

CITYVARASTO Oyj

The Great Belongings Survey 2026

Cityvarasto survey 27 Feb–9 Mar 2026.
N=1355



Introduction

This nationwide survey, conducted on behalf of Cityvarasto, explored Finns' attitudes towards possessions, ownership, storage, and letting go of belongings.

The survey was conducted by YouGov as an online questionnaire between 27 Feb–9 Mar 2026. Data was collected in YouGovin's consumer panel; respondents represent the adult population of mainland Finland by age, gender and region. The target group included residents of municipalities and cities with over 20,000 inhabitants.

A total of 1,355 respondents participated. The overall margin of error is at most approximately ± 2.3 percentage points at the 95% confidence level.

YouGovin's research services in Finland are represented by Sales Questor Oy.

For more information about the survey:

Elina Himberg
Sales and Marketing Director
elina.himberg@cityvarasto.fi
+358405748939

Research implementation

Client: Cityvarasto Oyj

Conducted by: YouGov / Sales Questor Oy

Period: 27 Feb – 9 Mar 2026

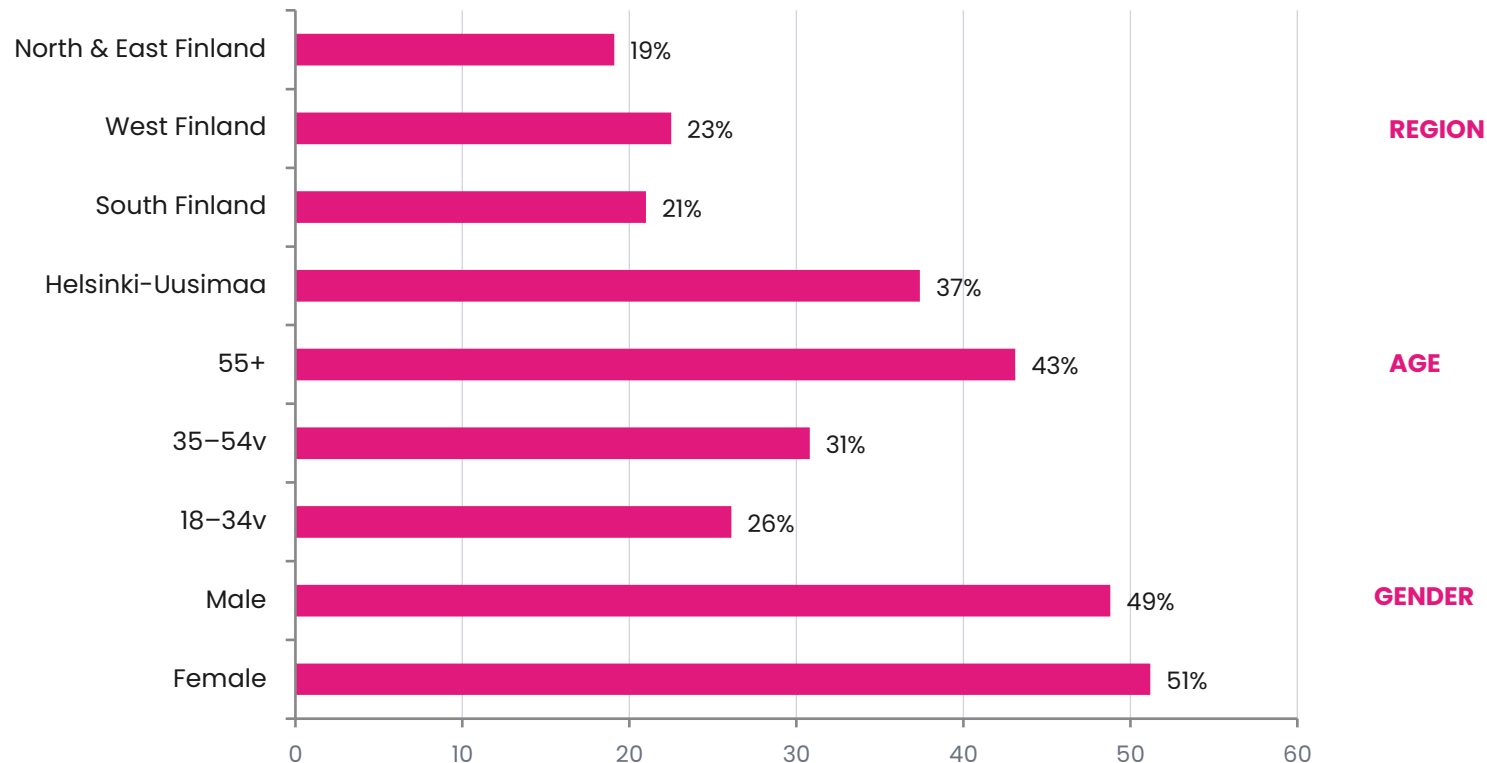
Respondents: Adult population of mainland Finland, municipalities with 20,000+ residents

Sample: N = 1 355

Margin of error: ± 2.3 pp (95%)

Method: Online survey

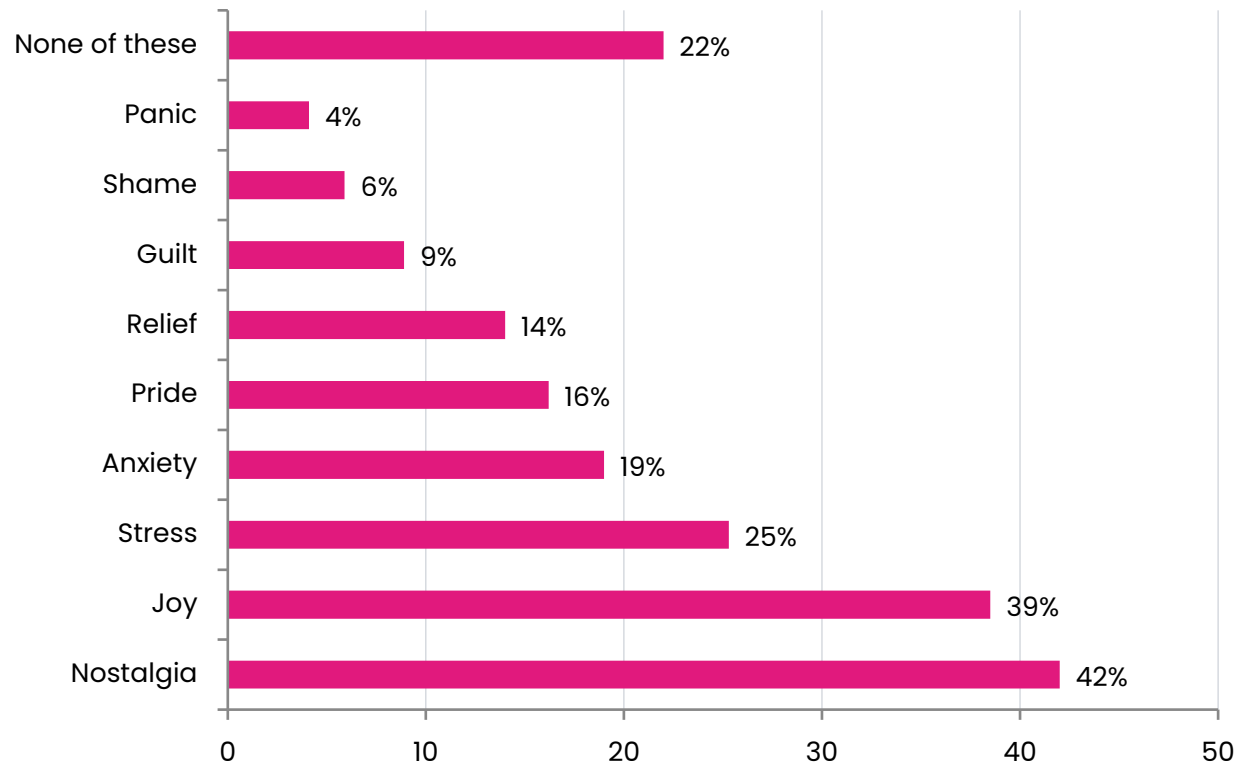
Demographics



Base (All, 1355) | Adult population of mainland Finland in municipalities/cities with 20,000+ residents.

Consumer survey on attitudes towards possessions – 2026

What emotions do possessions evoke in Finns?



42 %

of Finns feel nostalgia related to their possessions

39 %

of Finns feel joy from their possessions

Nostalgia and joy are clearly the most central emotions that possessions evoke in people. Very few experience guilt, shame or panic.

Base (All, 1355) | Which of the following emotions do your possessions evoke in you?

Consumer survey on attitudes towards possessions – 2026

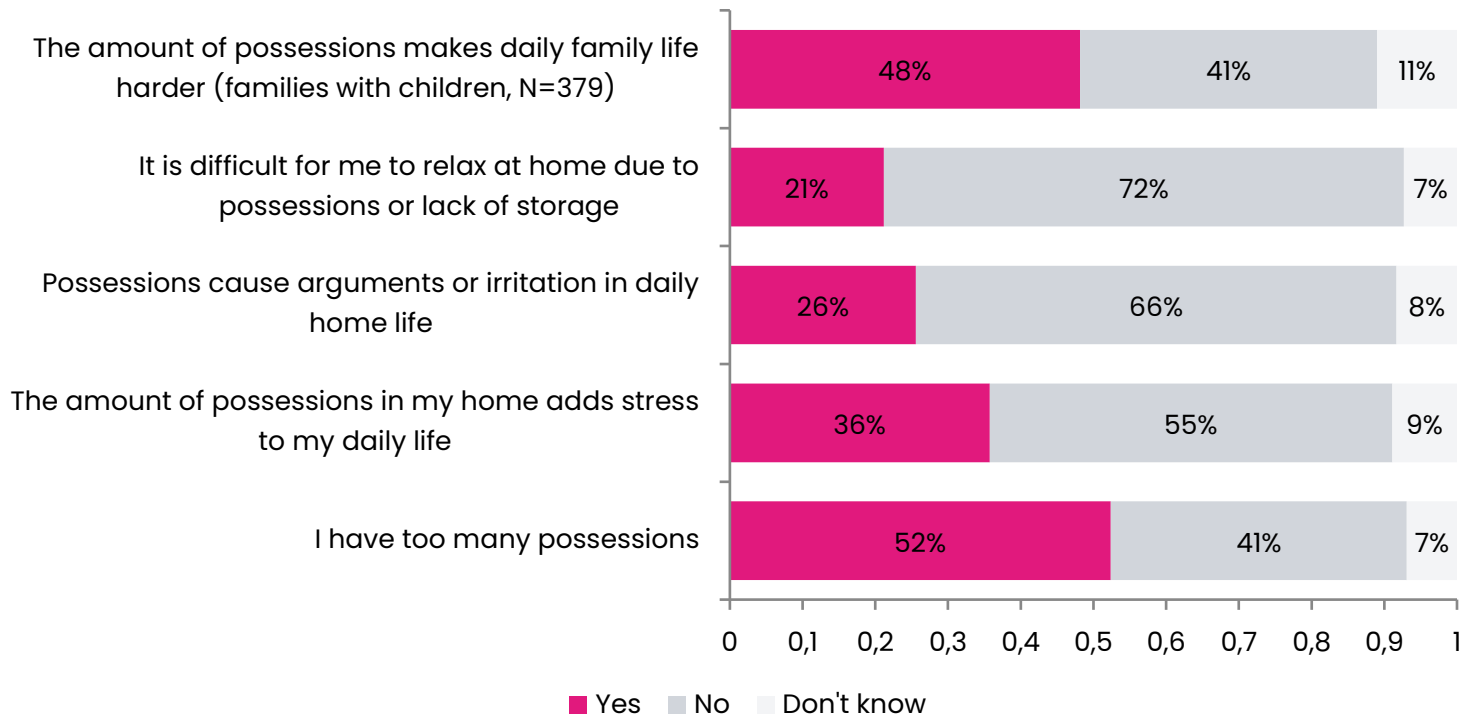
Emotions by background factors

	ALL (N=1355)	Female (N=662)	Male (N=693)	18–34 (N=354)	35–54 (N=417)	55+ (N=583)	Hki- Uusimaa (N=507)	South Finland (N=284)	West Finland (N=305)	North & East (N=259)	Pre Family (N=357)	Young Fam. (N=128)	Adult Fam. (N=251)	Active EN (N=293)	In- active EN (N=326)	Income <40 500€	Income 40 500– 94 500€	Income >94 500€
Nostalgia	42%	49%	35%	45%	41%	41%	41%	39%	46%	43%	45%	43%	43%	43%	37%	44%	41%	42%
Joy	39%	47%	30%	49%	39%	32%	41%	34%	41%	36%	44%	50%	39%	38%	28%	41%	39%	36%
Stress	25%	34%	17%	29%	30%	20%	27%	27%	24%	23%	27%	39%	31%	19%	20%	26%	25%	26%
Anxiety	19%	26%	13%	21%	23%	15%	21%	17%	20%	17%	21%	28%	23%	16%	13%	19%	19%	17%
Pride	16%	16%	16%	21%	18%	12%	18%	17%	14%	14%	20%	18%	18%	16%	11%	16%	17%	21%
Relief	14%	14%	14%	23%	14%	8%	19%	10%	11%	12%	16%	25%	17%	9%	10%	16%	12%	18%
Guilt	9%	10%	8%	9%	13%	6%	11%	10%	6%	7%	8%	21%	11%	7%	5%	8%	7%	16%
Shame	6%	7%	5%	6%	10%	3%	9%	7%	3%	2%	7%	13%	6%	4%	4%	5%	4%	10%
Panic	4%	4%	4%	6%	5%	2%	6%	3%	2%	2%	3%	12%	6%	1%	2%	3%	3%	7%
None of these	22%	18%	26%	14%	21%	28%	21%	26%	21%	21%	19%	8%	19%	25%	31%	20%	23%	24%
Don't know	8%	6%	10%	8%	9%	6%	7%	9%	8%	8%	10%	9%	5%	7%	7%	8%	8%	4%

Possessions evoke emotions more often in women, younger respondents, families with young children, and residents of Uusimaa than in other groups.

