

Resident survey – Satisfaction and attitudes of Helsinki residents 2024

RESEARCH REPORT Helsinki Partners and SEK

Katja Mikkonen
Taloustutkimus Oy
1.3.2024

The aim and implementation of the survey

- Taloustutkimus conducted this survey on behalf of Helsinki Partners' and its cooperation partner SEK's assignment.
- The study explores the satisfaction of Helsinki residents with their lives and views on what makes them happy in Helsinki. In the survey, happiness refers to the satisfaction with one's life. In addition, the attitudes of the residents of Helsinki towards Helsinki and the residents of Helsinki are examined. Furthermore, the survey examines the respondents' attitude towards tourism in their hometown by screening destinations and things to do in Helsinki, which they themselves like and would also recommend to tourists. The results of the research are used in the clients' communication.

The target group and data collection method

- The target group of this survey was the residents of Helsinki over 15 years of old.
- The survey was conducted on an internet panel of Taloustutkimus from 9 to 12 February 2024. Survey invitations were sent to a total of 4 826 Helsinki residents. A total of 1 044 responded to the survey (response rate 21,6%).
- The sample is weighted to be representative of the target group. The results can be generalized to represent Helsinki residents over the age of 15 (about 569 000, SVT 31.12.2023). Unweighted and weighted information is in the tables (Base unweighted and Base weighted). The unweighted number (n) indicates the number of interviewees in different background groups and the weighted number (N) in thousands (.000) of the corresponding population. The margin of error covers 3,2 percentage to each direction.

The researcher in charge in Taloustutkimus:

- Katja Mikkonen, tel. 010 7585 257, katja.mikkonen@taloustutkimus.fi

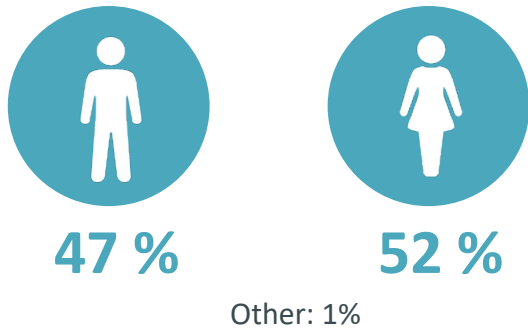
Translation of the report:

- Marjut Naapuri, marjut.naapuri@taloustutkimus.fi

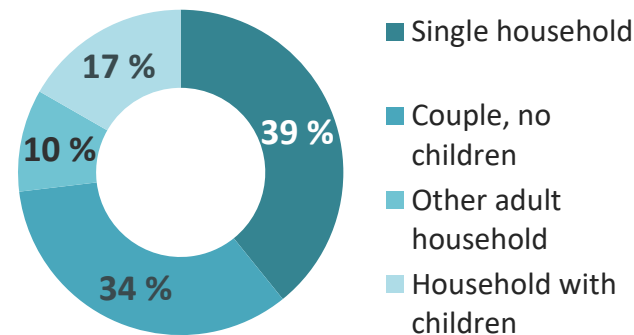
All respondents, n=1044 (N= 569 000)

Background information

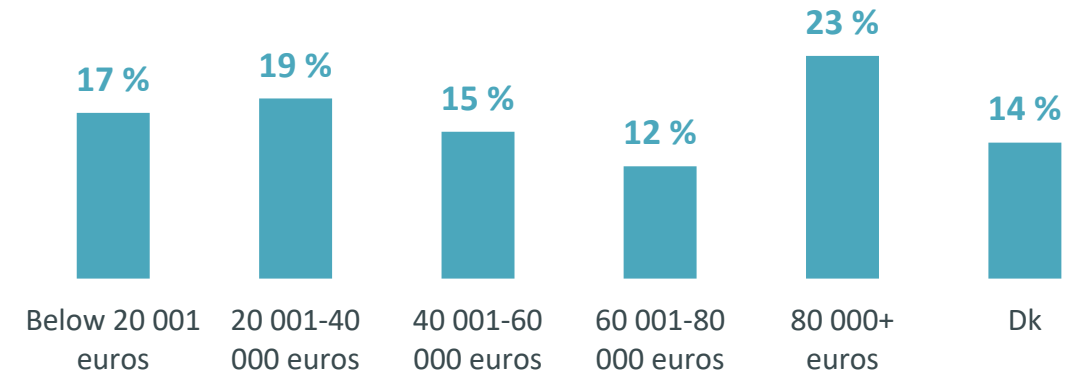
GENDER



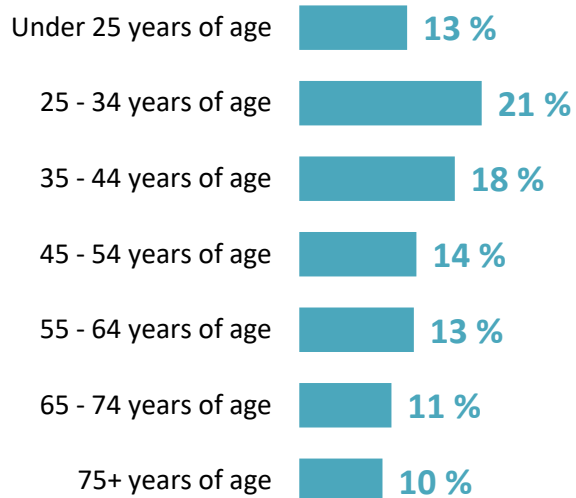
COMPOSITION OF HOUSEHOLD



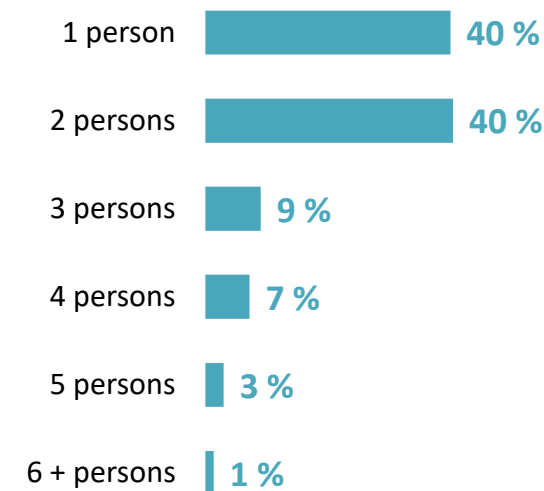
ANNUAL GROSS INCOME OF THE HOUSEHOLD



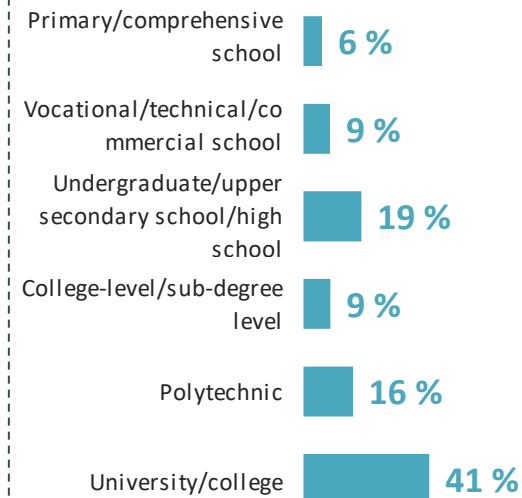
AGE



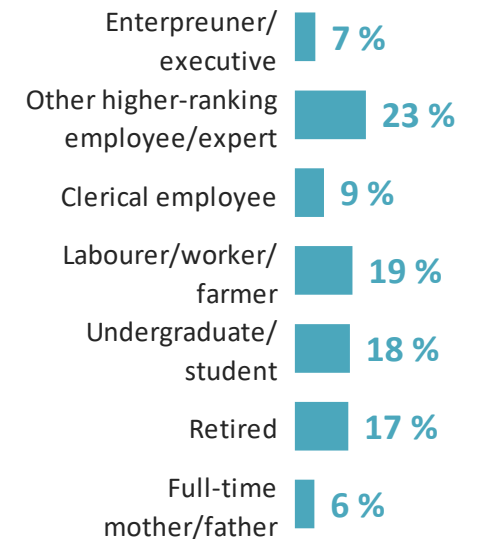
THE SIZE OF THE HOUSEHOLD



EDUCATION



OCCUPATION/PROFESSIONAL STATUS



Main results 1(2)

- The residents of Helsinki over the age of 15 are very satisfied - almost nine out of ten (88%) say that they are currently satisfied with their life in Helsinki. Especially women and the young people (under 25 years old) and people over the age of 54 are the ones who are slightly more content. Residents increase their happiness in their hometown with various meaningful everyday activities, either alone or with family or friends.
- Many things contribute to a good quality of life in Helsinki, according to city residents. However, the majority believe that a working public transport system clearly promotes this best. The sea close by and easy transition are also factors that are felt to contribute to a good quality of life. Especially the young people vouch more often for easy transition and working public transport. Many also mention abundance of art and culture, a safe living environment and green areas and parks as contributing for a good quality of life. Especially a safe living environment is emphasized among the youngest (33%) and over the age of 54 (30-31%).
- During the past year, the majority of Helsinki locals have visited a library, an art museum or a theatre or walked in the forest or eaten cinnamon buns. Many have watched birds (45%) or swum in the sea (40%). The most diligent visitors of the library are the youngest city residents, students and schoolchildren (100%). The youngsters are also the most active walkers in the forest. On the other hand, people over the age of 44, clerical employees, workers, pensioners, couples and adult households opt more often for bird watching.
- A clear majority (57%) of Helsinki residents feel that they are the happiest in the summer season. There are no big differences of opinion on this issue between the background groups – of course students and schoolchildren are at their happiest in the summer. Many argue that in the summer Helsinki comes alive and is full of events and things to do. The sun, light, warmth, the sea, the beauty of nature, people's cheerfulness and relaxation, and the opportunity to spend time outside and get around more easily are also important in Helsinki. These evoke the most feelings of happiness. According to city dwellers, the second happiest season is spring. The older the resident, the more often she/he feels that summer and spring are equally happy seasons for her/him.
- Locals' attitudes towards their hometown Helsinki and the people of Helsinki are very positive. The residents agree that Helsinki is multicultural. Very few (3%) disagree with this. Four out of five think that Helsinki is also international (82%), and that the residents of Helsinki have a positive attitude towards tourists in their hometown (80%). A clear majority considers the people of Helsinki to be tolerant and say that they are happy to help and guide tourists and welcome all travellers to Helsinki.

Main results 2(2)

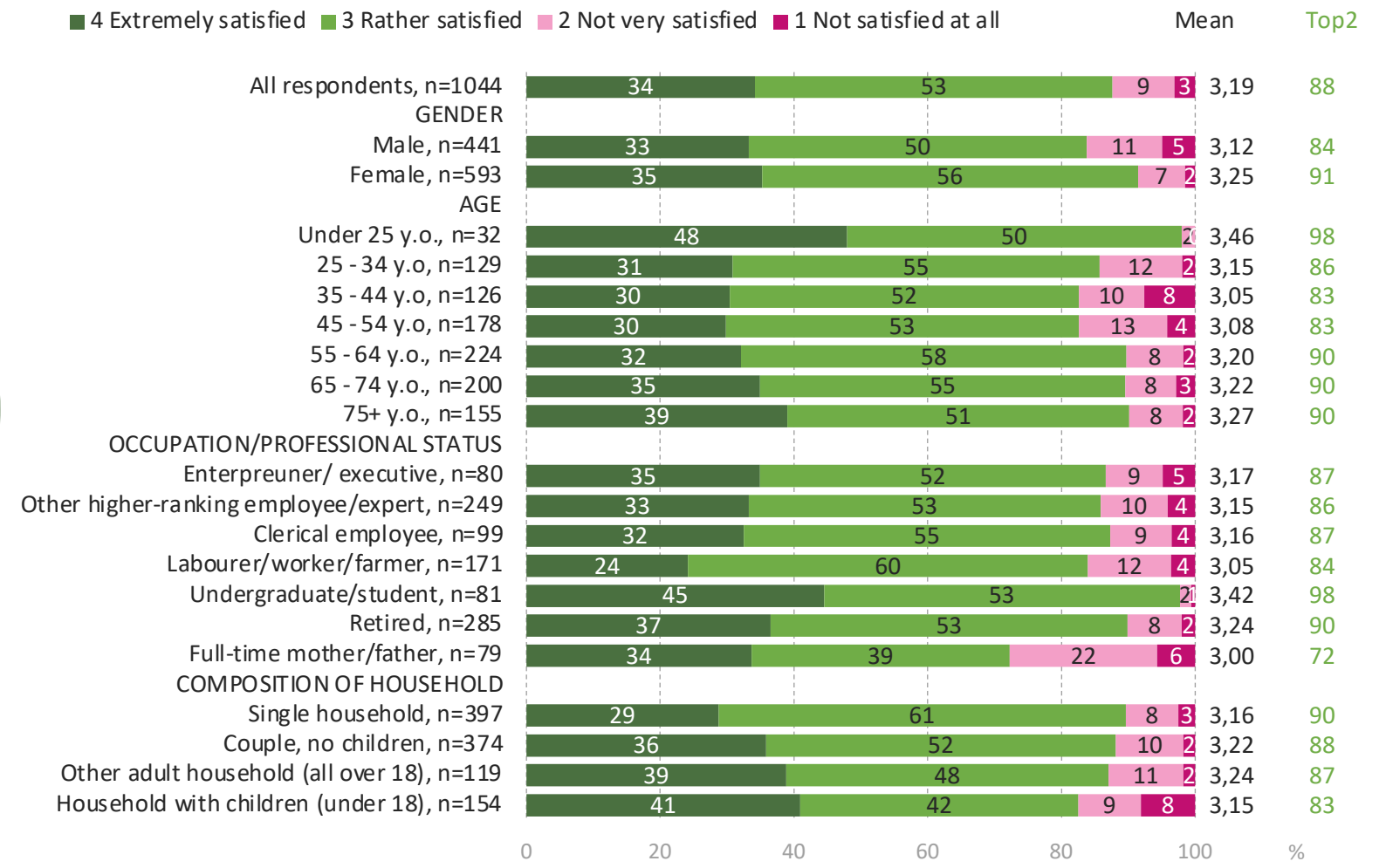
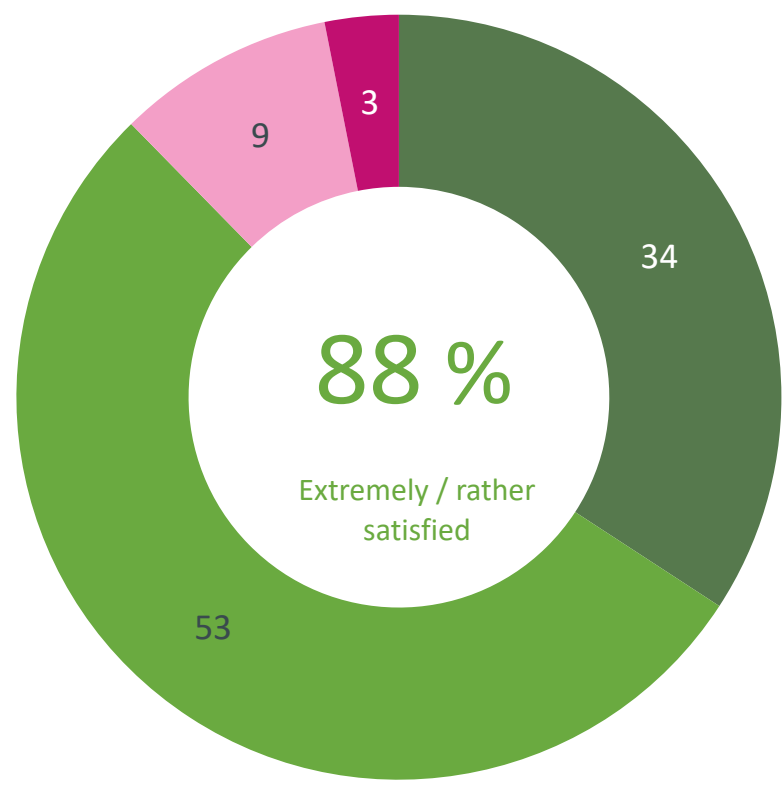
- The Helsinki locals regard Suomenlinna as a place that gets you in a good mood. They recommend it most preferably to foreign tourists as well. Esplanadi park and the Helsinki archipelago (Magika, Lonna, Isoaari, Kaunissaari, Pihlajasaari, Vallisaari, etc.) are also places that are recommended especially because they make you feel good. There are some differences in preferred and recommended places by background group.
- When residents are asked what food in Helsinki makes them happy/in a good mood and which they would also recommend it to foreign tourists, the most often mentioned are fish and fish dishes, ice cream, Karelian stew and -pies, meat pie and meatballs with mashed potatoes, pizzas, cinnamon buns and other buns, ethnic and vegetarian dishes, pea soup and self-made home-cooked food.
- Helsinki locals were asked to imagine themselves as a tour guide. They were also asked that if Happiness Tours were organized for foreign tourists in the Helsinki area, what destinations or things to do the tours could include and why. Many suggested nature destinations in the archipelago, outdoor recreation areas and parks and forest, driving by the sea and in different neighborhoods (suburbia tours) - away from the center and inner city. On the other hand, many highlighted the city's cultural buildings (Oodi, Musiikkitalo, Amos Rex, Suvilahti, Tempeliaukio church, etc.) as well as museum and art tours. Esplanadi, Kauppatori and Hakaniemi hall and market square were mentioned as well. Many emphasized that the activity should be typically Finnish and something that an ordinary Helsinki resident would do on their day off - but for foreign tourists being more exotic, such as a sauna (e.g. Löyly, Allas) and/or swimming in the sea, winter swimming, cycling or walking along the seashore, in the nearby forests and parks, island cruises, concerts, gallery and museum visits. Coffee at the market or by the sea in the summer were also mentioned.
- The most preferred ways for Helsinki residents to spend their leisure time in their hometown are; staying on the beach or close to the sea, taking a sauna, walking in the forest or by the sea, museums and exhibitions, and Helsinki's natural attractions. On the other hand, the sauna is especially recommended for as the most adventurous thing to do for a foreign friend or an acquaintance. In addition to saunas, a great experience would also be a cruise or a ferry trip in the Helsinki archipelago, as well as museums and exhibitions. The younger the Helsinki resident, the more often they would propose taking a sauna, and respectively, the older the city resident, the more often they would recommend a cruise in the Helsinki archipelago.
- The most favourite outfit of Helsinki residents is sweatpants. Roughly a quarter (27%) say they feel most comfortable in them. There are no big differences between background groups. Jeans and woolly socks are also favoured clothing for many city residents.

