Country	Variable	Category	Raw Score
Russia	PC-GDP	MP & G	9972
Greece	PC-GDP	MP & G	18168
Spain	PC-GDP	MP & G	2683
Italy	PC-G DP	MP & G	3065
Russia	Population	MP & G	144.4
Greece	Population	MP & G	10.72
Spain	Population	MP & G	46.94
Italy	Population	MP & G	60.30
Russia	Population of Largest City	MP & G	12,506,46
Greece	Population of Largest City	MP & G	3,753,783
Spain	Population of Largest City	MP & G	6,791,66
Italy	Population of Largest City	MP & G	4,342,212
Russia	Interest Rates	MP & G	0.045
Greece	Interest Rates	MP & G	0.008
Spain	Interest Rates	MP & G	0.002
Italy	Interest Rates	MP & G	0.0059
Russia	Population Growth	MP & G	-0.0
Greece	Population Growth	MP & G	-0.2
Spain	Population Growth	MP & G	0.59
Italy	Population Growth	MP & G	-0.2
Russia	Consumer Price Index	MP & G	193.9
Greece	Consumer Price Index	MP & G	105.20
Spain	Consumer Price Index	MP & G	104.00
Italy	Consumer Price Index	MP & G	104.00
Russia	Average Age	MP & G	40.3
Greece	<u> </u>	MP & G	45.0
Spain	Average Age	MP & G	45.: 45.:
•	Average Age	MP & G	45 47.:
Italy	Average Age		
Russia	Median Female Age	MP & G	43.2
Greece	Median Female Age	MP & G	46.8
Spain	Median Female Age	MP & G	45.3
Italy	Median Female Age	MP & G	46.5
Russia	PC GDP Growth	MP & G	0.018
Greece	PC GDP Growth	MP & G	-0.036
Spain	PC GDP Growth	MP & G	-0.020
Italy -	PC GDP Growth	MP & G	-0.040
Russia	Unemployment Rate	MP & G	0.0443
Greece	Unemployment Rate	MP & G	0.154
Spain	Unemployment Rate	MP & G	0.1613
Italy	Unemployment Rate	MP & G	0.093
Russia	Infrastructure Quality Index	Infrastructure	73.8
Greece	Infrastructure Quality Index	Infrastructure	77.
Spain	Infrastructure Quality Index	Infrastructure	90.3
Italy	Infrastructure Quality Index	Infrastructure	84.3

Russia	Total Infrastructure Investment	Infrastructure	0.0083
Greece	Total Infrastructure Investment	Infrastructure	0.024
Spain	Total Infrastructure Investment	Infrastructure	0.0047
Italy	Total Infrastructure Investment	Infrastructure	0.0042
Russia	Quality of Port Infrastructure	Infrastructure	4.7
Greece	Quality of Port Infrastructure	Infrastructure	4.8
Spain	Quality of Port Infrastructure	Infrastructure	5.4
Italy	Quality of Port Infrastructure	Infrastructure	4.7
Russia	Number of Internet Users	Infrastructure	118,446,612
Greece	Number of Internet Users	Infrastructure	7,923,438
Spain	Number of Internet Users	Infrastructure	42,400,756
Italy	Number of Internet Users	Infrastructure	36,513,941
Russia	Percent of pop. using internet	Infrastructure	0.760
Greece	Percent of pop. using internet	Infrastructure	0.710
Spain	Percent of pop. using internet	Infrastructure	0.907
Italy	Percent of pop. using internet	Infrastructure	0.613
Russia	Paved Roads	Infrastructure	0.674
Greece	Paved Roads	Infrastructure	0.918
Spain	Paved Roads	Infrastructure	0.99
Italy	Paved Roads	Infrastructure	1
Russia	Total Length of Railways	Infrastructure	81157
Greece	Total Length of Railways	Infrastructure	2552
Spain	Total Length of Railways	Infrastructure	15947
Italy	Total Length of Railways	Infrastructure	24179
Russia	Total Length of Roads	Infrastructure	870
Greece	Total Length of Roads	Infrastructure	1296
Spain	Total Length of Roads	Infrastructure	10,075
Italy	Total Length of Roads	Infrastructure	4139
Russia	Rural land area	Infrastructure	16,305,829
Greece	Rural land area	Infrastructure	112,654
Spain	Rural land area	Infrastructure	432,138
Italy	Rural land area	Infrastructure	223,236
Russia	Urban land area	Infrastructure	187,538
Greece	Urban land area	Infrastructure	18,519
Spain	Urban land area	Infrastructure	69,795
Italy	Urban land area	Infrastructure	73,541
Russia	Corruption perception index	Political Situation	30
Greece	Corruption perception index	Political Situation	60
Spain	Corruption perception index	Political Situation	52
Italy	Corruption perception index	Political Situation	53
Russia	Public debt	Political Situation	0.118
Greece	Public debt	Political Situation	1.800
Spain	Public debt	Political Situation	0.967
Italy	Public debt	Political Situation	1.312
Russia	GINI inequality index	Political Situation	37.500

