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REPORT TO THE  
DEPARTMENT OF EXTERNAL AFFAIRS  
ON ATTITUDES TOWARD CANADA-U.S FREE TRADE  
AUGUST 1987  
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I. INTRODUCTION

Decima Research is pleased to present this report to the Department of External Affairs (DEA) on the results of a nation-wide survey conducted for the Department between August 19 and 30, 1987. The survey probed the views of 1,200 adult Canadians regarding their attitudes and perceptions of issues related to Canada-U.S. free trade. A disproportionate sample of Atlantic Canadians was drawn in order to facilitate regional comparisons of Canadians' attitudes and opinions on the Canada-U.S. trade issues explored in the survey. The Technical Appendixes at the end of this report contains more information on the methodology employed.

The report is structured as follows. Canadians' overall levels of awareness, understanding and perceptions of the free trade discussions between Canada and the United States are reviewed in Section II following this Introduction, together with an analysis of the levels of support and opposition to Canada entering into a free trade agreement with the United States and the reasons for this support/opposition. Perceptions of economic and socio-political effects of a Canada-U.S. free trade agreement are discussed in Sections III and IV respectively, followed by a review of attitudes concerning U.S. protectionism and U.S. investment in Canada in Sections V and VI. Section VII looks at Canadians' perceptions of the federal government's overall approach to Canada-U.S. free trade.

A regional and demographic analysis has been carried out for each of the issues examined in this study. Where important differences exist, these are indicated throughout the report. An in-depth review of regional variations appears in section VIII of the report. The last section presents the Summary and Conclusions.

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## II. CANADA-U.S. FREE TRADE: SALIENCE, AWARENESS AND SUPPORT

### A. Top Problem Facing Canada

The proportion of Canadians identifying "free trade/Canada-U.S. relations" as the "most important problem facing Canada today" rose from 6% in June to 11% in August (Table 1). Nevertheless, the issue continues to trail unemployment/youth unemployment (34%) and economic issues (14%) as the most frequently mentioned "top-of-mind" concerns of Canadians. Notable as well is the emergence of immigration as the top problem identified, by 8% of Canadians, reflecting the attention of the public, media and Parliament to this issue over the summer.

Table 1

#### MOST IMPORTANT PROBLEM FACING CANADA TODAY

<u>ISSUE</u>	JUNE	AUGUST
	<u>1987</u> %	<u>1987</u> %
Unemployment/youth unemployment	37	34
Economic issues	13	14
Social/moral issues	9	9
Government general/spending	6	7
Free trade/Canada-U.S. relations	6	11
Pollution/conservation	5	3
Constitution/national unity	4	1
Nuclear war/world peace	2	4
Other	8	11
Don't know/no problem/no response	8	6

The fact that the free trade issue has passed the "5% barrier" in terms of the public's chief issue concerns can be interpreted as evidence that it is increasingly "top-of-mind" for many Canadians and that the issue is "heating up" in public opinion terms. This is particularly true of Ontario residents, among whom the percentage indicating free trade/Canada-U.S. relations as their top issue concern doubled (from 8% to 16%) between June and September. The affluent and medium-level production workers are also more likely to mention free trade as the top problem facing the country today.

## B. Attentiveness, Understanding of Free Trade

The August results reveal that a majority of Canadians (58%) report that they are still not following the Canada-U.S. trade negotiations closely (Table 2). Three quarters of the population continue to say they feel they do not understand the issue as well as they would like, a view which is fairly uniform across all segments of the population.

Table 2

### AWARENESS AND SUPPORT

	JUNE 1987 %	AUGUST 1987 %
<u>FOLLOWING DISCUSSIONS ON FREE TRADE</u>		
Closely	41	42
Not Closely	59	58
<u>UNDERSTAND ISSUE OF FREE TRADE</u>		
Yes	24	25
No	76	75

## C. Support/Opposition to Free Trade

Overall support for free trade with the U.S. at the national level remains constant, with 50% saying it is a good idea for Canada to enter into a free trade agreement with the United States and 44% saying it is a bad idea (Table 3).

Table 3

### SUPPORT AND OPPOSITION TO FREE TRADE

	JUNE 1987 %	AUGUST 1987 QUESTION 4 %	QUESTION 68 %
<u>OVERALL SUPPORT/OPPOSITION</u>			
Good idea	50	50	57
Bad idea	43	44	41

These aggregate results, however, mask some underlying shifts in support for free trade among regions, with support down from June in British Columbia (52% good idea, versus 63% in June) and up in Quebec (64% versus 52% in June) (Table 4). The differences in the British Columbia results may only indicate a marginal opinion shift (if any), in light of the "confidence levels" or margins of error ( $\pm 8.8\%$ ) for the sample of 136 British Columbia residents in each of the June and August surveys. A complete breakdown of levels of support for free trade by the province and region appears in Table 4 below.

Table 4  
SUPPORT FOR FREE TRADE BY REGION AND PROVINCE

<u>REGION/PROVINCE</u>	<u>GOOD IDEA</u>		<u>BAD IDEA</u>	
	June 1987 %	August 1987 %	June 1987 %	August 1987 %
British Columbia	63	52	35	45
Prairies	47	50	38	46
Alberta	61	53	34	42
Saskatchewan	45	48	39	48
Manitoba	33	44	41	50
Ontario	41	37	52	55
Balance Ontario	38	34	53	57
Metro Toronto	47	43	48	52
Quebec	52	64	43	30
Atlantic Canada	51	45	41	48
Newfoundland	64	52	30	43
Prince Edward Island	36	30	54	60
Nova Scotia	48	40	45	49
New Brunswick	56	47	34	49
National average	50	50	43	44

Note: Results by province and region are accurate within plus or minus the percentage indicated, 95 times out of 100.

Current support for free trade is greatest in Quebec and lowest in Ontario, particularly in areas outside Metropolitan Toronto.

Women, the poor, and union members are among those who are least likely to think free trade with the United States is a good idea.

When the overall support question was posed to respondents a second time at the completion of the interview, the results show higher levels of support -- 57% good idea and 41% bad idea -- than evident when the question was asked initially (Table 3). It is Decima's view that the difference in the two results may in large part be a function of questionnaire effect. The survey results provide evidence of some increased public anxiety over the prospect of Canada-U.S. free trade and the process of undergoing the interview may have had the effect of lowering this level of anxiety. This process also provides an opportunity for respondents to vent their concerns and frustrations, as well as to become more informed about the issues involved.

The difference in the two results is not likely to be of considerable significance. This is because it cannot be assumed that the increased level of support evident in the results from the questions posed at the end of the questionnaire, would in any way be replicated among the general public in response to the public debate over a Canada-U.S. free trade agreement. Rather, the public will be subject to multiple stimuli, both for and against free trade, which will not necessarily be presented to the public in a balanced fashion and each of which will have differing levels of success in terms of public penetration.

### III. PERCEIVED BENEFITS/LOSSES OF FREE TRADE FOR CANADA

As was done in the June survey, respondents were asked to comment on whether they think Canada would benefit or lose if trade barriers and taxes were removed from goods and services flowing between the two countries. As may be seen in Table 5, Canadians are more likely to think the country will benefit (49%) than lose (40%) under such an agreement. These findings are very similar to those obtained in the June survey.

Table 5

#### PERCEIVED BENEFITS/LOSSES OF FREE TRADE FOR CANADA

	JUNE 1987 %	AUGUST 1987 %
<u>IF BARRIERS AND TAXES WERE ELIMINATED, CANADA WOULD...</u>		
Benefit a great deal	17	13
Benefit somewhat	32	36
Neither benefit nor lose	13	10
Lose somewhat	22	23
Lose a great deal	16	17
<u>OF THOSE THINKING CANADA WILL BENEFIT, WHICH COUNTRY DO THEY THINK WOULD BENEFIT MORE?</u>		
Canada will benefit more	25	25
U.S.A. will benefit more	27	30
Both will benefit equally	48	43

Those respondents who thought Canada would benefit from an elimination of trade barriers were asked whether one country would benefit more or less than the other. While a slight decrease has occurred in the number of Canadians who think that Canada and the United States would benefit equally from a free trade deal (43% in August as compared to 48% in June), this magnitude of change is of marginal statistical significance at best. Nevertheless, we would suggest that this result is of greater importance than could be attributed solely on the basis of statistical significance, given that it provides evidence or signs of other prevailing concerns as was found emerging elsewhere in the August data.



What is significant in these results, as well, is signs of increasing pessimism among Ontario and British Columbia residents regarding the relative benefits of a free trade deal for Canada. While on a national level expectations have remained much the same as they were in June, more British Columbians (43% versus 35%) and Ontarians (49% versus 42%) think Canada stands to lose from a free trade agreement with the United States. In contrast, more Quebecers expect Canada will benefit from such a deal (54% versus 46% in June).

Regardless of whether Canadians expect Canada would benefit or lose from the reduction of trade barriers with the U.S., perceptions of the number of Canadian jobs which depend on trade with the United States are reasonably accurate, with reference to the Department of External Affairs' own estimates. A total of 48% of Canadians indicate in the August survey that "one job in six" depends on Canada-U.S. trade. Another 30% say "one job in three" and 20% "one job in ten." The data also suggest a fair degree of guess work on the part of respondents and a sense that trade with the U.S. is important for Canadian jobs, though respondents are not sure how important.

Item	Aug	June	Aug	June
Whether Canadian companies will reduce wages to compete with U.S. companies	33	33	33	33
Whether our economy will become so closely tied to the American economy that we will lose our ability to make our own decisions	32	32	32	32
Whether prices for consumer goods will be lower	47	47	47	47
Whether Canadian oil and gas producers will increase sales in the U.S.	—	—	—	—
Whether American companies will buy control of more Canadian companies	—	—	—	—
Whether differences between regions will increase	30	30	30	30
Whether many American companies will close their plants	75	75	75	75

#### IV. ANTICIPATED EFFECTS OF FREE TRADE

As was done in the June survey, respondents were asked to consider a number of possible outcomes or consequences of free trade and to indicate two things: whether they think that particular outcome is likely if a free trade agreement is reached between the two countries; and second, whether they consider that outcome to be important in making up their minds about free trade (Table 6).

Table 6

#### PERCEIVED LIKELIHOOD AND IMPORTANCE OF POSSIBLE CONSEQUENCES

ITEMS	IMPORTANT		LIKELY		STANDARDIZED REGRESSION COEFFICIENT*
	JUNE	AUGUST	JUNE	AUGUST	
	1987 %	1987 %	1987 %	1987 %	
Whether more jobs are gained than lost	93	93	55	54	.110
Whether we are able to maintain program like unemployment insurance and health insurance	92	94	62	66	.098
Whether the agreement will be fair and equitable for both countries	--	94	--	45	.215
Whether the U.S. keeps to the terms of the agreement	--	93	--	54	NS**
Whether Canada will continue to have an independent foreign policy	--	90	--	58	.100
Whether Canadian wood and paper industry sales increase in the U.S.	--	88	--	71	NS

Table 6 -- continued

ITEMS	IMPORTANT		LIKELY		STANDARDIZED REGRESSION COEFFICIENT*
	JUNE	AUGUST	JUNE	AUGUST	
	1987 %	1987 %	1987 %	1987 %	
Whether the Canadian automobile industry will lose jobs to the U.S.	--	87	--	66	-.095
Whether Canadian governments will be restricted in providing help to businesses	--	86	--	70	NS
Whether Canadian producers of fish and fish products will increase sales in the U.S.	--	84	--	66	NS
Whether Canadian companies will reduce wages to compete with U.S. companies	--	83	--	60	NS
Whether our economy will become so closely tied to the American economy that we will lose our ability to make our own decisions	85	83	65	68	-.145
Whether prices for consumer goods will be lower	84	83	66	68	NS
Whether Canadian oil and gas producers will increase sales in the U.S.	--	82	--	64	NS
Whether American companies will buy control of more Canadian companies	--	80	--	77	-.058
Whether differences between regions will gradually be reduced	80	79	46	46	NS
Whether many American companies will close their plants	75	77	44	46	NS

Table 6 -- continued

ITEMS	IMPORTANT		LIKELY		STANDARDIZED REGRESSION COEFFICIENT*
	JUNE	AUGUST	JUNE	AUGUST	
	1987 %	1987 %	1987 %	1987 %	
Whether Canadian banks and insurance companies will lose business to American competition	--	77	--	63	NS**
Whether Canadians will have higher incomes than they do now	73	71	28	32	.104
Whether women will lose relatively more jobs than men	70	71	32	34	-.077
Whether American influence on our books, magazines, films and other parts of our culture will increase	66	65	76	72	NS
Whether Canada and the U.S. will become more similar	--	65	--	82	NS

\* The standardized regression coefficient indicates the nature of the relationship between each possible consequence and overall support for free trade (i.e. Question 4). The larger the number, the more closely associated that particular variable is to general attitudes toward free trade.

\*\* Indicates that the relationship between the independent variable and general attitude about free trade is statistically insignificant.

Major findings to note are as follows:

- o While a majority of the sample indicate that all the possible outcomes will be important considerations in their decision about free trade, the most important considerations (in order of importance) are whether:
  - The agreement will be fair and equitable;
  - Canadian programs will be maintained such as unemployment and health insurance;
  - More jobs will be gained than lost;
  - The United States will keep to the terms of the agreement; and
  - Canada will continue to have an independent foreign policy.

For all but one of these concerns, a majority of the public expect that these outcomes are likely under a free trade deal. The exception to this generally positive outlook is that less than half the public (45%) expect that the trade agreement will be fair and equitable for both countries.

- o Two-thirds expect that consumer prices will be lower, but only a third (34%) anticipate higher incomes;
- o Less than half (46%) expect American companies to close their plants, a perception which has not changed significantly since June;
- o Another issue about which the majority appear pessimistic concerns the question of independence. Two-thirds expect that our economy will become so closely tied to the United States that we will lose our ability to make our own decisions, a view which has grown marginally since the June survey. The majority also feel that the Canadian government will be restricted in its ability to provide help to business (70%), and that American companies will buy more control of Canadian companies (77%);
- o Related to the notion of a loss of control, is the perception that American influence over our culture will increase (72%) and Canada and the United States will become more similar (82%);
- o With regard to specific industries, expectations are positive for wood and paper, fish, and oil and gas as roughly two-thirds of the population expect sales to increase in these industries; and
- o The public's outlook on the automobile industry is grim, as fully two-thirds believe that jobs will be lost to the United States. Expectations for banks and insurance companies are also pessimistic as close to two-thirds (63%) think these companies will lose business to American competition.

In order to determine which of these 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. The key findings are as follows:

1. The single most important factor affecting people's assessment of free trade is whether the agreement will be fair and equitable for both countries. Those who think this outcome is likely are more inclined to support the idea of free trade. Previous research suggests, however, that Canadians do not necessarily expect that the two countries will benefit equally and, rather, are more concerned about whether or not the deal is a good one for Canada.
2. The second most important factor affecting support for free trade is the question of whether our economy will become so closely tied to the American economy that we lose our ability to make our own decisions.

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

- More jobs will be lost than gained,
- Canadians will have higher incomes than they do now,
- Canada will continue to have an independent foreign policy,
- We can maintain social programs like unemployment and health insurance,
- The Canadian automobile industry will lose jobs,
- Women will lose relatively more jobs than men, and
- American companies will buy control of more Canadian companies.

In reviewing each of these potential outcomes, there appear to be two major underlying concerns about the effect of free trade: those relating to perceived economic effects, and the question of free trade's impact on Canada's independence or sovereignty. The Canadian public are clearly concerned about our country's overall economic prospects, as well as about their own individual economic well-being. They are also concerned about the ability of Canada to retain control over its own economic and political affairs. These are, at present, the two main bases upon which the public are forming opinions on Canada-U.S. free trade.

On the question of whether an agreement in any way threatens Canada's identity, half the respondents (compared to 47% in June) believe we should not enter into a free trade arrangement with the Americans because "It could mean the end of some government measures which protect Canada's identity and make us different from the United States." The other half of the sample (48%) think "We should be confident enough to enter into a free trade agreement because our identity is already strong enough and no longer needs protection through government measures," a view which is slightly less prevalent than was the case in June (52%).

Regional variations on the identity issue are again evident in this most recent survey. A majority of residents in the Prairies (55%) and Ontario (55%) believe we should not enter into a free trade agreement with the Americans because of the potentially negative implications concerning Canada's identity. Residents of Quebec, whose views are much the same as in June, are the most positive in this regard, as 55% feel we should be confident that Canada's identity is strong enough that it no longer needs government protection. British Columbians have grown more pessimistic over the summer as 49% (up from 34% in June) feel free trade could endanger Canada's identity.

Further analysis reveals the importance of expectations concerning Canada's identity and support for free trade. The majority of those who say we should not have free trade because of its potential threat to Canada's identity (71%) believe the initiative is not a good idea. In contrast, the majority of respondents who believe Canada's identity is strong enough to stand up to free trade (79%) think such an agreement is a good idea.

Another issue concerning the effect of free trade is its impact on provincial relations. Half the public (52% versus 55% in June) agree with the following statement: "I'm concerned that free trade is only going to increase tensions among regions and groups in Canada." This view, which is fairly uniform across all segments and regions of the country, is also linked to support for the initiative itself. Those who think regional tensions will stem from free trade are much more likely to feel the initiative is a bad idea.

	AUGUST 1987	JUNE 1987	
	48	41	Very likely
	37	42	Somewhat likely
	11	13	Not too likely
	4	4	Not at all likely
			<u>EFFECT OF U.S. PROTECTIONISM ON CANADIAN ECONOMY</u>
	41	34	Very serious
	49	49	Serious
	9	13	Not too serious
	1	2	Not serious at all
			<u>EFFECTIVENESS OF FREE TRADE DEAL IN PREVENTING AMERICAN PROTECTIONISM</u>
	51	—	Very effective
	46	—	Effective
	23	—	Not too effective
	2	—	Not at all effective

## V. PROTECTIONISM

While expectations about the likelihood of the American government taking further protectionist actions have not changed since June, there is evidence in the August results of increased concern over the seriousness of the potential effects of such actions on the Canadian economy (Table 7). A total of 90% in August (versus 83% in June) say that they expect that if the American government did take such action, the effect on the Canadian economy would be serious, and more people (41% in August versus 34% in June) now think that the effect will be "very serious."

Table 7

### ATTITUDES ABOUT U.S. PROTECTIONISM

	JUNE 1987 %	AUGUST 1987 %
<u>LIKELIHOOD OF FUTURE U.S. PROTECTIONIST ACTIONS</u>		
Very likely	41	48
Somewhat likely	42	37
Not too likely	13	11
Not at all likely	4	4
<u>EFFECT OF U.S. PROTECTIONISM ON CANADIAN ECONOMY</u>		
Very serious	34	41
Serious	49	49
Not too serious	15	9
Not serious at all	2	1
<u>EFFECTIVENESS OF FREE TRADE DEAL IN PREVENTING AMERICAN PROTECTIONISM</u>		
Very effective	--	21
Effective	--	46
Not too effective	--	23
Not at all effective	--	9



To sum up, 85% think it likely that the American government might take further protectionist actions and 90% think the effects will be serious for the Canadian economy. Considerably fewer Canadians (67%), however, think that a free trade agreement will be effective in "preventing the United States from taking action in the future to make it harder for Canadian goods and services to enter the United States." The gap between the 85% thinking U.S. protectionist action likely and the 65% thinking a free trade agreement will be effective in preventing such action in the future, underscores Canadians' increasing concern about whether a free trade agreement will be fair and balanced and whether the U.S. will abide by its terms.

Would not be a factor in forming an opinion about free trade	34	38
<b>JOB CREATION VERSUS LIMITING AMERICAN INFLUENCE</b>		
Jobs created by U.S. investment not as important as limiting influence	40	41
Job creation is more important than limiting influence	59	57

## VI. AMERICAN INVESTMENT

Earlier we saw that concern about foreign investment is a key factor affecting general assessments of free trade. It should therefore come as no surprise that three-quarters of the public are still in favour of the principle of restrictions on American investment in certain sectors of the Canadian economy (Table 8). Canadians' pragmatic nature, however, is reflected in respondents' reactions to subsequent questions posed in the survey. Six out of ten (62%) indicate that they would be more inclined to support free trade if fewer restrictions on American investment meant more jobs for Canadians. Moreover, the majority (57%) believe that jobs created by increased U.S. investment are more important than limiting American influence in the Canadian economy. Not to be overlooked, however, are the four-in-ten who believe that jobs are not as important as limiting American influence in the Canadian economy. Those who are more likely to hold this latter view include 35-44 year olds, the well-educated, and residents of Ontario, particularly those living in Metropolitan Toronto.

### LIKELIHOOD OF FUTURE U.S. PROTECTIONIST ACTIONS

Very likely	41	33
Somewhat likely	42	37
Not too likely	13	17
Not at all likely	4	1

### EFFECT OF U.S. PROTECTIONISM ON CANADIAN ECONOMY

Very serious	34	41
Serious	49	49
Not too serious	17	9
Not serious at all	2	1

### EFFECTIVENESS OF FREE TRADE DEAL IN PREVENTING AMERICAN PROTECTIONISM

Very effective	27	21
Effective	37	46
Not too effective	32	23
Not at all effective	4	9

Table 8

## ATTITUDES ABOUT AMERICAN INVESTMENT

	JUNE 1987 %	AUGUST 1987 %
<b>SHOULD THERE BE RESTRICTIONS ON AMERICAN INVESTMENT IN CERTAIN SECTORS OF THE CANADIAN ECONOMY?</b>		
Yes	72	74
No	28	26
<b>WHAT IF FEWER RESTRICTIONS ON AMERICAN INVESTMENT MEANS MORE JOBS IN CANADA...</b>		
Would be a strong reason to support free trade	65	62
Would not be a factor in forming an opinion about free trade	34	38
<b>JOB CREATION VERSUS LIMITING AMERICAN INFLUENCE</b>		
Jobs created by U.S. investment not as important as limiting influence	40	41
Job creation is more important than limiting influence	59	57

## VII. FEDERAL GOVERNMENT MANAGEMENT

Respondents were presented with a number of what are referred to as "issue statements" concerning the government and its handling of the free trade talks. From these data, which are presented in Table 9 below, some of the major conclusions which can be drawn are as follows.

- o With regard to federal government management of the free trade negotiations and possible consequences or outcomes, there has been a slight decrease since June in the proportion of the population confident in the federal government's plans in this area. Just under half (49%) of the population now agree with the statement, "I think the government has a good idea of how to deal with the changes a free trade agreement would bring in Canada," as compared to 54% who held this view in June;

The well-educated, professionals and union members are among those who are more likely to think that the government does not have a good idea of how to deal with such changes;

- o Only 26% of Canadians agree with the statement: "The federal government has provided the Canadian people with enough information about what it wants to gain in the trade talks";
- o Just over half the public believe that the government has a clear sense of its objectives and what it is prepared to concede in the free trade talks, down slightly since June (from 56% to 52%). There continues to be a greater consensus (68%) about another government motive for entering into the trade talks, namely to improve Canada's trade situation with countries around the world;

In a related question, the majority of respondents (59%) believe that the free trade negotiations are part of a broader plan to change Canada's whole economy and get ready for the challenges of the future, as opposed to an isolated initiative which is not part of any overall economic plan (39%). Similar findings were obtained in the June survey.

Table 9

## ATTITUDES ABOUT THE GOVERNMENT AND FREE TRADE

	<u>AGREEMENT</u>		<u>GAMMA*</u>
	June 1987 %	August 1987 %	
The federal government has provided the Canadian people with enough information about what it wants to gain in the trade talks	--	27	.364
I believe that the federal government has a pretty clear sense of what it wants to gain and what it's prepared to give up in the trade talks	56	52	.395
I see the government's attempt to reach a free trade deal with the Americans as part of a general effort to improve Canada's trade situation with countries around the world	67	68	.602
I think the government has a good idea of how to deal with the changes a free trade agreement would bring in Canada	54	49	.613

\* Each issue statement was correlated with overall support for free trade (Question 4). The larger the gamma statistic, the more closely associated the two attitudes.

The gamma statistic in the third column of Table 9 indicates that while public opinion on all of these issues bears some relationship to overall assessments of whether free trade is a good idea, the issue which would seem to matter the most is whether the public believe the government has a good idea of how to deal with the changes that a free trade agreement would bring to Canada.

Another aspect of the government's role in the trade negotiations which was probed concerns its ability to effectively bargain with the Americans. On this point, Canadian apprehensions appear to be growing; 55% indicate that they are nervous about entering into a free trade agreement with the United States because they feel the Americans are the better bargainers, up from 51% in June. Only in Quebec is public opinion more optimistic, as 59% (48% nationally) believe we are as effective bargainers as are the Americans.

### A. Credibility of Stakeholders and Others Involved in the Free Trade Issue

One of the keys to understanding the origins of public opinion on an issue is knowing which spokespersons or "stakeholders" have the greatest credibility. This was explored in the most recent survey.

Economists and other specialists (40%) and business leaders (20%) are most frequently mentioned as those whose opinions Canadians would consider or rely upon most in making up their mind about free trade (Table 10). Thinking specifically about business leaders, 74% would rely most upon the views of "people who run businesses throughout Canada," rather than of "people who run businesses known mainly in the area where you live."

Table 10

#### CREDIBLE SPOKESPERSON OF FREE TRADE

	<u>PERCENTAGE</u>
Economists and other specialists	40
Business leaders	20
Businesses well-known throughout Canada	74%
Business known mainly in local area	25%
News media	13
Federal government leaders	9
Labour leaders	8
Provincial government	6

In contrast, percentages are quite low for those opinion leaders who have a tremendous vested interest in free trade such as federal government leaders (9%), provincial government leaders (6%), and labour leaders (8%), as the public appear to have a degree of skepticism about whether these vested interests will be consistent with their own interests. The news media are mentioned by 13%.

The tendency to look to economists and other specialists is evident across all segments of the population. Even unionized employees are more likely to look to economists and other specialists (38%), as opposed to labour leaders (13%).

## VIII. MAJOR REGIONAL DIFFERENCES

The major observed differences in opinion on the basis of respondents' region of residence pertain to Ontario, Quebec and British Columbia. Where relevant, reference is made to both significant regional differences in opinion evident in the August results, along with important changes in opinion within regions between June and August.

### A. Ontario

Ontarians continue to be the least supportive and least optimistic overall about some of the possible economic consequences of free trade. Overall support levels are relatively constant (37% versus 41% in June) and as with the aggregate data, support among Ontarians, as measured by the question posed at the end of the survey interview, was higher (47%) than the "top-of-mind" support level of 37%.

As for the perceived consequences of free trade, Ontarians continue to be less optimistic about some of the potential economic and political consequences. They continue to be more concerned than average about the socio-political effects of free trade for Canada. There is evidence in the August data of pessimism among Ontarians regarding the likelihood of an equitable free trade deal being struck, as well as about the relative effectiveness of the Canadians' bargaining ability vis-à-vis that of the Americans.

Some of the major differences in opinion among Ontarians as compared to Canadians on average can be summarized as follows.

On economic impact questions, Ontarians are:

- o Less likely (41%) than average (54%) to expect that there will be more jobs gained than lost in Canada as a result of free trade;
- o More likely (52% versus 47%) to expect that many American companies will close their plants in Canada and more likely (84% versus 75%) to see this as an important issue in making up their minds about free trade; and
- o More likely to think it "very likely" (45% versus 34% on average) that the Canadian automobile industry will lose jobs to the United States as a result of free trade.

On socio-political questions, Ontarians continue to be more likely than Canadians on average to think that "our economy will become so closely tied to the American economy that we will gradually lose our ability to make our own decisions." They are even less likely (36%) than average (45%) to believe that a free trade agreement will be fair and equitable for both Canada and the United States.

On other questions, 58% of Ontarians as compared to 48% on average feel it likely that the American government might take further protectionist actions. They are also more likely (62%) than average (55%) to think that the Americans are better bargainers than Canadians and that, therefore, Canadians will end up with a bad deal. Finally, they are even more likely (74%) than Canadians overall (67%) to disagree with the statement: "The federal government has provided the Canadian people with enough information about what it wants to gain in the trade talks."

#### 1. Differences in results between June and August

**Relative Benefit for Canada** -- The aggregate data for Canada as a whole show consistency between June and August in perceptions of the relative benefits of free trade for Canada and the U.S. among those respondents expecting some benefits for Canada. In contrast, some slight changes in opinion on this question are apparent among Ontario residents. Those Ontarians thinking the U.S. would benefit more have increased from 27% to 37%, while the number thinking both countries will benefit equally have decreased from 46% in June to 37% in August. Given the sample sizes involved, these results may only indicate a marginal shift in opinion, but they are consistent with the overriding finding from the August survey of increased concern about whether a fair and mutually beneficial trade deal can be reached.



**Factors Claimed Important in Shaping Opinion** -- An increase in intensity of concern is evident about, "Whether we will be able to maintain current government programs such as unemployment insurance and health insurance." Seven-in-ten Ontarians in August, compared to 61% in June, identify this as a "very important consideration."

A slight increase is also evident in the intensity of concern about "Whether many American companies will close their plants in Canada," with 47% (versus 39% in June) seeing this as a "very important consideration."

**Jobs Versus Limiting American Influence** -- Results for the June survey show that a majority of Canadians (59%) and Ontario residents (55%) believed that "the jobs created by increased American investment in Canada are more important than limiting American influence in the Canadian economy." While 57% of Canadians on average continue to hold this view, opinion is now split among Ontario residents:

	<u>JUNE</u> %	<u>AUGUST</u> %
JOBS NOT AS IMPORTANT AS LIMITING AMERICAN INFLUENCE IN THE CANADIAN ECONOMY	44	47
JOBS MORE IMPORTANT	55	49

#### B. Quebec

Residents of Quebec continue to consistently exhibit greater optimism than Canadians on average and Ontarians in particular regarding free trade and the likely economic consequences for Canada. The percentage of Quebecers saying free trade is a good idea has increased from 52% in June to 64% in August. Consistent with the June data, they continue to be more likely (40%) to anticipate higher incomes for Canadians and that "Overall, there will be more jobs gained than lost in Canada" (60% see this as likely). They are also less likely (59%) to think that the Canadian automobile industry will lose jobs to the United States.

On socio-political questions, a majority of Quebec residents (56%) think it likely that "The free trade agreement will be fair and equitable for both Canada and the United States."

Overall, Quebec residents remain more optimistic and supportive of the free trade initiative than Canadians on average and the August data indicate that their support appears to be increasing.

#### 1. Differences in results changes in opinion between June and August

**Independence and American Influence** -- Several changes in opinion among Quebec residents between June and August further reflect the greater optimism of Quebecers about free trade. A marginally increased percentage of respondents (73% versus 67%) think it likely that "We will be able to maintain current government programs such as unemployment insurance and health insurance." Consistent with this, fewer Quebecers in August (69%) than in June (78%) think it likely that "American influence on our books, magazines, films and other parts of our culture will increase."

**Importance of Income as Factor Shaping Opinion** -- Fewer people in August (77%) than in June (84%) feel that the issue of "whether Canadians will have higher incomes than they do now" is an important consideration in forming their opinions about a free trade agreement.

**Protectionism** -- As one sign of pessimism, Quebec residents are now much more likely than in June to expect that it is "very likely" (40% versus 28%) that the American government might take further protectionist actions which "make it harder for some Canadian goods and services to enter the United States."

**Jobs Versus Limiting Foreign Influence** -- In contrast to Ontarians, Quebecers are increasingly of the view that "The jobs created by increased American investment in Canada are more important than limiting American influence in the Canadian economy." The results for this question among Quebec residents obtained in the June and August surveys are as follows:

	<u>JUNE</u> %	<u>AUGUST</u> %
JOBS NOT AS IMPORTANT AS LIMITING AMERICAN INFLUENCE IN THE CANADIAN ECONOMY	45	35
JOBS MORE IMPORTANT	54	64

These differences in results for Quebec residents between the June and August surveys are consistent with the overall finding reported above -- that Quebecers are more optimistic about the likely effects of free trade and more supportive than average. The results also provide evidence of a growth in optimism about and support for free trade in the province.

### C. British Columbia

Compared to the June survey results, there are relatively fewer areas in the August data where the opinions of British Columbians are significantly different from the Canadian average. Where evidence of perhaps some shifts in opinion over time emerges, is upon a comparison of the results obtained among British Columbia residents in the June and August surveys. Most notable among the findings from August in this context is a decrease in the number of British Columbians thinking that Canada entering into a free trade agreement with the United States would be a good idea:

	<u>AUGUST</u> %	<u>JUNE</u> %
GOOD IDEA FOR CANADA TO ENTER INTO A FREE TRADE AGREEMENT WITH THE UNITED STATES	52	63
BAD IDEA FOR CANADA TO ENTER INTO A FREE TRADE AGREEMENT WITH THE UNITED STATES	45	35

In interpreting these results, it should be recalled that the results obtained in each survey are accurate to within  $\pm 8.7\%$ , 95 times out of 100. In light of this margin, the observed difference in the results in British Columbia on the overall support question may only reflect a marginal opinion shift.

Nevertheless, there is some evidence in the August data of opinion regarding certain issues or considerations which may be contributing to the apparent growth in skepticism among residents of British Columbia. British Columbians are even more intensely concerned about "whether the United States will keep to the terms of the agreement" than are Canadians overall. A total of 77% of British Columbians see this as a "very important" consideration in making up their minds about free trade, compared to 66% of Canadians on average who hold this view.

British Columbians are also less likely (40% versus 49% for Canadians on average) to agree with the statement, "I think the government has a good idea of how to deal with the changes a free trade agreement would bring in Canada." Paradoxically, they are also somewhat more likely now (33%) than in June (22%) to think it likely that "Canadians will have higher incomes than they do now under free trade." Still, 67% think it unlikely that this will occur, and British Columbians do not differ in their outlook on this from Canadians on average (68%).

## IX. SUMMARY AND CONCLUSIONS

- o There has been an increase in the number of Canadians identifying free trade/Canada-U.S. relations as the most important problem facing the country today. Nonetheless, unemployment continues to be the top-of-mind concern with the public.
- o The August data reveal evidence of an increased or heightened sense of anxiety among Canadians regarding free trade and its possible consequences for Canada, despite the apparent stability in aggregate levels of support for the initiative.

Many Canadians appear to be withholding or suspending judgment on a free trade deal. Concern is centred around the following expectations:

1. That there will or will not be job and consumer price benefits (in one's own region);
  2. That there will or will not be an erosion in our ability to determine our own national economic and social policies; and
  3. That the free trade agreement will or will not be fair and balanced for both Canada and the United States, that the United States will keep to the terms of the agreement, and that Canada's negotiators are capable of obtaining a fair and balanced agreement.
- o While more Canadians think future U.S. protectionism is "very likely," two-thirds of the public believe a free trade deal will be effective in preventing such action.
  - o Most Canadians think the government is clear in its own mind about why it is pursuing a free trade agreement, namely to improve Canada's trade situation with other countries around the world. The public are less inclined, however, to believe the government has a plan about what it wants or is prepared to give up, and how to deal with the changes which a free trade agreement would bring to Canada.

- o Three-quarters of the public fully believe in the principle of restricting American investment in certain sectors of the Canadian economy. If a choice is to be made, though, Canadians are more likely to feel job creation is more important than limiting American influences.
- o Public opinion on free trade varies primarily on a regional basis. Attitudes tend to vary the most frequently in Central Canada: Quebecers are generally more positive about free trade and its effects, while residents of Ontario are more pessimistic. For example, Ontarians are less likely to think free trade is a good idea, that more jobs will be gained than lost, and that such an agreement will be fair and equitable.

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## A. SURVEY OVERVIEW

Bruce Anderson and David MacMartin were the Senior Research Consultants and principal investigators for this study, and were assisted in the various phases of research and analysis by Michael Harper.

### 1. Sample Selection

The population consists of all Canadian residents. Male and female respondents were selected in the same proportion as the general population, on a 50/50 sex quota. A total of 1200 interviews were completed.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful speculation of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection disproportionate to size at the national level. The first step in the sampling procedure was the division into 11 strata or "regions," i.e., British Columbia, Alberta, Saskatchewan, Manitoba, Balance Ontario, Metropolitan Toronto, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland (see Table A).



Table A

## SAMPLE STRATA

<u>REGIONS</u>	<u>PERCENTAGE OF POPULATION</u>	<u>PPS N</u>	<u>DPS N</u>	<u>WEIGHTS</u>	<u>WEIGHTED N</u>
BRITISH COLUMBIA	11.3	136	136	1.0	136
ALBERTA	9.2	111	111	1.0	111
SASKATCHEWAN	4.0	48	48	1.0	48
MANITOBA	4.2	50	50	1.0	50
BALANCE ONTARIO	26.7	321	220	1.0	220
METRO TORONTO	8.8	106	106	1.0	106
QUEBEC	26.5	318	318	1.0	318
NEW BRUNSWICK	2.9	34	68	0.50	34
NOVA SCOTIA	3.5	42	80	0.52	42
PRINCE EDWARD ISLAND	0.5	6	10	0.60	6
NEWFOUNDLAND	2.3	28	53	0.52	28
		<u>1,200</u>	<u>1,200</u>		

Table A presents the percentages of the total population in each region followed by the proportionate number of cases in each. The third column presents the disproportionate sample actually completed followed by the weights used in each region. The fifth column represents the number of cases in each strata after the weighting was applied.

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census -- the enumeration area (EA).

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data, together with maps showing the geographic

boundaries of NNXs, it is possible to determine exact population figures for each NNX and determine the appropriate number of respondents to be surveyed in each NNX.

Primary sampling units (groups of NNXs) and secondary sampling units (individual NNXs) were selected on the basis of probability proportionate to population size. Telephone numbers were then generated using a computerized random number generation program employing random start and fixed interval methods.

## 2. Field Procedures

The questionnaires were printed, consecutively numbered, and assembled into field packs of three interviews -- two males and one female or two females and one male. This procedure ensured that the 50/50 sex quota would be met by preselecting half males and half females before the interviewing began.

The interviews took place between August 19 and 30, 1987, and weekday interviewing was conducted between the hours of 5:30 and 10:00 p.m. Weekend interviewing was conducted between the hours of 10:00 a.m. and 5:00 p.m. The questionnaire contained 77 questions and took approximately 26 minutes to complete. Fifteen percent (15%) of all interviews were monitored while in progress for procedure and content from an extension monitor. All interviews were carefully edited as soon as they were completed to ensure that no questions were omitted and that skip-patterns were followed correctly.

Experienced telephone interviewers were used to collect the data. A briefing was held by the Field Supervisor and the Research Analyst was present to answer questions or clarify procedures. The Field Supervisor first read the questionnaire to the interviewers, thereby ensuring that pronunciation would be correct and uniform, and secondly, interviewer-respondent role-playing was used to illustrate skip and rotation patterns. The interviewers then had an opportunity to ask questions.

On the first evening in the field, the Research Analyst listened to the interviewers on an extension monitor. The monitor prevents the interviewer and respondent from knowing they are being listened to. This ensured that the skip and rotation patterns were followed correctly and that there were no questions causing interviewers any particular difficulty. When an error was caught, the interviewer was briefed again and the respondent was called back in order to correct the questionnaire.

All work was edited by the Senior Field Supervisor, checked for completeness, quality, and skip-pattern adherence. Then, 15% of each interviewer's work was verified; that is, respondents were contacted by telephone and were asked to verify that the interview actually took place. Respondents were also asked to answer a few questions from the questionnaire in order to check the accuracy of the data collected.

### 3. Coding

The questionnaires were coded and the data were entered by experienced Decima personnel. The following standard procedures were followed:

- o An initial briefing;
- o Supervision of trained staff; and
- o Verification of 15% of each coder's work.

Using the first 25% of completed questionnaires in each stratum, codes were constructed for the open-end questions by sorting and writing out the responses into independent categories. The Research Analyst checked all categories for completeness and consistency.

#### 4. Data Processing

The entry and processing of the data were carried out on-site using Decima's Digital PDP 11/44 computer. Decima's interactive software system, designed specifically for survey analysis, has a robust data entry facility, which permits cleaning of the data, including out-of-range values and skip-pattern errors, as well as other logic errors. The fully cleaned data were then summarized into aggregate tables. Further analysis of the data included crosstabulation tables, measures of association, regression analysis, and factor analysis.

#### 5. Confidence Limits and Validation

The sample of 1,200 cases produces results which are accurate for the population of as a whole within  $\pm 2.8$  percentage points 95 out of 100 times.

In order to validate the sample, we compared our data for the age category of the population with figures provided by Statistics Canada. Table B outlines the percentage of respondents in each age category for the sample, and the corresponding population figures. As this figure suggests, the sample drawn for this study reflects the more general characteristics of the adult population.

Table B

## SAMPLE VALIDATION

AGE	SAMPLE	UNIVERSE <sup>1</sup>
	(n=1,200) %	(N=18,445,00) %
18-19 years	3.6	4.8
20-24 years	10.9	13.0
25-29 years	13.6	12.5
30-34 years	13.0	11.4
35-39 years	13.6	10.3
40-44 years	9.4	8.1
45-49 years	7.0	6.9
50-54 years	5.8	6.8
55-59 years	6.9	6.5
60-64 years	6.9	6.0
65 years or older <sup>2</sup>	10.3	13.5

<sup>1</sup> Catalogue 92-210 Post Censal Annual Estimates of Population By Marital Status, Age, Sex, and Components of Growth for Canada, Provinces, and Territories June 1, 1984.

<sup>2</sup> Added Categories: 65-69, 70-74, 75-79, 80-84, 85-89, 90+.

It should be noted that, while age has been validated for Canadians who are 18 years of age or older, income and education can only be validated from Statistics Canada's data for Canadians who are 15 years of age or older. As well, the sample is only representative of residents in the provinces who have direct dialing telephone services. Therefore, Canadians who are accessible only by a telephone servicing a large number of people, such as senior citizen homes, hospitals, and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are automatically excluded from the sample. Any further questions the reader has about sampling should be referred to the Research Consultant.

While the most sophisticated procedures have been used to collect and analyze the information presented herein, it must be remembered that surveys are not predictions. They are designed to measure public opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

Further analysis of the data has been done which includes correlation, regression, and factor analysis.

60-64 years	0.9
55-59 years	1.0
50-54 years	0.8
45-49 years	0.9
40-44 years	1.0
35-39 years	0.8
30-34 years	1.0
25-29 years	1.1
20-24 years	1.0
15-19 years	1.0
10-14 years	1.0
5-9 years	1.0
0-4 years	1.0

The sample of the population is representative of the population of the Province of Ontario. The sample was selected from the 1982 Census of Canada, Provinces and Territories, June 1, 1982. The sample was selected from the 1982 Census of Canada, Provinces and Territories, June 1, 1982. The sample was selected from the 1982 Census of Canada, Provinces and Territories, June 1, 1982. The sample was selected from the 1982 Census of Canada, Provinces and Territories, June 1, 1982.

It should be noted that, while age has been validated for Canadians who are 18 years of age or older, income and education can only be validated from Statistics Canada's data for Canadians who are 15 years of age or older. As well, the sample is only representative of residents in the provinces who have direct dialing telephone services. Therefore, Canadians who are accessible only by a telephone receiving a large number of people, such as senior citizens, homes, hospitals, and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are necessarily excluded from the sample. Any further questions the reader has about sampling should be referred to the Research Consultant.

B. INTERVIEW SCHEDULE

A. Are you 18 years of age or older and a resident of Canada? YES (CONTINUE).....A  
 NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

B. Have I reached you at your home phone number? YES (CONTINUE).....A  
 NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE).....B

C. Do you, or does anyone in your family or household work in the following kinds of business ...a market research firm, advertising agency, public relations firm, or the news media? YES (THANK AND TERMINATE -- RECORD INCIDENCE ON CALL RECORD SHEET).....A  
 NO (CONTINUE).....B

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2. In your opinion, what is the most important problem facing Canada today? (PROBE...ACCEPT ONLY ONE RESPONSE...ANSWER MUST BE AT LEAST TEN WORDS)

UNEMPLOYMENT.....01	(28%)	(26%)
YOUTH UNEMPLOYMENT.....02	( 9%)	( 8%)
INFLATION/COST OF LIVING.....03	( 3%)	( 4%)
ECONOMY.....04	( 5%)	( 5%)
GOVERNMENT -- SPENDING.....05	( 1%)	( 1%)
GOVERNMENT - GENERAL.....06	( 6%)	( 6%)
DEFICIT.....07	( 4%)	( 3%)
FREE TRADE.....08	( 5%)	( 9%)
CANADA-UNITED STATES RELATIONS.....09	( 1%)	( 1%)
TAXES.....10	( 2%)	( 2%)
CONSTITUTION/NATIONAL UNITY.....11	( 4%)	( 1%)
AGRICULTURE/FARMING PROBLEM.....12	( 2%)	( 1%)

Note 1: Responses may not sum to 100% due to rounding throughout the Technical Appendixes.

2: ( \* ) denotes a percentage value greater than 0 but less than 0.5 throughout the Technical Appendixes.

Question 1 - continued

NUCLEAR WAR/DISARMAMENT.....	13	( 2%)	( 2%)
POLLUTION/ACID RAIN.....	14	( 4%)	( 3%)
SOCIAL/MORAL.....	15	( 5%)	( 4%)
AIDS/HEALTH.....	16	( 3%)	( 1%)
DRUGS.....	17	( 1%)	( 1%)
HOUSING.....	18	( 1%)	( 1%)
ECONOMIC REGIONAL DISPARITY.....	19	( 1%)	( 1%)
SENIORS/PENSIONERS.....	20	( *%)	( * )
MULRONEY/CONSERVATIVE PARTY.....	21	( 1%)	( 1%)
WORLD PEACE.....	22	( * )	( 2%)
ECONOMIC DEVELOPMENT OF NATURAL RESOURCES.....	23	( * )	( * )
CONSERVATION OF THE ENVIRONMENT.....	24	( 1%)	( * )
STRIKES/BILLS 19 AND 20.....	25	( 1%)	( * )
EDUCATION.....	26	( * )	( 1%)
IMMIGRATION.....	27	( * )	( 8%)
NO PROBLEMS.....	28	( 1%)	( 1%)
OTHER.....	29	( 3%)	( * )
NO RESPONSE/DON'T KNOW.....	30	( 8%)	( 5%)

REFER TO APPENDIX D FOR COMPLETE VERBATIM RESPONSES

3. How closely would you say you have been following the discussions about free trade with the United States. Would you say you've been following these discussions...(READ LIST)?

NOT CLOSELY AT ALL.....	1	(17%)	(16%)
NOT VERY CLOSELY.....	2	(42%)	(43%)
CLOSELY.....	3	(32%)	(31%)
VERY CLOSELY.....	4	( 9%)	(10%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

4. Regardless of how closely you may have been following the discussions about free trade, do you feel that you understand the issue as well as you would like?

YES.....	1	(24%)	(25%)
NO.....	2	(76%)	(75%)
NO OPINION (VOLUNTEERED).....	3	( * )	( * )



5. Overall, would you say it would be a very good idea, a good idea, a bad idea, or a very bad idea for Canada to enter into a free trade agreement with the United States?

VERY BAD IDEA.....1	( 9%)	(11%)
BAD IDEA.....2	(34%)	(33%)
GOOD IDEA.....3	(43%)	(42%)
VERY GOOD IDEA.....4	( 7%)	( 8%)
NO OPINION (VOLUNTEERED).....5	( 7%)	( 6%)

6. How important would you say trade with the United States is to Canada? In other words, how many jobs in Canada depend on trade with the United States, one job in ten, one in six, or one in three?

ONE JOB IN TEN.....1	--	(20%)
ONE IN SIX.....2	--	(48%)
ONE IN THREE.....3	--	(30%)
NO OPINION (VOLUNTEERED).....4		( 3%)

7. As you may know, both Canada and the United States place import taxes, called duties, on goods and services coming from the other country. They also have other barriers to trade between them, such as government regulations. If all these barriers and taxes were removed and goods and services could move freely across the Canada-U.S. border, do you think Canada would benefit a great deal, benefit somewhat, neither benefit nor lose, lose somewhat, or lose a great deal?

LOSE A GREAT DEAL (SKIP TO Q9).....1*	(16%)	(17%)
LOSE SOMEWHAT (SKIP TO Q9).....2*	(22%)	(23%)
NEITHER BENEFIT NOR LOSE (SKIP TO Q9).....3*	(13%)	(10%)
BENEFIT SOMEWHAT (GO TO Q7).....4	(32%)	(36%)
BENEFIT A GREAT DEAL (GO TO Q7).....5	(17%)	(13%)
NO OPINION (VOLUNTEERED).....6	( 1%)	( 1%)

Overall, would you say it would be a very good idea, a good idea, a bad idea, or a very bad idea for Canada to enter into a free trade agreement with the United States?

