



BARCELONA  
GLOBAL  
International Council

# International Council: Perception Survey

Edition | December 2015



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## Vice-President

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## CEO

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Mateu Hernández

## OUR MISSION

*To actively contribute to making Barcelona one of the best cities in the world to attract talent and develop economic activity.*







# INTERNATIONAL **COUNCIL**

*Barcelona Global International Council is an international network of Barcelonians committed to promoting the image and prestige of Barcelona and identifying investment and business opportunities for the city.*

*Make it happen !*



An aerial photograph of a city, likely Barcelona, with a blue overlay. The image shows a dense urban landscape with numerous buildings, a harbor with ships, and a large stadium in the background. The text is overlaid on the right side of the image.

# International Council Perception Survey

**Edition** | December 2015



# About the International Council Perception Survey

This is the fourth edition of the International Council Perception Survey. The survey aims to follow the progression over time of various measurements related to Barcelona's image 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 fact (coming from their experience living in or conducting business in Barcelona) and subjective opinion (stemming inherently from geographical distance). Ideally, these intuitive responses more accurately represent the perceptions of other professionals with the similar detached, distant perspective that comes from living outside of Barcelona.

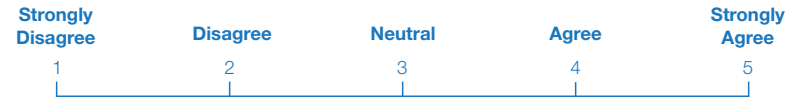
The data represented comes from the average scores of 56 respondents from the International Council, out of 73 total members. The report is broken down into the Monitor (fixed) section and Special Report (mobile) section.

## 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, 17 of which measure on a scale of 1 to 5 the degree of agreement or disagreement pertaining to various topics related to Barcelona Global's goals. 3 are open-ended multiple choice questions, 2 are Net Promoter Score questions, and 2 are open-ended text response questions.

### Scale:



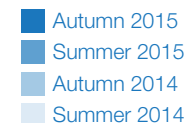
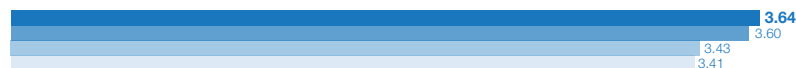


## Section 1: Perception of Business Attractiveness

Rate your level of agreement with each statement from 1 to 5.



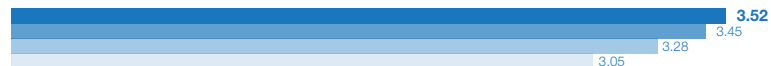
**Barcelona is an attractive city for business in general.**



**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.**



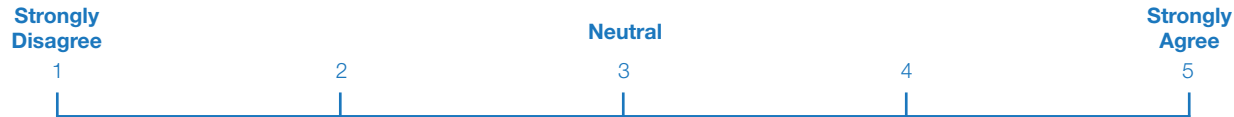
**Barcelona has the potential to be a major business hub.**



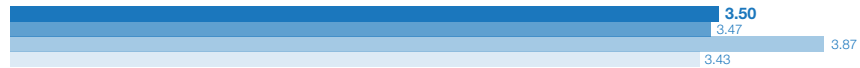


## Section 2: Perception of Talent

Rate your level of agreement with each statement from 1 to 5.



**Barcelona is a city in which it is easy to find qualified staff.**



**Barcelona is a hub for startups and entrepreneurship.**



**Barcelona is an attractive city for international professionals.**



**Barcelona has the potential to be a city recognized as a magnet for talent.**





## Section 3: Perception of Quality of Life

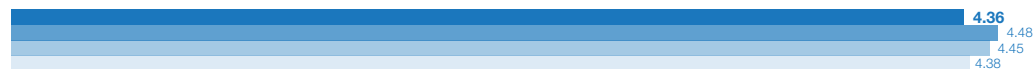
Rate your level of agreement with each statement from 1 to 5.



