



Views from Mexico, Canada, & the US:

Trade & NAFTA

IPSOS PUBLIC AFFAIRS

Mexican, Canadian, and US Teams

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GAME CHANGERS



About This Study

The polling teams in Ipsos Public Affairs' Mexican, Canadian, and US offices agreed that a 3-country poll on trade, NAFTA, and the current negotiations was warranted given the issues on the table and political climate in all countries.

To undertake this study, we agreed an identical questionnaire guided by some questions already asked in each country, and all fielded the questions simultaneously among a representative sample in our respective countries.

Specific study details:

- In MEXICO, Ipsos interviewed a sample of 400 adults age 18+ online. Results are representative of the online population and were weighted accordingly based on Ipsos' estimates of internet penetration by demographic groups. Fieldwork was conducted Sept 13-14, 2017.
- In CANADA, Ipsos interviewed a representative sample of 1,001 adults age 18+ online. Data is weighted using Census data. Fieldwork was conducted Sept 13-14, 2017.
- In the US, Ipsos interviewed a representative sample of 1,008 adults age 18+ online. Data is weighted using Census data. Fieldwork was conducted Sept 13-14, 2017.

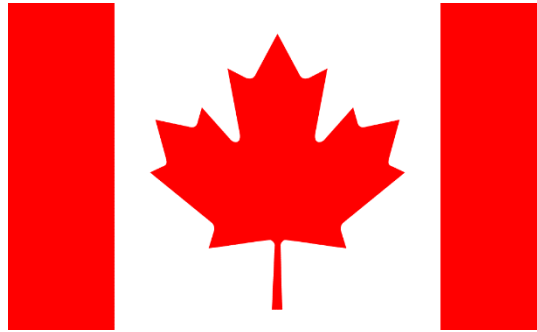
About This Deck

MEXICO



Data collected in Mexico among residents of Mexico will be accompanied by the Mexican flag, above.

CANADA



Data collected in Canada among residents of Canada will be accompanied by the Canadian flag, above.

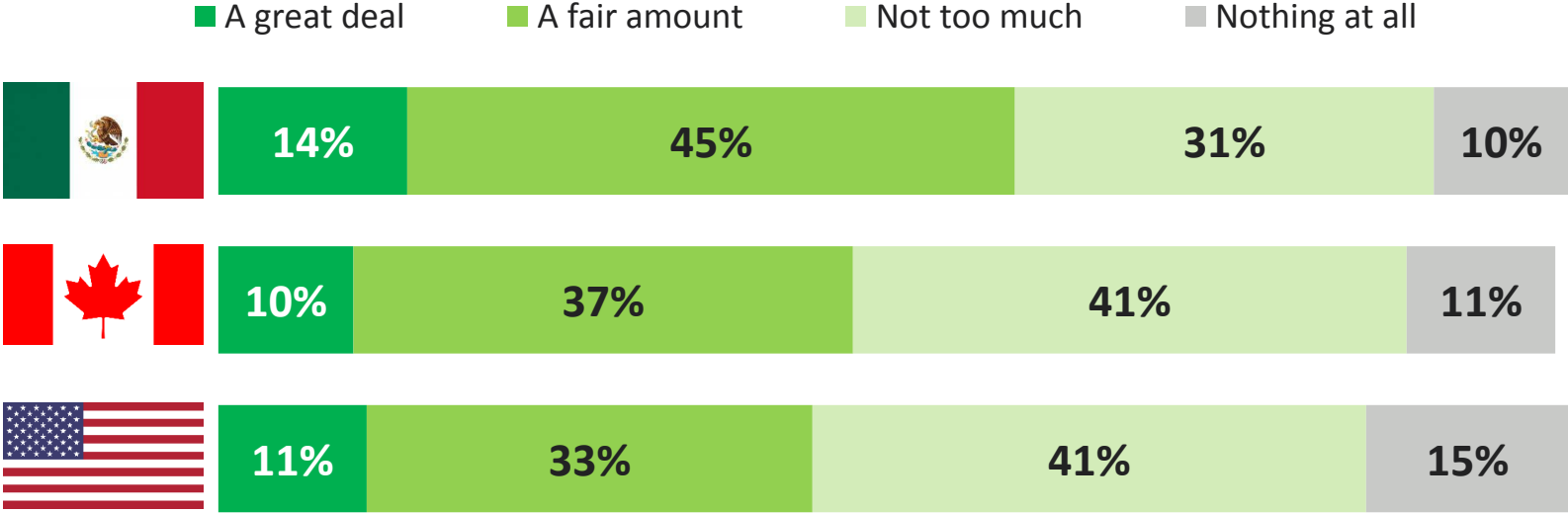
USA



Data collected in the US among residents of the USA will be accompanied by the American flag, above.

