

I. INTRODUCTION

Decima Research is pleased to present this report to the Department of External Affairs (DEA) on the results of a nation-wide survey conducted for the Department between August 19 and 30, 1987. The survey probed the views of 1,200 adult Canadians regarding their attitudes and perceptions of issues related to Canada-U.S. free trade. A disproportionate sample of Atlantic Canadians was drawn in order to facilitate regional comparisons of Canadians' attitudes and opinions on the Canada-U.S. trade issues explored in the survey. The Technical Appendixes at the end of this report contains more information on the methodology employed.

The report is structured as follows. Canadians' overall levels of awareness, understanding and perceptions of the free trade discussions between Canada and the United States are reviewed in Section II following this Introduction, together with an analysis of the levels of support and opposition to Canada entering into a free trade agreement with the United States and the reasons for this support/opposition. Perceptions of economic and socio-political effects of a Canada-U.S. free trade agreement are discussed in Sections III and IV respectively, followed by a review of attitudes concerning U.S. protectionism and U.S. investment in Canada in Sections V and VI. Section VII looks at Canadians' perceptions of the federal government's overall approach to Canada-U.S. free trade.

A regional and demographic analysis has been carried out for each of the issues examined in this study. Where important differences exist, these are indicated throughout the report. An in-depth review of regional variations appears in section VIII of the report. The last section presents the Summary and Conclusions.

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