

- G. Investment in Canada, particularly in manufacturing, has increased by \$6 billion since the signing of the free trade agreement
- H. The free trade agreement has lessened the severity of the recent economic downturn
- I. Some prices have gone down in Canada because of the free trade agreement
- J. The free trade agreement provides Canada with greater protection from U.S. trade action than is available to any other country
- K. Canadians consumers saved \$167 million on duties in 1991 because of the free trade agreement

As the figure shows, there is no one statement that clearly optimizes effectiveness and believability; however, some of the statements were relatively more effective than others. The statement "Canadian consumers saved \$167 million on duties in 1991 because of the free trade agreement" (K) ranks highest in terms of believability but received a lower effectiveness rating, which, at 55 percent, is only 10 points lower than the maximum effectiveness rating (65%). The figure also shows that the statements "seven of 12 trade disputes between the U.S. have been won by Canada under the dispute settlement" (A), "the free trade agreement provides Canada with greater protection from U.S. trade action than is available in any other country" (J) and "some prices have gone down because of the free trade agreement" (I) each register relatively positive ratings on for both effectiveness and believability.

The figure also shows that the range of responses falls in a very narrow range for both effectiveness and believability. Although some of the statements fare better than other, it is not possible to isolate a single statement that rates high on both impact and believability.

Statements were rank ordered in terms of the impact that information would have on individuals who currently oppose the Free trade Agreement. Higher impact is interpreted as a greater likelihood of supporting the Free Trade Agreement because of that information. In general, higher impact statements tended to be less believable to Free Trade opponents. Likelihood of supporting the agreement, and believability of the statements for each of the psychographic segments is presented following the general discussion.