

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

	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	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
Not part of the EU/ different from our market	3	2	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-
	1.6	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	2.4	7.7	-
NET: Corporate desire to invest	2	2	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.0	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
Want to expand	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer to invest elsewhere	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
NET: Need for information	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Market growth	25	10	3	2	1	6	2	4	6	4	2	2	-	2	4	2	2	2	-	2	2	-	2
	13.1	13.3	15.0	20.0	10.0	30.0	15.4	57.1	23.1	44.4	11.8	10.5	-	22.2	12.9	16.7	10.5	6.1	-	8.0	4.8	-	6.9
Growth of market	19	8	3	2	1	5	2	3	4	3	1	1	-	1	3	1	2	2	-	2	1	-	1
	9.9	10.7	15.0	20.0	10.0	25.0	15.4	42.9	15.4	33.3	5.9	5.3	-	11.1	9.7	8.3	10.5	6.1	-	8.0	2.4	-	3.4
Quality of life	6	2	-	-	-	1	-	1	2	1	1	1	-	1	1	1	-	-	-	-	1	-	1
	3.1	2.7	-	-	-	5.0	-	14.3	7.7	11.1	5.9	5.3	-	11.1	3.2	8.3	-	-	-	-	2.4	-	3.4
NET: Technology	13	9	2	2	-	2	1	1	3	2	1	1	-	1	2	2	-	2	1	1	1	1	-
	6.8	12.0	10.0	20.0	-	10.0	7.7	14.3	11.5	22.2	5.9	5.3	-	11.1	6.5	16.7	-	6.1	12.5	4.0	2.4	7.7	-
Telecommunications	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
Level of technology	12	8	2	2	-	2	1	1	3	2	1	1	-	1	2	2	-	2	1	1	-	-	-
	6.3	10.7	10.0	20.0	-	10.0	7.7	14.3	11.5	22.2	5.9	5.3	-	11.1	6.5	16.7	-	6.1	12.5	4.0	-	-	-
NET: Location	46	19	-	-	-	12	8	4	12	4	8	4	2	2	5	3	2	5	-	5	8	2	6
	24.1	25.3	-	-	-	60.0	61.5	57.1	46.2	44.4	47.1	21.1	20.0	22.2	16.1	25.0	10.5	15.2	-	20.0	19.0	15.4	20.7