

concerning international affairs. Concerned Pragmatists do not seem to be overly worried about their own financial situation and, interestingly, these people are somewhat less likely than others to attribute their level of financial security to their own hard work.

In terms of their position on free trade, Concerned Pragmatists tend to believe that the NAFTA is not an improvement over the Canada-U.S. FTA; however, perhaps reflecting their lack of knowledge or interest in these trade deals, a great many of these people were unable to say if the three-way agreement was better or worse than the Canada-U.S. bilateral trading arrangement. Many from this attitudinal segment are certain that the Canada-U.S. FTA has hurt Canada so far and will continue to offer a detrimental impact on the country over the longer term. Similarly, these individuals are convinced that Canada has come out on the losing side of most of the trade disputes which have occurred between Canada and the U.S. to date and that more jobs will be lost than will be created under the FTA.

Looking specifically at the NAFTA, a strong majority of these Canadians are advocates of three-way free trade at the conceptual level, while the actual deal is generally opposed. Concerned Pragmatists offer clear concern that Canada will not be able to compete with the lower Mexican wages and environmental standards and most do not think that ordinary Mexicans will enjoy any improvement in their own standard of living under the NAFTA.

What is of most significance about this group, at least from a strategic perspective, is Concerned Pragmatists' general recognition that free trade is at least theoretically desirable and the remarkable degree to which these individuals are receptive to a range of messages which highlight the benefits of free trade. For the various positive trade messages examined in this research, Concerned Pragmatists opposed to the NAFTA were consistently more likely than opponents from other segments to "warm" to the NAFTA in response to these beneficial scenarios.