

Relative Size of the Canadian Market

Americans were asked about the relative size of the Canadian-U.S. economic relationship. A sizable majority of Americans believe that Canada is an average market for U.S. goods and services as compared with the nations of western Europe (62%). Only a fifth of Americans believe that Canada is a major market (20%), while others are undecided or believe that it is a minor market. This perception differs somewhat across the geographical regions of the country as only 54% of New Englanders believe that Canada is an average market as compared with European nations. But nearly two-thirds of those in the North Central region (64%), the South (65%), and the West (62%) believe that Canada is an average market.