City RepTrak® by Reputation Institute

Forbes

Reputation Institute

2014 City RepTrak®

The World's Most Reputable Cities

The World's View on Cities: An Online Study of the Reputation of 100 Cities

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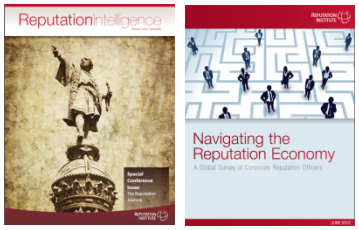
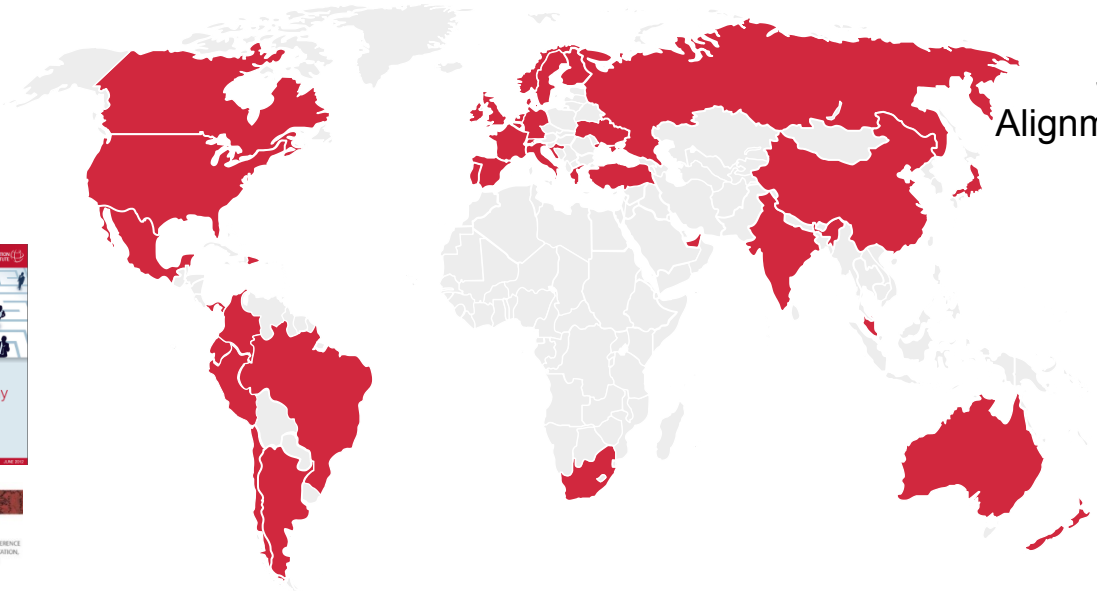
About **Reputation Institute**

REPUTATION INSTITUTE

Intelligence Group

Publications
Conferences
Training





Advice Group

Metrics & Insights
Strategy & Positioning
Alignment & Implementation
Reputational Risk

Global Value Proposition
We enable leaders to make business decisions that build and protect reputational capital and drive competitive advantage.

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1. The Importance of City Reputation

Places are **competing** for **Attention**

Nations	Regions	Cities
México	The Heart of England – The West Midlands Region	City of Melbourne
Turkey	Región Brunca Costa Rica	I ♥ NY
Brasil	Andalucía	I amsterdam
Croatia	Région Nord-Pas de Calais	Denver – The Mile High City
France – Rendez-vous en France	cuyo argentina	City of Vancouver

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Why is **Place Reputation** important?

As in the case of companies, **countries and cities also have their own reputation** which has an impact their performance.

Places with a good reputation welcome more **tourists**

Places with a good reputation improve their **public diplomacy**

Places with a good reputation increase **exports**

Places with a good reputation attract **FDI**

Places with a good reputation attract **foreign knowledge & talent**

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The **Reputation Economy** applied to Place Reputation

- Direct Experiences
- City's Actions & Communications
- 3rd-party Influences
- Stereotypes

Perceptions

Supportive Behaviors

Value Creation

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2. City RepTrak® Methodology

The **Key Indicator** of Reputation

Reputation Institute has been measuring reputations rigorously since 1999. Our approach is based on a simplified and standardized model for measuring reputations internationally.

The **City RepTrak® Pulse**, the beating heart of the model, is the degree to which people trust, admire, respect and have a good feeling for a place, or their emotional bond to the city.

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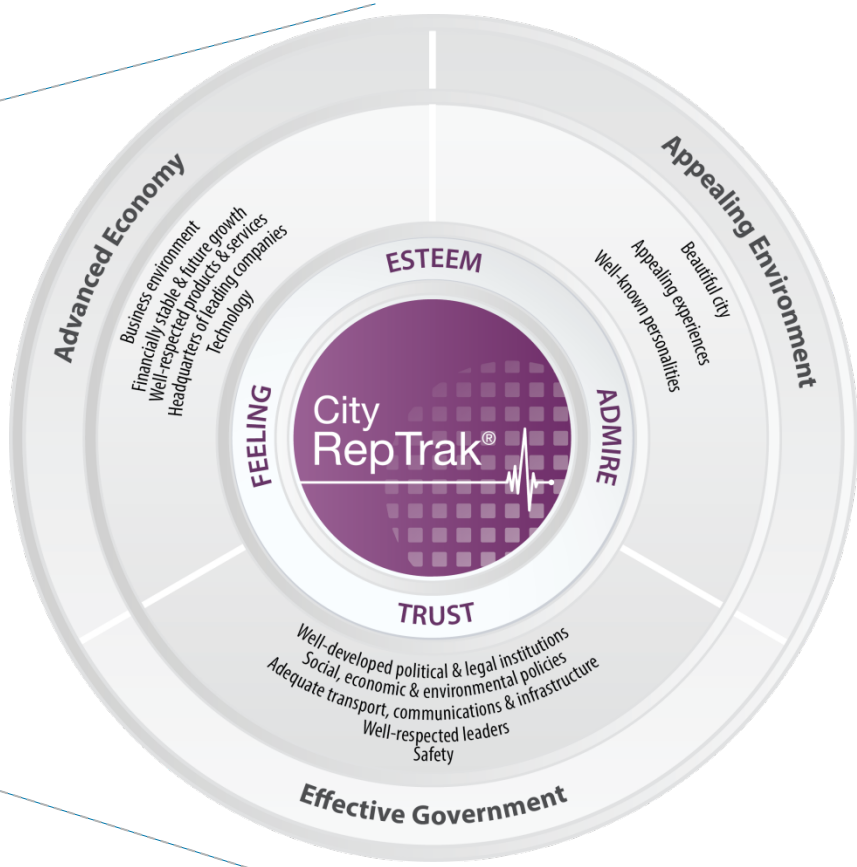
City RepTrak® Model: from Emotional to Rational

Underlying the Pulse score are three dimensions that influence perceptions of a city and its reputation, or the rational bond between stakeholder and city. It is the importance of these 3 dimensions which drive city reputation and stakeholder support, and they include **Advanced Economy**, **Appealing Environment** and **Effective Government**.

