

Harrogate: the UK's happiest place to call home

- Harrogate comes out on top in Rightmove's Happy At Home Index for 2013 – a survey of nearly 40,000 people, measuring how the British public feels about where they live
- Grim up North? Rightmove finds that Northerners are happier about where they live than Southerners, with nine of the ten 'unhappiest' locations in Greater London
- Rightmove quizzed people on twelve separate measures about the place they live, covering their home (investment, well-being, pride and costs) their community (safety, amenities, recreation and neighbourliness) and their property (décor, space, contentment and value)

How happy is your town or city? Use our interactive database to find out at:

www.rightmove.co.uk/news/articles/rightmove-news/happy-at-home-index-2013

Happy at Home Index: The 10 'happiest' and 'unhappiest' places in the UK

Top 10		Bottom 10	
Harrogate	1 st	North London	101 st
Stockport	2 nd	Dudley	102 nd
Ipswich	3 rd	West London	103 rd
Exeter	4 th	North West London	104 th
St Albans	5 th	Enfield	105 th
Kingston upon Thames	6 th	South East London	106 th
Bath	7 th	Ilford	107 th
Worcester	8 th	East Central London	108 th
Bromley	9 th	Croydon	109 th
Truro	10 th	East London	110 th

In total, 38,624 people responded to the survey which was conducted between 2nd of January and 16th of January 2013

Residents in the Yorkshire town of **Harrogate** are the happiest in the UK and people living in the North are overall happier than those in the South, according to Rightmove's 'Happy At Home Index' for 2013.

Rightmove's index uses 12 distinct factors to measure how the British public feels about where they live, covering feelings towards our 'property' (the physical attributes of where we live), our 'home' (emotional attachment to where live) and our community (social attachment to the area). The result is a unique, nationwide insight into the emotive relationship we have with the place we call home. The survey results also highlight a wealth of fascinating quirks and characteristics about towns, cities and regions up and down the UK; from the fact that people in **Lincoln** are the most house-proud in the country, to those in **Hereford** feeling the safest about where they live, and **Swansea** and **Aberdeen** being the happiest places to be in Wales and Scotland respectively.

Rightmove director Miles Shippside comments: "As a nation obsessed with property, our homes represent far more than simple bricks and mortar. What elevates a house to a home is an often complicated relationship of the physical property itself, the emotional sense of well-being it provides and how safe and socially-rooted we feel in our communities. Rightmove's Happy At Home Index looks to capture how the British public truly feels about 'home' and gives us a view of the happiest places in the UK as rated by those who know best – the people who live there."

The results

Harrogate comes out on top in the Happy At Home Index for 2013 by virtue of its residents feeling 'happy' across a broad range of factors. Although the town did not rank highest on any single measure, it featured in the top 10 on four of the 12 measures, namely; investment (how much residents choose to spend on their home), safety (how safe people feel in their home and local community), recreation (the extent to which people enjoy spending time in the local area) and neighbourliness (how friendly and polite respondents consider their neighbours).

Miles Shippside comments: "Harrogate's position at the top of our Happy At Home Index demonstrates the complex web of factors that makes for a happy place to live. The top-ranked places in our survey reflect the fact that we need a healthy balance of not only confidence in the value of our homes and pride in where we live, but also all-round enjoyment of the things to do and in our area and sense of well-being in the local community."

North vs South

Rightmove's Happy At Home Index finds that people living in Northern regions are happier than those in the South. However, outside of Harrogate, and Stockport in second place, it is Southern locations that dominate the Top 10 locations with Exeter, St Albans, Kingston-upon-Thames, Bath, Worcester, Bromley and Truro completing the list.

Shipside adds: "While many property market and economic reports make much of the so-called north-south divide, these findings buck that particular trend and show that those living in the North are happier than those in the South. As with house prices, there are various regional hotspots of particularly happy locations but our findings overall show that it's not so grim up north after all."

What's up with London?

A glance at the bottom ten of Rightmove's Happy At Home Index shows a very clear trend, with nine of the bottom ten locations based in Greater London (only Dudley in the West Midlands lies outside the capital). Six of the Greater London locations were inner-London postcodes (N, W, NW, SE, EC, E) along with Croydon, Ilford and Enfield. In the survey, Greater London residents ranked their living arrangements particularly lowly for space, pride, safety and neighbourliness.

