



Ipsos Reid

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1. Executive Summary

Background and Objectives

Canada is actively participating in a coordinated international effort to bring a just and lasting peace to all of Sudan. The main goals of Canada's involvement are to contribute to resolving the conflict that is causing the humanitarian and human rights crisis in Darfur, and to support the full implementation of the Comprehensive Peace Agreement, signed in January 2005, which ended the Second Sudanese Civil War, mainly fought in southern Sudan.

Canada's whole-of-government approach applies to all of Sudan and is based on three pillars of activity: aid, diplomacy and security. This approach is being led by Foreign Affairs and International Trade Canada (DFAIT), the Canadian International Development Agency (CIDA), the Department of National Defence (DND), and the Royal Canadian Mounted Police (RCMP).

The Sudan Task Force at DFAIT is responsible for coordinating this whole-of-government effort.

In light of this effort, DFAIT has identified the need to measure the visibility and degree of public support for Canada's engagement in Sudan among the Canadian public.

This research will be used in the planning and preparation of communications on Canada's engagement in Sudan and in the formulation of policy options.

Specifically, this research is designed to:

1. Determine the level of knowledge of Canadians with respect to the overall situation in Sudan, tensions between northern and southern Sudan, and the conflict in the Darfur region;
2. Determine Canadians' attitudes regarding Canada's contribution towards efforts to establish long-term peace and stability in all regions of Sudan, including in Darfur and southern Sudan;
3. Determine if Canadians believe that the Government of Canada should expand or contract our engagement in Sudan; and
4. Determine if Canadians think that Sudan should be considered a priority item for Canada's foreign policy.

The contract amount for this research is \$23,600.



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Methodology

Ipsos Reid conducted a custom 6-minute telephone (CATI) survey amongst a sample of n=1,001 adult Canadians between August 6th and 24th, 2009. Respondents were selected by random digit dialing.

Stratified quota sampling was employed by region, gender and age in order to reflect general population proportions according to the 2006 Census. Ex-post-facto weights were also applied to the data by region, gender and age in order to ensure that it matches the actual demographic distribution of the adult Canadian general population according to the 2006 Census. Overall, a sample of this size obtains a ±3.1 percentage point margin of error at the 95% confidence level.

The following table presents the sample sizes and margins of error for each geographical region:

Region	Sample Size	Margin of Error
British Columbia	133	±8.5
Alberta	102	±9.7
Saskatchewan/Manitoba	65	±12.2
Ontario	383	±5.0
Quebec	244	±6.3
Atlantic Canada	74	±11.4
Total Canada	1,001	±3.1

Below is the response rate calculation for this study:

Empirical Calculation for Data Collection	
Total Numbers Attempted	21119
Invalid (NIS, fax/modem, business/non-res.)	8579
Unresolved (U) (Busy, no answer, answering machine)	7277
In-scope - non-responding (IS)	3952
Language problem	209
Illness, incapable, deaf	29
Household refusal	3365
Respondent refusal	166
Qualified respondent break-off	183
In-scope - Responding units (R)	1311
No one 18+	51
Other disqualify	259
Completed interviews	1001
Response Rate = R/(U+IS+R)	10%



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Key Findings

Awareness and Knowledge Regarding Sudan and Darfur

About half of Canadians have heard, seen or read something about Darfur (54%) and Sudan (50%).

There is significant overlap between those aware of Sudan and those aware of Darfur. Seven in ten who have heard, seen or read something about Darfur (70%) have also heard, seen or read something about Sudan. Conversely, 76 percent of those who have heard, seen or read something about Sudan have also heard, seen or read something about Darfur.

Although at least half of Canadians are aware of either Sudan or Darfur, nearly three in four Canadians (72%) were unaware that Darfur is a region within the country of Sudan. Just over one in four (28%) say they were aware of this fact. Fewer than half of those aware of Sudan (43%) and those aware of Darfur (43%) were also aware that Darfur is a region within the country of Sudan.

Those who are aware of Sudan were asked what they have heard, seen or read about it. The most common response – war, civil war or conflict – is mentioned by one in three (29%). The next most oft-heard answer is that Sudan is a troubled region, not a good place, or that it suffers from bad conditions (14%).

Those who are aware of Darfur were asked what they have heard, seen or read about it. The most common response is similar to the top mention regarding Sudan – civil war or conflict – and is mentioned by one in four (24%). The next most oft-heard answer is genocide or ethnic cleansing (16%).

Familiarity with and Views Regarding Canada's Involvement in Africa

Majorities of Canadians say they are unfamiliar with Canada's involvement in the African continent as a whole (65%), Darfur (76%) and Sudan (78%). Fewer than one in ten say they are familiar with Canada's involvement in the African Continent as a whole (9%), Sudan (4%) or Darfur (4%).

When asked to rate how much of a priority of the African Continent as a whole, Sudan, and Darfur ought to be when considering Canada's international activities, Canadians are more likely to say the region in question should be a low priority than to say it ought to be a high priority:

- One in three (33%) say the African Continent as a whole should be a low priority versus 28 percent who say it should be a high priority.
- Over two in five (42%) say Darfur should be a low priority versus 23 percent who say it should be a high priority.
- Similarly, 41 percent say Sudan should be a low priority versus 20 percent who say the country should be a high priority.



Views on Canada's Approach to Sudan and Darfur

Canadians were provided the following information about Sudan and Darfur:

In fact, Sudan is a country in Africa and Darfur is a region within Sudan. In recent years, Sudan has experienced two separate conflicts -- a civil war between Northern Sudan and Southern Sudan which ended with a peace agreement in 2005 -- and ethnic violence in the Darfur region which remains unresolved.

On the basis of this information, Canadians were asked whether Canada should: 1) focus on supporting the peace agreement that ended Sudan's North-South civil war; 2) focus on ending the conflict in Darfur; 3) focus on both supporting the peace agreement that ended the civil war *and* ending the conflict in Darfur; or, 4) not be involved in *either* supporting the peace agreement or ending the Darfur conflict.

While we find that Canadians tend to view Canada's activities in Africa, Sudan or Darfur as lower priorities, when provided more information and asked to choose among these broad policy options, only one in four (25%) say that Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan. Two in three (67%) say Canada should be involved in some way.

Specifically, the plurality of Canadians (36%) feel that Canada should both support the peace agreement that ended Sudan's North-South civil war *and* take steps to end the conflict in Darfur. Among those who say Canada should focus on just one of these priorities, 21 percent say Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war, while 10 percent say that Canada should focus its efforts on ending the conflict in Darfur.

Respondents were told that, "Canada is among the leading countries involved in efforts to bring peace to Sudan and end suffering there. Canada's activities in Sudan include diplomacy, peacekeeping operations, and humanitarian and reconstruction assistance."

After hearing this information respondents were asked whether they feel that Canada should expand its activities in Sudan, continue its activities without change, or scale back or end its activities.

On this basis, a majority of Canadians (52%) say Canada should continue its activities in Sudan without change, while one in five (20%) say Canada should expand its activities in Sudan. An additional one in five (21%) says that Canada should scale back or end its activities in Sudan.



2. Sommaire

Contexte et objectifs

Le Canada participe activement à une initiative internationale concertée visant l'instauration d'une paix juste et durable dans l'ensemble du Soudan. L'apport du Canada a pour objectifs principaux de résoudre le conflit qui entraîne une crise humanitaire et une crise des droits de la personne au Darfour, et de soutenir la mise en œuvre intégrale de l'Accord de paix global, signé en janvier 2005, qui a mis fin à la Seconde Guerre civile soudanaise qui s'est déroulée principalement dans le sud du pays.

L'approche pangouvernementale du Canada s'étend à l'ensemble du Soudan et est axée autour de trois piliers : l'aide, la diplomatie et la sécurité. Cette approche est menée par Affaires étrangères et Commerce international Canada (AECIC), l'Agence canadienne de développement international (ACDI), le ministère de la Défense nationale (MDN) et la Gendarmerie royale du Canada (GRC).