How does Helsinki
feel to you?

Satisfaction with life in Helsinki

How satisfied are you currently with your life in Helsinki?

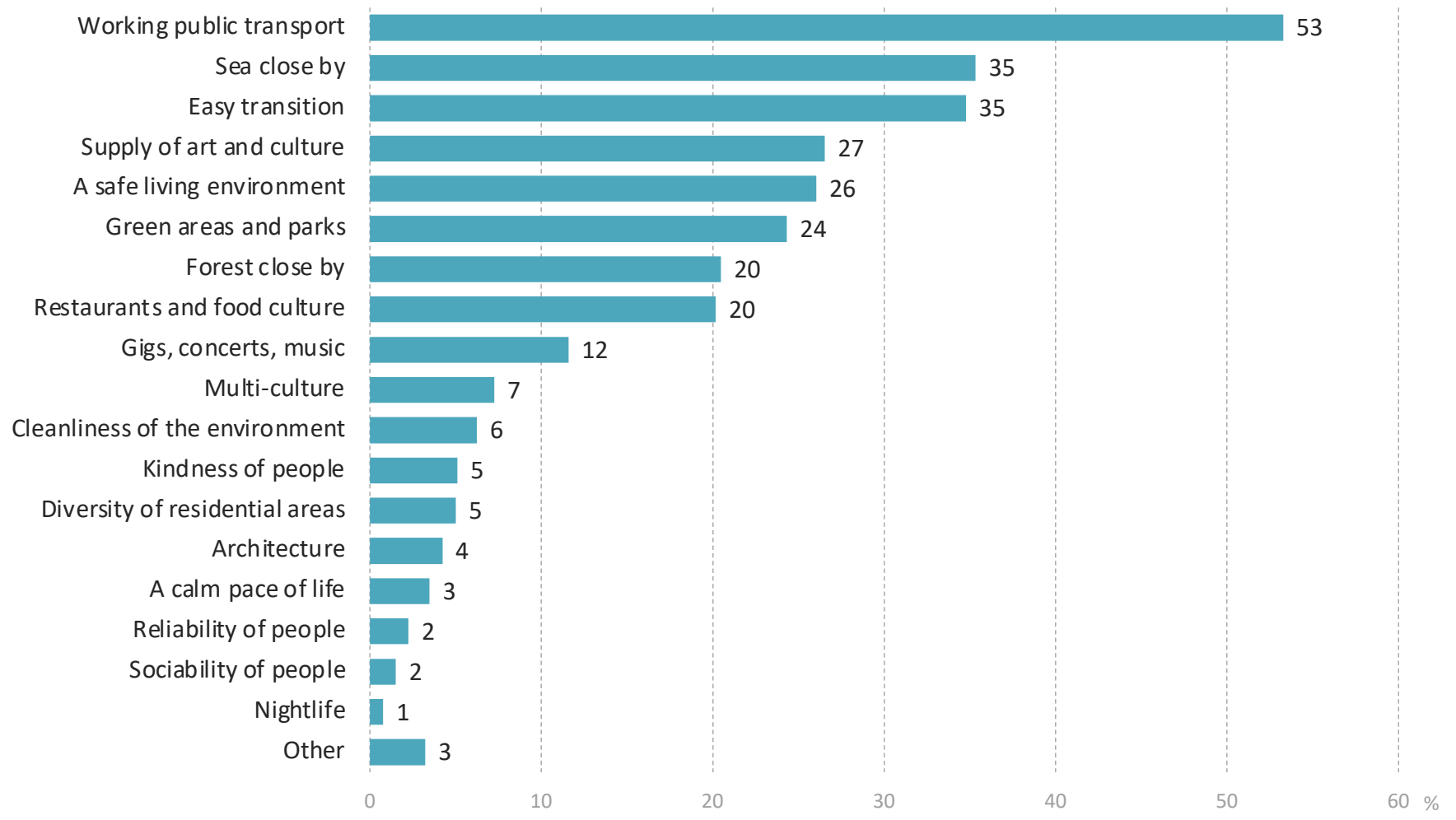
n=all respondents



Things that promote a good quality of life in Helsinki

All respondents, n=1044

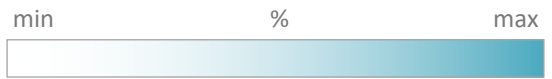
Which things in Helsinki promote a good quality of life? Choose 3 things.



Things that promote a good quality of life in Helsinki

Which things in Helsinki promote a good quality of life? Choose 3 things.

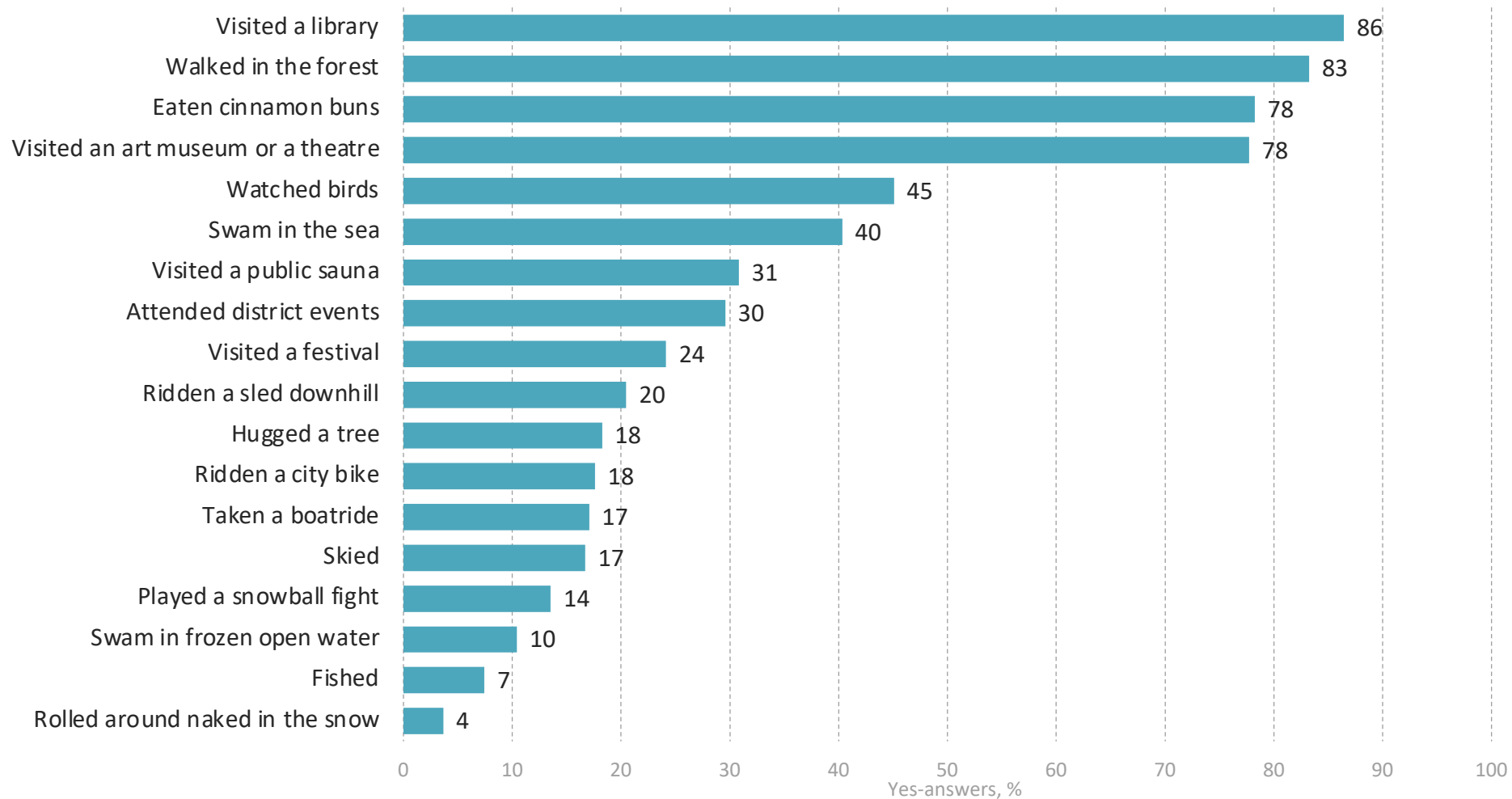
n=all respondents	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS						COMPOSITION OF HOUSEHOLD				ANNUAL GROSS INCOME OF THE HOUSEHOLD					
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154	Below 20 001 euros, n=117	20 001-40 000 euros, n=200	40 001-60 000 euros, n=178	60 001-80 000 euros, n=128	80 000+ euros, n=252
Working public transport	53	52	54	62	53	48	47	54	56	56	40	49	52	55	54	58	61	60	53	45	42	60	65	52	52	42
Sea close by	35	30	40	23	30	33	46	38	39	47	45	39	27	33	29	40	34	35	35	34	37	35	31	34	28	39
Easy transition	35	39	32	66	33	36	23	28	24	33	36	28	27	35	50	32	32	36	29	45	37	42	40	32	25	33
Supply of art and culture	27	20	33	22	24	22	24	27	41	34	21	26	29	20	27	33	30	31	25	25	20	32	26	25	23	26
A safe living environment	26	30	23	33	18	24	24	30	30	31	35	25	27	25	21	30	26	21	24	34	37	15	33	29	27	28
Green areas and parks	24	25	24	8	29	22	30	28	28	23	22	27	38	21	19	25	21	25	27	21	19	18	28	19	30	24
Forest close by	20	16	24	2	20	25	30	23	20	20	20	25	20	23	11	19	27	17	20	24	27	12	24	25	21	20
Restaurants and food culture	20	19	21	21	30	28	17	13	11	8	27	27	17	23	23	9	8	16	30	14	14	22	12	15	23	29
Gigs, concerts, music	12	10	13	8	16	11	15	14	7	4	7	10	21	15	13	6	10	15	10	8	10	18	9	11	12	10
Multi-culture	7	7	6	18	7	7	5	5	5	6	5	4	9	6	14	6	6	9	6	7	7	17	4	5	7	4
Cleanliness of the environment	6	9	4	10	3	7	7	6	6	5	4	7	9	4	9	5	4	3	10	6	6	3	3	5	20	6
Kindness of people	5	5	5	2	1	8	7	6	6	9	8	3	5	6	1	9	5	5	5	3	6	2	4	7	6	6
Diversity of residential areas	5	7	4	10	7	6	2	3	3	3	1	5	2	6	8	4	5	4	3	16	3	5	4	13	4	3
Architecture	4	6	3	10	4	2	4	4	3	2	7	4	2	3	10	2	1	2	7	1	4	3	1	3	10	5
A calm pace of life	3	4	3		4	4	2	6	4	5	7	1	3	2	2	7	9	4	3	2	4	5	4	5	3	2
Reliability of people	2	3	2		1	3	3	3	3	3	1	1	3	4	1	3	2	2	2	2	2	3	3	0	3	3
Sociability of people	2	1	2		2	1		0	3	4	2		3	1	3	1		1	1	2	3	1	2	0		2
Nightlife	1	0	1		4	1	1	0			2	0		0	3			1	0		2	2	0		1	1
Other	3	4	2		4	1	5	4	4	4	2	5	2	3	1	4	4	4	3	5	2	2	1	7	2	3



Things done in Helsinki during the last year- Yes

All respondents, n=1044

In the last 12 months, have you done any of the following in Helsinki? Have you...

