

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)

	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
TOTAL INTERVIEWS	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29	
	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	100.0
Prefer to invest elsewhere	1.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Need for information	1.5	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Market is new/ young	1.5	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	41	15	1	-	1	7	2	5	7	1	6	9	5	4	7	3	4	5	2	3	5	2	3	
	21.5	20.0	5.0	-	10.0	35.0	15.4	71.4	26.9	11.1	35.3	47.4	50.0	44.4	22.6	25.0	21.1	15.2	25.0	12.0	11.9	15.4	10.3	
Growth of market	40	15	1	-	1	6	2	4	7	1	6	9	5	4	7	3	4	5	2	3	5	2	3	
	20.9	20.0	5.0	-	10.0	30.0	15.4	57.1	26.9	11.1	35.3	47.4	50.0	44.4	22.6	25.0	21.1	15.2	25.0	12.0	11.9	15.4	10.3	
Quality of life	1.5	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
						5.0		14.3																
NET: Technology	8	4	1	1	-	1	1	-	-	-	-	1	1	-	1	-	1	3	-	3	1	1	-	
	4.2	5.3	5.0	10.0	-	5.0	7.7	-	-	-	-	5.3	10.0	-	3.2	-	5.3	9.1	-	12.0	2.4	7.7	-	
Level of technology	8	4	1	1	-	1	1	-	-	-	-	1	1	-	1	-	1	3	-	3	1	1	-	
	4.2	5.3	5.0	10.0	-	5.0	7.7	-	-	-	-	5.3	10.0	-	3.2	-	5.3	9.1	-	12.0	2.4	7.7	-	
NET: Location	87	32	8	4	4	8	7	1	15	6	9	5	3	2	18	5	13	9	2	7	24	5	19	
	45.5	42.7	40.0	40.0	40.0	40.0	53.8	14.3	57.7	66.7	52.9	26.3	30.0	22.2	58.1	41.7	68.4	27.3	25.0	28.0	57.1	38.5	65.5	
Proximity to markets	75	29	7	4	3	6	6	-	15	6	9	4	2	2	18	5	13	6	2	4	19	4	15	
	39.3	38.7	35.0	40.0	30.0	30.0	46.2	-	57.7	66.7	52.9	21.1	20.0	22.2	58.1	41.7	68.4	18.2	25.0	16.0	45.2	30.8	51.7	
Transportation	9	2	1	-	1	2	1	1	-	-	-	1	1	-	-	-	-	2	-	2	3	-	3	
	4.7	2.7	5.0	-	10.0	10.0	7.7	14.3	-	-	-	5.3	10.0	-	-	-	-	6.1	-	8.0	7.1	-	10.3	
Cost of transportation	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	
																		3.0	-	4.0	-	-	-	