

# 2015 City RepTrak®

## *The World's Most Reputable Cities*

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

## The world leader in Reputation Management research



Reputation Institute is the world's leading reputation-based research advisory firm, founded by Dr. Charles Fombrun and Dr. Cees van Riel in 1997.



Reputation Institute's RepTrak® Research is the world's largest and highest quality normative reputation benchmark database.

- 7 Dimensions of Reputation
- 10 Years of Data Indexed
- 40 Countries Measured
- 15 Stakeholder Groups
- 3,000 Companies per Year
- 6M Responses per Year

Our most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions – best known via the Forbes-published Global RepTrak® 100, the world's largest study of corporate reputations.



We enable leaders to make business decisions that build and protect reputation capital and drive competitive advantage



### Knowledge

Publication  
Conferences  
Training

### Research

Information  
Analysis  
Presentation

### Advice

Insight  
Strategy  
Activation



**Fernando Prado**

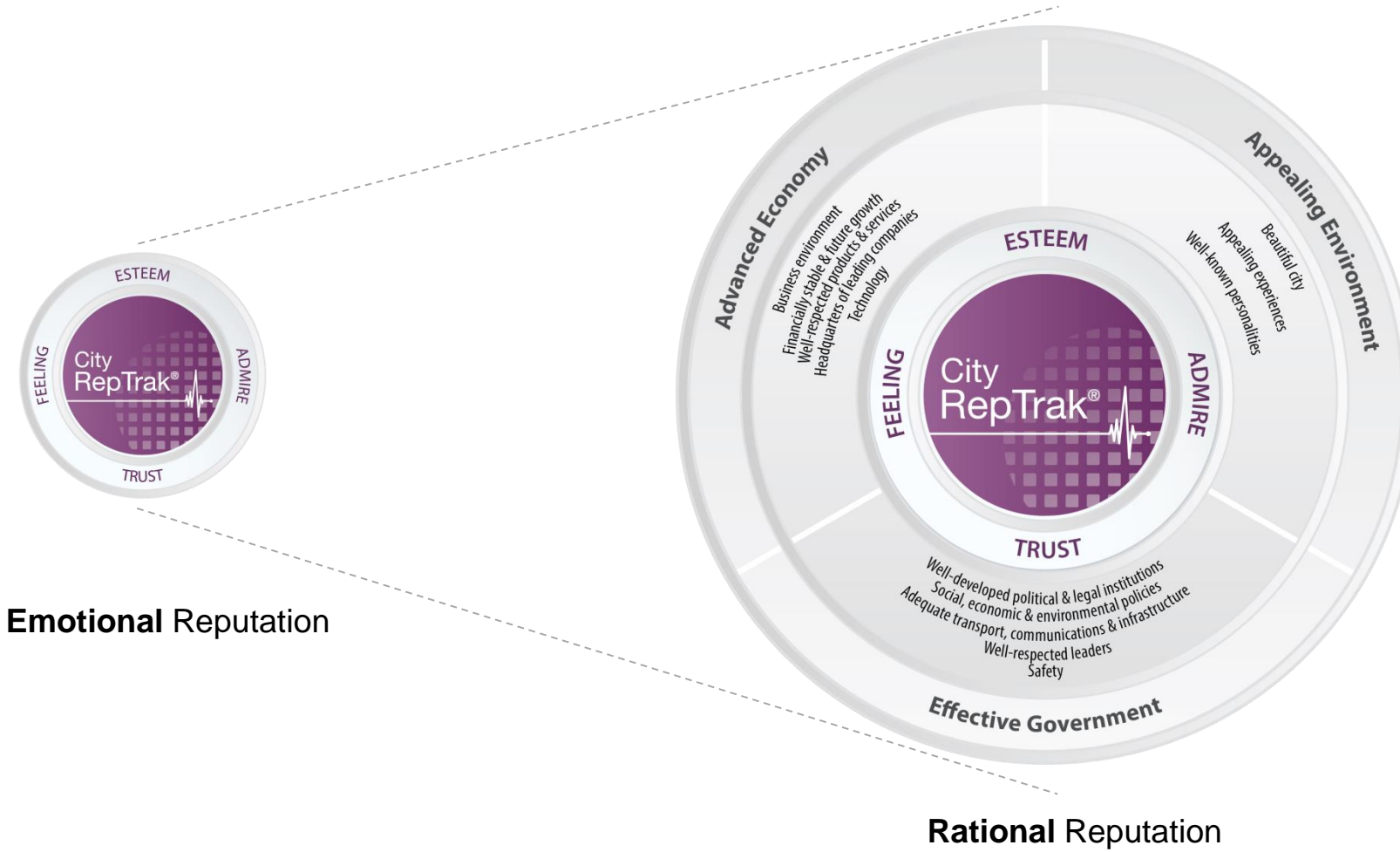
Managing Partner, Reputation Institute

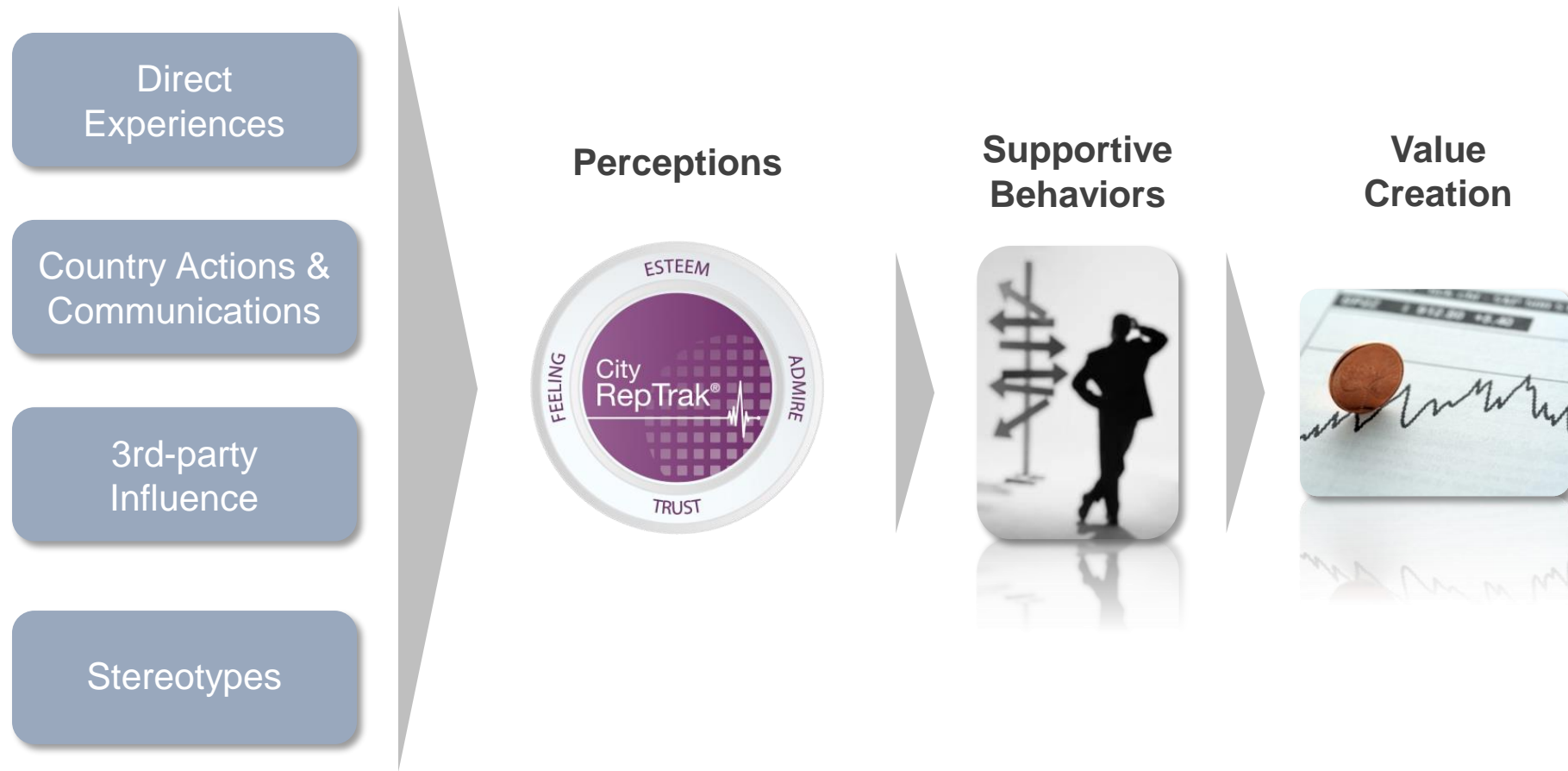


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# Agenda

- City RepTrak<sup>®</sup> methodology
- The most reputable cities
- Why is city reputation important?





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

**City Selection:**

- Largest populations
- Largest GDP
- Cities which enjoy the highest amount of tourism

**Data Collection Method :** CAWI (online interviews)

**Data Collection Period:** From February to March 2015

**Sample:** Over 19.000 consumers from G8 countries rating the 100 cities included in the study



# Agenda

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- The most reputable cities
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THE MOST REPUTABLE CITY IN 2015 IS...

# SYDNEY



# 2015 CITY REPTRAK® – TOP 10



Scoring scale: 0-100








All score differences > 2.5 are significant at 95% confidence interval

 New in Top Ten 2015





























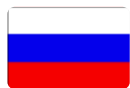



# CITY REPTRAK® IN RECENT YEARS – TOP 10




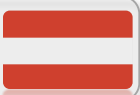





























	2015	2014	2013	2012	2011
1	Sydney 	Vienna 	Sydney 	Vancouver 	London 
2	Melbourne 	Munich 	Toronto 	Vienna 	Geneva 
3	Stockholm 	Sydney 	Stockholm 	Sydney 	Sydney 
4	Vienna 	Florence 	Vienna 	Copenhagen 	Vienna 
5	Vancouver 	Venice 	Venice 	Oslo 	Venice 
6	Barcelona 	Oslo 	Florence 	Barcelona 	Rome 
7	Edinburgh 	Vancouver 	Edinburgh 	Florence 	Barcelona 
8	Geneva 	London 	Zurich 	Venice 	Oslo 
9	Copenhagen 	Barcelona 	London 	Stockholm 	Florence 
10	Venice 	Montreal 	Copenhagen 	Melbourne 	Vancouver 

