

# Penn + Schoen Associates, Inc.

Corporate + Political Survey Research

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## R E P O R T

Dept. of External Affairs  
Min. des Affaires extérieures

APR 25 1991

To: Harry Adams  
Public Affairs  
Embassy of Canada

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From: Robert Green  
Penn + Schoen Associates

Re: Public Attitudes toward the F.T.A., Canada, and foreign  
trade

Date: February 17, 1988

### OVERALL FINDINGS

43-2546-962  
A nearly four to one margin of Americans support the free trade agreement with Canada. Support is greatest among better-educated and more affluent Americans, as well as those who vote.

Most Americans, too, see the elimination of tariffs and trade barriers with Canada as beneficial to the U.S. Majorities of almost every demographic sub-group support the elimination of trade barriers; however, trade and industrial union members, Westerners, blacks, and Democrats are less likely to favor the elimination of tariffs and other trade barriers than other Americans.

The vast majority of Americans reject the idea that the free trade agreement should be scuttled to penalize Canada for our trade deficit. Americans believe that the trading relationship between the United States and Canada has been a free and friendly one. Indeed, the special trading relationship between the two countries is an effective argument for the F.T.A., most notably among Westerners who are otherwise less likely to have heard about the treaty and to favor it than other Americans.

A majority of Americans also believe we have had a better trading relationship with Canada than with Japan, South Korea, Taiwan or other Asian countries.

Finally, our findings indicate that a majority of Americans know at least something about the free trade agreement with Canada, especially better-educated, more affluent citizens who vote. Most Americans, however, do not know Canada is the largest customer for American exports.