Le Groupe de travail sur le Soudan d'AECIC est responsable de la coordination de cet effort pangouvernemental.

À la lumière de cet effort, AECIC a déterminé qu'il était important de mesurer la visibilité de l'engagement du Canada au Soudan auprès de la population canadienne et le niveau d'appui de la population à l'égard de cet engagement.

Cette étude servira à la planification et à la préparation des communications sur l'engagement du Canada au Soudan, de même qu'à la formulation des possibilités d'actions.

De façon plus précise, l'étude vise à :

1. Déterminer le niveau de connaissance des Canadiens en ce qui concerne l'ensemble de la situation au Soudan, les tensions entre le nord et le sud du pays et le conflit dans la région du Darfour;
2. Déterminer les attitudes des Canadiens à l'égard de la contribution du Canada dans les efforts en vue d'établir la paix et la stabilité à long terme dans toutes les régions du Soudan, y compris le Darfour et le sud du pays;
3. Déterminer si les Canadiens croient que le gouvernement du Canada devrait renforcer son engagement au Soudan ou y mettre un terme; et
4. Déterminer si les Canadiens pensent que le Soudan devrait être considéré comme une priorité de la politique étrangère du Canada.

Le montant du contrat pour cette étude s'est élevé à 23 600 \$.



Méthodologie

Entre le 6 et le 24 août 2009, Ipsos Reid a mené un sondage téléphonique (ITAO) de six minutes auprès d'un échantillonnage de n = 1 001 adultes canadiens. Les répondants ont été choisis à l'aide d'un système de composition aléatoire.

L'échantillonnage par quota a été stratifié en fonction de la région, du sexe et de l'âge pour refléter les proportions de la population générale selon les données du recensement de 2006. La pondération rétroactive a aussi été appliquée en fonction de la région, du sexe et de l'âge pour refléter la répartition démographique réelle de la population adulte canadienne selon les données du recensement de 2006. Dans l'ensemble, pour un échantillonnage de cette taille, la marge d'erreur est de $\pm 3,1$ points de pourcentage à un niveau de confiance de 95 %.

Le tableau suivant illustre la taille de l'échantillonnage et la marge d'erreur associées à chaque région.

Région	Taille de l'échantillonnage	Marge d'erreur
Colombie-Britannique	133	$\pm 8,5$
Alberta	102	$\pm 9,7$
Saskatchewan/Manitoba	65	$\pm 12,2$
Ontario	383	$\pm 5,0$
Québec	244	$\pm 6,3$
Atlantique Canada	74	$\pm 11,4$
Total pour le Canada	1 001	$\pm 3,1$

Voici le calcul du taux de réponse pour cette étude :

Calcul empirique du taux de réponse dans la cueillette de données	
Total des numéros composés	21 119
Numéros invalides (non en service, télécop./modem, commerce/non rés.)	8 579
Sans résultat (SR) (ligne occupée, pas de réponse, répondeur)	7 277
À l'intérieur du champ — impossibilité de répondre au sondage (IS)	3 952
Problème de langue	209
Maladie, incapacité, surdité	29
Refus général	3 365
Refus du répondant	166
Répondant qualifié interrompt le sondage	183
À l'intérieur du champ — Répondants qualifiables (R)	1 311
Aucune personne de 18 ans ou plus	51
Autres raisons d'exclusion	259
Entrevues complétées	1 001
Taux de réponse = $R/(SR+IS+R)$	10 %



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Faits saillants

Connaissance du Soudan et du Darfour et niveau sensibilisation à son égard

Environ la moitié des Canadiens ont vu, lu ou entendu quelque chose sur le Darfour (54 %) et le Soudan (50 %).

Les résultats indiquent un net chevauchement entre ceux qui sont renseignés sur le Soudan et ceux qui sont renseignés sur le Darfour. En effet, sept Canadiens sur dix qui ont vu, lu ou entendu quelque chose sur le Darfour (70 %) ont aussi vu, lu ou entendu quelque chose sur le Soudan. De manière réciproque, 76 pour cent de ceux qui ont vu, lu ou entendu quelque chose sur le Soudan ont aussi vu, lu ou entendu quelque chose sur le Darfour.

Même si au moins la moitié des Canadiens sont renseignés sur le Soudan ou le Darfour, près de trois sur quatre (72 %) ne savaient pas que le Darfour est une région du Soudan. À peine plus de un répondant sur quatre (28 %) était au courant. En outre, moins de la moitié de ceux qui sont renseignés sur le Soudan (43 %) et de ceux qui sont renseignés sur le Darfour (43 %) savaient aussi que le Darfour est une région du Soudan.

On a demandé à ceux qui sont renseignés sur le Soudan ce qu'ils ont vu, lu ou entendu à ce sujet. La réponse la plus fréquente (guerre, guerre civile ou conflit) est mentionnée par un répondant sur trois (29 %). La réponse qui vient au deuxième rang est le fait que le Soudan est une zone de conflit, que ce n'est pas un bon endroit ou que la situation y est très mauvaise (14 %).

On a demandé à ceux qui sont renseignés sur le Darfour ce qu'ils ont vu, lu ou entendu à ce sujet. La réponse la plus fréquente est similaire à la réponse la plus populaire pour le Soudan, c'est-à-dire guerre civile et conflit, et elle est mentionnée par un répondant sur quatre (24 %). Génocide ou nettoyage ethnique (16 %) constitue la deuxième réponse mentionnée le plus souvent.

Connaissance de la participation du Canada en Afrique et points de vue à cet égard

La majorité des Canadiens disent qu'ils ne sont pas très au courant de la participation du Canada sur le continent africain dans l'ensemble (65 %), au Darfour (76 %) et au Soudan (78 %). Moins de un sur dix est au courant de la participation du Canada sur le continent africain dans l'ensemble (9 %), au Soudan (4 %) ou au Darfour (4 %).

Lorsqu'on leur demande quel niveau de priorité devraient représenter le continent africain dans l'ensemble, le Soudan et le Darfour lorsqu'il est question des activités internationales du Canada, les Canadiens ont plus tendance à dire que chacun des régions devrait représenter une faible priorité plutôt qu'une forte priorité :

- Un sur trois (33 %) affirme que le continent africain dans l'ensemble devrait représenter une faible priorité, comparativement à 28 pour cent qui sont en faveur d'une forte priorité.
- Plus de deux sur cinq (42 %) affirment que le Darfour devrait représenter une faible priorité, comparativement à 23 pour cent qui sont en faveur d'une forte priorité.
- De façon similaire, 41 % affirment que le Soudan devrait représenter une faible priorité, comparativement à 20 pour cent qui sont en faveur d'une forte priorité.



Points de vue sur l'approche du Canada au Soudan et au Darfour

On a donné aux répondants les renseignements suivants sur le Soudan et le Darfour :

En fait, le Soudan est un pays d'Afrique et le Darfour, une région du Soudan. Au cours des dernières années, le Soudan a subi deux conflits distincts — une guerre civile entre le Nord et le Sud qui s'est terminée par un accord de paix en 2005 et une poussée de violence ethnique dans la région du Darfour qui n'est pas encore résolue.

À la lumière de ces renseignements, on a demandé aux Canadiens si le Canada : 1) devrait concentrer ses efforts sur l'appui de l'accord de paix qui a mis fin à la guerre civile entre le nord et le sud du Soudan; 2) devrait concentrer ses efforts sur des mesures pour mettre fin au conflit au Darfour; 3) devrait à la fois appuyer l'accord de paix qui a mis fin à la guerre civile entre le nord et le sud du Soudan *et* prendre des mesures pour mettre fin au conflit au Darfour; ou 4) ne devrait *ni* se mêler de mettre fin au conflit au Darfour *ni* appuyer l'accord de paix au Soudan.

