

WE ARE SHAPING THIS CITY!

Metropole Survey 2020

METROPOLE

INTRODUCTION

Over the last 20 years, Austria's population has increased from 8 million to nearly 9 million – growing faster than almost any other EU country. This is due to a slight increase in the birth rate and largely due to immigration. Statistik Austria recorded a total of 150,419 people moving to Austria from abroad in 2019^(*).

At *Metropole*, we strive to make life in Vienna better for newcomers and we're endlessly proud to be the leading voice of the city's international community. We want international Vienna to be seen and heard and work hard to make this happen. We believe the key to success is upholding a constant dialogue and voicing out loud the needs, desires, hopes and fears of Vienna's global citizens.

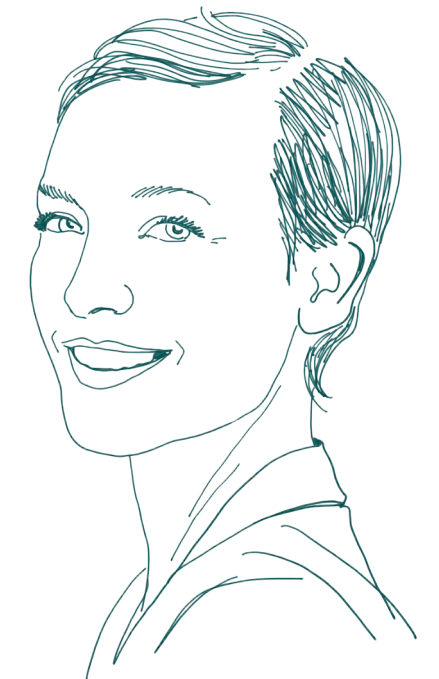
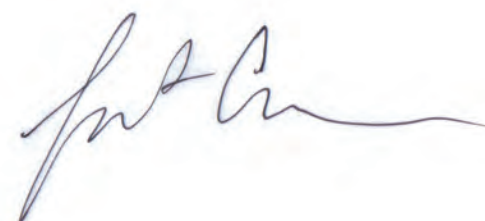
So in these turbulent times – as we stumbled through the onset of the COVID-19 pandemic, *Metropole* conducted its largest readership survey yet. It also happens to be the largest survey ever conducted within Vienna's international community. Over 600 people from 80 countries shared their insights, thoughts and suggestions on relocating to (6), settling in (10), working (8) and living (7) in Vienna.

Do you also have a story to tell? #dontbeastranger and share it with the *Metropole* team (18). We'll make sure that your voice is heard. It is only through sharing experiences and opening conversations to include fresh insights that we can make our lives and work in Vienna not only enjoyable, but impactful.

Metropole is fully founder owned and independent. We rely on the support of our readers in continuing doing what we do. The challenging year 2020 has proven once again that the international community in Vienna needs *Metropole*, providing you award-winning journalism in English as well as daily coverage of news and current events. Support our work by subscribing!

And now enjoy the fascinating insight of our 2020 survey results, get inspired and don't wait until tomorrow to become a Metropolitan.

Sincerely,



Margaret Childs
CEO and Publisher
of *Metropole*

STRUCTURE

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METROPOLE

VIENNA IN ENGLISH

Metropole helps international people to feel at home in a new city. It is the **leading English-language media outlet in Austria**. With its media, events and guidance, Metropole has helped over 1.5 million people as they get settled, better their lives, save time and discover new things in Vienna.

We work to build a world in which diversity is valued and newcomers are given a fair chance to succeed!

Based in Vienna, we curate the country's culture and Viennese city life for international readers.

The **print magazine** is published quarterly and helps readers become insiders in no time. Our **website and social media** channels provide readers with daily news, articles, premium content for subscribers, giveaways and other services relevant for people who lead an international lifestyle.

Metropole's **monthly (virtual) events** create the ideal atmosphere to participate in the community – in line with our motto #dontbeastranger.



METHODOLOGY

The Metropole Survey 2020 was conducted by Home Town Media GmbH – the publishing company behind *Metropole*. 608 respondents took part in the online survey, which ran between March and July 2020. The survey link was distributed through the landing page at the *Metropole* website metropole.at, social media platforms (primarily Facebook, Instagram and Twitter), email newsletters as well as in a special announcement in the *Metropole* print quarterly (Spring 2020 - Minds of Vienna).

The aim of this survey was to paint a picture of expat life in Vienna, highlighting various aspects. With its media, events and guidance, *Metropole* has helped over 1.5 million people as they get settled, improve their lives, save time and discover new things in Vienna. The media coverage of these survey results aims to attract attention to the challenges internationals face in Vienna.

The target group for the survey was *Metropole* readers and other internationals living in Vienna, of various age groups, ethnic backgrounds and social circles. The 608 survey participants come from over 80 countries and represent a wide range of social circles: from university students to employees of international organisations, artists, people

who work in digital and creative industries, in finance and education, but also retirees, who've chosen Vienna as a base for a comfortable retirement.

Respondents were asked to answer a range of questions that can be categorized in single and multiple choice questions, rankings, ratings, closed-ended and open questions. The questions were separated into seven categories: Moving to Vienna, Your Life in Vienna, Career, Leisure, Media Consumption, You and *Metropole* and Tell Us About Yourself. Results from all sections except You and *Metropole* were analyzed and included into this report.

A variety of tools were used to analyze the data, including IBM SPSS and MS Excel. For the sake of comprehension and the graphic interpretation of the results, decimals were rounded up to the nearest integer.

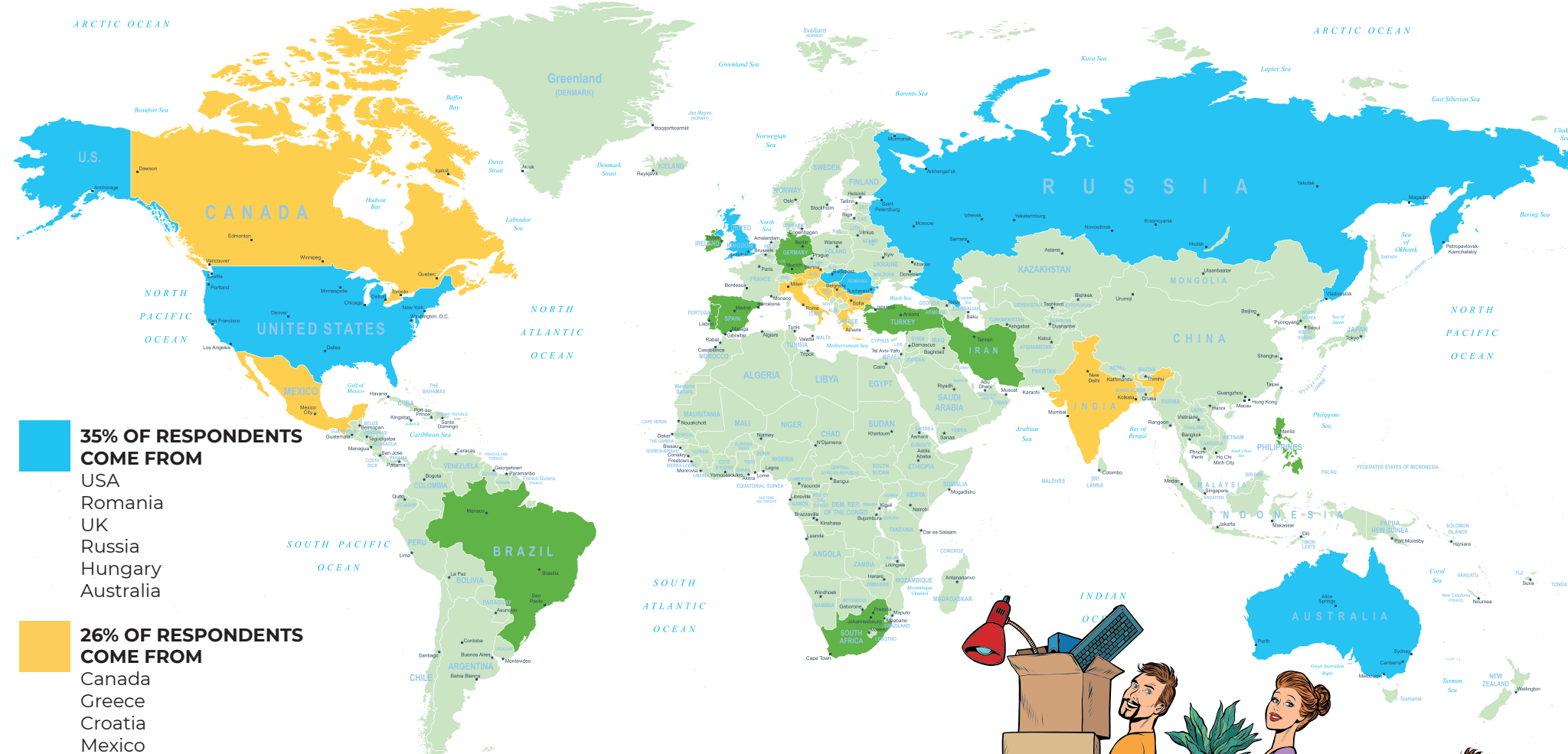
We are glad to answer any questions and provide more detailed information on the survey methodology. Just contact us at office@metropole.at.



COMING TO AUSTRIA

COUNTRIES OF ORIGIN

608 Metropolitans from 80 nationalities took part in the survey. Find the top 25 on the map below. Note: 75% of respondents represent these top 25 nationalities



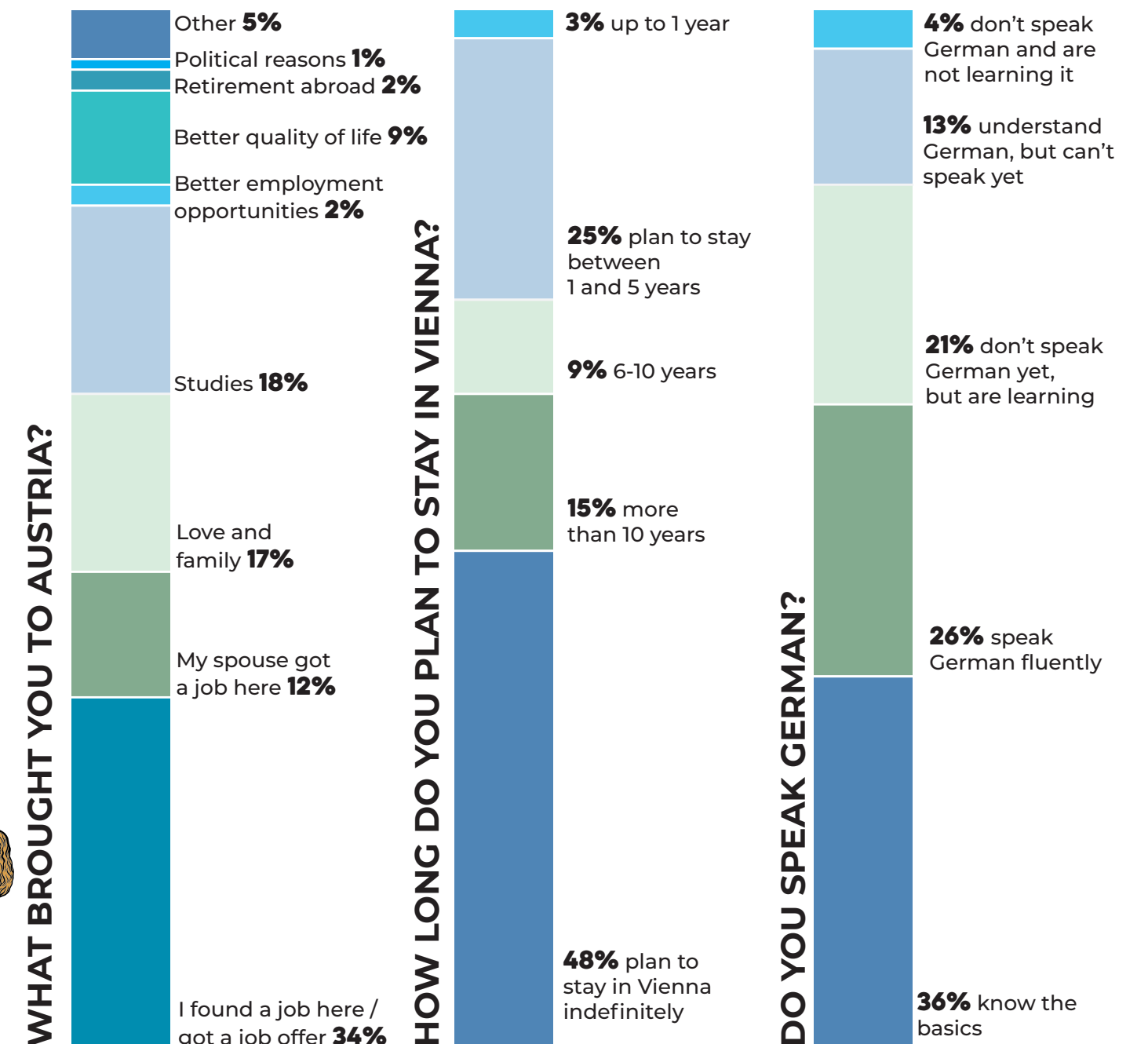
- 35% OF RESPONDENTS COME FROM**
 - USA
 - Romania
 - UK
 - Russia
 - Hungary
 - Australia
- 26% OF RESPONDENTS COME FROM**
 - Canada
 - Greece
 - Croatia
 - Mexico
 - Bulgaria
 - Italy
 - Austria
 - India
 - Bosnia and Herzegovina
 - Serbia
- 14% OF RESPONDENTS COME FROM**
 - Spain
 - Philippines
 - Portugal
 - Turkey
 - Germany
 - South Africa
 - Brazil
 - Iran
 - Ireland

