

In terms of cultural industries, there are interesting demographic variations in assessments. Men are more skeptical (-7 "helped" minus "harmed") than women about prospects for the cultural sector in the event of freer trade. As well, those residents between 25 to 34 years of age appear more positive (+15) about the effects on book publishing, television and the performing arts.

By contrast, those 65 or older are more negative (-16). So too are those with university educations (-22), or household incomes over \$40,000 (-14) more concerned about potential harm to the industries at the heart of the cultural sector.

The following table presents regional breakdowns on sectoral impacts. As in the first wave of this study, the data suggest that Ontario residents are generally more concerned about potentially negative sectoral impacts. British Columbia residents are more positive in their assessment of net benefits to the forest sector under free trade, albeit in smaller numbers than in April compared to their counterparts in other provinces. Residents from the prairie provinces think that the financial, forestry and farm sectors will be the principal winners. Quebec respondents seem to contend that the banks and auto sector will benefit most under any free trade scenario with the United States. The forestry and fishing sectors are those most often identified as the beneficiaries in the Atlantic region.