

A pair of hands is shown from the bottom, cupping a vibrant red heart. The hands are positioned centrally, with fingers slightly curled around the heart. The background is a dark, textured wooden surface with horizontal planks. The overall lighting is soft and focused on the heart and hands.

Loneliness barometer 2023

SURVEY REPORT

Finnish Red Cross

2 February 2023 | Taloustutkimus Oy | Tuomo Turja

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How the survey was conducted



Implementation of the survey

- This survey was carried out by Taloustutkimus Oy and commissioned by the Finnish Red Cross. The survey examined opinions on matters related to loneliness in Finland.
- The target group was people aged 15–84 in Finland, excluding the Åland Islands. For respondents aged 15–79, the survey was conducted as part of a weekly Telebus consumer survey. The interviews (50 pcs) with respondents aged 80–84 were conducted as a separate phone interview survey. For each target group, the sample was formed through random sampling of the contact information register of Bisnode Oy. The survey was carried out in the form of computer-assisted telephone interviews (CATI).
- The number of respondents to the survey was 1,055 people. The survey sample was weighted based on age, gender, residential area and household size to be representative of the target group. The unweighted and weighted structure of the sample is explained in the 'data structure' tab of the report's IT tables. In the tables, the unweighted n value represents the number of people interviewed in each background group, while the weighted n value represents the corresponding per thousand population (.000). The statistical margin of error of the survey's main results ('total' column) is, with 95% confidence, approximately ± 3.2 per cent at a maximum.
- The interviews were conducted between 2 and 10 January 2023.
- A t-test was applied to the output generated. It tests each tabulated background variable to see whether the result deviates more from the other respondents than the chance variation with 95% confidence. A colour background in a table cell shows that the difference is statistically significant.
- The respondents were asked to define their gender from the options: *female, male, other, do not wish to say*. The data included five persons who identified themselves as non-binary or did not define their gender. This number of respondents is not sufficient to reliably examine the results as a group, so the group in question is not examined separately in this report.
- The questions included in the commission and the background information questions available can be found as an appendix to this report. The research data will be retained and kept available for further generation of outputs for two years from the reporting date.



Summary of the results

Feelings of loneliness, isolation and social exclusion

- Of the respondents, **61 per cent said that they feel lonely at least sometimes**. Loneliness is felt on a daily basis by two per cent, on several days a week by three per cent, approximately once a week by five per cent, a few times per month by 15 per cent and a few times per year by 36 per cent of the respondents. This result is otherwise similar to the result obtained in 2022, but there has been a relatively clear increase in the proportion of people who feel lonely a few times per year, while the proportion of people who never feel lonely has decreased.
- Of the respondents, **10 per cent feel lonely often or all the time** (once a week or more often), **while 25 per cent feel lonely at times** (a few times per month or more often).
- All in all, experiences of loneliness are more common among people aged 15–24 and 25–34 than older age groups**. Particularly people under the age of 25, students, the respondents with the lowest income and people living alone reported feeling lonely often or all the time. There is overlap in the aforementioned groups; young people often have a low income, and living alone is more common among young people than in older age groups. Feeling lonely at times is also more pronounced among the same groups. However, feeling lonely on a daily basis is pronounced among people over the age of 65, even though the proportion of those who never feel lonely is also higher than average among older people. The same background groups also stood out as feeling more lonely than the other groups in the survey conducted in 2022.
- Almost two in three (64%) feel isolated at least at times**. Of the respondents, two per cent feel like this on a daily basis, six per cent feel isolated on several days a week, and another six per cent feel isolated approximately once a week. Additionally, 17 per cent of the respondents feel isolated a few times per month and 33 per cent feel isolated a few times per year. Similarly to feelings of loneliness, there is a relatively clear increase in the proportion of respondents who feel isolated a few times per year. There is no change from the previous year in the proportion of people who feel isolated often or all the time. Feeling isolated is particularly common among those aged 25–34 and younger people, the respondents aged 15–24. Among the respondents aged 65 and above, there is an above average number of people who feel isolated on a daily basis, even though the older age groups otherwise feel less isolated than the younger age groups. The lower the respondent's income, the more frequently they feel isolated. Persons living in one-person households feel isolated more often than persons in other living situations. These same groups also stood out with regard to feelings of isolation the previous year.
- Of the respondents, 58 per cent feel excluded by others at least at times**. These feelings are felt on a daily basis by one per cent of the respondents, on several days a week by one per cent, approximately once a week by three per cent and a few times per month by 11 per cent. Of the respondents, 42 per cent feel excluded a few times per year. Similarly to the other feelings examined, there has been a clear increase in the proportion of people who feel excluded a few times per year; otherwise, the results are very similar to those for 2022. The image formed about the experience of being excluded in each age group is relatively similar to the images formed about the feelings of loneliness and isolation: persons in the age groups of 15–24 and 25–34 feel it the most often. These feelings are experienced the least frequently among persons above the age of 65, but, again, the age group of 65–84 stands out in terms of experiencing feelings of being excluded on a daily basis. Similarly, people with a low income and people living alone stand out as groups that experience feelings of being excluded. The situation in 2022 was very similar with regard to the background groups.
- The feelings of loneliness, isolation and social exclusion appear to afflict young people in particular**. The elderly population may perhaps not experience these feelings as often as young people at the age group level, but the elderly population includes an above average number of those for whom feelings of loneliness are a daily occurrence. Of the professional groups, students/schoolchildren stand out as a group that experiences feelings of isolation, social exclusion and loneliness clearly more often than others. Women experience each of these feelings slightly more often than men. In general, the only notable change in the results is the fact that there has been a relatively clear increase in occasional experiences (a few times per year) of the feelings asked about (loneliness, isolation and social exclusion), but there is no notable change in the proportion of people who experience them often or all the time.

Duration of feelings of loneliness

- The respondents who felt lonely at least at times were asked to estimate how long their loneliness has continued. Loneliness appears to be either relatively short-term in duration or more or less a permanent state of being. Approximately one in three, more specifically 34 per cent, say that their loneliness has continued for days. The feelings of loneliness have continued for weeks for three per cent of the respondents, for months for eight per cent, for 1–4 years for 18 per cent, for more than five years for 11 per cent and for more than 10 years for 14 per cent of the respondents. **For 43 per cent of the respondents, their loneliness has lasted at least a year.** The proportion of people who have felt lonely for an extended period of time is now smaller than in 2022; the proportion of loneliness lasting for days has increased in particular. This is in line with the fact that the number of respondents who reported feeling lonely a few times per year had clearly increased from 2022.
- With regard to loneliness lasting more than a year, people over the age of 50 and people with a low income stand out. Periods of loneliness lasting less than a year stand out among people under the age of 25.

Experiences of finding company and people who understand you

- The majority of Finns, more specifically 80 per cent, feel that they are at least usually able to find company when they want it. The groups that felt like this more strongly than average included the age group of 35–49, salaried employees or people in positions of leadership, employed persons, and people living in households with children or households that earn more than EUR 45,000 per year. Of the respondents, 13 per cent feel this way at times and six per cent rarely or never. The groups that stand out with regard to only being able to find company when they want at times or rarely/never include people over the age of 65, pensioners, people living alone and the respondents with the lowest income.
- Almost all of the people who say that they are either always or usually able to find company when they want have felt this way either always or for several years. The feeling that one is unable to find company also appears to be a relatively long-lasting phenomenon. Of the respondents who feel that they are at times able to find company when they want, 74 per cent say that they have felt this way either for several years or always. Of the respondents who feel that they are rarely or never able to find company when they want, 69 per cent say that they have felt this way for at least several years.
- When the respondents were asked how strongly they feel about their ability to find company, there was more variation in the answers. The clear majority of those who feel that they are always or usually able to find company when they want feel this way strongly or very strongly (85–96 per cent feel this way). Of the respondents who feel that they are only sometimes able to find company, 34 per cent feel this way strongly, and 34 per cent of the respondents who feel that they are rarely or never able to find company feel so strongly.
- Three in four at least usually feel that there are people who truly understand them. Of the respondents, 18 per cent feel this way at times and six per cent feel so rarely. The groups that stand out with regard to the feeling that there are people who truly understand them include the age group of 35–49, salaried employees and people in positions of leadership, employed persons and the respondents with the lowest income. Among the groups that rarely feel this way, young people, students, people with a low income, people living in one-person households and the unemployed stand out.
- There are no particularly large differences in the duration of this feeling. Of the respondents who feel that they are always or usually able to find someone who understands them, 98–99 per cent say that this has been the case for several years. Of those who only at times or rarely/never feel that they are understood, 85–90 per cent say that this has been the case for at least several years.
- With regard to the strength of this feeling, the situation is similar as with regard to finding company: the majority (86–99 per cent) of those who feel that they are always or usually able to find someone who understands them feel like this strongly or very strongly. Of the respondents who at times feel that there are people who truly understand them, 63 per cent feel so at least strongly. Of the respondents who either rarely or never feel that there are people who truly understand them, 54 per cent feel so strongly or very strongly.

Assessments of the reasons for loneliness, seeking help for loneliness

- The respondents who feel lonely at least at times were asked to assess the reasons for their loneliness. The options were listed for the respondents in a random order.
- Of the factors asked about, the one that stands out as the most important is a changed life situation, after which the respondent has no longer been able to find company (37%). The second, third and fourth most common reasons are not being in a relationship (30%), living alone (29%) and inability to find trustworthy people or friends with a similar mindset, which causes feelings of exclusion (29%).
- One in four or fewer respondents mention the following as reasons for their loneliness: difficulty getting to know people due to shyness or social anxiety (25%), moving to a new town or country (18%), personal limitations that hinder or stop the person from getting to know new people (15%) and a poor financial situation preventing the person from participating in hobbies or activities that would allow them to get to know new people (12%).
- Seeking help for loneliness is not particularly common. Of the respondents who at least at times feel lonely, only 21 per cent have sought help for their loneliness. The most common place where respondents have sought for help is via hobbies (six per cent). The other services listed are mentioned even fewer times: three per cent of the respondents have sought help via virtual communities, one per cent have sought it via organisational activities and another one per cent via mental health services. Of the respondents, 14 per cent have sought help elsewhere. The parties mentioned the most often in free-form responses include friends, family and other acquaintances and relatives. This result is very similar to the result obtained in 2022. The question was posed to the respondents as an open-ended question, but a few response options were listed on the interviewer's form; however, they were not listed for the respondents.

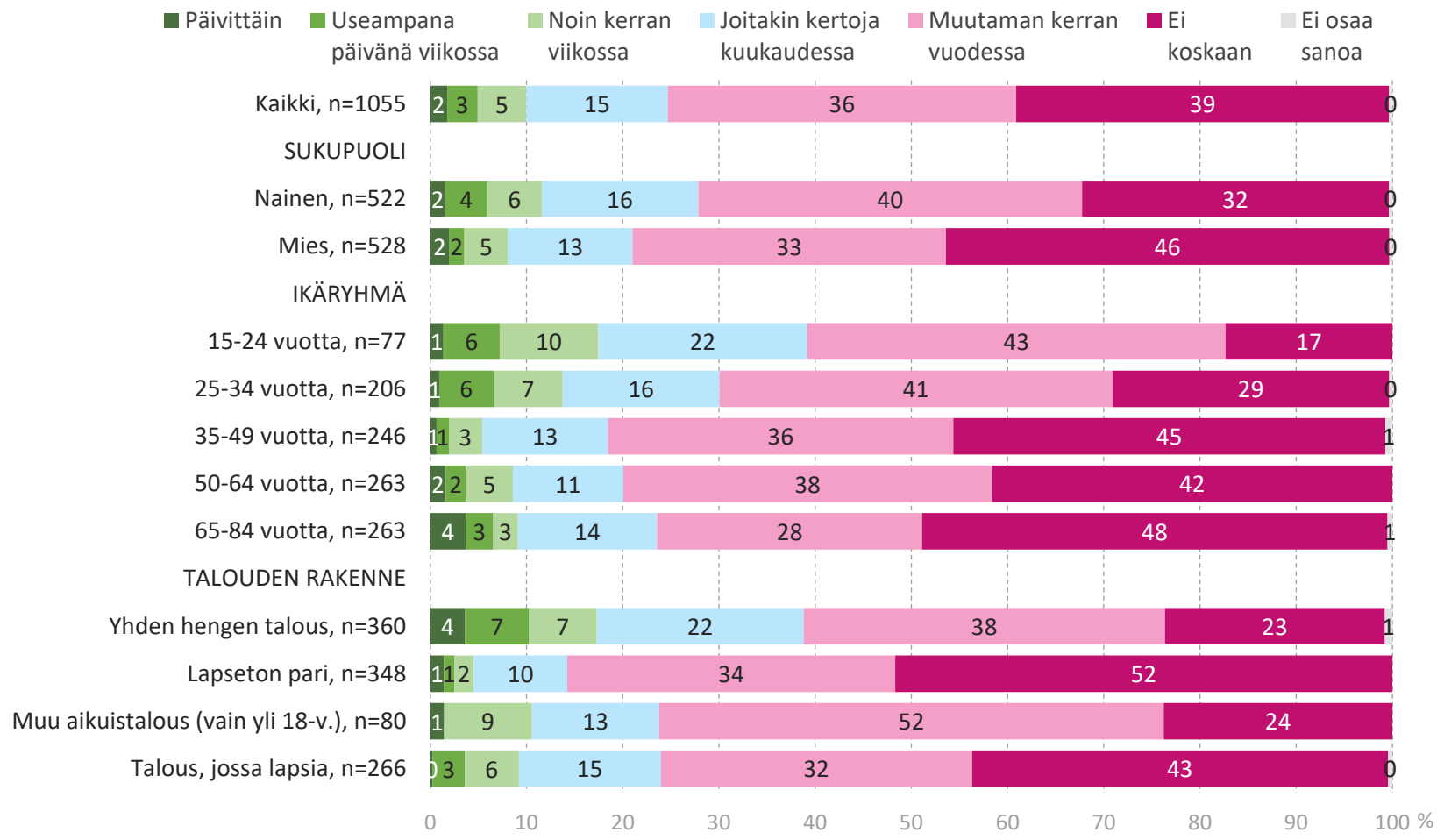
How serious a problem loneliness is, what has been and what could be done to alleviate loneliness

- More than two in three Finns, more specifically 69 per cent, assessed that loneliness is a serious problem. Of the respondents, 22 per cent consider it to be a very serious problem and 47 per cent regard it as a relatively serious problem. One in five, more specifically 19 per cent, consider loneliness to be a moderate problem. Only 11 per cent believe that loneliness is a less or not at all a serious problem. The proportion of people who consider loneliness to be a very serious problem has increased from last year. Loneliness is particularly considered to be a serious problem among people aged 25–34.
- The survey presented those who reported feeling lonely with the open-ended question of how they have alleviated their loneliness. The respondents named many factors, including sports, reading, and talking with friends and family members, among other things. Many also responded that they have done nothing to alleviate it, as their loneliness has been short-term or their own choice.
- All respondents were asked what they would like to see done to alleviate loneliness. The responses also varied with regard to this question. One major theme was increasing different types of opportunities for people to meet and raising communal spirit. The respondents hoped for various friendship services for the elderly in particular, and they appeared to be concerned about loneliness among the elderly in general. The responses call for low-threshold activities and hobbies. Similarly to last year, some of the respondents emphasised the individual's own initiative in alleviating their loneliness.



