

# WHAT KEEPS ASIAN CITIES UP AT NIGHT?

Transportation, traffic and pollution most common issues cited by younger generations in Microsoft regional survey\*

## TOP IMPROVEMENTS IN CITIES NEEDED

30%

want improved transportation infrastructure and traffic

21%

cite reduced city smog through pollution management

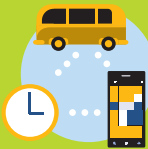
11%

are concerned with public safety and security

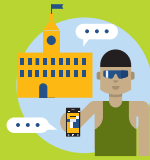
## ROLE OF TECHNOLOGY IN CITIES

At least 7 in 10 people

believe technology is catalyst for better living conditions



Timely delivery of information to residents



Improved communications between people & city



Better connectivity



Better city planning through big data analytics



Economic opportunities through start-ups

## FUTURE OF CITIES

Asians are more optimistic about future quality of life in cities:

43%



OPTIMISTS

32%



PESSIMISTS

25%



NO CHANGE

SINGAPORE

#1

TOKYO

#2

SYDNEY

#3

Most admired Asian cities

\*Microsoft surveyed over 2,000 young people across 13 cities in the Asia Pacific and uncovered how they perceived the expected changes to their city quality of life over the next decade. To find out more about Microsoft CityNext Asia Pacific Survey: 'Your City, Your Future', please visit <http://bit.ly/MSWCS2016>.