

# Ipsos Top Cities 2017

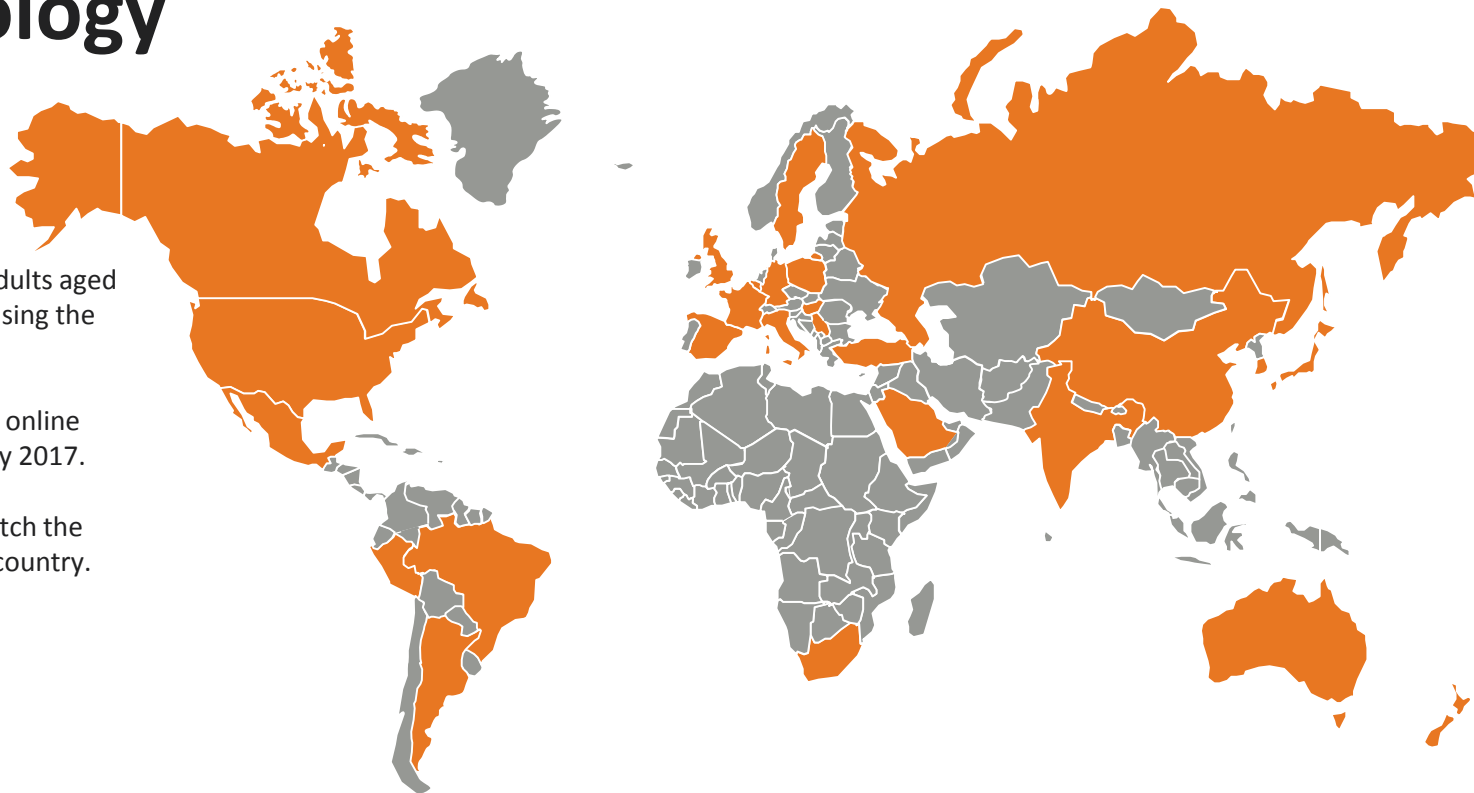
## IPSOS TOP CITIES 2017

# Methodology

Ipsos interviewed 18,557 adults aged 16-64 across 26 countries using the Ipsos Online panel system.

Interviews were conducted online between 21 April and 5 May 2017.

Results are weighted to match the known population of each country.