Emotional Reputation



Rational Reputation

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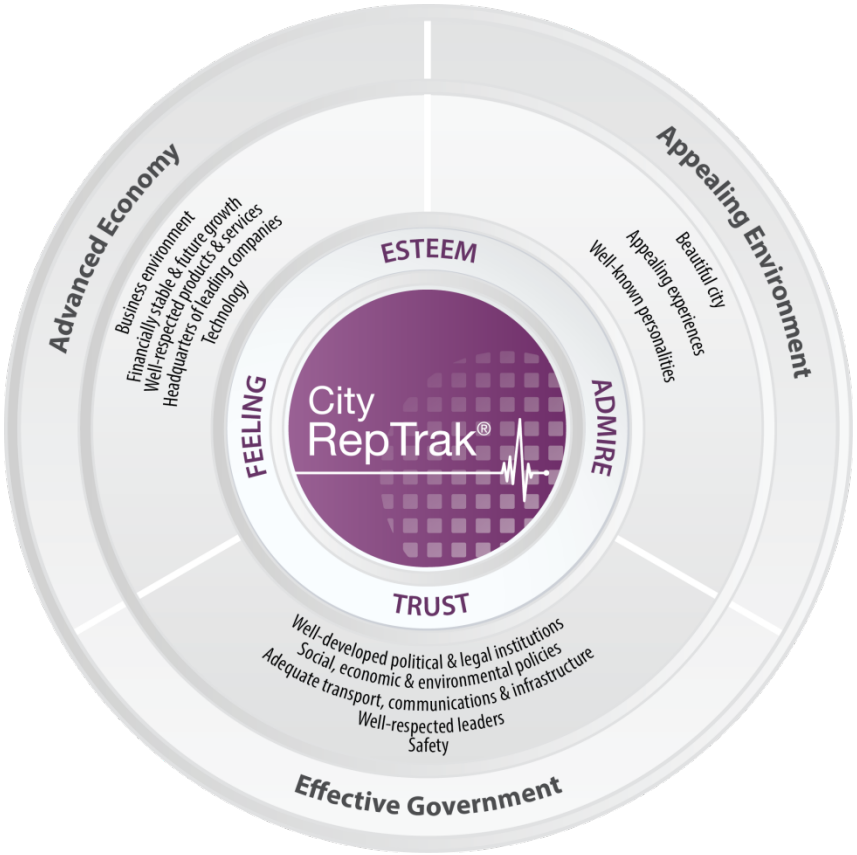
City RepTrak® Model: City Reputation Attributes

City RepTrak® is a standardized scorecard that measures perceptions of cities based on key performance indicators designed to assess the relative appeal of the city to respondents on **13 characteristics** organized into 3 dimensions.

Advanced Economy
- Produces many unique and well-respected products and services
- Is the headquarters location of many leading companies
- Is technologically advanced
- Is financially stable and has great potential for future growth
- Offers a favorable environment for doing business

Appealing Environment
- Is a beautiful city
- Offers a wide range of appealing experiences, including food, sport, architecture, and entertainment
- Is home to many well-known artists, scientists, inventors, writers, athletes, and politicians

Effective Government
- Offers a safe environment for visitors and residents
- Has a well-developed structure of political and legal institutions
- Follows progressive social, economic, and environmental policies
- Has an adequate infrastructure of transportation, communications, and public institutions
- Is run by well-respected leaders



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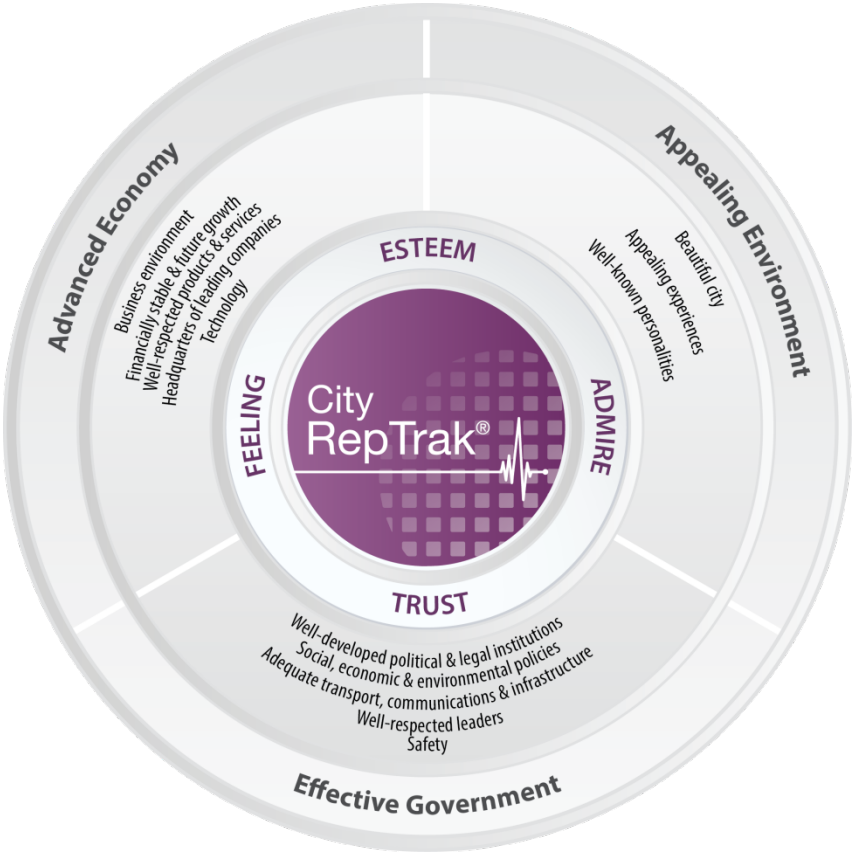
City RepTrak® Model: Reputation & Value Creation

Having a strong reputation **improves support**. An increasingly globalized world with intensified competition makes city reputations matter more than ever. Attracting **FDI**, **tourists**, **highly-skilled workers** and being able to **sell the products of the city abroad** are facilitated by having a strong city reputation. This model shows the correlation between supportive behaviors and external reputation overall for 2013.



