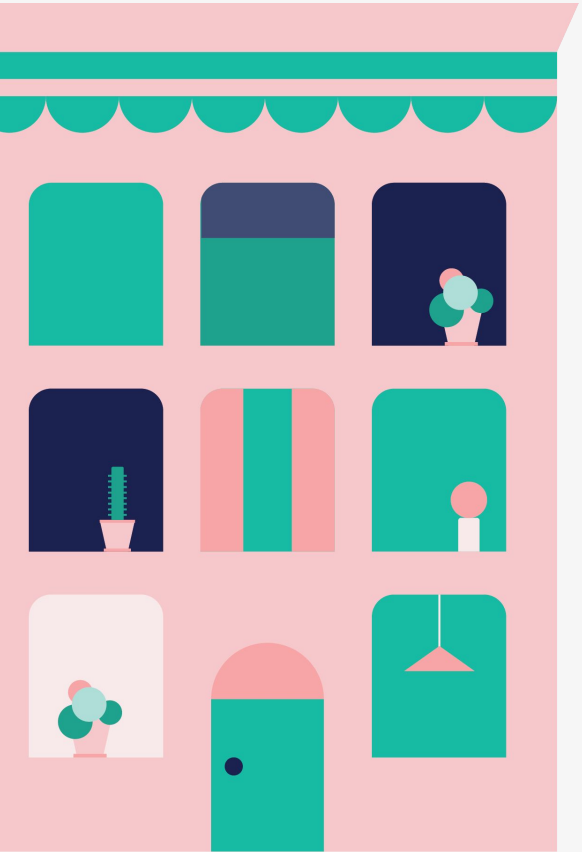
TalentCityIndex™ 2024
Suomi

FOCUS: North Savo

Future Place Leadership™

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).

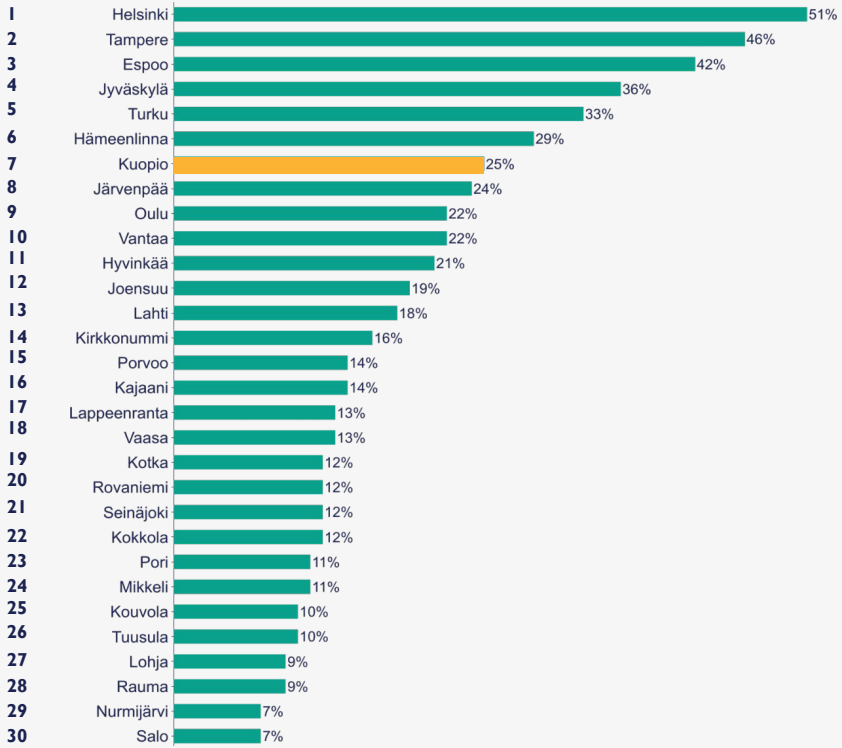
In terms of educational background, the largest group, 24% (296 respondents), had completed a master's degree. Those who completed a bachelor's degree represented 23% (280 respondents), and those who studied at a vocational college represented 23% (282 respondents). Those currently studying at university 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.

Future Place Leadership™

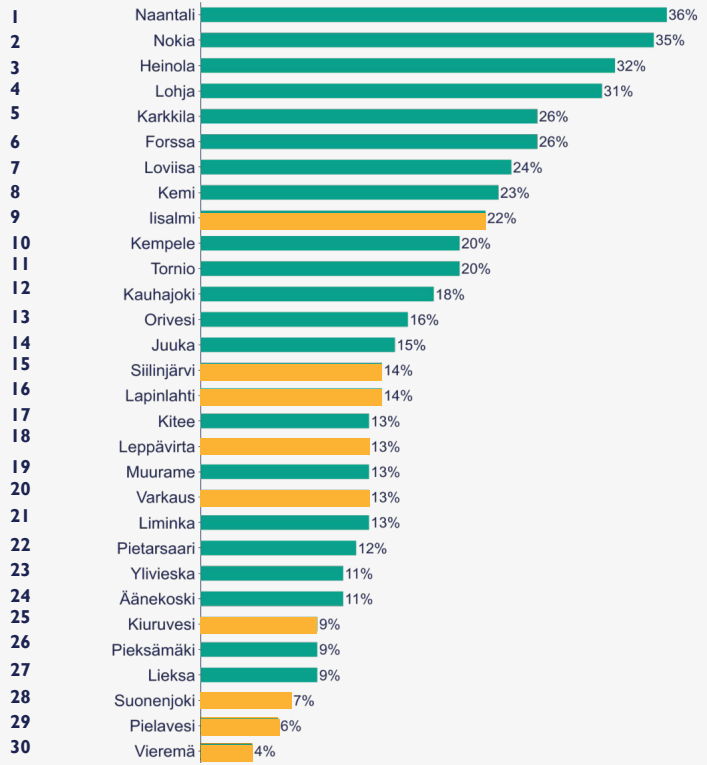
North Savo ranking in Talent City Index

Overall ranking of the most attractive cities to work and live.

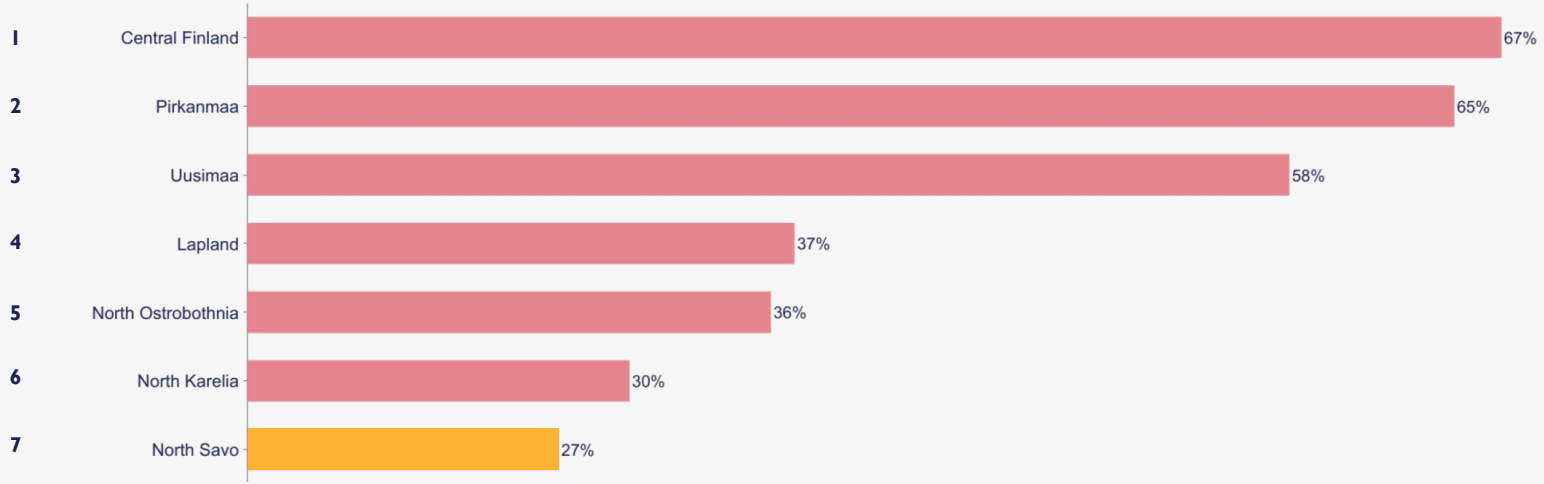
Kuopio overall ranking in Talent City Index North Savo



Smaller cities overall ranking in Talent City Index North Savo



North Savo overall ranking in Talent City Index



Attractiveness profile – Kuopio

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

1

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

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

2

- Central Ostrobothnia
- North Ostrobothnia
- South Karelia
- Satakunta

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

3

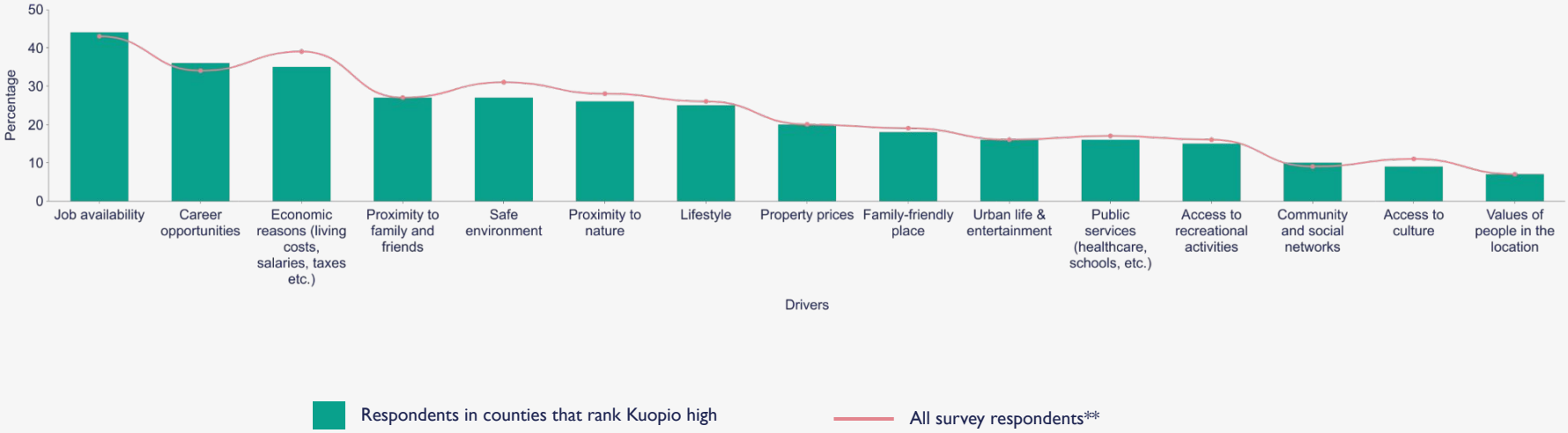
- Nyland
- Häme region
- Ostrobothnia
- Päijät-Häme
- South Ostrobothnia
- Southwest Finland
- Lappland:

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



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, Ilsalmi or Siilinjärvi, what are the main factors influencing your decision?"*

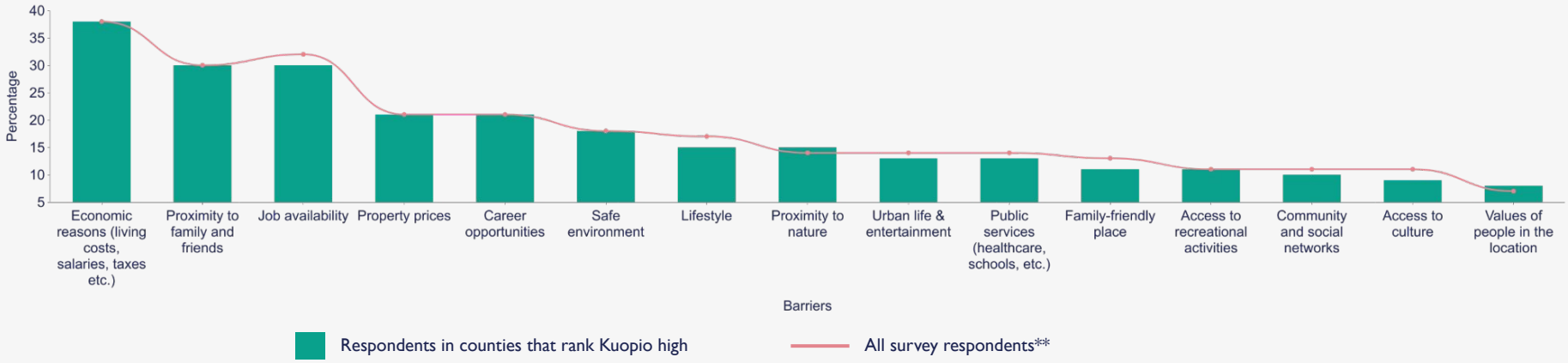
*N (all respondents to the survey) = 1192

Drivers for moving

Drivers for moving to North Savo

Barriers when considering moving – Kuopio

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



Attractiveness profile – North Savo

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

1
- North Savo
- Kainuu
- South Karelia
- South Ostrobothnia
- South Savo
- Päijät-Häme
- North Karelia
- Central Finland
- Kymenlaakso
- North Ostrobothnia

