Location of creative workplaces

A quantitative research into the relative importance of location factors for creative organization in Amsterdam.

Master thesis Cultural Economics and Entrepreneurship
by Vera Lentjes

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Abstract

Facilitating, attracting and retaining the creative industries to their cities is a top priority of local governments. Flexible workplaces, temporary locations, creative business complexes, co-working spaces, hubs, incubators and start-up accelerators, offer workplaces more suitable to the flexible and mobile working patterns of the creative professionals. In spite of the ongoing debate on hard vs. soft location factors, knowledge on the location factors for workplace decision by creative organizations is limited. By conducting a quantitative research, this thesis aims to test the relative importance of hard, cluster and soft location factors for creative organization in Amsterdam. In contrast to the expectations, survey results show that the majority of respondents work at home or office buildings. Data analysis of 176 respondents' scores showed significant differences in the relevance of hard, soft and cluster factors. Limited significant results were found in the comparison of workplaces. Social capital and urban location factors are the most dominant factors in determining the decision to locate in Amsterdam. The choice for location within the city, the workplace, is determined by a combination of hard and soft location factors. Creative organizations appreciate the urban characteristics of the greater Amsterdam cluster more than they attach importance to proximity of others in the workplace. When it comes to workplace decisions, economic rationale and practical considerations are dominant. As a result, most of the self-employed creative freelancers in Amsterdam stick to their home offices instead of the flexible and creative workspaces Amsterdam offers.

Key words: location decision, creative organizations, location factors, creative clusters, Amsterdam, hard factors, soft factors, cluster, factors, workplace, coworking spaces, home office.

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1. Introduction

1.1. Research problem

After the factory system and Fordist mass-production, a new episode of capitalist development has emerged (Scott, 2011). Addressed to by a variety of terms (post-fordism, new economy, knowledge economy, creative economy and cognitive-cultural economy), this new economic paradigm presents a shift towards a knowledge-based economic system in which creative workers are primarily paid through their intellectual property (Nakamura, 2000). Globalization, outsourcing and fragmentation of production created room for organizations to focus on knowledge-based activities, such as design, marketing and communication (Scott, 2008). Labour processes increasingly depend on intellectual and affective human assets (Scott, 2008). This new economic activity is characterized by the creation of creative, symbolic and heterogeneous products. Creative industries (CI) are at the centre of this new economy. In today's economy, CI produce a large share of economic output and, through their innovative potential provide a source of urban and economic development through their innovative potential (Scott, 2008; Scott, 2011). In addition, CI are less vulnerable to economic crisis (Romein & Trip, 2011). The creative workforce is highly elastic, flexible and capable to adapt or (re)start businesses since it is made up of micro-entrepreneurs and freelancers with flexible working patterns that allow them to combine several jobs (Romein & Trip, 2011). Governments are searching for the right set of conditions to attract and retain the CI in order to enhance the competitive performance of their economic activity (Musterd et al., 2007; Musterd & Gritsai, 2010).

Yet, researchers of location conditions are entangled in an ongoing debate between the supporters of classical location theory and the advocates of the creative class theory. The first state that economic aspects are the main determinants of location, while the latter emphasize the importance of cultural and social amenities of a city. With an abundance of empirical research, both strands of research have made many attempts to prove their case. So far, the debate is still unsettled. Furthermore, despite of the changing working patterns of creative professionals, research on the role of location factors for workplace decision is limited. In recent years, several new types of creative workplaces have been introduced in the city. Flexible workplaces, temporary locations, co-working spaces, hubs, incubators and start-up accelerators, offer creative workers workplace options that are more suitable to their work patterns (Moriset, 2014). CI consist of a relatively large number of small and medium sized organizations, a lot of them being non-employer firms or self-employed freelancers (Romein & Trip, 2011).

Project-based work, flexible employment and multiple job holding characterize their work. Moreover, communication technologies increase the flexible working arrangement. Creative workers live and work anywhere (Moriset, 2014). Though many of the small creative business start from the dining table, the isolation of the home office is not conducive to creative work. New workplaces present opportunities to benefit from social encounters and professional interaction, without having to give up flexibility and freedom. Up to now, this is only an hypothesis. A lack of knowledge about factors influencing the workplace decision leaves a gap in the literature on location factors. To facilitate CI, it is necessary to increase our understanding of location preferences of creative workers on both city scale as for their workplace. Why do creative organizations locate in the city? What factors influence their workplace decision? What is their relative importance?

1.2. Research aim and research question

This thesis aims to fill this gap by empirically testing the relative importance of factors influencing the type of workplace creative organizations choose to operate at. By analysing relevant literature and conducting a cross-sectional research, this thesis aims to answer the question:

- What is the relative importance of hard, cluster and soft location factors for the location decision of creative organizations in Amsterdam?

1.3. Academic and societal relevance

In academic research so far, there has been much attention for CI's location patterns. CI have a particular tendency to cluster. However, economic geographers seem to be unable to come to an agreement on the driving factors influencing the location decision of creative organizations. As a result, the research field is characterized by the ongoing debate between the advocates of hard location factors and soft location factors. Classical location theorists believe that people follow jobs and economic 'hard' factors are the main drivers of location decisions. In contrast, advocates of the people-based perspective, with Richard Florida as pioneer, believe that jobs follow people and 'soft' conditions such as cultural amenities are most important location determinants. This debate resulted in a broad scope of research on spatial patterns of specific industries (Scott, 2005; Wenting, 2011) and clustering studies on several geographical scales, including creative cities (Florida 2002; Drake, 2003; Currid, 2007), creative districts (Lavanga, 2006; Andres & Grésillon, 2011), creative neighbourhoods (Heebels & Van Aalst, 2010) and creative milieus (Hall, 2000; Hall, 2000). However, the importance of

location factors is still ambiguous. 3The goal of this research is to overcome the geographical boundaries assigned to clusters in existing studies and explores the relation between location decisions for city and for the workplace. An exploration of the relative importance of location factors at different scales offers a new point of view to the opposite sides in the debate. By analysing both the urban cluster and the individual workplace location of creative organizations, this research goes beyond cluster boundaries and relates the different levels on which location decisions are taken. This offers insight in the contradicting results on the importance of location factors so far.

Especially in a small country as the Netherlands, government plays an important role in allocating place to several spatial functions like work. For spatial planning in a city, information on the location preferences of organizations is crucial. The spread of the new economy has created new ways of working. It is not strange to assume that in turn location preferences have also evolved. This thesis tests the assumption of new location preferences of creative industries. The results of this study inform policy makers on these preferences. On local, national and international level, the importance of CI for the economy is supported. The CI are part of the 'top-sector' of the Dutch government and also the European Commission stresses their significance (Braams, 2011). In recent years, the municipality of Amsterdam has tried to arrange creative workplaces suitable for the flexible work patterns of creative professionals by developing intermediary services, supporting private project developments, subsidizing urban cultural planning and putting their vacant buildings to use (Wijn, 2002, Bureau Broedplaatsen, 2012). The result is a diverse supply of different types of workplaces. This research evaluates whether this diversifying policy is still the right focus for CI policy in Amsterdam.

1.4. Definitions

This research applies the following definitions of key concepts:

- Creative industries;

  The creative industries are industries in which the creation, production and exploitation of symbolic material is most important. The creative industries are divided in three sub-sectors; (i) the arts, (ii) media and entertainment and (iii) creative business services. In the Netherlands, creative industries are classified on the bases of standard industrial classification codes, SBI 2008[1] (Van Oosteren & Teirlink, 2013, p. 10).

[1] Appendix 1: full list SBI-codes creative industries.

- Creative organizations;
  Creative organizations are defined as businesses with all legal identities registered at the Dutch Chamber of Commerce under an industrial classification code (SBI 2008-code) categorized as creative industries.
- Workplace;
  The workplace is the primary physical space from where the creative organizations carry out their main professional activity, in other words perform their job. The workplace can be both private property and a public space.

1.5. Research structure

This research consists of the following parts. The theoretical framework discusses theoretical and empirical research on the spatial patterns of creative industries, the factors influencing location decision of creative organizations and the (new) places of work. Moreover, it conceptualizes the hard, cluster and soft location factors for the city and the workplace. Chapter three, the methodology, describes the general approach, research design, method of data collection and data analysis of this research. In addition, this chapter evaluates the quality of the research and discusses the general limitations. Chapter 4 presents the results of the conducted cross-sectional survey. The last chapter summaries the findings of this study, answers the research question and gives suggestions for further research. A full report of the statistical analysis performed can be found in the appendix as well as the survey questions.

2. Theoretical framework

Debates about the essential conditions for the development of economic activity are by no means new. The study of spatial economics dates back to an early German tradition of location theorist known for contributions as Von Thünen's study on land use patterns, and the location analysis of Weber (Scott, 2000). Due to changing economic conditions, the importance of geographic location and context gained renewed attention by economic geographers. This chapter presents an overview of the literature on location behaviour of CI. The first section introduces the creative industries and creative work. Next, the second section outlines the development of the cluster concept and relates it to the CI. Subsequently, the third section describes the contrasting views on the factors determining the location decision of creative organizations. The fourth section deals with changing working patterns of creative organizations and discusses the evolvement of the workplace.

2.1. Creative industries

Cultural and creative industries represent sectors that 'produce outputs whose subjective meaning […] is high in comparison to their utilitarian purpose' (Scott, 2008, p. 84). According to Richard Caves, CI include 'book and magazine publishing, the visual arts (painting, sculpture), the performing arts (theatre, opera, concerts, dance), sound recordings, cinema and TV films, even fashion and toys and games' (Caves, 2000, p.1). The CI are considered to be affiliated for their common economic features (Towse, 2010). Novelty and differentiation of creative goods lead to monopolistic competition in the CI (Caves, 2000). The requirement of creative input leads to the prevalence of high sunk costs for original production and low, sometimes zero, marginal costs. For creativity to be a source of income a creative product has to be protected by intellectual property law. In addition, the element of novelty in creative products produces information issues concerning the quality (Caves, 2000). 'Nobody knows' what the reception of the consumer is going to be.

Uncertainty in the CI shapes the work arrangements (Scott, 2008; Lingo & Tepper, 2013; Moriset, 2014). Creative products require a variety of talent and skills (Caves, 2000). CI are strongly fragmented and characterized by small-scale business structures. Creative organizations manage uncertainty through project-based work and flexible short-term employment contracts (Lingo & Tepper, 2013). As a result, creative professionals work multiple jobs to differentiate their skills and secure their income. Autonomy, creativity and 'coolness' attracts creative workers to entrepreneurial labour in the CI, for which, in turn, they have come to accept the high risks associated with this

work (Neff, et al., 2005). The instability makes artists highly involved in self-promotion, reputation building and networking to deal with fluid employment. Networking provides the creative worker with opportunities to show experience and expertise and build on his/her 'portfolio career' (Neff et al., 2005; Scott, 2008; Lingo & Tepper, 2013).

Location plays a vital role in both collective creative processes and individual aesthetic creativity (Drake, 2003). Contrary to what might be expected, globalization, intensified competition and technological advancements have not downplayed the importance of location in economic activity. Instead, the local level qualities are directly involved in knowledge creation. Economically successful environments foster the transfer of tacit knowledge trough face-to-face interaction and connect this local knowledge to global codified knowledge (Bathelt et al., 2004). Economies of scale and scope further stimulate the trend of urban agglomeration (Sleutjes, 2013). For creative workers in particular, place attributes produce inspiration, stimuli or motivation for individual aesthetic creativity. Creative workers refer to place, or local communities, as source of learning and knowledge transfer, source of visual raw material, providing workers with a supportive innovative environment and utilizing locality as product branding (Drake, 2003).

Yet, the relation to physical location is changing. More and more, the workplace has to meet with the requirements of flexible work patterns. The development of communication technologies resulted in the emergence of urban 'lone eagles': knowledge workers that can live and work anywhere (Moriset, 2014, p. 4). In addition, compulsory socializing creates fading boundaries between work and leisure time (Neff et al., 2005). For these 'digital nomads', offices are replaced by flexible work arrangements (Liegl, 2014, p. 163). This practice of mobile working is 'particularly noticeable among urban freelance creative workers such as writers, (graphic) designers, academics, programmers, or public relations professionals' (Liegl, 2014, p. 164). Creative freelancers 'use nomadic patterns and mobility as resources to shape, stimulate, and organize their work' (Liegl, 2014, p. 180).

2.2. Clustering concept

What do we know about the location patterns of CI? In economic geographic research, the CI have been frequently linked to the concept of clusters (Lazzeretti, Boix & Capone, 2009). Geographic concentration of trade and industries is a historically well-known phenomenon (Porter, 2000). Such agglomerations are referred to as clusters. Clusters are defined as 'geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions (e.g.,

universities, standards agencies, trade associations) in a particular field that compete but also cooperate' (Porter, 2000, p. 15). Rich traditions of scholars from both economics and management have sought to understand the reasons for such clustering of economic activity (McCann & Folta, 2008). The following section further explains the concept and motivations of industrial clustering. In addition, it explains the specific tendency of creative industries to show these clustering patterns.

2.2.1. Clustering on national, regional and local level

The research field broadly distinguishes between two types of agglomerations; agglomeration of related firms and clustering of diverse firms. Relatedness is explained as referring to both connected industries (i.e. firms that produce goods that are close substitutes) and linked technologies (i.e. related underlying technology but with various seemingly unrelated applications) (McCann & Folta, 2008). Related firms that co-locate benefit from externalities created by specialization of the area. Cluster of unrelated firms on the other hand, benefit from cross-fertilization and generation of new ideas, and the portfolio effect, which implies that a varied product base minimizes the economic vulnerability (McCann & Folta, 2008). Both types of agglomeration yield different economic benefits referred to as 'agglomeration economies'.

Marshall outlines four forms of agglomeration economies resulting from co-location; specialized labour pool, specialized resources, transfer of knowledge and increase in demand (McCann & Folta, 2008). He argues that co-location of firms with a similar knowledge base offers access to a specialized and skilled labour pool. It increases the workers willingness to invest in industry specific skills, reduces the workers risk of unemployment in that area and minimizes the need for retraining of workers. Second, co-location provides a sufficient local demand for specialized services and minimizes the transport costs for specialized resources. Third, agglomerations facilitate the transfer of (tacit) knowledge between firms by offering the opportunity for face-to-face contact. Lastly, Marshall explains that clustering makes search for products easier and boost consumer demand (McCann & Folta, 2008).

Porter (2000) has extended Marshall's work by developing the cluster concept. According to Porter (2000), location affects a firm's competitive advantage by influencing its productivity growth. Porter (2000) outlines four major environmental factors that enhance productivity and explain the existence of clusters: (i) factors input conditions, (ii) context for firm strategy and rivalry, (iii) demand conditions and (iv) related and supporting industries. Factor inputs include all sorts of resources (natural, human, capital) and infrastructures (physical, legal, communication) that are more

efficiently organized in clusters. Second, a cluster provides context for local rivalry by creating rules, incentives and norms for competition (Porter, 2000). Third, clusters of linked industries have an amplifying effect on consumer demand. Lastly, co-location pushes productivity by applying pressure to innovate and upgrade (Porter, 2000).

Nevertheless, the cluster concept has been criticized for its lack of clear defined boundaries. To which scale can we speak of spatial concentration? The boundaries that Porter (2000, p. 16) proposes as 'the geographical scope of a cluster by the distance over which the efficiencies occur' are impossible to empirically test. Scale is a sensitive matter in determining a cluster. Economic activity of CI can be highly concentrated in a specific geographical location, but the labour intensive activities cannot exist without the supply of skilled professionals in the larger geographical area (Musterd & Gritsai, 2010). Thus, strongly concentrated small scale clusters of economic activity still depend on their embeddedness in larger cities. In addition, clustering takes place in both small towns and large urban areas. Studies on the systematic differences in structure are lacking.

To fill this gap, Lorenzen and Frederiksen (2008) studied the differences between small town clusters and the mosaic of interconnected clusters in urban areas. The authors outline two basic forces behind geographical clustering: localization and urbanization economies. Localization economies are positive externalities resulting from area specialization. The specific space in which these firms co-locate is subordinate. Localization economies include flexible specialization, incremental innovation, efficiency, quality of labour and supply of specialized institutions. Urbanization economies indicate the positive externalities enjoyed by firms in an urban, or a city, environment (Lorenzon & Frederiksen, 2008). The specific place of co-location is key for the occurrence of these externalities.

A central feature of urban places is the presence of a wide array of diverse firms at small scale (McCann & Folta, 2008). Temporary collaborations and coordination among different knowledge bases increases product novelty. Profound communication between unrelated knowledge bases sparks radical innovation. Also, the broad and diverse labour market created by a combination of industries facilitates the spread of ideas. In addition, high-education institutions in urban areas give organizations the opportunity to broaden and deepen knowledge and skills. Moreover, the diversity of other institutions in large urban areas (i.e. airports, housing, cultural facilities) supports the process of mutual influence, the creation of new knowledge and innovation (Lorenzen & Frederiksen, 2008). Large world cities, such as New York, London and Paris, have the capacity to support both specialization and diversity. It is however the

interaction between localization and urbanization economies that determines how well a city can foster these clusters. CI have a particular preference for clustering in these urban environments (Wenting, 2011).

2.2.2. Clustering of the creative industries

Mappings of CI show that the city is the key spatial level where creative activity occurs (O'Connor, 2004). CI are primarily distributed in inner cities, prefer venues in old industrial building, are found in close proximity to knowledge institutions and, most importantly, are rooted in local urban socio-cultural context (He & Gebhard, 2014). But why do CI prefer to locate in cities?

Firstly, cities serve as a breeding ground for CI. Based on historical examination, Hall (2000) concludes that cities always have been centres of creativity and innovation because of the socio-cultural environment. Creative cities are characterized by rapid economic and social transformation, a relatively wealthy community and a high-culture minority that caters to the tastes of this minority. Together, these factors created a place where outsiders could easily enter, but also provided them with something to react to. This general state of manners and mind fosters 'moral temperature that allowed a particular kind of talent to develop in one place at one time' (Hall, 2000, p. 643). Csikzentmihalyi (1997) also underlines the importance of socio-cultural context for creative activity to take place. Creativity only results in innovation when a person's novelty is judged as creative, picked-up by the environment, implemented in current routines and eventually lead to new practice.

Second, the social context of production in cities helps CI to overcome information asymmetries caused by quality and demand uncertainty. Intermediaries or gatekeepers with specific knowledge of the industry help select the products (Lavanga, 2012). Intermediaries and producers find each other in scenes located in big clusters of aesthetic expression (Hauge & Hracs, 2010). According to Currid (2007) being in the same space is instrumental. Her research on the New York fashion scene showed how the social infrastructure creates nodes of creative exchange that facilitate the horizontal ways in which these industries operate. Social and informal connections facilitate dissemination of ideas, distribution of jobs and collaborations among industries (Currid, 2007; Hauge, Malmberg & Power, 2009). Furthermore, spatial origins or the symbolic value of the city, contributes to the symbolic meaning of products. Cities are used as a brand for differentiation of locally produced products (Scott, 2005; Hauge, Malmberg & Power, 2009; Hauge & Hracs, 2010).

Third, cities stimulate the innovation dynamics of CI. Scott (2001) explains the

preference of CI for urban areas by pointing to cities capability to foster high levels of human input by accommodating dense transactional flows of information, goods and services and the innovative qualities derived from various, accidental, small, day-to-day encounters (Scott, 2008). Since competition in CI is based on the ability to create new consumer experiences, there is a high need for constant variety, novelty and radical innovation (Lorenzen & Frederiksen, 2008). The focus on innovation, and the innovative power of 'related variety' (e.g. being close to a variation of somewhat related industries), drives CI to large urban areas. CI are 'highly sensitive to embedded cultural knowledge' (O'Connor, 2004, p. 2) and benefit from an 'active process of cross-fertilization and cognitive relationships among different industries' (Lazzeretti, Boix & Capone, 2009, p. 4). Creative clusters benefit from the transfer of tacit knowledge, skills and know-how, which results in a high degree of learning and innovation (Scott, 2000; O'Connor, 2004; Lorenzen & Frederiksen, 2008; Lazzeretti, Boix & Capone, 2009).

Cities give rise to creative milieus that help form identity and credibility for CI and provide them with the proximity necessary for transfer of codified and tacit knowledge. For that reason, CI do not only have a natural tendency to cluster, they preferably cluster in cities and mostly favour large global cities. CI cluster in order to facilitate product differentiation through variety creation. CI cluster in cities because urbanization economies, proximity to unrelated knowledge bases, stimulate product differentiation through novelty. Moreover, CI show a disposition for large global cities because the combination of localization and urbanization economies present the perfect circumstances for radical innovation (Lorenzen & Frederiksen, 2008).

2.3. The location debate: hard vs. soft location factors

The previous section already described several factors that influence spatial clustering patterns of creative organizations. The debate on the relative importance of these factors put economic aspects and social/cultural factors opposite to each other. The following section explains the origins of both theories and gives an account of the current perspective on location factors.

2.3.1. Hard location factors

Classical location theory identifies economic aspects, or hard factors, as main determinants of location choice (Sleutjes, 2013). Hard factors include accessibility, transport/technical infrastructure, public transport facilities, availability of resources (work, labour force etc.), availability and price level of office space, tax regime, and other regulations and laws such as subsidies (Van Noort & Reijmer, 1999; Musterd et al., 2007;

Bontje, Pethe & Von Fintel, 2013; Musterd & Kovács, 2013). Classical location theory aims to determine the optimal profit maximizing location for firms, i.e. the location where the difference between total revenue and total costs is maximized (Pellenbarg et al., 2002). Hard factors have a direct impact upon the potential cost-benefit balance of firms. For example, the extent and quality of infrastructure are regarded as main drivers of location behaviour. Accessibility and communication provide opportunities for cost saving on transport, supply and additional services and they are essential to the development of economies of scale and scope. The availability of capital and labour equip firms with means to compete and maximize profit. The institutional environment, tax regimes and other laws and regulations can have direct effects on costs and profit. To determine the optimal profit maximizing location, classical location theory assumes that the location decision maker is a well-informed, rational individual, operating in a market characterized by perfect competition, and functioning in a static environment in which costs and prices are given (Van Noort & Reijmer, 1999; Pellenbarg et al, 2002; Sleutjes, 2013). Firms presumably have perfect information, are able to fully process the information, are perfectly mobile and do not encounter any entry or exit barriers to the market.

Research shows that not all hard factors are equally important for every creative organization. Bontje, Pethe and Von Fintel (2008) show strong differences in drivers of location behaviour among the different branches of creative activity. For example, the film industry is largely dependent on hard conditions, such as the public social infrastructure of film funds and educational institutions. Web designers on the other hand rely on the digital communication infrastructure and thus are less tied to a specific location (Bontje, Pethe & Von Fintel, 2008). Judgement of hard factors even varies between different activities in one sector. For instance, non-commercial film companies rely on public social infrastructure with film funds, while for commercial film companies this infrastructure has no direct influence (Bontje, Pethe & Von Finel, 2008).

Larger cities are generally able to offer a certain level of hard conditions but these conditions differ in quality and are not evenly distributed resulting in unequal positions in economic competition (Musterd & Gritsai, 2010). Recently, scholars have recognized the limitations to solely paying attention to the hard location factors. In association with the emergence of the creative economy, soft location factors are expected to influence location decisions more (Musterd et al., 2007). The main criticism regarding classical location theory is that it does not address personal preferences or the psychological costs and benefits related to the location choice (Pellenbarg et al., 2002). Classical location theory is criticized for the assumption that decision makers

have perfect knowledge about future events, which is infeasible. In reality, different interpretations of risk and profit potential will lead to different location decisions. The classical approach ignores the fact that the profit optimizing individual will in practice settle for a satisfying location instead of the perfect location because of the costs of acquiring more information on specific locations (Pellenbarg et al, 2002).

2.3.2. Soft location factors

In recent years, an alternative perspective gained support that explains spatial patterns of economic activity by reviewing the preferences of individual workers. This people-based perspective follows the assumption that individual workers seek locations that meet their specific preferences for high quality of place and presence of cultural amenities (Sleutjes, 2013). Scholars concluded that 'work follows people' and urban growth, thus, can be explained by worker's migration patterns to cities with pleasing cultural amenities (Storper & Scott, 2009). Such cultural amenities are determined as 'soft' location factors, factors that are associated with emotional, cultural, social motivations. Soft factors include urban amenities, urban atmosphere, (visual) attractive residential environment, quality of life, leisure activities, cultural scene and tolerance of alternative lifestyles and ethnic diversity (Musterd et al., 2007; Musterd & Gritsai, 2010; Bontje, Pethe & Von Fintel, 2013). According to several scholars, 'soft' location factors are pivotal in attracting creative people and talent to a specific location.

The most influential scholarly contribution to this people-based perspective on economic geography is Richard Florida. Florida's (2002) core argument is that regional competitive advantage does not rely on cost reduction but is a direct result of cities ability to attract creative people. The 'creative class' refers to both professionals in the CI that are directly active in the production of new ideas and content as a wider circle of talent employed in knowledge extensive industries (Storper & Scott, 2009; Musterd & Gritsai, 2010; Sleutjes, 2013). According to Florida (2002), economic activity follows creative talent, the presence of the creative class spurs economic growth and, therefore, it is crucial to facilitate the conditions they require. Florida (2002) states that the notion of place represents a distinctive feature of the creative worker's identity. The 'quality of place' depends on what is there (build and natural environment), who is there (diverse kind of people) and what is going on (vibrant street life and cultural amenities) (Sleutjes, 2013). To attract the high-educated creative class, a city can enhance the quality of place by securing Florida's 3T's; tolerance, talent and technology (Florida, 2002). Since tolerance is an abstract concept and cannot be observed directly it is measured by an index of diversity composed by the number of artists, gays and non-

native's (Storper & Scott, 2009). Accordingly, large cities include Florida's 3T's in their social atmosphere, the ethnic diversity and the availability of cultural activities (Wenting, 2011).

Other scholars have further explored the importance of soft location factors to attract creative professionals to a certain location. According to the 'Consumer City' theory of Glaeser, Kolko and Saiz (2001), urban growth largely depends on the cities ability to attract high skilled workers by offering the right amenities. Urban amenities include a rich variety of consumer goods (restaurants, theatres, etc.), attractive aesthetics, high quality public services (good schools, low crime levels) and good public infrastructure (speed and ease to move around). Performance of cities thus depends on consumption instead of production (Sleutjes, 2013). The 'entertainment machine theory' argues that consumption of urban amenities directly drives urban growth (Clark et al., 2002). In this case, the more literal interpretation of urban amenities include all urban attractions, such as parks, galleries, museums, signatures buildings, restaurants, sport facilities, shopping centres and so on (Clark et al., 2002; Storper & Scott, 2009; Sleutjes, 2013). The importance of arts and cultural amenities is further supported by Currid's (2007) research into the art, fashion and music industry of New York City. Currid (2007) identifies New York's nightlife and club scene as crucial nodes of exchange for disseminating ideas, valorising goods and distributing jobs and skills that is instrumental for creative careers. It is at these socializing events at cultural places where hanging out translates into beneficial economic outcomes. Link to these local cultural scenes provide a source of symbolic value for cultural products (Hauges & Hracs, 2010). In addition, empirical evidence is found that the presence of cultural and historical heritage in cities helps creative groups to find inspiration and like-minded people (Hall, 2000; Lazzeretti, Boix & Capone, 2009). Even the visual qualities of a district effect the location decision. In her research, Smit (2011) concludes that creative entrepreneurs in the Netherlands identify the distinctive visual form of their neighbourhood (e.g. urban design, architecture, waterfronts, parks) significantly important for both their individual work as the firm's performance. Visual attractive locations makes the site inviting for clients, it 'enhances the creative image' of the firm and contributes to the individual creative productivity by inspiring workers (Smit, 2011, p. 179).

Even so, many scholars question the validity of the soft location factor theories. The concept of soft location factors is remarkably vague, difficult to define and the quality of place indicators are prone to subjective measurement (Sleutjes, 2013). Furthermore, Florida's creative class theory has been targeted with a myriad of

criticisms on its problematic weak empirical basis and far from convincing research evidence for his soft location factors (Storper & Scott, 2009; Musterd & Gritsai, 2010; Sleutjes, 2013). Hall (2004) judges the apparent ease with which Florida suggests a 'cool' city can be created. As also Musterd and Gritsai (2010) underline, building the necessary conditions for innovative and creative cities is a 'sometimes agonisingly slow' process (Hall, 2004, p. 257). Furthermore, there is little evidence that the rise of the creative class is a long-term trend and can possibly be regarded a 'hype' (Musterd et al., 2007).

In general, the people-based theories are criticized for neglecting the role of employment opportunities in location decisions (Sleutjes, 2013). Research by Storper and Scott (2009) illustrates that stagnant growth is not caused by a shortage of high skilled people but by a lack of job opportunities. The authors state that the creative class have 'invested considerable resources and time in acquiring know-how, skills and qualifications' and for that reason are unwilling to 'dissipate their investments […] by moving to places where their personal assets are systematically at risk or undervalued in the local job market' (Storper & Scott, 2009, p. 16). It seems that location decisions are still mainly driven by cost elements. Soft location, and quality of life, factors play a secondary role and are only considered after the first hard criteria of the organization are met (Sleutjes, 2013). The work population is primarily focussed on attractive business locations. Only when retired, soft locations gain significance (Chen and Rosenthal, 2008).

2.4. Closer inspection of location

Empirical research on location factors has not provided a conclusive answer on the hard vs. soft factor debate. It seems that one or the other does not determine the location decision. To gain insight in the location preferences of creative organizations, the relative importance of the location factors needs to be studied.

2.4.1. Location factors in Amsterdam

Recently, the *Accommodating Creative Knowledge (ACRE)* project aimed to assess the conditions that can create and stimulate the development of CI in 13 European city regions, including Amsterdam, Barcelona, Birmingham, Budapest, Dublin, Helsinki, Leipzig, Milan, Munich, Poznan, Riga, Sofia and Toulouse. The research project conducted a research on the crucial conditions for settlement for knowledge workers (e.g. graduates, employees, managers and transnational migrants). As part of the project, research was conducted on the relative importance of location factors. The project

produced two important outcomes. First, social capital (e.g. personal networks and life trajectories) is a crucial factor in the process of making location decisions (Muster & Gritsai, 2010; Sleutjes, 2013). Firms do not operate in isolation but are interconnected through relationships with other actors (Grabher, 2002). Strong ties to family and friends and weak ties such as business contacts lead to the sharing of knowledge and resources (Bathelt et al., 2004; Sleutjes, 2013). Musterd and Gritsai (2010) point out that in almost all European cities studied individual connections or trajectories are mentioned as the most important conditions. Location behaviour of both employees and entrepreneurs is for a large part driven by their 'individual trajectories', such as the location of family, place of birth, place of study and proximity to friends (Musterd & Murie, 2010). Almost half of the respondents in the ACRE-project still resided in their place of birth (Musterd & Murie, 2010). Second, the ACRE-project concludes that after social capital, hard economic factors, especially job availability, are the main drivers of location decisions in Europe (Musterd and Gristai, 2010). Soft location factors alone do not motivate knowledge workers to settle at a specific place. In contrast, personal trajectories and the availability of jobs drive location decisions. This is in line with the argument of Storper and Scott (2009) that attention for cultural amenities only comes after the prime interest of employment opportunities.

Interestingly, 'Amsterdam showed the highest scores on soft conditions as being relevant for attracting creative and knowledge' (Musterd & Gritsai, 2010, p. 55). This result did not vary among respondents born in the city, respondents who studied in Amsterdam and respondents that moved to Amsterdam which indicates that individual trajectories do not effect the relative importance of social factors (Musterd & Gritsai, 2010). However, the three surveyed groups (e.g. creative workers, managers of creative organizations and transnational migrants) mentioned different soft factors as important. Creative workers mentioned cultural amenities, managers assigned importance to the quality of life and the diversity of the city and transnational migrants where attracted to the widespread use of English language and the historical cityscape of Amsterdam (Pethe, Bontje & Pelzer, 2009). Musterd and Gritsai (2010) explain this by the strong historical image of Amsterdam and the positive branding of the city. Especially small entrepreneurs described the cultural scene as important for their life and work as it contributes 'to their urban lifestyle' (Pethe, Bontje & Pelzer, 2009, p.19). Bontje, Pethe and Von Fintel (2008) performed a research specifically focussed on identifying the decisive location factors from the perspective of the managers of creative organizations in Amsterdam. According to the managers, the distinctive architecture of the city centre of Amsterdam also provides creative workers with inspiration and can be

used as a reputation tool. Nevertheless, the managers did not find quality of place a decisive factor for their location decisions (Bontje et al., 2008). Or as Pethe, Bontje and Pelzer (2009, p. 17) state 'managers clearly separated their personal appreciation of diversity and tolerance from the company's needs'. In contrast, results show that managers highly value hard location factors. Accessibility of the location was reviewed as important to minimize travel time for both employees and clients. Next, higher educational institutions play a role in attracting future managers and providing labour force. Social infrastructure is not seen as a decisive factor for managers to locate in Amsterdam. Tax and subsidies were not perceived as directly important for manager's location decision. Appropriate office space for an acceptable price, on the other hand, is important and often hard to come by in the rather expensive real estate market of Amsterdam.

Overall it can be concluded that the spatiality of hard and soft factors is complex. 'Soft and hard factors have different effects in different parts of the region and at different geographical scales' (Bontje, Pethe & Rühmann, 2008, p. 52). Hard and soft location factors can be of different relative importance for different locations (e.g. inner-city locations, suburban locations) and at different geographical scales (e.g. region, city, physical location). Furthermore, it is highly possible that demographic variables and organization characteristics play a key role in the formation of a location decision.

