

Table 8

BENEFIT/LOSS TO CANADA OF THE REMOVAL OF
TRADE BARRIERS BY PROVINCE

PROVINCE	<u>BENEFIT</u> %	<u>NEITHER BENEFIT NOR LOSE</u> %	<u>LOSE</u> %	<u>NET CHANGE FROM APRIL 1986</u>
British Columbia	58	10	32	-3
Alberta	67	6	27	-6
Saskatchewan	57	6	33	+14
Manitoba	44	11	41	+1
Balance Ontario	48	12	40	+11
Metropolitan Toronto	49	8	43	+10
Quebec	55	11	34	+2
New Brunswick	57	7	33	+25
Nova Scotia	53	11	32	±0
Prince Edward Island	54	5	38	±0
Newfoundland	71	7	23	-5
National Average	55	9	35	+1

Note: Percentages for the first three columns sum horizontally and may not sum to 100% due to rounding and exclusion of "no opinion." The Net Change column provides data on the change since April 1986 based on a measure of those saying "benefit" minus those saying "lose."

The case for free trade appears to be gaining ground in some regions of Canada. New Brunswick, Saskatchewan and the area of Ontario outside of metropolitan Toronto appear to be rising in terms of perceived net benefits. Positive assessment persists in Newfoundland, Alberta and British Columbia.

Interesting demographic variations emerge. Women are more likely to perceive Canada will win more (58% said "benefit") than it will lose (32%) than men. So too are the very young between 18 and 24 years of age and those between 35 to 44 years of age, more positive in their net assessments. Finally, respondents at either end of the household income scale, whether under \$10,000 or over \$50,000, are also more positive. Not surprisingly, cultural nationalists and those who prefer an arms-length relationship with the United States are more negative in their assessments.