

Perception vs. Performance

Chris Fair, CEO, Resonance Consultancy

Jason McGrath, SVP, Ipsos Global Reputation Centre

City Nation Place Americas – June 5, 2018

May 2018

Perception vs. Performance

- Lots of city rankings with varying findings based on focus and variables included
- What factors really drive perceptions of a location as
 - A place to visit?
 - A place to live?
 - A place to do business?
- And how do these perceptions stack up to reality?

NATIONAL
LEAGUE
of CITIES



NICHE®



Money

Forbes

Bloomberg

Methodology



WHO

US General Population respondents
Business Decision-Makers

- Companies with 50+ employees
- Owners, Partners, C-Suite, Managing Directors, Group/Department Heads



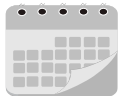
WHAT

Online survey



HOW MANY

n=1,009 general population respondents, representative of the US adult population
n=350 Business Decision Makers



WHEN

May 9th to May 16th



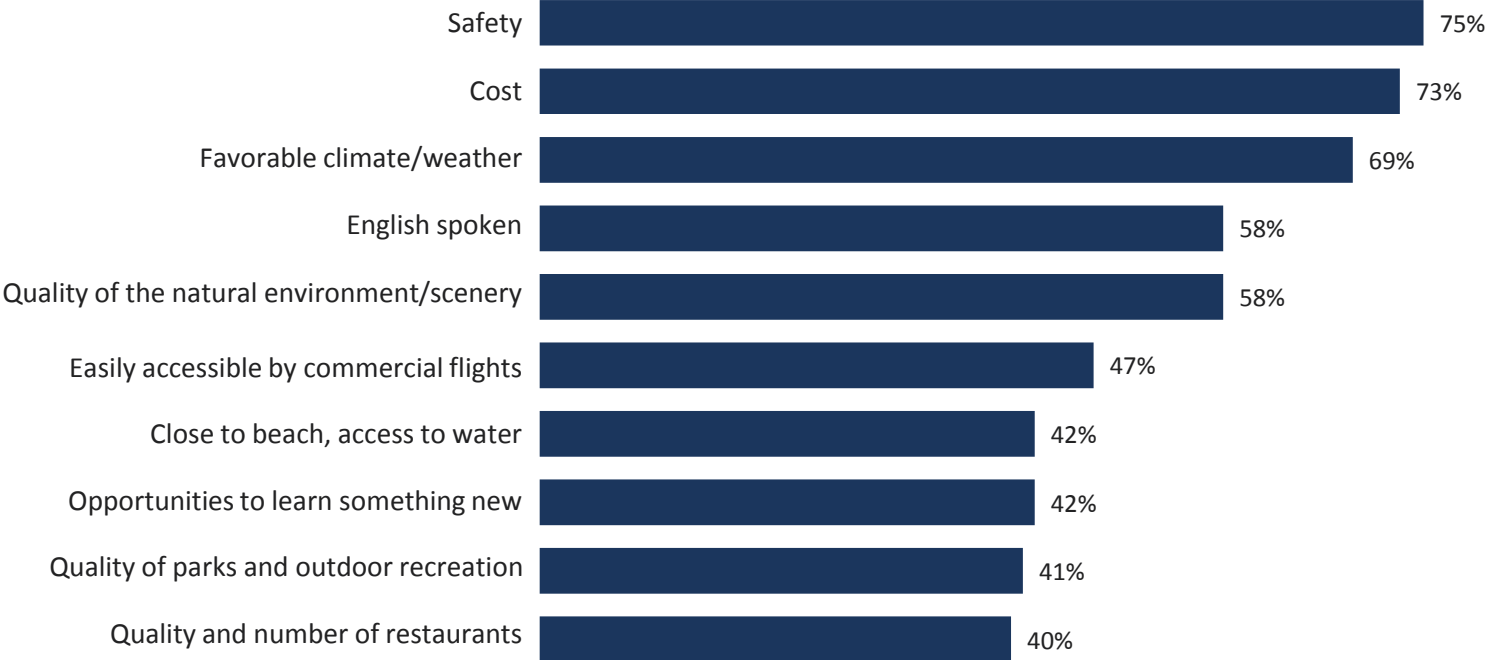
Place to Visit

Vacation Destination Drivers



Most Important Factors When Evaluating Vacation Destination

Rated 8, 9 or 10 Importance

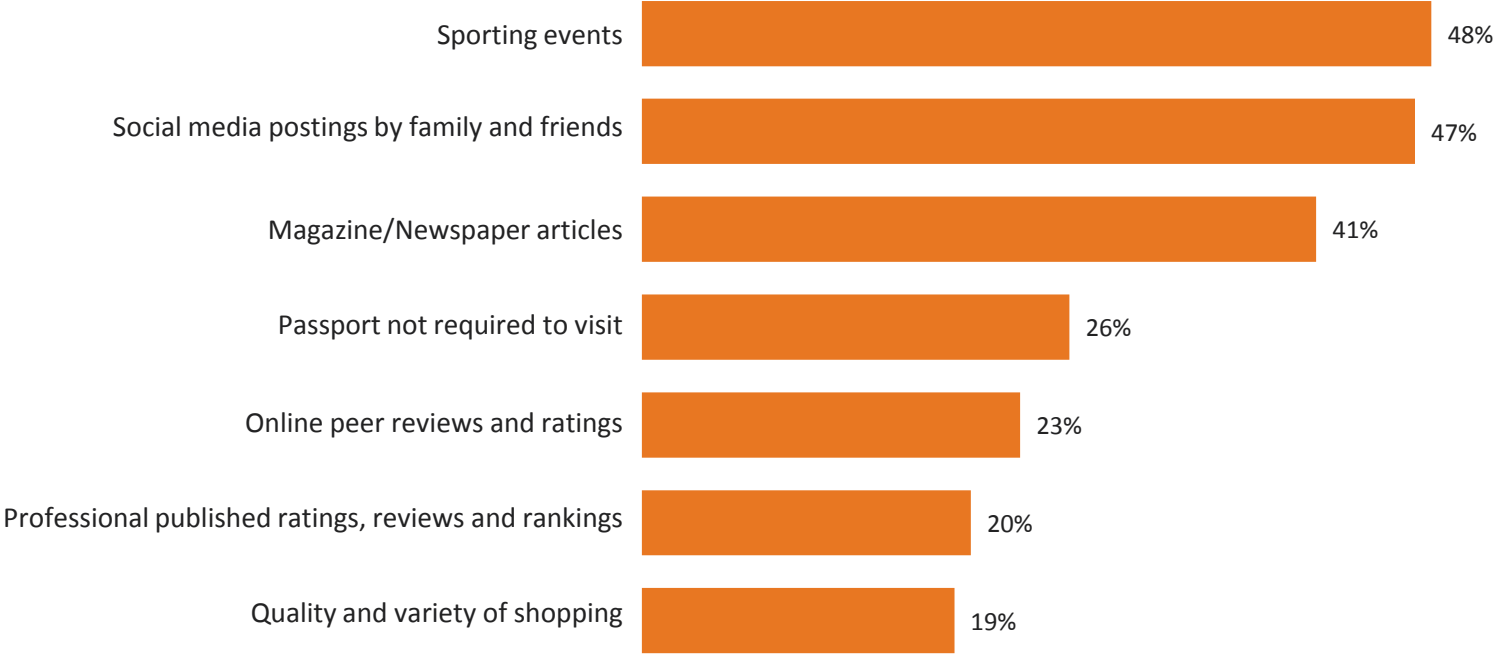


Vacation Destination Drivers



Least Important Factors When Evaluating Vacation Destination

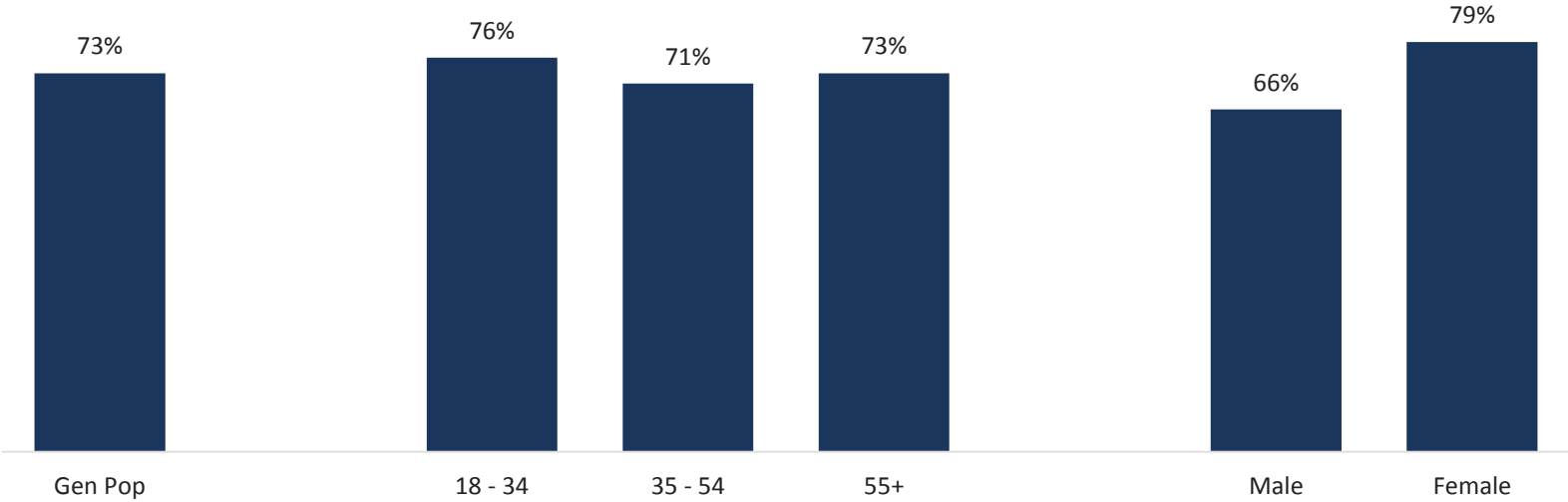
