

No significant demographic variations emerge. In provincial terms, Ontario and particularly the areas outside of Metropolitan Toronto continue to be less supportive of the concept (-8). Cultural nationalists and those who advocate more distant relations with the United States are also less inclined to favour the idea of some form of free trade agreement(-10 and -17 respectively). While this large majority of Canadians express support for "freer trade" with the United States at the level of principle, it is clear that this opinion is offered without deliberation about the pros or cons by the respondent.

A subsequent question, which introduced some of the putative downside associated with such an agreement, elicited a strikingly different result. Canadians are divided in their assessments of the larger impacts of free trade on Canada. In general, 53% of all Canadians argue that free or freer trade could increase export opportunities, create jobs and stimulate the expansion of the Canadian economy. This compares with 55% of a similar view in April of 1986. Forty-four percent think that the absence of free trade is better for the Canadian economy. The balance express no opinion. Indices of cultural nationalism -- defined in terms of willingness to include cultural industries in negotiations -- bear a significant influence in adopting positions on this dimension. Table 5 indicates the impact of nationalism on perceptions of free trade.