Street smart
Putting the citizen at the center of smart city initiatives

Willing to pay
62%

Source: Capgemini Research Institute, Smart Cities executive Survey, April 2020 (n=310 city officials)

Willing to use

Source: Capgemini Research Institute, Smart Cities Citizen Survey, April 2020 (n=10,000 citizens)

Puting the citizen at the center of smart city initiatives is the top priority for city officials. Close to three-quarters of city officials believe a smart city will attract a larger number of citizens.

Close to three-quarters of city officials (74%) believe a smart city will attract a larger number of citizens.

Key pain points that can lead to citizens to leaving a city

• Lack of technology
• High cost of living
• Lack of good job opportunities
• Not feeling belonged in the city

I would be willing to pay more to access smart city initiatives

Source: Capgemini Research Institute, Smart Cities Citizen Survey, April 2020 (n=10,000 citizens)

I am more likely to use smart city initiatives if...

• They have higher functionalities
• They are used by more people

Citizens want a better urban environment

Citizens want a more sustainable city.

I would be willing to pay more to access smart city initiatives

Source: Capgemini Research Institute, Smart Cities Citizen Survey, April 2020 (n=10,000 citizens)

There are 3 main reasons why people are considering leaving a city:

• Lack of good job opportunities
• The large amount of time spent in commute
• High cost of living

The biggest reason for leaving a city is...