Tandis que les résultats révèlent que les Canadiens ont tendance à considérer les activités du Canada en Afrique, au Soudan ou au Darfour comme de faibles priorités, lorsqu'on leur présente quelques renseignements supplémentaires et qu'on leur demande de choisir parmi ces possibilités d'actions générales, seulement un sur quatre (25 %) est d'avis que le Canada ne devrait *ni* se mêler de mettre fin au conflit au Darfour *ni* appuyer l'accord de paix au Soudan. Deux sur trois (67 %) disent que le Canada devrait y participer d'une manière ou d'une autre.

Plus précisément, une pluralité de Canadiens (36 %) sont d'avis que le Canada devrait à la fois appuyer l'accord de paix qui a mis fin à la guerre civile entre le nord et le sud du Soudan *et* prendre des mesures pour mettre fin au conflit au Darfour. Au nombre de ceux qui disent que le Canada devrait se concentrer seulement sur une de ces priorités, 21 pour cent disent qu'il devrait concentrer ses efforts sur l'appui de l'accord de paix qui a mis fin à la guerre civile entre le nord et le sud du Soudan, tandis que 10 pour cent disent qu'il devrait concentrer ses efforts sur des mesures pour mettre fin au conflit au Darfour.

On a aussi mentionné aux répondants que : « Le Canada fait partie des principaux pays participant aux efforts pour apporter la paix au Soudan et mettre fin aux souffrances. Les activités du Canada au Soudan comptent notamment des activités diplomatiques, des opérations de maintien de la paix et de l'aide humanitaire et à la reconstruction. »

À la lumière de ces renseignements, on a demandé aux répondants s'ils sont d'avis que le Canada devrait augmenter ses activités au Soudan, poursuivre ses activités au Soudan sans rien changer ou réduire ses activités au Soudan ou y mettre fin.

Dans ce contexte, une majorité de Canadiens (52 %) disent que le Canada devrait poursuivre ses activités au Soudan sans rien changer, tandis que un sur cinq (20 %) croit que le Canada devrait augmenter ses activités au Soudan. Une proportion supplémentaire de un sur cinq (21 %) est d'avis que le Canada devrait réduire ses activités au Soudan ou y mettre fin.

3. Detailed Findings

Awareness and Knowledge Regarding Sudan and Darfur

Canadians have similar levels of awareness of Sudan and Darfur, though a slightly larger percentage have heard, seen or read something about Darfur (54%) than have heard, seen or read something about Sudan (50%).

There is significant overlap between those aware of Sudan and those aware of Darfur. Seven in ten who have heard, seen or read something about Darfur (70%) have also heard, seen or read something about Sudan. Conversely, 76 percent of those who have heard, seen or read something about Sudan have also heard, seen or read something about Darfur.

Although at least half of Canadians are aware of either Sudan or Darfur, nearly three in four Canadians (72%) say they were unaware that Darfur is a region within the country of Sudan. Just over one in four (28%) say they were aware of this fact. Fewer than half of those aware of Sudan (43%) and those aware of Darfur (43%) were also aware that Darfur is a region within the country of Sudan.

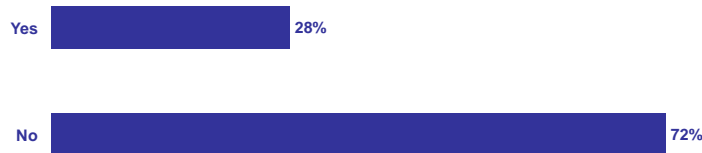


Awareness and knowledge regarding Sudan and Darfur

Q4./Q6. Have you ever heard, seen or read anything about [the Republic of the Sudan, commonly known as Sudan / Darfur]?



Q10. Before today, were you aware that Darfur is a region within the country of Sudan? Base: All respondents (n=1,001)



Base: All respondents (n=1,001)

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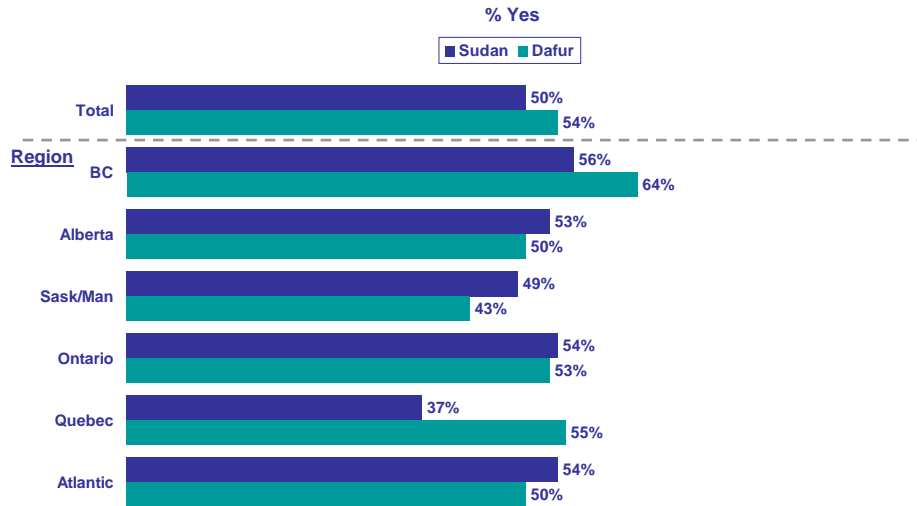
Awareness of Sudan is fairly even across most of the country, with the exception of Quebec, where residents are significantly less likely than those in other provinces to have heard, seen or read something about Sudan, with only 37 percent saying they have compared to the national average of 50 percent. British Columbians (56%) are most likely to be aware of Sudan.

Awareness of Darfur is also highest amongst residents of British Columbia (64%), while it is lowest amongst residents of Saskatchewan and Manitoba (43%).



Awareness of Sudan and Darfur: by region

Q4./Q6. Have you ever heard, seen or read anything about [the Republic of the Sudan, commonly known as Sudan / Darfur]?



Base: All respondents (n=1,001)

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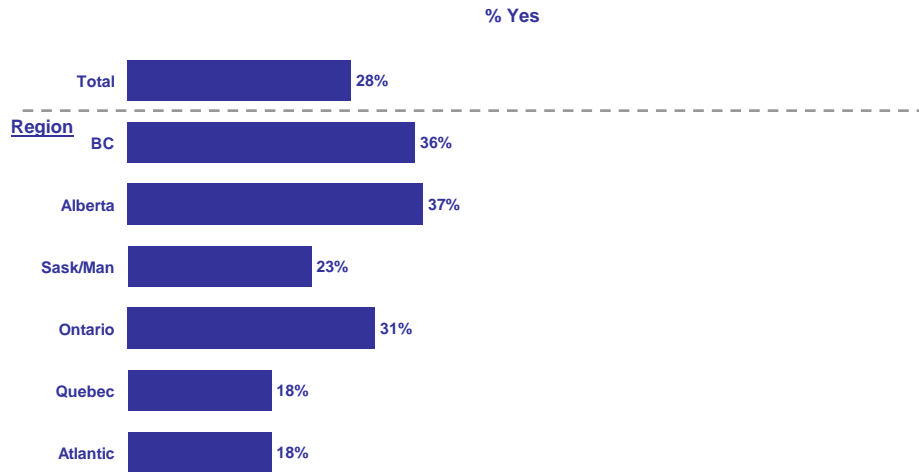
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There is substantial regional variability in the knowledge that Darfur is a region of Sudan. In particular, residents of British Columbia (36%), Alberta (37%), and Ontario (31%) are significantly more likely than those of Saskatchewan and Manitoba (23%), Quebec (18%), and the Atlantic provinces (18%) to say they were aware that Darfur is a region of Sudan.



Knowledge that Darfur is a region of Sudan: by region

Q10. Before today, were you aware that Darfur is a region within the country of Sudan?



Base: All respondents (n=1,001)

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Older Canadians and those with higher levels of education are more likely to have heard, seen or read something about Sudan and/or Darfur.

