

# Global DFW

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Methods and Data Appendix

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DALLAS REGIONAL CHAMBER®

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2009**

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# METHODS

Metro Area	Working Age: 15-64			COUNT	Higher Education			Median Talent Score
	%	Rank	Score		%	Rank	Score	
Shanghai	79%	1	1.0	1	18%	18	18.5	9.8
Seoul	76%	2	2.0	2	28%	15	15.0	8.5
Hong Kong	74%	3	3.5	3	21%	16	16.0	9.8
Mumbai	74%	3	3.5	4	15%	20	20.0	11.8
Singapore	73%	5	5.0	5	41%	2	2.0	3.5
Toronto	70%	6	6.5	6	48%	1	1.0	3.8
Amsterdam	70%	6	6.5	7	25%	10	10.5	8.5
Paris	69%	8	9.0	8	37%	14	14.0	11.5
Tokyo	69%	8	9.0	9	39%	3	3.5	6.3
Atlanta	69%	8	9.0	10	37%	5	5.5	7.3
New York	68%	11	15.0	11	39%	3	3.5	9.3
London	68%	11	15.0	12	31%	12	12.5	13.8
Los Angeles	68%	11	15.0	13	34%	8	8.5	11.8
Chicago	68%	11	15.0	14	36%	7	7.0	11.0
Houston	68%	11	15.0	15	31%	12	12.5	13.8
DFW	68%	11	15.0	16	33%	10	10.5	12.8
Frankfurt	68%	11	15.0	17	20%	17	17.0	16.0
Melbourne	68%	11	15.0	18	37%	5	5.5	10.3
Sao Paulo	68%	11	15.0	19	10%	21	21.0	18.0
Monterrey	66%	20	20.0	20	18%	18	18.5	19.3
Miami	65%	21	21.0	21	34%	8	8.5	14.8

**INDICATOR SCORINGS**  
 The metros are ranked on each indicator from 1 to 21, with the ranking of 1 being the "most favorable." Ties are scored at the mid-point such that a tie on two metros in the third position is reported as 3.5. An extreme example on this page is the 9-way tie reported as 15, which is the midpoint of the 11th through the 19th metros.

Please note that we acknowledge the limits of our data by rounding up and/or putting values into larger groups throughout. There is no penalty for missing data.

**MEDIAN SCORE**  
 The Median Score for each category (Talent, Access, etc) is the mid-point of the scores for all of the indicators in the category.

# DATA

Metro	Population	Working Age	Higher Education	Immigrant Index	Global Skills ( <i>employment</i> )		Top 500 Universities
		% 15 - 64 yrs	%	Global Position	Adv Services (%)	Tech / 1,000 residents	#
Amsterdam	1,031,000	70%	25%	6	35%	47.5	2
Atlanta	4,506,000	69%	37%	63	21%	21.1	2
Chicago	8,990,000	68%	36%	26	20%	34.2	3
<b>DFW</b>	<b>4,798,000</b>	<b>68%</b>	<b>33%</b>	<b>54</b>	<b>21%</b>	<b>45.0</b>	<b>3</b>
Frankfurt	2,517,600	68%	20%	19	24%	81.1	3
Hong Kong	7,206,000	74%	21%	68	22%	12.3	5
Houston	4,459,000	68%	31%	36	19%	38.7	5
London	8,567,000	68%	31%	5	28%	11.0	11
Los Angeles	12,500,000	68%	34%	4	21%	40.7	4
Melbourne	3,728,000	68%	37%	10	19%	40.7	3
Miami	5,585,000	65%	34%	NA	22%	10.2	2
Monterrey	3,712,000	66%	18%	NA	NA	NA	0
Mumbai	18,978,000	74%	15%	NA	NA	5.8	0
New York	19,040,000	68%	39%	1	23%	19.2	10
Paris	9,904,000	69%	37%	15	35%	50.9	9
Sao Paulo	18,845,000	68%	10%	NA	22%	NA	2
Seoul	9,796,000	76%	28%	88	23%	17.4	4
Shanghai	14,987,000	79%	18%	NA	13%	106.2	2
Singapore	4,436,000	73%	41%	53	19%	130.6	2
Tokyo	35,676,000	69%	39%	82	24%	54.8	11
Toronto	5,213,000	70%	48%	2	24%	56.0	2

