



## Press Release

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FOR IMMEDIATE RELEASE

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# Hong Kong part of Top 10 in World's Favourite City Global Study (and #3 for Business)

**London** – New York City, London, Paris, Abu Dhabi and Sydney have been voted the world's favourite cities in the largest ever global survey of its kind by Ipsos MORI on Global @dvisor, covering 18,147 people in 24 countries.

Respondents chose from a list of 48 major cities and asked which ones were the best to do business in, which were best to live in and which people most wanted to visit. Each city was given an overall score based on the sum of responses across all three categories. The individual winners of each category were: New York (Best place to do business), Zurich (Best place to live) and Paris (Best place to visit).

The following is the list of 48 cities provided on the survey: Abu Dhabi, United Arab Emirates, Amsterdam, The Netherlands, Auckland, New Zealand, Bangkok, Thailand, Beijing, China, Berlin, Germany, Boston, United States, Brussels, Belgium, Budapest, Hungary, Buenos Aires, Argentina, Cairo, Egypt, Cape Town, South Africa, Casablanca, Morocco, Chicago, United States, Copenhagen, Denmark, Guangzhou, China, Helsinki, Finland, Hong Kong, China, Istanbul, Turkey, Jakarta, Indonesia, Karachi, Pakistan, Kuala Lumpur, Malaysia, London, United Kingdom, Los Angeles, United States, Madrid, Spain, Mecca, Saudi Arabia, Mexico City, Mexico, Moscow, Russia, Mumbai, India, New York City, United States, Osaka, Japan, Oslo, Norway, Paris, France, Rio de Janeiro, Brazil, Rome, Italy, Sao Paulo, Brazil, Seoul, South Korea, Shanghai, China, Singapore, Stockholm, Sweden, Sydney, Australia, Tehran, Iran, Tel Aviv, Israel, Tokyo, Japan, Toronto, Canada, Warsaw, Poland, Washington, United States and Zurich, Switzerland.

Interactive results of the study can be found at: [www.ipsos-mori.com/topcitiesresults](http://www.ipsos-mori.com/topcitiesresults)



# Ipsos' Top Cities

The largest ever global study on the best city to do business in, live in and visit



This "overall rating" for each city has been created by adding up the percentage of the global sample nominating it as one of the best places to (a) do business in (b) live in and (c) visit.

## Ipsos Cities Index



### Cities Index Score

New York	68
London	52
Paris	52
Abu Dhabi	47
Sydney	44
Zurich	41
Tokyo	39
Hong Kong	33
Los Angeles	30
Rome	30
Berlin	29
Toronto	27
Singapore	25
Amsterdam	22
Beijing	22
Stockholm	21
Washington	18
Rio de Janeiro	17
Auckland	16
Oslo	16

[Download the results](#)

### Top 3 overall city, by country

Country	1st	2nd	3rd	Country	1st	2nd	3rd	Country	1st	2nd	3rd
Argentina	New York	Paris	Tokyo	Great Britain	New York	London	Sydney	Russia	Paris	London	Moscow
Australia	Sydney	New York	London	Hungary	Zurich	London	New York	Saudi Arabia	Abu Dhabi	Mecca	Istanbul
Belgium	New York	London	Zurich	India	Singapore	Mumbai	New York	South Africa	New York	London	Cape Town
Brazil	New York	Paris	Abu Dhabi	Indonesia	Singapore	Paris	Jakarta	South Korea	Seoul	New York	Hong Kong
Canada	Toronto	New York	Sydney	Italy	New York	Abu Dhabi	Zurich	Spain	New York	Abu Dhabi	London
China	Hong Kong	Paris	Singapore	Japan	Tokyo	New York	Osaka	Sweden	New York	Stockholm	London
France	Paris	New York	Sydney	Mexico	Paris	New York	Tokyo	Turkey	Istanbul	New York	Paris
Germany	Berlin	New York	Zurich	Poland	Paris	New York	London	United States	New York	Sydney	London

