

slightly less likely than those from other attitudinal segments to exhibit a strong sense of civic duty while, perhaps due to their more modest means, these individuals lead all other attitudinal groups in their affirmation that their personal financial security is an immediate preoccupation. Resolute Antagonists are also less likely than those from all other groups to attach intrinsic value to competition. Interestingly, despite their general opposition to more liberal trade, Resolute Antagonists are more likely than those from all other psychographic groups to offer concern that government bureaucracy is excessive.

Both in terms of general support and the perceived long term impact of the NAFTA and the Canada-U.S Free Trade Agreement, Resolute Antagonists distinguish themselves from other Canadians for their low level of support and their near unanimous agreement that these trading agreements will do more harm than good as they look down the road. Undoubtedly, this overwhelmingly negative assessment of both of these trading arrangements is driven by these antagonists' view that more jobs will be lost than will be created under more liberal continental trading arrangements and that Canada has come out on the losing side of most of the trade disputes between Canada and the United States since the bilateral trading arrangement first came into effect. Consistent with this view, members of this group are convinced that the federal government should confront the U.S more vigorously on these disputes.

Resolute Antagonists are aptly named because, even when presented with a range of potentially beneficial outcomes associated with freer trade, these individuals remain far less likely than those from other groups to suggest these scenarios would convince them to become free trade advocates. Along these lines, members of this group are also significantly less likely than those from other attitudinal segments to agree that any of these possible free trade benefits are likely to occur.

Resolute Antagonists place the responsibility for assisting Canadians' adjustment to the changes in the global economy squarely at the feet of the federal government. But, Antagonists do not believe the federal government has, thus far, been successful in this regard nor, indeed, are they confident that the government has developed a comprehensive