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# Ipsos Top Cities 2017

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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.

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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

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The 2017 list – sixty cities

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

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Calculating the Index

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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+16 = **50***

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

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Which is the world's favourite city?

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Top City 2017:

New York

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Top Cities Index 2017 scores

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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, and is joint-fifth with Sydney and Zurich in the city index.

4. Only one city has broken into the top ten since 2013 – **Amsterdam**.

5. The bottom cities in the Index this year are **Nairobi** and **Tehran** (both 1).

City	Index score	2017 Index rank	2013 Index Rank
New York	50	1 (-)	1
Abu Dhabi	46	2 (↑)	4
London	41	3 (↓)	2
Paris	39	4 (↓)	3
Sydney	36	=5 (-)	5
Zurich	36	=5 (↑)	6
Tokyo	36	=5 (↑)	7
Rome	34	8 (↑)	9
Los Angeles	28	9 (↑)	10
Amsterdam	27	10 (↑)	14

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WHICH ARE THE TOP CITIES FOR…

LIVING?

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Top City for living 2017:

Zurich

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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** and **Stockholm**, which have risen from seventh and eighth respectively.

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

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

City	% score	2017 rank	2013 Rank
Zurich	18	1 (-)	1
Sydney	16	2 (-)	2
Abu Dhabi	13	=3 (↑)	7
Vancouver	13	=3 (-)	N/A
Stockholm	13	=3 (↑)	8
London	12	=6 (↑)	=3
Amsterdam	12	=6 (↑)	=10
Toronto	12	=6 (↑)	6
Oslo	12	=6 (↑)	=10
New York	11	=10 (↓)	5
Paris	11	=10	=3

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WHICH ARE THE TOP CITIES FOR...

DOING BUSINESS?

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Top City to do business in 2017:

New York

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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** and **Hong Kong** again form the chasing pack in joint-third. Tokyo has slipped slightly

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.

| City	% score	2017 Index rank	2013 Index Rank
New York	23	1 (-)	1
Abu Dhabi	21	2 (-)	2
London	16	=3 (↑)	5
Hong Kong	16	=3(-)	3
Tokyo	15	5 (↓)	4
Zurich	11	=6 (↑)	7
Beijing	11	=6 (-)	6
Los Angeles	11	=6 (↑)	10
Berlin	10	=9 (-)	=9
Shanghai	10	=9 (-)	=9

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WHICH ARE THE TOP CITIES FOR...

VISITING?

Top City to visit 2017:

Paris

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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 on 7%.

City	% score	2017 Index rank	2013 Index Rank
Paris	21	1 (-)	1
Rome	20	2 (↑)	3
New York	16	3 (↓)	2
London	13	=4 (-)	4
Sydney	13	=4 (↑)	5
Abu Dhabi	12	=6 (-)	=6
Tokyo	12	=6 (-)	=6
Amsterdam	10	8 (↑)	=10
Los Angeles	9	9 (↓)	=7
Madrid/Zurich	8	10 (-)	=10

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Top Five Global Cities:

In Profile

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; 16% 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.

Live

11%

*Play* 16%   23% *Work*
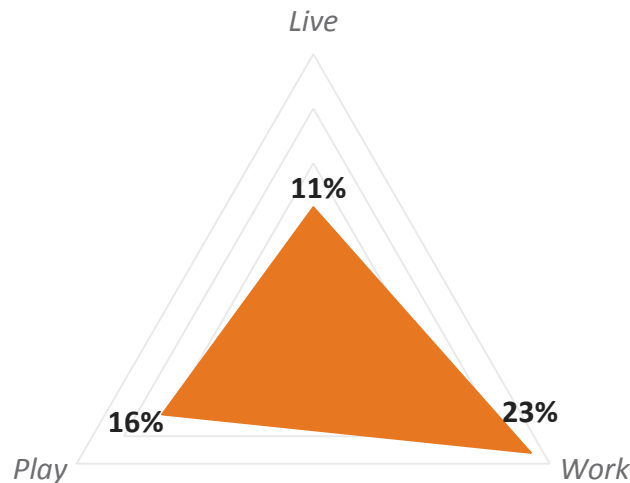
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2. Abu Dhabi – a new centre of business

