

# TalentCityIndex™ 2024

Suomi

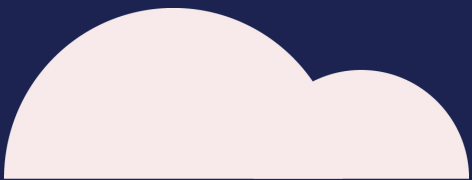
**FOCUS:** North Savo

Future Place  
Leadership™



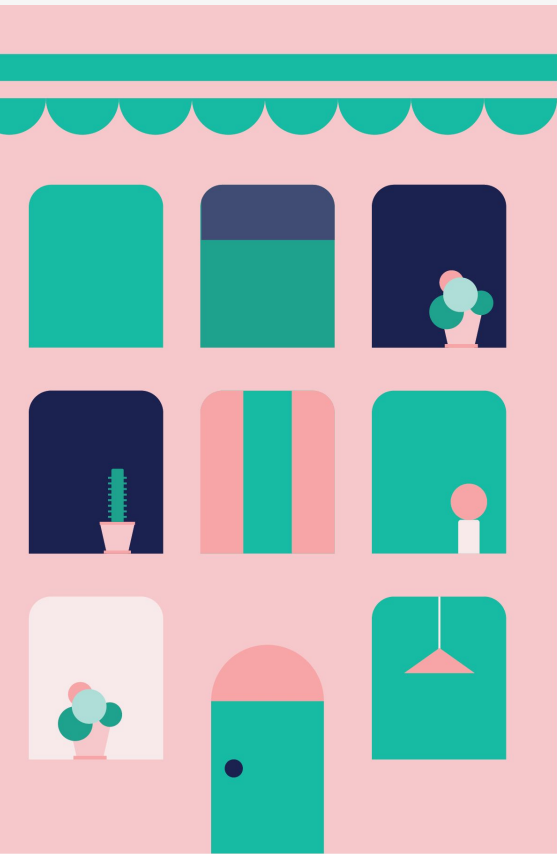
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**INTRODUCTION:**  
ABOUT THE SURVEY

# About Talent City Index Finland – Focus: North Savo



The survey covered a total of 1,237 respondents, of which 643 (52%) were women and 589 (48%) men.



The age distribution was even, with the 30-34 age group representing the largest share, with 21% (254 respondents). This was followed by the 25-29 and 40-45 age groups, with 18% (227 respondents) and 18% (221 respondents) respectively. The 35-39 and 20-24 age group represented 16% (203 respondents) and 15% (181 respondents), while the smallest group was the 46-50 age group, which represented 12% (151 respondents).

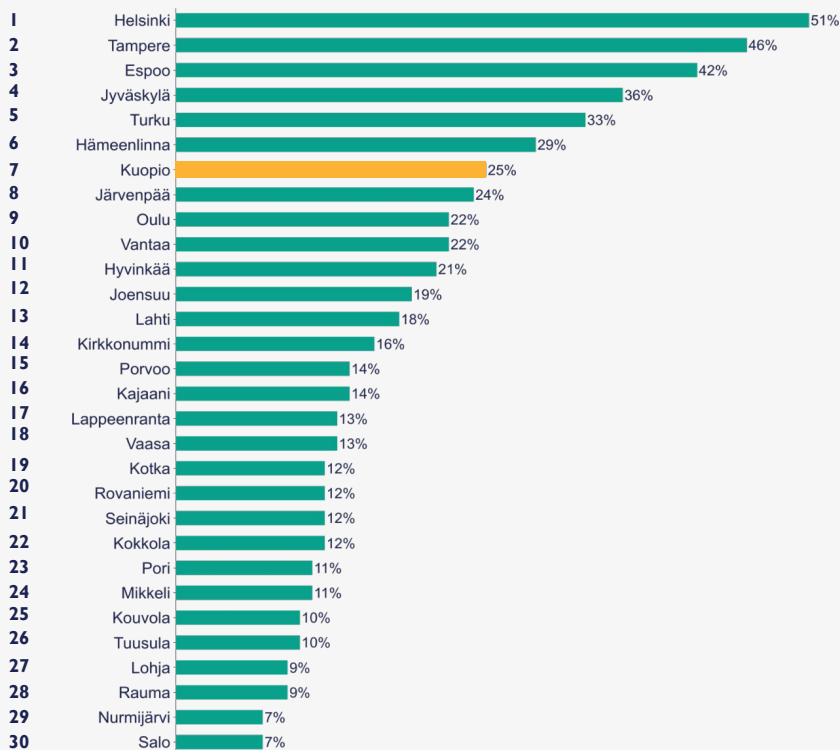


In terms of educational background, the largest group, 24% (296 respondents), had completed a master's degree. Those who completed a bachelor's degree represented 23% (280 respondents), and those who studied at a vocational college represented 23% (282 respondents). Those currently studying at university level accounted for 10% (118 respondents), while those who had completed a polytechnic bachelor's degree represented 4% (54 respondents). Additionally, 7% (84 respondents) had a high school education, and 4% (45 respondents) had completed a doctoral-level degree.

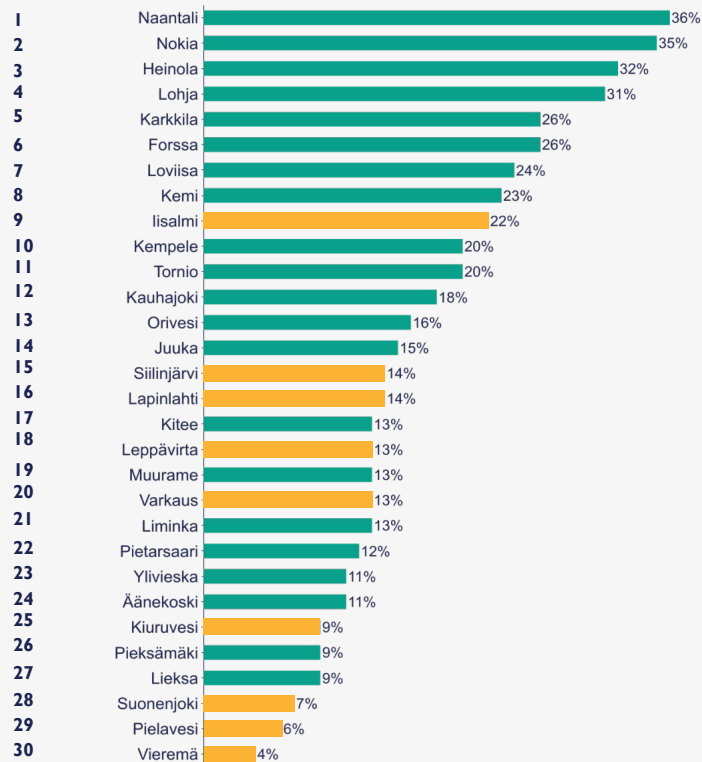
## North Savo ranking in Talent City Index

Below is the overall ranking of the most attractive cities to work and live.

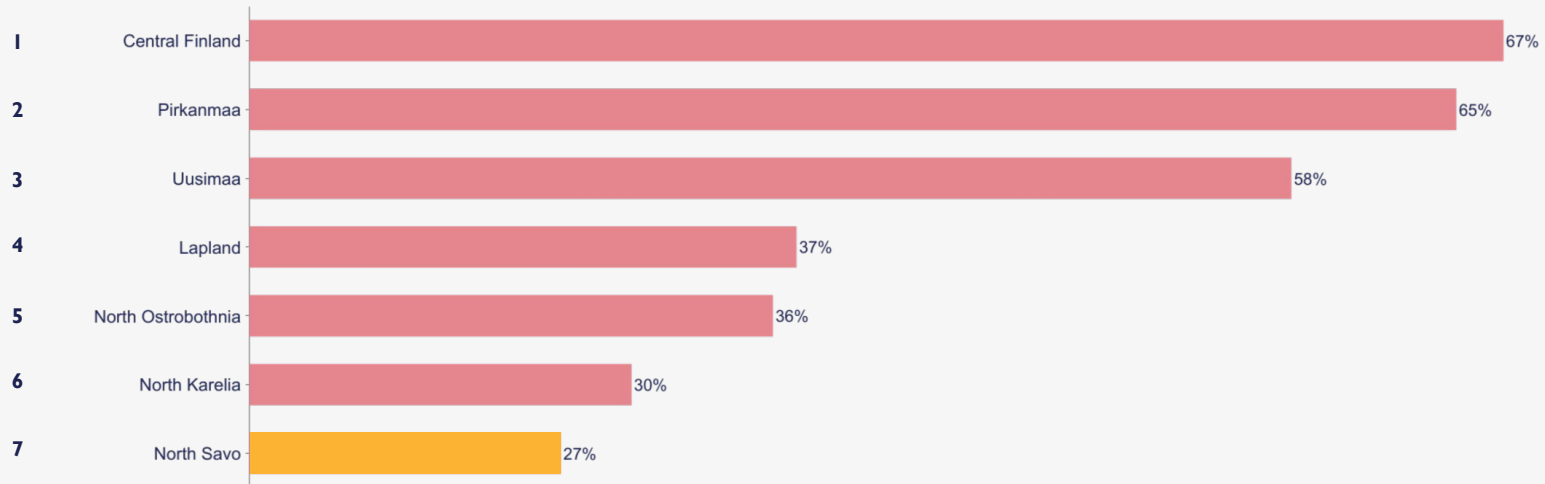
### Kuopio overall ranking in Talent City Index North Savo



### Smaller cities overall ranking in Talent City Index North Savo



## North Savo overall ranking in Talent City Index



Finland's two largest cities, Helsinki and Tampere, lead the way as the most attractive places to live and work. However, Kuopio exceeds expectations in the national rankings, securing an impressive seventh place out of 30 cities, meaning that the city punches above its weight as the ninth largest city in Finland.

However, when it comes to the smaller cities rankings it shows a less satisfactory performance. Although Iisalmi's ninth place shows a strong position, the rest of the smaller cities in North Savo are in the lower half of the list, as well as North Savo itself occupying the last place in the regional ranking. This indicates that these areas face challenges that need to be met to enhance their attractiveness and competitiveness.

This ranking shows that while Kuopio and Iisalmi stand firm in their attractiveness, the broader North Savo region and its other smaller cities have a long way to go to reach their full potential.



**PART I:**  
PROPENSITY TO MOVE TO KUOPIO  
– DRIVERS AND BARRIERS

# Attractiveness profile – Kuopio

This report is an in-depth profile that visualizes and analyses the attractiveness of Kuopio and its propensity to attract and retain talent from other cities.

This profile is focused on exploring the factors, barriers and reasons that influence people's decisions to either settle in or stay in a city region. The aim is to identify the strengths and weaknesses of cities' strategies to attract and retain talent (also known as talent retention). The study also provides an indication of potential locations where residents of Kuopio are considering moving to.

This analysis will help to understand a city-region's current position in the talent market and provide guidance on how the city can improve its strategies to withstand competition from other attractive locations, particularly in terms of which target markets and occupational categories a city-region should focus its efforts on.

This chapter utilizes a ranking system to better understand the regional perceptions of Kuopio's attractiveness and its ability to retain talent. Initially, our analysis was to focus on the regions that ranked Kuopio within their top six choices. However, due to a lower number of responses from these regions, we have adjusted our approach to include regions that ranked Kuopio within their top twelve. This broader scope allows for a more comprehensive analysis of Kuopio's positioning and attractiveness. Considering Finland's division into 19 regions, we have categorized the regions into thirds for a structured analysis: the top third includes regions that ranked Kuopio within the top six, the middle third encompasses regions ranking it between seven and twelve, and the lower third consists of those that placed Kuopio below the twelfth rank. This methodology ensures a balanced evaluation of how different regions perceive Kuopio, thereby aiding in refining the city's talent retention strategies.

Regions that have chosen Kuopio as one of their top 6 relocation destinations - This is where the potential is greatest:

- North Savo
- South Savo
- Kainuu
- Kymenlaakso
- North Karelia
- Central Finland

1

Regions that have selected Kuopio as one of their top 6-12 relocation destinations - Potential can also be found here:

- Central Ostrobothnia
- North Ostrobothnia
- South Karelia
- Satakunta

2

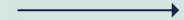
Regions that have Kuopio outside their top 12 - people from here are less positive about moving to Kuopio:

- Uusimaa
- Häme region
- Ostrobothnia
- Päijät-Häme
- South Ostrobothnia
- Southwest Finland
- Lapland
- Pirkanmaa

3



Kuopio



Where do residents of Kuopio want to move?

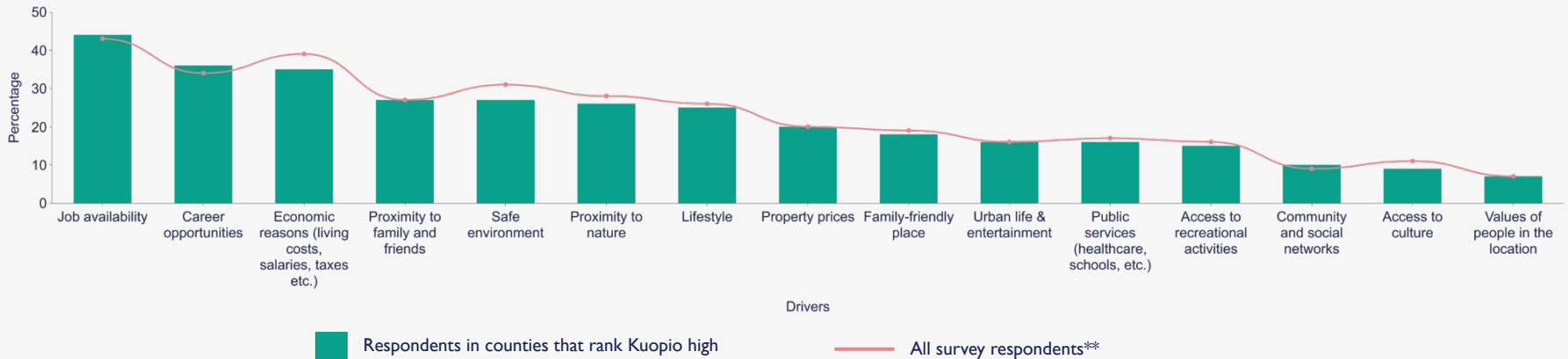
1.	Kuopio	91%
2.	Jyväskylä	69%
3.	Tampere	63%
4.	Oulu	44%
5.	Joensuu	38%





## Drivers for moving

The graph below shows the drivers for moving among respondents in the counties that ranked Kuopio in the top 12 as a destination, compared to all respondents



The graph shows drivers for moving, in other words how respondents in counties that rank Kuopio highly as a destination answered the question "What would be your main drivers for moving?" The pink line represents how all respondents in the survey have answered the same question.

This graph gives an indication of which areas Kuopio should develop and communicate to the target group that sees Kuopio as an attractive place to live and work, which in turn can help them take the decisive step to move. A more in-depth analysis follows on the next page.

\*N (respondents in counties & regions that rank Kuopio in the top 12) = 636

\*\*N (all respondents to the survey) = 1236

## **Drivers that characterize respondents in counties that rank cities in Kuopio highly**

When comparing respondents who rate Kuopio highly with all participants in the survey, we find more similarities than distinct differences between the groups. Both groups exhibit common preferences, but for those who specifically favor Kuopio, certain aspects are more pronounced.

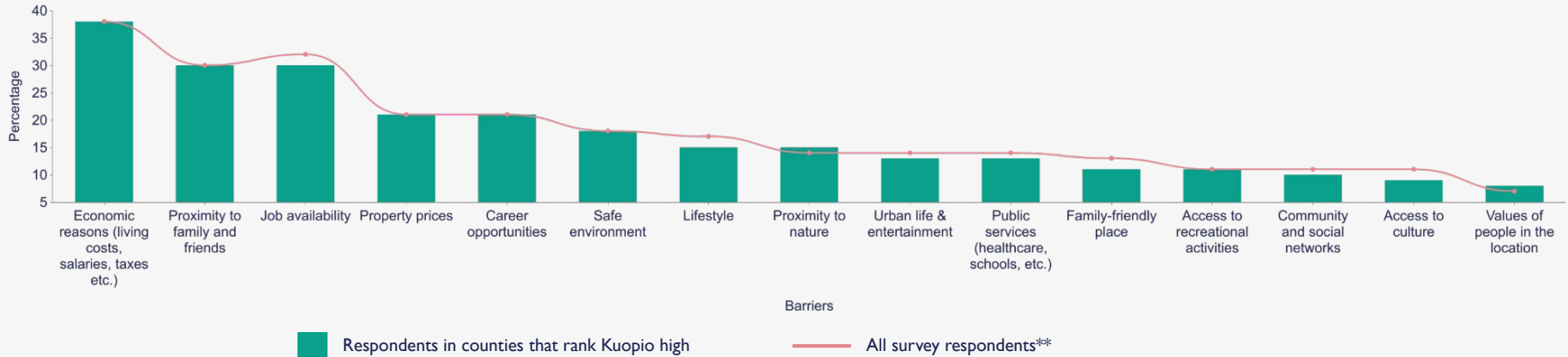
Particularly, job availability and career opportunities are highly valued among those who rank Kuopio highly, aligning closely with the general group of respondents who slightly prioritize economic motivations even more. These Kuopio-supporting respondents emphasize similar economic reasons, highlighting their importance in choosing Kuopio.

In general, both groups emphasize similar factors. This suggests that Kuopio has a strong appeal to those who value environments conducive to economic growth and career opportunities.

Given these observations, we can theorize that the marketing for Kuopio need not only target those who already appreciate the city highly. Considering the many similarities in priorities, there is potential to attract other individuals as well. By focusing on Kuopio's ability to offer good job prospects, career opportunities, and robust economic benefits, the city can increase its attractiveness to a broader audience. Understanding and addressing these common preferences could be key to attracting a more diverse group of new residents to Kuopio.

## Barriers when considering moving

The graph below shows barriers to moving among respondents in the counties that ranked Kuopio in the top 12 as a destination, compared to all respondents



The graph shows barriers when considering moving, in other words how respondents in counties that rank Kuopio highly as a destination answered the question "What would be your main barriers when moving to another place?" The pink line represents how all respondents in the survey have answered the same question.

This graph gives an indication of which areas Kuopio should develop and communicate to the target group that sees Kuopio as an attractive place to live and work, which in turn can help them take the decisive step to move. A more in-depth analysis follows on the next page.

\*N (respondents in counties & regions that rank Kuopio in the top 12) = 636

\*\*N (all respondents to the survey) = 1236

## **Barriers that are distinct of respondents in counties that rank Kuopio highly**

When analyzing the primary barriers when moving, we observe that the national trend largely follows the same pattern as those respondents in counties and regions who rate Kuopio highly. However, there are some significant differences in this analysis. Notably, economic reasons as well as factors such as proximity to family and friends and job availability, constitute the biggest barriers for these groups when it comes to moving.

Among the respondents who rate Kuopio highly, economic reasons are the most significant barrier, with only slight differences noted in proximity to nature and the importance of community. Property prices and security are also prominent obstacles compared to the general group. This group places less emphasis on lifestyle factors, instead prioritizing economic considerations before moving.

On the other hand, the general group of respondents experiences lifestyle reasons and job availability as greater barriers. Although these factors are also important for those who specifically value Kuopio highly, it is clear that they prioritize differently in their decision-making process.

To effectively attract newcomers to Kuopio, it is crucial to understand and address these specific barriers. A focus should be placed on communicating about the high property prices and highlighting the region's safety and proximity to family, while also paying attention to lifestyle aspects. This approach would not only appeal to those who already view the region positively but also extend the appeal to the broader general population. By tailoring strategies to these identified needs, Kuopio can enhance its attractiveness and thus attract more newcomers.

# Attractiveness profile – North Savo

This report analyzes the appeal of smaller cities within North Savo, focusing on their ability to attract and retain talent. It examines the factors influencing whether individuals decide to move to or remain in these cities, aiming to pinpoint strengths and weaknesses in local strategies for talent retention. The study emphasizes targeted regions based on a reliable dataset from the top six areas, offering insights into regional perceptions and strategies to improve North Savo's competitiveness in the talent market. This focused analysis aids in identifying specific areas for improvement to enhance the region's attractiveness and retain local talent.

For this focused analysis, the top six regions had a sufficient number of respondents to provide a reliable dataset, eliminating the need to extend our scope to include those ranked between six to twelve. This targeted approach allows us to better understand the regional perceptions of North Savo's strategies and their impact on talent attraction and retention. By concentrating on feedback from these top-ranked regions, we obtain critical insights into the dynamics influencing North Savo attractiveness. This concentrated approach helps pinpoint precise areas for enhancement in North Savo to enhance its appeal and retain talent within these closely tied regions.

Regions that have chosen smaller cities in North Savo as one of their top 6 relocation destinations - This is where the potential is greatest:

- North Savo
- Kainuu
- South Karelia
- South Ostrobothnia
- South Savo
- Päijät-Häme
- North Karelia
- Central Finland
- Kymenlaakso
- North Ostrobothnia

1

Regions that have selected smaller cities in North Savo as one of their top 6-12 relocation destinations - Potential can also be found here:

- Southwest Finland
- Lapland
- Uusimaa
- Central Ostrobothnia

2

Regions that have smaller cities in North Savo outside their top 12 - people from here are less positive about moving to Kuopio:

- Satakunta
- Pirkanmaa
- Häme region
- Ostrobothnia

3



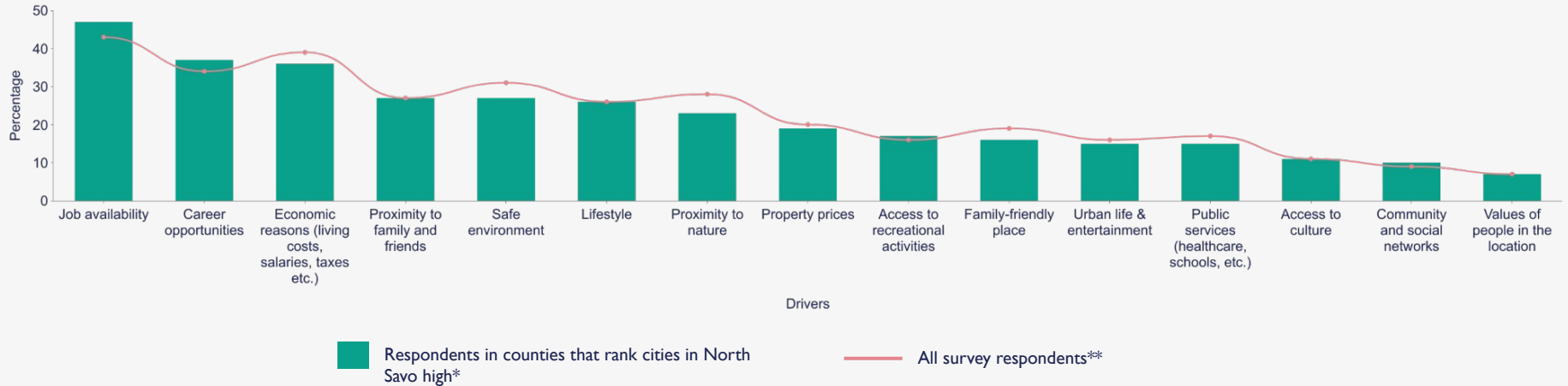
Where do residents of smaller cities in North Savo want to move?

1.	Kuopio	67%
2.	Tampere	56%
3.	Jyväskylä	56%
4.	Joensuu	44%
5.	Mikkeli	44%



## Drivers for moving – North Savo smaller cities

The graph below shows the drivers for moving among respondents in the counties that ranked cities in North Savo top 6 as a destination, compared to all respondents



The graph shows drivers for moving, in other words how respondents in counties that rank smaller cities in North Savo highly as a destination answered the question "What would be your main drivers for moving?" The pink line represents how all respondents in the survey have answered the same question.

This graph gives an indication of which areas North Savo should develop and communicate to the target group that sees North Savo as an attractive place to live and work, which in turn can help them take the decisive step to move. A more in-depth analysis follows on the next page.

\*N (respondents in counties & regions that rank cities in North Savo in the top 6) = 426

\*\*N (all respondents to the survey) = 1236

## **Drivers that characterize respondents in counties that rank smaller cities in North Savo highly**

When comparing respondents who rate smaller cities within North Savo highly with all participants in the survey, we now start to see more differences occurring from that of the two groups.

