

DATE 07/16/97

774005

REPORT 13 (continuation)

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 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
NET: Market growth	105	15	23	30	7	10	10	10	24	81	16	86	13	92	4	80	15	26	41	31
	15.0	15.2	22.1	30.0	7.0	10.0	10.0	10.3	15.4	15.0	14.7	14.8	14.9	15.0	5.2	17.2	15.3	15.9	19.3	12.6
Growth of market	93	14	21	27	6	9	7	9	22	71	14	76	12	81	4	70	13	23	35	29
	13.3	14.1	20.2	27.0	6.0	9.0	7.0	9.3	14.1	13.1	12.8	13.1	13.8	13.2	5.2	15.1	13.3	14.0	16.5	11.7
Quality of life	14	1	3	4	1	1	3	1	2	12	3	11	2	12	-	12	2	4	6	2
	2.0	1.0	2.9	4.0	1.0	1.0	3.0	1.0	1.3	2.2	2.8	1.9	2.3	2.0	-	2.6	2.0	2.4	2.8	.8
NET: Technology	44	9	5	6	14	3	6	1	11	33	7	36	10	34	2	33	8	8	9	16
	6.3	9.1	4.8	6.0	14.0	3.0	6.0	1.0	7.1	6.1	6.4	6.2	11.5	5.5	2.6	7.1	8.2	4.9	4.2	6.5
Telecommunications	5	1	2	-	1	-	-	1	2	3	-	5	2	3	-	5	-	-	2	3
	.7	1.0	1.9	-	1.0	-	-	1.0	1.3	.6	-	.9	2.3	.5	-	1.1	-	-	.9	1.2
Level of technology	39	8	3	6	13	3	6	-	9	30	7	31	8	31	2	28	8	8	7	13
	5.6	8.1	2.9	6.0	13.0	3.0	6.0	-	5.8	5.5	6.4	5.3	9.2	5.1	2.6	6.0	8.2	4.9	3.3	5.3
NET: Location	148	9	54	22	16	16	14	17	36	111	20	127	19	129	12	113	14	36	45	52
	21.1	9.1	51.9	22.0	16.0	16.0	14.0	17.5	23.1	20.5	18.3	21.8	21.8	21.0	15.6	24.4	14.3	22.0	21.2	21.1
Proximity to markets	94	5	27	12	15	14	13	8	23	70	14	80	15	79	7	71	9	21	26	38
	13.4	5.1	26.0	12.0	15.0	14.0	13.0	8.2	14.7	12.9	12.8	13.7	17.2	12.9	9.1	15.3	9.2	12.8	12.3	15.4
Transportation	44	2	23	7	2	2	1	7	8	36	6	37	2	42	4	35	2	12	15	13
	6.3	2.0	22.1	7.0	2.0	2.0	1.0	7.2	5.1	6.7	5.5	6.4	2.3	6.9	5.2	7.5	2.0	7.3	7.1	5.3
Cost of transportation	28	2	20	3	-	1	-	2	8	19	1	27	2	26	3	21	4	6	8	11
	4.0	2.0	19.2	3.0	-	1.0	-	2.1	5.1	3.5	.9	4.6	2.3	4.2	3.9	4.5	4.1	3.7	3.8	4.5
Location (general mention)	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	-	.2	-	.2	-	.2	-	-	-	.6	-	-