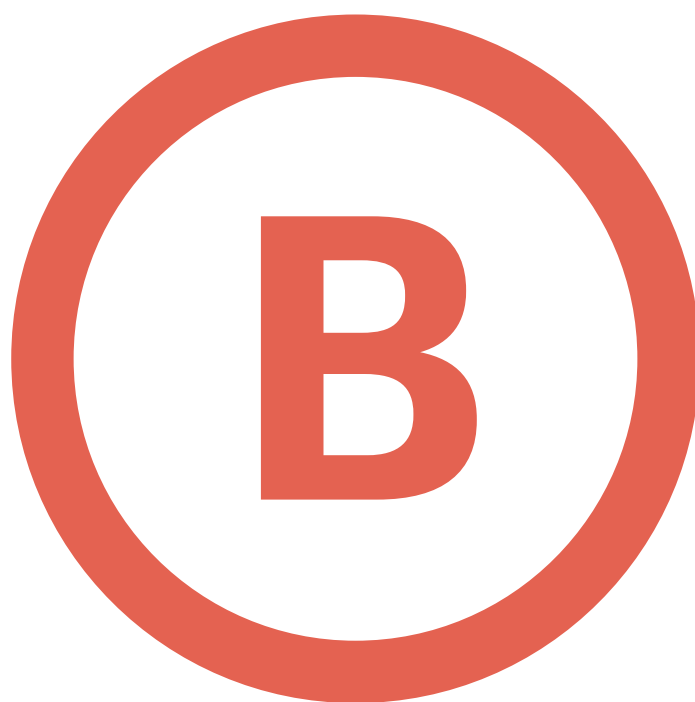


Barcelona Global International Council

Perception Survey

December 2018



We want to make **Barcelona**
one of the **world's best cities**
for talent and economic activity.

Barcelona Global International Council is a network of 90 professionals established around the world with a shared commitment to Barcelona: through the identification of opportunities for investment and business for our city, they seek to promote the image and prestige of Barcelona internationally. The members of the International Council, from their respective cities of residence and professional areas, help us to detect the challenges confronting our city.



International Council Perception Survey

8th Edition December 2018

At Barcelona Global we benefit from the more detached view of the International Council members, who tell us how they perceive the city in terms of business-friendliness, talent, quality of life and brand, and help us to understand the image Barcelona conveys to the rest of the world. The survey consists of 24 questions, all of them relating to Barcelona Global's objectives.

About the International Council Perception Survey

We introduce to you the seventh edition of the International Council Perception Survey. This opinion poll aims to follow the progression of various measurements related to Barcelona's image over time in order to increase its competitiveness and further Barcelona Global's mission.

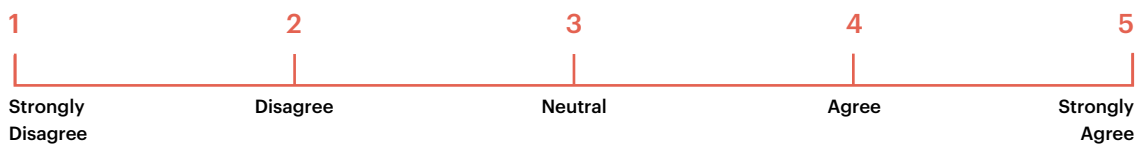
Rather than basing our analysis on statistics or data, we asked members of the International Council to give their instinctual reaction to each of the prompts. In this way, the true perception of Barcelona in the eyes of those living abroad is captured through a combination of objective facts (coming from their experience living in or conducting business in Barcelona) and subjective opinion (stemming inherently from geographical distance). Ideally, these intuitive responses represent more accurately the perceptions of different professionals with the similar detached, distant perspective that comes from living outside of Barcelona.

The data represented comes from the average scores of 62 respondents from the International Council, out of 85 total members. This time, the report comprises only the Monitor (fixed) section.

Methodology

The objective of this survey is to ask a set group of professionals with ties to Barcelona, living in different cities around the world, how the economic competitiveness of Barcelona, among other characteristics, is perceived.