Rated 1, 2, or 3 Importance



Cost



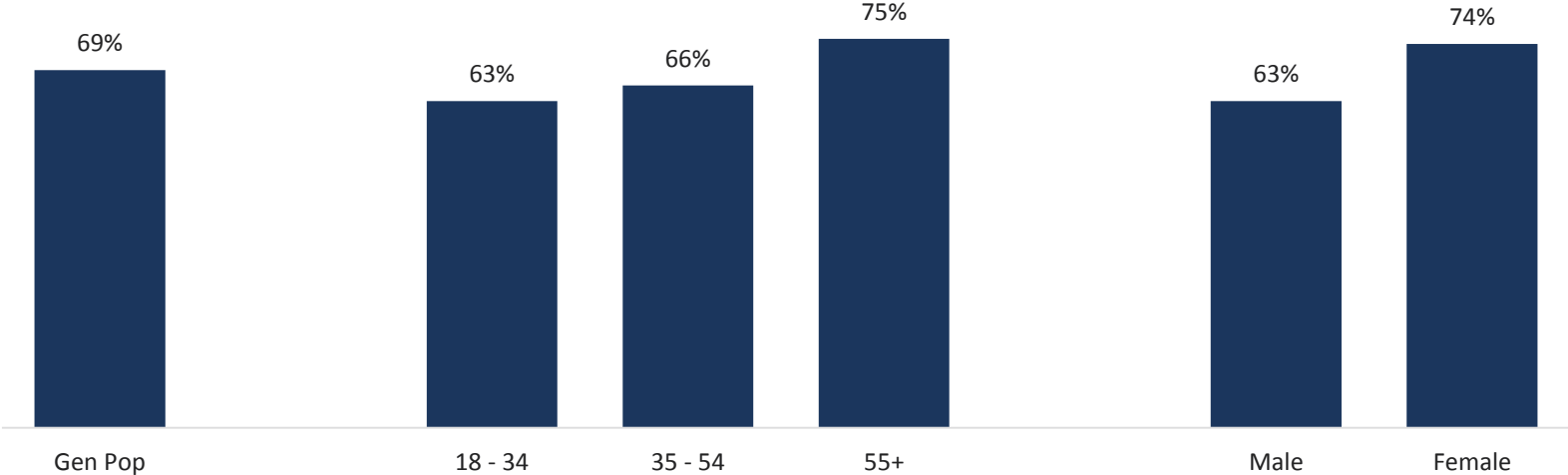
Rated 8, 9 or 10 Importance



Favorable Climate



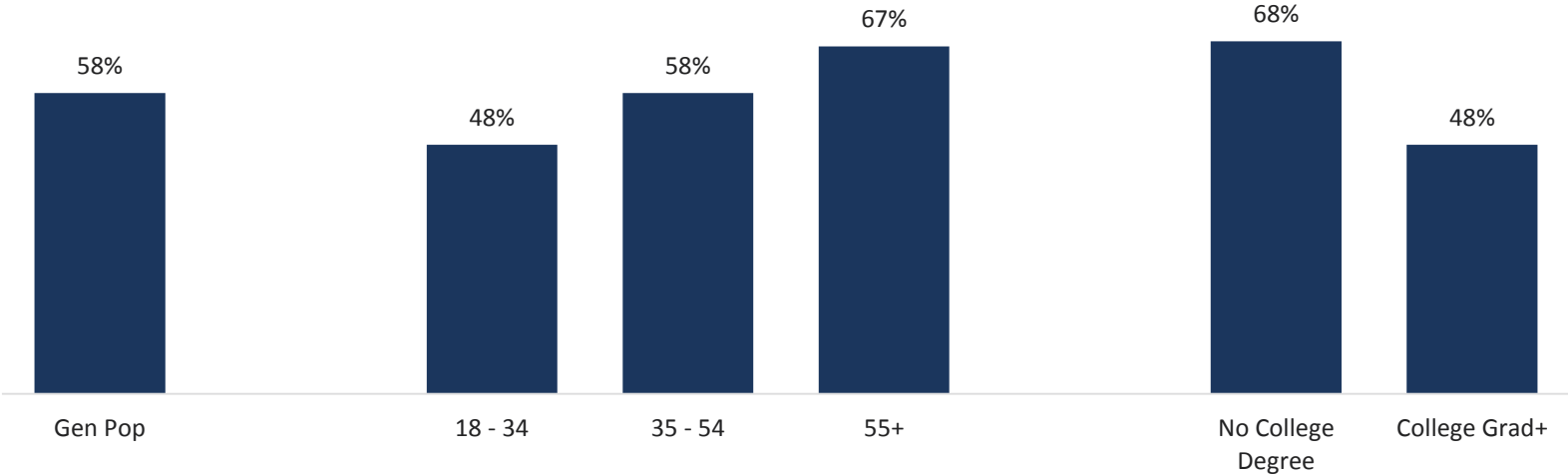
Rated 8, 9 or 10 Importance



English Spoken



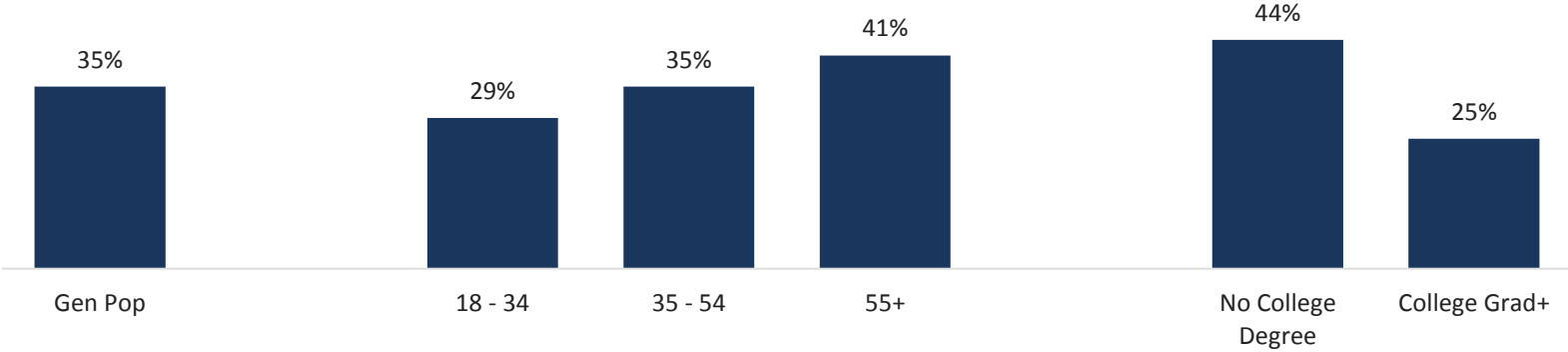
Rated 8, 9 or 10 Importance



Passport Not Required



Rated 8, 9 or 10 Importance





Place to Live

Place to Live Drivers



Most Important Factors When Evaluating Place to Live

