Reputation Institute

The World's Most Reputable Cities

2018 City RepTrak®

August 2018

Today's Presenters

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Focus For Today

TOP CITIES
RepTrak®

2018 Most Reputable Cities
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- Methodology
- Setting the Scene
- Key Insights
- City RepTrak®
- Spotlight and Context
- Summary

What city is the most reputable in the world?

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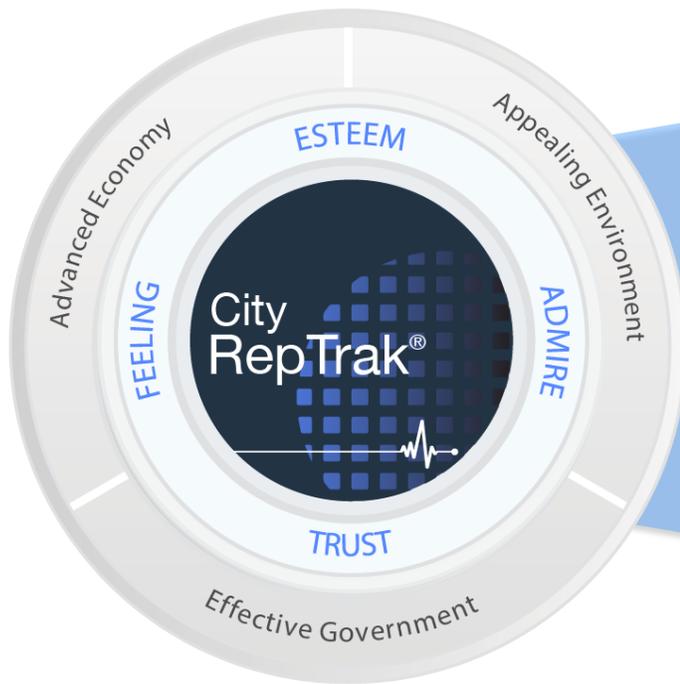
Reputation Institute

> ❝ *The global leader in reputation intelligence.* ❞

- Founded in 1997 we have been measuring reputation for more than 20 years

- We measures more than 7,000 companies per year, across 55 countries, and 20 different industries

- We help organizations answer the following three key questions:

    - What is my reputation and how does it compare?

    - How can I improve and protect my reputation?

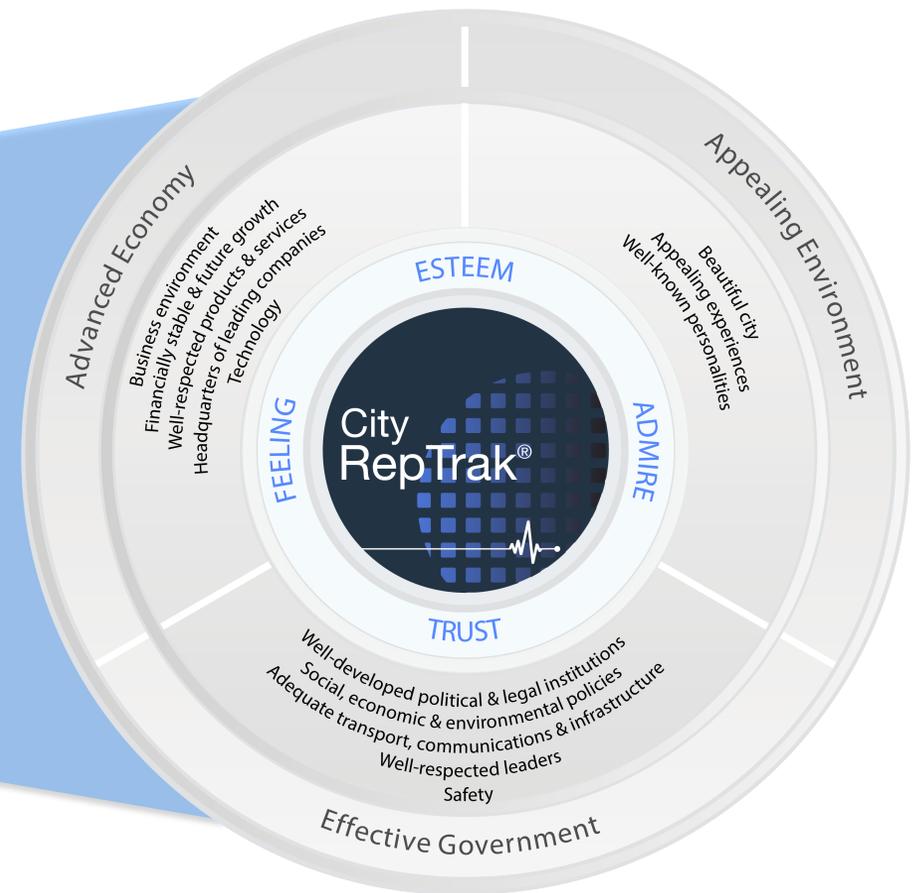   - What is the business impact of better managing my reputation?
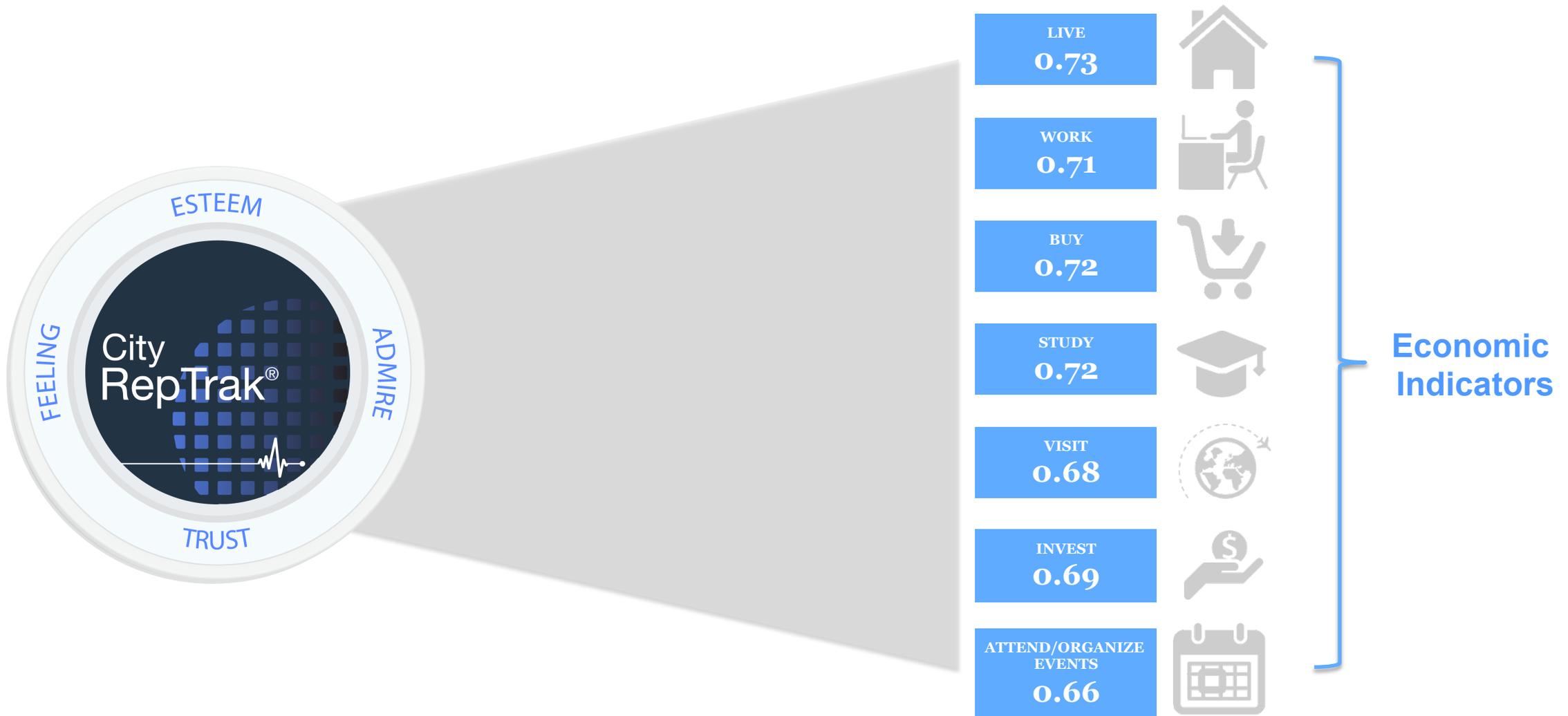
City RepTrak® Model

Relationship Between Reputation and Support

LIVE **0.73**		
WORK **0.71**		
BUY **0.72**		Economic Indicators
STUDY **0.72**		
VISIT **0.68**		
INVEST **0.69**		
ATTEND/ORGANIZE EVENTS **0.66**		

City RepTrak®

ESTEEM · ADMIRE · TRUST · FEELING

Cities Evaluated by G8 Economies

2018 Most Reputable Cities

TOP CITIES

RepTrak®

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CANADA ● FRANCE ● GERMANY ● ITALY ● JAPAN ● RUSSIA ● THE UNITED KINGDOM ● THE UNITED STATES

G8

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2018 City RepTrak®

12,044
Individual ratings

56
Largest cities by GDP

Informed General Public
Somewhat or very familiar with city evaluated

2 months
March-April 2018

"The largest normative database on reputation in the world."
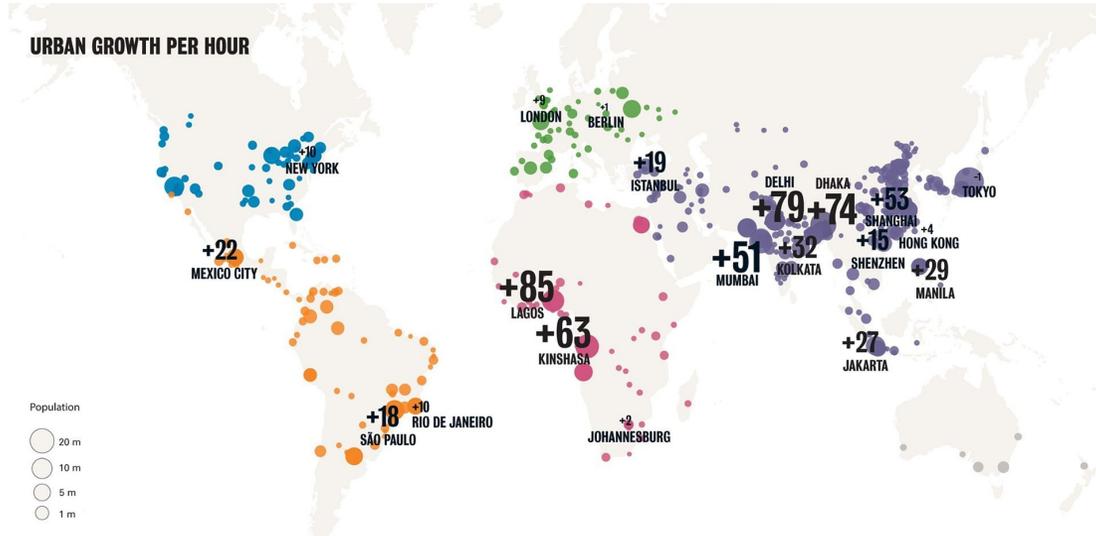
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City Selection Criteria

