

I. INTRODUCTION

Decima Research is pleased to present this report to the Department of External Affairs on the results of a nation-wide survey of Canadians regarding Canada-U.S. free trade. The survey was conducted among a randomly selected sample of 1,998 adult Canadians between October 7 and October 18, 1987. Results for a sample of this size are accurate to within $\pm 2.2\%$, 95 out of 100 times. The purpose of the survey was to probe Canadians' views on Canada-U.S. free trade following the agreement by Canadian and U.S. negotiators on October 3 on the outlines of a free trade agreement between the two countries.

Details concerning the various issues examined in the survey appear in the Technical Appendix to this report. The report itself is structured along the broad outlines of the questionnaire utilized in the survey and as such, begins with a review of Canadians' level of awareness, and familiarity and attentiveness regarding the Canada-U.S free trade negotiations. It then proceeds through a review of levels of and reasons for both support and opposition to the free trade agreement, followed by a discussion of various anticipated consequences of Canada's signing this agreement. Perceptions of aspects of the federal government's management of the free trade negotiations, along with expectations as to the likelihood of the deal being formally signed are also explored.

A regional and demographic analysis has been carried out for each of the issues examined in the study, with important regional differences in attitudes and perceptions identified throughout the report. Major demographic differences in opinion are summarized in Section VIII.