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 16% for New York.
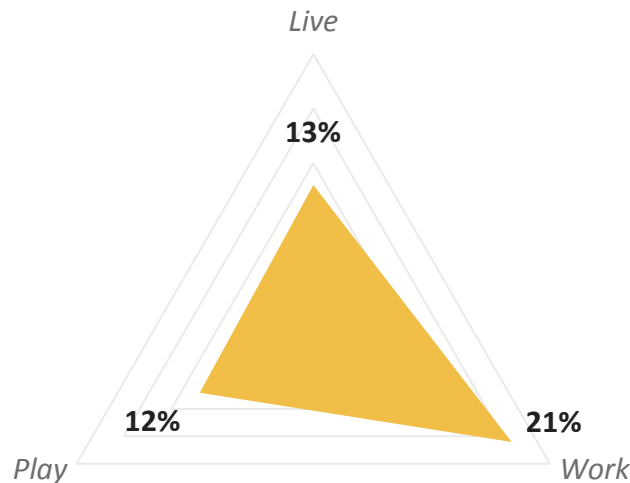
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3. London – the all-rounder

Whilst it does not lead in any individual category, London is the fares well across all three dimensions of the index, meaning that it ranks third overall.

London's appeal is slightly stronger as a place to do business – at 16% it is third worldwide, alongside Hong Kong.

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

*Live*

12%

13%

16%

Play　　　*Work*
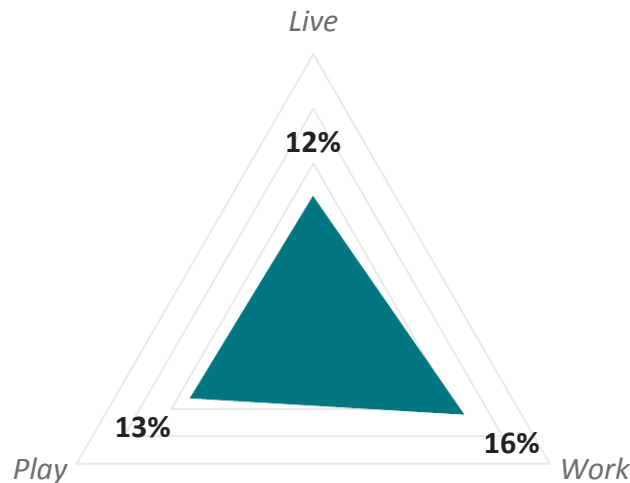
4. Paris – preferred for visiting

Paris's rank in the 2017 index – fourth – is strongly driven by its global reputation as a city to visit. Just over one in five (21%) 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.

Live

11%

7%

21%
Play

Work
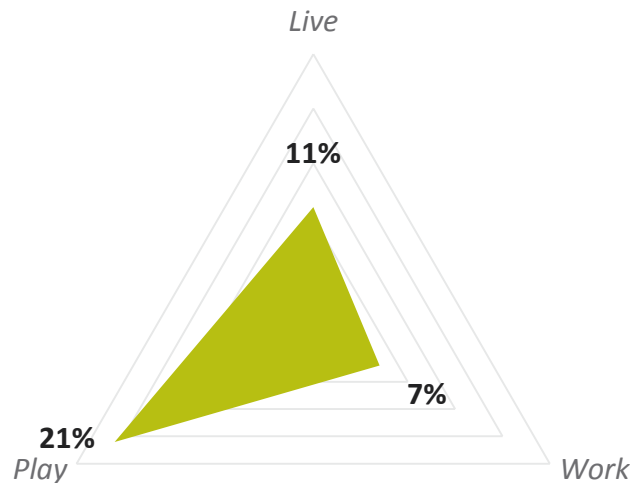
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5. Three cities with different characters

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Three cities rank fifth this year – **Sydney**, **Zurich** and **Tokyo**. Each has a different outline in the index:

Tokyo is an all-round city like London, scoring reasonably well across the categories, although with an edge as a business city, and weaker spot on living.

Zurich scores exceptionally well as a city for living (indeed, it tops the table as a city to live in), but is less appealing as a city to visit.

