

THE MENTAL MAP OF DUTCH ENTREPRENEURS

*Changes in the subjective valuation
of locations in the Netherlands*

1983-1993-2003

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Structure of the presentation

- 3 postal surveys of firms:
1983-1993-2004
- Change in locational preferences
- Distance and rating
- Patterns of thought
as revealed by factor analysis
- Dimensions of meaning
- Conclusions

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The postal surveys in 1983-1993-2003

- Samples: 1800 firms (taken from database Chamber of Comm.) with >10 employees
- Firms from the sectors industry, wholesale, construction, transport, business services
- Firms with a national or international sales area
- The questionnaire is a map showing 70 potential locations in the Netherlands

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Locations to be valued as possible firm sites

Give a value for each place as a possible location for your company:

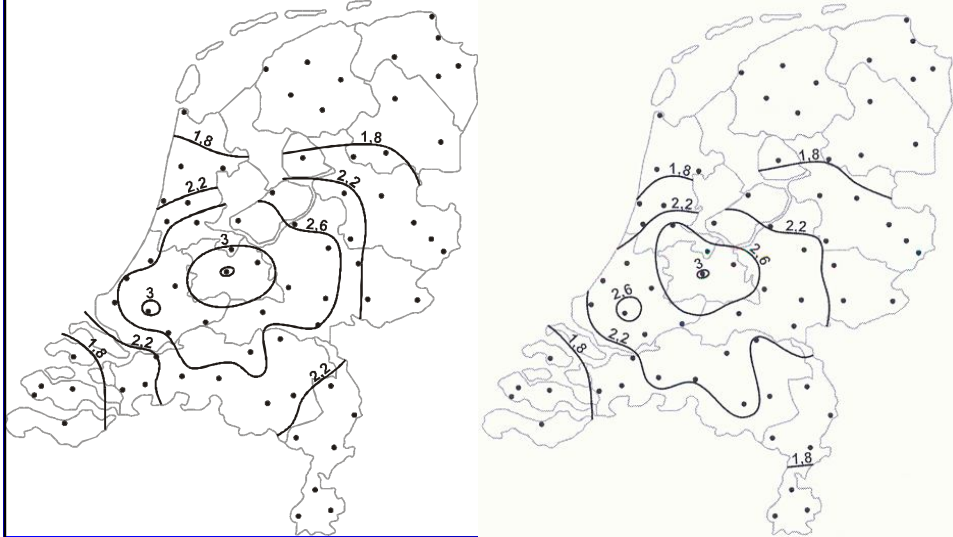
- ++ very good
- + good
- +/- neutral
- bad
- very bad



