

Metropolitan Report

31 May 2011

Urbanization bad news for nationalism

Man made the city, but now the city is shaping man. A global survey reveals that city dwellers – dubbed *Metropolitans* — are open to the world and prefer to live in diverse communities. They share a mindset influenced by urban living that transcends cultural differences and geographical borders.

According to the Metropolitan Report presented by Metro International and business intelligence firm United Minds, spanning 15,000 interviews in 30 cities across 6 continents from Milan to Mumbai, Moscow to Mexico City, the Metropolitans identify themselves as strongly with their city (67%) as with their nation (69%).

- *The city is our new nation. Rapid urbanisation combined with the effects of globalisation is producing a class of citizens who share many values, habits and defining characteristics related to urban living,* says Paul Alarcón, Research Director, United Minds.

The constant meeting and melding of cultures, ideas and races in modern cities produces a global and open mindset. Metropolitans are excited by new challenges, not scared of them.

Metropolitans are affluent, socially liberal, mobile, globally and environmentally conscious and well-informed. They are less defined by race, culture and geography than by their common citizenship of cities. They embrace the diversity of urban life - with 65% saying they would rather live in an ethnically diverse community than in a homogenous neighbourhood. 53% of Metropolitans also think same-sex marriage should be legal.

- *Cities are inherently diverse. Tolerance and understanding are prerequisites to enjoy life in places you have to share with millions of others. In the long run, the emergence of the Metropolitan mindset is bad news for nationalist parties around the world,* says Wilf Maunoir, Global Research Director, Metro International.

Recent research strongly suggests that the better informed you are, the more broad-minded and tolerant you are likely to be. The Metropolitan survey reveals that city dwellers are heavy news consumers and that they are equally interested in international news (67%) as they are in local news (65%).

Their interest in the world goes further than reading newspapers. Nine out of 10 are interested in travelling and visiting new places and every second Metropolitan has travelled abroad for leisure in the past year. As urbanization continues globally and cities get increasingly connected to each other, the future for narrow-mindedness and nationalism looks bleak.

The Metropolitan Report

The Metropolitan Report report aims at helping local and global marketers, employers and public officials to better understand the mind and lifestyle of Metropolitans in order to better connect with this increasingly influential global target group.

Organised around four themes - Values, Work, Play and Media, the report combines survey analysis and illustrations, with infographics and expert's interviews: philosopher Alain de Botton, three Michelin star chef Ferran Adrià, head of Greenpeace International Kumi Naidoo among others.



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Metropolitan Report

Wilf Maunoir, Global Research Director, Metro International says: “*The Metropolitan Report is the testimony of Metro International’s deep commitment to cities and citizens. As the leading urban media brand, it is only our duty to carry on investigating the mind of Metropolitans to keep pace with their evolving information needs.*”

In the coming months, the report will be rolled out internationally through the publication of editorial features targeted at readers in Metro newspaper and through presentations and seminars for advertisers, media and creative agencies – when city-specific results will be unveiled.

For further information, please visit www.metro.lu or contact metropolitans@metro.lu

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ABOUT THE METROPOLITAN REPORT / PANEL

The Metropolitan Report is part of an ongoing global research programme that aims at understanding the mindset and lifestyle of the modern city-dwellers – the Metropolitans.

The results of the survey are representative of the online population aged 18 to 49 years old working or studying in 30 cities across 6 continents: Amsterdam, Athens, Barcelona, Beijing, Berlin, Budapest, Cape Town, Copenhagen, Hong Kong, Lisbon, London, Madrid, Mexico, Milan, Montreal, Moscow, Mumbai, New York, Paris, Prague, Rome, Rotterdam, Santiago, Sao Paulo, Seoul, Sydney, St. Petersburg, Stockholm, Tokyo, Toronto.

Based on over 15,000 online interviews, the survey was conducted between 18 January and 22 February 2011 by the Metropolitan Panel team. The Metropolitan Panel (formerly known as Metro Life Panel) is Metro International dedicated online research panel of Metropolitans.

For more information, visit www.metropolitanpanel.com

ABOUT METRO INTERNATIONAL AND METRO

Metro is the largest international newspaper in the world. Metro is published in over 100 major cities in 20 countries across Europe, North & South America and Asia. Metro has a unique global reach - attracting a young, active, well-educated Metropolitan audience of 17 million daily readers.

For more information, visit www.metro.lu

ABOUT UNITED MINDS

United Minds is a part of the Prime Group, a leading communication agency in Europe. Based in Stockholm, Sweden, the group consists of more than 130 specialists in all aspects of marketing, corporate communications, public affairs, digital media, business intelligence, planning and strategic counseling.

For more information, visit www.unitedminds.se/english



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