From shop fronts to home offices: Entrepreneurship and small business dynamics in urban residential neighbourhoods

Folmer, E.C.

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### Appendices

#### I: Neighbourhood selection

<table>
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<tr>
<th>Socio-economic status</th>
<th>Amsterdam</th>
<th>Utrecht</th>
<th>Zoetermeer</th>
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<td>Zeehavenlaan</td>
<td>1520</td>
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</table>

*Number of inhabitants in 2007 is expressed between brackets.*
II: Sectoral categorisation

Category ‘other’ (figure 1) consists of:
- Extraction of natural gas, minerals and oil, sand, gravel and clay.
- Industry: production of foodstuffs and food, tobacco, clothes, wood and paper
- Industry: manufacturing of chemicals, synthetic fibers, metals and electronics
- Industry: manufacturing of cars and furniture

Service sectors (figure 1) are all business-to-business and personal services (excluded are: logistics, transport, construction, retail & wholesale)

High-value-added sectors are high value added in terms of human capital.
Distributed in the following sub-sectors:

Construction:
- real estate development / project planning

Retail:
- pharmacies

Information and communication:
- Telecommunication
- Services related to information technology

Financial services (consumer & business oriented)
Consultancy, research and specialist business services
Other business service - consists mainly of firms providing specialist services
Education and education related services (for-profit)
Health services (for-profit)

Innovative sectors are selected sub-sectors of the high-value added sectors:
- publishing houses (of newspapers, journals, computer games and software)
- development of software, information technology consultancy
- specialist services related to accountancy, finance and legal services (consumer & business oriented)
- technical design, architecture and technical consultancy
- research & development
- industrial design

Creative sectors are selected sub-sectors of the high-value added sectors (except for fabrication of jewellery)
- processing of precious stones and fabrication of jewellery
APPENDICES

- production of film and television programs
- advertising agencies
- arts (includes paint, photography, sculpture, literature, dance, music and theatre)
- education in arts

(Innovative and creative are mutually exclusive categories)

The Business to business category consists exclusively of business services that do not cater to a consumer market, without regard for human capital levels necessary to operate in these activities. Ranging from trade brokerage, business accounting and pay rolling services.

Standard Business Index no. 52.21 – 52.23, 58, 62, a sub selection of no. 64-66, a sub selection of no. 69 and 70, a sub selection of no. 72, 73.12, a sub selection of no. 74, 77, 78 and 80, 82.

A complete list can be retrieved from the author.

The personal services category consists of consumer services and includes dry-cleaning, hairdressing, beauty salons (sub selection of SBI 96), taxi services (49.32), event-catering (56.21) and gardening services (81.30).

Retail is the businesses that are defined in the ‘Standard Business Index’ of 2008 (International Standard Industrial Classification of all economic activities, ISIC) as 'shops' as well as snack bars and take-away food shops (SBI no. 47). Pharmacies are excluded from this group.

Data availability independent variables models 1-12:

- Average income: measured over the year 2007 for all 5 cities
- Share of high incomes is the share of incomes that exceeds the 80-percentage point of the national income distribution.
- % non-Western immigrants: measured over the year 2008 for all 5 cities
- % highly educated: Amsterdam, Leiden and Dordrecht measured over the year 2009, Utrecht and Zoetermeer measured over the year 2008. Highly educated refers to higher vocational training (HBO) and University degree.
- % owner occupied housing: All cities measured over the year 2009, except Utrecht: measured over the year 2008.
III: Principal Component Analysis

A principal component analysis (PCA) was conducted on the thirteen survey items displayed below with orthogonal rotation (varimax). The Kaiser-Meyer-Olkin Measure verified the sampling adequacy, $KMO = .75$. Bartlett’s Test of Sphericity indicated sufficient correlations between items for PCA (See table 1). Two components were retained in the final analysis. Table 2 shows the factor loadings after rotation. The interpretation of the loadings suggests that one component represents the issues pertaining to the location of customers as well as business relationships (i.e. involving monetary compensation). The other component represents the frequency of contact with other entrepreneurs in different locations as well as the nature of these contacts.

Table 1 – KMO and Bartlett’s test

| Kaiser-Meyer-Olkin Measure of Sampling Adequacy | 0.751 |
| Approx. Chi-Square | 1170.590 |
| Bartlett’s Test of Sphericity | df 78, Sig. 0.000 |

Table 2 – Summary of factor analysis (factor loadings below .40 are not shown)

<table>
<thead>
<tr>
<th>Item</th>
<th>Rotated Factor Loadings</th>
</tr>
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<tr>
<td></td>
<td>Market Locality</td>
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<tr>
<td>Share of customers from the own neighbourhood</td>
<td>.821</td>
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<tr>
<td>Share of customers from outside the city</td>
<td>-.856</td>
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<tr>
<td>Share of customers that consists of consumers</td>
<td>.789</td>
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<tr>
<td>Share of business relationships in the neighbourhood and adjacent neighbourhoods</td>
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<tr>
<td>Share of business relationships outside the city</td>
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<td>Main reason for contact with other entrepreneurs is to acquire work</td>
<td>-.410</td>
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<tr>
<td>Main reason for contact with other entrepreneurs is exchange information on labor market</td>
<td></td>
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<tr>
<td>Main reason for contact with other entrepreneurs is exchange information on business strategies</td>
<td></td>
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<tr>
<td>Main reason for contact with other entrepreneurs is to start up collaborative projects</td>
<td></td>
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<tr>
<td>Frequency of contact with entrepreneurs from the neighbourhood</td>
<td>.402</td>
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<tr>
<td>Frequency of contact with entrepreneurs from adjacent neighbourhoods</td>
<td></td>
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<tr>
<td>Frequency of contact with entrepreneurs from other parts of the city</td>
<td></td>
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<tr>
<td>Frequency of contact with entrepreneurs from outside the city (but within the country)</td>
<td>-.513</td>
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<tr>
<td>Eigenvalues</td>
<td>4.05</td>
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<tr>
<td>% of variance explained</td>
<td>31.15</td>
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</table>
IV: Topic lists interviews

Both policy makers and entrepreneurs were interviewed in Amsterdam, Dordrecht and Utrecht. The goal of these interviews was to get an understanding of what policies directed at neighbourhood economies were implemented in the various cities and the subjective understanding and reception of these policies by entrepreneurs. Also, the entrepreneurs were asked several questions about their business and about their neighbourhood and relations with other entrepreneurs. Excerpts from these interviews were used in chapter four and five. I have changed the names of the interviewees who wanted to remain anonymous.

Topic list interviews policy advisors/officials:
- Introduction by the respondent about his/her function and tasks

Neighbourhood economy
- History of the topic neighbourhood economy - it's position on the policy agenda and in practice
- What are the expectations of economic activity in the neighbourhood?
- What are the goals of policies directed at the neighbourhood economy?
- What resources are being deployed to reach neighbourhood economy policy goals?
- Perception of neighbourhood X
- What does the neighbourhood economy of neighbourhood X look like?
- What is the place of home-based business in current economic policy?

Implemented policy instruments
- Who is currently involved in the policies that target the neighbourhood economy?
- Do you signal problems with neighbourhood economies? Please elaborate
- Spatial-centred instruments:
  - Is there a street manager or neighbourhood manager
  - Is the street manager/ neighbourhood manager independent or does he/she follow certain policy directives
- Individual-centred instruments
- Do you have a sense of what entrepreneurs expect of the municipality?
- Results of the implemented policy instruments
- What would you change about implemented policies, if anything?

Collaboration with other parties
- Please elaborate on the current collaboration in the field of neighbourhood economy. What parties are involved?
- How has this collaboration (if any) developed in the past 5 years?
APPENDICES

• What is the role of housing corporations in these collaborations?
• Results of these kind of collaborative efforts
• Is there collaboration with entrepreneurs or organisations of entrepreneurs?
• Can you identify common goals with entrepreneurs?

Topic list interviews entrepreneurs:

About the company / shop
• Introduction respondent, type of company/shop, when was it started?
• Do you employ other people?

