

MATTERS™

MASSACHUSETTS TECHNOLOGY, TALENT,
AND ECONOMIC REPORTING SYSTEM

MASSACHUSETTS
HIGHTECHNOLOGYCOUNCIL

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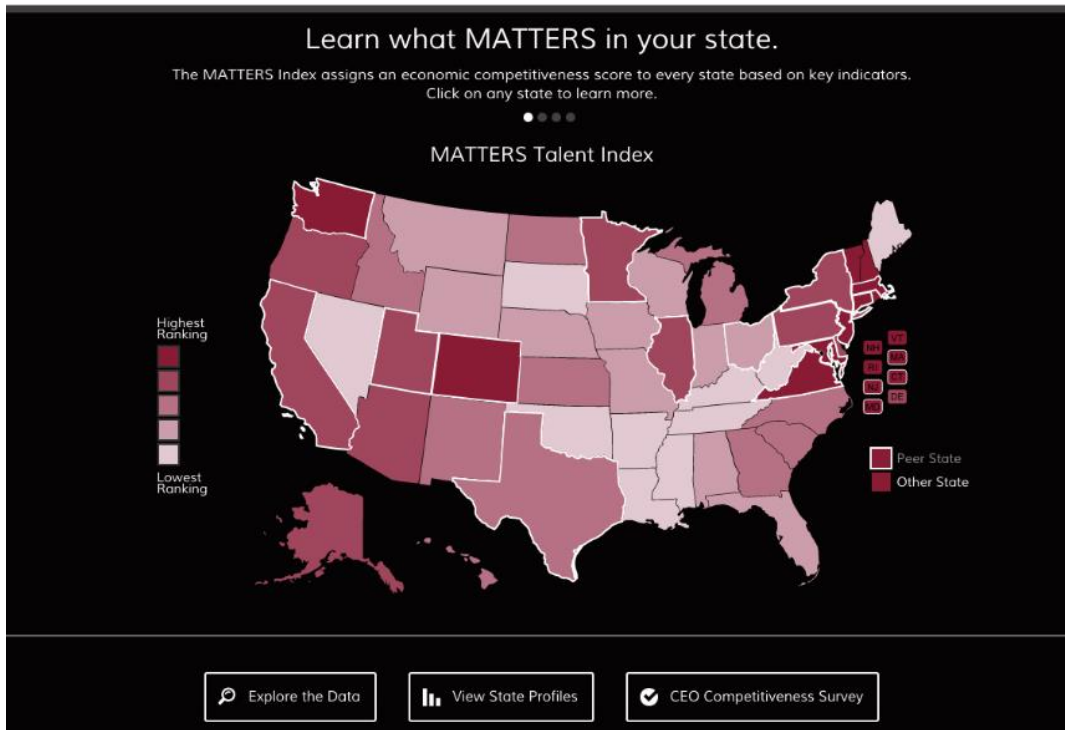
Local tech executives see Mass. as high quality and improving place to operate. But deep concerns about high cost of doing business are widely held and supported by key data.

Massachusetts High Tech Council unveils new MATTERS state competitiveness dashboard and Executive Insight Survey benchmarking the state's national competitiveness.

Waltham, MA (October 20, 2016) – Top executives committed to building thriving technology companies see the Commonwealth as a competitive place to operate with business conditions that are stable or improving, but deep concerns about business costs abound and threaten prospects for growth according to newly released data and survey results from the Massachusetts High Technology Council.

The Massachusetts High Technology Council released the new insights as part of its next-generation rollout of the [Massachusetts Technology Talent and Economic Reporter System \(MATTERS\)](#), a comprehensive and dynamic aggregation of more than 50 key quantitative metrics that allows technology leaders and policymakers to evaluate and compare the business climate in Massachusetts and competitor states. The revised MATTERS 2.0 resource - combined with insights from MHTC's Executive Competitiveness Insight Survey- will enable MHTC to further inform and support its advocacy for public policies that keep Massachusetts competitive.

“We’re proud to unveil MATTERS 2.0 to the public and we look forward to enhancing this unique resource to ensure it becomes the gold standard for measuring state economic competitiveness,” said **Christopher Anderson, President of the Massachusetts High Technology Council.** “For almost four decades, the Massachusetts High Technology Council has been a leader in advocating for policies and regulations that help businesses to thrive in the Commonwealth. We’re hearing directly from business leaders Massachusetts’s advantages-like our best-in-the-nation talent pool-can be offset by other more challenging factors including the high costs of doing business and the need to improve our transportation systems.”



MATTERS Executive Competitiveness Insight Survey

The [MATTERS Executive Competitiveness Insight Survey](#), conducted by KPMG on behalf of the Massachusetts High Technology Council, surveys business leaders about Massachusetts' current competitive position among leading technology states on a semiannual basis.

The inaugural survey, conducted in September, found that 72% rate Massachusetts as a good or excellent place to do business and 90% feel the local business environment is holding steady or improving. But 71% of executives identified the "cost of doing business" in-state as among the "greatest potential risks" to their businesses.

Other insights include:

- 54 percent of executives cited "transportation issues" among the greatest potential risks to their businesses.
- 44 percent of executives cited the "available pool of skilled workforce" among the greatest potential risks to their businesses.

"Perceptions matter. The MATTERS Executive Survey creates a premier snapshot of how our Commonwealth's ability to compete with other states is perceived by job-creators," Anderson said. "We expect the combination of MATTERS data and CEO perceptions to be invaluable to our state leaders and policymakers as we continue to work together to build a strong economic future for Massachusetts."

