

- ***Several American and Canadian owned companies have closed plants and opened new or expanded facilities in Canada. (C)***

Of the 11 information statements provided, this statement received the highest ranking in terms of likelihood of converting opposition to support the Free Trade Agreement. Overall, 65 percent of those who opposed the Agreement stated that they would be more likely (45%) or much more likely (20%) to support Free Trade on the basis of this information. The statement has a higher impact among those living in the Atlantic provinces (72%) and less impact among those living in Manitoba and Saskatchewan (58%). Demographically, the impact of the statement is highest among younger respondents, those with post-secondary and university training, and among middle and upper income earners.

While this statement ranked highest in terms of potential impact, it scored second lowest in terms of believability. Overall, 27 percent of opponents rated the statement as either "somewhat believable" (22%) or "very believable (5%)." Thirty-nine percent rated the statement as "not very believable" while 33 percent stated that it was "not believable at all."

- ***Investment in Canada, particularly in manufacturing has increased by \$6 billion since the signing of the Free Trade Agreement. (G)***

Overall, 64 percent of Free Trade opponents stated that this information would make them either "somewhat more likely" (42%) or "much more likely" (22%) to support the Canada-U.S. Free trade Agreement. The statement had a slightly higher impact among respondents in Atlantic Canada (70%) and had significantly lower impact among respondents living in British Columbia (55%) and in Manitoba and Saskatchewan (51%). Demographically, the statement has