

DATE 07/16/97

774005

REPORT 14 (continuation)

S.1 Q.2 For what reason(s) is this region the most attractive region to your company at the time? --- Total mentions

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
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	100.0	100.0
NET: Risk	7	4	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	3	2	1	
	1.0	1.5	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	3.1	6.5	1.5	
Not part of the EU/ different from our market	7	4	-	-	-	2	2	-	-	-	-	-	-	-	2	-	2	-	-	-	3	2	1	
	1.0	1.5	-	-	-	1.9	4.3	-	-	-	-	-	-	-	2.0	-	3.3	-	-	-	3.1	6.5	1.5	
Risk level	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	
NET: Corporate desire to invest	10	3	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	2	-	2	6	2	4	
	1.4	1.1	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	2.0	-	2.9	6.2	6.5	6.1	
Want to expand	3	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	
	.4	.4	-	-	-	1.0	2.1	-	-	-	-	-	-	-	-	-	-	2.0	-	2.9	-	-	-	
Prefer to invest elsewhere	8	3	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	6	2	4	
	1.1	1.1	-	-	-	1.9	2.1	1.8	-	-	-	-	-	-	-	-	-	-	-	-	6.2	6.5	6.1	
NET: Need for information	7	3	4	3	1	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	1.0	1.1	4.0	6.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	
Market is new/ young	4	2	3	2	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	.6	.8	3.0	4.0	2.0	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-	
Do not know enough about the country	4	1	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1	-	1	
	.6	.4	1.0	2.0	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	1.0	-	1.5	
NET: Market growth	421	166	52	29	23	72	31	41	77	28	48	65	21	42	75	29	46	41	14	27	39	14	25	
	60.1	63.1	52.5	58.0	46.9	69.2	66.0	71.9	77.0	82.4	73.8	65.0	63.6	65.6	75.0	74.4	75.4	41.0	48.3	39.1	40.2	45.2	37.9	
Growth of market	415	164	52	29	23	72	31	41	76	27	48	65	21	42	74	28	46	38	14	24	38	14	24	
	59.3	62.4	52.5	58.0	46.9	69.2	66.0	71.9	76.0	79.4	73.8	65.0	63.6	65.6	74.0	71.8	75.4	38.0	48.3	34.8	39.2	45.2	36.4	