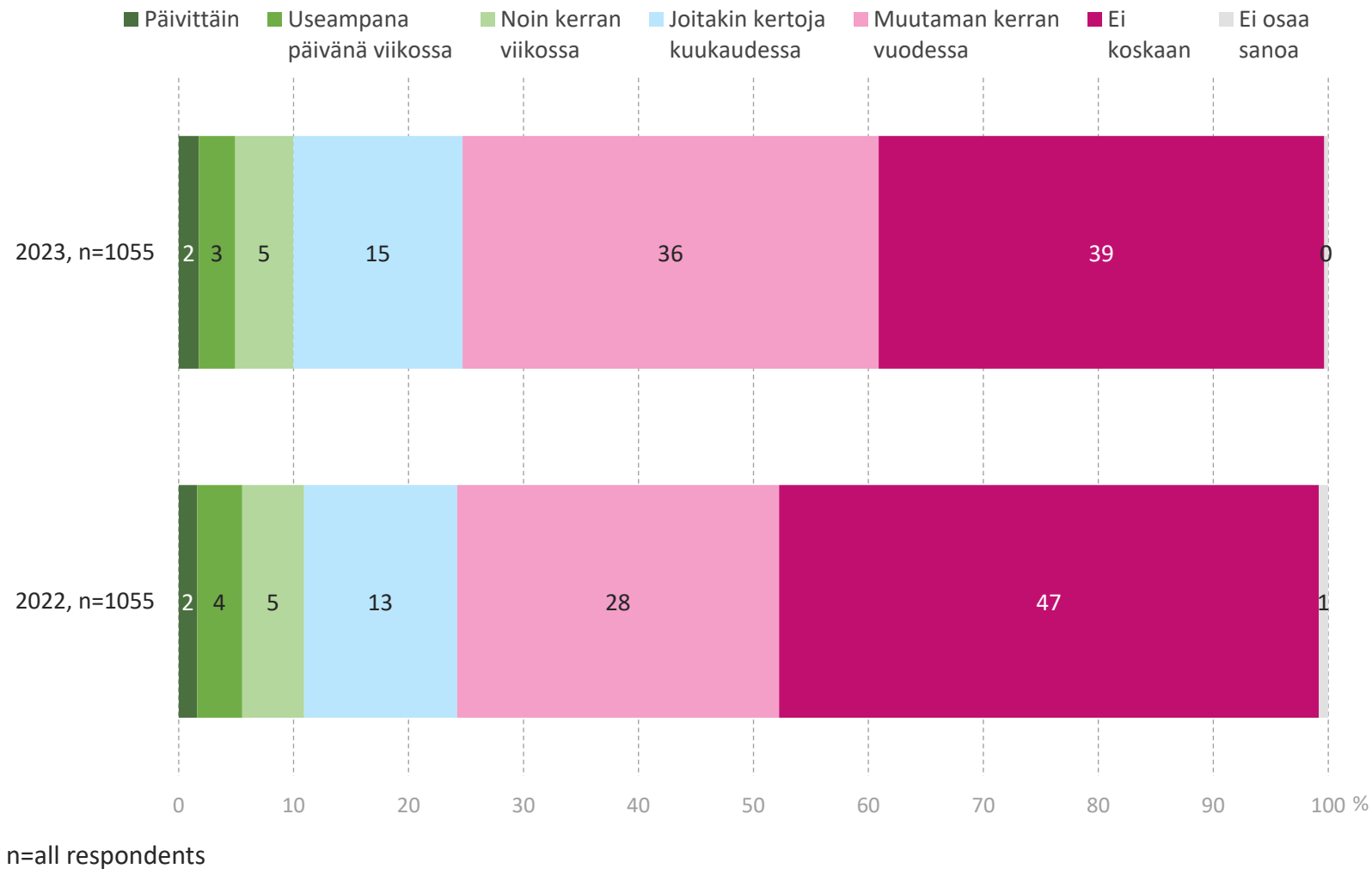
Research graphics

How often do you feel lonely? Do you feel it...

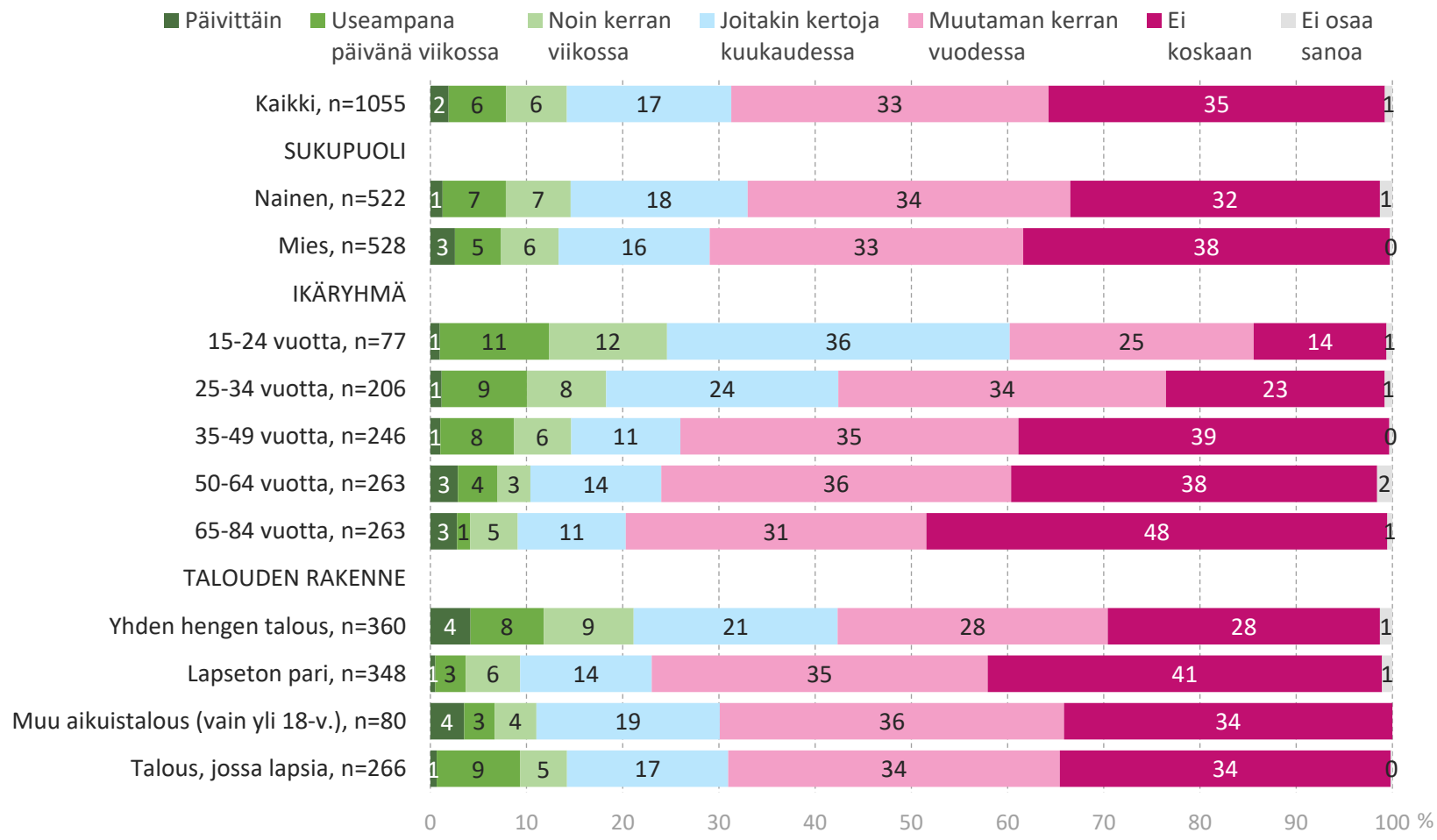


n=all respondents

How often do you feel lonely? Do you feel it...

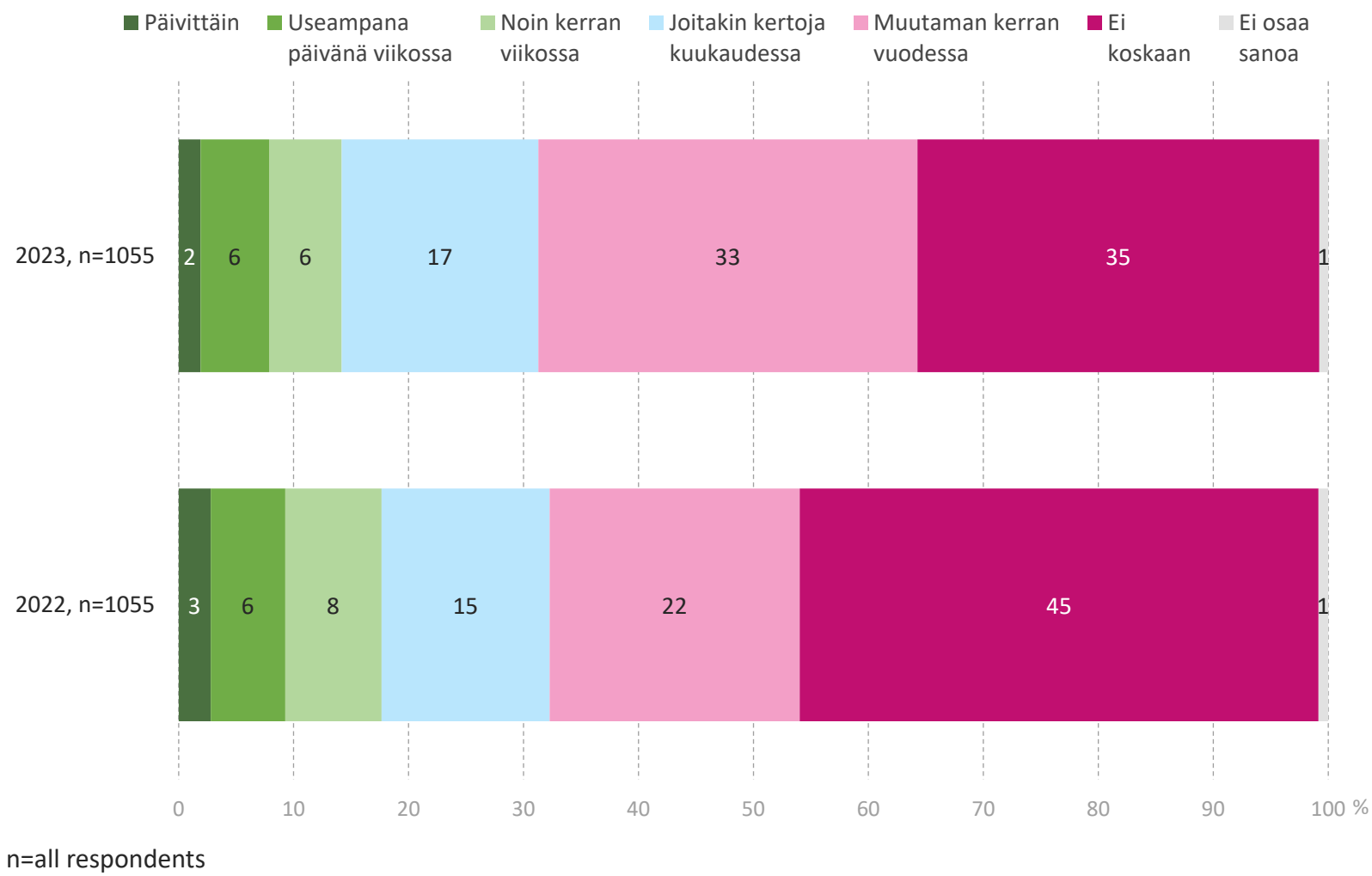


How often do you feel isolated from other people? Do you feel it...

