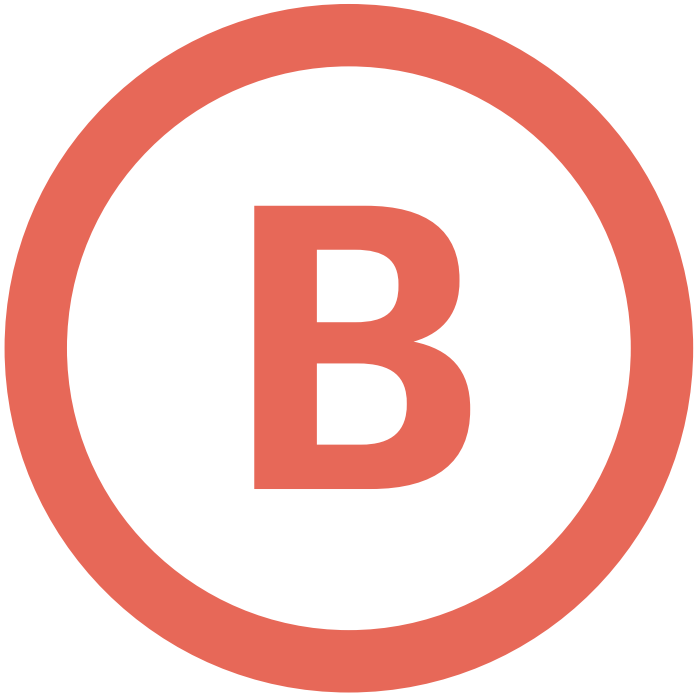


**Barcelona Global International Council**

Perception Survey

December 2017



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 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**

7th Edition December 2017

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.

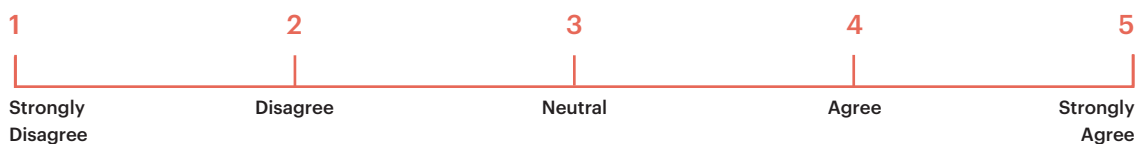
Rather than basing our analysis on statistics or data, we asked members of the International Council to give their instinctual reaction to each of the prompts. In this way, the true perception of Barcelona in the eyes of those living abroad is captured through a combination of objective facts (coming 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 66 respondents from the International Council, out of 80 total members. This time, the report comprises only the Monitor (fixed) section.

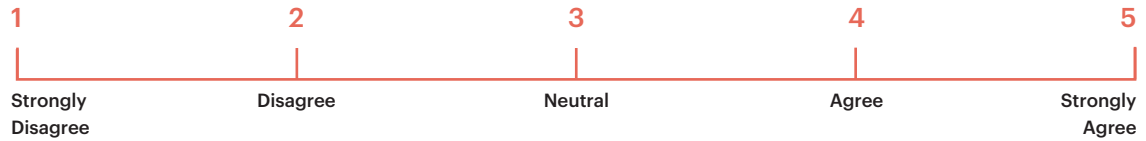
## Methodology

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, 20 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, 2 are Net Promoter Score questions and one is an open-ended text response question.



# 1. Perception of Business Attractiveness



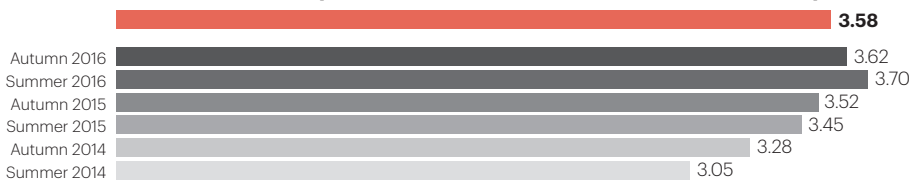
## Barcelona is an alluring city for business in general.



