

DATE 07/16/97
774005

REPORT 11

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

	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	704 100.0	100 100.0	104 100.0	100 100.0	100 100.0	100 100.0	100 100.0	100 100.0	156 100.0	543 100.0	111 100.0	584 100.0	87 100.0	613 100.0	77 100.0	466 100.0	98 100.0	166 100.0	212 100.0	249 100.0
Western Europe	411 58.4	51 51.0	57 54.8	61 61.0	46 46.0	60 60.0	71 71.0	65 65.0	74 47.4	336 61.9	60 54.1	345 59.1	52 59.8	358 58.4	46 59.7	277 59.4	48 49.0	116 69.9	126 59.4	123 49.4
Eastern Europe	432 61.4	59 59.0	77 74.0	61 61.0	64 64.0	47 47.0	56 56.0	68 68.0	79 50.6	351 64.6	57 51.4	370 63.4	29 33.3	403 65.7	50 64.9	271 58.2	72 73.5	118 71.1	134 63.2	121 48.6
East Asia	493 70.0	81 81.0	75 72.1	74 74.0	75 75.0	60 60.0	73 73.0	55 55.0	126 80.8	364 67.0	85 76.6	400 68.5	65 74.7	427 69.7	53 68.8	327 70.2	82 83.7	93 56.0	151 71.2	200 80.3
North America (includes Canada, U.S., and Mexico)	338 48.0	49 49.0	47 45.2	49 49.0	52 52.0	41 41.0	68 68.0	32 32.0	115 73.7	222 40.9	78 70.3	256 43.8	87 100.0	251 40.9	39 50.6	270 57.9	26 26.5	47 28.3	101 47.6	156 62.7
Latin America	219 31.1	24 24.0	37 35.6	51 51.0	55 55.0	10 10.0	19 19.0	23 23.0	47 30.1	170 31.3	37 33.3	178 30.5	16 18.4	203 33.1	21 27.3	137 29.4	51 52.0	35 21.1	62 29.2	94 37.8
Other country	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
D.N.S.	3 .4	1 1.0	-	-	-	-	-	2 2.0	-	1 .2	2 1.8	1 .2	-	-	-	1 .2	-	1 .6	-	2 .8