



Press release 2016-09-13

## **Proximity to public transit drives housing choices among young Stockholmers**

**A new survey carried out for SSM by Novus Opinion shows that proximity to public transportation is the most important factor for Stockholmers when it comes to choosing housing. A close second is having money left to spend after paying the rent. Surprisingly, a trendy neighborhood with lots of people, entertainment and shopping scored lowest on the list.**

A new survey from SSM shows that Stockholmers between the ages of 20 and 32 value proximity to public transportation the most when looking for a new home. Almost equally important is having money to spend after paying the rent or other housing costs, followed by a good neighborhood, a smart layout and access to green areas. Apartment size is less important and came in seventh place just after having a balcony. Renovated plumbing, parking and location in a trendy neighborhood were ranked last.

Two thirds of people interviewed live outside of Stockholm's city center and of these, only one tenth would consider giving up interests, entertainment or travel to live more centrally. Of those living in the city, half would consider moving to the suburbs to be able to spend more on interests, entertainment and travel.

– The survey shows that most young Stockholmers would rather spend their money on experiences than on living in as large and central an apartment as possible. If you live close to public transportation, it's easy to travel to areas with more vibrant street life, entertainment and shopping, says Susanne Blomberg, VP Marketing at SSM.

When asked how they would spend money left after paying rent, most said they would travel, followed by saving/amortizing loans, and going to restaurants and bars. Shopping came in fourth place and cultural activities in fifth.

### **About the survey**

Novus was commissioned to carry out the survey. The target group included men and women aged 20 to 40 living in the Stockholm area in single- and multi-person households (with a spouse/partner but without children) with a particular focus on people in the 20 to 32 age bracket. A total of 502 interviews were carried out between June 13 and 23 and the response rate was 56 percent.

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The above information is such that SSM Holding AB (publ) is required to publish in accordance with the EU's Market Abuse Regulation and/or the Swedish Securities Market Act. This information was provided by the above contact persons for publication at 09:30 CET on September 13, 2016.

### **About SSM Holding AB (publ)**

*SSM is a property development company in the Stockholm region. Its vision is to make the housing market more accessible. SSM sets itself apart by building homes for tomorrow's Stockholmers and aspires to offer the most attractive apartments in the Stockholm area. To reach this goal, SSM specializes in developing affordable homes for singles and couples with the highest functionality built into every square meter, close to the city center and public transportation. In 2015, SSM started building 547 homes. Read more at [www.ssmfastigheter.se](http://www.ssmfastigheter.se)*