Criteria for City Selection:

1. GDP

2. Population

3. Level of familiarity

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Setting the Scene:
City Reputation Trends

Cities are the Economy's Backbone– and Highly Important

URBAN GROWTH PER HOUR

+10 NEW YORK
+22 MEXICO CITY
+18 SÃO PAULO
+10 RIO DE JANEIRO
+9 LONDON
-1 BERLIN
+19 ISTANBUL
+85 LAGOS
+63 KINSHASA
-2 JOHANNESBURG
+79 DELHI
+74 DHAKA
+51 MUMBAI
+32 KOLKATA
+53 SHANGHAI
+15 SHENZHEN
+4 HONG KONG
-7 TOKYO
+29 MANILA
+27 JAKARTA

Population
20 m
10 m
5 m
1 m

CITIES ARE THE DRIVERS OF GLOBAL ECONOMY

72% 72 percent outperformed their countries in terms of economic growth.

Source: World Bank Group

Urbanization is on the rise: the UN estimates that 2/3 of the world's population will be living in cities by 2050

According to McKinsey, city GDP will increase over $30 trillion by 2025, accounting for 65% of global growth

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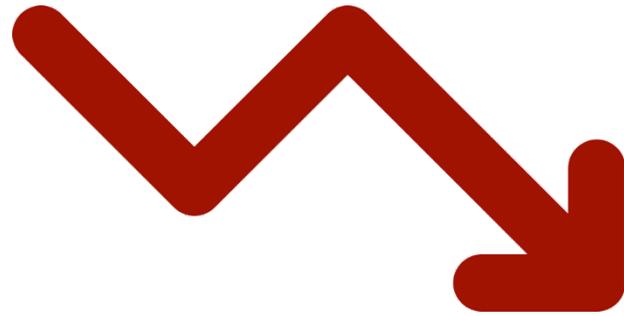# But in Times of Social and Political Disruption...

City reputation is compromised of more than just fiscal growth. Underlying feelings of geopolitical tension, nationalism, and social unrest contribute to city perception

