

DATE 07/16/97

774005

REPORT 12 (continuation)

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- First mention

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
Quality of life	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.1	-	1.0	-	-	-	-	-	-	.2	-	.2	-	.2	-	.2	-	.6	-	-
NET: Technology	18	1	1	-	8	1	3	4	6	12	2	16	4	14	5	13	-	4	2	9
	2.6	1.0	1.0	-	8.0	1.0	3.0	4.1	3.8	2.2	1.8	2.7	4.6	2.3	6.5	2.8	-	2.4	.9	3.6
Telecommunications	1	-	-	-	-	-	-	1	1	-	-	1	1	-	1	-	-	1	-	-
	.1	-	-	-	-	-	-	1.0	.6	-	-	.2	1.1	-	1.3	-	-	.6	-	-
Level of technology	17	1	1	-	8	1	3	3	5	12	2	15	3	14	4	13	-	3	2	9
	2.4	1.0	1.0	-	8.0	1.0	3.0	3.1	3.2	2.2	1.8	2.6	3.4	2.3	5.2	2.8	-	1.8	.9	3.6
NET: Location	141	19	22	19	10	23	16	32	22	119	16	124	9	132	16	95	8	48	48	30
	20.1	19.2	21.2	19.0	10.0	23.0	16.0	33.0	14.1	22.0	14.7	21.3	10.3	21.5	20.8	20.5	8.2	29.3	22.6	12.1
Proximity to markets	126	18	20	19	8	23	12	26	20	106	15	110	9	117	15	87	6	41	43	29
	18.0	18.2	19.2	19.0	8.0	23.0	12.0	26.8	12.8	19.6	13.8	18.9	10.3	19.1	19.5	18.8	6.1	25.0	20.3	11.7
Transportation	11	1	2	-	1	-	3	4	2	9	1	10	-	11	1	5	2	5	4	1
	1.6	1.0	1.9	-	1.0	-	3.0	4.1	1.3	1.7	.9	1.7	-	1.8	1.3	1.1	2.0	3.0	1.9	.4
Cost of transportation	2	-	-	-	1	-	1	-	-	2	-	2	-	2	-	2	-	-	1	-
	.3	-	-	-	1.0	-	1.0	-	-	.4	-	.3	-	.3	-	.4	-	-	.5	-
Location (general mention)	2	-	-	-	-	-	-	2	-	2	-	2	-	2	-	1	-	2	-	-
	.3	-	-	-	-	-	-	2.1	-	.4	-	.3	-	.3	-	.2	-	1.2	-	-
NET: Local Economic Conditions	2	-	-	1	-	1	-	-	1	1	-	2	1	1	-	2	-	-	2	-
	.3	-	-	1.0	-	1.0	-	-	.6	.2	-	.3	1.1	.2	-	.4	-	-	.9	-