

1.0 INTRODUCTION

1.1 Introductory Comments

The Angus Reid Group, a major national social science and public opinion research firm, has been invited by External Affairs and International Trade Canada to submit this proposal to provide public opinion data to:

- (i) measure support for and opposition to the North American Free Trade Agreement (NAFTA) and events and issues which strongly affect support and opposition;
- (ii) determine key segments of opinion related to NAFTA;
- (iii) assess reaction to the announcement of an agreement among Canada, the U.S. and Mexico; and
- (iv) assess the potential effectiveness of communication messages.

In this proposal, consideration will be given to all facets of the research design and execution. These issues are addressed in Part One, the Technical Proposal. Part Two, the Costing Proposal, includes a firm price for the project, broken down by project milestone for each category of personnel and other expenses associated with carrying out the research.