

Future Cities

Survey Results

Austria, Denmark, Finland,
Norway, Sweden, Switzerland

BACKGROUND

Global trends and challenges, such as urbanisation, digitalisation and climate change, will affect how we live in the future.

To build cities that the young people of today want to live in, we need to know what their preferences are.

That is why AFRY has conducted a survey of young people (aged 18-35) in six European countries: Sweden, Norway, Finland, Denmark, Austria and Switzerland.

ABOUT THE SURVEY

- Survey conducted by YouGov
- A total of 5624 interviews took place
- Between 10-29 September 2019
- Among young people aged 18-35 in the following countries:
 - Sweden (n=1005)
 - Denmark (n=1005)
 - Norway (n=804)
 - Finland (n=806)
 - Austria (n=1002)
 - Switzerland (n=1002)



61%

of respondents live in cities up to 100 000 inhabitants.



57%

of respondents find that their city has enough green spaces.



Only

12%

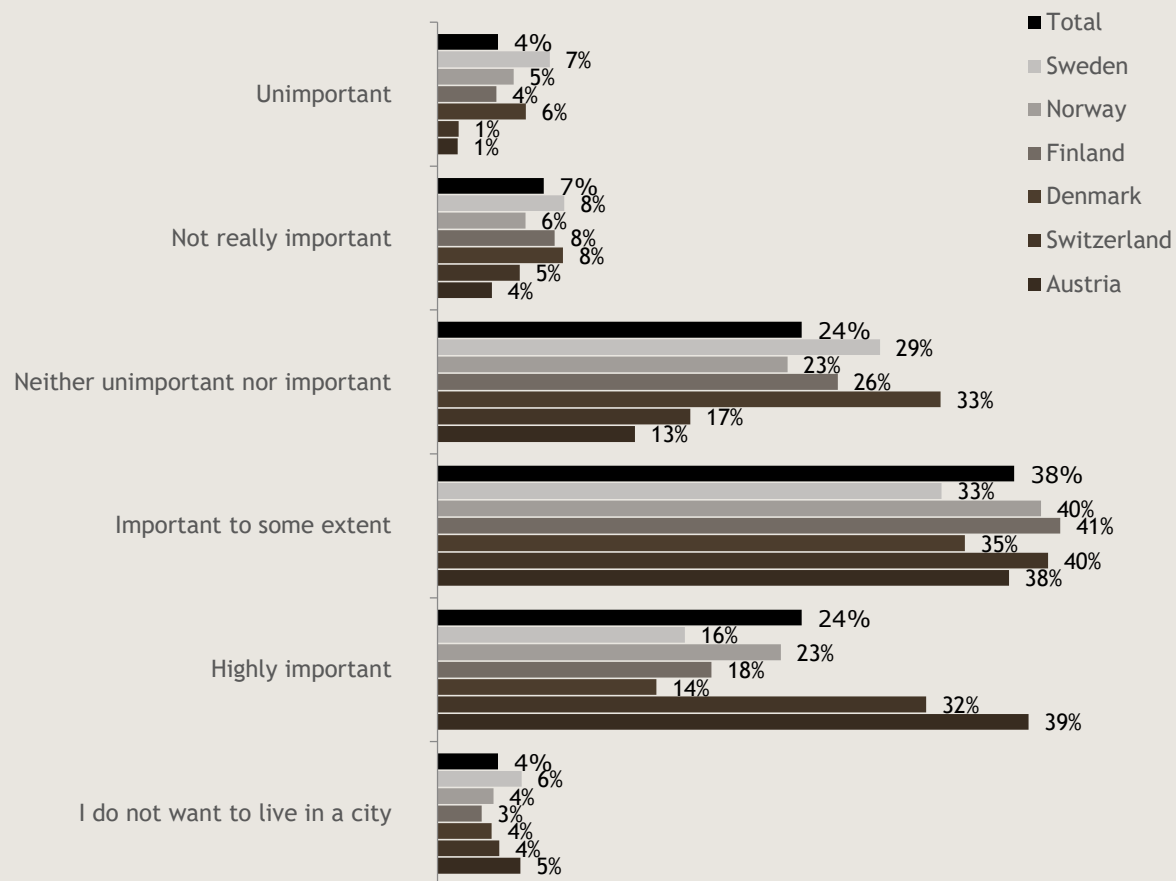
of respondents wish to live in cities bigger than 1 million inhabitants.



Only one in four respondents think that their city or national government takes sufficient measures to make housing affordable.

62%

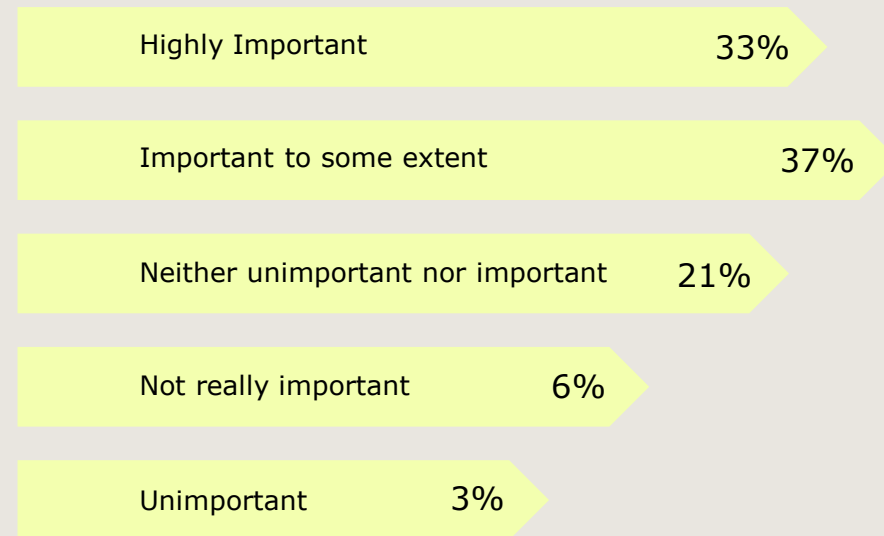
of respondents say sustainability is important when choosing where to live



How important is sustainability (including environmental, social and economic) to you when choosing where to live?

70%

find a functioning recycling system important

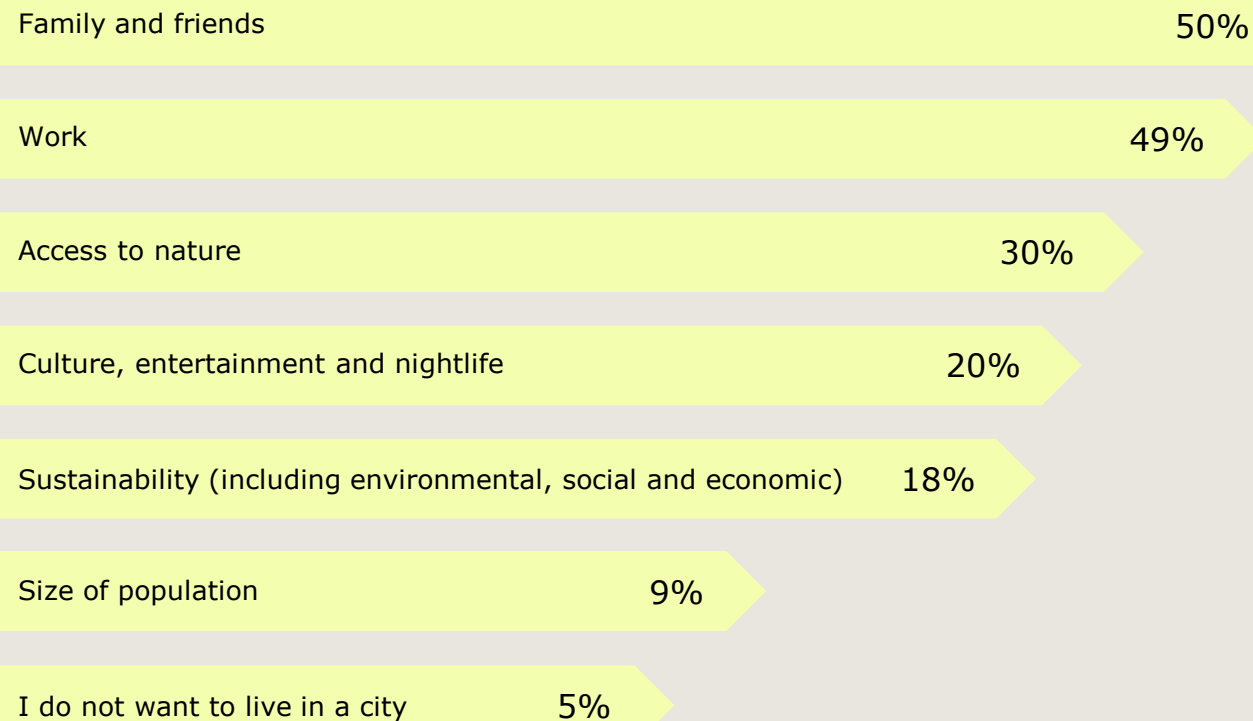


How important is a functioning recycling system for you?

