

All questions overall rankings 2007	Score	% change since 2006	Rank
Sydney	65.60	-0.4%	1
London	65.33	-0.2%	2
Paris	64.96	-0.1%	3
New York	64.21	1.0%	4
Rome	64.11	-0.2%	5
Melbourne	63.42	0.6%	6
Barcelona	62.64	-0.3%	7
Vancouver	62.45	1.2%	8
Amsterdam	62.36	-0.3%	9
Montreal	62.35	0.3%	10
Toronto	62.31	0.2%	11
Berlin	62.01	0.4%	12
Madrid	61.99	-0.5%	13
Geneva	61.93	-1.2%	14
Milan	60.92	-0.7%	15
Copenhagen	60.82	-0.6%	16
Stockholm	60.64	0.2%	17
Brussels	60.42	-1.8%	18
Auckland	60.27	N/A	19
Tokyo	60.23	-0.8%	20
Dublin	59.83	-0.3%	21
Edinburgh	59.61	-0.3%	22
Singapore	59.42	1.7%	23
Chicago	59.29	-1.4%	24
Oslo	59.12	-0.8%	25
Hong Kong	58.78	0.8%	26
The Hague	58.75	N/A	27
Prague	58.71	-0.1%	28
Manchester	58.13	N/A	29
Helsinki	57.65	-1.1%	30
Rio de Janeiro	56.45	0.1%	31
Budapest	56.11	1.6%	32
Seoul	56.05	1.0%	33
Beijing	55.62	-0.1%	34
Moscow	55.09	0.0%	35
Reykjavik	54.98	-0.7%	36
Warsaw	54.38	-0.2%	37
Johannesburg	54.20	-0.9%	38
Istanbul	53.37	N/A	39
Riga	52.74	N/A	40

Presence Overall Rankings	Score (weighted x 1.5)	Rank
New York	10.35	1
London	10.27	2
Paris	10.03	3
Rome	9.55	4
Berlin	9.30	5
Tokyo	9.02	6
Hong Kong	9.01	7
Moscow	9.00	8
Beijing	8.72	9
Sydney	8.53	10
Barcelona	8.37	11
Geneva	8.31	12
Amsterdam	8.30	13
Madrid	8.20	14
Milan	8.14	15
Brussels	8.13	16
Singapore	8.01	17
Chicago	7.96	18
Seoul	7.65	19
Toronto	7.65	20
The Hague	7.64	21
Melbourne	7.55	22
Montreal	7.52	23
Stockholm	7.47	24
Dublin	7.47	25
Copenhagen	7.44	26
Manchester	7.43	27
Prague	7.41	28
Warsaw	7.38	29
Rio de Janeiro	7.38	30
Vancouver	7.35	31
Istanbul	7.26	32
Edinburgh	7.16	33
Johannesburg	7.04	34
Oslo	7.00	35
Budapest	6.88	36
Helsinki	6.88	37
Auckland	6.68	38
Reykjavik	6.12	39
Riga	6.04	40

Place overall rankings	Score	Rank
Sydney	11.76	1
Rome	11.38	2
Melbourne	11.38	3
Geneva	11.24	4
Barcelona	11.20	5
Paris	11.11	6
Vancouver	11.05	7
Auckland	11.02	8
Madrid	10.94	9
Montreal	10.87	10
Copenhagen	10.81	11
Amsterdam	10.75	12
Milan	10.74	13
Stockholm	10.70	14
Toronto	10.58	15
Prague	10.52	16
Oslo	10.50	17
Singapore	10.45	18
Rio de Janeiro	10.40	19
Brussels	10.38	20
Edinburgh	10.37	21
The Hague	10.32	22
Berlin	10.29	23
Dublin	10.26	24
Helsinki	10.24	25
London	10.06	26
Budapest	10.05	27
Tokyo	10.01	28
Reykjavik	9.92	29
New York	9.90	30
Johannesburg	9.80	31
Istanbul	9.73	32
Seoul	9.65	33
Riga	9.58	34
Hong Kong	9.57	35
Manchester	9.42	36
Chicago	9.32	37
Warsaw	9.30	38
Moscow	9.02	39
Beijing	9.00	40

