

PUBLIC PERSPECTIVES



Top Cities Worldwide
Vancouver and Toronto Crack Top Ten
Worldwide as Best Cities to Live In
July 2017



General themes from the data are...

Vancouver and Toronto are well regarded by global citizen/consumers as best cities to live in

Vancouver and Toronto are in the top 10 list of best cities to live in ranked by global citizen/consumers from a list of 60 cities. Vancouver ranked third and Toronto fifth.

Interestingly, while Vancouver ranked higher among Baby Boomers and Gen Xers, and Toronto among Millennials as the best place to live, both Canadian cities made it to the top ten most livable cities across all generations globally.

However, Vancouver and Toronto tended to rank lower for best cities to visit and do business in

While Vancouver and Toronto made it to the top 10 as the best places to live, neither city made the top ten list of cities that are the best places to visit (ranking 10th, and 11th place respectively).

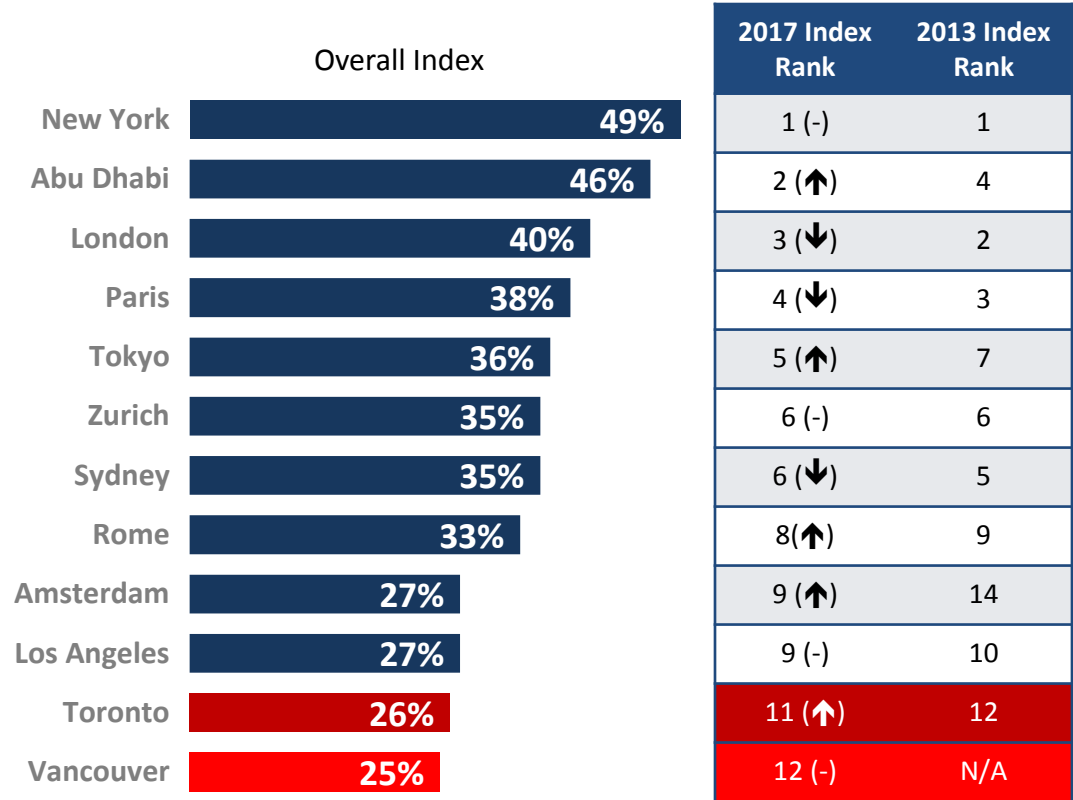
And when it comes to ranking the cities that are best to do business in Toronto placed 14th and Vancouver 16th.

Consequently, while Vancouver and Toronto are clearly competitive with other major cities around the world in terms of livability, some work likely still needs to be done to promote both cities as tourism and business destinations.