72%

say recycling is quite accessible or very accessible where they live

Green areas rank in top 3 in terms of most attractive aspects of a city



What aspects are most important for you when choosing where to live? (choose two)



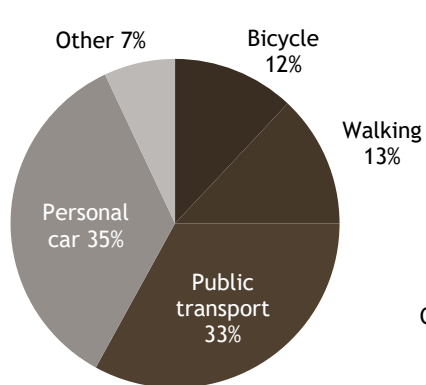
When asked what mode of transport respondents prefer in terms of getting to work/school and back,

61%

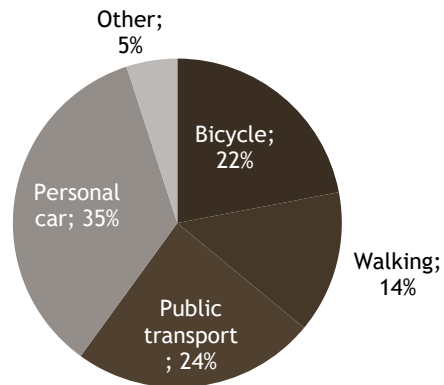
say they prefer sustainable options such as public transport, bicycle, walking, shared city bike etc.

However, among the **four** most common replies – personal car, public transport, bicycle and walking – there are significant differences between the countries.

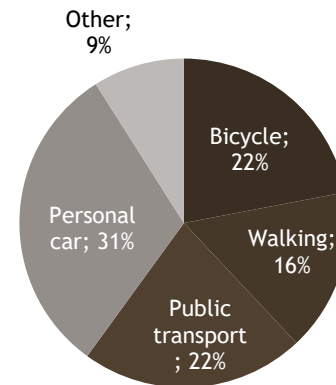
Shared options, e.g. shared car, shared electric scooter and shared city bike, are very unusual in all the surveyed countries



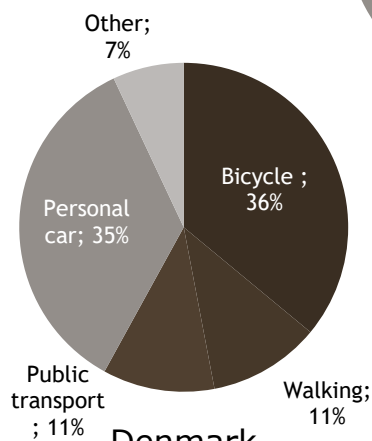
Austria



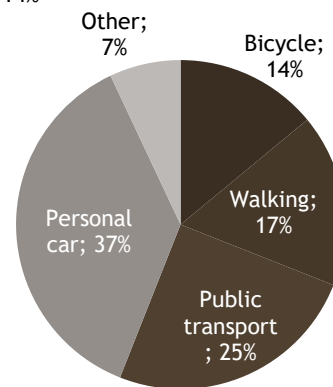
Finland



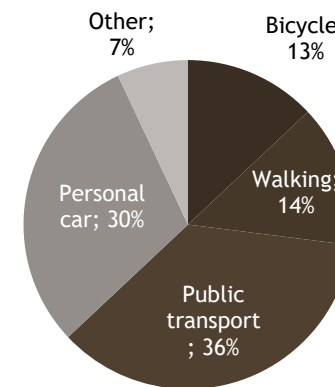
Sweden



Denmark



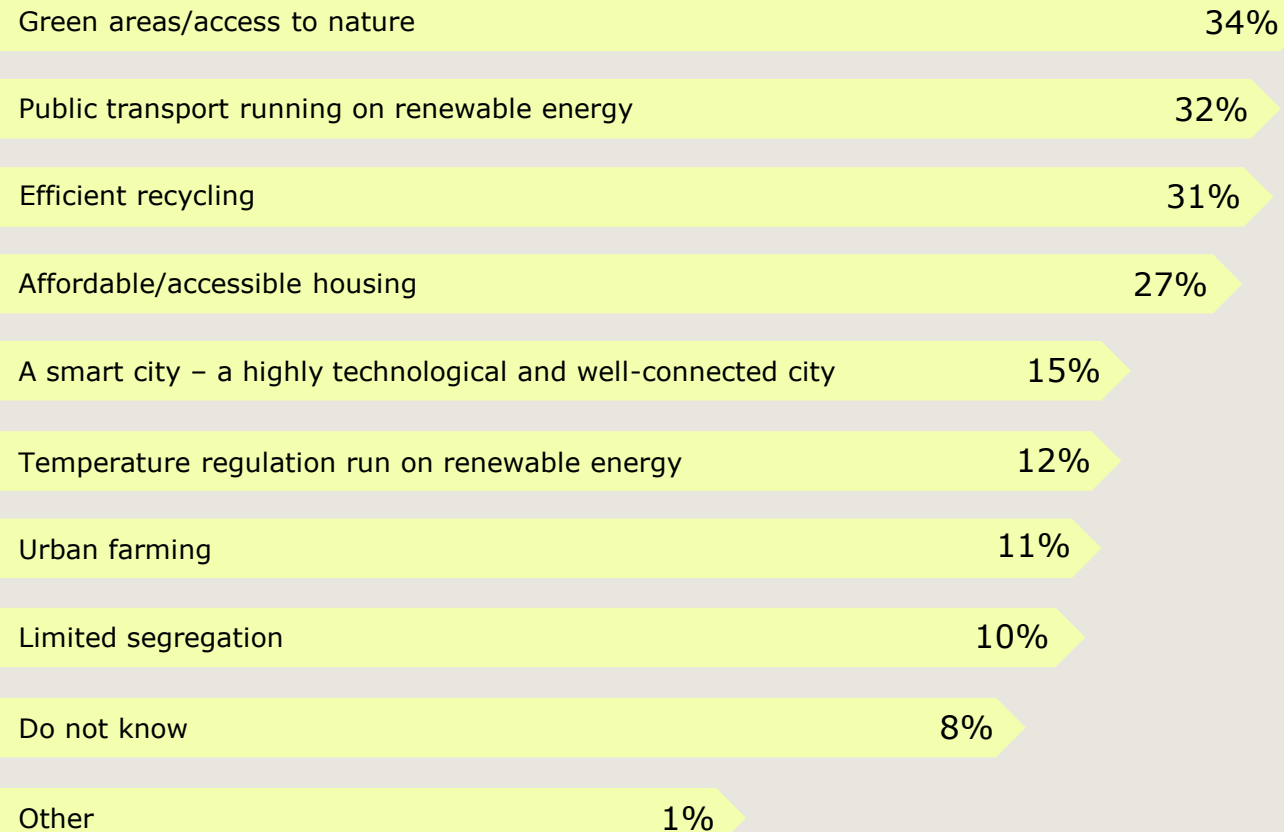
Norway



Switzerland

Which mode of transport do you prefer in terms of getting to work/school?

