

## University of Groningen

### Old firms in the Netherlands

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## APPENDICES

The questionnaires below were written in Dutch for use with native Dutch speakers; the author has translated them solely for the purposes of this document.

### Appendix 1: Telephone survey

#### question protocol

Name, address, contact.

1. What is your function at this firm?
2. Can you tell me the legal construction of your firm?
  - Single proprietor without personnel
  - Single proprietor with personnel
  - Partnership
  - General partnership
  - Limited partnership
  - Incorporated (inc.).
  - Limited (Ltd.)
3. Can you briefly describe your product or service?
4. Is the following zipcode the correct one for your firm's headquarters address? yes / no, if not what is the correct zipcode?
5. Does your firm have any overseas branches? yes/no, if so in which countries:
6. Has your firm ever expanded the current site or premises? yes / no
7. How many employees does your firm have at this moment? (all employees that work at least 12 hours a week)
8. Is it correct that your firm is founded in xxx (year)? yes / no: correct year
9. Does your firm still have the same identity as when it was founded? yes/no, please elaborate?
10. Is your firm a family firm?
11. Can you describe the original product or service of your firm, if different from the present activities?
12. Do you know if your firm has ever relocated since its founding? If so, how many times?
  - Never relocated
  - 1 - 3 times
  - More than 3 times
  - Don't know

If the answer was yes to relocation, the following question was put: were these relocations in your 'home region'?

13. Would your firm be willing to participate in a written survey as a follow up to this telephone survey? The written questionnaire will take about 20 minutes of your time.

## **Appendix 2: Written questionnaire for the old firms**

1. What is your function at this firm?
2. Can you tell me the legal construction of your firm?
  - Single proprietor without personnel
  - Single proprietor with personnel
  - Partnership
  - General partnership
  - Limited partnership
  - Incorporated (inc.).
  - Limited (Ltd.)
3. What is your the registered branch code at the chambers of commerce?
4. What product or service does your firm provide?
5. How many employees does your firm have at this moment? (all employees that work at least 12 hours a week or more)
6. What is the zipcode at your firm's location?
7. Does your firm have any branches in the Netherlands? If so, at what zipcodes?
8. Does your firm have branches abroad?
  - Yes, in the following countries.....
  - No
9. Which of the following situations is applicable for your firm's premises?
  - Owned
  - Leased
  - Rented
10. Has your firm ever expanded the current site or premises?
  - Yes
  - No
11. Which of the below types of location best describes your firm's location? (only one answer possible)
  - In the inner city / center of town.
  - At the edge of the inner city / center of town
  - Residential neighborhood
  - Office site or park
  - Business site for transportation /distribution
  - Industrial site for heavy industry
  - Business site for manufacturing
  - Rural area

12. How would you describe the accessibility of your firm's location? (one answer possible)
- Near an intercity train station
  - Near a regular train station
  - Near a public transportation interchange (underground / tram etc.)
  - Near a regional bus stop
  - Near a public transport stop (bus, underground, tram)
  - On an entrance road to the inner city / center of town
  - On / near a highway to another city / town
  - General access in the built environment
  - At / near a commodity exchange point (harbor / terminal)
  - Other
13. What is your appreciation of your current location? On a scale from 1 to 10, where 1 is a very low appreciation and 10 represents total satisfaction with your current location (please place a cross through your evaluation).
- 1 2 3 4 5 6 7 8 9 10
14. How do you appreciate the accessibility of your current location? On a scale from 1 to 10, where 1 is a very low appreciation and 10 represents total satisfaction with your current accessibility (please place a cross through your evaluation).
- 1 2 3 4 5 6 7 8 9 10
15. How would you describe the spread of your consumers?
- Local
  - Regional
  - National
  - International
16. How would you describe the spread of your suppliers?
- Local
  - Regional
  - National
  - International
17. How would you describe the spread of your competition?
- Local
  - Regional
  - National
  - International
18. All firms are to some extent embedded in a network of market relationships. How would you describe the spread of your network?
- Local
  - Regional
  - National
  - International