Consumer survey on attitudes towards possessions – 2026

Rate the following statements



52 %

feel they have too many possessions

36 %

feel the amount of possessions adds to their stress

48 %

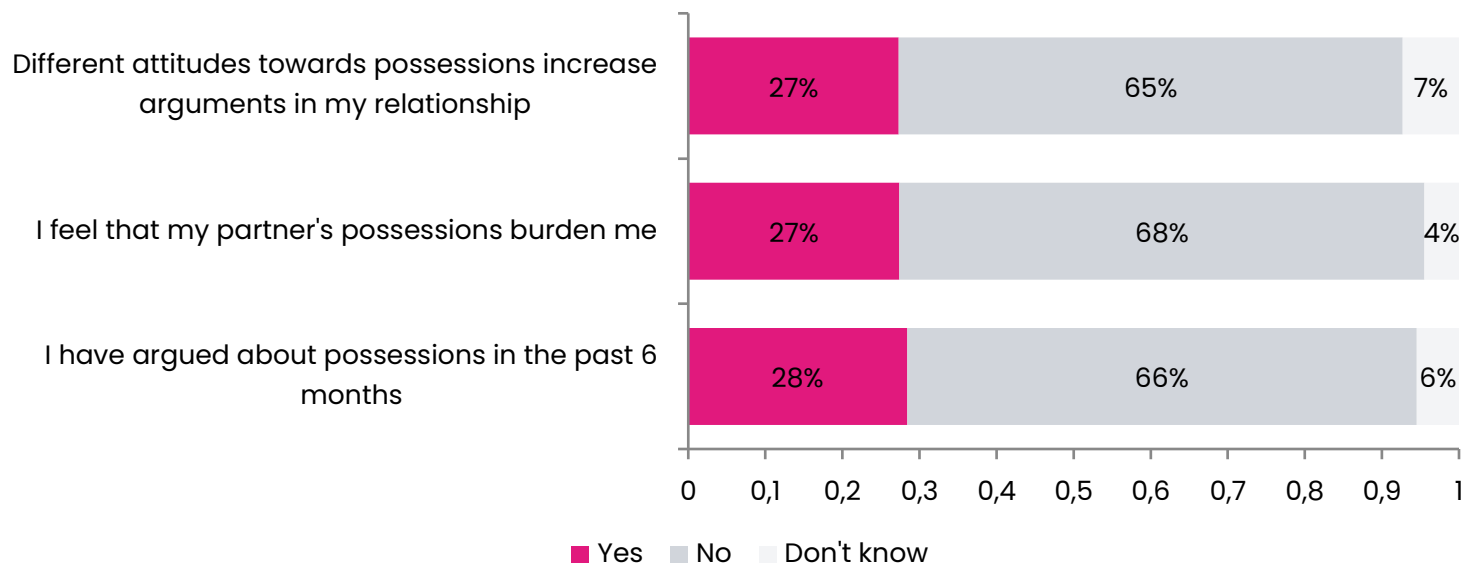
of families with children feel the amount of possessions burdens daily life

As many as every second person (52%) feels they have too many possessions, and for one in three (36%) the amount of possessions adds stress to everyday life.

Base (All, 1355 / families with children, N=379)

Consumer survey on attitudes towards possessions – 2026

Statements – relationship and possessions



~28 %

of people in a
relationship
experience
conflicts related
to possessions

Over a quarter of people in a relationship have argued about possessions. The same proportion feels burdened by their partner's possessions.

Base (In a relationship, 712)

Consumer survey on attitudes towards possessions – 2026

Statements by background factors – age and region

ALL RESPONDENTS	ALL (N=1355)	Female (N=662)	Male (N=693)	18–34 (N=354)	35–54 (N=417)	55+ (N=583)	Hki-Uusimaa (N=507)	South Finland (N=284)	West Finland (N=305)	North & East (N=259)
I have too many possessions	52%	62%	44%	44%	54%	56%	52%	51%	52%	54%
The amount of possessions in my home adds to my stress	36%	45%	27%	36%	45%	29%	36%	33%	35%	37%
Possessions cause arguments or irritation	26%	31%	21%	29%	32%	19%	30%	24%	23%	22%
Difficult to relax at home because of possessions	21%	27%	16%	27%	27%	13%	26%	16%	20%	19%
FAMILIES WITH CHILDREN	ALL (N=379)	Female (N=184)	Male (N=195)	18–34 (N=107)	35–54 (N=213)	55+ (N=59)	Hki-Uusimaa (N=172)	South Finland (N=63)	West Finland (N=84)	North & East (N=59)
The amount of possessions makes daily family life harder	48%	53%	43%	48%	50%	40%	48%	48%	43%	54%
PEOPLE IN A RELATIONSHIP	ALL (N=712)	Female (N=331)	Male (N=380)	18–34 (N=152)	35–54 (N=229)	55+ (N=331)	Hki-Uusimaa (N=265)	South Finland (N=143)	West Finland (N=173)	North & East (N=131)
Argued about possessions in the past 6 months	28%	34%	24%	30%	36%	22%	38%	22%	18%	30%
My partner's possessions burden me	27%	32%	23%	29%	34%	22%	35%	25%	23%	20%
Different attitudes increase arguments	27%	33%	23%	31%	36%	20%	33%	27%	21%	25%

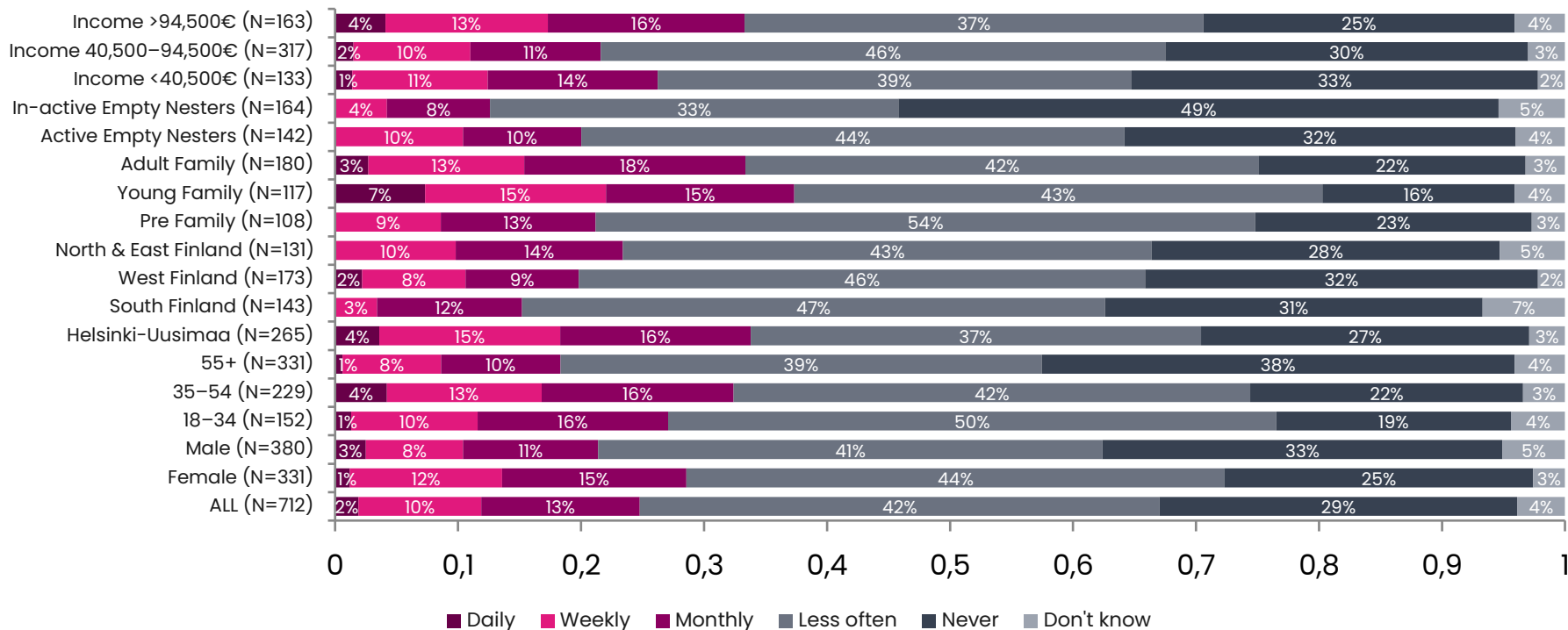
Women agree with all of the statements significantly more often than men.