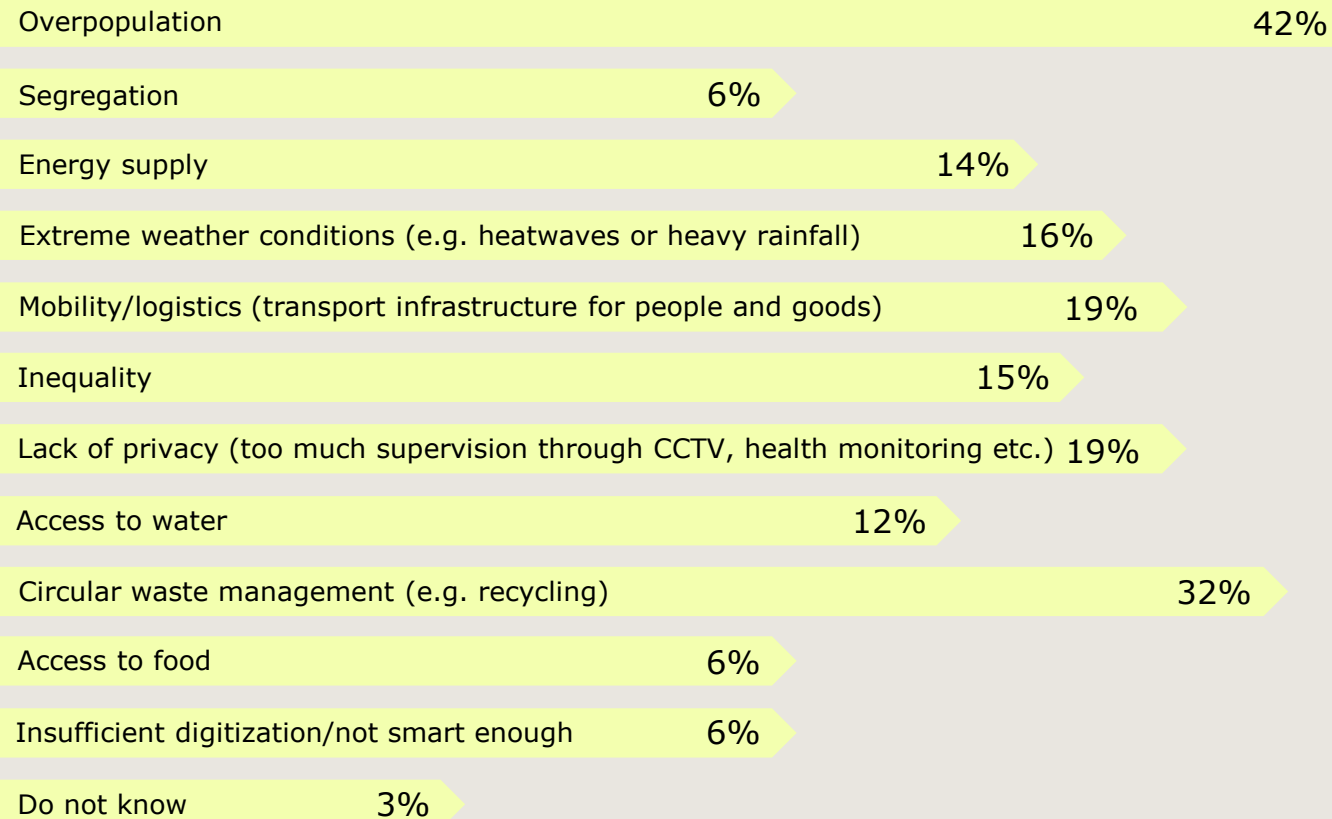
For young adults, a sustainable city means green areas, public transport running on renewable energy, recycling and affordable housing



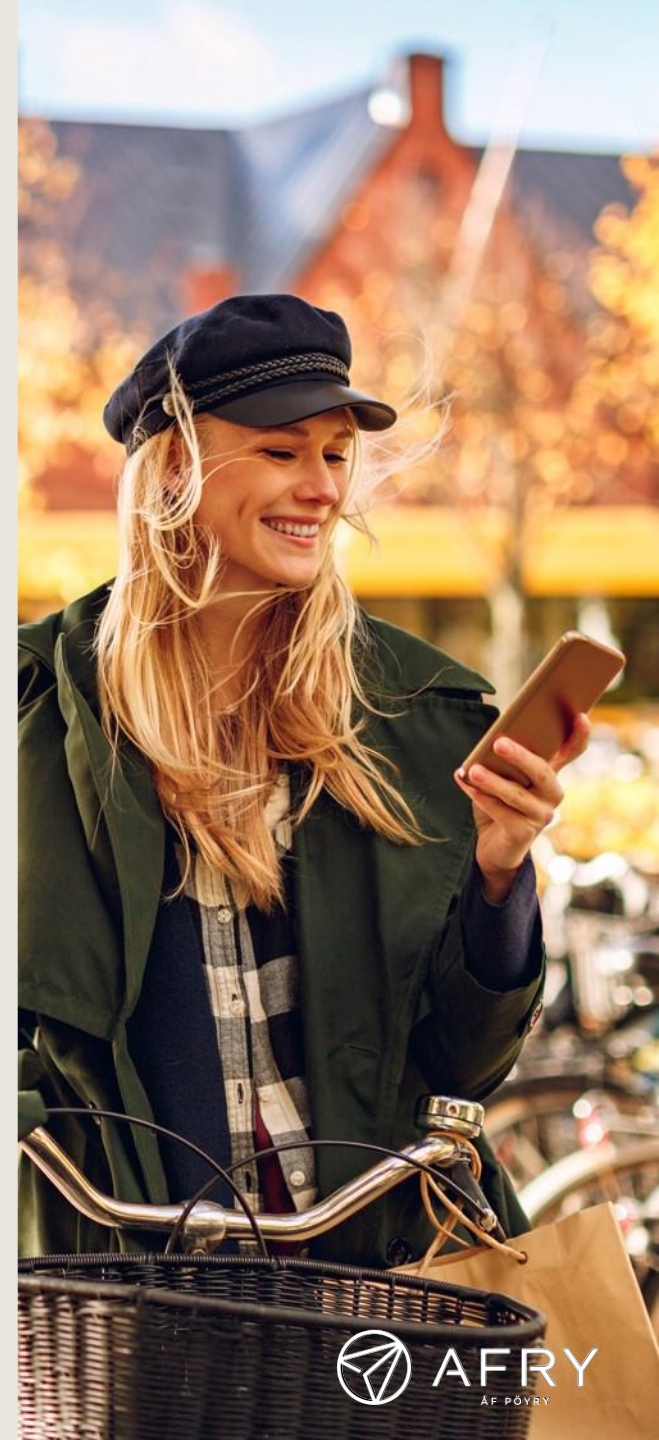
When you picture a sustainable city, what factors do you think of? (choose two)



Young people see overpopulation and waste management as the biggest challenges for future cities



What do you view as the biggest challenges for future cities? (choose two)