... Reputation is Declining Across Cities

City decline in reputation...
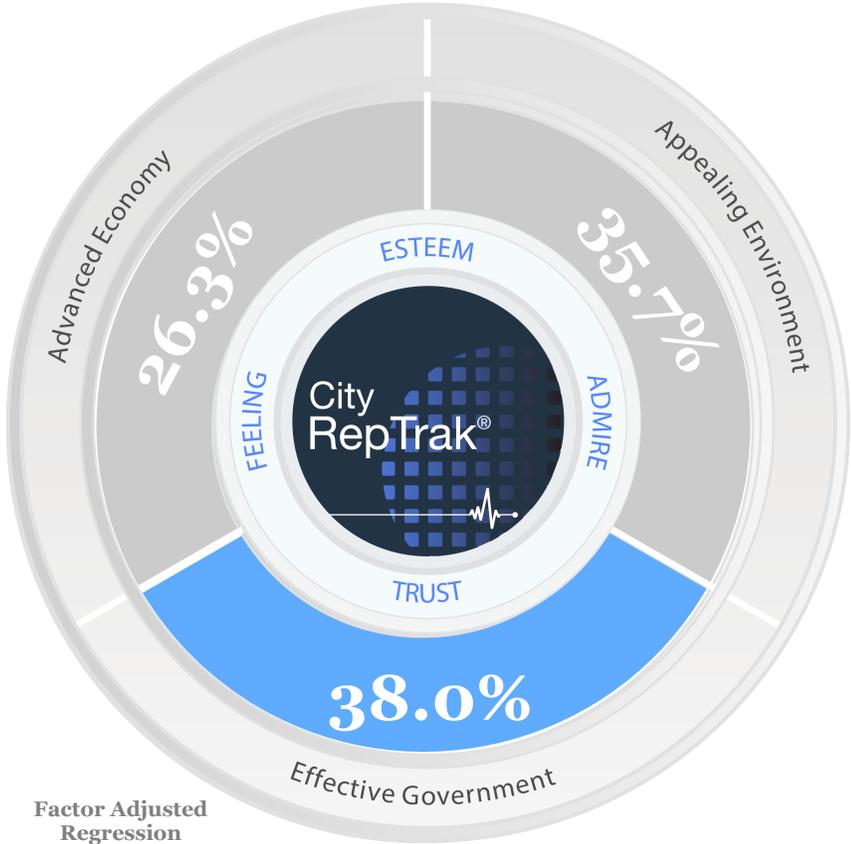
-1.1 pts

...and a drop in city support

-3.4% pts

Supportive behaviors: visit, live, invest, work, buy products from city, attend event in a city
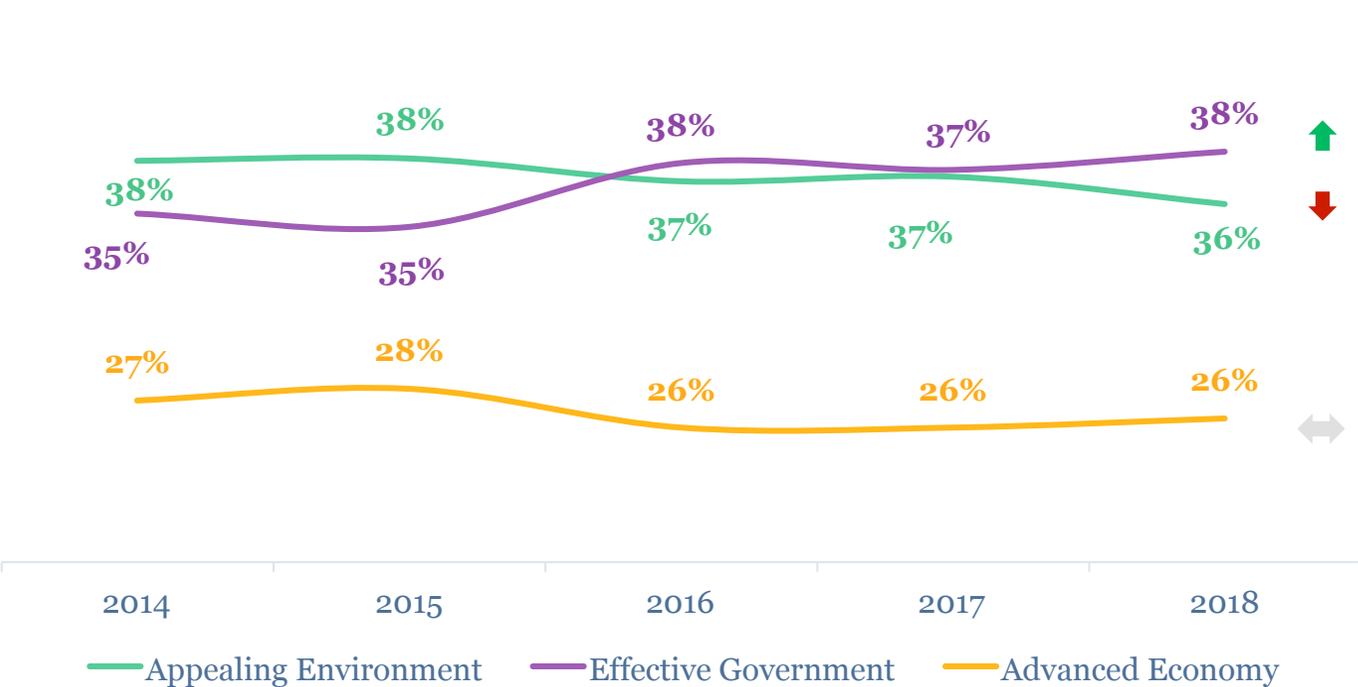
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Key Insights for City Reputation
How to Become the Most Reputable City

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Powering the world's most reputable companies

1 Recognize What Drives City Reputation

Effective Government: Increasingly Important

Factor Adjusted
Regression
N = 20,972
Adj-R² = 0.65

City RepTrak Dimension Importance: 2014-2018

Effective government continues to surpass appealing environment as the key dimension driving city reputation

Promote Safety, Beauty, and Leadership to Drive Reputation

Most Important Attributes

- Offers a safe environment for visitors and residents: 12.2%

-1.8 pts.

- Is a beautiful city: 11.9%

-1.4 pts.

- Is run by respected leaders: 8.6%

-3.2 pts.

The key attributes driving city reputation are safety, beauty and leadership, which together compromise