In total, the Barcelona Global International Council Perception Survey consists of 24 prompts, 19 of which were measured on a scale of 1 to 5 to gauge the degree of agreement or disagreement pertaining to various topics related to Barcelona Global's goals. One is an open-ended multiple choice question, 3 are Net Promoter Score questions and one is an open-ended text response question.



Overview

Between November and December, **we carried out the International Council Perception Survey for the seventh consecutive year.** The survey has been sent to the 85 members of the International Council.

For members abroad, Barcelona is still a great brand (4.74), which after a considerable loss in its valuation in 2017, partially recovers its position.

58% of those surveyed would recommend Barcelona to a friend as a city to live in at the moment, recovering in the “net promoter score” the indices of previous years.

The question about Barcelona as a city to study in, has been incorporated this year. Highlighting with 59% those who would fervently recommend the city as a destination to study an MBA or master’s degree, and only 15% those who would not. **This is one of the pillars of Barcelona’s positioning in the world.**

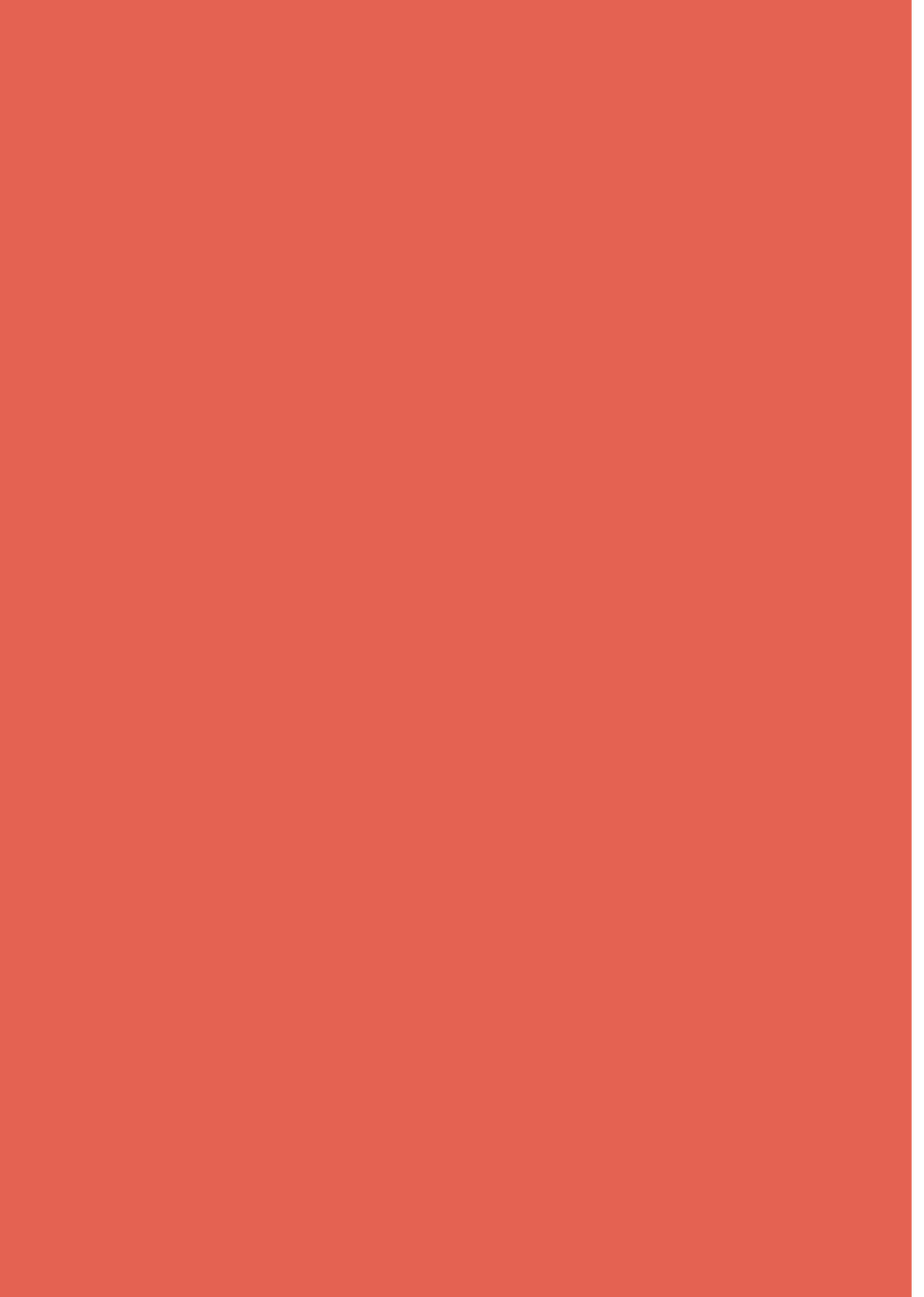
In all editions carried out, Barcelona is perceived as standing out for its high quality of life (4.52), attractive for attracting talent, culturally dynamic (4.44) and with potential in the technological and digital hub.

