As for job creation, the same demographic trends are apparent. Men, those 18 to 24 and 35 to 44 years of age, as well as middle income families with incomes between $30,000 to $49,999 are more likely to think that the price of goods will fall below the national average after a free trade agreement.

What becomes interesting in terms of the regional orientations to free trade, is the effect of interpolating overall awareness of the importance of trade in general and net assessments of the benefits of free trade to the nation. The three main groups identified in April of 1986 still remain. British Columbia and Alberta residents share the view that trade is critical and that Canada stands to gain in any agreement. Quebec and the Maritimes appear to share this conviction about the positive impacts of free trade, but consider trade overall to be a less important issue. Finally, Ontario, Manitoba and Saskatchewan share a dubious assessment of the benefits of any free trade strategy, but an awareness of trade's overall importance.

The clear inference continues to be that there must be three regionally sensitive strategies. The one for Alberta and British Columbia is reasonably straightforward and must continue to point out the gains to be made for their respective provincial economies from an agreement. The additional message for Quebec and the East is to enhance the awareness of the importance of trade. Finally, any communications strategy for those provinces opposed to free trade must be to point out how any agreement fits in with long-term economic planning.

D. Sectoral Impacts

In general, Canadians appear to know little about any specific effects a freer trade agreement might have on certain sectors. The majority are of the view that the principal winners will be the banking and financial service as well as forestry sectors. The single casualty most often identified is the textile and clothing industry. The following table profiles perception of sectoral impacts and net growth, if any, since April 1986.