

**LIFE AT HOME 2016
HELSINKI**

About the survey

- › An online survey was conducted in Helsinki (incl. Espoo & Vantaa) between May 13th and May 20th.
- › 1007 answers were collected and the average response time was 18 minutes.
- › The age span of the respondents is set to 18-80 years for all cities in order to maintain comparability between cities.

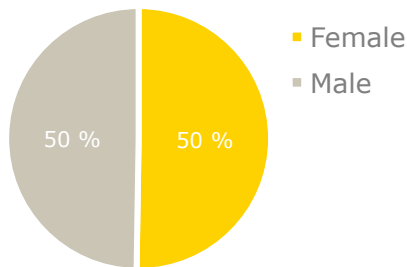
Global survey

- › For the global Life at Home report, 12 670 answers were collected, with respondents evenly distributed between Stockholm, New York, London, Paris, Berlin, Mumbai, Shanghai, Moscow, Zürich, Madrid, Sydney and Toronto.
- › In comparison with the total, it is the average for these twelve markets that are referred.

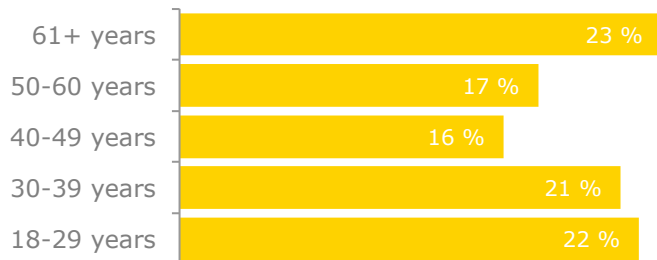
BACKGROUND VARIABLES

Background respondents

Gender

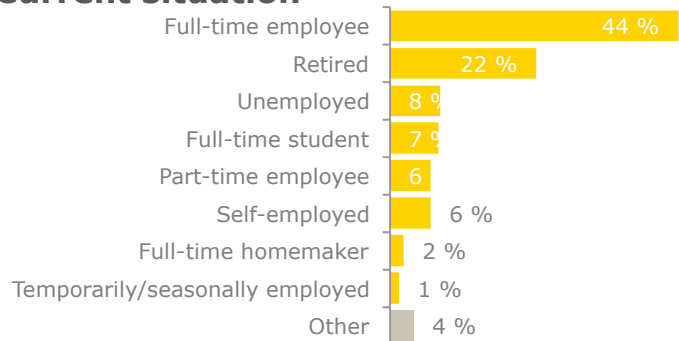


Age

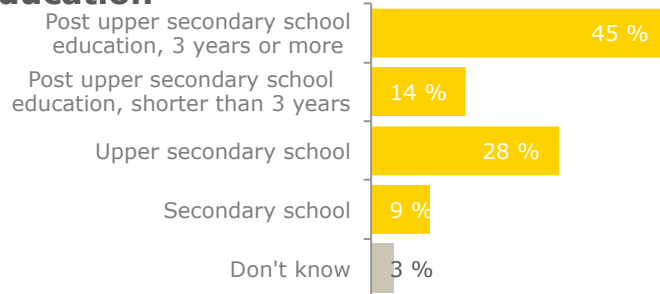


Base: Helsinki

Current situation

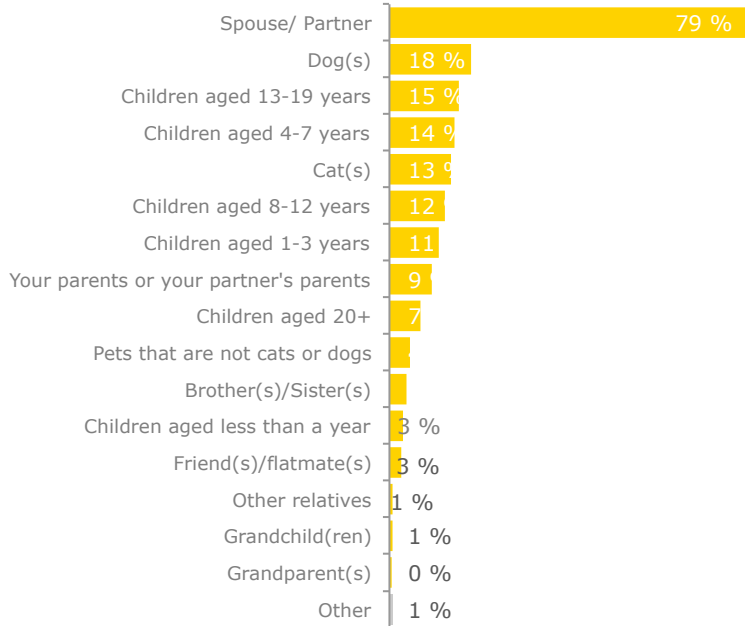


Education

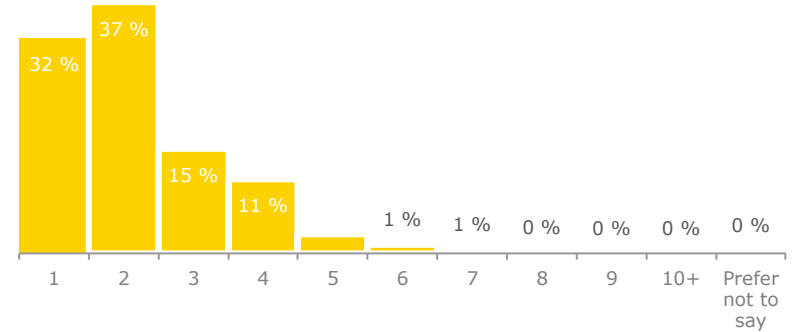


Background respondents

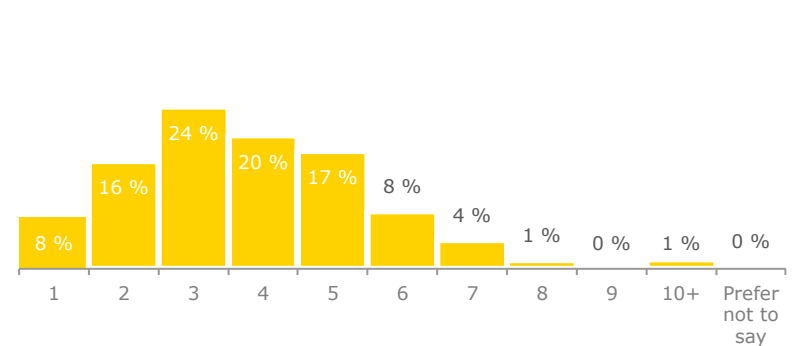
Who lives in your household?



How many people live in your household?

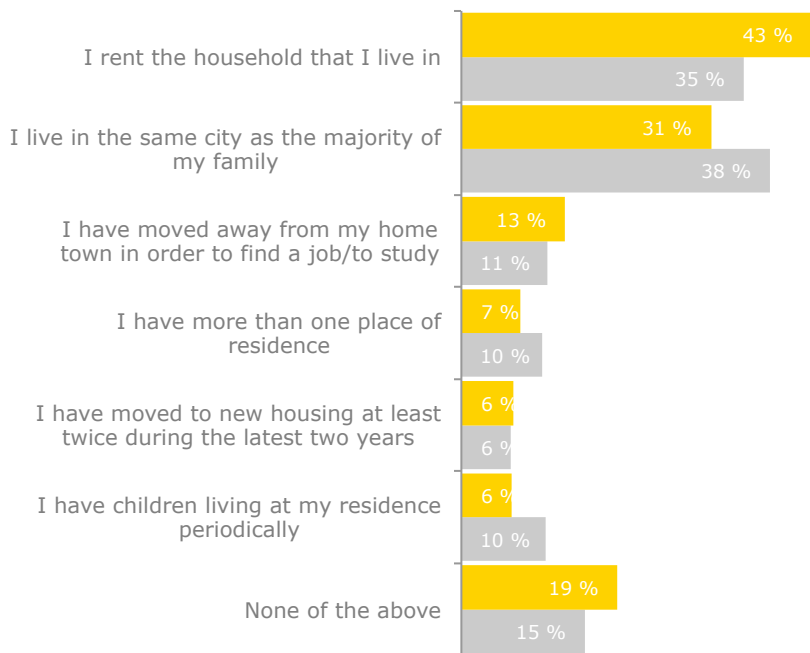


How many rooms are there in your household?



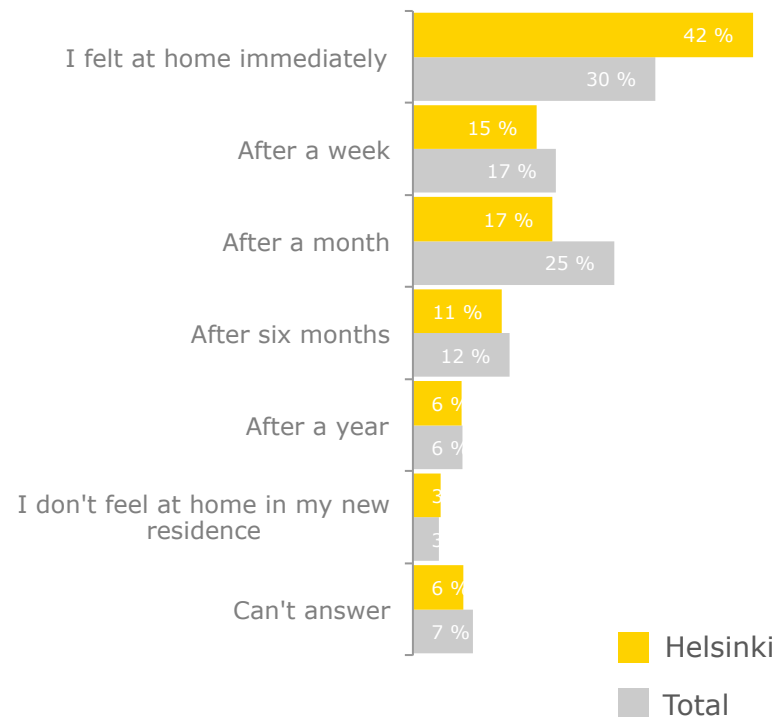
Living situation

Question: Which, if any, of the following statements describe your situation?



Time before feeling at home after moving

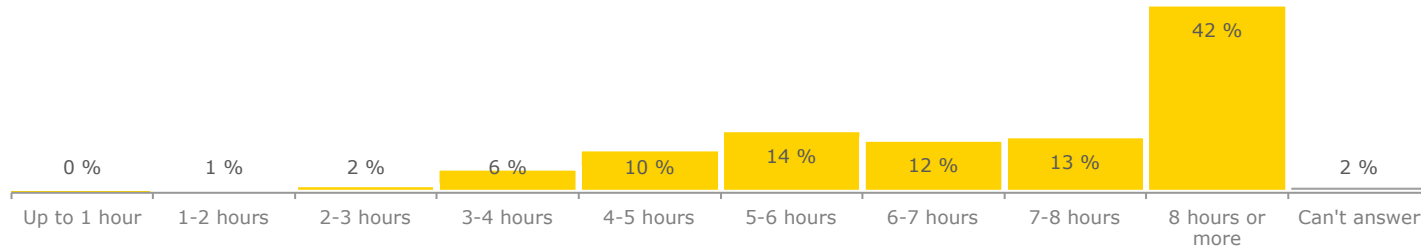
Question: Thinking about the last time you moved, how long did it take before you felt at home in your new residence?



Time awake at home on a typical day

Question: On a typical day, how much time do you spend at home awake (at your place of residence)?

How much time do you spend at home awake?

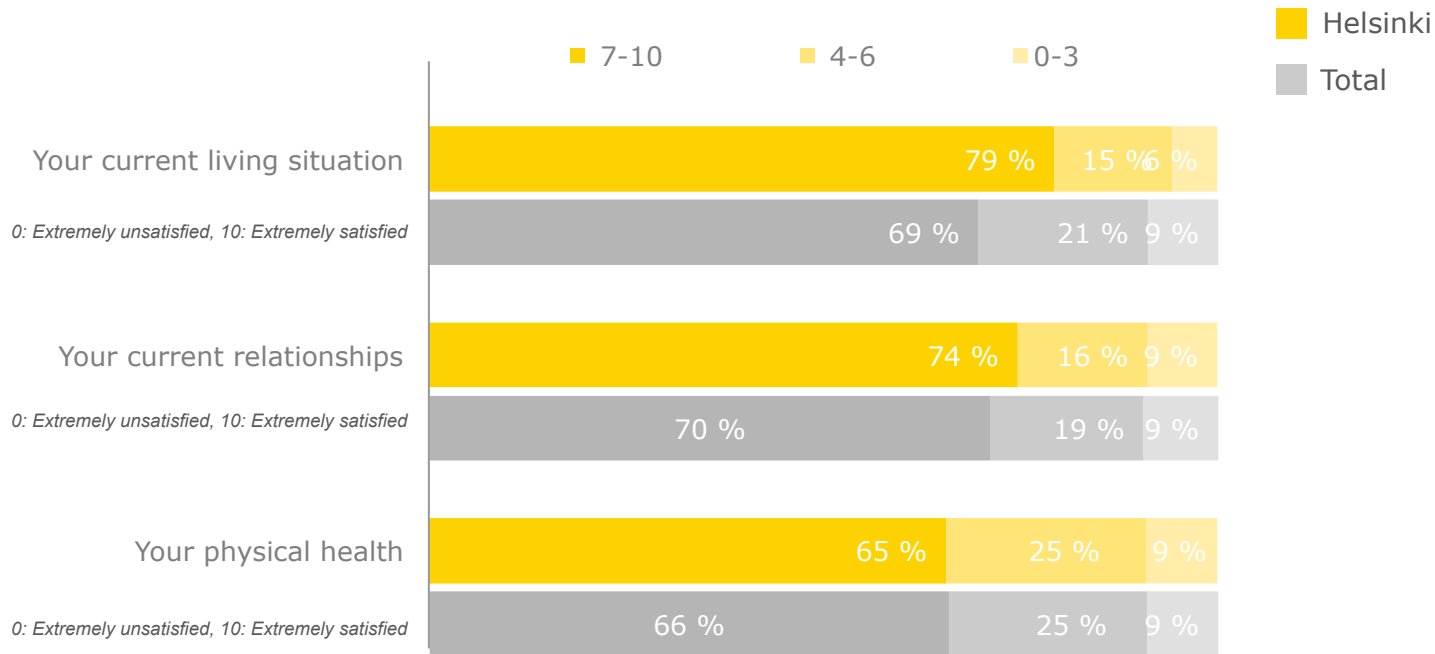


Base: Helsinki

INTRODUCTION

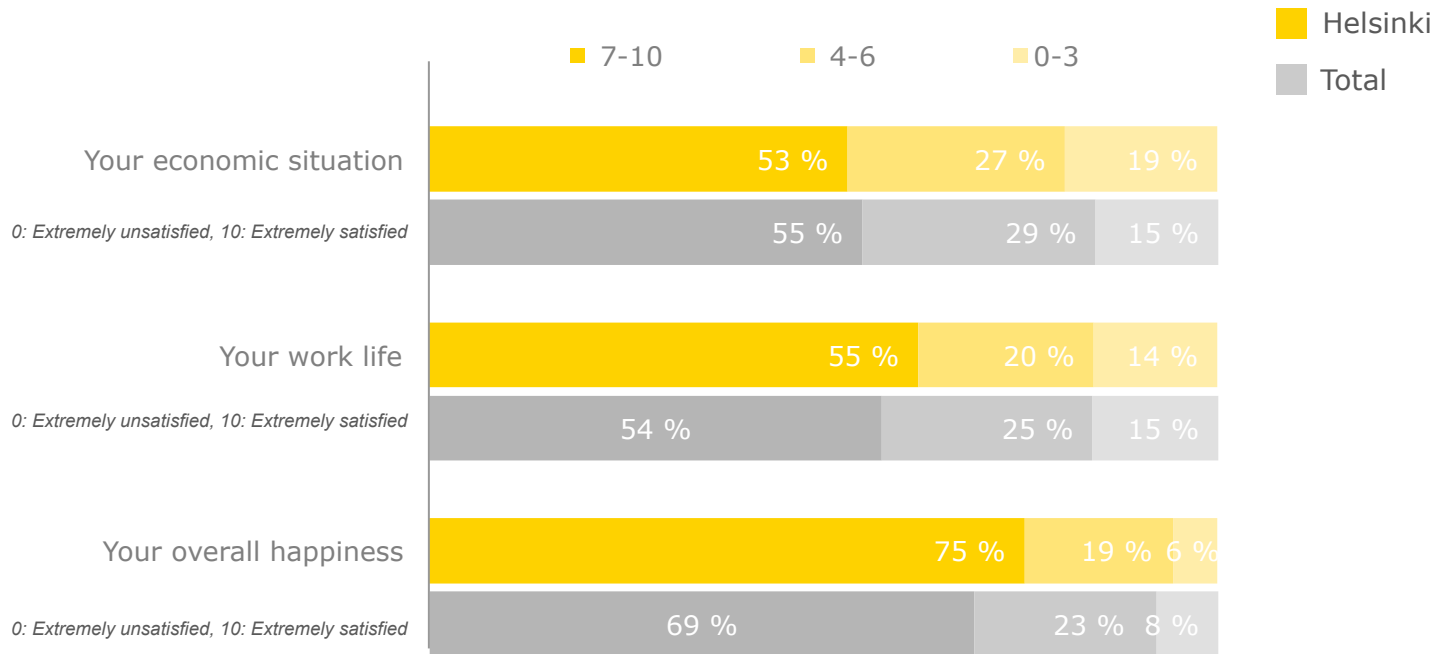
Overall life satisfaction

Question: Taking everything in to account, how satisfied would you say that you are with the following?



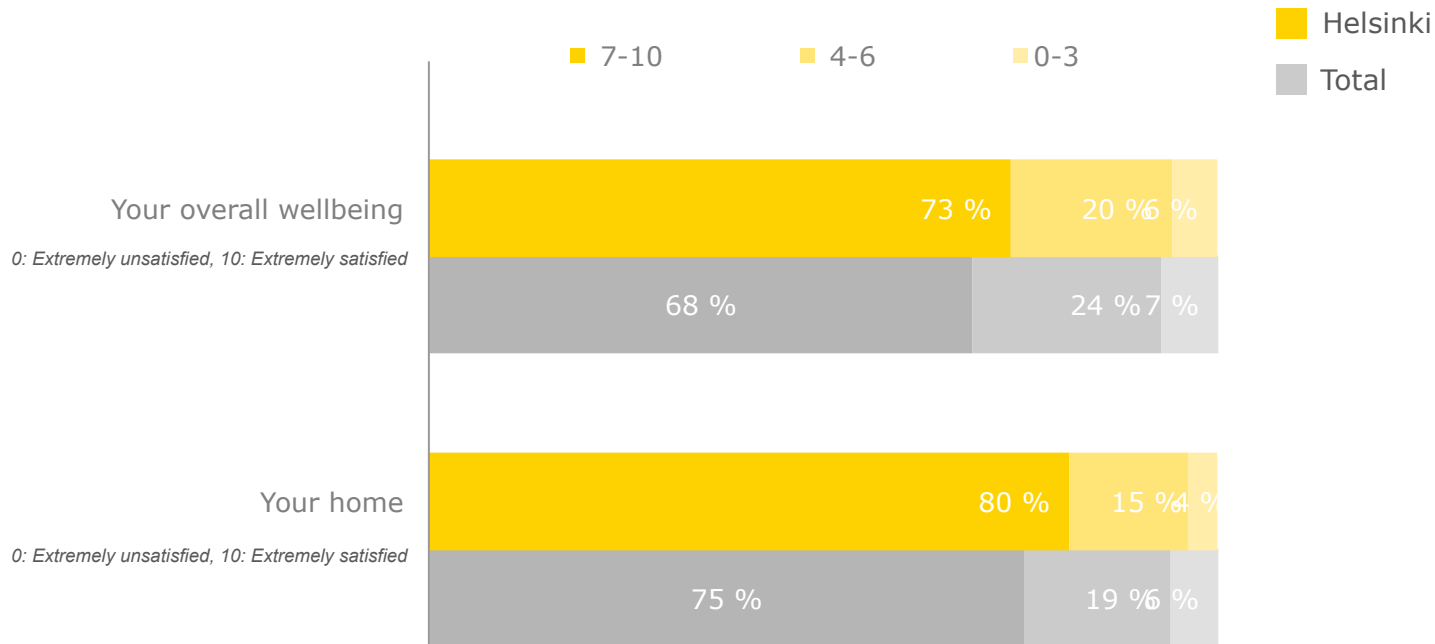
Overall life satisfaction

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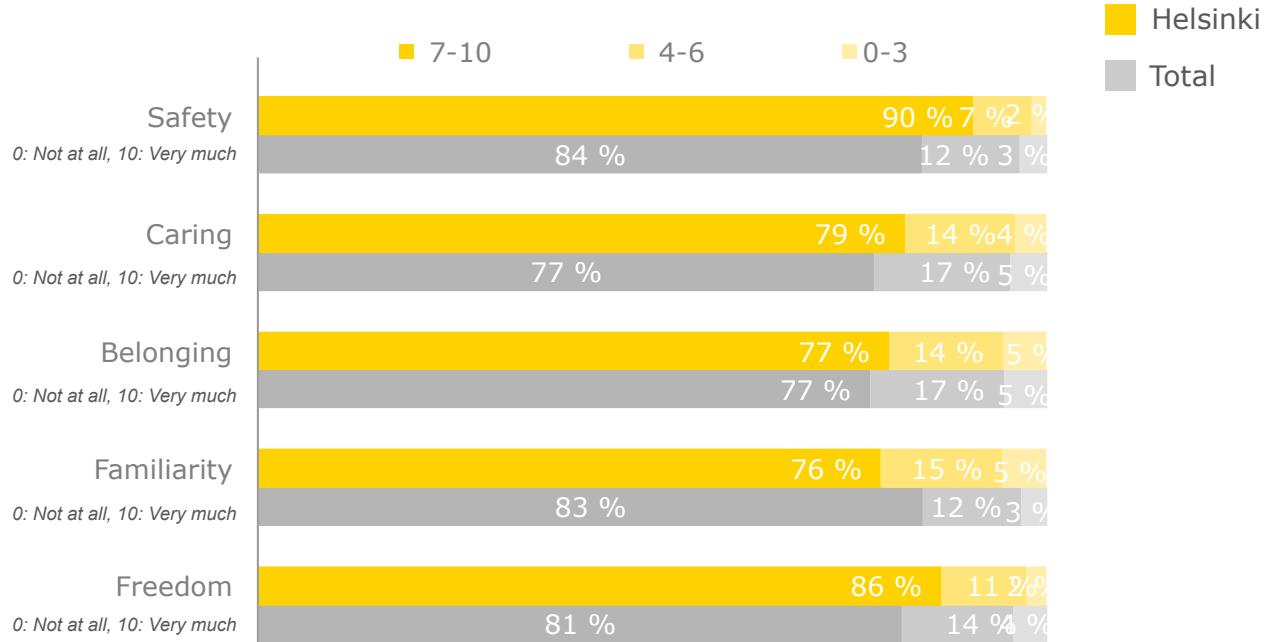
Overall life satisfaction

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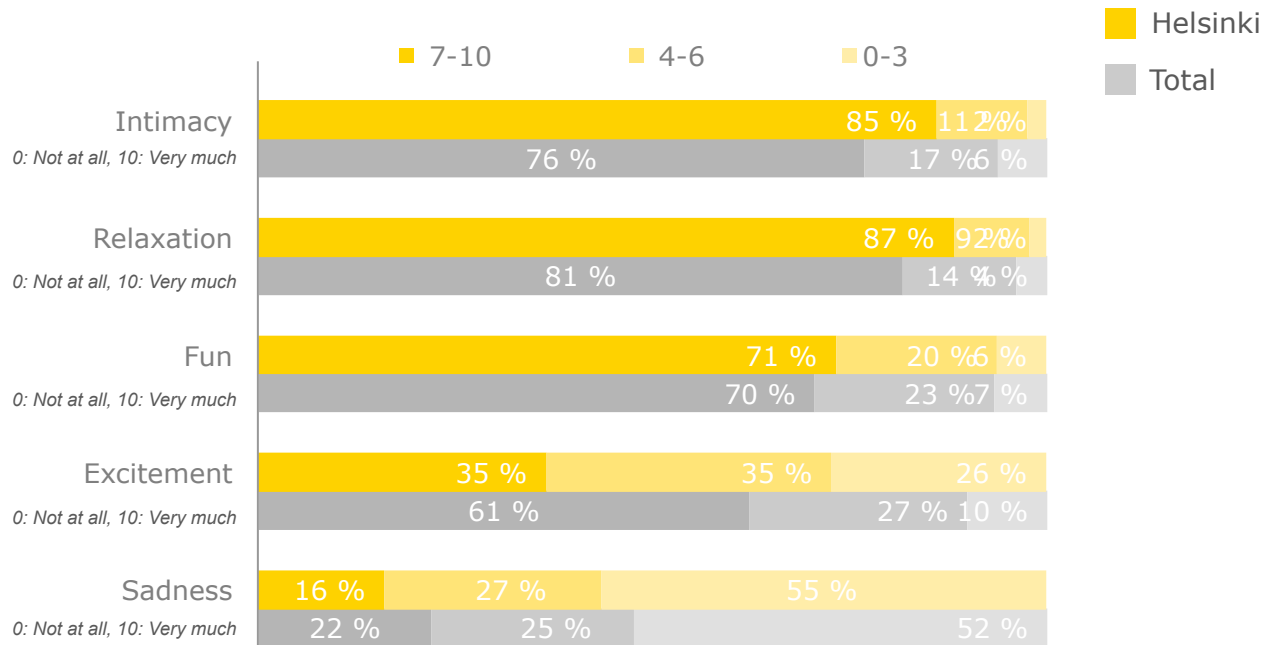
Feelings when thinking about home

Question: Thinking about your home, to which extent does it inspire the following feelings in you?



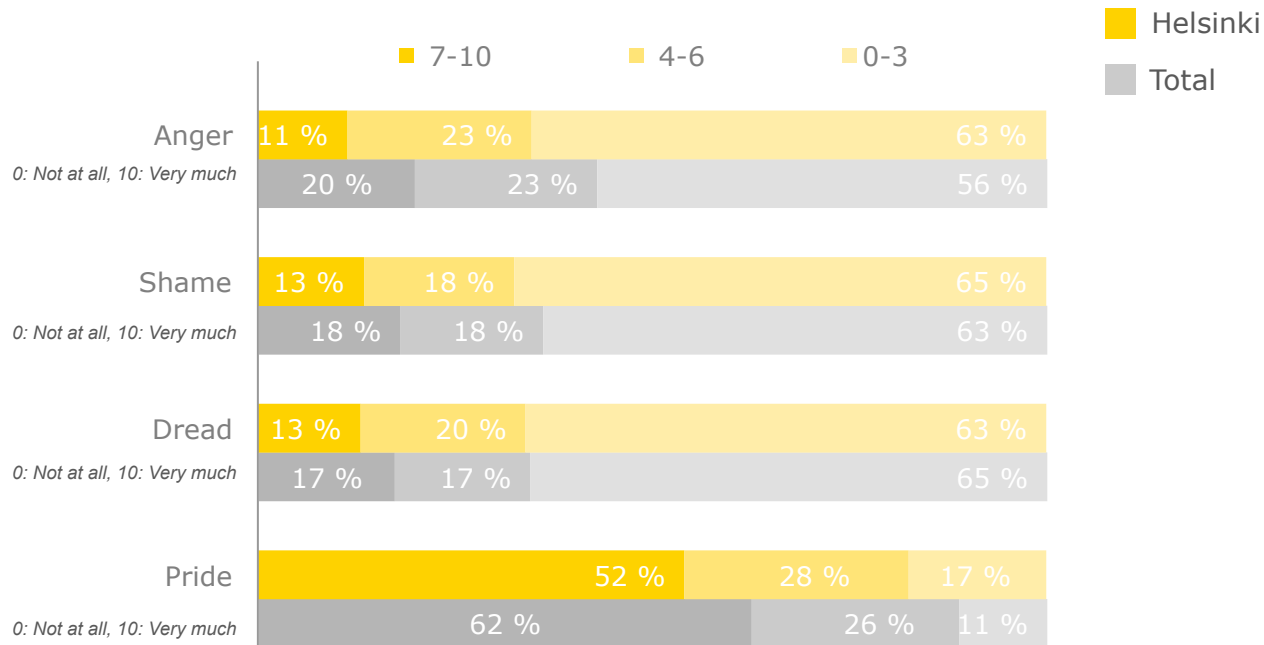
Feelings when thinking about home

Question: Thinking about your home, to which extent does it inspire the following feelings in you?



Feelings when thinking about home

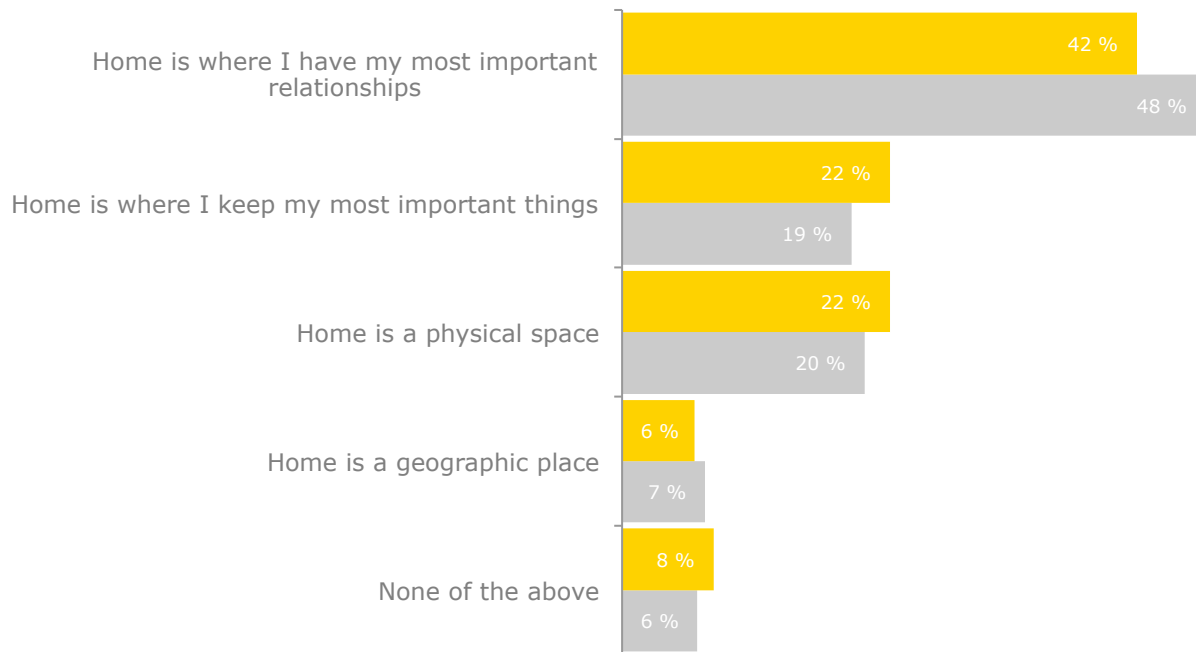
Question: Thinking about your home, to which extent does it inspire the following feelings in you?



