

HOMEOWNERS PERCEPTIONS ON FUTURE RENOVATIONS

Results from the National Survey

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AGENDA

- Purpose
- Methodology
- Basic info on respondents
- Future plans & one-stop-shop
- Conclusions



Agenda

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

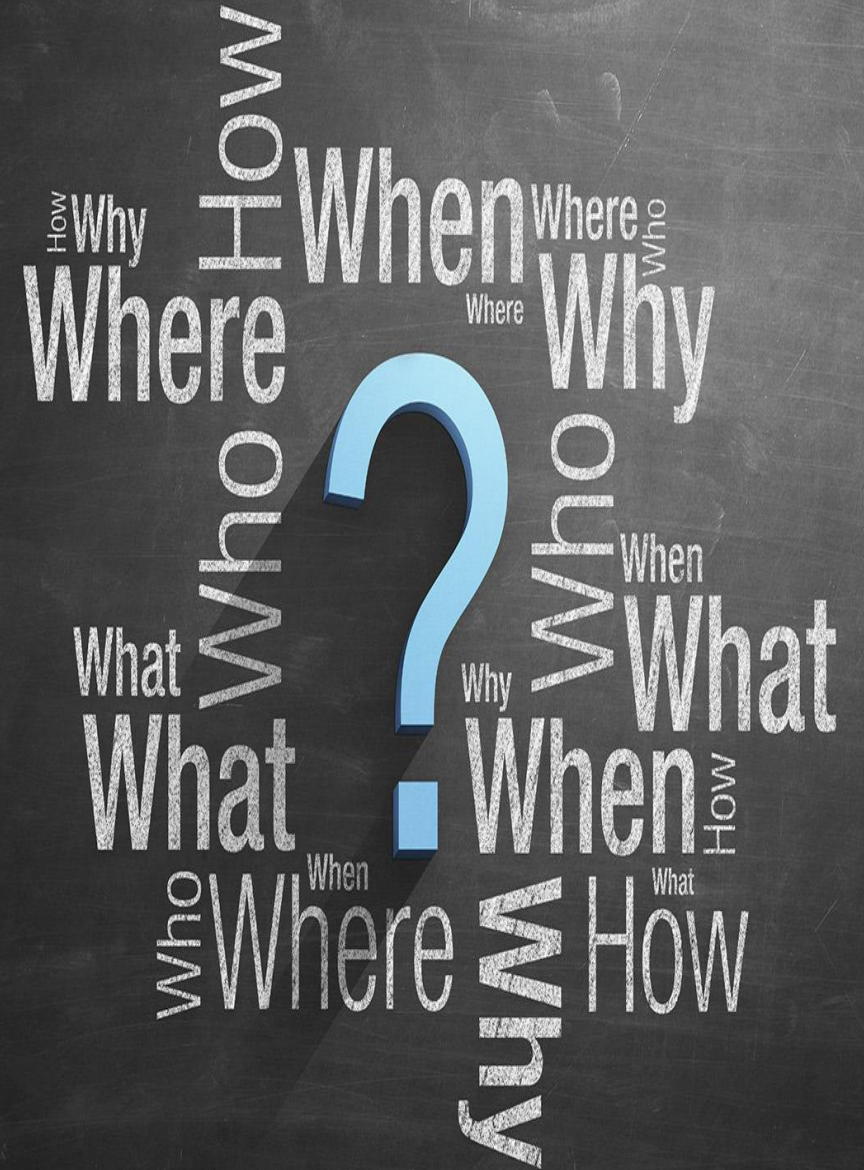
PURPOSE

- Examine homeowners for future renovations
- Depict the types of preferred renovations
- Examine their knowledge on energy renovations
- Overview of their thoughts on OSS



METHODOLOGY

- Online survey
- Late Spring 2017
- Homeowners from all Sweden
- 144.660 questionnaires (20.000/day)
- 12.194 questionnaires answered
- Response rate: 8.43% (satisfactory)

