

## Some of the values and mentalities of the people who consider it very important to impress their guests when entertaining

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Conviviality, significant and authentic connections with others

**EMOTIONAL CONNECTIVITY** 157  
**NETWORKING** 152  
**PRIMACY OF THE FAMILY** 147  
**OPENNESS TOWARD OTHERS** 138

Pleasure, sensuality, passion, emotion

**RITUAL** 156  
**SIMPLE PLEASURES** 143  
**POLYSENSORIALITY** 138  
**PURSUIT OF INTENSITY AND EMOTIONAL EXPERIENCES** 134

Challenges, advancement, pride

**NEED FOR PERSONAL ACHIEVEMENT** 152  
**BETTERMENT** 151  
**INTUITIVE POTENTIAL** 143  
**PERSONAL CREATIVITY** 135  
**NEED FOR STATUS RECOGNITION** 132

- Very strong
- Strong
- Weak
- Very weak

(\*) The indices are calculated by comparing the groups analyzed to the total population

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## Some of the values and mentalities of English Canadians compared to those of Quebecers

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A heritage derived from a secularized Protestant ethic: a sense of duty, obligation to others, community involvement, a strong sense of morality and ethics, etc.

- Very strong
- Strong
- Weak
- Very weak

COMMUNITY INVOLVEMENT	123
ETHICAL CONSUMERISM	119
COLLECTIVE CONSUMPTION	111
MUTUAL AID	110
HAPPINESS OVER DUTY	90
SEXUAL PERMISSIVENESS	90
GOVERNMENT INVOLVEMENT	56

(\*) The indices are calculated by subtracting Quebec results from English Canada results

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