VERY UNLIKELY.....1	( 9%)	(11%)
SOMEWHAT UNLIKELY.....2	(34%)	(33%)
SOMEWHAT LIKELY.....3	(43%)	(42%)
VERY LIKELY.....4	( 7%)	( 8%)
NO OPINION (VOLUNTEERED).....5	( 7%)	( 6%)

IF "BENEFIT SOMEWHAT" OR "BENEFIT A GREAT DEAL" TO Q6, ASK:

8. Do you think Canada would benefit more than the United States, the United States would benefit more than Canada, or would both benefit equally?

CANADA MORE (GO TO Q8).....1	(25%)	(25%)
U.S.A. MORE (GO TO Q8).....2	(27%)	(30%)
BOTH EQUALLY (SKIP TO Q9).....3*	(48%)	(43%)
NO OPINION (VOLUNTEERED).....4	( 1%)	( 1%)

IF "CANADA MORE" OR "U.S.A. MORE" TO Q7, ASK:

9. Is that a lot more, somewhat more, or a little bit more?

A LOT MORE.....1	(40%)	(34%)
SOMEWHAT MORE.....2	(41%)	(40%)
A LITTLE BIT MORE.....3	(19%)	(25%)
NO OPINION (VOLUNTEERED)....4	( * )	( 1%)

I am going to read you a list of statements various people have made about what might happen if there were free trade between Canada and the United States. For each one, I'd like you to tell me whether you think it is very likely, somewhat likely, somewhat unlikely, or very unlikely, that this would result if there were free trade between Canada and the United States? The first one is...(READ AND ROTATE STATEMENTS 9-29)

10. Overall, there will be more jobs gained than lost in Canada.

VERY UNLIKELY.....1	(19%)	(19%)
SOMEWHAT UNLIKELY.....2	(26%)	(26%)
SOMEWHAT LIKELY.....3	(37%)	(35%)
VERY LIKELY.....4	(18%)	(19%)
NO OPINION (VOLUNTEERED).....5	( * )	( 1%)

11. Prices of many goods imported from the United States into Canada will be lower.

VERY UNLIKELY.....1	--	(10%)
SOMEWHAT UNLIKELY.....2	--	(22%)
SOMEWHAT LIKELY.....3	--	(42%)
VERY LIKELY.....4	--	(26%)
NO OPINION (VOLUNTEERED).....5	--	( * )

12. Women will lose relatively more jobs than men.

VERY UNLIKELY.....1	(21%)	(20%)
SOMEWHAT UNLIKELY.....2	(45%)	(45%)
SOMEWHAT LIKELY.....3	(22%)	(21%)
VERY LIKELY.....4	(10%)	(13%)
NO OPINION (VOLUNTEERED).....5	( 2%)	( 2%)

13. We will be able to maintain current government programs such as unemployment insurance and health insurance.

VERY UNLIKELY.....1	(14%)	(14%)
SOMEWHAT UNLIKELY.....2	(23%)	(20%)
SOMEWHAT LIKELY.....3	(38%)	(39%)
VERY LIKELY.....4	(24%)	(27%)
NO OPINION (VOLUNTEERED).....5	( 1%)	( 1%)

14. Many American companies will close their plants in Canada.

VERY UNLIKELY.....1	(23%)	(21%)
SOMEWHAT UNLIKELY.....2	(33%)	(33%)
SOMEWHAT LIKELY.....3	(28%)	(28%)
VERY LIKELY.....4	(16%)	(18%)
NO OPINION (VOLUNTEERED).....5	( 1%)	( * )

15. Our economy will become so closely tied to the American economy that we will gradually lose our ability to make our own economic decisions.

VERY UNLIKELY.....1	(13%)	(12%)
SOMEWHAT UNLIKELY.....2	(22%)	(20%)
SOMEWHAT LIKELY.....3	(29%)	(30%)
VERY LIKELY.....4	(36%)	(38%)
NO OPINION (VOLUNTEERED).....5	( 1%)	( * )

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16. Canadians will have higher incomes than they do now.

VERY UNLIKELY.....1	(29%)	(27%)
SOMEWHAT UNLIKELY.....2	(41%)	(40%)
SOMEWHAT LIKELY.....3	(21%)	(24%)
VERY LIKELY.....4	( 7%)	( 8%)
NO OPINION (VOLUNTEERED).....5	( 1%)	( 1%)

17. Differences in economic development among regions in Canada will gradually be reduced.

VERY UNLIKELY.....1	(20%)	(16%)
SOMEWHAT UNLIKELY.....2	(33%)	(35%)
SOMEWHAT LIKELY.....3	(35%)	(33%)
VERY LIKELY.....4	(11%)	(13%)
NO OPINION (VOLUNTEERED).....5	( 2%)	( 2%)

18. American influence on our books, magazines, films and other parts of our culture will increase.

VERY UNLIKELY.....1	( 7%)	( 9%)
SOMEWHAT UNLIKELY.....2	(17%)	(19%)
SOMEWHAT LIKELY.....3	(34%)	(32%)
VERY LIKELY.....4	(42%)	(40%)
NO OPINION (VOLUNTEERED).....5	( * )	( 1%)

19. Canada will continue to have an independent foreign policy.

VERY UNLIKELY.....1	--	(16%)
SOMEWHAT UNLIKELY.....2	--	(24%)
SOMEWHAT LIKELY.....3	--	(35%)
VERY LIKELY.....4	--	(23%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

20. Canada and the United States will become more similar in many ways.

VERY UNLIKELY.....1	--	( 5%)
SOMEWHAT UNLIKELY.....2	--	(13%)
SOMEWHAT LIKELY.....3	--	(40%)
VERY LIKELY.....4	--	(42%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

21. The free trade agreement will be fair and equitable for both Canada and the United States.

VERY UNLIKELY.....1	--	(27%)
SOMEWHAT UNLIKELY.....2	--	(27%)
SOMEWHAT LIKELY.....3	--	(31%)
VERY LIKELY.....4	--	(14%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

22. The United States will keep to the terms of the agreement.

VERY UNLIKELY.....1	--	(18%)
SOMEWHAT UNLIKELY.....2	--	(27%)
SOMEWHAT LIKELY.....3	--	(37%)
VERY LIKELY.....4	--	(17%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

23. American companies will buy control of more Canadian companies.

VERY UNLIKELY.....1	--	( 5%)
SOMEWHAT UNLIKELY.....2	--	(17%)
SOMEWHAT LIKELY.....3	--	(36%)
VERY LIKELY.....4	--	(41%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

24. The Canadian wood and paper products industry will increase sales in the United States.

VERY UNLIKELY.....1	--	(10%)
SOMEWHAT UNLIKELY.....2	--	(18%)
SOMEWHAT LIKELY.....3	--	(46%)
VERY LIKELY.....4	--	(25%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

25. Canadian producers of fish and fish products will increase sales in the United States.

VERY UNLIKELY.....1	--	( 9%)
SOMEWHAT UNLIKELY.....2	--	(24%)
SOMEWHAT LIKELY.....3	--	(44%)
VERY LIKELY.....4	--	(22%)
NO OPINION (VOLUNTEERED).....5	--	( 2%)

26. Canadian producers of oil and gas will increase sales in the United States.

VERY UNLIKELY.....1	--	(11%)
SOMEWHAT UNLIKELY.....2	--	(25%)
SOMEWHAT LIKELY.....3	--	(40%)
VERY LIKELY.....4	--	(24%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

27. Canadian banks and insurance companies will lose business to American competition.

VERY UNLIKELY.....1	--	(10%)
SOMEWHAT UNLIKELY.....2	--	(26%)
SOMEWHAT LIKELY.....3	--	(37%)
VERY LIKELY.....4	--	(26%)
NO OPINION (VOLUNTEERED).....5	--	( 2%)

28. The Canadian automobile industry will lose jobs to the United States.

VERY UNLIKELY.....1	--	(10%)
SOMEWHAT UNLIKELY.....2	--	(23%)
SOMEWHAT LIKELY.....3	--	(32%)
VERY LIKELY.....4	--	(34%)
NO OPINION (VOLUNTEERED).....5		

29. Canadian companies will reduce wages to compete with American companies.

VERY UNLIKELY.....1	--	(12%)
SOMEWHAT UNLIKELY.....2	--	(27%)
SOMEWHAT LIKELY.....3	--	(35%)
VERY LIKELY.....4	--	(25%)
NO OPINION.....5		

30. Federal and provincial governments will be restricted in how much help they are allowed to give to Canadian businesses.

VERY UNLIKELY.....1	--	( 8%)
SOMEWHAT UNLIKELY.....2	--	(20%)
SOMEWHAT LIKELY.....3	--	(41%)
VERY LIKELY.....4	--	(29%)
NO OPINION (VOLUNTEERED).....5	--	( 2%)

END OF ROTATION

Different things are important to different people in making up their minds about an issue such as free trade with the United States. I'd like you to tell me for each of the following again, whether you yourself consider it very important, important, not very important, or not important at all in making up your mind about free trade. The first one is...(READ AND ROTATE Q30 TO Q50)

31. Whether overall, there will be more jobs gained than lost in Canada?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 1%)	( 2%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	( 6%)	( 5%)
IMPORTANT CONSIDERATION.....	3	(37%)	(34%)
VERY IMPORTANT CONSIDERATION.....	4	(56%)	(59%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

32. Whether prices for most consumer goods in Canada will generally be lower?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 3%)	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(14%)	(13%)
IMPORTANT CONSIDERATION.....	3	(48%)	(44%)
VERY IMPORTANT CONSIDERATION.....	4	(36%)	(39%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

33. Whether women will lose relatively more jobs than men?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 6%)	( 7%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(22%)	(21%)
IMPORTANT CONSIDERATION.....	3	(39%)	(35%)
VERY IMPORTANT CONSIDERATION.....	4	(31%)	(36%)
NO OPINION (VOLUNTEERED).....	5	( 1%)	( 1%)

34. Whether we will be able to maintain current government programs such as unemployment insurance and health insurance?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 2%)	( 2%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	( 7%)	( 4%)
IMPORTANT CONSIDERATION.....	3	(32%)	(27%)
VERY IMPORTANT CONSIDERATION.....	4	(60%)	(67%)
NO OPINION (VOLUNTEERED).....	5	( * )	( 1%)

35. Whether many American companies will close their plants in Canada?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 5%)	( 5%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(20%)	(17%)
IMPORTANT CONSIDERATION.....	3	(40%)	(38%)
VERY IMPORTANT CONSIDERATION.....	4	(35%)	(39%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

36. Whether our economy will become so closely tied to the American economy that we will gradually lose our ability to make our own economic decisions?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 4%)	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(11%)	(12%)
IMPORTANT CONSIDERATION.....	3	(32%)	(25%)
VERY IMPORTANT CONSIDERATION.....	4	(53%)	(58%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

37. Whether Canadians will have higher incomes than they do now?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 4%)	( 7%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(22%)	(22%)
IMPORTANT CONSIDERATION.....	3	(46%)	(37%)
VERY IMPORTANT CONSIDERATION.....	4	(27%)	(34%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

38. Whether differences in economic development among regions in Canada will gradually be reduced?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 3%)	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(16%)	(16%)
IMPORTANT CONSIDERATION.....	3	(53%)	(45%)
VERY IMPORTANT CONSIDERATION.....	4	(27%)	(34%)
NO OPINION (VOLUNTEERED).....	5	( * )	( 1%)

39. Whether American influence on our books, magazines, films and other parts of our culture will increase?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	( 8%)	( 9%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	(25%)	(25%)
IMPORTANT CONSIDERATION.....	3	(35%)	(33%)
VERY IMPORTANT CONSIDERATION.....	4	(31%)	(32%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )



40. Whether Canada will continue to have an independent foreign policy?

(32)	NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
(30)	NOT A VERY IMPORTANT CONSIDERATION.....	2	--	( 8%)
(30)	IMPORTANT CONSIDERATION.....	3	--	(34%)
(30)	VERY IMPORTANT CONSIDERATION.....	4	--	(56%)
(31)	NO OPINION (VOLUNTEERED).....	5	--	( * )

41. Whether Canada and the United States become more similar?

(32)	NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	(10%)
(32)	NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(25%)
(32)	IMPORTANT CONSIDERATION.....	3	--	(33%)
(32)	VERY IMPORTANT CONSIDERATION.....	4	--	(32%)
(31)	NO OPINION (VOLUNTEERED).....	5	--	( * )

42. Whether the free trade agreement will be fair and equitable?

(32)	NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
(32)	NOT A VERY IMPORTANT CONSIDERATION.....	2	--	( 4%)
(32)	IMPORTANT CONSIDERATION.....	3	--	(28%)
(32)	VERY IMPORTANT CONSIDERATION.....	4	--	(66%)
(31)	NO OPINION (VOLUNTEERED).....	5	--	( * )

43. Whether the United States will keep to the terms of the agreement?

(32)	NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 2%)
(32)	NOT A VERY IMPORTANT CONSIDERATION.....	2	--	( 4%)
(32)	IMPORTANT CONSIDERATION.....	3	--	(27%)
(32)	VERY IMPORTANT CONSIDERATION.....	4	--	(66%)
(31)	NO OPINION (VOLUNTEERED).....	5	--	( * )

44. Whether American companies buy control of Canadian companies?

(32)	NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 6%)
(32)	NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(14%)
(32)	IMPORTANT CONSIDERATION.....	3	--	(34%)
(32)	VERY IMPORTANT CONSIDERATION.....	4	--	(46%)
(31)	NO OPINION (VOLUNTEERED).....	5	--	( * )

50. Whether some Canadian companies reduce wages?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(13%)
IMPORTANT CONSIDERATION.....	3	--	(36%)
VERY IMPORTANT CONSIDERATION.....	4	--	(47%)
NO OPINION (VOLUNTEERED).....	5	--	( * )

51. Whether federal and provincial governments will be able to give help to Canadian businesses.

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(10%)
IMPORTANT CONSIDERATION.....	3	--	(38%)
VERY IMPORTANT CONSIDERATION.....	4	--	(48%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

58. END OF ROTATION

52. Recently, the United States has taken a number of initiatives which make it harder for some Canadian goods and services to enter the United States, such as softwood lumber, cedar shakes and shingles and certain kinds of fish.

How likely do you feel it is that the American government might take further actions of this type...very likely, somewhat likely, not too likely, or not at all likely?

NOT AT ALL LIKELY.....	1	( 4%)	( 4%)
NOT TOO LIKELY.....	2	(13%)	(11%)
SOMEWHAT LIKELY.....	3	(42%)	(37%)
VERY LIKELY.....	4	(41%)	(48%)
NO OPINION (VOLUNTEERED).....	5	( 1%)	( 1%)

53. Now, if the American government continued to take this kind of action, would you say the effect on the Canadian economy would be very serious, serious, not too serious, or not at all serious?

NOT AT ALL SERIOUS.....	1	( 2%)	( 1%)
NOT TOO SERIOUS.....	2	(15%)	( 9%)
SERIOUS.....	3	(49%)	(49%)
VERY SERIOUS.....	4	(34%)	(41%)
NO OPINION (VOLUNTEERED).....	5	( * )	( * )

54. How effective do you think a free trade agreement would be in preventing the United States from taking action in the future to make it harder for Canadian goods and services to enter the United States; very effective, effective, not too effective, not at all effective.

NOT AT ALL EFFECTIVE.....1	--	( 9%)
NOT TOO EFFECTIVE.....2	--	(23%)
EFFECTIVE.....3	--	(46%)
VERY EFFECTIVE.....4	--	(21%)
NO OPINION (VOLUNTEERED).....5	--	( 1%)

55. Some people say that they are nervous about Canada entering into a free trade deal because they feel that the Americans are better bargainers than Canadians and therefore we will end up with a poor deal.

Others say that they are confident that we are as effective bargainers as the Americans and will get the best deal possible.

Thinking of these two points of view, which one best reflects your own?

NERVOUS ABOUT ENTERING INTO A FREE TRADE DEAL.....1	(51%)	(55%)
WE ARE AS EFFECTIVE BARGAINERS AS THE AMERICANS.....2	(48%)	(45%)
NO OPINION (VOLUNTEERED).....3	( 1%)	( * )

56. Some people say we should not have free trade because it could mean the end of some of those government measures which protect Canada's identity and make us different from the United States.

Other people say that we should be confident enough to enter a free trade agreement because Canada's identity is now strong enough that it no longer needs as much protection through government measures.

Thinking of these two points of view, which one best reflects your own?

