

\$50,000). Interestingly, relative to the other four attitudinal segments, Enthusiastic Advocates have the highest proportion of individuals who report their mother tongue as being other than English or French (15%). They are also least likely to state that they or a family member is currently a labour union member (27%).

In terms of their psychographic profile, Enthusiastic Advocates are confident, secure and worldly. They are strongly of the view that competition is good for the individual. In line with their socio-economic status, personal finances are not a source of anxiety for these people - who believe that hard work is responsible for their success - and their state in life undoubtedly partly explains their strong sense of efficacy and empowerment on issues that affect them. Traditional is not a good adjective to describe members of this segment, who are the most likely to characterize themselves as risk-takers. Further, most Enthusiastic Advocates are not worried about the future of Canada.

Enthusiastic Advocates' ardent support for the FTA and the NAFTA clearly places them in the vanguard of the free trade movement. With regard to the existing Canada-U.S. FTA, nearly all Canadians with this label endorse the actual deal as well as the *idea* of free trade between the two countries. This segment is the most likely to feel that the agreement has already benefitted Canada, although even among these individuals this view is shared by only one in three. However, a majority of Enthusiastic Advocates believe that Canada will benefit in the long run from this arrangement and that more jobs will be created here than lost. At the same time, fully half of these people believe that Canada has lost rather than won more trade disputes with the U.S. since the FTA came into effect. Compared to the other four attitudinal clusters, Enthusiastic Advocates are more inclined to agree that most of the lost jobs and industrial restructuring that Canada is experiencing would have occurred even without the FTA because of global economic changes, and that the FTA is part of the government's overall plan to improve Canada's trade with other foreign countries.

the NAFTA also enjoys overwhelming support among the Enthusiastic Advocates. The majority of these Canadians approve of this country entering into a free trade agreement with the U.S. and Mexico, in addition to the *idea* of trilateral free trade. Just as widespread