PERCEPTION STUDY

BRUSSELS-CAPITAL REGION

12/8/2021

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Objectives

The research program is designed to garner insights, perceptions, and opinions on the image and identity of Brussels from the General Population and Business Leaders in key markets to help develop a strategic framework with the aim of developing a city marketing policy to ensure international influence of the region of Brussels.

Specifically, the objectives guiding this research include benchmarking perceptions of Brussels, measuring strengths/weaknesses compared to other cities, and identifying themes to differentiate Brussels.

- **Understand the image and identity of Brussels**
- **Comparative benchmark of key city attributes**
- **Explore tangential topics which could potentially impact decision outcomes for future city marketing policies**

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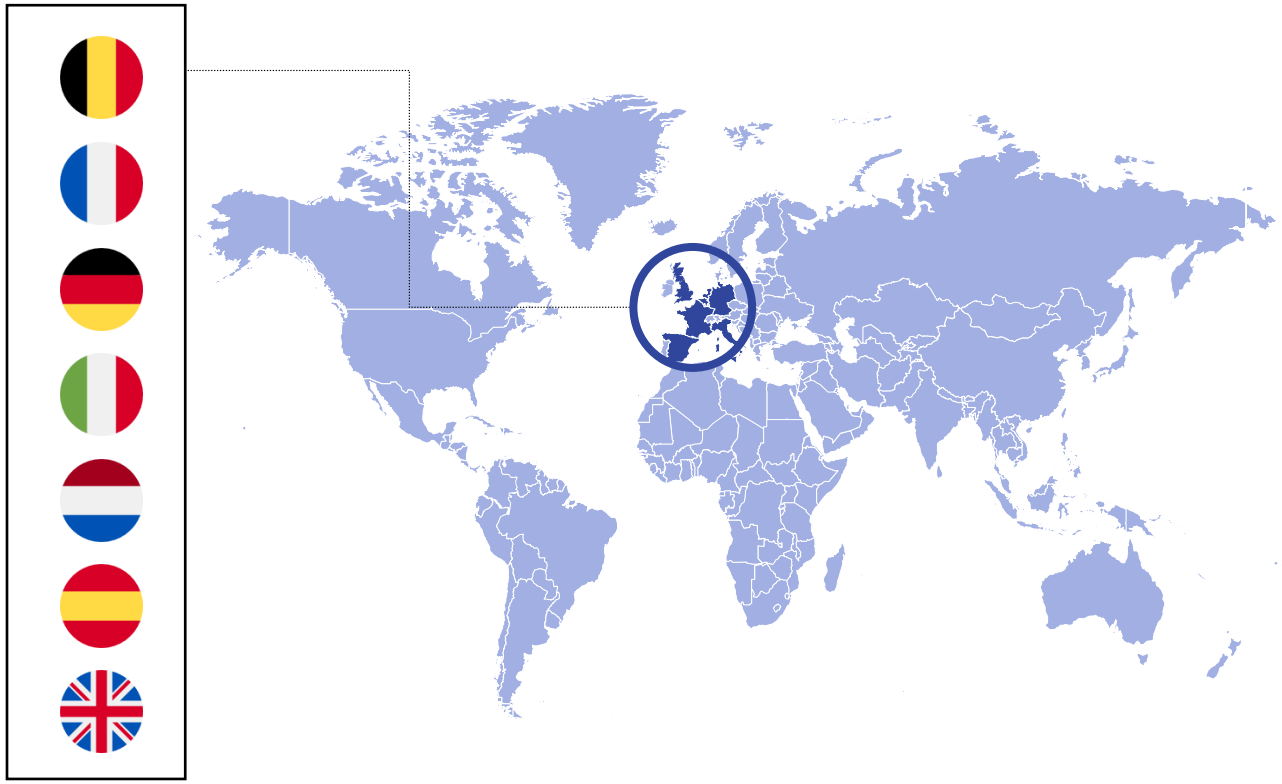
Methodology

Methodology

- 20-minute online survey
- Field Dates: 10/21/21 – 11/10/21

Audience Details

- n=500 General Population Age 18+ (Per market)
- n=100 Business Leaders (Per market)
  - Employed Full-time, Part time, or a Business Owner
  - Work for a company with 51 or more employees
  - Be a senior executive or senior decision maker/leader
  - Have a title of Director /Department head or higher



Markets

- Belgium, France, Germany, Italy, Netherlands, Spain, UK

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Familiarity with Brussels

99%

Of respondents are familiar with Brussels

↑ 3-points over competitor average

 © Ipsos Q3. For each of the following cities, please indicate how well you feel you know each one.

Favorability towards Brussels

57%

Of respondents are favorable towards Brussels

↑ 2-points over competitor average

 © Ipsos Q7. How favorable or unfavorable is your overall opinion or impression of each city?

Likely to Visit Brussels

42%

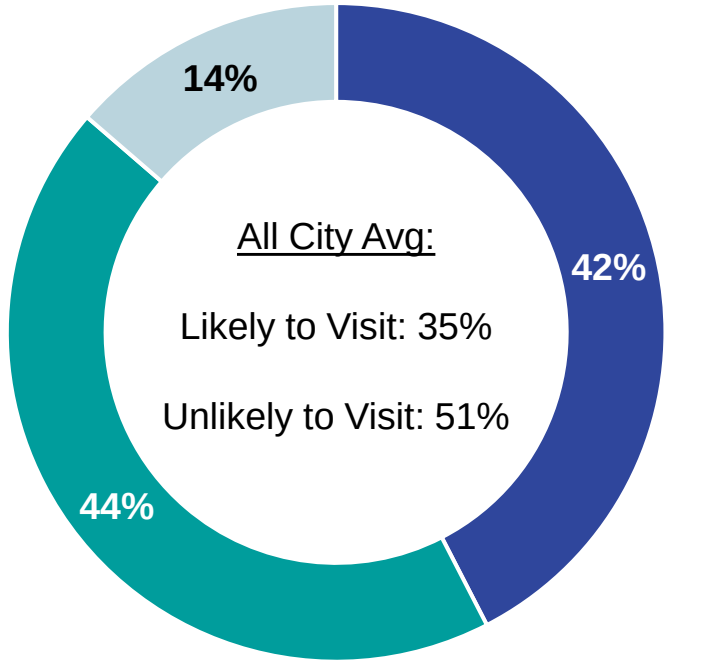
Of Gen Pop are likely to visit Brussels in the next five years

↑ 7-points over competitor average

 © Ipsos Q5. How likely are you to visit the following cities, if at all, in the next 5 years?

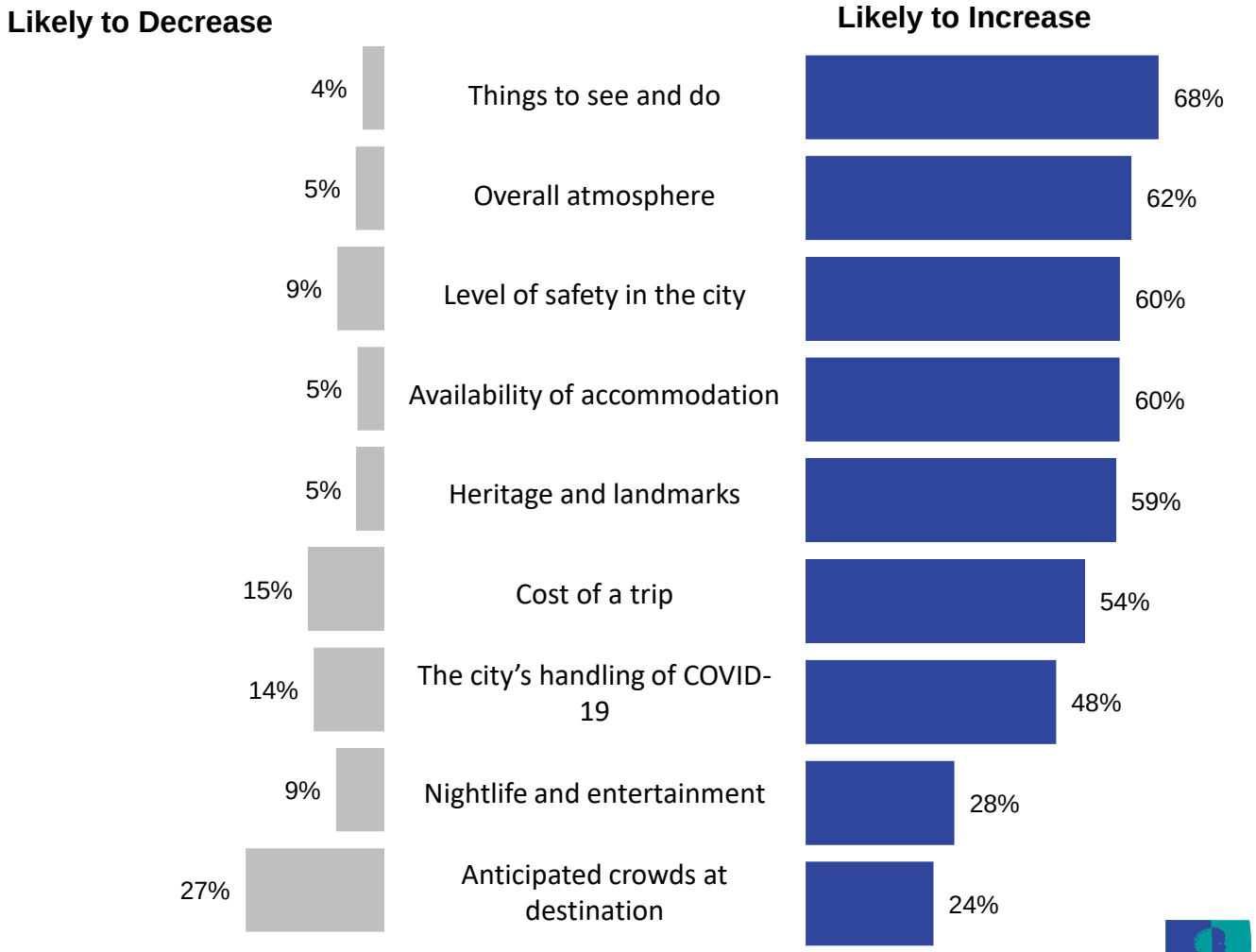
Just over two in five are likely to visit Brussels in the next 5 years. Things to see and do, the overall atmosphere, level of safety, and the availability of accommodations are likely to increase travel.

Likely to Visit Brussels in Next 5 Years, by General Population



■ Likely ■ Unlikely ■ Live here/ Don't know

Impacts on Likelihood to Travel by General Population



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Q5.How likely are you to visit the following cities, if at all, in the next 5 years? Q6. Please review the list of items below; and for each one, indicate whether this is an item that increases your likelihood, decreases your likelihood, or has no impact on your likelihood to visit another city over the next five years:
Base: General Population n=500 per country

Likely to Do Business in Brussels

58%

Of Business Leaders are likely to do business in Brussels in the next five years

↑ 12-points over competitor average

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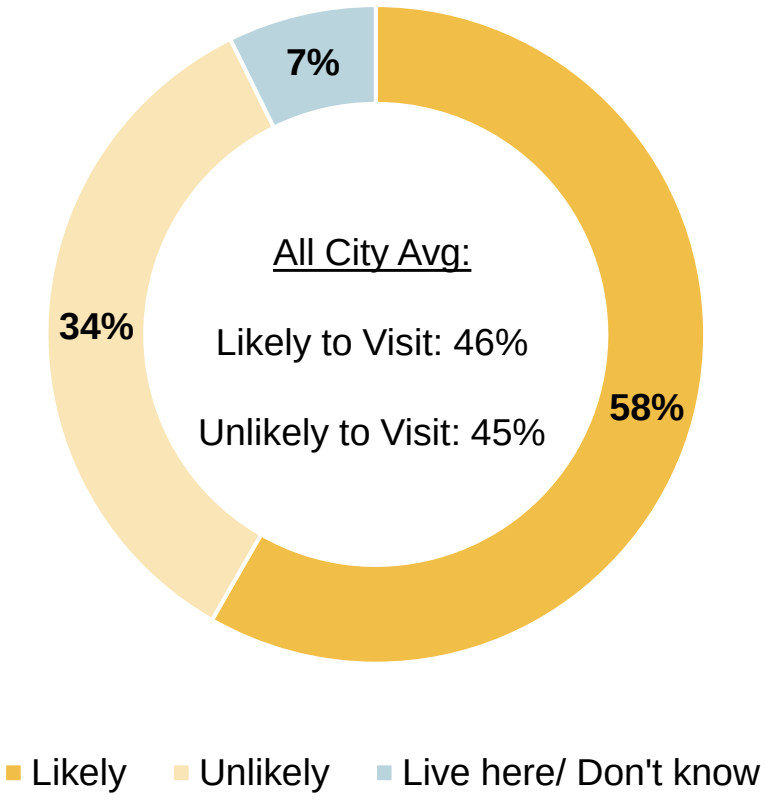
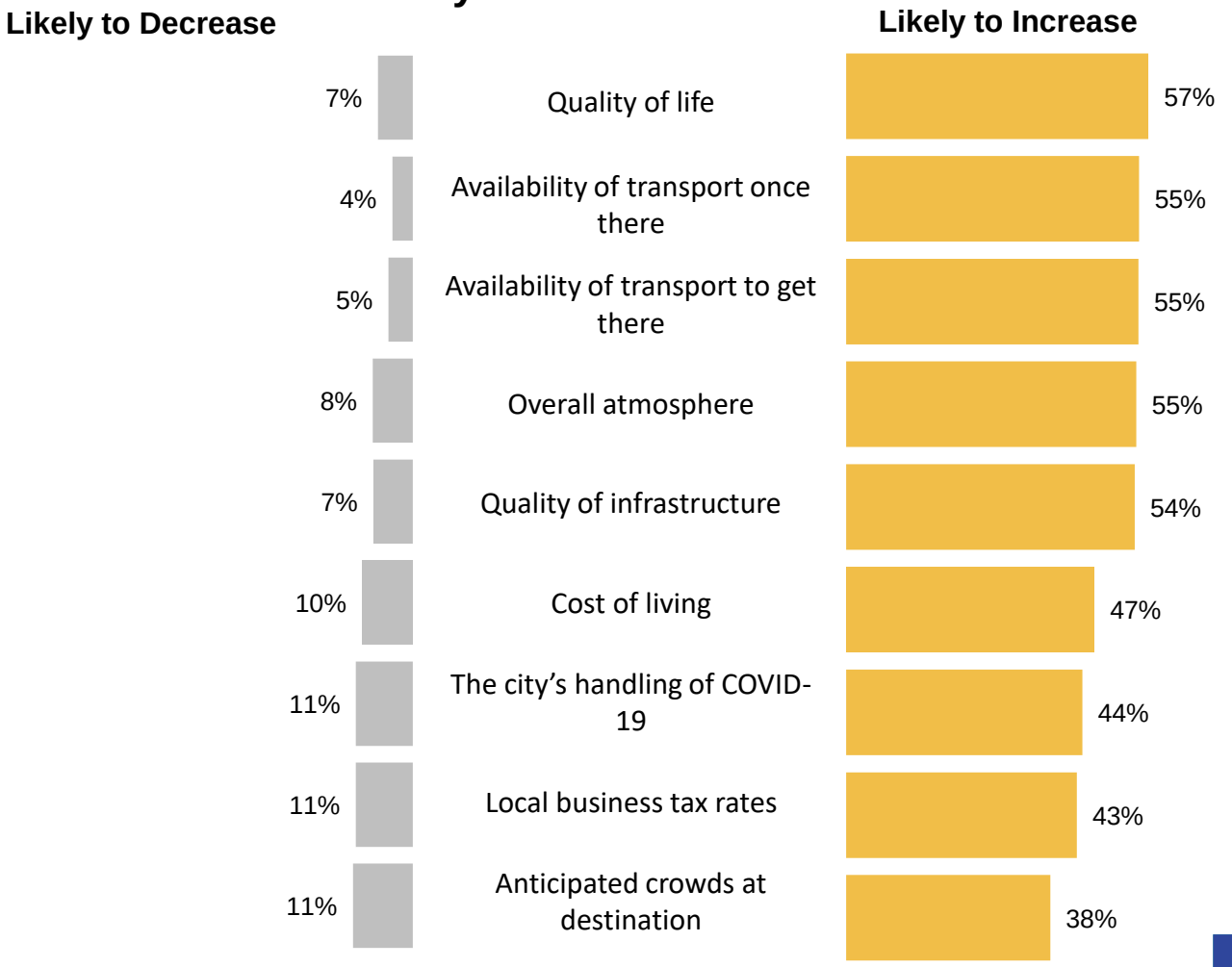
Almost three in five Business Leaders are likely to do business in Brussels in the next 5 years. The quality of live, availability of transport one there and to get there, and the overall atmosphere of the city are likely to increase doing business in a city.

Likely to do business in Brussels in Next 5 Years, by Business Leaders



Impact to Do Business in Another City by Business Leaders



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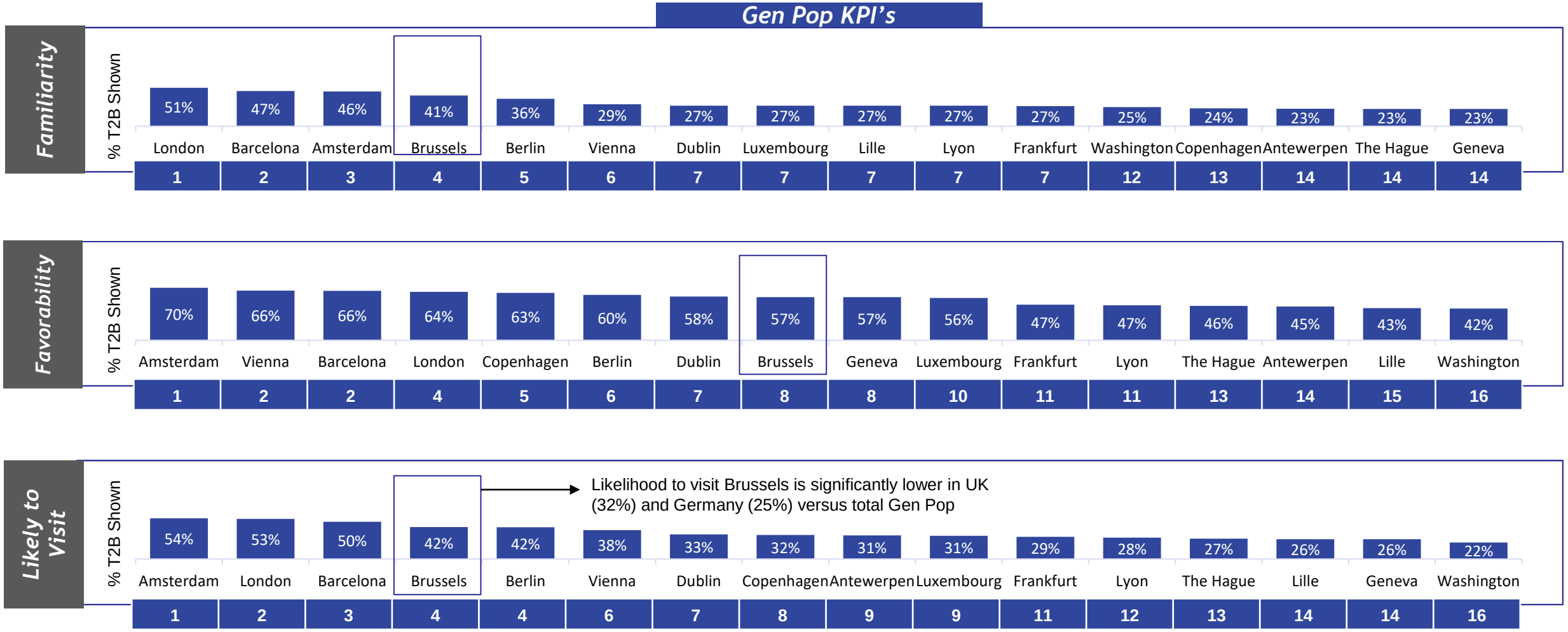
Q5. How likely are you to do business in the following cities, if at all, in the next 5 years? Q6. Please review the list of items below; and for each one, indicate whether this is an item that increases your likelihood, decreases your likelihood, or has no impact on your likelihood to doing business in another city over the next five years:
Base: Business Leaders n= 100 per country

Among the General Population, Brussels' familiarity is ranked in fourth place at 41%. Favorability towards Brussels is in the middle of the set in eighth place, tied with Geneva at 57%. Likelihood to visit Brussels is relatively high, ranking in fourth place and tied with Berlin.



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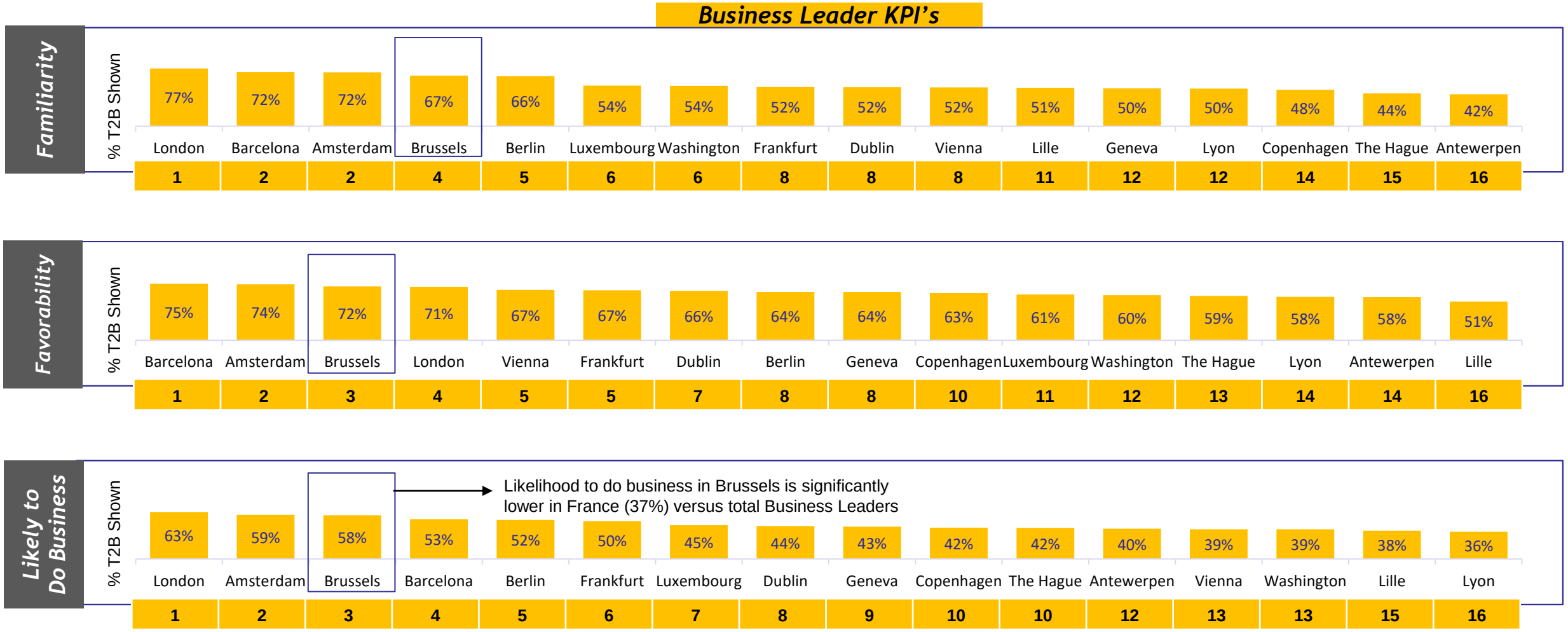
Q3. For each of the following cities, please indicate how well you feel you know each one. Q7. Thinking again about these cities, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each city? Q5. How likely are you to visit/do business in the following cities, if at all, in the next 5 years? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3500

Among Business Leaders, Brussels' familiarity is ranked in fourth place at 67%. 72% are favorable towards Brussels, placing it in third. Likelihood to do business in Brussels is relatively high, ranking in third place at 58%.



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Q3. For each of the following cities, please indicate how well you feel you know each one. Q7. Thinking again about these cities, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each city? Q5. How likely are you to visit/do business in the following cities, if at all, in the next 5 years? (Showing T2B Very well in that area and Fairly Well)
Base: Business Leaders n = 700

Among both audiences, those who are familiar with Brussels are more favorable and more likely to visit/do business in Brussels compared to those who are unfamiliar with Brussels.

	Familiar (Know Very Well/Somewhat Well)		Unfamiliar (Know a Little/Heard Name Only)	
	% T2B	Ranking	% T2B	Ranking
Gen Pop – Favorability	73%	2nd	47%	10th
Gen Pop – Likely to visit	63%	4th	29%	6th
Business Leaders – Favorability	79%	2nd	58%	6th
Business Leaders – Likely to do business	70%	1st	34%	7th

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Q5.How likely are you to visit the following cities, if at all, in the next 5 years? Q7. Thinking again about these cities, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each city?
Base: General Population n=3500; Business Leaders n = 700

Demographic Profiles

- General Population Familiar with Brussels
  - Younger 18-54 = 67%
  - High Education
  - High Income
  - Belgium (72%), Netherlands (69%), France (61%)
- General Population Unfamiliar with Brussels
  - Older 55+ = 47%
  - Medium Education
  - Lower Income
  - Belgium (50%), Spain (39%), Netherlands (32%)
- General Population Likely to Visit Brussels
  - Younger 18-34 = 47%
  - High Education
  - High Income
  - Belgium (67%), Spain (46%), Netherlands (45%)

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How is Brussels described?

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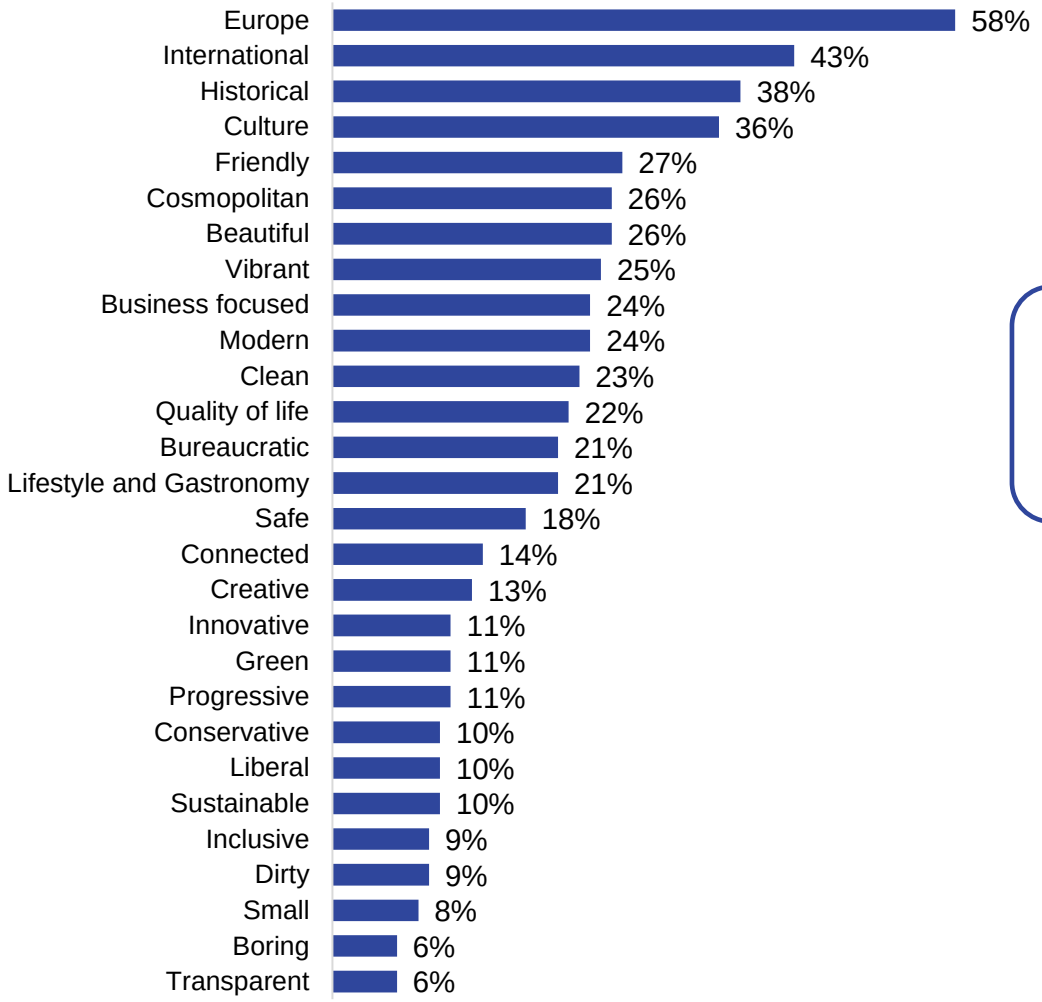
The General Population overall describe Brussels as European, international, historical, and cultural. Conversely, they least describe Brussels as transparent or boring.

Description Of Brussels, by General Population Familiarity



Those familiar and unfamiliar with Brussels also describe it as European, international, historical, and cultural.

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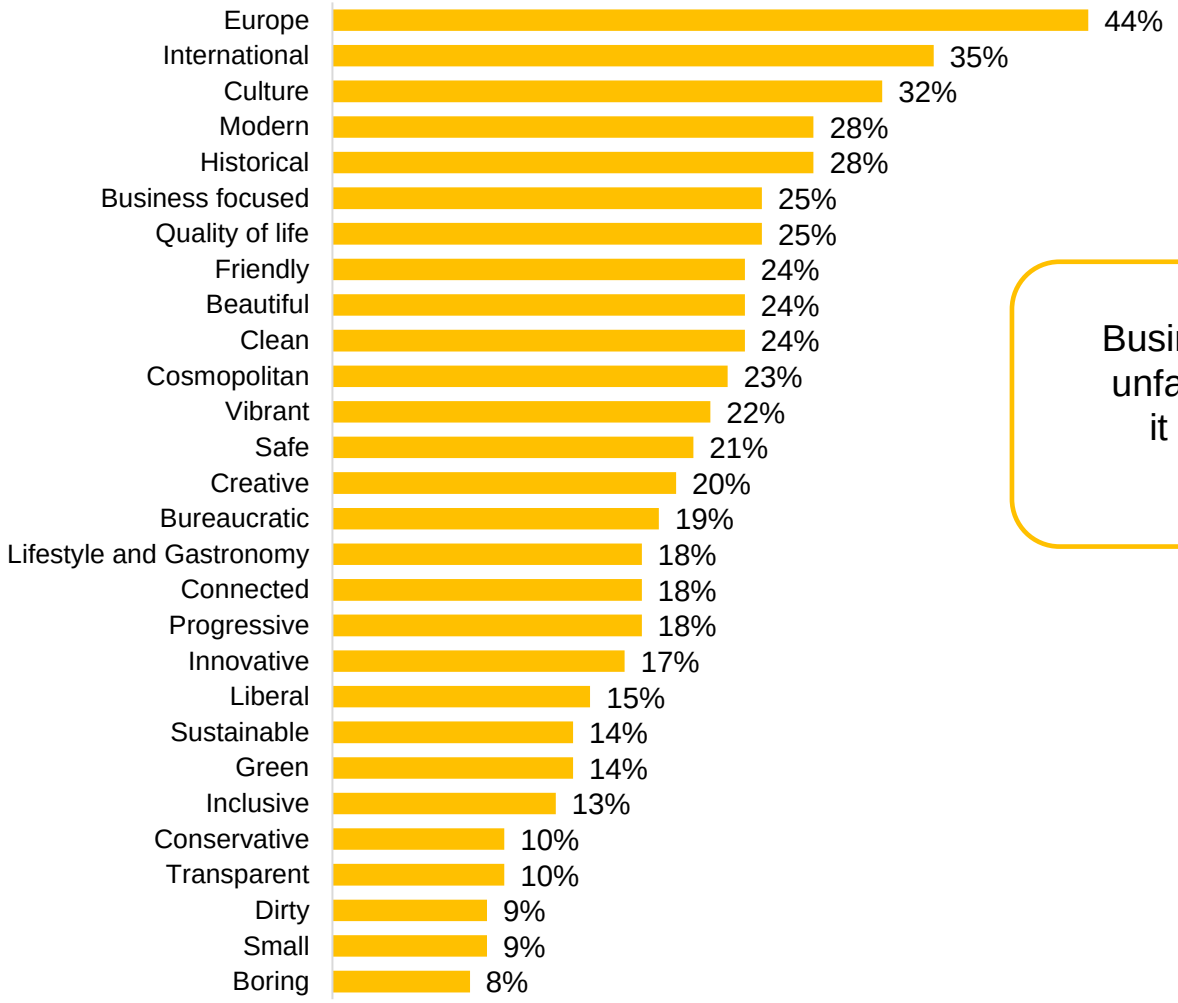
Q9. Which of the following words, if any, would you use to describe Brussels? (Select all that apply)
Base: General Population n=3500, T2B (Very/Somewhat well) n=1424, B2B (Just a little/Heard of) n=2036

Business Leaders overall describe Brussels as European, international, and cultural. Conversely, they least describe Brussels as dirty or boring.

Description Of Brussels, by Business Leaders



Business Leaders who are familiar and unfamiliar with Brussels also describe it as European, international, and cultural.

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Q9. Which of the following words, if any, would you use to describe Brussels? (Select all that apply)
Base: Business Leaders n=700, T2B (Very/Somewhat well) n=472, B2B (Just a little/Heard of) n=219

What is the relationship between Brussels and the European Union?

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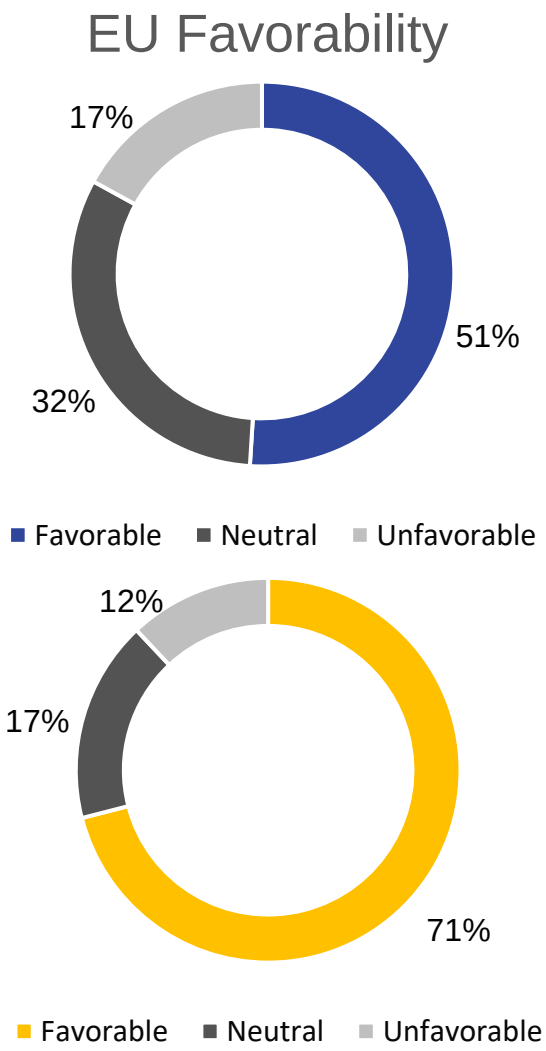
Business Leaders are more favorable towards the European Union. More than half of respondents in both audiences agree that the European Union and International Institutions are important to Brussels' economy and identity. There are no significant differences between the importance of European Union institutions and international institutions.



Gen Pop	Total
European Union institutions are important to the Brussels' economy Favorability	62%
European Union institutions are important to the Brussels' identity	56%
International institutions and associations are important to the Brussels' economy	63%
International institutions and associations are important to the Brussels' identity	55%

Business Leaders	
European Union institutions are important to the Brussels' economy Favorability	65%
European Union institutions are important to the Brussels' identity	60%
International institutions and associations are important to the Brussels' economy	65%
International institutions and associations are important to the Brussels' identity	62%

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Q20. How favorable or unfavorable an opinion do you have of European Union institutions? (T2B Strongly agree or Agree)
Q21. How much do you agree or disagree with the following statements: (T2B Strongly agree or Agree)
Base: General Population n=3500; Business Leaders n=700

What are respondents interested in learning about Brussels?