- I would recommend **visiting** the city
- I would recommend **living** in the city
- I would recommend **working** in the city
- I would recommend **investing** in the city
- I would recommend **buying** products/services originating from the city

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Analysis of Economic Implications:
the Reputation Economy

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- Direct Experiences
- Country Actions & Communications
- 3rd-party Influence
- Stereotypes

Perceptions

Supportive Behaviors

Value Creation

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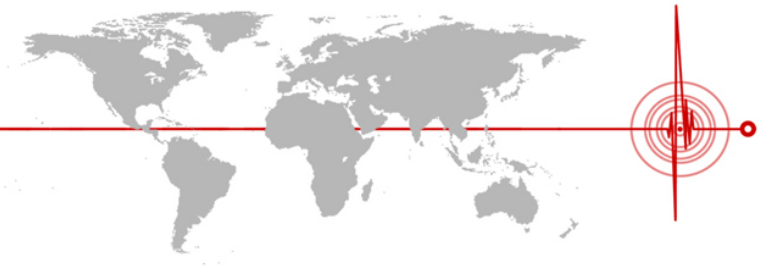
About the Study



2014 City RepTrak® **Study Overview**

Stakeholder Group (Target): G8 general public (only people who were “somewhat” or “very” familiar).

City Selection:

- Largest populations
- Largest gross domestic products or GDP
- Cities which enjoy the highest amount of tourism

Data Collection Method : CAWI (online interviews).

Data Collection Period: From January to February 2014.

Sample: Over 19.000 consumers from G8 countries rating the100 cities included in the study.

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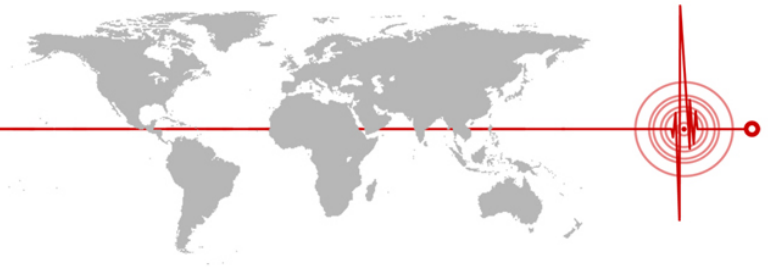
2014 City RepTrak® Results



The **Most Reputable City** in 2014 is…

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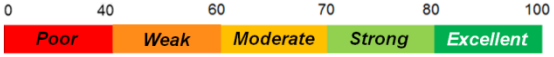
2014 City RepTrak® – Top 10

1	Vienna	76,4
2	Munich	76,2
3	Sydney	75,5
4	Florence	75,3
5	Venice	75,2
6	Oslo	74,9
7	Vancouver	74,8
8	London	74,6
9	Barcelona	73,7
10	Montreal	73,1

Scoring scale: 0-100
All score differences > 2.5 are significant at 95% confidence interval



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City RepTrak® in recent years – Top 10

	2014	2013	2012	2011
1	Vienna	Sydney	Vancouver	London
NEW!	Munich	Toronto	Vienna	Geneva
3	Sydney	Stockholm	Sydney	Sydney
4	Florence	Vienna	Copenhagen	Vienna
5	Venice	Venice	Oslo	Venice
6	Oslo	Florence	Barcelona	Rome
7	Vancouver	Edinburgh	Florence	Barcelona
8	London	Zurich	Venice	Oslo
9	Barcelona	London	Stockholm	Florence
NEW!	Montreal	Copenhagen	Melbourne	Vancouver

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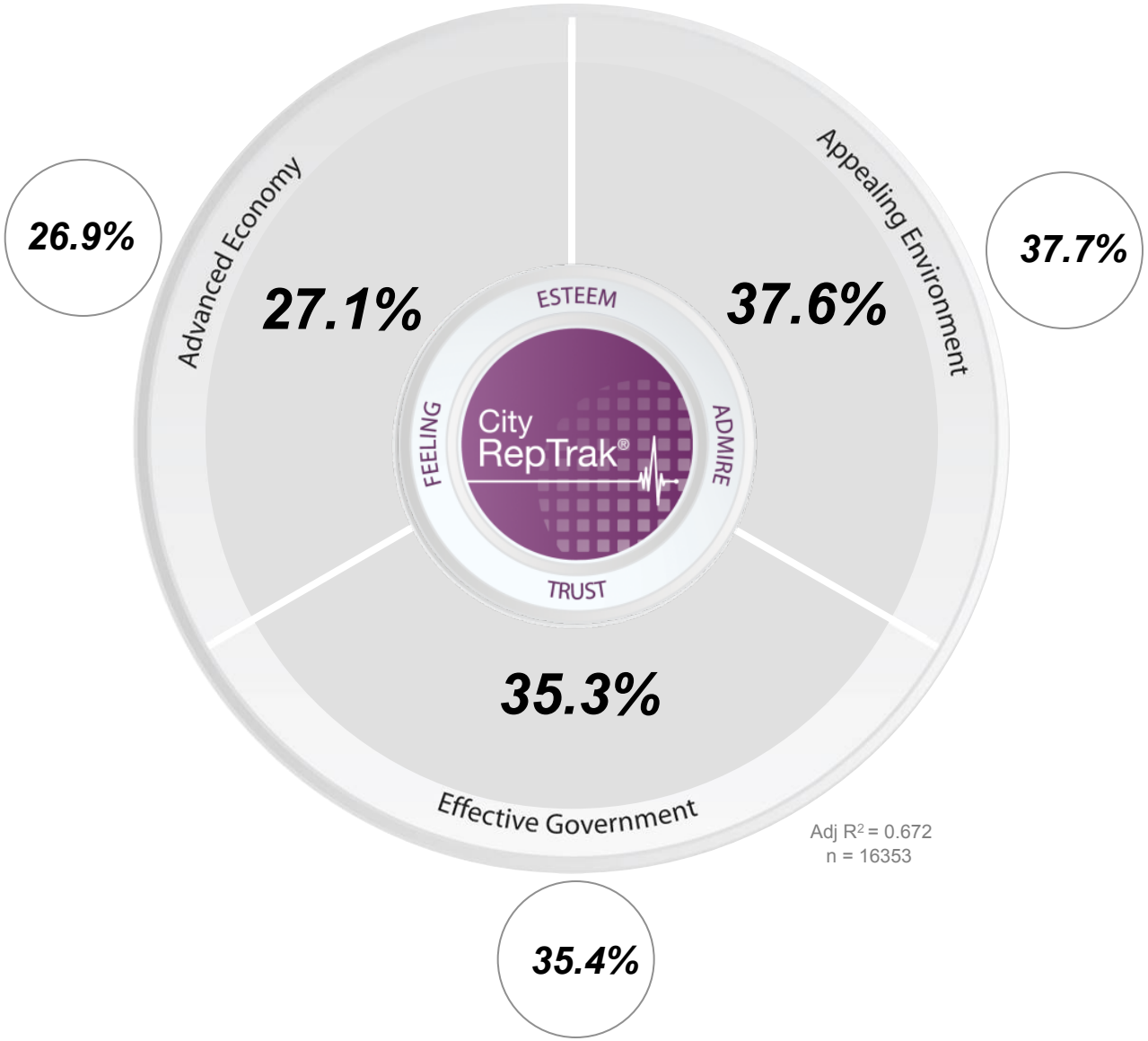
Key Factors in Reputation: Dimension **Weights**