IPSOS TOP CITIES 2017

# Methodology

Participants were asked:

***Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...***

1. Live in?
2. Visit?
3. Do business in?

A list of sixty cities was provided for each question

## IPSOS TOP CITIES

## The 2017 list – sixty cities

<b>Abu Dhabi</b> <i>United Arab Emirates</i>	<b>Budapest</b> <i>Hungary</i>	<b>Helsinki</b> <i>Finland</i>	<b>Madrid</b> <i>Spain</i>	<b>Oslo</b> <i>Norway</i>	<b>Sydney</b> <i>Australia</i>
<b>Amsterdam</b> <i>The Netherlands</i>	<b>Buenos Aires</b> <i>Argentina</i>	<b>Hong Kong</b> <i>China</i>	<u><b>Manila</b></u> <i>Philippines</i>	<b>Paris</b> <i>France</i>	<b>Tehran</b> <i>Iran</i>
<b>Auckland</b> <i>New Zealand</i>	<b>Cairo</b> <i>Egypt</i>	<b>Istanbul</b> <i>Turkey</i>	<b>Mecca</b> <i>Saudi Arabia</i>	<u><b>Prague</b></u> <i>Czech Republic</i>	<b>Tel Aviv</b> <i>Israel</i>
<b>Bangkok</b> <i>Thailand</i>	<b>Cape Town</b> <i>South Africa</i>	<b>Jakarta</b> <i>Indonesia</i>	<b>Mexico City</b> <i>Mexico</i>	<b>Rio de Janeiro</b> <i>Brazil</i>	<b>Tokyo</b> <i>Japan</i>
<b>Beijing</b> <i>China</i>	<b>Casablanca</b> <i>Morocco</i>	<b>Karachi</b> <i>Pakistan</i>	<b>Moscow</b> <i>Russia</i>	<b>Rome</b> <i>Italy</i>	<b>Toronto</b> <i>Canada</i>
<u><b>Belgrade</b></u> <i>Serbia</i>	<b>Chicago</b> <i>United States</i>	<b>Kuala Lumpur</b> <i>Malaysia</i>	<b>Mumbai</b> <i>India</i>	<b>Sao Paulo</b> <i>Brazil</i>	<u><b>Vancouver</b></u> <i>Canada</i>
<b>Berlin</b> <i>Germany</i>	<b>Copenhagen</b> <i>Denmark</i>	<u><b>Lagos</b></u> <i>Nigeria</i>	<u><b>Munich</b></u> <i>Germany</i>	<b>Seoul</b> <i>South Korea</i>	<u><b>Vienna</b></u> <i>Austria</i>
<u><b>Bogota</b></u> <i>Colombia</i>	<u><b>Delhi</b></u> <i>India</i>	<u><b>Lima</b></u> <i>Peru</i>	<u><b>Nairobi</b></u> <i>Kenya</i>	<b>Shanghai</b> <i>China</i>	<b>Warsaw</b> <i>Poland</i>
<b>Boston</b> <i>United States</i>	<u><b>Dublin</b></u> <i>Republic of Ireland</i>	<b>London</b> <i>United Kingdom</i>	<b>New York City</b> <i>United States</i>	<b>Singapore</b> <i>Singapore</i>	<b>Washington</b> <i>United States</i>
<b>Brussels</b> <i>Belgium</i>	<b>Guangzhou</b> <i>China</i>	<b>Los Angeles</b> <i>United States</i>	<b>Osaka</b> <i>Japan</i>	<b>Stockholm</b> <i>Sweden</i>	<b>Zurich</b> <i>Switzerland</i>

IPSOS TOP CITIES 2017

# Calculating the Index

The **Ipsos Cities Index** is calculated as the sum of the three individual scores achieved by each city:

*Example:*

*New York Index Score = % live + % do business + % visit*

*11+23+15 = **49***

Note that the 2017 Index score is not directly comparable to 2013 as twelve more cities have been added to the list since then.



Which is the  
world's  
favourite city?



An aerial photograph of Central Park in New York City, showing the dense greenery of the park surrounded by the dense urban landscape of Manhattan. The Hudson River is visible on the left, and the East River on the right. The park's iconic features, including the two large lakes and the winding paths, are clearly visible.

Ipsos Public Affairs

# Top City 2017: New York

## IPSOS TOP CITIES

# Top Cities Index 2017 scores

1. **New York** retains its place as the leading city in this year's index.
2. Since 2013, **Abu Dhabi** has overtaken London and Paris to move into second.
3. **Tokyo** has risen two places, replacing Sydney in the top five best cities.
4. Only one city has broken into the top ten since 2013 – **Amsterdam**.
5. The bottom three cities in the Index this year are **Lagos** (2 points), **Nairobi** (2) and **Tehran** (1).

