

B. Canada's Trading Partners

To determine perceptions of Canada's position in global trading, respondents were asked where Canada should focus future efforts in selling goods and services. In the first wave of this study, the data suggested a majority consensus that a multilateral approach was Canada's best option. Since that time, there appears to be a growing feeling that the United States should provide the focus of future trade efforts. This may reflect a heightened awareness of Canada-U.S. trade relations during the intervening process of free trade talks. Still just a narrow plurality (46% or +13 over Wave I) indicate that the United States is where Canada should focus future trading efforts. Despite this shift, however, most Canadians do not necessarily see Canada's role in international trade in exclusionary terms. The western provinces in particular continue to emphasize a multilateral trade strategy. Table 3 outlines regional variations on Canada's future trade picture.

Table 3

WHERE CANADA SHOULD TRADE BY REGION

<u>REGION</u>	<u>UNITED STATES</u>		<u>PACIFIC</u>		<u>EUROPE</u>		<u>OTHER</u>	
	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>
British Columbia	39	(+11)	39	(-5)	11	(-10)	11	(+4)
Alberta	45	(+10)	29	(-2)	12	(-12)	15	(+5)
Saskatchewan/Manitoba	47	(+17)	19	(-5)	19	(-7)	15	(+3)
Ontario	49	(+20)	18	(-10)	18	(-7)	15	(±0)
Quebec	50	(+13)	20	(±0)	17	(-9)	15	(±0)
Atlantic	60	(+25)	12	(-10)	14	(-13)	14	(+2)
National Average	46	(+13)	20	(-7)	15	(-4)	16	(-7)

Note: Net change reports variations over measures in April 1986.