

## II. AWARENESS AND SUPPORT

### A. Awareness and Attentiveness Re: Outcome of Free Trade Negotiations

Previous surveys in 1987 show that a majority of Canadians were not following the Canada-U.S. free trade discussions very closely. This pattern has changed in response to the events of early October, with a majority of 57% of Canadians in October saying that they have been following the discussions about free trade with the United States either closely or very closely. Table 1 shows that despite the majority of Canadians claiming to be attentive to the trade discussions, they are not that familiar with what is contained in the agreement. Almost two-thirds (63%) say they are either "not too familiar" or "not familiar at all" with what is contained in the agreement.

Table 1

#### AWARENESS AND FAMILIARITY

	<u>JUNE</u> %	<u>AUGUST</u> %	<u>OCTOBER</u> %
<u>FOLLOWING DISCUSSIONS ON FREE TRADE</u>			
Closely	41	42	57
Not closely	59	59	43
<u>HEARD OUTCOME OF CANADA- U.S. FREE TRADE TALKS</u>			
Yes, free trade deal reached	--	--	44
Yes (other)	--	--	21
No	--	--	34
<u>FAMILIARITY WITH WHAT IS CONTAINED IN AGREEMENT</u>			
Very familiar	--	--	5
Familiar	--	--	31
Not familiar	--	--	52
Not familiar at all	--	--	11