

## VIII. SUMMARY AND CONCLUSIONS

This segment of the report presents a summary of the main conclusions and findings which emerge from the three waves of research conducted in November and December of 1987. They are grouped below according to the various topic areas explored in the report.

### Familiarity and Support/Opposition

- o A high percentage of Canadians continue to say that they are not familiar with what is contained in the free trade agreement between Canada and the United States. Almost seven-of-ten people say that they are either "not too familiar" or "not familiar at all" with what is contained in the agreement.
- o Overall levels of support for the agreement changed little between October and the November/December waves of research, with about half the population in the third wave (51%) supporting the agreement, 42% opposing and 8% indicating no opinion. As evident from previous studies, opinions on the agreement vary on the basis of respondents' expectations as to the economic benefits or drawbacks for Canada.
- o In terms of regional variations, residents of Quebec and British Columbia are most familiar with the contents of the agreement and also exhibit the highest levels of support. Ontarians overall are least supportive, although Torontonians appear more likely than other people in Ontario to be supportive of free trade, consistent with the findings from the October survey.

### Anticipated Effects of Free Trade

- o Seven-in-ten Canadians continue to expect that consumer prices would be lower as a result of the free trade agreement, yet only 24% foresee earning higher incomes.
- o Sixty percent (60%) think that the Canadian auto industry would lose jobs to the U.S., although a decrease in the percentage thinking this is likely is evident over the three waves.