## DATA, con't

Metro	Nobel Prize Winners # (1975+)	Destination Cities #	Air Passengers #	Air Cargo Metric Tons	Water Cargo Metric Tons (mil)	Land Transport Score (of 14)	Global 500 HQ #
Amsterdam	0	306	47,794,994	1,651,385	84	10.8	6
Atlanta	0	272	89,379,287	720,209	0	11.4	5
Chicago	14	228	93,177,855	1,533,606	26	11.4	10
<b>DFW</b>	<b>5</b>	<b>186</b>	<b>65,686,476</b>	<b>974,140</b>	<b>0</b>	<b>11.4</b>	<b>6</b>
Frankfurt	1	279	54,161,856	2,127,646	14	12.9	4
Hong Kong	0	156	47,042,419	3,773,964	245	12.6	4
Houston	3	121	51,798,040	379,747	202	11.4	6
London	7	206	138,926,678	1,774,905	53	9.9	26
Los Angeles	14	239	71,896,075	1,475,190	136	11.4	6
Melbourne	0	72	22,500,000	350,000	31	9.3	5
Miami	0	146	33,740,416	1,922,985	34	11.4	1
Monterrey	0	34	6,559,000	NA	0	5.6	1
Mumbai	0	113	25,200,000	521,932	57	7.3	5
New York	19	193	109,049,670	2,549,385	143	11.4	30
Paris	13	267	84,922,177	2,409,896	21	13.3	36
Sao Paulo	0	85	34,039,997	541,063	81	4.3	2
Seoul	0	96	39,499,618	2,422,368	130	11.6	14
Shanghai	0	99	46,125,100	2,531,600	537	8.2	2
Singapore	0	154	36,701,556	1,918,159	449	12.2	1
Tokyo	2	89	102,301,560	3,106,875	229	12.1	48
Toronto	1	140	31,452,748	505,000	2	11.4	10

## DATA, con't

Metro	Domestic Market Cap	Expenditures on R&D	Patents	Cost of Doing Business	Cost of Office Occupancy	Business Taxes
	\$US (mil)	% GDP	Per mil Residents	Index	\$US (per workstation)	Total Tax Rate
Amsterdam	-	1.8%	132.4	NA	\$ 9,780	43.4%
Atlanta	-	1.1%	741.8	96.9	\$ 6,750	46.2%
Chicago	-	2.1%	741.8	106.5	\$ 8,300	46.2%
<b>DFW</b>	-	<b>1.6%</b>	<b>741.8</b>	<b>97.3</b>	<b>\$ 5,320</b>	<b>46.2%</b>
Frankfurt	\$ 2,105,198	3.2%	582.6	121.1	\$ 16,830	50.8%
Hong Kong	\$ 2,654,416	1.4%	24.5	NA	\$ 27,450	24.4%
Houston	-	1.6%	741.8	NA	\$ 7,650	46.2%
London	\$ 3,851,706	1.3%	289.7	129.3	\$ 25,925	35.7%
Los Angeles	-	NA	741.8	102.8	\$ 7,235	46.2%
Melbourne	-	2.0%	138.3	99.4	\$ 5,890	50.6%
Miami	-	NA	741.8	NA	\$ 10,000	46.2%
Monterrey	-	0.5%	5.5	83.6	\$ 3,780	51.2%
Mumbai	\$ 1,819,100	0.7%	4.1	NA	\$ 16,330	70.6%
New York	\$ 19,322,280	1.5%	741.8	109.2	\$ 12,150	46.2%
Paris	\$ 4,222,680	3.2%	238.0	107.1	\$ 20,430	66.3%
Sao Paulo	\$ 1,369,711	0.9%	20.2	NA	\$ 7,660	69.2%
Seoul	-	3.0%	2,591.5	NA	\$ 12,470	34.9%
Shanghai	\$ 3,694,348	1.4%	93.2	NA	\$ 8,040	73.9%
Singapore	\$ 539,177	2.3%	142.5	NA	\$ 16,220	23.2%
Tokyo	\$ 4,451,576	3.1%	2,720.7	114.0	\$ 18,430	52.0%
Toronto	\$ 2,186,550	2.5%	169.6	101.5	\$ 12,720	45.9%

