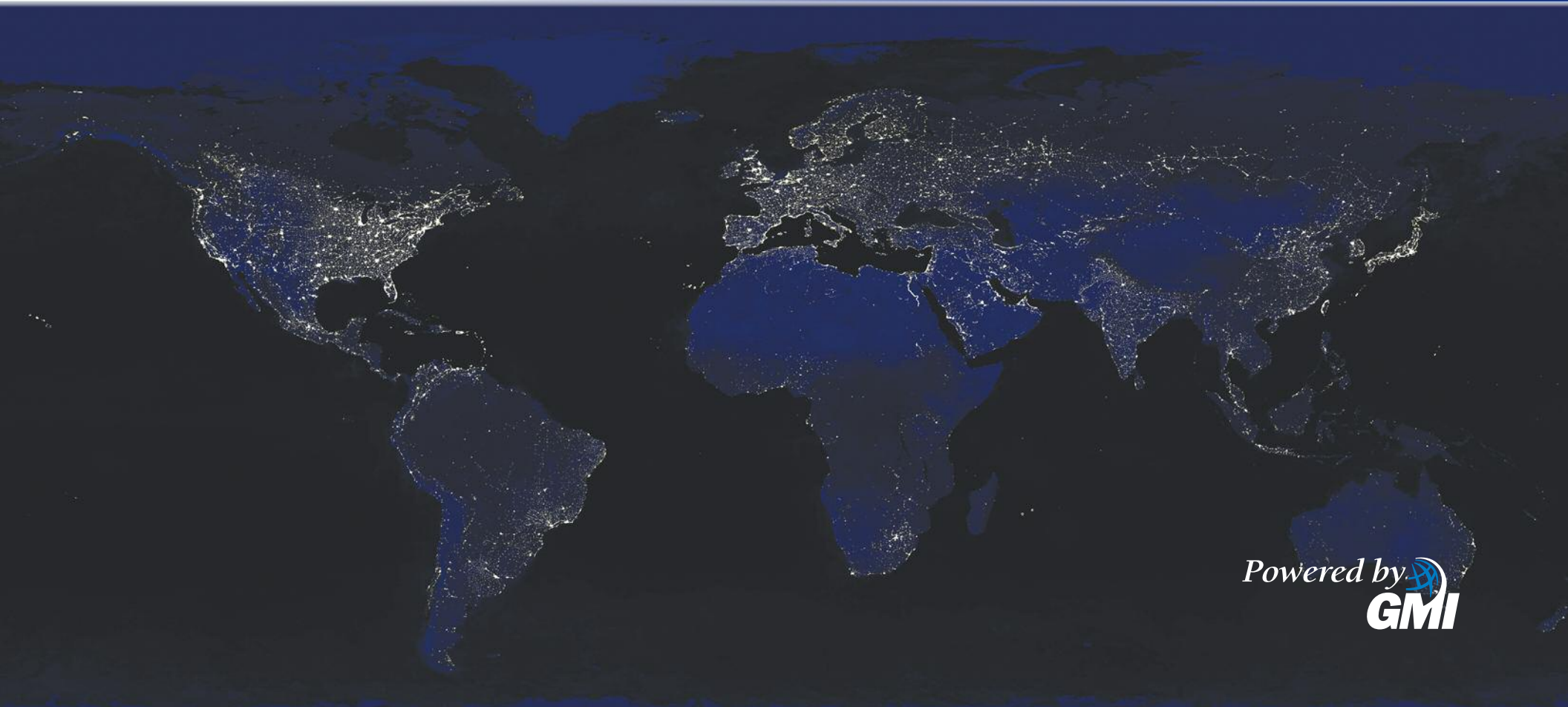




The Anholt City Brands Index

How The World Views Its Cities

Second Edition, 2006



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Introduction

Cities have always been brands, in the truest sense of the word.

Famous and successful cities are usually associated in people's minds with a single quality, promise, attribute or story. That simple brand narrative can have a major impact on people's decision to visit the city, to buy its products or services, to do business or relocate there.

All decisions, whether they are as trivial as buying an everyday product or as important as relocating a company, are partly rational and partly emotional. No human activity is exempt from this rule, and the brand images of cities and countries underpin the emotional part of every decision, and also strongly affect the rational part.