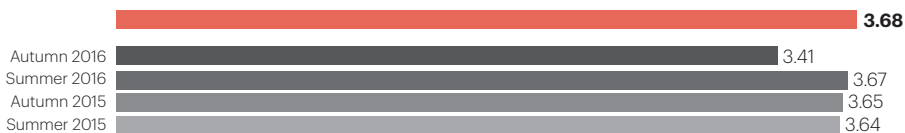
## It is easy to do business in Barcelona.



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



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



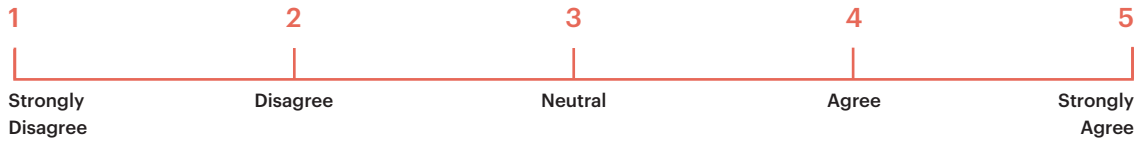
## Barcelona's airport has a high level of international connectivity.



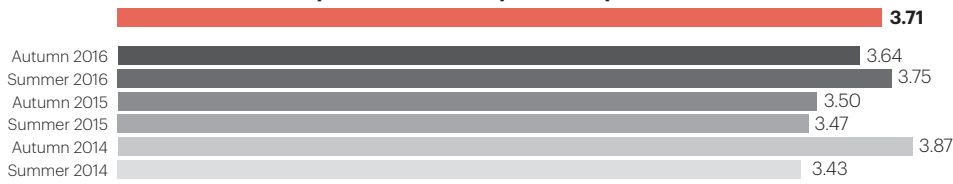
## Barcelona has the potential to be a major business hub.



## 2. Perception of Talent



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



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



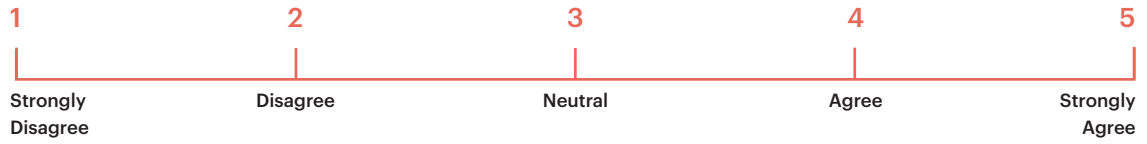
### Barcelona is an inviting city for international professionals.



### Barcelona has the potential to be a magnet for talent.



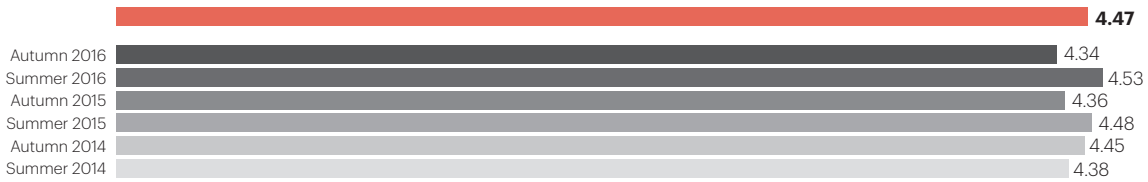
### 3. Perception of Quality of Life



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



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



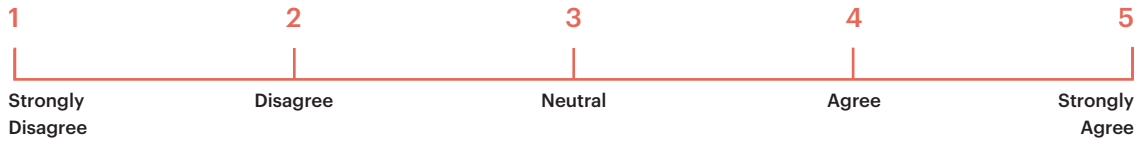
**Barcelona is an environmentally sustainable city.**



