

VIII. MAJOR DEMOGRAPHIC DIFFERENCES

The main demographic bases other than region upon which opinions vary are gender, age and education. This section summarizes the major differences apparent in the data for each of these three demographic categories.

A. Gender

1. Summary of major differences

The October results show that there continue to be major differences between men and women in their outlook on free trade. These can be summarized as men being more supportive of the free trade agreement and more convinced of the economic benefits likely to result than are women.

More specifically, the main attitudinal differences among men and women include:

- o Women (67%) are more likely than men (57%) to believe that the Americans got a better deal than did Canada, and less likely (46% versus 51%) to support the deal;
- o On the question of overall economic impact, more men (66%) than women (59%) expect the free trade agreement to benefit Canada's economy. Women, on the other hand, are more likely than men to expect free trade to have a negative effect on their provincial economy. While 64% of men feel the deal will be either good or very good for their provincial economy, 55% of women hold this view;
- o Men are also more optimistic than women about specific economic benefits from free trade in terms of jobs and consumer prices. They are more likely (55% versus 47% for women) to expect that Canada will gain more jobs than it loses under free trade and to expect that the prices of imported goods will be lower (77% of men versus 64% of women see this as likely);