**Exhibit A**

**SUMMARY OF RESEARCH FINDINGS REGARDING PERCEPTIONS OF ALBUQUERQUE**

The City of Albuquerque commissioned two different studies of our national image in recent years. One survey focused on site selection consultants’ perceptions of Albuquerque as a potential location for business clients, and the other was a perception survey of general business people/travelers across the nation. While neither survey was designed to specifically address this project’s primary target audience of entrepreneurs and their influencers, the information gained was useful and may be informative to your strategy development.

**Perceptions of Site Location Consultants**

Words that Come to Mind When Thinking of Albuquerque:

* Hot, Dry Weather/Desert Climate
* Technology
* Desolate/Secluded/Remote
* Southwest Culture/Art
* Balloon Festival
* Low–Moderate Costs
* Quality of Life
* University of NM/University Town
* National Labs
* Mountains
* “Breaking Bad”

Community Strengths

* Cost of living/business
* Good workforce
* Quality of life
* Business friendly
* Climate/weather
* Arts/culture

Community Challenges/Weaknesses

* Accessibility/distance to large

population centers

* Limited workforce
* Remote
* Education
* Water resources

**Perceptions of General Business People/Travelers**

One Word That Describes Albuquerque

* Hot
* Desert
* Southwest/Western
* Dry
* Warm Climate
* Boring
* Beautiful
* Unique
* Cool
* Arts/Artistic
* Different
* Cultural/Cultured
* Historic
* Nice

Level of Agreement with Statements That May or May Not Describe Albuquerque

* Climate is About the Same as Phoenix—60% Agree; 26% no opinion
* A Good Place to Raise a Family—56% Agree; 34% no opinion
* Safe from Natural Disasters—55% Agree; 32% no opinion
* Business Climate as Good as Similar-Sized Southwest Cities—58% Agree; 35% no opinion
* Good Place to Launch a Startup Company or Build a Business—44% Agree; 45% no opinion
* Good Colleges and Universities—46% Agree; 46% no opinion
* High Quality Workforce—45% Agree; 47% no opinion
* Good Place to Build a Career—44% Agree; 42% no opinion
* Spanish is the Primary Language—32% Agree; 39% no opinion