Rated 8, 9 or 10 Importance

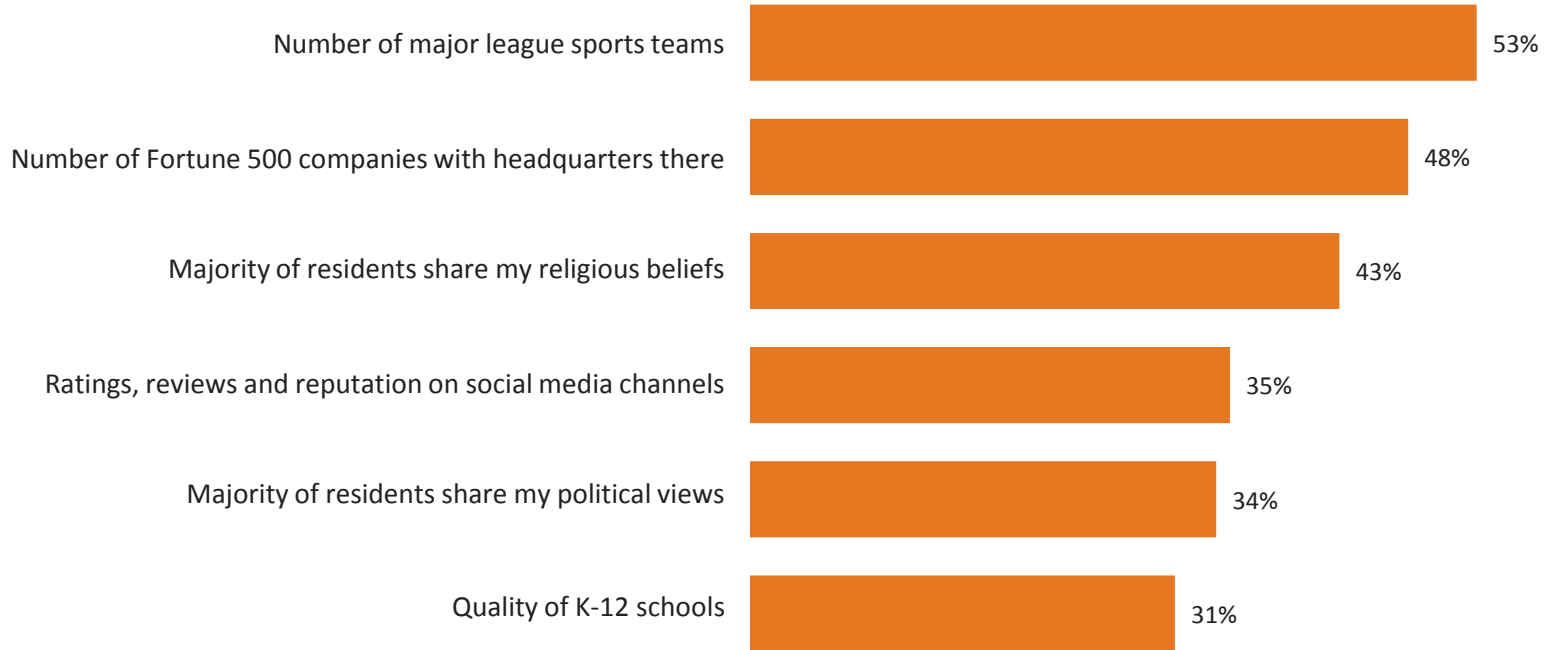


Place to Live Drivers



Least Important Factors When Evaluating Place to Live

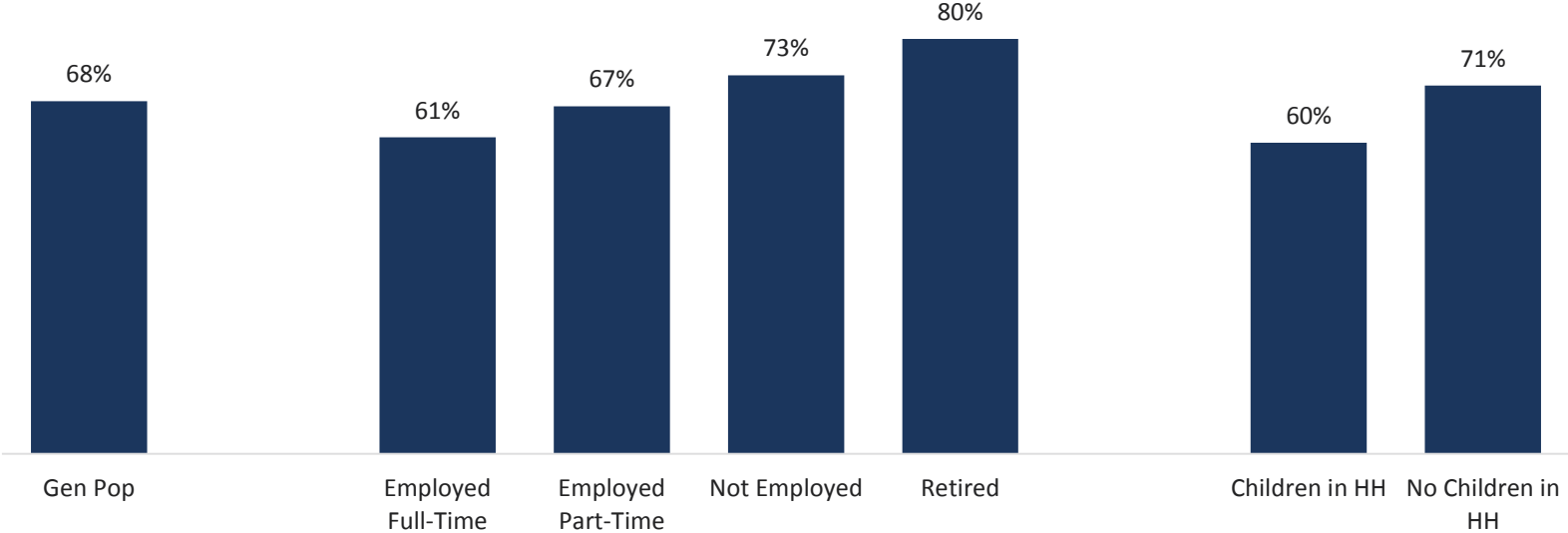
Rated 1, 2, or 3 Importance



Favorable Climate



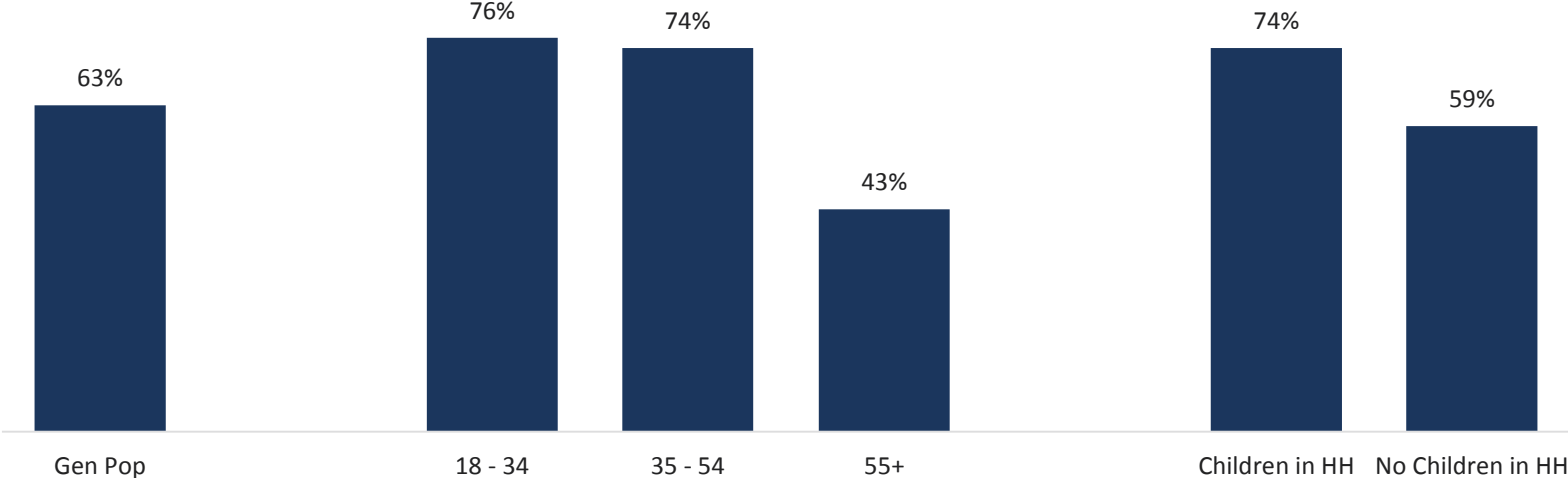
Rated 8, 9 or 10 Importance



Job Opportunities



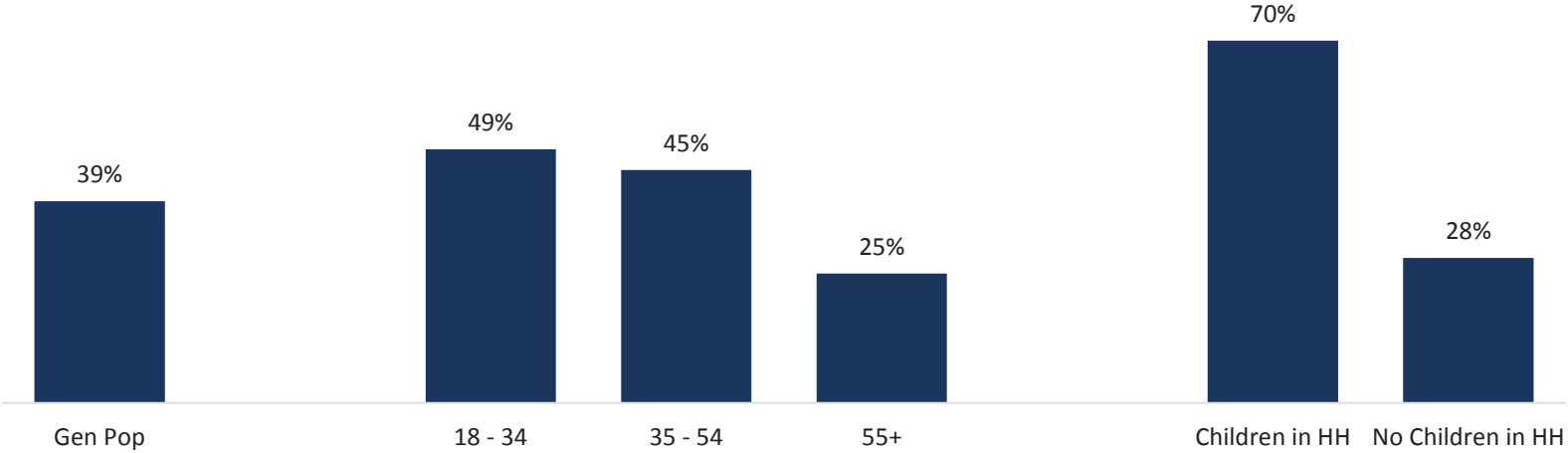
Rated 8, 9 or 10 Importance