Paris is romance, Milan is style, New York is energy, Washington is power, Tokyo is modernity, Lagos is corruption,

Barcelona is culture, Rio de Janeiro is fun, and so on. These are the brands of cities, and they are inextricably tied to the histories and destinies of all these places.

In today's globalised, networked world, every place has to compete with every other place for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention. Cities, the economic and cultural powerhouses of nations, are increasingly becoming the focus of this international competition for funds, talent and fame.

Yet the international brand of a city isn't always accurate or up-to-date – especially when seen from a country on the other side of the planet. Some cities don't attract much investment or the right kind of talent because their brand isn't as strong or as positive as it deserves to be, while other cities still

benefit from a positive brand which today they do little to deserve.

It is crucial for political and business leaders to understand the brand of their respective cities, and see how they are viewed by potential visitors, investors, customers and future citizens around the world. If the image doesn't match up to the reality, they need to decide what to do in order to close up the gap between the two.

How We Measure a City Brand

Readers who are familiar with our quarterly Anholt Nation Brands Index (NBI) (www.nationbrandsindex.com) know that nation brands are a complex mixture of global perceptions of the country's people, its policies, products, culture, business climate and tourist attractions. These six aspects of the nation brand are summed up in the

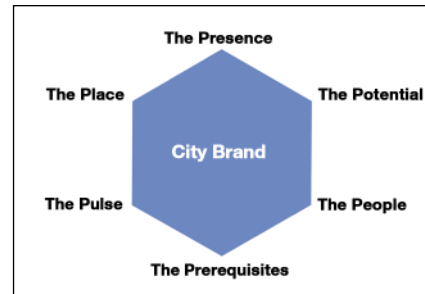
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Nation Brand Hexagon, which forms the basic structure of the NBI.

Cities are rather different: they aren't usually famous for producing particular products or services. The tourism emphasis is often as much on conventions as on leisure visitors, the apparatus of government is usually more technocratic than political, and the city's culture isn't always easy to distinguish from the culture of the country as a whole.

It is always hard to generalise about a whole country, since there can be wide discrepancies in climate, culture, people and infrastructure from one region to another, but cities are simpler, smaller and easier to envisage as a single entity. When people consider cities, they often think in quite detailed and practical terms, concentrating on issues such as climate, pollution, transport and traffic, the cost of living, leisure and sport facilities, law and order, and the cultural life of the city.

For these and many other reasons, the Anholt City Brands Index (CBI) is based on a different hexagon from the one used for the NBI.



The City Brand Hexagon, © 2005 Simon Anholt

The six components of the City Brand Hexagon are as follows:

The Presence

This point of the City Brand Hexagon is all about the city's international status and standing. In this section, we ask how familiar people are with each of the 60 cities in the survey, whether they have actually visited them or not, and ask what the cities are famous for. We also ask whether each city has made an important contribution to the world in culture, science, or in the way cities are governed, during the last 30 years.

The Place

Here, we explore people's perceptions about the physical aspect of each city: How pleasant or unpleasant they imagine it to be outdoors and to travel around the city, how beautiful it is, and what the climate is like.

The Potential

This point of the City Brand Hexagon considers the economic and educational opportunities that each city is believed to offer visitors, businesses and immigrants. We ask our global panel how easy they think it would be to find a job in the city, and if they had a business, how good of a place they think it would be to do business. Finally, we ask whether each city would be a good place for them or other family members to get a higher educational qualification.

The Pulse

The appeal of a vibrant urban lifestyle is an important part of each city's brand image. In this section, we explore how exciting people think the cities are, and ask how easy they think it would be to find interesting things to do, both as a short-term visitor and a long-term resident.

The People

The people make the city, and in this point of the hexagon, we ask whether our respondents think the inhabitants would be warm and friendly, or cold and prejudiced against outsiders. We ask whether they think it would be easy for them to find and fit into a community that shares their language and culture. Finally, and very importantly, we ask our global panel how safe they think they would feel in the city.

The Prerequisites

This is the section where we ask people about how they perceive the basic qualities of the city: What they think it would be like to live there, how easy they think it would be to find satisfactory, affordable accommodation, and what they believe the general standard of public amenities is like – schools, hospitals, public transport, sports facilities, and so on.

For the 2006 edition of the Anholt City Brands Index, we have doubled the number of cities included in the survey, from 30 to 60.