19. In terms of competition, is this:
  - Price-based?
  - Quality-based?
20. How would you describe your firm's position compared to the average firm in your line of business?
  - Better
  - Average
  - Worse
21. If your firm advertises (in magazines, billboards, or on radio or television) do you sometimes use the founding year of your firm as a marketing tool?
22. In what year was your firm founded?
23. Does your firm - in your opinion - still have the same identity as when it was founded? Yes or no, and please elaborate?
24. Can you describe the original product or service of your firm, if different from that the present-day activities?
25. Can you indicate the economic circumstances at the time of your firm's founding?
  - Prosperity (economic boom)
  - Recession
  - Depression (economic fall)
  - Economic revival
  - Don't know
26. Is your firm a family firm?
  - Yes
  - No, please go to question 28
27. Is your family still actively involved in the management?
  - Yes
  - No, not since.....
28. Does your firm have the proclamation 'purveyor to the court' or 'Royal'?
  - Yes, since.....
  - No
29. Can you indicate the approximate changes in the number of employees over the course of time?
  - Around January 1, 1800: ..... persons
  - Around January 1, 1850: ..... persons
  - Around January 1, 1900: ..... persons
  - Around January 1, 1950: ..... persons
  - Around January 1, 2000: ..... persons
30. Has your firm taken over any firms of importance? Can you describe this briefly?
31. Did these takeovers have any influence on the survival of your firm?

32. Do you know whether your firm has ever relocated since it was founded and, if so, how many times?
- Never relocated, please go to Question 35
  - 1 to 3 times
  - More than 3 times
  - Don't know, please go to Question 35
33. Can you give the zipcodes and/or place-names of the earlier locations (from the original to the most recent)?
34. Can you indicate approximately when and for what reason the firm relocated (from oldest to the most recent)?
- First relocation: about ..... (year), to..... (place)
- Reason:
- Supply of goods
  - Labor market
  - Expansion
  - Location in market (consumers, suppliers, competition)
- Second relocation: about ..... (year), to..... (place)
- Reason:
- Supply of goods
  - Labor market
  - Expansion
  - Location in market (consumers, suppliers, competition)
- Third relocation: about ..... (year), to..... (place)
- Reason:
- Supply of goods
  - Labor market
  - Expansion
  - Location in market (consumers, suppliers, competition)
35. Has your firm ever innovated during its existence?
- Yes
  - No, please go to Question 37

36. Can you mark in the table below the kind(s) of innovation(s) made in your firm? Could you also give a short explanation of the innovation?

First Innovation: .....

	<b>Primary:</b> your firm was the first in the world with this innovation	<b>Secondary:</b> your firm was first firm that implemented this innovation in the Netherlands.	<b>Tertiary:</b> your firm implemented this innovation, but was not the first in the country
<b>Product innovation</b>			
<b>Process innovation</b>			

Second Innovation: .....

	<b>Primary:</b> your firm was the first in the world with this innovation	<b>Secondary:</b> your firm was first firm that implemented this innovation in the Netherlands.	<b>Tertiary:</b> your firm implemented this innovation, but was not the first in the country
<b>Product innovation</b>			
<b>Process innovation</b>			

Third Innovation: .....

	<b>Primary:</b> your firm was the first in the world with this innovation	<b>Secondary:</b> your firm was first firm that implemented this innovation in the Netherlands.	<b>Tertiary:</b> your firm implemented this innovation, but was not the first in the country
<b>Product innovation</b>			
<b>Process innovation</b>			

37. Has your firm ever received a governmental subsidy within the framework of:
- Regional stimulation
  - Innovation stimulation
  - Sector development
  - Nature conservation
  - Labor costs
  - Individual firm support
38. If so, in your opinion, did this subsidy have any influence on the survival of your firm?
39. Does your firm have an educational program or courses?
- Yes, since.....
  - No, please go to question 41
40. What kind of courses and programs are these?
41. Does your firms have (or had in the past) any of the following facilities for its own employees?
- Staff association
  - Sporting club
  - Social club (drama group / walking group)
  - Company housing
  - Educational funds for employees
  - Educational funding for employees' children
  - Company retirement insurance scheme
42. Can you indicate in the table below whether your firm suffered from any of the problems that were common in the indicated periods?