DATA FINDINGS

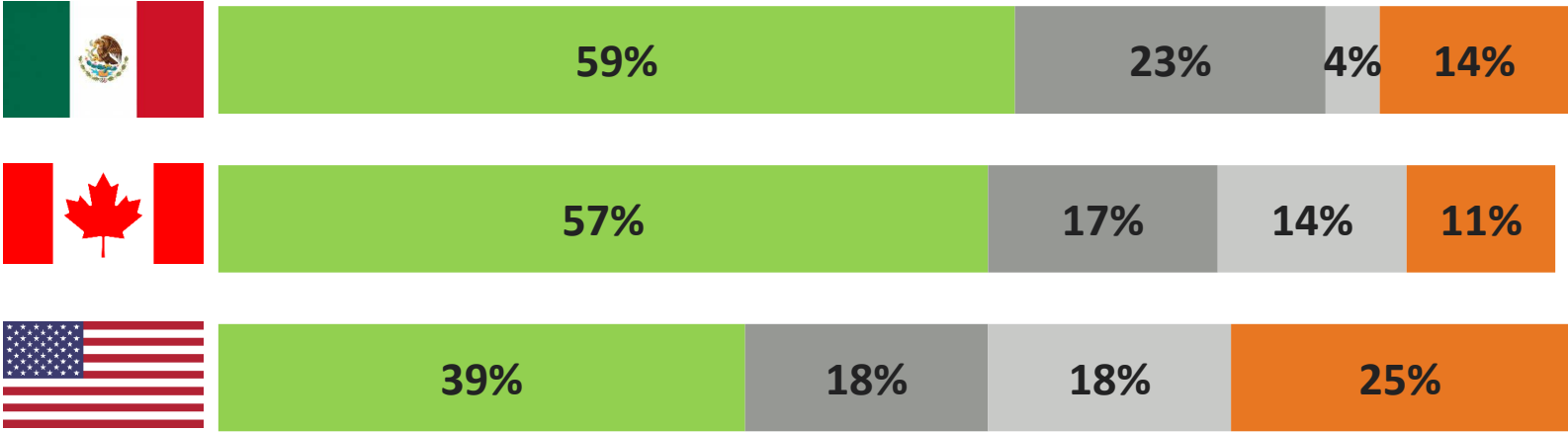
NAFTA Talks Awareness



Q2. How much, if anything, have you heard about ongoing talks to revise the North American Free Trade Agreement (NAFTA)?

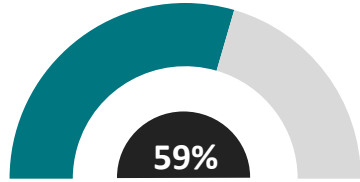
Impact of Free Trade: Helped or Hurt?

■ Free trade helped ■ Free trade not made much of a difference either way ■ Don't know ■ Free trade hurt

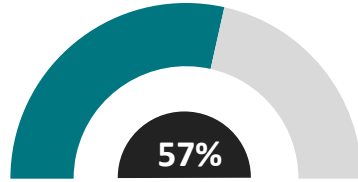


Q1. Overall, do you think that free trade between [COUNTRY] and foreign countries has helped [COUNTRY], hurt [COUNTRY], or not made much of a difference either way?

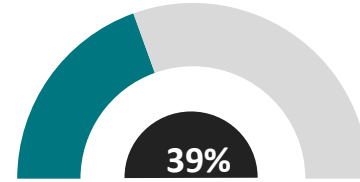
Perceived Benefit of Trade / NAFTA



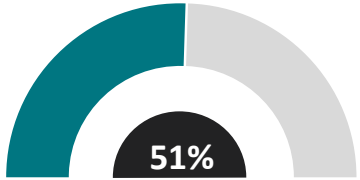
Free Trade Helps Mexico



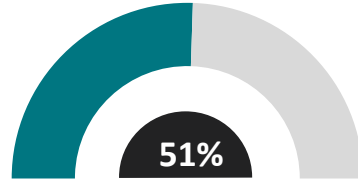
Free Trade Helps Canada



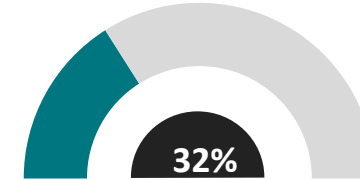
Free Trade Helps the USA



NAFTA Benefits Mexico



NAFTA Benefits Canada

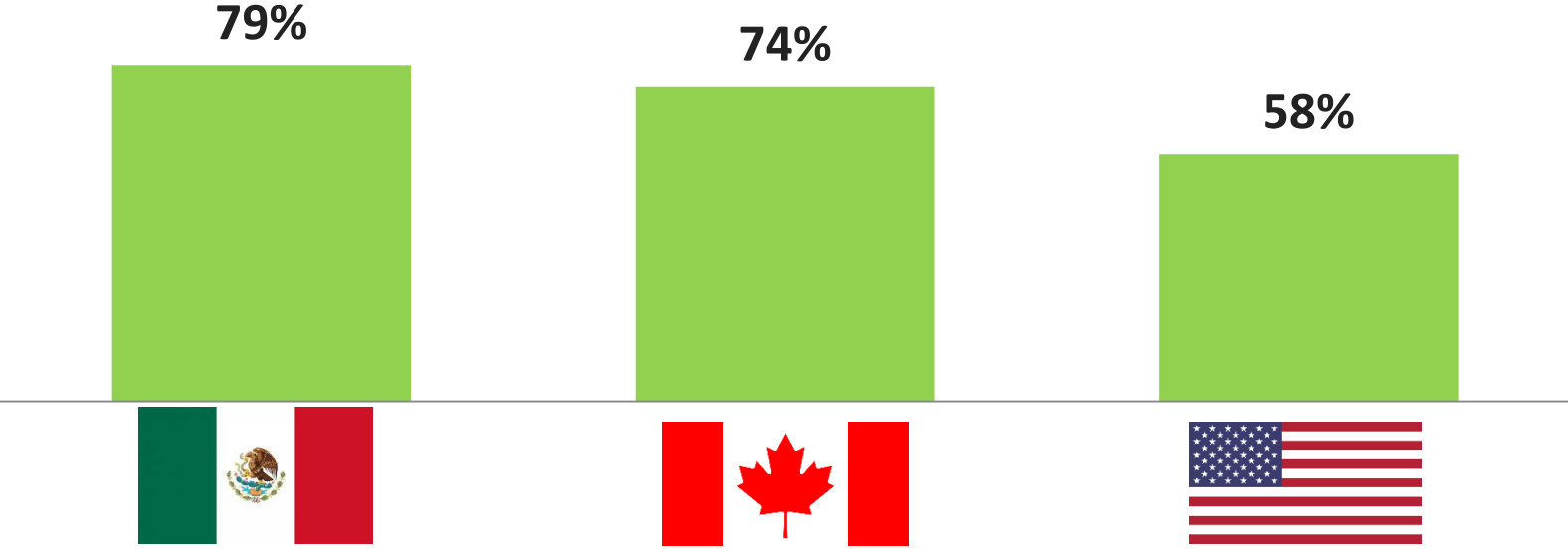


NAFTA Benefits the USA

Q1. Overall, do you think that free trade between [COUNTRY] and foreign countries has helped [COUNTRY], hurt [COUNTRY], or not made much of a difference either way?//Q4. Do you think that [COUNTRY] has benefited from NAFTA, been hurt by NAFTA, or has NAFTA not made much of a difference either way?