City	Index score	2017 Index rank	2013 Index Rank
New York	49	1 (-)	1
Abu Dhabi	46	2 (↑)	4
London	40	3 (↓)	2
Paris	38	4 (↓)	3
Tokyo	36	5 (↑)	7
Zurich	35	=6 (-)	6
Sydney	35	=6 (↓)	5
Rome	33	8 (↑)	9
Amsterdam	27	=9 (↑)	14
Los Angeles	27	=9 (-)	10



An aerial photograph of a city harbor, likely Vancouver, showing numerous sailboats and yachts docked at a marina. In the background, modern high-rise apartment buildings are visible, along with a bridge and mountains under a clear sky. The image is partially obscured by a teal diagonal overlay on the right side.

WHICH ARE THE TOP CITIES  
FOR...

LIVING?

Top City for  
living 2017:

Zurich

GAME CHANGERS



## IPSOS TOP CITIES

# Top cities for living 2017

1. The top two cities for living are unchanged from 2013: **Zurich** remains the most popular, followed by **Sydney**.

2. **Vancouver**, a new entry this year, is joint third with **Abu Dhabi**, which has risen from seventh.

3. **New York** and **Paris** have both fallen; fifth and third in 2013, they are now ranked in equal tenth.

4. **London** is joint-fifth with **Amsterdam**, **Toronto**, **Stockholm** and **Oslo**.

City	% score	2017 rank	2013 Rank
Zurich	17	1 (-)	1
Sydney	16	2 (-)	2
Abu Dhabi	13	=3 (↑)	7
Vancouver	13	=3 (-)	N/A
London	12	=5 (↑)	=3
Amsterdam	12	=5 (↑)	=10
Toronto	12	=5 (↑)	6
Stockholm	12	=5 (↑)	8
Oslo	12	=5 (↑)	=10
New York	11	=10 (↓)	5
Paris	11	=10	=3



WHICH ARE THE TOP CITIES  
FOR...

DOING BUSINESS?



An aerial photograph of Central Park in New York City, showing the dense greenery of the park surrounded by the dense urban landscape of Manhattan. The Hudson River is visible on the left, and the East River on the right. The park's iconic features, including the two large lakes and the winding paths, are clearly visible.

Ipsos Public Affairs

Top City to  
do business  
in 2017:

New York

## IPSOS TOP CITIES

# Top five cities to do business in 2017

1. **New York** and **Abu Dhabi** remain the clear leaders as cities to do business in.
2. **London**, **Tokyo** and **Hong Kong** again form the chasing pack in joint-third.
3. The remaining five cities – **Zurich**, **Beijing**, **Los Angeles**, **Berlin** and **Shanghai** also featured in the 2013 top ten.
4. **Paris** falls outside the top ten, with 7% thinking it is good for commerce.
5. **Tehran** is seen as the least business-friendly city (scoring less than 1%).

City	% score	2017 Index rank	2013 Index Rank
New York	23	1 (-)	1
Abu Dhabi	21	2 (-)	2
London	15	=3 (↑)	5
Tokyo	15	=3 (↑)	4
Hong Kong	15	=3 (-)	3
Zurich	11	=6 (↑)	7
Beijing	11	=6 (-)	6
Los Angeles	10	8 (↑)	10
Berlin	9	=9 (-)	=9
Shanghai	9	=9 (-)	=9





WHICH ARE THE TOP CITIES  
FOR...

VISITING?

# Top City to visit 2017: Paris

## IPSOS TOP CITIES

# Top five cities to visit 2017

1. **Paris** keeps its top spot as the world's favourite city to visit.
2. This year **Rome** has overtaken **New York** as the second favourite. **London** remains the fourth most popular.
3. **Amsterdam**, **Abu Dhabi** and **Tokyo** have all risen in this year's ranking.
4. One city from 2013 has fallen out of the top ten – **Rio de Janeiro**.
5. The new 2017 entrants **Vienna** and **Vancouver** are joint eleventh.

City	% score	2017 Index rank	2013 Index Rank
Paris	20	1 (-)	1
Rome	19	2 (↑)	3
New York	15	3 (↓)	2
London	13	4 (-)	4
Abu Dhabi	12	=5 (↑)	=6
Tokyo	12	=5 (↑)	=6
Sydney	12	=5 (-)	5
Amsterdam	10	8 (↑)	=10
Los Angeles	9	9 (↓)	=7
Madrid	8	10 (-)	=10