“I CAME AS A STUDENT BUT I STAYED BECAUSE I FOUND A JOB, WHICH I REALLY ENJOY, AND MADE A LOT OF FRIENDS DURING MY STUDY TIME.”



MOVING TO VIENNA

We asked Metropolitans why they moved to Vienna, how long they plan to stay here and whether they are learning German.

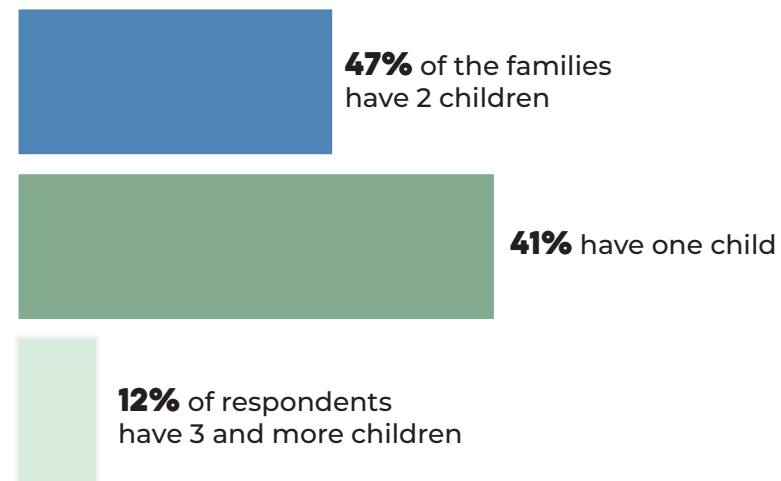


LIFE IN THE CITY



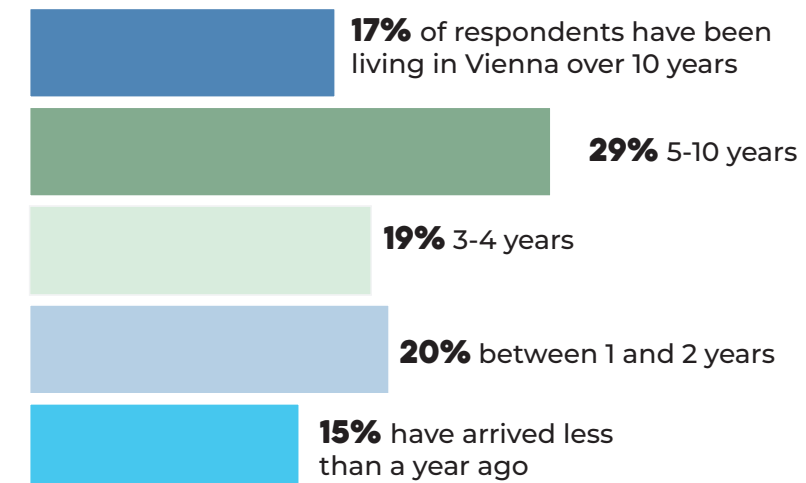
FAMILY LIFE

32% OF RESPONDENTS HAVE KIDS
Average age of respondents with children is 38 years old.

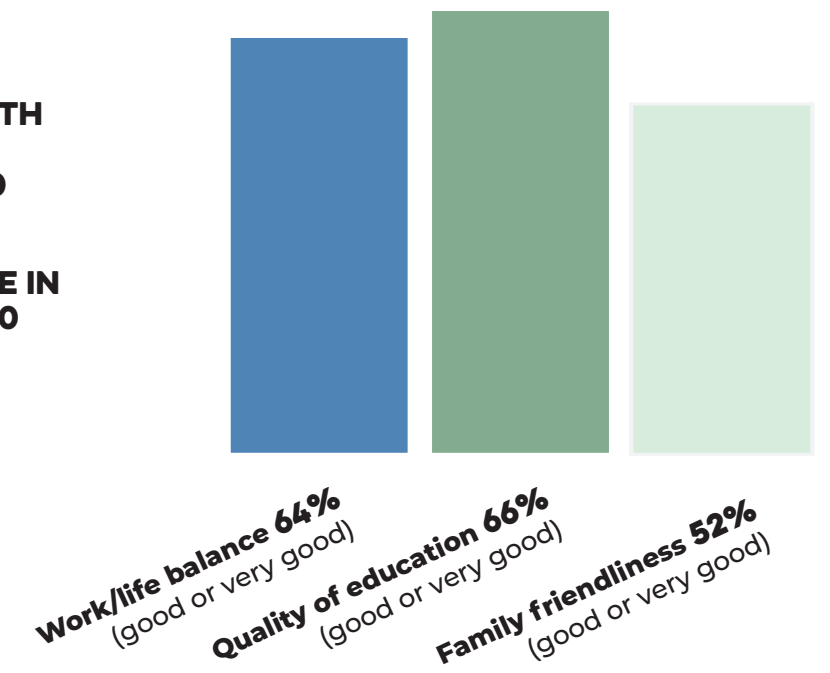


FINDING A NEW HOMETOWN

We asked Metropolitans how long they have lived in Vienna.

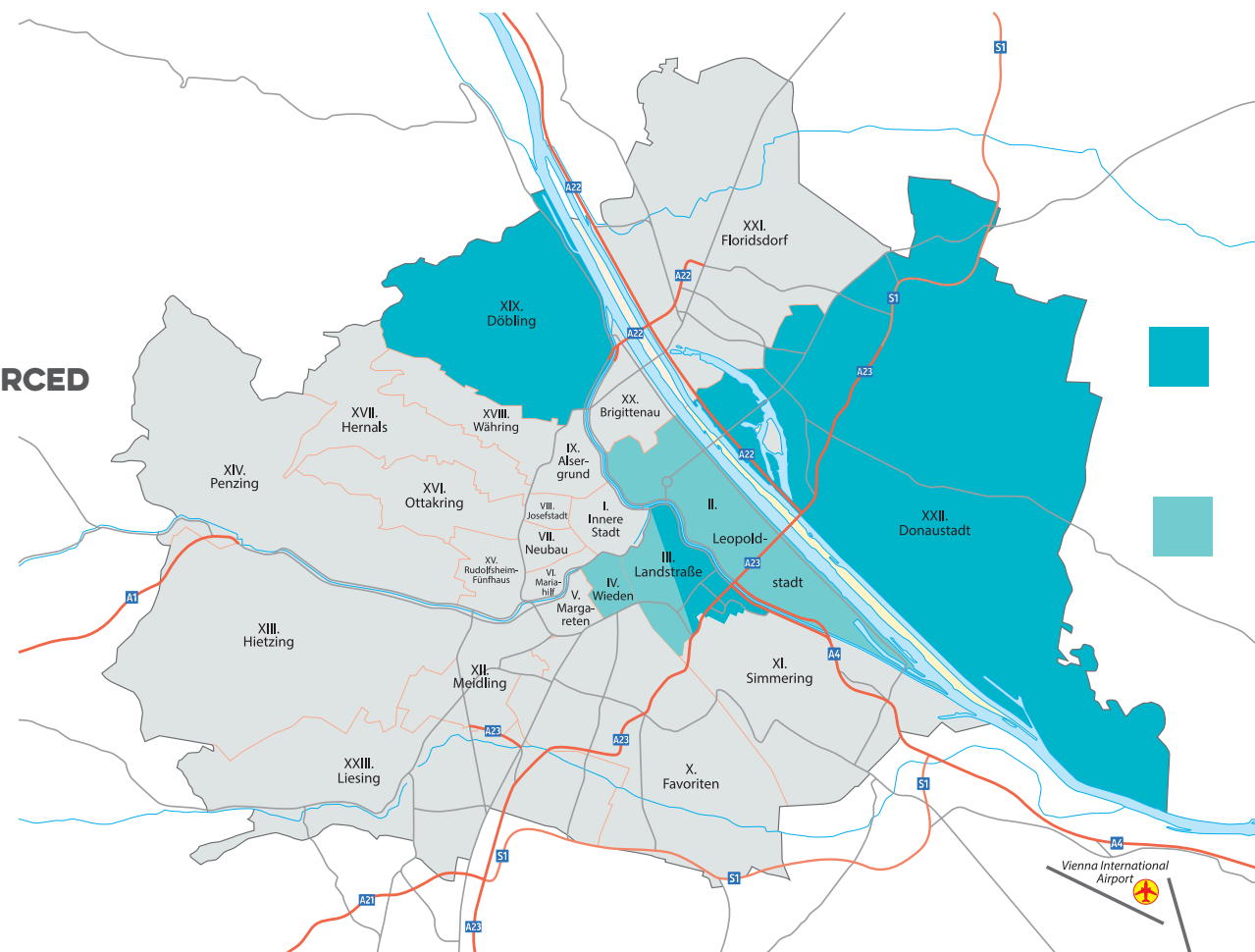
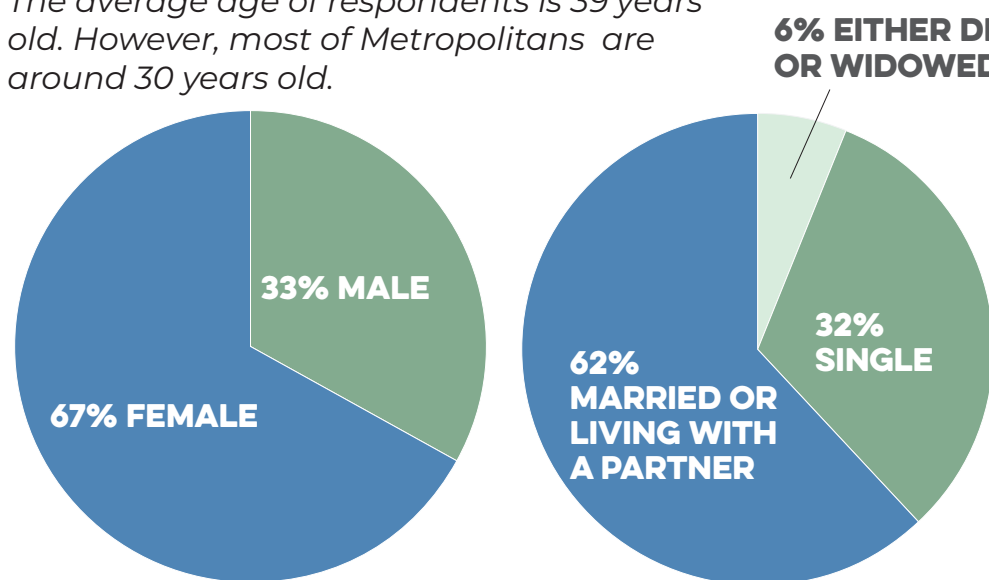


What makes Vienna an attractive city to move to? Metropolitans think it is...