However, as in previous editions, Barcelona’s brand is not associated with that of a business city (2.79), but as a creative (4.08) and global city (3.66), well below the potential they see Barcelona has in this field (4.3).

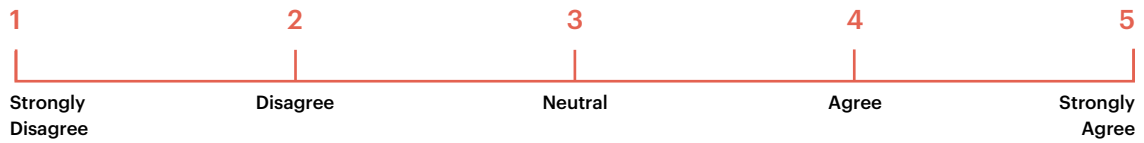
As for Barcelona’s ability to attract talent, the magnetism and potential of the city (4.66) stands out once again. At the same time, Barcelona is perceived as a welcoming city (4.16), although it is detected with a 3.66 that it is not so easy to find qualified workers. In 2018, the potential as an entrepreneurial hub received the best rating with a 3.89.

In terms of economic areas, Barcelona’s people around the world perceive Barcelona’s economy as an economy very focused on tourism, sports and architecture. **Moreover, technology emerges as a sector to be taken into account.**

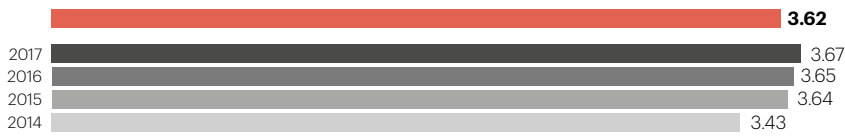
As challenges to be addressed, political instability remains one of the most important issues to deal with. Bureaucracy, the level of English in administration and taxation are other challenges to overcome, which are even more worrying than in the previous Survey.



1. Perception of Business Attractiveness



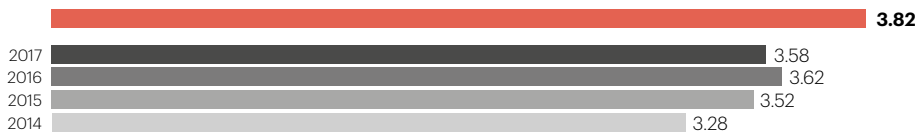
Barcelona is an alluring city for business in general.



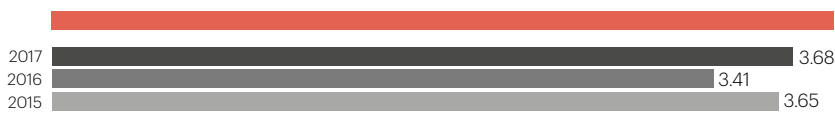
It is easy to do business in Barcelona.