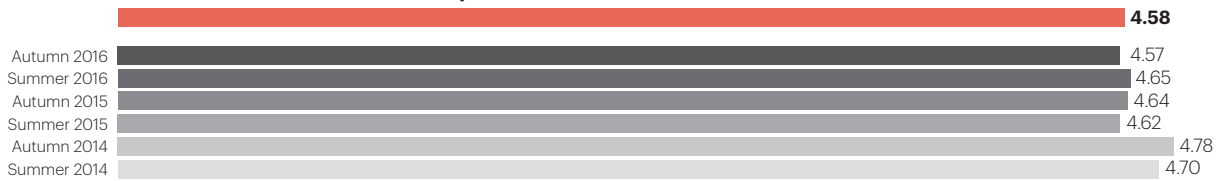
**Barcelona has efficient transportation networks.**



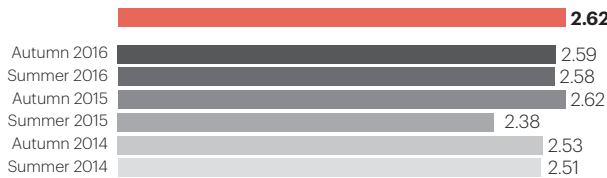
## 4 • Perception of Brand



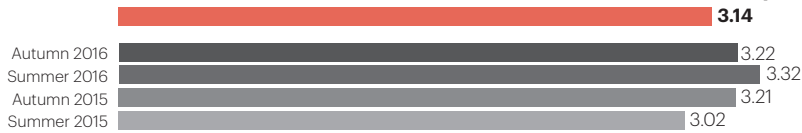
### Barcelona is an internationally well-known brand.



### 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 "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?



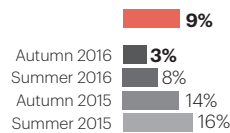
## 5. Challenges and NPS

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

### Bureaucracy, regulation, immigration policy and labor law



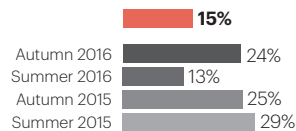
### Geographical location and international connectivity



### English language ability of the administration



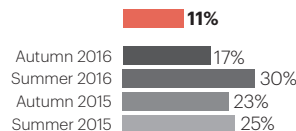
### Market size



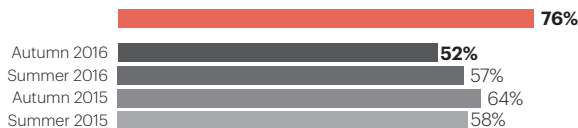
### Taxation



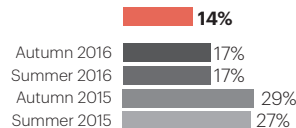
### Recession and unemployment



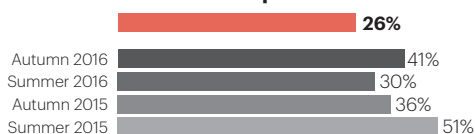
### Political uncertainty



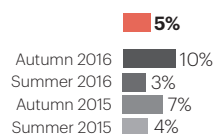
### Workforce qualification and productivity



