

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
Customer relations/ customer contracts	7 1.0	5 1.1	1 1.8	1 1.3	5 1.4	1 1.6	1 1.3	2 .8	- -	2 3.0	6 1.2	1 .9	3 1.9
Disposable income levels/ per-capita income	1 .1	1 .2	- -	- -	1 .3	- -	- -	1 .4	- -	- -	1 .2	- -	- -
Proximity to suppliers	5 .7	4 .9	- -	- -	4 1.1	- -	- -	3 1.2	- -	- -	4 .8	- -	- -
Do not know enough about that country/ region/ would have to do more research/ not familiar with it/ have not investigated it	5 .7	3 .7	- -	- -	3 .8	- -	1 1.3	3 1.2	- -	- -	3 .6	- -	1 .6
No interest in North America/ that area/ never thought of it/ never occurred to us to consider investing there	17 2.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	23 3.3	6 1.3	- -	2 2.6	1 .3	- -	- -	- -	- -	- -	6 1.2	- -	2 1.3
Other	9 1.3	6 1.3	- -	- -	4 1.1	- -	1 1.3	3 1.2	- -	- -	6 1.2	- -	1 .6
D.N.S.	53 7.5	1 .2	- -	2 2.6	1 .3	1 1.6	1 1.3	1 .4	1 2.2	1 1.5	2 .4	1 .9	2 1.3