# Top Five Global Cities: In Profile

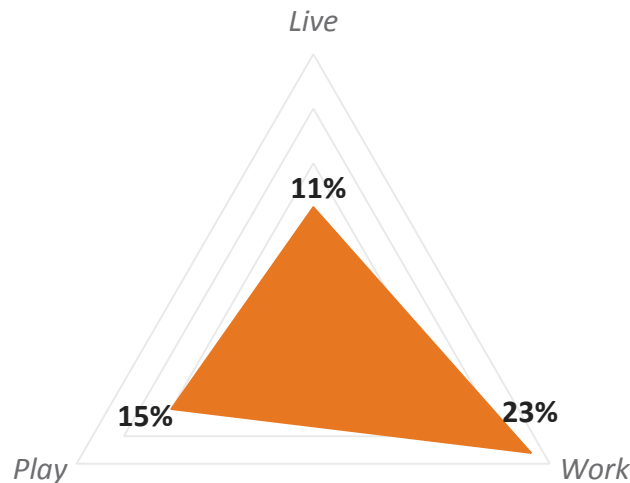
## IPSOS TOP CITIES

# 1. New York – best for business

New York City retains its position at the top of the index primarily because of its unparalleled reputation as a place to do business. 23% of our global sample picked it out as a city that is good for commerce, putting it at the top of the list.

Its draw as a tourist destination is also strong; 15% see it as a great place to visit, the third-most popular destination.

New York's lowest score is as a place to live – the 11% figure here makes it joint-tenth, level with Paris and behind cities including Toronto, Amsterdam and London.



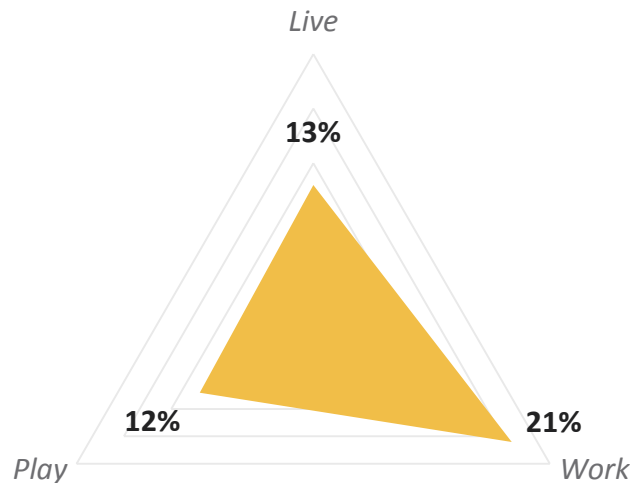
## IPSOS TOP CITIES

## 2. Abu Dhabi – a new centre of business

Since the 2013 Index Abu Dhabi has leapfrogged Paris and London, moving from fourth to second position. The key to Abu Dhabi's success is its perception as a business centre; 21% of our global sample say it is a good city for business, just two percentage points behind the leader New York.

Abu Dhabi ranks similarly to New York as a place to live – 13% say the desert city is a good city to live in, compared to 11% for the Big Apple.

As a place to visit it falls behind a little, with 12% saying Abu Dhabi is a good place to visit, compared to 15% for New York.





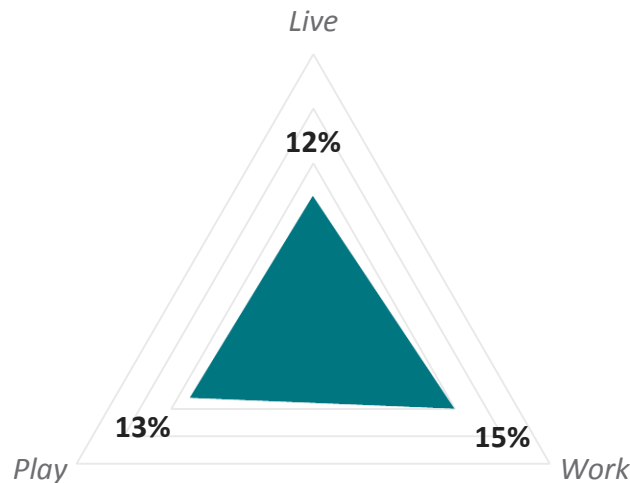
## IPSOS TOP CITIES

### 3. London – the all-rounder

Whilst it does not lead in any individual category, London is the only city to feature in the top five across all three dimensions of the index, and ranks third overall.

London's appeal is slightly stronger as a place to do business – at 15% it is third worldwide, alongside Tokyo and Hong Kong.

It is the fourth-most popular city for visiting (13%) and the joint-fifth most popular location to live in (12%), alongside Amsterdam, Toronto, Stockholm and Oslo.

