	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity

qcities1_1. Which, if any of these cities, would you strongly associate with… Employment opportunities_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	63%	69%	54%	69%	64%	67%	70%	59%	50%	61%	65%
New York	52%	55%	48%	56%	57%	51%	62%	50%	33%	50%	53%
Hong Kong	45%	46%	44%	52%	46%	43%	51%	33%	50%	41%	48%
Singapore	39%	42%	35%	44%	41%	39%	38%	35%	33%	39%	36%
Dubai	37%	37%	37%	39%	38%	33%	44%	28%	-	39%	36%
Shanghai	37%	39%	35%	38%	38%	38%	40%	41%	17%	34%	42%
Mumbai	22%	20%	25%	22%	22%	21%	21%	28%	17%	20%	30%
Tokyo	17%	17%	18%	20%	16%	20%	17%	13%	33%	18%	20%
Paris	13%	13%	11%	15%	11%	14%	17%	20%	-	9%	17%
Buenos Aires	11%	9%	13%	12%	14%	9%	17%	13%	-	10%	12%
Moscow	5%	6%	4%	6%	5%	6%	7%	2%	-	5%	6%
None of the above	15%	12%	19%	11%	13%	11%	13%	15%	50%	16%	13%

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

qcities1_1. Which, if any of these cities, would you strongly associate with… Employment opportunities_?

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	63%	55%	66%	54%	72%	57%	67%	48%	53%
New York	52%	49%	55%	44%	59%	53%	56%	41%	41%
Hong Kong	45%	41%	47%	42%	52%	45%	52%	27%	35%
Singapore	39%	32%	42%	31%	44%	36%	39%	32%	41%
Dubai	37%	40%	37%	35%	39%	38%	28%	27%	35%
Shanghai	37%	35%	37%	39%	39%	40%	31%	16%	37%
Mumbai	22%	23%	21%	23%	20%	23%	30%	9%	20%
Tokyo	17%	12%	18%	20%	17%	16%	20%	11%	22%
Paris	13%	11%	13%	13%	13%	12%	11%	11%	10%
Buenos Aires	11%	12%	10%	11%	9%	10%	16%	7%	16%
Moscow	5%	4%	6%	5%	3%	7%	11%	2%	4%
None of the above	15%	21%	13%	21%	10%	15%	16%	25%	16%

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20th September and 2nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity

qcities1_2. Which, if any of these cities, would you strongly associate with... Quality public services_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	57%	58%	55%	55%	71%	65%	61%	48%	83%	55%	68%
Singapore	47%	51%	40%	52%	44%	46%	49%	50%	83%	42%	41%
Paris	45%	46%	43%	43%	50%	46%	44%	39%	50%	46%	41%
Tokyo	40%	45%	33%	46%	41%	41%	38%	35%	17%	38%	36%
New York	27%	26%	29%	27%	28%	28%	25%	20%	33%	25%	27%
Hong Kong	18%	20%	16%	20%	17%	21%	15%	15%	17%	18%	16%
Dubai	10%	10%	12%	12%	11%	12%	10%	2%	17%	9%	7%
Shanghai	6%	6%	5%	6%	9%	4%	6%	4%	-	6%	5%
Moscow	4%	4%	4%	5%	5%	7%	3%	2%	-	4%	7%
Buenos Aires	1%	1%	0%	0%	2%	3%	-	-	-	1%	-
Mumbai	0%	0%	0%	-	1%	1%	-	-	-	0%	1%
None of the above	14%	12%	17%	14%	8%	12%	15%	17%	-	15%	17%

qcities1_3. Which, if any of these cities, would you strongly associate with... Quality housing_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	50%	55%	42%	53%	56%	51%	49%	41%	67%	45%	45%
Paris	44%	47%	38%	43%	48%	48%	32%	33%	17%	44%	34%
New York	36%	40%	29%	36%	38%	36%	28%	28%	17%	33%	30%
Dubai	29%	29%	30%	32%	28%	26%	29%	26%	67%	27%	29%
Singapore	27%	30%	21%	32%	28%	33%	22%	24%	17%	21%	25%
Tokyo	15%	17%	13%	17%	12%	13%	11%	13%	-	14%	13%
Hong Kong	12%	13%	10%	12%	12%	13%	11%	9%	-	11%	12%
Buenos Aires	5%	6%	5%	5%	8%	4%	3%	2%	-	6%	6%
Shanghai	4%	5%	2%	6%	3%	4%	2%	-	-	3%	1%
Moscow	2%	2%	1%	3%	2%	2%	-	-	-	1%	3%
Mumbai	0%	0%	-	1%	-	-	-	-	-	-	-
None of the above	31%	26%	40%	28%	25%	29%	38%	37%	17%	31%	38%

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

qcities1_2. Which, if any of these cities, would you strongly associate with... Quality public services_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	57%	48%	57%	63%	63%	60%	57%	30%	43%
Singapore	47%	43%	49%	37%	55%	39%	52%	43%	33%
Paris	45%	41%	46%	45%	44%	48%	52%	34%	53%
Tokyo	40%	28%	42%	39%	41%	34%	46%	41%	41%
New York	27%	16%	28%	30%	30%	23%	25%	27%	25%
Hong Kong	18%	13%	19%	19%	22%	14%	18%	16%	16%
Dubai	10%	5%	11%	11%	13%	6%	13%	11%	10%
Shanghai	6%	4%	6%	8%	6%	4%	5%	9%	2%
Moscow	4%	3%	4%	7%	2%	7%	2%	5%	8%
Buenos Aires	1%	-	1%	1%	0%	1%	-	5%	2%
Mumbai	0%	1%	0%	1%	-	-	-	2%	4%
None of the above	14%	11%	15%	15%	11%	14%	15%	27%	16%

qcities1_3. Which, if any of these cities, would you strongly associate with... Quality housing_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	50%	36%	52%	48%	59%	47%	39%	43%	41%
Paris	44%	37%	45%	43%	47%	43%	46%	39%	35%
New York	36%	25%	37%	36%	40%	33%	31%	32%	37%
Dubai	29%	20%	29%	38%	38%	21%	25%	23%	24%
Singapore	27%	27%	28%	23%	32%	21%	28%	27%	24%
Tokyo	15%	9%	16%	17%	17%	14%	15%	18%	10%
Hong Kong	12%	7%	12%	13%	15%	11%	11%	7%	6%
Buenos Aires	5%	5%	5%	7%	5%	5%	7%	7%	6%
Shanghai	4%	3%	5%	2%	5%	3%	3%	5%	2%
Moscow	2%	-	2%	2%	3%	1%	2%	-	4%
Mumbai	0%	-	0%	-	-	-	2%	-	-
None of the above	31%	39%	30%	30%	23%	35%	38%	41%	37%

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity

qcities1_4. Which, if any of these cities, would you strongly associate with... Quality transport infrastructure_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
Tokyo	64%	65%	62%	64%	64%	60%	55%	65%	50%	64%	64%
Paris	60%	60%	60%	57%	63%	63%	62%	57%	67%	63%	61%
London	56%	59%	53%	53%	63%	70%	64%	59%	33%	56%	63%
New York	49%	47%	51%	48%	52%	54%	52%	41%	67%	49%	52%
Singapore	46%	53%	35%	51%	39%	48%	51%	54%	50%	41%	42%
Hong Kong	36%	40%	30%	39%	31%	42%	33%	26%	50%	34%	36%
Moscow	20%	21%	19%	17%	20%	27%	21%	26%	33%	22%	22%
Shanghai	15%	17%	12%	17%	12%	13%	15%	15%	17%	15%	16%
Dubai	12%	13%	11%	13%	13%	12%	10%	9%	33%	11%	15%
Buenos Aires	2%	2%	2%	2%	6%	4%	1%	-	-	3%	1%
Mumbai	0%	0%	0%	0%	1%	1%	-	-	-	0%	-
None of the above	7%	5%	9%	8%	5%	8%	7%	4%	-	6%	7%

