

Sustainable Urban Environments barometer 2024

The objective of YIT's Sustainable Urban Environments barometer is to find out how residents want to develop urban environments in Finland. In the survey, residents living in Finland's largest cities take a stand on the topics of home, urban environment, mobility and work environment.*

Owning a home is still considered attractive – concerns about residential home repair needs increased

Owning a home is considered a more economically attractive option than renting. 42% of the respondents consider owning a home to be an economically attractive option, while 29% were in favour of renting from a financial point of view.

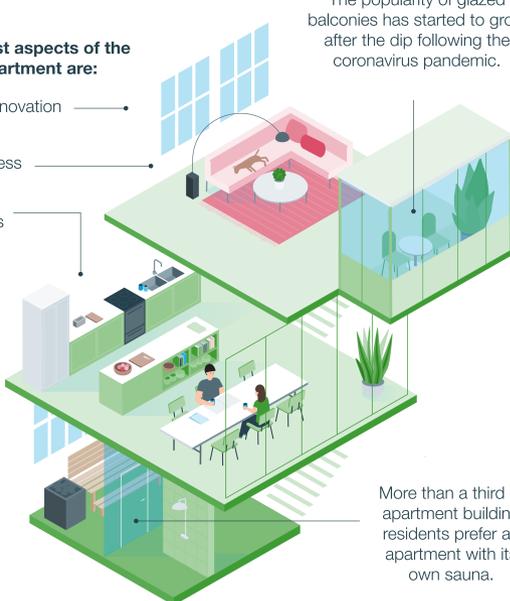
Many young adults weigh between owning and renting a home: one-third of young adults living in rented housing would rather choose owning a home, while one-fifth of homeowners would prefer to change to rental housing.

Concerns about the future repair needs of apartment buildings have increased, while worries about the price of energy and the rise in loan interest rates have decreased. Nearly a third (31%) of homeowners estimate that renovation costs will increase significantly in the coming years. In general, citizens' concern about rising housing costs has been somewhat alleviated.

The reasons for changing homes vary according to life situation. The most common reason for changing homes for families with children and middle-aged people is the need for additional space. For those over 50 years of age, the change of home is often motivated by a desire to save on housing costs.

The best aspects of the new apartment are:

- Minor renovation worries
- Cleanliness
- Modern solutions



The popularity of glazed balconies has started to grow after the dip following the coronavirus pandemic.

More than a third of apartment building residents prefer an apartment with its own sauna.



Open answer:
WHY DO YOU PREFER TO LIVE IN A NEW APARTMENT?

"A modern and energy-efficient apartment, the builder's warranties are valid, I can influence the solutions made in the apartment, the apartment is clean and has not worn down from the previous residents."

Communality is an important part of living in a residential area

Two things seem to have increased the appreciation of suburbs in the Helsinki metropolitan area in recent years:

- Good public transportation connections and cycle paths
- Attractiveness of residential areas has been improved

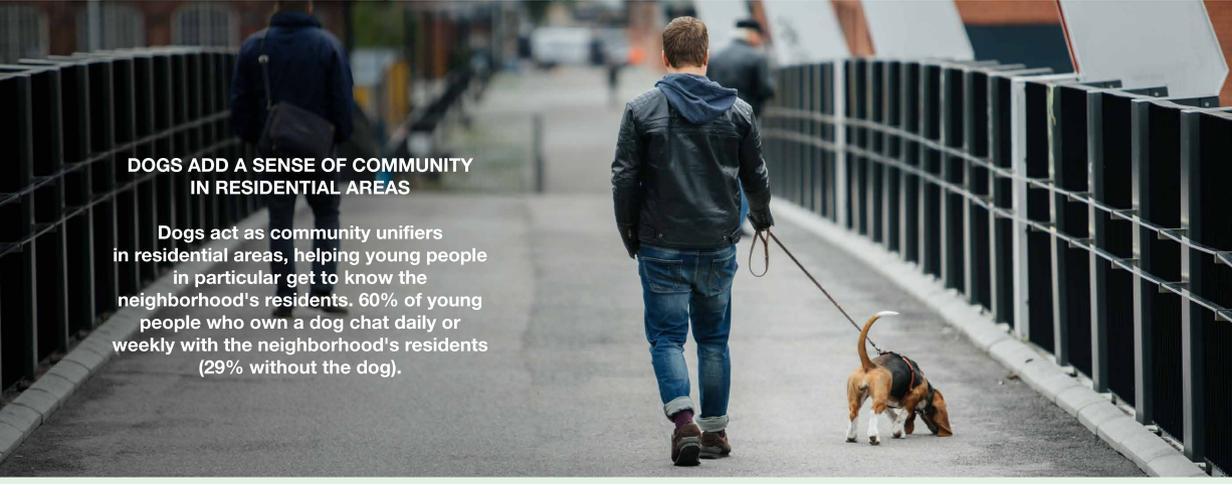
Fewer visits to city centres: Shopping center services outside the city center are increasingly used

Relatively densely built suburbs are increasingly considered to be the best home location in the city (49%).