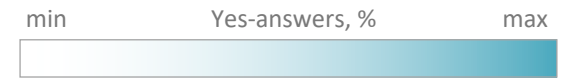


Things done in Helsinki during the last year- Yes

In the last 12 months, have you done any of the following in Helsinki? Have you...

n=all respondents

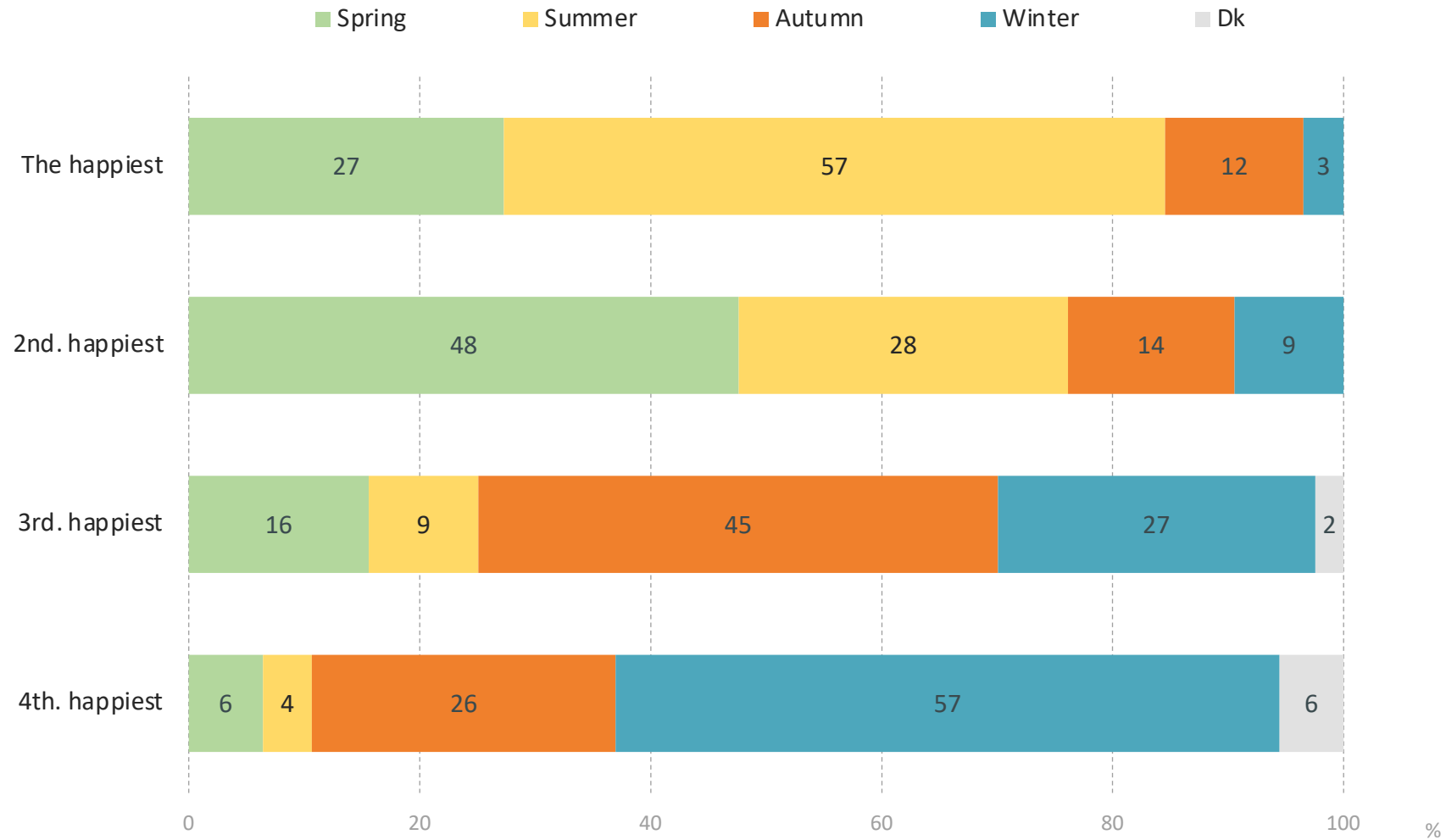
	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Visited a library	86	81	91	100	87	90	82	81	81	79	84	84	91	83	100	79	82	85	85	86	92
Walked in the forest	83	81	85	94	80	83	84	83	82	79	76	82	93	87	89	75	77	79	86	88	85
Eaten cinnamon buns	78	75	81	88	76	70	80	76	80	84	69	74	87	78	86	78	71	70	83	86	82
Visited an art museum or a theatre	78	69	86	82	80	75	80	77	73	75	74	84	84	76	83	69	65	79	81	69	73
Watched birds	45	40	50	28	42	40	51	53	59	49	43	45	50	49	30	52	54	45	47	47	41
Swam in the sea	40	35	45	54	49	41	42	39	26	17	42	48	43	47	47	19	25	37	40	41	49
Visited a public sauna	31	32	30	34	39	32	30	30	19	21	39	37	28	29	40	19	20	28	32	22	41
Attended district events	30	25	34	12	37	38	31	34	26	18	34	29	45	37	24	20	22	29	32	23	32
Visited a festival	24	20	28	10	34	31	35	22	11	9	34	28	31	31	23	10	9	25	26	17	24
Ridden a sled downhill	20	18	23	18	16	35	30	13	15	10	34	26	23	23	16	12	12	10	13	18	62
Hugged a tree	18	10	26	12	15	15	21	22	22	25	16	18	16	19	15	22	21	19	17	17	19
Ridden a city bike	18	15	20	30	28	18	13	16	5	2	18	20	28	22	23	2	7	18	20	16	13
Taken a boatride	17	17	18	12	16	17	24	18	16	16	25	21	23	17	12	13	9	12	21	13	23
Skied	17	16	17	4	14	19	26	19	19	16	27	29	18	12	5	15	13	11	15	14	35
Played a snowball fight	14	13	15	12	10	18	20	14	11	9	18	15	11	19	12	9	9	9	12	13	28
Swam in frozen open water	10	9	12	2	20	9	11	11	7	4	21	17	12	10	4	5	7	9	12	7	14
Fished	7	10	5	10	4	11	7	5	8	9	9	6	3	11	8	7	4	8	7	3	11
Rolled around naked in the snow	4	4	4	0	4	3	7	5	2	2	8	5	1	7	1	2	3	2	3	4	9



The happiest season for Helsinki residents

What time of the year do you feel yourself the happiest? (Put the seasons in order)

n=all respondents

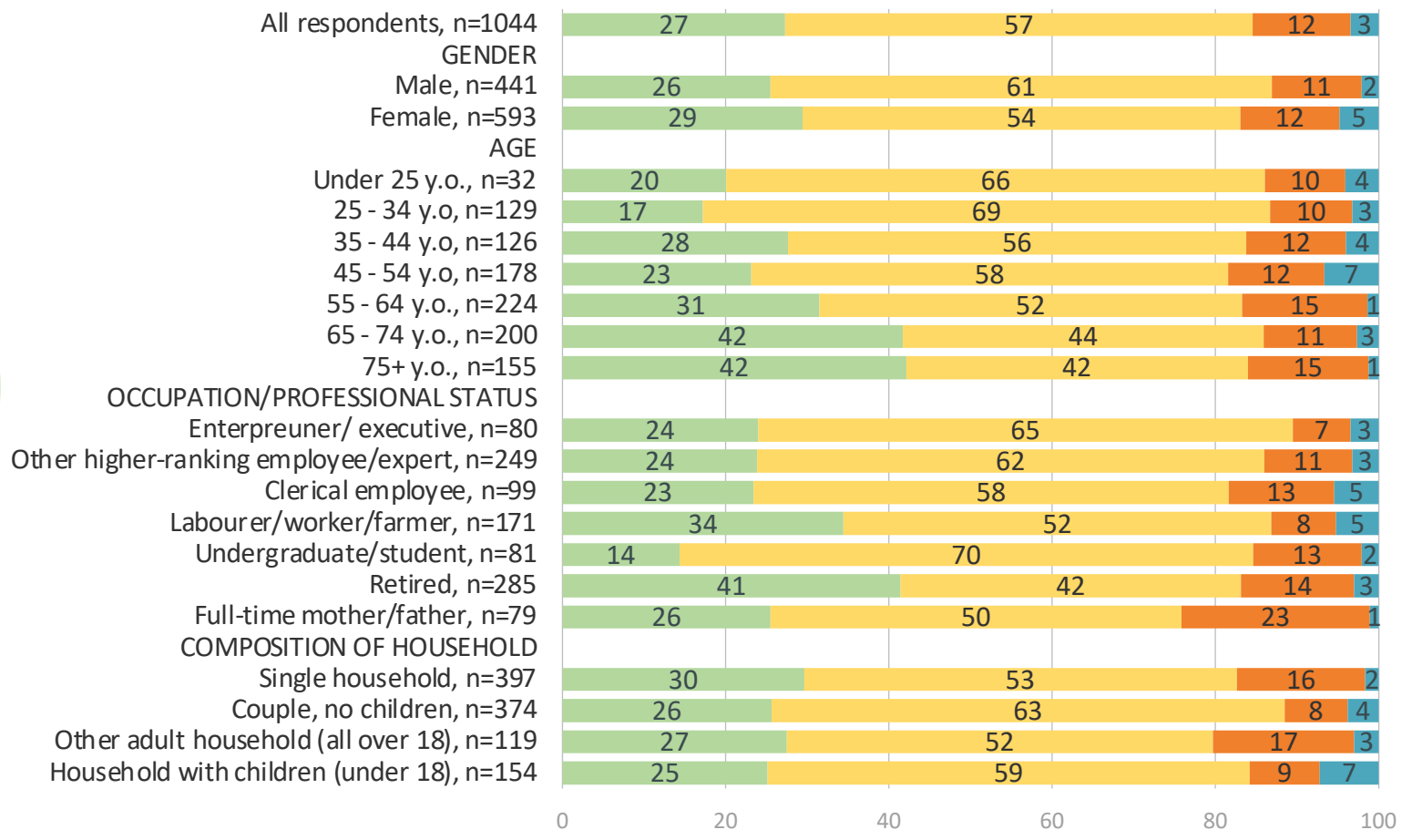
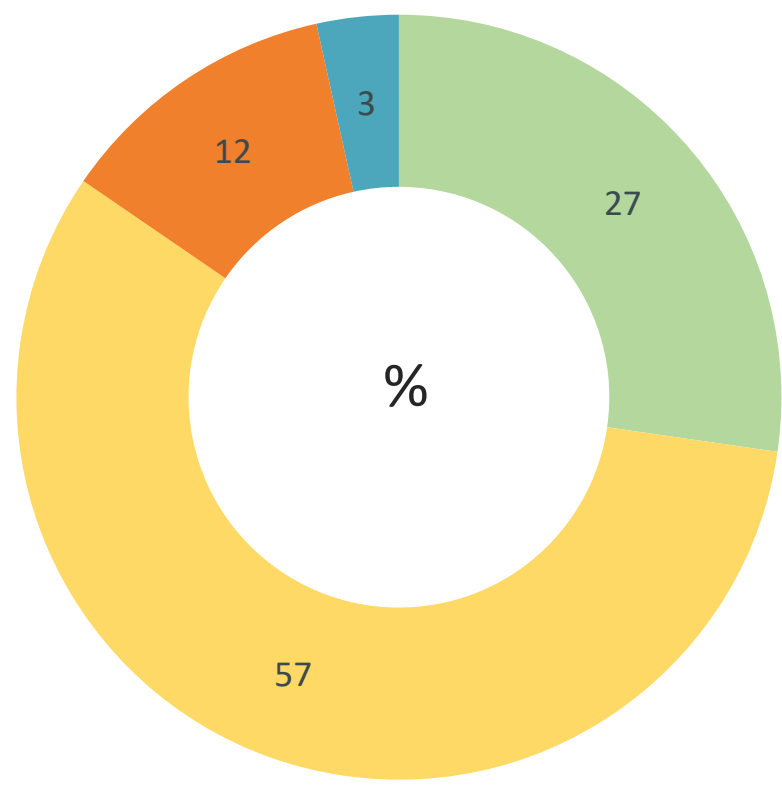


The happiest season for Helsinki residents

What time of the year do you feel yourself the happiest? (Put the seasons in order)