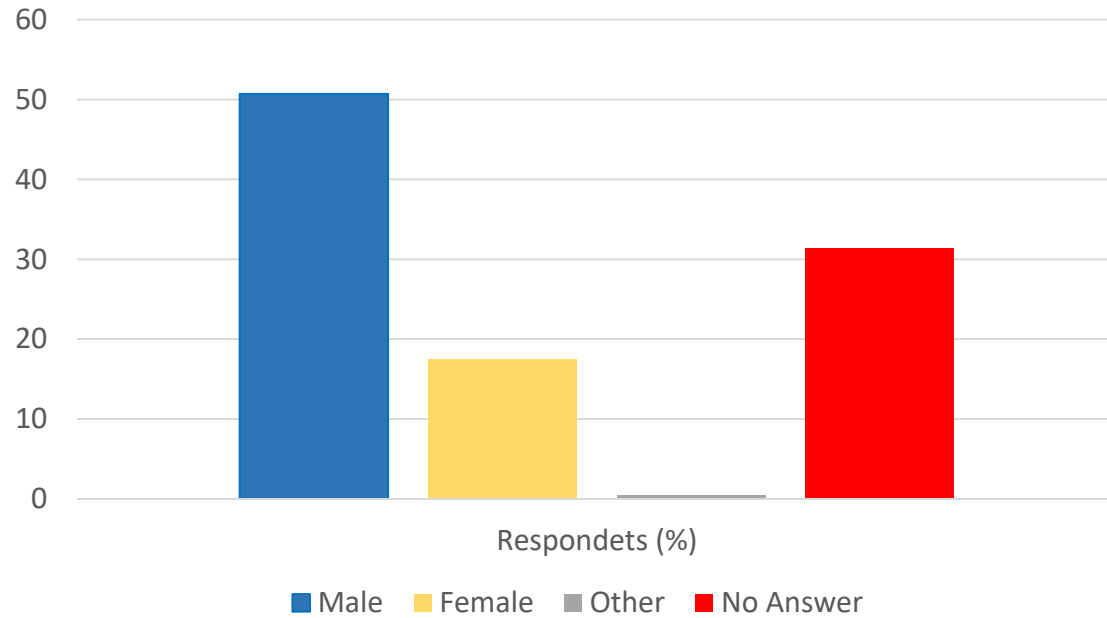




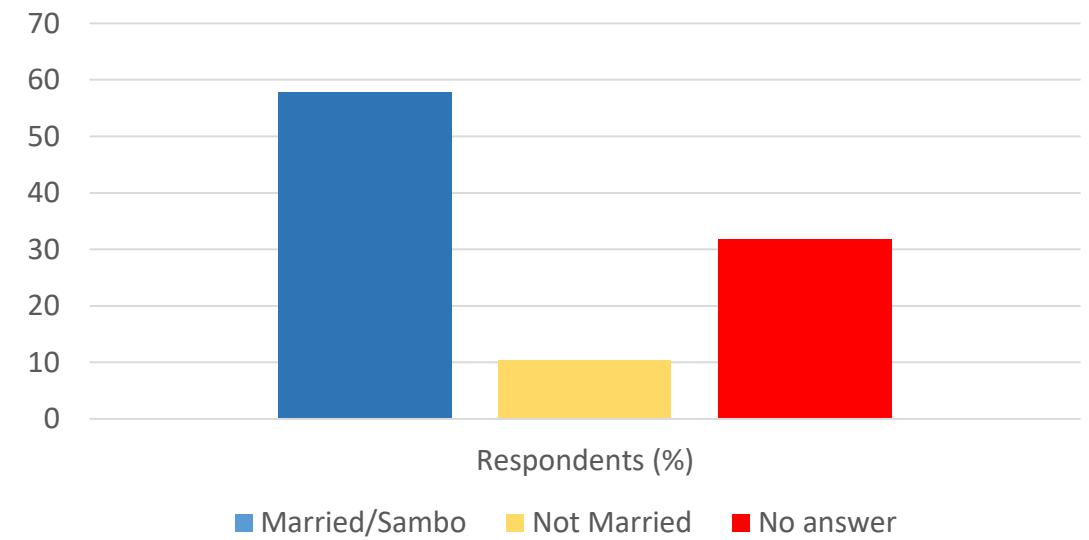
Basic info on respondents