### Access to capital and credit



### Availability, quality and cost of office space

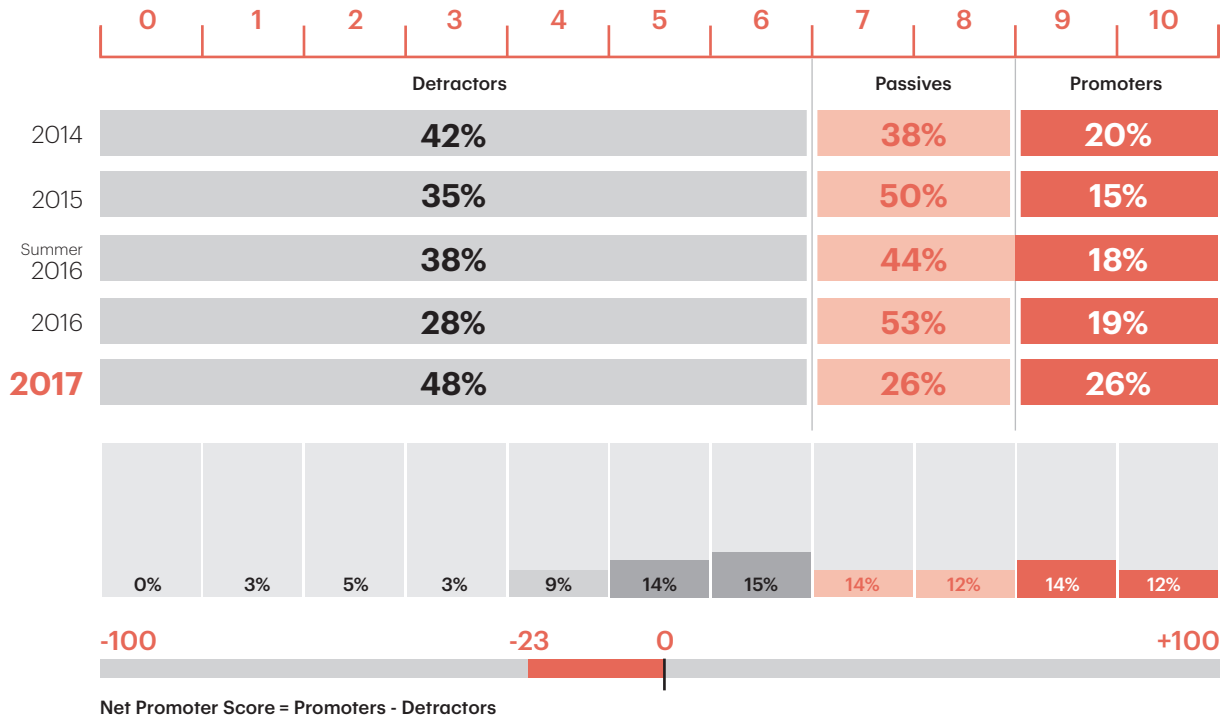


### Localism and social integration

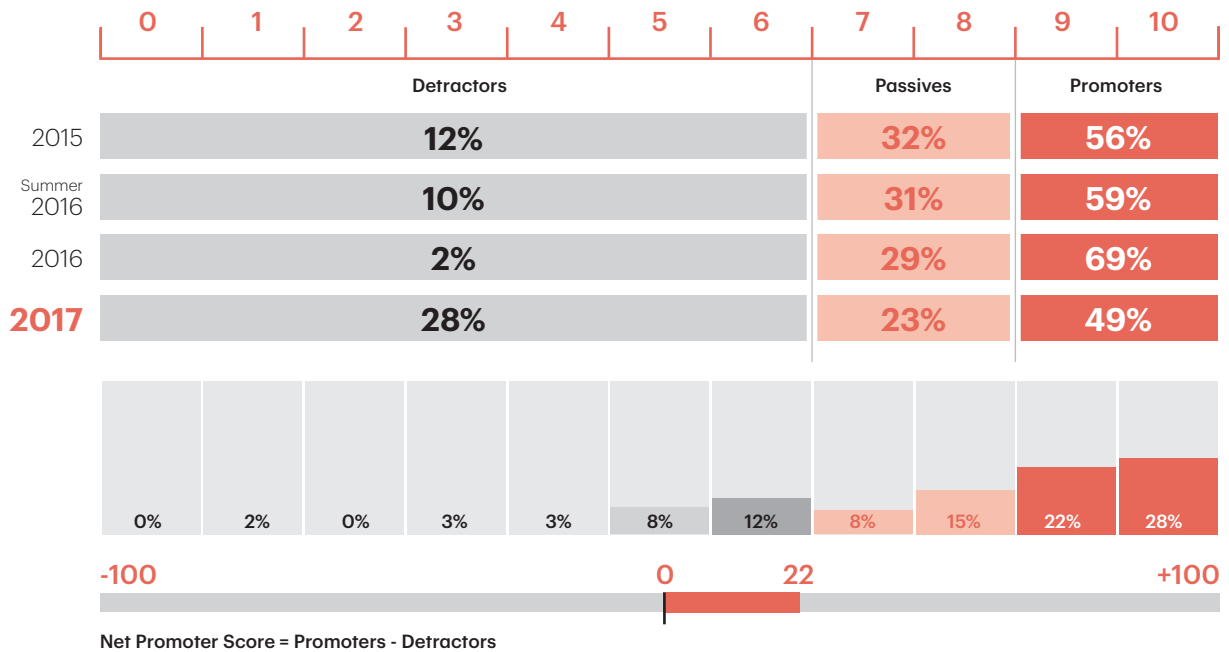