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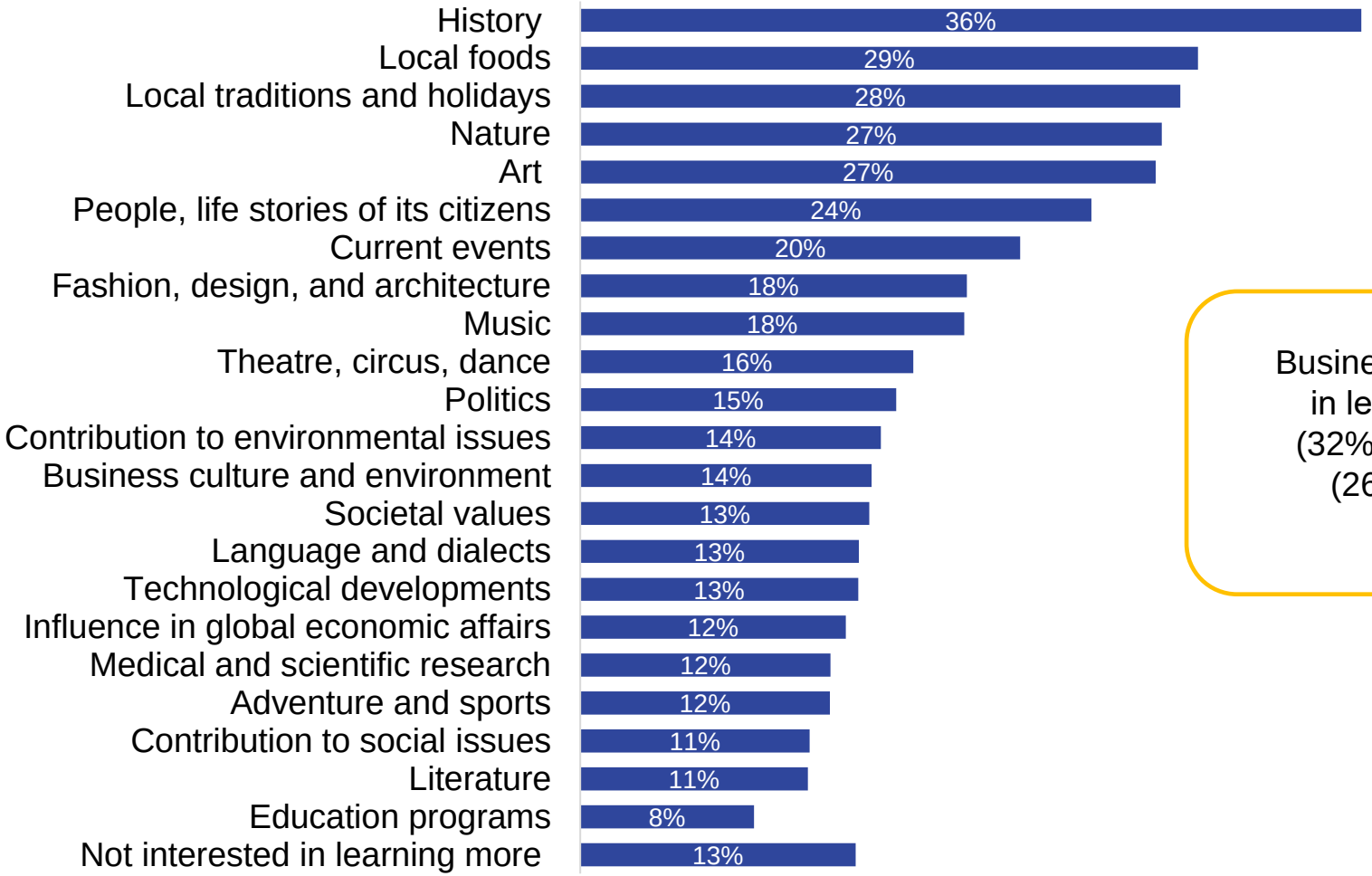
The General Population is most interested in learning about Brussels' history, local foods, and local traditions and holidays.

Areas Most Interested in Learning About Brussels



Business Leaders are most interested in learned about Brussels' history (32%), technological developments (26%), and local traditions and holidays (25%).

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Q16. In which areas, if any, are you most interested in learning about Brussels?
Base: General Population n=3,500 Business leaders n = 700

Attribute Importance and Performance

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Drivers Analysis Details

Our proprietary quantitative driver analysis model, **Ipsos BayesNet (IBN)**, goes beyond traditional regression analysis models to identify which variable(s), if changed, produce the greatest predicted impact on likelihood to visit/do business in Brussels.

The output from the IBN analysis:

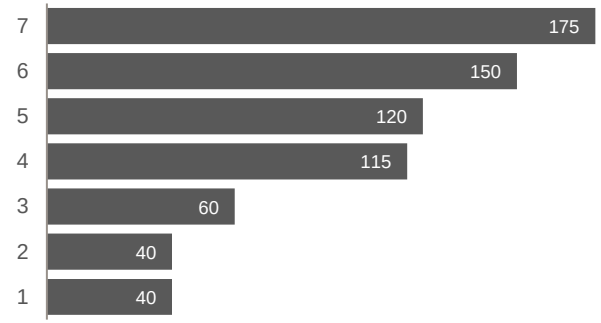
- Driver Impact Scores - How much impact each driver (attribute) has on likelihood to visit/do business in Brussels

In this analysis, we ran this statistical model to understand the drivers of likelihood to visit/do business in Brussels

For every 1-point improvement on performance, there is a corresponding increase for the attribute based on the Impact score.

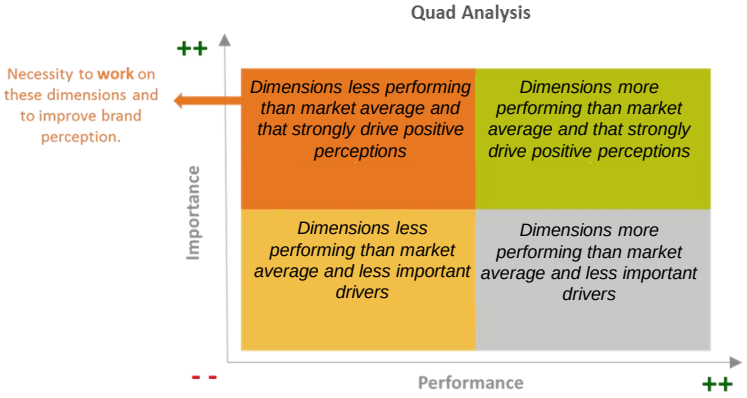
Driver Impact Scores

These identify *how much* impact each driver will have on the dependent variable.



Quad Analysis

These charts plot the results in a traditional quadrant chart to visually represent areas of strength that should be maintained, opportunities to be capitalized upon, growth opportunities where performance should be evaluated, and lower priority areas that should be monitored but not necessarily focused on.



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What has the greatest impact at driving the likelihood to visit/do business in Brussels?

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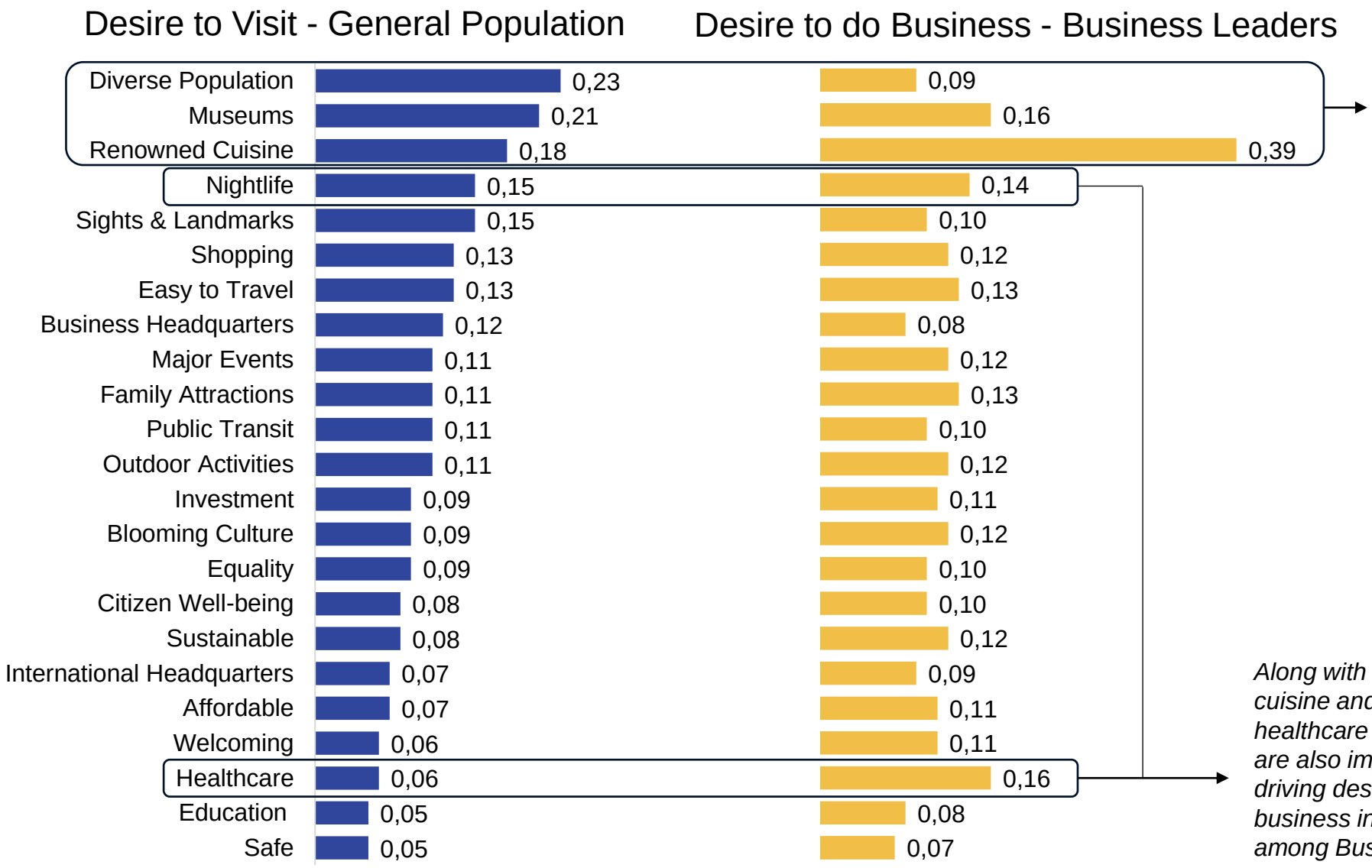
Renowned cuisine and museums are important drivers among both General Population and Business leaders' desire to visit / do business in Brussels.



Among the Gen Pop audience, diverse populations, museums, and renowned cuisine drive desire to visit in Brussels. Renowned cuisine and museums are also effective in driving desire to do business among Business leaders; however, having a diverse population is less important among this audience.

Along with renowned cuisine and museums, healthcare and nightlife are also important in driving desire to do business in Brussels among Business leaders.

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Attribute Driver importance differs based on the market, among the General Population, “Having a diverse population” is a top driver in Italy and Belgium, but not a top driver in France, Spain, the UK and Germany.

Driver	Total Genpop	Belgium	France	Spain	UK	Germany	Italy	Netherlands
Having a diverse population	0.23	0.2	0.07	0.08	0.1	0.1	0.27	0.19
Having many museums	0.21	0.19	0.19	0.12	0.13	0.13	0.15	0.05
Having world renowned cuisine	0.18	0.11	0.04	0.16	0.2	0.08	0.12	0.07
Having many quality sights and landmarks	0.15	0.14	0.1	0.11	0.17	0.09	0.13	0.08
Having good nightlife	0.15	0.07	0.08	0.32	0.19	0.08	0.12	0.07
Is easy to travel to and from	0.13	0.15	0.09	0.06	0.09	0.15	0.12	0.09
Having good shopping	0.13	0.11	0.08	0.3	0.13	0.16	0.12	0.11
Being headquarters for well-respected global businesses	0.12	0.11	0.07	0.11	0.09	0.11	0.14	0.06
Having major events and conventions	0.11	0.19	0.04	0.07	0.07	0.08	0.07	0.06
Having many quality family attractions	0.11	0.12	0.08	0.15	0.16	0.05	0.19	0.05
Having many quality parks and outdoor activities	0.11	0.1	0.18	0.12	0.18	0.08	0.17	0.13
Having effective public transit	0.11	0.07	0.09	0.12	0.11	0.1	0.11	0.07
Is a good city to invest in	0.09	0.13	0.14	0.11	0.11	0.15	0.14	0.13
Promoting equality	0.09	0.13	0.06	0.13	0.1	0.07	0.16	0.1
Blooming start-up and innovation culture	0.09	0.08	0.07	0.12	0.15	0.09	0.12	0.3
Caring about the well-being of their citizens	0.08	0.12	0.08	0.34	0.12	0.15	0.23	0.12
Promoting sustainable practices	0.08	0.09	0.06	0.12	0.12	0.09	0.11	0.08
Being headquarters for international institutions	0.07	0.11	0.1	0.05	0.08	0.07	0.08	0.07
Is an affordable place to live	0.07	0.07	0.06	0.07	0.25	0.1	0.16	0.07
Is a welcoming city	0.06	0.22	0.07	0.15	0.26	0.11	0.24	0.08
Having access to quality healthcare	0.06	0.08	0.08	0.09	0.1	0.06	0.08	0.07
Having high-quality education for all	0.05	0.09	0.13	0.12	0.11	0.08	0.11	0.1
Being safe to live in	0.05	0.09	0.08	0.09	0.16	0.05	0.12	0.04

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How does Brussels perform on these attributes among the General Population?

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Cities

Brussels, Belgium
Antwerp, Belgium
Amsterdam, Netherlands
Geneva, Switzerland
Frankfurt, Germany
Copenhagen, Denmark
Vienna, Austria
Barcelona, Spain
The Hague, Netherlands
Berlin, Germany
Lille, France
Lyon, France
Luxembourg
London, UK
Dublin, Ireland
Washington D.C., USA

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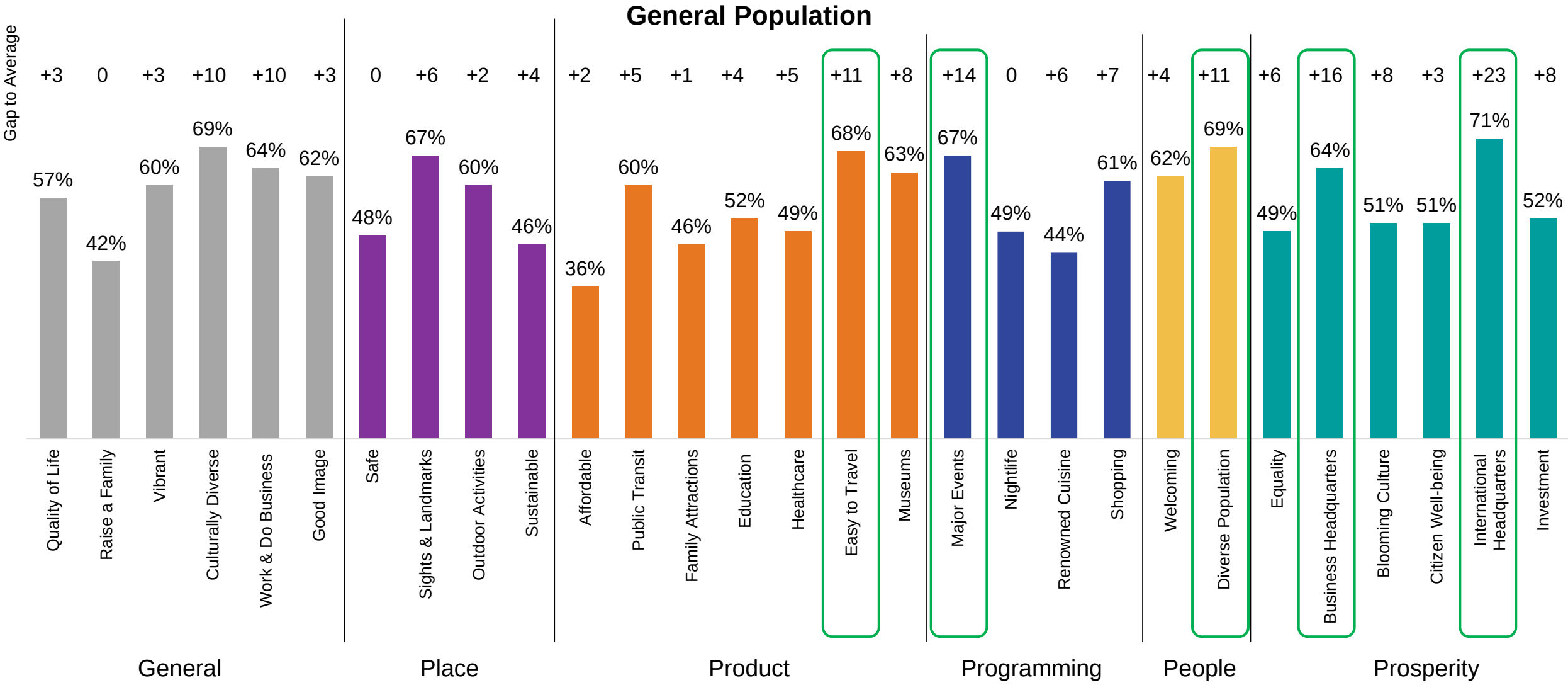
Among the General Population, Brussels performs above the competitive nations average on most attributes. It significantly leads most on being headquarters for international institutions.



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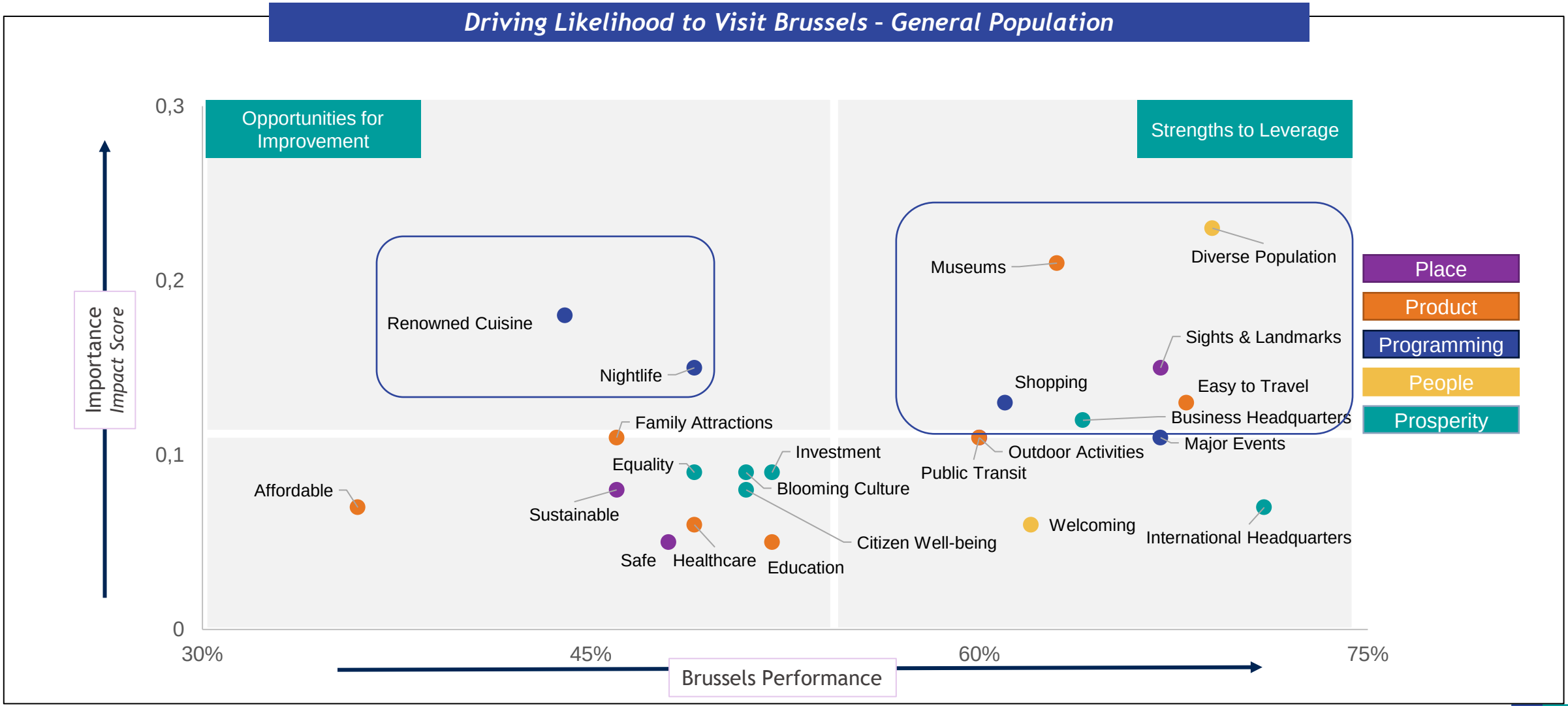
Q10, Q11, Q12, Q13, Q14, Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500

For every 1 point improved on “Diverse Population,” there is a 0.23 increase in likelihood to visit Brussels, among the General Population.



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Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500

How does Brussels perform on these attributes among Business Leaders?

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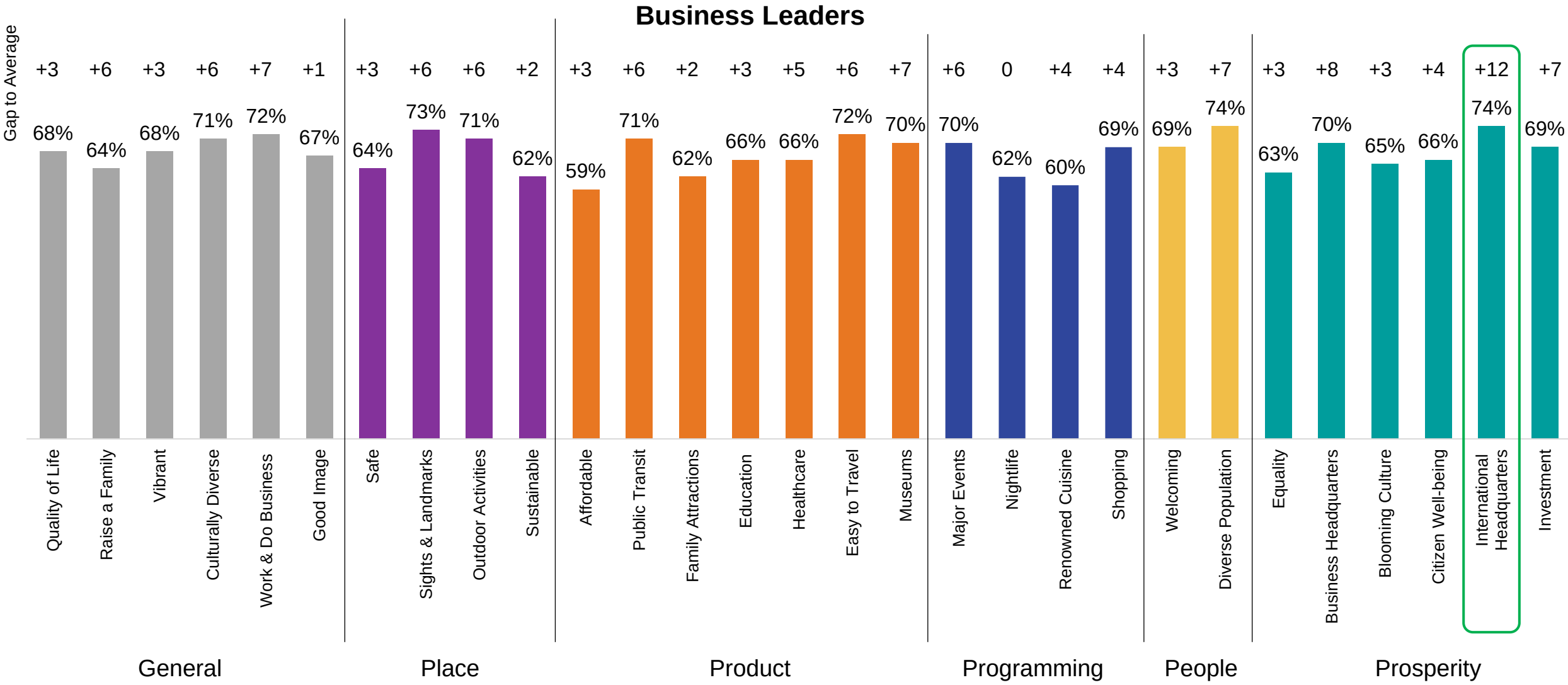
Among Business Leaders, Brussels performs above the competitive nations average on almost all attributes. It leads most on being headquarters for international institutions.



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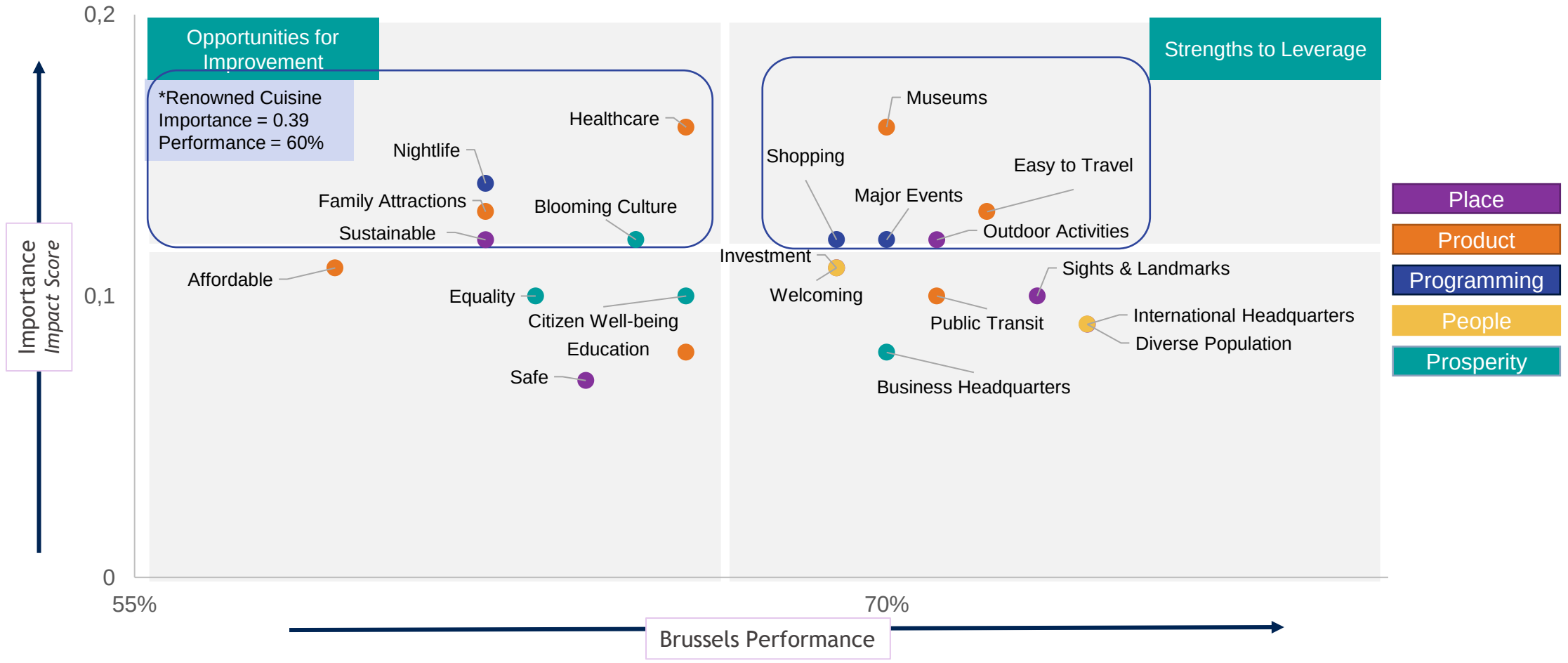
Q10, Q11, Q12, Q13, Q14, Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: Business Leaders n=700

Among the Business Leader audience, for every 1 point improved on “having world renowned cuisine,” there is a 0.39 increase in likelihood to do business Brussels, among the Business Leaders.

Driving Likelihood to do business in Brussels - Business Leaders



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Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: Business Leaders n=700 *Note: Renowned Cuisine is not shown on the chart due to the scale visibility

How does Brussels perform on these attributes compared to other cities?

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General Attributes

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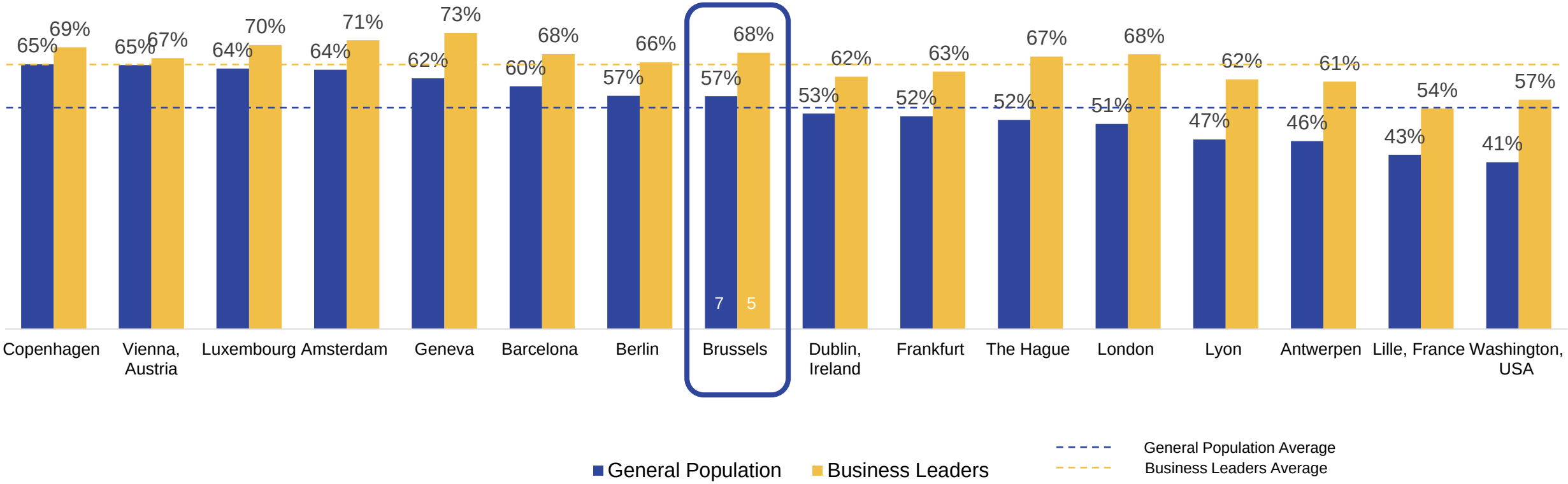
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, and Luxembourg in both audiences. Brussels lags Vienna and Barcelona among the General Population audience.

Their quality of life

T2B Very/Fairly Well



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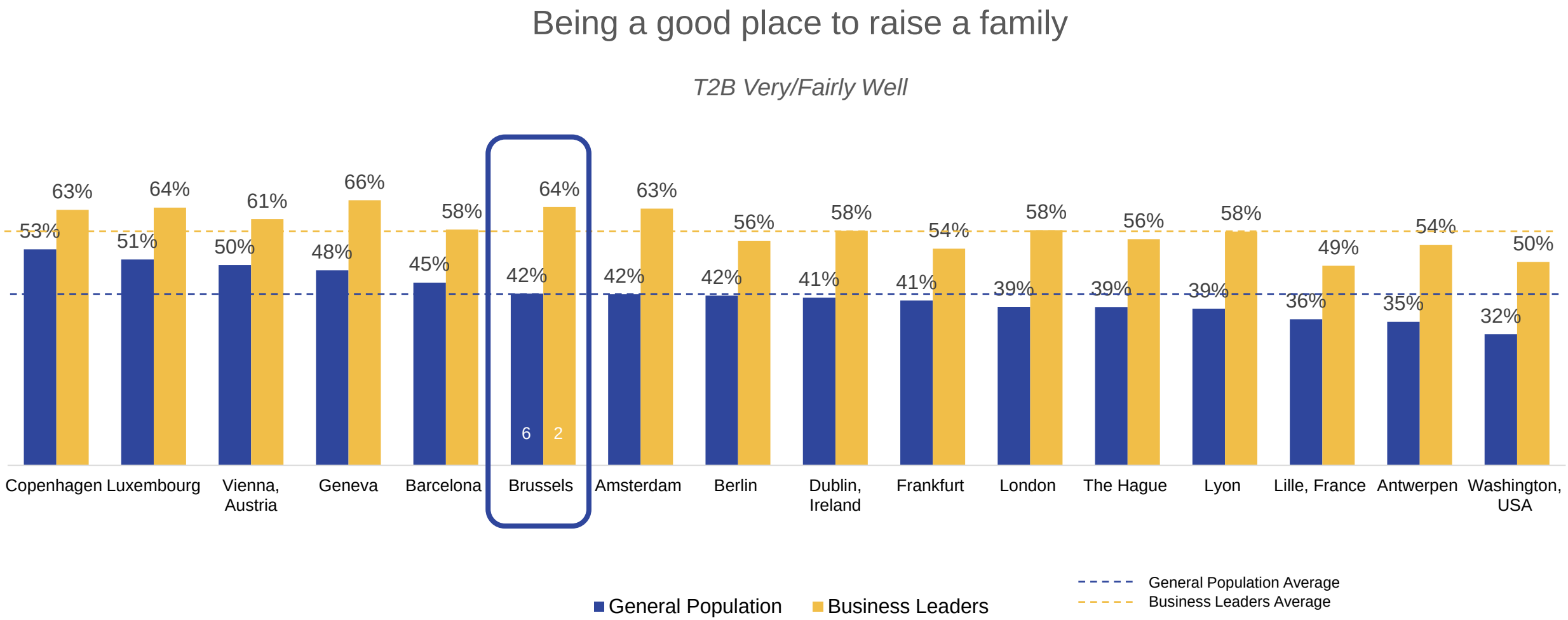
Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels on par with the average for the General Population and above average for Business Leaders. Brussels lags Geneva in both audiences. Brussels lags Copenhagen, Vienna, Barcelona, and Luxembourg among the General Population audience.



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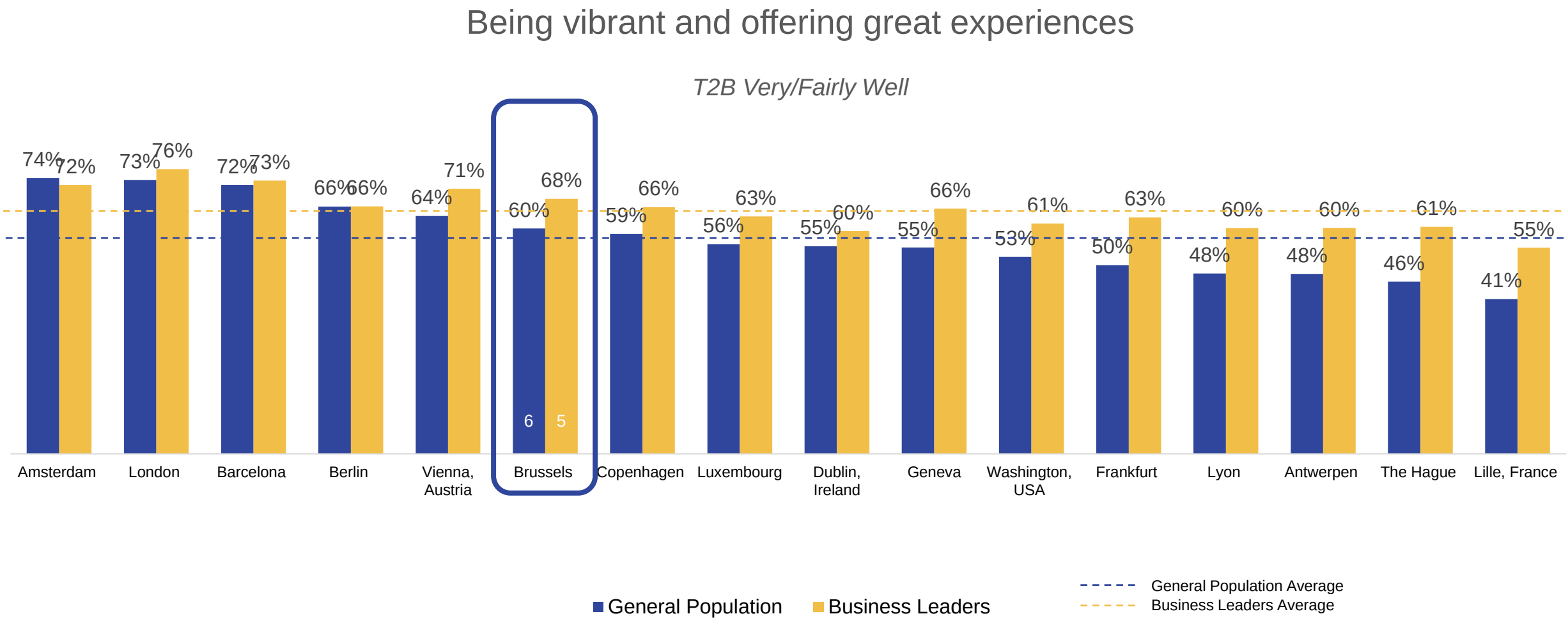
Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Vienna, Barcelona, and London in both audiences. Brussels lags Berlin among the General Population audience.



