

November/December
1987

A. Are you 18 years of age or older and a resident of Canada? YES (CONTINUE).....A
NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

B. Have I reached you at your home phone number? YES (CONTINUE).....A
NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

C. Do you, or does anyone in your family or household work in the following kinds of business ...a market research firm, advertising agency, public relations firm, or the news media? YES (THANK AND TERMINATE -- RECORD INCIDENCE ON CALL RECORD SHEET).....A
NO (CONTINUE).....B

	<u>I</u>	<u>II</u>	<u>III</u>
1. Would you say you are very familiar, familiar, not too familiar, or not familiar at all with what is contained in the free trade agreement between Canada and the United States?			
NOT FAMILIAR AT ALL.....1	(12%)	(14%)	(14%)
NOT TOO FAMILIAR.....2	(53%)	(55%)	(55%)
FAMILIAR.....3	(31%)	(28%)	(28%)
VERY FAMILIAR.....4	(4%)	(3%)	(3%)
NO OPINION (VOLUNTEERED).....5	(*)	(0%)	(*)

KEY

- I = WAVE I -- NOVEMBER 12 - NOVEMBER 19, 1987
- II = WAVE II -- NOVEMBER 25 - DECEMBER 4, 1987
- III = WAVE III -- DECEMBER 8 - DECEMBER 16, 1987

Note 1: Responses may not sum to 100% due to rounding throughout the Technical Appendixes.

2: (*) denotes a percentage value greater than 0 but less than 0.5 throughout the Technical Appendixes.