

Protectionists

Group Profile

- o 12% of the Canadian adult population
- o More disadvantaged than other groups -- lowest education levels (35% have no high school diploma)
- o Only 47% employed
- o Many retired (17%), at home (13%) or unemployed (7%)
- o Tend to be either under 35 years of age (40%) or over 55 (25%)
- o Have the lowest income levels (28% earn less than \$20,000 annually)
- o Are more predominant in Quebec, the Maritimes, Saskatchewan and Manitoba

Outlook on Economy

- o Have a negative economic outlook
- o Disapprove of the government's economic leadership
- o Views on the economy similar to Antagonists -- only slightly less dismayed with the national and provincial economies, and performance of the government
- o Are concerned about their personal financial security as well as the future of the country
- o 23% anticipate a worsening of their financial situation in the coming year -- more than any other segment
- o Protectionists express concerns about job security, the future of the country, and the survival of Canadian business