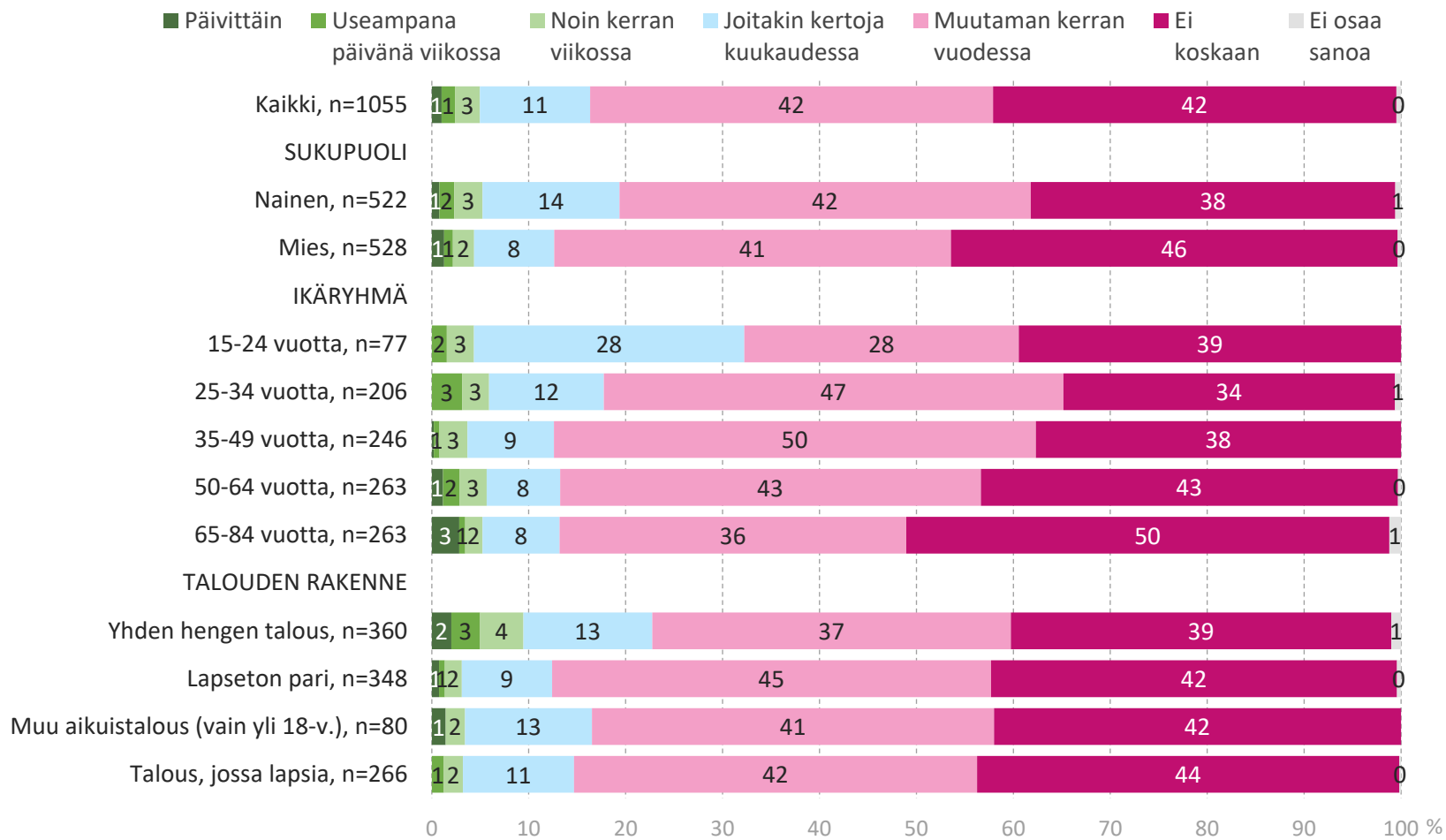


n=all respondents

How often do you feel isolated from other people? Do you feel it...

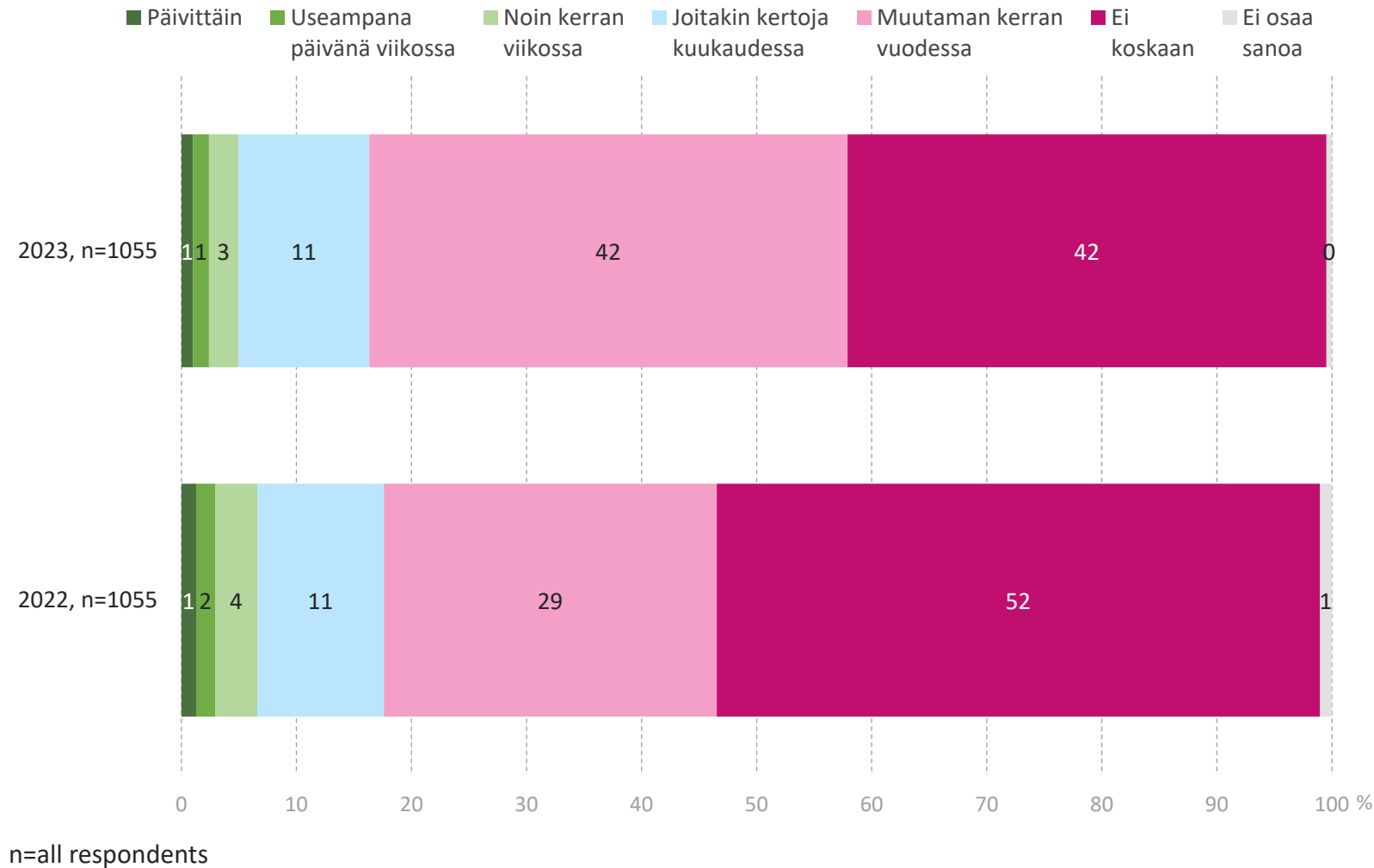


How often do you feel excluded by other people? Do you feel it...

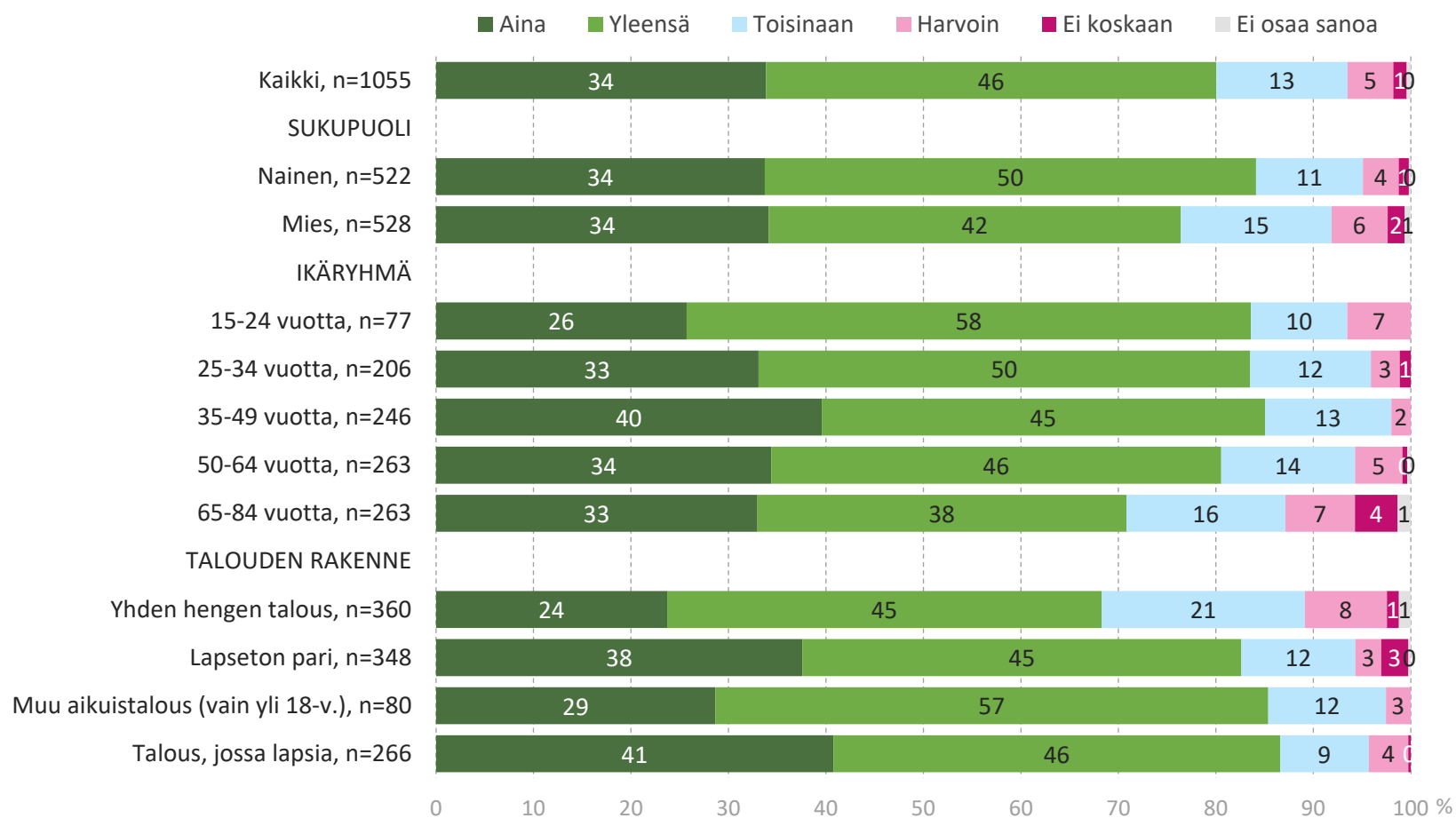


n=all respondents

How often do you feel excluded by other people? Do you feel it...

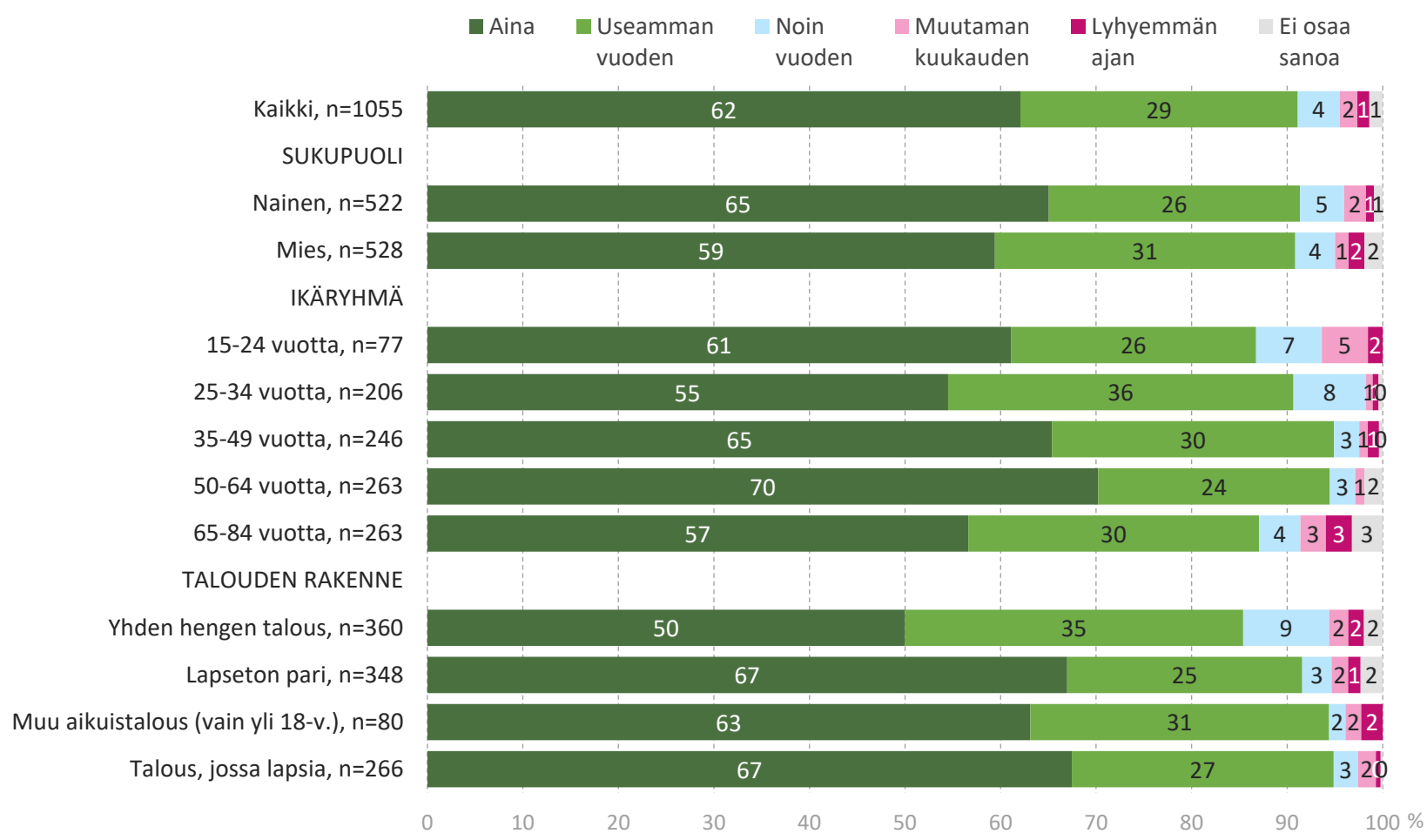


I can find company when I want it: how often do you feel like this?