# THE MOST REPUTABLE CITIES ARE NOT NECESSARILY THE LARGEST

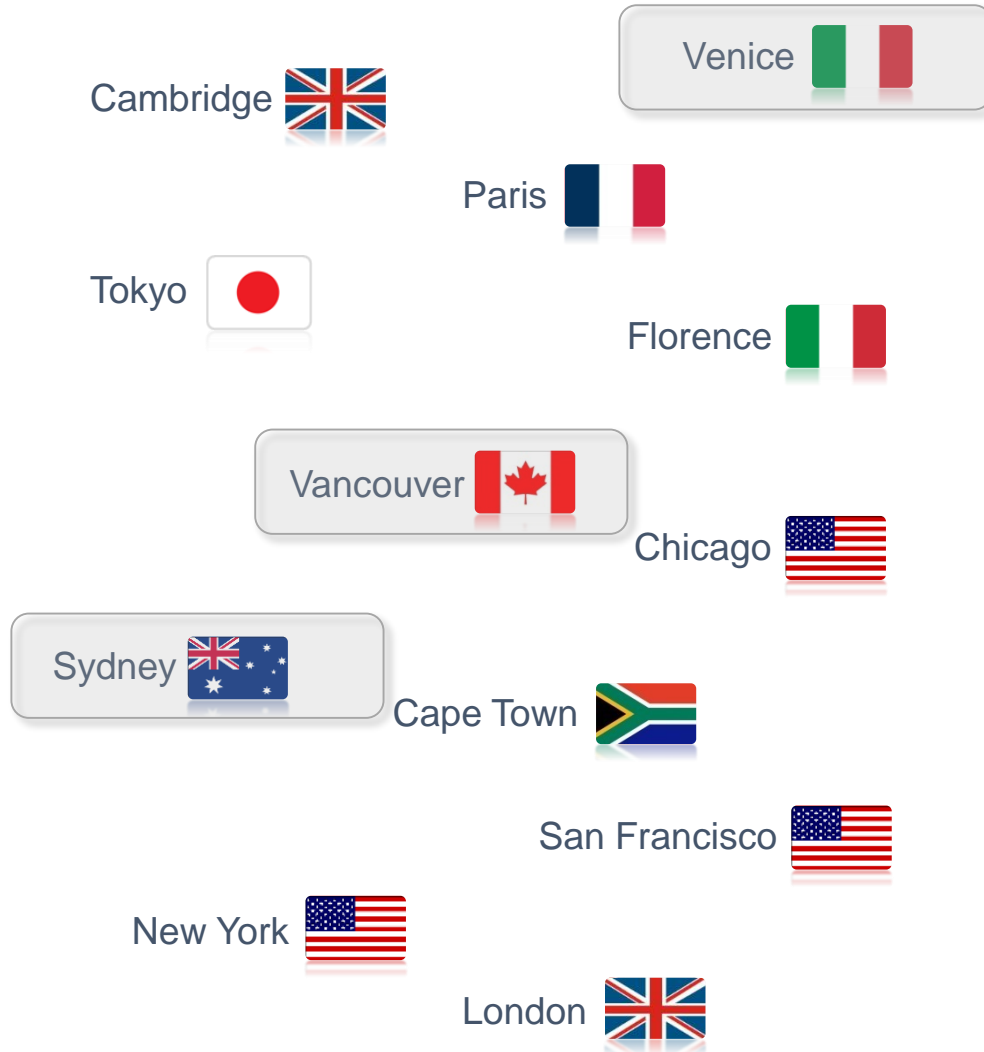
Population <sup>1</sup>			GDP <sup>2</sup>		Tourism <sup>3</sup>	
1	Tokyo		Tokyo		London	
2	Jakarta		New York		Bangkok	
3	Delhi		Los Angeles		Paris	
4	Manila		Seoul		Dubai	
5	Seoul		London		Istanbul	
6	Shanghai		Paris		New York	
7	Karachi		Osaka		Singapore	
8	Beijing		Shanghai		Kuala Lumpur	
9	New York		Chicago		Seoul	
10	Guangzhou		Moscow		Hong Kong	

<sup>1</sup>Demographia World Urban Areas: 11th Annual Edition; <sup>2</sup>Global Metro Monitor Map (Brookings); <sup>3</sup>2015 MasterCard's Global Destination Cities Index

# BUT THE CITIES WITH THE BEST QUALITY OF LIFE ARE SIMILAR

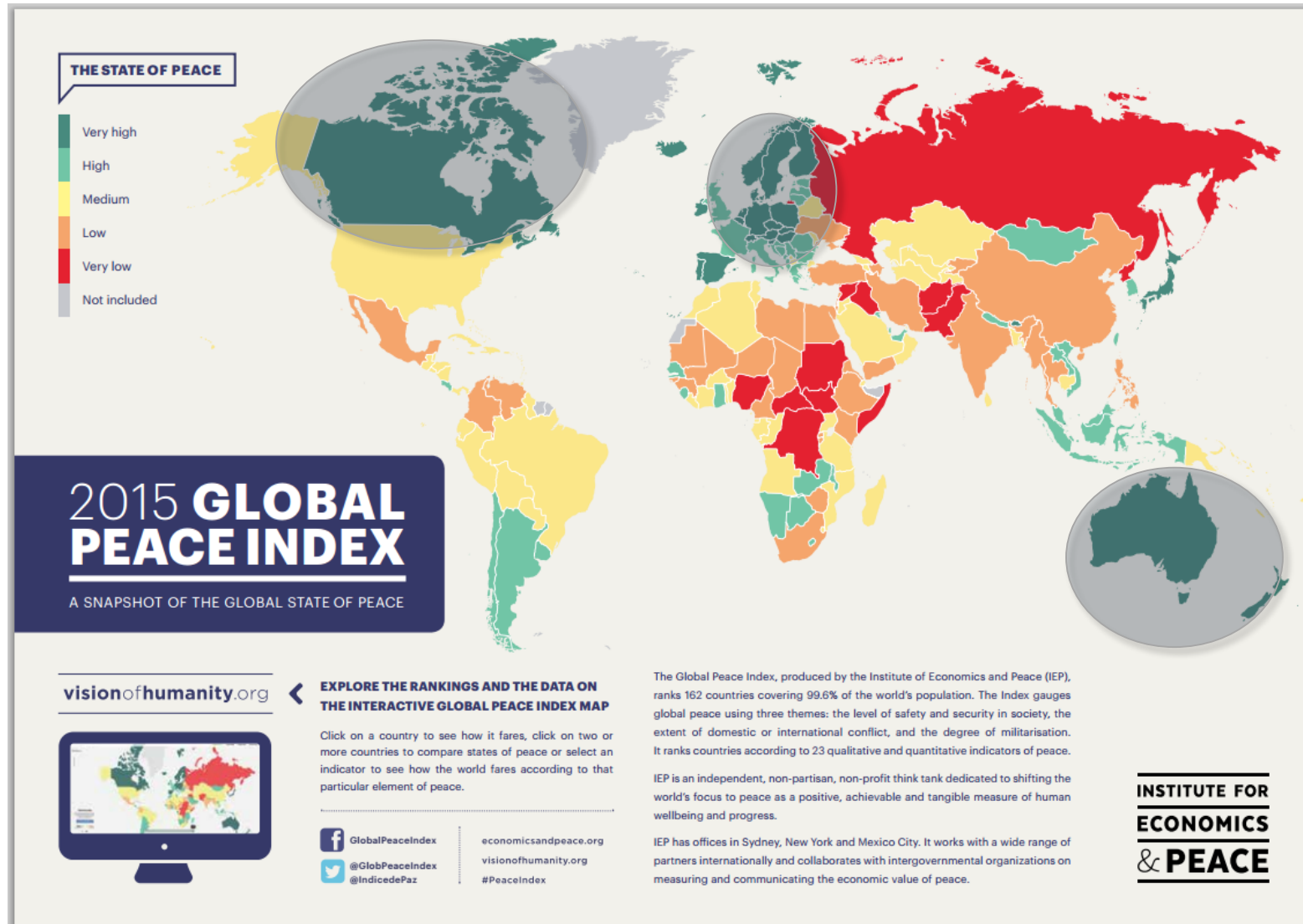
	EIU's 2014 Global Liveability	Mercer's 2015 Quality of Living	Monocle's 2015 Most Livable Cities
1	Melbourne 	Vienna 	Tokyo 
2	Vienna 	Zurich 	Vienna 
3	Vancouver 	Auckland 	Berlin 
4	Toronto 	Munich 	Melbourne 
5	Adelaide 	Vancouver 	Sydney 
6	Calgary 	Düsseldorf 	Stockholm 
7	Sydney 	Frankfurt 	Vancouver 
8	Helsinki 	Geneva 	Helsinki 
9	Perth 	Copenhagen 	Munich 
10	Auckland 	Sydney 	Copenhagen 
			Zurich 

# AS ARE THE MOST BEAUTIFUL CITIES...



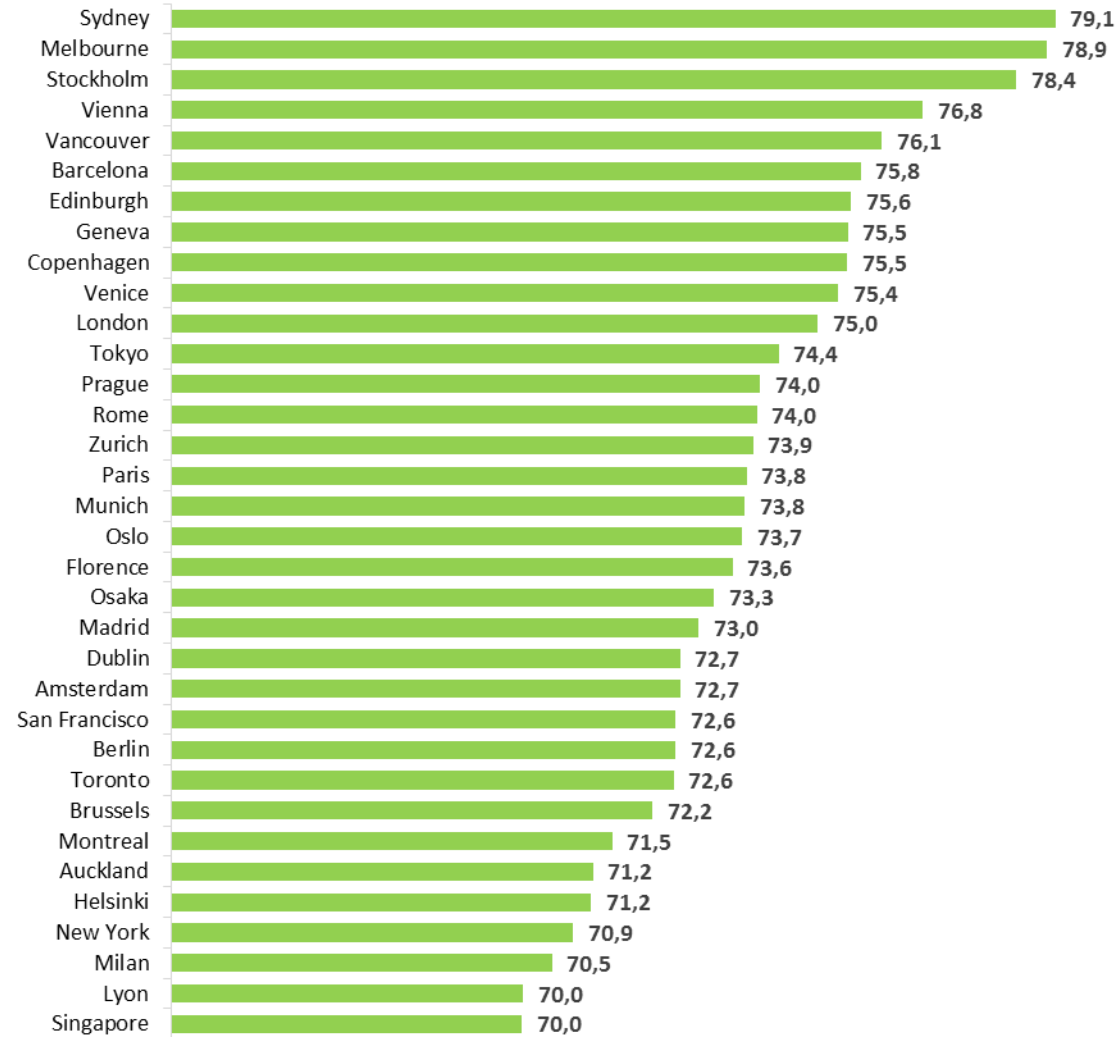
**Forbes**  
World's Most Beautiful Cities

