

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	700 100.0	99 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	97 100.0	156 100.0	541 100.0	109 100.0	582 100.0	87 100.0	613 100.0	77 100.0	464 100.0	98 100.0	164 100.0	212 100.0	247 100.0
NET: Local																				
Economic Conditions	22 3.1	1 1.0	9 8.7	5 5.0	6 6.0	1 1.0	-	-	5 3.2	17 3.1	1 .9	20 3.4	2 2.3	20 3.3	1 1.3	15 3.2	6 6.1	4 2.4	4 1.9	11 4.5
Cost of capital/ interest	21 3.0	1 1.0	9 8.7	5 5.0	5 5.0	1 1.0	-	-	5 3.2	16 3.0	1 .9	19 3.3	2 2.3	19 3.1	-	15 3.2	6 6.1	4 2.4	4 1.9	11 4.5
Government debt	2 .3	-	1 1.0	-	1 1.0	-	-	-	-	2 .4	-	2 .3	-	2 .3	1 1.3	1 .2	-	-	-	1 .4
NET: Competition	39 5.6	13 13.1	1 1.0	2 2.0	-	4 4.0	13 13.0	6 6.2	11 7.1	28 5.2	11 10.1	28 4.8	8 9.2	31 5.1	5 6.5	25 5.4	5 5.1	13 7.9	13 6.1	11 4.5
Competition/ competitors	8 1.1	4 4.0	-	-	-	-	3 3.0	1 1.0	1 .6	7 1.3	2 1.8	6 1.0	-	8 1.3	1 1.3	6 1.3	-	1 .6	6 2.8	1 .4
Our business is not suited for that market	3 .4	-	1 1.0	1 1.0	-	-	1 1.0	-	2 1.3	1 .2	1 .9	2 .3	-	3 .5	-	2 .4	1 1.0	2 1.2	-	1 .4
Timing/ waiting for the right opportunity	4 .6	-	-	-	-	1 1.0	-	3 3.1	1 .6	3 .6	1 .9	3 .5	1 1.1	3 .5	1 1.3	2 .4	-	3 1.8	-	1 .4
Demand for our products/ services/ ability to sell products	25 3.6	9 9.1	-	1 1.0	-	3 3.0	10 10.0	2 2.1	7 4.5	18 3.3	7 6.4	18 3.1	7 8.0	18 2.9	3 3.9	16 3.4	4 4.1	7 4.3	8 3.8	8 3.2
NET: Resources	57 8.1	7 7.1	15 14.4	14 14.0	10 10.0	1 1.0	6 6.0	4 4.1	8 5.1	49 9.1	12 11.0	44 7.6	5 5.7	52 8.5	6 7.8	37 8.0	13 13.3	8 4.9	11 5.2	30 12.1