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 Q.1a

REPORT 12 (continuation)

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
Telecommunications	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1
	.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	1.5
Level of technology	17	9	1	1	-	1	1	-	-	-	-	8	4	4	1	-	1	3	-	3	3	3	-
	2.4	3.4	1.0	2.0	-	1.0	2.1	-	-	-	-	8.0	12.1	6.3	1.0	-	1.6	3.0	-	4.3	3.1	9.7	-
NET: Location	141	44	19	6	13	22	10	12	19	7	12	10	3	7	23	6	17	16	4	12	32	8	24
	20.1	16.7	19.2	12.0	26.5	21.2	21.3	21.1	19.0	20.6	18.5	10.0	9.1	10.9	23.0	15.4	27.9	16.0	13.8	17.4	33.0	25.8	36.4
Proximity to markets	126	41	18	6	12	20	9	11	19	7	12	8	2	6	23	6	17	12	4	8	26	7	19
	18.0	15.6	18.2	12.0	24.5	19.2	19.1	19.3	19.0	20.6	18.5	8.0	6.1	9.4	23.0	15.4	27.9	12.0	13.8	11.6	26.8	22.6	28.8
Transportation	11	2	1	-	1	2	1	1	-	-	-	1	1	-	-	-	-	3	-	3	4	-	4
	1.6	.8	1.0	-	2.0	1.9	2.1	1.8	-	-	-	1.0	3.0	-	-	-	-	3.0	-	4.3	4.1	-	6.1
Cost of transportation	2	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-
	.3	-	-	-	-	-	-	-	-	-	-	1.0	-	1.6	-	-	-	1.0	-	1.4	-	-	-
Location (general mention)	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5
NET: Local Economic Conditions	2	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-
	.3	.4	-	-	-	-	-	-	1.0	-	1.5	-	-	-	1.0	2.6	-	-	-	-	-	-	-
Cost of capital/ interest	2	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	-	-	-	-	-	-
	.3	.4	-	-	-	-	-	-	1.0	-	1.5	-	-	-	1.0	2.6	-	-	-	-	-	-	-
NET: Competition	21	9	7	4	3	-	-	-	1	-	1	-	-	-	2	2	-	9	2	7	2	1	1
	3.0	3.4	7.1	8.0	6.1	-	-	-	1.0	-	1.5	-	-	-	2.0	5.1	-	9.0	6.9	10.1	2.1	3.2	1.5
Competition/ competitors	2	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.3	.4	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-