

Appendix A – SURVEY DATA

Table A1: Breakdown of Respondents According to Interest in Mexico¹

	Percent
Already in Mexican marketplace	21
Planning to enter Mexican marketplace	45
Do not plan to do business there	34
Total	100

1. No. = 101

Table A2: Percentages of Firms Already in the Marketplace¹

	Percent
Size of firm	
> 50 employees	38
≤ 50 employees	62
Preferred business arrangement	
Direct export	67
Sub-contracting	0
Technology transfer	0
Subsidiary	5
Joint venture	19
Other	9
How long exporting to Mexico	
> 1 year	38
1 to 5 years	28
6 to 10 years	24
< 11 years	10
Anticipated rate of growth of business with Mexico	
High increase	24
Moderate increase	33
Stable	38
Decreasing	0
Unknown	5

1. No. = 21

Table A3: Percentages of Firms Planning to Enter the Mexican Marketplace¹

	Percent
When?	
> 1 year	29
1 to 5 years	45
< 5 years	2
Unknown	24
Preferred business arrangement	
Direct export	85
Sub-contracting	7
Technology transfer	0
Subsidiary	2
Joint venture	2
Other	4
Status of plans for Mexico²	
Data collection	44
Trade mission	7
Negotiation	9
No plans	36
Other	4
Areas given higher priority for trade³	
United States	47
Western Europe	42
Rest of North America	18
Asia	16
Eastern Europe	9

1. No. = 45

2. Only 11 percent of respondents considered Mexico a priority.

3. More than one answer was possible per respondent.

Table A4: Why Respondents Do Not Plan to Enter Mexican Marketplace¹

	Percent
No mandate to develop Mexican market	29
No products adapted to Mexican market	23
Not competitive on Mexican market	14
Development priorities lie elsewhere	20
Other ²	14
Total	100

1. No. = 35

2. The main reasons were excessive distance and high transport costs.