The new cities included in the survey are: Melbourne, Montreal, Vancouver, Copenhagen, Munich, Boston, Las Vegas, Seattle, Chicago, Atlanta, Dublin, Philadelphia, Oslo, Lisbon,

Overall Results

Overall Rankings

1 Sydney	31 Philadelphia
2 London	32 Oslo
3 Paris	33 Lisbon
4 Rome	34 Prague
5 New York	35 Singapore
6 Washington DC	36 Helsinki
7 San Francisco	37 Hong Kong
8 Melbourne	38 Dallas
9 Barcelona	39 New Orleans
10 Geneva	40 St Petersburg
11 Amsterdam	41 Rio de Janeiro
12 Madrid	42 Buenos Aires
13 Montreal	43 Beijing
14 Toronto	44 Seoul
15 Los Angeles	45 Reykjavik
16 Vancouver	46 Budapest
17 Berlin	47 Shanghai
18 Brussels	48 Moscow
19 Milan	49 Johannesburg
20 Copenhagen	50 Mexico City
21 Munich	51 Warsaw
22 Tokyo	52 Havana
23 Boston	53 Jerusalem
24 Las Vegas	54 Bangkok
25 Seattle	55 Cairo
26 Stockholm	56 Dubrovnik
27 Chicago	57 Mumbai
28 Atlanta	58 Manila
29 Dublin	59 Lagos
30 Edinburgh	60 Nairobi



Helsinki, Dallas, New Orleans, St. Petersburg, Buenos Aires, Seoul, Reykjavik, Budapest, Shanghai, Warsaw, Havana, Jerusalem, Bangkok, Dubrovnik, Manila and Nairobi.

The survey was conducted online among 15,255 men and women aged 18-64 from a wide range of income groups in the following countries: Australia, Brazil, Canada, China, Denmark, France, Germany, India, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Poland, Russia, Spain, the United Kingdom and the United States.

Since the last time we published the study in December 2005, the top places have changed: Sydney has climbed two places in the index to take the No. 1 slot from London, which now falls to second place. Paris remains just behind London, and is now pushed into third-place overall.

There are probably two reasons for this change. The first is that Sydney's brand image has improved slightly during the year. The second is a slight change in the methodology of the survey: in the first edition of the Anholt City Brands Index (2005), the question which asked people whether they had actually visited the city was factored into the "Presence" score, which gave a slight advantage to the more frequently visited cities such as London and Paris, and a slight disadvantage to the less frequently visited ones such as Sydney. For the 2006 edition, we felt it would be more appropriate not to factor the answers to this question into the city's scores, as unlike the other questions in the survey, it is not about people's perceptions, but about their behaviour.

Several of the cities included for the first time in 2006 have entered the index in the Top 20, including Melbourne, Montreal, Vancouver and Copenhagen.

This has resulted in pushing Madrid, Berlin, Milan and Brussels down the rankings, even though their absolute scores have remained fairly constant over the course of the year. It is not surprising that all of the highest new entrants should be Canadian, Australian or Scandinavian cities, since Canada, Australia and the Scandinavian countries are always amongst the highest ranking countries in the Anholt Nation Brands Index.



Similarly, seven other new cities – mostly American – have appeared in the 20-30 range of the index, pushing down a number of cities such as Stockholm whose scores happen to lie on the wrong side of theirs. Again, however, there has been no absolute decline in the scores of these cities despite their reduced ranking. The relatively high ranking of these American cities further supports the observation I made in the first edition of the Anholt State Brands Index (www.statebrandsindex.com) - that places in the United States are remarkably familiar to large numbers of people around the world, and very 'well branded' compared to cities and regions in other countries.



Looking at the individual points of the hexagon rather than the overall brand scores, some of the newcomers to the index show considerable strength in certain areas. Take Jerusalem, for example: Although it enters the CBI

only at 53rd place overall (a result that will surprise few readers who read about Israel's poor performance in the Q4 2006 Anholt Nation Brands Index), it nonetheless comes in at 12th place for 'Presence', a clear indicator that people recognise its global importance, even if it is not a city they feel offers them much as a destination. It should also be noted that the question about the city's contribution to the world deliberately specifies contributions made during the last 30 years, so this result has nothing to do with ancient history.

Boston, on the other hand, enters the index in fourth place for 'Potential', just behind London, New York and Sydney, and well ahead of its average ranking of 23rd. Las Vegas comes in at 13th place for 'Pulse', slightly ahead of Rio de Janeiro. Its image on this axis is clearly its primary brand asset, giving the city a truly global reputation, even if it is a rather narrow one.

