

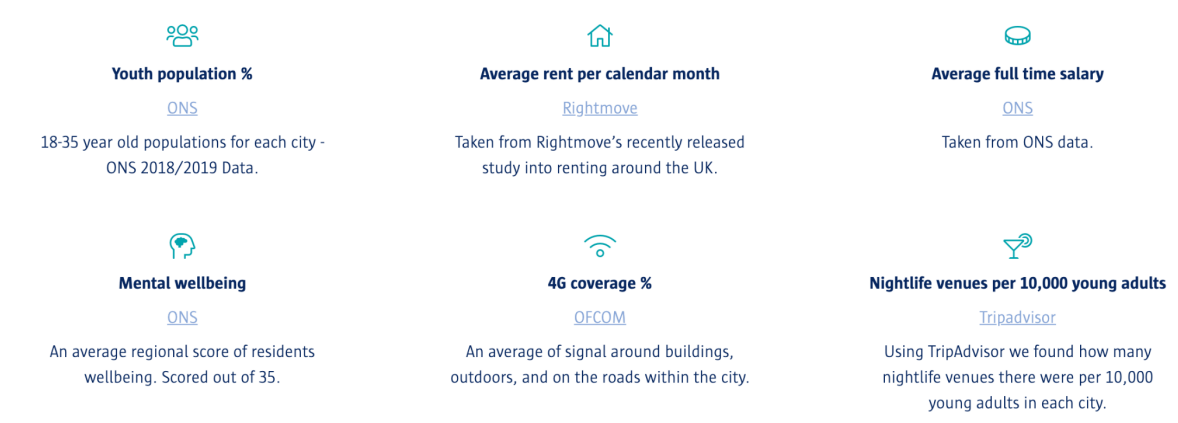
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Final Blog Post
IS310

I was inspired to pursue this research topic because one of my close friends wanted to move to the UK. He was looking for cities, he could possibly move to, and this is where I got inspired. I found this topic interesting because of its practical application and because I have prior experience in classes where I have looked through large datasets, and have narrowed down the data to help me determine an answer using what I found to help answer my research question, that being: What are the best cities in the UK, for young adults to move into? To get a better understanding of this had to look at the different types of pull factors.

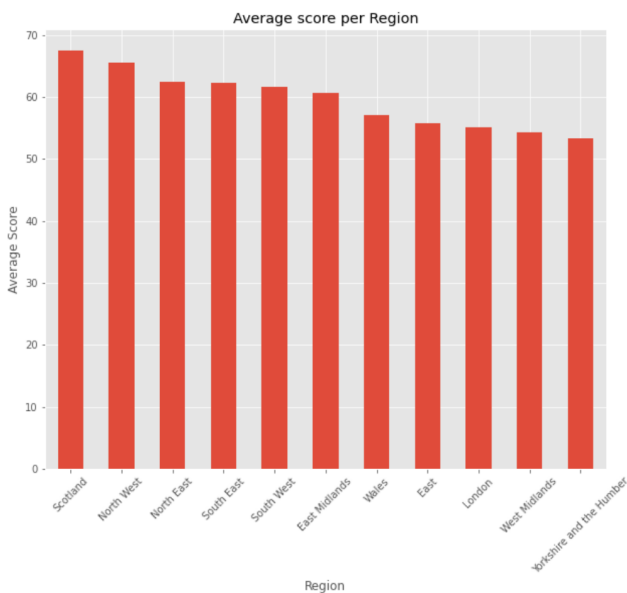
After initial research, I learned that bigger cities in the UK were not the best cities/town for young adults to live in. Although it may seem that people are attracted to larger cities, this was not the case. This is why I researched the topic more and began to find out which cities/town is the most suitable for a young audience, and was able to find out that people were moving away from large cities. Through looking at sources on the internet, I found a data set I was able to import into Jupyter Notebook. The website was comparethenumbermarket.com, where they organized the data for me to use. The data set was very useful because it allowed me to distinguish what type of pull factors were important to young adults.

