

# Loneliness barometer 2024

## **SURVEY REPORT** **The Finnish Red Cross**

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Taloustutkimus Oy  
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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 survey's target group included people aged 15 and over in Finland, with the exception of the Åland Islands. For respondents speaking one of the official languages of Finland, the survey was conducted as part of a weekly Telebus consumer survey. For those whose first language is not Finnish, Swedish or a Sámi language, the interviews (100) were conducted as separate telephone interviews where questions could be answered either in Finnish or in English. For each target group, the sample was formed through random sampling of the contact information register of Dun & Bradstreet Oy. The survey was carried out in the form of computer-assisted telephone interviews (CATI).
- The number of respondents to the survey was 1,112 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 (the 'total' column) is, with 95% confidence, approximately  $\pm 3.1$  per cent at a maximum.
- The interviews were conducted between 2 and 16 January 2024.
- 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 four 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, 56 per cent said that they feel lonely at least sometimes.** Loneliness is felt on a daily basis by one per cent, on several days a week by three per cent, approximately once a week by six per cent, a few times per month by 16 per cent and a few times per year by 30 per cent of the respondents. People feel a little less lonely compared to previous year. This change has largely occurred in the proportion of people experiencing loneliness a few times a year; this figure has decreased by six percentage points.
- **Of the respondents, 10 per cent feel lonely often or all the time (once a week or more often), while 26 per cent feel lonely at times** (a few times per month or more often).
- **Overall, feelings of loneliness are more common amongst 15–24-year-olds and 25–34-year-olds than amongst older age groups. Particularly people under the age of 25, 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. Occasional experiences of loneliness are also highlighted in these groups and among students. The same groups were also highlighted in the 2023 study. Experiences of frequent or continuous loneliness are highlighted among respondents whose native language is something other than Finnish, Swedish or Sámi, although their experience of loneliness as a whole is no different from the other respondents.
- **Almost two in three (63%) feel isolated at least at times.** Of the respondents, two per cent feel like this on a daily basis, five per cent feel isolated on several days a week, and another seven per cent feel isolated approximately once a week. Additionally, 21 per cent of the respondents feel isolated a few times per month and 28 per cent feel isolated a few times per year. Similarly to feelings of loneliness, there is a decrease in the proportion of respondents who feel isolated a few times per year, but otherwise the results have largely stayed the same. There is no change from the previous year in the proportion of people who feel isolated often or all the time. The feelings of isolation are especially common among 25–34-year-olds. 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.
- **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 two per cent, approximately once a week by four per cent and a few times per month by 10 per cent. Of the respondents, 41 per cent feel excluded a few times per year. The result is practically the same as in 2023. The feeling of exclusion is most common among 15–24-year-olds. Feelings of being excluded are more common among foreign language-speakers than among people speaking one of the official languages of Finland.
- **The feelings of loneliness, isolation and social exclusion appear to afflict young people in particular, especially those under 25.** Previously, daily feelings of loneliness were highlighted among the elderly, but now this trend was not observed. 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 loneliness and exclusion slightly more often than men.

# 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 still be either very short-term in duration or more or less a permanent state of being. Almost half of the respondents, more specifically 45 per cent, say that their loneliness has continued for days. The feelings of loneliness have continued for weeks for two per cent of the respondents, for months for five per cent, for 1–4 years for 14 per cent, for more than five years for 10 per cent and for more than 10 years for 12 per cent of the respondents. For 36 per cent of the respondents, their loneliness has lasted at least a year. The proportion of long-term loneliness has decreased since 2023, and this decreasing trend is continuing. The proportion of short-term loneliness lasting for some days has continued to grow.
- With regard to loneliness lasting more than a year, the groups of people over the age of 50, people with a low income, retired people and unemployed people stand out. Short periods of loneliness lasting some days are highlighted in all age groups under the age of 50.

# Experiences of finding company and people who understand you

- The majority of Finns, more specifically 82 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 group of 35–49-year-old people, salaried employees or people in management positions, employed persons, and people living in households that earn more than EUR 45,000 per year or households with children. Of the respondents, nine per cent feel this way at times and seven 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 speaking foreign languages, people living alone and the respondents with the lowest income. On the other hand, people aged over 60 and pensioners also report being able to find company whenever they so wish more often than average. In other words, both extremes regarding this question are highlighted among the oldest age group; the same situation also applies to people whose native language is something other than Finnish, Swedish or Sámi. The proportion of people who can find company whenever they wish is now higher than in 2023.
- The same 82 per cent at least usually feel that there are people who truly understand them. Of the respondents, 13 per cent feel this way at times and four per cent rarely or never. The experience of having someone who understands always available to them is highlighted among young respondents under 25 years of age and among 50–64-year-olds, students, salaried employees/managers, employed people and those with the highest income. The experience of not finding anyone who understands them is highlighted among the oldest respondents and those whose first language is something other than Finnish, Swedish or Sámi.

# 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 (34%). The next most common reasons are not being in a relationship (32%), living alone (31%), and these leading to feelings of exclusion (28%).
- 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 (24%), a poor financial situation preventing the person from attending events or meetings (16%), moving to a new town or country (14%), unwillingness to socialise due to poor experiences in relationships (9%) and physical limitations that hinder or prevent them from getting to know others (9%).
- Results to questions presented in the same form do not vary much. In some of the questions, the form of questions changed slightly from last year, however. For these, the annual comparison is presented in the graphs, but the change in the form of questions may affect the change in the results.
- 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). Other services listed collect even less mentions: two per cent of the respondents have sought help from organisations' activities, mental health services or online communities, and less than one per cent have turned to a doctor for help. Of the respondents, 13 per cent have sought help elsewhere. The parties mentioned the most often in free-form responses include friends and other peer support, social media, family and other acquaintances and relatives. This result is very similar to the result obtained previous surveys. 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.
- As a new question, the people experiencing loneliness who have not sought out help for this were asked why they had not sought out help. The most common reason was that they do not want help, which was named by 28 per cent of respondents. Furthermore, six per cent responded that they just cannot get it done; three per cent do not know where to go for help; two per cent do not believe that they can get help, and therefore they do not bother to ask for help; and one per cent have had bad experiences of seeking out help. The majority of the responses, 60 per cent, fell into the category "other reason". In this category, the most common response, expressed in different words, was that help was not needed. This is stated either directly or in some other way, for example, by stating that their loneliness does not bother them and that is why they have not sought help.



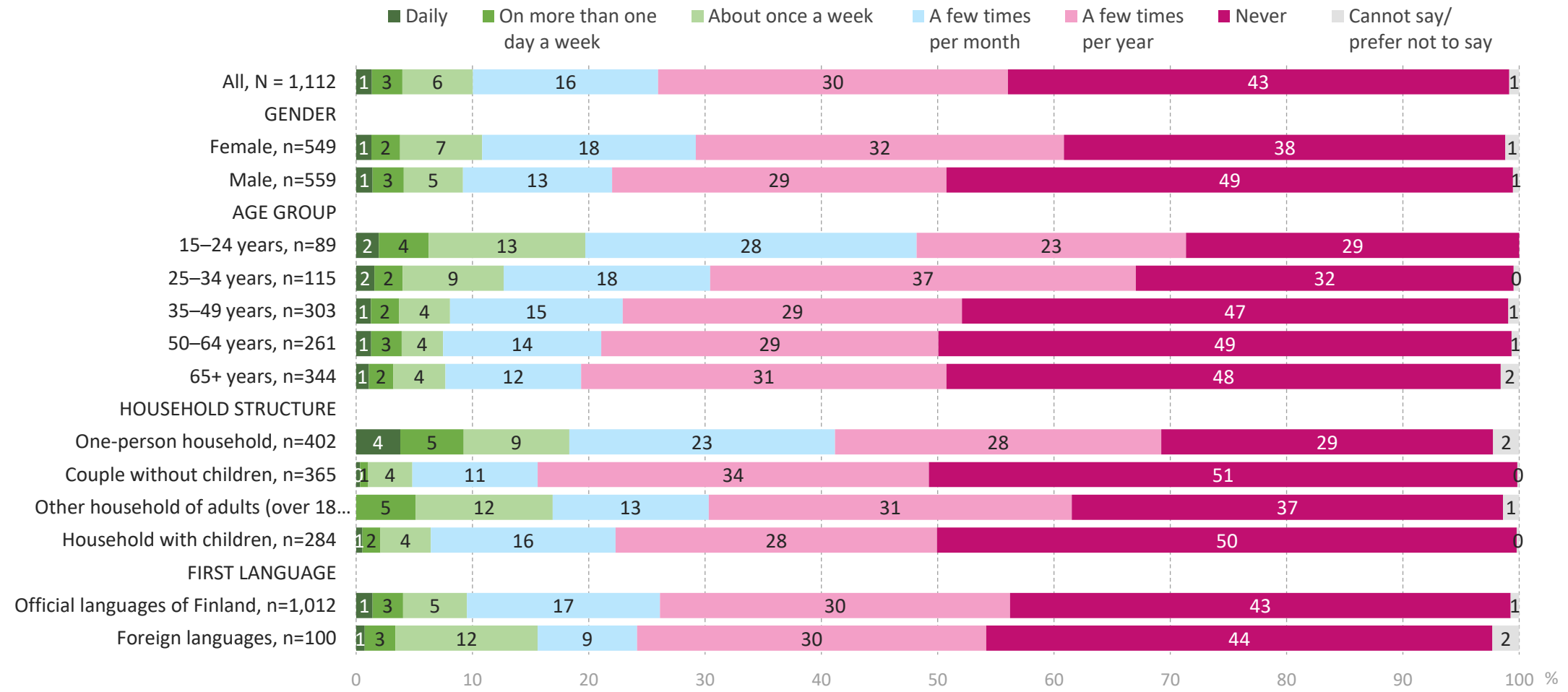
# How serious a problem loneliness is, and the importance of social media, online games and online communities

- About half of Finns, more specifically 53 per cent, assessed that loneliness is a serious problem. Of the respondents, 14 per cent consider it to be a very serious problem and 39 per cent regard it as a relatively serious problem. One in five, more specifically 21 per cent, consider loneliness to be a moderate problem. One fourth believe that loneliness is a less or not at all a serious problem. The proportion of those who feel that loneliness is a very or quite serious problem has now clearly decreased compared to the two previous surveys. Loneliness is considered a problem most often among 25–64-year-olds.
- A new question was added to this survey about whether the respondents feel that social media, online games or other online communities are important for their friendships. Opinions on this seem to divide people in Finland: Of the respondents, 49 per cent do not consider these at all important or believe them to be less important, whereas 50 per cent considered them at least fairly important. Age appears to be an explanatory factor regarding these results: the younger the respondent, the more importance is placed on social media, online games and online communities. Of 15–24-year-old respondents, 48 per cent consider them to be extremely important or important, and only 28 per cent consider them to be less important or not at all important. The meaning of these is also highlighted in one-person households and among unemployed people, students, those who experience loneliness at least weekly and respondents whose native language is something other than Finnish, Swedish or Sámi. In other words, the older the respondent is, the less importance they place on social media, online games and online communities in terms of friendships.