Support for being in NAFTA

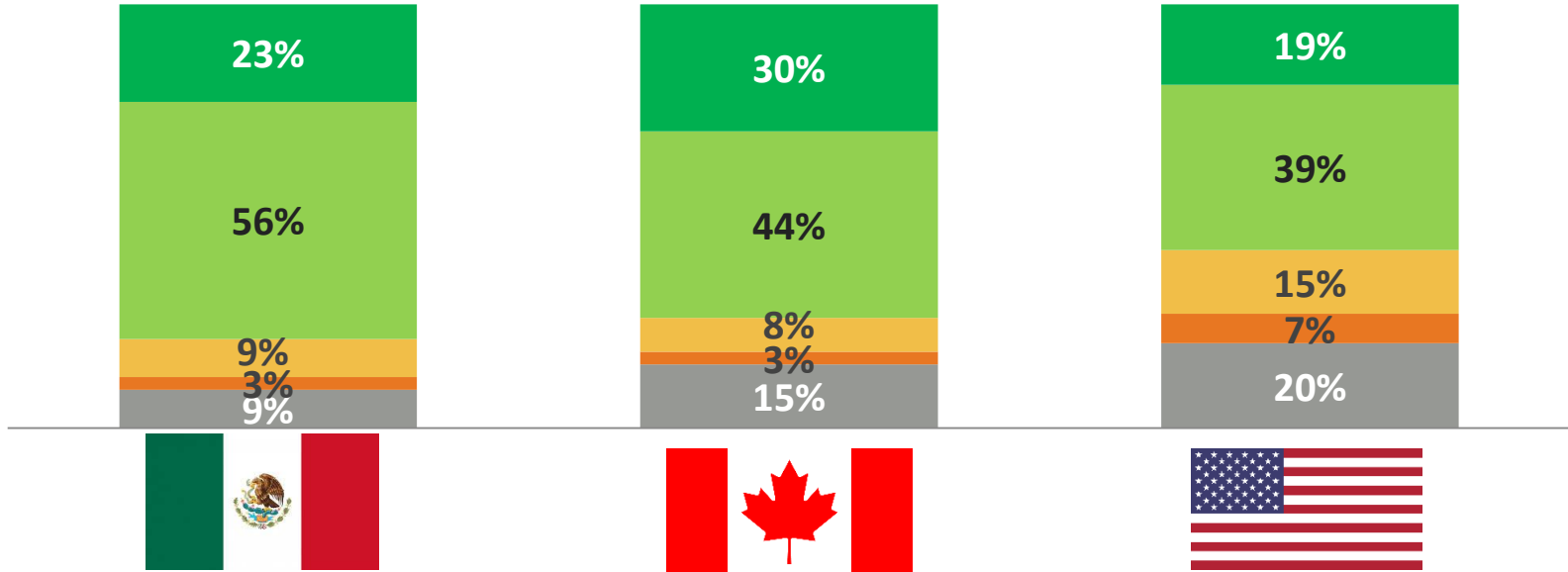
■ Strongly/moderately support



Q3. How do you feel about [COUNTRY] being in NAFTA (North American Free Trade Agreement) with [In Mexico insert 'Canada and the United States' / In Canada insert 'Mexico and the United States' / In USA insert 'Canada and Mexico'] ?

Support for Being in NAFTA

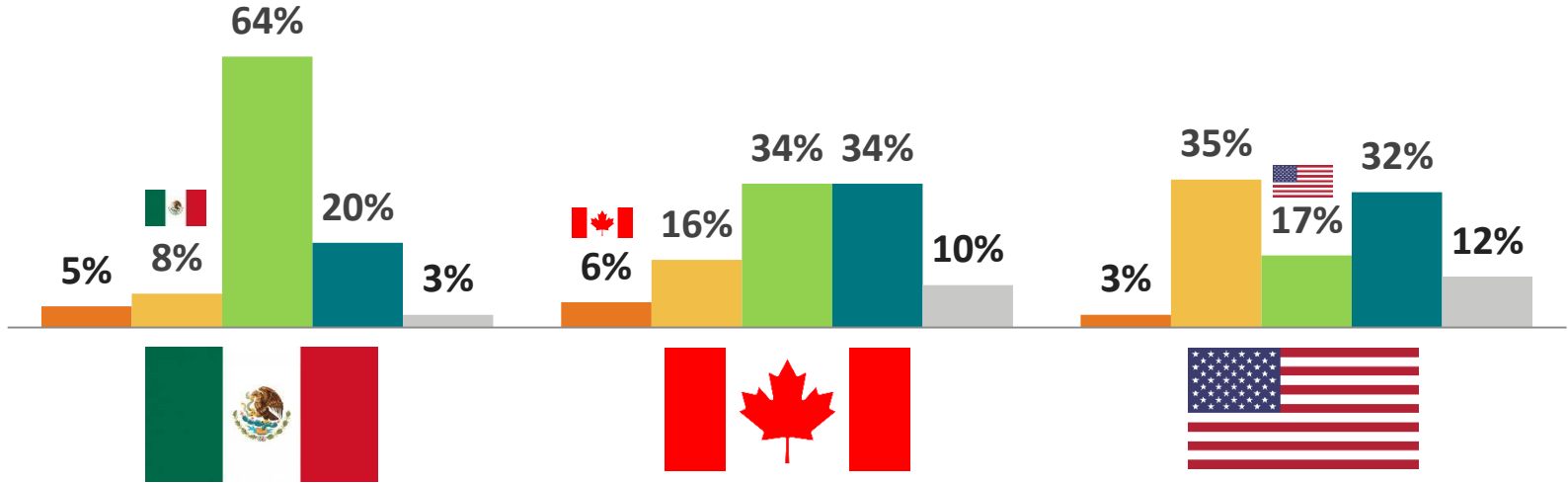
Strongly support  Moderately support  Moderately oppose  Strongly oppose  Don't know/ Refused 