	W.W. I 1914-18	Depression 1930-39	W.W. II 1940-45	Cold war 1950-80	ICT-era 1990- present
Family capital					
Personnel					
Production techniques					
Quality of production					
Resource Availability					
Sales					
Imports					
Exports					
Other:					



### **Appendix 3: Written questionnaire for Contrast group**

1. What is your function at this firm?
2. Can you tell me the legal construction of your firm?
  - Single proprietor without personnel
  - Single proprietor with personnel
  - Partnership
  - General partnership
  - Limited partnership
  - Incorporated (inc.).
  - Limited (Ltd.)
3. What product or service does your firm provide?
4. How many employees does your firm have at this moment? (all employees that work at least 12 hours a week or more)
5. What is the zipcode at your firm's location?
6. Does your firm have any branches in the Netherlands? If so, at what zipcodes?
7. Does your firm have branches abroad?
  - Yes, in the following countries.....
  - No
8. Which of the following situations is applicable for your firm's premises?
  - Owned
  - Leased
  - Rented
9. Has your firm ever expanded the current site or premises?
  - Yes
  - No
10. Which of the below types of location best describes your firm's location? (only one answer possible)
  - In the inner city / center of town.
  - At the edge of the inner city / center of town
  - Residential neighborhood
  - Office site or park
  - Business site for transportation /distribution
  - Industrial site for heavy industry
  - Business site for manufacturing
  - Rural area

11. How would you describe the accessibility of your firm's location? (one answer possible)
- Near an intercity train station
  - Near a regular train station
  - Near a public transportation interchange (underground / tram etc.)
  - Near a regional bus stop
  - Near a public transport stop (bus, underground, tram)
  - On an entrance road to the inner city / center of town
  - On / near a highway to another city / town
  - General access in the built environment
  - At / near a commodity exchange point (harbor / terminal)
  - Other
12. What is your appreciation of your current location? On a scale from 1 to 10, where 1 is a very low appreciation and 10 represents total satisfaction with your current location (please place a cross through your evaluation).  
1 2 3 4 5 6 7 8 9 10
13. How do you appreciate the accessibility of your current location? On a scale from 1 to 10, where 1 is a very low appreciation and 10 represents total satisfaction with your current accessibility (please place a cross through your evaluation).  
1 2 3 4 5 6 7 8 9 10
14. How would you describe the spread of your consumers?
- Local
  - Regional
  - National
  - International
15. How would you describe the spread of your suppliers?
- Local
  - Regional
  - National
  - International
16. How would you describe the spread of your competition?
- Local
  - Regional
  - National
  - International
17. All firms are to some extent embedded in a network of market relationships. How would you describe the spread of your network?
- Local
  - Regional
  - National
  - International

18. In terms of competition, is this:
- Price-based?
  - Quality-based?
19. How would you describe your firm's position compared to the average firm in your line of business?
- Better
  - Average
  - Worse
20. In what year is your firm founded?
21. Is your firm a family firm?
- Yes
  - No
22. Does your firm have the proclamation 'purveyor to the court' or 'Royal'?
- Yes, since.....
  - No
23. Has your firm taken over any firms of importance? Can you describe this briefly?
24. Do you know whether your firm has ever relocated since it was founded and, if so, how many times?
- Never relocated, please go to Question 27
  - 1 to 3 times
  - More than 3 times
  - Don't know, please go to Question 27
25. Can you give the zipcodes and/or place-names of the earlier locations (from the original to the most recent)?
- First location
  - Second location
  - Third location
26. Can you indicate approximately when and for what reason the firm relocated?
- Reason:
- Supply of goods
  - Labor market
  - Expansion
  - Location in market (consumers, suppliers, competition)
27. Has your firm ever innovated during its existence?
- Yes
  - No, please go to Question 29

28. Can you mark in the table below the kind(s) of innovation(s) made in your firm? Could you also give a short explanation of the innovation?

Innovation: .....