Consumer survey on attitudes towards possessions – 2026

Statements by background factors – life stage and income

ALL RESPONDENTS	ALL (N=1355)	Pre Family (N=357)	Young Fam. (N=128)	Adult Fam. (N=251)	Active EN (N=293)	In-active EN (N=326)	Income <40 500€	Income 40 500–94 500€	Income >94 500€
I have too many possessions	52%	42%	67%	60%	55%	51%	50%	54%	54%
The amount of possessions in my home adds to my stress	36%	35%	57%	46%	31%	25%	33%	38%	35%
Possessions cause arguments or irritation	26%	24%	55%	35%	20%	13%	18%	30%	36%
Difficult to relax at home because of possessions	21%	24%	41%	28%	17%	9%	19%	23%	25%
FAMILIES WITH CHILDREN	ALL (N=379)	–	Young Fam. (N=128)	Adult Fam. (N=251)	–	–	Income <40 500€ (N=84)	Income 40 500–94 500€ (N=159)	Income >94 500€ (N=97)
The amount of possessions makes daily family life harder	48%	–	57%	43%	–	–	55%	44%	48%
PEOPLE IN A RELATIONSHIP	ALL (N=712)	Pre Family (N=108)	Young Fam. (N=117)	Adult Fam. (N=180)	Active EN (N=142)	In-active EN (N=164)	Income <40 500€ (N=133)	Income 40 500–94 500€ (N=317)	Income >94 500€ (N=163)
Argued about possessions in the past 6 months	28%	31%	39%	30%	29%	17%	26%	28%	33%
My partner's possessions burden me	27%	31%	36%	33%	24%	17%	27%	24%	38%
Different attitudes increase arguments	27%	30%	36%	34%	20%	17%	24%	29%	32%

How often do possessions cause arguments at home?

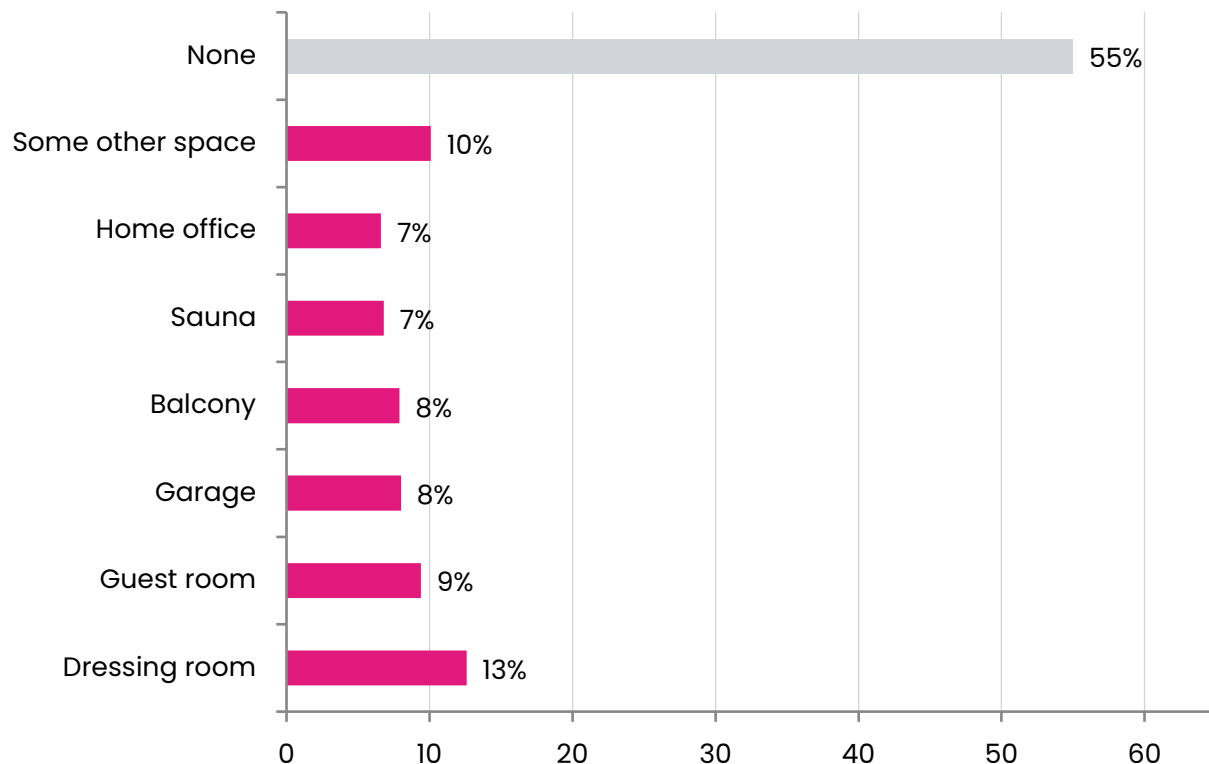


Every fourth person (25%) in a relationship says possessions cause arguments at home at least monthly. This is experienced more often among 35–54-year-olds, residents of Uusimaa, families with children, and the highest-income group.

Base (in a relationship) | How often do possessions cause arguments at home (e.g. too many possessions, misplaced items)?

Consumer survey on attitudes towards possessions – 2026

Has any room lost its purpose due to possessions?



42 %

feel one or more rooms lost their
original purpose due to
possessions

The dressing room / walk-in wardrobe is most often the room that has lost its original purpose.

Base (All, 1355) | Has any room or space in your home lost its original purpose due to possessions?

