## TABLE OF CONTENTS

1.0	EXECU	TIVE SUMMARY	1
	1.1	Psychographic Segmentation	1
	1.2	General Economy, Competitiveness and International Trade	3
	1.3	The Canada U.S. Free Trade Agreement	3
	1.4	Assessments of the North American Free Trade Agreement (NAFTA)	5
2.0	INTRO	DUCTION AND METHODOLOGY	9
3.0	DEMO	GRAPHIC AND PSYCHOGRAPHIC PROFILES	10
	3.1	A DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS	10
	3.2	A PSYCHOGRAPHIC PROFILE OF THE CANADIAN PUBLIC	10
		3.2.1 Overview	10
		3.2.2 An Explanation of Psychographic Segmentation	11
		3.2.3 The Attitudinal Segments in Depth	13
4.0	GENER	AL ECONOMY, COMPETITIVENESS AND INTERNATIONAL TRADE	24
	4.1	Federal Government's Performance On The Economy	24
	4.2	Federal Government's Strategy for International Trade	26
	4.3	Federal Government's Role In Canada's Adjustment To A Global Economy	29
	4.4	Canada's Trade Balance	31
5.0	THE CA	ANADA-U.S. FREE TRADE AGREEMENT	34
	5.1	Overall Support for FTA and Idea of Free Trade	34
	5.2	Perceived Impact of the Canada-U.S. FTA	37
		5.2.1 Impact on Canada to Date	37
		5.2.2 Long-Term Impact on Canada	39
		5.2.3 Long-Term Impact on Employment	41
		5.2.4 Resolution of Trade Disputes	43