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.

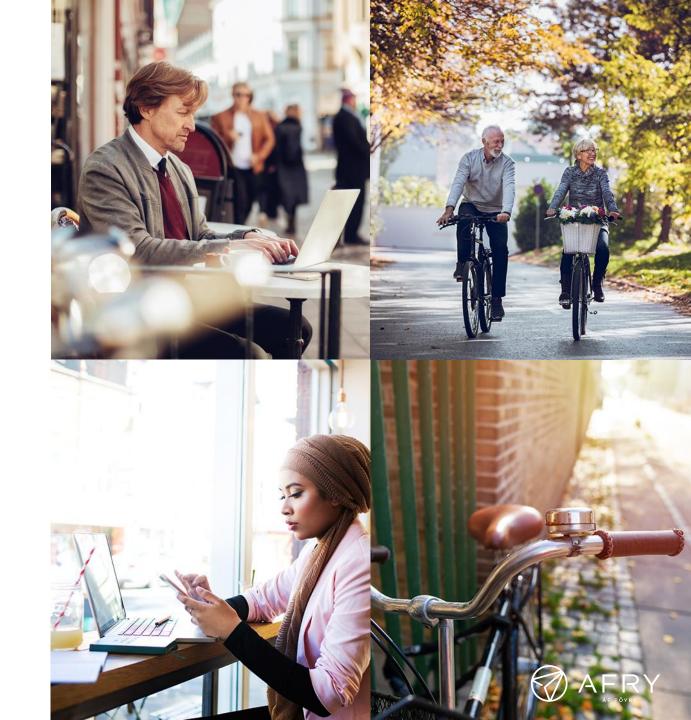
To build cities that the young people of today want to live in, we need to know what their preferences are.

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.

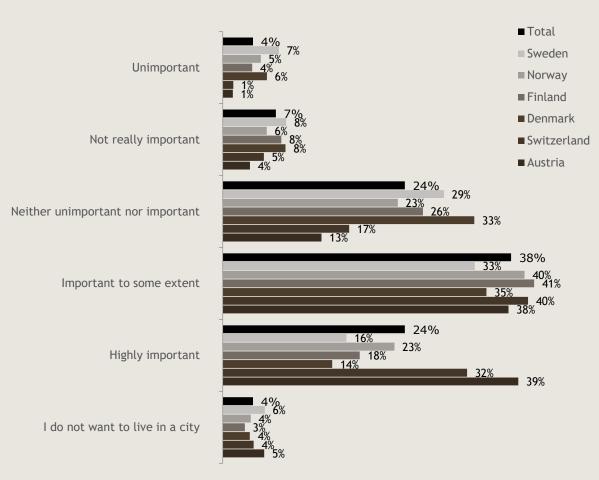


Only one in four respondents think that their city or national government takes sufficient measures to make housing affordable.



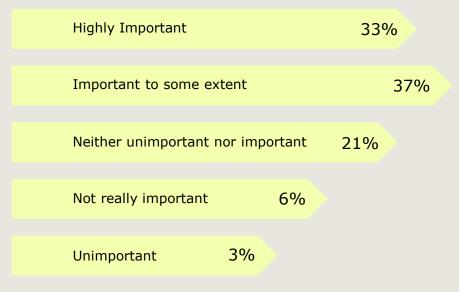
62%

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

Family and friends		50%
Work		49%
Access to nature	30%	
Culture, entertainment and nightlife	20%	
Sustainability (including environmental, social and economic)	18%	
Size of population 9%		
I do not want to live in a city 5%		

