On a more optimistic note, the second notable difference is the steady increase in the number of respondents who believe that the car and car parts industry would do better under the free trade agreement (36% in third wave versus 29% in October). Until the end of the first wave in November, the majority of Canadians continued to say they expected the car industry to be worse off under the agreement. This trend reached its apex in the first wave, with 59% saying the industry would be worse off. The trend, however, appeared to reverse in the second wave so that in the third and final wave only 50% of respondents say that the car and car parts industry would be worse off under the FTA.

The perceived positive or negative effects of free trade on each of the industry sectors enumerated in Table 6 continues to be strongly related to the levels of support for or opposition to the agreement, as reflected in the Gamma measures of association. The relationship between the perceived effects of the agreement on the car and car parts industry and support for or opposition to the agreement is considerably stronger than it was in October. The same is true for the relationship between the perceived effects on the fish and fish products industry.

On a regional level, the focus is once again on Ontario and Quebec. A somewhat more negative outlook as to the effects of the agreement on certain industry sectors continues to exist in Ontario. Two-thirds of Ontarians in the the first two waves of the survey indicated they think that the car and car parts industry would do worse under the free trade agreement. In the third wave of the study, this position moderated to a degree so that 56% of Ontario residents say the car industry would do worse under the agreement.

Consistent with the October results, a pessimistic outlook for the wine industry continues to flourish in Ontario, with 67% or more of respondents in each of the three waves feeling the wine industry would be worse off under free trade. Concern over the impending future of the film, book and magazine industries steadily increased from October through the first two waves of the study (51% worse off in October to 56% worse off in the second wave), before dipping to the 47% in the final wave of the study.