

DATE 07/16/97

774005

REPORT 14

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: Politics	120 17.1	20 20.2	29 27.9	33 33.0	8 8.0	10 10.0	14 14.0	6 6.2	29 18.6	91 16.8	27 24.8	90 15.5	13 14.9	107 17.5	16 20.8	78 16.8	16 16.3	27 16.5	36 17.0	45 18.2
Currency stability	19 2.7	3 3.0	9 8.7	2 2.0	1 1.0	- -	1 1.0	3 3.1	7 4.5	12 2.2	3 2.8	14 2.4	4 4.6	15 2.4	- -	14 3.0	3 3.1	5 3.0	4 1.9	7 2.8
Inflation	5 .7	1 1.0	2 1.9	1 1.0	1 1.0	- -	- -	- -	1 .6	4 .7	2 1.8	3 .5	- -	5 .8	- -	4 .9	- -	- -	2 .9	2 .8
Political situation	24 3.4	6 6.1	9 8.7	6 6.0	2 2.0	1 1.0	- -	- -	6 3.8	18 3.3	7 6.4	17 2.9	4 4.6	20 3.3	1 1.3	18 3.9	5 5.1	2 1.2	7 3.3	10 4.0
Government attitude towards business	46 6.6	10 10.1	14 13.5	15 15.0	2 2.0	2 2.0	2 2.0	1 1.0	11 7.1	35 6.5	12 11.0	33 5.7	3 3.4	43 7.0	10 13.0	27 5.8	5 5.1	11 6.7	10 4.7	21 8.5
Same language	22 3.1	3 3.0	3 2.9	4 4.0	- -	3 3.0	8 8.0	1 1.0	6 3.8	16 3.0	2 1.8	20 3.4	3 3.4	19 3.1	2 2.6	18 3.9	1 1.0	2 1.2	9 4.2	9 3.6
Similarity to own country	36 5.1	5 5.1	7 6.7	11 11.0	2 2.0	5 5.0	5 5.0	1 1.0	2 1.3	34 6.3	4 3.7	31 5.3	2 2.3	34 5.5	5 6.5	23 5.0	5 5.1	12 7.3	11 5.2	12 4.9
NET: Costs	156 22.3	22 22.2	55 52.9	12 12.0	28 28.0	7 7.0	16 16.0	16 16.5	30 19.2	125 23.1	19 17.4	136 23.4	10 11.5	146 23.8	14 18.2	93 20.0	39 39.8	30 18.3	46 21.7	62 25.1
Labour costs	138 19.7	19 19.2	53 51.0	8 8.0	27 27.0	6 6.0	12 12.0	13 13.4	25 16.0	112 20.7	17 15.6	120 20.6	8 9.2	130 21.2	13 16.9	82 17.7	35 35.7	25 15.2	41 19.3	55 22.3
Costs of plant construction	21 3.0	4 4.0	7 6.7	4 4.0	2 2.0	3 3.0	1 1.0	- -	5 3.2	16 3.0	1 .9	19 3.3	1 1.1	20 3.3	2 2.6	13 2.8	5 5.1	3 1.8	9 4.2	6 2.4
Energy costs	11 1.6	- -	9 8.7	- -	1 1.0	- -	1 1.0	- -	3 1.9	8 1.5	- -	11 1.9	1 1.1	10 1.6	- -	5 1.1	5 5.1	3 1.8	2 .9	5 2.0