2.4.2. Role of socio-cultural and individual demographics

The individual reports of the ACRE-project show that the homogeneous creative worker does not exist. 'Creative knowledge workers must not be conceived as an unified social entity or class, but as a heterogeneous group with distinctive social and gender differences' (Bontje, Pethe & Rühmann, 2008, p. 33). As a result, location decision, and the factors that influence this decision, is subject to the socio-demographic background, the location and the duration of the residence (Bontje, Pethe & Rühmann, 2008). The weight creative workers attach to location factors depends on demographic variables such as age, income, gender, education and lifestyle (Pethe, Bontje & Pelzer, 2009). Nevertheless, knowledge is lacking on the strength and the direction of the effect of socio-demographic variables.

Bontje, Pethe and Rühman (2008) found that demographic variables had hardly any effect on the importance of soft factors. In contrast, Hansen and Niedomysl (2009) found that soft location factors become more important with age. Their research on the migration patterns of the Swedish creative class found a migration pattern away from the inner cities to suburban areas while aging. The authors argue that young people,

motivated by job opportunities, move to the city and older people, after becoming part of the creative class, move away to more quiet locations (Hansen and Niedomysl, 2009; Musterd & Gritsai, 2010). In another study, Niedomysl and Hansen (2010) tested the importance of jobs versus amenities controlling for several socio-demographic variables. Highly educated people gave significantly more importance to cultural and entertainment facilities than respondents with lower levels of education. Compared to other groups, highly educated people also value work and career opportunities more. Work and career opportunities are valued less by women. Young people value cultural and entertainment facilities highest, with a steadily decline for older age groups. Also, the importance of work and career opportunities decline as age increases.

Specific demographic variables for the location choice of organizations are firm size, life cycle and social embeddedness. Location decisions of small and self-employed firms are influenced by their need for personal contacts. Small organizations depend on social relationships to gain partners and clients (Pethe, Bontje & Pezler, 2009). In addition, office space is less important for single-person/small sized firms. Pethe, Bontje and Pelzer (2009, p.8) explained small size firms as 'more flexible' and 'do not necessarily need office space'. Instead, they work from their home and use public spaces (e.g. cafes) for meetings with clients or partners. Co-location of home and office also limits commute time which offers creative workers a way of dealing with the long working hours typical for creative workers (Bontje et al., 2008). The stage in the industry life cycle determines the benefits a firm derives from being located in a cluster. Benefits from local specialization steadily increase while industries mature (Neffke, 2009). The advantages of local diversity, on the other hand, mainly have a beneficial effect on start-up industries, and become insignificant, or even negative, for mature industries. In other words, 'with increasing levels of maturity, industries experience rising benefits of intra-industry spillovers, but declining inter-industry spillovers' (Neffke, 2009, p. 99). According to Neffke (2009), this can be explained by the level of local embeddedness that mature industries have reached which makes them vulnerable to the lacking local focus of diversified cities.

2.4.3. New places of work

Until this point, the main focus has been on location factors influencing the decision to locate in a specific city. Martens (2011), however, focuses on the individual scale of locality: the physical workplace. He argues that the physical workplace can be a dominant instrument for firms to support their strategy and improve performance, processes and people in the organization by cost saving, risk control, image building,

supporting general work processes and communication, facilitating organisational culture, enhancing employee satisfaction and providing flexibility to the organization. Even more, workplace can make a significant contribution to the creative performance of the organization. Literature identifies space as instrumental in facilitating the creative process, stimulating creative interaction, supporting the personal qualities for creativity and providing a creative environment (Martens, 2011). 'Physical space must support the people and be flexible enough to accommodate expansion, as well as the eventual contraction and the change in the nature of interaction' (Martens, 2011, p. 68). Similar, Brown and O'Hara (2003, p. 7) state that 'constraints of the place impact on the kind of work activities that can be usefully carried out there'. Boutellier, Ullman, Schreiber and Naef (2008) argue that office layout influences the quality of communication within a workplace. Creativity flourishes in an environment that welcomes new ideas. A creative workplace can physically reflect these socio-psychological dimensions (Martens, 2011). Furthermore, design of a workplace can influence individual motivation and the transfer of knowledge and skills (Drake, 2003; Martens, 2011; Liegl, 2014).

Still, technological development of mobile devices has made work less bound to place. Together with a steady rise in self-employment and non-employer firms (Spinuzzi, 2012; Liegl, 2014), this led a vast majority of the workforce to demonstrate mobile, or nomadic, working patterns. More people are working alone (Spinuzzi, 2012). The development seems to have spread beyond mobile workers that work 'on the move' because their job requires it (Liegl, 2014). Mobile work can be observed among people whose work only requires a low level of mobility. One might even go so far to say that this nonstandard form of employment has become 'commonplace within a highly individualised labour market in which urban professionals work as a casualised, project-based and freelance workforce' (Gandini, 2015). Nomadic work patterns do not seem a result of the lack of a fixed workplace. Rather, nomadic workers show a reservation towards fixity.

Until recently, the most obvious workplace option was an office building. An office building gives you a legitimate office address, a suitable place to receive clients, office equipment and other complementary services including secretarial and the like. On the downside, office buildings are often impersonal, do not foster a lot of interaction and are often pricey (DeGuzmann & Tang, 2011). For that reason, the second best option for self-employed professionals is the home office. In the comfort of their own homes, creative freelancers benefited from high levels of flexibility, minimal travel times, reduced costs and higher productivity (DeGuzmann & Tang, 2011). However, despite of the benefits, home workers often spend a lot of time in isolation and lack informal

communication. The effects even go beyond business-related issues, as work is a 'key determinant of social inclusion' and 'an important part of social and personal status' (Malecki & Moriset, 2008, p. 159). To overcome the isolation, creative workers leave their house to work at a café or other public space, but these workplaces offer minimal security, no office equipment, social disruption and logistical problems (DeGuzmann & Tang, 2011). What creative workers are actually looking for is a 'third place', a place between working from an office, that conflicts with values of independence and flexibility, and working from home, which is seen as lonely and isolated.

Newly introduced types of workspaces offer viable solutions to the requirements of flexibility, social interaction and low prices. Brown and O'Hara (2003) underline that mobile workers are highly involved in the selection of the places in which they work and show a particular concern for the people in that place. Creative businesses complexes have been developed to stimulate the 'unplanned learning' among creative workers. However, these locations still have a high amount of fixity, are often expensive and supply is scare (Bureau Broedplaatsen, 2012). Fostered by cheap rents, short leases and few constraints in maintenance, temporary uses in abandoned industrial buildings in large cities provide opportunities for new places of work (Andres & Grésillon, 2011; Andres, 2012). In addition, these locations offer flexible usage and room for experimentation (Wijn, 2012). The presence of creative professionals as such locations stimulates co-creation. However, derelict sites are often located in more rural areas and operate in some distance from the urban areas.

Coworking spaces offer a workspace at a central urban location, with high levels of functionality, flexibility and interaction with others (Spinuzzi, 2012). Coworking spaces are 'shared workplaces utilised by different sorts of knowledge professionals, mostly freelancers, working in various degrees of specialisation in the vast domain of the knowledge industry' (Gandini, 2015, p. 194). Gandini (2015) points out that the essential motivation to work at a coworking space is not business-oriented. Coworkers want to be part of a community and seek social relations with other members. However, since social relations function as main drivers of productivity, working at a coworking space can also increase profit and business turnover 'through managerial cultivation of social relations' (Gandini, 2015, p. 197). Coworking spaces provide interaction benefits that most new workspaces lack and which are especially relevant for the nomadic creative worker. Proximity to other coworkers offered them opportunities for social interaction, feedback, motivation, learning, partnerships, sharing facilities, low prices and work opportunities (DeGuzmann & Tang, 2011; Spinuzzi, 2012). Coworking spaces come in different forms such as hubs, incubators and start-up accelerators.

2.5. Chapter summary

Location plays a vital role in both collective social creative processes as individual aesthetic creativity. In economic geographic research, the creative industries have increasingly been linked to the concept of clusters. Clusters provide social context to the production of creative goods, help overcome information asymmetries, provide proximity to diverse and unrelated knowledge bases and stimulate variety, novelty and radical innovation. Even so, the cluster concept is criticized for its lack of boundaries, its unawareness of the environment and its negligence to take into account the specific features of the location.

Scholars have long been trying to establish the underlying factors important for attracting and retaining creative organizations and talent to certain locations. Still, the literature is exceptionally divided. A long tradition of classical location theory describes economic aspects, or hard factors, to be the main determinants of location choice. Opponents challenge this theory by arguing its lack of acknowledgement of personal preferences. They propose an alternative explanation on the basis of the individual worker's preferences. This strand of research appoints social and cultural, soft, location factors to be the main drivers of location decisions. However, also this viewpoint has met with a myriad of criticism. Most principally, the people-based perspective neglects the role of employment opportunities. In addition, Florida in specific is criticized for the conceptual vagueness and weak empirical basis of his theory. Thus far, the academic literature did not provide a decisive answer to the importance of the location factors for the creative workers location decision. In contrast, the relative importance of factors seems important. A comprehensive study of settlement decisions in 13 European cities has showed that creative workers largely base their decision to locate in a specific city on their individual trajectories and social affiliation with that city. Soft location factors alone do not motivate the location decision. However, in combination with hard location factors, soft location factors are certainly valued.

Little is known about the relative importance of location factors for the workplace decision. Workplace can be instrumental to support organizations general operations and facilitate creative processes. Nevertheless, the creative workers relation to workplace is changing. Nomadic, mobile and flexible working patterns have motivated creative workers to seek for new places to work. To facilitate creative workers, several new workplaces have been established that satisfy different hard, cluster and soft location factors. The following empirical research aims to establish the

relative importance of these factors for the location decision of creative organizations and, in addition, relates this to the decision to locate in the city of Amsterdam.

3. Methodology

This chapter gives an explanation of the chosen methodological approach, the method of data collection and data analysis, and an exploration of the quality of conducted research. The chapter is structured as follows. The first section explains the research design of this study defines and justifies the unit of analysis and introduces the hypotheses. The second section discusses the process of data collection and the method of data analysis. The third section of the methodology evaluates the quality of the research. It gives an estimate of the population, insight in the quality of respondents, discusses the reliability and validity of the research and considers the general limitations of this study. The last section summarizes the main aspects of the methodology.

3.1. Research design

The aim of this research is to answer the question 'What is the relative importance of hard, cluster and soft location factors for the location decision of creative organizations in Amsterdam?'. As exhibited in the previous chapter, the abundance of contradictory theory on this topic asks for a deductive research strategy. Therefore, a quantitative research approach is most suitable to achieve the testing objectives. For the execution of the research, the Statistical Bureau of Amsterdam (O+S) kindly allowed the use of their business panel consisting of 2500 business owners located in Amsterdam.

3.1.1. General approach

Quantitative research follows a deductive process whereby explicitly formulated hypotheses based on existing literature are to be confirmed or rejected on the basis of relevant data. Quantitative research entails the collecting of numerical data to exhibit a relationship between theory and the social reality (Bryman, 2012). In this respect, quantitative research takes an empiristic or positivistic epistemological position. This position implies that knowledge is created through the objective observation and gathering of facts that provide a basis for laws (Bryman, 2012). A crucial principle is that these observations, or the gathering of facts, must be conducted in a way that is value-free. In agreement, quantitative research follows an objectivist ontological approach that explains social phenomena 'as external facts that are beyond our reach or influence' (Bryman, 2002, p. 32). The benefits of a quantitative research approach are a higher generalizability due to random statistical sampling, the indirect relationship between the researcher and the subject avoids researcher involvement and prevents bias and the

collection of numerical data demonstrates a clearly ordered system exposing a clear focus. In addition, the ability of the quantitative approach to control for exogenous variables increases the reliability of the study (Carr, 1994).

The quantitative research is carried out in a cross-sectional research design. A cross-sectional design collects data on more than one case at a single point in time in order to 'collect a body of quantitative [...] data in connection with two or more variables [...] which are then examined to detect patterns of association (Bryman, 2002, p. 58). A cross-sectional design creates opportunities to compare several population groups and their results on several variables at once. Therefore, it proves as a suitable strategy to clarify the importance of different location factors. Data will be collected by a questionnaire, which will be discussed in-depth in a later section of this chapter. The collection of the data took place during one period of time, namely April 2015.

3.1.2. Unit of analysis

In this thesis, the unit of analysis are organizations operating in the CI in Amsterdam. A common issue is the lack of a clear definition and classification of the CI. In view of the fact that is widely beyond the scope of this research to review the definition debate in detail, this research sticks to the most used definition of CI in the Netherlands formulated by the Central Bureau of Statistics (CBS). The CBS uses SBI-codes of standard industrial classification to operationalize the definition of CI. Appendix 1 gives an overview of the included SBI-codes. The CBS definition indicates the following three sectors as part of the creative industries (Rutten & Koops, 2014);

- Arts: performing arts, creative arts, other arts and heritage, cultural heritage.
- Media and entertainment: radio and television, press media, film, music, books, publishers and live entertainment.
- Creative business services: design, architecture and communication and information services (advertisement).

The study's spatial limitation to Amsterdam is motivated by the strong concentration of creative employment in the city. With almost 57.000 jobs in 2013, Amsterdam is the central hub for CI in the Netherlands (Rutten & Koops, 2014). Furthermore, the CI account for an essential part of economic activity in the capital city. One out of every ten jobs in Amsterdam is in the CI (Rutten & Koops, 2014). The municipality of Amsterdam is actively involved in attracting and retaining CI to their city. The emergence of CI as a growth sector was the starting point for several local support programmes, with CI as

one of the prioritised sectors, aimed to bring Amsterdam back in the top 5 of European business locations (Bontje & Pethe, 2010). The art factories policy still is one of the main programmes in Amsterdam to help facilitate affordable workplaces for young professional artists and creative and cultural entrepreneurs.

In 2012, the municipality had realized almost 113,000 m2 of art factories, creating almost 3500 workplaces on more than 50 locations in Amsterdam (Bureau Broedplaatsen, 2012). The first of these art factories have been initiated and funded by the municipality, but currently the development and operation is largely left to external developers such as Urban Resort, Meurkens & Meurkens and Codum. The work of the municipality is limited to facilitating and mediating these processes and awarding grants for renovations. Developers are required to lease 40 percent of the space to artists and the creative workers, at a maximum rent of 59 euro per meter per year. The remaining 60 percent are used to cover the investment (Griffioen, 2014). Additionally, the private real-estate sector is increasingly involved in facilitating the CI of Amsterdam in a fitting manner. The establishment of business accelerators, such as Rockstart and Startup Bootcamp, and coworking spaces, such as Spaces, contribute to the availability of suitable workplaces in Amsterdam (Amsterdam Economic Board, 2014). Together, the high concentration of creative workers and the public-private partnership to facilitate these workers motivate the decision to conduct this research in Amsterdam.

3.1.3. Hypotheses and operationalizaton

Based on the theoretical exploration in the previous chapter, this study investigates the following hypotheses:

- H1: Hard factors are relatively more important than cluster and soft factors in the location decision for Amsterdam.
- H2: Cluster factors are relatively more important than hard and soft factors in the location decision for workplace.
- H3: Soft factors are relatively more important in location decision for Amsterdam than in the location decision for workplace.
- H4: Hard factors are relatively more important in the location decision for workplace than in the location decision for Amsterdam.

In order to measure the concepts discussed in the theoretical framework, the underlying indicators that make operationalization of the concepts possible need to be clearly formulated (Bryman, 2012). The theoretical framework resulted in three sets of location

factors; hard factors, clusters factors and soft factors. A multiple-indicator measurement of three to four indicators per concept facilitates the measurement of the respondents attitude towards each set of location factors. Table 1 gives an overview of the indicators underlying the concepts of hard, cluster and soft location factors. The location factors are the independent variables in this research. Additional independent variables are the benefits respondents experience at their location. The study measures the effect of these factors on the location decision to settle in Amsterdam, dependent variable.

Table 1: Multiple-indicators for hard, cluster and soft location factors.

	Amsterdam	**Workspace**
Hard factors	• Economic policy of the municipality, subsidies and tax breaks. • Accessibility and infrastructure. • Minimizing transport, labour and supplier costs.	• Price or rent. • Flexibility of lease. • Flexibility of use.
Cluster factors	• Knowledge exchange with consumers, competitors and strategic organizations. • Access to specialized resources, supply and complementary services. • Proximity to labour market and educational institutions with potential employees.	• Access to information and knowledge from others. • The ability to share facilities. • Collaboration and professional partnerships. • Professional interaction to get feedback or build a network.
Soft factors	• Presence of personal, social and family contacts in the city. • The image of the city. • Presence of cultural facilities and activities. • Tolerant attitude for ethnic, cultural and lifestyle diversity.	• Inspiring environment. • Representative and professional appearance of site. • Social interaction with diverse type of workers.

Next, a set of control variables are measured in the survey, including location (zip code), type of location, type of contract, date of location at current workplace, number of relocations, sector and main activity. To complement the control variables, secondary data on the demographics of panel members was obtained from O+S. This will be further explained in the section on data collection. Demographic variables acquired through panel data include age and gender of the respondents, working hours per week, number of employees of the organization and date of organizations' settlement in Amsterdam. An overview of all variables can be found in appendix 2.

3.1.4. Survey design

Based on these variables, a cross-sectional survey studying the relative importance of location factors for creative organizations in Amsterdam was designed[2]. On request of O+S, respondents were presented with a self-completion questionnaire containing a limited amount of ten questions. In this manner, the survey was quick to administer, respondents could fill in the survey at their own convenience and the absence of interviewer effects was secured. The survey contained single response questions, multiple response questions and Likert scale questions. To measure their attitude towards the different location factors, respondents were presented with a total of 30 statements and were asked to indicate their level of agreement using a 5-point Likert scale. The Likert scale, running from 'strongly disagree' to 'strongly agree', creates the possibility to 'measure the intensity of feelings about the area in question' (Bryman, 2012, p. 166). After creating the initial survey, the survey questions were tested on three individuals. A survey test helps to evaluate if the questions are formulated in a clear manner and if the survey is organized properly. Any objective person has to be able to understand and give an answer to the question. In order to test the survey in a short period of time, two objective individuals within the personal environment of the researcher evaluated the survey. In addition, Rogier van der Groep of O+S reviewed the survey. Evaluation resulted in a reduction of the number and length of statements. Also, O+S programmed the survey and provided it with an attractive layout.

The final survey was structured as follows. The first four questions focused on the identification of the organizations location. Respondents were asked to fill in the zip code of their current location, the date of location at this location and the number of relocations of the organization. Respondents were presented with ten optional workplace types. Since the literature showed that creative workers are considered mobile workers, it was possible to give multiple responses. In order to avoid wrong choices due to the plurality of options, respondents were asked to state the name of their location making afterwards verification of choices possible. Next, the respondents were presented with three lists of ten statements regarding their location decision in Amsterdam, location decision for workplace and the benefits they experience at their workplace. Finally, the respondents were asked to fill in some general characteristics on the sector their organization is active in and their main activity.

3.2. Data collection and analysis

As mentioned, the data for this study was collected through the business panel of the

[2] Appendix 3: Survey (ENG – NL)

Statistical Bureau of Amsterdam (O+S). Members of this voluntary digital panel of approximately 2500 entrepreneurs are asked for their opinion on several topics related to business in Amsterdam. At the start of the business panel, O+S actively recruited members by contacting all 50.000 organizations in the ARRA register (section of the Chamber of Commerce registration file) by mail with the request to join the panel. Since then, all new businesses in ARRA are approached with an invitation to join the panel. In addition, the website of the municipality of Amsterdam offers the option to sign up for the panel and flyers are distributed at network meetings of the Chamber of Commerce.

Included in the panel are approximately 750 creative organizations. Between April 17 and April 28, 746 organizations were contacted through email with the request to fill in the digital survey. Since the survey was only intended for business panel members, all respondents were asked to fill in their unique panel id code. This code made it possible to obtain secondary demographic data on the respondents that were not directly asked in the survey but were part of the database of O+S. A frame error occurred for 168 respondents within the sample frame. 158 invitations were returned because of an address error, 10 respondents answered that they were no longer working. Of the remaining 216 respondents, 23 respondents interrupted the survey. Eventually, 193 respondents completed the survey successfully accounting for 26% of the sample frame.

Responses to the survey were collected using the online survey system of O+S and afterwards analysed through SPSS. First, a principal axis factor analysis was conducted to detect structure in the relationships between the various indicators. This test is a means to reduce the amount of variables, but also provides a check for the conceptualization of the different factors. A reliability analysis, using Cronbach's alpha, was performed to decide which scale (the initial or the result of the factor analysis) was most valid. Subsequently, the valid scales were computed into single variables. A quantitative description was given of the independent variables using frequency tables and cross tabulations. Individual scores of the multiple-indicators were examined using frequency tables. The statistical significance of the relationship between variables was measured using independent-samples t-test. The role of demographics was tested using an One-Way ANOVA. The statistical significance of the relative importance of the factors was tested using paired-samples t-test.

3.3. Quality of research

The following section reflects on the quality of the conducted research. All the respondents should fit the formulated selection criteria to make sure the data can be

used for further analysis. Based on information from O+S, an estimate of the population is given to understand the relation between the sample and the population. Next, the validity and reliability of the research are discussed. The last section outlines the general limitations of this research.

3.3.1. Quality of respondents

From the sample of 746 organizations, 193 organizations successfully completed the survey, which translates to 26% of the initial sample. However, to include the respondents in the sample for further analysis they must meet the criteria set for this study. First, it has to be confirmed that the organizations the respondents represent are active in the CI. Second, respondents have to meet the geographical requirement of location in Amsterdam. Respondents were asked to indicate the sector in which they are active, their main activity and the zip code of the company (e.g. zip code of the visiting address, not the mailbox). Even though all respondents indicated to be active in one of the CI sectors, the open question referring to their main activity shows that, despite of the careful construction of the sample, not all respondents represent organizations active in the CI. All main activities were examined and verified according to the SBI-code classification. Thirteen respondents were excluded from the sample for further analysis, because their main activity does not correspond with the operational definition of CI, for example a hairdresser and a handy man. Consequently, the sample was reduced to 180 respondents.

To meet the second selection criterion, the respondents must be located in the municipality of Amsterdam that is demarcated by zip code[3]. After examination of zip codes, four respondents appeared to be currently located outside of the Amsterdam municipality and, therefore, are excluded from the sample. A third selection criterion was to only include respondents in the position to make location decisions. Unfortunately, it was not possible to obtain information on the professional position of all respondents. Due to constrain of the survey, data on position was obtained from secondary statistical data from O+S. Unfortunately, secondary data appeared incomplete. Available data on part of our sample (n=135) shows that all respondents are either owner (79,2%) or co-owner (20,8%) of the organization[4]. Since the panel only includes respondents that have registered as owner of a company through the Chamber of Commerce, we can justifiably presume that all respondents have decision-making capacity. A total of 17 respondents are excluded from the sample since they failed to

[3] Sources: http://www.geopostcodes.com/Amsterdam
http://nl.wikipedia.org/wiki/Lijst_van_postcodes_1000-1999_in_Nederland
[4] Appendix 5

meet the requirements. The improvement of the quality of the sample resulted in a sample size of 176 respondents (n=176).

3.3.2. Estimate of the population

The statistical data derived from the 176 respondents has to be interpreted in relation to the population. For that reason we establish an estimate of the population of organizations within the geographical area of the municipality of Amsterdam that are active in the CI. In January 2014, Amsterdam accommodated 28.055 organizations active in the CI with approximately 58.000 active creative workers. Table 2 shows an overrepresentation of the arts sector in Amsterdam's CI. Nevertheless, the design, advertisement, fashion and digital media branches are often seen as leading branches in the city of Amsterdam (Van Oosteren & Teirlink, 2013). One third of creative business services in Amsterdam are classified in 'communication and information' branch. The rest is made up out of design professions, such as graphic and web design. The biggest branch in the media and entertainment sector is press media (Rutten & Koops, 2014).

The arts sector is composed of the smallest organizations. With 13.581 business and 23.733 active workers, on average each business employs 1,7 employees. Second, with an average of 2 employees per business, the creative business services employ 17.303 workers in 8600 different businesses. The media and entertainment sector has the largest organizations, with an average of 2,2 people per business, with a total of 16.955 workers in 7763 businesses. The research rapport 'Monitor CI' carried out by O+S in 2012 underlines that the CI of Amsterdam consists mainly of small businesses. In Amsterdam, 84% of creative organizations in the creative industry are none-employer firms. Moreover, a large part of these small businesses are self-employed people or freelance workers (Van Oosteren & Teirlink, 2013). The growth of micro-organizations (<10 employees) in the CI in Amsterdam is partly due to the introduction of the Law on Trade. Since 2008, all self-employed creative workers are required to register at the Cambers of Commerce. Naturally, this has had a significant impact on the number of establishments and employment in the CI. All non-employer firms and self-employed workers end up in the statistics as a business. Numbers on distribution of CI in Amsterdam show a strong clustering of CI in the inner city. 24,3% of CI businesses is located in Amsterdam Centrum. Next, Amstedam West (23,2%) and Amsterdam Zuid (20,1%) are most popular city districts to locate. Only 14,6% of CI are located in the more rural areas of Amsterdam Noord, Nieuw-West, Westpoort and Zuid-Oost.

Table 2: Organizations and employment in the creative industries, 2010-2014.

Source: O+S

Organizations and employment 1) in the creative industries, 1 January 2010-2014					
	2010	**2011**	**2012**	**2013**	**2014**
organizations					
arts	8718	10934	11905	12712	13581
media and entertainment	6186	6832	7154	7416	7763
creative business services	5924	6832	7411	7927	8600
total	20828	24598	26470	28055	29944
employment					
arts	18163	20762	21710	22783	23373
media and entertainment	16247	16859	16605	16850	16955
creative business services	13845	15260	15984	16594	17303
total	48255	52881	54299	56227	57631

1) Both employers working more than 12 hours a week, and employers working less than 12 hours a week.

Source: O+S

3.3.3. Reliability of scales

Based on the theoretical exploration of the concept of location factors, three scales were designed for Amsterdam and workplace decision. Each scale (e.g. hard, cluster and soft) uses three to four items to measure the overarching concept. These scales are developed with the aim of obtaining mean scores for each respondent on the location factors. To verify if these items actually measure the same concept, both a factor analysis and a reliability analysis were performed. A factor analysis identifies clusters of variables and is therefore an informative measure to test whether there is an inherent structure among the statements. In this study, the factor analysis is performed to establish if the assumed relation among the multiple-indicators can be confirmed (Bryman, 2002). In addition, an internal reliability analysis of scales using Cronbach's alpha (α) indicates if the data correlates and points in the same direction. A value of 0,80 or higher signals an acceptable level of internal reliability. Nevertheless, scholars regularly apply a minimum level of 0,60 to 0,70 as satisfying (Bryman, 2002).

Hard, cluster and soft location factors for settlement in Amsterdam

A principal axis factor analysis[5] was conducted on the 10 items with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = 0,814. Three factors had eigenvalues over Kaiser's criterion of 1 and in combination

[5] Appendix 4

explained 70,24% of the variance. Examining the rotated component matrix, the items that cluster on the same factors suggest that factor 1 represents the initial cluster location factors, factor 2 present soft location factors and factor 3 relate to the initial hard location factors. When applying a criterion of 0,5 (Field, 2013), the indicators 'presence of personal/social/ family contacts in the city' and 'tolerant attitude for ethnic, cultural and lifestyle diversity' seem to not fit in with one of these factors. Since the factor analysis is an exploratory tool, this does not directly change the scales. A reliability analyse of the scales should provide more decisive information.

Both initial scales as scales suggested by the factor analysis were tested on reliability. The internal reliability of the cluster scale proves to be acceptable (α= 0,809). As the output shows, changes in the scale will not lead to a higher reliability. The soft location scale as defined by the literature shows a less favourable image (α= 0,672). In line with what is suggested by the factor analysis, deleting the item 'presence of personal/social/ family contacts in the city' increases the Cronbach's alpha of this factor to 0,687. If we also follow the second suggestion of the factor analysis and delete the 'tolerant attitude for ethnic, cultural and lifestyle diversity' item, this scale shows an internal reliability of 0,706. The two items form a scale for urban location factors. The remainder of items are considered individually. The initial scale of hard location factors shows a relatively low reliability (α= 0,568). This indicates that respondents scores on underlying variables differ to much, and therefore, a combination of these items do not present a reliable scale. The reliability of the hard factor scale does not improve when items are deleted. Therefore, all hard location items are considered separately in the remainder of the analysis.

Hard, cluster and soft location factors for settlement at workplace

A principal axis factor analysis[6] was conducted on the 10 items with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = 0,758. Three factors had eigenvalues over Kaiser's criterion of 1 and in combination explained 75,63% of the variance. Also, the scree plot showed inflexions justifying the retaining of three factors. Examining the rotated component matrix, the items that cluster on the same factors suggest that factor 1 represents hard and flexible location factors, factor 2 focuses on professional interaction and factor 3 relate to soft factors of the workplace. According to the factor analysis, the initial indicators of the cluster scale do not correlate.

Again, reliability analysis was performed on both initially designed scales and

[6] Appendix 4

factors from the factors analysis. Reliability check of the initial hard location scale, including 'price or rent', 'flexibilty of use' and 'flexibility of lease', resulted in a somewhat satisfying level of reliability (α= 0,601). Statistics show that deletion of items from this scale does not further improve this number. However, the internal reliability of the scale of 'hard and flexible location factors' derived from the factor analysis indicates a higher Cronbach's alpha of 0,773. This scale can even be further improved by deleting the item 'price or rent', resulting in a Cronbach's alpha of 0,79. The item 'price or rent' will be considered individually. The grouping of remaining items suggests a scale for flexibility and presence of others. Second, both the theory as the factor analysis identified a cluster of matching soft location factor items relating to the 'atmosphere' of the workplace. The reliability analysis of the soft scale indicates a satisfactory internal reliability (α= 0,687). The scale cannot be further improved. The last two items, 'professional interaction to get feedback or build a network' and 'collaboration and professional partnerships' together form a scale of professional interaction with a high internal reliability (α= 0,904). Subsequently, overall means for the scales were calculated to gain insight in the relative importance of the location factors represented by these scales. The variables for each scale are computed into single variables. Table 4 presents an overview of the composition of the factor scales used in further analysis.

Item reduction for benefits of the workplace

Ten individual statements measure the benefits experienced at workspace. To check for correlation among these variables, a principal axis factor analyses[7] was conducted on the 10 items with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = 0,746. Three factors had eigenvalues over Kaiser's criterion of 1 and in combination explained 69,87% of the variance. Examining the rotated component matrix, the items that cluster on the same factors suggest that factor 1 represents personal advantages, factor 2 focuses on social and professional interaction advantages and factor 3 relate the increased amount of work. The cost advantages and number of collaboration were excluded and analysed individually.

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Table 4: Composition of hard, soft and cluster factors used for analysis.

Amsterdam	Workplace
Economic policy • Economic policy of the municipality, subsidies and tax breaks.	**Price** • Price or rent.
Accessibility • Accessibility and infrastructure.	
Cost minimization • Minimizing transport, labour and supplier costs.	
Cluster location factors • Knowledge exchange with consumers, competitors and strategic organizations. • Access to specialized resources, supply and complementary services. • Proximity to labour market and educational institutions with potential employees.	**Flexibility and cluster factors** • Flexibility of lease. • Flexibility of use. • Access to information and knowledge from others. • The ability to share facilities.
	Professional interaction • Collaboration and professional partnerships. • Professional interaction to get feedback or build a network.
Soft location factors • The image of the city. • Presence of cultural facilities and activities.	**Sphere and surroundings of the workplace** • Inspiring environment. • Representative and professional appearance of site. • Social interaction with diverse type of workers.
Family • Presence of cultural facilities and activities.	
Tolerance • Tolerant attitude for ethnic, cultural and lifestyle diversity.	

3.3.4. Validity and reliability

Questions regarding the quality of social research involve issues of reliability, replication and validity. This section critically evaluates the reliability, replicability and validity of this research. First, the reliability of a study evaluates if the measures for the concepts are consistent. Since this study made use of several scales, the internal reliability was tested using Cronbach's alpha in SPSS. As was outlined in the previous

section, not all scales were equally reliable. This is not surprising, since the length of the survey required combining certain statements. Even so, only scales with a satisfying reliability level were used in the analysis. The general reliability of the research can be compromised by the lack of data on some demographic variables. For instance, secondary data was lacking information on the professional position of a part of the respondents. Although membership of the business panel implies decision-making power, it cannot be said with certainty that all respondents in the study are owner or co-owner of the organizations and thus in the position to make location decision.
Second, especially in a research fields characterized by debate and contradictions on a specific issue, it is crucial that the study is replicable. To do so, all the steps of the research have to be documented and thoroughly explained. This research meets the requirements of replication by clearly defining the population and the selection of the sample, explaining the method of data collection and giving an extensive explanation of the processing of the data.

Third, the concept of validity questions the integrity of the conclusions derived from the research by evaluating the internal, external and measurement validity. Measurement validity concerns the degree to which the used measures reflect the concept it is supposed to present (Bryman, 2002). In this research, measurement validity has been established while testing the survey. Since the test panel interpreted the questions as intended, it is reasonable to believe the research meets the required face validity. In addition, content validity was secured by constructing measures based on the extensive body of research on location factors. Even so, due to the diversity of sectors and type of workspaces, it is possible that some questions in the survey not evenly relevant for all respondents. The internal validity of research relates to the issue of causality (Bryman, 2002). For this research, the internal validity is hard to establish. A quantitative research approach attempts to apply scientific models of causality on human and social behaviour. However, one can assume that the research object is highly complex and dynamic. By asking the respondents to indicate the importance of location factors in retrospect, this research hopes to overcome wishful thinking and separates intended behaviour from real options. The last form of validity, external validity, evaluates if the research results are applicable for the population. Since the research is focused on one Amsterdam only, the external validity is somewhat limited. Nevertheless, the research results contribute to the more general understanding of relative importance of location factors for the creative industries.

