

Of the U.S. importers surveyed, the most popular imports were perfumes and toilet water.

Table 2 illustrates the major exporting countries supplying the U.S. importers surveyed, the number of respondents supplied by each country, and the overall level of satisfaction of the importers for their suppliers. A fuller presentation of these results for all countries supplying products to the respondents is provided in Appendix 8.

Table 2

| Country of Origin | No. of Respondents Being Supplied | Average Level of Satisfaction (Max = 5.0) |
|-------------------|--------------------------------------|---|
| France | 20 | 4.6 |
| United Kingdom | 9 | 4.6 |
| Italy | 7 | 4.4 |
| Germany | 7 | 4.3 |

The results showed that the majority of the respondents were satisfied with their suppliers. Only one of the respondents was dissatisfied with its German supplier. Some expressed dissatisfaction with scarcity of supply, stricter Food and Drug Administration regulations as applied to particular countries of supply and distance between the U.S. and the country of supply which increases the time taken for testing of samples. The reasons given for purchasing from current suppliers included:

- superior quality (30% of respondents)
- supplementary supply for domestic sources (27.5% of respondents)
- not available in the United States (22.5% of respondents)
- lower prices (12.5% of respondents)

The majority (72.5%) of the respondents reported that the devaluation of the U.S. dollar against many currencies had increased the cost of their imports and many expressed interest in learning more about Canadian products as possible alternative sources of supply. Those who had used Canadian products in the past were all satisfied. The respondents who were not interested in trying Canadian sources gave the following reasons: