

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

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total	Tech Int.	Other	Total
TOTAL INTERVIEWS	700	263	99	50	49	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	97	31	66	100.0
NET: Risk	5	3	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1	1	-	-
	.7	1.1	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	1.0	3.2	-	-
Not part of the EU/ different from our market	5	3	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	1	1	-	-
	.7	1.1	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	1.0	3.2	-	-
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	-
NET: Corporate desire to invest	6	2	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	4	1	3	-
	.9	.8	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	-	-	-	4.1	3.2	4.5	-
Want to expand	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to invest elsewhere	5	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	4	1	3	-
	.7	.4	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	4.1	3.2	4.5	-
NET: Need for information	4	1	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	-
	.6	.4	1.0	2.0	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	-
Market is new/ young	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	3	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	-
	.4	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	-
NET: Market growth	105	41	15	10	5	23	9	14	30	10	20	7	1	5	10	5	5	10	1	9	10	5	5	-
	15.0	15.6	15.2	20.0	10.2	22.1	19.1	24.6	30.0	29.4	30.8	7.0	3.0	7.8	10.0	12.8	8.2	10.0	3.4	13.0	10.3	16.1	7.6	-
Growth of market	93	38	14	9	5	21	9	12	27	9	18	6	1	4	9	4	5	7	1	6	9	5	4	-
	13.3	14.4	14.1	18.0	10.2	20.2	19.1	21.1	27.0	26.5	27.7	6.0	3.0	6.3	9.0	10.3	8.2	7.0	3.4	8.7	9.3	16.1	6.1	-