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

2
- Southwest Finland
- Lapland
- Nyland
- Central Ostrobothnia

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

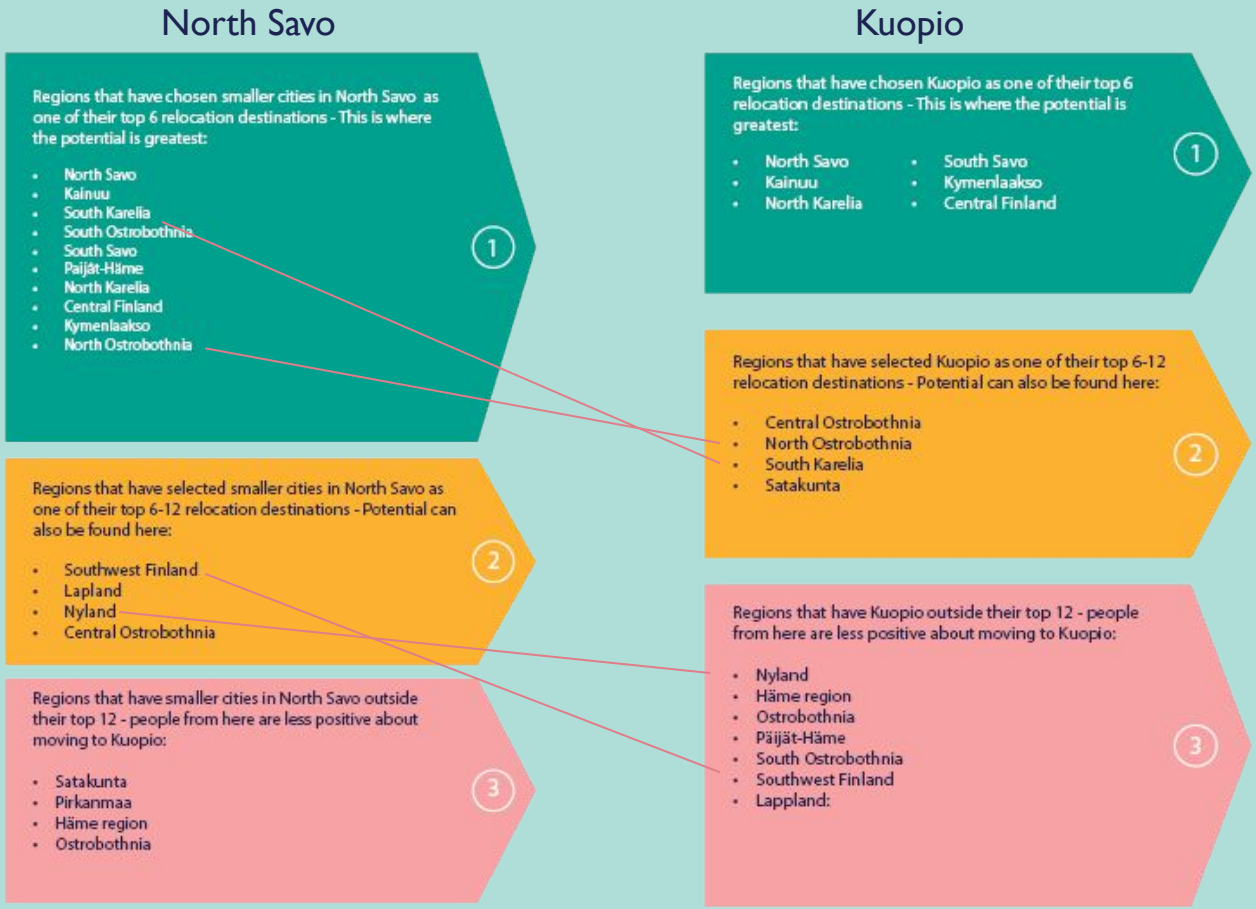
3
- Satakunta
- Pirkanmaa
- Häme region
- Ostrobothnia

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

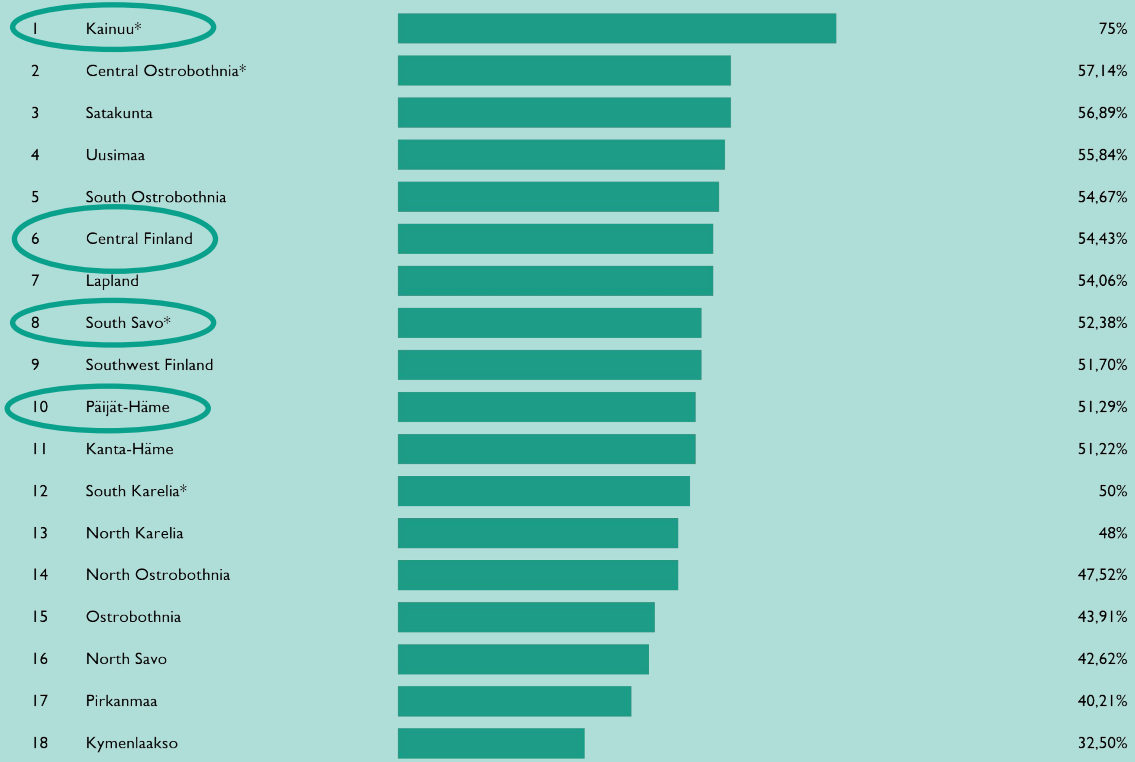
1.	Kuopio	67%
2.	Tampere	56%
3.	Jyväskylä	56%
4.	Joensuu	44%
5.	Mikkeli	44%

* North Savo smaller cities include: Siilinjärvi, Iisalmi, Varkaus, Leppävirta, Lapinlahti, Kiuruvesi, Suonenjoki Pielavesi and Vieremä,

Attractiveness profile – North Savo



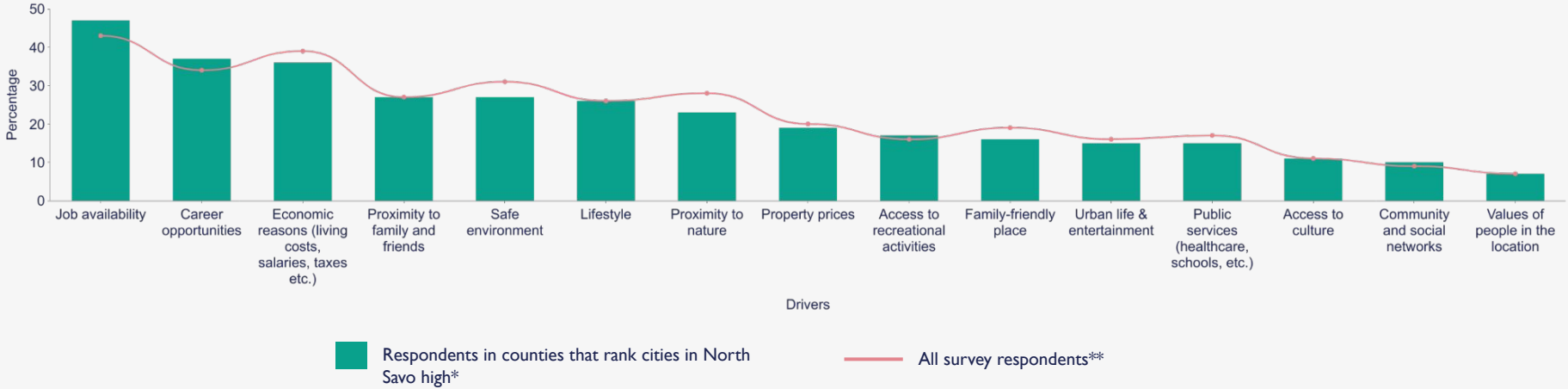
Finland's most relocation-prone regions within the next 5 years



Future Place Leadership™

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



Drivers for moving – North Savo smaller cities & Kuopio

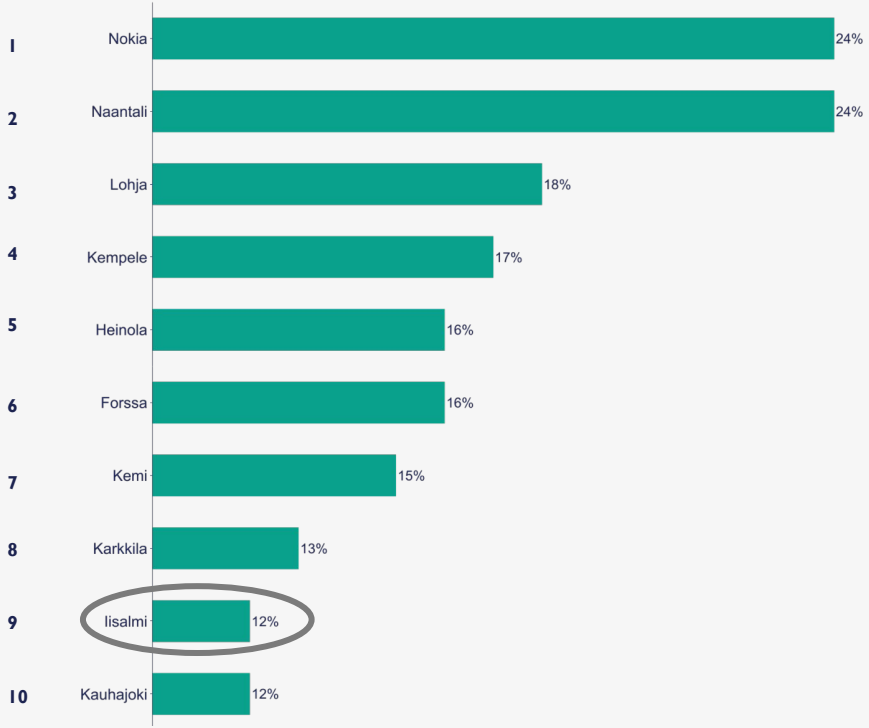
Barriers when considering moving – North Savo smaller cities

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

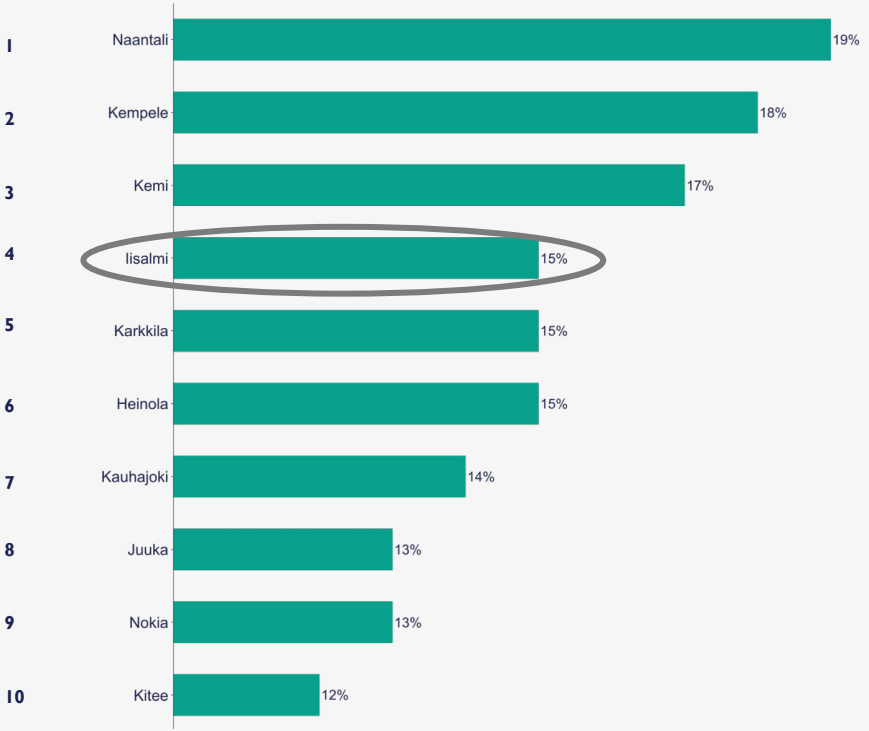
The Award Ceremony

Where does cities within North Savo land in different categories?

Which city/municipality would you consider vibrant?*



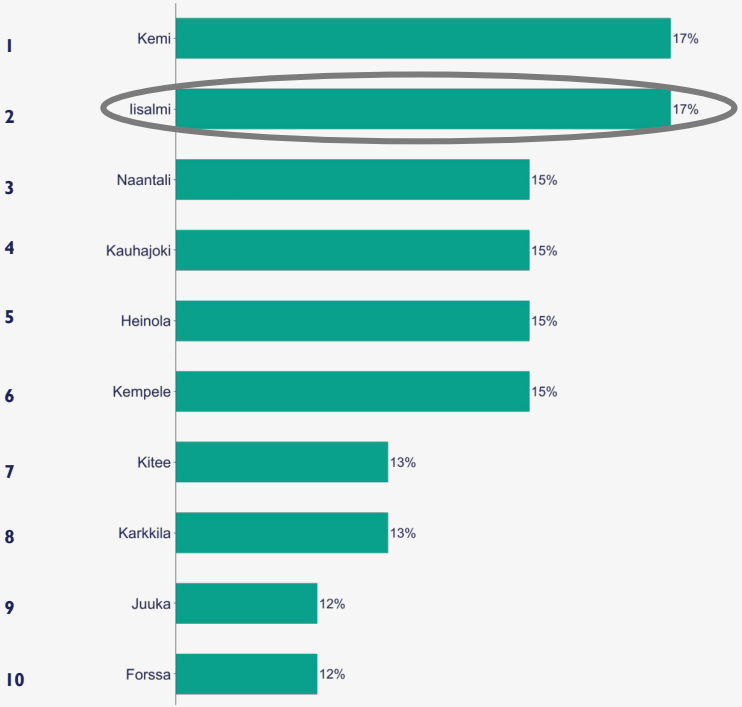
Which city/municipality would you consider safe?*



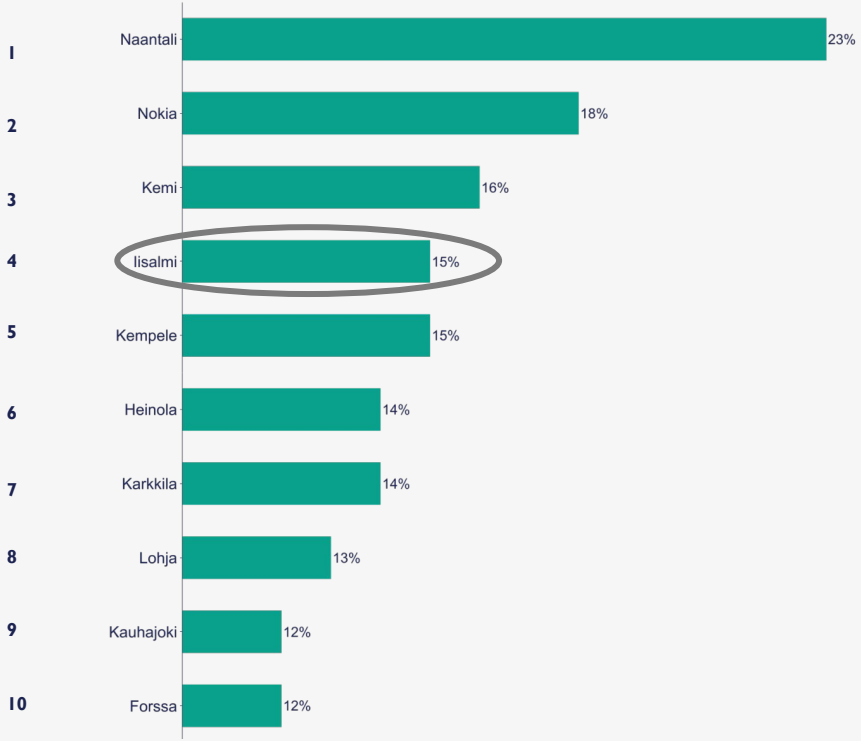
*N (all respondents to the survey) = 1221

The Award Ceremony

Which city/municipality would you consider sustainable?*



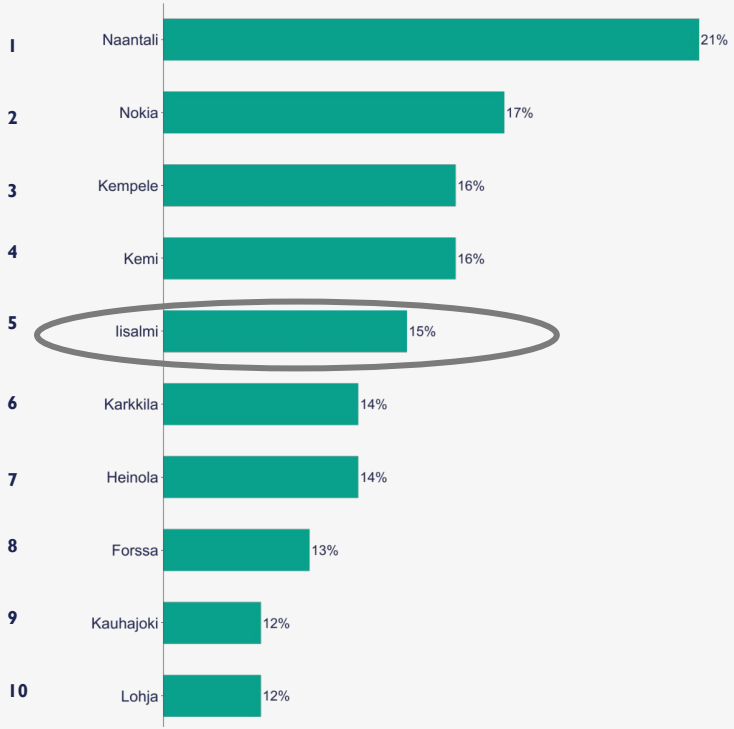
Which city/municipality would you consider offers a good quality of life?*



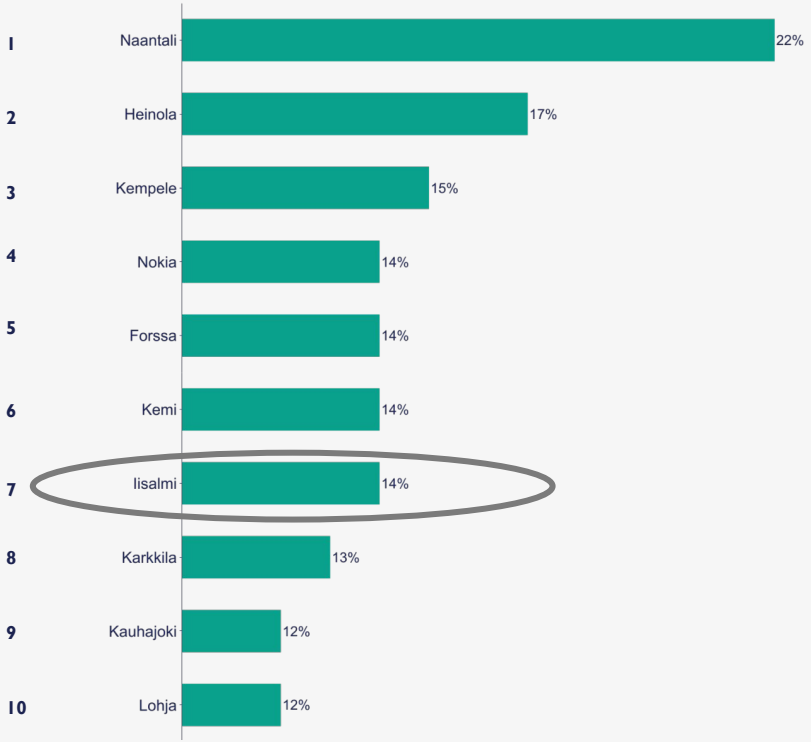
*N (all respondents to the survey) = 1221

The Award Ceremony

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



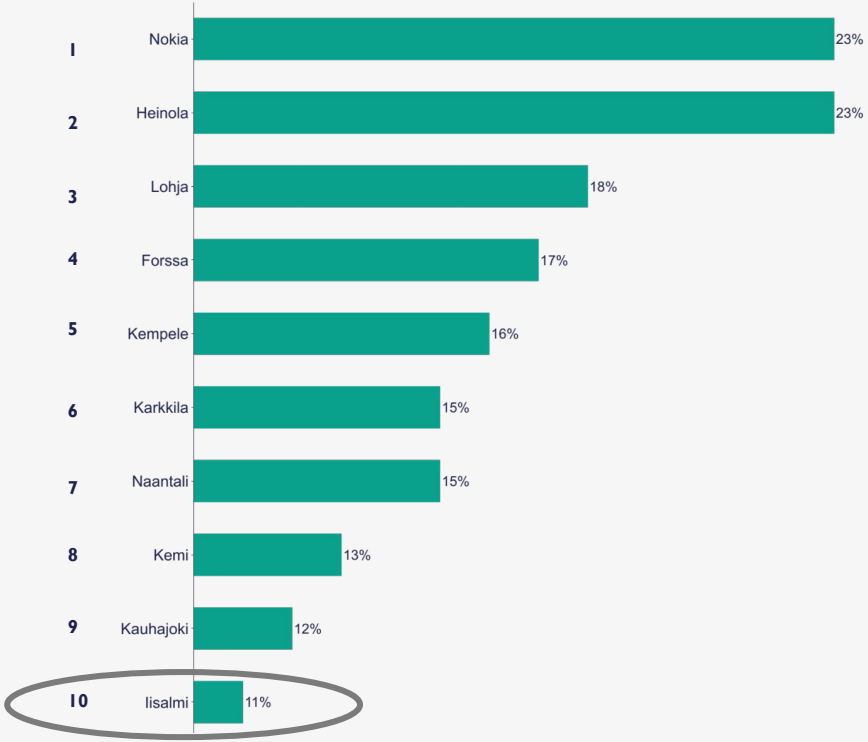
Which city/municipality would you consider family friendly?*



*N (all respondents to the survey) = 1221

The Award Ceremony

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



*N (all respondents to the survey) = 1221

Vibrant city

1	Helsinki	64,6%
2	Tampere	54,8%
3	Espoo	27,3%
4	Turku	21,2%
5	Oulu	13,2%

Safe city

1	Tampere	14,5%
2	Jyväskylä	12,3%
3	Kuopio	11,6%
4	Turku	9,3%
5	Oulu	9,2%

Sustainable city

1	Tampere	25,7%
2	Helsinki	23,2%
3	Espoo	15,6%
4	Jyväskylä	13,1%
5	Oulu	12,7%

Family-friendly city

1	Tampere	24,7%
2	Jyväskylä	16,4%
3	Espoo	15,7%
4	Helsinki	13,3%
5	Oulu	12,5%

Quality of life

1	Tampere	36,5%
2	Helsinki	26,8%
3	Espoo	19,9%
4	Turku	18,4%
5	Jyväskylä	14,5%

Innovative and creative

1	Helsinki	45,9%
2	Tampere	41,2%
3	Espoo	22,8%
4	Turku	16,5%
5	Oulu	16,1%

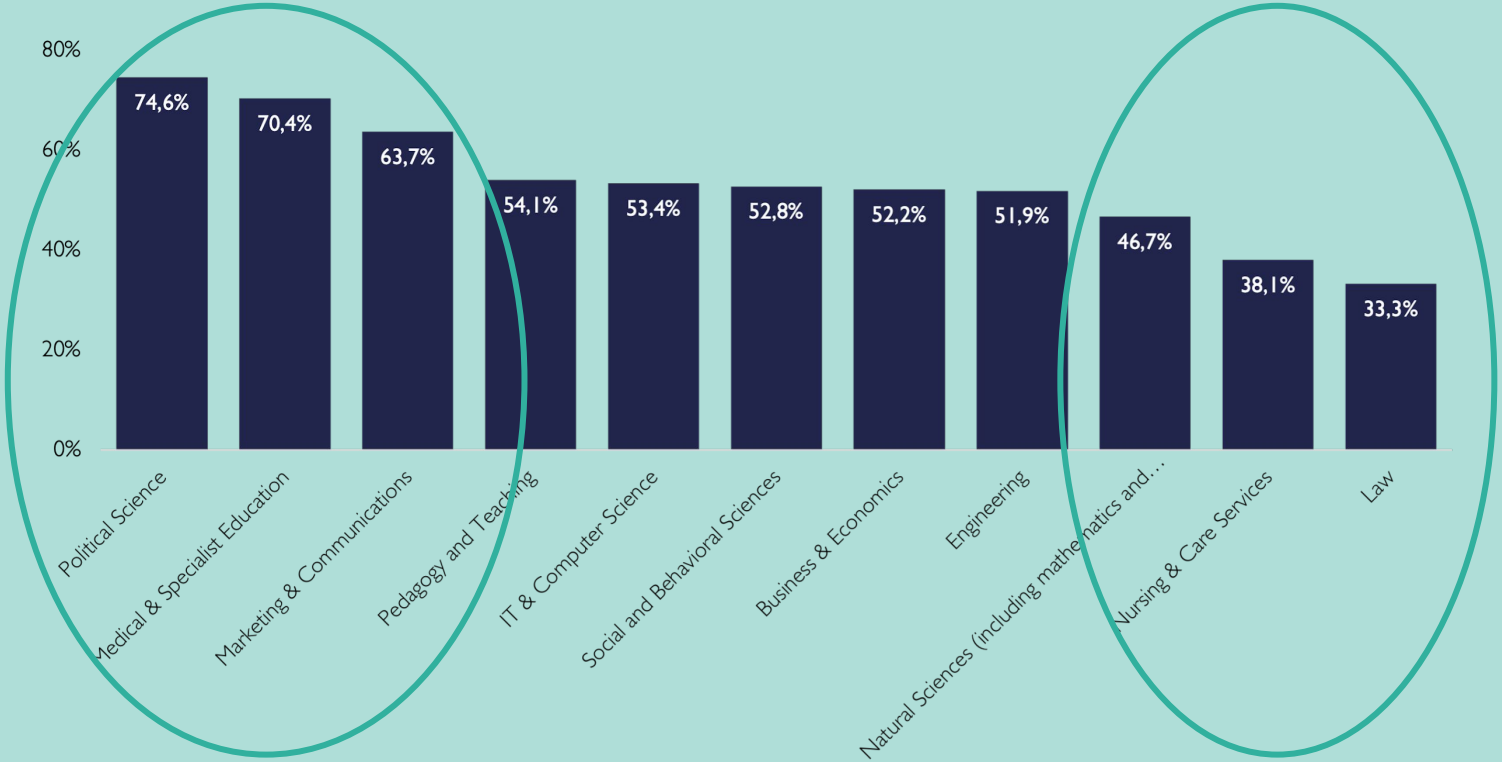
The attraction factors of North Savo in comparison

To discuss!

What are the strenghts for North Savo in terms of attraction factors? Are there any weaknesses?

Discuss 2-and-2 for 3-4 minutes

How mobile are professionals within different industries?



Future Place Leadership™

Kuopio rankings in selected professions

Economist/business

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.	Mikkeli
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.	Mikkeli
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

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 city regions."

Kuopio 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

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 city regions."

Kuopio 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

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 city regions."

Smaller cities ranking in selected professions

Economist/business

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**

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**

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

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 smaller cities."

