

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			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech	Total	Tech	Other	Total	Tech	Other	Total	Tech	Other	Total	Tech	Other	Total	Tech	Other	Total	Tech	Other	Total	Tech	Other	
		Int.		Int.		Int.	Int.		Int.	Int.		Int.	Int.		Int.	Int.		Int.	Int.		Int.	Int.		Int.
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	104	50	19	13	6	28	18	10	26	10	16	7	1	6	9	4	5	11	3	8	4	1	3	
	14.9	19.0	19.2	26.0	12.2	26.9	38.3	17.5	26.0	29.4	24.6	7.0	3.0	9.4	9.0	10.3	8.2	11.0	10.3	11.6	4.1	3.2	4.5	
Currency stability	16	10	1	1	-	9	6	3	2	2	-	1	-	1	-	-	-	1	1	-	2	-	2	
	2.3	3.8	1.0	2.0	-	8.7	12.8	5.3	2.0	5.9	-	1.0	-	1.6	-	-	-	1.0	3.4	-	2.1	-	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	22	14	4	4	-	9	5	4	6	4	2	2	-	2	1	1	-	-	-	-	-	-	-	
	3.1	5.3	4.0	8.0	-	8.7	10.6	7.0	6.0	11.8	3.1	2.0	-	3.1	1.0	2.6	-	-	-	-	-	-	-	
Government attitude towards business	38	20	10	6	4	12	11	1	10	2	8	2	-	2	2	-	2	2	1	1	-	-	-	
	5.4	7.6	10.1	12.0	8.2	11.5	23.4	1.8	10.0	5.9	12.3	2.0	-	3.1	2.0	-	3.3	2.0	3.4	1.4	-	-	-	
Same language	19	5	3	-	3	3	2	1	3	1	2	-	-	-	3	2	1	6	-	6	1	-	1	
	2.7	1.9	3.0	-	6.1	2.9	4.3	1.8	3.0	2.9	3.1	-	-	-	3.0	5.1	1.6	6.0	-	8.7	1.0	-	1.5	
Similarity to own country	30	15	4	3	1	7	4	3	10	3	7	1	1	-	4	2	2	3	1	2	1	1	-	
	4.3	5.7	4.0	6.0	2.0	6.7	8.5	5.3	10.0	8.8	10.8	1.0	3.0	-	4.0	5.1	3.3	3.0	3.4	2.9	1.0	3.2	-	
NET: Costs	111	47	16	6	10	44	25	19	10	6	4	19	2	16	5	2	3	10	4	6	7	2	5	
	15.9	17.9	16.2	12.0	20.4	42.3	53.2	33.3	10.0	17.6	6.2	19.0	6.1	25.0	5.0	5.1	4.9	10.0	13.8	8.7	7.2	6.5	7.6	
Labour costs	84	35	12	4	8	34	18	16	6	5	1	16	2	14	5	2	3	7	3	4	4	1	3	
	12.0	13.3	12.1	8.0	16.3	32.7	38.3	28.1	6.0	14.7	1.5	16.0	6.1	21.9	5.0	5.1	4.9	7.0	10.3	5.8	4.1	3.2	4.5	
Costs of plant construction	19	10	3	2	1	7	4	3	4	2	2	2	-	1	2	1	1	1	1	-	-	-	-	
	2.7	3.8	3.0	4.0	2.0	6.7	8.5	5.3	4.0	5.9	3.1	2.0	-	1.6	2.0	2.6	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)	12	4	2	1	1	4	2	2	1	-	1	-	-	-	-	-	-	2	-	2	3	1	2	
	1.7	1.5	2.0	2.0	2.0	3.8	4.3	3.5	1.0	-	1.5	-	-	-	-	-	-	2.0	-	2.9	3.1	3.2	3.0	