- 42. In the long term, do you think that individual Canadians will be better off financially or worse off financially as a result of free trade?
- 43. Some people have said that in the long term more Canadian companies will be helped by free trade than hurt by free trade. Which do you believe, more companies will be helped or more will be hurt?

	TOTAL	EMPLOYMENT STATUS				OCCUPATION				UNION MEMBERSHIP	
		Full- time	Part- time	Unemp.	Other	White Col.	Sales Service	Res- ource	Blue Col.	Yes	No
BASE=ALL RESPONDENTS	(1500)	(819)	(152)	(66)	(457)	(573)	(204)	(31)	(158)	(325)	(640)
INDIVIDUAL CANADIANS											
Better off	42.0%	44.8%	36.8%	43.9%	38.5%	43.3%	47.1%	29.0%	43.0%	37.8%	46.6%
Worse off : □ □ □ □ □ □ □	38.7%	37.6%	42.8%	42.4%	38.7%	37.0%	36.3%	45.2%	44.3%	43.7%	36.1%
Stay the same	13.1%	12.3%	12.5%	6.1%	15.5%	13.8%	9.8%	16.1%	10.1%	13.8%	11.1%
(DK/NS)	6.2%	5.3%	7.9%	7.6%	7.2%	5.9%	6.9%	9.7%	2.5%	4.6%	6.3%
CANADIAN COMPANIES											
More helped	45.6%	48.8%	42.8%	47.0%	40.7%	50.1%	45.6%	29.0%	47.5%	42.2%	50.5%
More hurt	44.7%	42.9%	48.0%	47.0%	46.4%	40.3%	46.6%	64.5%	46.8%	47.4%	42.2%
Stay the same	4.1%	3.7%	3.3%	3.0%	5.5%	3.3%	4.9%	3.2%	3.2%	4.0%	3.3%
(DK/NS)	5.5%	4.6%	5.9%	3.0%	7.4%	6.3%	2.9%	3.2%	2.5%	6.5%	4.1%

Source: Angus Reid Group

Trade Competitiveness Study

Spring 1990