

discounts range from 2%-5%

Question 16:(a) Do you advertise to consumers?

93% of all respondents advertise direct to consumers.

(b) What type of ads do you use?

Newspaper ads:	76 %
Seasonal catalogs:	38 %
Inserts in weekend newspaper editions:	31 %
Consumer direct mail:	55 %
Other:	
Magazine advertisements:	2%

Question 17:What discount level do you normally expect from suppliers for advertising?

Less than 50% of respondents answered this question. Answers ranged from 2% to 10%. The acceptable amount appears to be 5%. Some retailers stated they take what they can.

Question 18:(a) Have you sold Canadian products?

58% of all respondents stated that they have had some experience with Canadian products.