Barcelona is well-positioned in terms of research and development.



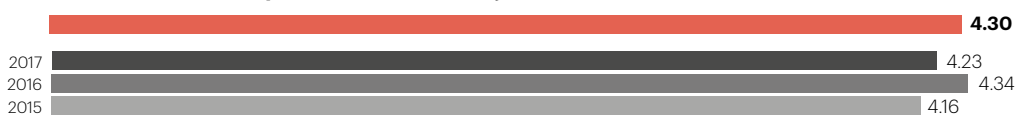
Barcelona has an efficient business infrastructure, with high quality and cost-effective office space.



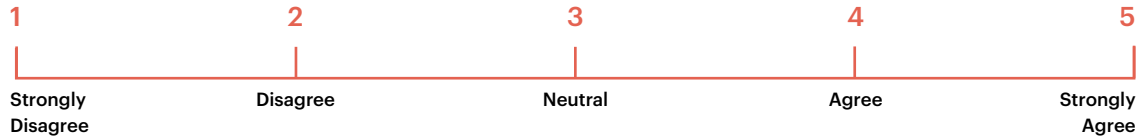
Barcelona's airport has a high level of international connectivity.



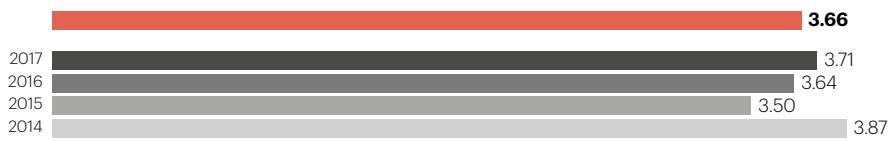
Barcelona has the potential to be a major business hub.



2. Perception of Talent



Barcelona is a city where it is easy to find qualified staff.



Barcelona is a hub for startups and entrepreneurship.



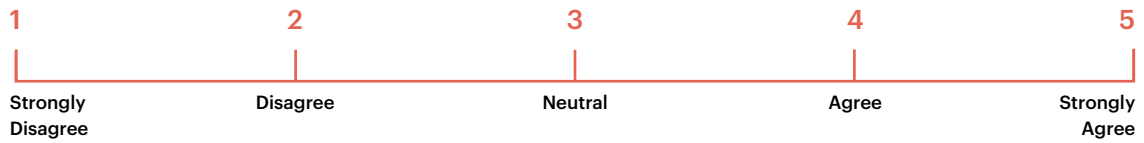
Barcelona is an inviting city for international professionals.



Barcelona has the potential to be a magnet for talent.



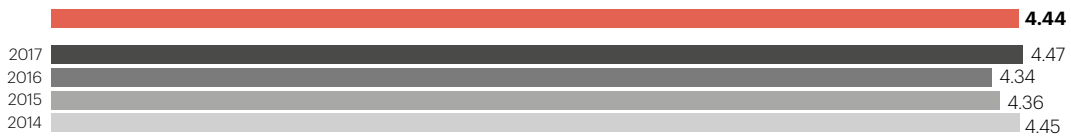
3. Perception of Quality of Life



Barcelona is a city with a high quality of life.



From an international point of view, Barcelona is a culturally attractive city.



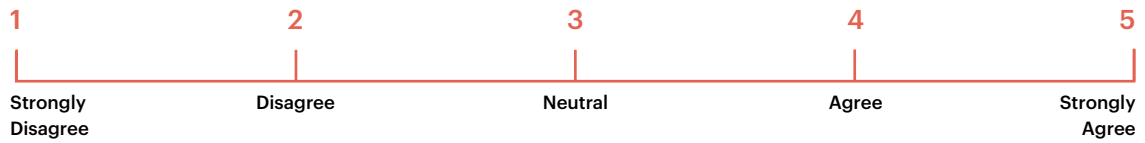
Barcelona is an environmentally sustainable city.