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Key Factors in Reputation: Importance of attributes

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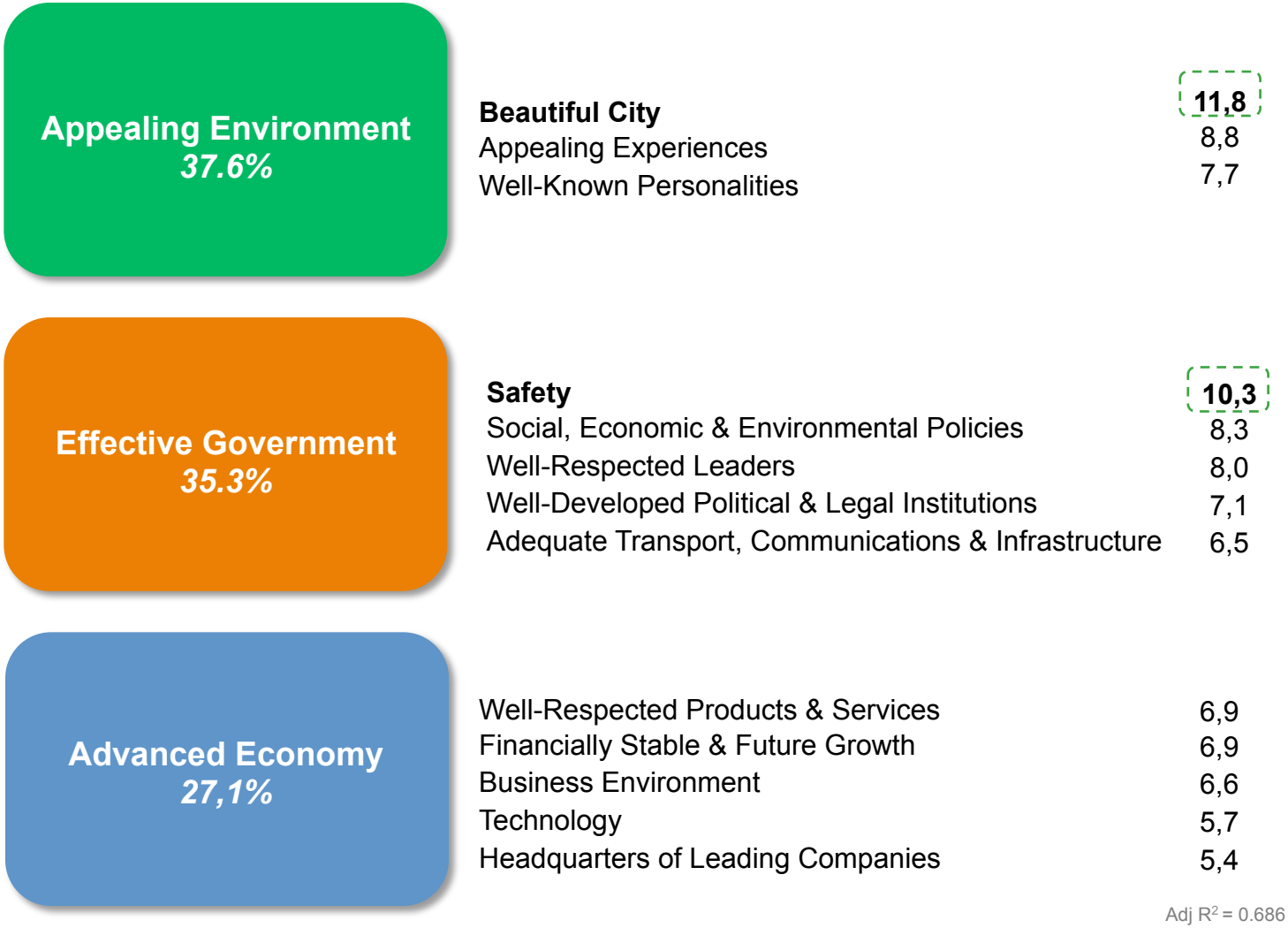

Adj R^2 = 0.686
n = 16353

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Cities with a Strong Reputation (70-80 points)

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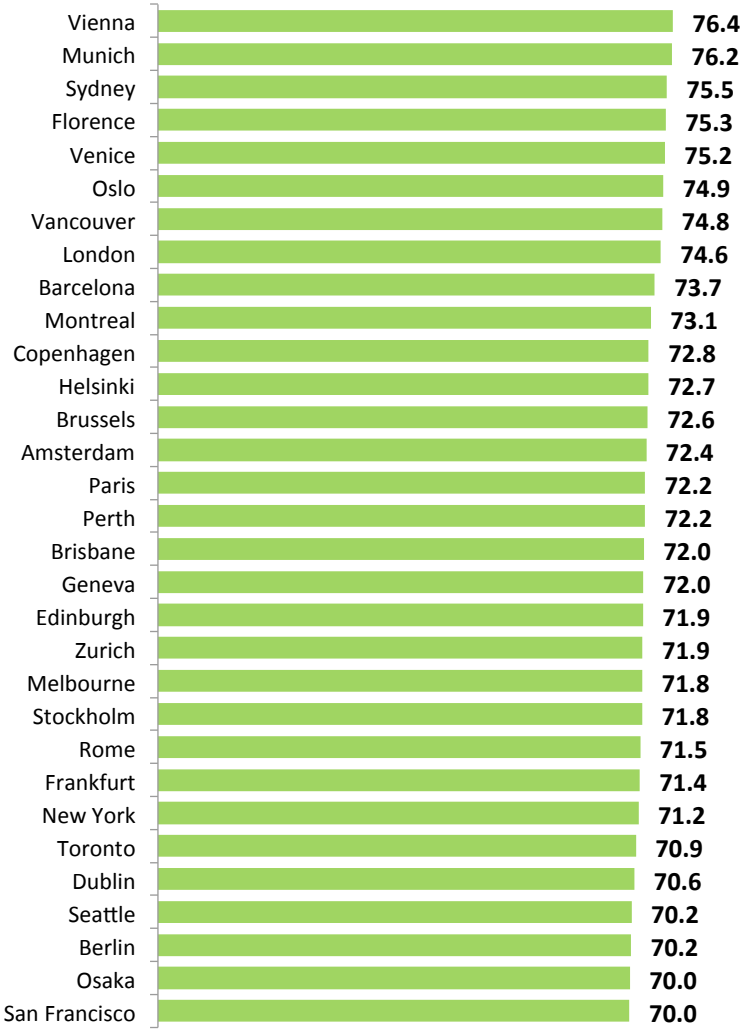
1-31