## DATA, con't

Metro	Ease of Doing Business	Economic Stability	Livability	Safety	Environment	Healthy Life Expectancy	GDP per Capita	Cost of Living
	World Rank	Index	Index	Index	Index	Years	\$US	Index
Amsterdam	27	90.5	91.6	115.8	78.7	71	\$ 29,933	97.0
Atlanta	3	87.4	88.6	88.2	81.0	69	\$ 41,081	73.5
Chicago	3	87.4	90.8	105.2	81.0	69	\$ 41,791	80.3
<b>DFW</b>	<b>3</b>	<b>87.4</b>	<b>90.6</b>	<b>105.2 est</b>	<b>81.0</b>	<b>69</b>	<b>\$ 45,024</b>	<b>79 est</b>
Frankfurt	20	89.9	93.4	117.2	86.3	72	\$ 34,446	92.5
Hong Kong	4	81.9	82.3	109.9	NA	69	\$ 34,200	117.6
Houston	3	87.4	88.6	105.2	81.0	69	\$ 41,030	76.8
London	6	89.7	91.0	100.0	86.3	71	\$ 46,815	125.0
Los Angeles	3	87.4	92.0	94.4	81.0	69	\$ 45,057	87.5
Melbourne	10	85.0	91.6	113.2	79.8	73	\$ 32,336	94.2
Miami	3	87.4	89.4	94.4	81.0	69	\$ 34,425	82.0
Monterrey	42	77.1	NA	89.9	79.8	65	\$ 21,788	65.8
Mumbai	120	77.7	55.8	70.2	60.3	53	\$ 7,000	90.3
New York	3	87.4	90.9	100.0	81.0	69	\$ 48,028	100.0
Paris	32	91.6	92.6	104.0	87.8	72	\$ 43,333	109.4
Sao Paulo	126	60.6	68.6	49.3	82.7	60	NA	97.0
Seoul	22	84.6	76.4	86.8	79.4	66	\$ 22,300	117.7
Shanghai	90	76.4	64.3	89.6	65.1	64	\$ 19,291	98.3
Singapore	1	89.7	84.9	120.2	NA	70	\$ 27,800	109.1
Tokyo	12	86.4	92.7	111.5	84.5	75	\$ 49,229	127.0
Toronto	8	85.7	92.6	115.8	86.6	72	\$ 33,374	88.1



## RANKINGS: TALENT

Metro Area	Working Age	Higher Education	Immigrant Index	Global Skills ( <i>employment</i> )		Top 500 Universities	Nobel Prize Winners	Final Rank
	% 15 - 64 yrs	%	Global Position	Adv Svcs (%)	Tech / 1,000	#	# (1975+)	
Amsterdam	6	15	5	1	7	13	11	6
Atlanta	8	5	13	12	13	13	11	14
Chicago	11	8	9	15	12	9	2	9
<b>DFW</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>6</b>	<b>11</b>
Frankfurt	11	17	8	4	3	9	9	7
Hong Kong	3	16	14	9	16	5	11	15
Houston	11	12	10	16	11	5	7	11
London	11	12	4	3	17	1	5	2
Los Angeles	11	9	3	12	9	7	2	7
Melbourne	11	5	6	16	9	9	11	9
Miami	21	9	NA	9	18	13	11	17
Monterrey	20	18	NA	NA	NA	20	11	21
Mumbai	3	20	NA	NA	19	20	11	20
New York	11	3	1	7	14	3	1	1
Paris	8	5	7	1	6	4	4	5
Sao Paulo	11	21	NA	9	NA	13	11	17
Seoul	2	14	16	7	15	7	11	15
Shanghai	1	18	NA	19	2	13	11	17
Singapore	5	2	11	16	1	13	11	11
Tokyo	8	3	15	4	5	1	8	2
Toronto	6	1	2	4	4	13	9	2