About the neighbourhood & business space
• Location in the neighbourhood – for how long. How did you end up in this neighbourhood?
• What kind of neighbourhood is neighbourhood X?
• Satisfaction with current location: business space (if applicable) and neighbourhood
• Situation of business space (if applicable): rent (from whom), owner occupied?
• How did you acquire the current business space (if applicable)
• (For shop owners) Can you tell me about this particular shopping street?
• Is there vacant business space? Probe: How does this affect your business?

Business organisation
• Customer base
• Do you apply any marketing strategies? How do people get to know you / your company?
• Would you like to change anything about your company? Please elaborate
• What does a regular workday look like for you?

Relationships with other entrepreneurs
• Can you tell something about the other entrepreneurs in the neighbourhood
• Interactions – relationships – and how these developed
• Could you describe the network of people that has something to do with your business?
• Is there a merchants association? Or other form of organisation of entrepreneurs in the neighbourhood?
• What goals does the merchants association pursue?

Implemented policies in the neighbourhood
• (if applicable) Do you know the street manager (name)
• What role does the municipality play in this neighbourhood?
• Do you get direct support from the municipality – in what form?
• (shop owners) Have you noticed changes in the shopping street in the past years? Please elaborate
V: Questionnaire

This questionnaire (translated from Dutch) was distributed amongst 1,683 entrepreneurs in fifteen urban residential neighbourhoods in the five research cities. It was completed by 370 entrepreneurs, resulting in a response rate of 23%. The analysis of the survey data was used in chapter four and five.

**General information / business history**

1. When did you start your business? (Year of starting or approx. age of business)
2. How long has your business been in this neighbourhood?
3. What type of location is your firm?
   - Home based
   - Shop
   - Commercial real-estate (no shop)
   - Other: ___________________________
4. Do you have employees? (Multiple answers possible)
   - No
   - Yes ____ fulltime employees
   - Yes ____ part-time employees
   - Yes ____ freelancers
   - Yes ____ family members
5. Where do your employees/freelancers live? (Multiple answers possible)
   - I don’t have employees / freelancers
   - In this neighbourhood: ____ employees / freelancers
   - Not in this neighbourhood, but in this city: ____ employees / freelancers
   - Outside this city: ____ employees / freelancers
6. How would you describe the main activity of your business?

   ____________________________________________

7. In what sector does your business operate? (Only one answer possible)
   - Industry
   - Construction
   - Wholesale / retail; car repair
   - Transport & storage
   - Restaurant, café, hotel
   - Information & communication
8 Do you have growth ambitions for your business in the next 2 years?
(Multiple answers possible)
- Yes, I want to increase my sales
- Yes, I want to increase my profit
- Yes, I want to increase the no. square feet of my business
- Yes, I want to hire more personnel
- Yes, I want to develop innovative products
- No, I want to downsize
- No, I don't have any specific growth ambitions
- No, I want to end my business

9 What have been the expectations for your business in the past 2 years?
- Growth
- Decline
- Stabilise
- Other:_______________________________

10 Have the developments in the last 2 years met your expectations?
- Yes
- Somewhat
- No

11 Do you have 'face-to-face' contact with your clients?
- Yes, daily
- Yes, weekly
- Yes, monthly
- Not applicable

12 Do you receive business contacts or clients on your business address?
- Yes, daily
- Yes, weekly
- No
13 What part of the working time do your employees generally spend on the business address?

☐ Less than half of their working time
☐ More than half of their working time
☐ About half of their working time
☐ Not applicable

Work-life information

14 Is your business:

☐ Completely independent
☐ Part of a franchise
☐ Part of a chain store

15 Are you owner of the business?

☐ Yes, full owners
☐ Yes, shared ownership
☐ No

16 What is your function in the business?

__________________________________________

17 How many hours do you spend on the business in an average week?

____________________________________________________________________

How many of these hours do you spend on the business address?