IEP's 2015 Global Peace Index



# CITIES WITH A STRONG REPUTATION (70-80 POINTS)

1-34



Scoring scale: 0-100

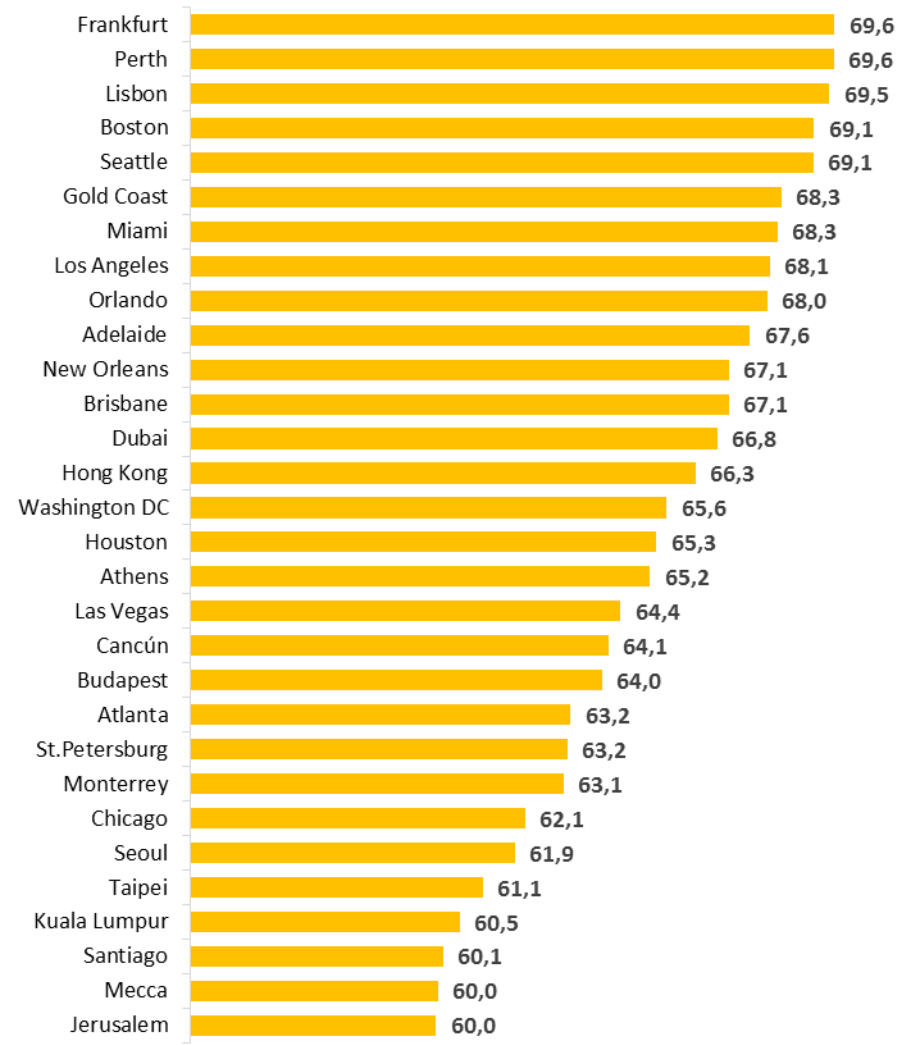
All score differences > 2.5 are significant at 95% confidence interval



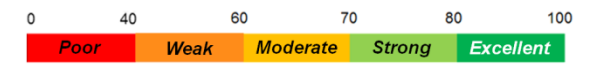


# CITIES WITH AN AVERAGE REPUTATION (60-70 POINTS)

35-64

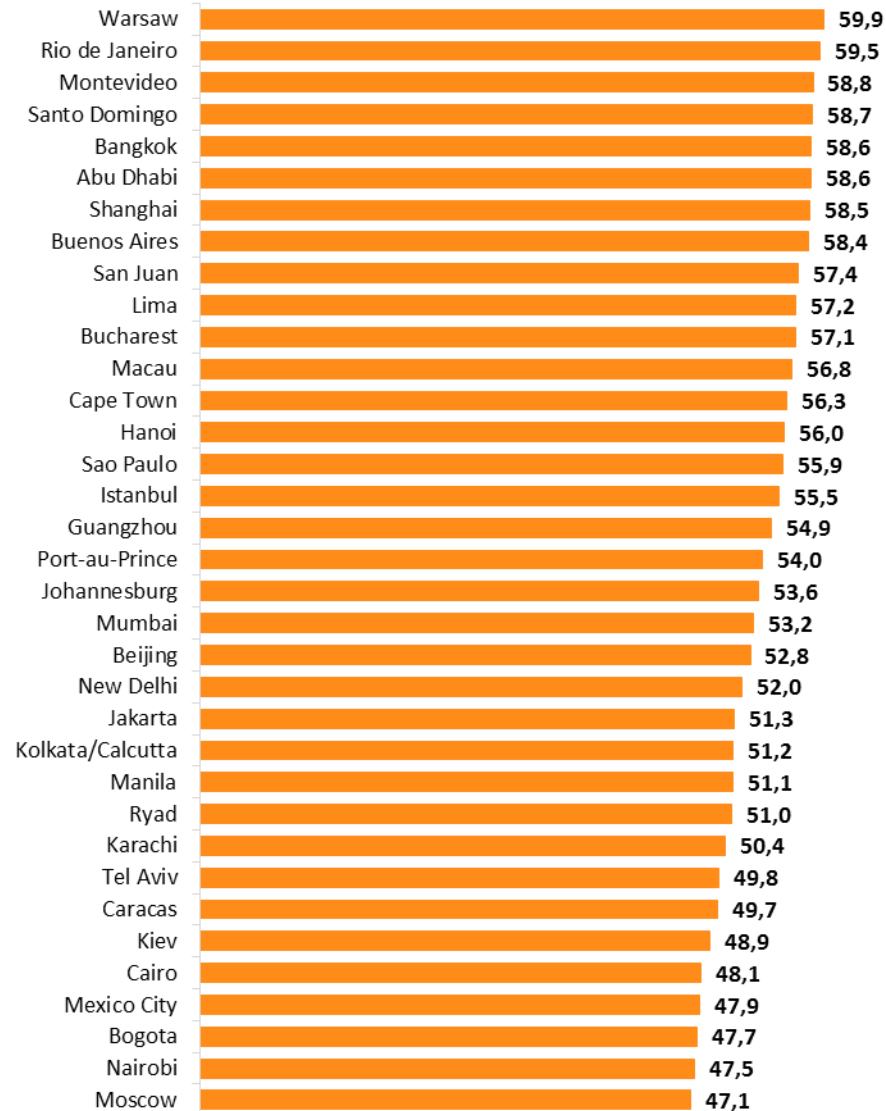


Scoring scale: 0-100  
All score differences > 2.5 are significant at 95% confidence interval