**Barcelona is a city with a high quality of life.**



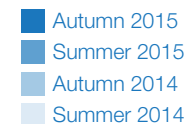
**Barcelona is a culturally attractive city from an international point of view.**



**Barcelona is an environmentally sustainable city.**



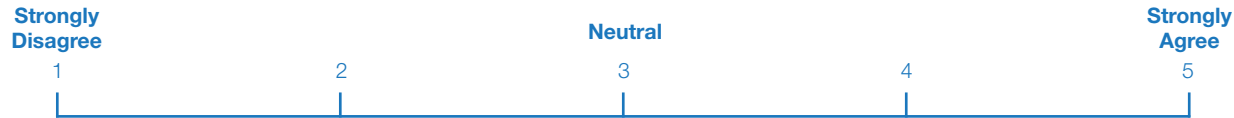
**Barcelona has efficient transportation networks.**



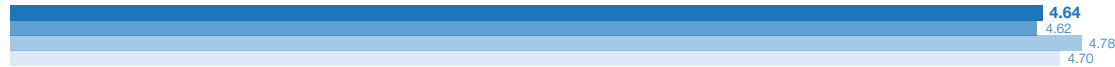


## Section 4: Perception of Brand

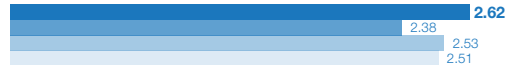
Rate your level of agreement with each statement from 1 to 5.



**Barcelona is an internationally well-known brand.**



**The Barcelona 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 "global 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?

Summer 2015





## Section 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.

Choose as many as you would like.