3.3.5. General limitations

During the conduction, this study encountered general limitations. First, the overall number of cases is limited to 176, which makes only few subdivisions feasible without jeopardizing the scientific accountability of the study. As a result, it was often not possible to present the differences between creative workers at different locations. Second, dependence on the business panel of O+S has limited the scope of the study. The Statistical Bureau of Amsterdam kindly allowed this study to make use of the business panel. However, to not over-ask the panel members, the Statistical Bureau required the amount of survey questions to be kept to a minimum of ten questions. In addition, they offered to complement the survey data with secondary data on the demographics of the respondents from the existing database. Unfortunately, only after completion of the survey, not all necessary background variables appeared to be available. This limited the analysis of the effect of demographic variables in this research.

3.4. Chapter summary

This research applies a deductive quantitative research design and conducts a cross-sectional survey under organizations active in CI in Amsterdam. This unit of analysis was defined using the most frequently used classification of creative organizations in the Netherlands. On the basis of the five-digit SBI 2008 codes, all three sectors of CI in Amsterdam were included in the study. The Statistical Bureau of Amsterdam kindly allowed the use of their business panel to approach 750 creative organizations in Amsterdam, automatically selecting the sample based on membership of the panel. A survey was designed measuring the main concepts of this study. After evaluation, 176 respondents met the requirements for further analysis. Data analysis was performed using SPSS. Not all scales designed to measure the concepts proved to be equally reliable. A factor analysis was performed to implement the most reliable scales. Other general limitations of this study were the small size of the sample and constraints on the survey length. The following chapter gives a detailed description of the collected data and the procedure of data analysis.

4. Results

This chapter presents the outcome of the empirical research. First, the general characteristics of the sample are discussed using descriptive statistics. Section two discusses mean scores for the individual items. Reliability analysis resulted in the computation of seven location factors for Amsterdam, four location factors for workspace and five types of experienced benefits. Section three examines the relative importance of the computed scales. In addition, section three examines if the assumed relative importance can be supported when controlled for demographic variables at individual level. The fourth section compares the relevance of location factors for different workplaces. The final section will provide a short summary of the empirical findings.

4.1. Descriptive statistics

4.1.1. Demographic characteristics: age, gender and working hours

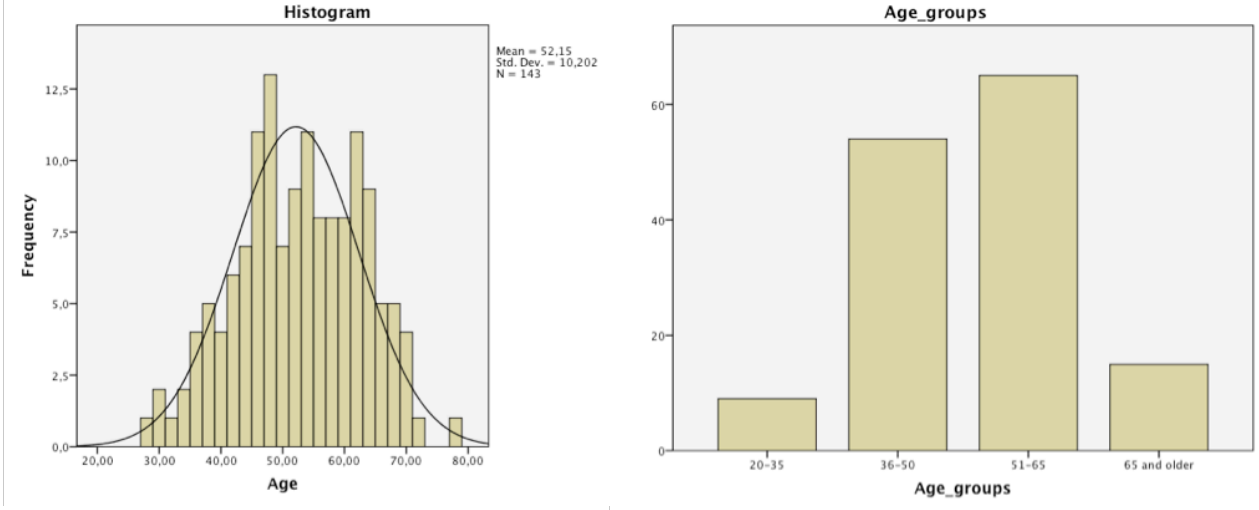
Statistics and frequencies[8] of the variable age (n=143) shows that the average age (mean) of the respondents is 52,1 years. A group of 33 respondents did not want to state their age. The median of 52 years points to a normal distribution. On the other hand, the standard deviation is a little over 10 years, which signals a wide distribution of age. This can be assumed normal, since there is no reason why a specific age group should dominate the population active in creative organizations. However, the mode of 61 years indicates a high concentration of older entrepreneurs in the sample.
Histogram in figure 1.a. demonstrates the variable is normally distributed. Respondents were computed into four age categories reflecting different phases of professionalism; starters (20-35 years), mid-careers (36-50 years), senior entrepreneurs (50-65) and entrepreneurs working beyond retirement (65 years and older). Bar chart in figure 1.b. shows an overrepresentation of the senior entrepreneurs in the sample. A clear explanation for this is hard to give. It is possible that the senior entrepreneurs are more willingly to volunteer for the business panel or that the recruitment of panel members has failed to reach younger age groups.

In relation to gender, the sample shows a slight dominance of male respondents. Twenty-eight respondents did not want to state their gender. The remainder of the sample (n= 148) consists of 90 men and 58 women. In relation to the total sample (n=176), 51,1% of the respondents is male and 33% female. There is no clear explanation for the predominant presence of male respondents in the sample. A possible

[8] Appendix 5

theory can be that women are more risk-averse and patient in developing their careers, and therefore, less entrepreneurial. It can also be that female entrepreneurs are less willing to state their gender. However, no data is studied to support this claim.

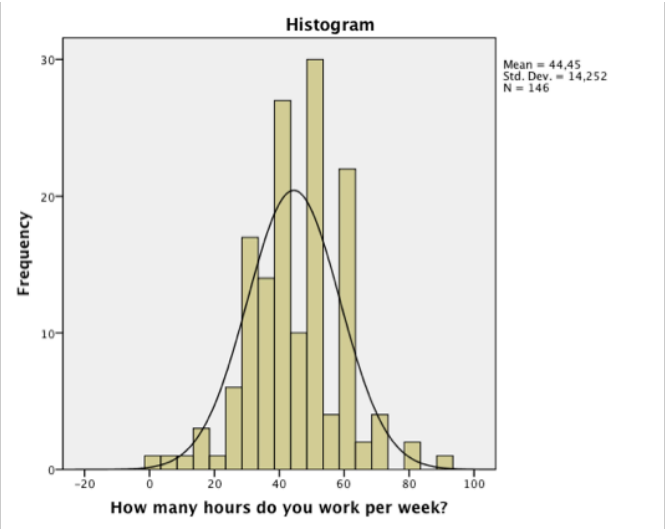
Figure 1.a – 1.b: Distribution of age.

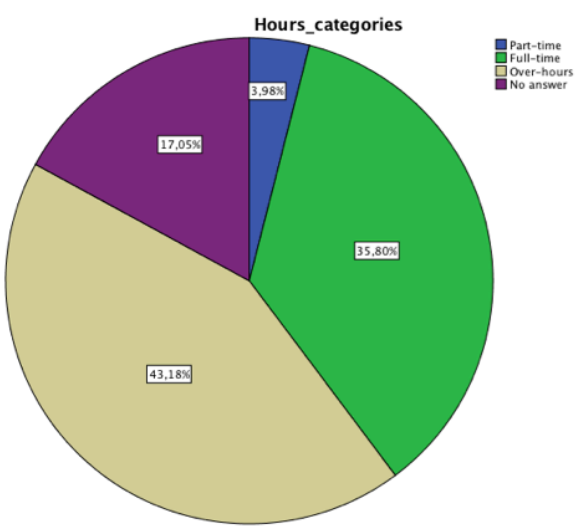


Based on data from the panel, figure 2.a. gives an overview of the amount of work hours that the respondents invest in the organization on weekly bases[9]. Thirty respondents (17,5%) did not want to answer this question. The remainder of the sample worked 44,45 hours a week on average with a mode of 50 hours. This indicates normal working patterns. However, the standard deviation of 14,52 hours shows that the hours respondents put in are widely distributed, with outliers of 80 or 90 hours a week. To clarify the working pattern, respondents were divided in three categories: part-time workers (1-24 hours), fulltime workers (25-40 hours) and workers that put in over hours (41 hours and more). Figure 2.b. shows the majority of respondents (43,18%) work 'over-hours'. In line with theory, creative work typically involves long working hours.

[9] Appendix 5

Figure 2.a. -2.b.: Working hours, in hours and in categories.

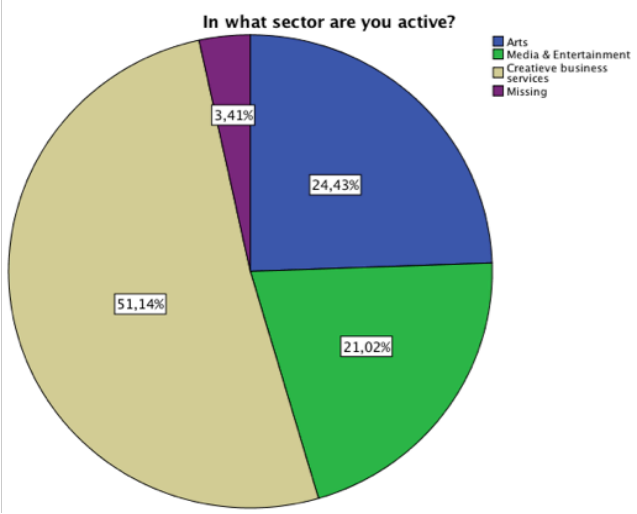




4.1.2. Characteristics of the represented organization: sector, branch and firm size

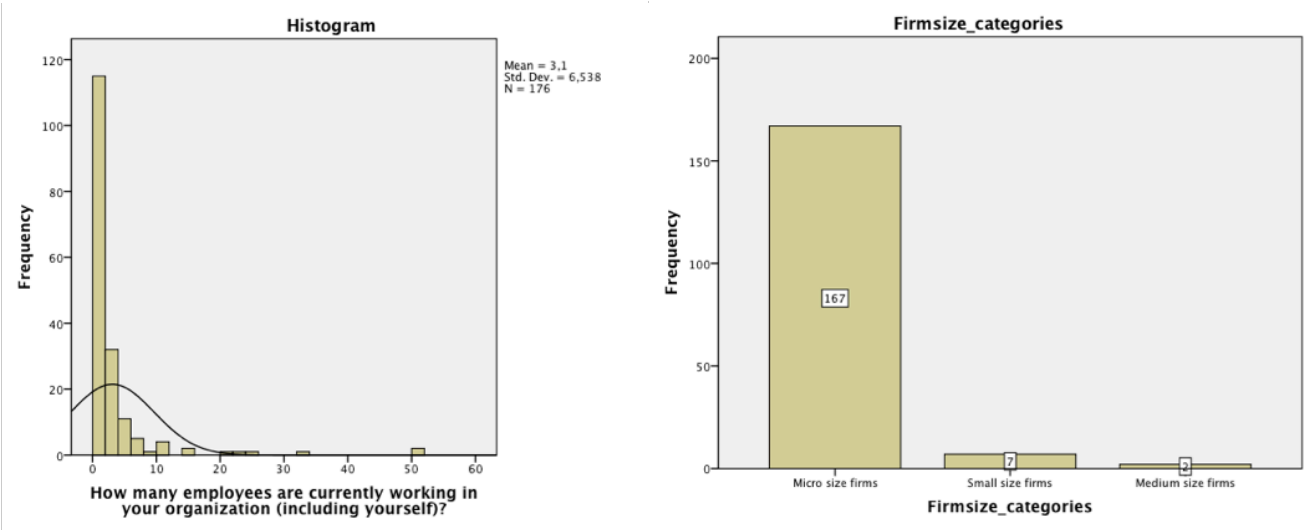
CI are compromised out of different sub-sectors that all represent a selection of branches. Figure 3.a. shows most organizations (51,14%) in the sample are active in the creative business services. This differs from the estimated population, but can be explained by the fact that creative business organizations are more likely to appoint themselves as creative entrepreneurs, and therefore, it is plausible that they are more likely to volunteer for the business panel of the municipality of Amsterdam. Figure 3.b. displays that this part of sector is primarily made up of 'communication and information' branch and 'design' (e.g. product design, architecture, web and graphic design). Organizations in the communication information branch account for 26,14% of the sample which complies with the estimated population in Amsterdam.

Figure 3.a-3.b.: Sectors and branches in which respondents are active.



The statistics and frequencies[10] of the size of the organizations display the number of employees working for the organization. The sample shows an average of 3,1 employees per organization and a median of 1 employee. A mean that is greater than the median indicates a skewed distribution. The histogram in figure 4.a. shows a distribution that is skewed to the right instead of a normal distribution (skewness = 5,298, SE= 0,183). There appear to be two respondents that represent medium sized organizations with 50 employees[11]. These two respondents are seen as extreme values in comparison to the over representation of non-employer firms and self-employed freelancers. 65,9% of respondent's state to represent a non-employer organization[12]. Since the distribution of number of employees is positively skewed, it is unadvisable to perform any statistical test that assumes a normal distribution. A categorization of the organizations number of employees, in line with EU definitions[13], shows a definite dominance of the micro sized firms (<10 employees), only 7 firms are small sized (10 -49 employees) and 2 organizations can be classified as medium sized firms (>50 employees). Based on the estimate of the population, this is a general pattern for the CI in Amsterdam.

Figure 4.a-4.b: Distribution of firm size.



[10] Appendix 5
[11] Appendix 5
[12] Appendix 5
[13] Source: http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/sme-definition/index_en.htm, Retrieved on May 27, 2015.

4.1.3. Location

Since creative workers are characterized by flexible working patterns and high mobility, the survey-question on the type of location allowed for multiple responses. In contrast to what was expected, the multiple response frequency table in figure 5 shows that a convincing majority of respondents (39,6%) works from home. The second most popular location is the office building or business location housing 27% of respondents. The most frequently mentioned 'creative' location category represented in the results is the 'art factory, studio and other creative workplace' from where 11,3% of respondents work. It must be concluded that the assumed popularity of flexible and coworking spaces appears to be incorrect. Merely two respondents (0,9%) mention a coworking space as their workplace. Five respondents (2,3%) work at a flexible workplace and six respondents (2,7%) have a temporary or anti-squatting location. Nineteen respondents (8,6%) work at a creative business complex.

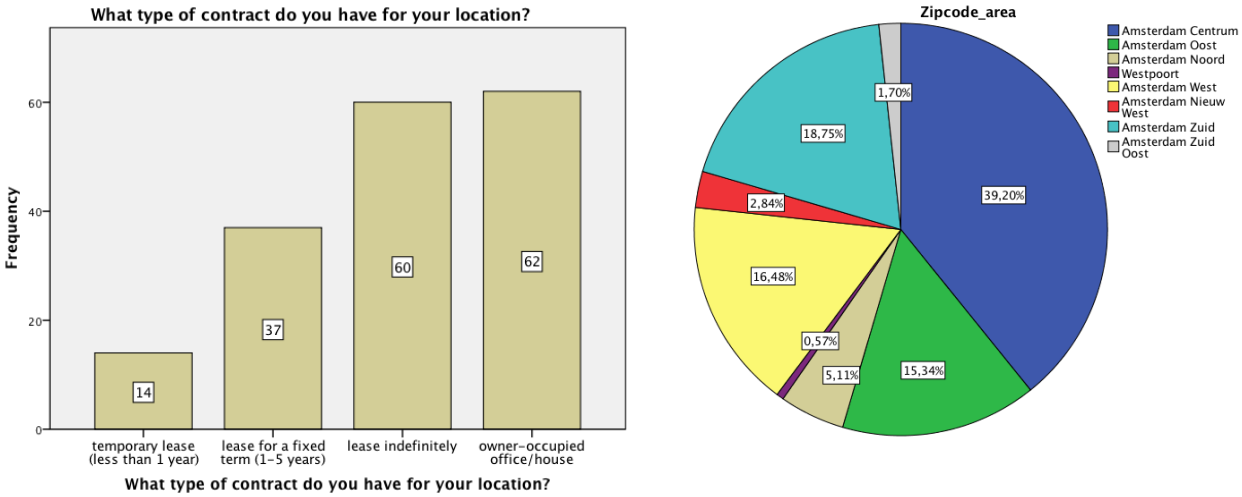
Figure 5: frequencies of type of workplace.

$Type_location Frequencies

		Responses		Percent of Cases
		N	Percent	
$Type_location[a]	office building or other business location	60	27,0%	34,1%
	coworking space or hub (eg. Spaces, Thinkinghut, Impact Hub)	2	0,9%	1,1%
	flexible workplaces (eg. at a company with extra room)	5	2,3%	2,8%
	creative business complex (eg. Alab, Beehive)	19	8,6%	10,8%
	broedplaats/studio/workspace (eg. NDSM)	25	11,3%	14,2%
	anti-squatting or temporary location (eg. Lola Loud)	6	2,7%	3,4%
	incubator/startup accelerator (eg. Rockstart)	2	0,9%	1,1%
	public space (eg. cafe, library)	10	4,5%	5,7%
	home/home office	88	39,6%	50,0%
	on location	5	2,3%	2,8%
	Total	222	100,0%	126,1%

There are several probable explanations for these finding. First, Amsterdam is an expensive city[14]. Working from home can provide an easy way to minimize the operational costs of the creative organization. Second, workers in the creative business services sector require limited facilities. The home still provides the least expensive option to locate. Third, coworking spaces, incubators, hubs are still new phenomenon focus strongly on creative starters. The sample of this study mainly includes senior entrepreneurs that aren't the target audience for these creative workplaces. Fourth, older people generally have larger houses, and are more probable to own a house. These houses facilitate space for working from home or opening a home office. The type of contract variable confirms this. Most respondents are owner of their workplace[15]. In all probability, this is explained by the fact that the respondents work from their home. A cross tabulation of home workers and type of contract indeed shows that 58,1% of creative workers that work from home have a 'owner-occupied house or office'. 22% of creative workers located in office buildings are owner of their location. 11,9% have a temporary lease for their office building.

Figure 6.a-6.b: Type of contract and distribution among city districts.



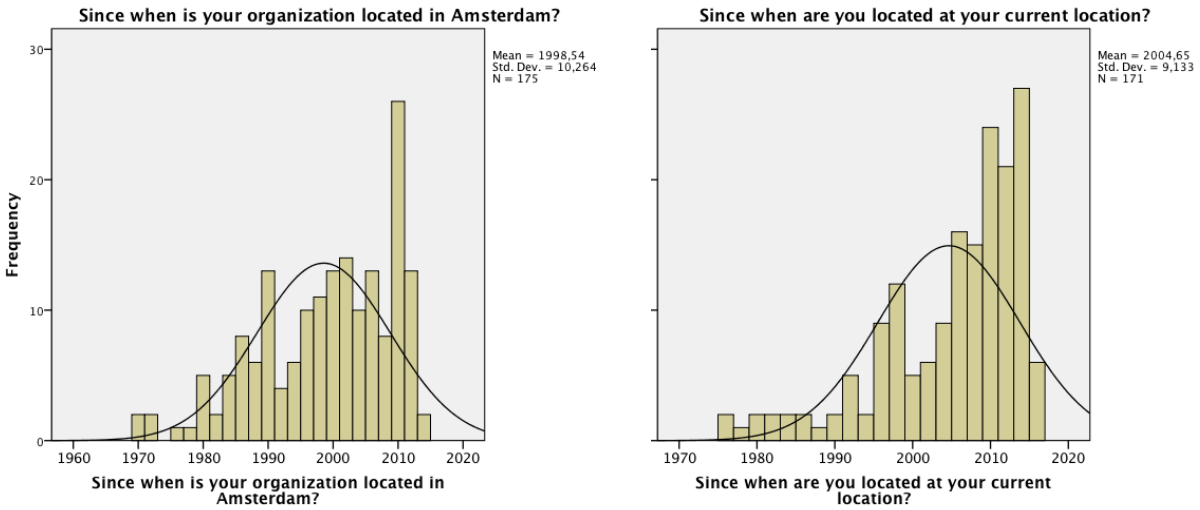
Distribution data of creative workers within Amsterdam confirms the popularity of inner city workplaces. 39,2% of creative organizations is located in the city centre.
A cross tabulation[16] of the type of location and the zip code area shows the same image for the individual types of location. 53,3% of office buildings, 47,4% of creative business complexes and 48% of art factories, studio's and creative workplaces are located in the

[14] Source: http://www.nltimes.nl/2014/07/11/amsterdam-jumps-expensive-cities-list/, Retrieved on June 5, 2015.
[15] Appendix 5
[16] Appendix 5

city centre. Only 23,9% of home workers are located in the centre. The scarcity and high prices of houses in the inner city of Amsterdam explains this. Next, the Amsterdam Zuid area is most popular housing 18,8% of creative organizations. In addition, this city district houses one third (30,7%) of all home workers.

Organizations in the sample have a long history within the city of Amsterdam. On average, the organizations settled in Amsterdam in 1998. The median year of 2000 shows that 50% of organizations located in Amsterdam before 2000 and 50% after. Multiple modes exist namely 2009 and 2010. An explanation can be the introduction of the Law on Trade as described in the previous section. It is probable that several of these organizations already worked in the CI, but only registered at the Chamber of Commerce in Amsterdam since 2009. Duration of residence at the current workplace also shows patterns of long commitment. On average, respondents are located at their current workplace since 2004. The standard deviation of 9,13 however shows that there is large distribution within the sample. The mode of 2013 reveals mobility among the respondents. To further examine this mobility, respondents were asked how many times they have changed location. In contrast to the assumed mobility of creative organizations, 34,4% of respondents reported that their organization never relocated. In accordance, the mode of relocation decisions remains 0. On average, the organizations relocated 1,82 times, probably caused by reported outliers of respondents that relocated 10, 12 or even 20 times.

Figure 7.a-7.b: Duration of residence in Amsterdam and at current workplace.



4.2. Research results for individual items

The following section discusses the scores of the individual items underlying the computed scales.

4.2.1. Research results for Amsterdam

Appendix 6 presents the statistics and frequencies for the individual indicators constructing the scale of hard, cluster and soft location factors influencing the decision to locate in Amsterdam. Results show that there is no strong variety in means among the items. All means show values within the range of 3,57 and 4,23. The lowest score (μ = 3,57) can be found for the item 'minimizing transport, labour and supplier costs'. The 'presence of cultural facilities and activities' item shows the highest mean (μ = 4,23). Respondents are neutral (e.g. neither agree nor disagree), positive ('agree') or definite positive ('strongly agree') about the influence of the item on their decision to settle in Amsterdam. The mode scores of respondents, ranging from 3 to 5, convey a similar image. In addition, the standard deviations, for the most part, show numbers below 1. None of the respondents mentioned to 'strongly disagree' with the items. The most variance is found in respondent's scores on the item 'economic policy of the municipality, subsidies and tax breaks' (SD = 1,224). 28,4% of respondents indicated to strongly agree with this item.

Divergence in scores on the three hard factor items explain the failing reliability of the initial scale. Items point in different directions. While the item on economic policy has a mode of 5, the item on cost minimizations scores considerably lower with a mode of 3. This is not surprising, since one item relates to profits and the other to costs. Locating in Amsterdam is expensive and thus directly minimize the organizations costs is difficult. Subsidies and tax breaks however have a direct effect on the profit of the organization. In addition, it is reasonable to believe that cost minimization through labour and transport is not directly applicable to the creative organizations in the sample. For one, the organizations are predominantly micro-sized. Second, the creative business services prevail. The output of creative business services normally does not involve material inputs, solely human assets.

The items associated with cluster location factors exhibit correlating scores. Differences in mean scores are negligible. Standard deviations are low. It can be concluded that respondents agree on their slightly positive attitude towards these items. Soft location items score generally higher. 42% of respondents mentioned to strongly agree with the influence of 'the presence of personal/social/family contacts in the city'. Approximately 73% of respondents have positive attitudes towards this item (agree –

strongly agree). Similar attitudes can be found towards 'image of the city' (66,5% of respondents are positive) and 'presence of cultural facilities and activities' (76,7% of respondents are positive). Even with the lowest mean (μ=3,92), 62,5% or respondents have a positive attitude towards the item 'tolerant attitude for ethnic, cultural and lifestyle diversity'.

Figure 8: statistics for individual indicators location factors Amsterdam.

Statistics

		economic policy of the municipality, subsidies and tax breaks	accessiblity	minimizing transport, labour and supplier costs	knowledge exchange with consumers, competitors and strategic organizations	access to specialized resources, supply and complementary services	proximity to labour market and educational institutions with potential employees	presence of personal / social / family contacts in the city	image of the city	presence of cultural facilities and activities	tolerant attitude for ethnic, cultural and lifestyle diversity
N	Valid	132	164	149	160	160	148	165	164	164	162
	Missing	44	12	27	16	16	28	11	12	12	14
Mean		3,57	3,82	3,52	3,67	3,69	3,61	4,16	4,04	4,23	3,92
Median		3,00	4,00	3,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00
Mode		5	4	3	4	4	4	5	5	5	4
Std. Deviation		1,224	,948	1,082	,943	,959	,986	,924	,885	,811	,952
Skewness		,068	-,369	,118	-,202	-,158	-,110	-,837	-,448	-,798	-,450
Std. Error of Skewness		,211	,190	,199	,192	,192	,199	,189	,190	,190	,191

4.2.2. Research results for the workplace

Examination of the statistics and frequencies[17] for the items influencing decision for workplace shows even more moderate means within the range of 3,51 and 3,98. 'Access to information and knowledge from others' (μ=3,51) displays the lowest score. The 'inspiring environment' item scores the highest mean (μ=3,98). Again, no respondent reported a strongly negative attitude towards any of the items. Most standard deviations score a little over 1, which indicates a general agreement among respondents. Respondents are neutral or in agreement with the influence of factors on their workplace decision. The biggest disagreement is found for the item 'collaboration and professional partnerships'. For this item, 18,8% of respondents reported a negative attitude.

'Price or rent' scores a high, but even so moderate, mean (μ=3,88) in relation to the other items. Based on the large percentage of home workers, a more positive attitude would be expected. Scores for respondents in different workplaces will be compared in a later section of this chapter. The items 'flexibility of lease' and 'the ability to share facilities' have a comparatively high number of missing values. 25,6% of respondents mentions to have no opinion on the item 'flexibility of lease'. This possibly means that the question was not understood or formulated in the right manner. The same can be true for the item 'the ability to share facilities' for which 17,6% of

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respondents stated to have no opinion. Naturally, this item strongly relates to assumption of co-working and co-locating which might not be relevant for all respondents working from home.

Respondents show neutral attitude towards the item 'access to information and knowledge of others' (median=3, Mo=3). Likewise, respondents have a generally neutral attitude towards the item 'collaboration and professional partnerships' (μ=3,53, median =3,00, Mo=3). They are slightly more positive towards 'professional interaction to get feedback or to build a network' (μ=3,55, median= 4,00, Mo=3). Respondents mostly value the presence of others in 'social interaction' (μ= 3,77, median= 4,00, Mo=3). More important is the environment in which their workplace is located. Scores shows that respondents attach importance to the 'inspiring environment' (μ= 3,98, median= 4,00, Mo=4) and the 'representative and professional appearance of the site' (μ=3,67, median=4,00, Mo=4) of the workplace location.

Figure 9: statistics for individual indicators location factors workplace.

Statistics

		price or rent	flexibility of lease	the ability to share facilities	flexible use of space	access to information and knowledge from others	representative and professional appearance of the site.	inspiring environment	social interaction	professional interaction to get feedback or to build a network	collaboration and/or professional partnerships
N	Valid	156	131	145	148	149	158	158	153	149	148
	Missing	20	45	31	28	27	18	18	23	27	28
Mean		3,88	3,53	3,59	3,63	3,51	3,67	3,98	3,77	3,55	3,53
Median		4,00	3,00	4,00	4,00	3,00	4,00	4,00	4,00	4,00	3,00
Mode		4	3	5	4	3	4	4	4	3	3
Std. Deviation		,932	1,125	1,134	1,039	1,076	,961	,892	1,016	1,062	1,127
Skewness		-,480	,045	-,086	-,164	,023	-,257	-,399	-,288	-,013	,045
Std. Error of Skewness		,194	,212	,201	,199	,199	,193	,193	,196	,199	,199

4.2.3. Research results for workplace benefits

Figure 10 shows the average scores of respondents for several benefits they encounter at their workplace. An exploration of the frequencies and statistics[18] of the benefits shows the highest average for the item 'I feel creative/inspired' (μ= 4,18). The lowest average is found for the item indicating an increase in collaborations. Since the majority of respondent's works from home, this result is not surprising. In addition, the personal benefits of motivation and productivity score high. Standard deviations of these items indicate the distribution among respondents is narrow. The cost benefits of workplace shows the most variance among respondents with a standard deviation of 1,19.

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Figure 10: statistics for individual indicators workplace benefits.

Statistics

		I am motivated	I feel creative / inspired	I work efficient and concentrated	I do not feel alone / lonely during my work	I experience advantage of social interaction	I experience benefit from professional collaborations	the amount of work increased	the number collaborations with other organizations increased	the turnover of my business increased	the location costs of my organization decreased.
N	Valid	174	174	174	167	166	162	160	159	163	164
	Missing	2	2	2	9	10	14	16	17	13	12
Mean		4,14	4,18	4,05	3,89	3,68	3,56	3,44	3,31	3,42	3,48
Median		4,00	4,00	4,00	4,00	4,00	3,00	3,00	3,00	3,00	3,00
Mode		4	4	4	4	4	3	3	3	3	5
Std. Deviation		,624	,627	,807	,905	1,062	1,075	,943	1,074	,999	1,190
Skewness		-,254	-,300	-,696	-,524	-,253	,005	,160	,306	,158	,099
Std. Error of Skewness		,184	,184	,184	,188	,188	,191	,192	,192	,190	,190

4.3. Confronting the factors

An analysis of the total scores on the combined scales for the location factors makes it possible to answer the research question. Since initial combination of items did not construct a reliable scale, the excluded items were considered individually.

4.3.1. Location factors for Amsterdam

Seven location factors were used for further analysis, including clustering factor, urban factors, tolerance factor, personal contacts factor, accessibility factor, economic policy factor and cost minimization factor. As expected from the discussion of the individual items, the mean scores of the computed location factors are not widely distributed. In contrast to the individual items, the presence of personal/social/ family contacts shows the highest mean ($\mu = 4,16$). The mode of 5 and median of 4 indicate respondents most strongly agree with the influence of personal contacts on the decision to locate in Amsterdam. The urban location factors are a close second with a mean of 4,13 (median = 4, Mo = 5). Standard deviation (SD = 0,75) indicates a narrow distribution. Third, respondents agree with the importance of a tolerant attitude ($\mu = 3,92$).

Accessibility is the highest ranked hard location factor. The average score of 3,82 indicates a neutral-positive attitude towards the importance of accessibility. Interestingly, cluster factors score low in comparison to the other factors ($\mu = 3,64$). Knowledge exchange, access to specialized resources and proximity to labour markets are seen as less prominent reasons for respondents to locate in Amsterdam. The lowest average scores are found for the two hard location factors, economic policy and cost minimization. The economic policy factor shows a more spread distribution of scores (SD = 1,22). The median of 3 and mode of 5 point in different directions. Respondents attached the least importance to cost minimization ($\mu = 3,52$).

To gain insight in the significance of these variations, a paired-samples t-test

was conducted for the seven factors. This test rejects or confirm the (null-)hypothesis that there is no significant differences between the means of two variables. With the application of a 95% confidence, we do not expect to find the measured difference in the greater population if the significance value is greater than 0,05 (Field, 2013). The paired comparison consisted of 21 pairs of factors[19]. The most valued factor, presence of social/personal/family contacts in the city, showed significant results in relation to all factors expect the urban factors. Thus, we do not expect to find the measured difference between the presence of social contacts (μ = 4,16) and urban factors (μ = 4,13) in the population. However, based on the significant results for the relationship with the other factors, we can conclude that the presence of personal/social/family contacts is the most important location factor for the decision to locate in Amsterdam.

The importance of the urban factors is also confirmed. Despite the presence of social contacts, all pairings with urban factors are significant. We can reject the null-hypothesis and assume that urban factors are the second most important factor to locate in Amsterdam. Pairings with the tolerance factor also show mainly significant results. Only the probability of the relation between accessibility and tolerance cannot be confirmed. Yet, tolerance proves to be more important for location decisions than other hard and cluster factors. The relation between the three hard location factors was not significant. Lastly, cluster factors are found significantly more important than cost minimization. Relation to the other two hard factors was not significant.

Figure 11: Statistics computed scale location factors Amsterdam.

Statistics

		Cluster advantages	Policy, subisidy or tax advantages	Accessibility	Cost minimization	Presence of personal/social/family contacts	Urban atmosphere and cultural facilities	Tolerance
N	Valid	145	132	164	149	165	162	162
	Missing	31	44	12	27	11	14	14
Mean		3,6391	3,5682	3,8171	3,5168	4,1576	4,1327	3,9198
Median		3,6667	3,0000	4,0000	3,0000	4,0000	4,0000	4,0000
Mode		4,00	5,00	4,00	3,00	5,00	5,00	4,00
Std. Deviation		,82262	1,22439	,94808	1,08182	,92362	,74724	,95214
Skewness		-,224	,068	-,369	,118	-,837	-,385	-,450
Std. Error of Skewness		,201	,211	,190	,199	,189	,191	,191

4.3.2. Location factors for workplace

Figure 12 shows a comparison of means for the factors influencing the workplace decision. Four factors were used for the analyses, including price, flexibility and cluster factor, professional interaction and sphere/ surroundings of workplace. The most important factor for workplace decision is price. The median and mode of 4 shows that

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respondents agree with the importance of price and rent. Next, respondents found the sphere and surrounding of the workplace most important. This factor includes both the appearance and the social interaction at the workspace. The standard deviation of 0,76 shows that respondent's scores are much alike. Professional interaction is ranked third, and shows the highest standard deviation. The importance of professional interaction diverges among respondents. The median and mode show a more neutral attitude towards this factor. Lowest scores are found for the factor 'flexibility and cluster' factor. 51 missing values indicate that a large group of respondents stated to have no opinion on this factor.

