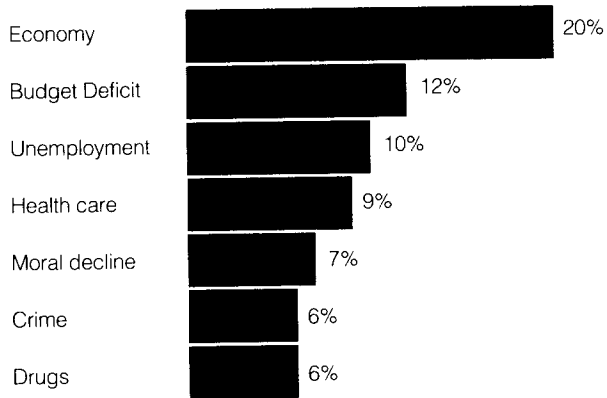


NAFTA IN CONTEXT

NAFTA has not commanded much *public* attention here yet, perhaps because trade ranks low on our list of problems. About 40 percent here say they haven't heard enough about NAFTA to have an opinion. Awareness is higher in Canada and Mexico. In June, a majority of Americans didn't know if Clinton had a position on the agreement.

Question: **What's the most important problem facing this country today? Is there another problem you think is almost as important?**

Most important problem in country today (first response)

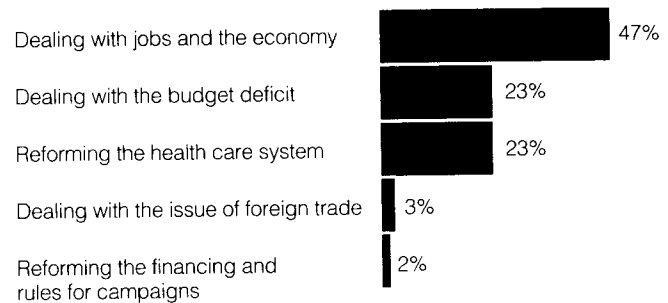


Fewer than 5% cited FOREIGN TRADE, foreign relations, illegal immigration, welfare reform, Bosnia, inflation, senior citizen benefit cuts, or too much foreign aid.

Note: Responses getting less than 5% not shown. When the top two responses were combined, trade was cited as the most important problem by 1% of those surveyed.
Source: Survey by *Los Angeles Times*, June 12-14, 1993.

Question: **In the second half of 1993, the Clinton administration and Congress will not be able to address all the issues that need to be dealt with. The question now is, which issues need most urgent attention and should be given the highest priority? I would like to read you a list of five issues and learn from you which one issue you would place as your highest priority.**

Should be given the highest priority in the second half of 1993



Note: When asked to give a second priority, reforming the health care system was cited by 31%, 27% said dealing with jobs and the economy, 26% said dealing with the deficit, and 10% cited trade.
Source: Survey by NBC News/*Wall Street Journal*, July 24-27, 1993.

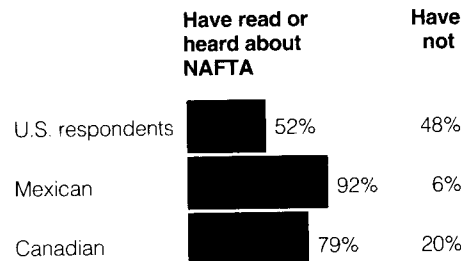
Haven't heard enough about the free trade agreement to say (*LAT*)



Have not heard enough about this issue yet to have an opinion (NBC/*WSJ*)

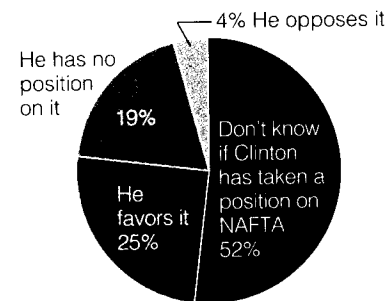


Question: **Have you read or heard anything about the recent proposal to create a so-called "North American free trade zone" comprised of Canada, the United States, and Mexico?**



Note: For Mexico, results based on interviews with adults in Mexico City, Guadalajara, and Monterrey.
Source: Surveys by the Gallup Organization, September 1992.