Scoring scale: 0-100
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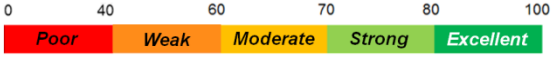

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Cities with a Moderate Reputation (60-70 points)

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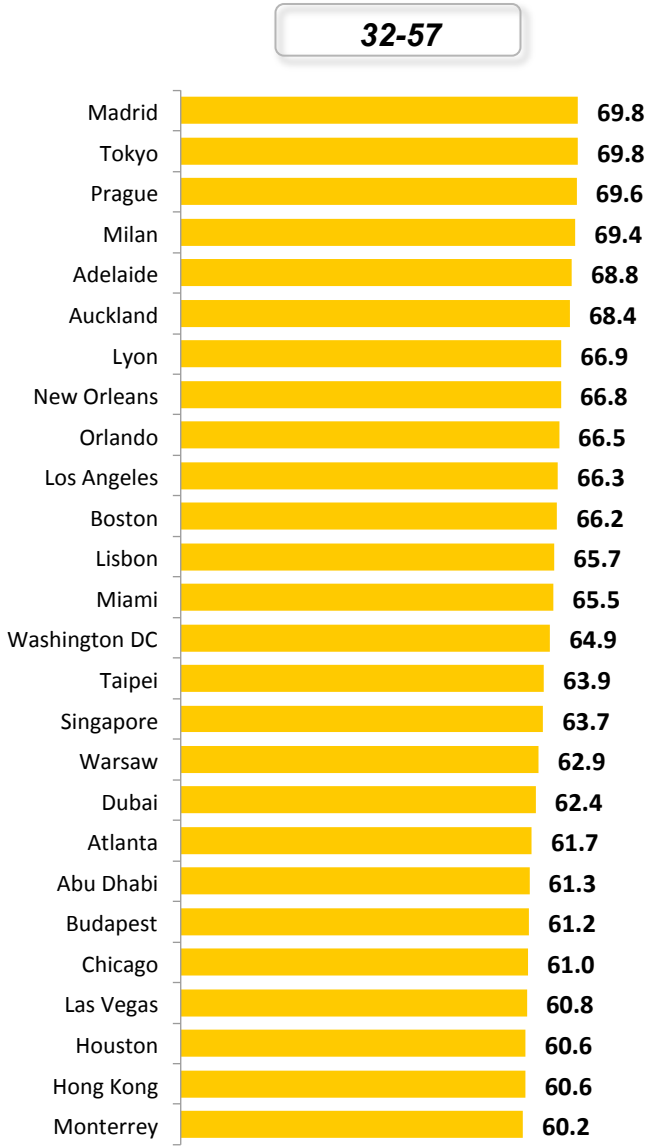

Scoring scale: 0-100
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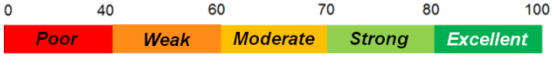

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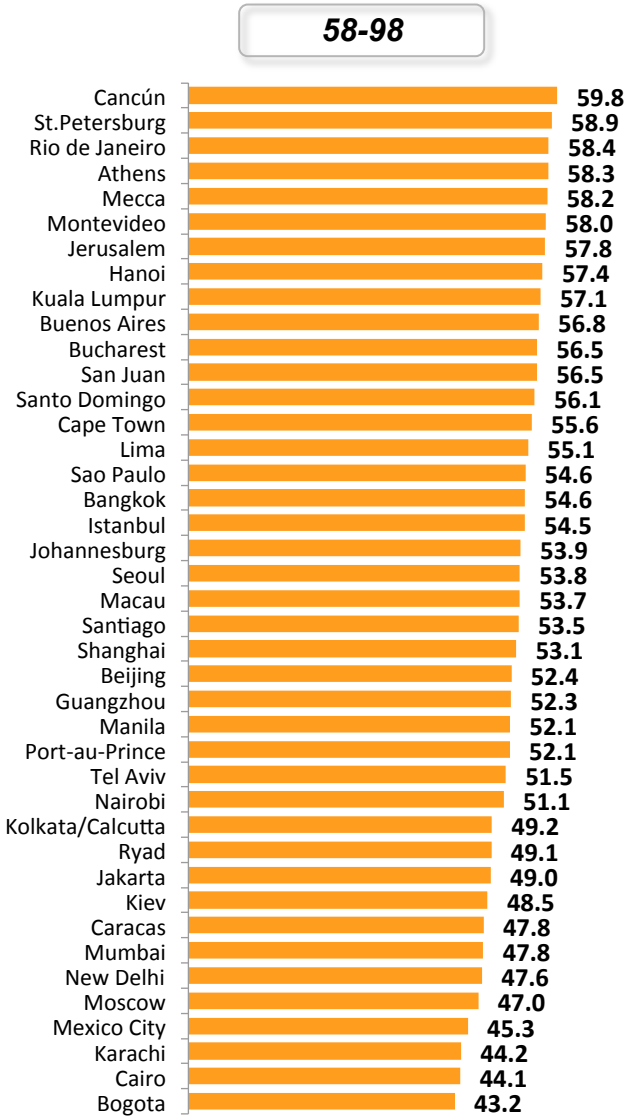
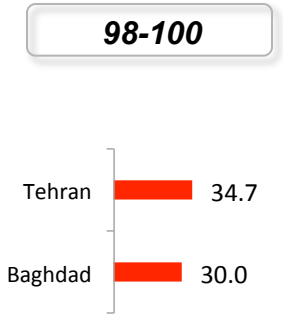
Cities with a Weak Reputation (40-60)



Cities with a Poor Reputation (0-40 points)



Scoring scale: 0-100
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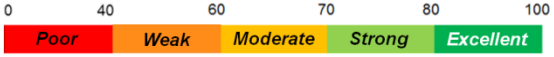