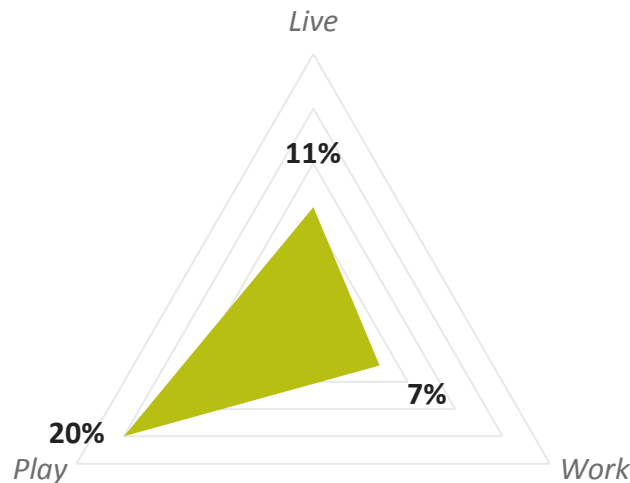


## IPSOS TOP CITIES

## 4. Paris – preferred for visiting

Paris's rank in the 2017 index – fourth – is strongly driven by its global reputation as a city to visit. One in five (20%) of the global public say Paris is one of the best cities for tourism worldwide.

Its reputation as one of the best cities to live in, or to do business in, is somewhat weaker. With a score of 11%, Paris ranks joint-tenth (of 60) as a city to live in, and with a 7% score for being a good place to do business it ranks twelfth.



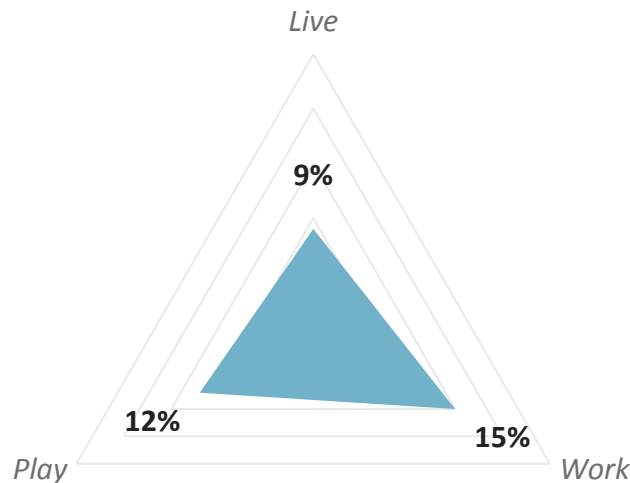
## IPSOS TOP CITIES

## 5. Tokyo – appeal in all dimensions

Tokyo completes this year's top five cities, rising two places from the seventh position it held in 2013. Its profile is similar to London, with good scores in all dimensions.

Tokyo's strongest suit is in doing business. 15% see it as one of the leading cities to do business in, the same score as London and Hong Kong. 12% see it as one of the best places to visit, joint-fifth with Abu Dhabi and Sydney.

However it is slightly weaker as a good place to live in – on 9% it ranks outside the top ten.







# Top cities: Generational favourites

## IPSOS TOP CITIES

# Top Cities Index: rank by generation

Baby Boomer (1945-65)	Gen X (1966-79)	Millennial (1980-95)	Gen Z (1996-)
1. Zurich	1. New York	1. New York	1. New York
2. Sydney	2. Abu Dhabi	2. Abu Dhabi	2. Abu Dhabi
3. New York	3. Sydney	3. Paris	3. Tokyo
4. Abu Dhabi	4. Zurich	4. London	4. London
5. London	5. London	5. Tokyo	5. Los Angeles
6. Paris	6. Paris	6. Rome	6. Paris
7. Rome	7. Tokyo	7. Los Angeles	7. Rome
8. Vancouver	8. Rome	8. Zurich	8. Amsterdam
9. Vienna	9. Amsterdam	9. Sydney	9. Berlin
10. Stockholm	10. Toronto	10. Amsterdam	10. Sydney

## IPSOS TOP CITIES

# Top cities to live in: scores by generation

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
Zurich	22%	Zurich	20%	Abu Dhabi	14%	Los Angeles	16%
Sydney	19%	Sydney	19%	Zurich	14%	Abu Dhabi	15%
Vancouver	15%	Vancouver	14%	New York	13%	New York	15%
Stockholm	15%	Stockholm	13%	Sydney	13%	London	14%
Oslo	14%	Abu Dhabi	13%	London	13%	Amsterdam	13%
Toronto	13%	Oslo	13%	Paris	12%	Paris	12%
Vienna	13%	Toronto	12%	Amsterdam	12%	Rome	11%
Amsterdam	12%	Amsterdam	12%	Toronto	12%	Zurich	10%
Auckland	12%	Auckland	11%	Vancouver	11%	Sydney	10%
Copenhagen/London Abu Dhabi	10%	London/Vienna Paris/New York	10%	Stockholm	11%	Tokyo / Toronto	10%