World's Favourite Cities

New York Once Again Tops the List of Best Cities Overall Among Global Citizens; Toronto and Vancouver Just Outside of Top 10

- **New York** retains its place as the leading city in this year's index.
- **Toronto** and **Vancouver** are positioned just outside of the top 10, but Toronto has inched up since 2013.
- Since 2013, **Abu Dhabi** has overtaken London and Paris, moving into second place.
- **Tokyo** has risen two places, replacing Sydney in the top five best cities.
- Only one city has broken into the top ten since 2013 – **Amsterdam**.
- The bottom three cities in the index this year are **Lagos** (2 points), **Nairobi** (2) and **Tehran** (1).



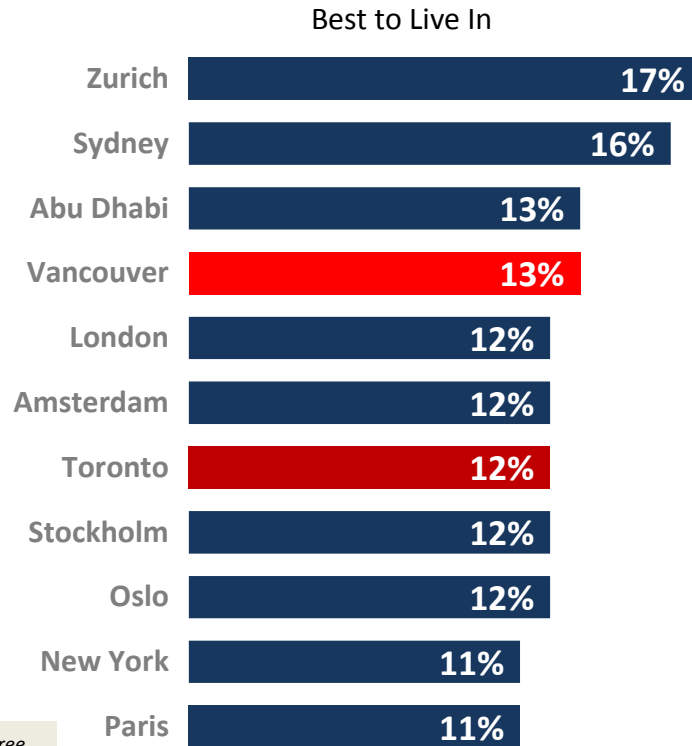
Respondents were asked: Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...Live in?; 2. Visit?; 3. Do business in?

A list of sixty cities was provided for each question

The **Ipsos Cities Overall Index** is calculated as the sum of the three individual scores achieved by each city: Example: New York Index Score = % live (11) + % do business (23) + % visit (15) = **49**

Vancouver and Toronto Crack the Top 10 Best Cities List for Liveability

- The top two liveable cities remain unchanged from 2013: **Zurich** is in first place, followed by **Sydney**.
- **Vancouver**, a new entry this year, is tied for third place with **Abu Dhabi**, which has risen from seventh place.
- **New York** and **Paris** have both fallen; ranking fifth and third in 2013, they are now tied for tenth place.
- **Toronto** is in fifth place, tied with **Amsterdam**, **London**, **Stockholm** and **Oslo**.

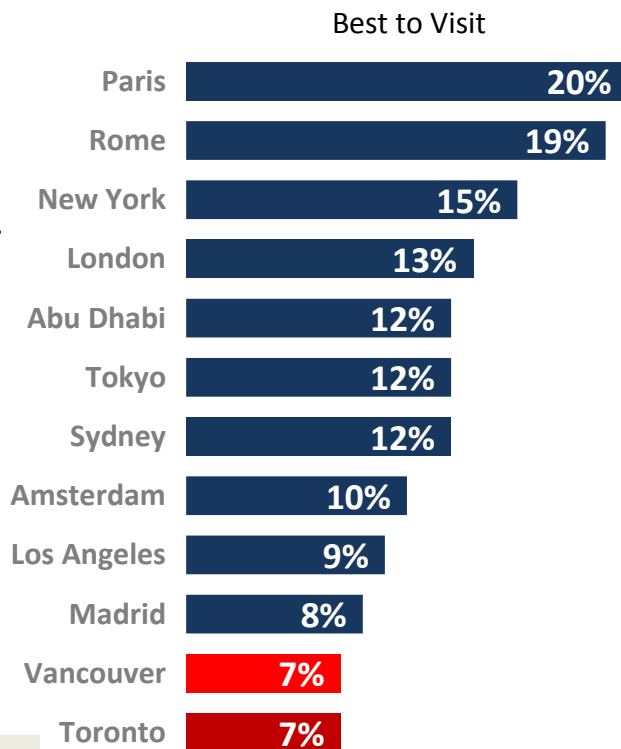


2017 Rank	2013 Rank
1 (-)	1
2 (-)	2
3 (↑)	7
3 (-)	N/A
5 (↓)	3
5 (↑)	10
5 (↑)	6
5 (↑)	8
5 (↑)	10
10 (↓)	5
10 (↓)	3

Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...Live in?