Greece	GINI inequality index	Political Situation	32.900
Spain	GINI inequality index	Political Situation	32.700
Italy	GINI inequality index	Political Situation	35.900
Russia	Economic freedom index	Political Situation	61.5
Greece	Economic freedom index	Political Situation	60.9
Spain	Economic freedom index	Political Situation	69.9
Italy	Economic freedom index	Political Situation	64.9
Russia	Intentional homicide	Political Situation	8
Greece	Intentional homicide	Political Situation	1
Spain	Intentional homicide	Political Situation	1
Italy	Intentional homicide	Political Situation	1
Russia	Political Violence Risk	Political Situation	4
Greece	Political Violence Risk	Political Situation	1
Spain	Political Violence Risk	Political Situation	1
Italy	Political Violence Risk	Political Situation	1
Russia	Safety Index	Political Situation	58.88
Greece	Safety Index	Political Situation	59.68
Spain	Safety Index	Political Situation	68.04
Italy	Safety Index	Political Situation	55.74
Russia	Gov. expenditure on education	Political Situation	0.1087
Greece	Gov. expenditure on education	Political Situation	0.087
Spain	Gov. expenditure on education	Political Situation	0.0977
Italy	Gov. expenditure on education	Political Situation	0.0811
Russia	Female seats in national parliaments	Political Situation	0.158
Greece	Female seats in national parliaments	Political Situation	0.187
Spain	Female seats in national parliaments	Political Situation	0.411
Italy	Female seats in national parliaments	Political Situation	0.357
Russia	Corporate Tax Rate	Reg/ Legal/ Entry Barriers	0.2000
Greece	Corporate Tax Rate	Reg/ Legal/ Entry Barriers	0.2400
Spain	Corporate Tax Rate	Reg/ Legal/ Entry Barriers	0.2500
Italy	Corporate Tax Rate	Reg/ Legal/ Entry Barriers	0.2781
Russia	Tariff Rate	Reg/ Legal/ Entry Barriers	0.0361
Greece	Tariff Rate	Reg/ Legal/ Entry Barriers	0.0169
Spain	Tariff Rate	Reg/ Legal/ Entry Barriers	0.0169
Italy	Tariff Rate	Reg/ Legal/ Entry Barriers	0.0169
Russia	Official Exchange Rate	Reg/ Legal/ Entry Barriers	64.74
Greece	Official Exchange Rate	Reg/ Legal/ Entry Barriers	365.4
Spain	Official Exchange Rate	Reg/ Legal/ Entry Barriers	149.4
Italy	Official Exchange Rate	Reg/ Legal/ Entry Barriers	1736.21
Russia	Number of Languages	Reg/ Legal/ Entry Barriers	115
Greece	Number of Languages	Reg/ Legal/ Entry Barriers	20
Spain	Number of Languages	Reg/ Legal/ Entry Barriers	17
Italy	Number of Languages	Reg/ Legal/ Entry Barriers	35
Russia	Inflation Rate	Reg/ Legal/ Entry Barriers	0.046
Greece	Inflation Rate	Reg/ Legal/ Entry Barriers	0.011