DEMOGRAPHICS

Gender

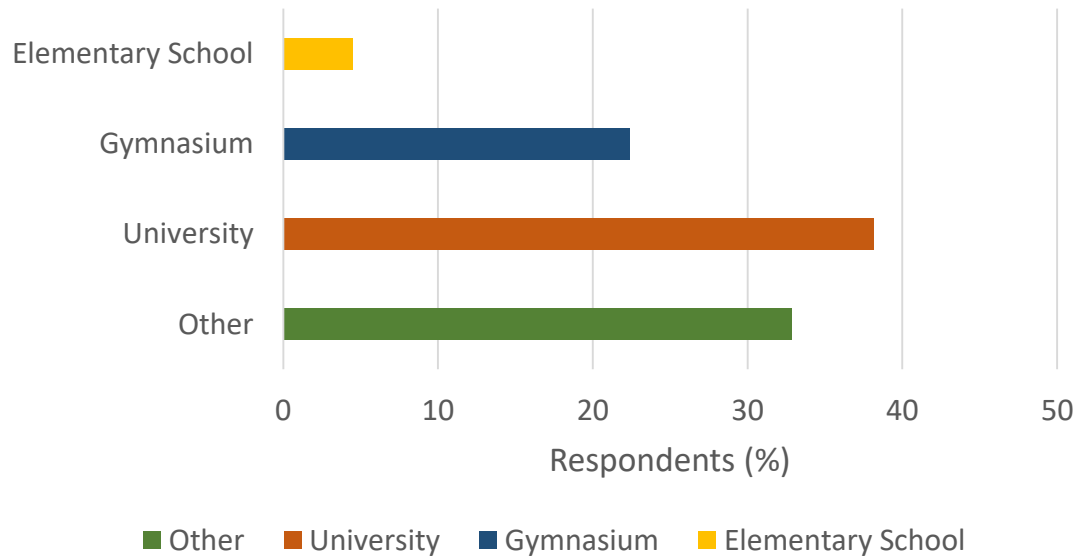


Marital Status

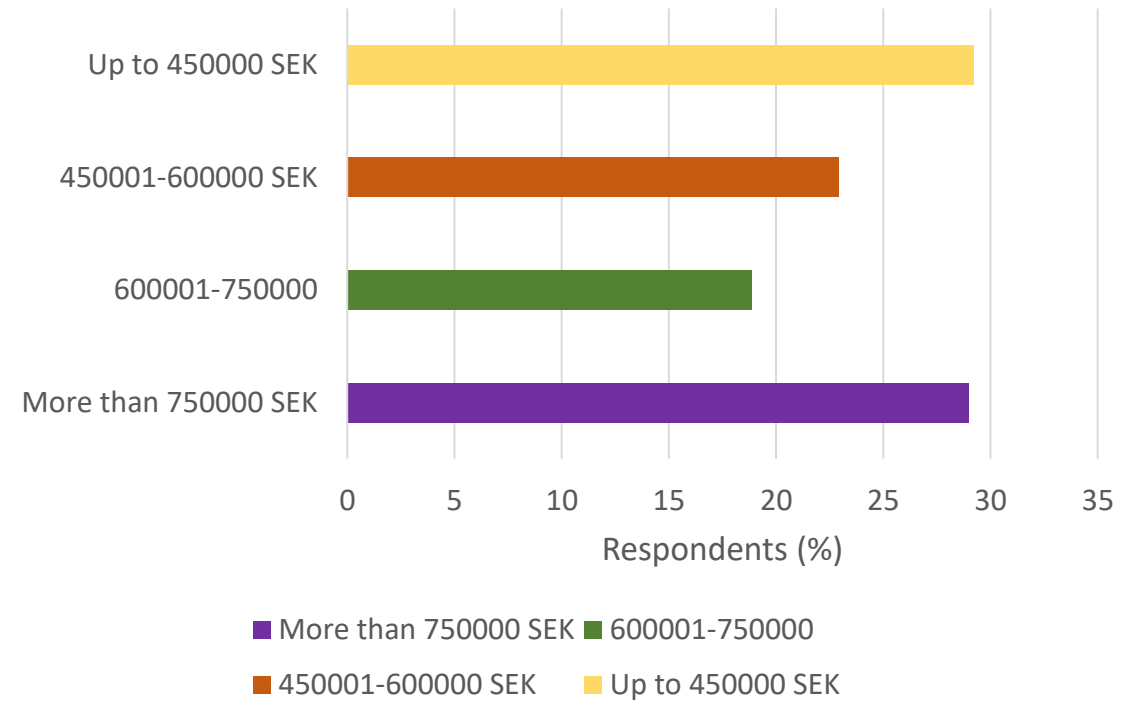


