

I. INTRODUCTION

Decima Research is pleased to present this report to the Department of External Affairs on the results of a six week nation-wide survey of Canadians' regarding the Canada-U.S. free trade agreement (FTA). The objective of this study was to track the evolution of Canadians' opinions following the final agreement reached in October and throughout the period of negotiations pertaining to the wording of the final agreement, to assist in communications planning and issue management. To facilitate tracking analysis, reference is made throughout this report to results from several previous surveys of Canadian opinion on free trade conducted in June, August and October of 1987.

The study upon which this report is based was conducted in November and December 1987, among a randomly selected sample of 4,500 Canadians drawn disproportionately to the national population. The sample was constructed in this way so as to facilitate reliable analysis of opinion on a province-by-province basis.

The total sample of 4,500 interviews was conducted over the period divided into three separate samples of approximately 1,500 interviews. Three individual surveys were conducted during November and December, with the sample of 1,500 interviews in each wave constructed so as to include a minimum of 100 interviews in each province. Consequently, the populations of some provinces are "overrepresented" in the total sample of 1,500 interviews each wave, necessitating a weighting of the data on a proportionate nation-wide basis. The total sample sizes and relevant weighted nation-wide samples for each of the three waves are as follows:

<u>Wave</u>	<u>Field Dates</u>	<u>Total Sample</u>	<u>Weighted Sample*</u>
I	November 12 - 19	1,524	871
II	November 25 - December 4	1,503	861
III	December 8 - 16	1,469	836

* The confidence interval for each of the weighted nation-wide samples is $\pm 3.4\%$, 95 times out of 100.

