

YouGov PlacelIndex results

- PlacelIndex is an exciting new way of scoring Britain's major cities. It can help understand why people want to visit, work and live in certain cities and this information can be used to inform tourism strategies and provide guidance on the development of local amenities or new businesses.
- Cities are ranked on 11 key indicators which include – cultural experience, atmosphere, friendliness, ease of getting around, shops and restaurants and the media 'Buzz' that a city generates. Other indicators used are whether the city is considered a safe investment, whether it's considered expensive, whether it is considered safe and whether people would recommend the city to others.
- All 11 indicators combine to form an overall desirability score. This enables us to identify Britain's most and least desirable city and all points in between.
- PlacelIndex is based upon interviews with a representative sample of 10,000 respondents drawn from YouGov's online panel.
- Fieldwork was undertaken in July 2009.

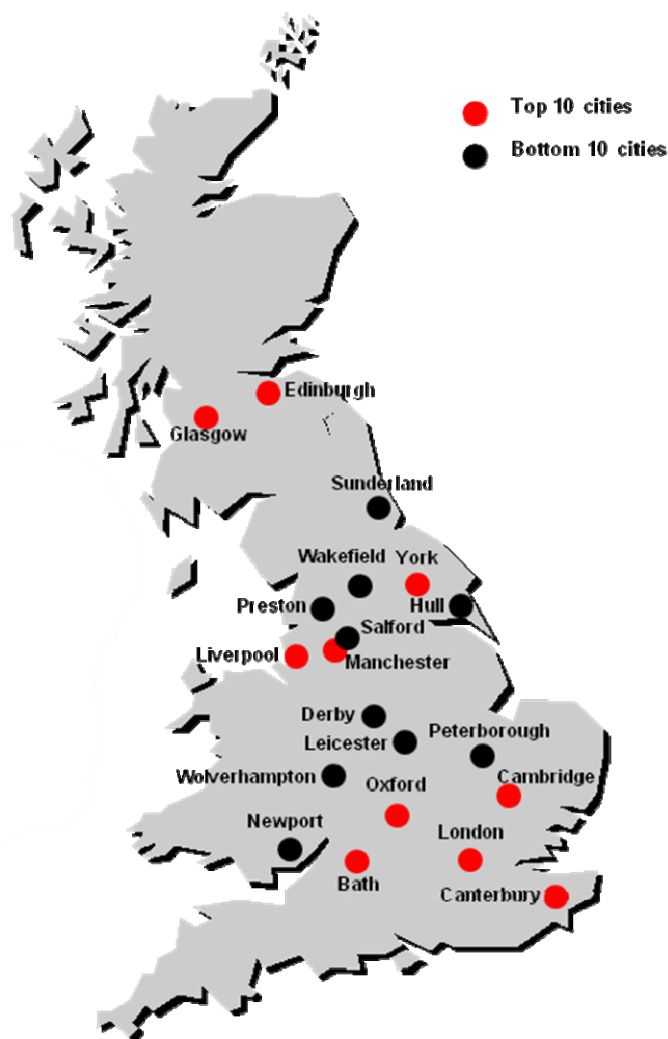


The scores for each indicator are derived by subtracting the proportion who gave negative answers from those who gave positive ones. For example, respondents were asked to choose which cities they feel have a good atmosphere and which have a bad atmosphere. The proportion who said bad was then subtracted from the proportion who said good to give an index score.

Cultural experience

Top 10 cities	Index score	Rank
London	74.5	1
Edinburgh	73.8	2
Oxford	54.5	3
Bath	52.8	4
York	51.3	5
Cambridge	47.4	6
Canterbury	44.4	7
Liverpool	43.7	8
Manchester	30.6	9
Glasgow	27	10

