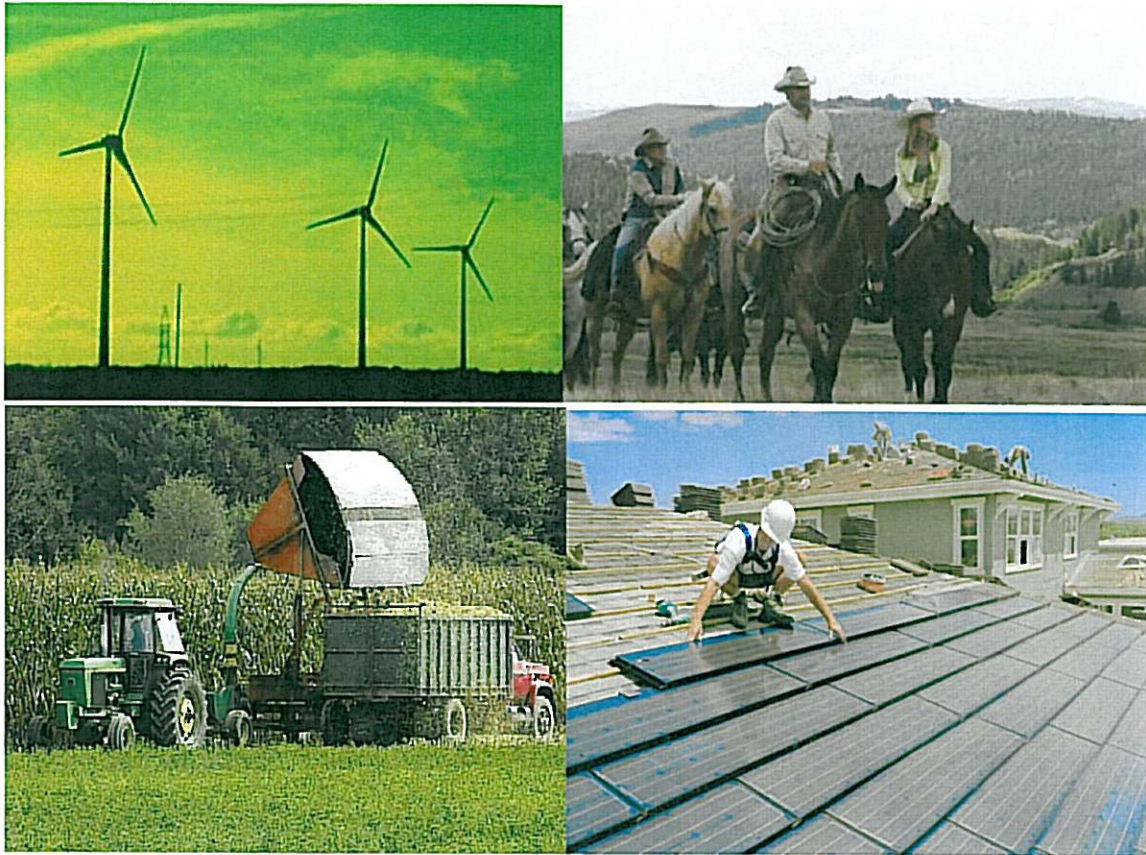


Business Location Choice Survey



Survey conducted by:

Department of Resource Economics

University of Nevada, Reno

Winter 2010

CID: _____

Survey Information and Instructions

The Department of Resource Economics at the University of Nevada, Reno is conducting this study on business relocation and expansion decisions. The purpose of the survey is to investigate what factors companies consider when they relocate or establish businesses at new locations.

Your participation in this survey is voluntary, and your responses will be kept confidential.

Please complete and return this voluntary survey whether or not your company has relocated or expanded in the past or is planning to relocate or expand in the future.

Our goal is to treat your responses with the utmost confidentiality. Your name will not be linked to your responses in any way. Your company name is asked to provide us with a form of identification so you do not receive additional reminder letters once you have returned the survey.

Your responses to the survey are strictly confidential and will never be associated with your name or the name of your company. Study results will be presented only in aggregate for the entire industry or for subsets of the industry that contain three or more companies. Individual surveys will be processed by a single researcher at the University of Nevada, Reno. The completed surveys will be stored in a locked file cabinet and will be shredded upon completion of the study.

Please make sure that all of your responses are complete. You may, however, skip over any question that you feel uncomfortable answering. Also, you may write additional comments in the margin of the survey.

If information required to answer a question is not readily available, please provide the most accurate estimate possible.

The survey should take approximately 10-20 minutes to complete. Except for your time, there are no risks to participating in the study.

Questions related to this survey should be directed to:

Thomas Harris, Professor, (775) 784-1681

Please return the completed survey, in the enclosed pre-addressed envelope, to the address shown below. Returning the survey implies consent to participate.

Department of Resource Economics MS204
University of Nevada Reno
1664 N Virginia St.
Reno, NV 89503-9928

Thank you for your participation.

