

light of the limited attention given to Canadian issues by the popular media in the U.S., the objective measures of American knowledge and attitudes do raise questions for Canada.

In the current environment, Canada's most supportive constituency in America is most likely to support U.S. government protectionist actions irrespective of their regard for Canada as the closest friend and ally. Should Canada be confident that its considerable economic interests in the U.S. will be protected? The implications of this study of American attitudes and knowledge about U.S.-Canadian relations are that Canada's economic security would be best protected by facing and resolving the strategy questions inherent in developing an effective communications and education program.