

## 4.0 COMPETITIVENESS

Table 6 shows that awareness of the competitiveness issue has rebounded to the level recorded back in the late summer -- 56% (up 12% from December) say they have heard something recently about the issue of international competitiveness. Regionally, awareness of competitiveness is highest in B.C. (60%), and lowest in the Atlantic (53%). Examination of awareness by demographic subgroups shows that this issue plays to a relatively exclusive audience who are:

- ▶ Male (there is a 17 point gender gap on awareness)
- ▶ Older than 35 years of age
- ▶ University educated
- ▶ Most affluent income group
- ▶ Professionals and managers