# Research graphics

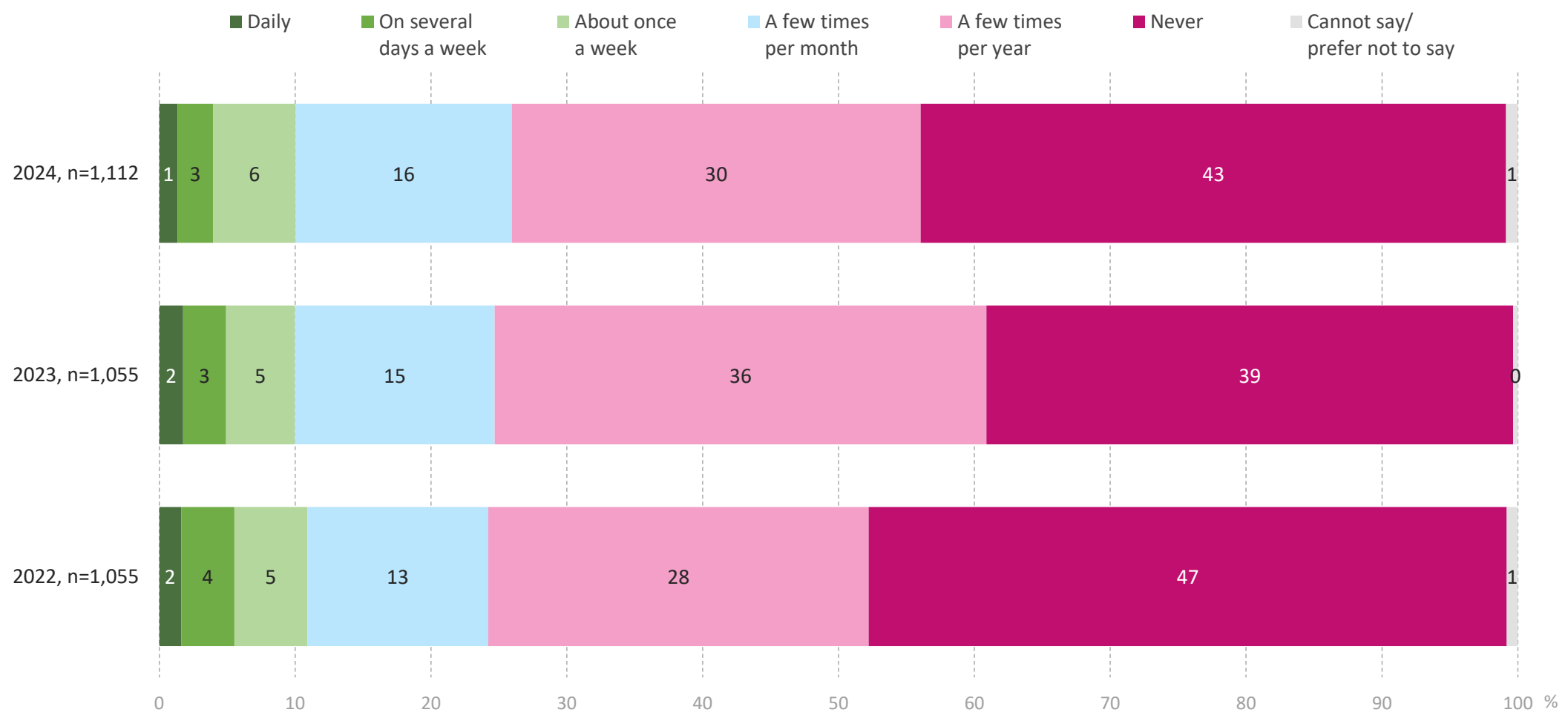


# How often do you feel lonely? Do you feel it...



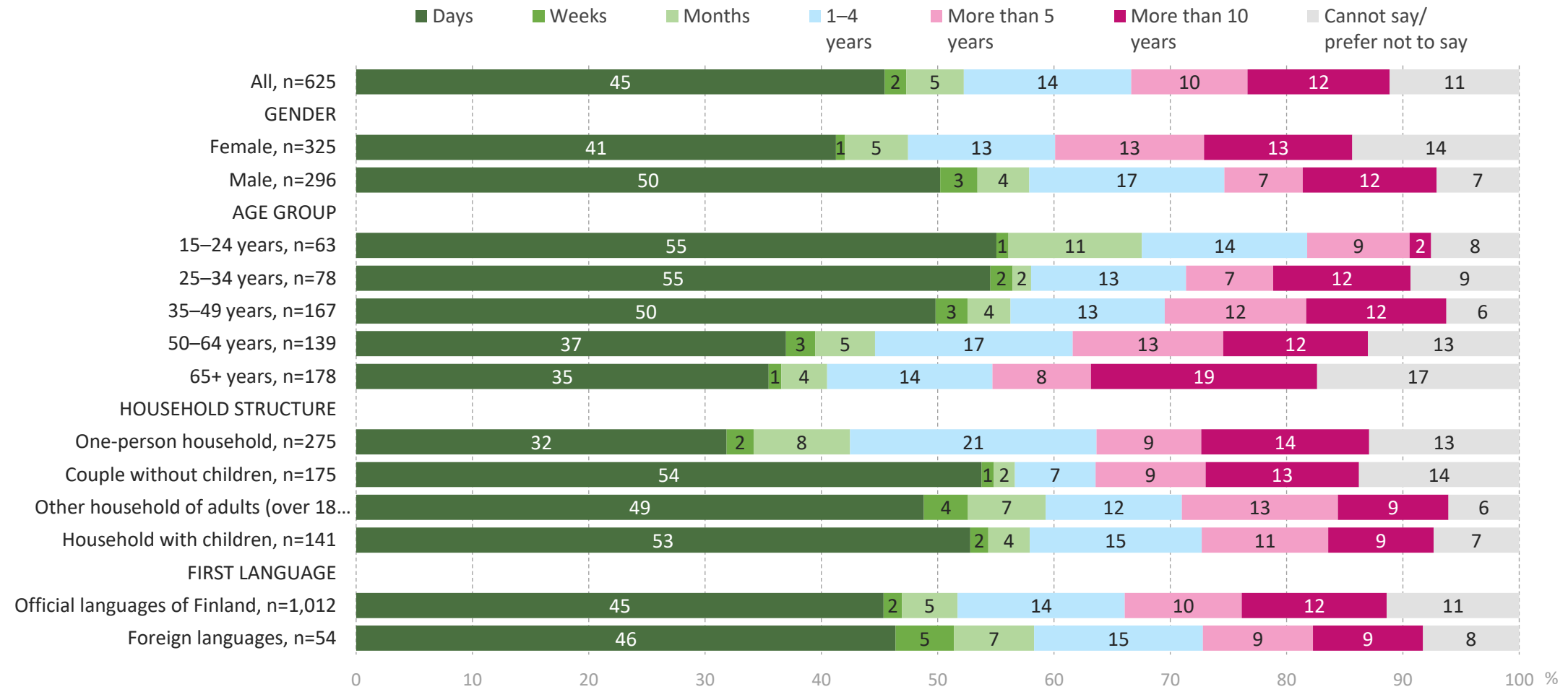
n=all respondents

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



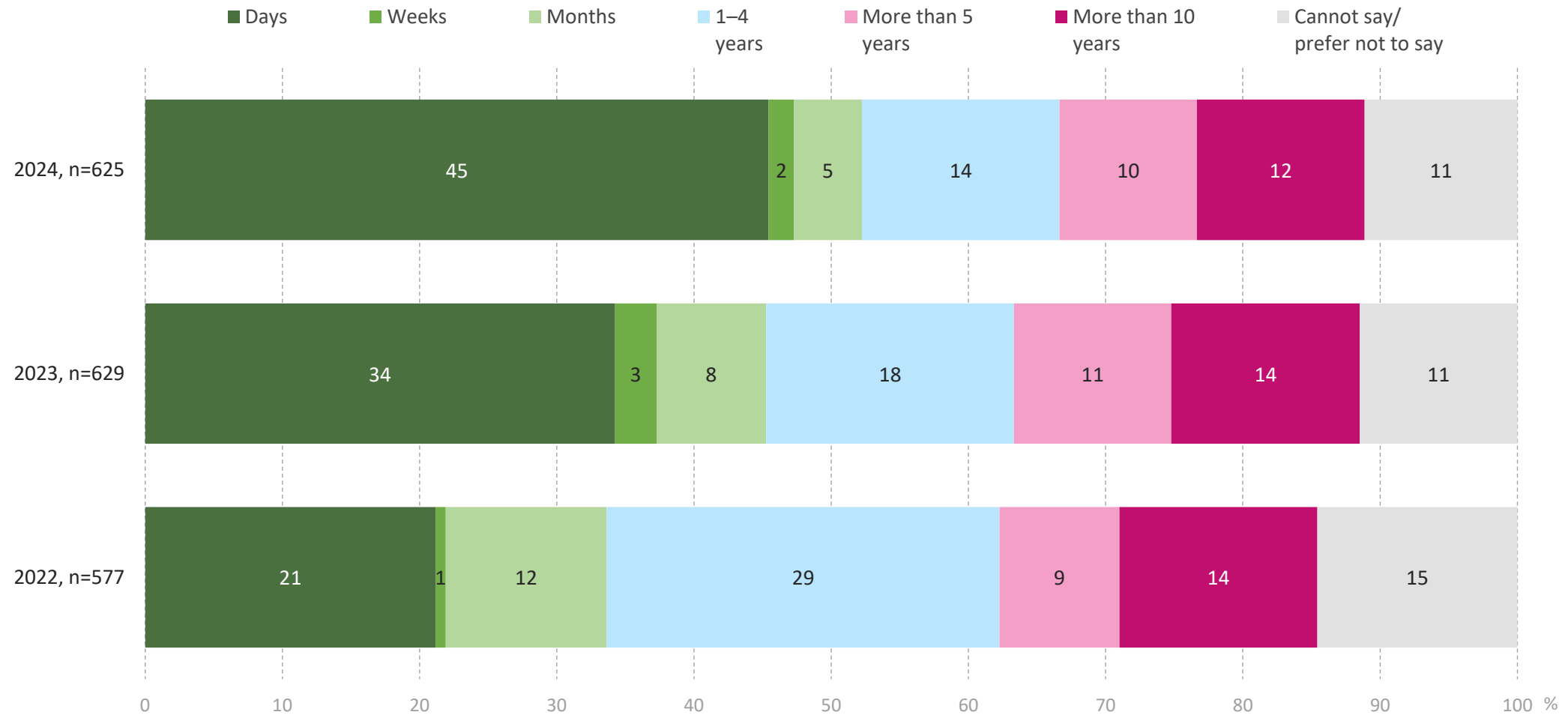
n=all respondents

# How long has your loneliness continued?



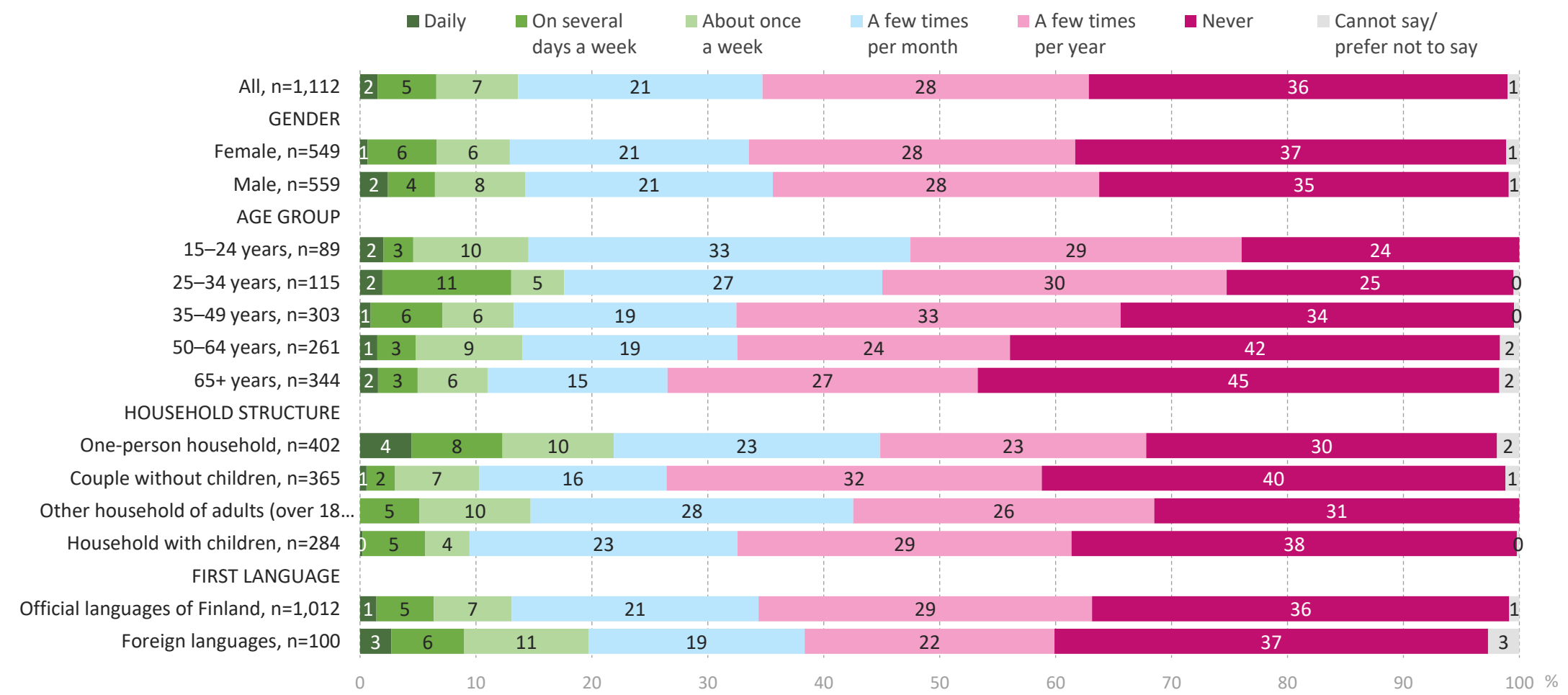