CID: _____

Section 1. Relocation/Expansion History

Please tell us about your company's past relocation/expansion history.

1. What is the name of your company?

2. Has your company relocated in the last 5 years?

Yes

No (**Skip to Question 6**) →

3. What were the two most important reasons for your company's decision to relocate?

Most important: _____

2nd most important: _____

4. In your most recent move, you relocated...

Please choose only one response.

Within the same city/town

Within the same county but in a different city/town

Within the same state but in a different county

To a different U.S. state

Internationally

5. In your most recent move, roughly how many miles did the company move from the previous location?

_____ miles

CID: _____

6. Has your company established additional locations in the last 5 years?

- Yes
- No (*skip to Section 2, Question 10*)

7. What were the two most important reasons for your company's decision to establish additional locations?

Most important: _____

2nd most important: _____

8. In your most recent expansion, did you establish an additional location...

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- To a different U.S. state
- Internationally

9. In your most recent expansion, roughly how many miles was the additional location from the parent company?

_____miles

CID: _____

Section 2. Physical Infrastructure

Please tell us about the importance of physical infrastructure in making company relocation/expansion decisions. In the next two sections we are not only interested in factors you *have* considered in previous relocations of your company, if any, but also, what factors your company *would* consider *if* the opportunity to relocate were to present itself in the future.

10. In the following table, please indicate how potentially important each factor would be to your company *if* the opportunity to relocate or establish an additional location presented itself.

	Not at all important	Somewhat important	Important	Very Important
Access within 30 minutes to an interstate highway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to package freight services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Immediate access to a railhead or rail spur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to rail freight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to passenger air services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to port or harbor facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to an international trade port	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to natural gas pipeline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within one day, at a reasonable cost, to the supplies you need	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within one day, at a reasonable cost, to your customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to 3-phase electric power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to fiber optic lines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of high-volume water supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of high-volume wastewater disposal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of solid waste disposal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of cell phone service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of local public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possibility for future expansion at site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CID: _____

Section 3. Economic Infrastructure

Please tell us about the importance of economic infrastructure in making company relocation/expansion decisions.

11. In the following table, please indicate how potentially important each factor would be to your company if the opportunity to relocate or establish an additional location presented itself.

	Not at all important	Somewhat important	Important	Very important
Availability of a managerial workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of a skilled workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of a technical workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of an unskilled workforce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable local labor costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable workers compensation tax rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable local business tax rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Favorable state and local government incentives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of union labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of specialized job training programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of short- and long-term financing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Existence of a business/trade association	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lenient environmental regulations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 4. Quality of Life

Please tell us about the importance of "quality of life" in making company relocation/expansion decisions.

12. In the following table, please indicate how potentially important each factor would be to your company if the opportunity to relocate or establish an additional location presented itself.

	Not at all important	Somewhat important	Important	Very important
Low crime rate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean air and water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High quality natural ecosystem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoor recreational opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social and cultural opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail shopping opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of educational system (K-12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access within 30 minutes to a college or university	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of quality health care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of public safety services (e.g. police, fire station)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5. Information Sources

Please tell us about the importance of potential information sources for making company relocation/expansion decisions.

13. In the following table, please indicate if your company is using or likely to use each of the following sources by checking one of the options below.

	Yes	No	Don't know
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chamber of Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real estate agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience from previous travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If Other, please specify: _____

Section 6. Employee Benefits

14. Do you provide the following benefits to your non-managerial employees?

	Yes	No
Health insurance	<input type="checkbox"/>	<input type="checkbox"/>
Paid vacation	<input type="checkbox"/>	<input type="checkbox"/>
Job-related training programs	<input type="checkbox"/>	<input type="checkbox"/>
A retirement plan with employer contributions	<input type="checkbox"/>	<input type="checkbox"/>

CID: _____

Section 7. Company's Community Activities

15. Please indicate whether your company has supported in the past, is currently supporting, or will support in the future the following activities: *(Please check all that apply.)*

	Past	Present	Future
Cultural programs (arts, music, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth athletic activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental protection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poverty alleviation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and wellness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 8. Business Relationships

16. Please tell us about the importance of other businesses to your company.

	Not at all important	Somewhat important	Important	Very Important
Joint research and development activities with other firms in your sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Joint research and development activities with other firms close by in your state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinated marketing efforts with other firms in your sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinated marketing efforts with other firms close by in your state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. Has your company ever coordinated the purchase of supplies or equipment with other firms in your sector?

Yes

No

18. Where are the majority of your **suppliers** located?

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- In a different U.S. state
- Internationally
- Not applicable

19. Where are the majority of your **customers** located?

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- In a different U.S. state
- Internationally

20. Where are the majority of your **employees** located?

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- In a different U.S. state
- Internationally
- Not applicable

Section 9: Future Relocation/Expansion

Please tell us about your company's future plans for relocation and expansion.