Figure 12: Statistics computed scale location factors workplace.

Statistics

		Price or rent	Flexibility and cluster factor	Professional interaction at workspace	Sphere at/surroundings of workspace
N	Valid	156	125	147	151
	Missing	20	51	29	25
Mean		3,8782	3,5240	3,5476	3,8013
Median		4,0000	3,5000	3,5000	4,0000
Mode		4,00	3,00	3,00	4,00
Std. Deviation		,93217	,85750	1,04083	,75736
Skewness		-,480	,026	-,013	-,166
Std. Error of Skewness		,194	,217	,200	,197

A paired-samples t-test for these four factors was performed[20] to establish the significance of the differences between the factor means. Price shows a significant relationship with the flexibility factor and the professional interaction factor. It can be expected that the population attach higher relative importance to price. The relationship between price and sphere factor is not found significant and cannot be assumed to reflect the population. However, the significant relationship between the sphere and the other two factors confirms its importance. The relationship between professional interaction factor and the flexibility factor is found not significant, so it not confirmed that the found differences reflect the greater population.

Lastly, a paired-samples t-test[21] was performed to compare the importance of hard, cluster and soft variables for location in Amsterdam and location at the workplace. A comparison of the three hard location factors and the price factor shows that hard

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factors are significantly more importance for the workplace decision than for choosing Amsterdam. Price or rent (μ = 3,82, SD = 0,95) is more important than economic policy (μ = 3,54, SD = 1,22), t(124) = -2,26, p = 0,025. In addition, the price of rent of workplace (μ = 3,86, SD = 0,94) is more important than cost minimization (μ = 3,50, SD = 1,10), t (139) = -0,307, p = 0,03. Cluster factors are more important for the decision to locate in Amsterdam than the proximity of others is for the workplace decision. Cluster factors (μ = 3,69, SD = 0,81) scores significantly higher average scores than flexibility and presence of others at the workspace (μ = 3,51, SD = 0,84), t(115) = 2,23, p = 0,028. No significant relation was found between cluster factor and professional interaction at the workspace. Urban factors (μ = 4,13, SD = 0,75) are significantly more important for choosing Amsterdam, than the sphere and surroundings (μ = 3,81, SD = 0,73) are for the workplace choice, t(145) = 4,4, p =0,00. No significant relation was found between tolerance and the importance of sphere at the workplace.

4.3.3. Controlling for demographics

Several statistical analyses[22] were performed to check the change of relative importance of location factors when controlling for demographic variables at individual level. These demographic variables include: age (in groups), gender, working hours (in groups), sector, zip code area and duration of residence in Amsterdam. The firm size variable was excluded from analysis since the distribution showed a positive skew. An One-Way ANOVA analyses was used to compare the means of the age groups, working hours, sector and zip codes. Since the gender variable only consists of two groups, the means were compared using an independent-samples t-test.

There are no significant variations among age groups. Also, the working hours do not affect the importance of location factors. Organizations in more rural areas do not attach different importance to location factors than organization in inner city areas. The independent-samples t-test for gender showed a significant difference between men and women for the variable tolerance. On average, women (μ = 4,09, SD = 0,95) attach more importance to tolerance than men (μ= 3,71, SD = 0,92), t (132) = -2,02, SD = 0,45. A comparison of sectors showed that the arts sector scored significantly higher on the urban location factors than the creative business services, F =3,89, df=2, 153, p = 0,22. Organizations that are located in Amsterdam for less than 5 years (μ = 4,34, SD = 0,57) attach significantly more important to price and rent of workplace, than organization located in Amsterdam for 10-15 years (μ = 3,74, SD = 0,96) and organizations located in Amsterdam for more than 15 years (μ= 3,83, SD = 0,97), F=3,67, df =2,15, p= 0,028.

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4.4. Comparing workplaces

The following section gives insight in the differences between workers at various workplaces in Amsterdam. As mentioned, there is a limited variation among type of workplaces. For that reason, the only feasible subdivision is a comparison of respondents working from 'home or home office' and 'office building or other business location'. The scores of workers at other locations are also examined, but since these groups include a rather small number of respondents, caution with generalization is appropriate. Also, it must be kept in mind that it is not feasible to directly determine the relation between the subdivisions, since the survey allowed for multiple response on the type of workplace.

4.4.1. Working at home or home office

An independent-samples t-test was conducted for all location factors (hard, cluster, soft) concerning the decision to work at home[23]. In addition, the average scores of home workers on their experienced benefits were compared to the average of non-home workers. Unfortunately, only a small degree of differences proves significant. Nevertheless, the results are worth discussing, since they give interesting information on our specific sample.

For the decision to locate in Amsterdam, creative workers that work from home show generally lower scores on location factors than non-home workers. Only on the accessibility and cost minimization factors home workers score higher means than non-home workers. The results of the independents-samples t-test show that none of the differences between home workers and non-home workers are significant. It can therefore be assumed that there is no significant difference between the importance of location factors for home workers and non-home workers.

An additional independent-samples t-test was conducted to compare the factors influencing workplace decision for home workers and non-home workers. Results show lower means for home workers than non-home workers. Again, limited results appear to show a significant difference between the groups. The only significant difference was found for the sphere and surroundings of the workplace, $t(149) = 3,12$, $p = 0,02$. Home workers ($\mu = 3,59$, $SD = 0,79$) valued this factor slightly less than non-home workers ($\mu = 3,97$, $SD = 0,69$). In the sample, home workers ($\mu = 3,90$, $SD = 0,95$) score higher averages than non-home workers ($\mu = 3,86$, $SD = 0,91$) on the factor price, $t(154) = -,028$, $p > 0,05$. Non-significant results are found for the difference between home workers and non-home workers on flexibility and professional interaction at the

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workplace. On average, home workers in the sample (μ = 3,42, SD = 0,90) value flexibility of space and the presence of others less than non-home workers (μ = 3,59, SD = 0,83), t(123) = 1,05, p> 0,05.

Figure 13: Statistics for home workers on all location factors and benefits.

Group Statistics

	home/home office	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	None home workers	77	3,7489	,82921	,09450
	Home workers	68	3,5147	,80305	,09738
Policy, subisidy or tax advantages	None home workers	73	3,6712	1,25891	,14734
	Home workers	59	3,4407	1,17841	,15342
Accessibility	None home workers	86	3,8140	1,01183	,10911
	Home workers	78	3,8205	,87895	,09952
Cost minimization	None home workers	78	3,4487	1,15823	,13114
	Home workers	71	3,5915	,99395	,11796
Presence of personal/social/family contacts	None home workers	85	4,2235	,94335	,10232
	Home workers	80	4,0875	,90279	,10094
Urban atmosphere and cultural facilities	None home workers	83	4,1506	,74382	,08164
	Home workers	79	4,1139	,75511	,08496
Tolerance	None home workers	83	3,9880	,95629	,10497
	Home workers	79	3,8481	,94853	,10672
Price or rent	None home workers	85	3,8588	,95310	,10338
	Home workers	71	3,9014	,91269	,10832
Flexibility of workspace and the presence of others	None home workers	78	3,5865	,82850	,09381
	Home workers	47	3,4202	,90305	,13172
Professional interaction at workspace	None home workers	82	3,6890	,98958	,10928
	Home workers	65	3,3692	1,08353	,13440
Sphere at/surroundings of workspace	None home workers	84	3,9683	,69348	,07566
	Home workers	67	3,5920	,78672	,09611
Advantages from social and professional interaction	None home workers	86	3,8895	,81674	,08807
	Home workers	75	3,3067	1,06826	,12335
Increased amount of work	None home workers	85	3,5529	,84875	,09206
	Home workers	73	3,2808	,86997	,10182
More collaborations projects	None home workers	85	3,3647	,98618	,10697
	Home workers	74	3,2568	1,17112	,13614
Cost advantages	None home workers	87	3,4253	1,19721	,12835
	Home workers	77	3,5455	1,18705	,13528
Personal_advantages	None home workers	86	4,1541	,55329	,05966
	Home workers	80	4,0094	,63076	,07052

To complement the factors influencing the decision to work at a specific workplace, respondents were asked to evaluate the benefits they experience from their workplace. Results show a significant difference between home workers and non-home workers on the benefits they experience from social and professional interaction, $t(137,56) = 3,85$, $p = 0,00$. On average, home workers ($\mu = 3,31$, $SD = 1,07$) experience less benefit from social and professional interaction than non-home workers ($\mu = 3,89$, $SD = 0,82$). In the sample, home workers ($\mu = 4,01$, $SD = 0,63$) experience the most benefits from personal advantages of the workplace, including being motivated and concentrated. However, non-home workers are even slightly more positive ($\mu = 4,15$, $SD = 0,55$) about the personal advantages of their workplace. Again, this difference is not significant, $t(164) = 1,57$. In line with earlier finding, home workers in the sample ($\mu=3,55$, $SD=1,19$) suggest to experience slightly more cost advantages than non-home workers, ($\mu=3,42$, $SD =1,20$), $t(162) = -,064$, $p > 0,05$.

In conclusion, results show limited significant differences between creative professionals that work from home and creative professionals that do not work form home. Analysis of the data only found significant results for the importance of 'sphere and surroundings of the workplace' and benefits from 'social and professional interaction'. Home workers attach less importance to the sphere and surroundings of the workspace than non-home workers meaning that the items 'representative appearance of the site' and the 'inspiring environment' are less relevant. This supports the suggestion that the decision to work from home is motivated by practical considerations and not by visual qualities of the home office. Home workers experience significantly less benefits from social and professional interaction at their workplace. This is not surprising since working at home minimizes the possibility for interaction with other creative workers.

4.4.2. Working from office building or other business location

An independent t-test was conducted comparing workers at business locations with workers not located at business locations for all factors influencing their location decision. Analysis of differences between creative workers that work at regular business offices and creative workers that are not located at such a location show no significant results. The urban location factors show the highest average scores for office building workers in the sample. Workers at a business location ($\mu= 4,17$, $SD =0,70$) value the image of the city and the presence of cultural amenities slightly more than workers at non business locations ($\mu = 4,11$, $SD = 0,77$), $t(160) = -,046$, $p > 0,05$. Workers at

business locations score generally higher on the accessibility and economic policy factors. Cost minimization however is less important for workers at business locations (μ = 3,50, SD = 1,05) than for workers that do not work at business locations (μ = 3,53, SD = 1,10), t(147) = 0,14, p > 0,05. Additionally, workers at business locations (μ = 4,11, SD = 1,012) attach less value to the presence of personal social and family contacts in the city than workers that not work at business locations (μ = 4,19, SD = 0,877), t(163) = 0,527, p > 0,05. Even so, all workers seem to agree with the importance of this factor.

Figure 14: Statistics for office workers on all location factors and benefits.

Group Statistics

	office building or other business location	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	92	3,6051	,84866	,08848
	Office workers	53	3,6981	,77972	,10710
Policy, subisidy or tax advantages	No	86	3,5116	1,20532	,12997
	Office workers	46	3,6739	1,26587	,18664
Accessibility	No	106	3,7830	,93610	,09092
	Office workers	58	3,8793	,97473	,12799
Cost minimization	No	97	3,5258	1,10012	,11170
	Office workers	52	3,5000	1,05719	,14661
Presence of personal/social/family contacts	No	108	4,1852	,87700	,08439
	Office workers	57	4,1053	1,01214	,13406
Urban atmosphere and cultural facilities	No	106	4,1132	,77239	,07502
	Office workers	56	4,1696	,70244	,09387
Tolerance	No	106	3,9151	,94736	,09202
	Office workers	56	3,9286	,96967	,12958
Price or rent	No	100	3,9300	,86754	,08675
	Office workers	56	3,7857	1,03948	,13891
Flexibility of workspace and the presence of others	No	75	3,5100	,89710	,10359
	Office workers	50	3,5450	,80288	,11354
Professional interaction at workspace	No	92	3,5543	1,10059	,11474
	Office workers	55	3,5364	,94209	,12703
Sphere at/surroundings of workspace	No	94	3,7340	,78757	,08123
	Office workers	57	3,9123	,69729	,09236
Advantages from social and professional interaction	No	102	3,5294	1,01918	,10091
	Office workers	59	3,7712	,90650	,11802
Increased amount of work	No	100	3,3700	,90626	,09063
	Office workers	58	3,5259	,79153	,10393
More collaborations projects	No	100	3,3300	1,12864	,11286
	Office workers	59	3,2881	,98350	,12804
Cost advantages	No	105	3,6095	1,17256	,11443
	Office workers	59	3,2542	1,19760	,15591
Personal_advantages	No	108	4,0648	,58841	,05662
	Office workers	58	4,1207	,60922	,07999

In relation to the workplace, the independent-samples t-test shows no significant differences between the factors influencing the decision for this workplace. In the sample, the factor price is perceived slightly less important by business location workers (μ = 3,79, SD = 1,04) than non business location workers (μ = 3,93, SD = 0,87), t(97,99) = 0,88, p> 0,05. Of all factors, highest average scores can be found on the factor sphere and surroundings of the workplace. Workers at business locations (μ = 3,91, SD = 0,69) value this factor slightly more than workers not working at business locations (μ = 3,73, SD = 0,79). Nevertheless, this difference is not significant, t(149) = -1,41, p > 0,05.

Looking at the benefits that office location workers experience, highest average scores are found for the personal advantages. Office workers (μ = 4,12, SD = 0,61) say to be slightly more motivated, inspired, concentrated and less alone than workers that do not work at an office location (μ = 4,06, SD = 0,59). However, also this difference is not significant, t(164) = -0,58, p > 0,05). In line with results on earlier hard factors, workers in office buildings are more neutral on the cost benefits they experience at their location. Office building workers (μ = 3,25, SD = 1,20) score slightly less on this factors than non office building workers (μ = 3,61, SD = 1,17).

Results show that there is no reason to assume that creative workers that mainly work from an office building or other office location attach more or less importance to certain location factors than worker that do not work at such a location. Means for this specific group of workers only show slightly lower average scores on the cost minimization factors. Since office spaces in Amsterdam are usually expensive, this is not a surprising result.

4.4.3. Creative and flexible workplaces

An independent-samples t-test was conducted for all the other types of workplaces. The most frequently used creative workplace 'art factory, studio or other workspace' (n = 24) shows no significant results. Data only shows significant results for workers at co-working space and workers at incubators. However, the sample (n= 2) of both groups in this study is too small to make accurate claims on basis of this effect. For completeness of the study; workers at coworking space (μ = 5, SD = 0) attach significantly more importance to accessibility than non coworking space workers (μ =3,80, SD = 0,94), t(161) = -16,13, p = 0,00. The presence of personal/social/family contacts is also significantly more important for workers at coworking spaces (μ = 5, SD = 0) than workers that do not work there (μ = 4,14, SD = 0,92), t(162) = -11,78, p = 0,00. In addition, workers in coworking spaces (μ = 2,5, SD = 0,70) attach significantly less important to tolerance than other workers (μ = 3,93, SD = 0,94), t(160) = 2,15, p = 0,03.

Workers at incubator (μ = 4, SD= 0) attach significantly more importance to cluster factor than non incubator workers (μ = 3,63, SD = 0,83), t(142) = -5,29, p = 0,00. They also attach significantly more importance to flexibility (μ = 4, SD= 0), than non incubator workers (μ = 3,51, SD = 0,86), t(122) = -6,22, p = 0,00. Professional interaction is more important for incubators workplace decision (μ = 4, SD= 0) than for non-incubator workers (μ =3,54, SD = 1,05), t (144) = -5,28, p = 0,00. Lastly, incubator workers (μ = 2,5, SD = 0,71) attach significantly less importance to accessibility than creative workers that do not locate at incubators or start-up accelerators, t (162) = 1,99, p = 0,048.

4.4. Chapter summary

Descriptive analysis identified a sample of predominantly male, senior entrepreneurs that are self-employed and mainly active in the creative business services sector of CI. The respondents generally work long hours and for the most part, work from home or an office location. Respondents have a strong connection to Amsterdam and work in the inner city. Overall, the respondents show a neutral, slightly positive attitude towards the individual indicators. For location decision in Amsterdam, the presence of social contacts in the city and urban factors (e.g. image of the city and the presence of cultural amenities) reveal the most importance. Second, cluster factors are valued most. The hard location factors reveal the least importance. For the workplace decision, the price factor is most important, closely followed by the sphere and surroundings of the workplace. The professional interaction and flexibility and cluster factors are valued significantly less. The roles of demographic background variables are limited. Small differences were found for gender and the importance of tolerance, and for sector and the importance of urban facilities. Organizations that are relatively new to the city attach more importance to the price and rent of the workplace than organization with a long history in Amsterdam. Finally, a comparison of workplaces showed minimal significance. In their choice for workplace, home workers put less value on sphere and surroundings. In addition, they benefit less from social and professional interaction. Other creative workplaces did not have enough representation to gain valuable results.

5. Conclusion

Urban regions are considered crucial for the creative economy. On the city level, local municipalities are particularly concerned with attracting and retaining the creative industries to these urban areas (Sleutjes, 2013). Flexible workplaces, temporary locations, creative business complexes, co-working spaces, hubs, incubators and start-up accelerators, offer workplaces more suitable to the flexible and mobile working patterns of the creative professionals (Moriset, 2014). In spite of the ongoing debate on hard vs. soft location factors, little is known about the role these location factors play in a creative organization's decisions for workplace.

A compact literature study resulted in three scales measuring hard, cluster and soft location factors. By comparing these scales, this thesis aimed to answer the question: what is the relative importance of hard, cluster and soft location factors for the location decision of creative organization in Amsterdam? The Statistical Bureau of Amsterdam kindly allowed the use of their business panel to conduct a survey measuring the attitude of creative organizations towards the hard, cluster and soft location factors. The sample of 176 organizations active in the CI in Amsterdam is regarded to be representative for the population of CI in Amsterdam. However, cautiousness is advised when using insights and conclusions from this study for other cities. Data analysis of survey results show significant differences in the relevance of hard, soft and cluster factors as well as a difference between their value for workplace decision and location in Amsterdam.

Wrapping up the main findings of the empirical study, the following conclusions stand out. First, social capital and urban location factors are dominant factors determining the decision to locate in Amsterdam. People move to Amsterdam because of their social ties to the area, the image of the city and the presence of high quality cultural amenities. It seems that soft locations are not a secondary issue for creative organizations in Amsterdam. The hypothesis that hard factors would be more important is rejected. However, this result does not directly confirm Florida's assumption that 'work follows people'. In Amsterdam, most creative organizations seem to carry out their jobs from within the comfort of the home/home offices. This puts further emphasis on the importance of social, personal and family ties to the city. Respondents commented in the survey to simply been living in Amsterdam for a while and therefore, location of their organization naturally resulted from their residence. Work is not necessarily following people; people follow other people to a city from where they carry out their work. Since most of the organizations are self-employed, they create their own jobs.

Second, the choice for location within the city is determined by both hard and soft location factors. Although data analysis showed a slightly more positive attitude towards the factor price, differences in means are small and not significant. Thus, the relative importance of hard and soft location factors in the workplace remains ambiguous. In all probability, creative organizations do not focus on one or the other, but are triggered by a combination of the price, sphere and surroundings of a workplace. Yet, it can be assumed that the presence of others in the workplace is significantly less important for workplace decisions than the hard and soft location factors. The second hypothesis is therefore also rejected. Creative organizations in Amsterdam value the price of their workplace and the appearance of their location above the ability to share facilities, access information and knowledge from others, or professionally interact to get feedback or build a network.

Third, creative organizations in Amsterdam are characterized by self-employed individuals. Creative professionals make little use of the co working options in the city. Instead, the self-employed freelancers work from home. Home workers put little emphasis on the representative and inspiring environment of their workplace and value social interaction less. The decision to work from home is motivated by practical considerations. Not surprisingly, home workers also experience less benefits from social and professional interaction. Whether home workers see this as a disadvantage is questionable.

In contrast to expectations, creative professionals work by themselves from home or an office building. Workplaces with an explicit focus on creativity and flexibility are not frequently used. To gain further understanding of underlying motivations, it is advisable to supplement these findings with qualitative research. Also, a replication of this study for a larger sample, with an higher distribution of age groups, can validate the results. Based on comparison of the relative importance of hard, cluster and soft location factors this study concludes that creative organizations appreciate the urban characteristics of the greater Amsterdam cluster more than they attach importance to proximity of others in the workplace. When it comes to workplace decisions, economic rationale and practical considerations play a more important role. In other words, it seems that the whole is greater than the sum of its parts.

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Appendix 1: Overview SBI-codes creative industries

Creative industries SBI 2008			
Sector	**Branch**	**Codes**	**English translation**
Arts	Performing arts	90011 Beoefening van podiumkunst	Cultivation of performing arts
		90012 Producenten van podiumkunst	Producers of performing arts
		90041 Theaters en schouwburgen	Theatres and performance venues
	Visual arts	9003 Scheppende kunst	Writing and other creative arts
		91022 Kunstgalerieën en expositieruimten	Art galleries and exhibition spaces
	Other arts and hertige	9002 Diensten voor uitvoerende kunst	Services of the performing arts
		94993 Fondsen (niet voor welzijnszorg)	Support funds
		94994 Vriendenkringen van cultuur	Friend groups in the field of culture, fan clubs
		7990 Reisinformatie- en reserveerbureaus	Information in the field of tourism
	Cultural heritage	91011 Openbare bibliotheken	Public libraries
		91012 Kunstuitleencentra	Art centers
		91019 Openbare archieven	Other lending cultural centers and archives
		91021 Musea	Museums
		9103 Monumentenzorg	Cultural heritage preservation
Media &	Radio and television	59112 Productie van televisieprogramma's	Production of television programs
entertainment		5912 Facilitaire diensten voor film, tv	Facilities for film and television production
		6010 Radio-omroepen	Radio broadcasting
		6020 Televisieomroepen	Television broadcasting
	Press media	5813 Uitgeverijen van kranten	Newspaper publishing
		5814 Uitgeverijen van tijdschriften	Journal publishing
		6391 Persagentschappen	News agencies
		74201 Fotografie	Photography
		6399 Overige informatievoorziening	Other information services
	Film	59111 Filmproductie, geen televisiefilms	Film Production (except series)
		5913 Distributie films en tv-producties	Distribution of films and television production
		5914 Bioscopen	Cinemas
	Music industry	5920 Maken en uitgeven geluidsopnamen	Creation and publishing of sound recordings
	Book industry	5811 Uitgeverijen van boeken	Book publishing
	Other publishers	5819 Overige uitgeverijen, geen software	Other publishing
		5821 Uitgeverijen van computergames	Computer games
		5829 Software-uitgeverijen, geen games	Software
	Live entertainment	93211 Pret- en themaparken	Amusement and theme parks
		93212 Kermisattracties	Fairground attraction
		90013 Circus en variete	Circus and variety shows
Creative business	Design	7111 Architectenbureaus	Architecture
services		71112 Interieurarchitecten	Interior architect
		7410 Industrieel ontwerp	Industrial designer
		74101 Communicatie- en grafisch ontwerp	Communication and graphic designer
		74103 Interieur- en ruimtelijk ontwerp	Spatial design
	Communication and	7021 Public relationsbureaus	Public relations agencies
	information	7312 Handel in advertentieruimte	Trade of advertising space
		7311 Reclamebureaus	Advetising agencies
		8230 Organiseren van congressen en beurzen	Organization of conferences and fairs

Appendix 2: Overview of variables.

Independent variables	**Dependent variables**

• Location factors on city level;
  - Hard factors
  - Cluster factors
  - Soft factors
• Location factors on workspace level;
  - Hard factors
  - Cluster factors
  - Soft factors
• Benefits of workspace;
  - Personal benefits
  - Social benefits
  - Economic benefits
	• Location decision to settle in Amsterdam

Control variables	
• Location (zip-code) • Type of location • Type of contract • Date of location at current workspace • Number of relocations • Sector • Main activity	
Control variables from secondary data	
• Age • Gender • Working hours • Number of employees • Legal status • Date of location in Amsterdam	

Appendix 3.1: Survey English.

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1. What is your organizations current location?

Postal code: (xxxx xx)

2. At what type of location is your organization currently located?

Location type (multiple answers possible):

(1) office building or other business location
(2) coworking space or hub (eg. Spaces, Thinkinghut, Impact Hub)
(3) flexible workplaces (eg. at a company with extra room)
(4) creative business complex (eg. Alab, Beehive)
(5) broedplaats/studio/workspace (eg. NDSM)
(6) anti-squatting or temporary location (eg. Lola Loud)
(7) incubator/startup accelerator (eg. Rockstart)
(8) public space (eg. cafe, library)
(9) home/home office
(10) other, namely:

3. Could you give the name of your current location?

4. When did your organization locate here?

My company is based on the current location since (value: month-year).

5. How often has your organization changed location?

(Value)

6. What type of contract do you have for your location?

(1) temporary lease (less than 1 year)
(2) lease for a fixed term (1-5 years)
(3) lease indefinitely
(4) sale contract
(5) other, namely: (value)

7. To what extent do you agree with the following statements about your office in Amsterdam?

(5-point Likert scale: strongly disagree - strongly agree)

I chose to locate my organization in Amsterdam, because of…

1. economic policy of the municipality, subsidies and tax breaks.
2. accessibility (i.e. public transport).
3. minimizing transport, labour and supplier costs.
4. knowledge exchange with consumers, competitors and strategic organizations.
5. access to specialized resources, supply and complementary services.
6. proximity to labour market and educational institutions with potential employees.
7. presence of personal / social / family contacts in the city.
8. the image of the city.
9. presence of cultural facilities and activities.
10. tolerant attitude for ethnic, cultural and lifestyle diversity.

8. To what extent do you agree with the following statements about your organizations location?

(5-point Likert scale: strongly disagree - strongly agree)

I chose to locate my organization at its current location because of...

1. price or rent.
2. flexibility of lease.
3. the ability to share facilities.
4. flexible use of space.
5. access to information and knowledge from others.
6. representative and professional appearance of the site.
7. inspiring environment.
8. social interaction.
9. professional interaction to get feedback or to build a network.
10. collaboration and/or professional partnerships.

9. To what extent do you agree with the following statements about the benefits you encounter on your location?

(5-point Likert scale: strongly disagree - strongly agree)

At my current location ...

1. I am motivated.
2. I feel creative / inspired.
3. I work efficient and concentrated.
4. I do not feel alone / lonely during my work.
5. I experience advantage of social interaction.
6. I experience benefit from professional collaborations.
7. the amount of work increased.
8. the number collaborations with other organizations increased.
9. the turnover of my business increased.
10. the location costs of my organization decreased.

10. Finally, could you fill in this general information about your organization?

In which sector are you active?

(1) Arts

(2) Media & Entertainment

(3) Creative business services

Main activity: (text)

Appendix 3.2: Survey Dutch

Bedankt voor uw tijd!
Creatieve ondernemers werken overal in de stad, maar waar precies? En waarom?
Deze vragenlijst draagt bij aan onderzoek naar tijdelijke en flexibele werklocaties van creatieve organisaties in Amsterdam.

De vragen in dit onderzoek gaan over uw huidige locatie, dat wil zeggen de fysieke plek waar u het grootste gedeelte van uw werk verricht of waar uw organisatie gevestigd is (bijv. een kantoorpand, of flexibele werkplek).

Het invullen zal niet meer dan vijf minuten in beslag nemen. Alvast bedankt.

U kunt tot en met donderdag 23 april reageren.

1. Wat is uw huidige locatie?

Postcode: (xxxx xx)

2. In welk type locatie bevindt u zich?

Type locatie (meerdere antwoorden mogelijk):

(1) kantoorpand of andere bedrijfslocatie

(2) coworking space of hub (bijv. Spaces, Thinkinghut, Impact Hub)

(3) flexibele werkplekken (bijv. bij een bedrijf met extra ruimte)

(4) creatief bedrijfsverzamelgebouw (bijv. Alab, Beehive)

(5) broedplaats/atelier/werkpand (bijv. NDSM-werf)

(6) antikraak of tijdelijke locatie (bijv. Lola Luid)

(7) incubator/startup accelerator (bijv. Rockstart)

(8) publieke ruimte (bijv. café, bibliotheek)

(9) thuis/kantoor aan huis

(10) anders, namelijk:

3. Wat is de naam van uw locatie?

4. Wanneer heeft uw bedrijf zich hier gevestigd?

Mijn bedrijf is gevestigd op de huidige locatie sinds (value: maand-jaar).

5. Hoe vaak is uw organisatie van locatie veranderd?

(value)

6. Welk type contract heeft u voor uw locatie?

(1) tijdelijk huurcontract (minder dan 1 jaar)

(2) huurcontract voor bepaalde tijd (1-5 jaar)

(3) huurcontract voor onbepaalde tijd

(4) koop contract

(5) anders, namelijk: (value)

7. In hoeverre bent u het eens met de volgende stellingen over uw vestiging in Amsterdam? (5-punt Likert-schaal: helemaal oneens – helemaal eens)

Ik heb gekozen mijn organisatie in Amsterdam te vestigen, vanwege..

1. het economisch beleid van de gemeente, subsidies en belastingvoordelen
2. bereikbaarheid
3. kostenbesparing op transport, arbeid en leveranciers
4. kennisuitwisseling met consumenten, concurrenten en strategische organisaties
5. toegang tot gespecialiseerde bedrijven en diensten
6. aanwezigheid arbeidsmarkt en onderwijsinstellingen met mogelijk nieuwe medewerkers
7. aanwezigheid van persoonlijke/sociale/familiare contacten in de stad
8. het imago van de stad
9. aanwezigheid culturele voorzieningen en activiteiten
10. tolerante houding van inwoners voor etnische, culturele en lifestyle diversiteit

8. In hoeverre bent u het eens met de volgende stellingen over uw werklocatie? (5-punt Likert-schaal: helemaal oneens – helemaal eens)

Ik heb gekozen mijn organisatie op mijn huidige locatie te vestigen, vanwege..

1. de prijs of huur
2. de flexibiliteit van huurcontract
3. de mogelijkheid faciliteiten te delen
4. het flexibel gebruik van ruimten
5. de toegang tot informatie en kennis van anderen
6. de representatieve en professionele uitstraling van de locatie
7. inspirerende omgeving in een mooi gebouw
8. de sociale interactie voor de gezelligheid
9. de professionele interactie om feedback te krijgen of een netwerk op te bouwen
10. het samenwerken met professionele partners

9. In hoeverre bent u het eens met de volgende stellingen over voordelen die u ondervindt op uw locatie? (5-punt Likert-schaal: helemaal oneens – helemaal eens)

Op mijn huidige locatie...

1. ben ik gemotiveerd.
2. ben ik creatief/geïnspireerd.
3. werk ik efficiënt en geconcentreerd
4. voel ik mij niet eenzaam tijdens mijn werk.
5. ondervind ik voordeel van sociale interactie
6. ondervind ik voordeel van professionele samenwerkingen
7. is de hoeveelheid werk toegenomen
8. heb ik meer samenwerkingspartners
9. is de omzet van mijn organisatie toegenomen.
10. zijn de locatiekosten van mijn organisatie afgenomen.

10. Zou u tenslotte nog deze algemene gegevens aangaande uw organisatie willen invullen?

In welke sector bent u actief?

