

The results of the survey showed that the majority of the respondents were satisfied with their suppliers while a few were dissatisfied with inconsistent shipments, unstable prices and poor quality. The reasons given for purchasing from current suppliers included:

- supplementary supply for domestic sources (65.5% of respondents);
- lower prices (65.5% of respondents);
- superior quality (65.5% of respondents);
- not available in the United States (37.9% of respondents).

While less than half of all respondents interviewed (43.3%) reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports, more (46.7%) felt that it had no impact on import costs. Only 45.3% of the respondents had used Canadian suppliers, but 91.7% of these were satisfied with them. Furthermore, most of those who have not tried Canadian products are interested in receiving more information about them. The majority of respondents (82.6%) reported no barriers to trade with Canadian firms. However a few expressed concerns about border regulations and delivery capability. 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 domestic sources;
- union regulations or legal requirements compel the company to use domestic sources;
- the company is only a small operation servicing its community;
- quality.

The overwhelming majority (84.8%) of U.S. importers responding to the survey were interested in receiving information on Canadian companies and their products, primarily through brochures sent directly from the companies. Whereas many companies responded favourably to Canadian firms contacting them personally, few expressed an interest in obtaining information through trade fairs.