SHOULD NOT HAVE FREE TRADE.....1	(47%)	(50%)
SHOULD ENTER FREE TRADE AGREEMENT.....2	(52%)	(48%)
NO OPINION (VOLUNTEERED).....3	( 2%)	( 1%)

57. Some people say there are certain sectors, that is, parts of the economy, in which there should be restrictions or limits on American investment, whether we are talking about Americans buying existing Canadian businesses, or starting up new ones.

Other people say that there should be no restrictions or limits on American investment in different sectors of the Canadian economy, either for Americans buying existing Canadian businesses or starting up new ones in Canada.

Thinking of these two points of view, which one best reflects your own ?

SHOULD BE RESTRICTIONS OR LIMITS.....1	(72%)	(74%)
SHOULD BE NO RESTRICTIONS OR LIMITS.....2	(28%)	(26%)
NO OPINION (VOLUNTEERED).....3	( 1%)	( 1%)

58. If there were fewer restrictions on American investment in Canada under a free trade agreement and the resulting increase in investment led to more jobs being created in Canada, would this be a strong reason for you to support a free trade agreement, or would it not be an important factor to you in forming an opinion about a free trade agreement ?

WOULD BE A STRONG REASON FOR YOUR SUPPORT.....1	(65%)	(62%)
WOULD NOT BE AN IMPORTANT FACTOR.....2	(34%)	(38%)
NO OPINION (VOLUNTEERED).....3	( 1%)	( 1%)

59. Some people say that the jobs created by increased American investment in Canada are not as important as limiting American influence in the Canadian economy.

Other people say that the jobs created by increased American investment in Canada are more important than limiting American influence in the Canadian economy.

Thinking of these two points of view, which one best reflects your own ?

JOBS NOT AS IMPORTANT AS LIMITING INFLUENCE.....1	(40%)	(41%)
JOBS MORE IMPORTANT THAN LIMITING INFLUENCE.....2	(59%)	(57%)
NO OPINION (VOLUNTEERED).....3	( 1%)	( 2%)

45. Whether Canadian producers of wood and paper products increase sales?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	( 9%)
IMPORTANT CONSIDERATION.....	3	--	(49%)
VERY IMPORTANT CONSIDERATION.....	4	--	(39%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

46. Whether Canadian producers of fish and fish products increase sales?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(13%)
IMPORTANT CONSIDERATION.....	3	--	(48%)
VERY IMPORTANT CONSIDERATION.....	4	--	(36%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

47. Whether Canadian producers of oil and gas increase sales?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(14%)
IMPORTANT CONSIDERATION.....	3	--	(46%)
VERY IMPORTANT CONSIDERATION.....	4	--	(36%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

48. Whether Canadian banks and insurance companies lose business?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 4%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(18%)
IMPORTANT CONSIDERATION.....	3	--	(38%)
VERY IMPORTANT CONSIDERATION.....	4	--	(39%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

49. Whether the Canadian automobile industry loses jobs?

NOT AN IMPORTANT CONSIDERATION AT ALL.....	1	--	( 3%)
NOT A VERY IMPORTANT CONSIDERATION.....	2	--	(11%)
IMPORTANT CONSIDERATION.....	3	--	(40%)
VERY IMPORTANT CONSIDERATION.....	4	--	(47%)
NO OPINION (VOLUNTEERED).....	5	--	( 1%)

60. Thinking about the various people whose opinions you respect on the free trade issue, whose opinion would you consider or rely on most in making up your mind about free trade...economists and other specialists, business leaders, labour leaders, federal government leaders, your provincial government or the news media?

ECONOMISTS AND OTHER SPECIALISTS.....	1	--	(40%)
BUSINESS LEADERS.....	2	--	(20%)
LABOUR LEADERS.....	3	--	( 8%)
FEDERAL GOVERNMENT LEADERS.....	4	--	( 9%)
PROVINCIAL GOVERNMENT.....	5	--	( 6%)
NEWS MEDIA.....	6	--	(13%)
NO OPINION (VOLUNTEERED).....	7	--	( 4%)

61. Thinking specifically about business leaders, of the following, whose opinion would you consider or rely on most in making up your mind about free trade...the people who run businesses well known throughout Canada, or people who run businesses known mainly in the area where you live?

BUSINESSES WELL-KNOWN THROUGHOUT CANADA.....	1	--	(74%)
BUSINESSES KNOWN MAINLY IN LOCAL AREA.....	2	--	(25%)
NO OPINION (VOLUNTEERED).....	3	--	( 2%)

Now, I'm going to read you a list of statements various people have made at one time or another. I'd like you to tell me how you personally feel about each statement by giving me a number between -5 and +5, where -5 means you totally disagree with the statement and +5 means you totally agree with the statement. Many people's opinions fall somewhere in between these two points depending on how they feel about the statement. The first statement is...(ROTATE STATEMENTS 61 - 66...READ FIRST STATEMENT...REPEAT SCALE INSTRUCTIONS IF REQUESTED) Where would you place yourself on this scale?

	DEPENDS											MEAN RATING	JUNE 1987	AUGUST 1987	
	TOTALLY DISAGREE	-5	-4	-3	-2	-1	0	+1	+2	+3	+4				TOTALLY AGREE
62. The federal government has provided the Canadian people with enough information about what it wants to gain in the trade talks.													_____	--	(-1.81)
63. All the discussions about free trade may matter to <u>businesses</u> , but free trade won't make any difference to the average Canadian worker.													_____	(-0.60)	(-1.23)
64. I'm concerned that free trade is only going to increase tensions among regions and groups in Canada.													_____	(0.64)	(0.55)
65. I believe that the federal government has a pretty clear sense of what it wants to gain and what it's prepared to give up in the trade talks.													_____	(0.57)	(0.27)
66. I see the government's attempt to reach a free trade deal with the Americans as part of a general effort to improve Canada's trade situation with countries around the world.													_____	(1.52)	(1.44)
67. I think the government has a good idea of how to deal with the changes a free trade agreement would bring in Canada.													_____	(0.36)	(0.02)
END OF ROTATION															

68. Some people say that a free trade deal is part of a broader plan to change Canada's whole economy and get it ready for the challenges of the future.

Other people say that a free trade deal is an isolated initiative which is not part of any overall economic development plan for Canada.

Thinking of these two points of view, which one best reflects your own?

PART OF A BROADER PLAN.....1	(59%)	(59%)
AN ISOLATED INITIATIVE.....2	(40%)	(39%)
NO OPINION (VOLUNTEERED).....3	( 2%)	( 2%)

69. Now that you have had a chance to discuss the issue, overall would you say it would be a very good idea, a good idea, a bad idea, or a very bad idea for Canada to enter into a free trade agreement with the United States?

VERY BAD IDEA.....1	--	(12%)
BAD IDEA.....2	--	(29%)
GOOD IDEA.....3	--	(45%)
VERY GOOD IDEA.....4	--	(12%)
NO OPINION (VOLUNTEERED).....5	--	( 2%)

This survey is being conducted on behalf of the Department of External Affairs. So that we can use your responses we would like to ask you some questions that would be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways: first, your name will not be given to the Department of External Affairs, and second, your answers will be combined with those of other participants in the survey before being given to the Department of External Affairs. This survey is registered under the Access to Information Act and the Privacy Act.

70. What is your age, please?	18-19 YEARS.....01	( 4%)	( 4%)
(IF RESPONDENT REFUSES, OFFER	20-24 YEARS.....02	(10%)	(11%)
TO READ CATEGORIES AND HAVE	25-29 YEARS.....03	(14%)	(14%)
HIM/HER TELL YOU WHICH CATEGORY	30-34 YEARS.....04	(14%)	(13%)
HE/SHE FALLS INTO)	35-39 YEARS.....05	(13%)	(13%)
	40-44 YEARS.....06	(11%)	( 9%)
	45-49 YEARS.....07	( 7%)	( 7%)
	50-54 YEARS.....08	( 7%)	( 6%)
	55-59 YEARS.....09	( 6%)	( 7%)
	60-64 YEARS.....10	( 4%)	( 6%)
	65 YEARS OR OLDER.....11	(10%)	(10%)



71. Which of the following income groups includes your annual household income? (READ CHOICES)	LESS THAN \$ 5,000.....01	( 2%)	( 2%)
	\$ 5,000 - \$ 9,999.....02	( 6%)	( 7%)
	\$10,000 - \$14,999.....03	(11%)	( 8%)
	\$15,000 - \$19,999.....04	(10%)	(11%)
	\$20,000 - \$24,999.....05	(10%)	(12%)
	\$25,000 - \$29,999.....06	(13%)	(13%)
	\$30,000 - \$34,999.....07	(11%)	(10%)
	\$35,000 - \$39,999.....08	(10%)	( 8%)
	\$40,000 - \$44,999.....09	( 7%)	( 6%)
	\$45,000 - \$49,999.....10	( 5%)	( 6%)
	\$50,000 AND OVER.....11	(15%)	(17%)

72.A Are you currently attending school, college, or university as a full-time student?	YES (SKIP TO Q72).....6*	( 6%)	( 6%)
	NO (GO TO Q71B).....A		

IF "NO" TO Q71A, ASK:

71.B What is the highest level of schooling that you have completed?	PUBLIC/ELEMENTARY SCHOOL (GRADE 1-8).....1	( 9%)	( 8%)
	SOME HIGH SCHOOL.....2	(20%)	(18%)
	GRADUATED HIGH SCHOOL (GRADE 12 OR 13).....3	(29%)	(27%)
	VOCATIONAL/TECHNICAL/COLLEGE/CEGEP.....4	(13%)	(17%)
	SOME UNIVERSITY.....5	( 6%)	( 8%)
	GRADUATED UNIVERSITY.....7	(17%)	(17%)

73. Are you currently employed outside the home?	NO (SKIP TO Q75).....1*	(33%)	(36%)
	YES (GO TO Q73).....2	(67%)	(64%)

---

IF "YES" TO Q72 ASK:

---

74. Are you working full-time or part-time?

FULL-TIME.....	1	--	(82%)
PART-TIME.....	2	--	(18%)

75. What is your occupation, that is, what are your main job responsibilities? What type of company do you work for?

PROFESSIONAL.....	01	--	( 8%)
AGRICULTURAL.....	02	--	( 2%)
CIVIL SERVANT.....	03	--	( 3%)
OWNER/SELF-EMPLOYED.....	04	--	( 5%)
MANAGEMENT/EXECUTIVE.....	05	--	( 8%)
CULTURAL.....	06	--	( 2%)
TEACHER.....	07	--	( 6%)
MEDIUM LEVEL SERVICES.....	08	--	(11%)
LOW LEVEL SERVICES.....	09	--	(11%)
MEDIUM LEVEL OFFICE WORKER.....	10	--	( 8%)
LOW LEVEL OFFICE WORKER.....	11	--	( 8%)
MEDIUM LEVEL OFFICE WORKER.....	12	--	(16%)
LOW LEVEL PRODUCT WORKER.....	13	--	( 7%)
RETIRED.....	14	--	( * )
ARMY.....	15	--	( * )
SCIENTIFIC/TECHNICAL.....	16	--	( 5%)

REFER TO APPENDIX D FOR COMPLETE VERBATIM RESPONSES

76. Do you, or does any other member of your family belong to a labour union?

RESPONDENT.....	1	(16%)	(14%)
OTHER MEMBER OF FAMILY.....	2	(17%)	(15%)
BOTH (VOLUNTEERED).....	3	( 4%)	( 3%)
NONE (VOLUNTEERED).....	4	(63%)	(68%)

77. Sex. (BY OBSERVATION)

MALE.....	1	(50%)	(50%)
FEMALE.....	2	(50%)	(50%)

78. Language of questionnaire.

ENGLISH.....	1	(76%)	(74%)
FRENCH.....	2	(24%)	(26%)

## C. VERBATIM RESPONSES

## Question 1

In your opinion, what is the most important problem facing Canada today?

01. Unemployment -- Unemployment -- a lot of people out of work. / Unemployment -- too many out of work. / Unemployment. / Unemployment -- we need more jobs for people not working. They are living off unemployment insurance. / Unemployment -- in some sectors of Canada, people don't have the employment they should have like in parts of Eastern and Western Canada. / Unemployment -- is still far too high not enough jobs being created. / Unemployment -- people out of work. / Work shortage -- there are not enough jobs in the market. / Employment -- it is in such a bad condition because there are too many women in the work force. / Unemployment -- people out of work -- the number of people unemployed. / Not enough work. / I feel that a major issue is that unemployment is too large. / Unemployment -- too many people out of work. / Unemployment -- people don't have as much money as they need for their families. / Unemployment -- too many people are unemployed and the government doesn't seem to be helping. / Unemployment -- lowers self-esteem and decrease earnings. / Unemployment -- lack of employment -- too many people are out of work. / Unemployment -- it seems to be getting worse and worse. Too many people are in the job force. Not enough jobs to accommodate these people. / Unemployment -- we've got to develop our industries for more jobs and invest more money into our nation. / Unemployment -- too many people are out of work in Canada. / Unemployment -- the high rate, too many employable people are on UIC because their chosen field has no employment opportunities. / Unemployment -- there isn't enough of it. / Unemployment -- need more jobs for the people of the province. / Unemployment -- that induces drugs, alcoholism etc. / Unemployment -- need more jobs for people of the province. / Unemployment -- high on the list -- a lot of money and time wasted in government. / Unemployment -- not enough jobs. / Unemployment -- there are just too many people unemployed. / Unemployment -- not enough for anyone for two years or more in my area. / Unemployment -- two good businesses going -- pulp mill and tire plant in my area. / Unemployment -- personally more work required for Maritimes. / Unemployment -- there are not enough jobs for people to support themselves properly. / Work I would say, not enough work, too much unemployment. / Unemployment -- need more jobs for the people of the province. / Unemployment -- need more jobs for the people of the province. / Unemployment -- more work should be created for all, especially in Cape Breton Island. / Unemployment -- The rise of unemployment in Canada. / Unemployment -- need more jobs for the people of the provinces. / Unemployment -- a lot of people are unemployed and it is not very good for the economy. / Unemployment -- there are not enough jobs period. / Jobs -- there's not enough jobs to go around. / The unemployment issue is number one to me. / Not too much work -- not too many jobs. / Unemployment -- I feel that the unemployment rate is too

high and there is not enough jobs for Canadians. / Unemployment -- a lot of people are physically fit and can't work find work. / Unemployment -- I'm unemployed and there's a lot of others like me who are unemployed too. / Unemployment -- the whole picture of unemployment is the country is most important. / Unemployment situation -- the whole field of unemployment. / Employment -- getting people back to work. / Economy -- job related. There is so much unemployment in the country. / Unemployment -- too much in this country. / Unemployment -- lack of work in Canada for people. / Enough work to go around job creation. / Not enough jobs being created to keep everyone employed. / Unemployment -- most of the people don't have work in the province. / Unemployment -- more job opportunities and more meaningful job opportunities. / Unemployment -- pretty high in parts of Canada right here it's pretty bad. / Unemployment -- same wages across Canada. / Unemployment -- no jobs here -- situation is pretty bad. / Unemployment -- everyone has a right to a job. / Unemployment -- lots of people are unemployed and can't find any jobs. / Unemployment -- many of my friends are trying to find work in their field. / Unemployment -- people having jobs is more important than political ideologies. / Unemployment -- government is not doing enough to create employment. / Unemployment -- this is a very serious problem. / Unemployment -- just the apparent lack of jobs in Canada. / Unemployment -- not enough work for people. / Unemployment -- need more jobs for the people of the province. / Unemployment and the lack of good jobs. / Jobs -- just unemployment everywhere. / The rate of jobless people in this country too high. / Unemployment -- need more jobs for the people of the future. / Not enough work to go around hard to get a job. / Lack of jobs in Canada. / Unemployment -- there is just not enough jobs for people. / The high rate of unemployed people in the country. / Unemployment -- having jobs is more important than anything else. / Unemployment -- in many areas of Canada. / Unemployment -- there is too much of it in our economy. / Unemployment -- the markets, foreign, and domestic, are right, so to reduce cost, businesses are laying off people. / Work -- the number of people who are unemployed. / Unemployment -- I think we need free trade to increase jobs by more trade with United States. / Job Situation -- more work in West for farmers. / Employment -- not enough jobs. / Jobs -- we need all kinds of different jobs to be created. / The economy -- there are a lot of people out of work the country would be more prosperous if there was more work. / Economy lack of jobs. / Economy -- employment and jobs -- not enough government spending -- the unemployment makes our dollar lower. / Full employment creation -- a more competitive position in economic pictures. / Financial problems -- employment is very, very high and many have to leave Newfoundland. / We should have more people working so that we won't over extend our social security system. / The unemployment. / There aren't enough jobs in the country. / Le chômage : lorsqu'on est en chômage, on a pas de sous. / Le chômage : l'électronique prend la place de la main-d'oeuvre. / Le chômage : plusieurs amies de mon entourage sont affectées par cela. / Il n'y a pas assez d'emploi. Il y a trop de gens sur l'assurance-chômage ou le bien-être social. / Le chômage : il y a

beaucoup de personnes sur le bien-être social parce qu'il y a pas d'emploi. / Le chômage : parce que cela en touche plusieurs. / Unemployment, there are too many people out of work. / Le chômage, le taux de chômage est trop élevé. / Le chômage : il y a pas assez d'emploi. / Chômage: il y a trop de chômage et ça fait du tort à l'économie canadienne. / Chômage : Trop de personnes sans emploi. / Le chômage, pas assez d'emploi. / Le chômage : le taux de chômage est trop élevé pour un pays développé (11%). / L'augmentation du manque d'emploi. / The unemployment: people who don't work are supported by people who do work. / Le chômage : il y a trop dans tous les secteurs. / Le chômage : Même si tu as fait des études, personne ne peut te donner la chance d'acquérir de l'expérience.