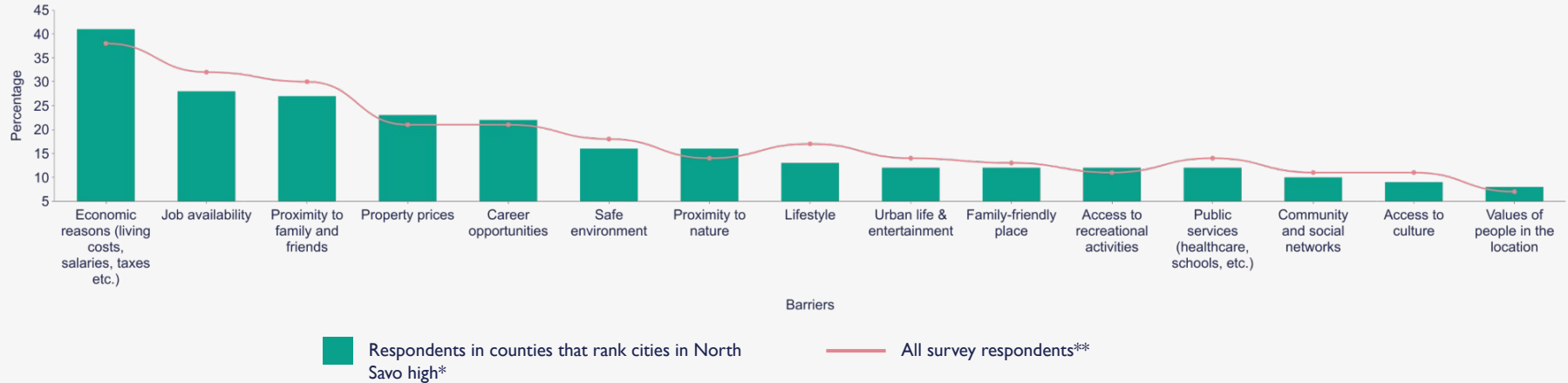
Particularly, job availability and career opportunities are highly valued among those who rank these smaller cities highly, aligning closely with the general group of respondents who slightly prioritize economic motivations even more. The respondents who ranks smaller cities high emphasize similar economic reasons, highlighting their importance in choosing these locations.

In general, both groups emphasize similar factors. This suggests that smaller cities within North Savo have a strong appeal to those who value environments conducive to economic growth and career opportunities.

Given these observations, we can theorize that marketing for smaller cities within North Savo need not only target those who already appreciate these locations highly. Considering the many similarities in priorities, there is potential to attract other individuals as well. By focusing on these cities' ability to offer good job prospects, career opportunities, and robust economic benefits, these locations can increase their attractiveness to a broader audience. Understanding and addressing these common preferences could be key to attracting a more diverse group of new residents to smaller cities within North Savo.

## Barriers when considering moving – North Savo smaller cities

The graph below shows barriers to moving among respondents in the counties that ranked cities in North Savo top 6 as a destination, compared to all respondents



The graph shows barriers when considering moving, in other words how respondents in counties that rank smaller cities in North Savo highly as a destination answered the question "What would be your main barriers when moving to another place?" The pink line represents how all respondents in the survey have answered the same question.

This graph gives an indication of which areas North Savo should develop and communicate to the target group that sees North Savo as an attractive place to live and work, which in turn can help them take the decisive step to move. A more in-depth analysis follows on the next page.

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## **Barriers that are distinct of respondents in counties that rank smaller cities within North Savo highly**

When analyzing the primary barriers when moving, we observe that the national trend largely follows the same pattern as those respondents in counties and urban regions who rate smaller cities within North Savo highly. However, there are some significant differences in this analysis. Notably, economic reasons, property prices, and career opportunities constitute the biggest barriers for these groups when it comes to moving.

Among the respondents who rate smaller cities within North Savo highly, economic reasons and property prices stand out as particularly prominent obstacles compared to the general group. This group also slightly values factors such as career opportunities and proximity to nature than the overall respondents when consider moving.

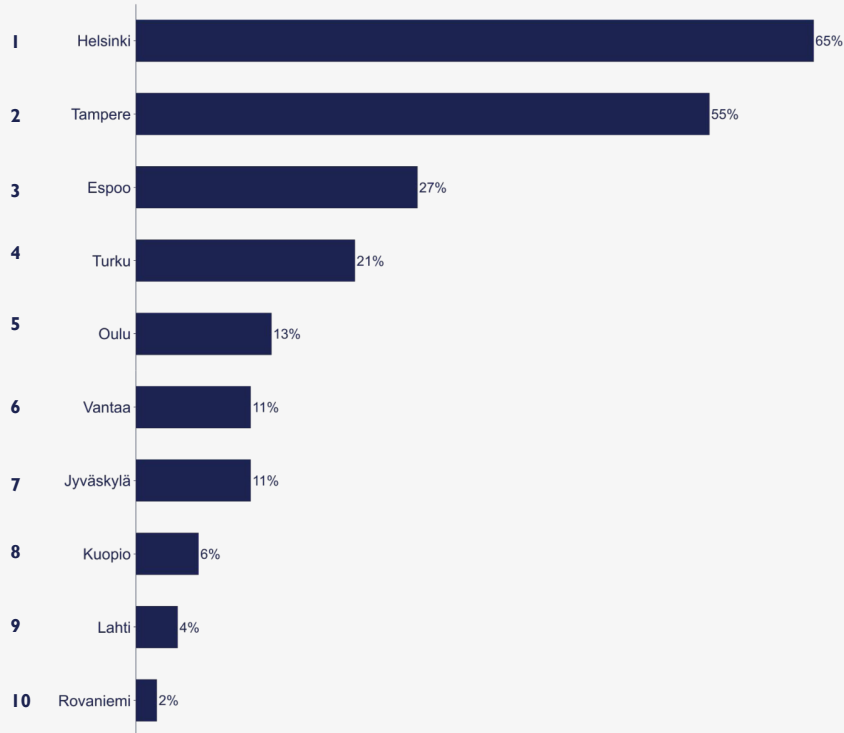
On the other hand, the general group of respondents experiences job availability and proximity to family and friends as greater barriers. Although these factors are also important for those who specifically value smaller cities within North Savo highly, it is clear that they prioritize differently in their decision-making process.

To effectively attract newcomers to smaller cities within North Savo, it is crucial to understand and address these specific barriers. A focus should be placed on communicating about economic challenges and the high property prices while highlighting the career opportunities available. This approach would not only appeal to those who already view these locations positively but also extend the appeal to the broader general population. By tailoring strategies to these identified needs, smaller cities within North Savo can enhance their attractiveness and thus attract more newcomers.

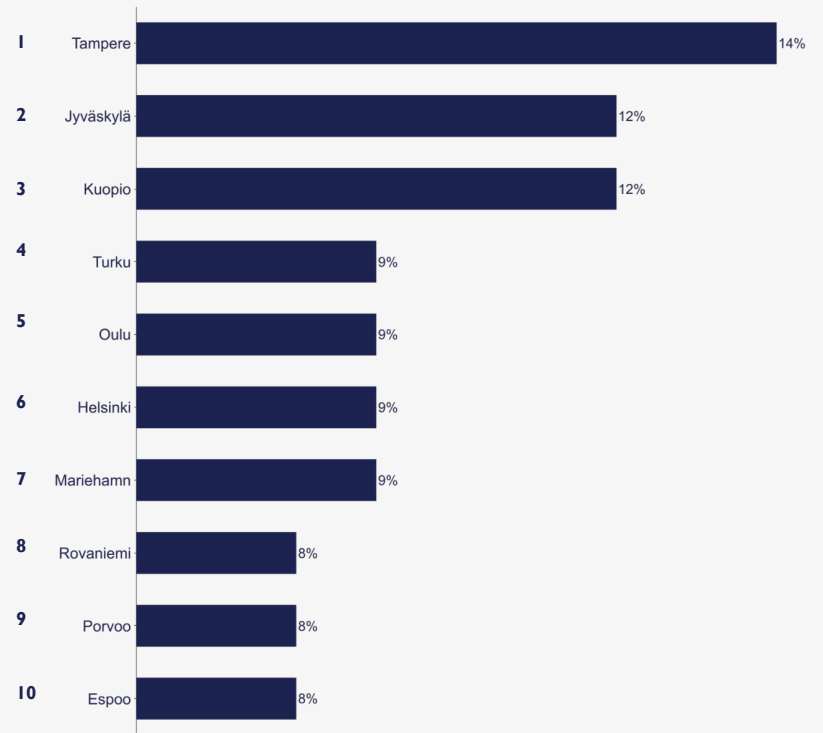
# The Award Ceremony – Kuopio

How does Kuopio rank in different categories?

Which city/municipality would you consider vibrant?\*



Which city/municipality would you consider safe?\*

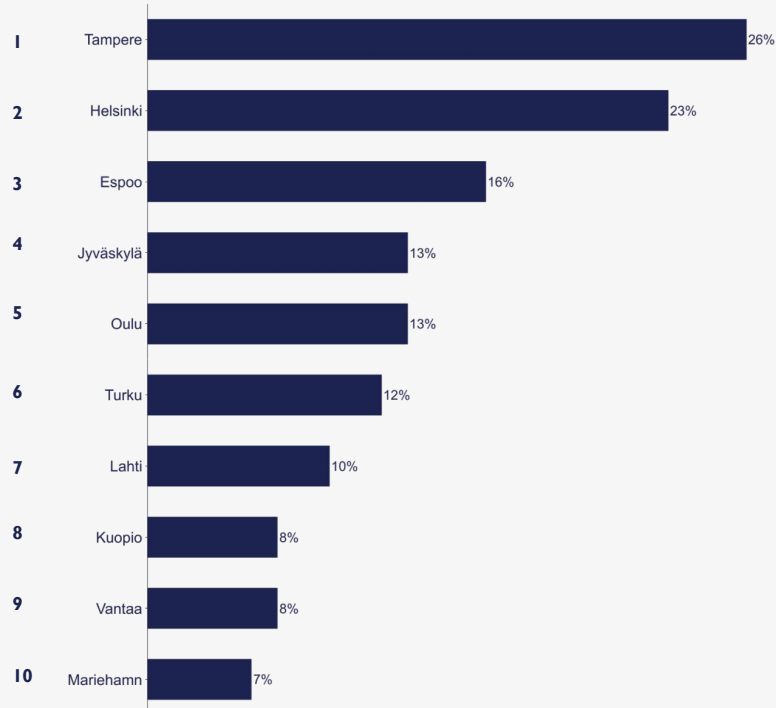


\*N (Respondents from TCI Finland) = 1550

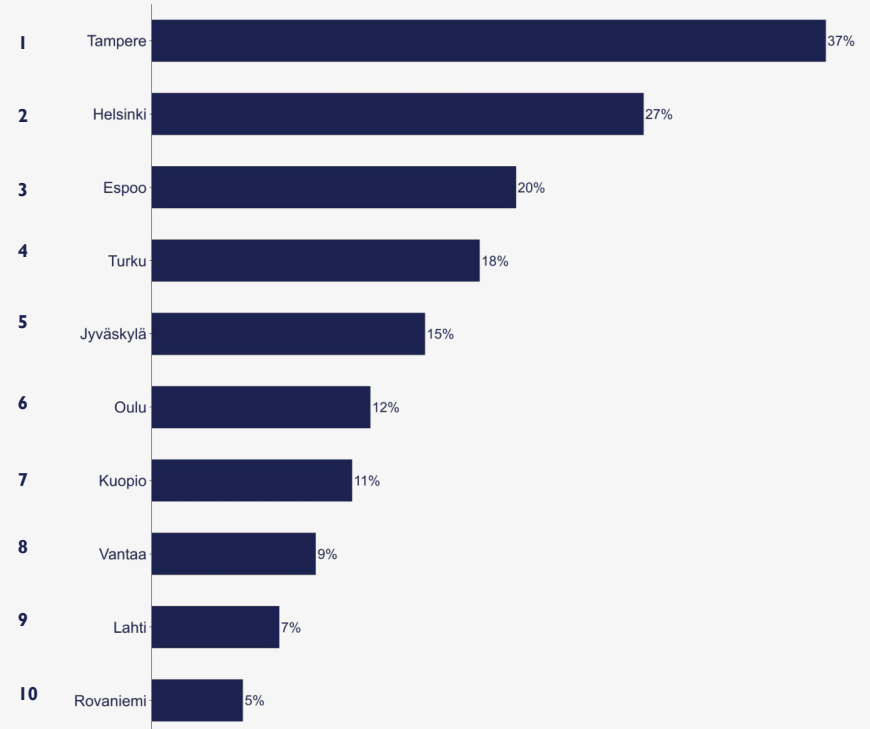
# The Award Ceremony – Kuopio

How does Kuopio rank in different categories?

Which city/municipality would you consider sustainable?\*



Which city/municipality would you consider offers a good quality of life?\*

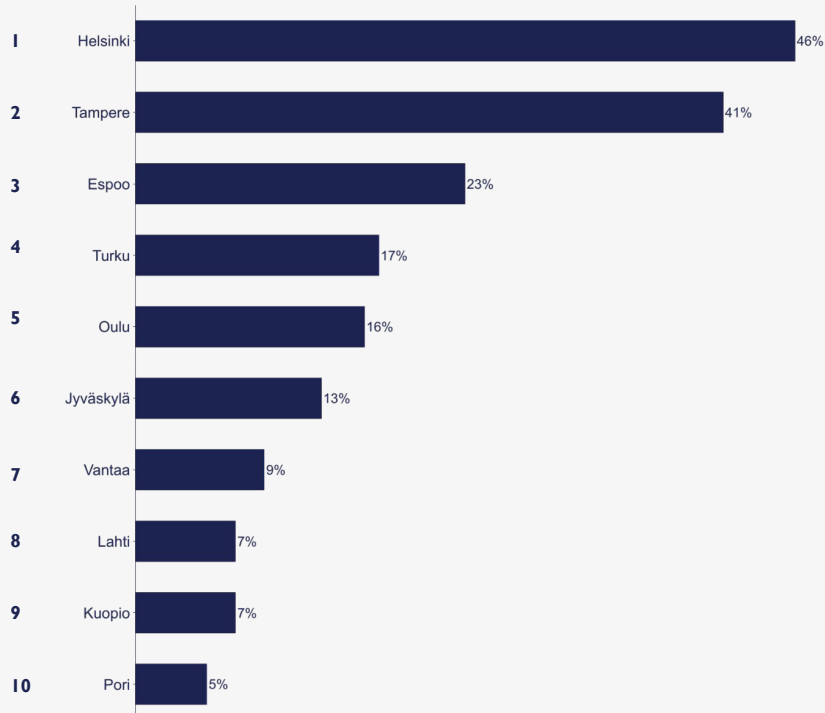


\*N (Respondents from TCI Finland) = 1550

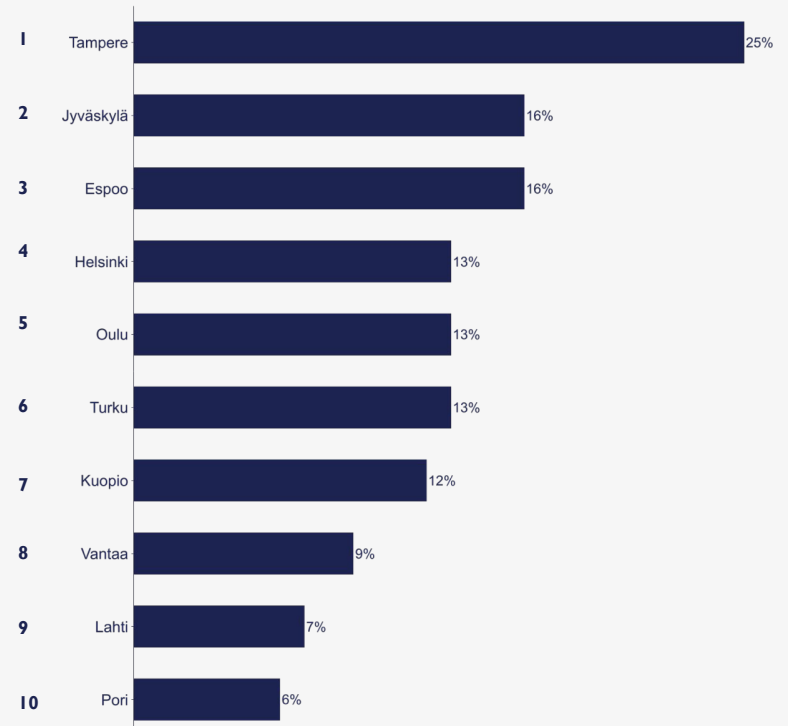
# The Award Ceremony – Kuopio

How does Kuopio rank in different categories?

Which city/municipality would you consider creative and innovative?\*



Which city/municipality would you consider family friendly?\*

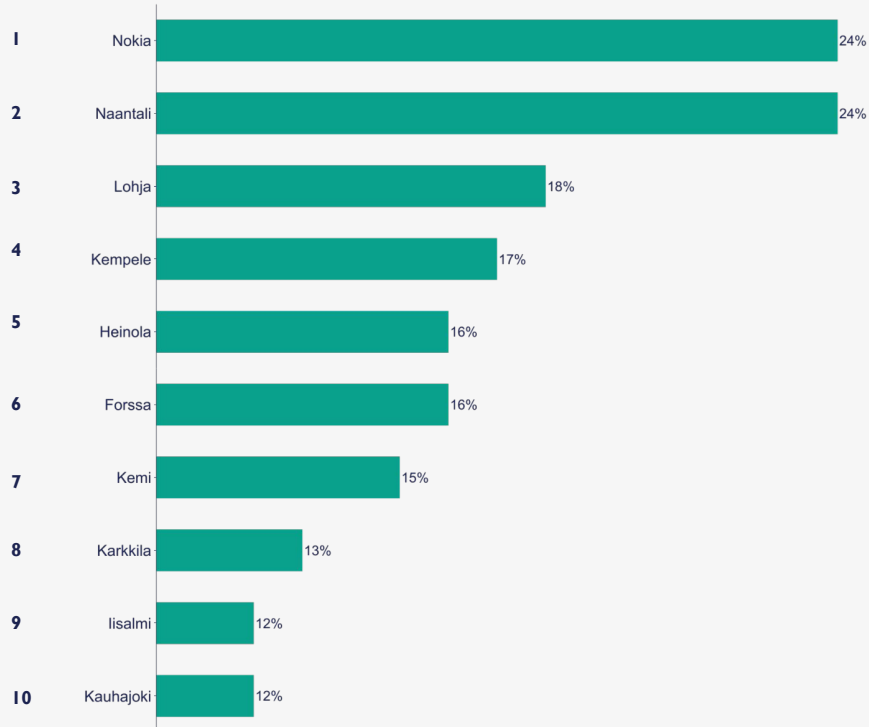


\*N (Respondents from TCI Finland) = 1550

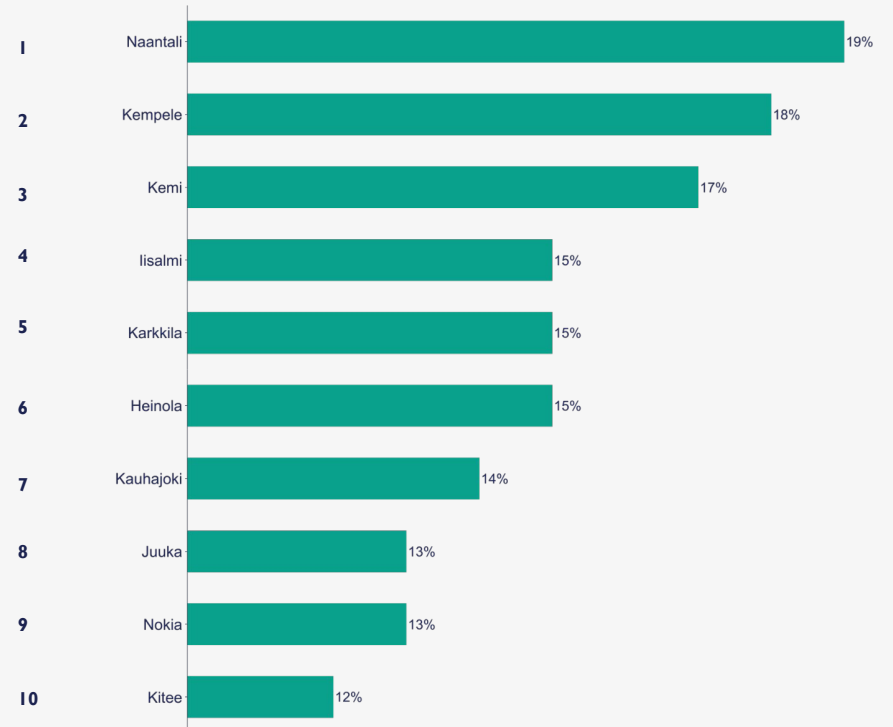
# The Award Ceremony – smaller cities

How does the smaller cities in North Savo rank in different categories?

Which city/municipality would you consider vibrant?\*



Which city/municipality would you consider safe?\*



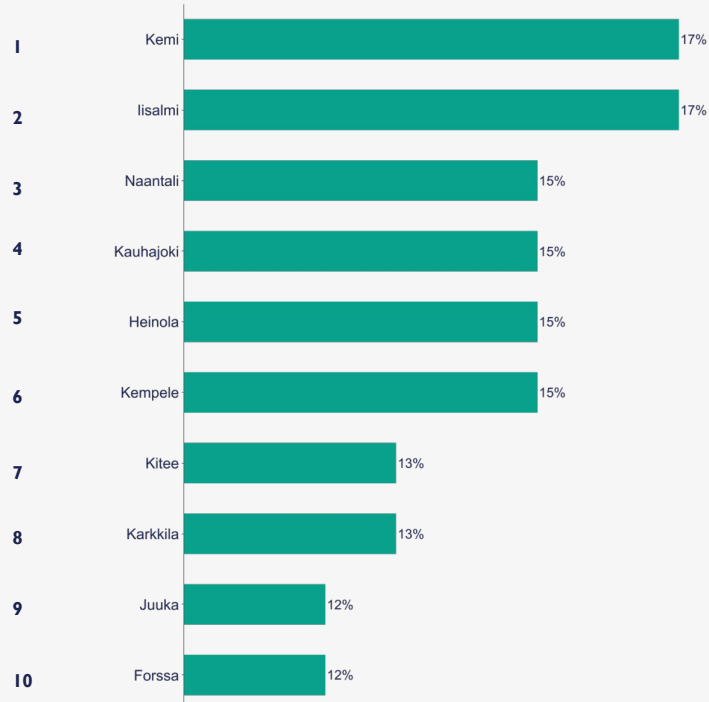
Remaining small cities ended up below top 15

\*N (all respondents to the survey) = 1221

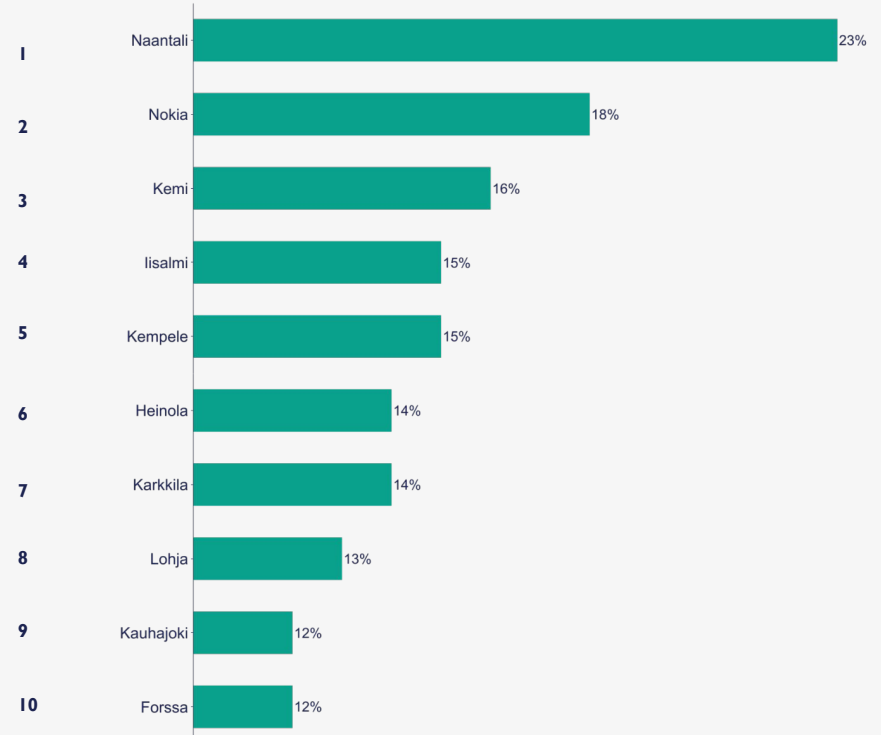
# The Award Ceremony – smaller cities

How does the smaller cities in North Savo rank in different categories?