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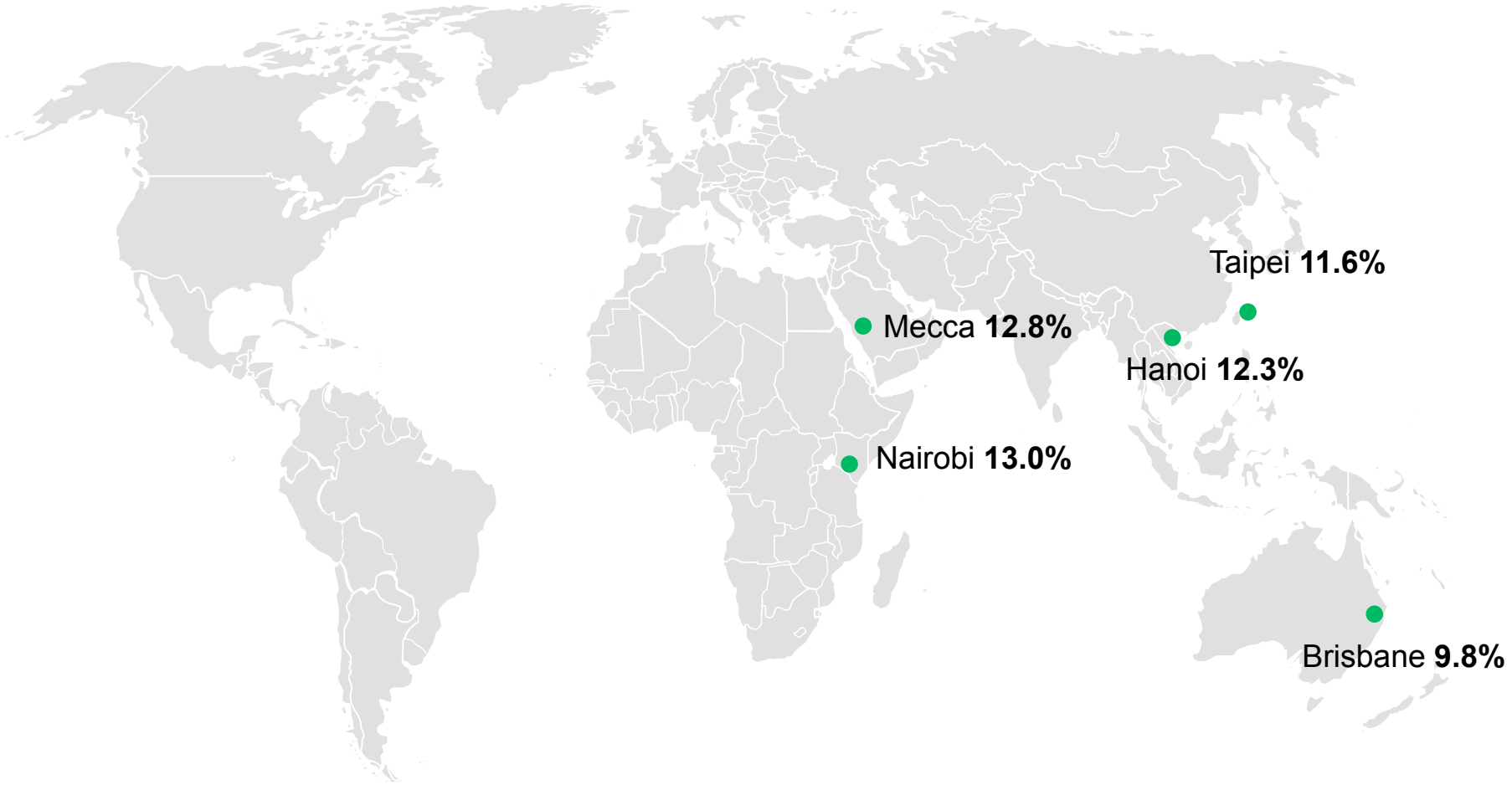
Positive Evolution of City RepTrak® in the last year



***Evolution** 2013-2014*

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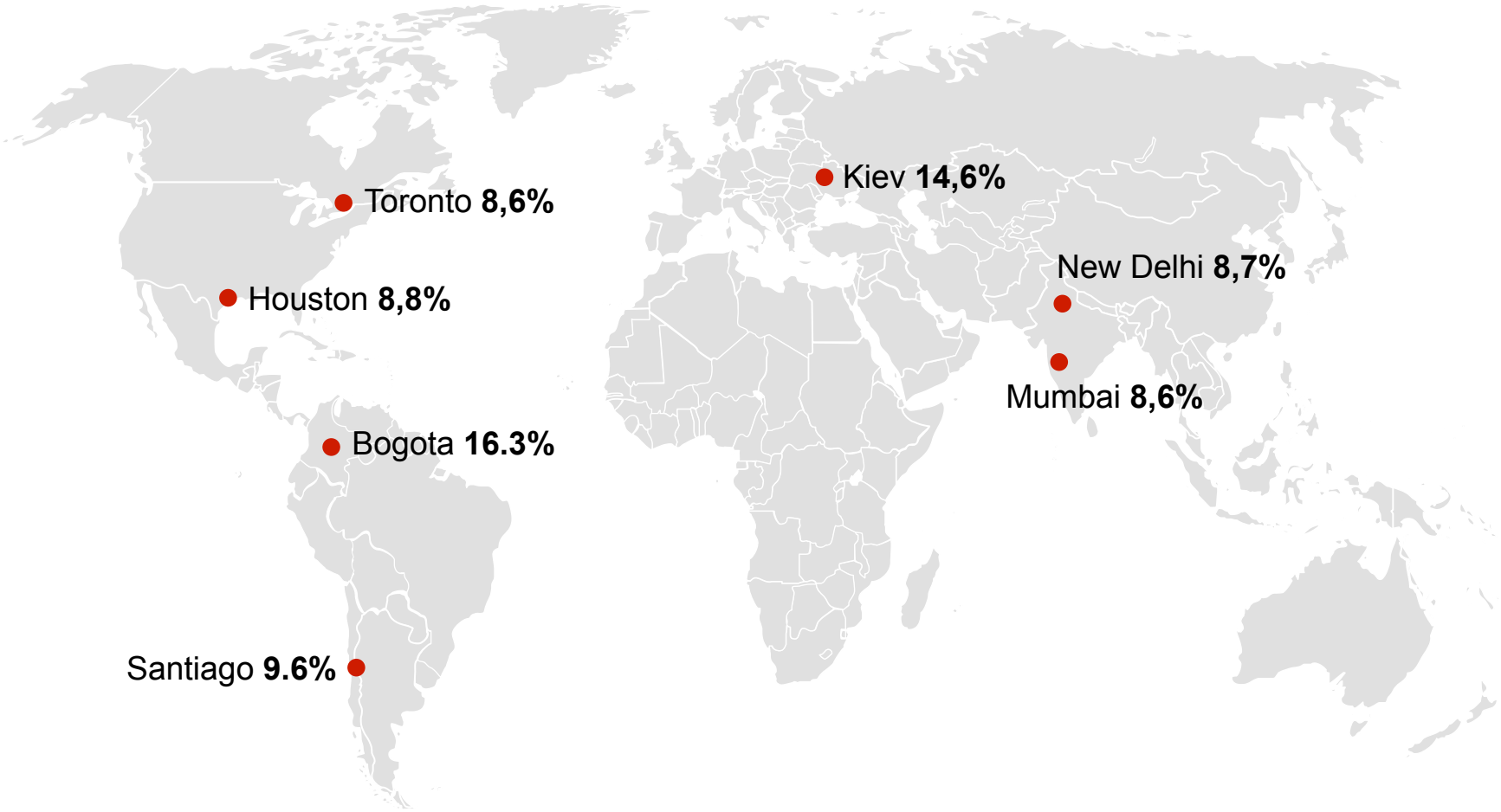
Negative Evolution of City RepTrak® in the last year