Shipside adds: "Among the reasons why London was marked down by its residents are topics that may be considered as sacrifices when living in a major city, such as the amount of space to live comfortably and overall safety. On the flipside, it's not surprising that four of the top ten locations for amenities are based in London given the cultural riches on offer. However, with nine of the UK's least happy places to live in our nation's capital, it does beg the question – are those sacrifices worth it to be happy at home in London?"

Welcome to Harrogate; the UK's happiest place to call home

Yorkshire's official visitor site describes the Harrogate district as being 'one of the most spectacular areas of England with attractive towns and villages, imposing historic houses, castles, abbeys, beautiful countryside and a host of other natural and man-made attractions'. With that description it's not hard to picture why Harrogate comes out on top as the UK's happiest place to call home.

Shipside adds: "Average asking prices in Harrogate are up 5.6% year-on-year, outperforming the national average of 1.2% and North Yorkshire average of 0.4%, indicating that there is demand to live in the UK's happiest place."

The Harrogate scorecard

Décor	Space	Contentment	Value
103	104	103	103
Investment	Well-being	Pride	Costs
107	99	103	98
Safety	Amenities	Recreation	Neighbourliness
114	104	112	108

The index explained

Rightmove identified 12 measures which contribute to the overall level of happiness we feel with where we live. The measures cover a broad range of factors that affect our view of where we live and are divided into three categories: your property, your home and your community. Responses for each of the 12 measures are averaged to provide both a category score and an overall score – the ‘Happy at Home Index’. The table below summarises the 12 factors that make up the index with the highest and lowest ranking town or city.

HAHI Score	Top ranking town/city	Factor	Lowest ranking town/city	HAHI Score
Your Property				
100	Cleveland	DÉCOR	Ilford	91
103	Aberdeen	SPACE	London East	88
104	Ipswich	CONTENTMENT	London East	88
91	London East Central	VALUE	Redhill	100
Your Home				
103	Blackburn	INVESTMENT	London East	88
103	Bromley	WELL-BEING	Dudley	95
101	Lincoln	PRIDE	Dudley	95
103	Aberdeen	COSTS	London East Central	91
Your Community				
100	Hereford	SAFETY	London East	88
104	Kingston-upon-Thames	AMENITIES	Inverness	101
104	Kingston-upon-Thames	RECREATION	Croydon	91
104	Exeter	NEIGHBOURLINESS	Croydon	91
105	Harrogate	‘Happy at Home’ Index	London East	88

In total 38,624 responded to Rightmove’s Happy At Home Index survey.

The national average for each category and the total overall score were indexed to 100. Harrogate (105) is 5 index points above the national average Happy at Home score. East London (88) is 12 index points below the national average Happy at Home score.

Full scores for each town, city and region can be found on the attached spreadsheet and on our interactive HAHl tool at www.rightmove.co.uk/news/articles/rightmove-news/happy-at-home-index-2013

Regional rankings

Yorkshire

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
Yorkshire	Harrogate	1st	1st	105
Yorkshire	Halifax	38th	2nd	101
Yorkshire	Wakefield	42nd	3rd	101
Yorkshire	York	54th	4th	101
Yorkshire	Leeds	57th	5th	101
Yorkshire	Huddersfield	66th	6th	100
Yorkshire	Doncaster	70th	7th	100
Yorkshire	Sheffield	75th	8th	100
Yorkshire	Bradford	84th	9th	99

North West

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
North West	Stockport	2nd	1st	105
North West	Blackpool	13th	2nd	103
North West	Bolton	14th	3rd	103
North West	Blackburn	16th	4th	103
North West	Warrington	18th	5th	103
North West	Carlisle	19th	6th	103
North West	Lancaster	27th	7th	102
North West	Chester	32nd	8th	102
North West	Preston	43rd	9th	101
North West	Crewe	59th	10th	100
North West	Liverpool	67th	11th	100
North West	Manchester	83rd	12th	99
North West	Wigan	89th	13th	98
North West	Oldham	95th	14th	97

East Anglia

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
East Anglia	Ipswich	3rd	1st	104
East Anglia	Norwich	15th	2nd	103
East Anglia	Colchester	24th	3rd	102
East Anglia	Peterborough	31st	4th	102
East Anglia	Cambridge	34th	5th	102

