Nowadays, more and more people are opting to live in cities. There are many reasons for this, often stemming from the desire to seek out more varied opportunities for work, social time and personal development.

A lot of research exists on why people choose to move to the city, but far less is known about how people feel once they live there. This report is designed to provide some insight into what makes a city a desirable place to live, how contented people are when living there, and what factors are primarily responsible for causing stress and unhappiness.

The purpose of this is to provide Ericsson and other players in Information and Communications Technology (ICT) with the insight necessary to develop solutions which will improve life in cities globally.
Ericsson ConsumerLab has interviewed people living in 13 major cities around the world. Our unique methods have enabled us to create a more accurate picture of people’s satisfaction with their lives in the city on a global scale.

City dwellers in general believe that living in a city provides them with opportunities that they would not have elsewhere, particularly when it comes to careers, self-fulfillment, entertainment and social interaction.

“The Land of Opportunity”

“It may sound weird but it builds character. It may be annoying sometimes, but I think you need that. You need to be surrounded by people.”

Male, 25, Los Angeles

The Key Findings

> **OVERCOMING CHALLENGES**
40 percent of people living in cities own a smartphone. They rely on their devices to take advantage of the opportunities available to them and to ease the challenges of everyday life.

> **EXTREMELY SOCIAL**
People living in big city centers spend much more time socializing around town than people who live elsewhere. They also have many more online friends than the suburbanites. City dwellers access online social networks as much as 3-5 times a day on average.

> **STUCK IN TRAFFIC**
Commuting is the biggest source of stress and frustration.

> **FEELING TRAPPED**
City dwellers are prone to feeling claustrophobic, especially when they do not have enough time to relax and enjoy themselves.

> **CLEAN + GREEN = HAPPY**
Access to clean, green public spaces is an important driver of happiness for city dwellers. It is the key differentiator when comparing satisfaction levels between cities.

> **LEVELS OF SATISFACTION**
48 percent of people from 13 big cities around the world feel satisfied with their lives in the city. In Stockholm and Mumbai, approximately 70 percent claim to be satisfied.

48% of people feel satisfied with their lives in the city

Travel

is the biggest cause of tension for city dwellers
The Path to Satisfaction

Our study compares results from 13 large cities around the world. 48 percent of city dwellers claim to be satisfied with their lives in the city, compared to 25 percent who claim not to be.

Those who show the highest satisfaction levels are people living in Stockholm, Mumbai, Johannesburg, New York, Tokyo, London and Los Angeles. Those who show the lowest overall satisfaction are found in Hong Kong and Seoul.

We see that people who live in cities are most satisfied with the abundance of restaurants, cafés, pubs, shopping malls, supermarkets and entertainment facilities. Other factors rated highly include the mobile network and water distribution. The areas people are least satisfied with are traffic and parking, air quality, overall cleanliness and the manner of communication used by authorities.

Today, around 50 percent of city dwellers use their mobile phones every day to connect to the internet, and around 40 percent own a smartphone. They depend on the mobile network for both business and personal use. An efficient network is important not just for smartphone usage, but because it has the potential to make life easier for people.

Moving about in the city can be unpredictable, even hazardous. By having access to online information and services, people are not only better able to take advantage of what the city has to offer; they are also better equipped to deal with unexpected eventualities.

Figure 1: Overall satisfaction

<table>
<thead>
<tr>
<th>City</th>
<th>Satisfaction</th>
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</thead>
<tbody>
<tr>
<td>STOCKHOLM</td>
<td>73%</td>
</tr>
<tr>
<td>MUMBAI</td>
<td>68%</td>
</tr>
<tr>
<td>JOHANNESBURG</td>
<td>57%</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>56%</td>
</tr>
<tr>
<td>TOKYO</td>
<td>53%</td>
</tr>
<tr>
<td>LONDON</td>
<td>53%</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>52%</td>
</tr>
<tr>
<td>CAIRO</td>
<td>48%</td>
</tr>
<tr>
<td>MOSCOW</td>
<td>44%</td>
</tr>
<tr>
<td>SÃO PAULO</td>
<td>41%</td>
</tr>
<tr>
<td>BEIJING</td>
<td>39%</td>
</tr>
<tr>
<td>HONG KONG</td>
<td>28%</td>
</tr>
<tr>
<td>SEOUL</td>
<td>24%</td>
</tr>
</tbody>
</table>

Figure 2: What city dwellers are most/least satisfied with

- **TOP 5**: Availability of restaurants, cafés, pubs, etc.
- **TOP 5**: Availability of shopping malls, food markets, etc.
- **TOP 5**: Availability of entertainment facilities
- **TOP 5**: Mobile network coverage
- **TOP 5**: Water distribution

- **BOTTOM 5**: The overall public cleanliness of the city
- **BOTTOM 5**: The city authorities' communication
- **BOTTOM 5**: The possibility of finding parking
- **BOTTOM 5**: Air quality
- **BOTTOM 5**: Road traffic situation/street system
Understandably, not everyone feels the same way about where they live. Demographics play a major role in determining what aspects of city life people are most/least satisfied with.

