

Executive Summary of Findings  
and Conclusions

The overall purpose of the Market Opinion Research survey conducted from November 29th through December 9, 1984, was to examine fundamental American attitudes and beliefs about Canada and to analyze these attitudes in the context of the public's views toward international trade issues generally.

- o A primary objective underlying this study was to identify the comparative Canadian constituency and sources of support in the United States.
- o Another central objective was to compare American views about Canada with the views of key demographic groups about free trade and protectionism.
- o A third objective of the study was to highlight the profile of these attitudes and beliefs about Canada in light of Americans' factual understanding of Canada's economic importance to the U.S.

The survey clearly demonstrated that Canada is viewed to be among America's strongest friends and supporters, most important trading partners and most trusted military allies.