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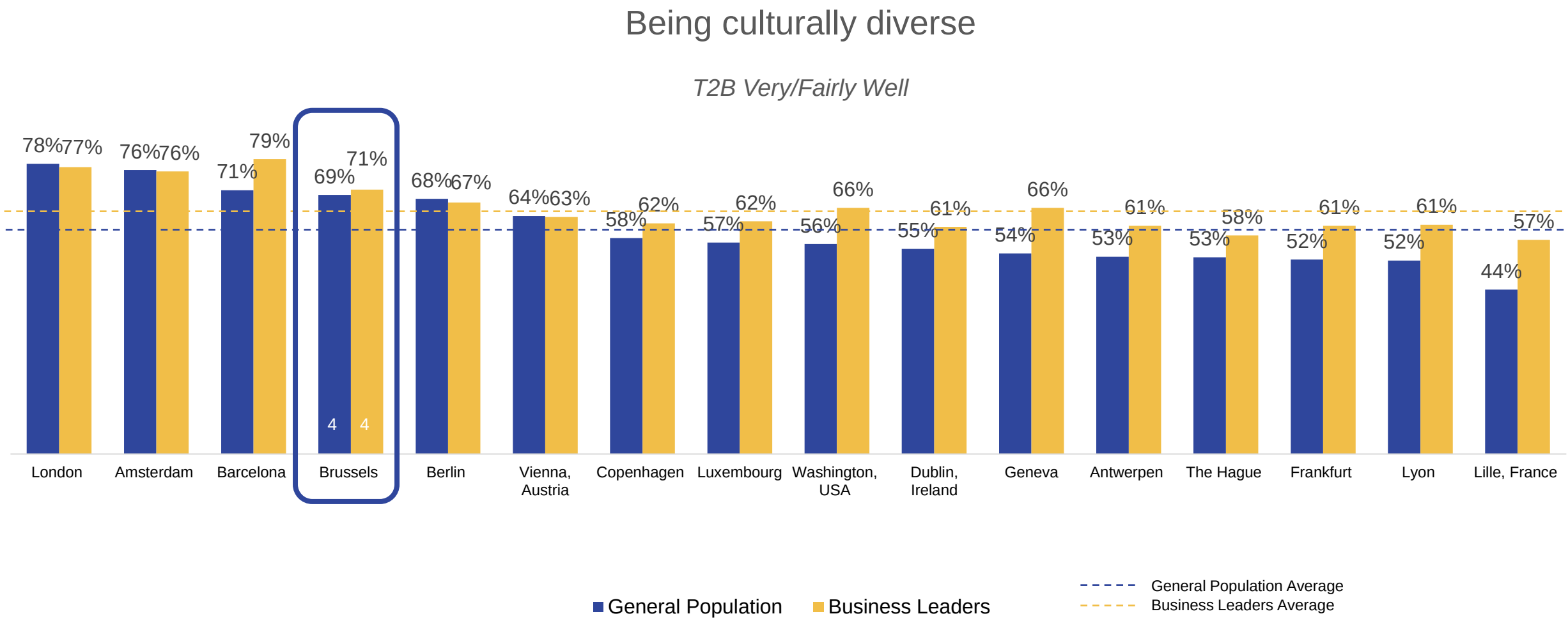
Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

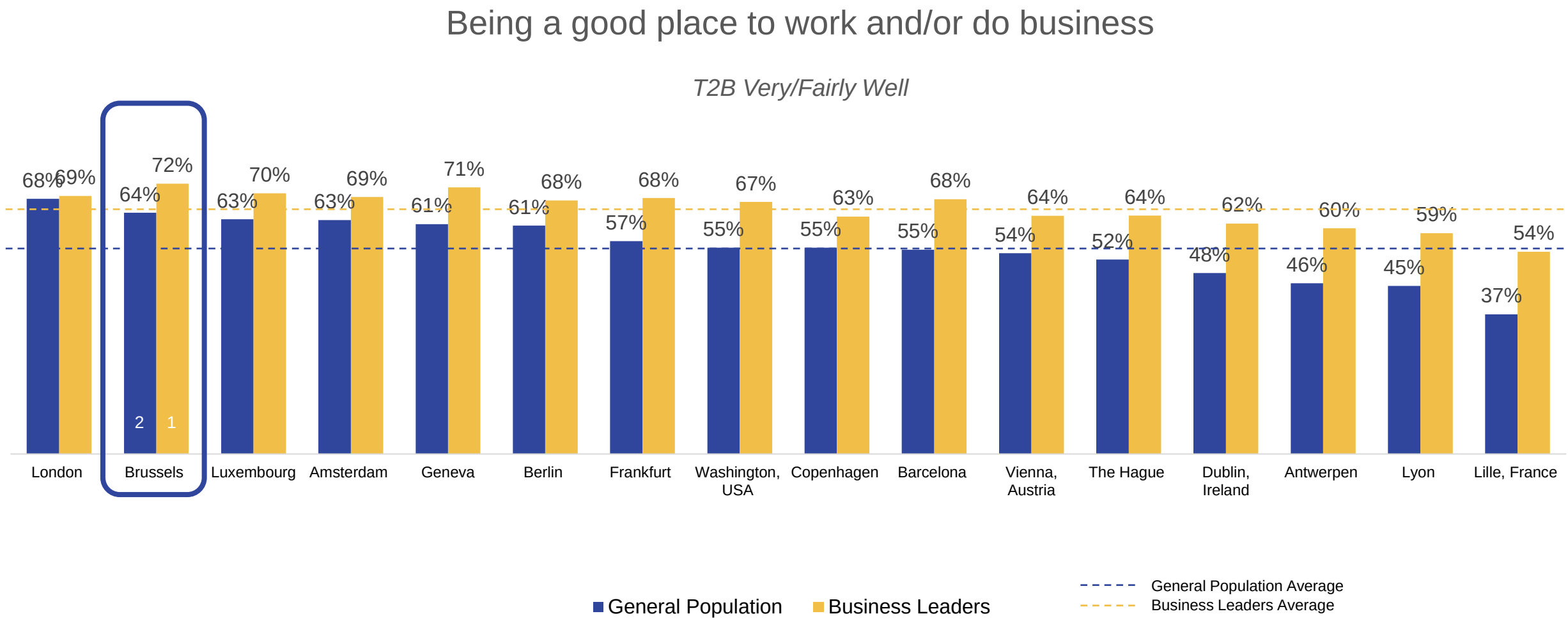
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Barcelona, and London in both audiences.



 © Ipsos

Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

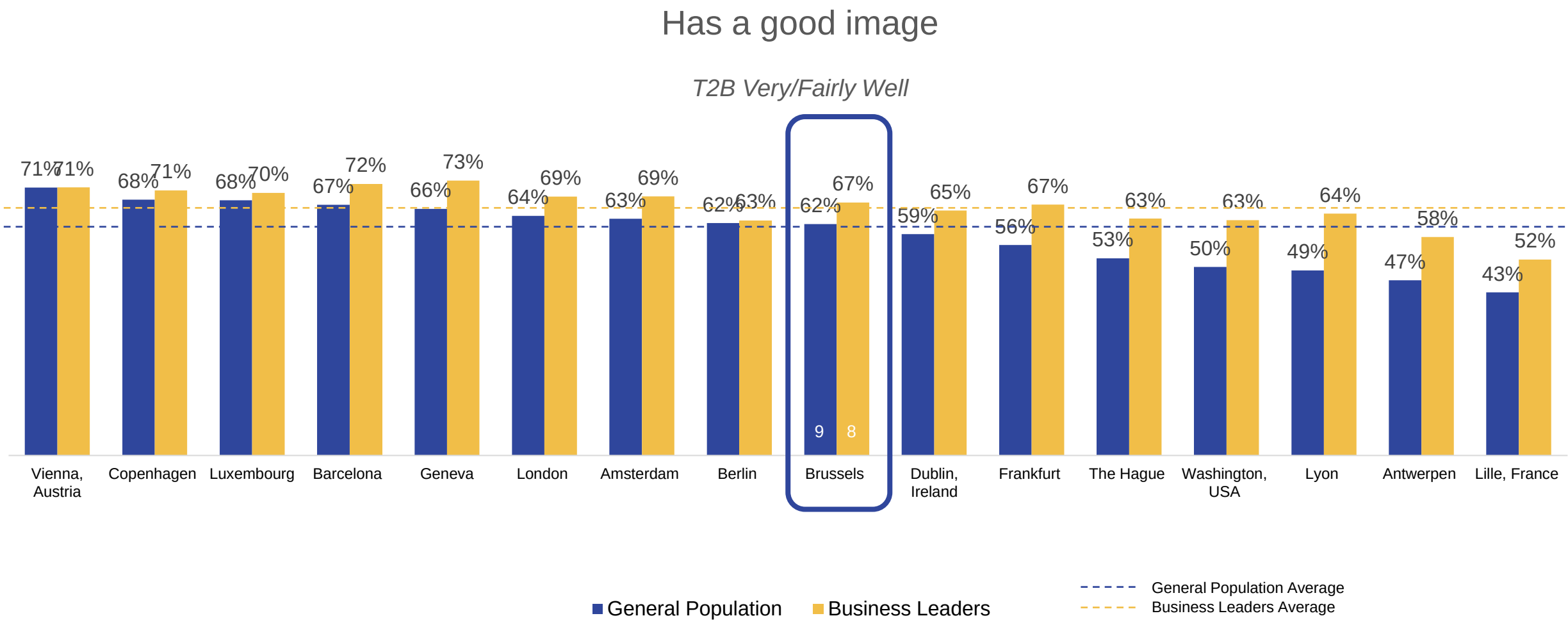
Brussels is above the average for both the General Population and Business Leaders. Brussels lags London among the General Population audience.



 © Ipsos

Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, Vienna, Barcelona, Luxembourg, and London in both audiences.



 © Ipsos

Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Place Attributes

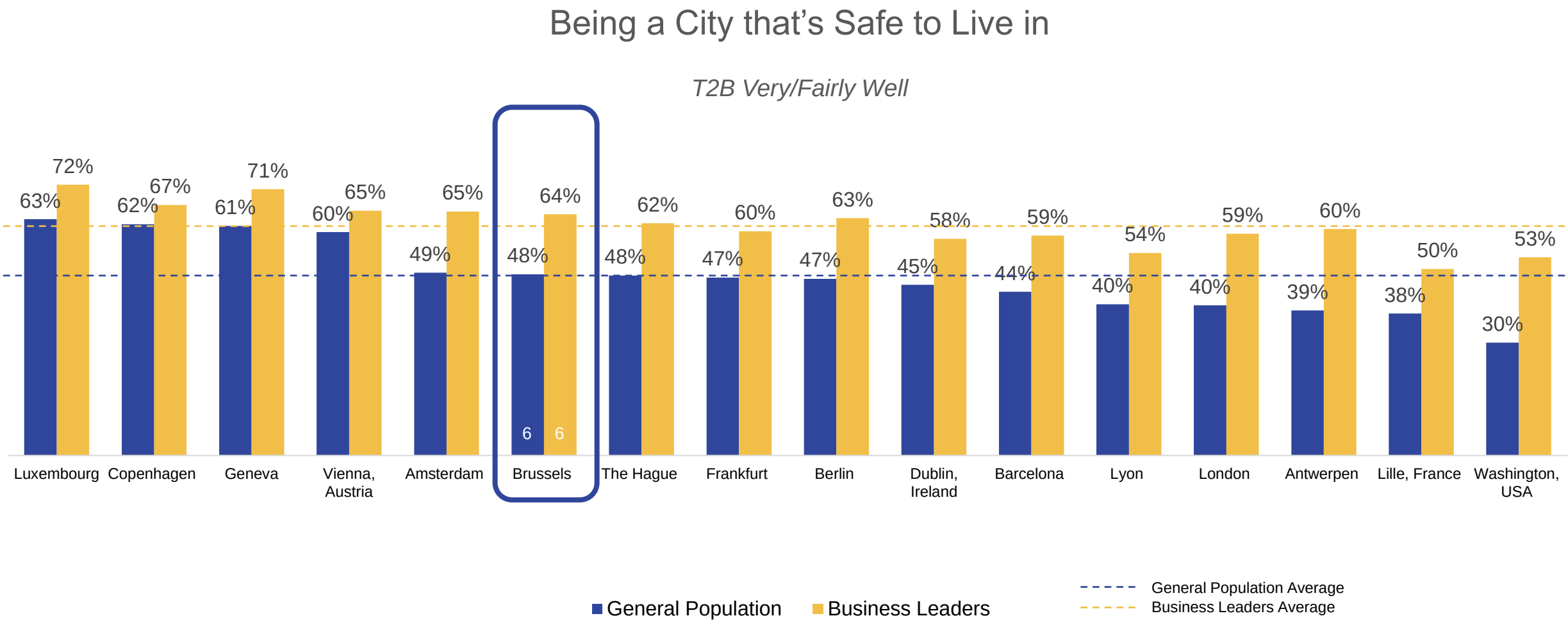
 © Ipsos

Place Attributes Key Takeaways

- Among the General Population and Business Leaders, Brussels is most highly rated for having many quality sights and landmarks.
- Brussels performs at or above the competitive country average on all attributes in both audiences.
- Among both audiences, Brussels is least recognized for promoting sustainability practices.

 © Ipsos

Brussels on par with the average for the General Population and above average for Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, Vienna, and Luxembourg in both audiences.



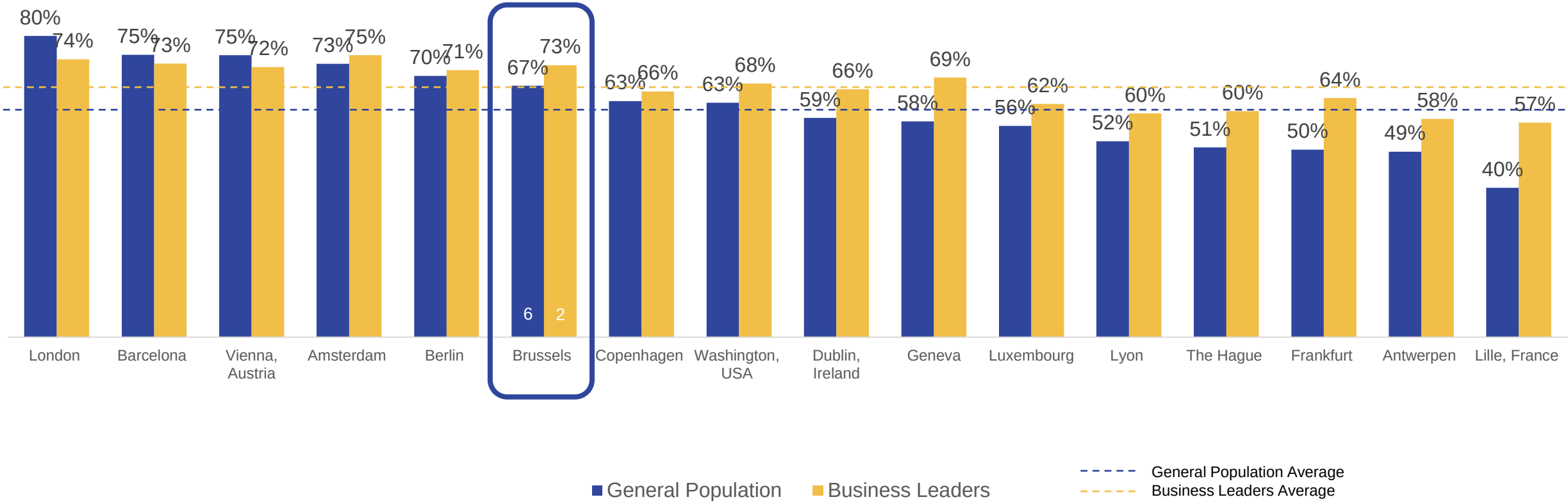
 © Ipsos

Q11. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and London in both audiences. Brussels lags Vienna, Barcelona, and Berlin among the General Population audience.

Having many quality sights and landmarks

T2B Very/Fairly Well



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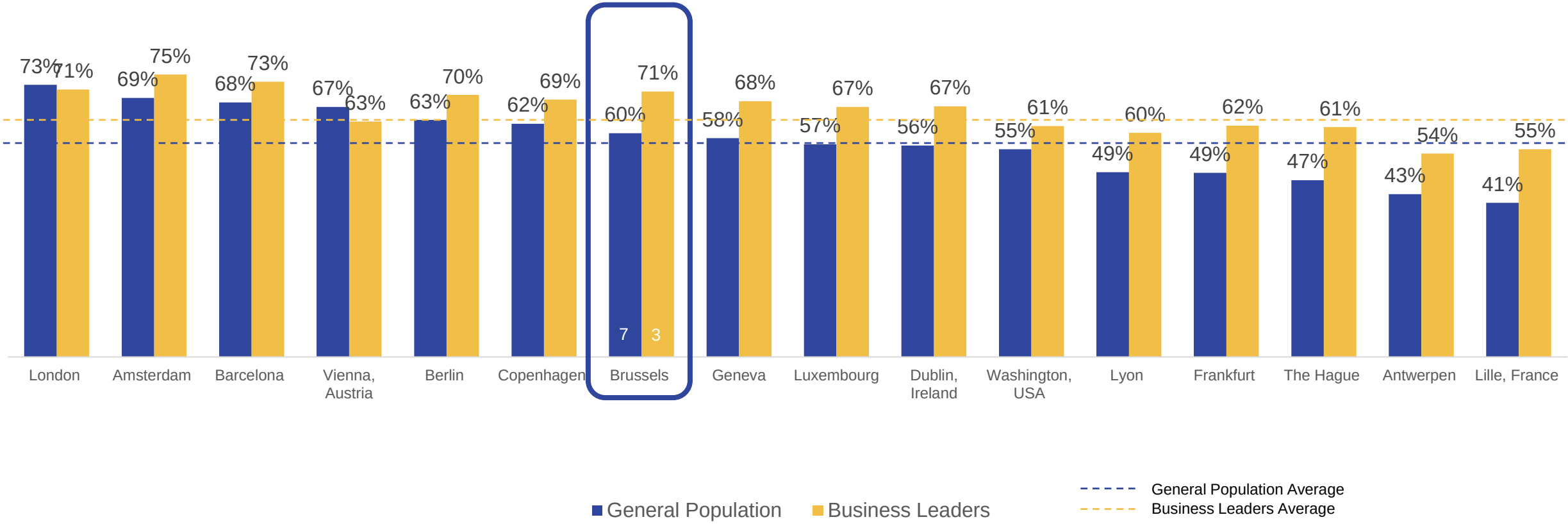
Q11. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and Barcelona in both audiences. Brussels lags Copenhagen, Vienna, Berlin, and London among the General Population audience.

Having many quality parks and outdoor activities

T2B Very/Fairly Well



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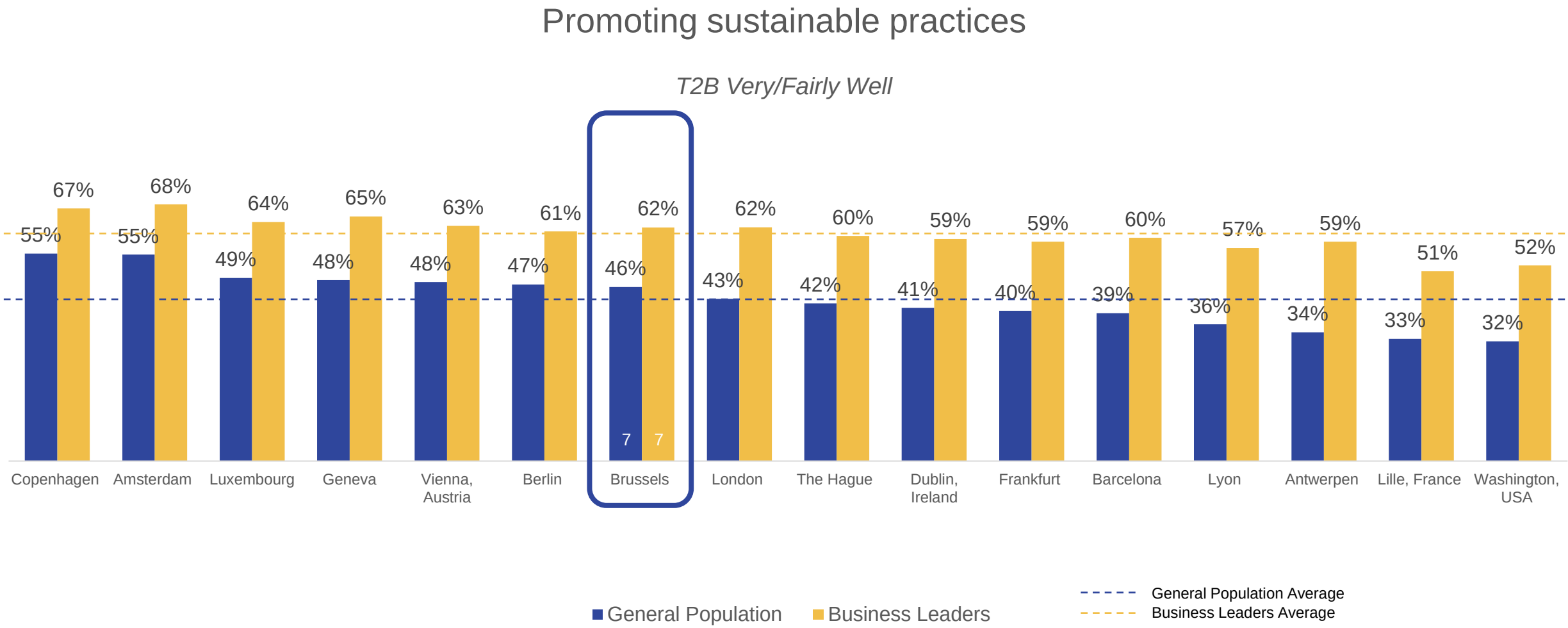
Q11. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, Vienna, and Luxembourg in both audiences. Brussels lags Berlin among the General Population audience.



 © Ipsos

Q11. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Product Attributes

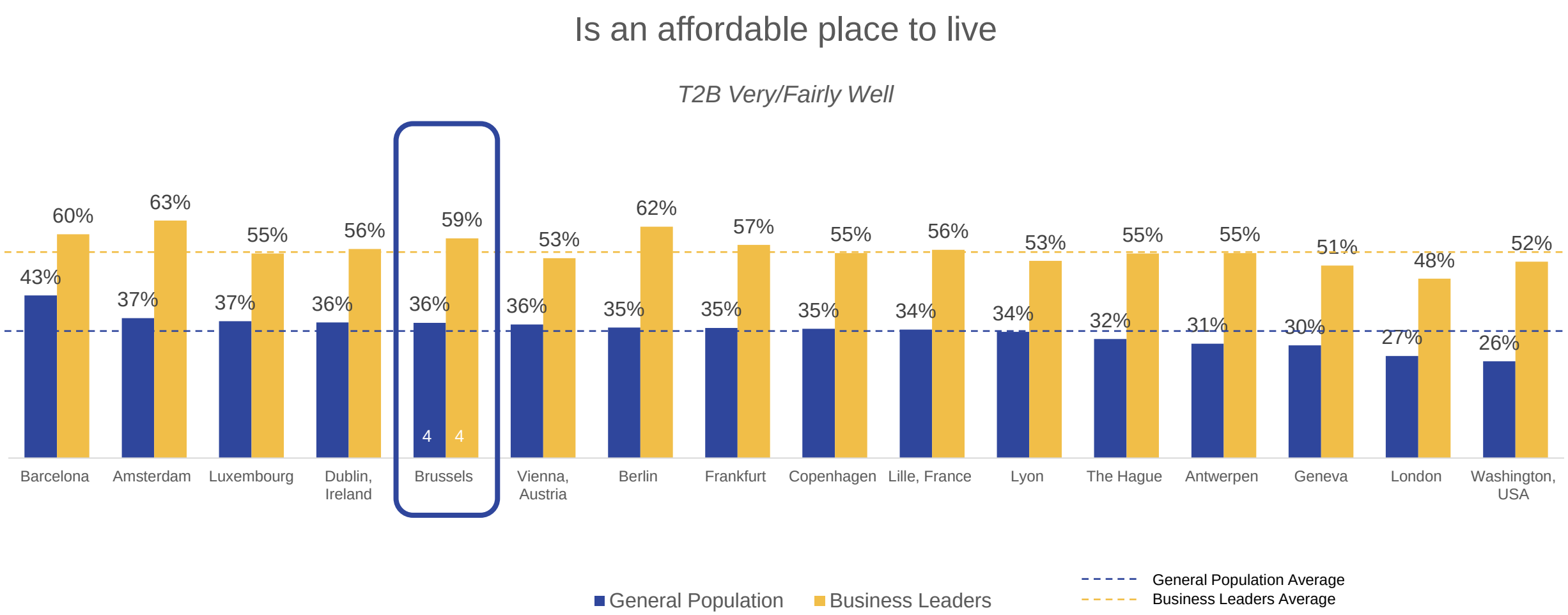
 © Ipsos

Product Attributes Key Takeaways

- Among the General Population and Business Leaders, Brussels is most highly rated for being easy to travel to and from.
- Brussels performs at or above the competitive country average on all attributes in both audiences.
- Among both audiences, Brussels is least recognized for being an affordable place to live.
- Brussels typically trails Amsterdam, Barcelona, Berlin, or London in both audiences on product attributes.

 © Ipsos

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and Barcelona in both audiences. Brussels lags Luxembourg among the General Population audience and Berlin among Business Leaders.



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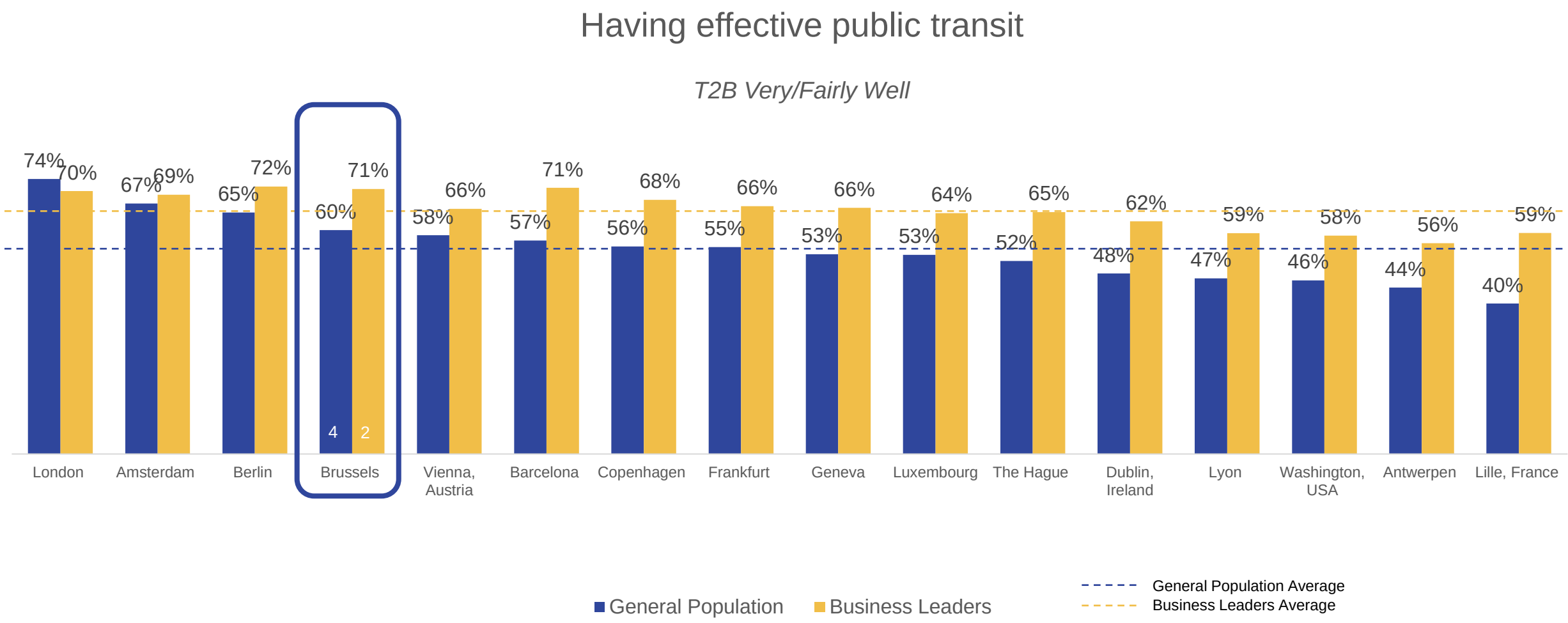
Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

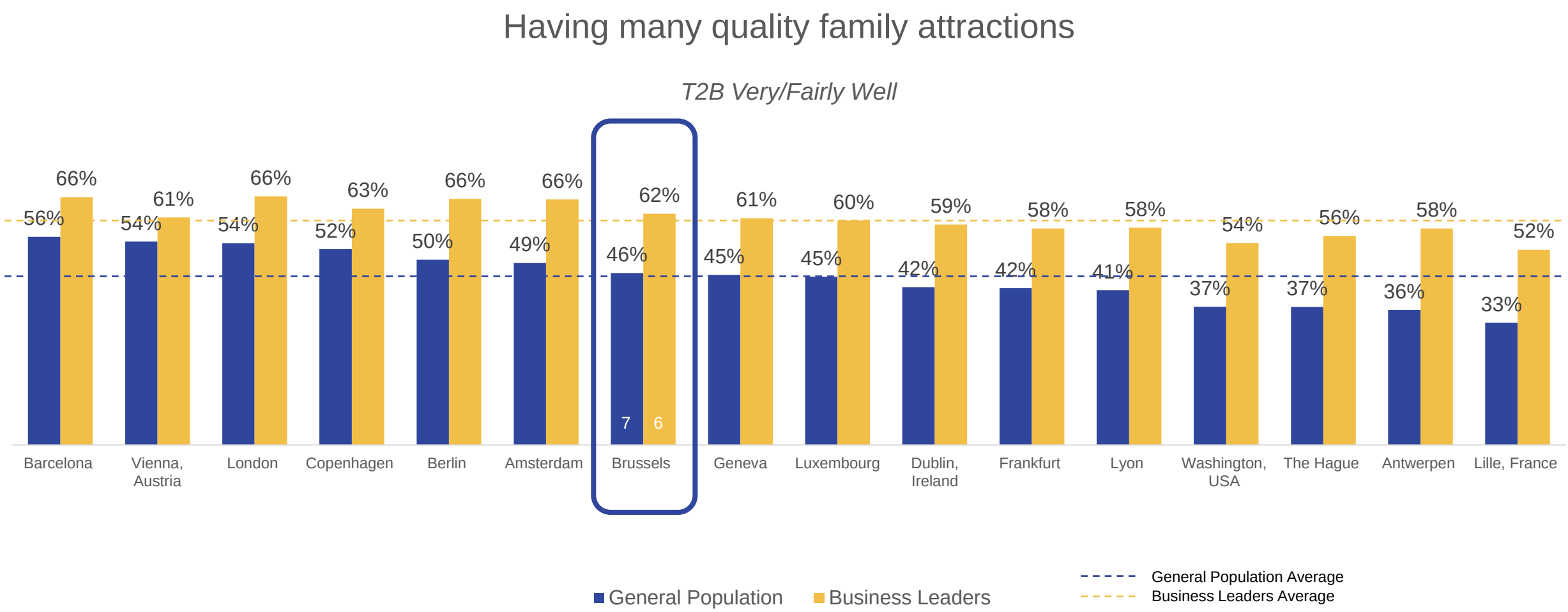
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Berlin in both audiences. Brussels lags Amsterdam and London among the General Population audience.



 © Ipsos

Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Copenhagen, Barcelona, Berlin, and London in both audiences. Brussels lags Vienna among the General Population audience.



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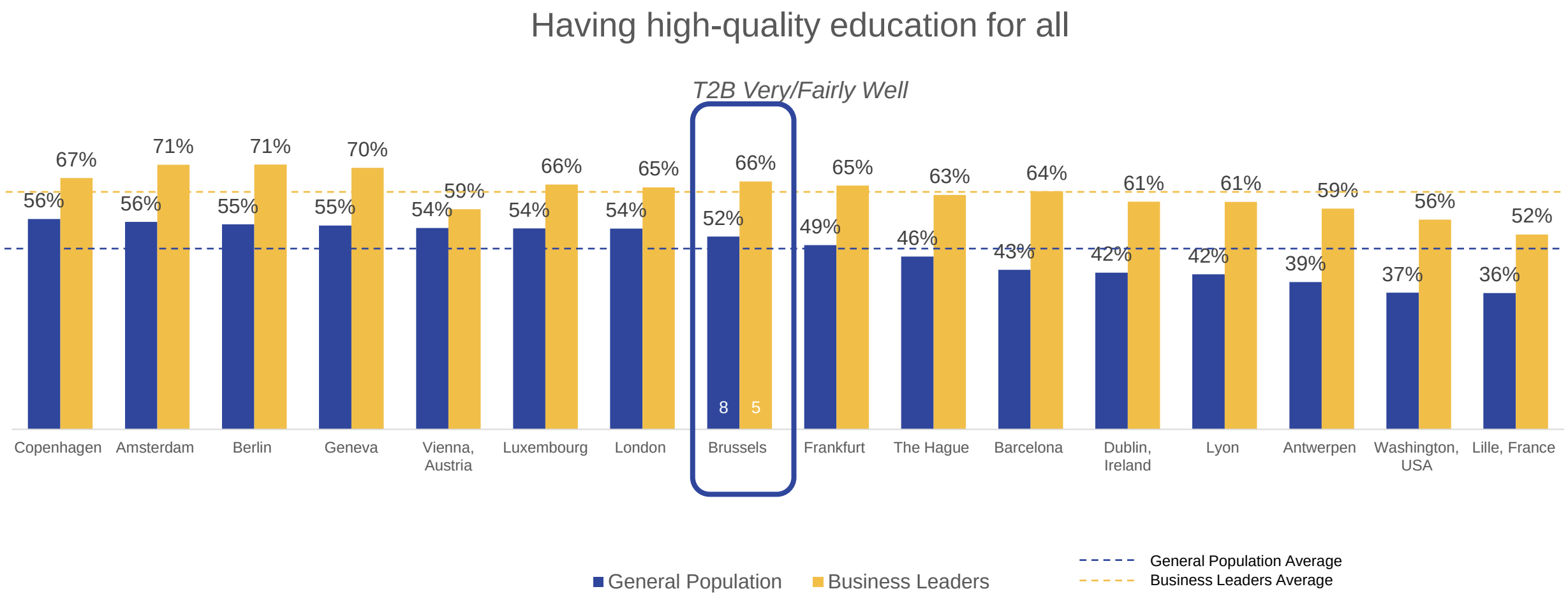
Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, and Berlin in both audiences. Brussels lags Vienna, Luxembourg, and London among the General Population audience.



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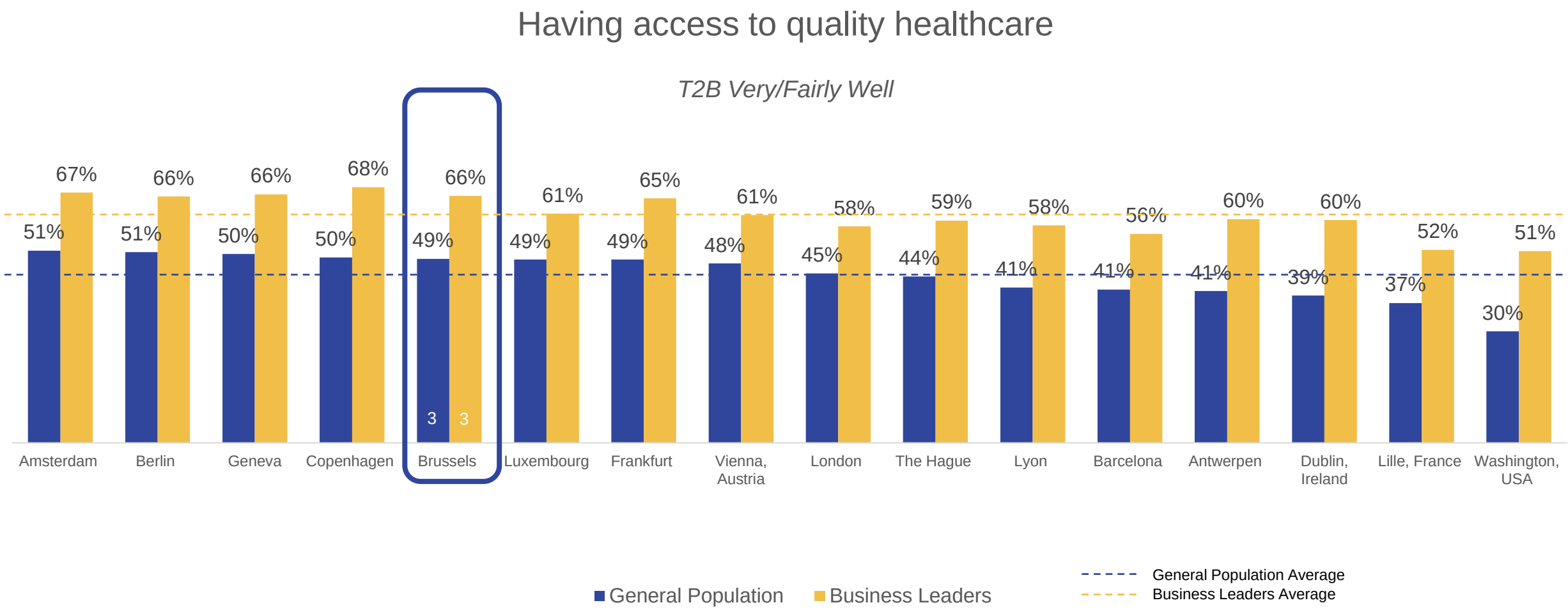
Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

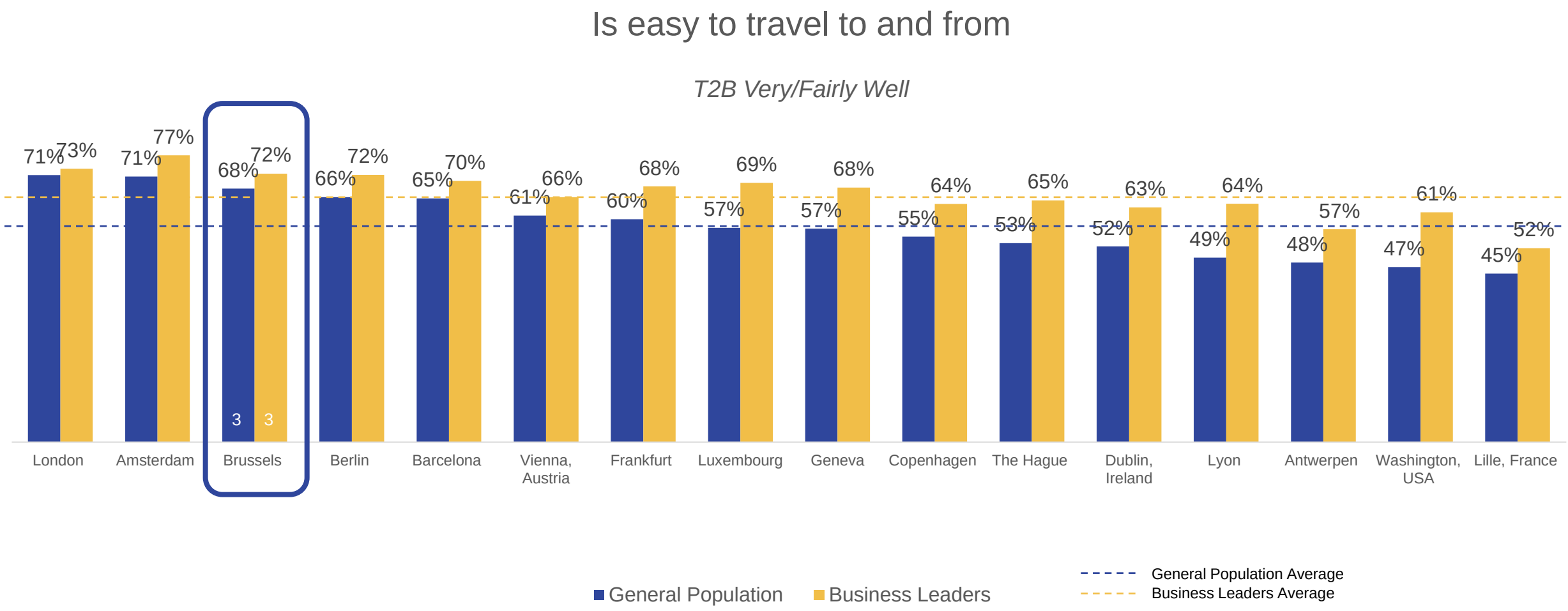
Brussels is above the average for both the General Population and Business Leaders. Brussels still lags Amsterdam and Copenhagen in both audiences. Brussels lags Geneva and Berlin among the General Population audience.



 © Ipsos

Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and London in both audiences.



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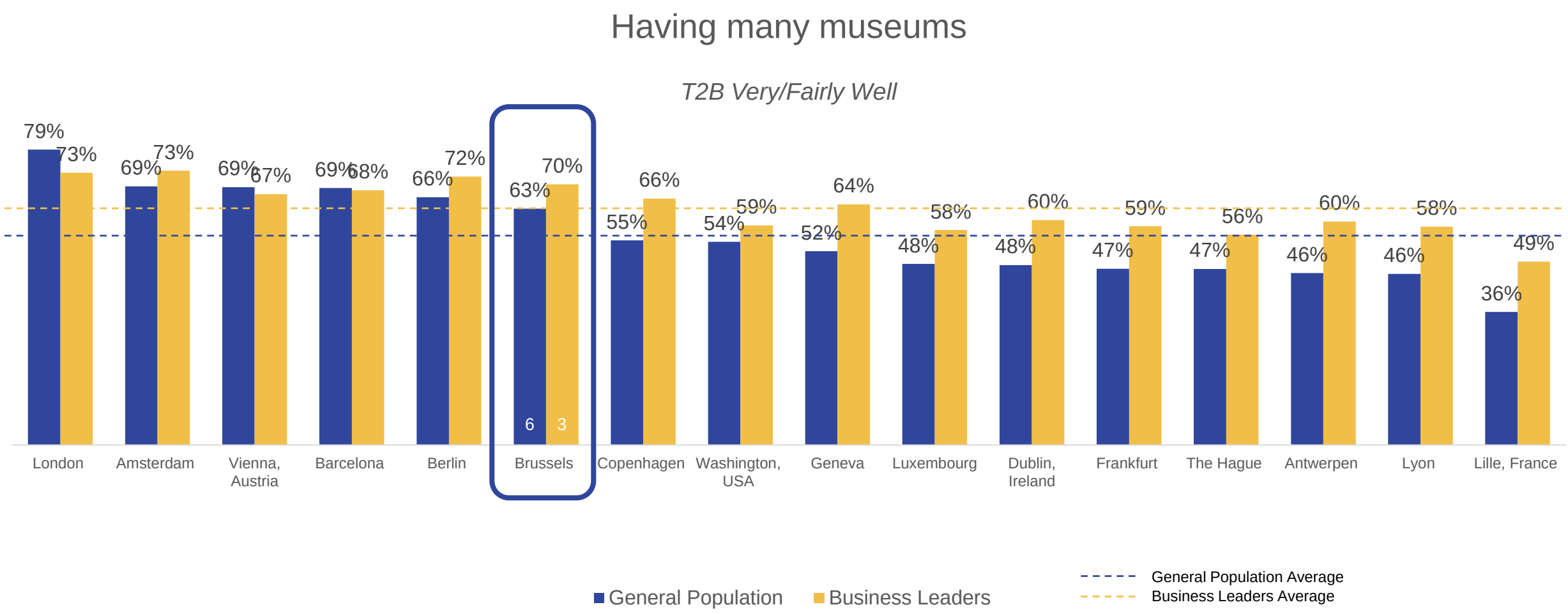
Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels still lags Amsterdam, Berlin, and London in both audiences. Brussels lags Vienna and Barcelona among the General Population audience.



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Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Programming Attributes

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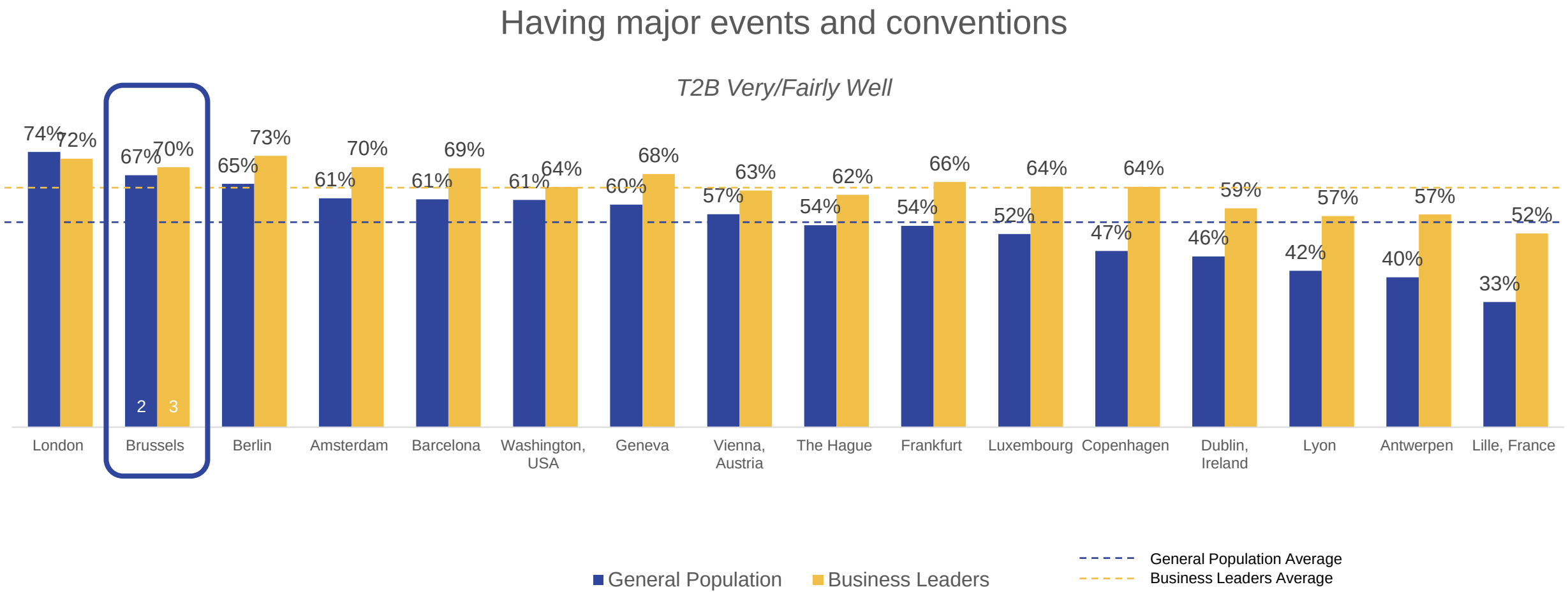
Programming Attributes Key Takeaways

- Among the General Population (67%) and Business Leaders (70%), Brussels is most highly rated for having major events and conferences.
- Brussels is least recognized for having world renowned cuisine in both audiences.
- Brussels performs at or above the competitive country average on all attributes in both audiences.
- Brussels typically trails Barcelona or London in both audiences on programming attributes.

 © Ipsos

Brussels is above the average for both the General Population and Business Leaders. Brussels lags London in both audiences. Brussels lags Berlin among Business Leaders.



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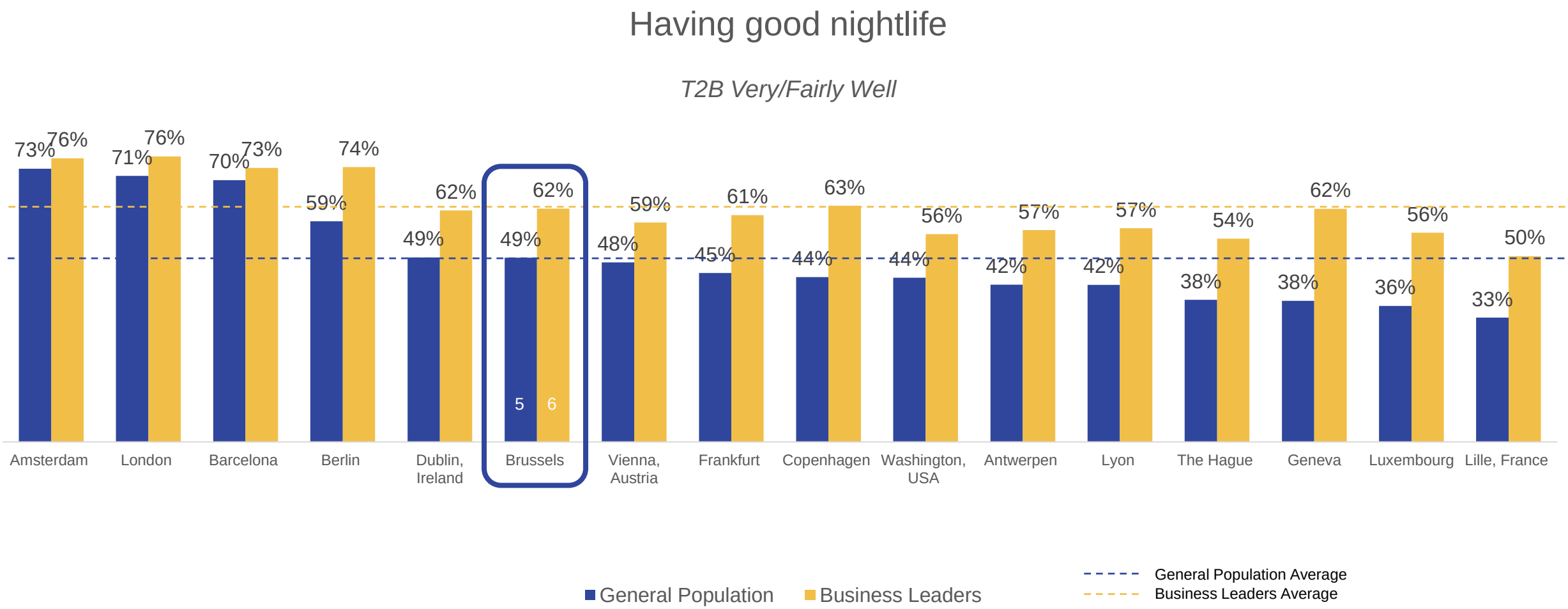
Q13. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

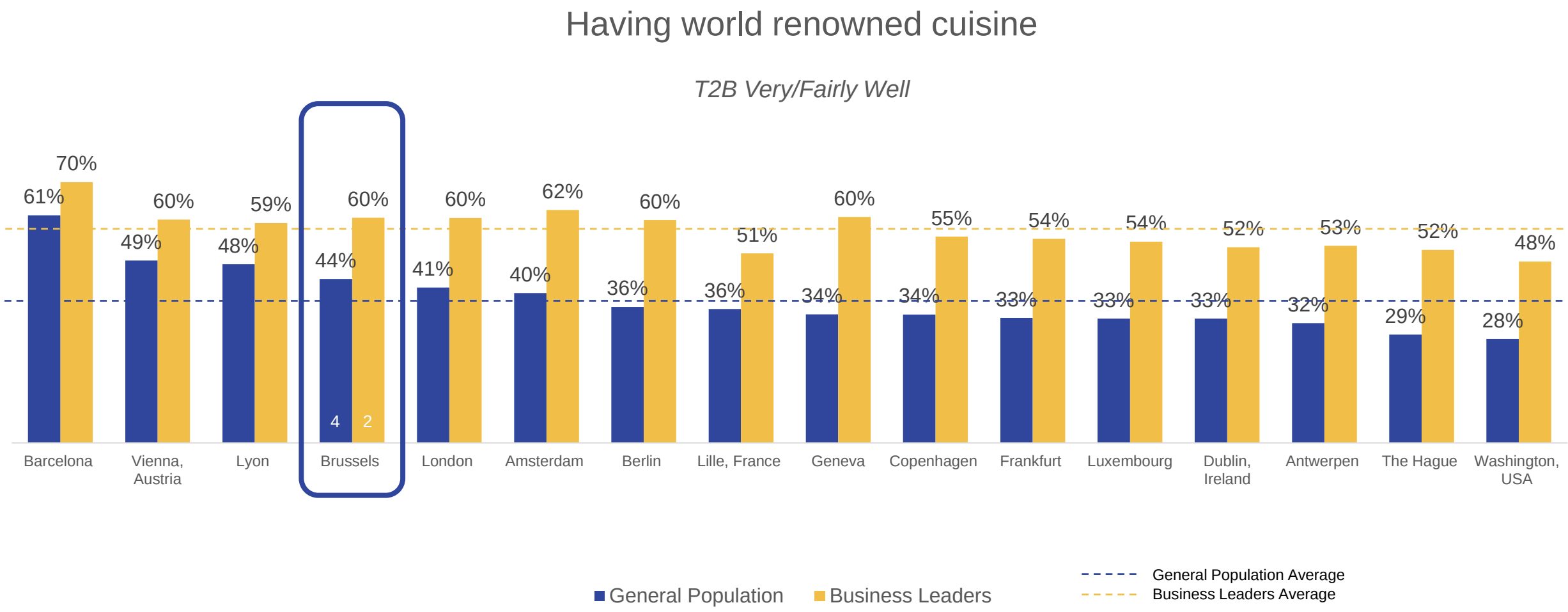
Brussels is on par with the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Barcelona, Berlin, and London in both audiences. Brussels lags Copenhagen among Business Leaders.



 © Ipsos

Q13. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Barcelona in both audiences. Brussels lags Vienna and Lyon among the General Population audience and Amsterdam among Business Leaders.



 © Ipsos

Q13. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Barcelona, and London in both audiences.

 © Ipsos

Q13. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

People Attributes

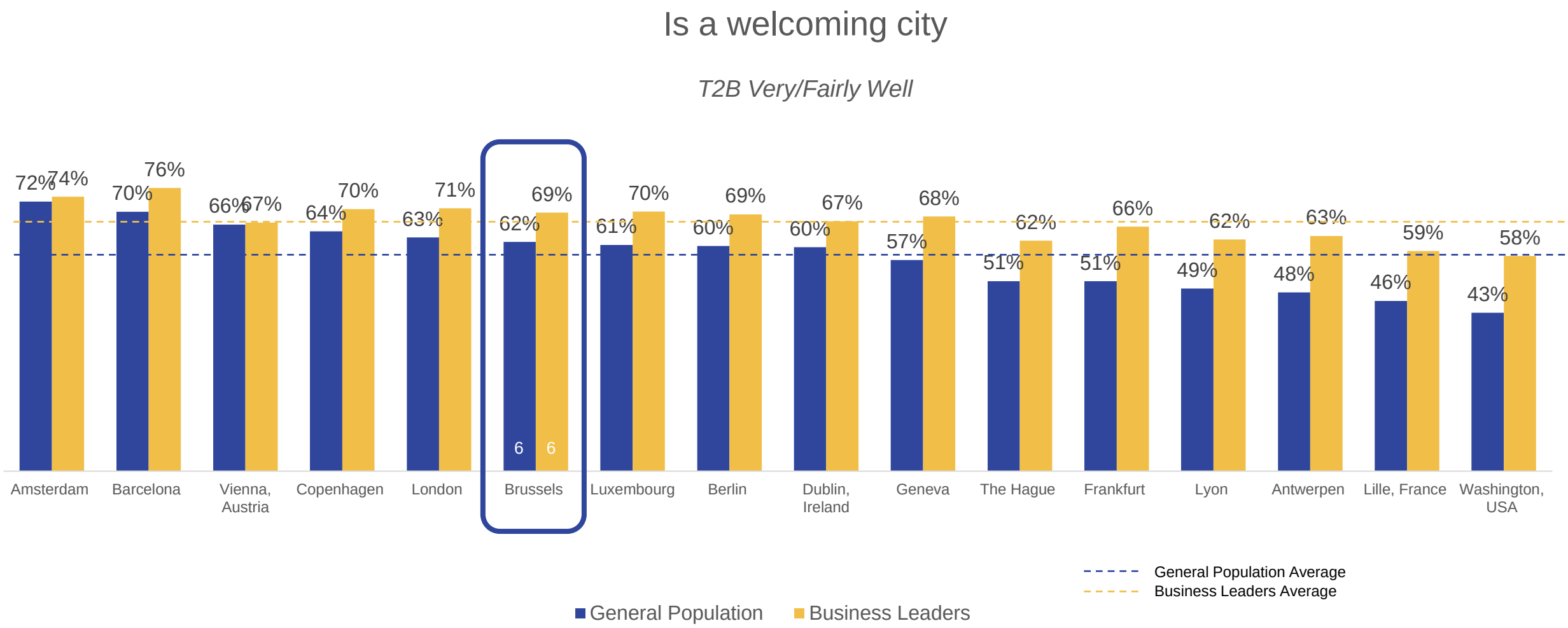
 © Ipsos

People Attributes Key Takeaways

- Among the General Population and Business Leaders, Brussels is mostly known for having a diverse population.
- Brussels performs at or above the competitive country average on both attributes in Gen Pop and Business Leaders.
- Brussels trails Amsterdam and London in both audiences on people attributes.

 © Ipsos

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Copenhagen, Barcelona, and London in both audiences. Brussels lags Luxembourg among Business Leaders and Vienna among the General Population audience.



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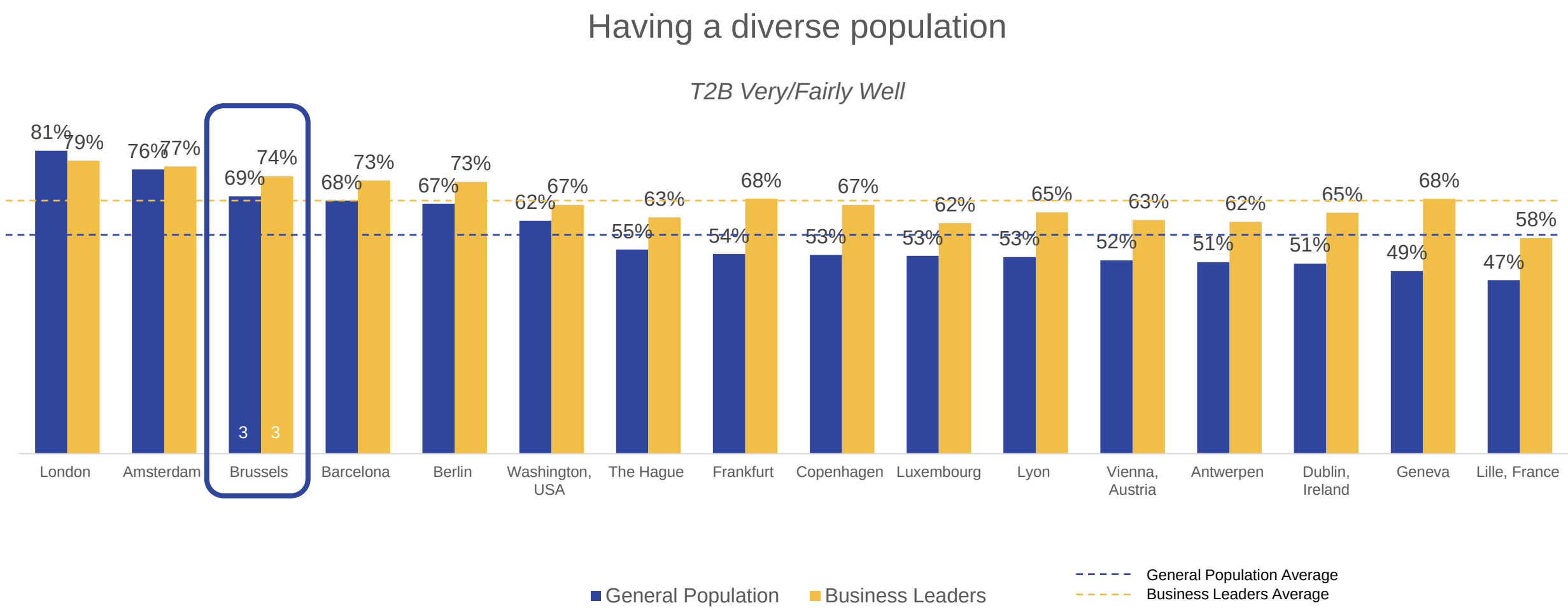
Q14. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, and London in both audiences.



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Q14. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Prosperity Attributes

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Prosperity Attributes Key Takeaways

- Among the General Population and Business Leaders, Brussels is most highly rated for being headquarters for international institutions.
- Brussels is least recognized for promoting equality in both audiences.
- Brussels performs at or above the competitive country average on all attributes in both audiences.
- Brussels typically trails Amsterdam, Copenhagen, or London in both audiences on most prosperity attributes.

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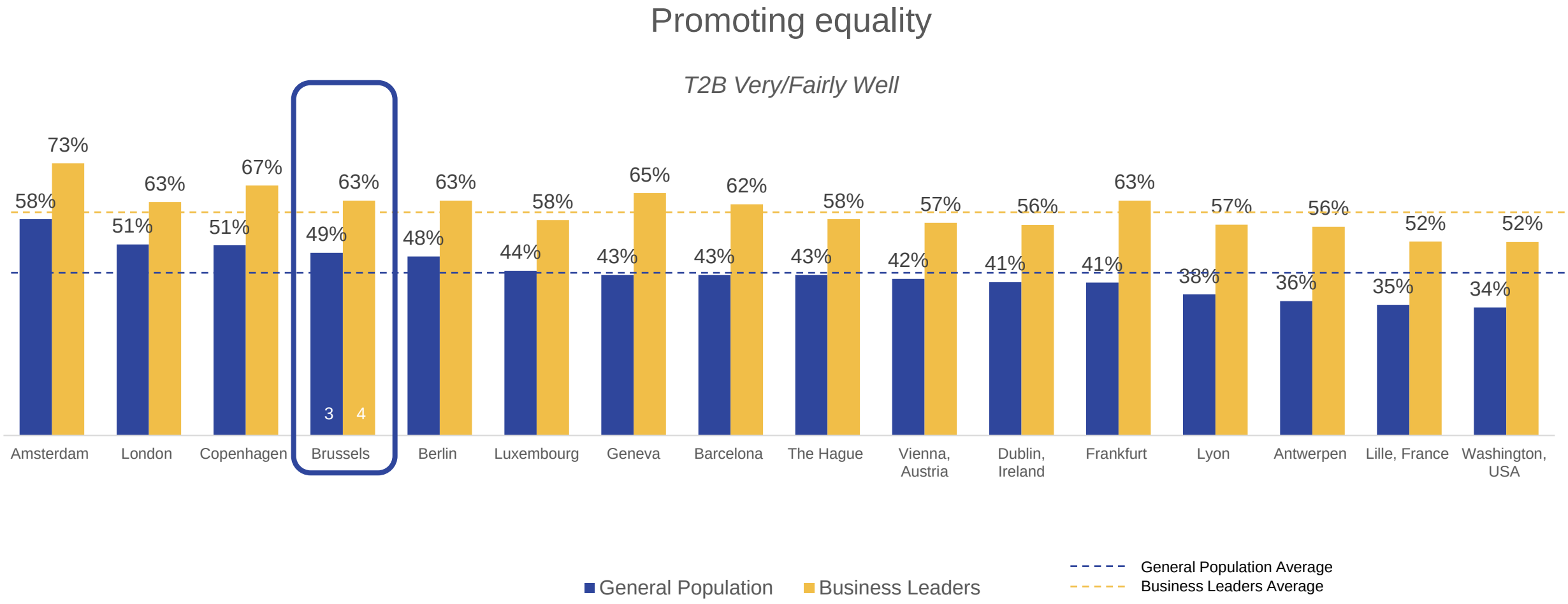
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and Copenhagen in both audiences. Brussels lags London among the General Population audience and Geneva among Business Leaders.



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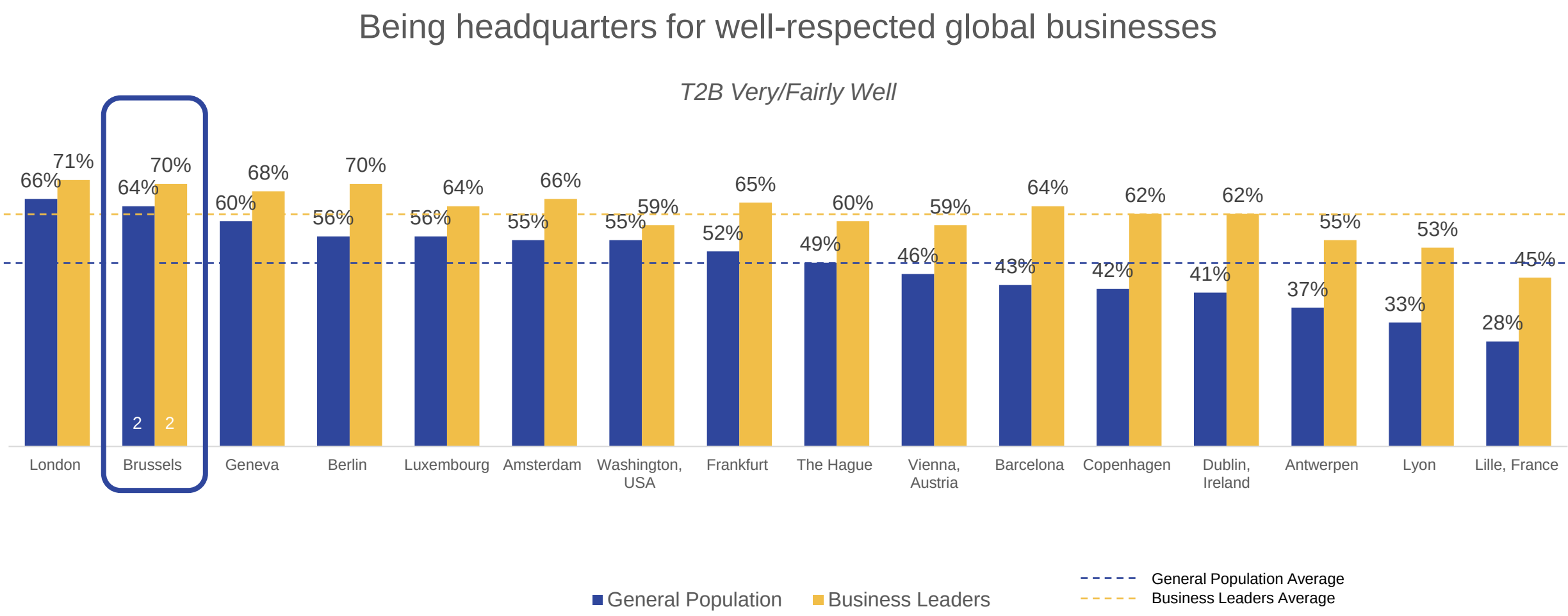
Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

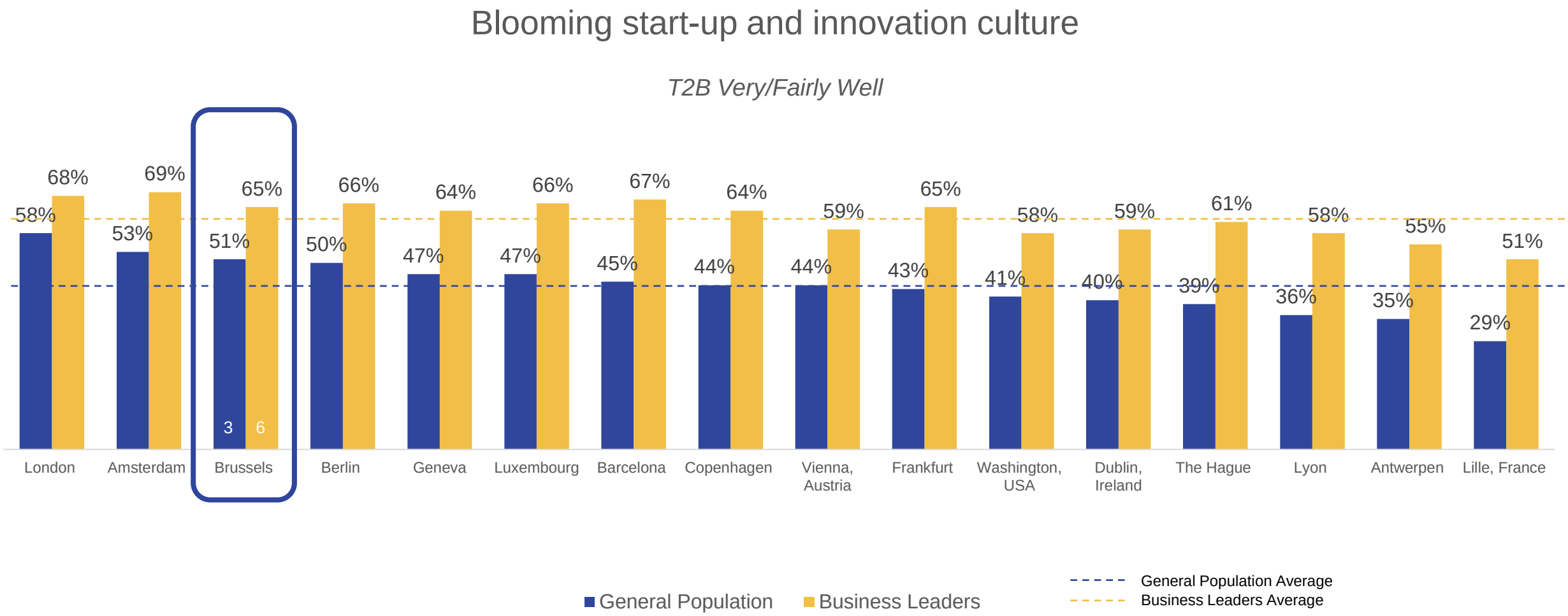
Brussels is above the average for both the General Population and Business Leaders. Brussels lags London in both audiences.



 © Ipsos

Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam and London in both audiences. Brussels lags Barcelona, Berlin, and Luxembourg among Business Leaders.



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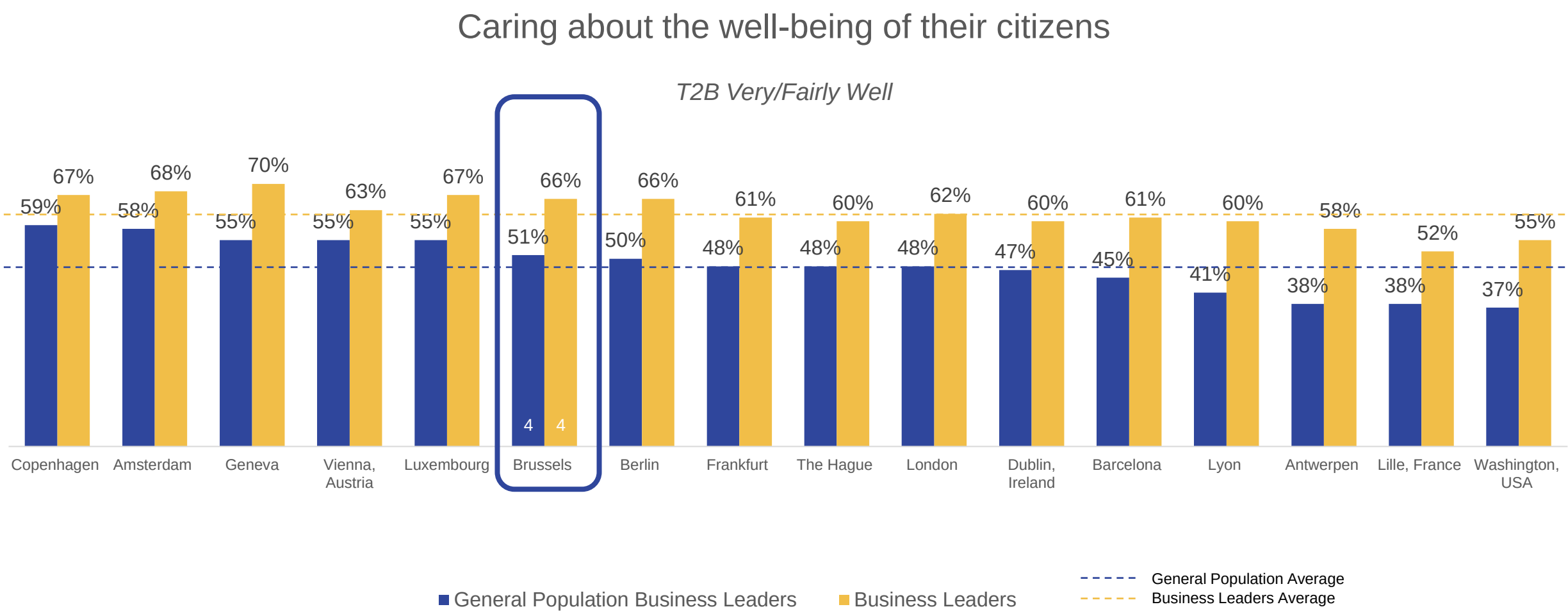
Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

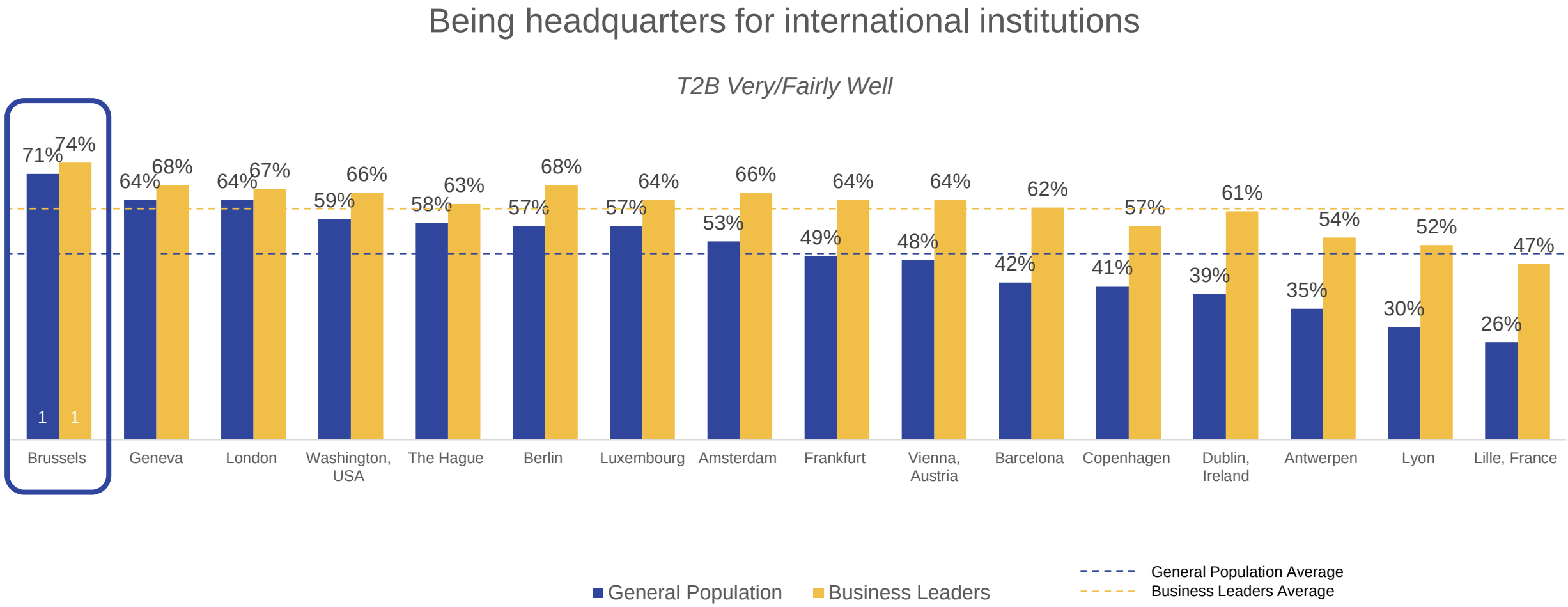
Brussels is above the average for both the General Population and Business Leaders. Brussels lags Amsterdam, Geneva, Copenhagen, and Luxembourg in both audiences. Brussels lags Vienna among the General Population audience.



 © Ipsos

Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

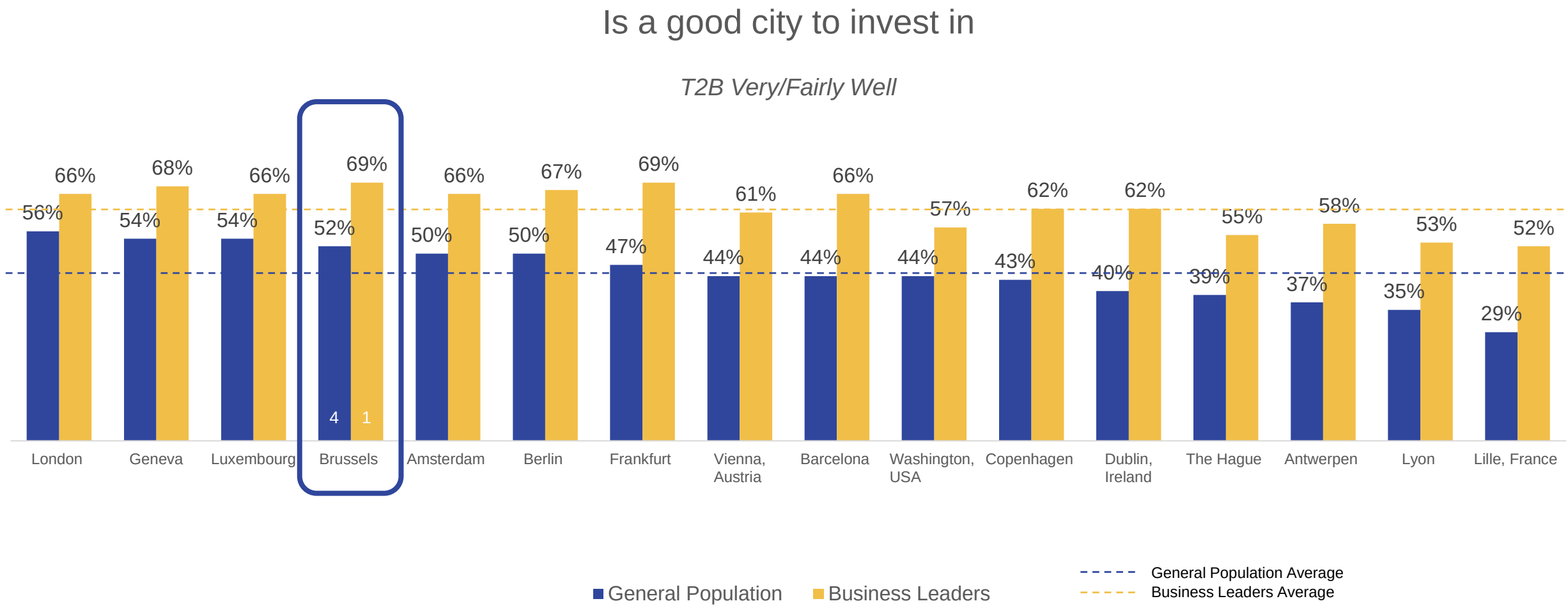
Brussels is the top-rated city among both the General Population and Business Leaders.