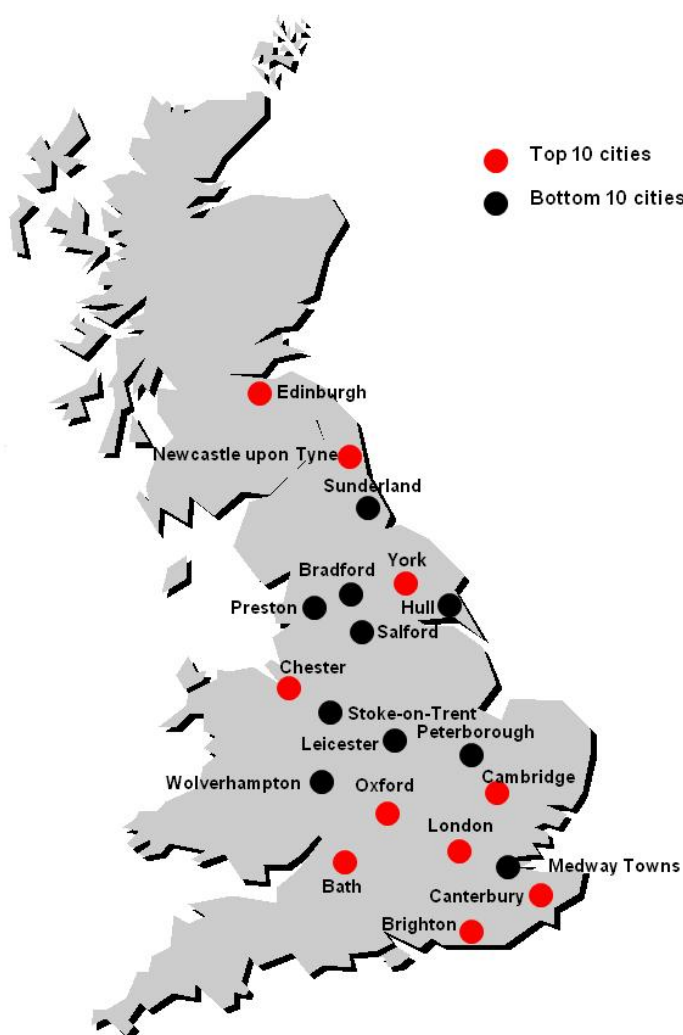
Bottom 10 cities	Index score	Rank
Newport	-16.9	51
Wakefield	-22.1	52
Hull	-22.9	53
Leicester	-23.1	54
Salford	-24	55
Wolverhampton	-24.1	56
Derby	-24.4	57
Sunderland	-25.2	58
Peterborough	-26.2	59
Preston	-29.3	60



Atmosphere

Top 10 cities	Index score	Rank
Edinburgh	47.9	1
York	43.5	2
Bath	34.2	3
London	33.1	4
Oxford	31.6	5
Cambridge	30.5	6
Brighton	25.5	7
Chester	22.5	8
Newcastle upon Tyne	21.3	9
Canterbury	19.7	10

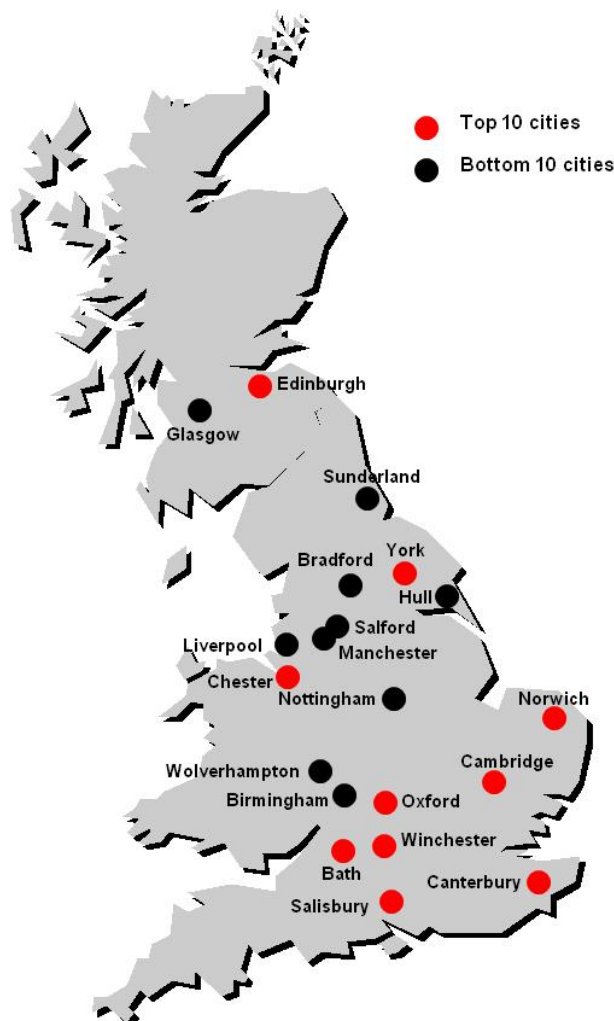
Bottom 10 cities	Index score	Rank
Stoke-on-Trent	-4.5	51
Peterborough	-4.8	52
Medway Towns	-5.7	53
Preston	-6.1	54
Leicester	-6.7	55
Sunderland	-9.1	56
Hull	-11.9	57
Salford	-11.9	58
Wolverhampton	-13.2	59
Bradford	-22.1	60