Helsinki residents think of home primarily as where they have their most important relationships

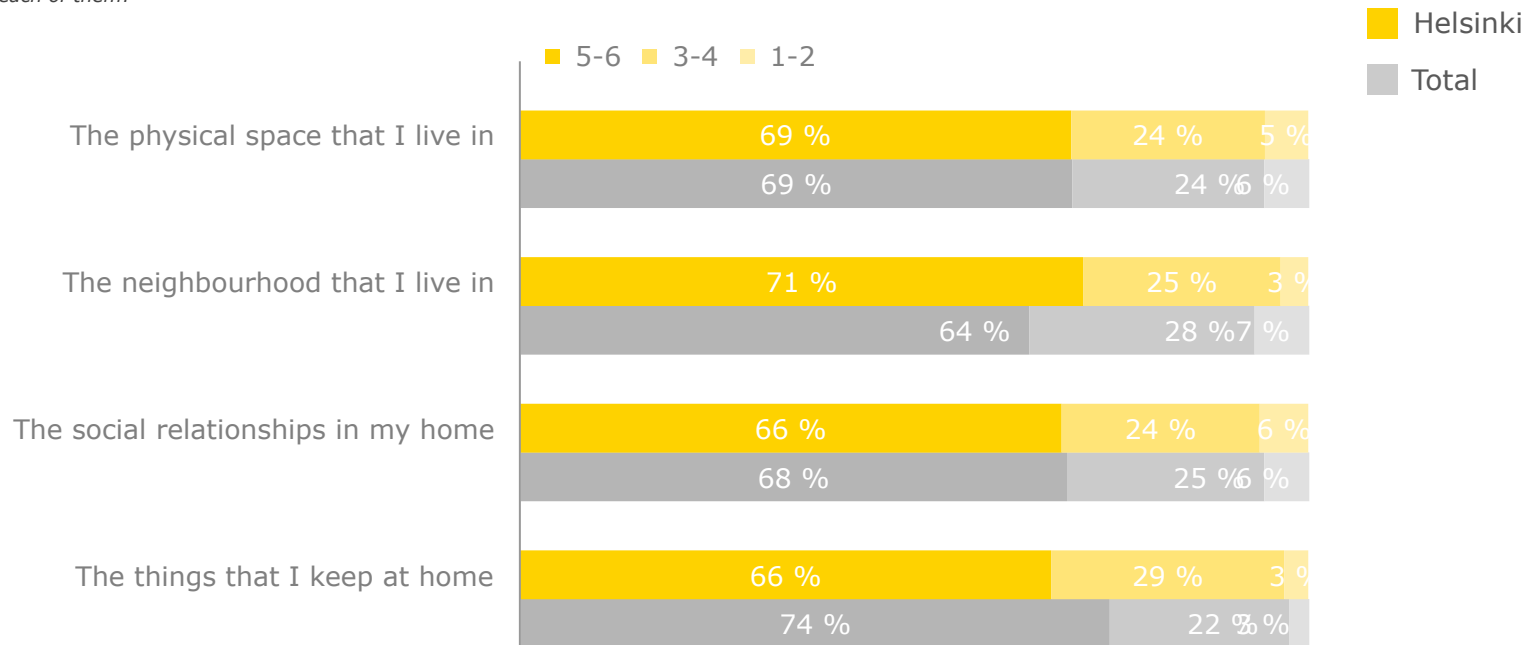
Question: Which of the following descriptions most closely matches the way you think about "home"?

Helsinki
Total



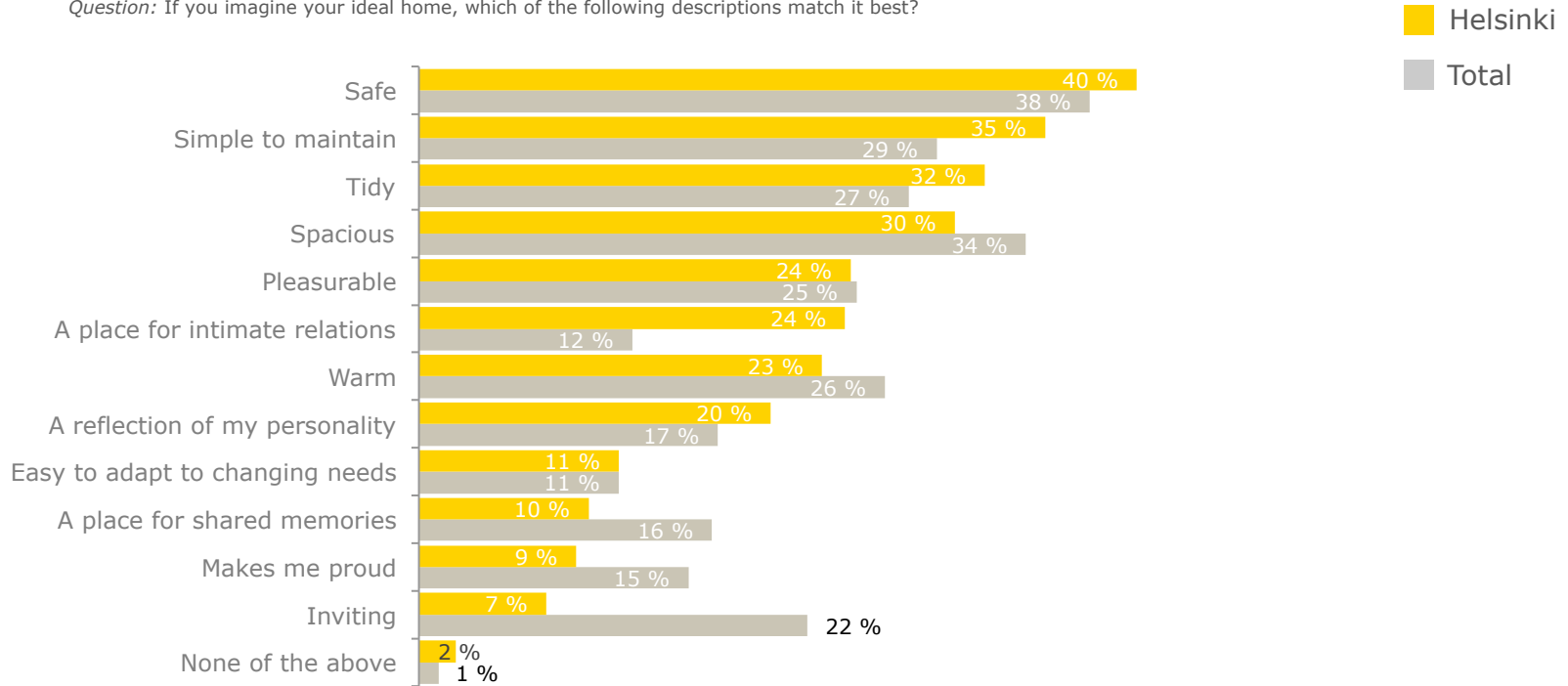
Helsinki more satisfied with their neighborhood

Question: If you think about the following aspects of your current home, how satisfied are you with each of them?



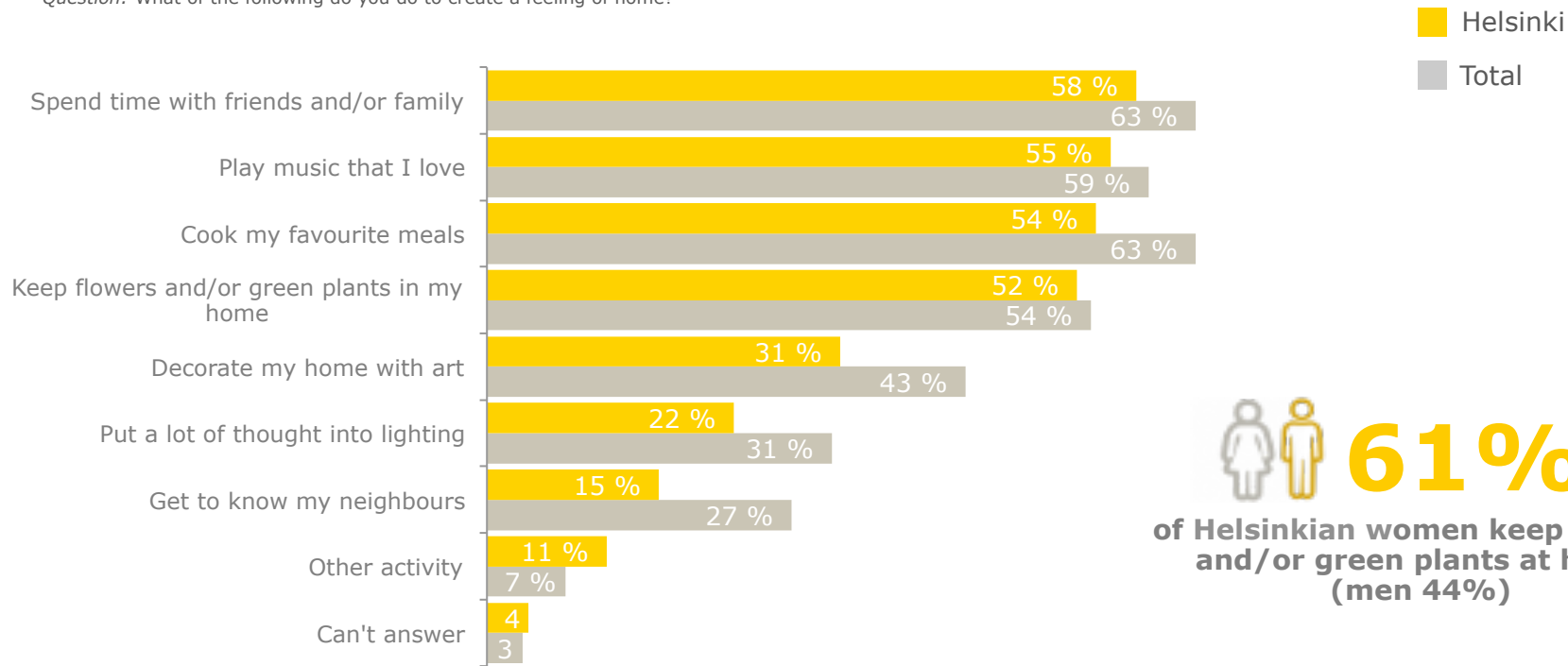
Helsinki's ideal home is safe and simple to maintain

Question: If you imagine your ideal home, which of the following descriptions match it best?



Helsinki create a feeling of home by spending time with family and friends

Question: What of the following do you do to create a feeling of home?

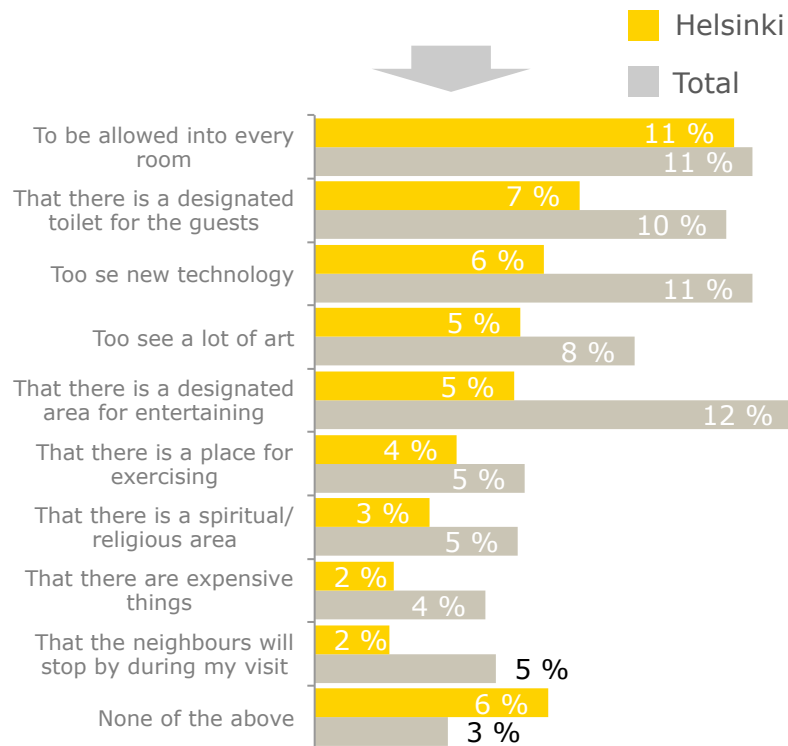
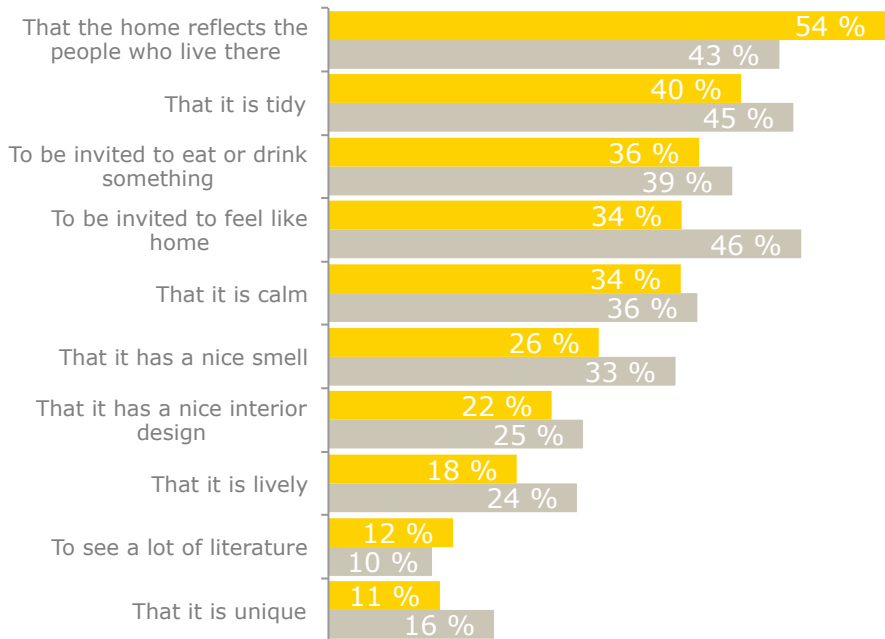


 **61%**

of Helsinkian women keep flowers and/or green plants at home (men 44%)

Helsinki expect homes to reflect the people living there

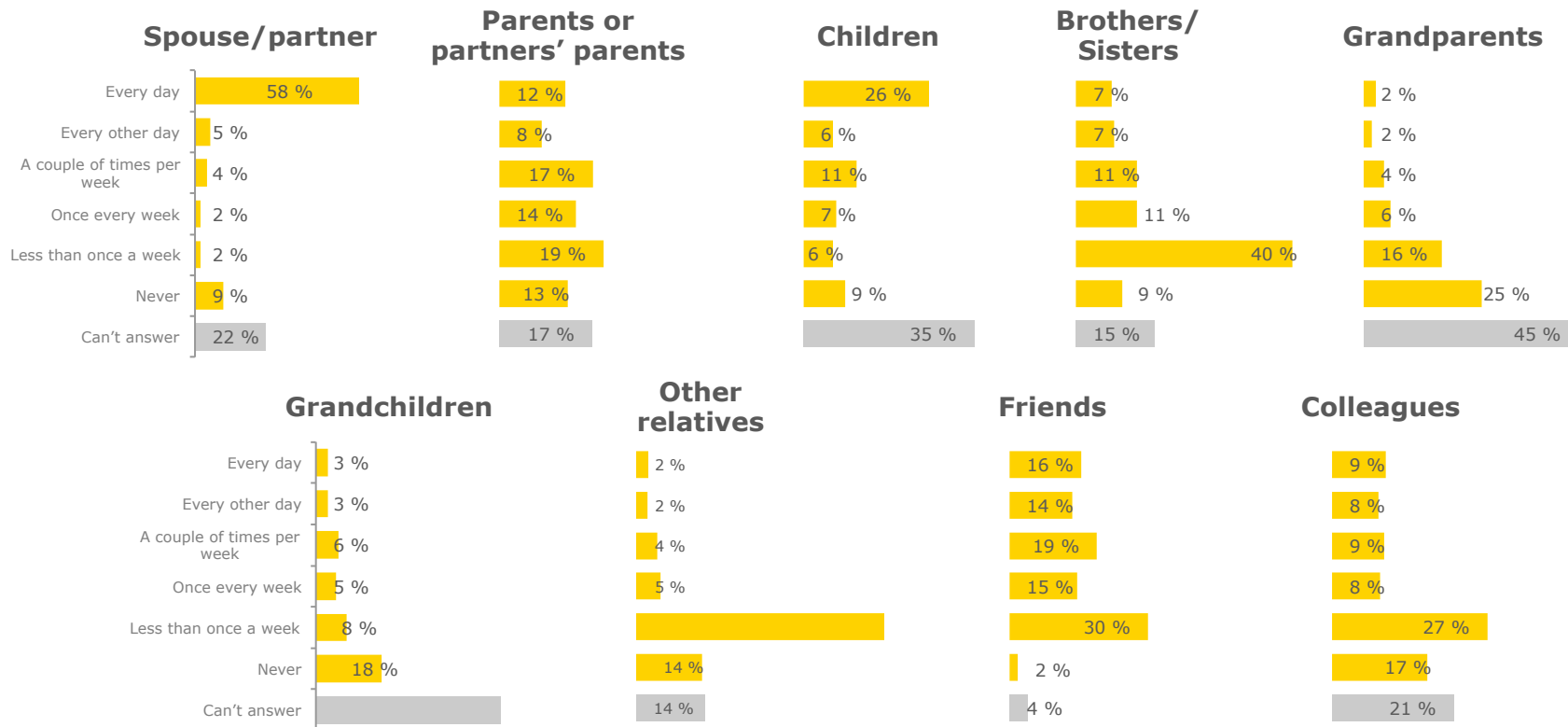
Question: What of the following do you expect when visiting someone's home?



