

B. The Cultural Nationalist Index

Just under a majority of Canadians (49%) hold that cultural industries should not be included in any free trade negotiations with the United States. This represents a slight increase (+4) over measures conducted in April of 1986. But it should be underlined that roughly one-in-three of those nationalists could be characterized as cultural nationalists. If the exclusion of cultural industries could trigger a domino effect of concessions in other areas which could cost Canada jobs, then just 17% of all Canadians would continue to insist on their being kept off the bargaining table. Forty-nine per cent of all Canadians favour negotiating any free trade agreement to cover cultural industries due to the prospects of expanding into new markets. The following table charts net change, if any, over the period since April.

Table 1
THE CULTURAL NATIONALIST INDEX

	<u>APRIL 1986</u>	<u>JULY 1986</u>	<u>NET CHANGE</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Cultural Nationalists	28	32	+4
"No-cost" Nationalists	17	17	+0
"Non"-Nationalists	54	49	-5

Note: Columns may not sum to 100% due to rounding and the exclusion of the "no opinion" category.

The demographic profile of cultural nationalists remains unchanged in the intervening period. Those 65 years or older, and those with at least some university education are more likely to resist the inclusion of the cultural industries in free trade talks. Overall, residents of Newfoundland, British Columbia and Alberta are more likely (+10) to argue in favour of free trade for the cultural sector. Finally, Quebec residents are more inclined (+14) than the national average to insist on categorical exclusion. Manitoba and Saskatchewan residents, on the other hand, are more likely to be "no-cost" nationalists.