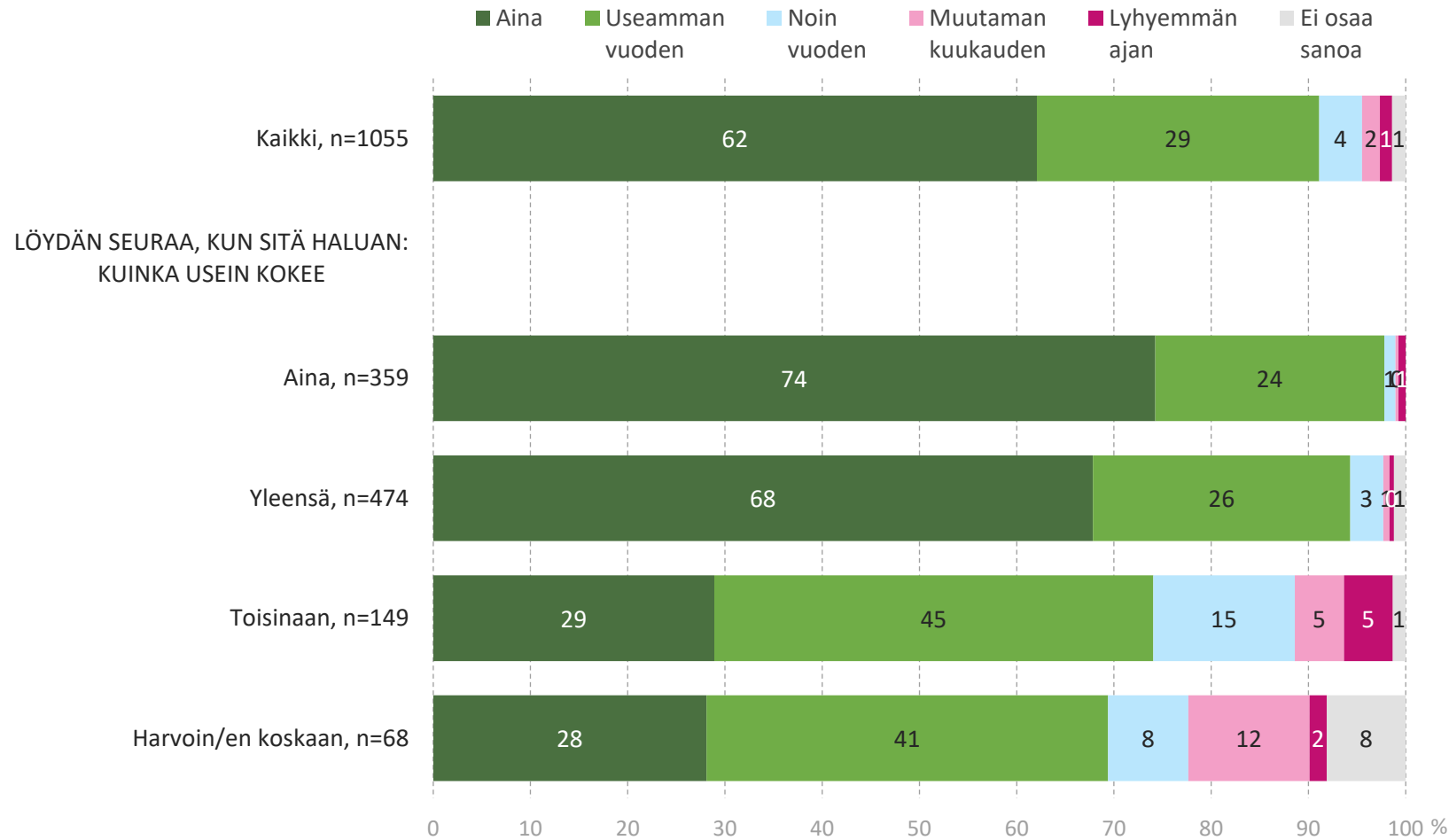
n=all respondents

I can find company when I want it: how long have you felt like this?



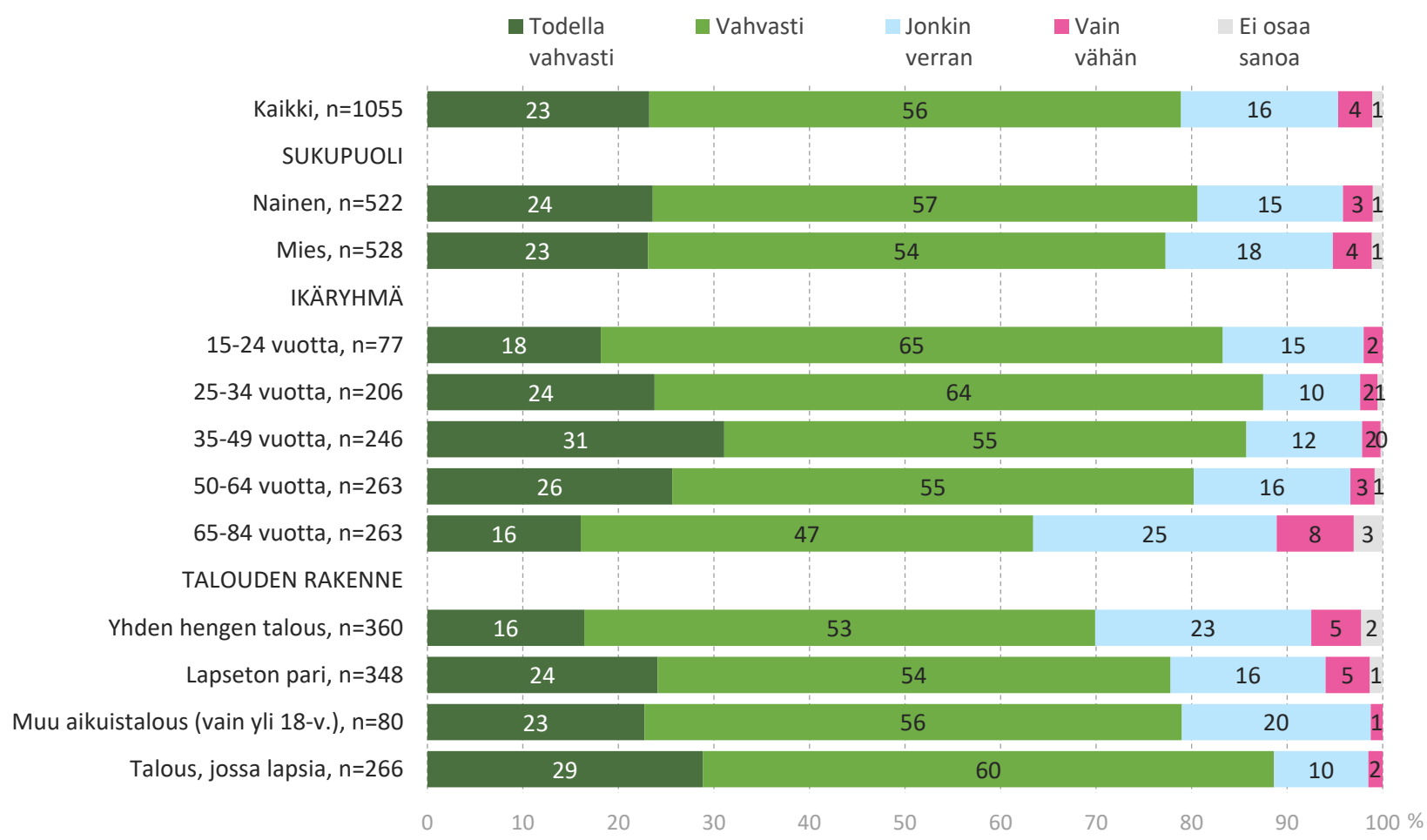
n=all respondents

I can find company when I want it: how long have you felt like this?



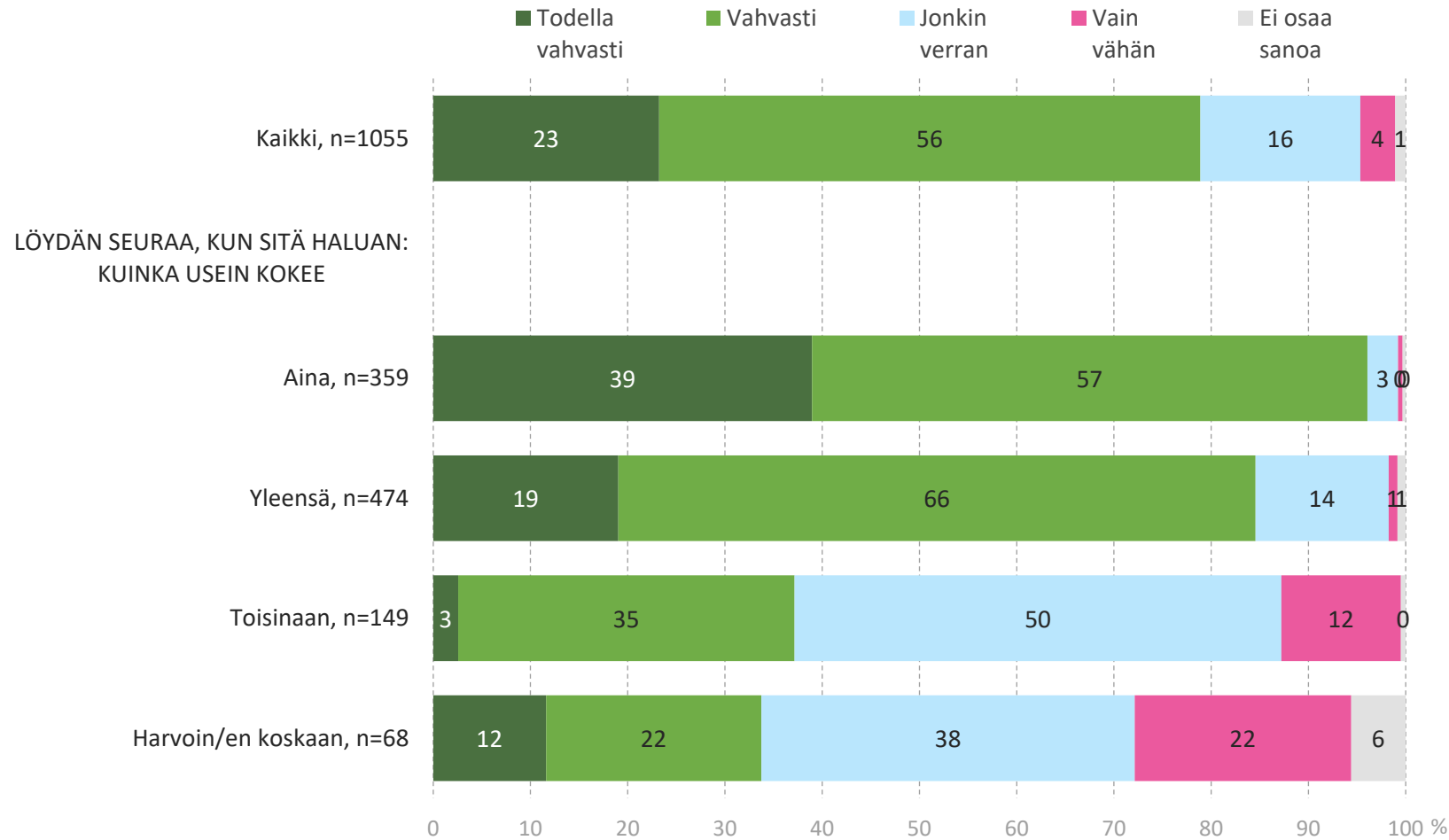
n=all respondents

I can find company when I want it: how strongly do you feel like this?



