

VI. 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 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 appearing in Table 12 show that Canadians are turning to a variety of sources for their information, but are relying on certain sources to help make their minds up on the trade deal more than they are on others. The table also provides 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 12

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	AUGUST	OCTOBER	NOV./DEC.		
	<u>1987</u>	<u>1987</u>	I	II	III
	%	%	%	%	%
<u>WOULD CONSIDER MOST</u>					
<u>THE OPINION OF...</u>					
Economists and other specialists	40	25	23	22	21
Business leaders	20	15	14	13	15
News media	13	29	32	30	32
Federal government leaders	9	11	9	10	12
Provincial government leaders	6	11	11	12	11
Labour leaders	8	6	6	6	6