## RANKINGS: ACCESS

Metro Area	Destination Cities	Air Passengers	Air Cargo	Water Cargo	Land Transport	Final Rank
	#	#	Metric Tons	Metric Tons (mil)	Score(of 14)	
Amsterdam	1	11	11	9	15	14
Atlanta	3	5	15	19	7	10
Chicago	6	4	12	15	7	10
<b>DFW</b>	<b>9</b>	<b>8</b>	<b>14</b>	<b>19</b>	<b>7</b>	<b>10</b>
Frankfurt	2	9	7	17	2	5
Hong Kong	10	12	1	3	3	1
Houston	14	10	19	5	7	10
London	7	1	10	12	16	9
Los Angeles	5	7	13	7	7	5
Melbourne	20	20	20	14	17	20
Miami	12	17	8	13	7	15
Monterrey	21	21	NA	19	20	21
Mumbai	15	19	17	11	19	18
New York	8	2	3	6	7	3
Paris	4	6	6	16	1	<b>3</b>
Sao Paulo	19	16	16	10	21	17
Seoul	17	14	5	8	6	7
Shanghai	16	13	4	1	18	16
Singapore	11	15	9	2	4	8
Tokyo	18	3	2	4	5	2
Toronto	13	18	18	18	7	19

## RANKINGS: RESOURCES

Metro Area	Global 500 HQ	Domestic Market Cap	Expenditures on R&D	Patents	Final Rank
	#	\$US (mil)	% GDP	Per mil Residents	
Amsterdam	8	12	9	16	13
Atlanta	12	12	16	3	15
Chicago	6	12	7	3	5
<b>DFW</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>3</b>	<b>10</b>
Frankfurt	15	8	1	10	8
Hong Kong	15	6	13	18	15
Houston	8	12	10	3	10
London	4	4	15	11	7
Los Angeles	8	12	NA	3	9
Melbourne	12	12	8	15	14
Miami	19	12	NA	3	19
Monterrey	19	12	19	20	21
Mumbai	12	9	18	21	18
New York	3	1	12	3	3
Paris	2	3	1	12	2
Sao Paulo	17	10	17	19	20
Seoul	5	12	4	2	3
Shanghai	17	5	13	17	17
Singapore	19	11	6	14	12
Tokyo	1	2	3	1	1
Toronto	6	7	5	13	5

## RANKINGS: BUSINESS CLIMATE

Metro Area	Cost of Doing Business	Cost of Office Occupancy	Business Taxes	Ease of Doing Business	Economic Stability	Final Rank
	Index	\$US (per workstation)	Total Tax Rate	World Rank	Index	
Amsterdam	NA	10	5	16	2	6
Atlanta	2	4	7	2	4	2
Chicago	7	9	7	2	4	7
<b>DFW</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>4</b>	<b>2</b>
Frankfurt	11	17	15	14	3	15
Hong Kong	NA	21	2	9	17	13
Houston	NA	6	7	2	4	5
London	12	20	4	10	4	10
Los Angeles	6	5	7	2	4	4
Melbourne	4	3	14	12	15	12
Miami	NA	11	7	2	4	8
Monterrey	1	1	16	18	19	17
Mumbai	NA	16	20	20	18	19
New York	9	12	7	2	4	8
Paris	8	19	18	17	1	18
Sao Paulo	NA	7	19	21	21	21
Seoul	NA	13	3	15	16	15
Shanghai	NA	8	21	19	20	20
Singapore	NA	15	1	1	4	1
Tokyo	10	18	17	13	13	13
Toronto	5	14	6	11	14	11

## RANKINGS: QUALITY OF LIFE

Metro Area	Livability	Safety	Environment	Healthy Life Expectancy	GDP per Capita	Cost of Living	Final Rank
	Index	Index	Index	Years	\$US	Index	
Amsterdam	6	3	17	6	15	12	8
Atlanta	13	18	7	9	8	2	12
Chicago	10	8	7	9	7	5	8
<b>DFW</b>	<b>11</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>5</b>	<b>4</b>	<b>8</b>
Frankfurt	1	2	3	3	10	10	2
Hong Kong	16	7	NA	9	12	18	15
Houston	13	8	7	9	9	3	8
London	8	12	3	6	3	20	5
Los Angeles	5	14	7	9	4	7	6
Melbourne	6	5	14	2	14	11	7
Miami	12	14	7	9	11	6	14
Monterrey	NA	16	14	18	18	1	17
Mumbai	20	20	19	21	20	9	21
New York	9	12	7	9	2	15	12
Paris	3	11	1	3	6	17	4
Sao Paulo	18	21	6	20	NA	12	19
Seoul	17	19	16	17	17	19	18
Shanghai	19	17	18	19	19	14	20
Singapore	15	1	NA	8	16	16	16
Tokyo	2	6	5	1	1	21	1
Toronto	3	3	2	3	13	8	2

