

Table 2 illustrates the major exporting countries supplying the U.S. importers surveyed, the number of respondents supplied by each country and the overall level of satisfaction of the importers with their suppliers. A fuller presentation of these results for all countries supplying products to the respondents is provided in Appendix 7.

**Table 2**

| <b>Country of Origin</b> | <b>No. of Respondents<br/>Being Supplied</b> | <b>Average<br/>Level of Satisfaction<br/>(Max. = 5.0)</b> |
|--------------------------|----------------------------------------------|-----------------------------------------------------------|
| Japan                    | 35                                           | 4.43                                                      |
| Taiwan                   | 27                                           | 3.85                                                      |
| South Korea              | 17                                           | 3.94                                                      |
| China                    | 6                                            | 3.83                                                      |
| West Germany             | 5                                            | 4.80                                                      |
| Canada                   | 4                                            | 4.25                                                      |
| Brazil                   | 3                                            | 4.00                                                      |

The results of the survey showed that the majority of the respondents were satisfied with their suppliers, while a few expressed dissatisfaction with delivery delays. The reasons given for purchasing from current suppliers included:

- lower prices (56.5% of respondents);
- not available in the United States (37% of respondents);
- superior quality (17.4% of respondents);
- supplementary supply for domestic sources (10.9% of respondents).

Almost all of the respondents interviewed (95.8%) reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports, and most of those that had not tried Canadian products were interested in receiving more information about them (69.2%). While somewhat less than half had used Canadian sources of supply (48%), the majority of those were satisfied with Canadian suppliers (83.3%). Only a small number of those who had never tried Canadian products expressed a lack of interest in hearing more about Canadian companies and the products available. The following reasons were given for their lack of interest:

- the company is satisfied with its current suppliers;