____________________________________________________________________

18 On which source of income do you depend most?

☐ Income from this business
☐ Income from other members of my household
☐ Income I have from other employment
☐ Income from another source like benefits or private capital

19 Do you have any other activities (Minimum of 8 hours a week)

☐ Studies
☐ (Co)owner of another business
☐ Paid employment
☐ Working in a family business
☐ Household tasks
☐ Caretaking tasks
☐ Retired
☐ Disabled
☐ Looking for work
☐ Other:______________________
APPENDICES

At the start of this questionnaire you indicated which area you define as ‘your’ neighbourhood. This is very valuable for the research. In order to increase comparability of your answers, for the remainder of this questionnaire we assume that the area defined on the map below represents your neighbourhood. -map is shown here-

Environment (neighbourhood characteristics)

20 Could you please indicate which amenities are available in the neighbourhood of your business? (Multiple answers possible)

☐ Large businesses with more than 500 employees
☐ Parks / Green spaces
☐ Shops
☐ Public facilities like hospital, school etc.
☐ Leisure facilities: theatre, movie theatre, museum etc.
☐ Cafés & restaurants
☐ Other: _________________________
☐ I don’t know

21 Please indicate to what extent the following aspects are important for your business:

That my business is in a neighbourhood with many other businesses
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

That there are other businesses in the surrounding area that are active in the same sector as I am
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

That there are other businesses in the surrounding area that are active in a different sector than I am
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

That I can receive my clients in agreeable surroundings
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

That there are facilities in the neighbourhood
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

That there is sufficient parking space in the neighbourhood
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know
APPENDICES

That my business is well connected to public transport
☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

22 Please indicate to what extent you agree with the following statements:

My business is located in a neighbourhood with many other entrepreneurs
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

Many businesses in this neighbourhood are active in the same sector as my business
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

Many businesses in this neighbourhood are active in a different sector than my business
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

The neighbourhood has a pleasant atmosphere
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

There are many facilities in this neighbourhood
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

There is sufficient parking space in the neighbourhood
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

My business is well connected to public transport
☐ Strongly disagree  ☐ Somewhat disagree  ☐ Somewhat agree  ☐ Strongly agree  ☐ Don't know

23 If you had to describe this neighbourhood, would you say that:
(Please tick only 1 box)
☐ This neighbourhood is a congenial mix of residences and business
☐ This is mostly a busy neighbourhood where a lot of new things happen
☐ This is mostly a calm residential neighbourhood
☐ This is mostly a neighbourhood that people visit for the shops and amenities
Clients and Market

The following questions use the word ‘clients’. We define this as all relations to whom your business sells products and/or services.

24 Can you estimate the percentage of your clients that are:

Private ______ %
Public / Government ______ %
Other businesses ______ %
Total 100 %

25 Can you estimate the percentage of your clients that come from:
The same neighbourhood as where my business is located _____ %
Other neighbourhoods in this city (non-adjacent to mine) _____ %
Not from this city _____ %
Outside this country (international) _____ %
Total 100 %

26 My business aims to serve a market that is mainly:
☐ Local (this neighbourhood and this city)
☐ Non-local (outside of the city and international)

27 The product strategy of my business is mainly:
☐ Specialisation in 1 product / service
☐ Offering a broad spectrum of goods and/or services

28 My products/services are mainly: (Please tick 1 box)
☐ Craft-oriented (labour-intensive, mainly made by hand)
☐ Knowledge- or technology oriented (creative process / computerised)
☐ Standardised (produced in factory / mechanical process)
☐ Other: ___________________________
APPENDICES

29 Does your business make use of external suppliers?

☐ Yes
☐ No

If yes, where are these located? (Multiple answers possible)

☐ In the same neighbourhood as my business
☐ In the same city as my business, but in a different neighbourhood
☐ Outside this city

30 Consider the main activity of your business. Where in the production chain would you say you are located?

☐ At the start; forming ideas in a creative process
☐ In the middle; production
☐ At the end; distribution & sales

Contact with organisations

The following questions are about contact with organisations during various time-periods in the life cycle of your business. The first questions are about the start-up phase of your business, followed by questions about managing your business in the past and possible contact with organisations in the future.

31 How often did you contact one of the following organisations during the start-up phase of your business:

Organisation for Small- and Medium Sized enterprise (MKB-Nederland)

☐ Never ☐ Rarely ☐ Regularly ☐ Often

Chamber of Commerce

☐ Never ☐ Rarely ☐ Regularly ☐ Often

Local entrepreneurs’ association

☐ Never ☐ Rarely ☐ Regularly ☐ Often

Municipality or National government

☐ Never ☐ Rarely ☐ Regularly ☐ Often

Housing corporation

☐ Never ☐ Rarely ☐ Regularly ☐ Often

Bank

☐ Never ☐ Rarely ☐ Regularly ☐ Often
In the past, I have received help from one of the following organisation(s) in the matter of: (Multiple answers possible)

**Drafting my business plan**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

**Arranging financial matters**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

**Gaining information about competition in my sector**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

**Gaining information about the (potential) market for my product / service**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

**Gaining information about a (potential) location for my business**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

**Legal aspects surrounding the usage of commercial property**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation

In the future, I would ask the following organisation(s) for help if I needed help with:

**Future investments**
- Organisation for SME
- Chamber of Commerce
- Local entrepreneurs’ association
- Municipality
- Business relation(s)
- Personal relation(s)
- Housing corporation
Expansion plans

☐ Organisation for SME  ☐ Chamber of Commerce
☐ Local entrepreneurs’ association  ☐ Municipality  ☐ Business relation(s)
☐ Personal relation(s)  ☐ Housing corporation

Problems with the management of my business

☐ Organisation for SME  ☐ Chamber of Commerce
☐ Local entrepreneurs’ association  ☐ Municipality  ☐ Business relation(s)
☐ Personal relation(s)  ☐ Housing corporation

Legal issues

☐ Organisation for SME  ☐ Chamber of Commerce
☐ Local entrepreneurs’ association  ☐ Municipality  ☐ Business relation(s)
☐ Personal relation(s)  ☐ Housing corporation

34 Are you a member of an entrepreneurs’ association or local shopkeepers’ association?

☐ Yes
☐ No

If yes, what kind of association? (Multiple answers possible)

☐ A shopkeepers association, namely:____________________
☐ An industry-related association, namely:________________
☐ An entrepreneurial association, namely:________________

Contact with other entrepreneurs

35 Please indicate how often you have contact with other entrepreneurs:

Entrepreneurs in this neighbourhood

☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Entrepreneurs in adjacent neighbourhoods

☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Entrepreneurs in other parts of the city

☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Entrepreneurs from outside this city

☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often
36 What is the most important reason for having contact with other entrepreneurs?

☐ We are located in the same neighbourhood
☐ We are active in the same sector / industry
☐ We have a personal relationship (friends, family)
☐ Other:_________________________________

37 When you have contact with other entrepreneurs, how often do you talk about:

Gaining information about the neighbourhood
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Gaining information about their business management and strategies
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Gaining information about the labour market
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Exploring how we can improve the neighbourhood together
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Starting up collaborative business projects
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Acquisition of assignments and projects
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

Social contact, collegial contact
☐ Never  ☐ Rarely  ☐ Regularly  ☐ Often

38 Please give an estimate of the share of your business relations (clients, suppliers and/or partners) that is located in:

This neighbourhood______ %
Adjacent neighbourhoods______ %
The rest of the city______ %
Outside this city______ %
Outside the Netherlands______ %
Total  100 %
Are there collective activities where entrepreneurs who run a business in this neighbourhood can meet each other?

- Yes
- No

If yes, what are these activities? (multiple answers possible)

- Activities / meetings organised by the municipality
- Activities / meetings organised by the shopkeepers association
- Activities / meetings organised by the entrepreneurs' association
- Activities / meetings organised by other local entrepreneurs
- Other: ____________________________

How valuable are activities where you can meet other entrepreneurs from the neighbourhood to you?

- Very valuable
- Somewhat valuable
- Not valuable
- Don't know

Location choice and relocation behaviour

The following questions are about your choice of business location. Please answer the questions regardless of your location, also if your business is home-based.