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Average rating of locations

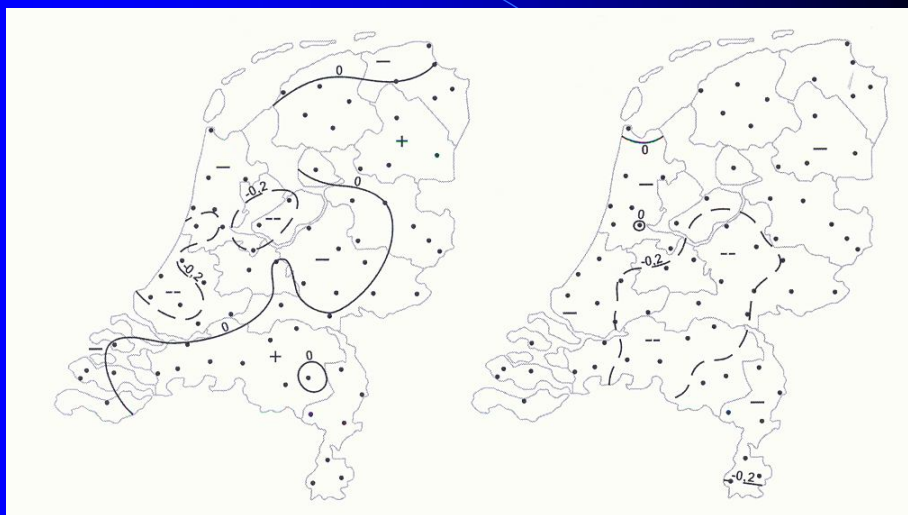
a) 1983 b) 2003



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Change in ratings

1983-1993 1993-2003

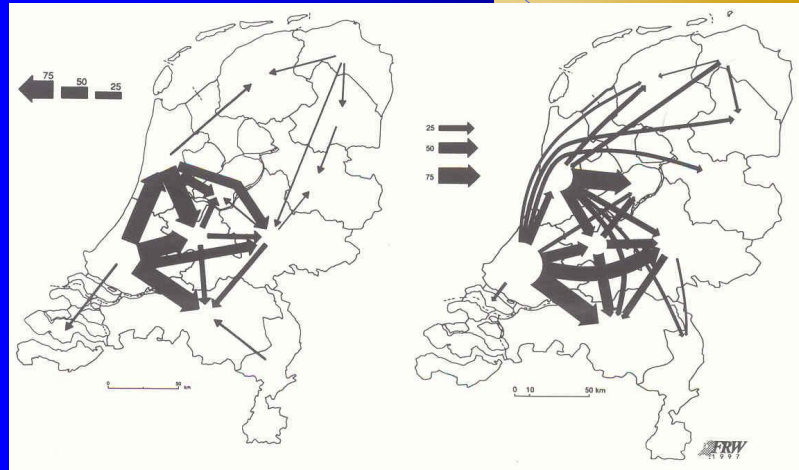


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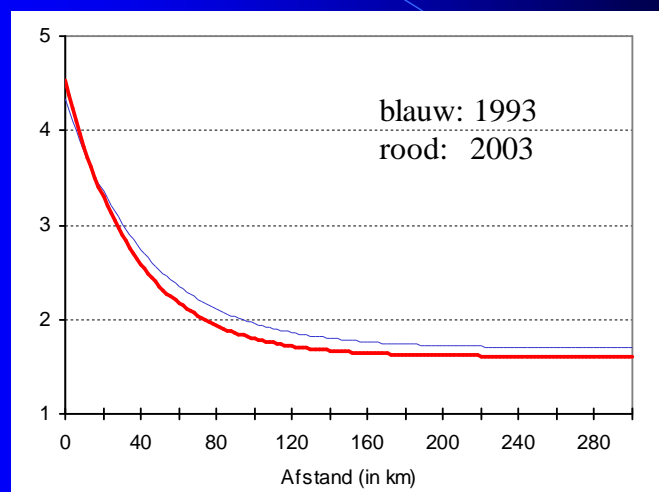
Interprovincial firm migration (balance of in- and outgoing migrations)

1990/1991

1994/1995



Rating of locations and distance (modified exponential)



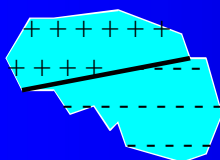
Rating as a function of distance (modified exponential)

Starting value (d=0)	4.17	4.34	4.54
End value (d=inf.)	1.69	1.70	1.61
Turning point (km)	31	31	27

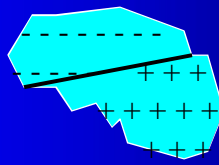
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Patterns of thought

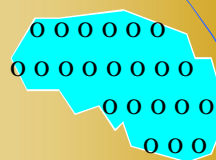
Calculation of mean ratings may hide patterns of thought from the view. Example: mental maps of entrepreneurs from Flanders and Wallonia



FLEMINGS



WALLONIANS

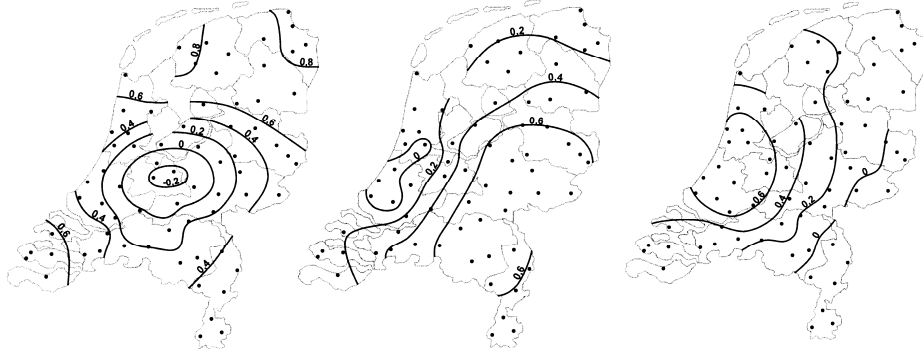


ALL BELGIANS

Calculating mean ratings in this case obscures the influence of the language situation on the ratings

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Principal components analysis, ratings of 1993



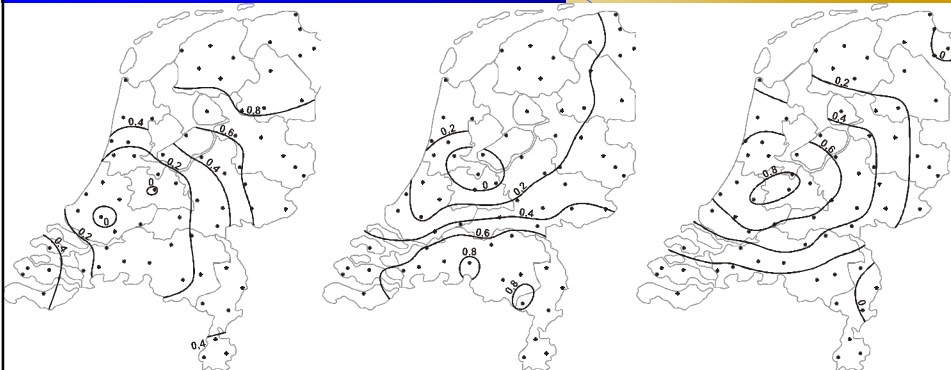
Factor 1

Factor 2

Factor 3

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Principal components analysis, ratings of 2003