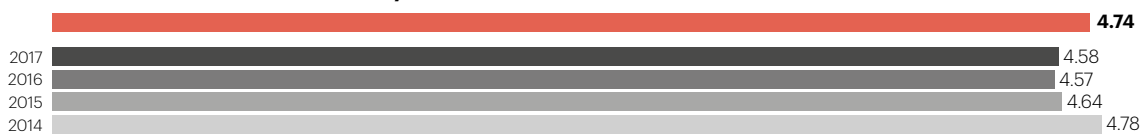
Barcelona has efficient transportation networks.



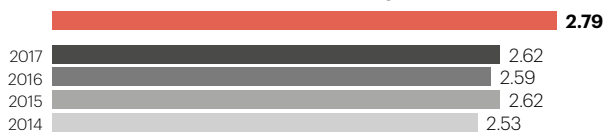
4 • Perception of Brand



Barcelona is an internationally well-known brand.



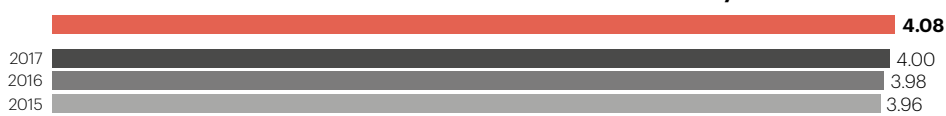
Barcelona's brand is currently associated with business.



Barcelona's brand is associated with that of a "smart city".



Barcelona's brand is associated with that of a "creative city".



Barcelona has the potential to remake its brand/image.

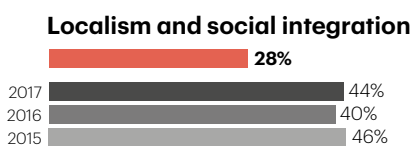
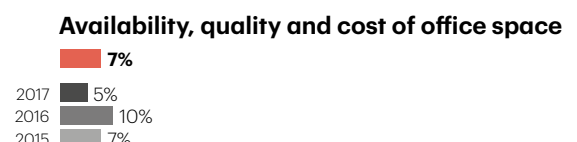
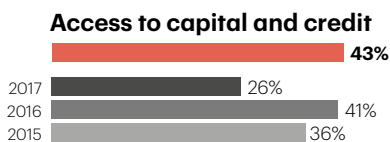
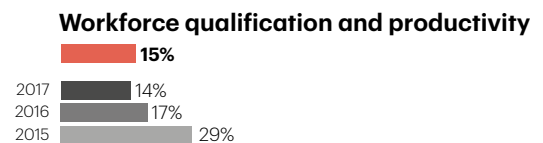
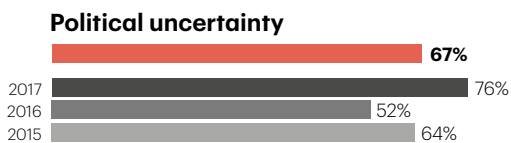
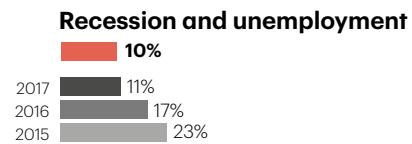
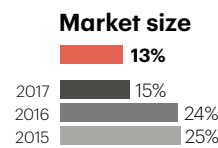
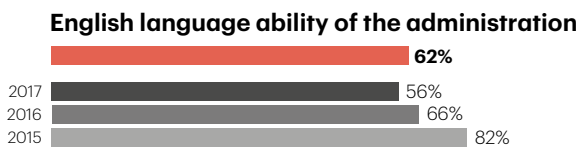
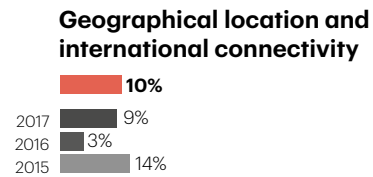
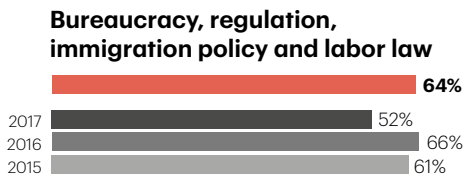


With which sectors or categories is Barcelona currently associated?



