

## IX. SUMMARY AND CONCLUSIONS

This segment of the report presents a summary of the main conclusions and findings which emerge from the October survey. They are grouped below according to the various topic areas explored in the report.

### Awareness and Attentiveness Re Outcome of Free Trade Negotiations

- o Despite a majority of Canadians claiming to be attentive to the trade discussions, most Canadians are not that familiar with what is contained in the agreement. Almost two-thirds (63%) say they are either "not too familiar" or "not familiar at all" with what is contained in the agreement.
- o There are differing views among those Canadians who claim to have read or heard something about the outcome of the Canada-U.S. free trade negotiations as to what exactly the outcome has been. While 44% of Canadians say that a free trade deal was reached, 21% believe that the outcome was something other than an agreement being reached.

### Support/Opposition to the Initiative

- o Overall support for the free trade with the United States remains constant, with close to half the population (48%) supporting the free trade agreement reached with the United States, 43% opposing it and 9% having no opinion. Opinions on the agreement vary on the basis of respondents' expectations as to the economic benefits or drawbacks for Canada.
- o The reasons offered in support of the free trade agreement all point to various positive economic consequences for Canada, be these in the form of expanded markets for the sale of Canadian goods, lower prices, duties and taxes on goods, or in an anticipated stimulus to Canadian industries as a result of free trade.