## DATA SOURCES

INDICATOR	DESCRIPTION	SOURCE(S)
<b>TALENT</b>		
Working Age: 15-64	Share (%) of total population between the ages of 15 and 64	Local Sources (state level data for Monterrey), Eurostats Urban Audit. Local Sources are described on page 14 at the end of this section.
Higher Education	Share (%) of population aged 15 and over with an Associates degree or higher (equivalent to an ISCED level of 5 or above)	Local Sources, Eurostats Urban Audit and World Bank EdStats
Immigrant Index	Rank among 90 world metros based on an index of the size (#), intensity (%) and diversity (home countries) of the foreign born residents	<i>A Global Perspective on the Connections between Immigration and World Cities</i> (Lisa Benton-Short, Marie Price and Samantha Friedman, 2004)
Top 500 Universities	Number (#) of universities ranked in the top 500 worldwide based on counts of the alumni and staff winning Nobel Prizes and Fields Medals, highly cited researchers, articles published in <i>Nature and Science</i> , articles indexed in major citation indices, and the per capita academic performance of an institution.	Academic Ranking of World Universities (ARWU) Top 500, Shanghai Jiao Tong University.
Nobel Prize Winners	Number (#) of Nobel Prize winners in chemistry, economics, medicine and physics produced by local universities and related institutions between 1975 and 2008.	The Nobel Foundation
Global Skills	Advanced Services: Share (%) of total employment engaged in Finance, Insurance, Real Estate, Professional and Business Services	Local Sources and <i>Population and Employment Profile of Mumbai Metro Region (1998)</i>
	Technology: Number of workers in high tech and bio/life manufacturing per 1,000 residents. Includes communications equipment, computers and electronics, bio/chemical, instrumentation, and transportation manufacturing	<i>World Knowledge Competitiveness Index 2008</i> , Centre for International Competitiveness, University of Wales Insitute. (Proxy regions for several metros are detailed on the spreadsheet.)
<b>ACCESS</b>		
Destinations	Number (#) of city destinations from major airports	TheAirDB.com and local airports
Passengers	Number (#) of arriving/departing passengers at major local airports	<i>Annual Traffic Data (2007)</i> , Airports Council International, and local airports
Air Cargo	Total air cargo arriving/departing major local airports measured in metric tons	<i>Annual Traffic Data (2007)</i> , Airports Council International, and local airports
	<b>DESCRIPTION</b>	<b>SOURCE(S)</b>

<b>INDICATOR</b>		
Water Cargo	Total water cargo arriving/departing major local ports measured in metric tons	<i>World Port Rankings (2006)</i> , American Association of Port Authorities, and local ports
Land Transport	Ratings of national roadway and railroad infrastructures based upon annual executive opinion surveys where 1 indicates the systems are underdeveloped and 7 rates them as “extensive and efficient by international standards”	<i>The Global Competitiveness Report 2008-2009</i> , World Economic Forum
<b>RESOURCES</b>		
Global 500 HQ	Number (#) of top 500 companies, based on FY 2007 revenues, that are headquartered in the metro region	Fortune Magazine Global 500 (July 21, 2008)
Domestic Market Cap	Domestic Market Capitalization for equity market(s) by metro region. Year end, 2007, in millions of US dollars.	World Federation of Exchanges <i>Note: Metros lacking stock exchanges were scored with the lowest rankings on this measure.</i>
Expenditures on R&D	Gross national public and private expenditures on research and development measured as percent of the country’s GDP	<i>Competitive Alternatives: KPMG 's Guide to International Business Location, 2008 Edition (App. E)</i> and <i>OECD Factbook 2008: Economic, Environmental and Social Statistics</i>
Patents	Number of 2006 patent filings by residents per 1,000,000 population. National data.	<i>World Patent Report: A Statistical Review (2008)</i> , World Intellectual Property Organization
<b>BUSINESS CLIMATE</b>		
Cost of Doing Business	Index of metro area competitiveness in total business costs across 136 areas in 10 countries using after-tax cost of start-up and operation for representative operations in 12 industries over a ten-year planning horizon. Proprietary models include 27 location-specific items and 50,000 specific cost items	<i>Competitive Alternatives: KPMG 's Guide to International Business Location, 2008 Edition</i>
Cost of Office Occupancy	Total office occupancy costs per workstation across 137 business districts in 49 countries/territories reported. Includes rents and other usual costs, such as maintenance and taxes.	<i>Global Office Occupancy: Costs Survey (2008)</i> , DTZ Research and Staubach (Averages used for metros with multiple markets)
Business Taxes	Total Tax Rate (TTR) measures the amount of all taxes and mandatory contributions as a percentage of commercial profits for businesses in 178 countries.	<i>Paying Taxes 2008: The Global Picture</i> , World Bank and PricewaterhouseCoopers