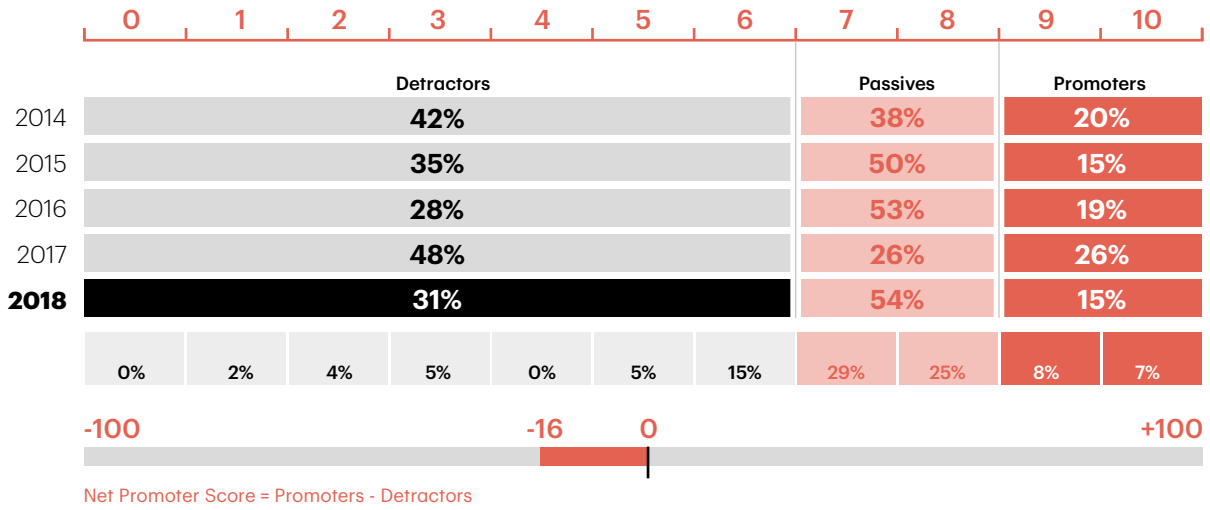
5. Challenges and NPS

Please select what you perceive as some of Barcelona's biggest challenges in terms of attracting new business, talent and investment.