02. Youth Unemployment -- Unemployment -- young people and other people don't have enough jobs. / Unemployment -- these days young people seem to have a lot of trouble finding jobs. Maybe the government can find work for them. / Unemployment -- youth 18-25 years old are having difficulty finding work. / I think unemployment -- not enough jobs for young people. / Employment for young people. / Youth employment in the sense of marketable skills needed by our young people coming out of our schools and universities. Nature of jobs market shifting to services but institutions not responding. / Unemployment for people up to 25 years old. / The economy -- not enough job opportunities for young people. / No jobs -- unemployment. I am a university student and worry about getting a job when I graduate. / Unemployment -- no work for young people. / Unemployment -- I'm concerned about the shortage of jobs for the young people. / Unemployment -- there isn't work for young people or for people with families. / Unemployment -- especially for the young people getting out of school. / Unemployment -- three sons just finished university but prospects are about nil for them. / Unemployment -- we need to create jobs for our youth -- they're our future and if they don't have work. / Unemployment -- no jobs available for young people when they graduate. / Unemployment -- among the young is too high and something should be done. / Unemployment -- young people in school or just getting out can not find a job. / Unemployment -- there's so many young people can't find work. / Le chômage en général me fait peur pour l'avenir des jeunes. / Unemployment, there are too many young people without a job. / Le chômage: je trouve que les jeunes qui sortent des études ont de la difficulté à se trouver un emploi. / Le chômage est trop élevé chez les jeunes. / Le chômage chez les jeunes : le gouvernement devrait faire quelque chose pour ça. / Le taux de chômage chez les jeunes. / Le chômage : il n'y a pas assez d'emploi pour les jeunes. / Le chômage des jeunes - arriver à trouver des emplois pour que les jeunes qui sortent de l'université puissent prendre la relève. / Le manque d'emploi pour les jeunes surtout de l'école. / Le chômage chez les jeunes. / Le manque d'emploi chez les jeunes devient alarmant. / Le chômage : l'embauche pour les jeunes, il y a pas de travail même pour les diplômés. / Le manque de travail, surtout les étudiants restent aux études à cause du manque de travail. / Chômage : il n'y a pas assez de programmes de création

d'emploi surtout pour les jeunes. / Chômage : surtout chez les jeunes, le gouvernement n'en fait pas assez pour les aider. / Économie : le chômage élevé surtout parmi la jeunesse qui se cherche de l'ouvrage qui n'existe pas. / Taux de chômage trop élevé chez les jeunes.

03. Inflation/Cost of Living -- Inflation is much higher than our income. / Inflation. / Inflation -- the cost of everything -- food, homes, clothing. / Cost of living is the most important problem in Canada. / Economic crisis -- the rising rate of inflation. / The cost of living. / Cost of living -- prices go up and wages stay the same. / Not enough money for everyone to spend, what I mean is if people don't spend there is more economy. / L'inflation : le coût de la vie par le citoyen moyen est beaucoup plus élevé que leur salaire. / Le coût de la vie - comme tout est cher. On ne peut arriver. / La hausse des prix sans l'augmentation des salaires. / Le coût de la vie est beaucoup trop élevé, les gens ont de la difficulté à vivre convenablement.
04. Economy -- The economy -- it will probably have to depend a lot on free trade. / Economics -- with the shape of the country at this time no wonder it's in debt. / Economy -- unemployment and housing problems agriculture and farming. The whole economy. / I think the Canadian economy is our worst problem. / Economics. / State of the economy we need to shape it up. / Economic development. / Economy in general: price of everything, not enough job. / L'économie du Canada. / L'économie, l'assurance-chômage, le bien-être social, trop de monde vivent de cela.
05. Government -- Spending -- Money -- the government is spending too much of it foolishly. / Le budget de la défense : trop coûteux. / Création d'emploi : le gouvernement engouffre plus d'argent pour faire une bonne figure plutôt qu'en action efficace. / Les finances : on est mal administré, le déficit est trop haut et le gouvernement dépense trop.
06. Government -- General -- Good, honest, fair, effective government. If we get this, well the rest of the problems will work out. / The government is no good. / Lousy government -- "Trudeauism" is better for the country -- dishonest politicians. / Politicians are not really doing their work. / Government -- federal, provincial government in general not agree with. / Political instability -- politicians especially issues like free trade. / Weak government -- provincial -- federal problems in newspaper. / The problem of the political parties when it becomes to decision-making. / Government -- not running efficiently. / The government, how it is run -- how they are. / Democracy system changed -- not working properly. / Too many politicians -- can't make up their minds. / Our government they're screwing everything up -- too much red tape and bureaucracy.

07. Deficit -- I would say the economy we have to keep the deficit down and government spending down also. / Debts in Canada. / The budget -- the deficit. / National debts. / The national deficit as it related to other countries of the world. / Getting economy straightened out and the deficit paid off. / The deficit -- amount increasing all the time there' no control of the rate of it. / The deficit -- Canada is in far too deep and keeps on spending. / Economics -- federal trade deficit and the international trade with the United States. / The deficit -- the United States -- it's too high we have to bring it down. / The national deficit as it relates to the other countries of the world. / None of the political parties can get together and take care of the national debt. / The nations deficit is very high and this leads to very high taxes. / La balance commerciale, la dette du pays; le Canada est endetté. / Le Canada a trop de dettes à payer. / Sur-dépense : le Canada dépense beaucoup trop. Le Canada est trop endetté à cause du dollar flottant.
08. Free Trade -- Free trade, when it comes through the market will be flooded from the U.S. / Free trade, I am worried about it's effects on Canada. / Free trade is it. We will have to compete a lot harder and many will go under. The survivors will have to make great changes. / I don't seem to think it will do Canada any good. / If they do get the free trade the Americans will take over. / My job can be directly affected. / Economy, free trade issue important. / Everything about it. / The Americans want too much from us. They don't want to give anything up. / I don't think it's a good idea because U.S. had taken too much of a protectionist attitude. / Free trade with the United States. / Foreign trade, establishing free trade, strengthening trading with Pacific Rim, Soviet Union. / I don't think it will work because of U.S.A. protectionism. / Le libre-échange, ça inquiète un peu, à savoir comment ça va tourner. / Le libre-échange : qu'on reste autonome ou qu'on devient américain. / Free trade: we stand a chance of getting a raw deal, less experience in negotiations. / Libre-échange : ça pourrait occasionner des pertes d'emploi. / Le libre-échange doit être négocié délicatement pour éviter que le Canada soit perdant. / Le libre-échange : son effet sur l'agriculture, les prix vont chuter, ce qui aura pour effet de réduire la production. / Le libre-échange serait endommageant pour le secteur de l'électronique.
09. Canada-U.S. Relations -- Relations between Canada and the U.S., the U.S. is protecting their investments, don't want to let Canada in. / We're giving too much away to the States. / Too close to the U.S. We both should be more independant. / We should not let the Americans take over Canada. / Les États-Unis : ils imposent de plus en plus de restrictions sur les imports-exports.
10. Taxes -- The taxes are too high, the income taxes.

11. Constitution/National Unity -- National unity. / Constitution, I think the proposed Meech Lake Accord is for the birds. / Recent talks of separation of the provinces, less power from the federal government. / Province of Quebec should not have any special treatment. / Meech Lake accord, I don't agree with the direction Mulroney is taking it. / Constitution, may affect the whole country very seriously. / Constitution the P.M. is on the right track, but I don't think Quebec is a distinct society. / The dispute with the Meech Lake. / The unity of provinces, I agree that Prime Minister Brian Mulroney has taken from the central government and the provinces are becoming too powerful. / Meech Lake Accord, agree with Trudeau, don't weaken the power of Ottawa. / Constitution, central government should be the one government and not the ten provinces. / I believe the constitution accord in Quebec is a bad deal, government giving away too much. / Constitutional business, the Meech Lake agreement, I'm concerned about what Trudeau said. / Constitution. / Unified Canada, there should be a unified Canada. / Separating provinces, west should be separated from east. / Unity, I think there should be harmony. Freedom of expression among all citizens of Canada. / A unity problem, everybody, the provinces look out for only themselves. / The Meech Lake Accord between Quebec and the rest of Canada, rest of Canada not given enough say in it. / I think it is very hard to keep Canada's independence. / Bilingual, we have problems people and businesses with french and english speaking. / Différence à tous les niveaux des deux cultures. Niveau national : division par rapport à la langue et la culture : anglophone et francophone. / Les discussions à propos du Lac Meech. / La constitution : il y a trop d'interprétation données de par et d'autres car on ne sait pas ce qui se passe et ce qui va venir du Canada. / L'Union canadienne, l'union politique des provinces du Canada vont décider de son avenir.
12. Agriculture/Farming Problem -- Agriculture, farmers not getting enough federal and provincial help. / Farm crisis. If don't do something to help the farmer, there won't be any left. / Farming issue, grain and commodity prices, world agricultural supply/demand. / Agriculture, the fact that they are having financial troubles, if this is not dealt with, farmers may become extinct. / Squeezing out the little farmer, lack of land would be a factor. Big companies take over land. / There are too many financial problems in the agriculture industry and people losing their jobs. / Agriculture, people make their living enough credit. / Farming, we are farmers and the situation is very bad. Pretty soon we won't be able to farm anymore. / Farming is bad because the product price is too low.
13. Nuclear War/Disarmament -- Arms race between the U.S. and Russia, Canada allowing testing, be involved with nuclear war. / Nuclear disarmament, it could mean the end of civilization. / Nuclear war. / Nuclear disarmament, we should be more involved. / War I'm all for nuclear disarmament. / Le désarmement, si on pouvait donner plus d'importance à la paix dans le monde, surtout les deux super-puissances. / Guerre mondial, beaucoup de



- pays ne s'entendent pas déjà, cela m'inquiète pour le futur. / Les guerres : que le Canada reste neutre face aux conflits mondiaux.
14. Pollution/Acid Rain -- Pollution. / Pollution as a cause from the different industries. / Water pollution, water is not very clean, the drinking water. / Pollution, I've done some research into acid rain and environmental issues. / Pollution, rivers, lakes, streams due to acid rain. / Pollution, I'm mainly concerned about the pollution put into the lakes and animals. / The degradation of the natural resources and environment in this country. / Acid rain, it's killing plants and fish and polluting the lakes. / Acid rain, its damaging all the trees and going into the lake and fish. / Les pluies acides détruisent l'environnement. / L'environnement : les échecs de produits chimiques. / The pollution increase. / Les pluies acides : parce que nos érables sont en train de mourir. / Les pluies acides : pour les arbres en particulier. / La pollution pour l'eau. / L'environnement. Le danger des pluies acides pour l'environnement. / Pollution et détérioration de la faune par les entreprises. / Les pluies acides : le gouvernement doit réagir au plus vite pour arrêter ça. C'est très dangereux. / Pollution, in the air, the water, land... / La pollution industrielle pollue l'eau et l'air. / La pollution : on est tellement pollué qu'on devrait se protéger en commençant par nous, en ne les jetant pas nous-même. / La pollution envers l'environnement face aux pluies acides. / Pluies acides : c'est important d'agir maintenant parce qu'après, il sera trop tard. / Les pluies acides.
15. Social/Moral -- I think the abortion issue is most serious because I think it breaks down family life. / Decline of the family unit, we have become the "me now" generation -- selfish. / Lack of respect for human life, abortions and things like that, other people's feelings. / Minorities, they should be treated equally with no differences by their fellow citizens. / They don't know what to do or where to turn. / So many women working over age of 65 or 70. This is not right. / People asking too much from government and not doing enough themselves. Expecting the government to give them everything, especially the young. / Jim and Tammy getting kicked of the PTL club. / All those tv evangelists, too many scandals, Jim and Tammy Baker. / Crime, I'm just concerned about the rising crime rate.
16. AIDS/Health -- Aids, many youngsters are afraid of it and it's out of control. / Aids, it's an epidemic and we should try to stop it. / Aids, because it is becoming a very serious problem, everybody's getting it. / The Aids problem. / Aids, the wide spread of Aids, we don't know enough about it, I'd like more important information. / Lack of funding in hospitals, not enough money, cutbacks in beds is coming. / Le problème de la santé : trouver un moyen d'enrayer le SIDA. / Le SIDA : le gouvernement devrait apporter plus d'attention à ce problème. / Le secteur de la santé - les soins dans les hôpitaux laissent à désirer. / Le SIDA ! Trop de gens sont atteints.

17. Drugs -- Drugs. / Kids and drugs, private sector should try to help kids and addiction to illegal drugs. / Drugs, creates death and destruction, we would put an end to it, do something. / Drugs, too many children shown the use of bad drugs. / La drogue : trop de gens meurent en se droguant. Le gouvernement devrait faire quelque chose pour les sensibiliser.
18. Economic Regional Disparity -- The inequity of the economy across the country, the Prairies and the Maritimes are depressed while Ontario is prospering. / Economy, regional disparity, the fact that recovery is only going on in Ontario and Quebec. / Regional disparity, poor long-term prospects for families.
19. Housing -- Housing shortage, obtain good houses at adequate prices. / Housing in low-income families is most important around here.
20. Seniors/Pensioners -- Income for old age people, prices are high compared to income.
21. No Problems -- Nothing, I don't think there are any problems.
22. Mulroney/Conservative Party -- Mulroney, the way he runs our country, not very good. / Mr Mulroney, I don't trust him. An opportunist who is only interested in his own welfare. / Mulroney, his attitude of the Conservative party, they believe the rich should be richer, poor stay poor.
23. World Peace -- World peace, not enough agreements between countries. / World peace, all countries come together as one.
24. Economic Development of Natural Resources -- Economy, there is little productivity in the development of natural resources.
25. Conservation of the Environment -- Conservation, effects on wildlife. / Conservation, should be a larger view on the consumption of oil and minerals which are not replenishable items.
26. Strikes/Bill 19 & 20 -- Labour relations in British Columbia are so bad the whole nation must be feeling the effects and hating us. / Vander Zalm Bill 19 & 20. Lesser government intervention would be better.
27. Education -- Get young people educated. / Lack of funding for education / L'éducation : que les diplômés canadiens puissent être aussi qualifiés que les autres pays occidentaux.

28. Immigration -- Bringing immigrants in who are taking away jobs from Canadians is a problem. / Immigration -- they are letting too many foreigners when there are no jobs for Canadians.

29. Other -- Too many people living in the street. / General upkeep of our country roads, jobs, factories. / Roads should all be redone, there are so many potholes and bumps in Prince Edward Island roads. / Immigration, not so many refugees, people with skills. / The fact that there are too many problems. / The supermailboxes, they are gaining popularity. / Too large an issue to answer. / Le cas des réfugiés : il devrait y avoir un contrôle plus grand c'est-à-dire un visa d'entrée. / Il y a trop d'immigrés par rapport au taux de natalité du Canada. / La dénatalité. / Le problème avec les autochtones, le gouvernement ne prend pas assez soin d'eux. / La peur des gens : le manque de sécurité y compris les dirigeants du système. / Le dollar : le taux d'échange le manque de stabilité, cela affecte nos exportations et importations. / La concurrence au niveau de la production des produits finis.

