

households to more than nine in ten (94%) of individuals from households earning in excess of \$50,000 annually.

Awareness of the NAFTA was highest among Resolute Antagonists (92%), followed by the Enthusiastic Advocates (90%), the Old-fashioned opponents (87%). Eighty-five percent of the Dispassionate Supporters and the Concerned Pragmatists have heard about the North-American Free Trade Agreement.

When respondents who expressed awareness of the NAFTA were asked to describe, on an open-ended "top-of-mind" basis, what they remember about what they have seen, read or heard about the agreement, the most frequent response was lost jobs/low Mexican wages (24%). This recollection was more characteristic of respondents from Ontario (27%), Quebec (29%) and Atlantic Canada (26%) relative to their counterparts in the West (an average of 16%), as well as among those who oppose rather than support the NAFTA (31% versus 16%). The next most common items were cited by only half as many polled respondents - freer trade between the three countries and reduced tariffs (12%) and the belief that the deal is inevitable (11%). Other significant mentions were that the NAFTA is bad for Canada in general (8%), the pact is simply an extension of the Canada-U.S. Free Trade Agreement (7%), the United States is getting the better deal (6%), and that Canada's manufacturing sector will be negatively affected (5%).

The Enthusiastic Advocates were more likely to remember hearing about freer trade and the lowering of tariffs (19%), while the Resolute Antagonists were more likely to hear that the NAFTA is bad for Canada (11%).

Only about one-quarter (27%) of all respondents felt that the NAFTA is an improvement over the current FTA, compared to a clear plurality (43%) who held the opposite perception. The level of uncertainty elicited by this question was quite high at 30 percent.

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