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Spain	Inflation Rate	Reg/ Legal/ Entry Barriers	0.020
Italy	Inflation Rate	Reg/ Legal/ Entry Barriers	0.013
Russia	Military Expenditures	Reg/ Legal/ Entry Barriers	0.054
Greece	Military Expenditures	Reg/ Legal/ Entry Barriers	0.0256
Spain	Military Expenditures	Reg/ Legal/ Entry Barriers	0.0121
Italy	Military Expenditures	Reg/ Legal/ Entry Barriers	0.0151
Russia	Distance from US	Reg/ Legal/ Entry Barriers	5522
Greece	Distance from US	Reg/ Legal/ Entry Barriers	5846
Spain	Distance from US	Reg/ Legal/ Entry Barriers	4719
Italy	Distance from US	Reg/ Legal/ Entry Barriers	5359
Russia	Networked Readiness Index	Reg/ Legal/ Entry Barriers	4.5
Greece	Networked Readiness Index	Reg/ Legal/ Entry Barriers	4.1
Spain	Networked Readiness Index	Reg/ Legal/ Entry Barriers	4.8
Italy	Networked Readiness Index	Reg/ Legal/ Entry Barriers	4.4
Russia	Sales Tax Rate	Reg/ Legal/ Entry Barriers	0.20
Greece	Sales Tax Rate	Reg/ Legal/ Entry Barriers	0.24
Spain	Sales Tax Rate	Reg/ Legal/ Entry Barriers	0.21
Italy	Sales Tax Rate	Reg/ Legal/ Entry Barriers	0.22
Russia	Global Comp. Index	Competitive Intensity	66.74
Greece	Global Comp. Index	Competitive Intensity	62.58
Spain	Global Comp. Index	Competitive Intensity	75.28
Italy	Global Comp. Index	Competitive Intensity	73.28
Russia	Industrial Production Growth Rate	Competitive Intensity	0.011
Greece	Industrial Production Growth Rate	Competitive Intensity	0.030
Spain	Industrial Production Growth Rate	·	0.036
•		Competitive Intensity	
Italy	Industrial Production Growth Rate	Competitive Intensity	0.008
Russia	Beauty Mkt Revenue per Capita	Competitive Intensity	3170
Greece	Beauty Mkt Revenue per Capita	Competitive Intensity	17.22
Spain	Beauty Mkt Revenue per Capita	Competitive Intensity	942
Italy	Beauty Mkt Revenue per Capita	Competitive Intensity	1868
Russia	Total Imports	Competitive Intensity	231.6
Greece	Total Imports	Competitive Intensity	55.5
Spain	Total Imports	Competitive Intensity	325
Italy	Total Imports	Competitive Intensity	422.9
Russia	HH Mkt Concentration Index	Competitive Intensity	0.04
Greece	HH Mkt Concentration Index	Competitive Intensity	0.04
Spain	HH Mkt Concentration Index	Competitive Intensity	0.06
Italy	HH Mkt Concentration Index	Competitive Intensity	0.04
Russia	Average Price of Lipstick	Competitive Intensity	19.00
Greece	Average Price of Lipstick	Competitive Intensity	11.05
Spain	Average Price of Lipstick	Competitive Intensity	16.50
Italy	Average Price of Lipstick	Competitive Intensity	41.82
Russia	Obesity Rate	Cultural Fit	0.231
Greece	Obesity Rate	Cultural Fit	0.249
Spain	Obesity Rate	Cultural Fit	0.238

Italy	Obesity Rate	Cultural Fit	0.199
Russia	Female Population	Cultural Fit	0.537
Greece	Female Population	Cultural Fit	0.509
Spain	Female Population	Cultural Fit	0.509
Italy	Female Population	Cultural Fit	0.513
Russia	Gender Gap Index	Cultural Fit	0.706
Greece	Gender Gap Index	Cultural Fit	0.701
Spain	Gender Gap Index	Cultural Fit	0.795
Italy	Gender Gap Index	Cultural Fit	0.707
Russia	Urban Population	Cultural Fit	0.75
Greece	Urban Population	Cultural Fit	0.79
Spain	Urban Population	Cultural Fit	0.81
Italy	Urban Population	Cultural Fit	0.71
Russia	Income Pay Gap	Cultural Fit	0.2442
Greece	Income Pay Gap	Cultural Fit	0.1507
Spain	Income Pay Gap	Cultural Fit	0.1250
Italy	Income Pay Gap	Cultural Fit	0.0612
Russia	International Tourist Arrivals	Cultural Fit	24.4
Greece	International Tourist Arrivals	Cultural Fit	31.3
Spain	International Tourist Arrivals	Cultural Fit	83.7
Italy	International Tourist Arrivals	Cultural Fit	64.5

