

The following table shows the percentage of respondents for each segment that trust the sources [table 11].

TABLE 11: Credibility of Sources by the Segments % Trust Most/Trust Some of What They Say						
	National	EA	DS	CP	OO	RA
Federal govt leaders	38	68	52	28	33	15
Provincial govt leaders	49	62	54	44	53	36
Labour union leaders	44	33	40	50	44	48
Trade economists	75	89	78	80	67	64
Journalists & reporters	54	54	50	57	46	57
Business leaders	70	82	73	72	68	57
Interests groups opposed to the FTA	47	33	38	55	53	58

As the table shows, the Enthusiastic Advocates were more likely to trust government leaders and trade economists, as were the Dispassionate Supporters, although not with the same intensity. The Concerned Pragmatists were more likely to trust labour union leaders, trade economists, and interest groups opposed to the Free Trade Agreement. The Old-fashioned opponents were more trusting of interest groups opposed to the FTA and provincial government leaders. The Resolute Antagonists were more likely to trust interest groups opposed to the FTA, journalists and reporters and labour union leaders.

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