Rank		City	Region	Young adult population	Rent	Salary	Mental wellbeing	4G coverage	Nightlife	Total Score / 100
0	1	Edinburgh	Scotland	0.3256	714	25720	25.27	0.8638	12	72.05
1	2	Reading	South East	0.2999	1101	27126	25.47	0.9395	9	71.40
2	3	Derby	East Midlands	0.2556	654	26000	25.19	0.8847	11	69.00
3	4	Manchester	North West	0.3857	689	21896	25.23	0.8971	10	66.13
4	5	Bristol	South West	0.3535	829	24122	25.28	0.8323	9	65.44
5	6	Aberdeen	Scotland	0.3143	714	24676	25.27	0.8077	8	65.28
6	7	Glasgow	Scotland	0.3289	714	22325	25.27	0.9102	10	65.27
7	8	Liverpool	North West	0.3265	689	22338	25.23	0.8987	13	64.96
8	9	Brighton and Hove	South East	0.3332	1101	24469	25.47	0.8073	13	63.22
9	10	Newcastle upon Tyne	North East	0.3531	567	22054	24.84	0.8966	12	62.42
10	11	Plymouth	South West	0.2710	829	22526	25.28	0.7989	27	62.12
11	12	Coventry	West Midlands	0.3417	702	24291	25.00	0.8196	2	60.59
12	13	Nottingham	East Midlands	0.3789	654	19552	25.19	0.8824	10	60.23
13	14	Southampton	South East	0.3532	1101	22007	25.47	0.9026	7	60.09
14	15	Northampton	East Midlands	0.2422	654	22945	25.19	0.8642	6	58.37
15	16	Leeds	Yorkshire and the Humber	0.2955	617	23115	25.02	0.8089	7	58.09
16	17	Bournemouth	South West	0.2274	829	23661	25.28	0.8614	6	57.24
17	18	Cardiff	Wales	0.3296	660	23411	25.10	0.7108	6	57.01
18	19	Luton	East	0.2634	930	21652	25.50	0.9029	3	55.80
19	20	London	London	0.2854	2059	30311	25.16	0.9306	5	55.17
20	21	Leicester	East Midlands	0.3277	654	18958	25.19	0.8904	7	55.14
21	22	Portsmouth	South East	0.3244	1101	22039	25.47	0.7808	9	54.45
22	23	Kingston upon Hull	Yorkshire and the Humber	0.2863	617	19262	25.02	0.9346	9	54.07
23	24	Sheffield	Yorkshire and the Humber	0.3054	617	22321	25.02	0.7346	7	53.84
24	25	Birmingham	West Midlands	0.2950	702	22225	25.00	0.8195	4	53.74
25	26	Wolverhampton	West Midlands	0.2439	702	21600	25.00	0.8714	6	52.11
26	27	Stoke-on-Trent	West Midlands	0.2523	702	22082	25.00	0.7641	9	50.59
27	28	Bradford	Yorkshire and the Humber	0.2324	617	21126	25.02	0.7818	4	47.60

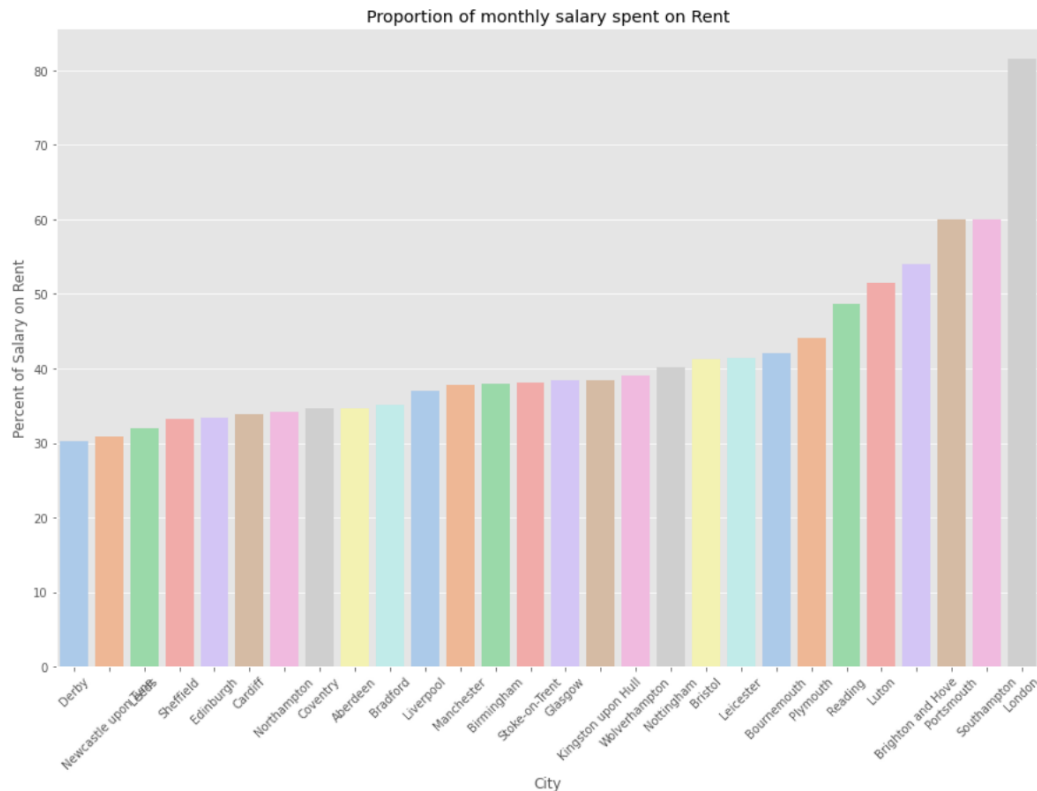
This website provided me with a lot of statistics I used to analyze the different factors when considering new cities, in the perspective of what someone in the young adult demographic is looking for. The research also provides a total score for all of the towns and cities, to give us a better understanding of how all the factors stack up and affect one's decision to move out there. The data set also helps me with my research by defining some of the categories of factors and information, which are looked for when searching for a new home.