RELATIONSHIPS

Spending time with others at home

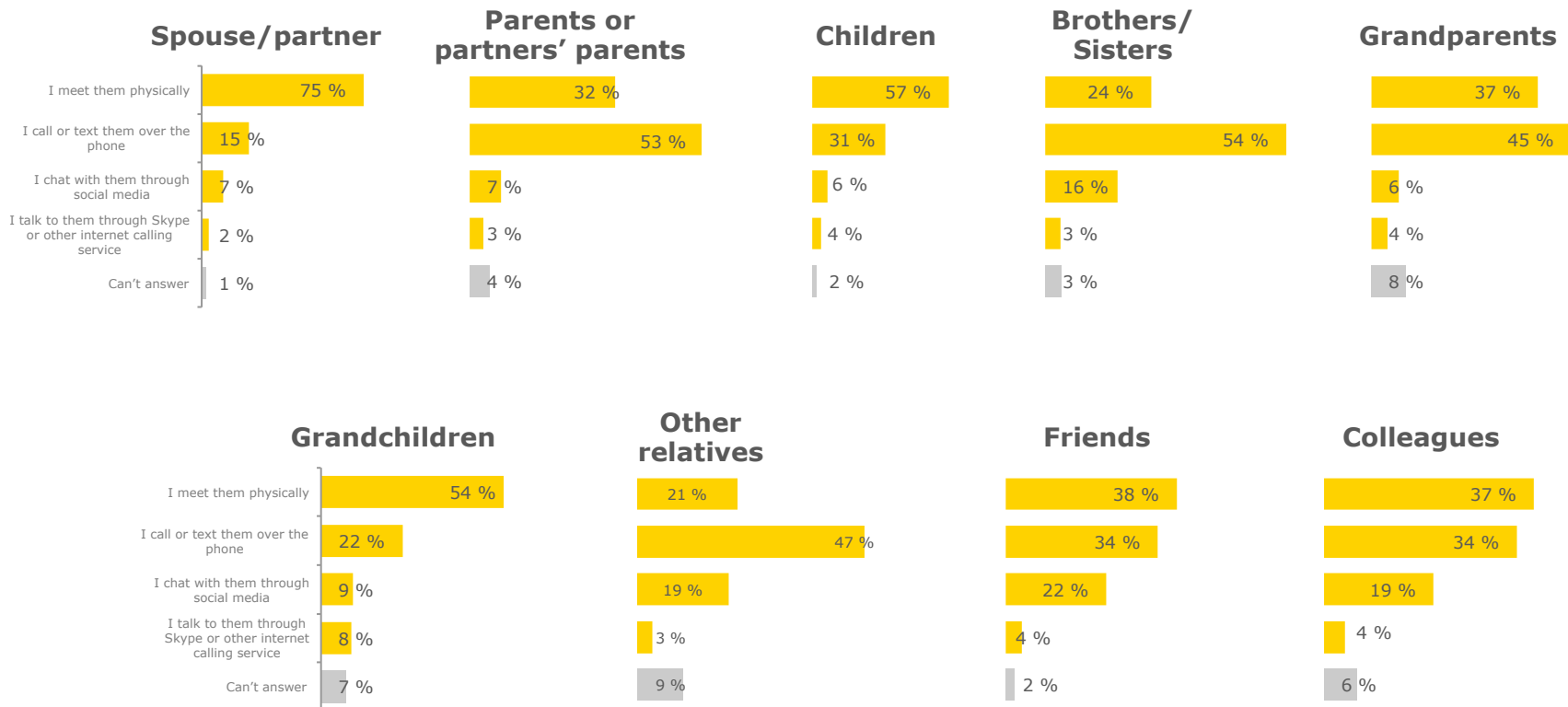
Question: In a typical week, how often do you spend time with any of the following while at your home, including through phone or over the internet?



Base: Helsinki

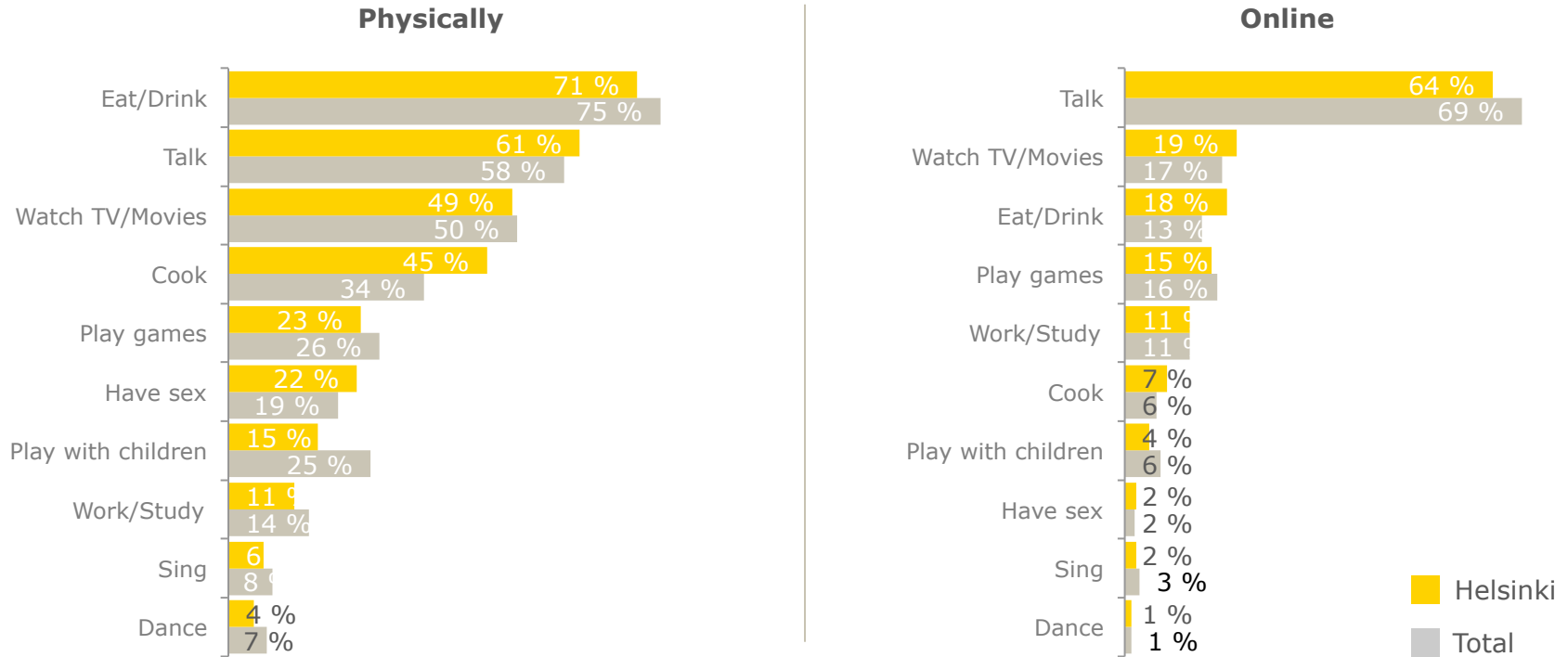
Communication with others at home

Question: When spending time with people while at home, how do you primarily communicate with them?



Activities when spending time together

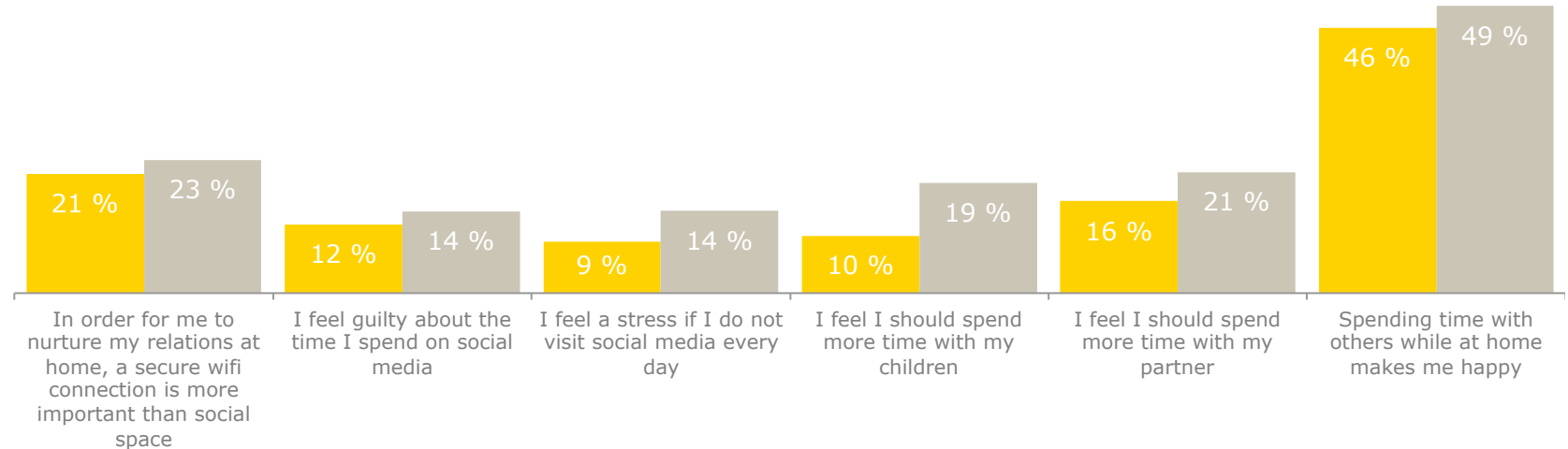
Question: Thinking about the time you spend with others while at home, what of the following do you do together?



1 in 5 Helsinkians thinks a secure Wi-Fi is more important than social space

Question: Which of the following statements would you agree to?

■ Helsinki
■ Total

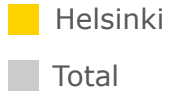


22%

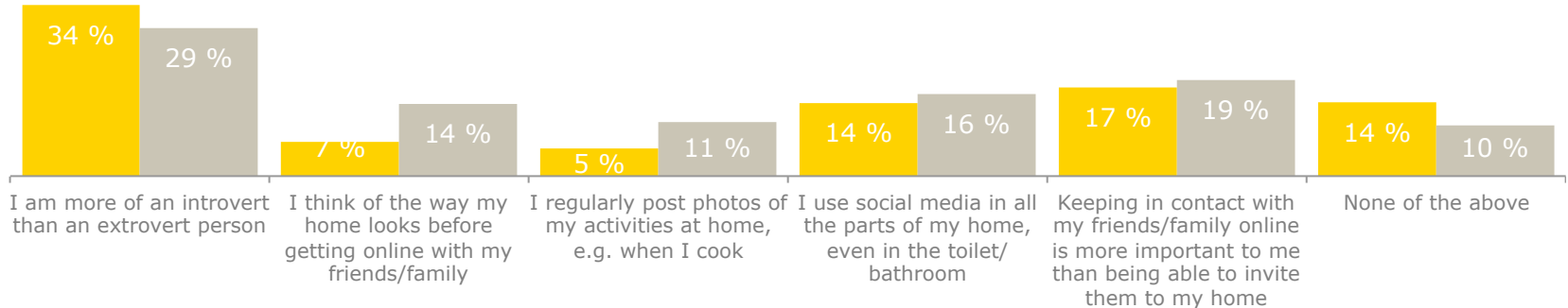
of young (18-29)
Helsinkians feel guilty
about the time they
spend on social media
(4% of 61+)

17% of Helsinki residents think contact online is more important than being able to invite people home

Question: Which of the following statements would you agree to?

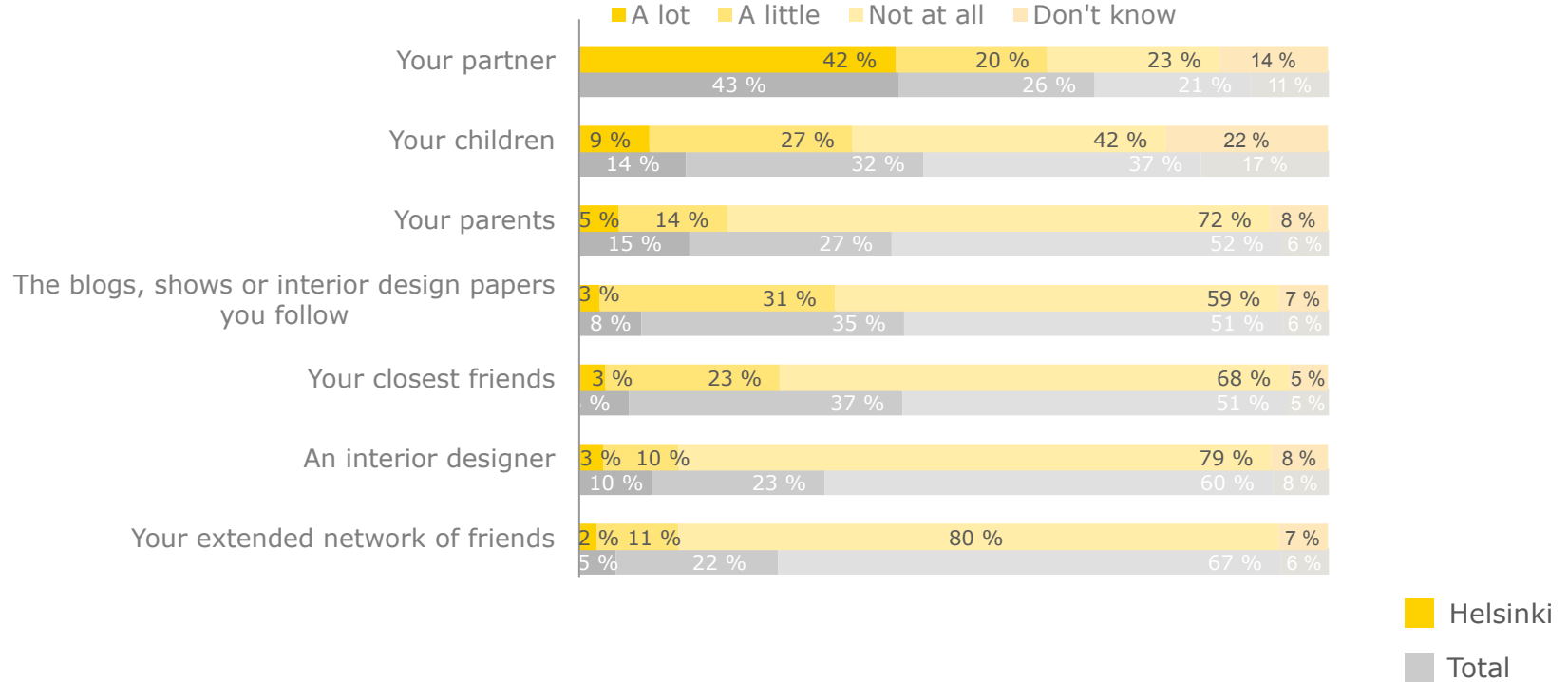


2%
of older (61+) Helsinki residents use social media in all parts of home (29% of 18-29)