Sydney is also a high-scoring city for living, ranking second overall. It also stands out as a city to visit, where it is fifth. However, it is not seen as a strong city for business.

Live
9%
Visit 12% 15% Work
Tokyo

Live
18%
Visit 8% 11% Work
Zurich

Live
16%
Visit 13% 8% Work
Sydney

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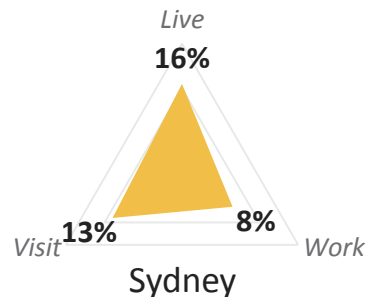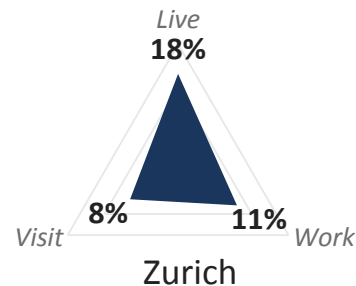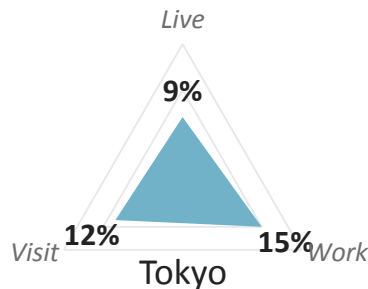
Top cities:

Generational favourites

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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. London	4. London	4. London	4. London
5. Abu Dhabi	5. Zurich	5. Tokyo	5. Los Angeles
6. Paris	6. Paris	6. Rome	6. Paris
7. Vancouver	7. Tokyo	7. Los Angeles	7. Rome
8. Rome	8. Rome	8. Zurich	8. Sydney
9. Tokyo	9. Vancouver	9. Sydney	9. Amsterdam
10. Stockholm/Toronto/Vienna	10. Amsterdam	10. Amsterdam	10. Berlin

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Top cities to live in: scores by generation

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
Zurich	23%	Zurich	21%	Abu Dhabi	14%	Los Angeles	16%
Sydney	19%	Sydney	19%	Zurich	14%	Abu Dhabi	15%
Vancouver	17%	Vancouver	14%	New York	13%	New York	15%
Stockholm	16%	Stockholm	14%	Sydney	13%	London	14%
Oslo	15%	Oslo	14%	London	13%	Amsterdam	13%
Toronto	14%	Abu Dhabi	13%	Paris	12%	Paris	12%
Vienna	12%	Toronto	12%	Amsterdam	12%	Zurich	11%
Amsterdam	12%	Amsterdam	12%	Toronto	12%	Rome	11%
Auckland	12%	Auckland	11%	Vancouver	11%	Sydney	11%
Copenhagen	11%	London	11%	Stockholm	11%	Tokyo / Vancouver/ Toronto	10%

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Top cities to visit: scores by generation

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
Paris	20%	Paris	21%	Paris	21%	Paris	23%
Rome	19%	Rome	21%	Rome	19%	Rome	20%
Sydney	15%	New York	16%	New York	16%	Tokyo	17%
New York	13%	Sydney	15%	London	13%	New York	17%
London	13%	London	14%	Abu Dhabi	13%	London	15%
Vienna	11%	Abu Dhabi	12%	Tokyo	13%	Abu Dhabi	15%
Zurich	10%	Tokyo	11%	Sydney	10%	Los Angeles	14%
Abu Dhabi	10%	Amsterdam	10%	Amsterdam	10%	Sydney	10%
Amsterdam	10%	Zurich	8%	Los Angeles	10%	Amsterdam	9%
Tokyo/Vancouver /Madrid	9%	Vienna	8%	Madrid	8%	Rio de Janeiro/Madrid Cairo/Osaka	7%

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Top cities to do business: scores by generation

