III. FAMILIARITY AND SUPPORT

A. Familiarity With the Contents of the Deal

The August survey results continue to show that a high percentage of Canadians are unfamiliar (70%) with what is contained in the Free Trade Agreement with the United States.

As Table 2 illustrates, this situation has not improved over the past year, and there is some indication that familiarity with the contents of the FTA has actually deteriorated. This deterioration is most notable in terms of the intensity of opinion. One-in-five Canadians now say that they are "not familiar at all" with the contents of the deal compared to only one-in-ten (11%) who indicated this in October of 1987.

Table 2

FAMILIARITY WITH THE CONTENTS OF THE
CANADA-U.S. FREE TRADE AGREEMENT

* Key: I) Wave I Nov 12-19, 1987 II) Wave II Nov 23-Dec 6, 1987
III) Wave III Dec 3-16, 1987

	OCTOBER 1987 %	NOVEMBER/DECEMBER I %	II %	III %	MAY 1988 %	AUGUST 1988 %
FAMILIARITY WITH WHAT IS CONTAINED IN AGREEMENT						
Very familiar	5	4	3	2	3	4
Familiar	21	31	28	28	28	27
Not familiar	52	33	55	53	51	39
Not familiar at all	11	12	14	14	17	20

* Key applies to all tables throughout report.

Consistent with the May results, those respondents who indicate that they are familiar with the contents of the free trade deal are more supportive (66%) of the deal and are more intense in their support (17%, strongly support) than are those who are not familiar with the deal's contents.