A city survey with a difference

There are many websites on the Internet which provide lists of the world's best cities to visit, live or work in. These lists usually grade the cities in order, from 'best' to 'worst', and are based on facts and figures provided by local or national organisations.

The City Brands Index (CBI) also provides a list of best and worst cities. However, unlike other surveys, it is based on the idea that cities are similar to products in shops. It asks ordinary people in other countries to grade cities in the same way that they would grade a product, like a soft drink or a car. What is particularly different about the CBI is that the people who take part in the survey may not have ever visited the cities. Instead, they are asked to say what they think the cities are like, basing their opinions on things like news stories, magazine articles or television programmes they have heard or seen.

Each year, about 10,000 people in 20 countries take part in the CBI survey, and they grade a total of 50 cities. They do this by filling in an online questionnaire. There are several categories in the survey. These include things like the economy, education, the environment, local culture, climate and what the city's residents are like.

The CBI list is useful because it helps people choose a good place to live, find work or take a holiday. It also helps regional governments to understand why people and businesses are, or are not, coming to their cities, and so shows them areas which they could develop or improve.





6 Now complete the notes below. Choose ONE WORD OR A NUMBER from the passage for each answer.

The City Brands Index

The CBI believes that cities are like **1** ..... which people can buy when they go shopping.

Surveys take place every **2** ..... .

A maximum of **3** ..... cities are included in the survey.

A number of different **4** ..... are included in the survey.

The CBI list is helpful for:

- people who are trying to decide where to **5** ..... or get a job.
- people who are looking for a good **6** ..... destination.
- local **7** ..... who want to make their city a better place.

LIVEWORKSHEETS