 © Ipsos

Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

Brussels is above the average for both the General Population and Business Leaders. Brussels lags Geneva, Luxembourg, and London among the General Population audience.



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Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700 Note Base sizes vary for each city based on random fill among those aware

What impact does news awareness have on perceptions of Brussels?

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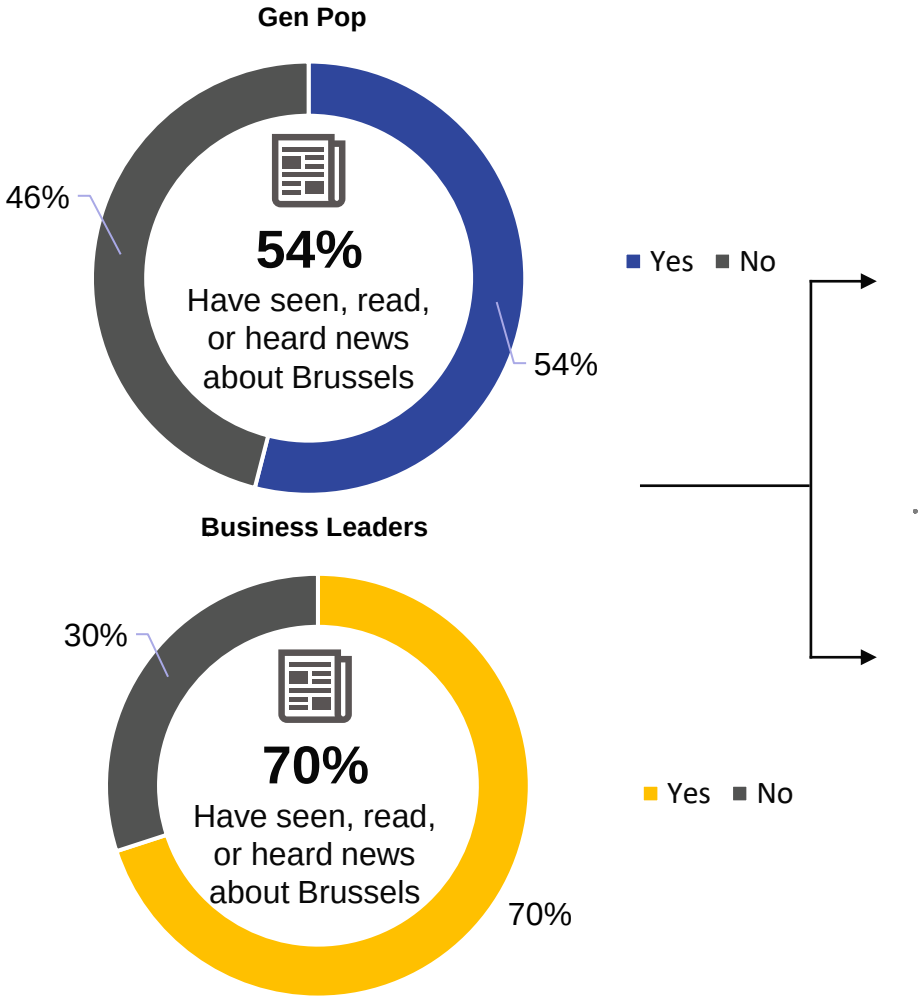
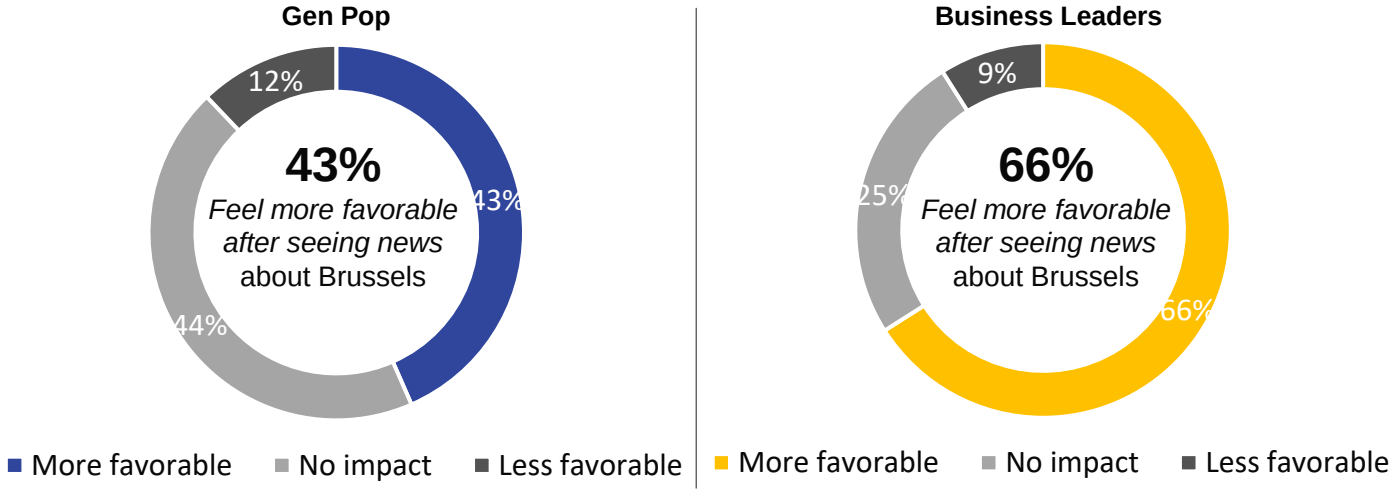
The majority of the General Population and Business Leaders have heard news about Brussels. About two in five of the General Population and two in three of the Business Leaders indicated the news had a more favorable impact on their perceptions of Brussels.

News Awareness



What impact did this have on your perceptions of Brussels?



Q17. In the past 12 months, have you seen, read or heard any news or information about Brussels? Base: General Population n=3500; Business Leaders n=700
Q19. What impact did this news or information have on your perceptions of Brussels? (T2B Much more favorable or Somewhat more favorable) Base: Those Aware of News on Brussels: Gen Pop (Belgium n=500, France n=500, Germany n=500, Italy n=500, Netherlands n=500, Spain n=500, UK n=500)
Business Leaders (Belgium n=100, France n=100, Germany n=100, Italy n=100, Netherlands n=100, Spain n=100, UK n=100)

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Overall Summary

- Brussels is a strongly rated city when compared to other cities
- Brussels performs well on key metrics
- Those who are more familiar with Brussels feel more favorable and are more likely to visit/do business in Brussels
- Brussels lags on perceptions of nightlife and renowned cuisine among the General Population
- Brussels lags on perceptions of renowned cuisine, nightlife, and healthcare among Business Leaders

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Questions?

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THANK YOU!

Appendix

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Executive Summary

- The General Population is familiar with Brussels. When compared to the other 15 cities, Brussels ranks in fourth.
  - In the next five years, among the General Population, 42% are likely to visit Brussels which is seven points higher than the competitive average.
  - Things to see and do, the overall atmosphere, level of safety and the availability of accommodation are likely to increase the likelihood to travel to Brussels.
- Among Business Leaders, Brussels is seen more favorably (ranked third for favorability) and is ranked third for respondents' likelihood to do business when compared to the other 15 cities.
  - 58% of Business Leaders are likely to do business in Brussels in the next five years, twelve points higher than the competitive average.
  - The quality of life, availability of transport once there and to get there and the overall atmosphere of the city are likely to increase the likelihood of doing business in a city.
- Among both audiences, those who are familiar with Brussels are more favorable and more likely to visit/do business in Brussels compared to those who are unfamiliar.
- Among the General Population, Brussels is rated highest for being culturally diverse.
- Among Business Leaders, Brussels is rated highest for being a good place to work and/or do business.

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Executive Summary

- Among those who live or have lived in Brussels, the majority of Business Leaders (64%) have a sense of belonging to Brussels, compared to only 43% of the General Population. Among those with this connection, Eight in 10 Business Leaders consider themselves Bruxellois, compared to only 72% of the General Population.
- Among those who feel a strong sense of belonging to Brussels, the General Population most associates being born and raised in Brussels and being a beautiful city with a sense of belonging. Business Leaders most associate a sense of belonging to Brussels with the quality of life and being multicultural.
- Both the General Population and Business Leaders describe Brussels as European, international, historical, and cultural. Both audiences least describe Brussels as transparent, boring or dirty.
- Business Leaders are more favorable towards the European Union. More than half of respondents in both audiences agree that the European Union and International Institutions are important to Brussels' economy and identity.
- The General Population is most interested in learning about Brussels' history, local foods, and local traditions and holidays, while Business Leaders are interested to learn about Brussels' history, technological developments and local traditions and holidays.
- The majority of the General Population and Business Leaders have heard news about Brussels. About two in five of the General Population and two in three of the Business Leaders indicated the news had a more favorable impact on their perceptions of Brussels. Very few respondents were left with a less favorable impression of Brussels based on recent news awareness – the balance is mostly "no impact".

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Executive Summary

- Renowned cuisine and museums are important drivers among both General Population and Business Leaders' desire to visit / do business in Brussels.
- Brussels performs at or above the competitive country average on all attributes in both audiences.
- **Place:** Among both audiences, Brussels is most highly rated for having many quality sights and landmarks. Brussels is least recognized for promoting sustainability practices.
- **Product:** Among both audiences, Brussels is most highly rated for being easy to travel to and from. Brussels is least recognized for being an affordable place to live. Brussels typically trails Amsterdam, Barcelona, Berlin, or London.
- **Programming:** Among both audiences, Brussels is most highly rated for having major events and conferences. Brussels is least recognized for having world renowned cuisine. Brussels typically trails Barcelona or London.
- **People:** Among both audiences, Brussels is mostly known for having a diverse population. Brussels trails Amsterdam and London.
- **Prosperity:** Among both audiences, Brussels is most highly rated for being headquarters for international institutions. Brussels is least recognized for promoting equality in both audiences. Brussels typically trails Amsterdam, Copenhagen, or London.

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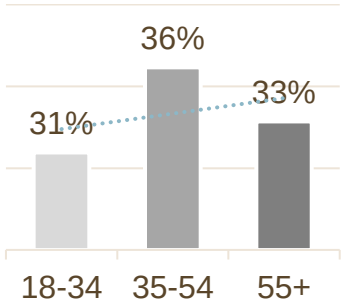
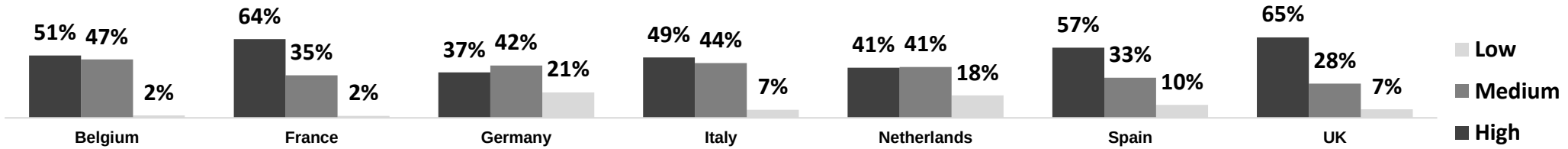
General Population T2B Familiar, by Demographics

AGES

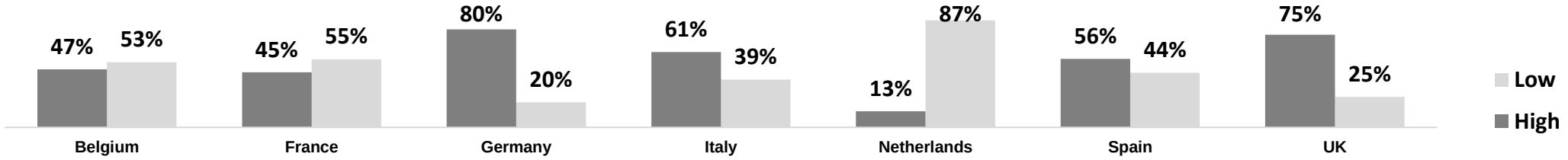


GENDER

EDUCATION



INCOME



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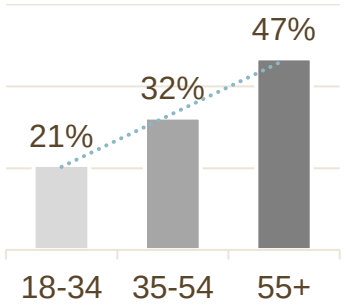
Q3. For each of the cities, please indicate how well you feel you know each one-- Brussels
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 1424 (Gen Pop, Brussels T2B Familiarity: Just a little/Heard of)

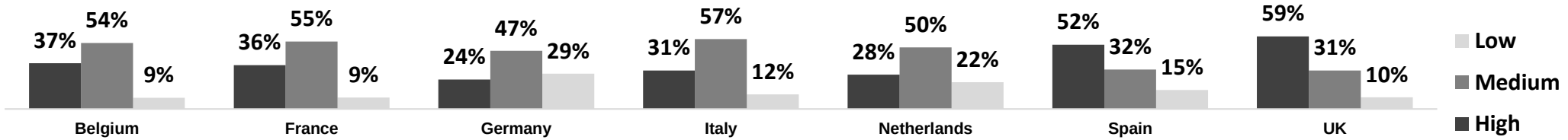
General Population B2B Familiar, by Demographics

AGES

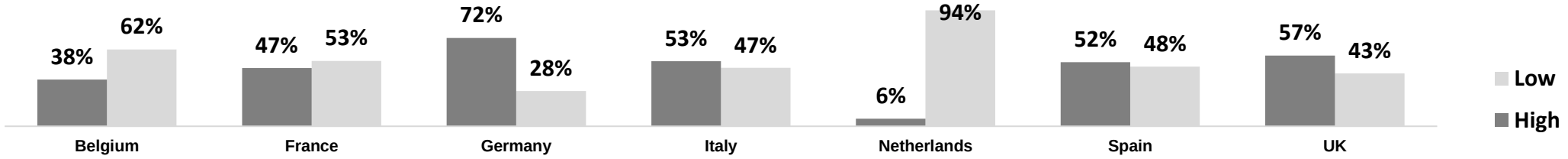


GENDER

EDUCATION



INCOME



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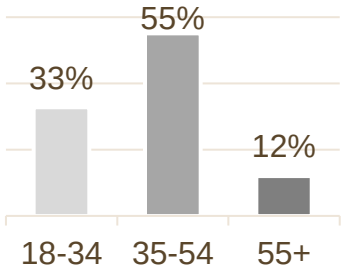
Q3. For each of the cities, please indicate how well you feel you know each one-- Brussels
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 2036 (Gen Pop, Brussels B2B Familiarity: Just a little/Heard of)

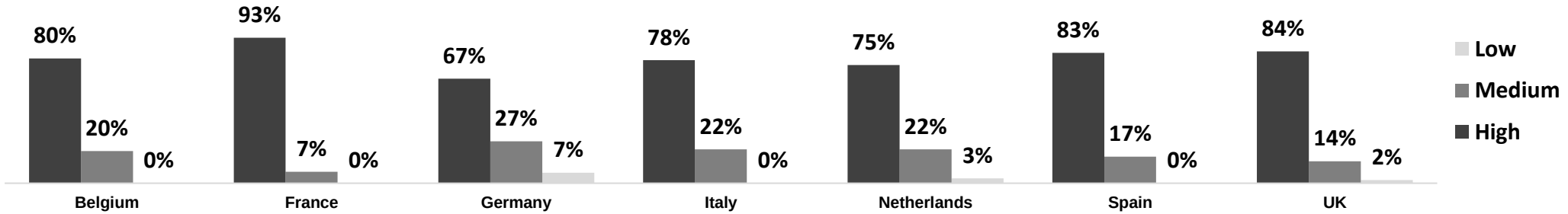
Business Leaders T2B Familiar, by Demographics

AGES

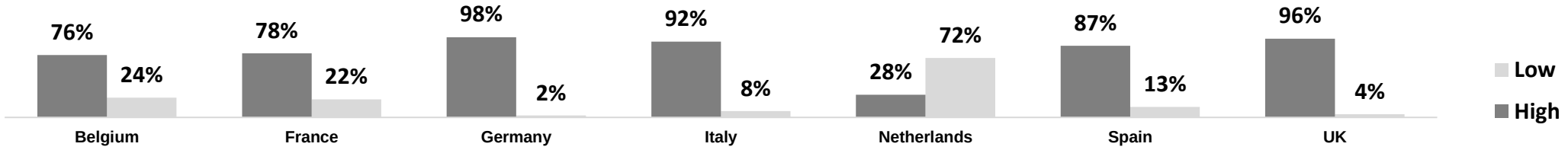


GENDER

EDUCATION



INCOME*



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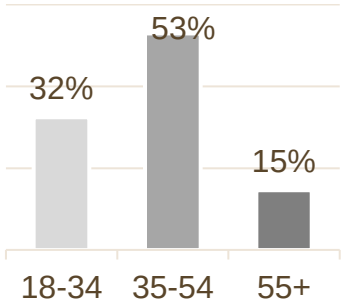
Q3. For each of the cities, please indicate how well you feel you know each one-- Brussels
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 472 (Business Leaders, Brussels T2B Familiarity: Very/Somewhat well)

*Caution: Small Base Sizes

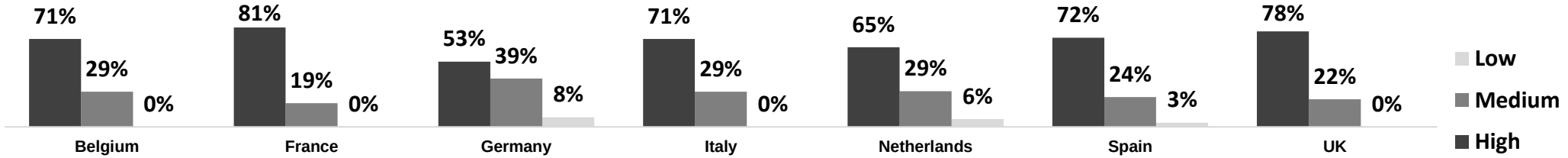
Business Leaders B2B Familiar, by Demographics

AGES

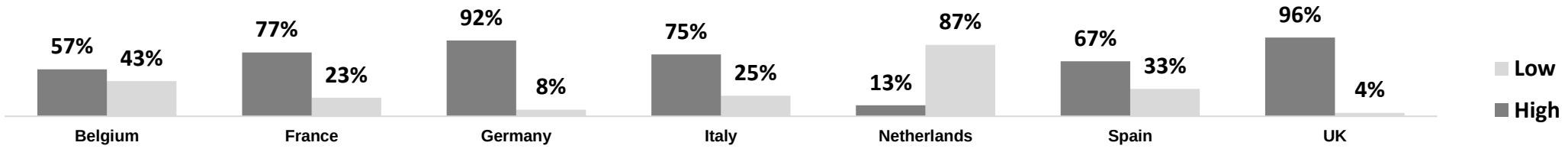


GENDER

EDUCATION



INCOME*



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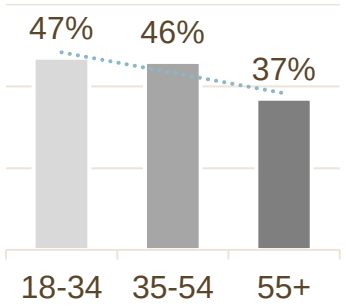
Q3. For each of the cities, please indicate how well you feel you know each one-- Brussels
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 219 (Business Leaders, Brussels B2B Familiarity: Very/Somewhat well)

*Caution: Small Base Sizes

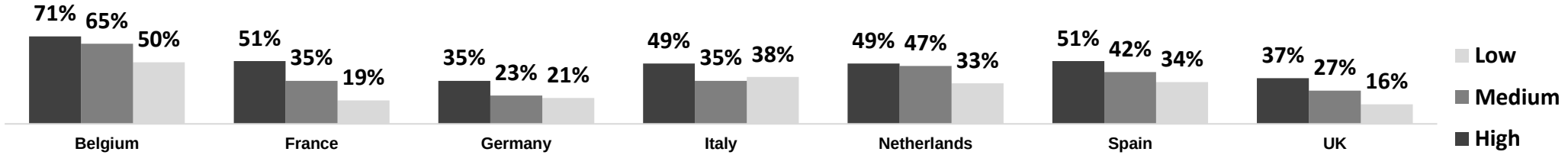
Likely to Visit Brussels in Next 5 Years, by Demographics

AGES

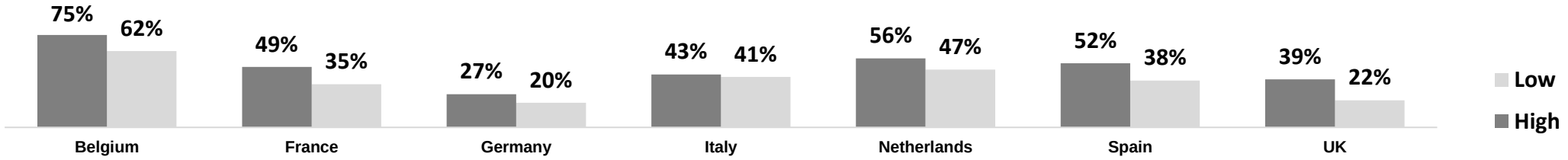


GENDER

EDUCATION



INCOME



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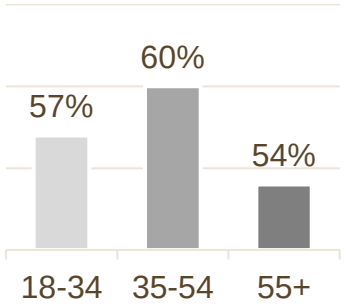
Q5. How likely are you to visit the following city, if at all, in the next 5 years– Brussels?
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 1485 (Gen Pop, T2B Likely to visit Brussels in Next 5 Years)

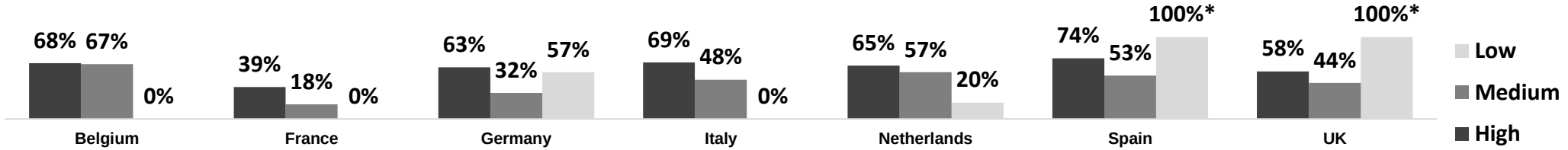
Likely to Do Business Brussels in Next 5 Years, by Demographics

AGES

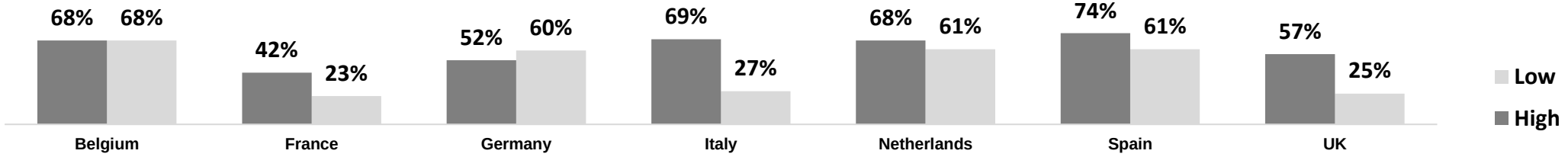


GENDER

EDUCATION



INCOME*



Q5. How likely are you to do business the following city, if at all, in the next 5 years– Brussels?
Q. AGERANGE, Q. GENDER, Q. EDU, Q. INC
Base= 408 (Business Leaders, T2B Likely to visit Brussels in Next 5 Years)

*Caution: Small Base Sizes

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Likely to Visit City in Next 5 Years, by General Population

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	67%	41% ▼	25%	41% ▼	45% ▲	46% ▼	32% ▼
Antwerpen	63% ▼	18%	21% ▲	21% ▲	53% ▲	21% ▲	22% ▲
Amsterdam	52% ▼	36% ▼	51%	57% ▼	76% ▼	53% ▼	54% ▼
Luxembourg	49% ▼	28%	26% ▼	34% ▼	28% ▼	29% ▼	21% ▼
Lille, France	47% ▼	44% ▲	18% ▲	19% ▲	11% ▼	23% ▲	23% ▲
Barcelona	45% ▼	54%	39% ▲	62% ▲	35%	68% ▲	45% ▲
London	44% ▼	44% ▼	42% ▲	57%	48% ▼	65%	72% ▲
Berlin	33% ▼	28% ▼	62%	46% ▼	38% ▲	50% ▼	39% ▼
The Hague	26% ▼	14% ▼	24% ▲	21% ▲	66% ▼	22% ▼	17%
Copenhagen	24% ▼	22% ▼	35% ▲	48% ▲	24% ▼	38%	33%
Vienna, Austria	24% ▼	28%	44%	61%	25% ▼	51% ▼	37% ▼
Lyon	24% ▼	48% ▼	21% ▼	35%	20% ▼	28% ▼	24% ▼
Geneva	19% ▼	34% ▼	19%	41% ▲	13% ▼	32%	24% ▲
Dublin, Ireland	19% ▼	25% ▼	25% ▲	49%	21% ▼	44% ▼	47% ▼
Frankfurt	17% ▼	18% ▼	51%	39% ▼	20% ▼	36% ▼	24% ▼
Washington, USA	16%	21%	21%	31%	15%	26%	25%

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Q5. How likely are you to visit the following cities, if at all, in the next 5 years? (T2B Very Likely or Somewhat Likely)
Base: General Population n=500 per country
Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

Likely to do business with City in Next 5 Years, by Business Leaders

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	68%	37% ▼	52%	64% ▼	61%	70% ▼	56% ▼
Antwerpen	60%	15%	40%	37%	48% ▼	47% ▼	39%
Luxembourg	56% ▼	28%	50% ▲	58%	40% ▼	38% ▲	42% ▲
London	48% ▼	44%	71%	68%	44%	87% ▲	77%
Barcelona	45% ▼	31%	44% ▲	70%	46% ▼	87%	51%
Berlin	43% ▼	29%	84%	66%	37%	59%	42%
Amsterdam	37% ▼	32% ▼	62%	74% ▼	72% ▼	69% ▼	65% ▼
Washington, USA	34% ▼	21% ▼	47%	43%	42%	50% ▼	38% ▼
The Hague	30% ▼	15% ▼	43% ▲	56%	70% ▼	43%	34%
Frankfurt	29% ▼	17%	80%	68%	43% ▼	58% ▼	52% ▼
Vienna, Austria	29% ▼	25%	47%	72%	26% ▼	49%	31%
Geneva	25% ▼	37%	38% ▼	70% ▼	25% ▼	60% ▼	48% ▼
Lille, France	24% ▼	48% ▼	26%	49%	36% ▼	48%	35%
Dublin, Ireland	23% ▼	23%	38% ▼	59%	33% ▼	61% ▼	67% ▼
Lyon	22% ▼	39%	23%	64%	22% ▼	46%	37%
Copenhagen	20%	25%	46%	67%	33%	58%	48%

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Q5. How likely are you to do business the following cities, if at all, in the next 5 years? (T2B Very Likely or Somewhat Likely)
Base: Business Leaders n=100 per country
Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

Familiarity of City, By General Population

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	78%	34%	21%	54%	34%	34%	29%
Antwerpen	59% ▼	13% ▼	13% ▼	15% ▼	41% ▲	8% ▼	12% ▼
Amsterdam	39% ▼	27% ▼	33% ▲	64% ▲	76% ▲	43% ▲	43% ▲
Lille, France	39% ▼	44% ▲	11% ▼	45% ▼	12% ▼	21% ▼	18% ▼
London	37% ▼	38%	37% ▲	65% ▲	41% ▲	55% ▲	85% ▲
Luxembourg	36% ▼	21% ▼	21%	49% ▼	26% ▼	21% ▼	18% ▼
Barcelona	33% ▼	38%	28% ▲	76% ▲	31%	81% ▲	40% ▲
Lyon	24% ▼	51% ▲	11% ▼	51%	14% ▼	23% ▼	16% ▼
Berlin	22% ▼	22% ▼	62% ▲	55%	31%	36%	27%
Vienna, Austria	16% ▼	15% ▼	37% ▲	62% ▲	20% ▼	34%	21% ▼
The Hague	16% ▼	8% ▼	16% ▼	33% ▼	61% ▲	14% ▼	13% ▼
Frankfurt	15% ▼	14% ▼	47% ▲	48% ▼	18% ▼	25% ▼	19% ▼
Dublin, Ireland	14% ▼	14% ▼	16% ▼	58%	16% ▼	31%	43% ▲
Geneva	13% ▼	25% ▼	11% ▼	57%	11% ▼	25% ▼	17% ▼
Washington, USA	13% ▼	19% ▼	17%	47% ▼	18% ▼	32%	30%
Copenhagen	10% ▼	15% ▼	20%	56%	19% ▼	25% ▼	22% ▼

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Q3. For each of the following cities, please indicate how well you feel you know each one. (Familiarity is T2B Very Well or Somewhat well)
Base: General Population n=500 per country
Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

Familiarity of City, By Business Leaders

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	93%	69%	45%	79%	65%	71%	50%
Antwerpen	83% ▼	32% ▼	30% ▼	35% ▼	62%	25% ▼	30% ▼
London	71% ▼	76%	72% ▲	77%	72%	81% ▲	89% ▲
Amsterdam	70% ▼	60%	64% ▲	80%	89% ▲	67%	71% ▲
Barcelona	66% ▼	73%	62% ▲	90% ▲	62%	88% ▲	65% ▲
Luxembourg	62% ▼	53% ▼	50%	76%	54%	46% ▼	38% ▼
Berlin	59% ▼	52% ▼	92% ▲	77%	58%	66%	61%
Lille, France	58% ▼	78%	37%	65% ▼	34% ▼	48% ▼	38% ▼
Lyon	51% ▼	78%	33% ▼	72%	34% ▼	44% ▼	37% ▼
Washington, USA	47% ▼	41% ▼	51%	78%	48% ▼	59% ▼	52%
Dublin, Ireland	43% ▼	40% ▼	41%	77%	34% ▼	62%	67% ▲
Geneva	39% ▼	55% ▼	41%	83%	32% ▼	55% ▼	47%
Copenhagen	38% ▼	29% ▼	57% ▲	77%	43% ▼	54% ▼	41%
Frankfurt	36% ▼	40% ▼	74% ▲	70%	51% ▼	56% ▼	38% ▼
Vienna, Austria	36% ▼	30% ▼	65% ▲	83%	45% ▼	56% ▼	47%
The Hague	35% ▼	22% ▼	42%	61% ▼	85% ▲	30% ▼	32% ▼

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Q3. For each of the following cities, please indicate how well you feel you know each one. (Familiarity is T2B Very Well or Somewhat well)
Base: Business Leaders n=100 per country
Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

Favorability of City, by General Population

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	56%	65%	46%	66%	50%	63%	55%
Amsterdam	66% ▲	58%	67% ▲	77% ▲	64% ▲	78% ▲	78% ▲
Luxembourg	64% ▲	57% ▼	53% ▲	66%	52%	55% ▼	47% ▼
Copenhagen	61%	54% ▼	63% ▲	76% ▲	51%	65%	71% ▲
Barcelona	61%	73% ▲	60% ▲	81% ▲	56%	60%	71% ▲
Vienna, Austria	58%	60% ▼	70% ▲	83% ▲	51%	71% ▲	69% ▲
London	58%	65% ▼	59% ▲	71%	52%	71% ▲	74% ▲
Antwerpen	57%	40% ▼	39% ▼	44% ▼	58% ▲	29% ▼	46% ▼
Geneva	54%	65% ▼	46%	74% ▲	38% ▼	65%	59% ▲
Berlin	49%	56% ▼	72% ▲	68%	54%	67%	57%
Lille, France	49% ▼	65%	33% ▼	46% ▼	24% ▼	33% ▼	50%
Dublin, Ireland	49%	53%	53%	71%	39% ▼	72% ▲	71%
Lyon	43% ▼	61%	41%	61%	26% ▼	49% ▼	44% ▼
Frankfurt	38% ▼	45% ▼	53%	62%	29% ▼	57%	49% ▼
The Hague	38% ▼	37% ▼	46%	50% ▼	60% ▲	44% ▼	45% ▼
Washington, USA	32% ▼	44% ▼	37% ▼	58% ▼	31% ▼	48% ▼	44% ▼

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Q7. Thinking again about these cities, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each city?(T2B Very favorable or Mainly favorable)
Base: General Population n=500 per country, Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

Favorability of City, by Business Leaders

	Belgium	France	Germany	Italy	Netherlands	Spain	UK
Brussels	71%	78%	66%	80%	60%	81%	65%
Barcelona	67%	82%	60%	82%	66%	89%	82% ▲
London	66%	73%	73%	76%	54%	76%	84% ▲
Amsterdam	63%	77%	72%	81%	74% ▲	78%	74%
Geneva	62%	78%	45% ▼	90% ▲	42% ▼	69%	66%
Luxembourg	62%	57% ▼	65%	76%	48%	69%	52%
Frankfurt	61%	51% ▼	71%	79%	55%	73%	73%
Antwerpen	58%	52% ▼	60%	63% ▼	60%	47% ▼	65%
Copenhagen	54%	57% ▼	68%	72%	55%	73%	64%
Lille, France	53% ▼	61% ▼	35% ▼	65%	42% ▼	53% ▼	48% ▼
Vienna, Austria	52% ▼	67%	72%	78%	63%	71%	67%
Berlin	52% ▼	67%	73%	74%	49%	73%	65%
Washington, USA	51% ▼	64%	63%	64%	60%	67% ▼	49% ▼
Lyon	50% ▼	72%	40% ▼	68%	40% ▼	67% ▼	65%
Dublin, Ireland	50% ▼	74%	62%	74%	45%	80%	73%
The Hague	40% ▼	43% ▼	70%	65%	72%	62% ▼	61%

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Q7. Thinking again about these cities, taking into account all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each city?(T2B Very Likely or Somewhat Likely)
Base: Business Leaders n=100 per country , Note Base sizes vary for each city based on random fill among those aware

▲▼ Indicates Statistical significance up or down compared to Brussels at the 95% confidence interval

The General Population overall, and among those who are familiar and unfamiliar with Brussels, describe Brussels as European, international, historical, and cultural. Conversely, they least describe Brussels as transparent or boring.

Description Of Brussels, by General Population Familiarity

	Descriptors	General Population (Total)
1	Europe	58%
2	International	43%
3	Historical	38%
4	Culture	36%
5	Friendly	27%
6	Beautiful	26%
7	Cosmopolitan	26%
8	Vibrant	25%
9	Modern	24%
10	Business focused	24%
11	Clean	23%
12	Quality of life	22%
13	Lifestyle and Gastronomy	21%
14	Bureaucratic	21%
15	Safe	18%
16	Connected	14%
17	Creative	13%
18	Progressive	11%
19	Green	11%
20	Innovative	11%
21	Sustainable	10%
22	Liberal	10%
23	Conservative	10%
24	Dirty	9%
25	Inclusive	9%
26	Small	8%
27	Transparent	6%
28	Boring	6%

	Descriptors	General Population Familiar (T2B)
1	Europe	58%
2	International	45%
3	Historical	40%
4	Culture	40%
5	Beautiful	32%
6	Friendly	30%
7	Cosmopolitan	29%
8	Vibrant	29%
9	Modern	26%
10	Lifestyle and Gastronomy	26%
11	Business focused	25%
12	Clean	25%
13	Quality of life	25%
14	Safe	20%
15	Bureaucratic	18%
16	Connected	17%
17	Creative	17%
18	Progressive	14%
19	Green	14%
20	Innovative	13%
21	Sustainable	13%
22	Dirty	13%
23	Liberal	12%
24	Inclusive	12%
25	Conservative	11%
26	Small	10%
27	Transparent	8%
28	Boring	6%

	Descriptors	General Population Unfamiliar (B2B)
1	Europe	58%
2	International	43%
3	Historical	36%
4	Culture	34%
5	Friendly	25%
6	Cosmopolitan	24%
7	Modern	23%
8	Business focused	23%
9	Bureaucratic	23%
10	Beautiful	22%
11	Vibrant	22%
12	Clean	22%
13	Quality of life	19%
14	Lifestyle and Gastronomy	18%
15	Safe	18%
16	Connected	12%
17	Creative	11%
18	Conservative	10%
19	Progressive	9%
20	Innovative	9%
21	Liberal	9%
22	Green	8%
23	Sustainable	8%
24	Inclusive	7%
25	Small	7%
26	Dirty	6%
27	Boring	6%
28	Transparent	5%

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Q9. Which of the following words, if any, would you use to describe Brussels? (Select all that apply)
Base: General Population n=3500, T2B (Very/Somewhat well) n=1424, B2B (Just a little/Heard of) n=2036

Business Leaders overall, as well as those who are familiar and unfamiliar with Brussels, describe Brussels as European, international, and cultural. Conversely, they least describe Brussels as dirty or boring.

