

Most respondents indicated that, while preferred price points varied mostly with the type of jewellery purchased, they preferred a "medium" price point for all jewellery groups. The majority of respondents generally ordered jewellery in units of greater than 50, although they maintained that this would certainly vary with the type of jewellery purchased.

More than 80% of those surveyed indicated that the devalued U.S. dollar had caused the price of their imports to rise and the majority expressed interest in Canadian products as alternatives. Only 14.8% had used Canadian sources in the past, and all but one expressed great satisfaction with Canadian suppliers. Respondents expressed dissatisfaction with some of their other suppliers (namely those from India, Taiwan, Hong Kong, Italy and Switzerland) for various reasons including, low quality workmanship, poor delivery schedules and confused orders. A full listing of countries of origin and the importer's level of satisfaction is reproduced in Appendix 7. Those respondents not interested in purchasing goods from Canadian sources gave the following reasons:

- import restrictions (i.e., duty)
- price
- believes Canadian suppliers not able to supply items required
- content with current suppliers.

Most respondents who import goods (96.4%) 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 *Accessories Magazine* and *Modern Jeweller*. The next most popular information sources are trade fairs and personal contact by a representative of the manufacturer. Frequent trade fairs include Jewellers of America, New York and The Fall Pacific Jewellery Show, Los Angeles. The least desirable form of contact was personal contact from a distributor.

In addition to the devaluation of the U.S. dollar providing possible opportunities for increased Canadian exports, the survey of U.S. imports suggests that the Canada-U.S. Free Trade Agreement might also stimulate Canadian exports. More than 36% of the respondents feel that the Canada-U.S. Free Trade Agreement would result in their purchasing increased volumes of jewellery products from Canada. 13.9% 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.