PERSONAL

The average age of respondents is 39 years old. However, most of Metropolitans are around 30 years old.



PROFESSIONAL SITUATION

INCOME

Almost half of respondents (49%) are making more money in Vienna than they did in their home country. Only 17% of respondents are earning less. For 21% of respondents the income level has stayed the same since moving to Vienna. **People who are earning less in Vienna than in their country of origin come from Australia, Canada, UK and USA.**

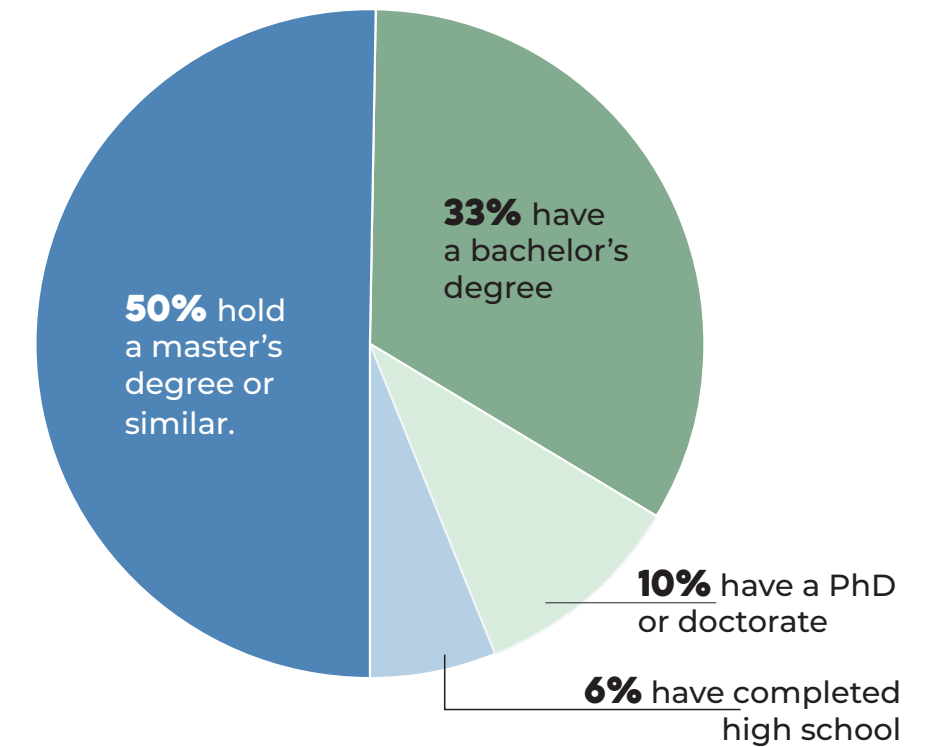


3 INDUSTRIES WITH THE HIGHEST INCOME:
Finance, IT, Diplomacy

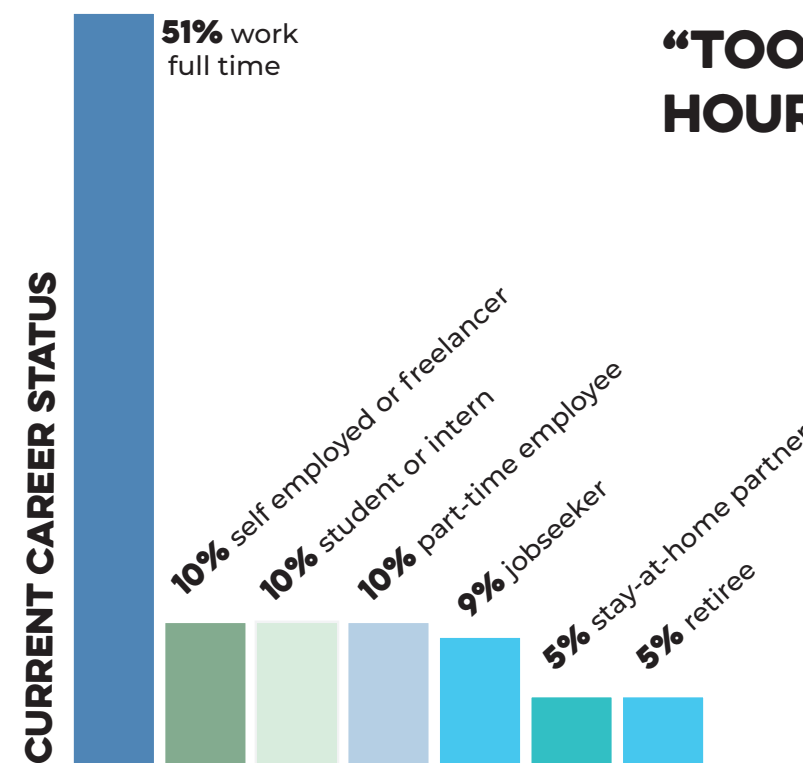
3 INDUSTRIES WITH THE LOWEST INCOME:
Education, Hospitality, Marketing



EDUCATION



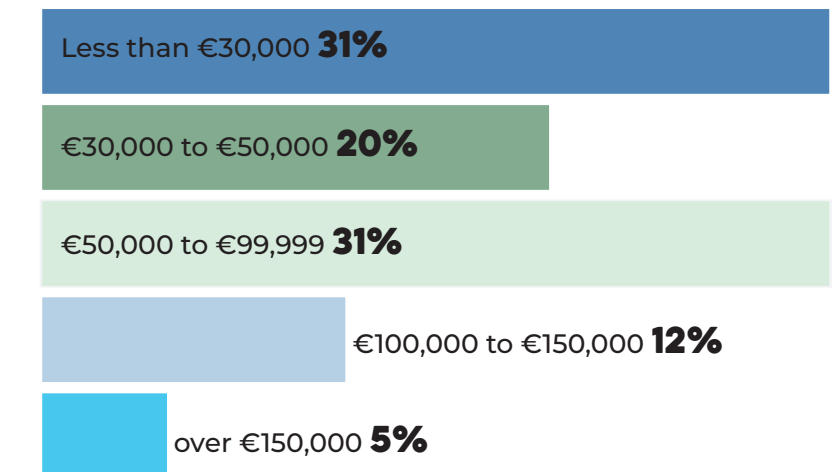
“TOOK ME THREE YEARS TO GET A JOB WITH REGULAR HOURS AND 14 YEARS SETTLE INTO A CAREER POSITION.”



TOP-5 INDUSTRIES:

1. IT
2. Education
3. Hospitality
4. Finance
5. Diplomacy

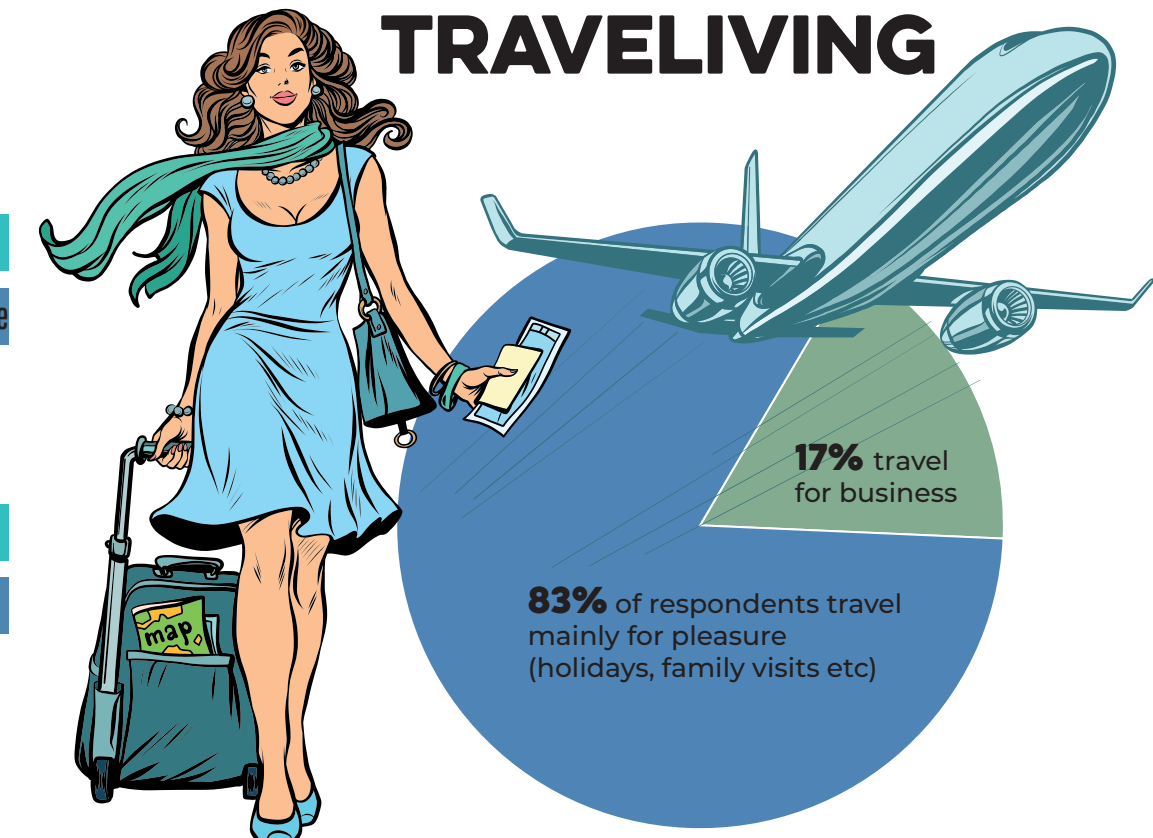
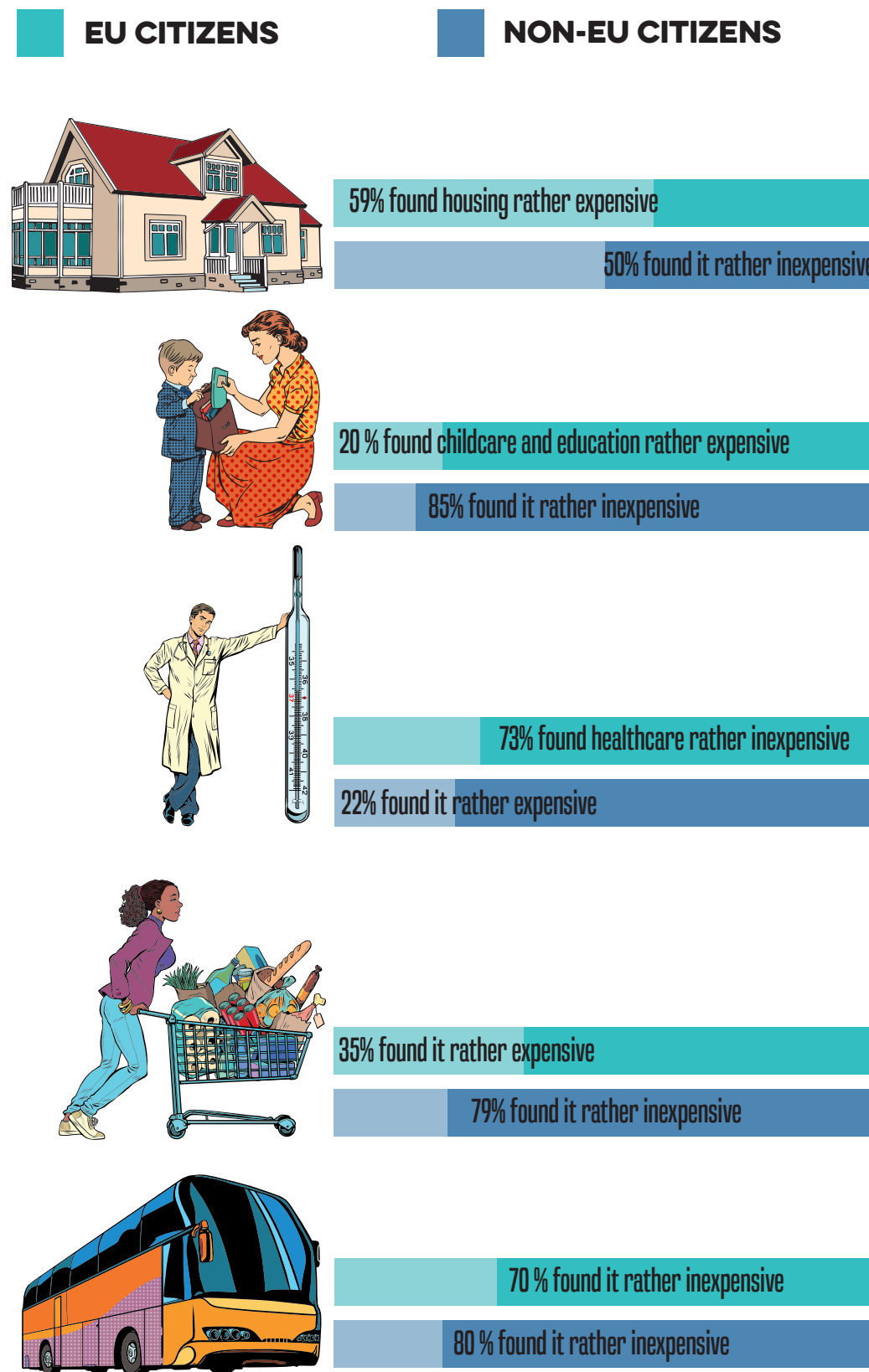
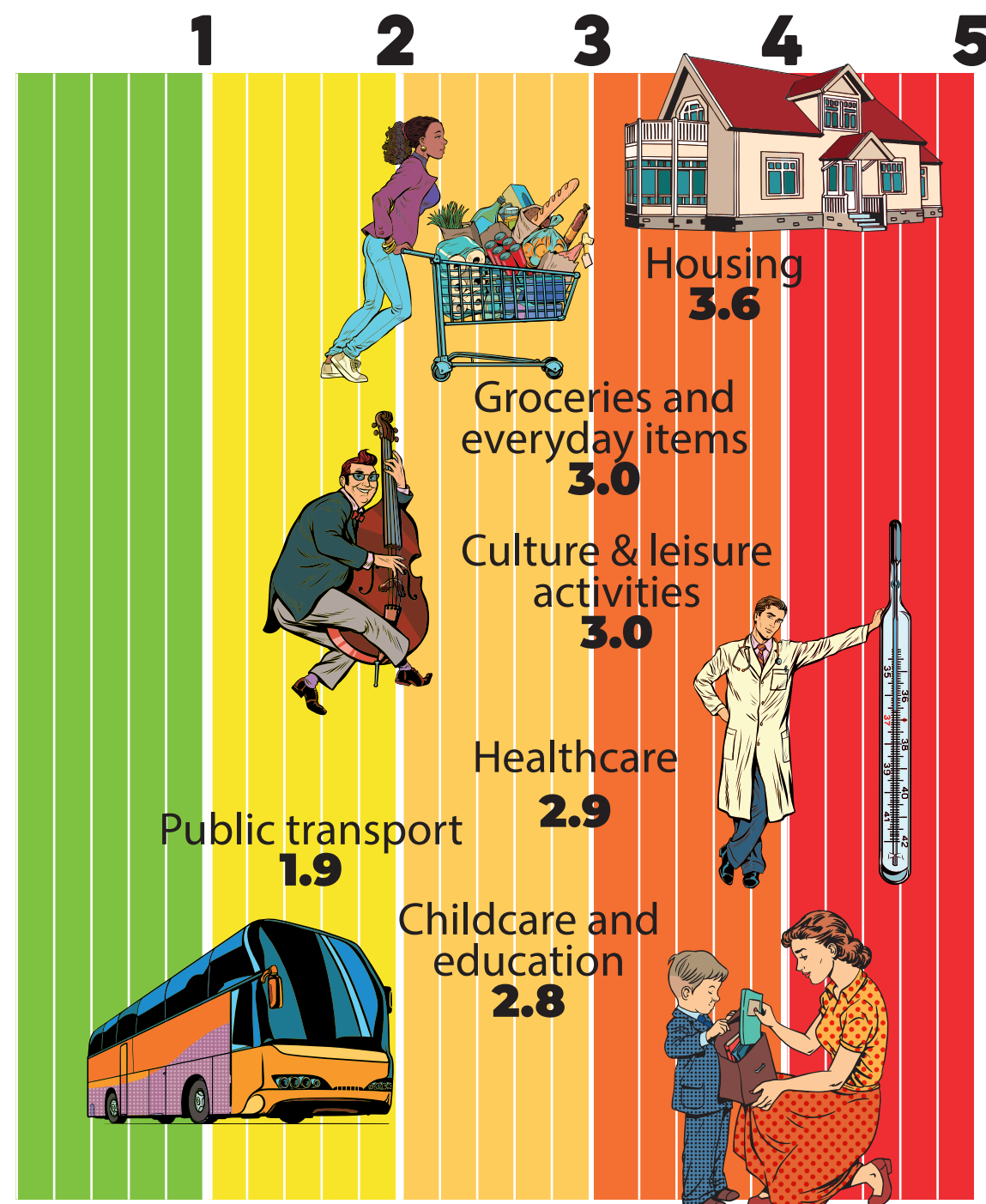
ANNUAL HOUSEHOLD INCOME



