

# Happiness at Home 2022

Importance of the home to the happiness of Finns

Summary of Asuntosäätiö's survey



30 September 2022



# Happiness at Home survey

For the second time, Asuntosäätiö's Happiness at Home survey investigated the importance of the home to the happiness of Finns and what makes up the happiness in our homes. This year, the importance of community to happiness was also investigated.

Happiness at home was investigated in August 2022. A sample of 1,068 respondents representing Finns aged 18–69 took part in the Happiness at Home survey. Happiness at home was investigated for the first time in June 2021.

The survey was carried out by Dagmar, together with Asuntosäätiö and SEK.



# The factors of happiness were investigated through multiple-choice questions

The factors of happiness were studied through multiple-choice questions, where the respondent chose the most important and the least important cause of happiness from the options.

In the reporting, one hundred points were distributed among all the investigated categories. This way, the differences in importance can also be directly examined from the results.

*(Method MaxDiff-Scaling)*

Ajattele mitkä kaikki tekijät vaikuttavat onnellisuuteesi. Esitämme erilaisia onnellisuuteesi mahdollisesti vaikuttavia tekijöitä. Valitse jokaisessa valintatehtävässä sinulle tärkein ja vähiten tärkein vaikuttava tekijä.

(2 / 13)

Tärkein		Vähiten tärkeä
<input type="radio"/>	ruoka	<input checked="" type="radio"/>
<input type="radio"/>	työ	<input type="radio"/>
<input checked="" type="radio"/>	koti	<input type="radio"/>
<input type="radio"/>	liikunta	<input type="radio"/>
<input type="radio"/>	lukeminen ja äänikirjat	<input type="radio"/>



# At the root of happiness

*“My home and family are most important to me. The rest of the world doesn’t matter to me.”*

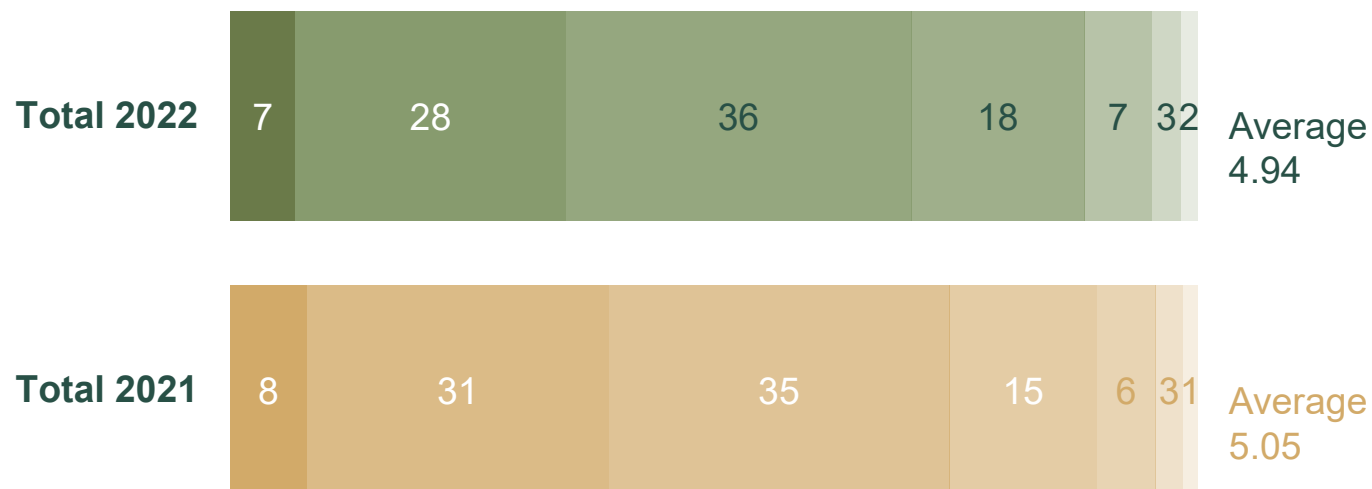
# Is the happiness of Finns on the decline?