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

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 smaller cities."

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

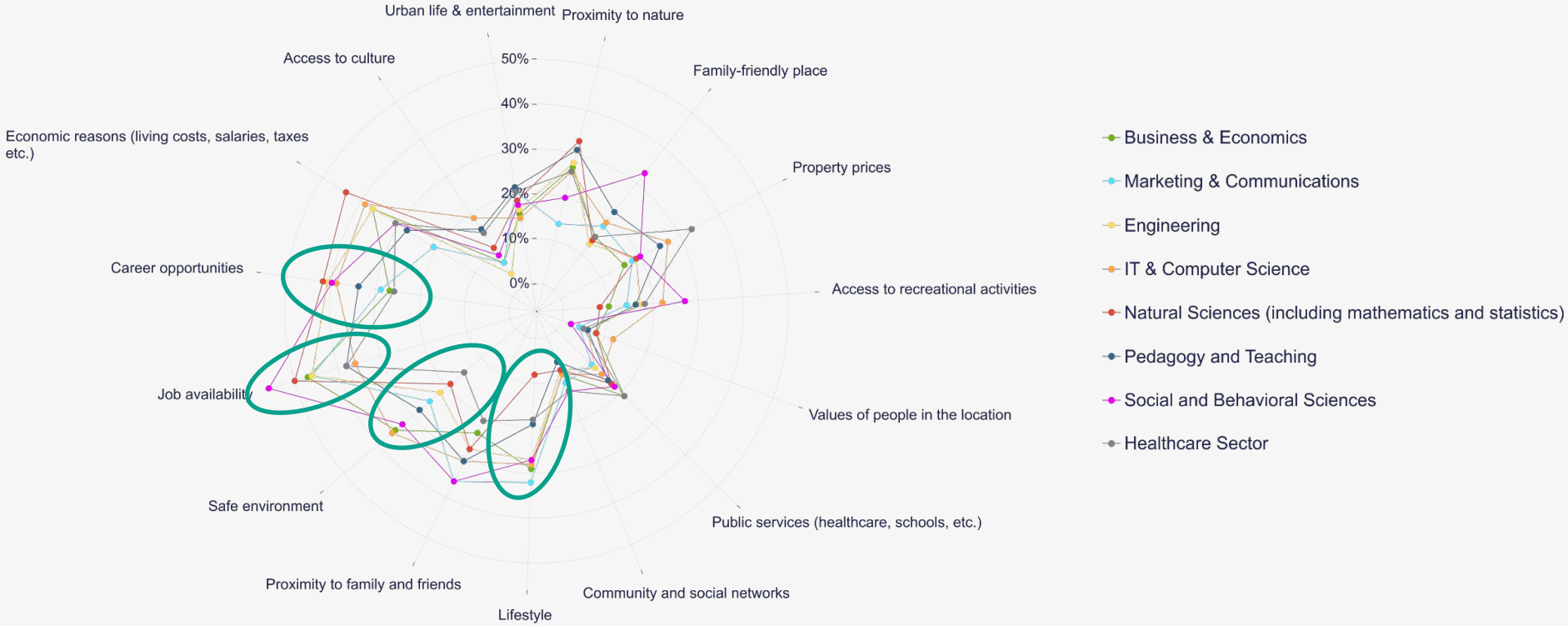
1.	Karkkila
2.	Naantali
3.	Kemi
4.	Heinola
5.	**Iisalmi**
6.	Tornio
7.	Lohja
8.	Nokia
9.	Kempele
10.	Loviisa
11.	Forssa
12.	Orivesi
13.	Juuka
14.	Muurame
15.	Kauhajoki
16.	**Lapinlahti**
17.	**Leppävirta**
18.	Ylivieska
19.	**Kiuruvesi**
20.	Pietarsaari
21.	Äänekoski
22.	Kitee
23.	**Siilinjärvi**
24.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

N=82

Based on the question "Choose the three (3) places you would most like to live and work in, i.e. your top 3 smaller cities."

Drivers when moving among professions

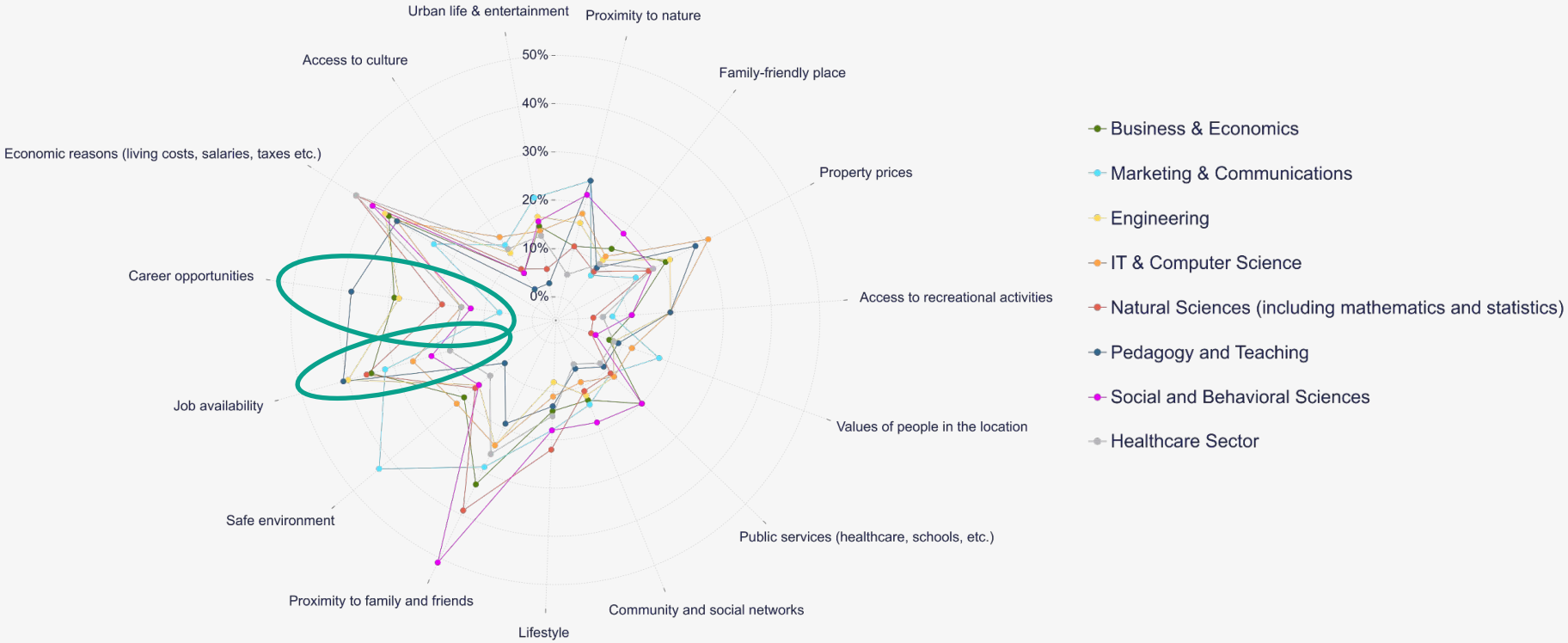
The graph below shows the attraction factors for moving among professions who chose Kuopio as a possible destination



*N (professionals in counties & city regions ranking Kuopio in the top 12) = 442
OBS: Law and political science removed due to low respondents

Barriers when moving among professions

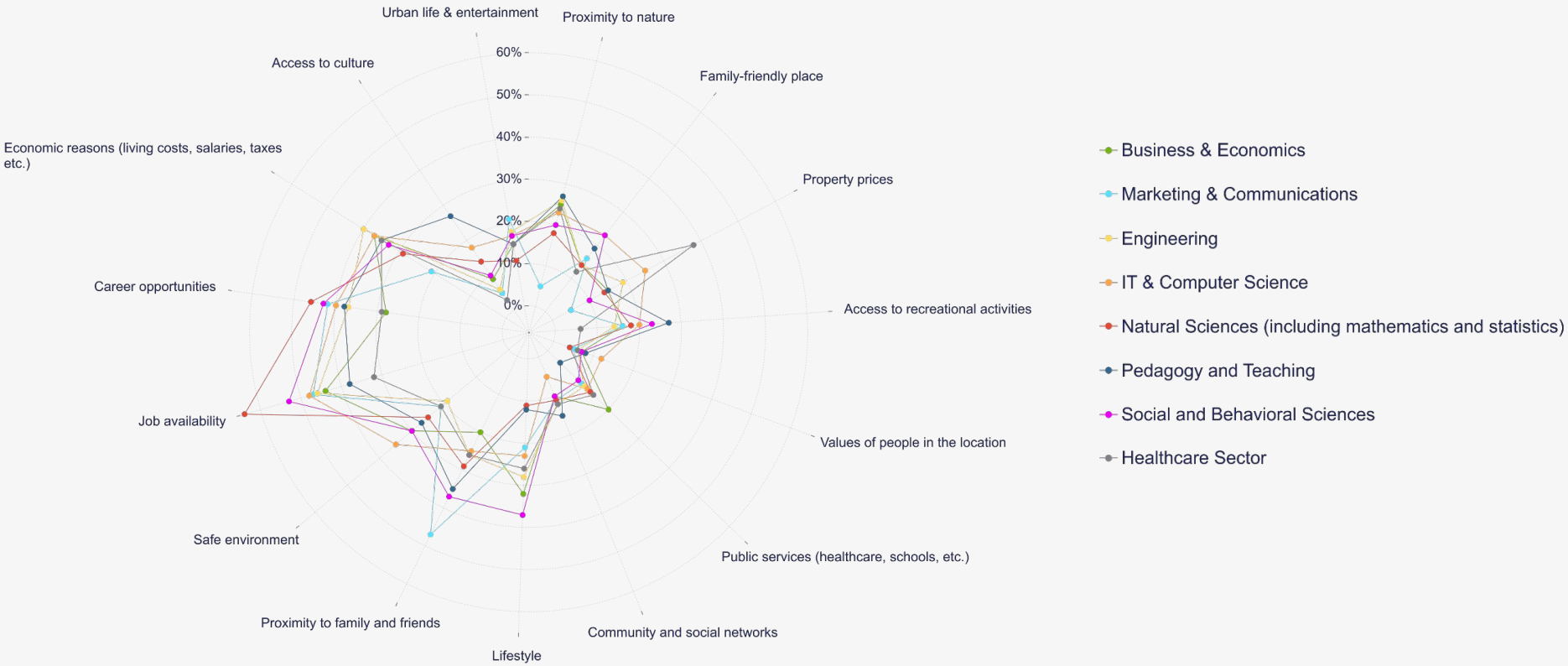
The graph below shows the perceived barriers to moving among professionals who chose Kuopio as a possible destination



*N (professionals in counties & city regions ranking Kuopio in the top 12) = 442
OBS: Law and political science removed due to low respondents

Drivers when moving among professions - North Savo smaller cities

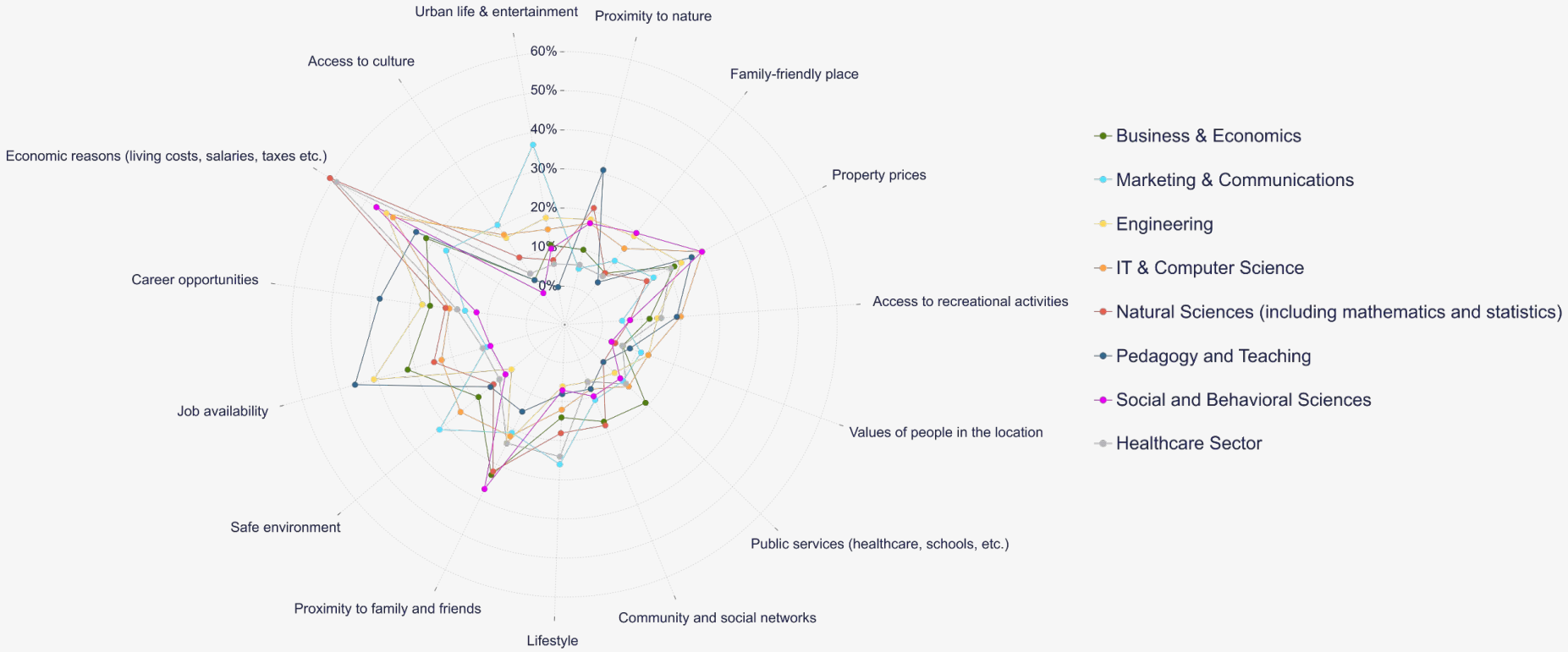
The graph below shows the attraction factors for moving among professions who chose smaller cities within North Savo as a possible destination