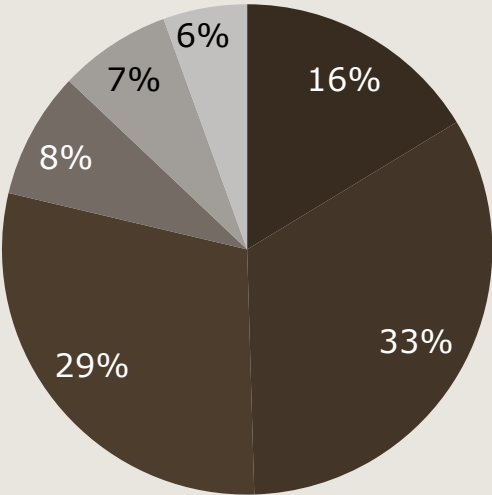




SWEDEN

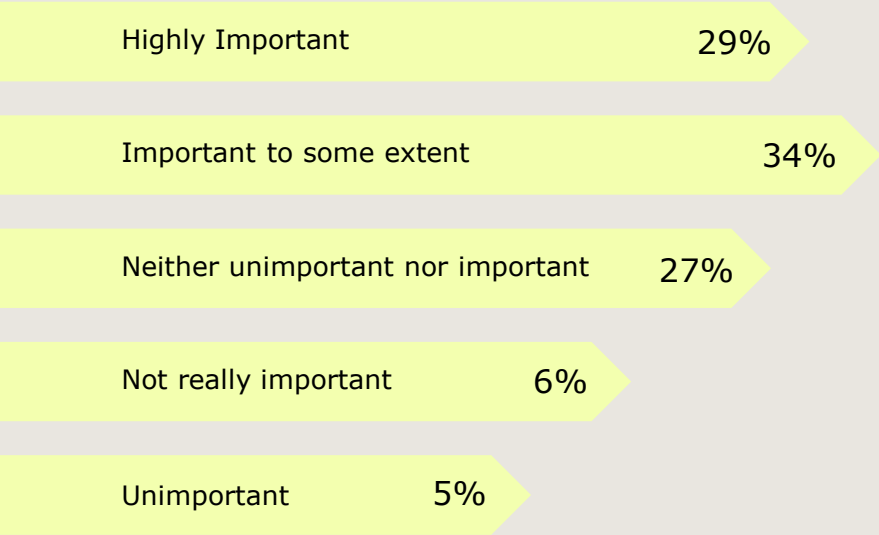
49%
of young Swedes say sustainability
is important when choosing where to live

- Highly important
- Important to some extent
- Neither important nor important
- Not really important
- Unimportant
- I don't want to live in a city



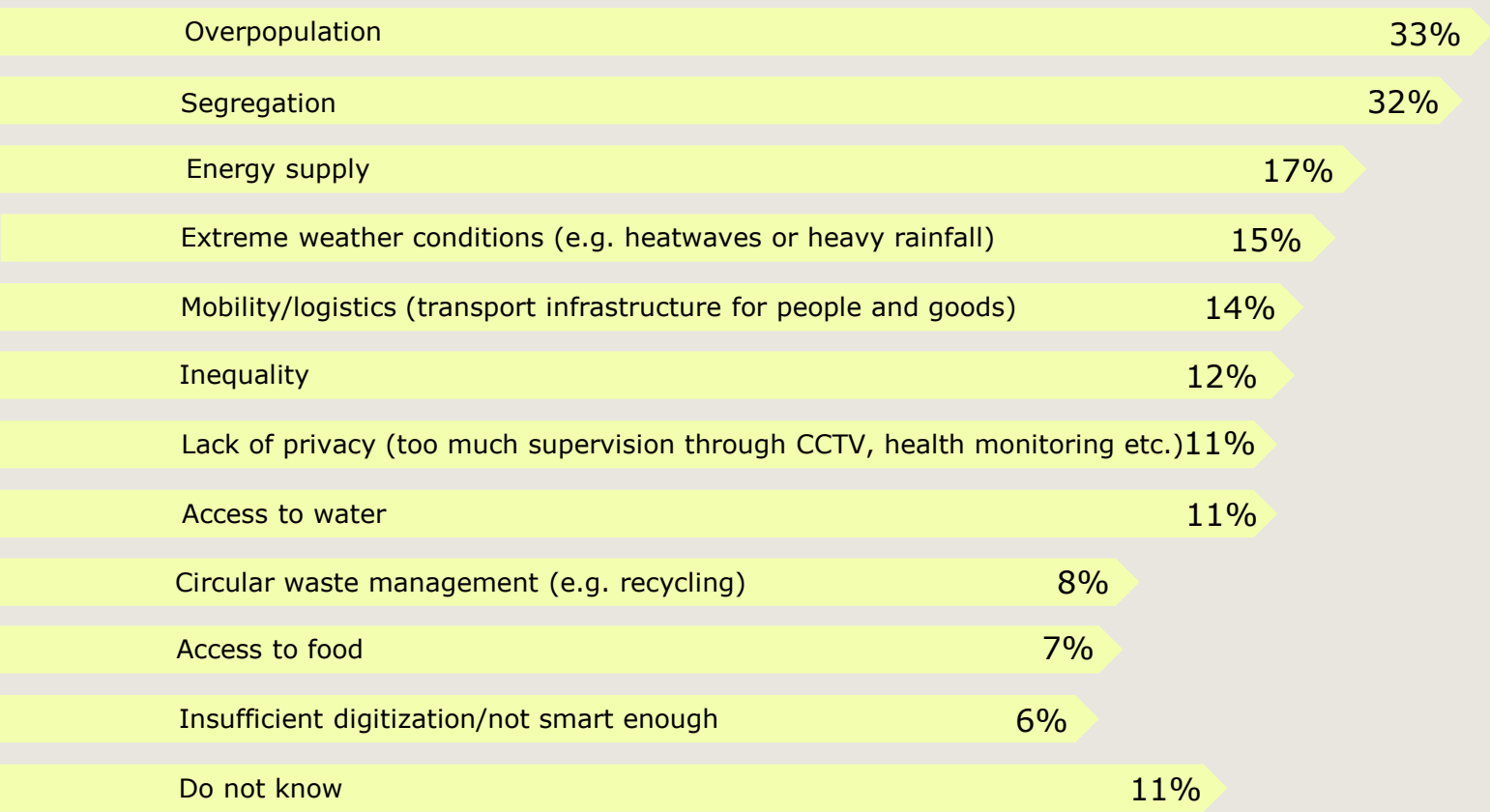
How important is sustainability (including environmental, social and economic) to you when choosing where to live?

63%
of young Swedes find a functioning
recycling system important



How important is a functioning recycling system for you?

Young Swedes identify overpopulation and segregation as the biggest challenges for future cities



What do you view as the biggest challenges for future cities? (choose two)

58%

of respondents find that their city has enough green spaces

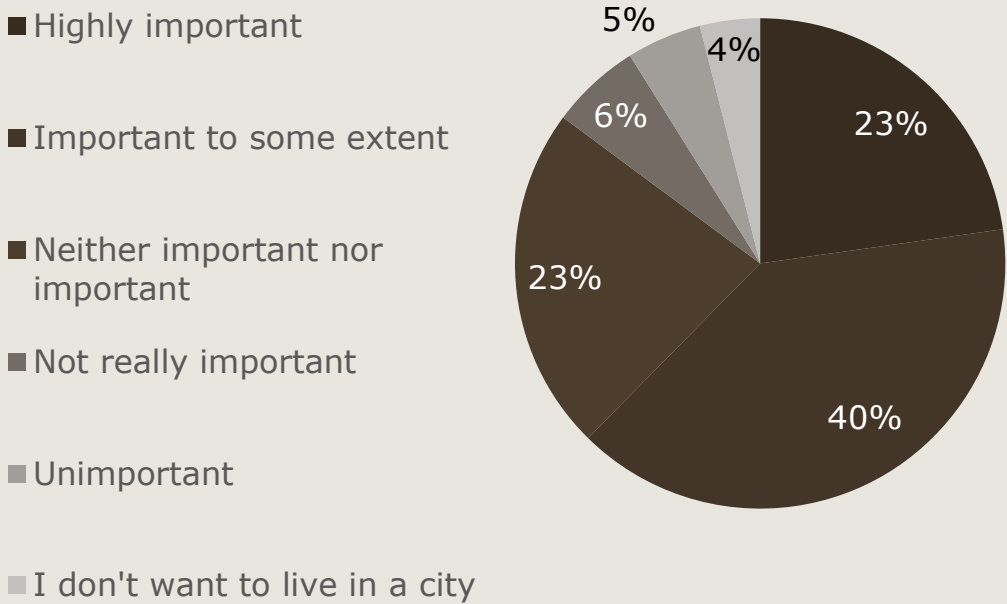
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61%

say they prefer sustainable options such as public transport, bicycle, walking, shared city bike etc.

