

- a. Over 80% of the western sector stores are currently or, have in the past, imported Canadian furniture (45% currently, 40% in past). A little less than half of the eastern stores were importing or had imported furniture from Canadian firms (30% presently, 18% formerly). On the surface, these figures on imports are impressive. A more in-depth evaluation uncovers the fact that the number of Canadian firms exporting was relatively small and the dollar volume of exports not great. Nevertheless, the information provided by the retailers with experience in importing Canadian furniture was vital to the successful completion of this project.
- b. All but one retailer stated that they would consider purchasing Canadian furniture. Many retailers said that they were more interested in the product than the country of origin.
- c. Sixty percent of the eastern sector thought Canadian furniture designs were equal to those of U.S. firms, and 40% rated designs from Canada to be lower than the U.S. The western sector was not as complimentary, with ratings of 15% equal and 83% below.
- d. The two sectors were in agreement on the comparison of price of Canadian furniture to U.S. furniture. Slightly over half (54%) of the respondents reported