

Where Do We Stand on NAFTA



Public opinion about NAFTA, as monitored through twitter activities in the US and Canada, has revealed an interesting shift in public reaction toward the three-country deal.

TrendifyLive, ground-breaking software designed to monitor and analyse twitter activities, conducted a survey on two occasions to gauge public opinion about NAFTA while negotiations were in progress.

The first survey, conducted October 10-11, covered 40K tweets associated with Prime Minister Trudeau and NAFTA. His visit about NAFTA was shared over twitter by noticeable influencers such @FoxNews(~ 16 Million followers), @JustinTrudeau himself (4million followers), @VicenteFoxQue(~1million followers, former president Mexico). Of the millions of twitter reach during his visit to the US (for 30 hours), 23% (9,200 tweets) were associated with NAFTA, discussing different aspects of the deal. According to this survey:

30% of tweets were in favour of NAFTA

12% of tweets were against NAFTA

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Scott Lincicome [@scottlincicome](#)

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Massive list of state/local Chambers of Commerce practically beg POTUS to not scrap #NAFTA

MEMORANDUM FOR THE PRESIDENT

The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Mr. President:

The 314 undersigned state and local chambers of commerce from across the United States support your efforts to modernize the North American Free Trade Agreement (NAFTA). Business leaders across the country know first-hand that trade with Canada and Mexico has created American jobs, boosted economic growth, and strengthened local economies, but we know we can do even more to seize the benefits of trade with our North American neighbors.

As our country's top export markets, trade with Canada and Mexico supports 14 million American jobs, including tens of thousands of jobs in every state and more than 100,000 in 35 U.S. states. Each and every day, over \$3.3 billion, or \$1.2 trillion annually, is traded between the U.S., Canada, and Mexico. In fact, half of all Canadian and Mexican imports are "made-in-the-USA."



Justin Trudeau [@JustinTrudeau](#) · 7h

Canada & the US have a close relationship – thanks to @POTUS for the meeting focused on trade, security & jobs today.



689 910 3.9K



Debbie Desormeaux [@Amma2you](#)

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Replying to [@JustinTrudeau](#) [@POTUS](#)

It's reassuring that you realize we aren't all like Trump and I'm glad he can't ruin the U.S./Canada relationship most of us cherish.

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The second survey, conducted October 16-17, covered a total of 25K tweets, of which 5K were exclusively on NAFTA. Of the total NAFTA tweets monitored by TrendifyLive:

25% tweets were positive

30% tweets were negative

In analysing the results of the two surveys, TrendifyLive showed an interesting shift in public opinion, in which support seemed to have shifted from a clear positive into somewhat negative, as indicated below:

Public Sentiment	October 10-12	October 16-17
In Favour	30%	25%
Against	12%	30%

In a matter of days, tweets supporting NAFTA decreased by 5% from 30% (Oct. 10-12) to 25% (Oct. 16-17). At the same time, tweets against NAFTA increased by more than double from 12% (Oct. 10-12) to 30%. (Oct. 16-17)

What brought about this shift, asked TrendifyLive. Examining a sample of the tweets, it is possible the following could be some of the reasons:

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- People were no longer confident in the manner in which negotiations were conducted.
- People were reacting to what they called arrogant acting by the US President.

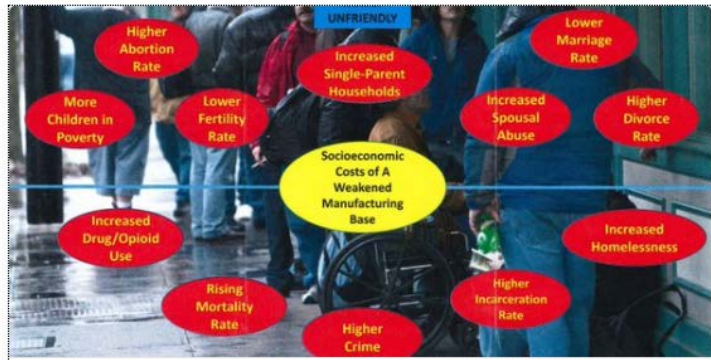
Here are a few examples of the negative tweets, including a Washington Post commentary:

https://www.washingtonpost.com/news/business/wp/2017/10/17/internal-white-house-documents-allege-manufacturing-decline-increases-abortions-infertility-and-spousal-abuse/?tid=ss_tw&utm_term=.726433678ef4

 **Holly O'Reilly** ✓
@AynRandPaulRyan

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😬 Internal White House documents allege manufacturing decline increases abortions, infertility, and spousal abuse



Internal White House documents allege manufacturing decline increases abo...
The document, whose authenticity was confirmed to The Washington Post, was prepared by Peter Navarro, the influential director of the White House Office of Tra...
washingtonpost.com

5:40 PM - 17 Oct 2017

33 Retweets 29 Likes 

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John McCain
@SenJohnMcCain

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Must-read @WSJ: "Trump's #Nafta Threat: Ending the pact would be the worst economic blunder since Nixon"



Trump's Nafta Threat

Ending the pact would be the worst economic blunder since Nixon.
wsj.com

8:16 AM - 16 Oct 2017

881 Retweets 1,936 Likes



<https://www.wsj.com/articles/trumps-nafta-threat-1508105756>

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TorontoStar @TorontoStar · Oct 17

Chrystia Freeland blasted the U.S. for 'undermining #NAFTA rather than modernize it' for the first time on Tuesday.



Trudeau, Trump governments trade criticism as NAFTA talks falter | T...

Foreign Affairs Minister Chrystia Freeland on Tuesday publicly blasted the Trump administration's NAFTA approach for the first time, the clearest sig...

thestar.com

43 73 113



Maura Madden @MaddenMaura · Oct 17

One of the many issues that Trump is trying to distract us from with his crazy tweets and other shenanigans.

Conlon Dart @ConlonDart

Clients ask: "What will stop this stock market?" Here's one way...

#NAFTA #Jobs #recession twitter.com/seattletimes/s...

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TrendifyLive



CCCI-CCIC
@CCCCCIC

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Qs from viewers: concerns about threats of 'ripping up' #NAFTA, lack of concern for #humanrights violations, #Canada's silence #CCICAmericas

4:13 PM - 17 Oct 2017

Great read:

<https://www.wsj.com/articles/trumps-nafta-threat-1508105756>

To learn more about TrendifyLive, visit

<http://trendifylive.com/>

<https://twitter.com/trendifylive>

<https://www.facebook.com/TrendifyLive>

https://www.youtube.com/watch?time_continue=3&v=nZxRSXFpks

TrendifyLive is a high tech company in Ottawa, Canada. We have been identified by City of Ottawa Innovation Program, Carleton University, Algonquin College Applied Research and local businesses as a promising start-up with a new and exciting product. Our Team develops and markets TrendifyLive, an AI driven social media monitoring and measurement tool that allows clients to quickly see ranked and relevant insights/ opinions about their reputation on line and in real-time. We work at present time with municipalities, brand managers, public relation agencies, marketers and political campaigns.

Not in one of those sectors? We are more than willing to explore opportunities to meet your needs!

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