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
Quality of life	15	5	1	1	-	4	1	3	4	2	2	1	-	1	1	1	-	3	-	3	1	-	1
	2.1	1.9	1.0	2.0	-	3.8	2.1	5.3	4.0	5.9	3.1	1.0	-	1.6	1.0	2.6	-	3.0	-	4.3	1.0	-	1.5
NET: Technology	62	39	10	9	1	6	4	2	6	5	1	22	11	11	4	3	1	9	3	6	5	4	1
	8.9	14.8	10.1	18.0	2.0	5.8	8.5	3.5	6.0	14.7	1.5	22.0	33.3	17.2	4.0	7.7	1.6	9.0	10.3	8.7	5.2	12.9	1.5
Telecommunications	6	3	1	1	-	2	1	1	-	-	-	1	-	1	-	-	-	-	-	-	2	1	1
	.9	1.1	1.0	2.0	-	1.9	2.1	1.8	-	-	-	1.0	-	1.6	-	-	-	-	-	-	2.1	3.2	1.5
Level of technology	56	36	9	8	1	4	3	1	6	5	1	21	11	10	4	3	1	9	3	6	3	3	-
	8.0	13.7	9.1	16.0	2.0	3.8	6.4	1.8	6.0	14.7	1.5	21.0	33.3	15.6	4.0	7.7	1.6	9.0	10.3	8.7	3.1	9.7	-
NET: Location	263	88	28	11	17	68	29	39	35	10	25	25	8	17	36	12	24	29	6	21	42	12	30
	37.6	33.5	28.3	22.0	34.7	65.4	61.7	68.4	35.0	29.4	38.5	25.0	24.2	26.6	36.0	30.8	39.3	29.0	20.7	30.4	43.3	38.7	45.5
Proximity to markets	217	74	23	9	14	47	21	26	31	9	22	22	7	15	35	12	23	25	6	17	34	10	24
	31.0	28.1	23.2	18.0	28.6	45.2	44.7	45.6	31.0	26.5	33.8	22.0	21.2	23.4	35.0	30.8	37.7	25.0	20.7	24.6	35.1	32.3	36.4
Transportation	55	18	3	1	2	25	12	13	7	2	5	3	1	2	2	1	1	4	-	4	11	1	10
	7.9	6.8	3.0	2.0	4.1	24.0	25.5	22.8	7.0	5.9	7.7	3.0	3.0	3.1	2.0	2.6	1.6	4.0	-	5.8	11.3	3.2	15.2
Cost of transportation	30	11	2	1	1	20	8	12	3	2	1	1	-	1	1	-	1	1	-	1	2	-	2
	4.3	4.2	2.0	2.0	2.0	19.2	17.0	21.1	3.0	5.9	1.5	1.0	-	1.6	1.0	-	1.6	1.0	-	1.4	2.1	-	3.0
Location (general mention)	3	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	2	1
	.4	.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.1	6.5	1.5
NET: Local Economic Conditions	22	9	1	-	1	9	5	4	5	2	3	6	1	5	1	1	-	-	-	-	-	-	-
	3.1	3.4	1.0	-	2.0	8.7	10.6	7.0	5.0	5.9	4.6	6.0	3.0	7.8	1.0	2.6	-	-	-	-	-	-	-
Cost of capital/ interest	21	9	1	-	1	9	5	4	5	2	3	5	1	4	1	1	-	-	-	-	-	-	-
	3.0	3.4	1.0	-	2.0	8.7	10.6	7.0	5.0	5.9	4.6	5.0	3.0	6.3	1.0	2.6	-	-	-	-	-	-	-
Government debt	2	1	-	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	.3	.4	-	-	-	1.0	2.1	-	-	-	-	1.0	-	1.6	-	-	-	-	-	-	-	-	-