

DATE 07/16/97

774005

REPORT 12A (continuation)

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- First mention

BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.AMERICAN INVESTMENTS		CONSIDER INVESTING IN CANADA (NEXT 3 YRS)		NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION		OVERALL MOST ATTRACTIVE INVESTMENT LOCATION			% NORTH AMERICAN REVENUE		
	TOTAL	U.K.	Ger- many	Fra- nce	Italy	Swe- den	Switz- erland	Nether- lands	Yes	No	Yes	No	Yes	No	Can- ada	U.S.	Mex- ico	None (0%)	1-9%	10% Plus
TOTAL INTERVIEWS	191 100.0	20 100.0	20 100.0	26 100.0	19 100.0	31 100.0	33 100.0	42 100.0	22 100.0	169 100.0	20 100.0	168 100.0	- 100.0	191 100.0	21 100.0	125 100.0	16 100.0	73 100.0	62 100.0	38 100.0
Labour force skills	1 .5	-	-	1 3.8	-	-	-	-	-	1 .6	-	1 .6	-	1 .5	-	1 .8	-	-	-	1 2.6
Availability of natural resources	3 1.6	-	-	-	1 5.3	-	2 6.1	-	-	3 1.8	1 5.0	2 1.2	-	3 1.6	-	2 1.6	1 6.3	-	1 1.6	2 5.3
Other	22 11.5	6 30.0	-	1 3.8	1 5.3	2 6.5	5 15.2	7 16.7	2 9.1	20 11.8	1 5.0	21 12.5	-	22 11.5	2 9.5	14 11.2	2 12.5	9 12.3	7 11.3	4 10.5
D.N.S.	1 .5	-	-	1 3.8	-	-	-	-	-	1 .6	-	1 .6	-	1 .5	-	1 .8	-	1 1.4	-	-