*If you think about your life in general, how happy do you feel right now?*

7 Very happy 6 5 4 3 2 1 Not at all happy

The figures of the happiness barometer are still high, like last year. About three out of four of Finns feel that they are happy with their lives.

However, happiness seems to be declining at the population level (74% → 71%).



18–69-year-olds  
Est. 3591000

**Along with health and relationships, home is the most important factor affecting general happiness.**



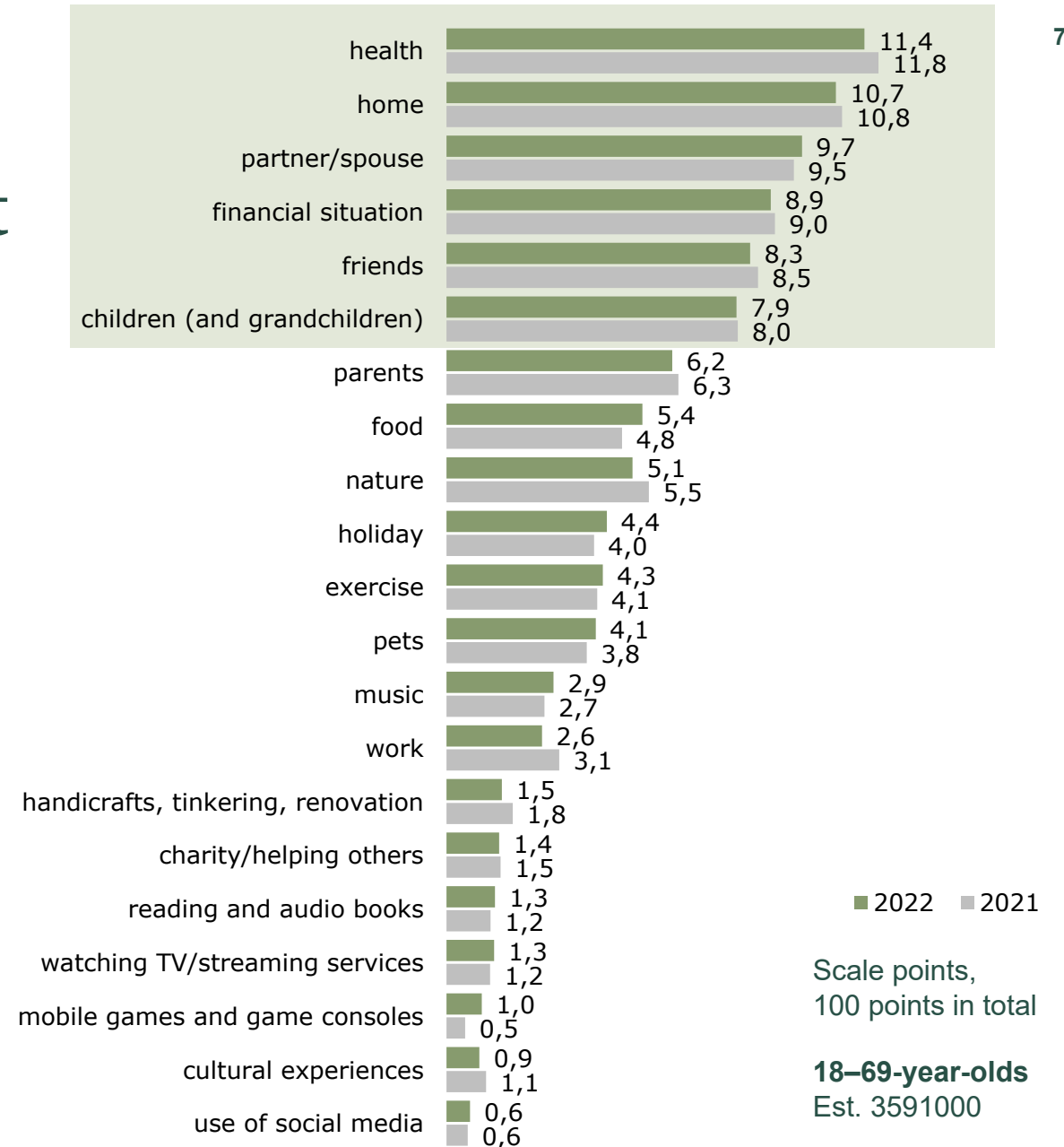
*“Family, home, friends. Without these, there is nothing.”*

# Home is our second most important source of happiness

The top three things that increase the happiness of Finns remain the same. Health is still the most important factor, although its importance has decreased.

