

## APPENDIX A: Survey of Metropolitan Area Industrial Firms.

### A. Introduction

The survey of industrial firms in the Eugene-Springfield metropolitan area was conducted by Economic Consultants Oregon, Ltd. The purpose of the survey was to identify the relative importance of different location factors in location decisions for firms in Eugene and the metropolitan area.

### B. Methodology

As a first step in the survey, a cover letter and set of identification questions were sent to an updated list of industrial firms obtained from the State Employment Division. For purposes of the survey, industrial firms were defined as those engaged in manufacturing, wholesaling, and warehousing-transportation. Several of the questions were aimed at identifying how long a firm had been in its present location and whether or not it was considering relocating or expanding.

Three groups of firms were interviewed. It is from these interviews that the survey results were calculated. The three groups of firms were identified in the questionnaires that were returned and representatives from each group were selected for follow-up interviews. The first group (Group I) consisted of a sample of those firms that had been at their present location for less than six years. The second group (Group II) was composed of firms that were considering relocating or were in the process of relocating. The third group (Group III) was selected from those firms that were considering or had considered expansion at their firm's present location. In each case, the interview question was intended to determine the factors or forces that were instrumental in the firm's location decision.

Of 773 cover letters or questionnaires sent out, 245 were returned. Of those firms returning questionnaires, 134 fell in one or more of the three groups. A sample of 35 interviews were conducted with firms representing each of the three groups. In each case, the interview question involved an ordinal ranking of locational factors affecting: For Group I, the initial decision to locate at their present site; for Group II, the attractiveness of another site when relocation is being considered; and for Group III, the attractiveness of the present site when the decision is to remain. In this case, the ordinal ranking means that a choice of "one" indicates that the factor was of most importance in a location decision, whereas a choice of "five" indicates that factor had little or no influence on the location decision.

### Summary of Responses

For Group I, the interview question was, "What is the ordinal ranking of location factors affecting the initial decision to locate at your present site?" According to these respondents, the most important location factors were: access to output markets (i.e., access to the "interurban" transportation networks for all modes); expected growth of non-local markets; and the ability to expand their facilities. Of medium importance were: expected growth of local markets; desirable living environment for management personnel; and access to labor. Also of interest is the high ranking given by manufacturing firms to the factor of access to labor (i.e., the efficiency of the "intra-urban" transportation network for all modes). For these firms, that factor

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was most important. For the second group the interview question was, "What is the ordinal ranking of factors affecting the attractiveness of a site when considering relocation?" For these firms, the most important factor is improved access. Of medium importance is the size of the site. For the third group, the interview question was "what is the ordinal ranking of factors affecting the attractiveness of remaining at the present site?" For these firms, the most important factors were access, size of site, and fire services. Of medium importance was parking for management personnel.

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ORDINAL RANKING OF INDUSTRIAL LOCATION FACTORS FOR FIRMS  
INTERVIEWED IN THE METRO AREA\*

Questions	Ordinal Ranking†				
	1	2	3	4	5 No Response
1. What is the ordinal ranking of location factors for the initial decision to locate at your present site?					
A. Access to Consumers or Output Markets	12	8	2	3	3
B1. Expected Growth of Markets: Local	4	9	8	3	4
B2. Expected Growth of Markets: Non-local	4	6	3	2	9
C. Access to Labor	4	3	5	3	13
D. Access to Materials and Resources	2	4	4	5	13
E. Access to Other Factors or Inputs	6	2	1	0	4
F. Labor Costs	1	3	5	6	14
G. Availability of Skilled Labor	1	4	2	7	15
H. Access to a Desirable Environment for the Residences of Management Personnel	3	5	4	4	12
I. Low Freight Costs	0	1	8	3	16
J. Access to Similar or Related Firms	2	4	5	4	12
K. Taxes	3	2	4	4	16
L. Other	11	1	0	0	1
M. Other	3	0	0	0	0

\* Results of a survey conducted by Eugene Planning Department and Economic Consultants Oregon, December 1977.

† A rating of 1 means the factor was very important, while a rating of 5 had little or no effect on location decisions.

INTERVIEWED IN THE METRO AREA (continued)

Questions	Ordinal Ranking*					
	1	2	3	4	5	No Response
1. What is the ordinal ranking of factors affecting the attractiveness of a site when considering relocation?						
A. Improved Access to Shipping Routes and Facilities at Prospective Site	5	3	2	2	2	17
B. Larger Size of Site or Facility at Prospective Site	11	3	0	0	2	15
C. Greater Availability of Fire Services	1	1	3	2	8	16
D. Greater Availability of Police Services	2	1	1	2	9	16
E. Greater Availability of Utilities	2	1	3	2	7	16
F. Greater Availability of Parking Facilities for Skilled Employees	2	4	2	2	6	15
G. Other	2	4	0	0	0	25
H. Other	2	1	0	1	0	27
3. What is the ordinal ranking of factors affecting the attractiveness of remaining at present site?						
A. Adequate Access to Shipping Routes and Facilities at Current Site	5	8	2	3	5	8
B. Adequate Size of Site or Facility at Current Site	9	7	2	2	4	7
C. Adequate Availability of Fire Services	4	3	4	7	5	8

\* The ordinal rankings range from 1 as highest to 5 as lowest (of least importance). The no response category means exactly what it implies, firms that either by design of the survey or some problem didn't answer a particular question or part of a question.

INTERVIEWED IN THE METRO AREA (continued)

Questions	Ordinal Ranking*					No Response
	1	2	3	4	5	
1. What is the ordinal ranking of factors affecting the attractiveness of a site when considering relocation?						
A. Improved Access to Shipping Routes and Facilities at Prospective Site	5	3	2	2	2	17
B. Larger Size of Site or Facility at Prospective Site	11	3	0	0	2	15
C. Greater Availability of Fire Services	1	1	3	2	8	16
D. Greater Availability of Police Services	2	1	1	2	9	16
E. Greater Availability of Utilities	2	1	3	2	7	16
F. Greater Availability of Parking Facilities for Skilled Employees	2	4	2	2	6	15
G. Other	2	4	0	0	0	25
H. Other	2	1	0	1	0	27
3. What is the ordinal ranking of factors affecting the attractiveness of remaining at present site?						
A. Adequate Access to Shipping Routes and Facilities at Current Site	5	8	2	3	5	8
B. Adequate Size of Site or Facility at Current Site	9	7	2	2	4	7
C. Adequate Availability of Fire Services	4	3	4	7	5	8

\* The ordinal rankings range from 1 as highest to 5 as lowest (of least importance). The no response category means exactly what it implies, firms that either by design of the survey or some problem didn't answer a particular question or part of a question.

ORDINAL RANKING OF INDUSTRIAL LOCATION FACTORS FOR FIRMS  
INTERVIEWED IN THE METRO AREA (continued)

Questions	Ordinal Ranking*					No Response
	1	2	3	4	5	
D. Greater Availability of Police Services	2	3	4	8	6	8
E. Adequate Availability of Parking Facilities for Skilled Employees	2	7	3	3	1 8	8
G. Other	7	1	0	0	0	23
H. Other	3	0	0	0	0	28

\* Ibid.