Pre-requisites overall rankings	Score (weighted x 1.5)	Rank
Melbourne	11.06	1
Sydney	10.99	2
Montreal	10.94	3
Vancouver	10.92	4
Toronto	10.91	5
Stockholm	10.76	6
Copenhagen	10.75	7
Amsterdam	10.73	8
Auckland	10.72	9
Berlin	10.67	10
Oslo	10.62	11
Barcelona	10.56	12
Edinburgh	10.56	13
Dublin	10.51	14
Helsinki	10.48	15
Geneva	10.46	16
Madrid	10.44	17
The Hague	10.43	18
Brussels	10.41	19
Manchester	10.39	20
Chicago	10.35	21
Paris	10.32	22
London	10.29	23
Prague	10.25	24
Rome	10.21	25
Singapore	10.21	26
New York	10.19	27
Milan	10.12	28
Reykjavik	10.12	29
Budapest	9.96	30
Tokyo	9.95	31
Seoul	9.88	32
Hong Kong	9.68	33
Riga	9.57	34
Warsaw	9.49	35
Johannesburg	9.46	36
Rio de Janeiro	9.27	37
Istanbul	9.17	38
Beijing	9.11	39
Moscow	8.95	40

People overall rankings	Score	Rank
Sydney	11.37	1
Melbourne	11.25	2
Vancouver	11.24	3
Toronto	11.12	4
Montreal	11.10	5
London	10.93	6
Auckland	10.82	7
Geneva	10.79	8
Amsterdam	10.74	9
Copenhagen	10.67	10
Stockholm	10.66	11
Barcelona	10.64	12
Edinburgh	10.61	13
Dublin	10.61	14
Rome	10.60	15
Brussels	10.56	16
Madrid	10.56	17
Oslo	10.51	18
Paris	10.37	19
The Hague	10.28	20
Milan	10.27	21
Manchester	10.25	22
Helsinki	10.21	23
Berlin	10.20	24
Prague	10.09	25
New York	10.08	26
Singapore	9.97	27
Chicago	9.93	28
Reykjavik	9.90	29
Tokyo	9.75	30
Budapest	9.60	31
Hong Kong	9.32	32
Rio de Janeiro	9.31	33
Seoul	9.22	34
Warsaw	9.21	35
Riga	9.11	36
Beijing	8.85	37
Johannesburg	8.80	38
Moscow	8.53	39
Istanbul	8.44	40

Pulse overall rankings	Score (weighted x 1.5)	Rank
New York	12.66	1
Paris	12.65	2
London	12.61	3
Rome	12.57	4
Sydney	12.24	5
Barcelona	12.04	6
Madrid	11.97	7
Amsterdam	11.96	8
Milan	11.86	9
Melbourne	11.81	10
Tokyo	11.75	11
Berlin	11.70	12
Hong Kong	11.69	13
Montreal	11.67	14
Rio de Janeiro	11.65	15
Vancouver	11.62	16
Toronto	11.60	17
Chicago	11.51	18
Copenhagen	11.48	19
Prague	11.43	20
Stockholm	11.39	21
Singapore	11.34	22
Dublin	11.31	23
Auckland	11.29	24
Geneva	11.28	25
Edinburgh	11.26	26
Brussels	11.21	27
Beijing	11.18	28
Oslo	11.10	29
Moscow	11.05	30
Budapest	11.03	31
Manchester	10.91	32
Seoul	10.85	33
Istanbul	10.85	34
The Hague	10.82	35
Helsinki	10.81	36
Warsaw	10.62	37
Johannesburg	10.59	38
Reykjavik	10.46	39
Riga	10.34	40

Potential Overall Rankings	Score	Rank
London	11.17	1
New York	11.04	2
Sydney	10.71	3
Paris	10.47	4
Toronto	10.46	5
Melbourne	10.38	6
Vancouver	10.27	7
Montreal	10.24	8
Chicago	10.22	9
Madrid	9.88	10
Amsterdam	9.88	11
Geneva	9.86	12
Berlin	9.85	13
Barcelona	9.84	14
Rome	9.80	15
Milan	9.79	16
Tokyo	9.75	17
Auckland	9.74	18
Brussels	9.74	19
Manchester	9.73	20
Dublin	9.68	21
Copenhagen	9.68	22
Edinburgh	9.66	23
Stockholm	9.65	24
Hong Kong	9.51	25
Singapore	9.45	26
Oslo	9.39	27
The Hague	9.25	28
Helsinki	9.03	29
Prague	9.01	30
Seoul	8.79	31
Beijing	8.76	32
Budapest	8.59	33
Moscow	8.53	34
Johannesburg	8.51	35
Reykjavik	8.45	36
Rio de Janeiro	8.44	37
Warsaw	8.37	38
Riga	8.09	39
Istanbul	7.92	40

Source: Anholt City Brands Index 2007. All data and associated methodology © 2005-2008 Simon Anholt.