(1) Kunsten (2) Media & Entertainment (3) Creatieve zakelijke dienstverlening

Hoofdactiviteit: (tekst)

Appendix 4: Factor and reliability analysis

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,814
Bartlett's Test of Sphericity	Approx. Chi-Square	345,318
	df	45
	Sig.	,000

Communalities

	Initial	Extraction
economic policy of the municipality, subsidies and tax breaks	1,000	,777
accessiblity	1,000	,573
minimizing transport, labour and supplier costs	1,000	,599
knowledge exchange with consumers, competitors and strategic organizations	1,000	,591
access to specialized resources, supply and complementary services	1,000	,753
proximity to labour market and educational institutions with potential employees	1,000	,736
presence of personal / social / family contacts in the city	1,000	,370
image of the city	1,000	,656
presence of cultural facilities and activities	1,000	,690
tolerant attitude for ethnic, cultural and lifestyle diversity	1,000	,403

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3,773	37,730	37,730	3,773	37,730	37,730	2,334
2	1,353	13,526	51,257	1,353	13,526	51,257	1,916
3	1,023	10,230	61,486	1,023	10,230	61,486	1,899
4	,876	8,757	70,243				
5	,682	6,817	77,061				
6	,605	6,054	83,114				
7	,527	5,270	88,384				
8	,456	4,555	92,939				
9	,415	4,152	97,091				
10	,291	2,909	100,000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	23,342	23,342
2	19,157	42,499
3	18,987	61,486
4		
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
economic policy of the municipality, subsidies and tax breaks	,412	,778	,044
accessiblity	,515	-,038	,553
minimizing transport, labour and supplier costs	,605	,342	,339
knowledge exchange with consumers, competitors and strategic organizations	,667	-,028	-,382
access to specialized resources, supply and complementary services	,801	-,151	-,298
proximity to labour market and educational institutions with potential employees	,673	,259	-,466
presence of personal / social / family contacts in the city	,470	,201	,330
image of the city	,670	-,428	,154
presence of cultural facilities and activities	,602	-,560	,117
tolerant attitude for ethnic, cultural and lifestyle diversity	,633	-,020	-,047

Extraction Method: Principal Component Analysis.[a]
a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
economic policy of the municipality, subsidies and tax breaks	,372	-,416	,682
accessiblity	-,044	,455	,604
minimizing transport, labour and supplier costs	,230	,124	,728
knowledge exchange with consumers, competitors and strategic organizations	,726	,237	,095
access to specialized resources, supply and complementary services	,739	,429	,150
proximity to labour market and educational institutions with potential employees	,833	-,019	,205
presence of personal / social / family contacts in the city	,121	,169	,572
image of the city	,287	,727	,213
presence of cultural facilities and activities	,245	,790	,080
tolerant attitude for ethnic, cultural and lifestyle diversity	,466	,316	,294

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3
1	,688	,495	,530
2	,154	-,814	,560
3	-,709	,304	,637

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	129	73,3
	Excluded[a]	47	26,7
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,568	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	145	82,4
	Excluded[a]	31	17,6
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,809	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	156	88,6
	Excluded[a]	20	11,4
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,672	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	158	89,8
	Excluded[a]	18	10,2
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,690	3

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,758
Bartlett's Test of Sphericity	Approx. Chi-Square	516,776
	df	45
	Sig.	,000

Communalities

	Initial	Extraction
price or rent	1,000	,408
flexibility of lease	1,000	,551
the ability to share facilities	1,000	,710
flexible use of space	1,000	,687
access to information and knowledge from others	1,000	,590
representative and professional appearance of the site.	1,000	,575
inspiring environment	1,000	,757
social interaction	1,000	,648
professional interaction to get feedback or to build a network	1,000	,894
collaboration and/or professional partnerships	1,000	,868

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4,056	40,560	40,560	4,056	40,560	40,560	2,519
2	1,513	15,131	55,691	1,513	15,131	55,691	2,196
3	1,118	11,177	66,868	1,118	11,177	66,868	1,972
4	,876	8,759	75,626				
5	,697	6,968	82,594				
6	,598	5,983	88,577				
7	,385	3,848	92,425				
8	,321	3,206	95,631				
9	,295	2,952	98,583				
10	,142	1,417	100,000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	25,191	25,191
2	21,957	47,148
3	19,719	66,868
4		
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
price or rent	,377	,439	-,271
flexibility of lease	,517	,488	,213
the ability to share facilities	,706	,417	,193
flexible use of space	,675	,435	,206
access to information and knowledge from others	,727	,181	-,169
representative and professional appearance of the site.	,498	-,481	,307
inspiring environment	,550	-,426	,522
social interaction	,725	-,300	,180
professional interaction to get feedback or to build a network	,738	-,314	-,501
collaboration and/or professional partnerships	,737	-,291	-,491

Extraction Method: Principal Component Analysis.[a]
a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
price or rent	,507	,297	-,249
flexibility of lease	,736	,005	,095
the ability to share facilities	,799	,154	,218
flexible use of space	,795	,121	,200
access to information and knowledge from others	,560	,506	,142
representative and professional appearance of the site.	,024	,209	,728
inspiring environment	,144	,064	,856
social interaction	,276	,386	,650
professional interaction to get feedback or to build a network	,128	,907	,236
collaboration and/or professional partnerships	,147	,891	,229

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	,635	,596	,492
2	,743	-,294	-,601
3	,214	-,747	,629

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	127	72,2
	Excluded[a]	49	27,8
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,601	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	139	79,0
	Excluded[a]	37	21,0
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,710	4

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	148	84,1
	Excluded[a]	28	15,9
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,715	3

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	71,0
	Excluded[a]	51	29,0
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,773	5

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	147	83,5
	Excluded[a]	29	16,5
	Total	176	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	2

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,746
Bartlett's Test of Sphericity	Approx. Chi-Square	641,196
	df	45
	Sig.	,000

Communalities

	Initial	Extraction
I am motivated	1,000	,816
I feel creative / inspired	1,000	,813
I work efficient and concentrated	1,000	,713
I do not feel alone / lonely during my work	1,000	,649
I experience advantage of social interaction	1,000	,808
I experience benefit from professional collaborations	1,000	,770
the amount of work increased	1,000	,784
the number collaborations with other organizations increased	1,000	,675
the turnover of my business increased	1,000	,746
the location costs of my organization decreased.	1,000	,212

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3,659	36,585	36,585	3,659	36,585	36,585	2,701
2	1,985	19,853	56,439	1,985	19,853	56,439	2,439
3	1,343	13,429	69,868	1,343	13,429	69,868	1,847
4	,878	8,778	78,645				
5	,571	5,705	84,351				
6	,463	4,626	88,977				
7	,390	3,899	92,876				
8	,325	3,251	96,127				
9	,220	2,205	98,331				
10	,167	1,669	100,000				

Total Variance Explained

Component	Rotation Sums of Squared Loadings	
	% of Variance	Cumulative %
1	27,011	27,011
2	24,390	51,401
3	18,467	69,868
4		
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
I am motivated	,685	-,550	,210
I feel creative / inspired	,688	-,552	,188
I work efficient and concentrated	,635	-,544	,117
I do not feel alone / lonely during my work	,662	-,260	-,378
I experience advantage of social interaction	,720	,251	-,475
I experience benefit from professional collaborations	,665	,383	-,425
the amount of work increased	,533	,391	,589
the number collaborations with other organizations increased	,545	,615	-,007
the turnover of my business increased	,440	,459	,585
the location costs of my organization decreased.	,371	,252	-,106

Extraction Method: Principal Component Analysis.[a]
a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
I am motivated	,891	,069	,134
I feel creative / inspired	,890	,084	,116
I work efficient and concentrated	,838	,097	,046
I do not feel alone / lonely during my work	,565	,548	-,175
I experience advantage of social interaction	,214	,872	,038
I experience benefit from professional collaborations	,089	,864	,125
the amount of work increased	,168	,153	,856
the number collaborations with other organizations increased	-,089	,630	,520
the turnover of my business increased	,056	,125	,853
the location costs of my organization decreased.	,043	,418	,190

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 5 iterations.

Component Transformation Matrix

Component	1	2	3
1	,662	,647	,377
2	-,730	,443	,520
3	,169	-,620	,766

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Appendix 5: Descriptive statistics

Frequencies

Statistics

		Age	Age_groups	Gender	How many hours do you work per week?	Workhours_categories	In what sector are you active?
N	Valid	143	143	148	146	146	170
	Missing	33	33	28	30	30	6
Mean		52,1538	2,6014	1,39	44,45	2,4726	2,28
Median		52,0000	3,0000	1,00	45,00	3,0000	3,00
Mode		61,00	3,00	1	50	3,00	3
Std. Deviation		10,20239	,76121	,490	14,252	,58951	,843
Skewness		-,127	-,058	,447	-,009	-,609	-,562
Std. Error of Skewness		,203	,203	,199	,201	,201	,186

Statistics

		In which branch is your organization active?	U geeft aan dat er niemand anders in uw bedrijf werkt dan uzelf. Zou u zichzelf omschrijven als zzp'er (zelfstandige zonder personeel).	How many employees are currently working in your organization (including yourself)?	Firmsize_categories
N	Valid	176	176	176	176
	Missing	0	0	0	0
Mean		9,0511	1,34	3,10	1,0625
Median		12,0000	1,00	1,00	1,0000
Mode		13,00	1	1	1,00
Std. Deviation		4,17375	,475	6,538	,28598
Skewness		-,522	,677	5,298	5,010
Std. Error of Skewness		,183	,183	,183	,183

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	77,00	1	,6	,7	100,0
	Total	143	81,3	100,0	
Missing	System	33	18,8		
Total		176	100,0		

Age_groups

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-35	9	5,1	6,3	6,3
	36-50	54	30,7	37,8	44,1
	51-65	65	36,9	45,5	89,5
	65 and older	15	8,5	10,5	100,0
	Total	143	81,3	100,0	
Missing	System	33	18,8		
Total		176	100,0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	man	90	51,1	60,8	60,8
	woman	58	33,0	39,2	100,0
	Total	148	84,1	100,0	
Missing	System	28	15,9		
Total		176	100,0		

How many hours do you work per week?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,6	,7	,7
	5	1	,6	,7	1,4
	12	1	,6	,7	2,1
	15	3	1,7	2,1	4,1
	20	1	,6	,7	4,8
	25	4	2,3	2,7	7,5
	28	2	1,1	1,4	8,9
	30	12	6,8	8,2	17,1
	32	5	2,8	3,4	20,5
	35	6	3,4	4,1	24,7
	36	8	4,5	5,5	30,1
	40	26	14,8	17,8	47,9
	42	1	,6	,7	48,6
	44	1	,6	,7	49,3
	45	9	5,1	6,2	55,5
	50	30	17,0	20,5	76,0
	55	2	1,1	1,4	77,4
	56	2	1,1	1,4	78,8
	60	22	12,5	15,1	93,8
	65	2	1,1	1,4	95,2
	70	4	2,3	2,7	97,9
	80	2	1,1	1,4	99,3
	90	1	,6	,7	100,0
	Total	146	83,0	100,0	
Missing	System	30	17,0		
Total		176	100,0		

Workhours_categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Part-time	7	4,0	4,8	4,8
	Fulltime	63	35,8	43,2	47,9
	Overtime	76	43,2	52,1	100,0
	Total	146	83,0	100,0	
Missing	System	30	17,0		
Total		176	100,0		

In what sector are you active?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Arts	43	24,4	25,3	25,3
	Media & Entertainment	37	21,0	21,8	47,1
	Creatieve business services	90	51,1	52,9	100,0
	Total	170	96,6	100,0	
Missing	No answer	6	3,4		
Total		176	100,0		

In which branch is your organization active?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visual arts	21	11,9	11,9	11,9
	Other arts and heritage	12	6,8	6,8	18,8
	Cultural heritage	1	,6	,6	19,3
	Radio and television	8	4,5	4,5	23,9
	Press media	12	6,8	6,8	30,7
	Film	17	9,7	9,7	40,3
	Music industry	3	1,7	1,7	42,0
	Book industry	8	4,5	4,5	46,6
	Other publishers	1	,6	,6	47,2
	Design	41	23,3	23,3	70,5
	Communication and information	46	26,1	26,1	96,6
	Other related branch	6	3,4	3,4	100,0
	Total	176	100,0	100,0	

U geeft aan dat er niemand anders in uw bedrijf werkt dan uzelf. Zou u zichzelf omschrijven als zzp'er (zelfstandige zonder personeel)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ja	116	65,9	65,9	65,9
	nee	60	34,1	34,1	100,0
	Total	176	100,0	100,0	

How many employees are currently working in your organization (including yourself)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	115	65,3	65,3	65,3
	2	24	13,6	13,6	79,0
	3	8	4,5	4,5	83,5
	4	7	4,0	4,0	87,5
	5	4	2,3	2,3	89,8
	6	2	1,1	1,1	90,9
	7	3	1,7	1,7	92,6
	8	1	,6	,6	93,2
	10	3	1,7	1,7	94,9
	11	1	,6	,6	95,5
	15	2	1,1	1,1	96,6
	21	1	,6	,6	97,2
	22	1	,6	,6	97,7
	24	1	,6	,6	98,3
	32	1	,6	,6	98,9
	50	2	1,1	1,1	100,0
	Total	176	100,0	100,0	

Firmsize_categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Micro size firms	167	94,9	94,9	94,9
	Small size firms	7	4,0	4,0	98,9
	Medium size firms	2	1,1	1,1	100,0
	Total	176	100,0	100,0	

Multiple Response

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$Type_location[a]	176	100,0%	0	0,0%	176	100,0%

a. Dichotomy group tabulated at value 1.

$Type_location Frequencies

		Responses		Percent of Cases
		N	Percent	
$Type_location[a]	office building or other business location	60	27,0%	34,1%
	coworking space or hub (eg. Spaces, Thinkinghut, Impact Hub)	2	0,9%	1,1%
	flexible workplaces (eg. at a company with extra room)	5	2,3%	2,8%
	creative business complex (eg. Alab, Beehive)	19	8,6%	10,8%
	broedplaats/studio/workspace (eg. NDSM)	25	11,3%	14,2%
	anti-squatting or temporary location (eg. Lola Loud)	6	2,7%	3,4%
	incubator/startup accelerator (eg. Rockstart)	2	0,9%	1,1%
	public space (eg. cafe, library)	10	4,5%	5,7%
	home/home office	88	39,6%	50,0%
	on location	5	2,3%	2,8%
Total		222	100,0%	126,1%

a. Dichotomy group tabulated at value 1.

Frequencies

Statistics

		What type of contract do you have for your location?	Zipcode_area	Since when is your organization located in Amsterdam?	Since when are you located at your current location?	How often has your organization changed location?
N	Valid	173	176	175	171	172
	Missing	3	0	1	5	4
Mean		2,98	3,3182	1998,54	2004,65	1,82
Median		3,00	2,0000	2000,00	2008,00	1,00
Mode		4	1,00	2009[a]	2013	0
Std. Deviation		,949	2,44970	10,264	9,133	2,386
Skewness		-,543	,499	-,657	-1,244	3,489
Std. Error of Skewness		,185	,183	,184	,186	,185

a. Multiple modes exist. The smallest value is shown

Frequency Table

What type of contract do you have for your location?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	temporary lease (less than 1 year)	14	8,0	8,1	8,1
	lease for a fixed term (1-5 years)	37	21,0	21,4	29,5
	lease indefinitely	60	34,1	34,7	64,2
	owner-occupied office/house	62	35,2	35,8	100,0
	Total	173	98,3	100,0	
Missing	no answer	3	1,7		
Total		176	100,0		

Zipcode_area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amsterdam Centrum	69	39,2	39,2	39,2
	Amsterdam Oost	27	15,3	15,3	54,5
	Amsterdam Noord	9	5,1	5,1	59,7
	Westpoort	1	,6	,6	60,2
	Amsterdam West	29	16,5	16,5	76,7
	Amsterdam Nieuw West	5	2,8	2,8	79,5
	Amsterdam Zuid	33	18,8	18,8	98,3
	Amsterdam Zuid Oost	3	1,7	1,7	100,0
	Total	176	100,0	100,0	

Since when is your organization located in Amsterdam?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1970	2	1,1	1,1	1,1
	1972	2	1,1	1,1	2,3
	1975	1	,6	,6	2,9
	1978	1	,6	,6	3,4
	1979	1	,6	,6	4,0
	1980	4	2,3	2,3	6,3
	1982	2	1,1	1,1	7,4
	1983	1	,6	,6	8,0
	1984	4	2,3	2,3	10,3
	1985	4	2,3	2,3	12,6
	1986	4	2,3	2,3	14,9
	1987	2	1,1	1,1	16,0
	1988	4	2,3	2,3	18,3
	1989	7	4,0	4,0	22,3
	1990	6	3,4	3,4	25,7
	1991	2	1,1	1,1	26,9
	1992	2	1,1	1,1	28,0
	1993	2	1,1	1,1	29,1
	1994	4	2,3	2,3	31,4
Valid	1995	6	3,4	3,4	34,9
	1996	4	2,3	2,3	37,1
	1997	6	3,4	3,4	40,6
	1998	5	2,8	2,9	43,4
	1999	6	3,4	3,4	46,9
	2000	7	4,0	4,0	50,9
	2001	10	5,7	5,7	56,6
	2002	4	2,3	2,3	58,9
	2003	5	2,8	2,9	61,7
	2004	5	2,8	2,9	64,6
	2005	4	2,3	2,3	66,9
	2006	9	5,1	5,1	72,0
	2007	6	3,4	3,4	75,4
	2008	2	1,1	1,1	76,6
	2009	13	7,4	7,4	84,0
	2010	13	7,4	7,4	91,4
	2011	9	5,1	5,1	96,6
	2012	4	2,3	2,3	98,9
	2013	2	1,1	1,1	100,0
	Total	175	99,4	100,0	
Missing	System	1	,6		
Total		176	100,0		

How often has your organization changed location?

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	59	33,5	34,3	34,3
	1	37	21,0	21,5	55,8
	2	27	15,3	15,7	71,5
	3	22	12,5	12,8	84,3
	4	11	6,3	6,4	90,7
Valid	5	8	4,5	4,7	95,3
	6	5	2,8	2,9	98,3
	10	1	,6	,6	98,8
	12	1	,6	,6	99,4
	20	1	,6	,6	100,0
	Total	172	97,7	100,0	
Missing	System	4	2,3		
Total		176	100,0		

Since when are you located at your current location?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1976	2	1,1	1,2	1,2
	1977	1	,6	,6	1,8
	1979	1	,6	,6	2,3
	1980	1	,6	,6	2,9
	1982	2	1,1	1,2	4,1
	1984	2	1,1	1,2	5,3
	1985	1	,6	,6	5,8
	1986	1	,6	,6	6,4
	1987	1	,6	,6	7,0
	1989	2	1,1	1,2	8,2
	1991	3	1,7	1,8	9,9
	1992	2	1,1	1,2	11,1
	1993	1	,6	,6	11,7
	1994	1	,6	,6	12,3
	1995	3	1,7	1,8	14,0
	1996	6	3,4	3,5	17,5
	1997	4	2,3	2,3	19,9
	1998	8	4,5	4,7	24,6
	1999	1	,6	,6	25,1
	2000	4	2,3	2,3	27,5
	2001	4	2,3	2,3	29,8
	2002	2	1,1	1,2	31,0
	2003	6	3,4	3,5	34,5
	2004	3	1,7	1,8	36,3
	2005	7	4,0	4,1	40,4
	2006	9	5,1	5,3	45,6
	2007	7	4,0	4,1	49,7
	2008	8	4,5	4,7	54,4
	2009	9	5,1	5,3	59,6
	2010	15	8,5	8,8	68,4
	2011	10	5,7	5,8	74,3
	2012	11	6,3	6,4	80,7
	2013	17	9,7	9,9	90,6
	2014	10	5,7	5,8	96,5
	2015	6	3,4	3,5	100,0
	Total	171	97,2	100,0	
Missing	System	5	2,8		
Total		176	100,0		

Frequencies

Statistics

Bent u (mede-)eigenaar van de onderneming?

N	Valid	123
	Missing	53
Mean		1,21
Median		1,00
Mode		1
Std. Deviation		,410
Skewness		1,431
Std. Error of Skewness		,218

Bent u (mede-)eigenaar van de onderneming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ja, ik ben eigenaar	97	55,1	78,9	78,9
	ja, ik ben mede-eigenaar	26	14,8	21,1	100,0
	Total	123	69,9	100,0	
Missing	System	53	30,1		
Total		176	100,0		

Appendix 6: Statistics of individual indicators

Frequencies

Statistics

		economic policy of the municipality, subsidies and tax breaks	accessiblity	minimizing transport, labour and supplier costs	knowledge exchange with consumers, competitors and strategic organizations	access to specialized resources, supply and complementary services	proximity to labour market and educational institutions with potential employees
N	Valid	132	164	149	160	160	148
	Missing	44	12	27	16	16	28
Mean		3,57	3,82	3,52	3,67	3,69	3,61
Median		3,00	4,00	3,00	4,00	4,00	4,00
Mode		5	4	3	4	4	4
Std. Deviation		1,224	,948	1,082	,943	,959	,986
Skewness		,068	-,369	,118	-,202	-,158	-,110
Std. Error of Skewness		,211	,190	,199	,192	,192	,199

Statistics

		presence of personal / social / family contacts in the city	image of the city	presence of cultural facilities and activities	tolerant attitude for ethnic, cultural and lifestyle diversity
N	Valid	165	164	164	162
	Missing	11	12	12	14
Mean		4,16	4,04	4,23	3,92
Median		4,00	4,00	4,00	4,00
Mode		5	5	5	4
Std. Deviation		,924	,885	,811	,952
Skewness		-,837	-,448	-,798	-,450
Std. Error of Skewness		,189	,190	,190	,191

Frequency Table

economic policy of the municipality, subsidies and tax breaks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	32	18,2	24,2	24,2
	neither agree or disagree	43	24,4	32,6	56,8
	agree	7	4,0	5,3	62,1
	strongly agree	50	28,4	37,9	100,0
	Total	132	75,0	100,0	
Missing	don't know, no opinion	44	25,0		
Total		176	100,0		

accessiblity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	17	9,7	10,4	10,4
	neither disagree nor agree	40	22,7	24,4	34,8
	agree	63	35,8	38,4	73,2
	strongly agree	44	25,0	26,8	100,0
	Total	164	93,2	100,0	
Missing	don't know. no opinion	12	6,8		
Total		176	100,0		

minimizing transport, labour and supplier costs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	29	16,5	19,5	19,5
	neither disagree nor agree	53	30,1	35,6	55,0
	agree	28	15,9	18,8	73,8
	strongly agree	39	22,2	26,2	100,0
	Total	149	84,7	100,0	
Missing	don't know, no opinion	27	15,3		
Total		176	100,0		

knowledge exchange with consumers, competitors and strategic organizations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	20	11,4	12,5	12,5
	neither disagree nor agree	46	26,1	28,7	41,3
	agree	61	34,7	38,1	79,4
	strongly agree	33	18,8	20,6	100,0
	Total	160	90,9	100,0	
Missing	don't know, no opinion	16	9,1		
Total		176	100,0		

access to specialized resources, supply and complementary services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	19	10,8	11,9	11,9
	neither agree or disagree	49	27,8	30,6	42,5
	agree	55	31,3	34,4	76,9
	strongly agree	37	21,0	23,1	100,0
	Total	160	90,9	100,0	
Missing	don't know, no opinion	16	9,1		
Total		176	100,0		

proximity to labour market and educational institutions with potential employees

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	22	12,5	14,9	14,9
	neither agree or disagree	45	25,6	30,4	45,3
	agree	49	27,8	33,1	78,4
	strongly agree	32	18,2	21,6	100,0
	Total	148	84,1	100,0	
Missing	don't know, no opinion	28	15,9		
Total		176	100,0		

presence of personal / social / family contacts in the city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	11	6,3	6,7	6,7
	neither agree or disagree	26	14,8	15,8	22,4
	agree	54	30,7	32,7	55,2
	strongly agree	74	42,0	44,8	100,0
	Total	165	93,8	100,0	
Missing	don't know, no opinion	11	6,3		
Total		176	100,0		

image of the city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	7	4,0	4,3	4,3
	neither agree or disagree	40	22,7	24,4	28,7
	agree	57	32,4	34,8	63,4
	strongly agree	60	34,1	36,6	100,0
	Total	164	93,2	100,0	
Missing	don't know, no opinion	12	6,8		
Total		176	100,0		

presence of cultural facilities and activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	5	2,8	3,0	3,0
	neither agree or disagree	24	13,6	14,6	17,7
	agree	63	35,8	38,4	56,1
	strongly agree	72	40,9	43,9	100,0
	Total	164	93,2	100,0	
Missing	don't know, no opinion	12	6,8		
Total		176	100,0		

tolerant attitude for ethnic, cultural and lifestyle diversity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	8,0	8,6	8,6
	neither agree or disagree	38	21,6	23,5	32,1
	agree	57	32,4	35,2	67,3
	strongly agree	53	30,1	32,7	100,0
	Total	162	92,0	100,0	
Missing	don't know, no opinion	14	8,0		
Total		176	100,0		

Frequencies

Statistics

		price or rent	flexibility of lease	the ability to share facilities	flexible use of space	access to information and knowledge from others	representative and professional appearance of the site.
N	Valid	156	131	145	148	149	158
	Missing	20	45	31	28	27	18
Mean		3,88	3,53	3,59	3,63	3,51	3,67
Median		4,00	3,00	4,00	4,00	3,00	4,00
Mode		4	3	5	4	3	4
Std. Deviation		,932	1,125	1,134	1,039	1,076	,961
Skewness		-,480	,045	-,086	-,164	,023	-,257
Std. Error of Skewness		,194	,212	,201	,199	,199	,193

Statistics

		inspiring environment	social interaction	professional interaction to get feedback or to build a network	collaboration and/or professional partnerships
N	Valid	158	153	149	148
	Missing	18	23	27	28
Mean		3,98	3,77	3,55	3,53
Median		4,00	4,00	4,00	3,00
Mode		4	4	3	3
Std. Deviation		,892	1,016	1,062	1,127
Skewness		-,399	-,288	-,013	,045
Std. Error of Skewness		,193	,196	,199	,199

Frequency Table

price or rent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	8,5	9,6	9,6
	neither agree or disagree	33	18,8	21,2	30,8
	agree	64	36,4	41,0	71,8
	strongly agree	44	25,0	28,2	100,0
	Total	156	88,6	100,0	
Missing	don't know, no opinion	20	11,4		
Total		176	100,0		

flexibility of lease

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	29	16,5	22,1	22,1
	neither agree or disagree	40	22,7	30,5	52,7
	agree	25	14,2	19,1	71,8
	strongly agree	37	21,0	28,2	100,0
	Total	131	74,4	100,0	
Missing	don't know, no opinion	45	25,6		
Total		176	100,0		

the ability to share facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	33	18,8	22,8	22,8
	neither agree or disagree	36	20,5	24,8	47,6
	agree	34	19,3	23,4	71,0
	strongly agree	42	23,9	29,0	100,0
	Total	145	82,4	100,0	
Missing	don't know, no opinion	31	17,6		
Total		176	100,0		

flexible use of space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	26	14,8	17,6	17,6
	neither agree or disagree	39	22,2	26,4	43,9
	agree	47	26,7	31,8	75,7
	strongly agree	36	20,5	24,3	100,0
	Total	148	84,1	100,0	
Missing	don't know, no opinion	28	15,9		
Total		176	100,0		

access to information and knowledge from others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	32	18,2	21,5	21,5
	neither agree or disagree	44	25,0	29,5	51,0
	agree	38	21,6	25,5	76,5
	strongly agree	35	19,9	23,5	100,0
	Total	149	84,7	100,0	
Missing	don't know, no opinion	27	15,3		
Total		176	100,0		

representative and professional appearance of the site.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	22	12,5	13,9	13,9
	neither agree or disagree	41	23,3	25,9	39,9
	agree	62	35,2	39,2	79,1
	strongly agree	33	18,8	20,9	100,0
	Total	158	89,8	100,0	
Missing	don't know, no opinion	18	10,2		
Total		176	100,0		

inspiring environment

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	8	4,5	5,1	5,1
	neither agree or disagree	40	22,7	25,3	30,4
Valid	agree	57	32,4	36,1	66,5
	strongly agree	53	30,1	33,5	100,0
	Total	158	89,8	100,0	
Missing	don't know, no opinion	18	10,2		
Total		176	100,0		

social interaction

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	20	11,4	13,1	13,1
	neither agree or disagree	40	22,7	26,1	39,2
Valid	agree	48	27,3	31,4	70,6
	strongly agree	45	25,6	29,4	100,0
	Total	153	86,9	100,0	
Missing	don't know, no opinion	23	13,1		
Total		176	100,0		

professional interaction to get feedback or to build a network

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	29	16,5	19,5	19,5
	neither agree or disagree	45	25,6	30,2	49,7
Valid	agree	39	22,2	26,2	75,8
	strongly agree	36	20,5	24,2	100,0
	Total	149	84,7	100,0	
Missing	don't know, no opinion	27	15,3		
Total		176	100,0		

collaboration and/or professional partnerships

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	33	18,8	22,3	22,3
	neither agree or disagree	45	25,6	30,4	52,7
Valid	agree	28	15,9	18,9	71,6
	strongly agree	42	23,9	28,4	100,0
	Total	148	84,1	100,0	
Missing	don't know, no opinion	28	15,9		
Total		176	100,0		

Frequencies

Statistics

		I am motivated	I feel creative / inspired	I work efficient and concentrated	I do not feel alone / lonely during my work	I experience advantage of social interaction	I experience benefit from professional collaborations
N	Valid	174	174	174	167	166	162
	Missing	2	2	2	9	10	14
Mean		4,14	4,18	4,05	3,89	3,68	3,56
Median		4,00	4,00	4,00	4,00	4,00	3,00
Mode		4	4	4	4	4	3
Std. Deviation		,624	,627	,807	,905	1,062	1,075
Skewness		-,254	-,300	-,696	-,524	-,253	,005
Std. Error of Skewness		,184	,184	,184	,188	,188	,191

Statistics

		the amount of work increased	the number collaborations with other organizations increased	the turnover of my business increased	the location costs of my organization decreased.
N	Valid	160	159	163	164
	Missing	16	17	13	12
Mean		3,44	3,31	3,42	3,48
Median		3,00	3,00	3,00	3,00
Mode		3	3	3	5
Std. Deviation		,943	1,074	,999	1,190
Skewness		,160	,306	,158	,099
Std. Error of Skewness		,192	,192	,190	,190

Frequency Table

I am motivated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	,6	,6	,6
	neither agree or disagree	20	11,4	11,5	12,1
	agree	106	60,2	60,9	73,0
	strongly agree	47	26,7	27,0	100,0
	Total	174	98,9	100,0	
Missing	don't know, no opinion	2	1,1		
Total		176	100,0		

I feel creative / inspired

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	1	,6	,6	,6
	neither agree or disagree	18	10,2	10,3	10,9
	agree	103	58,5	59,2	70,1
	strongly agree	52	29,5	29,9	100,0
	Total	174	98,9	100,0	
Missing	don't know, no opinion	2	1,1		
Total		176	100,0		

I work efficient and concentrated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	5,1	5,2	5,2
	neither agree or disagree	25	14,2	14,4	19,5
	agree	88	50,0	50,6	70,1
	strongly agree	52	29,5	29,9	100,0
	Total	174	98,9	100,0	
Missing	don't know, no opinion	2	1,1		
Total		176	100,0		

I do not feel alone / lonely during my work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	15	8,5	9,0	9,0
	neither agree or disagree	33	18,8	19,8	28,7
	agree	74	42,0	44,3	73,1
	strongly agree	45	25,6	26,9	100,0
	Total	167	94,9	100,0	
Missing	don't know, no opinion	9	5,1		
Total		176	100,0		

I experience advantage of social interaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	30	17,0	18,1	18,1
	neither agree or disagree	38	21,6	22,9	41,0
	agree	53	30,1	31,9	72,9
	strongly agree	45	25,6	27,1	100,0
	Total	166	94,3	100,0	
Missing	don't know, no opinion	10	5,7		
Total		176	100,0		

I experience benefit from professional collaborations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	31	17,6	19,1	19,1
	neither agree or disagree	51	29,0	31,5	50,6
	agree	38	21,6	23,5	74,1
	strongly agree	42	23,9	25,9	100,0
	Total	162	92,0	100,0	
Missing	don't know, no opinion	14	8,0		
Total		176	100,0		

the amount of work increased

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	26	14,8	16,3	16,3
	neither agree or disagree	63	35,8	39,4	55,6
	agree	46	26,1	28,7	84,4
	strongly agree	25	14,2	15,6	100,0
	Total	160	90,9	100,0	
Missing	don't know, no opinion	16	9,1		
Total		176	100,0		

the number collaborations with other organizations increased

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	43	24,4	27,0	27,0
	neither agree or disagree	54	30,7	34,0	61,0
Valid	agree	31	17,6	19,5	80,5
	strongly agree	31	17,6	19,5	100,0
	Total	159	90,3	100,0	
Missing	don't know, no opinion	17	9,7		
Total		176	100,0		

the turnover of my business increased

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	32	18,2	19,6	19,6
	neither agree or disagree	59	33,5	36,2	55,8
Valid	agree	43	24,4	26,4	82,2
	strongly agree	29	16,5	17,8	100,0
	Total	163	92,6	100,0	
Missing	don't know, no opinion	13	7,4		
Total		176	100,0		

the location costs of my organization decreased.

		Frequency	Percent	Valid Percent	Cumulative Percent
	disagree	45	25,6	27,4	27,4
	neither agree or disagree	45	25,6	27,4	54,9
Valid	agree	24	13,6	14,6	69,5
	strongly agree	50	28,4	30,5	100,0
	Total	164	93,2	100,0	
Missing	don't know, no opinion	12	6,8		
Total		176	100,0		

Frequencies

Statistics

		Cluster advantages	Policy, subisidy or tax advantages	Accessibility	Cost minimization	Presence of personal/social/family contacts	Urban atmosphere and cultural facilities
N	Valid	145	132	164	149	165	162
	Missing	31	44	12	27	11	14
Mean		3,6391	3,5682	3,8171	3,5168	4,1576	4,1327
Median		3,6667	3,0000	4,0000	3,0000	4,0000	4,0000
Mode		4,00	5,00	4,00	3,00	5,00	5,00
Std. Deviation		,82262	1,22439	,94808	1,08182	,92362	,74724
Skewness		-,224	,068	-,369	,118	-,837	-,385
Std. Error of Skewness		,201	,211	,190	,199	,189	,191

Statistics

		Tolerance
N	Valid	162
	Missing	14
Mean		3,9198
Median		4,0000
Mode		4,00
Std. Deviation		,95214
Skewness		-,450
Std. Error of Skewness		,191

Frequency Table

Cluster advantages

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	10	5,7	6,9	6,9
	2,33	4	2,3	2,8	9,7
	2,67	8	4,5	5,5	15,2
	3,00	24	13,6	16,6	31,7
	3,33	14	8,0	9,7	41,4
Valid	3,67	18	10,2	12,4	53,8
	4,00	29	16,5	20,0	73,8
	4,33	16	9,1	11,0	84,8
	4,67	9	5,1	6,2	91,0
	5,00	13	7,4	9,0	100,0
	Total	145	82,4	100,0	
Missing	System	31	17,6		
Total		176	100,0		

Policy, subisidy or tax advantages

	Frequency	Percent	Valid Percent	Cumulative Percent

	2,00	32	18,2	24,2	24,2
	3,00	43	24,4	32,6	56,8
Valid	4,00	7	4,0	5,3	62,1
	5,00	50	28,4	37,9	100,0
	Total	132	75,0	100,0	
Missing	System	44	25,0		
Total		176	100,0		

Accessibility

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	17	9,7	10,4	10,4
	3,00	40	22,7	24,4	34,8
Valid	4,00	63	35,8	38,4	73,2
	5,00	44	25,0	26,8	100,0
	Total	164	93,2	100,0	
Missing	System	12	6,8		
Total		176	100,0		

Cost minimization

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	29	16,5	19,5	19,5
	3,00	53	30,1	35,6	55,0
Valid	4,00	28	15,9	18,8	73,8
	5,00	39	22,2	26,2	100,0
	Total	149	84,7	100,0	
Missing	System	27	15,3		
Total		176	100,0		

Presence of personal/social/family contacts

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	11	6,3	6,7	6,7
	3,00	26	14,8	15,8	22,4
Valid	4,00	54	30,7	32,7	55,2
	5,00	74	42,0	44,8	100,0
	Total	165	93,8	100,0	
Missing	System	11	6,3		
Total		176	100,0		

Urban atmosphere and cultural facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	1	,6	,6	,6
	2,50	3	1,7	1,9	2,5
	3,00	21	11,9	13,0	15,4
	3,50	23	13,1	14,2	29,6
Valid	4,00	43	24,4	26,5	56,2
	4,50	21	11,9	13,0	69,1
	5,00	50	28,4	30,9	100,0
	Total	162	92,0	100,0	
Missing	System	14	8,0		
Total		176	100,0		

Tolerance

		Frequency	Percent	Valid Percent	Cumulative Percent
	2,00	14	8,0	8,6	8,6
	3,00	38	21,6	23,5	32,1
Valid	4,00	57	32,4	35,2	67,3
	5,00	53	30,1	32,7	100,0
	Total	162	92,0	100,0	
Missing	System	14	8,0		
Total		176	100,0		

Frequencies

Statistics

		Price or rent	Flexibility of workspace and the presence of others	Professional interaction at workspace	Sphere at/surroundings of workspace
N	Valid	156	125	147	151
	Missing	20	51	29	25
Mean		3,8782	3,5240	3,5476	3,8013
Median		4,0000	3,5000	3,5000	4,0000
Mode		4,00	3,00	3,00	4,00
Std. Deviation		,93217	,85750	1,04083	,75736
Skewness		-,480	,026	-,013	-,166
Std. Error of Skewness		,194	,217	,200	,197

Frequency Table

Price or rent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	15	8,5	9,6	9,6
	3,00	33	18,8	21,2	30,8
	4,00	64	36,4	41,0	71,8
	5,00	44	25,0	28,2	100,0
	Total	156	88,6	100,0	
Missing	System	20	11,4		
Total		176	100,0		

Flexibility of workspace and the presence of others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	5,1	7,2	7,2
	2,25	6	3,4	4,8	12,0
	2,50	4	2,3	3,2	15,2
	2,75	5	2,8	4,0	19,2
	3,00	23	13,1	18,4	37,6
	3,25	9	5,1	7,2	44,8
	3,50	14	8,0	11,2	56,0
	3,75	8	4,5	6,4	62,4
	4,00	18	10,2	14,4	76,8
	4,25	6	3,4	4,8	81,6
	4,50	6	3,4	4,8	86,4
	4,75	6	3,4	4,8	91,2
	5,00	11	6,3	8,8	100,0
	Total	125	71,0	100,0	
Missing	System	51	29,0		
Total		176	100,0		

Professional interaction at workspace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	25	14,2	17,0	17,0
	2,50	8	4,5	5,4	22,4
	3,00	34	19,3	23,1	45,6
	3,50	12	6,8	8,2	53,7
	4,00	28	15,9	19,0	72,8
	4,50	9	5,1	6,1	78,9
	5,00	31	17,6	21,1	100,0
	Total	147	83,5	100,0	
Missing	System	29	16,5		
Total		176	100,0		

Sphere at/surroundings of workspace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	2,3	2,6	2,6
	2,33	1	,6	,7	3,3
	2,67	9	5,1	6,0	9,3
	3,00	21	11,9	13,9	23,2
	3,33	19	10,8	12,6	35,8
	3,67	21	11,9	13,9	49,7
	4,00	27	15,3	17,9	67,5
	4,33	19	10,8	12,6	80,1
	4,67	12	6,8	7,9	88,1
	5,00	18	10,2	11,9	100,0
	Total	151	85,8	100,0	
Missing	System	25	14,2		
Total		176	100,0		

Appendix 7: Confronting the factors: paired-samples t-tests

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Cluster advantages	3,6561	126	,81206	,07234
	Policy, subisidy or tax advantages	3,5794	126	1,22215	,10888
Pair 2	Cluster advantages	3,6505	144	,81395	,06783
	Accessibility	3,7778	144	,95672	,07973
Pair 3	Cluster advantages	3,6545	137	,81790	,06988
	Cost minimization	3,4526	137	1,08445	,09265
Pair 4	Cluster advantages	3,6480	143	,81628	,06826
	Presence of personal/social/family contacts	4,1678	143	,94187	,07876
Pair 5	Cluster advantages	3,6457	143	,81479	,06814
	Urban atmosphere and cultural facilities	4,1084	143	,75326	,06299
Pair 6	Cluster advantages	3,6549	142	,80328	,06741
	Tolerance	3,8521	142	,95981	,08055
Pair 7	Policy, subisidy or tax advantages	3,5682	132	1,22439	,10657
	Accessibility	3,7500	132	,99138	,08629
Pair 8	Policy, subisidy or tax advantages	3,5581	129	1,21775	,10722
	Cost minimization	3,4806	129	1,11173	,09788
Pair 9	Policy, subisidy or tax advantages	3,5573	131	1,22261	,10682
	Presence of personal/social/family contacts	4,1221	131	,93663	,08183
Pair 10	Policy, subisidy or tax advantages	3,5573	131	1,22261	,10682
	Urban atmosphere and cultural facilities	4,1336	131	,75147	,06566
Pair 11	Policy, subisidy or tax advantages	3,5573	131	1,22261	,10682
	Tolerance	3,8473	131	,98819	,08634
Pair 12	Accessibility	3,7785	149	,97152	,07959
	Cost minimization	3,5168	149	1,08182	,08863
Pair 13	Accessibility	3,8063	160	,95494	,07549
	Presence of personal/social/family contacts	4,1625	160	,91725	,07252
Pair 14	Accessibility	3,7987	159	,95321	,07559
	Urban atmosphere and cultural facilities	4,1415	159	,74870	,05938
Pair 15	Accessibility	3,8280	157	,94854	,07570
	Tolerance	3,9045	157	,95932	,07656
Pair 16	Cost minimization	3,5270	148	1,07821	,08863

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 16	Presence of personal/social/family contacts	4,1486	148	,92850	,07632
Pair 17	Cost minimization	3,5137	146	1,07791	,08921
	Urban atmosphere and cultural facilities	4,1301	146	,75442	,06244
Pair 18	Cost minimization	3,5315	143	1,08643	,09085
	Tolerance	3,8671	143	,97314	,08138
Pair 19	Presence of personal/social/family contacts	4,1438	160	,93059	,07357
	Urban atmosphere and cultural facilities	4,1281	160	,74868	,05919
Pair 20	Presence of personal/social/family contacts	4,1761	159	,91772	,07278
	Tolerance	3,9119	159	,95721	,07591
Pair 21	Urban atmosphere and cultural facilities	4,1392	158	,75265	,05988
	Tolerance	3,8987	158	,95230	,07576

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Cluster advantages & Policy, subisidy or tax advantages	126	,304	,001
Pair 2	Cluster advantages & Accessibility	144	,313	,000
Pair 3	Cluster advantages & Cost minimization	137	,432	,000
Pair 4	Cluster advantages & Presence of personal/social/family contacts	143	,300	,000
Pair 5	Cluster advantages & Urban atmosphere and cultural facilities	143	,488	,000
Pair 6	Cluster advantages & Tolerance	142	,433	,000
Pair 7	Policy, subisidy or tax advantages & Accessibility	132	,200	,022
Pair 8	Policy, subisidy or tax advantages & Cost minimization	129	,360	,000
Pair 9	Policy, subisidy or tax advantages & Presence of personal/social/family contacts	131	,263	,002
Pair 10	Policy, subisidy or tax advantages & Urban atmosphere and cultural facilities	131	-,031	,722
Pair 11	Policy, subisidy or tax advantages & Tolerance	131	,205	,019
Pair 12	Accessibility & Cost minimization	149	,360	,000
Pair 13	Accessibility & Presence of personal/social/family contacts	160	,244	,002
Pair 14	Accessibility & Urban atmosphere and cultural facilities	159	,373	,000
Pair 15	Accessibility & Tolerance	157	,271	,001
Pair 16	Cost minimization & Presence of personal/social/family contacts	148	,213	,009
Pair 17	Cost minimization & Urban atmosphere and cultural facilities	146	,295	,000
Pair 18	Cost minimization & Tolerance	143	,287	,001

Paired Samples Correlations

		N	Correlation	Sig.
Pair 19	Presence of personal/social/family contacts & Urban atmosphere and cultural facilities	160	,271	,001
Pair 20	Presence of personal/social/family contacts & Tolerance	159	,313	,000
Pair 21	Urban atmosphere and cultural facilities & Tolerance	158	,415	,000

Paired Samples Test

		Paired Differences					t
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		
					Lower	Upper	
Pair 1	Cluster advantages - Policy, subisidy or tax advantages	,07672	1,24448	,11087	-,14270	,29614	,692
Pair 2	Cluster advantages - Accessibility	-,12731	1,04446	,08704	-,29936	,04473	-1,463
Pair 3	Cluster advantages - Cost minimization	,20195	1,03876	,08875	,02644	,37745	2,276
Pair 4	Cluster advantages - Presence of personal/social/family contacts	-,51981	1,04486	,08738	-,69254	-,34709	-5,949
Pair 5	Cluster advantages - Urban atmosphere and cultural facilities	-,46270	,79548	,06652	-,59420	-,33120	-6,956
Pair 6	Cluster advantages - Tolerance	-,19718	,94794	,07955	-,35445	-,03992	-2,479
Pair 7	Policy, subisidy or tax advantages - Accessibility	-,18182	1,41323	,12301	-,42515	,06152	-1,478
Pair 8	Policy, subisidy or tax advantages - Cost minimization	,07752	1,32058	,11627	-,15254	,30758	,667
Pair 9	Policy, subisidy or tax advantages - Presence of personal/social/family contacts	-,56489	1,33070	,11626	-,79490	-,33487	-4,859
Pair 10	Policy, subisidy or tax advantages - Urban atmosphere and cultural facilities	-,57634	1,45506	,12713	-,82785	-,32483	-4,533
Pair 11	Policy, subisidy or tax advantages - Tolerance	-,29008	1,40597	,12284	-,53310	-,04705	-2,361
Pair 12	Accessibility - Cost minimization	,26174	1,16478	,09542	,07318	,45031	2,743
Pair 13	Accessibility - Presence of personal/social/family contacts	-,35625	1,15114	,09101	-,53599	-,17651	-3,915
Pair 14	Accessibility - Urban atmosphere and cultural facilities	-,34277	,96806	,07677	-,49440	-,19113	-4,465
Pair 15	Accessibility - Tolerance	-,07643	1,15215	,09195	-,25806	,10520	-,831
Pair 16	Cost minimization - Presence of personal/social/family contacts	-,62162	1,26386	,10389	-,82693	-,41631	-5,984

Paired Samples Test

		df	Sig. (2-tailed)
Pair 1	Cluster advantages - Policy, subisidy or tax advantages	125	,490
Pair 2	Cluster advantages - Accessibility	143	,146
Pair 3	Cluster advantages - Cost minimization	136	,024
Pair 4	Cluster advantages - Presence of personal/social/family contacts	142	,000
Pair 5	Cluster advantages - Urban atmosphere and cultural facilities	142	,000
Pair 6	Cluster advantages - Tolerance	141	,014
Pair 7	Policy, subisidy or tax advantages - Accessibility	131	,142
Pair 8	Policy, subisidy or tax advantages - Cost minimization	128	,506
Pair 9	Policy, subisidy or tax advantages - Presence of personal/social/family contacts	130	,000
Pair 10	Policy, subisidy or tax advantages - Urban atmosphere and cultural facilities	130	,000
Pair 11	Policy, subisidy or tax advantages - Tolerance	130	,020
Pair 12	Accessibility - Cost minimization	148	,007
Pair 13	Accessibility - Presence of personal/social/family contacts	159	,000
Pair 14	Accessibility - Urban atmosphere and cultural facilities	158	,000
Pair 15	Accessibility - Tolerance	156	,407
Pair 16	Cost minimization - Presence of personal/social/family contacts	147	,000

Paired Samples Test

		Paired Differences					t
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		
					Lower	Upper	
Pair 17	Cost minimization - Urban atmosphere and cultural facilities	-,61644	1,11887	,09260	-,79945	-,43342	-6,657
Pair 18	Cost minimization - Tolerance	-,33566	1,23302	,10311	-,53949	-,13183	-3,255
Pair 19	Presence of personal/social/family contacts - Urban atmosphere and cultural facilities	,01563	1,02396	,08095	-,14425	,17550	,193
Pair 20	Presence of personal/social/family contacts - Tolerance	,26415	1,09921	,08717	,09198	,43633	3,030
Pair 21	Urban atmosphere and cultural facilities - Tolerance	,24051	,93707	,07455	,09326	,38775	3,226

Paired Samples Test

		df	Sig. (2-tailed)
Pair 17	Cost minimization - Urban atmosphere and cultural facilities	145	,000
Pair 18	Cost minimization - Tolerance	142	,001
Pair 19	Presence of personal/social/family contacts - Urban atmosphere and cultural facilities	159	,847
Pair 20	Presence of personal/social/family contacts - Tolerance	158	,003
Pair 21	Urban atmosphere and cultural facilities - Tolerance	157	,002

T-Test

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Price or rent	3,8560	125	,94787	,08478
	Flexibility of workspace and the presence of others	3,5240	125	,85750	,07670
Pair 2	Price or rent	3,8681	144	,94051	,07838
	Professional interaction at workspace	3,5451	144	1,04766	,08731
Pair 3	Price or rent	3,8571	147	,93633	,07723
	Sphere at/surroundings of workspace	3,8141	147	,76065	,06274
Pair 4	Flexibility of workspace and the presence of others	3,5242	124	,86098	,07732
	Professional interaction at workspace	3,5484	124	1,03086	,09257
Pair 5	Flexibility of workspace and the presence of others	3,5240	125	,85750	,07670
	Sphere at/surroundings of workspace	3,8240	125	,76619	,06853
Pair 6	Professional interaction at workspace	3,5476	147	1,04083	,08585
	Sphere at/surroundings of workspace	3,8005	147	,76317	,06295

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Price or rent & Flexibility of workspace and the presence of others	125	,344	,000
Pair 2	Price or rent & Professional interaction at workspace	144	,191	,022
Pair 3	Price or rent & Sphere at/surroundings of workspace	147	,049	,556
Pair 4	Flexibility of workspace and the presence of others & Professional interaction at workspace	124	,420	,000
Pair 5	Flexibility of workspace and the presence of others & Sphere at/surroundings of workspace	125	,395	,000
Pair 6	Professional interaction at workspace & Sphere at/surroundings of workspace	147	,527	,000

Paired Samples Test

		Paired Differences					t
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		
					Lower	Upper	
Pair 1	Price or rent - Flexibility of workspace and the presence of others	,33200	1,03652	,09271	,14850	,51550	3,581
Pair 2	Price or rent - Professional interaction at workspace	,32292	1,26749	,10562	,11413	,53170	3,057
Pair 3	Price or rent - Sphere at/surroundings of workspace	,04308	1,17707	,09708	-,14879	,23495	,444
Pair 4	Flexibility of workspace and the presence of others - Professional interaction at workspace	-,02419	1,02876	,09239	-,20707	,15868	-,262
Pair 5	Flexibility of workspace and the presence of others - Sphere at/surroundings of workspace	-,30000	,89615	,08015	-,45865	-,14135	-3,743
Pair 6	Professional interaction at workspace - Sphere at/surroundings of workspace	-,25283	,91065	,07511	-,40128	-,10439	-3,366

Paired Samples Test

		df	Sig. (2-tailed)
Pair 1	Price or rent - Flexibility of workspace and the presence of others	124	,000
Pair 2	Price or rent - Professional interaction at workspace	143	,003
Pair 3	Price or rent - Sphere at/surroundings of workspace	146	,658
Pair 4	Flexibility of workspace and the presence of others - Professional interaction at workspace	123	,794
Pair 5	Flexibility of workspace and the presence of others - Sphere at/surroundings of workspace	124	,000
Pair 6	Professional interaction at workspace - Sphere at/surroundings of workspace	146	,001

Appendix 8: Controlling for demographics: One-Way ANOVA

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cluster advantages	Between Groups	,178	3	,059	,089	,966
	Within Groups	76,131	114	,668		
	Total	76,309	117			
Policy, subisidy or tax advantages	Between Groups	1,597	3	,532	,355	,786
	Within Groups	154,478	103	1,500		
	Total	156,075	106			
Accessibility	Between Groups	,802	3	,267	,297	,827
	Within Groups	114,160	127	,899		
	Total	114,962	130			
Cost minimization	Between Groups	3,358	3	1,119	,965	,412
	Within Groups	134,609	116	1,160		
	Total	137,967	119			
Presence of personal/social/family contacts	Between Groups	3,615	3	1,205	1,446	,232
	Within Groups	106,650	128	,833		
	Total	110,265	131			
Urban atmosphere and cultural facilities	Between Groups	,751	3	,250	,444	,722
	Within Groups	71,074	126	,564		
	Total	71,825	129			
Tolerance	Between Groups	4,681	3	1,560	1,851	,141
	Within Groups	105,381	125	,843		
	Total	110,062	128			
Price or rent	Between Groups	1,640	3	,547	,622	,602
	Within Groups	106,392	121	,879		
	Total	108,032	124			
Flexibility of workspace and the presence of others	Between Groups	1,045	3	,348	,484	,694
	Within Groups	72,677	101	,720		
	Total	73,723	104			
Professional interaction at workspace	Between Groups	2,239	3	,746	,678	,567
	Within Groups	126,581	115	1,101		
	Total	128,819	118			
Sphere at/surroundings of workspace	Between Groups	,273	3	,091	,148	,931
	Within Groups	72,035	117	,616		
	Total	72,309	120			
Advantages from social and professional interaction	Between Groups	2,250	3	,750	,764	,516
	Within Groups	125,659	128	,982		
	Total	127,909	131			
Increased amount of work	Between Groups	2,426	3	,809	1,060	,369
	Within Groups	96,122	126	,763		
	Total	98,548	129			
More collaborations projects	Between Groups	2,949	3	,983	,808	,491
	Within Groups	154,440	127	1,216		
	Total	157,389	130			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cost advantages	Between Groups	3,685	3	1,228	,829	,480
	Within Groups	191,022	129	1,481		
	Total	194,707	132			
Personal_advantages	Between Groups	1,644	3	,548	1,690	,172
	Within Groups	42,493	131	,324		
	Total	44,137	134			

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cluster advantages	Between Groups	,177	2	,089	,133	,875
	Within Groups	79,022	119	,664		
	Total	79,199	121			
Policy, subisidy or tax advantages	Between Groups	1,480	2	,740	,494	,612
	Within Groups	161,889	108	1,499		
	Total	163,369	110			
Accessibility	Between Groups	1,690	2	,845	,929	,397
	Within Groups	120,043	132	,909		
	Total	121,733	134			
Cost minimization	Between Groups	,314	2	,157	,131	,877
	Within Groups	144,557	121	1,195		
	Total	144,871	123			
Presence of personal/social/family contacts	Between Groups	1,936	2	,968	1,131	,326
	Within Groups	113,821	133	,856		
	Total	115,757	135			
Urban atmosphere and cultural facilities	Between Groups	,299	2	,149	,252	,777
	Within Groups	77,544	131	,592		
	Total	77,843	133			
Tolerance	Between Groups	,698	2	,349	,391	,678
	Within Groups	115,362	129	,894		
	Total	116,061	131			
Price or rent	Between Groups	,499	2	,249	,288	,751
	Within Groups	108,376	125	,867		
	Total	108,875	127			
Flexibility of workspace and the presence of others	Between Groups	,141	2	,070	,096	,909
	Within Groups	76,182	104	,733		
	Total	76,322	106			
Professional interaction at workspace	Between Groups	,163	2	,081	,074	,928
	Within Groups	131,354	120	1,095		
	Total	131,516	122			
Sphere at/surroundings of workspace	Between Groups	,018	2	,009	,015	,985
	Within Groups	70,450	122	,577		
	Total	70,468	124			
Advantages from social and professional interaction	Between Groups	,667	2	,334	,331	,719
	Within Groups	132,072	131	1,008		
	Total	132,739	133			
Increased amount of work	Between Groups	,146	2	,073	,095	,909
	Within Groups	98,869	129	,766		
	Total	99,015	131			
More collaborations projects	Between Groups	2,685	2	1,342	1,092	,338
	Within Groups	160,965	131	1,229		
	Total	163,649	133			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cost advantages	Between Groups	1,918	2	,959	,640	,529
	Within Groups	197,815	132	1,499		
	Total	199,733	134			
Personal_advantages	Between Groups	,087	2	,044	,127	,880
	Within Groups	46,199	135	,342		
	Total	46,286	137			

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cluster advantages	Between Groups	1,909	7	,273	,391	,906
	Within Groups	95,536	137	,697		
	Total	97,445	144			
Policy, subisidy or tax advantages	Between Groups	4,002	7	,572	,369	,919
	Within Groups	192,384	124	1,551		
	Total	196,386	131			
Accessibility	Between Groups	7,229	7	1,033	1,157	,331
	Within Groups	139,283	156	,893		
	Total	146,512	163			
Cost minimization	Between Groups	5,877	7	,840	,707	,666
	Within Groups	167,331	141	1,187		
	Total	173,208	148			
Presence of personal/social/family contacts	Between Groups	4,196	7	,599	,693	,678
	Within Groups	135,707	157	,864		
	Total	139,903	164			
Urban atmosphere and cultural facilities	Between Groups	3,327	7	,475	,846	,551
	Within Groups	86,569	154	,562		
	Total	89,897	161			
Tolerance	Between Groups	3,627	7	,518	,561	,787
	Within Groups	142,330	154	,924		
	Total	145,957	161			
Price or rent	Between Groups	3,942	7	,563	,637	,724
	Within Groups	130,744	148	,883		
	Total	134,686	155			
Flexibility of workspace and the presence of others	Between Groups	1,584	7	,226	,295	,954
	Within Groups	89,594	117	,766		
	Total	91,178	124			
Professional interaction at workspace	Between Groups	1,515	7	,216	,192	,987
	Within Groups	156,652	139	1,127		
	Total	158,167	146			
Sphere at/surroundings of workspace	Between Groups	2,961	7	,423	,728	,648
	Within Groups	83,079	143	,581		
	Total	86,040	150			
Advantages from social and professional interaction	Between Groups	4,590	7	,656	,668	,699
	Within Groups	150,168	153	,981		
	Total	154,758	160			
Increased amount of work	Between Groups	8,334	7	1,191	1,630	,131
	Within Groups	109,579	150	,731		
	Total	117,913	157			
More collaborations projects	Between Groups	5,079	7	,726	,618	,740
	Within Groups	177,198	151	1,173		
	Total	182,277	158			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cost advantages	Between Groups	11,232	7	1,605	1,139	,341
	Within Groups	219,713	156	1,408		
	Total	230,945	163			
Personal_advantages	Between Groups	3,511	7	,502	1,446	,191
	Within Groups	54,808	158	,347		
	Total	58,319	165			

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	man	74	3,5676	,82342	,09572
	woman	49	3,7823	,76845	,10978
Policy, subisidy or tax advantages	man	65	3,6769	1,22612	,15208
	woman	47	3,4468	1,19434	,17421
Accessibility	man	80	3,8250	,96489	,10788
	woman	56	3,8036	,94233	,12592
Cost minimization	man	74	3,4865	1,07580	,12506
	woman	51	3,5098	1,10223	,15434
Presence of personal/social/family contacts	man	83	4,1325	,93406	,10253
	woman	54	4,2407	,90980	,12381
Urban atmosphere and cultural facilities	man	80	4,0625	,79307	,08867
	woman	55	4,2273	,73168	,09866
Tolerance	man	79	3,7595	,92286	,10383
	woman	55	4,0909	,94815	,12785
Price or rent	man	77	3,8182	,98311	,11204
	woman	53	4,0189	,86582	,11893
Flexibility of workspace and the presence of others	man	64	3,5938	,86774	,10847
	woman	44	3,4716	,84773	,12780
Professional interaction at workspace	man	75	3,5200	1,01821	,11757
	woman	49	3,6633	1,08679	,15526
Sphere at/surroundings of workspace	man	77	3,7532	,73429	,08368
	woman	49	3,7959	,82725	,11818
Advantages from social and professional interaction	man	83	3,5783	,96108	,10549
	woman	53	3,6132	1,05448	,14484
Increased amount of work	man	85	3,3588	,84379	,09152
	woman	49	3,4286	,92421	,13203
More collaborations projects	man	84	3,2976	1,09522	,11950
	woman	52	3,2500	1,13544	,15746
Cost advantages	man	84	3,3452	1,21729	,13282
	woman	53	3,6604	1,20804	,16594
Personal_advantages	man	84	4,0149	,59155	,06454
	woman	55	4,1455	,57068	,07695

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	,554	,458	-1,454	121
	Equal variances not assumed			-1,474	107,772
Policy, subisidy or tax advantages	Equal variances assumed	1,011	,317	,991	110
	Equal variances not assumed			,995	100,764
Accessibility	Equal variances assumed	,000	,995	,129	134
	Equal variances not assumed			,129	120,259
Cost minimization	Equal variances assumed	,090	,765	-,118	123
	Equal variances not assumed			-,117	105,931
Presence of personal/social/family contacts	Equal variances assumed	,005	,941	-,669	135
	Equal variances not assumed			-,673	115,506
Urban atmosphere and cultural facilities	Equal variances assumed	,010	,921	-1,224	133
	Equal variances not assumed			-1,242	122,039
Tolerance	Equal variances assumed	,020	,888	-2,022	132
	Equal variances not assumed			-2,012	114,300
Price or rent	Equal variances assumed	1,532	,218	-1,200	128
	Equal variances not assumed			-1,228	120,380
Flexibility of workspace and the presence of others	Equal variances assumed	,206	,651	,726	106
	Equal variances not assumed			,729	93,978
Professional interaction at workspace	Equal variances assumed	1,143	,287	-,746	122
	Equal variances not assumed			-,736	97,946
Sphere at/surroundings of workspace	Equal variances assumed	1,754	,188	-,303	124
	Equal variances not assumed			-,295	93,375

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,149	-,21475	,14772	-,50720
	Equal variances not assumed	,143	-,21475	,14565	-,50345
Policy, subisidy or tax advantages	Equal variances assumed	,324	,23011	,23224	-,23013
	Equal variances not assumed	,322	,23011	,23125	-,22865
Accessibility	Equal variances assumed	,898	,02143	,16651	-,30791
	Equal variances not assumed	,897	,02143	,16581	-,30687
Cost minimization	Equal variances assumed	,906	-,02332	,19776	-,41477
	Equal variances not assumed	,907	-,02332	,19865	-,41716
Presence of personal/social/family contacts	Equal variances assumed	,504	-,10821	,16165	-,42791

	Equal variances not assumed	,502	-,10821	,16075	-,42661
Urban atmosphere and cultural facilities	Equal variances assumed	,223	-,16477	,13465	-,43111
	Equal variances not assumed	,217	-,16477	,13265	-,42736
Tolerance	Equal variances assumed	,045	-,33142	,16390	-,65562
	Equal variances not assumed	,047	-,33142	,16470	-,65767
Price or rent	Equal variances assumed	,232	-,20069	,16728	-,53167
	Equal variances not assumed	,222	-,20069	,16339	-,52418
Flexibility of workspace and the presence of others	Equal variances assumed	,470	,12216	,16836	-,21163
	Equal variances not assumed	,468	,12216	,16763	-,21067
Professional interaction at workspace	Equal variances assumed	,457	-,14327	,19209	-,52352
	Equal variances not assumed	,464	-,14327	,19475	-,52975
Sphere at/surroundings of workspace	Equal variances assumed	,763	-,04267	,14101	-,32176
	Equal variances not assumed	,769	-,04267	,14480	-,33021

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	,07771
	Equal variances not assumed	,07396
Policy, subisidy or tax advantages	Equal variances assumed	,69036
	Equal variances not assumed	,68888
Accessibility	Equal variances assumed	,35076
	Equal variances not assumed	,34972
Cost minimization	Equal variances assumed	,36813
	Equal variances not assumed	,37053
Presence of personal/social/family contacts	Equal variances assumed	,21149
	Equal variances not assumed	,21019
Urban atmosphere and cultural facilities	Equal variances assumed	,10157
	Equal variances not assumed	,09782
Tolerance	Equal variances assumed	-,00721
	Equal variances not assumed	-,00516
Price or rent	Equal variances assumed	,13030
	Equal variances not assumed	,12280
Flexibility of workspace and the presence of others	Equal variances assumed	,45594
	Equal variances not assumed	,45498
Professional interaction at workspace	Equal variances assumed	,23699
	Equal variances not assumed	,24321
Sphere at/surroundings of workspace	Equal variances assumed	,23642
	Equal variances not assumed	,24487

Oneway

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
						Lower Bound
Cluster advantages	15 years or longer	72	3,5972	,86297	,10170	3,3944
	10-15 years	51	3,6993	,80348	,11251	3,4734
	5 years or less	22	3,6364	,75529	,16103	3,3015
	Total	145	3,6391	,82262	,06831	3,5041
Policy, subisidy or tax advantages	15 years or longer	64	3,5156	1,29703	,16213	3,1916
	10-15 years	46	3,6739	1,07609	,15866	3,3544
	5 years or less	22	3,5000	1,33631	,28490	2,9075
	Total	132	3,5682	1,22439	,10657	3,3574
Accessibility	15 years or longer	86	3,9302	,94297	,10168	3,7281
	10-15 years	53	3,8113	,89993	,12361	3,5633
	5 years or less	24	3,4583	1,02062	,20833	3,0274
	Total	163	3,8221	,94882	,07432	3,6753
Cost minimization	15 years or longer	76	3,5132	1,10143	,12634	3,2615
	10-15 years	49	3,4898	,98155	,14022	3,2079
	5 years or less	23	3,5217	1,23838	,25822	2,9862
	Total	148	3,5068	1,07853	,08865	3,3316
Presence of personal/social/family contacts	15 years or longer	85	4,1294	,92309	,10012	3,9303
	10-15 years	54	4,1111	,96479	,13129	3,8478
	5 years or less	25	4,4000	,81650	,16330	4,0630
	Total	164	4,1646	,92197	,07199	4,0225
Urban atmosphere and cultural facilities	15 years or longer	83	4,2229	,78962	,08667	4,0505
	10-15 years	54	4,0463	,69546	,09464	3,8565
	5 years or less	24	4,0417	,70582	,14408	3,7436
	Total	161	4,1366	,74789	,05894	4,0202
Tolerance	15 years or longer	83	3,8795	,96774	,10622	3,6682
	10-15 years	54	4,0000	,86874	,11822	3,7629
	5 years or less	24	3,8750	1,11560	,22772	3,4039
	Total	161	3,9193	,95509	,07527	3,7706
Price or rent	15 years or longer	82	3,8293	,96615	,10669	3,6170
	10-15 years	51	3,7451	,95589	,13385	3,4762
	5 years or less	23	4,3478	,57277	,11943	4,1001
	Total	156	3,8782	,93217	,07463	3,7308
Flexibility of workspace and the presence of others	15 years or longer	63	3,5714	,89288	,11249	3,3466
	10-15 years	42	3,3155	,78875	,12171	3,0697
	5 years or less	20	3,8125	,81465	,18216	3,4312
	Total	125	3,5240	,85750	,07670	3,3722
Professional interaction at workspace	15 years or longer	75	3,4267	1,03223	,11919	3,1892
	10-15 years	49	3,6429	1,06066	,15152	3,3382
	5 years or less	22	3,7727	1,03196	,22001	3,3152
	Total	146	3,5514	1,04342	,08635	3,3807
Sphere at/surroundings of workspace	15 years or longer	79	3,7384	,75234	,08464	3,5699

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean
						Lower Bound
Sphere at/surroundings of workspace	10-15 years	49	3,8231	,78499	,11214	3,5977
	5 years or less	22	4,0152	,70130	,14952	3,7042
	Total	150	3,8067	,75704	,06181	3,6845
Advantages from social and professional interaction	15 years or longer	82	3,7012	,91914	,10150	3,4993
	10-15 years	52	3,5481	1,05375	,14613	3,2547
	5 years or less	26	3,5192	1,06283	,20844	3,0899
	Total	160	3,6219	,98534	,07790	3,4680
Increased amount of work	15 years or longer	81	3,3395	,91114	,10124	3,1380
	10-15 years	51	3,3922	,73016	,10224	3,1868
	5 years or less	25	3,8000	,92421	,18484	3,4185
	Total	157	3,4299	,86872	,06933	3,2930
More collaborations projects	15 years or longer	81	3,2963	1,05409	,11712	3,0632
	10-15 years	51	3,1569	1,04638	,14652	2,8626
	5 years or less	26	3,6923	1,15825	,22715	3,2245
	Total	158	3,3165	1,07720	,08570	3,1472
Cost advantages	15 years or longer	83	3,3614	1,19530	,13120	3,1004
	10-15 years	54	3,4259	1,19119	,16210	3,1008
	5 years or less	26	4,0000	1,09545	,21483	3,5575
	Total	163	3,4847	1,19338	,09347	3,3001
Personal_advantages	15 years or longer	84	4,1339	,63938	,06976	3,9952
	10-15 years	55	4,0864	,53623	,07231	3,9414
	5 years or less	26	3,9615	,53241	,10441	3,7465
	Total	165	4,0909	,59025	,04595	4,0002