# CITIES WITH A WEAK REPUTATION (40-60 POINTS)

65-99



## Cities with a poor reputation (0-40 points)

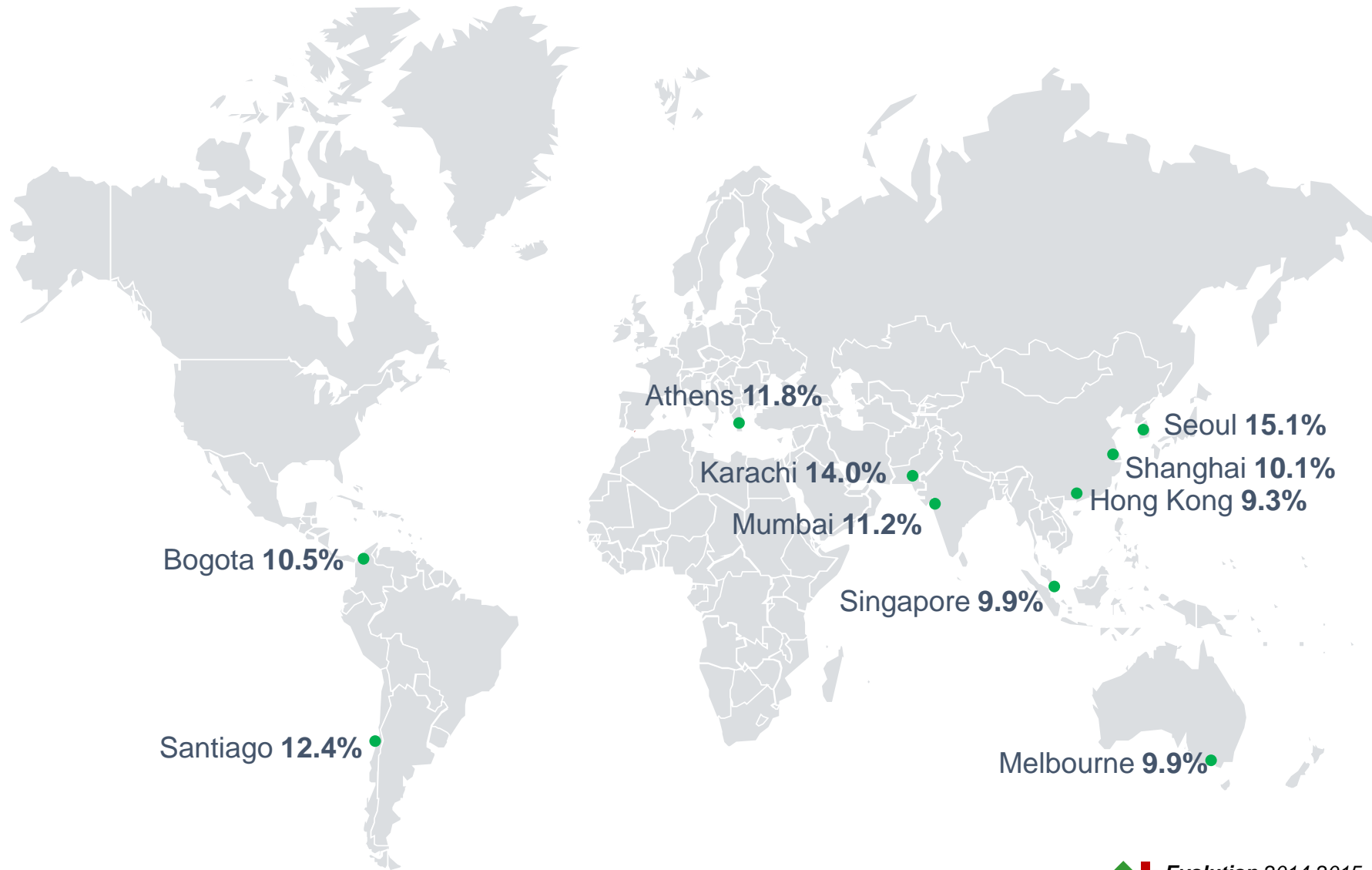
100-101



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

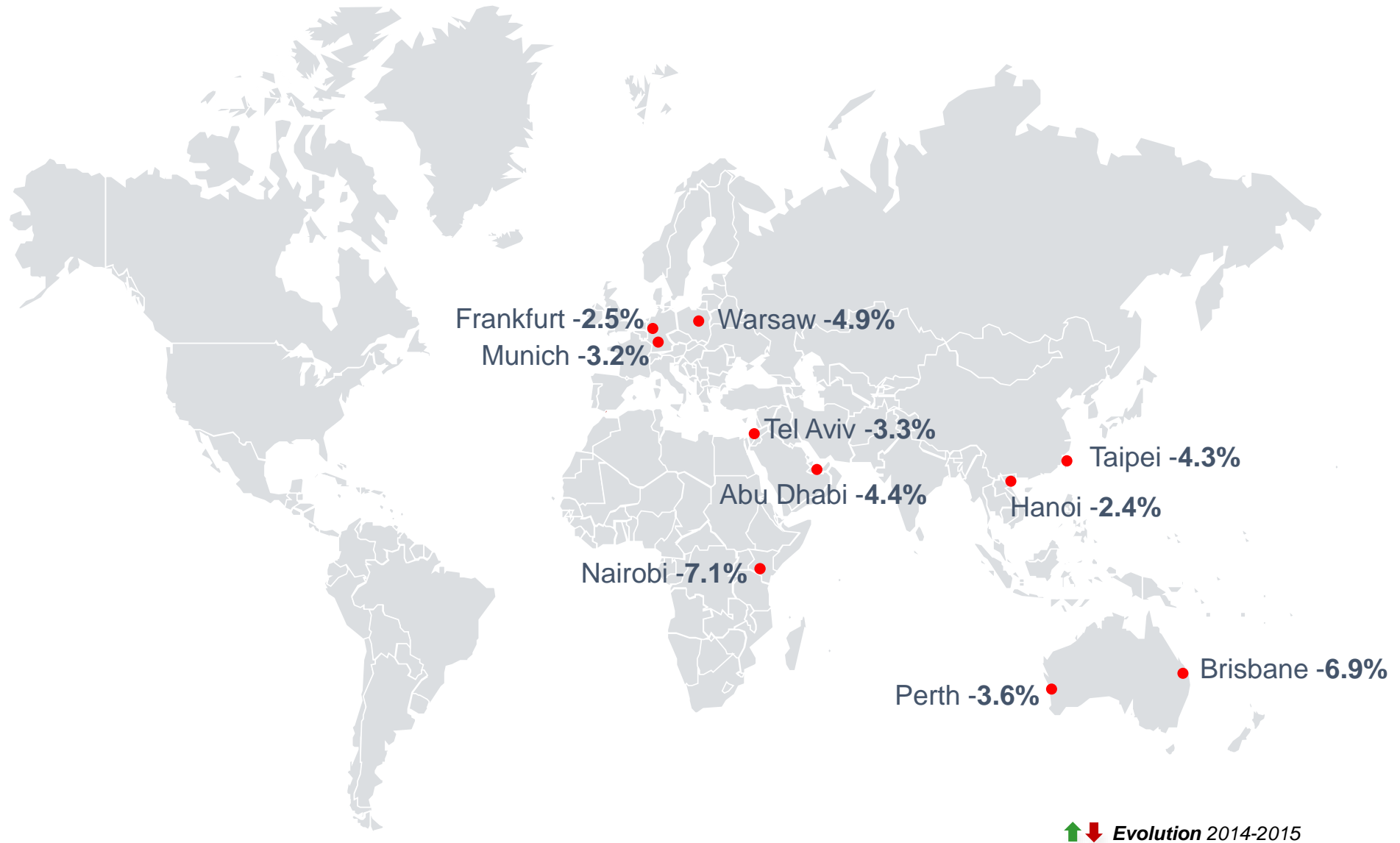


# POSITIVE EVOLUTION OF CITY REPTRAK® IN THE LAST YEAR



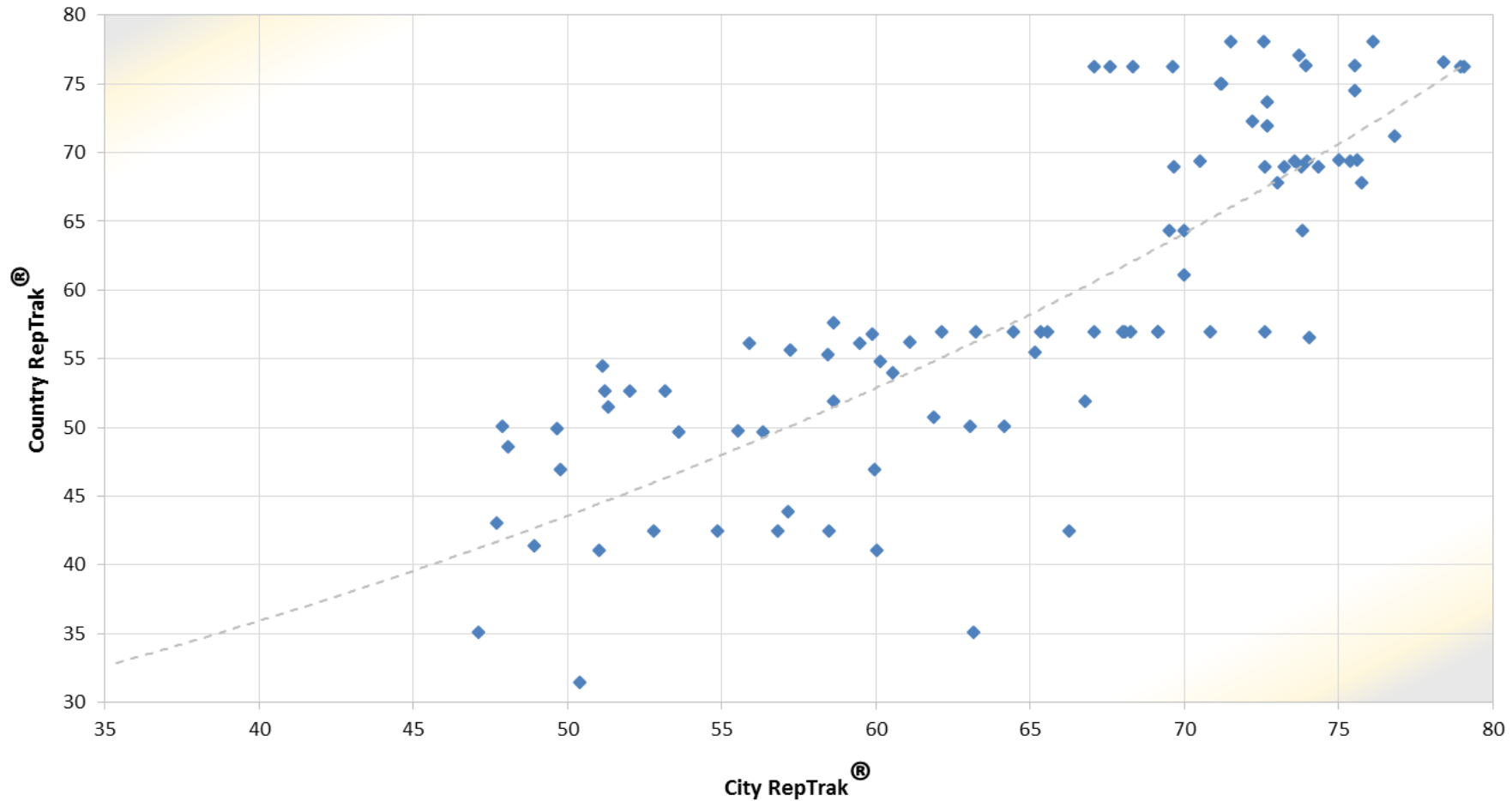
  **Evolution 2014-2015**

# NEGATIVE EVOLUTION OF CITY REPTRAK® IN THE LAST YEAR

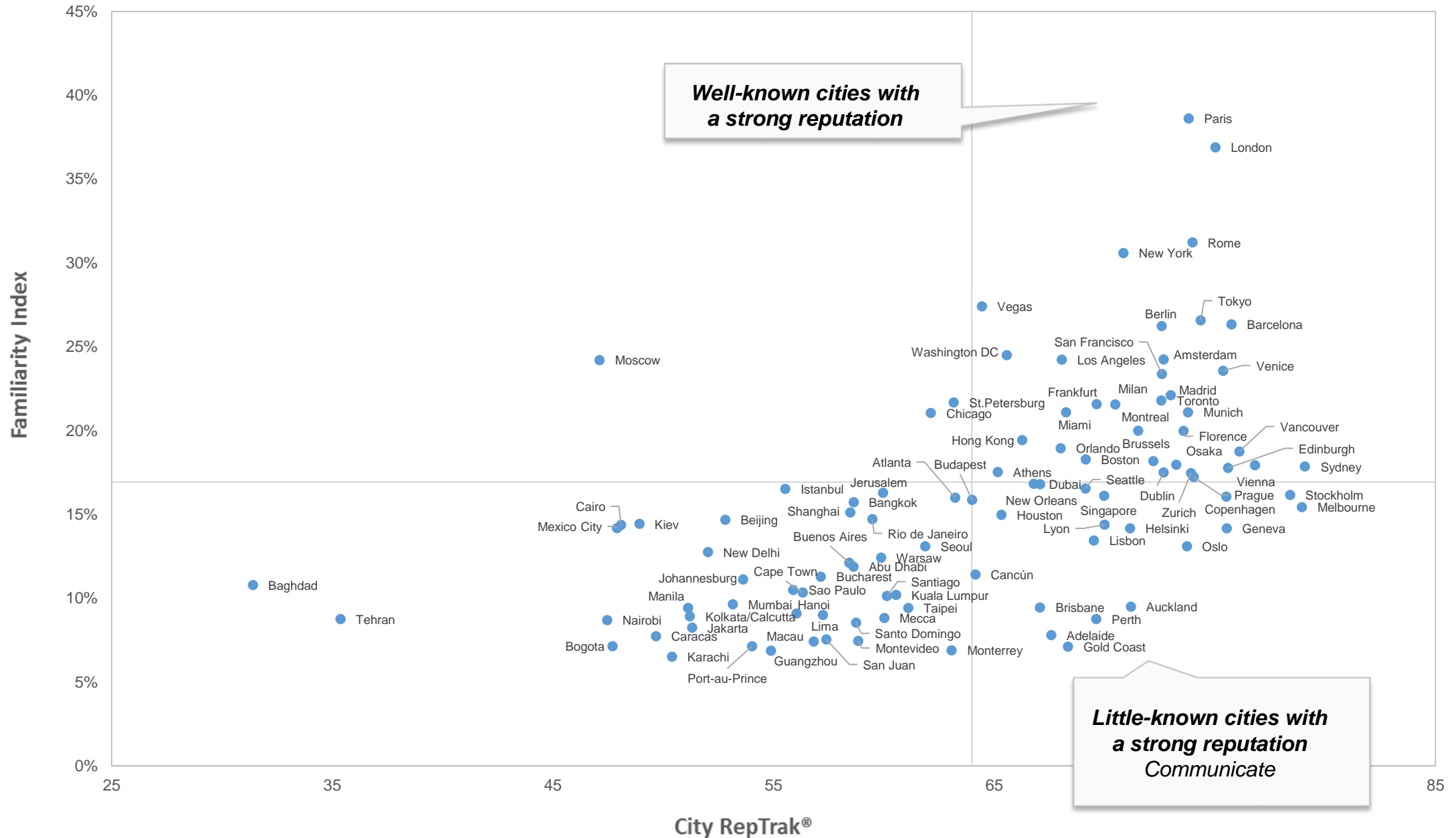


# THE COUNTRY'S REPUTATION DEFINES THE REPUTATION OF ITS CITIES

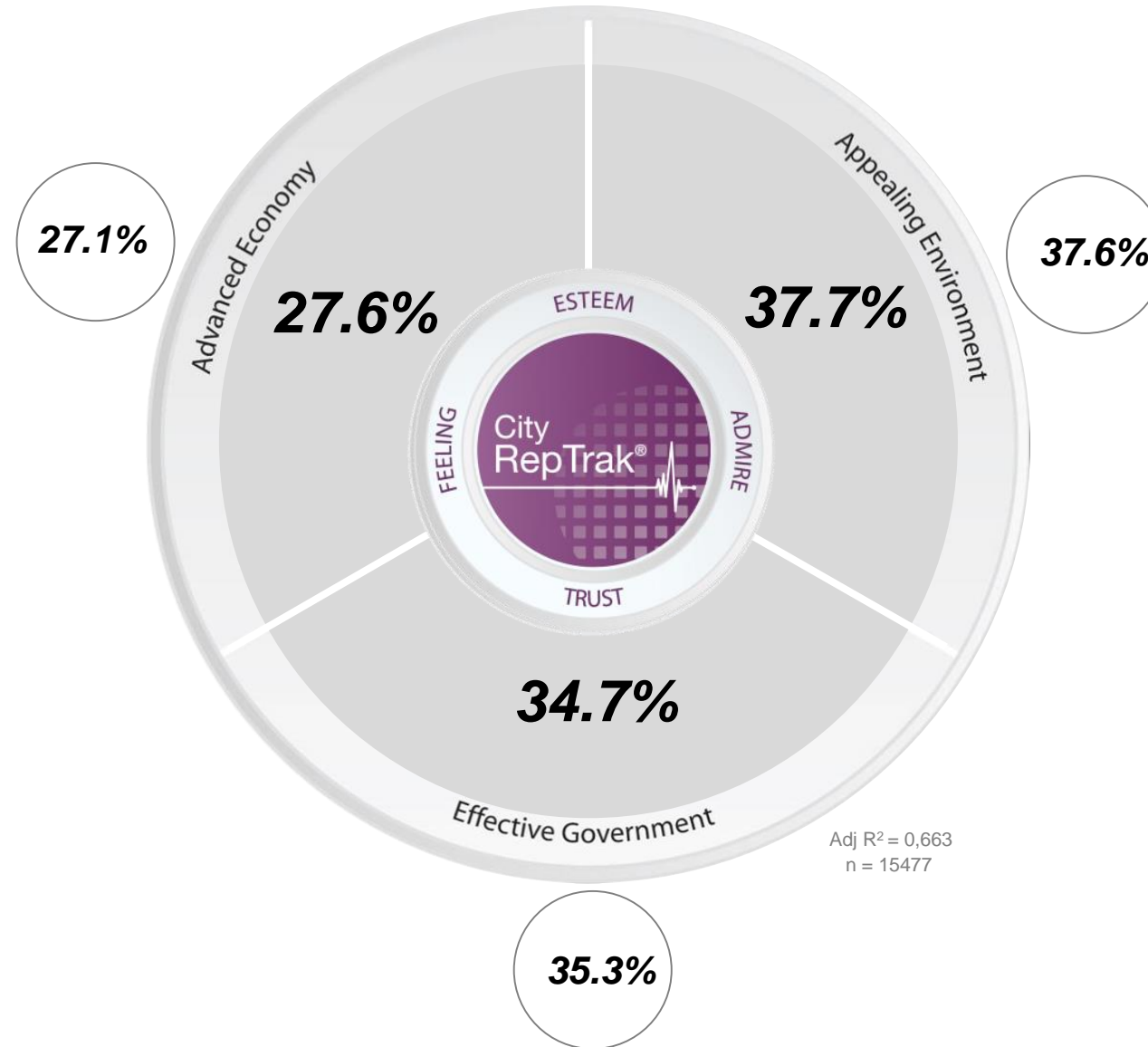
There is a demonstrated **correlation** between the **reputation of a city** and the **reputation of its country**. In general, a city's reputation tends to be higher than that of the country in which it resides.



# AND A CITY ALSO NEEDS TO BE WELL-KNOWN



# IMPORTANCE OF THE REPUTATION DIMENSIONS





**Appealing Environment**  
37.7%

**Beautiful City**  
Appealing Experiences  
Well-Known Personalities

**11.8**  
9.0  
7.5

**Effective Government**  
34.7%

**Safety**  
Well-Respected Leaders  
Social, Economic & Environmental Policies  
Well-Developed Political & Legal Institutions  
