**Ipsos Public Affairs**
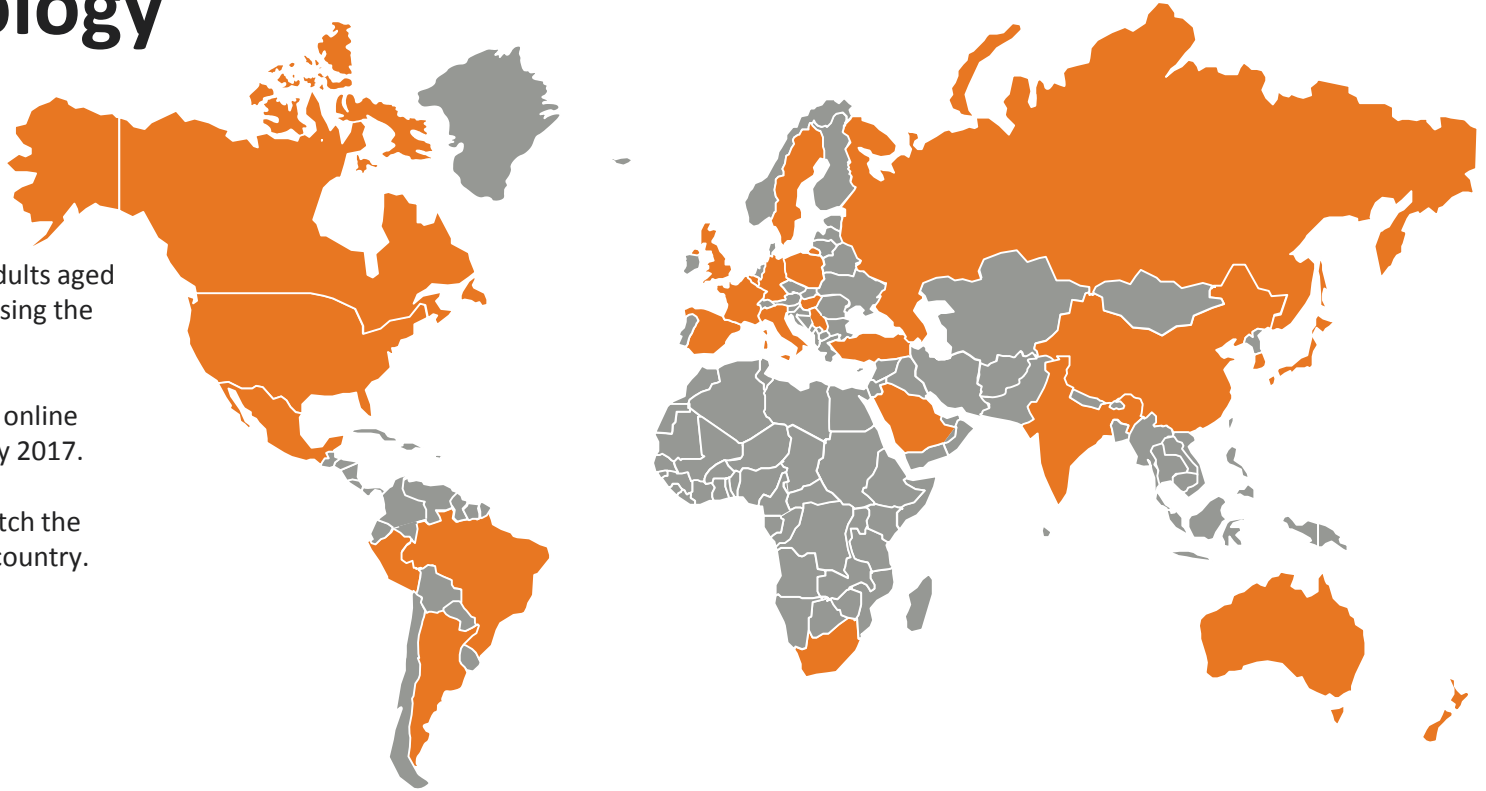
# Ipsos Top Cities 2017

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**Ipsos**

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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IPSOS TOP CITIES
# The 2017 list – sixty cities