Scaled Score	Reversed	Weight	Score*Weight	Final Weighted Score
0.0		5.0	0.0	0.0
4.0		5.0	19.8	6.6
8.2		5.0	40.8	13.6
10.0		5.0	50.0	16.7
10		4.0	40.0	13.3
0		4.0	0.0	0.0
2.7		4.0	10.8	3.6
3.7		4.0	14.9	5.0
10.0		5.0	50.0	16.7
0.0		5.0	0.0	0.0
3.5		5.0	17.4	5.8
0.7		5.0	3.4	1.1
10.0	0.0	1.0	10.0	3.3
1.3	8.7	1.0	1.3	0.4
0.0	10.0	1.0	0.0	0.0
0.8	9.2	1.0	0.8	0.3
1.8		4.0	7.0	2.3
0.0		4.0	0.0	0.0
10.0		4.0	40.0	13.3
0.0		4.0	0.0	0.0
10.0		4.0	40.0	13.3
0.2		4.0	0.8	0.3
0.1		4.0	0.3	0.1
0.0		4.0	0.0	0.0
0.0		4.0	0.0	0.0
7.6		4.0	30.3	10.1
6.9		4.0	27.4	9.1
10.0		4.0	40.0	13.3
0.0		5.0	0.0	0.0
10.0		5.0	50.0	16.7
5.3		5.0	26.4	8.8
9.4		5.0	46.8	15.6
10.0		5.0	50.0	16.7
0.6		5.0	3.1	1.0
2.4		5.0	12.0	4.0
0.0		5.0	0.0	0.0
0.0	10.0	3.0	0.0	0.0
9.4	0.6	3.0	28.3	9.4
10.0	0.0	3.0	30.0	10.0
4.2	5.8	3.0	12.5	4.2
0.0		4.0	0.0	0.0
2.4		4.0	9.5	3.2
10.0		4.0	40.0	13.3
6.2		4.0	25.0	8.3

2.1		2.0	4.1	1.38
10.0		2.0	20.0	6.67
0.3		2.0	0.5	0.17
0.0		2.0	0.0	0.00
0.0		1.0	0.0	0.0
1.4		1.0	1.4	0.5
10.0		1.0	10.0	3.3
0.0		1.0	0.0	0.0
10.0		3.0	30.0	10.0
0.0		3.0	0.0	0.0
3.1		3.0	9.4	3.1
2.6		3.0	7.8	2.6
5.0		4.0	20.0	6.7
3.3		4.0	13.2	4.4
10.0		4.0	40.0	13.3
0.0		4.0	0.0	0.0
0.0		2.0	0	0
7.5		2.0	15.0	5.0
9.7		2.0	19.4	6.5
10.0		2.0	20.0	6.7
10.0		1.0	10.0	3.3
0.0		1.0	0.0	0.0
1.7		1.0	1.7	0.6
2.8		1.0	2.8	0.9
0.0		1.0	0.0	0.0
0.5		1.0	0.5	0.2
10.0		1.0	10.0	3.3
3.6		1.0	3.6	1.2
10.0		2.0	20.0	6.7
0.0		2.0	0.0	0.0
0.2		2.0	0.4	0.1
0.1		2.0	0.1	0.0
10.0		3.0	30.0	10.0
0.0		3.0	0.0	0.0
3.0		3.0	9.1	3.0
3.3		3.0	9.8	3.3
0.0	10.0	4.0	0.0	0.0
10.0	0.0	4.0	40.0	13.3
7.3	2.7	4.0	29.3	9.8
7.7	2.3	4.0	30.7	10.2
0.0	10.0	2.0	0.0	0.0
10.0	0.0	2.0	20.0	6.7
5.0	5.0	2.0	10.1	3.4
7.1	2.9	2.0	14.2	4.7
10.0	0.0	3.0	30.0	10.0
10.0	0.0	3.0	30.0	10.0

