

London Effect (The) - UK - November 2010

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What is this report about?

Everybody has an opinion about London; some regard it as the place to live, a place which offers a wealth of career, entertainment and lifestyle opportunities, whilst others consider it an expensive, congested, over-crowded and dangerous place. With 12% of the UK's population living in Greater London, this report examines whether people living in London are happier, more content and more likely to interact with their local surroundings to a greater degree than people from elsewhere in the UK, and indeed whether there is a London Effect on consumer outlook and lifestyle.

The report studies the reasons why people live where they do, and what are the important things that matter to them. It also asks whether they are happy living in the area they do, what are the reasons for not being completely happy and what facilities they have and use in their local area. Attitudes towards living in London and the 2012 Olympic Games are explored, as is the popularity of attractions and events in the city.

What have we found out?

- Mintel's report reveals the motivations behind why we live where we live and how happy we really are, comparing London to the rest of the UK. Londoners are motivated by having everything on their doorstep, including a mix of cultures, being able to buy top brands and regular holidays etc, while those across the UK are more likely to be tied to the area by family and a nice home.
- Just over half of respondents (54%) to Mintel's exclusive consumer research claim to be happy with where they live and have no plans to move, with a further 21% happy but with plans to move in the near future. Could this be an indicator of at least a partial recovery in the housing market in 2011?
- A happy family life and close friends are the two things that matter most to people, while Londoners place a higher importance on having regular holidays, a varied social life and a home to be proud of.
- Londoners have revealed their altruistic side in that they showed the highest level of agreement that helping in the community is important in life. Londoners are also more engaged with their local surroundings, but having disposable income helps. The data show that Greater London houses 12.4% of the UK's total population but 40% of the Urban Prosperity group (well-off, professional singles and young families, according to CACI), a marketer's dream.
- Mintel measured the 'drivetime decay' of major London attractions and found that people are prepared to travel considerably longer for places of history and heritage, such as the Houses of Parliament and Buckingham Palace.
- The majority of Londoners are positive about the 2012 Games but what is noticeable is the massive support for the games around the UK, with more than a quarter of respondents indicating that they will apply for tickets and a third will probably travel to London while the Games are on.

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