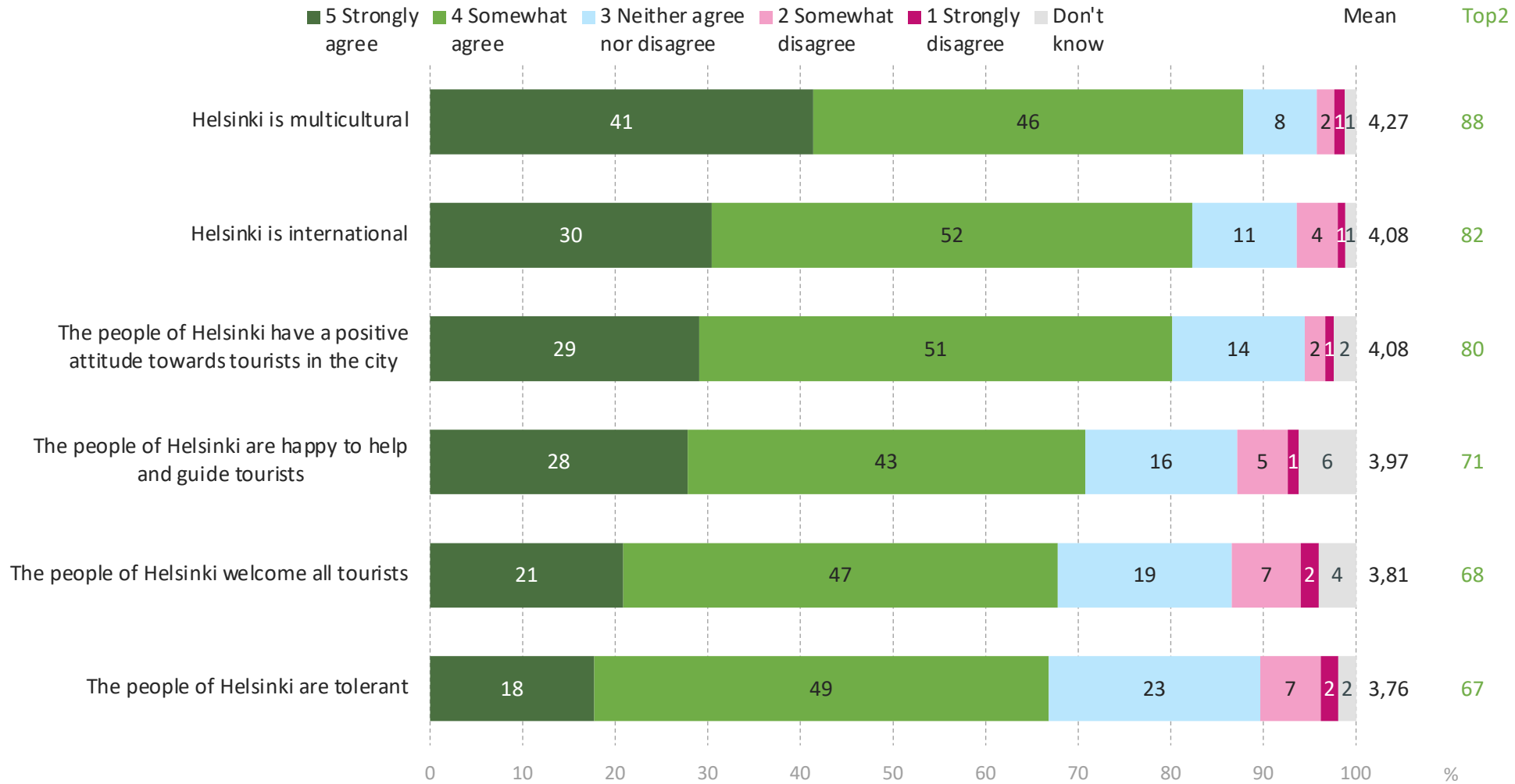
n=all respondents

■ Spring ■ Summer ■ Autumn ■ Winter



Attitude towards Helsinki and the residents of Helsinki

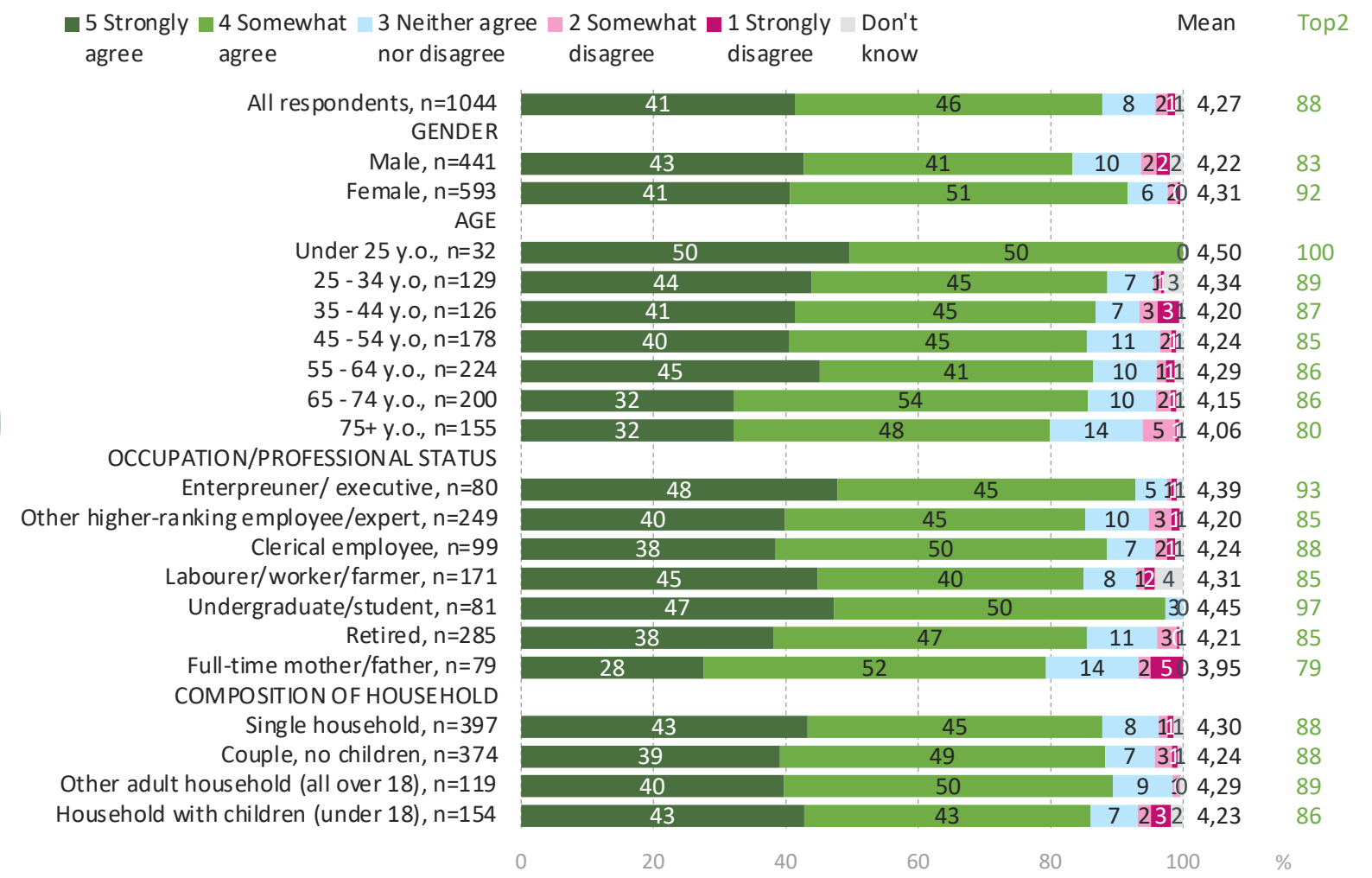
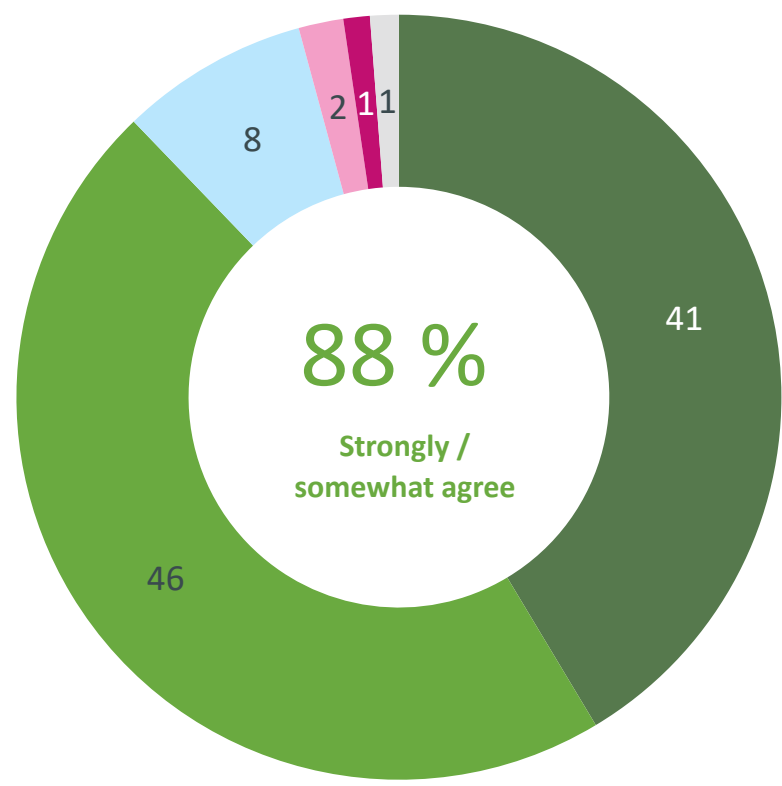
How do you feel about the following statements about Helsinki and the residents of Helsinki?



n=all respondents

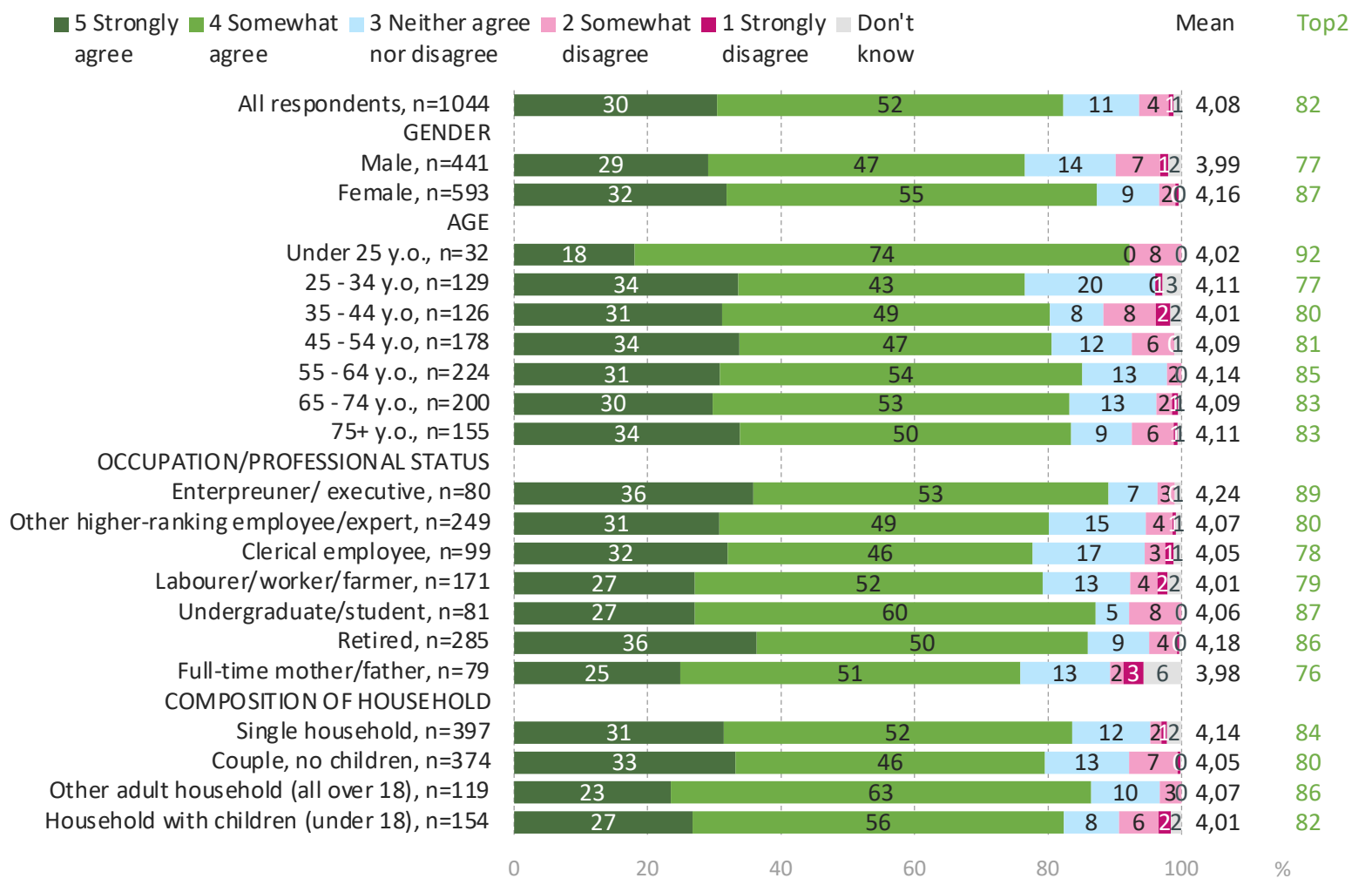
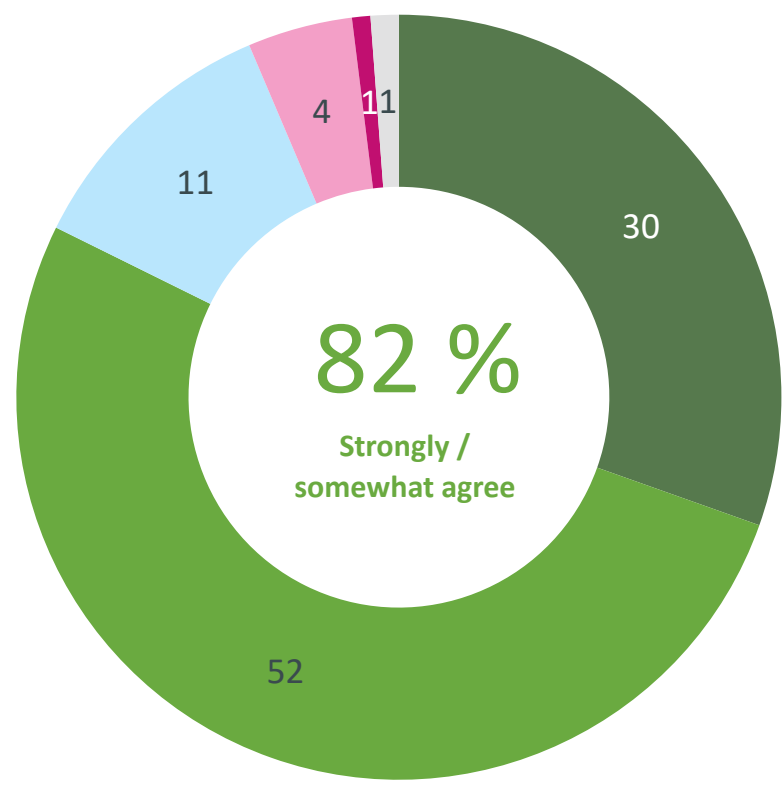
Helsinki is multicultural