0.4	9.6	3.0	1.2	0.4
0.0	10.0	3.0	0.0	0.0
6.7	3.3	3.0	20.0	6.7
0.7		5.0	3.3	1.1
0.0		5.0	0.0	0.0
10.0		5.0	50.0	16.7
4.4	0.0	5.0	22.2	7.4
10.0	0.0	1.0	10.0	3.3
0.0	10.0 10.0	1.0 1.0	0.0	0.0 0.0
0.0	10.0	1.0	0.0	0.0
10	0.0	2.0	20.0	6.7
0	10	2.0	0.0	0.0
0	10	2.0	0.0	0.0
0	10	2.0	0.0	0.0
2.6	10	3.0	7.7	2.6
3.2		3.0	9.6	3.2
10.0		3.0	30.0	10.0
0.0		3.0	0.0	0.0
10.0		2.0	20.0	6.7
2.1		2.0	4.3	1.4
6.0		2.0	12.0	4.0
0.0		2.0	0.0	0.0
0.0	10.0	4.0	0.0	0.0
1.1	8.9	4.0	4.6	1.5
10.0	0.0	4.0	40.0	13.3
7.9	2.1	4.0	31.5	10.5
0.0	10.0	5.0	0.0	0.0
5.1	4.9	5.0	25.6	8.5
6.4	3.6	5.0	32.0	10.7
10.0	0.0	5.0	50.0	16.7
10	0	2.0	20.0	6.7
0	10	2.0	0.0	0.0
0	10	2.0	0.0	0.0
0	10	2.0	0.0	0.0
0.0		4.0	0.0	0.0
1.8		4.0	7.2	2.4
0.5		4.0	2.0	0.7
10.0		4.0	40.0	13.3
10.0		1.0	10.0	3.3
0.3		1.0	0.3	0.1
0.0		1.0	0.0	0.0 0.6
1.8	0.0	1.0 3.0	1.8 30.0	10.0
0.0	10.0	3.0	0.0	0.0
0.0	10.0	5.0	0.0	0.0

2.6	7.4	3.0	7.7	2.6
0.6	9.4	3.0	1.7	0.6
10.0		1.0	10.0	3.3
3.2		1.0	3.2	1.1
0.0		1.0	0.0	0.0
0.7	2.0	1.0	0.7	0.2
7.1	2.9	1.0	7.1	2.4
10.0	0.0	1.0	10.0	3.3
0.0 5.7	10.0 4.3	1.0 1.0	0.0 5.7	0.0 1.9
5.7	4.5	5.0	28.6	9.5
0.0		5.0	0.0	0.0
10.0		5.0	50.0	16.7
4.3		5.0	21.4	7.1
0.0	10	3.0	0.0	0.0
10.0	0	3.0	30.0	10.0
2.5	7.5	3.0	7.5	2.5
5.0	5	3.0	15.0	5.0
3.3		5.0	16.4	5.5
0.0		5.0	0.0	0.0
10.0		5.0	50.0	16.7
7.0		5.0	35.2	11.7
1.4		2.0	2.7	0.9
10.0		2.0	20.0	6.7
8.2		2.0	16.4	5.5
0.0		2.0	0.0	0.0
10.0		5.0	50.0	16.7
0.0		5.0	0.0	0.0
2.9		5.0	14.7	4.9
5.9		5.0	29.4	9.8
4.8		3.0	14.4	4.8
0.0		3.0	0.0	0.0
7.3		3.0	22.0	7.3
10.0		3.0	30.0	10.0
0.0		3.0	0.0	0.0
0.0		3.0	0.0	0.0
10.0		3.0	30.0	10.0
0.0		3.0	0.0	0.0
2.6		2.0	5.2	1.7
0.0		2.0	0.0	0.0
1.8		2.0	3.5	1.2
10.0		2.0	20.0	6.7
6.4 10		1.0 1.0	6.4	
7.8		1.0	10.0 7.8	3.3 2.6
7.8		1.0	7.8	2.0

0		1.0	0.0	0.0
10.0		5.0	50.0	16.7
0.0		5.0	0.0	0.0
0.0		5.0	0.0	0.0
1.4		5.0	7.1	2.4
0.5	9.5	3.0	1.6	0.5
0.0	10.0	3.0	0.0	0.0
10.0	0.0	3.0	30.0	10.0
0.6	9.4	3.0	1.9	0.6
4.0		2.0	8.0	2.7
8.0		2.0	16.0	5.3
10.0		2.0	20.0	6.7
0.0		2.0	0.0	0.0
10.0	0.0	4.0	40.0	13.3
4.9	5.1	4.0	19.6	6.5
3.5	6.5	4.0	13.9	4.6
0.0	10.0	4.0	0.0	0.0
0.0		1.0	0.0	0.0
1.2		1.0	1.2	0.4
10.0		1.0	10.0	3.3
6.8		1.0	6.8	2.3