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

   *Underlined cities are new additions for the 2017 survey*

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# 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+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?**

**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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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** 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

Ipsos Public Affairs

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 |

**Ipsos Public Affairs**

**GAME CHANGERS**

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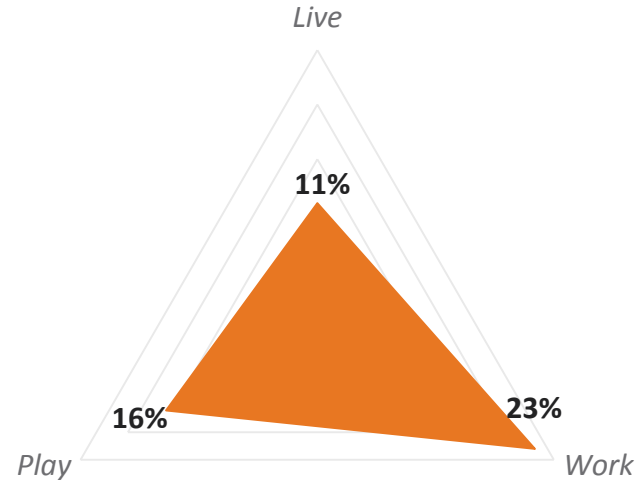
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# 2. Abu Dhabi – a new centre of business

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.



*Live*

**13%**

**12%**

*Play*

**21%**

*Work*

**Ipsos Public Affairs**
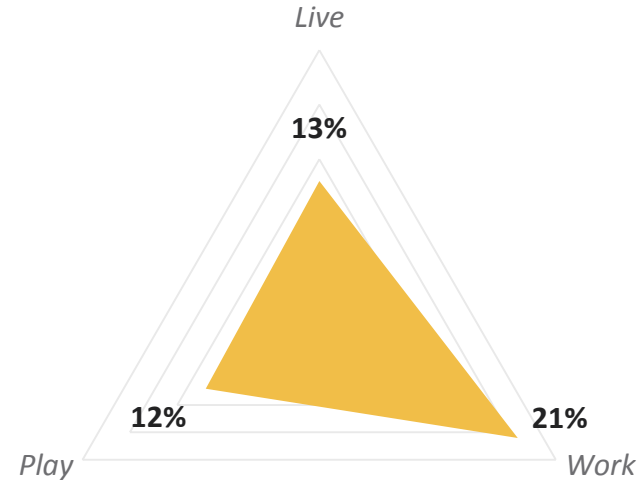
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# 3. London – the all-rounder

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*

Ipsos Public Affairs
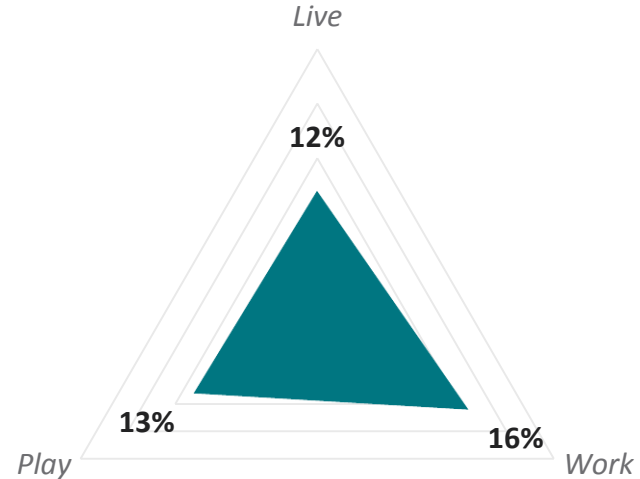
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# 4. Paris – preferred for visiting