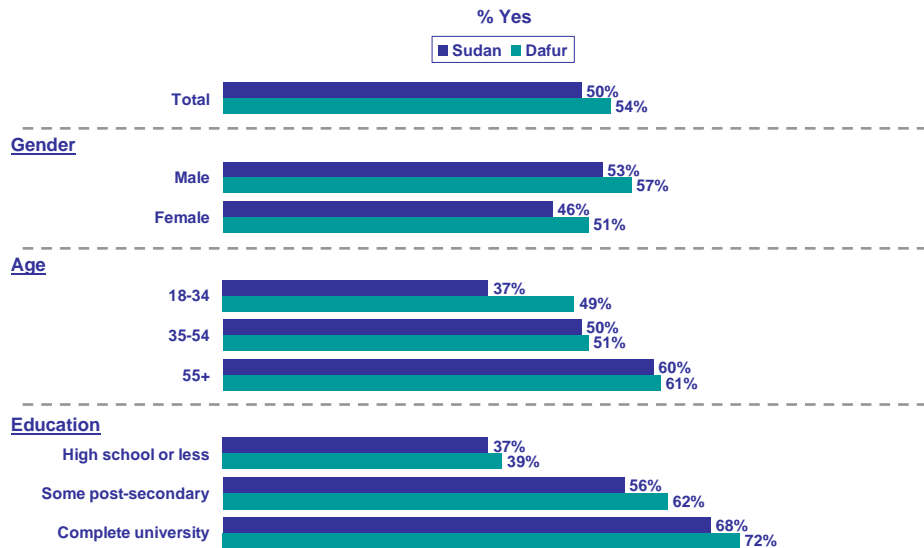
Those aged 55 or older (60%) and 35 to 54 years (50%) are more likely than those aged 18 to 34 years (37%) to have heard, seen or read something about Sudan, as are those with some post-secondary (56%) or a complete university (68%) education compared to those with only a high-school education or less (37%).

Those aged 55 or older (61%) are more likely than those aged 35 to 54 years (51%) and 18 to 34 years (49%) to have heard, seen or read something about Darfur, as are those with some post-secondary (62%) or a complete university (72%) education compared to those with only a high-school education or less (39%).



Awareness of Sudan and Darfur: by gender, age, and education

Q4./Q6. Have you ever heard, seen or read anything about [the Republic of the Sudan, commonly known as Sudan / Darfur]?



Base: All respondents (n=1,001)

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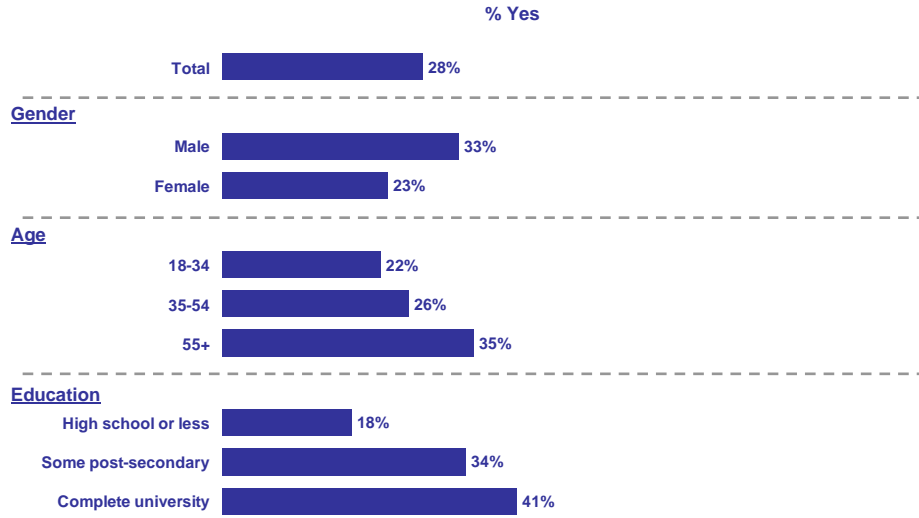
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Men (33%) are significantly more likely than women (23%) to say they were aware that Darfur is a region of Sudan. Likewise, those aged 55 or older (35%) are more likely than those aged 35 to 54 years (26%) and those 18 to 34 years (22%) to say the same, as are those with some post-secondary (34%) or a complete university (41%) education compared to those with only a high-school education or less (18%).



Knowledge that Darfur is a region of Sudan: by gender, age, and education

Q10. Before today, were you aware that Darfur is a region within the country of Sudan? Base: All respondents (n=1,001)



Base: All respondents (n=1,001)

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Those who are aware of Sudan were asked what they have heard, seen or read about it.

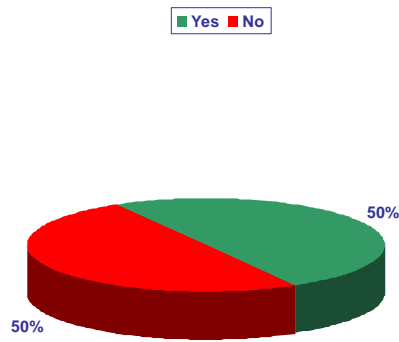
The most common response – war, civil war or conflict – is mentioned by one in three (29%). The next most oft-heard answer is that Sudan is a troubled region, not a good place, or that it suffers from bad conditions (14%).

Other common mentions include: just heard the name/saw something in the news (10%), poor country/region (9%), shortage of food/starvation/hunger/famine (9%) and, simply, that it's a country in Africa (9%).

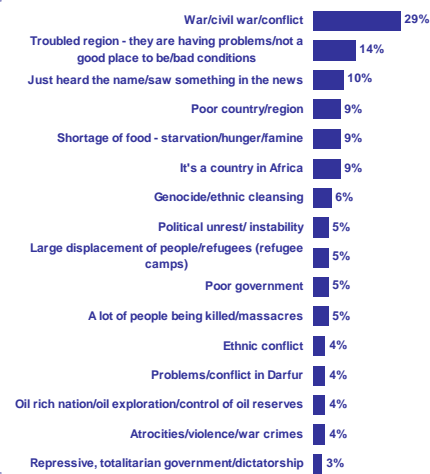


Specific knowledge regarding Sudan

Q4. Have you ever heard, seen or read anything about the Republic of the Sudan, commonly known as Sudan?



Q5. What have you heard, seen or read about Sudan? Anything else?



Mentions of 3% or greater

Base: All respondents (n=1,001)

Base: Heard, seen or read about Sudan (n=559)



Those who are aware of Darfur were asked what they have heard, seen or read about it.

The most common response is similar to the top mention regarding Sudan – civil war or conflict – and is mentioned by one in four (24%). The next most oft-heard answer is genocide or ethnic cleansing (16%).

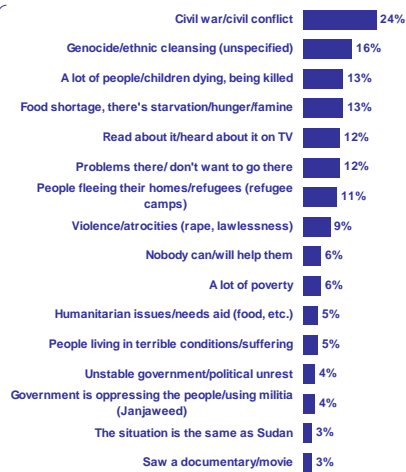
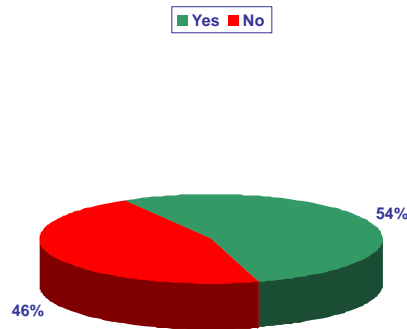
Other common mentions include: a lot of people/children dying or being killed (13%), food shortage/starvation/hunger/famine (13%), read about it/heard about it on TV (12%), problems there/don't want to go there (12%), and people fleeing their homes/refugees (11%).