n=has felt lonely at some point

# How long has your loneliness continued?



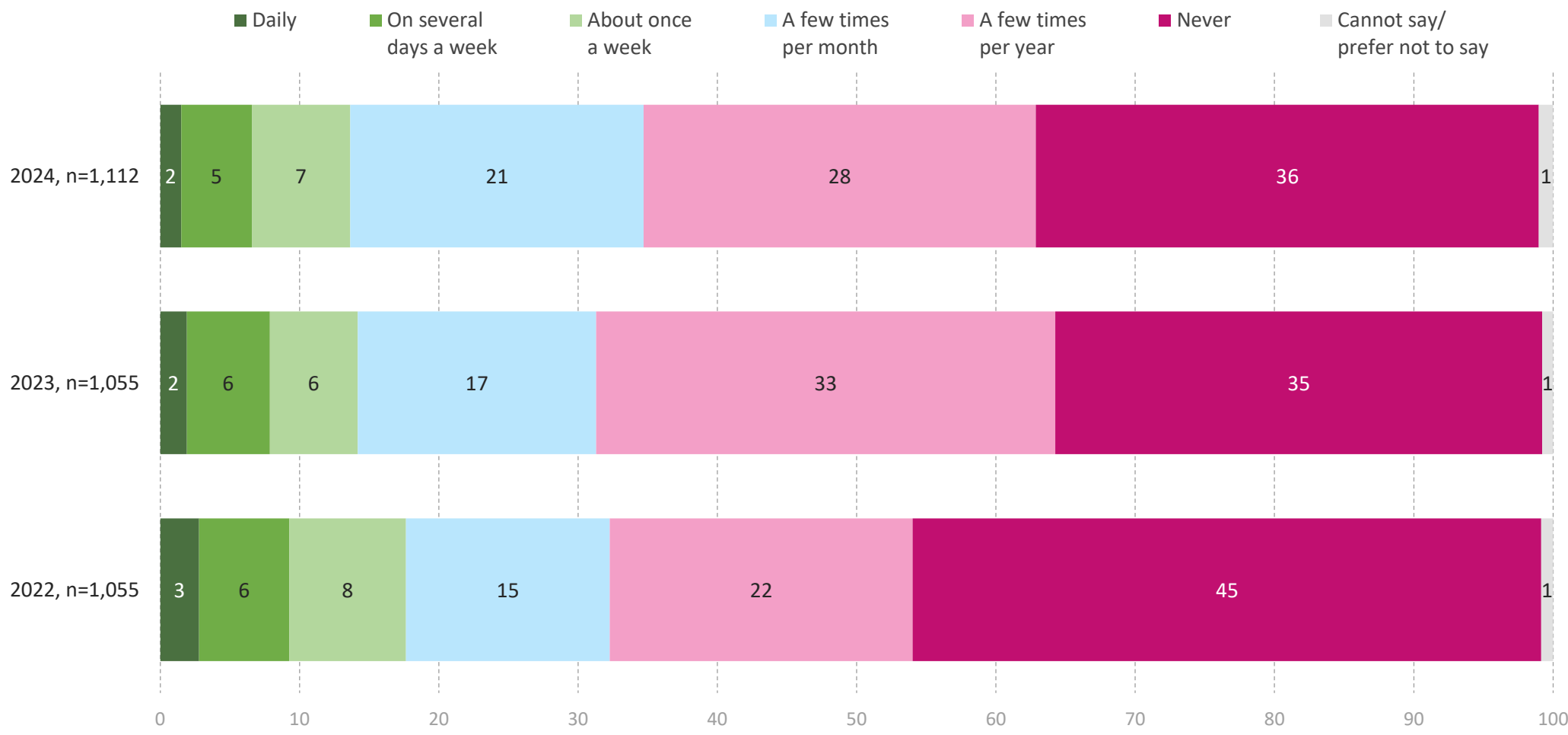
n=has felt lonely at some point

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



n=all respondents

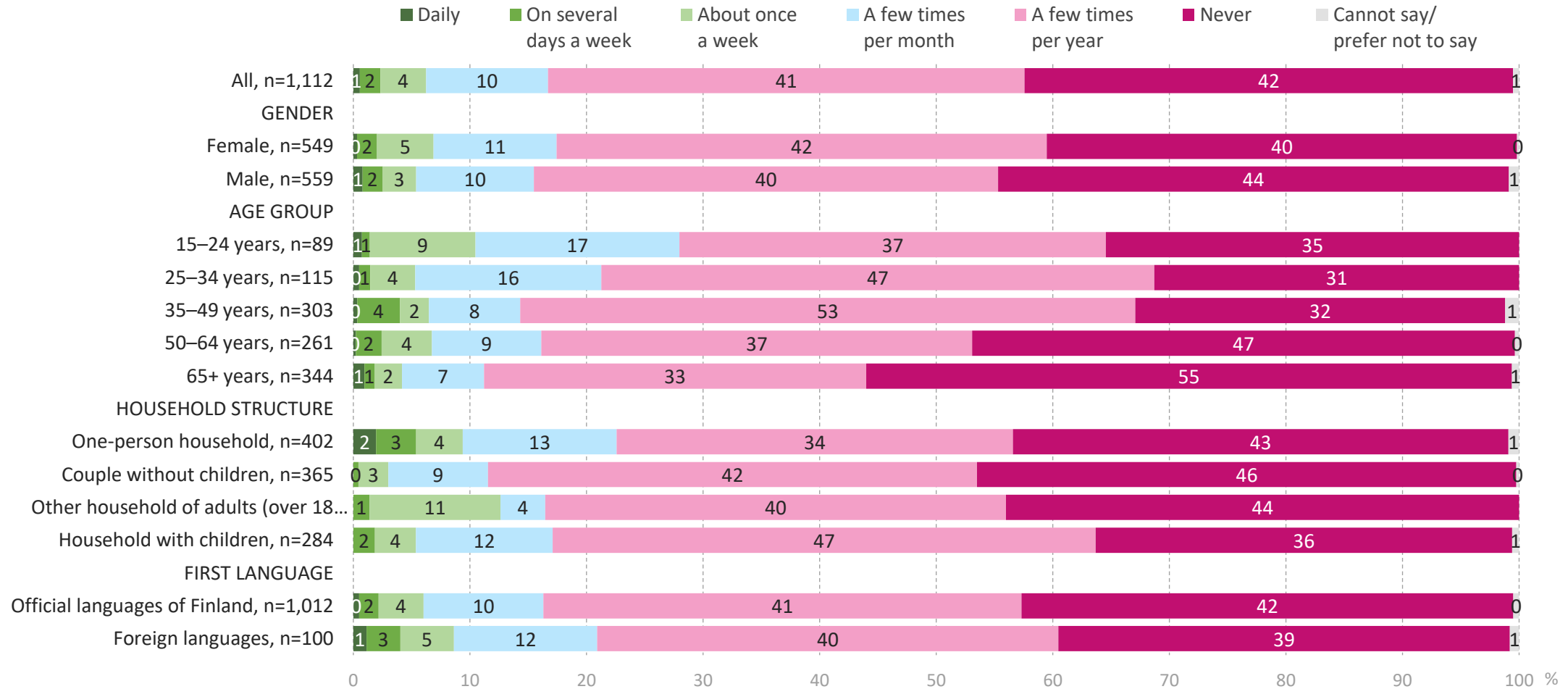
# How often do you feel isolated from other people? Do you feel it...



