DATE 07/16/97
774005 REPORT CTAB1D

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
Availability of natural resources	23	15	7	1	12	4	6	12	2	3	18	7	7
	3.3	3.3	12.7	1.3	3.3	6.5	8.0	4.6	4.4	4.5	3.5	6.1	4.4
Growth of market	324	248	26	45	218	31	40	162	21	41	289	56	89
	46.0	55.1	47.3	57.7	60.6	50.0	53.3	62.3	46.7	61.2	55.8	49.1	56.0
Proximity to markets	160	129	14	12	103	17	21	71	10	19	142	28	39
	22.7	28.7	25.5	15.4	28.6	27.4	28.0	27.3	22.2	28.4	27.4	24.6	24.5
Transportation (roads, rail, sea, air)	52	36	5	7	39	5	5	29	6	9	48	12	15
	7.4	8.0	9.1	9.0	10.8	8.1	6.7	11.2	13.3	13.4	9.3	10.5	9.4
Telecommunications/ telephones	7	6	1	-	6	1	-	6	-	-	7	2	-
	1.0	1.3	1.8	-	1.7	1.6	-	2.3	-	-	1.4	1.8	-
The skills of the labour force	56	46	2	6	39	3	10	34	4	8	50	8	16
	8.0	10.2	3.6	7.7	10.8	4.8	13.3	13.1	8.9	11.9	9.7	7.0	10.1
Labour costs/ wages	107	66	6	32	53	7	42	50	4	35	90	14	76
	15.2	14.7	10.9	41.0	14.7	11.3	56.0	19.2	8.9	52.2	17.4	12.3	47.8
Costs of transportation to market	27	19	3	4	19	3	4	15	2	5	23	6	8
	3.8	4.2	5.5	5.1	5.3	4.8	5.3	5.8	4.4	7.5	4.4	5.3	5.0
Costs of plant construction	19	11	3	4	9	2	7	7	2	6	15	5	10
	2.7	2.4	5.5	5.1	2.5	3.2	9.3	2.7	4.4	9.0	2.9	4.4	6.3
Costs of capital/ interest rates	30	23	4	1	21	4	3	16	3	5	28	7	7
	4.3	5.1	7.3	1.3	5.8	6.5	4.0	6.2	6.7	7.5	5.4	6.1	4.4
Currency stability	46	38	4	4	40	1	4	33	5	4	46	8	11
	6.5	8.4	7.3	5.1	11.1	1.6	5.3	12.7	11.1	6.0	8.9	7.0	6.9