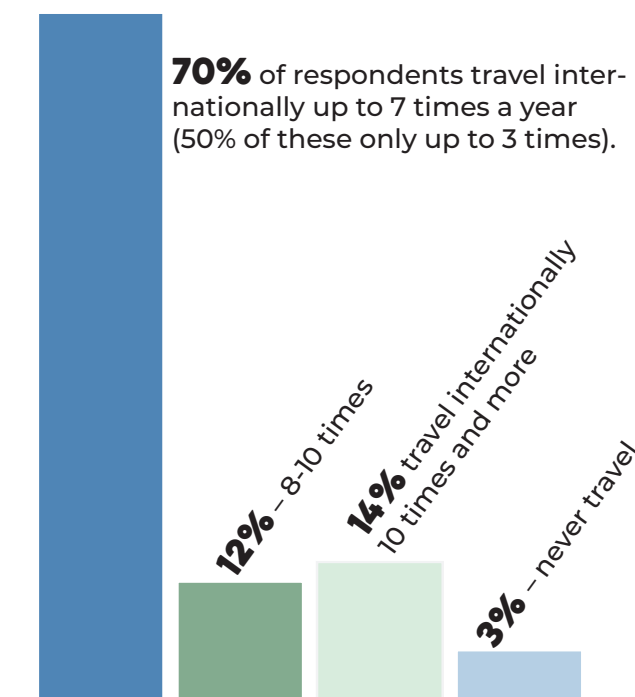
FINANCE

COST OF LIVING

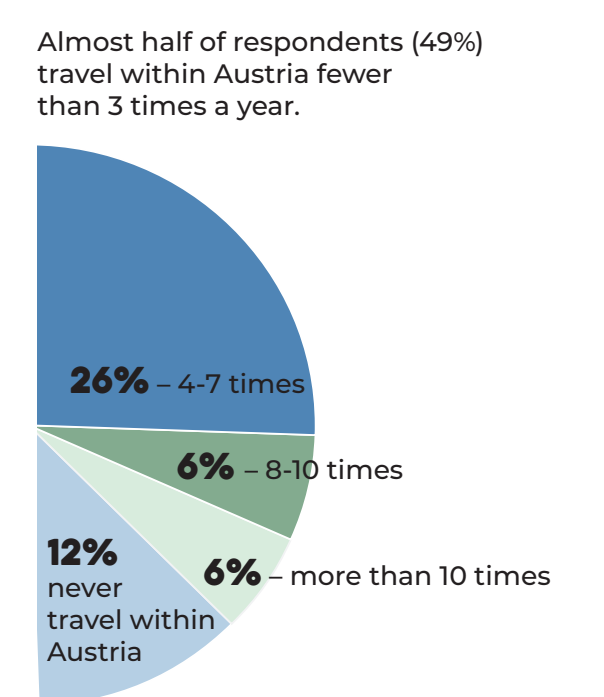
We asked Metropolitans to rate the main costs of living in Austria on the scale from 1 to 5, 1 being "very cheap" and 5 "very expensive".



TRAVEL FREQUENCY



TRAVELLING WITHIN AUSTRIA



THE MOST LIVABLE CITY

VIENNA - A LIVABLE CITY



Metropolitans rate Vienna's livability with 4.5 stars out of 5.

