

But at the same time, Americans believe that America should do more to protect its companies against foreign competition (67% to 25%). Lower end groups are even more supportive of the view that America should take action to protect against foreign economic challenges.

In light of these cross currents and potential sources of support for barriers to the U.S. market from the same constituency that is Canada's strongest supporter, important communications strategy questions are posed for Canada.

Should Canada develop a more aggressive communications program so that Americans are more conscious of the importance of Canadian-American trade and economic relations to future prosperity in both nations? If the answer to this and similar questions is yes, then the issue for Canada to consider is what type of a communications program should be developed?

- o How should a nation appropriately develop a communications presence without seeming to be the purveyor of a slick commercial message seeking to "sell" Canada as if it were a product?
- o To whom should the message be directed?
- o Does Canada need to rally its closest friends or to educate and persuade a broader audience to be more supportive?