	<b>Primary:</b> your firm was the first in the world with this innovation	<b>Secondary:</b> your firm was first firm that implemented this innovation in the Netherlands.	<b>Tertiary:</b> your firm implemented this innovation, but was not the first in the country
<b>Product innovation</b>			
<b>Process innovation</b>			

29. Has your firm ever had a government subsidy within the framework of:

- Regional stimulation
- Innovation stimulation
- Sector development
- Nature conservation
- Labor costs
- Individual firm support

30. Does your firm have an educational program or courses?

- Yes, since.....
- No, please go to question 32

31. What kinds of courses and education programs are there?

32. Does your firm have (or had in the past) one or more of the following facilities for its own employees?

- Staff association
- Sporting club
- Social club (e.g. drama group / walking club)
- Company housing
- Educational funding for employees
- Educational funding for children of employees
- Company's retirement insurance scheme

33. Can you briefly describe your firm's identity?

34. Does your firm has a specific firm-culture and, if so, can you briefly describe this?

#### **Appendix 4: Results from written questionnaires (old and younger firms)**

Results from written survey on ‘old firms in the Netherlands and contrast group’  
(N = 181: 37 cases are ‘old firms’; 144 cases make up the ‘contrast group’)

##### Age distribution:

Age	Percentage
0 - 5 years old	9.5%
6 - 10 years old	10.6%
11 - 25 years old	20.7%
26 – 50 years old	21.2%
51 – 100 years old	15.6%
101-200 years old	14.0%
201 years or older	8.3%

##### Average appreciation of current site and situation (on a scale from 1 to 10):

	All	Old	Rest
Location	7.7	7.4	7.8
Accessibility	7.4	7.0	7.5

##### Sites:

	All	Old	Rest
Single site	88.3%	88.9%	88.1%
Branch plants	11.7%	11.1%	11.9%

##### Legal Status:

	All	Old	Rest
Single proprietor	54.2%	55.6%	53.8%
Single proprietor with employees	14.5%	11.1%	15.4%
Private partnership	18.4%	11.0%	20.3%
General partnership	12.3%	22.2%	9.8%
Other	0.6%	0.0%	0.7%

##### Foreign branches:

	All	Old	Rest
None	83.2%	80.6%	83.9%
Within EU	10.6%	8.3%	11.2%
Outside EU	1.7%	2.8%	1.4%
World wide	4.5%	8.3%	3.5%

Premises:

	All	Old	Rest
Owned	50.8%	72.2%	45.5%
Rented	45.3%	25.0%	1.4%
Leased	1.1%	2.8%	50.3%

Locational adaptation:

	All	Old	Rest
Locational adaptation	55.3%	69.4%	48.3%
No locational adaptation	44.7%	30.6%	51.7%

Type of location:

	All	Old	Rest
Inner city	11.2%	16,7%	4.2%
Edge inner city	17.9%	41,7%	11.9%
Residential	7.8%	8,3%	7.7%
Office Park	3.9%	2,8%	4.2%
Transportation site	6.7%	2.7%	7.7%
Heavy industry site	6.7%	2.8%	5.5%
Manufacturing site	40.2%	25.0%	44.1%
Rural area	5.6%	0.0%	7.0%

Accessibility of location:

	All	Old	Rest
Intercity train station	3.9%	2.8%	4.2%
Regular train station	5.0%	5.6%	4.9%
Public Transportation point	1.1%	2.8%	0.7%
Regional bus station	2.2%	2.8%	2.1%
Public transportation stop	5.6%	13.9%	3.5%
Inner-city entrance road	14.0%	25.0%	11.2%
Highway to another city	32.4%	22.2%	35.0%
General access within the built environment	16.8%	16.7%	16.8%
Commodity exchange point	3.4%	2.8%	3.5%
Other	15.6%	5.6%	18.2%

In terms of network relationships, the following results were found:

Spread of consumers:

	All	Old	Rest
Local	5.6%	8.3%	4.9%
Regional	27.4%	5.6%	29.4%
National	33.0%	38.9%	35.7%
International	34.1%	52.8%	30.1%

Spread of suppliers:

	All	Old	Rest
Local	2.2%	2.8%	2.1%
Regional	19.0%	5.6%	22.4%
National	44.1%	38.9%	45.5%
International	34.1%	52.8%	29.3%

Spread of competition:

