

# 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 among 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)



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**61%**

of respondents live in cities up to  
100 000 inhabitants.

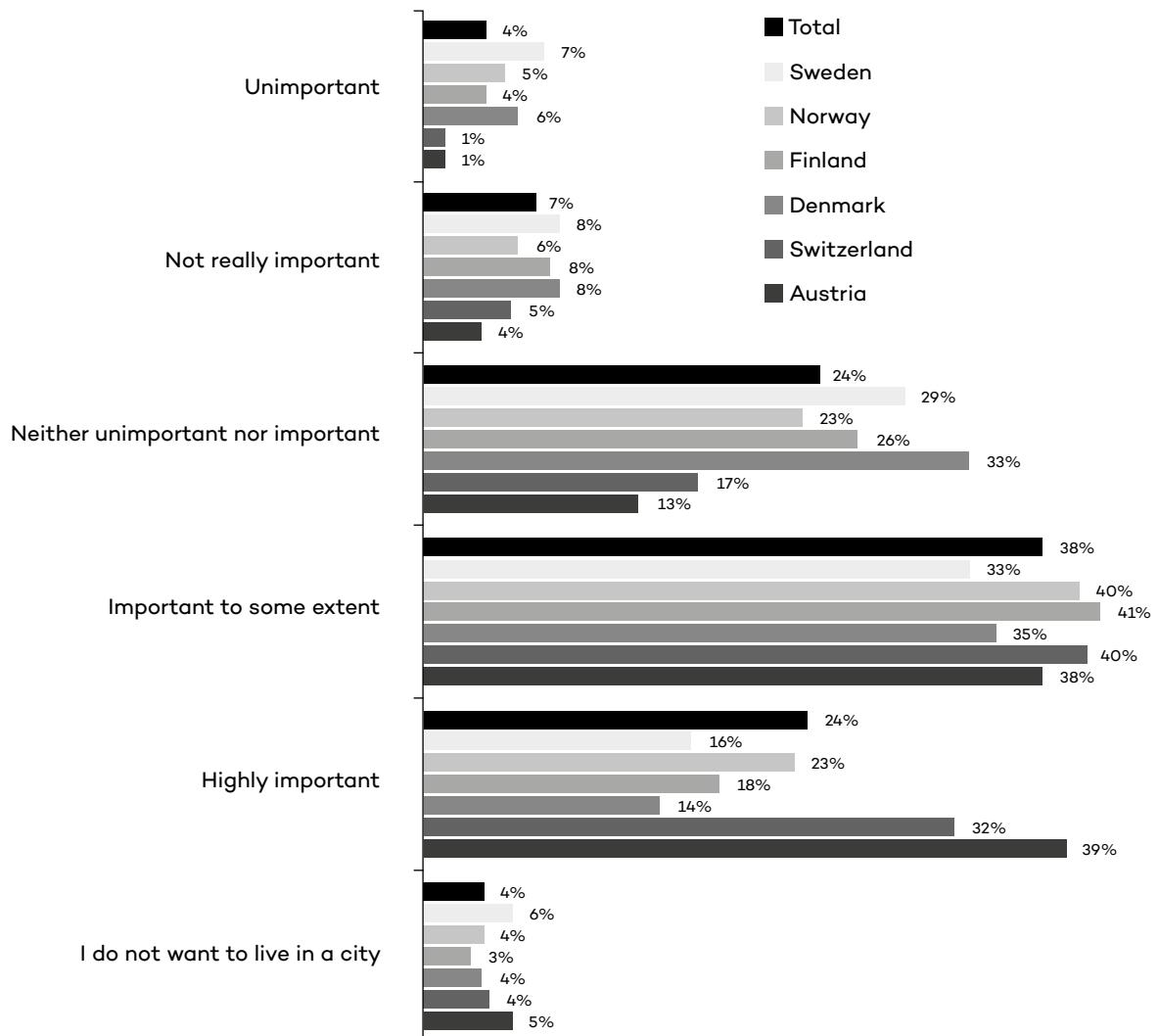
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Only

**12%**

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

# 62% of respondents say sustainability is important when choosing where to live



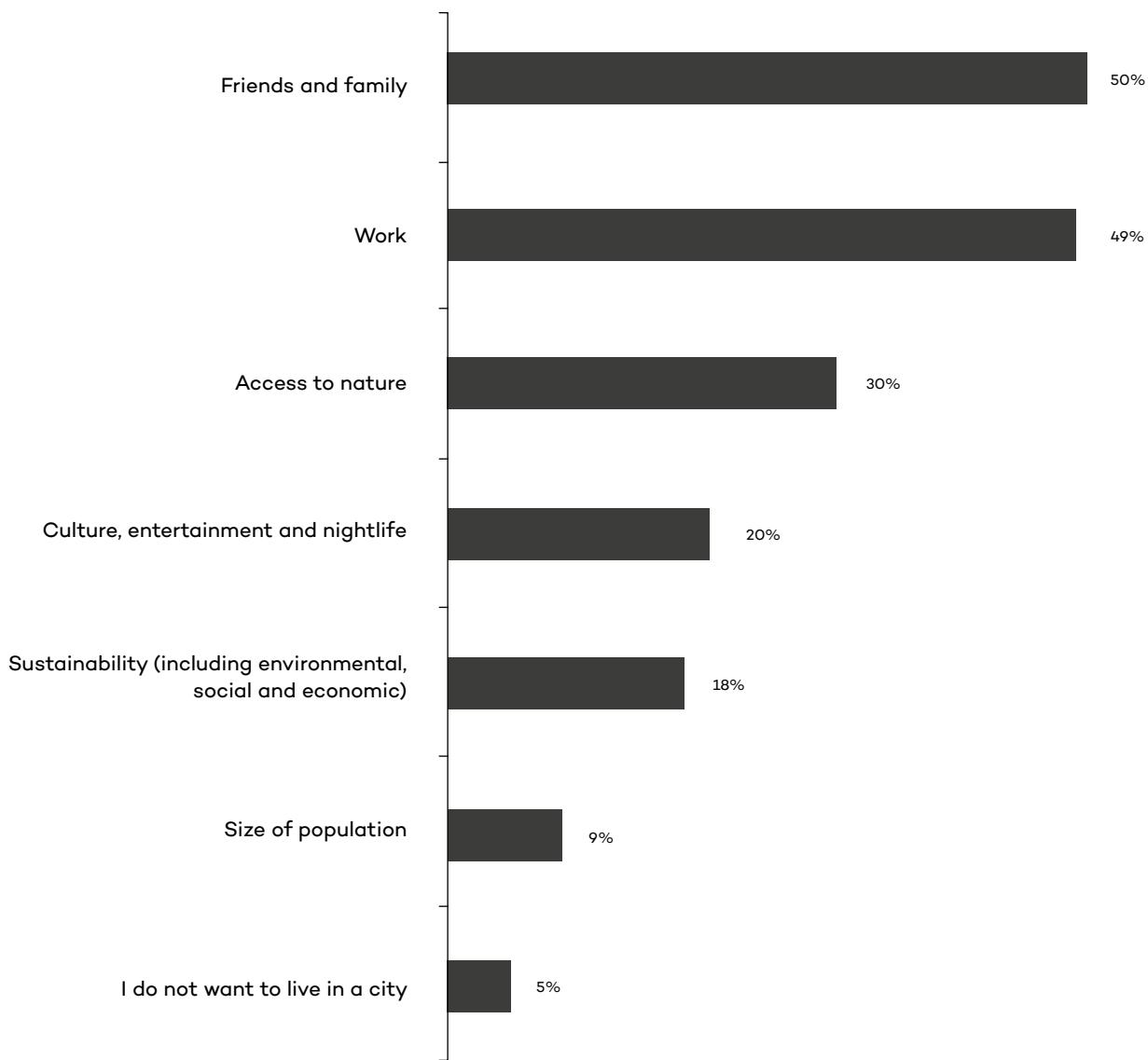
How important is sustainability (including environmental, social and economic) to you when choosing where to live?