Rio de Janeiro's overall ranking in the index has dropped from 23rd place out of 30 cities in the 2005 CBI to 41st place out of 60 in the 2006 edition, but this fall is deceptive: It is simply because 18 of the newly included cities happen to have stronger brands and have entered the index above Rio. In fact, Rio is one of the cities that has gained significant brand equity over the year, rising two places in 'Presence',

three places in 'Prerequisites' and 'Pulse', and even one place in 'Potential'. A similar improvement can be seen in Brazil's brand in the Anholt Nation Brands Index over the same period.

Washington DC has also posted a very strong improvement since last year, and has risen eight places in the ranking. Otherwise, Geneva and San Francisco show the biggest gains since last year (up four places each). Los Angeles, on the other hand, shows the biggest drop (down five places), followed by Amsterdam and Berlin (down four places each).



There are several capitals and major cities of very highly ranked countries in the Anholt Nation Brands Index, which score relatively poorly in the CBI. Mumbai, for example, remains almost at the bottom of the CBI (it came 29th out of 30 cities in 2005, and comes 57th out of 60 this year), yet India performs somewhat better in the NBI, coming 25th out of 36 in the Q3 2006 edition. This positions it relatively high

among the developing countries, between Mexico and Singapore. Yet it appears 22 places lower than Singapore in the CBI (Singapore appears both in the CBI and the NBI), and seven places below Mexico City. This may have something to do with low awareness of the 'new' name of the city – this kind of 'rebranding' inevitably causes some loss of brand equity.



Prague appears to be the most positively viewed city from any middle-income or developing country in the CBI, whereas the Czech Republic itself ranks fairly low in the same bracket in the NBI. This suggests that Prague has a significantly stronger reputation than its own country.

Apart from Jerusalem, the lowest-ranking city in any high-income country is Reykjavik, which enters the ranking at 45th place. Unlike Jerusalem, this is certainly the result of a lack of profile, rather than any negative brand equity: Reykjavik ranks 58th on the question "Whether or not you have visited the city, please tell us how much you know about it", and 56th for the question

"From what you know about the city, how important has its contribution to the world been over the last 30 years – for example in culture, science, or the way cities are governed?"

The American cities in the index fall into three clearly defined groups: the global megabrands (New York, Washington DC, San Francisco and Los Angeles), all of which perform strongly in the global Top 20 cities; the second-tier city brands which are highly rated by U.S. respondents, and are well known, but not generally seen as world-beating in other countries (Boston, Las Vegas, Seattle, Chicago and Atlanta); and the third-tier cities which are poorly or moderately ranked by Americans and slightly or little known by respondents in other countries (Philadelphia, Dallas, New Orleans). The first- and second-tier cities are also those most commonly visited by foreigners – the only exception to this pattern is New Orleans, the lowest-ranking of any U.S. city in the index. Here, there are indications that the widely publicised aftermath of Hurricane Katrina is to blame for New Orleans' weak brand: in questions relating to availability of public services, transport, personal safety, business opportunities and the physical appeal of the city, New Orleans ranks well below other major cities in developed countries.

However, the news isn't all bad: despite

widespread reports of lawlessness after the disaster, New Orleans still ranks very high for perceptions of its citizens, ranking 18th on the question "How welcome do you think people would make you feel in the city?", making it the third friendliest American city in the CBI. New Orleans ranks nine places above Seattle for its welcome, 12 above Atlanta, 16 above Philadelphia, Boston and Dallas, 21 above Chicago and Los Angeles, 29 above Washington DC, and fully 32 places above New York. New York City, at 50th place on this question, still seems unable to rid itself of an old reputation for unfriendliness.

Social Integration: Where Would I Fit in?

On the question of social integration, most of the North American and both Australian cities score very well. In response to the question "Do you think you would find a community of people who share your language and culture, and with whom you could easily fit in?", the top half of the index is dominated by Anglophone cities: New York comes first overall, followed by London,



Sydney, San Francisco, Los Angeles, Toronto, Washington DC, Chicago, Boston, Vancouver, Montreal, Melbourne, Seattle and Philadelphia.

The non-Anglophone world only gets a look-in at 15th place with Amsterdam. It is clearly a deeply rooted global perception that the most desirable destinations for immigration are all in North America and the English-speaking world.

It's also noticeable that some of the most diverse cities in the world find themselves in the bottom end of the ranking on this question, such as Bangkok, Cairo and Nairobi: evidence of still more stories that need to be better told.

New York	1	Bangkok	51
London	2	Manila	52
Sydney	3	Seoul	53
San Francisco	4	Beijing	54
Los Angeles	5	Shanghai	55
Toronto	6	Mumbai	56
Washington DC	7	Cairo	57
Chicago	8	Dubrovnik	58
Boston	9	Nairobi	59
Vancouver	10	Lagos	60

Table 1: "Think about how people in general would behave towards you - about whether for example they might be warm and friendly, cold or show prejudice towards you. How welcome do you think people in general would make you feel in the city?"

Sun and the City

Whether people live in a warm or cold climate, it seems that their ideal climate is still a warm one: Paris and Geneva are the only cooler cities that rank in the Top 20 on this question. Such is the appeal of warmer weather that several cities make virtually their only Top 20 appearance in the CBI as a result of this particular question, such as Buenos Aires, Johannesburg, Mexico City and Havana.

This aspect of the city's brand image is most important for tourism and immigration, and cities that lack this natural advantage need to develop significant brand appeal in terms of their society, culture or economy in order to compete effectively for visitors and new residents. In other words, they need to find other ways of warming the place up.

Rio de Janeiro	1	Edinburgh	51
Sydney	2	Nairobi	52
Barcelona	3	London	53
Los Angeles	4	Stockholm	54
Madrid	5	Warsaw	55
Rome	6	Helsinki	56
Havana	7	Oslo	57
Melbourne	8	St Petersburg	58
San Francisco	9	Reykjavik	59
Buenos Aires	10	Moscow	60

Table 2: "Thinking about the climate in the city throughout the year, how would you assess it in general?"



The Beauty Parade

Paris	1	Dubrovnik	51
Rome	2	Havana	52
Sydney	3	Johannesburg	53
London	4	Seoul	54
Barcelona	5	Mexico City	55
Madrid	6	Dallas	56
St Petersburg	7	Mumbai	57
Amsterdam	8	Lagos	58
Prague	9	Nairobi	59
San Francisco	10	Manila	60

Table 3: "Thinking in particular about the buildings and parks, how physically attractive do you think the city is?"

There is nothing particularly surprising about finding Paris and Rome heading the ranking on beauty, as it has long been part of the narrative of these two cities that they rank amongst the world's most attractive.

Sydney – a pleasant enough city with two striking landmarks – shows, as usual, how its phenomenal brand strength enables it to punch far above its weight in almost every part of the Anholt City Brands Index. It is also reassuring to see that St Petersburg has regained something of its pre-communist fame, and Prague is clearly building a world-class reputation.

But what is more astonishing than any of the top 20 rankings is the presence of Dubrovnik, one of the most stunningly beautiful cities in Europe, and a UNESCO World Heritage Site, in the bottom 10 of the world's most beautiful cities. It would appear that very few people have any idea what kind of place Dubrovnik is, and there is clearly a good deal of work to be done before Dubrovnik achieves the international recognition it deserves.

What Does Green Mean?



As the green agenda rises in importance, and ordinary people become more and more conscious of climate change, perceptions of the ecology of the city play an increasing part of the city's overall image and reputation. Air pollution can, of course, be an important personal factor when people are deciding where to travel – although it is more likely to be taken seriously into consideration for long-term

relocation rather than a short business or leisure visit.

However, the degree to which a city has managed to keep pollution to a minimum is increasingly seen as a proxy for its overall modernity and competence. No matter how important and powerful a city might be, if it is perceived to be heavily polluted, this appears to diminish its overall brand strength. Conversely, however, low pollution is not sufficient to create a powerful city brand in its own right.

Geneva	1	New York	51
Oslo	2	Rio de Janeiro	52
Stockholm	3	Nairobi	53
Helsinki	4	Beijing	54
Copenhagen	5	Shanghai	55
Reykjavik	6	Mumbai	56
Sydney	7	Manila	57
Vancouver	8	Cairo	58
Montreal	9	Bangkok	59
Melbourne	10	Mexico City	60

Table 4: "The environments of cities vary in terms of air, visual and other types of pollution. How clean or dirty do you think the city is?"