Q3. How do you feel about [COUNTRY] being in NAFTA (North American Free Trade Agreement) with [In Mexico insert 'Canada and the United States' / In Canada insert 'Mexico and the United States' / In USA insert 'Canada and Mexico'] ?

Which country has benefited most from NAFTA

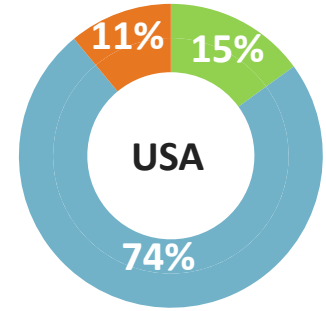
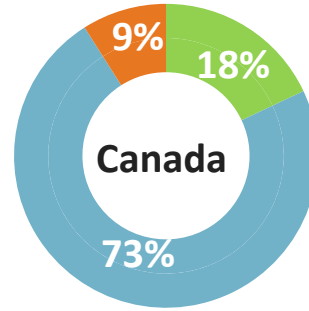
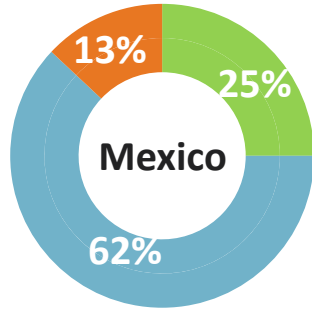
Canada Mexico United States All three None



Q5. Which country do you think has benefited the most from NAFTA?

Personal Impact from NAFTA

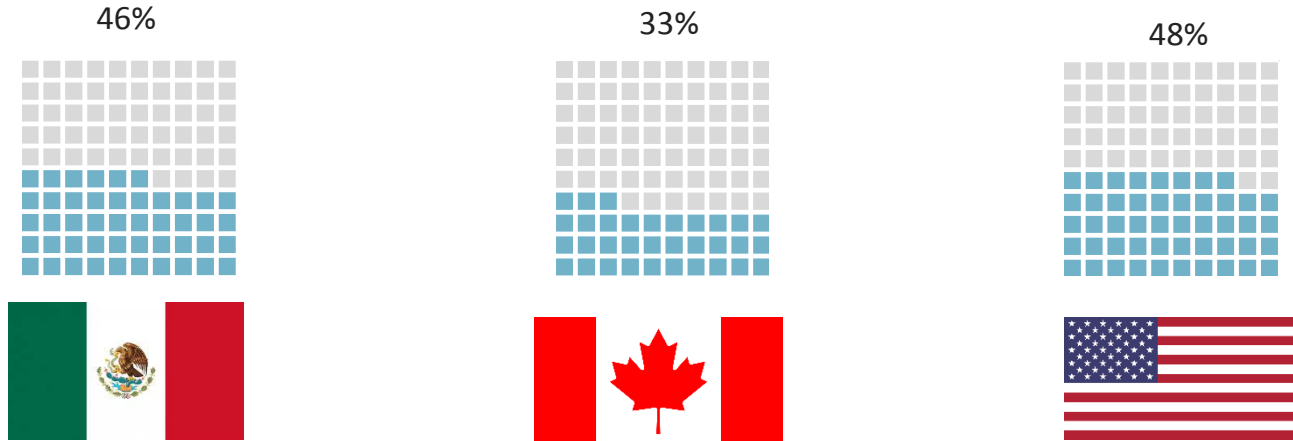
- Has benefited you personally
- Has not affected you personally
- Has had a negative effect on you personally



