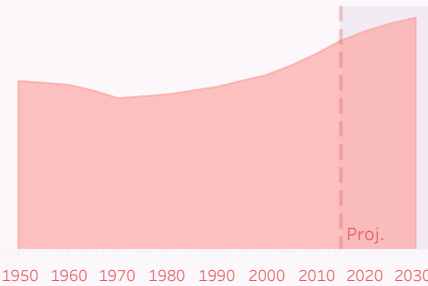


City Profile: London

OVERVIEW

Population	10,313,307
Pop. Growth 2015-2030	11.2%
Surface Areas (sqkm)	5,540
Percent Foreign-born	40.0%
Percent Urban Slum	0.0%
Percent Evangelical	2.6%

Population Trends 1950 - 2030
(in thousands)



London is a city of the **European Peoples** affinity group and also its **highest ranking** city according to major global city indices. London represents its country **United Kingdom** and the **Northern Europe** region on the world scene. This **City Data Profile** provides several key indicators for an initial understanding of urban realities in **London**.

Source: IMB Global Cities Database, UN Data, Statista, Pew

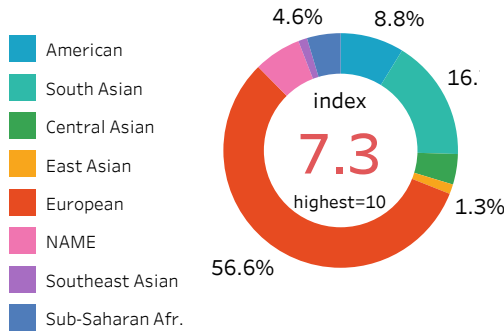
KEY INSIGHTS & TAKEAWAY

1) What is something you learned from this data that will inform your approach to reaching your city?

2) How could your city have impact beyond its own geography?

CULTURAL DIVERSITY

Source: IMB Field Personnel Database



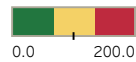
COST OF LIVING

Source: IMB Global Cities Database, Numbeo, Statista

NYC=100 (lower is better)



77.2

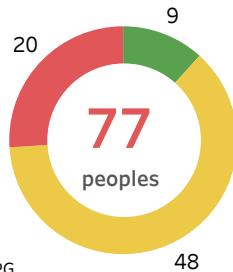


Affinity average 39.3

Monthly Avg. Wages (NYC=\$11K)	\$8,305
Weekly Working Hours (NYC=36)	33
GDP per Capita (NYC=\$69,915)	\$57,157.00

PEOPLES IN PLACES

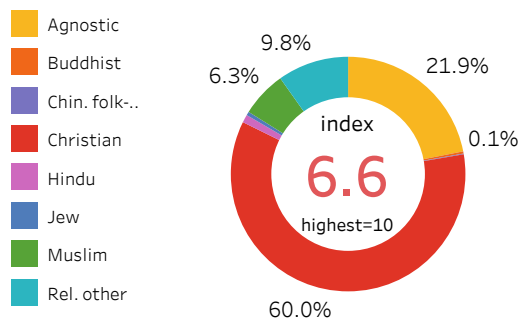
Source: IMB Global Cities Database, CPPI, ArcGIS Polygons



- No-longer UPG
- Engaged UPGs
- Unengaged UPGs

RELIGIOUS DIVERSITY

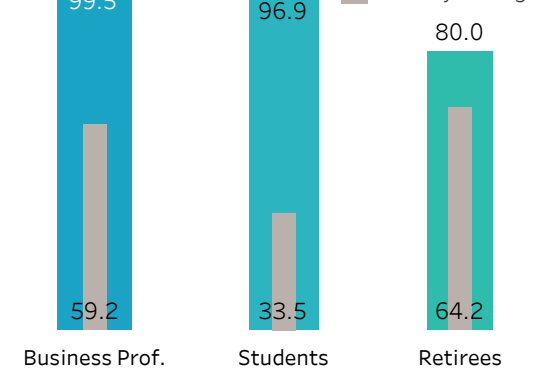
Source: IMB Global Cities Database, World Religions Database (WRD)



WRD defines Christian as a follower of Jesus Christ of all kinds: all traditions and confessions, and all degrees of commitment (incl. Catholics, Protestants, Orthodox, Independents and unaffiliated).

PATHWAYS

Source: IMB Global Cities Database



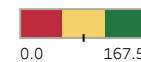
QUALITY OF LIFE

Source: IMB Global Cities Database, Numbeo

NYC=127.2 (higher is better)



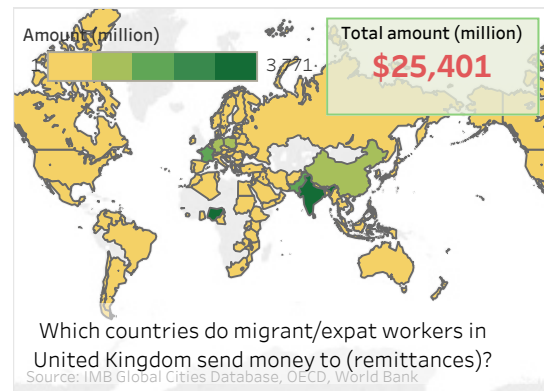
126.9



Affinity average 142.0

Healthcare Index (higher is better)	57.5
Safety Index (higher is better)	59.0
Crime Index (lower is better)	42.6

PEOPLES IN MIGRATIONS



Which countries do migrant/expat workers in United Kingdom send money to (remittances)?

Source: IMB Global Cities Database, OECD, World Bank

GLOBAL CITY INDICES

GaWC - Ranking based on global influence and connectivity (alpha, beta, gamma) **Alpha++**

AT Kearney Global Cities - Based on metrics in bus. activity, human capital, info. exchange, cultural experience, and political engagement **1**

Mori Global Power City - Based on metrics in economy, R&D, cultural interaction, livability, environment, and accessibility **1**

CASS - Based on (1) economic competitiveness and (2) sustainable competitiveness of more than 1,000 cities around the world **4**
2