

## Methodology

A total of 1,516 adults were surveyed. The findings are representative of Canada's regional, age, and gender composition in accordance with the 1996 Census. The overall margin of error is  $\pm 2.5\%$ . Sub-sample analysis will carry with it a larger margin of error.

## Strategic Considerations

65-297-098

A majority of Canadians believe that increased trade is a good thing that will result in more jobs for Canadians. Those most likely to see a link between trade and jobs are men and Canadians with higher levels of education and income. There is a 20% difference between those with a university degree and those who have a high school education or lower and a 10% difference between men and women on this question. These findings suggest that there is an opportunity to communicate with women and Canadians who have lower levels of education to increase their awareness of Canada's trade status and the links between job creation and international trade and investment.

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