The Affordability Index

This question in the Anholt City Brands Index is something of a double-edged sword, as cities tend to benefit from the perception that they are affordable,

which often favours the less prestigious and less populous cities.

Cities such as London, Los Angeles, Paris, New York and Tokyo all find themselves at the bottom of the ranking, despite achieving very high scores in other parts of the index. It could be argued that both ends of the ranking on this question represent different perceptions of value: the bottom end reflects a view that the cities are deservedly expensive, while the top end suggests lower prestige, but better affordability. The cities that are believed to offer less value tend to be clustered in the middle of the index.

Melbourne	1	Los Angeles	51
Vancouver	2	London	52
Lisbon	3	Beijing	53
Sydney	4	Shanghai	54
Montreal	5	Paris	55
Amsterdam	6	Jerusalem	56
Seattle	7	Hong Kong	57
Dublin	8	Moscow	58
Prague	9	New York	59
Atlanta	10	Tokyo	60

Table 5: "How easy do you think it would be to find satisfactory, affordable accommodation in the city?"

Public Services and the City Brand

This question is obviously of considerable importance to anyone thinking of

moving to a city for work, study and for short-term business and leisure visits, and is always worth considering alongside the previous question of affordability. People want cities where things work properly, but not if this makes life unaffordable for the majority of people.



Again, there is plenty of evidence of traditional perceptions of Swiss, Canadian and Scandinavian competence, but Sydney's top ranking is really quite remarkable, as such qualities have never traditionally formed part of the world's perceptions of Australia (Melbourne comes 11th, an equally striking result for a city which our respondents rank 39th for its contribution to the world, and 28th for how well they feel they know it). As I have described in previous editions of the CBI and NBI, much of Australia and Sydney's strong image comes from the Sydney Olympics, which is still warmly recalled by a large majority of our respondents around the world. However, there is still something of a mystery about how a country and a city can become so universally and absolutely admired on the basis of relatively little evidence.

Sydney	1	Jerusalem	51
Geneva	2	Bangkok	52
London	3	Rio de Janeiro	53
Paris	4	Mumbai	54
Stockholm	5	Mexico City	55
Toronto	6	Havana	56
Tokyo	7	Cairo	57
Montreal	8	Lagos	58
Washington DC	9	Manila	59
Oslo	10	Nairobi	60

Table 6: "What do you think the general standard of public amenities – schools, hospitals, public transport, sports facilities – is like?"

You're Welcome to My City

Sydney	1	Cairo	51
Rio de Janeiro	2	Paris	52
Barcelona	3	Warsaw	53
Melbourne	4	Nairobi	54
Rome	5	Shanghai	55
Madrid	6	Johannesburg	56
Vancouver	7	Beijing	57
Las Vegas	8	Lagos	58
Toronto	9	Jerusalem	59
Amsterdam	10	Moscow	60

Table 7: "Think about how people in general would behave towards you – about whether for example they might be warm and friendly, cold or show prejudice towards you. How welcome do you think people in general would make you feel in the city?"

The old idea that associates a warm climate with a warm welcome seems as strong as ever, and the cities that perform well on this question are very often in warmer climates. The exceptions are Canadian cities: Canadians have an enviable reputation for tolerance and warm-heartedness, which enables them to compete well on this question with the Latin and Mediterranean peoples. At the other end of the scale, cities in hot countries such as Lagos, Johannesburg, Cairo and Nairobi clearly don't benefit at all from this rather superficial association.

Of all the questions in the CBI, this one most starkly illustrates the unfairness of common perceptions. In reality, of course, as long as the visitor behaves well, he or she is equally likely to receive a warm welcome from any one of the cities in the list, but the fact remains that some places have managed to make themselves famous for their welcome, and some haven't.

It's trivial and superficial, and yet the expectation of welcome is also one of the most significant aspects of the brand: if you believe that you will be treated coldly by the people you meet, you are far less likely to consider moving to or even visiting a city.

Safe as Houses?

The safest cities in the world are believed to be Geneva, Oslo, Stockholm, Sydney and Copenhagen, and there is a predictably high number of Scandinavian, Australian and Canadian cities in the Safety Top 20. The advantage that this perception gives these cities as they attempt to attract tourists, investors, business travelers, students and talent, is very significant.

