

Some major differences are apparent between the results in August and those in October. More than twice as many Canadians in October than in August say they are relying more on the media for information in making up their minds about free trade, while on the other hand, considerably fewer say they are relying on the views of economists and other specialists. There is also evidence of a modest increase in the proportion of the population saying they are relying on the opinions of their provincial government. Nevertheless, the percentage mentioning opinion leaders who have a clear and considerable vested interest in free trade continues to be relatively low. Eleven percent (11%) mention each of federal government leaders and their provincial government, while 6% say labour leaders.

The tendency to look to economists and other specialists continues to be evident across all segments of the population, particularly among higher SES respondents, including those with annual household incomes of \$50,000 or more, professionals and owners/managers. Even unionized employees are more likely to look to economists and other specialists (26%) than to labour leaders (10%). Lower SES respondents are more likely than average to look to the media for the opinions they rely on in making up their minds about free trade.