DEMOGRAPHICS #2

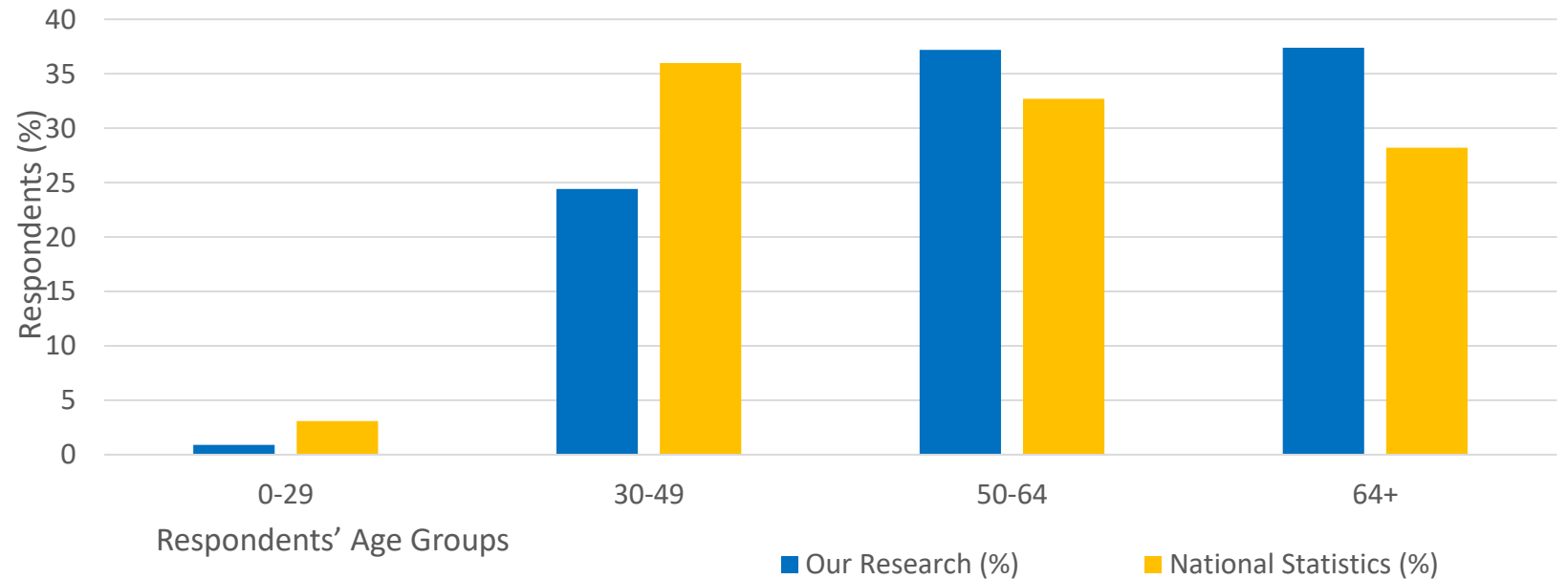
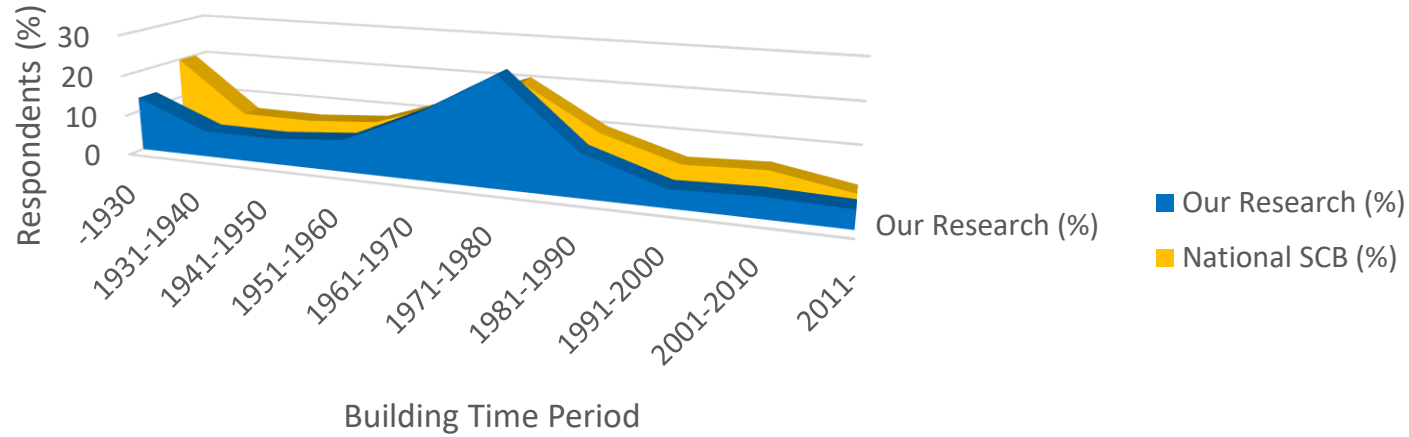
Educational Level



