

3.0 DEMOGRAPHIC AND PSYCHOGRAPHIC PROFILES

3.1 A DEMOGRAPHIC PROFILE OF SURVEY RESPONDENTS

The national survey sample was stratified by province in order to reflect the distribution of the actual Canadian population. The regional breakdown of the sample was as follows: British Columbia (12%); Alberta (9%); Manitoba-Saskatchewan (8%); Ontario (37%); Quebec (26%); and the Atlantic region (9%).

The data were statistically weighted to ensure the sample's age/sex composition accurately reflects that of the actual Canadian population. Therefore, the survey sample was split between men (49%) and women (51%).

3.2 A PSYCHOGRAPHIC PROFILE OF THE CANADIAN PUBLIC

3.2.1 Overview

An important component of this research involved a psychographic segmentation of the Canadian public based on people's attitudinal orientation on international trade issues. This sophisticated analytical approach provides a distinctive and thorough perspective which allows for a more in-depth assessment of Canadians' views and attitudes with respect to international trade issues. Stripped to essentials, the segmentation analysis identifies the "mindsets" that occupy and shape the public opinion landscape. Psychographic segmentation provides an invaluable complement to standard cross-tabulation techniques as it permits a much more comprehensive understanding of public opinion on international trade issues. Psychographic segmentation has proven to be a much better method of both summarizing and predicting attitudes than demographic variables, such as age and income, because the analysis integrates both attitudes and demographics. Much of the extraordinary value of psychographic segmentation is derived from the scientific affirmation that various attitudes towards international trade issues emanate from radically different approaches to life in