

a significantly higher impact on younger respondents, and those with post-secondary and university education. Females were slightly less likely than males to state that the information would turn their opposition to support. The statement also had less impact on low income earners than among those in the middle and upper income categories.

On the believability dimension, the statement was ranked ninth (of 11 statements). Overall, 29 percent of opponents rated the statement as either "somewhat believable" (24%) or "very believable (5%). Another 40 percent rated the statement as "not very believable" while 30 percent stated that it was "not believable at all."

- *Canadian Exports to the U.S. have increased by \$31 Billion as a result of the Free Trade Agreement. (B)*

Overall, 63 percent of Free Trade opponents stated that this information would make them either "somewhat more likely" (47%) or "much more likely" (17%) to support the Free trade Agreement. The statement had a much higher impact in Quebec and the Atlantic provinces, and had a much lower impact among respondents living in British Columbia and in Manitoba and Saskatchewan. Demographically, the statement had a higher impact among younger respondents and among those with post-secondary and university education. Consistent with other indicators, the statement had less impact on low income earners than among those in the middle and upper income categories.

On the believability dimension, the statement was ranked seventh (of 11 statements). Overall, 33 percent of opponents rated the statement as either "somewhat believable" (29%) or "very believable (4%). Another 41 percent rated the statement as "not very believable" while 24 percent stated that it was "not believable at all."