

1. INTRODUCTION

Dechra Research is pleased to present this report to the Department of External Affairs (DEA) on the results of a nation-wide survey conducted between August 22 and August 29, 1982. The survey provided statistical and parametric data regarding the Canada-U.S. Free Trade Agreement (FTA) among a representative, randomly selected sample of 1,500 Canadian adults. The demographic sample was used to ensure a minimum of 100 interviews would be conducted in each province of the country. The survey facilitates interprovincial comparisons of Canadian attitudes on the various issues relating to Canada's free trade relations with the U.S.

The report is structured in the following manner. Following a brief description of Chapter II and III present a discussion on Canadian overall levels of awareness, understanding and familiarity with the Agreement. Chapter IV and V discuss Canadians' support and opposition to the Agreement. Section IV and V discuss Canadians' perceptions of various economic and socio-cultural effects of the FTA. The final section explores the opinions of how the federal government is perceived to have handled the issue of free trade.

Section III analyses views on various opinion leaders' views on dealing with the issue of free trade. This is followed by a discussion of Canada's attitudes toward the effects of the free trade Agreement on Canada's trade relations, including the economy and employment. Section IV and V present an overview of the major demographic differences in opinion regarding each of the issues explored in the survey.

A regional analysis of the data has been completed and the significant differences are noted where appropriate.

Reference is made throughout the report to the various surveys of Canadians' attitudes toward the FTA conducted by the Institute for Dechra Research. This structure permits the identification and analysis of the differences of opinion in the most recent survey results.