Which city/municipality would you consider sustainable?\*



Which city/municipality would you consider offers a good quality of life?\*



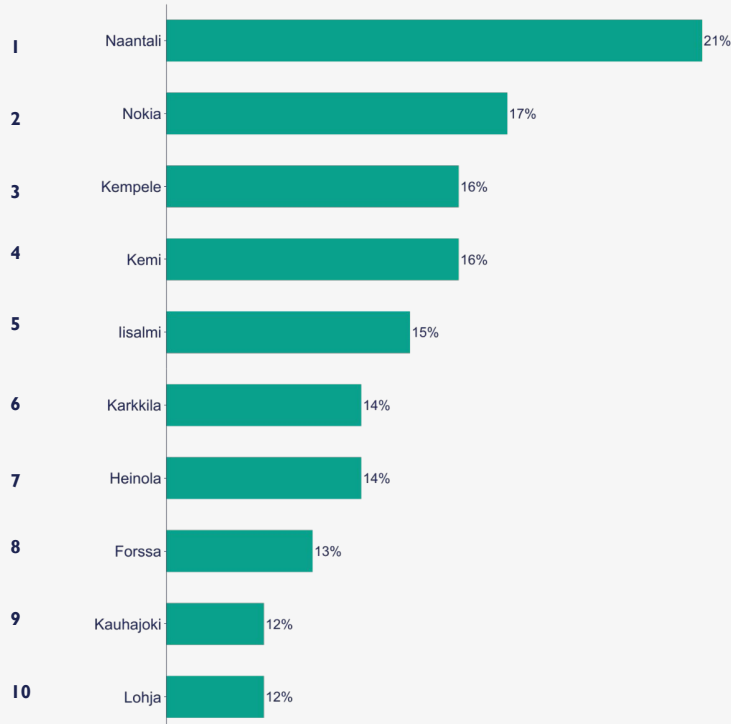
Remaining small cities ended up below top 15

\*N (all respondents to the survey) = 1221

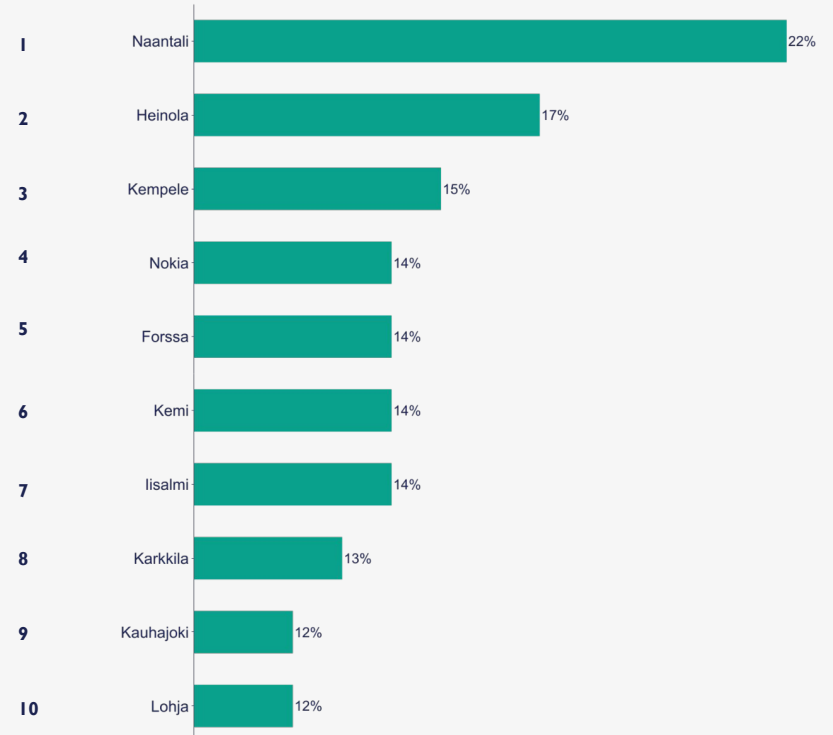
# The Award Ceremony – smaller cities

How does the smaller cities in North Savo rank in different categories?

Which city/municipality would you consider creative and innovative?\*



Which city/municipality would you consider family friendly?\*



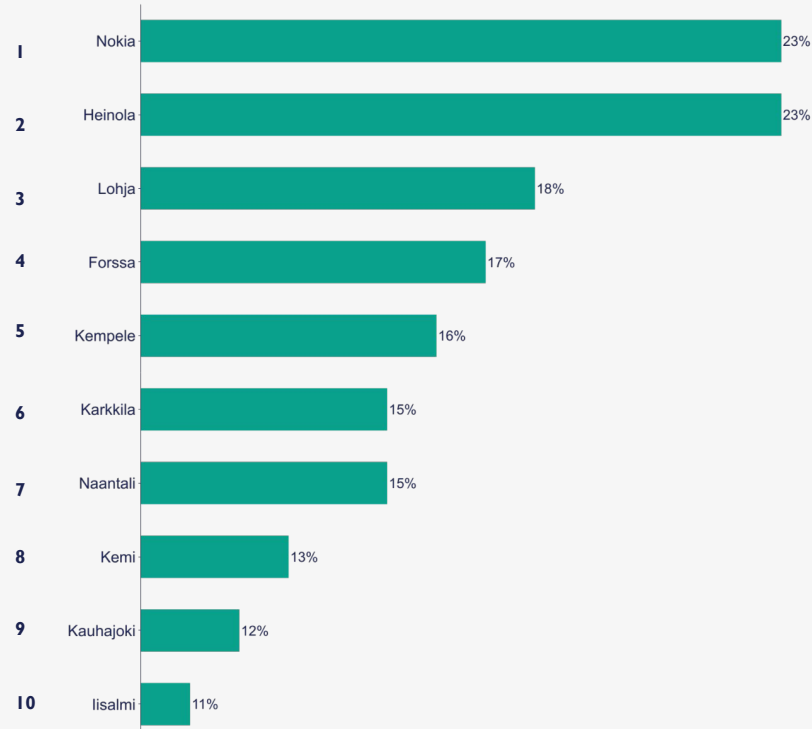
Remaining small cities ended up below top 15

\*N (all respondents to the survey) = 1221

# The Award Ceremony

How does the smaller cities in North Savo rank in different categories?

Which city/municipality would you consider the most accessible?\*



Remaining small cities ended up below top 15

\*N (all respondents to the survey) = 1221



# Kuopio's rankings in selected professions

## Economist

1. Helsinki
2. Espoo
3. Tampere
4. Jyväskylä
5. Oulu
6. Turku
7. Hämeenlinna
8. Järvenpää
- 9. Kuopio**
10. Oulu
11. Joensuu
12. Vantaa
13. Lahti
14. Hyvinkää
15. Kirkkonummi
16. Kokkola
17. Porvoo
18. Kotka
19. Seinäjoki
20. Kouvola
21. Vaasa
22. Lappeenranta
23. Pori
24. Lohja
25. Rauma

N=227

## Marketing

1. Helsinki
2. Espoo
3. Tampere
4. Jyväskylä
5. Turku
6. Hyvinkää
7. Järvenpää
8. Lahti
9. Hämeenlinna
10. Oulu
11. Vantaa
- 12. Kuopio**
13. Vaasa
14. Joensuu
15. Lappeenranta
16. Porvoo
17. Mikkelä
18. Kotka
19. Kokkola
20. Kirkkonummi
21. Seinäjoki
22. Lohja
23. Kajaani
24. Rovaniemi
25. Rauma

N=97

## Engineer

1. Helsinki
2. Espoo
3. Tampere
4. Jyväskylä
5. Hämeenlinna
6. Turku
7. Oulu
8. Hyvinkää
9. Järvenpää
10. Joensuu
- 11. Kuopio**
12. Vantaa
13. Lahti
14. Kajaani
15. Kirkkonummi
16. Vaasa
17. Kotka
18. Lappeenranta
19. Pori
20. Rovaniemi
21. Porvoo
22. Mikkelä
23. Kouvola
24. Kokkola
25. Salo

N= 189

## IT/Computer Science

1. Helsinki
2. Tampere
3. Espoo
4. Jyväskylä
5. Turku
6. Oulu
- 7. Kuopio**
8. Hyvinkää
9. Hämeenlinna
10. Vantaa
11. Järvenpää
12. Lahti
13. Kirkkonummi
14. Joensuu
15. Pori
16. Kotka
17. Seinäjoki
18. Kokkola
19. Vaasa
20. Rovaniemi
21. Kajaani
22. Lappeenranta
23. Porvoo
24. Tuusula
25. Rauma

N=157

# Kuopio's rankings in selected professions

## Natural Scientist

1. Helsinki
2. Tampere
3. Espoo
4. Turku
5. Vantaa
- 6. Kuopio**
7. Jyväskylä
8. Oulu
9. Hämeenlinna
10. Järvenpää
11. Joensuu
12. Lappeenranta
13. Hyvinkää
14. Lahti
15. Porvoo
16. Kajaani
17. Vaasa
18. Kotka
19. Tuusula
20. Mikkeli
21. Pori
22. Rovaniemi
23. Kirkkonummi
24. Seinäjoki
25. Kouvola

N=79

## Teacher/Pedagogy

1. Helsinki
2. Tampere
3. Hämeenlinna
4. Järvenpää
5. Jyväskylä
6. Espoo
7. Jönköping
8. Turku
- 9. Kuopio**
10. Joensuu
11. Hyvinkää
12. Vantaa
13. Kokkola
14. Lahti
15. Seinäjoki
16. Oulu
17. Mikkeli
18. Tuusula
19. Kouvola
20. Rovaniemi
21. Kajaani
22. Pori
23. Kotka
24. Vaasa
25. Porvoo

N=63

## Sociologist

1. Tampere
2. Helsinki
3. Turku
- 4. Kuopio**
5. Espoo
6. Jyväskylä
7. Hämeenlinna
8. Oulu
9. Vantaa
10. Joensuu
11. Hyvinkää
12. Lappeenranta
13. Rovaniemi
14. Porvoo
15. Lahti
16. Kirkkonummi
17. Kajaani
18. Seinäjoki
19. Mikkeli
20. Järvenpää
21. Tuusula
22. Lohja
23. Kokkola
24. Rauma
25. Pori

N=82

# Kuopio's rankings in selected professions

## Executive

1. Helsinki
2. Tampere
3. Espoo
4. Jyväskylä
5. Turku
- 6. Kuopio**
7. Espoo
8. Jyväskylä
9. Hämeenlinna
10. Oulu
11. Vantaa
12. Joensuu
13. Hyvinkää
14. Lappeenranta
15. Rovaniemi
16. Porvoo
17. Lahti
18. Kirkkonummi
19. Pori
20. Seinäjoki
21. Pori
22. Järvenpää
23. Lohja
24. Kokkola
25. Rauma

N=166

## Freelancer

1. Helsinki
2. Espoo
3. Jyväskylä
4. Tampere
5. Hyvinkää
6. Järvenpää
7. Jönköping
8. Turku
9. Joensuu
10. Lahti
11. Hämeenlinna
12. Vantaa
13. Kirkkonummi
- 14. Kuopio**
15. Mikkeli
16. Kajaani
17. Oulu
18. Kouvola
19. Vaasa
20. Kokkola
21. Lohja
22. Tuusula
23. Pori
24. Lappeenranta
25. Seinäjoki

N=58

## Entrepreneur

1. Helsinki
2. Espoo
3. Jyväskylä
4. Tampere
5. Hämeenlinna
6. Kirkkonummi
7. Hyvinkää
8. Järvenpää
9. Joensuu
10. Kajaani
11. Vantaa
12. Turku
13. Lahti
- 14. Kuopio**
15. Porvoo
16. Oulu
17. Lappeenranta
18. Lohja
19. Kotka
20. Nurmijärvi
21. Rovaniemi
22. Pori
23. Vaasa
24. Salo
25. Rauma

N=82

# Smaller cities' ranking in selected professions

## Economist

1. Heinola
2. Naantali
3. Lohja
4. Nokia
5. Forssa
6. Karkkila
7. **Iisalmi**
8. Kempele
9. Kauhajoki
10. Loviisa
11. Kemi
12. Juuka
13. Tornio
14. Orivesi
15. Kitee
16. Äänekoski
17. Ylivieska
18. Pietarsaari
19. Liminka
20. **Leppävirta**
21. **Lapinlahti**
22. Muurame
23. **Varkaus**
24. **Siilinjärvi**
25. **Kiuruvesi**
26. Pieksämäki
27. **Suonenjoki**
28. Lieksa
29. **Pielavesi**
30. **Vieremä**

N=227

## Marketing

1. Naantali
2. Lohja
3. Heinola
4. Forssa
5. Nokia
6. Karkkila
7. **Iisalmi**
8. Kempele
9. Tornio
10. Kauhajoki
11. Kemi
12. Loviisa
13. Orivesi
14. Juuka
15. **Leppävirta**
16. Muurame
17. **Varkaus**
18. **Lapinlahti**
19. Äänekoski
20. Kitee
21. **Kiuruvesi**
22. **Pielavesi**
23. Pietarsaari
24. **Siilinjärvi**
25. Lieksa
26. Ylivieska
27. Pieksämäki
28. **Vieremä**
29. Liminka
30. **Suonenjoki**

N=97

## Engineer

1. Nokia
2. Kemi
3. Heinola
4. Lohja
5. Naantali
6. **Iisalmi**
7. Karkkila
8. Kempele
9. Tornio
10. Forssa
11. Kauhajoki
12. Loviisa
13. Liminka
14. Juuka
15. **Siilinjärvi**
16. **Lapinlahti**
17. **Leppävirta**
18. Orivesi
19. Kitee
20. Muurame
21. Ylivieska
22. Lieksa
23. **Kiuruvesi**
24. Pietarsaari
25. **Varkaus**
26. Äänekoski
27. **Suonenjoki**
28. **Pielavesi**
29. Pieksämäki
30. **Vieremä**

N= 189

## IT-/Computer Science

1. Nokia
2. Heinola
3. Karkkila
4. Naantali
5. Loviisa
6. **Iisalmi**
7. Kempele
8. Kemi
9. Kauhajoki
10. Forssa
11. Lohja
12. **Siilinjärvi**
13. Liminka
14. **Lapinlahti**
15. Muurame
16. Orivesi
17. Tornio
18. Kitee
19. **Kiuruvesi**
20. Juuka
21. Ylivieska
22. **Leppävirta**
23. **Suonenjoki**
24. **Varkaus**
25. Pietarsaari
26. Pieksämäki
27. Äänekoski
28. Lieksa
29. **Pielavesi**
30. **Vieremä**

N=157

# Smaller cities' ranking in selected professions

## Natural Scientist

1. Naantali
2. Nokia
3. Heinola
4. Kemi
- 5. Iisalmi**
6. Forssa
7. Lohja
8. Tornio
9. Karkkila
10. Kempele
11. Orivesi
12. Kitee
13. Loviisa
14. Pietarsaari
15. Kauhajoki
- 16. Siilinjärvi**
- 17. Leppävirta**
- 18. Kiuruvesi**
19. Pieksämäki
20. Muurame
- 21. Varkaus**
22. Juuka
- 23. Lapinlahti**
24. Liminka
- 25. Suonenjoki.**
26. Lieksa
- 27. Pielavesi**
28. Äänekoski
29. Ylivieska
- 30. Vieremä**

N=79

## Teacher/Pedagogy

1. Naantali
2. Lohja
3. Karkkila
4. Heinola
5. Nokia
6. Forssa
7. Loviisa
8. Juuka
- 9. Varkaus**
10. Orivesi
11. Kemi
12. Tornio
13. Kempele
- 14. Leppävirta**
- 15. Pielavesi**
16. Muurame
- 17. Siilinjärvi**
- 18. Iisalmi**
19. Liminka
20. Pietarsaari
21. Kauhajoki
22. Ylivieska
23. Pieksämäki
- 24. Kiuruvesi**
25. Äänekoski.
- 26. Lapinlahti**
27. Lieksa
28. Kitee
- 29. Suonenjoki**
- 30. Vieremä**

N=63

## Sociologist

1. Naantali
2. Lohja
3. Nokia
4. Forssa
5. Loviisa
6. Heinola
7. Tornio
8. Kempele
- 9. Siilinjärvi**
- 10. Iisalmi**
11. Muurame
- 12. Varkaus**
13. Kemi
14. Liminka
15. Orivesi
16. Karkkila
17. Kitee
- 18. Leppävirta**
19. Lieksa
20. Ylivieska
21. Äänekoski
- 22. Lapinlahti**
23. Pietarsaari
24. Kauhajoki
- 25. Kiuruvesi**
26. Juuka
- 27. Suonenjoki**
- 28. Pielavesi**
29. Pieksämäki
- 30. Vieremä**

N=82

# Smaller cities' ranking in selected professions

## Executive

1. Nokia
2. Lohja
3. Naantali
4. Heinola
5. Loviisa
6. Kempele
7. Karkkila
8. **Iisalmi**
9. Kauhajoki
10. Liminka
11. **Siilinjärvi**
12. **Varkaus**
13. Forssa
14. Juuka
15. **Leppävirta**
16. Orivesi
17. Kitee
18. Kemi
19. Tornio
20. Äänekoski
21. **Lapinlahti**
22. Muurame
23. **Kiuruvesi**
24. **Suonenjoki**
25. Pietarsaari.
26. Ylivieska
27. Lieksa
28. Pieksämäki
29. **Pielavesi**
30. **Vieremä**

N=166

## Freelancer

1. Heinola
2. Kauhajoki
3. Juuka
4. **Iisalmi**
5. Karkkila
6. Naantali
7. Forssa
8. Nokia
9. Lohja
10. Kempele
11. Kitee
12. Kemi
13. Kiuruvesi
14. Loviisa
15. **Leppävirta**
16. Pietarsaari
17. **Varkaus**
18. **Lapinlahti**
19. Muurame
20. **Suonenjoki**
21. Pieksämäki
22. Orivesi
23. Tornio
24. **Siilinjärvi**
25. Liminka.
26. Äänekoski
27. Lieksa
28. **Pielavesi**
29. **Vieremä**
30. Ylivieska

N=58

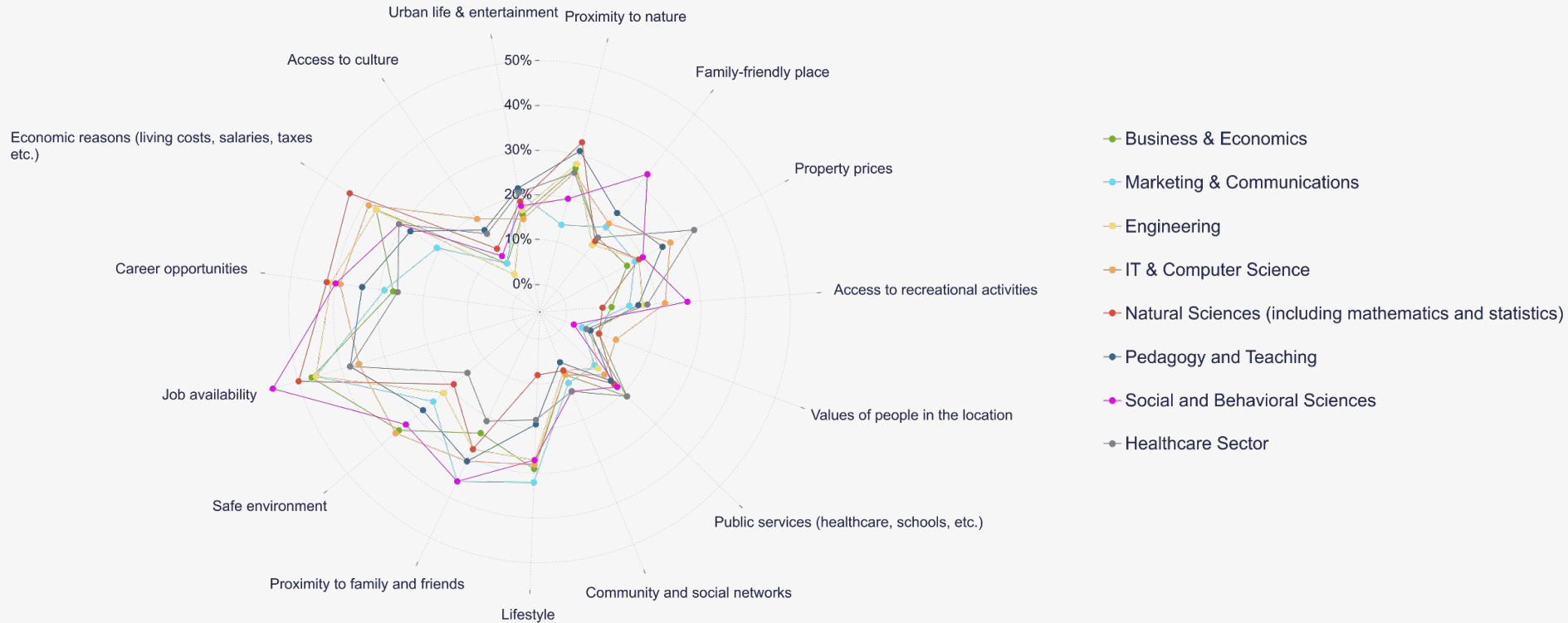
## Entrepreneur

1. Karkkila
2. Naantali
3. Kemi
4. Heinola
5. **Iisalmi**
6. Tornio
7. Lohja
8. Nokia
9. Kempele
10. Loviisa
11. Forssa
12. Orivesi
13. Juuka
14. Muurame
15. Kauhajoki
16. **Lapinlahti**
17. **Leppävirta**
18. Ylivieska
19. **Kiuruvesi**
20. Pietarsaari
21. Äänekoski
22. Kitee
23. **Siilinjärvi**
24. Liminka
25. Lieksa
26. **Pielavesi**
27. **Vieremä**
28. Pieksämäki
29. **Suonenjoki**
30. **Varkaus**

N=82

# Drivers when moving among professions

The graph below shows the attraction factors for moving among professions who chose Kuopio as a possible destination



\*N (professionals in counties & city regions ranking Kuopio in the top 12) = 442

Note: Law and political science removed due to low respondents

## Drivers when moving among professions

The analysis of various professional groups' preferences regarding a potential move demonstrates diverse values and priorities. This variation suggests that there is no "one size fits all" solution in attracting and retaining talent across different fields. Below are the unique priorities that various professional groups have:

**Social behavioral** scientists distinguish themselves by placing job availability and family-friendly environments at the top of their list compared to other professional groups.

For those in **natural sciences**, economic reasons are the most significant factor when considering relocation. This group places a high importance on financial considerations above other factors.

Those in the **health sector** value property prices and public services the most when thinking about a potential relocation site, highlighting their need for affordable living conditions and well-supported community services.

