

that the prices were equal, and 42% thought Canadian prices were higher. Only 4% believed prices from Canada were lower.

- e. Although the western sector was critical of Canadian design, they were much more charitable on quality comparisons. Almost 90% reported that Canadian quality was equal to the U.S. furniture manufacturer, and only 7% rated it lower. The eastern sector was of the opinion that Canadian quality was not as high. One-third of the stores reported that the quality was lower, and 57% stated that it was equal to the U.S.
- f. On the question of service, the western sector again provided more favorable responses than the east. Over 90% of the stores said that Canadian service was good, and 6% thought it should be improved. Only 65% of the eastern retailers believed that service was good, and the remaining 35% reported that it needed to be improved.
- g. The opinion on sales-inducement-comparisons was essentially the same in both sectors. An equal rating was given by 43% of the retailers, but 57% of them stated that Canadian firms gave less in the way of sales inducements than U.S. furniture makers.