## IPSOS TOP CITIES

# Top cities to visit: scores by generation

## Baby Boomer (1945-65)

Paris	20%
Rome	19%
Sydney	15%
New York	13%
London	12%
Vienna	11%
Zurich	10%
Abu Dhabi	10%
Amsterdam	10%
Tokyo/Vancouver	9%

## Gen X (1966-79)

Rome	20%
Paris	20%
New York	16%
Sydney	14%
London	13%
Abu Dhabi	12%
Tokyo	11%
Amsterdam	10%
Vienna	8%
Zurich	8%

## Millennial (1980-95)

Paris	21%
Rome	18%
New York	16%
Abu Dhabi	13%
Tokyo	12%
London	12%
Amsterdam	10%
Sydney	10%
Los Angeles	9%
Madrid	8%

## Gen Z (1996-)

Paris	23%
Rome	19%
New York	17%
Tokyo	17%
Abu Dhabi	15%
London	14%
Los Angeles	13%
Sydney	9%
Amsterdam	9%
Rio de Janeiro/Madrid Cairo/Osaka	7%

IPSOS TOP CITIES

# Top cities to do business: scores by generation

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
New York	21%	New York	24%	New York	23%	New York	24%
Abu Dhabi	19%	Abu Dhabi	21%	Abu Dhabi	23%	Abu Dhabi	21%
Hong Kong	16%	London	16%	Hong Kong	14%	Tokyo	18%
London	16%	Hong Kong	15%	London	14%	London	16%
Zurich	15%	Tokyo	15%	Tokyo	14%	Los Angeles	13%
Tokyo	14%	Zurich	12%	Beijing	12%	Beijing	11%
Singapore	10%	Beijing	11%	Los Angeles	11%	Hong Kong	11%
Berlin	10%	Shanghai	10%	Zurich	10%	Berlin	10%
Beijing	10%	Los Angeles	10%	Shanghai	9%	Shanghai	9%
Shanghai	10%	Berlin/Singapore	9%	Berlin	9%	Washington DC	9%

# Ipsos Top Cities

## EU in focus



IPSOS TOP CITIES

# New York is the lead global city for the EU

*Ipsos Top Cities 2017 – EU country index*

City	Score	EU Index rank
New York	51	1
London	49	2
Zurich	43	3
Paris	40	4
Abu Dhabi	39	5
Rome	37	6
Sydney	36	7
Amsterdam	32	8
Stockholm	31	=9
Berlin	31	=9

