

western respondents, particularly residents of Manitoba-Saskatchewan (47%). Demographically, the impact of this statement is highest among younger respondents, with little significant differences across education and income levels.

While this statement ranks very high in terms of potential impact, it does not enjoy a high degree of credibility among respondents opposed to the NAFTA. Overall, 36 percent of opponents rated this statement as either very (7%) or somewhat (28%) believable. Almost two-thirds of the opponents polled, meanwhile, described the argument that Canadian sovereignty would not suffer under the NAFTA as not very (33%) or not at all (30%) believable.

- *The NAFTA is beneficial because the three countries have recognized that they should not lower their environmental standards to attract investment. (G)*

The statement that environmental standards will not be lowered due to the NAFTA is also a fairly persuasive one among those opposed to the trade agreement. Six in ten (61%) of the NAFTA opponents participating in this research said that this information statement made them much (19%) or somewhat (41%) more likely to support Canada-U.S.-Mexico free trade. Regionally, this argument is particularly persuasive for the NAFTA opponents living in Alberta (67%) and the Atlantic regions (65%). Younger the NAFTA opponents are also among the most likely to indicate that this argument is a persuasive one for them (68%) of the NAFTA opponents under 35 said this information statement made them much or somewhat more likely to support trilateral free trade.

With respect to the believability of the claim that the NAFTA will not compromise the three countries' environmental standards, just better than one