

Economic Protectionism Poll

(August 2003)

JMCK Polling

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Methodology:

Data were collected between July 16 and August 2, 2003 by JMCK Polling (A division of JMCK Communications Inc.). JMCK has offices in Edmonton, Calgary and Lethbridge.

A total of 1,054 voting age Canadians were interviewed by telephone. The sample has been statistically weighted to accurately represent the demographic distribution of the Canadian population. The margin of error is ± 3.1 per cent, 19 times out of 20. The margin of error increases when analyzing sub-samples of the total.

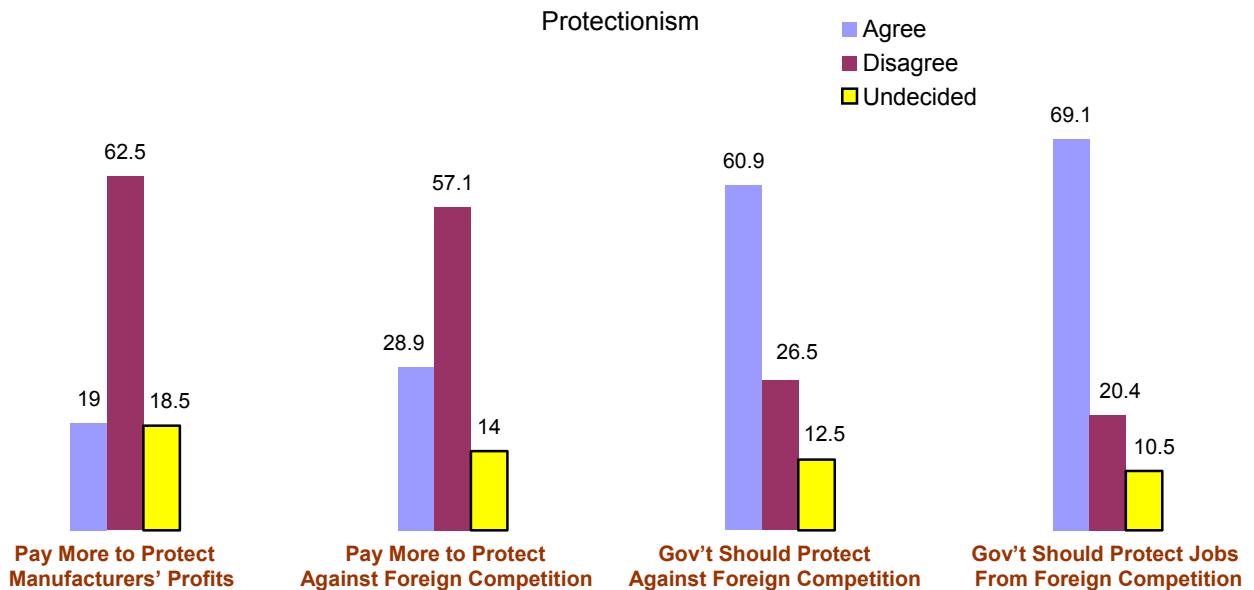
Canadian Opinions on Protectionism:

Analysis from this series of questions clearly demonstrates that Canadians would like their governments to protect Canadian businesses against foreign competition (60.9% agree) and to do what they can to protect Canadian jobs from foreign competition (69.1% agree), but they are not willing to pay more for goods and services simply to protect Canadian manufacturers' profits (62.5% disagree) or to generally protect Canadian manufacturers from foreign competition (57.1% disagree).

Interestingly, higher income earners are the least likely to want to pay more for goods and services to protect profits (70.4%) or to protect manufacturers against foreign competition (63.4%).

Overall Alliance supporters are the least protectionist, as are Albertans and to a lesser extent Saskatchewan and Manitoba residents. As is to be expected, lower income Canadians are most likely to support job protection (74.2%).

Supporters of protectionism would be best advised to keep their arguments generic or focus specifically on job protection. Anti-protectionists, on the other hand, will clearly want to focus on the costs to consumers of protectionist measures to make their case.



Tabular Data:

Pay More for Goods and Services to Protect Profits of Canadian Manufacturers

Agree	19.0
Disagree	62.5
Undecided	18.5

Profits by Gender	Men	Women
Agree	17.1	20.4
Disagree	64.8	60.8
Undecided	18.1	18.8

Profits by Income	Under \$40k	\$40-\$80k	Over \$80k
Agree	20.0	18.9	17.0
Disagree	55.9	65.6	70.4
Undecided	24.2	15.5	12.6

Profits by Age	18-29	30-44	45-64	65 plus
Agree	26.6	15.4	15.2	22.5
Disagree	57.1	65.2	68.0	53.9
Undecided	16.3	19.4	16.8	23.6

Profits by Education	HS or less	Some PS	Col-Tech Grad	University Grad
Agree	21.1	14.8	19.9	20.0
Disagree	59.2	65.5	67.9	58.1
Undecided	19.7	19.7	12.2	21.9

Profits by Region	BC	AB	SK-MB	ON	PQ	ATL
Agree	20.3	15.9	12.7	20.2	19.5	18.8
Disagree	62.5	61.7	73.2	65.4	54.2	65.8
Undecided	17.2	22.4	14.1	14.4	26.3	15.4

Profits by Vote	Liberal	Alliance	BQ	PC	NDP	Other
Agree	19.4	17.4	21.9	17.2	21.4	17.2
Disagree	62.5	65.7	52.1	62.7	64.9	62.6
Undecided	18.1	16.9	26.0	20.1	13.7	20.2

Question (Results Above):

Should Canadian consumers pay more for goods and services in order to protect the profits of Canadian manufacturers?