Specific knowledge regarding Darfur

Q6. Have you ever heard, seen or read anything about Darfur?

Q7. What have you heard, seen or read about Darfur? Anything else?



Mentions of 3% or greater

Base: All respondents (n=1,001)

Base: Heard, seen or read about Darfur (n=598)



Familiarity with and Views Regarding Canada's Involvement in Africa

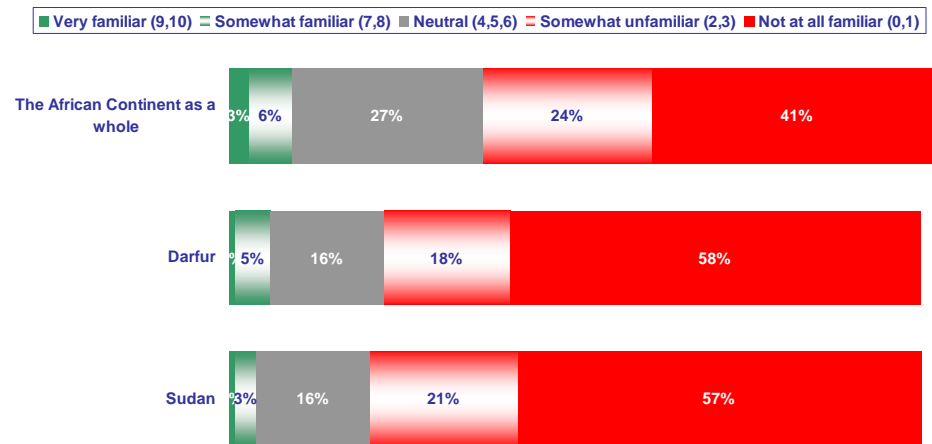
Respondents were asked to rate their level of familiarity with the Government of Canada's involvement in the African Continent as a whole, Sudan, and Darfur, using a scale of 0 to 10, where 0 means not at all familiar and 10 means very familiar.

On this basis, majorities say they are unfamiliar (rating as 0, 1, 2 or 3 on the scale) with Canada's involvement in the African continent as a whole (65%), Darfur (76%) and Sudan (78%). Fewer than one in ten say they are familiar (rating as 7, 8, 9 or 10 on the scale) with Canada's involvement in the African Continent as a whole (9%), Sudan (4%) or Darfur (4%).



Familiarity with Canada's involvement

Q8. How familiar would you say you are with the Government of Canada's involvement in each of the following countries or regions? Please rate your level of familiarity on a scale of 0 to 10, where 0 means not at all familiar and 10 means very familiar. How about...



Base: All respondents (n=1,001)

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Respondents aware of Sudan, those aware of Darfur, and those who knew that Darfur is a region within the country of Sudan, are all more likely than those not aware to say that they are familiar with Canada's involvement in each of these regions (rating as a 7, 8, 9 or 10 on the scale). However, even among those aware of Sudan, Darfur and that Darfur is a region within Sudan, the levels of familiarity with Canada's involvement are quite low.



Familiarity with Canada's involvement: by awareness of Sudan and Darfur, and knowledge that Darfur is a region in Sudan

Q8. How familiar would you say you are with the Government of Canada's involvement in each of the following countries or regions? Please rate your level of familiarity on a scale of 0 to 10, where 0 means not at all familiar and 10 means very familiar. How about...

Familiar (7, 8, 9, 10 on the scale) with Canada's involvement in...	TOTAL	Sudan		Darfur		Darfur is a region in Sudan	
		Aware	Not aware	Aware	Not aware	Knew	Did not know
The African Continent as a whole	9%	12%	5%	12%	5%	15%	7%
Darfur	6%	9%	3%	11%	0%	13%	3%
Sudan	4%	6%	2%	6%	2%	9%	2%

Base: All respondents (n=1,001)

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Those aged 55 or older are more likely than younger Canadians to say they are familiar with Canada's involvement in each of the three regions tested (rating as 7, 8, 9 or 10 on the scale):

- 15% of those aged 55 or older are very or somewhat familiar with the African Continent as a whole compared to only 7% of those aged 35 to 54 years and 6% of those aged 18 to 34 years;
- 10% of those aged 55 or older are very or somewhat familiar with Darfur compared to only 4% of those aged 35 to 54 years and 4% of those aged 18 to 34 years; and
- 8% of those aged 55 or older are very or somewhat familiar with Sudan compared to only 3% of those aged 35 to 54 years and 2% of those aged 18 to 34 years.



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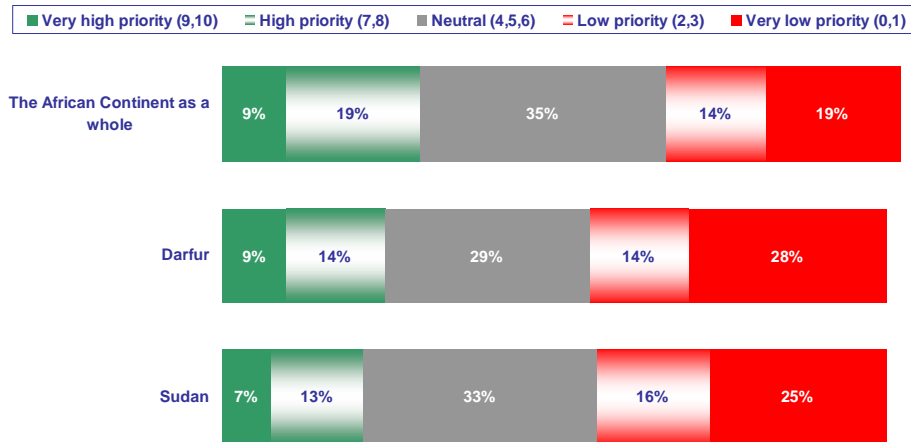
Using a scale of 0 to 10, where 0 means a very low priority and 10 means a very high priority, respondents were also asked to rate how much of a priority of the African Continent as a whole, Sudan, and Darfur ought to be amongst Canada's international activities.

In each case, the proportion who says the region in question should be a low priority (rating as 0, 1, 2 or 3 on the scale) outweighs the proportion who says it should be a high priority (rating as 7, 8, 9 or 10 on the scale). One in three (33%) say the African Continent as a whole should be a low priority versus 28 percent who say it should be a high priority. Over two in five (42%) say Darfur should be a low priority versus 23 percent who say it should be a high priority. Similarly, 41 percent say Sudan should be a low priority versus 20 percent who say the country should be a high priority.



Priorities regarding Canada's international activities

Q9. How much of a priority do you think each of the following countries or regions should be when it comes to Canada's international activities? Please rate your view on a scale of 0 to 10, where 0 means it is a very low priority and 10 means it is a very high priority. How about... Base: All respondents (n=1,001)



Base: All respondents (n=1,001)

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Those aware of Sudan and Darfur, and those who knew that Darfur is a region in Sudan are all more likely to say the African Continent, Sudan and Darfur should be priorities for Canada's international activities.



Priorities regarding Canada's international activities: by awareness of Sudan and Darfur, knowledge that Darfur is a region in Sudan, and familiarity with Canada's involvement in Africa, Sudan and Darfur

Q9. How much of a priority do you think each of the following countries or regions should be when it comes to Canada's international activities? Please rate your view on a scale of 0 to 10, where 0 means it is a very low priority and 10 means it is a very high priority. How about... Base: All respondents (n=1,001)

Rate as a high priority (7, 8, 9, 10 on the scale) Canada's international activities in...	TOTAL	Sudan		Darfur		Darfur is a region in Sudan	
		Aware	Not aware	Aware	Not aware	Knew	Did not know
The African Continent as a whole	28%	36%	21%	37%	18%	41%	23%
Darfur	24%	34%	13%	37%	8%	42%	16%
Sudan	20%	30%	11%	30%	9%	38%	14%

Base: All respondents (n=1,001)

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There are no statistically significant differences in terms of gender when it comes to prioritizing Canada’s international activities in Sudan and Darfur. By age, younger respondents (aged 18 to 34 years) more often prioritize Sudan and Darfur than do middle-aged (35 to 54 years) or older respondents (55 years or older).

