The Urban Audit – measuring the attractiveness in European cities

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*Eurostat – the statistical office of the European Union*
How to define attractiveness?

Local government

Socioeconomically attractive city

Where the city government chooses to make changes where one group of citizens can win if it is not at the expense of another group of citizens.
How to define attractiveness?

Attractive city

Where the perceived quality of life is good

Where people like to live and work

Local government

Residents
How to define attractiveness?

Attractive city...

- has the ability to attract factors necessary for economic development
- maintains and enhance its competitiveness by achieving a flexible and diverse local economic structure which would better position itself in the global competition.
How to define attractiveness?

Based on the available data covering several domains, rankings among different group of cities are created. These are assessed using different benchmarking techniques to find the “most attractive city”.

- Local government
- Economy
- Other cities
- Residents

Attractive city
Different perspectives – different information needs

- city government
  - Information on tax policies
- residents
  - Perception surveys
  - Quality of life indicators
- economy
  - Labour market indicators
  - Economic aspects
- other cities
  - Benchmarking
Partial answer to this information need:

The Urban Audit

The Urban Audit is a joint effort by DG Regio, Eurostat and the European Statistical System to provide reliable and comparative statistical information on selected urban areas.

Domains covered:

- Population
- Social aspects
- Economy
- Civic Involvement
- Environment
- Education
- Transport
- Tourism & Culture
- Information Society
Dimensions of the Urban Audit dataset

- More than 260 indicators (derived series) calculated

- Reference years
  - 1991 reduced data set
  - 1996 reduced data set
  - 2001 complete data set
  - 2004 latest data set
  
  We also use neighbouring years, if the reference year is not available

- Three spatial units
  - 321 cities in EU27, plus cities from NO, CH, HR and TR
  - larger urban zones (LUZ)
  - sub-city information
Data availability *(for the core city)*

This is a voluntary data collection
Some indicators related to the ability to attract residents
The total population of cities with more than 50,000 inhabitants is more than 210 million, 44% of the EU-27 population.

Where people live in Europe

- over 1 million: 13.7%
- large (250-1 mio): 12.3%
- medium (50-250): 17.9%
- small (5-50): 29.8%
- country-side: 26.2%
In the United Kingdom 61% of the national population lives in cities over 50,000 inhabitants, in Portugal 17%
Proportion of population according to age groups in European capitals, 2004

Ankara
London
Rome
Lisbon
Proportion of population according to age groups
Some indicators related to the ability to attract economic factors
High share of employment in the service sector in north-western and northern Europe
Cities in Greece, Ireland, Hungary, Poland and Romania and Southern Italy could be characterized with a low activity rate.
Thank you for your attention!

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