

An overwhelming majority of the respondents (86.4%) reported that the devaluation of the U.S. dollar against the major currencies had increased the cost of their imports and many expressed interest in learning more about Canadian products as possible alternative sources of supply. While less than a quarter of the respondents had used Canadian sources of supply, the majority of those that had were satisfied with Canadian suppliers. Only a few of those who had never tried Canadian products expressed a lack of interest in hearing more about Canadian companies and their products. The following reasons were given for their lack of interest:

- the purchasing decision is made through its parent company;
- the company is satisfied with their current suppliers;
- the imported product is not available in Canada;
- barriers such as duties, time delays, and different National Bureau Standards.

Approximately 85% of U.S. importers responding to the survey would welcome brochures and product listings from Canadian suppliers. Publications are also a valuable source of information to respondents. Those publications mentioned most often were *Purchasing World*, *Purchasing*, *Electronics Purchasing*, *Equipment News*, and *Electronic Buyer's News*. The next most popular information source is trade fairs, while the least desirable form of contact was personal contact from a distributor. The survey also reported that information provided by personal contact with the manufacturer (not the distributor) or a recommendation from personal sources were the most frequently used in the purchasing decision.

In response to the question of the effect on their purchasing policy of a Free Trade Agreement between Canada and the United States, a quarter of U.S. importers contacted reported that they would certainly increase their purchases from Canada. Close to one-fifth of the respondents had not considered what effect the Agreement might have on their purchasing policies, while the remainder felt that the Agreement would not affect their purchasing policies.

While 85% of the respondents are generally interested in hearing from Canadian companies about available products, two U.S. importers are currently seeking sources of supply for specific products. These firms are: