



What the world thinks

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.

Which, if any of these cities, would you strongly associate with...													OVERALL SCORE
qcities1_1. Employment opportunities	qcities1_2. Quality public services	qcities1_3. Quality housing	qcities1_4. Quality transport infrastructure	qcities1_5. High personal safety	qcities1_6. Preferential tax regime	qcities1_7. Quality arts, culture, entertainment & leisure facilities	qcities1_8. Friendly local people	qcities1_9. Appealing climate/weather	qcities1_10. Quality education facilities	qcities1_11. Beneficial location	qcities1_12. A lively buzz	OVERALL SCORE	

qcities1[.].qcities1_grid. Which, if any of these cities, would you strongly associate with... - unbounded

	665	665	665	665	665	665	665	665	665	665	665	665	665
Unweighted base	665	665	665	665	665	665	665	665	665	665	665	665	665
Base	665	665	665	665	665	665	665	665	665	665	665	665	665
New York	52%	27%	36%	49%	24%	6%	88%	32%	19%	48%	65%	88%	45%
Paris	13%	45%	44%	60%	37%	1%	87%	10%	45%	57%	57%	61%	43%
Singapore	39%	47%	27%	46%	59%	34%	7%	19%	23%	42%	41%	19%	34%
Hong Kong	45%	18%	12%	36%	27%	35%	11%	16%	16%	25%	46%	58%	29%
Tokyo	17%	40%	15%	64%	43%	2%	23%	13%	10%	38%	20%	39%	27%
Dubai	37%	10%	29%	12%	33%	55%	4%	4%	20%	5%	25%	9%	20%
None of the above	15%	14%	31%	7%	15%	25%	1%	27%	15%	11%	6%	2%	14%
Buenos Aires	11%	1%	5%	2%	2%	3%	12%	20%	48%	1%	20%	44%	14%
Shanghai	37%	6%	4%	15%	13%	6%	7%	7%	5%	12%	21%	36%	14%
Mumbai	22%	0%	0%	0%	2%	3%	5%	24%	6%	5%	10%	30%	9%
Moscow	5%	4%	2%	20%	3%	5%	27%	4%	1%	9%	6%	12%	8%