

I. INTRODUCTION

The following report provides tracking data on Canadian attitudes toward freer trade in general, and particularly toward an agreement with the United States. It replicates central questions about the current Canada-United States trade situation first reported in a survey conducted for McLauchlan, Mohr, Massey in April of 1986 (reference number 1686). This report is based on the results of a nation-wide sample of 1500 respondents. The interviewing for the second wave was conducted in the period between July 4 and July 14, 1986.

The first section of the report explores general orientations to cultural nationalism and the United States. Chapter II delves into what freer trade means to most Canadians. It also includes an analysis of prescriptions for future trading partners. Section III examines general attitudes towards the United States. The following chapter explores who is seen as the winner and who the loser in the event of a more liberal trade agreement with the United States. The study then turns to an evaluation of federal management of the trade talks and the specific impact of the cedar shakes and shingles controversy. It concludes with a profile of the dominant issues of the debate which are important in animating support for or opposition to free trade.

A. Indices of Nationalism

The first wave of this study constructed four indices from a series of questions to identify orientations to Canada's trading relationship with the United States. One was replicated for tracking purposes. The index created was labelled "cultural nationalism." Respondents were asked which view of two best represented their own. The first stated that some people felt Canada's television, publishing and performing arts industries should be included in the negotiations because it would provide them with new markets and opportunities. The opposite view stated that others felt these industries should be protected from American competition because sooner or later our cultural identity will be seriously threatened. Those who adopted the position that the industries should not be included were further asked if their position would change if Canada would have to compensate by making concessions in other areas which could cause the loss of jobs.