

DATE 07/16/97

774005

REPORT 13A (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 Western Europe in 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	191 100.0	20 100.0	20 100.0	26 100.0	19 100.0	31 100.0	33 100.0	42 100.0	22 100.0	169 100.0	20 100.0	168 100.0	- -	191 100.0	21 100.0	125 100.0	16 100.0	73 100.0	62 100.0	38 100.0
Not part of the EU/ different from our market	3 1.6	-	1 5.0	-	-	1 3.2	-	1 2.4	-	3 1.8	-	3 1.8	-	3 1.6	-	3 2.4	-	2 2.7	-	-
NET: Corporate desire to invest	2 1.0	-	1 5.0	-	-	-	-	1 2.4	1 4.5	1 .6	1 5.0	1 .6	-	2 1.0	-	1 .8	1 6.3	-	2 3.2	-
Want to expand	1 .5	-	1 5.0	-	-	-	-	-	1 4.5	-	1 5.0	-	-	1 .5	-	1 .8	-	-	1 1.6	-
Prefer to invest elsewhere	1 .5	-	-	-	-	-	-	1 2.4	-	1 .6	-	1 .6	-	1 .5	-	-	1 6.3	-	1 1.6	-
NET: Need for information	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	25 13.1	3 15.0	6 30.0	6 23.1	2 10.5	4 12.9	2 6.1	2 4.8	3 13.6	22 13.0	2 10.0	21 12.5	-	25 13.1	1 4.8	21 16.8	2 12.5	7 9.6	12 19.4	5 13.2
Growth of market	19 9.9	3 15.0	5 25.0	4 15.4	1 5.3	3 9.7	2 6.1	1 2.4	2 9.1	17 10.1	2 10.0	15 8.9	-	19 9.9	1 4.8	15 12.0	2 12.5	5 6.8	9 14.5	4 10.5
Quality of life	6 3.1	-	1 5.0	2 7.7	1 5.3	1 3.2	-	1 2.4	1 4.5	5 3.0	-	6 3.6	-	6 3.1	-	6 4.8	-	2 2.7	3 4.8	1 2.6
NET: Technology	13 6.8	2 10.0	2 10.0	3 11.5	1 5.3	2 6.5	2 6.1	1 2.4	-	13 7.7	1 5.0	12 7.1	-	13 6.8	1 4.8	11 8.8	1 6.3	5 6.8	3 4.8	3 7.9
Telecommunications	1 .5	-	-	-	-	-	-	1 2.4	-	1 .6	-	1 .6	-	1 .5	-	1 .8	-	-	-	1 2.6