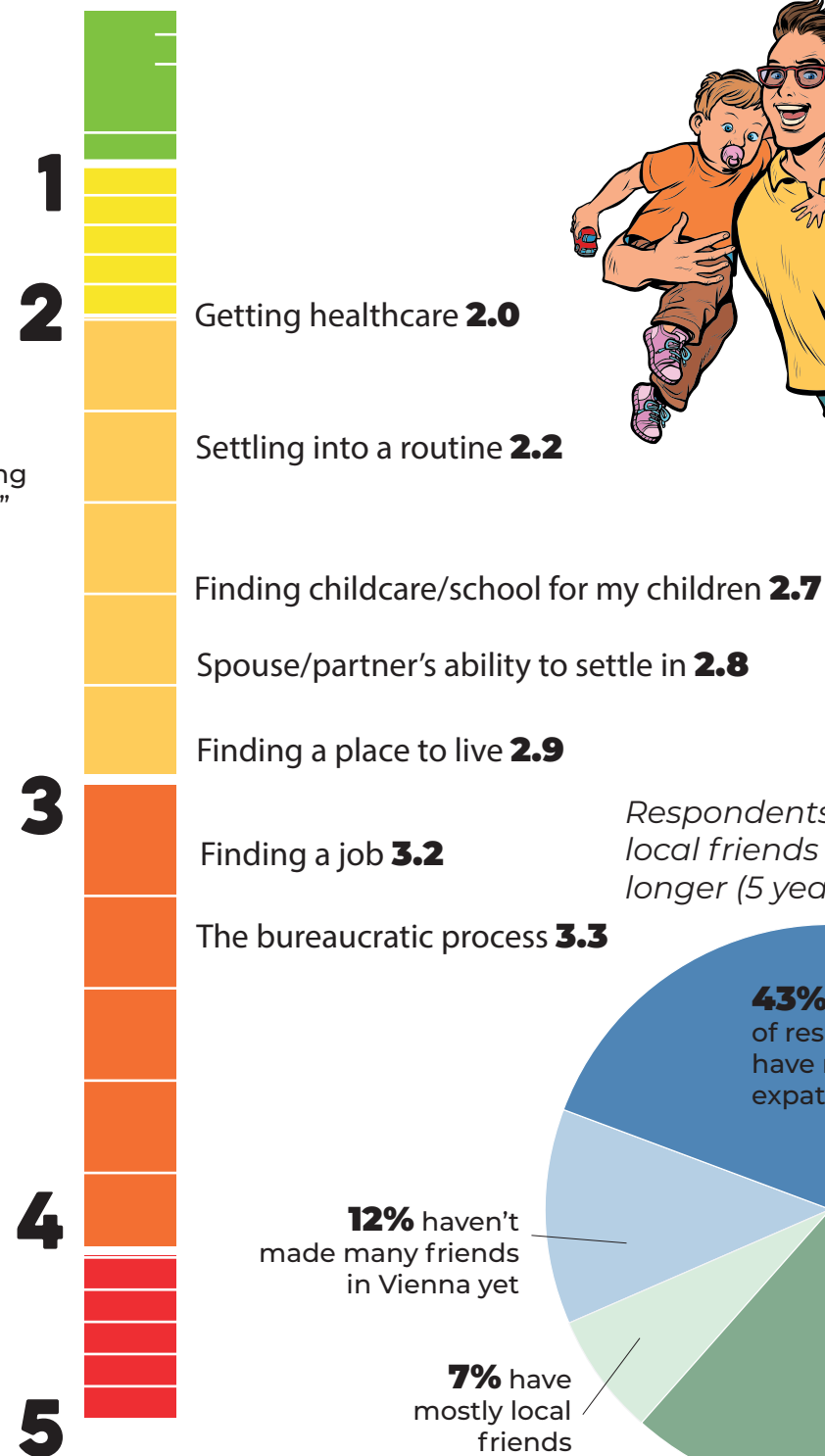


84% of expats would recommend Vienna/Austria as a destination to other expats

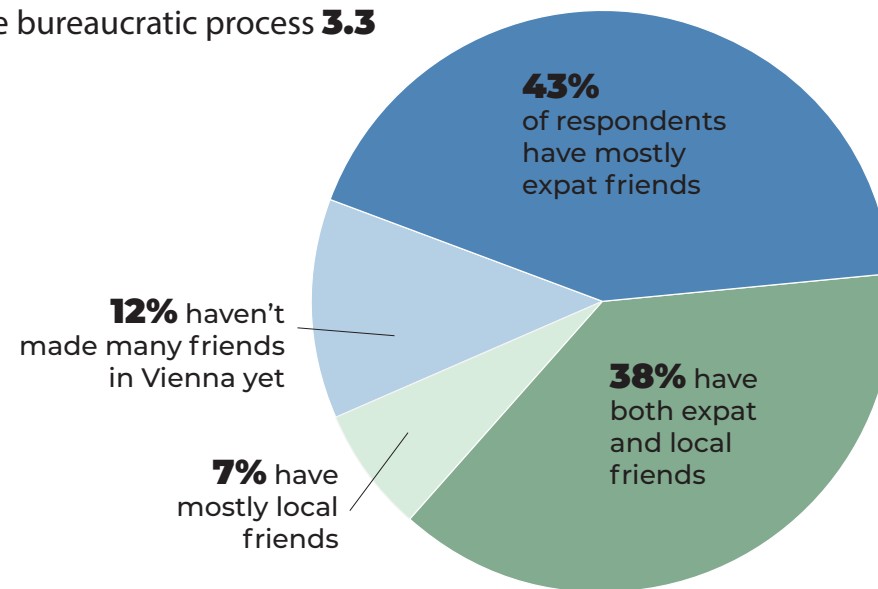


SETTLING IN IN VIENNA

Settling in in a new city is always challenging. We asked Metropolitans to rate the aspects of settling in in Vienna on a scale from 1 to 5, 1 being "easy" and 5 "hard".



Respondents with both expat and local friends tend to stay in Vienna longer (5 years and more).



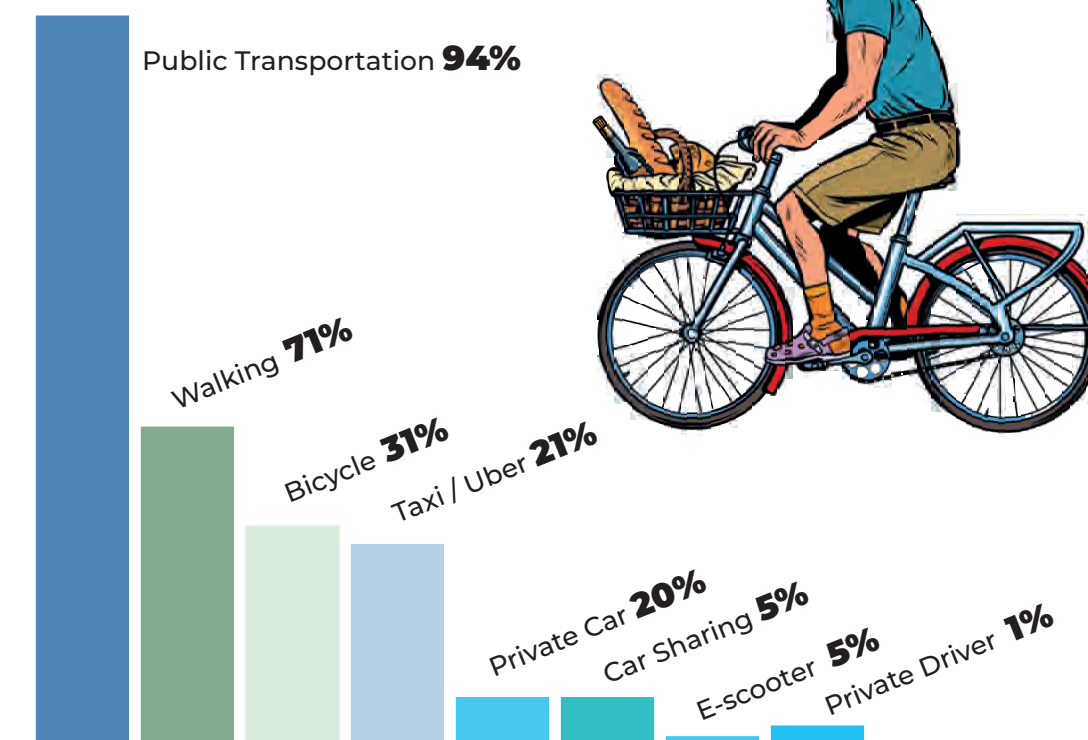
LIFE IN VIENNA

We also asked Metropolitans to rate the various aspects of life in Vienna on a scale from 1 to 5, 1 being "very bad" and 5 "very good".

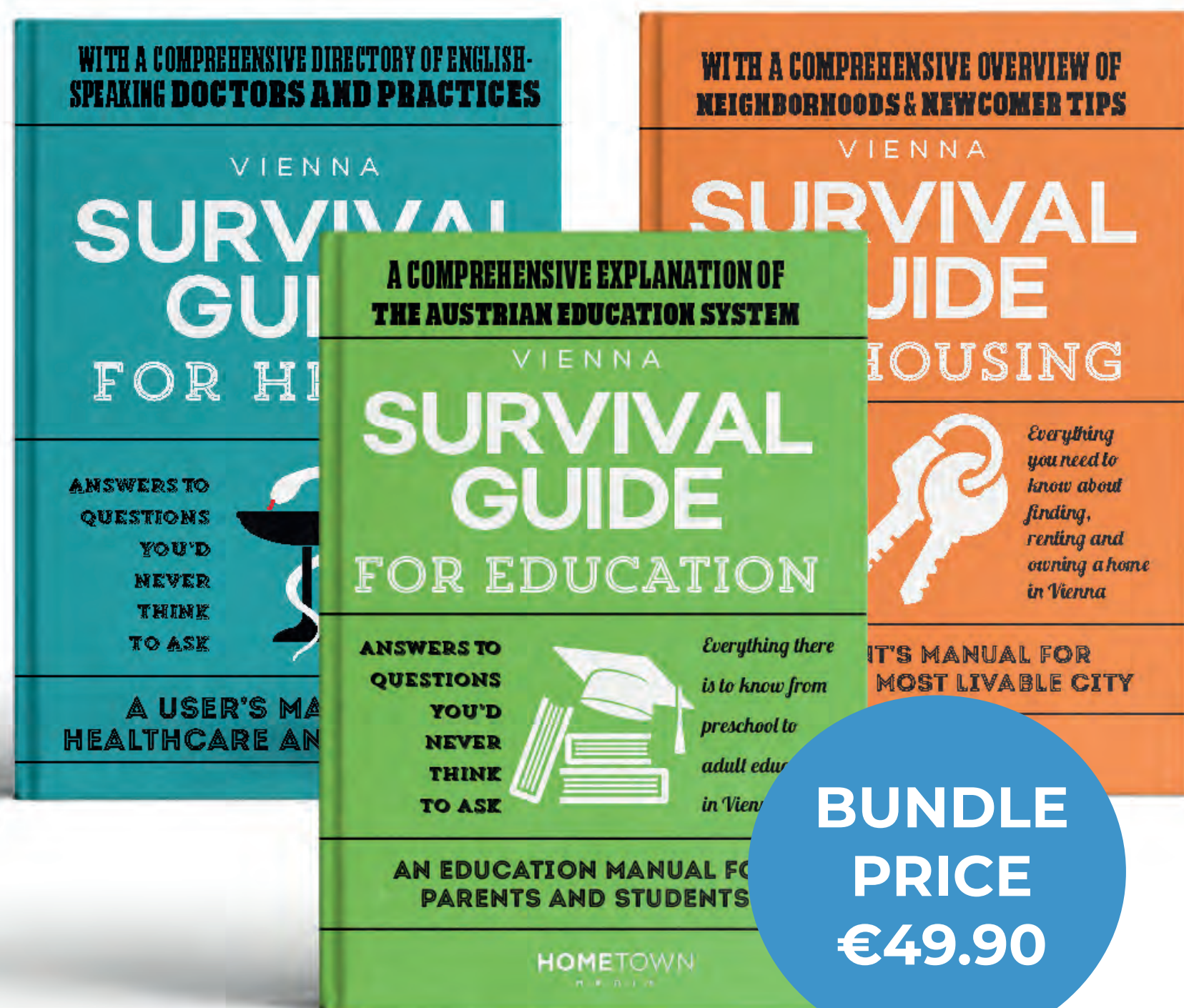
- TOP-5:**
- Public Transport 4.9
 - Leisure, art and cultural offerings 4.7
 - Personal safety 4.6
 - Access and quality of healthcare 4.2
 - Political stability 4.0

- LOWEST 3:**
- Job opportunities for foreigners 2.7
 - Career prospects in your field 3.0
 - Cost of living 3.3

GETTING AROUND THE CITY



VIENNA SURVIVAL GUIDES SERIES



The **Vienna Survival Guide for Health** gives you all the information you need on health care, insurance, and medical treatment in Vienna. The directory of English-speaking doctors in the city will be an invaluable asset for you and everyone you know.

Whether you've just arrived in Vienna or have lived here for years, the **Vienna Survival Guide for Housing** is the best cheat sheet for finding, renting and owning a home in the world's most livable city.

The newest addition to the Survival Guide series is the **Vienna Survival Guide for Education**: this education manual for parents and students provides everything you need to know about school enrollment, studying and further education in Vienna.

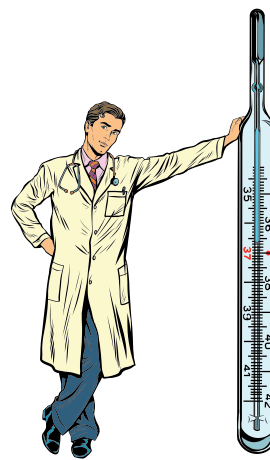
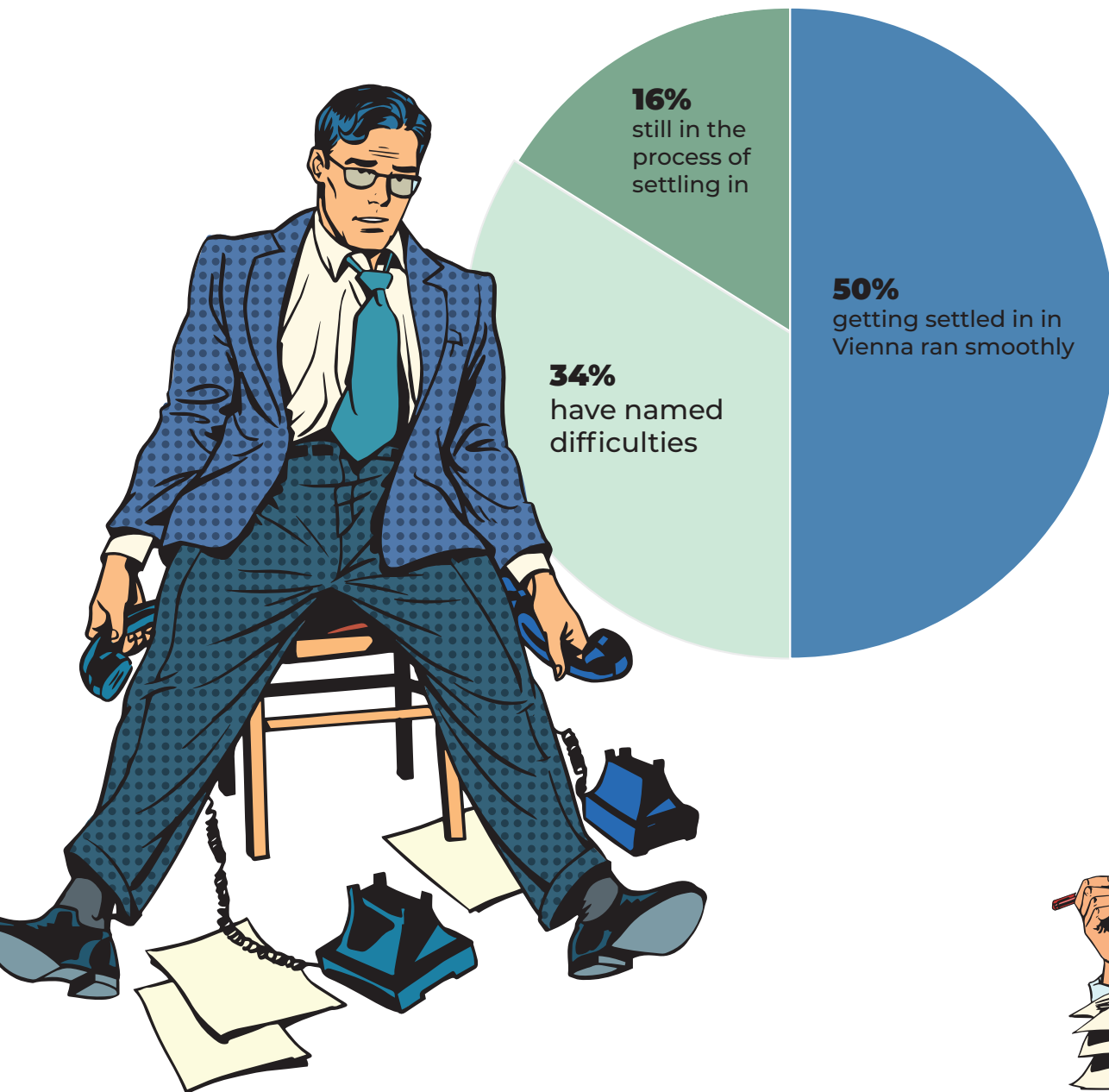
Buy separately or in a kit:
metropole.at/shop-books

DIFFICULTIES AND CONCERNS

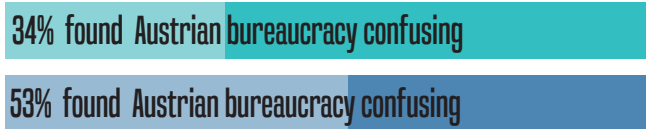
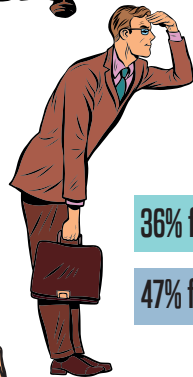
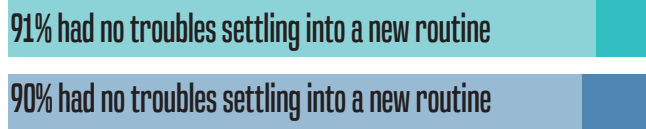
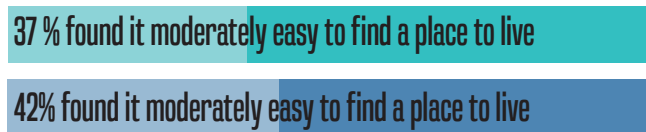
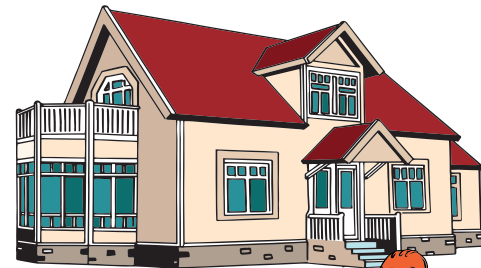
DIFFICULTIES

For 50% of respondents getting settled in in Vienna ran smoothly.

Those, who have experienced difficulties (34%) have named difficulties with finding the job (such as lack of employment opportunities or inability to find a job without knowing German) within the biggest challenges they had to face.



EU CITIZENS
NON-EU CITIZENS



MAIN CONCERN

The main concern most Metropolitans had prior moving to Vienna was the language barrier (score 6,1).

TOP-5:
Language barrier 6.1

Being far away from family and friends 5.3

Bureaucracy and visa issues 4.6

Higher cost of living 4.5

Social isolation or loneliness 4.3

LOWEST 2:
Xenophobia – unfriendly attitude towards foreigners 3.8
Lack of local knowledge 3.8

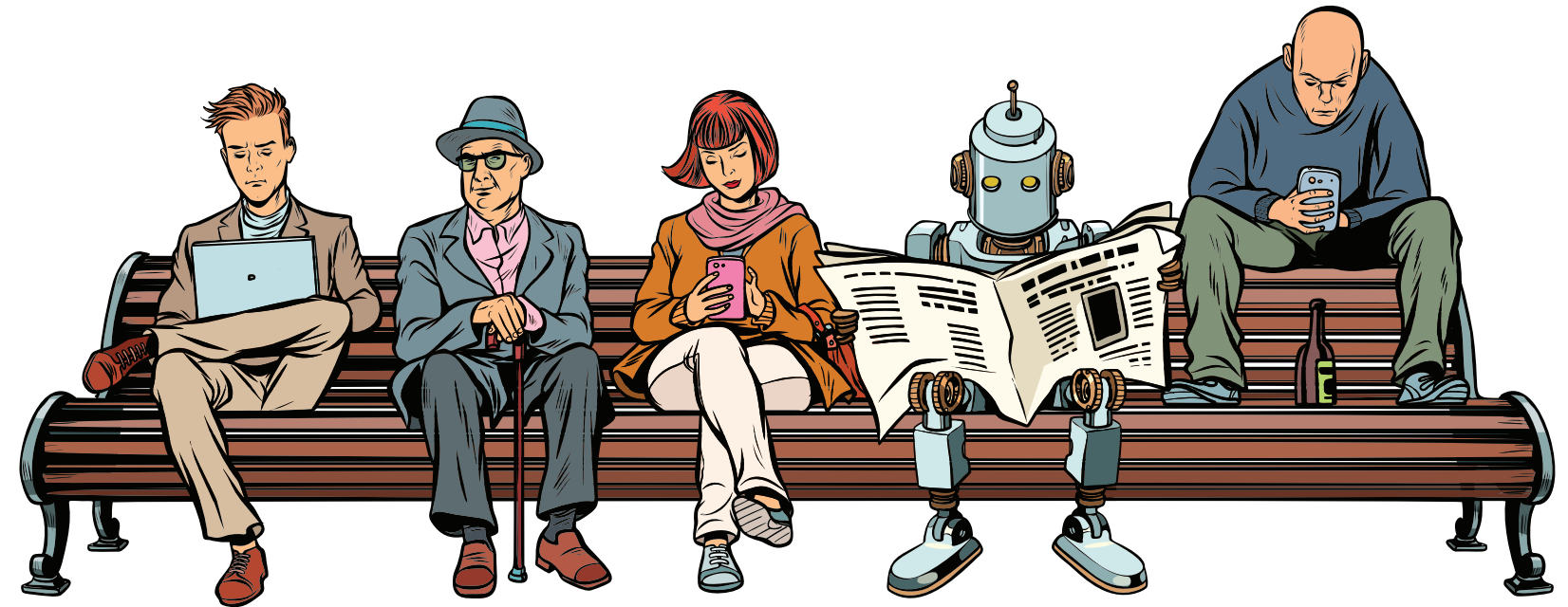
“I WAS ALWAYS A BIT AFRAID AND INSECURE ABOUT JOBS FOR PEOPLE WITH HUMANITIES BACKGROUND.”

“UNDERSTANDING AND LEARNING THE PROCESSES OF VARIOUS ASPECTS OF EVERYDAY LIFE TOOK A LONG TIME TO ADJUST TO.”

MEDIA CONSUMPTION

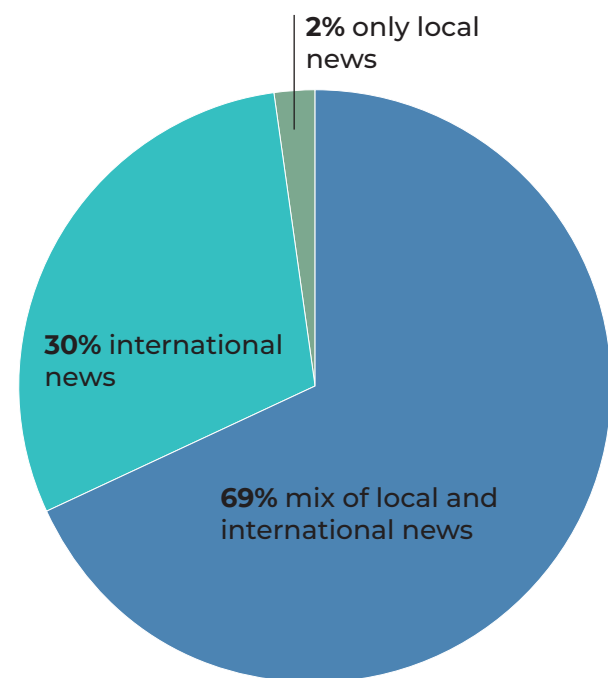


“I LOVE VIENNA. I JUST WISH SO MUCH THAT I COULD SPEAK THE LANGUAGE AND HAVE A JOB. THAT WOULD GIVE A CHANCE TO LEARN MORE ABOUT THIS CITY.”



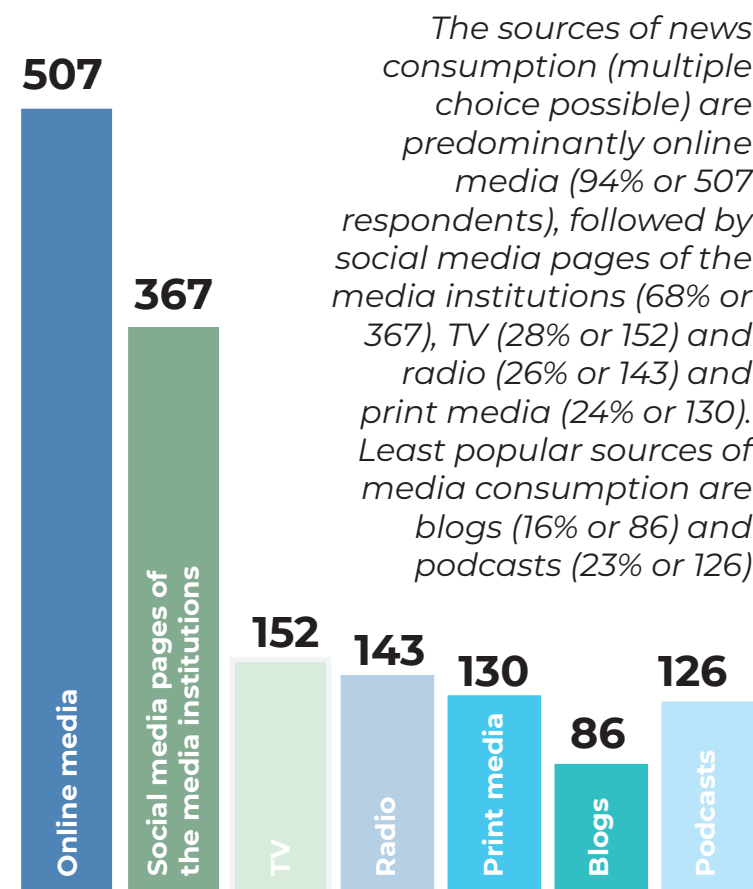
NEWS

Most Metropolitans (69%) consume a mix of local and international news. Mostly in English (81%), but also in their mother tongues (9%).