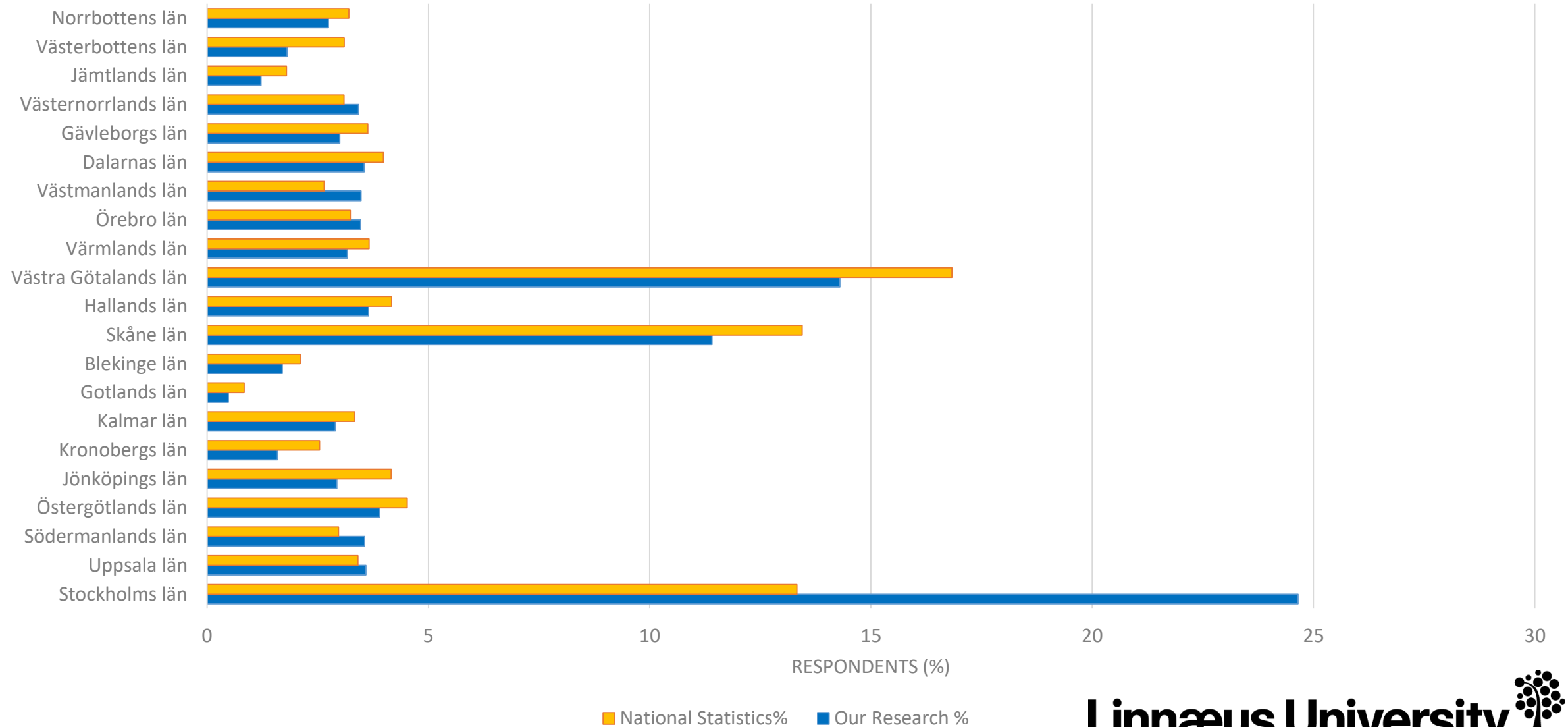
Household's Annual Income



