

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	99	104	100	100	100	100	97	156	541	109	582	87	613	77	464	98	164	212	247
	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	100.0
Costs (general mention)	15	2	4	1	-	-	4	4	2	13	1	14	1	14	-	9	4	7	2	5
	2.1	2.0	3.8	1.0	-	-	4.0	4.1	1.3	2.4	.9	2.4	1.1	2.3	-	1.9	4.1	4.3	.9	2.0
NET: Risk	7	-	2	-	-	2	-	3	2	5	1	6	2	5	-	7	-	2	2	2
	1.0	-	1.9	-	-	2.0	-	3.1	1.3	.9	.9	1.0	2.3	.8	-	1.5	-	1.2	.9	.8
Not part of the EU/ different from our market	7	-	2	-	-	2	-	3	2	5	1	6	2	5	-	7	-	2	2	2
	1.0	-	1.9	-	-	2.0	-	3.1	1.3	.9	.9	1.0	2.3	.8	-	1.5	-	1.2	.9	.8
Risk level	1	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	-	1
	.1	-	-	-	-	1.0	-	-	.6	-	.9	-	1.1	-	-	.2	-	-	-	.4
NET: Corporate desire to invest	10	-	2	-	-	-	2	6	1	9	1	9	1	9	-	6	2	1	5	4
	1.4	-	1.9	-	-	-	2.0	6.2	.6	1.7	.9	1.5	1.1	1.5	-	1.3	2.0	.6	2.4	1.6
Want to expand	3	-	1	-	-	-	2	-	1	2	1	2	-	3	-	3	-	-	2	1
	.4	-	1.0	-	-	-	2.0	-	.6	.4	.9	.3	-	.5	-	.6	-	-	.9	.4
Prefer to invest elsewhere	8	-	2	-	-	-	-	6	1	7	1	7	1	7	-	4	2	1	4	3
	1.1	-	1.9	-	-	-	-	6.2	.6	1.3	.9	1.2	1.1	1.1	-	.9	2.0	.6	1.9	1.2
NET: Need for information	7	4	-	1	-	-	1	1	1	6	2	5	1	6	-	5	-	-	2	4
	1.0	4.0	-	1.0	-	-	1.0	1.0	.6	1.1	1.8	.9	1.1	1.0	-	1.1	-	-	.9	1.6
Market is new/ young	4	3	-	1	-	-	-	-	1	3	1	3	-	4	-	3	-	-	-	4
	.6	3.0	-	1.0	-	-	-	-	.6	.6	.9	.5	-	.7	-	.6	-	-	-	1.6
Do not know enough about the country	4	1	-	1	-	-	1	1	-	.4	1	3	1	3	-	3	-	-	2	1
	.6	1.0	-	1.0	-	-	1.0	1.0	-	.7	.9	.5	1.1	.5	-	.6	-	-	.9	.4