32.7% of a city's reputation score

However, in 2018 there is an overall decline in each of these
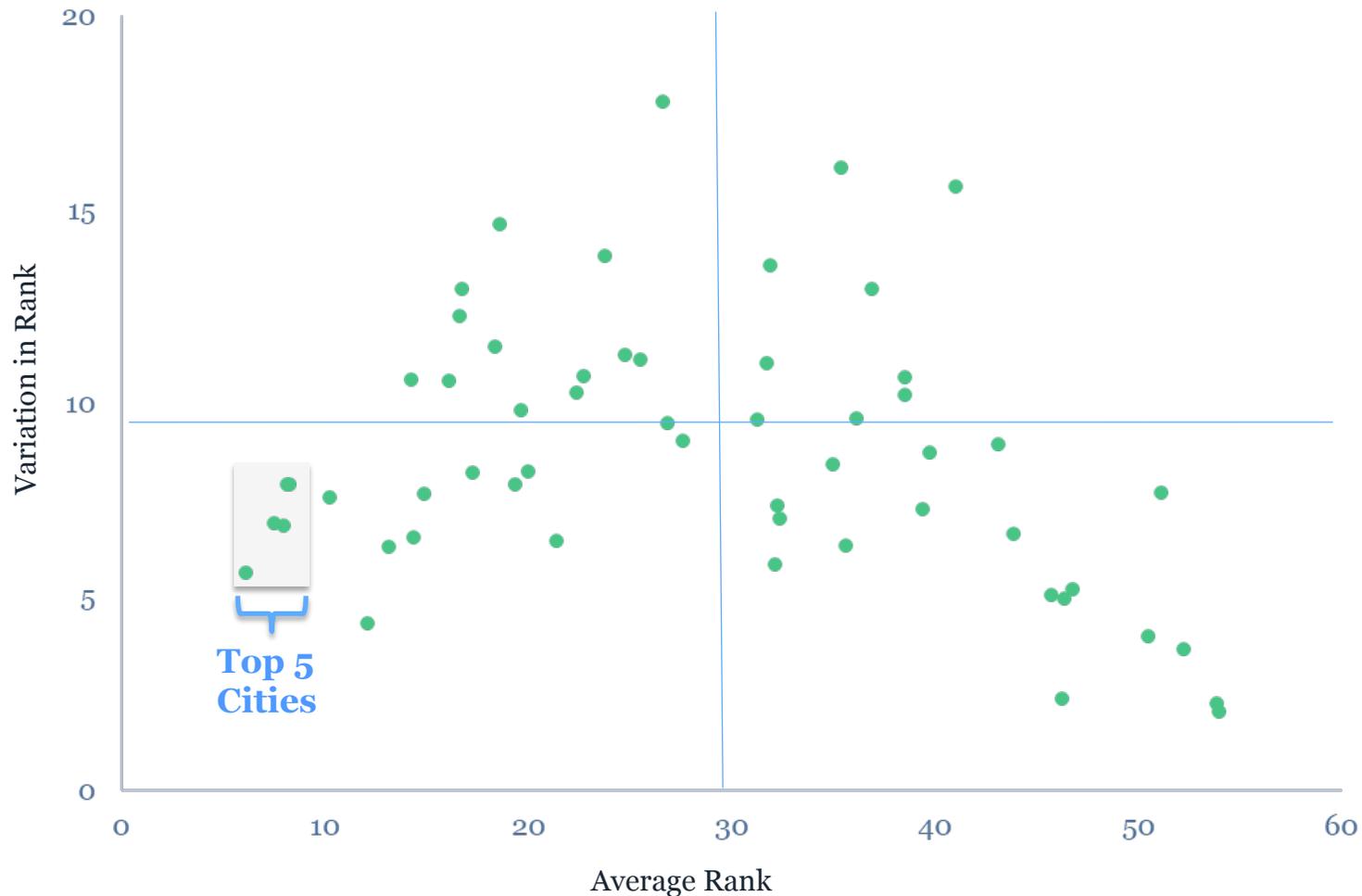
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Safety Has Overtaken Beauty

This is the first time in 7 years that beauty declined in significance, being surpassed by safety as the premier attribute driving reputation.

Moment of Switch

Is a beautiful city (green line):
- 2011: 11.4%
- 2012: 12.2%
- 2013: 12.3%
- 2014: 11.8%
- 2015: 11.8%
- 2016: 12.0%
- 2017: 12.2%
- 2018: 11.9%

Offers a safe environment for residents and visitors (purple line):
- 2011: 11.3%
- 2012: 11.1%
- 2013: 10.8%
- 2014: 10.3%
- 2015: 10.6%
- 2016: 11.5%
- 2017: 11.2%
- 2018: 12.2%

— Is a beautiful city   — Offers a safe environment for residents and visitors

2 Understand the Relationship Between City and Country

Consistency in Ranking is Hard to Achieve

Scatter plot with x-axis "Average Rank" (0 to 60) and y-axis "Variation in Rank" (0 to 20). A bracketed region labeled "Top 5 Cities" highlights points in the lower-left.

🌐 Breakdown

- This graph shows the comparison of the variation from the average rank of a city between the G8 countries and the city's average rank among all G8 countries

