

DATE 07/16/97

774005

REPORT 14 (continuation)

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

BASE: Those answering 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	700	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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
Labour force skills	31	5	10	8	4	-	2	2	3	28	4	27	2	29	3	20	8	5	6	18
	4.4	5.1	9.6	8.0	4.0	-	2.0	2.1	1.9	5.2	3.7	4.6	2.3	4.7	3.9	4.3	8.2	3.0	2.8	7.3
Availability of natural resources	26	2	5	5	7	1	4	2	4	22	7	19	4	22	3	16	6	3	5	12
	3.7	2.0	4.8	5.0	7.0	1.0	4.0	2.1	2.6	4.1	6.4	3.3	4.6	3.6	3.9	3.4	6.1	1.8	2.4	4.9
Availability of facilities	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1
	.1	-	-	1.0	-	-	-	-	-	.2	.9	-	-	.2	-	.2	-	-	-	.5
Availability of labour force	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1
	.1	1.0	-	-	-	-	-	-	.6	-	-	-	-	.2	-	.2	-	-	-	.4
Other	183	39	31	38	10	13	33	19	41	141	35	146	35	148	24	119	26	36	59	67
	26.1	39.4	29.8	38.0	10.0	13.0	33.0	19.6	26.3	26.1	32.1	25.1	40.2	24.1	31.2	25.6	26.5	22.0	27.8	27.1
D.N.S.	2	-	-	1	-	-	1	-	-	2	1	1	-	2	-	2	-	1	-	-
	.3	-	-	1.0	-	-	1.0	-	-	.4	.9	.2	-	.3	-	.4	-	.6	-	-