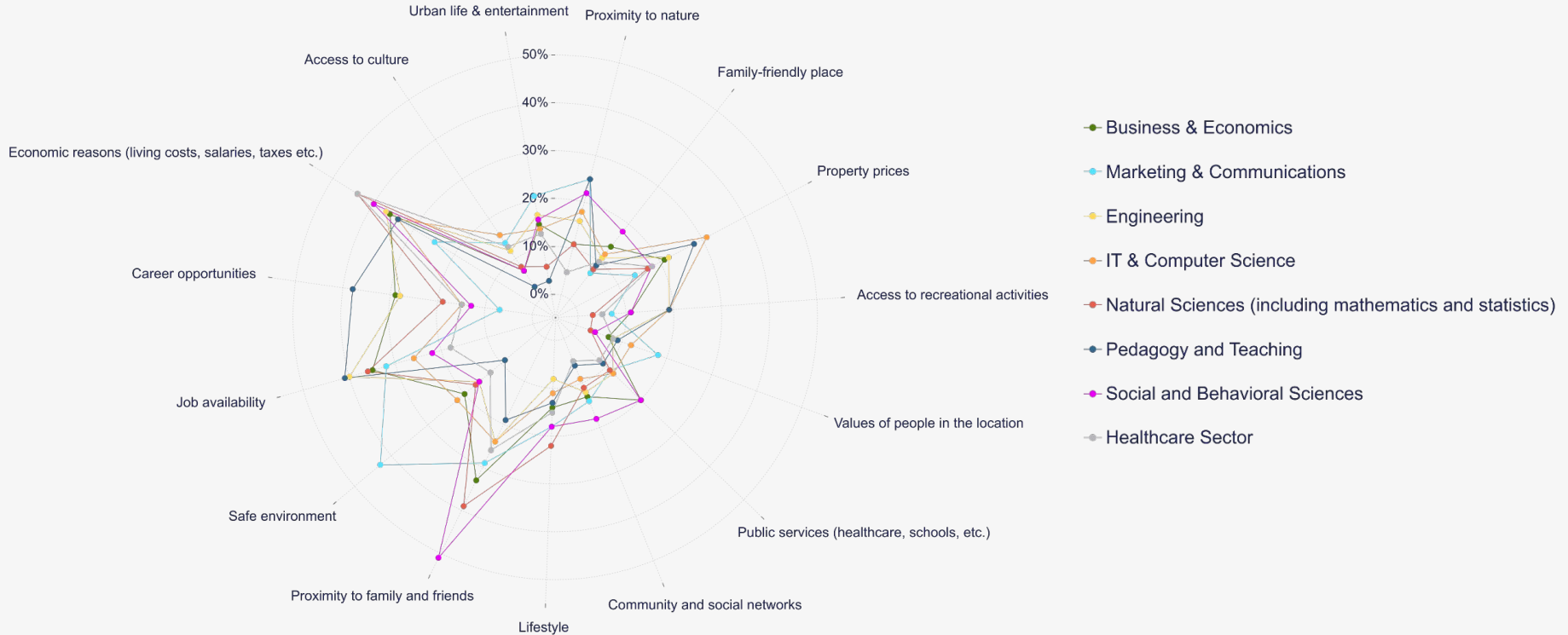
**Business economists** and **IT professionals** emphasize a safe environment as a high priority, reflecting their concern for security in both living and working environments.

The analysis indicates that it is crucial to consider the different preferences of various professional groups when designing strategies for workforce mobility and recruitment. By understanding and addressing these diverse needs, the chances of attracting a broader and more diversified talent pool can be enhanced.



# Barriers when moving among professions

The graph below shows the perceived barriers to moving among professionals who chose Kuopio as a possible destination



\*N (professionals in counties & city regions ranking Kuopio in the top 12) = 442

Note: Law and political science removed due to low respondents

## Barriers to migration among professions

As we explore the specific barriers different professional groups face when considering relocation, distinct dynamics and priorities emerge that reflect each group's unique needs and values.

The **healthcare sector** prioritizes economic reasons highly, underscoring the importance of a stable financial foundation for their professional and personal lives.

**Marketing and communications** professionals identify a safe environment as their greatest concern, highlighting their emphasis on security in both living and working conditions.

**IT and computer science** specialists place the highest importance on property prices, also valuing economic reasons and a secure environment highly. Their focus on the housing market indicates a demand for affordable living spaces that support their professional and personal needs.

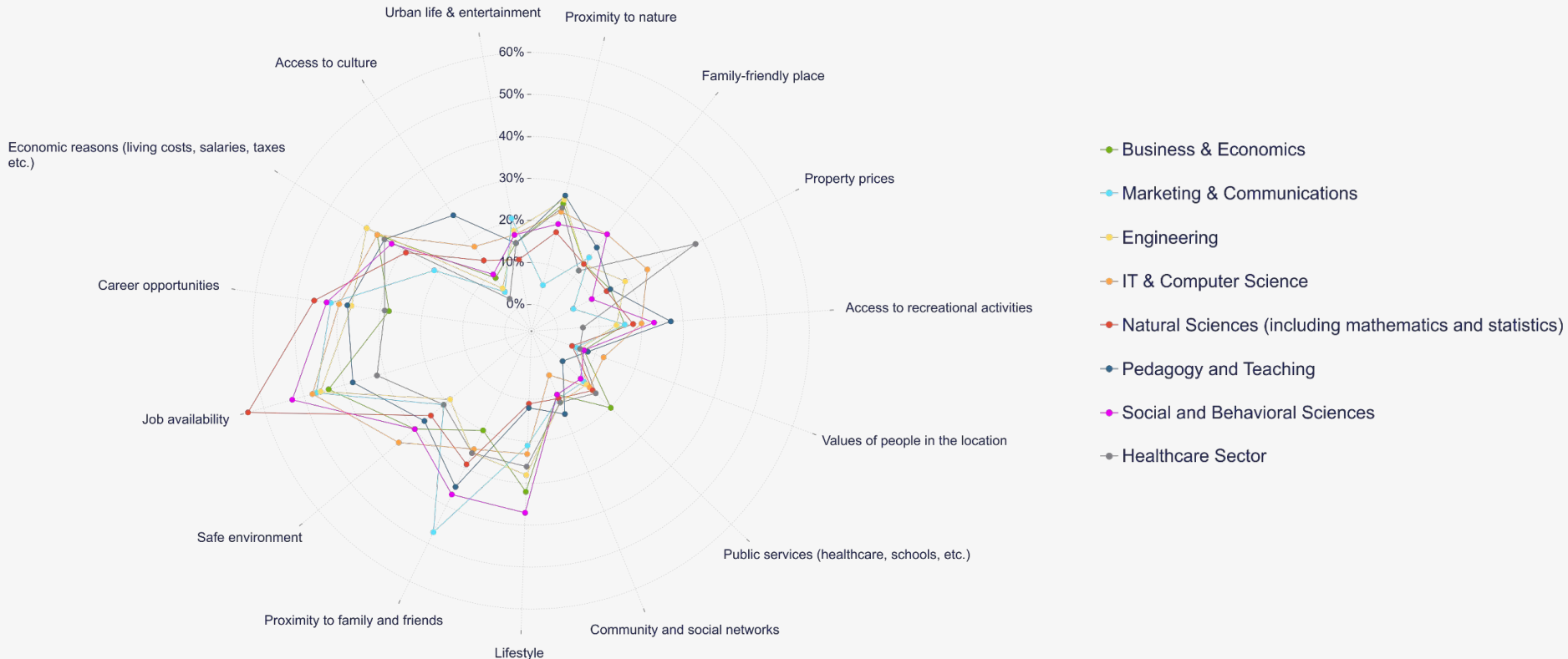
**Social and behavioral** scientists emphasize proximity to family and friends as their top priority, reflecting their focus on family ties and community stability.

**Pedagogy and teaching**, as well as **engineering**, point to job availability and career opportunities as their primary concerns, which reflects a keen awareness of labor market conditions and the professional aspect of their career choices.

Understanding these varied priorities is crucial for addressing the specific needs and values of each professional group, which in turn can facilitate their decisions about relocation and integration into new communities.

# Drivers when moving among professions – North Savo smaller cities

The graph below shows the attraction factors for moving among professions who chose smaller cities within North Savo as a possible destination



\*N (professionals in counties & city regions ranking cities in North Savo in the top 6) = 356

Note: Law removed due to low respondents

## Drivers when moving among professions

The analysis of various professional groups' preferences regarding a potential move demonstrates diverse values and priorities. This variation suggests that there is no "one size fits all" solution in attracting and retaining talent across different fields. Below are the unique priorities that various professional groups have:

**Social behavioral scientists** prioritize lifestyle and family-friendly environments more than other groups, showcasing their emphasis on balancing work and personal life.

Individuals in the **natural sciences** consider job availability and career opportunities as their main concerns when contemplating a move, reflecting their focus on professional growth and stability.

Those working in the **health sector** are primarily concerned with property prices, pointing to their need for affordable housing as a key factor in their relocation decisions.

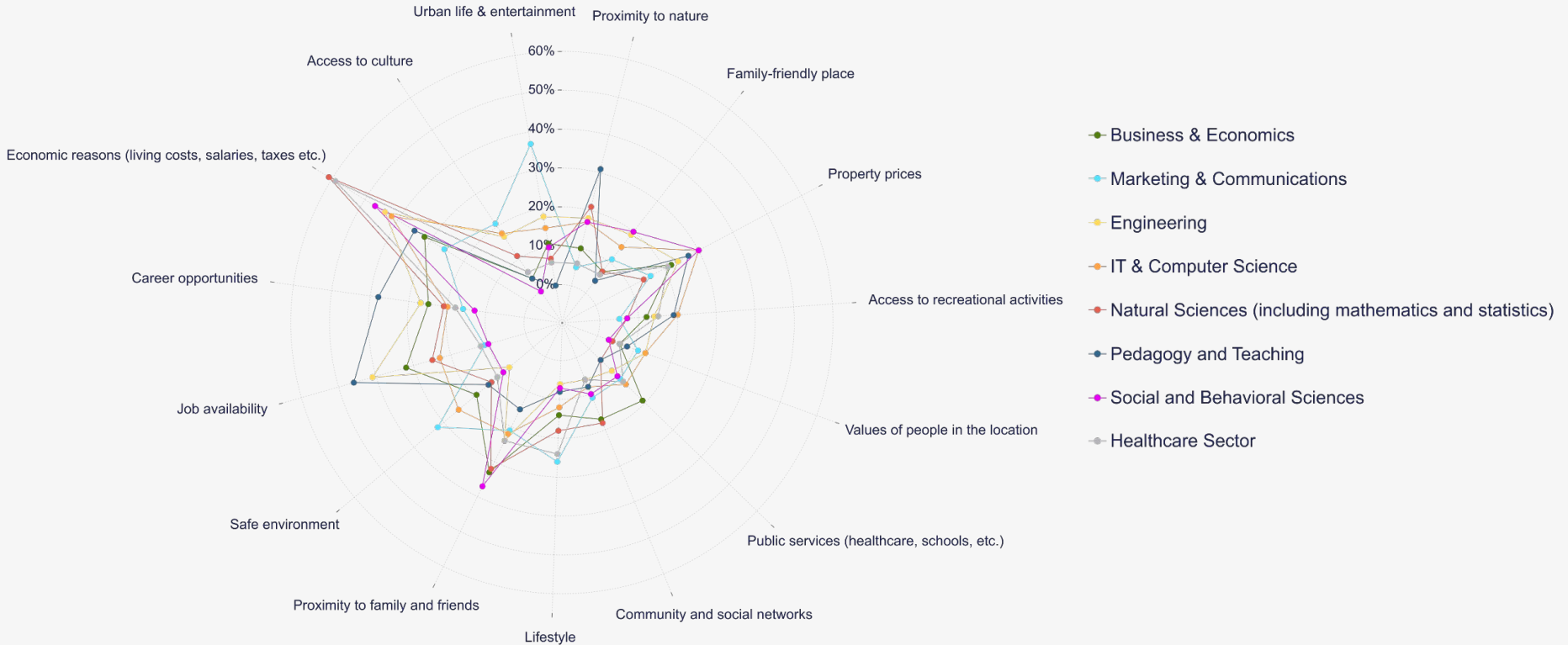
Professionals in **marketing and communications** place the highest value on being close to family and friends, underscoring the importance of personal relationships in their decision to relocate.

**IT and Computer Science** professionals emphasize a safe environment as their highest priority, reflecting their concern for security in both living and working environments. Interestingly, they place less value on community and social networks compared to other groups.

This analysis underscores the necessity of understanding the diverse preferences of different professional groups to develop effective workforce mobility and recruitment strategies, thereby increasing the likelihood of attracting a more varied and extensive talent pool.

# Barriers when moving amongst professions – North Savo smaller cities

The graph below shows the perceived barriers to moving among professionals who chose smaller cities within North Savo as a possible destination



\*N (professionals in counties & city regions ranking cities in North Savo in the top 6) = 356

Note: Law and political science removed due to low respondents

## Barriers to migration among professions – North Savo smaller cities

As we explore the specific barriers different professional groups face when considering relocation to smaller cities within North Savo, distinct dynamics and priorities emerge that reflect each group's unique needs and values.

**Professionals in the natural sciences and health sector** prioritize economic reasons highly, underscoring the importance of a stable financial foundation for both their professional and personal lives.

**Social and behavioral scientists** place the highest importance on proximity to family and friends, and also emphasize property prices. This reflects their focus on maintaining strong family ties and finding affordable living spaces.

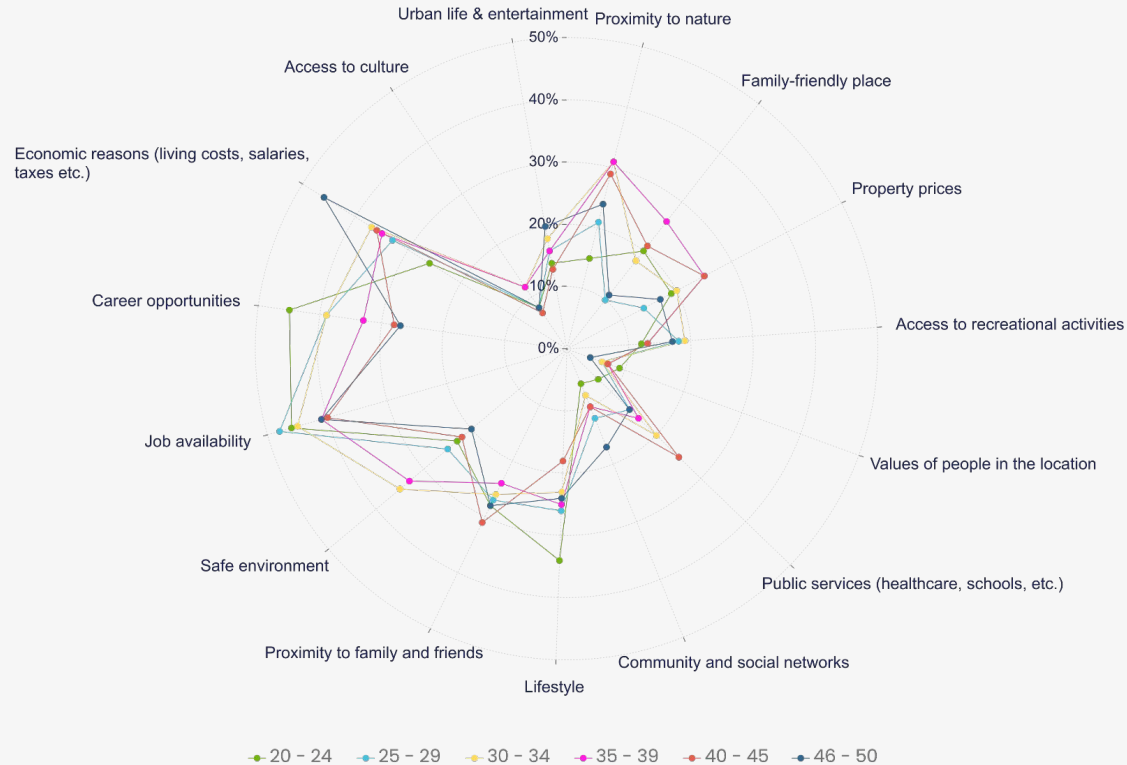
**Marketing professionals** identify urban life and entertainment as their greatest concerns, along with a safe environment and lifestyle. Interestingly, they value economic reasons the least compared to other groups, highlighting a different set of priorities.

**Pedagogy and teaching** point to job availability, career opportunities, and proximity to nature as their primary concerns. This indicates a deep awareness of labor market conditions and a desire for a work-life balance that includes access to natural surroundings.

Understanding these varied priorities is crucial for addressing the specific needs and values of each professional group, which in turn can facilitate their decisions about relocation and integration into the communities of smaller cities within North Savo.

## Attraction across life stages

The graph below shows a comparative analysis of attraction factors for different age groups, among respondents who chose Kuopio as a possible destination\*



\*N (respondents in counties & regions that rank Kuopio in the top 12) = 636

## Attraction across life stages

As we explore the motivational factors for relocation across different age groups, specific life stages and shifting priorities emerge, forming intriguing patterns.

For the age group **20-24**, who are in an exploratory phase of life, lifestyle and career opportunities rank highest. This prioritization suggests a drive to shape their identity and experience new things, reflecting their focus on personal growth and professional development.

Individuals aged **25-29** place the highest importance on job availability. This shift may reflect their movement towards securing stable employment as they approach significant life changes.

Those between **30-34** years prioritize economic reasons, job availability, and a safe environment. This indicates a desire for financial stability and security as they balance their lifestyle needs with professional aspirations.

In the **35-39** age range, the focus shifts to valuing a safe environment, family-friendly places, and proximity to nature. This change may signify an increased emphasis on creating a harmonious balance between work and personal life and appreciating natural surroundings.

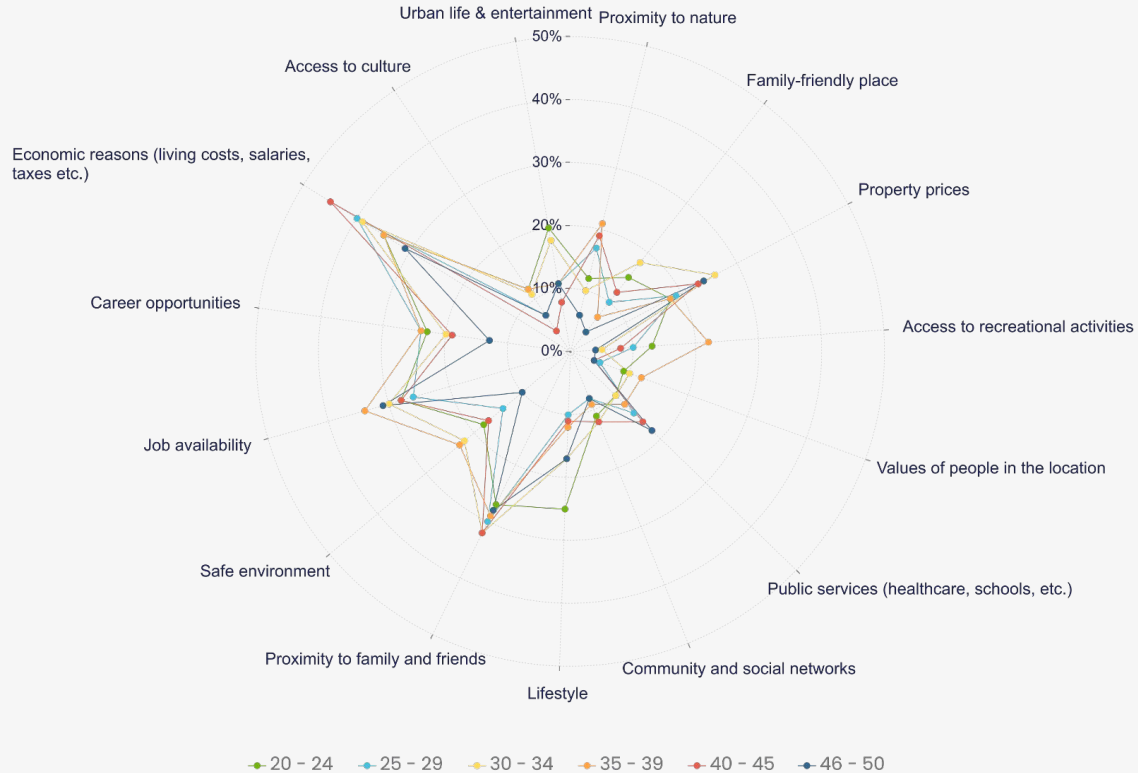
For the **40-45** group, the highest priorities are public services and proximity to family and friends, showing a strong value on community and familial bonds. However, they show the least interest in job opportunities and career prospects compared to younger groups, possibly indicating that they have already established themselves in their careers and lifestyles.

Finally, for individuals aged **46-50**, economic reasons rank highest, suggesting that financial considerations become increasingly crucial as they plan for future stability and retirement.



## Barriers across life stages

The graph below shows a comparative analysis of perceived barriers for different age groups, among respondents who chose Kuopio as a possible destination\*



\*N (respondents in counties & regions that rank Kuopio in the top 12) = 636

## Barriers across life stages

The relocation barriers experienced by different age groups reveal some common challenges but also distinct differences that reflect the unique life stages and needs of each age group.

For the youngest group, aged **20-24**, lifestyle, urban life, and entertainment emerge as significant barriers, while safety is not as highly prioritized. Their focus on lifestyle likely reflects a desire to explore and define their identity and to find their place within society.

Individuals aged **25-29** find economic reasons and proximity to family and friends to be the most prominent barriers, while urban life and entertainment are less valued. This group appears to be in a phase where establishing a career and family life are central.

For those between **30-34** years, property prices and economic reasons become the most prominent barriers. This may reflect an increased demand for financial security and stable living conditions during this life stage transition.

The **35-39** age group tends to focus particularly on job availability and access to recreational activities as their main barriers. A lower prioritization of career opportunities in this group may suggest that they have already achieved a certain level of professional stability.

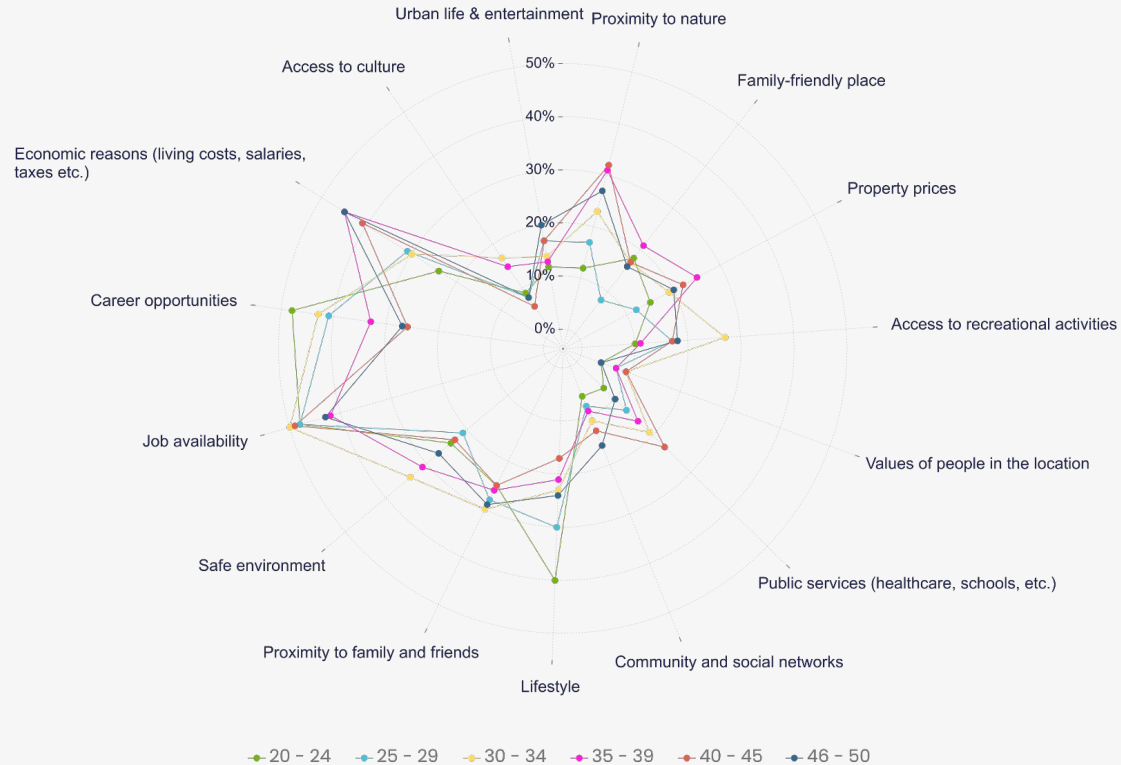
For individuals aged, aged **40-45**, economic reasons and proximity to family and friends stand out as key barriers, while urban life and entertainment rank the lowest. This indicates a shift in their view of work-life balance and a desire for a secure, family-oriented lifestyle close to nature.

