

Positions on the impact of free trade on job creation indicated a slight softening since April, with 37% (-3) contending that a freer trade agreement would generate more jobs. Another 33% think that job losses arising from free trade will be offset by about the same number of new jobs created. More Canadians (+8 or 58%) indicate that free trade would not result in any lower prices for American goods and services than for their Canadian counterparts.

As a function of heightened awareness of the process of free trade talks, there appears to be a growing consensus that the United States should provide a focus for our future trade efforts. When asked where Canada should try to sell its goods and services, the narrow plurality (46%) indicated the United States. This represents a gain of +13 over measures in April of 1986. The following table profiles the regional orientations to world trading areas.

Table 2
WHERE CANADA SHOULD TRADE BY REGION

<u>REGION</u>	<u>UNITED STATES</u>		<u>PACIFIC</u>		<u>EUROPE</u>		<u>OTHER</u>	
	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>	<u>%</u>	<u>Net</u>
British Columbia	39	(+11)	39	(-5)	11	(-10)	11	(+4)
Alberta	45	(+10)	29	(-2)	12	(-12)	15	(+5)
Saskatchewan/Manitoba	47	(+17)	19	(-5)	19	(-7)	15	(+3)
Ontario	49	(+20)	18	(-10)	18	(-7)	15	(±0)
Quebec	50	(+13)	20	(±0)	17	(-9)	15	(±0)
Atlantic	60	(+25)	12	(-10)	14	(-13)	14	(+2)
National Average	46	(+13)	20	(-7)	15	(-4)	16	(-7)

Note: Net change reports variations over measures in April 1986.

Table 2 demonstrates a growing priority attached to the importance of future trade with the United States. But the corollary to this is not an erosion in support for trade diversification. Canadians do not necessarily see the world trade map in exclusionary terms. The majority in the West continues to place greater emphasis on diversified economic relationships.