*N (professionals in counties & city regions ranking cities in North Savo in the top 6) = 356
OBS: Juridik borttagen på grund av för få röster

Barriers when moving amongst professions - North Savo smaller cities

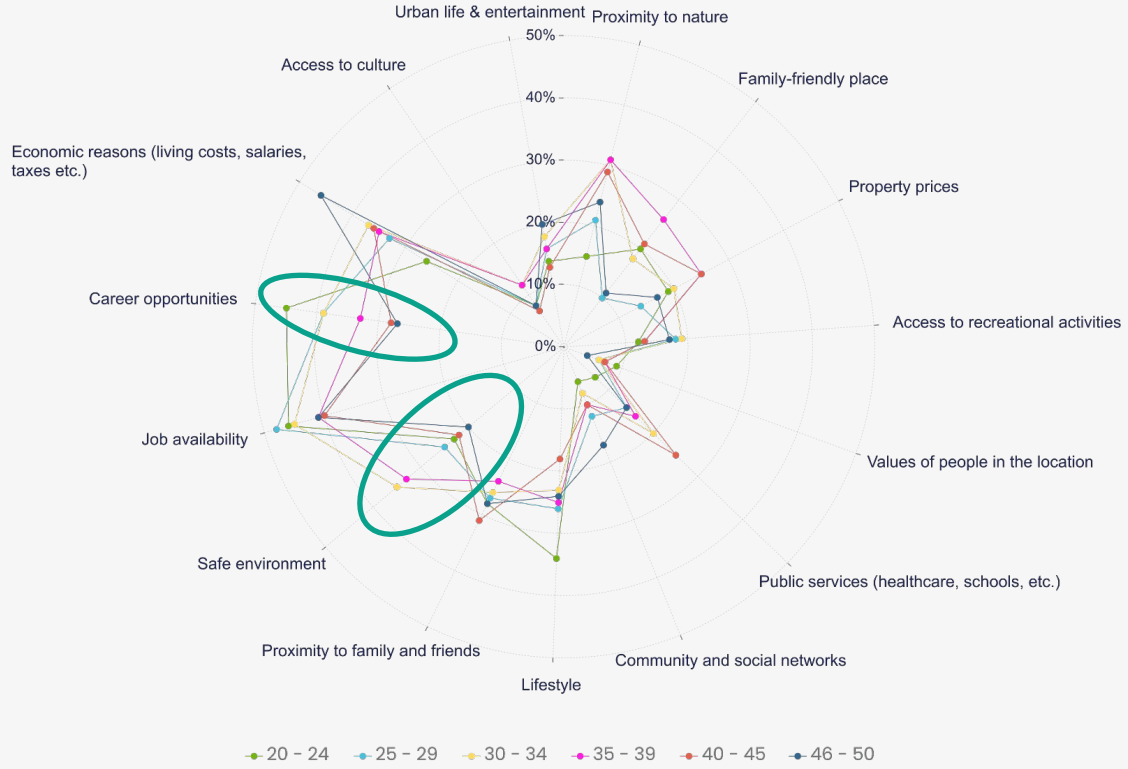
The graph below shows the perceived barriers to moving among professionals who chose smaller cities within North Savo as a possible destination



*N (professionals in counties & city regions ranking cities in North Savo in the top 6) = 356
OBS: Law and political science removed due to low respondents

Attraction across life stages

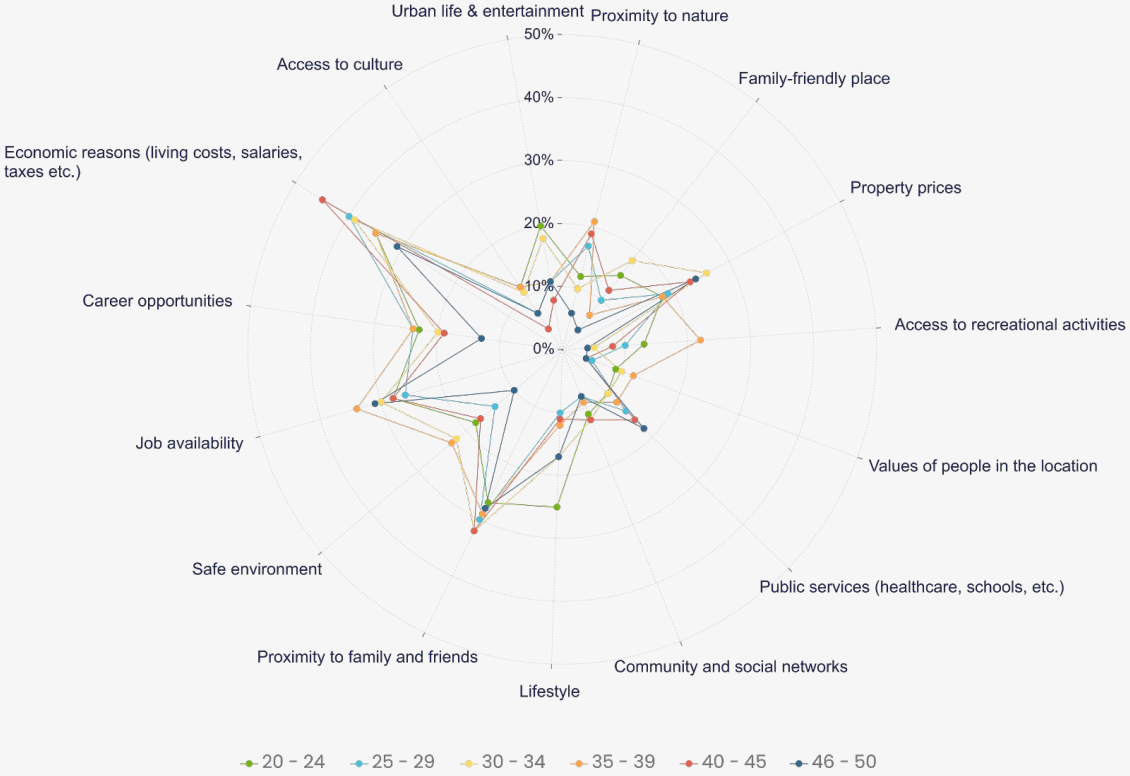
*The graph below shows a comparative analysis of attraction factors for different age groups, among respondents who chose Kuopio as a possible destination**



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

Barriers across life stages

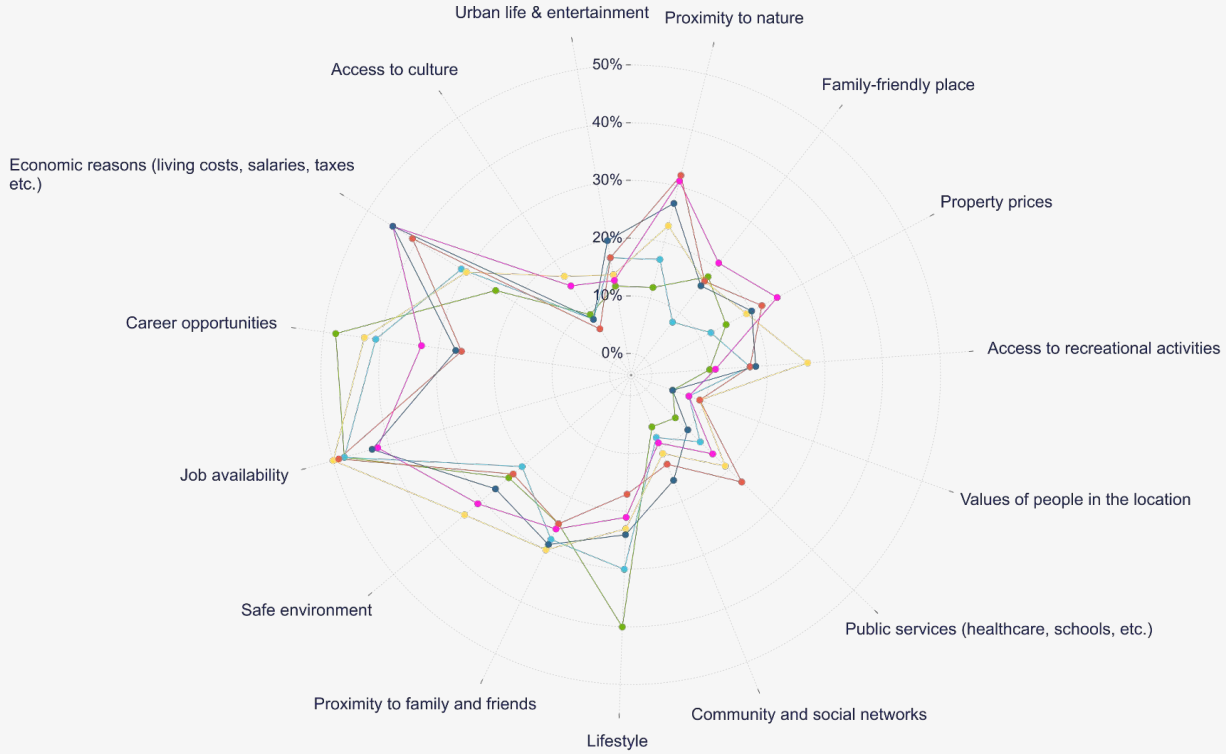
*The graph below shows a comparative analysis of perceived barriers for different age groups, among respondents who chose Kuopio as a possible destination**



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

Attraction across life stages - North Savo smaller cities

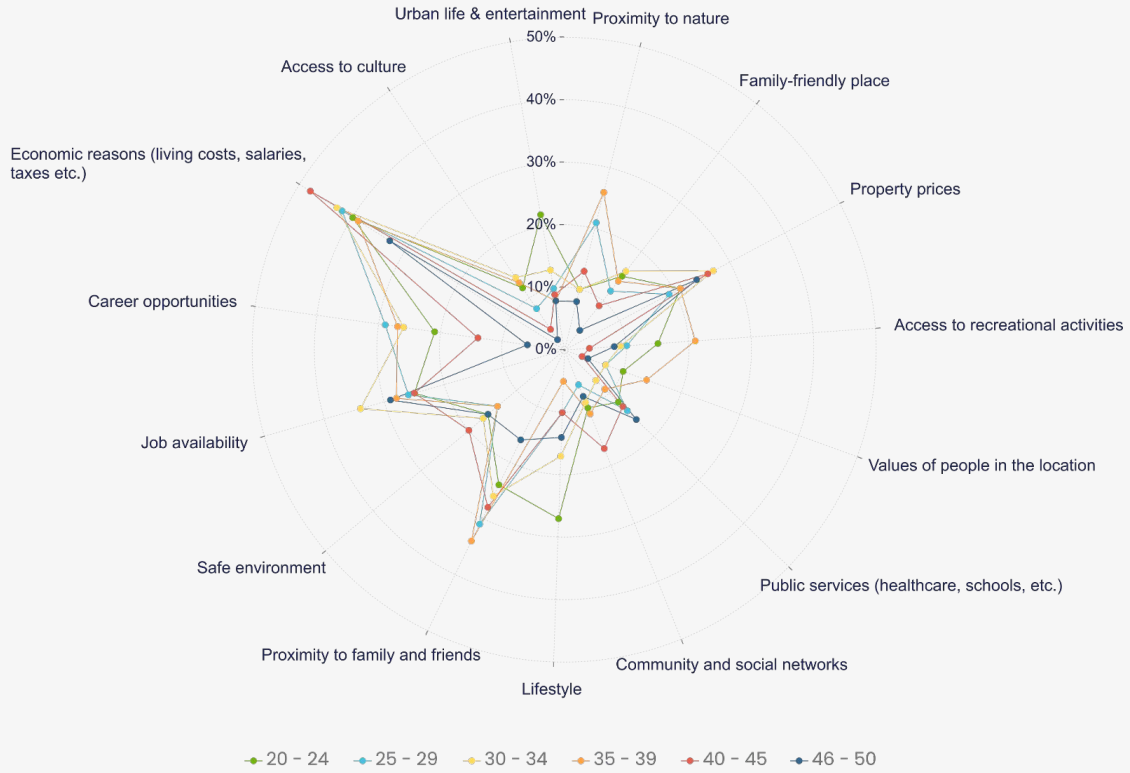
*The graph below shows a comparative analysis of attraction factors for different age groups, among respondents who chose smaller cities within North Savo as a possible destination**



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

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

NORTH SAVO:
PERSONA PROFILE

Profile of a Prospective North Savo Resident

This is a composite profile derived from 311 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: 27-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

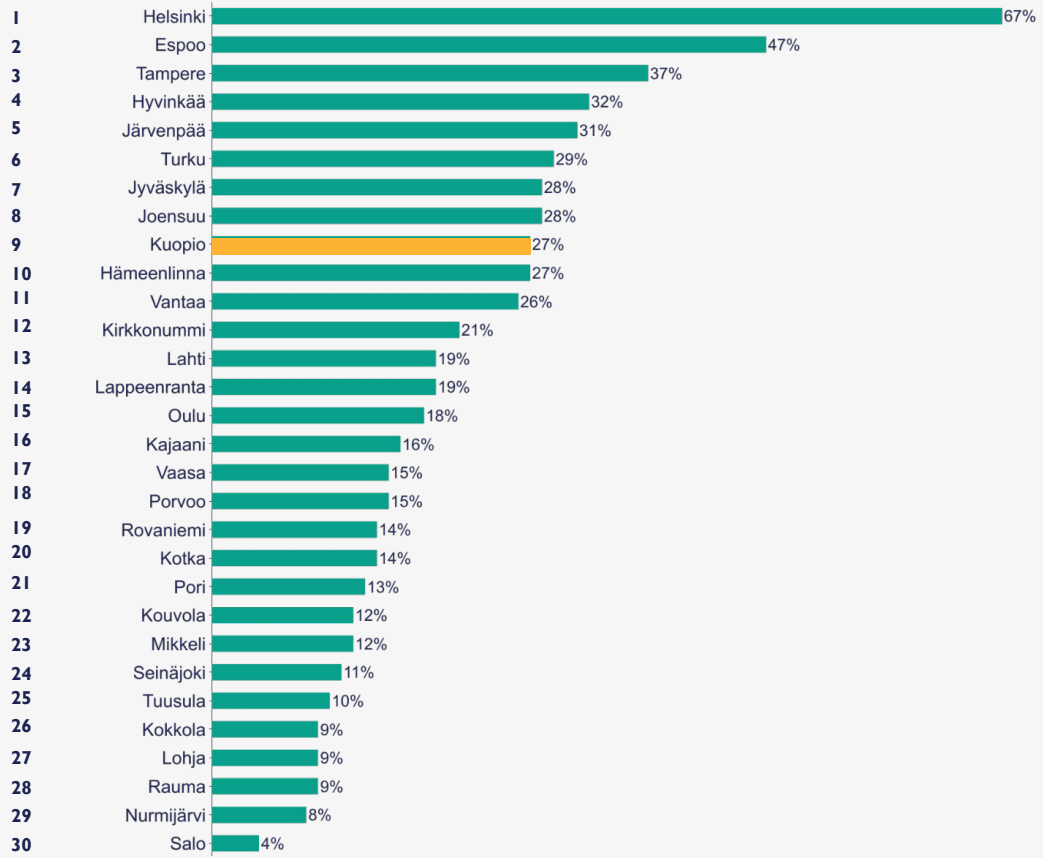
- Concerned about the cost of living and finding relevant job opportunities.
- Values proximity to family, which may impact her decision to move.