Question: **From what you've read or heard, does President Bill Clinton favor the North American Free Trade agreement (that eliminates nearly all restrictions on imports, exports, and business investment between the United States, Mexico, and Canada), does he oppose it, or hasn't he taken any position?**

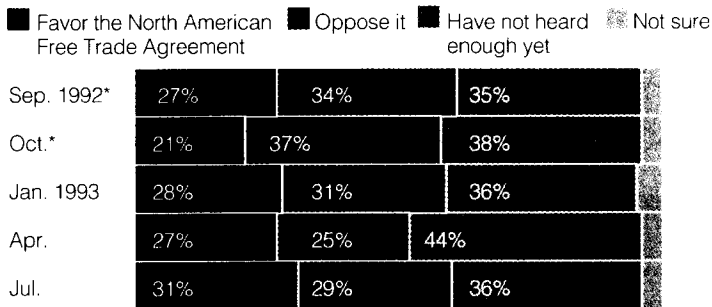


Note: A survey by the Democratic Leadership Council asked voters "How important to you personally is the issue of the North American Free Trade Agreement with Mexico...?" Twenty-nine percent of Perot voters said it was "one of the most important/very important" and 63% said it was "somewhat/not very important" to them personally. Perot voters were only slightly more concerned with NAFTA than Clinton and Bush voters.
Source: Survey by CBS News/*New York Times*, June 21-24, 1993.

Public Uncertain, Executives United

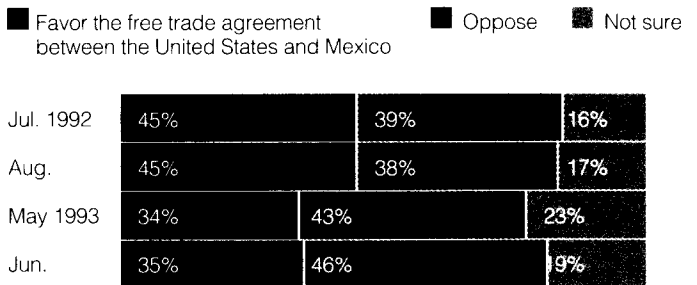
When Americans haven't thought much about a subject, poll responses tend to vary greatly. Some polls show narrow support for NAFTA, others opposition. The general idea of a free trade zone appeals to Americans and Mexicans; Canadians dissent. All think a country other than their own will benefit most. Leadership opinion is strongly supportive.

Question: Do you favor or oppose the North American Free Trade Agreement with Mexico and Canada that eliminates nearly all restrictions on imports, exports, and business investment between the United States, Mexico, and Canada? If you feel you have not heard enough about this issue yet to have an opinion, please just say so.



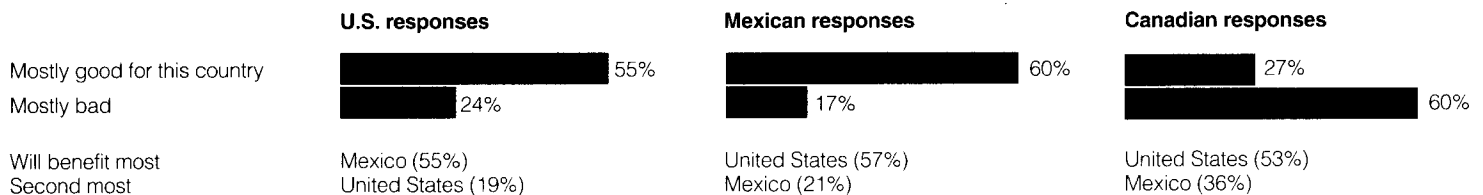
Note: *Question read: The Bush Administration has negotiated a North American Free Trade Agreement with Mexico to eliminate nearly all restrictions on imports, exports, and business investment between the United States and Mexico. Do you favor or oppose this trade agreement with Mexico? In September and October survey sample=registered voters.
Source: Survey by NBC News/Wall Street Journal, latest that of July 24-27, 1993.

Question: Do you favor or oppose the free trade agreement between the United States and Mexico that would eliminate all trade barriers between those two countries?



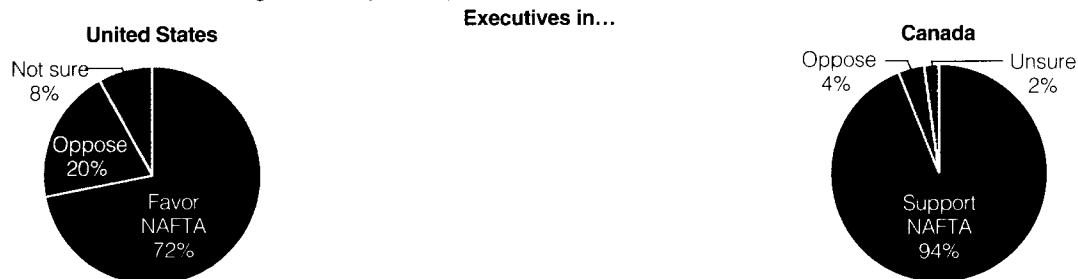
Note: In an August Gallup poll, 41% of respondents said they favor "the proposed free trade agreement between the United States and Mexico"; 44% said they oppose it.
Source: Surveys by Yankelovich Partners Inc., for Time and CNN, latest that of June 17-21, 1993.

