

THE DOLLAR DILEMMA SURVEY

Question #4: Have they singled out specific products when asking for a reduction?

NO 68.9%

YES 31.1%

Which Products?

1. Cards and books
2. Cards, calendars, napkins, books
3. Greeting cards.
4. Books
5. ANYTHING COMING IN FROM usa
6. Books, cards, anything with a USA sticker.
7. Cards & calendars since US price stamped on them. Also our wire service for sending flowers to the states was still 10% exchange rate..Nov 6 it will be 5% ..but that is not fair..they should be paying us the 5% rate..
8. Greeting cards giftwrap
9. Jewellery items
10. Candles
11. Greeting cards
12. CARDS WITH U.S. PRICES
13. Department 56
14. Cards & books
15. Greeting Cards- American and Canadian prices on back
16. BRADFORD EXCHANGE PRODUCTS
17. Items we distribute for the 3 US suppliers (specifically religious books)
18. Books - as above
19. Greeting cards and magazines
20. Books and Cards that have been published with the US and Canadian Price
21. Greeting Cards and Cook Books

22. Greeting Cards
23. Cards with the dual prices Canadian and U.S.
24. Some of our watch lines, and they expect our diamond prices to fall, because our prices are based on the US dollar currency
25. Books
26. All items they buy, and all items they don't buy too.
27. Greeting cards
28. Products which clearly show the American and Canadian Prices, ie. Cards, Hallmark Ornaments, Books,
29. Cards and paper merchandise which shows both the US and Canadian dollar value.
30. BOOKS
31. Greeting cards (prices are preprinted)
32. Not yet, but I expect we will receive questions about prices for greeting cards and books.
33. Cards, books
34. Greeting cards
35. A wine box accessory case. They did a search on this specific product and found it a lot less expensive on line in the U.S.
36. Greeting cards (Hallmark)
37. Greeting cards, journals. Things that are dual priced (where they can see the difference of course)
38. European made blankets
39. Books
40. They haven't actually asked for a reduction but have commented on the higher Canadian price of books.
41. Dinnerware - China, Cookware, high priced items.
42. Farm products