Only 10% of respondents read news in German

MAIN SOURCES OF NEWS CONSUMPTION

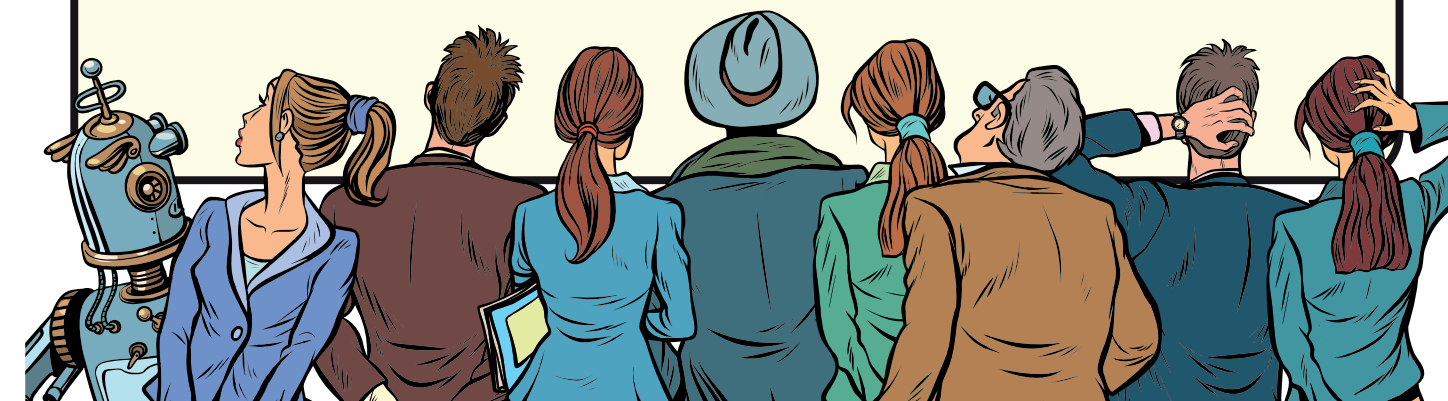


The sources of news consumption (multiple choice possible) are predominantly online media (94% or 507 respondents), followed by social media pages of the media institutions (68% or 367), TV (28% or 152) and radio (26% or 143) and print media (24% or 130). Least popular sources of media consumption are blogs (16% or 86) and podcasts (23% or 126)

For news consumption print and online media are consistently used by all age groups, while blogs and podcasts gravitate towards younger audience.

Main news sources for various age groups:

	<35 years old	36-50 years old	>51 years old
Podcast	Podcast	Online media	Print
Blogs	Blogs		TV
Social media	Social media		Radio



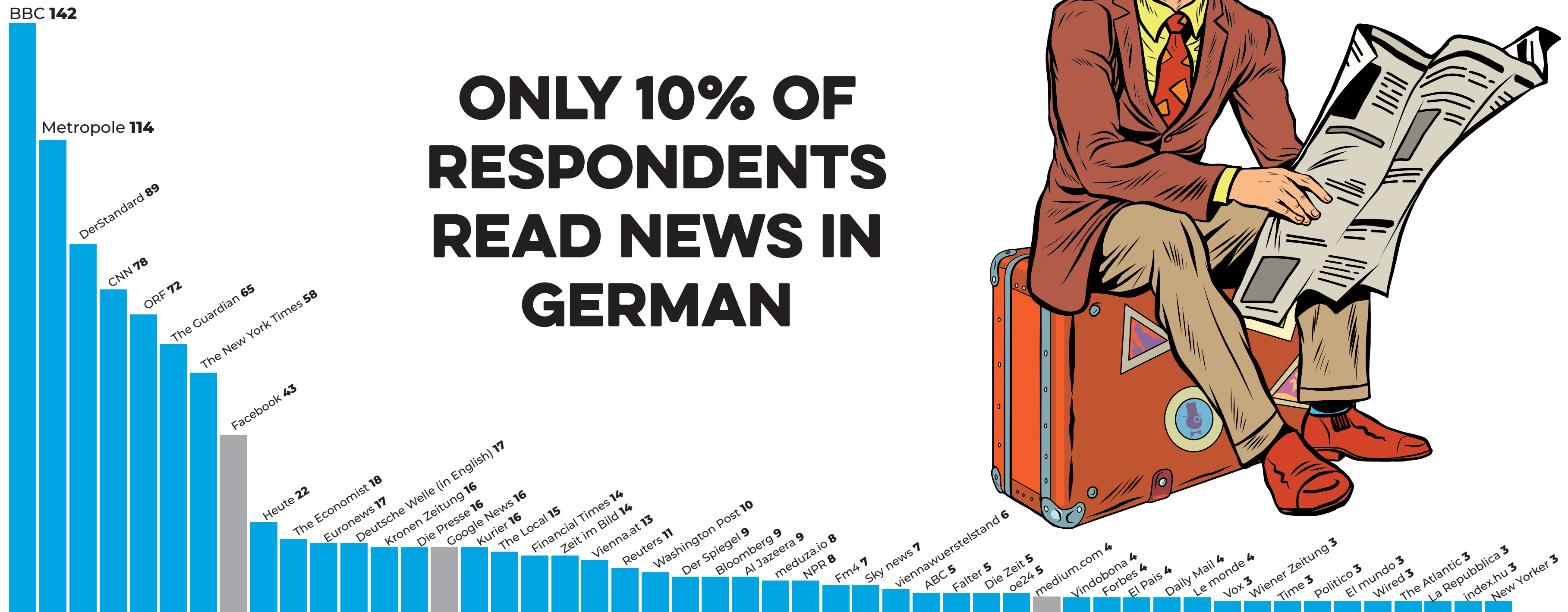
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news in English

Subscribe today
at metropole.at

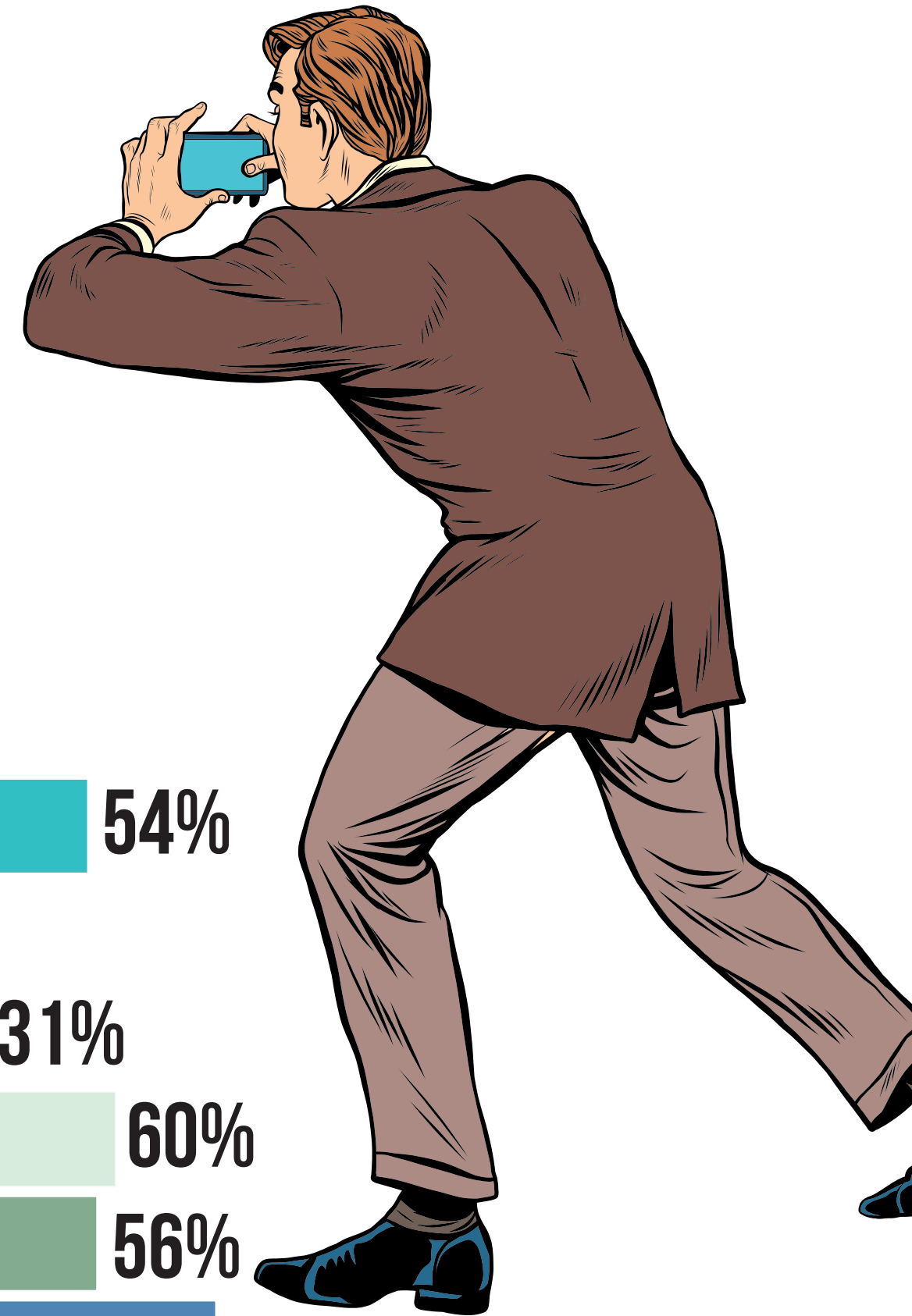
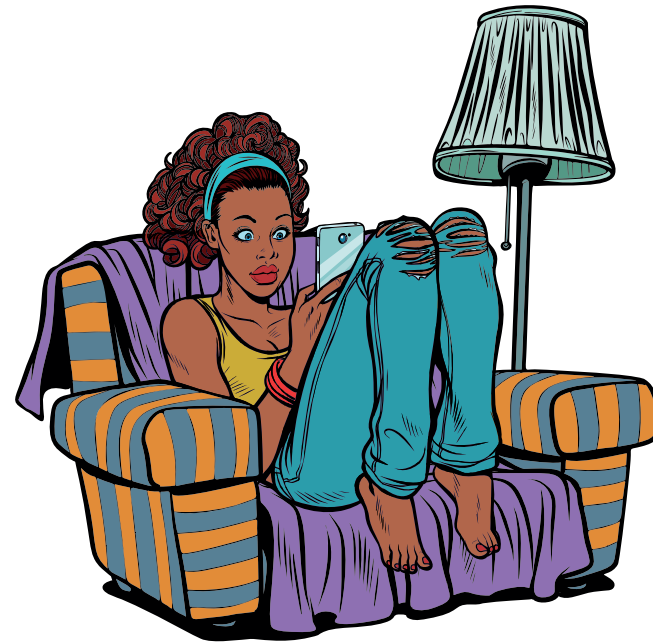


MEDIA OUTLETS

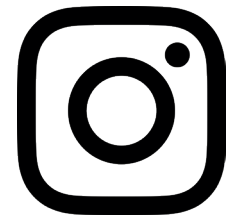
We asked Metropolitans to list the media outlets they consult on a regular basis, both online and offline.