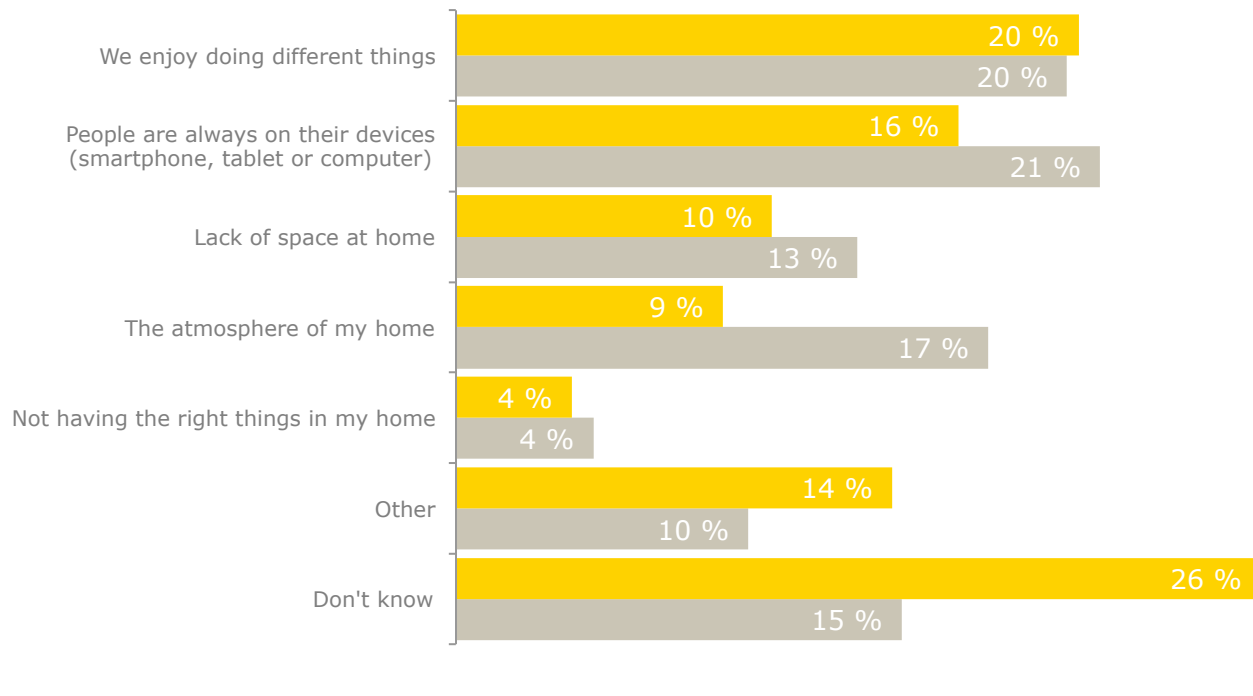
Partners are the main design influencers

Question: Who influences the decisions you make when designing your home?



Enjoying different things is the main barrier for relations at home in Helsinki

Question: What would you say are the main barriers for you to nurture and maintain relations with the people you live with?





1 in 4

**young (18-29) Helsinkian
thinks devices are the main
barriers for relations at home
(3% of 61+)**

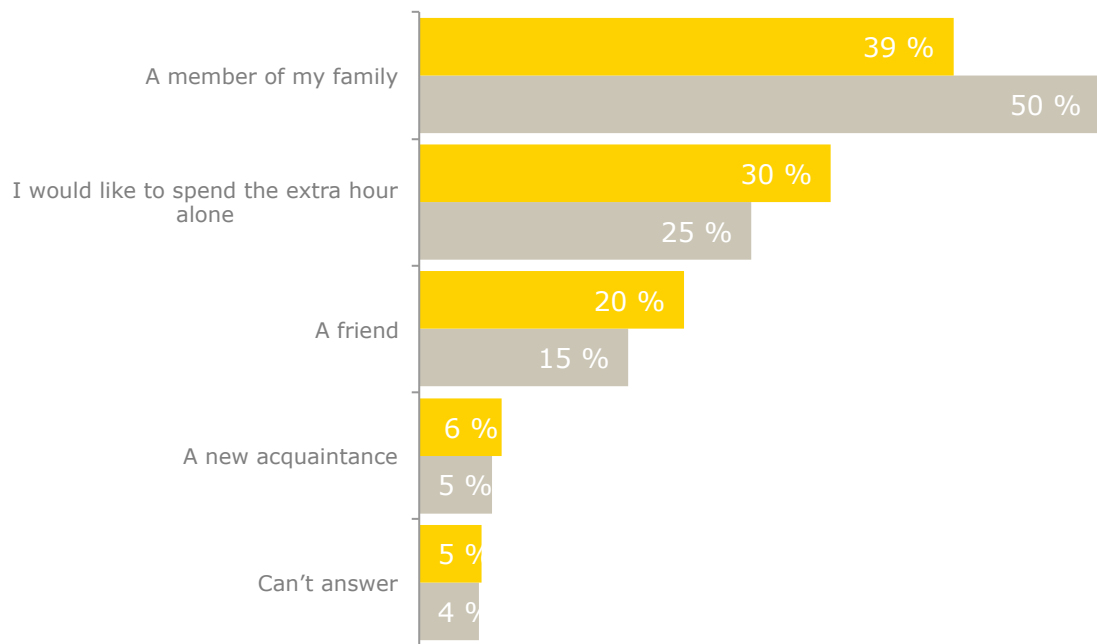
24%

**of older (61+) Helsinkians
say enjoying different things
is the main barrier for
relations at home
(17% of 18-29)**

 Helsinki
 Total

3 in 10 Helsinkians would like to spend an extra hour alone

Question: If you could find an extra hour in the day while at home, with whom would you want to spend more time?



"I would like to spend the extra hour alone"



24%



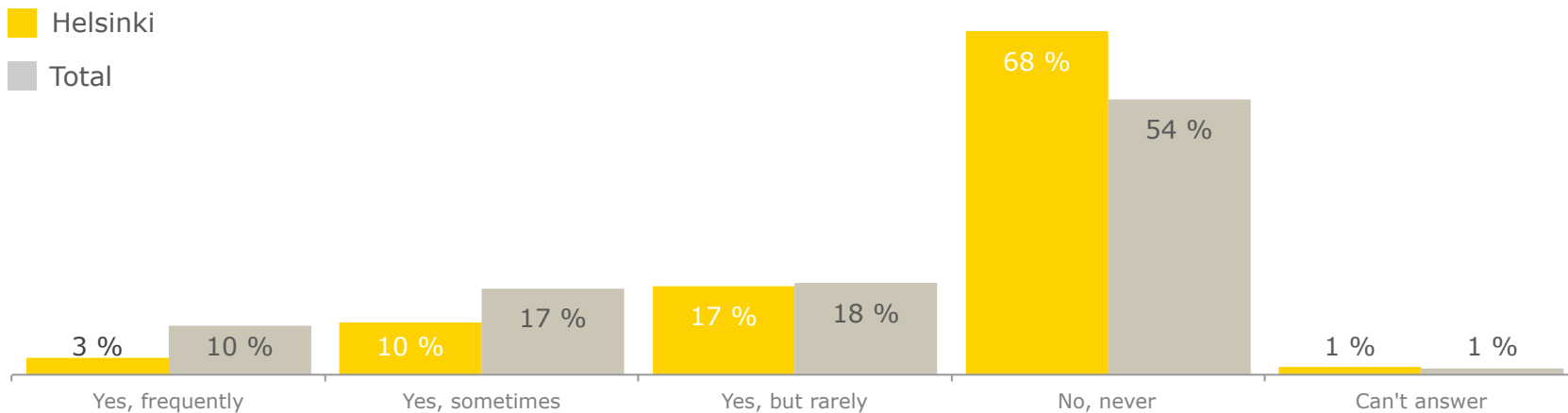
36%

 Helsinki

 Total

3 in 10 Helsinkians have checked social media when waking up at night

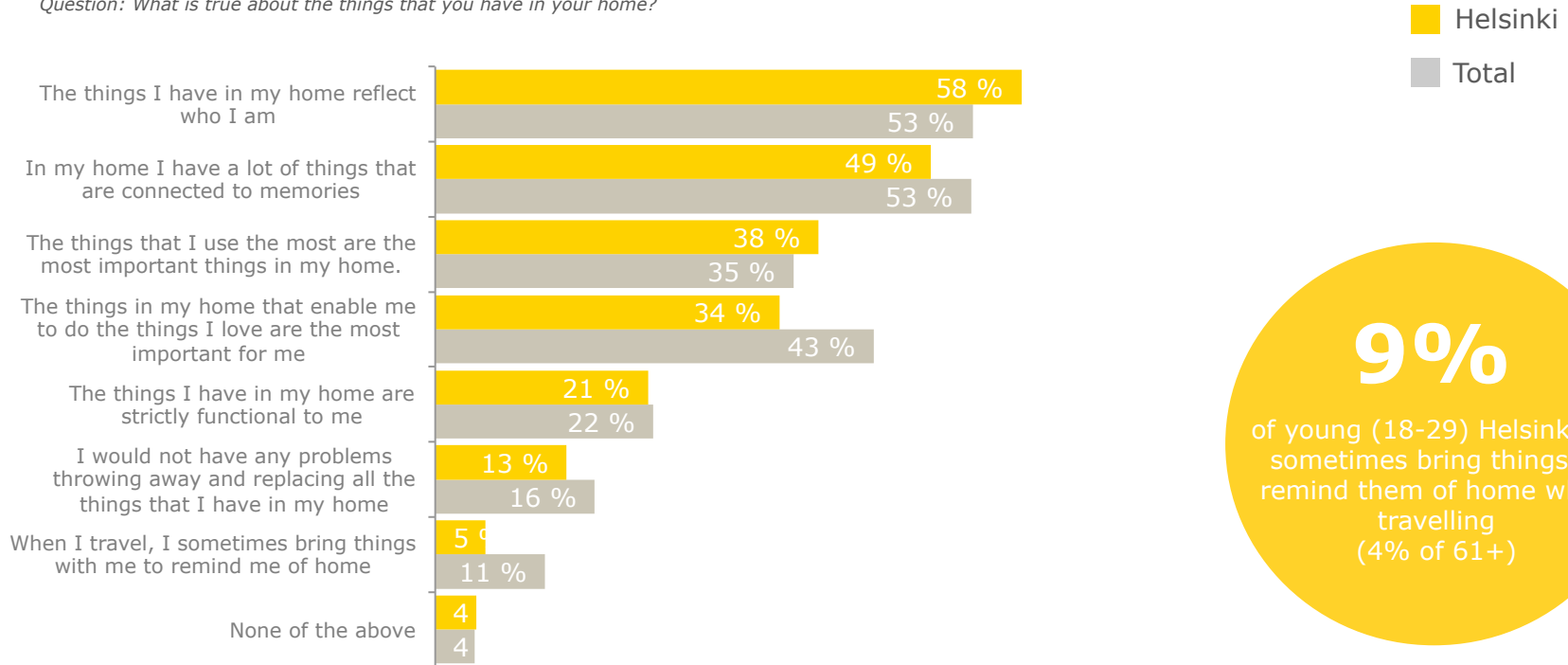
Question: Speaking generally, do you wake up at night (for any reason) and then check social media before going back to sleep?



THINGS

58% of Helsinkians say their things reflect who they are

Question: What is true about the things that you have in your home?

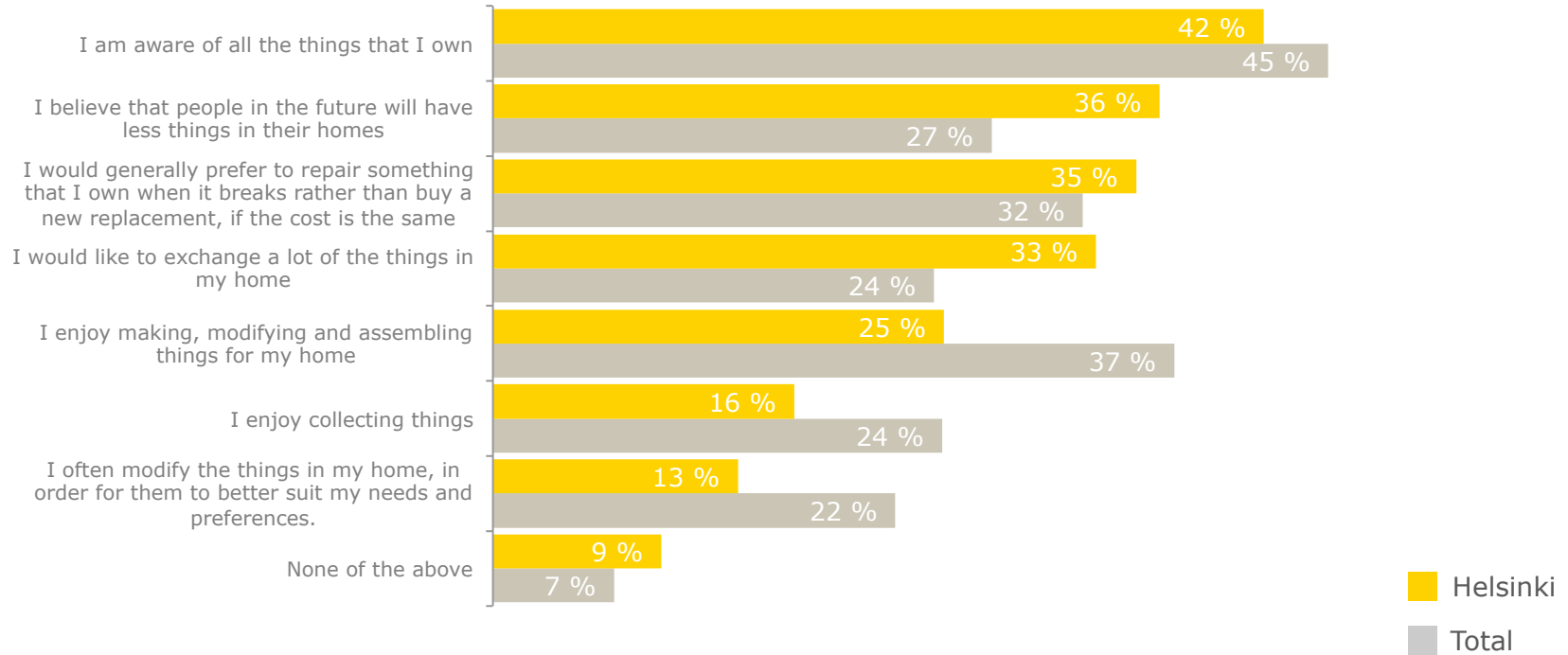


9%

of young (18-29) Helsinkians sometimes bring things to remind them of home when travelling (4% of 61+)

36% of Helsinkians believe people in the future will have less things

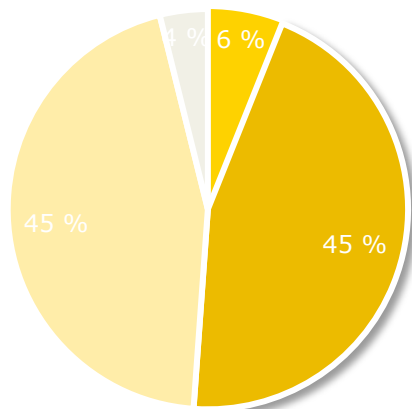
Question: What is true about your relation to things?



45% of Helsinkians want less things in their homes

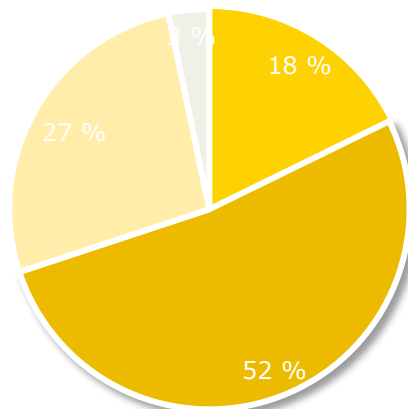
Question: Would you like to have more or less things in your home?

