

Where do we want to live?

And why does it matter?

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Vertikals

Effects of COVID-19 are hard to predict but:

CITIES WILL REMAIN!





"What can people be
paying Manhattan or
downtown Chicago
rents for, if not for
being near other people?"

What originally built up the cities' strengths:

Agglomeration Effects - economies of scale
and shorter transport distances

Specialization – Variety
Labor Market Matching
Knowledge Exchanges/Innovations

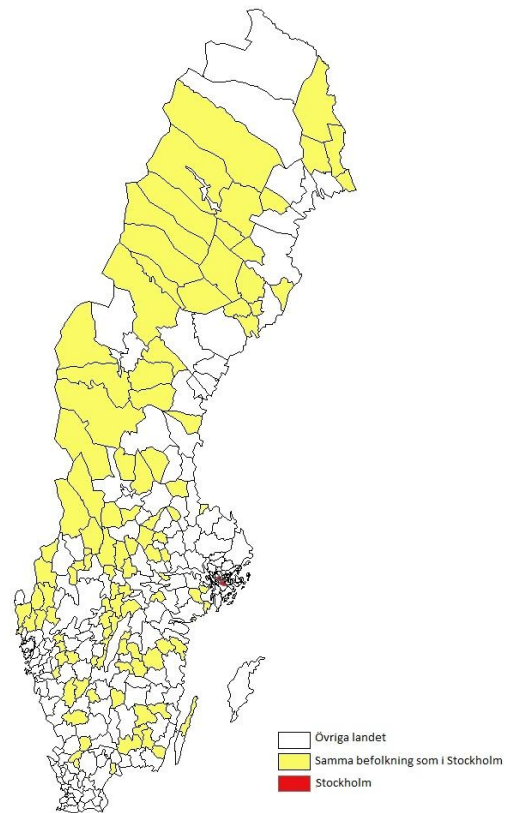


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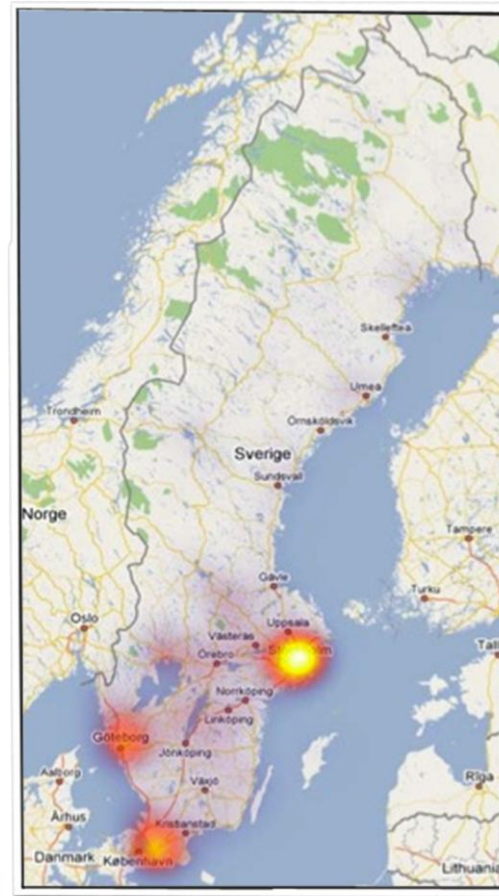
A Production Premium
that creates higher wages
in large cities



