

- o Women are in general less optimistic than men are about the prospects for specific industries under free trade. The only exception to this is that women are less likely than men to say that the wine industry would be worse off under the FTA;
- o With respect to the perceived effect of the free trade agreement on consumer prices, a gap between the opinions of men and women still exists in the results for wave I and wave III. While fully 75% of men in the third wave feel that it is likely (51%) or very likely (26%) that "prices for most consumer goods in Canada would generally be lower, only 65% of women share this belief; and
- o As in the past, women more so than men continue to rely on the media in making up their minds about free trade. On the other hand, men continue to show a greater propensity than women to turn to business leaders to help make up their minds on the deal.

## B. Age

### 1. Summary of major differences

The generational gaps which stand out most on the issue of free trade are between those over age 55 and those under age 25. Opposition to the agreement continues to be most acute among those over the age of 65, while support is more predominant among the youth of the country.

More specifically, the following variations in opinion on the basis of age can be identified:

- o Although a majority of the elderly (those over age 65) in waves I and II continued to believe that the agreement would have a negative impact on the Canadian economy, wave III displays a significant change in this sentiment. A slight majority (54%) of the elderly in the final wave are of the opinion that the deal would be good for the Canadian economy;