

Survey reveals: It's more difficult to meet people in London than New York, but only just.

Submitted by: Citysocializer
Monday, 22 September 2014

A survey of over 1000 young urbanites in London and New York has revealed that three quarters of people in New York think that it is difficult to meet people (<https://www.citysocializer.com>) in the city compared to 80% in London, even though people in New York were rated on a scale of 1 to 10 by others as being friendlier than in London.

When asked if they wished they could go out with friends more than they did right now, an almost unanimous 98% in New York answered Yes compared to 85% in London, although the actual number of times those surveyed go out with friends each week is the same in both cities.

35% of New Yorkers feel that having more money would make their lives better, compared to 29% in London, with almost half of those questioned in London putting 'more friends' at the top of their list, before money or time, compared to 43% in New York. (*Full survey results at end)

citysocializer (<https://www.citysocializer.com>), the UK's No. 1 social discovery network and community, commissioned the survey ahead of the official launch of their first international service in New York.

With 16 million visitors and almost 400,000 re-locators to London every year, citysocializer - a cross between Meetup (<https://www.meetup.com>) and Time Out (<https://www.timeout.com>) – has successfully established a new way for them to discover the city and enjoy authentic real world experiences with others going out, and give the growing number of young Londoners looking to diversify their social lives and expand their networks with a fun, relaxed way to do that.

Adopting a city by city rollout approach in the UK, the service now covers over 20 major cities in the UK and Scotland.

The expansion to New York presents the first of the startup's international roll out plan over the next 12 months. Events hosted by the community in New York so far have ranged from casual happy hour drinks, penthouse parties and clubbing in the Meatpacking District to trips on the Staten Island Ferry, picnics in Central Park and kayaking down the Hudson River.

Sanchita Saha CEO and Founder of citysocializer commented:

"New York presents a major growth opportunity for citysocializer. It was the obvious choice for our first international service because of the similarities with London – a thriving melting pot with innumerable and diverse social experiences to enjoy and a large and growing market of visitors, newcomers and locals who welcome the opportunity to connect with others to explore and enjoy the city with.

We've seen a 50% organic month on month growth in signups in New York since we first opened up the platform here with engagement rates of over 38%. With such positive early results and feedback we have high expectations for making a significant social impact on the city."

- Ends -

Journalists for more info or free membership upgrade or reader offers contact press@citysocializer.com or call +44 (0) 207 256 5455

About citysocializer

citysocializer is the local, social life app and real world community of friends and folk going out and having fun together in cities.

The community host group "socials" for each other that range from happy hour drinks, dinner, festivals and jazz clubs to book clubs, park runs and everything in between. All users can join 1 social a month for free. Unlimited access is via a monthly or quarterly membership fee from \$10.99/mo.

The company CitySocialising Ltd. are pioneers of the convergence of virtual and real world social networking in the UK raising \$2m from investors including PROfounders Capital with support being led by Michael Birch (Bebo) and Brent Hoberman (Lastminute.com).

Survey Results - 541 questioned in New York; 483 in London

Do you think it's difficult to meet people in New York / London

YES: 76.16% (New York) / 80.12% (London)

NO: 23.84% (New York) / 19.79% (London)

On a scale of 1 to 10 how friendly are people in New York / London

New York average = 6.2

London average = 5.6

On average how many times do you go out with friends each week?

New York London

Once: _____ 39% _____ 44%

Twice: _____ 28% _____ 31%

3 or more times: _____ 17% _____ 17%

Other: _____ 16% _____ 8%

Do you wish you could go out with friends more than you do right now?

YES: 98% (New York) / 85% (London)

NO: 2% (New York) / 15% (London)

Which one of these would make your life better?

New York London

More friends: _____ 43% _____ 49%

More money: _____ 35% _____ 29%

More time: _____ 22% _____ 22%