Consumer survey on attitudes towards possessions – 2026

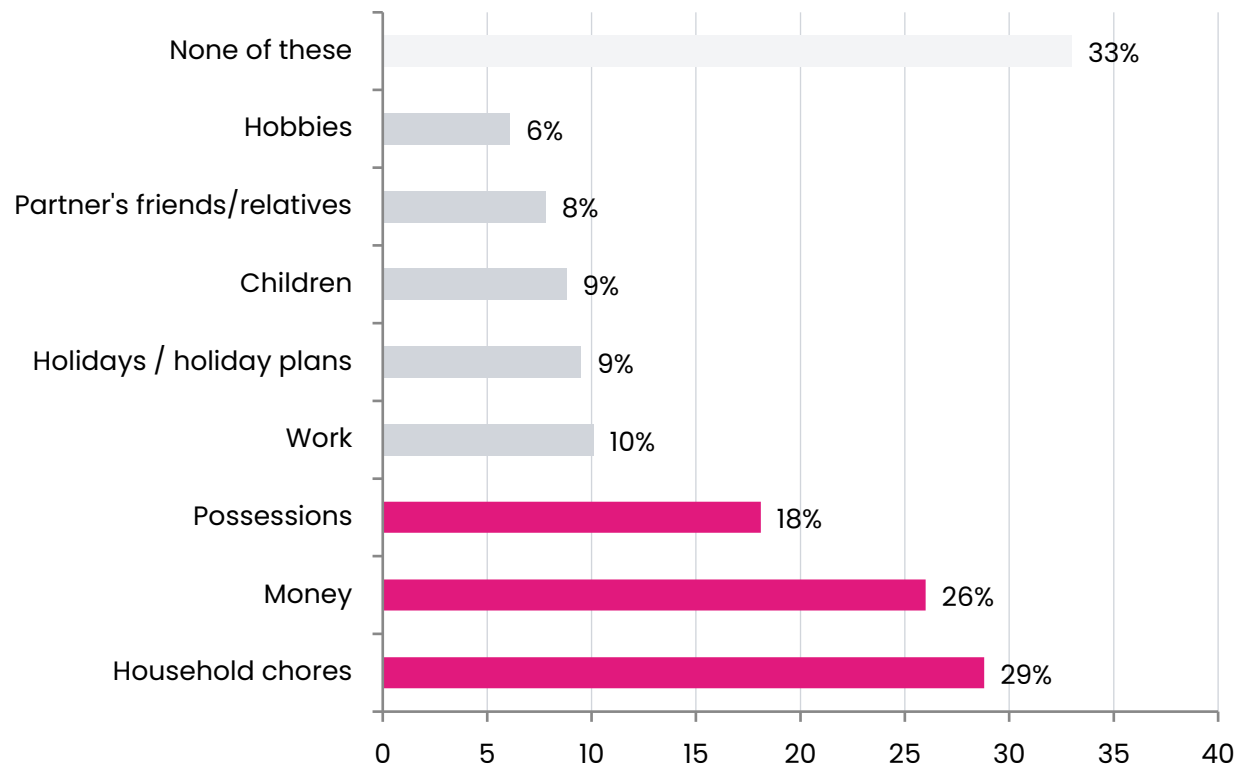
Rooms that have lost their purpose – by background factors

	ALL (N=1355)	Female (N=662)	Male (N=693)	18–34 (N=354)	35–54 (N=417)	55+ (N=583)	Hki- Uusima (N=507)	South Finland (N=284)	West Finland (N=305)	North & East (N=259)	Pre Family (N=357)	Young Fam. (N=128)	Adult Fam. (N=251)	Active EN (N=293)	In- active EN (N=326)	Income <40 500€	Income 40 500– 94 500€	Income >94 500€
Dressing room	13%	13%	12%	17%	16%	8%	16%	9%	12%	11%	15%	25%	16%	7%	8%	13%	13%	12%
Guest room	9%	9%	10%	11%	8%	10%	10%	10%	10%	7%	6%	17%	12%	9%	9%	5%	14%	14%
Garage	8%	8%	8%	9%	9%	7%	8%	8%	6%	10%	5%	16%	15%	6%	5%	4%	9%	17%
Balcony	8%	9%	7%	13%	8%	5%	12%	3%	6%	6%	10%	12%	12%	4%	4%	9%	6%	14%
Sauna	7%	7%	7%	7%	8%	6%	7%	5%	8%	7%	6%	13%	8%	5%	7%	6%	7%	10%
Home office	7%	6%	7%	8%	8%	5%	9%	5%	7%	4%	4%	15%	12%	6%	2%	3%	9%	14%
Some other room or space	10%	12%	9%	8%	9%	12%	9%	11%	10%	10%	7%	12%	12%	11%	11%	9%	10%	12%
HAS LOST PURPOSE – TOTAL	42%	44%	39%	46%	43%	38%	44%	39%	43%	40%	37%	59%	55%	37%	33%	35%	47%	52%
None	55%	54%	55%	48%	55%	59%	52%	58%	54%	57%	57%	37%	43%	60%	64%	61%	50%	46%
Don't know	4%	2%	6%	6%	3%	3%	5%	3%	4%	3%	6%	4%	2%	3%	3%	3%	3%	2%

More than half of family representatives say at least one room has lost its original purpose.

Consumer survey on attitudes towards possessions – 2026

What causes arguments in your relationship?



3.

Possessions are the third most common cause of arguments in relationships – almost one in five (18%) experience this

Household chores and money are the two most common causes of arguments in relationships. Possessions are a clear third.

Base (In a relationship, 712) | What causes arguments in your relationship?

Consumer survey on attitudes towards possessions – 2026

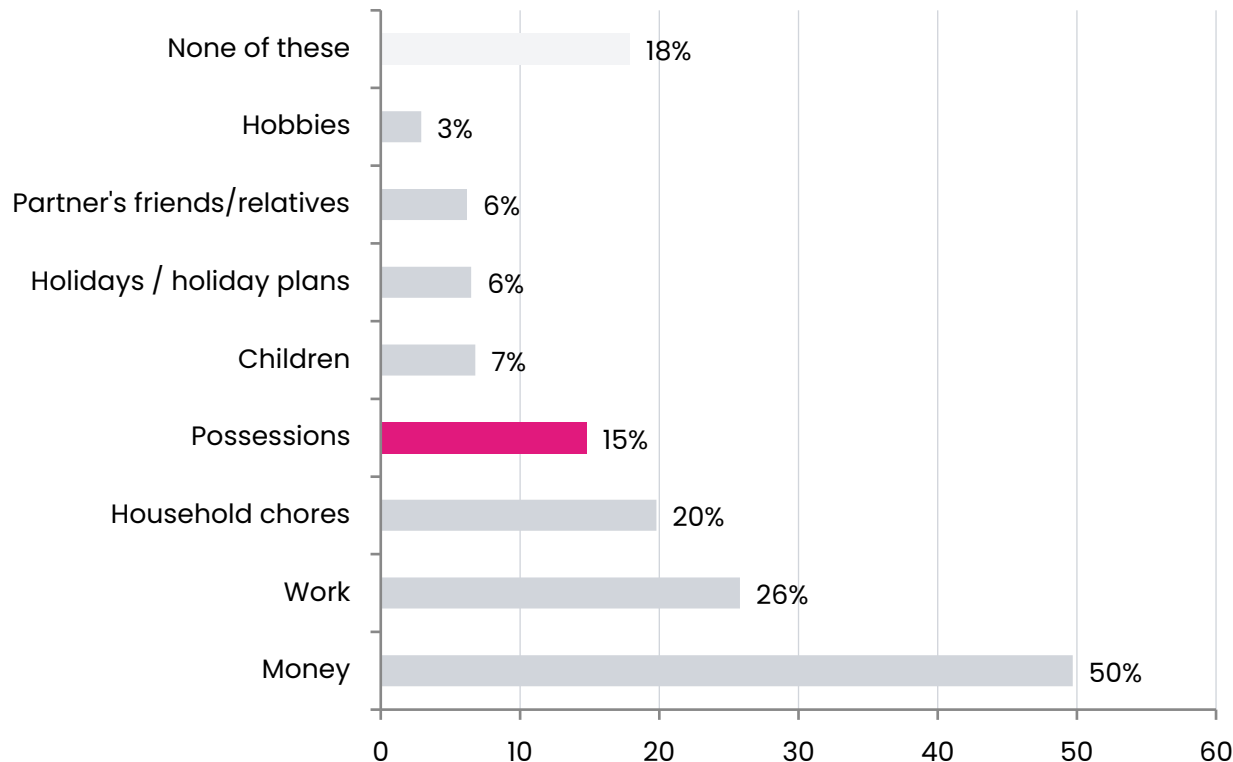
Causes of relationship arguments – by background factors