“Massachusetts is home to a number of cutting edge technology and manufacturing companies that we consistently communicate with to discuss important issues like competitiveness and workforce development,” said Governor Charlie Baker. “We look forward to analyzing the MATTERS 2.0 data with our colleagues in industry and academia and using the information to make the Commonwealth an even more attractive place for technology companies.”



About MATTERS

Powered by technology developed under the direction of faculty and students from the graduate data science program at Worcester Polytechnic Institute, MATTERS was originally launched as a beta site in 2015. The newly-unveiled MATTERS 2.0 online dashboard consolidates a set of key cost, economic and talent metrics along with a collection of independent national rankings into a single source for industry leaders, policymakers, and researchers interested in cultivating the conditions for success for Massachusetts' technology-based businesses.

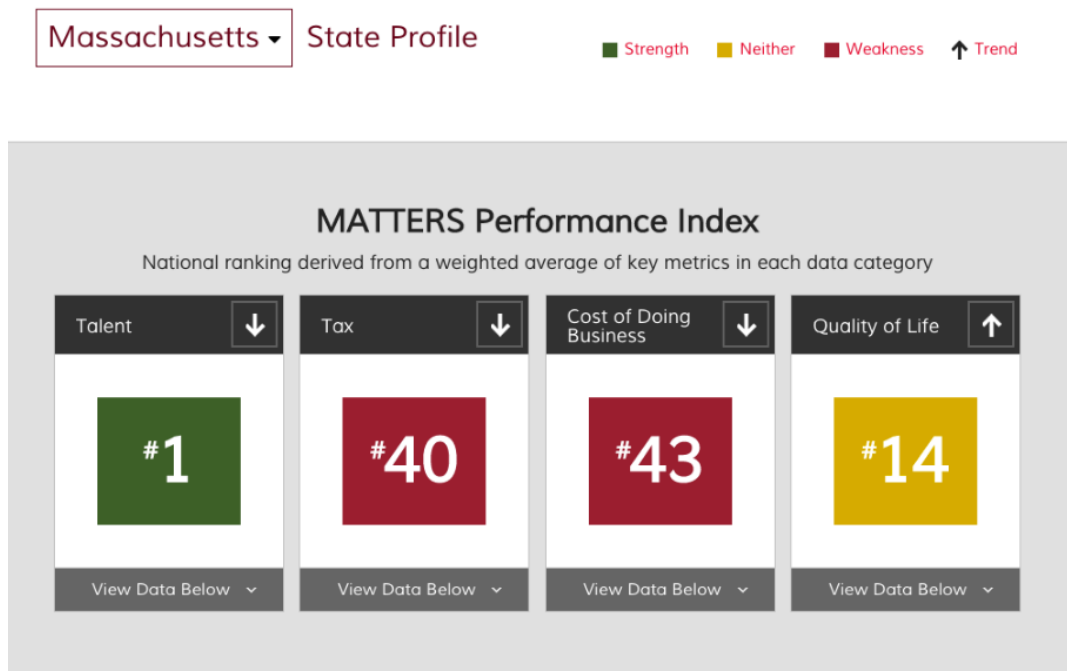
The MATTERS State Profiles and executive survey are designed in complement to draw insights and present a clear portrait of how Massachusetts compares to the rest of the country in creating a competitive business climate. These insights are intended to drive action so that Massachusetts policymakers can make impactful decisions that foster economic growth.

[Click here for a webinar on how to use MATTERS](#)

MATTERS is supported by subject matter expertise and financial sponsorships from Council members and supporters including: the Mass. Tech Collaborative, Millipore Sigma, Monster Worldwide, the MITRE Corporation, PTC, Putnam Investments and the Worcester Polytechnic Institute.

MATTERS will support the mission of the Massachusetts High Technology Council: to help make Massachusetts the world's most attractive place to live, work, and grow high technology businesses. The

different metrics assess Massachusetts' current competitive position among leading technology states while providing policy makers with the information critical to developing public policy that attracts and retains business to the state.



“MATTERS is designed to present a comprehensive, objective portrait of how Massachusetts compares to the rest of the country in creating a climate where businesses can grow and develop,” Anderson said. “We’ve tailored MATTERS to combine the metrics that business executives evaluate when they’re considering the merits of a site location and its impact on the future of their employees. These insights are intended to drive action so that Massachusetts leaders make impactful decisions that foster economic growth for the Commonwealth and make our state more competitive.”

MATTERS 2.0 includes more than 20 new metrics and redesigned State Profiles featuring performance indices that rank all 50 states on talent, tax, cost of doing business and quality of life. These uniform indices allow users to compare and contrast Massachusetts' performance against the other 49 states and the District of Columbia. The indices are developed using selected metrics to build such as STEM degrees per capita, corporate income tax rates, the state highway cost per mile, and student test performance on the National Assessment of Educational Progress. All data in MATTERS will be regularly updated with support from students and faculty from Worcester Polytechnic Institute and Brandeis University. MATTERS' user interface has been developed with ongoing support from the Bentley University User Experience Center.

About the Massachusetts High Technology Council – www.mhtc.org

The Massachusetts High Technology Council is the oldest and only cross-sector association of technology, professional services, and higher education CEOs and senior executives in Massachusetts. As advocates for public policies and programs that create and maintain a healthy and competitive business climate, the Council has lead winning strategies for 39 years. In addition to its mission focus on cost

competitiveness and talent development, the Council also works to preserve and strengthen federal defense assets in Massachusetts and support a robust and productive interaction among those assets and the public and private technology sectors across New England.