

likely (17%) to support the Free Trade Agreement on the basis of that information. Residents of the Atlantic provinces were more likely than other respondents to say that this information would make them more likely to support Free Trade (71%). Those living in Manitoba and Saskatchewan (52%) and in British Columbia (48%) were much less likely to feel that this information would change their opinion of the Agreement. Demographically, this information statement had a lower impact among females than among males, a lower impact among older respondents, and a lower impact among lower income earners and those who did not complete high school.

Overall, 40 percent of Free Trade opponents felt that this information concerning the Free Trade Agreement was either "somewhat believable" (30%) or "very believable" (10%). Another 29 percent felt that the information was "not very believable" while the same percentage stated that it was "not believable at all."

- *Canadian consumers saved \$167 million on duties because of the Free Trade Agreement. (K)*

While this statement was low in terms of impact (eighth overall), it ranked as the highest statement in terms of believability. Overall, 55 percent of Free Trade opponents stated that this information would make them either "somewhat more likely" (39%) or "much more likely" (16%) to support the Free Trade Agreement. Regionally, the statement had a much higher impact among residents of the Atlantic provinces (69%) and considerably lower impact among those living in western Canada - Alberta (49%), British Columbia (45%) and Manitoba and Saskatchewan (42%). Demographically, the statement had significantly less impact among respondents aged 55 or older, among those earning incomes below \$30,000 and among those who did not complete high school.