Safe to visit

Top 10 cities	Index score	Rank
York	58.2	1
Cambridge	54.2	2
Bath	52.2	3
Oxford	51	4
Edinburgh	48.5	5
Canterbury	44.9	6
Chester	44.9	7
Norwich	39.7	8
Winchester	39.3	9
Salisbury	38.8	10

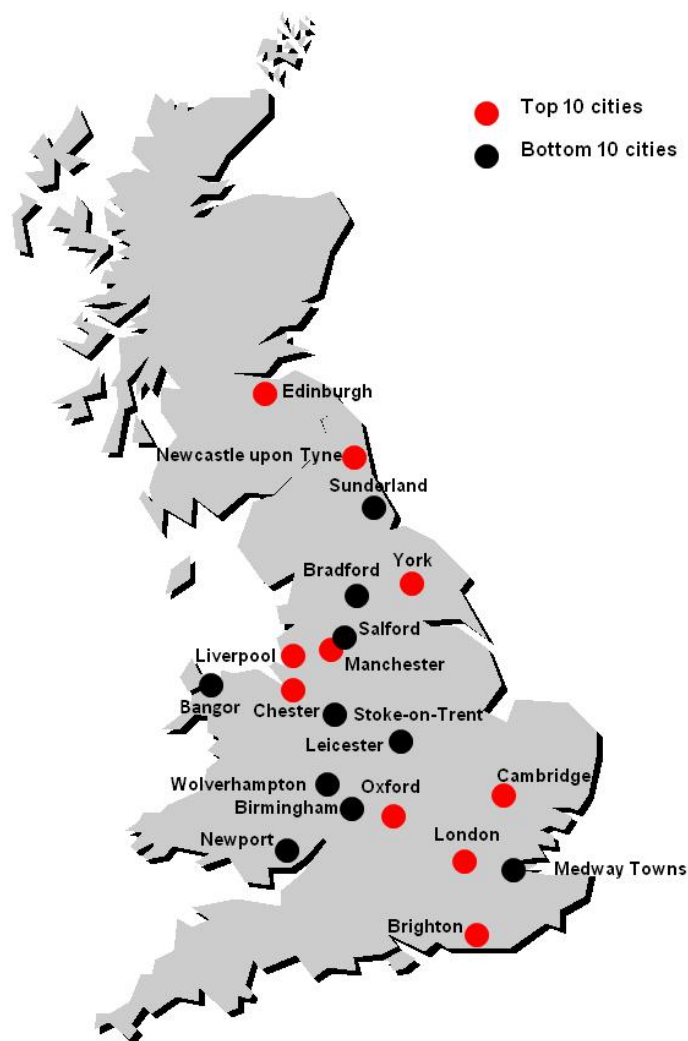
Bottom 10 cities	Index score	Rank
Nottingham	10.3	51
Hull	8	52
Manchester	6.3	53
Sunderland	5.8	54
Liverpool	4.3	55
Wolverhampton	0	56
Birmingham	-0.4	57
Salford	-0.6	58
Glasgow	-0.8	59
Bradford	-15.3	60



Easy to get around

Top 10 cities	Index score	Rank
London	32.6	1
Edinburgh	20.8	2
York	20.7	3
Manchester	18	4
Cambridge	12.9	5
Newcastle upon Tyne	12.3	6
Liverpool	10.8	7
Oxford	10.4	8
Chester	10.1	9
Brighton	10	10