**62% of respondents say sustainability is important when choosing where to live**

**70% say that a functioning recycling system is important to them**

**72% say recycling is accessible where they live**

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

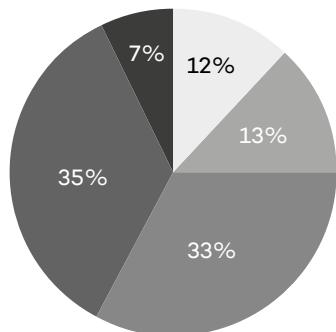


What aspects are most important for you when choosing where to live? (choose two)

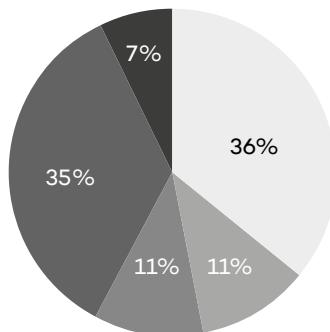
When asked what mode of transport respondents prefer in terms of getting to work/school and back, **61%** say they prefer sustainable options such as public transport, bicycle, walking, shared city bike etc.

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

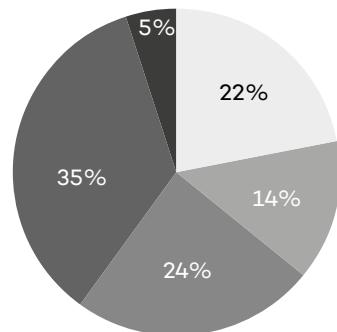
■ Bicycle ■ Walking ■ Public transport ■ Personal car ■ Other