	ALL (N=712)	Female (N=331)	Male (N=380)	18–34 (N=152)	35–54 (N=229)	55+ (N=331)	Hki- Uusima a (N=265)	South Finland (N=143)	West Finland (N=173)	North & East (N=131)	Pre Family (N=108)	Young Fam. (N=117)	Adult Fam. (N=180)	Active EN (N=142)	In- active EN (N=164)	Income <40 500€	Income 40 500– 94 500€	Income >94 500€
Household chores	29%	38%	21%	37%	38%	19%	30%	32%	25%	26%	40%	38%	35%	21%	14%	25%	30%	27%
Money	26%	25%	27%	25%	35%	21%	29%	24%	19%	32%	26%	29%	37%	23%	15%	44%	22%	19%
Possessions	18%	22%	15%	18%	20%	17%	23%	14%	17%	15%	19%	19%	20%	19%	14%	16%	18%	22%
Work	10%	8%	12%	17%	14%	4%	17%	4%	6%	8%	13%	23%	10%	6%	2%	9%	12%	11%
Holidays / holiday plans	9%	8%	11%	11%	13%	7%	15%	4%	5%	11%	10%	18%	8%	11%	4%	10%	7%	16%
Children	9%	6%	11%	14%	14%	3%	15%	4%	6%	6%	2%	32%	12%	1%	0%	8%	7%	16%
Partner's friends/relatives	8%	7%	9%	8%	11%	6%	10%	7%	8%	5%	6%	13%	8%	8%	5%	8%	9%	9%
Hobbies	6%	4%	8%	8%	10%	3%	10%	4%	4%	3%	4%	15%	7%	3%	2%	4%	6%	10%
None of these	33%	31%	35%	20%	23%	47%	27%	34%	41%	35%	27%	13%	24%	40%	57%	32%	34%	32%
Don't know	6%	5%	6%	7%	5%	6%	4%	9%	6%	5%	6%	7%	5%	3%	7%	5%	4%	5%

Women and residents of Uusimaa report possessions causing arguments more often than others. Possessions cause arguments most commonly in families with young children.

Consumer survey on attitudes towards possessions – 2026

What causes the most stress?



4.

Possessions are the fourth most common source of stress – almost one in seven (15%) stress about their possessions

Money is by far the biggest source of stress, affecting every second respondent (50%). Possessions are the fourth most stressful thing.

Base (All, 1355) | Which of these stresses you the most?

Consumer survey on attitudes towards possessions – 2026

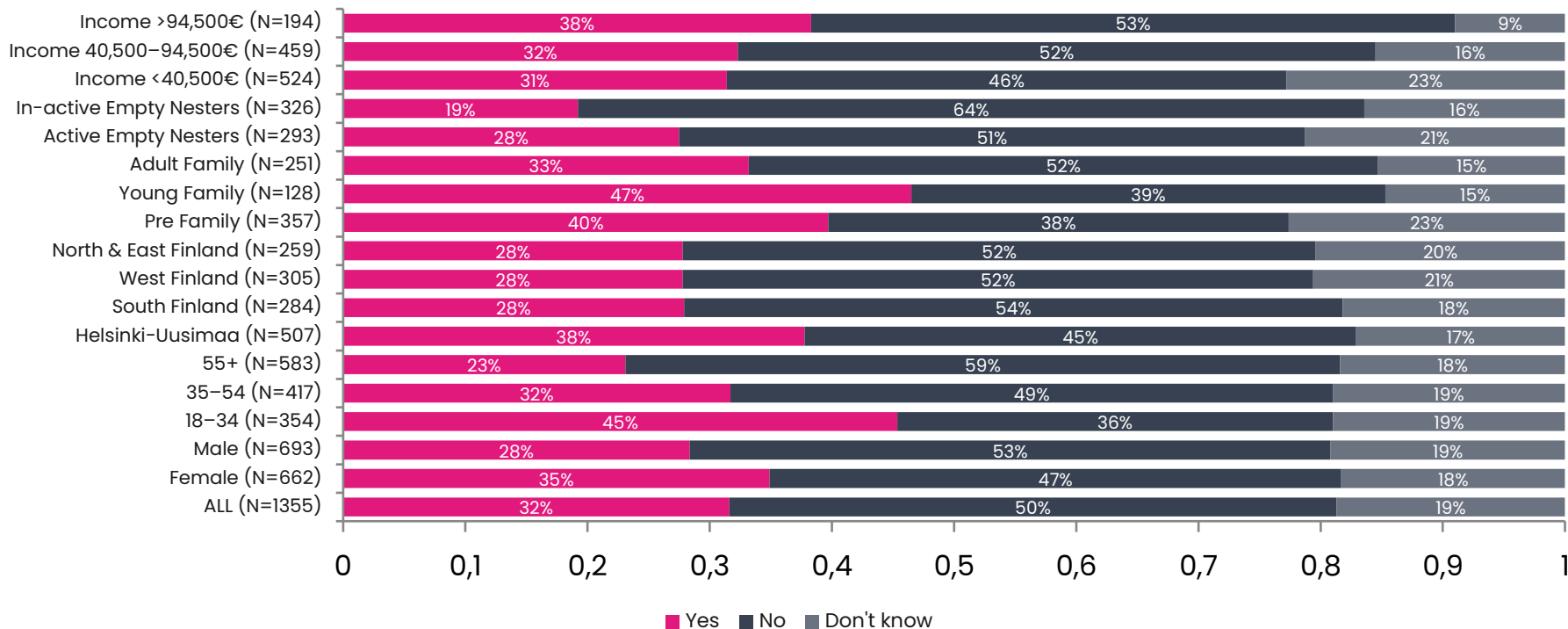
Sources of stress – by background factors