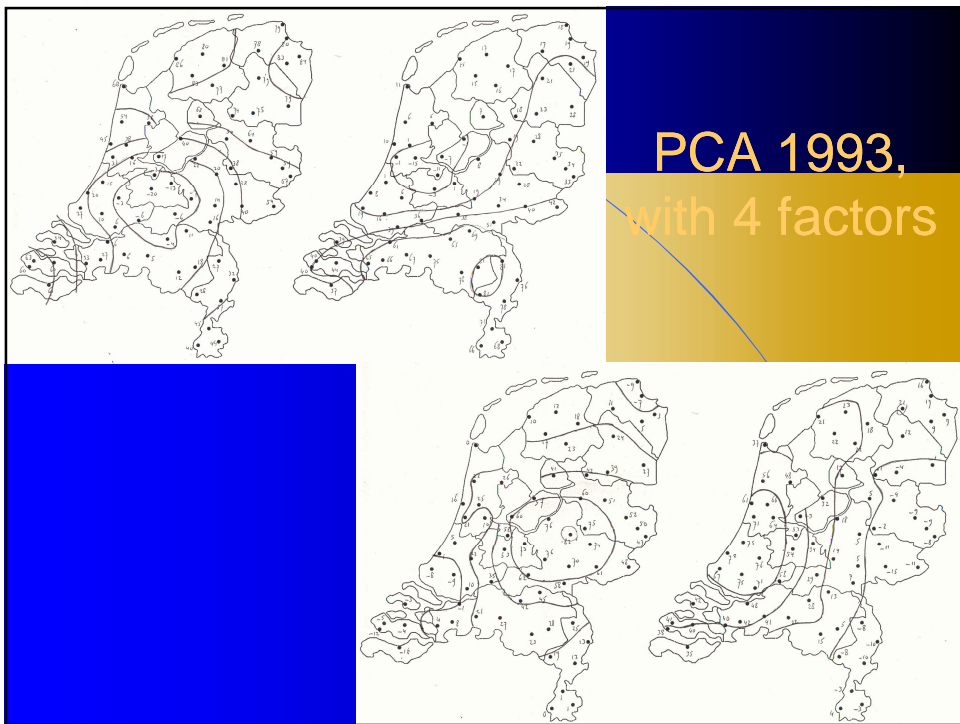
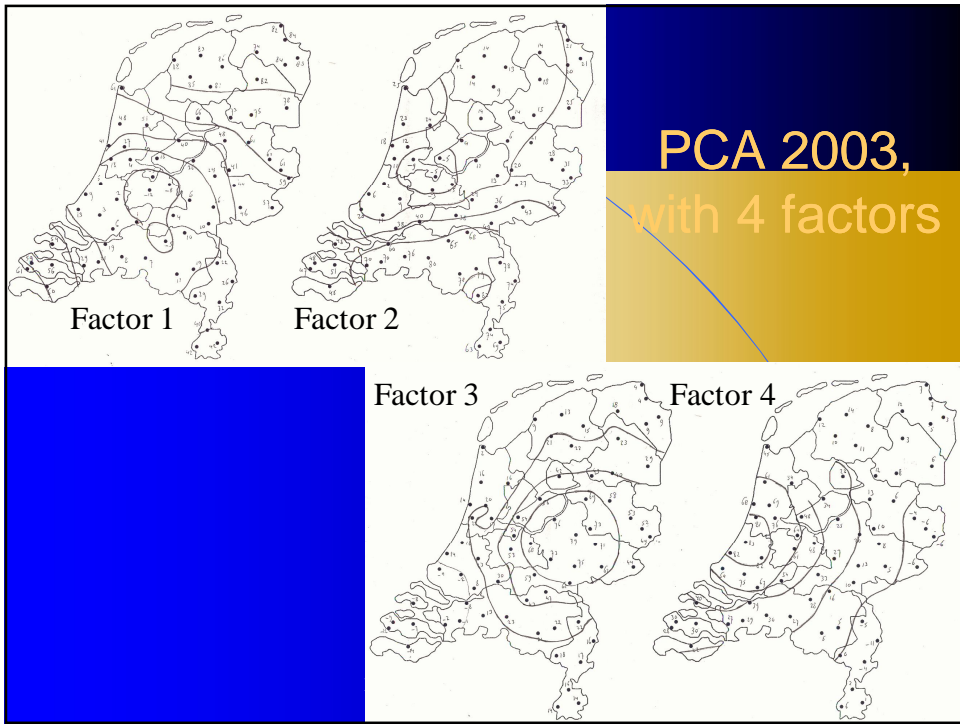
Factor 1

Factor 2

Factor 3

???

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Dimensions of Meaning

(according to Osgood, Suci
& Tannenbaum 1957)

- EVALUATION - the subjective element
- POTENCY - things that can be measured
- ACTIVITY - the element of dynamism

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CONCLUSIONS

- The central dome in the 'preference landscape' is flattening
- The decrease of preference for the Randstad shifts further eastward
- Preference for the region of residence increases
- Potency, activity and evaluation are 3 dimensions that determine locational preference
- Landscape and culture determine the evaluative dimension of location ratings

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