Our results show that in general, women are slightly happier living in cities than men. This is especially true of Mumbai and Tokyo. Additionally, students and well-educated white collar workers tend to be the happiest demographic group in cities, whereas unemployed people are the least satisfied of all. This indicates that those who feel the most fulfilled are likely to be the most satisfied – a trend which is particularly prevalent in cities compared to elsewhere.

Age can also play a role in satisfaction levels, depending on where you are. According to this study, young people are happier than older people in Cairo and Seoul, in contrast to Mumbai, Stockholm and Tokyo where older people are largely the most content.
Taken as a whole, among the measured factors, the one showing highest correlation to happiness with life in the city is the perceived abundance of clean, green parks and public spaces.

One of the main differences of opinion can be found in the area of traffic congestion and parking. Here we can observe a clear connection between dissatisfaction and usage: those who regularly use transport systems are the ones who are most dissatisfied with them.

Interestingly, when it comes to education and health care, we can see a very different attitude. Compared to other demographics, students are the most satisfied with education. Similarly, elderly people appear to be more satisfied with non-emergency health care than most. However, when it comes to matters of safety, parents tend to be the hardest to please.

We know that living in the city can be emotionally challenging. Feeling trapped, monitored or stressed are all common side-effects, largely due to overcrowding. As a result, many feel that they would be better off living elsewhere.

This kind of claustrophobia is most prevalent in Mumbai, Cairo, Beijing, Hong Kong and Seoul. Cities with the lowest levels of claustrophobia include Stockholm, Moscow, Tokyo and New York.
Inner city travel is an inescapable part of everyday life for many people in cities, and one that often results in being late for work and other appointments – inevitably causing high levels of stress and frustration.

City dwellers spend an average of 2 hours and 20 minutes each day traveling the city. For people in Moscow the average amount of time spent traveling per day is 3 hours and 30 minutes, whereas for people in Stockholm the average is just 2 hours.

In most big cities, the traffic and parking situation is the one which causes the most stress in daily life.

Many commuters worldwide believe that the only way to improve the commuting experience is through access to more flexible information on their mobile phones. In some cities, authorities are already working to improve the availability of real-time traffic data and public information to mobile devices. The information can then be incorporated into applications which help people to navigate the cities during busy periods. This system is already being implemented in Boston, New York, London and Stockholm.

For further information on open data and its potential to make life easier for city dwellers, visit www.opendatastories.org.
TRAFFIC CREATES TRAFFIC

Smartphones are most heavily used during rush hour.

In general, public transport is seen to be less stressful than driving, particularly in Tokyo and Seoul. However, as the number of people living in cities grows, more and more people will be using roads and public transport, making the system even more crowded than before. Our research demonstrates that this is an area in which ICT could be used to make life easier for commuters, by providing real-time traffic and transport schedule updates.

People are more relaxed when they know how long their commute will take, as this enables them to utilize their time more efficiently. Smartphones can be an invaluable tool on the daily commute, allowing people to send and receive emails, organize leisure time, and keep up to date with the news. For those who drive, they generally use their mobile devices to listen to music. All of this helps people to feel that their time has not been wasted.

Knowing the ways in which people choose to commute helps us to determine what services they would find the most beneficial.

For example, people who commute by bike would benefit from knowing where they can use cycle lanes. Those who use public transport would benefit from real-time updated timetables and travel planners. Or, for those who drive, a GPS travel planner with access to real-time traffic data would save considerable time and stress.

In Los Angeles most people tend to commute by car, whereas in Hong Kong most travel by public transport. In Moscow, many people choose to travel on foot or by bike.

Figure 5: Common activities while traveling
**WE LOVE SOCIAL NETWORKS**

It’s a fact: those who live in big city centers spend much more time socializing with friends around town than those who live in rural or suburban areas. Big cities are hotbeds for creativity, bringing together people from all walks of life. The sheer number of social opportunities is part of what makes life in a big city so alluring.

However, people living in city centers also spend less time with their spouses and partners. This could be linked to the fact that people tend to move out of city centers when they have children: people with children probably spend more time with their families, and therefore their spouses.

The average city dweller spends 2 hours and 30 minutes socializing on an average weekday, 45 minutes of which are spent socializing online.

The cities where people spend the most time socializing are São Paulo, Moscow and Cairo. Comparatively, people in Seoul spend less time socializing and more time at work. Those we interviewed in Cairo spent the largest amount of time socializing online, with the average time totaling approximately 1 hour and 10 minutes per day. However, it should be noted that those interviewed in Cairo were generally more familiar with technology than the average Egyptian person.