21. How likely is it that your company will **relocate** in the next 5 years?

- Not at all likely
- Somewhat likely
- Likely
- Very likely
- Don't know

22. If the opportunity to relocate presented itself in the next 5 years, where would you most likely **relocate**?

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- To a different U.S. state *(Please list state(s), Please write out the full name of the state(s), Do not use abbreviations)*

- Internationally *(Please list country/countries, Please write out the full name of the country/countries, Do not use abbreviations)*

- Don't know

23. How likely is it that your company will establish an **additional location** in the next 5 years?

- Not at all likely
- Somewhat likely
- Likely
- Very likely
- Don't know

24. If the opportunity to establish an additional location presented itself in the next 5 years, where would you most likely establish the **additional location**?

Please choose only one response.

- Within the same city/town
- Within the same county but in a different city/town
- Within the same state but in a different county
- To a different U.S. state *(Please list state(s), Please write out the full name of the state(s), Do not use abbreviations)*

- Internationally *(Please list country/countries, Please write out the full name of the country/countries, Do not use abbreviations)*

- Don't know

25. If your company were to relocate or expand to an additional location in the next 5 years, what is your best estimate of the **total acres** of property you would need in the new location?

- Less than 1 acre
- 1-3 acres
- 4-5 acres
- Over 5 acres
- Don't know

26. If your company were to relocate or expand to an additional location in the next 5 years, what is your best estimate of the **total amount of building space** in square feet you would need.

Note: Please include in this estimate exterior infrastructure areas such as parking, loading docks, and equipment storage.

- Less than 10,000 sq. ft.
- 10,001 – 25,000 sq. ft.
- 25,001 – 50,000 sq. ft.
- 50,001 – 75,000 sq. ft.
- 75,001 – 100,000 sq. ft.
- Over 100,000 sq. ft.
- Don't know

27. Please specify what percentage of this building space would be used for each of the following. **(Please enter your response in numerical format (e.g., 10 to represent 10% or 72 to represent 72%. Please ensure that the sum of your responses equals 100.)**

	Percentage of Building Space
Manufacturing	%
Warehouse Space	%
Office Space	%
Retail Space	%
External infrastructure like parking, loading docks or equipment storage	%
TOTAL	100%

If Other, please specify the type and the proportion:

28. If your company were to relocate or expand to an additional location in the next 5 years, how many total employees would you expect to employ at the new or additional location?

29. Please specify what percentage of the total number of employees would be needed for each of the following: **(Please enter your response in numerical format (e.g., 10 to represent 10% or 72 to represent 72%. Please ensure that the sum of your responses equals 100.)**

	Percentage of Building Space
Managerial & professional	%
Technical	%
Skilled	%
Unskilled	%
TOTAL	100%

30. In your best estimate, what percentage of the total work force at this new or additional location would be full time workers?

Please enter your response in numerical format (e.g., 10 to represent 10% or 72 to represent 72%.

_____ % Full time workers

31. In your best estimate, what percentage of the total work force at this new or additional location would be hired locally?

Please enter your response in numerical format (e.g., 10 to represent 10% or 72 to represent 72%.

_____ % Workers hired locally

CID: _____

32. If your company were to relocate or expand to an additional location in the next 5 years, would you purchase or lease the property you would need?

- Purchase
- Lease (skip to Question 38) →
- Don't know (skip to Question 39) →

33. Would you purchase vacant land or would you purchase land with an existing structure?

- Vacant land
- Existing structure (skip to Question 36) →
- Don't know (skip to Question 39) →

34. Approximately, how much would you be willing to pay per acre for this land?

Please enter your response in U.S. dollars (e.g., \$340).

\$ _____

35. Approximately, how much would you expect to pay per square foot for the development of this property?

Please enter your response in U.S. dollars (e.g., \$340).

\$ _____
(Skip to question 39) →

36. Approximately, how much would you expect to pay for this location?

Please enter your response in U.S. dollars (e.g., \$340).

\$ _____

37. Approximately, how much would you expect to pay per square foot for improvements of this property?

Please enter your response in U.S. dollars (e.g., \$340).

\$ _____
(Skip to Question 39) →

38. In your best estimate, how much would you be willing to pay per square foot per month to lease this property?

Please enter your response in U.S. dollars (e.g., \$340).

\$ _____

39. In your best estimate, what would be the total annual sales or revenue at this location when things are fully operational?

- Less than 1 million dollars per year
- 1 million to 2 million dollars per year
- 2 million to 3 million dollars per year
- 3 million to 5 million dollars per year
- 5 million to 10 million dollars per year
- Over 10 million dollars per year
- Don't Know

40. Thank You very much for your help with our study. If you would like a copy of summary results when they are ready, please enter your email here:

41. If you have any comments or suggestions related to this survey, please write them in the space below.

Thank you for your participation.

CID: _____