DATE 07/16/97
774005

REPORT CTAB1D (continuation)

S.1 Q.3 I would like you to think specifically about North American investments. What are the three main factors that your company would take into consideration when choosing an investment location in North America? --- Total Mentions

	BEST ENVIRONMENT IN TERMS OF ...												
		FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
	TOTAL	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704	450	55	78	360	62	75	260	45	67	518	114	159
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Have invested there previously/ already/ have an agency/ sister company there/ want to balance/ spread ouut investments/ balance in the market	13	10	-	2	6	1	1	4	-	1	11	1	3
	1.8	2.2	-	2.6	1.7	1.6	1.3	1.5	-	1.5	2.1	.9	1.9
Previous exeperience/ familiar with that area/ company history	3	2	-	1	-	1	-	-	-	1	2	1	2
	.4	.4	-	1.3	-	1.6	-	-	-	1.5	.4	.9	1.3
Not part of the EU/ EMU/ not part of Europe/ different from our market	5	3	-	1	2	1	1	2	-	-	3	1	1
	.7	.7	-	1.3	.6	1.6	1.3	.8	-	-	.6	.9	.6
Location (general mention)	5	2	-	2	1	1	-	2	-	-	2	1	2
	.7	.4	-	2.6	.3	1.6	-	.8	-	-	.4	.9	1.3
Infrastructure (unspecified)	8	7	1	-	5	2	1	3	1	1	8	2	1
	1.1	1.6	1.8	-	1.4	3.2	1.3	1.2	2.2	1.5	1.5	1.8	.6
Want to expand/ want to enter the market	2	2	-	-	1	-	-	-	1	-	2	1	-
	.3	.4	-	-	.3	-	-	-	2.2	-	.4	.9	-
Agreements/ contracts with other companies restrict where we can invest	1	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-	-