

percent felt that the information was "not very believable" while 23 percent stated that it was "not believable at all."

- *The Free Trade Agreement has lessened the severity of the recent economic downturn.* (H)

This statement ranked second lowest in terms of impact and lowest in terms of believability. Overall, 53 percent of Free Trade opponents stated that this information would make them either "somewhat more likely" (37%) or "much more likely" (16%) to support the Free Trade Agreement. Regionally, the statement had a much its highest impact among residents of the Atlantic provinces (65%) and considerably lower impact among those living in Manitoba and Saskatchewan (42%). Demographically, the statement had a much higher impact among those aged 18-34 (63%) than among those aged 35-54 (52%) with the lowest impact among respondents aged 55 or older (46%). Impact was also significantly lower among those earning less than \$30,000 (43%) in comparison to those earning between \$30,000 and \$50,000 (58%) or those earning over \$50,000 (59%). By education, the impact of this statement was considerably lower among respondents who did not complete high school (39%) than among high school graduates (51%), those who had undertaken post-secondary training (57%) and university graduates (61%).

Only 19 percent of Free Trade opponents found this statement either "somewhat believable" (15%) or "very believable" (4%). About 8 in ten opponents rated the statement as either "not very believable (37%) or "not believable at all" (42%).