Q6. Thinking about your day to day life, would you say that, on balance, NAFTA...has benefited you personally, has not affected you personally, has had a negative effect on you personally?

Perceptions of NAFTA Renegotiations

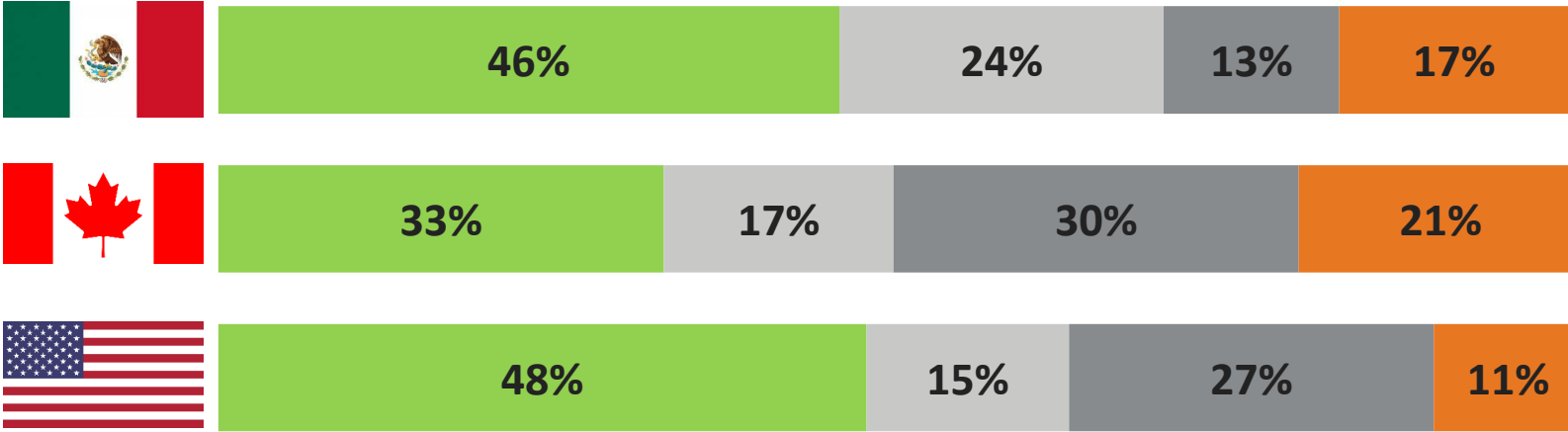
Renegotiating NAFTA will be a good thing



Q7. As you may know, representatives from Canada, Mexico and the United States will meet in October to renegotiate elements of the North American Free Trade Agreement (NAFTA). In your opinion, will renegotiating NAFTA be a good thing or a bad thing for U.S.?