	ALL (N=1355)	Female (N=662)	Male (N=693)	18–34 (N=354)	35–54 (N=417)	55+ (N=583)	Hki- Uusima a (N=507)	South Finland (N=284)	West Finland (N=305)	North & East (N=259)	Pre Family (N=357)	Young Fam. (N=128)	Adult Fam. (N=251)	Active EN (N=293)	In- active EN (N=326)	Income <40 500€	Income 40 500– 94 500€	Income >94 500€
Money	50%	56%	43%	59%	56%	40%	50%	51%	48%	49%	61%	52%	52%	47%	37%	63%	46%	31%
Work	26%	29%	23%	40%	34%	11%	27%	24%	26%	26%	37%	39%	33%	30%	0%	23%	28%	32%
Household chores	20%	27%	12%	20%	22%	18%	20%	21%	20%	18%	20%	24%	23%	18%	18%	21%	22%	14%
Possessions	15%	18%	12%	15%	15%	14%	19%	12%	15%	10%	15%	18%	17%	13%	13%	15%	14%	20%
Children	7%	7%	7%	8%	10%	4%	10%	4%	7%	4%	3%	25%	14%	2%	2%	5%	8%	15%
Holidays / holiday plans	6%	4%	9%	9%	8%	4%	9%	3%	5%	7%	7%	15%	8%	5%	2%	4%	6%	14%
Partner's friends/relatives	6%	6%	6%	6%	8%	5%	6%	6%	8%	4%	5%	11%	7%	8%	3%	4%	7%	11%
Hobbies	3%	1%	4%	5%	3%	2%	4%	1%	3%	2%	4%	5%	4%	2%	1%	2%	3%	5%
None of these	18%	14%	23%	7%	11%	31%	17%	22%	18%	18%	10%	4%	12%	18%	39%	17%	18%	23%
Don't know	5%	3%	6%	5%	5%	5%	5%	6%	3%	5%	7%	4%	3%	4%	5%	4%	5%	1%

Women, those under 55, residents of Uusimaa, and families with young children name more sources of stress on average than others.

Consumer survey on attitudes towards possessions – 2026

Are you planning to move in the coming years?

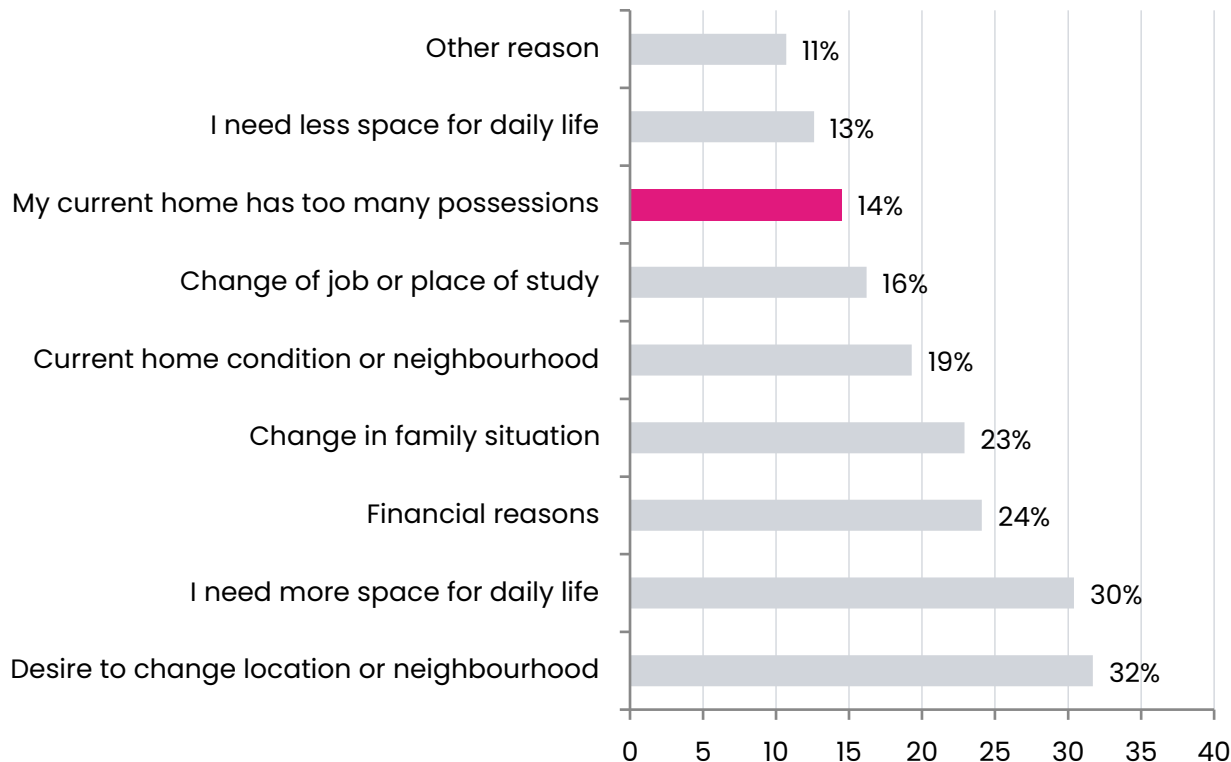


Every third person (32%) says they are planning to move in the coming years. As expected, the youngest respondents and families with young children plan to move more often than others. Regionally, residents of Uusimaa plan to move more commonly than others.

Base (All, 1355) | Are you planning to move in the coming years?

Consumer survey on attitudes towards possessions – 2026

Main reasons for planning to move



14 %

of those planning to move cite
excess possessions as a reason
for moving

The desire to change location and the need for more space are the two most common reasons. Excess possessions are a reason for one in seven (14%).

Base (Planning to move in the coming years, 428) | What are the main reasons for planning to move?

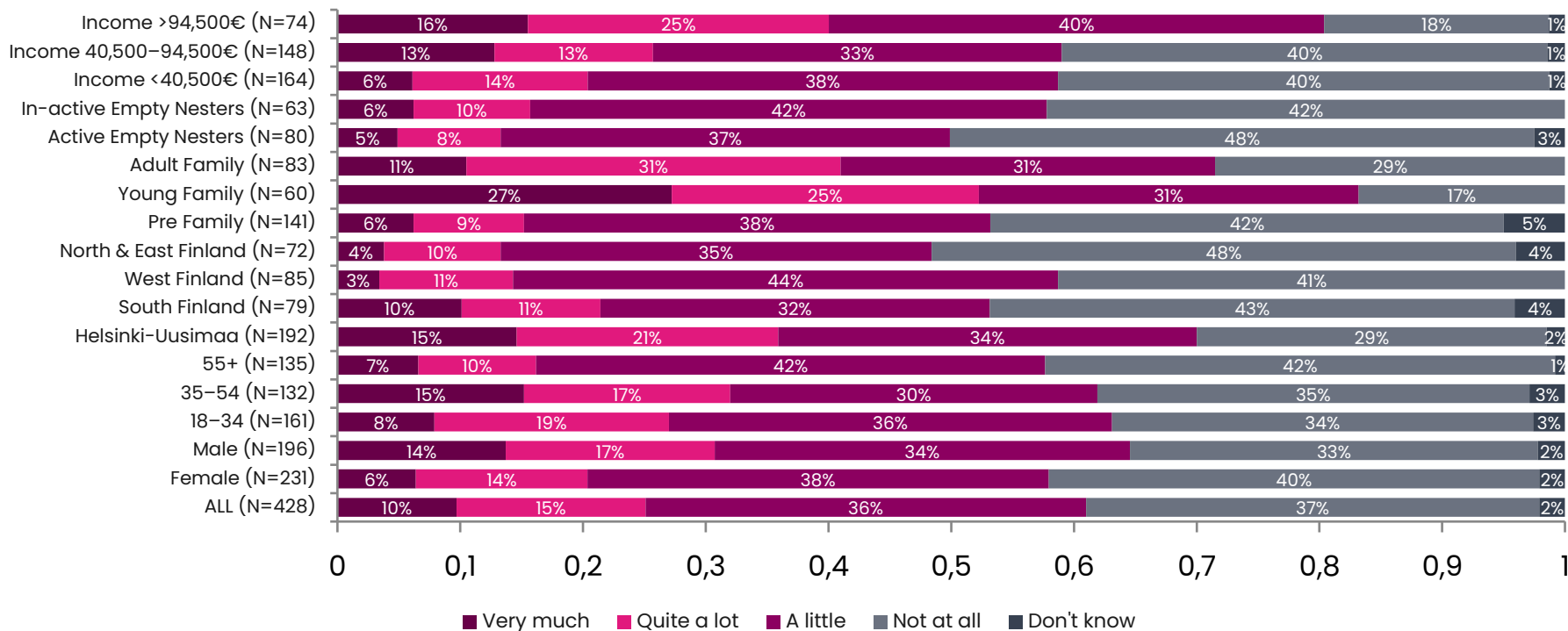
Consumer survey on attitudes towards possessions – 2026