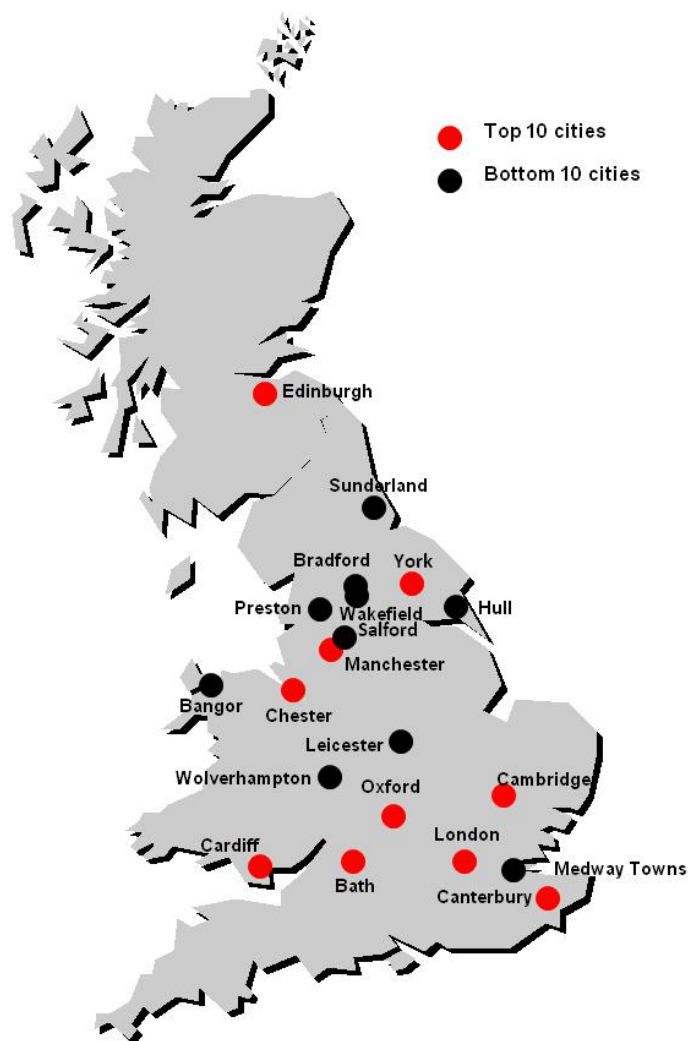
Bottom 10 cities	Index score	Rank
Bangor	1.3	51
Newport	0.7	52
Birmingham	0.3	53
Salford	0.3	54
Sunderland	0.1	55
Leicester	-0.5	56
Stoke-on-Trent	-0.7	57
Medway Towns	-0.7	58
Wolverhampton	-1.2	59
Bradford	-2.3	60



Safe to invest in

Top 10 cities	Index score	Rank
York	35	1
Oxford	32.5	2
Edinburgh	32.1	3
London	29.7	4
Cambridge	29.5	5
Bath	27.8	6
Manchester	24.6	7
Chester	19.8	8
Canterbury	19.7	9
Cardiff	16.6	10

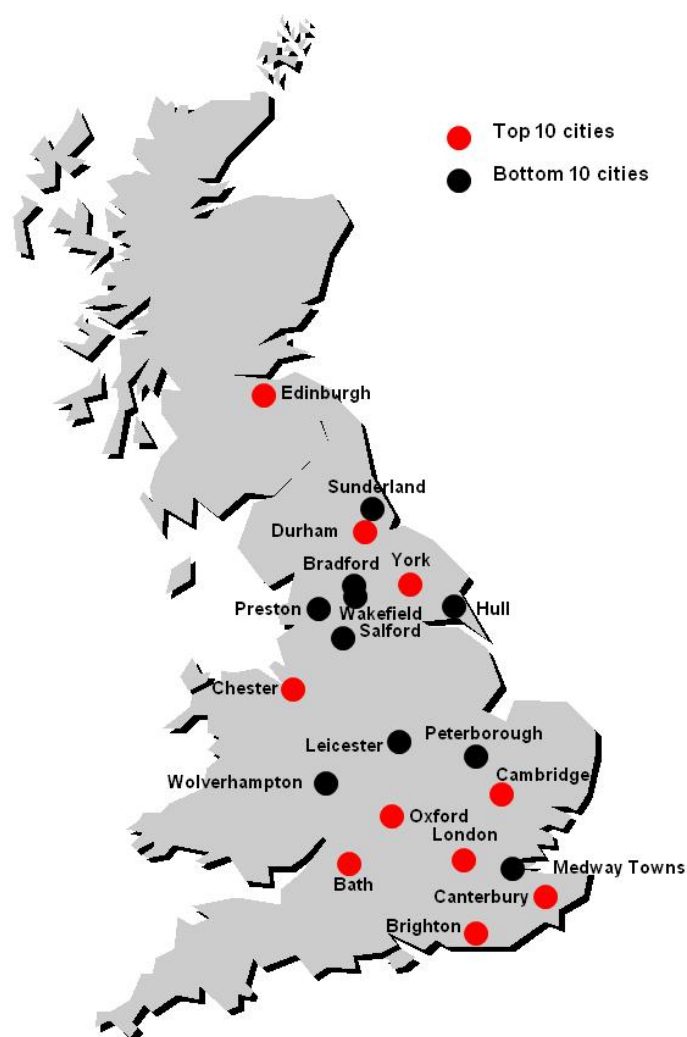
Bottom 10 cities	Index score	Rank
Bangor	-4.4	51
Leicester	-5.9	52
Medway Towns	-6.9	53
Wakefield	-7.2	54
Preston	-9.6	55
Wolverhampton	-9.9	56
Hull	-11.1	57
Sunderland	-13	58
Salford	-15.2	59
Bradford	-21.9	60