Description Of Brussels, by Business Leaders

	Descriptors	Business Leaders Familiar (Total)
1	Europe	44%
2	International	35%
3	Culture	32%
4	Historical	28%
5	Modern	28%
6	Quality of life	25%
7	Business focused	25%
8	Clean	24%
9	Beautiful	24%
10	Friendly	24%
11	Cosmopolitan	23%
12	Vibrant	22%
13	Safe	21%
14	Creative	20%
15	Bureaucratic	19%
16	Progressive	18%
17	Connected	18%
18	Lifestyle and Gastronomy	18%
19	Innovative	17%
20	Liberal	15%
21	Green	14%
22	Sustainable	14%
23	Inclusive	13%
24	Transparent	10%
25	Conservative	10%
26	Small	9%
27	Dirty	9%
28	Boring	8%

	Descriptors	Business Leaders Familiar (T2B)
1	Europe	46%
2	International	36%
3	Culture	33%
4	Modern	31%
5	Historical	30%
6	Beautiful	26%
7	Quality of life	26%
8	Business focused	26%
9	Clean	25%
10	Friendly	25%
11	Vibrant	24%
12	Cosmopolitan	22%
13	Creative	22%
14	Progressive	20%
15	Safe	20%
16	Lifestyle and Gastronomy	20%
17	Bureaucratic	20%
18	Connected	19%
19	Innovative	19%
20	Green	17%
21	Sustainable	16%
22	Liberal	15%
23	Inclusive	13%
24	Conservative	11%
25	Transparent	10%
26	Dirty	10%
27	Small	9%
28	Boring	6%

	Descriptors	Business Leaders Unfamiliar (B2B)
1	Europe	41%
2	International	33%
3	Culture	30%
4	Cosmopolitan	25%
5	Historical	24%
6	Quality of life	23%
7	Clean	23%
8	Safe	22%
9	Business focused	22%
10	Modern	22%
11	Friendly	21%
12	Beautiful	20%
13	Bureaucratic	18%
14	Connected	17%
15	Vibrant	17%
16	Creative	16%
17	Progressive	15%
18	Innovative	15%
19	Liberal	14%
20	Lifestyle and Gastronomy	14%
21	Inclusive	13%
22	Boring	12%
23	Sustainable	11%
24	Transparent	10%
25	Small	10%
26	Green	9%
27	Conservative	7%
28	Dirty	5%

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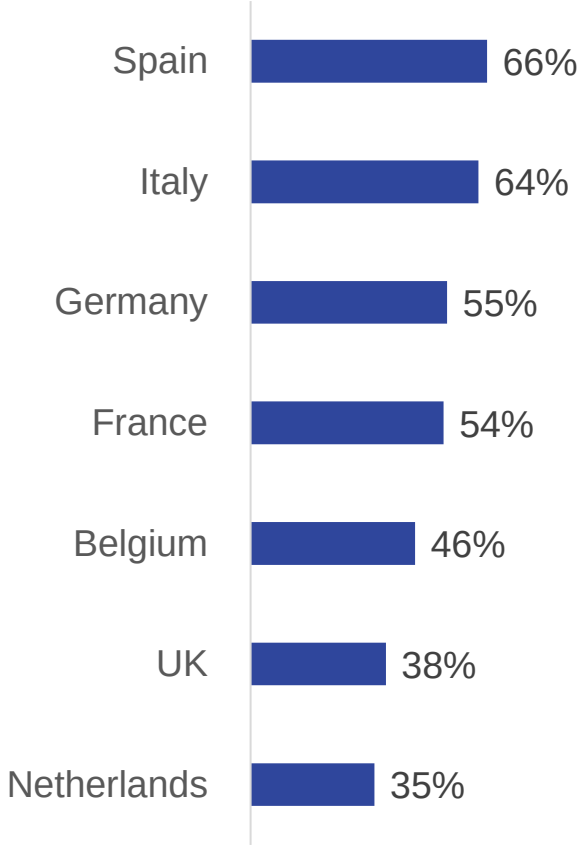
Q9. Which of the following words, if any, would you use to describe Brussels? (Select all that apply)
Base: Business Leaders n=700, T2B (Very/Somewhat well) n=472, B2B (Just a little/Heard of) n=219

Spain is most favorable towards the European Union. Most agree that European Union and International Institutions are important to Brussels' economy and identity.

Favorability of European Union



Associations Between EU and Brussels

European Union institutions are important to the Brussels' economy	European Union institutions are important to the Brussels' identity	International institutions and associations are important to the Brussels' economy	International institutions and associations are important to the Brussels' identity
65%	63%	68%	61%
68%	62%	69%	66%
57%	54%	59%	49%
58%	48%	57%	50%
60%	54%	66%	53%
67%	61%	67%	59%
57%	50%	57%	49%

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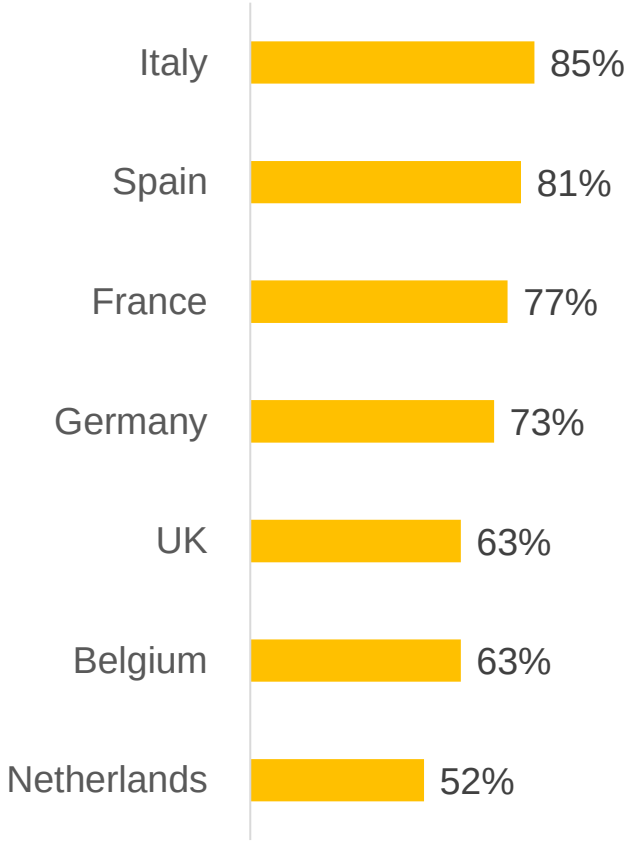
Q20. How favorable or unfavorable an opinion do you have of European Union institutions? (T2B Strongly agree or Agree)
Q21. How much do you agree or disagree with the following statements: (T2B Strongly agree or Agree)
Base: General Population n=500 per country

Italian and Spanish Business Leaders are most favorable towards the European Union. They are also amongst the most agreeable that European Union and International Institutions are important to Brussels' economy and identity.

Favorability of European Union



Associations Between EU and Brussels

European Union institutions are important to the Brussels' economy	European Union institutions are important to the Brussels' identity	International institutions and associations are important to the Brussels' economy	International institutions and associations are important to the Brussels' identity
70%	68%	70%	71%
83%	75%	78%	77%
67%	63%	68%	66%
65%	55%	58%	55%
78%	74%	79%	73%
46%	42%	53%	47%
46%	43%	49%	45%

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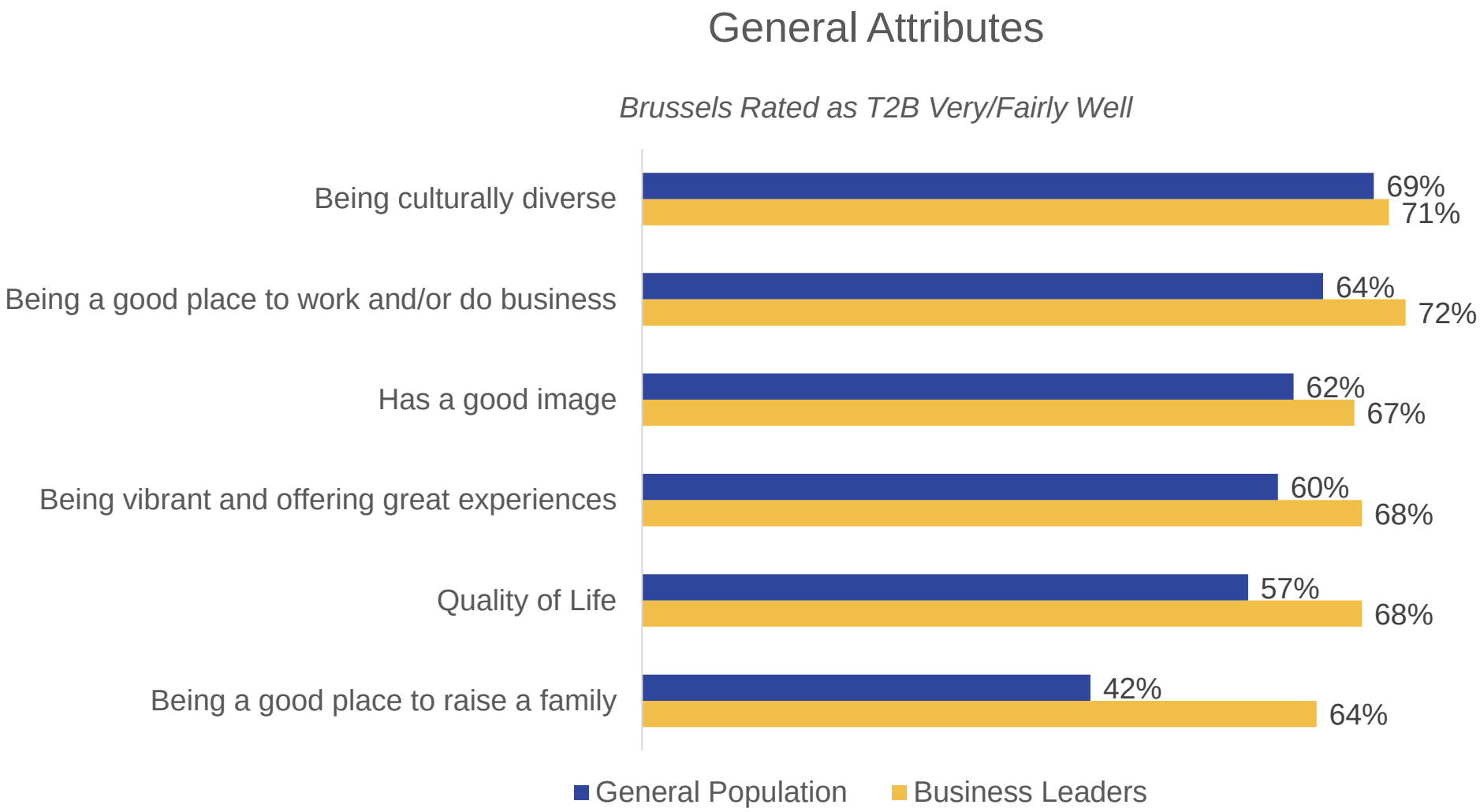
Q20. How favorable or unfavorable an opinion do you have of European Union institutions? (T2B Strongly agree or Agree)
Q21. How much do you agree or disagree with the following statements: (T2B Strongly agree or Agree)
Base: Business Leaders n=100 per country

Among the General Population, Brussels is rated highest for being culturally diverse. Among Business Leaders, Brussels is rated highest for being a good place to work and/or do business.



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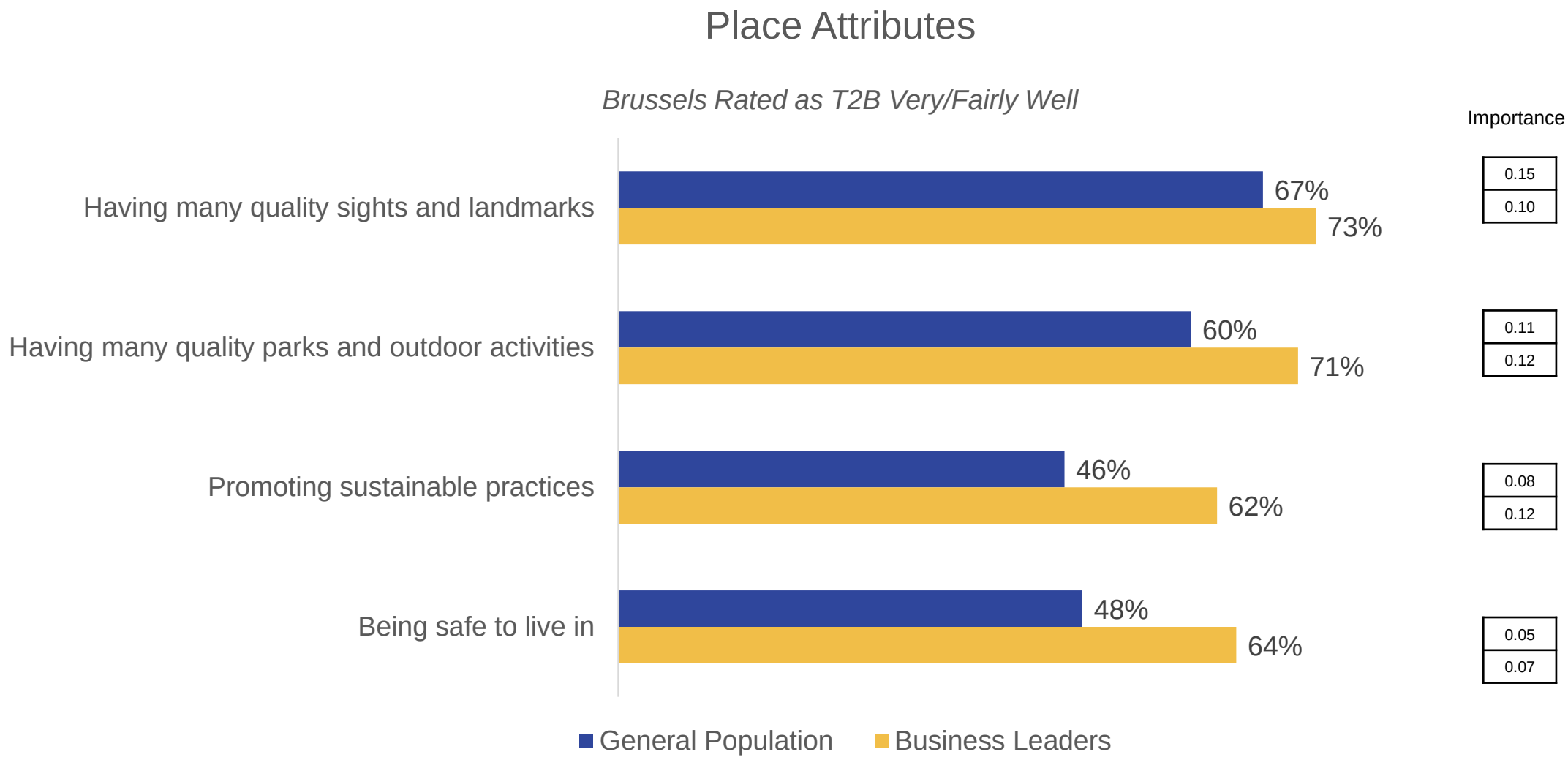
Q10. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Among both the General Population and Business Leaders, Brussels is rated highest for having many quality sights and landmarks.



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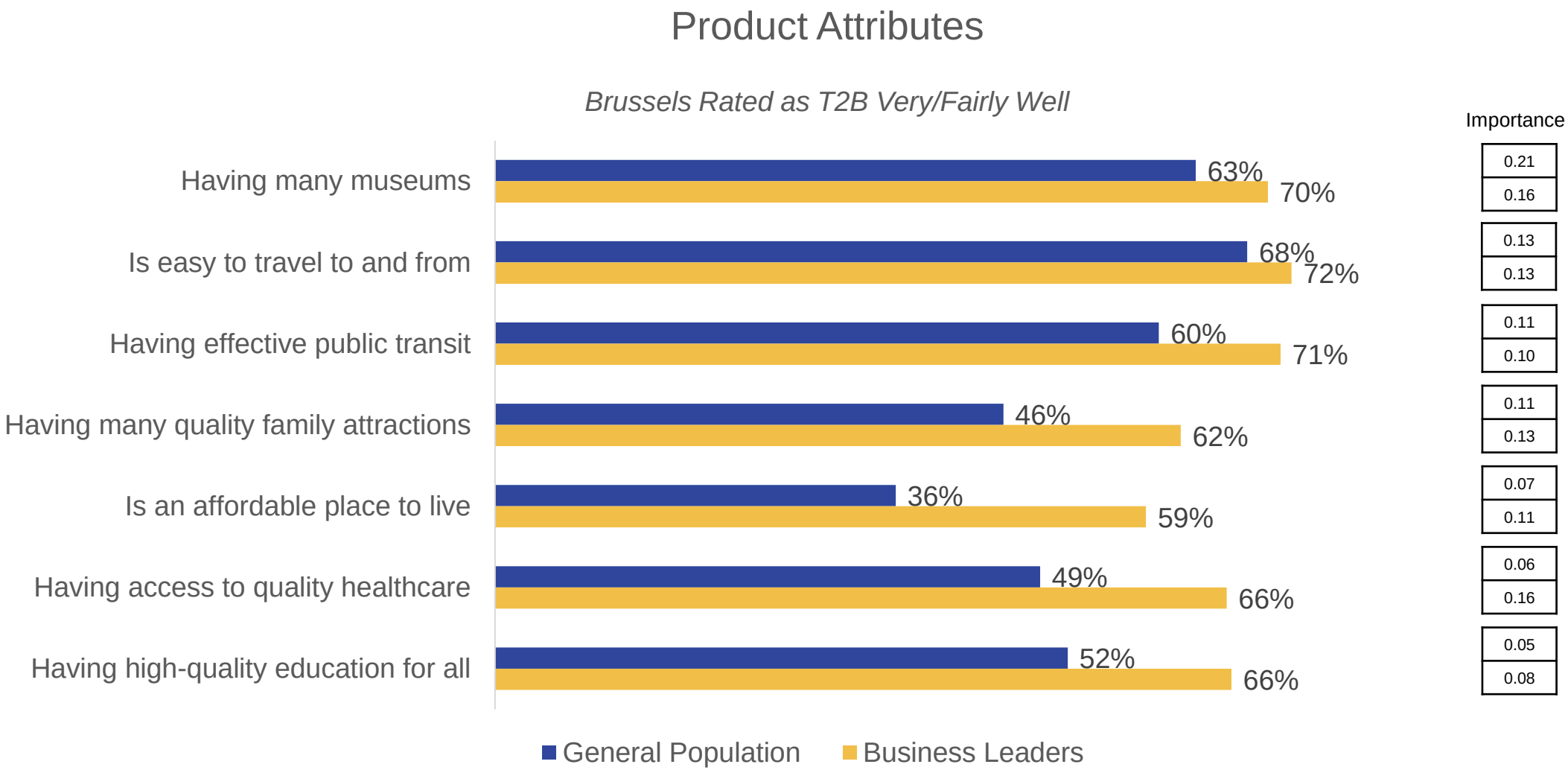
Q11. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Among both the General Population and Business Leaders, Brussels is rated highest for being easy to travel to and from.



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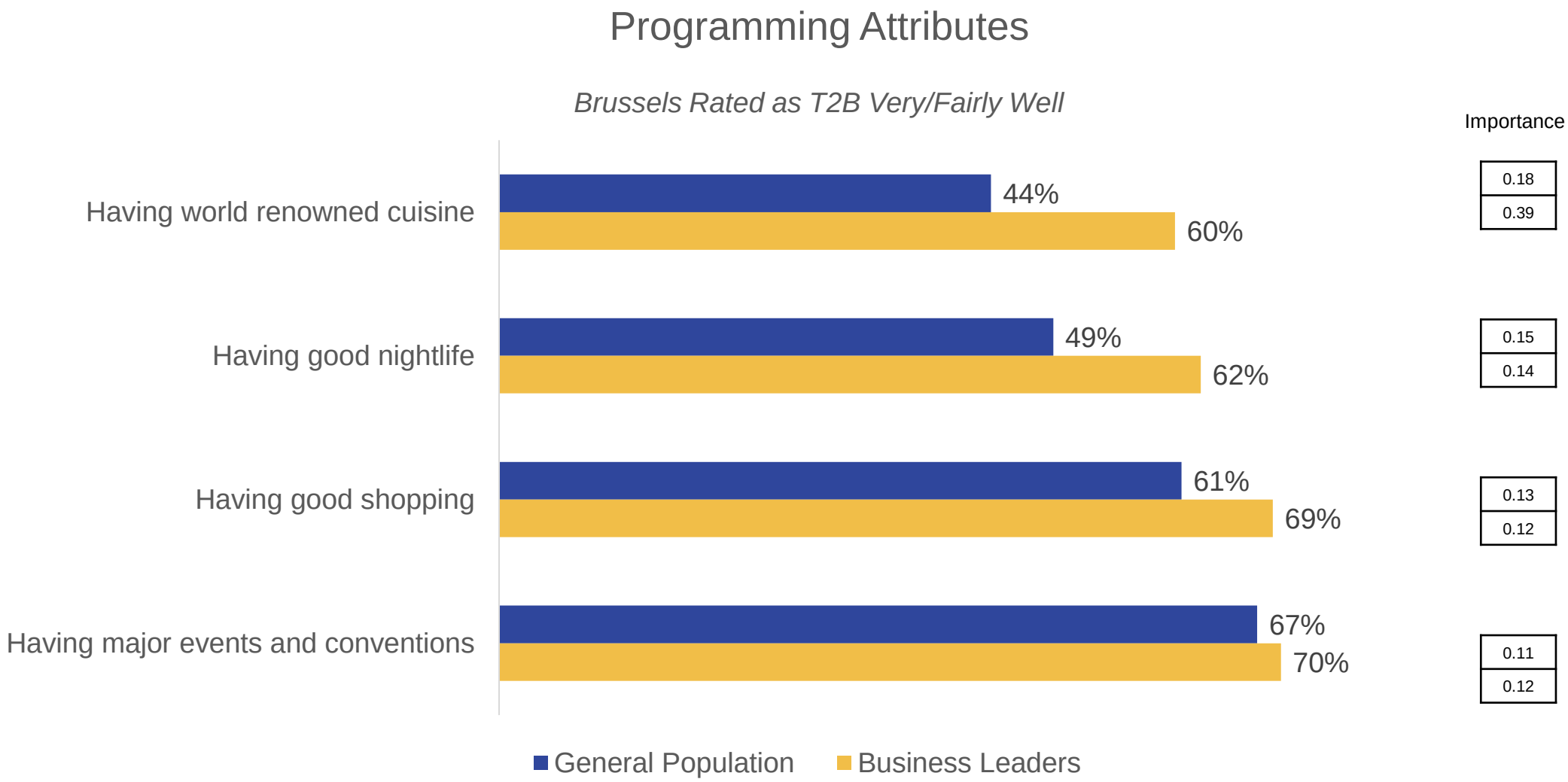
Q12. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Among both the General Population and Business Leaders, Brussels is rated highest for having major events and conventions.



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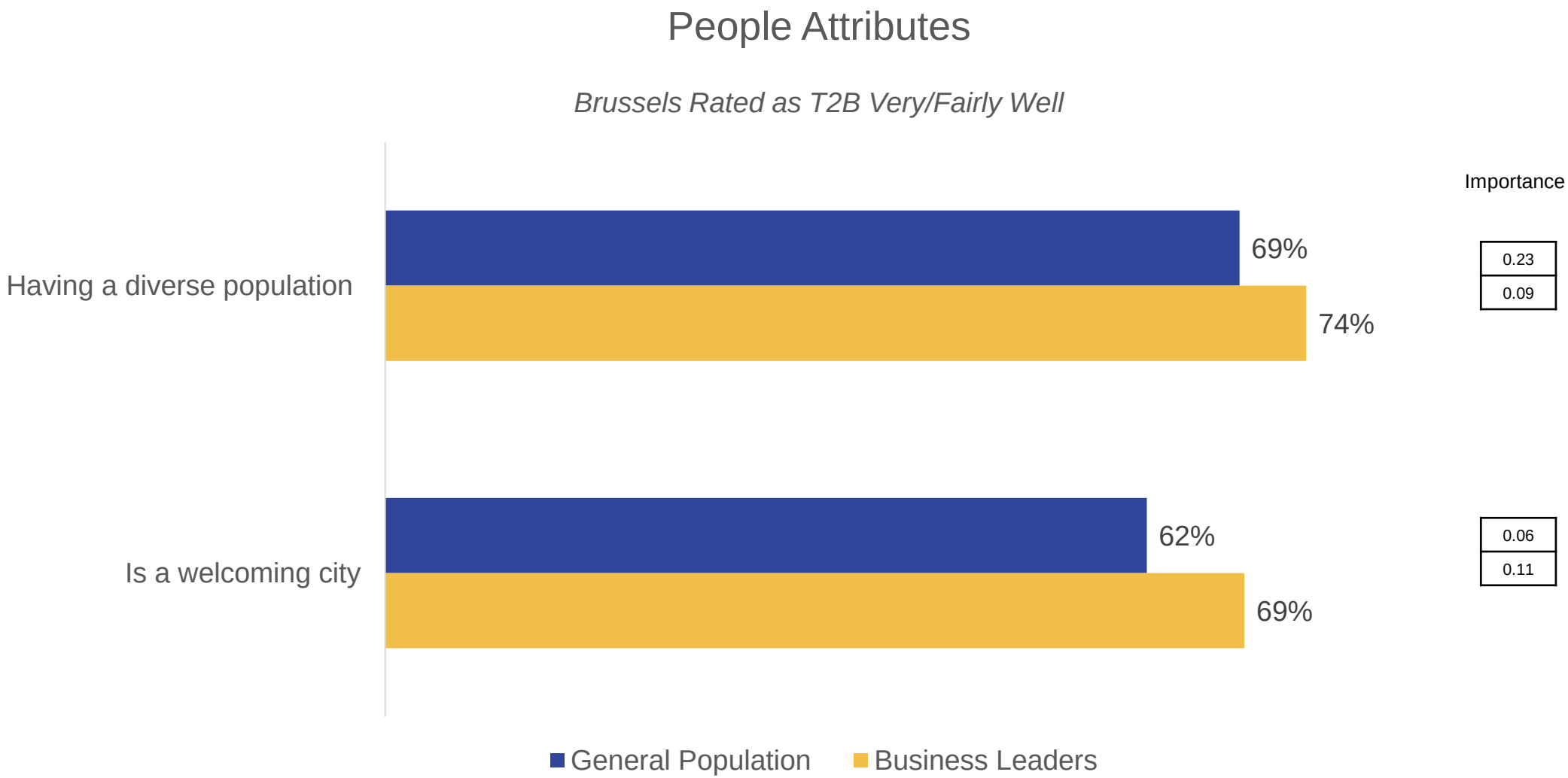
Q13. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Among both the General Population and Business Leaders, Brussels is rated highest for having a diverse population.



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Q14. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Among both the General Population and Business Leaders, Brussels is rated highest for being a headquarters for international institutions.

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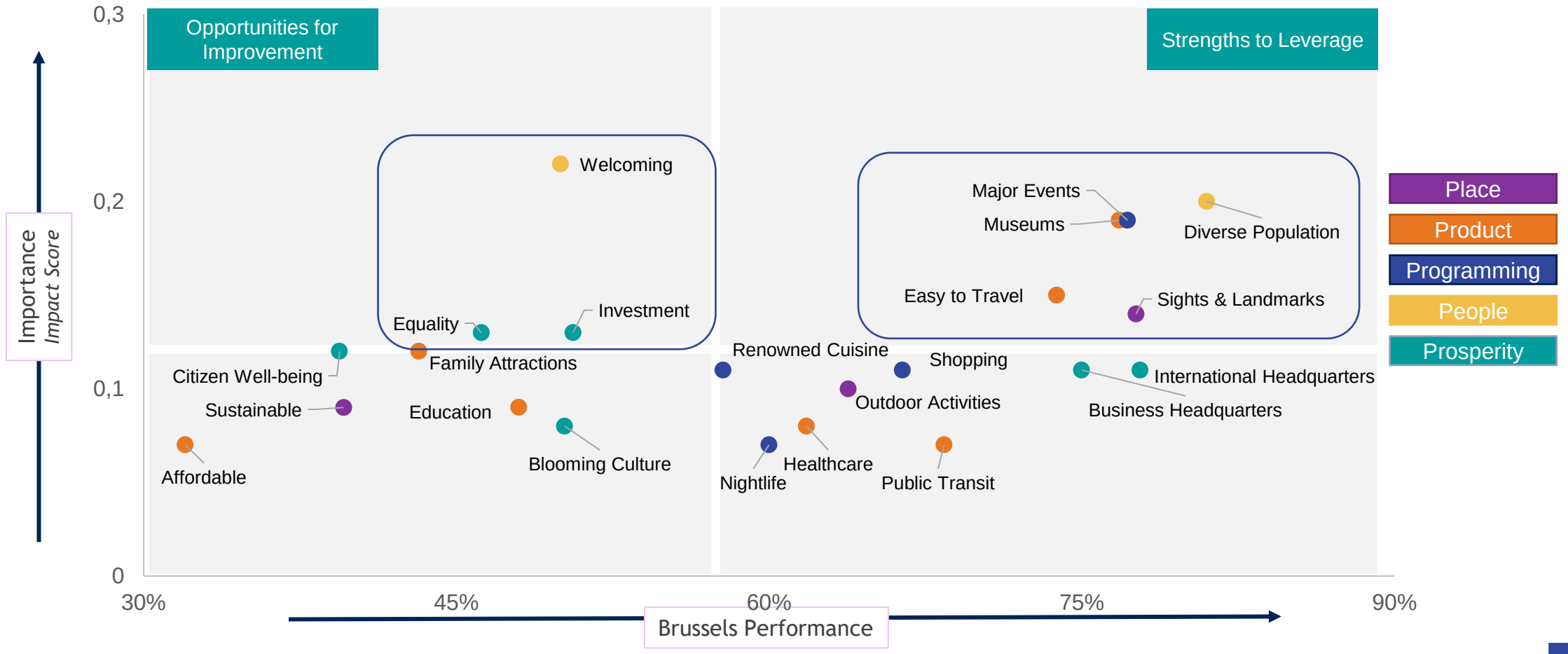
Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=3,500; Business Leaders n=700

Within Belgium, for every 1 point improved on “Is a welcoming city,” there is a 0.22 increase in likelihood to visit Brussels, among the General Population.

Driving Likelihood to Visit Brussels - General Population - Belgium



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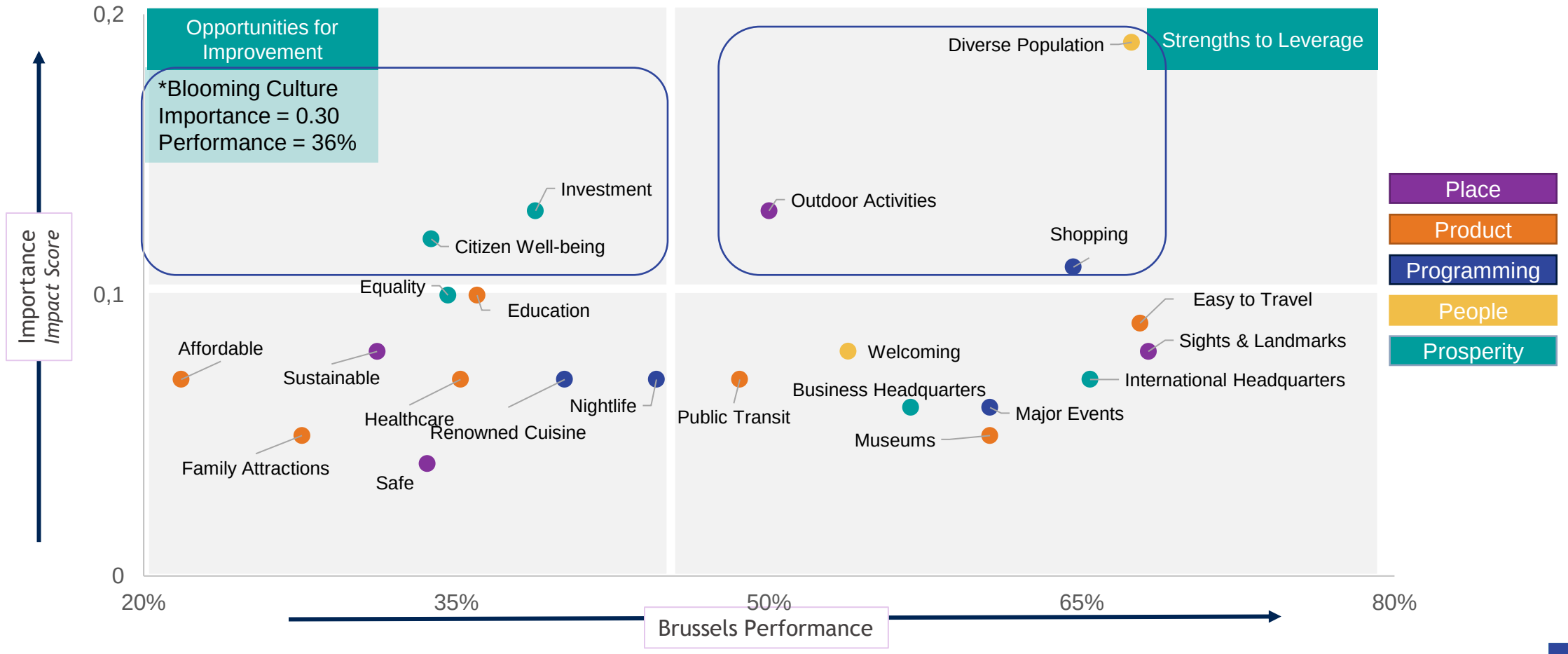
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

Of the General Population in the Netherlands, for every 1 point improved on having a “blooming start-up and innovation culture,” there is a 0.30 increase in likelihood to visit Brussels.

Driving Likelihood to Visit Brussels - General Population - Netherlands



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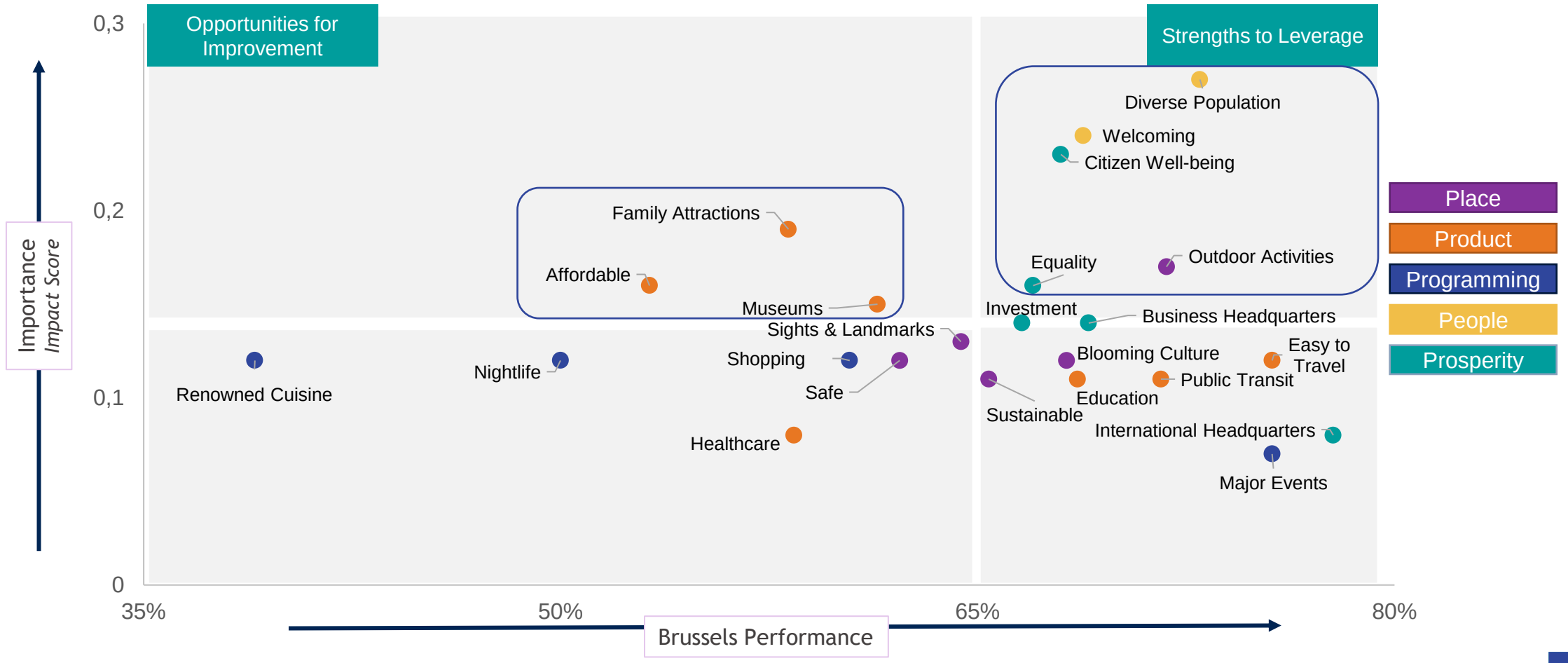
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500 Note: Blooming Culture not shown on chart due to scale visibility

Among the General Population in Italy, for every 1 point improved on “Diverse Population,” there is a 0.27 increase in likelihood to visit Brussels.