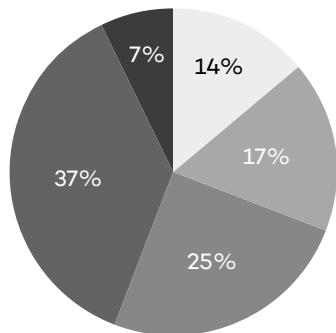
Austria



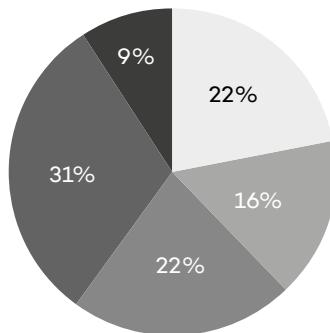
Denmark



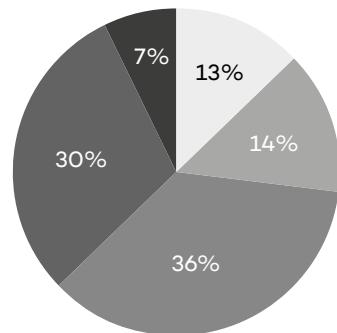
Finland



Norway



Sweden

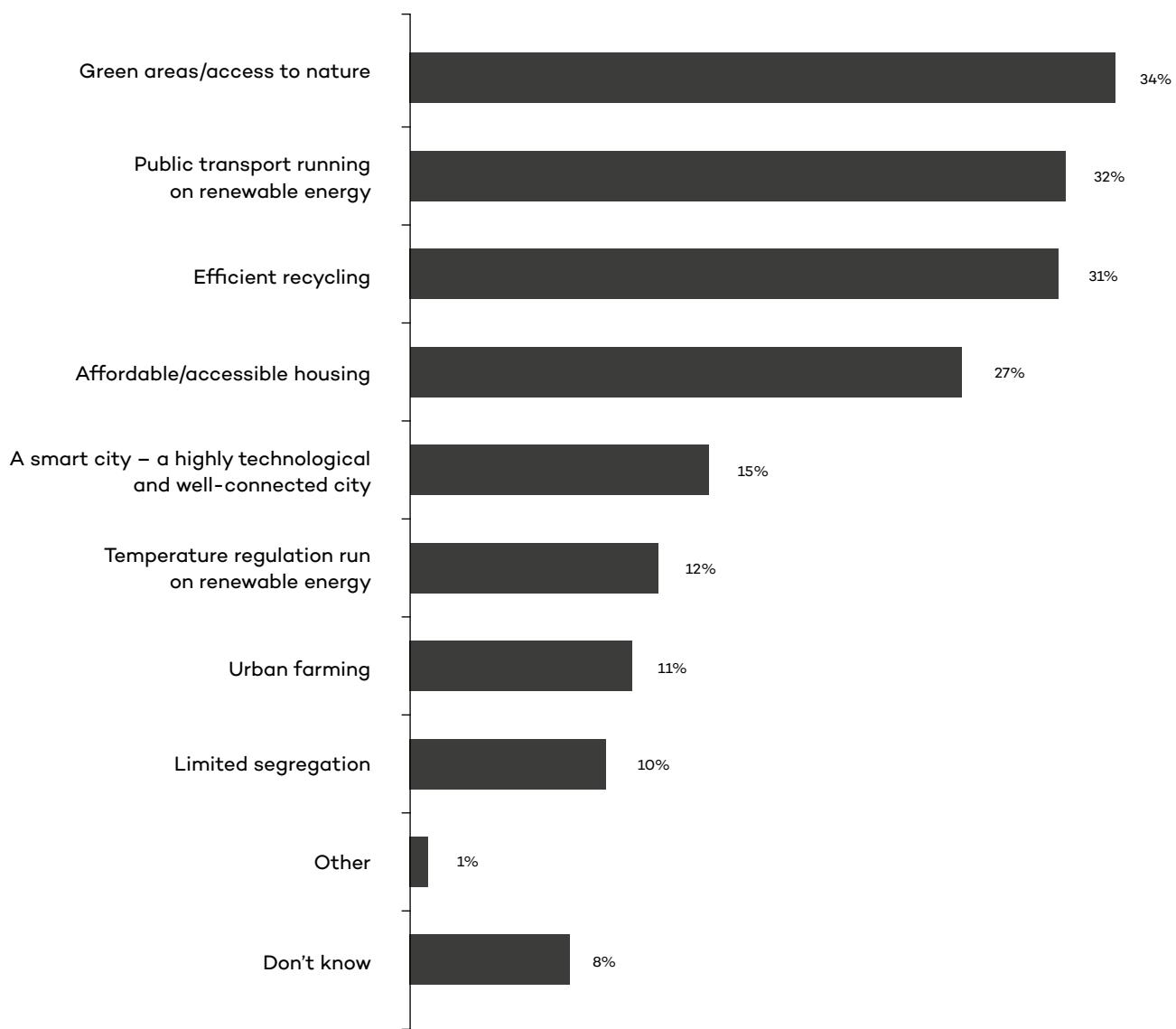


Switzerland

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

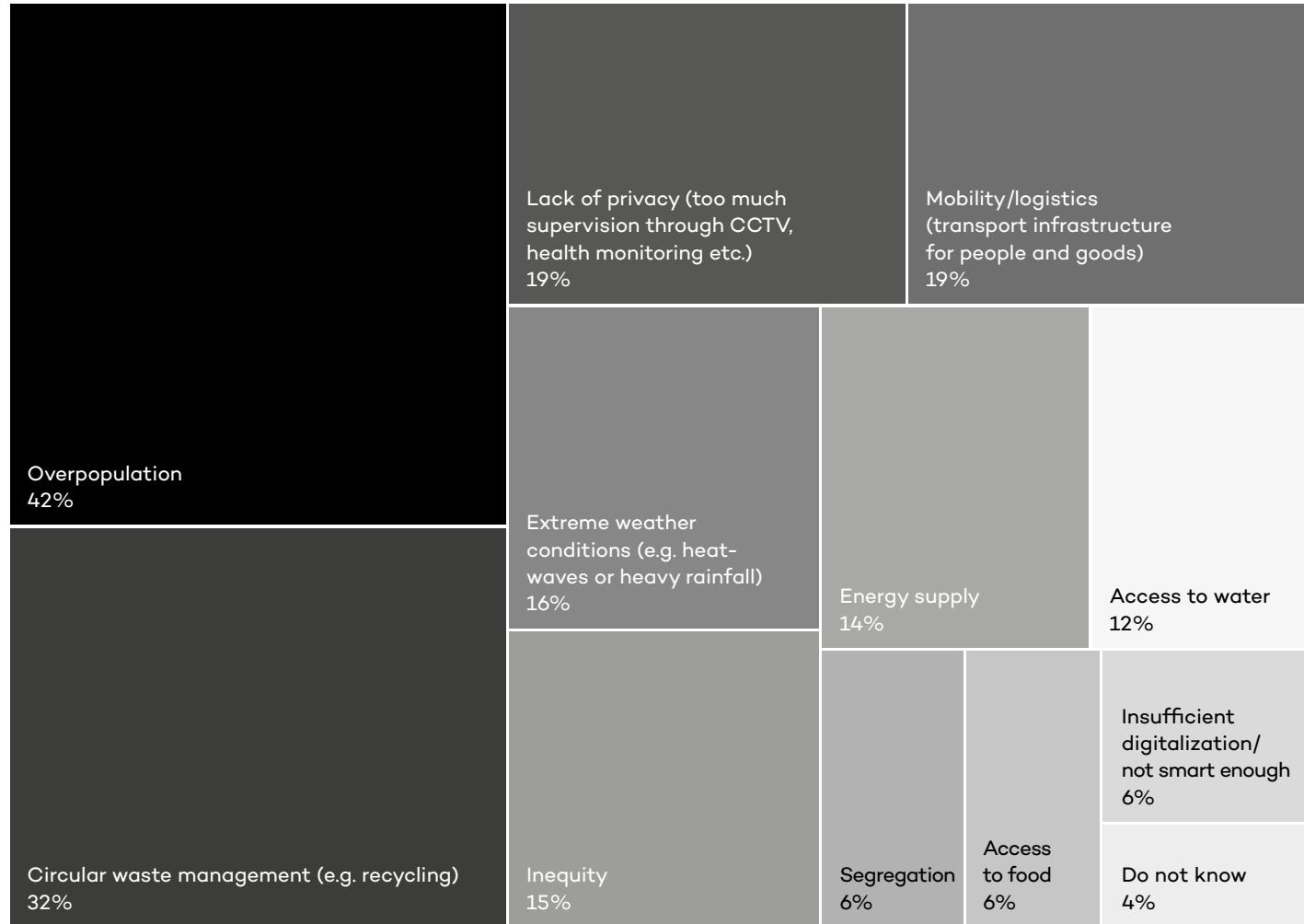
Shared options, e.g. shared car, shared electric scooter and shared city bike, are very unusual in all the surveyed countries.

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



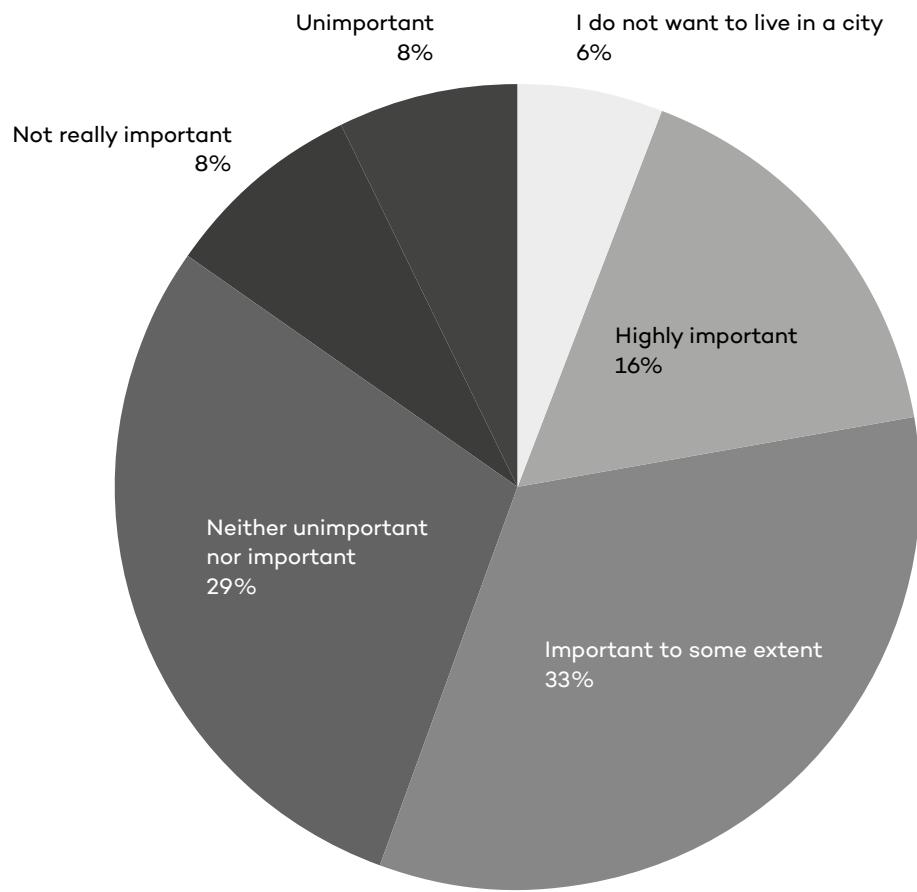
What do you view as the biggest challenges for future cities? (choose two)

# Country results

A variety of national figures selected on the basis of national context and results

# SWEDEN

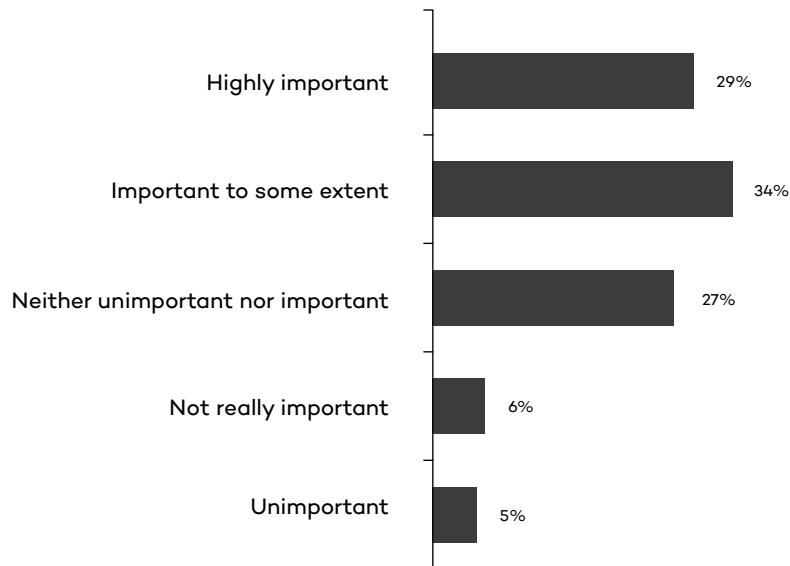
## 49% of young Swedes say sustainability is important when choosing where to live