One of the first things I did was to find out the average scores of all the regions. This gives me a general indication of how to start filtering the selection. Scotland receives the highest score per Region, with Yorkshire and the Humber with the lowest average score. Also, the East Midlands is the region closest to the median score another thing to look at is how London scored much lower than the average score with 55 points on average.



The salary percentage spent was also very important because, less money contributed to rent means more money saved, and more money the youth demographic can spend on activities and food. This was as important topic because for the younger population who are just starting off, having to pay more rent for is a barrier of entry for moving into a new town. A lot of the younger population to save their money for the future, and living in places with expensive rent deter from that. The most costly city was London, which was not surprising, and the least costly city to live in was Derby.



Now to answer my question of cities that the youth population should move to is Edinburgh is first, having some of the lowest rent prices and best score per region. It's also one of the most productive regions, second only to London. Scotland receives the highest score per Region, with Yorkshire and the Humber with the lowest average score. Scotland has also had the highest average score, when taking into account all the cities. Next, I would recommend Manchester as the best city to live in England for young adults. This is because of its affordability and because it has the highest proportion of young adults which it was number one. The Northwest had the second highest score of all the regions. Manchester also had the 4th highest overall score, which takes into account all of the factors. It is also very close to London, which is one of the most popular cities, so everything is still within reach.

Something that I expected to find out and confirm was that London would not be the best suitable transfer location. London has 2 percent fewer Young adults than the national average. London scored much lower than the average score with 55 points on average. In London, an eye-watering 82% of monthly salary is spent on rent. After performing all the data analysis and filtering, I can say that I was initially correct on how London may not be the best candidate for the younger population to move straight into. However, when it comes to mental well-being, it was surprising at first to see that people who paid more of their salaries towards rent, still had high mental well-being scores. After completing the research, I expected to find some suitable cities, in which I could recommend my friend to move. However, by keeping the range of cities too wide, this may conflict with what areas his job may allow him to relocate to. Besides that, I was able to uncover some cities and highlighted the previous two. I knew I was going to try to find the best suitable location, so I expected to choose the best. I also expected to get a better understanding of how large cities may not be the best suitable locations for younger adults to move into.

When it comes down to the topic of digital humanities, the umbrella for everything it holds is very large. My research question tried to incorporate how we can combine what a certain demographic of age prefer in cities, with how we can diagnose that information with what we learned in class, such as taking a deeper dive into data, understanding the flaws and bias, better analyzing and filtering the data, as well as telling a story using data. My overall job was to create a conglomerate of all these tools and concepts we learned in class to create my very own project.

After doing all the research, I am glad I got to understand what makes a city more attractive from a humanities side, this includes how different age demographics, would see a particular city differently, because of the different lenses. It was really interesting to see all the different types of factors used to rank a city, and what of those factors weighed more than the rest. Something that really surprised me was how mental well-being scores stayed the same or were higher for places in which rent was more costly. This may be because the city may have other factors that balance it out. If I had to continue this project, or if someone started where I left off, I would start doing more research by narrowing down the cities more and trying to find more push/pull factors. Another angle I could take it in would be to explore more demographics of age or even ethnicities, to see which cities may favor when it comes to moving into them.