Adequate Transport, Communications & Infrastructure

**10.6**  
8.0  
7.5  
6.8  
6.6

**Advanced Economy**  
27.6%











Financially Stable & Future Growth  
Well-Respected Products & Services  
Business Environment  
Technology  
Headquarters of Leading Companies

7.2  
6.9  
6.8  
5.7  
5.6



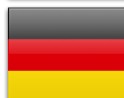







Adj R<sup>2</sup> = 0,675  
n = 15477













## Effective Administration

1	Stockholm	
2	Melbourne	
3	Sydney	
4	Tokyo	
5	Zurich	
6	Geneva	
7	Berlin	
8	London	
9	Copenhagen	
10	New York	

## Advanced Economy

1	Tokyo	
2	New York	
3	Berlin	
4	London	
5	Stockholm	
6	Zurich	
7	Geneva	
8	Melbourne	
9	Sydney	
10	Hong Kong	

## Appealing Environment

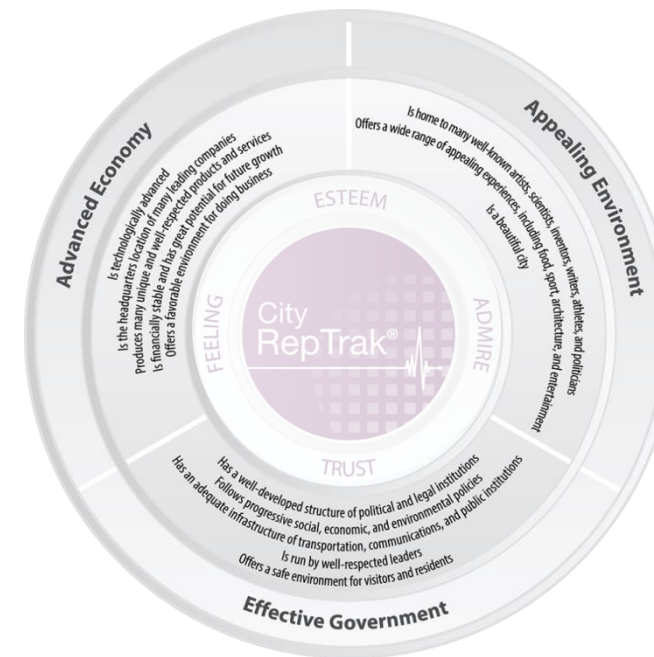
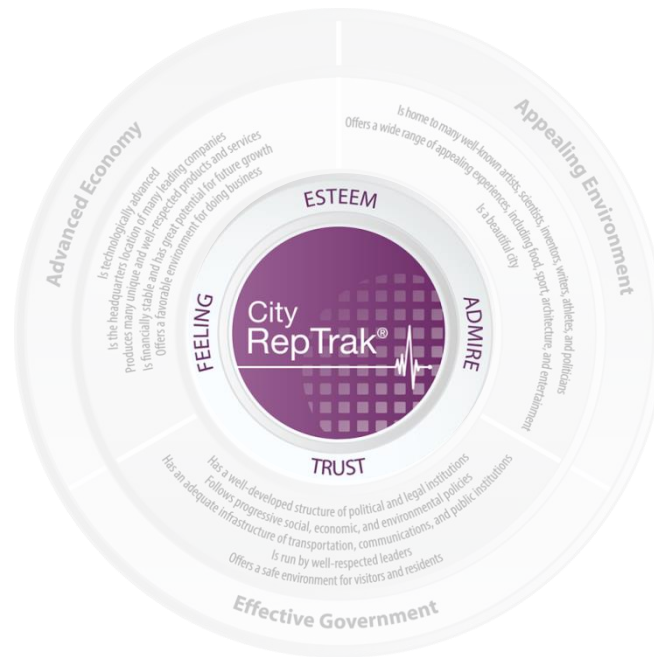
1	Rome	
2	Paris	
3	Barcelona	
4	Vienna	
5	London	
6	New York	
7	Sydney	
8	Amsterdam	
9	Venice	
10	Prague	

## Emotional Reputation (City RepTrak® Pulse):

Measures the admiration, esteem, trust and good feeling generated by one city relative to others.

## Rational Reputation (City RepTrak® Index):

Obtained by the sum of the scores for each attribute multiplied by the weight.