Among the factors that increase happiness, vacations and food are on the rise.

Work is a big part of life, but, as a source of happiness, it is quite far from the top. The importance of work for happiness has also clearly decreased from a year ago ( $3.1 > 2.6$ ).



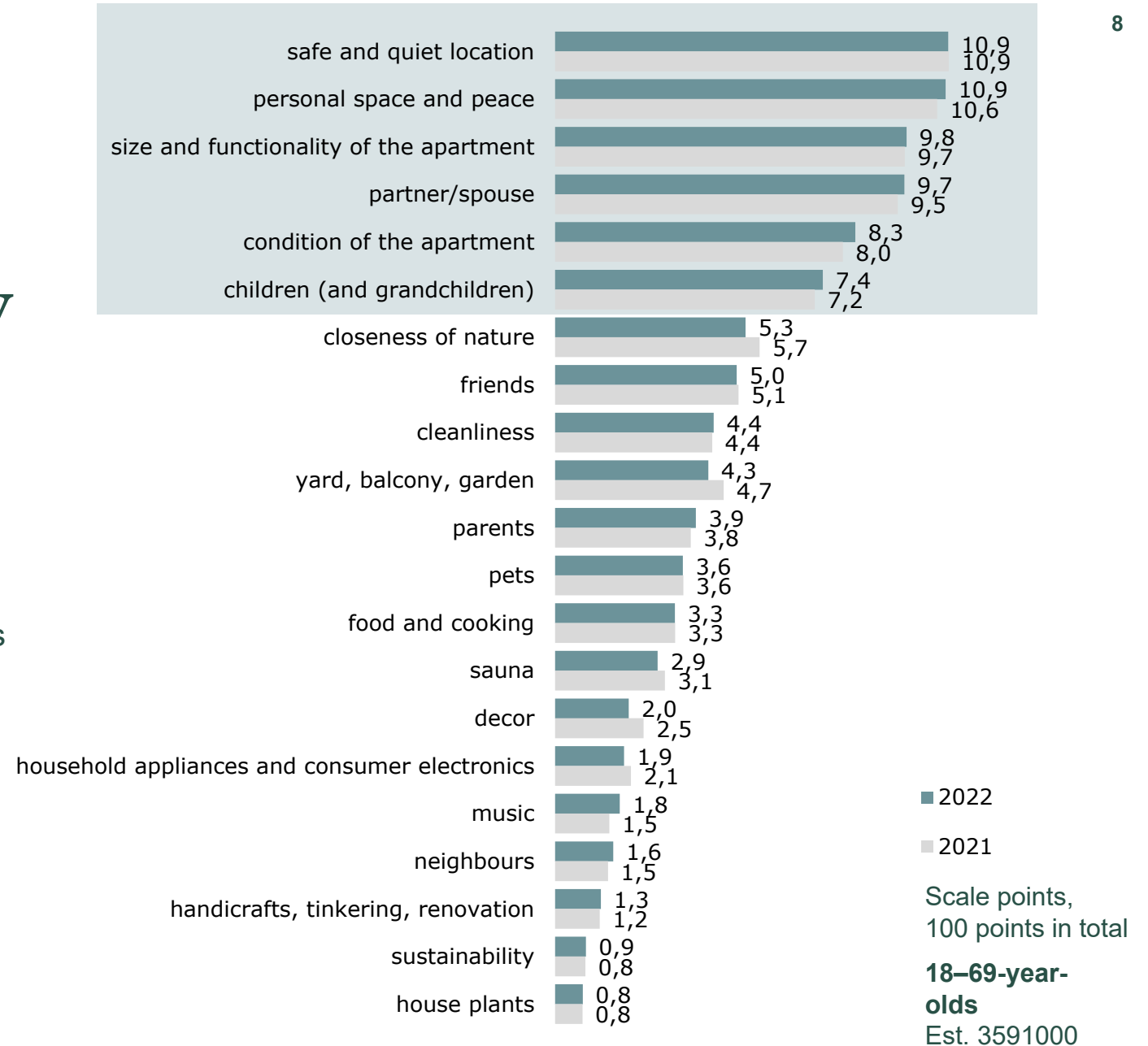


# Privacy and the condition of the apartment are highly valued

Happiness experienced at home is affected by both the physical factors of the apartment, as well as feelings related to peace and loved ones.

The importance of the condition of the apartment as a source of happiness has clearly increased. The standards after the years spent at home due to coronavirus are higher, the increase in housing supply may also be a factor.

The closeness of nature, the yard, the balcony and the garden are less important as sources of happiness than they were a year ago – an expansion in the living environment is seen in this, too.

