

MGI Cityscope: The source for global urban intelligence

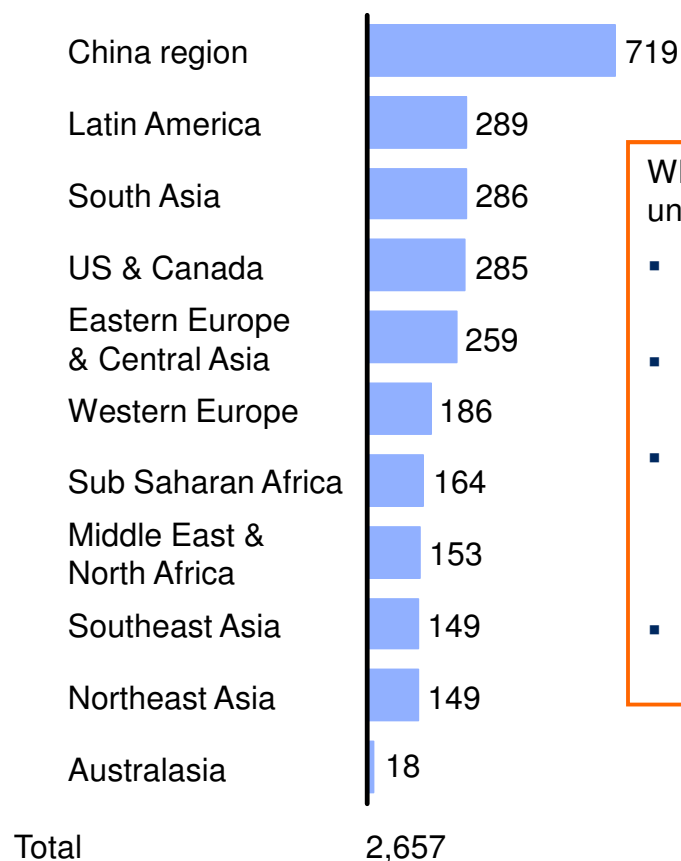
Analytical coverage

Cityscope covers the years 2010, 2025 and the growth over this period for the following metrics:

Demo-graphics	<ul style="list-style-type: none"> Population by age group (0-14, 15-64, 65+) Number of households Avg. household size
GDP	<ul style="list-style-type: none"> Total GDP GDP per capita Measures in PPP, market and predicted real exchange rates
Income distribution	<ul style="list-style-type: none"> Number of households in four income segments (<\$7.5K; \$7.5K-\$20K; \$20K-\$70K; >\$70K) Number of individuals in the consuming class
Selected Industries¹	<ul style="list-style-type: none"> Municipal water demand Container shipping demand Residential and commercial floor space demand Total deposits
Large company² data	<ul style="list-style-type: none"> Number of large companies Total and average revenues Headquarters vs foreign subsidiaries Industry information Share by legal form and SOEs

Geographical coverage

Cityscope covers over 2,600 cities³ across 11 regions across the world and also provides data on countries



What makes our work unique?

- Broad city coverage
- Projections for all metrics
- GDP and household income data at full city-level granularity
- Metrics of business landscape

¹ Figures are estimated by modeling whenever hard data is not available.

² Companies with revenues above USD 1 billion in 2010.

³ We define cities as broader metropolitan areas that include both a core city and surrounding metropolitan regions integrated into a connected urban region. Large cities include metropolitan areas with 150,000 or more inhabitants in developed regions and 200,000 or more inhabitants in developing regions

SOURCE: McKinsey Global Institute Cityscope 2.0+

Example 1: London, Paris and Madrid all have more favorable demographic profiles than their countries

