

To answer these questions, it is important to understand the profile of American attitudes outlined above and to give special attention to the factual background understanding that Americans bring to the questions inherent in Canadian-American relations.

Factual Background

o Familiarity

- 43% of the American people state they are not very familiar with Canada; although 49% state they are somewhat familiar.

o Image

- 49% believe that Canada is best characterized as a friendly nation.

o Visitors

- 56% of the American people have visited Canada but, of this group, 70% have done so more than 3 years ago; additionally, 91% of the trips to Canada have been pleasure rather than business trips.

o Canadian friends

- 38% of the American people say that they have Canadian friends or acquaintances.