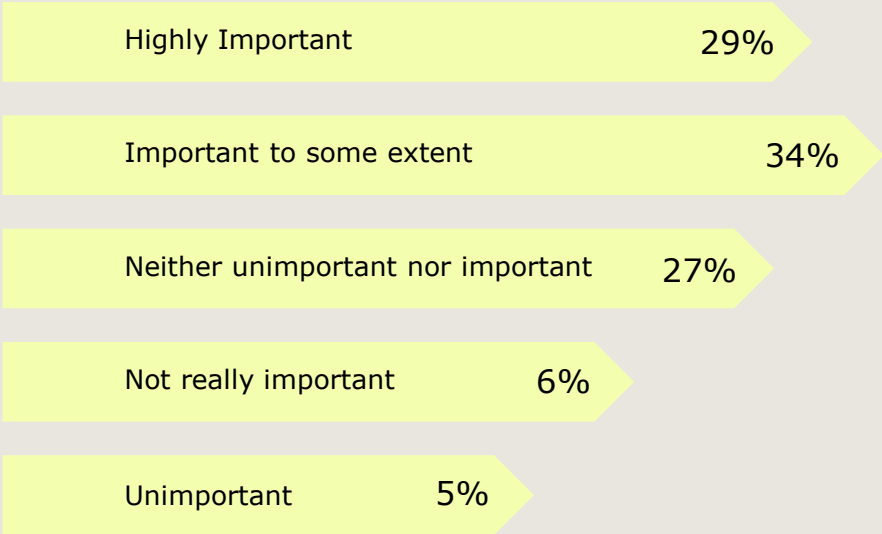
NORWAY

63%
of young Norwegians say sustainability
is important when choosing where to live



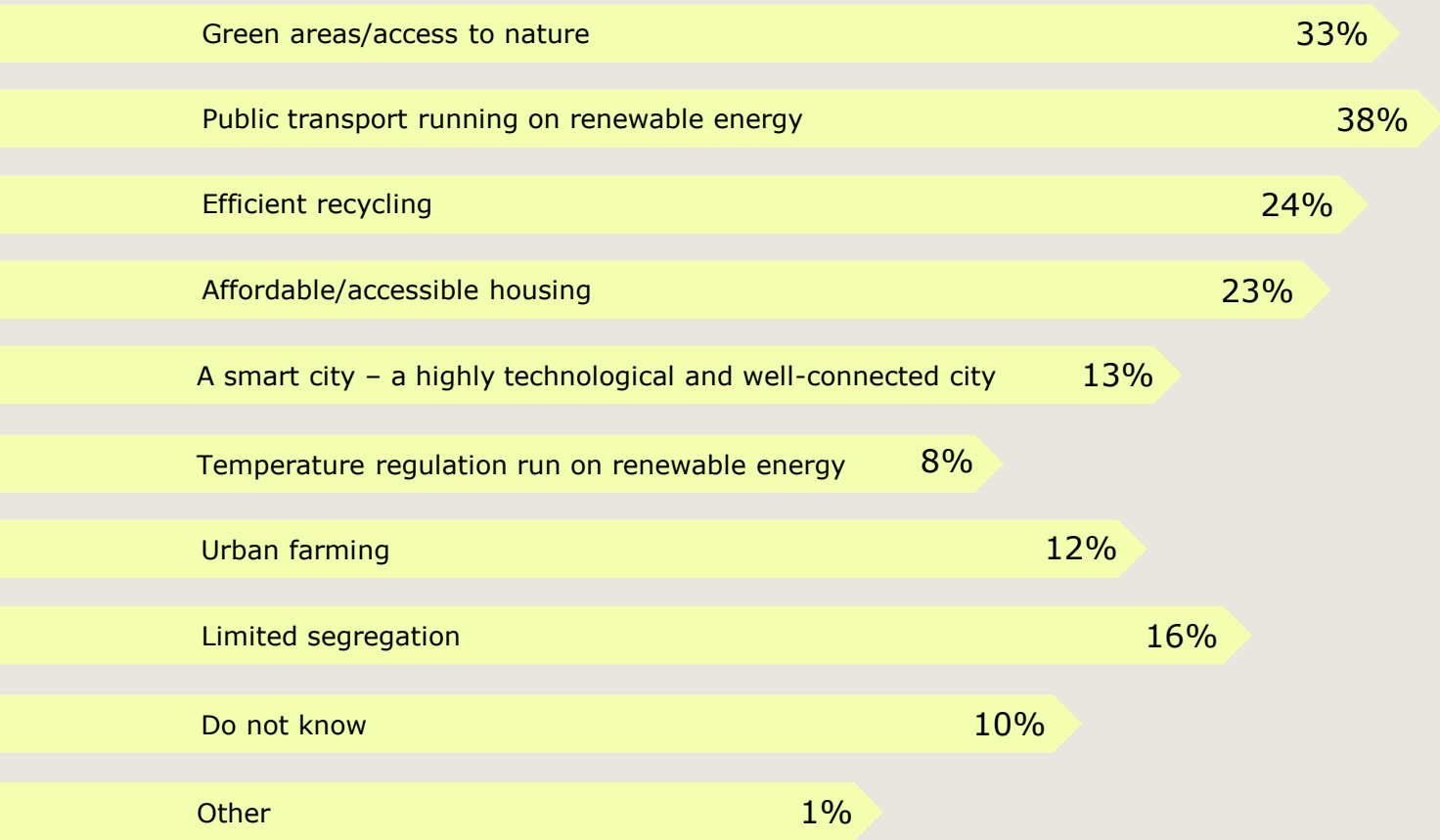
How important is sustainability (including environmental, social and economic) to you when choosing where to live?

66%
of young Norwegians find a functioning
recycling system important



How important is a functioning recycling system for you?

Renewable energy and green areas/access to nature are key when young Norwegians picture a sustainable city



When you picture a sustainable city, what factors do you think of? (choose two)

57%

of Norwegian respondents find that their city has enough green spaces

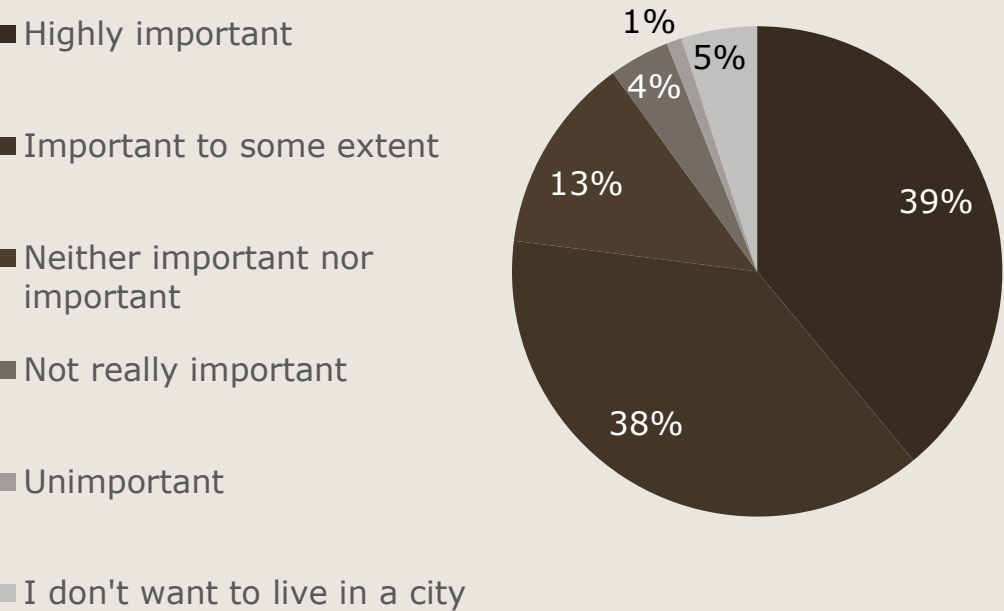
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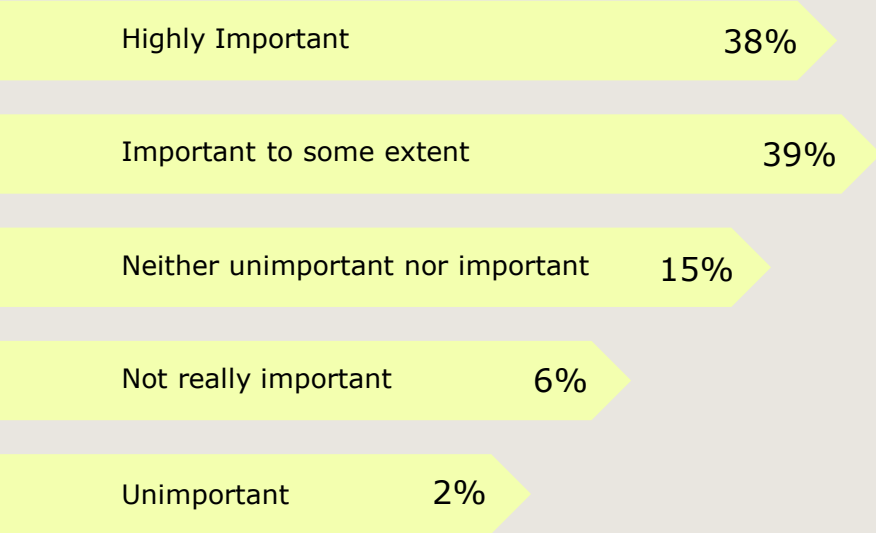
AUSTRIA