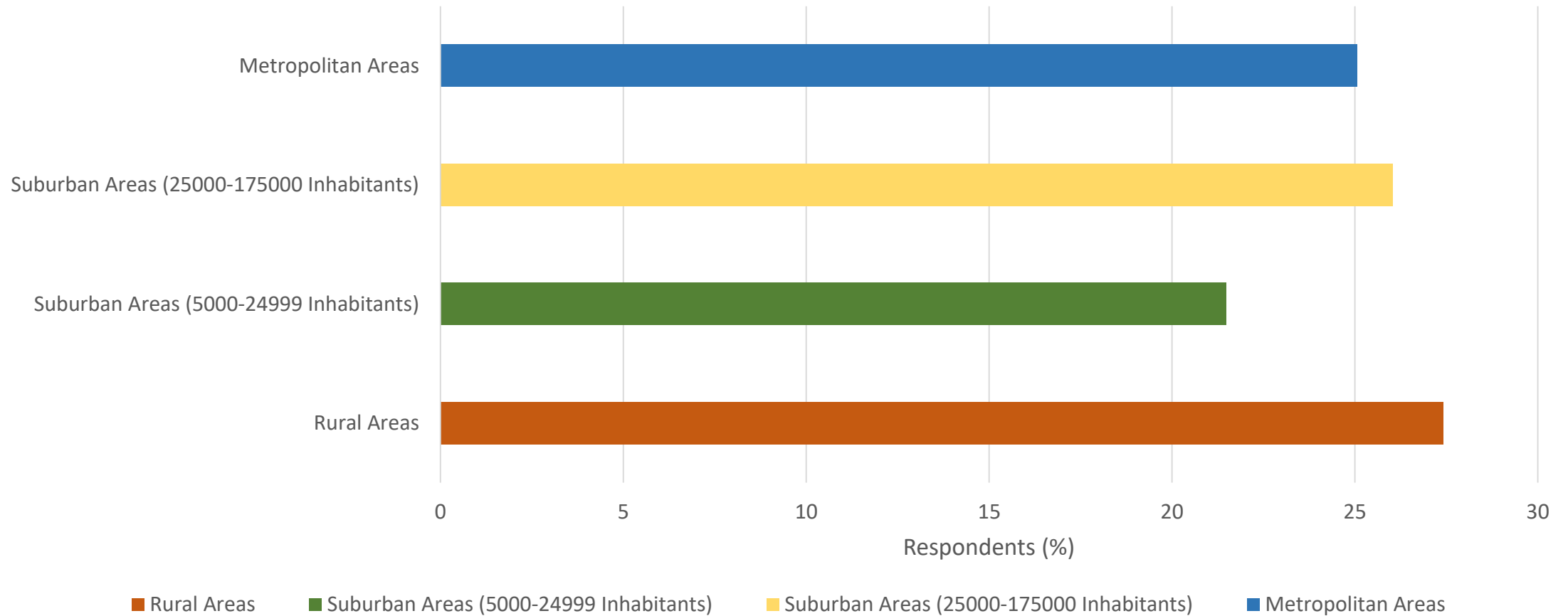
ABOUT TIME.....



ABOUT GEOGRAPHY.....