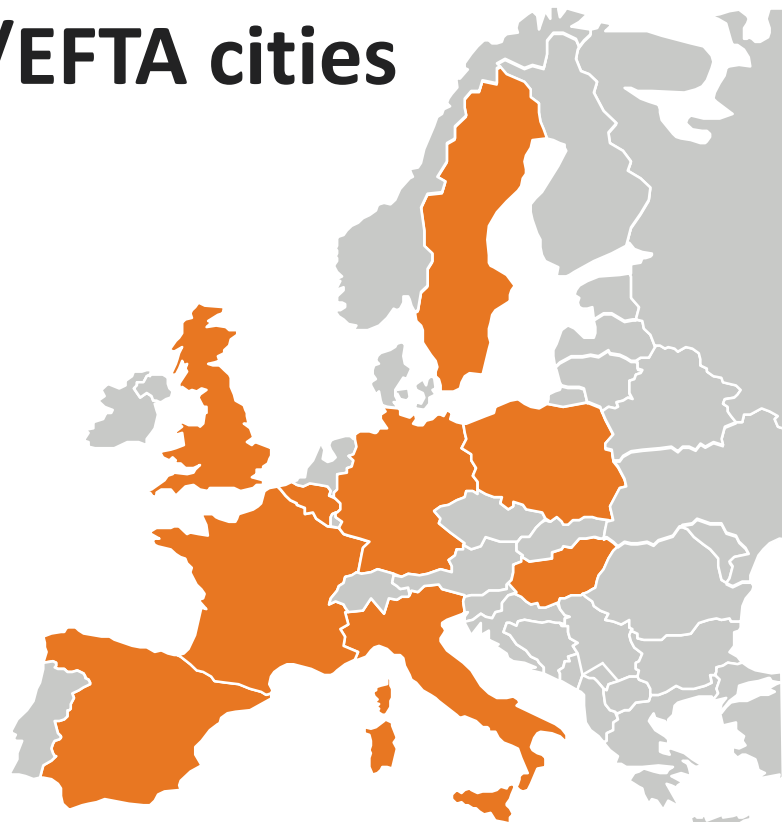


## IPSOS TOP CITIES

# And London leads among EU/EFTA cities

*Ipsos Top EU/EFTA Cities 2017*

City	Score	EU Index rank
London	49	1
Zurich	43	2
Paris	40	3
Rome	37	4
Amsterdam	32	5
Stockholm	31	=6
Berlin	31	=6
Vienna	30	8
Oslo	29	9
Madrid	23	=10
Copenhagen	23	=10

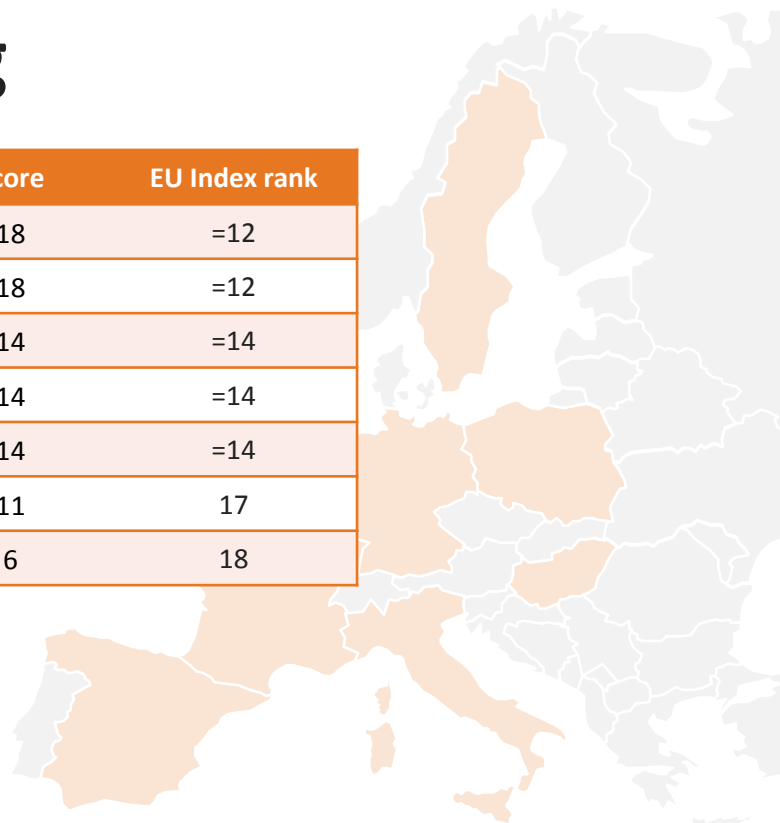


## IPSOS TOP CITIES

**All EU/EFTA cities: EU ranking**

City	Score	EU Index rank
London	49	1
Zurich	43	2
Paris	40	3
Rome	37	4
Amsterdam	32	5
Stockholm	31	=6
Berlin	31	=6
Vienna	30	8
Oslo	29	9
Madrid	23	=10
Copenhagen	23	=10

City	Score	EU Index rank
Helsinki	18	=12
Munich	18	=12
Dublin	14	=14
Brussels	14	=14
Prague	14	=14
Budapest	11	17
Warsaw	6	18



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## ABOUT IPSOS

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Ipsos ranks third in the global research industry. With a strong presence in 88 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” - our tagline - summarises our ambition.

**GAME CHANGERS**



## IPSOS TOP CITIES

## Top Cities 2017 – full ranking page 1

		Live %	Visit %	Work %	2017 Index	2013 Index *
1	New York City, United States	11%	15%	23%	<b>49</b>	68
2	Abu Dhabi, United Arab Emirates	13%	12%	21%	<b>46</b>	47
3	London, United Kingdom	12%	13%	15%	<b>40</b>	52
4	Paris, France	11%	20%	7%	<b>38</b>	52
5	Tokyo, Japan	9%	12%	15%	<b>36</b>	39
6	Zurich, Switzerland	17%	7%	11%	<b>35</b>	41
7	Sydney, Australia	16%	12%	7%	<b>35</b>	44
8	Rome, Italy	10%	19%	4%	<b>33</b>	30
9	Amsterdam, The Netherlands	12%	10%	5%	<b>27</b>	22
10	Los Angeles, United States	8%	9%	10%	<b>27</b>	30
11	Toronto, Canada	12%	7%	7%	<b>26</b>	27
12	Vancouver, Canada	13%	7%	5%	<b>25</b>	-