Helsinki



- I would like to have more things in my home
- I am happy with the amount of things I have in my home
- I would like to have fewer things in my home.
- Can't answer

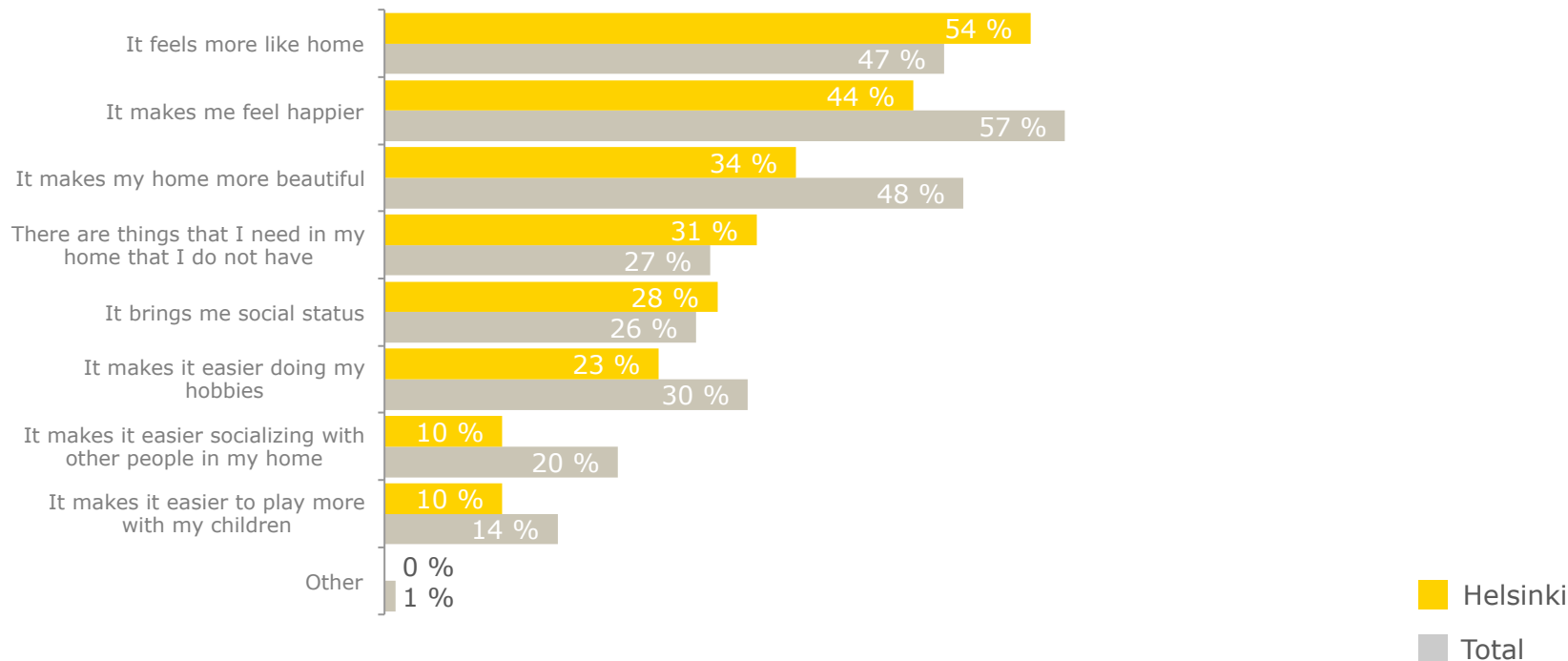
Total



- I would like to have more things in my home
- I am happy with the amount of things I have in my home
- I would like to have fewer things in my home.
- Can't answer

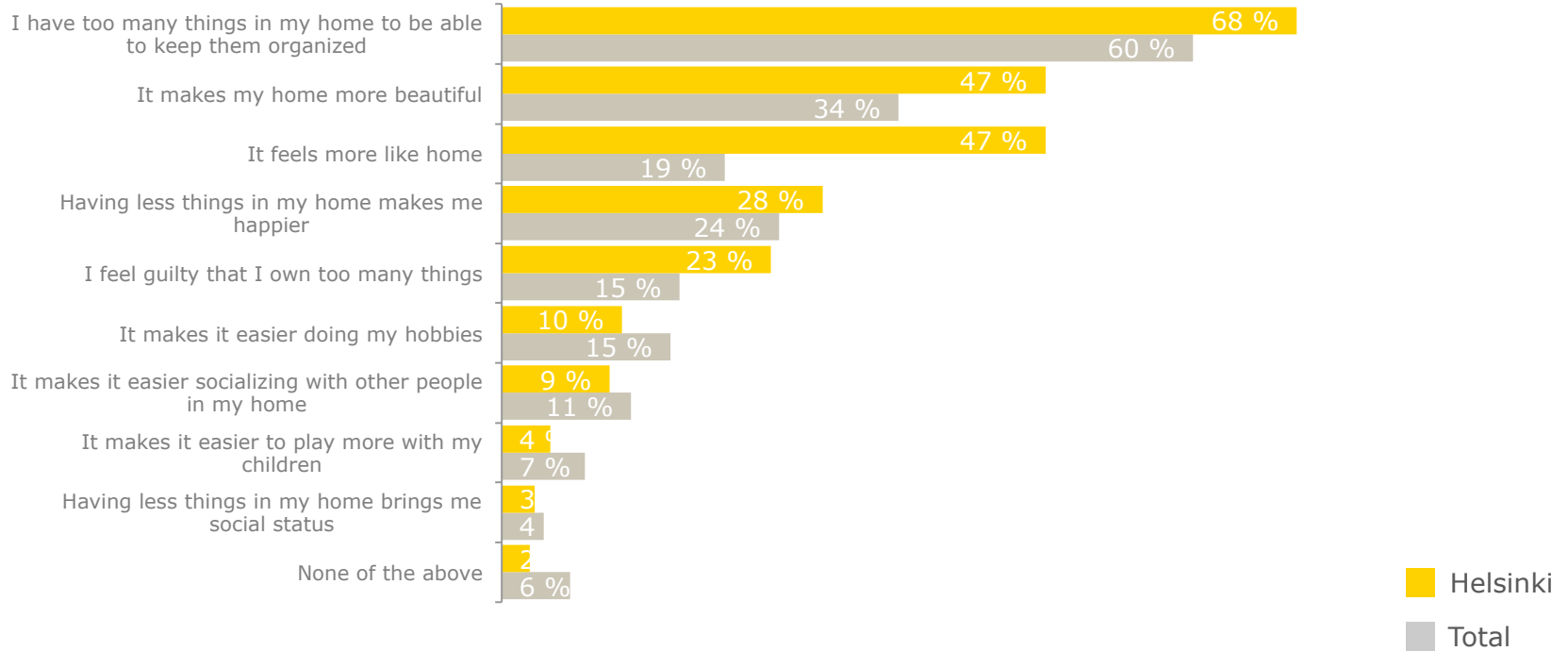
The main reason for more things is that it feels more like home

Question: Why would you like to have more things in your home?



Organization the main reason for fewer things

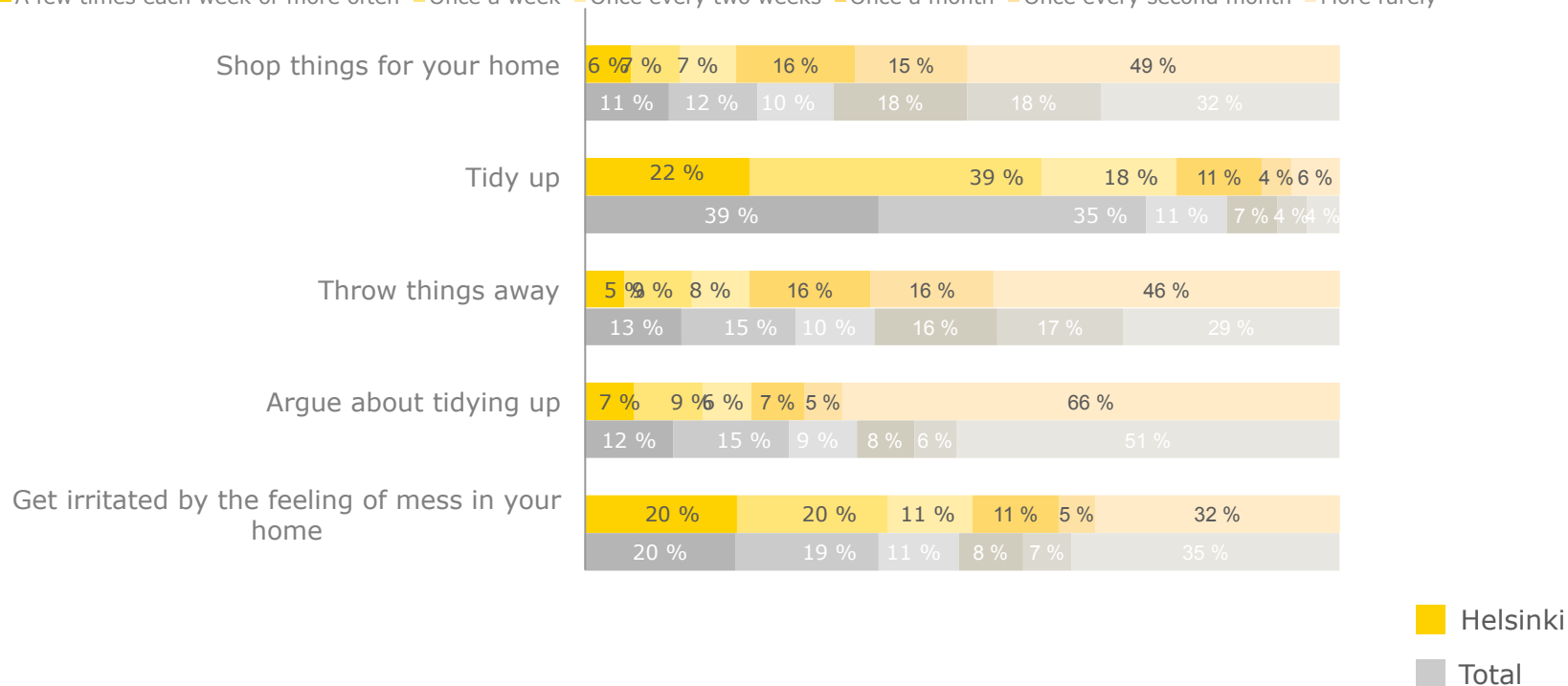
Question: Why would you like to have fewer things in your home?



2 in 5 Helsinkians get irritated by mess in home at least once a week

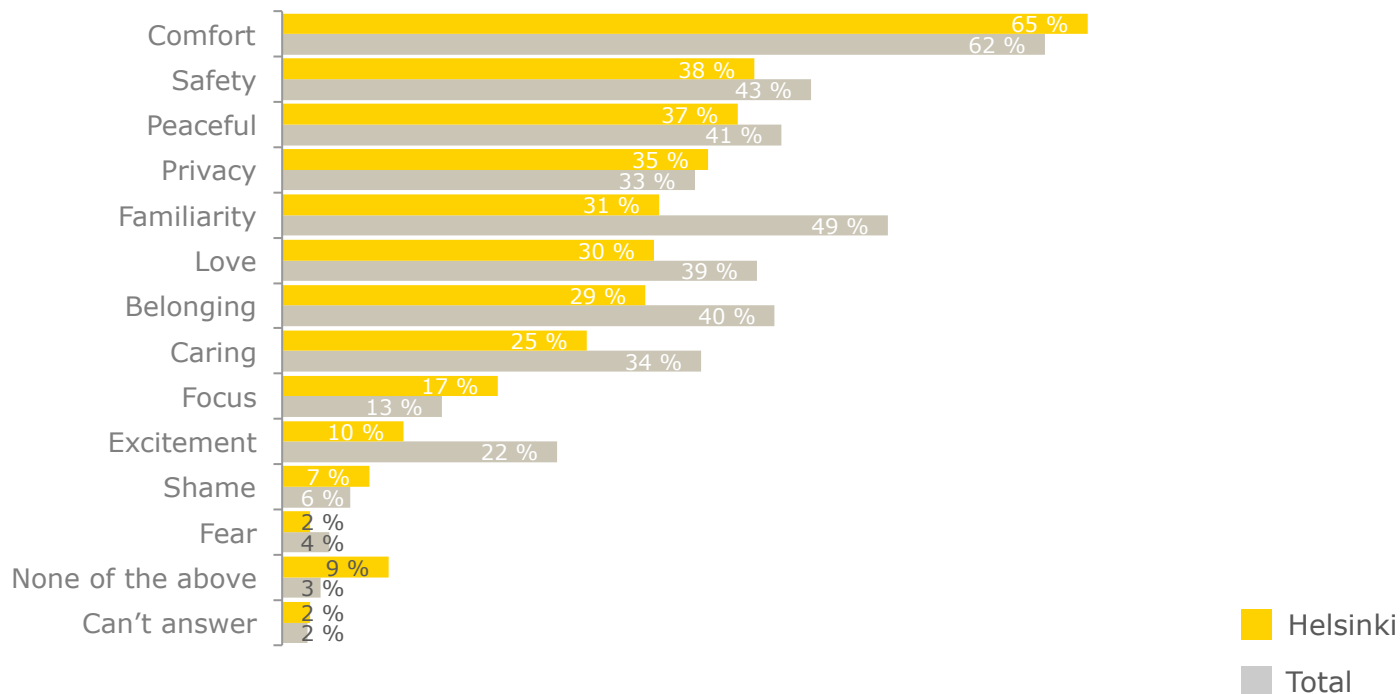
Question: How often do you do any of the following?

■ A few times each week or more often ■ Once a week ■ Once every two weeks ■ Once a month ■ Once every second month ■ More rarely



Comfort the strongest emotion for things in Helsinkians' homes

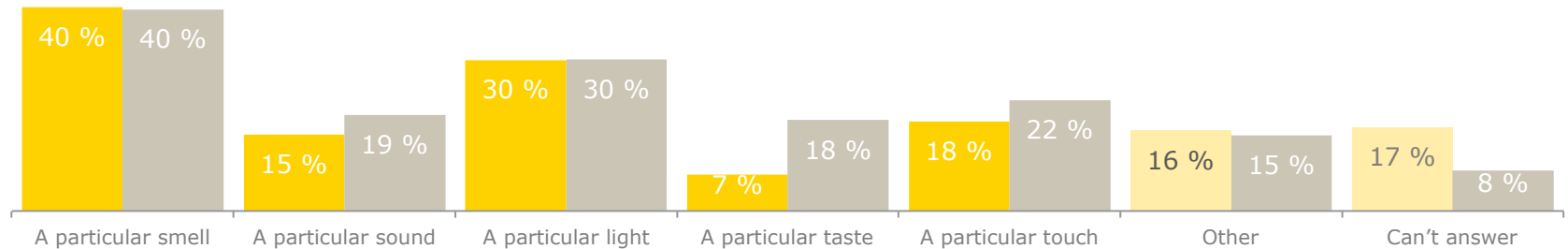
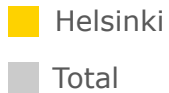
Question: Think about the things you have in your home. What of the following emotions can they make you feel?



SPACE

4 in 10 Helsinkians associate home with a particular smell

Question: When you think about the feeling of being home, which of the following do you associate with it?