## 6. Net Promoter Score

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?



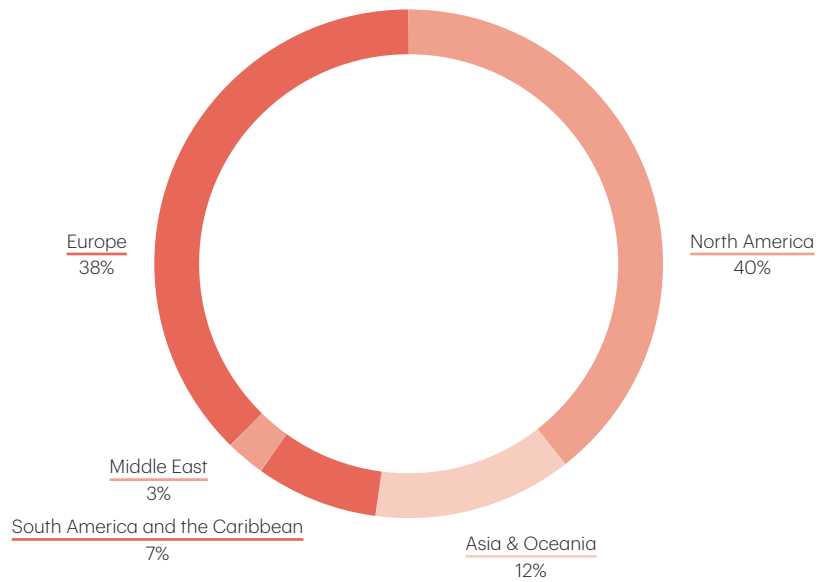
## International Council: Member's profile

Total members of the International Council	80
Answers at Perception Survey	66
Rate of answers	82,5%