qcities1_5. Which, if any of these cities, would you strongly associate with... High personal safety_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
Singapore	59%	64%	52%	64%	61%	67%	57%	63%	67%	60%	55%
London	49%	52%	45%	47%	61%	54%	53%	50%	67%	49%	52%
Tokyo	43%	49%	34%	41%	44%	41%	44%	28%	33%	44%	42%
Paris	37%	37%	36%	34%	52%	40%	38%	37%	33%	35%	41%
Dubai	33%	36%	27%	33%	34%	27%	40%	17%	67%	32%	33%
Hong Kong	27%	32%	19%	29%	32%	24%	28%	22%	-	26%	24%
New York	24%	24%	24%	22%	32%	24%	23%	17%	-	21%	31%
Shanghai	13%	16%	8%	14%	12%	11%	23%	13%	-	11%	16%
Moscow	3%	4%	1%	2%	3%	4%	7%	2%	17%	3%	3%
Buenos Aires	2%	2%	2%	1%	6%	4%	3%	2%	-	2%	5%
Mumbai	2%	2%	1%	2%	1%	2%	2%	4%	-	2%	5%
None of the above	15%	13%	19%	14%	11%	9%	20%	20%	17%	15%	19%

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

qcities1_4. Which, if any of these cities, would you strongly associate with... Quality transport infrastructure_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
Tokyo	64%	55%	64%	66%	63%	65%	62%	64%	61%
Paris	60%	61%	61%	56%	63%	61%	62%	61%	55%
London	56%	55%	57%	54%	63%	60%	54%	45%	37%
New York	49%	47%	51%	41%	50%	52%	38%	45%	45%
Singapore	46%	52%	47%	36%	49%	42%	49%	55%	39%
Hong Kong	36%	32%	37%	34%	40%	30%	38%	41%	33%
Moscow	20%	24%	20%	20%	18%	24%	16%	23%	24%
Shanghai	15%	8%	16%	17%	14%	16%	18%	18%	6%
Dubai	12%	9%	12%	13%	13%	10%	7%	27%	6%
Buenos Aires	2%	-	2%	3%	3%	1%	-	2%	4%
Mumbai	0%	1%	0%	-	0%	-	-	2%	2%
None of the above	7%	4%	6%	11%	4%	4%	7%	9%	12%

qcities1_5. Which, if any of these cities, would you strongly associate with... High personal safety_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
Singapore	59%	67%	60%	52%	65%	54%	57%	48%	53%
London	49%	48%	51%	44%	49%	57%	59%	27%	39%
Tokyo	43%	57%	43%	36%	43%	39%	48%	32%	47%
Paris	37%	39%	37%	35%	36%	39%	41%	25%	39%
Dubai	33%	47%	30%	36%	34%	32%	41%	27%	20%
Hong Kong	27%	27%	28%	23%	31%	29%	39%	18%	14%
New York	24%	17%	24%	30%	25%	23%	21%	18%	22%
Shanghai	13%	12%	13%	14%	13%	13%	21%	7%	8%
Moscow	3%	4%	2%	4%	3%	3%	-	2%	2%
Buenos Aires	2%	1%	2%	4%	1%	4%	3%	2%	2%
Mumbai	2%	3%	1%	5%	1%	2%	2%	2%	2%
None of the above	15%	11%	14%	22%	13%	14%	13%	30%	18%

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	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity

qcities1_6. Which, if any of these cities, would you strongly associate with... Preferential tax regime_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
Dubai	55%	56%	53%	65%	46%	47%	53%	39%	100%	52%	53%
Hong Kong	35%	40%	28%	41%	34%	29%	34%	26%	50%	33%	32%
Singapore	34%	39%	26%	41%	34%	30%	23%	26%	33%	31%	30%
London	17%	16%	18%	14%	24%	21%	16%	15%	-	18%	21%
Shanghai	6%	7%	4%	7%	6%	4%	3%	9%	-	6%	4%
New York	6%	6%	5%	4%	10%	7%	2%	9%	-	6%	4%
Moscow	5%	5%	6%	6%	5%	6%	5%	7%	-	6%	5%
Mumbai	3%	3%	2%	4%	5%	4%	2%	-	-	2%	3%
Buenos Aires	3%	3%	3%	4%	4%	3%	1%	2%	-	2%	2%
Tokyo	2%	1%	2%	1%	2%	2%	-	-	-	2%	2%
Paris	1%	0%	1%	0%	1%	1%	-	-	-	1%	-
None of the above	25%	24%	27%	16%	23%	29%	31%	41%	-	30%	27%

qcities1_7. Which, if any of these cities, would you strongly associate with... Quality arts, culture, entertainment & leisure facilities_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	95%	94%	96%	92%	97%	96%	94%	96%	100%	97%	97%
New York	88%	88%	89%	86%	93%	89%	90%	87%	83%	91%	87%
Paris	87%	87%	87%	88%	86%	86%	86%	85%	83%	88%	86%
Moscow	27%	28%	25%	22%	26%	27%	26%	30%	17%	29%	22%
Tokyo	23%	23%	25%	20%	27%	24%	22%	15%	33%	25%	20%
Buenos Aires	12%	12%	13%	10%	14%	14%	9%	13%	-	15%	9%
Hong Kong	11%	9%	13%	14%	15%	16%	8%	7%	-	10%	7%
Shanghai	7%	5%	9%	8%	11%	7%	5%	9%	-	7%	7%
Singapore	7%	7%	6%	10%	8%	9%	1%	11%	-	4%	6%
Mumbai	5%	4%	7%	4%	10%	7%	5%	4%	-	5%	6%
Dubai	4%	4%	5%	7%	7%	7%	3%	4%	-	2%	4%
None of the above	1%	1%	1%	2%	-	1%	3%	-	-	1%	-

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

| | Total | And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently | | | Finally, if there were a general election held tomorrow, which party would you vote for? | | | | |
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other
qcities1_6. Which, if any of these cities, would you strongly associate with... Preferential tax regime_?									
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
Dubai	55%	51%	57%	50%	61%	46%	46%	52%	49%
Hong Kong	35%	35%	37%	29%	44%	30%	31%	27%	39%
Singapore	34%	40%	34%	27%	42%	31%	30%	34%	35%
London	17%	23%	16%	16%	16%	19%	16%	5%	27%
Shanghai	6%	5%	7%	4%	5%	5%	5%	9%	12%
New York	6%	5%	6%	4%	5%	7%	8%	5%	6%
Moscow	5%	7%	5%	3%	6%	5%	3%	2%	8%
Mumbai	3%	3%	3%	3%	4%	2%	2%	5%	6%
Buenos Aires	3%	3%	3%	1%	3%	2%	3%	2%	6%
Tokyo	2%	-	1%	4%	2%	1%	3%	-	2%
Paris	1%	-	1%	1%	0%	1%	2%	-	2%
None of the above	25%	28%	23%	33%	16%	31%	33%	36%	29%
qcities1_7. Which, if any of these cities, would you strongly associate with... Quality arts, culture, entertainment & leisure facilities_?									
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	95%	96%	95%	94%	97%	96%	97%	75%	94%
New York	88%	92%	89%	83%	88%	92%	90%	75%	84%
Paris	87%	83%	89%	81%	84%	90%	92%	86%	84%
Moscow	27%	31%	27%	26%	29%	28%	21%	32%	24%
Tokyo	23%	19%	26%	17%	21%	28%	28%	14%	29%
Buenos Aires	12%	15%	12%	10%	10%	16%	10%	11%	14%
Hong Kong	11%	4%	12%	6%	15%	8%	11%	7%	14%
Shanghai	7%	5%	7%	7%	5%	8%	8%	7%	10%
Singapore	7%	4%	7%	7%	11%	5%	2%	2%	10%
Mumbai	5%	5%	5%	3%	4%	7%	3%	-	10%
Dubai	4%	3%	5%	4%	6%	4%	3%	-	2%
None of the above	1%	1%	1%	3%	0%	1%	2%	2%	-

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

| | Total | Gender OFP sample | | Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role. | | | | | | | |
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity

qcities1_8. Which, if any of these cities, would you strongly associate with... Friendly local people_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	49%	48%	51%	47%	64%	58%	59%	54%	33%	51%	64%
New York	32%	31%	35%	29%	39%	40%	32%	33%	-	33%	41%
Mumbai	24%	23%	25%	22%	34%	25%	14%	22%	33%	24%	27%
Buenos Aires	20%	19%	21%	16%	25%	19%	15%	17%	-	23%	19%
Singapore	19%	22%	15%	23%	21%	21%	16%	17%	-	15%	13%
Hong Kong	16%	16%	16%	18%	17%	15%	20%	20%	-	15%	17%
Tokyo	13%	13%	13%	11%	16%	16%	11%	7%	-	16%	10%
Paris	10%	11%	9%	9%	16%	14%	10%	15%	-	13%	11%
Shanghai	7%	6%	7%	6%	11%	7%	6%	4%	17%	8%	8%
Moscow	4%	4%	4%	3%	7%	6%	3%	2%	-	5%	4%
Dubai	4%	3%	4%	4%	5%	5%	5%	2%	-	5%	3%
None of the above	27%	27%	28%	28%	18%	19%	29%	24%	67%	26%	21%

qcities1_9. Which, if any of these cities, would you strongly associate with... Appealing climate/weather_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
Buenos Aires	48%	49%	47%	51%	56%	46%	38%	39%	33%	49%	46%
Paris	45%	45%	44%	41%	45%	50%	53%	48%	50%	44%	49%
London	34%	35%	33%	33%	37%	43%	46%	41%	67%	34%	37%
Singapore	23%	23%	21%	29%	25%	22%	18%	24%	17%	20%	26%
Dubai	20%	19%	23%	23%	25%	21%	18%	11%	17%	20%	23%
New York	19%	18%	20%	16%	19%	22%	21%	15%	50%	20%	15%
Hong Kong	16%	16%	16%	20%	20%	18%	16%	15%	33%	14%	17%
Tokyo	10%	10%	9%	12%	13%	13%	8%	11%	-	8%	10%
Mumbai	6%	6%	6%	4%	9%	5%	8%	9%	-	7%	8%
Shanghai	5%	6%	4%	6%	4%	4%	6%	2%	-	6%	7%
Moscow	1%	1%	1%	0%	1%	2%	2%	-	-	2%	1%
None of the above	15%	16%	15%	14%	16%	15%	16%	22%	17%	15%	15%

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

qcities1_8. Which, if any of these cities, would you strongly associate with... Friendly local people_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	49%	39%	50%	54%	52%	49%	56%	34%	51%
New York	32%	23%	33%	35%	31%	34%	33%	27%	31%
Mumbai	24%	21%	24%	26%	25%	27%	25%	23%	22%
Buenos Aires	20%	25%	19%	22%	16%	24%	30%	14%	25%
Singapore	19%	13%	20%	19%	22%	14%	18%	25%	33%
Hong Kong	16%	12%	17%	18%	20%	13%	11%	20%	18%
Tokyo	13%	17%	12%	14%	13%	13%	13%	14%	14%
Paris	10%	9%	10%	11%	10%	7%	15%	11%	14%
Shanghai	7%	9%	6%	7%	5%	7%	10%	7%	10%
Moscow	4%	5%	4%	4%	2%	5%	5%	-	12%
Dubai	4%	4%	3%	5%	4%	4%	2%	2%	4%
None of the above	27%	32%	27%	26%	24%	28%	26%	27%	22%

qcities1_9. Which, if any of these cities, would you strongly associate with... Appealing climate/weather_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
Buenos Aires	48%	44%	49%	45%	48%	49%	51%	48%	57%
Paris	45%	53%	43%	47%	43%	52%	44%	41%	33%
London	34%	37%	34%	36%	36%	36%	38%	25%	24%
Singapore	23%	23%	23%	20%	23%	19%	26%	23%	24%
Dubai	20%	11%	21%	22%	22%	16%	13%	23%	24%
New York	19%	20%	19%	18%	15%	22%	13%	14%	20%
Hong Kong	16%	11%	17%	15%	18%	11%	23%	14%	20%
Tokyo	10%	7%	10%	11%	9%	13%	5%	9%	12%
Mumbai	6%	4%	6%	6%	5%	5%	8%	2%	8%
Shanghai	5%	4%	6%	5%	5%	5%	7%	9%	2%
Moscow	1%	1%	1%	2%	-	2%	2%	2%	2%
None of the above	15%	19%	15%	15%	14%	13%	20%	14%	18%

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qcities1_10. Which, if any of these cities, would you strongly associate with... Quality education facilities_?

	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	72%	75%	68%	73%	75%	85%	76%	67%	50%	69%	73%
Paris	57%	57%	56%	58%	67%	63%	57%	54%	50%	56%	50%
New York	48%	50%	44%	48%	46%	57%	48%	41%	50%	46%	43%
Singapore	42%	44%	39%	46%	38%	44%	32%	43%	50%	40%	40%
Tokyo	38%	40%	36%	39%	30%	43%	33%	37%	50%	37%	36%
Hong Kong	25%	25%	25%	29%	25%	27%	16%	13%	17%	22%	25%
Shanghai	12%	13%	11%	14%	7%	15%	15%	17%	-	11%	10%
Moscow	9%	7%	11%	7%	13%	15%	7%	7%	17%	8%	7%
Dubai	5%	6%	4%	9%	7%	5%	5%	-	-	4%	6%
Mumbai	5%	5%	5%	6%	1%	8%	2%	4%	-	3%	7%
Buenos Aires	1%	1%	1%	-	2%	3%	1%	-	-	1%	1%
None of the above	11%	12%	10%	9%	11%	5%	15%	7%	17%	14%	12%

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qcities1_10. Which, if any of these cities, would you strongly associate with... Quality education facilities_?

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	72%	61%	74%	69%	77%	75%	72%	48%	71%
Paris	57%	49%	60%	44%	61%	59%	52%	39%	59%
New York	48%	33%	51%	40%	54%	48%	49%	39%	31%
Singapore	42%	39%	42%	45%	50%	37%	31%	34%	39%
Tokyo	38%	31%	38%	45%	38%	36%	36%	36%	27%
Hong Kong	25%	11%	27%	26%	29%	24%	23%	23%	14%
Shanghai	12%	7%	12%	14%	12%	12%	10%	14%	14%
Moscow	9%	9%	8%	11%	10%	7%	7%	14%	14%
Dubai	5%	4%	6%	6%	8%	2%	3%	9%	8%
Mumbai	5%	4%	5%	3%	4%	6%	7%	9%	6%
Buenos Aires	1%	3%	1%	1%	-	2%	-	-	4%
None of the above	11%	20%	10%	11%	8%	9%	16%	25%	12%

For the study YouGov completed online interviews with 665 opinion formers from its UK Opinion Formers Panel. Opinion Formers are leaders in their field from business, media, politics, NGOs, academia and beyond. Fieldwork was undertaken between 20 th September and 2 nd October 2013.The figures have not been weighted. Respondents were shown a list of 11 cities (including London) and asked to rate them.

qcities1_11. Which, if any of these cities, would you strongly associate with... Beneficial location_?

