

The credibility of various spokespersons on trade issues is examined in Table 17. These data indicate that while all potential spokespersons on trade issues have lost some credibility since September 1990, majorities would find at least some of what was said on trade issues by trade economists and other experts in international trade (74%), business leaders (68%), and the media (54%) trustworthy. The least credible spokespersons on trade issues are federal government leaders (37%), labour leaders (45%), and interest groups opposed to the FTA (46%).

Examination of the regional credibility of trade spokespersons shows the following:

- Business leaders experience their highest credibility in Ontario (70%), and their lowest credibility in Alberta (63%).
- The media has its highest credibility in Québec (59%), and lowest credibility in Alberta (40%).
- Provincial governments experience their highest credibility in Atlantic Canada (56%), and their lowest credibility in Alberta (68%).
- Trade economists experience their greatest credibility in B.C. (80%), and their weakest credibility in Alberta and Atlantic Canada (both at 68%).
- Interest groups opposed to the FTA experience their highest credibility in Québec (57%), and their lowest credibility in Alberta (35%).
- The federal government experiences its highest credibility in Québec (48%), and its lowest credibility in B.C. (24%).
- Finally, labour leaders have their highest credibility in Québec (52%), and their lowest credibility in Alberta.