30. Don't Know

31. No Response

Q.10: TOP ISSUE CANADA  
was derived from  
Q.10:  
by collapsing response categories in the following manner:  
1. UNION FAMILY; and  
2. NON-UNION FAMILY/WIDOW

Q.11: TOP ISSUE CANADA  
was derived from  
Q.11:  
by collapsing response categories in the following manner:  
1. EMPLOY/IN UNEMPLOY;  
2. ECONOMIC ISSUES;  
3. GOVERNMENT EXP/SPEND;  
4. FREE TRADE/CAN-US REL;  
5. CONSTIT/NAT IDENTITY;  
6. NUCLEAR/ARMED FORCE;  
7. SOCIAL/MORAL;  
8. POLLUTION/CONTAMINATION;  
9. IMMIGRATION;  
10. OTHER;  
11. NO OPINION/NO RESPONSE

## D. DERIVATION OF NEW VARIABLES

78-80. were derived from the sample frame and the corresponding questionnaire numbers to form the sampling strata, region and community size variables.

## 81. UNION MEMBER

was derived from

Q.75: UNION STATUS

by collapsing responding categories in the following manner:

Q.75.

1,3

2,4

Q.81.

1. UNION MEMBER; and

2. NON-MEMBER.

## 82. UNION FAMILY

was derived from

Q.75: UNION STATUS

by collapsing response categories in the following manner:

Q.75.

1-3

4

Q.82.

1. UNION FAMILY; and

2. NON-UNION FAMILY.

23. World Peace -- World peace, not enough agreements between countries. /  
World peace, all countries come together as one.
24. Economic Development of Natural Resources -- Economy, there is little  
productivity in the development of natural resources.
25. Conservation of the Environment -- Conservation, effects on wildlife. /  
Conservation, should be a larger view on the conservation of oil and  
minerals which are not replaceable items.
26. Strikes/Bill 19 & 20 -- Labour relations in British Columbia are so bad  
the whole nation must be feeling the effects and having an. / Under Zain  
Bill 19 & 20. Lesser government intervention would be better.
27. Education -- Get young people educated. / Lack of funding for education /  
L'education : que les diplômés canadiens puissent avoir aussi qualifiés  
que les autres pays occidentaux.

83. EMPLOYMENT BY SEX

was derived from  
Q.72: EMPLOYED OUTSIDE HOME

Q.76: SEX  
according to the following reference matrix:

	Q.72 EMPLOYED		
	0	1	2
		NO	YES
0	0	0	0
1 MALE	0	2	1
2 MALE	0	4	3

The resulting response categories are labelled as follows:

1. WORKING MEN;
2. NON-WORKING MEN;
3. WORKING WOMEN;
4. NON-WORKING WOMEN.

84. Q.1C: TOP ISSUE CANADA

was derived from

Q.1:  
by collapsing response categories in the following manner:

Q.1	Q.84
1,2	1. UNEMPLOY/YTH UNEMPLY;
3,4,7,10	2. ECONOMIC ISSUES;
5,6	3. GOVERNMENT GEN/SPEND;
8,9	4. FREE TRADE/CAN-US REL;
11	5. CONSTIT/NAT UNITY;
13,22	6. NUCL WAR/WORLD PEACE;
15-18,20,26	7. SOCIAL/MORAL;
14,24	8. POLLUTION/CONSERVATION
28	9. IMMIGRATION;
12,19,21,23,25,27	10. OTHER; and
29-31	11. NO PROB/DK/NO RESPONSE

85.- 90. ISSUE STATEMENTS

were derived from questions 61 - 66 by collapsing response categories in the following manner:

Q.61-66

- 1-5
- 6
- 7-11

Q.85-90

- 1. DISAGREE
- 2. DEPENDS
- 3. AGREE

Q.73

- 1,3
- 2,4

Q.81

- 1. UNION MEMBERS; and
- 2. NON-MEMBERS.

Q.75

was derived from Q.75: UNION STATUS by collapsing response categories in the following manner:

Q.77

- 1-3
- 4

Q.82

- The resulting response categories are labeled as follows:
- 1. WORKING MEN; and WORKING WOMEN.
  - 2. NON-WORKING MEN;
  - 3. WORKING WOMEN;
  - 4. NON-WORKING WOMEN.

Q.10: TOP ISSUE CANADA

was derived from Q.10: by collapsing response categories in the following manner:

Q.84

- 1. UNEMPLOY/YN UNEMPLY;
- 2. ECONOMIC ISSUES;
- 3. GOVERNMENT GEN/SPEND;
- 4. FREE TRADE/CAN-US REL;
- 5. CONSTITUT UNITI;
- 6. NUCL WAR/ORLD PEACE;
- 7. SOCIAL/MORAL;
- 8. POLLUTION/CONSERVATION
- 9. IMMIGRATION;
- 10. OTHER; and
- 11. NO PROBLK/NO RESPONSE

Q.1

- 1,2
- 3,4,7,10
- 5,6
- 8,9
- 11
- 13,22
- 15-18,20,26
- 14,24
- 28
- 12,19,21,23,25,27
- 29-31

## E. FRENCH QUESTIONNAIRE

CONFIDENTIEL

CENTRE DE RECHERCHE SUMMERHILL

1, avenue Eglinton est

7e étage

Toronto (Ontario)

M4P 3A1

ÉTUDE # 2486

Début

Fin

Date

Août 1987

Bonjour, je m'appelle \_\_\_\_\_ . Je travaille pour le Centre Summerhill, une entreprise nationale de sondages d'opinion. Aujourd'hui, nous discutons avec les gens de votre région des problèmes auxquels nous devons tous faire face. (PAS DE PAUSE)

A. Avez-vous 18 ans ou plus et êtes-vous un(e) résident(e) du Canada?

OUI (CONTINUEZ).....A

NON (DEMANDEZ À PARLER À UN

RÉPONDANT ADMISSIBLE, SI LA

RÉPONSE EST TOUJOURS "NON",  
REMERCIEZ ET TERMINEZ)

B

B. Vous ai-je rejoint(e) à votre numéro de téléphone de votre domicile?

OUI (CONTINUEZ).....A

NON (DEMANDEZ À PARLER À UN

RÉPONDANT ADMISSIBLE, SI LA

RÉPONSE EST TOUJOURS "NON",  
REMERCIEZ ET TERMINEZ)

B

C. Est-ce que vous, ou un autre membre de votre famille ou de votre foyer travaillez dans le genre d'entreprises suivantes... une compagnie d'études de marché, une agence de publicité, une compagnie de relations publiques, un média d'information?

OUI (REMERCIEZ ET TERMINEZ --

INSCRIVEZ L'APPEL SUR LE

"RAPPORT DES APPELS".....A

NON (CONTINUEZ).....B

DÉBUT DE LA  
CARTE #1

1. D'après vous, quel est le problème le plus sérieux auquel le Canada a à faire face à l'heure actuelle? (SONDEZ - ACCEPTEZ UNE SEULE RÉPONSE...D'AU MOINS DIX MOTS)

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2. À quel point avez-vous suivi de près les discussions sur le libre-échange avec les États-Unis? Diriez-vous que vous avez suivi ces discussions...(LISEZ LA LISTE)?

SANS AUCUNE ATTENTION	1
SANS GRANDE ATTENTION	2
AVEC ATTENTION	3
AVEC BEAUCOUP D'ATTENTION	4

3. Si on ne tient pas compte de l'attention que vous avez portée aux négociations sur le libre-échange, trouvez-vous que vous comprenez cet enjeu autant que vous le voudriez?

OUI	1
NON	2

4. Dans l'ensemble, diriez-vous que ce serait une très bonne idée, une bonne idée, une mauvaise idée ou une très mauvaise idée, pour le Canada, qu'un accord de libre-échange soit conclu avec les États-Unis?

TRÈS MAUVAISE IDÉE	1
MAUVAISE IDÉE	2
BONNE IDÉE	3
TRÈS BONNE IDÉE	4

5. Selon vous, à quel point le commerce avec les États-Unis est-il important pour le Canada? Autrement dit, combien d'emplois au Canada dépendent des échanges avec les États-Unis, un emploi sur dix, un sur six ou un sur trois?

UN EMPLOI SUR DIX	1
UN SUR SIX	2
UN SUR TROIS	3



6. Comme vous le savez peut-être déjà, le Canada et les États-Unis imposent tous deux une taxe à l'importation, appelée droits d'importation, sur les biens et services venant de l'autre pays. Ils imposent aussi d'autres barrières aux échanges commerciaux entre les deux pays, telles les restrictions gouvernementales. Si toutes ces barrières et taxes étaient retirées et que les biens et services pouvaient franchir librement la frontière entre le Canada et les États-Unis, croyez-vous que, pour le Canada, cela représenterait un important avantage, un certain avantage, ni un avantage ni un désavantage, un certain désavantage ou un important désavantage?

IMPORTANT DÉSAVANTAGE (PASSEZ À Q9).....1\*  
 CERTAIN DÉSAVANTAGE (PASSEZ À Q9).....2\*  
 NI UN AVANTAGE NI UN DÉSAVANTAGE (PASSEZ À Q9).....3\*  
 CERTAIN AVANTAGE (ALLEZ À Q7).....4  
 IMPORTANT AVANTAGE (ALLEZ À Q7).....5

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SI "CERTAIN AVANTAGE" OU "IMPORTANT AVANTAGE" À Q6, DEMANDEZ:

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7. Croyez-vous que cela représenterait un plus grand avantage pour le Canada que pour les États-Unis, un plus grand avantage pour les États-Unis que pour le Canada ou est-ce que les deux en bénéficieraient également?

PLUS GRAND AVANTAGE POUR LE CANADA (ALLEZ À Q8).....1  
 PLUS GRAND AVANTAGE POUR LES ÉTATS-UNIS (ALLEZ À Q8).....2  
 LES DEUX ÉGALEMENT (PASSEZ À Q9).....3\*

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SI "PLUS POUR LE CANADA" OU "PLUS POUR LES ÉTATS-UNIS" À Q7, DEMANDEZ :

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8. Est-ce que ce serait un avantage beaucoup plus grand, sensiblement plus grand ou juste un peu plus grand?

BEAUCOUP PLUS GRAND 1  
 SENSIBLEMENT PLUS GRAND 2  
 JUSTE UN PEU PLUS GRAND 3

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Je vais vous lire une liste de déclarations faites par différentes personnes à propos de ce qui pourrait arriver s'il y avait un traité de libre-échange entre le Canada et les États-Unis. Pour chacune d'elles, j'aimerais que vous me disiez si vous croyez qu'il est très probable, assez probable, assez improbable ou très improbable que cela se produise, dans le cadre d'un traité de libre-échange entre le Canada et les États-Unis? Voici la première déclaration...(LISEZ LA LISTE ET ALTERNEZ L'ORDRE DES DÉCLARATIONS 9 À 29)

9. Dans l'ensemble, il y aura plus d'emplois gagnés que d'emplois perdus au Canada.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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10. Le prix de beaucoup de biens de consommation importés des États-Unis par le Canada sera plus bas.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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11. Les femmes perdront plus d'emplois relativement aux hommes.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

12. Nous pourrions maintenir les programmes gouvernementaux actuels, tels que l'assurance-chômage et l'assurance-maladie.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

13. De nombreuses compagnies américaines fermeront leurs usines au Canada.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

14. Notre économie deviendra tellement étroitement liée à l'économie américaine que nous perdrons progressivement notre capacité de prendre nos propres décisions d'ordre économique.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

15. Les Canadiens auront un revenu plus élevé qu'actuellement.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

16. Les différences entre les régions du Canada, en matière de développement économique, seront progressivement réduites.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

17. L'influence américaine sur nos livres, nos revues, nos films et sur d'autres traits de notre culture sera plus importante.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

18. Le Canada continuera d'avoir une politique étrangère indépendante.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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19. Le Canada et les États-Unis deviendront plus semblables de bien des façons.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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20. Le traité de libre-échange sera juste et équitable tant pour le Canada que pour les États-Unis.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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21. Les États-Unis s'en tiendront aux termes de l'entente.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

22. Les entreprises américaines prendront le contrôle de plus d'entreprises canadiennes.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

23. L'industrie canadienne des produits du bois et du papier augmentera ses ventes aux États-Unis.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

24. Les producteurs canadiens de poisson et de produits du poisson augmenteront leurs ventes aux États-Unis.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

25. Les producteurs canadiens de pétrole et de gaz augmenteront leurs ventes aux États-Unis.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

---

26. Les banques et les compagnies d'assurance canadiennes perdront des affaires au profit de la concurrence américaine.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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27. L'industrie canadienne de l'automobile perdra des emplois au profit des États-Unis.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

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28. Les entreprises canadiennes réduiront leurs salaires pour concurrencer les entreprises américaines.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

29. Les gouvernements fédéral et provinciaux seront restreints dans l'importance de l'aide qu'ils pourront offrir aux entreprises canadiennes.

TRÈS IMPROBABLE	1
ASSEZ IMPROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

FIN DE L'ALTERNANCE

Différentes choses sont importantes pour différentes personnes lorsqu'elles se forment une opinion sur un sujet tel que le libre-échange avec les États-Unis. J'aimerais que vous me disiez, pour chacune des déclarations mentionnées précédemment, si vous, personnellement, vous considérez cette question comme très importante, importante, pas très importante ou pas importante du tout lorsque vous vous formez une opinion sur le libre-échange. La première des questions à considérer est...(LISEZ ET ALTERNEZ L'ORDRE DE Q30 À Q50)

30. Si, dans l'ensemble, il y aura plus d'emplois gagnés que d'emplois perdus au Canada?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....	1
N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....	2
EST UNE CONSIDÉRATION IMPORTANTE.....	3
EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....	4

31. Si le prix de la plupart des biens de consommation connaîtra une baisse générale au Canada?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....	1
N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....	2
EST UNE CONSIDÉRATION IMPORTANTE.....	3
EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....	4

32. Si les femmes perdront plus d'emplois relativement aux hommes?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

33. Si nous pourrions maintenir les programmes gouvernementaux actuels, tels que l'assurance-chômage et l'assurance-maladie?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

34. Si de nombreuses compagnies américaines fermeront leurs usines au Canada?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

35. Si notre économie deviendra tellement étroitement liée à l'économie américaine que nous perdrons progressivement notre capacité de prendre nos propres décisions d'ordre économique?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

36. Si les Canadiens auront un revenu plus élevé qu'actuellement?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

37. Si les différences entre les régions, en matière de développement économique, seront progressivement réduites?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
-

38. Si l'influence américaine sur nos livres, nos revues, nos films et sur d'autres traits de notre culture sera plus importante?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

39. Si le Canada continuera d'avoir une politique étrangère indépendante?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

40. Si le Canada et les États-Unis deviendront plus semblables?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

41. Si le traité de libre-échange sera juste et équitable?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

42. Si les États-Unis s'en tiendront aux termes de l'entente?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
- 

43. Si les entreprises américaines prendront le contrôle d'entreprises canadiennes?

- N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4
-



44. Si les producteurs canadiens de produits du bois et du papier augmenteront leurs ventes?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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45. Si les producteurs canadiens de poisson et de produits du poisson augmenteront leurs ventes?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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46. Si les producteurs canadiens de pétrole et de gaz augmenteront leurs ventes?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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47. Si les banques et les compagnies d'assurance canadiennes perdront des affaires?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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48. Si l'industrie canadienne de l'automobile perdra des emplois?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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49. Si certaines entreprises canadiennes réduiront leurs salaires?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....1  
 N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....2  
 EST UNE CONSIDÉRATION IMPORTANTE.....3  
 EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....4

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50. Si les gouvernements fédéral et provinciaux pourront offrir de l'aide aux entreprises canadiennes?

N'EST PAS DU TOUT UNE CONSIDÉRATION IMPORTANTE.....	1
N'EST PAS UNE CONSIDÉRATION TRÈS IMPORTANTE.....	2
EST UNE CONSIDÉRATION IMPORTANTE.....	3
EST UNE CONSIDÉRATION TRÈS IMPORTANTE.....	4

FIN DE L'ALTERNANCE

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51. Dernièrement, les États-Unis ont pris un certain nombre d'initiatives qui rendent plus difficile l'entrée de quelques biens et services canadiens aux États-Unis, par exemple dans le cas du bois d'oeuvre, des bardeaux de cèdre et de certaines espèces de poisson.