## TOTAL

New York City, United States	68%
London, United Kingdom	52%
Paris, France	52%
Abu Dhabi, United Arab Emirates	47%
Sydney, Australia	44%
Zurich, Switzerland	41%
Tokyo, Japan	39%
Hong Kong, China	33%
Los Angeles, United States	30%
Rome, Italy	30%
Berlin, Germany	29%
Toronto, Canada	27%
Singapore, Singapore	25%
Amsterdam, The Netherlands	22%
Beijing, China	22%
Stockholm, Sweden	21%
Washington, United States	18%
Rio de Janeiro, Brazil	17%
Auckland, New Zealand	16%
Madrid, Spain	16%
Oslo, Norway	16%



Do Business In	
New York City, United States	30%
Abu Dhabi, United Arab Emirates	22%
Hong Kong, China	21%
Tokyo, Japan	19%
London, United Kingdom	18%
Beijing, China	14%
Zurich, Switzerland	12%
Berlin, Germany	11%
Shanghai, China	11%
Los Angeles, United States	10%
Singapore, Singapore	10%
Sydney, Australia	8%
Washington, United States	8%
Paris, France	7%
Osaka, Japan	6%
Toronto, Canada	6%
Chicago, United States	5%
Moscow, Russia	5%
Guangzhou, China	4%
Mumbai, India	4%



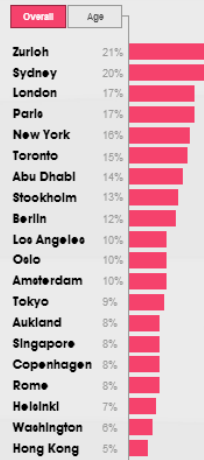
# Ipsos' Top Cities

The largest ever global study on the best city to do business in, live in and visit



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

...to live in



Download the results

Top 3 cities to live in, by country

Country	1st	2nd	3rd	Country	1st	2nd	3rd	Country	1st	2nd	3rd
Argentina	Paris	Buenos Aires	Sydney	Great Britain	Sydney	London	Auckland	Russia	Paris	Stockholm	Berlin
Australia	Sydney	Auckland	London	Hungary	Zurich	London	Berlin	Saudi Arabia	Abu Dhabi	Mecca	Istanbul
Belgium	Zurich	New York	Stockholm	India	Mumbai	Singapore	London	South Africa	Cape Town	Sydney	London
Brazil	Paris	New York	Sao Paulo	Indonesia	Singapore	Jakarta	Sydney	South Korea	Seoul	Zurich	Auckland
Canada	Toronto	Sydney	Zurich	Italy	Zurich	Sydney	Berlin	Spain	Stockholm	Zurich	Berlin
China	Singapore	Sydney	Hong Kong	Japan	Tokyo	Osaka	New York	Sweden	Stockholm	Oslo	Copenhagen
France	Paris	Zurich	Sydney	Mexico	Toronto	Paris	London	Turkey	Istanbul	Zurich	New York
Germany	Berlin	Zurich	Stockholm	Poland	Zurich	New York	London	United States	Sydney	New York	Boston

Live in	
Zurich, Switzerland	21%
Sydney, Australia	20%
London, United Kingdom	17%
Paris, France	17%
New York City, United States	16%
Toronto, Canada	15%
Abu Dhabi, United Arab Emirates	14%
Stockholm, Sweden	13%
Berlin, Germany	12%
Amsterdam, The Netherlands	10%
Los Angeles, United States	10%
Oslo, Norway	10%
Tokyo, Japan	9%
Auckland, New Zealand	8%
Copenhagen, Denmark	8%
Rome, Italy	8%
Singapore, Singapore	8%
Helsinki, Finland	7%
Washington, United States	6%
Hong Kong, China	5%



# Ipsos' Top Cities

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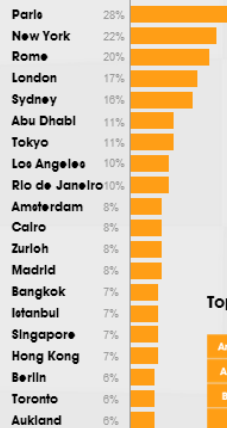


Based on what you have seen yourself, or heard from others, which three cities in the world do you think are best...

