

DATE 07/16/97

774005

REPORT 8

S.1 Q.1a Which one of the following different regions would you consider to be the most attractive place for your company to invest at the present time?

| | 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 | 704 | 100 | 104 | 100 | 100 | 100 | 100 | 100 | 156 | 543 | 111 | 584 | 87 | 613 | 77 | 466 | 98 | 166 | 212 | 249 |
| | 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 |
| Western Europe | 191 | 20 | 20 | 26 | 19 | 31 | 33 | 42 | 22 | 169 | 20 | 168 | - | 191 | 21 | 125 | 16 | 73 | 62 | 38 |
| | 27.1 | 20.0 | 19.2 | 26.0 | 19.0 | 31.0 | 33.0 | 42.0 | 14.1 | 31.1 | 18.0 | 28.8 | - | 31.2 | 27.3 | 26.8 | 16.3 | 44.0 | 29.2 | 15.3 |
| Eastern Europe | 178 | 13 | 39 | 26 | 24 | 26 | 25 | 25 | 20 | 156 | 23 | 154 | - | 178 | 22 | 113 | 26 | 49 | 56 | 47 |
| | 25.3 | 13.0 | 37.5 | 26.0 | 24.0 | 26.0 | 25.0 | 25.0 | 12.8 | 28.7 | 20.7 | 26.4 | - | 29.0 | 28.6 | 24.2 | 26.5 | 29.5 | 26.4 | 18.9 |
| East Asia | 203 | 41 | 27 | 31 | 27 | 30 | 27 | 20 | 53 | 149 | 39 | 161 | - | 203 | 23 | 127 | 41 | 31 | 60 | 96 |
| | 28.8 | 41.0 | 26.0 | 31.0 | 27.0 | 30.0 | 27.0 | 20.0 | 34.0 | 27.4 | 35.1 | 27.6 | - | 33.1 | 29.9 | 27.3 | 41.8 | 18.7 | 28.3 | 38.6 |
| North America (includes Canada, U.S., and Mexico) | 87 | 18 | 11 | 8 | 18 | 12 | 14 | 6 | 54 | 33 | 23 | 63 | 87 | - | 7 | 73 | 5 | 3 | 22 | 53 |
| | 12.4 | 18.0 | 10.6 | 8.0 | 18.0 | 12.0 | 14.0 | 6.0 | 34.6 | 6.1 | 20.7 | 10.8 | 100.0 | - | 9.1 | 15.7 | 5.1 | 1.8 | 10.4 | 21.3 |
| Latin America | 41 | 7 | 7 | 9 | 12 | 1 | 1 | 4 | 7 | 34 | 4 | 36 | - | 41 | 4 | 26 | 10 | 8 | 12 | 13 |
| | 5.8 | 7.0 | 6.7 | 9.0 | 12.0 | 1.0 | 1.0 | 4.0 | 4.5 | 6.3 | 3.6 | 6.2 | - | 6.7 | 5.2 | 5.6 | 10.2 | 4.8 | 5.7 | 5.2 |
| Other country | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| D.N.S. | 4 | 1 | - | - | - | - | - | 3 | - | 2 | 2 | 2 | - | - | - | 2 | - | 2 | - | 2 |
| | .6 | 1.0 | - | - | - | - | - | 3.0 | - | .4 | 1.8 | .3 | - | - | - | .4 | - | 1.2 | - | .8 |