



RURALIZATION

DRAFT

The report is subject to possible changes due to approval process by the European Commission.

RURALIZATION

The opening of rural areas to renew rural generations, jobs and farms

**D4.3 Inventory of futures dreams by the youth:
technical report**



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Acronyms and Abbreviations

| | |
|-------------|--|
| EU | European Union |
| LQ | Location Quotient, a measure of regional profile |
| NUTS | Nomenclature of territorial units for statistics, including three hierarchical levels (NUTS 1–3) |
| WP | Work Package |

Partner short names in the report

| | |
|-------------------|--|
| CE | Consulta Europa Projects and Innovation (Spain) |
| CNRS | Centre National de la Recherche Scientifique (France) |
| EcoRur | Asociatia Eco Ruralis-In Sprijinul Fermierilor Ecologici Si Traditionali (Romania) |
| ILS | Institut für Landes- und Stadtentwicklungsforschung, Research Institute for Regional and Urban Development (Germany) |
| KulturLand | Kulturland eG (Germany) |
| Landg | De Landgenoten (Belgium) |
| MTA | Magyar Tudományos Akadémia Társadalomtudományi Kutatóközpont (Hungary) |
| NUIG | National University of Ireland, Galway |
| ProVertes | Pro Vértés Nonprofit Zrt. (Hungary) |
| SA | Shared Assets Limited (United Kingdom) |
| TdL | Terre de Liens (France) |
| Teagasc | The Agriculture and Food Development Authority (Ireland) |
| TUD | Delft University of Technology (The Netherlands) |
| UNICAL | University of Calabria (Italy) |
| UNIDEB | University of Debrecen (France) |
| UTU | University of Turku (Finland) |
| UWr | University of Wrocław (Poland) |
| XCN | Xarxa per a la Conservació de la Natura (Spain) |

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This report is a result of concerted action. The participants of the RURALIZATION project have made a major effort by organising dream inventories in 20 regions. These inventories resulted 2,208 descriptions of the futures dreams of the European youth aged 18–30 years. We made a careful analysis of these dreams. As a result, the contents and the obstacles of the dreams could be attached to different types of areas, the targets of the dreams. Next, the dreams will be put in the assessment process in the same 20 regions around Europe to find out context specific ways to make them come true.

The sample is not without bias and the results do not depict the exact dreams of the whole European youth. The research design has guaranteed a diversity of the respondents, however. As a results, all kinds of areas were targets of the futures dreams and this provided us the possibility to profile the target areas. Our aim was to profile different types of areas as the targets of the dreams rather than to predict the future. These profiles will assist in finding ways to promote the realisation of the dreams and remove their obstacles.

We would like to thank all the participants of the project for their valuable input. We would like to say special thanks to Alice Martin-Prével from Terre de Liens – she carefully read the draft of the report and made several valuable suggestions to improve it.

Vesanto, Finland, 31st January 2021

Tuomas Kuhmonen

Leader of the Work Package 4 (Foresight Analysis)

P.S. The documentation for the Milestone 5 about the ‘selection of areas for comparison and policy design in WP4 and WP7’ is presented in Annex 4 as it includes a list of the regions that will be used also for the assessment of the trends in Task 4.3.

Abstract

This report is a documentation for an extensive futures dreams inventory which was carried out by the RURALIZATION team. A diverse set of 20 regions in 10 countries was selected to be the study areas. A sample of young people (18–30 years) living in these areas was invited to describe the personal dream future in about 15 years (year 2035). The dream futures consisted of the livelihood recipe (how do you earn your living?), the accommodation recipe (where do you live?) and the lifestyle recipe (how do you live?) as well as the obstacles for realising the dream. The inventories were carried out in national languages and they followed a shared format.

The inventories resulted in 2,208 responses. The responses were analysed per type of the dream area, which made it possible to compare profiles of the dream areas. At the highest feasible level of abstraction, the dreams targeted to the *city centres* could be featured as the dreams of rather young people and people who dream about mobile, eventful, international, creative, successful city life and the balancing effect of regularity. The dreams targeted to the *city areas outside the centre* were featured by communal, cozy and stable life in the urban fabric, which allowed mobility, internationality and personal development in diverse ways. The dreams destined to the *suburbs in the city areas* tended to be characterised by a flexible, responsible as well as peaceful and home-centric ‘basic’ form of living at the outskirts of a city. The dream futures targeted to the *rural areas close to cities* were profiled by a clear preference for the countryside as a living environment which included waters, animals, private space and a garden – dream of a family life in which work life was a subordinate of the rural lifestyle. Futures dreams targeted to the *rural villages* were manifestations of the local paradigm in a rural fabric. Finally, the futures dreams targeted to the *remote rural areas* were flavoured by the ideal of living in the nature and with the nature – and having agency to do this.

The futures dreams were studied also from the perspective of the professional status. Regarding these results, the dreams of becoming a *farm entrepreneur* were dreams of very entrepreneurial ‘seniors among the juniors’ who dreamed about farming and living in the green with the animals, vehicles and community members. The dreams of becoming a *non-farm entrepreneur* were featured by a flexible, self-determined life where creativity and nature-based recreation were balancing the work duties; the personal capacity was a specific challenge. The dreams of being *not employed as an entrepreneur* (but rather a salaried worker) were essentially manifesting various forms of ordinary life with work and leisure added with a social and developmental orientation.

In the next steps of the RURALIZATION project the findings of the dream inventory will be assessed in various interactive engagements which are targeted to findings ways to make the dreams come true in various contexts.

1 Objective, scope and approach in the dream inventory

“The future’ cannot be ‘studied’ because ‘the future’ does not exist’ (Dator 2005). There is no theory about the future, either. For this reason, futures research is focused on the diverse ideas, images, prototypes and plans of alternative futures (Bell and Mau 1971; Polak 1973).

These ideas, images, prototypes and plans exist in the minds of the people. They have varying predictive capacities on what might actually happen in the future. The current ideas, beliefs and dispositions about the future are certainly not able to capture all the manifestations of the future, since all elements of, say, year 2040 are not visible in the present and may be hard to imagine. However, a human being has the ability ‘to be a citizen of two worlds: the present and the imagined – out of this antithesis the future is born’ (Polak 1973, 1). As a consequence, societal futures are always open in the sense that humans have some freedom of choice: societal futures are not predetermined (Bell 1997). For the same reason, they can be affected by human intentionality and action (Slaughter 1993; Malaska 2000; Schulz 2015).

Futures research can be used as a social technology to access the becoming. Through studying the images of the future in the minds of people it becomes possible to get some understanding of the possible futures states and developments. It could be expected that some societal macro-patterns arise from micro-behaviours (Schelling 2006). There are several problems in this line of inquiry, however. On the one hand, people think differently about the future: some think a lot, some not that much. On the other hand, a deep inquiry of futures images would result in a huge number of alternative futures ranging from positive to negative, from personal intentions to global concerns and from work-related topics to leisure time plans. With a proper research design many of the challenges can be overcome.

Intentions precede actions and have some predictive powers for them (Bird 1989; Krueger et al. 2000). In order to make the inquiry of futures images most useful for the foresight and policy design purposes, an intentional approach toward the future is adopted in this study. This can be adopted, for example, by taking the (positive) futures dreams as the topic of inquiry. A dream future connects the personal dreams and intentions to specific possible states of the future toward which one is inclined to navigate. Changing preferences and various obstacles may cause these dreams to not become a reality. However, they might offer some interesting insights to the futures which cannot be accessed through extending past trends as every trend has an end. Even more, it might become possible to ‘identify signs of breaks, social movements, technological innovations, signs of destabilization’ (Mannermaa 1991, 358).

Turning to rural areas, the dispositions, preferences and intentions of the youth have taken indicated diverse contents in previous studies. Part of the youth considers ‘rural’ as underdeveloped, old-fashioned, traditional, dull or even primitive (Bjaarstad 2003; Thissen et al. 2010; Waara 2000). However, nature, safety, roots, communality and the ‘rural idyll’ in general are reasons for choosing a rural life (Auclair and Vanoni 2004; Halfacree 1995; Lowe

and Ward 2009; Rofe 2013; Rye 2006; Thissen et al. 2010; Valentine 1997; van Dam et al. 2002; Vepsäläinen and Pitkänen 2010). 'Idyll' and 'dullness' seem to struggle as main representations of the rural in the minds of many young people (Rye 2006; Woodward 1996). Evidently, the diversity of dispositions and images of the rural among the youth is larger than that and expectedly no single, homogenous scope and content of futures dreams can be expected.

If a young person actually stays in or moves into a specific rural destination, there should be an adequate degree of fit between the personal motivations, resources and competences, and the place-specific opportunities, demands and offerings (Dax et al. 2002; Kuhmonen et al. 2016; Muilu and Rusanen 2003; Thissen et al. 2010; Tuhkunen 2002; van Dam et al. 2002). Dream of a personal good life makes up this bridge. Through studying personal dreams targeted to specific types of rural areas it becomes possible to understand better what kind of demands there are for the areas to qualify for a dream area and what kind of people are dreaming about specific types of (rural) areas. With this knowledge it becomes possible to think about policy measures to improve the fit between the dreams and the reality in specific types of rural areas.

1.1 Objective

Objective of the dream inventory is:

- 1) to explore the diversity of futures dreams among the European youth,
- 2) to investigate which kinds of universals and peculiarities the dreams might expose,
- 3) to study the characteristics of the spatial destinations of the dreams,
- 4) to expose characteristics of the young people dreaming of specific types of rural areas.

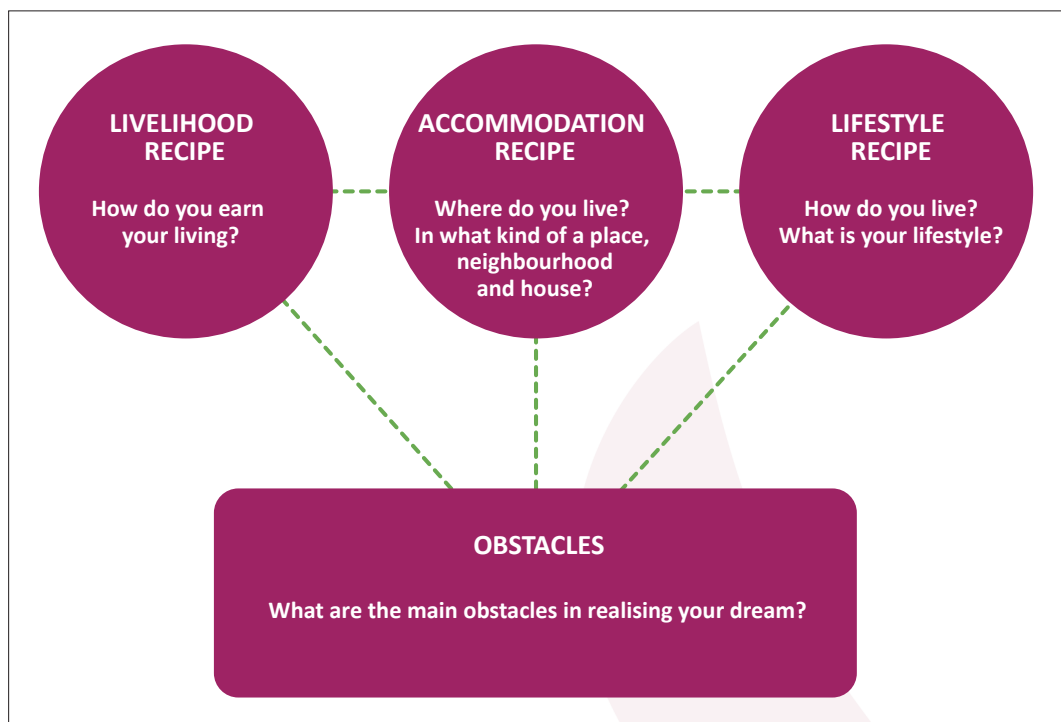
In brief, the main objective of this study is to learn about the contents and obstacles of the dreams per type of the dream area as well to learn about the background of the young people dreaming about specific types of regions.

1.2 Scope

Futures research is mostly tuned to identification, design and assessment of macro level societal futures. Various experts, stakeholders and actors hold primitives of these futures and they can be teased out and organised into visions, scenarios or futures images with the help on many futures research methods. Personal futures pose specific challenges for the research act since they are personal, in many ways unique and subject to change easier than e.g. more path dependent technology, food or energy futures.

There have been rather few attempts to address personal futures. In this vein, Wheelwright (2005, 81) defined six domains present in every individual's life: activities, finances, health, housing, social and transportation. Kuhmonen et al. (2014, 2016, 2017) elaborated these further into three domains: livelihood, accommodation and lifestyle recipes: how do you earn

your living? (livelihood recipe), where do you live? (accommodation recipe) and how do you live? (lifestyle recipe). The livelihood recipe corresponds roughly with Wheelwright's (2005) domains of activities and finances, the accommodation recipe to the domains of housing and transportation and the lifestyle recipe to the domains of health and social. The three domains represent a higher level of abstraction than Wheelwright's six domains. They also provide more logical connection to the three important domains of rural development policy: employment, housing, and welfare and leisure (Figure 1). In addition to the contents of the dream future, also obstacles in realising the dream provide valuable information for policy design.



[Figure 1: The domains in personal futures \(adopted from Kuhmonen et al. 2016\)](#)

1.3 Approach

The process in dream inventory is described in Figure 2. A large group of young people around Europe was invited to describe the personal dream future in about 15 years (year 2035). The dreams were collected via surveys and workshops, analysed and reported. The methodology is explained more in detail in Chapter 2.



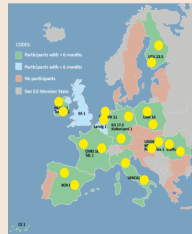
RURALIZATION

Task 4.2: Dream inventory

Start: November 2019 (M7)
End: January 2021 (M21)



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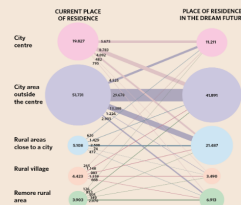
LIVELIHOOD RECIPE - ACCOMMODATION RECIPE - LIFESTYLE RECIPE - OBSTACLES

20 regions

- Select study regions
- 10 countries & 2 regions
- 10 nominated participants
- UTU

20 dream inventories

- Organise dream inventories for each region
- Document, translate and deliver the data
- 10 nominated participants



LIVELIHOOD RECIPE - ACCOMMODATION RECIPE - LIFESTYLE RECIPE - OBSTACLES

Analysis

- Analysis of inventory data
- UTU



LIVELIHOOD RECIPE - ACCOMMODATION RECIPE - LIFESTYLE RECIPE - OBSTACLES

Technical report

- 31.01.2021
- UTU

Summary report

- 31.01.2021
- UTU

Responding to futures dreams by the youth and removing their obstacles to promote rural regeneration



Figure 2: The process of dream inventory

In the framework of the RURALIZATION project, dream inventory can be considered also as a participatory foresight analysis. While the trends tell stories of the existing, observable tendencies in societal developments, the dreams by the youth tell stories of the becoming worldviews, ideas and dispositions in a way that observes cohort effects. Since it turned out not to be possible to have a representative sample of the European youth, the approach is **exploratory**. Within this limitation, the chosen methodology is meant to ensure that the diversity of young people reporting their personal dream futures would be still high. After receiving the descriptions of the futures, the responses are taken out of their detailed contexts to find out some universals among them. Later on, the profiles of the dreams will be put back to diverse contexts to find out ways to make them come true and, further on, to identify promising practices and policies to promote rural regeneration in this way (Task 4.3). This last step takes place later (Task 4.3 and Work Package 7) and will not be reported as part of the dream inventory.

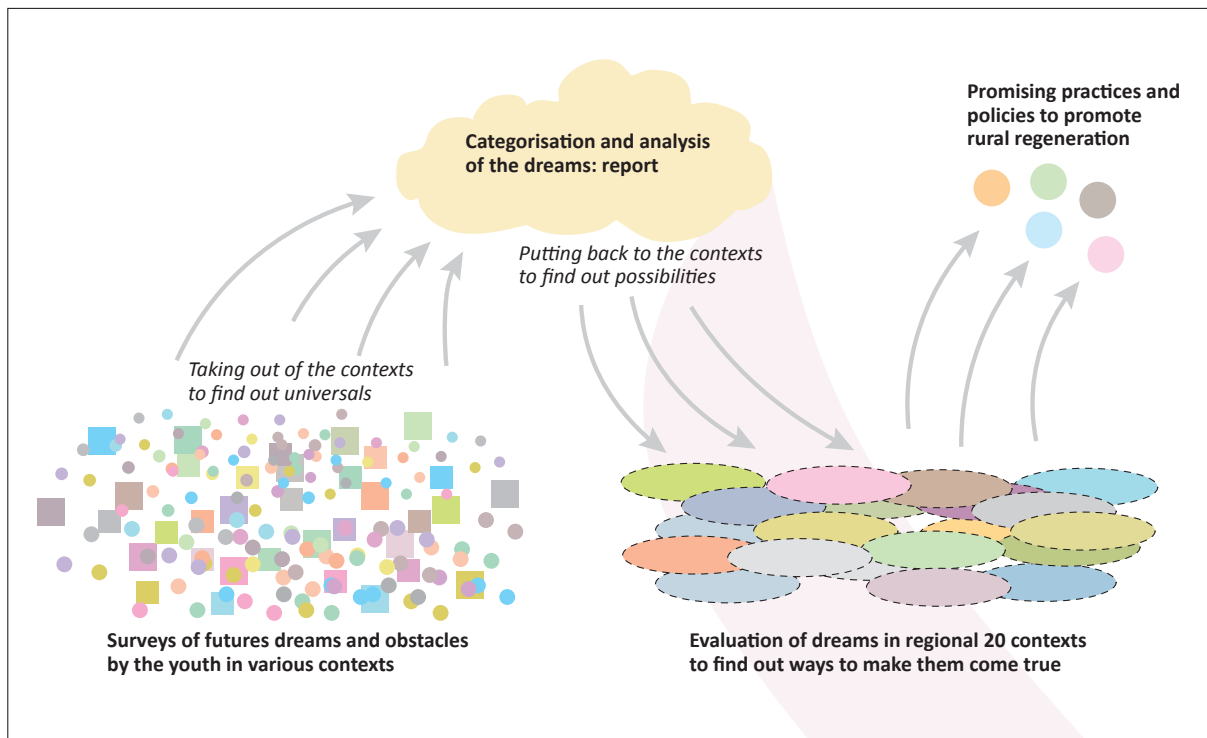


Figure 3: Dream inventory as participatory foresight analysis

2 Methodology of dream inventory

Dream inventory included several steps and many participants of RURALIZATION project were involved in the process. The methodology of this process and main features of the dream data are described in this section.

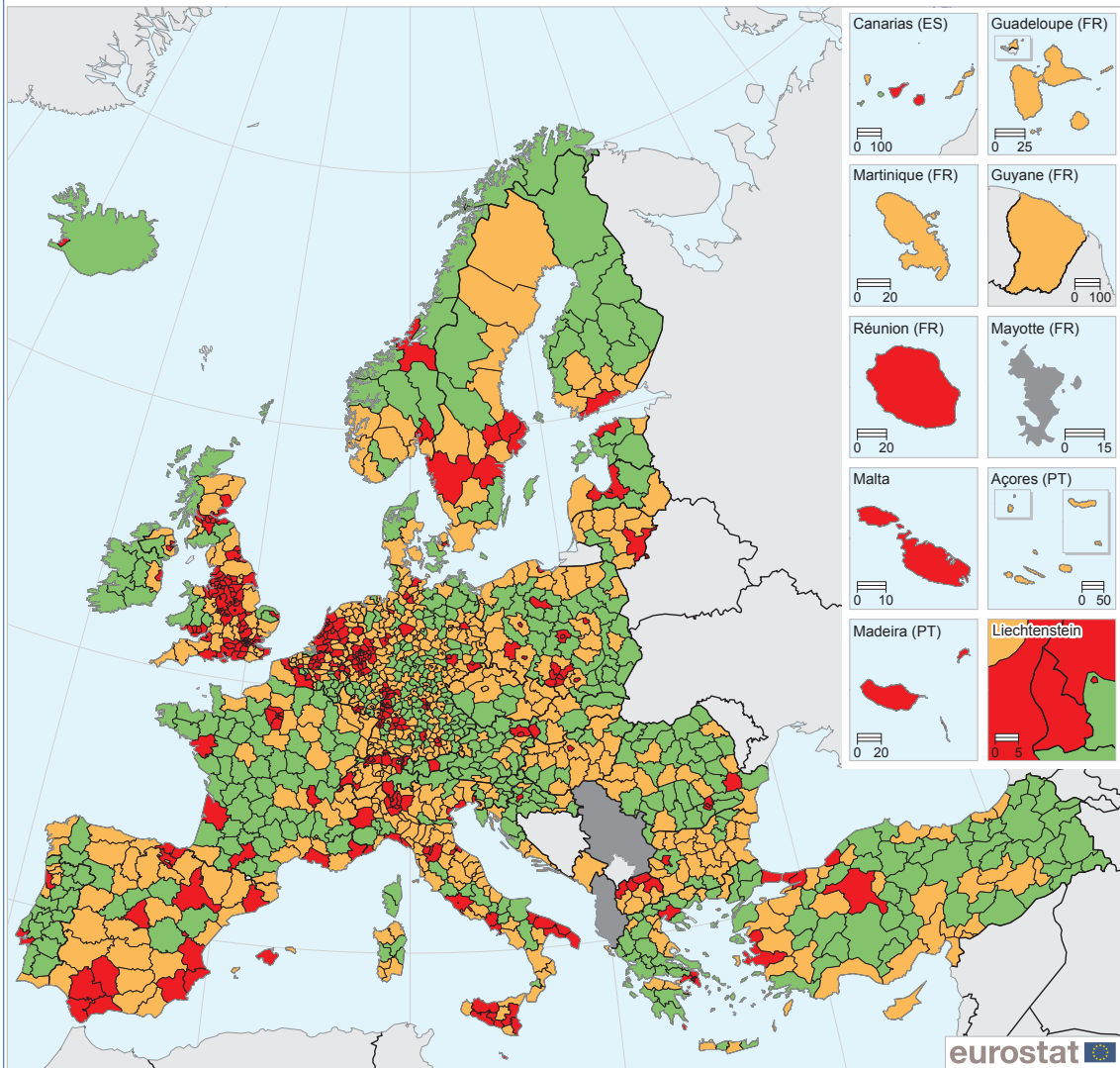
The methodology is attuned to observe many kinds of young people living in many kinds of contexts. Dream inventory is not expected to bring about a fully representative set of dreams that could be used to delineate and define the future of the rural Europe. However, the adopted methodology should guarantee that diversity of the young population is observed in a feasible way. Futures dreams by the youth are diverse and different across contexts, but they include some degree of universality at an appropriate level of abstraction. Such a level is iterated in the research process all the way.

The task consists of three steps: 1) selection of 20 regions **for the inventory**, 2) organisation of the **inventory of the futures dreams** and 3) analysis of the **inventory data**. These will be discussed next.

2.1 Selection of the 20 regions for the inventory

Different kinds of regions provide varying possibilities for realising specific livelihood, accommodation and lifestyle recipes. For this reason, inventories of the futures dreams were organised in different regional contexts. Previous surveys of futures dreams by the youth have shown that urban and rural areas as destinations of futures dreams lead to very different profiles of the dreams. Climate, culture, GDP per capita, population density, land use patterns and many other factors may affect the profile of the dreams in specific destinations. To represent also these factors, regions included in the dream inventories were selected around the EU. As many of the factors that deviate the dreams correlate with the urban–rural dimension, the urban–rural typology was considered a feasible tool for selecting the regions. NUTS3 was considered as the most feasible entity to represent the diversity of regional circumstances (Figure 4). Previous studies have shown that all types of regions are destinations of futures dreams among the youth, so there is no need to observe past trends in the regional development in the selection process: as for example in Finland the northernmost Lapland, having negative demographic trends and very harsh climate, was destination of the dreams for 5.6% of the youth aged 18–30 years while only 2.8% of the age cohort currently live in this area (Kuhmonen et al. 2014, 94). To have an idea of the diversity of dreams and their destinations, all kinds of regions – also predominantly urban regions – were included in the inventory of the dreams.

Urban-rural typology for NUTS level 3 regions (*)



Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
 Cartography: Eurostat - GISCO, 08/2016

- Predominantly urban regions** (rural population is less than 20% of the total population)
- Intermediate regions** (rural population is between 20 % and 50 % of total population)
- Predominantly rural population** (rural population is 50 % or more of total population)
- Data not available**

0 200 400 600 800 km

(*) Based on population grid from 2011 and NUTS 2013.
 Source: Eurostat, JRC and European Commission Directorate-General for Regional Policy

Figure 4: Typology of European regions

Observing the allocation of resources within the RURALIZATION project and a balanced set of regional circumstances in terms of urbanization rate, land use patterns, GDP per capita, population density, climate, culture and economic structure, 10 Member States and project participants were selected to carry out the dream inventories (Figure 5). These were Finland (UTU), France (CNRS), Germany (ILS), Hungary (UNIDEB), Ireland (NUIG), Italy (UNICAL), the Netherlands (TU Delft), Poland (UWr), Romania (EcoRur) and Spain (XCN).

In each of the 10 Member States, two study regions were selected, resulting in 20 regions (Figure 5). To ensure diversity of regions, these two regions represented different categories in the urban–rural typology. Further on, to ensure diversity of contexts – if possible – one of the dream inventories in each of the 20 regions was to be targeted to urban areas (city centre, city area outside the centre, suburb in a city area or rural area close to a city within the commuting area) and the other to rural areas (rural village or remote rural area).

Following the selection process, 5 inventories were to be organised in predominantly urban regions (25%), 8 in intermediate regions (40%) and 7 in predominantly rural regions (35%). This corresponds quite well the distribution of NUTS 3 regions with the EU: 27%, 40% and 33%, respectively. The types of the study regions among the Member States were allocated according to their rank in the population shares by type of region, e.g. Member States having the highest share of population in 2018 in predominantly rural regions were selected as dream inventory countries in this category.

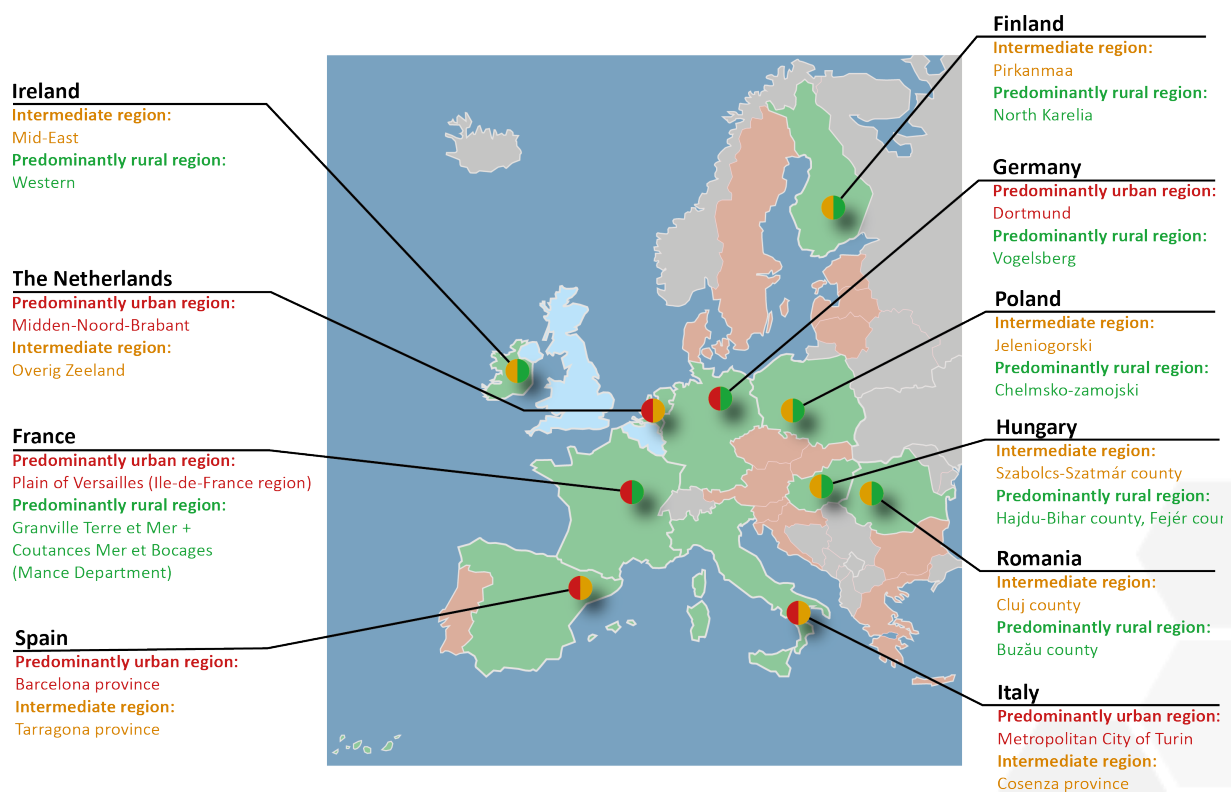


Figure 5: Dream inventory regions

2.2 Organisation of the inventory

Participants had three options to collect the data: 1) workshops, 2) online surveys and 3) personal interviews. Due to Coronavirus pandemic, only one workshop was organised (in Poland) and all the other inventories were organised as online surveys. Participants to the surveys were invited by means in invitation letters, advertisements and social media postings (in Finland, a large random sample of the base population and personal invitation letters). Non-representative invitation procedures were a consequence of the difficulties in taking a representative random sample of the base population (and then sending invitation letters) in many countries, which was recognised at the planning stage of the project. Due to this type of invitation procedure, there is a high probability of sample selection bias as the audiences for the invitations are not selected at random. For this reason, **the results cannot be generalised to represent the views of the European youth.**

There were respondents who had diverse dreams and all types of areas – city centres, city areas outside the centre, suburbs in city areas, rural areas close to a city (commuting distance), rural villages and remote rural areas – were destinations for many respondents. This makes it possible to **study the responses by type of the dream destination** and in this case, the sample selection bias makes no harm.

Each of the respondents filled in a survey (or a data card in the workshop) which included some background information (e.g. age, sex, employment status, family status, education and type of current residential area), description of personal dream future in terms of livelihood, accommodation and lifestyle recipes in about 15 years (years 2035) and perceived obstacles for realising the dream. In six countries (Finland, Hungary, Ireland, Italy, the Netherlands and Poland), an additional question about the impacts of the Coronavirus pandemic on the responses was included in the inventory. The survey questionnaire is presented in Annex 1. The survey did not contain any personal information and could not be traced back to individual participants. The survey was organised in local languages. The surveys were carried out in April–September 2020.

2.3 Characteristics and analysis of the inventory data

The survey included both closed and open-ended questions. The analysis has two major steps: 1) coding of the open answers and 2) analysis of the data and reporting of the results. Categorisation follows the lines of both directed content analysis with predefined categories (business sector) and conventional **content analysis** where categories are derived from the data (all other themes; Hsieh and Shannon 2005; Krippendorff 2004). The process of establishing the more abstract categories from the open-ended responses is a highly iterative process as the universals should be meaningful and coherent.

