Respondents were twice as likely to agree (56%) than disagree (28%) with the view that "the government of Canada should take action to protect business and industry by limiting the amount of foreign goods sold here even if it means respondents will pay more for their products." Levels of agreement have shown an 8 percent increase since the 48 percent agreement recorded in May 1992. Strong agreement (score of 6 or 7 on the 7 point scale) was highest in Manitoba and Saskatchewan (36%) and Ontario (33%), followed by Atlantic Canada (28%), Quebec (27%) and British Columbia (25%). Those living in Alberta were least likely to agree with the statement (22%).

The view that Canada should take such action to protect business and industry by limiting the amount of foreign goods sold in Canada was negatively related to education and income. Lower income earners were much more likely to agree with the statement. Among those earning incomes below $30,000/year, 45 percent agreed with the statement compared to 35 percent of those earning between $30,000 and $50,000 and 25 percent of those earning yearly incomes in excess of $50,000. Similarly, 49 percent of those who did not complete high school were in strong agreement with the notion of limiting foreign goods, compared to 44 percent of high school graduates, 31 percent of those with post-secondary training and only 22 percent of university graduates. Agreement was also higher among females (38%) than males (32%) and slightly higher among those aged 55 or older (37%) than among those aged 35-54 (35%) or 18-34 (34%) [table 2].

Agreement that the Government of Canada should take action to protect Canadian business and industry by limiting the amount of foreign goods is strongest among the resolute antagonists, while the Enthusiastic Advocates were less likely to agree [figure 4].