**FOR IMMEDIATE RELEASE**

# SYDNEY, VIENNA NAMED WORLD'S MOST REPUTABLE CITIES IN LARGEST SURVEY OF GLOBAL PERCEPTIONS

*Reputation Institute's City RepTrak® identified most reputable cities based on perceptions of economy, environment, government*

**BOSTON, MASSACHUSETTS (Nov. 3, 2016) –** Sydney, Australia, and Vienna, Austria, have claimed the top  spots in Reputation Institute's 2016 City RepTrak®, the world's largest annual survey of city reputations. Sydney takes the first spot for the second year in a row, followed by Vienna in a very close second. Vienna is climbing quickly, having improved in the rankings from fourth place in 2015 to second in 2016. Canada has three cities in the top ten, including Toronto, Montreal, and Vancouver.

The top ten cities in the 2016 City RepTrak® are:

1. Sydney, Australia
2. Vienna, Austria
3. Zürich, Switzerland
4. Toronto, Canada
5. Stockholm, Sweden
6. Edinburgh, United Kingdom
7. Montreal, Canada
8. Rome, Italy
9. Vancouver, Canada
10. Copenhagen, Denmark

"For city reputation, the competition on the top is only getting stronger," said Nicolas Georges Trad, Executive Partner at Reputation Institute. "For the first time in the City RepTrak® study we have cities with an excellent reputation. These are important issues for local policymakers concerned about tourism, relocation and investment, as there is a direct link between a city's reputation and people's willingness to visit, work and live there. By focusing on reputation drivers, cities can improve their reputation scores and benefit from increased support from their stakeholders."

Zurich, Toronto, Montreal, and Rome, are new to the Top 10 in 2016 compared with 2015. Thirteen of the top 20 cities in the 2016 City RepTrak® are European, with Vienna the highest of this group. San  Francisco, CA, is the top-rated city in the United States, rising from the 24th position in 2015 to 18th 2016.

City RepTrak® is a global survey based on more than 22,000 consumer ratings, collected in the G8 countries, which ranks the world's 55 most reputable cities based on levels of trust, esteem, admiration and respect. Perceptions regarding 13 attributes are grouped into three dimensions: Advanced Economy, Effective Government and Appealing Environment. Cities with strong reputations are perceived positively in all three dimensions.

The full list of the most reputable cities can be found online at
http://www.reputationinstitute.com/research/City-RepTrak.aspx.

Reputation Institute will hold a webinar to discuss the most reputable cities today, November 3, 2016, at 10am EDT. Nicolas Georges Trad, Executive Partner at Reputation Institute, will highlight the top cities as well as the most improved cities. Register for the webinar on our website at http://www.reputationinstitute.com/Events.

**About Reputation Institute**

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: http://www.reputationinstitute.com

**Further information**
Contact Reputation Institute
+1 617 758 0955
info@reputationinstitute.com

# # #

**RI Offices:** Brazil • Denmark • Italy • Netherlands • Spain • United Kingdom • United States

**RI Associates:** Australia • Belgium • Chile • China • Colombia • Finland • France • Ireland • Malaysia • Norway • Peru • Poland • Portugal • Russia • Saudi Arabia • Singapore • South Africa • Sweden • Switzerland • Ukraine • United Arab Emirates