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

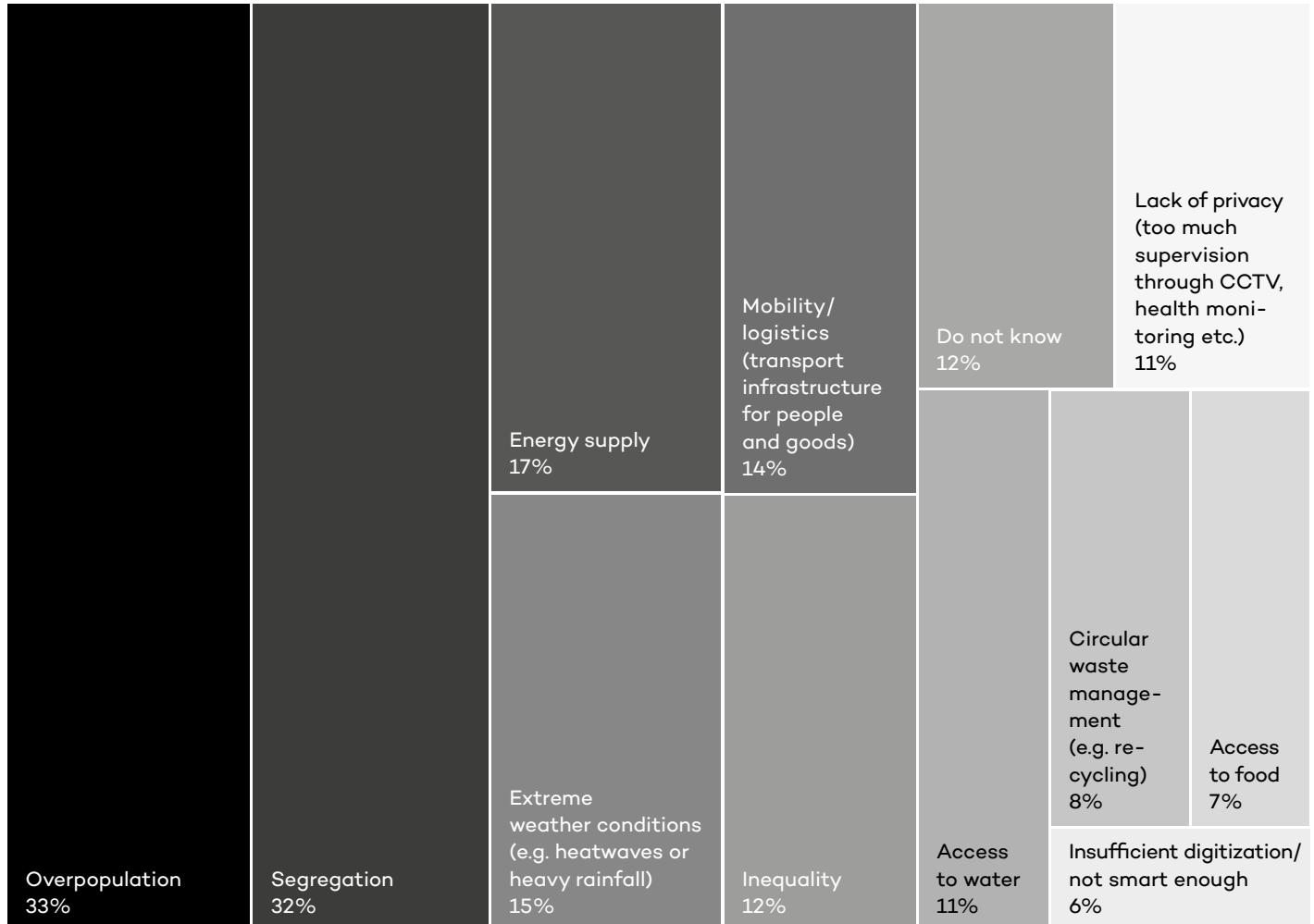
**63% of young Swedes find a functioning recycling system important**

**58% of respondents find that their city has enough green spaces**



How important is a functioning recycling system for you?

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

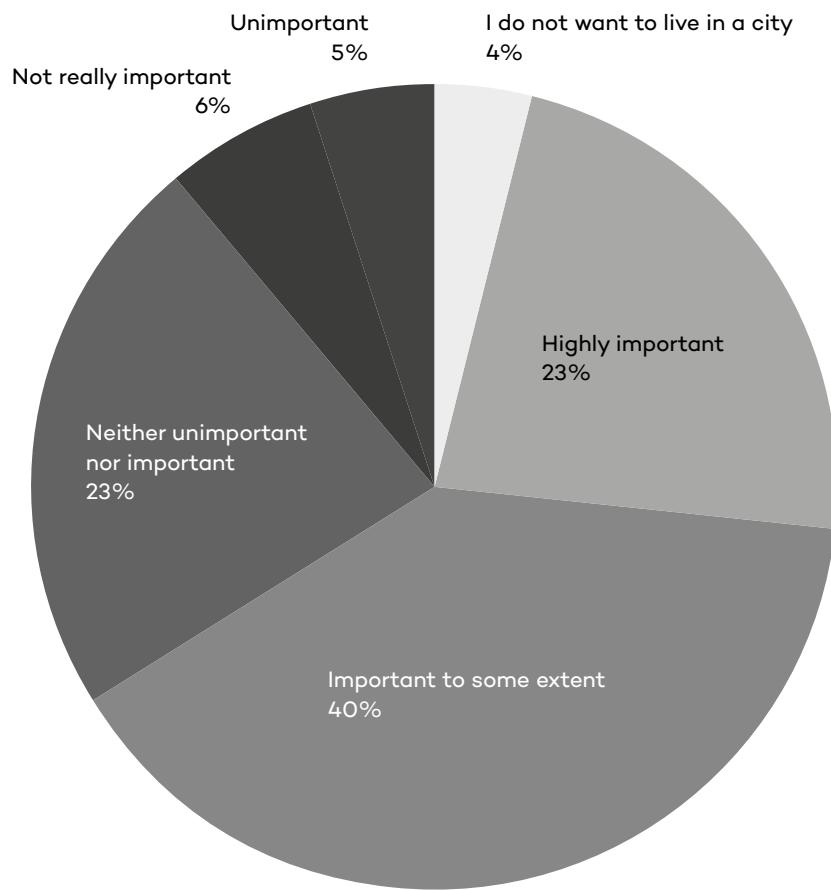


What do you view as the biggest challenges for future cities? (choose two)

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

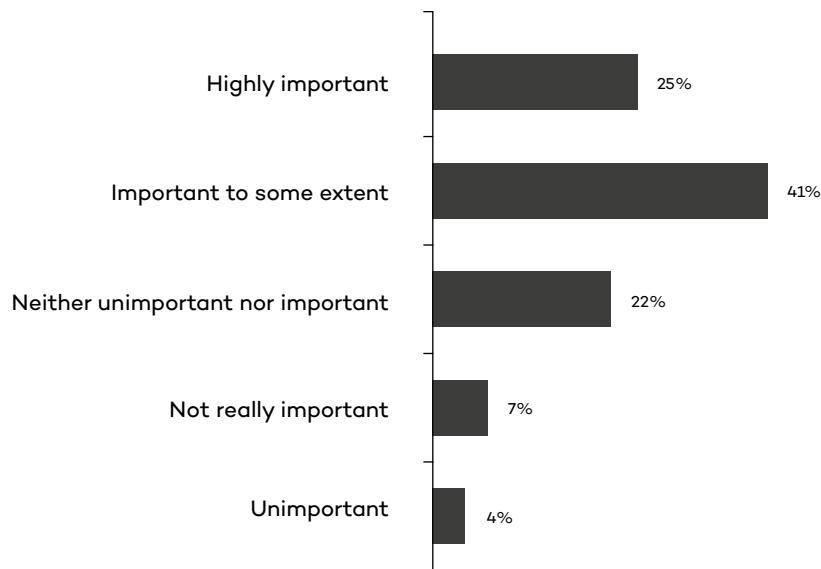
# 63% of young Norwegians say sustainability is important when choosing where to live