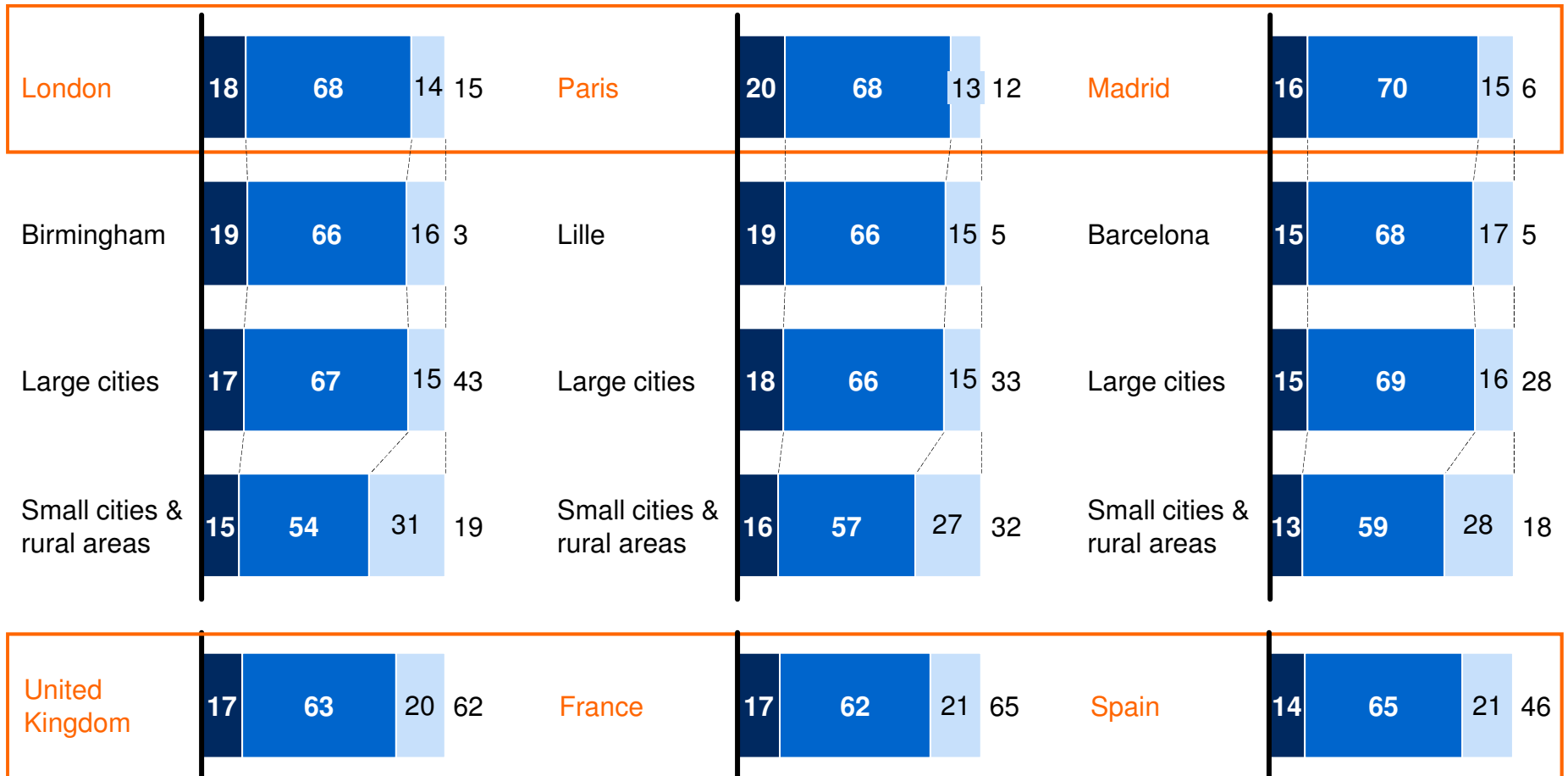
Demographic structure of cities and countries, 2010
Percent, Million

Children (0-14)
 Working age (15-64)
 Elderly (65+)

