

VII. FREE TRADE OPINION LEADERS

One of the findings evident from attitudes toward federal government management of the free trade initiative is that Canadians do not think that they have been provided with enough information about the free trade agreement. Previous research also shows that many Canadians feel that they need more information about the details of a free trade agreement and about its possible consequences. This brings up the question as to where Canadians are most likely to turn to as a source of this information. To ascertain this, Canadians were asked the following question:

Thinking about the various people whose opinions you respect on the free trade agreement, whose opinion are you relying on most in making up your mind about the free trade agreement since it was signed...?

Results appear in Table 13, together with results for a similar question posed before the agreement was reached, regarding who Canadians feel would be the likely sources to whom they would turn for information in the event a deal was signed.

Table 13

FREE TRADE OPINION LEADERS

<u>WOULD CONSIDER MOST THE OPINION OF..</u>	AUGUST	OCTOBER
	<u>1987</u> %	<u>1987</u> %
Economists and other specialists	40	25
Business leaders	20	15
News media	13	29
Federal government leaders	9	11
Provincial government leaders	6	11
Labour leaders	8	6