



RESEARCH REVEALS THE UK'S BEST PLACES TO LIVE IN AS A YOUNG ADULT - EDINBURGH TAKES THE NUMBER ONE SPOT

- New research from [comparethemarket.com](https://www.comparethemarket.com) has analysed the UK's most populated towns and cities to reveal which are the best for 18-35 years olds
- Edinburgh comes in first place with a high average salary and a high number of nightlife options. Two other Scottish cities – Aberdeen and Glasgow - also made the top 10
- Most of the top 10 towns and cities are home to large student communities, high average salaries and have a high number of nightlife options

JANUARY 2020 (FOR IMMEDIATE RELEASE): A new study from [comparethemarket.com](https://www.comparethemarket.com) has ranked the UK's most populated towns and cities on a variety of factors to reveal the best for young adults (18-35 year olds).

Each city has been analysed on the percentage of young people that live there, average rent and salary figures, the mental wellbeing of residents, how good the 4G coverage is and the number of nightlife venues per 10,000 young adults.

Top 10 locations for young adults

In top place sits Edinburgh, having the fourth-highest average annual salary at £25,720 and having the joint-third highest number of nightlife venues - 12 per 10,000 young adults.

It's not just Edinburgh that flies the flag for Scotland. In fact, three Scottish cities are included in the top 10, including Glasgow and Aberdeen, with all three cities having a strong mental wellbeing score (25.3).

Most of the towns and cities in the top 10 have large student communities, high average salaries and a high number of nightlife venues.

1. Edinburgh
2. Reading
3. Derby
4. Manchester
5. Bristol
6. Aberdeen
7. Glasgow
8. Liverpool
9. Brighton and Hove
10. Newcastle upon Tyne

The UK's youngest location

Manchester came out on top for the percentage of young adults making up the population, at 39%. At the other end of the scale, Bournemouth is home to the lowest percentage of young adults at just 23%.

The cheapest regional rent

Newcastle upon Tyne in the North East had the lowest average rent of all the cities studied at £567, whilst unsurprisingly London had the highest at £2,059.

The UK's best paid location

They may have higher rent prices, but London also has the highest average full-time salary at £30,311 compared with Leicester, where the average annual salary stands at £18,958 - the lowest on the list.

The UK's region of wellness

The East of England scored the highest in a survey into mental wellbeing, with average regional scores hitting 25.5/35. Sadly, Newcastle scored the lowest with just 24.8.

The most connected location

In a recent Ofcom study, Reading came out on top, with the highest percentage of coverage in the city at 94%. For 4G coverage, Cardiff and Sheffield fared the worst, each having under 75% connection.

The UK's choice night out

Plymouth came out on top for nightlife venues, with 27 venues per 10,000 young adults, this was followed by Liverpool and Brighton and Hove.

ENDS

Notes to editor:

Research: <https://www.comparethemarket.com/home-insurance/content/best-UK-city-for-young-adults/>

Methodology:

The research looks at the UK's most populated towns and cities, ranking them on the below factors. A higher weighting was given to salary and rent figures, 30% each, whilst all other factors were each given a 10% weighting.

Youth Population %

ONS https://drive.google.com/file/d/1sgtY7oop6cLDPmx9whvnpKgrs_95Dnn2/view?usp=sharing
18-35 year old populations for each city - ONS 2018/2019 Data.

4G Coverage %

OFCOM https://www.ofcom.org.uk/_data/assets/file/0022/108832/mobile-local-authority-2017.csv

An average of signal around buildings, outdoors, and on the roads within the city.

Mental Wellbeing

ONS https://drive.google.com/file/d/1X-iV9kiU8sP5Tk_lxsD9AnoTzEBaW8eX/view?usp=sharing

An average regional score of residents wellbeing. Scored out of 35.

Average Rent Per Calendar Month

Rightmove <https://www.rightmove.co.uk/news/content/uploads/2019/07/Rightmove-Q2-2019-Rental-Trends-Tracker-FINAL.pdf>

Taken from Rightmove's recently released study into renting around the UK.

Average Full-Time Salary

ONS

<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/datasets/placeofresidencebylocalauthorityashetable8>

Taken from ONS data.

Nightlife Venue per 10,000 Young Adults

Tripadvisor

<https://www.tripadvisor.co.uk/>

Using TripAdvisor we found how many nightlife venues there were per 10,000 young adults in each city.

About [comparethemarket.com](https://www.comparethemarket.com)

[comparethemarket.com](https://www.comparethemarket.com) was launched in 2006 and has grown rapidly over the past twelve years to become one of the UK's leading price comparison websites.

[comparethemarket.com](https://www.comparethemarket.com) provides customers with an easy way to make the right choice for them on a wide range of products including motor, home, life, travel and pet insurance as well as utilities and money products such as credit cards and loans.

[comparethemarket.com](https://www.comparethemarket.com) actively works with its brand partners to help provide great services to customers

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