

- Even though opposition to NAFTA is strong, several arguments (if credibly made) can build support for an agreement. Specifically,
 - If they could be convinced that an agreement with Mexico will help build the Mexican economy so that Mexican wages, environmental and safety standards will substantially improve over the longer term, 48% of the opponents would support a NAFTA.
 - If they believed that under a NAFTA more companies will invest in Canada, 44% of the opponents would support the agreement.
 - If the case can be made that a NAFTA would be good for Canada because it opens up a new market for Canadian exports, 40% of the opponents would change their minds and support the agreement.
 - If they thought that the NAFTA would clarify and improve the rules of the existing FTA, 40% of the opponents would become supporters.

FTA

- There is a strong desire for the federal government to vigorously confront the U.S. on trade disputes.
- A slim plurality agree with the argument that even without the FTA, most of the job losses and industrial restructuring that Canada is experiencing today would have occurred anyway because of changes in the global economy.
- Canadians are split on whether or not Canadian businesses are doing all they can to take advantage of opportunities available under the FTA.
- Support for the FTA has dropped to 37%. Importantly, there is a clear and strong correlation between support for the FTA and support for the federal government's overall management of the economy.
- Slightly better than half of those surveyed describe themselves as "informed" about the FTA.