

1. Before we get into our main topic for today, I'd like to read you some general descriptions of how different people approach life. Please tell me how you feel about each statement on a scale of 1 to 7, where '1' means you totally disagree and '7' means you totally agree. (ROTATE FROM X)

	TOTAL	REGION						AGE			SEX		MARITAL STATUS		
		B.C.	Alta.	Man/ Sask	Ont.	Que.	Atl.	18-34	35-54	55+	Male	Female	Single	Mar- ried	Div./ Widow
BASE=ALL RESPONDENTS	(1500)	(172)	(138)	(124)	(539)	(390)	(137)	(590)	(580)	(325)	(736)	(764)	(349)	(955)	(192)
A) I CONSIDER MYSELF MORE TRADITIONAL THAN EXPERIMENTAL	4.8	4.7	4.7	4.8	4.9	4.6	4.8	4.3	4.8	5.4	4.6	4.9	4.2	4.9	5.1
B) I ENJOY TAKING RISKS	4.8	4.8	4.4	4.4	4.7	5.2	4.5	5.0	4.7	4.6	4.9	4.7	5.0	4.7	4.7
C) FINANCIAL SECURITY IS A MAJOR CONCERN TO ME RIGHT NOW	5.3	5.2	5.3	5.3	5.4	5.2	5.8	5.4	5.4	5.2	5.3	5.4	5.1	5.4	5.5
D) LIFE SHOULD BE ENJOYED AS MUCH AS POSSIBLE TODAY	4.0	4.1	4.0	4.2	4.4	3.4	4.2	3.9	3.8	4.6	4.1	4.0	4.0	4.0	4.5
E) I LIKE TO READ, WATCH AND LISTEN TO INTERNATIONAL NEWS	5.5	5.5	5.5	5.4	5.4	5.7	5.7	5.1	5.6	6.2	5.5	5.6	5.2	5.6	5.8
F) I DON'T LIKE CAUSING WAVES	3.6	3.2	3.6	3.8	3.8	3.2	4.0	3.4	3.4	4.2	3.5	3.6	3.4	3.6	3.9
G) I OFTEN FEEL LEFT OUT OF DECISIONS THAT AFFECT ME	3.9	3.8	4.0	4.1	4.0	3.7	3.8	3.7	3.9	4.3	3.8	3.9	3.9	3.9	4.0
H) I THINK THAT COMPETITION IS GOOD FOR YOU	5.7	5.8	5.8	5.9	5.8	5.3	6.0	5.5	5.7	6.1	5.9	5.5	5.5	5.8	5.8
I) I AM EXTREMELY WORRIED ABOUT THE FUTURE OF THIS COUNTRY	5.0	5.1	5.1	5.2	5.2	4.7	5.2	5.1	5.0	5.2	4.8	5.3	4.9	5.1	5.1
J) I AM PROUD TO BE CANADIAN	6.2	6.7	6.6	6.7	6.6	5.1	6.6	6.1	6.2	6.7	6.1	6.4	6.1	6.2	6.4
K) I'M SUCCESSFUL BECAUSE I HAVE WORKED SO HARD AT IT	5.5	5.2	5.6	5.1	5.4	5.8	5.5	5.3	5.5	5.9	5.5	5.5	5.1	5.6	5.6
L) WE HAVE RESPONSIBILITY TO MAKE THE WORLD A BETTER PLACE	6.1	6.1	6.1	5.9	6.1	6.3	6.1	6.3	6.1	6.0	6.0	6.2	6.2	6.1	6.2
M) THERE IS TOO MUCH GOVERNMENT RED TAPE	5.8	5.6	5.6	6.0	6.0	5.7	5.7	5.8	5.7	6.0	5.7	5.9	5.7	5.8	5.8
N) WHETHER OR NOT YOU MAKE IT IN LIFE IS DETERMINED BY LUCK	2.6	2.2	2.1	2.7	2.8	2.5	2.6	2.5	2.5	2.8	2.6	2.5	2.5	2.6	2.7

Source: Angus Reid Group
Trade Competitiveness Study
Spring 1990