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London and Edinburgh Head List of City Personality Rankings

Britons have revealed their personality rankings of different UK cities with London and Edinburgh the overall winners.

The research focused on perceptions of UK individuals towards different cities. A series of categories, or brand personalities, were listed with respondents asked to assign which one city they believed was most associated with each personality. Brand personalities included fashionable, cultural, romance, sporty, family-oriented, sophisticated, stylish, modern, clean, relaxing, shopping, chav, edgy and poor.

London stood atop the rankings in six of the categories - fashionable, sophisticated, modern, stylish, shopping and family-oriented. Edinburgh was rated highest for culture, romance, cleanliness and relaxation. In terms of sporty, Manchester took the highest tally with over a third (34%) of support, nearly double the next highest city, Liverpool (18%).

Different cities emerged in less desirable categories. Associations with 'chavs' saw Liverpool rated number one with nearly one in five (19%) giving it the dubious distinction. In the 'poor' category, Glasgow (25%) was most associated.

The results bear out some interesting comparisons between cities. For example, while London and Edinburgh were far ahead in the fashionable and romance personalities, less distinction could be made in terms of being perceived as modern or relaxing with Manchester and Cardiff close second's. And while Glasgow was rated highest in edginess (13%), Manchester, Belfast and London were all within 2%.

While many people could pin certain personalities with specific cities - fashionable with London and sporty with Manchester, for example - some traits were left up to debate. Family-orientation is one such quality, in which no one city garnered more than 11% (London) of support. Family rankings were further distinguished by the fact that all cities were separated by no more than 6%, the lowest margin of any category surveyed. When it came to romance, Britons were also undecided after Edinburgh (41%), with a quarter indicating a single city could not be named.

The research was conducted by ICD Research and is based on a nationally representative survey of 1,000 UK adults aged 18+.

For more information about the benchmark UK City Brand Personality Monitor or subsequent waves, please contact info@icd-research.com or call +44 (0)207 440 4360.