| | Total | Gender OFP sample | | Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role. | | | | | | | |
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	81%	81%	81%	81%	89%	85%	85%	83%	100%	81%	85%
New York	65%	64%	66%	60%	69%	66%	68%	61%	83%	68%	65%
Paris	57%	56%	60%	50%	64%	63%	67%	67%	67%	58%	60%
Hong Kong	46%	48%	44%	46%	50%	48%	46%	39%	50%	48%	46%
Singapore	41%	45%	35%	49%	39%	47%	46%	41%	50%	41%	38%
Dubai	25%	27%	23%	29%	28%	29%	25%	13%	33%	25%	23%
Shanghai	21%	21%	21%	20%	25%	21%	24%	13%	17%	21%	20%
Tokyo	20%	22%	16%	21%	19%	21%	18%	17%	17%	21%	17%
Buenos Aires	20%	21%	18%	19%	30%	23%	17%	22%	-	22%	19%
Mumbai	10%	10%	9%	6%	12%	10%	9%	9%	17%	11%	12%
Moscow	6%	5%	7%	5%	9%	6%	3%	4%	-	8%	7%
None of the above	6%	7%	6%	6%	3%	6%	7%	4%	-	6%	6%

qcities1_12. Which, if any of these cities, would you strongly associate with... A lively buzz_?

	Total	Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
London	89%	89%	89%	86%	92%	94%	89%	89%	100%	91%	91%
New York	88%	88%	89%	85%	90%	91%	92%	96%	100%	90%	93%
Paris	61%	59%	64%	56%	55%	63%	59%	63%	67%	62%	63%
Hong Kong	58%	58%	58%	63%	59%	70%	62%	61%	33%	52%	60%
Buenos Aires	44%	43%	45%	43%	46%	44%	47%	52%	33%	43%	49%
Tokyo	39%	38%	40%	35%	39%	40%	37%	33%	-	39%	40%
Shanghai	36%	34%	39%	36%	44%	45%	38%	35%	33%	34%	35%
Mumbai	30%	27%	34%	23%	36%	32%	37%	33%	17%	30%	41%
Singapore	19%	20%	19%	23%	17%	21%	15%	17%	-	16%	13%
Moscow	12%	11%	12%	11%	16%	14%	9%	11%	-	13%	10%
Dubai	9%	8%	9%	10%	9%	9%	14%	4%	-	9%	7%
None of the above	2%	2%	2%	3%	1%	1%	3%	-	-	2%	-

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other

qcities1_11. Which, if any of these cities, would you strongly associate with... Beneficial location_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	81%	80%	81%	82%	84%	79%	82%	55%	73%
New York	65%	68%	64%	66%	66%	70%	57%	43%	59%
Paris	57%	72%	56%	54%	51%	60%	61%	41%	63%
Hong Kong	46%	41%	48%	43%	52%	43%	46%	36%	39%
Singapore	41%	44%	42%	36%	41%	36%	48%	39%	45%
Dubai	25%	21%	26%	23%	25%	18%	31%	32%	25%
Shanghai	21%	19%	22%	20%	16%	26%	20%	11%	25%
Tokyo	20%	15%	22%	16%	18%	23%	15%	20%	27%
Buenos Aires	20%	25%	19%	19%	17%	23%	16%	20%	33%
Mumbai	10%	8%	10%	9%	8%	15%	5%	7%	14%
Moscow	6%	5%	6%	6%	3%	7%	3%	5%	18%
None of the above	6%	7%	6%	9%	5%	7%	7%	16%	10%

qcities1_12. Which, if any of these cities, would you strongly associate with... A lively buzz_?

	Total	Private	Public	Charity or NGO	Conservative	Labour	Liberal Democrat	UKIP	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
London	89%	89%	89%	89%	93%	91%	90%	66%	82%
New York	88%	89%	88%	91%	91%	92%	87%	66%	78%
Paris	61%	63%	60%	65%	58%	64%	62%	52%	55%
Hong Kong	58%	60%	58%	55%	62%	52%	57%	59%	49%
Buenos Aires	44%	41%	44%	42%	39%	50%	43%	34%	43%
Tokyo	39%	35%	39%	42%	34%	40%	36%	36%	37%
Shanghai	36%	33%	38%	28%	38%	38%	31%	27%	33%
Mumbai	30%	29%	28%	36%	28%	33%	38%	20%	33%
Singapore	19%	9%	21%	19%	21%	15%	20%	30%	18%
Moscow	12%	9%	12%	13%	11%	12%	13%	5%	16%
Dubai	9%	5%	8%	13%	10%	7%	5%	9%	6%
None of the above	2%	1%	2%	3%	2%	1%	2%	9%	-

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qcities2. And, when considering whether to live or work in a city, which of these are the five most important factors that would attract you the most?