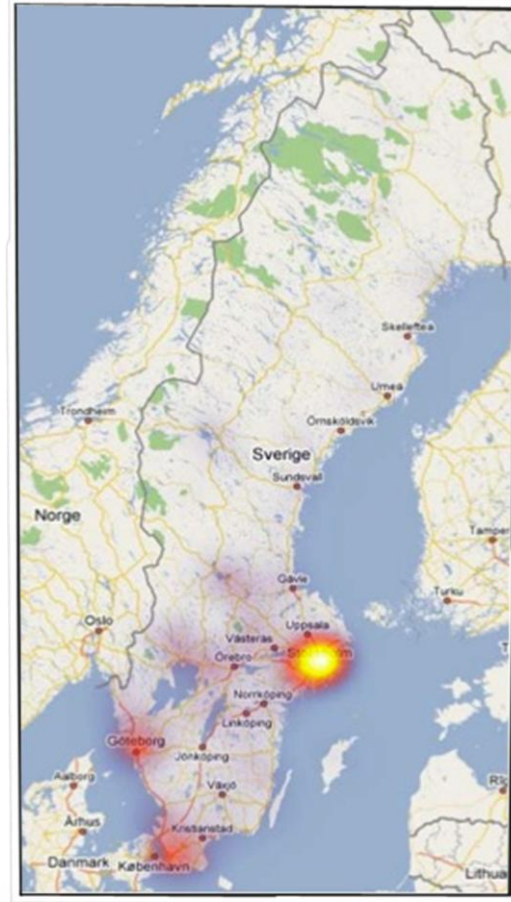
The Concentrated Population



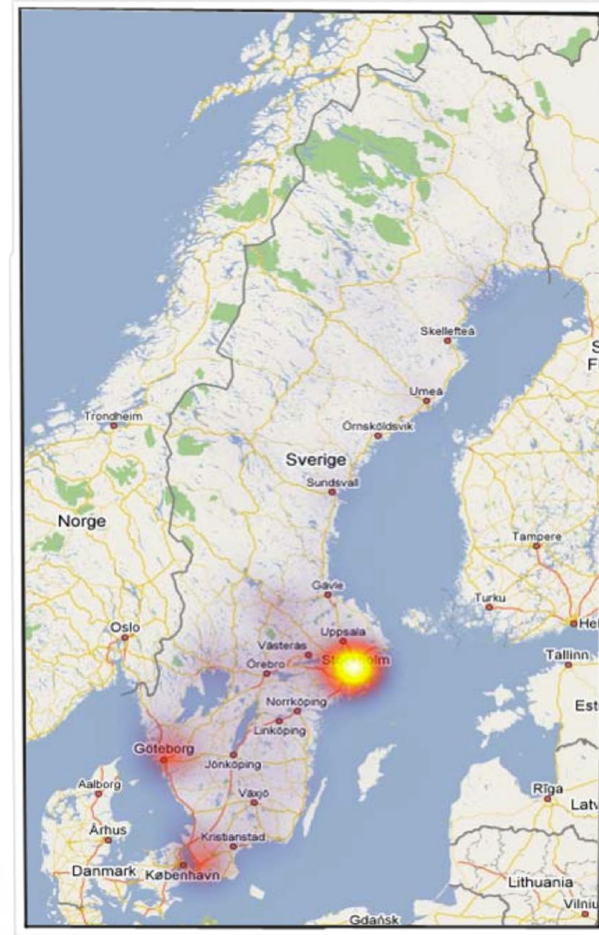
The Highly Educated



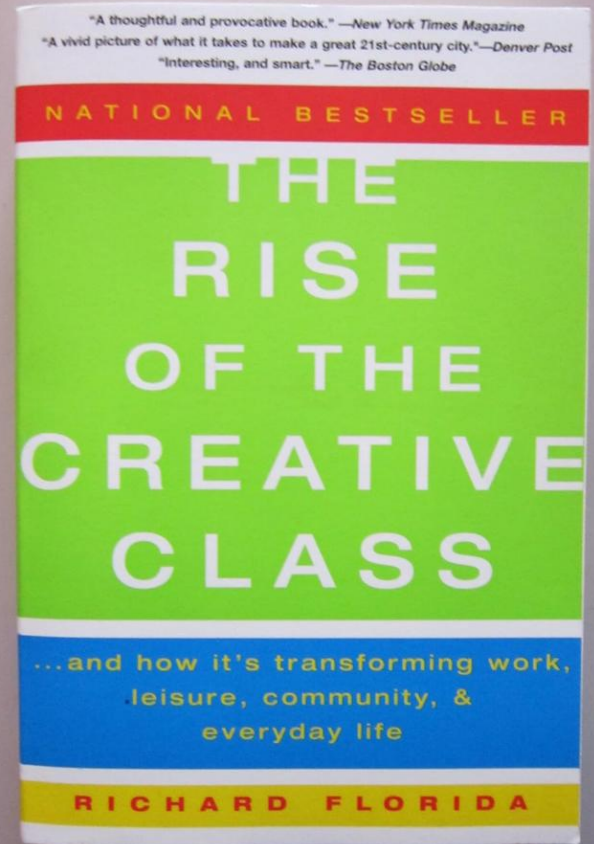
Culture

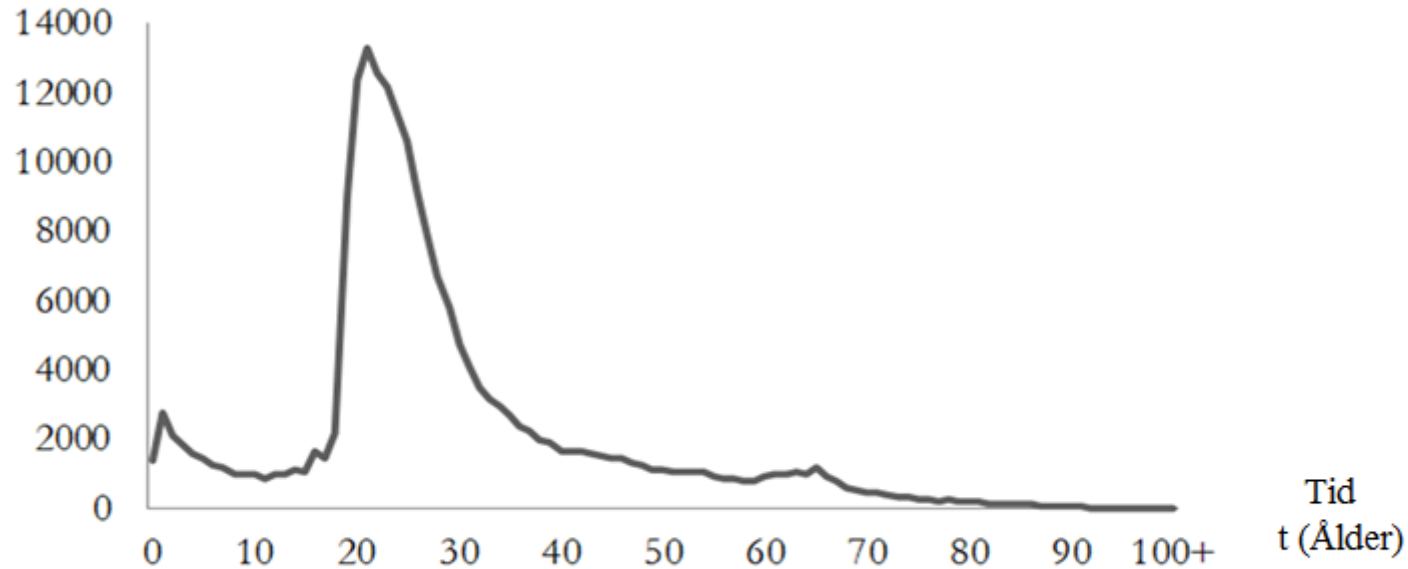


High-Tech Companies



Technology Talent Tolerance





When do we actually move?

Is it a new "green wave"
we are experiencing?

Where did the Stockholm residents move?

Kommun	Antal flyttar från Sthlm	Andel flyttar från Sthlm
Huddinge	5069	7,7%
Nacka	4866	7,4%
Solna	4822	7,3%
Sundbyberg	3136	4,8%
Järfälla	3128	4,8%
Haninge	2914	4,4%
Botkyrka	2785	4,2%
Sollentuna	2296	3,5%
Lidingö	1996	3,0%
Täby	1859	2,8%
Uppsala	1784	2,7%
Södertälje	1668	2,5%
Tyresö	1428	2,2%
Värmdö	1315	2,0%
Göteborg	1267	1,9%
Danderyd	1139	1,7%
Sigtuna	1123	1,7%
Upplands-Väsby	1069	1,6%
Malmö	936	1,4%
Österåker	925	1,4%
Upplands-Bro	889	1,4%
Norrtälje	857	1,3%
Ekerö	855	1,3%
Lund	796	1,2%
Linköping	748	1,1%
Västerås	602	0,9%