n=all respondents

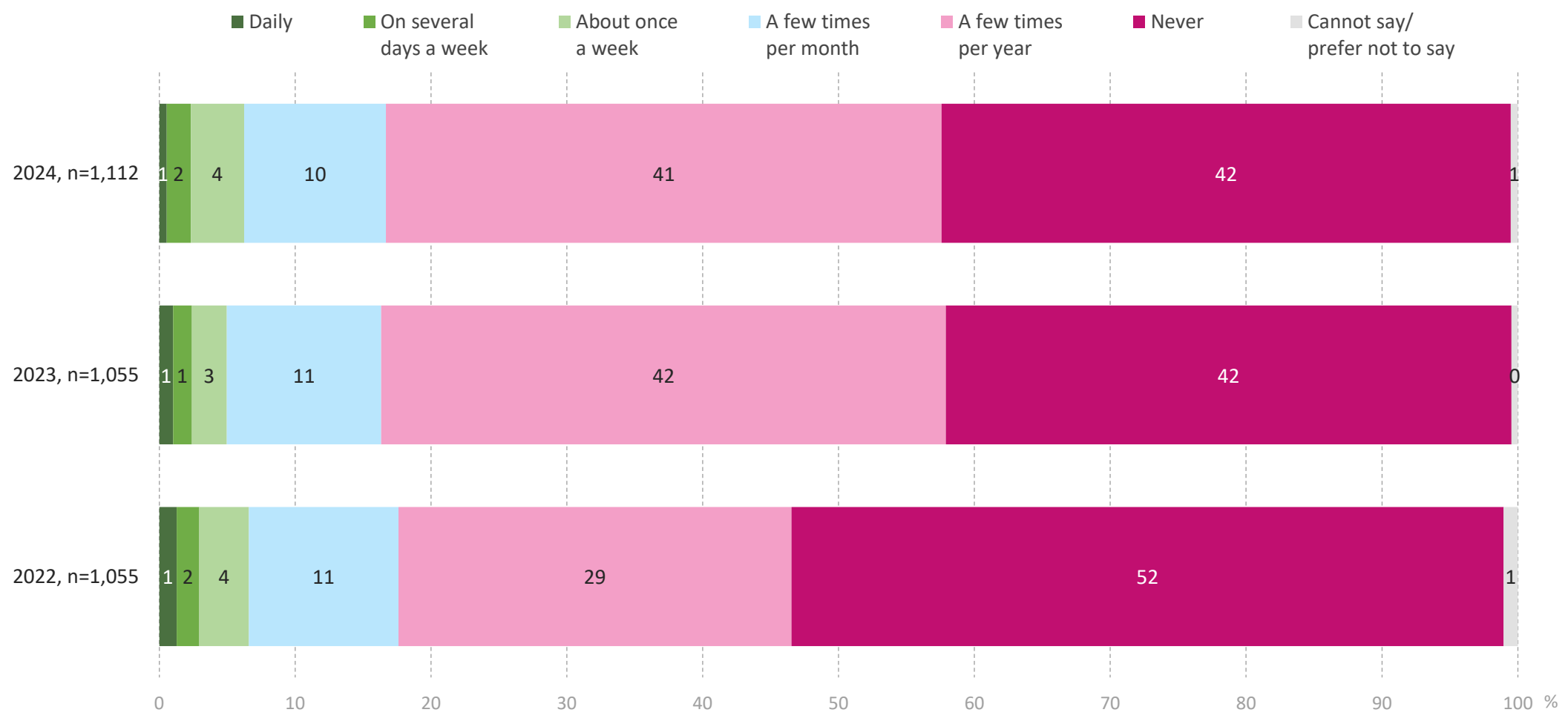


# How often do you feel excluded by other people? Do you feel it...



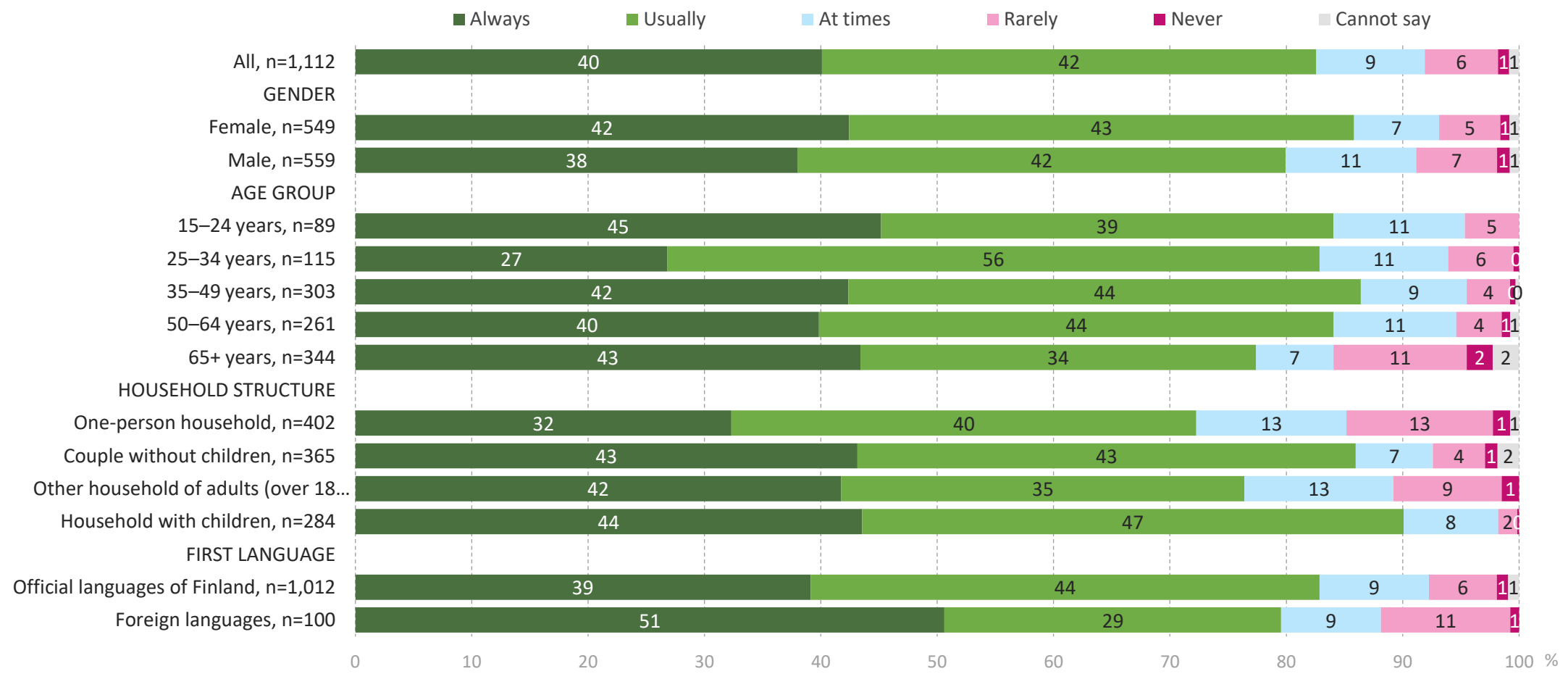
n=all respondents

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



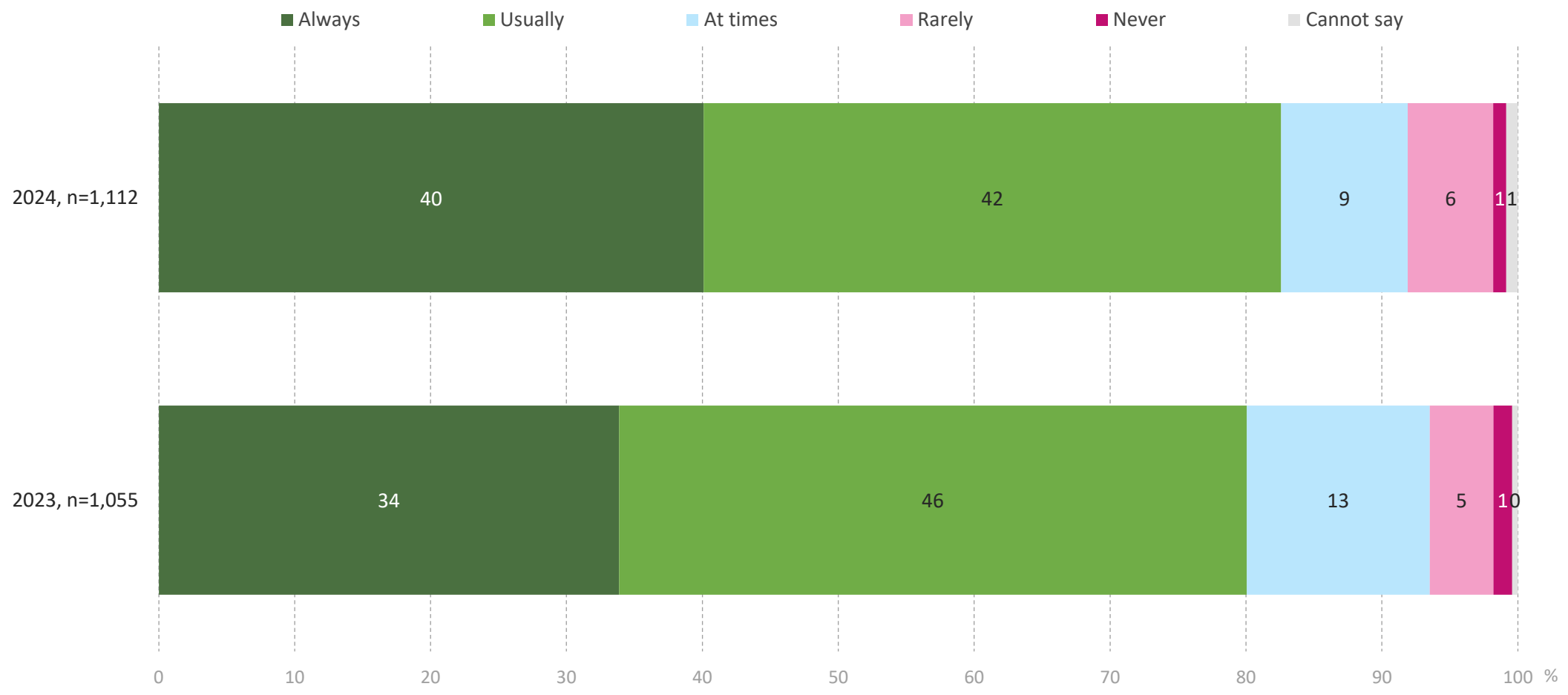
n=all respondents

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



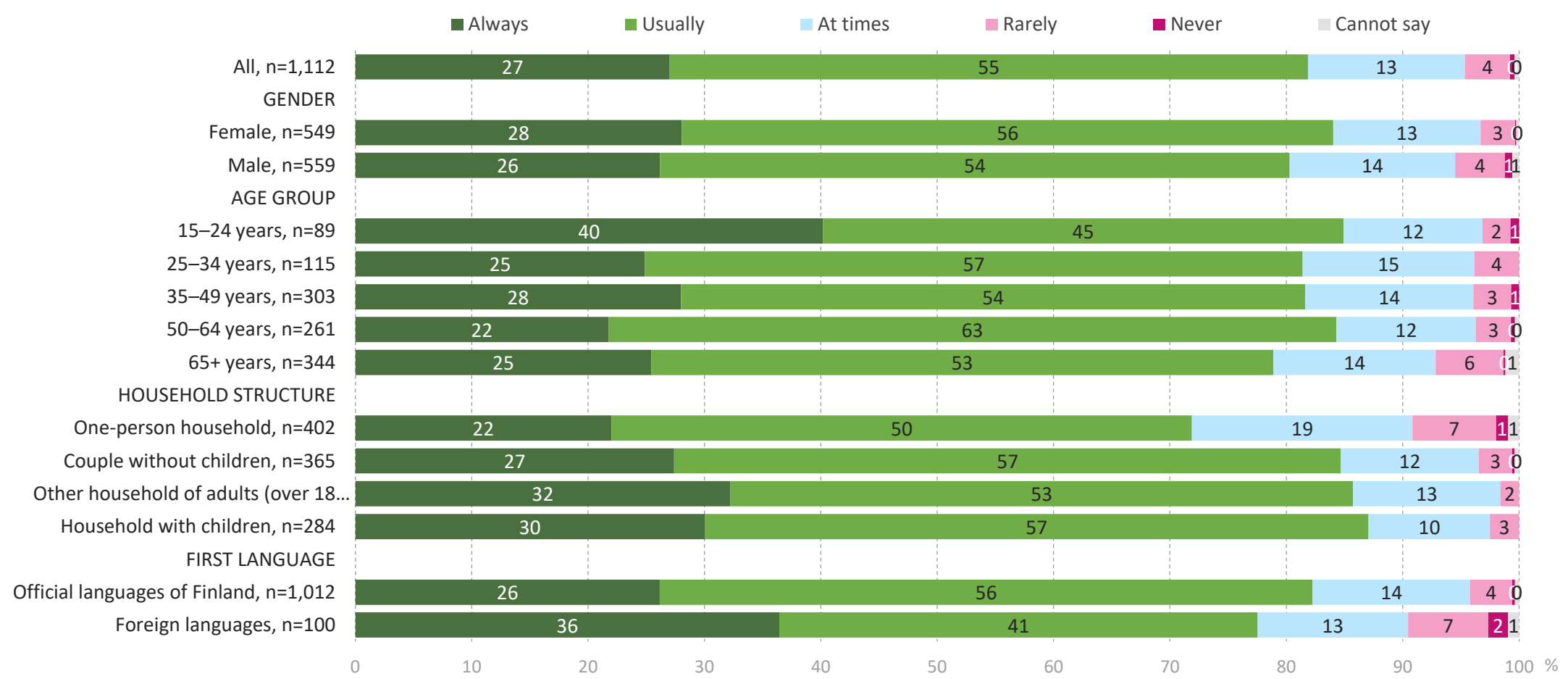
n=all respondents

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