What is the ownership situation of your current business location?

- I own the premises
- I lease from the municipality
- I lease from a private owner
- Other: ____________________________

Has your business been located elsewhere in the past?

- No
- Yes, my business was located elsewhere in the past

Please indicate how important the following characteristics of your current business premises were for your choice of the business location.

A Availability of the premises at the moment I was looking for a business location

- Very unimportant
- Somewhat unimportant
- Somewhat important
- Very important
- Don't know

B Size of the premises

- Very unimportant
- Somewhat unimportant
- Somewhat important
- Very important
- Don't know
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C  The outside appearance of the premises
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

D  The interior floor plan of the premises
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

E  Other:______________________________________

44 Please indicate how important the following neighbourhood characteristics were for your choice of business location.

F  Local amenities: services and restaurants + café’s
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

G  The local market potential
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

H  Image of the neighbourhood
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

I  The mix of residential and economic functions in the neighborhood
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

J  The presence of other businesses
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

K  The presence of potential business partners in the neighbourhood
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

L  Place of residence of my employees
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

M  Other:______________________________________

45 Please indicate how important the following characteristics were for your choice of business location.

N  The costs compared to other locations
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

O  Considerations related to my private life
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know

P  Accessibility by public transport
   □ Very unimportant  □ Somewhat unimportant  □ Somewhat important  □ Very important  □ Don't know
Q  Accessibility by car
   [ ] Very unimportant  [ ] Somewhat unimportant  [ ] Somewhat important  [ ] Very important  [ ] Don't know

R  Favourable conditions in the lease- or purchase contract
   [ ] Very unimportant  [ ] Somewhat unimportant  [ ] Somewhat important  [ ] Very important  [ ] Don't know

S  Other: ______________________________________

46  Which of the previous factors (A – R) were decisive in your choice of business location? (Example: 'Factors A, C & P')
   ______________________________________________________

47  Did you consider multiple locations during the decision process for the current location?
   [ ] Yes
   [ ] No
   If yes, what was the crucial aspect that made you choose your current location?
   ______________________________________________________

48  Would you say that your choice for the current location was a conscious decision or rather a combination of circumstances that lead to this choice?
   [ ] Rather more a conscious decision  [ ] Rather more a combination of circumstances

49  Did the municipality play a role in your choice of the current business location?
   [ ] No
   [ ] Yes, they subsidise this location
   [ ] Yes, they helped me find this location
   [ ] Yes, they gave me a permit for this location

50  How many square meters is the business premises? (For home-based business please indicate the size of your home in square meters)
   ______________________________________________________

51  Is your business located in a ‘flexible’ building that is suitable for expanding the number of square meters of the business?
   [ ] Yes, I could occupy more square meters if I needed/wanted to
   [ ] No, I cannot expand or decrease the number of square meters

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If you had an unrestrained choice, would you choose to:
- Run a home-based business
- Run my business from individual commercial property
- Run my business from a business complex / communal office building
- Run my business from an incubator space

If you had an unrestrained choice, would you choose to run your business from:
- An urban residential neighbourhood
- The inner city
- An industrial estate
- An office park

How often do you use the following locations outside your business location to work?
- Flexible office space / workspace or studio
  - Never
  - Rarely
  - Regularly
  - Often

- A café, restaurant or other public space in my own neighbourhood
  - Never
  - Rarely
  - Regularly
  - Often

- A café, restaurant or public space outside my own neighbourhood
  - Never
  - Rarely
  - Regularly
  - Often

Other: __________________________________________

If you ever work in a different place than your business location, please indicate the main reasons for doing so. (multiple answers possible)
- For a change of scenery
- To receive (potential) clients or customers
- In order to meet other entrepreneurs
- Because I work for a client on location
- Because I need facilities that I don’t have

What do you think of when you think of the ‘image’ of a business premises?
------------------------------------------------------------------------

What do you think of when you think of a neighbourhood with a ‘positive image’?
------------------------------------------------------------------------
58 Please indicate how important it is to have your business in a neighbourhood with a positive image? How important is it for:

