

- o Both similarities and differences are apparent in the views of men and women about the industry sector effects of the free trade agreement. Both are about equally of the view that the agriculture, auto and auto parts and cultural industries would be affected in a negative manner;
- o As for energy in general and the oil and gas sector in particular, men are more optimistic than women about the effects of the free trade agreement on the sector;
- o There are less prominent gaps between the opinions of men and women on questions which impinge on the free trade agreement's effect on Canadian identity. More men (59%) than women (51%) believe "we should be confident enough about the free trade agreement because Canada's identity is now strong enough that it no longer needs as much protection through government measures."
- o A significant "gender gap" exists with respect to the respective views of men and women as to whom they regard as the people they would "rely on most in making up their minds about the free trade agreement." Women are more likely (31%) than men (26%) to respect the opinion of the media.

2. Key concerns

Women are less convinced than men of the positive economic effects of free trade for Canada. There is also evidence of some apprehension among women about the anticipated effects of free trade on local or regional economies. The data indicate that women are more likely than men to rely on the opinions of the news media in making up their minds about the free trade agreement.

The key finding regarding men emerging from the data is their relatively more positive disposition toward the trade agreement and its anticipated effects.