Tabular Data:

Pay More to Protect Canadian Businesses Against Foreign Competition

Agree	28.9
Disagree	57.1
Undecided	14.0

Pay-Foreign by Gender	Men	Women
Agree	26.3	30.9
Disagree	61.2	54.0
Undecided	12.4	15.2

Pay-Foreign by Income	Under \$40k	\$40-\$80k	Over \$80k
Agree	31.3	30.4	23.2
Disagree	53.2	57.4	63.4
Undecided	15.4	12.3	13.4

Pay-Foreign by Age	18-29	30-44	45-64	65 plus
Agree	32.5	25.0	24.7	38.8
Disagree	54.7	59.6	61.1	47.8
Undecided	12.8	15.4	14.2	13.5

Pay-Foreign by Education	HS or less	Some PS	Col-Tech Grad	University Grad
Agree	28.1	27.3	28.8	30.5
Disagree	56.1	58.1	61.3	53.7
Undecided	15.8	14.6	10.0	15.8

Pay-Foreign by Region	BC	AB	SK-MB	ON	PQ	ATL
Agree	28.7	28.4	16.9	29.4	33.5	24.6
Disagree	58.9	56.9	71.8	59.0	51.7	52.5
Undecided	12.4	14.7	11.3	11.6	14.8	22.9

Pay-Foreign by Vote	Liberal	Alliance	BQ	PC	NDP	Other
Agree	29.5	22.9	36.5	23.1	36.6	30.0
Disagree	55.7	65.9	52.7	61.9	49.6	54.0
Undecided	14.8	11.2	10.8	14.9	13.7	16.0

Question (Results Above):

Should Canadian consumers pay more for goods and services in order to protect Canadian manufacturers against foreign competition?

Tabular Data:

Canadian Government Should Protect Canadian Businesses Against Foreign Competition

Agree	60.9
Disagree	26.5
Undecided	12.5

Foreign Comp. by Gender	Men	Women
Agree	54.5	65.7
Disagree	34.1	20.9
Undecided	11.4	13.4

Foreign Comp. by Income	Under \$40k	\$40-\$80k	Over \$80k
Agree	67.0	62.7	48.9
Disagree	18.0	27.9	38.1
Undecided	15.0	9.3	13.0

Foreign Comp. by Age	18-29	30-44	45-64	65 plus
Agree	69.0	61.6	56.2	60.1
Disagree	17.7	28.7	29.9	28.1
Undecided	13.4	9.7	13.9	11.8

Foreign Comp. by Education	HS or less	Some PS	Col-Tech Grad	University Grad
Agree	68.4	56.2	64.2	56.6
Disagree	16.2	30.3	26.6	30.5
Undecided	15.4	13.5	9.2	12.9

Foreign Comp. by Region	BC	AB	SK-MB	ON	PQ	ATL
Agree	60.9	50.0	46.5	58.6	70.0	67.8
Disagree	28.1	34.3	33.8	30.6	16.2	22.9
Undecided	10.9	15.7	19.7	10.9	13.8	9.3

Foreign Comp. by Vote	Liberal	Alliance	BQ	PC	NDP	Other
Agree	64.6	50.0	71.6	58.5	58.3	64.0
Disagree	24.5	41.0	12.2	28.1	25.8	19.0
Undecided	10.9	9.0	16.2	13.3	15.9	17.0

Question (Results Above):

Should the government of Canada protect Canadian businesses against foreign competition?

Tabular Data:

Protect Canadian Jobs Against Foreign Competition

Agree	69.1
Disagree	20.4
Undecided	10.5

Jobs by Gender	Men	Women
Agree	62.7	74.1
Disagree	27.3	15.0
Undecided	10.1	10.8

Jobs by Income	Under \$40k	\$40-\$80k	Over \$80k
Agree	74.2	69.4	58.3
Disagree	14.6	22.3	28.3
Undecided	11.2	8.3	13.5

Jobs by Age	18-29	30-44	45-64	65 plus
Agree	72.6	68.5	67.3	69.3
Disagree	17.9	22.6	20.9	19.6
Undecided	9.4	9.0	11.9	11.2

Jobs by Education	HS or less	Some PS	Col-Tech Grad	University Grad
Agree	76.8	69.4	72.7	60.8
Disagree	12.7	21.6	19.9	24.4
Undecided	10.5	9.0	7.4	14.8

Jobs by Region	BC	AB	SK-MB	ON	PQ	ATL
Agree	66.4	57.4	62.0	65.4	78.3	78.8
Disagree	22.7	27.8	22.5	23.2	14.1	14.4
Undecided	10.9	14.8	15.5	11.4	7.6	6.8

Jobs by Vote	Liberal	Alliance	BQ	PC	NDP	Other
Agree	71.7	61.6	78.4	65.9	64.4	76.0
Disagree	18.3	31.1	9.5	23.0	20.5	13.0
Undecided	10.0	7.3	12.2	11.1	15.2	11.0

Question (Results Above):

Should the government of Canada protect Canadian jobs against foreign competition?

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Communications
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JMCK Polling offers accurate public opinion polling and research to a wide range of clients including *Global Television*, the *Calgary Herald* and the *Canadian Taxpayers' Federation*.

JMCK Polling delivers consistent, scientifically tested results at reasonable prices.

JMCK Polling is dedicated to quality. Our senior pollster, Dr. Faron Ellis, is a highly respected political scientist with 25 years of experience in the polling business.

JMCK Polling is technology driven. Our in-house technology and proprietary data allow us to guarantee quality and get results fast. To satisfy client requirements across a broad range of assignments, our skilled team employs a full suite of tools including: outbound/inbound CATI, automated dialers, direct mail, email and proprietary real-time SMS based polling software.

JMCK Polling is a division of JMCK Communications Inc. We maintain offices in Calgary, Edmonton and Lethbridge.