South West

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
South West	Exeter	4th	1st	104
South West	Bath	7th	2nd	103
South West	Truro	10th	3rd	103
South West	Bournemouth	21st	4th	102
South West	Dorchester	23rd	5th	102
South West	Taunton	30th	6th	102
South West	Salisbury	40th	7th	101
South West	Plymouth	41st	8th	101
South West	Gloucester	49th	9th	101
South West	Swindon	58th	10th	101
South West	Bristol	78th	11th	99
South West	Torquay	87th	12th	98

South East

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
South East	St Albans	5th	1st	104
South East	Guildford	12th	2nd	103
South East	Tonbridge	25th	3rd	102
South East	Hemel Hempstead	28th	4th	102
South East	Brighton	29th	5th	102
South East	Southampton	37th	6th	102
South East	Milton Keynes	39th	7th	101
South East	Reading	51st	8th	101
South East	Canterbury	52nd	9th	101
South East	Portsmouth	53rd	10th	101
South East	Oxford	55th	11th	101
South East	Chelmsford	56th	12th	101
South East	Redhill	61st	13th	100
South East	Southend on Sea	62nd	14th	100
South East	Dartford	65th	15th	100
South East	Stevenage	71st	16th	100
South East	Luton	76th	17th	100
South East	Watford	77th	18th	99
South East	Slough	93rd	19th	98
South East	Rochester	96th	20th	97

Greater London

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
Greater London	Kingston upon Thames	6th	1st	104
Greater London	Bromley	9th	2nd	103
Greater London	London - West Central	79th	3rd	99
Greater London	London - South West	88th	4th	98
Greater London	Sutton	97th	5th	97
Greater London	Harrow	98th	6th	96
Greater London	Twickenham	99th	7th	96
Greater London	Romford	100th	8th	96
Greater London	London - North	101st	9th	96
Greater London	London - West	103rd	10th	95
Greater London	London - North West	104th	11th	94
Greater London	Enfield	105th	12th	94
Greater London	London - South East	106th	13th	93
Greater London	Ilford	107th	14th	91
Greater London	London - East Central	108th	15th	91
Greater London	Croydon	109th	16th	91
Greater London	London - East	110th	17th	88

West Midlands

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
West Midlands	Worcester	8th	1st	103
West Midlands	Shrewsbury	26th	2nd	102
West Midlands	Telford	33rd	3rd	102
West Midlands	Wolverhampton	36th	4th	102
West Midlands	Hereford	68th	5th	100
West Midlands	Stoke-on-Trent	72nd	6th	100
West Midlands	Northampton	80th	7th	99
West Midlands	Coventry	82nd	8th	99
West Midlands	Birmingham	86th	9th	99
West Midlands	Walsall	91st	10th	98
West Midlands	Dudley	102nd	11th	95

Wales

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
Wales	Swansea	22nd	1st	102
Wales	Llandudno	47th	2nd	101
Wales	Newport	48th	3rd	101
Wales	Cardiff	69th	4th	100

North East

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
North East	Darlington	20th	1st	103
North East	Middlesbrough	35th	2nd	102
North East	Hull	44th	3rd	101
North East	Newcastle upon Tyne	60th	4th	100
North East	Durham	63rd	5th	100
North East	Cleveland	64th	6th	100
North East	Sunderland	92nd	7th	98

East Midlands

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
East Midlands	Derby	11th	1st	103
East Midlands	Lincoln	45th	2nd	101
East Midlands	Leicester	50th	3rd	101
East Midlands	Nottingham	74th	4th	100

Scotland

Region	Town / City	National HAHI ranking	Regional HAHI ranking	HAHI Score
Scotland	Aberdeen	17th	1st	103
Scotland	Inverness	46th	2nd	101
Scotland	Glasgow	73rd	3rd	100
Scotland	Edinburgh	81st	4th	99
Scotland	Kilmarnock	85th	5th	99
Scotland	Paisley	90th	6th	98
Scotland	Falkirk	94th	7th	97

How did local residents rate your town or city? Check and link to our HAHI tool:
www.rightmove.co.uk/news/articles/rightmove-news/happy-at-home-index-2013

For further information about the Happy At Home Index please contact the Rightmove press office:
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