Variable Importance	Weighted Average (COUNTRY)
37.2	9.2
37.2	12.5
37.2	10.9
37.2	8.4
22.6	5.5
22.6	6.3
22.6	6.3
22.6	6.9
38.0	5.9
38.0	2.6
38.0	2.7
38.0	1.2
1.6	1.0
1.6	0.8
1.6	0.6
1.6	4.0
25.5	3.9
25.5	6.7
25.5	6.7
25.5	3.4
26.4	3.4
26.4	0.1
26.4	2.5
26.4	4.8
22.9	8.1
22.9	8.1
22.9	9.8
22.9	9.7
38.4	10.3
38.4	14.4
38.4	10.5
38.4	9.3
38.4	5.4
38.4	1.3
38.4	3.4
38.4	4.9
14.2 14.2	5.9
14.2	5.9
	4.3
14.2	5.2
23.5	6.2
23.5 23.5	6.5 7.4
23.5	7.4 4.1
23.3	4.1

FORMULAS

Scaled Score = (X – minim Reversed = 10 – X Final Weighted Score = (So Variable Importance = STE Weighted Average = Avera

2.1
1.7
0.2
1.0
1.0
3.5
3.3
3.3
3.9
3.1
4.2
6.7
6.1
4.4
4.6
2.9
4.5
5.4
4.1 2.6
1.2
0.4
0.4
1.1
1.2
2.8
2.8
2.0
1.7
2.5
2.5
3.3
4.1
1.6
4.9
6.6
8.3
8.3
6.7
5.1
3.7
6.2
4.6
3.8
4.3

14.7	2.0
14.7	1.9
14.7	6.1
38.2	6.3
38.2	6.9
38.2	6.9
38.2	2.7
1.7	0.8
1.7	1.7
1.7	1.7
1.7	1.7
6.7	1.7
6.7	0.6
6.7	1.4
6.7	3.9
12.8	3.9
12.8	5.0
12.8	4.5
12.8	3.0
5.9	3.0
5.9	1.4
5.9	1.4
5.9	3.7
26.3	6.3
26.3	6.3
26.3	8.1
26.3	7.4
34.5	9.0
34.5	10.6
34.5	8.5
34.5	5.8
6.7	1.7
6.7	0.0
6.7	0.6
6.7	0.8
24.9	4.1
24.9	4.9
24.9	4.4
24.9	4.2
1.6	1.0
1.6	2.7
1.6	2.7
1.6	3.3
13.8	3.3
13.8	1.6

13.8	1.9
13.8	1.2
1.5	1.2
1.5	0.9
1.5	1.5
1.5	1.5
1.4	1.9
1.4	3.7
1.4	2.9
1.4	7.0
34.4	8.3
34.4	6.0
34.4	8.5
34.4	4.9
12.8	4.4
12.8	5.7
12.8	3.2
12.8	6.8
36.4	8.5
36.4	7.3
36.4	9.0
36.4	6.2
6.6	3.3
6.6	7.2
6.6	5.5
6.6	5.4
35.6	7.8
35.6	4.9
35.6	4.9
35.6	5.5
12.8	5.5
12.8	4.3
12.8	4.3
12.8	5.0
15.0	2.5
15.0	2.9
15.0	2.9
15.0	0.7
5.9	2.4
5.9	2.5
5.9	3.3
5.9	3.7
1.4	2.0
1.4	5.7
1.4	4.8

1.4	4.2	
40.1	4.8	
40.1	0.7	
40.1	0.7	
40.1	3.2	
14.4	2.8	
14.4	3.3	
14.4	4.7	
14.4	3.8	
5.9	3.7	
5.9	6.3	
5.9	6.6	
5.9	6.1	
22.1	6.1	
22.1	2.8	
22.1	1.3	
22.1	0.9	
1.6	1.5	
1.6	2.0	
1.6	2.8	
1.6	2.3	

um) / (maximum – minimum) * 10

core*Weight)/Average of Weights

DV.S(Final Weighted Scores)*Weight

age(Final Weighted Scores by Country)