

These aggregate results conceal some significant regional differences in perception, which are of critical importance to an understanding of the factors affecting Canadians' overall attitudes toward the Canada-U.S. free trade initiative. A comprehensive listing of these regional differences highlighting those provinces/regions in which the relevant industry is of greatest significance appears in Appendix B. At this point, several key findings can be identified.

Industries which are of disproportionate importance to the economies of particular regions are those which are identified as likely to be better or worse off under free trade. Ontario residents are consistently less likely than Canadians on average to anticipate that individual industries will benefit, particularly manufacturing industries. Quebec residents, on the other hand, are consistently more likely than average to expect that all sectors will benefit, especially those involved in manufacturing. Among the particular regional differences in perspective are the following:

- o British Columbians are more convinced that the wood and paper products sector will benefit and, along with Atlantic Canadians, are more inclined to think that the fishery sector will benefit;
- o Ontarians are, as noted above, generally less likely to see benefits for any sector and are in particular less convinced than other Canadians that the household appliance sector will benefit. They are also much more likely to expect that the farming and agriculture sector would be worse off;
- o Quebecers are much more convinced that the electrical power industry will benefit, along with the household appliance and cars/car parts sectors; and
- o Prairie residents are split on whether the agriculture/farming industry will benefit.

Insights into the extent to which opinions on free trade are influenced by perceptions of its likely effect on industries of significance to one's own region can be obtained by examining the gamma measure of association depicted in Table 8. This measure provides an indication of the strength with which these perceptions reflect or are associated with respondents' overall views as to whether it is a good or bad idea for Canada to enter into a free trade agreement with the United States. On the basis of the gamma measure, perceptions of industrial impacts which seem most critical relate to oil and gas, wood