

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: Market growth	421 60.1	52 52.5	72 69.2	77 77.0	65 65.0	75 75.0	41 41.0	39 40.2	109 69.9	310 57.3	69 63.3	344 59.1	55 63.2	366 59.7	38 49.4	293 63.1	64 65.3	86 52.4	132 62.3	159 64.4
Growth of market	415 59.3	52 52.5	72 69.2	76 76.0	65 65.0	74 74.0	38 38.0	38 39.2	109 69.9	304 56.2	68 62.4	339 58.2	54 62.1	361 58.9	38 49.4	289 62.3	62 63.3	84 51.2	130 61.3	158 64.0
Quality of life	15 2.1	1 1.0	4 3.8	4 4.0	1 1.0	1 1.0	3 3.0	1 1.0	2 1.3	13 2.4	3 2.8	12 2.1	2 2.3	13 2.1	- -	13 2.8	2 2.0	5 3.0	6 2.8	2 .8
NET: Technology	62 8.9	10 10.1	6 5.8	6 6.0	22 22.0	4 4.0	9 9.0	5 5.2	17 10.9	45 8.3	9 8.3	52 8.9	14 16.1	48 7.8	7 9.1	46 9.9	8 8.2	12 7.3	11 5.2	25 10.1
Telecommunications	6 .9	1 1.0	2 1.9	- -	1 1.0	- -	- -	2 2.1	3 1.9	3 .6	- -	6 1.0	3 3.4	3 .5	1 1.3	5 1.1	- -	1 .6	2 .9	3 1.2
Level of technology	56 8.0	9 9.1	4 3.8	6 6.0	21 21.0	4 4.0	9 9.0	3 3.1	14 9.0	42 7.8	9 8.3	46 7.9	11 12.6	45 7.3	6 7.8	41 8.8	8 8.2	11 6.7	9 4.2	22 8.9
NET: Location	263 37.6	28 28.3	68 65.4	35 35.0	25 25.0	36 36.0	29 29.0	42 43.3	54 34.6	208 38.4	31 28.4	230 39.5	26 29.9	237 38.7	25 32.5	187 40.3	22 22.4	75 45.7	84 39.6	79 32.0
Proximity to markets	217 31.0	23 23.2	47 45.2	31 31.0	22 22.0	35 35.0	25 25.0	34 35.1	42 26.9	174 32.2	29 26.6	187 32.1	24 27.6	193 31.5	22 28.6	156 33.6	15 15.3	61 37.2	67 31.6	67 27.1
Transportation	55 7.9	3 3.0	25 24.0	7 7.0	3 3.0	2 2.0	4 4.0	11 11.3	10 6.4	45 8.3	7 6.4	47 8.1	2 2.3	53 8.6	5 6.5	40 8.6	4 4.1	17 10.4	19 9.0	14 5.7
Cost of transportation	30 4.3	2 2.0	20 19.2	3 3.0	1 1.0	1 1.0	1 1.0	2 2.1	8 5.1	21 3.9	1 .9	29 5.0	2 2.3	28 4.6	3 3.9	23 5.0	4 4.1	6 3.7	9 4.2	11 4.5
Location (general mention)	3 .4	- -	- -	- -	- -	- -	- -	3 3.1	- -	3 .6	- -	3 .5	- -	3 .5	- -	1 .2	- -	3 1.8	- -	- -