SOCIAL MEDIA AND ONLINE



SOCIAL MEDIA AGE



<35 years old



<35 years old



<35 years old



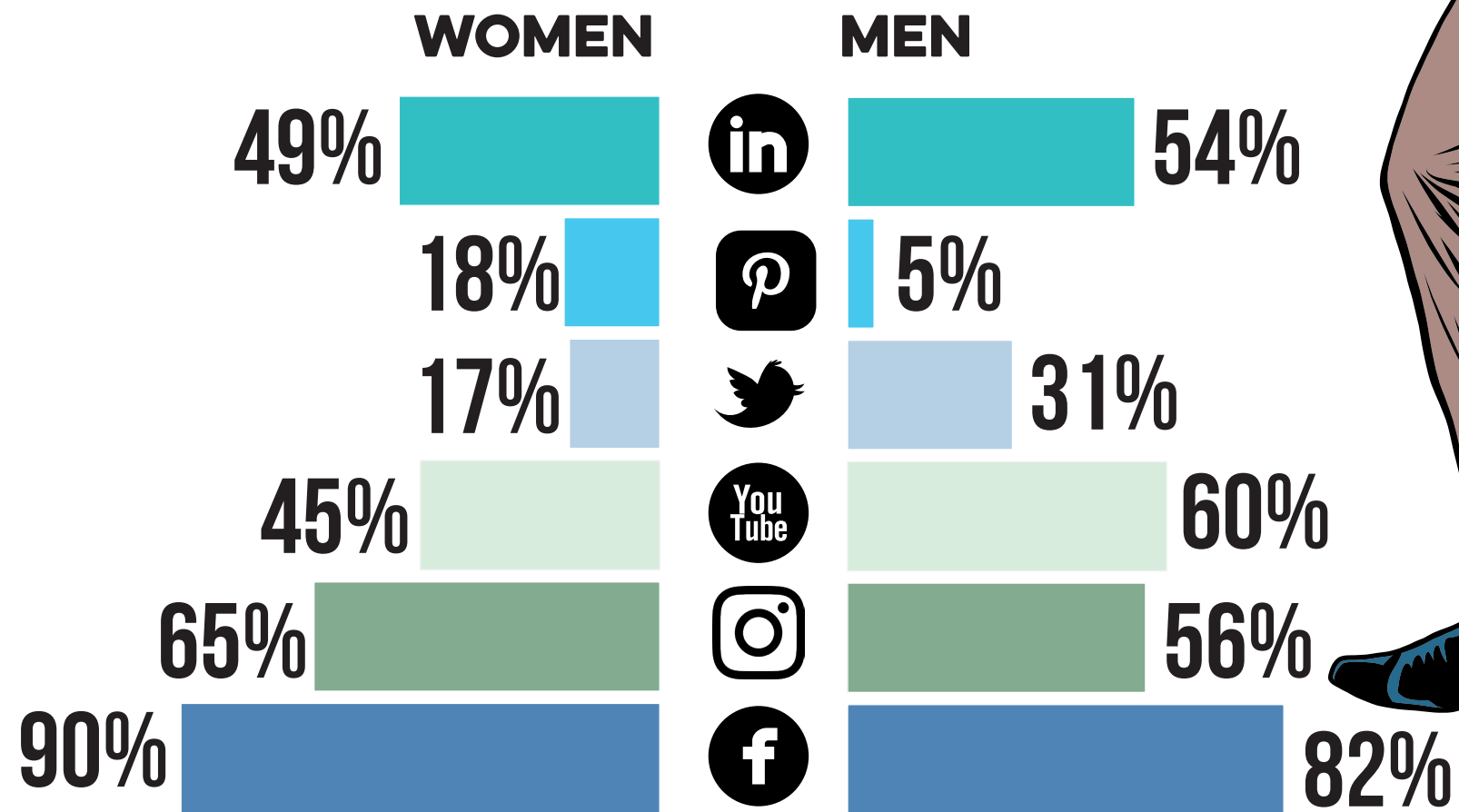
<35 years old



36-50 years old



36-50 years old



THE AVERAGE AGE OF METROPOLITANS WHO SHARE CONTENT ON SOCIAL MEDIA IS 31

VOICES OF INTERNATIONAL VIENNA

“GETTING STARTED IN VIENNA IS INCREDIBLY EXPENSIVE AND A PAIN IN THE ASS, BUT MONTH TO MONTH, AT LEAST FOR ME, IT FEELS LIKE A BARGAIN.”

“NOT HAVING ANY LOCAL CONTACTS MEANT EVERYTHING BECAME MORE EXPENSIVE. FINDING A FLAT, KAUTION + PROVISION, PAPERWORK ONLY AVAILABLE IN GERMAN, GENERALLY SPEAKING A VERY HARD TO UNDERSTAND ACCENT... IT TAKES SO MUCH TIME AND RESOURCES TO MAKE SURE YOU HAVE DONE EVERYTHING RIGHT AND THAT YOU HAVEN'T BROKEN ANY RULES.”

“THERE'S ALWAYS A LEARNING CURVE WHEN THERE'S A LANGUAGE BARRIER AND CULTURAL DIFFERENCES SO THERE'S ALWAYS SOME AMOUNT OF SETTLING IN FOR AN IMMIGRANT.”

I COME FROM A CULTURE THAT IS VERY OPEN AND FRIENDLY. THEREFORE, I HAD TO ADAPT MY WAY OF BEING BECAUSE I THINK IT IS TOO MUCH FOR PEOPLE AROUND HERE. I ALSO THINK THAT I STILL NEED TO ADJUST MY EXPECTATION TOWARDS PEOPLE AND NOT TAKE THINGS PERSONALLY. IT HAS BEEN 2 AND A HALF YEARS FOR ME AND I AM NOT THERE YET.

“I CAME HERE AS A 12 YEAR OLD CHILD, NOT SPEAKING GERMAN. I WAS EXTREMELY CONCERNED ABOUT WHAT AM I GOING TO DO, IF I'M NOT BE ABLE TO LEARN ENOUGH GERMAN UNTIL I FINISH THE “HAUPTSCHULE”.”

“ONLY THE SOCIAL ASPECT IS STILL A BIT DIFFICULT FOR ME. THE FRIENDS I HAVE HERE ARE FROM WORK AND FROM MY BOYFRIEND.”

“A SHORT TERM ADVENTURE TURNED INTO A PERMANENT STAY.”

“SCHOOLING FOR OUR SON WAS DIFFICULT. HE COULD NOT ADAPT TO AUSTRIAN SCHOOL SO WE HAD TO ENROLL IN A PRIVATE SCHOOL.”

“MY BIGGEST CHALLENGE WAS THE UNFRIENDLINESS OF AUSTRIAN PEOPLE. SOMETIMES THEY ATTACKED ME WITH WORDS EVEN ON THE STREET WHEN I WAS SPEAKING MY MOTHER TONGUE WITH MY BABY. THEY SAID THIS IS AUSTRIA, WE SPEAK GERMAN.”

“I WAS BORN IN VIENNA, AND GREW UP IN TAIWAN. I HOLD AN AUSTRIAN NATIONALITY, BUT DON'T SPEAK MUCH GERMAN. I DECIDED TO MOVE TO VIENNA FROM LONDON IN 2016 AS MY BOYFRIEND IS STUDYING IN VIENNA AND IT HAS A BETTER LIVING QUALITY.”

(IT WAS HARD TO) “COMBINE WORK WITH FINDING AN APARTMENT. MY WIFE DIDN'T SPEAK ANY GERMAN AND THEREFORE I HAD TO FIND TIME BETWEEN BUSY NEW JOB AN DOING SEARCH.”

“MY EMPLOYER HAD A GREAT SUPPORT SYSTEM AND HELPED FACILITATE A LOT. (...) IF THEY DIDN'T HIRE A RELOCATION AGENT TO HELP ME, OR HAVE A PERSON TO GO WITH ME TO TAKE CARE OF THE MELDEZETTEL AND WORK VISA, I WOULD HAVE BEEN SCREWED.”

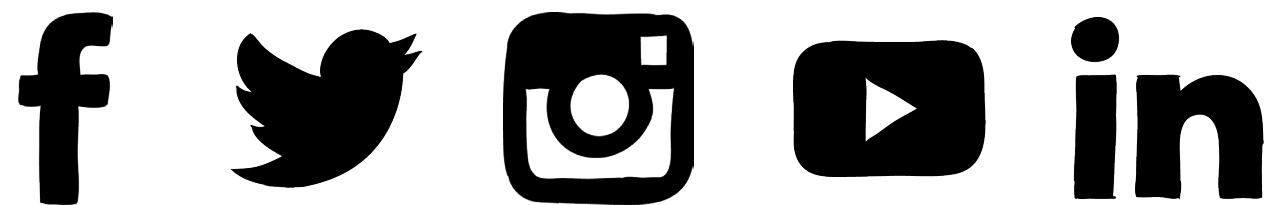
“WATER AND AIR QUALITY. I PARTIALLY CAME TO AUSTRIA BECAUSE OF THE HIGH STANDARDS FOR THESE TWO ESSENTIALS OF EVERYDAY LIFE.”

SHARE YOUR STORY

Are you also an international, living in Vienna?
Do you want to share your Viennese
experiences with the *Metropole* community?

#dontbeastranger: post your story on social
media with the hashtag **#metsurvey** and
don't forget to tag us (@metropole_vie) so
we can see it. The best posts will be shared
on the *Metropole* social media channels.

We can't wait to hear your stories!



MEET THE METROPOLITANS

You might have noticed that we keep calling the survey respondents and Metropole readers “Metropolitans” – here’s why:

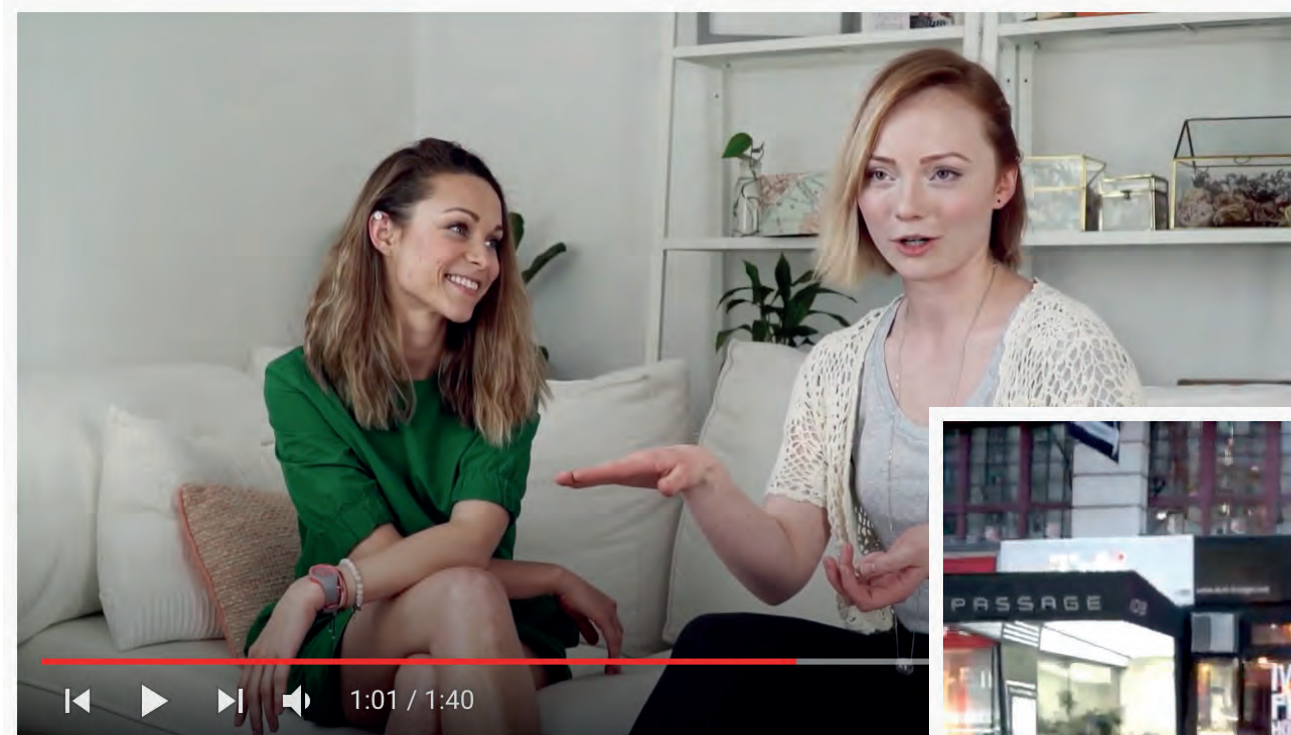
We believe that **being a Metropolitan** means living life to the fullest, not being afraid of making changes or mistakes and belonging to a growing community of open-minded global citizens.

How about you? #dontbeastranger

Click here to meet six Metropolitans who have chosen Vienna as their home.



The Kooi family



#dontbeastranger
Meet the Metropolitans #1 | Gintare & Ingrida



#dontbeastranger
Meet the Metropolitans #4 | Will Hutchinson



#dontbeastranger
Meet the Metropolitans #2 | Taraneh

BECOME A METROPOLITAN

Subscribe today and join the growing community of open-minded global citizens.
#dontbeastranger, become a Metropolitan!



Choose between...



DIGITAL SUBSCRIPTION
€4/month



DIGITAL SUBSCRIPTION
€30/year



PRINT & DIGITAL SUBSCRIPTION
€75/year

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