ATTITUDES TOWARD CANADIAN MANUFACTURERS

Attitudinal Statements - Top Two Selections	Percent of Total Surveyed
Hospital is most innovative	64.3
Decision making highly centralized	57.1
Among last to buy new products	7.1
Among first to buy new products	7.1
Administration and physicians at odds	14.3
Canadian quality as good as U.S.	35.7
Experimenting with new suppliers too risky	11.9
Prefer known distributors	40.5
Lowest priced supplier is choice	21.4
Prefer local firms	54.8
Prefer U.S. firms	40.5
Getting funds is difficult	38.1
Hospital in terrible financial shape	4.8
Politics more important	4.8
Japanese quality as good as U.S.	16.7
European quality as good as U.S.	26.2
Prefer group buying	69.0
Most cost conscious in near future	76.2
Priorities not well defined	2.4
Status quo hospital	7.1
Disagreement on future directions	7.1
Close relationships among physicians	45.2
Change and innovation stifled	4.8
Certification of needs a major obstacle	26.2
Canadian firms not reliable as U.S.	4.8
Japanese firms not reliable as U.S.	11.9
Satisfied with current suppliers	71.4