Gotland	579	0,9%
Nynäshamn	535	0,8%
Eskilstuna	470	0,7%
Umeå	453	0,7%
Summa	52309	79,4%

WHAT DO WE REALLY WANT?

Variety

Beauty

Good public service

Speed/Density

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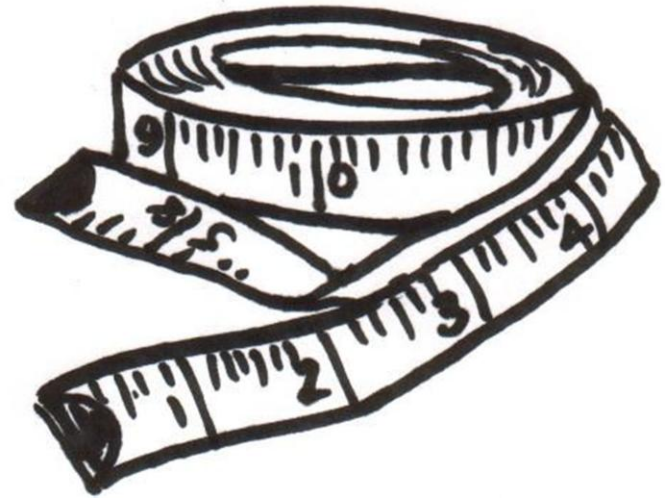
**This creates a kind of
Quality-of-Life Premium**



The Production Premium +
The Quality-of-Life Premium =
Housing Values



CAN REGIONAL
ATTRACTIVENESS
BE MEASURED?



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Polution

Culture

Leisure

Congestion

Weather

Shopping

Nature

Crime Risk

Education

Mobility

Beauty

Near the
Sea



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Place Happiness/Soul of the City



Where we
work

Who we
live with

Where we
live



SURVEY TO 28,000

RESPONDENTS

Job/Income

Social relations

Life Satisfaction

Place Satisfaction

MOST SATISFIED

High-income earners
...but also those who
like their places.