A particular smell



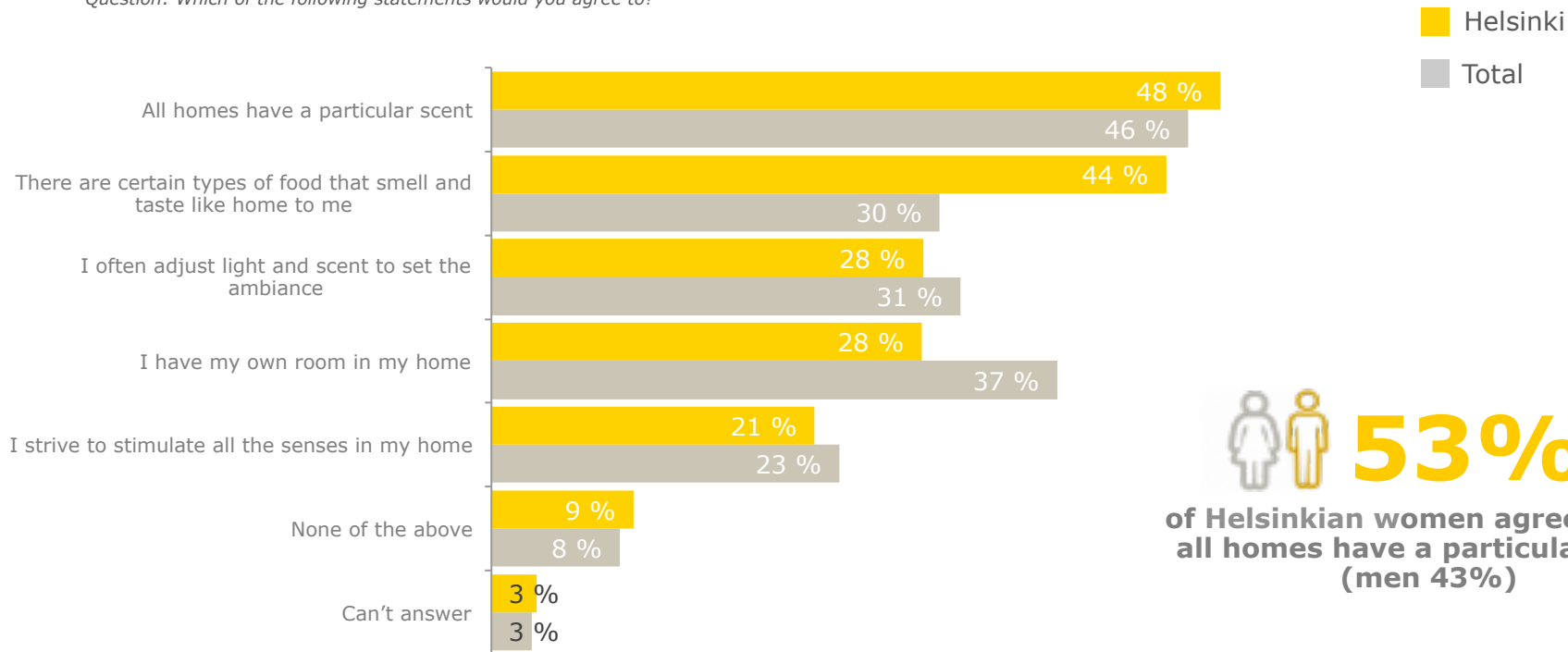
34%



47%

1 in 2 Helsinkians thinks all homes have a particular scent

Question: Which of the following statements would you agree to?

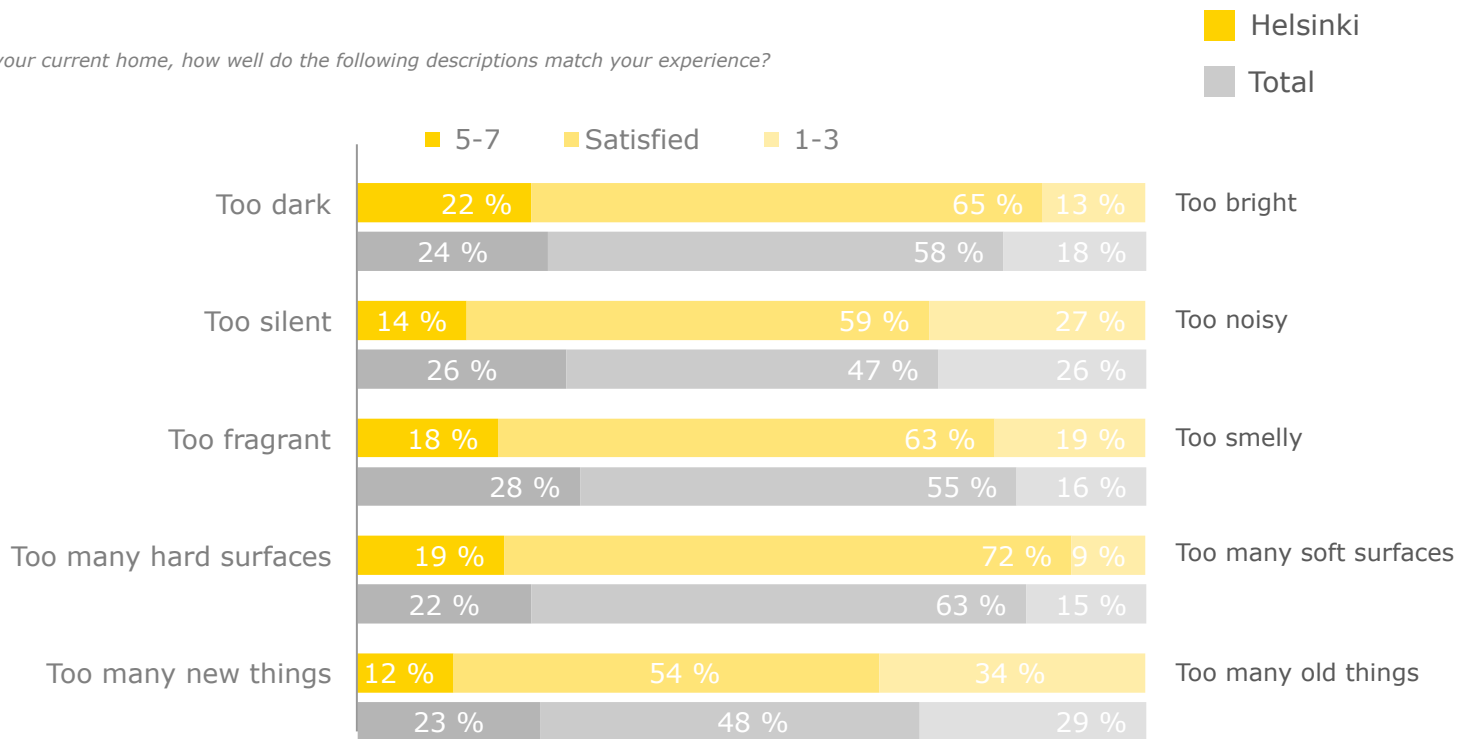


 **53%**

of Helsinkian women agree to that all homes have a particular scent (men 43%)

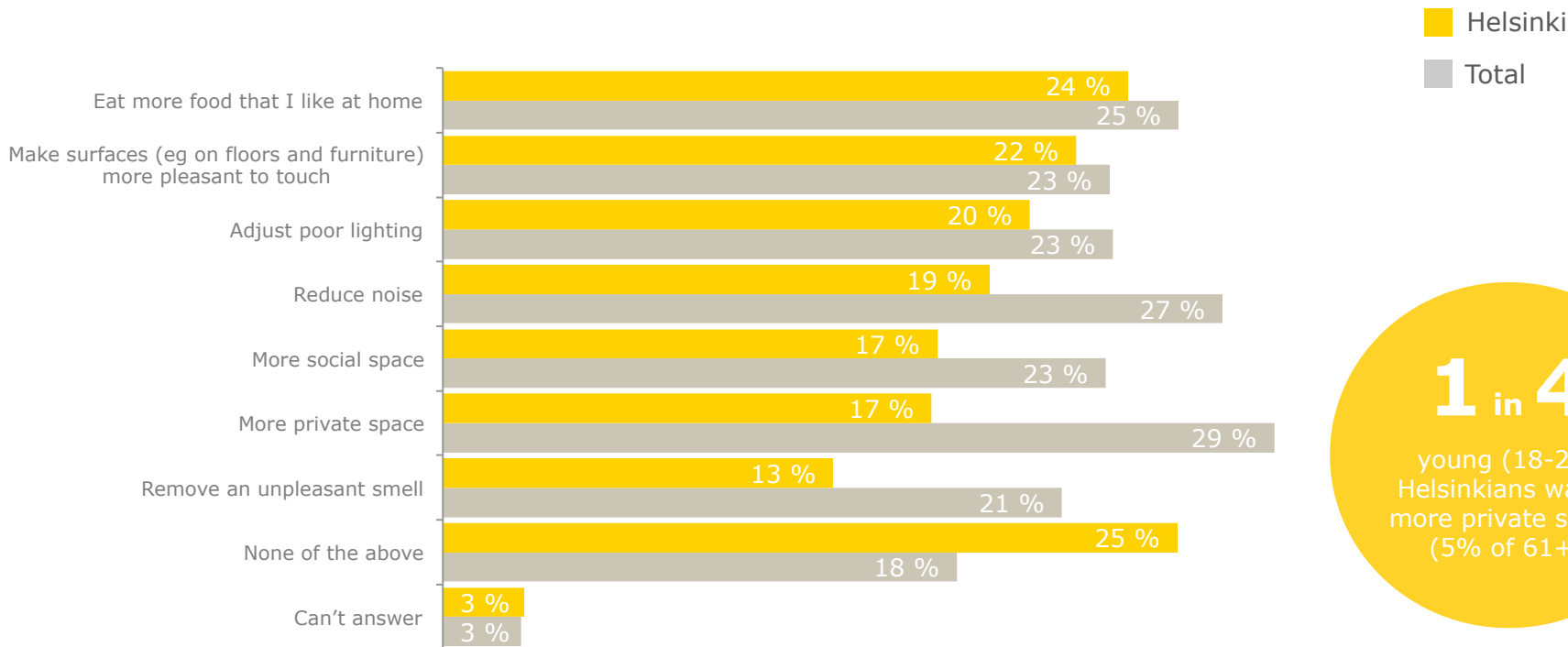
Satisfaction with senses at home

Question: Thinking about your current home, how well do the following descriptions match your experience?



More favorite food could improve Helsinki's well-being

Question: If you think about your current home, which of the following changes would you like to make to improve your well-being?

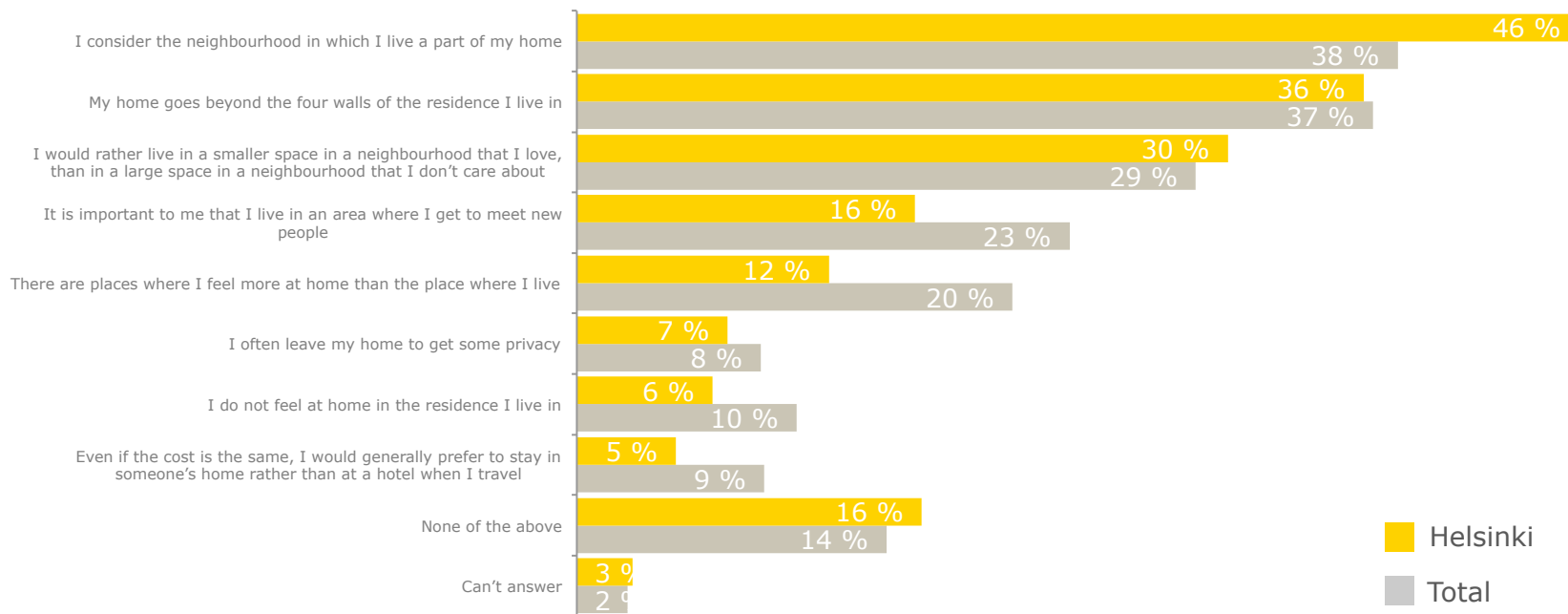


1 in 4
young (18-29)
Helsinki's wants
more private space
(5% of 61+)

PLACE

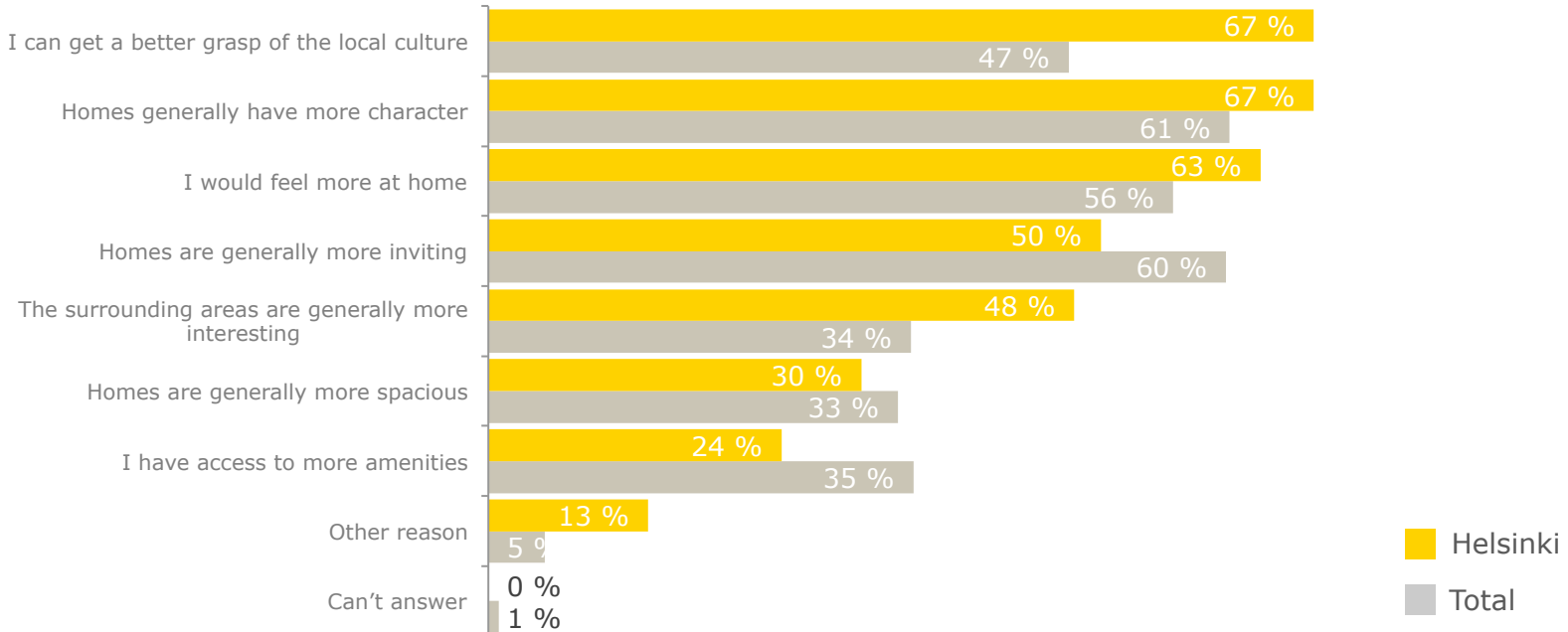
46% of Helsinkians consider the neighborhood a part of home

Question: Which of the following statements would you agree to?