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

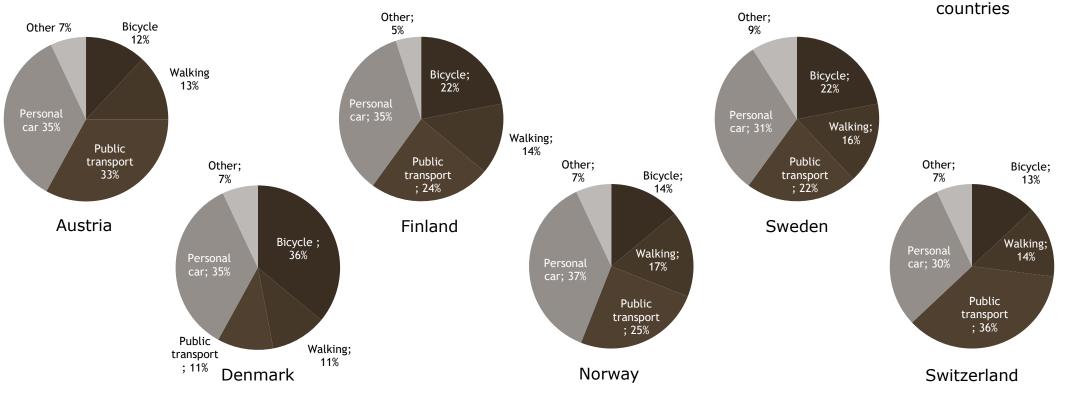


When asked what mode of transport respondents prefer in terms of getting to work/school and back,

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





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

Green areas/access to nature		34%
Public transport running on renewable energy		<mark>32%</mark>
Efficient recycling		<mark>31%</mark>
Affordable/accessible housing		27%
A smart city – a highly technological and well-connected city	15%	
Temperature regulation run on renewable energy	12%	
Urban farming	11%	
Limited segregation	10%	
Do not know	8%	
Other 1%		

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

Overpopulation			42%
Segregation	6%		
Energy supply		<mark>14%</mark>	
Extreme weather conditions (e.g. heatwaves	or heavy rainfall)	16%	
Mobility/logistics (transport infrastructure for	people and goods)	19%	
Inequality		15%	
Lack of privacy (too much supervision throug	h CCTV, health monite	oring etc.) 19%	
Access to water	12%	2	
Circular waste management (e.g. recycling)			32%
Access to food	6%		
Insufficient digitization/not smart enough	<mark>6%</mark>		
Do not know 3%			

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 6% 7% ■ Important to some extent 8%

16%

33%

■ Neither important nor important

■ Not really important

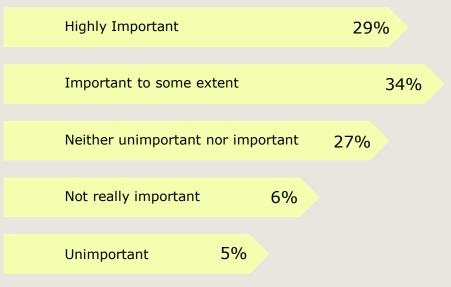
Unimportant

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?

29%

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

Overpopulation			33%
Segregation			<mark>32%</mark>
Energy supply		17%	
Extreme weather conditions (e.g. heatwaves or heavy rainfall)		15%	
Mobility/logistics (transport infrastructure for people and goods))	<mark>14%</mark>	
Inequality		12%	
Lack of privacy (too much supervision through CCTV, health mo	nitoring e	etc.)11%	
Access to water		11%	
Circular waste management (e.g. recycling)	8%		
Access to food	7%		
Insufficient digitization/not smart enough	6%		
Do not know		11%	

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

58%

of respondents find that their city has enough green spaces

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.



NORWAY

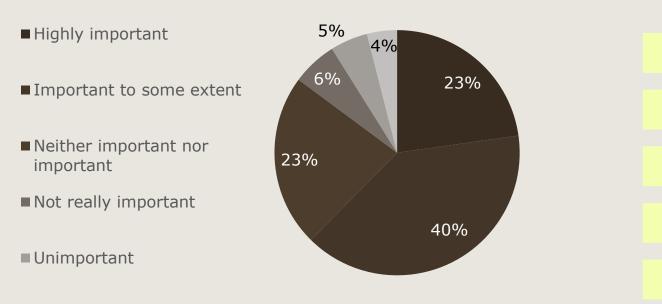


63%

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

66%

of young Norwegians find a functioning recycling system important



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?

Highly Important
29%

Important to some extent
34%

Neither unimportant nor important
27%

Not really important
6%

Unimportant
5%

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

Green areas/access to nature	33%
Public transport running on renewable energy	38%
Efficient recycling	24%
Affordable/accessible housing	23%
A smart city – a highly technological and well-conn	ected city 13%
Temperature regulation run on renewable energy	8%
Urban farming	12%
Limited segregation	16%
Do not know	10%
Other 1%	

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

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

58%

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

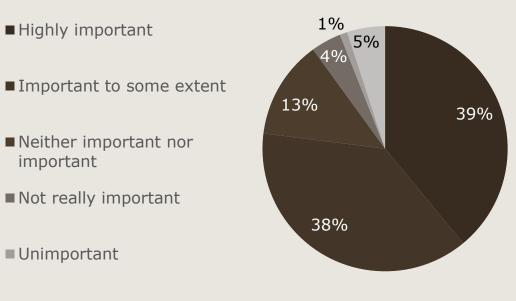


AUSTRIA



77% of young Austr

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



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?