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*
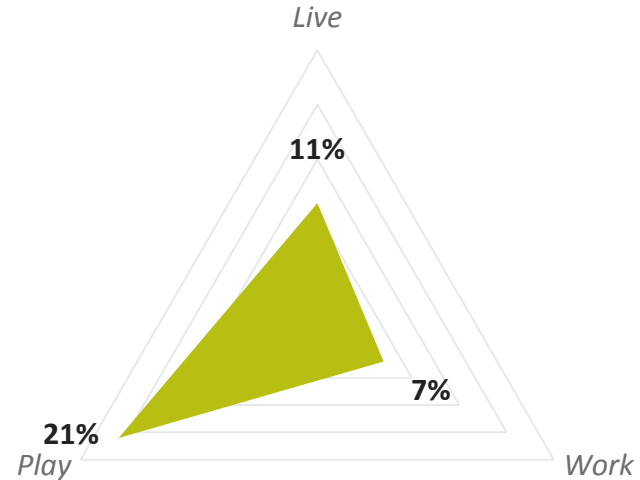
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# 5. Three cities with different characters

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.

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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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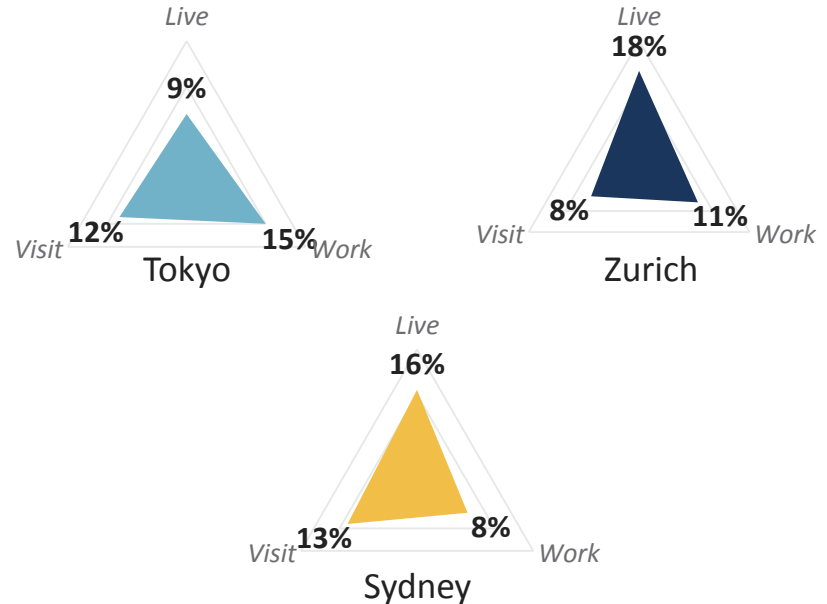
IPSOS TOP CITIES
# Top Cities Index: rank by generation

| 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. 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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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 | 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% |

# Ipsos Top Cities

# EU in focus

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# 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 Public Affairs**

