

How Smart Is Your City?

- London
- Leeds
- Glasgow
- Brighton



Glaswegians consider air quality, safety and security and cooperation between public and private sectors top **priorities** for their city

What would make your city more **desirable** to businesses?

“More help and support for those wishing to start a new business”



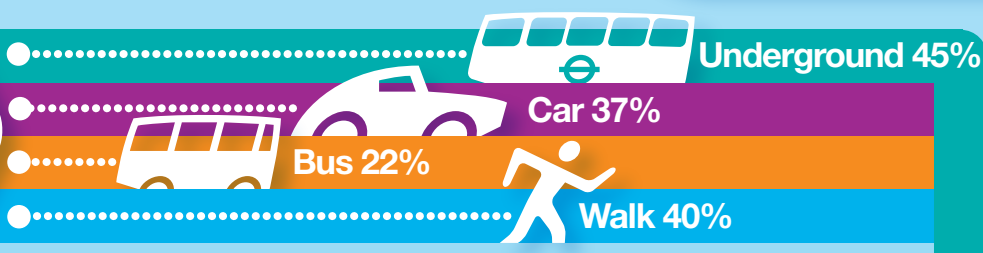
47%

agree that people who live in rural areas are **happier** than people who live in cities

78%

of people surveyed in Glasgow said that they were proud to be from the city, more than London, Leeds or Brighton

What's the **best** way to travel around your city?



Are cities **more beautiful** than the countryside? **8%** say yes

What are the **most important** things that would make you consider moving to another city?



Cities are complex, noisy, congested and bursting at the seams, yet people continue to choose to live and work in them. As our planet becomes instrumented, interconnected and intelligent we have the opportunity to connect these systems and make our cities smarter. See how IBM are helping to do this at www.ibm.com/uk/sofacity



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ComRes surveyed 2,010 people, online across four cities in May 2011. Full tables at www.ibm.com/uk/sofacity