

DATE 07/16/97

774005

REPORT 13A (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 Western Europe in Q.1a

	INDUSTRY SECTOR																							
	TOTAL			UK			GERMANY			FRANCE			ITALY			SWEDEN			SWITZERLAND			NETHERLANDS		
	TOTAL	Tech Int.	Total	Tech Int.	Other	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	41	20	3	2	1	10	8	2	13	6	7	2	1	1	4	1	3	5	1	4	4	1	3	
	21.5	26.7	15.0	20.0	10.0	50.0	61.5	28.6	50.0	66.7	41.2	10.5	10.0	11.1	12.9	8.3	15.8	15.2	12.5	16.0	9.5	7.7	10.3	
Currency stability	10	6	-	-	-	7	5	2	1	1	-	-	-	-	-	-	-	-	-	-	2	-	2	
	5.2	8.0	-	-	-	35.0	38.5	28.6	3.8	11.1	-	-	-	-	-	-	-	-	-	-	4.8	-	6.9	
Inflation	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
	.5	-	-	-	-	-	-	-	-	-	-	5.3	-	11.1	-	-	-	-	-	-	-	-	-	
Political situation	5	3	-	-	-	4	3	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
	2.6	4.0	-	-	-	20.0	23.1	14.3	3.8	-	5.9	-	-	-	-	-	-	-	-	-	-	-	-	
Government attitude towards business	9	6	-	-	-	4	4	-	4	2	2	-	-	-	-	-	-	1	-	1	-	-	-	
	4.7	8.0	-	-	-	20.0	30.8	-	15.4	22.2	11.8	-	-	-	-	-	-	3.0	-	4.0	-	-	-	
Same language	9	3	-	-	-	1	1	-	3	1	2	-	-	-	2	1	1	2	-	2	1	-	1	
	4.7	4.0	-	-	-	5.0	7.7	-	11.5	11.1	11.8	-	-	-	6.5	8.3	5.3	6.1	-	8.0	2.4	-	3.4	
Similarity to own country	24	12	3	2	1	4	3	1	9	3	6	1	1	-	3	1	2	3	1	2	1	1	-	
	12.6	16.0	15.0	20.0	10.0	20.0	23.1	14.3	34.6	33.3	35.3	5.3	10.0	-	9.7	8.3	10.5	9.1	12.5	8.0	2.4	7.7	-	
NET: Costs	4	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	1	1	-	1	-	1	
	2.1	2.7	-	-	-	-	-	-	-	-	-	10.5	10.0	11.1	-	-	-	3.0	12.5	-	2.4	-	3.4	
Labour costs	3	2	-	-	-	-	-	-	-	-	-	2	1	1	-	-	-	1	1	-	-	-	-	
	1.6	2.7	-	-	-	-	-	-	-	-	-	10.5	10.0	11.1	-	-	-	3.0	12.5	-	-	-	-	
Costs (general mention)	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	
	.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	-	3.4	
NET: Risk	3	2	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	-	
	1.6	2.7	-	-	-	5.0	7.7	-	-	-	-	-	-	-	3.2	-	5.3	-	-	-	2.4	7.7	-	