DATE 07/16/97
774005

REPORT 13 (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 Q.1a

INDUSTRY SECTOR

	TOTAL	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	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
Quality of life	14	5	1	1	-	3	1	2	4	2	2	1	-	1	1	1	-	3	-	3	1	-	1
	2.0	1.9	1.0	2.0	-	2.9	2.1	3.5	4.0	5.9	3.1	1.0	-	1.6	1.0	2.6	-	3.0	-	4.3	1.0	-	1.5
NET: Technology	44	30	9	8	1	5	3	2	6	5	1	14	7	7	3	3	-	6	3	3	1	1	-
	6.3	11.4	9.1	16.0	2.0	4.8	6.4	3.5	6.0	14.7	1.5	14.0	21.2	10.9	3.0	7.7	-	6.0	10.3	4.3	1.0	3.2	-
Telecommunications	5	3	1	1	-	2	1	1	-	-	-	1	-	1	-	-	-	-	-	-	1	1	-
	.7	1.1	1.0	2.0	-	1.9	2.1	1.8	-	-	-	1.0	-	1.6	-	-	-	-	-	-	1.0	3.2	-
Level of technology	39	27	8	7	1	3	2	1	6	5	1	13	7	6	3	3	-	6	3	3	-	-	-
	5.6	10.3	8.1	14.0	2.0	2.9	4.3	1.8	6.0	14.7	1.5	13.0	21.2	9.4	3.0	7.7	-	6.0	10.3	4.3	-	-	-
NET: Location	148	52	9	5	4	54	22	32	22	6	16	16	5	11	16	7	9	14	2	10	17	5	12
	21.1	19.8	9.1	10.0	8.2	51.9	46.8	56.1	22.0	17.6	24.6	16.0	15.2	17.2	16.0	17.9	14.8	14.0	6.9	14.5	17.5	16.1	18.2
Proximity to markets	94	34	5	3	2	27	12	15	12	2	10	15	5	10	14	7	7	13	2	9	8	3	5
	13.4	12.9	5.1	6.0	4.1	26.0	25.5	26.3	12.0	5.9	15.4	15.0	15.2	15.6	14.0	17.9	11.5	13.0	6.9	13.0	8.2	9.7	7.6
Transportation	44	16	2	1	1	23	11	12	7	2	5	2	-	2	2	1	1	1	-	1	7	1	6
	6.3	6.1	2.0	2.0	2.0	22.1	23.4	21.1	7.0	5.9	7.7	2.0	-	3.1	2.0	2.6	1.6	1.0	-	1.4	7.2	3.2	9.1
Cost of transportation	28	11	2	1	1	20	8	12	3	2	1	-	-	-	1	-	1	-	-	-	2	-	2
	4.0	4.2	2.0	2.0	2.0	19.2	17.0	21.1	3.0	5.9	1.5	-	-	-	1.0	-	1.6	-	-	-	2.1	-	3.0
Location (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.1	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	3.2	-
NET: Local Economic Conditions	20	8	1	-	1	9	5	4	4	2	2	6	1	5	-	-	-	-	-	-	-	-	-
	2.9	3.0	1.0	-	2.0	8.7	10.6	7.0	4.0	5.9	3.1	6.0	3.0	7.8	-	-	-	-	-	-	-	-	-
Cost of capital/ interest	19	8	1	-	1	9	5	4	4	2	2	5	1	4	-	-	-	-	-	-	-	-	-
	2.7	3.0	1.0	-	2.0	8.7	10.6	7.0	4.0	5.9	3.1	5.0	3.0	6.3	-	-	-	-	-	-	-	-	-
Government debt	2	1	-	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.3	.4	-	-	-	1.0	2.1	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	-	-	-