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 Western Europe in Q.1a

REPORT 12A (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	191	75	20	10	10	20	13	7	26	9	17	19	10	9	31	12	19	33	8	25	42	13	29
	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	9	8	1	1	-	2	2	-	1	1	-	-	-	-	1	1	-	3	2	1	1	1	-
	4.7	10.7	5.0	10.0	-	10.0	15.4	-	3.8	11.1	-	-	-	-	3.2	8.3	-	9.1	25.0	4.0	2.4	7.7	-
Currency stability	3	3	1	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	-
	1.6	4.0	5.0	10.0	-	-	-	-	3.8	11.1	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
Government attitude towards business	2	2	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.0	2.7	-	-	-	10.0	15.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same language	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	-	-	-
	1.0	2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6.1	25.0	-	-	-	-
Similarity to own country	2	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1	-	1	-	-	-
	1.0	1.3	-	-	-	-	-	-	-	-	-	-	-	-	3.2	8.3	-	3.0	-	4.0	-	-	-
NET: Costs	6	3	1	1	-	1	-	1	-	-	-	2	1	1	-	-	-	-	-	-	2	1	1
	3.1	4.0	5.0	10.0	-	5.0	-	14.3	-	-	-	10.5	10.0	11.1	-	-	-	-	-	-	4.8	7.7	3.4
Labour costs	5	2	1	1	-	1	-	1	-	-	-	2	1	1	-	-	-	-	-	-	1	-	1
	2.6	2.7	5.0	10.0	-	5.0	-	14.3	-	-	-	10.5	10.0	11.1	-	-	-	-	-	-	2.4	-	3.4
Costs (general mention)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
NET: Risk	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
Not part of the EU/ different from our market	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	.5	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	7.7	-
NET: Corporate desire to invest	1	1	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	.5	1.3	-	-	-	5.0	7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-