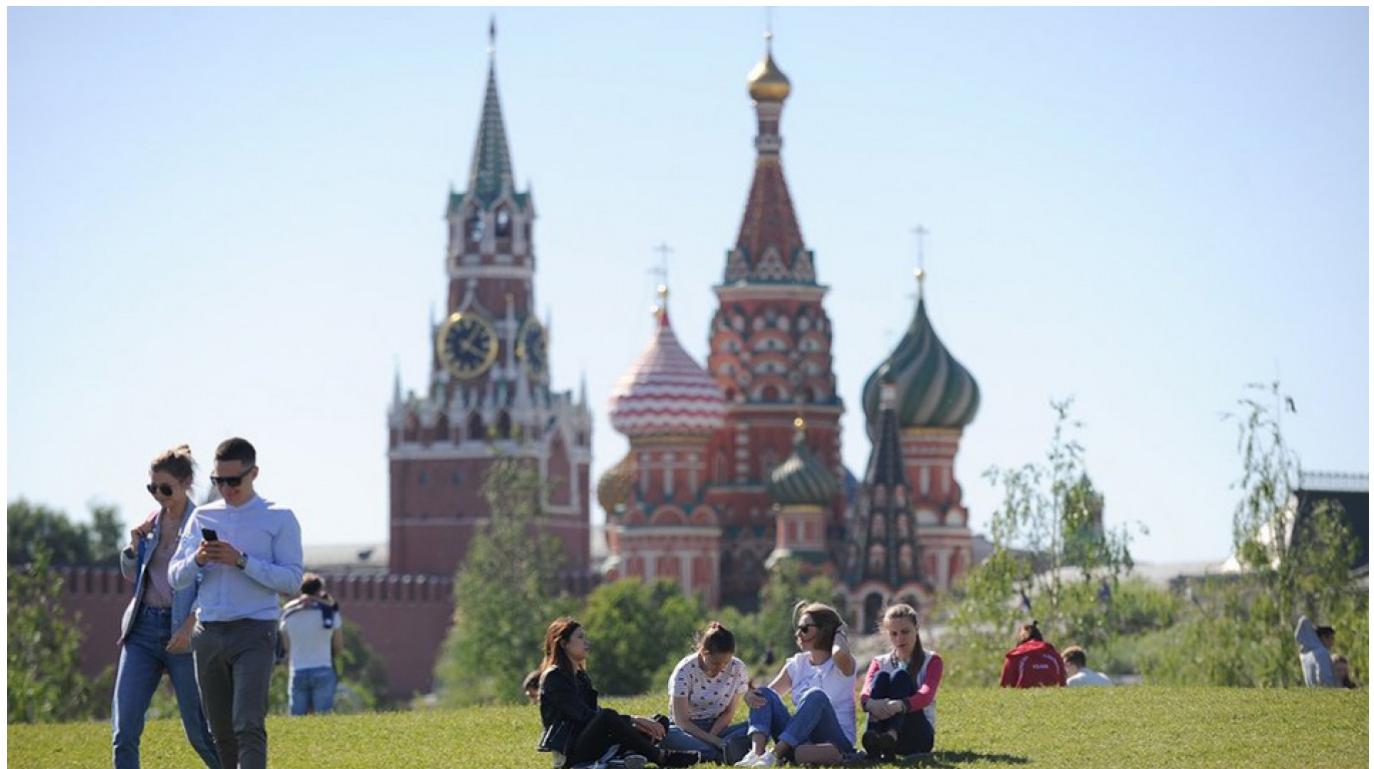


Moscow Ranks Last in Global City Reputation Ranking

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Alexander Avilov / Moskva News Agency

Moscow was ranked the least reputable city, albeit one with a “strong self-image,” in a new study that ranks the global reputation of 56 of the world’s major cities.

The Reputation Institute (RI) consultancy analyzed a city’s fiscal growth, governance and safety, among other factors, in its ranking. The RI also ranks countries — and ranked Russia [52nd](#) out of 55 countries on its list this summer.

“Moscow is this year’s least reputable city,” the report [found](#). But, it noted, “Russians think highly of their own cities.”

Russian respondents rated Moscow far higher than respondents from the rest of the G8.

Related article: [Moscow State University Named 33rd in World Reputation Ranking](#)

But RI researcher Oliver Freedman noted that the data was collected prior to the football World Cup that Russia hosted this summer.

“We may very well next year see a closing of that gap” between Muscovites’ perception of their city and its global reputation ranking, said Freedman.

Globally, Tokyo placed first in city reputation rankings, followed by Sydney and Copenhagen.

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