

general and that people's attitudinal orientations and perspectives on these issues do not exist in isolation from their fundamental values and approaches to life in general.

This discussion of the results of the attitudinal segmentation analysis begins with an overview of the technique itself. The focus then turns to an in-depth profile of each of the five "international trade mindsets" identified by the research.

3.2.2 An Explanation of Psychographic Segmentation

Psychographic segmentation, or "cluster analysis", is a highly advanced analytical technique employing a multivariate examination of a range of attitudes, opinions and behaviours. This procedure assembles survey respondents together based upon commonly held opinions and perceptions. Three key inputs were utilized in the segmentation analysis: people's general values and broad approaches to life; Canadians' views, perceptions and expectations regarding the Canada-U.S. Free Trade Agreement (FTA) and the trilateral North American Free Trade Agreement (NAFTA); and the public's assessment of the federal government's performance on the economic front.

The first level input of the segmentation analysis - values and lifestyle dispositions - was derived by asking survey respondents to indicate their level of agreement with 14 different broad attitudinal statements, such as: "I enjoy taking risks, especially if there's a good chance of getting ahead as a result"; "Financial security is a major concern to me right now"; "Life should be enjoyed as much as possible today, without worrying about the future"; "I often feel left out of decisions that affect me"; and, "I consider myself more traditional than experimental".

The second component of the psychographic segmentation analysis included respondents' level of agreement with 15 attitudinal statements pertaining to both the FTA and the NAFTA, including: "the Canadian government has to be part of the NAFTA in order to protect our economic interests"; "I see the North American Free Trade Agreement as part of an overall plan by the government to improve Canada's trade situation with countries