

developed on the basis of comments and feedback on the discussion draft. It is understood that the questionnaire will be 30 minutes in length.

The specific content of the questionnaire would be decided in close consultation with client representatives. However, question areas currently being considered by the project authority include:

- (i) support for the concept of free trade;
- (ii) support for the FTA and NAFTA;
- (iii) awareness of the agreement (post-announced);
- (iv) awareness of major articles of the agreement;
- (v) beliefs about the major articles of the agreement;
- (vi) evaluation of the importance of various types of information about the agreement;
- (vii) information that might induce respondents to support the agreement;
- (viii) trustworthiness of sources of information;
- (ix) perceived consequences of NAFTA;
- (x) perception of the government's handling of the negotiations;
- (xi) beliefs about issues closely related in the public's mind to NAFTA -- human rights in Mexico, environmental regulations in Mexico; the wage issue, the "trade not aid" issue;
- (xii) beliefs about the potential for exports and investment and Canada's strengths;
- (xiii) belief and affective components of attitude relative to other trade issues: competitiveness, the FTA, and the importance of trade;