e. Almost three-quarters of the manufacturers stated that their export capability, either currently or in the near future, would be $1 million or more annually.

f. No clear cut preference was shown for any particular type of sales outlet. Although several firms preferred "Mom and Pop" stores, others preferred larger independent furniture stores. Some companies expressed a preference for department stores or large furniture chain stores. Still others expressed a preference for a mix of independent, chain, and department stores.

g. While only four firms were currently utilizing U.S. designers, many manufacturers stated that their products conformed to U.S. design standards. Frequent reference was made to utilizing successful U.S. design concepts in Canadian products.

h. In reply to the question on differences between Canadian and U.S., nine companies mentioned that Canadian furniture was of superior quality, four commented that the U.S. was the design leader, and two said that Canadian furniture was smaller in size than U.S. furniture.

i. The manufacturers perceive their products to fall into the following price ranges: