

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	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
NET: Politics	9	1	2	1	-	1	3	1	1	8	-	8	-	9	1	5	2	-	7	2
	4.7	5.0	10.0	3.8	-	3.2	9.1	2.4	4.5	4.7	-	4.8	-	4.7	4.8	4.0	12.5	-	11.3	5.3
Currency stability	3	1	-	1	-	-	-	1	-	3	-	2	-	3	-	2	1	-	2	1
	1.6	5.0	-	3.8	-	-	-	2.4	-	1.8	-	1.2	-	1.6	-	1.6	6.3	-	3.2	2.6
Government attitude towards business	2	-	2	-	-	-	-	-	-	2	-	2	-	2	-	1	-	-	2	-
	1.0	-	10.0	-	-	-	-	-	-	1.2	-	1.2	-	1.0	-	.8	-	-	3.2	-
Same language	2	-	-	-	-	-	2	-	1	1	-	2	-	2	-	2	-	-	2	-
	1.0	-	-	-	-	-	6.1	-	4.5	.6	-	1.2	-	1.0	-	1.6	-	-	3.2	-
Similarity to own country	2	-	-	-	-	1	1	-	-	2	-	2	-	2	1	-	1	-	1	1
	1.0	-	-	-	-	3.2	3.0	-	-	1.2	-	1.2	-	1.0	4.8	-	6.3	-	1.6	2.6
NET: Costs	6	1	1	-	2	-	-	2	-	6	1	5	-	6	1	2	2	4	1	1
	3.1	5.0	5.0	-	10.5	-	-	4.8	-	3.6	5.0	3.0	-	3.1	4.8	1.6	12.5	5.5	1.6	2.6
Labour costs	5	1	1	-	2	-	-	1	-	5	1	4	-	5	1	2	2	3	1	1
	2.6	5.0	5.0	-	10.5	-	-	2.4	-	3.0	5.0	2.4	-	2.6	4.8	1.6	12.5	4.1	1.6	2.6
Costs (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	-	-	1.4	-	-
NET: Risk	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-
Not part of the EU/ different from our market	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-	1	-
	.5	-	-	-	-	-	-	2.4	-	.6	-	.6	-	.5	-	.8	-	-	1.6	-