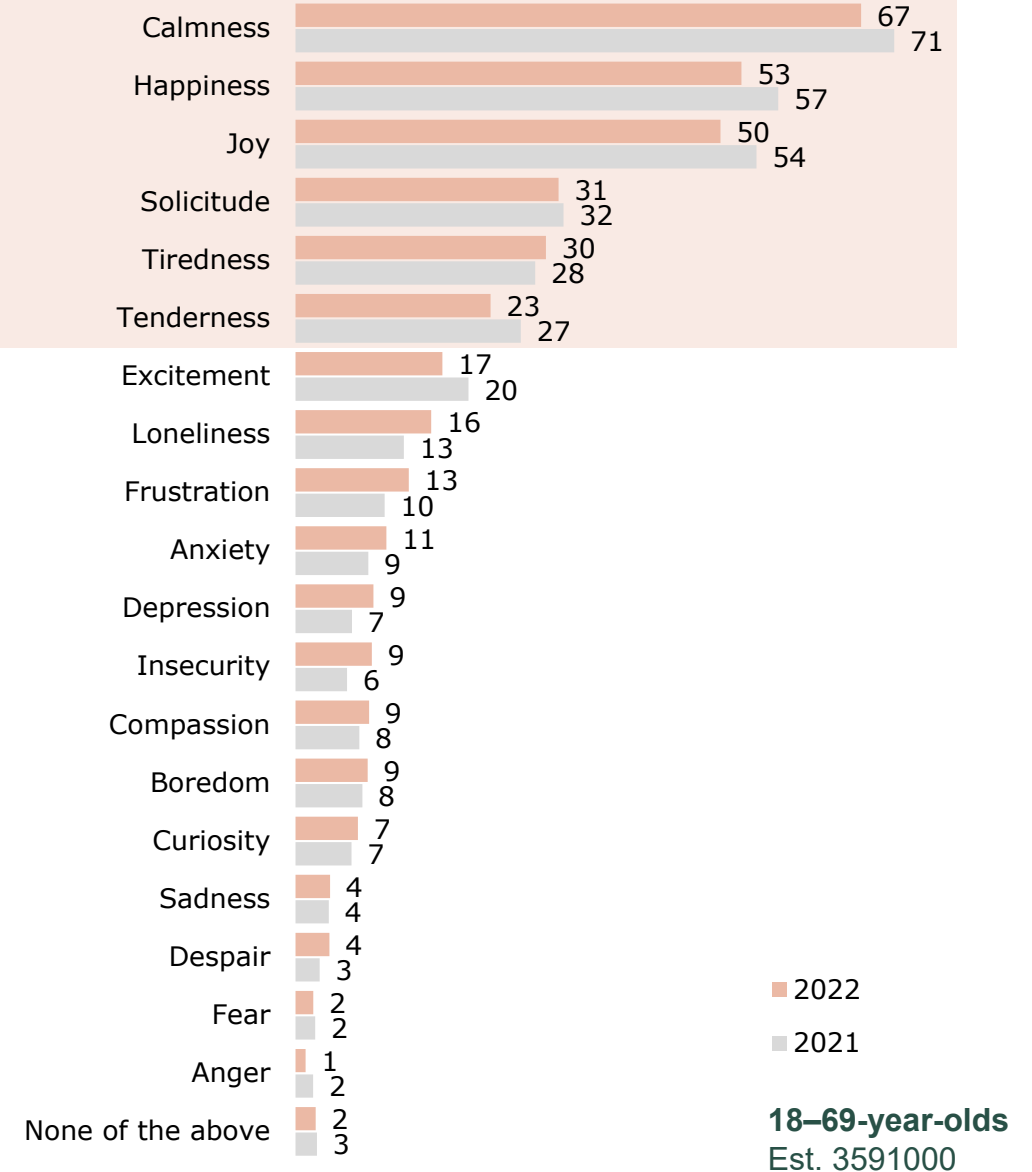




# Feelings experienced at home have undergone a change

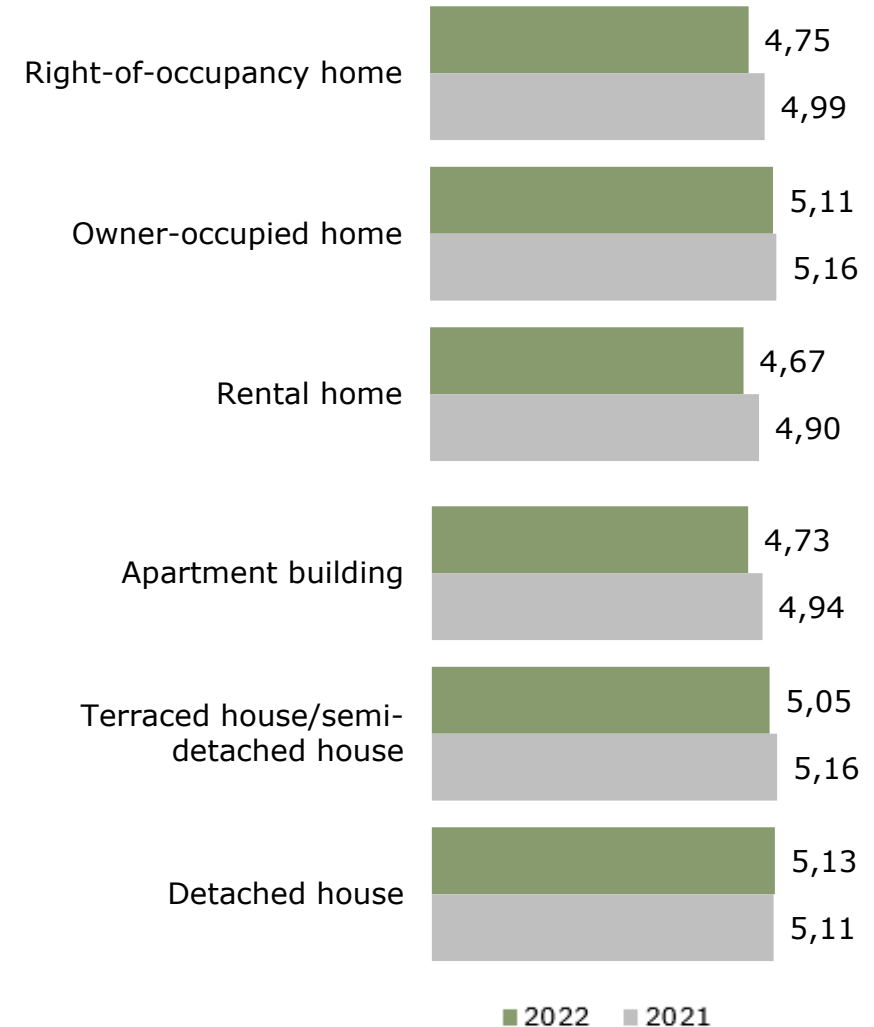
Global events seem to be reflected in the atmosphere at home as well. Most of the positive feelings experienced at home have decreased, while anxiety, depression and feelings of uncertainty have increased. The experience of loneliness has also increased.

Despite this development, the feelings of peace, happiness and joy are still experienced most at home.