To discuss!

What target groups should Nort Savo try to attract? With what arguments?

Discuss in groups during10 min – write down your answers on a flip chart

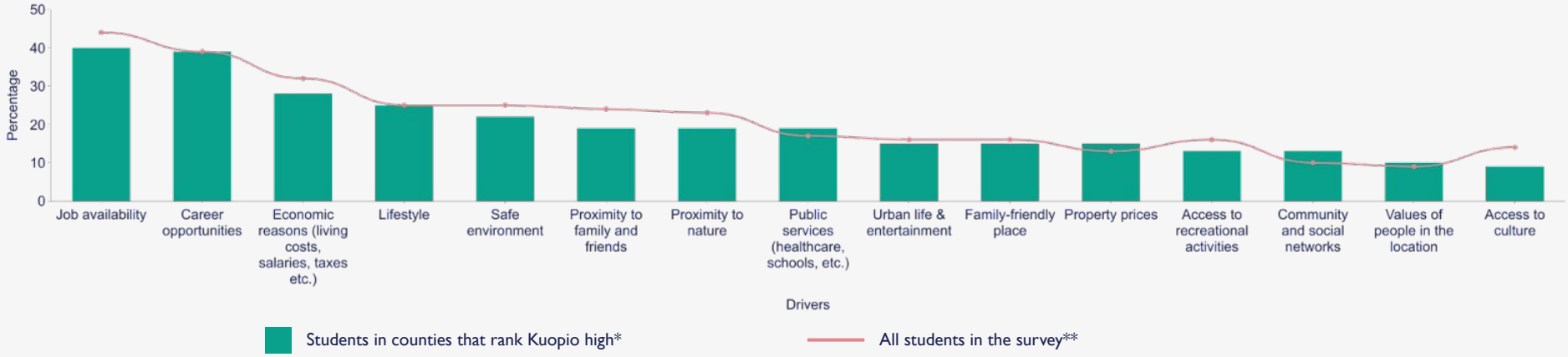
Where does students wanna live?



*N=117

Student attraction factors: Drivers for moving

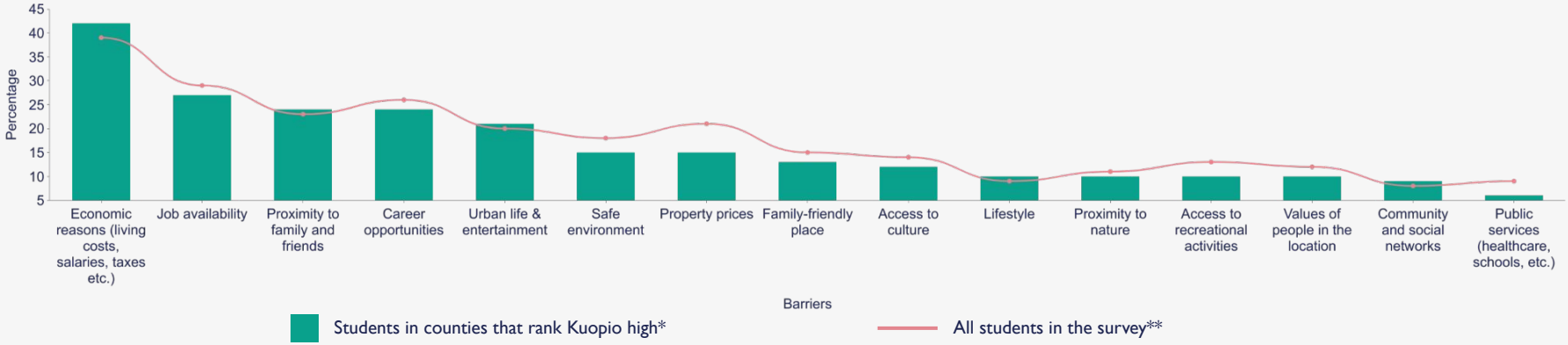
The graph shows the drivers among students who have chosen Kuopio as a possible destination, compared to all students in the survey



*N (students in counties & regions that rank Kuopio in the top 12) = 67
**N (all students in the survey) = 117

Student 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



*N (students in counties & regions that rank Kuopio in the top 12) = 67
**N (all students in the survey) = 117

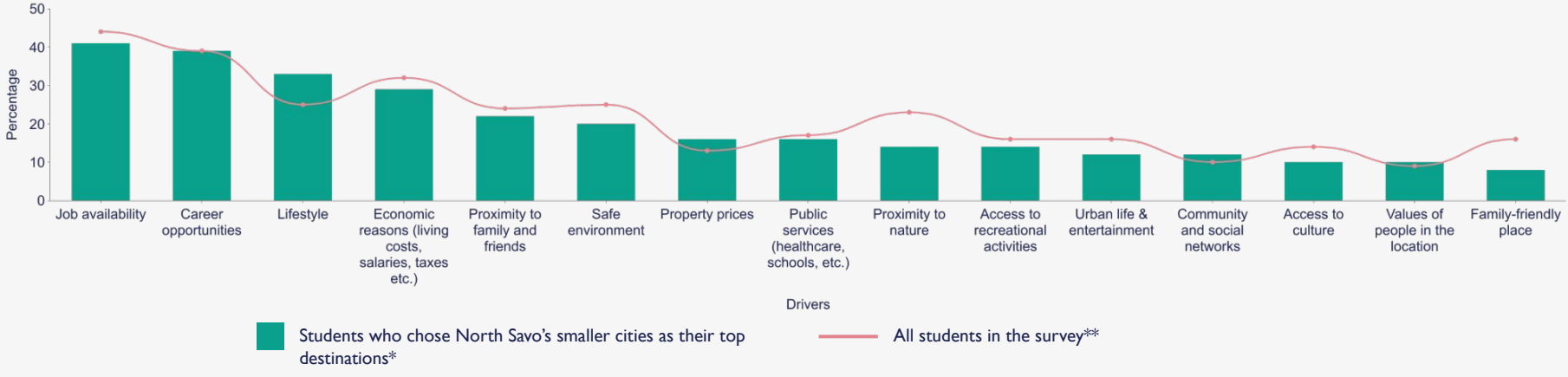
To discuss!

How can Kuopio and North Savo become more attractive to students in other parts of the country? What attraction factors do we need to develop / communicate?

Discuss in groups for during 10 minuntes – write down answers on flip charts

Student attraction factors: Drivers for moving to North Savo smaller cities

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



Students considering 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.

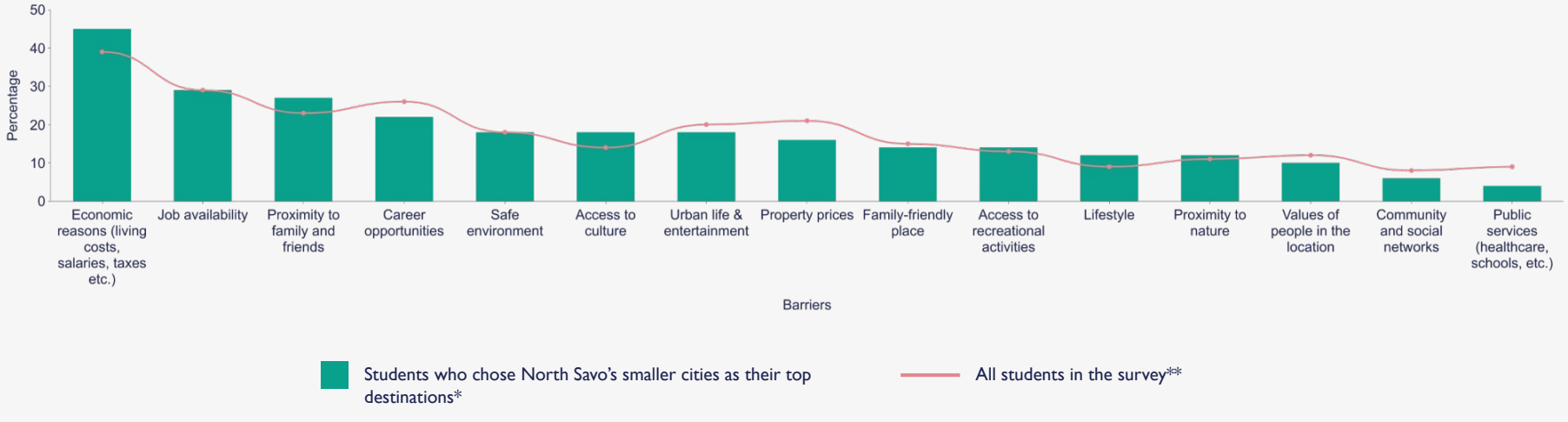
Nevertheless, some differences emerge upon closer examination. Generally, the total student population places a higher priority on economic reasons, as well as proximity to nature and family-friendly places compared to those considering Kuopio as potential places to live.

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 Savos smaller cities in their top 12) = 49
**N (all students in the survey) = 117

Students barriers when moving to 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



Students considering Kuopio as a potential future residence express greater concern than the average when it comes to 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 career opportunities, urban life, 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 North Savos smaller cities in their top 12) = 49
**N (all students in the survey) = 117

WHY DOES THE TARGET GROUP STAY IN NORTH SAVO?

What are North Savo and neighboring counties* doing well in the fight to retain their residents?

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

Workshop!

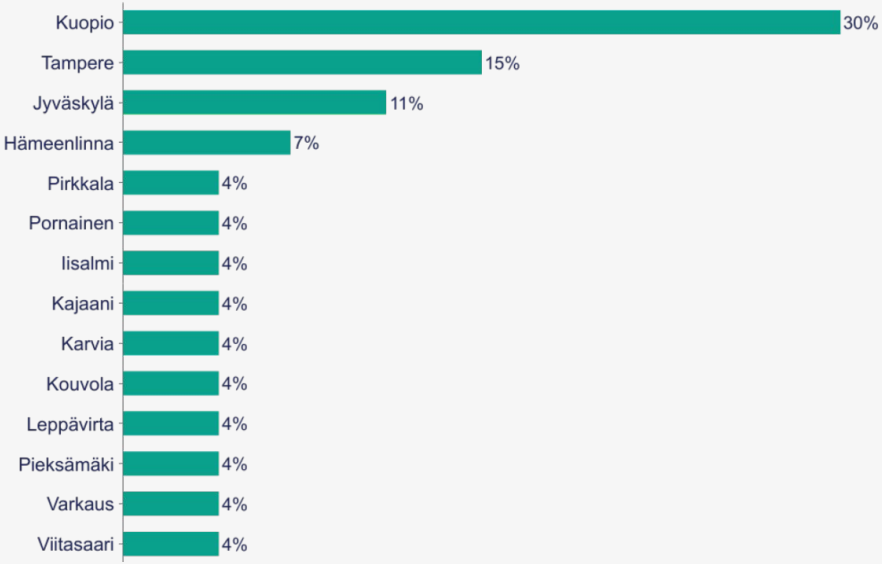
Create an action plan for North Savo's talent attraction

Suggested questions to answer:

1. Why is it important?
2. Who do we wanna attract?
3. What do we need to develop or communicate to attract them?
4. How do we attract (and retain) them?

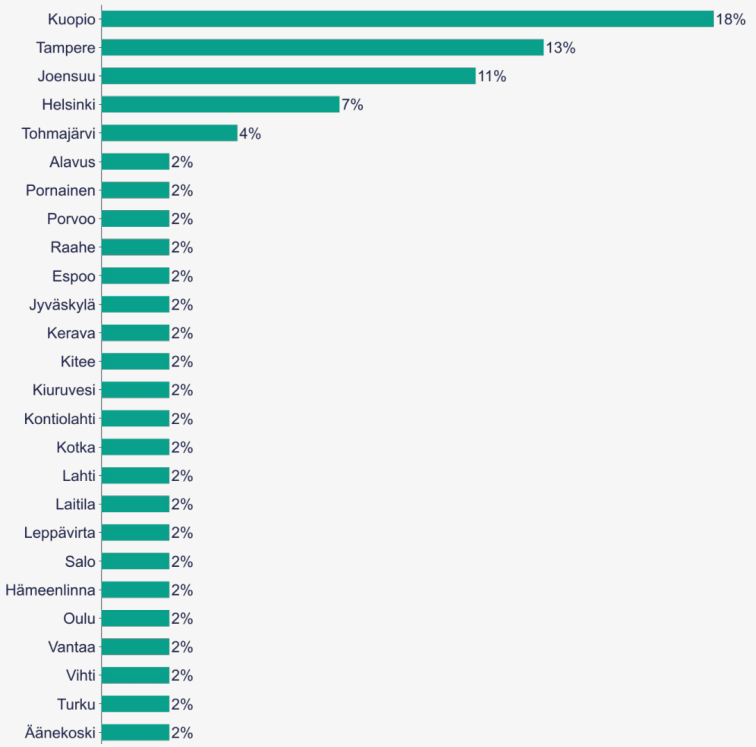
Where do students move after graduation?

