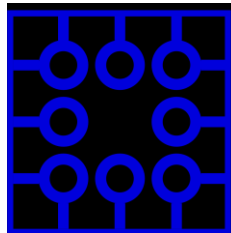
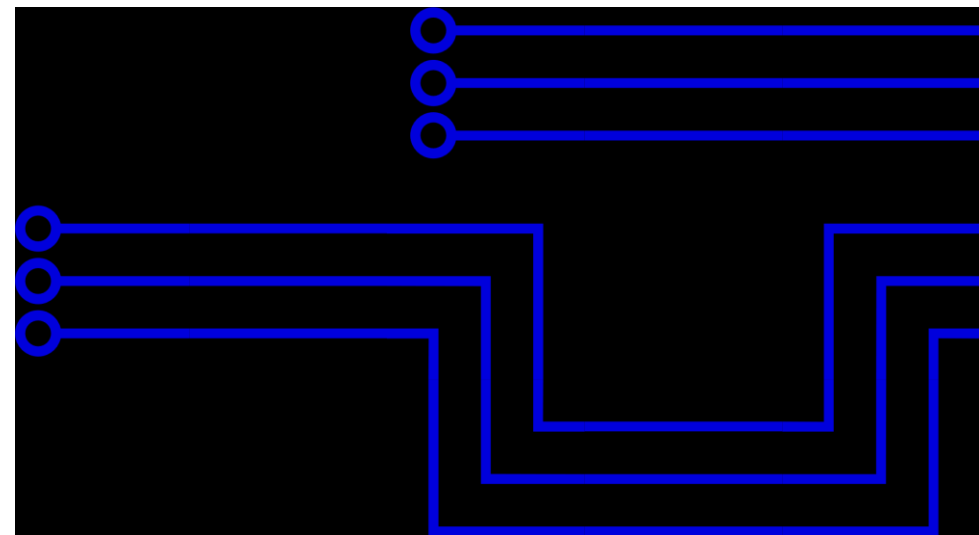


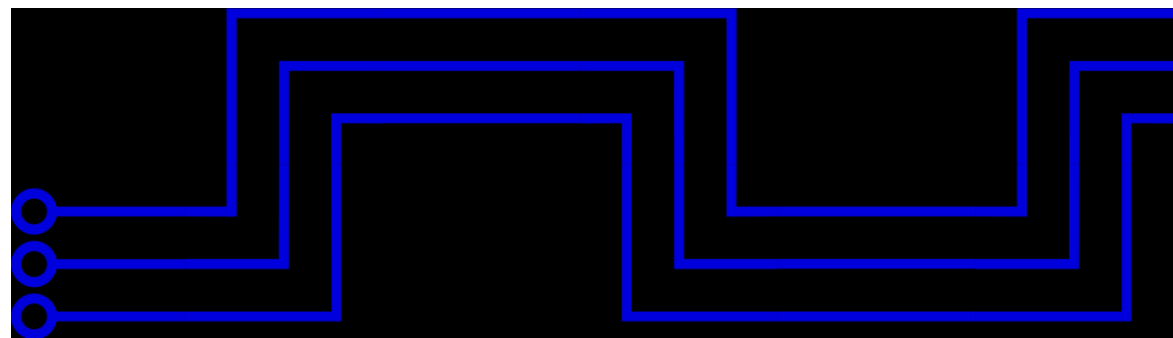
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Examples of marketing survey



Smart City Survey

Purpose:

- To explore the situation of Smart City implementation in selected Czech municipalities

Form

- Structured interview with the person, responsible for the Smart City Applications (typically mayor, Smart City manager etc.)

Preparation

The key factor is the number of inhabitants

- We need to focus to the situation in smaller municipalities
- The bigger municipalities (20.000 inhabitants and more) can be more independent in the projects. Also, they have bigger administration (and backoffice support)

The municipalities were divided into 4 groups

- Up to 1000 inhabitants
- 1000 – 5000 inhabitants
- 5000 – 10000 inhabitants
- Up to 10000 inhabitants

