

### *Industries Perceived to Benefit and Lose as a Result of the NAFTA*

When asked about the industries that will benefit from the NAFTA, the most common response is none, offered by 23 percent of respondents, followed by computers/hi-tech (17%) and wood/pulp and paper at twelve percent. Twenty-four percent volunteered that the automotive industry will be adversely affected under the NAFTA. Thirteen specific industries were tested to determine whether respondents believed each will be better or worse off under the NAFTA. A majority of respondents believed that computers and telecommunications (57%), the energy sector (54%), and financial services (53%) will be better off under the NAFTA. Slightly less than half believed that the wood/paper industry (47%), the aircraft industry (45%) and the trucking industry (45%) will be better off. The iron and steel industry was felt to be better off under the NAFTA by 36 percent of respondents, followed by agriculture (35%), fishing (33%), automotive (26%) and manufacturing (23%). Only sixteen percent believed that the textile industry will be better off, followed by 15 percent who believed the clothing industry would be better off.

### *Effect of New Information on Opposition to the NAFTA*

A series of information statements were posed to the 48 percent of respondents who were opposed to the North American Free Trade Agreement. Similar to those related to the bilateral agreement, responses for effectiveness and believability were each closely clustered. The statement that received the most positive effectiveness score (62%) was related to the sovereignty argument: "Canada's sovereignty will not suffer under the NAFTA - our cultural industries, agricultural management policies, social and health care programs and water resource management are all protected". However, only 36 percent found the statement believable.

The statement that received the highest believability rating, with 50 percent finding it somewhat or very believable is: "Free Trade with Mexico will help build the Mexican economy so that Mexican wages, environmental and safety standards will substantially improve over the long term". The statement was seen as effective by 55 percent of respondents.