City RepTrak® Pulse >  
City RepTrak® Index

Positive emotional halo

City RepTrak® Pulse <  
City RepTrak® Index

Negative emotional halo

# GAP BETWEEN EMOTIONAL & RATIONAL REPUTATION

## Country RepTrak® Index 2015 – Top 10 / Bottom 10 emotional halos



Emotional Halo (Pulse-Index)					Emotional Halo (Pulse-Index)				
1	Venice		63.5	11.9	1	Las Vegas		71.1	-6.7
2	Florence		66.8	6.7	2	Moscow		53.6	-6.5
3	Athens		58.6	6.6	3	Tel Aviv		55.3	-5.5
4	Edinburgh		69.9	5.7	4	New York		76.1	-5.3
5	Prague		68.5	5.6	5	Abu Dhabi		62.3	-3.7
6	New Orleans		61.8	5.3	6	Los Angeles		71.3	-3.2
7	Dublin		67.5	5.2	7	Ryad		54.1	-3.1
8	Cancun		59.0	5.1	8	Tokyo		77.4	-3.1
9	Lisbon		64.4	5.1	9	Washington DC		68.6	-3.0
10	Madrid		68.0	5.0	10	Bogota		50.6	-2.9

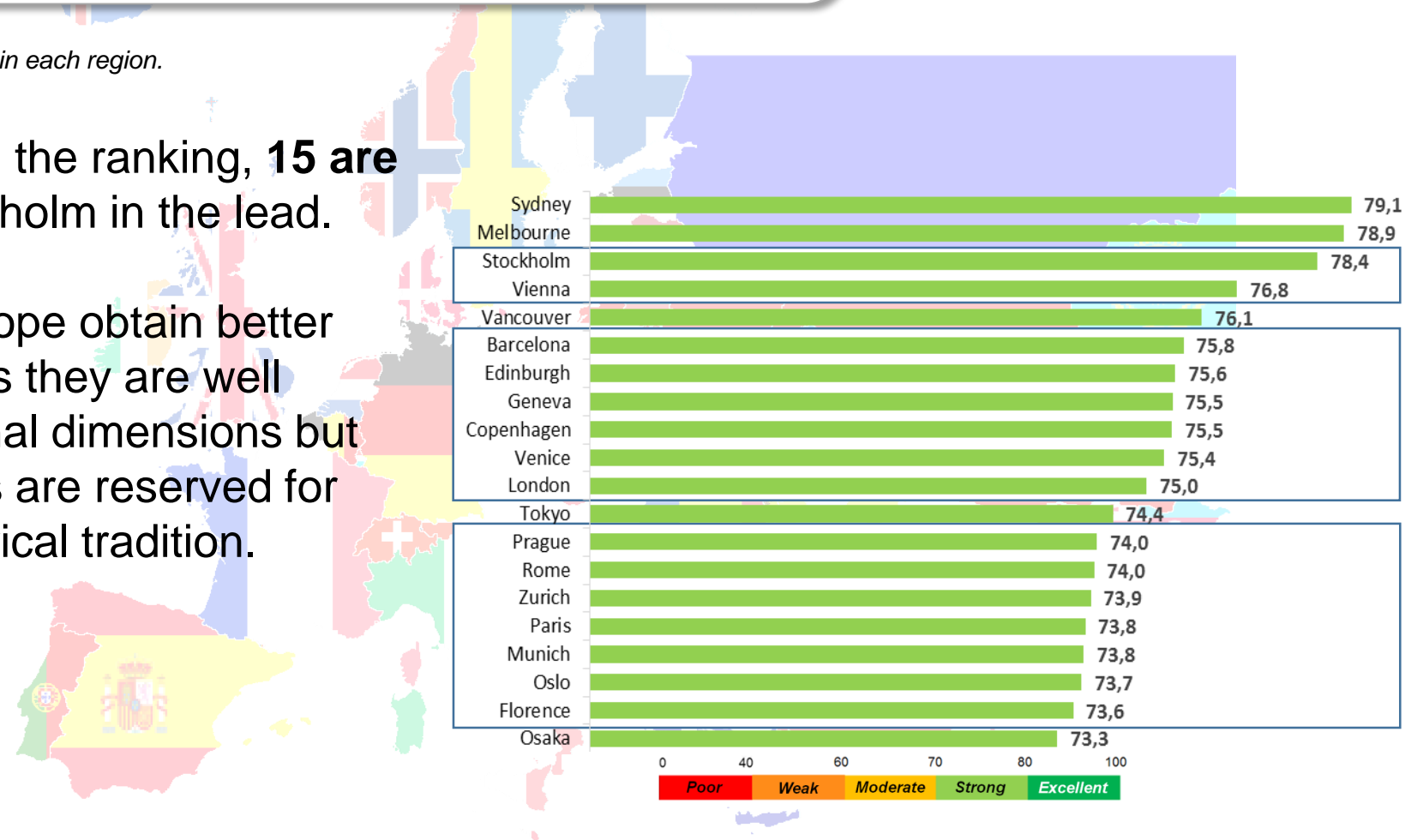
# EUROPEAN CITIES STAND OUT ON THE GLOBAL STAGE ...

Europe	69.7	Asia-Pacific	59.7	Africa	51.4
North America	67.0	Latin America	56.7		

*\*Average score of the cities measured in each region.*

Of the **top 20 cities** in the ranking, **15 are European**, with Stockholm in the lead.

Cities in Northern Europe obtain better scores in reputation as they are well perceived in the rational dimensions but better emotional halos are reserved for those with more historical tradition.



Australia – ranked in the top five of the most reputable countries over the last six years – is where Sydney and Melbourne, the two most reputable cities in 2015, are located.

Both cities are the most heavily populated in the region and stand out for the public's perception of the quality of their institutions, strong economy and attractive environment.

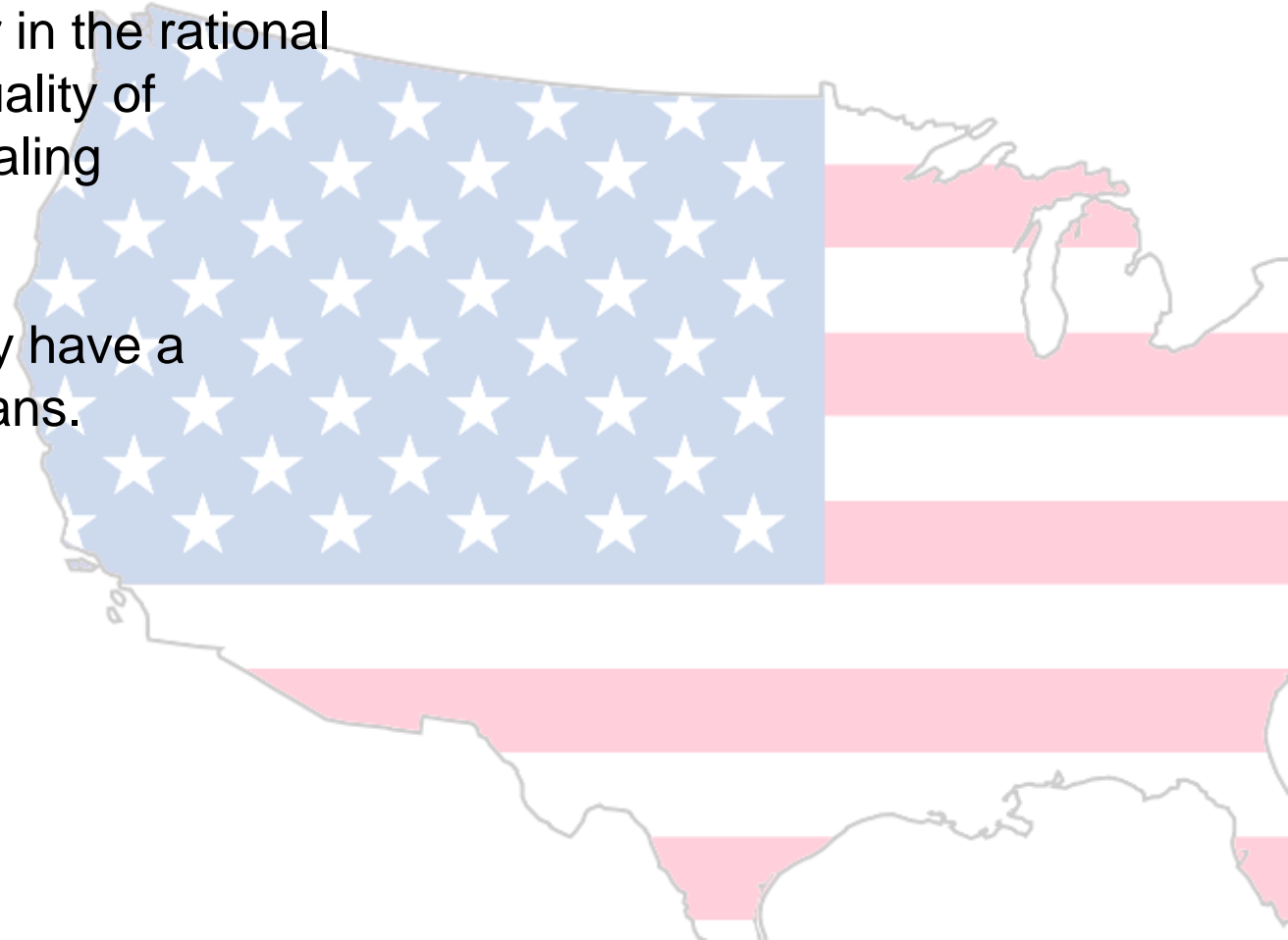


From Canada – the reputation champion in the Country RepTrak® 2015 – Vancouver is the highest ranked Canadian city to make the list. Vancouver is consistently named as one of the top five worldwide cities for livability and quality of life.



San Francisco is the highest ranked city from the USA, placing 24<sup>th</sup>, but New York performs better in the rational dimensions (among the top ten cities in Quality of Institutions, Advanced Economy and Appealing Environment).

Most of the US cities included in the survey have a negative emotional halo, except New Orleans.

