

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
Proximity to markets	75 39.3	7 35.0	6 30.0	15 57.7	4 21.1	18 58.1	6 18.2	19 45.2	7 31.8	68 40.2	8 40.0	66 39.3	- 100.0	75 39.3	11 52.4	48 38.4	2 12.5	32 43.8	25 40.3	13 34.2
Transportation	9 4.7	1 5.0	2 10.0	- -	1 5.3	- -	2 6.1	3 7.1	1 4.5	8 4.7	- -	9 5.4	- 100.0	9 4.7	1 4.8	5 4.0	1 6.3	4 5.5	4 6.5	- -
Cost of transportation	1 .5	- -	- -	- -	- -	- -	1 3.0	- -	- -	1 .6	- -	1 .6	- 100.0	1 .5	- -	1 .8	- -	- -	1 1.6	- -
Location (general mention)	2 1.0	- -	- -	- -	- -	- -	- -	2 4.8	- -	2 1.2	- -	2 1.2	- 100.0	2 1.0	- -	1 .8	- -	2 2.7	- -	- -
NET: Local Economic Conditions	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- 100.0	- -	- -	- -	- -	- -	- -	- -
NET: Competition	10 5.2	1 5.0	- -	- -	- -	2 6.5	6 18.2	1 2.4	2 9.1	8 4.7	3 15.0	7 4.2	- 100.0	10 5.2	2 9.5	6 4.8	1 6.3	2 2.7	5 8.1	2 5.3
Timing/ waiting for the right opportunity	1 .5	- -	- -	- -	- -	- -	- -	1 2.4	- -	1 .6	- -	1 .6	- 100.0	1 .5	- -	- -	- -	1 1.4	- -	- -
Demand for our products/ services/ ability to sell products	9 4.7	1 5.0	- -	- -	- -	2 6.5	6 18.2	- -	2 9.1	7 4.1	3 15.0	6 3.6	- 100.0	9 4.7	2 9.5	6 4.8	1 6.3	1 1.4	5 8.1	2 5.3
NET: Resources	4 2.1	- -	- -	1 3.8	1 5.3	- -	2 6.1	- -	- -	4 2.4	1 5.0	3 1.8	- 100.0	4 2.1	- -	3 2.4	1 6.3	- -	1 1.6	3 7.9