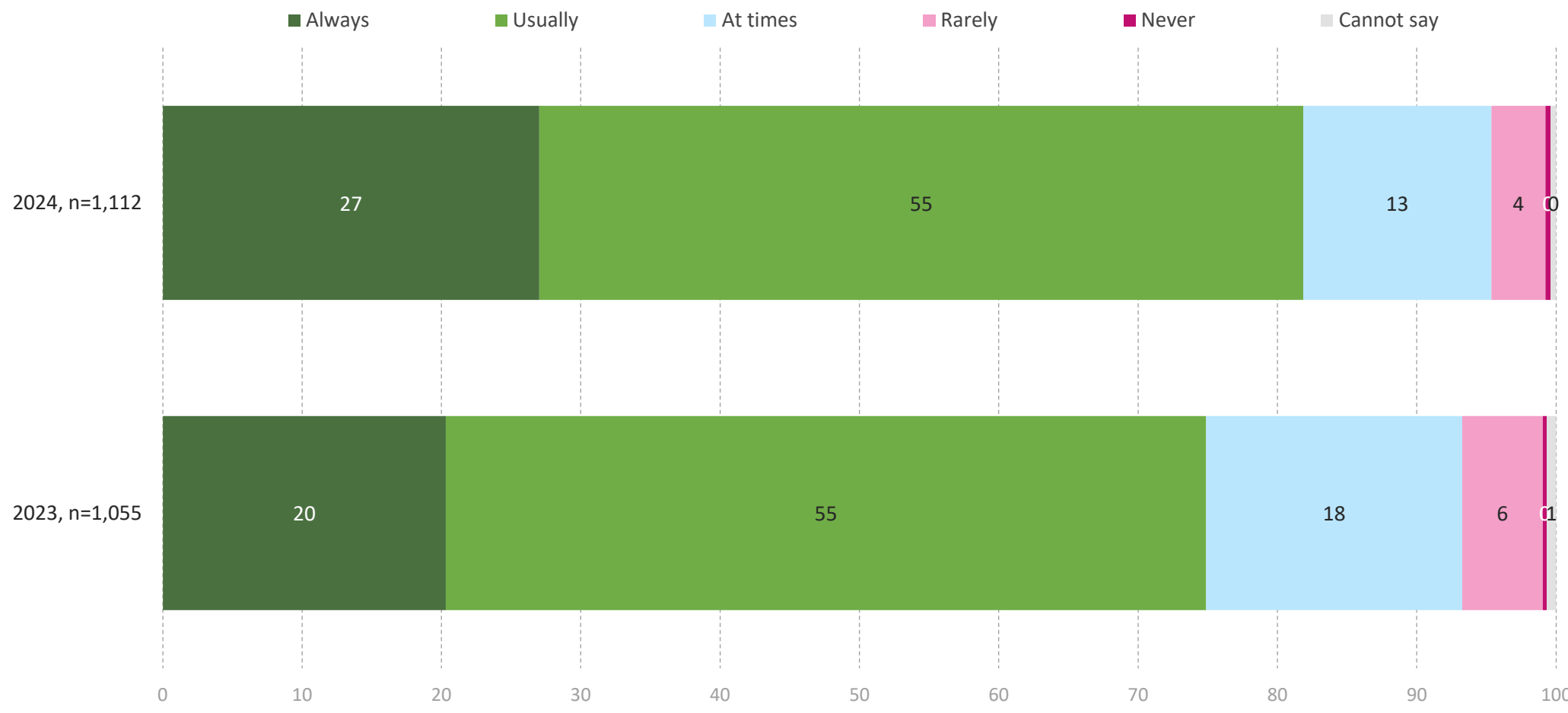
n=all respondents

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



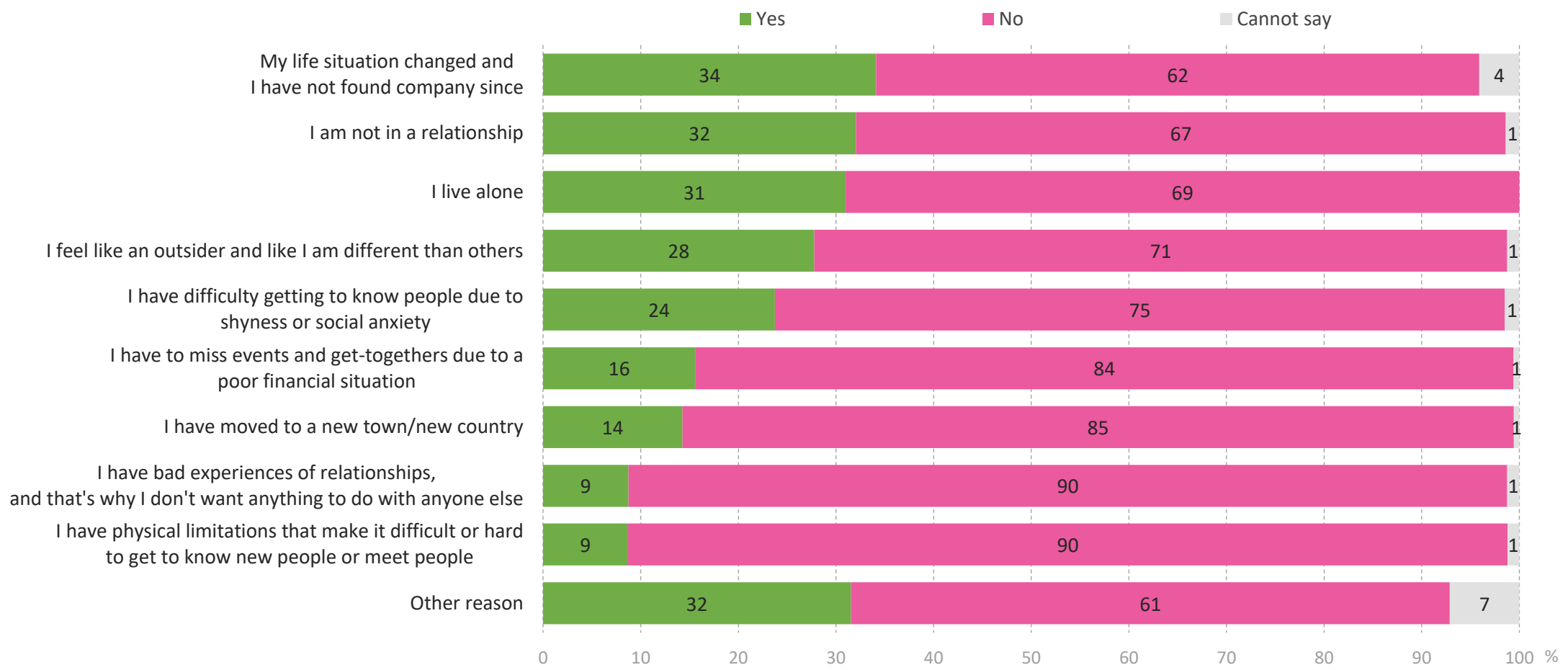
n=all respondents

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



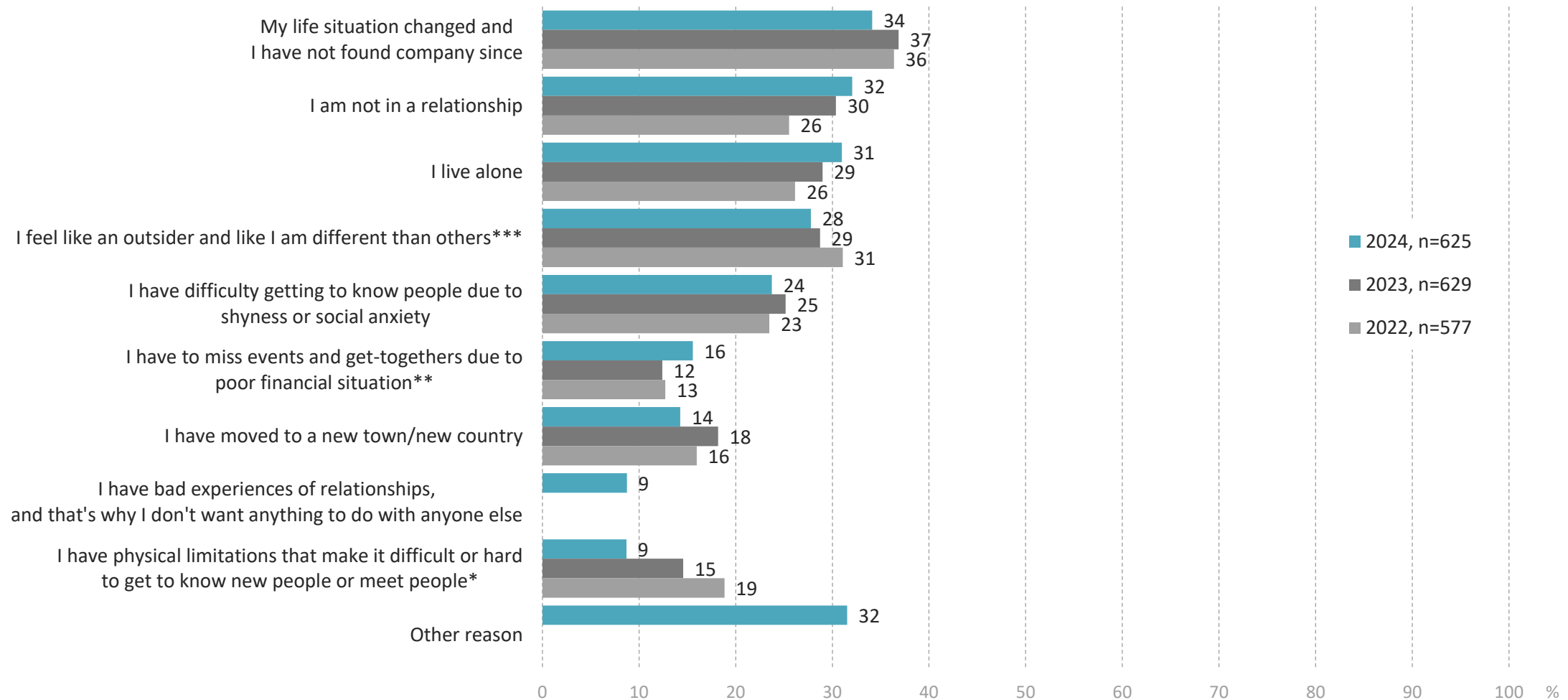
n=all respondents

# What do you think is the reason for your loneliness?



# What do you think is the reason for your loneliness?

## Yes answers



\*) 2022–2023 I have limitations that prevent or make it difficult to get to know new people