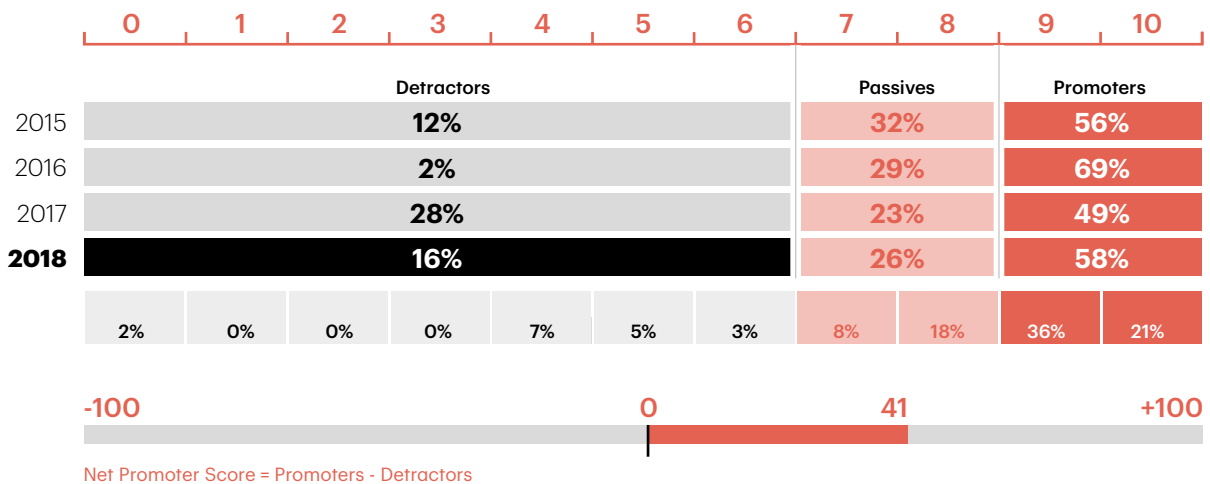


6. Net Promoter Score

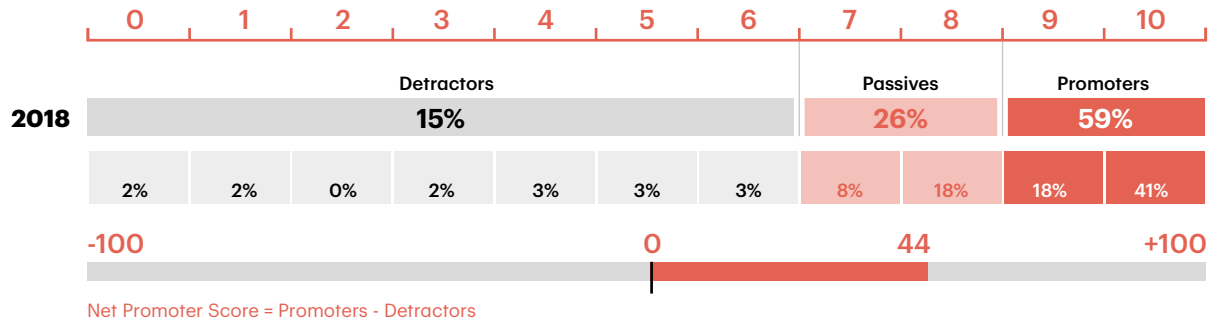
How likely is it that you would recommend Barcelona to a friend or colleague as a city to do business or invest in right now?



How likely is it that you would recommend Barcelona to a friend or colleague as a city to live in right now?



How likely is it that you would recommend Barcelona to a friend or colleague as a city to study a master degree or MBA?



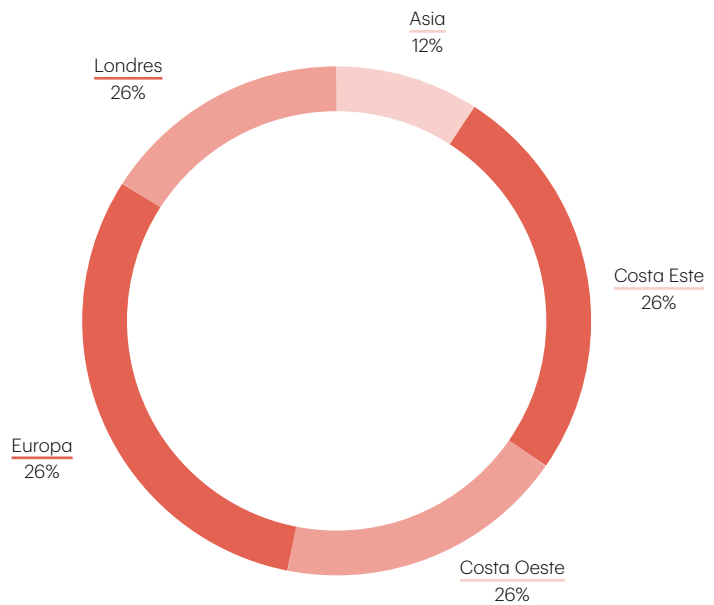
International Council: Member's profile

Total members of the International Council	85
Answers at Perception Survey	63
Rate of answers	74%