Your clients / customers
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

You as an entrepreneur
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

Your employees
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

59 Please indicate how important it is to be located in a business premises with a positive image or ‘feeling’? How important is it for:

My customers / clients
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

You as an entrepreneur
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

My employees
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know

Home based business

60 Do you run a home-based business?
☐ Yes
☐ No (please continue to question 70)

61 Did you have the business prior to moving into your current dwelling?
☐ Yes
☐ No, I started the business from my current house

62 Please indicate how important the following factors were for your decision to run a home-based business.

There was not suitable business location available when I was looking for one
☐ Very unimportant ☐ Somewhat unimportant ☐ Somewhat important ☐ Very important ☐ Don’t know
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Combining work- and care tasks

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

There is sufficient space in the house

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

63 Is there any factor missing that was important in your decision to run your business from your home?

☐ No

☐ Yes, the following aspect:

64 Please indicate how important the following neighbourhood aspects are for you as a home-based entrepreneur?

That there are print-, fax-, and copy facilities in the neighbourhood

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

That I can lease office- or studio space for a day or a few hours per day in the neighbourhood

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

That there are restaurants or cafés in the neighbourhood where I can work

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

That there are restaurants or public spaces in the neighbourhood where I can receive clients / guests

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

65 Please indicate to what extent you agree with the following statements.

There are sufficient print-, fax-, and copy facilities in the neighbourhood

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

It is possible to lease office- or studio space for a day or a few hours a day in the neighbourhood

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know

There are restaurants or public spaces in the neighbourhood where I can receive clients / guests

☐ Very unimportant  ☐ Somewhat unimportant  ☐ Somewhat important  ☐ Very important  ☐ Don't know
66 What do you miss as a home-based entrepreneur? (Multiple answers possible)

- Communication technology i.e. internet, fax
- Printing and copy facilities
- Technical support
- A room to receive clients / guests
- Nothing
- Other: ____________________________

67 Are there disadvantages of having a home-based business?

- No
- Yes.

If yes, please elaborate: ____________________________________________________________

68 There are some municipalities that are developing homes with attached working units. This means that there is extra space available for running a business at home. Additionally, zoning rules are more flexible for these homes. We would like to know whether home-based entrepreneurs would be interested in this kind of dwelling. Please indicate if you agree with the following statements.

I see the added value of a dwelling with a working unit

- Agree
- Disagree

I would be willing to pay higher housing costs for a dwelling with a working unit

- Agree
- Disagree

I would use the extra space for something else than work

- Agree
- Disagree

69 Please indicate how many home-based businesses there are in your neighbourhood

- Less than 5
- 5-10
- 11-20
- More than 20
- I don’t know
Business relocation

70 Did you relocate your business at least once?
   □ Yes
   □ No (please continue to question 83)

71 What type of business location was the previous location of your firm?
   □ A home-based business
   □ Business premises (shop or office)
   □ Other: ________________________________

72 What was the address of the previous business location?
   Street: ________________________________
   Postal code: ____________________________

73 For how many years was your business located on that address?
   ____________________ years

74 Please indicate how important the following characteristics of the business premises were in your decision to move from the previous business location?

A Lack of space (Insufficient m2 to meet my business’ needs)
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

B Surplus of space (surplus m2)
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

C The business premises (building / direct surroundings) were in a bad condition
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

D The costs were unfavorable compared to the number of m2
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

E The interior floor plan of the premises
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

F The premises did not have the right representativeness for my business
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know

G My lease was not renewed
   □ Very unimportant □ Somewhat unimportant □ Somewhat important □ Very important □ Don’t know
Please indicate how important the following neighbourhood characteristics were in your decision to move from the previous business location?

I. A negative image of the neighbourhood
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

J. Insufficient market potential in the surrounding area
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

K. Insufficient potential business partners in the surrounding area
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

L. The neighbourhood is too far away for my employees
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

M. Insufficient parking space in the surrounding area
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

N. Other: ______________________________________

Please indicate how important the following other aspects were for your decision to move from the previous location.

