

income: in terms of formal schooling, this figure was highest among respondents who have not received a high school education (47%, dropping down to 26% of their university educated counterparts); turning to the income variable, the level of solid agreement stood at 40 percent for lower income respondents surveyed but went down to 27 percent of those from households earning more than \$50,000 per year. Further, strong agreement hovered around the 55 percent mark among those individuals in very much opposed to the two free trade agreements.

Again, there were significant variations in the results among the psychographic segments. One in four Enthusiastic Advocates (25%) agreed, while 39 percent of the Dispassionate Supporters agreed. Sixty-two percent of the Concerned Pragmatists, 56 percent of Old-fashioned Opponents, and 69 percent of the Resolute Antagonists agreed that the Canada-Mexico trade balance under the NAFTA would be negative for Canada.

- **The North American Free Trade Agreement is good for Canadian exports because it clears up problems in the Canada-U.S. free trade agreement** - In sharp contrast to the other seven items examined in this exercise, this statement drew a significantly lower level of agreement from the Canadian public. Overall agreement with this statement measured 33 percent, with only one in ten (13%) expressing strong agreement. Indeed, respondents are just as likely to disagree that the NAFTA clears up problems with the FTA (37% basic disagreement, with fully 22% strongly disagreeing). Analysis of the survey results across descriptors of the population show that the level of overall agreement (a 5, 6 or 7) with this statement was highest among residents of Quebec and the Atlantic provinces (38% and 36% respectively), men (37%) and staunch supporters of the FTA and the NAFTA (one in three).

107