

DATE 07/16/97

774005

REPORT 13A (continuation)

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

BASE: Those answering Western Europe in Q.1a

	COUNTRY								CURRENTLY CONSIDER N.A.MERICAN 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	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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
Demand for our products/ services/ ability to sell products	2	-	-	-	-	-	1	1	-	2	1	1	-	2	1	-	-	1	-	1
	1.0	-	-	-	-	-	3.0	2.4	-	1.2	5.0	.6	-	1.0	4.8	-	-	1.4	-	2.6
NET: Resources	10	-	2	4	2	-	1	1	-	10	2	8	-	10	1	9	-	3	1	4
	5.2	-	10.0	15.4	10.5	-	3.0	2.4	-	5.9	10.0	4.8	-	5.2	4.8	7.2	-	4.1	1.6	10.5
Labour force skills	10	-	2	4	2	-	1	1	-	10	2	8	-	10	1	9	-	3	1	4
	5.2	-	10.0	15.4	10.5	-	3.0	2.4	-	5.9	10.0	4.8	-	5.2	4.8	7.2	-	4.1	1.6	10.5
Other	29	8	5	6	2	2	3	3	1	28	4	24	-	29	4	17	3	9	11	4
	15.2	40.0	25.0	23.1	10.5	6.5	9.1	7.1	4.5	16.6	20.0	14.3	-	15.2	19.0	13.6	18.8	12.3	17.7	10.5
D.N.S.	71	10	1	2	6	17	12	23	10	61	5	65	-	71	8	42	6	30	20	14
	37.2	50.0	5.0	7.7	31.6	54.8	36.4	54.8	45.5	36.1	25.0	38.7	-	37.2	38.1	33.6	37.5	41.1	32.3	36.8