

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 ...												
	TOTAL	FIRST MENTION			SECOND MENTION			THIRD MENTION			TOTAL MENTIONS		
		U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico	U.S.	Canada	Mexico
TOTAL INTERVIEWS	704 100.0	450 100.0	55 100.0	78 100.0	360 100.0	62 100.0	75 100.0	260 100.0	45 100.0	67 100.0	518 100.0	114 100.0	159 100.0
The economy (general mention)	1 .1	1 .2	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
Market development	3 .4	1 .2	1 1.8	1 1.3	1 .3	1 1.6	- -	2 .8	- -	1 1.5	2 .4	1 .9	2 1.3
Competition/ competitors/ amount of competition/ ability to compete against local companies	16 2.3	6 1.3	3 5.5	3 3.8	6 1.7	4 6.5	2 2.7	5 1.9	2 4.4	3 4.5	10 1.9	5 4.4	7 4.4
Profitability/ economic interests	8 1.1	5 1.1	- -	2 2.6	3 .8	2 3.2	2 2.7	4 1.5	- -	2 3.0	7 1.4	2 1.8	5 3.1
Market stability/ strong market	11 1.6	10 2.2	1 1.8	- -	8 2.2	2 3.2	1 1.3	8 3.1	- -	- -	10 1.9	2 1.8	1 .6
Availability of facilities/ availability of land	7 1.0	5 1.1	1 1.8	1 1.3	5 1.4	1 1.6	- -	1 .4	2 4.4	1 1.5	5 1.0	3 2.6	2 1.3
Availability of labour force	1 .1	1 .2	- -	- -	1 .3	- -	- -	- -	- -	1 1.5	1 .2	- -	1 .6
Consider Canada part of the U.S. market/ only interested in the U.S., not Canada/ can reach Canadian market through the U.S.	1 .1	1 .2	- -	- -	1 .3	- -	- -	- -	- -	- -	1 .2	- -	- -