Visit yourself / recommend to a friend

Top 10 cities	Index score	Rank
York	60.8	1
Edinburgh	58	2
London	53.3	3
Bath	48.5	4
Oxford	45.7	5
Cambridge	44.2	6
Chester	35.9	7
Canterbury	34.7	8
Brighton	27	9
Durham	24.9	10

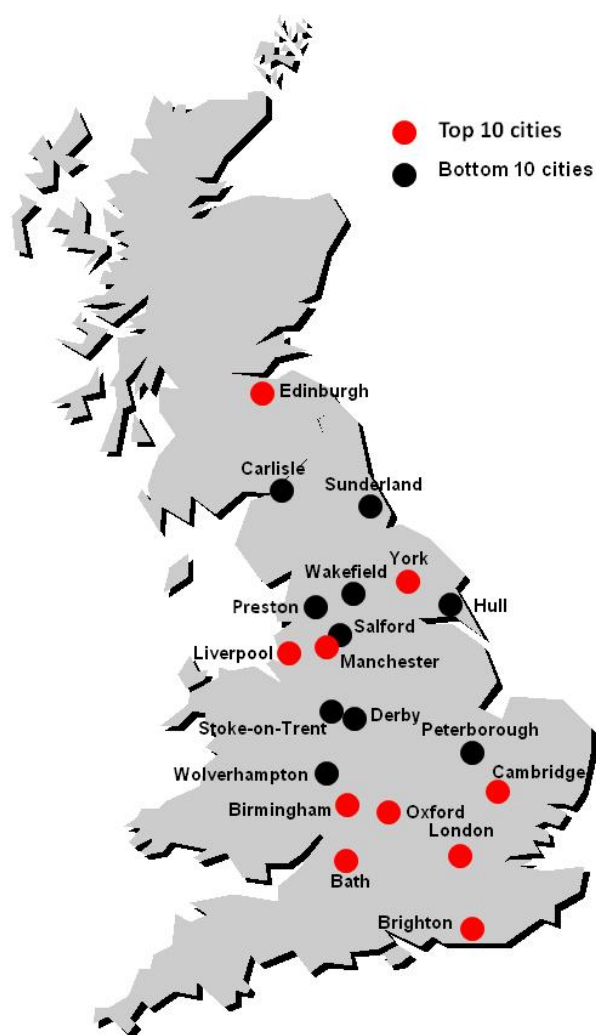
Bottom 10 cities	Index score	Rank
Medway Towns	-6.4	51
Wakefield	-6.5	52
Peterborough	-6.7	53
Leicester	-9.9	54
Preston	-10.5	55
Sunderland	-11.5	56
Hull	-12.6	57
Salford	-17.1	58
Wolverhampton	-17.2	59
Bradford	-25	60



Good cuisine / good quality of restaurants

Top 10 cities	Index score	Rank
London	60	1
Edinburgh	35	2
Manchester	27.9	3
York	24.2	4
Oxford	19.4	5
Bath	17.7	6
Cambridge	15.9	7
Brighton	15.5	8
Birmingham	14.5	9
Liverpool	12.5	10

