



a worldwide investigation into the future of cities  
organised by the Cities Programme  
at the London School of Economics and  
Political Science and the Alfred Herrhausen Society,  
the International Forum of Deutsche Bank



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■



**Alfred Herrhausen Society**  
The International Forum of Deutsche Bank

### **Job opportunities, health services and education – the top three reasons to live in Istanbul**

London, UK – 19 October 2009 - Job opportunities, health services and schools are the top three reasons given by residents of Istanbul when asked why they liked living in the city.

And although over 50 per cent of residents walk as their primary means of transport, still traffic congestion remains their number one concern.

These are among the findings of a new city survey commissioned by Ipsos MORI and carried out by Urban Age, a joint initiative of LSE and Deutsche Bank's Alfred Herrhausen Society. The initial results of the Urban Age City Survey are released in preparation for the Urban Age Istanbul Conference in Istanbul, Turkey, from 4-6 November 2009.

The Urban Age City Survey showcases an analysis and comparison of how the residents of Istanbul think about and are responding to the challenges of social inclusion, the environment, transport, security and urban governance.

Urban Age has previously carried out City Surveys for Ipsos on São Paulo and London. Ben Page, chief executive of Ipsos MORI UK and Ireland, highlights the survey's major findings in a detailed summary of the initial results, placing them in a comparative context with these past surveys.

#### KEY FINDINGS FOR ISTANBUL:

- Top three reasons residents like Istanbul: job opportunities, health services and schools;
- Traffic congestion is the number one concern for Istanbul residents, followed by crime rates and the cost of living;
- Over 50 per cent of residents said public transport is key to reducing congestion, with roughly two-thirds satisfied with the city's metrobus, subway, tramway, ferries, trains and bus;
- Over 50 per cent of residents walk as their primary means of travel;
- Only 7 per cent said constructing more roads and highways would solve transport problems;
- Close to half the men interviewed said that their workplace was their main daily destination, while for women this figure is 13per cent;
- 74 per cent of Istanbul residents are afraid of being mugged or physically attacked. This number is 47per cent in São Paulo, and 38per cent in London;
- Over 57 per cent are aware of climate change, the top concern being water shortages (81 per cent)
- 72 per cent are already reducing water and energy consumption, nearly half are recycling waste;
- 65 per cent are satisfied with local government, only 44per cent in London and 29 per cent in São Paulo;
- Residents said the top three ways to improve the quality of life in Istanbul are by working on education, the environment and traffic.

A full summary of the initial results with graphics is available from [www.urban-age.net](http://www.urban-age.net)

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