

Table 3 demonstrates a growing priority attached to the importance of future trade with the United States. But the corollary to this is not an erosion in support for trade diversification. Canadians do not necessarily see the world trade map in exclusionary terms. The majority in the West continues to place greater emphasis on diversified economic relationships.

Among demographic variables, age is the sole one of interest. In general, younger Canadians appear to be more United States-centred in their perceptions of international trade (+7) while those over 45 are less so (-7).

C. Overall Orientation to Freer Trade

If Canadians are multilateral in their orientation to future Canadian markets, what is their position on Canada's entry into some type of more open trade agreement with the United States? The overwhelming majority (78%) of Canadians continue to believe that it is a good idea to liberalize trade across the 49th parallel. While this level has remained constant since April of 1986, the data indicate a shift (-6) from the most positive pole of assessment.

Table 4
POSITIONS ON A "MORE OPEN
TRADE AGREEMENT WITH THE UNITED STATES"

	JULY 1986 %	APRIL 1986 %	CULTURAL NATIONALIST JULY 1986 %	CULTURAL NATIONALIST APRIL 1986 %
A Very Good Idea	12	18	8	11
A Good Idea	66	61	60	55
A Bad Idea	19	16	32	26
A Very Bad Idea	2	4	32	7

Note: Percentages sum vertically and may not sum to 100% due to rounding and exclusion of "no opinion." Cultural-Nationalists are defined as those who do not feel that Canada's television, publishing or performing arts industries should be included in any negotiations with the United States.