

wages; many companies will move to Mexico because of the more lax environmental standards there; Canada would import much more from Mexico than it will export to that nation; and the Canadian economy will become so intertwined with those of our two southern neighbours that we will slowly lose our economic decision-making sovereignty.

Significantly, while Dispassionate Supporters may be closely aligned with Enthusiastic Advocates on many free trade issues, their appraisal of the federal government's efforts on this front is not at all as positive. Although one-third award the federal government favourable marks for its management of the Canadian economy, a sound majority provide a harsher assessment. Furthermore, over one-half feel the federal government is doing a poor job of helping citizens of this country adapt to changes in the world economy. Despite this, close to half of Dispassionate Supporters are generally willing to concede that the federal government has a master plan for enhancing Canada's international trade position.

Concerned Pragmatists

Accounting for the views and attitudes of 22 percent of the Canadian public, Concerned Pragmatists are not generally comfortable with free trade and, perhaps because many are not plugged into the larger public discourse on trade issues, these individuals are easily "swayed" towards an acceptance of free trade when considering a range of hypothetical beneficial outcomes which could be inspired by such arrangements.

Demographically, this segment is comprised of a disproportionate number of women (56% are female in this group) and is also young (59% are under 35 years of age). Concerned Pragmatists are also marginally less well educated than most other Canadians and tend to reside in homes with mid-range annual family incomes.

Patriotic and civic minded, these Canadians express a high level of concern about their country's future and feel that excessive government bureaucracy is interfering in practically everything today. These individuals are also innovative, adventurous and experimental rather than traditional or conservative, however, they are not generally up on news