	All	Old	Rest
Local	6.1%	5.6%	6.3%
Regional	22.9%	19.4%	23.8%
National	43.0%	36.1%	44.8%
International	27.4%	36.1%	25.2%

Network of market relationships:

	All	Old	Rest
Local	6.1%	8.3%	5.6%
Regional	34.1%	25.0%	36.6%
National	26.8%	25.0%	27.5%
International	32.4%	41.7%	30.3%

Competition:

	All	Old	Rest
Price	65.4%	52.8%	68.5%
Quality	17.3%	22.2%	16.1%
Both	15.6%	19.4%	14.7%

Branch situation:

	All	Old	Rest
Better	44.7%	38.9%	46.2%
Same	52.5%	55.6%	51.7%
Worse	2.8%	5.6%	2.1%

Family firms:

	All	Old	Rest
Yes	55.3%	86.6%	52.4
No	44.7%	13.9%	47.6%

#### Size distribution of the firms

	All	Old	Rest
2-9 employees	15.6%	33.3%	11.2%
10-25 employees	44.7%	25.0%	49.7%
26-50 employees	18.4%	8.3%	21.0%
51-100 employees	9.5%	11.1%	9.1%
101 + employees	11.7%	22.2%	9.1%

#### Sectors:

	All	Old	Rest
Transport/communication	7.8%	2.8%	9.1%
Financial services	2.8%	2.8%	2.8%
Business services	9.5%	0.0%	11.9%
Other services	20.1%	5.6%	23.8%
Engineering	4.5%	5.6%	4.2%
Food and drinks	5.0%	11.1%	3.5%
Publishing / printing	6.7%	19.4%	3.5%
Other manufacturing	16.2%	30.6%	12.6%
Construction	16.8%	11.1%	18.2%
Wholesale	10.6%	11.1%	10.5%

#### Provincial distribution

	All	Old	Rest
Groningen	2.0%	2.8%	2.8%
Fryslan	8.4%	13.9%	7.0%
Drenthe	0.6%	0.0%	0.7%
Overijssel	7.8%	5.6%	8.4%
Gelderland	10.1%	8.3%	10.5%
Utrecht	7.3%	8.3%	7.0%
Limburg	5.0%	5.6%	4.9%
Noord Brabant	20.1%	5.6%	23.8%
Zeeland	1.7%	0.0%	2.1%
Zuid Holland	21.2%	16.7%	22.4%
Noord Holland	15.1%	33.3%	10.5%
Flevoland	0.0%	0.0%	0.0%

#### Takeovers

	All	Old	Rest
Takeover	19.0%	44.4%	12.6%
No takeover	81.0%	55.6%	87.4%



Relocation			
	All	Old	Rest
Relocated	69.3%	61.1%	71.3%
Original Site	30.7%	38.9%	28.7%

Relocation reasons: (percentage of relocated firms)			
	All	Old	Rest
Distribution goods	11.3%	9.1%	11.8%
Labor market	4.0%	4.5%	3.9%
Lack of space	73.0%	68.2%	73.5%
Market situation	10.5%	4.5%	11.8%

Percentage of these relocations in the home region:			
	All	Old	Rest
Home region	76.0%	77.0%	75.4%
Further afield	24.0%	23.0%	24.5%

Innovative behaviour:			
	All	Old	Rest
Innovative	49.2%	63.9%	54.5%
Not innovative	50.8%	36.1%	45.5%

Types of innovation <sup>1</sup> :			
	All	Old	Rest
Primary product	14.8%	21.7%	12.3%
Primary process	8.0%	17.4%	4.6%
Secondary product	29.5%	34.8%	27.7%
Secondary process	12.5%	13.0%	12.3%
Tertiary product	40.9%	30.4%	44.6%
Tertiary process	40.9%	26.1%	46.2%

Subsidy:			
	All	Old	Rest
Yes	39.7%	36.1%	40.6%
No	60.3%	63.9%	59.4%

Type of subsidy<sup>ii</sup>

	All	Old	Rest
Regional stimulus	14.1%	30.8%	10.3%
Innovation stimulus	33.8%	61.5%	27.6%
Sectoral development	11.3%	7.7%	12.1%
Environmental protection	14.1%	23.1%	12.1%
Labor costs	49.3%	46.2%	50.0%
Individual firmssupport	5.6%	7.7%	5.2%