Finally, for the oldest group **46-50**, public services and property prices are highly ranked as barriers, while career opportunities and a safe environment are less prioritized. This could reflect a focus on well-serviced, stable living conditions suitable for retirement or later life stages.

Understanding these age-related differences in perceived relocation barriers is crucial for designing effective strategies that reduce relocation hurdles and attract potential residents from various age groups

## Attraction across life stages – North Savo smaller cities

The graph below shows a comparative analysis of attraction factors for different age groups, among respondents who chose smaller cities within North Savo as a possible destination\*



\*N (respondents in counties & regions that rank cities in North Savo in the top 6) = 426

## Attraction across life stages – North Savo smaller cities

As we delve into the factors motivating relocation among different age groups, we observe distinctive patterns emerging based on specific life stages and evolving priorities.

For individuals aged **20-24**, who are in a phase of life exploration, career opportunities and lifestyle considerations are paramount. This focus highlights their intent to define their identity and seek new experiences, underscoring their emphasis on personal and professional growth.

Those in the **25-29** age bracket place high importance on lifestyle and job availability, though they show less interest in family-friendly locations and safe environments. This indicates a shift towards establishing stable careers while still prioritizing a vibrant personal life.

People between **30-34** years prioritize job availability, a safe environment, proximity to family and friends, and access to recreational activities. This reflects their need for financial stability and security while balancing professional aspirations with personal and social life.

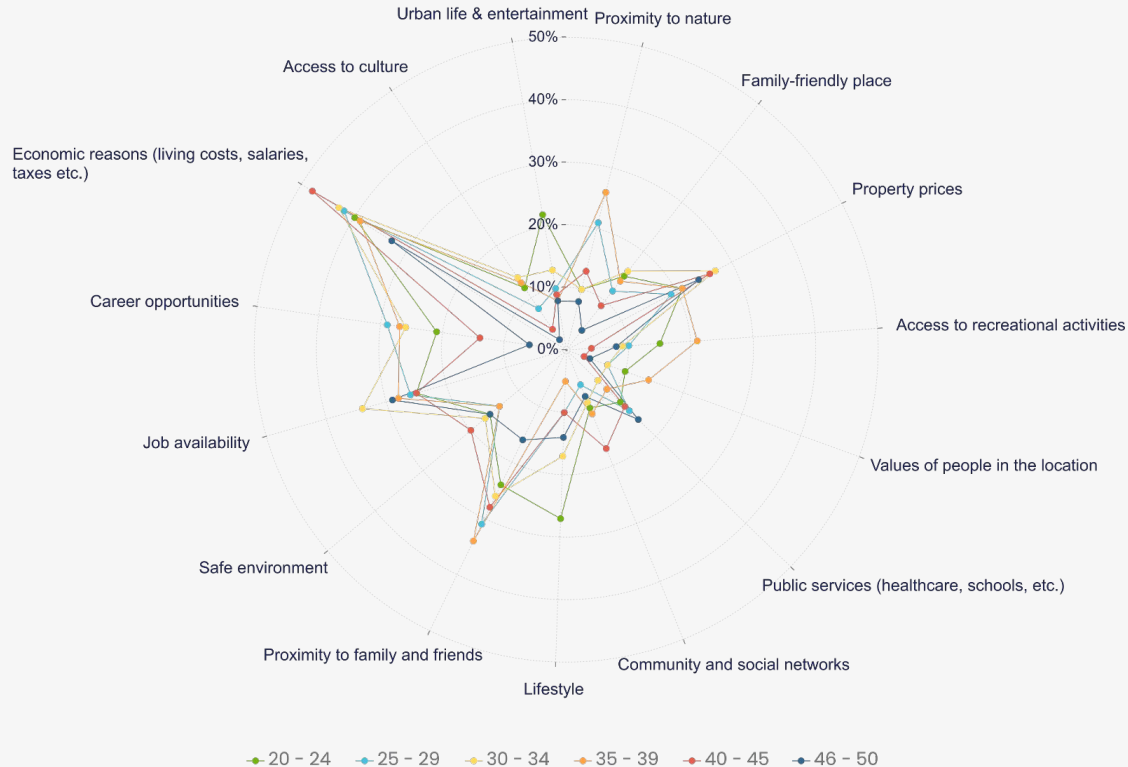
Individuals aged **35-39** emphasize the importance of affordable property prices and family-friendly environments, and they also regard economic reasons very highly. This change suggests a focus on financial well-being while creating a supportive environment for family life.

For the age group **40-45**, public services and proximity to nature are the most valued, with a notable interest in job availability as well. However, lifestyle factors rank lower, possibly indicating a phase where established careers and enjoyment of natural and community resources take precedence.

Finally, those aged **46-50** consider economic reasons as the highest priority, reflecting an increased focus on financial security as they plan for stability and approaching retirement.

## Barriers across life stages – North Savo smaller cities

The graph below shows a comparative analysis of attraction factors for different age groups, among respondents who chose smaller cities within North Savo as a possible destination\*



\*N (respondents in counties & regions that rank cities in North Savo in the top 6) = 426

## Barriers across life stages – North Savo smaller cities

The barriers to relocation experienced by various age groups highlight both common challenges and unique differences, reflective of the distinct life stages and needs of each group.

For the youngest group, aged **20-24**, lifestyle, urban life, and entertainment are significant barriers, with safety not being as prioritized. Their focus on these aspects likely stems from a desire to explore and establish their identity and find their niche in society.

Individuals aged **25-29** cite economic reasons, proximity to family and friends, and proximity to nature as their major barriers. This group is likely in a phase where building a stable career and nurturing family relationships are central, while urban life and entertainment take a back seat.

For those between **30-34** years, job availability and family-friendly environments are the most prominent barriers, with economic reasons also highly rated. This may reflect a need for financial security and conducive living conditions for family life during this transitional life stage.

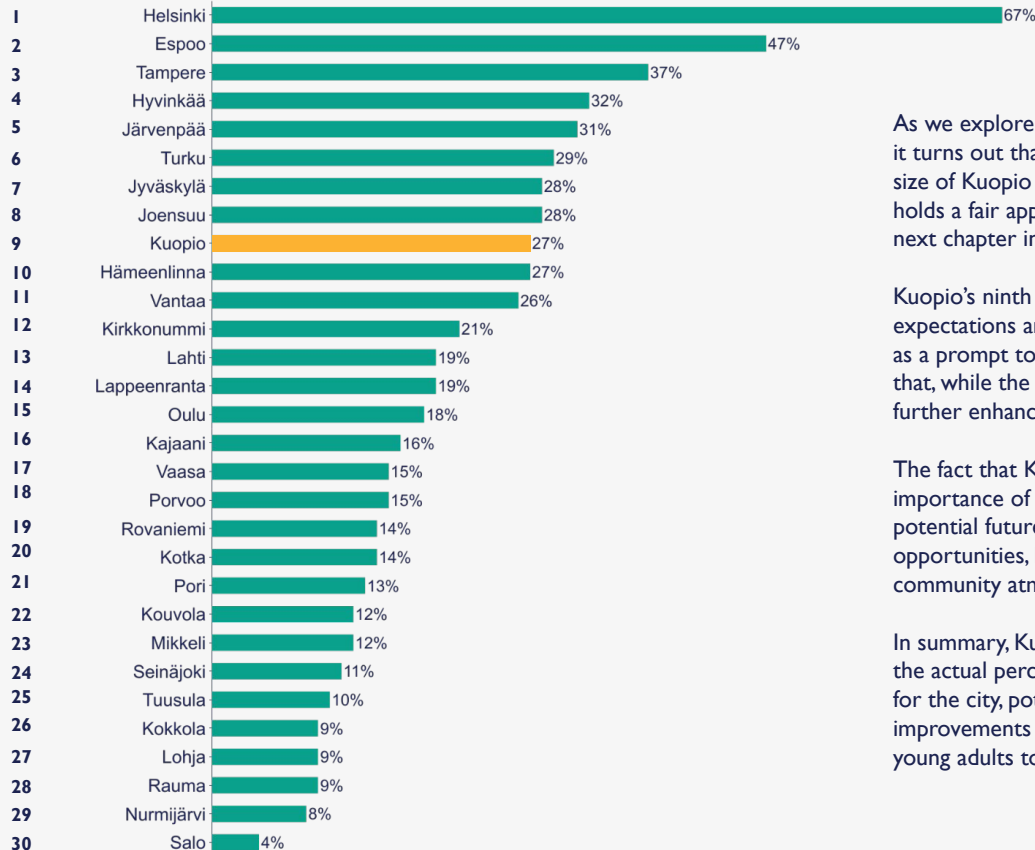
The **35-39** age group is particularly focused on proximity to nature and family and friends, as well as access to recreational activities and the values of their potential new community. This suggests they value a supportive and engaging environment, having likely achieved some level of professional stability.

For individuals aged **40-45**, economic reasons are the highest rated barrier, more so than in other age groups, with a safe environment, community, and social networks also being prioritized. This indicates a focus on securing a financially stable and socially rich life that supports their work-life balance.

Finally, for the oldest group, aged **46-50**, property prices, public services, and job availability are highly ranked as big barriers. This group ranks many attraction factors lowest, such as career opportunities, access to culture, urban life, entertainment, family-friendly places, and proximity to family and friends.

Understanding these differences in perceived relocation barriers is essential for creating effective strategies to mitigate these challenges and attract potential residents from diverse age groups.

## Where does students wanna live?



As we explore where students in Finland envision settling in the future, it turns out that Kuopio ranks ninth. This placement is on par with the size of Kuopio as Finland's ninth city by size and indicates that the city holds a fair appeal to young people considering where to start their next chapter in life.

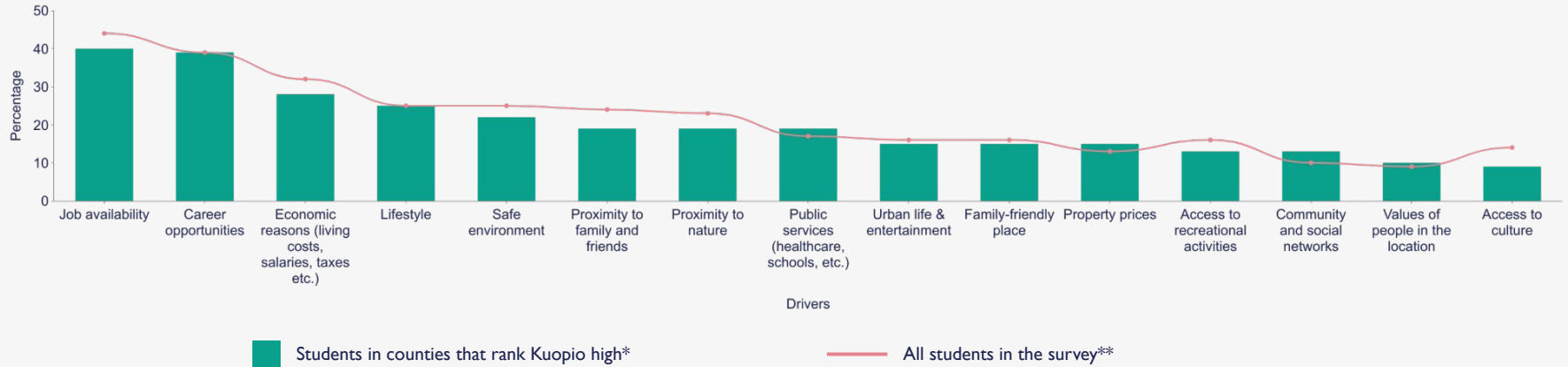
Kuopio's ninth position suggests that it reasonably meets the expectations and needs of young individuals. This outcome should serve as a prompt to the city's policymakers and community stakeholders that, while the city is performing adequately, there is potential for further enhancement to boost its attractiveness.

The fact that Kuopio secures a solid middle-tier position highlights the importance of understanding what young adults are looking for in a potential future hometown. This might include factors such as job opportunities, housing conditions, cultural offerings, and a welcoming community atmosphere.

In summary, Kuopio's placement suggests that it aligns fairly well with the actual perceptions among Finland's students. This insight is valuable for the city, potentially guiding efforts to initiate changes and improvements to strengthen its position as an appealing location for young adults to settle in the future.

## Students' attraction factors: Drivers for moving

The graph shows the drivers among students who have chosen Kuopio as a possible destination, compared to all students in the survey



Students considering settling in Kuopio do not differ significantly from the overall student population according to the survey. In both groups, career opportunities and economic reasons are the primary drivers behind the choice of future residence.

Minor differences emerge upon closer examination. Generally, the total student population places a higher priority on economic reasons, as well as proximity to nature and family and friends, as well as safe environment compared to those considering Kuopio as potential places to live.

On the other hand, factors such as property prices, public services and community and social network are given more importance by students contemplating moving to Kuopio. This group also tends to value these aspects higher, indicating that these factors have a certain impact on their decision when choosing a future place of residence.

\*N (students in counties & regions that rank Kuopio in the top 12) = 67

\*\*N (all students in the survey) = 117



## Students' barriers when moving

The graph shows perceived barriers among students who have chosen Kuopio as a possible destination, compared to all students in the survey



When it comes to barriers for a potential move, we see some more distinct differences between students who have Kuopio as their primary relocation option and the total student population, compared to what we noted among the driving factors.

Students considering Kuopio as a potential future residence express greater concern than average about economic reasons. This increased worry shows that this aspect has a significant influence on their decision regarding future residence.

On the other hand, the overall student population emphasizes job availability, a safe environment, and property prices as bigger concerns ahead of a move compared to those focusing on Kuopio.

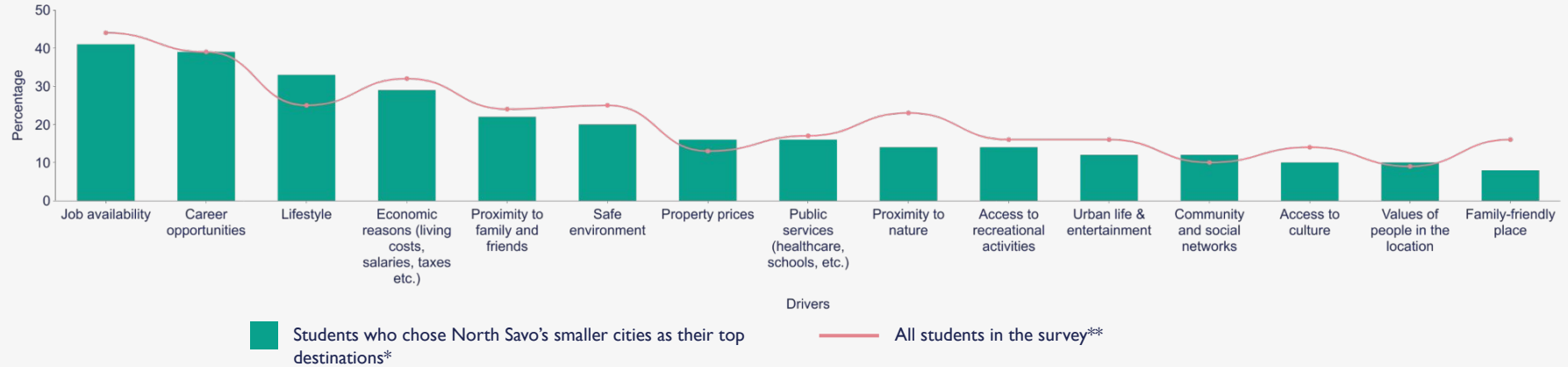
These insights highlight the importance for Kuopio to focus its marketing on creating a secure environment with good job opportunities and affordable property prices, and to highlight the region's potential for those who value proximity to family and nature highly. This provides a picture of the specific areas where Kuopio can work to reduce relocation barriers and thus attract a younger population.

\*N (students in counties & regions that rank Kuopio in the top 12) = 67

\*\*N (all students in the survey) = 117

## Students' attraction factors: Drivers for moving – North Savo smaller cities

The graph shows the drivers among students who have chosen North Savo's smaller cities as a possible destination, compared to all students in the survey



Students contemplating settling in one of North Savo's smaller cities it does not differ significantly from the overall student population according to the survey. In both groups, Job availability and career opportunities are the primary drivers behind the choice of future residence.

Nevertheless, some differences do arise. The overall total student population tends to place a greater emphasis on economic reasons, as well as proximity to nature and family-friendly places compared to those considering Kuopio as potential places to live.

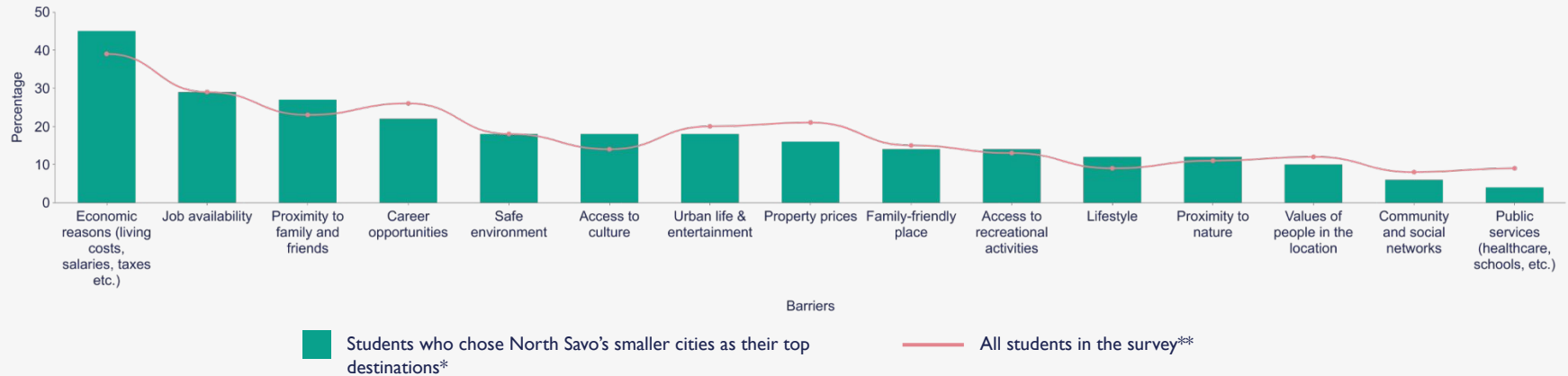
On the other hand, factors such as lifestyle and property prices are given more importance by students contemplating moving to North Savo's cities. This group also tends to value these aspects higher, indicating that these factors have a certain impact on their decision when choosing a future place of residence.

\*N (students in counties & regions that rank North Savo's smaller cities in their top 12) = 49

\*\*N (all students in the survey) = 117

## Students' barriers – North Savo smaller cities

The graph shows perceived barriers among students who have chosen one of North Savo's smaller cities as a possible destination, compared to all students in the survey



When assessing the barriers to a potential move, there are clear differences between students who consider smaller cities within North Savo as their primary relocation option and the broader student population, especially compared to the motivating factors previously discussed.

Students who consider moving to smaller cities in North Savo as a future residence express more concern about economic reasons than the average. This heightened concern indicates that economic factors are a crucial influence on their decision-making process regarding future residence.

Conversely, the overall student population places more emphasis on career opportunities, urban life and entertainment, as well as property prices as significant concerns before relocating compared to those focusing on North Savo smaller cities.

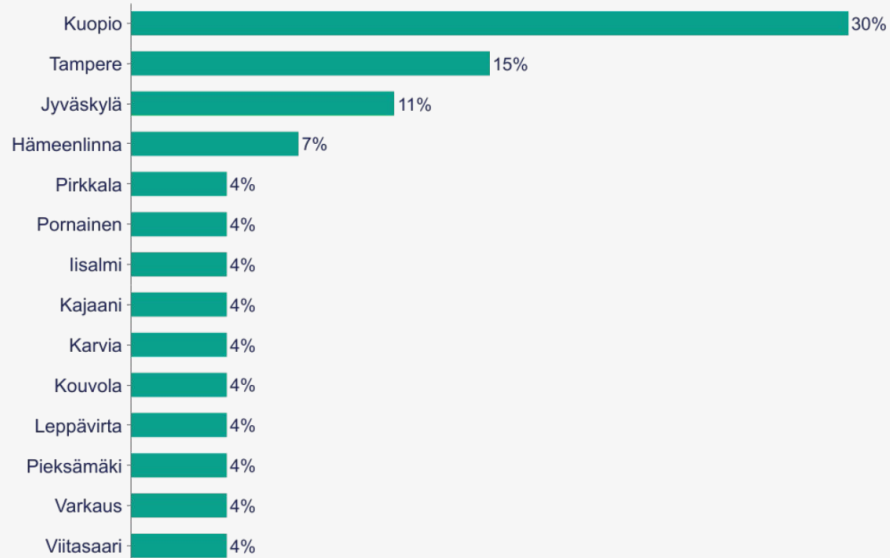
These insights underscore the necessity for North Savo to enhance its appeal by promoting a vibrant urban environment with ample career and entertainment opportunities, alongside affordable property prices. This strategic focus should also include enhancing connections to family and cultural access, which are highly valued by the student demographic considering smaller cities in North Savo. This approach will help North Savo address specific relocation barriers and attract a younger, more vibrant population.

\*N (students in counties & regions that rank North Savo's smaller cities in their top 12) = 49

\*\*N (all students in the survey) = 117

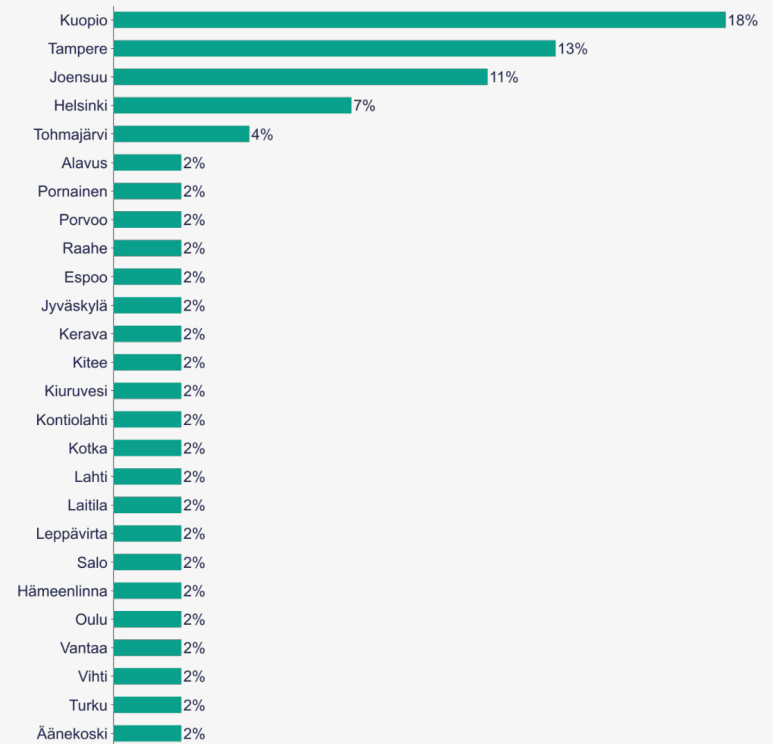
# Where do students move after graduation?

## Savonia University of Applied Sciences



N= 27

## University of Eastern Finland



N= 45

## Where do students move after graduation?

Upon analyzing data on the geographic preferences of graduates from Savonia University of Applied Sciences and the University of Eastern Finland, a somewhat complex picture emerges. Notably, Kuopio ranks as the top choice for both sets of graduates, which is an encouraging sign of its appeal. Specifically, approximately one-third of Savonia graduates, translating to 8 out of 27 respondents, opt to stay in Kuopio, suggesting a solid local attachment. Similarly, 18% of the graduates from the University of Eastern Finland, again 8 respondents, decide to remain in Kuopio.

This consistent preference for Kuopio, being the number one choice among graduates from both institutions, highlights its desirability and potential as a hub for retaining educated individuals.