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cluster advantages	Between Groups	,312	2	,156	,228	,797
	Within Groups	97,134	142	,684		
	Total	97,445	144			
Policy, subisidy or tax advantages	Between Groups	,793	2	,397	,262	,770
	Within Groups	195,593	129	1,516		
	Total	196,386	131			
Accessibility	Between Groups	4,188	2	2,094	2,365	,097
	Within Groups	141,653	160	,885		
	Total	145,840	162			
Cost minimization	Between Groups	,022	2	,011	,009	,991
	Within Groups	170,971	145	1,179		
	Total	170,993	147			
Presence of personal/social/family contacts	Between Groups	1,645	2	,823	,967	,382
	Within Groups	136,910	161	,850		
	Total	138,555	163			
Urban atmosphere and cultural facilities	Between Groups	1,275	2	,637	1,141	,322
	Within Groups	88,219	158	,558		
	Total	89,494	160			
Tolerance	Between Groups	,530	2	,265	,288	,750
	Within Groups	145,420	158	,920		
	Total	145,950	160			
Price or rent	Between Groups	6,172	2	3,086	3,674	,028
	Within Groups	128,513	153	,840		
	Total	134,686	155			
Flexibility of workspace and the presence of others	Between Groups	3,633	2	1,816	2,531	,084
	Within Groups	87,545	122	,718		
	Total	91,178	124			
Professional interaction at workspace	Between Groups	2,654	2	1,327	1,223	,297
	Within Groups	155,210	143	1,085		
	Total	157,865	145			
Sphere at/surroundings of workspace	Between Groups	1,338	2	,669	1,170	,313
	Within Groups	84,056	147	,572		
	Total	85,393	149			
Advantages from social and professional interaction	Between Groups	1,073	2	,537	,550	,578
	Within Groups	153,300	157	,976		
	Total	154,373	159			
Increased amount of work	Between Groups	4,159	2	2,079	2,820	,063
	Within Groups	113,570	154	,737		
	Total	117,729	156			
More collaborations projects	Between Groups	5,005	2	2,502	2,189	,115
	Within Groups	177,172	155	1,143		
	Total	182,177	157			

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cost advantages	Between Groups	8,351	2	4,176	3,005	,052
	Within Groups	222,360	160	1,390		
	Total	230,712	162			
Personal_advantages	Between Groups	,592	2	,296	,848	,430
	Within Groups	56,545	162	,349		
	Total	57,136	164			

Post Hoc Tests

Multiple Comparisons

Scheffe

Dependent Variable	(I) Settlement_groups	(J) Settlement_groups	Mean Difference (I-J)	Std. Error	Sig.
Tolerance	5 years or less	15 years or longer	-,00452	,22235	1,000
		10-15 years	-,12500	,23536	,869
	15 years or longer	10-15 years	,08417	,16344	,876
		5 years or less	-,51856	,21625	,059
Price or rent	10-15 years	15 years or longer	-,08417	,16344	,876
		5 years or less	-,60273	,23019	,035
	5 years or less	15 years or longer	,51856	,21625	,059
		10-15 years	,60273	,23019	,035
	15 years or longer	10-15 years	,25595	,16875	,320
		5 years or less	-,24107	,21742	,542
Flexibility of workspace and the presence of others	10-15 years	15 years or longer	-,25595	,16875	,320
		5 years or less	-,49702	,23014	,101
	5 years or less	15 years or longer	,24107	,21742	,542
		10-15 years	,49702	,23014	,101
Professional interaction at workspace	15 years or longer	10-15 years	-,21619	,19137	,530
		5 years or less	-,34606	,25260	,394
	10-15 years	15 years or longer	,21619	,19137	,530
		5 years or less	-,12987	,26737	,889

	5 years or less	15 years or longer	,34606	,25260	,394
		10-15 years	,12987	,26737	,889
	15 years or longer	10-15 years	-,08473	,13750	,827
		5 years or less	-,27675	,18229	,319
Sphere at/surroundings of workspace	10-15 years	15 years or longer	,08473	,13750	,827
		5 years or less	-,19202	,19406	,614
	5 years or less	15 years or longer	,27675	,18229	,319
		10-15 years	,19202	,19406	,614
	15 years or longer	10-15 years	,15314	,17517	,683
		5 years or less	,18199	,22240	,716
Advantages from social and professional interaction	10-15 years	15 years or longer	-,15314	,17517	,683
		5 years or less	,02885	,23735	,993
	5 years or less	15 years or longer	-,18199	,22240	,716
		10-15 years	-,02885	,23735	,993
	15 years or longer	10-15 years	-,05265	,15351	,943
		5 years or less	-,46049	,19648	,067
Increased amount of work	10-15 years	15 years or longer	,05265	,15351	,943
		5 years or less	-,40784	,20966	,154
	5 years or less	15 years or longer	,46049	,19648	,067
		10-15 years	,40784	,20966	,154
More collaborations projects	15 years or longer	10-15 years	,13943	,19111	,767
		5 years or less	-,39601	,24099	,262

Multiple Comparisons

Scheffe

Dependent Variable	(I) Settlement_groups	(J) Settlement_groups	95% Confidence Interval	
			Lower Bound	Upper Bound
Tolerance	5 years or less	15 years or longer	-,5540	,5449
		10-15 years	-,7066	,4566
	15 years or longer	10-15 years	-,3198	,4882
		5 years or less	-1,0531	,0160
Price or rent	10-15 years	15 years or longer	-,4882	,3198
		5 years or less	-1,1717	-,0337
	5 years or less	15 years or longer	-,0160	1,0531
		10-15 years	,0337	1,1717
	15 years or longer	10-15 years	-,1622	,6741
		5 years or less	-,7799	,2977
Flexibility of workspace and the presence of others	10-15 years	15 years or longer	-,6741	,1622
		5 years or less	-1,0673	,0733
	5 years or less	15 years or longer	-,2977	,7799
		10-15 years	-,0733	1,0673
	15 years or longer	10-15 years	-,6896	,2572
		5 years or less	-,9709	,2788
Professional interaction at workspace	10-15 years	15 years or longer	-,2572	,6896
		5 years or less	-,7912	,5315
	5 years or less	15 years or longer	-,2788	,9709
		10-15 years	-,5315	,7912
	15 years or longer	10-15 years	-,4248	,2553
		5 years or less	-,7275	,1740
Sphere at/surroundings of workspace	10-15 years	15 years or longer	-,2553	,4248
		5 years or less	-,6719	,2879
	5 years or less	15 years or longer	-,1740	,7275
		10-15 years	-,2879	,6719
	15 years or longer	10-15 years	-,2798	,5860
		5 years or less	-,3676	,7316
Advantages from social and professional interaction	10-15 years	15 years or longer	-,5860	,2798
		5 years or less	-,5577	,6154
	5 years or less	15 years or longer	-,7316	,3676
		10-15 years	-,6154	,5577
	15 years or longer	10-15 years	-,4321	,3268
		5 years or less	-,9461	,0251
Increased amount of work	10-15 years	15 years or longer	-,3268	,4321
		5 years or less	-,9261	,1104
	5 years or less	15 years or longer	-,0251	,9461
		10-15 years	-,1104	,9261
More collaborations projects	15 years or longer	10-15 years	-,3329	,6118
		5 years or less	-,9916	,1996

Price or rent

Scheffe

Settlement_groups	N	Subset for alpha = 0.05	
		1	2
10-15 years	51	3,7451	
15 years or longer	82	3,8293	
5 years or less	23		4,3478
Sig.		,919	1,000

Means for groups in homogeneous subsets are displayed.
a. Uses Harmonic Mean Sample Size = 39,851.
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Appendix 9: Comparing workspaces: independent-samples t-test

T-Test

Group Statistics

	home/home office	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	None home workers	77	3,7489	,82921	,09450
	Home workers	68	3,5147	,80305	,09738
Policy, subisidy or tax advantages	None home workers	73	3,6712	1,25891	,14734
	Home workers	59	3,4407	1,17841	,15342
Accessibility	None home workers	86	3,8140	1,01183	,10911
	Home workers	78	3,8205	,87895	,09952
Cost minimization	None home workers	78	3,4487	1,15823	,13114
	Home workers	71	3,5915	,99395	,11796
Presence of personal/social/family contacts	None home workers	85	4,2235	,94335	,10232
	Home workers	80	4,0875	,90279	,10094
Urban atmosphere and cultural facilities	None home workers	83	4,1506	,74382	,08164
	Home workers	79	4,1139	,75511	,08496
Tolerance	None home workers	83	3,9880	,95629	,10497
	Home workers	79	3,8481	,94853	,10672
Price or rent	None home workers	85	3,8588	,95310	,10338
	Home workers	71	3,9014	,91269	,10832
Flexibility of workspace and the presence of others	None home workers	78	3,5865	,82850	,09381
	Home workers	47	3,4202	,90305	,13172
Professional interaction at workspace	None home workers	82	3,6890	,98958	,10928
	Home workers	65	3,3692	1,08353	,13440
Sphere at/surroundings of workspace	None home workers	84	3,9683	,69348	,07566
	Home workers	67	3,5920	,78672	,09611
Advantages from social and professional interaction	None home workers	86	3,8895	,81674	,08807
	Home workers	75	3,3067	1,06826	,12335
Increased amount of work	None home workers	85	3,5529	,84875	,09206
	Home workers	73	3,2808	,86997	,10182
More collaborations projects	None home workers	85	3,3647	,98618	,10697
	Home workers	74	3,2568	1,17112	,13614
Cost advantages	None home workers	87	3,4253	1,19721	,12835
	Home workers	77	3,5455	1,18705	,13528
Personal_advantages	None home workers	86	4,1541	,55329	,05966
	Home workers	80	4,0094	,63076	,07052

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	,006	,938	1,723	143
	Equal variances not assumed			1,726	141,768
Policy, subisidy or tax advantages	Equal variances assumed	2,840	,094	1,076	130
	Equal variances not assumed			1,084	127,179
Accessibility	Equal variances assumed	1,713	,192	-,044	162
	Equal variances not assumed			-,044	161,710
Cost minimization	Equal variances assumed	3,919	,050	-,804	147
	Equal variances not assumed			-,810	146,507
Presence of personal/social/family contacts	Equal variances assumed	,885	,348	,945	163
	Equal variances not assumed			,946	162,953
Urban atmosphere and cultural facilities	Equal variances assumed	,001	,979	,311	160
	Equal variances not assumed			,311	159,332
Tolerance	Equal variances assumed	,184	,669	,934	160
	Equal variances not assumed			,934	159,724
Price or rent	Equal variances assumed	,029	,866	-,283	154
	Equal variances not assumed			-,284	151,118
Flexibility of workspace and the presence of others	Equal variances assumed	,528	,469	1,051	123
	Equal variances not assumed			1,029	90,574
Professional interaction at workspace	Equal variances assumed	1,490	,224	1,866	145
	Equal variances not assumed			1,846	131,268
Sphere at/surroundings of workspace	Equal variances assumed	,865	,354	3,120	149
	Equal variances not assumed			3,076	132,645

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,087	,23421	,13597	-,03456
	Equal variances not assumed	,087	,23421	,13570	-,03404
Policy, subisidy or tax advantages	Equal variances assumed	,284	,23055	,21422	-,19325
	Equal variances not assumed	,280	,23055	,21271	-,19036
Accessibility	Equal variances assumed	,965	-,00656	,14870	-,30019
	Equal variances not assumed	,965	-,00656	,14768	-,29819

Cost minimization	Equal variances assumed	,423	-,14283	,17766	-,49393
	Equal variances not assumed	,419	-,14283	,17639	-,49143
Presence of personal/social/family contacts	Equal variances assumed	,346	,13603	,14392	-,14816
	Equal variances not assumed	,345	,13603	,14373	-,14778
Urban atmosphere and cultural facilities	Equal variances assumed	,756	,03668	,11778	-,19593
	Equal variances not assumed	,756	,03668	,11783	-,19603
Tolerance	Equal variances assumed	,352	,13985	,14972	-,15583
	Equal variances not assumed	,352	,13985	,14969	-,15577
Price or rent	Equal variances assumed	,777	-,04258	,15032	-,33954
	Equal variances not assumed	,776	-,04258	,14973	-,33842
Flexibility of workspace and the presence of others	Equal variances assumed	,295	,16633	,15827	-,14697
	Equal variances not assumed	,306	,16633	,16171	-,15492
Professional interaction at workspace	Equal variances assumed	,064	,31979	,17140	-,01898
	Equal variances not assumed	,067	,31979	,17322	-,02287
Sphere at/surroundings of workspace	Equal variances assumed	,002	,37621	,12059	,13792
	Equal variances not assumed	,003	,37621	,12232	,13426

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	,50298
	Equal variances not assumed	,50246
Policy, subisidy or tax advantages	Equal variances assumed	,65436
	Equal variances not assumed	,65147
Accessibility	Equal variances assumed	,28707
	Equal variances not assumed	,28507
Cost minimization	Equal variances assumed	,20827
	Equal variances not assumed	,20576
Presence of personal/social/family contacts	Equal variances assumed	,42022
	Equal variances not assumed	,41984
Urban atmosphere and cultural facilities	Equal variances assumed	,26929
	Equal variances not assumed	,26938
Tolerance	Equal variances assumed	,43553
	Equal variances not assumed	,43547
Price or rent	Equal variances assumed	,25437
	Equal variances not assumed	,25325
Flexibility of workspace and the presence of others	Equal variances assumed	,47962
	Equal variances not assumed	,48757
Professional interaction at workspace	Equal variances assumed	,65856
	Equal variances not assumed	,66245
Sphere at/surroundings of workspace	Equal variances assumed	,61451
	Equal variances not assumed	,61817

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Advantages from social and professional interaction	Equal variances assumed	8,682	,004	3,916	159
	Equal variances not assumed			3,846	137,557
Increased amount of work	Equal variances assumed	,099	,754	1,986	156
	Equal variances not assumed			1,982	151,214
More collaborations projects	Equal variances assumed	4,697	,032	,631	157
	Equal variances not assumed			,623	143,443
Cost advantages	Equal variances assumed	,002	,964	-,644	162
	Equal variances not assumed			-,644	159,906
Personal_advantages	Equal variances assumed	,646	,423	1,574	164
	Equal variances not assumed			1,566	157,547

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Advantages from social and professional interaction	Equal variances assumed	,000	,58287	,14886	,28888
	Equal variances not assumed	,000	,58287	,15157	,28317
Increased amount of work	Equal variances assumed	,049	,27212	,13701	,00148
	Equal variances not assumed	,049	,27212	,13727	,00091
More collaborations projects	Equal variances assumed	,529	,10795	,17110	-,23000
	Equal variances not assumed	,534	,10795	,17314	-,23428
Cost advantages	Equal variances assumed	,520	-,12017	,18658	-,48860
	Equal variances not assumed	,520	-,12017	,18648	-,48845
Personal_advantages	Equal variances assumed	,117	,14469	,09194	-,03684
	Equal variances not assumed	,119	,14469	,09237	-,03776

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Advantages from social and professional interaction	Equal variances assumed	,87686
	Equal variances not assumed	,88257
Increased amount of work	Equal variances assumed	,54275
	Equal variances not assumed	,54333
More collaborations projects	Equal variances assumed	,44590
	Equal variances not assumed	,45018
Cost advantages	Equal variances assumed	,24827
	Equal variances not assumed	,24811
Personal_advantages	Equal variances assumed	,32623
	Equal variances not assumed	,32714

T-Test

Group Statistics

	office building or other business location	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	92	3,6051	,84866	,08848
	Office workers	53	3,6981	,77972	,10710
Policy, subisidy or tax advantages	No	86	3,5116	1,20532	,12997
	Office workers	46	3,6739	1,26587	,18664
Accessibility	No	106	3,7830	,93610	,09092
	Office workers	58	3,8793	,97473	,12799
Cost minimization	No	97	3,5258	1,10012	,11170
	Office workers	52	3,5000	1,05719	,14661
Presence of personal/social/family contacts	No	108	4,1852	,87700	,08439
	Office workers	57	4,1053	1,01214	,13406
Urban atmosphere and cultural facilities	No	106	4,1132	,77239	,07502
	Office workers	56	4,1696	,70244	,09387
Tolerance	No	106	3,9151	,94736	,09202
	Office workers	56	3,9286	,96967	,12958
Price or rent	No	100	3,9300	,86754	,08675
	Office workers	56	3,7857	1,03948	,13891
Flexibility of workspace and the presence of others	No	75	3,5100	,89710	,10359
	Office workers	50	3,5450	,80288	,11354
Professional interaction at workspace	No	92	3,5543	1,10059	,11474
	Office workers	55	3,5364	,94209	,12703
Sphere at/surroundings of workspace	No	94	3,7340	,78757	,08123
	Office workers	57	3,9123	,69729	,09236
Advantages from social and professional interaction	No	102	3,5294	1,01918	,10091
	Office workers	59	3,7712	,90650	,11802
Increased amount of work	No	100	3,3700	,90626	,09063
	Office workers	58	3,5259	,79153	,10393
More collaborations projects	No	100	3,3300	1,12864	,11286
	Office workers	59	3,2881	,98350	,12804
Cost advantages	No	105	3,6095	1,17256	,11443
	Office workers	59	3,2542	1,19760	,15591
Personal_advantages	No	108	4,0648	,58841	,05662
	Office workers	58	4,1207	,60922	,07999

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	1,100	,296	-,655	143
	Equal variances not assumed			-,670	116,254
Policy, subisidy or tax advantages	Equal variances assumed	1,027	,313	-,724	130
	Equal variances not assumed			-,714	88,241
Accessibility	Equal variances assumed	,025	,875	-,621	162
	Equal variances not assumed			-,613	113,374
Cost minimization	Equal variances assumed	,401	,527	,138	147
	Equal variances not assumed			,140	108,054
Presence of personal/social/family contacts	Equal variances assumed	2,626	,107	,527	163
	Equal variances not assumed			,505	100,882
Urban atmosphere and cultural facilities	Equal variances assumed	,827	,365	-,456	160
	Equal variances not assumed			-,470	121,695
Tolerance	Equal variances assumed	,040	,843	-,085	160
	Equal variances not assumed			-,085	109,827
Price or rent	Equal variances assumed	4,250	,041	,927	154
	Equal variances not assumed			,881	97,992
Flexibility of workspace and the presence of others	Equal variances assumed	1,655	,201	-,223	123
	Equal variances not assumed			-,228	112,779
Professional interaction at workspace	Equal variances assumed	4,458	,036	,101	145
	Equal variances not assumed			,105	127,643
Sphere at/surroundings of workspace	Equal variances assumed	,300	,585	-1,406	149
	Equal variances not assumed			-1,449	129,490

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,514	-,09304	,14214	-,37401
	Equal variances not assumed	,504	-,09304	,13892	-,36819
Policy, subisidy or tax advantages	Equal variances assumed	,470	-,16229	,22406	-,60557
	Equal variances not assumed	,477	-,16229	,22744	-,61425

Accessibility	Equal variances assumed	,536	-,09629	,15514	-,40265
	Equal variances not assumed	,541	-,09629	,15700	-,40732
Cost minimization	Equal variances assumed	,890	,02577	,18655	-,34290
	Equal variances not assumed	,889	,02577	,18431	-,33956
Presence of personal/social/family contacts	Equal variances assumed	,599	,07992	,15155	-,21932
	Equal variances not assumed	,615	,07992	,15841	-,23433
Urban atmosphere and cultural facilities	Equal variances assumed	,649	-,05644	,12375	-,30083
	Equal variances not assumed	,639	-,05644	,12016	-,29432
Tolerance	Equal variances assumed	,932	-,01348	,15778	-,32508
	Equal variances not assumed	,933	-,01348	,15893	-,32843
Price or rent	Equal variances assumed	,355	,14429	,15565	-,16321
	Equal variances not assumed	,380	,14429	,16377	-,18071
Flexibility of workspace and the presence of others	Equal variances assumed	,824	-,03500	,15716	-,34609
	Equal variances not assumed	,820	-,03500	,15370	-,33951
Professional interaction at workspace	Equal variances assumed	,920	,01798	,17801	-,33384
	Equal variances not assumed	,916	,01798	,17118	-,32074
Sphere at/surroundings of workspace	Equal variances assumed	,162	-,17824	,12673	-,42866
	Equal variances not assumed	,150	-,17824	,12300	-,42158

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	,18793
	Equal variances not assumed	,18211
Policy, subisidy or tax advantages	Equal variances assumed	,28099
	Equal variances not assumed	,28968
Accessibility	Equal variances assumed	,21006
	Equal variances not assumed	,21473
Cost minimization	Equal variances assumed	,39445
	Equal variances not assumed	,39111
Presence of personal/social/family contacts	Equal variances assumed	,37917
	Equal variances not assumed	,39417
Urban atmosphere and cultural facilities	Equal variances assumed	,18796
	Equal variances not assumed	,18145
Tolerance	Equal variances assumed	,29812
	Equal variances not assumed	,30148
Price or rent	Equal variances assumed	,45178
	Equal variances not assumed	,46929
Flexibility of workspace and the presence of others	Equal variances assumed	,27609
	Equal variances not assumed	,26951
Professional interaction at workspace	Equal variances assumed	,36981
	Equal variances not assumed	,35671
Sphere at/surroundings of workspace	Equal variances assumed	,07218
	Equal variances not assumed	,06511

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Advantages from social and professional interaction	Equal variances assumed	1,531	,218	-1,509	159
	Equal variances not assumed			-1,557	132,994
Increased amount of work	Equal variances assumed	2,293	,132	-1,090	156
	Equal variances not assumed			-1,130	132,521
More collaborations projects	Equal variances assumed	4,043	,046	,237	157
	Equal variances not assumed			,245	135,294
Cost advantages	Equal variances assumed	,012	,913	1,848	162
	Equal variances not assumed			1,837	118,188
Personal_advantages	Equal variances assumed	,335	,564	-,576	164
	Equal variances not assumed			-,570	113,273

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Advantages from social and professional interaction	Equal variances assumed	,133	-,24177	,16022	-,55822
	Equal variances not assumed	,122	-,24177	,15528	-,54891
Increased amount of work	Equal variances assumed	,277	-,15586	,14295	-,43823
	Equal variances not assumed	,260	-,15586	,13790	-,42862
More collaborations projects	Equal variances assumed	,813	,04186	,17685	-,30745
	Equal variances not assumed	,807	,04186	,17068	-,29569

Cost advantages	Equal variances assumed	,066	,35529	,19225	-,02435
	Equal variances not assumed	,069	,35529	,19340	-,02769
Personal_advantages	Equal variances assumed	,565	-,05587	,09698	-,24736
	Equal variances not assumed	,570	-,05587	,09800	-,25003

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Advantages from social and professional interaction	Equal variances assumed	,07467
	Equal variances not assumed	,06536
Increased amount of work	Equal variances assumed	,12651
	Equal variances not assumed	,11690
More collaborations projects	Equal variances assumed	,39118
	Equal variances not assumed	,37942
Cost advantages	Equal variances assumed	,73493
	Equal variances not assumed	,73827
Personal_advantages	Equal variances assumed	,13561
	Equal variances not assumed	,13828

T-Test

Group Statistics

	coworking space or hub (eg. Spaces, Thinkinghut, Impact Hub)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	143	3,6410	,82610	,06908
	Co-woring space/hub worker	2	3,5000	,70711	,50000
Policy, subisidy or tax advantages	No	130	3,5615	1,22635	,10756
	Co-woring space/hub worker	2	4,0000	1,41421	1,00000
Accessibility	No	162	3,8025	,94468	,07422
	Co-woring space/hub worker	2	5,0000	,00000	,00000
Cost minimization	No	147	3,5102	1,08140	,08919
	Co-woring space/hub worker	2	4,0000	1,41421	1,00000
Presence of personal/social/family contacts	No	163	4,1472	,92452	,07241
	Co-woring space/hub worker	2	5,0000	,00000	,00000
Urban atmosphere and cultural facilities	No	160	4,1406	,74642	,05901
	Co-woring space/hub worker	2	3,5000	,70711	,50000
Tolerance	No	160	3,9375	,94295	,07455
	Co-woring space/hub worker	2	2,5000	,70711	,50000
Price or rent	No	154	3,8766	,93814	,07560
	Co-woring space/hub worker	2	4,0000	,00000	,00000
Flexibility of workspace and the presence of others	No	123	3,5264	,86295	,07781
	Co-woring space/hub worker	2	3,3750	,53033	,37500
Professional interaction at workspace	No	145	3,5414	1,04000	,08637
	Co-woring space/hub worker	2	4,0000	1,41421	1,00000
Sphere at/surroundings of workspace	No	149	3,7942	,75595	,06193
	Co-woring space/hub worker	2	4,3333	,94281	,66667
Advantages from social and professional interaction	No	159	3,6164	,98917	,07845
	Co-woring space/hub worker	2	3,7500	,35355	,25000
Increased amount of work	No	156	3,4263	,87031	,06968
	Co-woring space/hub worker	2	3,5000	,70711	,50000
More collaborations projects	No	157	3,3121	1,07925	,08613
	Co-woring space/hub worker	2	3,5000	,70711	,50000
Cost advantages	No	162	3,4753	1,19107	,09358

Group Statistics

	coworking space or hub (eg. Spaces, Thinkinghut, Impact Hub)	N	Mean	Std. Deviation	Std. Error Mean
Cost advantages	Co-woring space/hub worker	2	4,0000	1,41421	1,00000
Personal_advantages	No	164	4,0854	,59808	,04670
	Co-woring space/hub worker	2	4,0000	,00000	,00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	,287	,593	,240	143
	Equal variances not assumed			,279	1,039
Policy, subisidy or tax advantages	Equal variances assumed	,161	,689	-,501	130
	Equal variances not assumed			-,436	1,023
Accessibility	Equal variances assumed	4,131	,044	-1,787	162
	Equal variances not assumed			-16,135	161,000
Cost minimization	Equal variances assumed	,015	,903	-,635	147
	Equal variances not assumed			-,488	1,016
Presence of personal/social/family contacts	Equal variances assumed	3,977	,048	-1,301	163
	Equal variances not assumed			-11,776	162,000
Urban atmosphere and cultural facilities	Equal variances assumed	,220	,639	1,207	160
	Equal variances not assumed			1,272	1,028
Tolerance	Equal variances assumed	,377	,540	2,146	160
	Equal variances not assumed			2,844	1,045
Price or rent	Equal variances assumed	3,339	,070	-,185	154
	Equal variances not assumed			-1,632	153,000
Flexibility of workspace and the presence of others	Equal variances assumed	,971	,326	,247	123
	Equal variances not assumed			,395	1,088
Professional interaction at workspace	Equal variances assumed	,075	,785	-,618	145
	Equal variances not assumed			-,457	1,015
Sphere at/surroundings of workspace	Equal variances assumed	,017	,896	-1,000	149
	Equal variances not assumed			-,805	1,017

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,811	,14103	,58766	-1,02060
	Equal variances not assumed	,825	,14103	,50475	-5,73646
Policy, subisidy or tax advantages	Equal variances assumed	,617	-,43846	,87491	-2,16937

	Equal variances not assumed	,737	-,43846	1,00577	-12,55124
Accessibility	Equal variances assumed	,076	-1,19753	,67002	-2,52063
	Equal variances not assumed	,000	-1,19753	,07422	-1,34410
Cost minimization	Equal variances assumed	,527	-,48980	,77170	-2,01486
	Equal variances not assumed	,710	-,48980	1,00397	-12,78212
Presence of personal/social/family contacts	Equal variances assumed	,195	-,85276	,65571	-2,14754
	Equal variances not assumed	,000	-,85276	,07241	-,99576
Urban atmosphere and cultural facilities	Equal variances assumed	,229	,64063	,53092	-,40788
	Equal variances not assumed	,420	,64063	,50347	-5,35849
Tolerance	Equal variances assumed	,033	1,43750	,67000	,11431
	Equal variances not assumed	,207	1,43750	,50553	-4,36832
Price or rent	Equal variances assumed	,853	-,12338	,66549	-1,43804
	Equal variances not assumed	,105	-,12338	,07560	-,27273
Flexibility of workspace and the presence of others	Equal variances assumed	,805	,15142	,61358	-1,06312
	Equal variances not assumed	,756	,15142	,38299	-3,87703
Professional interaction at workspace	Equal variances assumed	,538	-,45862	,74261	-1,92637
	Equal variances not assumed	,726	-,45862	1,00372	-12,77598
Sphere at/surroundings of workspace	Equal variances assumed	,319	-,53915	,53912	-1,60445
	Equal variances not assumed	,567	-,53915	,66954	-8,71143

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	1,30265
	Equal variances not assumed	6,01851
Policy, subisidy or tax advantages	Equal variances assumed	1,29245
	Equal variances not assumed	11,67431
Accessibility	Equal variances assumed	,12557
	Equal variances not assumed	-1,05096
Cost minimization	Equal variances assumed	1,03527
	Equal variances not assumed	11,80253
Presence of personal/social/family contacts	Equal variances assumed	,44202
	Equal variances not assumed	-,70976
Urban atmosphere and cultural facilities	Equal variances assumed	1,68913
	Equal variances not assumed	6,63974
Tolerance	Equal variances assumed	2,76069
	Equal variances not assumed	7,24332
Price or rent	Equal variances assumed	1,19128
	Equal variances not assumed	,02597
Flexibility of workspace and the presence of others	Equal variances assumed	1,36597
	Equal variances not assumed	4,17988
Professional interaction at workspace	Equal variances assumed	1,00912
	Equal variances not assumed	11,85874
Sphere at/surroundings of workspace	Equal variances assumed	,52615
	Equal variances not assumed	7,63313

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Advantages from social and professional interaction	Equal variances assumed	2,426	,121	-,190	159
	Equal variances not assumed			-,510	1,207
Increased amount of work	Equal variances assumed	,415	,520	-,119	156
	Equal variances not assumed			-,146	1,039
More collaborations projects	Equal variances assumed	1,241	,267	-,245	157
	Equal variances not assumed			-,370	1,060
Cost advantages	Equal variances assumed	,048	,827	-,618	162
	Equal variances not assumed			-,522	1,018
Personal_advantages	Equal variances assumed	3,135	,078	,201	164
	Equal variances not assumed			1,828	163,000

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Advantages from social and professional interaction	Equal variances assumed	,849	-,13365	,70190	-1,51990
	Equal variances not assumed	,688	-,13365	,26202	-2,37691
Increased amount of work	Equal variances assumed	,905	-,07372	,61866	-1,29574
	Equal variances not assumed	,907	-,07372	,50483	-5,94354
More collaborations projects	Equal variances assumed	,807	-,18790	,76660	-1,70207
	Equal variances not assumed	,771	-,18790	,50736	-5,83044
Cost advantages	Equal variances assumed	,537	-,52469	,84847	-2,20017
	Equal variances not assumed	,692	-,52469	1,00437	-12,77673
Personal_advantages	Equal variances assumed	,841	,08537	,42418	-,75219
	Equal variances not assumed	,069	,08537	,04670	-,00685

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Advantages from social and professional interaction	Equal variances assumed	1,25261
	Equal variances not assumed	2,10961
Increased amount of work	Equal variances assumed	1,14831
	Equal variances not assumed	5,79610
More collaborations projects	Equal variances assumed	1,32627
	Equal variances not assumed	5,45465
Cost advantages	Equal variances assumed	1,15079
	Equal variances not assumed	11,72735
Personal_advantages	Equal variances assumed	,92292
	Equal variances not assumed	,17759

T-Test

Group Statistics

	flexible workplaces (eg. at a company with extra room)	N	Mean	Std. Deviation	Std. Error Mean
Personal_advantages	No	161	4,1009	,58987	,04649
	Flexible workspace worker	5	3,5500	,54199	,24238

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Cluster advantages	Equal variances assumed	1,470	,227	-1,371	143	,172
	Equal variances not assumed			-1,831	4,548	,132
Policy, subisidy or tax advantages	Equal variances assumed	,183	,670	-,430	130	,668
	Equal variances not assumed			-,406	4,283	,704
Accessibility	Equal variances assumed	,213	,645	,999	162	,319
	Equal variances not assumed			,835	4,174	,449
Cost minimization	Equal variances assumed	1,949	,165	-1,442	147	,152
	Equal variances not assumed			-1,837	4,479	,132
Presence of personal/social/family contacts	Equal variances assumed	1,366	,244	-1,088	163	,278
	Equal variances not assumed			-1,784	4,753	,138
Urban atmosphere and cultural facilities	Equal variances assumed	,023	,879	-1,117	160	,266
	Equal variances not assumed			-1,178	4,290	,300
Tolerance	Equal variances assumed	1,239	,267	,285	160	,776
	Equal variances not assumed			,210	4,135	,843
Price or rent	Equal variances assumed	,002	,969	1,167	154	,245
	Equal variances not assumed			1,213	4,293	,287
Flexibility of workspace and the presence of others	Equal variances assumed	2,580	,111	-1,431	123	,155
	Equal variances not assumed			-2,697	3,835	,057
Professional interaction at workspace	Equal variances assumed	1,179	,279	-1,654	145	,100
	Equal variances not assumed			-2,027	4,447	,105
Sphere at/surroundings of workspace	Equal variances assumed	,395	,531	-2,018	149	,045
	Equal variances not assumed			-2,476	4,435	,062

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Advantages from social and professional interaction	Equal variances assumed	,626	,430	-,419	159	,676
	Equal variances not assumed			-,454	4,309	,672
Increased amount of work	Equal variances assumed	,587	,445	-,452	156	,652
	Equal variances not assumed			-,347	4,150	,746
More collaborations projects	Equal variances assumed	1,341	,249	-1,027	157	,306
	Equal variances not assumed			-1,305	4,444	,255
Cost advantages	Equal variances assumed	,851	,358	,155	162	,877
	Equal variances not assumed			,123	4,155	,908
Personal_advantages	Equal variances assumed	,021	,884	2,061	164	,041
	Equal variances not assumed			2,232	4,300	,085

T-Test

Group Statistics

	creative business complex (eg. Alab, Beehive)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	127	3,6142	,81588	,07240
	Creative business complex worker	18	3,8148	,87240	,20563
Policy, subisidy or tax advantages	No	116	3,5776	1,25213	,11626
	Creative business complex worker	16	3,5000	1,03280	,25820
Accessibility	No	145	3,8276	,95992	,07972
	Creative business complex worker	19	3,7368	,87191	,20003
Cost minimization	No	131	3,5878	1,05881	,09251
	Creative business complex worker	18	3,0000	1,13759	,26813
Presence of personal/social/family contacts	No	147	4,1565	,89673	,07396
	Creative business complex worker	18	4,1667	1,15045	,27116
Urban atmosphere and cultural facilities	No	144	4,1042	,74062	,06172
	Creative business complex worker	18	4,3611	,78226	,18438
Tolerance	No	145	3,8966	,95542	,07934
	Creative business complex worker	17	4,1176	,92752	,22496