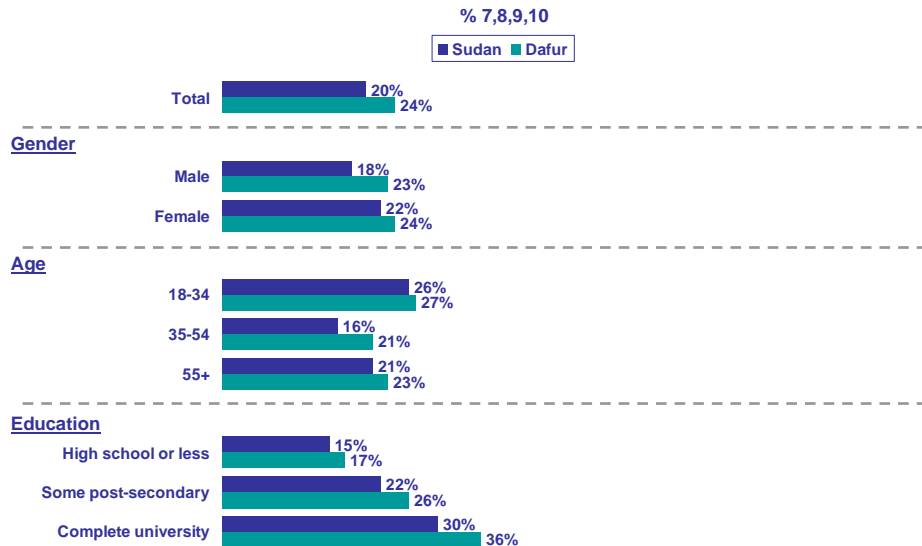
There is a clear trend in terms of education, with the proportion assigning high levels of priority rising incrementally with higher levels of education:

- Those with some post-secondary (22%) or a complete university (30%) education are more likely than those with only a high-school education or less (15%) to rate Canada’s international activities in Sudan as a high priority (7, 8, 9, or 10 on the scale); and
- Those with some post-secondary (26%) or a complete university (36%) education are more likely than those with only a high-school education or less (17%) to rate Canada’s international activities in Darfur as a high priority (7, 8, 9, or 10 on the scale).



Priorities regarding Canada’s international activities: by gender, age, and education

Q9. How much of a priority do you think each of the following countries or regions should be when it comes to Canada’s international activities? Please rate your view on a scale of 0 to 10, where 0 means it is a very low priority and 10 means it is a very high priority. How about...



Base: All respondents (n=1,001)

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Views on Canada's Approach to Sudan and Darfur

Canadians were provided the following information about Sudan and Darfur:

In fact, Sudan is a country in Africa and Darfur is a region within Sudan. In recent years, Sudan has experienced two separate conflicts -- a civil war between Northern Sudan and Southern Sudan which ended with a peace agreement in 2005 -- and ethnic violence in the Darfur region which remains unresolved.

On the basis of this information, Canadians were asked whether Canada should: 1) focus on supporting the peace agreement that ended Sudan's North-South civil war; 2) focus on ending the conflict in Darfur; 3) focus on both supporting the peace agreement that ended the civil war *and* ending the conflict in Darfur; or, 4) not be involved in *either* supporting the peace agreement or ending the Darfur conflict.

While we find that Canadians tend to view Canada's activities in Africa, Sudan or Darfur as lower priorities, when asked to choose among these broad policy options, only one in four (25%) say that Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan. Two in three (67%) say Canada should be involved in some way.

Specifically, the plurality of Canadians (36%) feel that Canada should both support the peace agreement that ended Sudan's North-South civil war *and* take steps to end the conflict in Darfur. Among those who say Canada should focus on just one of these priorities, 21 percent say Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war, while 10 percent say that Canada should focus its efforts on ending the conflict in Darfur.





Where Canada should focus its efforts

Q11. Considering Canada's role with respect to Sudan and Darfur, which of the following statements comes closest to your opinion?
Base: All respondents (n=1,001)



Base: All respondents (n=1,001)

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Those aware of Darfur (42%) are more likely than those unaware (30%) to say that Canada should focus its efforts both on supporting the peace agreement that ended Sudan’s North-South civil war and on ending the conflict in Darfur. Those who did know that Darfur is a region in Sudan (15%) are more likely than those who did not know (8%) to say that Canada should focus its efforts on only on ending the conflict in Darfur. Those not aware of Sudan (28%) or Darfur (33%) and those who did not know that Darfur is a region in Sudan (27%) are more likely than others to say that Canada should not be involved in either supporting the peace agreement or in ending the conflict in Darfur.



Where Canada should focus its efforts: by awareness of Sudan and Darfur, knowledge that Darfur is a region in Sudan, and familiarity with Canada’s involvement in Africa, Sudan and Darfur

Q11. Considering Canada’s role with respect to Sudan and Darfur, which of the following statements comes closest to your opinion?
 Base: All respondents (n=1,001)

	TOTAL	Sudan		Darfur		Darfur is a region in Sudan	
		Aware	Not aware	Aware	Not aware	Knew	Did not know
Canada should both support the peace agreement that ended Sudan’s North-South civil war and take steps to end the conflict in Darfur	36%	38%	34%	42%	30%	37%	36%
Canada should focus its efforts on supporting the peace agreement that ended Sudan’s North-South civil war	21%	24%	19%	24%	18%	24%	20%
Canada should focus its efforts on ending the conflict in Darfur	10%	10%	10%	11%	8%	15%	8%
Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan	25%	21%	28%	17%	33%	18%	27%
Don’t know/Refused	8%	7%	9%	6%	11%	7%	9%

Base: All respondents (n=1,001)

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Those who are more likely to feel that Canada should both support the peace agreement that ended Sudan's North-South civil war and take steps to end the conflict in Darfur include:

- Women (40%) compared to men (32%); and
- Those aged 18 to 34 years (46%) and 35 to 54 years (37%) compared to those aged 55 or older (27%).

Those who are more likely to feel that Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war include:

- Eastern Canadians, especially residents of Quebec (27%) compared to Western Canadians, especially residents of Alberta (15%) and Saskatchewan and Manitoba (10%); and
- Those aged 55 or older (27%) compared to those aged 35 to 54 years (20%) and 18 to 34 years (16%).

Those who are more likely to feel that Canada should focus its efforts on ending the conflict in Darfur include:

- Residents of the Atlantic provinces (21%) compared to those of the rest of Canada, especially British Columbia (8%), Alberta (5%), Ontario (9%), and Quebec (9%); and
- Men (12%) compared to women (8%).

Those who are more likely to feel that Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan include:

- Men (28%) compared to women (21%);
- Older Canadians, especially those aged 35 to 54 years (28%) compared to those aged 18 to 34 years (19%); and
- Those with a high-school education or less (29%) compared to those with some post-secondary (22%) or a complete university education (18%).





Where Canada should focus its efforts: by region, gender, age, and education

Q11. Considering Canada's role with respect to Sudan and Darfur, which of the following statements comes closest to your opinion?
 Base: All respondents (n=1,001)

	TOTAL	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
Canada should both support the peace agreement that ended Sudan's North-South civil war and take steps to end the conflict in Darfur	36%	39%	37%	41%	35%	38%	26%
Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war	21%	19%	15%	10%	21%	27%	23%
Canada should focus its efforts on ending the conflict in Darfur	10%	8%	5%	16%	9%	9%	21%
Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan	25%	25%	28%	29%	27%	19%	23%
Don't know/Refused	8%	8%	15%	5%	8%	8%	7%

	TOTAL	Male	Female	18-34	35-54	55+	High school or less	Some post-secondary	Complete university
Canada should both support the peace agreement that ended Sudan's North-South civil war and take steps to end the conflict in Darfur	36%	32%	40%	46%	37%	27%	34%	39%	37%
Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war	21%	22%	21%	16%	20%	27%	19%	21%	26%
Canada should focus its efforts on ending the conflict in Darfur	10%	12%	8%	13%	9%	9%	8%	11%	13%
Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan	25%	28%	21%	19%	28%	26%	29%	22%	18%
Don't know/Refused	8%	6%	10%	6%	8%	11%	10%	8%	6%

Base: All respondents (n=1,001)

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Respondents were read the following information about Canada's involvement in Sudan:

Canada is among the leading countries involved in efforts to bring peace to Sudan and end suffering there. Canada's activities in Sudan include diplomacy, peacekeeping operations, and humanitarian and reconstruction assistance.

