

DATE 07/16/97

774005

REPORT 12 (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 Q.1a

	COUNTRY								CURRENTLY CONSIDER 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
	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	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL INTERVIEWS	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
NET: Risk	.2 .3	-	-	-	-	-	-	2 2.1	1 .6	1 .2	-	2 .3	1 1.1	1 .2	-	2 .4	-	-	1 .5	1 .4
Not part of the EU/ different from our market	.2 .3	-	-	-	-	-	-	2 2.1	1 .6	1 .2	-	2 .3	1 1.1	1 .2	-	2 .4	-	-	1 .5	1 .4
NET: Corporate desire to invest	5 .7	-	1 1.0	-	-	-	2 2.0	2 2.1	1 .6	4 .7	1 .9	4 .7	-	5 .8	-	5 1.1	-	-	2 .9	3 1.2
Want to expand	2 .3	-	-	-	-	-	2 2.0	-	-	2 .4	-	2 .3	-	2 .3	-	2 .4	-	-	1 .5	1 .4
Prefer to invest elsewhere	3 .4	-	1 1.0	-	-	-	-	2 2.1	1 .6	2 .4	1 .9	2 .3	-	3 .5	-	3 .6	-	-	1 .5	2 .8
NET: Need for information	4 .6	3 3.0	-	1 1.0	-	-	-	-	1 .6	3 .6	-	4 .7	-	4 .7	-	3 .6	-	-	-	3 1.2
Market is new/ young	3 .4	2 2.0	-	1 1.0	-	-	-	-	1 .6	2 .4	-	3 .5	-	3 .5	-	3 .6	-	-	-	3 1.2
Do not know enough about the country	1 .1	1 1.0	-	-	-	-	-	-	-	1 .2	-	1 .2	-	1 .2	-	-	-	-	-	-
NET: Market growth	336 48.0	41 41.4	54 51.9	54 54.0	59 59.0	66 66.0	32 32.0	30 30.9	90 57.7	244 45.1	57 52.3	273 46.9	44 50.6	292 47.6	34 44.2	230 49.6	51 52.0	66 40.2	101 47.6	132 53.4
Growth of market	335 47.9	41 41.4	53 51.0	54 54.0	59 59.0	66 66.0	32 32.0	30 30.9	90 57.7	243 44.9	57 52.3	272 46.7	44 50.6	291 47.5	34 44.2	229 49.4	51 52.0	65 39.6	101 47.6	132 53.4