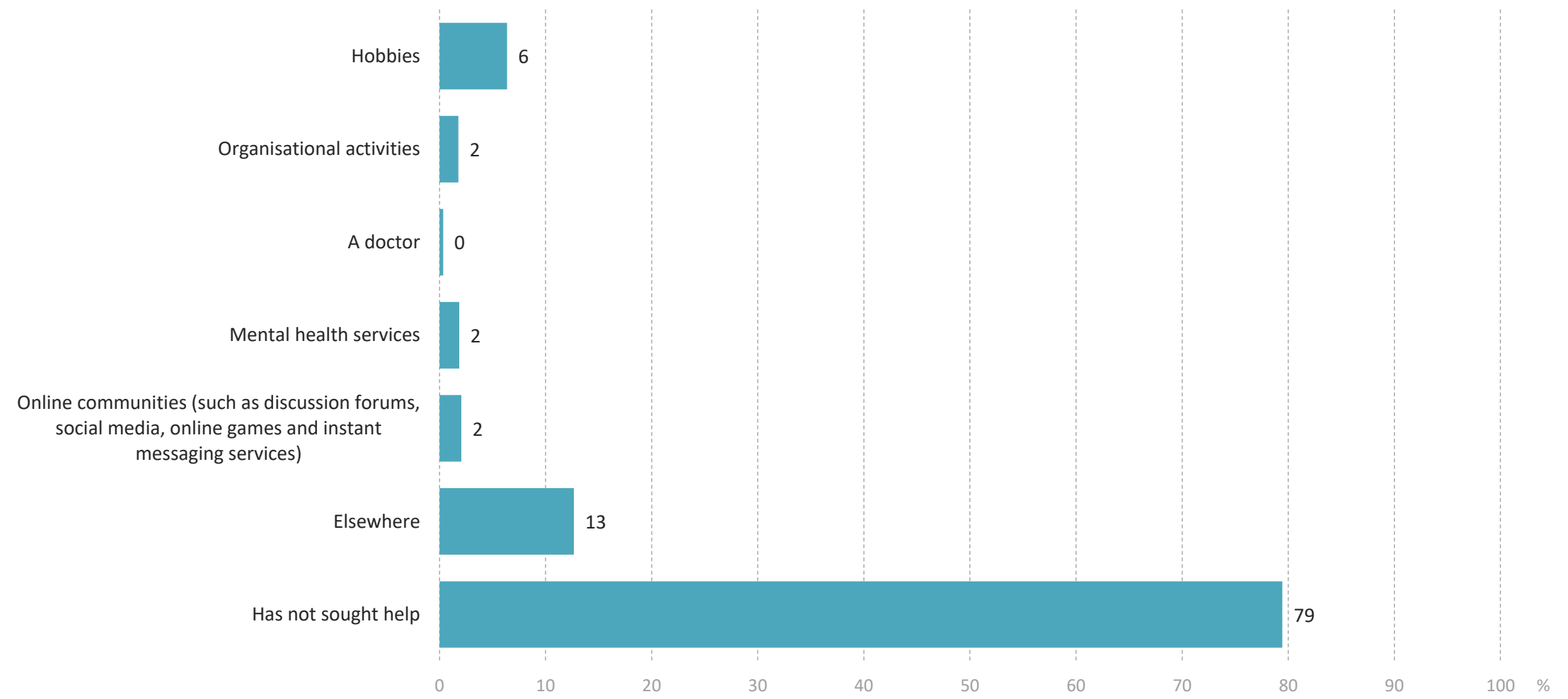
\*\*\*) 2022–2023 My poor financial situation prevents me from participating in hobbies or activities where I could get to know new people

\*\*\*) 2022–2023 I have not found similar and trustworthy people/friends and I feel like an outsider

n=has felt lonely at some point



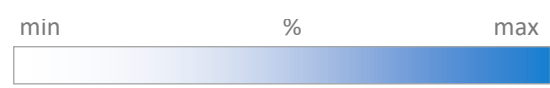
# If you have sought help for your loneliness, where have you sought it?