77%
of young Austrians say sustainability
is important when choosing where to live



How important is sustainability (including environmental, social and economic) to you when choosing where to live?

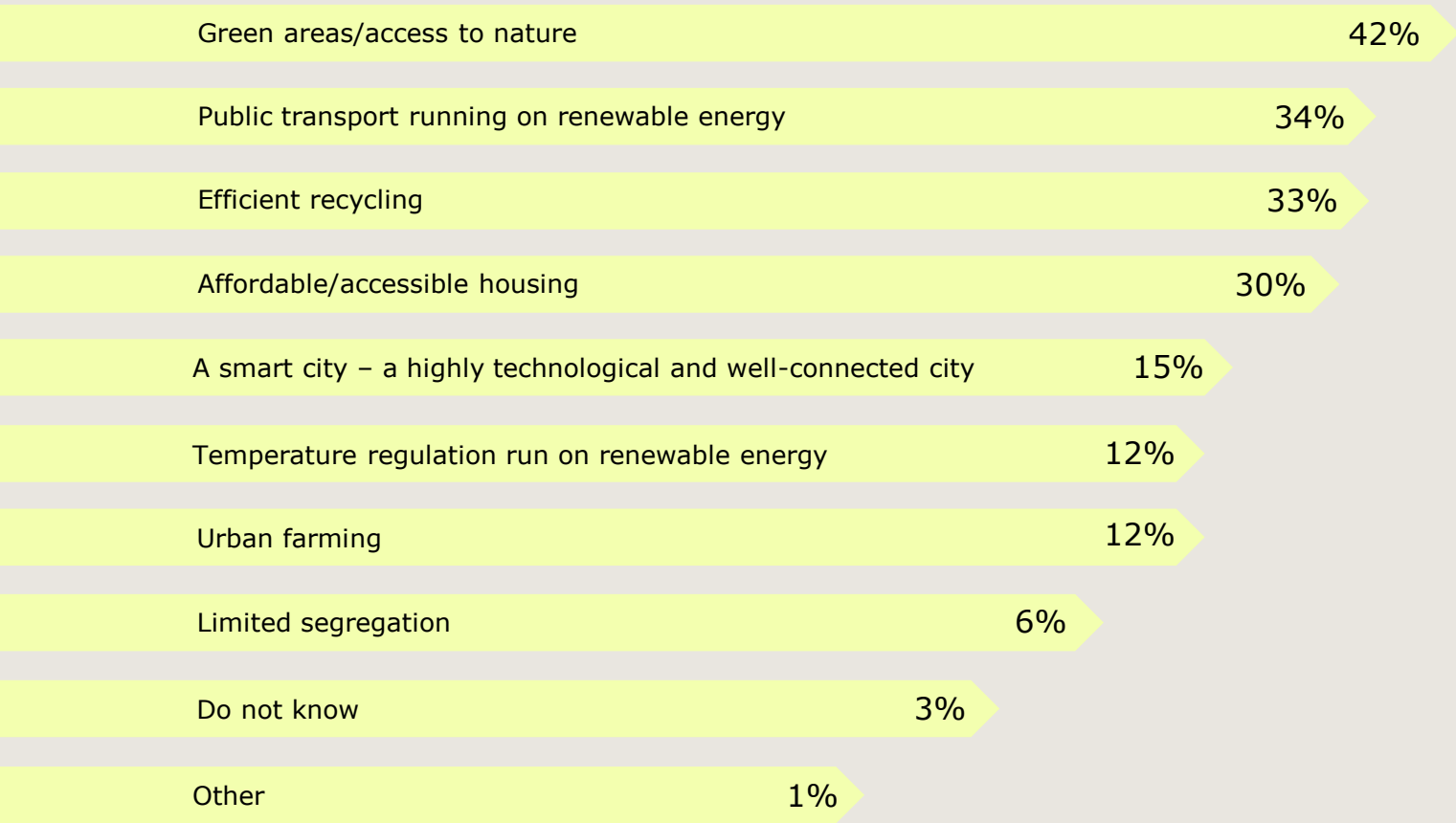
77%
of young Austrians find a functioning
recycling system important



How important is a functioning recycling system for you?

SURVEY RESULTS - AUSTRIA

Green areas/access to nature, renewable energy and efficient recycling are key when young Austrians picture a sustainable city



When you picture a sustainable city, what factors do you think of? (choose two)

30%

of Austrian respondents think that their city or national government takes sufficient measures to make housing affordable

48% disagree

50%

of Austrian respondents live in cities with less than 50,000 inhabitants

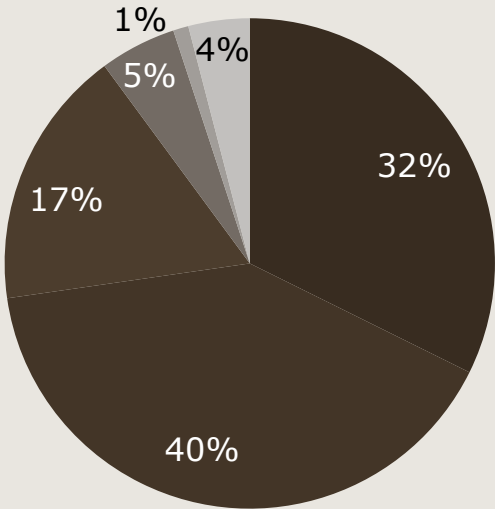
55%

of Norwegian respondents find that their city has enough green spaces

SWITZERLAND

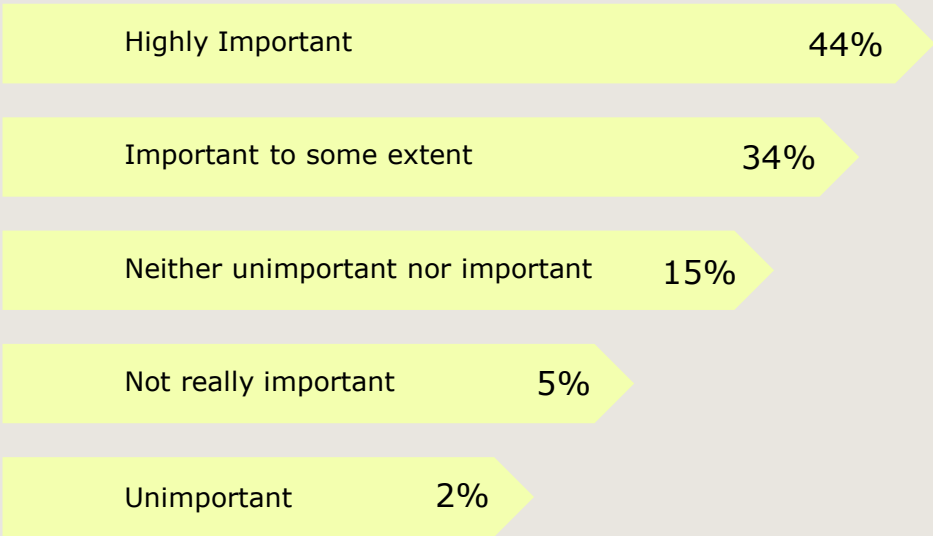
72%
of young Swiss say sustainability
is important when choosing where to live

- Highly important
- Important to some extent
- Neither important nor important
- Not really important
- Unimportant
- I don't want to live in a city



How important is sustainability (including environmental, social and economic) to you when choosing where to live?