However, it is significant to acknowledge that a majority of the students from these universities, totaling 53 out of 72 respondents, choose to settle outside Kuopio post-graduation. It is crucial to recognize that the combined 72 respondents represent a relatively small sample size, necessitating cautious interpretation of these results. Nonetheless, the data offers valuable insights into the geographical mobility patterns of these students after completing their studies.

This trend underscores the need for regional strategies to enhance local recruitment and foster regional development, given the potential implications for talent retention in Kuopio and surrounding areas. It reflects a broader challenge facing many regions: attracting and retaining skilled individuals to promote sustainable development and economic growth.



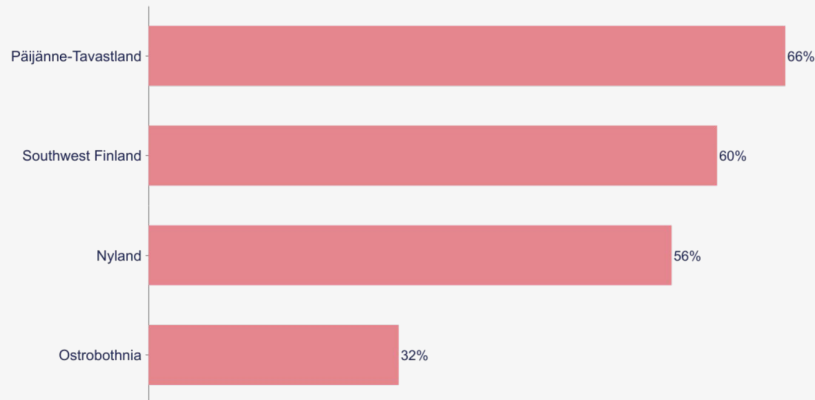
## **PART 2:**

COUNTIES & REGIONS THAT DO NOT  
RANK NORTH SAVO AS THEIR FUTURE  
RELOCATION DESTINATION

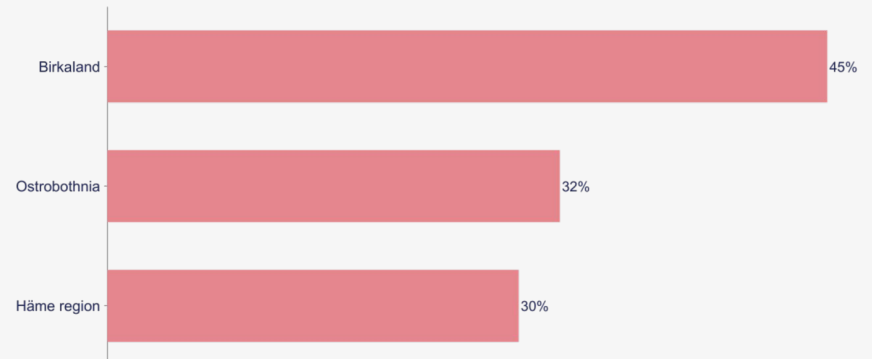
## Propensity to move among those who did not choose North Savo as a potential destination

The graph shows the general propensity to move in the counties that chose Kuopio and North Savo's smaller cities outside their top 12 potential destinations.

Regions who did not include Kuopio in their top 12



Regions who did not include North Savo's smaller cities in their top 12

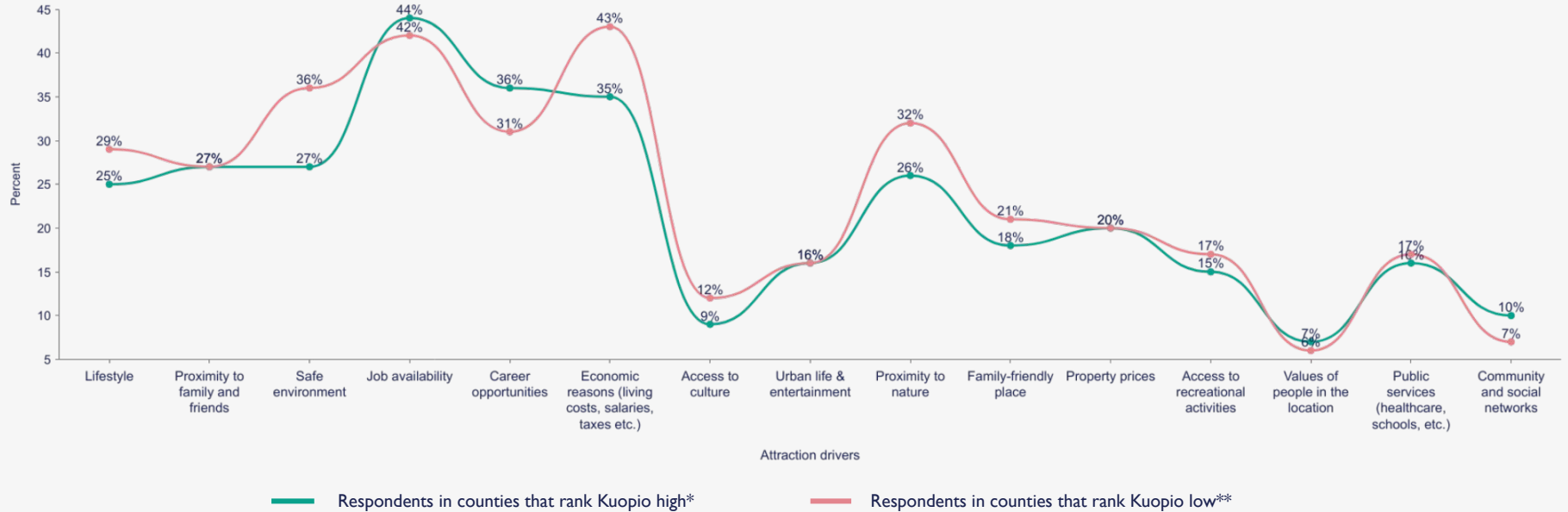


Respondents from the counties in the graph have chosen Kuopio and smaller cities within North Savo as a possible destination to a low degree\*.

A large proportion of respondents in the counties presented show a propensity to move within a five-year period. This section focuses on understanding what factors are important to those respondents who do not have Kuopio nor smaller cities in North Savo in their top 12. By understanding these factors, can North Savo develop strategies to become an even more attractive place to live and work for those who currently do not see the region as a potential place to move to.

\*Respondents from counties that rank smaller cities within North Savo & Kuopio outside their top 12 possible relocation destinations.

## Drivers – comparison between respondents who rank Kuopio high and low

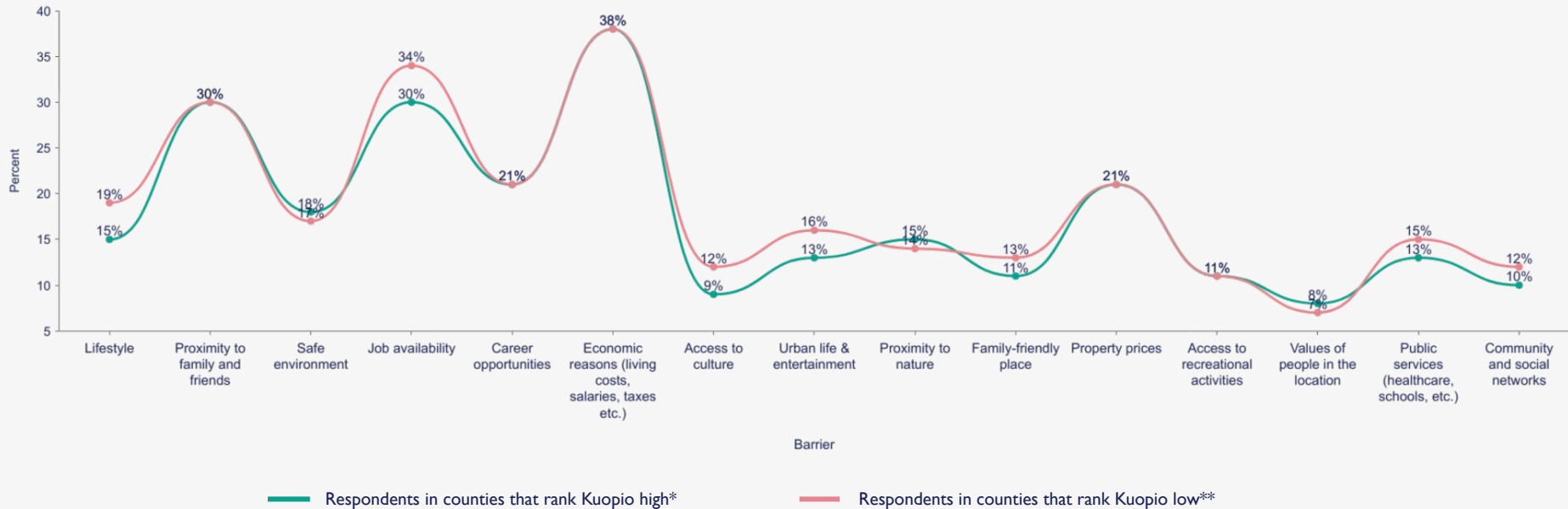


The graph compares motivations for moving among respondents in counties and city-regions that rank Kuopio in the top 12, compared to respondents in counties that do not have Kuopio in their top 12.

\*N (respondents in counties & regions ranking Kuopio in the top 12) = 636 \*\*N (respondents in counties choosing Kuopio outside their top 12) = 572



## Barriers – comparison between respondents who rank Kuopio high and low



The graph compares barriers to migration among respondents in counties and city-regions that rank Kuopio in the top 12, compared to respondents in counties that do not have Kuopio in the top 12.

\*N (respondents in counties & regions ranking Kuopio in the top 12) = 636 \*\*N (respondents in counties choosing Kuopio outside their top 12) = 572

## **Drivers & barriers – comparison between respondents who rank Kuopio high and low**

### **Drivers comparison**

Survey results show that motivations for potential relocation are similar among all respondents, providing insights into the values important in choosing a future residence, without detailed opinions specifically about Kuopio. Those ranking Kuopio high value proximity to nature significantly more, whereas those ranking it low prioritize career opportunities and job availability, as well as proximity to relatives.

Respondents generally value job availability, career opportunities, and economic reasons, suggesting a preference for a lifestyle that emphasizes professional growth alongside financially advantageous living conditions.

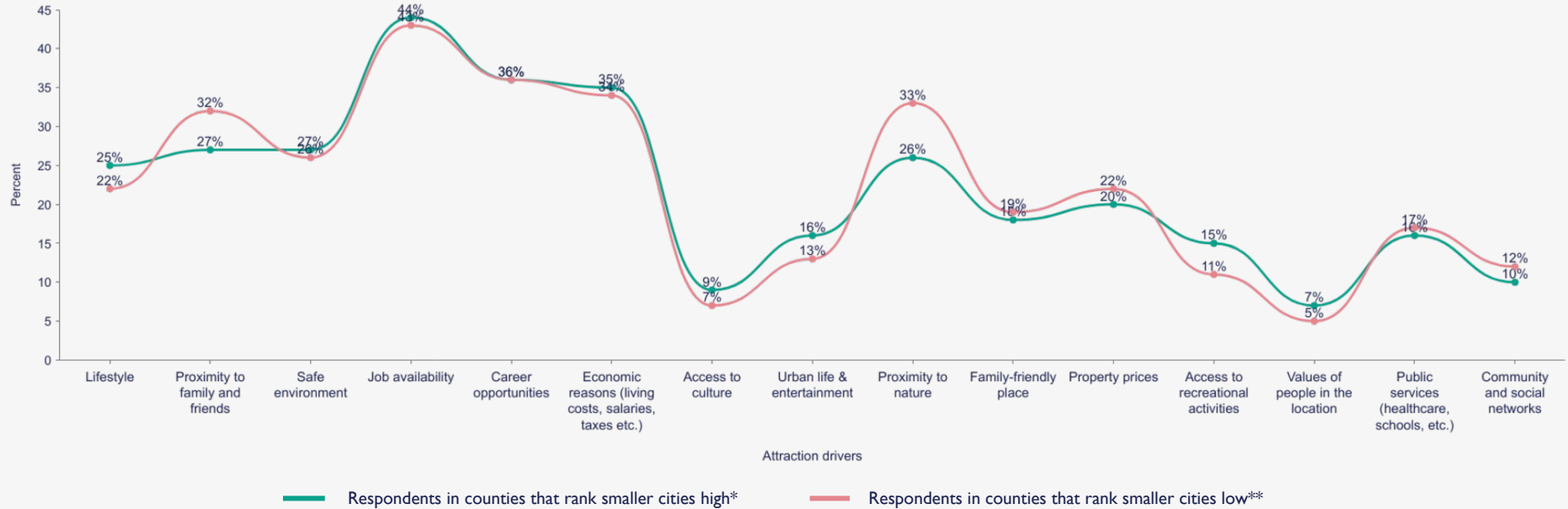
### **Barriers comparison**

The analysis reveals that barriers to moving are similarly perceived by all respondent groups, regardless of their views on Kuopio. Those with a positive view of Kuopio cite job availability and career opportunities as major relocation hurdles, valuing these factors more than those who rank Kuopio lower. For the latter, lifestyle also emerges as a more significant barrier.

Those less inclined to move to Kuopio emphasize the importance of proximity to relatives, property prices, and safety. Highlighting economic benefits, safety, and family-friendly aspects could be crucial in attracting this demographic to Kuopio.

In summary, while there are some distinct priorities in what drives or hinders relocation, there is a shared foundation of barriers across all groups, suggesting common challenges that need addressing to attract new residents to Kuopio.

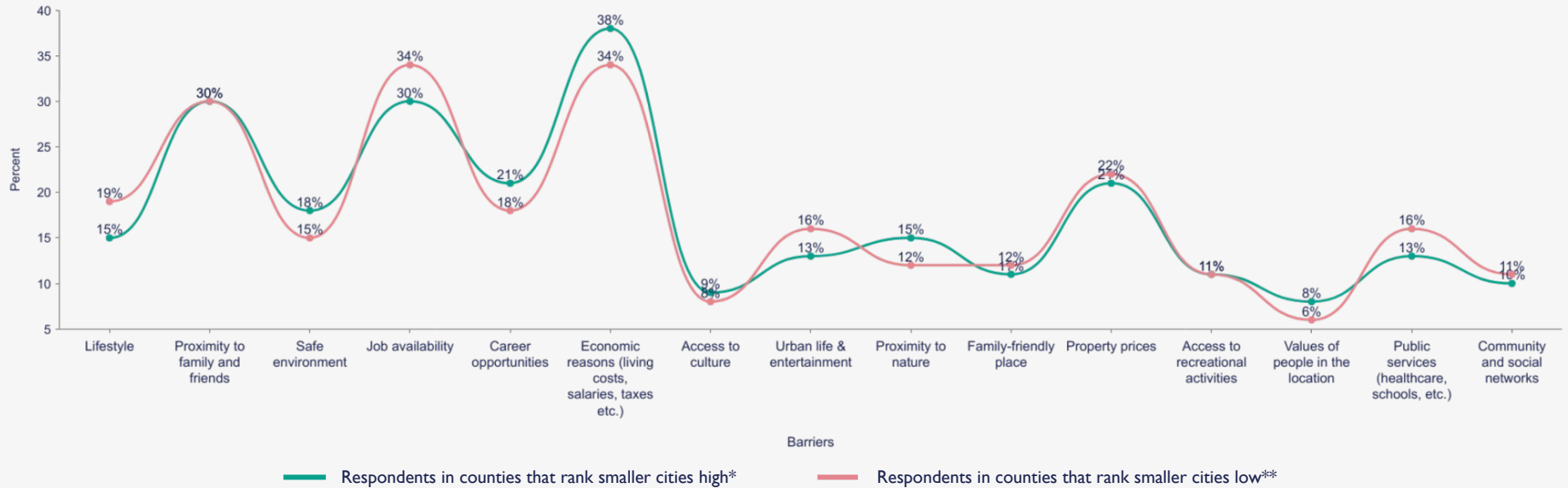
## Drivers – comparison between respondents who rank North Savo’s smaller cities high and low



The graph compares motivations for moving among respondents in counties and city-regions that rank North Savo’s smaller cities in the top 12, compared to respondents in counties that do not have North Savo’s smaller cities in their top 12.

\*N (respondents in counties & regions ranking smaller cities in the top 12) = 427\*\*N (respondents in counties choosing smaller cities outside their top 12) = 206

## Barriers – comparison between respondents who rank North Savo’s smaller cities high and low



The graph compares barriers to moving among respondents in counties and city-regions that rank North Savo’s smaller cities in the top 12, compared to respondents in counties that do not have North Savo’s smaller cities in their top 12.

\*N (respondents in counties & regions ranking smaller cities in the top 12) = 427\*\*N (respondents in counties choosing smaller cities outside their top 12) = 206

## **Drivers & barriers – comparison between respondents who North Savo smaller cities high and low**

### **Drivers comparison**

Survey results indicate that the motivations for considering relocation are broadly similar across all respondents, offering insights into the values crucial in selecting a future place of residence, with a specific focus on smaller cities in North Savo. Those who rank cities within North Savo high slightly prioritize factors such as lifestyle, job availability, economic reasons, and access to culture and urban life & entertainment. Conversely, those ranking these cities low emphasize proximity to family and friends, and proximity to nature more strongly.

Respondents generally value proximity to family and friends, job availability, and economic reasons, suggesting a preference for a lifestyle that combines close personal connections with opportunities for professional growth and financially advantageous living conditions.

### **Barriers comparison**

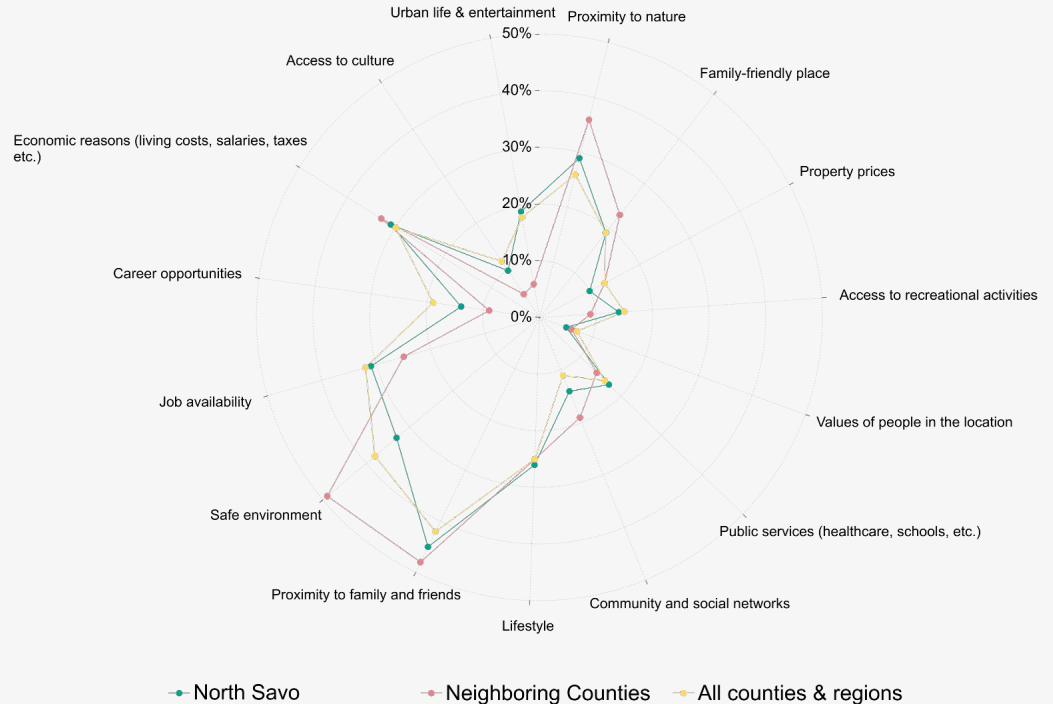
The analysis shows that the perception of barriers to relocation is quite similar across different respondent groups, irrespective of their views on smaller cities in North Savo. Those with a positive view towards these cities slightly prioritize a safe environment, economic reasons, and career opportunities as major hurdles. On the other hand, respondents who rank these cities lower consider lifestyle and job availability as more significant barriers. Additional concerns such as urban life & entertainment, property prices, and public services are also marginally more emphasized by this group.

In summary, while specific priorities vary slightly between groups in terms of what drives or hinders relocation, there remains a common base of challenges that need to be addressed to successfully attract new residents to North Savo.

## What are neighboring counties\* doing well in the fight to retain their residents?

The graph below highlights common and unique factors that make people stay. This perspective helps to visually illustrate and draw attention to areas for improvement as well as highlight areas of success.

The percentages show what respondents\*\* living in each of North Savo, neighboring counties and all counties and regions have answered to the survey question "What are the main reasons for staying in your current location?"



\*Neighboring counties: South Savo, Central Finland, North Ostrobothnia, Kainuu, North Karelia

\*\*North Savo: 42, Neighboring counties: 155, All counties and regions: 1236

## **What are neighboring counties doing well in the fight to retain their residents?**

North Savo shares several similarities with other regions in Finland regarding the reasons its residents choose to stay, but it does have its unique aspects. While North Savo is similar to neighboring regions and the country as a whole in many respects, it particularly emphasizes being a family-friendly place. This focus underscores the importance of creating an environment suitable for families, aligning North Savo with broader national trends.

Additionally, the reasons residents choose to stay in North Savo include a strong appreciation for proximity to nature and the advantage of living closer to their relatives. While these aspects are common across many regions, they hold particular importance in North Savo and contribute significantly to the region's attractiveness.

Safety, job availability, and economic reasons are also generally rated highly by the residents of North Savo, similar to other regions. However, the way North Savo integrates these elements into a cohesive environment that supports family orientation, robust job opportunities, and economic stability sets it apart subtly. These factors play a central role in influencing people's decisions to settle and build their lives in North Savo.



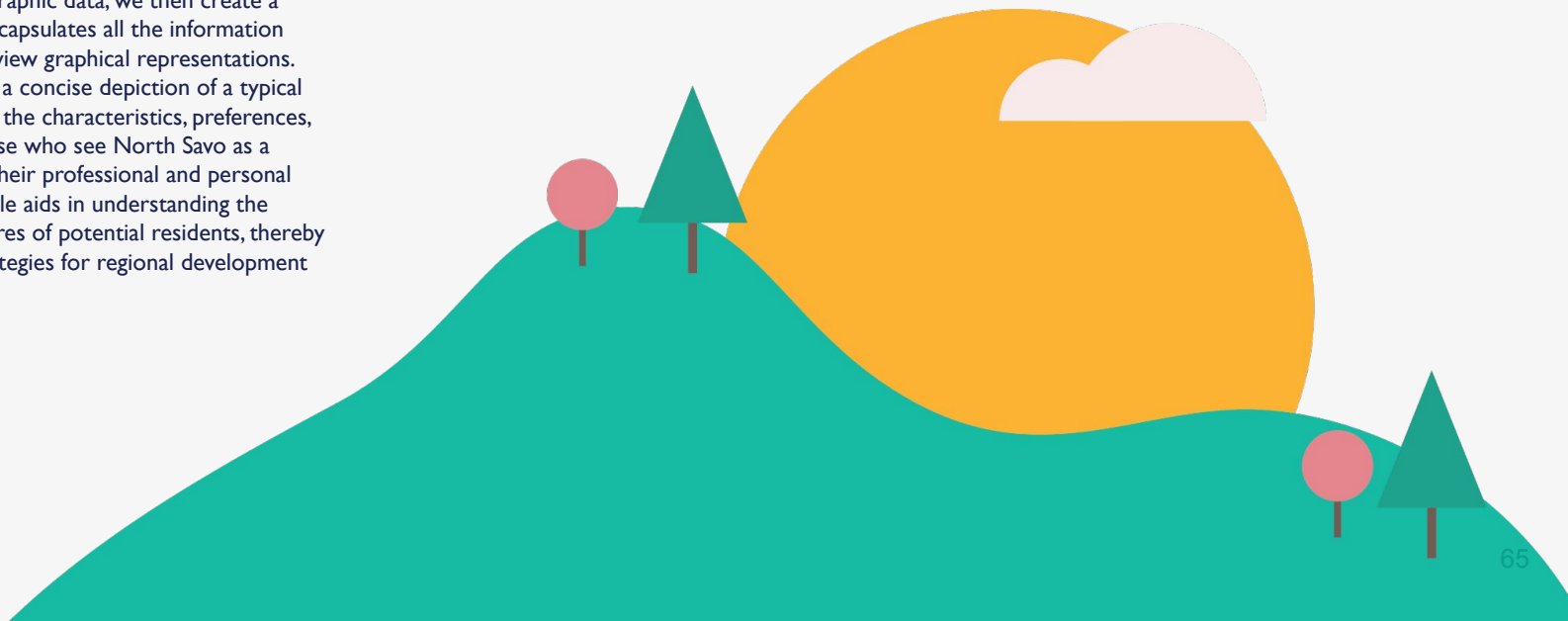
NORTH SAVO:  
PERSONA PROFILE



## Understanding the North Savo candidate

This chapter provides an in-depth look at the 332 respondents who considered North Savo as a viable region for their work and living arrangements based on their responses to a survey querying their regional preferences for employment and residency. We first present an overview of the respondents' demographics, which includes an examination of their gender, profession, geographic location within Finland, age, and salary, as well as an analysis of the factors that influence their decisions. This encompasses the driving factors that attract them to North Savo, potential barriers that may deter their move, and the reasons they might choose to remain in their current locales.