Reasons for moving – by background factors

	ALL (N=428)	Female (N=231)	Male (N=196)	18–34 (N=161)	35–54 (N=132)	55+ (N=135)	Hki- Uusima a (N=192)	South Finland (N=79)	West Finland (N=85)	North & East (N=72)	Pre Family (N=141)	Young Fam. (N=60)	Adult Fam. (N=83)	Active EN (N=80)	In- active EN (N=63)	Income <40 500€ (N=164)	Income 40 500– 94 500€ (N=148)	Income >94 500€ (N=74)
Desire to change location	32%	30%	34%	34%	29%	32%	34%	31%	25%	34%	37%	29%	24%	39%	23%	33%	30%	33%
I need more space	30%	31%	29%	39%	37%	14%	37%	29%	28%	18%	33%	56%	31%	18%	15%	28%	31%	44%
Financial reasons	24%	26%	21%	16%	27%	31%	31%	19%	19%	18%	20%	21%	25%	26%	33%	30%	22%	14%
Change in family situation	23%	23%	23%	23%	26%	20%	21%	22%	26%	25%	21%	35%	29%	20%	11%	15%	30%	27%
Condition of the apartment or neighbourhood	19%	21%	17%	17%	25%	17%	25%	12%	16%	16%	17%	28%	23%	13%	19%	19%	19%	25%
Change of job or place of study	16%	14%	19%	32%	12%	1%	19%	12%	13%	18%	30%	19%	14%	4%	0%	16%	11%	32%
I have too many possessions	14%	12%	18%	17%	15%	12%	20%	8%	11%	13%	12%	24%	21%	9%	11%	15%	14%	20%
I need less space	13%	12%	13%	7%	10%	22%	12%	18%	14%	8%	2%	11%	20%	16%	24%	7%	17%	18%
Other reason	11%	11%	11%	9%	5%	20%	8%	17%	12%	12%	9%	4%	6%	16%	25%	12%	11%	5%
Don't know	2%	1%	2%	1%	2%	2%	3%	2%	0%	0%	2%	0%	1%	1%	3%	2%	1%	1%

Excess possessions as a reason for moving is more prominent among residents of Uusimaa and families with children. It is a slightly more common reason among men than women.

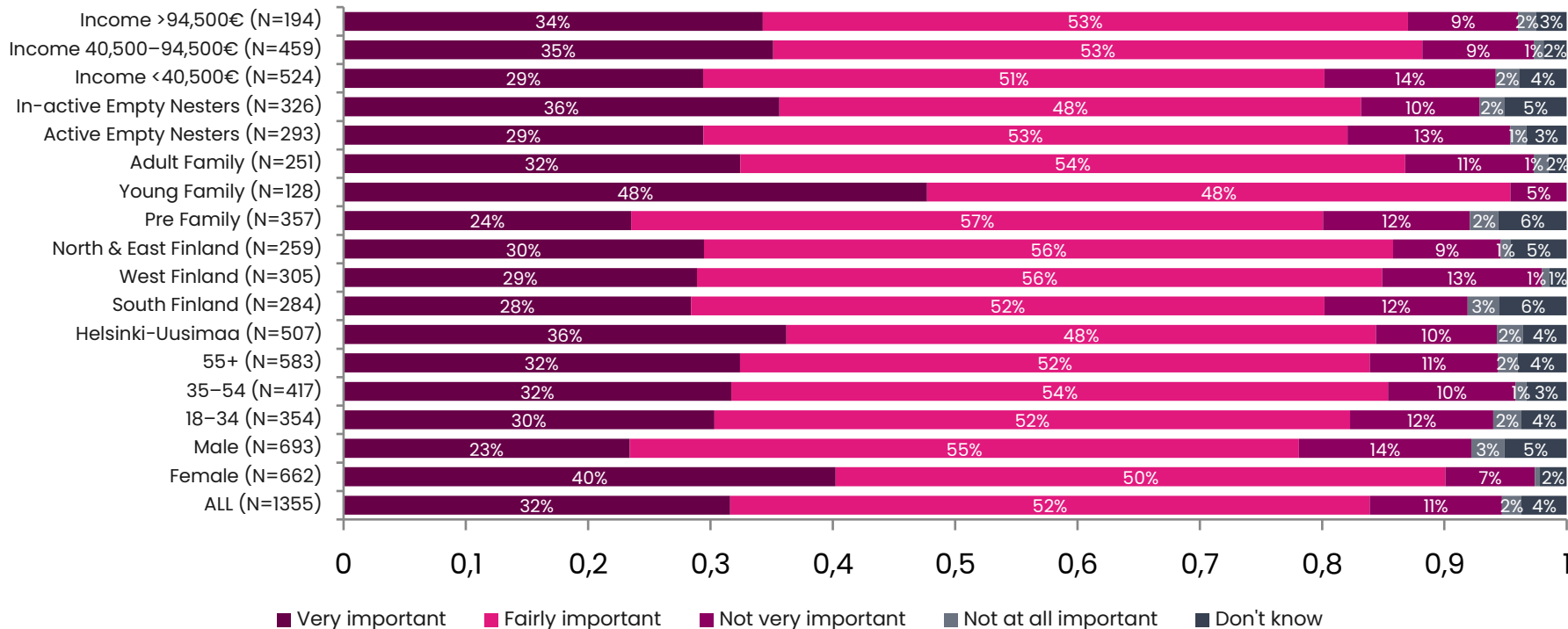
How much do possessions influence the decision to move?



Every fifth person (25%) planning to move says that the amount of possessions influences their moving plans at least quite a lot. This is more pronounced in Uusimaa, among families with children, and among the highest-income group.

Base (Planning to move in the coming years, 428) | How much does the amount of possessions influence your plans to move?

How important is the amount of storage space in a new home?



For every third person (32%), the amount of storage space in a new home would be extremely important, and for almost everyone (84%) at least fairly important. Women and families with young children emphasise this importance even more than others.

Base (All, 1355) | How important is the amount of storage space in a new home, if you were choosing a new home right now?