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? --- Total mentions
BASE: Those answering Q.1a

REPORT 14 (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
NET: Competition	39	16	13	8	5	1	-	1	2	-	2	-	-	-	4	4	-	13	2	11	6	2	4
	5.6	6.1	13.1	16.0	10.2	1.0	-	1.8	2.0	-	3.1	-	-	-	4.0	10.3	-	13.0	6.9	15.9	6.2	6.5	6.1
Competition/ competitors	8	3	4	3	1	-	-	-	-	-	-	-	-	-	-	-	-	3	-	3	1	-	1
	1.1	1.1	4.0	6.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	3.0	-	4.3	1.0	-	1.5
Our business is not suited for that market	3	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	1	-	1	-	-	-
	.4	-	-	-	-	1.0	-	1.8	1.0	-	1.5	-	-	-	-	-	-	1.0	-	1.4	-	-	-
Timing/ waiting for the right opportunity	4	2	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	3	1	2
	.6	.8	-	-	-	-	-	-	-	-	-	-	-	-	1.0	2.6	-	-	-	-	3.1	3.2	3.0
Demand for our products/ services/ ability to sell products	25	11	9	5	4	-	-	-	1	-	1	-	-	-	3	3	-	10	2	8	2	1	1
	3.6	4.2	9.1	10.0	8.2	-	-	-	1.0	-	1.5	-	-	-	3.0	7.7	-	10.0	6.9	11.6	2.1	3.2	1.5
NET: Resources	57	19	7	3	4	15	8	7	14	4	9	10	1	8	1	-	1	6	1	5	4	2	2
	8.1	7.2	7.1	6.0	8.2	14.4	17.0	12.3	14.0	11.8	13.8	10.0	3.0	12.5	1.0	-	1.6	6.0	3.4	7.2	4.1	6.5	3.0
Labour force skills	31	13	5	2	3	10	6	4	8	3	5	4	1	3	-	-	-	2	1	1	2	-	2
	4.4	4.9	5.1	4.0	6.1	9.6	12.8	7.0	8.0	8.8	7.7	4.0	3.0	4.7	-	-	-	2.0	3.4	1.4	2.1	-	3.0
Availability of natural resources	26	6	2	1	1	5	2	3	5	1	3	7	-	6	1	-	1	4	-	4	2	2	-
	3.7	2.3	2.0	2.0	2.0	4.8	4.3	5.3	5.0	2.9	4.6	7.0	-	9.4	1.0	-	1.6	4.0	-	5.8	2.1	6.5	-
Availability of facilities	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	.1	-	-	-	-	-	-	-	1.0	-	1.5	-	-	-	-	-	-	-	-	-	-	-	-
Availability of labour force	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.1	.4	1.0	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-