Vancouver and Toronto Just Outside Top 10 as Best Cities to Visit

- **Paris** keeps its top spot as the world's favourite city to visit.
- **Vancouver** and **Toronto** are just outside the top 10, tied for 11th place.
- This year **Rome** has overtaken **New York** as the second favourite city to visit. **London** remains the fourth most popular.
- **Amsterdam**, **Abu Dhabi** and **Tokyo** have all risen in this year's rankings.
- One city from 2013 has fallen out of the top ten – **Rio de Janeiro**.

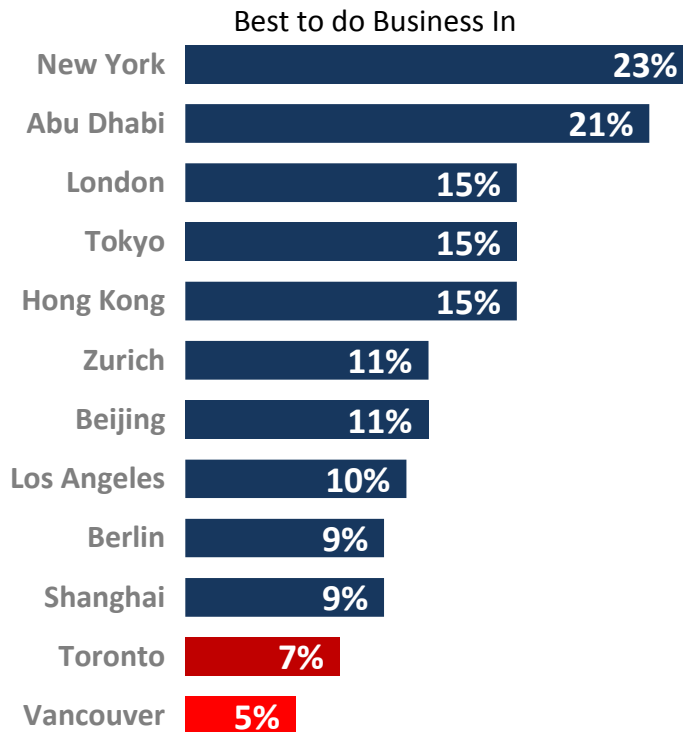


2017 Rank	2013 Rank
1 (-)	1
2 (↑)	3
3 (↓)	2
4 (-)	4
5 (↑)	6
5 (↑)	6
5 (-)	5
8 (↑)	10
9 (↓)	7
10 (-)	10
11 (-)	N/A
11 (-)	11

Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...Visit?

Vancouver and Toronto Outside Top Ten as Best Cities Do Business In

- **New York** and **Abu Dhabi** remain the clear leading cities to do business in.
- **Toronto** and **Vancouver** rank well outside the top 10.
- **London**, **Tokyo** and **Hong Kong** again form the chasing pack in joint third place.
- The remaining five cities – **Zurich**, **Beijing**, **Los Angeles**, **Berlin** and **Shanghai** also featured in the 2013 top ten.
- **Paris** falls outside the top 10, with 7% thinking it is good for commerce.
- **Tehran** is seen as the least business-friendly city (scoring less than 1%).



2017 Rank	2013 Rank
1 (-)	1
2 (-)	2
3 (↑)	5
3 (↑)	4
3(-)	3
6 (↑)	7
6 (-)	6
8 (↑)	10
9 (-)	9
9 (-)	9
14 (↑)	15
16	N/A

Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...do business in?

