

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
Depends on how well our company is doing/ what our profits are like/ how well our products are doing	.6 .9	3 .7	1 1.8	1 1.3	2 .6	1 1.6	2 2.7	3 1.2	1 2.2	1 1.5	4 .8	1 .9	3 1.9
Availability of business partners/ strategic alliances/ joint ventures/ commercial interests available	14 2.0	12 2.7	1 1.8	-	7 1.9	2 3.2	-	3 1.2	1 2.2	-	12 2.3	4 3.5	-
Costs (general mention)/ local production costs/ overhead/ start-up costs/ business costs	18 2.6	12 2.7	1 1.8	4 5.1	13 3.6	1 1.6	2 2.7	8 3.1	3 6.7	3 4.5	16 3.1	4 3.5	7 4.4
NAFTA	2 .3	2 .4	-	-	1 .3	-	1 1.3	1 .4	-	-	2 .4	-	1 .6
The size of our company prevents expansion	1 .1	1 .2	-	-	1 .3	-	-	-	-	-	1 .2	-	-
Prefer to invest elsewhere/ have already invested in another country/ region	5 .7	3 .7	-	1 1.3	3 .8	-	-	-	-	-	4 .8	-	1 .6
Risk level	3 .4	2 .4	-	-	1 .3	-	-	1 .4	-	-	2 .4	-	-