		Live %	Visit %	Work %	2017 Index	2013 Index *
13	Berlin, Germany	8%	6%	9%	<b>23</b>	29
14	Hong Kong, China	3%	5%	15%	<b>23</b>	33
15	Stockholm, Sweden	12%	5%	5%	<b>22</b>	21
16	Oslo, Norway	12%	5%	4%	<b>21</b>	16
17	Vienna, Austria	9%	7%	4%	<b>20</b>	-
18	Madrid, Spain	8%	8%	4%	<b>20</b>	16
19	Singapore, Singapore	6%	6%	8%	<b>20</b>	25
20	Auckland, New Zealand	10%	6%	3%	<b>19</b>	16
21	Beijing, China	2%	4%	11%	<b>17</b>	22
22	Washington, United States	4%	4%	7%	<b>15</b>	18
23	Copenhagen, Denmark	8%	4%	3%	<b>15</b>	13
24	Helsinki, Finland	8%	4%	3%	<b>15</b>	12

## IPSOS TOP CITIES

## Top Cities 2017 – full ranking page 2

		Live %	Visit %	Work %	2017 Index	2013 Index *
25	Munich, Germany	6%	3%	6%	<b>15</b>	-
26	Osaka, Japan	4%	5%	5%	<b>14</b>	14
27	Shanghai, China	1%	3%	9%	<b>13</b>	16
28	Istanbul, Turkey	3%	5%	4%	<b>12</b>	15
29	Bangkok, Thailand	2%	6%	4%	<b>12</b>	13
30	Boston, United States	4%	3%	4%	<b>11</b>	10
31	Prague, Czech Republic	3%	6%	2%	<b>11</b>	-
32	Chicago, United States	3%	3%	4%	<b>10</b>	12
33	Rio de Janeiro, Brazil	2%	6%	2%	<b>10</b>	17
34	Dublin, Irish Republic	4%	3%	2%	<b>9</b>	-
35	Brussels, Belgium	3%	2%	4%	<b>9</b>	10
36	Mumbai, India	2%	3%	4%	<b>9</b>	9

		Live %	Visit %	Work %	2017 Index	2013 Index *
37	Seoul, South Korea	2%	3%	4%	<b>9</b>	9
38	Cairo, Egypt	1%	6%	2%	<b>9</b>	11
39	Delhi, India	2%	3%	3%	<b>8</b>	-
40	Moscow, Russia	2%	3%	3%	<b>8</b>	10
41	Lima, Peru	2%	3%	2%	<b>7</b>	-
42	Cape Town, South Africa	2%	3%	2%	<b>7</b>	9
43	Budapest, Hungary	2%	3%	1%	<b>6</b>	4
44	Mecca, Saudi Arabia	2%	2%	2%	<b>6</b>	11
45	Kuala Lumpur, Malaysia	1%	2%	3%	<b>6</b>	8
46	Buenos Aires, Argentina	2%	2%	1%	<b>5</b>	7
47	Mexico City, Mexico	1%	2%	2%	<b>5</b>	8
48	Sao Paulo, Brazil	1%	2%	2%	<b>5</b>	7

## IPSOS TOP CITIES

# Top Cities 2017 – full ranking page 3

		Live %	Visit %	Work %	2017 Index	2013 Index *
49	Guangzhou, China	1%	1%	3%	<b>5</b>	6
50	Belgrade, Serbia	1%	1%	2%	<b>4</b>	-
51	Manila, Philippines	1%	2%	1%	<b>4</b>	-
52	Casablanca, Morocco	1%	2%	1%	<b>4</b>	4
53	Bogota, Colombia	1%	1%	1%	<b>3</b>	-
54	Jakarta, Indonesia	1%	1%	1%	<b>3</b>	5
55	Tel Aviv, Israel	1%	1%	1%	<b>3</b>	3
56	Warsaw, Poland	1%	1%	1%	<b>3</b>	3
57	Karachi, Pakistan	1%	1%	1%	<b>3</b>	0
58	Lagos, Nigeria	*	1%	1%	<b>2</b>	-
59	Nairobi, Kenya	*	1%	1%	<b>2</b>	-
60	Tehran, Iran	*	1%	*	<b>1</b>	1