***Evolution** 2013-2014*

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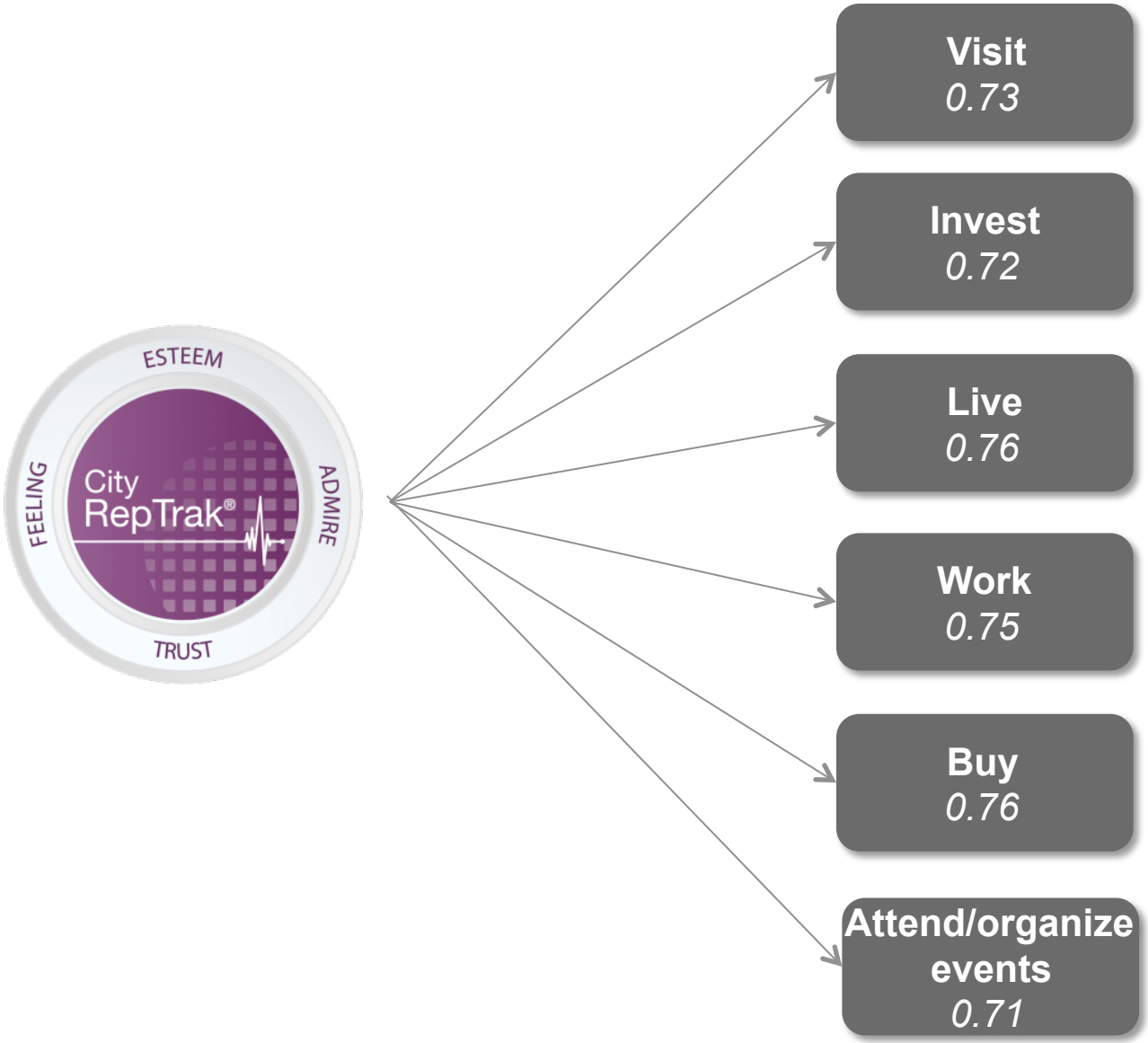
Value Creation: Reputation & Support



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Supportive Behaviors towards Cities – **Top 10**

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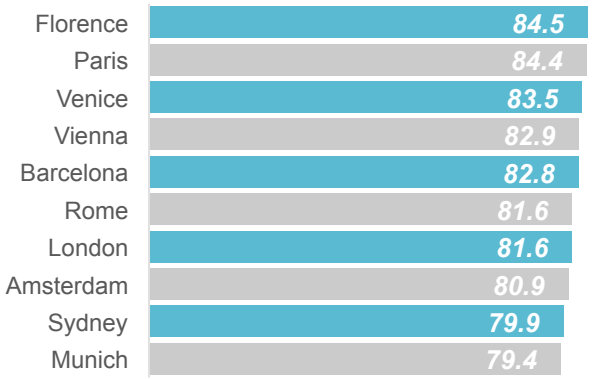
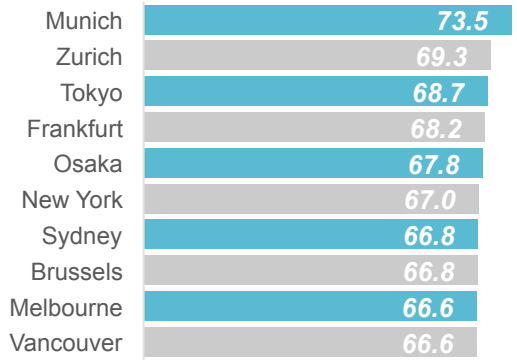
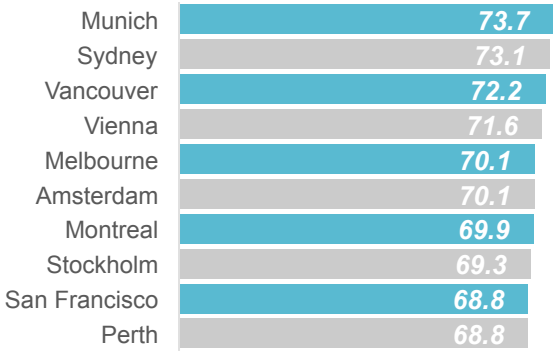
Visit