Savonia University of Applied Sciences



N= 27

University of Eastern Finland



N= 45

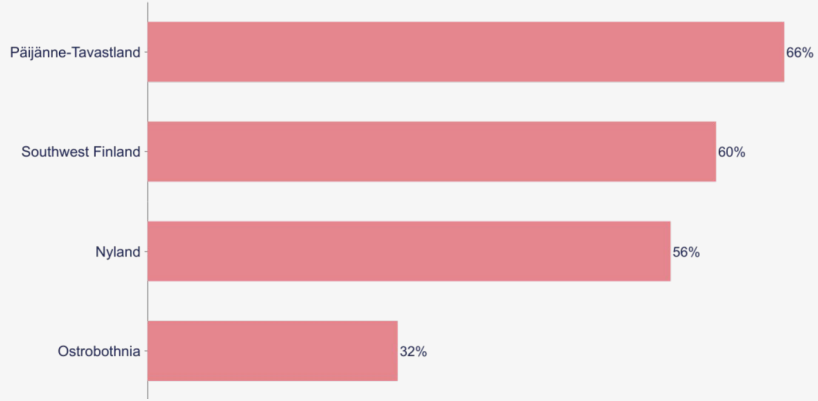
PART 2:

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

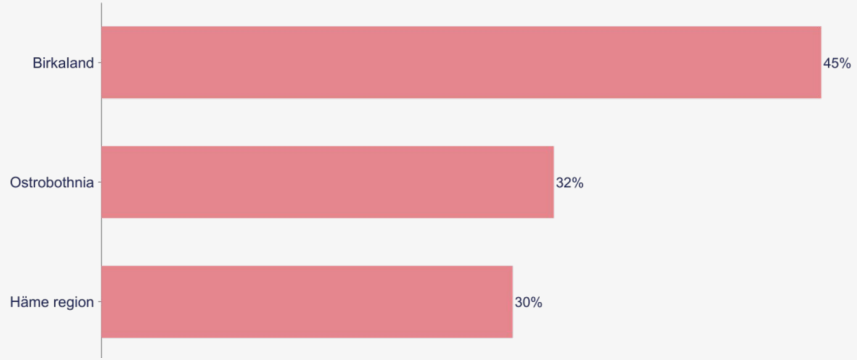
Propensity to move among those who did not choose North Savo as a potential destination

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

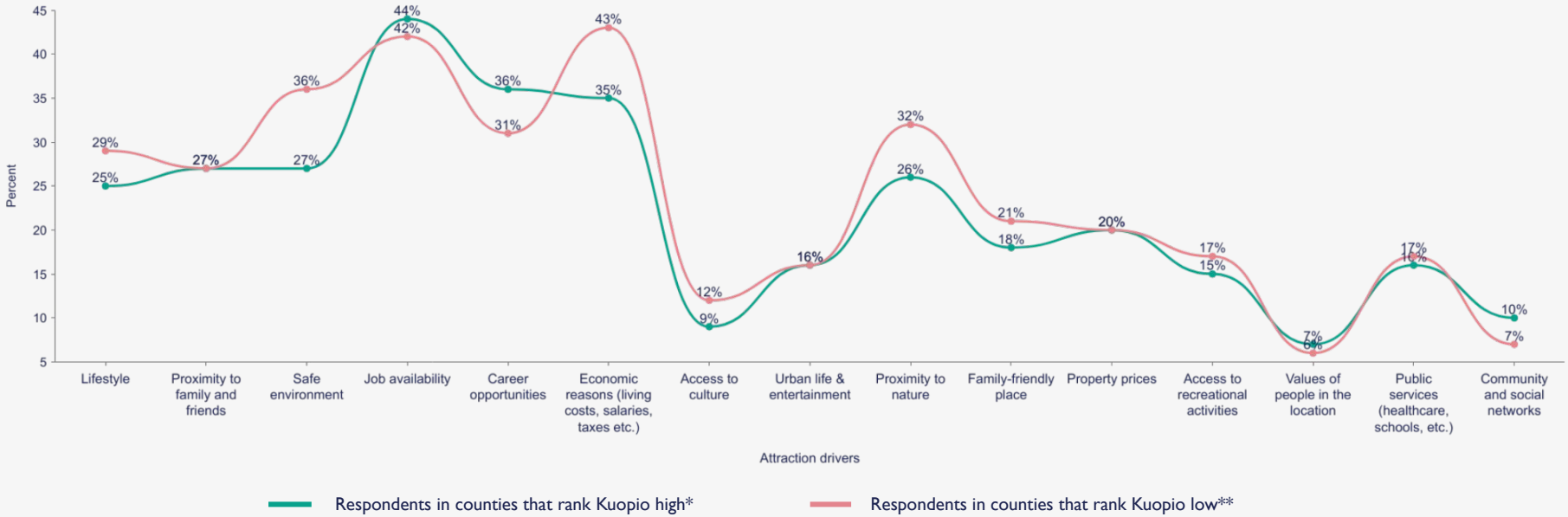


Respondents from the counties in the graph have chosen North Savo as a possible destination to a low degree*.

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 North Savo outside their top 12 possible relocation destinations.

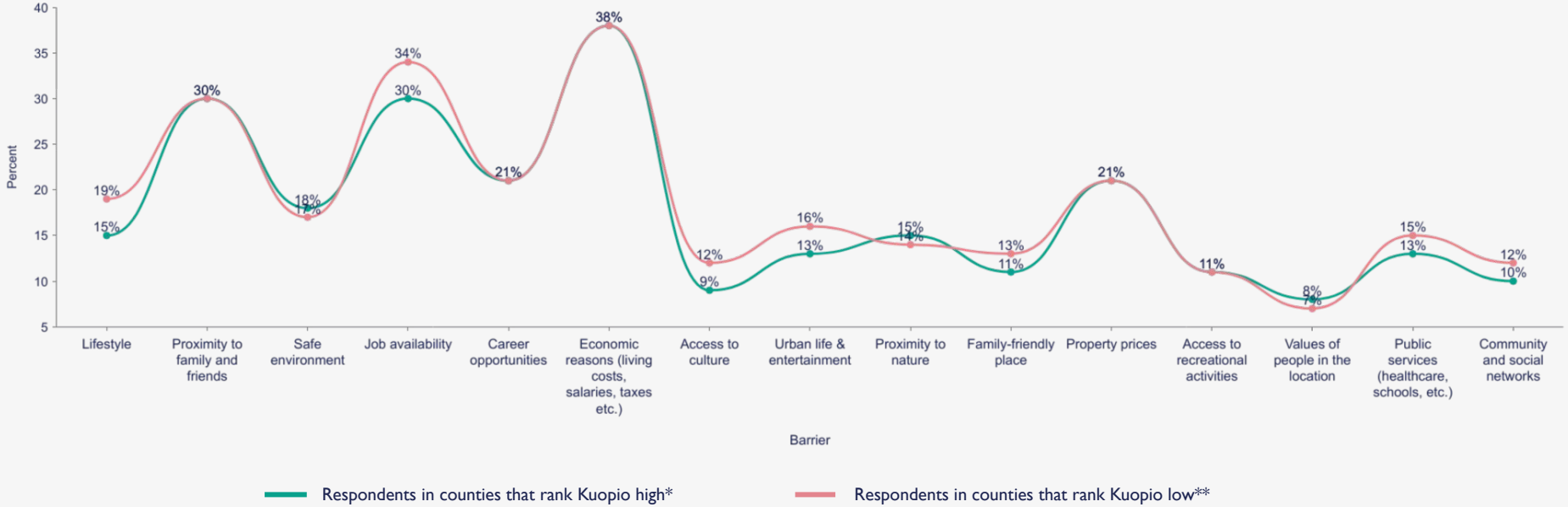
Drivers - comparison between respondents who rank Kuopio high and low



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

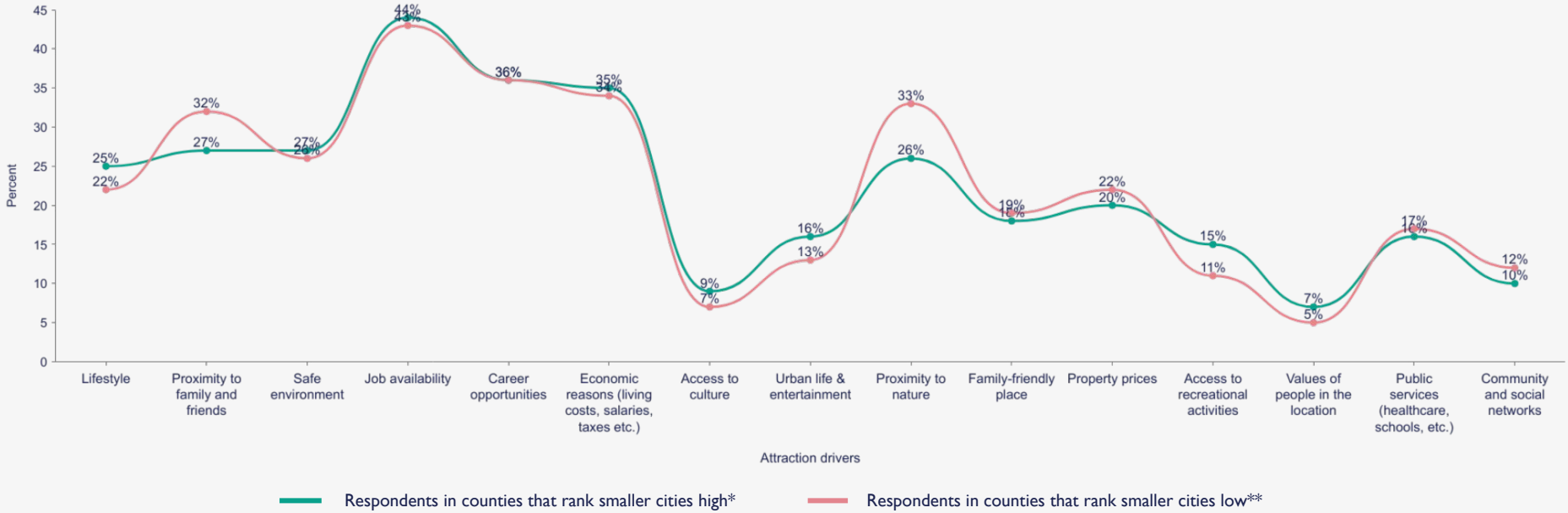
Barriers - comparison between respondents who rank Kuopio high and low



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

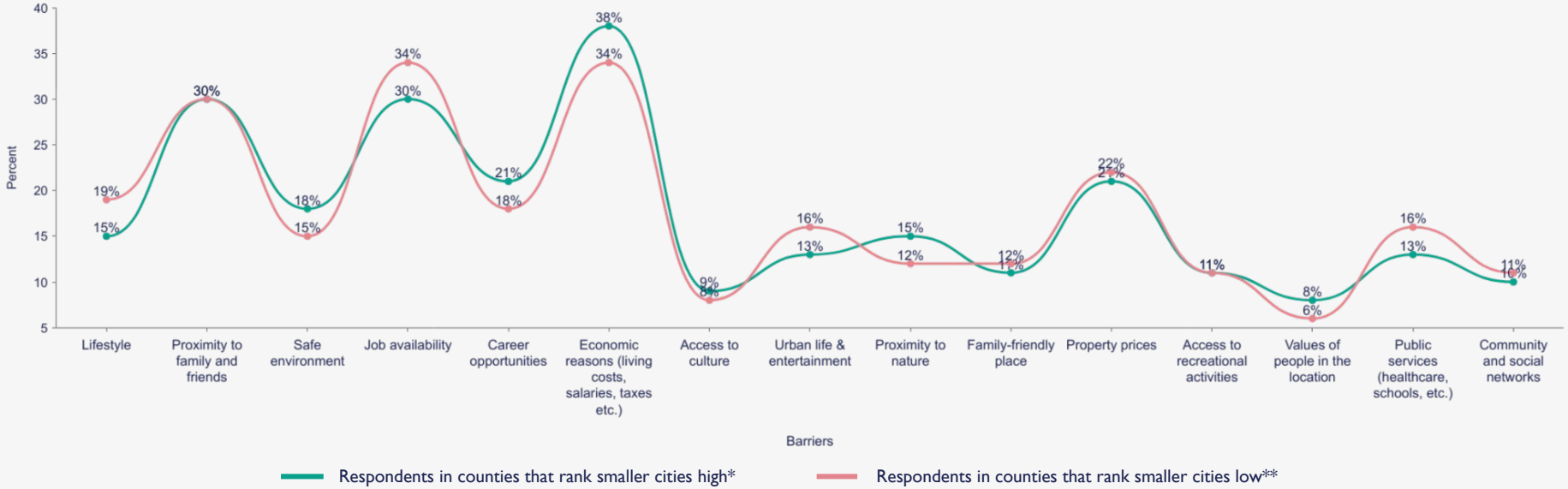
Drivers - comparison between respondents who rank North Savo's smaller cities high and low



The graph compares motivations for moving among respondents in counties and city-regions that rank Kuopio in the top 12, compared to respondents in counties that do not have North Savo's smaller cities in their top 12. The data shows that factors such as lifestyle, safety, job offerings, career opportunities and economic reasons play a crucial role.

*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 migration 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 Kuopio in the 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

‘North Savo Personas Profile’ or ‘Profile of a Prospective North Savo Resident’

Discover who is considering a move to North Savo, including their age, profession, and main reasons for relocating.

