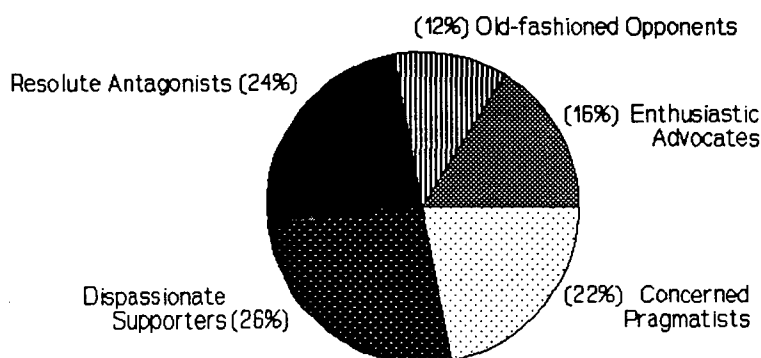


international trade issues. The picture which emerges from this remarkable analytical technique provides a clear illustration of the range of "mindsets" on international trade issues which are active within Canadian society today. The chart below displays the relative size of each of the segments [figure 1].

Figure 1
Psychographic Segments



3.2.3 The Attitudinal Segments in Depth

Enthusiastic Advocates

This psychographic segment represents 16 percent of the Canadian population, the second smallest of the five groups identified in this research. In essence, these highly successful Canadians are spearheading the free trade movement in this country.

Demographically speaking, this is the most male-oriented (66%) of the five attitudinal segments. These individuals represent Canada's socio-economic elite: members of this segment are by far the most highly educated (more than four in ten have a complete university) and the most affluent (nearly six in ten have annual household incomes over

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