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

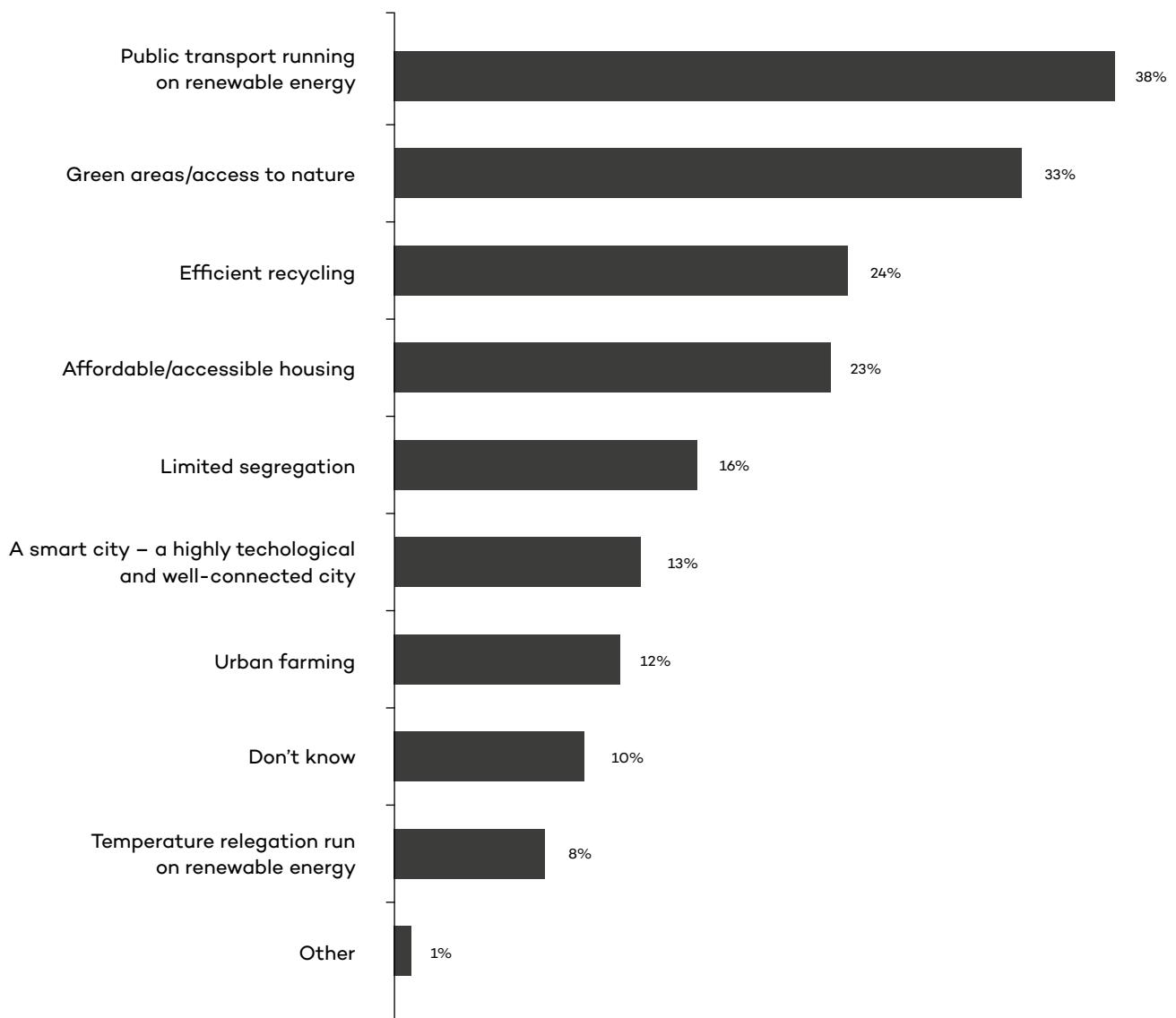
**66% of young Norwegians find a functioning recycling system important**

**57% of Norwegian respondents find that their city has enough green spaces**



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

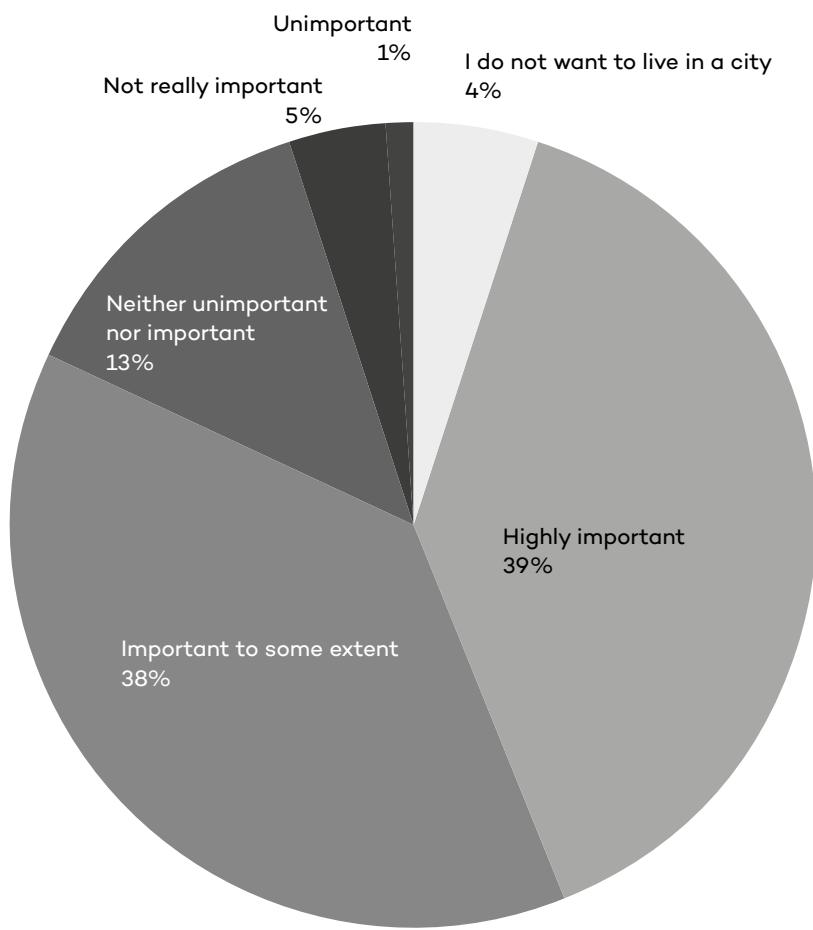


When you picture a sustainable city, what factors do you think of? (choose two)

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 Austrian respondents find sustainability important when choosing a place to live



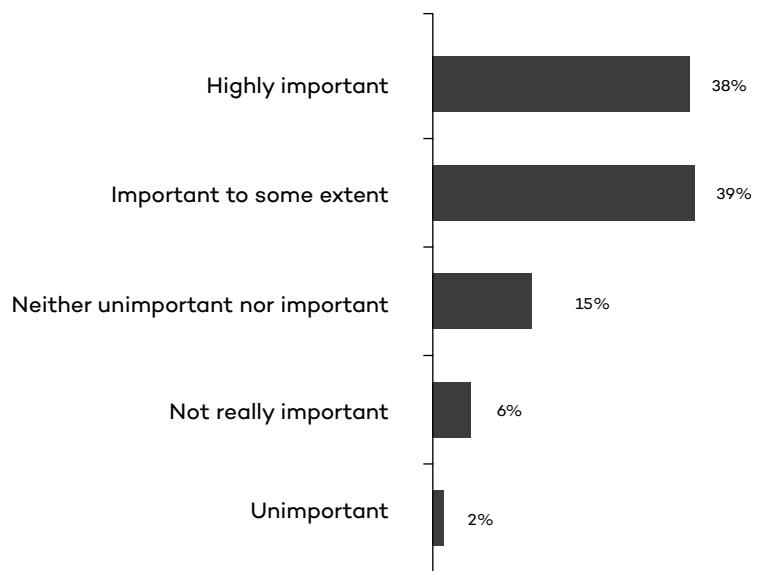
How important is sustainability (including environmental, social and economic) to you when choosing where to live?

