

- g) It would appear that the positive benefits of the FTA to date not generally known, and respondents indicated that they were often influenced by media concentration on plant closures, etc. i.e. "bad news". However, the FTA consequences were generally viewed as "transitory" -- and that the real effects were likely five years out, and potentially positive.
- h) It was noted that foreign investment is seen as positive; however, respondents felt that the role of government should ensure that a balance is kept so that "we do not lose control".
- i) The "Going Global" term was accepted and understood by a vast majority of respondents when linked to international trade; however, unless the clear link was made, "Going Global" can mean other things i.e., environment. Respondents appear to want more information on what other countries/trading blocks are doing and why.
- j) Respondents believe that consultation and planning is expected from government; however, there was a sense by most that the imperative is to act vs. just talk.
- k) It appeared that the FTA impact/outlook was skewed by regional experience/aspirations of respondents:
- o Maritimes - transitory, consequences inevitable, no choice, viewed as a "chronic condition" i.e., unemployment, support from government etc. that engenders a level of "resignation" to events, but underneath is optimism.
 - o Montreal - opportunity, transition positive and link to world markets through strengthening competitiveness, strengthens Quebec economic self sufficiency and engenders high level of optimism.
 - o Toronto - high degree of negativism -- all bad news contributes to sense that Canada has "sold out", economy sliding south, great pessimism, world trade initiatives may be more of the same -- except bigger.
 - o Vancouver - modestly positive -- but key is Pacific Rim trade that will heat up economic prosperity over coming years.