Question: As you may know, Canada and the United States now share a free trade agreement which ensures that trade between the two countries largely is not subject to tariffs or import quotas. It has been suggested that a wider free trade zone could be established consisting of Canada, the United States, and Mexico. In general, do you think a North American free trade zone consisting of these three countries would be mostly good for (own country), or mostly bad for [it]? Which of the three countries—Canada, the United States or Mexico—do you think would probably benefit most from a North American free trade zone?



Note: For Mexico, results based on interviews with adults in Mexico City, Guadalajara, and Monterrey.
Source: Surveys by the Gallup Organization, September 1992.

Question: Do you favor or oppose the free trade agreement between the United States and Mexico that would eliminate all trade barriers between those two countries? (U.S.) As you probably know, last month Canada, the United States, and Mexico reached a North American free trade agreement, or NAFTA. First, overall, based on whatever you've seen or heard about this, would you say you yourself generally support or oppose Canada entering into a North American Free Trade Agreement? (Canada)



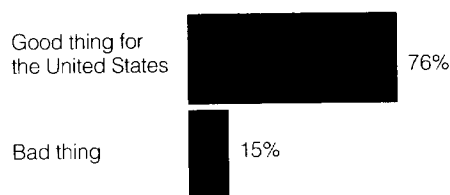
Note: In the United States, 371 executives from companies with more than \$1 million in sales or revenue were interviewed. In Canada, 314 senior business leaders were interviewed.
Source: Surveys by Yankelovich Clancy Shulman for Reuters (U.S.) August 24-September 9, 1992, and the Angus Reid Group for the Southam Business Monitor (Canada), September 15-October 6, 1992.

Conflicting Impulses On Trade

Americans' views about trade are complex. On the one hand, they want to protect jobs and fear the loss of them. On the other, they recognize the benefits of an open trading environment. On election day, voters were split on whether trade creates or loses more jobs for the United States.

Question: **On balance, do you think international trade is a good thing or a bad thing for the United States?**

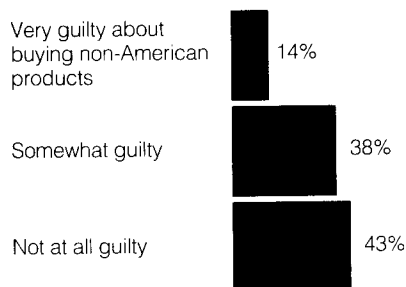
International trade is a...



Source: Survey by Princeton Survey Research Associates for *Newsweek*, June 30-July 1, 1993.

Question: **Do you feel very guilty, somewhat guilty, or not at all guilty about buying non-American products?**

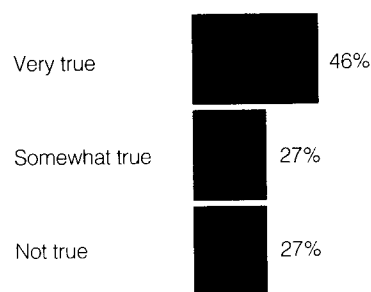
Feel...



Source: Survey by Yankelovich Clancy Shulman for *Time* and CNN January 30, 1992.

Question: **I'm going to read you some statements. Please tell me if you think it is very true, somewhat true, or not true.**

I try to buy the best product for me whether it is American-made or not



Source: Survey by Princeton Survey Research Associates for *Newsweek*, June 30-July 1, 1993.

Question: **Do you feel past international trade agreements have caused loss of jobs in this country?**

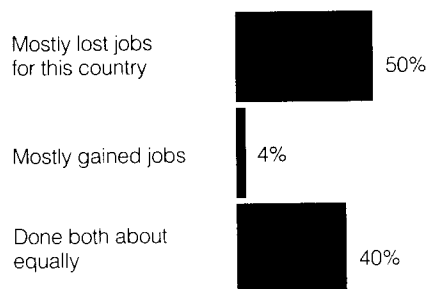
Past international trade agreements have...



Source: Survey by Yankelovich Partners for *Time* and CNN, March 18, 1993.

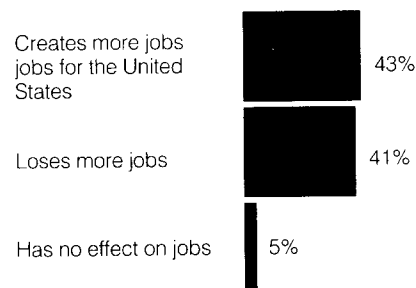
Question: **Overall, do you feel past international trade agreements have mostly lost jobs for this country, mostly gained jobs, or done both about equally?**

Past international trade agreements have...



