

## Old-fashioned Opponents

Comprising only 12 percent of the national public, Old-fashioned Opponents are the smallest of all of the attitudinal segments identified for this research undertaking. Although these Canadians are very much in tune with international news, they are sceptical that freer North American trade will produce any tangible benefits for Canada and, indeed, many anticipate that the opening up of the borders will cause a flight of Canadian businesses to the south where lower industrial and environmental standards are commercially appealing. Many of these Canadians advocate a strong government role in the economy and their pronounced opposition to both the NAFTA and the Canada-U.S. FTA places these people squarely in the protectionist camp.

This is the oldest of the psychographic groups (41% are older than 55 years of age compared to national average of only 27%) and consists of the least affluent of all Canadians (36% lived in households earning less than \$30,000 last year compared to 29% nationally). Old-fashioned Opponents are over-represented in Quebec and found with relatively less frequency in Ontario and across the prairies. One of the most distinguishing socio-demographic aspects of this group is they are more likely to be women (60%).

Members of this group are highly traditional and conservative in the sense that they avoid risk whenever possible. Old-fashioned Opponents do not believe competition is necessarily good and many from this group believe that most of their financial gains have been the result of hard work.

In many ways, Old-fashioned Opponents are similar to Resolute Antagonists in that members of both groups share the view that liberalized continental trade will ultimately cause more harm for the country than good. However, this former group does not express its disdain for the NAFTA and the FTA with nearly the intensity of the latter.

Opposed to both the NAFTA and the Canada-U.S. FTA, Old-fashioned Opponents are assured these trading arrangements will harm Canada in the long run and that we have