

II. FAMILIARITY AND SUPPORT

A. Familiarity with the Contents of the Deal

Results from the October survey indicate that a high percentage of Canadians were unfamiliar (63%) with the contents of the free trade agreement reached between Canada and the United States. Table 1 shows that this situation does not seem to have changed and in fact there may have been a reduction in the level of familiarity since October. In the third wave of this most recent survey (December 8-16), 69% of Canadians indicate that they are either "not too familiar" or "not familiar at all" with the contents of the agreement. This is despite the ever-increasing media coverage of the agreement.

Table 1

FAMILIARITY WITH THE CONTENTS OF THE CANADA-U.S. FREE TRADE AGREEMENT

*Key: I) Wave I II) Wave II III) Wave III

	<u>JUNE</u>	<u>AUGUST</u>	<u>OCTOBER</u>	<u>NOVEMBER/DECEMBER</u>		
	<u>%</u>	<u>%</u>	<u>%</u>	<u>I</u>	<u>II</u>	<u>III</u>
<u>FAMILIARITY WITH</u> <u>WHAT IS CONTAINED</u> <u>IN AGREEMENT</u>				<u>%</u>	<u>%</u>	<u>%</u>
Very familiar	--	--	5	4	3	2
Familiar	--	--	31	31	28	28
Not familiar	--	--	52	53	55	55
Not familiar at all	--	--	11	12	14	14

*Key applies to all tables throughout report.

Those Canadians who claim to be familiar with the contents of the deal are also more likely to support the deal and to do so more intensely than are those who are not familiar with its contents. This is somewhat different from the October results where it was found that familiarity with the deal had only a slight effect on support for the free trade deal.