

- o On the other hand, a smaller majority (59%) than in August (70%) think that the Canadian governments will be restricted in the amount of assistance they will be able to provide to Canadian businesses in poorer regions of the country.

In order to determine which of the various possible outcomes have the most impact on the public's overall assessment of a free trade deal as good or bad, a technique known as multiple regression was employed. This analysis reveals:

1. The most important factor affecting assessments of free trade is whether the agreement is perceived as being fair and equitable for both countries. Canadians who think this outcome is likely are more inclined to support free trade;
2. Of second most importance in terms of the extent of relative impact on overall support/opposition to the trade agreement is the issue of whether people think Canada's economy will become so closely tied to the American economy that we lose our ability to make our own decisions; and
3. The third in the list of anticipated consequences with the strongest effects on support for free trade is whether there will be more jobs gained than lost.

Other items affecting support for free trade (in order of importance) are whether:

- o Prices of goods imported from the U.S. will be lower;
- o We will be able to maintain social programs like Unemployment Insurance and health insurance;
- o Canadians will have higher incomes than they do now;
- o The United States will keep to the terms of the agreement;
- o Governments will be restricted in the amount of help they can provide;
- o The wood and paper products industry will increase sales;
- o American influence on our books, magazines and parts of our culture will increase; and
- o The Canadian automobile industry will lose jobs to the United States.