

DATE 07/16/97  
774005

REPORT 11 (continuation)

S.1 Q.1a-c Which regions do you consider to be the most attractive place for your company to invest at the present time?

--- Summary of all mentions

	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 INTERVIEWS	704	264	100	50	50	104	47	57	100	34	65	100	33	64	100	39	61	100	29	69	100	32	68	
	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	100.0	100.0	100.0	
Western Europe	411	165	51	31	20	57	31	26	61	20	41	46	16	28	60	25	35	71	20	50	65	22	43	
	58.4	62.5	51.0	62.0	40.0	54.8	66.0	45.6	61.0	58.8	63.1	46.0	48.5	43.8	60.0	64.1	57.4	71.0	69.0	72.5	65.0	68.8	63.2	
Eastern Europe	432	156	59	28	31	77	35	42	61	15	45	64	23	38	47	18	29	56	13	41	68	24	44	
	61.4	59.1	59.0	56.0	62.0	74.0	74.5	73.7	61.0	44.1	69.2	64.0	69.7	59.4	47.0	46.2	47.5	56.0	44.8	59.4	68.0	75.0	64.7	
East Asia	493	192	81	42	39	75	31	44	74	30	43	75	27	48	60	23	37	73	21	50	55	18	37	
	70.0	72.7	81.0	84.0	78.0	72.1	66.0	77.2	74.0	88.2	66.2	75.0	81.8	75.0	60.0	59.0	60.7	73.0	72.4	72.5	55.0	56.3	54.4	
North America (includes Canada, U.S., and Mexico)	338	142	49	27	22	47	24	23	49	20	29	52	18	32	41	20	21	68	21	47	32	12	20	
	48.0	53.8	49.0	54.0	44.0	45.2	51.1	40.4	49.0	58.8	44.6	52.0	54.5	50.0	41.0	51.3	34.4	68.0	72.4	68.1	32.0	37.5	29.4	
Latin America	219	71	24	8	16	37	14	23	51	17	33	55	14	39	10	3	7	19	7	11	23	8	15	
	31.1	26.9	24.0	16.0	32.0	35.6	29.8	40.4	51.0	50.0	50.8	55.0	42.4	60.9	10.0	7.7	11.5	19.0	24.1	15.9	23.0	25.0	22.1	
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
O.N.S.	3	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	
	.4	-	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	