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

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**Ipsos Public Affairs**

# 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
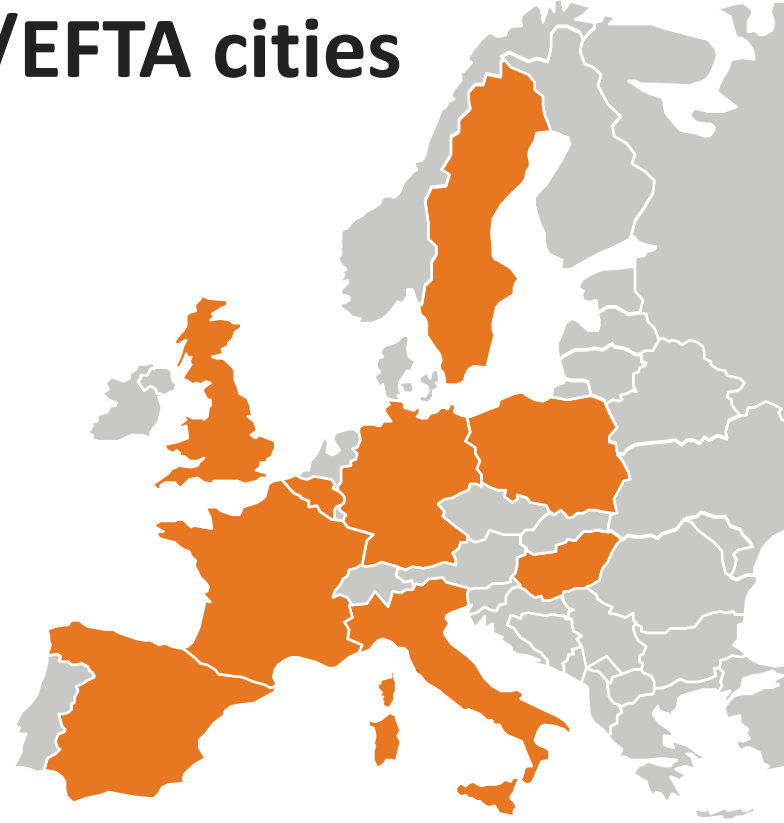
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# All EU/EFTA cities: EU ranking

**Ipsos Public Affairs**

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

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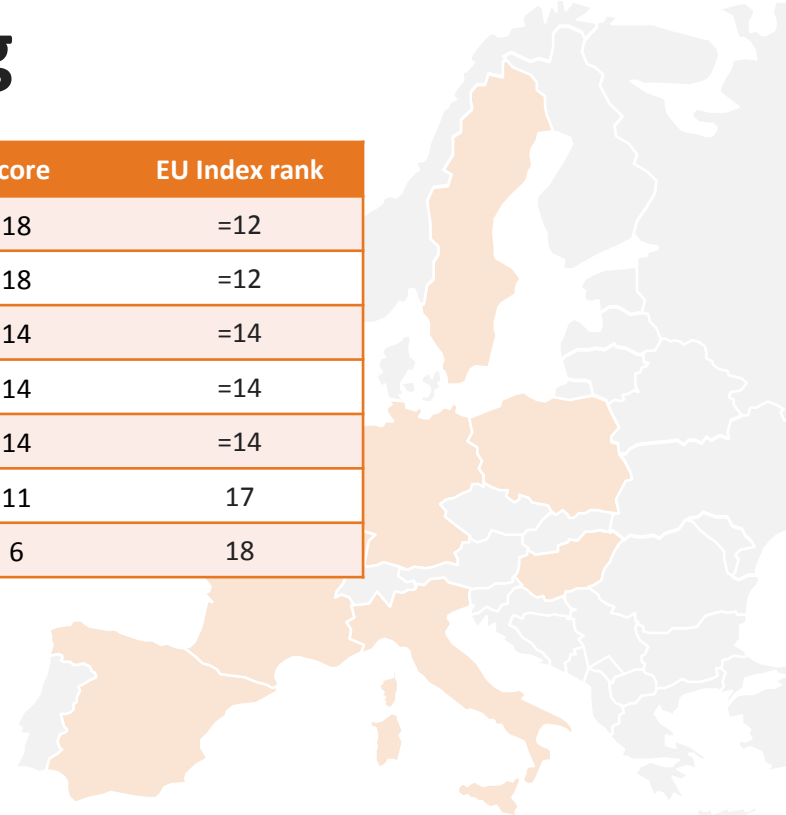
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## ABOUT IPSOS

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

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

**Ipsos Public Affairs**

| | | 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 |

**GAME CHANGERS**

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

IPSOS TOP CITIES
# 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 |

**GAME CHANGERS**

*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

**Ipsos Public Affairs**

|    |                        | 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            |

**GAME CHANGERS**

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