...to visit



Overall Age



Download the results

Top 3 cities to visit, by country

	Paris	New York	Rome	Sydney	London
Argentina	Paris	Rome	New York		
Australia	New York	Paris	Rome		
Belgium	New York	Paris	London		
Brazil	Paris	New York	Rome		
Canada	Paris	Sydney	Rome		
China	Paris	Beijing	Singapore		
France	Paris	New York	Sydney		
Germany	Sydney	New York	Abu Dhabi		
Great Britain	New York	Sydney	Rome		
Hungary	Paris	Sydney	London		
India	Singapore	Paris	London		
Indonesia	Paris	Mecca	Singapore		
Italy	New York	Paris	London		
Japan	Tokyo	New York	Osaka		
Mexico	Paris	Rome	New York		
Poland	Rome	Paris	Cairo		
Russia	Paris	Rome	Rio de Janeiro		
Saudi Arabia	Abu Dhabi	Istanbul	Mecca		
South Africa	Paris	New York	Rome		
South Korea	New York	Paris	Tokyo		
Spain	New York	Paris	Rome		
Sweden	New York	London	Sydney		
Turkey	Istanbul	Paris	Rome		
United States	Paris	Rome	Sydney		

Visit	
Paris, France	28%
New York City, United States	22%
Rome, Italy	20%
London, United Kingdom	17%
Sydney, Australia	16%
Abu Dhabi, United Arab Emirates	11%
Tokyo, Japan	11%
Los Angeles, United States	10%
Rio de Janeiro, Brazil	10%
Amsterdam, The Netherlands	8%
Cairo, Egypt	8%
Madrid, Spain	8%
Zurich, Switzerland	8%
Bangkok, Thailand	7%
Hong Kong, China	7%
Istanbul, Turkey	7%
Singapore, Singapore	7%
Auckland, New Zealand	6%
Berlin, Germany	6%
Toronto, Canada	6%
Beijing, China	5%

*These are some of the findings of an Ipsos Global @dvisor poll conducted between February 5 and 19, 2013 via the Ipsos Online Panel system in the following countries: Argentina, Australia, Belgium, Brazil, Canada, China, France, Great Britain, Germany, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. An international sample of 18,147 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis except in Argentina, Belgium, Hungary, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data. The precision of Ipsos online polls are calculated using a credibility interval. In this case, a poll of 1,000 is accurate to +/- 3.5 percentage points and one of 500 is accurate to +/- 5.0 percentage points in their respective general populations. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. For more information on credibility intervals, please visit the Ipsos website at [http://ipsos-na.com/dl/pdf/research/public-affairs/IpsosPA\\_CredibilityIntervals.pdf](http://ipsos-na.com/dl/pdf/research/public-affairs/IpsosPA_CredibilityIntervals.pdf) In countries where internet penetration is approximately 60% or higher the data output is weighted to reflect the general population. Of the 24 countries surveyed, 15 yield results that are representative: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, United Kingdom and United States. The nine remaining countries surveyed –Brazil (45.6% Internet penetration among the citizenry), China (41%), India (11.4%), Indonesia (22.1%), Mexico (36.5%), Russia (47.7%), Saudi Arabia (49%), South Africa (17.4%) and Turkey (45.7%) – have lower levels of connectivity therefore cannot be weighted to be general population representative; however, the online sample in these countries are particularly valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as “Upper Deck Consumer Citizens”.*

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**For the full report, please visit our website at [www.ipsosglobaladvisor.com](http://www.ipsosglobaladvisor.com).**

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With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

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