Quality of K-12 Schools



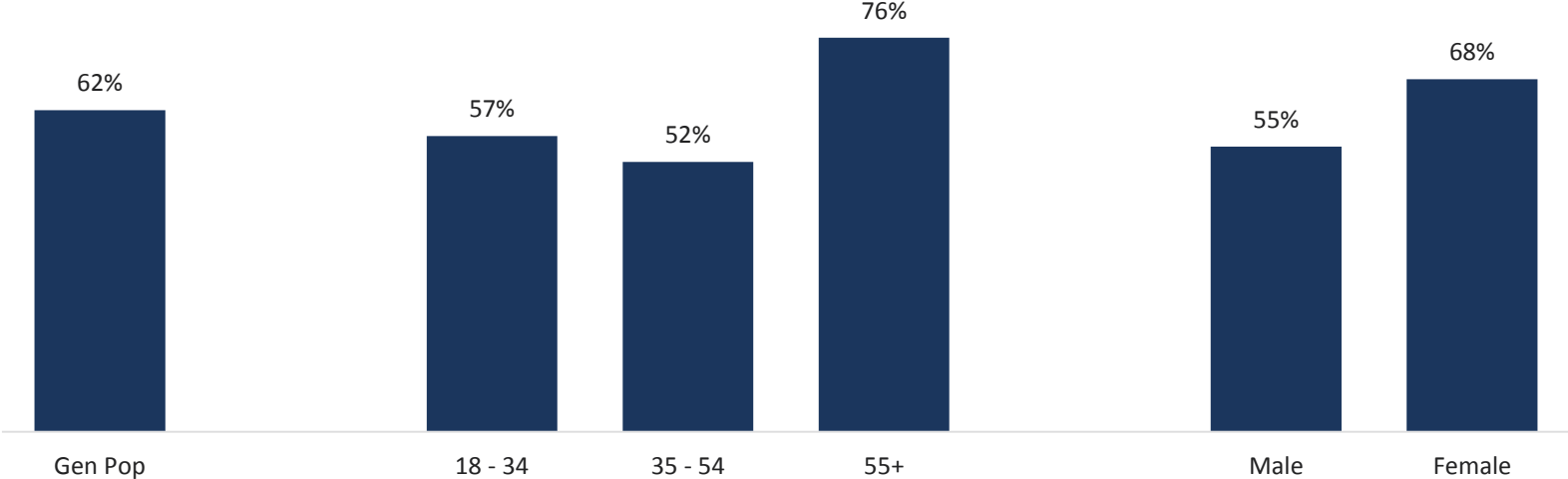
Rated 8, 9 or 10 Importance



Quality of Hospitals/Healthcare Services



Rated 8, 9 or 10 Importance





Place to Do Business

Place to Do Business Drivers

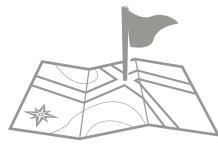


Most Important Factors When Evaluating Place to do Business

Rated 8, 9 or 10 Importance



Business Leaders Vacation Drivers

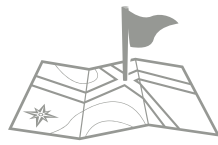


General Population

Business Decision Makers

Safety	Safety
Cost	Favorable Climate
Favorable Climate	Opportunity to Learn
English Spoken	English Spoken
Natural Environment	Natural Environment
Accessible by Flights	Accessible by Flights
Parks and Recreation	Cost
Beach / Water Access	Restaurants
Ease of Public Transit	Cultural Attractions

Business Leaders Place to Live Drivers



General Population

Business Decision Makers

Safety	Safety
Overall Cost of Living	Favorable Climate
Housing Affordability	Overall Cost of Living
Housing Availability	Quality / Variety of Restaurants
Job Opportunities	Job Opportunities
Quality Hospitals / Healthcare	Housing Affordability
Favorable Climate	Housing Availability
Natural Environment	Natural Environment
Quality K-12 Schools	Parks and Recreation

Factors that align in an ideal location