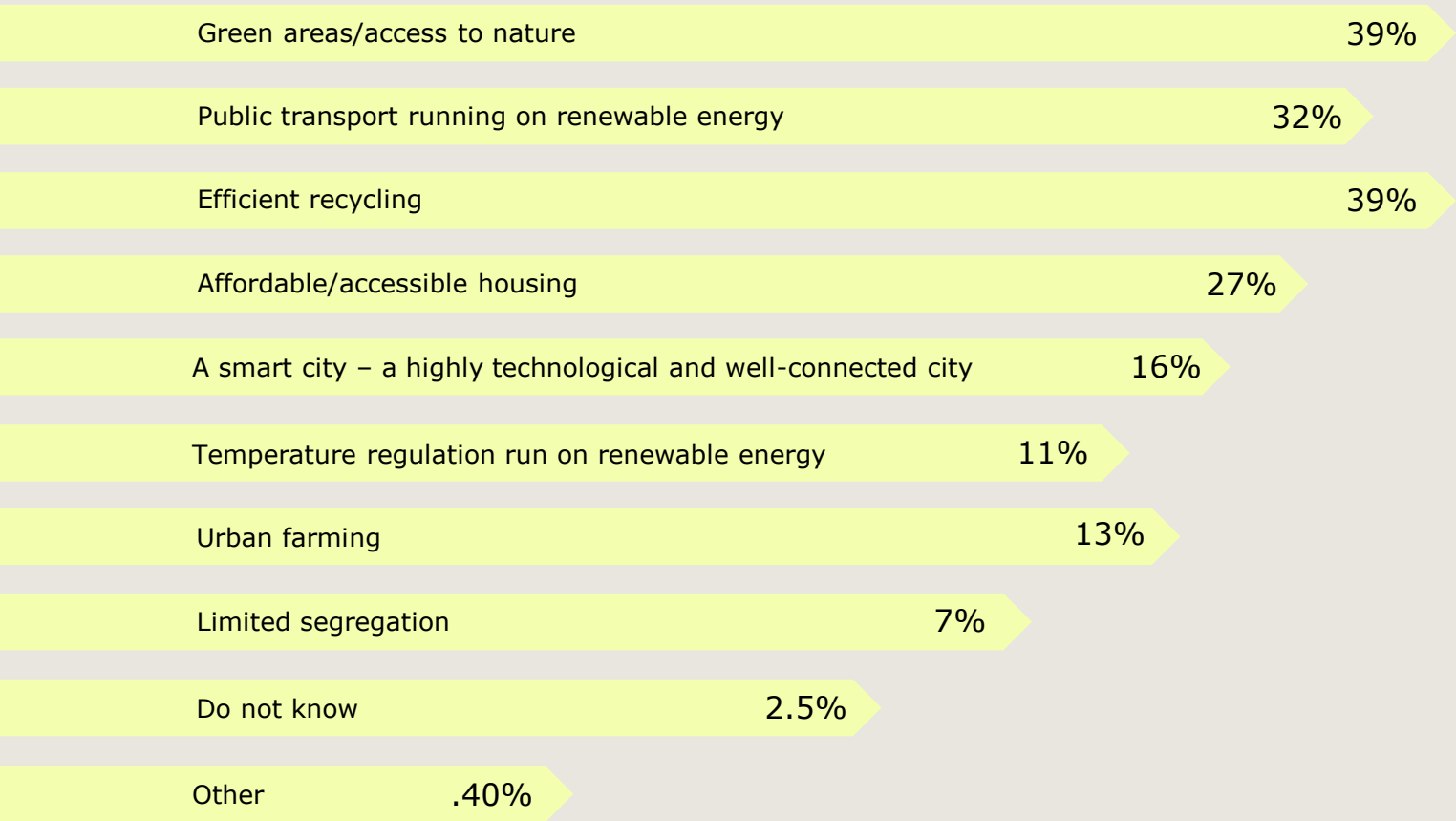
78%
of young Swiss find a functioning
recycling system important



How important is a functioning recycling system for you?

SURVEY RESULTS - SWITZERLAND

Green areas/access to nature, efficient recycling and renewable energy and are key when young people in Switzerland picture a sustainable city



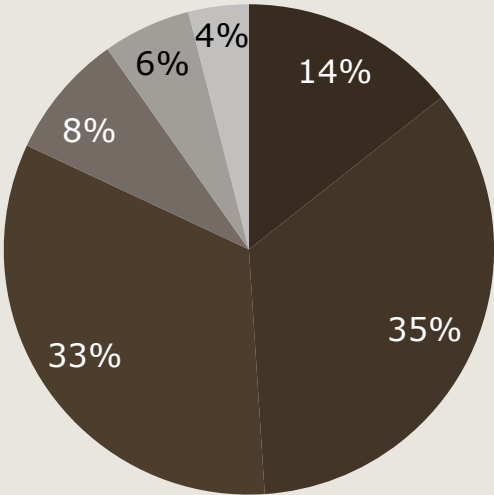
52%
of Swiss respondents find that their city has enough green spaces

When you picture a sustainable city, what factors do you think of? (choose two)

DENMARK

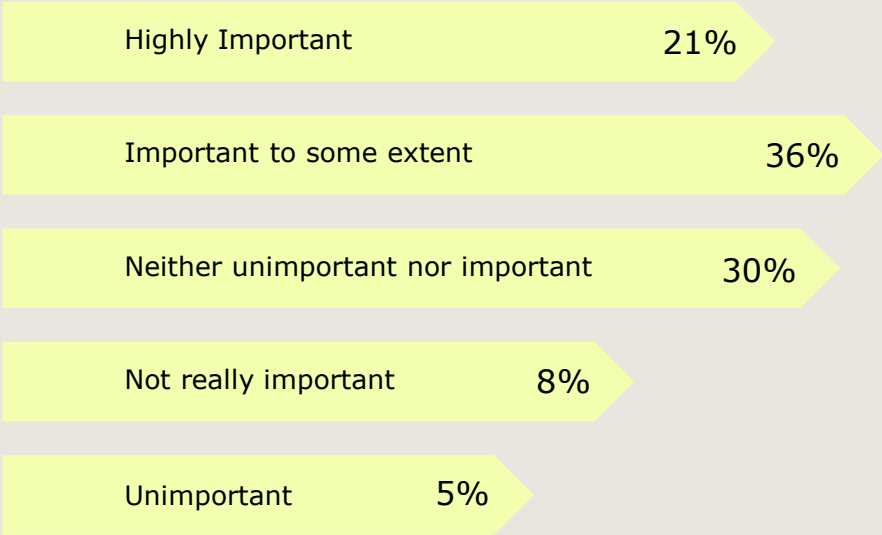
49%
of young Danes say sustainability
is important when choosing where to live

- Highly important
- Important to some extent
- Neither important nor important
- Not really important
- Unimportant
- I don't want to live in a city



How important is sustainability (including environmental, social and economic) to you when choosing where to live?

57%
of young Danes find a functioning
recycling system important



How important is a functioning recycling system for you?

