

optimal statement for the Old-fashioned Opponents is the same as that for the general population, which is:

*"Canada's sovereignty will not suffer under the NAFTA - our cultural industries, our agricultural management policies, social and health care programs and water resource management are all protected." (62% effective, 38% believable).*

### ***Resolute Antagonists***

The Resolute Antagonists were both less likely to find any of the statements effective or believable. Fifty-two percent of the Resolute Antagonists found the statement that Canada's sovereignty will not suffer effective; however, only 22 percent found the statement believable. This statement is considered one of the optimal messages for the Resolute Antagonists, with the statement that "...the three countries have recognized they should not lower environmental standards" (51% effective, 23% believable) and the statement "free trade with Mexico will help build the Mexican economy" (46% effective, 39% believable).