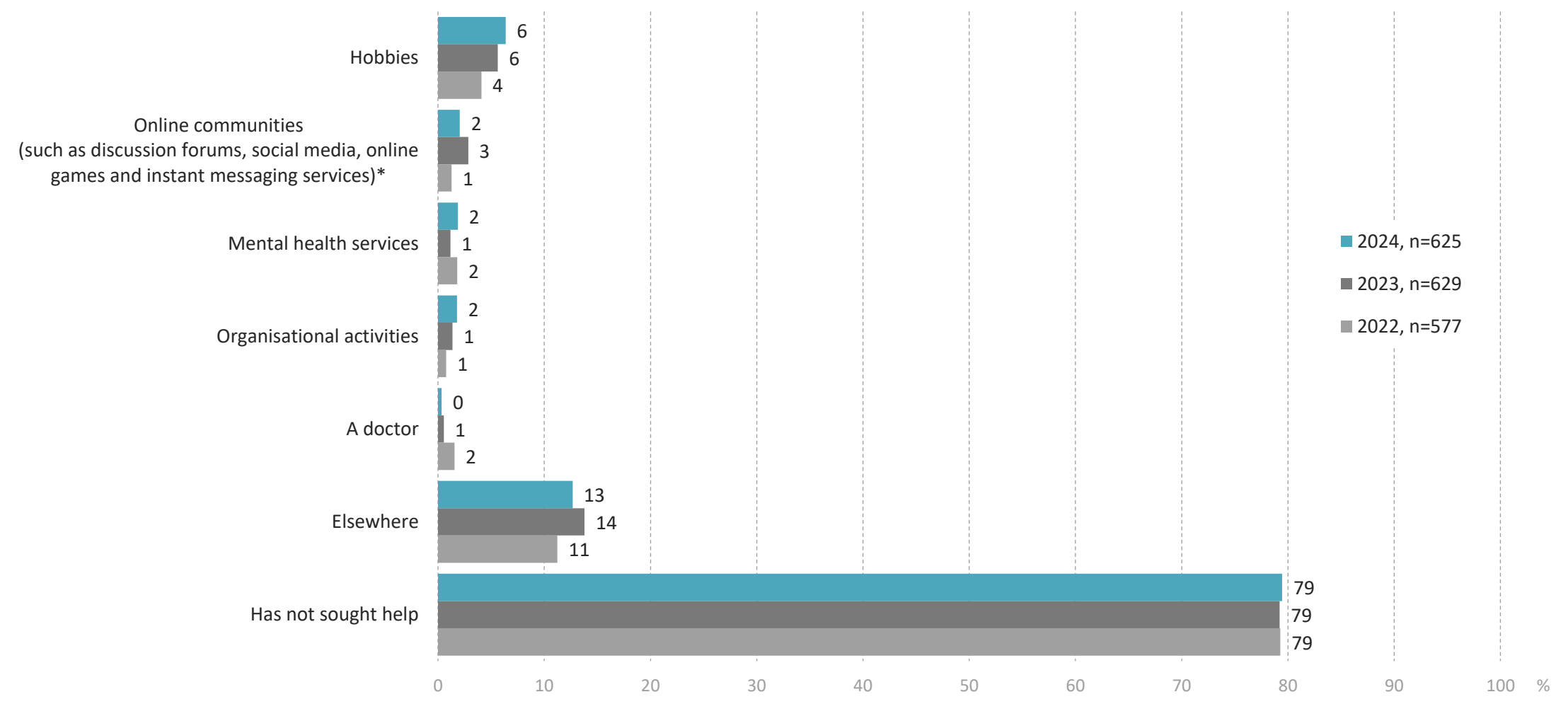
Has felt lonely at some point, n=625

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

	GENDER			AGE GROUP					HOUSEHOLD STRUCTURE				FIRST LANGUAGE	
	All, n=625	Female, n=325	Male, n=296	15–24 years, n=63	25–34 years, n=78	35–49 years, n=167	50–64 years, n=139	65+ years, n=178	One person household, n=275	Couple without children, n=175	Other adult household (over 18 only), n=34	Household with children, n=141	Finnish languages, n=571	Foreign languages, n=54
Hobbies	6	7	5	2	4	11	7	7	4	9	5	7	6	9
Online communities (e.g. discussion forums, social media, online games and instant messaging services)	2	2	3	1	2	2	4	2	3	2	0	1	2	7
Mental health services	2	2	2	3	5	0	1	1	3	2	3	1	2	0
Organisational activities	2	2	1	4	0	2	1	2	2	1	7	1	2	3
A doctor	0	0	0	0	1	0	0	1	0	1	0	1	0	0
Elsewhere	13	13	11	11	11	9	14	16	19	12	7	7	12	15
Has not sought help	79	79	81	79	82	81	80	76	74	80	78	87	80	77



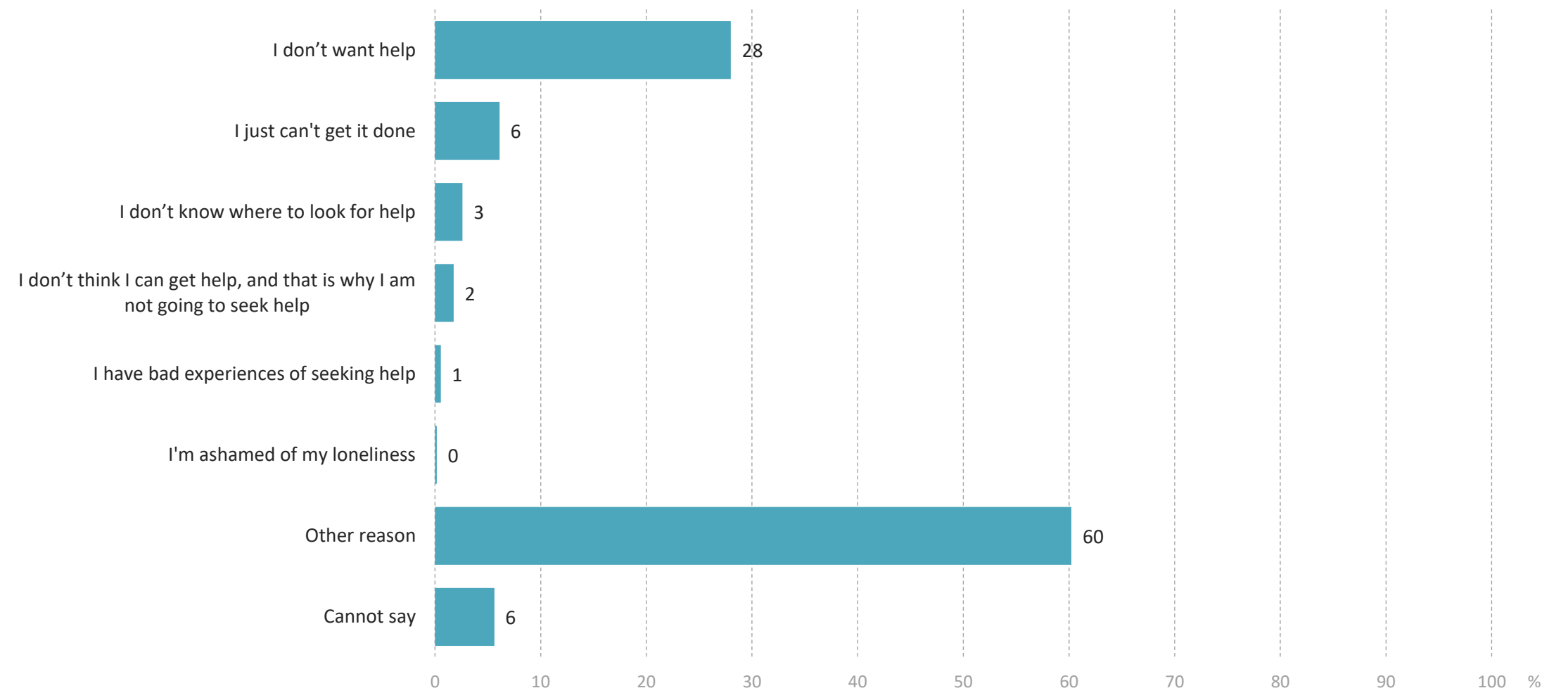
# If you have sought help for your loneliness, where have you sought it?



n=has felt lonely at some point

\*) 2022–2023 Virtual communities (e.g. discussion forums, social media, online games and instant messaging services)

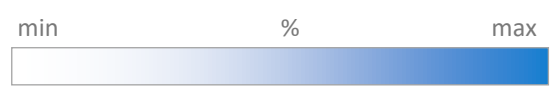
# If you haven't sought help with loneliness, why haven't you?



Has felt lonely at some point, but has not sought help, n=489

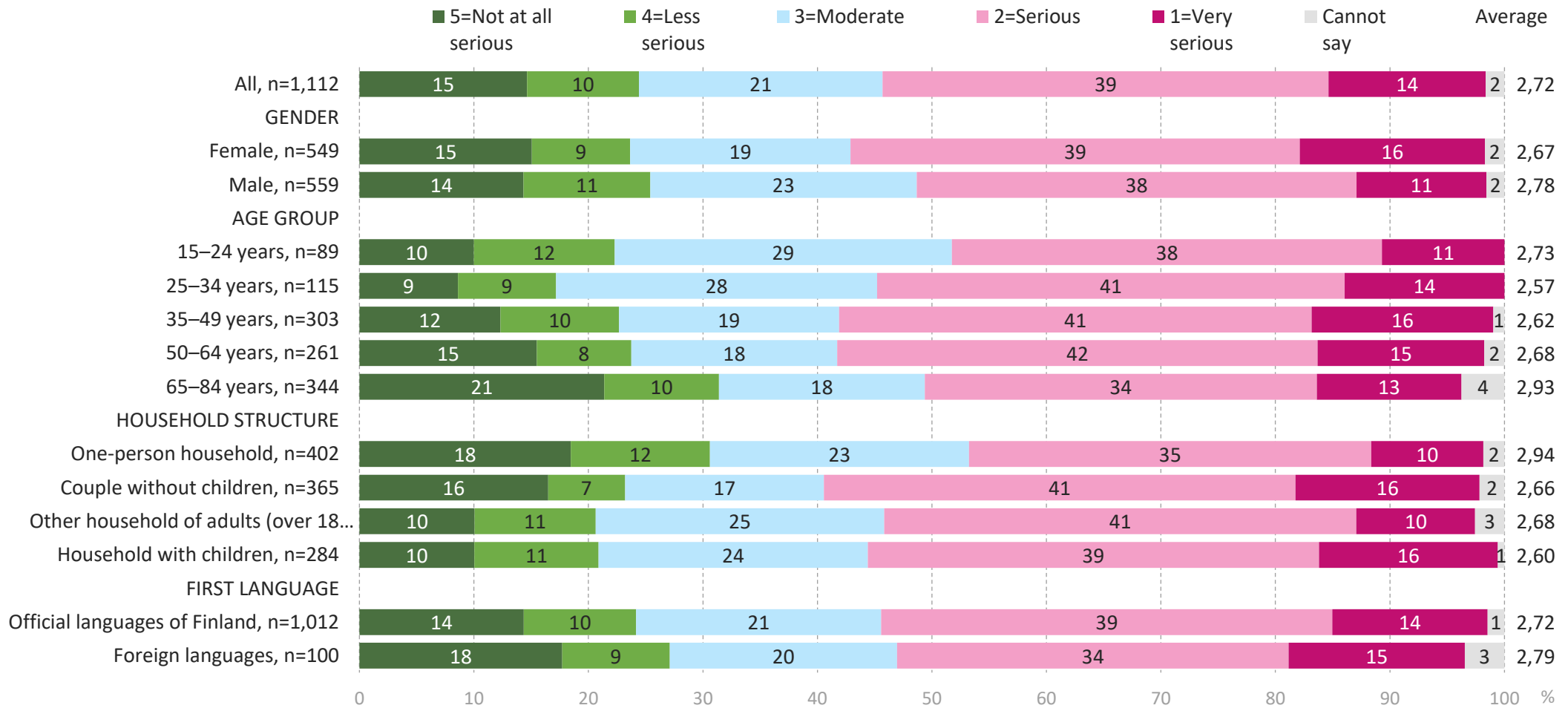
# If you haven't sought help with loneliness, why haven't you?