Visits to city centre areas have decreased significantly. More than half of the suburban residents who previously visited their hometown's city center weekly say they have reduced their visits to the city center.

The share of people considering moving to the surrounding municipalities has remained unchanged. Approximately one third (30%) of the residents of the largest cities say that they have considered moving to the surrounding municipalities. The number one destination for Espoo residents is Kirkkonummi, for Vantaa residents Tuusula and for Tampere residents Pirkkala.

Communality is an important part of living in a residential area. Those who know dozens of residents in their area and talk to them on a daily basis are very satisfied with their area. Communality is typical for older age groups and families with children. The vast majority of young adults who live alone rarely talk to neighborhood residents, and a quarter don't greet anyone.



DOGS ADD A SENSE OF COMMUNITY IN RESIDENTIAL AREAS

Dogs act as community unifiers in residential areas, helping young people in particular get to know the neighborhood's residents. 60% of young people who own a dog chat daily or weekly with the neighborhood's residents (29% without the dog).

City residents prefer public transportation

In the Helsinki metropolitan area, the center of Helsinki is most often reached by public transportation (Helsinki 76%), as well as the center of Tampere (70%) and Turku (58%).

City residents want to especially invest in bus transportation (47%), cycling (43%) and walking (43%) in their own city.

Tampere has become the most tram-friendly city in Finland. In Tampere, 56% of respondents want more rail traffic to be built in the city, despite the additional costs. The share of those who

are positive about the future of rail transportation has increased in Tampere, Espoo and Vantaa, but not in Turku. In Turku, only 13% support investments in rail transportation.

A third of car owners want the housing company to invest more in the charging possibilities of electric cars. Electric cars and plug-in hybrids are becoming more common, especially among those who have one or more charging points in the housing company.



CLIMATE CHANGE CAUSES EITHER A GREAT DEAL OR A LOT OF CONCERN IN 38% OF CITY DWELLERS

In terms of the ecology of housing, the location of the apartment along public transport connections is considered a priority.

The proportion of people working remotely has decreased slightly from last year

Adjustable workstations are part of the ideal office for an increasing number of people.

There are clear differences between the current office and the "ideal office" of office workers.

Many office workers would invest more, for example, in reasonably priced lunch and good ventilation and temperature.

Those who mainly work remotely would invest more in the home-like nature of the premises and in spaces that allow participation in hybrid meetings in peace.



Remote work is still popular and many employers have dimensioned their premises accordingly. In one in two of the workplaces where there is no obligation to come to the office, workstations are reserved for less than 60% of employees. Still, a total of 34% of the respondents who work in an office do not work remotely or do it less often.

The share of people working remotely has slightly decreased from last year. Approximately half (48%) of office workers work remotely 3-5 days a week (2023: 53%). One third of office workers say that the employer has clearly limited the amount of remote work. In a quarter of organizations' remote and office days are agreed at the team level.

For office workers, the most important thing that it is easily accessible by public transportation (56%). Compared to the previous two years, the appreciation of walking and cycling to the workplace has slightly decreased and the appreciation of smooth trips by car has increased by 7%.

Every second person working in an office thinks about the ecology of their workplace at least once in a while. Three things related to the ecology of the office stand out above the others: Location along public transport connections (90% appreciated), promoting recycling (89%) and minimising food waste (84%). Investing in vegetarian eating in the workplace strongly divides the opinions of employees.

* The barometer was carried out for the seventh time at the end of 2024. It is aimed at residents of Helsinki, Espoo, Vantaa, Tampere, Turku, Oulu, Jyväskylä and Kuopio. The online panel had 1,000 + 350 respondents (a separate sample of office workers). The dataset represents the urban population aged 18-80 by gender, age and the size of the cities. Prior Consulting carried out the study on behalf of YIT. For more information: press@yit.fi