

o Prosperity

- 40% believe that the Canadian economy is as prosperous as the American economy.

o Importance of the Canadian market

- Nearly two-thirds of the American people believe that Canada is an average market as compared with European nations.

o Sources of information

- The vast majority of the American people receive their information about Canada from American newspapers and television.

o Awareness of advertising

- Nearly two-thirds of the American people do not remember seeing any commercials or ads about Canada.
- Of those who do recall advertising, a sizable majority (68%) remember advertising about tourism.

This profile demonstrates that Canada, while well liked, is not very well understood by a majority of Americans. Some of the measures of American understanding, as for example, the recall of recent events in Canada, are not out of line with the knowledge of Americans of similar events in the U.S. that have received limited publicity. But even if the factual results are not too surprising in