10. In the same way, what single factor do you think, at present, most hinders Canada from being competitive internationally? (PROBE: What hinders Canada most from being able to sell goods and services internationally?)

	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., Wido
BASE=ALL RESPONDENTS	(1500)	(172)	(138)	(124)	(539)	(390)	(137)	(590)	(580)	(325)	(736)	(764)	(349)	(955)	(192
Lack Of Conf	7.0%	15.1%	3.6%	8.1%	4.1%	9.2%	4.4%	5.8%	7.2%	8.9%	6.9%	7.1%	6.0%	6.8%	9.9
High Cost Of Man	5.0%	5.8%	6.5%	6.5%	3.0%	6.9%	3.6%	4.7%	5.2%	5.2%	5.8%	4.2%	2.6%	6.1%	4.2
Salaries/ Wage Rates/ High Wages	8.0%	11.0%	7.2%	7.3%	6.5%	9.5%	7.3%	5.4%	10.3%	8.6%	9.9%	6.2%	3.7%	9.6%	7.8
Int Rates	3.6%	2.3%	6.5%	3.2%	3.7%	2.6%	5.1%	2.7%	4.7%	3.4%	3.7%	3.5%	1.7%	3.9%	5.7
Monetary Policy	4.9%	4.7%	5.8%	4.0%	4.5%	5.6%	5.1%	4.4%	4.3%	6.8%	4.9%	5.0%	5.2%	5.3%	2.1
Deficit	1.9%	.6%	1.4%	4.8%	2.2%	1.3%	1.5%	1.9%	1.6%	2.5%	2.2%	1.6%	1.7%	2.0%	1.6
Can Econ	2.2%	1.7%	2.9%	2.4%	1.9%	3.1%	.7%	2.4%	1.9%	2.5%	2.6%	1.8%	2.6%	2.3%	1.0
Export/ GST Taxes	5.0%	7.0%	5.8%	3.2%	6.1%	3.6%	2.9%	5.6%	5.3%	3.1%	5.2%	4.8%	6.3%	4.7%	4.2
Tarriffs From Other Con	1.0%	1.2%	1.4%	2.4%	.7%	1.0%		.5%	1.4%	1.2%	.8%	1.2%	.6%	1.0%	1.6
Not Enough Manfng	5 .3%	4.1%	6.5%	.8%	5.2%	8.2%	2.2%	6.1%	5.9%	3.1%	6.4%	4.3%	6.9%	5.3%	2.6
Just Sell Nat Resrcs	1.4%	2.9%	1.4%	1.6%	1.1%	1.0%	1.5%	1.7%	1.6%	.3%	1.6%	1.2%	2.3%	1.2%	.53
Us/ Amcns/ Closeness	3.4%	2.9%	2.9%	.8%	1.3%	7.7%	2.9%	3.6%	2.8%	4.3%	3.3%	3.5%	4.6%	3.1%	2.6
Geogrphol Distno	1.1%	1.2%	.7%	3.2%	.4%	1.5%	.7%	1.0%	1.4%	.6%	1.0%	1.2%	.9%	.9%	2.13
Free Trade Agment	2.9%	1.2%	2.2%	2.4%	3.9%	2.6%	2.9%	3.6%	2.2%	2.5%	2.4%	3.3%	3.7%	2.8%	1.0
Govt Intynth On Trading Reg	4.5%	8.1%	3.6%	1.6%	4.5%	3.1%	7.3%	4.6%	4.3%	4.6%	5.3%	3.7%	3.2%	5 .2 %	3.13
Fed Govt	7.1%	9.9%	9.4%	8.9%	7.4%	3.6%	8.8%	6.4%	7.9%	7.1%	7.9%	6.4%	6.6%	7.0%	8.9
Small Pop/ Not Engh Money	2.7%	1.7%	4.3%	.8%	2.4%	3.6%	2.2%	2.5%	3.3%	1.8%	2.7%	2.6%	2.9%	2.6%	2.6
Limited Knwlge Of Int Markets	1.3%	.6%	1.4%	2.4%	1.5%	1.3%		.8%	1.4%	1.8%	1.2%	1.3%	1.1%	1.0%	2.6
Poor Quality	.9%	1.7%	.7%	.8%	1.1%	.5%		.3%	1.6%	.6%	.8%	.9%	.3%	.9%	1.6
Poltal Turmoil/ Unarthty	4.0%	4.1%	2.9%	5.6%	3.2%	5.4%	2.9%	4.7%	3.1%	4.3%	5.3%	2.7%	3.7%	4.0%	4.7
Quebec Seprith	6.3%	4.1%	5.1%	4.8%	5.8%	9.7%	4.4%	8.0%	4.8%	6.2%	6.1%	6.5%	7.4%	6.1%	5.7
Labour Unions/ Leaders	1.8%	3.5%	.7%	1.6%	2.8%	.5%	.7%	.8%	2.4%	2.5%	1.8%	1.8%	.9%	1.9%	3.19
Low Subsidies/ Grain	.3%		1.4%	.8%		.5%		.3%	.3%	.3%	.5%	.1%		.4%	.53
Concern For Envinnt	.2%	.6%	.7%	.8%				. 2%		.6%	.3%	.1%	.3%	.1%	.59
Lack Of Risk-Taking	6.7%	18.6%	5.1%	3.2%	6.7%	4.1%	3.6%	7.1%	7.4%	4.6%	6.8%	6.5%	7.7%	6.1%	7.8
US Competition	1.3%	2.3%	2.2%		1.3%	1.0%	.7%	1.2%	1.0%	1.8%	1.2%	1.3%	2.0%	.7%	2.69
Dependability/ Credible	.3%	.6%		.8%	.4%	.3%		.5%	.2%	.3%	.3%	.4%	.6%	.3%	
High Price Of Goods	4.3%	5.8%	.7%	3.2%	5.6%	3.8%	2.9%	3.9%	4.3%	4.9%	4.3%	4.2%	3.7%	4.3%	5.2
Expsve Social Prgrms	.4%	.6%		1.6%	.4%	.3%		.5%	.3%	.3%	.1%	.7%	.3%	.3%	1.0
Subsidies(Other Cnts)	.5%	.6%		1.6%	.2%	.8%	.7%	.7%	.2%	9%	.8%	.3%	.9%	.5%	
No National Pride(Can)	. 1%			.8%	.2%				.2%	.3%	-1%	.1%		.2%	
Workforce	1.5%	4.1%	.7%	1.6%	1.3%	1.0%	.7%	1.5%	1.9%	.6%	1.8%	1.2%	.9%	1.8%	1.09
Trade Barriers	.4%				.9%		.7%	.3%	.5%	.3%	.4%	.4%	.3%	.4%	.5%
Lack Of Advrtsng	.8%	3.5%		.8%	.6%	.3%	.7%	.7%	.5%	1.5%	.8%	.8%	.9%	.8%	.5%
Marketing Boards	.1%			-	. 2%					.3%		.1%		. 1%	
Lack Of Rsrch & Dev	1.1%	.6%			1.3%	1.8%	1.5%	1.4%	1.4%	.3%	1.1%	1.2%	1.1%	1.3%	.5%
Traditional Styles	.1%	.6%			.2%			. 2%	.2%			.3%	.3%	-	. 5%

(continued)

Source: Angus Reid Group

Trade Competitiveness Study

Spring 1990