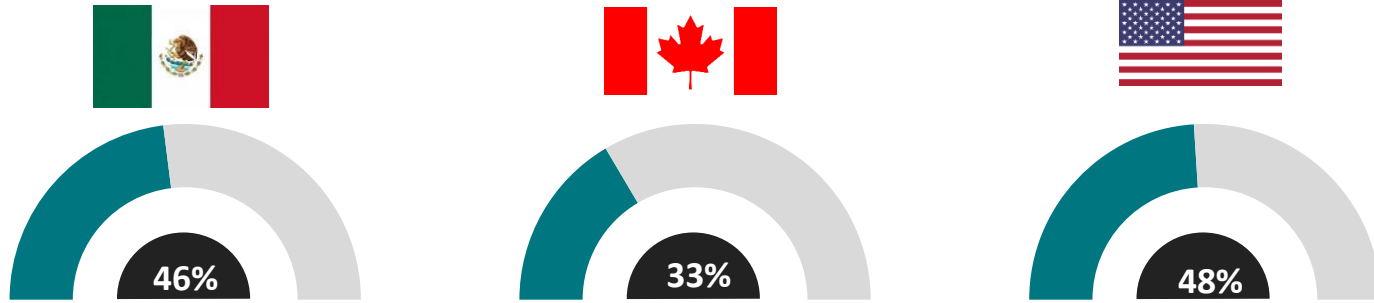
Perceptions of NAFTA Renegotiations

■ A good thing ■ It won't make any difference ■ Don't know ■ A bad thing

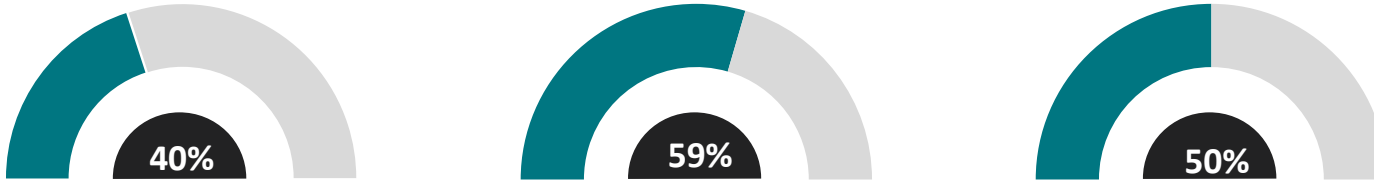


Q7. As you may know, representatives from Canada, Mexico and the United States will meet in October to renegotiate elements of the North American Free Trade Agreement (NAFTA). In your opinion, will renegotiating NAFTA be a good thing or a bad thing for U.S.?

Perceptions of NAFTA Renegotiations



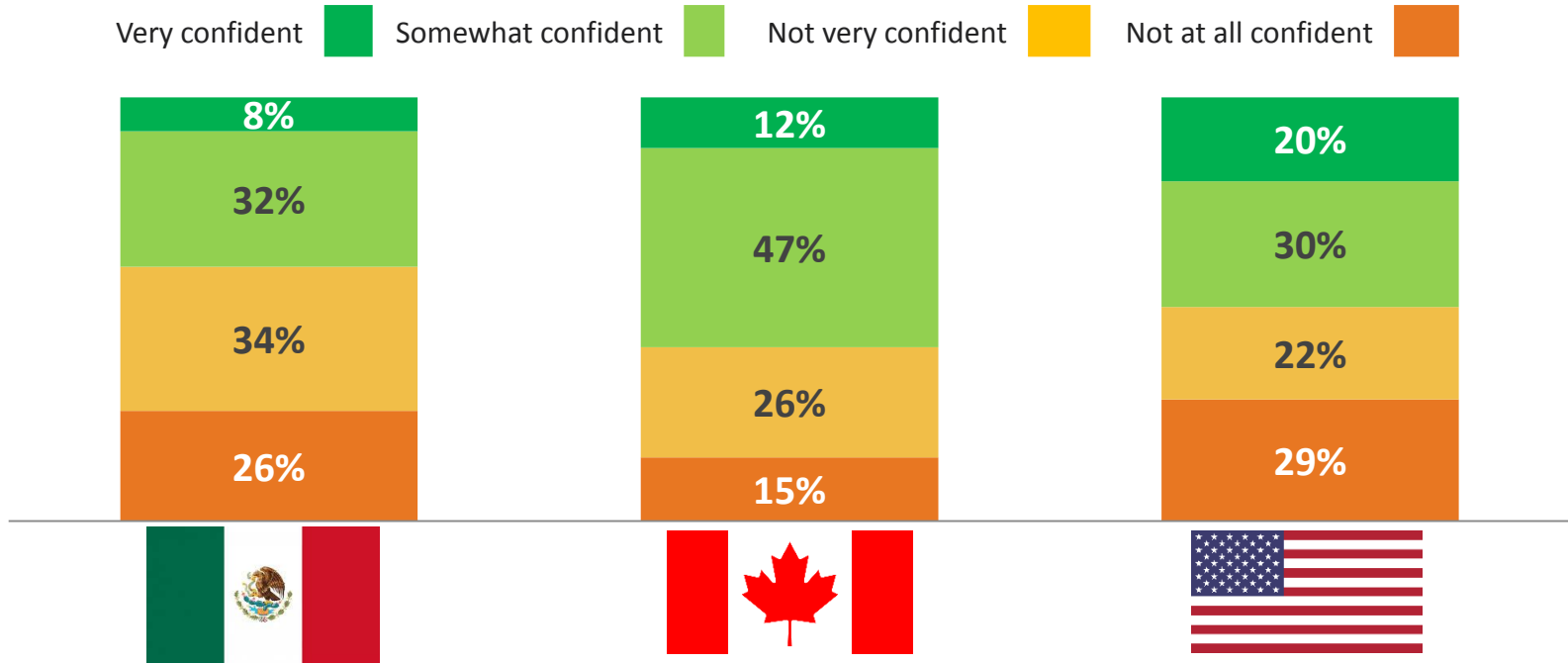
Believe that renegotiating NAFTA will be a good thing