n=all respondents



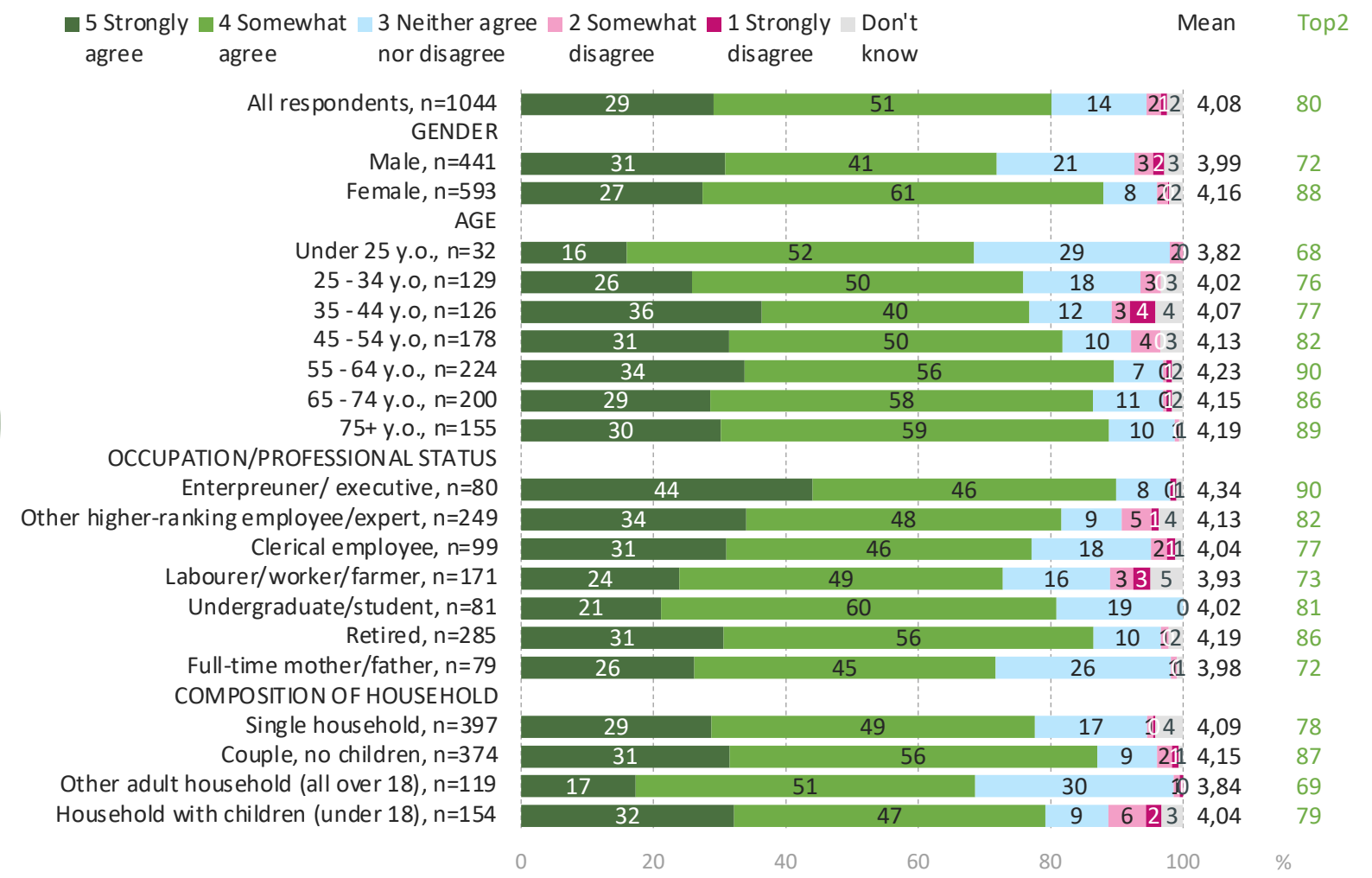
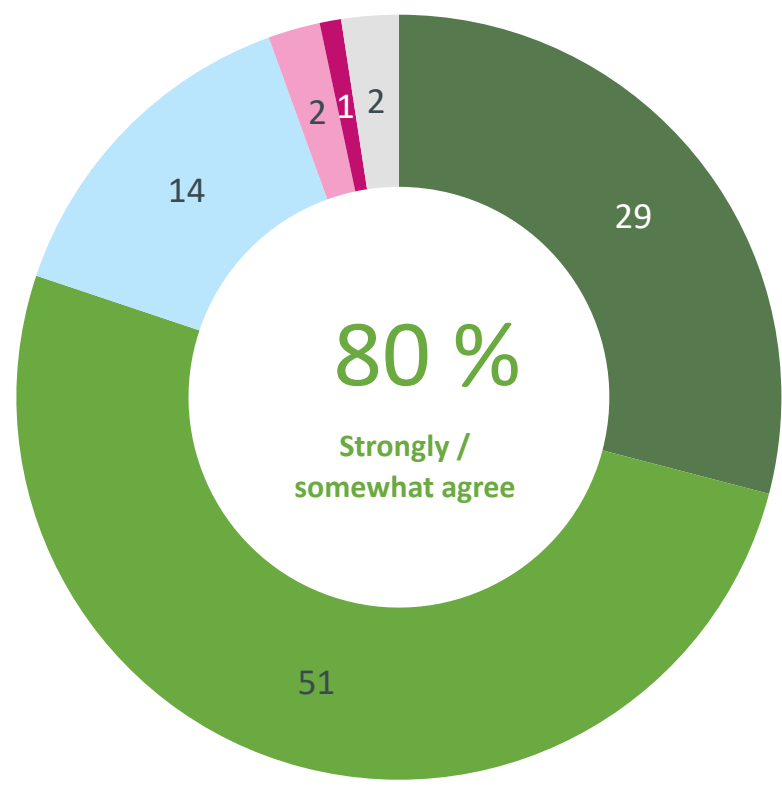
Helsinki is international

n=all respondents



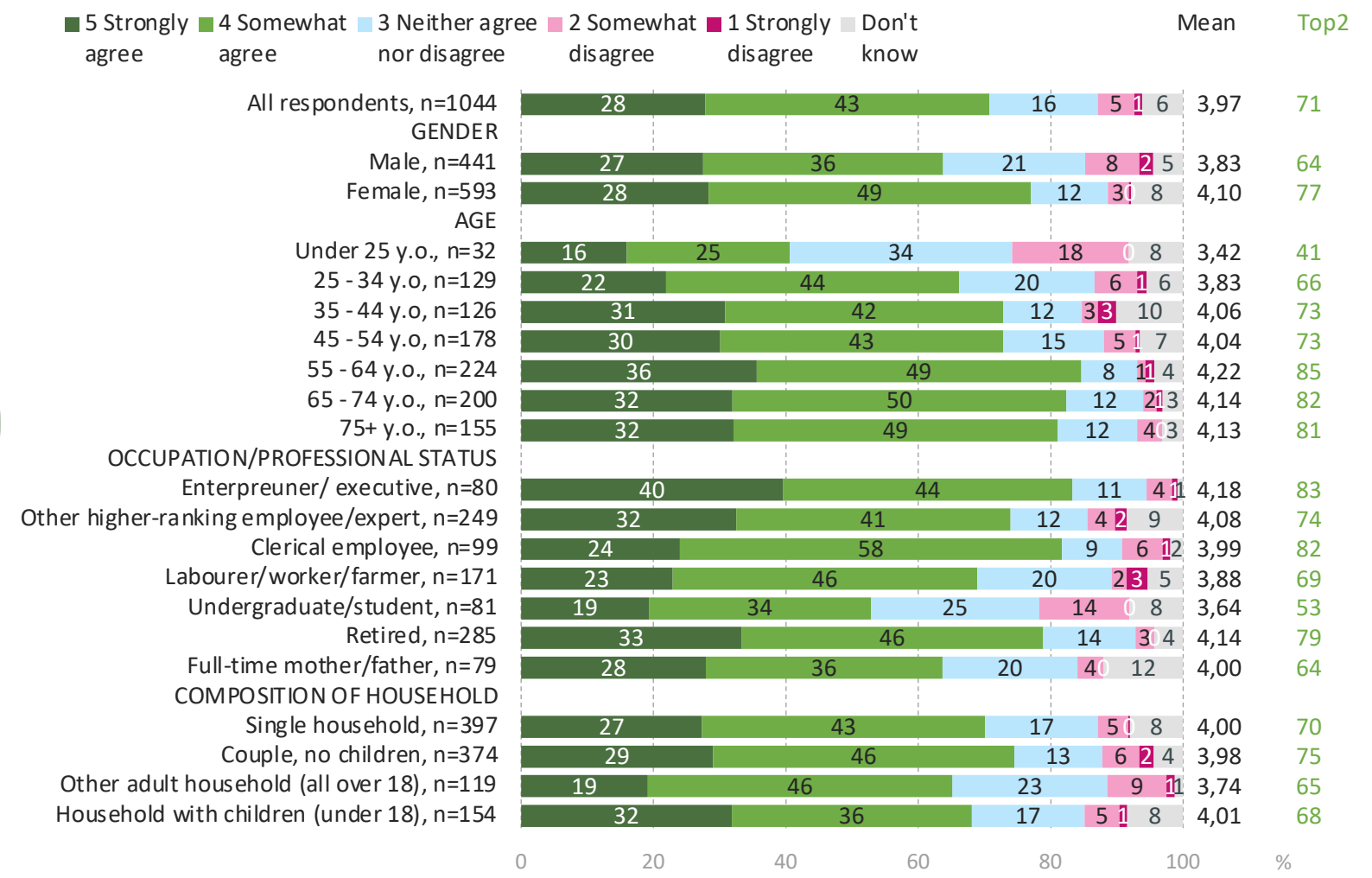
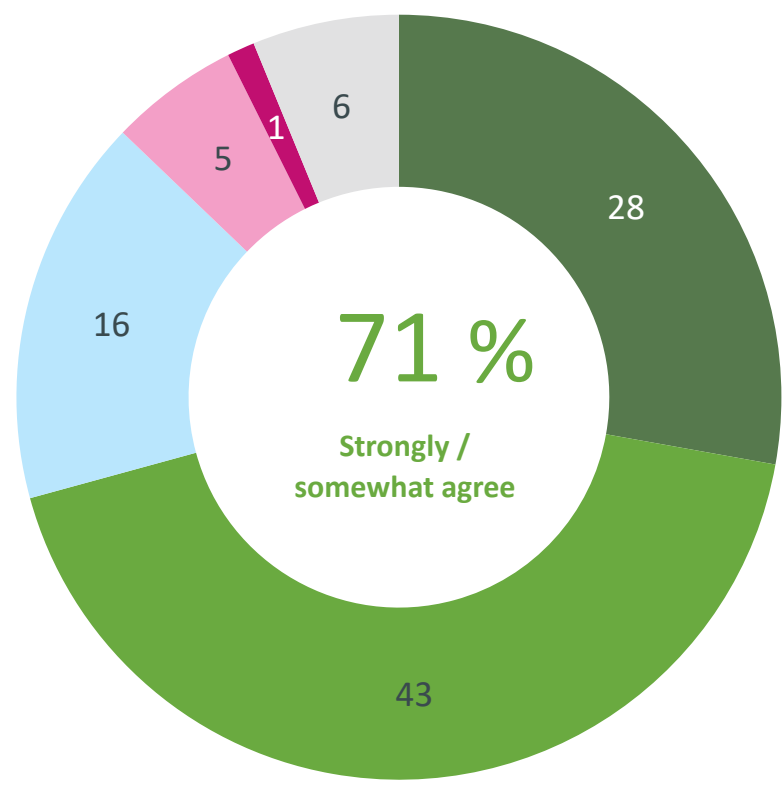
The residents of Helsinki have a positive attitude towards tourists in the city

n=all respondents



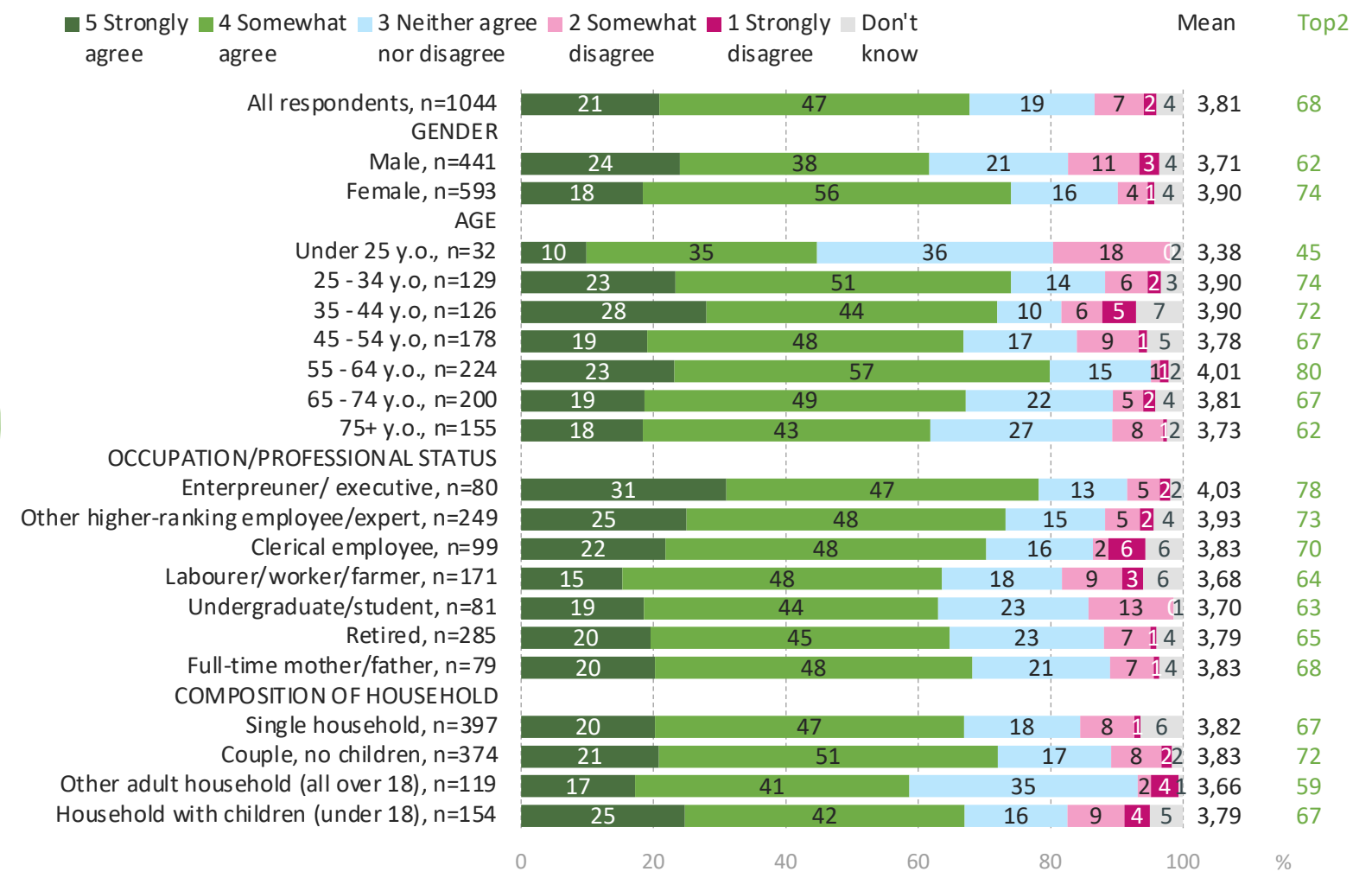
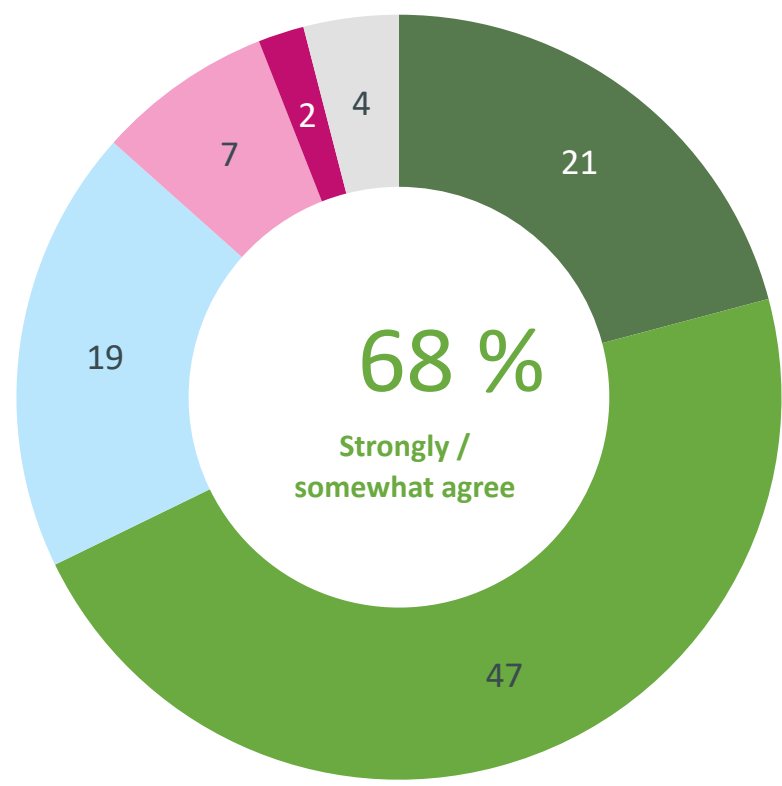
The residents of Helsinki are happy to help and guide tourists

