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## The release of the 2021 census data for England and Wales has caused great excitement in Savills research department

Together with data from the Land Registry, it has allowed us to rank towns and small cities based on the socio-economic, educational and health profile of their residents, as well as house prices relative to peers in the same region.

We used to call them 'Uber Towns' but in recent years that has taken on a new meaning. 'Prime Locations' maybe? Or 'Aspirational Commutes' perhaps.

Whatever, the list is dominated by South East England, with Harpenden topping the list as it did in 2011. This said, the North West also makes a good showing while Bath flies the flag for the South West. Deserving a special mention too is Penarth in Wales, which while sitting just outside the 50 came in at 51.

With the census in Scotland being conducted in 2022, we'll be able to add to the list and see whether the likes of Helensburgh, North Berwick and Linlithgow are able to knock Hitchin, Hurstpierpoint and Leatherhead out of the top 50.



St Albans Cathedral | Credit: Melinda Nagy

### **The rankings**

Our rankings show position in 2021 and 2011, as well as current median house price and population. Common features of our high-ranking towns and small cities include being near a racecourse, castle, cathedral/abbey or the River Thames.



Harpenden #1 in 2011	Cobham #4 in 2011	Beaconsfield #5 in 2011	Chorleywood #3 in 2011	Amersham #7 in 2011	Hale #2 in 2011	Esher #11 in 2011	Gerrards Cross #6 in 2011
9 Berkhamsted #8 in 2011	10 St Albans #12 in 2011	11 Virginia Water #9 in 2011	12 Sevenoaks #10 in 2011	13 West Bridgford #15 in 2011	14 Ashted #17 in 2011	15 Farnham #21 in 2011	16 Cambridge #30 in 2011
17 Henley-on-Thames #14 in 2011	18 North Ascot #16 in 2011	19 Altrincham #34 in 2011	20 Weybridge #19 in 2011	21 Reigate #27 in 2011	22 Lymm #13 in 2011	23 Wilmslow #31 in 2011	24 Marlow #23 in 2011
25 Wokingham #26 in 2011	26 Cheadle Hulme #43 in 2011	27 Rickmansworth #44 in 2011	28 Kenilworth #29 in 2011	29 Bramhall #18 in 2011	30 Crowthorne #22 in 2011	31 Haslemere #24 in 2011	32 Chigwell #69 in 2011
33 Ilkley #20 in 2011	34 Ponteland #37 in 2011	35 Knutsford #45 in 2011	36 Windsor #36 in 2011	37 Guildford #33 in 2011	38 Godalming #35 in 2011	39 Oxted #28 in 2011	40 Epsom #32 in 2011
41 Maidenhead #40 in 2011	42 Horsforth #46 in 2011	43 Fleet #25 in 2011	44 Bath #60 in 2011	45 Winchester #42 in 2011	46 Poynton #51 in 2011	47 Oxford #48 in 2011	48 Hitchin #66 in 2011
49 Hurstpierpoint #63 in 2011	50 Leatherhead #41 in 2011	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> East of England</li> <li><span style="color: orange;">●</span> South East</li> <li><span style="color: teal;">●</span> North West</li> <li><span style="color: purple;">●</span> East Midlands</li> <li><span style="color: grey;">●</span> West Midlands</li> <li><span style="color: blue;">●</span> Yorkshire and The Humber</li> <li><span style="color: green;">●</span> North East</li> <li><span style="color: lightblue;">●</span> South West</li> <li> Cathedral/abbey</li> <li> Castle</li> <li> Racecourse</li> <li> Rowing on the Thames</li> </ul>					

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- New developments for sale in Scotland

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#### FOR SALE

- Commercial property for sale
- Development property for sale

#### FOR RENT

- Property to rent in UK
- Property to rent Scotland
- Property to rent England
- Property to rent Wales
- Property to rent in London
- New developments to rent in England
- New developments to rent in London
- New developments to rent in Scotland

#### FOR RENT

- Office property to let
- Industrial property to let



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Hotels for sale

Land for sale

Industrial property for sale England

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