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

55% of Austrian respondents think that their city has enough green spaces

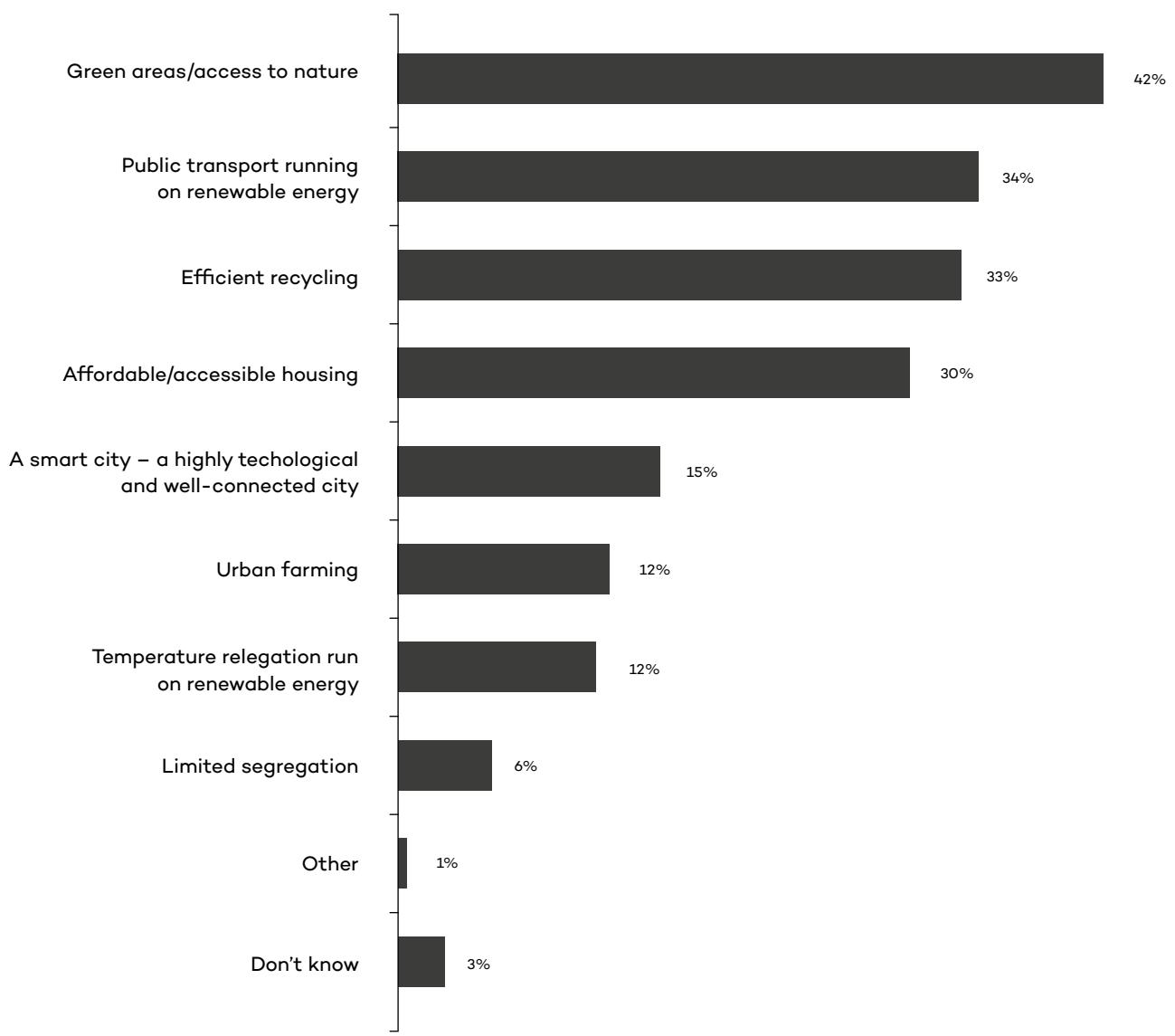
Only 30% of Austrian respondents think that their city or national government takes sufficient measures to make housing affordable – 48% disagree

## 77% of young Austrians find a functioning recycling system important



How important is a functioning recycling system for you?

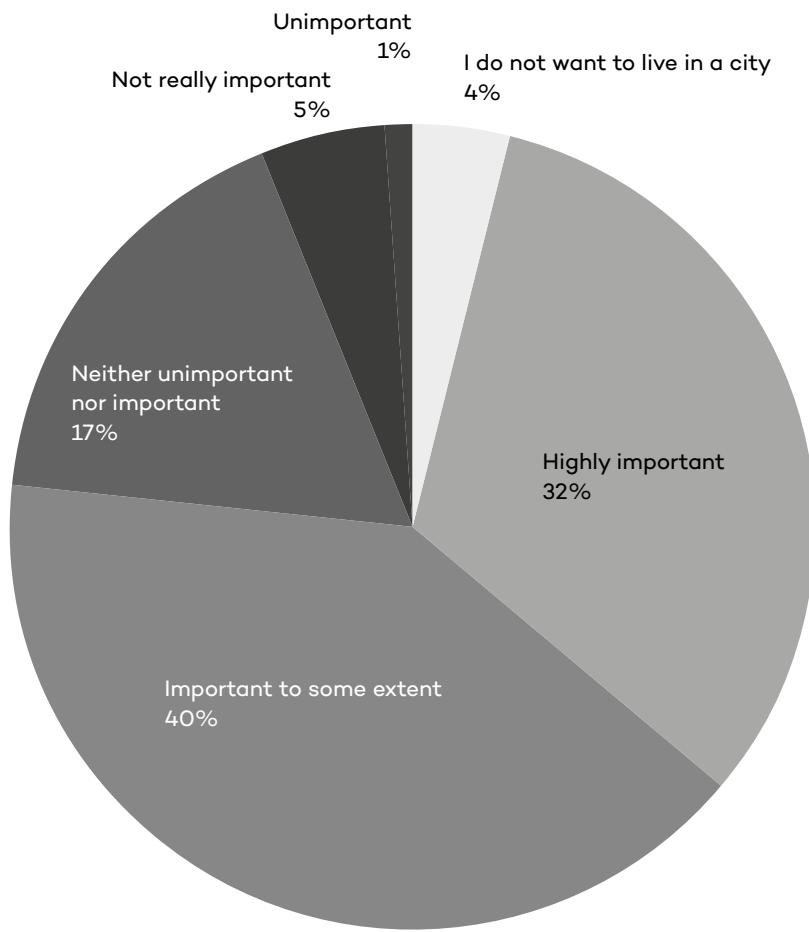
# Green areas/access to nature, renewable energy and efficient recycling are key when young Austrians picture a sustainable city