Confident in government's ability to renegotiate NAFTA in their country's best interest

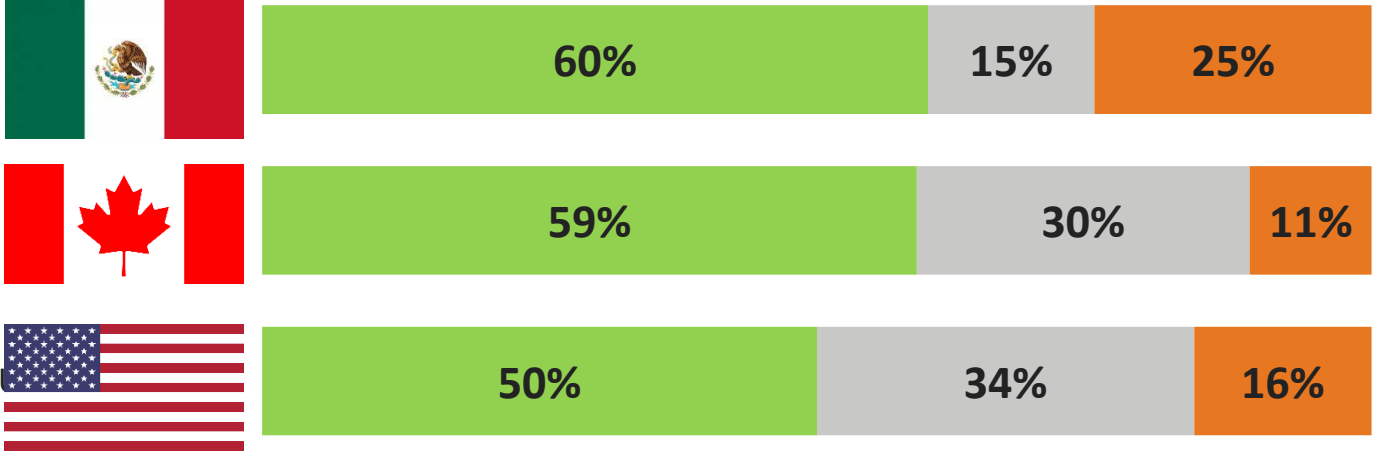
Q8. How confident are you in the [CANADA: Liberal government's / MEXICO: Federal Government/ US: Trump Administration's] ability to renegotiate NAFTA in the best interests of [CANADA: Canadians / MEXICO: Mexicans / US: Americans]? // Q7. As you may know, representatives from Canada, Mexico and the United States will meet in October to renegotiate elements of the North American Free Trade Agreement (NAFTA). In your opinion, will renegotiating NAFTA be a good thing or a bad thing for [COUNTRY]?

Confidence in Government to Renegotiate NAFTA



Q8. How confident are you in the [CANADA: Liberal government's / MEXICO: Federal Government/ US: Trump Administration's] ability to renegotiate NAFTA in the best interests of [CANADA: Canadians / MEXICO: Mexicans / US: Americans]?

If Negotiations Fail, What Would You Prefer?



NAFTA should continue to exist as it is now, allowing free trade between the three countries under the existing conditions

Don't know

NAFTA should be dismantled entirely, with no free trade between the three countries

Q9. If the current NAFTA negotiations fail, which of the following would you prefer to happen?

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