331 respondents chose North Savo when asked which region they would consider to work and live in

ALLMÄNNA GRAFER/DATA, PERSONA PROFILEN INNAN ÄR EN SAMMANFATTNING AV VAD SOM SKULLE STÅ HÄR

GENDER
ÅLDER
YRKEN
FAMILJ

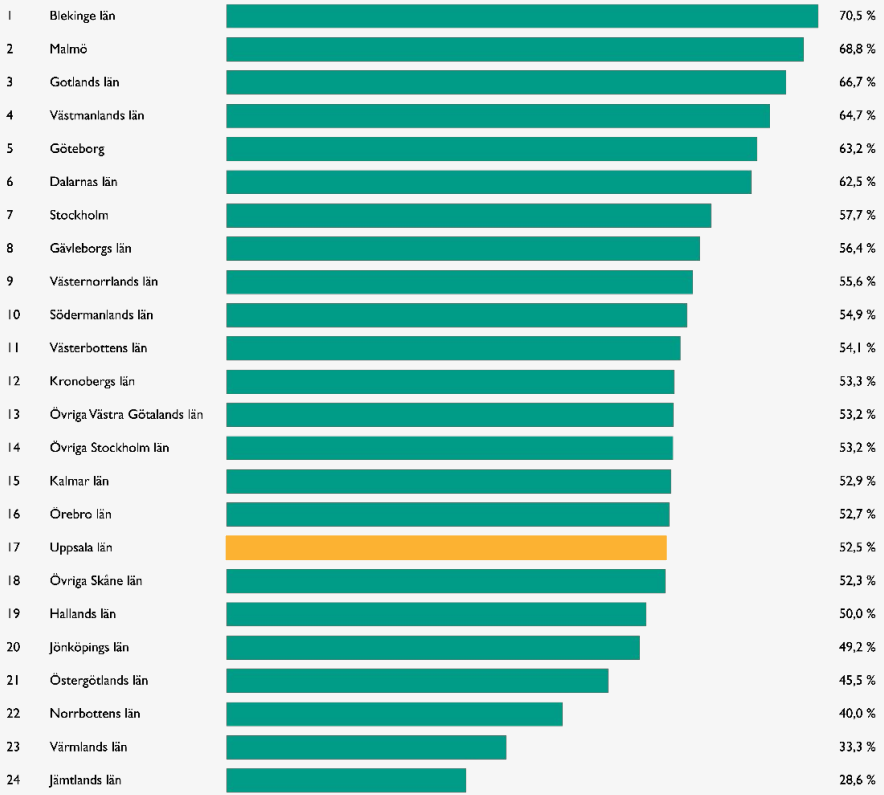
ETC.
ETC.

PART 3:

WHY DOES THE TARGET GROUP STAY IN NORTH SAVO?

Var packas väskorna?

En topplista över Sveriges mest flyttbenägna län och stadsregioner inom de närmaste 5 åren



Grafen visar graden av flyttbenägenhet i 24 län och stadsregioner. Resultatet baseras på antalet respondenter som svarat "ja definitivt" eller "ja kanske" på frågan om de tror att de kommer flytta från sitt nuvarande län inom de kommande fem åren.

Uppsala län rankas på plats 17 med en flyttbenägenhet på 53%. Det faktum att länet ligger i det nedre skiktet av rankingen, med en merparten av län och stadsregioner bakom sig, tyder på en övergripande benägenhet hos invånarna att stanna kvar. Trots detta signalerar en flyttbenägenhet på 50% att det finns ett inte försumbart antal invånare som överväger att flytta, vilket bör beaktas i framtida planering och strategiska överväganden.

PART 3:
GENERAL PERCEPTIONS - NORTH SAVO

Likelihood of moving to North Savo

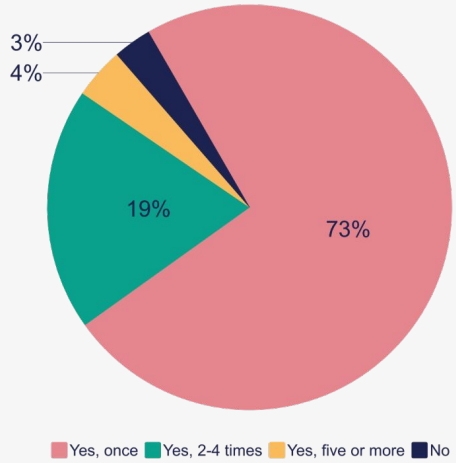
In the exploration of general perceptions towards North Savo, particularly with regards to relocating to the region, survey data presents an interesting narrative. A substantial **52.68%** of respondents are open to the possibility of moving to North Savo, with 14.12% stating they would 'definitely' 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.

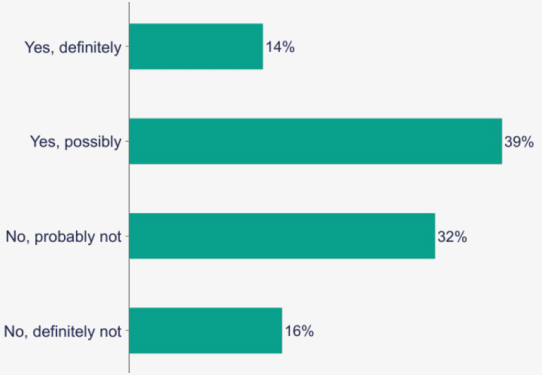
However, when asked directly if their visits influenced their willingness to stay, the responses split. While 43.68% say 'Yes', suggesting that their experiences in North Savo have positively swayed their perception, a nearly equal 45.25% state 'No', highlighting that a visit alone may not be enough 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.

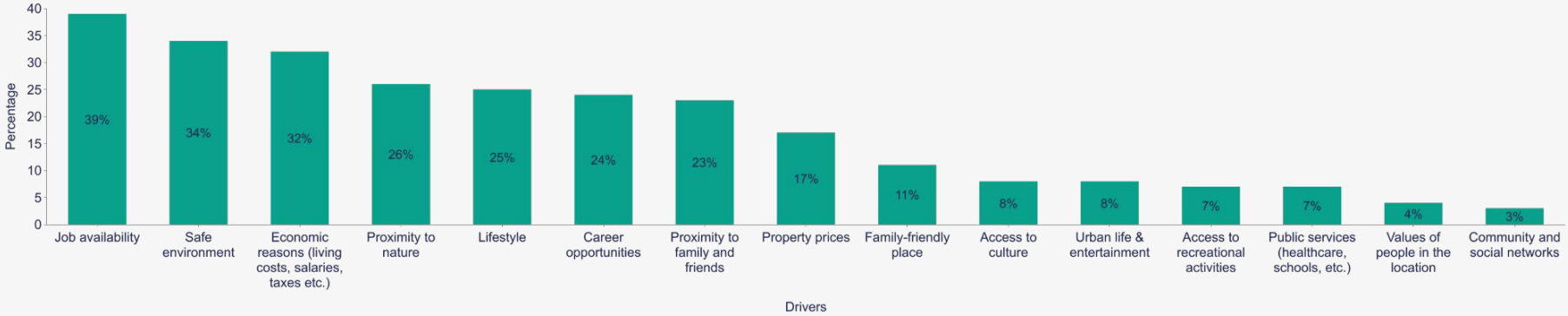
Have you previously visited North Savo region?



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



Drivers for moving to North Savo

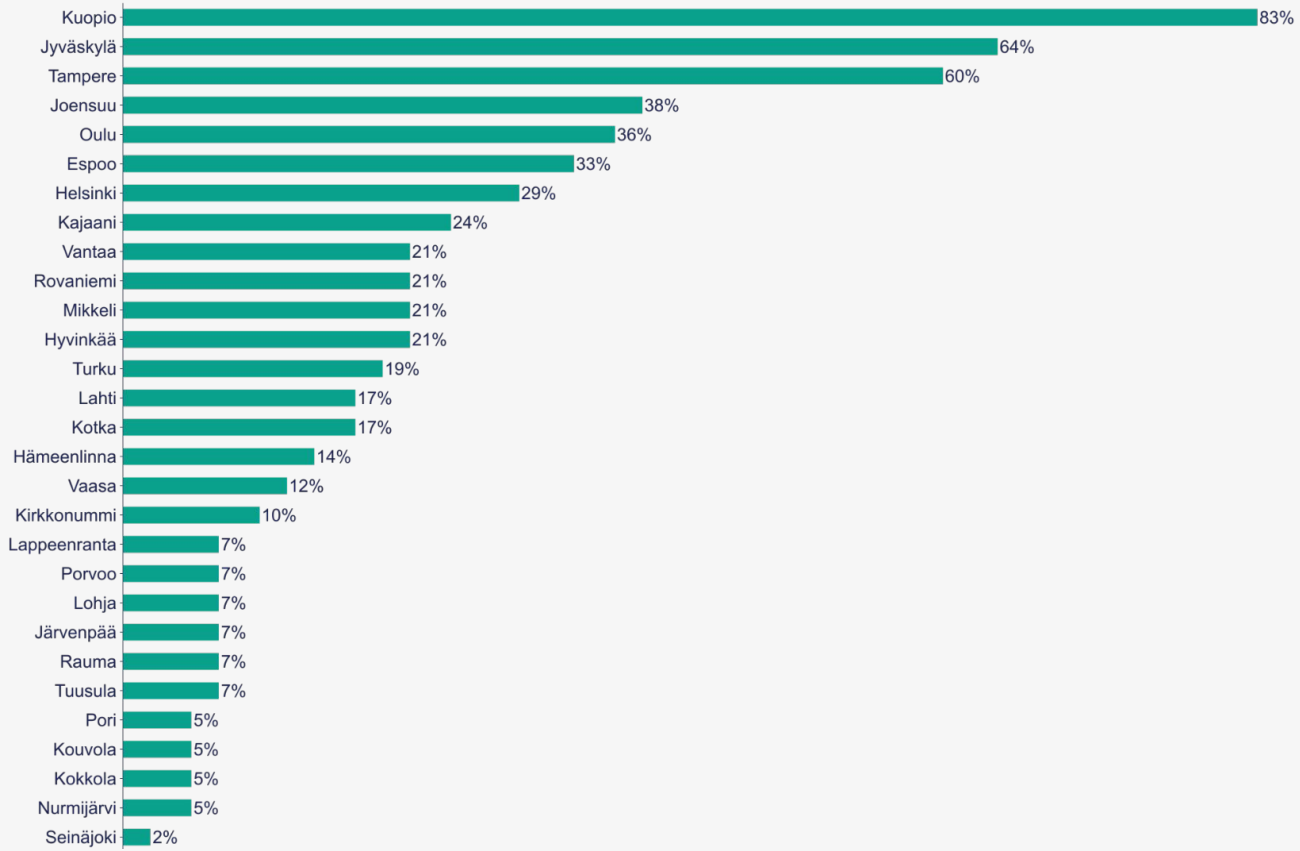


The graph shows drivers for moving, how respondents from the study answered the question "If you would consider moving to North Savo, for example any of the cities or municipalities Kuopio, Ilsalmi or Siilinjärvi, what are the main factors influencing your decision?"*

*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



N=42

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.

*N(Respondents in North Savo)= 42
**N (all respondents to the survey) = 1236

ABOUT
TALENT CITY INDEX

The Talent City Index 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.

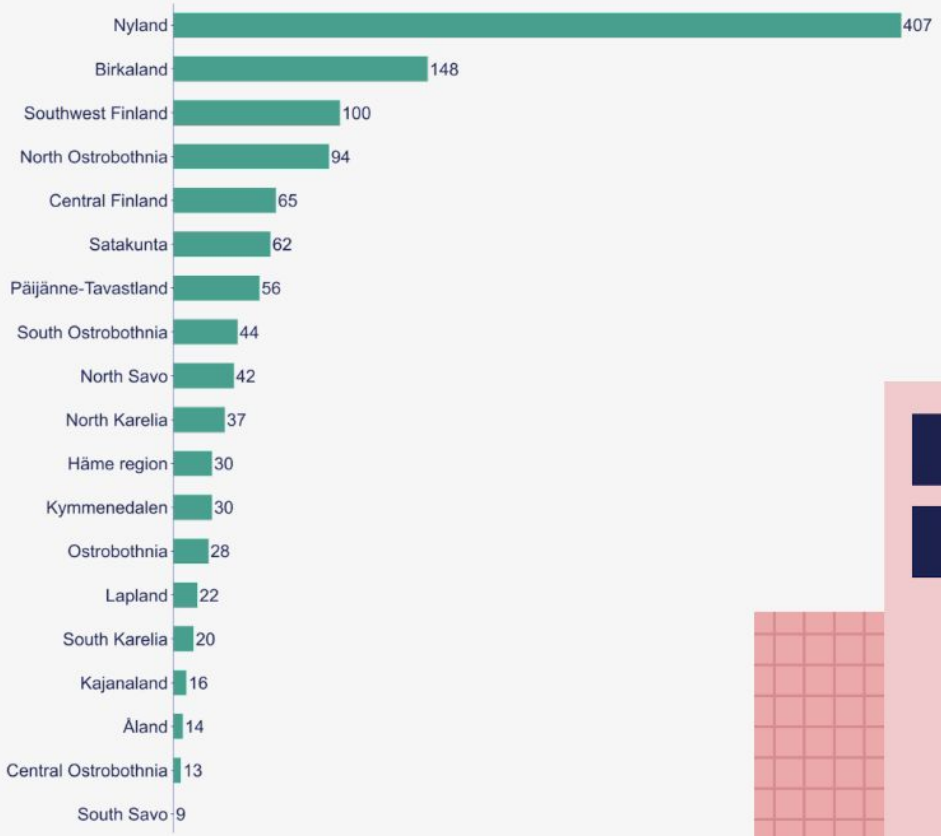
The age distribution was even, with the 30-34 age group representing the largest share, with 21% of respondents, followed by the 25-29 and 40-45 age groups, with 18% respectively.

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% with 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:

Marcus Andersson
Future Place Leadership
Email: ma@futureplaceleadership.com
Telefon: +46 70 867 36 34

talentcityindex.com