	Total	Gender OFP sample		Which area(s) do you work in? (Or did you most recently work in, if not currently working)? Please select all that apply in case you hold more than one major role.							
		Male	Female	Business	Culture and leisure	Education or academia	Government or politics	Health	Law	Media	Charity
Unweighted base	665	410	255	251	102	112	87	46	6	280	107
Base	665	410	255	251	102	112	87	46	6	280	107
Arts, culture, entertainment & leisure facilities	72%	69%	77%	62%	80%	84%	78%	80%	67%	78%	79%
Personal safety	58%	59%	57%	62%	53%	53%	53%	59%	83%	53%	60%
Climate/weather	50%	50%	51%	47%	46%	48%	48%	52%	83%	53%	47%
Employment opportunities	48%	48%	48%	55%	46%	43%	51%	43%	33%	47%	43%
Transport infrastructure	47%	46%	48%	40%	42%	49%	47%	63%	-	45%	49%
Housing	46%	48%	44%	51%	48%	48%	45%	46%	33%	43%	44%
Location	44%	44%	44%	46%	43%	41%	47%	35%	83%	45%	40%
Public services	33%	33%	32%	23%	32%	35%	36%	37%	50%	36%	38%
Local people	26%	23%	31%	24%	25%	21%	24%	24%	33%	29%	32%
Tax regime	18%	22%	11%	27%	14%	14%	10%	13%	-	15%	8%
Education facilities	17%	19%	13%	17%	18%	21%	13%	9%	17%	16%	16%
None of the above	1%	1%	1%	2%	1%	2%	1%	2%	-	1%	2%
The buzz	28%	27%	29%	27%	38%	25%	30%	28%	17%	29%	32%

Cell Contents (Column Percentage)

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qcities2. And, when considering whether to live or work in a city, which of these are the five most important factors that would attract you the most?

	Total	And thinking about the organisation you work for, what sector is it in? (Or again, did you most recently work in, if not currently			Finally, if there were a general election held tomorrow, which party would you vote for?				
		Private i.e. private or listed commercial businesses	Public i.e. government and public services	Charity or NGO	Conservative	Labour	Liberal Democrat	United Kingdom Independence Party (UKIP)	Other
Unweighted base	665	75	490	100	208	168	61	44	51
Base	665	75	490	100	208	168	61	44	51
Arts, culture, entertainment & leisure facilities	72%	83%	69%	78%	69%	85%	69%	36%	76%
Personal safety	58%	59%	58%	58%	60%	48%	56%	77%	59%
Climate/weather	50%	51%	52%	44%	52%	43%	57%	64%	45%
Employment opportunities	48%	39%	50%	45%	50%	48%	56%	43%	39%
Transport infrastructure	47%	55%	45%	48%	42%	51%	52%	39%	55%
Housing	46%	51%	46%	45%	48%	47%	46%	50%	49%
Location	44%	44%	44%	43%	47%	38%	38%	41%	35%
Public services	33%	47%	30%	37%	23%	46%	36%	30%	41%
Local people	26%	19%	26%	29%	22%	27%	16%	43%	27%
Tax regime	18%	12%	20%	8%	32%	2%	13%	39%	2%
Education facilities	17%	13%	17%	19%	13%	18%	16%	14%	14%
None of the above	1%	-	1%	3%	1%	1%	-	-	4%
The buzz	28%	21%	29%	25%	27%	35%	28%	16%	20%

Cell Contents (C