

DATE 07/16/97

774005

REPORT 13A

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	191 100.0	20 100.0	20 100.0	26 100.0	19 100.0	31 100.0	33 100.0	42 100.0	22 100.0	169 100.0	20 100.0	168 100.0	- 100.0	191 100.0	21 100.0	125 100.0	16 100.0	73 100.0	62 100.0	38 100.0
NET: Politics	41 21.5	3 15.0	10 50.0	13 50.0	2 10.5	4 12.9	5 15.2	4 9.5	3 13.6	38 22.5	5 25.0	35 20.8	- 21.5	41 21.5	4 19.0	28 22.4	2 12.5	16 21.9	11 17.7	10 26.3
Currency stability	10 5.2	- -	7 35.0	1 3.8	- -	- -	- -	2 4.8	1 4.5	9 5.3	1 5.0	9 5.4	- -	10 5.2	- -	7 5.6	1 6.3	5 6.8	1 1.6	2 5.3
Inflation	1 .5	- -	- -	- -	1 5.3	- -	- -	- -	- -	1 .6	- -	1 .6	- -	1 .5	- -	- -	- -	- -	- -	- -
Political situation	5 2.6	- -	4 20.0	1 3.8	- -	- -	- -	- -	- -	5 3.0	- -	5 3.0	- -	5 2.6	- -	5 4.0	- -	2 2.7	- -	1 2.6
Government attitude towards business	9 4.7	- -	4 20.0	4 15.4	- -	- -	1 3.0	- -	- -	9 5.3	2 10.0	7 4.2	- -	9 4.7	1 4.8	7 5.6	- -	2 2.7	4 6.5	2 5.3
Same language	9 4.7	- -	1 5.0	3 11.5	- -	2 6.5	2 6.1	1 2.4	2 9.1	7 4.1	1 5.0	8 4.8	- -	9 4.7	2 9.5	7 5.6	- -	2 2.7	3 4.8	3 7.9
Similarity to own country	24 12.6	3 15.0	4 20.0	9 34.6	1 5.3	3 9.7	3 9.1	1 2.4	1 4.5	23 13.6	2 10.0	21 12.5	- -	24 12.6	3 14.3	17 13.6	1 6.3	9 12.3	7 11.3	7 18.4
NET: Costs	4 2.1	- -	- -	- -	2 10.5	- -	1 3.0	1 2.4	1 4.5	3 1.8	- -	4 2.4	- -	4 2.1	- -	2 1.6	2 12.5	2 2.7	1 1.6	1 2.6
Labour costs	3 1.6	- -	- -	- -	2 10.5	- -	1 3.0	- -	1 4.5	2 1.2	- -	3 1.8	- -	3 1.6	- -	1 .8	2 12.5	1 1.4	1 1.6	1 2.6
Costs (general mention)	1 .5	- -	- -	- -	- -	- -	- -	1 2.4	- -	1 .6	- -	1 .6	- -	1 .5	- -	1 .8	- -	1 1.4	- -	- -
NET: Risk	3 1.6	- -	1 5.0	- -	- -	1 3.2	- -	1 2.4	- -	3 1.8	- -	3 1.8	- -	3 1.6	- -	3 2.4	- -	2 2.7	- -	- -