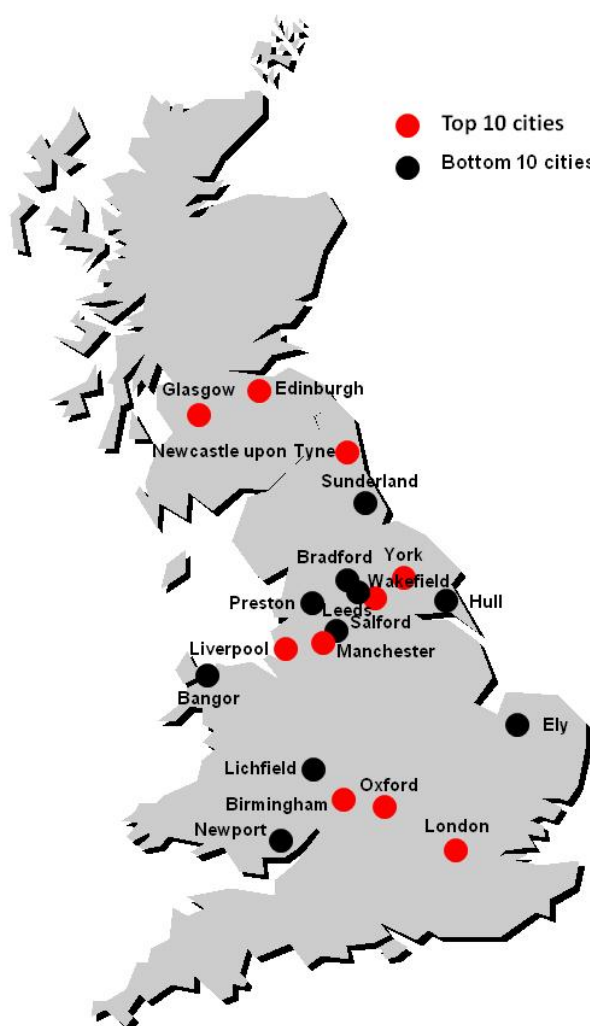
Bottom 10 cities	Index score	Rank
Stoke-on-Trent	-7.5	51
Wakefield	-8	52
Carlisle	-8.3	53
Wolverhampton	-8.5	54
Peterborough	-8.7	55
Derby	-9.2	56
Hull	-11	57
Preston	-11.1	58
Sunderland	-12.3	59
Salford	-13.3	60



Varied choice of shops

Top 10 cities	Index score	Rank
London	71	1
Manchester	60.6	2
Edinburgh	48.7	3
Liverpool	44.6	4
Birmingham	43.4	5
York	40.1	6
Newcastle upon Tyne	38	7
Leeds	37.8	8
Glasgow	31.9	9
Oxford	29.8	10

Bottom 10 cities	Index score	Rank
Sunderland	-7.5	51
Newport	-8.1	52
Hull	-8.4	53
Preston	-9.5	54
Wakefield	-9.5	55
Lichfield	-11.1	56
Bradford	-11.2	57
Bangor	-12.3	58
Ely	-12.6	59
Salford	-15.7	60



Local population friendly and helpful

Top 10 cities	Index score	Rank
York	38.1	1
Newcastle upon Tyne	26.9	2
Edinburgh	26.6	3
Durham	24.2	4
Cambridge	23.1	5
Chester	22.9	6
Bath	20.8	7
Inverness	19.9	8
Truro	19.5	9
Lincoln	18.8	10

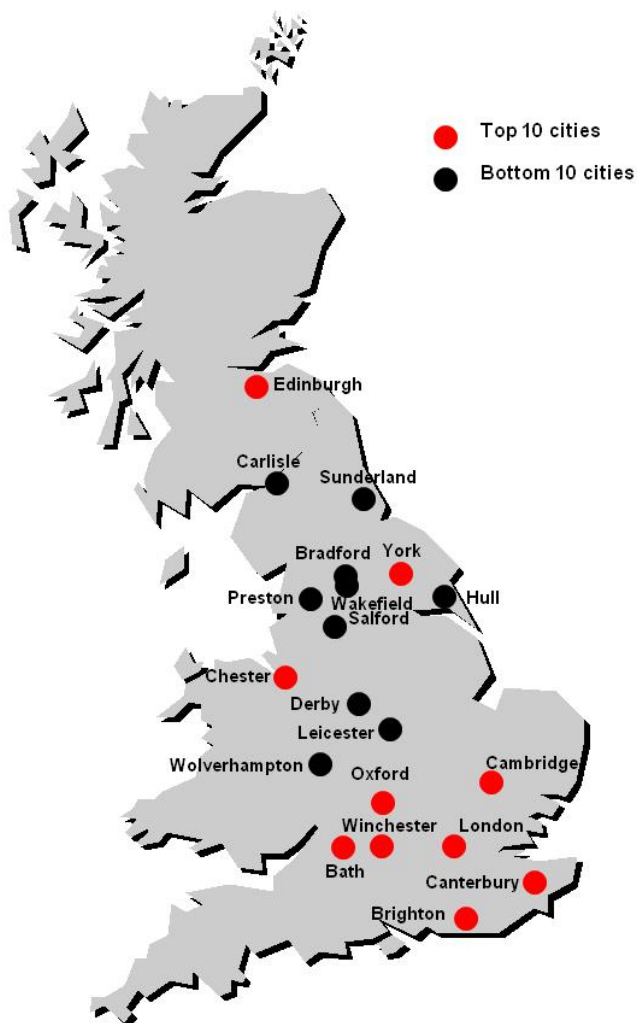
Bottom 10 cities	Index score	Rank
Hull	1.2	51
Portsmouth	1.1	52
Leicester	0.6	53
Medway Towns	0.4	54
Southampton	-0.3	55
Salford	-2.4	56
Birmingham	-4.2	57
Wolverhampton	-4.3	58
Bradford	-11.3	59
London	-22.7	60