	GENDER		AGE GROUP					HOUSEHOLD STRUCTURE				FIRST LANGUAGE		
	All, n=489	Female, n=252	Male, n=235	15–24 years, n=48	25–34 years, n=64	35–49 years, n=132	50–64 years, n=110	65+ years, n=135	One person household, n=202	Couple without children, n=139	Other Adult household (over 18 only), n=28*	Household with children, n=120	Finnish languages, n=449	Foreign languages, n=40
I don't want help	28	25	30	27	32	29	21	31	28	30	20	29	28	30
I just can't get it done	6	5	8	11	4	7	6	4	9	3	9	6	6	7
I don't know where to look for help	3	2	3	2	2	2	1	5	5	1	0	2	2	7
I don't think I can get help, and that is why I am not going to seek help	2	1	2	3	2	1	3	1	3	3	0	0	1	7
I have bad experiences of seeking help	1	1	0	0	0	1	1	0	1	1	0	0	1	0
I'm ashamed of my loneliness	0	0	0	0	0	0	1	0	0	0	2	0	0	0
Other reason	60	65	55	59	59	59	69	57	58	63	59	60	61	48
Cannot say	6	5	6	3	5	5	4	9	4	6	13	5	6	4



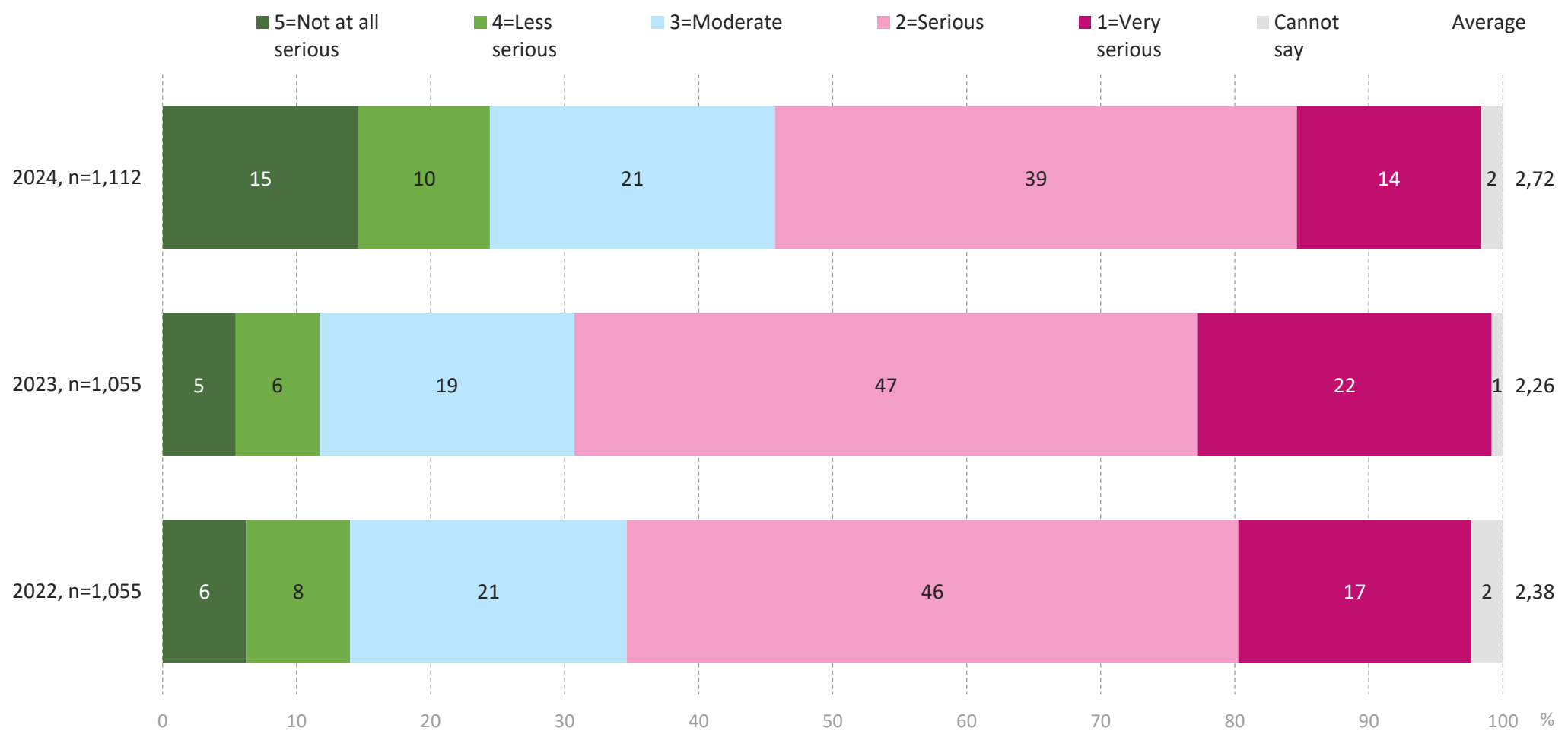
\*) Low number of respondents, result is only indicative

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



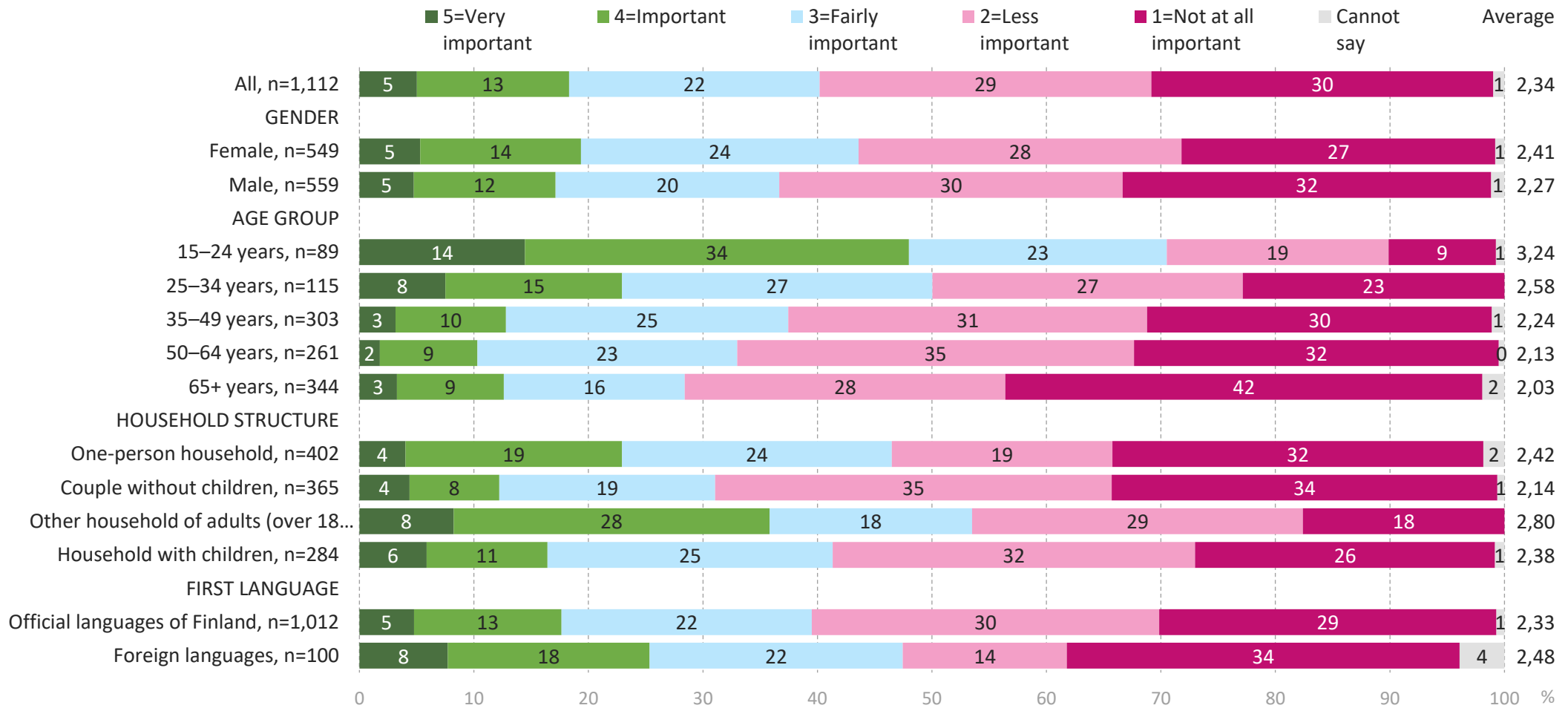
n=all respondents

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



n=all respondents

# Do you feel that social media, online games or other online communities are important for your friendships?



n=all respondents



# Appendices

## General quality assurance of separate surveys by Taloustutkimus

### Quality assurance

Taloustutkimus always treats all of the information related to surveys, received from customers or created in connection with the survey as strictly confidential.

SGS Fimko has granted an ISO 20252 industry certificate to Taloustutkimus, and all of the phases of this project are carried out according to this standard and the laws of Finland.

Taloustutkimus is also committed to compliance with the International Code on Market, Opinion and Social Research and Data Analytics, published by the International Chamber of Commerce and ESOMAR.

[http://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR\\_Code\\_English\\_.pdf](http://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ICCESOMAR_Code_English_.pdf)

ICC, International Chamber of Commerce  
ESOMAR, European Society for Opinion and Marketing Research ([www.esomar.org](http://www.esomar.org))

### Data processing agreement

The price of the commission subject to this offer/agreement includes the application of the data processing agreement template compiled by Taloustutkimus Oy. If the client wishes to use document templates drawn up by another party, Taloustutkimus Oy has the right to charge for the time spent on reading through and commenting on these documents based on their hourly prices.

## Quality guarantee

- SGS Fimko has granted Taloustutkimus Oy the ISO 20252 certificate. This research project has been conducted according to the ISO 20252 standard and Finnish law.
- All information we receive during this research process is kept strictly confidential by Taloustutkimus Oy. This concerns both the client-specific information and information received from respondents or other sources.
- Taloustutkimus Oy also follows ICC/ESOMAR International Code of Marketing and Social Research Practice.
- Taloustutkimus has not used sub-suppliers in this research project.

## 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 <sup>1</sup>	±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 <sup>3b</sup>	±6,0	±4,9 <sup>3a</sup>	±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 <sup>2</sup>
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 2023

## Gender:

- 1 female
- 2 male

Age: \_\_\_\_\_

## Default age groups:

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

## 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 city or town
- 7 Other municipality

## Major regions:

- 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 Management position
- 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 years

## Household gross income:

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

## 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

Thank you



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