

2. Wave II factor analysis

With the introduction of additional issue statements to the battery, the current factor analysis now identifies five factors. The factors define the same kinds of attitudes which were apparent in the earlier study with the inclusion of additional attitudinal elements.

Factor 1		
SOCIO-CULTURAL NATIONALISTS		
	<u>FACTOR LOADING</u>	<u>EXCLUSIVE/SHARED</u>
<u>PROPOSITION</u>		
Canada must maintain independent social, cultural and foreign policies	.777	exclusive
Willing to pay price to remain distinctly Canadian	.546	shared
Americans don't do us any favours	.454	shared

The factor loading refers to the correlation between the issue proposition and the factor as a whole; factor loadings are presented in order of their value from highest to lowest with values indicating the importance of the proposition as a component of the factor. The exclusive/shared column indicates which propositions appear only in this factor (exclusive) and those which also appear in another factor (shared).

As with the defensive nationalists (see below), this group clearly prefers to remain distinctly Canadian even if it costs consumers more as a result. However, this group looks at the free trade issue and its consequences from a socio-cultural point of view, preferring to endure difficulties in our economic and trade relations with the United States in order to maintain independent social, cultural and foreign policies.