

Canadian Advertising and Tourism

When asked whether they recalled seeing any Canadian advertising, 37% of the American people recalled having seen advertising from Canada. Nearly half of the ads that were recalled were tourist-related.

Tourism is an important part of U.S. perceptions of Canada. More than half (56%) of all Americans have visited Canada. Most (91%) of these visits were largely for personal reasons, many of them took place longer than three years ago. Thirty-eight percent of the American people stated that they know or are friends with Canadians.

Conclusions, A Final Note

In conclusion, the factual profile of American understanding of Canada denotes only a moderate understanding of the factual circumstances of the Canadian economic situation or U.S.-Canadian relations. Yet, warm feelings and high tolerance of Canadian national intentions prevail. The limited factual understanding is not being offset by a particularly high degree of contact or an awareness of recent events. Establishment of a deeper understanding might serve as a basis for a network of support for Canada in case such support was needed in a