

DATE 07/16/97

774005

REPORT 12 (continuation)

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 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 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	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
Not part of the EU/ different from our market	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5
NET: Corporate desire to invest	5	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	2	1	1
	.7	.8	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	2.1	3.2	1.5
Want to expand	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-
	.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	-	-	-
Prefer to invest elsewhere	3	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.4	.8	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5
NET: Need for information	4	2	3	2	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.6	.8	3.0	4.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	3	1	2	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.4	.4	2.0	2.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Do not know enough about the country	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	336	133	41	23	18	54	22	32	54	21	32	59	20	38	66	25	41	32	13	19	30	9	21
	48.0	50.6	41.4	46.0	36.7	51.9	46.8	56.1	54.0	61.8	49.2	59.0	60.6	59.4	66.0	64.1	67.2	32.0	44.8	27.5	30.9	29.0	31.8
Growth of market	335	133	41	23	18	53	22	31	54	21	32	59	20	38	66	25	41	32	13	19	30	9	21
	47.9	50.6	41.4	46.0	36.7	51.0	46.8	54.4	54.0	61.8	49.2	59.0	60.6	59.4	66.0	64.1	67.2	32.0	44.8	27.5	30.9	29.0	31.8
Quality of life	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	1.0	-	1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Technology	18	9	1	1	-	1	1	-	-	-	-	8	4	4	1	-	1	3	-	3	4	3	1
	2.6	3.4	1.0	2.0	-	1.0	2.1	-	-	-	-	8.0	12.1	6.3	1.0	-	1.6	3.0	-	4.3	4.1	9.7	1.5