANSWER "IT REFERS TO MULTIPLE FORMS OF INVESTMENT, FROM OIL AND GAS TO SERVICE AND TECHNOLOGY"]

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

6. Chinese investment in Alberta in the form of full ownership is acceptable. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 1 No response (volunteered)

7. Investment in Alberta's energy sector by a company owned and operated by the Chinese state (government) is acceptable. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

8. Alberta should take China's human rights record into consideration when conducting business in China. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

9. China will overtake the United States as the leading global power in the 21st century. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

10. China's growing economic strength poses a threat to Canada. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

11. Investment from China in Alberta should be more regulated than foreign investment from elsewhere.

(READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

12. Increased Chinese investment in Alberta contributes to the provincial economy. (READ)

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 8 Don't know (volunteered)
- 0 No response (volunteered)

## ABOUT THE CHINA INSTITUTE

The China Institute at the University of Alberta (CIUA) was established in the fall of 2005 and is dedicated to the study of China and to enhancing understanding between Canada and China. The CIUA aims to foster China related initiatives and scholarship at the University of Alberta, and to enhance and support new teaching and research activities that are focused on China.

The Director of the CIUA is Professor Gordon Houlden, a specialist of Chinese and Asia Pacific affairs, and former Canadian diplomat with five postings in Greater China, and 27 years of experience working on Canada-China issues.

The China Institute currently focuses its research on the growing economic linkages between Canada and China with particular emphasis on China's energy profile and its increasing investment in Canada and in Alberta. The China Institute has a growing interest in the future course of China and how changes in the People's Republic of China may affect Canada.

The CIUA's participation in the Alberta Survey was initially inspired by the results of a national opinion poll conducted by the Asia Pacific Foundation of Canada (APF) in 2010. That poll found that Albertans view economic ties with Asia more favourably than Canadians elsewhere. The CIUA decided to investigate further those findings by joining the 2011 Alberta Survey and continued in 2012, 2013, and 2014.

This year, the CIUA participated in the Alberta Survey with 12 questions, two more than in 2012, to assess Albertans' views on economic and cultural affairs involving China and Alberta. The 2014 survey is sought to establish a comparative ground with the previous editions, particularly with the 2012 edition on Albertans' views.

## ACKNOWLEDGEMENTS

The China Institute would like to thank the staff of the Population Research Laboratory at the University of Alberta for their support and professionalism in conducting the 2014 Alberta Survey. The China Institute is especially grateful to Rosanna Shih, Tracy Kennedy, and Dave Odynak.

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# ABOUT THE POPULATION RESEARCH LABORATORY AND THE ALBERTA SURVEY

The Population Research Laboratory (PRL) at the University of Alberta, a member of the Association of Academic Survey Research Organizations (AASRO), seeks to advance the research, education and service goals of the University of Alberta by helping academic researchers and policy makers design and implement applied social science research projects. The PRL specializes in the gathering, analysis, and presentation of data about demographic, social and public issues. Several PRL staff are also members of the American Association for Public Opinion Research (AAPOR).

The PRL research team provides expert consultation and implementation of quantitative and qualitative research methods, project design, sample design, web-based, paper-based and telephone surveys, field site testing, data analysis and report writing. The PRL follows scientifically rigorous and transparent methods in each phase of a research project, and uses best practices, including ethical research protocols and trained interviewers when conducting all types of research, which contribute to high quality data.

The PRL has particular expertise in conducting computer-assisted telephone interviews (referred to as CATI surveys). When conducting telephone surveys, all calls are displayed as being from the “U of A PRL,” a procedure that assures recipients that the call is not from a telemarketer, and thus helps increase response rates. The PRL maintains a complement of highly skilled telephone interviewers and supervisors who are thoroughly trained in Freedom of Information and Protection of Privacy Act (FOIPP) requirements, respondent selection procedures, questionnaire instructions, and neutral probing. PRL staff monitors data collection on a daily basis to allow any necessary adjustments to the volume and timing of calls and respondent selection criteria.

The PRL has been administering the Alberta Survey since 1987. The Alberta Survey consists of a telephone survey of 1200 Alberta Adults administered on a

computer-assisted telephone interviewing (CATI) system. Random-Digit Dialing (RDD) is employed to select households. Within a household, quota sampling by gender is used to ensure an equal proportion of male and female respondents. Every year the Population Research Laboratory at the University of Alberta considers sponsors (academics, institutions, government departments, etc) who are interested in using the Alberta Survey as vehicle for their research.

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