From a list of 15 indicators, survey respondents were asked to select 5 that they perceived as the most urgent for their city. This is the total bar. The higher the percentage of responses per area, the greater the priority for the city.

The left hand section of each bar shows the Alignment - the proportion of those respondents who also answered the corresponding survey questions low. A strong Alignment implies that these areas also demand priority attention.

### BACKGROUND INFORMATION

#### City
- Population: 6,199,000

(UN World Cities Report)

### SMART CITY RANKING

**45**

Out of 109

0.885

0.888

0.891

0.893

+0.002

#### City

**66.7%**

#### Unemployment

**66.8%**

### PRIORITY AREAS

#### Fulfilling employment

- Madrid: 66.7%

#### Affordable housing

- Madrid: 66.8%

### ATITUDES

#### You are willing to concede personal data in order to improve traffic congestion

- Madrid: 62.7%

#### You feel the availability of online information has increased your trust in authorities

- Madrid: 72.5%

### RATING

**BB**

In 2019

### FACTOR RATINGS

#### STRUCTURES

- Health & Safety
  - Basic sanitation meets the needs of the poorest areas: 69.9
  - Recycling services are satisfactory: 62.8
  - Public safety is not a problem: 59.2
  - Air pollution is not a problem: 26.2
  - Medical services provision is satisfactory: 63.5
  - Finding housing with rent equal to 30% or less of a monthly salary is not a problem: 19.2

- Mobility
  - Traffic congestion is not a problem: 23.2
  - Public transport is satisfactory: 60.6

- Activities
  - Green spaces are satisfactory: 70.6
  - Cultural activities (shows, bars, and museums) are satisfactory: 81.0

- Opportunities (Work & School)
  - Employment finding services are readily available: 74.7
  - Most children have access to a good school: 64.8
  - Lifelong learning opportunities are provided by local institutions: 68.1
  - Businesses are creating new jobs: 48.5
  - Minorities feel welcome: 50.8

- Governance
  - Information on local government decisions are easily accessible: 60.4
  - Corruption of city officials is not an issue of concern: 26.6
  - Residents contribute to decision making of local government: 40.2
  - Residents provide feedback on local government projects: 48.6

#### TECHNOLOGIES

- Health & Safety
  - Online reporting of city maintenance problems provides a speedy solution: 58.3
  - A website or App allows residents to easily give away unwanted items: 60.1
  - Free public wifi has improved access to city services: 59.7
  - CCTV cameras have made residents feel safer: 57.9
  - A website or App allows residents to effectively monitor air pollution: 53.3
  - Arranging medical appointments online has improved access: 76.2

- Mobility
  - Car-sharing Apps have reduced congestion: 54.6
  - Apps that direct you to an available parking space have reduced journey time: 62.8
  - Bicycle hiring has reduced congestion: 60.0
  - Online scheduling and ticket sales has made public transport easier to use: 69.0
  - The city provides information on traffic congestion through mobile phones: 70.9

- Activities
  - Online purchasing of tickets to shows and museums has made it easier to attend: 79.8

- Opportunities (Work & School)
  - Online access to job listings has made it easier to find work: 67.4
  - IT skills are taught well in schools: 57.4
  - Online services provided by the city has made it easier to start a new business: 56.5
  - The current internet speed and reliability meet connectivity needs: 76.4

- Governance
  - Online public access to city finances has reduced corruption: 39.8
  - Online voting has increased participation: 59.0
  - An online platform where residents can propose ideas has improved city life: 57.2
  - Processing identification documents online has reduced waiting times: 67.1