The bottom 20 are, unsurprisingly, the cities most commonly quoted in the media as having high rates for violence and murder (such as Johannesburg and Mexico City), for general lawlessness (such as Moscow and Rio de Janeiro), for poverty (such as Nairobi, Mumbai and Lagos), or for bombings and military action (Jerusalem). It goes without saying that several of these cities are actually safer than these perceptions suggest, and suffer merely from being little known and situated in poorer countries.



Geneva	1	Bangkok	51
Oslo	2	Moscow	52
Stockholm	3	Mumbai	53
Sydney	4	Lagos	54
Copenhagen	5	Rio de Janeiro	55
Melbourne	6	Cairo	56
Montreal	7	Manila	57
Helsinki	8	Mexico City	58
Vancouver	9	Nairobi	59
Brussels	10	Jerusalem	60

Table 8: "How safe would you feel in the city?"

The Pulse Parade

The perfume manufacturers are certainly right to carry on putting "Paris – Rome – London – New York" on their bottles, as these are perceived as the four most exciting cities in the world, providing unlimited entertainment whether for a short visit or for a longer period. Perhaps it's time for more of them to add 'Sydney' for a touch of extra glamour. The bottom ten aren't necessarily in this bracket because people think of them as the most boring cities in the world. It is more likely that a majority of respondents know relatively little about them and find it difficult to imagine that living there would be very exciting.

Nonetheless, it is still surprising to find Havana so low in the list, with its strong reputation for nightlife, music and vibrant Latin culture; Mumbai, capital of the world's largest movie industry

and much else besides (again, it is possible that if we had given the city its older name of Bombay, the results might have been different); Reykjavik, one of Northern Europe's most popular destinations for clubbing, bachelor parties and other varieties of high-energy short breaks. Long eulogies could also be written about Warsaw's club scene, the glittering social life of Seoul at the heart of the 'Asian Wave', and so on. Hardly any of these cities actually deserve the reputations they appear to have, but for one reason or another, they have somehow failed to let the world know that they are worth visiting.

Paris	1	Seoul	51
Rome	2	Dallas	52
London	3	Warsaw	53
New York	4	Johannesburg	54
Sydney	5	Reykjavik	55
San Francisco	6	Dubrovnik	56
Madrid	7	Mumbai	57
Barcelona	8	Manila	58
Los Angeles	9	Nairobi	59
Amsterdam	10	Lagos	60

Table 9: "If you had a week of free time in the city, how easy do you think it would be to find interesting things to fill that time?"; "If you lived in the city, do you think there would always be new things to discover or would you become bored with it after a time?"



The Business Elite

Whatever the decline in America's prestige as a political, moral, social and even cultural leader, there is no question that its leading cities are still perceived as the right places to do business; and New York leads the rankings by a comfortable margin.

The appearance of Sydney in second place is further testimony to the extraordinary rise of this city's reputation during the last 10 years, and while a significant part of its appeal here is likely to be on the 'soft' side – in other words, quality of life rather than strict business potential – it manages to achieve enormous prestige even in areas where its profile is relatively low.

New York	1	Warsaw	51
Sydney	2	Moscow	52
London	3	Dubrovnik	53
Los Angeles	4	Mumbai	54
San Francisco	5	Manila	55
Paris	6	Cairo	56
Toronto	7	Lagos	57
Tokyo	8	Havana	58
Washington DC	9	Nairobi	59
Melbourne	10	Jerusalem	60

Table 10: "If you had a business, how good of a place would the city be to do business in?"

Smart Cities: Perceptions of Education

The presence of Paris in second place on this question, Geneva in seventh and particularly Tokyo in 10th place, is a sure sign that native English is no longer considered a top priority when choosing an overseas study destination: the assumption today is that all good institutions, and all major cities, are adequately multilingual, and what counts most is the quality of the teaching, the academic and research resources, the quality of life, and so on.

For this reason, U.S. and UK cities – not to mention those in other parts of the English-speaking world – have largely lost this natural advantage in the quest for talent, and must now compete on a far more level playing field.



London	1	Jerusalem	51
Paris	2	Rio de Janeiro	52
New York	3	Cairo	53
Washington DC	4	Bangkok	54
Boston	5	Dubrovnik	55
Sydney	6	Havana	56
Geneva	7	Manila	57
San Francisco	8	Mumbai	58
Toronto	9	Nairobi	59
Tokyo	10	Lagos	60

Table 11: "If you or a member of your family wanted to go abroad to get a good higher educational qualification, how good a city do you think it would be for that?"

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