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

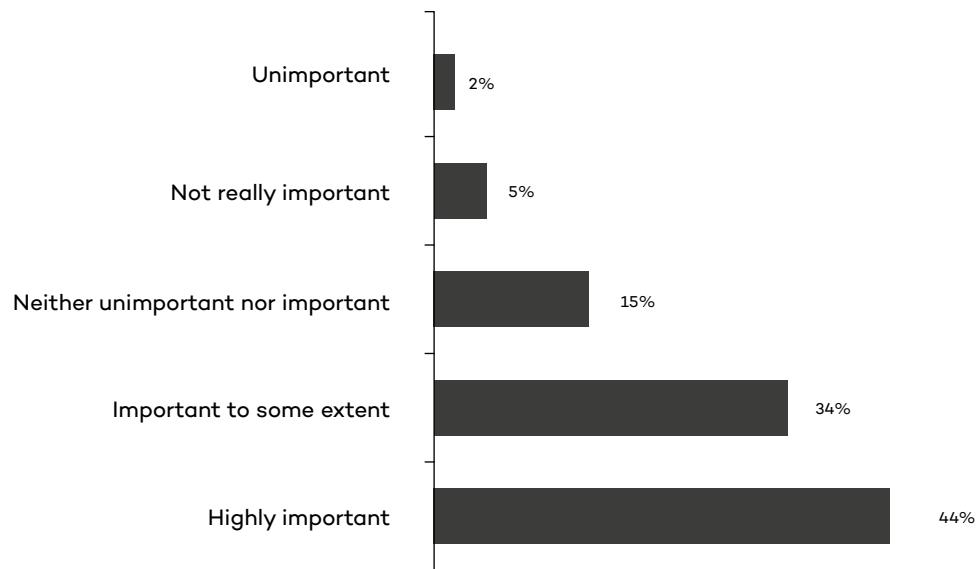
# SWITZERLAND

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



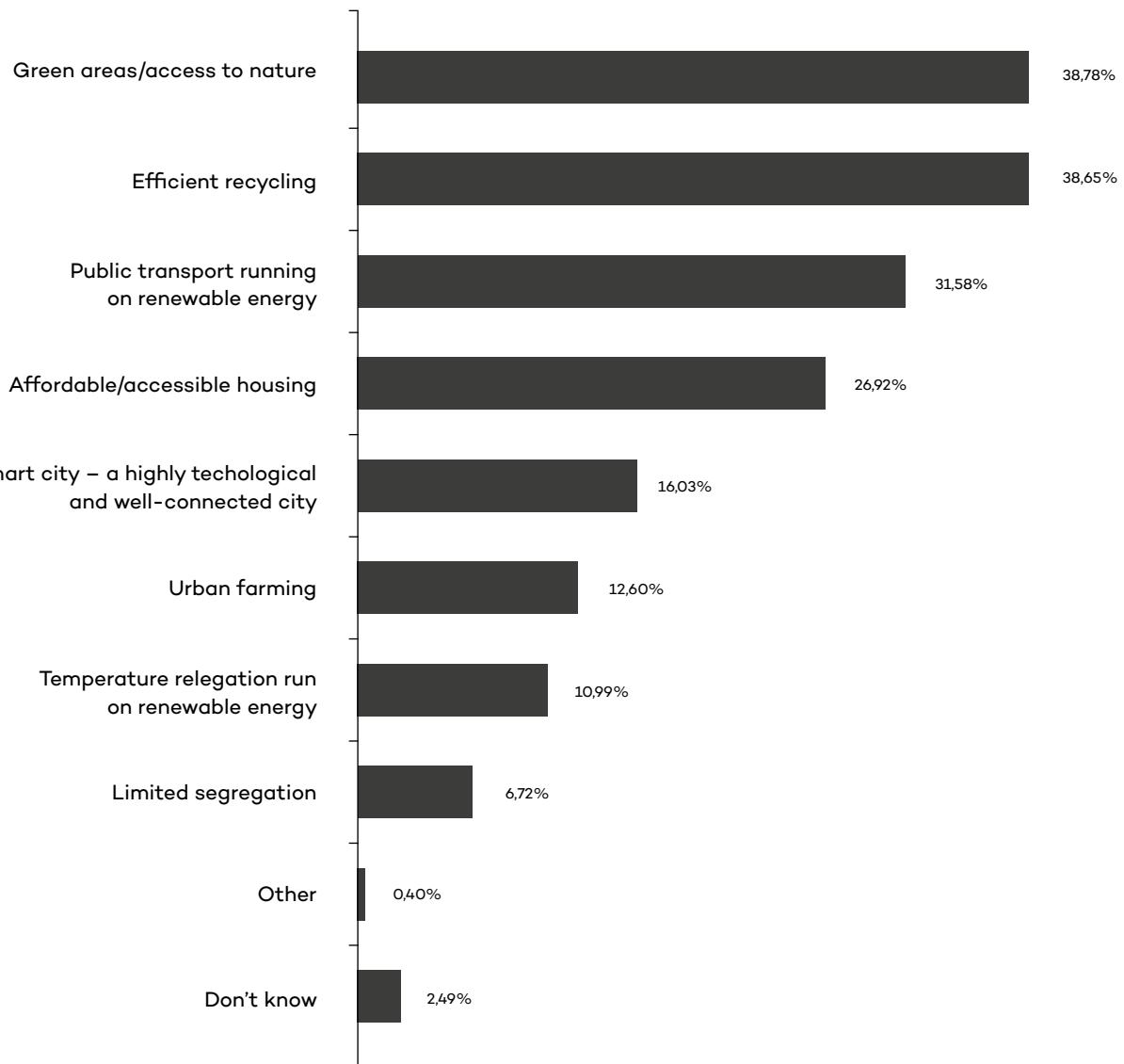
How important is sustainability (including environmental, social and economic) to you when choosing where to live?

# 78% of young Swiss find a functioning recycling system important



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



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

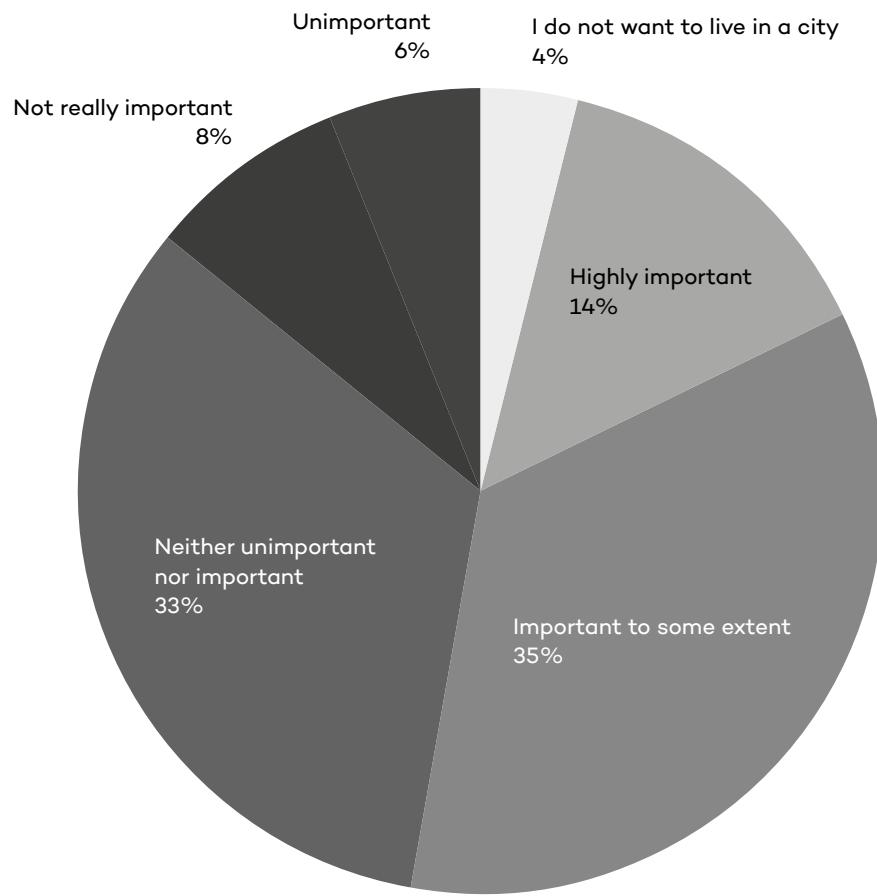
52% of respondents find that their city has enough green spaces