- Strong-scoring cities with less variation between country rating outperform the rest– and is what other cities should aim for
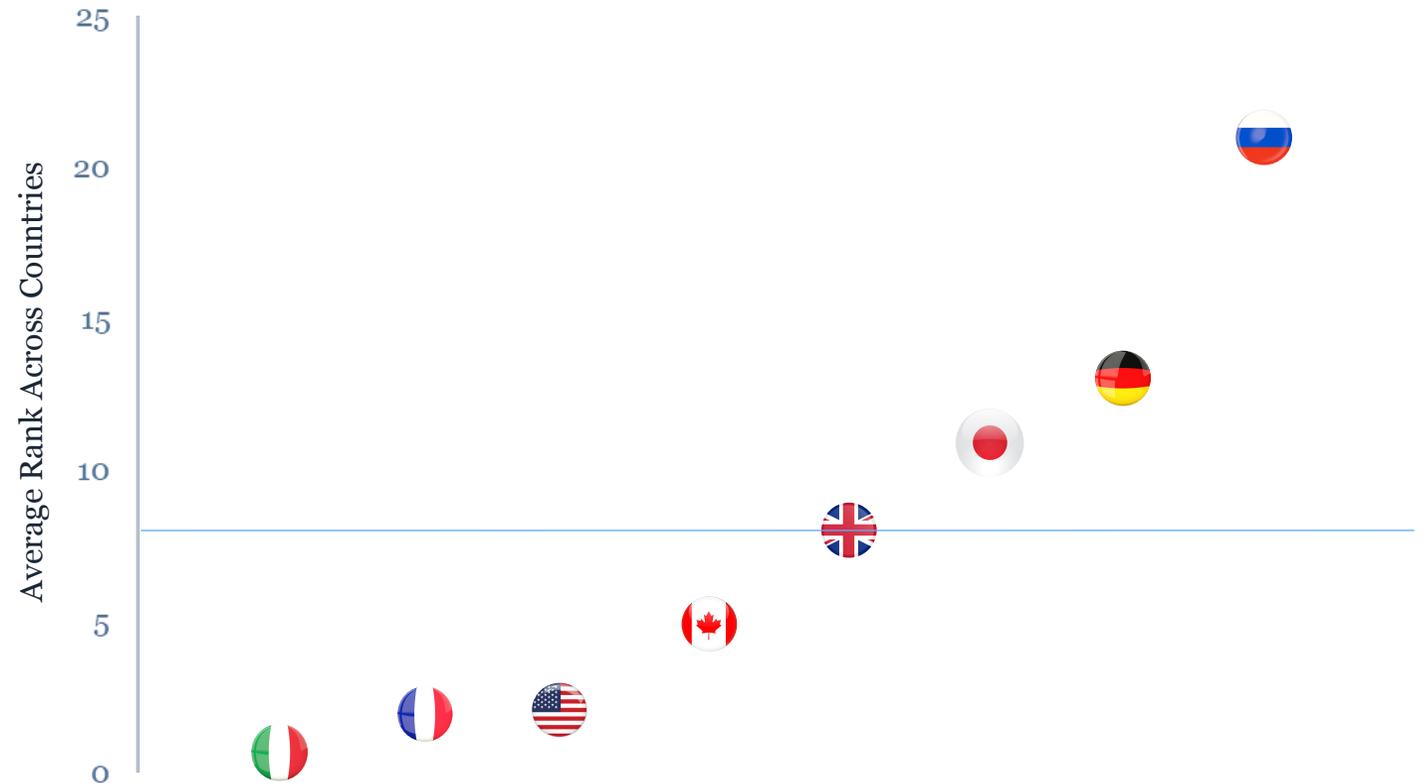
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Even the Most Reputable City Struggles in Select Markets

#1 City Breakdown

- In some countries, the most reputable city ranks lower than others

- Specifically, Italy, France, USA, and Canada all rank the number one city within their top five most reputable cities

- However in Russia, Germany, and Japan, the number one city doesn't fall into the top ten
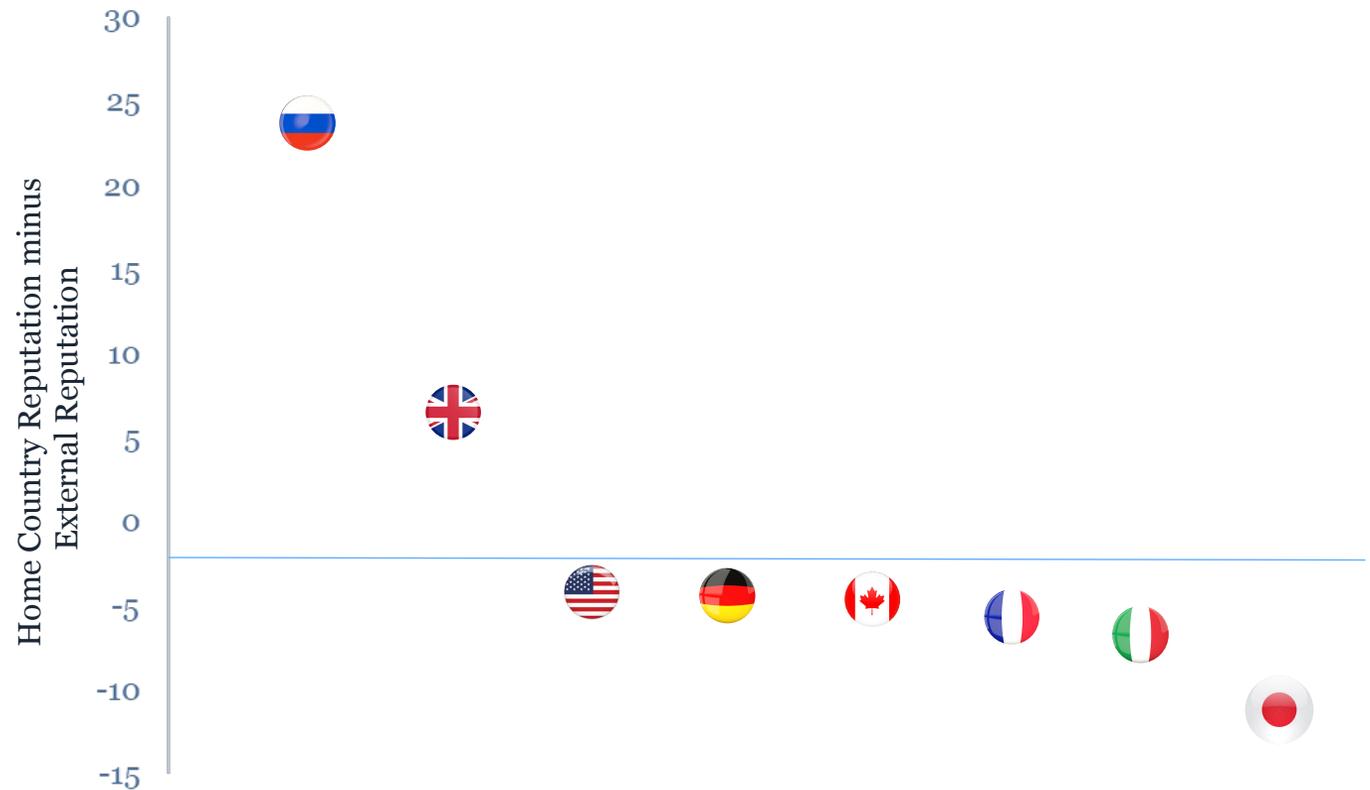
Most Reputable City Ranked by Country

