DATE 07/16/97
774005
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 Western Europe in Q.1a

REPORT 12A (continuation)

	TOTAL	COUNTRY U.K.	COUNTRY Germany	COUNTRY France	COUNTRY Italy	COUNTRY Sweden	COUNTRY Switzerland	COUNTRY Netherlands	CURRENTLY CONSIDER N.AMERICAN INVESTMENTS Yes	CURRENTLY CONSIDER N.AMERICAN INVESTMENTS No	CONSIDER INVESTING IN CANADA (NEXT 3 YRS) Yes	CONSIDER INVESTING IN CANADA (NEXT 3 YRS) No	NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION Yes	NORTH AMERICA IS MOST ATTRACTIVE INVESTMENT LOCATION No	OVERALL MOST ATTRACTIVE INVESTMENT LOCATION Canada	OVERALL MOST ATTRACTIVE INVESTMENT LOCATION U.S.	OVERALL MOST ATTRACTIVE INVESTMENT LOCATION Mexico	% NORTH AMERICAN REVENUE None (0%)	% NORTH AMERICAN REVENUE 1-9%	% NORTH AMERICAN REVENUE 10% Plus
TOTAL INTERVIEWS	191	20	20	26	19	31	33	42	22	169	20	168	-	191	21	125	16	73	62	38
	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: Corporate desire to invest	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
Prefer to invest elsewhere	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-
	.5	-	5.0	-	-	-	-	-	4.5	-	5.0	-	-	.5	-	.8	-	-	1.6	-
NET: Need for information	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	-	.6	-	.5	-	.8	-	-	-	2.6
Market is new/ young	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1
	.5	5.0	-	-	-	-	-	-	4.5	-	-	.6	-	.5	-	.8	-	-	-	2.6
NET: Market growth	41	1	7	7	9	7	5	5	6	35	5	35	-	41	2	29	5	17	9	8
	21.5	5.0	35.0	26.9	47.4	22.6	15.2	11.9	27.3	20.7	25.0	20.8	-	21.5	9.5	23.2	31.3	23.3	14.5	21.1
Growth of market	40	1	6	7	9	7	5	5	6	34	5	34	-	40	2	28	5	16	9	8
	20.9	5.0	30.0	26.9	47.4	22.6	15.2	11.9	27.3	20.1	25.0	20.2	-	20.9	9.5	22.4	31.3	21.9	14.5	21.1
Quality of life	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	-
	.5	-	5.0	-	-	-	-	-	-	.6	-	.6	-	.5	-	.8	-	1.4	-	-
NET: Technology	8	1	1	-	1	1	3	1	1	7	-	8	-	8	1	7	-	2	-	4
	4.2	5.0	5.0	-	5.3	3.2	9.1	2.4	4.5	4.1	-	4.8	-	4.2	4.8	5.6	-	2.7	-	10.5
Level of technology	8	1	1	-	1	1	3	1	1	7	-	8	-	8	1	7	-	2	-	4
	4.2	5.0	5.0	-	5.3	3.2	9.1	2.4	4.5	4.1	-	4.8	-	4.2	4.8	5.6	-	2.7	-	10.5
NET: Location	87	8	8	15	5	18	9	24	8	79	8	78	-	87	12	55	3	38	30	13
	45.5	40.0	40.0	57.7	26.3	58.1	27.3	57.1	36.4	46.7	40.0	46.4	-	45.5	57.1	44.0	18.8	52.1	48.4	34.2