

Marketing To City Dwellers - UK - December 2011

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"Improved quality of life, increased affordability and low crime feature prominently amongst the reasons for trading city living for the suburbs and rural areas. Over four in ten urban 16-24s are feeling less safe in the aftermath of the urban riots, and this sentiment is likely impacting on their aspirations for home buying, with over four in ten who are interested in purchasing a home in the suburbs and over a third eying the countryside in the intermediate future."

– Ina Mitskavets, Consumer and Lifestyles Analyst

In this report we answer the key questions:

- What proportions of the population live in urban vs. rural locations?
- What are the profiles of consumers living in these areas?
- What proportion of urban and suburban dwellers rent or own homes?
- What are the aspirations of consumers living in urban vs. rural locations?
- What factors affect choice of home location?
- How does the choice of location affect how money is spent?

Definitions

For the purposes of this report, the following definitions were used. All the data are self-reported.

Urban area – an area characterised by higher population density in comparison to surrounding areas. This could be a city, town or a conurbation.

Suburban area – a separate residential community within commuting distance of a city.

Rural area – an area of low population density, with much of the land devoted to agriculture. It should also be noted that 2001 census data have only been used in this report to establish long-term migration trends, and that the most recent available data on UK regional activity are based on 2009 ONS estimates, which are based on local authority data, in the absence of the most recent census data for 2011.

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