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
New York	22%	New York	24%	New York	23%	New York	24%
Abu Dhabi	19%	Abu Dhabi	21%	Abu Dhabi	23%	Abu Dhabi	21%
London	17%	London	17%	Hong Kong	15%	Tokyo	18%
Hong Kong	17%	Hong Kong	16%	London	15%	London	17%
Zurich	15%	Tokyo	16%	Tokyo	14%	Los Angeles	14%
Tokyo	14%	Zurich	12%	Beijing	12%	Hong Kong	12%
Shanghai	10%	Shanghai	11%	Los Angeles	12%	Beijing	11%
Berlin	10%	Beijing	11%	Shanghai	10%	Berlin	11%
Singapore	10%	Los Angeles	10%	Zurich	9%	Shanghai	9%
Beijing/Sydney	10%	Berlin	10%	Berlin	9%	Washington DC	9%

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Ipsos Top Cities

EU in focus

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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

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Base: 7,016 adults aged 16-64 in nine EU countries

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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

Base: 7,016 adults aged 16-64 in nine EU countries

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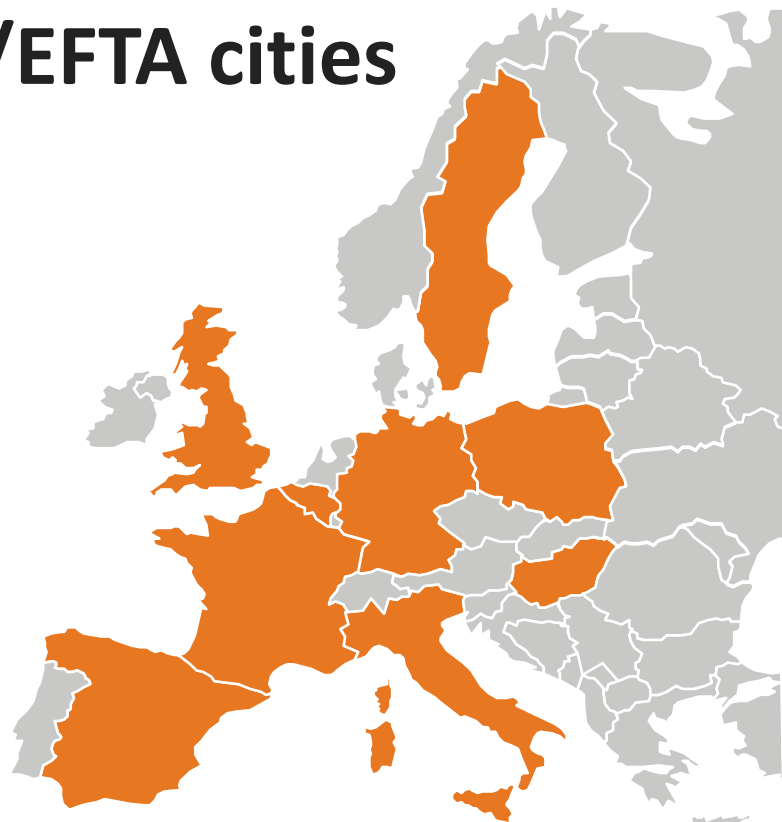
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All EU/EFTA cities: EU ranking

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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

Base: 7,016 adults aged 16-64 in nine EU countries

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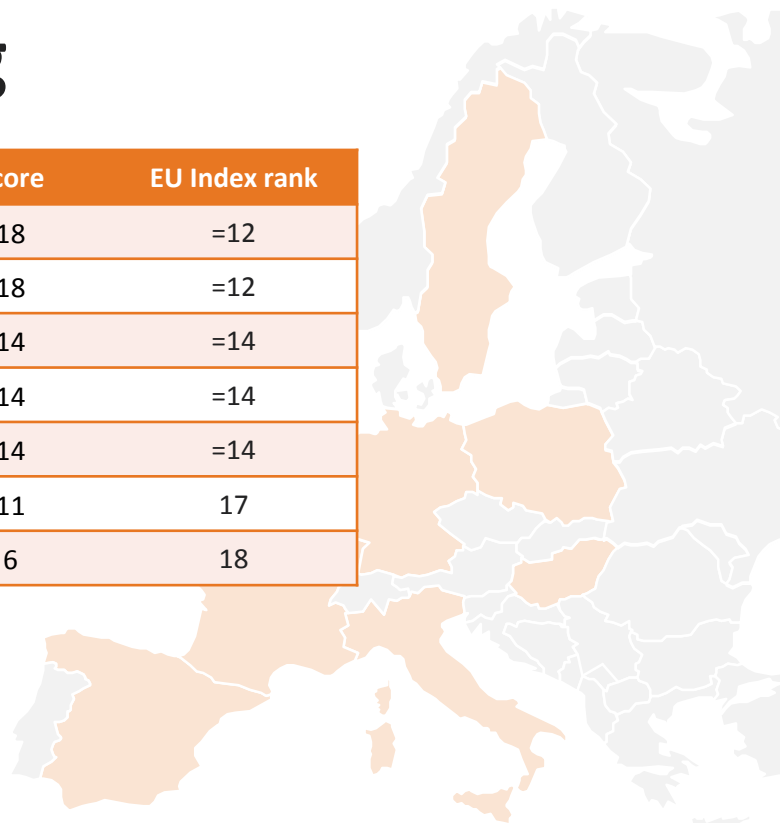
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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