n=all respondents



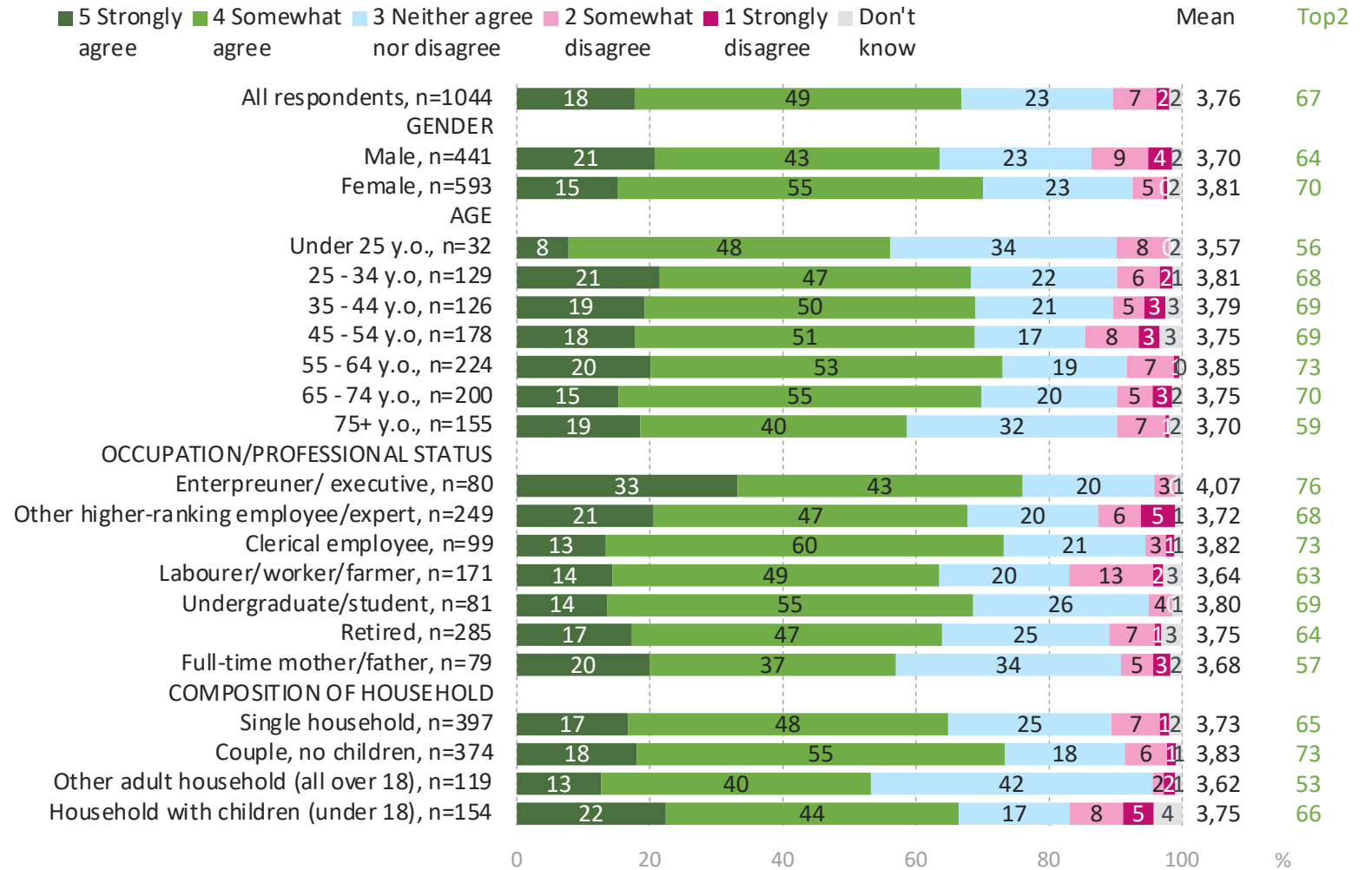
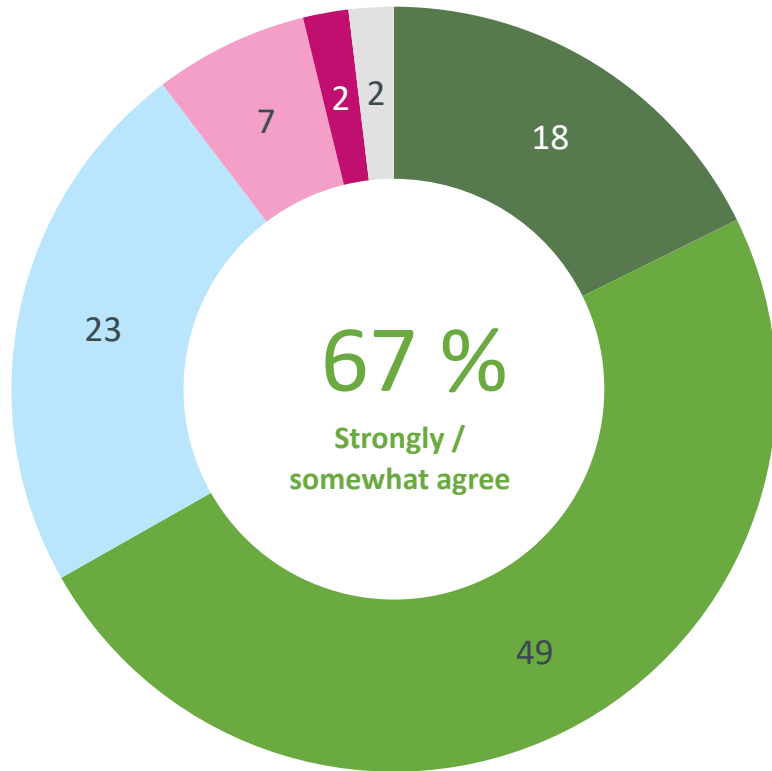
The residents of Helsinki welcome all tourists

n=all respondents



The residents of Helsinki are tolerant

n=all respondents

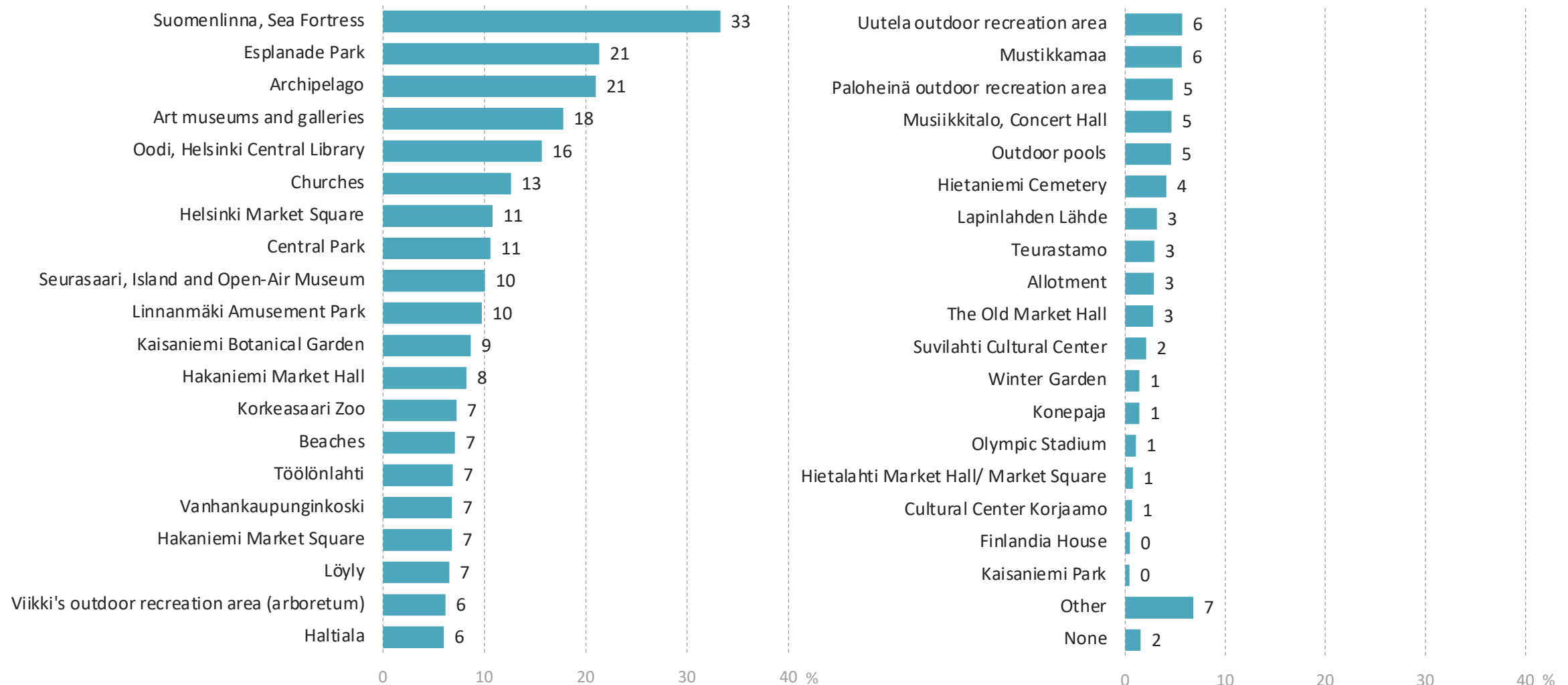


What would you recommend for people visiting Helsinki?

Popular and recommended places in Helsinki

All respondents, n=1043

In which place in Helsinki do you feel happy/ in a good mood and would recommend it for foreign tourists? Tell me your three favorite places

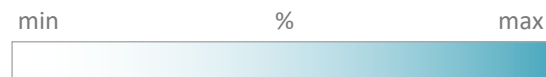


Popular and recommended places in Helsinki 1(2)

In which place in Helsinki do you feel happy/ in a good mood and would recommend it for foreign tourists? Tell me your three favorite places.

n=all respondents

	All respondents, n=1043	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=592	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=125	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=284	Full-time mother/father, n=79	Single household, n=396	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Suomenlinna, Sea Fortress	33	35	32	26	35	37	37	38	31	24	41	36	31	37	28	28	37	31	36	40	29
Esplanade Park	21	23	20	32	19	10	17	18	28	38	22	19	12	17	27	30	16	21	22	19	24
Archipelago	21	19	23	4	20	23	22	29	26	21	24	28	29	18	12	20	18	18	24	23	23
Art museums and galleries	18	14	22	18	17	14	14	17	28	22	17	14	22	12	20	24	18	21	16	15	15
Oodi, Helsinki Central Library	16	14	17	14	17	18	13	15	13	17	12	16	19	17	14	16	13	13	20	18	12
Churches	13	14	12	20	12	6	9	10	16	23	11	11	4	11	17	18	11	12	14	9	15
Helsinki Market Square	11	11	11	6	6	7	11	13	18	23	18	4	10	12	6	23	11	11	9	16	10
Central Park	11	11	10	2	7	18	11	13	14	9	17	11	14	13	5	10	10	9	13	7	11
Seurasaaari, Island and Open-Air Museum	10	8	12	12	11	8	9	9	10	13	9	9	7	14	10	10	8	11	9	10	11
Linnanmäki Amusement Park	10	12	8	26	10	10	5	7	5	4	4	5	6	13	19	6	14	8	5	17	19
Kaisaniemi Botanical Garden	9	6	11	10	11	7	9	7	9	8	4	8	6	10	9	10	12	10	8	12	5
Hakaniemi Market Hall	8	8	9	0	6	8	11	16	11	8	12	9	6	5	3	11	20	8	9	3	9
Korkeasaari Zoo	7	9	6	10	6	11	4	7	6	4	4	3	7	14	7	7	5	7	7	8	7
Beaches	7	8	7	18	11	5	5	5	0	2	1	8	7	4	17	1	4	7	6	15	5
Töölönlahti	7	8	6	12	6	6	7	7	7	4	8	7	3	4	15	5	1	8	9	5	2
Vanhankaupunginkoski	7	7	6	8	8	4	7	7	8	5	2	6	15	8	4	6	8	8	6	7	5
Hakaniemi Market Square	7	7	7	0	7	8	5	10	7	12	5	6	7	5	4	9	17	8	7	4	4
Löyly	7	5	8	4	11	10	7	2	3	3	16	12	5	5	4	3	2	4	10	1	9
Viikki's outdoor recreation area (arboretum)	6	7	6	12	7	6	8	4	1	2	2	6	9	6	11	1	5	7	6	3	8
Haltiala	6	6	6	2	5	7	9	6	7	6	6	8	13	5	2	5	6	5	5	11	9