United Kingdom

France

Spain

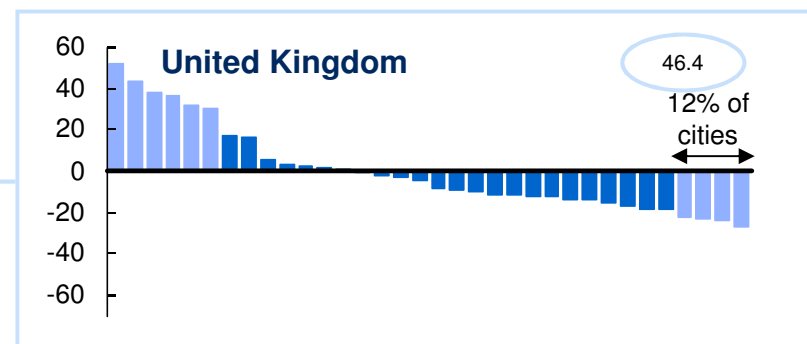
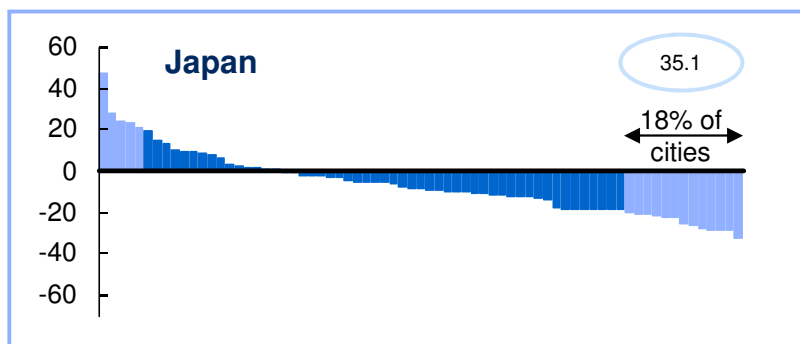
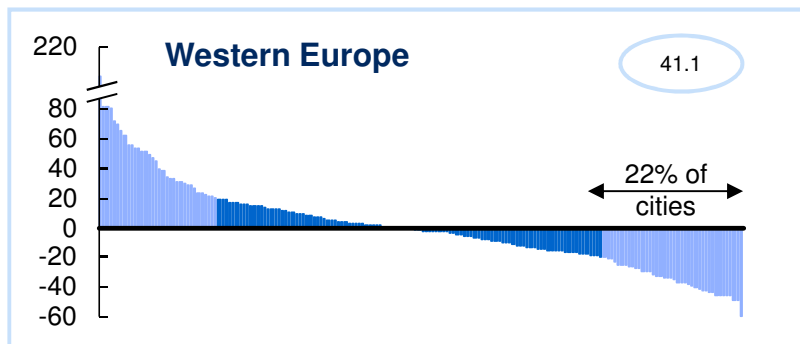
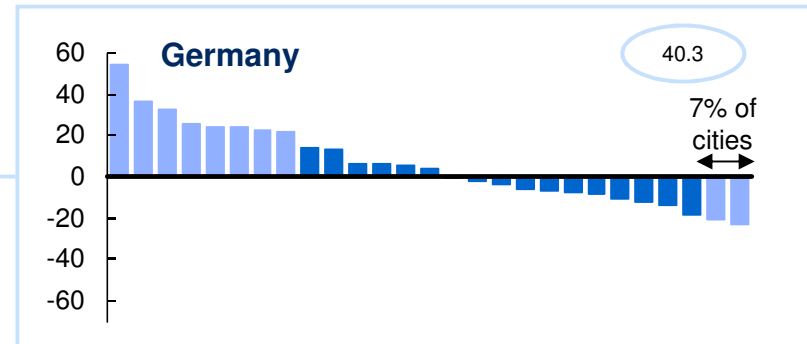
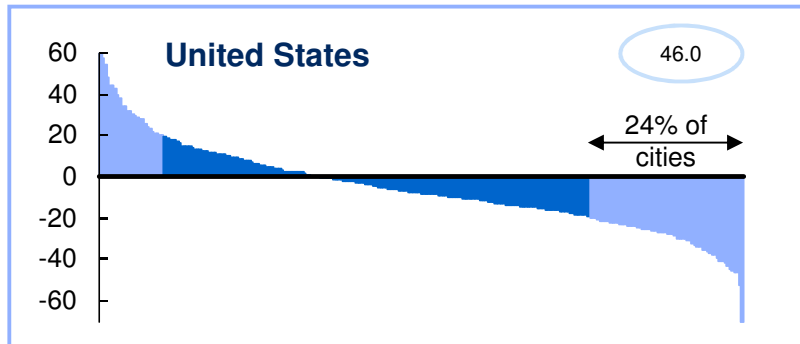


Example 2: Distribution of per capita GDP among UK cities is broadly consistent with peers

City per capita GDP deviation from regional average, % RER

x Regional per capita GDP, \$ thousand

■ Within 20 percent of regional average
 ■ Beyond 20 percent of regional average



Example 3: London is home to over half of UK companies with \$1+ bn in global revenue

