

Economic Opinion
Leader Analysis

Introduction

This paper presents the results of a study of the attitudes of American economic leaders toward the Canadian business environment. Market Opinion Research (MOR) conducted 65 interviews with American business and economic leaders in mid-April, 1984. The interviews were selected to be broadly representative of economic leaders from industries having interests in trade and investment in Canada. The sectors from which the interviews were drawn included:

- o electronics
- o communications
- o energy
- o natural resources and agriculture
- o services and finance, and
- o manufacturing industries.

The Canadian Ambassador to the United States, The Honorable Allan Gottlieb, wrote to the Chief Executive Officers of a randomly selected list of companies and trade associations explaining that Market Opinion Research was conducting research for the Embassy and requested their cooperation. As a result of the Ambassador's letter, the