

- o Second, what is the character of both positive and negative attitudes? To the extent that there are negative attitudes, are they based upon underlying prejudice and deep-seated attitudes and beliefs? Or are negative views apparently caused by shorter institutional issues, such as the Canadian regulatory practices and administrative actions?

The underlying reason for seeking this information was to identify communication strategies that might be employed by Canadian policy makers to improve the U.S./Canadian economic relationship. Canadian economic objectives, as described by the broad range of Canadian officials who were interviewed for this study may range from encouragement of American investment in Canada (possibly in specific economic sectors and under specific conditions) to improvement of trade relations to enhancement of Canadian interests in diplomatic and legislative forums within the United States to improvement of tourist interest in visiting Canada and many other reasons. Irrespective of the specific policy objectives whether related to investment, trade, political or commercial, the purpose of this study of American economic leaders was to identify potential communications targets. Having defined targets, the goal of the research is to improve understanding of the cost effectiveness of alternative channels of communication.