Average Rank Across Countries

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Home-Country Advantage: Not a Given

Breakdown

- For the majority of the G8, respondents from a country do not rate their cities more favorably than external cities

- Such countries include: Japan, Italy, France, Canada, Germany, and the USA, where respondents rate cities from their home-country on average between 5 and 10 points less than external cities

- However, in Russia and the UK, home-country respondents rate their cities higher than external cities– they view their cities better than the outside world does

- Especially Russia, who on average scores their cities +25 points higher than respondents from the rest of the G8

**Reputation Rating Difference
Between Home Country and Non-Home Country**

Home Country Reputation minus External Reputation

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3 Align Your Emotional and Rational Perception

Emotional vs. Rational Scores: Aim for Alignment

It is key to align and deliver on both rational and emotional levels.

The rational cognitive dimensions drive city reputation.

The emotional connection stakeholders have with your city drive positive economic factors such as tourism and development.

Does not deliver on reputation expectations	$E > R$	**59% of cities** (examples: Rome, Venice)	
Emotional/ Rational Equilibrium	$E = R$	**25% of cities** (examples: Tokyo, Berlin)	
Does not achieve emotional connection	$E < R$	**16% of cities** (examples: Moscow, NYC)	

City RepTrak® 2018:
Ranking the 56 cities

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2018 City RepTrak®: The Top Ten

Rank	City	Score	
1	Tokyo	81.8	⬆
2	Sydney	81.5	⬇
3	Copenhagen	81.0	⬇
4	Vienna	80.9	⬇
5	Stockholm	80.8	⬇
6	Venice	80.3	⬆
7	Rome	79.2	⬆
8	Zurich	78.5	⬆
9	Munich	78.2	⬆
10	Montreal	78.2	⬆

Excellent

Strong

Top 10

There is some shake up in this year's list– only 4 cities appeared last year, meaning 6 are new to the top 10

Sydney, Copenhagen, Vienna and Stockholm were the only cities on last year's top 10 list

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2018 City RepTrak® Ranking

Rank	City	Score	Rank	City	Score	Rank	City	Score	Rank	City	Score	Rank	City	Score	Rank	City	Score
1	TOKYO	81.8	2	SYDNEY	81.5	3	COPENHAGEN	81.0	4	VIENNA	80.9	5	STOCKHOLM	80.8	6	VENICE	80.3
7	ROME	79.2	8	ZURICH	78.5	9	MUNICH	78.2	10	MONTREAL	78.2						
11	HELSINKI	77.7	12	MELBOURNE	77.7	13	TORONTO	77.6	14	MILAN	77.1	15	BARCELONA	76.5	16	VANCOUVER	76.4
17	LONDON	76.4	18	DUBLIN	76.1	19	MADRID	76.1	20	SAN FRANCISCO	75.9						
21	EDINBURGH	75.7	22	AMSTERDAM	75.5	23	FRANKFURT	75.5	24	NEW YORK	75.0	25	PRAGUE	74.4	26	PARIS	73.3
27	SINGAPORE	73.1	28	GOLD COAST	73.0	29	SEATTLE	72.9	30	BRUSSELS	72.1						
31	BERLIN	72.0	32	BOSTON	71.7	33	ATHENS	71.5	34	MIAMI	71.3	35	MANCHESTER	70.7	36	ORLANDO	69.7
37	HONG KONG	69.7	38	LOS ANGELES	69.6	39	BUDAPEST	69.4	40	WASHINGTON DC	69.2						
41	DUBAI	68.6	42	NEW ORLEANS	68.2	43	ST PETERSBURG	66.2	44	SEOUL	66.1	45	CHICAGO	65.7	46	ATLANTA	65.3
47	LAS VEGAS	64.7	48	SHANGHAI	64.7	49	BANGKOK	63.5	50	JERUSALEM	62.6						
51	RIO DE JANEIRO	61.7	52	ISTANBUL	57.8	53	NEW DELHI	54.7	54	MEXICO CITY	52.6	55	CAIRO	51.6	56	MOSCOW	51.3

⬆️⬇️ Positive/negative rank change since 2017

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Tokyo: Most Reputable City

81.8
ESTEEM · ADMIRE · TRUST · FEELING

Tokyo rose 11 spots in the ranks to become the most reputable city in the world this year

Tokyo leads the way in key drivers of city reputation:
- #1 most respected leaders
- #1 effective government
- #2 in safe environment

"Not to rely on the status quo, to seek change and reform constantly — that is the way to think. Change in order to preserve. That's why my goal is a Great Reform of Tokyo. By managing a megacity well, I want to leave behind a new kind of politics."