■ Autumn 2015  
■ Summer 2015

### English language ability of the administration



### Political uncertainty



### Bureaucracy, regulation, and labor law



### Taxation



### Localism and social integration



### Access to capital and credit



### Workforce qualification and productivity



### Market size



### Recession and unemployment



### Geographical location and international connectivity

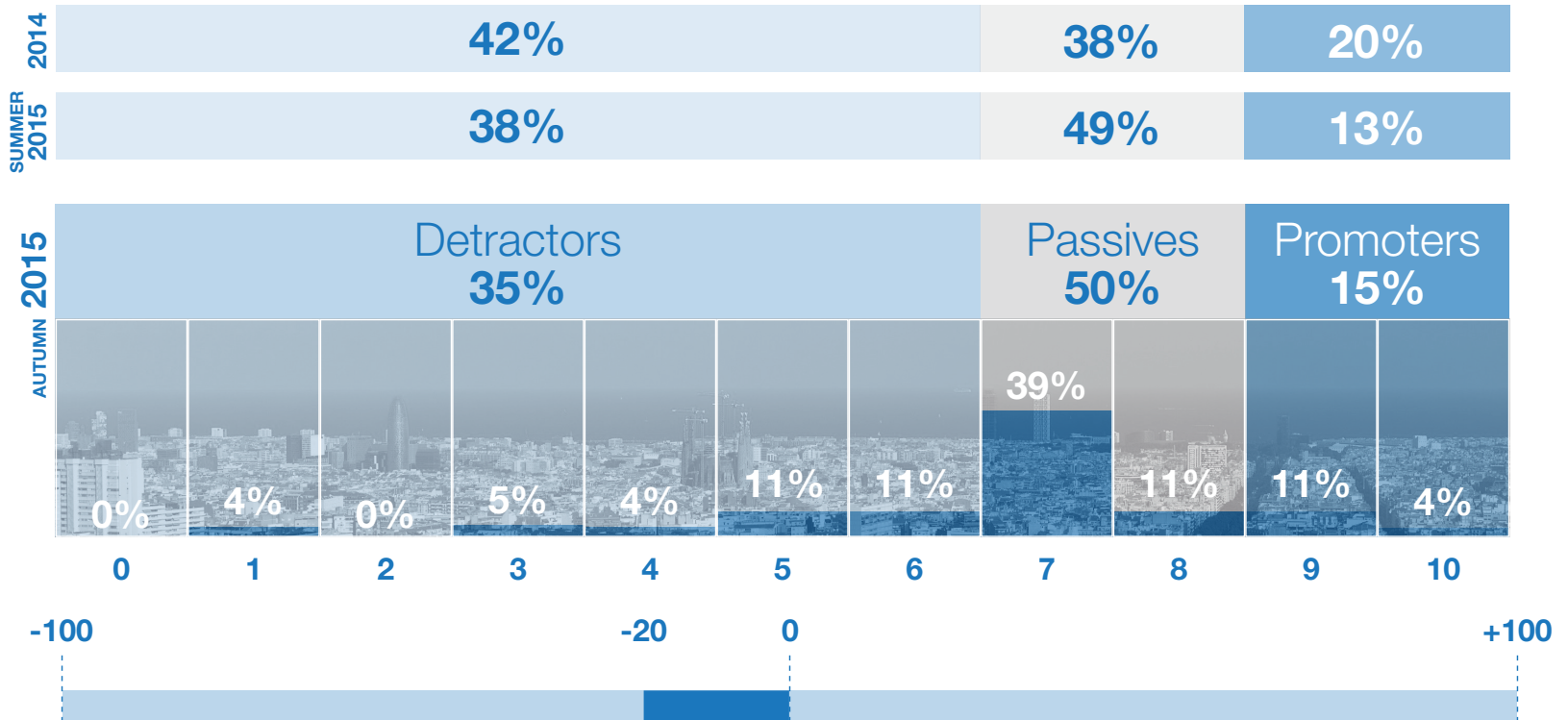


### Availability, quality, and cost of office space



## Net Promoter Score

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

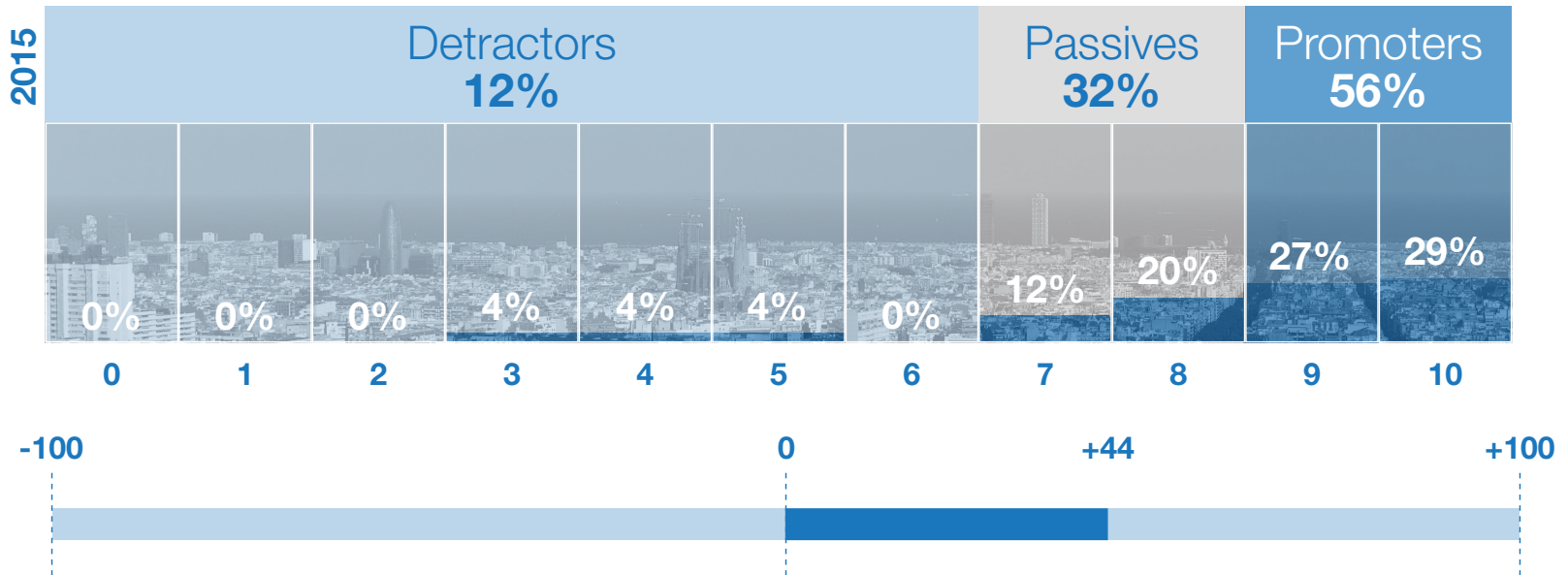


**Net Promoter Score** = Promoters-Detractors



## Net Promoter Score

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



**Net Promoter Score** = Promoters - Detractors



## **Respondents' Demographic Profile**

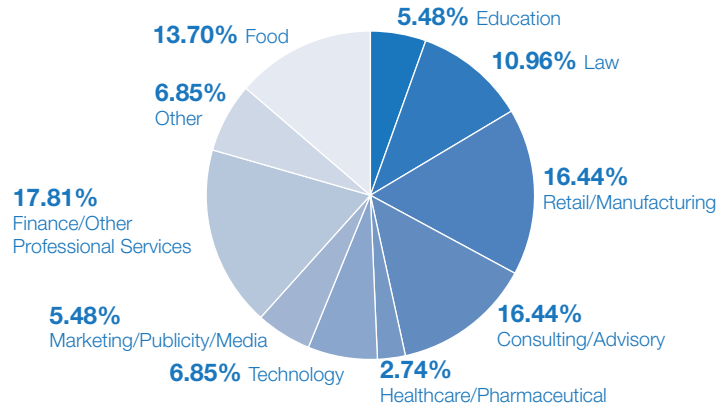


# Respondents' demographic profile

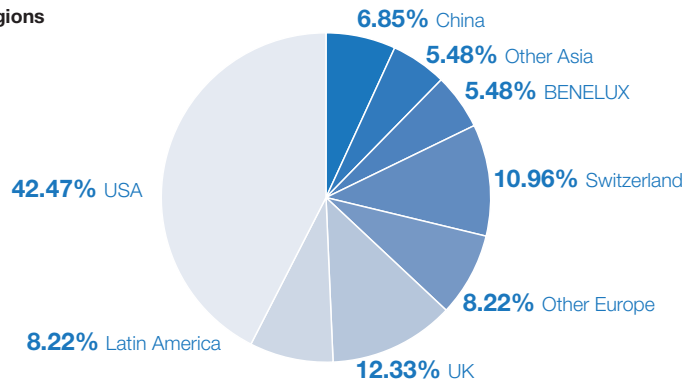
**Total respondents: 56/73 77%**

## International Council Members (73 total)

### Industries

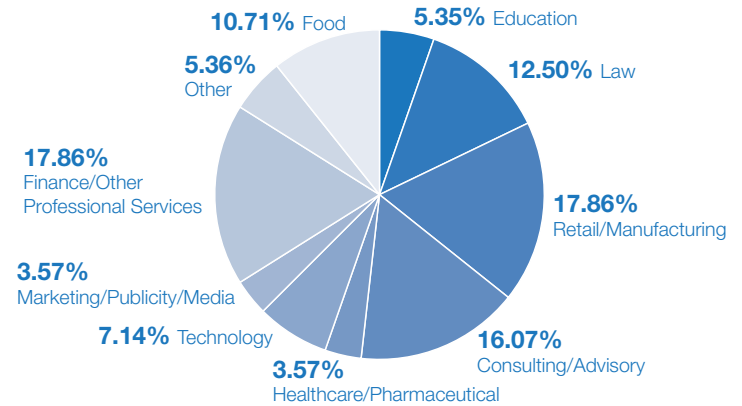


### Regions

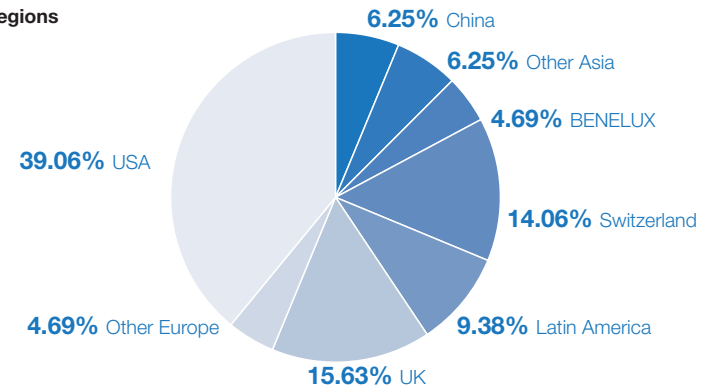