Size Matters

Environmental sustainability

is a top priority that a city government should have

Below 100,000 20%

Above one million 40%

Overpopulation

is the single biggest challenge for future cities

Below 100,000 34%

Above one million 49%

Size of current city that respondents live in
Below 100,000 and above one million

Bicycle

is the preferred mode of transport in terms of getting to work/school

Below 100,000 27%

Above one million 63%

Sustainability

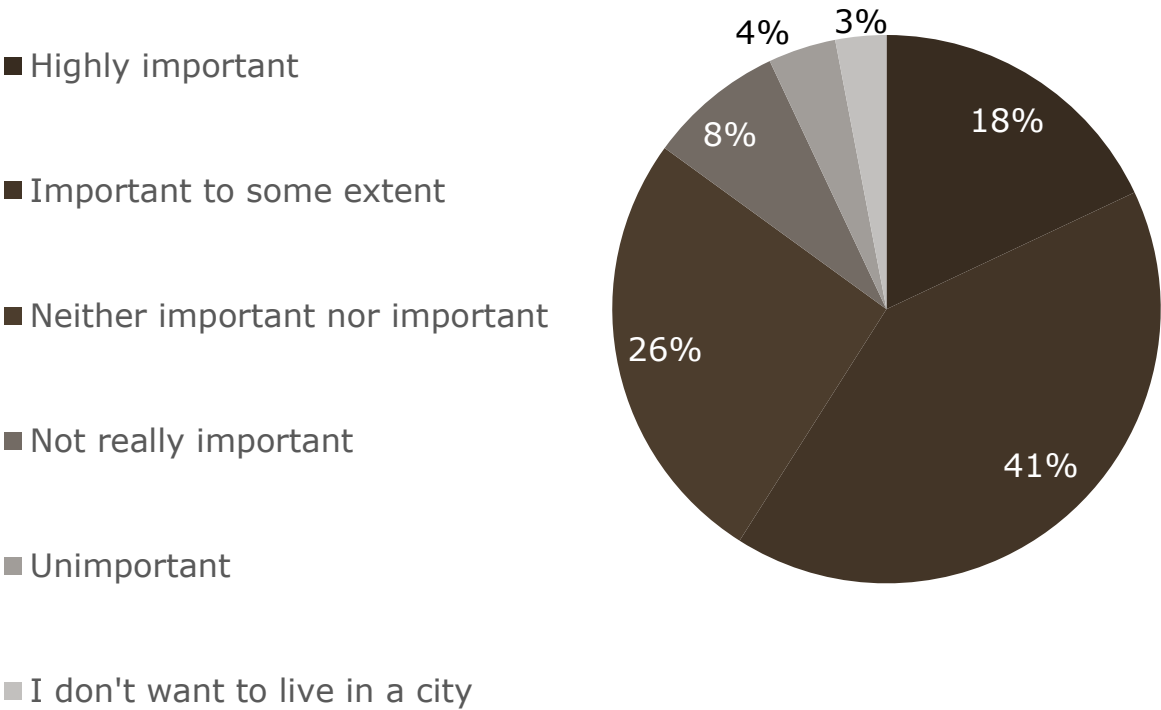
(environmental, social and economic aspects) is important when choosing where to live

Below 100,000 47%

Above one million 66%

FINLAND

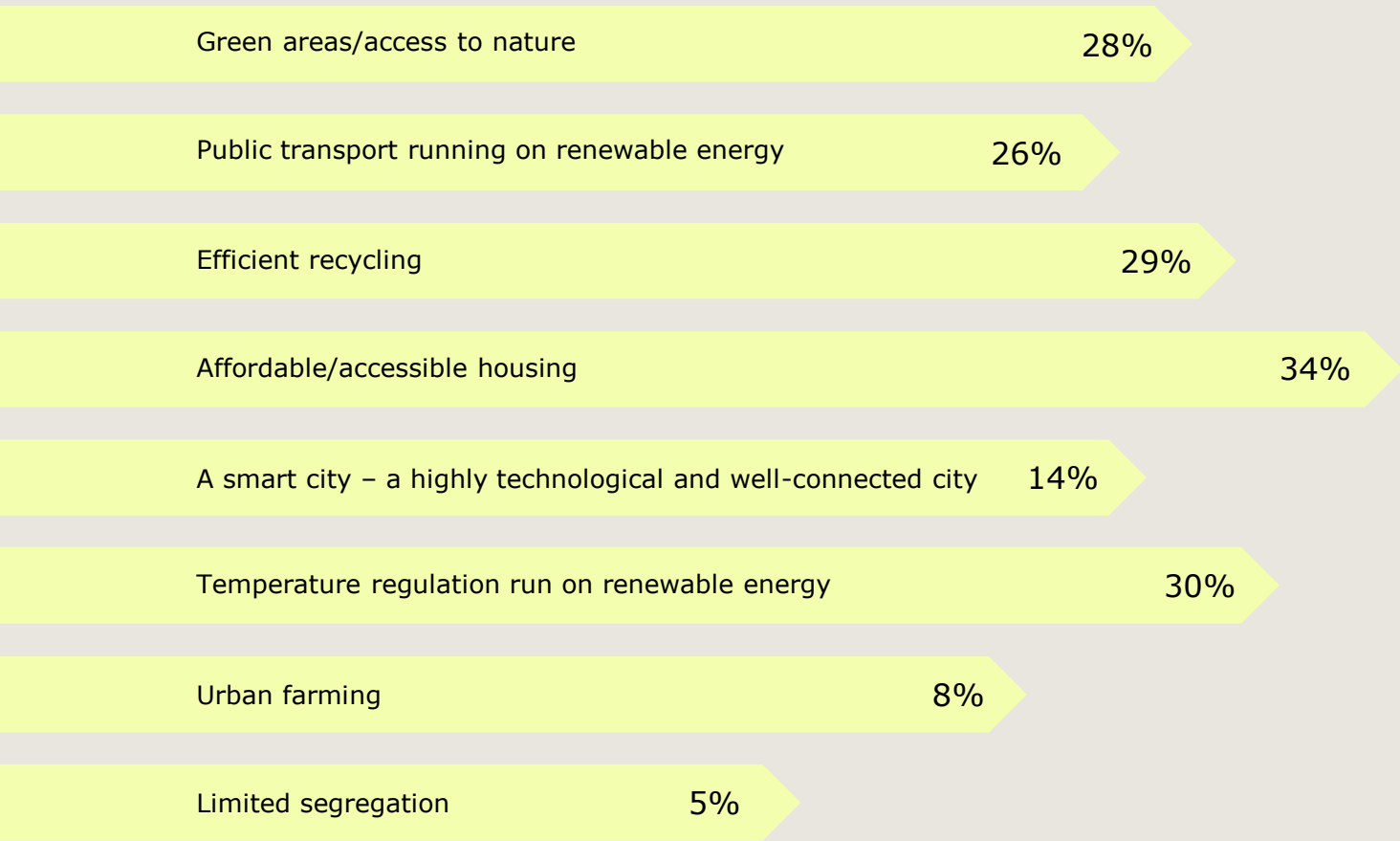
Young Finns value sustainability and connect it to housing, energy sources, recycling and green areas



How important is sustainability (including environmental, social and economic) to you when choosing where to live?



Renewable energy and green areas/access to nature are key when young Finns picture a sustainable city



When you picture a sustainable city, what factors do you think of? (choose two)

28%

of respondents view segregation as the biggest challenge for future cities

39%

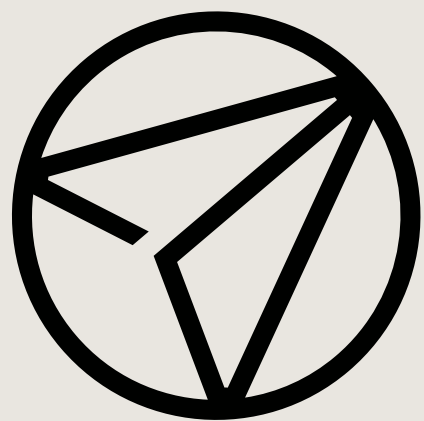
of respondents think that their city should take more actions to secure healthy air for its citizens

60%

of respondents prefer walking, cycling or public transport

79%

of respondents think that a functioning recycling system is important



AFRY

ÅF PÖYRY