

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.	Tech Total	Tech Int.	Tech Other	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech Other	Tech Total	Tech Int.	Tech 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	
NET: Politics	120	57	20	14	6	29	19	10	33	10	23	8	2	6	10	5	5	14	5	9	6	2	4	
	17.1	21.7	20.2	28.0	12.2	27.9	40.4	17.5	33.0	29.4	35.4	8.0	6.1	9.4	10.0	12.8	8.2	14.0	17.2	13.0	6.2	6.5	6.1	
Currency stability	19	13	3	3	-	9	6	3	2	2	-	1	-	1	-	-	-	1	1	-	3	1	2	
	2.7	4.9	3.0	6.0	-	8.7	12.8	5.3	2.0	5.9	-	1.0	-	1.6	-	-	-	1.0	3.4	-	3.1	3.2	3.0	
Inflation	5	2	1	1	-	2	1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	
	.7	.8	1.0	2.0	-	1.9	2.1	1.8	1.0	-	1.5	1.0	-	1.6	-	-	-	-	-	-	-	-	-	
Political situation	24	15	6	5	1	9	5	4	6	4	2	2	-	2	1	1	-	-	-	-	-	-	-	
	3.4	5.7	6.1	10.0	2.0	8.7	10.6	7.0	6.0	11.8	3.1	2.0	-	3.1	1.0	2.6	-	-	-	-	-	-	-	
Government attitude towards business	46	22	10	6	4	14	13	1	15	2	13	2	-	2	2	-	2	2	1	1	1	-	1	
	6.6	8.4	10.1	12.0	8.2	13.5	27.7	1.8	15.0	5.9	20.0	2.0	-	3.1	2.0	-	3.3	2.0	3.4	1.4	1.0	-	1.5	
Same language	22	7	3	-	3	3	2	1	4	1	3	-	-	-	3	2	1	8	2	6	1	-	1	
	3.1	2.7	3.0	-	6.1	2.9	4.3	1.8	4.0	2.9	4.6	-	-	-	3.0	5.1	1.6	8.0	6.9	8.7	1.0	-	1.5	
Similarity to own country	36	18	5	4	1	7	4	3	11	3	8	2	2	-	5	3	2	5	1	4	1	1	-	
	5.1	6.8	5.1	8.0	2.0	6.7	8.5	5.3	11.0	8.8	12.3	2.0	6.1	-	5.0	7.7	3.3	5.0	3.4	5.8	1.0	3.2	-	
NET: Costs	156	62	22	10	12	55	28	27	12	7	5	28	4	23	7	4	3	16	4	11	16	5	11	
	22.3	23.6	22.2	20.0	24.5	52.9	59.6	47.4	12.0	20.6	7.7	28.0	12.1	35.9	7.0	10.3	4.9	16.0	13.8	15.9	16.5	16.1	16.7	
Labour costs	138	54	19	9	10	53	26	27	8	6	2	27	4	22	6	3	3	12	3	9	13	3	10	
	19.7	20.5	19.2	18.0	20.4	51.0	55.3	47.4	8.0	17.6	3.1	27.0	12.1	34.4	6.0	7.7	4.9	12.0	10.3	13.0	13.4	9.7	15.2	
Costs of plant construction	21	11	4	2	2	7	4	3	4	2	2	2	-	1	3	2	1	1	1	-	-	-	-	
	3.0	4.2	4.0	4.0	4.1	6.7	8.5	5.3	4.0	5.9	3.1	2.0	-	1.6	3.0	5.1	1.6	1.0	3.4	-	-	-	-	
Energy costs	11	4	-	-	-	9	4	5	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	
	1.6	1.5	-	-	-	8.7	8.5	8.8	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-	
Costs (general mention)	15	5	2	1	1	4	2	2	1	-	1	-	-	-	-	-	-	4	-	3	4	2	2	
	2.1	1.9	2.0	2.0	2.0	3.8	4.3	3.5	1.0	-	1.5	-	-	-	-	-	-	4.0	-	4.3	4.1	6.5	3.0	