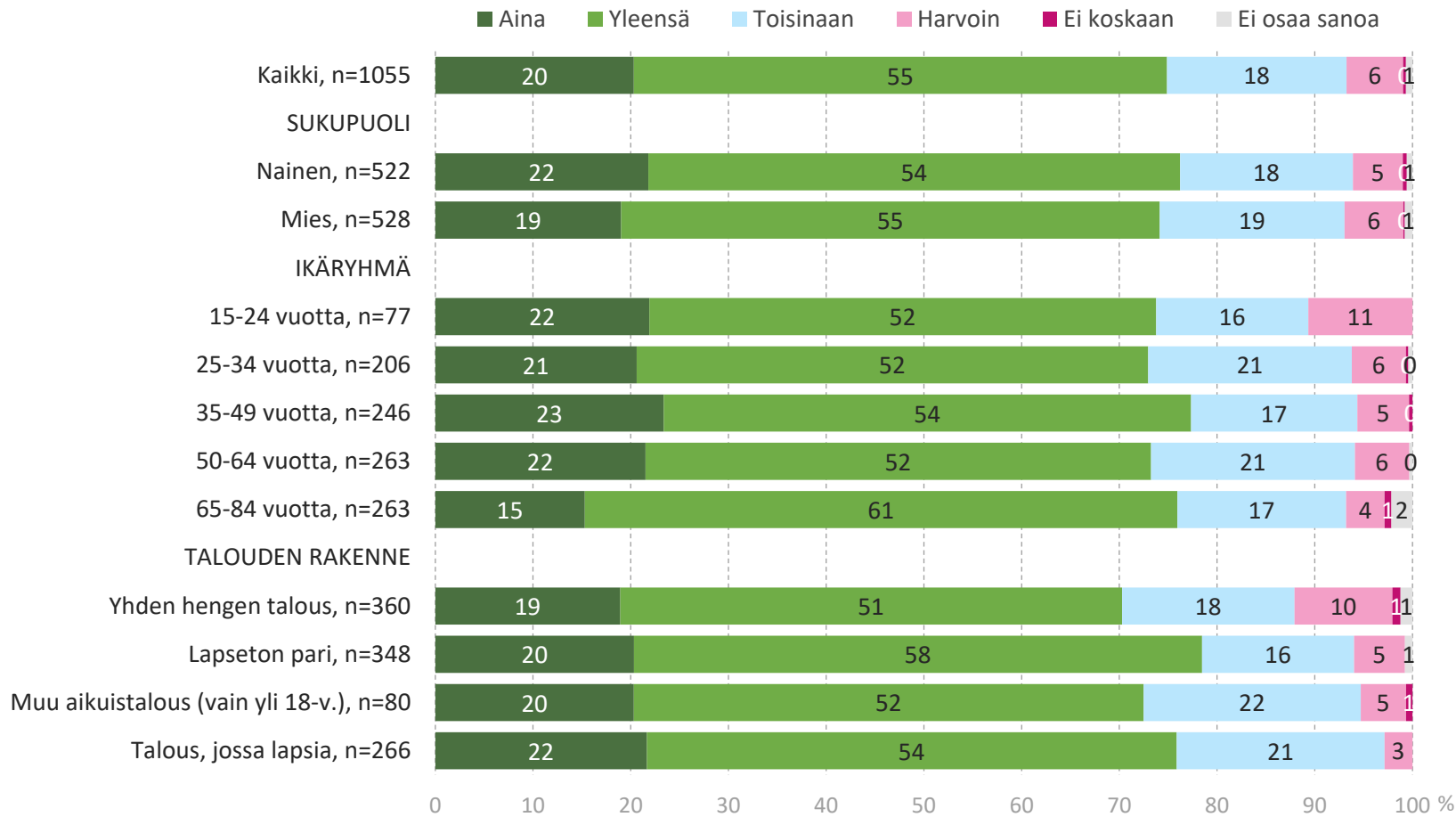
n=all respondents

I can find company when I want it: how strongly do you feel like this?



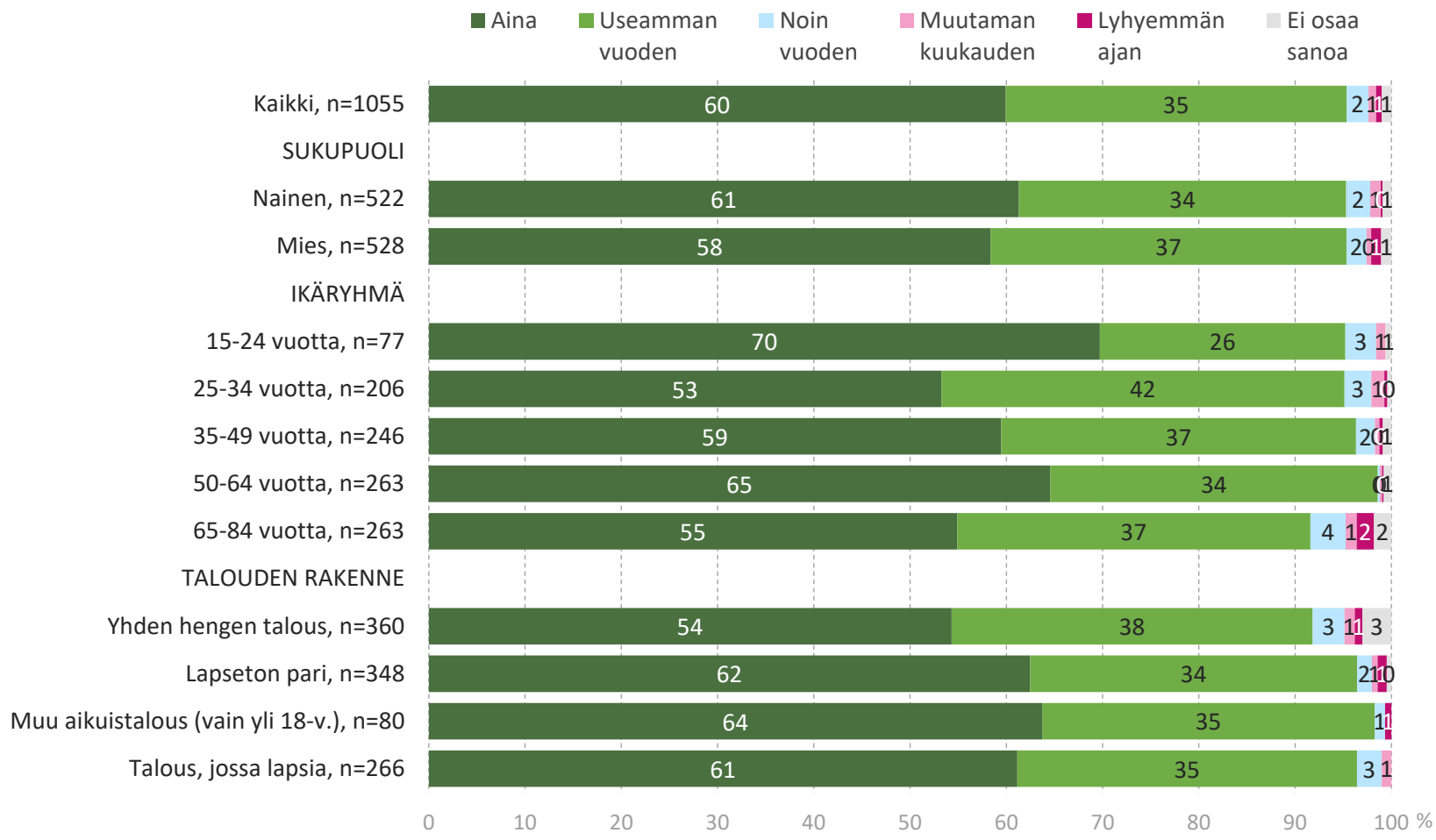
n=all respondents

There are people who truly understand me: how often do you feel like this?



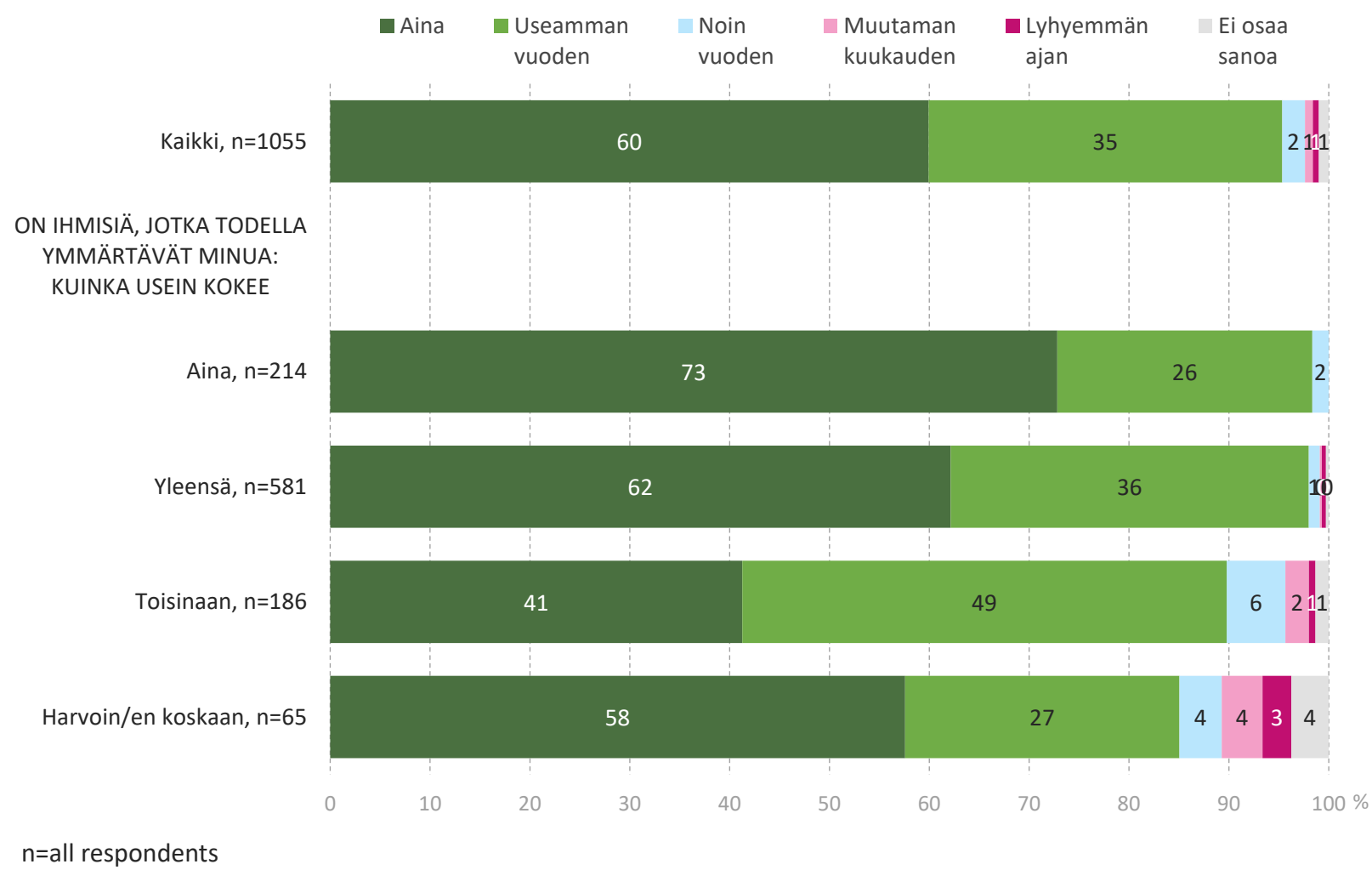
n=all respondents

There are people who truly understand me: how long have you felt like this?

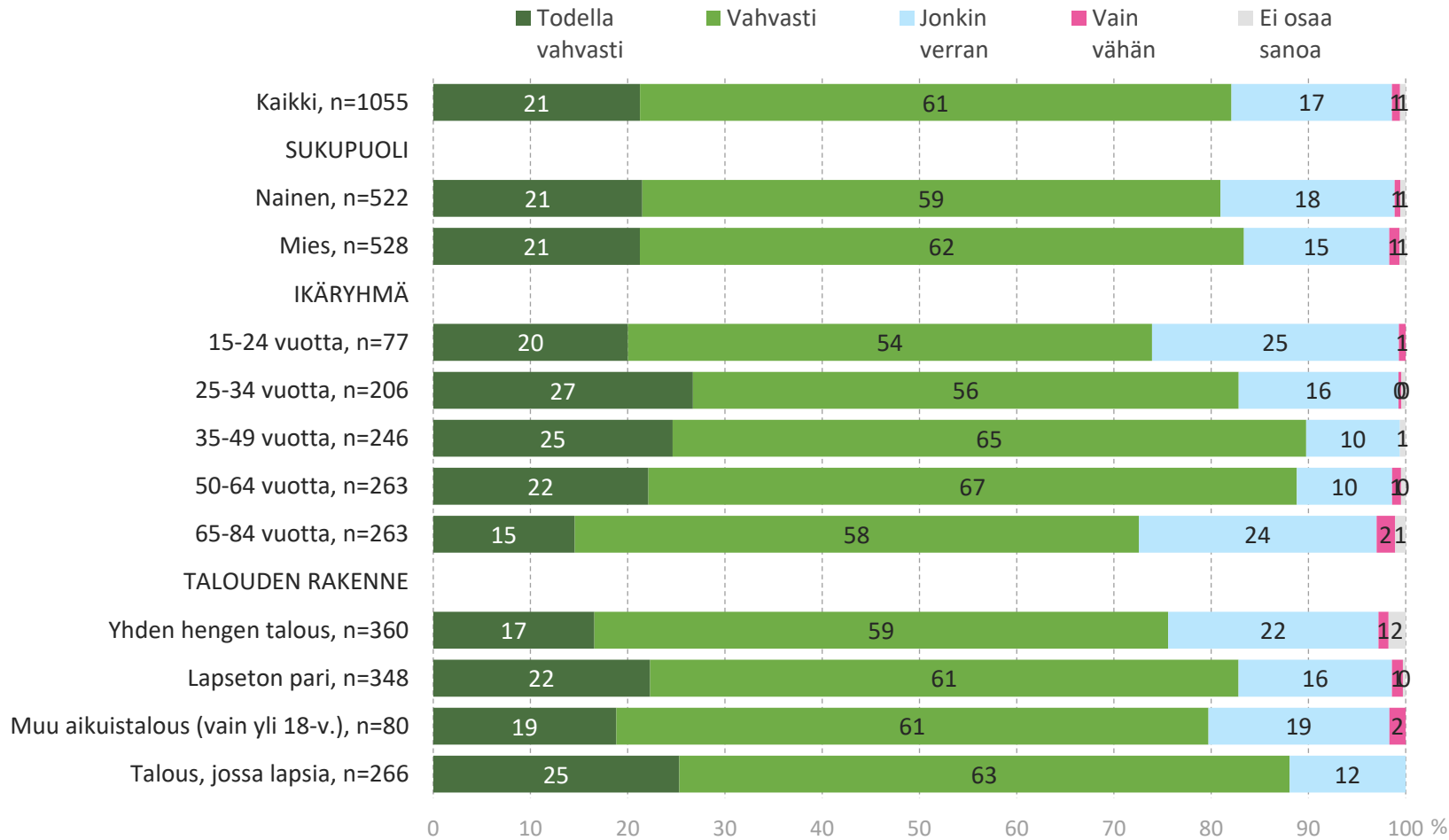


n=all respondents

There are people who truly understand me: how long have you felt like this?