77%

of young Austrians find a functioning recycling system important

Highly Important	38%
Important to some extent	39%
Neither unimportant nor important	<mark>15%</mark>
Not really important 6%	
Unimportant 2%	

How important is a functioning recycling system for you?



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

Green areas/access to nature		42%
Public transport running on renewable energy		34%
Efficient recycling		33%
Affordable/accessible housing		30%
A smart city – a highly technological and well-connected cit	v 15%	
Temperature regulation run on renewable energy	12%	
Urban farming	12%	
Limited segregation	6%	
Do not know 3%		
Other 1%		

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%

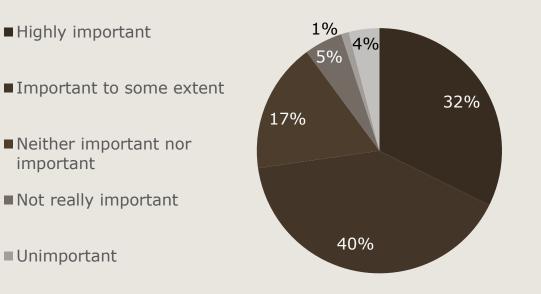
of Norwegian respondents find that their city has enough green spaces



SWITZERLAND



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



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

Highly Important	44%
Important to some extent	34%
Neither unimportant nor import	ant 15%
Not really important	<mark>5%</mark>
Unimportant 2%	

How important is a functioning recycling system for you?



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

Green areas/access to nature	39%
Public transport running on renewable energy	32%
Efficient recycling	39%
Affordable/accessible housing	27%
A smart city – a highly technological and well-con	nected city 16%
Temperature regulation run on renewable energy	11%
Urban farming	13%
Limited segregation	7%
Do not know 2.5%	
Other .40%	

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

52% of Swiss respondents find that their

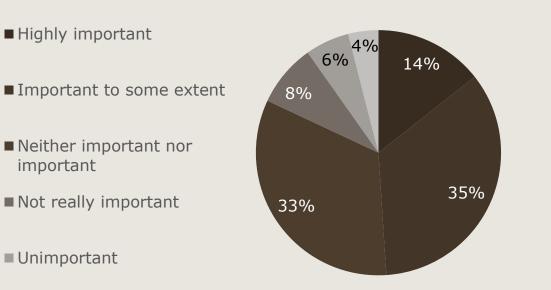
city has enough green spaces

DENMARK



49%

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



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

Highly Important		21%
Important to some ex	tent	36%
Neither unimportant r	oor important	30%
Not really important	8%	
Unimportant	5%	

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, s s important when			s)
Balaw 100 000		470/	

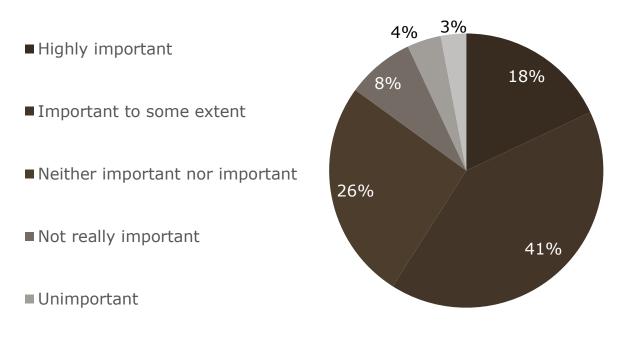
Below 100,000	47%	
Above one million		66%



FINLAND



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



■ 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?



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

Green areas/access to nature		28%	
Public transport running on renewab	ole energy	26%	
Efficient recycling		299	<mark>%</mark>
Affordable/accessible housing			34%
A smart city – a highly technological	l and well-connected cit	t <mark>y 14%</mark>	
Temperature regulation run on rene	wable energy		30%
Urban farming	89	%	
Limited segregation	5%		

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