## Respondents (56 total)

### Industries



### Regions





# Barcelona Global International Council



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Arvato



**Andreu Casadellà**

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Miami  
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Business of Cities



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Garrigues UK



**Marta Cuatrecasas**

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Areas



**Aris De Juan**

Miami  
Clear Channel Outdoor



**Michael de Marco**

Boston  
K&L GATES



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Seeliger & Conde

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### CEO



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Barcelona  
Global

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**Lluís Seguí**

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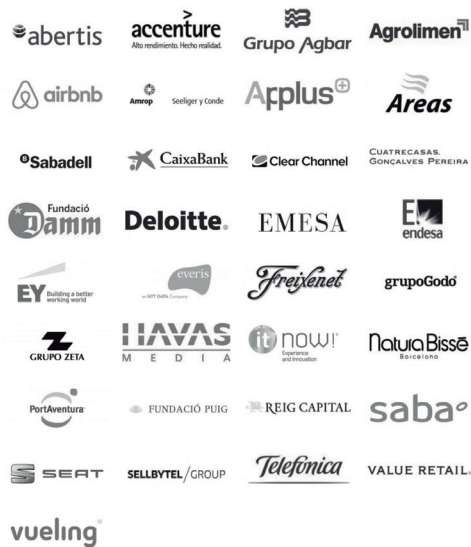
Natura Bissé

# BARCELONA GLOBAL

*Over 550 professionals  
committed to Barcelona*

## Corporate Partners December 2015

### Protective Corporate Partners



### Corporate Partners





Make it happen!



BARCELONA  
GLOBAL  
International Council

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