—Yuriko Koike, Governor of Tokyo

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Copenhagen: World's Safest City

"Safe Environment" Scores: Copenhagen vs. All Cities 2016-2018

83.2

80.8

81.3

— Copenhagen

— All Cities

70.7

68.9

68.9

2016

2017

2018

© Katherine Belarmino

Copenhagen pulse score

ESTEEM

FEELING

81.0

ADMIRE

TRUST

- **#1** safest environment for residents and tourists
- **#2** well-developed political and legal institutions
- **#3** progressive policies
- **#3** most reputable city

● POOR   ● WEAK   ● AVERAGE   ● STRONG   ● EXCELLENT

Mexico City: Perceived as Least Safe City

According to the Mexico Daily News, this year Mexico City has recorded its most violent first quarter in the past two decades, with 382 intentional homicides between January 1 and the end of April 2018, which is 14% higher than in the first quarter of 2017 24% higher than the first quarter of 1998

"Safe Environment" Scores 2017 vs. 2018

	2017		2018
Mexico City	49.7	-7.2	42.5
			-/+26.4
All Cities	70.7	-1.8	68.9

● POOR   ● WEAK   ● AVERAGE   ● STRONG   ● EXCELLENT

Rome: Benefits from Emotional Affinity

Emotional vs. Rational Scores: Rome

Reputation Pulse

ESTEEM
FEELING
ADMIRE
TRUST

79.2

+6.9

Reputation Index

72.3

Rome's lead in emotional score over rational indicates the public feels more strongly about Rome than it thinks, which could give Rome an emotional buffer in a time of crisis. However, Rome's major gap between emotional and rational scores could be a sign of a reputation drop in the near future

● POOR   ● WEAK   ● AVERAGE   ● STRONG   ● EXCELLENT

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New Delhi: Why It's the Fastest Falling City

New Delhi

54·7

ESTEEM · ADMIRE · TRUST · FEELING

-4.9 since 2017

New Delhi, the fourth least reputable city this year, fell the furthest of all city pulse scores since 2017, the reason being the following:
- Lowest scoring city for beauty
- Second lowest score for appealing environment
- Fastest falling score in: effective environment, safe environment, advanced economy, and adequate infrastructure

● POOR   ● WEAK   ● AVERAGE   ● STRONG   ● EXCELLENT

New Delhi in the News

The New York Times

'The Dump Killed My Son': Mountains of Garbage Engulf India's Capital *(06/10/18)*

The Washington Post

More than five years after the Delhi gang-rape, India is still no country for women *(07/02/18)*
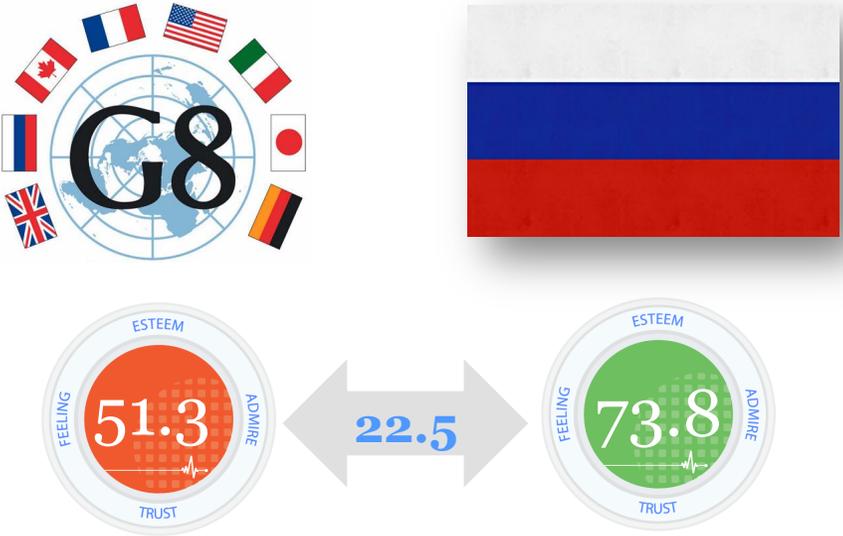
THE HINDU

Nearly 15,000 premature deaths due to air pollution in Delhi: study *(07/14/18)*

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Moscow: Least Reputable City, but Strong Self-Image

Moscow Pulse Score: G8 vs. Russia

G8

51.3 ⟷ **22.5** ⟷ 73.8

Moscow is this year's least reputable city, with a weak score of 51.3. However, Russians give Moscow an average strong rating of 73.8, which is 22.5 points higher than the overall G8 score. Russians think highly of their own cities

As the overall G8 is declining in support for Moscow, Russians are increasing their support. The difference between G8 and Russian support for Moscow is huge– 42% for recommendation as a place to visit and 27% as recommendation as a place to live

● POOR   ● WEAK   ● AVERAGE   ● STRONG   ● EXCELLENT

Summary:
Key Learnings and Implications

City RepTrak®: Key Takeaways

1. Recognize what drives city reputation

   - Fostering and developing an effective government is the most important priority for cities to attain a strong reputation foundation

   - Cities must specifically promote safety, beauty, and leadership, which are the key attributes driving city reputation

   - This year's pivotal switch between beauty and safety as the most important attribute is a sign of the current socio-political landscape shaping cities – stability and reassurance matter

2. Understand the relationship between city and country to identify pockets of opportunity

   - Consistency in reputation is hard to achieve: even the most reputable city sees score variation between markets

   - Don't assume your city has a home-country advantage: home countries are often most critical of their cities during reputation evaluation

3. Align your emotional and rational scores

   - Cities must align their emotional and rational scores, which will bring them reputational equilibrium to increase reputation and overall appeal

Thank You

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