

1.0 EXECUTIVE SUMMARY

A national survey was conducted on behalf of External Affairs and International Trade by the Angus Reid Group to investigate attitudes toward the Free Trade Agreement between Canada and the United States and the North American Free Trade Agreement, involving Canada, the United States, and Mexico.

The descriptive report presents the results in detail, highlighting significant demographic and attitudinal variations. The Executive Summary presents an overview of the data, focusing on the key results.

1.1 Psychographic Segmentation

The primary analytical tool used to summarize the data was cluster analysis, which divides respondents into segments based on attitudes. Five clusters of respondents were produced by the analysis. The defining characteristics of each of the segments on Free Trade is presented below as an introduction to the analysis.

Enthusiastic Advocates (16%)

The Enthusiastic Advocates are the strongest supporters of free trade and both the Free Trade Agreement and the North American Free Trade Agreement. They are significantly more likely to believe that both agreements will benefit Canada in the long run, and that Canadian industry will profit from the NAFTA. The Enthusiastic Advocates are more likely to rate the federal government's performance on the economy and international trade as good or very good.

Dispassionate Supporters (26%)

The Dispassionate Supporters, similar to the Enthusiastic Advocates, are generally supportive of free trade and the Free Trade Agreements, although not with the same intensity as the Enthusiastic Advocates. While the Dispassionate Supporters concur with the