

Table 11
SECTORAL IMPACTS

	HELPED %	NEITHER HELPED NOR HARMED %	HARMED %	NET CHANGE FROM APRIL 1986
Banks/Financial Services	43	31	23	N/A
Forestry	54	12	33	-17
Farming/Agriculture	48	16	35	+4
Fishing	45	22	31	+2
Auto Industry	44	19	36	+5
Cultural Industries	44	18	37	+10
Textile/Clothing	42	15	43	+3

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 "helped" less those saying "harmed."

What demographic patterns emerge? First, men are less likely to consider any particular sector a winner than are women. So too are those aged 55 or over more critical in their assessment of the net impact free trade might have on that sector. In general, those Canadians between the ages of 18 to 24 or with little formal education appear more convinced that any of the seven sectors surveyed will hold their own and indeed gain under any more liberal trade scenario.

The sector of specific interest, given the cedar shakes and shingles controversy which erupted in the period since April 1986, is forestry. Note that most Canadians are of the view that the forestry sector will be more helped than harmed (+21 "helped" minus "harmed") by a Canada-U.S. trade agreement. Canadians aged 18 to 24 are more likely (+36) to consider forestry a winner. By contrast, those aged 55 to 64 are not (-1). Gender variations are slight, with women slightly less likely to award a positive net assessment. There are no significant variations on education or income.