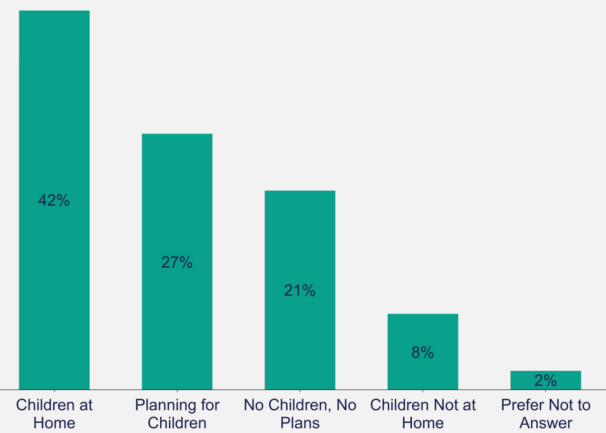
Building on this demographic data, we then create a persona profile that encapsulates all the information distilled from the overview graphical representations. This persona serves as a concise depiction of a typical respondent, illustrating the characteristics, preferences, and motivations of those who see North Savo as a desirable location for their professional and personal lives. This detailed profile aids in understanding the specific needs and desires of potential residents, thereby informing effective strategies for regional development and talent retention.



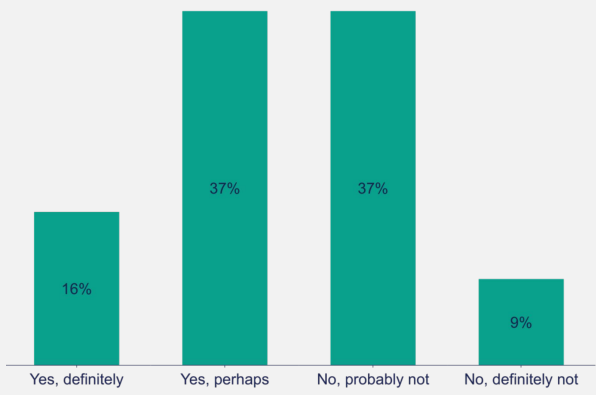
# Demographic profile of potential North Savo residents

An overview of family situation, likelihood of relocation, age distribution, gender ratio, and geographic origin

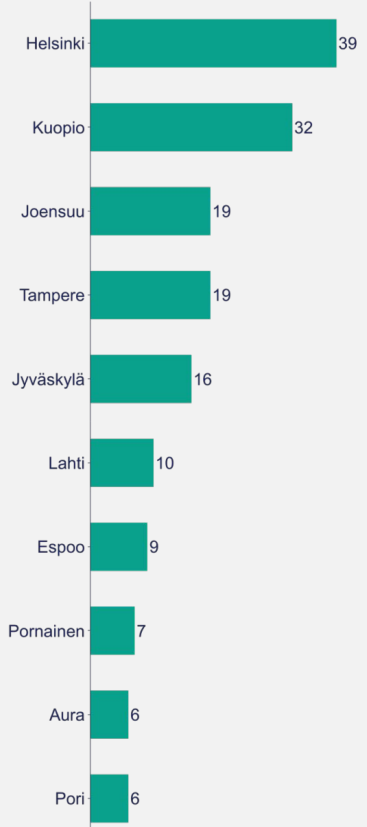
## Family situation



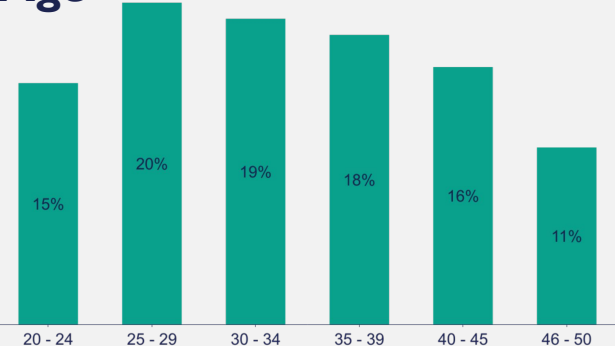
## Propensity to move



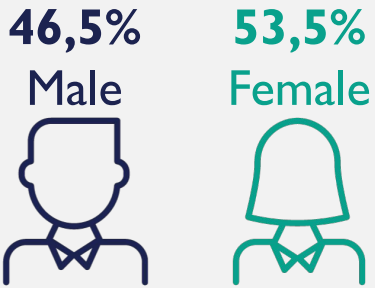
**332**  
total respondents



## Age



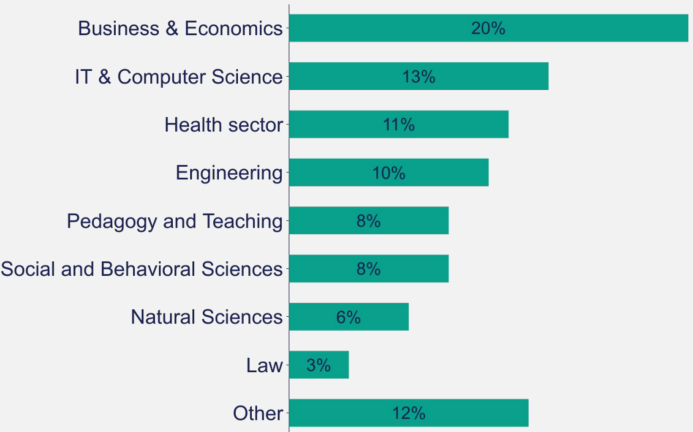
## Gender



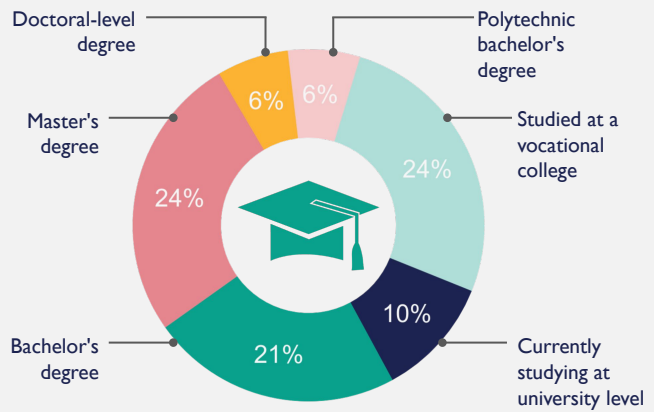
# Professional background and educational attainment

A comprehensive look at the professions, education levels, employment types, and salary ranges of respondents

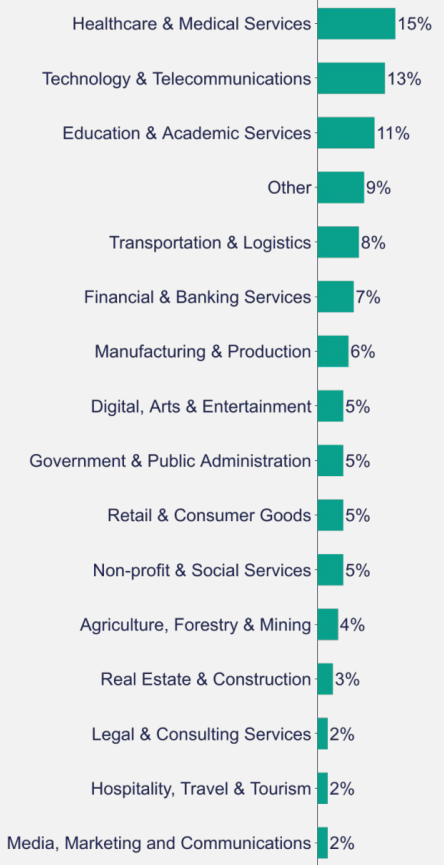
## Profession



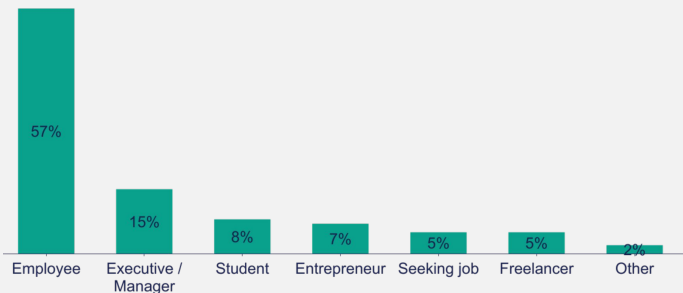
## Educational level



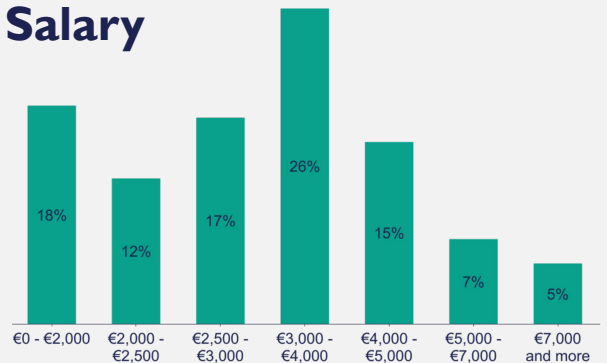
## Industry



## Primary employment



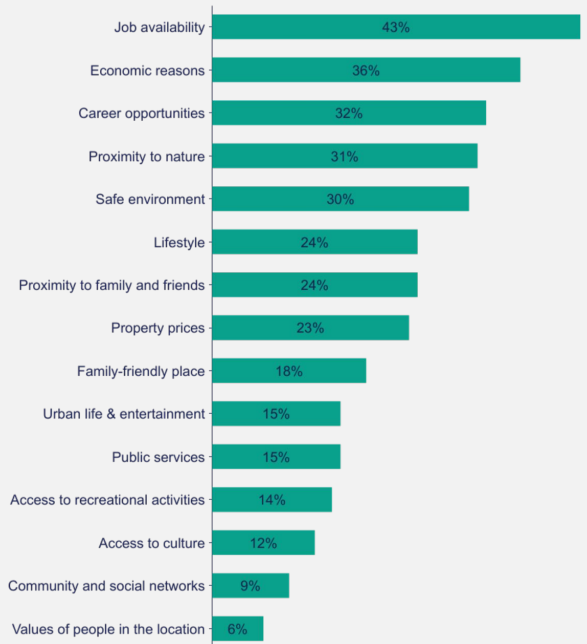
## Salary



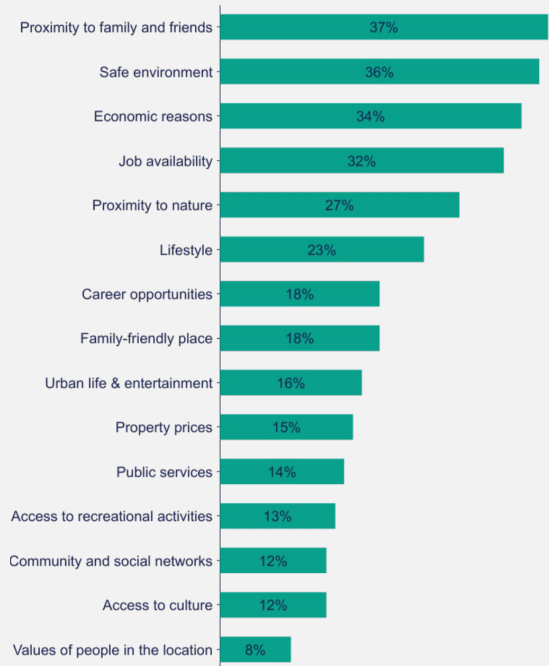
# Motivational drivers and relocation barriers

Factors influencing respondents' interest in moving, reasons for staying in their current location, and potential obstacles to relocation

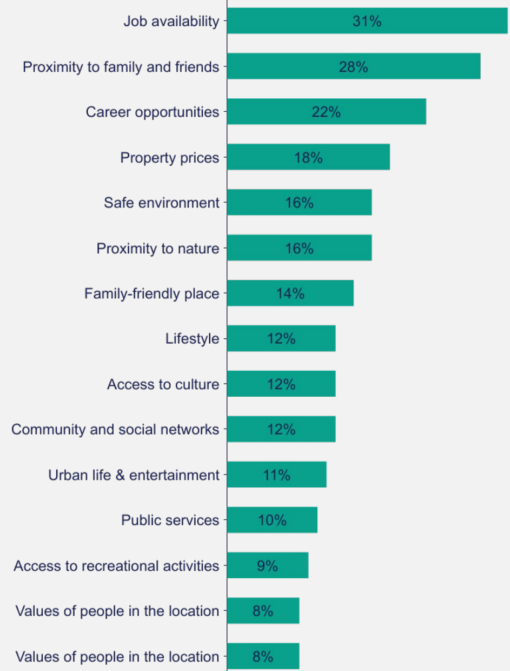
## Drivers



## Reasons to stay



## Barriers



## Summary: Profile of a prospective North Savo resident

This is a composite profile derived from 332 respondents who selected North Savo as a preferred location for living and working. This profile summarizes their collective preferences in age, profession, education, and key motivational factors.

### Meet Maria: A Business Professional Considering North Savo

- Age & Gender: 32-year-old female
- Family Composition: Has children living at home.
- Professional Background: Business & Economics
- Highest level of Education: Completed a Master's Degree

General Propensity to Move: **53.5%** (Overall: 53,6%)

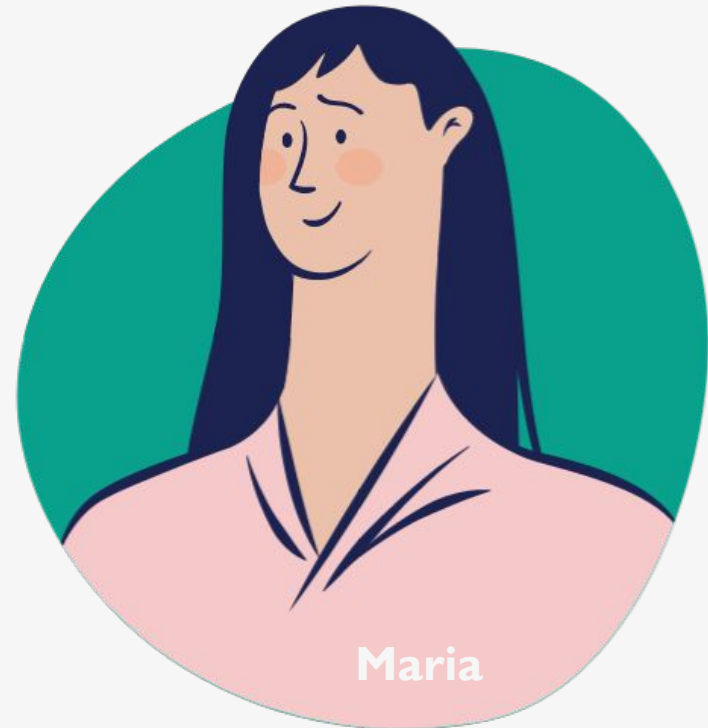
Propensity to move to *North Savo*: **75,2%** (Overall: 52,7%)

#### Drivers for relocating to North Savo

- Pursuing career advancement and economic benefits in North Savo.
- Desires a secure and family-friendly environment.

#### Barriers for relocating

- Concerned about the cost of living and finding relevant job opportunities.
- Values proximity to family, which may impact her decision to move.





**PART 3:**  
GENERAL PERCEPTIONS –  
NORTH SAVO

# Assessment – the reputation of North Savo



The figure displays a heatmap that illustrates the levels of agreement with various statements about regions in Finland, including North Savo. Each row represents a different attribute, such as safety or cleanliness, while each column corresponds to a specific region. The intensity of the color in each cell reflects the degree of agreement on a scale from 1 (Strongly disagree) to 5 (Strongly agree), where a darker green shade indicates stronger agreement and a shift towards red indicates lesser agreement.

## General Perception and Reputation of North Savo

North Savo is highly regarded for providing a safe environment, with a score of 3.84, and for being clean and well-maintained, as evidenced by a score of 3.85. These attributes contribute significantly to its positive image as a region that upholds high standards of living and public welfare.

However, there are areas where North Savo image shows room for improvement, particularly in adapting to the needs of those seeking an urban lifestyle or extensive professional opportunities. The region scores moderately on offering an urban lifestyle that meets the needs of its residents, with a score of 3.34, indicating a potential gap in urban amenities or lifestyle options that some residents may seek. Similarly, perceptions of job opportunities in North Savo are also moderate, with the same score of 3.34, suggesting that the region may not fully meet the career aspirations of its workforce, especially in certain fields. Furthermore, the score of 3.25 for having a thriving business environment with entrepreneurial opportunities points to an area that could be pivotal in enhancing the region's economic dynamism and attractiveness to new businesses.

While North Savo is esteemed for its safety and environmental upkeep, enhancing its urban and professional landscapes could serve to elevate its overall attractiveness and dynamic appeal, addressing the needs and expectations of a broader demographic.

## Likelihood of moving to North Savo

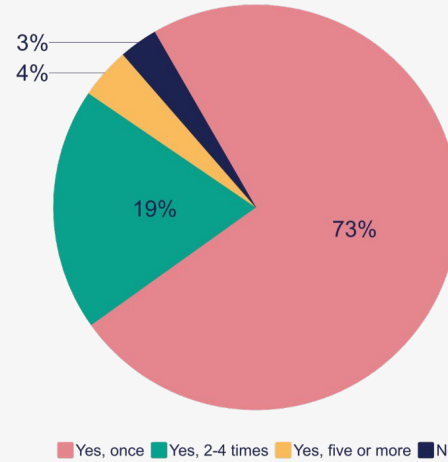
In the exploration of general perceptions towards North Savo, particularly with regards to relocating to the region, survey data presents an interesting narrative. A substantial **52.68%** of respondents are open to the possibility of moving to North Savo, with 14.12% stating they would 'definitely' consider it and 38.56% saying they would 'possibly' consider the move within the next five years. On the contrary, a collective 47.31% seem less inclined to relocate, with 31.79% leaning towards 'probably not' and 15.52% firmly in the 'definitely not' category.

The likelihood of these considerations seems to be influenced by prior visits to the region. A striking **72.46%** of respondents have visited North Savo once, which could have given them a glimpse into the region's lifestyle and opportunities. Furthermore, 18.53% have visited between 2-4 times, and 3.80% have been there five times or more, indicating a repeated interest in what North Savo has to offer.

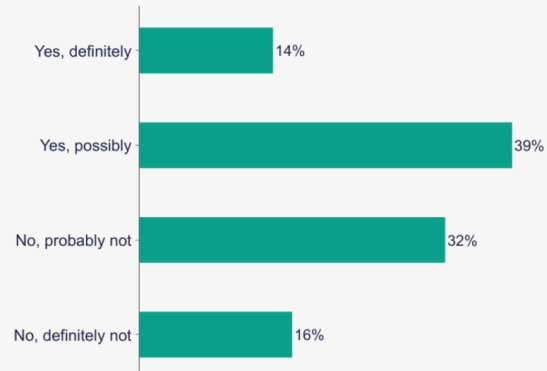
However, when asked directly if their visits influenced their willingness to stay, the responses split. While 43.68% say 'Yes', suggesting that their experiences in North Savo have positively swayed their perception, a nearly equal 45.25% state 'No', highlighting that a visit alone may not be enough to consider a longer-term commitment to the area. This data underscores the complexity of relocation decisions and suggests that while visits can impact perceptions, there are likely other significant factors at play in the decision-making process.

Interestingly, the findings diverge significantly when considering the frequency of visits to North Savo. Among those who have visited the region 2-4 times or more, a substantial **63.7%** responded 'No' when asked if their previous visits influenced their interest in moving there. This contrasts with the earlier group where responses were more balanced, suggesting a nuanced view of how repeated exposure to the region might not uniformly increase the likelihood of relocation. This discrepancy indicates that while initial visits can alter perceptions slightly, repeated visits do not necessarily strengthen the desire to relocate, highlighting the importance of other factors in the decision to move.

*Have you previously visited North Savo region?*



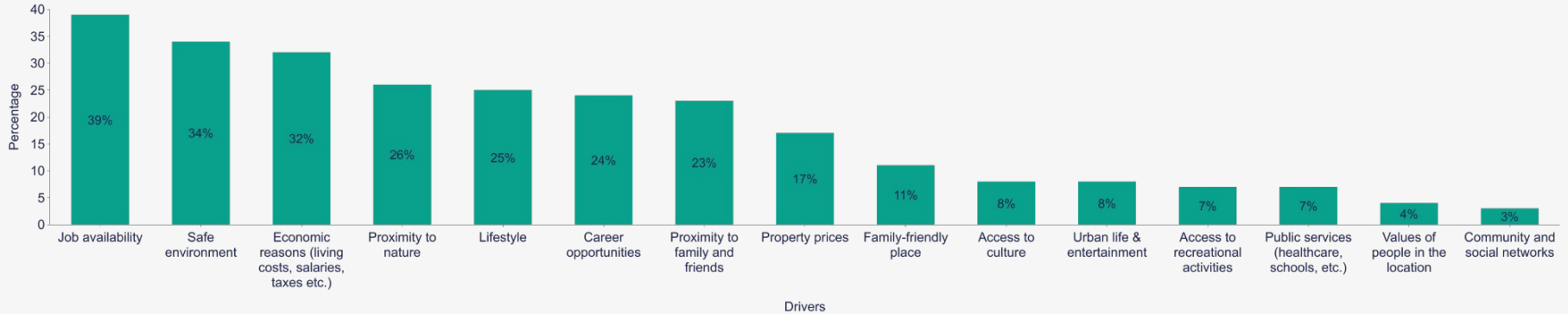
*Would you consider moving to North Savo (e.g. Kuopio) in the next five years?*





## Drivers for moving to North Savo

The graph shows drivers for moving, how respondents from the study answered the question "If you would consider moving to North Savo, for example any of the cities or municipalities Kuopio, Iisalmi or Siilinjärvi, what are the main factors influencing your decision?"\*



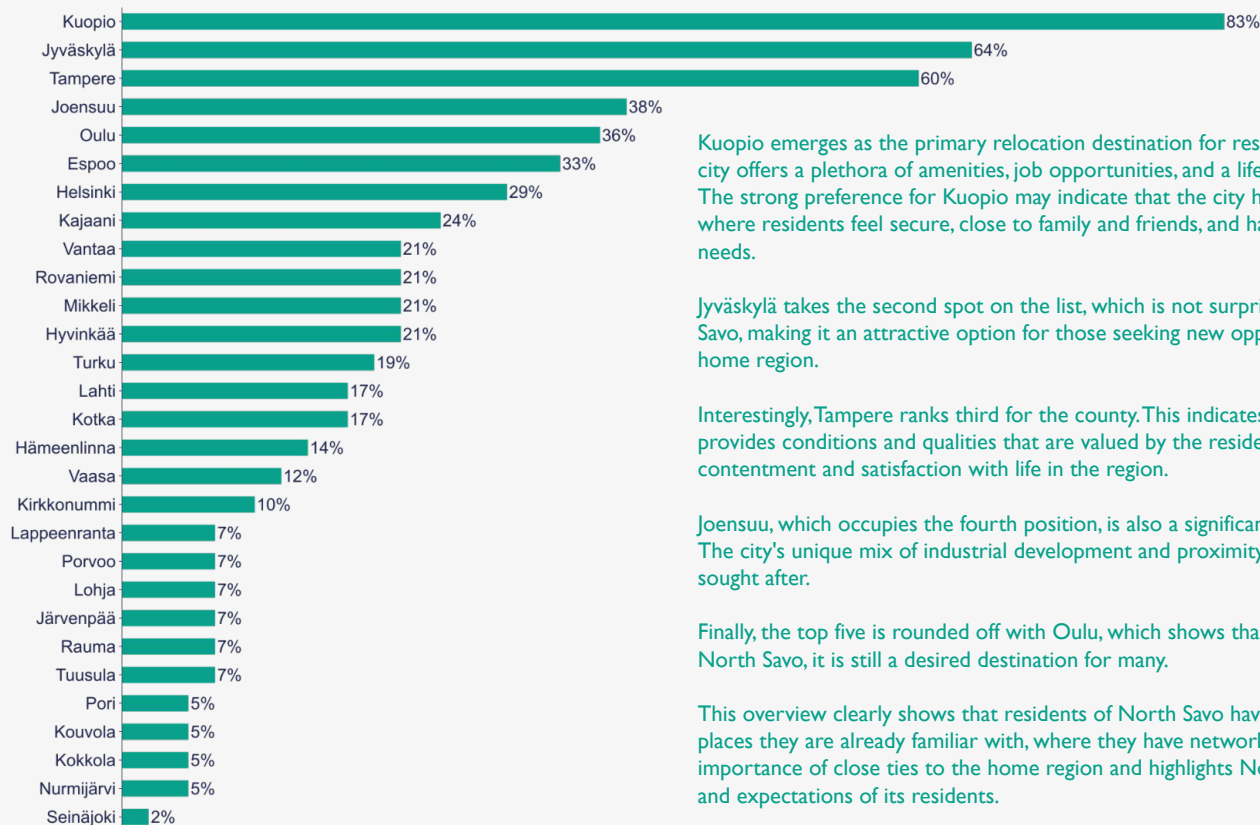
When considering relocating to North Savo, job availability emerges as the most significant factor, receiving the highest support among the factors considered. It is followed by the importance of a safe environment and economic reasons, which also gather considerable attention. Conversely, property prices are seen as less critical in influencing the decision-making process compared to the aforementioned factors.