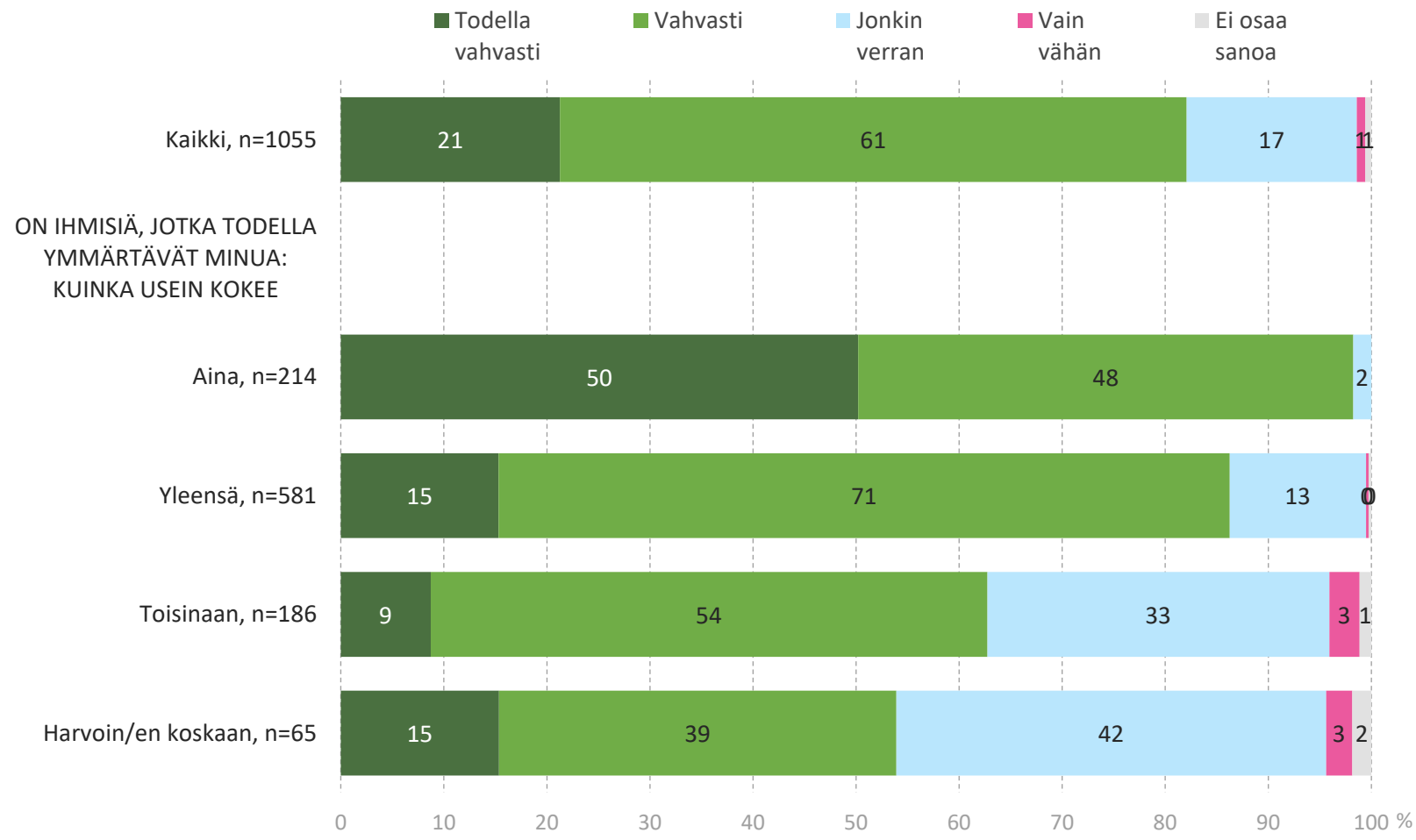


There are people who truly understand me: how strongly do you feel like this?



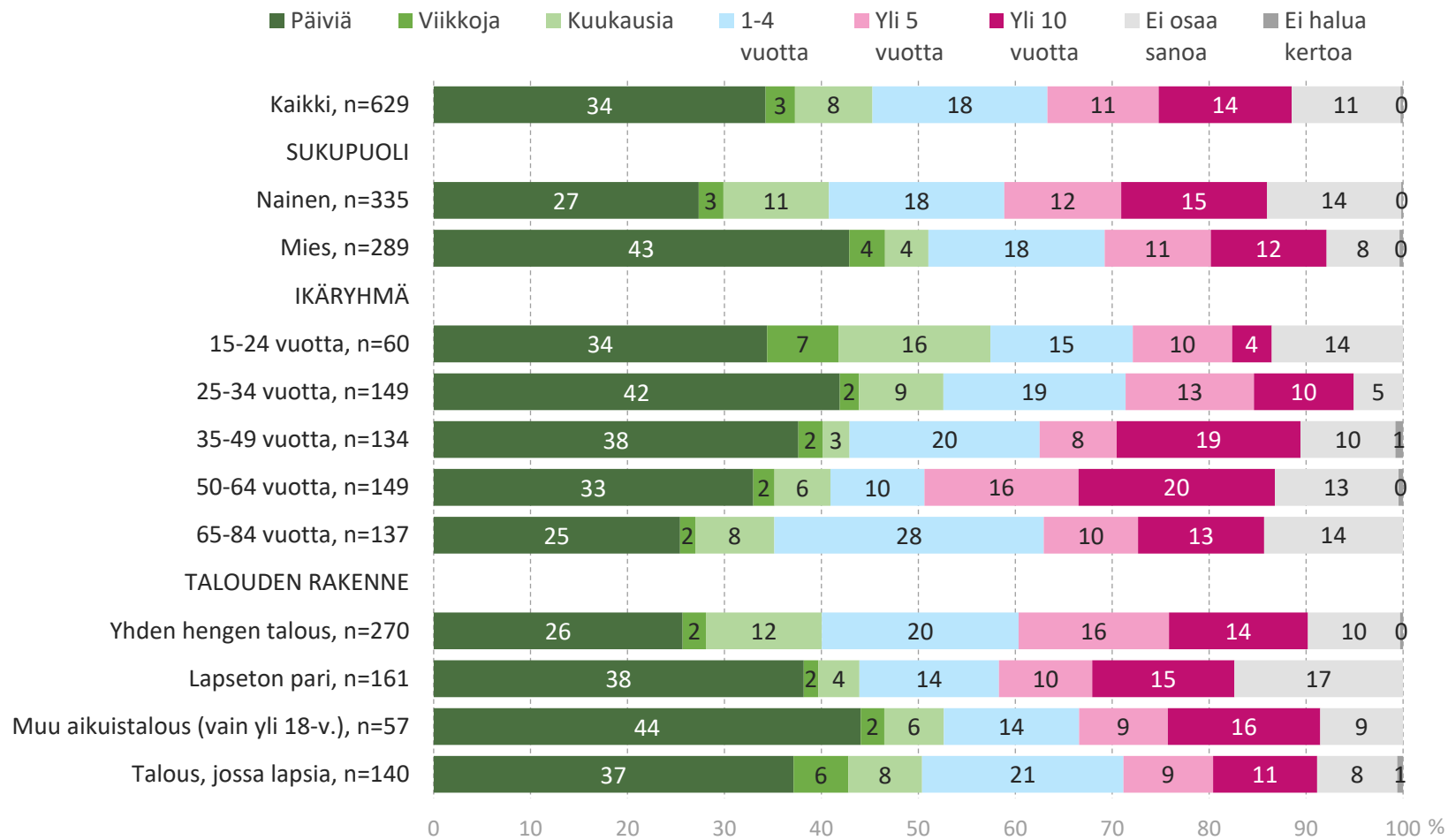
n=all respondents

There are people who truly understand me: how strongly do you feel like this?



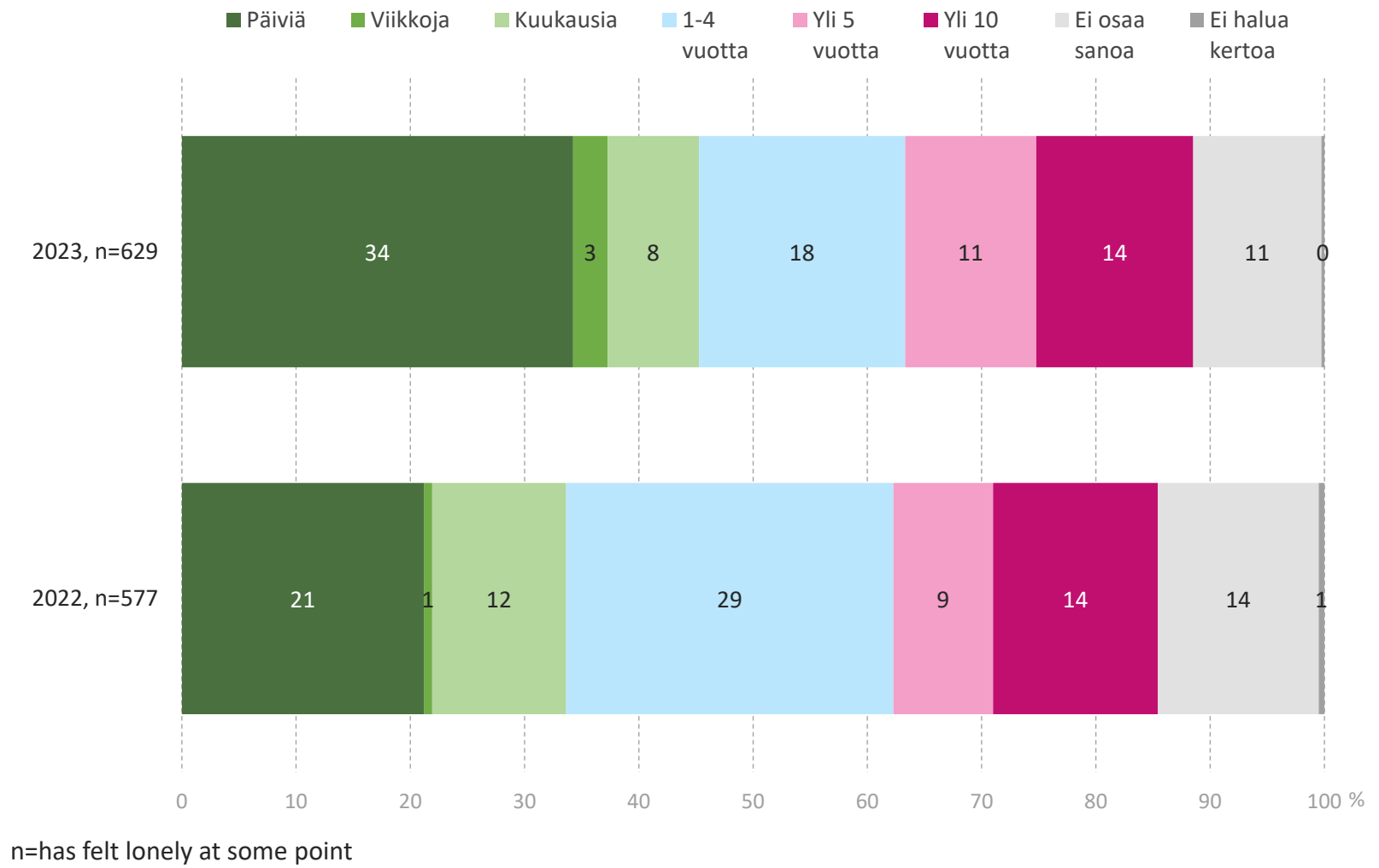
n=all respondents

How long has your loneliness continued?



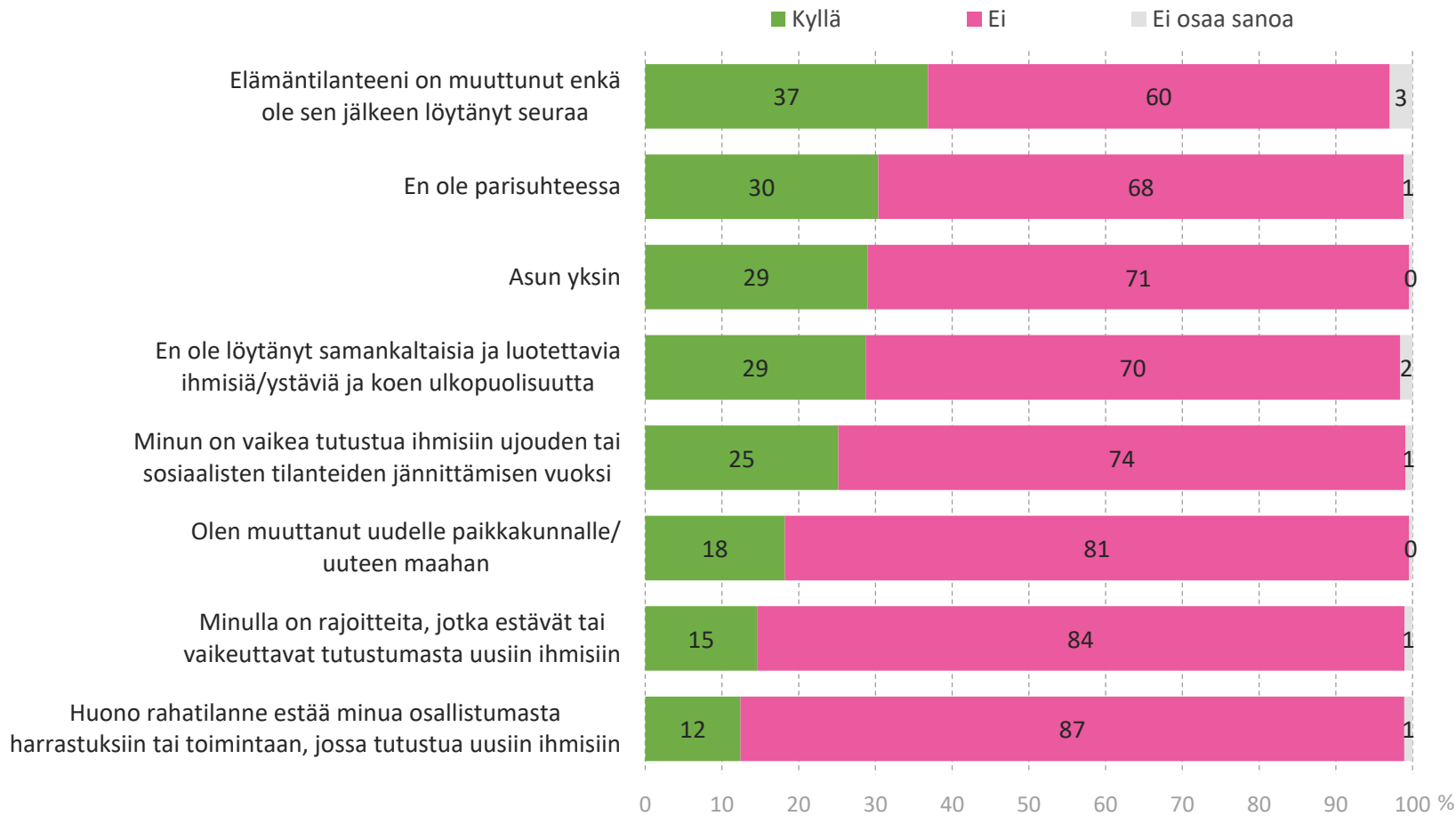
n=has felt lonely at some point

How long has your loneliness continued?