Expensive

Top 10 cities	Index score	Rank
London	85.6	1
Oxford	53.6	2
Edinburgh	48.1	3
Bath	45.3	4
Cambridge	40.8	5
York	36.6	6
Canterbury	36.1	7
Winchester	29.1	8
Brighton	26.9	9
Chester	24.8	10

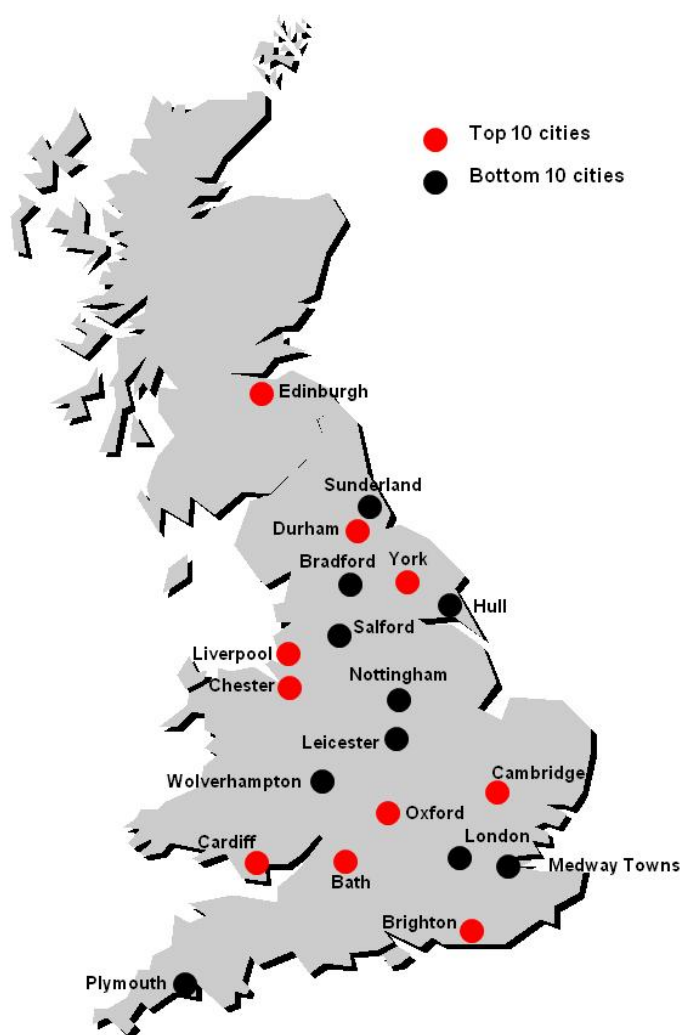
Bottom 10 cities	Index score	Rank
Wolverhampton	-12.5	51
Carlisle	-12.5	52
Wakefield	-15.2	53
Leicester	-16	54
Salford	-18.2	55
Derby	-18.6	56
Preston	-18.7	57
Hull	-22.6	58
Sunderland	-22.8	59
Bradford	-25.6	60



Heard something positive / negative

Top 10 cities	Index score	Rank
Edinburgh	8.2	1
York	5.6	2
Cambridge	4.1	3
Chester	3.7	4
Oxford	3.1	5
Cardiff	2.8	6
Bath	2.5	7
Durham	2.4	8
Brighton	2.3	9
Liverpool	1.7	10