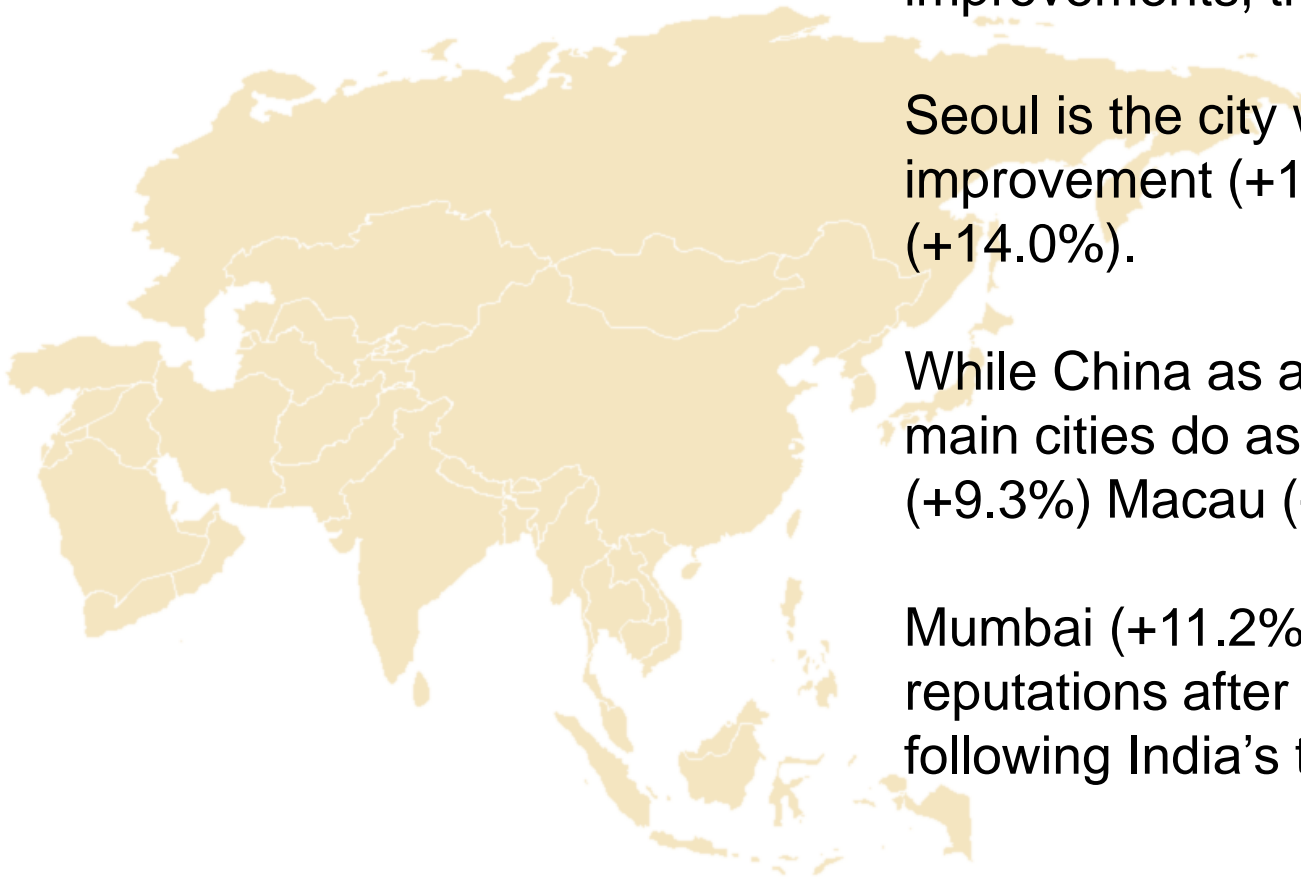


Asian cities achieve the highest reputation improvements, though they still have weak scores.

Seoul is the city with the highest reputation score improvement (+15.1% over 2014), followed by Karachi (+14.0%).

While China as a country improves its reputation, its main cities do as well: Shanghai (+10.1%), Hong-Kong (+9.3%) Macau (+5.8%) and Guangzhou (+5.0%).

Mumbai (+11.2%) and New Delhi (+9.3%) improve their reputations after the declines of the previous year, following India's trajectory.





## Agenda

- City RepTrak® methodology
- The most reputable cities
- Why is city reputation important?

# WHY IS PLACE REPUTATION IMPORTANT?

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

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



Places with a good reputation attract **FDI**



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



Places with a good reputation increase **exports**

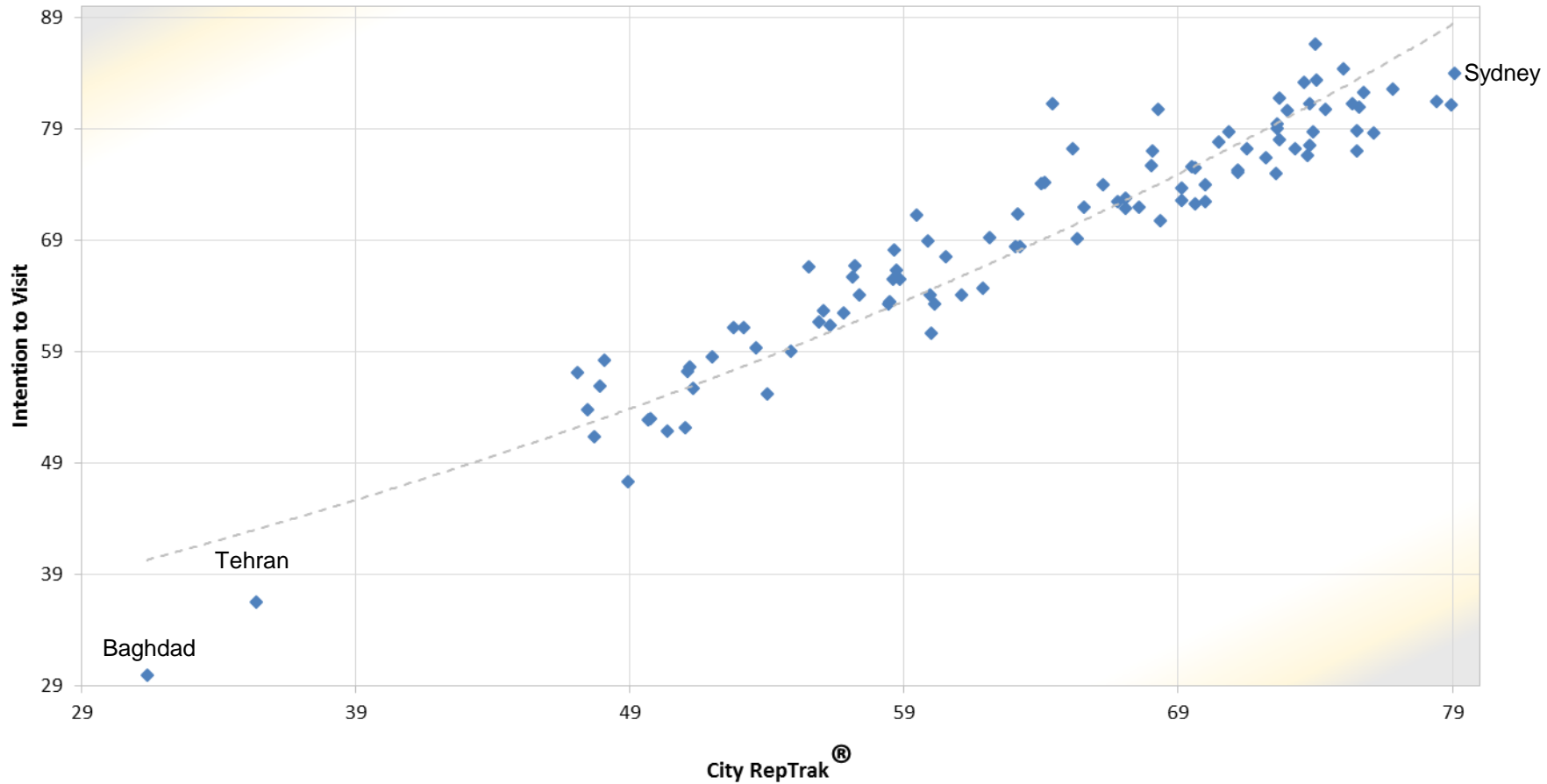


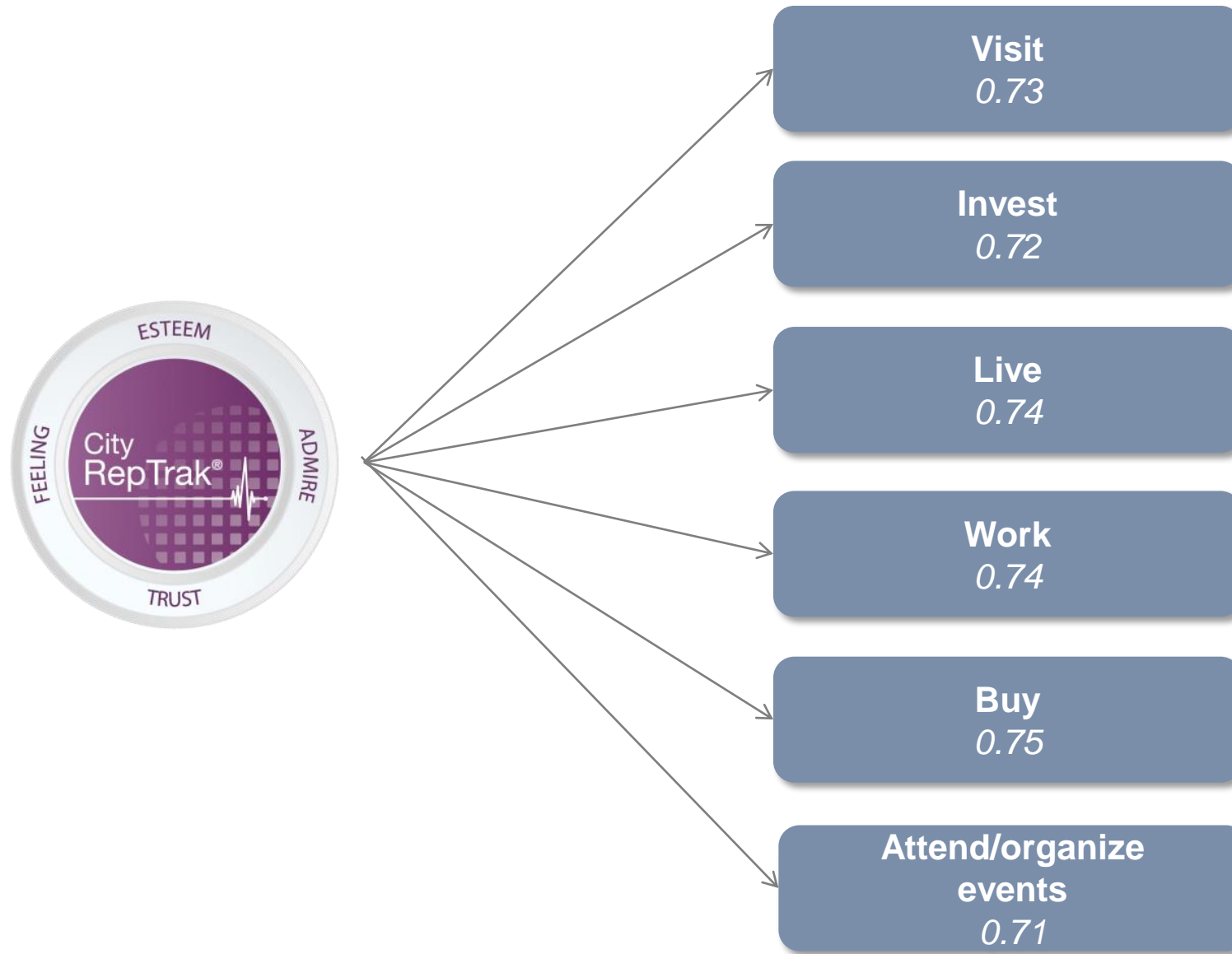
Places with a good reputation attract **foreign knowledge & talent**