Driving Likelihood to Visit Brussels - General Population - Italy



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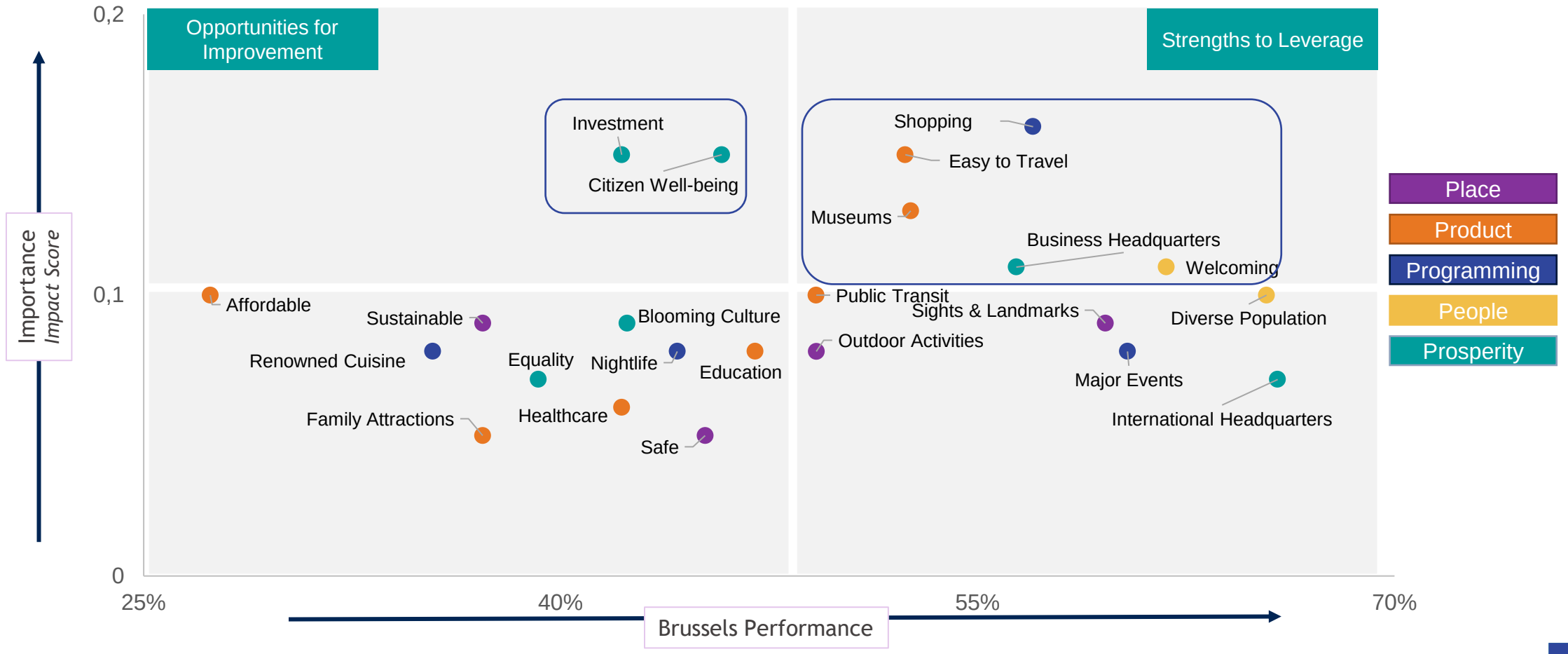
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

In Germany, for every 1 point improved on “good shopping,” there is a 0.16 increase in likelihood to visit Brussels among the General Population.

Driving Likelihood to Visit Brussels - General Population - Germany



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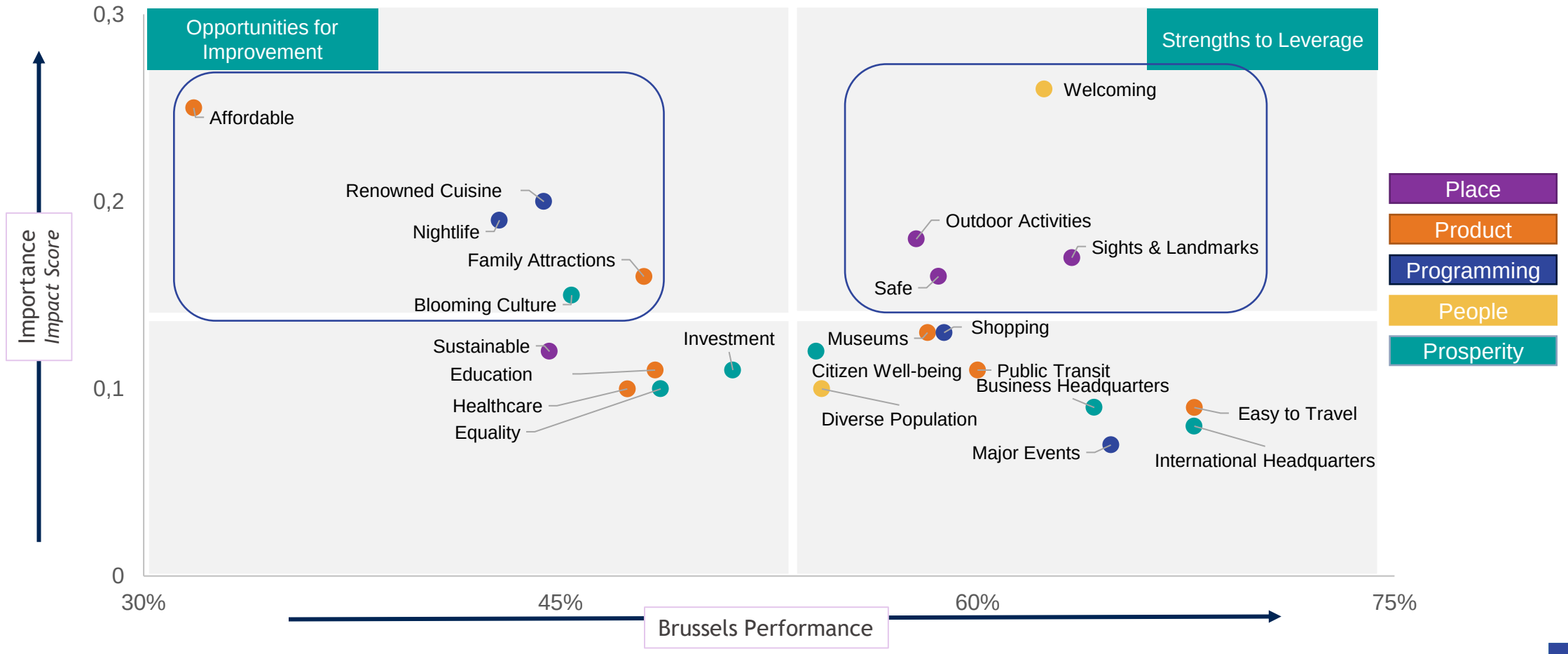
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

Among the General Population in the UK, for every 1 point improved on “is a welcoming city,” there is a 0.26 increase in likelihood to visit Brussels.

Driving Likelihood to Visit Brussels - General Population - UK



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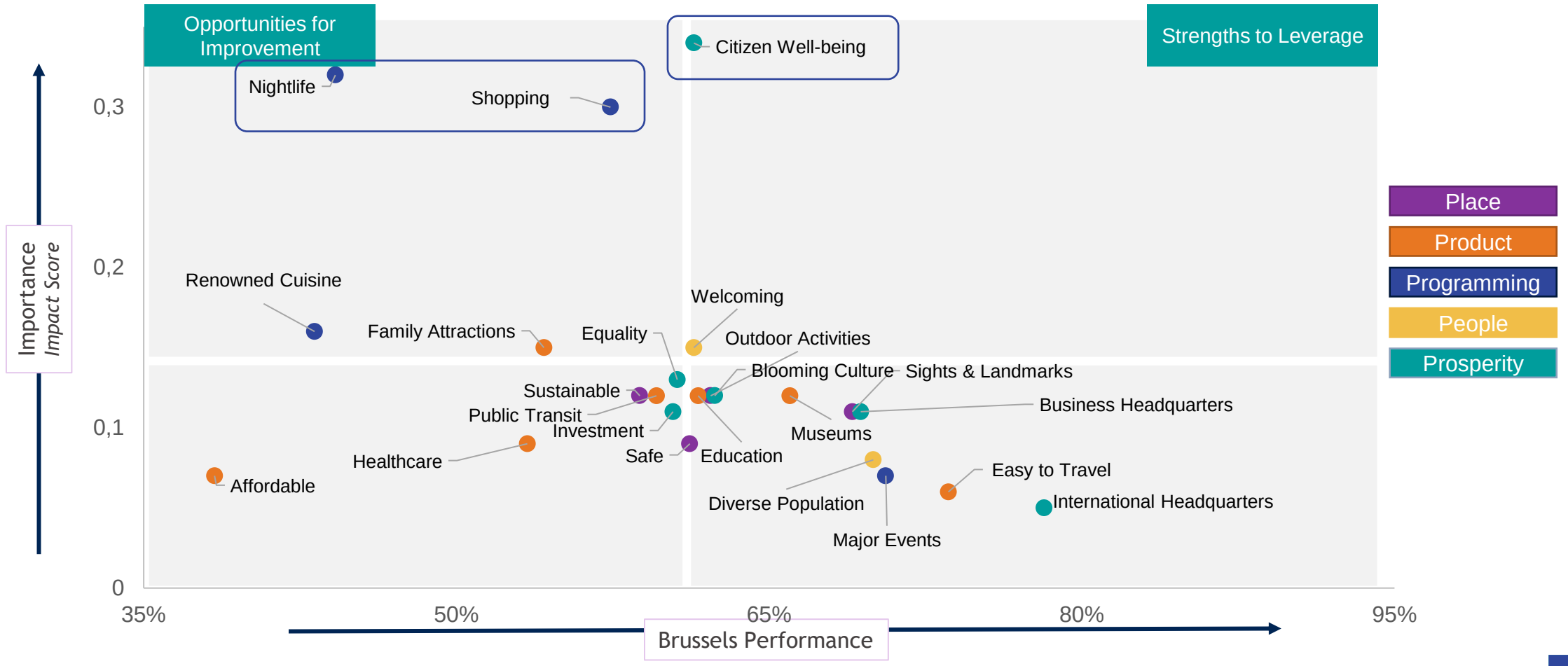
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

For every 1 point improved on “caring about the well-being of their citizens,” there is a 0.34 increase in likelihood to visit Brussels among those in the Spanish General Population.

Driving Likelihood to Visit Brussels - General Population - Spain



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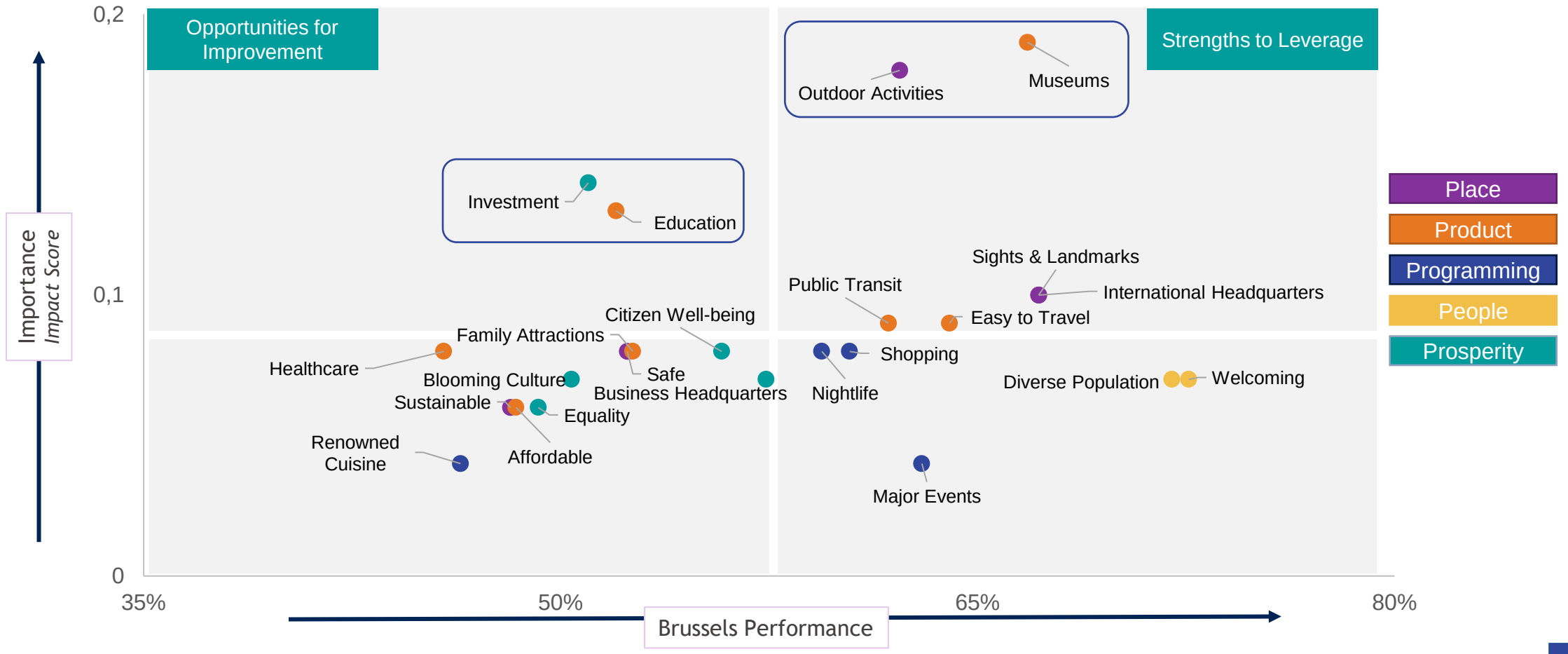
Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

Among the General Population in France, for every 1 point improved on “having many museums,” there is a 0.19 increase in likelihood to visit Brussels.

Driving Likelihood to Visit Brussels - General Population - France



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Q11,Q12,Q13,Q14,Q15. How would you rate each of these cities on each of the following attributes? (Showing T2B Very well in that area and Fairly Well)
Base: General Population n=500

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	37%	52%	61%	57%	44%	63%	54%	53%	46%	54%	45%	43%	71%	50%	37%	37%
Being a good place to raise a family	30%	31%	37%	45%	31%	50%	40%	37%	37%	34%	31%	33%	55%	34%	31%	26%
Being vibrant and offering great experiences	64%	59%	74%	50%	43%	58%	55%	65%	41%	55%	52%	44%	64%	69%	44%	43%
Being culturally diverse	77%	71%	73%	47%	40%	54%	56%	68%	42%	62%	59%	50%	58%	70%	46%	50%
Being a good place to work and/or do business	66%	61%	59%	56%	46%	51%	41%	49%	49%	50%	44%	40%	74%	66%	38%	48%
Has a good image	43%	50%	58%	61%	46%	62%	61%	67%	47%	49%	48%	44%	72%	61%	48%	39%
Place																
Being safe to live in	25%	37%	42%	53%	38%	60%	49%	40%	42%	36%	33%	31%	68%	41%	30%	25%
Having many quality sights and landmarks	78%	66%	72%	53%	38%	64%	69%	70%	42%	62%	44%	51%	61%	77%	45%	52%
Having many quality parks and outdoor activities	64%	54%	66%	53%	39%	59%	58%	67%	43%	53%	42%	46%	64%	69%	46%	50%
Promoting sustainable practices	40%	41%	50%	42%	30%	53%	43%	36%	36%	38%	33%	28%	50%	38%	34%	25%
Product																
Is an affordable place to live	32%	33%	30%	24%	26%	30%	29%	40%	31%	26%	39%	32%	39%	23%	25%	22%
Having effective public transit	68%	62%	68%	47%	42%	54%	54%	56%	42%	55%	51%	44%	61%	71%	37%	37%
Having many quality family attractions	43%	42%	47%	40%	34%	54%	45%	53%	32%	40%	30%	38%	49%	42%	30%	29%
Having high-quality education for all	48%	49%	47%	48%	38%	54%	45%	36%	39%	42%	36%	34%	55%	44%	27%	26%
Having access to quality healthcare	62%	60%	48%	47%	38%	45%	41%	36%	40%	42%	43%	39%	58%	38%	27%	26%
Is easy to travel to and from	74%	64%	68%	51%	43%	51%	56%	61%	52%	51%	55%	48%	63%	71%	38%	39%
Having many museums	77%	62%	73%	46%	37%	55%	64%	70%	44%	62%	38%	43%	50%	79%	43%	47%
Programming																
Having major events and conventions	77%	63%	66%	52%	41%	43%	48%	55%	43%	57%	39%	39%	52%	71%	36%	54%
Having good nightlife	60%	60%	71%	33%	37%	38%	38%	64%	30%	47%	40%	42%	35%	66%	38%	40%
Having world renowned cuisine	58%	41%	31%	29%	28%	34%	38%	60%	24%	28%	36%	46%	36%	33%	21%	21%
Having good shopping	66%	71%	71%	40%	40%	44%	46%	62%	36%	47%	57%	48%	65%	71%	38%	36%
People																
Is a welcoming city	50%	53%	68%	48%	43%	61%	59%	63%	45%	50%	47%	43%	63%	58%	45%	39%
Having a diverse population	81%	68%	72%	43%	36%	45%	45%	61%	48%	58%	58%	47%	51%	75%	39%	55%
Prosperity																
Promoting equality	46%	37%	49%	38%	29%	46%	30%	36%	37%	39%	33%	31%	41%	42%	25%	24%
Being headquarters for well-respected global businesses	75%	43%	52%	53%	33%	37%	37%	36%	39%	44%	27%	25%	66%	61%	30%	49%
Blooming start-up and innovation culture	50%	45%	48%	41%	31%	41%	35%	39%	32%	41%	32%	28%	47%	51%	27%	32%
Caring about the well-being of their citizens	39%	41%	51%	47%	36%	59%	47%	39%	42%	42%	33%	35%	60%	43%	33%	28%
Being headquarters for international institutions	78%	40%	50%	60%	31%	39%	34%	33%	44%	45%	26%	25%	64%	58%	29%	55%
Is a good city to invest in	51%	46%	48%	48%	32%	38%	33%	36%	30%	44%	29%	25%	60%	54%	31%	33%
KPIs																
Familiarity T2B	78%	59%	39%	13%	15%	10%	16%	33%	16%	22%	39%	24%	36%	37%	14%	13%
Favorability T2B	56%	57%	66%	54%	38%	61%	58%	61%	38%	49%	49%	43%	64%	58%	49%	32%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	61%	41%	64%	69%	48%	62%	62%	69%	46%	56%	57%	53%	59%	51%	53%	40%
Being a good place to raise a family	52%	37%	41%	62%	41%	52%	51%	49%	33%	46%	54%	53%	52%	46%	39%	36%
Being vibrant and offering great experiences	67%	44%	68%	68%	48%	58%	58%	79%	44%	67%	65%	66%	60%	71%	49%	62%
Being culturally diverse	69%	44%	70%	59%	50%	58%	63%	77%	42%	63%	68%	71%	54%	77%	55%	59%
Being a good place to work and/or do business	64%	42%	57%	73%	51%	53%	49%	63%	43%	58%	59%	64%	66%	68%	48%	57%
Has a good image	71%	44%	61%	78%	57%	65%	69%	74%	49%	65%	63%	60%	68%	69%	57%	58%
Place																
Being safe to live in	52%	41%	47%	67%	50%	56%	58%	46%	42%	50%	43%	35%	64%	50%	43%	30%
Having many quality sights and landmarks	67%	38%	64%	62%	47%	55%	70%	79%	37%	64%	62%	70%	53%	81%	52%	61%
Having many quality parks and outdoor activities	62%	37%	66%	67%	45%	60%	61%	75%	38%	62%	55%	66%	59%	69%	51%	55%
Promoting sustainable practices	48%	29%	56%	61%	43%	56%	45%	46%	38%	54%	44%	47%	51%	48%	39%	33%
Product																
Is an affordable place to live	48%	32%	41%	34%	40%	42%	40%	61%	30%	45%	58%	42%	40%	33%	31%	30%
Having effective public transit	62%	35%	56%	60%	54%	50%	47%	60%	42%	59%	64%	64%	50%	68%	44%	49%
Having many quality family attractions	53%	31%	50%	50%	43%	51%	46%	65%	31%	54%	51%	55%	44%	56%	37%	40%
Having high-quality education for all	52%	34%	51%	63%	42%	52%	49%	48%	38%	52%	50%	52%	50%	59%	40%	39%
Having access to quality healthcare	46%	36%	44%	59%	45%	42%	47%	42%	38%	51%	59%	61%	44%	44%	35%	33%
Is easy to travel to and from	64%	38%	62%	62%	53%	52%	50%	66%	39%	65%	71%	68%	52%	72%	44%	58%
Having many museums	67%	37%	61%	55%	44%	49%	61%	68%	38%	62%	53%	62%	45%	77%	46%	57%
Programming																
Having major events and conventions	63%	32%	50%	66%	48%	39%	51%	65%	46%	56%	60%	64%	50%	67%	41%	62%
Having good nightlife	59%	37%	69%	43%	45%	42%	49%	83%	31%	58%	59%	64%	36%	74%	44%	46%
Having world renowned cuisine	46%	27%	32%	37%	35%	27%	40%	60%	23%	35%	51%	72%	28%	28%	32%	28%
Having good shopping	60%	36%	52%	46%	42%	40%	43%	71%	38%	53%	63%	57%	55%	70%	42%	42%
People																
Is a welcoming city	73%	43%	72%	67%	51%	59%	66%	81%	40%	62%	71%	63%	57%	71%	58%	44%
Having a diverse population	72%	43%	70%	56%	50%	49%	47%	76%	42%	64%	75%	73%	54%	85%	45%	62%
Prosperity																
Promoting equality	49%	34%	49%	42%	34%	48%	40%	48%	33%	50%	47%	45%	44%	56%	35%	33%
Being headquarters for well-respected global businesses	57%	34%	44%	67%	45%	35%	37%	37%	40%	55%	37%	41%	60%	65%	39%	55%
Blooming start-up and innovation culture	50%	26%	45%	52%	40%	38%	38%	49%	33%	49%	42%	52%	52%	65%	38%	50%
Caring about the well-being of their citizens	56%	38%	56%	67%	48%	58%	54%	53%	41%	57%	54%	47%	54%	59%	43%	37%
Being headquarters for international institutions	67%	28%	45%	71%	41%	36%	40%	37%	54%	53%	34%	38%	63%	58%	38%	63%
Is a good city to invest in	51%	34%	37%	62%	42%	34%	38%	50%	35%	50%	40%	49%	59%	61%	36%	49%
KPIs																
Familiarity T2B	34%	13%	27%	25%	14%	15%	15%	38%	8%	22%	44%	51%	21%	38%	14%	19%
Favorability T2B	65%	40%	58%	65%	45%	54%	60%	73%	37%	56%	65%	61%	57%	65%	53%	44%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	53%	44%	62%	50%	47%	67%	65%	55%	53%	50%	35%	44%	60%	48%	50%	38%
Being a good place to raise a family	32%	33%	38%	29%	33%	51%	46%	36%	33%	33%	26%	31%	48%	33%	35%	26%
Being vibrant and offering great experiences	51%	43%	70%	46%	60%	62%	69%	71%	49%	73%	37%	43%	55%	64%	52%	48%
Being culturally diverse	64%	53%	75%	58%	66%	63%	78%	69%	51%	79%	34%	49%	60%	71%	58%	55%
Being a good place to work and/or do business	51%	36%	51%	50%	66%	50%	57%	42%	43%	63%	26%	34%	57%	54%	41%	49%
Has a good image	57%	45%	59%	56%	45%	70%	73%	61%	53%	53%	36%	42%	68%	58%	53%	44%
Place																
Being safe to live in	45%	36%	43%	51%	36%	59%	59%	39%	47%	31%	35%	38%	55%	34%	41%	31%
Having many quality sights and landmarks	60%	43%	65%	54%	54%	64%	79%	71%	51%	77%	34%	46%	54%	78%	55%	66%
Having many quality parks and outdoor activities	49%	41%	58%	48%	48%	59%	68%	60%	42%	68%	31%	39%	47%	67%	47%	52%
Promoting sustainable practices	37%	31%	46%	35%	35%	49%	42%	32%	33%	41%	28%	25%	40%	34%	37%	27%
Product																
Is an affordable place to live	27%	27%	33%	19%	28%	32%	36%	30%	32%	29%	23%	27%	34%	22%	32%	22%
Having effective public transit	49%	39%	56%	44%	68%	57%	63%	44%	48%	73%	29%	38%	44%	64%	40%	43%
Having many quality family attractions	37%	32%	42%	33%	40%	47%	58%	45%	37%	52%	26%	36%	40%	46%	40%	29%
Having high-quality education for all	47%	35%	49%	47%	57%	58%	61%	40%	43%	52%	32%	35%	49%	51%	40%	37%
Having access to quality healthcare	42%	35%	48%	45%	59%	52%	53%	33%	41%	60%	31%	34%	45%	37%	39%	28%
Is easy to travel to and from	52%	41%	67%	42%	73%	50%	59%	47%	49%	68%	28%	33%	47%	53%	41%	40%
Having many museums	53%	41%	57%	44%	50%	53%	71%	59%	45%	75%	31%	42%	41%	71%	43%	49%
Programming																
Having major events and conventions	60%	35%	52%	55%	72%	49%	63%	48%	53%	80%	25%	34%	49%	69%	40%	51%
Having good nightlife	44%	40%	71%	36%	66%	52%	60%	61%	45%	78%	26%	38%	36%	69%	46%	41%
Having world renowned cuisine	35%	28%	44%	32%	31%	35%	68%	56%	28%	44%	34%	45%	35%	41%	33%	25%
Having good shopping	57%	44%	69%	49%	73%	57%	71%	65%	54%	81%	34%	43%	55%	73%	49%	50%
People																
Is a welcoming city	62%	50%	75%	55%	49%	72%	78%	71%	56%	68%	36%	49%	62%	67%	55%	42%
Having a diverse population	65%	50%	71%	51%	70%	62%	64%	69%	58%	79%	42%	49%	54%	76%	53%	63%
Prosperity																
Promoting equality	39%	30%	51%	32%	41%	52%	40%	36%	43%	46%	31%	31%	38%	42%	36%	24%
Being headquarters for well-respected global businesses	56%	33%	47%	55%	69%	42%	49%	40%	47%	67%	26%	32%	53%	60%	42%	48%
Blooming start-up and innovation culture	42%	29%	42%	39%	44%	43%	47%	39%	35%	50%	21%	32%	42%	48%	37%	36%
Caring about the well-being of their citizens	46%	32%	47%	42%	38%	54%	53%	35%	45%	37%	32%	34%	45%	39%	41%	33%
Being headquarters for international institutions	66%	32%	47%	58%	66%	38%	54%	41%	54%	67%	19%	29%	51%	60%	38%	55%
Is a good city to invest in	42%	28%	41%	40%	55%	40%	46%	36%	37%	51%	25%	29%	49%	44%	33%	37%
KPIs																
Familiarity T2B	21%	13%	33%	11%	47%	20%	37%	28%	16%	62%	11%	11%	21%	37%	16%	17%
Favorability T2B	46%	39%	67%	46%	53%	63%	70%	60%	46%	72%	33%	41%	53%	59%	53%	37%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	73%	46%	70%	75%	68%	73%	81%	75%	58%	69%	48%	61%	73%	55%	66%	55%
Being a good place to raise a family	59%	41%	56%	67%	59%	65%	67%	69%	53%	57%	44%	50%	59%	50%	54%	46%
Being vibrant and offering great experiences	68%	45%	81%	70%	63%	68%	76%	83%	49%	73%	38%	60%	64%	85%	68%	69%
Being culturally diverse	75%	46%	81%	66%	67%	65%	76%	85%	58%	78%	46%	62%	67%	84%	64%	68%
Being a good place to work and/or do business	75%	42%	72%	74%	73%	68%	70%	68%	56%	75%	35%	55%	72%	81%	63%	77%
Has a good image	75%	45%	74%	79%	75%	74%	81%	79%	58%	77%	44%	62%	72%	74%	70%	70%
Place																
Being safe to live in	62%	40%	64%	72%	65%	72%	75%	62%	59%	68%	47%	55%	67%	51%	57%	47%
Having many quality sights and landmarks	64%	41%	74%	67%	61%	69%	87%	82%	52%	75%	37%	64%	57%	83%	67%	73%
Having many quality parks and outdoor activities	72%	42%	77%	76%	67%	77%	83%	80%	57%	75%	50%	64%	64%	83%	71%	71%
Promoting sustainable practices	65%	41%	74%	67%	59%	71%	66%	61%	57%	66%	40%	54%	64%	52%	59%	54%
Product																
Is an affordable place to live	53%	36%	63%	52%	55%	53%	58%	72%	48%	57%	42%	53%	54%	44%	60%	44%
Having effective public transit	72%	41%	76%	72%	75%	69%	79%	74%	56%	79%	42%	61%	68%	85%	64%	71%
Having many quality family attractions	58%	40%	63%	64%	59%	62%	74%	74%	50%	66%	39%	56%	51%	69%	58%	53%
Having high-quality education for all	69%	41%	68%	68%	66%	68%	71%	64%	54%	74%	44%	60%	71%	67%	61%	55%
Having access to quality healthcare	58%	41%	58%	66%	66%	62%	60%	54%	49%	67%	40%	51%	57%	52%	51%	40%
Is easy to travel to and from	76%	41%	75%	71%	75%	68%	77%	81%	54%	80%	41%	58%	69%	80%	65%	60%
Having many museums	61%	40%	72%	63%	61%	65%	82%	78%	51%	71%	35%	56%	58%	85%	56%	61%
Programming																
Having major events and conventions	76%	35%	67%	72%	69%	56%	73%	72%	56%	75%	34%	54%	67%	79%	57%	77%
Having good nightlife	50%	35%	80%	53%	50%	52%	55%	83%	41%	65%	31%	48%	47%	78%	56%	62%
Having world renowned cuisine	39%	26%	43%	39%	37%	38%	52%	72%	34%	33%	34%	48%	34%	39%	39%	35%
Having good shopping	60%	36%	69%	62%	64%	59%	65%	76%	44%	60%	36%	57%	57%	81%	53%	66%
People																
Is a welcoming city	69%	43%	81%	67%	66%	72%	73%	88%	58%	67%	51%	63%	64%	66%	69%	59%
Having a diverse population	73%	40%	81%	59%	65%	65%	63%	82%	58%	76%	49%	59%	63%	84%	63%	77%
Prosperity																
Promoting equality	67%	41%	75%	55%	59%	63%	54%	67%	58%	60%	43%	56%	58%	65%	58%	54%
Being headquarters for well-respected global businesses	69%	36%	67%	72%	71%	59%	61%	66%	52%	66%	32%	49%	65%	68%	52%	67%
Blooming start-up and innovation culture	68%	39%	67%	67%	63%	63%	59%	66%	53%	68%	35%	51%	62%	71%	57%	61%
Caring about the well-being of their citizens	68%	41%	73%	73%	71%	70%	71%	69%	58%	66%	46%	55%	66%	62%	61%	54%
Being headquarters for international institutions	78%	36%	62%	73%	67%	56%	65%	61%	61%	73%	34%	45%	68%	70%	54%	73%
Is a good city to invest in	67%	38%	65%	69%	68%	57%	62%	64%	48%	62%	31%	47%	70%	66%	54%	65%
KPIs																
Familiarity T2B	54%	15%	64%	57%	48%	56%	62%	76%	33%	55%	45%	51%	49%	65%	58%	47%
Favorability T2B	66%	44%	77%	74%	62%	76%	83%	81%	50%	68%	46%	61%	66%	71%	71%	58%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	67%	39%	74%	69%	63%	68%	71%	57%	54%	66%	42%	51%	67%	58%	64%	48%
Being a good place to raise a family	51%	33%	50%	54%	47%	52%	58%	52%	41%	51%	36%	45%	53%	49%	52%	38%
Being vibrant and offering great experiences	59%	36%	77%	57%	53%	55%	69%	63%	42%	64%	34%	44%	59%	75%	60%	53%
Being culturally diverse	71%	41%	79%	60%	58%	59%	69%	67%	52%	76%	37%	52%	62%	80%	62%	59%
Being a good place to work and/or do business	71%	36%	65%	72%	63%	58%	59%	61%	52%	67%	36%	51%	64%	74%	57%	57%
Has a good image	71%	42%	75%	69%	67%	73%	82%	57%	57%	73%	39%	55%	71%	67%	73%	55%
Place																
Being safe to live in	61%	33%	60%	70%	59%	65%	69%	38%	57%	60%	37%	55%	68%	50%	62%	32%
Having many quality sights and landmarks	69%	36%	76%	62%	59%	62%	77%	76%	54%	73%	36%	53%	63%	79%	68%	67%
Having many quality parks and outdoor activities	62%	30%	77%	66%	59%	62%	74%	64%	54%	70%	38%	56%	62%	73%	71%	55%
Promoting sustainable practices	59%	34%	69%	60%	54%	62%	65%	45%	56%	60%	33%	48%	59%	54%	53%	35%
Product																
Is an affordable place to live	38%	26%	39%	37%	38%	31%	40%	38%	29%	39%	30%	38%	33%	35%	42%	28%
Having effective public transit	60%	37%	66%	58%	54%	58%	62%	62%	48%	68%	34%	49%	57%	71%	59%	46%
Having many quality family attractions	54%	31%	58%	50%	49%	49%	60%	61%	41%	55%	28%	48%	50%	59%	56%	47%
Having high-quality education for all	62%	35%	67%	66%	58%	61%	60%	47%	52%	70%	34%	51%	63%	56%	52%	37%
Having access to quality healthcare	53%	32%	53%	52%	55%	51%	50%	59%	40%	51%	32%	45%	51%	42%	48%	28%
Is easy to travel to and from	74%	29%	75%	63%	62%	55%	68%	73%	50%	70%	41%	52%	54%	73%	65%	44%
Having many museums	66%	33%	66%	57%	52%	56%	74%	71%	41%	69%	35%	47%	59%	78%	56%	58%
Programming																
Having major events and conventions	71%	28%	63%	63%	61%	50%	62%	73%	53%	67%	29%	41%	56%	70%	54%	62%
Having good nightlife	44%	29%	72%	40%	45%	43%	51%	66%	30%	56%	26%	42%	40%	60%	53%	45%
Having world renowned cuisine	43%	23%	36%	36%	41%	35%	51%	61%	31%	41%	33%	45%	34%	41%	41%	32%
Having good shopping	57%	32%	63%	52%	51%	45%	57%	62%	40%	55%	37%	43%	53%	65%	50%	51%
People																
Is a welcoming city	61%	37%	71%	61%	56%	66%	65%	51%	53%	62%	40%	49%	62%	57%	72%	39%
Having a diverse population	70%	37%	78%	54%	61%	59%	62%	72%	56%	70%	39%	59%	61%	80%	62%	70%
Prosperity																
Promoting equality	61%	31%	67%	54%	58%	59%	58%	47%	48%	59%	35%	51%	51%	56%	59%	41%
Being headquarters for well-respected global businesses	69%	28%	59%	65%	60%	49%	53%	52%	51%	61%	25%	34%	57%	70%	51%	60%
Blooming start-up and innovation culture	62%	32%	61%	62%	55%	50%	58%	50%	46%	63%	31%	43%	61%	61%	55%	49%
Caring about the well-being of their citizens	61%	32%	67%	65%	61%	65%	66%	38%	56%	63%	38%	45%	59%	53%	60%	44%
Being headquarters for international institutions	78%	28%	54%	68%	51%	47%	58%	46%	62%	60%	30%	33%	56%	63%	47%	64%
Is a good city to invest in	60%	29%	55%	62%	52%	47%	50%	44%	35%	54%	30%	39%	57%	57%	49%	52%
KPIs																
Familiarity T2B	34%	8%	43%	25%	25%	25%	34%	81%	14%	36%	21%	23%	21%	55%	31%	32%
Favorability T2B	63%	29%	78%	65%	57%	65%	71%	60%	44%	67%	33%	49%	55%	71%	72%	48%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	45%	48%	47%	46%	43%	54%	60%	48%	49%	49%	27%	28%	57%	43%	38%	27%
Being a good place to raise a family	26%	30%	25%	31%	28%	47%	36%	24%	30%	29%	20%	19%	41%	27%	22%	22%
Being vibrant and offering great experiences	56%	61%	69%	38%	37%	47%	53%	67%	54%	64%	22%	33%	41%	71%	43%	43%
Being culturally diverse	68%	67%	77%	39%	40%	49%	55%	69%	69%	65%	25%	40%	49%	77%	42%	50%
Being a good place to work and/or do business	59%	54%	70%	44%	45%	45%	47%	50%	62%	54%	21%	31%	51%	61%	31%	45%
Has a good image	52%	54%	49%	47%	43%	59%	62%	59%	44%	55%	26%	32%	60%	52%	41%	39%
Place																
Being safe to live in	34%	33%	30%	47%	35%	56%	47%	32%	32%	35%	24%	24%	58%	26%	30%	20%
Having many quality sights and landmarks	68%	73%	81%	43%	38%	57%	68%	76%	67%	68%	20%	36%	55%	77%	46%	52%
Having many quality parks and outdoor activities	50%	54%	70%	39%	37%	52%	60%	63%	55%	59%	25%	29%	49%	68%	39%	47%
Promoting sustainable practices	31%	29%	38%	27%	25%	41%	33%	24%	34%	30%	18%	17%	37%	30%	24%	23%
Product																
Is an affordable place to live	22%	26%	14%	17%	23%	23%	19%	25%	25%	20%	19%	15%	28%	15%	23%	13%
Having effective public transit	49%	51%	76%	34%	41%	44%	46%	48%	73%	56%	18%	30%	44%	73%	32%	32%
Having many quality family attractions	28%	37%	27%	35%	28%	44%	37%	30%	30%	29%	16%	19%	43%	24%	21%	19%
Having high-quality education for all	36%	40%	57%	35%	34%	45%	40%	25%	51%	43%	19%	19%	42%	36%	21%	23%
Having access to quality healthcare	35%	38%	58%	34%	35%	42%	37%	25%	55%	37%	20%	24%	42%	37%	25%	23%
Is easy to travel to and from	68%	70%	78%	49%	54%	46%	51%	58%	73%	61%	32%	40%	61%	68%	39%	34%
Having many museums	61%	58%	85%	39%	34%	48%	58%	69%	61%	62%	20%	31%	40%	72%	34%	47%
Programming																
Having major events and conventions	61%	49%	79%	46%	35%	41%	45%	56%	68%	61%	17%	25%	43%	70%	33%	55%
Having good nightlife	45%	55%	75%	22%	31%	33%	36%	62%	49%	55%	16%	26%	28%	66%	36%	32%
Having world renowned cuisine	40%	44%	48%	27%	26%	29%	40%	57%	31%	34%	16%	30%	31%	35%	21%	21%
Having good shopping	65%	71%	81%	38%	48%	48%	54%	70%	68%	63%	25%	34%	45%	79%	37%	38%
People																
Is a welcoming city	54%	58%	64%	37%	37%	53%	55%	59%	49%	58%	23%	32%	59%	60%	42%	31%
Having a diverse population	67%	69%	85%	33%	43%	43%	39%	59%	70%	62%	22%	42%	46%	79%	37%	51%
Prosperity																
Promoting equality	35%	39%	49%	30%	29%	38%	30%	26%	38%	36%	19%	20%	37%	34%	25%	25%
Being headquarters for well-respected global businesses	57%	41%	66%	50%	39%	28%	38%	32%	57%	44%	14%	18%	46%	56%	26%	43%
Blooming start-up and innovation culture	36%	36%	54%	23%	28%	30%	28%	34%	34%	36%	15%	19%	32%	38%	24%	26%
Caring about the well-being of their citizens	34%	38%	48%	37%	35%	47%	39%	32%	39%	40%	22%	26%	49%	33%	34%	26%
Being headquarters for international institutions	65%	39%	61%	52%	38%	32%	37%	35%	65%	44%	13%	15%	50%	54%	21%	46%
Is a good city to invest in	39%	42%	49%	39%	31%	38%	34%	33%	40%	43%	17%	21%	44%	41%	26%	33%
KPIs																
Familiarity T2B	34%	41%	76%	11%	18%	19%	20%	31%	61%	31%	12%	14%	26%	41%	16%	18%
Favorability T2B	50%	58%	64%	38%	29%	51%	51%	56%	60%	54%	24%	26%	52%	52%	39%	31%