Invest



Live



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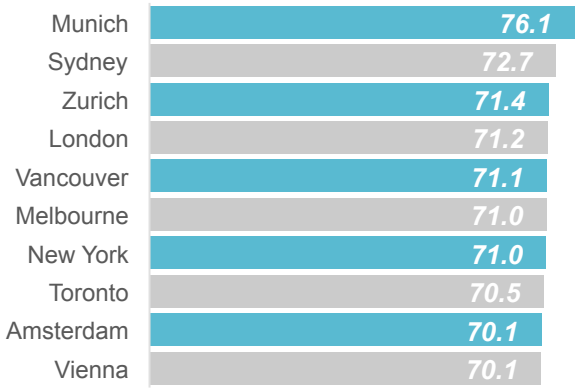
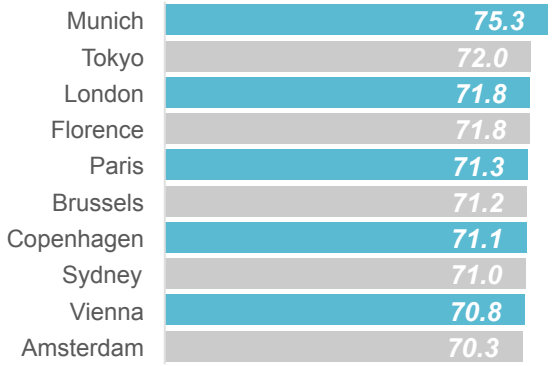
Supportive Behaviors towards Cities – **Top 10**

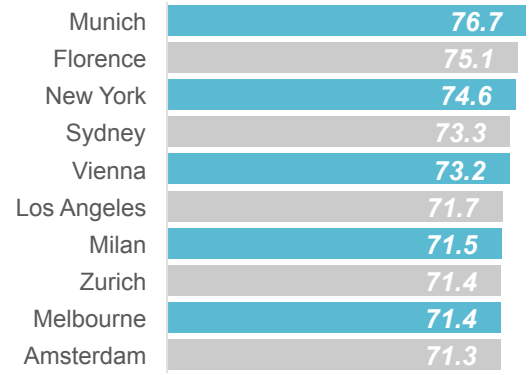
Work



Buy



Attend/organize events



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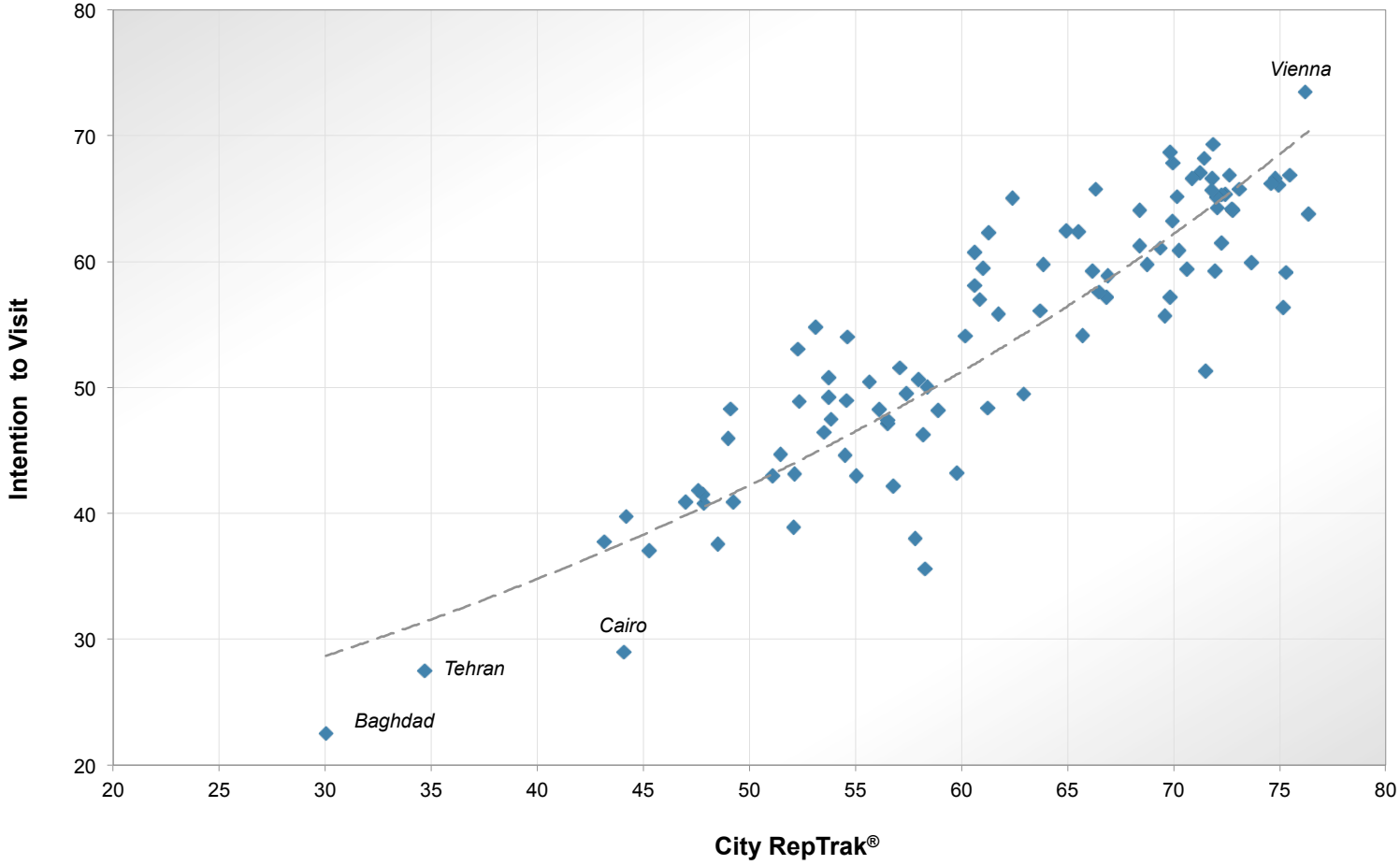
A **Better Reputation** Leads to **Stronger Support**

The good reputation of a city **strongly correlates** with an increase in the supportive behaviors shown towards the city, such as **visiting** the city, **living** or **working** in the city, or deciding to **invest** in the city.



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