

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
Energy costs	6 .9	5 1.1	1 1.8	- -	3 .8	2 3.2	1 1.3	6 2.3	- -	- -	6 1.2	2 1.8	1 .6
Inflation	3 .4	2 .4	- -	1 1.3	2 .6	- -	- -	1 .4	- -	1 1.5	3 .6	- -	1 .6
Government debt/ deficit	1 .1	1 .2	- -	- -	1 .3	- -	- -	- -	1 2.2	- -	1 .2	1 .9	- -
Labour relations	24 3.4	16 3.6	4 7.3	4 5.1	19 5.3	3 4.8	2 2.7	15 5.8	3 6.7	3 4.5	22 4.2	7 6.1	7 4.4
Political situation	30 4.3	20 4.4	5 9.1	5 6.4	19 5.3	4 6.5	5 6.7	13 5.0	6 13.3	4 6.0	26 5.0	10 8.8	9 5.7
The quality of life	24 3.4	17 3.8	4 7.3	2 2.6	13 3.6	7 11.3	3 4.0	14 5.4	4 8.9	2 3.0	18 3.5	8 7.0	5 3.1
Government legislation/ attitudes toward business	58 8.2	43 9.6	7 12.7	8 10.3	39 10.8	5 8.1	10 13.3	38 14.6	8 17.8	5 7.5	53 10.2	14 12.3	16 10.1
Level of internationalism/ openness	39 5.5	33 7.3	2 3.6	4 5.1	30 8.3	5 8.1	3 4.0	30 11.5	2 4.4	5 7.5	36 6.9	7 6.1	6 3.8
Same language/ culture	16 2.3	11 2.4	4 7.3	1 1.3	11 3.1	2 3.2	- -	5 1.9	4 8.9	1 1.5	14 2.7	7 6.1	2 1.3
Similarity to own country	7 1.0	6 1.3	- -	1 1.3	5 1.4	2 3.2	- -	3 1.2	2 4.4	- -	7 1.4	3 2.6	1 .6
The level of technology	85 12.1	69 15.3	5 9.1	9 11.5	60 16.7	12 19.4	9 12.0	54 20.8	5 11.1	7 10.4	78 15.1	13 11.4	19 11.9