Price or rent	No	137	3,8613	,94855	,08104
	Creative business complex worker	19	4,0000	,81650	,18732
Flexibility of workspace and the presence of others	No	107	3,4977	,88121	,08519
	Creative business complex worker	18	3,6806	,70087	,16520
Professional interaction at workspace	No	129	3,5078	1,04205	,09175
	Creative business complex worker	18	3,8333	1,01460	,23914
Sphere at/surroundings of workspace	No	133	3,7920	,77482	,06719
	Creative business complex worker	18	3,8704	,62767	,14794
Advantages from social and professional interaction	No	143	3,5874	1,00582	,08411
	Creative business complex worker	18	3,8611	,76323	,17989
Increased amount of work	No	139	3,3993	,84523	,07169
	Creative business complex worker	19	3,6316	1,01163	,23208
More collaborations projects	No	141	3,2837	1,08448	,09133
	Creative business complex worker	18	3,5556	,98352	,23182
Cost advantages	No	145	3,4759	1,20233	,09985
	Creative business complex worker	19	3,5263	1,12390	,25784

Group Statistics

	creative business complex (eg. Alab, Beehive)	N	Mean	Std. Deviation	Std. Error Mean
Personal_advantages	No	147	4,0867	,61770	,05095
	Creative business complex worker	19	4,0658	,38044	,08728

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Cluster advantages	Equal variances assumed	,001	,980	-,968	143	,335
	Equal variances not assumed			-,920	21,432	,368
Policy, subisidy or tax advantages	Equal variances assumed	5,731	,018	,237	130	,813
	Equal variances not assumed			,274	21,583	,787
Accessibility	Equal variances assumed	,735	,393	,391	162	,696
	Equal variances not assumed			,421	24,096	,677
Cost minimization	Equal variances assumed	,159	,690	2,189	147	,030
	Equal variances not assumed			2,072	21,249	,051
Presence of personal/social/family contacts	Equal variances assumed	2,121	,147	-,044	163	,965
	Equal variances not assumed			-,036	19,611	,971
Urban atmosphere and cultural facilities	Equal variances assumed	,295	,588	-1,379	160	,170
	Equal variances not assumed			-1,321	20,992	,201
Tolerance	Equal variances assumed	,105	,746	-,905	160	,367
	Equal variances not assumed			-,927	20,194	,365
Price or rent	Equal variances assumed	2,725	,101	-,606	154	,545
	Equal variances not assumed			-,680	25,252	,503
Flexibility of workspace and the presence of others	Equal variances assumed	2,425	,122	-,836	123	,405
	Equal variances not assumed			-,984	26,938	,334
Professional interaction at workspace	Equal variances assumed	,417	,520	-1,246	145	,215
	Equal variances not assumed			-1,271	22,309	,217
Sphere at/surroundings of workspace	Equal variances assumed	1,477	,226	-,411	149	,682
	Equal variances not assumed			-,482	24,600	,634

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Advantages from social and professional interaction	Equal variances assumed	4,872	,029	-1,114	159	,267
	Equal variances not assumed			-1,378	25,102	,180
Increased amount of work	Equal variances assumed	2,373	,125	-1,097	156	,275
	Equal variances not assumed			-,956	21,573	,349
More collaborations projects	Equal variances assumed	,505	,478	-1,011	157	,313
	Equal variances not assumed			-1,091	22,621	,287
Cost advantages	Equal variances assumed	,900	,344	-,173	162	,863
	Equal variances not assumed			-,182	23,737	,857
Personal_advantages	Equal variances assumed	6,057	,015	,144	164	,886
	Equal variances not assumed			,207	31,899	,837

T-Test

Group Statistics

	broedplaats/studio/workspace (eg. NDSM)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	125	3,6267	,80054	,07160
	Worker at broedplaats/studio/workspace	20	3,7167	,96896	,21667
Policy, subisidy or tax advantages	No	112	3,5804	1,23492	,11669
	Worker at broedplaats/studio/workspace	20	3,5000	1,19208	,26656
Accessibility	No	141	3,7943	,93746	,07895
	Worker at broedplaats/studio/workspace	23	3,9565	1,02151	,21300
Cost minimization	No	128	3,5000	1,06483	,09412
	Worker at broedplaats/studio/workspace	21	3,6190	1,20317	,26255
Presence of personal/social/family contacts	No	141	4,1418	,94553	,07963
	Worker at broedplaats/studio/workspace	24	4,2500	,79400	,16207
Urban atmosphere and cultural facilities	No	139	4,1187	,73618	,06244
	Worker at broedplaats/studio/workspace	23	4,2174	,82333	,17168
Tolerance	No	139	3,8993	,94251	,07994
	Worker at broedplaats/studio/workspace	23	4,0435	1,02151	,21300
Price or rent	No	132	3,8409	,93146	,08107
	Worker at broedplaats/studio/workspace	24	4,0833	,92861	,18955
Flexibility of workspace and the presence of others	No	104	3,4928	,85861	,08419
	Worker at broedplaats/studio/workspace	21	3,6786	,85565	,18672
Professional interaction at workspace	No	125	3,4840	1,04329	,09331
	Worker at broedplaats/studio/workspace	22	3,9091	,97145	,20711
Sphere at/surroundings of workspace	No	129	3,7494	,77284	,06804
	Worker at broedplaats/studio/workspace	22	4,1061	,58542	,12481
Advantages from social and professional interaction	No	136	3,5882	,99607	,08541
	Worker at broedplaats/studio/workspace	25	3,7800	,91378	,18276

Group Statistics

	broedplaats/studio/workspace (eg. NDSM)	N	Mean	Std. Deviation	Std. Error Mean
Increased amount of work	No	135	3,4037	,86709	,07463
	Worker at broedplaats/studio/workspace	23	3,5652	,87001	,18141
More collaborations projects	No	135	3,3185	1,08347	,09325
	Worker at broedplaats/studio/workspace	24	3,2917	1,04170	,21264
Cost advantages	No	139	3,4532	1,18703	,10068
	Worker at broedplaats/studio/workspace	25	3,6400	1,22066	,24413
Personal_advantages	No	142	4,0669	,58340	,04896
	Worker at broedplaats/studio/workspace	24	4,1875	,66041	,13481

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Cluster advantages	Equal variances assumed	1,863	,174	-,453	143	,651
	Equal variances not assumed			-,394	23,334	,697
Policy, subisidy or tax advantages	Equal variances assumed	,736	,393	,269	130	,788
	Equal variances not assumed			,276	26,811	,785
Accessibility	Equal variances assumed	,012	,914	-,760	162	,448
	Equal variances not assumed			-,714	28,376	,481
Cost minimization	Equal variances assumed	1,192	,277	-,466	147	,642
	Equal variances not assumed			-,427	25,404	,673
Presence of personal/social/family contacts	Equal variances assumed	1,774	,185	-,529	163	,597
	Equal variances not assumed			-,599	35,107	,553
Urban atmosphere and cultural facilities	Equal variances assumed	,968	,327	-,585	160	,559
	Equal variances not assumed			-,540	28,128	,593
Tolerance	Equal variances assumed	,370	,544	-,672	160	,503
	Equal variances not assumed			-,634	28,544	,531
Price or rent	Equal variances assumed	,056	,813	-1,173	154	,242
	Equal variances not assumed			-1,176	31,997	,248
Flexibility of workspace and the presence of others	Equal variances assumed	,023	,880	-,905	123	,367
	Equal variances not assumed			-,907	28,729	,372
Professional interaction at workspace	Equal variances assumed	,926	,338	-1,780	145	,077
	Equal variances not assumed			-1,871	30,180	,071
Sphere at/surroundings of workspace	Equal variances assumed	3,605	,060	-2,064	149	,041
	Equal variances not assumed			-2,509	34,834	,017

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Advantages from social and professional interaction	Equal variances assumed	1,360	,245	-,895	159	,372
	Equal variances not assumed			-,951	35,330	,348
Increased amount of work	Equal variances assumed	,006	,940	-,825	156	,410
	Equal variances not assumed			-,823	29,935	,417
More collaborations projects	Equal variances assumed	,344	,559	,112	157	,911
	Equal variances not assumed			,116	32,491	,909
Cost advantages	Equal variances assumed	,050	,823	-,721	162	,472
	Equal variances not assumed			-,707	32,694	,484
Personal_advantages	Equal variances assumed	,843	,360	-,919	164	,360
	Equal variances not assumed			-,841	29,384	,407

T-Test

Group Statistics

	anti-squatting or temporary location (eg. Lola Loud)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	140	3,6214	,81572	,06894
	Worker at temporary workspace	5	4,1333	,96032	,42947
Policy, subisidy or tax advantages	No	127	3,5433	1,21991	,10825
	Worker at temporary workspace	5	4,2000	1,30384	,58310
Accessibility	No	158	3,8228	,94780	,07540
	Worker at temporary workspace	6	3,6667	1,03280	,42164
Cost minimization	No	143	3,5035	1,06727	,08925
	Worker at temporary workspace	6	3,8333	1,47196	,60093
Presence of personal/social/family contacts	No	159	4,1447	,92666	,07349
	Worker at temporary workspace	6	4,5000	,83666	,34157
Urban atmosphere and cultural facilities	No	156	4,1314	,75158	,06017
	Worker at temporary workspace	6	4,1667	,68313	,27889
Tolerance	No	156	3,9103	,94611	,07575
	Worker at temporary workspace	6	4,1667	1,16905	,47726
Price or rent	No	151	3,8609	,93837	,07636
	Worker at temporary workspace	5	4,4000	,54772	,24495
Flexibility of workspace and the presence of others	No	120	3,5167	,84809	,07742
	Worker at temporary workspace	5	3,7000	1,16458	,52082
Professional interaction at workspace	No	141	3,5461	1,03493	,08716
	Worker at temporary workspace	6	3,5833	1,28128	,52308
Sphere at/surroundings of workspace	No	145	3,8184	,75049	,06233
	Worker at temporary workspace	6	3,3889	,87981	,35918
Advantages from social and professional interaction	No	155	3,5935	,98163	,07885
	Worker at temporary workspace	6	4,2500	,88034	,35940
Increased amount of work	No	152	3,3980	,85223	,06912
	Worker at temporary workspace	6	4,1667	,98319	,40139
More collaborations projects	No	153	3,3072	1,08386	,08762
	Worker at temporary workspace	6	3,5000	,83666	,34157
Cost advantages	No	158	3,4557	1,19231	,09485
	Worker at temporary workspace	6	4,1667	,98319	,40139

Group Statistics

	anti-squatting or temporary location (eg. Lola Loud)	N	Mean	Std. Deviation	Std. Error Mean
Personal_advantages	No	160	4,0922	,58252	,04605
	Worker at temporary workspace	6	3,8750	,90485	,36940

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Cluster advantages	Equal variances assumed	,011	,917	-1,371	143	,172
	Equal variances not assumed			-1,177	4,209	,301
Policy, subisidy or tax advantages	Equal variances assumed	,542	,463	-1,178	130	,241
	Equal variances not assumed			-1,107	4,280	,326
Accessibility	Equal variances assumed	,000	,991	,395	162	,693
	Equal variances not assumed			,364	5,325	,730
Cost minimization	Equal variances assumed	1,810	,181	-,730	147	,466
	Equal variances not assumed			-,543	5,223	,610
Presence of personal/social/family contacts	Equal variances assumed	,152	,697	-,925	163	,356
	Equal variances not assumed			-1,017	5,473	,352
Urban atmosphere and cultural facilities	Equal variances assumed	,223	,638	-,113	160	,910
	Equal variances not assumed			-,124	5,476	,906
Tolerance	Equal variances assumed	,093	,761	-,646	160	,519
	Equal variances not assumed			-,531	5,255	,617
Price or rent	Equal variances assumed	1,097	,297	-1,275	154	,204
	Equal variances not assumed			-2,101	4,814	,092
Flexibility of workspace and the presence of others	Equal variances assumed	1,230	,270	-,467	123	,641
	Equal variances not assumed			-,348	4,179	,745
Professional interaction at	Equal variances assumed	,780	,379	-,086	145	,932

workspace	Equal variances not assumed			-,070	5,281	,947
Sphere at/surroundings of workspace	Equal variances assumed	,003	,957	1,365	149	,174
	Equal variances not assumed			1,178	5,305	,289

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Advantages from social and professional interaction	Equal variances assumed	,111	,740	-1,612	159	,109
	Equal variances not assumed			-1,784	5,492	,129
Increased amount of work	Equal variances assumed	,423	,517	-2,155	156	,033
	Equal variances not assumed			-1,887	5,301	,114
More collaborations projects	Equal variances assumed	1,441	,232	-,430	157	,668
	Equal variances not assumed			-,547	5,679	,605
Cost advantages	Equal variances assumed	1,375	,243	-1,441	162	,152
	Equal variances not assumed			-1,724	5,574	,139
Personal_advantages	Equal variances assumed	2,782	,097	,878	164	,381
	Equal variances not assumed			,583	5,157	,584

T-Test

Group Statistics

	incubator/startup accelerator (eg. Rockstart)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	143	3,6340	,82727	,06918
	Worker at start-up accelerator or incubator	2	4,0000	,00000	,00000
Policy, subisidy or tax advantages	No	130	3,5846	1,22496	,10744
	Worker at start-up accelerator or incubator	2	2,5000	,70711	,50000
Accessibility	No	162	3,8333	,94079	,07392
	Worker at start-up accelerator or incubator	2	2,5000	,70711	,50000
Cost minimization	No	147	3,5034	1,08144	,08920
	Worker at start-up accelerator or incubator	2	4,5000	,70711	,50000
Presence of personal/social/family contacts	No	163	4,1534	,92685	,07260
	Worker at start-up accelerator or incubator	2	4,5000	,70711	,50000
Urban atmosphere and cultural facilities	No	160	4,1281	,74868	,05919
	Worker at start-up accelerator or incubator	2	4,5000	,70711	,50000
Tolerance	No	160	3,9125	,95422	,07544
	Worker at start-up accelerator or incubator	2	4,5000	,70711	,50000
Price or rent	No	154	3,8766	,93814	,07560
	Worker at start-up accelerator or incubator	2	4,0000	,00000	,00000
Flexibility of workspace and the presence of others	No	123	3,5163	,86231	,07775
	Worker at start-up accelerator or incubator	2	4,0000	,00000	,00000
Professional interaction at workspace	No	145	3,5414	1,04666	,08692
	Worker at start-up accelerator or incubator	2	4,0000	,00000	,00000
Sphere at/surroundings of workspace	No	149	3,7942	,75893	,06217
	Worker at start-up accelerator or incubator	2	4,3333	,47140	,33333
Advantages from social and professional interaction	No	159	3,6164	,98917	,07845
	Worker at start-up accelerator or incubator	2	3,7500	,35355	,25000
Increased amount of work	No	156	3,4263	,87031	,06968
	Worker at start-up accelerator or incubator	2	3,5000	,70711	,50000
More collaborations projects	No	157	3,3057	1,07812	,08604
	Worker at start-up accelerator or incubator	2	4,0000	,00000	,00000
Cost advantages	No	162	3,4877	1,19646	,09400
	Worker at start-up accelerator or incubator	2	3,0000	,00000	,00000

Group Statistics

	incubator/startup accelerator (eg. Rockstart)	N	Mean	Std. Deviation	Std. Error Mean
Personal_advantages	No	164	4,0884	,59699	,04662
	Worker at start-up accelerator or incubator	2	3,7500	,00000	,00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	4,248	,041	-,623	143
	Equal variances not assumed			-5,290	142,000
Policy, subisidy or tax advantages	Equal variances assumed	3,871	,051	1,246	130
	Equal variances not assumed			2,121	1,094
Accessibility	Equal variances assumed	,462	,498	1,995	162
	Equal variances not assumed			2,638	1,044
Cost minimization	Equal variances assumed	1,660	,200	-1,297	147
	Equal variances not assumed			-1,962	1,065
Presence of personal/social/family contacts	Equal variances assumed	,473	,493	-,526	163
	Equal variances not assumed			-,686	1,043
Urban atmosphere and cultural facilities	Equal variances assumed	,217	,642	-,698	160
	Equal variances not assumed			-,739	1,028
Tolerance	Equal variances assumed	,451	,503	-,867	160
	Equal variances not assumed			-1,162	1,046
Price or rent	Equal variances assumed	3,339	,070	-,185	154
	Equal variances not assumed			-1,632	153,000
Flexibility of workspace and the presence of others	Equal variances assumed	4,233	,042	-,790	123
	Equal variances not assumed			-6,222	122,000
Professional interaction at	Equal variances assumed	6,126	,014	-,618	145

workspace	Equal variances not assumed				-5,276	144,000
Sphere at/surroundings of workspace	Equal variances assumed	,984	,323	-1,000	149	
	Equal variances not assumed			-1,590	1,071	

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,534	-,36597	,58698	-1,52625
	Equal variances not assumed	,000	-,36597	,06918	-,50272
Policy, subisidy or tax advantages	Equal variances assumed	,215	1,08462	,87058	-,63772
	Equal variances not assumed	,263	1,08462	,51141	-4,22718
Accessibility	Equal variances assumed	,048	1,33333	,66844	,01336
	Equal variances not assumed	,222	1,33333	,50543	-4,48095
Cost minimization	Equal variances assumed	,197	-,99660	,76838	-2,51509
	Equal variances not assumed	,288	-,99660	,50789	-6,59376
Presence of personal/social/family contacts	Equal variances assumed	,599	-,34663	,65854	-1,64700
	Equal variances not assumed	,613	-,34663	,50524	-6,17844
Urban atmosphere and cultural facilities	Equal variances assumed	,486	-,37188	,53252	-1,42354
	Equal variances not assumed	,592	-,37188	,50349	-6,36896
Tolerance	Equal variances assumed	,387	-,58750	,67798	-1,92645
	Equal variances not assumed	,446	-,58750	,50566	-6,38129
Price or rent	Equal variances assumed	,853	-,12338	,66549	-1,43804
	Equal variances not assumed	,105	-,12338	,07560	-,27273
Flexibility of workspace and the presence of others	Equal variances assumed	,431	-,48374	,61218	-1,69552
	Equal variances not assumed	,000	-,48374	,07775	-,63766
Professional interaction at workspace	Equal variances assumed	,538	-,45862	,74261	-1,92637
	Equal variances not assumed	,000	-,45862	,08692	-,63043
Sphere at/surroundings of workspace	Equal variances assumed	,319	-,53915	,53912	-1,60445
	Equal variances not assumed	,345	-,53915	,33908	-4,22957

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	,79431
	Equal variances not assumed	-,22921
Policy, subisidy or tax advantages	Equal variances assumed	2,80695
	Equal variances not assumed	6,39641
Accessibility	Equal variances assumed	2,65330
	Equal variances not assumed	7,14761
Cost minimization	Equal variances assumed	,52189
	Equal variances not assumed	4,60056
Presence of personal/social/family contacts	Equal variances assumed	,95375
	Equal variances not assumed	5,48519
Urban atmosphere and cultural facilities	Equal variances assumed	,67979
	Equal variances not assumed	5,62521
Tolerance	Equal variances assumed	,75145
	Equal variances not assumed	5,20629
Price or rent	Equal variances assumed	1,19128
	Equal variances not assumed	,02597
Flexibility of workspace and the presence of others	Equal variances assumed	,72804
	Equal variances not assumed	-,32982
Professional interaction at workspace	Equal variances assumed	1,00912
	Equal variances not assumed	-,28682
Sphere at/surroundings of workspace	Equal variances assumed	,52615
	Equal variances not assumed	3,15127

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Advantages from social and professional interaction	Equal variances assumed	2,426	,121	-,190	159
	Equal variances not assumed			-,510	1,207
Increased amount of work	Equal variances assumed	,415	,520	-,119	156
	Equal variances not assumed			-,146	1,039
More collaborations projects	Equal variances assumed	5,672	,018	-,908	157
	Equal variances not assumed			-8,069	156,000
Cost advantages	Equal variances assumed	9,511	,002	,575	162
	Equal variances not assumed			5,188	161,000
Personal_advantages	Equal variances assumed	3,086	,081	,799	164
	Equal variances not assumed			7,259	163,000

Independent Samples Test

	t-test for Equality of Means

		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Advantages from social and professional interaction	Equal variances assumed	,849	-,13365	,70190	-1,51990
	Equal variances not assumed	,688	-,13365	,26202	-2,37691
Increased amount of work	Equal variances assumed	,905	-,07372	,61866	-1,29574
	Equal variances not assumed	,907	-,07372	,50483	-5,94354
More collaborations projects	Equal variances assumed	,365	-,69427	,76474	-2,20477
	Equal variances not assumed	,000	-,69427	,08604	-,86423
Cost advantages	Equal variances assumed	,566	,48765	,84860	-1,18809
	Equal variances not assumed	,000	,48765	,09400	,30202
Personal_advantages	Equal variances assumed	,425	,33841	,42341	-,49762
	Equal variances not assumed	,000	,33841	,04662	,24636

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Advantages from social and professional interaction	Equal variances assumed	1,25261
	Equal variances not assumed	2,10961
Increased amount of work	Equal variances assumed	1,14831
	Equal variances not assumed	5,79610
More collaborations projects	Equal variances assumed	,81623
	Equal variances not assumed	-,52431
Cost advantages	Equal variances assumed	2,16340
	Equal variances not assumed	,67329
Personal_advantages	Equal variances assumed	1,17444
	Equal variances not assumed	,43047

T-Test

Group Statistics

	public space (eg. cafe, library)	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	No	137	3,6472	,81526	,06965
	Public space worker	8	3,5000	,99203	,35074
Policy, subisidy or tax advantages	No	126	3,5794	1,22868	,10946
	Public space worker	6	3,3333	1,21106	,49441
Accessibility	No	155	3,8258	,94764	,07612
	Public space worker	9	3,6667	1,00000	,33333
Cost minimization	No	140	3,5143	1,08280	,09151
	Public space worker	9	3,5556	1,13039	,37680
Presence of personal/social/family contacts	No	156	4,1538	,94462	,07563
	Public space worker	9	4,2222	,44096	,14699
Urban atmosphere and cultural facilities	No	153	4,1340	,75001	,06064
	Public space worker	9	4,1111	,74068	,24689
Tolerance	No	153	3,9281	,93966	,07597
	Public space worker	9	3,7778	1,20185	,40062
Price or rent	No	148	3,8649	,93786	,07709
	Public space worker	8	4,1250	,83452	,29505
Flexibility of workspace and the presence of others	No	117	3,4936	,86569	,08003
	Public space worker	8	3,9688	,60412	,21359
Professional interaction at workspace	No	139	3,5360	1,04888	,08896
	Public space worker	8	3,7500	,92582	,32733
Sphere at/surroundings of workspace	No	143	3,7995	,76211	,06373
	Public space worker	8	3,8333	,71270	,25198
Advantages from social and professional interaction	No	152	3,6250	,97866	,07938
	Public space worker	9	3,5000	1,11803	,37268
Increased amount of work	No	150	3,4067	,86192	,07038
	Public space worker	8	3,8125	,92341	,32647
More collaborations projects	No	150	3,3200	1,07641	,08789
	Public space worker	9	3,2222	1,09291	,36430
Cost advantages	No	155	3,4581	1,19652	,09611
	Public space worker	9	3,8889	1,05409	,35136
Personal_advantages	No	156	4,0881	,58393	,04675
	Public space worker	10	4,0250	,77683	,24566

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Cluster advantages	Equal variances assumed	,981	,324	,491	143	,624
	Equal variances not assumed			,412	7,562	,692
Policy, subisidy or tax advantages	Equal variances assumed	,532	,467	,479	130	,632
	Equal variances not assumed			,486	5,502	,646
Accessibility	Equal variances assumed	,054	,816	,488	162	,626
	Equal variances not assumed			,465	8,855	,653
Cost minimization	Equal variances assumed	,014	,905	-,111	147	,912
	Equal variances not assumed			-,106	8,970	,918
Presence of personal/social/family contacts	Equal variances assumed	6,028	,015	-,215	163	,830
	Equal variances not assumed			-,414	12,751	,686
Urban atmosphere and cultural facilities	Equal variances assumed	,085	,771	,089	160	,929
	Equal variances not assumed			,090	8,992	,930
Tolerance	Equal variances assumed	1,193	,276	,459	160	,647
	Equal variances not assumed			,369	8,585	,721
Price or rent	Equal variances assumed	,167	,684	-,768	154	,444
	Equal variances not assumed			-,853	7,987	,418
Flexibility of workspace and the presence of others	Equal variances assumed	1,801	,182	-1,524	123	,130
	Equal variances not assumed			-2,083	9,093	,067
Professional interaction at workspace	Equal variances assumed	,725	,396	-,564	145	,573
	Equal variances not assumed			-,631	8,070	,546
Sphere at/surroundings of workspace	Equal variances assumed	,096	,757	-,122	149	,903
	Equal variances not assumed			-,130	7,923	,900

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Advantages from social and professional interaction	Equal variances assumed	,134	,715	,369	159	,712
	Equal variances not assumed			,328	8,741	,751
Increased amount of work	Equal variances assumed	,016	,899	-1,293	156	,198
	Equal variances not assumed			-1,215	7,665	,260
More collaborations projects	Equal variances assumed	,004	,947	,264	157	,792
	Equal variances not assumed			,261	8,957	,800
Cost advantages	Equal variances assumed	2,345	,128	-1,056	162	,293
	Equal variances not assumed			-1,183	9,239	,266

Personal_advantages	Equal variances assumed	,411	,522	,325	164	,746
	Equal variances not assumed			,252	9,663	,806

T-Test

Group Statistics

	on location	N	Mean	Std. Deviation	Std. Error Mean
Cluster advantages	Niet ingevuld	141	3,6265	,82180	,06921
	Worker on location	4	4,0833	,83333	,41667
Policy, subisidy or tax advantages	Niet ingevuld	127	3,5512	1,21961	,10822
	Worker on location	5	4,0000	1,41421	,63246
Accessibility	Niet ingevuld	159	3,8113	,94246	,07474
	Worker on location	5	4,0000	1,22474	,54772
Cost minimization	Niet ingevuld	145	3,5103	1,07443	,08923
	Worker on location	4	3,7500	1,50000	,75000
Presence of personal/social/family contacts	Niet ingevuld	160	4,1563	,92856	,07341
	Worker on location	5	4,2000	,83666	,37417
Urban atmosphere and cultural facilities	Niet ingevuld	157	4,1274	,75512	,06027
	Worker on location	5	4,3000	,44721	,20000
Tolerance	Niet ingevuld	157	3,9299	,94811	,07567
	Worker on location	5	3,6000	1,14018	,50990
Price or rent	Niet ingevuld	152	3,8816	,93451	,07580
	Worker on location	4	3,7500	,95743	,47871
Flexibility of workspace and the presence of others	Niet ingevuld	122	3,5102	,85001	,07696
	Worker on location	3	4,0833	1,18145	,68211
Professional interaction at workspace	Niet ingevuld	144	3,5417	1,03353	,08613
	Worker on location	3	3,8333	1,60728	,92796
Sphere at/surroundings of workspace	Niet ingevuld	147	3,7982	,76307	,06294
	Worker on location	4	3,9167	,56928	,28464
Advantages from social and professional interaction	Niet ingevuld	157	3,6274	,99180	,07915
	Worker on location	4	3,2500	,50000	,25000
Increased amount of work	Niet ingevuld	154	3,4383	,87509	,07052
	Worker on location	4	3,0000	,00000	,00000
More collaborations projects	Niet ingevuld	155	3,3290	1,08178	,08689
	Worker on location	4	2,7500	,50000	,25000
Cost advantages	Niet ingevuld	160	3,4938	1,19747	,09467
	Worker on location	4	3,0000	,81650	,40825
Personal_advantages	Niet ingevuld	161	4,0807	,59661	,04702
	Worker on location	5	4,2000	,57009	,25495

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Cluster advantages	Equal variances assumed	,153	,696	-1,096	143
	Equal variances not assumed			-1,082	3,168
Policy, subisidy or tax advantages	Equal variances assumed	,135	,714	-,803	130
	Equal variances not assumed			-,699	4,238
Accessibility	Equal variances assumed	,012	,913	-,437	162
	Equal variances not assumed			-,341	4,150
Cost minimization	Equal variances assumed	1,435	,233	-,436	147
	Equal variances not assumed			-,317	3,086
Presence of personal/social/family contacts	Equal variances assumed	,247	,620	-,104	163
	Equal variances not assumed			-,115	4,314
Urban atmosphere and cultural facilities	Equal variances assumed	2,437	,120	-,507	160
	Equal variances not assumed			-,826	4,758
Tolerance	Equal variances assumed	,225	,636	,762	160
	Equal variances not assumed			,640	4,178
Price or rent	Equal variances assumed	,004	,948	,278	154
	Equal variances not assumed			,271	3,152
Flexibility of workspace and the presence of others	Equal variances assumed	,466	,496	-1,145	123
	Equal variances not assumed			-,835	2,051
Professional interaction at workspace	Equal variances assumed	1,196	,276	-,479	145
	Equal variances not assumed			-,313	2,035
Sphere at/surroundings of workspace	Equal variances assumed	1,046	,308	-,308	149
	Equal variances not assumed			-,406	3,300

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Cluster advantages	Equal variances assumed	,275	-,45686	,41681	-1,28076
	Equal variances not assumed	,355	-,45686	,42238	-1,76165
Policy, subisidy or tax advantages	Equal variances assumed	,423	-,44882	,55900	-1,55473
	Equal variances not assumed	,521	-,44882	,64165	-2,19162
Accessibility	Equal variances assumed	,663	-,18868	,43168	-1,04112
	Equal variances not assumed	,749	-,18868	,55280	-1,70182
Cost minimization	Equal variances assumed	,664	-,23966	,54982	-1,32624

	Equal variances not assumed	,771	-,23966	,75529	-2,60607
Presence of personal/social/family contacts	Equal variances assumed	,917	-,04375	,42073	-,87453
	Equal variances not assumed	,914	-,04375	,38130	-1,07272
Urban atmosphere and cultural facilities	Equal variances assumed	,613	-,17261	,34024	-,84455
	Equal variances not assumed	,448	-,17261	,20888	-,71787
Tolerance	Equal variances assumed	,447	,32994	,43310	-,52539
	Equal variances not assumed	,556	,32994	,51549	-1,07754
Price or rent	Equal variances assumed	,782	,13158	,47359	-,80399
	Equal variances not assumed	,803	,13158	,48468	-1,36957
Flexibility of workspace and the presence of others	Equal variances assumed	,254	-,57309	,50050	-1,56380
	Equal variances not assumed	,490	-,57309	,68644	-3,45702
Professional interaction at workspace	Equal variances assumed	,633	-,29167	,60876	-1,49486
	Equal variances not assumed	,783	-,29167	,93195	-4,23687
Sphere at/surroundings of workspace	Equal variances assumed	,759	-,11848	,38496	-,87917
	Equal variances not assumed	,709	-,11848	,29151	-1,00022

Independent Samples Test

		t-test for Equality of Means
		95% Confidence Interval of the Difference
		Upper
Cluster advantages	Equal variances assumed	,36705
	Equal variances not assumed	,84794
Policy, subisidy or tax advantages	Equal variances assumed	,65709
	Equal variances not assumed	1,29398
Accessibility	Equal variances assumed	,66377
	Equal variances not assumed	1,32446
Cost minimization	Equal variances assumed	,84693
	Equal variances not assumed	2,12676
Presence of personal/social/family contacts	Equal variances assumed	,78703
	Equal variances not assumed	,98522
Urban atmosphere and cultural facilities	Equal variances assumed	,49933
	Equal variances not assumed	,37264
Tolerance	Equal variances assumed	1,18527
	Equal variances not assumed	1,73742
Price or rent	Equal variances assumed	1,06715
	Equal variances not assumed	1,63273
Flexibility of workspace and the presence of others	Equal variances assumed	,41762
	Equal variances not assumed	2,31085
Professional interaction at workspace	Equal variances assumed	,91152
	Equal variances not assumed	3,65354
Sphere at/surroundings of workspace	Equal variances assumed	,64221
	Equal variances not assumed	,76326

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F	Sig.	t	df
Advantages from social and professional interaction	Equal variances assumed	2,932	,089	,757	159
	Equal variances not assumed			1,439	3,631
Increased amount of work	Equal variances assumed	8,877	,003	,999	156
	Equal variances not assumed			6,216	153,000
More collaborations projects	Equal variances assumed	4,353	,039	1,065	157
	Equal variances not assumed			2,188	3,768
Cost advantages	Equal variances assumed	5,451	,021	,819	162
	Equal variances not assumed			1,178	3,331
Personal_advantages	Equal variances assumed	,018	,894	-,441	164
	Equal variances not assumed			-,460	4,277

Independent Samples Test

		t-test for Equality of Means			
		Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
					Lower
Advantages from social and professional interaction	Equal variances assumed	,450	,37739	,49863	-,60741
	Equal variances not assumed	,230	,37739	,26223	-,38082
Increased amount of work	Equal variances assumed	,320	,43831	,43891	-,42866
	Equal variances not assumed	,000	,43831	,07052	,29900
More collaborations projects	Equal variances assumed	,289	,57903	,54370	-,49487
	Equal variances not assumed	,098	,57903	,26467	-,17404
Cost advantages	Equal variances assumed	,414	,49375	,60316	-,69732
	Equal variances not assumed	,316	,49375	,41908	-,76800
Personal_advantages	Equal variances assumed	,660	-,11925	,27063	-,65363
	Equal variances not assumed	,668	-,11925	,25925	-,82106

Independent Samples Test

	t-test for Equality of Means

		95% Confidence Interval of the Difference
		Upper
Advantages from social and professional interaction	Equal variances assumed	1,36218
	Equal variances not assumed	1,13560
Increased amount of work	Equal variances assumed	1,30528
	Equal variances not assumed	,57762
More collaborations projects	Equal variances assumed	1,65293
	Equal variances not assumed	1,33211
Cost advantages	Equal variances assumed	1,68482
	Equal variances not assumed	1,75550
Personal_advantages	Equal variances assumed	,41512
	Equal variances not assumed	,58255