**Appendix 5**

Results of the content analysis.

	product	family	Name	tradition	location	structure	market	size	sentences	pictures	TOTAL
<b>1</b>	158	4	70	59	48	7	13	0	187	33	220
Rel.	0.718	0.018	0.318	0.268	0.218	0.032	0.059	0			
<b>2</b>	273	0	19	10	1	6	9	0	216	36	252
Rel.	1.083	0	0.075	0.04	0,004	0.024	0.036	0			
<b>3</b>	91	0	13	9	9	5	2	0	96	23	119
Rel.	0.765	0	0.109	0.076	0.076	0.042	0.017	0			
<b>4</b>	43	0	8	17	3	2	0	0	46	20	66
Rel.	0.652	0	0.121	0.258	0.045	0.03	0	0			
<b>5</b>	132	1	25	14	1	8	1	0	109	12	121
Rel.	1.09	0.008	0.207	0.116	0.008	0.66	0.008	0			
<b>6</b>	386	0	64	167	5	14	0	0	539	31	570
Rel.	0.677	0	0.112	0.293	0.009	0.025	0	0			
<b>7</b>	205	14	53	171	68	25	1	0	356	69	425
Rel.	0.482	0.033	0.125	0.402	0.16	0.059	0.002	0			
<b>8</b>	97	52	18	81	25	3	0	2	149	23	172
Rel.	0.564	0.302	0.105	0.471	0.145	0.017	0	0.01			
<b>9</b>	40	0	7	18	13	0	0	1	66	15	81
Rel.	0.494	0	0.086	0.222	0.16	0	0	0.01			
<b>10</b>	76	4	86	30	39	10	25	0	248	20	268
Rel.	0.286	0.015	0.321	0.112	0.146	0.037	0.093	0			
<b>11</b>	68	7	7	15	3	0	1	0	41	37	78
Rel.	0.872	0.09	0.09	0.192	0.038	0	0.013	0			
<b>12</b>	89	2	27	17	6	10	15	8	106	20	126
Rel.	0.706	0.16	0.214	0.135	0.018	0.079	0.119	0.06			
<b>13</b>	104	4	49	19	1	8	15	0	151	0	151
Rel.	0.689	0.026	0.325	0.126	0.007	0.053	0.1	0			

	product	family	name	tradition	location	structure	market	size	sentences	pictures	TOTAL
<b>14</b>	74	6	20	13	11	3	4	4	118	0	118
Rel.	0.627	0.051	0.169	0.11	0.09	0.025	0.034	0.03			
<b>15</b>	186	3	71	35	13	33	27	0	281	11	292
Rel.	0.637	0.01	0.243	0.12	0.045	0.113	0.092	0			
<b>16</b>	80	6	66	12	15	17	5	2	149	0	149
Rel.	0.537	0.04	0.443	0.081	0.101	0.114	0.034	0.01			
<b>17</b>	72	4	7	10	11	1	0	0	50	11	61
Rel.	1.18	0.066	0.115	0.164	0.18	0.016	0	0			
<b>18</b>	49	4	16	24	5	2	7	3	58	17	75
Rel.	0.653	0.051	0.213	0.32	0.067	0.027	0.093	0.04			
<b>19</b>	66	5	15	5	11	2	2	0	97	6	103
Rel.	0.641	0.049	0.146	0.49	0.107	0.019	0.019	0			
<b>20</b>	171	0	11	0	0	6	2	0	56	147	203
Rel.	0.842	0	0.054	0	0	0.03	0.01	0			
<b>21</b>	35	0	6	6	3	2	0	0	38	5	43
Rel.	0.814	0	0.14	0.14	0.07	0.047	0	0			
<b>22</b>	50	0	10	4	8	7	0	1	49	19	68
Rel.	0.735	0	0.147	0.059	0.118	0.103	0	0.02			
<b>23</b>	58	2	10	16	12	2	0	2	57	22	79
Rel.	0.734	0.025	0.127	0.203	0.152	0.025	0	0.03			
<b>24</b>	44	0	13	2	4	10	6	2	64	0	64
Rel.	0.688	0	0.203	0.031	0.063	0.156	0.094	0.03			
<b>25</b>	17	0	7	2	3	0	0	0	13	7	20
Rel.	0.85	0	0.35	0.05	0.15	0	0	0			
<b>26</b>	51	0	16	4	3	4	3	0	31	5	36
Rel.	1.417	0	0.444	0.111	0.083	0.111	0.083	0			
<b>27</b>	14	0	6	0	2	0	0	0	20	8	28
Rel.	0.5	0	0.214	0	0.071	0	0	0			
<b>28</b>	82	0	54	4	0	8	1	0	199	0	199
Rel.	0.412	0	0.271	0.211	0	0.04	0.005	0			
<b>29</b>	60	0	12	9	6	1	3	1	93	13	106
Rel.	0.566	0	0.113	0.085	0.057	0.009	0.028	0.01			
<b>30</b>	26	0	22	4	4	4	0	1	25	6	31
Rel.	0.839	0	0.71	0.129	0.129	0.129	0	0.03			
<b>31</b>	13	0	8	0	2	0	0	0	17	5	22
Rel.	0.591	0	0.364	0	0.091	0	0	0			
<b>32</b>	70	0	24	14	8	6	2	0	74	22	96
Rel.	0.729	0	0.25	0.146	0.083	0.063	0.021	0			