Generational Favourites

Vancouver Cracks Top 10 Cities Overall Among Boomers; Toronto Among Gen Xers

Overall Index

Baby Boomer (1945-65)	Gen X (1966-79)	Millennial (1980-95)	Gen Z (1996-)
1. Zurich	1. New York	1. New York	1. New York
2. Sydney	2. Abu Dhabi	2. Abu Dhabi	2. Abu Dhabi
3. New York	3. Sydney	3. Paris	3. Tokyo
4. Abu Dhabi	4. Zurich	4. London	4. London
5. London	5. London	5. Tokyo	5. Los Angeles
6. Paris	6. Paris	6. Rome	6. Paris
7. Rome	7. Tokyo	7. Los Angeles	7. Rome
8. Vancouver	8. Rome	8. Zurich	8. Amsterdam
9. Vienna	9. Amsterdam	9. Sydney	9. Berlin
10. Stockholm	10. Toronto	10. Amsterdam	10. Sydney

Vancouver and Toronto in Top 10 Most Liveable Cities Across Generations

Best to Live In

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
Zurich	22%	Zurich	20%	Abu Dhabi	14%	Los Angeles	16%
Sydney	19%	Sydney	19%	Zurich	14%	Abu Dhabi	15%
Vancouver	15%	Vancouver	14%	New York	13%	New York	15%
Stockholm	15%	Stockholm	13%	Sydney	13%	London	14%
Oslo	14%	Abu Dhabi	13%	London	13%	Amsterdam	13%
Toronto	13%	Oslo	13%	Paris	12%	Paris	12%
Vienna	13%	Toronto	12%	Amsterdam	12%	Rome	11%
Amsterdam	12%	Amsterdam	12%	Toronto	12%	Zurich	10%
Auckland	12%	Auckland	11%	Vancouver	11%	Sydney	10%
Copenhagen/London Abu Dhabi	10%	London/Vienna Paris/New York	10%	Stockholm	11%	Tokyo / Toronto	10%

Vancouver in Top 10 Cities to Visit among Boomers

Best to Visit

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
Paris	20%	Rome	20%	Paris	21%	Paris	23%
Rome	19%	Paris	20%	Rome	18%	Rome	19%
Sydney	15%	New York	16%	New York	16%	New York	17%
New York	13%	Sydney	14%	Abu Dhabi	13%	Tokyo	17%
London	12%	London	13%	Tokyo	12%	Abu Dhabi	15%
Vienna	11%	Abu Dhabi	12%	London	12%	London	14%
Zurich	10%	Tokyo	11%	Amsterdam	10%	Los Angeles	13%
Abu Dhabi	10%	Amsterdam	10%	Sydney	10%	Sydney	9%
Amsterdam	10%	Vienna	8%	Los Angeles	9%	Amsterdam	9%
Tokyo/Vancouver	9%	Zurich	8%	Madrid	8%	Rio de Janeiro/Madrid Cairo/Osaka	7%

No Canadian Presence in Top Cities to do Business in by Generation

Best to do Business In

Baby Boomer (1945-65)		Gen X (1966-79)		Millennial (1980-95)		Gen Z (1996-)	
New York	21%	New York	24%	New York	23%	New York	24%
Abu Dhabi	19%	Abu Dhabi	21%	Abu Dhabi	23%	Abu Dhabi	21%
Hong Kong	16%	London	16%	Hong Kong	14%	Tokyo	18%
London	16%	Hong Kong	15%	London	14%	London	16%
Zurich	15%	Tokyo	15%	Tokyo	14%	Los Angeles	13%
Tokyo	14%	Zurich	12%	Beijing	12%	Beijing	11%
Singapore	10%	Beijing	11%	Los Angeles	11%	Hong Kong	11%
Berlin	10%	Shanghai	10%	Zurich	10%	Berlin	10%
Beijing	10%	Los Angeles	10%	Shanghai	9%	Shanghai	9%
Shanghai	10%	Berlin/Singapore	9%	Berlin	9%	Washington DC	9%

What do Canadians and Americans Say?

Canadians Are Very Loyal to Their Own Cities

Canadians -- Top 10 Cities Overall Index	
Toronto	84
Vancouver	83
New York	58
Sydney	46
London	38
Rome	37
Zurich	36
Paris	34
Amsterdam	33
Abu Dhabi / Hong Kong	27



Canadians – Top 10 Cities Where Want to Live	
Vancouver	43%
Toronto	36%
Sydney	21%
Zurich	19%
Oslo	16%
Stockholm	15%
Amsterdam	14%
Auckland	11%
Helsinki	11%
London / Rome / New York	9%

Americans Are Also Very Loyal to Their Cities; But Toronto and Especially Vancouver Rank in Top 10 Among Americans

