

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.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	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
Level of technology	12	2	2	3	1	2	2	-	-	12	1	11	-	12	1	10	1	5	3	2
	6.3	10.0	10.0	11.5	5.3	6.5	6.1	-	-	7.1	5.0	6.5	-	6.3	4.8	8.0	6.3	6.8	4.8	5.3
NET: Location	46	-	12	12	4	5	5	8	3	43	5	41	-	46	5	34	2	15	13	12
	24.1	-	60.0	46.2	21.1	16.1	15.2	19.0	13.6	25.4	25.0	24.4	-	24.1	23.8	27.2	12.5	20.5	21.0	31.6
Proximity to markets	27	-	8	5	4	4	5	1	3	24	3	24	-	27	2	19	2	8	8	9
	14.1	-	40.0	19.2	21.1	12.9	15.2	2.4	13.6	14.2	15.0	14.3	-	14.1	9.5	15.2	12.5	11.0	12.9	23.7
Transportation	21	-	7	5	1	2	-	6	-	21	3	18	-	21	3	15	-	8	6	4
	11.0	-	35.0	19.2	5.3	6.5	-	14.3	-	12.4	15.0	10.7	-	11.0	14.3	12.0	-	11.0	9.7	10.5
Cost of transportation	8	-	4	2	-	-	-	2	-	8	-	8	-	8	1	7	-	2	2	2
	4.2	-	20.0	7.7	-	-	-	4.8	-	4.7	-	4.8	-	4.2	4.8	5.6	-	2.7	3.2	5.3
NET: Local Economic Conditions	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
Cost of capital/interest	2	-	1	1	-	-	-	-	-	2	-	1	-	2	-	2	-	2	-	-
	1.0	-	5.0	3.8	-	-	-	-	-	1.2	-	.6	-	1.0	-	1.6	-	2.7	-	-
NET: Competition	4	-	-	-	-	-	2	2	-	4	1	3	-	4	1	2	-	2	1	1
	2.1	-	-	-	-	-	6.1	4.8	-	2.4	5.0	1.8	-	2.1	4.8	1.6	-	2.7	1.6	2.6
Competition/competitors	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	3.0	-	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-
Timing/ waiting for the right opportunity	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-