# Happy people live in all kinds of homes

The type of housing or the house itself does not affect happiness.



18–69-year-olds  
Est. 3591000

Average: 7=very happy, 1=not happy at all

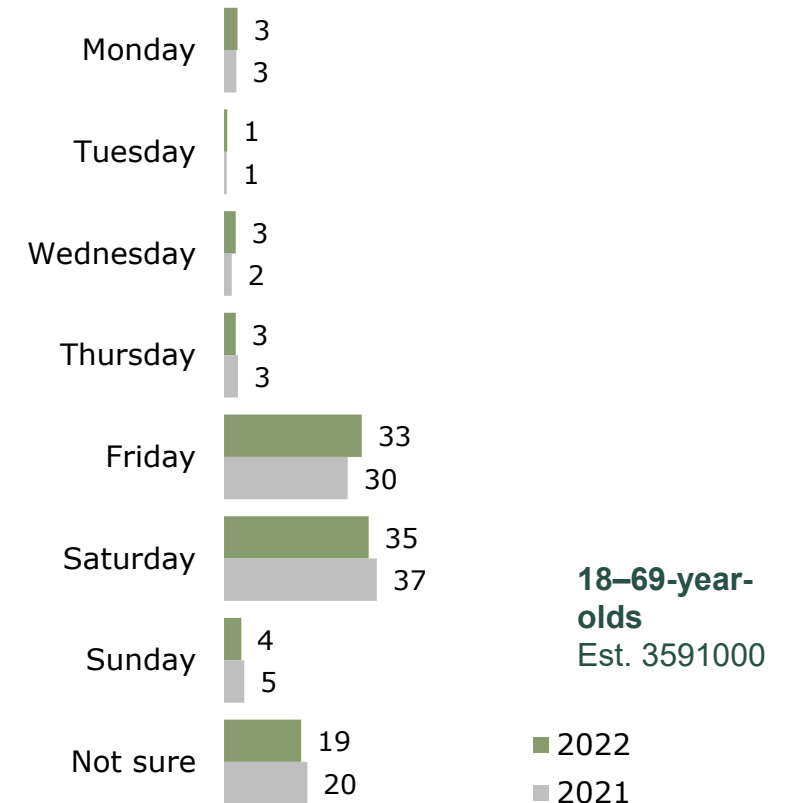
# Saturday is the highlight of the week

Saturday is still Finns' favourite day of the week by a large margin. The popularity of Friday has grown slightly from last year, and it is especially the highlight of the week for the younger age groups.

Like last year, the title of the least liked day of the week goes to Tuesday.



