

Table 6 -- continued

ITEMS	IMPORTANT		LIKELY		STANDARDIZED REGRESSION COEFFICIENT*
	JUNE	AUGUST	JUNE	AUGUST	
	1987 %	1987 %	1987 %	1987 %	
Whether Canadian banks and insurance companies will lose business to American competition	--	77	--	63	NS**
Whether Canadians will have higher incomes than they do now	73	71	28	32	.104
Whether women will lose relatively more jobs than men	70	71	32	34	-.077
Whether American influence on our books, magazines, films and other parts of our culture will increase	66	65	76	72	NS
Whether Canada and the U.S. will become more similar	--	65	--	82	NS

* The standardized regression coefficient indicates the nature of the relationship between each possible consequence and overall support for free trade (i.e. Question 4). The larger the number, the more closely associated that particular variable is to general attitudes toward free trade.

** Indicates that the relationship between the independent variable and general attitude about free trade is statistically insignificant.

Major findings to note are as follows:

- o While a majority of the sample indicate that all the possible outcomes will be important considerations in their decision about free trade, the most important considerations (in order of importance) are whether:
 - The agreement will be fair and equitable;
 - Canadian programs will be maintained such as unemployment and health insurance;
 - More jobs will be gained than lost;
 - The United States will keep to the terms of the agreement; and
 - Canada will continue to have an independent foreign policy.