

2.0 INTRODUCTION AND METHODOLOGY

The Department of External Affairs commissioned the Angus Reid Group to conduct a study on attitudes toward free trade in general, and specifically toward the bi-lateral agreement between Canada and the United States, and the tri-lateral agreement involving Canada, the United States and Mexico.

The research was administered to 1500 respondents nation-wide. The results on a sample of this size is $\pm 2.5\%$, 19 times out of 20. The survey was administered from the Angus Reid Group's national phone centres. A copy of the final questionnaire is presented in Appendix A of the report. A series of tables were generated that present the demographic indicators for each question. The tables are appended to the report under a separate cover.

The results of the research are presented in detail in this report, and overview of the data is presented in the Executive Summary. The methodology and results of the psychographic segmentation, an analytical technique used to summarize the results, and a full description of the segments serves as an introduction into the descriptive results. The main body of the report is a descriptive of the top-line results, highlighting significant demographic and attitudinal variations.