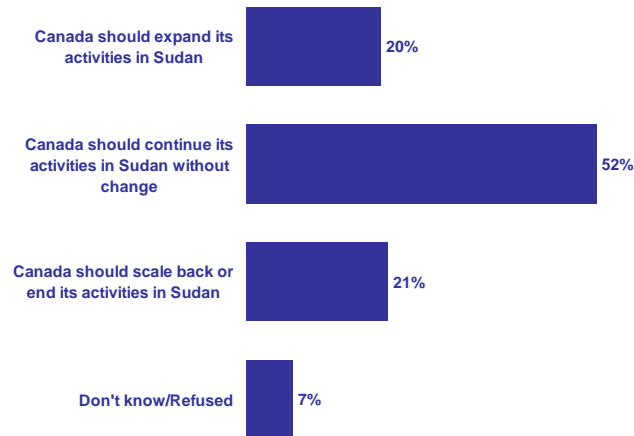
Based on this information, respondents were then asked whether they feel that Canada should expand its activities in Sudan, continue its activities without change, or scale back or end its activities.

On this basis, a majority of Canadians (52%) say Canada should continue its activities in Sudan without change, while one in five (20%) say Canada should expand its activities in Sudan. An additional one in five (21%) says that Canada should scale back or end its activities in Sudan.



Canada's activities in Sudan

Q13. Which of the following statements comes closest to your view? Base: All respondents (n=1,001)



Base: All respondents (n=1,001)

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Those who are more likely to feel that Canada should expand its activities in Sudan include:

- Those who are aware of Sudan (25%) compared to those who are not (14%);
- Those who are aware of Darfur (26%) compared to those who are not (12%); and,
- Those who knew that Darfur is a region within the country of Sudan (30%) compared to those who did not know (16%).

Those who are more likely to feel that Canada should scale back or end its activities in Sudan include:

- Those who are unaware of Sudan (26%) compared to those who are aware (16%);
- Those who are unaware of Darfur (30%) compared to those who are aware (14%);
- Those who did not know that Darfur is a region within the country of Sudan (23%) compared to those who did know (16%);



Canada’s activities in Sudan: by awareness of Sudan and Darfur, knowledge that Darfur is a region in Sudan, and familiarity with Canada’s involvement in Africa, Sudan and Darfur

Q13. Which of the following statements comes closest to your view? Base: All respondents (n=1,001)

	TOTAL	Sudan		Darfur		Darfur is a region in Sudan	
		Aware	Not aware	Aware	Not aware	Knew	Did not know
Canada should expand its activities in Sudan	20%	25%	14%	26%	12%	30%	16%
Canada should continue its activities in Sudan without change	52%	52%	52%	54%	50%	50%	53%
Canada should scale back or end its activities in Sudan	21%	16%	26%	14%	30%	16%	23%
Don't know/Refused	7%	7%	8%	6%	8%	5%	8%

Base: All respondents (n=1,001)

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Those who are more likely to feel that Canada should expand its activities in Sudan include:

- Residents of Quebec (27%) compared to those of British Columbia (14%), Alberta (16%), and Ontario (16%); and
- Those with higher levels of education, especially those with a complete university education (26%) compared to those with only a high-school education or less (16%).

Those who are more likely to feel that Canada should scale back or end its activities in Sudan include:

- Those aged 35 to 54 years (23%) and 55 or older (26%) compared to those aged 18 to 34 years (13%); and
- Those with lower levels of education, especially those with only a high-school education or less (25%) compared to those with a complete university education (15%).



Canada's activities in Sudan: by region, gender, age, and education

Q13. Which of the following statements comes closest to your view? Base: All respondents (n=1,001)

	TOTAL	BC	Alberta	Sask/Man	Ontario	Quebec	Atlantic
Canada should expand its activities in Sudan	20%	14%	16%	22%	16%	27%	25%
Canada should continue its activities in Sudan without change	52%	58%	52%	53%	56%	44%	50%
Canada should scale back or end its activities in Sudan	21%	21%	25%	17%	21%	20%	22%
Don't know/Refused	7%	8%	8%	8%	7%	8%	3%

	TOTAL	Male	Female	18-34	35-54	55+	High school or less	Some post-secondary	Complete university
Canada should expand its activities in Sudan	20%	20%	19%	23%	19%	17%	16%	20%	26%
Canada should continue its activities in Sudan without change	52%	52%	53%	58%	50%	50%	52%	54%	51%
Canada should scale back or end its activities in Sudan	21%	22%	21%	13%	23%	26%	25%	19%	15%
Don't know/Refused	7%	7%	8%	6%	8%	7%	7%	6%	8%

Base: All respondents (n=1,001)

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4. Appendix I: Questionnaire

[INTRODUCTION]

Hello, this is (INTERVIEWER'S NAME) calling from Ipsos Reid. We're a professional public opinion research company. I'd like to assure you that we're not trying to sell you anything. We're conducting a survey on behalf of the Government of Canada. This survey will take about 5 minutes. Your responses will remain entirely anonymous. I'd like to speak to the person in your household who is 18 years of age or older, and who had their birthday last. Is that you? [IF YES CONTINUE; IF NO, ASK TO SPEAK WITH CORRECT MEMBER OF HOUSEHOLD.]

Bonjour, ici (NOM DE L'INTERVIEWER), d'Ipsos-Reid. Nous sommes une firme professionnelle de sondage d'opinion publique et je tiens à vous assurer que nous n'avons rien à vendre. Nous menons actuellement une étude pour le compte du gouvernement du Canada. Ce sondage prendra environ cinq minutes. Vos réponses resteront entièrement anonymes. J'aimerais parler à la personne de votre foyer âgée de 18 ans ou plus qui est la dernière à avoir célébré son anniversaire. Est-ce vous? [IF YES CONTINUE; IF NO, ASK TO SPEAK WITH CORRECT MEMBER OF HOUSEHOLD.]

[RECORD GENDER] [INSCRIRE LE SEXE]

1. What year were you born in? (RECORD ALL FOUR DIGITS.)
En quelle année êtes-vous né? (INSCRIRE LES QUATRE CHIFFRES.)

[NUMERIC 1900-1991]

[IF Q1=DK/REF, SKIP TO Q3; ELSE CONTINUE]
[IF "1991" TO Q1 ASK Q2, ELSE SKIP TO Q4]

2. Have you already had a birthday this year?
Avez-vous déjà fêté votre anniversaire cette année?

Yes

Oui

No [TERMINATE]

Non [TERMINATE]

Don't know [TERMINATE]

Je ne sais pas [TERMINATE]

[IF Q1 OR Q2=DK/REF, CONTINUE; ELSE SKIP TO Q4]

3. Can you please tell me which of the following age categories you fall into? (READ LIST. ENTER SINGLE RESPONSE ONLY. IF UNSURE, ENCOURAGE BEST GUESS. STOP WHEN RESPONDENT STATES THEIR CATEGORY.)



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Pourriez-vous me dire auquel des groupes d'âge suivants vous appartenez? (LIRE LA LISTE. INSCRIRE UNE SEULE RÉPONSE. SI INCERTAIN, DEMANDER LA MEILLEURE APPROXIMATION. ARRÊTER LORSQUE LE RÉPONDANT MENTIONNE SA CATÉGORIE.)