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.

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Top Cities 2017 – full ranking page 1

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		Live %	Visit %	Work %	2017 Index	2013 Index *
1	New York City, United States	11%	16%	23%	**50**	68
2	Abu Dhabi, United Arab Emirates	13%	12%	21%	**46**	47
3	London, United Kingdom	12%	13%	16%	**41**	52
4	Paris, France	11%	21%	7%	**39**	52
5	Tokyo, Japan	9%	12%	15%	**36**	39
6	Zurich, Switzerland	18%	8%	11%	**36**	41
7	Sydney, Australia	16%	13%	8%	**36**	44
8	Rome, Italy	10%	20%	5%	**34**	30
9	Los Angeles, United States	9%	9%	11%	**28**	30
10	Amsterdam, The Netherlands	12%	10%	5%	**27**	22
11	Toronto, Canada	12%	6%	7%	**26**	27
12	Vancouver, Canada	13%	7%	5%	**26**	-

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

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N.B. Index scores are not directly comparable between 2013 and 2017 due to changes in the city list

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Top Cities 2017 – full ranking page 2

		Live %	Visit %	Work %	2017 Index	2013 Index *			Live %	Visit %	Work %	2017 Index	2013 Index *
25	Munich, Germany	5%	3%	6%	**14**	-	37	Moscow, Russia	2%	3%	4%	**9**	10
26	Shanghai, China	1%	3%	10%	**14**	16	38	Seoul, South Korea	2%	3%	4%	**8**	9
27	Helsinki, Finland	7%	4%	3%	**14**	12	39	Cape Town, South Africa	2%	3%	2%	**7**	9
28	Istanbul, Turkey	3%	5%	4%	**12**	15	40	Delhi, India	1%	2%	2%	**6**	-
29	Bangkok, Thailand	2%	6%	4%	**12**	13	41	Mumbai, India	2%	2%	3%	**6**	9
30	Rio de Janeiro, Brazil	2%	6%	2%	**11**	17	42	Lima, Peru	1%	2%	2%	**6**	-
31	Prague, Czech Republic	3%	6%	2%	**11**	-	43	Budapest, Hungary	2%	3%	1%	**6**	4
32	Chicago, United States	3%	3%	4%	**10**	12	44	Mecca, Saudi Arabia	2%	2%	2%	**6**	11
33	Boston, United States	4%	2%	4%	**10**	10	45	Kuala Lumpur, Malaysia	1%	2%	2%	**6**	8
34	Dublin, Irish Republic	4%	3%	2%	**9**	-	46	Buenos Aires, Argentina	2%	2%	1%	**6**	7
35	Brussels, Belgium	3%	2%	4%	**9**	10	47	Sao Paulo, Brazil	1%	2%	2%	**6**	7
36	Cairo, Egypt	1%	6%	2%	**9**	11	48	Mexico City, Mexico	1%	2%	2%	**5**	8

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N.B. Index scores are not directly comparable between 2013 and 2017 due to changes in the city list

Top Cities 2017 – full ranking page 3

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

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N.B. Index scores are not directly comparable between 2013 and 2017 due to changes in the city list