	product	family	name	tradition	location	structure	market	size	sentences	pictures	TOTAL
<b>33</b>	73	1	24	9	2	4	3	2	83	13	96
Rel.	0.76	0.01	0.25	0.094	0.021	0.042	0.031	0.02			
<b>34</b>	65	0	10	5	6	0	0	0	72	10	82
Rel.	0.793	0	0.122	0.061	0.073	0	0	0			
<b>35</b>	175	0	96	20	2	23	6	1	405	3	408
Rel.	0.429	0	0.235	0.049	0.005	0.056	0.015	0			
<b>36</b>	55	4	24	16	5	18	8	0	85	5	90
Rel.	0.611	0.044	0.267	0.178	0.056	0.2	0.089	0			
<b>37</b>	76	0	34	25	8	17	16	7	98	8	106
Rel.	0.717	0	0.321	0.236	0.075	0.16	0.151	0.07			
<b>38</b>	73	0	21	1	2	2	1	1	75	15	90
Rel.	0.811	0	0.233	0.011	0.022	0.022	0.011	0.01			
<b>39</b>	57	0	13	12	7	0	3	0	87	6	93
Rel.	0.613	0	0.14	0.129	0.075	0	0.032	0			
<b>40</b>	53	0	10	3	3	2	0	0	28	23	51
Rel.	1.034	0	0.196	0.059	0.059	0.039	0	0			
<b>41</b>	44	0	14	7	1	4	3	0	53	1	54
Rel.	0.815	0	0.26	0.13	0.019	0.074	0.056	0			
<b>42</b>	20	2	3	5	6	0	2	0	16	7	23
Rel.	0.87	0.087	0.13	0.217	0.261	0	0.087	0			
<b>43</b>	30	15	11	23	13	4	3	1	79	3	82
Rel.	0.366	0.183	0.134	0.28	0.159	0.049	0.037	0.01			
<b>44</b>	169	0	9	6	1	8	11	4	233	11	244
Rel.	0.693	0	0.037	0.025	0.004	0.033	0.045	0.01			
<b>45</b>	167	0	16	12	6	0	0	1	163	29	192
Rel.	0.87	0	0.083	0.063	0.031	0	0	0.01			
<b>46</b>	41	0	2	10	13	1	0	0	69	5	74
Rel.	0.554	0	0.027	0.135	0.176	0.014	0	0			
<b>47</b>	30	0	10	4	2	2	2	1	27	2	29
Rel.	1.034	0	0.345	0.138	0.069	0.069	0.069	0.03			
<b>48</b>	23	0	10	1	1	0	1	0	27	4	31
Rel.	0.742	0	0.322	0.032	0.032	0	0.032	0			
<b>49</b>	69	1	9	8	10	4	2	3	70	32	102
Rel.	0.676	0.01	0.088	0.078	0.098	0.039	0.02	0.29			
<b>50</b>	42	0	20	0	6	5	4	8	42	7	49
Rel.	0.857	0	0.408	0	0.122	0.102	0.082	0.16			