n=has felt lonely at some point

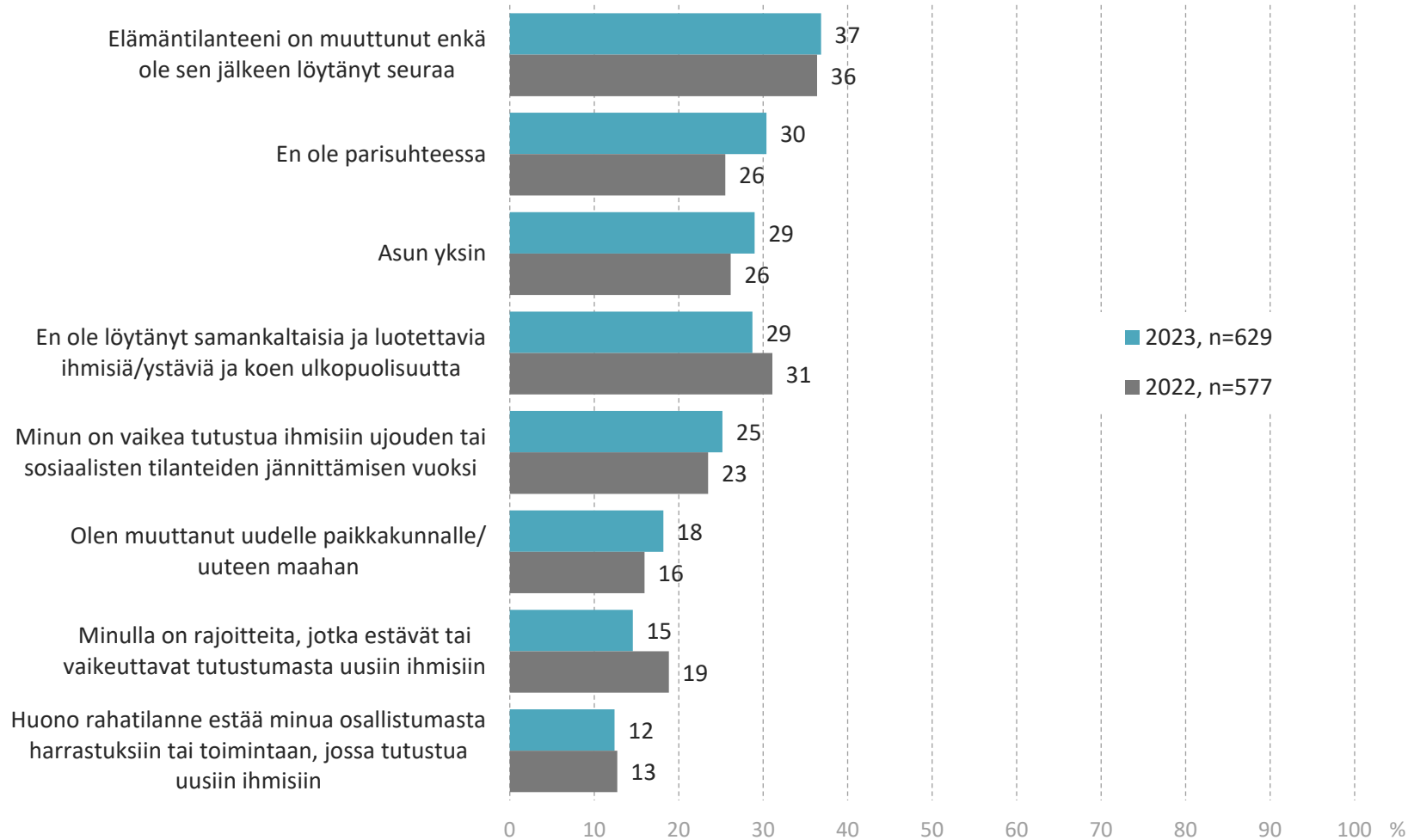
What do you think is the reason for your loneliness?



Has felt lonely at some point, n=629

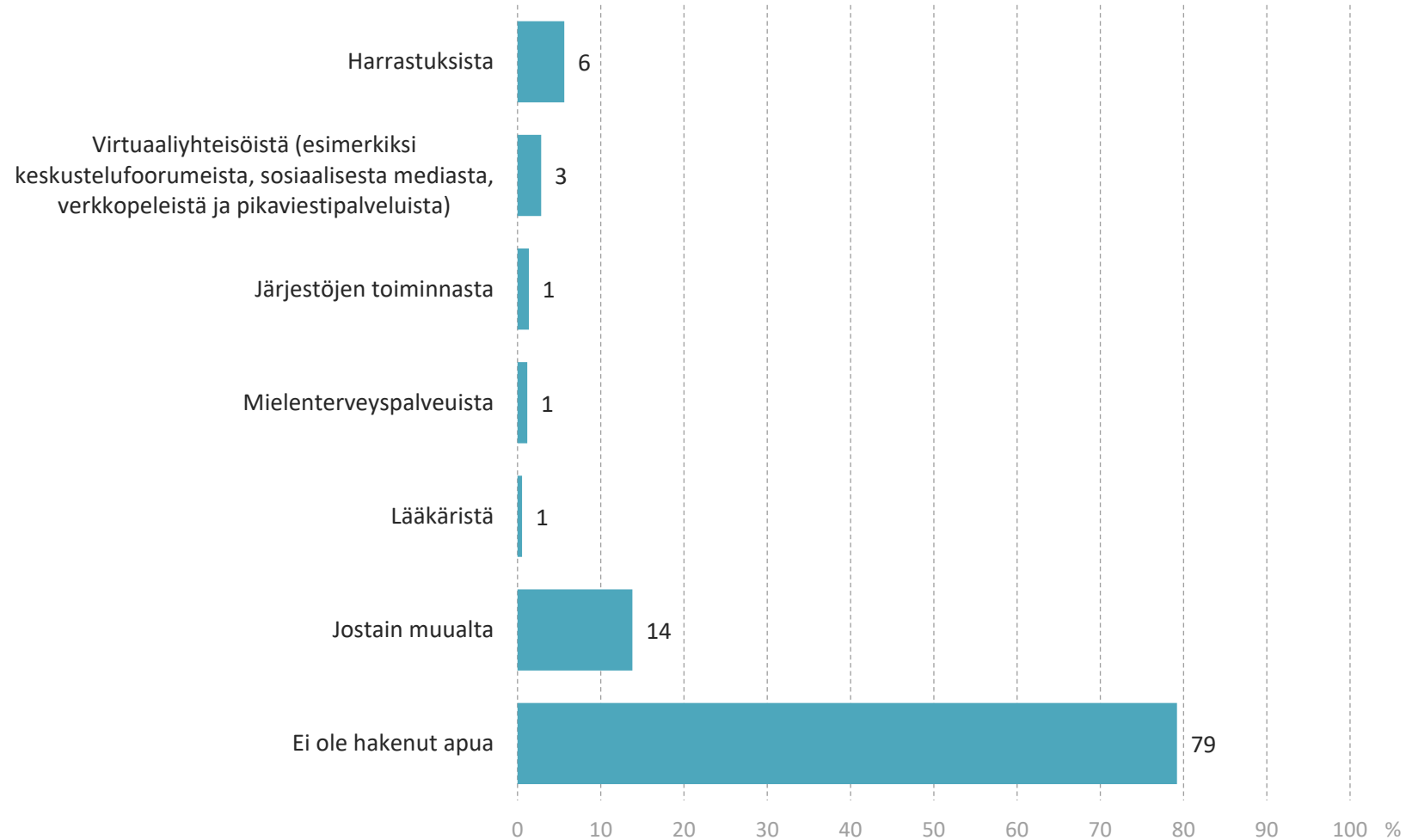
What do you think is the reason for your loneliness?

Yes answers



n=has felt lonely at some point

If you have sought help for your loneliness, where have you sought it?



Has felt lonely at some point, n=629

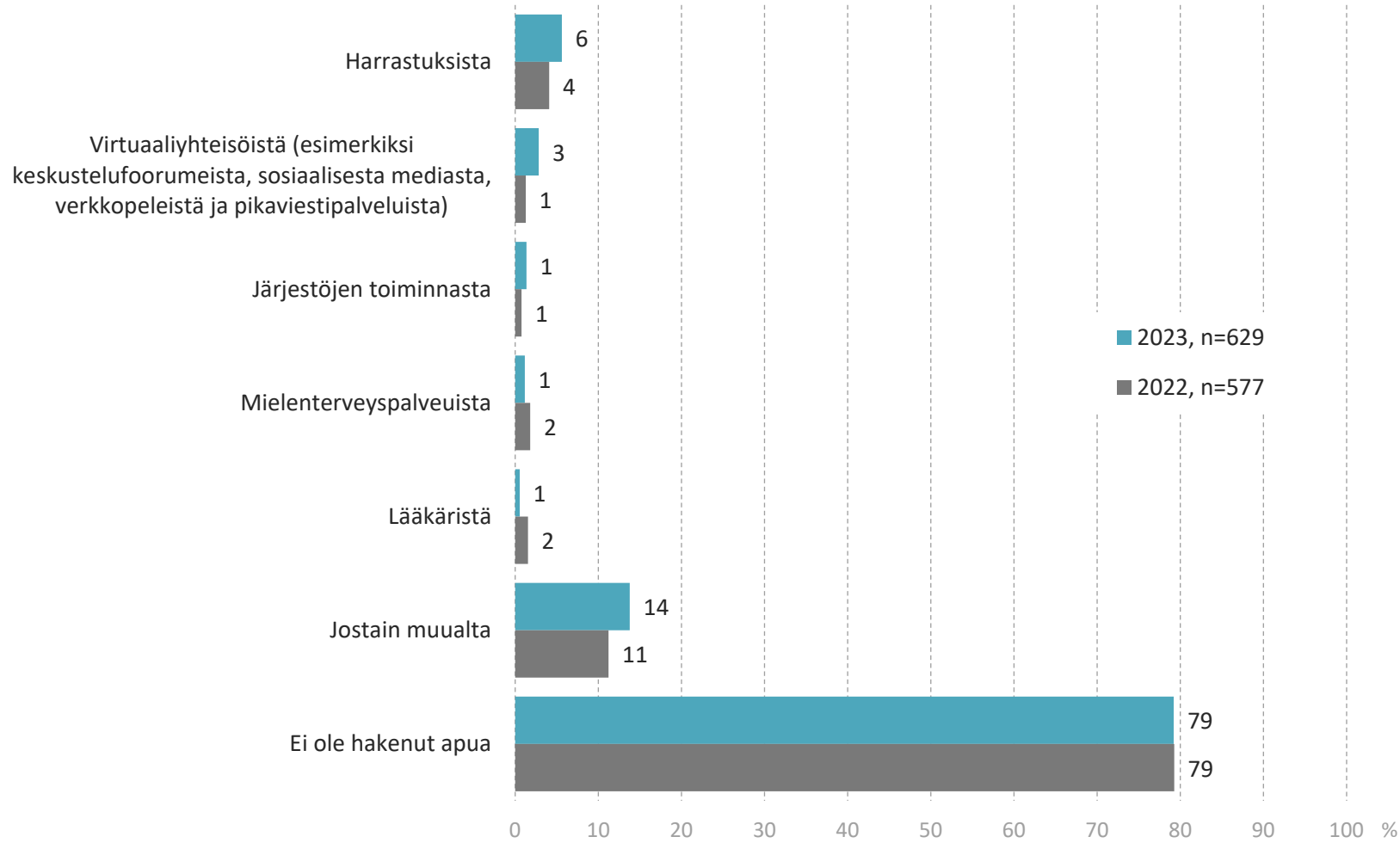
If you have sought help for your loneliness, where have you sought it?