REGIONS

Top 5 Cities

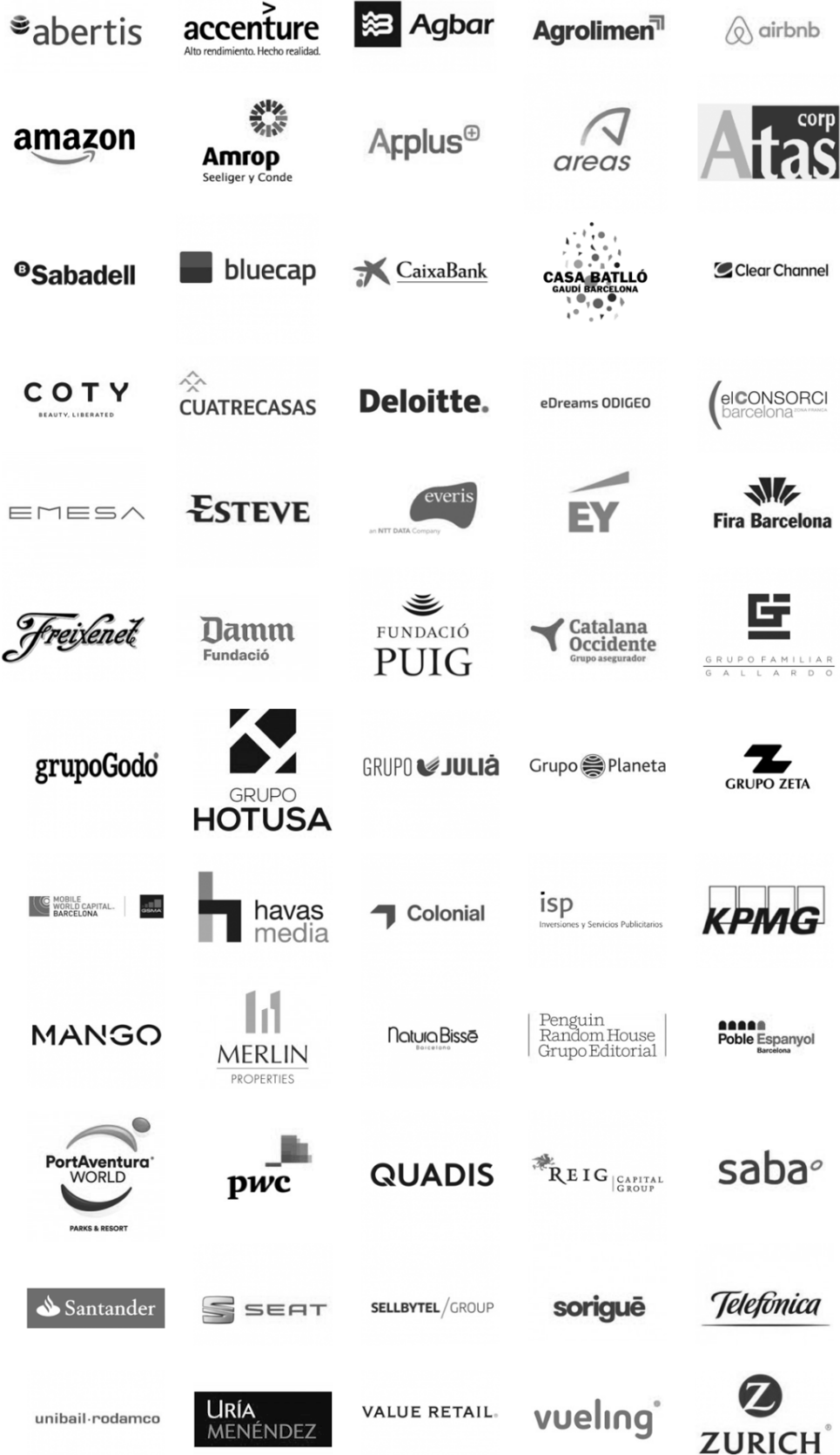
London	12
Miami	10
Los Angeles	6
New York	5
Zurich	4



Socios corporativos



Socios corporativos protectores



Diagonal 579
Barcelona 08014
+34 936 761 250
barcelonaglobal@barcelonaglobal.org
barcelonaglobal.org
@barcelonaglobal

Make it happen!



**Barcelona
Global**