INDICATOR	DESCRIPTION	SOURCE(S)
Business Taxes, con't	The TTR includes: <ul style="list-style-type: none"> <li>• Profit or corporate income tax</li> <li>• Social contributions and labor taxes paid by employer</li> <li>• Property and property transfer taxes</li> <li>• Dividend, capital gains and financial transactions taxes</li> <li>• Waste collection, vehicle, road and other taxes</li> </ul>	<i>Paying Taxes 2008: The Global Picture</i> , World Bank and PricewaterhouseCoopers
Ease of Doing Business	National economies ranked on their ease of doing business, (from 1 to 181), with first place ranking meaning that the regulatory environment is conducive to the operation of business. Index contains 10 categories with 39 indicators.	<i>Doing Business 2008</i> , World Bank
Economic Stability	National measures of volatility in three areas: GDP growth, exchange rates and inflation.	<i>Worldwide Centers of Commerce Index (2008)</i> , MasterCard Worldwide
<b>QUALITY OF LIFE</b>		
Healthy Life Expectancy (HALE)	Average number of years that a person can expect to live in "full health" by taking into account years lived in less than full health due to disease and/or injury. (National data)	<i>World Health Statistics (2008)</i> , World Health Organization
Livability	Composite of five dimensions from Mercer's Quality of Living Index: recreation and entertainment, basic services, health and safety and personal freedom	<i>Worldwide Centers of Commerce Index (2008)</i> , MasterCard Worldwide
Environment	The Environmental Performance Index tracks national performance on 25 measures of environmental health and ecosystem vitality. The indicators cover air, water, biodiversity and habitat, environmental burden on disease, climate change and productive natural resources.	<i>2008 Environmental Performance Index</i> , Yale Center for Environmental Law and Policy, Yale University, and the Center for International Earth Science Information Network (CIESIN), Columbia University
GDP per capita	Gross Domestic Product per capita, measured in US dollars	<i>World Knowledge Competitiveness Index 2008</i> , Centre for International Competitiveness, University of Wales Insititute. (Proxy regions for several metros are detailed on the spreadsheet.)
Safety	Indexed measure of internal stability, crime, effectiveness of law enforcement and relationships with other countries for 350 cities worldwide.	Mercer's 2008 Quality of Living and Cost of Living Indices. (Pending delivery of information from Mercer, DFW is estimated at or between Chicago and Houston based on other reports that show this positioning with some consistency. See "Livability," which uses Mercer, above as an example.)
Cost of Living Index	Compares cost of over 200 items in each location (including housing, transport, food, clothing, household goods and entertainment) for 143 cities worldwide	



## LOCAL DATA SOURCES

<b>U.S. Metros</b>	American Community Survey (2007), U.S. Census Bureau
<b>Amsterdam</b>	City Region Amsterdam (2007), O+S, Department of Research, City of Amsterdam
<b>Frankfurt</b>	FrankfurtRhineMain in Figures (2007), Chambers of Commerce and Industry IHK-Forum Rhine-Main
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