

Even though opposition to the NAFTA is strong, Table 28 shows that several arguments (if credibly made) can build support for the agreement. The impact of four specific arguments on NAFTA opponents is summarized below:

- 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.