Americans -- Top 10 Cities Overall Index	
New York	71
Los Angeles	49
Washington DC	46
London	41
Sydney	40
Rome	37
Vancouver	37
Boston	36
Toronto	34
Paris	33



Americans -- Top 10 Cities Where Want to Live	
New York	20%
Vancouver	18%
Washington	17%
Boston	17%
Sydney	15%
Toronto	15%
Amsterdam	15%
Los Angeles	15%
Oslo	15%
Zurich	14%

Data For This Report Were Generated From Ipsos' Global @dvisor

WHAT WAS ASKED	SURVEY METHOD	SAMPLE	WEIGHTING
<p>Respondents were asked: <i>Based on what you have seen yourself, or heard about from others, which three cities in the world do you think are the best to...</i></p> <ol style="list-style-type: none">1. <i>Live in?</i>2. <i>Visit?</i>3. <i>Do business in?</i> <p>A list of sixty cities was provided for each question</p> <p>The Ipsos Cities Overall Index is calculated as the sum of the three individual scores achieved by each city: <i>Example: New York Index Score = % live (11) + % do business (23) + % visit (15) = 49</i></p>	<p>These are the findings of a Global @dvisor survey comprising 18,500 interviews, conducted between April 21st – May 5th among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.</p>	<p>16 of the 26 countries surveyed online provide nationally representative samples: Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Israel, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States. Online samples in Brazil, China, India, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban/educated/income than their fellow citizens and are referred to as “Upper Deck Consumer Citizens.”</p> <p>Approximately 1000+ individuals participate on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Israel, Mexico, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.</p>	<p>The results are weighted to ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. Further, results are weighted to give each country an equal weight in the “global” sample.</p> <p>Sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.</p>

The 2017 list – 60 cities

Abu Dhabi <i>United Arab Emirates</i>	Budapest <i>Hungary</i>	Helsinki <i>Finland</i>	Madrid <i>Spain</i>	Oslo <i>Norway</i>	Sydney <i>Australia</i>
Amsterdam <i>The Netherlands</i>	Buenos Aires <i>Argentina</i>	Hong Kong <i>China</i>	Manila <i>Philippines</i>	Paris <i>France</i>	Tehran <i>Iran</i>
Auckland <i>New Zealand</i>	Cairo <i>Egypt</i>	Istanbul <i>Turkey</i>	Mecca <i>Saudi Arabia</i>	Prague <i>Czech Republic</i>	Tel Aviv <i>Israel</i>
Bangkok <i>Thailand</i>	Cape Town <i>South Africa</i>	Jakarta <i>Indonesia</i>	Mexico City <i>Mexico</i>	Rio de Janeiro <i>Brazil</i>	Tokyo <i>Japan</i>
Beijing <i>China</i>	Casablanca <i>Morocco</i>	Karachi <i>Pakistan</i>	Moscow <i>Russia</i>	Rome <i>Italy</i>	Toronto <i>Canada</i>
Belgrade <i>Serbia</i>	Chicago <i>United States</i>	Kuala Lumpur <i>Malaysia</i>	Mumbai <i>India</i>	Sao Paulo <i>Brazil</i>	Vancouver <i>Canada</i>
Berlin <i>Germany</i>	Copenhagen <i>Denmark</i>	Lagos <i>Nigeria</i>	Munich <i>Germany</i>	Seoul <i>South Korea</i>	Vienna <i>Austria</i>
Bogota <i>Colombia</i>	Delhi <i>India</i>	Lima <i>Peru</i>	Nairobi <i>Kenya</i>	Shanghai <i>China</i>	Warsaw <i>Poland</i>
Boston <i>United States</i>	Dublin <i>Republic of Ireland</i>	London <i>United Kingdom</i>	New York City <i>United States</i>	Singapore <i>Singapore</i>	Washington <i>United States</i>
Brussels <i>Belgium</i>	Guangzhou <i>China</i>	Los Angeles <i>United States</i>	Osaka <i>Japan</i>	Stockholm <i>Sweden</i>	Zurich <i>Switzerland</i>

Underlined cities are new additions for the 2017 survey

CONTACTS

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Catherine Knaus
Director, Canadian Public Affairs

✉ catherine.knaus@ipsos.com

📞 778 373-5131



Diana MacDonald
Director, Canadian Public Affairs

✉ diana.macdonald@ipsos.com

📞 416 572-4446