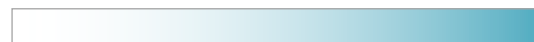
Popular and recommended places in Helsinki 2(2)

In which place in Helsinki do you feel happy/ in a good mood and would recommend it for foreign tourists? Tell me your three favorite places.

n=all respondents

	All respondents, n=1043	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=592	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=125	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=284	Full-time mother/father, n=79	Single household, n=396	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Uutela outdoor recreation area	6	2	9	2	5	7	10	5	6	3	4	8	3	10	2	3	5	4	6	8	6
Mustikkamaa	6	5	6	6	13	4	5	4	0	2	5	6	7	4	10	2	5	5	8	6	2
Paloheinä outdoor recreation area	5	8	2	8	4	5	4	3	4	5	7	3	7	10	0	3	6	6	3	7	4
Musiikkitalo, concert hall	5	6	4	8	3	2	3	4	6	11	2	3	4	2	7	9	3	6	5	4	1
Outdoor pools	5	4	5	4	2	5	9	5	5	3	8	5	2	3	6	3	6	6	2	3	6
Hietaniemi Cemetery	4	3	5	4	1	3	6	6	5	7	5	4	4	5	2	5	6	4	5	4	5
Lapinlahden Lähde	3	2	4	2	3	2	6	2	4	3	3	4	0	4	3	4	1	4	3	1	3
Teurastamo	3	3	3	0	4	6	5	1	0	1	4	2	9	3	3	1	0	2	5	1	2
Allotment	3	2	3	0	3	4	3	5	4	1	4	5	2	3	1	2	3	2	4	2	3
The Old Market Hall	3	2	3	6	3	1	4	2	3	3	2	3	1	3	4	2	2	4	2	1	3
Suvilahti Cultural Center	2	3	1	10	2	1	1	0	1	0	2	0	2	0	9	0	0	5	0	1	1
Winter Garden	1	0	2	4	1	1	1	1	2	1	0	1	0	2	1	2	5	1	2	3	0
Konepaja	1	2	1	0	2	3	3	1	0	0	4	2	1	1	2	0	0	1	1	0	3
Olympic Stadium	1	2	0	0	1	0	1	2	1	2	2	0	6	0	0	2	1	1	1	1	1
Hietalahti Market Hall/ Market Square	1	1	1	0	0	1	2	1	1	0	3	1	0	2	0	1	0	1	1	1	1
Cultural Center Korjaamo	1	1	1	0	3	0	1	0	0	0	0	1	1	2	1	0	0	1	1	1	1
Finlandia House	0	0	1	0	1	0	0	0	2	2	0	0	0	0	1	2	0	0	1	1	0
Kaisaniemi Park	0	0	1	0	1	0	1	1	1	0	0	0	1	0	1	1	1	0	0	1	0
Other	7	8	6	10	7	9	6	6	5	3	4	7	6	4	12	7	8	8	6	7	5
None	2	2	1	0	2	4	1	0	1	1	0	4	2	1	0	1	0	2	1	1	4

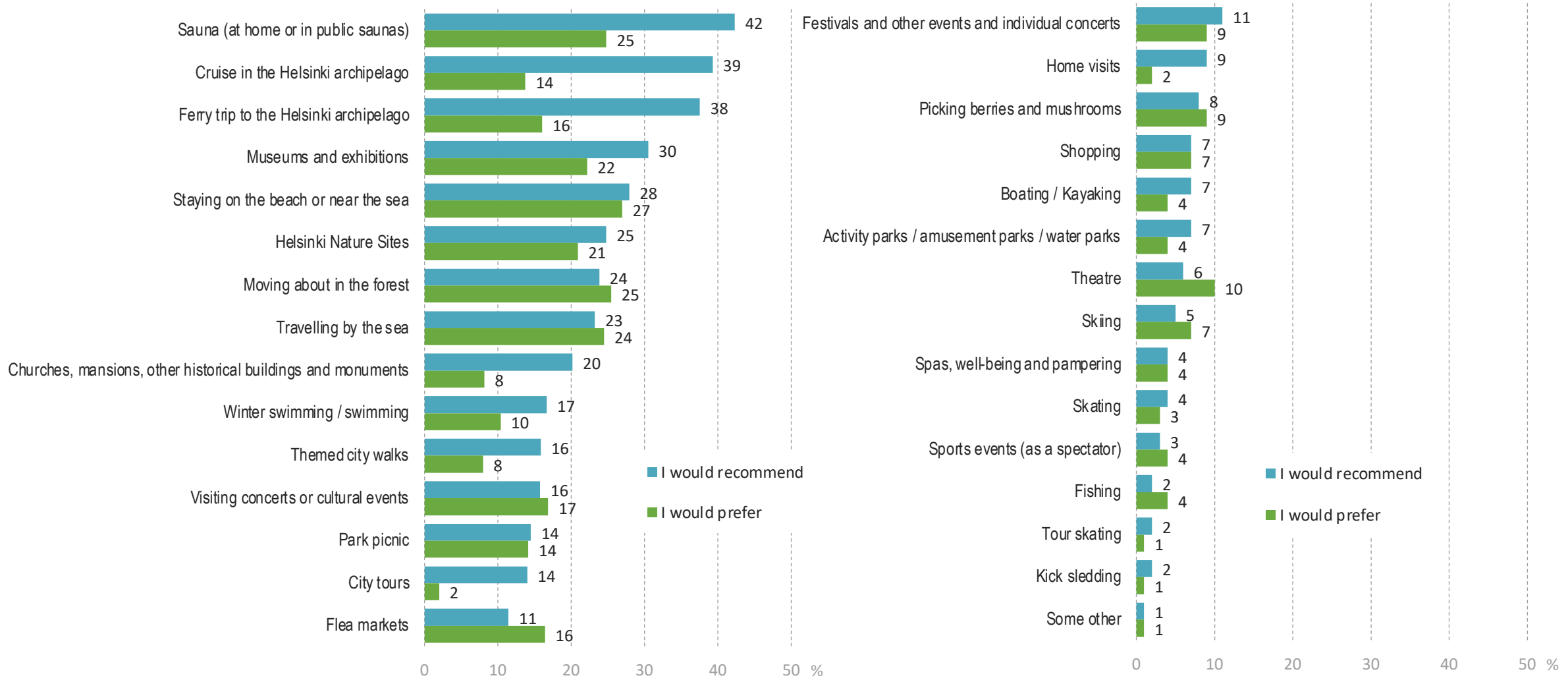
min % max



Destinations and things to do in Helsinki

All respondents, n=1044

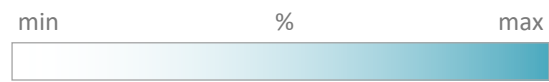
If you had to introduce your hometown Helsinki to a foreign friend or acquaintance and you wanted to offer him something to experience, what would you recommend and what are your favorite ways to spend your leisure time in Helsinki? Tell us 1-5 recommendations and your favorite ways to spend your leisure time.



Destinations and things to do in Helsinki: I would recommend 1(2)

n=all respondents

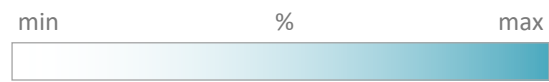
	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Sauna (at home or in public saunas)	42	44	41	66	50	48	40	27	26	27	40	43	32	44	58	28	46	40	41	42	51
Cruise in the Helsinki archipelago	39	40	39	34	29	28	36	50	59	57	43	39	33	29	34	54	48	41	42	44	28
Ferry trip to the Helsinki archipelago	38	36	40	24	41	32	42	44	39	39	39	41	45	38	23	39	50	35	40	35	39
Museums and exhibitions	30	32	29	42	31	26	20	30	33	37	30	23	24	30	42	34	28	36	29	26	25
Staying on the beach or near the sea	28	27	28	12	39	29	32	28	25	20	26	33	27	28	24	23	34	25	28	37	27
Helsinki Nature Sites	25	20	29	26	26	22	27	27	25	18	21	21	29	34	23	20	26	26	25	23	22
Moving about in the forest	24	24	24	16	25	28	28	28	20	18	17	28	40	24	19	14	29	19	28	27	26
Travelling by the sea	23	24	23	10	21	23	29	32	23	24	25	29	32	19	13	26	21	19	26	32	22
Churches, mansions, other historical buildings and monuments	20	19	21	30	20	15	15	17	21	27	11	16	18	28	19	25	14	27	17	17	13
Open frozen water swimming / swimming	17	14	18	28	23	17	15	14	9	3	24	19	13	15	26	6	14	15	16	8	26
Themed city walks	16	14	17	22	7	14	17	22	22	15	22	14	19	16	13	18	13	15	19	13	14
Visiting concerts or cultural events	16	15	16	6	18	11	20	17	19	22	15	12	19	12	16	23	19	19	16	13	9
Park picnic	14	11	18	10	22	16	14	18	9	4	17	14	16	20	16	8	14	15	14	13	15
City tours	14	13	15	4	6	8	13	16	31	31	16	11	11	11	5	31	11	15	15	16	6
Flea markets	11	10	11	18	12	11	8	12	9	9	13	8	10	12	18	9	14	10	14	8	11



Destinations and things to do in Helsinki: I would recommend 2(2)

n=all respondents

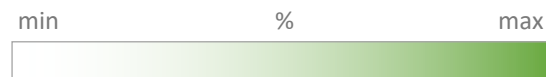
	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Festivals and other events and individual concerts	11	10	12	8	11	15	14	14	4	6	13	9	13	17	10	5	12	11	11	5	14
Home visits (a visit to an ordinary home)	9	9	9	12	9	11	9	6	10	7	18	8	6	10	10	7	10	7	9	19	8
Picking berries and mushrooms	8	6	10	2	6	17	10	6	9	6	7	9	8	11	6	7	10	7	8	8	13
Shopping	7	9	6	18	8	6	4	3	8	4	12	4	1	8	14	7	3	8	5	14	8
Boating / Kayaking	7	7	7	2	8	10	6	7	9	5	7	11	11	5	4	6	5	5	8	3	11
Activity parks / amusement parks / water parks	7	6	7	12	7	10	3	5	3	5	7	4	5	12	9	4	1	6	7	5	9
Theatre	6	6	7	16	4	4	4	6	4	10	3	3	5	7	13	8	4	10	6	5	1
Skiing	5	6	3	0	5	10	5	4	4	4	4	10	2	5	1	3	6	3	5	4	10
Spas, well-being and pampering	4	5	4	10	1	4	5	3	6	2	3	5	3	2	8	5	0	4	3	3	8
Skating	4	4	4	14	4	2	2	1	1	1	3	3	2	0	11	1	4	4	4	1	4
Sports events (as a spectator)	3	6	1	0	4	4	5	3	2	3	7	2	7	3	3	2	3	4	2	3	5
Kick sledding	2	2	2	0	5	2	1	2	1	1	1	1	6	1	2	1	5	2	2	4	1
Tour skating	2	1	3	2	1	1	4	3	3	2	3	2	2	3	0	3	1	2	2	3	2
Fishing	2	3	1	0	0	4	1	2	4	2	5	1	2	1	1	3	4	1	1	2	4
Some other	1	2	1	0	0	2	2	1	2	1	1	1	2	1	0	1	0	1	1	0	0



Destinations and things to do in Helsinki: I would prefer 1(2)

n=all respondents

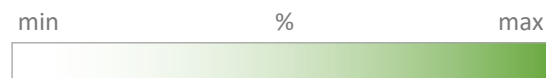
	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Staying on the beach or near the sea	27	23	30	21	38	22	26	31	21	22	23	29	27	28	27	21	35	26	29	32	23
Moving about in the forest	25	24	27	32	23	32	24	24	22	18	22	25	33	28	27	18	25	20	26	36	31
Sauna (at home or in public saunas)	25	27	23	38	29	23	25	21	17	15	31	28	19	22	36	16	17	21	23	28	35
Travelling by the sea	24	25	24	29	23	21	25	29	24	22	20	28	32	22	24	23	20	27	23	25	21
Museums and exhibitions	22	19	25	28	22	20	16	25	25	22	25	18	19	20	29	23	25	27	20	24	13
Helsinki Nature Sites	21	17	24	22	27	22	22	17	15	14	20	20	23	32	19	11	22	21	22	16	20
Visiting concerts or cultural events	17	15	18	12	19	12	20	20	21	14	17	12	20	14	22	19	14	22	16	11	9
Flea markets	16	14	18	36	21	15	9	12	9	10	12	9	12	12	35	12	24	17	17	11	18
Ferry trip to the Helsinki archipelago	16	15	17	6	20	12	20	19	18	14	22	15	22	14	14	17	16	15	17	16	17
Park picnic	14	10	18	16	20	17	14	10	8	5	13	14	13	21	19	5	9	18	14	8	10
Cruise in the Helsinki archipelago	14	14	14	2	12	11	13	19	25	19	14	13	20	12	5	20	17	14	17	10	11
Open frozen water swimming / swimming	10	9	11	16	18	13	6	5	4	1	18	11	10	9	16	3	9	11	12	3	12
Theatre	10	7	13	20	8	5	10	11	10	13	5	9	8	8	17	12	9	12	10	10	7
Festivals and other events and individual concerts	9	6	12	6	10	9	14	12	5	3	16	9	12	11	7	4	10	13	8	1	6
Picking berries and mushrooms	9	6	11	2	9	15	9	7	9	10	6	9	12	10	6	11	6	10	9	5	9



Destinations and things to do in Helsinki: I would prefer 2(2)