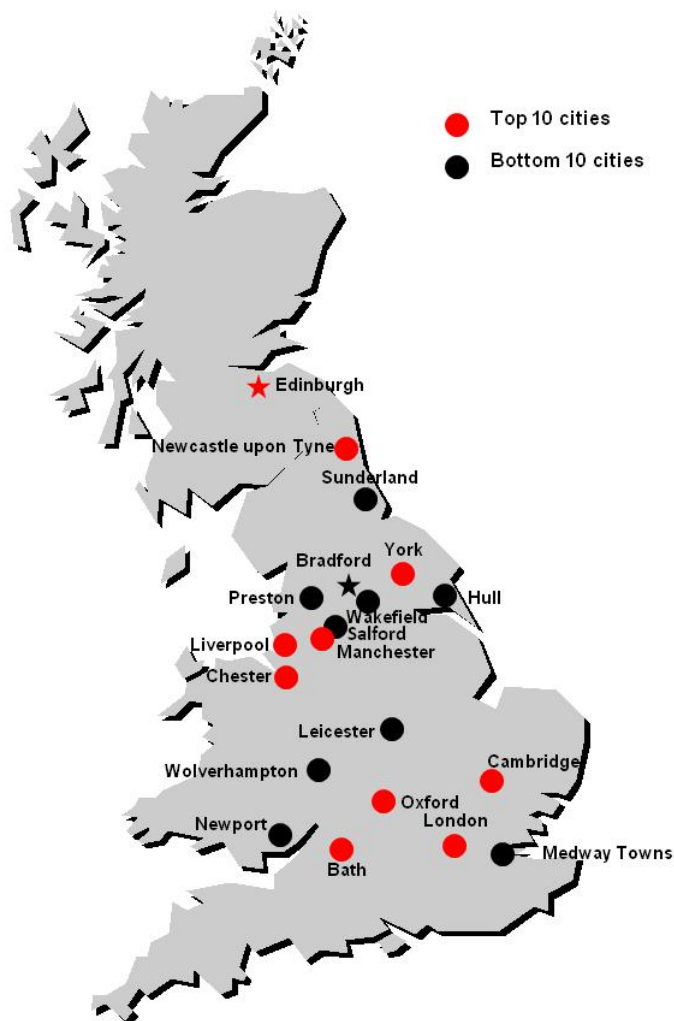
Bottom 10 cities	Index score	Rank
Wolverhampton	-1.5	51
Plymouth	-1.7	52
Hull	-1.9	53
Wolverhampton	-2	54
Leicester	-2.3	55
Sunderland	-2.4	56
Nottingham	-3.5	57
Salford	-3.6	58
Bradford	-5.7	59
London	-8.6	60



Most and least desirable cities

Top 10 cities	Index score	Rank
Edinburgh	32	1
York	31	2
London	23.1	3
Cambridge	22.4	4
Bath	22.2	5
Oxford	21.5	6
Liverpool	17.3	7
Chester	17.2	8
Manchester	17	9
Newcastle upon Tyne	16.4	10

Bottom 10 cities	Index score	Rank
Newport	-1.4	51
Leicester	-1.6	52
Wakefield	-1.6	53
Medway Towns	-2.8	54
Preston	-2.9	55
Sunderland	-3.9	56
Hull	-4.2	57
Wolverhampton	-6.5	58
Salford	-7.7	59
Bradford	-10.1	60



The questions

- Which of the following cities offer a significant cultural experience?
- Which of these cities would you describe as having a GOOD atmosphere
- Which of these cities would you feel safe visiting?
- Which of these cities are easy to get around in?
- If you were an investor, which of these cities would you feel safe investing in?
- Which of these cities would you visit / recommend a friend to visit?
- Which of these cities do you associate with good cuisine and / or a selection of good quality restaurants?
- Which of these cities do you think would have a good, varied choice of shops that you would like to visit?
- In which of these cities do you think the local population would be friendly and helpful?
- Which of these cities do you think would be EXPENSIVE to live in / visit?
- Thinking only about the PAST TWO WEEKS or so, have you heard anything POSITIVE – it could be in the media, the internet, advertising or word-of-mouth among friends or family – about any of the cities below?
- Respondents are also asked the reverse for each question e.g. which one of the following cities DO NOT offer a significant cultural experience.