General Population

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	66%	53%	69%	66%	55%	71%	63%	63%	56%	58%	47%	48%	63%	49%	64%	43%
Being a good place to raise a family	47%	43%	48%	51%	47%	57%	48%	49%	46%	42%	43%	40%	50%	35%	57%	33%
Being vibrant and offering great experiences	55%	48%	78%	56%	49%	64%	65%	75%	44%	67%	43%	48%	49%	77%	72%	49%
Being culturally diverse	60%	47%	76%	46%	43%	56%	49%	59%	55%	55%	40%	40%	45%	82%	57%	53%
Being a good place to work and/or do business	65%	47%	64%	60%	55%	61%	52%	50%	58%	60%	40%	41%	55%	73%	62%	53%
Has a good image	63%	47%	66%	70%	61%	75%	73%	71%	59%	61%	50%	50%	67%	65%	72%	47%
Place																
Being safe to live in	59%	51%	54%	67%	50%	63%	59%	48%	57%	49%	47%	44%	60%	29%	55%	26%
Having many quality sights and landmarks	63%	47%	78%	62%	53%	70%	76%	74%	51%	68%	46%	46%	52%	88%	78%	67%
Having many quality parks and outdoor activities	58%	45%	70%	58%	49%	66%	62%	66%	41%	55%	47%	45%	51%	78%	69%	57%
Promoting sustainable practices	45%	35%	52%	45%	35%	56%	41%	33%	41%	41%	32%	36%	41%	47%	40%	27%
Product																
Is an affordable place to live	32%	34%	40%	28%	35%	29%	28%	38%	28%	28%	31%	30%	28%	18%	40%	21%
Having effective public transit	60%	47%	70%	57%	55%	55%	58%	56%	52%	63%	44%	43%	48%	82%	63%	47%
Having many quality family attractions	48%	41%	54%	46%	43%	60%	62%	62%	39%	49%	41%	38%	38%	81%	53%	41%
Having high-quality education for all	48%	42%	50%	55%	51%	55%	52%	39%	48%	51%	41%	40%	46%	64%	52%	39%
Having access to quality healthcare	47%	42%	50%	50%	46%	52%	47%	37%	48%	48%	38%	38%	45%	67%	51%	29%
Is easy to travel to and from	68%	52%	74%	62%	57%	62%	63%	71%	56%	63%	48%	47%	54%	82%	75%	52%
Having many museums	58%	49%	70%	59%	52%	56%	70%	65%	49%	63%	38%	40%	44%	90%	59%	60%
Programming																
Having major events and conventions	65%	38%	53%	63%	52%	52%	56%	58%	59%	62%	32%	37%	45%	89%	61%	65%
Having good nightlife	43%	38%	73%	37%	43%	48%	48%	71%	39%	55%	35%	35%	32%	85%	72%	41%
Having world renowned cuisine	44%	35%	46%	41%	37%	43%	52%	59%	30%	39%	47%	49%	34%	73%	46%	32%
Having good shopping	59%	46%	67%	55%	52%	57%	60%	68%	45%	56%	47%	44%	46%	89%	66%	57%
People																
Is a welcoming city	62%	51%	75%	62%	55%	67%	67%	74%	57%	57%	53%	44%	57%	61%	79%	44%
Having a diverse population	54%	51%	77%	47%	52%	50%	42%	57%	51%	61%	42%	40%	43%	89%	59%	59%
Prosperity																
Promoting equality	49%	42%	64%	47%	39%	48%	37%	38%	46%	46%	38%	32%	40%	63%	50%	39%
Being headquarters for well-respected global businesses	64%	44%	48%	60%	49%	43%	48%	39%	59%	57%	31%	30%	47%	82%	46%	59%
Blooming start-up and innovation culture	45%	36%	53%	42%	40%	42%	41%	37%	38%	45%	30%	29%	37%	69%	42%	35%
Caring about the well-being of their citizens	54%	47%	61%	56%	50%	60%	56%	47%	53%	45%	43%	42%	53%	47%	54%	36%
Being headquarters for international institutions	68%	40%	50%	65%	49%	42%	45%	38%	67%	54%	29%	27%	51%	81%	45%	60%
Is a good city to invest in	51%	40%	55%	56%	49%	47%	48%	43%	45%	48%	33%	35%	41%	73%	49%	39%
KPIs																
Familiarity T2B	29%	12%	43%	17%	19%	22%	21%	40%	13%	27%	18%	16%	18%	85%	43%	30%
Favorability T2B	55%	46%	78%	59%	49%	71%	69%	71%	45%	57%	50%	44%	47%	74%	71%	44%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	51%	56%	63%	77%	49%	62%	60%	45%	67%	63%	45%	48%	54%	61%	48%	51%
Being a good place to raise a family	50%	51%	63%	69%	44%	54%	52%	45%	44%	48%	33%	54%	63%	55%	46%	49%
Being vibrant and offering great experiences	58%	73%	61%	63%	46%	48%	77%	63%	58%	65%	53%	52%	60%	73%	42%	49%
Being culturally diverse	68%	60%	59%	63%	44%	48%	56%	67%	51%	61%	49%	59%	56%	66%	44%	68%
Being a good place to work and/or do business	62%	67%	61%	71%	54%	54%	50%	57%	47%	52%	57%	35%	60%	64%	48%	49%
Has a good image	46%	60%	57%	73%	49%	64%	60%	53%	47%	70%	51%	54%	67%	61%	58%	49%
Place																
Being safe to live in	46%	60%	57%	67%	39%	50%	52%	51%	51%	59%	37%	43%	69%	50%	50%	41%
Having many quality sights and landmarks	63%	56%	59%	60%	51%	52%	71%	59%	42%	59%	47%	61%	62%	61%	48%	59%
Having many quality parks and outdoor activities	61%	53%	67%	62%	44%	54%	48%	65%	42%	67%	49%	52%	56%	68%	52%	49%
Promoting sustainable practices	47%	53%	63%	67%	54%	52%	54%	55%	49%	63%	37%	52%	67%	50%	56%	44%
Product																
Is an affordable place to live	41%	53%	65%	48%	49%	36%	54%	53%	49%	59%	57%	50%	60%	50%	46%	51%
Having effective public transit	68%	44%	57%	60%	49%	56%	67%	61%	47%	57%	57%	54%	67%	59%	52%	51%
Having many quality family attractions	51%	60%	57%	56%	41%	48%	50%	59%	42%	65%	43%	52%	60%	59%	56%	51%
Having high-quality education for all	52%	49%	67%	63%	56%	62%	52%	57%	49%	67%	53%	43%	62%	59%	48%	56%
Having access to quality healthcare	68%	64%	59%	71%	46%	64%	60%	47%	40%	59%	45%	41%	56%	45%	58%	41%
Is easy to travel to and from	63%	56%	63%	65%	54%	42%	63%	57%	58%	72%	47%	61%	67%	64%	52%	51%
Having many museums	70%	60%	59%	65%	46%	56%	63%	65%	44%	65%	49%	46%	52%	64%	52%	46%
Programming																
Having major events and conventions	64%	49%	61%	65%	51%	58%	44%	63%	53%	72%	47%	50%	63%	59%	48%	51%
Having good nightlife	55%	53%	59%	58%	51%	52%	54%	61%	49%	74%	51%	50%	58%	59%	54%	51%
Having world renowned cuisine	63%	47%	59%	54%	41%	38%	40%	59%	44%	52%	49%	52%	52%	55%	40%	39%
Having good shopping	60%	53%	59%	58%	37%	48%	50%	59%	47%	65%	47%	43%	62%	73%	52%	46%
People																
Is a welcoming city	58%	53%	65%	62%	51%	48%	52%	67%	51%	65%	55%	48%	58%	73%	58%	41%
Having a diverse population	66%	62%	63%	60%	54%	54%	50%	57%	58%	65%	57%	50%	54%	73%	54%	61%
Prosperity																
Promoting equality	52%	49%	67%	56%	46%	48%	50%	65%	40%	54%	51%	48%	54%	61%	48%	39%
Being headquarters for well-respected global businesses	69%	53%	43%	60%	46%	44%	46%	55%	49%	67%	41%	48%	62%	61%	44%	56%
Blooming start-up and innovation culture	63%	49%	52%	65%	56%	50%	50%	63%	58%	63%	47%	52%	71%	57%	46%	63%
Caring about the well-being of their citizens	53%	53%	63%	60%	51%	58%	48%	49%	49%	67%	51%	48%	67%	52%	56%	39%
Being headquarters for international institutions	71%	56%	57%	60%	56%	52%	54%	55%	53%	65%	35%	37%	73%	55%	50%	49%
Is a good city to invest in	63%	51%	57%	69%	54%	46%	52%	49%	40%	65%	59%	41%	63%	59%	65%	49%
KPIs																
Familiarity T2B	93%	83%	70%	39%	36%	38%	36%	66%	35%	59%	58%	51%	62%	71%	43%	47%
Favorability T2B	71%	58%	63%	62%	61%	54%	52%	67%	40%	52%	53%	50%	62%	66%	50%	51%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	71%	54%	75%	78%	62%	68%	65%	78%	62%	69%	67%	72%	89%	63%	67%	55%
Being a good place to raise a family	70%	56%	61%	73%	43%	55%	56%	63%	53%	64%	72%	65%	72%	61%	53%	55%
Being vibrant and offering great experiences	72%	63%	73%	73%	57%	74%	67%	84%	53%	76%	67%	83%	80%	73%	65%	66%
Being culturally diverse	73%	60%	80%	78%	53%	70%	50%	86%	47%	74%	72%	80%	67%	73%	63%	68%
Being a good place to work and/or do business	72%	56%	70%	82%	64%	70%	65%	71%	64%	79%	74%	80%	74%	66%	67%	72%
Has a good image	72%	58%	77%	73%	68%	74%	67%	84%	49%	71%	57%	76%	87%	66%	72%	70%
Place																
Being safe to live in	69%	58%	80%	82%	55%	64%	63%	57%	57%	67%	67%	61%	67%	66%	53%	62%
Having many quality sights and landmarks	75%	63%	82%	84%	55%	64%	65%	82%	49%	86%	72%	80%	70%	71%	67%	72%
Having many quality parks and outdoor activities	71%	48%	86%	82%	57%	72%	58%	73%	57%	74%	70%	85%	78%	71%	74%	66%
Promoting sustainable practices	67%	58%	73%	73%	55%	74%	60%	71%	47%	67%	57%	72%	67%	63%	53%	62%
Product																
Is an affordable place to live	71%	52%	66%	57%	64%	58%	48%	67%	49%	69%	72%	72%	63%	59%	60%	51%
Having effective public transit	69%	63%	75%	71%	66%	62%	54%	73%	60%	74%	72%	74%	72%	66%	67%	68%
Having many quality family attractions	71%	52%	82%	73%	55%	66%	56%	71%	53%	79%	65%	74%	63%	68%	58%	60%
Having high-quality education for all	70%	60%	80%	73%	57%	72%	58%	80%	60%	83%	67%	78%	80%	66%	63%	53%
Having access to quality healthcare	67%	58%	61%	76%	64%	68%	54%	49%	60%	83%	63%	80%	70%	63%	60%	49%
Is easy to travel to and from	74%	62%	82%	82%	60%	75%	48%	71%	62%	81%	59%	85%	76%	78%	60%	72%
Having many museums	70%	65%	75%	78%	51%	74%	65%	76%	51%	69%	63%	76%	72%	71%	63%	68%
Programming																
Having major events and conventions	72%	54%	75%	84%	53%	60%	63%	82%	57%	74%	74%	74%	72%	73%	56%	68%
Having good nightlife	65%	56%	75%	71%	53%	68%	42%	80%	49%	79%	65%	74%	70%	78%	65%	62%
Having world renowned cuisine	62%	48%	64%	71%	57%	64%	56%	84%	49%	62%	57%	76%	61%	56%	53%	51%
Having good shopping	71%	65%	68%	71%	62%	74%	71%	76%	47%	74%	78%	70%	78%	73%	72%	66%
People																
Is a welcoming city	75%	67%	75%	80%	55%	74%	60%	86%	55%	86%	78%	83%	87%	73%	79%	72%
Having a diverse population	83%	58%	80%	73%	66%	74%	52%	86%	60%	79%	74%	85%	78%	85%	67%	60%
Prosperity																
Promoting equality	65%	56%	73%	80%	68%	72%	60%	78%	53%	71%	59%	61%	70%	63%	60%	53%
Being headquarters for well-respected global businesses	75%	46%	75%	84%	53%	64%	52%	76%	51%	81%	54%	63%	74%	80%	60%	66%
Blooming start-up and innovation culture	67%	58%	77%	76%	53%	75%	60%	82%	51%	71%	63%	74%	72%	76%	72%	66%
Caring about the well-being of their citizens	75%	62%	73%	80%	53%	68%	67%	76%	51%	74%	57%	76%	65%	66%	63%	68%
Being headquarters for international institutions	78%	48%	77%	80%	47%	62%	50%	71%	60%	79%	52%	65%	78%	71%	58%	74%
Is a good city to invest in	70%	60%	73%	73%	60%	64%	56%	80%	55%	67%	57%	74%	74%	76%	58%	70%
KPIs																
Familiarity T2B	69%	32%	60%	55%	40%	29%	30%	73%	22%	52%	78%	78%	53%	76%	40%	41%
Favorability T2B	78%	52%	77%	78%	51%	57%	67%	82%	43%	67%	61%	72%	57%	73%	74%	64%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	70%	55%	68%	64%	67%	63%	72%	63%	66%	55%	49%	60%	63%	65%	58%	55%
Being a good place to raise a family	54%	52%	62%	57%	59%	61%	65%	50%	64%	53%	44%	58%	56%	65%	60%	55%
Being vibrant and offering great experiences	64%	57%	68%	64%	78%	68%	67%	65%	57%	62%	51%	50%	52%	73%	58%	71%
Being culturally diverse	71%	60%	68%	57%	73%	68%	63%	77%	59%	76%	49%	48%	58%	67%	67%	80%
Being a good place to work and/or do business	69%	60%	60%	68%	76%	63%	63%	62%	61%	69%	37%	58%	63%	61%	58%	69%
Has a good image	65%	64%	68%	70%	69%	76%	79%	63%	70%	64%	42%	63%	67%	65%	56%	69%
Place																
Being safe to live in	69%	64%	68%	64%	63%	66%	72%	52%	68%	60%	40%	48%	77%	67%	49%	67%
Having many quality sights and landmarks	74%	62%	66%	66%	61%	71%	74%	63%	64%	73%	51%	55%	58%	78%	67%	80%
Having many quality parks and outdoor activities	75%	48%	68%	57%	59%	61%	72%	67%	66%	65%	42%	55%	67%	63%	62%	69%
Promoting sustainable practices	54%	50%	54%	53%	55%	63%	53%	44%	61%	60%	47%	60%	58%	69%	53%	57%
Product																
Is an affordable place to live	56%	62%	50%	40%	53%	54%	47%	48%	57%	60%	44%	40%	48%	47%	56%	59%
Having effective public transit	66%	55%	64%	51%	82%	68%	77%	63%	75%	76%	58%	60%	65%	63%	60%	63%
Having many quality family attractions	53%	57%	60%	55%	55%	71%	63%	54%	61%	64%	44%	50%	46%	67%	56%	61%
Having high-quality education for all	65%	62%	62%	62%	67%	59%	58%	50%	61%	73%	42%	63%	60%	55%	56%	59%
Having access to quality healthcare	61%	55%	54%	62%	71%	59%	65%	44%	61%	67%	47%	65%	63%	59%	60%	55%
Is easy to travel to and from	72%	64%	72%	55%	76%	68%	72%	52%	70%	75%	47%	48%	69%	69%	56%	59%
Having many museums	65%	60%	70%	57%	51%	61%	67%	58%	64%	84%	44%	55%	46%	67%	64%	59%
Programming																
Having major events and conventions	65%	67%	60%	64%	69%	68%	65%	63%	68%	78%	42%	53%	58%	61%	62%	67%
Having good nightlife	63%	48%	76%	60%	69%	66%	58%	62%	64%	78%	56%	58%	54%	73%	58%	61%
Having world renowned cuisine	59%	45%	68%	51%	53%	54%	72%	52%	59%	58%	44%	43%	54%	53%	53%	55%
Having good shopping	71%	62%	68%	60%	78%	73%	63%	71%	57%	84%	53%	60%	56%	76%	62%	61%
People																
Is a welcoming city	66%	60%	78%	57%	76%	76%	77%	71%	68%	69%	47%	63%	67%	75%	67%	71%
Having a diverse population	77%	60%	72%	77%	82%	71%	77%	73%	61%	84%	53%	63%	58%	69%	69%	69%
Prosperity																
Promoting equality	60%	57%	78%	55%	59%	63%	58%	54%	68%	71%	49%	60%	52%	61%	49%	55%
Being headquarters for well-respected global businesses	64%	52%	66%	60%	76%	68%	56%	60%	57%	69%	44%	48%	63%	63%	62%	61%
Blooming start-up and innovation culture	58%	50%	62%	55%	63%	61%	56%	50%	57%	71%	47%	50%	63%	65%	53%	57%
Caring about the well-being of their citizens	62%	50%	56%	62%	67%	59%	63%	46%	66%	64%	44%	50%	63%	67%	60%	55%
Being headquarters for international institutions	67%	55%	54%	66%	82%	59%	63%	50%	64%	73%	37%	50%	52%	63%	60%	69%
Is a good city to invest in	66%	52%	58%	60%	78%	71%	56%	58%	55%	73%	51%	43%	60%	57%	58%	49%
KPIs																
Familiarity T2B	45%	30%	64%	41%	74%	57%	65%	62%	42%	92%	37%	33%	50%	72%	41%	51%
Favorability T2B	66%	60%	72%	45%	71%	68%	72%	60%	70%	73%	35%	40%	65%	73%	62%	63%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	84%	78%	84%	80%	79%	87%	76%	73%	81%	78%	67%	73%	80%	83%	65%	69%
Being a good place to raise a family	83%	55%	72%	82%	64%	87%	70%	68%	63%	70%	67%	70%	76%	61%	61%	57%
Being vibrant and offering great experiences	81%	55%	77%	74%	81%	89%	80%	77%	79%	74%	73%	64%	71%	85%	72%	79%
Being culturally diverse	79%	61%	91%	76%	75%	74%	83%	86%	65%	74%	76%	68%	73%	88%	78%	74%
Being a good place to work and/or do business	85%	71%	84%	78%	83%	83%	76%	68%	75%	84%	69%	75%	73%	85%	76%	83%
Has a good image	81%	65%	79%	82%	79%	85%	80%	82%	67%	68%	69%	75%	71%	85%	70%	74%
Place																
Being safe to live in	75%	63%	77%	78%	70%	89%	80%	68%	67%	66%	61%	64%	80%	66%	67%	55%
Having many quality sights and landmarks	78%	61%	86%	82%	77%	76%	76%	77%	71%	74%	73%	57%	67%	88%	80%	64%
Having many quality parks and outdoor activities	86%	65%	91%	86%	81%	91%	85%	86%	73%	74%	76%	66%	73%	80%	74%	71%
Promoting sustainable practices	79%	71%	88%	80%	75%	91%	78%	68%	67%	68%	80%	68%	71%	76%	67%	71%
Product																
Is an affordable place to live	75%	59%	84%	72%	74%	83%	76%	80%	60%	74%	71%	61%	73%	54%	65%	62%
Having effective public transit	82%	69%	77%	82%	81%	89%	74%	82%	77%	82%	76%	66%	78%	88%	74%	71%
Having many quality family attractions	79%	73%	77%	80%	75%	78%	80%	77%	58%	60%	65%	66%	69%	71%	59%	69%
Having high-quality education for all	84%	67%	86%	88%	79%	83%	78%	73%	75%	80%	65%	75%	76%	80%	70%	69%
Having access to quality healthcare	79%	67%	81%	76%	83%	85%	72%	68%	69%	78%	63%	66%	73%	63%	72%	64%
Is easy to travel to and from	87%	61%	86%	86%	87%	78%	85%	82%	71%	72%	55%	77%	78%	83%	72%	76%
Having many museums	79%	57%	84%	78%	74%	80%	89%	68%	71%	76%	61%	73%	64%	85%	54%	69%
Programming																
Having major events and conventions	82%	53%	84%	76%	83%	87%	85%	66%	67%	78%	55%	75%	76%	83%	67%	79%
Having good nightlife	70%	67%	88%	66%	74%	83%	76%	82%	63%	84%	53%	59%	62%	88%	70%	67%
Having world renowned cuisine	62%	63%	63%	70%	66%	67%	78%	75%	63%	72%	65%	66%	64%	59%	63%	60%
Having good shopping	81%	63%	84%	78%	75%	78%	83%	80%	63%	72%	57%	66%	78%	80%	67%	76%
People																
Is a welcoming city	79%	67%	91%	74%	85%	91%	87%	84%	65%	66%	67%	75%	84%	76%	72%	74%
Having a diverse population	84%	69%	88%	68%	77%	89%	83%	82%	63%	80%	69%	82%	76%	85%	70%	83%
Prosperity																
Promoting equality	82%	61%	81%	76%	77%	89%	76%	68%	69%	76%	69%	68%	80%	78%	67%	76%
Being headquarters for well-respected global businesses	82%	61%	77%	82%	77%	80%	78%	73%	67%	80%	53%	64%	84%	73%	76%	69%
Blooming start-up and innovation culture	81%	55%	84%	74%	83%	76%	80%	70%	65%	84%	61%	70%	80%	80%	72%	69%
Caring about the well-being of their citizens	80%	61%	81%	84%	79%	91%	85%	77%	65%	84%	65%	73%	82%	76%	63%	62%
Being headquarters for international institutions	88%	57%	77%	76%	72%	83%	80%	64%	71%	78%	67%	68%	76%	78%	70%	81%
Is a good city to invest in	84%	63%	81%	82%	89%	78%	76%	75%	52%	76%	53%	66%	80%	83%	72%	67%
KPIs																
Familiarity T2B	79%	35%	80%	83%	70%	77%	83%	90%	61%	77%	65%	72%	76%	77%	77%	78%
Favorability T2B	80%	63%	81%	90%	79%	72%	78%	82%	65%	74%	65%	68%	76%	76%	74%	64%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	80%	62%	73%	85%	67%	80%	78%	85%	72%	75%	58%	67%	77%	73%	75%	63%
Being a good place to raise a family	73%	55%	69%	69%	62%	71%	64%	74%	60%	65%	55%	56%	59%	71%	63%	56%
Being vibrant and offering great experiences	77%	53%	78%	71%	62%	71%	67%	83%	62%	63%	50%	65%	67%	87%	65%	56%
Being culturally diverse	78%	60%	82%	71%	67%	67%	69%	87%	64%	69%	53%	63%	64%	84%	65%	65%
Being a good place to work and/or do business	80%	60%	73%	75%	71%	71%	71%	83%	72%	69%	50%	63%	77%	78%	69%	77%
Has a good image	82%	49%	69%	81%	73%	76%	76%	89%	72%	71%	50%	67%	74%	80%	75%	65%
Place																
Being safe to live in	75%	51%	67%	77%	64%	69%	71%	67%	74%	73%	55%	69%	74%	67%	71%	58%
Having many quality sights and landmarks	77%	49%	84%	69%	71%	76%	73%	83%	72%	71%	55%	58%	64%	78%	75%	75%
Having many quality parks and outdoor activities	74%	47%	67%	75%	69%	73%	62%	83%	62%	75%	63%	58%	74%	78%	80%	69%
Promoting sustainable practices	74%	57%	75%	73%	64%	73%	78%	72%	70%	69%	55%	65%	67%	73%	71%	38%
Product																
Is an affordable place to live	59%	38%	59%	54%	56%	58%	58%	72%	64%	61%	53%	56%	46%	53%	65%	58%
Having effective public transit	75%	51%	76%	65%	69%	78%	71%	87%	72%	84%	60%	52%	56%	78%	69%	58%
Having many quality family attractions	67%	45%	65%	63%	67%	67%	64%	80%	72%	75%	58%	65%	62%	78%	59%	60%
Having high-quality education for all	78%	51%	69%	73%	71%	64%	67%	74%	68%	76%	60%	65%	64%	69%	71%	58%
Having access to quality healthcare	72%	51%	75%	67%	67%	69%	71%	72%	68%	63%	48%	63%	62%	62%	51%	67%
Is easy to travel to and from	78%	40%	86%	60%	78%	69%	64%	80%	66%	76%	53%	60%	69%	78%	76%	65%
Having many museums	72%	62%	71%	67%	67%	71%	73%	74%	55%	80%	55%	56%	59%	80%	69%	65%
Programming																
Having major events and conventions	73%	64%	73%	69%	76%	67%	78%	76%	62%	80%	65%	60%	69%	91%	63%	63%
Having good nightlife	63%	53%	78%	73%	60%	64%	73%	78%	55%	69%	50%	56%	56%	87%	76%	58%
Having world renowned cuisine	62%	51%	61%	63%	60%	58%	76%	74%	49%	61%	55%	60%	56%	71%	59%	52%
Having good shopping	66%	51%	71%	69%	62%	60%	69%	83%	62%	67%	60%	67%	67%	80%	69%	69%
People																
Is a welcoming city	72%	57%	67%	73%	69%	71%	71%	72%	66%	76%	63%	60%	62%	76%	73%	60%
Having a diverse population	79%	57%	76%	77%	67%	71%	69%	85%	64%	78%	55%	67%	62%	91%	71%	71%
Prosperity																
Promoting equality	75%	57%	75%	73%	67%	73%	67%	72%	62%	69%	65%	63%	59%	60%	71%	69%
Being headquarters for well-respected global businesses	71%	60%	69%	69%	71%	64%	71%	70%	68%	75%	48%	60%	56%	82%	76%	58%
Blooming start-up and innovation culture	72%	62%	65%	71%	78%	76%	71%	83%	74%	71%	60%	60%	69%	76%	69%	60%
Caring about the well-being of their citizens	75%	49%	71%	73%	69%	76%	69%	72%	64%	65%	60%	67%	69%	62%	73%	69%
Being headquarters for international institutions	81%	55%	71%	71%	69%	60%	71%	89%	62%	59%	53%	58%	64%	73%	69%	73%
Is a good city to invest in	75%	60%	63%	75%	82%	71%	78%	78%	62%	76%	58%	58%	64%	76%	69%	69%
KPIs																
Familiarity T2B	71%	25%	67%	55%	56%	54%	56%	88%	30%	66%	48%	44%	46%	81%	62%	59%
Favorability T2B	81%	47%	78%	69%	73%	73%	71%	89%	62%	73%	53%	67%	69%	76%	80%	67%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	53%	55%	50%	52%	50%	45%	60%	66%	58%	51%	38%	44%	53%	56%	47%	42%
Being a good place to raise a family	53%	52%	43%	44%	41%	55%	56%	41%	56%	42%	27%	42%	50%	38%	51%	29%
Being vibrant and offering great experiences	57%	60%	65%	48%	45%	47%	56%	59%	60%	58%	40%	44%	55%	63%	53%	48%
Being culturally diverse	58%	67%	67%	56%	55%	45%	56%	66%	65%	53%	42%	40%	68%	75%	47%	52%
Being a good place to work and/or do business	64%	45%	59%	56%	57%	47%	53%	59%	65%	54%	42%	42%	63%	58%	43%	50%
Has a good image	62%	48%	57%	60%	55%	55%	56%	59%	63%	41%	38%	51%	60%	54%	55%	60%
Place																
Being safe to live in	47%	52%	43%	54%	59%	59%	47%	44%	51%	54%	36%	38%	58%	50%	41%	33%
Having many quality sights and landmarks	67%	50%	74%	54%	55%	57%	60%	63%	56%	56%	33%	47%	55%	63%	51%	50%
Having many quality parks and outdoor activities	58%	52%	59%	48%	55%	61%	58%	61%	60%	61%	29%	38%	55%	67%	53%	48%
Promoting sustainable practices	54%	50%	48%	46%	45%	51%	51%	46%	60%	41%	29%	29%	48%	38%	43%	48%
Product																
Is an affordable place to live	49%	62%	50%	40%	43%	41%	40%	46%	49%	51%	42%	38%	40%	38%	43%	38%
Having effective public transit	66%	45%	65%	58%	43%	51%	51%	59%	56%	59%	38%	53%	48%	67%	47%	35%
Having many quality family attractions	50%	50%	46%	42%	43%	49%	42%	51%	47%	58%	36%	44%	58%	52%	55%	23%
Having high-quality education for all	48%	52%	59%	54%	52%	59%	33%	49%	63%	56%	31%	38%	45%	58%	47%	42%
Having access to quality healthcare	47%	50%	63%	50%	52%	59%	49%	49%	60%	56%	40%	42%	48%	50%	43%	31%
Is easy to travel to and from	58%	55%	65%	62%	55%	47%	70%	73%	60%	56%	42%	53%	63%	63%	53%	44%
Having many museums	64%	48%	74%	44%	57%	51%	60%	66%	51%	54%	33%	44%	53%	69%	49%	46%
Programming																
Having major events and conventions	61%	55%	63%	54%	57%	51%	42%	59%	65%	54%	36%	36%	45%	63%	47%	52%
Having good nightlife	56%	60%	74%	52%	43%	47%	47%	63%	49%	69%	31%	51%	40%	71%	45%	44%
Having world renowned cuisine	52%	55%	50%	54%	41%	47%	40%	61%	44%	49%	33%	53%	40%	48%	39%	35%
Having good shopping	61%	55%	72%	52%	50%	49%	47%	68%	63%	56%	33%	44%	55%	67%	57%	46%
People																
Is a welcoming city	64%	64%	61%	60%	48%	63%	42%	66%	58%	58%	42%	42%	60%	56%	47%	33%
Having a diverse population	60%	62%	76%	58%	64%	51%	47%	63%	74%	59%	38%	44%	55%	67%	55%	54%
Prosperity																
Promoting equality	48%	55%	63%	54%	48%	53%	42%	39%	49%	42%	27%	40%	43%	50%	43%	21%
Being headquarters for well-respected global businesses	57%	50%	61%	48%	55%	53%	49%	54%	63%	59%	40%	40%	43%	63%	57%	44%
Blooming start-up and innovation culture	48%	45%	63%	46%	55%	49%	42%	63%	53%	49%	40%	51%	48%	50%	41%	42%
Caring about the well-being of their citizens	49%	55%	54%	60%	36%	47%	51%	49%	56%	53%	33%	44%	58%	54%	43%	38%
Being headquarters for international institutions	59%	43%	63%	50%	50%	37%	53%	51%	60%	61%	40%	44%	43%	56%	53%	48%
Is a good city to invest in	53%	52%	57%	50%	48%	53%	44%	51%	53%	59%	38%	36%	50%	48%	43%	38%
KPIs																
Familiarity T2B	65%	62%	89%	32%	51%	43%	45%	62%	85%	58%	34%	34%	54%	72%	34%	48%
Favorability T2B	60%	60%	74%	42%	55%	55%	63%	66%	72%	49%	42%	40%	48%	54%	45%	60%

Business Leaders

	Brussels	Antwerpen	Amsterdam	Geneva	Frankfurt	Copenhagen	Vienna, Austria	Barcelona	The Hague	Berlin	Lille, France	Lyon	Luxembourg	London	Dublin, Ireland	Washington, USA
Their quality of life	68%	67%	88%	76%	66%	82%	57%	67%	61%	75%	57%	67%	76%	74%	76%	62%
Being a good place to raise a family	64%	59%	74%	64%	59%	62%	63%	67%	50%	50%	48%	59%	68%	58%	71%	51%
Being vibrant and offering great experiences	68%	61%	81%	66%	66%	66%	80%	80%	52%	69%	48%	63%	60%	81%	63%	62%
Being culturally diverse	68%	61%	84%	60%	55%	62%	67%	82%	57%	67%	59%	70%	52%	86%	63%	55%
Being a good place to work and/or do business	74%	63%	77%	70%	70%	58%	67%	78%	59%	71%	46%	61%	80%	74%	71%	70%
Has a good image	64%	63%	79%	74%	70%	68%	82%	78%	73%	60%	57%	65%	64%	74%	71%	51%
Place																
Being safe to live in	69%	74%	65%	76%	64%	72%	71%	71%	61%	67%	52%	54%	78%	49%	71%	51%
Having many quality sights and landmarks	74%	65%	77%	72%	73%	66%	84%	84%	66%	85%	67%	59%	60%	81%	76%	72%
Having many quality parks and outdoor activities	70%	65%	93%	68%	61%	68%	57%	78%	66%	75%	59%	63%	64%	74%	71%	57%
Promoting sustainable practices	61%	67%	81%	64%	57%	68%	63%	60%	64%	67%	50%	52%	66%	70%	69%	47%
Product																
Is an affordable place to live	60%	59%	74%	48%	57%	56%	51%	53%	55%	63%	48%	50%	50%	37%	57%	49%
Having effective public transit	70%	63%	72%	74%	68%	74%	65%	73%	64%	69%	52%	54%	62%	74%	67%	62%
Having many quality family attractions	62%	67%	77%	56%	64%	66%	69%	71%	57%	65%	54%	54%	64%	72%	69%	55%
Having high-quality education for all	68%	72%	77%	78%	70%	72%	65%	64%	61%	65%	46%	65%	70%	70%	73%	57%
Having access to quality healthcare	68%	72%	77%	64%	68%	74%	55%	64%	55%	58%	54%	50%	58%	63%	73%	51%
Is easy to travel to and from	71%	61%	84%	66%	66%	68%	59%	78%	64%	73%	61%	61%	64%	81%	69%	64%
Having many museums	68%	65%	84%	62%	61%	68%	53%	71%	55%	75%	37%	59%	58%	77%	69%	57%
Programming																
Having major events and conventions	70%	59%	74%	64%	66%	62%	67%	76%	61%	75%	46%	48%	66%	77%	67%	70%
Having good nightlife	65%	59%	81%	58%	70%	64%	61%	89%	50%	63%	41%	52%	50%	81%	65%	47%
Having world renowned cuisine	61%	59%	72%	60%	59%	58%	57%	84%	50%	65%	50%	59%	48%	81%	59%	47%
Having good shopping	72%	70%	79%	78%	68%	66%	67%	78%	57%	69%	61%	65%	60%	91%	59%	64%
People																
Is a welcoming city	72%	72%	81%	74%	70%	72%	78%	87%	68%	67%	61%	65%	70%	67%	76%	51%
Having a diverse population	72%	67%	86%	68%	66%	60%	63%	67%	64%	67%	57%	63%	52%	84%	67%	70%
Prosperity																
Promoting equality	61%	59%	74%	62%	70%	70%	49%	58%	66%	63%	41%	57%	48%	67%	57%	51%
Being headquarters for well-respected global businesses	70%	63%	70%	76%	75%	60%	59%	62%	64%	63%	37%	50%	64%	79%	57%	57%
Blooming start-up and innovation culture	69%	63%	81%	64%	64%	60%	53%	62%	66%	58%	39%	46%	60%	79%	63%	53%
Caring about the well-being of their citizens	67%	72%	81%	74%	66%	70%	59%	62%	70%	63%	52%	61%	66%	60%	65%	53%
Being headquarters for international institutions	73%	65%	67%	78%	68%	50%	73%	56%	68%	65%	46%	39%	62%	79%	65%	68%
Is a good city to invest in	73%	65%	74%	70%	66%	56%	67%	71%	68%	54%	50%	50%	66%	72%	71%	57%
KPIs																
Familiarity T2B	50%	30%	71%	47%	38%	41%	47%	65%	32%	61%	38%	37%	38%	89%	67%	52%
Favorability T2B	65%	65%	74%	66%	73%	64%	67%	82%	61%	65%	48%	65%	52%	84%	73%	49%