# DENMARK

## Size matters

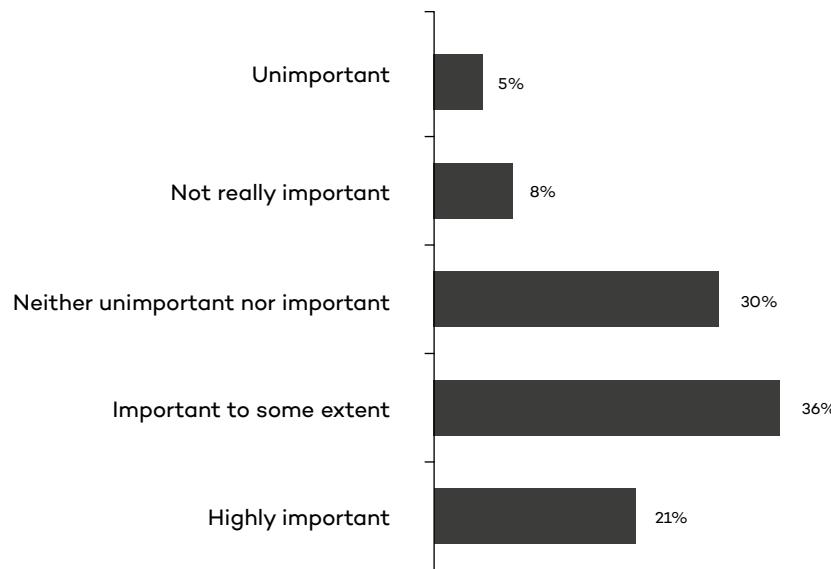
|   | Size of current city that respondents live in |                 |
|---|---|-----------------|
|   | Below 100.000                                 | Above 1 million |
| <b>Environmental sustainability is a top priority that a city government should have</b>                    | 20%   | 40%             |
| <b>Overpopulation is the single biggest challenge for future cities</b>                                     | 34%   | 49%             |
| <b>Bicycle is the preferred mode of transport in terms of getting to work/school</b>                        | 27%   | 63%             |
| <b>Sustainability (environmental, social and economic aspects) is important when choosing where to live</b> | 47%   | 66%             |

## 49% of young Danes 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?

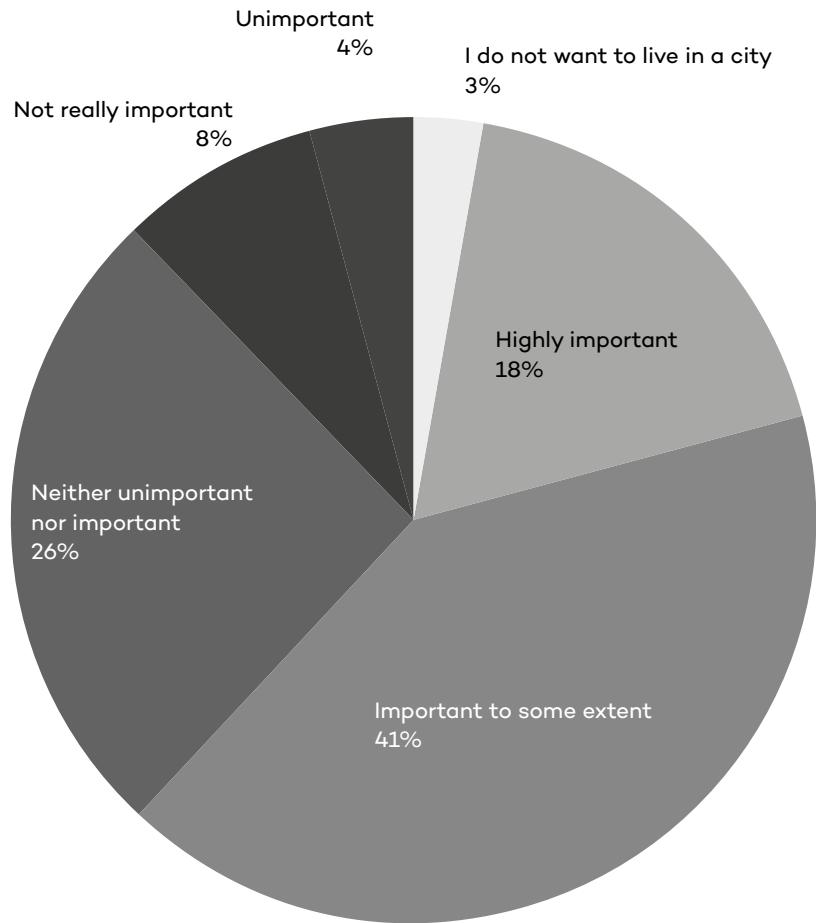
## 78% of young Danes find a functioning recycling system important



How important is a functioning recycling system for you?

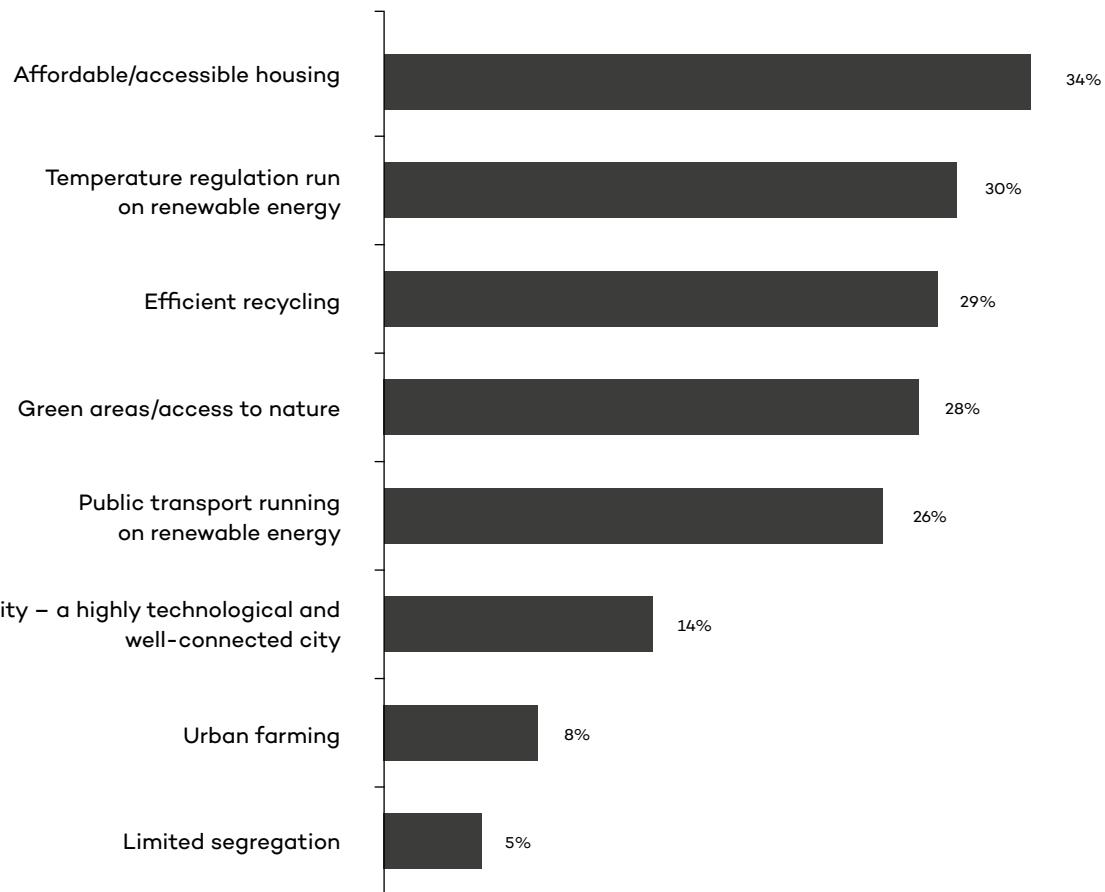
# FINLAND

## 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?

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



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

28% of Finnish respondents view segregation as the biggest challenge for future cities

60% of Finnish respondents prefer walking, cycling or public transport

79% of Finnish respondents think that a functioning recycling system is important

39% of Finnish respondents think that their city should take more actions to secure healthy air for its citizens

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We are 17,000 devoted experts within the fields of infrastructure, industry and energy, operating across the world to create sustainable solutions for future generations.

Making Future



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