- 18 to 24
- 18 à 24 ans
- 25 to 34
- 25 à 34 ans
- 35 to 44
- 35 à 44 ans
- 45 to 54
- 45 à 54 ans
- 55 to 64
- 55 à 64 ans
- 65 or older
- 65 ans ou plus

4. Have you ever heard, seen or read anything about the Republic of the Sudan, commonly known as Sudan?
Avez-vous déjà vu, lu ou entendu quoi que ce soit sur la République du Soudan, généralement appelée Soudan?

- Yes
- Oui
- No
- Non
- Don't know
- Je ne sais pas

[IF Q4=YES, CONTINUE; ELSE SKIP TO Q6]

5. What have you heard, seen or read about Sudan? Anything else? (PROBE UNTIL EXHAUSTION)
Qu'avez-vous vu, lu ou entendu sur le Soudan? Y a-t-il autre chose? (SONDER POUR AVOIR AUTANT DE DÉTAILS QUE POSSIBLE.)

[OPEN; RECORD ALL MENTIONS]

6. Have you ever heard, seen or read anything about Darfur?
Avez-vous déjà vu, lu ou entendu quoi que ce soit sur le Darfour?

- Yes
- Oui
- No
- Non
- Don't know
- Je ne sais pas



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[IF Q6=YES, CONTINUE; ELSE SKIP TO Q8]

7. What have you heard, seen or read about Darfur? Anything else? (PROBE UNTIL EXHAUSTION)
Qu'avez-vous vu, lu ou entendu sur le Darfour? Y a-t-il autre chose? (SONDER POUR AVOIR
AUTANT DE DÉTAILS QUE POSSIBLE.)

[OPEN; RECORD ALL MENTIONS]

8. How familiar would you say you are with the Government of Canada's involvement in each of the following countries or regions? Please rate your level of familiarity on a scale of 0 to 10, where 0 means not at all familiar and 10 means very familiar. How about... **[INSERT ITEM]** (RE-READ SCALE AS NECESSARY)
Dans quelle mesure diriez-vous que vous êtes au courant de la participation du gouvernement du Canada dans chacune des régions ou chacun des pays suivants? Veuillez indiquer dans quelle mesure vous êtes au courant sur une échelle de 0 à 10, où 0 signifie pas du tout et 10, beaucoup. En ce qui concerne... **[INSERT ITEM]** (RELIRE L'ÉCHELLE AU BESOIN)

[RANDOMIZE]

Sudan
Le Soudan
Darfur
Le Darfour
The African Continent as a whole
Le continent africain dans l'ensemble

[0-10]

9. How much of a priority do you think each of the following countries or regions should be when it comes to Canada's international activities? Please rate your view on a scale of 0 to 10, where 0 means it is a very low priority and 10 means it is a very high priority. How about... **[INSERT ITEM]** (RE-READ SCALE AS NECESSARY)
Selon vous, quel niveau de priorité devrait représenter chacune des régions ou chacun des pays suivants lorsqu'il est question des activités internationales du Canada? Veuillez indiquer votre point de vue sur une échelle de 0 à 10, où 0 signifie une très faible priorité et 10, une très forte priorité. En ce qui concerne... **[INSERT ITEM]** (RELIRE L'ÉCHELLE AU BESOIN)

[RANDOMIZE]

Sudan
Le Soudan
Darfur
Le Darfour
The African Continent as a whole
Le continent africain dans l'ensemble



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[0-10]

10. Before today, were you aware that Darfur is a region within the country of Sudan?
Avant aujourd'hui, saviez-vous que le Darfour était une région du Soudan?

Yes

Oui

No

Non

Don't know

Je ne sais pas

[READ TO ALL:] *In fact, Sudan is a country in Africa and Darfur is a region within Sudan. In recent years, Sudan has experienced two separate conflicts -- a civil war between Northern Sudan and Southern Sudan which ended with a peace agreement in 2005 -- and ethnic violence in the Darfur region which remains unresolved.*

[READ TO ALL:] *En fait, le Soudan est un pays d'Afrique et le Darfour, une région du Soudan. Au cours des dernières années, le Soudan a subi deux conflits distincts -- une guerre civile entre le Nord et le Sud qui s'est terminée par un accord de paix en 2005 et une poussée de violence ethnique dans la région du Darfour qui n'est pas encore résolue.*

11. Considering Canada's role with respect to Sudan and Darfur, which of the following statements comes closest to your opinion?
Compte tenu du rôle du Canada en ce qui concerne le Soudan et le Darfour, lequel des énoncés suivants se rapproche le plus de votre opinion?

[RANDOMIZE; CHOOSE ONLY ONE]

Canada should focus its efforts on supporting the peace agreement that ended Sudan's North-South civil war

Le Canada devrait concentrer ses efforts sur l'appui de l'accord de paix qui a mis fin à la guerre civile entre le Nord et le Sud du Soudan.

Canada should focus its efforts on ending the conflict in Darfur

Le Canada devrait concentrer ses efforts sur des mesures pour mettre fin au conflit au Darfour.

Canada should both support the peace agreement that ended Sudan's North-South civil war and take steps to end the conflict in Darfur

Le Canada devrait à la fois appuyer l'accord de paix qui a mis fin à la guerre civile entre le Nord et le Sud du Soudan et prendre des mesures pour mettre fin au conflit au Darfour.

Canada should not be involved either in ending the conflict in Darfur or in supporting the peace agreement in Sudan

Le Canada ne devrait ni se mêler de mettre fin au conflit au Darfour ni appuyer l'accord de paix au Soudan.

Don't know/ Not sure



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Je ne sais pas/Incertain

[READ TO ALL:] *Canada is among the leading countries involved in efforts to bring peace to Sudan and end suffering there. Canada's activities in Sudan include diplomacy, peacekeeping operations, and humanitarian and reconstruction assistance.*

[READ TO ALL:] *Le Canada fait partie des principaux pays participant aux efforts pour apporter la paix au Soudan et mettre fin aux souffrances. Les activités du Canada au Soudan comptent notamment des activités diplomatiques, des opérations de maintien de la paix et de l'aide humanitaire et à la reconstruction.*

12. Which of the following statements comes closest to your view?
Lequel des énoncés suivants se rapproche le plus de votre point de vue?

[RANDOMIZE; CHOOSE ONLY ONE]

Canada should scale back or end its activities in Sudan
Le Canada devrait réduire ses activités au Soudan ou y mettre fin
Canada should expand its activities in Sudan
Le Canada devrait augmenter ses activités au Soudan
Canada should continue its activities in Sudan without change **[ALWAYS READ LAST]**
Le Canada devrait poursuivre ses activités au Soudan sans rien changer **[ALWAYS READ LAST]**

[DEMOGRAPHICS]

[READ TO ALL:] *These last few questions are strictly for statistical purposes and I remind you that all of your answers are completely confidential.*

[READ TO ALL:] *Les dernières questions sont posées uniquement à des fins statistiques. Je vous rappelle que toutes vos réponses sont entièrement confidentielles.*

13. What is the highest level of formal education that you have completed? (READ LIST. ONE RESPONSE ONLY.)
Quel est le niveau de scolarité le plus élevé que vous avez complété? (LIRE LA LISTE. UNE SEULE RÉPONSE.)

Grade school or some high school
École primaire ou études secondaires en partie
Complete high school
Diplôme d'études secondaires
Complete technical or trade school/Community college
Diplôme d'études techniques ou commerciales/collégiales
Some community college or university, but did not finish
Études collégiales ou universitaires en partie
Complete university degree, such as a Bachelor's
Diplôme d'études universitaires, comme un baccalauréat



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Post-graduate degree, such as a Master's or Ph.D.

Diplôme d'études universitaires de deuxième ou de troisième cycle, comme une maîtrise ou un doctorat

[RECORD FSA OR POSTAL CODE]

[RECORD URBAN/RURAL]



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