# 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.



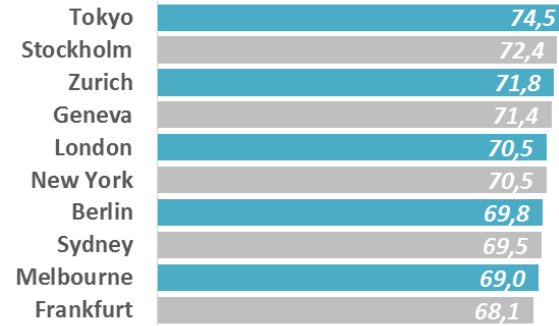




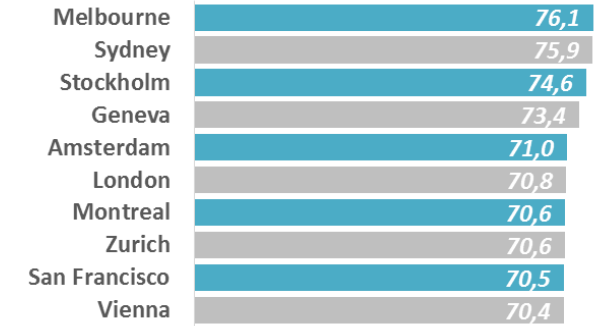
## Visit



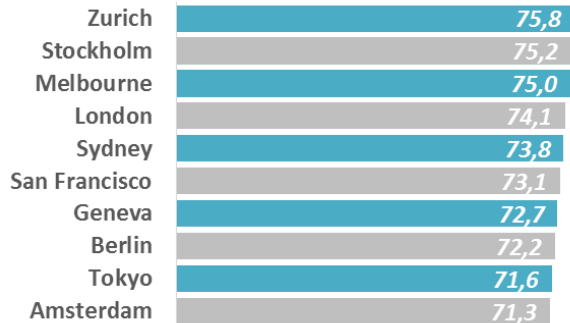
## Invest



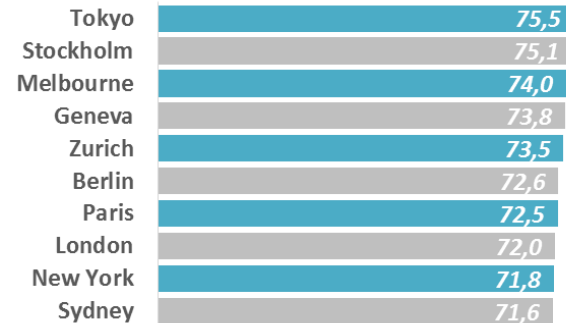
## Live



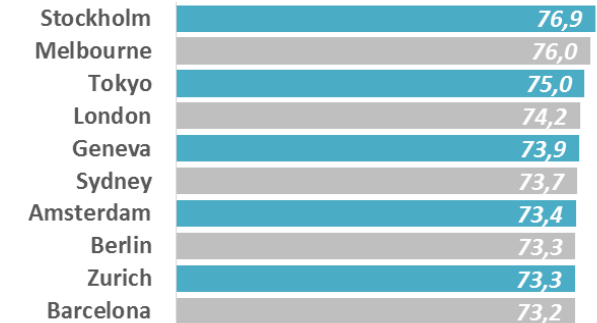
## Work



## Buy



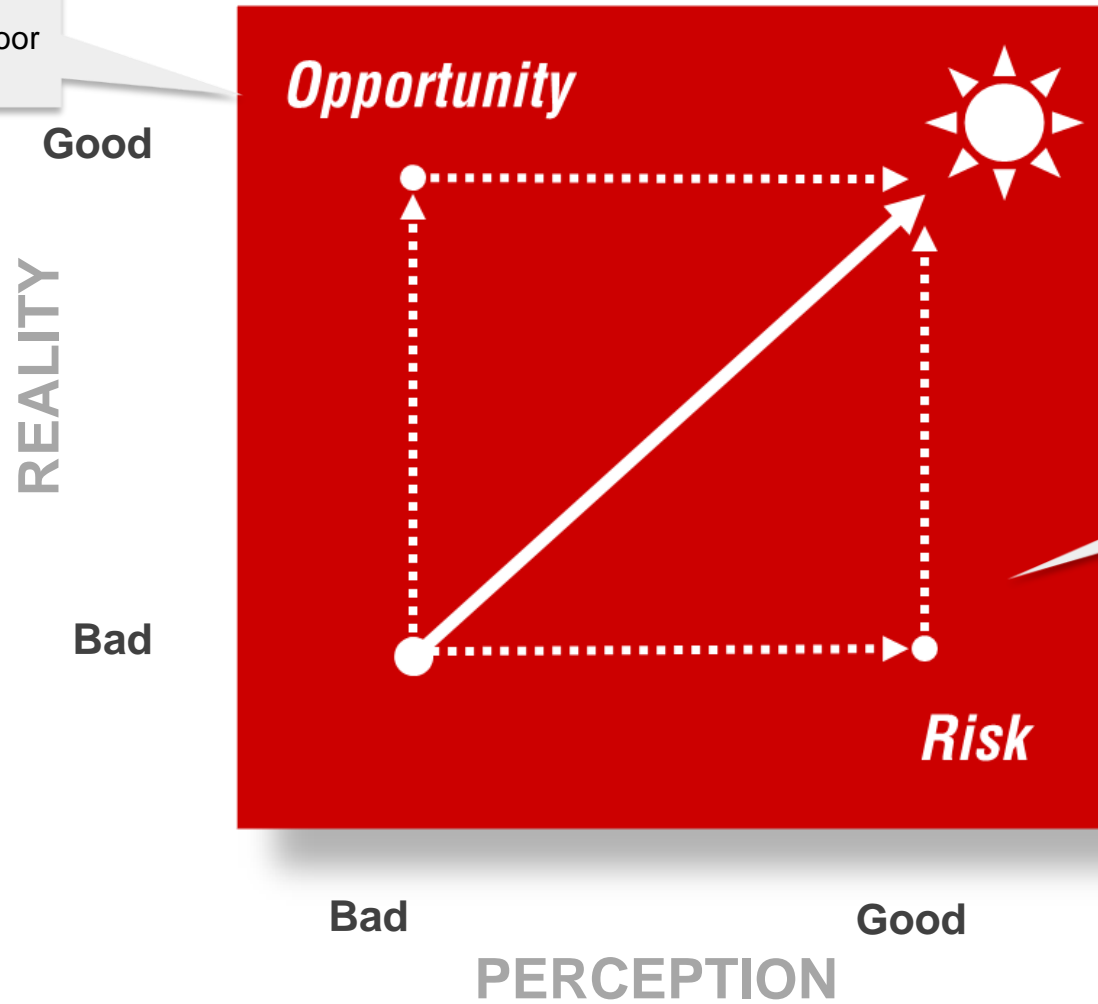
## Attend/organize events



- City reputations can be measured in a similar way to those of people or companies.
- The overall reputation of a city is an emotional perception constructed through direct experience, its own communication, the perspectives of third parties and generally accepted stereotypes.
- The overall emotional perception can be explained through different attributes and dimensions. Three main dimensions explain a city's reputation:
  - Quality of life (Appealing Environment)
  - Quality of institutions (Effective Administration)
  - Level of development (Advanced Economy)
- Cities with a strong reputation are positively perceived in all three dimensions.
  - Stockholm lead the Effective Administration dimension
  - Tokyo is the best perceived city in Advanced Economy
  - Rome is the city with the best performance in Appealing Environment
- Reputation has a strong impact on the supportive behaviours of stakeholders that improve a city's economy: tourist arrivals, foreign direct investment, exports, etc.

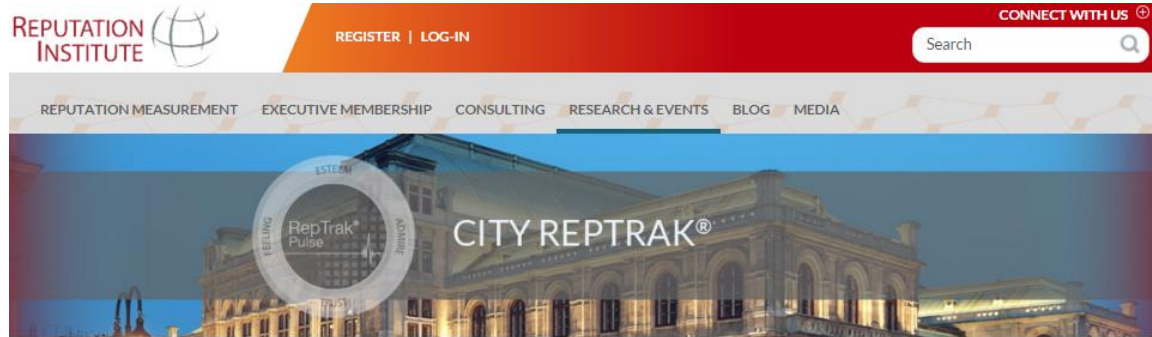
- A city's reputation is in great part determined by the country's reputation and is strongly related to its familiarity.
- Sydney is the city with the best reputation, followed by Melbourne. Both are in one of the top five most reputable countries. Both cities stand out by the perceptions of their Effective Administration, Advanced Economy and Appealing Environment and are among the most livable cities in the world.
- In fifth place, Vancouver is the top Canadian city in the ranking, which is consistently named as one of the top five global cities for livability and quality of life.
- 15 cities of the top 20 are European, with Stockholm in the lead. On average, Northern European cities have higher reputation scores.
- San Francisco is the top US city in the ranking, but New York performs better in the rational dimensions (due to its negative emotional halo). Most of the US cities included in this survey have a negative emotional halo, except New Orleans.
- Following the trend of Asian countries (Country RepTrak® scores), the Asian cities in the study achieve the greatest reputation improvement, although most of them still have weak scores.

Communication is required to **capitalize** on good reality and **overcome** poor perceptions



Change is required to **alter** 'reality' and **minimize** reputational risk





## Discover the Most Reputable Cities in the World

See the link between city reputations and economic outcomes, demonstrating the need for destinations to pay attention to their reputation.

### 2015 City RepTrak® Results Available October 22

[ Register for Live Webinar ]

Join us Thursday, October 22 at 11 AM EDT as we release the results of the 2015 survey of Most Reputable Cities.

What questions will be answered in the live webinar?

- Which cities topped the list in 2015?
- Why is city reputation so important?
- Which cities are successfully managing their reputations and how has that changed over time?



Who will be presenting the results?

*Fernando Prado*, Managing Partner for Latam & Iberia, will host the webinar and further explore key findings and insights from the 2015 City RepTrak® Study.

### What is the City RepTrak® Report?

City RepTrak® is a global survey of more than 22,000 consumers, collected in the G8 countries, which ranks the world's 100 most reputable cities based on levels of trust, esteem, admiration and respect. Perceptions regarding 13 attributes are grouped into three dimensions: *Advanced Economy*, *Effective Government* and *Appealing Environment*.

### Download Past City RepTrak® Results

- 2014 City RepTrak® Results
- 2013 City RepTrak® Results
- 2012 City RepTrak® Results
- 2011 City RepTrak® Results



### 2015 City RepTrak®

Results Announced Oct. 22 @ 11 AM EDT

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