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In both Ottawa and Vancouver some concern was expressed over Canada's cultural industries (with film and television being referenced specifically). One participant in Winnipeg cautioned that we should "keep our fingers crossed that we have a Canadian identity at the end of negotiations". It should be noted, however, that references to cultural industries, cultural sovereignty and a Canadian identity were not frequent.

Again, as noted in the previous section (Section V - Free Trade), the focus on the negotiating process was largely unprompted. Respondents, notably moderate FTA opponents, tended to focus on the negotiating process as a means of receiving information about a North American Free Trade Agreement. Respondents acknowledged that they were ill-informed about the FTA (again, blaming their lack of knowledge on a perceived closed negotiating process), but demanded that they be kept better apprised of negotiations during talks on a trilateral free trade agreement. They did not want to see a repeat of the Canada - U.S. round which they perceived as being overly secretive. In a new round of negotiations involving Canada, the United States and Mexico, moderate opponents insisted that they be informed of the status of negotiations, contentious issues, what specifics were being negotiated throughout the process and how the Canadian team was responding to the variety of issues that would be explored throughout the negotiating process. It was felt that more open communications would better equip Canadians to offer their commentary and views on different components of a potential Agreement. It should be noted, however, that there was no discussion on how individual Canadians might communicate their views to the government or the negotiating team.

These findings are consistent with general findings of the last two years that indicate Canadians are increasingly demanding a say in major policy decisions and negotiations on a range of issues. They want to be heard. They do not want decisions imposed on them without recourse to a forum in which to express their views.