The analysis of the data was especially directed to analysing futures dreams according to their destination, i.e. type of area. We were especially interested in 1) the background of the youth dreaming about specific types of areas, 2) contents of the dreams attached to specific types of areas and 3) obstacles in realising the dreams targeted to specific types of areas. The

dreams and the problems are analysed and reported by the of the dream destination: city centre, city area outside the centre, suburb in city areas, rural area close to a city (commuting distance), rural village and remote rural area.

These profiles were described by means of simple distributions (age, sex, employment status, family status, attributes of the dreams etc.), whereas the summary of profiles of the dream destinations (Chapter 4) is based on **location quotients** (LQ). LQ values is computed as a topic's share in a particular type of area divided by the topic's share in all types of areas. For example, as the share of 'diverse services available' in the futures targeted to city centres was 21% and the share of 'diverse services available' in all types of areas was 10%, the LQ value for this topic in the city centres is $21\% / 10\% = 2.1$. The share of 'diverse services available' in the city centres is more than twice as common as the average share in all types of areas. Topics which have LQ values higher than 2 are considered 'strong profilers' and topics which have LQ values between 1.2–2 are considered 'weak profilers'.

A total of 2,208 responses were received. The objective was to reach at least 200 respondents per country, but due to activity of the potential respondents and organisation of the survey the number varied between 51 and 531 respondents with an average value of 221 per country (Table 1). About 20% of the respondents live in predominantly urban regions, 39% in intermediate regions and 41% in predominantly rural regions. The share of urban residents is lower than in the base population: in 2019 about 47% of young people aged 20–29 years lived in predominantly urban NUTS3 regions. The share of intermediate regions in the respondents is slightly higher than in the base population (39% vs. 36%) and the share of predominantly rural regions is higher, respectively (41% vs. 18%). This indicates the degree of the sample selection bias.

Table 1: Number of responses per country and per type of region (NUTS3)

| Country | Type of region (NUTS3) | | | Total | Share, % |
|-----------------|-----------------------------|----------------------|-----------------------------|-------------|------------|
| | Predominantly urban regions | Intermediate regions | Predominantly rural regions | | |
| Finland | | 229 | 302 | 531 | 24 |
| France | 99 | | 103 | 202 | 9 |
| Germany | 106 | | 81 | 187 | 8 |
| Hungary | | 129 | 141 | 270 | 12 |
| Ireland | | 63 | 133 | 196 | 9 |
| Italy | 42 | 82 | | 124 | 6 |
| Netherlands | 116 | 134 | 29 | 279 | 13 |
| Poland | | 93 | 84 | 177 | 8 |
| Romania | | 21 | 30 | 51 | 2 |
| Spain | 89 | 102 | | 191 | 9 |
| Total | 452 | 853 | 903 | 2208 | 100 |
| Share, % | 20 | 39 | 41 | 100 | |

NOTE: the figures for The Netherlands include 5 responses from Belgium (border region).

The dataset consists of a large number of items, which are described in Table 2. The response rate was very high in the background variables as well in the contents and obstacles of the dreams, mainly 98–100% (as a starting point, only completely filled questionnaires were accepted by the participants but there were some omissions). The dataset is rich as it includes 26,412 items describing the background of the respondents as well as 20,840 closed and 9,413 open responses describing their dreams and obstacles. The content analysis of the open-ended questions resulted in 29,222 items which provide additional insights to the closed questions. With this dataset it became well possible to characterise the different types of areas as destinations for the dreams, the obstacles attached to them and the young people interested in them.

Table 2: Description of the inventory data

| Topic | Type of the question or analysis | Number of responses and response rate |
|--|----------------------------------|---------------------------------------|
| Background: | | |
| Country | Provided by the organiser | 2,208 (100%) |
| Type of region | Provided by the organiser | 2,208 (100%) |
| Age | Open (number) | 2,208 (100%) |
| Gender | Closed (3 options) | 2,205 (99.9%) |
| Employment status | Closed (4 options) | 2,205 (99.9%) |
| Family status | Closed (2 options) | 2,201 (99.7%) |
| Children | Closed (2 options) | 2,197 (99.5%) |
| Housing arrangement | Closed (4 options) | 2,203 (99.8%) |
| Education, highest finished | Closed (3 options) | 2,169 (98.2%) |
| Place of birth, country | Closed (2 options) | 2,206 (99.9%) |
| Place of birth, type of area | Closed (6 options) | 2,194 (99.4%) |
| Current place of residence, type of the area | Closed (6 options) | 2,208 (100%) |
| Dream: | | |
| Place of residence, type of the area | Closed (6 options) | 2,208 (100%) |
| Place of residence, country | Closed (2 options) | 2,208 (100%) |
| Livelihood recipe | Open (text) | 2,202 (99.7%) |
| Sector | Identified (content analysis) | 1,812 (100%) |
| Economic activity (ISIC) | Identified (content analysis) | 1,812 (82.1%) |
| Profession | Identified (content analysis) | 1,672 (75.7%) |
| Attributes of the recipe | Identified (content analysis) | 1,982 (89.8%), 4,304 items |
| Employment status | Closed (3 options) | 2,204 (99.8%) |
| Accommodation recipe | Open (text) | 2,169 (98.2%) |
| Location | Identified (content analysis) | 2,090 (94.7%), 4,934 items |
| House | Identified (content analysis) | 2,142 (97.0%), 2,809 items |
| Lifestyle | Open (text) | 2,163 (98.0%) |
| Hobbies | Identified (content analysis) | 1,583 (71.7%), 2,904 items |
| Value orientation and behavioural tendency | Identified (content analysis) | 1,618 (73.3%), 2,275 items |
| Obstacles | Open (text) | 2,153 (97.5%) |
| Main scope (recipe) | Identified (content analysis) | 2,147 (97.2%), 2,147 items |
| Obstacle | Identified (content analysis) | 2,118 (95.9%), 3,763 items |
| Obstacle: capital | Closed (5 options) | 2,152 (97.5%) |
| Obstacle: infrastructure | Closed (5 options) | 2,153 (97.5%) |
| Obstacle: services | Closed (5 options) | 1,969 (89.2%)** |
| Obstacle: jobs | Closed (5 options) | 2,155 (97.6%) |
| Obstacle: competence | Closed (5 options) | 2,155 (97.6%) |
| Obstacle: networks | Closed (5 options) | 2,155 (97.6%) |
| Pandemic | Closed (5 options) | 1,481 (93.9%) |
| Pandemic | Open (text) | 726 (46.0%) |
| Impacts | Identified (content analysis) | 726 (46.0%), 790 items |

** NOTE: The question concerning the services was not included in the German inventory as a result of a technical problem.

All the results are presented by type of the dream area, which makes their profiling possible and depreciate the impact of sample selection bias.

3 Results

This section presents the results of the survey starting with some background information about the respondents, followed by contents of the dreams and their obstacles and finally presenting some observations of the impact of the Coronavirus pandemic on the responses.

It is worth of observing at the outset that the responses do not represent a balanced random sample of the European youth. Such proved out to be not within the limits of what is possible in RURALIZATION project. Rather, the responses represent a diversity of European youth living in diverse regional contexts. The results should not be generalised to the whole youth. Because of the methodology that was followed, sample selection bias is possible and probable. Not all regions could be accessed in a balanced way and for this reason, rural regions are overrepresented among the respondents (compared to the whole base population of the age group). It is well possible that also respondents as such indicate sample selection bias. As many methods of inviting respondents were used, those more tempted to think personal futures in general or rural futures in particular could have been more active in responding than some other young people. These reservations are not critical for the study, since the objective is not the make a forecast of the settlement systems in the future. Rather, the main interest is in the contents and obstacles of the dream by type of the destination.

Luckily, there was a rather large group of respondents dreaming about each of the six types of areas: city centres, city areas outside the centres, suburbs, rural areas close to cities, rural villages and remote rural areas. This made possible a comparative profiling of the regions as destinations of the dreams and profiling of the young people who are interested in specific types of areas.

3.1 Background information

Table 3 presents background information of the respondents. About 59% of the respondents were aged 18–24 years and 41% 25–30 years. The share of females was somewhat higher than the share of males: 58 % vs. 41%. About 46% of the respondents were students, 44% were employed, 7% were unemployed and 4% were out of labour force (e.g. parental leave or military service). About 9% of the respondents had some sort of entrepreneur status as a full-time entrepreneur, part-time entrepreneur or family member in family business.

Half of the respondents were singles, and another half had a partner. About 12% of the respondents had a child or children. About 42% of these young people were living with their parents, 31% were living with their partner and 17% were living alone; 10% were living with relatives or other people (e.g. other students). About 13% of the respondents had finished primary level education, 46% secondary level education and 39% tertiary level education.

About 97% of the respondents were born in their current country of residence and 3% in another country. About 52% of the respondents were born in the urban areas and 48% were born in the rural areas. Currently about 58% of them were living in the urban areas and 42%

in the rural areas. It is important to observe that these areas do not conform to the NUTS classification but manifest the characteristics of the living environment.

Table 3: Background information of the respondents

| Background information | Count | % |
|----------------------------------|-------|------|
| Age | | |
| 18–24 years | 1298 | 58.8 |
| 25–30 years | 910 | 41.2 |
| Average, years | 23.7 | |
| Gender | | |
| Female | 1283 | 58.1 |
| Male | 912 | 41.3 |
| Other | 10 | 0.5 |
| No information | 3 | 0.1 |
| Employment status | | |
| Employed | 969 | 43.9 |
| Salaried worker | 757 | 34.3 |
| Salaried worker and entrepreneur | 58 | 2.6 |
| Farm entrepreneur | 9 | 0.4 |
| Other entrepreneur | 45 | 2.0 |
| No information | 4 | 0.2 |
| Entrepreneur | 113 | 5.1 |
| Farm entrepreneur | 52 | 2.4 |
| Other entrepreneur | 61 | 2.8 |
| Family member in family business | 33 | 1.5 |
| Farm entrepreneur | 8 | 0.4 |
| Other entrepreneur | 7 | 0.3 |
| No information | 18 | 0.8 |
| No information | 8 | 0.4 |
| Student | 1004 | 45.5 |
| Unemployed | 153 | 6.9 |
| Out of labour force | 79 | 3.6 |
| No information | 3 | 0.1 |
| Family status | | |
| Single | 1092 | 49.5 |
| Have a partner | 1109 | 50.2 |
| No information | 7 | 0.3 |
| Children | | |
| No | 1934 | 87.6 |
| Yes | 263 | 11.9 |
| No information | 11 | 0.5 |

| Background information | Count | % |
|---|-------------|------------|
| Housing arrangement | | |
| Living alone (and possibly child/children) | 383 | 17.3 |
| Living with my partner (and possibly child/children) | 686 | 31.1 |
| Living with my parents (and possibly child/children) | 916 | 41.5 |
| Living with relatives or other people (and possibly child/children) | 218 | 9.9 |
| No information | 5 | 0.2 |
| Education, highest finished | | |
| Primary | 146 | 6.6 |
| Secondary | 1021 | 46.2 |
| Tertiary | 1002 | 45.4 |
| No information | 39 | 1.8 |
| Country of birth | | |
| In the current country of residence | 2138 | 96.8 |
| In another country | 68 | 3.1 |
| No information | 2 | 0.1 |
| Place of residence upon birth | | |
| City centre | 368 | 16.7 |
| City area outside the centre | 454 | 20.6 |
| Suburb in a city area | 314 | 14.2 |
| Rural area close to a city (commuting distance) | 336 | 15.2 |
| Rural village | 513 | 23.2 |
| Remote rural area | 209 | 9.5 |
| No information | 14 | 0.6 |
| Current place of residence | | |
| City centre | 473 | 21.4 |
| City area outside the centre | 523 | 23.7 |
| Suburb in a city area | 276 | 12.5 |
| Rural area close to a city (commuting distance) | 316 | 14.3 |
| Rural village | 469 | 21.2 |
| Remote rural area | 151 | 6.8 |
| TOTAL | 2208 | 100 |

NOTE: 9 respondents aged 15–17 years and 16 respondents aged 31–33 years are included in the figures.

Table 4 presents the respondents according to their current place of residence and place of residence upon birth per type of the area. It shows that as much as 65% of the respondents who currently live in a rural village are born in a rural village, indicating a high attachment to this type of living environment. The respective share in remote rural areas is 62%. The lowest shares, in turn, are found in city centres: only 34% of the respondents currently living in city centres are also born in city centres. This means that two thirds of the current city centre residents have migrated to the city centres for example to study there (many educational facilities are located in city centres). Half of the respondents still live in a same type of area where they were born and another half live in another type of area. About 30% of them have moved to a more urban region than their place of birth, whereas 20% have moved to a more rural region than their place of birth. This tendency is partly due to preferences and partly due to necessity as, for example, education facilities are not necessarily available in all regions.

Table 4: Respondents by place of residence upon birth and current place of residence, %

| Place of residence upon birth | Current place of residence | | | | | | Total |
|---|----------------------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | |
| City centre | 34 | 12 | 12 | 17 | 9 | 8 | 17 |
| City area outside the centre | 20 | 44 | 12 | 10 | 10 | 10 | 21 |
| Suburb in a city area | 12 | 13 | 49 | 11 | 3 | 5 | 14 |
| Rural area close to a city (commuting distance) | 11 | 9 | 12 | 52 | 6 | 7 | 15 |
| Rural village | 16 | 13 | 9 | 7 | 65 | 8 | 23 |
| Remote rural area | 7 | 7 | 7 | 3 | 4 | 62 | 9 |
| No information | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

3.2 Destinations of dreams in rural–urban space

The younger part of the age cohort (18–24 years) had generally more urban dreams than the older part (25–30 years). About 63–71% of the respondents who were dreaming about urban areas were aged 18–24 years. Average age of the respondents who dreamed about a city centre was 22.6 years and average age of those dreaming about remote rural areas was 24.8 years. This is a manifestation of the life-cycle effect: young people move into cities to study and possibly to find a partner and start a family; after this, the preferences of many of them turn more rural.

Women had a clearly higher preference than men for city areas outside the centre (64% vs. 35%) and rural areas close to a city (62% vs. 38%; Table 5). Men had a clearly higher preference than women for remote rural areas (58% vs. 42%).

Table 5: Age group and gender by dream place of residence, %

| | Current place of residence | | | | | | Total |
|------------------|----------------------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | |
| Age group | | | | | | | |
| 18-24 years | 71 | 63 | 63 | 57 | 52 | 46 | 59 |
| 25-30 years | 29 | 37 | 37 | 43 | 48 | 54 | 41 |
| Gender | | | | | | | |
| Female | 55 | 64 | 57 | 62 | 55 | 42 | 58 |
| Male | 44 | 35 | 41 | 38 | 45 | 58 | 41 |
| Other | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| No information | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

There was also an association between the employment status and destination of dreams (Table 6). While urban dreams were quite common among students and unemployed, the employed young people were more inclined to choose rural destinations for their dreams. More than half of the respondents dreaming about urban areas were students. As much as 57–58% of the young people dreaming about rural villages or remote rural areas were employed. Young people who were out of labour force had slightly above average shares of dreams attached to city areas outside the centre and rural villages.

Employment status as salaried worker or entrepreneur also made a difference. Rural dream destinations were much more common among the entrepreneurs than salaried workers. Rural dreams were more common both among farm entrepreneurs and other entrepreneurs than among salaried workers. About 13% of the respondents dreaming about remote rural areas were farm entrepreneurs and 7% were other entrepreneurs. The respective shares in the case of rural villages were 6% and 6%.

Table 6: Employment status and entrepreneur status by dream place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|----------------------------|-------------|--------------------|-----------------------|---|---------------|-------------------|------------|
| | City centre | outside the centre | | | | | |
| Employment status | | | | | | | |
| Employed | 30 | 31 | 38 | 48 | 58 | 57 | 44 |
| Student | 58 | 56 | 54 | 43 | 30 | 32 | 45 |
| Unemployed | 9 | 9 | 5 | 6 | 6 | 7 | 7 |
| Out of labour force | 3 | 5 | 2 | 3 | 5 | 4 | 4 |
| No information | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| Entrepreneur status | | | | | | | |
| Farm entrepreneur | 0 | 0 | 1 | 2 | 6 | 13 | 3 |
| Other entrepreneur | 4 | 5 | 4 | 5 | 6 | 7 | 5 |
| Not entrepreneur | 95 | 95 | 94 | 92 | 88 | 80 | 92 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Status as a single was associated with urban dreams, whereas having a partner was associated with more common rural dreams (Table 7). About 67% of the young people dreaming about city centres were single, whereas 56–58% of the ones dreaming about rural villages or remote rural areas had a partner.

Impact of the family status was even more distinctive if the respondent had a child or children (Table 7). In this case, only about 5–6% of the young people dreaming about city centres or suburbs had children, whereas 26% of the ones dreaming about remote rural areas had children. As a result, almost half of the respondents having children were dreaming about rural villages and remote rural areas. This also is a manifestation of life-cycle impact: rural dreams come with the age and family.

Relatedly, 24% of the young people dreaming about city centres were living alone (average 17%), whereas 46% of the ones dreaming about remote rural areas were living with a partner (average 31%). Rural villages were a common destination for the dreams also among the young people who were living with their parents (47%, average 41%). Young people living with relatives or other people (e.g. other students) had more often urban than rural dreams (Table 7).

Table 7: Family status and housing arrangement by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|---|-------------|------------------------------------|--------------------------|---|------------------|----------------------|------------|
| Family status | | | | | | | |
| Single | 67 | 48 | 54 | 48 | 44 | 42 | 49 |
| Have a partner | 32 | 52 | 46 | 52 | 56 | 58 | 50 |
| No information | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Children | | | | | | | |
| No | 94 | 89 | 94 | 88 | 84 | 74 | 88 |
| Yes | 5 | 10 | 6 | 11 | 16 | 26 | 12 |
| No information | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Housing arrangement | | | | | | | |
| Living alone (and possibly child/children) | 24 | 17 | 19 | 20 | 10 | 14 | 17 |
| Living with my partner (and possibly child/children) | 20 | 29 | 27 | 31 | 36 | 46 | 31 |
| Living with my parents (and possibly child/children) | 44 | 43 | 39 | 40 | 47 | 34 | 41 |
| Living with relatives or other people (and possibly | 12 | 11 | 14 | 9 | 7 | 5 | 10 |
| No information | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Primary level education as the highest completed level of education was associated with urban dreams: 8–12% of the young people who dreaming about city areas had only primary education completed (average 7%). City centres, city areas outside the centre and, especially, remote rural areas were common targets for the dreams among the respondents who had completed secondary level education (Table 8). About 55% of the respondents dreaming about remote rural areas had secondary level education completed (average 46%). Dreams targeted to rural areas close to cities and rural villages were profiled by respondents who had completed tertiary level education: 49–51% of the young people dreaming about these types of areas had tertiary level education completed (average 45%).

The country of birth also had an impact on the destination of the futures dreams. As much as 99% of the respondents who were dreaming about the remote rural areas were born in their current country of residence. At the other extreme, 5% of the young people who were dreaming about the city centres were born in another country (Table 8).

Table 8: Education and country of birth by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|-------------------------------------|-------------|------------------------------------|--------------------------|---|------------------|----------------------|------------|
| Education, highest completed | | | | | | | |
| Primary | 12 | 8 | 4 | 5 | 7 | 5 | 7 |
| Secondary | 50 | 48 | 46 | 42 | 44 | 55 | 46 |
| Tertiary | 36 | 42 | 45 | 51 | 49 | 38 | 45 |
| No information | 1 | 2 | 6 | 1 | 1 | 1 | 2 |
| Country of birth | | | | | | | |
| In the current count | 95 | 97 | 96 | 97 | 97 | 99 | 97 |
| In another country | 5 | 3 | 3 | 3 | 3 | 1 | 3 |
| No information | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The destination of the futures dreams was associated both to the place of birth and current place of residents in terms of the type of area (Table 9). The type of the dream area was the most common type of the birth area among all six types of areas. Type of the birth area has some predictive capacity for the dreams. Rural villages had 'strongest glue' as 53% of the young people who dreaming about these regions were born in similar (or even same) regions. At the other extreme, only 25% of the young people dreaming about suburbs or rural areas close to cities were actually born in the same type of regions.

There was a general tendency that people born in dreaming about urban futures were born in the urban areas and people dreaming about rural futures were born in the rural areas. About 69% of the young people dreaming about the urban areas (city centre, city area outside the centre or suburb) were also born in the urban areas. In a similar vein, about 61% of the young people dreaming about the rural areas (rural areas close to a city, rural villages or remote rural areas) were also born in the rural areas.

While looking at the association between the destination of the dreams and the current place of residence, the association turns out stronger. Again, the type of the dream area was the most common type of the living area among all six types of areas (Table 9). The type of the current living area has quite a strong predictive capacity for the dreams, stronger than the type of the birth area.

The clearly 'strongest glue' is found in rural villages: 62% of the respondents dreaming about rural villages were currently living in the rural villages. Compared to the place of birth, an evident selection effect has taken place: a larger share of the young people already lived in the dream type of area. The current type of living area was the dream type of area for 41% of the respondents, whereas the type of the birth area was the type of the dream area for 35% of the respondents. About 80% of the young people dreaming about urban futures were

already living in the urban areas and 60% of the young people dreaming about rural futures were already living in the rural areas.

Table 9: Place of residence upon birth and current place of residence by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|---|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Place of residence upon birth | | | | | | | |
| City centre | 34 | 17 | 15 | 15 | 13 | 8 | 17 |
| City area outside the centre | 23 | 38 | 21 | 16 | 11 | 13 | 21 |
| Suburb in a city area | 15 | 15 | 25 | 17 | 5 | 4 | 14 |
| Rural area close to a city (commuting distance) | 10 | 10 | 16 | 25 | 10 | 10 | 15 |
| Rural village | 14 | 14 | 16 | 20 | 53 | 22 | 23 |
| Remote rural area | 3 | 4 | 6 | 8 | 7 | 42 | 9 |
| No information | 1 | 1 | 1 | 0 | 1 | 0 | 1 |
| Current place of residence | | | | | | | |
| City centre | 48 | 24 | 20 | 22 | 9 | 9 | 21 |
| City area outside the centre | 25 | 45 | 27 | 19 | 9 | 9 | 24 |
| Suburb in a city area | 8 | 12 | 29 | 13 | 4 | 9 | 13 |
| Rural area close to a city (commuting distance) | 9 | 6 | 11 | 28 | 10 | 6 | 14 |
| Rural village | 9 | 11 | 11 | 13 | 62 | 22 | 21 |
| Remote rural area | 1 | 2 | 1 | 4 | 5 | 43 | 7 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Figure 6 illustrates the crossflows of the respondents between their current and dream type of area. The rural areas, especially, attract a significant part of their respondents to stay in the current type of region. If the dreams of the respondent were realised by now in terms of the type of regions, about 41% of the respondents would stay in their current type of region and 59% would move into a different type of region. The biggest crossflows would take place from the city centres to the rural areas close to cities (7% of the respondents), from the city areas outside the centre to the rural areas close to cities (6%), from the city centres to the city areas outside the centre (5%), from the suburbs to the rural areas close to cities (4%) and from the rural villages to the rural areas close to cities (4%). As a whole, rural areas close to cities and remote rural areas would gain in popularity and all other regions would lose in popularity. **This is not a forecast due to sample selection bias**, however, but indicated that a significant part (40%) of the potential future residents of the rural areas currently live in the urban areas whereas 60% already live in the rural areas. So, there is potential for the rural areas to attract new residents.

According to this profiling the most potential becoming rural residents would be older rather than young (within this age group), have a family, have at least secondary level education completed and have a job and status of an entrepreneur.

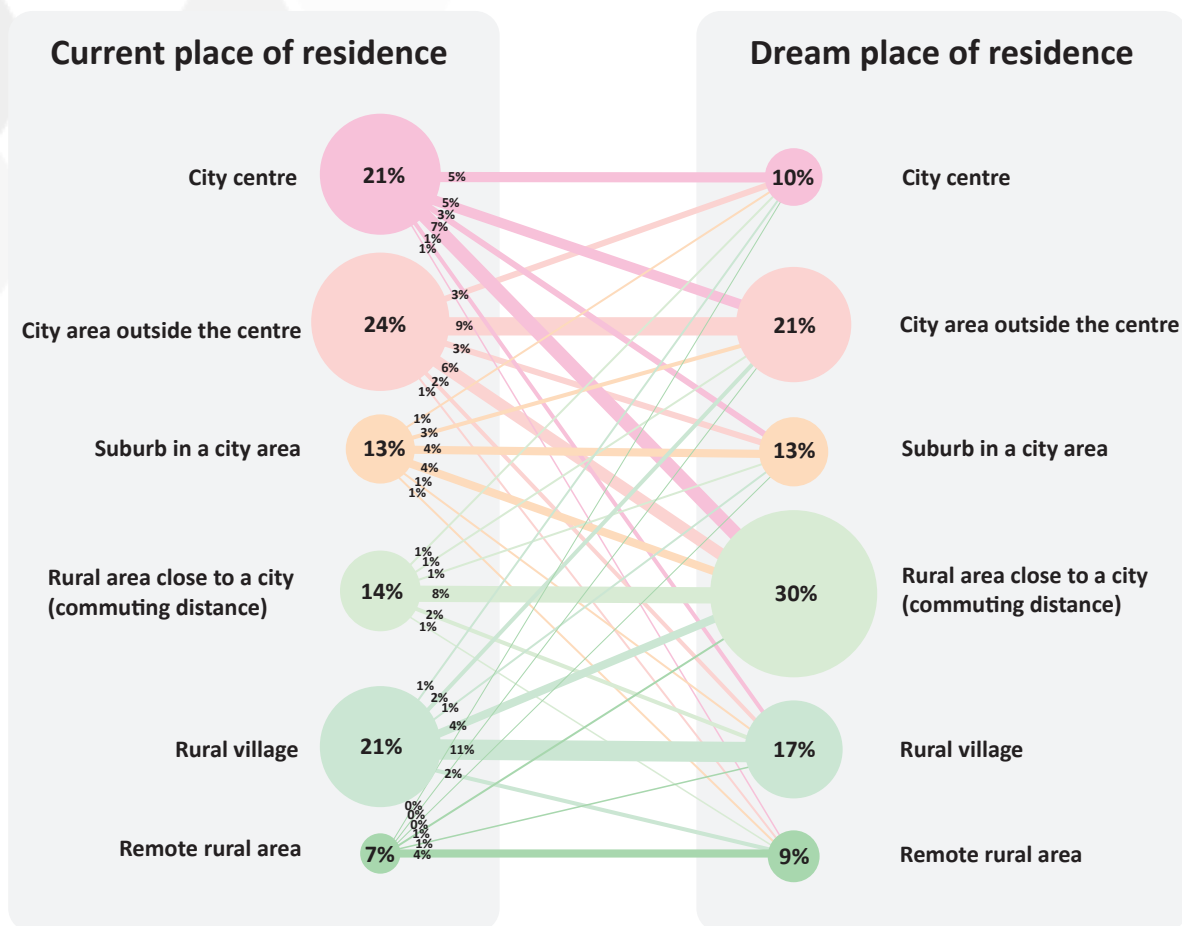


Figure 6: Respondents by type of the current place of residence and dream place of residence, % of all respondents

3.3 Livelihood recipe

The livelihood recipe described the futures dreams in the domain of livelihood: how the respondents would earn their living. A random sample of the livelihood recipes is presented in Figure 7. The profiles were logical and traditional. Many of the young people who were dreaming about living in the rural areas were also dreaming about employment in the primary sector – in agriculture, forestry or fishing (Table 10). Futures targeted to urban regions were characterised by common dreams in the tertiary sector in private or public services. Dreams related to employment in the secondary sector (manufacturing etc.) were most common among the young people who were dreaming about the rural areas close to cities or rural villages. As a whole, 10% of the respondents were dreaming about earning their livelihood in the primary sector, 5% in the secondary sector and 67% in the tertiary sector; 18% of the responses did not specify any economic sector as a source of livelihood.

D4.3 DREAM INVENTORY

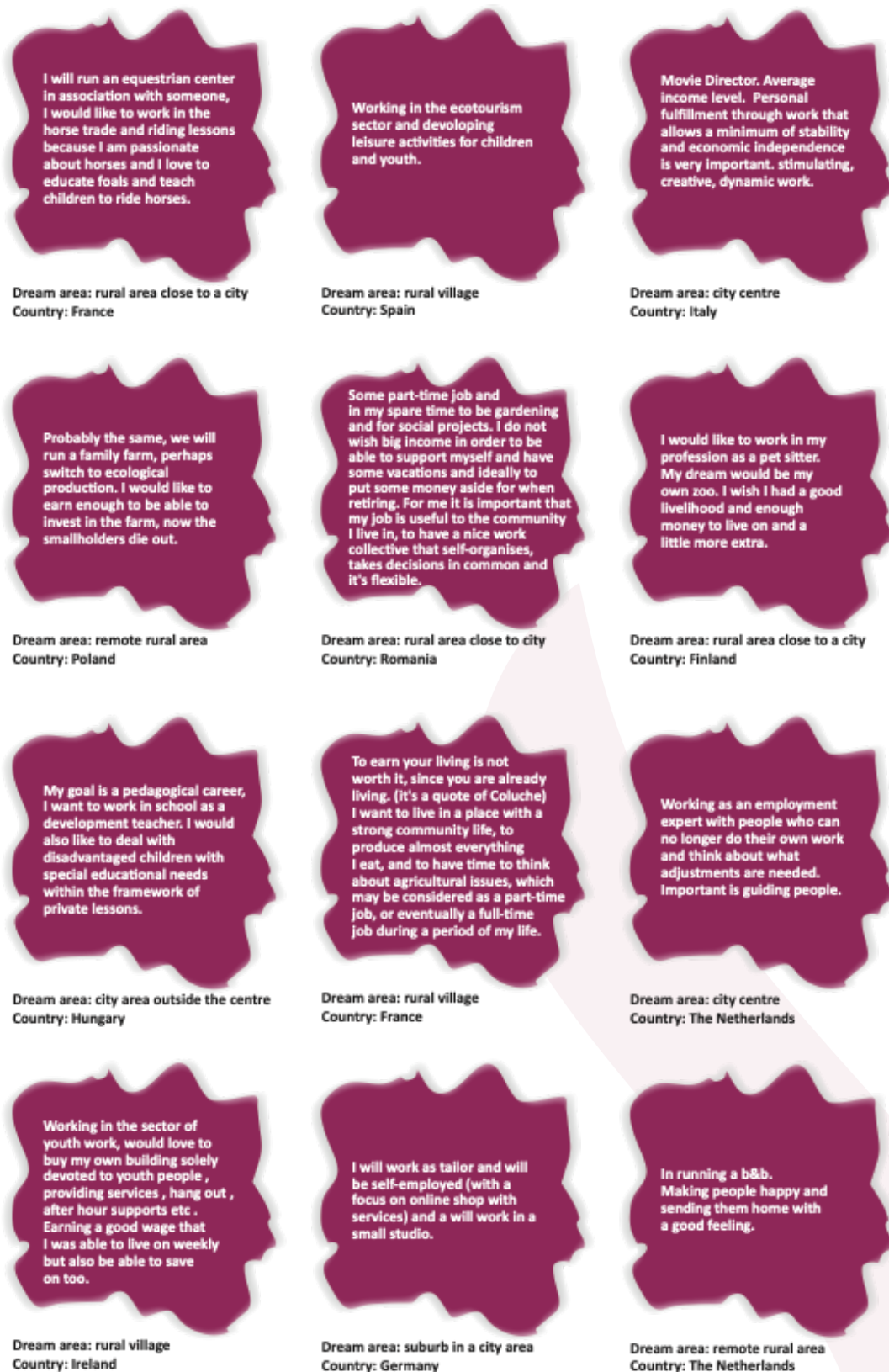


Figure 7: A random sample of the livelihood recipes

Table 10: Economic sector of the livelihood dream by dream place of residence, %

| | City area | | Rural area close to a city | Rural village | Remote rural area | Total |
|------------------|-------------|------------------------------|--|---------------|-------------------|-------|
| | City centre | City area outside the centre | Suburb in a city area (commuting distance) | | | |
| Primary sector | 2 | 2 | 3 | 10 | 19 | 33 |
| Secondary sector | 2 | 5 | 5 | 6 | 6 | 2 |
| Tertiary sector | 77 | 74 | 71 | 66 | 63 | 46 |
| Not specified | 19 | 20 | 22 | 18 | 12 | 19 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

A more careful look at the economic activities included in the livelihood dream is presented in Table 11. Agriculture, forestry and fishing capture the primary sector employment with a growing share toward the rural destinations. Within the secondary sector, manufacturing was the most preferred source of livelihood. About 4% of the respondents who were dreaming about settling down to the rural areas close to cities or to the rural villages were dreaming about employment in manufacturing – less in the other types of dream areas.

Among the (primarily) private services, the popularity of information and communication, financial and insurance activities, professional activities and administrative services profiled the dreams of those respondents who had city centre as their dream destination. Dreams of those young people who indicated preference for city areas outside the centre were profiled by trade, professional and administrative services. Further on, livelihood recipes by the respondents who were attached to suburbs were profiled by information and communication services and professional services (Table 11). Most of these ‘profilers’ – more popular contents of the dreams than in the average – of the urban areas are, in essence, immaterial rather than material services.

The livelihood dreams targeted to rural villages were profiled by trade, transport, accommodation and food services and administrative services. Finally, the profilers of the remote rural areas included accommodation and food services and financial and insurance services. Most of these profilers manifested material rather than immaterial services. Many of them also relate to local services or tourism.

Among the (primarily) public services, dreams targeted to city centres were the only ones which were profiled by the public administration as the source of livelihood. The dreams targeted to city centres and city areas outside the centre were both profiled by arts, entertainment and recreation as well as ‘other’ service activities including e.g. associations, trade unions, religious and political organisations and repair services. Dreams targeted to suburbs were profiled by education, human health and social services – the same applies to dreams targeted to rural areas close to cities. The dreams targeted to rural villages were profiled by education as the source of livelihood (Table 11). As a whole, the dreams targeted to areas having both urban and rural features or influence (suburbs, rural areas close to cities and rural villages) were characterised by the popularity of basic services: education, health

and social welfare. Concomitantly, the dreams targeted to clearly urban areas were characterised by services related to leisure and civic society.

Strongest individual profilers were the popularity of professional, scientific and technical activities in the dreams targeted to city centres (20%), city areas outside the centre (18%) and suburbs (18%, average share 14%) as well as livelihood in arts, entertainment and recreation in dreams targeted to city areas outside the centre (9%, average share 5%).

Table 11: Economic activity of the livelihood dream by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|---|-------------|------------------------------------|--------------------------|---|------------------|----------------------|------------|
| Agriculture, forestry and fishing | 2 | 2 | 3 | 10 | 19 | 33 | 10 |
| Manufacturing | 1 | 3 | 3 | 4 | 4 | 1 | 3 |
| Electricity, gas, steam and air conditioning | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| Water supply; sewage, waste management and remediation activities | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Construction | 1 | 1 | 0 | 1 | 1 | 0 | 1 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 3 | 4 | 1 | 3 | 6 | 2 | 3 |
| Transportation and storage | 0 | 0 | 1 | 1 | 2 | 0 | 1 |
| Accommodation and food service activities | 2 | 3 | 2 | 2 | 4 | 5 | 3 |
| Information and communication | 9 | 6 | 9 | 4 | 3 | 5 | 6 |
| Financial and insurance activities | 3 | 1 | 1 | 0 | 1 | 2 | 1 |
| Real estate activities | 0 | 0 | 1 | 1 | 0 | 1 | 1 |
| Professional, scientific and technical activities | 20 | 18 | 18 | 12 | 10 | 9 | 14 |
| Administrative and support service activities | 2 | 2 | 1 | 1 | 2 | 0 | 1 |
| Public administration and defence; compulsory social security | 6 | 4 | 4 | 5 | 5 | 4 | 5 |
| Education | 6 | 8 | 11 | 10 | 11 | 2 | 9 |
| Human health and social work activities | 16 | 16 | 19 | 19 | 13 | 9 | 16 |
| Arts, entertainment and recreation | 7 | 9 | 2 | 5 | 3 | 3 | 5 |
| Other service activities | 3 | 3 | 1 | 2 | 1 | 1 | 2 |
| Not specified | 19 | 20 | 22 | 18 | 12 | 19 | 18 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Taking an even closer look at the livelihood dreams, the professions that were specified in the responses are listed in Annex 2 (top-20 professions highlighted). The professions are in line with the economic activities discussed above. For each of the areas there are some professions which are on the top-20 list in only one of the area types. For the city centre these are artist, investor and project manager. In the case of city areas outside the centre these specific professions include graphic designer, confectioner, hairdresser, journalist and musician. The specialities of the suburbs are interpreter and mechanic. In the rural areas close to a city the unique professions were rural developer and social educator and in the rural villages they were veterinarian, horse trainer, physiotherapist and catering provider. Finally, remote rural areas had several unique professions on the top-20 list: animal caretaker, animal-assisted therapist, data analyst, forestry work, professor, real estate agents and repairman. It is evident that not all young people who are dreaming about remote rural areas would be farmers.

In addition to the type of economic activity, the descriptions of the livelihood dreams were also analysed for the open-ended attributes. This resulted in 42 attributes shown in Table 12 and Figure 8. The most frequently mentioned attributed were related to reaching reasonable income (in 16% of the responses), good income (11%), entrepreneurship (9%), having a meaningful work and making an impact (8%) and having an interesting work (5%).

The long list of profilers of the livelihood dream attributes in the dreams targeted to city centres included good income, meaningful work, interesting work, stable job, balance of work and leisure, career, self-determination, social interaction, self-actualisation, appreciated work, international work environment, project work and travel for work. Respectively, the profilers of the dreams targeted to city areas outside the centre included good income, meaningful work, stable job, nice work community, creative work, challenge, appreciated work and being a responsible actor. Half of these profilers were the same as in the city centres. The third urban destinations of the dreams, the suburbs, were profiled by the following livelihood dream attributes: reasonable income, good income, meaningful work, helping others, nice work community, career, flexible work, communality, project work, being a responsible actor and short travel to work. Common profilers for all urban dreams included good income and meaningful work.

Attribute of the livelihood dreams targeted to rural areas close to cities that were more common than the average – the profilers – included interesting work, personal welfare, balance of work and leisure, remote work, being a responsible actor and short travel to work (Table 12). The village people were dreaming about livelihood which was characterised by entrepreneurship, versatile tasks, nature and environment, career, working with animals, remote work, communality and self-sufficiency. Finally, the dreams of the young people who were dreaming about the remote rural areas were characterised by good income, entrepreneurship, versatile tasks, nature and environment, balance of work and leisure, self-determination, working with animals, remote work, part-time work, self-sufficiency and working outdoors. Remote work or telework was the only common profiler for all rural dreams.

Taking a more abstract view, the level of income was an important attribute in the urban dreams. Living costs tend to be higher in urban areas than in rural areas and this might partly explain why income considerations are important. Stability of the work also bears similar connotations. Career and appreciation of the work – which reflect external evaluation and status – were more urban than rural attributes of the livelihood recipe (Table 12). Those young people willing to make an impact were more inclined to dream about urban than rural futures. International work environment and travel for work were also more common in urban than in rural futures. Apart from this, futures targeted to city areas outside the centres were flavoured by creative work and challenge typical for the ‘creative class’. Interestingly, futures dreams targeted to suburbs were characterised by a strong social profiler: helping others, nice work community and communality. Futures targeted to rural areas close to cities were profiled by several factors manifesting personal welfare and convenience: interesting work, personal welfare, balance of work and leisure, remote work or telework and short travel to work. Futures dreams targeted to rural villages and remote rural areas had a different tune. They were characterised by entrepreneurship, versatile tasks, working with or in the nature and the

environment, working with animals, remote work and self-sufficiency. In addition, self-determination, part-time work and working outdoors profiled dreams targeted to remote rural areas. Rural dreams were 'rural', indeed.

Strongest individual profilers were the popularity of entrepreneurship in the dreams targeted to rural villages (15%, average 9%), as well as popularity of entrepreneurship (13%, average 9%), versatile tasks (6%, average 3%) and working with animals (5%, average 2%) in dreams targeted to remote rural areas.

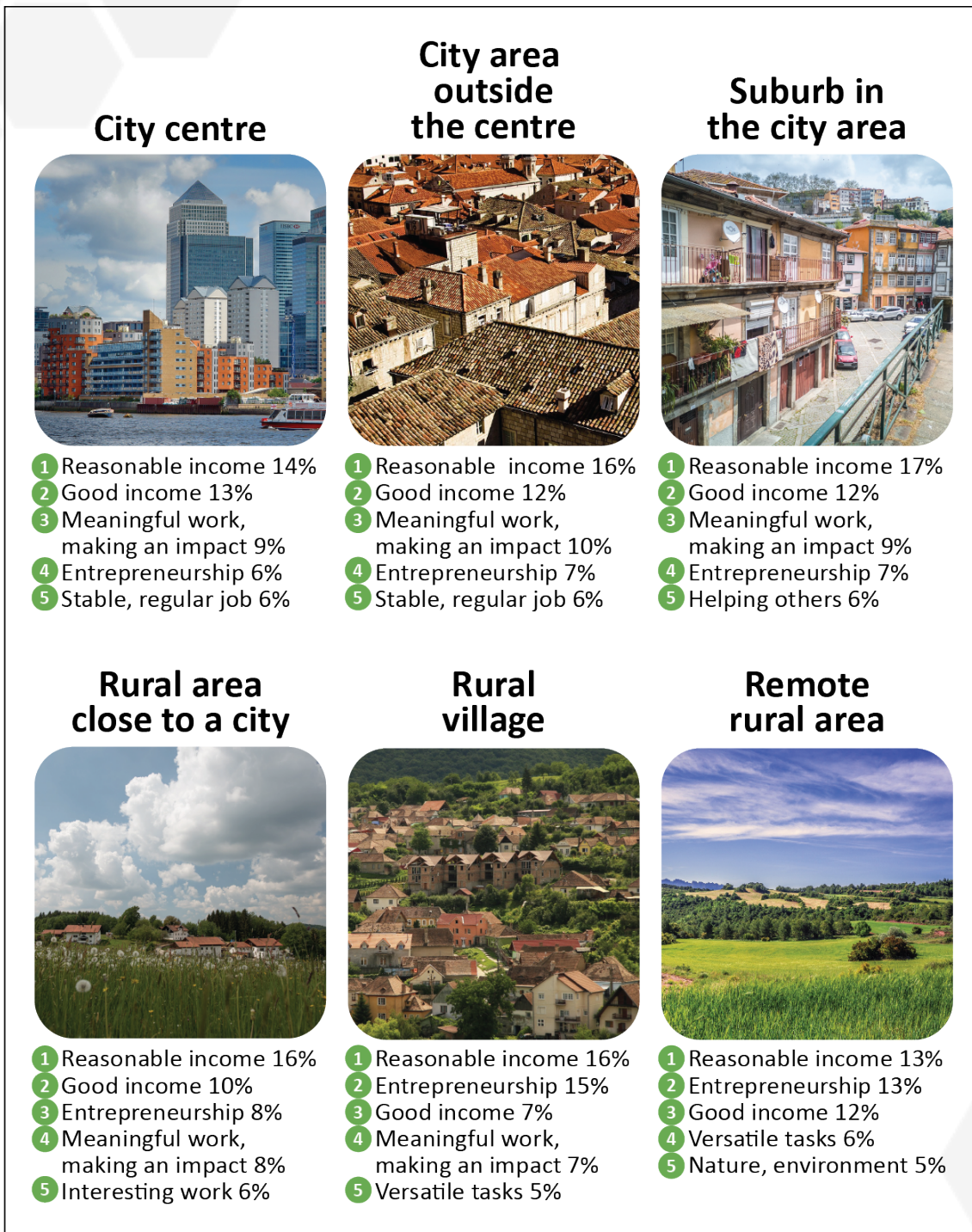


Figure 8: Top-5 attributes of the livelihood dream by dream place of residence, %

Table 12: Attributes of the livelihood dream by dream place of residence, %

| | City area | | | Rural area close to a city | | | Total |
|--|-------------|------------------------------|-----------------------|----------------------------|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Reasonable income | 14 | 16 | 17 | 16 | 16 | 13 | 16 |
| Good income | 13 | 12 | 12 | 10 | 7 | 12 | 11 |
| Entrepreneurship | 6 | 7 | 7 | 8 | 15 | 13 | 9 |
| Meaningful work, making an impact | 9 | 10 | 9 | 8 | 7 | 4 | 8 |
| Interesting work | 6 | 5 | 4 | 6 | 5 | 4 | 5 |
| Stable, regular job | 6 | 6 | 2 | 4 | 4 | 2 | 4 |
| Helping others | 4 | 3 | 6 | 4 | 4 | 1 | 4 |
| Nice work community | 2 | 5 | 5 | 3 | 3 | 1 | 4 |
| Versatile tasks | 2 | 3 | 2 | 3 | 5 | 6 | 3 |
| Personal welfare | 2 | 3 | 3 | 4 | 2 | 3 | 3 |
| Personal and/or professional development | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| Nature, environment | 2 | 1 | 2 | 3 | 4 | 5 | 3 |
| Balance of work and leisure | 3 | 2 | 2 | 3 | 1 | 3 | 2 |
| Career, high position | 3 | 2 | 4 | 2 | 3 | 2 | 2 |
| Flexible work terms and hours | 1 | 2 | 3 | 2 | 1 | 2 | 2 |
| Self-determination | 3 | 2 | 1 | 2 | 1 | 3 | 2 |
| Creative work | 2 | 3 | 1 | 2 | 1 | 1 | 2 |
| Social interaction | 3 | 1 | 2 | 2 | 2 | 1 | 2 |
| Challenge | 1 | 3 | 2 | 1 | 1 | 2 | 2 |
| Technology work | 2 | 1 | 2 | 2 | 2 | 1 | 2 |
| Working with animals | 0 | 0 | 0 | 1 | 4 | 5 | 2 |
| Remote work, telework | 1 | 1 | 1 | 2 | 2 | 3 | 1 |
| Part-time work | 1 | 1 | 1 | 1 | 1 | 2 | 1 |
| Self-actualisation | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| Appreciated work | 2 | 2 | 1 | 1 | 0 | 1 | 1 |
| Working with children and youngsters | 0 | 1 | 1 | 1 | 1 | 1 | 1 |
| International work environment | 2 | 1 | 0 | 1 | 0 | 0 | 1 |
| Doing by hands | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| Working abroad | 1 | 1 | 1 | 1 | 0 | 0 | 1 |
| Community | 0 | 0 | 1 | 0 | 1 | 0 | 0 |
| Project work | 1 | 0 | 1 | 0 | 0 | 0 | 0 |
| Responsible actor | 0 | 1 | 1 | 1 | 0 | 0 | 0 |
| Short travel to work | 0 | 0 | 1 | 1 | 0 | 0 | 0 |
| Travel for work | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Self-sufficiency | 0 | 0 | 0 | 0 | 1 | 1 | 0 |
| Routine work | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Freelance work | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Working outdoors | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Not place-bound work | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Working alone | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Outside labour market | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Moving because of work opportunities | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

As obvious, the employment status of a salaried worker was a more common dream in the urban futures (including the commuting areas) than in the rural futures (Table 13). A combination of salaried work and entrepreneurship was a slightly more common dream in the city areas outside the centre and in the rural villages than in the other types of areas (32% vs. 27–30%). Full-time entrepreneurship was most popular dream in the futures targeted to the rural villages and remote rural areas.

Table 13: Employment status of the livelihood dream by place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | | Rural village | Remote rural area | Total |
|----------------------------------|-------------|--------------------|-----------------------|---|------------|---------------|-------------------|-------|
| | City centre | outside the centre | | | | | | |
| Salaried worker | 53 | 51 | 60 | 54 | 41 | 35 | 50 | |
| Salaried worker and entrepreneur | 30 | 32 | 27 | 28 | 32 | 29 | 30 | |
| Entrepreneur | 16 | 16 | 13 | 18 | 28 | 36 | 20 | |
| Not specified | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

NOTE: Above average shares highlighted.

Farm entrepreneurship was naturally more common in the rural areas than in the urban areas (Table 14). Entrepreneurship in the other economic activities was most common in the city centres and city areas outside the centre, where 39–42% of the young people were dreaming about engaging to this type of entrepreneurship full-time or part-time. As much as 4% of the respondents were dreaming about being ‘urban farmers’.

Table 14: Entrepreneur status of the livelihood recipe by dream place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | | Rural village | Remote rural area | Total |
|-----------------------------------|-------------|--------------------|-----------------------|---|------------|---------------|-------------------|-------|
| | City centre | outside the centre | | | | | | |
| Farm entrepreneur | 4 | 4 | 5 | 11 | 20 | 34 | 12 | |
| Other entrepreneur | 39 | 42 | 33 | 34 | 35 | 30 | 36 | |
| Not entrepreneur or not specified | 56 | 54 | 62 | 55 | 44 | 35 | 52 | |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |

NOTE: Above average shares highlighted.

As a whole, the livelihood recipes of the dream futures included traditional and novel features. Earning ones living by working on the farms, in the nature, with the animals and by doing versatile tasks were traditional rural attributes of the livelihood. On the other hand, different types of urban areas exhibited some attributes that were specific to the particular area like very social, international and travel work for the city centres, creative work for the city areas outside the centres and communality for the suburbs. The diversity of the livelihood dreams is quite high, however. Contrary to traditional stereotypes, there are young people dreaming about farming or remote work in the urban areas and young people dreaming about making a career or being a professor in the remote rural areas. Except for agriculture, forestry and fishing as an economic activity – which is located to the rural areas – the differences in the dream profiles between the types of areas are not that big.

3.4 Accommodation recipe

The most important part of the accommodation recipe is the type of area where to settle. This was discussed already in Chapter 3.2 and it is the starting point of the analysis throughout the report.

Regarding other aspects of the accommodation recipe of the dream future, also the country for the place of residences was asked for (Table 15). About 87% of the respondents preferred their dream future to take place in the current country of residence and 13% in some other country. The young people who were dreaming about having a future abroad were most frequently dreaming about city areas outside the centre, city centres and remote rural areas. Young people dreaming about settling down in a rural village were most frequently dreaming about domestic futures.

Table 15: Country of the dream future by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|-------------------------------------|-------------|------------------------------------|--------------------------|---|------------------|----------------------|------------|
| Abroad | 15 | 24 | 9 | 12 | 7 | 15 | 13 |
| In the current country of residence | 85 | 76 | 91 | 88 | 93 | 85 | 87 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The most popular destinations of futures abroad were Canada (12%), United States (11%), Germany (10%), United Kingdom (7%) and Spain (6%). About 55% of the specified destination were EU Member States (Table 16). Respondents who were dreaming about futures in a city centre abroad were dreaming more frequently about specific counties compared to the average, for example United States, Germany, United Kingdom, Denmark, Czechia and several Asian countries. United States, Germany and United Kingdom were popular destinations also for futures in city areas outside the centre abroad along with the Netherlands, Switzerland, Poland and the Scandinavian countries. Further on, favourites of the respondents who were dreaming about suburbs included Canada, United States, United Kingdom, Spain, Australia, France, Norway, Austria, China, Croatia, Greece and Turkey – as such, several mountainous countries. Turning to more rural destinations of the dreams, popular countries among those who were dreaming about rural areas close to cities included for example Canada, Ireland, Norway, Iceland and some more distant countries. These countries have evidently something special to offer in these types of areas. Village people were dreaming more frequently than all respondents about Spain, Ireland, Japan, Austria, Italy, New Zealand, Romania and the Scandinavian counties, for example. Finally, the favourites among young people dreaming about remote rural areas included United States, Spain, the Netherlands, France, Iceland, Monaco, Portugal, Turkey, Estonia, Greenland, Nepal, Russia as well as Central American and Scandinavian countries. Interestingly, most of these countries have coastal or mountainous areas. The results provide some insights, quite vague though, to the characteristics of areas which attract foreign young people.

Table 16: Specified foreign countries of the dream futures, %

| | City area | | Rural area close to a city | | | | Total |
|-----------------------------|-------------|------------------------------|----------------------------|----------------------|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Canada | 9 | 12 | 17 | 14 | 8 | 0 | 12 |
| United States | 17 | 13 | 14 | 4 | 4 | 14 | 11 |
| Germany | 19 | 12 | 5 | 9 | 4 | 5 | 10 |
| United Kingdom | 11 | 9 | 12 | 4 | 0 | 0 | 8 |
| Spain | 0 | 3 | 7 | 6 | 16 | 14 | 6 |
| Australia | 4 | 4 | 10 | 4 | 0 | 0 | 4 |
| Netherlands | 4 | 8 | 2 | 2 | 0 | 5 | 4 |
| France | 2 | 1 | 5 | 3 | 4 | 14 | 4 |
| Ireland | 2 | 1 | 0 | 4 | 12 | 0 | 3 |
| Japan | 4 | 1 | 2 | 3 | 8 | 0 | 3 |
| Norway | 2 | 1 | 5 | 4 | 0 | 0 | 3 |
| Switzerland | 2 | 4 | 2 | 3 | 0 | 0 | 3 |
| Austria | 0 | 1 | 5 | 3 | 4 | 0 | 2 |
| Italy | 2 | 1 | 0 | 3 | 8 | 0 | 2 |
| Scandinavian countries | 0 | 1 | 2 | 2 | 4 | 5 | 2 |
| Denmark | 6 | 0 | 0 | 2 | 0 | 0 | 2 |
| Finland | 0 | 4 | 0 | 2 | 0 | 0 | 2 |
| New Zealand | 0 | 1 | 2 | 1 | 8 | 0 | 2 |
| Sweden | 2 | 3 | 0 | 2 | 0 | 0 | 2 |
| Asian countries | 4 | 0 | 0 | 1 | 0 | 0 | 1 |
| Central American countries | 0 | 1 | 0 | 1 | 0 | 5 | 1 |
| Iceland | 0 | 0 | 0 | 2 | 0 | 5 | 1 |
| Poland | 0 | 4 | 0 | 0 | 0 | 0 | 1 |
| South Korea | 2 | 1 | 0 | 1 | 0 | 0 | 1 |
| Belgium | 0 | 1 | 0 | 1 | 0 | 0 | 1 |
| China | 0 | 0 | 2 | 1 | 0 | 0 | 1 |
| Croatia | 0 | 0 | 2 | 1 | 0 | 0 | 1 |
| Czechia | 2 | 1 | 0 | 0 | 0 | 0 | 1 |
| European countries | 0 | 3 | 0 | 0 | 0 | 0 | 1 |
| Greece | 0 | 0 | 2 | 1 | 0 | 0 | 1 |
| Mainland European countries | 4 | 0 | 0 | 0 | 0 | 0 | 1 |
| Monaco | 2 | 0 | 0 | 0 | 0 | 5 | 1 |
| Portugal | 0 | 0 | 0 | 0 | 0 | 9 | 1 |
| Romania | 0 | 0 | 0 | 1 | 4 | 0 | 1 |
| Turkey | 0 | 0 | 2 | 0 | 0 | 5 | 1 |
| Andorra | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Brazil | 0 | 0 | 0 | 2 | 0 | 0 | 0 |
| Corsica (France) | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Curacao | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Dubai | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Estonia | 0 | 0 | 0 | 0 | 0 | 5 | 0 |
| Faroe Islands (Denmark) | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Greenland | 0 | 0 | 0 | 0 | 0 | 5 | 0 |
| Mali | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Morocco | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Nepal | 0 | 0 | 0 | 0 | 0 | 5 | 0 |
| New Caledonia (France) | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Oceanian countries | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Peru | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Philippines | 2 | 0 | 0 | 0 | 0 | 0 | 0 |
| Russia | 0 | 0 | 0 | 0 | 0 | 5 | 0 |
| South Africa | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| South American countries | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Southern European countries | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Tanzania | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Thailand | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Western African countries | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Turning to the open-ended question about the contents of the accommodation recipe, a random sample of the recipes is presented in Figure 9. The open-ended attributes of the accommodation recipe shed some light into the characteristics of the dream location (Table 17 and Figure 10). The most popular attributes related to the dream location were city nearby (17% of the specified attributes), in the countryside (11%), diverse local services available (10%), some local services available e.g. school, shop (9%) and peaceful location (8%). Different types of destinations for the dreams were profiled by different attributes. The respondents who were dreaming about the city centres had stronger than average preference for diverse local services (21% vs. 10%), location within a city (32% vs. 6%), availability of public transport services (6% vs. 5%) and having neighbours nearby (4%) – all very basic aspects of city life. The city areas outside the centre were profiled by popularity of having a city nearby, availability of diverse local services, having a peaceful location, being within a city, having nice neighbours and availability of public transport services. A new aspect compared to the city centre was evidently the amenity of the social fabric: having peace and comfort within the urban space. Further on, suburbs as destinations of the accommodation dream were profiled by having a city nearby, availability of diverse local services, availability of some local services, having a peaceful location, having nice neighbours, availability of public transport services, having neighbours nearby and living in a milieu which is good for the children. Compared to the other urban locations, the positive social fabric got more attention and the requirement for availability of local services was that high (for 10% of these people only 'some' local services would suffice).

Turning to the rural areas as destinations for the dreams, the profilers of the rural areas close to a city included the logical combination of having a city nearby while being in the countryside, location within or in a vicinity of a village or small town, having no neighbours too close, nearness of water (sea, lake, river) and having neighbours nearby. Besides being in the nature and close to waters, part of this group had a preference for living with people and another part had a preference for living without people, in a quiet and a bit isolated place. The village people had clear preferences: living in the countryside, having some (but not the whole set of) services available, living within nature or having nature nearby in a village or in a small town which is good for the children. The respondents who were dreaming about living in the remote rural areas wanted to live in the countryside, have some local services (e.g. shop, school) available nearby, live in the nature or have nature nearby, have no neighbours too close and have water nearby (sea, lake, river). Generally, the rural dreams were characterised by typical characteristics of the rural fabric: nature, own space and sufficiency of some basic local services. Peaceful location was not as highly ranked as in some urban locations, since it comes with the rural choice.

The most powerful single profilers – deviations from the average popularity of the attribute – were living in the countryside in the remote rural areas (39% vs. 11%), living within a city in the city centres (32% vs. 6%), living in a village or a small town in rural villages (22% vs. 7%), having diverse local services available in city centres (21% vs. 10%), having a city nearby in suburbs (27% vs. 17%), living in the countryside in rural villages (20% vs. 11%) and having no neighbours too close in the remote rural areas (13% vs. 4%). These attributers were of special importance for the young people who opted for these specific locations in their dreams.

D4.3 DREAM INVENTORY

Close to friends in a safe environment where (hopefully my own) children can grow up safely. Preferably close to a city, now 15 minutes away and is totally fine!
A house by the water with private boat on your doorstep, a spacious garden and nice neighbours.

Dream area: rural area close to a city
Country: The Netherlands

In a city apartment, with a balcony or terrace, downtown, walking access to basic services, public transport.
Motivation: I grew up in the city and I don't see myself living anywhere else all year round.

Dream area: city centre
Country: France

By the ocean, rural Ireland, near a village, and bus route to a city. Small cosy house with a large garden for vegetables and animals.

Dream area: remote rural area
Country: Ireland

I would like to live somewhere free from pollution, a place which is respectful with the environment and with strong cultural roots and local festivities and where I can find a supportive and caring environmental among neighbours and friends.

Dream area: rural village
Country: Spain

I want to live in a larger city in a centrally located flat in a quarter with residential blocks, ideally with rooftop or garden. Gastronomy and leisure time activities in walking distance, accessibility of public transport, road greening and proximity to parks are important to me.

Dream area: city centre
Country: Germany

I would prefer to live on the outskirts of a city or the suburb of a (big) city. For me, accessibility (by public transport) plays an important role. Amenities for daily needs and local recreation should be available nearby. Leisure and cultural facilities, the workplace and supply facilities with a periodic needs should be easily accessible, but do not have to be near my place of residence.

Dream area: suburb in a city area
Country: Germany

I would like to live in an isolated, quiet place, without all the hustle and bustle of the city. I would like to live in one of those ancient country houses.

Dream area: remote rural area
Country: Italy

Preferably I would like to live in the countryside fairly peripheral surroundings. As long as the trade and services would locate in approx. 10 kilometers. Neighbours preferably not at all.

Dream area: remote rural area
Country: Finland

I want to live in a green area, in a quiet area, which is still part of the city, the services should be up to 10 minutes away. As it is now, I want to have a good relationship with my neighbors in 15 years.

Dream area: city area outside the centre
Country: Hungary

I have a land 15 km away from a city, under the mountains and I am planning to build a unifamily house in a quiet place and a lot of green area around.

Dream area: rural area close to a city
Country: Romania

Suburbs, a one-storey house with a small garden in a peaceful neighbourhood, families with children as neighbours, basic services nearby.

Dream area: suburb in a city area
Country: Poland

I would live in an average large house near the city, with services not too far from my home, with neighbors understandable and not too rigid, in a place that is not too chaotic.

Dream area: city area outside the centre
Country: Italy

Figure 9: A random sample of the accommodation recipes



Figure 10: Top-5 attributes of the location in the accommodation dream by dream place of residence, %

Table 17: Attributes of the location in the accommodation dream by dream place of residence, %

| | City area | | | Rural area close to a city | | Remote rural area | Total |
|---|-------------|------------------------------|-----------------------|----------------------------|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | (commuting distance) | Rural village | | |
| City nearby | 9 | 24 | 27 | 20 | 6 | 3 | 17 |
| In the countryside | 1 | 1 | 2 | 14 | 20 | 39 | 11 |
| Diverse local services available | 21 | 14 | 11 | 8 | 5 | 1 | 10 |
| Some local services available (e.g. shop, school) | 5 | 9 | 10 | 9 | 11 | 11 | 9 |
| Peaceful location | 4 | 10 | 9 | 7 | 7 | 8 | 8 |
| Nature nearby or within nature | 6 | 7 | 7 | 7 | 8 | 9 | 7 |
| Village or small town | 2 | 3 | 4 | 8 | 22 | 2 | 7 |
| Within a city | 32 | 9 | 3 | 1 | 1 | 0 | 6 |
| Nice neighbours | 5 | 8 | 7 | 5 | 5 | 4 | 6 |
| Public transport services | 6 | 7 | 8 | 4 | 2 | 1 | 5 |
| No neighbours too close | 1 | 1 | 2 | 5 | 3 | 13 | 4 |
| Water (sea, lake, river) nearby | 2 | 2 | 3 | 5 | 3 | 5 | 3 |
| Neighbours nearby | 4 | 3 | 4 | 4 | 3 | 3 | 3 |
| Good for children | 1 | 2 | 3 | 2 | 3 | 1 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The respondents described also the attributes related to their housing in the open answers. Analysis of these results is provided in Table 18 and Figure 11. The most common contents of these dreams were living in a detached house (50%), having a garden (14%) and living in an apartment (8%). Again, different destinations of the dreams had different profiles. The respondents who were dreaming about living in the city centre were most often dreaming about living in an apartment, living in a modern house and having a second home, villa or cottage. The young people who wanted to live in the city area outside the centre had higher than average preference for a garden, apartment, terraced house, semi-detached house, modern house and second home, villa or cottage. Futures in the suburbs were profiled by the popularity of small house, own yard, terraced house and semi-detached house. To sum up, city futures were characterised by city houses (apartments), modern houses and an option for a rural second residence (by a very small part of the group, though). Terraced houses and semi-detached houses were most popular in the urban areas outside the city centres. Popularity of the garden was the specialty of city areas outside the centre and small house with own yard the specialty of suburbs.

The housing preferences in the rural futures were very different from the urban futures (Table 18). Futures in the rural areas close to the cities were profiled by the popularity of a detached house, own yard, possibility to keep animals (horses, dogs, hens etc.), large yard, environmentally friendly housing (e.g. solar panels, energy labels) and old house. These people would want to live genuine rural life in the vicinity of urban areas. The village people would prefer detached house, garden, small house, large house, farmhouse, garage or barn, semi-detached house and old house. Apart from the popularity of detached house, the popular housing preferences of the villagers were quite diverse. It seems that these people often need places for their chores: a garden, a garage or a barn. The specific profile of the

housing preferences destined to the remote rural areas included small house, own yard, large house, possibility to keep animals, farmhouse, garage or barn and environmentally friendly housing. Generally, the rural housing dreams were characterised by space for activities outside the house (garden, yard, garage, barn), tradition (farmhouse, old house), possibility to keep animals and environmentally friendly housing.

The strongest individual profilers among the housing preferences were the popularity of apartment in the futures targeted to the city centres (35%, average 8%), farmhouse in the futures targeted to the remote rural areas (13%, average 3%), apartment in the futures targeted to the city areas outside the centre (15%, average 8%) and detached house in the futures targeted to the rural areas close to cities (56%, average 50%).

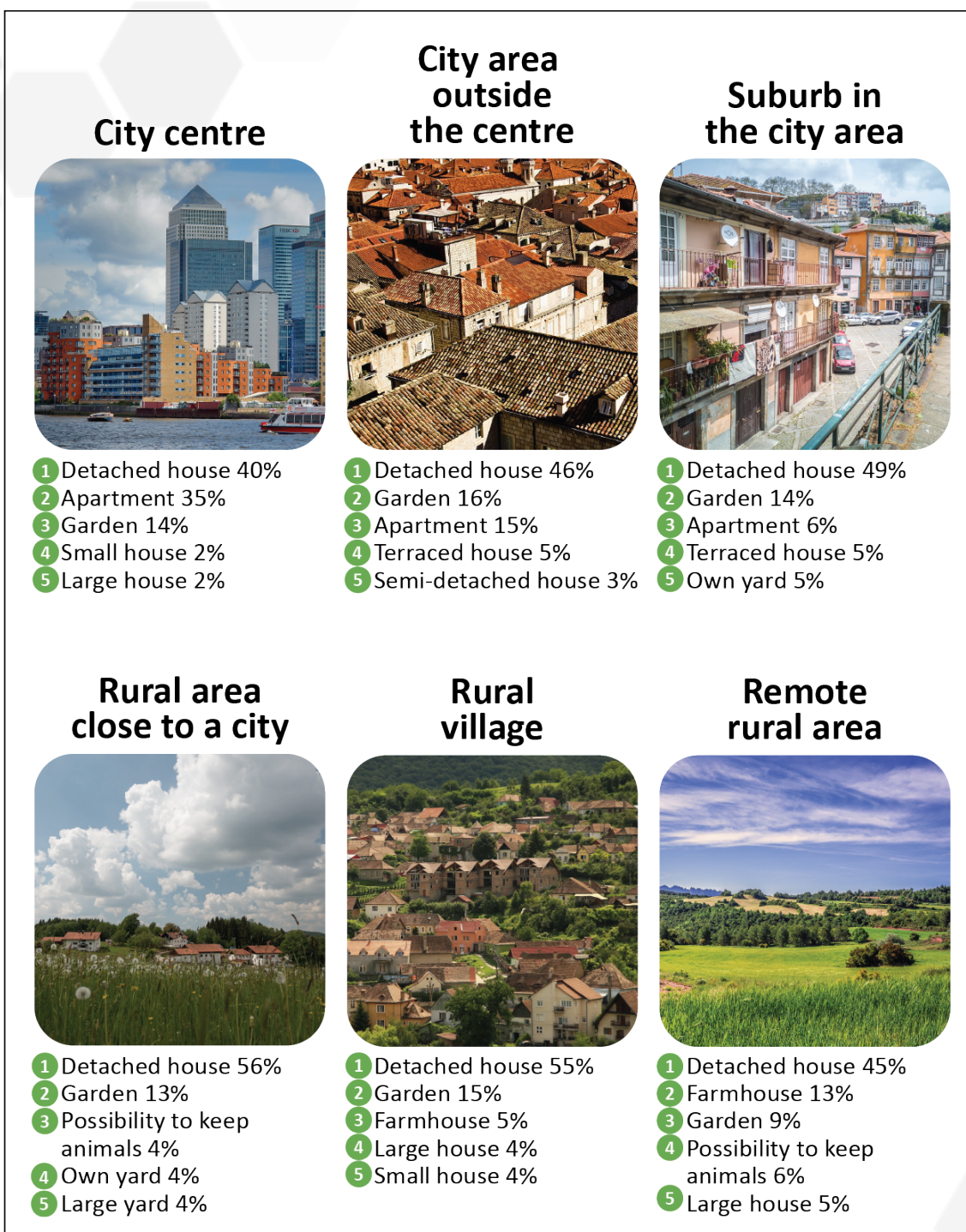


Figure 11: Top-5 attributes of the house in the accommodation dream by dream place of residence, %

Table 18: Attributes of the house in the accommodation dream by dream place of residence, %

| | City area | | | Rural area close to a city | | | Total |
|--------------------------------------|-------------|--------------------|-----------------------|----------------------------|---------------|-------------------|------------|
| | City centre | outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Detached house | 40 | 46 | 49 | 56 | 55 | 45 | 50 |
| Garden | 14 | 16 | 14 | 13 | 15 | 9 | 14 |
| Apartment | 35 | 15 | 6 | 2 | 2 | 1 | 8 |
| Small house | 2 | 2 | 4 | 3 | 4 | 5 | 3 |
| Own yard | 0 | 2 | 5 | 4 | 1 | 4 | 3 |
| Large house | 2 | 2 | 2 | 3 | 4 | 5 | 3 |
| Possibility to keep animals | 0 | 1 | 3 | 4 | 3 | 6 | 3 |
| Farmhouse | 0 | 0 | 1 | 2 | 5 | 13 | 3 |
| Large yard | 0 | 2 | 3 | 4 | 1 | 3 | 3 |
| Terraced house | 2 | 5 | 5 | 1 | 1 | 0 | 2 |
| Garage or barn | 0 | 1 | 1 | 1 | 4 | 3 | 2 |
| Environmental friendly housing | 1 | 1 | 1 | 2 | 1 | 3 | 1 |
| Semi-detached house | 0 | 3 | 3 | 1 | 2 | 0 | 1 |
| Modern house | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| Old house | 0 | 1 | 1 | 2 | 2 | 1 | 1 |
| Also a second home, villa or cottage | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

As a conclusion, the accommodation dreams included both expected and novel features. The urban futures were characterised by urban housing types and availability of diverse local services, as could be expected. But also, a peaceful location and a nice neighbourhood was quite highly preferred in the urban futures. As expected, the rural futures were characterised by genuine rural features like nature, tradition, animals and own space. What is also worth of noting is that young people dreaming about the rural destinations do not expect a large diversity of local services but are quite happy with only some important local services.

3.5 Lifestyle recipe

Lifestyle of the dream future was described in open answers. A random sample of the lifestyle recipes is presented in Figure 12. Analysis of the responses suggested that they described two essential parts of the lifestyle: hobbies and value orientation or behavioural tendency. Most of the respondents also reported that they want to spend time with friends and loved ones and most of them also wanted to have a family with children if not already had one. About 71% of the respondents specified some hobbies, 72% specified some value orientation or behavioural tendency and 97% of the respondents specified the lifestyle recipe.

Regarding the hobbies (Table 19, Figure 13), the top-5 hobbies included sports and exercise (29% of responses), enjoying the outdoors and nature by hiking, cycling, walking etc. (13%), travelling (7%), going out for shopping, coffee, dinner, pub, movies etc. (7%) and having animals: horses, dogs, cats etc. (7%). Rather popular hobbies included also creative hobbies like visual arts, writing, photography, theatre etc. (6%), gardening (6%), community activities (scouting, church, associations, clubs etc.; 6%), music (4%) and reading (4%). Less frequent hobbies were cultural affairs (3%), gaming (2%), cars, motorbikes, machines and motoring (1%), cooking (1%), sailing or boating (1%) as well as fashion, clothing and beauty (0.4%).

Profilers of the different types of dream destinations – deviations from the average of all destinations – were quite strong in the case of the preferred lifestyle. Dreams targeted to the city centres were profiled by the popularity of sports and exercise, travelling, going out, creative hobbies, cultural affairs as well as beauty, clothing and fashion. Profilers of the city areas outside the centres included sports and exercise, travelling, going out, music as well as fashion, clothing and beauty. Suburbs were profiled by sports and exercise, creative hobbies, music, reading, gaming and cooking.

Popular rural hobbies were rather different from the urban ones (Table 19). Respondents who were dreaming about the rural areas close to cities were dreaming about enjoying the nature, animals and garden more often than all respondents. The village people were dreaming about the same hobbies plus community activities, cars, motorbikes, machines and motoring as well as fashion, clothing and beauty. The remote rural areas were profiled by the same hobbies as the rural villages excluding fashion, clothing and beauty.

The single most significant profilers (deviations from the average of all regions) included the popularity of outdoors in the remote rural areas (22%, average 13%), sports and exercise in the city areas outside the centre (34%, average 29%), going out in the city centres (13%, average 7%), animals in the remote rural areas (12%, average 7%) and community activities in the rural villages (11%, average 6%).

Taken together, futures dreams targeted to the urban areas were characterised by popularity of sports and exercise, travelling, going out (shopping, coffee, dinner, pub, movies, concerts), creative hobbies (visual arts, writing, photography, theatre), music as well as fashion, clothing and beauty. Rural futures were profiled by the popularity of enjoying the outdoors and nature (hiking, cycling, walking, swimming), animals, gardening as well as cars, motorbikes, machines and motoring. The young people dreaming about these destinations expects that the regions will offer fabrics that are suitable especially for these activities.

D4.3 DREAM INVENTORY

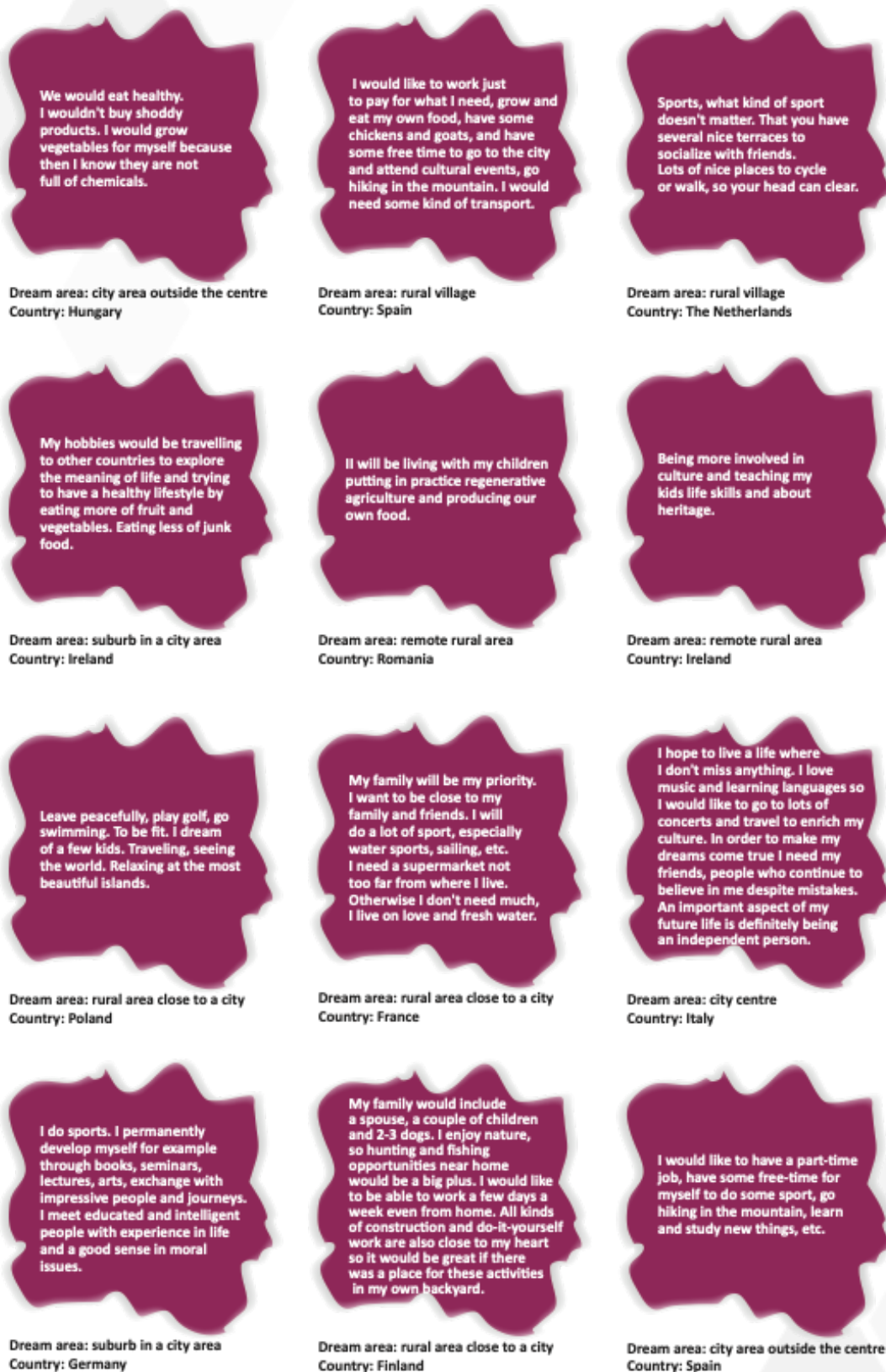


Figure 12: A random sample of the lifestyle recipes



Figure 13: Top-5 attributes of the hobbies in the lifestyle dream by dream place of residence, %

Table 19: Attributes of the hobbies in the lifestyle dream by dream place of residence, %

| | City area | | | Rural area close to a city | | | Total |
|---|-------------|--------------------|-----------------------|----------------------------|---------------|-------------------|------------|
| | City centre | outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Sports, exercise | 33 | 35 | 34 | 28 | 24 | 22 | 29 |
| Enjoying the outdoors and nature: hiking, cycling, walking | 10 | 10 | 11 | 14 | 15 | 22 | 13 |
| Travelling | 12 | 12 | 8 | 9 | 5 | 6 | 9 |
| Going out for shopping, coffee, dinner, pub, movies | 13 | 8 | 6 | 7 | 6 | 5 | 7 |
| Animals | 4 | 4 | 6 | 9 | 8 | 12 | 7 |
| Creative hobbies: visual arts, writing, photography, theater | 8 | 6 | 9 | 6 | 6 | 4 | 6 |
| Garden | 1 | 4 | 4 | 8 | 10 | 9 | 6 |
| Community activities | 3 | 4 | 4 | 6 | 11 | 8 | 6 |
| Music | 3 | 5 | 5 | 3 | 3 | 2 | 4 |
| Reading | 4 | 4 | 5 | 3 | 3 | 3 | 4 |
| Cultural affairs | 4 | 3 | 1 | 3 | 3 | 1 | 3 |
| Gaming | 2 | 2 | 3 | 1 | 1 | 1 | 2 |
| Cars, motorbikes, machines, motoring | 1 | 1 | 1 | 1 | 3 | 3 | 1 |
| Cooking | 1 | 1 | 2 | 1 | 1 | 1 | 1 |
| Sailing, boating | 1 | 0 | 0 | 1 | 0 | 1 | 1 |
| Fashion, clothing and beauty | 1 | 1 | 0 | 0 | 1 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The top-5 value orientations and behavioural tendencies which were reported in the lifestyle dreams were ordinary lifestyle with work and leisure (17%), personal development (learning new things and improving one's performance and competence either in the private or professional life; 13%), balance of work, leisure and family life (12%), green, peaceful, open environment (7%) and healthy lifestyle (7%). Rather popular were also sustainable lifestyle (sustainable food, energy, transportation, consumption patterns; 5%), entrepreneurial orientation (4%), political, societal or community activities (3%), self-sufficiency in food and/or energy (3%), calm, quiet, slow lifestyle (3%), independence and freedom (3%) as well as life without money worries (the need to count money every day; 3%). The diversity of the value orientations and behavioural tendencies was high as 25 different topics were identified in the responses (Table 20, Figure 14).

Again, different destinations for the dreams were profiles by to popularity of specific value orientations and behavioural tendencies. The city centres were profiled by ordinary lifestyle, by calm, quiet, slow lifestyle, by valuing local food and services, by successful life in terms of business, career or wealth, by eventful lifestyle, by responsible lifestyle (being a responsible parent, citizen, partner, role model etc.), by regular lifestyle (having routines, schedules, order, guidelines etc.) and by acceptance of diversity (one is being accepted by the others). Except for the popularity of ordinary lifestyle, the profilers of the dreams destined to the city areas outside the centre were all different: personal development, healthy lifestyle, high work orientation, helping others and homing. Further on, the profilers of the suburbs included personal development, healthy lifestyle, sustainable lifestyle, independence and freedom,

social orientation and interaction, responsible lifestyle as well as spiritual lifestyle (including religious lifestyle).

Turning to the rural dreams, the rural areas close to cities were profiled by the popularity of ordinary lifestyle, balance of work, leisure and family life, green, peaceful, open environment, entrepreneurial orientation, political societal or community activities, high work orientation, homing, responsible lifestyle and living with little stuff and sharing. Popularity of the following value orientations or behavioural tendencies were more common among those respondents who were dreaming about the rural villages than among all respondents: green, peaceful, open environment, entrepreneurial orientation, political, societal or community activities, self-sufficiency, valuing local food and services, social orientation and interaction as well as acceptance of diversity. Profilers of the remote rural areas included green, peaceful, open environment, sustainable lifestyle, entrepreneurial orientation, self-sufficiency, calm, quiet, slow lifestyle, valuing local food and services, high work orientation, simple lifestyle and spiritual lifestyle (Table 20).

The single most powerful profilers (deviation from the average) were the popularity of ordinary lifestyle with work and leisure in the city centres (23%, average 17%), personal development in the suburbs (19%, average 13%) and city areas outside the centre (18%, average 13%), entrepreneurial orientation in the remote rural areas (10%, average 4%), self-sufficiency in the remote rural areas (9%, average 3%), green, peaceful, open environment in the rural villages (11%, average 7%) and successful life in the city centres (6%, average 2%).

Taking a synthetic view, the value orientations and behavioural tendencies that characterised the lifestyles of the urban dreams were quite mixed but outstanding: having an ordinary lifestyle with work and leisure, being dedicated to personal development, having a healthy lifestyle, living successful life, experiencing eventful life and having a regular lifestyle. Many of these can be attached to the urban life and social fabric. The same applies to the characteristic value orientations and behavioural tendencies in the rural futures: living in green, peaceful, open environment, having an entrepreneurial orientation, reaching for self-sufficiency and valuing local food and services.



Figure 14: Top-5 attributes of the value orientations and behavioural tendencies in the lifestyle dream by dream place of residence, %

Table 20: Attributes of the value orientations and behavioural tendencies in the lifestyle dream by dream place of residence, %

| | Rural area close to a city | | | | | | Total |
|---|----------------------------|------------------------------|-----------------------|----------------------|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Ordinary lifestyle, work and leisure | 23 | 19 | 16 | 18 | 16 | 12 | 17 |
| Personal development | 13 | 18 | 19 | 11 | 9 | 8 | 13 |
| Balance of work, leisure and family life | 11 | 12 | 14 | 15 | 9 | 8 | 12 |
| Green, peaceful, open environment | 5 | 4 | 4 | 8 | 11 | 8 | 7 |
| Healthy lifestyle | 7 | 10 | 8 | 5 | 6 | 5 | 7 |
| Sustainable lifestyle | 3 | 4 | 6 | 5 | 5 | 8 | 5 |
| Entrepreneurial orientation | 4 | 2 | 3 | 5 | 5 | 10 | 4 |
| Political, societal or community activities | 2 | 3 | 2 | 4 | 5 | 3 | 3 |
| Self-sufficiency | 0 | 1 | 1 | 3 | 6 | 9 | 3 |
| Calm, quiet, slow lifestyle | 5 | 3 | 3 | 3 | 3 | 4 | 3 |
| Independence, freedom | 3 | 3 | 4 | 2 | 3 | 5 | 3 |
| Life without money worries | 2 | 3 | 3 | 2 | 3 | 2 | 3 |
| Valuing local food and services | 3 | 1 | 1 | 2 | 5 | 3 | 2 |
| High work orientation | 2 | 3 | 1 | 3 | 2 | 3 | 2 |
| Successful life: business, career, wealth | 6 | 2 | 2 | 1 | 1 | 2 | 2 |
| Helping others | 1 | 3 | 2 | 2 | 2 | 0 | 2 |
| Simple lifestyle | 2 | 1 | 1 | 1 | 2 | 3 | 2 |
| Eventful lifestyle | 4 | 2 | 1 | 2 | 1 | 0 | 2 |
| Social orientation, interaction | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| Homing | 1 | 2 | 0 | 2 | 1 | 1 | 1 |
| Responsible lifestyle | 2 | 1 | 2 | 2 | 1 | 1 | 1 |
| Living with little stuff, sharing | 1 | 1 | 1 | 2 | 1 | 0 | 1 |
| Spiritual lifestyle | 0 | 1 | 2 | 1 | 1 | 2 | 1 |
| Regular lifestyle | 3 | 1 | 1 | 0 | 1 | 0 | 1 |
| Acceptance of diversity | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

3.6 Obstacles

The obstacles in realising the dreams identified by the respondents were captured by an open question and a set of closed questions after it. What has to be noted is that the obstacles identified by the respondents refer to problems that exist right now, but also anticipated problems that can potentially occur on the way to achieving the dream. A random sample of the descriptions of the obstacles is presented in Figure 15. Regarding the open answers, the scope of the obstacles was identified first as to whether the obstacles were primarily related to the livelihood, accommodation or lifestyles dreams or whether they were rather general and non-specific in character (Table 21). About 38% of the obstacles could be primarily attached to the livelihood dreams, 6% to accommodation dreams and 3% to the lifestyle dreams. Half of the obstacles were not specific to any of these domains but rather general or overarching in character (including more than one of the three domains). About 3% of the respondents did not answer to the open question potentially hinting that they had no major obstacles in realising their dreams.

Obstacles related to livelihood are by far the most important in all types of areas; however, the dreams targeted to different types of areas differ in obstacles to some extent (Table 21). Obstacles related to the realisation of the livelihood dream were most common in the futures targeted to the city centres, city areas outside the centre and remote rural areas. The obstacles of the accommodation dream were by far most common in the dreams targeted to the rural villages (12%, average 6%). Obstacles of the lifestyle dream were slightly more common in the dreams targeted to the city centres and remote rural areas than in the other areas (4%, average 3%). Finally, 'general' obstacles were most common among those respondents who were dreaming about the suburbs (57%, average 50%).

D4.3 DREAM INVENTORY

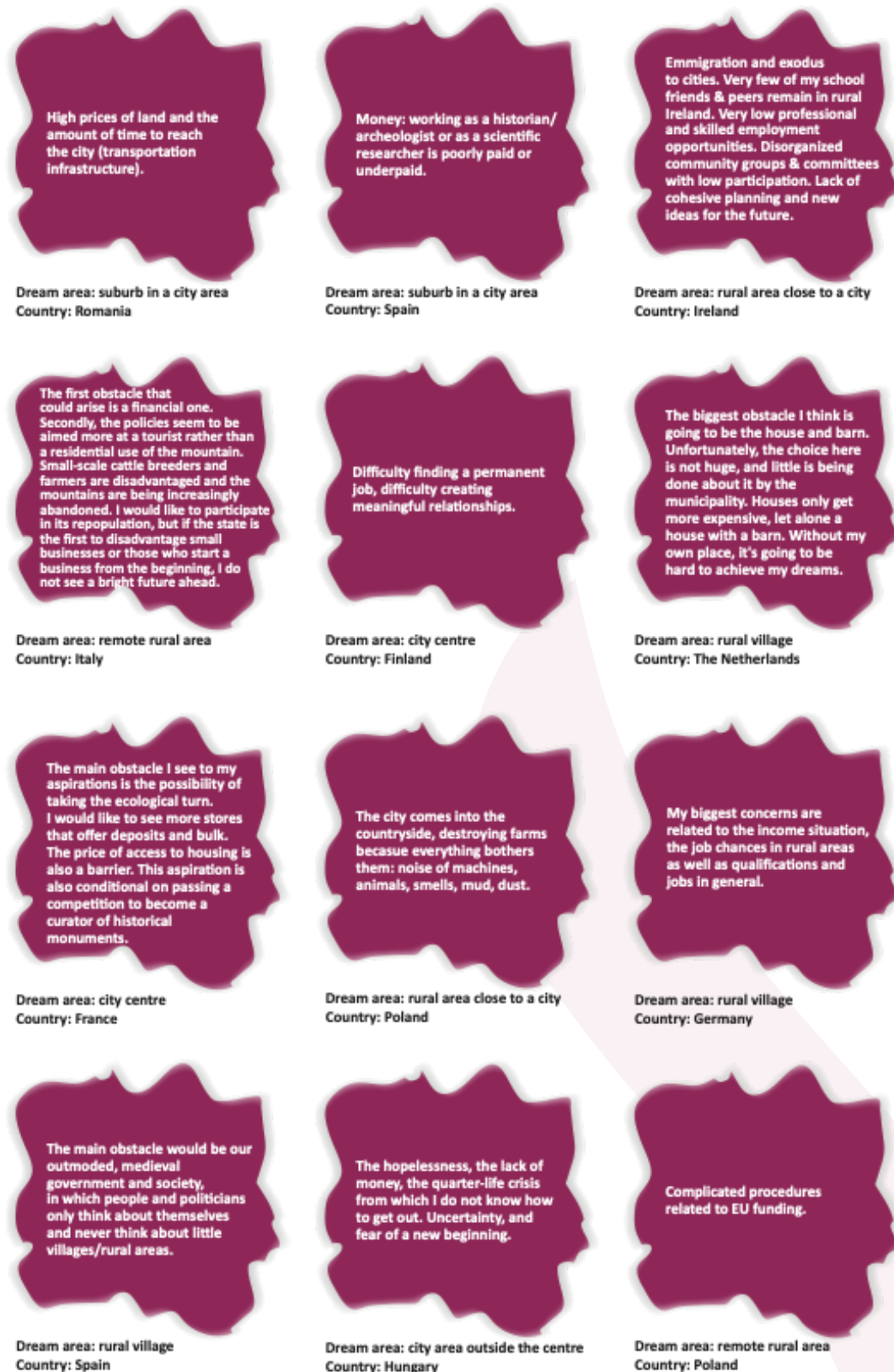


Figure 15: A random sample of the obstacles for the dreams

Table 21: Scope of the obstacles in realising the futures dreams by dream place of residence, %

| | City area | | Rural area close to a city | | Rural village | Remote rural area | Total |
|---------------|-------------|------------------------------|----------------------------|----------------------|---------------|-------------------|------------|
| | City centre | City area outside the centre | Suburb in a city area | (commuting distance) | | | |
| Livelihood | 40 | 41 | 34 | 37 | 38 | 39 | 38 |
| Accommodation | 5 | 3 | 5 | 5 | 12 | 5 | 6 |
| Lifestyle | 4 | 2 | 1 | 3 | 3 | 4 | 3 |
| General | 50 | 51 | 57 | 52 | 43 | 49 | 50 |
| No answer | 2 | 3 | 2 | 3 | 4 | 4 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The more specific contents of the obstacles reported in the open answers are presented in Table 22 and Figure 16. The most common obstacles were lack or insufficiency on money (19% of responses), getting or keeping a suitable job or business (13%), society in general (economy, public debt, taxation, regulation, unrest, values, politics etc.; 9%), limitation resulting from personal life (partner, family, children etc.; 7%) and finding a suitable and affordable place or house (7%). These top-5 obstacles counted 55% of all reported obstacles. Other quite common obstacles were limitations of the offerings of the dream area (6%), getting the needed education (5%), limited access to social or professional networks or getting support (5%) and potential external event occurring in the future (sickness, accident etc.; 4%). Even though other items on the list did not indicate high frequency (1–3%), they were effective obstacles for specific persons.

The profile of the obstacles differed between the destinations of the dreams. Dreams targeted to the city centres were profiled (obstacles more common than on the average) by getting or keeping a suitable job or business, getting the needed education, personal attitude (laziness, lack of patience, harmful preferences etc.), Coronavirus pandemic (temporarily) and potential subsequent pandemics, unpredictability of the future and some unspecified obstacles. The list of profilers of the obstacles for the dreams targeted to the city areas outside the centre included lack of insufficiency of money, getting or keeping a suitable job or business, getting the needed education, lack of courage and self-confidence, personal health problems, personal attitude, unpredictability of the future and obscurity of own thought and dreams. Further on, dreams targeted to the suburbs were profiled by obstacles related to getting or keeping a suitable job or business, personal life, limitations of the dream location, potential external event, stress and lack of time and relatedly work-life balance, lack of courage and self-confidence as well as personal attitude. Taken together, the realisation of the urban dreams was threatened especially by getting or keeping a suitable job or business, getting the needed education, lack of courage and self-confidence, personal attitudes and unpredictability of the future. Even though the urban areas are considered to be developing and diversified in their opportunities, the young people who were dreaming about these regions considered the volatility and dynamics as obstacles for realising their dreams (jobs, unpredictability) and finding a fit between one's own preferences or resources and the demands of the external world (education, courage, self-confidence, attitude).

Profilers of the obstacles in the dreams targeted to the rural areas close to cities included lack or insufficiency of money, personal life, limitations of the dream area, potential external event and the Coronavirus pandemic (Table 22). Obstacles that were common in the futures targeted to the rural villages than they were in all dreams included the problems caused by the society (including its economic, political and cultural dimensions), finding a suitable and affordable place or house, limitations of the dream location and some unspecified obstacles. The remote rural areas as a destination for the dreams were profiled by obstacles arising from the lack or insufficiency of money, society, personal life, limitations of the dream area, obscurity of own thoughts and dreams as well as some unspecified obstacles. Overall, the characteristic obstacles of the rural dreams were arising from the society (economy, debt, taxation, regulation, unrest, values, politics etc.) and limitations of the dream place in its offerings (jobs, houses, services etc.). Society at large – central governments, local policies, local economy and the characteristics of contemporary socio-economic or political systems in general – are considered an important obstacle in the rural dreams. Lack of money and problems related to personal life were also slightly more common obstacles for the rural dreams than for the urban dreams, but their role varies among the six types of dream destinations.

In order to get the urban dreams to become reality, special emphasis should be put on the support, encouragement and resourcing of the individuals. In order to get the rural dreams to become reality, special emphasis should be put on the society: how society in its economic, political and cultural dimensions affects the possibilities of achieving personal dreams.

The single most significant deviations from the average role of the obstacle were the problems of getting or keeping a suitable job or business in the city centres (share of the obstacles 20%, average share 13%), the impact of the wider society in the remote rural areas (16%, average 9%), the lack of insufficiency of money in the remote rural areas (23%, average 19% and the problem of finding a suitable and affordable place or house in the rural villages (10%, average 7%).

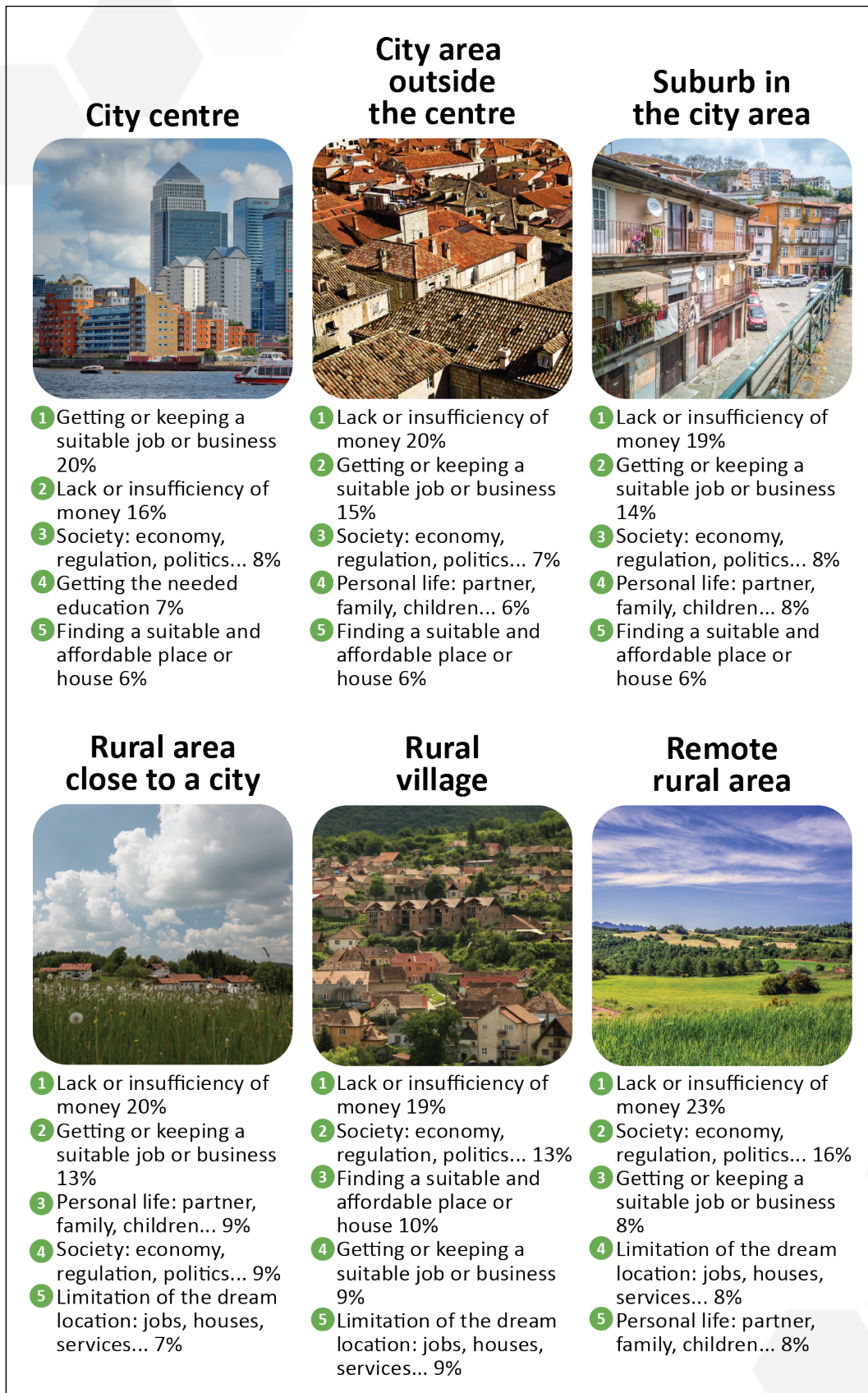


Figure 16: Top-5 obstacles of the futures dreams by dream place of residence, %

Table 22: Obstacles of the futures dreams by dream place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | Remote rural | | Total |
|--|-------------|-----------------------|--------------------------|--|---------------|------------|------------|
| | City centre | outside the centre | | | Rural village | area | |
| Lack/insufficiency of money | 16 | 20 | 19 | 20 | 19 | 23 | 19 |
| Getting/keeping a suitable job or business | 20 | 15 | 14 | 13 | 9 | 8 | 13 |
| Society (economy, debt, taxation, regulation, unrest, values, politics etc.) | 8 | 7 | 8 | 9 | 13 | 16 | 9 |
| Personal life (partner, family, children etc.) | 4 | 6 | 8 | 9 | 6 | 8 | 7 |
| Finding a suitable and affordable place/house | 6 | 6 | 6 | 6 | 10 | 6 | 7 |
| Limitations of the dream location (jobs, houses, services etc.) | 3 | 6 | 5 | 7 | 9 | 8 | 6 |
| Getting the needed education | 7 | 6 | 6 | 4 | 5 | 3 | 5 |
| Limited access to social/professional networks or support | 3 | 4 | 4 | 4 | 4 | 3 | 4 |
| Potential external event (sickness, accident etc.) | 3 | 3 | 5 | 5 | 2 | 2 | 4 |
| Stress, lack of time, work-life balance | 3 | 3 | 4 | 3 | 3 | 2 | 3 |
| Lack of courage and self-confidence | 3 | 4 | 4 | 3 | 2 | 2 | 3 |
| Personal health problems | 2 | 4 | 3 | 3 | 2 | 3 | 3 |
| Lack/insufficiency of skills and competences | 3 | 3 | 3 | 2 | 2 | 2 | 3 |
| Personal attitude (laziness, patience, preferences etc.) | 4 | 3 | 3 | 2 | 1 | 2 | 2 |
| Environment (e.g. climate change) | 2 | 2 | 2 | 1 | 2 | 1 | 2 |
| Working conditions (lack of flexibility, precariousness etc.) | 1 | 1 | 2 | 2 | 1 | 1 | 2 |
| Coronavirus pandemic (temporarily) or other pandemics | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| Unpredictability of the future | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| Obscurity of own thoughts and dreams | 1 | 2 | 0 | 1 | 1 | 2 | 1 |
| Unspecified obstacles | 1 | 0 | 0 | 0 | 1 | 1 | 0 |
| No obstacles | 5 | 3 | 2 | 3 | 5 | 6 | 4 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Turning to the closed questions, they included six obstacles that were observed to play a role in previous studies (e.g. Kuhmonen & Kinnunen 2017). First of them, the lack of capital, proved out to be 'important' or 'very important' obstacle for 53% of the respondents (Table 23). Lack capital was most often considered to be important or very important obstacle for realising the dreams by those who were dreaming about the city areas outside the centre, suburbs and rural areas close to cities (54–59%). This setting might be related either to the limited economic resources of these particular people or to the high living expenses in these areas (housing, traffic etc.). The lowest rank in these two categories took place among those who dreamed about the rural villages (48%).

Table 23: Significance of the lack of capital as obstacle for realising the futures dreams by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|----------------------|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Not at all important | 4 | 5 | 6 | 4 | 6 | 4 | 5 |
| Of little importance | 18 | 14 | 13 | 15 | 11 | 17 | 15 |
| Moderately important | 26 | 21 | 21 | 24 | 30 | 24 | 25 |
| Important | 27 | 30 | 30 | 30 | 31 | 32 | 30 |
| Very important | 23 | 28 | 29 | 24 | 17 | 20 | 23 |
| No answer | 2 | 2 | 1 | 3 | 4 | 3 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Lack of infrastructure of the dream area was considered to be important or very important obstacle for the dreams by 28% of the respondents (Table 24). These two categories had highest rank – very close to the average, though – among those young people who were dreaming about the three types of rural areas (29%). Lack of infrastructure appeared to be least of a significant problem in suburbs (18%).

Table 24: Significance of the lack of infrastructure in the dream area as obstacle for realising the futures dreams by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|----------------------|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Not at all important | 24 | 28 | 22 | 13 | 18 | 19 | 19 |
| Of little importance | 30 | 26 | 38 | 30 | 23 | 27 | 29 |
| Moderately important | 18 | 17 | 20 | 25 | 27 | 22 | 22 |
| Important | 18 | 19 | 13 | 22 | 21 | 19 | 20 |
| Very important | 9 | 8 | 5 | 7 | 8 | 10 | 8 |
| No answer | 2 | 2 | 2 | 3 | 4 | 3 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Lack of services in the dream area was assessed as an important or very important obstacle for the dreams by 24% of the respondents (Table 25). This obstacle was most significant in the dreams targeted to the rural areas close to cities and rural villages (28–29%). Lack of local services was a most rare obstacle in dreams targeted to the suburbs and city centres (17–19%).

Table 25: Significance of the lack of local services in the dream area as obstacle for realising the futures dreams by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|----------------------|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Not at all important | 27 | 32 | 23 | 14 | 17 | 19 | 20 |
| Of little importance | 21 | 17 | 40 | 27 | 20 | 24 | 24 |
| Moderately important | 18 | 19 | 18 | 22 | 25 | 15 | 20 |
| Important | 12 | 19 | 11 | 21 | 19 | 19 | 17 |
| Very important | 7 | 4 | 6 | 8 | 9 | 4 | 7 |
| No answer | 15 | 10 | 2 | 9 | 11 | 18 | 11 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Further on, availability of jobs was an important or very important obstacle for 47% of the young people (Table 26). The most disadvantaged target destinations in this respect were city areas outside the centre, rural areas close to cities and remote rural areas (51–53%), whereas lack of jobs was least of a problem in suburbs (31%).

Table 26: Significance of the lack of available jobs in the dream area as obstacle for realising the futures dreams by dream place of residence, %

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|----------------------|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Not at all important | 15 | 17 | 21 | 10 | 14 | 11 | 14 |
| Of little importance | 15 | 14 | 23 | 15 | 17 | 15 | 16 |
| Moderately important | 22 | 16 | 23 | 20 | 23 | 18 | 20 |
| Important | 22 | 27 | 19 | 26 | 25 | 32 | 25 |
| Very important | 25 | 24 | 12 | 26 | 17 | 21 | 22 |
| No answer | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

A different perspective to employment is provided by the sufficiency of competence (Table 27). Lack of own competence was considered to be an important or very important obstacle for the dreams by 29% of the respondents. This obstacle was most severe in city areas outside the centre and remote rural areas (31–33%) and least severe in suburbs (25%).

Table 27: Significance of the lack of own competence as obstacle for realising the futures dreams by dream place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | | Remote rural area | Total |
|----------------------|-------------|--------------------|-----------------------|---|------------|-------------------|------------|
| | City centre | outside the centre | | Rural village | | | |
| Not at all important | 19 | 18 | 26 | 18 | 20 | 16 | 19 |
| Of little importance | 30 | 27 | 33 | 29 | 24 | 24 | 28 |
| Moderately important | 22 | 20 | 14 | 22 | 27 | 26 | 22 |
| Important | 18 | 19 | 15 | 19 | 17 | 18 | 18 |
| Very important | 10 | 14 | 10 | 10 | 9 | 13 | 11 |
| No answer | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The last obstacle, lack of social and professional networks, proved out to be an important or very important problem to 35% of the respondents (Table 28). The lack of networks was the most severe obstacle in the city areas outside the centre (46%) and more common than the average also in the city centres and remote rural areas (36% and 38%, respectively). Lack of networks was considered least of a problem among those respondents who were dreaming about the suburbs (25 % important or very important).

Table 28: Significance of the lack of social and professional networks as obstacle for realising the futures dreams by dream place of residence, %

| | City area | | Suburb in a city area | Rural area close to a city (commuting distance) | | Remote rural area | Total |
|----------------------|-------------|--------------------|-----------------------|---|------------|-------------------|------------|
| | City centre | outside the centre | | Rural village | | | |
| Not at all important | 14 | 13 | 19 | 13 | 13 | 12 | 14 |
| Of little importance | 24 | 16 | 24 | 24 | 19 | 21 | 22 |
| Moderately important | 24 | 24 | 28 | 27 | 33 | 26 | 27 |
| Important | 23 | 29 | 17 | 24 | 21 | 22 | 23 |
| Very important | 13 | 17 | 10 | 10 | 11 | 16 | 12 |
| No answer | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

The profiles of the destinations of the dreams in terms of the obstacles are presented in Figure 17, which is based on the average value of the assessment of the significance of the obstacles (1 = not at all important ... 5 = very important). The general pattern of the profiles is rather uniform: the most significant problems tend to be rather significant in all dream destinations (lack of capital and lack of open jobs) and the less significant obstacles tend to be less significant in all dream destinations (lack of services, infrastructure, competence and professional networks). There are some differences, however. The suburbs are considered as the least problematic areas in many respects: infrastructure, jobs, competence and networks. Only in the case of lack of capital they are the most problematic area. The city centres were

the least problematic area in the case of local services and the rural villages in the case of money. Rural areas were considered as the most problematic areas in the case of infrastructure, local services and open jobs as well as city areas outside the centre in the case of competence and networks. Even though the differences were that that significant, this provides some indication for the targeted actions for making the dreams come true.

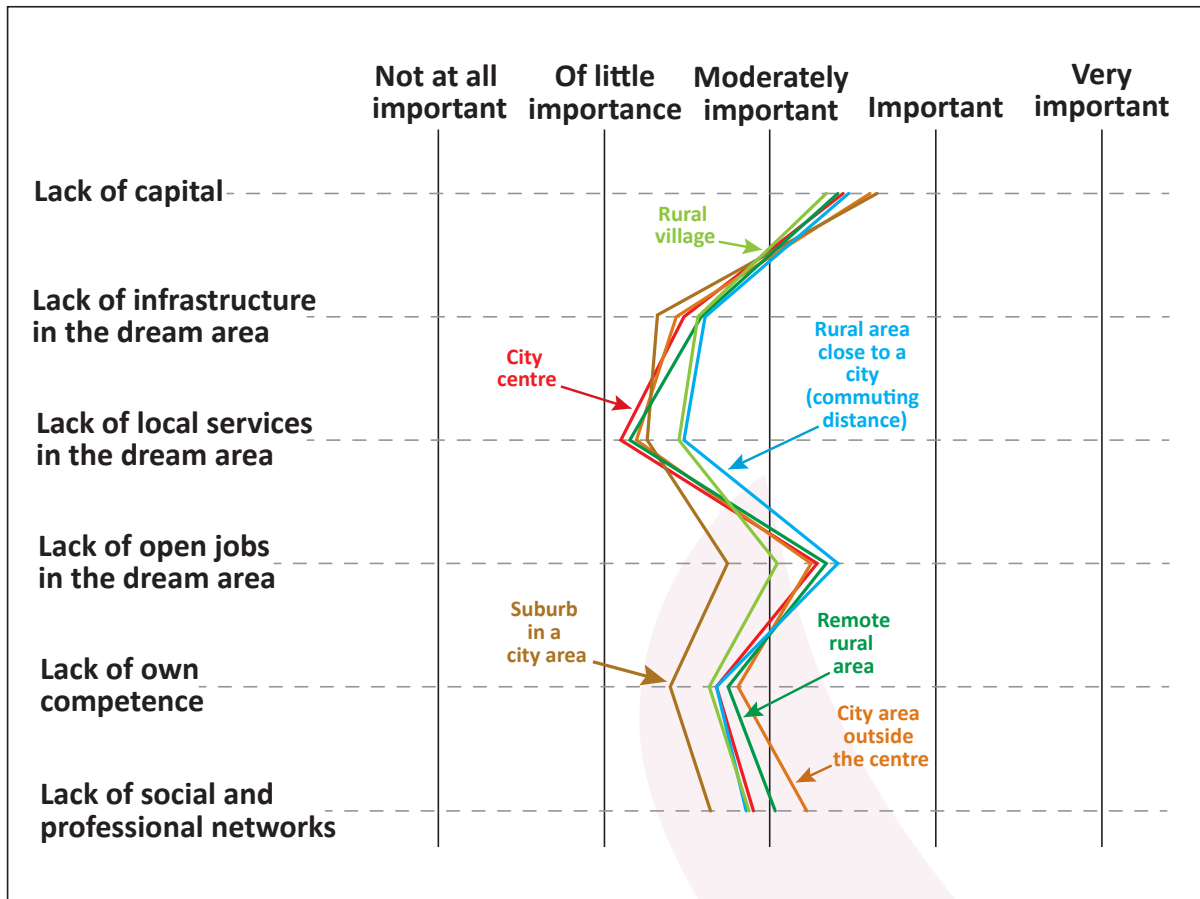


Figure 17: Profiles of the obstacles for realising the dreams by dream place of residence, average values

The assessments of the obstacles may include many 'biases' which have no material basis: experiences, rumours, hopes, attitudes, traditional views etc. As long as they are considered as obstacles by the members of the target group, they are effective and should be studied as to whether there is a material basis for them or whether the perceptions are biased and should be changed by a communication campaign.

3.7 Impact of coronavirus pandemic

An additional question about the impacts of the Coronavirus pandemic on the responses was introduced in part of the countries. These included Finland, Hungary, Ireland, Italy, the Netherlands and Poland (1,577 respondents, 71% of all respondents). As the outbreak of the pandemic was very recent, it was possible to observe whether it had any impact on the contents or obstacles of the dreams. The results are based on self-reporting and do not conform to a proper research design in which a same survey would have been carried out before and after the outbreak. The severity and endurance of the pandemic in each country could also have an impact on the responses. The responses provide some indication of the impacts, however. A random sample of the reported impacts is presented in Figure 18.

D4.3 DREAM INVENTORY

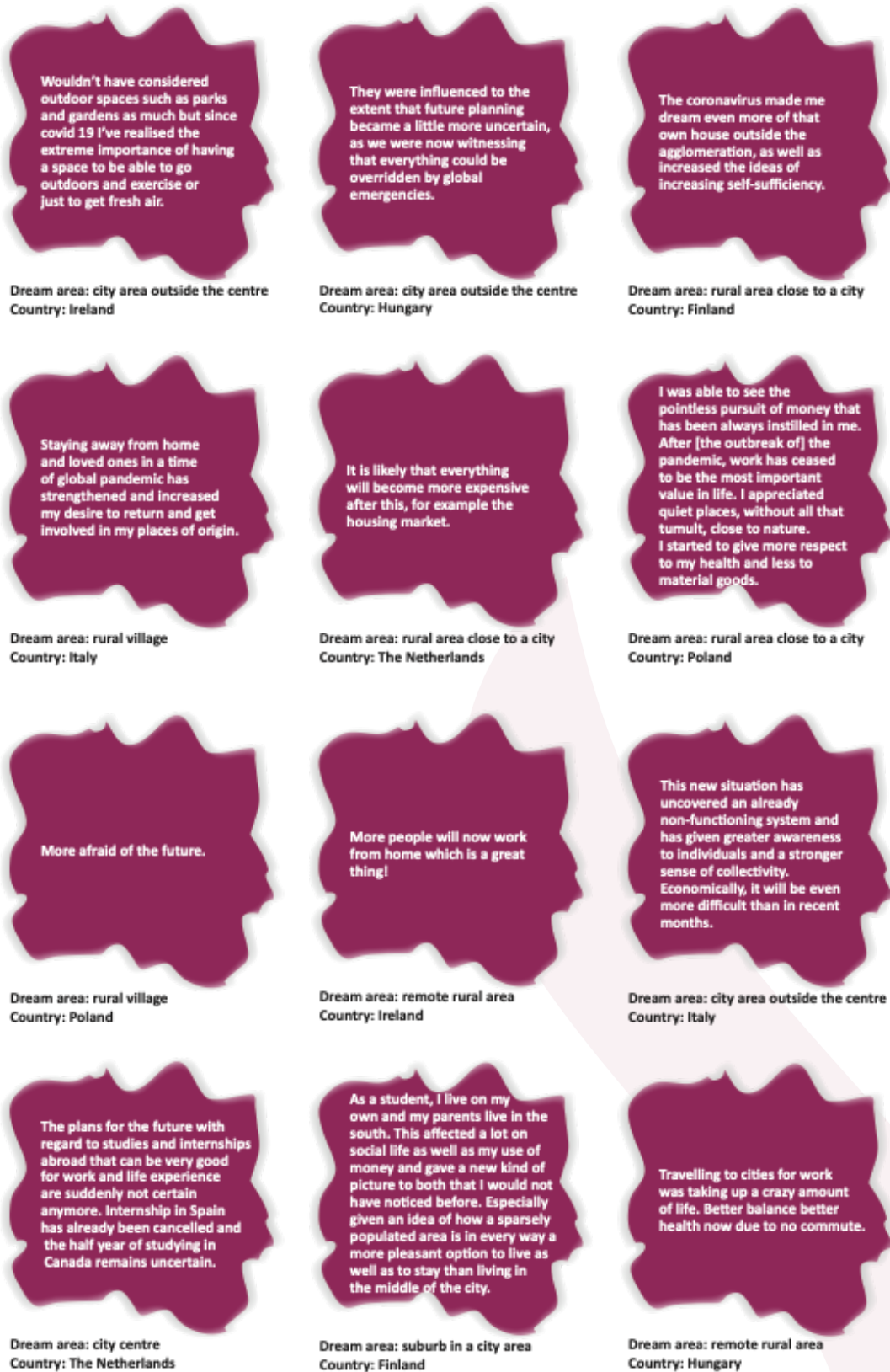


Figure 18: A random sample of the reported impacts of the Coronavirus pandemic

About 30% of the respondents reported some impacts which means that half a year ago the responded would have been different at least in some topic or some degree (Table 29). The other way around, 70% did not consider any changes in their futures dreams. Stability of the dreams was highest among the respondents who were dreaming about futures in the city areas outside the centre and suburbs. Slightly different answers due to the Corona pandemic were most common in among the respondents who were dreaming about the city centres and somewhat different answers among those who were dreaming about the rural villages. What is most interesting is that the most significant changes in the dreams were most common among those young people who were dreaming about the most urban areas.

Table 29: Assessment of the impact of the Coronavirus on the responses by dream place of residence: would the respondent have given different answers half a year ago?

| | City centre | City area outside the centre | Suburb in a city area | Rural area close to a city (commuting distance) | Rural village | Remote rural area | Total |
|-----------------------------|-------------|------------------------------|-----------------------|---|---------------|-------------------|------------|
| Not at all, same answers | 61 | 70 | 72 | 65 | 59 | 61 | 64 |
| Slightly different answers | 24 | 16 | 9 | 18 | 15 | 19 | 18 |
| Somewhat different answers | 5 | 5 | 9 | 9 | 13 | 9 | 8 |
| Very different answers | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| Completely different answer | 2 | 0 | 1 | 0 | 0 | 0 | 1 |
| No answer | 4 | 4 | 6 | 5 | 10 | 8 | 6 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

About 25% of the respondents reported some specific impacts caused but the pandemic in the open answers (in addition, 21% reported 'no impact' or 'no particular impact'). This mean that five out of six who indicated an impact in the closed question (Table 29) also detailed a substantive impact. The results of the analysis of these impacts are presented in Table 30 and Figure 19.

The most common response was that the pandemic led to re-evaluation of one's own values and preferences in a way that will change life in the future (14% of responses). This can be related to the destinations and contents of the dreams. Specific changes in the contents of the dreams were not that common impacts of the pandemic. Besides the re-evaluation of own values and preferences, they included for example a change in the dreams from urban to rural, open, natural and less crowded places (6% of the responses), remote work has established itself and improves the quality of life (3%), family and other loved ones are more important than before (2%), preference for home country or home region has increased (2%), crisis opens up new possibilities (2%) and small everyday things bring more joy than before (1%). These 30% of the impacts express genuine changes in the contents of the dreams. The remaining 70% of the responses detail several kinds of obstacles for realising the dream: problems with employment (14%), increased uncertainty (12%), problems with businesses (7%), limitations in travelling (5%), problems with studies (5%), personal livelihood problems (4%), delays in realising the dream (3%) etc.

Different destinations of the futures dreams were profiled by different types of changes in the dreams due to the pandemic. Impacts related to problems in the employment, businesses, studies, livelihood, freedom, social interaction, work practices, living costs and delays in realisation of the dreams were more common in the dreams targeted to the city centres than in all dream destinations on the average. The dreams targeted to the city areas outside the city centres were profiled by re-evaluation of one's own values and preferences, problems with employment, adverse effects of the restrictions, uncertainty, increased pessimism and troubles caused by lack of interaction. Further on, the profilers of suburbs included re-evaluation of values and preferences, increased uncertainty, problems with businesses, increased health concerns, the increased importance of family and other loved ones and problems with housing arrangements and markets. Overall, the urban futures were profiled by re-evaluation of one's own values and preferences, problems caused by increased uncertainty, negative prospects for the businesses, adverse effects of the restrictions, problems related to the lack of social interaction and problems with housing arrangements.

The frequency of problems related to businesses, travelling and livelihood were above the average among those young people who were dreaming about the rural areas close to cities (Table 30). Change of the dreams from urban to rural, open, natural and less crowded places were by far most common in this group. The same applies to increased preference for home country or home region and the expectation of major societal changes initiated by the pandemic. The village people had also re-evaluated their values and preferences but also suffered from increased uncertainty, business impacts, study problems, livelihood problems, lack of local services, changes in the work practices, increased living costs and changes in the house markets. On the other hand, these specific people observed also two positive impacts more often than the others: crisis open up new possibilities (e.g. new jobs or customers) and small everyday things bring more joy than before. The dreams of the respondents who had their destination in the remote rural areas were affected by limitations of travelling, delays in realising the dreams, lack of local services, changed work practices and changed house markets. These young people also turned more pessimistic and less positive than before more often than the other groups but were pleased by the better preconditions of remote work and the consecutive improvement in the quality of life. These young people also found the family and the loved ones to be more important than before, their preference for the home country or home region had increased and they enjoyed the small everyday things more than before. Overall, the rural dreams were affected especially by limitations in travelling and lack of local services as a consequence of the pandemic but also the positive developments related to the remote work, new possibilities and the joy of everyday life. In fact, all the changes in the contents of the dreams except for the re-evaluation of values and preferences were more common among those who had rural dreams than among those who had urban dreams.

The most significant deviation from the average shares related to the delays in realising the dreams (urban areas 13% and remote rural areas 11%, average 4%), better prospect for remote work (remote rural areas 11%, average 3%) and change of the dreams from urban to rural (rural areas close to cities 12%, average 6%). At the other extreme, re-evaluation of one's of preferences and increased uncertainty were most rare outcomes of the pandemic in the dreams related to the remote rural areas (3% vs. average 14% and 3% vs. average 12%, respectively).



Figure 19: Top-5 impacts of the Coronavirus on the responses by dream place of residence, %

Table 30: Impacts of the Coronavirus on the responses by dream place of residence, %

| | City area | | Rural area close to a city | | | | Total |
|--|-------------|--------------------|----------------------------|----------------------|---------------|-------------------|------------|
| | City centre | outside the centre | Suburb in a city area | (commuting distance) | Rural village | Remote rural area | |
| Re-evaluation of own values and preferences will change life | 13 | 16 | 20 | 12 | 18 | 3 | 14 |
| Problems with getting a job or keeping a job | 15 | 15 | 14 | 13 | 14 | 13 | 14 |
| Increased uncertainty | 8 | 14 | 15 | 11 | 14 | 3 | 12 |
| Businesses will suffer, negative economic impacts | 13 | 5 | 8 | 8 | 8 | 3 | 7 |
| Dreams have changed from urban to rural, open, natural and less crowded | 0 | 4 | 5 | 12 | 0 | 5 | 6 |
| Travelling is limited or impossible | 5 | 4 | 3 | 7 | 3 | 8 | 5 |
| Problems with studies | 8 | 4 | 3 | 4 | 6 | 5 | 5 |
| Personal livelihood problems | 8 | 3 | 3 | 5 | 5 | 3 | 4 |
| Delays in realising the dreams | 13 | 2 | 3 | 3 | 2 | 11 | 4 |
| Increased health concerns | 0 | 3 | 8 | 3 | 2 | 3 | 3 |
| Less freedom, more restrictions | 5 | 7 | 2 | 2 | 0 | 3 | 3 |
| More pessimism or depression, less positive dreaming and planning | 3 | 4 | 3 | 3 | 2 | 5 | 3 |
| Lack of interaction is stressful and complicates personal life | 5 | 4 | 3 | 3 | 2 | 3 | 3 |
| Remote work has established itself, quality of life improves | 3 | 1 | 0 | 3 | 3 | 11 | 3 |
| Family and other loved ones are more important than before | 0 | 3 | 3 | 2 | 2 | 5 | 2 |
| Preference for home country or home region has increased | 0 | 2 | 2 | 4 | 2 | 3 | 2 |
| Less local services due to economic crisis | 0 | 3 | 0 | 0 | 6 | 5 | 2 |
| Changes in the work practices | 3 | 2 | 0 | 1 | 3 | 3 | 2 |
| Crisis opens up new possibilities, e.g. jobs, customers | 0 | 2 | 2 | 0 | 5 | 3 | 2 |
| Societal changes are under way | 0 | 2 | 2 | 3 | 0 | 0 | 2 |
| Prices for many commodities will rise | 3 | 1 | 0 | 1 | 3 | 0 | 1 |
| Small everyday things bring more joy than before | 0 | 1 | 0 | 1 | 3 | 3 | 1 |
| Problems with housing arrangements | 0 | 1 | 3 | 1 | 0 | 0 | 1 |
| Specific markets for houses have changed due to shifts in demand and preferences | 0 | 1 | 2 | 0 | 2 | 3 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

To sum up, about 30% of the respondents reported that the pandemic had changed their futures dreams. Significant changes were more common among those young people who were dreaming about urban futures than those dreaming about rural futures. In a more detailed look, problems or obstacles in realising a specific dream were more common than changes in the contents of the dream. The most common specific impact of the Coronavirus pandemic was re-evaluation of one's own values and preferences in a way that will change life.

4 Summary

This study reports the findings of the futures dreams inventory which was carried out in ten countries: Finland, France, Germany, Hungary, Ireland, Italy, the Netherlands, Poland, Romania and Spain. We were able to obtain 2,208 responses from young people aged 18–30 years. The respondents came from 20 regions which represented the diversity of the EU regions in a rather balanced way. Due to the invitation procedure (social media campaigns, advertisements, invitation letters, posters etc. rather than random sample of the base population), there was an obvious sample selection bias present. Compared to the base population, urban residents are underrepresented and rural respondents are overrepresented among the respondents. Obviously, **the results cannot be generalised to represent the views of the European youth.**

There were respondents who had diverse dreams and all types of areas – city centres, city areas outside the centre, suburbs in city areas, rural areas close to a city (commuting distance), rural villages and remote rural areas – were destinations for many respondents. This makes it possible to study the responses by type of the dream destination and in this case, the sample selection bias makes no harm. **The main objective of this study is 1) to learn about the contents and the obstacles of the dreams per type of the dream area as well 2) to learn about the background of the young people dreaming about specific types of regions.**

The survey included both closed and open-ended questions about the personal dream future in about 15 years (year 2035). The open-ended questions were categorised by means of conventional content analysis in which the categories are iterated from the data. The descriptions of the personal dream futures were organised into livelihood recipe (how do you earn your living?), accommodation recipe (where do you live?) and lifestyle recipe (how do you live?). The survey included also questions about the obstacles for realising the dreams and about the impact of the Coronavirus pandemic on the responses.

Figures 20–25 present a summary of the findings by type of the dream area. The synthesis is based on location quotient (LQ) technique (see Chapter 2.3). LQ values is computed as a topic's share in a particular type of area divided by the topic's share in all types of areas. Topics which have LQ values higher than 2 are considered 'strong profilers' and topics which have LQ values between 1.2–2 are considered 'weak profilers'. These positive profilers may be considered as strengths of the regions in the minds of the youth.

Characteristics of the dreams targeted to **city centres** are summarised in Figure 20. City centres had a very large number of profilers, almost as much as the remote rural areas. This indicates that there was a rather diverse set of interesting, attractive, expected or desired topics that were included in the dreams of those young people who were dreaming about the city centres. Strong profilers (LQ>2) were found in all three recipes: livelihood, accommodation and lifestyle. When taking a bit higher level of abstraction, the futures targeted to the city centres could be featured by few more general topics.

First, being on the move and being international were typical ingredients of the city dreams: travel for work, international working environment and working abroad profiled the livelihood recipe and travelling profiled the lifestyle recipe; being born in other country than the current country of residence profiled also the people who were dreaming about the city centres. Second, at least some particular group of the city dreamers preferred creativity: arts, entertainment and recreation, self-determination, self-actualisation and creative work were profiling the livelihood recipe and creative hobbies were profiling the lifestyle recipe. Third, social life and city services were common ingredients of the dreams: social interaction at work, diverse local services available in the place accommodation as well as fashion, going out, cultural affairs and eventful life in the lifestyle.

Fourth, career, success and high status are profiling these most urban dreams: appreciated work and career and/or high position (livelihood) and successful lifestyle in terms of business, career or wealth. Fifth, a kind of short-termism of the life was manifested by the popularity of freelance work and project work in the livelihood recipe. Sixth, there are also demand for a life balance: balance of work and leisure while earning the livelihood, second home, villa or cottage (in the countryside) as well as sailing or boating in the leisure time and lifestyle featured as calm, quiet, slow or simple. Seventh, regular life was in most demand in the city centres: many young people who were dreaming about city centre futures preferred stable, regular job and regular lifestyle with robust frames and routines (Figure 20).

Finally, the futures dreams targeted to the city centres also manifested strong life cycle impacts. The background of the respondents who were dreaming about the city centres were young, single, students or unemployed or outside labour market (dream) and had only primary level education completed. Many of the people who dreaming about the city centres were already living in the city centres to study there (educational facilities are not available in all regions). This early stage of the personal life cycle is also manifested in the obstacles of the dreams: unpredictability of the (still open) future, unspecified obstacles and personal attitude (laziness, lack of patience, harmful or not productive preferences). These particular young people had also problems in getting or keeping a suitable job or business, in the lack of sufficiency of own skills and competences as well as in getting the needed education. The fit between the own preferences, resources and competences and the demands of the society were still in the process to become established. Futures targeted to the city centres were characterised by this early stage of the personal life cycle.

Summing up, dreams targeted to the city centres are the dreams of rather young people and people who dream about mobile, eventful, international, creative, successful city life and the balancing effect of regularity.


| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|--|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> ▣ Financial and insurance services ▣ Information and communication ▣ Other service activities ▣ Professional, scientific and technical activities ▣ Arts, entertainment and recreation ▣ Administrative and support service activities ▣ Public administration and defence; compulsory social security <p>Attributes</p> <ul style="list-style-type: none"> ▣ Travel for work ▣ Outside labour market ▣ International work environment ▣ Working abroad ▣ Social interaction ▣ Appreciated work ▣ Stable, regular job ▣ Self-determination ▣ Self-actualisation ▣ Freelance work ▣ Project work ▣ Balance of work and leisure ▣ Career, high position ▣ Creative work | <p>Location</p> <ul style="list-style-type: none"> ▣ Within a city ▣ Diverse local services available ▣ Public transport services <p>House</p> <ul style="list-style-type: none"> ▣ Apartment ▣ Also a second home, villa or cottage ▣ Modern house | <p>Hobbies</p> <ul style="list-style-type: none"> ▣ Sailing, boating ▣ Fashion, clothing and beauty ▣ Going out for shopping, coffee, dinner, pub, movies ▣ Gaming ▣ Travelling ▣ Cultural affairs ▣ Creative hobbies: visual arts, writing, photography, theater <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ▣ Regular lifestyle ▣ Successful life: business, career, wealth ▣ Eventful life ▣ Calm, quiet, slow lifestyle ▣ Ordinary lifestyle, work and leisure ▣ Valuing local food and services ▣ Simple lifestyle |
|  | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ▣ Unpredictability of the future ▣ Personal attitude (laziness, patience, preferences) ▣ Coronavirus pandemic (temporarily) or other pandemics ▣ Environment (e.g. climate change) ▣ Getting or keeping a suitable job or business ▣ Lack or insufficiency of skills and competences ▣ Unspecified obstacles ▣ Getting the needed education | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ▣ Current place of residence: city centre ▣ Place of residence upon birth: city centre ▣ Country of birth: other than current country of residence ▣ Education: primary level completed ▣ Housing arrangement: living alone (and possibly child or children) ▣ Family status: single ▣ Employment status: student ▣ Employment status: unemployed ▣ Age group: 18–24 years | |
| <p>CODE</p> <ul style="list-style-type: none"> ▣ Strong profiler: bold font (location quotient >2) ▣ Weak profiler: regular font (location quotient 1.2–2) ▣ <i>Profilers are presented in order of magnitude</i> | | |

Figure 20: Profilers of the futures targeted to the city centres

Profilers of the futures targeted to the **city areas outside the centre** are synthesised in Figure 21. Again, several general features may be identified at a high level of abstraction. First, communality is manifested in several attributes of the dreams targeted to these areas: employment in other services activities (typically associations), nice work community, nice neighbours, terraced house or semi-detached houses as quite interactive modes of housing as well as helping others as a behavioural tendency in the lifestyle recipe. Second, city services and events are important ingredients of the dream: public transport services, diverse local services, city fabric, fashion and clothing as well as eventful lifestyle itself. Third, being on the move and being international is important part of the dream (as also in the city centres): working abroad, international work environment and travelling as a hobby.

Fourth, a meaningful work and personal development are among the profilers of the destination of dreams. This is suggested by the popularity of arts, entertainment and recreation as well as professional, scientific and technical activities as the economic activities of the dream accompanied by attributes of the livelihood recipe (challenge, appreciated work, creative work, meaningful work and making an impact) and lifestyle recipe (music, personal development). Fifth, cozy and stable life was part of the dream for many respondents who dreamed about this particular type of region: routine work and stable, regular job in the livelihood recipe, peaceful location and possibly a second home in the countryside as well as reading and homing in the lifestyle recipe. Sixth, health was an issue for part of these young people as healthy lifestyle was quite a common dream and personal health problems profiled the obstacles of realising the dream.

Finally, the life cycle impact was present also in these dream futures. The people who were dreaming about the city areas outside the centre had not established their place in the society yet (primary level education, student, unemployed or out of labour force). This was reflected in the obstacles for realising the dreams: unpredictability of the future, obscurity of own thoughts and dreams as well as lack of courage and self-confidence. These people were also moving often because of work opportunities. Futures targeted to the city centres were characterised by the search for established place in the society.

Taking stock of the profilers, the dreams targeted to the city areas outside the centre are featured by communal, cozy and stable life in the urban fabric, which allows mobility, internationality and personal development in diverse ways.


| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|--|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> ☒ Arts, entertainment and recreation ☒ Other service activities ☒ Professional, scientific and technical activities <p>Attributes</p> <ul style="list-style-type: none"> ☒ Moving because of work opportunities ☒ Working abroad ☒ Routine work ☒ Challenge ☒ Appreciated work ☒ Outside labour market ☒ Creative work ☒ Stable, regular job ☒ Nice work community ☒ Meaningful work, making an impact ☒ International work environment | <p>Location</p> <ul style="list-style-type: none"> ☒ Public transport services ☒ Within a city ☒ Diverse local services available ☒ Nice neighbours ☒ City nearby ☒ Peaceful location <p>House</p> <ul style="list-style-type: none"> ☒ Terraced house ☒ Apartment ☒ Semi-detached house ☒ Also a second home, villa or cottage ☒ Modern house | <p>Hobbies</p> <ul style="list-style-type: none"> ☒ Music ☒ Travelling ☒ Fashion, clothing and beauty ☒ Reading <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Homing ☒ Eventful lifestyle ☒ Helping others ☒ Healthy lifestyle ☒ Personal development |
|  <p>CITY AREA OUTSIDE THE CENTRE</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Unpredictability of the future ☒ Obscurity of own thoughts and dreams ☒ Personal health problems ☒ Lack of courage and self-confidence | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ☒ Current place of residence: city area outside the centre ☒ Place of residence upon birth: city area outside the centre ☒ Education: primary level completed ☒ Employment status: out of labour force ☒ Employment status: unemployed ☒ Employment status: student | |
| <p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> | | |

Figure 21: Profilers of the futures targeted to the city areas outside the centre

Futures targeted to the **suburbs in the city areas** are described in Figure 22. They also have a set of characteristics that are popular among the respondents who were dreaming about this type of destination. First, flexibility and life around home were important. In the livelihood recipe these aspects were manifested by the high popularity of freelance work, project work, not place-bound work, flexible work terms and hours and self-actualisation as well as economic activities in which these features are typical: information and communication and professional, scientific and technical activities. The accommodation recipe (semi-detached house, terraced house) and the lifestyle recipe (gaming, cooking, reading, creative hobbies, music, homing as well as balance of work, leisure and family life) also expressed this feature. Many obstacles for the dreams were related to the realisation of this type of dream: working conditions e.g. lack of flexibility and precariousness, personal attitude (laziness, patience, preferences) in achieving the competence and status needed to make it possible and also lack of courage and self-confidence that is certainly asks for.

Second, communality and social responsibility seem to be important ingredients of the dreams targeted to this type of region. This tendency is manifested by several attributes of the livelihood recipe: responsible actor, career and high position, helping others through work or at work, nice work community, education as the field of economic activity and high work orientation as a lifestyle. Third, peaceful and safe life mode is a common dream in this destination: location that is good for the children and peaceful, lifestyle that is featured by living with little stuff (and possibly sharing) and green, peaceful, open environment and partly also livelihood earned by working alone. Not far from this, basic work was appreciated: work with basic infrastructure services (estates, water, waste, electricity etc.) and routine work. Finally, city services are still in demand: public transport services and having a city nearby.

Overall, the dreams destined to the suburbs tend to be characterised by a flexible, responsible as well as peaceful and home-centric 'basic' form of living at the outskirts of a city.

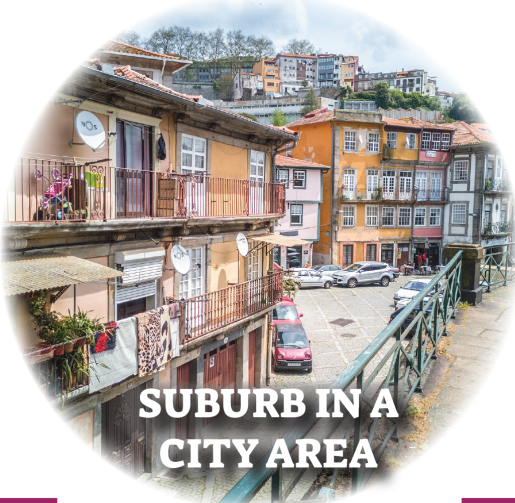
| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|---|---|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> ⊞ Real estate activities ⊞ Water supply; sewage, waste management and remediation activities ⊞ Information and communication ⊞ Electricity, gas, steam and air conditioning supply ⊞ Professional, scientific and technical activities ⊞ Education <p>Attributes</p> <ul style="list-style-type: none"> ⊞ Freelance work ⊞ Working alone ⊞ Project work ⊞ Responsible actor ⊞ Career, high position ⊞ Helping others ⊞ Not place-bound work ⊞ Nice work community ⊞ Routine work ⊞ Flexible work terms and hours ⊞ Self-actualisation | <p>Location</p> <ul style="list-style-type: none"> ⊞ Public transport services ⊞ City nearby ⊞ Good for children ⊞ Peaceful location <p>House</p> <ul style="list-style-type: none"> ⊞ Semi-detached house ⊞ Terraced house | <p>Hobbies</p> <ul style="list-style-type: none"> ⊞ Gaming ⊞ Cooking ⊞ Reading ⊞ Creative hobbies: visual arts, writing, photography, theater ⊞ Music <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ⊞ Living with little stuff, sharing ⊞ High work orientation ⊞ Homing ⊞ Balance of work, leisure and family life ⊞ Green, peaceful, open environment |
|  <p>SUBURB IN A CITY AREA</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ⊞ Working conditions (lack of flexibility, precariousness etc.) ⊞ Personal attitude (laziness, patience, preferences etc.) ⊞ Potential external event (sickness, accident etc.) ⊞ Lack of courage and self-confidence | <p>CODE</p> <ul style="list-style-type: none"> ⊞ Strong profiler: bold font (location quotient >2) ⊞ Weak profiler: regular font (location quotient 1.2–2) ⊞ <i>Profilers are presented in order of magnitude</i> | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ⊞ Current place of residence: suburb in a city area ⊞ Place of residence upon birth: suburb in a city area ⊞ Housing arrangement: living with relatives or other people (and possible child or children) |

Figure 22: Profilers of the futures targeted to the suburbs in a city area

Futures targeted to the **rural areas close to cities** were profiled by the smallest number of attributes among the six types of areas which implies that the dreams targeted to these types of areas were quite homogenous (Figure 23). These futures were profiled, first, by own, private, green activity space. This was indicated by the popularity of self-sufficiency in the

livelihood recipe, by the popularity of having no neighbours nearby, having water (sea, lake, river) nearby, living in the countryside, having a large own yard and old house in the accommodation recipe as well as gardening and having a green, peaceful, open environment in the lifestyle recipe – partly also the value orientation of living with little stuff. Second, futures destined to the rural areas close to cities were profiled by the possibility to keep animals which was present both in the accommodation recipe and in the lifestyle recipe.

Third, place before work is manifested in several common preferences: short travel to work, moving because of work, not-place bound work, homing as well as balance of work, leisure and family life. This tendency is resisted by the specific obstacles related to working conditions: lack of flexibility, precariousness etc. Fourth, children played a role in life either as part of the livelihood recipe (working with children or youngsters) or part of the accommodation recipe (location is good for children). Besides these ingredients, the futures targeted to these urban adjacent areas are characterised by popularity of having a high work orientation. A point worth noting is the background of the dreamers: only in these types of areas the current place of residence is not a strong profiler indicating that these people come from many kinds of areas.

Summing up, the dream futures targeted to the rural areas close to cities were profiled by a clear preference for the countryside as a living environment which included waters, animals, private space and a garden – dream of a family life in which work life is a subordinate of the rural lifestyle.


| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|---|---|
| <p>Economic activity</p> <ul style="list-style-type: none"> ☒ Water supply; sewage, waste management and remediation activities ☒ Construction ☒ Real estate activities ☒ Manufacturing ☒ Transportation and storage <p>Attributes</p> <ul style="list-style-type: none"> ☒ Short travel to work ☒ Moving because of work opportunities ☒ Working with children or youngsters ☒ Not place-bound work ☒ Self-sufficiency | <p>Location</p> <ul style="list-style-type: none"> ☒ No neighbours nearby ☒ Water (sea, lake, river) nearby ☒ In the countryside <p>House</p> <ul style="list-style-type: none"> ☒ Large yard ☒ Possibility to keep animals ☒ Own yard ☒ Old house | <p>Hobbies</p> <ul style="list-style-type: none"> ☒ Garden ☒ Animals <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ☒ Living with little stuff, sharing ☒ High work orientation ☒ Homing ☒ Balance of work, leisure and family life ☒ Green, peaceful, open environment |
|  <p>RURAL AREA CLOSE TO A CITY (COMMUTING DISTANCE)</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ☒ Working conditions (lack of flexibility, precariousness etc.) ☒ Coronavirus pandemic (temporarily) or other pandemics ☒ Potential external event (sickness, accident etc.) ☒ Personal life (partner, family, children etc.) | <p>CODE</p> <ul style="list-style-type: none"> ☒ Strong profiler: bold font (location quotient >2) ☒ Weak profiler: regular font (location quotient 1.2–2) ☒ <i>Profilers are presented in order of magnitude</i> | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ☒ Current place of residence: rural area close to a city (commuting distance) ☒ Place of residence upon birth: rural area close to a city (commuting distance) |

Figure 23: Profilers of the futures targeted to the rural areas close to a city (commuting distance)

Dreams that were targeted to the **rural villages** are synthesised in Figure 24. There were again several general features in the contents and obstacles of the dreams as well in the background of the dreamers. First, entrepreneurship in various forms and modes was present in these dreams. It was included in the popular economic activities (agriculture, forestry and fishing as well as accommodation and food service activities) and in the attributes of the

livelihood recipe: doing by hands, freelance work and entrepreneurship. Background of the dreamers was also profiled by the employment status of farm entrepreneur. Obstacles that profiled these dreams included society: economy, debt, taxation, regulation, unrest, values, politics etc. Second, a strong social orientation was present in the dreams targeted to the rural villages. This was part of the livelihood recipe (communality as a strong profiler, social interaction) and part of the lifestyle recipe (community activities as a hobby; social orientation and interaction as well as political, societal or community activities as a value orientation and behavioural tendency). Related to this, acceptance of diversity was considered important in the community. Third, rural type of housing is an important part of the dream for many, including a garage or barn (strong profiler), farmhouse and old house. This is partly related to the obstacles for realising the dreams: finding a suitable and affordable place or house and limitations of the dream region in terms of jobs, houses or services.

Fourth, self-sufficiency features both livelihood and lifestyle. Self-sufficiency is a strong profiler of the livelihood recipe and valuing local food and services is a strong profiler of the lifestyle recipe together with garden and self-sufficiency as weak profilers. Fifth, rural milieu and environment contribute to the dreams in many ways: nature and environment as part of the livelihood recipe, location in the countryside in the accommodation recipe and green, peaceful and open environment in the lifestyle recipe. Environmental issues (e.g. climate change) may risk realisation of this dream. Sixth, children are an important part of life for many young people who dream about the rural villages: working with children and youngsters (livelihood) and having a location which is good for the children (accommodation) – in addition, the background of these people was profiled by having children. Seventh, vehicles are an important part of village life: employment in transportation and storage as well as cars, motorbikes, machines or motoring as a hobby. Eighth, many economic activities that feature the dreams are essentially local basic services (trade, electricity, administrative and support services, education). As with most types of areas, being born or living in this type of area often leads to dreams targeted to the same type of areas (or even the same area).

Abstracting further, futures dreams targeted to the rural villages are manifestations of the local paradigm in a rural fabric.

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|---|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> ⊞ Transportation and storage ⊞ Agriculture, forestry and fishing ⊞ Wholesale and retail trade; repair of motor vehicles and motorcycles ⊞ Electricity, gas, steam and air conditioning supply ⊞ Accommodation and food service activities ⊞ Administrative and support service activities ⊞ Education <p>Attributes</p> <ul style="list-style-type: none"> ⊞ Working with animals ⊞ Self-sufficiency ⊞ Communality ⊞ Doing by hands ⊞ Freelance work ⊞ Entrepreneurship ⊞ Working with children and youngsters ⊞ Social interaction ⊞ Nature, environment ⊞ Routine work ⊞ Career, high position | <p>Location</p> <ul style="list-style-type: none"> ⊞ Village or small town ⊞ In the countryside ⊞ Good for children <p>House</p> <ul style="list-style-type: none"> ⊞ Garage or barn ⊞ Farmhouse ⊞ Old house ⊞ Semi-detached house | <p>Hobbies</p> <ul style="list-style-type: none"> ⊞ Cars, motorbikes, machines, motoring ⊞ Community activities ⊞ Garden ⊞ Fashion, clothing and beauty <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ⊞ Acceptance of diversity ⊞ Valuing local food and services ⊞ Self-sufficiency ⊞ Social orientation, interaction ⊞ Green, peaceful, open environment ⊞ Political, societal or community activities |
|  <p>RURAL VILLAGE</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ⊞ Unspecified obstacles ⊞ Finding a suitable and affordable place or house ⊞ Society (economy, debt, taxation, regulation, unrest, values, politics etc.) ⊞ Limitation of the dream location (jobs, houses, services etc.) ⊞ Environment (e.g. climate change) | <p>CODE</p> <ul style="list-style-type: none"> ⊞ Strong profiler: bold font (location quotient >2) ⊞ Weak profiler: regular font (location quotient 1.2–2) ⊞ <i>Profilers are presented in order of magnitude</i> | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ⊞ Current place of residence: rural village ⊞ Place of residence upon birth: rural village ⊞ Entrepreneurs status: farm entrepreneur ⊞ Employment status: out of labour force ⊞ Employment status: employed ⊞ Children: yes |

Figure 24: Profilers of the futures targeted to the rural villages

As the last case, futures dreams targeted to the **remote rural areas** are characterised in Figure 25. These futures are quite a unique case as they have the highest number of specific profilers among the six types of dream destinations. First, nature is an inherent part of the life: living in the countryside with water (sea, lake, river), having nature nearby or living within the nature and having outdoors hobbies: hiking, cycling, walking, sailing, boating. Second, as also in the

rural villages, these dreams were profiled by entrepreneurship. Manifestations of entrepreneurship were present in the livelihood recipe (versatile tasks, doing by hands, entrepreneurship, agriculture as the economic activity), in the lifestyle recipe (entrepreneurial orientation as a strong profiler; independence and freedom, high work orientation) and in the obstacles (society). Further on, the background of the young people who were dreaming about the remote rural areas was profiled by the status of an entrepreneur: farm entrepreneur (strong profiler) or 'other' entrepreneur (weak profiler). Third, rural type of housing was ultimately the dream type of housing: farmhouse, with garage or barn, large house, own yard; small house for some people. Fourth, animals represented another 'rural' feature of the dream: working with animals (livelihood), having the possibility to keep animals (accommodation) and animals as a hobby (lifestyle).

Fifth, self-sufficiency was a strong profiler of the dreams targeted to the remote rural areas. It was present in the livelihood dreams and in the lifestyle dreams (garden as a hobby, self-sufficiency as well as valuing local food and services as a value orientation and behavioural tendency). Sixth, own space and privacy were appreciated by these young people: having no neighbours too close was an important part of the characteristics of the location and, partly relatedly, the lifestyle was profiled by simple, calm, quiet, slow and spiritual lifestyle. Seventh, part of the young people who were dreaming about these types of areas were also dreaming about flexible work: not place-bound work (strong profiler), remote work or telework, part-time work and freelance work giving room for the possibility of living in the rural destination and also for self-actualisation. Finally, sustainability was most common profiler in these particular dream futures: nature and environment as a part of the livelihood recipe, environmentally friendly housing as a strong profiler of the accommodation recipe and sustainable lifestyle as a value orientation and behavioural tendency. Apart from this, hobbies related to the cars, motorbikes, machines and motoring were popular in these destinations; this could be partly associated with the background of the dreamers which was profiled by men (weak profiler).

An apparent life cycle impact is present in the dreams targeted to the remote rural areas (as partly also in the dreams targeted to the rural villages). The dreamers are typically older (25–30 years), they have established in the work life (employed) and they have children. Along with ageing, the dreams tend to turn from urban to rural within this age cohort (18–30 years). The young people dream about living in cities while studying, possibly starting a family and getting a profession. When these events of life have been completed, the rural dreams become more common.

The characteristics of the obstacles tell partly the same story. The obstacles of the urban dreams are profiled by troubles in finding one's place in the world, whereas the obstacles of the rural dreams have more to do with the society. This has implications for the development of effective means to support the young people in getting their dreams realised.

Summing up, the futures dreams targeted to the remote rural areas were flavoured by the ideal of living in the nature and with the nature – and having agency to do this.


| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|---|--|--|
| <p>Economic activity</p> <ul style="list-style-type: none"> ⊞ Agriculture, forestry and fishing ⊞ Water supply; sewage, waste management and remediation activities ⊞ Financial and insurance activities ⊞ Electricity, gas, steam and air conditioning supply ⊞ Accommodation and food service activities <p>Attributes</p> <ul style="list-style-type: none"> ⊞ Working outdoors ⊞ Working alone ⊞ Outside labour market ⊞ Working with animals ⊞ Self-sufficiency ⊞ Not place-bound work ⊞ Remote work, telework ⊞ Nature, environment ⊞ Versatile tasks ⊞ Part-time work ⊞ Doing by hands ⊞ Freelance work ⊞ Entrepreneurship ⊞ Appreciated work ⊞ Self-actualisation | <p>Location</p> <ul style="list-style-type: none"> ⊞ No neighbours too close ⊞ In the countryside ⊞ Water (sea, lake, river) nearby ⊞ Nature nearby or within nature <p>House</p> <ul style="list-style-type: none"> ⊞ Farmhouse ⊞ Environmentally friendly housing ⊞ Possibility to keep animals ⊞ Garage or barn ⊞ Large house ⊞ Small house ⊞ Own yard | <p>Hobbies</p> <ul style="list-style-type: none"> ⊞ Cars, motorbikes, machines, motoring ⊞ Animals ⊞ Enjoying the outdoors: hiking, cycling, walking ⊞ Sailing, boating ⊞ Garden ⊞ Community activities <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ⊞ Self-sufficiency ⊞ Entrepreneurial orientation ⊞ Simple lifestyle ⊞ Independence, freedom ⊞ Sustainable lifestyle ⊞ Spiritual lifestyle ⊞ Calm, quiet, slow lifestyle ⊞ High work orientation ⊞ Valuing local food and services |
|  <p>REMOTE RURAL AREA</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ⊞ Society (economy, debt, taxation, regulation, unrest, values, politics etc.) ⊞ Unspecified obstacles ⊞ Obscurity of own thoughts and dreams ⊞ Lack or insufficiency of money | <p>POTENTIAL RESIDENTS</p> <ul style="list-style-type: none"> ⊞ Current place of residence: remote rural area ⊞ Place of residence upon birth: remote rural area ⊞ Entrepreneurs status: farm entrepreneur ⊞ Children: yes ⊞ Housing arrangement: living with a partner (and possibly child or children) ⊞ Gender: male ⊞ Entrepreneurship status: other than farm entrepreneur ⊞ Age group: 25–30 years ⊞ Employment status: employed | |
| <p>CODE</p> <ul style="list-style-type: none"> ⊞ Strong profiler: bold font (location quotient >2) ⊞ Weak profiler: regular font (location quotient 1.2–2) ⊞ <i>Profilers are presented in order of magnitude</i> | | |

Figure 25: Profilers of the futures targeted to the remote rural areas

Besides the profiles of the different regions as the targets of futures dreams by the youth, also professional status is interesting. Figures 26-28 provide profilers of the 'farm entrepreneurs', 'other entrepreneurs' and 'not entrepreneurs' professional statuses. The detailed profiles of the three types of employment dreams are presented in Annex 3.

Starting with the dream to become a **farm entrepreneur**, these dreams were quite a unique case as they had the highest number of strong profilers among the three types of employment dreams (Figure 26). First, the dreams of the would-be farm entrepreneurs were profiled by the countryside life: living in a village or in the remote rural area in a green, peaceful and open environment and working outdoors. The lifestyle of these particular people was characterised by simple lifestyle, valuing local food and services as well as living with little stuff and sharing. Many of these dreamers had earlier experience of the rural environment, so they knew what to expect. Relatedly, environment was a source of action (environmentally friendly housing) and a source of concern (obstacles for the dream, e.g. climate change). Second, entrepreneurship in its diverse characteristics was an inherent ingredient of the background, livelihood and lifestyle of these people. The background of these young people was featured by an employment status of full-time or part-time entrepreneur or family member in family business. Their livelihood was profiled by entrepreneurship as a source of livelihood as well as working alone, having versatile tasks, doing by hands and having a project assignment orientation. These people were entrepreneurial in their value orientation and behavioural tendency, they had a high work orientation and they preferred independence and freedom. Briefly, they were entrepreneurial persons. Their biggest obstacle in realising the dreams was the society in its economic, political and cultural dimensions.

Third, animals were a part of the dream. They were included in the livelihood recipe (working with animals), in the accommodation recipe (possibility to keep animals) and in the livelihood recipe (animals as a hobby). Fourth, many of the previous profilers had an intimate relationship with the agricultural profession. This was featured by the popularity of agriculture, forestry and fishing as well as accommodation and food service activities as the economic activity of the dreams as well as by the preference for living in a farmhouse and having a garden. Fifth, self-sufficiency was part of the livelihood recipe and the lifestyle recipe. Sixth, communality was an important part of the dream. The dream was profiled by having neighbours nearby, having community activities as hobby and having political, societal or community activities as a value orientation and behavioural tendency. Relatedly, limited access to social or professional networks was a more common obstacle of the dreams in this group of people than in the other groups.

Seventh, the young people who were dreaming to become farm entrepreneurs tended to be 'seniors among the juniors': they belonged to the older part of the age cohort (25–30 years), they had children and they lived with a partner. This setting is featuring the life cycle effect which was observed also in the place-specific dreams. Eighth, vehicles were an interesting hobby: cars, motorbikes, machines, motoring, sailing or boating. Finally, the dreams of these people were characterised by the acceptance of diversity as a value orientation, by the background of male gender and by the obstacles of the dreams arising from health problems and lack or insufficiency of money.

In brief, the dreams of becoming a farm entrepreneur were dreams of very entrepreneurial 'seniors among the juniors' who dreamed about farming and living in the green with the animals, vehicles and community members.

| LIVELIHOOD RECIPE | ACCOMMODATION RECIPE | LIFESTYLE RECIPE |
|--|--|---|
| <p>Economic activity</p> <ul style="list-style-type: none"> ▣ Agriculture, forestry and fishing ▣ Accommodation and food service activities <p>Attributes</p> <ul style="list-style-type: none"> ▣ Working with animals ▣ Working outdoors ▣ Self-sufficiency ▣ Entrepreneurship ▣ Working alone ▣ Versatile tasks ▣ Doing by hands ▣ Project work | <p>Location</p> <ul style="list-style-type: none"> ▣ Dream place of residence: remote rural area ▣ In the countryside ▣ Dream place of residence: rural village ▣ In the countryside ▣ Village or small town ▣ Neighbours nearby <p>House</p> <ul style="list-style-type: none"> ▣ Farmhouse ▣ Environmentally friendly housing ▣ Possibility to keep animals | <p>Hobbies</p> <ul style="list-style-type: none"> ▣ Cars, motorbikes, machines, motoring ▣ Garden ▣ Animals ▣ Community activities ▣ Sailing, boating <p>Value orientation, behavioural tendency</p> <ul style="list-style-type: none"> ▣ Entrepreneurial orientation ▣ Acceptance of diversity ▣ Simple lifestyle ▣ Valuing local food and services ▣ Self-sufficiency ▣ High work orientation ▣ Living with little stuff, sharing ▣ Political, societal or community activities ▣ Green, peaceful, open environment ▣ Independence, freedom |
|  <p>FARM ENTREPRENEUR</p> | | |
| <p>OBSTACLES</p> <ul style="list-style-type: none"> ▣ Society (economy, debt, taxation, regulation, unrest, values, politics etc.) ▣ Limited access to social or professional networks and support ▣ Personal health problems ▣ Environment (e.g. climate change) ▣ Lack or insufficiency of money | <p>CODE</p> <ul style="list-style-type: none"> ▣ Strong profiler: bold font (location quotient >2) ▣ Weak profiler: regular font (location quotient 1.2–2) ▣ <i>Profilers are presented in order of magnitude</i> | <p>POTENTIAL PEOPLE</p> <ul style="list-style-type: none"> ▣ Entrepreneur status: farm entrepreneur ▣ Employment status: family member in family business ▣ Employment status: entrepreneur ▣ Current place of residence: remote rural area ▣ Children: yes ▣ Employment status: salaried worker and entrepreneur ▣ Place of residence upon birth: remote rural area ▣ Current place of residence: rural area close to a city (commuting distance) ▣ Age: 25–30 years ▣ Housing arrangement: living with a partner (and possibly chil or children) ▣ Gender: male ▣ Employment status: employed ▣ Place of residence upon birth: rural area close to a city (commuting distance) ▣ Family status: have a partner |

Figure 26: Profilers of the futures of farm entrepreneurs

A typical dream to become a **non-farm entrepreneur** was different from the typical dream to become a farm entrepreneur in many ways (Figure 27). Taking a high level of abstraction, the several profilers of these specific futures could be summarised with a few characteristics. First, the entrepreneurship of this particular group was featured by the flexibility and self-determination. Freelance work was a strong profiler of the livelihood recipe along with the weak profilers of entrepreneurship, self-determination and flexible work terms and hours. These people often had a background in entrepreneurship. Second, creativity was an important part of the work and lifestyle. This essence had manifestations in the popular economic activity of arts, entertainment and recreation, in the preference for creative work and self-actualisation in the livelihood recipe and well as in the high prevalence of personal development and eventful lifestyle in the lifestyle recipe. Third, nature as a source of recreation was important for many of these people: the dream location had waters (sea, lake, river) nearby and a second home, villa or cottage in the countryside was more popular in this group of people than in the other groups. Fourth, preference for craft and messing up at home asked for housing which allowed these activities (garage or barn, large house, modern or old house); the skills for these activities could be backed up by employment in the economic activities related to construction, real estate activities and electricity etc.

Fifth, an international dimension was present in the dreams of these people in many ways. Working abroad profiled the livelihood dreams; the dream country as well as the country of birth were other than the current country of residence most often in this group. Finally, the people who were dreaming about becoming non-farm entrepreneurs seemed to suffer from person-related obstacles in realising their dreams. These included personal attitudes (laziness, lack of patience, harmful preferences etc.), lack or insufficiency of skills and competences and lack of courage and self-confidence as well as diverse 'unspecified obstacles'; unemployment was also more common in this group than in the other groups.

Summing up, the dreams of becoming a non-farm entrepreneur were featured by a flexible, self-determined life where creativity and nature-based recreation were balancing the work duties; the personal capacity was a specific challenge.

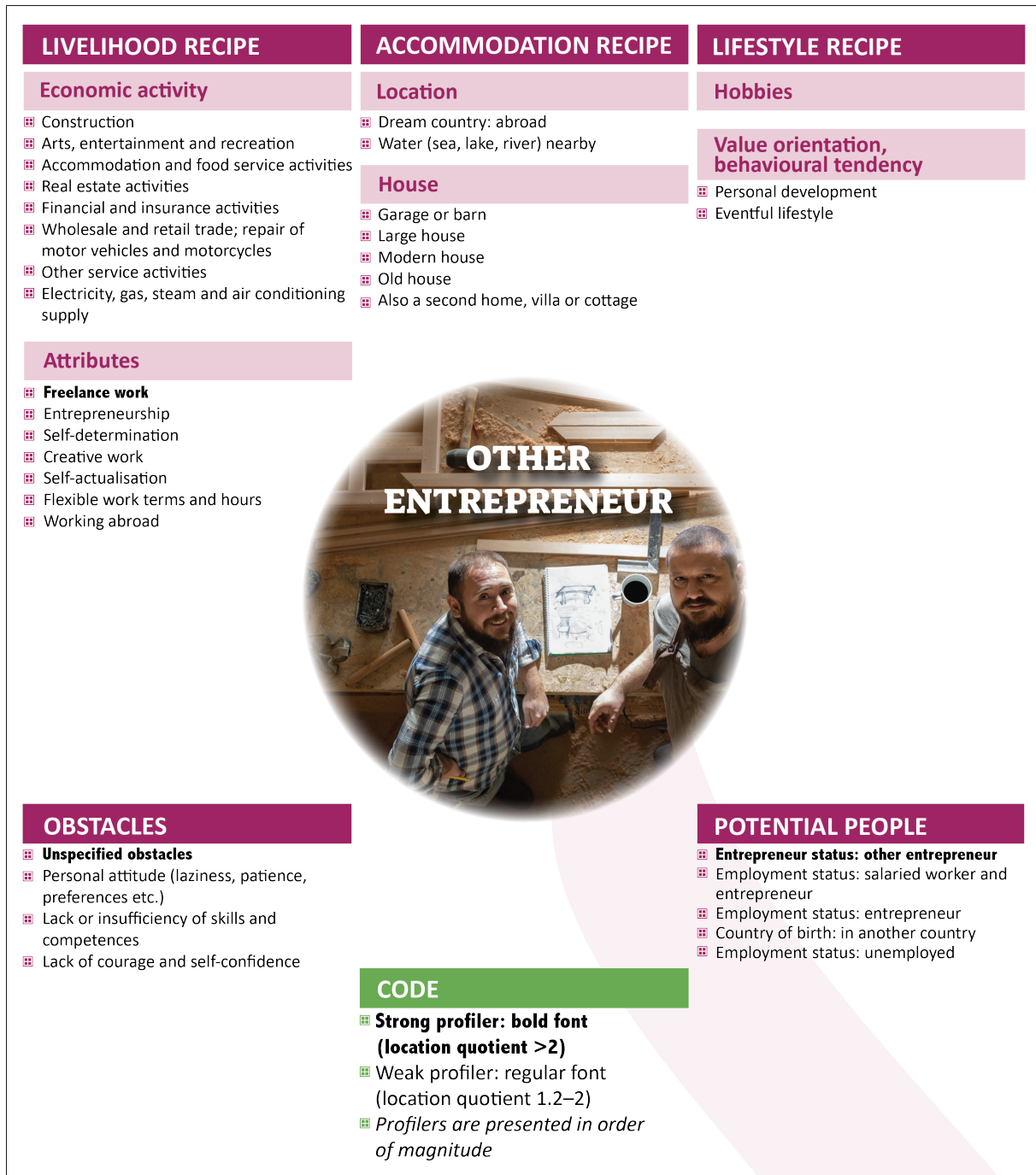


Figure 27: Profilers of the futures of other entrepreneurs

Finally, the dreams of the young people who were **not dreaming about entrepreneurship** are profiled in Figure 28. These dreams also included some general characteristics. First, regular, easy, 'ordinary' life in its various forms was particularly popular among this group of people. Their livelihood recipe was profiled by routine work, short travel to work, nice work community, balance of work and leisure and stable, regular job. Their preferred location was profiled by the availability of public transport services and their lifestyle recipe was profiled by a gaming hobby, regular lifestyle, living with little stuff and sharing as well as ordinary

lifestyle including work and leisure. Second, interesting and impactful work profiled the livelihood recipe (responsible actor, interesting work, meaningful work and making an impact, also: working with children and youngsters). Third, helping others was important both in the work and in the lifestyle. Both of the previous two characteristics are also related to the fourth general profiler of these employment futures: personal development. This was specifically manifested by the possibility for personal and/or profession development at work, by the challenge at work and by the popularity of spiritual lifestyle.

Fifth, an international dimension was present in these dreams: travel for work and international work environment. Sixth, 'suburban housing style' (terraced house, own yard, semi-detached house) was combined with employment in services (public administration, education, administrative and support services) in the dreams of these respondents. Finally, some of these people had evident problems in the engagement with the labour market or society, since some of them were moving because of work opportunities, they had a dream to be outside the labour market and they had obstacles for the dreams caused by the Coronavirus pandemic (e.g. getting or keeping a job, increased uncertainty, economic problems etc.).

In other words, the dreams of being not employed as an entrepreneur were essentially manifesting various forms of ordinary life with work and leisure added with a social and developmental orientation.



Figure 28: Profilers of the futures of not entrepreneurs

The futures dreams play an important role in the RURALIZATION project. Task 4.3 (interaction and evaluation) introduces a series of regional workshops and seminars to discuss the ways to make these dreams come true various regional contexts. Dreams targeted to different types of areas are featured by different contents of the dreams and different obstacles preventing them to come true. Regional and local actors can promote the realisation of the dreams by providing resources, places and networks for the contents of the dreams to happen and for the obstacles to become removed. As a result of this assessment process, some promising

practices and novel policies can be teased out; these will be elaborated specifically in the Work Package 7 (Policy design and assessment).

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ANNEXES

Annex 1. Dream inventory (English version)



DREAM INVENTORY



"The project RURALIZATION has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement N° 817642."

Background information:



Country:
 Place:
 Date:

Age: Years

Gender: Female
 Male
 Other

Employment status:

Student
 Employed
 ... if employed:

- Salaried worker
- Entrepreneur
- Salaried worker and entrepreneur
- Family member in family business

... if not salaried:

- In farm business
- In other business

Unemployed
 Out of labour force (at home, in the army)

Family status: Single
 Have a partner

Children: No
 Yes

Housing arrangement:

- Living alone (and possibly child/children)
- Living with my partner (and possibly child/children)
- Living with my parents (and possibly child/children)
- Living with my friends, relatives or other people (and possibly child/children)

Education, highest finished: Primary
 Secondary
 Tertiary

Place of birth: In the current country of residence
 In another country, which country:

| Place of residence... | ...upon birth: | ...currently: | |
|--------------------------|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | City centre |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | City area outside the centre |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Suburb in a city area |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Rural area close to a city (commuting distance) |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Rural village |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Remote rural area |

Describe your personal dream future in about 15 years (year 2035):



Place of residence:

- City centre
- City area outside the centre
- Suburb in a city area
- Rural area close to a city (commuting distance)
- Rural village
- Remote rural area

Would your place of residence be...

- In the current country
- Abroad, in which country:

LIVELIHOOD RECIPE: *How do you earn your living?* Please describe with a few sentences the most important aspects: what would be your profession, business sector, earning level etc. and what would be important aspects of your work.

Would you be...

- Salaried worker
- Entrepreneur
- Salaried worker and entrepreneur

... if entrepreneur:

- Farm entrepreneur
- Other entrepreneur

ACCOMMODATION RECIPE: *Where do you live? In what kind of a place, neighbourhood and house?* Please describe with a few sentences the most important aspects: the location, physical and social environment, access to services, neighbourhood, house etc. and what would be important aspects of your accommodation.



Describe your personal dream future in about 15 years (year 2035):

LIFESTYLE RECIPE: *How do you live? What is your lifestyle?* Please describe with a few sentences the most important aspects: your hobbies, personal development and lifestyle, role of other people, facilities needed etc. and what would be important aspects of your lifestyle.

OBSTACLES: *What are the major obstacles in realising your dream?* Please describe with a few sentences the most important aspects: what are the issues that prevent or complicate you from realising your dream within the next 15 years.

How significant are the following issues as obstacles for realising your personal dream. Please choose one option on the scale for each item.

| | Not at all important | Of little importance | Moderately important | Important | Very important |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Lack of capital | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of infrastructure in the dream area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of local services in the dream area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of available jobs in the dream area | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of own competence | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of social and professional networks | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**THANK YOU FOR YOUR CONTRIBUTION!
DROP YOUR CARD TO RETURN BOX BEFORE LEAVING!**

Additional question about the impacts of the Coronavirus pandemic

Would you have given different answers half a year ago? Please evaluate how much the Coronavirus and its consequences have changed the answers you gave in this survey?

- Not at all, same answers
- Slightly different answers
- Somewhat different answers
- Very different answers
- Completely different answers

Please describe with a few sentences how the Coronavirus and its consequences have changed the answers you gave in this survey?

Annex 2. Professions specified in the livelihood dream by type of the dream area



Dream professions in the livelihood dreams targeted to the city centre

Actor – Ambassador – Animal healer – Animal-assisted therapist – **Architect** – **Artist** – **Beautician** – Border guard – Builder – Catering provider – Civil servant – Conciliator – **Consultant** – Controller – Cook – Cultural specialist – Customer servant – Data analyst – Designer – Development aid worker – **Doctor** – Driver – Editor – **Engineer** – **Entrepreneur** – Expert – Farmer – Financial advisor – Firefighter – Flight attendant – Graphic designer – Hairdresser – Horse trainer – HR specialist – Interpreter – **Investor** – IT specialist – **Lawyer** – Magistrate – **Manager** – Mechanic – Media assistant – Meteorologist – Midwife – Movie director – Musician – **Nurse** – Occupational coach – Paramedic – Personal trainer – Photographer – Politician – Press officer – Prison officer – Professor – **Programmer** – **Project manager** – **Psychologist** – **Psychotherapist** – Publishing editor – Reporter – **Researcher** – Salesman – Shopkeeper – **Social worker** – **Software developer** – **Spatial planner** – Sports agent – Storeman – **Teacher** – Team leader – Tourism officer – Trainer – Travel guide – Veterinarian – Work with the aged – Writer

A profession was identified in 75% of the responses

NOTE: Top-20 professions on bold



Dream professions in the livelihood dreams targeted to the city area outside the centre

Accountant – Actor – Animation specialist – Architect – Artisan – Artist – Assistant – Baker – Barber-hairdresser – **Beautician** – Biologist – Car seller – Caretaker – Cashier – Chemist – Civil servant – Clerk – Coach – Composer – **Confectioner** – **Consultant** – Criminologist – Critic – Cybersecurity specialist – Data analyst – Designer – Dietitian – Diplomat – Director – **Doctor** – Dubber – Economist – Electrician – **Engineer** – **Entrepreneur** – Event organizer – **Expert** – Factory worker – Farmer – **Fashion designer** – Film editor – Financial advisor – Florist – Foster parent – Game designer – Graphic designer – **Hairdresser** – Hockey coach – Home help – Horse trainer – House painter – HR specialist – Innovator – Insurance broker – Interior designer – Interpreter – **Journalist** – Kindergartener – Lab technician – **Lawyer** – Machinist – **Manager** – Mechanic – Media assistant – Military officer – Museum manager – **Musician** – Nanny – **Nurse** – Nutritionist – Paramedic – Pediatric nurse – Personal trainer – Pharmacist – Photographer – Physiotherapist – Piano teacher – Planner – Police – Police officer – Preschool teacher – Product developer – Professor – Programmer – Project manager – Provider – **Psychologist** – Psychotherapist – Radio journalist – Radiologist – Real estate agent – Receptionist – Reporter – Rescue officer – **Researcher** – Rural developer – Rural entrepreneur – Salesman – Security expert – Sex therapist – Shopkeeper – Singer – **Social worker** – Software developer – Soldier – **Spatial planner** – Supervisor – **Teacher** – Tourism officer – Tourist work – Trader – Warehouse worker – Writer – Youth worker – Zoologist

A profession was identified in 77% of the responses

NOTE: Top-20 professions on bold



Dream professions in the livelihood dreams targeted to the suburb in the city area

Accountant – Appraiser – Archeologist – **Architect** – Artist – Assistant – Babysitter – Baker – Builder – Café keeper – Carpenter – Civil servant – Clerk – CNC programmer – Confectioner – Consultant – Content producer – Controller – Cook – Customer servant – Data analyst – Designer – **Director** – **Doctor** – Driver – EHS specialist – **Engineer** – **Entrepreneur** – Event organizer – Expert – **Farmer** – Financial advisor – Firefighter – Game designer – Graphic designer – Hairdresser – Head of department – Health or social care staff – HR specialist – **Interpreter** – IT specialist – Journalist – **Lawyer** – **Manager** – **Mechanic** – Military officer – **Nurse** – Occupational therapist – Pharmacist – Physiotherapist – Pilot – Police – Preschool teacher – Professor – **Programmer** – **Psychologist** – Psychotherapist – Publishing editor – Real estate developer – **Researcher** – Restorer – Rural entrepreneur – Salesman – **Social worker** – **Software developer** – **Spatial planner** – Special Needs Assistant – Specialist – Speech therapist – Sport journalist – Study counsellor – Surgeon – Tailor – Taxi driver – **Teacher** – Team leader – Tourism officer – University lecturer – Veterinarian – Watchman

A profession was identified in 75% of the responses

NOTE: Top-20 professions on bold



Dream professions in the livelihood dreams targeted to the rural areas close to a city (commuting distance)

Accountant – Actor – Animal caretaker – Animal-assisted therapist – Animation specialist – Artisan – Artist – Assistant – Athlete – Auditor – Babysitter – Barber – Barber-hairdresser – Beautician – Biologist – Border guard – Builder – Buyer – Café keeper – Car tester – Carpenter – Chef – Chemist – **Civil servant** – Clerk – Composer – Conciliator – Confectioner – **Consultant** – Dancer – Data analyst – Designer – **Director** – **Doctor** – Driver – **Engineer** – **Entrepreneur** – **Expert** – **Farm worker** – **Farmer** – Field guide – Film director – Film editor – Firefighter – Forest lawyer – Forest officer – Forklift driver – Game designer – Gardener – Graphic designer – Hairdresser – Health or social care staff – Historian – Horse trainer – House painter – HR specialist – Hunting guide – Instructor – Investor – IT specialist – Journalist – Kindergartener – Lab technician – **Lawyer** – Logistic coordinator – **Manager** – Maritime officer – Mechanic – Mid-wife – Military officer – Musician – Nanny – Nature conservator – **Nurse** – Occupational therapist – Orthodontist – Paramedic – Pharmacist – Photographer – Physiotherapist – Planner – Police – Police officer – Politician – Preschool teacher – Priest – Principal – Product developer – Programmer – Project manager – **Psychologist** – **Psychotherapist** – Radiologist – Real estate agent – Real estate developer – **Researcher** – **Rural developer** – Rural entrepreneur – Sales manager – Salesman – Sex therapist – Shopkeeper – **Social educator** – **Social worker** – Software developer – **Spatial planner** – Special Needs Assistant – Speech therapist – Storeman – Student mentor – Study counsellor – Supervisor – Surgeon – Surveyor – Tailor – **Teacher** – Team leader – Tourism officer – Translator – Truck driver – Veterinarian – Welder – Writer – Youth worker – Zookeeper

A profession was identified in 74% of the responses

NOTE: Top-20 professions on bold



Dream professions in the livelihood dreams targeted to the rural village

Accountant – Archeologist – **Architect** – **Artisan** – **Assistant** – Beautician – Biologist – Border guard – Builder – Butcher – Café keeper – Car seller – **Catering provider** – Cinematographer – **Civil servant** – Cleaner – Clerk – Compere – Confectioner – **Consultant** – Cook – Cultural specialist – Customer servant – Cybersecurity specialist – Dentist – Director – Driver – Electrician – **Engineer** – **Entrepreneur** – Environmental educator – Event organizer – **Farm worker** – **Farmer** – Firefighter – Fisherman – Florist – Foreman – Forest officer – Gardener – Geologist – Hairdresser – Head of department – Health or social care staff – Home help – **Horse trainer** – HR specialist – Hunting guide – Journalist – Kindergartener – Lab technician – **Lawyer** – Logistic coordinator – Manager – Maritime officer – Mechanic – Midwife – Military supervisor – Musician – Nanny – **Nurse** – Nutritionist – Occupational coach – Painter – Paramedic – Partner – Photographer – **Physiotherapist** – Planner – Plumber – Preschool teacher – Priest – Process operator – Professor – Psychologist – Quantity surveyor – Real estate agent – Real estate developer – Rescue officer – **Researcher** – Rural developer – **Rural entrepreneur** – Salesman – Shopkeeper – Skipper – Social educator – **Social worker** – Software developer – Spatial planner – Supervisor – Tailor – **Teacher** – Teacher support – Team leader – Technician – Tourism officer – Trader – Truck driver – **Veterinarian** – Work with the aged – Writer – Youth worker

A profession was identified in 78% of the responses

NOTE: Top-20 professions on bold



Dream professions in the livelihood dreams targeted to the remote rural area

Accountant – Actor – Agricultural technician – **Animal caretaker** – **Animal-assisted therapist** – **Artisan** – Assistant – Babysitter – Baker – Barber-hairdresser – Biologist – Buyer – Car mechanic – Chauffeur – **Civil servant** – **Consultant** – Cook – Customer servant – **Data analyst** – Director – **Doctor** – Electrician – Engineer – **Entrepreneur** – **Expert** – Farm worker – **Farmer** – Firefighter – Foreman – Forest engineer – **Forestry work** – Gardener – Investor – IT specialist – Lawyer – Manager – Mechanic – Nature conservator – **Nurse** – Occupational therapist – Physiotherapist – Pilot – Prison manager – Procurement manager – **Professor** – Project manager – Psychologist – **Real estate agent** – **Repairman** – **Researcher** – Rural developer – **Rural entrepreneur** – Social worker – **Software developer** – Spatial planner – Supervisor – **Teacher** – Trader – Travel guide – Veterinarian – Wilderness guide – Writer – Youth worker

A profession was identified in 76% of the responses

NOTE: Top-20 professions on bold

Annex 3. Profiles of the entrepreneurs vs. no entrepreneurs (livelihood dream)

Background variables by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------------------|----------------------|-----------------------|--------------------|-------|
| Age: | | | | |
| 18-24 years | 39 | 58 | 64 | 59 |
| 25-30 years | 61 | 42 | 36 | 41 |
| Gender: | | | | |
| Female | 41 | 57 | 63 | 58 |
| Male | 59 | 42 | 37 | 41 |
| Other | 0 | 0 | 1 | 0 |
| No information | 0 | 0 | 0 | 0 |
| Employment status: | | | | |
| Employed | 62 | 43 | 40 | 44 |
| Salaried worker | 27 | 31 | 38 | 34 |
| Salaried worker and entrepreneur | 6 | 4 | 1 | 3 |
| Entrepreneur | 20 | 7 | 1 | 5 |
| Family member in family business | 8 | 1 | 0 | 1 |
| Student | 30 | 44 | 50 | 45 |
| Unemployed | 4 | 8 | 6 | 7 |
| Out of labour force | 4 | 4 | 3 | 4 |
| No information | 0 | 0 | 0 | 0 |
| Entrepreneur status: | | | | |
| Farm entrepreneur | 24 | 1 | 0 | 3 |
| Other entrepreneur | 5 | 11 | 1 | 5 |
| Family status: | | | | |
| Single | 38 | 50 | 51 | 49 |
| Have a partner | 62 | 49 | 48 | 50 |
| No information | 0 | 1 | 0 | 0 |
| Children: | | | | |
| No | 72 | 88 | 91 | 88 |
| Yes | 28 | 12 | 8 | 12 |
| No information | 0 | 1 | 0 | 0 |

NOTE: Above average shares highlighted.

Background variables by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---|----------------------|-----------------------|--------------------|------------|
| Housing arrangement: | | | | |
| Living alone (and possibly child/children) | 8 | 18 | 19 | 17 |
| Living with my partner (and possibly child/children) | 45 | 31 | 28 | 31 |
| Living with my parents (and possibly child/children) | 37 | 43 | 41 | 41 |
| Living with relatives or other people (and possibly child/children) | 9 | 8 | 12 | 10 |
| No information | 1 | 0 | 0 | 0 |
| Education, highest completed: | | | | |
| Primary | 5 | 6 | 7 | 7 |
| Secondary | 42 | 49 | 45 | 46 |
| Tertiary | 53 | 42 | 46 | 45 |
| No information | 1 | 3 | 1 | 2 |
| Country of birth: | | | | |
| In the current country of residence | 98 | 96 | 97 | 97 |
| In another country | 2 | 4 | 3 | 3 |
| No information | 0 | 0 | 0 | 0 |
| Place of residence upon birth: | | | | |
| City centre | 14 | 19 | 16 | 17 |
| City area outside the centre | 19 | 22 | 20 | 21 |
| Suburb in a city area | 5 | 15 | 16 | 14 |
| Rural area close to a city (commuting distance) | 21 | 13 | 15 | 15 |
| Rural village | 22 | 23 | 23 | 23 |
| Remote rural area | 17 | 7 | 9 | 9 |
| No information | 1 | 1 | 1 | 1 |
| Current place of residence: | | | | |
| City centre | 16 | 21 | 23 | 21 |
| City area outside the centre | 13 | 26 | 25 | 24 |
| Suburb in a city area | 6 | 15 | 13 | 13 |
| Rural area close to a city (commuting distance) | 23 | 12 | 14 | 14 |
| Rural village | 24 | 22 | 20 | 21 |
| Remote rural area | 17 | 5 | 6 | 7 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Dream place of residence by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---|----------------------|-----------------------|--------------------|------------|
| City centre | 4 | 12 | 11 | 10 |
| City area outside the centre | 7 | 24 | 22 | 21 |
| Suburb in a city area | 5 | 12 | 15 | 13 |
| Rural area close to a city (commuting distance) | 28 | 28 | 32 | 30 |
| Rural village | 29 | 17 | 15 | 17 |
| Remote rural area | 27 | 8 | 6 | 9 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Dream country by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|-------------------------------------|----------------------|-----------------------|--------------------|------------|
| In the current country of residence | 91 | 83 | 89 | 87 |
| Abroad | 9 | 17 | 11 | 13 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Economic activity of the livelihood dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|--|----------------------|-----------------------|--------------------|------------|
| Agriculture, forestry and fishing | 60 | 4 | 3 | 10 |
| Manufacturing | 2 | 3 | 3 | 3 |
| Electricity, gas, steam and air conditioning supply | 0 | 1 | 1 | 1 |
| Water supply; sewage, waste management and remediation activities | 0 | 0 | 0 | 0 |
| Construction | 0 | 2 | 1 | 1 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 1 | 6 | 2 | 3 |
| Transportation and storage | 0 | 1 | 1 | 1 |
| Accommodation and food service activities | 3 | 5 | 1 | 3 |
| Information and communication | 2 | 6 | 6 | 6 |
| Financial and insurance activities | 0 | 2 | 1 | 1 |
| Real estate activities | 0 | 1 | 0 | 1 |
| Professional, scientific and technical activities | 9 | 12 | 17 | 14 |
| Administrative and support service activities | 0 | 1 | 2 | 1 |
| Public administration and defence; compulsory social security | 0 | 2 | 8 | 5 |
| Education | 3 | 6 | 12 | 9 |
| Human health and social work activities | 8 | 15 | 19 | 16 |
| Arts, entertainment and recreation | 0 | 10 | 3 | 5 |
| Other service activities | 0 | 3 | 2 | 2 |
| Not specified | 9 | 20 | 18 | 18 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Attributes of the livelihood dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|--|----------------------|-----------------------|--------------------|------------|
| Reasonable income | 15 | 14 | 17 | 16 |
| Good income | 9 | 11 | 11 | 11 |
| Entrepreneurship | 25 | 15 | 1 | 9 |
| Meaningful work, making an impact | 6 | 6 | 10 | 8 |
| Interesting work | 2 | 4 | 7 | 5 |
| Stable, regular job | 3 | 3 | 5 | 4 |
| Helping others | 2 | 3 | 5 | 4 |
| Nice work community | 1 | 3 | 5 | 4 |
| Versatile tasks | 6 | 4 | 3 | 3 |
| Personal welfare | 3 | 3 | 3 | 3 |
| Personal and/or professional development | 1 | 2 | 4 | 3 |
| Nature, environment | 3 | 3 | 3 | 3 |
| Balance of work and leisure | 1 | 2 | 3 | 2 |
| Career, high position | 1 | 2 | 2 | 2 |
| Flexible work terms and hours | 1 | 3 | 2 | 2 |
| Self-determination | 1 | 3 | 1 | 2 |
| Creative work | 1 | 3 | 1 | 2 |
| Social interaction | 1 | 2 | 2 | 2 |
| Challenge | 0 | 2 | 2 | 2 |
| Technology work | 1 | 2 | 2 | 2 |
| Working with animals | 9 | 1 | 1 | 2 |
| Remote work, telework | 1 | 2 | 1 | 1 |
| Part-time work | 1 | 1 | 1 | 1 |
| Self-actualisation | 0 | 2 | 1 | 1 |
| Appreciated work | 1 | 1 | 1 | 1 |
| Working with children and youngsters | 0 | 1 | 1 | 1 |
| International work environment | 0 | 1 | 1 | 1 |
| Doing by hands | 1 | 1 | 1 | 1 |
| Working abroad | 0 | 1 | 1 | 1 |
| Communality | 0 | 0 | 1 | 0 |
| Project work | 1 | 0 | 0 | 0 |
| Responsible actor | 0 | 0 | 1 | 0 |
| Short travel to work | 0 | 0 | 1 | 0 |
| Travel for work | 0 | 0 | 1 | 0 |
| Self-sufficiency | 2 | 0 | 0 | 0 |
| Routine work | 0 | 0 | 0 | 0 |
| Freelance work | 0 | 0 | 0 | 0 |
| Working outdoors | 1 | 0 | 0 | 0 |
| Not place-bound work | 0 | 0 | 0 | 0 |
| Working alone | 0 | 0 | 0 | 0 |
| Outside labour market | 0 | 0 | 0 | 0 |
| Moving because of work opportunities | 0 | 0 | 0 | 0 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Attributes of the location in the accommodation dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---|----------------------|-----------------------|--------------------|------------|
| City nearby | 10 | 18 | 18 | 17 |
| In the countryside | 30 | 10 | 9 | 11 |
| Diverse local services available | 6 | 11 | 10 | 10 |
| Some local services available (e.g. shop, school) | 11 | 8 | 10 | 9 |
| Peaceful location | 6 | 8 | 8 | 8 |
| Nature nearby or within nature | 6 | 8 | 7 | 7 |
| Village or small town | 11 | 6 | 7 | 7 |
| Within a city | 3 | 7 | 6 | 6 |
| Nice neighbours | 3 | 7 | 5 | 6 |
| Public transport services | 3 | 4 | 6 | 5 |
| No neighbours too close | 4 | 4 | 3 | 4 |
| Water (sea, lake, river) nearby | 2 | 4 | 3 | 3 |
| Neighbours nearby | 4 | 3 | 4 | 3 |
| Good for children | 2 | 2 | 3 | 2 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Attributes of the house in the accommodation dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|--------------------------------------|----------------------|-----------------------|--------------------|------------|
| Detached house | 55 | 50 | 50 | 50 |
| Garden | 11 | 15 | 13 | 14 |
| Apartment | 4 | 7 | 9 | 8 |
| Small house | 3 | 3 | 3 | 3 |
| Own yard | 0 | 3 | 4 | 3 |
| Large house | 3 | 4 | 2 | 3 |
| Possibility to keep animals | 5 | 2 | 3 | 3 |
| Farmhouse | 11 | 2 | 2 | 3 |
| Large yard | 1 | 3 | 3 | 3 |
| Terraced house | 1 | 1 | 4 | 2 |
| Garage or barn | 1 | 3 | 1 | 2 |
| Environmental friendly housing | 3 | 2 | 1 | 1 |
| Semi-detached house | 0 | 1 | 2 | 1 |
| Modern house | 1 | 2 | 1 | 1 |
| Old house | 1 | 2 | 1 | 1 |
| Also a second home, villa or cottage | 0 | 0 | 0 | 0 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Attributes of the hobbies in the accommodation dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---|----------------------|-----------------------|--------------------|------------|
| Sports, exercise | 24 | 29 | 31 | 29 |
| Enjoying the outdoors and nature: hiking, cycling, walking | 15 | 13 | 13 | 13 |
| Travelling | 8 | 10 | 8 | 9 |
| Going out for shopping, coffee, dinner, pub, movies | 6 | 7 | 8 | 7 |
| Animals | 11 | 6 | 7 | 7 |
| Creative hobbies: visual arts, writing, photography, theater | 3 | 8 | 6 | 6 |
| Garden | 11 | 6 | 5 | 6 |
| Community activities | 9 | 6 | 6 | 6 |
| Music | 4 | 4 | 4 | 4 |
| Reading | 2 | 3 | 4 | 4 |
| Cultural affairs | 3 | 3 | 2 | 3 |
| Gaming | 0 | 1 | 2 | 2 |
| Cars, motorbikes, machines, motoring | 3 | 2 | 1 | 1 |
| Cooking | 0 | 1 | 2 | 1 |
| Sailing, boating | 1 | 0 | 1 | 1 |
| Fashion, clothing and beauty | 0 | 0 | 1 | 0 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Attributes of the value orientations and behavioural tendencies in the accommodation dream by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---|----------------------|-----------------------|--------------------|------------|
| Ordinary lifestyle, work and leisure | 13 | 15 | 21 | 17 |
| Personal development | 5 | 16 | 12 | 13 |
| Balance of work, leisure and family life | 10 | 13 | 12 | 12 |
| Green, peaceful, open environment | 10 | 7 | 6 | 7 |
| Healthy lifestyle | 2 | 8 | 7 | 7 |
| Sustainable lifestyle | 5 | 5 | 5 | 5 |
| Entrepreneurial orientation | 16 | 5 | 0 | 4 |
| Political, societal or community activities | 5 | 2 | 4 | 3 |
| Self-sufficiency | 5 | 3 | 3 | 3 |
| Calm, quiet, slow lifestyle | 3 | 3 | 3 | 3 |
| Independence, freedom | 4 | 3 | 2 | 3 |
| Life without money worries | 2 | 3 | 3 | 3 |
| Valuing local food and services | 4 | 2 | 3 | 2 |
| High work orientation | 4 | 2 | 2 | 2 |
| Successful life: business, career, wealth | 2 | 2 | 2 | 2 |
| Helping others | 1 | 2 | 2 | 2 |
| Simple lifestyle | 4 | 2 | 1 | 2 |
| Eventful lifestyle | 0 | 2 | 2 | 2 |
| Social orientation, interaction | 1 | 2 | 1 | 1 |
| Homing | 0 | 2 | 1 | 1 |
| Responsible lifestyle | 1 | 1 | 1 | 1 |
| Living with little stuff, sharing | 2 | 1 | 1 | 1 |
| Spiritual lifestyle | 1 | 1 | 1 | 1 |
| Regular lifestyle | 0 | 1 | 1 | 1 |
| Acceptance of diversity | 1 | 0 | 0 | 0 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Scope of the obstacles in realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|---------------|----------------------|-----------------------|--------------------|------------|
| Livelihood | 37 | 42 | 35 | 38 |
| Accommodation | 2 | 5 | 8 | 6 |
| Lifestyle | 2 | 3 | 3 | 3 |
| General | 58 | 48 | 49 | 50 |
| No answer | 1 | 1 | 4 | 3 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Obstacles of the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|--|-------------------|--------------------|-----------------|------------|
| Lack/insufficiency of money | 26 | 20 | 18 | 19 |
| Getting/keeping a suitable job or business | 6 | 13 | 15 | 13 |
| Society (economy, debt, taxation, regulation, unrest, values, politics etc.) | 22 | 9 | 7 | 9 |
| Personal life (partner, family, children etc.) | 4 | 6 | 9 | 7 |
| Finding a suitable and affordable place/house | 4 | 6 | 8 | 7 |
| Limitations of the dream location (jobs, houses, services etc.) | 7 | 5 | 7 | 6 |
| Getting the needed education | 2 | 5 | 6 | 5 |
| Limited access to social/professional networks or support | 7 | 4 | 3 | 4 |
| Potential external event (sickness, accident etc.) | 2 | 3 | 4 | 4 |
| Stress, lack of time, work-life balance | 3 | 2 | 4 | 3 |
| Lack of courage and self-confidence | 1 | 4 | 3 | 3 |
| Personal health problems | 5 | 2 | 3 | 3 |
| Lack/insufficiency of skills and competences | 1 | 4 | 2 | 3 |
| Personal attitude (laziness, patience, preferences etc.) | 0 | 4 | 2 | 2 |
| Environment (e.g. climate change) | 2 | 1 | 2 | 2 |
| Working conditions (lack of flexibility, precariousness, etc.) | 1 | 2 | 2 | 2 |
| Coronavirus pandemic (temporarily) or other pandemics | 0 | 1 | 2 | 1 |
| Unpredictability of the future | 1 | 1 | 1 | 1 |
| Obscurity of own thoughts and dreams | 0 | 1 | 1 | 1 |
| Unspecified obstacles | 0 | 1 | 0 | 0 |
| No obstacles | 3 | 4 | 3 | 4 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of capital as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 3 | 5 | 5 | 5 |
| Of little importance | 8 | 14 | 17 | 15 |
| Moderately important | 23 | 25 | 25 | 25 |
| Important | 35 | 31 | 28 | 30 |
| Very important | 29 | 24 | 21 | 23 |
| No answer | 0 | 1 | 4 | 3 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of infrastructure in the dream areas as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 14 | 24 | 17 | 19 |
| Of little importance | 32 | 27 | 29 | 29 |
| Moderately important | 25 | 21 | 22 | 22 |
| Important | 18 | 19 | 20 | 20 |
| Very important | 10 | 8 | 7 | 8 |
| No answer | 0 | 1 | 4 | 2 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of local services in the dream area as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 17 | 26 | 18 | 20 |
| Of little importance | 25 | 27 | 23 | 24 |
| Moderately important | 20 | 20 | 20 | 20 |
| Important | 13 | 19 | 17 | 17 |
| Very important | 8 | 8 | 6 | 7 |
| No answer | 17 | 1 | 16 | 11 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of available jobs in the dream area as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 17 | 19 | 9 | 14 |
| Of little importance | 24 | 17 | 14 | 16 |
| Moderately important | 24 | 18 | 21 | 20 |
| Important | 23 | 23 | 27 | 25 |
| Very important | 11 | 23 | 25 | 22 |
| No answer | 0 | 1 | 4 | 2 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of own competence as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 19 | 21 | 17 | 19 |
| Of little importance | 31 | 25 | 29 | 28 |
| Moderately important | 17 | 21 | 24 | 22 |
| Important | 19 | 19 | 17 | 18 |
| Very important | 13 | 12 | 9 | 11 |
| No answer | 0 | 1 | 4 | 2 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Significance of the lack of social and professional networks as obstacle for realising the futures dreams by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|----------------------|-------------------|--------------------|-----------------|------------|
| Not at all important | 15 | 15 | 13 | 14 |
| Of little importance | 20 | 20 | 23 | 22 |
| Moderately important | 31 | 28 | 25 | 27 |
| Important | 22 | 22 | 24 | 23 |
| Very important | 12 | 14 | 11 | 12 |
| No answer | 0 | 1 | 4 | 2 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Assessment of the impact of the Coronavirus on the responses by dream place of residence: would the respondent have given different answers half a year ago?

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|-----------------------------|-------------------|--------------------|-----------------|------------|
| Not at all, same answers | 66 | 64 | 63 | 64 |
| Slightly different answers | 13 | 18 | 19 | 18 |
| Somewhat different answers | 11 | 7 | 8 | 8 |
| Very different answers | 2 | 3 | 3 | 3 |
| Completely different answer | 0 | 1 | 0 | 1 |
| No answer | 8 | 6 | 6 | 6 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Impacts of the Coronavirus on the responses by dream type of employment, %

| | Farm entrepreneur | Other entrepreneur | No entrepreneur | Total |
|--|-------------------|--------------------|-----------------|------------|
| Re-evaluation of own values and preferences will change life | 7 | 14 | 15 | 14 |
| Problems with getting a job or keeping a job | 7 | 13 | 15 | 14 |
| Increased uncertainty | 17 | 10 | 12 | 12 |
| Businesses will suffer, negative economic impacts | 10 | 9 | 6 | 7 |
| Dreams have changed from urban to rural, open, natural and less crowded places | 0 | 5 | 7 | 6 |
| Travelling is limited or impossible | 14 | 6 | 3 | 5 |
| Problems with studies | 0 | 5 | 5 | 5 |
| Personal livelihood problems | 3 | 7 | 2 | 4 |
| Delays in realising the dreams | 10 | 4 | 3 | 4 |
| Increased health concerns | 3 | 2 | 4 | 3 |
| Less freedom, more restrictions | 0 | 5 | 2 | 3 |
| More pessimism or depression, less positive dreaming and planning | 7 | 3 | 3 | 3 |
| Lack of interaction is stressful and complicates personal life | 3 | 3 | 3 | 3 |
| Remote work has established itself, quality of life improves | 3 | 2 | 3 | 3 |
| Family and other loved ones are more important than before | 0 | 0 | 4 | 2 |
| Preference for home country or home region has increased | 0 | 2 | 3 | 2 |
| Less local services due to economic crisis | 7 | 1 | 2 | 2 |
| Changes in the work practices | 3 | 1 | 2 | 2 |
| Crisis opens up new possibilities, e.g. jobs, customers | 3 | 2 | 1 | 2 |
| Societal changes are under way | 0 | 2 | 1 | 2 |
| Prices for many commodities will rise | 0 | 2 | 1 | 1 |
| Small everyday things bring more joy than before | 0 | 1 | 1 | 1 |
| Problems with housing arrangements | 0 | 1 | 1 | 1 |
| Specific markets for houses have changed due to shifts in demand and preferences | 0 | 1 | 1 | 1 |
| TOTAL | 100 | 100 | 100 | 100 |

NOTE: Above average shares highlighted.

Annex 4. Documentation for the Milestone 5: selection of the areas for comparison and policy design

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1. Reasons for the selection of regions

Why regions in general are selected in the RURALIZATION project, is described on page 14 of the assessment framework (D 3.1):

‘In the RURALIZATION context, a **range of regions for reflection will be selected**. Core within the idea of ‘regions for reflection’ is that these are **areas where further learning can be gained from the experiences already developed** as part of RURALIZATION’s research up to this point. Bringing the findings to regions for reflection provides an opportunity to, for example, **sharpen the lessons learned**, examine the relevance and potential of the **findings as potential solutions for transfer**, as well as **gain insights on why certain practices may not perform well in these contexts**’ (Murthag et al. 2020: 14).

Furthermore, the function of the 20 regions for Milestone 5 is described:

‘In **WP4 20 regions** in **10 EU Member States** representing a **diversity of regions** (based on the urban-rural typology) have **been selected** for the inventory of future dreams by youth. These **already selected areas will overlap with the case study regions for policy development in WP4** (and also used in and WP7). The same regions are used again, with some deviations possible (ibid).’

Resuming this, Milestone 5 is an essential part of Task 4.2: Inventory of futures dreams by the youth. Therefore, the RURALIZATION partners in ten different countries chose 2 regions per country for workshops (40 workshops in **20 regions**). Because of the Covid-19 pandemic all except one of the workshops were changed into online-surveys in those regions. In the following parts the selection process is described (Part 2), as well as the reason for the selection by the participating partners (Part 3). At last, Part 4 shows the selected regions in a list and a map.

2. Selection process of the 20 regions

The selection process is described in the guidelines for WP 4 (Kuhmonen 2019: 14–28). The most important criteria for the selection of the regions were the urban-rural typology, in order to ensure a broad distribution across different regions. Furthermore, only partners with at least 6 person months in WP 4 were involved in the area selection of Task 4.2. As result the basic criteria for the choice of the regions had to be fulfilled (view Figure 1). Furthermore, the contribution regarding the urban-rural typology of the regions is explained as follows:

‘Following the selection process, five futures workshops or alternative data collection activities will be organized in predominantly urban regions (25% of the workshops), eight in intermediate regions (40%) and seven in predominantly rural regions (35%). This corresponds quite well the distribution of EU NUTS 3 regions across the three categories (27%, 40% and 33%, respectively)’ (ibid: 19).

| Member State | Type of region (NUTS 3) | Futures workshops (2 per region) | |
|-----------------|----------------------------|----------------------------------|----------------------------|
| Finland | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| France | Predominantly urban region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Germany | Predominantly urban region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Hungary | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Ireland | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Italy | Predominantly urban region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| The Netherlands | Predominantly urban region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| Poland | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Romania | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Predominantly rural region | Workshop 1: Urban location | Workshop 2: Rural location |
| Spain | Predominantly urban region | Workshop 1: Urban location | Workshop 2: Rural location |
| | Intermediate region | Workshop 1: Urban location | Workshop 2: Rural location |

Figure 1: Selection process of regions for futures workshops or alternative data collection activities (Kuhmonen 2019: 19)

Basically, the selection of 20 areas was already made at the end of 2019 or beginning of 2020. Apart from two minor exceptions in Germany and Hungary, the regions chosen for Task 4.2 will also be used for Task 4.3 and Task 7.4, as planned in the guidelines. In the following part each RURALIZATION consortium partner explains, why they chose which region.

3. Explanations of reasons for the selection of the 20 regions by each partner

Following the Guidelines for WP 4, the regions are located in ‘Finland (UTU), France (CNRS), Germany (ILS), Hungary (UNIDEB), Ireland (NUIG), Italy (UNICAL), the Netherlands (TU Delft), Poland (UWr), Romania (EcoRur) and Spain (XCN)’ (Kuhmonen 2019: 18). As follows the responsible organisations explain their selection (organisations and responsible authors are

mentioned in brackets). ILS may have modified the following texts regarding to grammar and syntax.

Finland (UTU, Tuomas Kuhmonen):

There are six intermediate NUTS3 regions in Finland. Pirkanmaa is the northernmost of these regions and it is characterized by a large capital city, a diversity of urban adjacent areas as well as several remote rural areas. Average population density in Pirkanmaa is about 41 inhabitants per land km² (national average 18) and the share of primary sector employment is 2% (national average 3%). In comparison, Northern Karelia also has a rather large capital city and extensive really peripheral areas; in both provinces, the share of the capital city in the population is 46–47%. Average population density in Northern Karelia is about 9 inhabitants per land km² and the share of primary sector employment is 6%. These two regions provide a rich miniature of all Finnish regions.

France (CNRS, Viviane de Lafond):

Predominately rural region (NUTS3): Our choice was the department of La Manche (NUTS 3) as it is a department located on the margins, away from the metropolises, predominantly rural, with a relatively low population density (83.5 inhabitants per km²) with a marked agricultural character and also a rich network of small towns and villages. This department faces several current challenges: current social issues, such as aging population and the place of young people in this society as well as environmental issues, which are strongly connected with agriculture and coastline. But adaptation capacities to those trends are noted, and we choose to focus on two particular administrative territories: the inter-communality of Granville Terre et Mer, which is characterized by development dynamics linked to the attractiveness of the medium-sized town of Granville that irrigates the territory, the inter-municipality of Coutances Mer and Bocage where the relation between farmers and non-farmers within the local rural society is the main problem to resolve for a sustainable destiny.

Predominantly urban region (NUTS3): Les Yvelines, in region Ile de France, near the metropolitan area of Paris is facing huge urban pressure. We focus mainly on the plain de Versailles where some farmers have launched consultations and actions aimed at preserving agriculture and promoting a sustainable development project common to farmers, rural inhabitants and city dwellers. Those engaged and succeeded for several years in a remarkable diversification of their farming method for urban populations. Furthermore, they have launched consultations and actions aimed to preserve agriculture and promoting a sustainable development project common to farmers, rural inhabitants and city dwellers.

Germany (ILS, Florian Ahlmeyer):

The areas were selected after different criteria. First of all, we decided not to choose two regions which are in close proximity to each other. Secondly, we had to make sure to have access to the target group. So, it was necessary to have contact to a local organisation, which was able to contribute our proposal to young adults. Especially in rural areas this is not easy. Finally, we were able to contribute our online survey via the Technical University of Dortmund

for the predominantly urban area (city of Dortmund and surrounding municipalities) and via the 'Evangelisches Dekanat Alsfeld' for the predominantly rural area (district of Vogelsberg). The 'Evangelisches Dekanat Alsfeld' is a local organisation, which does a lot of youth work and though has good contacts to young adults in the region. As it turned out in the end of 2020, that for KULTURLAND, the other German partner in the RURALIZATION project, another region is very promising in terms of policy making, we choose two predominantly rural regions. Those are the district of Vogelsberg for Task 4.2 and 4.3 and the district of Lüchow-Dannenberg for Task 7.4.

Hungary (UNIDEB, Boldizsár Megyesi):

Szabolcs-Szatmár-Bereg county is a predominantly rural area with long agricultural traditions. Although the county centre is a flourishing rural town with strong services and industry, the economy of the county itself can be characterised by agriculture and food industry, with rural medium size towns and the villages. The areas along the borders of Hungary have to face serious social problems (poverty and population loss). The transfer of the agricultural enterprises and small-scale farms and especially the role of newcomers is interesting in this region.

Hajdú-Bihar county has two strongly different parts: the Hajdúság and the Bihar part. Our cases are from the first one. Hajdúság is a traditionally agricultural region, famous for arable crops and animal husbandry. Most of the population lives in rural towns. Nowadays the questions around inheriting the medium size agricultural enterprises and introducing new methods into agriculture and also the newcomers into the traditionally closed communities are among the most important questions in the area.

Ireland (NUIG, Maura Farrell):

The West Region (NUTS3 West) consists of 3 counties (Galway, Mayo, Roscommon Counties) – this region is part of the Border, Midlands and West Region and holds one quarter of Ireland's population and 48% of the land area of Ireland. It is predominantly a rural area with a low population density (less than 30 inhabitants per km²). The unemployment rate is above the national average in the area with a 25% labour force. Galway is the main urban centre, where industrial development is based in multinational companies, employing many unskilled workers. High level of rural development and rural regeneration is evident across the 3 counties with strong Local Action Groups implanting local development policies. Tourism and service industry is important for Galway and Mayo in particular, but all three counties have good economic potential, with key scenic beauty areas. Galway city also supports a high level of 3rd level education, with large numbers of youth attending for education.

Mid-East Region (NUTS3 Mid-East) consists of 4 counties (Louth, Meath, Kildare and Wicklow). The regions cover 9.8% of the total area of the state and holds roughly 14.5% of the nation's population (CSO Data, 2016). The region has witnessed continuous population growth since the 1960s, primarily due to its proximity to the Nation's capital, Dublin. Although the region has large urban areas, it has mostly a rural landscape, with strong viable agricultural land. There is strong manufacturing industry in the region, but also local development and

regeneration in and around tourism, with key attractions around heritage, landscape and stud farming.

Italy (UNICAL, Silvia Sivini):

Turin Metropolitan Area (NUTS3): The former Turin Province is an urban region with more than 2 million inhabitants, located in Piedmont (NUTS2), a northern region of Italy. The population density is about 326 Inhabitants per km². It is an area with a well-developed regional innovation system. It has an industrial tradition, especially related to the car industry. Recently, also the service sector and the agro-industry developed well. In the last years, the development of urban food planning systems and urban agriculture activities significantly increased in the city of Turin. Different experiences of alternative food systems (AFSs) are taking place in the Metropolitan Area: 80 farmers markets, 1,000 farms involved in direct selling and 106 box schemes, largely based in Turin. All these activities may support rural regeneration. The presence of asylum seekers and refugees in the mountain areas and in the valleys of the area, as highlighted by several research, could be also an opportunity for rural regeneration.

Cosenza Province is an intermediate region with about 690,000 inhabitants, located in Calabria (NUTS2) a southern region of Italy. The population density is about 102 inhabitants per km². It is characterized by diverse farming systems (in the plains and on the mountains). With regard to the agricultural sector, the companies operating in this sector represent 18.3% of all the enterprises of the province and about 37% of the Calabrian agricultural enterprises. In recent years there have been diverse young farmers (successors and new entrants) implementing innovative activities in their farms like enhancing traditional products, agricultural diversification or organic farming.

The Netherlands (TU Delft, Maarten Koreman):

The selected regions are the best average for their category (predominantly urban or intermediate) when we combine the following fields: number of inhabitants, population density, median age, fertility, long-term GDP growth, net population growth/decline, division of employment per sector, level of education. Moreover, as some Dutch regions do not cover all types of municipalities, it is a requirement that the selected regions have at least clear urban and rural municipalities. This enabled a division between 'urban' and 'rural' respondents, which is a formal requirement in the survey of respondents.

Poland (UWR, Krzysztof Janc):

Jeleniogórski – 38% rural population: Jeleniogórski region is a mix of areas characterized by tourism and recreational, multifunctional transitional and mixed functions. Some parts of this region are popular among rural newcomers. Part of the region is participating in development processes. Due to proximity to the German border and positive effects of A-4 highway localization, it is a part of European transport corridor E-40. The area borders the Czech Republic and Germany and has a close proximity to the cities of Prague and Berlin.

Chełmsko-zamojski – 62% rural population: It is a primarily agricultural region known for its cultivation of, hops, raspberries and tobacco, amongst other things. Most of the municipalities are characterised overwhelmingly agricultural and prevalently agricultural. From the perspective of whole country, the region is not participating in development processes, so it is peripheral one.

Romania (EcoRur, Miklos-Attila Szocs-Boruss):

Cluj, intermediate region – This region is a very dynamic one, with a lot of urban-rural migration and rural development. Furthermore, an increase of rural regeneration can be witnessed. Also, the region hosts a great youth presence on farming and non-farming level, though it shows a great potential for further research in this area. The Cluj area represents one of the more intensely developed regions of Transylvania, showing diverse opportunities for an innovative rural regeneration.

Buzau, rural region – The County of Buzau is structured predominantly rural, with diverse farming systems and activities. The area is culturally and naturally very rich and diverse but economically underdeveloped compared to other neighbouring regions from the south-east of Romania. The capital of Romania Bucharest is not very far away from the area, which makes it very interesting for further research.

Spain (XCN, Miquel Correa):

At XCN we were first constrained by our geographical scope of activity. We develop our activities mainly in the region of Catalonia (NUTS2), north-eastern Spain. In Catalonia, there are only four NUTS3 Regions: Barcelona (predominantly urban), Tarragona, Lleida and Girona (all three intermediate). Since we were assigned to work with 1 predominantly urban region and 1 intermediate region, we had no other possibility than choosing Barcelona as predominantly urban region. As per the intermediate region, we calculated several indicators, but we decided mainly upon the evolution of the share of young population (20–29) during the period 2013-2018. The most negative evolution was for Tarragona, so we chose this region. We took into account the same criteria when deciding about the specific locations (counties within each NUTS3 region), upon which the online survey was distributed.

4. Overview of the 20 regions (List and Map)

To get an overview, the selected regions are listed below (view Figure 2). Furthermore, the selected regions are visualized in a map, in order to illustrate where the regions are located (view Figure 3).

| No. | Name of region | Official name in national language | Nuts-Code | Country | Type of region |
|-----|---|--|------------------------------|-----------------|----------------------------|
| 1 | Pirkanmaa | Pirkanmaan maakunta | FI197 | Finland | intermediate |
| 2 | Pohjois-Karjalan | Pohjois-Karjalan maakunta | FI1D3 | Finland | predominantly rural |
| 3 | Versaille | Département Yvelines | FR103 | France | predominantly urban |
| 4 | Granville / Coutances | Département Manche | FRD12 | France | predominantly rural |
| 5 | Dortmund | Dortmund, Kreisfreie Stadt | DEA52 | Germany | predominantly urban |
| 6 | <i>Vogelsberg (Task 4.3)</i> <i>Lüchow-Dannenberg (Task 7.4)</i> | <i>Vogelsbergkreis</i> <i>Landkreis Lüchow-Dannenberg</i> | <i>DE725</i> <i>DE934</i> | <i>Germany</i> | <i>predominantly rural</i> |
| 7 | Szabolcs-Szatmár | Komitat Szabolcs-Szatmár-Bereg | HU323 | Hungary | intermediate |
| 8 | <i>Hajdú-Bihar (first rural region)</i> <i>Fejér (second rural region)</i> | <i>Komitat Hajdú-Bihar</i> <i>Komitat Fejér</i> | <i>HU321</i> <i>HU211</i> | <i>Hungary</i> | <i>predominantly rural</i> |
| 9 | Mid-East Region | Mid-East Region | IE062 | Ireland | intermediate |
| 10 | West Region | West Region | IE042 | Ireland | predominantly rural |
| 11 | Torino | Città metropolitana di Torino | ITC11 | Italy | predominantly urban |
| 12 | Cosenza | Provincia di Cosenza | ITF61 | Italy | intermediate |
| 13 | Midden-Noord-Brabant | Midden-Noord-Brabant | NL412 | The Netherlands | predominantly urban |
| 14 | Overig Zeeland | Overig Zeeland | NL342 | The Netherlands | intermediate |
| 15 | Jeleniogorski | Jeleniogorski | PL515 | Poland | intermediate |
| 16 | Chelmsko-zamojsk | Chelmsko-zamojsk | PL812 | Poland | predominantly rural |
| 17 | Cluj | Judetul Cluj | RO113 | Romania | intermediate |
| 18 | Buzău | Judetul Buzău | RO222 | Romania | predominantly rural |
| 19 | Barcelona | Provincia de Barcelona | ES511 | Spain | predominantly urban |
| 20 | Tarragona | Provincia de Tarragona | ES514 | Spain | intermediate |

Figure 2: List of the selected regions for Task 4.3 and Task 7.4

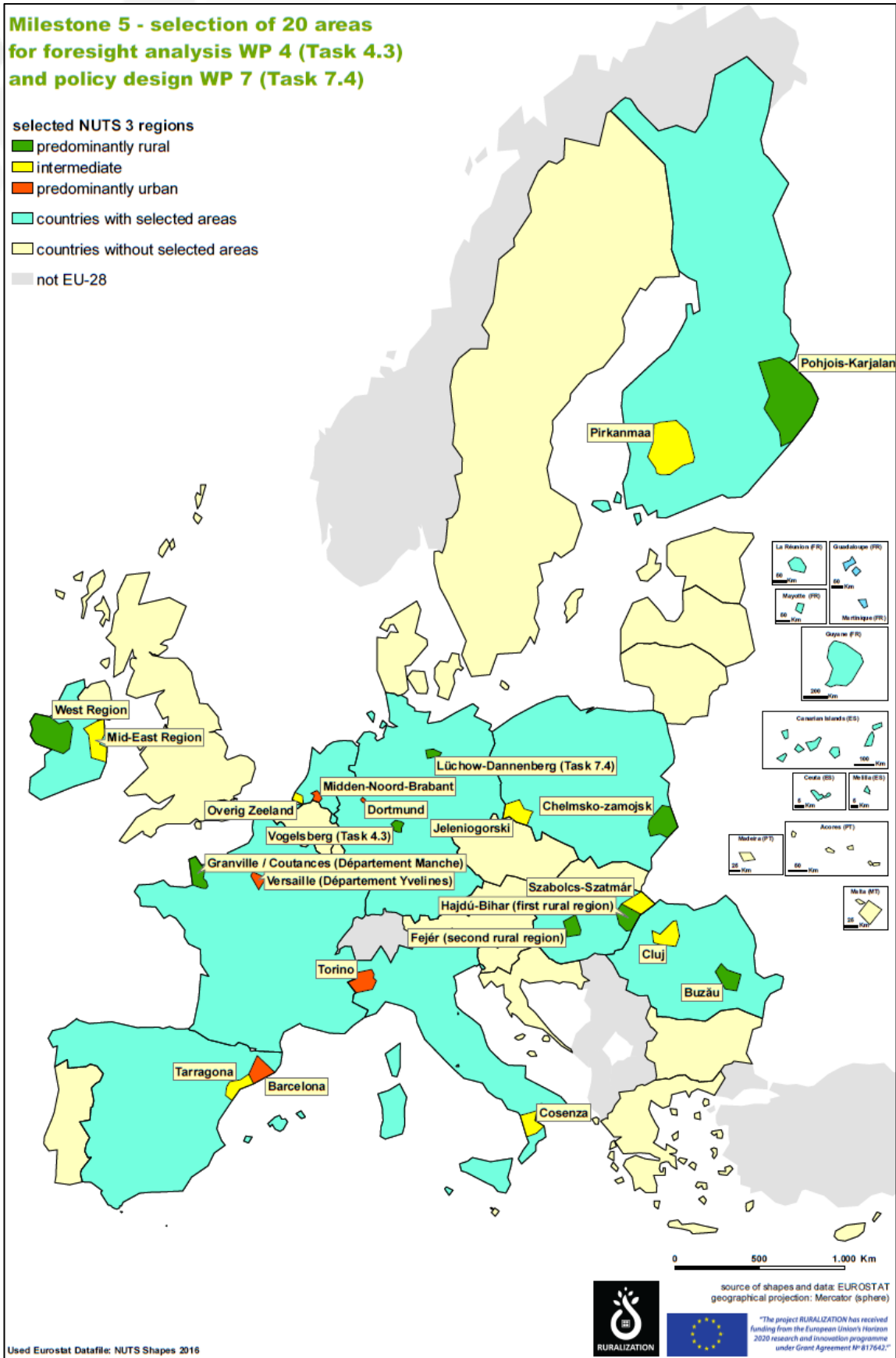


Figure 3: Map of the selected regions for Task 4.3 and Task 7.4

Annex 4 References:

Kuhmonen, T. 2019. Formulation of detailed research and innovation guidelines for WP4 as part of the detailed conceptual guidelines. (D 3.2). RURALIZATION project deliverable.

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