<table>
<thead>
<tr>
<th>City Center</th>
<th>In a City (Not Center)</th>
<th>In a Small City or Suburban Area Part of Large City</th>
<th>In a Small City or Suburban Area Not Part of Large City</th>
<th>Rural Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Socializing with friends around town</td>
<td>Spending time with spouse</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Figure 6: How where you live affects social interaction**

**Figure 7: Time spent socializing in different ways**

- Moscow
- São Paulo
- Cairo
- Johannesburg
- Hong Kong
- London
- New York
- Los Angeles
- Mumbai
- Stockholm
- Beijing
- Seoul

**Average minutes per day spent on activity on a weekday**

- Socializing with friends and family/relatives in your or their home
- Socializing with friends and family/relatives somewhere else
- Online socializing with friends and family/relatives

**SOCIAL OPPORTUNITIES**
Cities are hubs for socially networked creativity.

Online social networking sites are regularly used by people in cities, with the average person using 2 social networks. However, many in Beijing, Mumbai, Moscow, São Paulo and Cairo claim to be active on 3 or more. These social networks are usually accessed 3-5 times a day, with young people accessing them more often at roughly 6 times a day.

Where you live can affect the number of friends you have on your social network. Our study shows that people living in city centers have more online friends than those in suburban areas, and that people living in São Paulo, Johannesburg and Cairo have the most online friends.

Staying up-to-date with friends and family – and keeping them up-to-date – are still the most common activities. However, the world of online social networking is growing. The third most common activity is to connect and exchange ideas with others, in effect turning cities into hubs for socially networked creativity.

This is particularly pronounced in Tokyo, where we carried out a deep dive on the socio-cultural effects of the Tōhoku earthquake in March 2011. The results pointed to a significantly increased need for crowd-sourced information solutions.

Around 30 percent also use social networks as a primary source of information about what is going on in their city or around the world. This is most prominent in Beijing and Cairo.

“Facebook strengthens the relationship with family, friends, people I went to high school with. It connects me with a huge community.”

Female, 36, New York

Figure 8: Number of friends on online social networks

<table>
<thead>
<tr>
<th>Location</th>
<th>Friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average all cities</td>
<td>247</td>
</tr>
<tr>
<td>Average all cities - center</td>
<td>260</td>
</tr>
<tr>
<td>Average all cities - suburb</td>
<td>234</td>
</tr>
<tr>
<td>São Paulo</td>
<td>565</td>
</tr>
<tr>
<td>Johannesburg</td>
<td>307</td>
</tr>
<tr>
<td>Cairo</td>
<td>285</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>284</td>
</tr>
<tr>
<td>New York</td>
<td>275</td>
</tr>
<tr>
<td>Stockholm</td>
<td>243</td>
</tr>
<tr>
<td>London</td>
<td>227</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>196</td>
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<tr>
<td>Mumbai</td>
<td>185</td>
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<tr>
<td>Moscow</td>
<td>172</td>
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<tr>
<td>Beijing</td>
<td>154</td>
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<tr>
<td>Seoul</td>
<td>93</td>
</tr>
<tr>
<td>Tokyo</td>
<td>73</td>
</tr>
</tbody>
</table>
ABOUT THIS REPORT

The data for this report was taken from the following sources:

Ericsson ConsumerLab City Study 2011
A 30-minute online survey with 1,500 participants per city, carried out in Cairo, Johannesburg, Mumbai, Stockholm, Beijing, Moscow, São Paulo, Tokyo, Seoul, London, Los Angeles, New York and Hong Kong.
Note: In less advanced markets (Cairo, Mumbai, Moscow, São Paulo and Beijing) the interviewees selected were on average more affluent and technologically advanced than the population as a whole.

Ericsson ConsumerLab Mobilize Everyday Activities 2011
A 25-minute online survey with 400 participants per city, carried out in Paris, London, Shanghai and New York. A qualitative deep dive carried out via focus groups in New York.

Ericsson ConsumerLab Vertical Study 2011
A qualitative study with an ethnographical approach, carried out in Berlin, New York, Los Angeles, Delhi and Mumbai.

Figure 9: Cities used in this survey

Figure 10: Prime driver for using social networks

<table>
<thead>
<tr>
<th>City</th>
<th>City average</th>
<th>Stockholm</th>
<th>Los Angeles</th>
<th>New York</th>
<th>Johannesburg</th>
<th>Hong Kong</th>
<th>Moscow</th>
<th>Seoul</th>
<th>Mumbai</th>
<th>Beijing</th>
<th>São Paulo</th>
<th>Tokyo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other reasons</td>
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<tr>
<td>To inform myself on what is going on in the city</td>
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<td>For business networking; whether for opportunities for my business or my career</td>
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<tr>
<td>To update myself on what is happening around the world</td>
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<td></td>
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<tr>
<td>To connect with and exchange ideas with other users who share similar interests and hobbies</td>
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<td></td>
<td></td>
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<tr>
<td>To keep my friends, family and other contacts up-to-date on my life</td>
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<tr>
<td>To stay up-to-date with what my friends, family and other contacts are doing</td>
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Ericsson is the world’s leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

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