Local culture and character the main reasons for preferring someone's home before a hotel

Question: Why would you rather stay in someone's home than at a hotel when you travel?

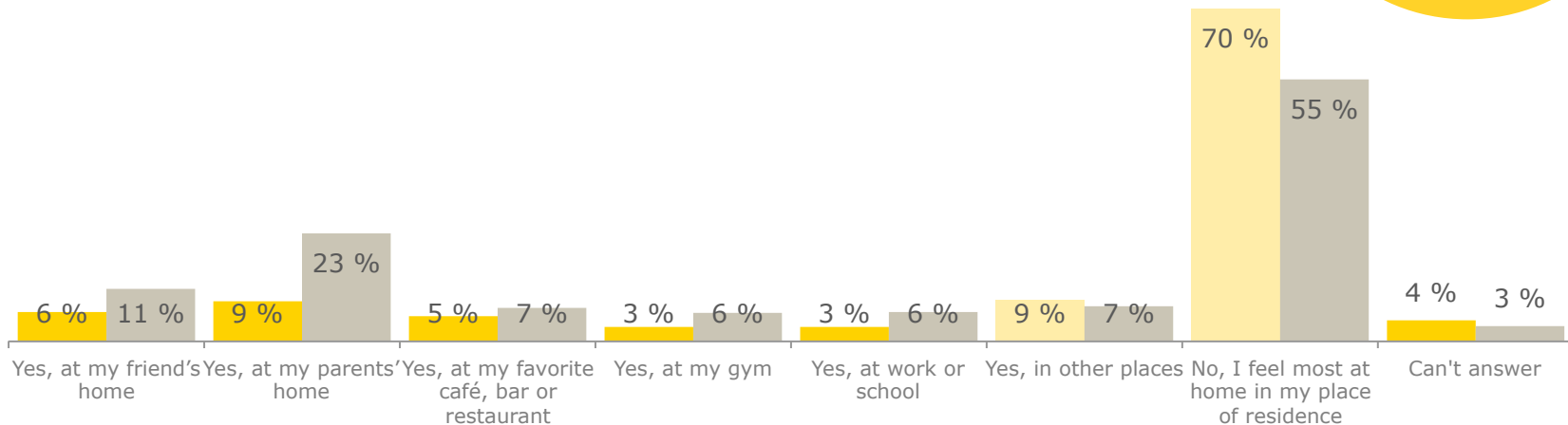


1 in 4 Helsinkians feel more at home at another place than their own home

Question: Are there places where you feel more at home, compared to your place of residence?

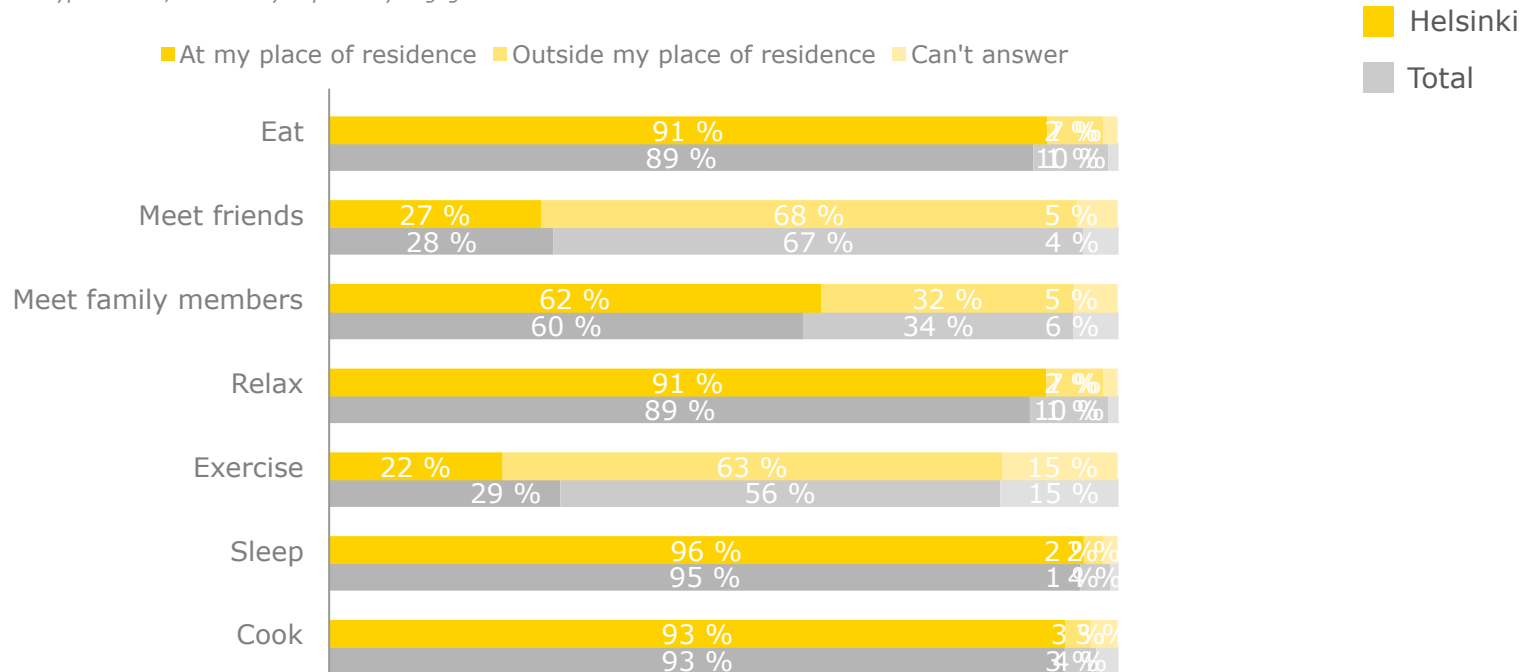
■ Helsinki
■ Total

46%
of young (18-29)
Helsinkians feel more at
home at other places
than their home
(8% of 61+)



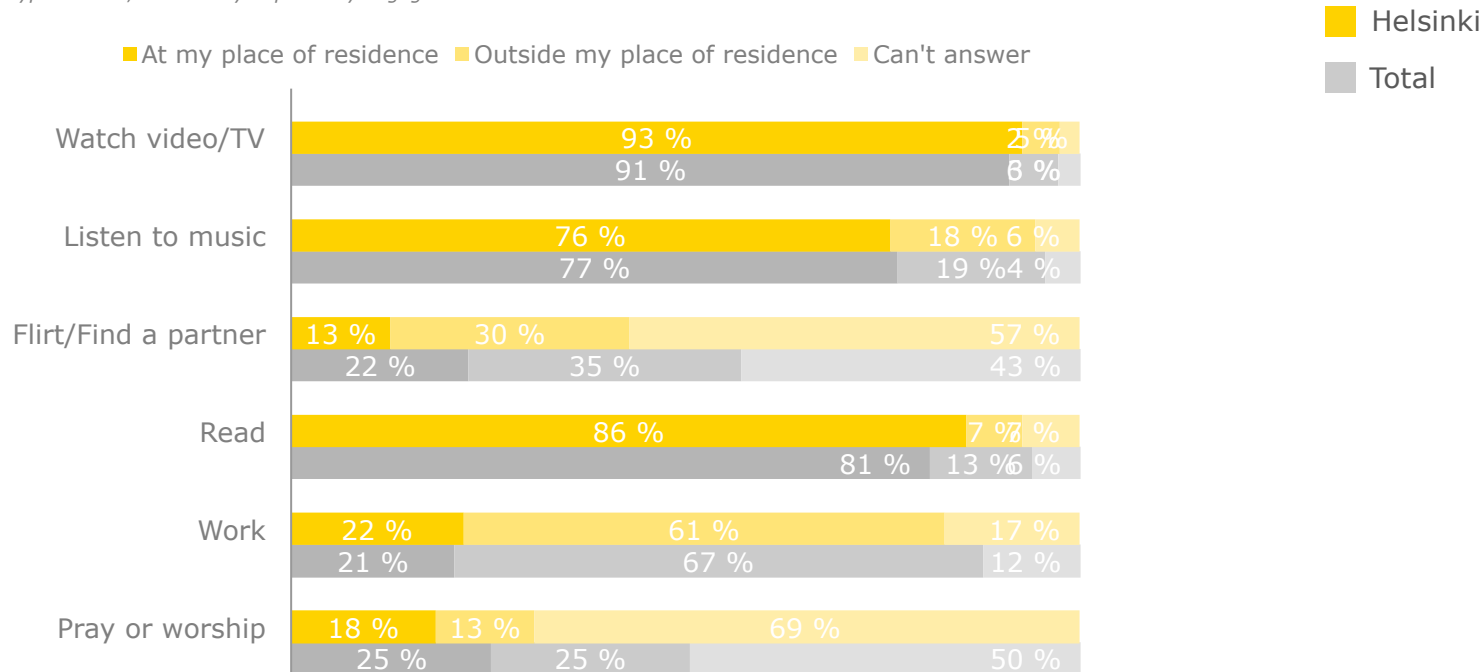
Weekday activities

Question: In a typical week, where do you primarily engage in each of these activities?



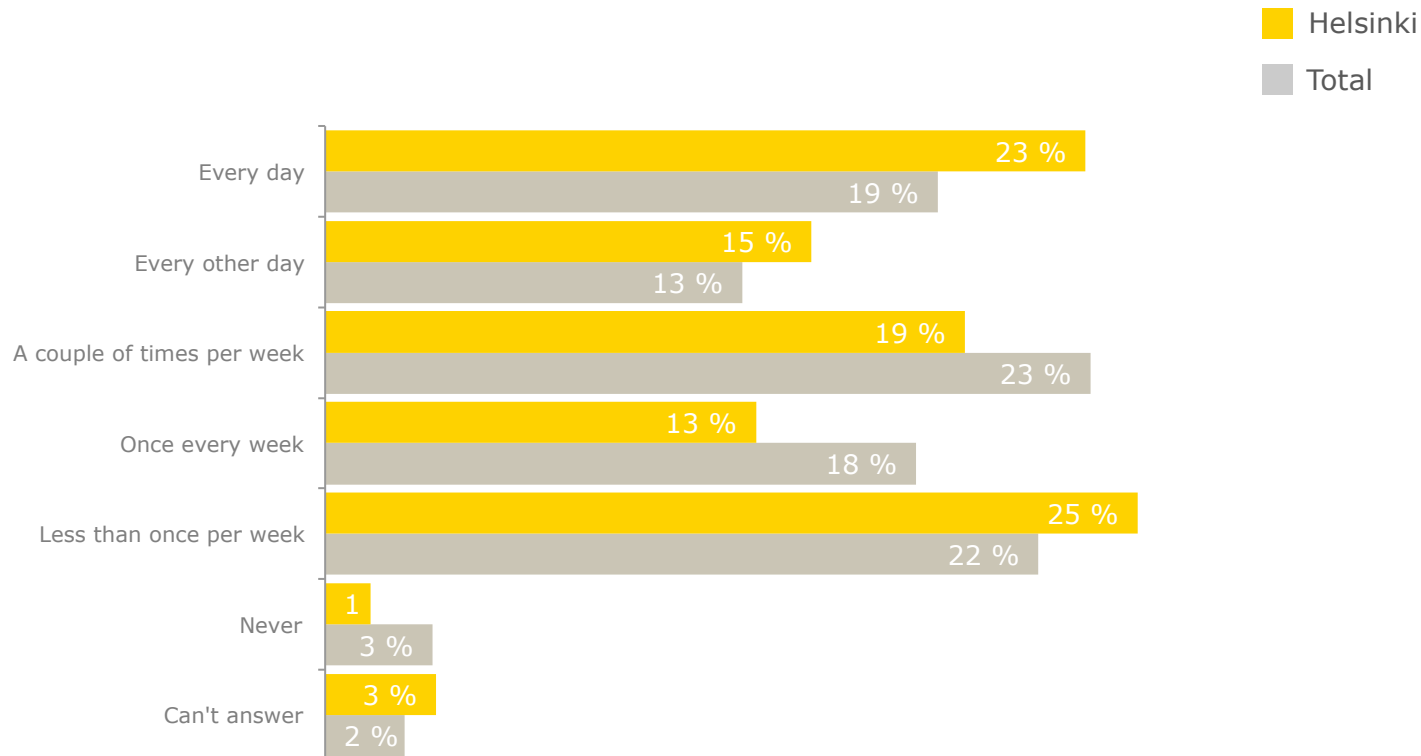
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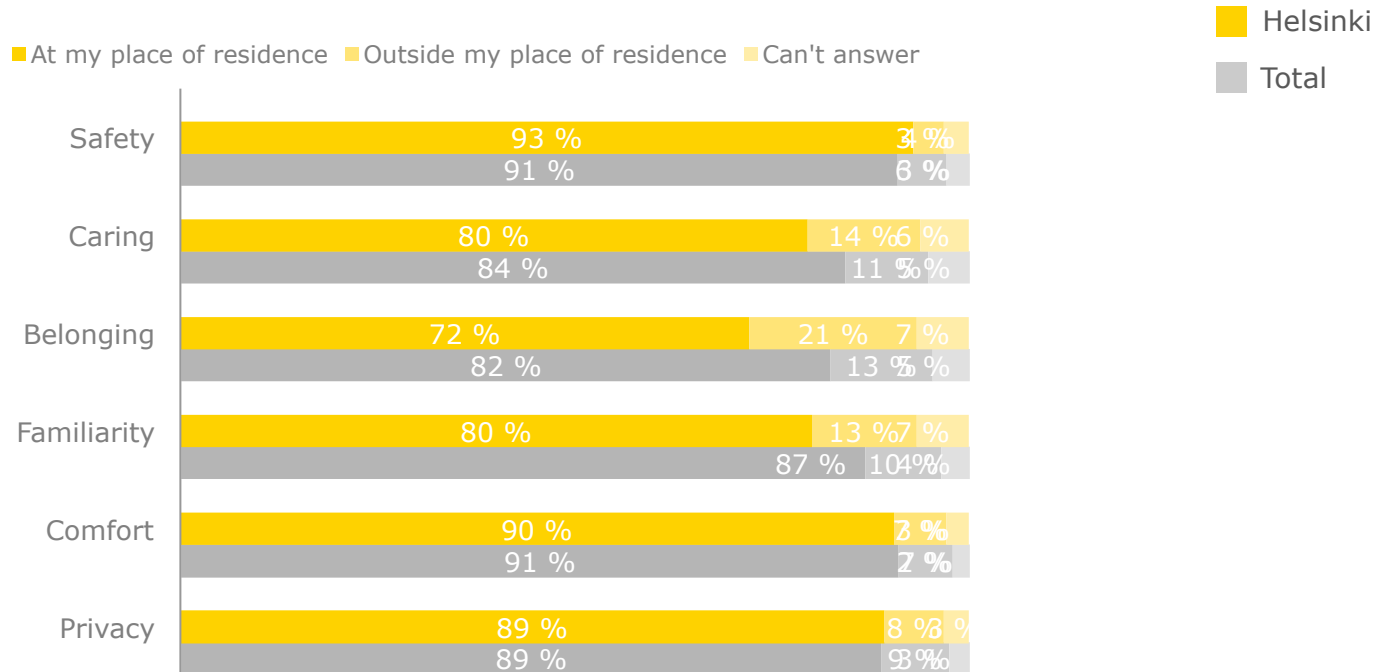
Social meetings outside home

Question: In a typical week, how often do you meet with other people (including those that you live with) for social purposes outside your or their homes?



Home is the place for positive emotions

Question: Thinking about the following emotions, where are you most likely to experience them?



Fear, shame and excitement are primarily experienced outside home

Question: Thinking about the following emotions, where are you most likely to experience them?