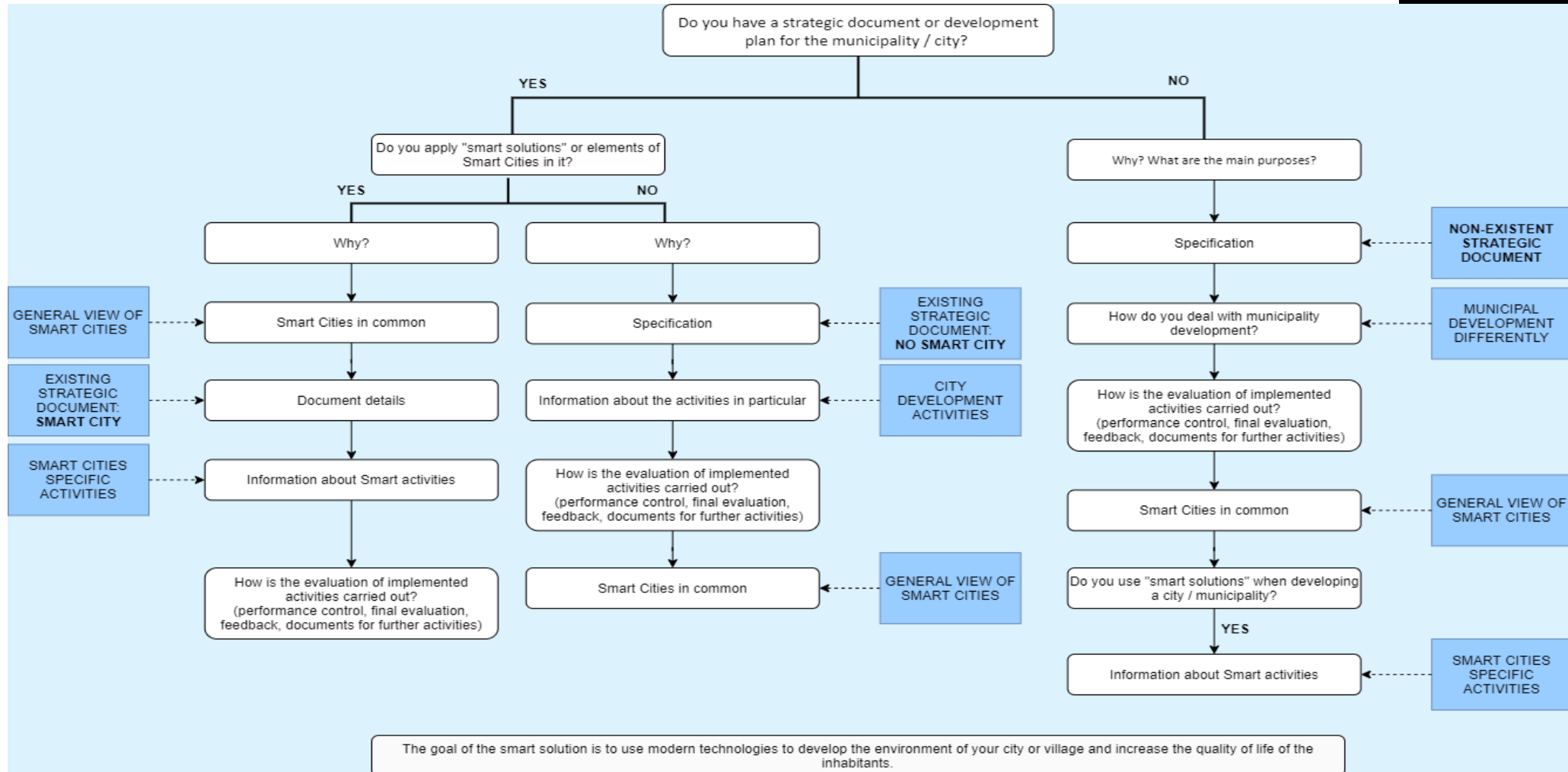
Scenario

We have developed the structure of the interview

The main part was send to the interviewed before – to get known what information we will need

Interviewers were equipped with the more detailed structure and with the list of the questions they should put

Scenario for interviewers



Data processing

All interviews were recorded and transformed into the text using Speech to text service in MS Azure

Then all the answers were corrected and evaluated manually

Type of municipality (inhabitants)	No. of municipalities	Total length of interview (HH:MM)
0 – 1000	10	7:10
1000 - 5000	12	11:51
5000 - 10000	6	4:56
Up to 10000	7	8:01

Main findings – small municipalities

Approaches to Smart Applications are different in very small municipalities

It is harder for them to see the added value

They need more specific examples of how the Smart solutions can make their life easier

They do not trust the proclamations

They are afraid of the public financing of the project – increasing bureaucracy

Main findings – municipalities up to 10000 inhabitants

Their approach is more conceptual

They tend to find synergistic solutions

They understand the potential of Smart solutions, even they are still afraid of administration

The most of them is having the Smart strategy, but the main reason for that is to simplify the financial sources

Main findings – the bigger cities

They have their independent lens to Smart City implementation

They can pay the most of the projects from their own

The methodology is not important for them to implement Smart services, but to find other co-financing sources

Supporting system for qualitative survey

The thesis that are currently in finishing process made by Ezgon Korenica

Enables to create the survey, realize it via web interface and prepare the basic evaluation of the answers

Still under the development

Unfortunately, not working in Czech language