

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
Incentives for research and development	24 3.4	16 3.6	2 3.6	5 6.4	17 4.7	2 3.2	4 5.3	13 5.0	3 6.7	1 1.5	20 3.9	3 2.6	7 4.4
Taxes	26 3.7	14 3.1	2 3.6	7 9.0	13 3.6	4 6.5	6 8.0	12 4.6	3 6.7	4 6.0	19 3.7	5 4.4	9 5.7
Access to markets in the U.S.	2 .3	2 .4	- -	- -	2 .6	- -	- -	1 .4	- -	- -	2 .4	- -	- -
Regulation of markets	1 .1	1 .2	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
Climate/ weather	3 .4	2 .4	- -	1 1.3	1 .3	1 1.6	1 1.3	1 .4	1 2.2	1 1.5	2 .4	1 .9	1 .6
We base our investment on someone else's advice/ based on what head office tells us to do/ where our financial advisor tells us to invest	5 .7	- -	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
Size of the market/ market volume/ market density	42 6.0	37 8.2	2 3.6	3 3.8	32 8.9	5 8.1	2 2.7	20 7.7	3 6.7	3 4.5	39 7.5	7 6.1	6 3.8
Production strength/ industrial intersts/ amount of industry	6 .9	5 1.1	1 1.8	- -	5 1.4	1 1.6	- -	4 1.5	1 2.2	- -	5 1.0	1 .9	- -