

believed NAFTA will make Canada more attractive for investment. Approximately 30 per cent of respondents in both categories believed NAFTA will not change the investment attractiveness of Canada. Twelve per cent in both categories suggested

NAFTA will make Canada less attractive for investors. The remaining respondents were undecided.

NAFTA ISSUES

A majority of respondents from major corporations felt that issues involving dispute settlement procedures, tariff

elimination, rules of origin, auto content rules, and the protection of Canadian cultural industries were positively handled. A majority in the *Fastest 100* were undecided on all issues, possibly reflecting some unfamiliarity with the Agreement.

ABOUT OUR RESEARCH

The survey targeted two categories of businesses in Canada:

1. 1,000 largest (by sector) public and private companies
2. 100 of the fastest-growing (by revenue) companies

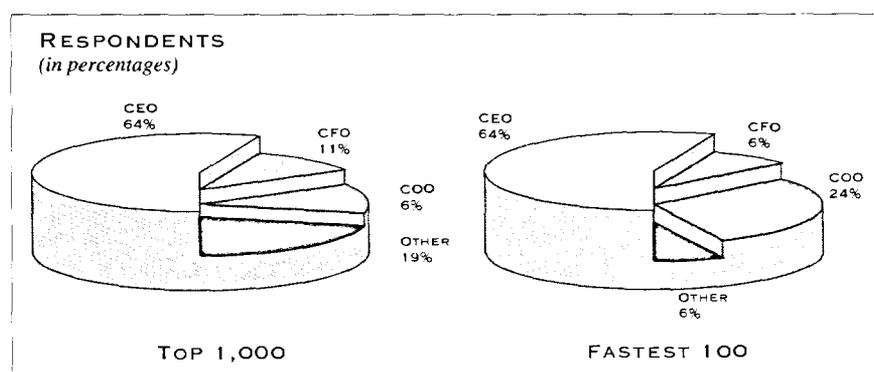
Of the 1,000 surveys mailed in by the *Top 1,000* category, 280 useable surveys were returned. Of the surveys mailed in our *Fastest 100* category, 33 useable surveys were returned by the deadline.

A. A majority of respondents were Chief Executive Officers, followed by Chief Financial Officers.

Sixty-four per cent in both respondent categories were Chief Executive Officers. Chief Financial Officers and Chief Operating Officers were the next largest responding groups.

B. A majority of respondents had revenues of less than \$500 million.

Seventy per cent of respondents in the *Top 1,000* had 1991 sales of less than \$500 million, 13 per cent had sales between \$500 and \$1 billion, and 17 per cent exceeded \$1 billion. In the *Fastest 100*, 53 per cent of respondents



had 1991 sales under \$5 million and 47 per cent had sales over \$5 million.

C. Most organizations responding were from Ontario, followed by the Western provinces and Québec.

In the *Top 1,000*, 56 per cent of respondents were from Ontario, followed by the Western provinces at 23 per cent, Québec at 18 per cent, and the Atlantic provinces at 3 per cent. In the *Fastest 100*, 52 per cent of respondents were from Ontario, followed by the West at 36 per cent, and Québec and the Atlantic provinces at 6 per cent each.

D. Respondents represented a wide cross-section of industry.

A majority of those who responded were from the following 10 industrial sectors:

1. Agriculture, forestry, and fishing
2. Banking and financial services
3. Chemicals and plastics
4. Construction and engineering
5. Consumer products
6. Energy
7. High technology and electronics
8. Insurance
9. Retail trade
10. Transportation

FOR MORE INFORMATION

If you are interested in more details about the findings summarized in this report or any other aspect of the North American Free Trade Agreement, please contact Sal Badali, Partner-In-Charge of International Business Services, at 416-777-8551, or call any of our offices listed on the back cover.