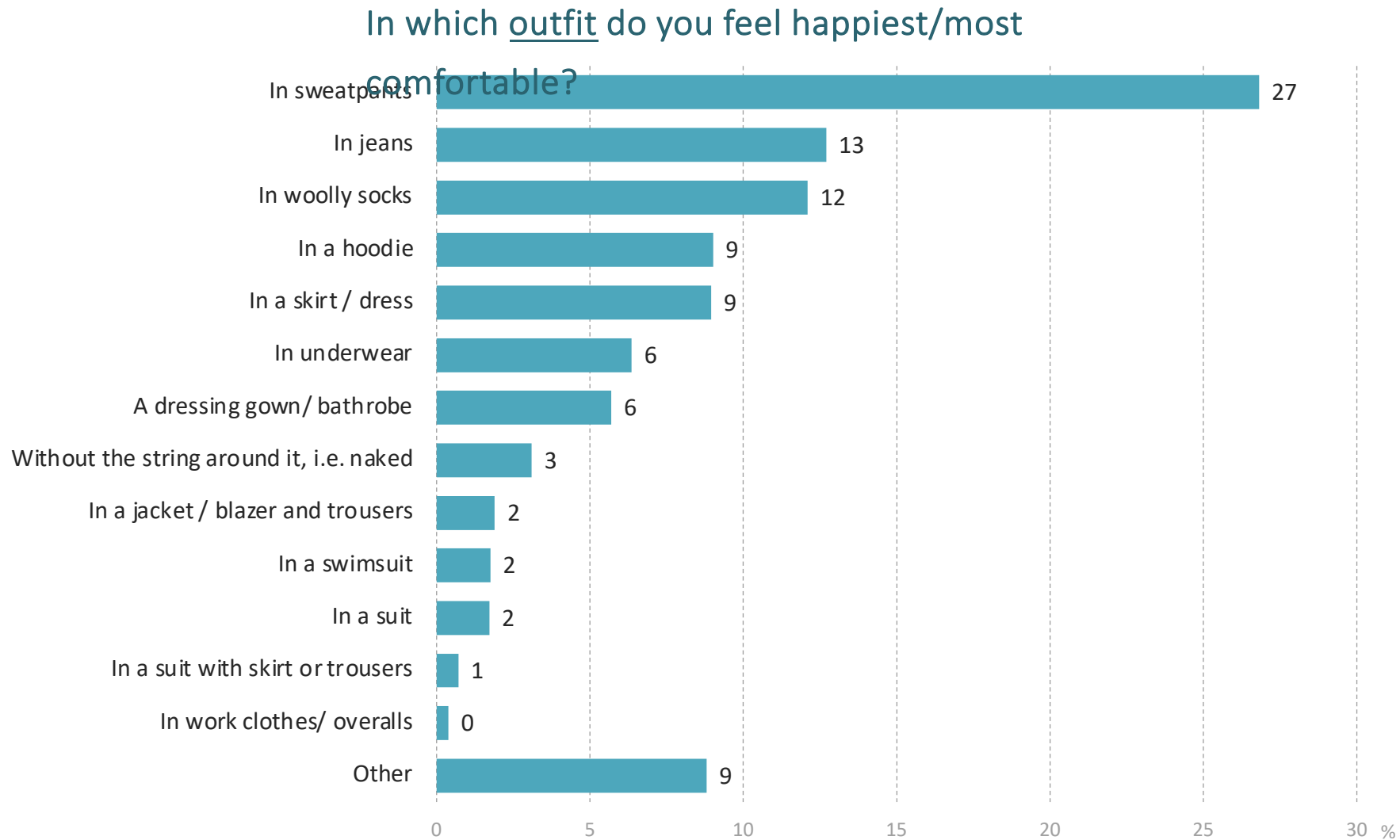
n=all respondents

	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
Churches, mansions, other historical buildings and monuments	8	7	9	4	7	6	8	13	12	10	11	9	8	8	6	9	7	9	9	7	6
Themed city walks	8	8	7	18	1	7	7	10	10	10	11	7	5	10	8	8	7	8	10	4	5
Shopping	7	8	7	12	11	7	3	6	4	2	9	3	7	10	10	6	6	9	5	1	10
Skiing	7	7	6	2	8	7	10	7	5	5	10	12	3	6	2	5	7	5	6	4	13
Fishing	4	8	2	10	4	5	2	3	4	2	3	2	2	8	7	3	4	4	5	1	7
Sports events (as a spectator)	4	5	3	2	3	4	8	7	2	3	10	4	7	5	2	3	4	4	3	3	8
Boating / Kayaking	4	5	4	0	6	4	5	6	4	2	9	6	9	3	3	2	1	2	5	3	8
Activity parks / amusement parks / water parks	4	3	5	20	2	4	2	0	2	0	0	3	2	4	13	0	1	3	1	15	7
Spas, well-being and pampering	4	4	4	12	1	3	5	2	3	4	0	3	3	4	9	3	1	2	3	1	11
Skating	3	3	3	12	2	2	2	0	0	1	3	3	2	1	8	1	0	4	1	4	4
Home visits (a visit to an ordinary home)	2	2	3	4	3	2	2	0	2	1	5	1	2	1	4	2	2	2	2	3	3
City tours	2	1	2	0	0	2	2	1	5	4	0	1	3	0	1	5	4	2	1	4	1
Tour skating	1	1	1	2	1	0	2	1	2	1	1	2	0	2	0	1	0	1	1	3	1
Kick sledding	1	1	1	0	1	1	1	0	2	1	0	1	5	0	0	1	0	1	0	4	1
Some other	1	1	1	0	0	2	1	2	1	1	2	1	2	1	0	1	1	2	1	1	0



The favorite outfit of Helsinki residents

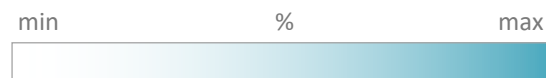
All respondents, n=1044



The favorite outfit of Helsinki residents

n=all respondents

	All respondents, n=1044	GENDER		AGE							OCCUPATION/PROFESSIONAL STATUS							COMPOSITION OF HOUSEHOLD			
		Male, n=441	Female, n=593	Under 25 y.o., n=32	25 - 34 y.o., n=129	35 - 44 y.o., n=126	45 - 54 y.o., n=178	55 - 64 y.o., n=224	65 - 74 y.o., n=200	75+ y.o., n=155	Entrepreneur/ executive, n=80	Other higher-ranking employee/expert, n=249	Clerical employee, n=99	Labourer/worker/farmer, n=171	Undergraduate/student, n=81	Retired, n=285	Full-time mother/father, n=79	Single household, n=397	Couple, no children, n=374	Other adult household (all over 18), n=119	Household with children (under 18), n=154
In sweatpants	27	26	28	44	25	22	24	23	30	24	22	27	24	30	28	26	24	28	31	28	13
In jeans	13	16	9	6	7	7	16	20	19	22	16	13	10	12	7	20	12	11	15	14	11
In woolly socks	12	8	16	2	8	15	18	16	13	15	11	16	11	12	6	13	17	9	12	11	18
In a hoodie	9	8	9	16	13	11	7	4	4	1	9	7	11	9	17	3	8	10	6	5	15
In a skirt / dress	9	1	17	6	14	9	8	4	10	6	6	8	16	7	11	8	6	8	10	4	12
In underwear	6	12	1	10	9	7	4	4	4	3	1	4	3	10	8	6	14	9	6	1	5
A dressing gown/ bathrobe	6	6	6	4	9	5	1	6	5	10	7	4	7	4	7	6	11	6	5	10	3
Without the string around it, i.e. naked	3	4	2	0	5	3	4	5	2	1	5	3	2	6	1	1	4	3	4	2	4
In a jacket / blazer and trousers	2	3	1	0	3	1	2	1	4	1	3	1	6	0	2	3	1	3	1	2	2
In a swimsuit	2	1	2	0	1	5	3	0	2	1	1	3	1	2	2	0	2	2	1	0	5
In a suit	2	4	0	8	1	0	2	0	0	1	3	0	1	0	7	1	0	1	1	10	1
In a suit with skirt or trousers	1	0	1	0	1	0	1	0	1	4	1	0	1	0	1	2	0	1	0	3	0
In work clothes/ overalls	0	1	0	0	0	0	0	1	1	2	1	0	0	0	0	2	0	0	1	0	0
Other	9	9	9	4	5	15	10	14	5	7	12	13	8	8	5	10	2	9	7	10	11



Appendix

TABLE OF RELIABILITY LIMIT ON THE LEVEL OF 95 %

Result in percentage	NUMBER OF RESPONDENTS															
	25	50	75	100	150	200	250	300	400	500	600	800	1000	2000	3000	5000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2 or 98	±5.6	±4.0	±3.2	±2.8	±2.3	±2.0	±1.8	±1.6	±1.4	±1.3	±1.1	±0.98	±0.9	±0.61	±0.51	±0.4
3 or 97	±6.8	±4.9	±3.9	±3.4	±2.8	±2.4	±2.2	±2.0	±1.7	±1.5	±1.4	±1.2	±1.1	±0.75	±0.62	±0.49
4 or 96	±7.8	±5.6	±4.5	±3.9	±3.2	±2.8	±2.5	±2.3	±2.0	±1.8	±1.6	±1.4	±1.3	±0.86	±0.71	±0.56
5 or 95	±8.7	±6.2	±5.0	±4.4	±3.6	±3.1	±2.7	±2.5	±2.2	±2.0	±1.8	±1.5	±1.4 1	±0.96	±0.79	±0.62
6 or 94	±9.5	±6.8	±5.5	±4.8	±3.9	±3.4	±3.0	±2.8	±2.4	±2.1	±2.0	±1.7	±1.5	±1.0	±0.87	±0.68
8 or 92	±10.8	±7.7	±6.2	±5.4	±4.4	±3.8	±3.4	±3.1	±2.7	±2.4	±2.2	±1.9	±1.7	±1.2	±0.99	±0.77
10 or 90	±12.0	±8.5	±6.9 3b	±6.0	±4.9 3a	±4.3	±3.8	±3.5	±3.0	±2.7	±2.5	±2.1	±1.9	±1.3	±1.1	±0.85
12 or 88	±13.0	±9.2	±7.5	±6.5	±5.3	±4.6	±4.1	±3.8	±3.3	±2.9	±2.7	±2.3	±2.1	±1.4	±1.2	±0.92
15 or 85	±14.3	±10.1	±8.2	±7.1	±5.9	±5.1	±4.5	±4.1	±3.6	±3.2	±2.9	±2.5	±2.3	±1.6	±1.3	±1.0 2
20 or 80	±16.0	±11.4	±9.2	±8.0	±6.6	±5.7	±5.0	±4.6	±4.0	±3.6	±3.3	±2.8	±2.5	±1.8	±1.4	±1.1
25 or 75	±17.3	±12.3	±10.0	±8.7	±7.1	±6.1	±5.5	±5.0	±4.3	±3.9	±3.6	±3.0	±2.8	±1.9	±1.6	±1.2
30 or 70	±18.3	±13.0	±10.5	±9.2	±7.5	±6.5	±5.8	±5.3	±4.6	±4.1	±3.8	±3.2	±2.9	±2.0	±1.7	±1.3
35 or 65	±19.1	±13.5	±11.0	±9.5	±7.8	±6.8	±6.0	±5.5	±4.8	±4.3	±3.9	±3.3	±3.1	±2.1	±1.7	±1.4
40 or 60	±19.6	±13.9	±11.3	±9.8	±8.0	±7.0	±6.2	±5.7	±4.9	±4.4	±4.0	±3.4	±3.1	±2.2	±1.8	±1.4
45 or 55	±19.8	±14.1	±11.4	±9.9	±8.1	±7.0	±6.2	±5.8	±5.0	±4.5	±4.1	±3.5	±3.2	±2.2	±1.8	±1.4
50 or 50	±20.0	±14.2	±11.5	±10.0	±8.2	±7.1	±6.3	±5.8	±5.0	±4.5	±4.1	±3.5	±3.2	±2.2	±1.8	±1.4

Example 1

If 5 % of thousand respondents had bought the product, error marginal is ±1.4 percentage unit. According to the 95 percentage's reliability level among the whole population there is 3.6–6.4 % those who have bought the product.

Example 2

We assume that market share is about 15 %. We would like to research this with accuracy of ±1 percentage unit. We need 5000 respondents in the research.

Example 3

a) Of thousand respondents 150 falls into age group 15–19. Of these 150 respondents 10 % says that they frequently buy product X. At 95 %'s reliability level the real share is 10 % ±4.9 i.e. 5.1–14.9 %.

b) If we only had 500 respondents, number of 15–19 years old should have been 75 and share of product buyers 10 % ±6.9 that is 3.1–16.9 %.

COMPARING RESULTS FROM TWO SEPARATE RESEARCHES AT 95 %'S CONFIDENCE LEVEL

p = 50 percentage

Sample size, research 2	Sample size, research 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	13.8						
250	11.6	8.8					
500	10.7	7.6	6.2				
750	10.4	7.2	5.7	5.1			
1000	10.3	6.9	5.4	4.7	4.4		
1500	10.1	6.7	5.1	4.4	4.0	3.6	
2000	10.0	6.6	4.9	4.2	3.8	3.4	3.1

p = 40 or 60 percentage

Sample size, research 2	Sample size, research 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	13.6						
250	11.4	8.6					
500	10.5	7.4	6.1				
750	10.2	7.0	5.5	5.0			
1000	10.1	6.8	5.2	4.6	4.3		
1500	9.9	6.6	5.0	4.3	3.9	3.5	
2000	9.8	6.4	4.8	4.1	3.7	3.3	3.0

p = 30 or 70 percentage

Sample size, research 2	Sample size, research 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	12.7						
250	10.6	8.0					
500	9.8	7.0	5.7				
750	9.6	6.6	5.2	4.6			
1000	9.4	6.3	4.9	4.3	4.0		
1500	9.3	6.1	4.6	4.0	3.7	3.3	
2000	9.2	6.0	4.5	3.8	3.5	3.1	2.8

p = 20 or 80 percentage

Sample size, research 2	Sample size, research 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	11.1						
250	9.3	7.0					
500	8.6	6.1	5.0				
750	8.3	5.7	4.5	4.1			
1000	8.2	5.6	4.3	3.8	3.5		
1500	8.1	5.3	4.1	3.5	3.2	2.9	
2000	8.0	5.3	3.9	3.4	3.0	2.7	2.5

p = 10 or 90 percentage

Sample size, research 2	Sample size, research 1						
	100	250	500	750	1000	1500	2000
	%	%	%	%	%	%	%
100	8.3						
250	7.0	5.3					
500	6.4	4.5	3.7				
750	6.3	4.3	3.4	3.0			
1000	6.2	4.2	3.2	2.8	2.6		
1500	6.1	4.0	3.0	2.6	2.4	2.2	
2000	6.0	3.9	2.9	2.5	2.3	2.0	1.9

With help of these tables it is possible to evaluate significance of percentages received in two different researches with different sample sizes.

Choose the table where received p (percentage) is closest to your results/percentages.

EXAMPLE

We had two separate researches; one with 250 respondents and another with 1000 respondents. Market share of the product was 37 % in the smaller research and 35 % in the one larger one.

We take table p = 40 or 60 % because the results are closest to it. Then we look the figure in the cell where sample sizes 1000 and 250 are crossing. In this case a significant difference would have been 6.8 percentage units. Difference between the two results was only 2 percentage units (37 % - 35 %) – it was not significant.