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- When questioned on free trade generally, opponents and supporters remained divided, citing a variety of reasons for each point of view. One of the most notable findings was that which indicated that all participants (both supporters and opponents) were prepared to concede that there may be long-term benefits that would accrue to Canada as a consequence of both the Canada - U.S. Agreement and a potential North American Free Trade Agreement. Very few participants were prepared to reject NAFTA completely, reserving judgement until they had a better understanding of longer-term benefits.
 - Respondents in all groups overwhelmingly conceded that if the United States and Mexico are involved in trade negotiations between the two countries, Canada had to participate. Among moderate FTA opponents, this view was driven by a concern about the U.S. and a view that Canada had to protect its interests with the United States. Supporters of the FTA were more inclined to discuss new opportunities resulting from a North American Trading bloc and the larger market available in Mexico.
 - Wages emerge as the dominant issue that separates moderate supporters and moderate opponents to NAFTA. Opponents express significant concern about a cheaper labour market in Mexico and the potential adverse effects on Canadian jobs. Supporters, on the other hand, believe that lower wages in Canada will be important to its ability to compete and foresee advantages and greater competitiveness if perceived unduly high wages are reduced.
 - Some limited concern was raised about environmental issues under NAFTA. Participants pointed out that the lack of environmental standards in Mexico and its high level of pollution would be detrimental to international environmental protection.

