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
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

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
Average rating of locations
a) 1983
b) 2003

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

Rating of locations and distance
(modified exponential)

blauw: 1993
rood: 2003
Rating as a function of distance
(modified exponential)

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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.
Principal components analysis, ratings of 1993

Factor 1  Factor 2  Factor 3

Principal components analysis, ratings of 2003

Factor 1  Factor 2  Factor 3
PCA 2003, with 4 factors

Factor 1
Factor 2

PCA 1993, with 4 factors

Factor 3
Factor 4
**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