\*N (all respondents to the survey) = 1192



**PART 4:**  
WHY ARE PEOPLE MOVING  
FROM NORTH SAVO?

## Cities that residents of North Savo choose as their main relocation destinations



Kuopio emerges as the primary relocation destination for residents of North Savo, suggesting that the city offers a plethora of amenities, job opportunities, and a lifestyle appreciated by the local population. The strong preference for Kuopio may indicate that the city has successfully created an environment where residents feel secure, close to family and friends, and have access to a lifestyle that meets their needs.

Jyväskylä takes the second spot on the list, which is not surprising given the city's proximity to North Savo, making it an attractive option for those seeking new opportunities while still feeling close to their home region.

Interestingly, Tampere ranks third for the county. This indicates that the city has a special appeal and provides conditions and qualities that are valued by the residents of the county, reflecting a general contentment and satisfaction with life in the region.

Joensuu, which occupies the fourth position, is also a significant destination for residents of North Savo. The city's unique mix of industrial development and proximity to natural settings makes this destination sought after.

Finally, the top five is rounded off with Oulu, which shows that despite its geographical distance from North Savo, it is still a desired destination for many.

This overview clearly shows that residents of North Savo have a strong tendency to gravitate towards places they are already familiar with, where they have networks and feel at home. It underscores the importance of close ties to the home region and highlights North Savo's strengths in meeting the needs and expectations of its residents.

## Drivers for moving from North Savo

*In this section, we examine the drivers that motivate respondents in North Savo to consider moving, and how these compare to drivers in other counties and city-regions. This insight can help identify which areas the region should focus on to retain its residents.*



Job availability and economic reasons are generally the highest-ranking factors for both respondents from North Savo and those from other regions when considering a move. However, respondents from other regions place a slightly higher emphasis on these factors compared to those born in North Savo.

On the other hand, proximity to nature and lifestyle are valued more by North Savo natives. These respondents emphasize the importance of natural surroundings and a desirable lifestyle more than their counterparts from other regions, indicating these are key areas that could influence their decision to stay within the region.

\*N(Respondents in North Savo)= 42

\*\*N (all respondents to the survey) = 1236

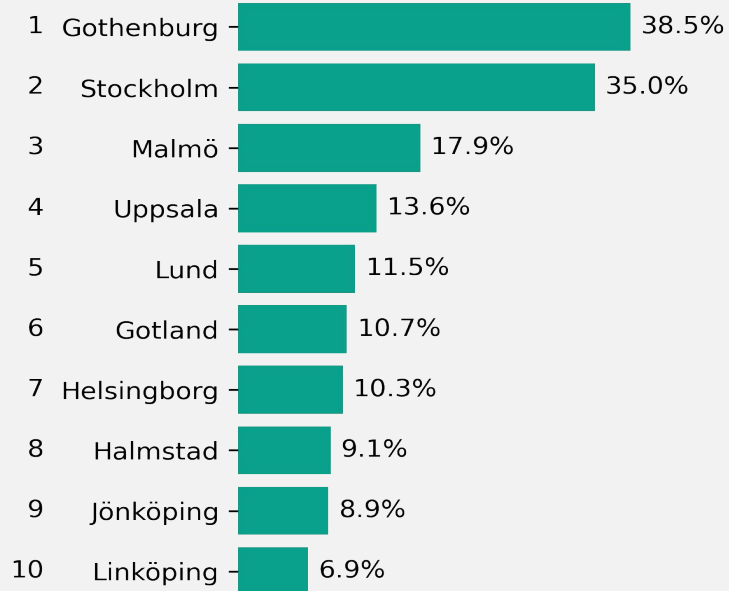


## **PART 5:**

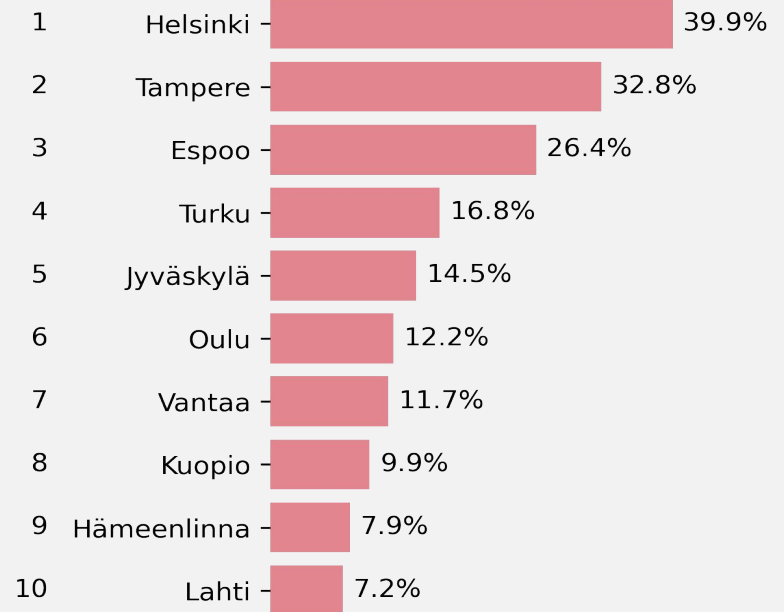
# A COMPARATIVE ANALYSIS OF TCI SWEDEN & FINLAND

# Top 10 City Ranking for Sweden & Finland

## TCI Sweden



## TCI Finland



## Comparison of TCI Rankings in Sweden and Finland

This comparison explores the top 10 city rankings for talent competitiveness in Sweden and Finland, as depicted in the provided chart. We start by analyzing the rankings within each country, highlighting key similarities and differences.

In Sweden, Gothenburg leads the rankings as the most attractive city for work and living, followed closely by Stockholm. Malmö ranks third, while Uppsala and Lund round out the top five. Other notable cities in the top ten include Gotland, Helsingborg, Halmstad, Jönköping, and Linköping.

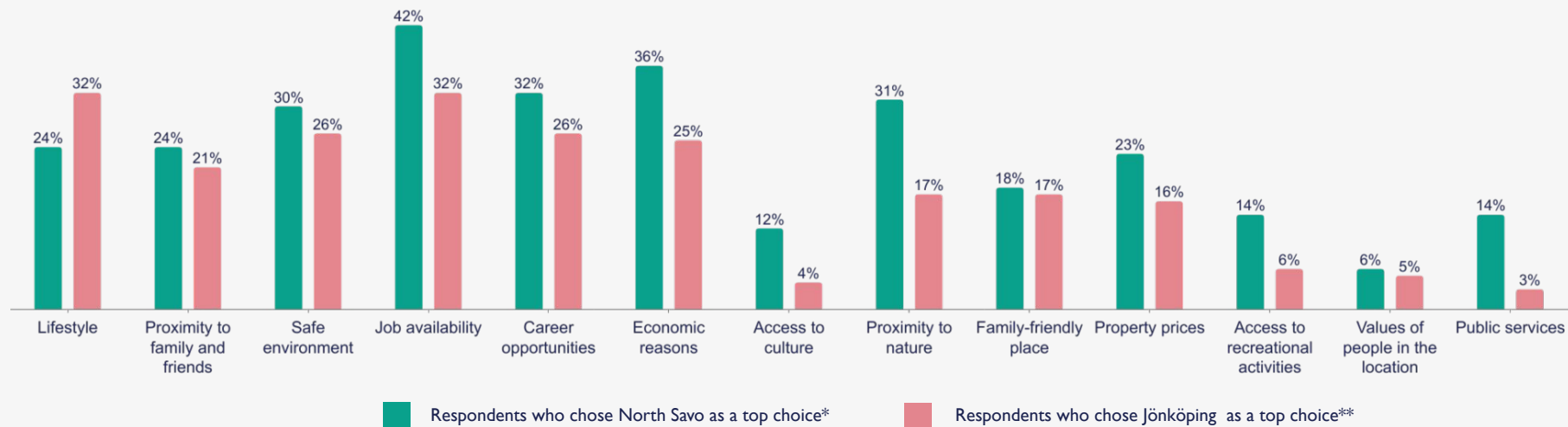
In Finland, Helsinki tops the list, followed by Tampere and Espoo. Turku and Jyväskylä complete the top five, with Oulu, Vantaa, Kuopio, Hämeenlinna, and Lahti also making the top ten.

Both countries show a clear preference for their capital cities, with Helsinki and Stockholm being highly favored. The second-ranked cities, Tampere in Finland and Gothenburg in Sweden, also have strong appeal. The third-ranked cities, Espoo in Finland and Malmö in Sweden, reflect a similar trend of significant, but not top-tier, attractiveness.

A noticeable difference is the distribution of preferences beyond the top three cities. In Finland, cities like Turku and Jyväskylä maintain a strong presence, while in Sweden, the preference drops more steeply after the top three, indicating a more concentrated appeal in fewer cities. This trend suggests that Finland's talent attractiveness is more evenly spread across multiple cities, while in Sweden, a few key cities dominate the preference landscape.

Overall, the rankings highlight the competitive nature of major cities in both countries, with capitals leading the way but notable variations in the distribution of attractiveness among other cities. This analysis provides insights into the regional dynamics influencing talent attraction and retention in Sweden and Finland.

## Drivers for those who regard North Savo and Jönköping highly



The graph shows drivers for moving, in other words how respondents in counties that rank North Savo highly as a destination answered the question "What would be your main drivers for moving?" The pink graph represents respondents that ranked Jönköping as a top destination have answered the same question.

\*N(Respondents who chose North Savo as a top choice TCI North Savo)= 332

\*\*N(Respondents who chose Jönköping as a top choice TCI Sweden)= 185



## Drivers for moving between North Savo and Jönköping

When comparing respondents who rate Jönköping and North Savo highly, we observe both similarities and distinct differences between the groups. Both groups exhibit common preferences, but certain factors are more pronounced depending on the region they favor.

For respondents who rank Jönköping highly, a safe environment and proximity to family and friends stand out significantly. These respondents place a higher emphasis on safety and family connections, indicating that these factors are major draws. While job availability remains a strong motivator for this group, lifestyle considerations and personal safety take precedence. Economic reasons and career opportunities are still significant for Jönköping supporters, but they are secondary to the desire for a safe and family-friendly environment.

Both groups value job availability and economic reasons, suggesting a shared emphasis on economic stability and career growth. However, safety and family connections are more influential for Jönköping supporters, while lifestyle and proximity to nature are more crucial for North Savo supporters.

These insights reveal that Jönköping attracts individuals prioritizing safety, family, and a secure environment, while North Savo appeals to those seeking lifestyle benefits and strong economic opportunities.



## **PART 6:**

WHY IS NORTH SAVO RANKED AS  
THEY ARE?

## CONCLUSIONS AND RECOMMENDATIONS: WHY ARE NORTH SAVO RANKED AS THEY ARE?

In the index that ranks urban regions based on where the most sought-after workforce of the future wishes to reside and work, North Savo faces varied challenges across its areas. Kuopio, a city within North Savo, performs well, securing a favorable seventh place in the Talent City Index. This ranking indicates Kuopio's strong position. However, when it comes to smaller cities index within North Savo, most are positioned in the lower half of the list, with Iisalmi being an exception, achieving ninth out of 30, indicating its potential for development within smaller urban areas. Contrastingly, North Savo as a whole ranks at the bottom, taking the last place in the overall Talent City Index comparing it with a selection of other regions. This position suggests that while there are areas of strength, North Savo overall has significant room for improvement and development to establish itself as a more prominent player on a national level.

The competition for skilled talent is a challenge for all urban regions across Finland, and to successfully attract new residents, strategic communication and marketing are essential. For North Savo, it is particularly beneficial to target demographic groups within Kainuu, North Karelia, Central Finland, Lapland, and South Karelia; regions that rank Kuopio highly as a relocation destination. Additionally, demographic groups within Kainuu, North Karelia, South Savo, Kymenlaakso, and Central Finland; regions that view smaller cities within North Savo favourably, should also be targeted. The analysis also suggests a significant opportunity to attract residents and talent from other parts of Finland. This potential is clear as both the drivers and barriers identified align well with the preferences expressed by individuals in the regions positively inclined towards North Savo. It highlights the importance of effective communication and a well-devised marketing strategy to truly reach out and attract the available talent.

To begin with, it's worth examining what makes the residents of North Savo satisfied and why they choose to stay. As noted in previous sections, respondents in the region rank proximity to nature, job availability, economic reasons, and proximity to nature as the main reasons for staying. Primarily, Kuopio is the top relocation destination for residents of the region, which shows the residents' strong connection to North Savo. Apart from the local destination, Jyväskylä, Tampere, Oulu, and Joensuu are prominent alternatives, with each offering extensive job markets and strategic locations. For residents in smaller cities within North Savo, Kuopio, Tampere, Jyväskylä, Joensuu and Mikkeli are chosen destinations. It might be a good idea for North Savo to investigate what these cities do right to attract its residents and see if there are elements that could be introduced in North Savo to further enhance its attractiveness.



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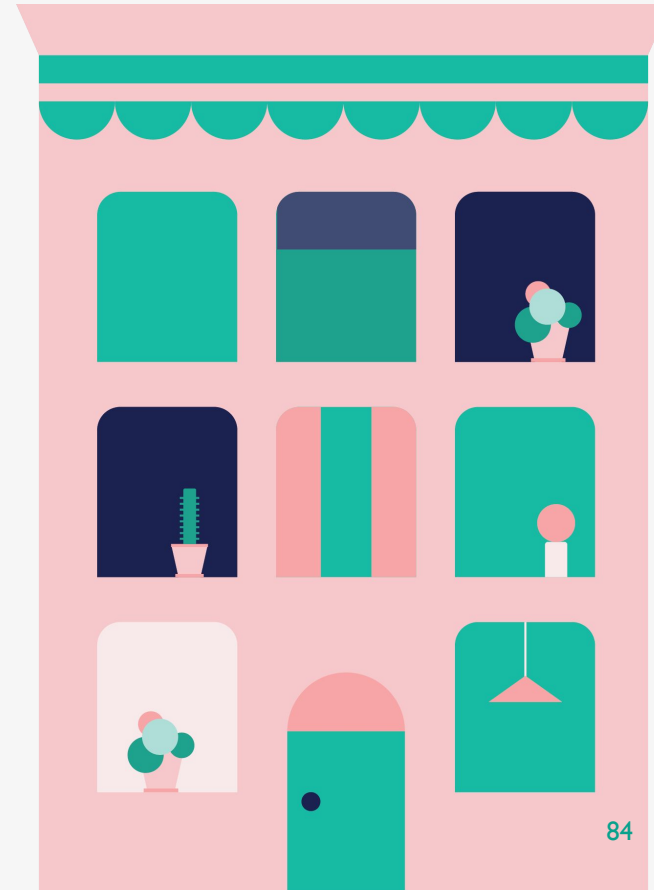
Among the respondents in regions that rank North Savo highly, job availability, career opportunities, economic reasons, as well as proximity to family and friends and a safe environment, top the list of attraction factors. This provides a clear signal of how crucial it is for North Savo to highlight in its communication and marketing a dynamic economy and the career opportunities offered in the region. Job availability and safety are also significant drivers. Notable barriers for the target group include economic reasons, proximity to family and friends, and job availability.

When asked 'What are the main reasons you would not move to North Savo?' the following common reasons emerged:

**Job Availability and Career Opportunities:** North Savo was perceived to have a limited range of job opportunities. The issue of wages was also emphasized for the region. This perception points to a need to either improve labor market conditions or increase awareness of the actual opportunities in the region.

**City's Character:** North Savo was perceived by some as 'too far away' and 'too distant from family.' This perception underscores the importance of improving the region's image or promoting the activities and events that are actually available.

Based on the responses, we can conclude that the brand image of North Savo needs to be strengthened. There is potential to more clearly highlight the region's qualities that may not be well-known to the public, including the opportunities available there year-round. By addressing these points and emphasizing what makes North Savo unique, its cultural and social offerings, and the advantages of living there, North Savo can be positioned as an attractive option for future residents and workforce.

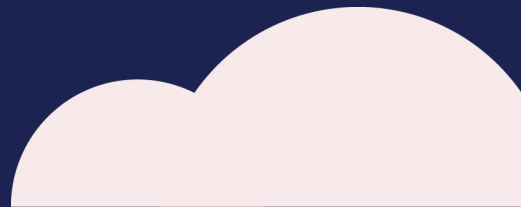


## CONCLUSIONS AND RECOMMENDATIONS: NEXT STEPS FOR NORTH SAVO

Based on the data and analysis in this report as well as the workshop held in Kupio beginning of May with the purpose to discuss the results of the report, the following recommendations emerge as next steps for North Savo:

- Increase efforts to get domestic and international students to stay in the region, through promoting more contacts between the students and the local business and social/community life. One important strategy will be to develop better and more internship, traineeship and summer job opportunities for the students, so that they can get a foothold in the local labour market.
- Create a clear and coherent branding strategy for the region and for Kuopio, positioning it as dynamic, safe, vibrant area to live and work. Especially the business life and interesting jobs in the region need to be visible. Identify a common hashtag for the effort, to encourage people and stakeholders in the region to join in marketing the region through their channels.
- Use the data in this report to create a digital marketing campaign targeting those target groups that have the highest propensity to move to the region.





**ABOUT**

TALENT CITY INDEX

Talent City Index North Savo is based on a survey conducted by Future Place Leadership and includes responses from 1237 respondents aged 20-50, spread across Finland using Cint's panels.

The age distribution was even, with the 30-34 age group representing the largest share, with 21% of respondents, followed by the 25-29 and 40-45 age groups, with 18% respectively.

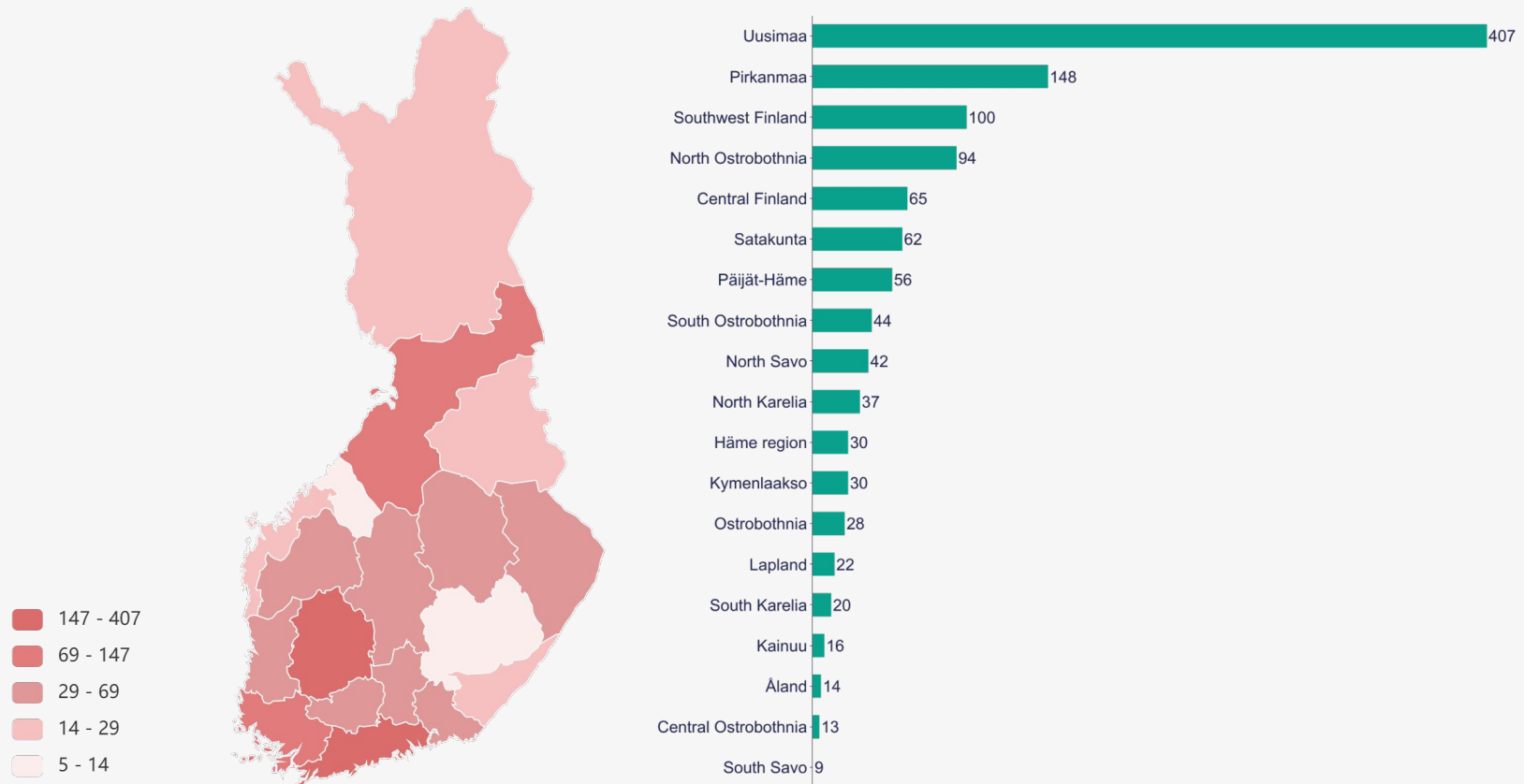
The survey covered a wide variety of professions, these included: Economists (18%), Engineers (15%), IT/computer specialists (13%), Marketing (8%), Sociologists (7%), Natural Scientists (6%) and Teachers (5%)

In terms of educational background, a significant proportion of respondents had completed a master's degree, which represented around 24% with 296 respondents, Followed by respondents of which had completed a bachelor's degree represented 23% making up 280 respondents, as well as those who studied at a vocational college represented 23% with 282 respondents. Another 4% (45 respondents) had completed a doctoral-level degree. About 10% of the respondents (corresponding to about 120 answers) were students at the time of the survey.



## Distribution of the survey

The graph shows the distribution of survey respondents based on the region in which they currently live.





# CONTACT US!

For questions about this report, the index or to order analytical reports or city-region reports, please contact:

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