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# **Public Opinion Research in Mexico: Attitudes Towards Trade**

## **Executive Summary**

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**Prepared for:  
Privy Council Office, Communications and Consultations,  
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## **EXECUTIVE SUMMARY**

### **Background**

Canada's economy is built on trade, and the new Canada-United States-Mexico Agreement (CUSMA) is a key component of Canada's trading relationships. Moreover, the global trading system is under threat. Tariffs on manufactured goods and services are squeezing global supply chains. This has a direct impact on Canada.

This study examined a variety of topics involving Mexicans' attitudes towards trade, notably: the positive and negative perceptions of trade relations with Canada and the USA; levels of support for the CUSMA; policy preferences; and attitudes toward broader challenges facing Mexican society.

### **Objectives**

Intelligence gathered from this study will help the Privy Council Office (the Project Authority) understand the concerns and perceptions of the Mexican people (specifically those who have access to the Internet) vis-à-vis trade. Research in support of Canada's trading relationships and the security issues surrounding them benefits Canadians. The data will also be used to draw some rough comparisons with Canadian opinion towards trade and security and to brief senior executives at the Privy Council Office (PCO).

### **Methodology**

RIWI administered an online survey to a sample of the Mexican adult Internet-using population, randomly gathering sentiment data to inform the Government of Canada on key policies. The survey was administered using RIWI technology, which randomly intercepts Web users who access URLs that RIWI controls at that time. The survey was completed by 2,050 participants, during the period of February 20th, 2019 – February 24th, 2019.

RIWI weighted all data by age and sex based on the most recently available national census data, last updated in December 2013.

Weighted and unweighted data were made available to the Project Authority through the RIWI interactive dashboard. Calculations for weighting of data were made using Pearson's chi-square statistic and the p-value for the hypothesis test of independence of the observed frequencies in the contingency table observed (from weighted cross tabulation). The expected frequencies were computed based on the marginal sums under the assumption of independence.

Due to the differences between the sampled Internet population and the general population in Mexico, this study cannot be extrapolated to the broader population of Mexico which includes non-Internet users. Furthermore, recognizing that RIWI's methodology yields a non-probability sample, a margin of error cannot be calculated or used for this work.

### **Expenditure**

RIWI's services were provided to the Government of Canada at a rate of \$24,814.80, inclusive of HST.

I hereby certify as Global Head, Citizen Engagement at RIWI Corp., that the deliverables of this study fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, or standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read 'Eric Meerkamper', with a stylized, flowing script.

Eric Meerkamper  
Global Head, Citizen Engagement  
RIWI Corp.