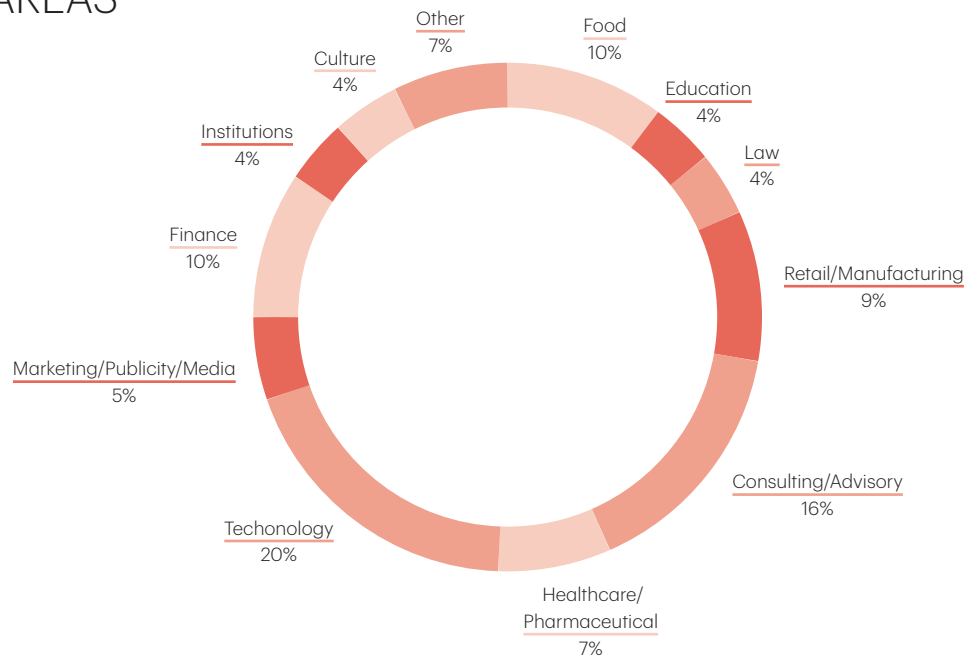
## REGIONS

### Top 5 Cities

Miami	12
London	7
Los Angeles	6
New York	4
Zurich	4



## WORKING AREAS





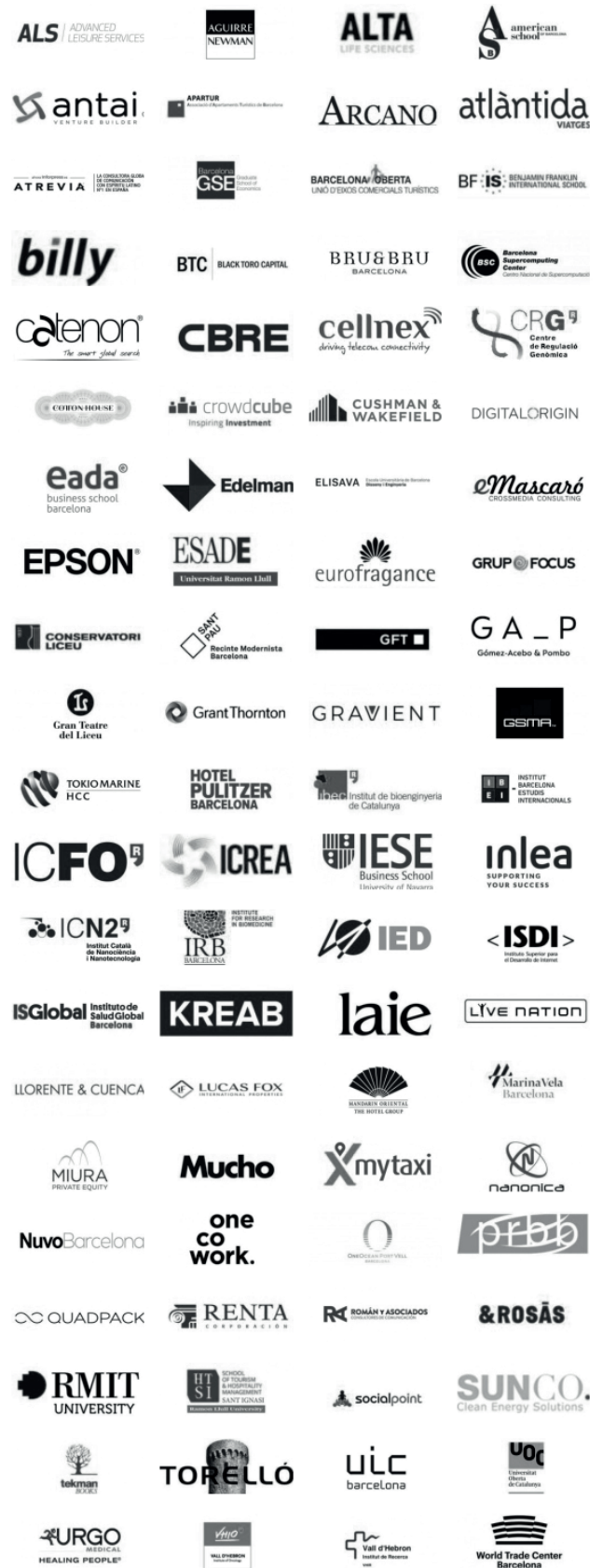




## Socios corporativos protectores



## Socios corporativos



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**Make it happen!**



**Barcelona  
Global**