

B. Awareness of the Chief Trade Negotiator

Overall, about one in three Canadians identified Mr. Reisman as Canada's chief trade negotiator. This is a reasonably high measure of awareness for a Canadian public figure. More importantly, among those Canadians who have heard of Mr. Reisman, the majority (20% of all Canadians) contend that he is doing a good job representing Canada's interests. Just 5% of all Canadians think that he is doing a bad job.

Respondents were also asked why they assessed Mr. Reisman's representation of Canada's interests the way they did. The following unaided responses were offered.

Table 15

ASSESSMENT OF REISMAN'S PERFORMANCE

	<u>PERCENTAGE</u> (n=349)
A Good Negotiator	23
Stands for Canada/Canadians	18
Good Background/Abilities	29
Other: Good Job	18
Poor Negotiator	2
Doesn't Stand up for Canada	3
Doing Nothing/A Poor Job	4
Americans are in Control	2

Awareness of Mr. Reisman is higher among men, and rises with the standard socio-economic indicators of education and income. Awareness of the chief negotiator is lower (-12) in Quebec.

C. Impact of the Cabinet Shuffle

Canadian residents were asked whether the cabinet shuffle would have any effect on the way the government manages the trade talks. A minority (39%) feel that the change in ministerial portfolios will improve the management of Canada-U.S. relations. On the