	<b>product</b>	<b>family</b>	<b>name</b>	<b>tradition</b>	<b>location</b>	<b>structure</b>	<b>market</b>	<b>size</b>	<b>sentences</b>	<b>pictures</b>	<b>TOTAL</b>
<b>51</b>	19	3	1	1	0	1	0	0	21	10	31
Rel.	0.613	0.097	0.032	0.032	0	0.032	0	0			
<b>52</b>	52	2	4	37	11	2	0	2	47	10	57
Rel.	0.912	0.035	0.07	0.649	0.018	0.35	0	0.35			
<b>53</b>	50	0	22	11	3	0	1	0	47	4	51
Rel.	0.98	0	0.431	0.216	0.059	0	0.02	0			
<b>54</b>	57	0	1	0	1	0	0	0	52	11	63
Rel.	0.905	0	0.016	0	0.016	0	0	0			
<b>55</b>	69	0	13	10	3	2	0	0	68	5	73
Rel.	0.945	0	0.178	0.137	0.041	0.027	0	0			
<b>56</b>	107	26	28	30	21	2	13	0	213	16	229
Rel.	0.467	0.114	0.122	0.121	0.092	0.009	0.057	0			
<b>57</b>	70	0	6	14	13	0	4	0	58	10	68
Rel.	1.029	0	0.088	0.206	0.191	0	0.059	0			
<b>58</b>	165	1	25	15	2	4	12	3	134	82	216
Rel.	0.764	0.05	0.116	0.069	0.01	0.019	0.056	0.01			
<b>59</b>	44	0	8	0	1	4	1	0	66	12	78
Rel.	0.564	0	0.103	0	0.013	0.051	0.013	0			
<b>60</b>	74	0	10	2	0	0	0	1	61	5	66
Rel.	1.121	0	0.152	0.03	0	0	0	0.02			
<b>61</b>	72	0	13	3	1	0	2	0	47	10	57
Rel.	1.263	0	0.228	0.053	0.018	0	0.035	0			
<b>62</b>	37	0	1	2	10	8	3	2	54	10	64
Rel.	0.578	0	0.016	0.031	0.156	0.125	0.047	0.03			
<b>63</b>	42	0	13	4	6	0	17	2	37	7	44
Rel.	1.048	0	0.295	0.091	0.136	0	0.386	0.05			
<b>64</b>	17	0	14	6	1	0	1	1	34	2	36
Rel.	0.5	0	0.389	0.167	0.028	0	0.028	0.03			
<b>65</b>	85	0	8	8	2	1	0	0	93	3	96
Rel.	0.885	0	0.083	0.083	0.021	0.01	0	0			
<b>66</b>	76	6	13	13	18	4	0	3	71	48	119
Rel.	0.689	0.05	0.109	0.109	0.151	0.034	0	0.03			
<b>67</b>	62	0	5	4	2	7	0	0	88	7	95
Rel.	0.653	0	0.053	0.021	0.021	0.074	0	0			
<b>68</b>	55	0	5	1	12	5	12	6	55	12	67
Rel.	0.821	0	0.075	0.015	0.179	0.075	0.179	0.09			

	<b>product</b>	<b>family</b>	<b>name</b>	<b>tradition</b>	<b>location</b>	<b>structure</b>	<b>market</b>	<b>size</b>	<b>sentences</b>	<b>pictures</b>	<b>TOTAL</b>
<b>69</b>	57	12	15	10	21	0	4	0	92	15	107
Rel.	0.533	0.112	0.14	0.093	0.196	0	0.037	0			
<b>70</b>	32	10	10	9	9	0	2	0	64	3	67
Rel.	0.478	0.149	0.149	0.134	0.134	0	0.03	0			

<sup>i</sup> Percentages of types of innovation can add up to over 100%, since some firms had multiple types of innovation.

<sup>ii</sup> These percentages can add up to over 100% because some firms got several subsidies