	SUKUPUOLI			IKÄRYHMÄ					TALOUDEN RAKENNE			
	Kaikki, n=629	Nainen, n=335	Mies, n=289	15-24 vuotta, n=60	25-34 vuotta, n=149	35-49 vuotta, n=134	50-64 vuotta, n=149	65-84 vuotta, n=137	Yhden hengen talous, n=270	Lapseton pari, n=161	Muu aikuistalous (vain yli 18-v.), n=57	Talous, jossa lapsia, n=140
Harrastuksista	6	7	4	2	4	6	5	10	6	8	2	5
Virtuaaliyhteisöistä (esimerkiksi keskustelufoorumeista, sosiaalisesta mediasta, verkkopeleistä ja pikaviestipalveluista)	3	2	3	4	5	4	0	1	4	2	0	3
Järjestöjen toiminnasta	1	2	1	0	1	1	2	2	2	1	0	1
Mielenterveyspalveluista	1	1	2	0	2	1	1	1	3	1	0	0
Lääkäristä	1	0	1	0	2	0	1	0	1	0	2	0
Jostain muualta	14	12	16	18	12	12	15	12	19	11	11	11
Ei ole hakenut apua	79	81	78	80	79	82	79	77	72	81	86	84

%

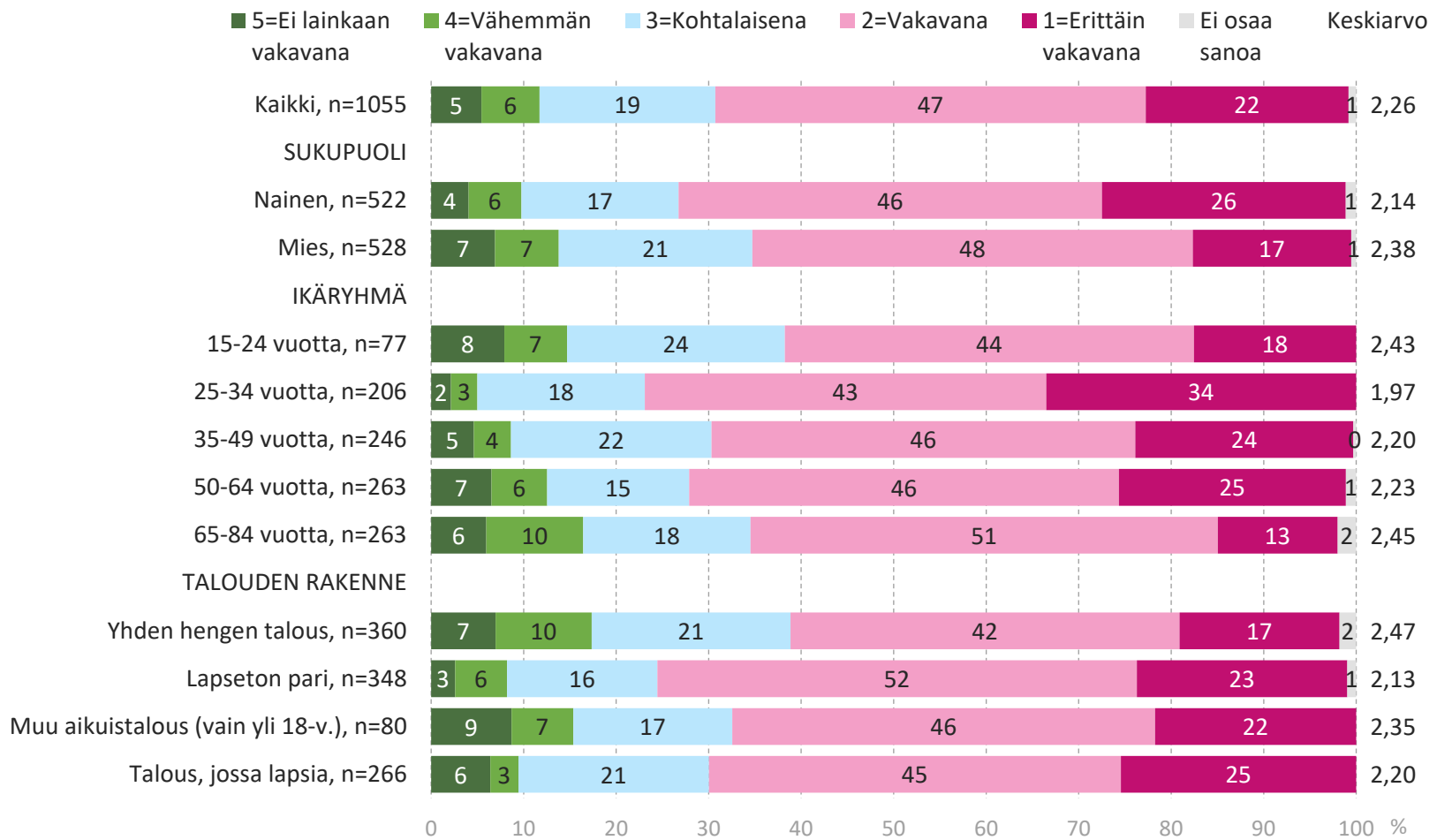
n=has felt lonely at some point

If you have sought help for your loneliness, where have you sought it?



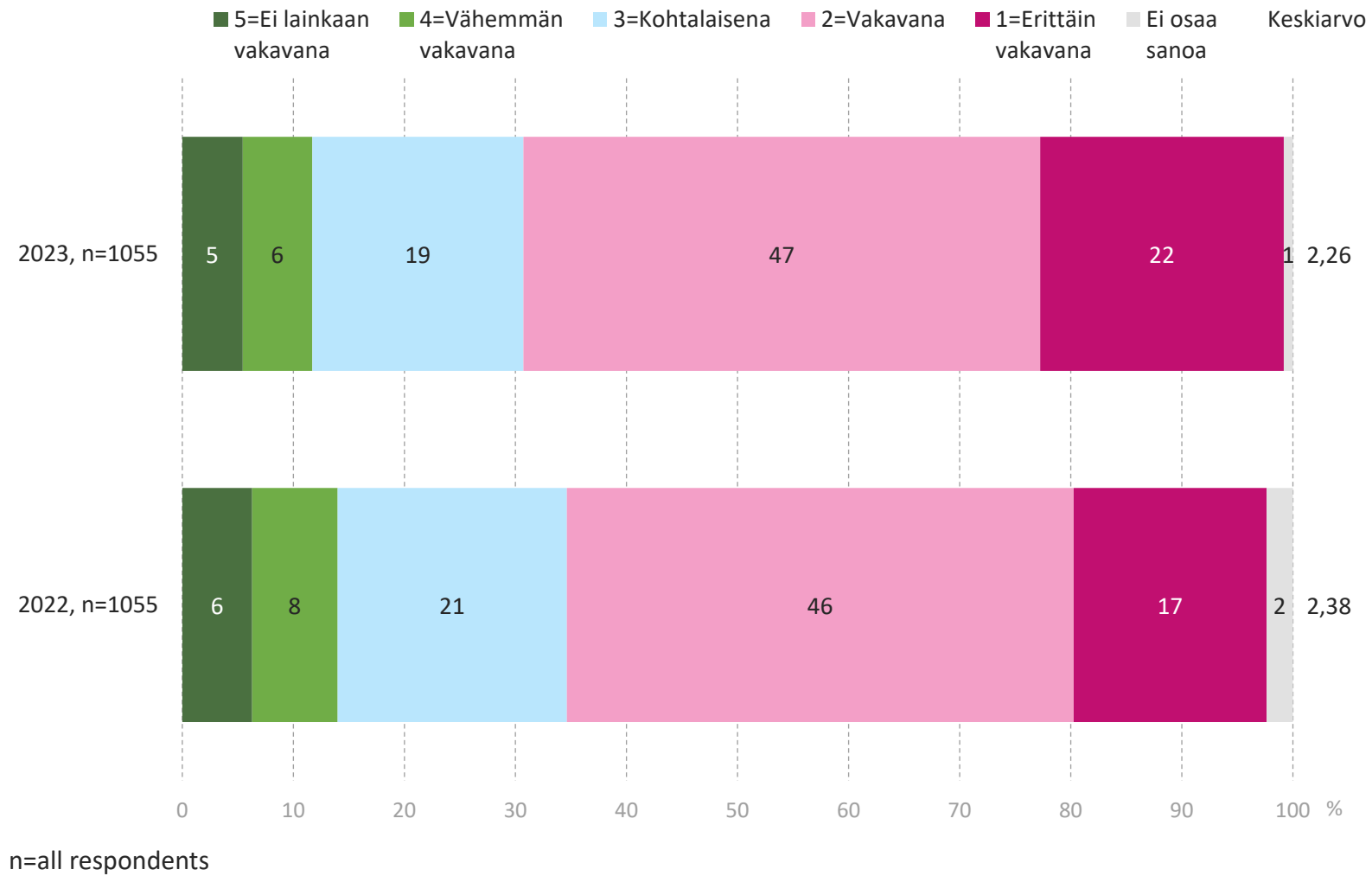
n=has felt lonely at some point

How serious of a problem do you consider your loneliness to be?



n=all respondents

How serious of a problem do you consider your loneliness to be?



FURTHER INFORMATION

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Appendices

Quality assurance at Taloustutkimus

- SGS Fimko has granted an ISO 20252 industry certificate to Taloustutkimus, and all of the phases of this project were carried out according to the aforementioned standard and the laws of Finland.
- Taloustutkimus always treats all of the information related to surveys, received from customers or created in connection with the survey as strictly confidential.
- Taloustutkimus is committed to compliance with the International Code on Market, Opinion and Social Research and Data Analytics, published by ESOMAR and the International Chamber of Commerce.
- Taloustutkimus did not use subcontractors in this survey.

Publication and disclosure of the results of a separate study

- The party that commissioned the survey may publish the results of the survey it commissioned, as long as the results published are not misleading.
- When publishing research results, the results and their interpretation must be clearly distinguished from each other.
- The name of the study, the time of implementation and the name of the author, namely Taloustutkimus Oy, must be mentioned in the publication.
- We hope that you will send the publication you have designed (newspaper article, information to be published online, etc.) for review to Taloustutkimus Oy prior to its publication. We also hope that you will inform us of where and when the materials will be published, so that we may answer any enquiries sent to us.
- We would be happy to assist with your communications.



TABLE OF CONFIDENCE LIMITS AT A 95% CONFIDENCE LEVEL

% -luku, joka tuli tulokseksi	VASTAAJAMÄÄRÄ															
	25	50	75	100	150	200	250	300	400	500	600	800	1000	2000	3000	5000
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
2 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 tai 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 1,000 respondents have purchased the product, the margin of error is ±1.4 percentage points. In other words, 3.6–6.4% of the whole population have purchased the product with 95% confidence.

Example 2

Before conducting a survey, let us assume that the market share of the product is approximately 15%. We want to find out the result with an accuracy of ±1 percentage point. For that purpose, we will need 5,000 respondents.

Example 3

a) Among 1,000 respondents, there are 150 people aged 15–19, of whom 10% say that they regularly buy product X. The actual percentage of buyers with 95% confidence is 10% ±4.9, i.e. 5.1–14.9%.

b) If the sample size is smaller by half, i.e. 500, there are 75 respondents aged 15–19 and the actual percentage of buyers is 10% ±6.9, i.e. 3.1–16.9%.

CONFIDENCE TABLE OF DIFFERENCES BETWEEN RESULTS OBTAINED FROM TWO DIFFERENT SURVEYS AT A 95% CONFIDENCE LEVEL

p = 50 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 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 tai 60 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 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 tai 70 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 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 tai 80 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 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 tai 90 prosenttia

Otoskoko, tutkimus 2	Otoskoko, tutkimus 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

These tables can be used to assess the significance of differences between samples of different sizes and between percentages obtained from different surveys.

Always choose the table in which p (=percentage) is the closest to the result/percentage obtained.

EXAMPLE

Two different surveys were conducted at different times. One had 250 respondents and the other 1,000. The product’s market share was 37% in the smaller survey and 35% in the larger survey.

We select the table ‘p = 40 or 60%’ because the results obtained are closest to it. We check the table for the value given where the sample sizes 1,000 and 250 intersect. In this case, it would have required a difference of 6.8 percentage points for the difference in results to be significant. Therefore, the difference between the results of these surveys (2 percentage points) was not significant.

TELEBUS / BACKGROUND INFORMATION QUESTIONS 2020

Gender:

- 1 female
- 2 male

Age: _____

Default age groups:

- 1 15–24
- 2 25–34
- 3 35–49
- 4 50–79

Municipality of residence:

- 1 Helsinki
- 2 Espoo, Vantaa or Kauniainen
- 3 Elsewhere in the Helsinki metropolitan area
- 4 Turku, Tampere
- 5 Other city of more than 50,000 residents
- 6 Other town

Large areas:

- 1 Helsinki-Uusimaa
- 2 South Finland
- 3 West Finland
- 4 North and East Finland

Education:

- 1 Comprehensive/primary school
- 2 Vocational/technical/commercial school
- 3 General upper secondary school
- 4 Post-secondary school
- 5 University of applied sciences
- 6 University, higher education institution

Region:

- 1 Uusimaa
- 2 Southwest Finland
- 4 Satakunta
- 5 Kanta-Häme
- 6 Pirkanmaa
- 7 Päijät-Häme
- 8 Kymenlaakso
- 9 South Karelia
- 10 South Savo
- 11 North Savo
- 12 North Karelia
- 13 Central Finland
- 14 South Ostrobothnia
- 15 Ostrobothnia
- 16 Central Ostrobothnia
- 17 North Ostrobothnia
- 18 Kainuu
- 19 Lapland

Occupation/position:

- 1 Farmer
- 2 Employee / worker
- 3 Salaried employee
- 4 Senior salaried employee / expert
- 5 Entrepreneur
- 6 Position of leadership
- 7 Stay-at-home parent
- 8 Student/schoolchild
- 9 Pensioner
- 10 Unemployed

Household structure:

- 1 One-person household
- 2 Couple without children
- 3 (Other) household of adults (over 18 only)
- 4 Household with children

Household size:

1–9+ persons

Age of children at home:

0–17

Household gross income:

- 1 Less than EUR 10,001/year
- 2 EUR 10,001–15,000/year
- 3 EUR 15,001–20,000/year
- 4 EUR 20,001–25,000/year
- 5 EUR 25,001–30,000/year
- 6 EUR 30,001–35,000/year
- 7 EUR 35,001–40,000/year
- 8 EUR 40,001–45,000/year
- 9 EUR 45,001–50,000/year
- 10 EUR 50,001–55,000/year
- 11 EUR 55,001–60,000/year
- 12 EUR 60,001–70,000/year
- 13 EUR 70,001–80,000/year
- 14 EUR 80,001–90,000/year
- 15 More than EUR 90,000/year
- 16 Cannot say / Prefer not to say

Who in the household buys food and other daily necessities?

- 1 The respondent
- 2 The respondent and another person
- 3 Someone other than the respondent

Is the respondent currently in paid employment

on a full- or part-time basis?

- 1 Full-time work
- 2 Part-time work
- 3 Not in paid employment

Frequency of internet use by respondent:

- 1 Daily / almost daily
- 2 At least once a week
- 3 Less frequently
- 4 Not at all