Quelle est la probabilité, selon vous, que le gouvernement américain puisse prendre de nouvelles mesures de ce genre...très probable, assez probable, pas très probable ou totalement improbable?

TOTALEMENT IMPROBABLE	1
PAS TRÈS PROBABLE	2
ASSEZ PROBABLE	3
TRÈS PROBABLE	4

52. Maintenant, si le gouvernement américain continuait à prendre ce genre de mesures, diriez-vous que cela aurait un effet très grave, grave, pas très grave ou sans aucune gravité sur l'économie canadienne?

SANS AUCUNE GRAVITÉ	1
PAS TRÈS GRAVE	2
GRAVE	3
TRÈS GRAVE	4

53. À quel point croyez-vous qu'un accord de libre-échange serait efficace pour empêcher les États-Unis de prendre à l'avenir des mesures rendant plus difficile l'entrée des biens et services canadiens aux États-Unis : très efficace, efficace, pas très efficace ou pas efficace du tout?

PAS EFFICACE DU TOUT	1
PAS TRÈS EFFICACE	2
EFFICACE	3
TRÈS EFFICACE	4

54. Certains disent que la signature d'un traité de libre-échange par le Canada les rend nerveux, parce qu'ils croient que les Américains sont de meilleurs négociateurs que les Canadiens et que, par conséquent, le Canada se retrouvera finalement avec un traité insatisfaisant.

D'autres disent qu'ils sont sûrs que les Canadiens sont d'aussi bons négociateurs que les Américains et qu'ils obtiendront le meilleur traité possible.

De ces deux points de vue, lequel correspond le plus au vôtre?

NERVEUX À L'IDÉE D'UN TRAITÉ DE LIBRE-ÉCHANGE.....1  
LES CANADIENS SONT AUSSI BONS NÉGOCIATEURS QUE LES AMÉRICAINS...2

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55. Certains disent que nous ne devrions pas avoir le libre-échange parce que cela pourrait signifier la fin de certaines mesures gouvernementales qui protègent l'identité du Canada et nous rendent différents des États-Unis.

D'autres disent que nous devrions être assez confiants pour signer un traité de libre-échange parce que l'identité du Canada est maintenant assez forte pour ne plus avoir besoin d'autant de protection par des mesures gouvernementales.

De ces deux points de vue, lequel correspond le plus au vôtre?

NE DEVRIONS PAS AVOIR LE LIBRE-ÉCHANGE.....1  
DEVRIIONS SIGNER UN TRAITÉ DE LIBRE-ÉCHANGE.....2

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56. Certains disent qu'il existe certains secteurs, c'est-à-dire des parties de l'économie, dans lesquels il devrait y avoir des restrictions ou des limites aux investissements américains, autant pour l'achat par les Américains d'entreprises canadiennes existantes que pour l'établissement de nouvelles entreprises.

D'autres disent qu'il ne devrait pas y avoir de restrictions ou de limites aux investissements américains dans différents secteurs de l'économie canadienne, ni pour l'achat par les Américains d'entreprises canadiennes existantes, ni pour l'établissement de nouvelles entreprises au Canada.

De ces deux points de vue, lequel correspond le plus au vôtre?

IL DEVRAIT Y AVOIR DES RESTRICTIONS OU DES LIMITES.....1  
IL NE DEVRAIT PAS Y AVOIR DE RESTRICTIONS OU DE LIMITES.....2

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57. S'il y avait moins de restrictions aux investissements américains au Canada à la suite d'un traité de libre-échange et que cela provoquait un accroissement des investissements, entraînant ainsi un plus grand nombre d'emplois créés au Canada, croyez-vous que cela serait pour vous une très bonne raison d'appuyer la signature d'un traité de libre-échange ou est-ce que cela ne serait pas un facteur important à considérer, selon vous, en vous formant une opinion sur la signature d'un traité de libre-échange?

SERAIT UNE TRÈS BONNE RAISON D'APPUYER LE LIBRE-ÉCHANGE.....1  
 NE SERAIT PAS UN FACTEUR IMPORTANT.....2

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58. Certains disent que la création d'emplois par l'accroissement des investissements américains au Canada n'est pas aussi importante que la limitation de l'influence américaine sur l'économie canadienne.

D'autres disent que la création d'emplois par l'accroissement des investissements américains au Canada est plus importante que la limitation de l'influence américaine sur l'économie canadienne.

De ces deux points de vue, lequel correspond le plus au vôtre?

LES EMPLOIS NE SONT PAS AUSSI IMPORTANTS QUE LA LIMITATION  
 DE L'INFLUENCE.....1  
 LES EMPLOIS SONT PLUS IMPORTANTS QUE LA LIMITATION  
 DE L'INFLUENCE.....2

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59. En pensant aux différentes personnes dont vous respectez l'opinion sur l'enjeu du libre-échange, de qui considéreriez-vous l'opinion, ou sur l'opinion de qui vous baseriez-vous le plus, pour vous faire une idée sur le libre-échange...les économistes et autres spécialistes, les chefs d'entreprises, les chefs syndicaux, les dirigeants du gouvernement fédéral, votre gouvernement provincial ou les médias d'information?

LES ÉCONOMISTES ET AUTRES SPÉCIALISTES.....1  
 LES CHEFS D'ENTREPRISES.....2  
 LES CHEFS SYNDICAUX.....3  
 LES DIRIGEANTS DU GOUVERNEMENT FÉDÉRAL.....4  
 LE GOUVERNEMENT PROVINCIAL.....5  
 LES MÉDIAS D'INFORMATION.....6

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60. En pensant spécifiquement aux chefs d'entreprises, parmi les suivants, de qui considéreriez-vous l'opinion, ou sur l'opinion de qui vous baseriez-vous le plus, pour vous faire une idée sur le libre-échange...les gens qui dirigent des entreprises bien connues à travers le Canada, ou les gens qui dirigent des entreprises surtout connues dans la région où vous vivez?

- ENTREPRISES BIEN CONNUES À TRAVERS LE CANADA.....1
- ENTREPRISES SURTOUT CONNUES LOCALEMENT.....2

Je vais maintenant vous lire une liste de déclarations que diverses personnes ont faites à un moment ou à un autre. J'aimerais que vous m'indiquiez ce que vous pensez, personnellement, de chacune des déclarations, en me donnant un chiffre de -5 à +5; une note de -5 voulant dire que vous êtes en désaccord complet avec la déclaration et +5 que vous êtes tout-à-fait d'accord avec cette déclaration. La plupart des opinions des gens se situent quelque part entre ces deux points, selon ce qu'ils pensent de la déclaration. Voici la première déclaration...(ALTERNEZ LES DÉCLARATIONS 61 À 66...LISEZ LA PREMIÈRE DÉCLARATION...RÉPÉTEZ LES EXPLICATIONS SUR L'ÉCHELLE SI NÉCESSAIRE) Où vous situez-vous sur cette échelle?

DÉSACCORD COMPLET	CELA DÉPEND					TOUT À FAIT D'ACCORD				
-5	-4	-3	-2	-1	0	+1	+2	+3	+4	+5

ÉVALUATION

- 61. Le gouvernement fédéral a fourni assez d'information à la population canadienne au sujet de ce qu'il veut obtenir des négociations sur le libre-échange. \_\_\_\_\_
- 62. Toutes les discussions au sujet du libre-échange peuvent avoir de l'importance pour les entreprises, mais le libre-échange ne fera aucune différence pour le travailleur canadien ordinaire. \_\_\_\_\_
- 63. Je crains que le libre-échange ne fasse qu'accroître les tensions entre différentes régions et différents groupes au Canada. \_\_\_\_\_
- 64. Je crois que le gouvernement fédéral sait assez clairement ce qu'il veut obtenir et ce qu'il est prêt à laisser tomber dans le cadre des négociations pour le libre-échange. \_\_\_\_\_

65. Je vois la tentative du gouvernement d'obtenir un traité de libre-échange avec les Américains comme faisant partie de l'ensemble des efforts faits pour améliorer la situation commerciale du Canada avec les autres pays du monde.
66. Je crois que le gouvernement a une bonne idée des moyens à prendre pour réagir aux changements qu'entraînerait un traité de libre-échange au Canada.

FIN DE L'ALTERNANCE

67. Certains disent que le traité de libre-échange fait partie d'un programme plus vaste visant à changer toute l'économie canadienne pour préparer le pays à relever les défis du futur.

D'autres disent que le traité de libre-échange est une initiative isolée qui ne fait partie d'aucun programme de développement économique global conçu pour le Canada.

De ces deux points de vue, lequel correspond le plus au vôtre?

PARTIE D'UN PROGRAMME PLUS VASTE.....1  
 INITIATIVE ISOLÉE.....2

68. Maintenant que vous avez eu la possibilité de discuter de l'enjeu, diriez-vous que, dans l'ensemble, ce serait une très bonne idée, une bonne idée, une mauvaise idée ou une très mauvaise idée que le Canada conclue un traité de libre-échange avec les États-Unis?

TRÈS MAUVAISE IDÉE 1  
 MAUVAISE IDÉE 2  
 BONNE IDÉE 3  
 TRÈS BONNE IDÉE 4

FIN DE LA  
 CARTE #1

DÉBUT DE LA  
CARTE #2

Ce sondage est effectué pour le compte du ministère des Affaires extérieures. Afin de nous permettre de classer vos réponses, nous aimerions que vous répondiez à quelques questions d'ordre purement statistique. Nous désirons vous assurer que vos réponses seront tenues strictement confidentielles, de deux façons. D'abord, votre nom ne sera pas divulgué au ministère des Affaires extérieures. Deuxièmement, vos réponses seront combinées à celles des autres participants au sondage avant d'être remises au ministère des Affaires extérieures. Ce sondage est enregistré en vertu de la Loi sur l'accès à l'information et de la Loi sur la protection des renseignements personnels.

69. Quel âge avez-vous, s'il vous plaît? (SI LE RÉPONDANT REFUSE DE RÉPONDRE, OFFREZ LUI DE LIRE LES CATÉGORIES AFIN QU'IL(ELLE) PUISSE VOUS DIRE OÙ L'INSCRIRE).	18-19 ANS.....01
	20-24 ANS.....02
	25-29 ANS.....03
	30-34 ANS.....04
	35-39 ANS.....05
	06
40-44 ANS	07
45-49 ANS	08
50-54 ANS	09
55-59 ANS	10
60-64 ANS	11
65 ANS OU PLUS	

70. Dans quelle catégorie puis-je inscrire le revenu annuel de votre foyer? (LISEZ LA LISTE)	MOINS DE 5,000 \$.....01
	5,000 \$ - 9,999 \$.....02
	10,000 \$ - 14,999 \$.....03
	15,000 \$ - 19,999 \$.....04
	05
20,000 \$ - 24,999 \$	06
25,000 \$ - 29,999 \$	07
30,000 \$ - 34,999 \$	08
35,000 \$ - 39,999 \$	09
40,000 \$ - 44,999 \$	10
45,000 \$ - 49,999 \$	11
50,000 \$ ET PLUS	

71.A Fréquentez-vous actuellement une école, un collège, ou une université en tant qu'étudiant(e) à plein temps?

OUI (PASSEZ À Q72)	6*
NON (ALLEZ À Q71B)	A

SI "NON" À Q71A, DEMANDEZ :

71.B Quel est le niveau de scolarité le plus élevé que vous ayez atteint?

- ÉCOLE PUBLIQUE/PRIMAIRE (ANNÉES 1 À 8).....1  
 QUELQUES ANNÉES D'ÉCOLE SECONDAIRE.....2  
 DIPLÔME D'ÉTUDES SECONDAIRES (ANNÉES 12 OU 13).....3  
 COLLÈGE PROFESSIONNEL/TECHNIQUE/CÉGEP.....4  
 QUELQUES ANNÉES D'UNIVERSITÉ.....5  
 DIPLÔME UNIVERSITAIRE.....7

72. Travaillez-vous présentement hors de chez vous? NON (PASSEZ À Q75).....1\*  
 OUI (ALLEZ À Q73).....2

SI "OUI" À Q72, DEMANDEZ :

73. Travaillez-vous à plein temps ou à temps partiel?

- PLEIN TEMPS 1  
 TEMPS PARTIEL 2

74. Quelle est votre occupation, autrement dit quelles sont vos principales responsabilités au travail? Pour quel type d'entreprise travaillez-vous?

75. Est-ce que vous ou un membre de votre famille faites partie d'un syndicat?

- RÉPONDANT 1  
 AUTRE MEMBRE DE LA FAMILLE 2  
 LES DEUX (RÉPONSE SPONTANÉE) 3  
 AUCUN (RÉPONSE SPONTANÉE) 4

76. Sexe. (D'APRÈS VOTRE OBSERVATION) MASCULIN.....1  
 FÉMININ 2

77. Langue du questionnaire. ANGLAIS.....1  
 FRANÇAIS 2



FIN DE LA  
CARTE #2

POURRIEZ-VOUS ÉPELER VOTRE NOM DE FAMILLE, S'IL VOUS PLAÎT?

NOM DU/DE LA RÉPONDANT(E): \_\_\_\_\_

SI ON REFUSE, DITES: Pourriez-vous me donner seulement votre prénom, au cas où ma surveillante ait à vérifier si cette entrevue a bien eu lieu?

NUMÉRO DE TÉLÉPHONE: ( \_\_\_\_\_ ) \_\_\_\_\_  
INDICATIF NUMÉRO  
RÉGIONAL

J'ai relu ce questionnaire complété et je déclare que toutes les questions nécessitant une réponse ont été bien complétées et que cette entrevue a été menée auprès de la personne mentionnée conformément aux méthodes de l'échantillonnage.

SIGNATURE DE L'INTERVIEWER: \_\_\_\_\_

DATE: \_\_\_\_\_

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71. Avez-vous eu des contacts avec des personnes qui ont travaillé pour le service de renseignements pendant la guerre ?

CARTE 43

POURRIEZ-VOUS ÉCRIRE VOTRE NOM DE FAMILLE, S'IL VOUS PLÂT ?

1. (8 À 1 SEULE) ÉCRIVEZ VOTRE NOM DE FAMILLE ET VOTRE ADRESSE PRÉSENTÉMENT

2. (11 OU 12 SEULES) ÉCRIVEZ VOTRE NOM DE FAMILLE, VOTRE ADRESSE PRÉSENTÉMENT ET VOTRE ADRESSE PENDANT LA GUERRE

3. ÉCRIVEZ VOTRE NOM DE FAMILLE, VOTRE ADRESSE PRÉSENTÉMENT ET VOTRE ADRESSE PENDANT LA GUERRE, ET ÉCRIVEZ LE NOMBRE DE PERSONNES AVEC LESQUELLES VOUS AVEZ TRAVAILLÉ POUR LE SERVICE DE RENSEIGNEMENTS PENDANT LA GUERRE

4. ÉCRIVEZ VOTRE NOM DE FAMILLE, VOTRE ADRESSE PRÉSENTÉMENT ET VOTRE ADRESSE PENDANT LA GUERRE, ET ÉCRIVEZ LE NOMBRE DE PERSONNES AVEC LESQUELLES VOUS AVEZ TRAVAILLÉ POUR LE SERVICE DE RENSEIGNEMENTS PENDANT LA GUERRE, ET ÉCRIVEZ LE NOMBRE DE PERSONNES AVEC LESQUELLES VOUS AVEZ TRAVAILLÉ POUR LE SERVICE DE RENSEIGNEMENTS PENDANT LA GUERRE

NUMÉRO DE TÉLÉPHONE: ( ) ( )

INDICATIF

72. Travaillez-vous présentement hors de chez vous ?

1. NON (57Q À 58Q)

2. OUI (57Q À 58Q)

J'ai relu ce questionnaire complété et je déclare que toutes les questions nécessitant une réponse ont été bien complétées et que cette entrevue a été menée après de la réflexion et de la réflexion.

73. SIGNATURE DE L'INTERVIEWÉ

DATE: 1. TEMPS PARTIEL 2. TEMPS COMPLET

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75. Est-ce que vous ou un membre de votre famille faites partie d'un syndicat ?

RÉPONDANT 1

AUTRE MEMBRE DE LA FAMILLE 2

LES DEUX (RÉPONSE SPONTANÉE) 3

AUCUN (RÉPONSE SPONTANÉE) 4

76. Sexe. (D'APRÈS VOTRE OBSERVATION) MASCULIN 1 FÉMININ 2

77. Langue du questionnaire. ANGLAIS 1 FRANÇAIS 2

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