

around the world"; "From what I've heard, Canada gave away too much to the Americans and Mexicans in the NAFTA"; "Many companies will move their plants from Canada to Mexico to take advantage of lower wages there"; and, "Our economy will become so closely tied to the American and Mexican economies that we will gradually lose our ability to make our own economic decisions". Also, included in this tier of the segmentation analysis was respondents' perspectives on the FTA and the NAFTA, including: support for the two free trade agreements; support for the idea of freer trade in North America; and perceived and expected long-term effects on Canada.

The third major dimension of the psychographic segmentation analysis consisted of people's assessment of the job the federal government has done in managing the economy and their efforts to help Canadians adjust to the changing global economic realities.

The cluster analysis technique examines survey respondents along this multitude of variables and sorts them into different groups or "segments", each of which exhibits a similar approach to life in general, and similar attitudes with respect to international trade issues specifically. Importantly, demographic descriptors were not included as inputs for the segmentation. The five groups identified are strictly reflective of attitudinal and behavioural similarities and although the demographic composition of the segments is a central part of understanding them, these definitive characteristics are only identified after the segmentation process is completed.

Segmentation analysis is intentionally broad in scale and conceptual in scope. The segments which emerge from cluster analysis describe shared tendencies: that is, differences between groups are not absolute, but instead, are highlighted by tendencies to reflect certain opinions, attitudes and behaviours. Any demographic concentration identified for a particular segment represents a tendency for members of that group to hold that characteristic.

Each of the five segments identified in this research is characterized by having a distinct overall approach to life, as well as a unique set of opinions and attitudes with respect to