WHO ARE MOST SATISFIED?

Income

Education

Marriage

Age

PLACE QUALITIES

Quality of Place

Tolerance/Self-expression

Educational Opportunities

Social Networks

Basic Needs

A CLOSER LOOK AT:

Parks/Outdoor Activities

The Aesthetic Environment

Air and Water Quality



IS YOUR PLACE A GOOD PLACE FOR THE FOLLOWING GROUPS?

Ethnic minorities

Immigrants

Homosexuals

Young, highly educated job seekers

Young singles

Families with children



TOLERANCE AND AESTHETICS ARE STRONG DRIVERS FOR:

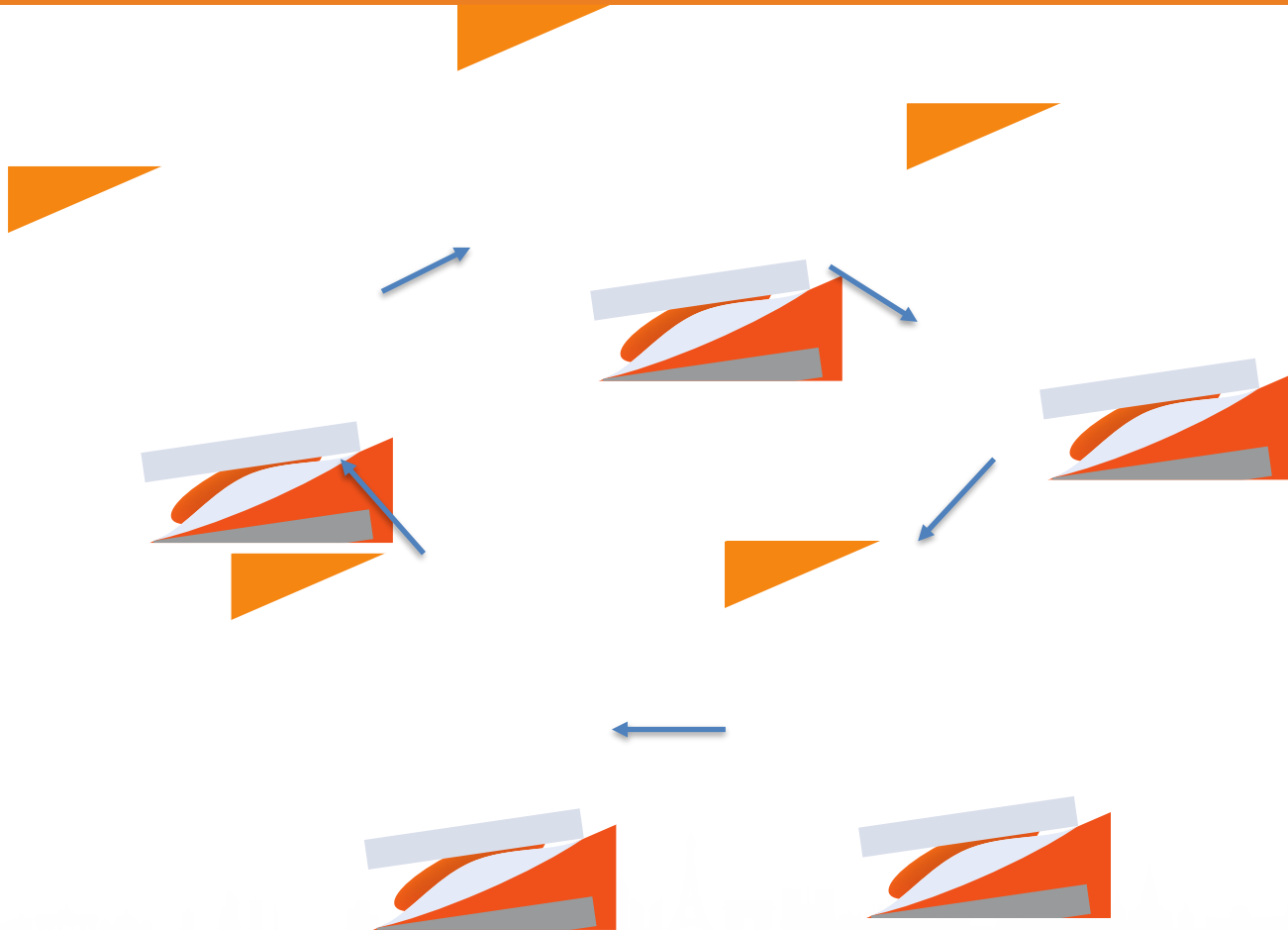
Well-being and satisfaction

Increased likelihood of wanting to stay

Increased likelihood of recommending their place



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*When a place gets boring even
the rich people leave*