Question: **Overall, would you say U.S. trade with other countries creates more jobs for the United States, loses more jobs for the United States, or has no effect on U.S. jobs.**

U.S. trade with other countries...



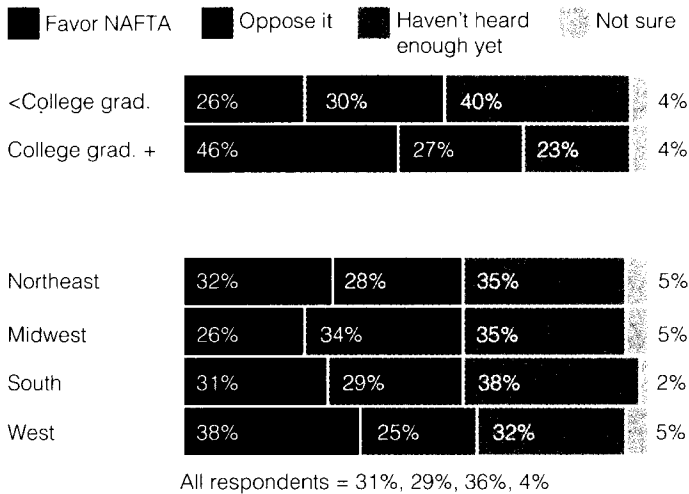
Note: Sample = voters as they left voting booths on election day.
Source: Survey conducted November 3, 1992, by Voter Research and Surveys, a consortium of ABC News, CBS News, NBC News, and CNN.

Mexican, Canadian, and American Views

In Canada and the United States, higher levels of education tend to produce stronger support for free trade. Regionally, Americans in the West and Canadians in Quebec are NAFTA's strongest backers. Mexicans believe NAFTA will make their country more dependent on the United States, and they still strongly endorse it.

Question: **Do you favor or oppose the North American Free Trade Agreement with Mexico and Canada that eliminates nearly all restrictions on imports, exports, and business investment between the United States, Mexico, and Canada? If you feel you have not heard enough about this issue yet to have an opinion, please just say so.**

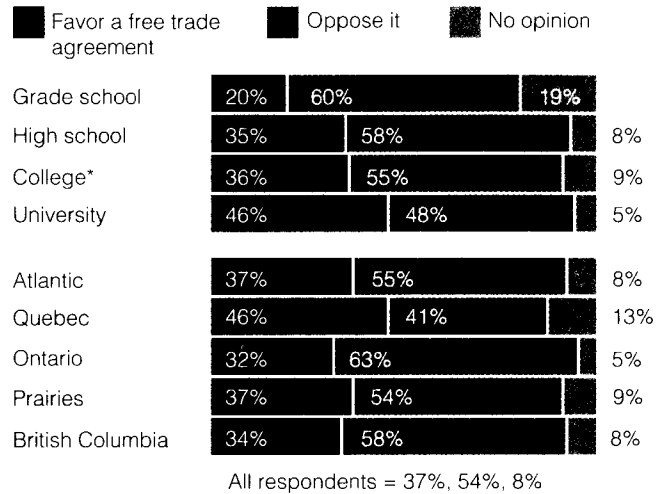
U.S. respondents



Source: Survey by NBC News/Wall Street Journal, July 24-27, 1993.

Question: **Are you in favor or opposed to a free trade agreement among Canada, the United States, and Mexico?**

Canadian respondents



Note: * = Community college, trade school, post-secondary.
Source: Survey by Gallup Canada, March 25-April 2, 1993.

Question: **For the following countries, please tell me if you believe each country has a fair trade policy or an unfair trade policy with the United States.**

U.S. responses

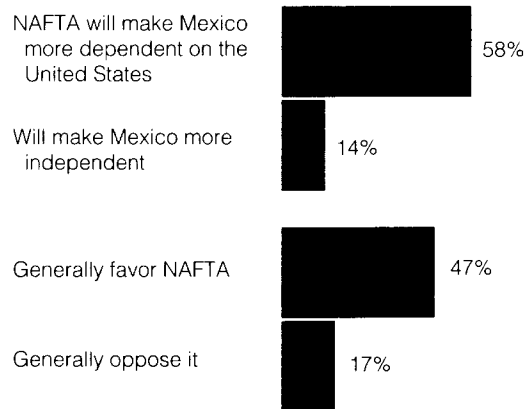


Source: Survey by the Gallup Organization for USA Today and CNN, June 29-30, 1993.

Question: **Do you believe NAFTA will make Mexico more dependent or more independent from the United States?**

Question: **In general, do you favor or oppose NAFTA?**

Mexican responses



Source: Survey by MORI de Mexico, for Excelsior and Este Pais, February 1993.