

DATE 07/16/97

774005

REPORT 12 (continuation)

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

	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 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	23	12	5	4	1	2	2	-	8	1	7	1	1	-	1	1	-	4	2	2	2	1	1	
	3.3	4.6	5.1	8.0	2.0	1.9	4.3	-	8.0	2.9	10.8	1.0	3.0	-	1.0	2.6	-	4.0	6.9	2.9	2.1	3.2	1.5	
Currency stability	4	4	2	2	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-	
	.6	1.5	2.0	4.0	-	-	-	-	1.0	2.9	-	-	-	-	-	-	-	-	-	-	1.0	3.2	-	
Political situation	2	1	2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	.3	.4	2.0	2.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	8	2	-	-	-	2	2	-	5	-	5	-	-	-	-	-	-	-	-	-	1	-	1	
	1.1	.8	-	-	-	1.9	4.3	-	5.0	-	7.7	-	-	-	-	-	-	-	-	-	1.0	-	1.5	
Same language	3	2	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	2	2	-	-	-	-	
	.4	.8	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	2.0	6.9	-	-	-	-	
Similarity to own country	6	3	1	1	-	-	-	-	1	-	1	1	1	-	1	1	-	2	-	2	-	-	-	
	.9	1.1	1.0	2.0	-	-	-	-	1.0	-	1.5	1.0	3.0	-	1.0	2.6	-	2.0	-	2.9	-	-	-	
NET: Costs	59	21	8	5	3	19	8	11	2	1	1	11	2	8	2	2	-	7	-	6	10	3	7	
	8.4	8.0	8.1	10.0	6.1	18.3	17.0	19.3	2.0	2.9	1.5	11.0	6.1	12.5	2.0	5.1	-	7.0	-	8.7	10.3	9.7	10.6	
Labour costs	54	19	7	5	2	19	8	11	2	1	1	11	2	8	1	1	-	5	-	5	9	2	7	
	7.7	7.2	7.1	10.0	4.1	18.3	17.0	19.3	2.0	2.9	1.5	11.0	6.1	12.5	1.0	2.6	-	5.0	-	7.2	9.3	6.5	10.6	
Costs of plant construction	2	1	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	
	.3	.4	1.0	-	2.0	-	-	-	-	-	-	-	-	-	-	1.0	2.6	-	-	-	-	-	-	
Costs (general mention)	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	1	-	
	.4	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.0	-	1.4	1.0	3.2	-	
NET: Risk	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1	1	
	.3	.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.1	3.2	1.5	