## What is your favourite day of the week?





# We are happier together

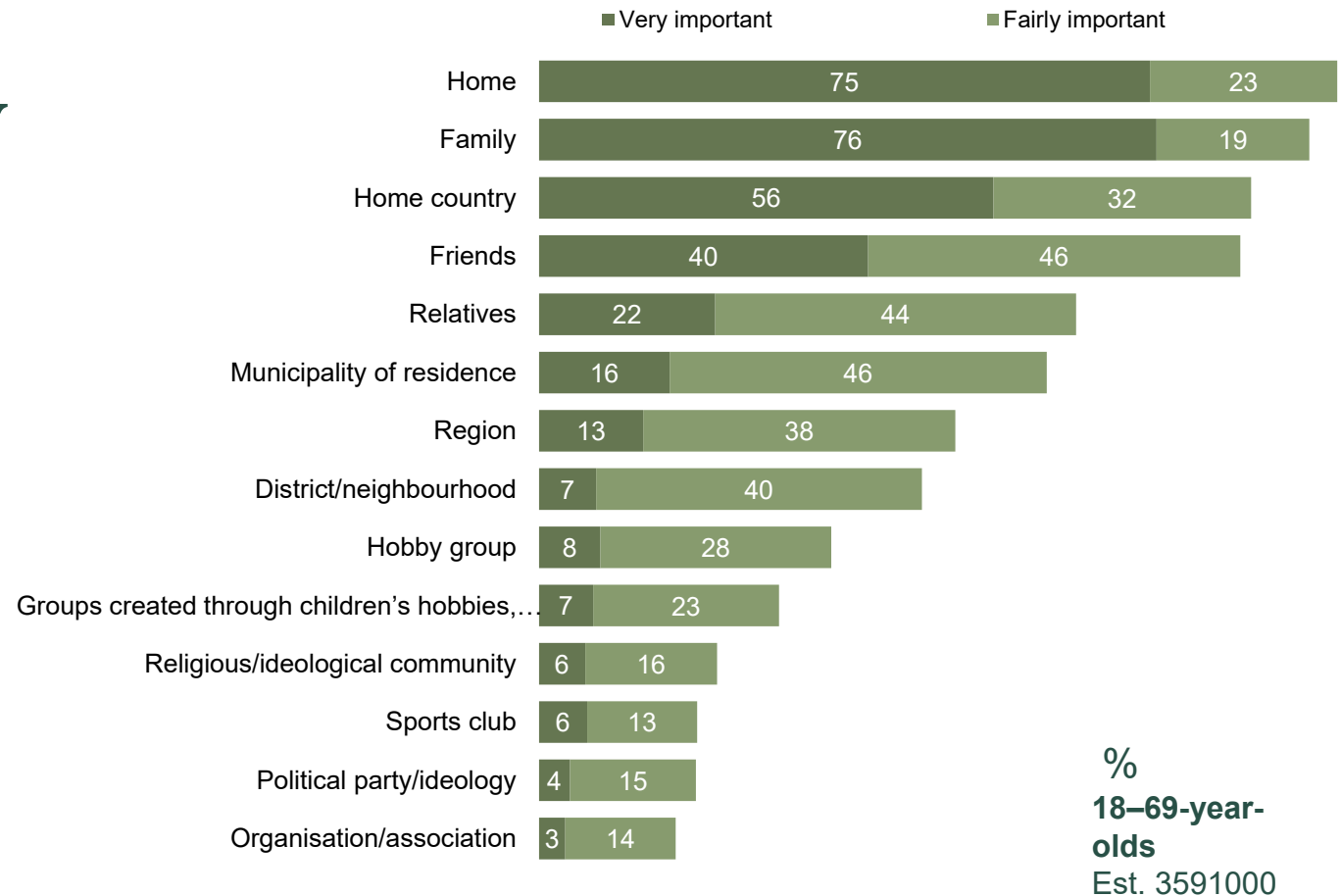
*“Our neighbours are like family to us, we take care of each other!”*



# Home is our most important community

*Home* and *family* are clear leaders in factors that are considered important in life.

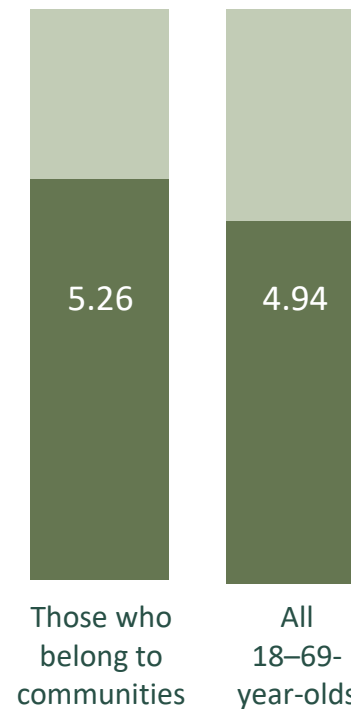
Surprisingly, the third place is held by *home country*, which 56% of Finns consider to be very important. The result reflects the current times and world events.



# Community members are happier

Although a clear majority of Finns (71%) report that they are mostly comfortable by themselves or with their family, the survey shows that communities are an important source of happiness as well.

Those who consider communities to be important to them are clearly happier than the average. Happiness is increased by all kinds of communities, from the neighbourhood to hobby groups, sports clubs and ideological organisations.



Average: 7=very happy, 1=not happy at all



*“In garden groups, you are allowed to get excited about wonderful flowers with others who are just as excited.”*

**Find a happy  
home with us.**