O. Aspects in my private life
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

P. Insufficient public transport accessibility
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

Q. Insufficient car accessibility
   - Very unimportant
   - Somewhat unimportant
   - Somewhat important
   - Very important
   - Don't know

R. Other: ______________________________________

Which of the foregoing aspects (A - R) were critical for your decision to move from the previous location? (Example: 'Aspects A, C & P')
78 Were there any other parties involved in the decision process for relocating the business to the current location? (Multiple answers possible)

- No
- Yes, other members of the management
- Yes, the employees
- Yes, a professional realtor or consultant
- Yes, the municipality
- Other:_____________________________________

79 Were you (or your business) owner or tenant of the previous business premises?

- Owner
- Tenant

80 Please indicate the size of the previous business premises in m² (For home-based business: please indicate the m² of the dwelling)

_____________________________________________________________

81 Was the previous business premises ‘flexible’, so it could be expanded in terms of m²?

- Yes, I could adjust the space to my needs (expand and reduce)
- No, the space could not be adjusted

82 Please indicate what happened to your previous business premises after you moved

- Another, unfamiliar, business moved into the premises
- Another private household moved into the premises
- Another, familiar, business moved into the premises

Did you know this business privately or professionally?

- The property was empty when we left
- It was torn down
- I don’t know
- Other:_________________________________________________
The following questions apply to a potential future business location

83 Are you planning to relocate your business in the coming two years?
   □ No
   □ Maybe
   □ Yes
   In case of maybe or yes, what location would you prefer?
   □ A location in the same neighbourhood
   □ A location in the same city but not in the same neighbourhood
   □ A location outside of this city
   □ I don’t have a preference for a specific neighbourhood or city

84 What type of premises would you prefer for your future business location?
   □ A home-based business
   □ Individual commercial property
   □ A business complex / communal office building
   □ An incubator space

85 What would be the most important reasons for (potentially) relocating your business?

Resources and Limitations

86 Are there any laws or regulations that limit you in running your business?
   □ No
   □ Yes
   If yes, please indicate which laws/ regulations:

87 If you are looking for (temporary) employees, would you use the following resources?
   I put a notice on the shop window
   □ No  □ Yes  □ Not applicable
   I ask around within my business network
   □ No  □ Yes  □ Not applicable
   I ask around within my personal network
   □ No  □ Yes  □ Not applicable
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I place an advert in the (local) newspaper
☐ No  ☐ Yes  ☐ Not applicable

I contact an employment / recruitment agency
☐ No  ☐ Yes  ☐ Not applicable

I contact the municipal work service
☐ No  ☐ Yes  ☐ Not applicable

Background information

88 What is your highest educational qualification?
☐ Elementary school
☐ Secondary school
☐ Lower vocational training
☐ Higher vocational training
☐ College - undergraduate
☐ University - graduate

89 Since when have you been an entrepreneur? Or for how many years have you been involved in the management of this business?

________________________________________

90 Do you own multiple businesses?
☐ Yes, _______ businesses
☐ No

91 What is your age?

________________________________________________________________________

92 What is your gender?
☐ Male
☐ Female

93 Do you have children living at home?
☐ No
☐ Yes

If yes, what is/ are the age(s) of your child/ children?

________________________________________________________________________

94 What is your country of birth?

________________________________________________________________________
95 What is your mother’s country of birth?
_________________________________________________

96 What is your father’s country of birth?
_________________________________________________

97 What is the postal code of your house address?
_________________________________________________

98 For how long have you lived at this address?
_________________________________________________

We would like to thank you very much for completing the questionnaire. In future stages of the research we would like to conduct some personal interviews with entrepreneurs. Would you be willing to participate in an interview in the near future? This interview will last between 1-2 hours.

Yes, I’m willing to be interviewed. You can contact me using the following phone number or e-mail address:
_________________________________________________

No, I’m not willing to be interviewed, but I would like to get the research results of this questionnaire. My e-mail address: ________________________________
☐ No, I’m not interested