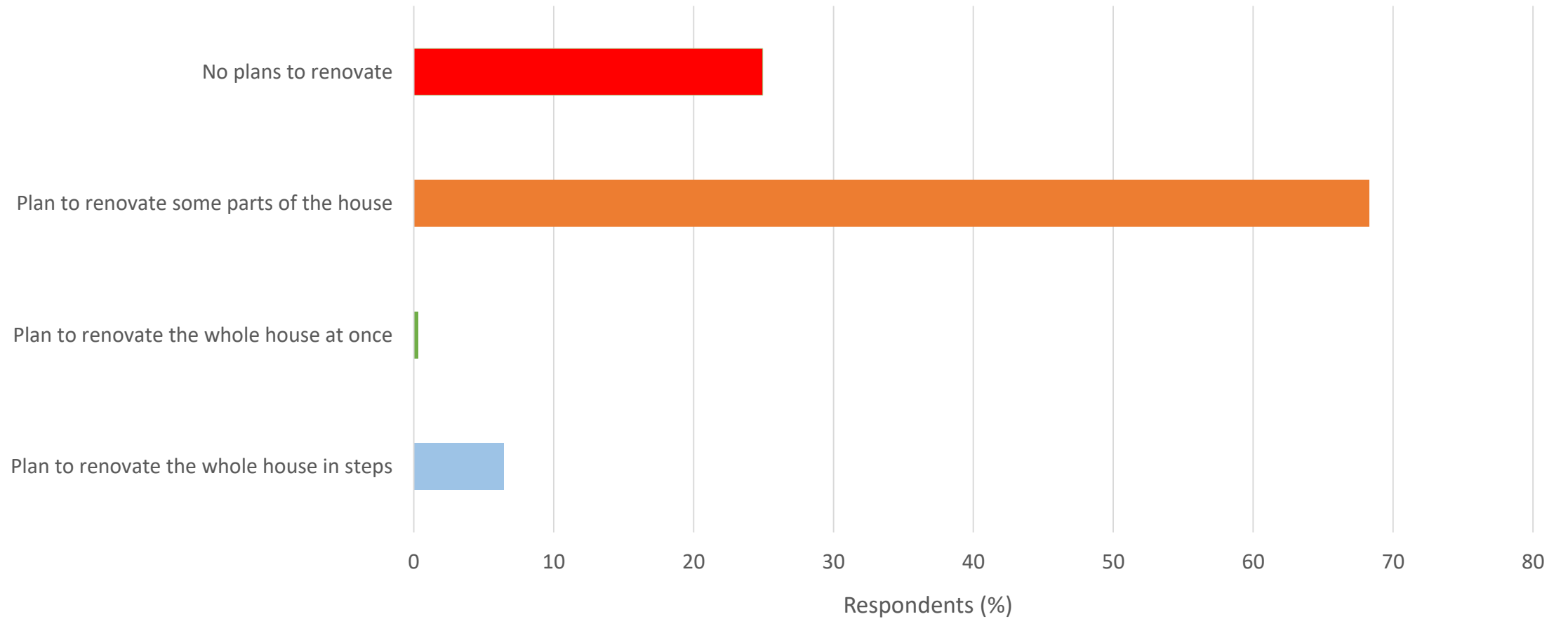
AREA SPREAD



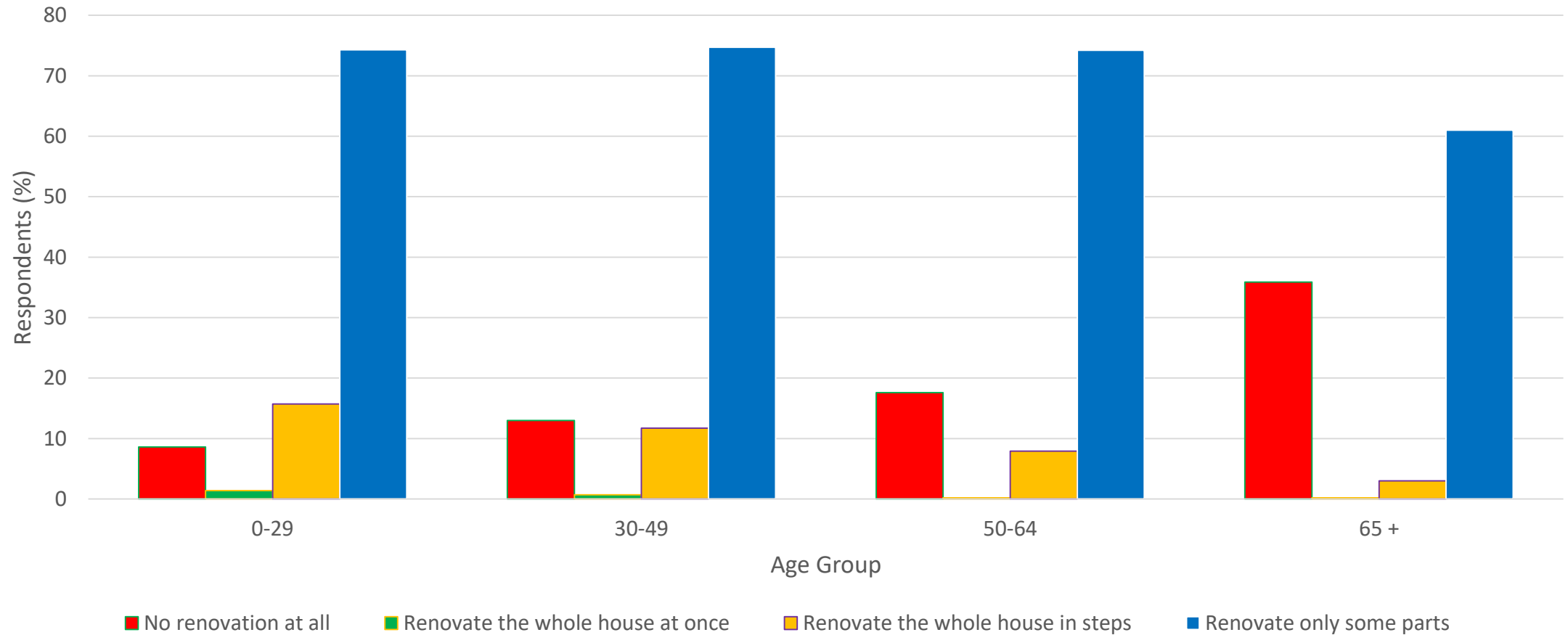


Future plans & one-stop-shop

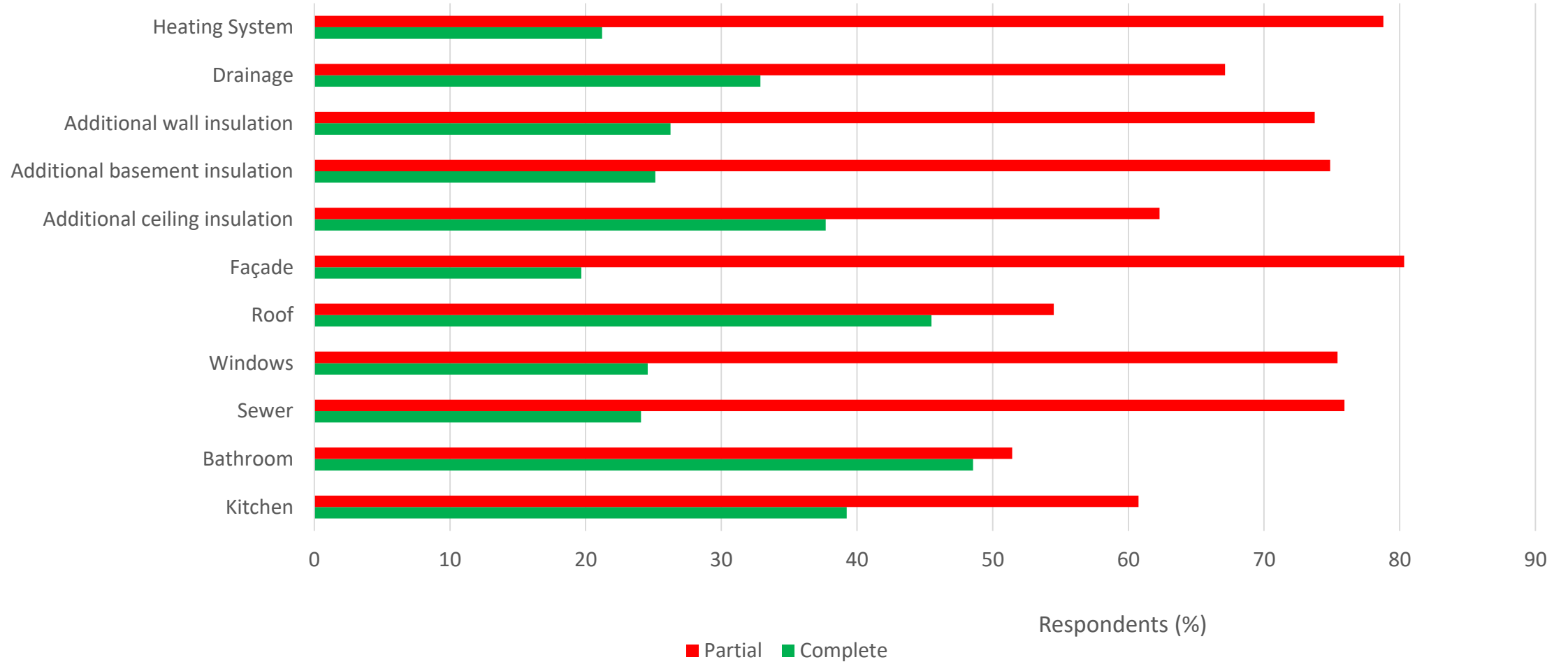
PLANS TO RENOVATE UNTIL 2020



RENOVATION OF PARTS OF THE HOUSE IS MORE PREFERABLE DESPITE AGE GROUP



WHAT WILL BE RENOVATED



PLANS TO RENOVATE UNTIL 2020

Considering energy renovations (insulation, heating system, windows)

➤ Factors affecting planning

- Homeowners age (-)
- Willingness to save energy (+)
- House Age (+)

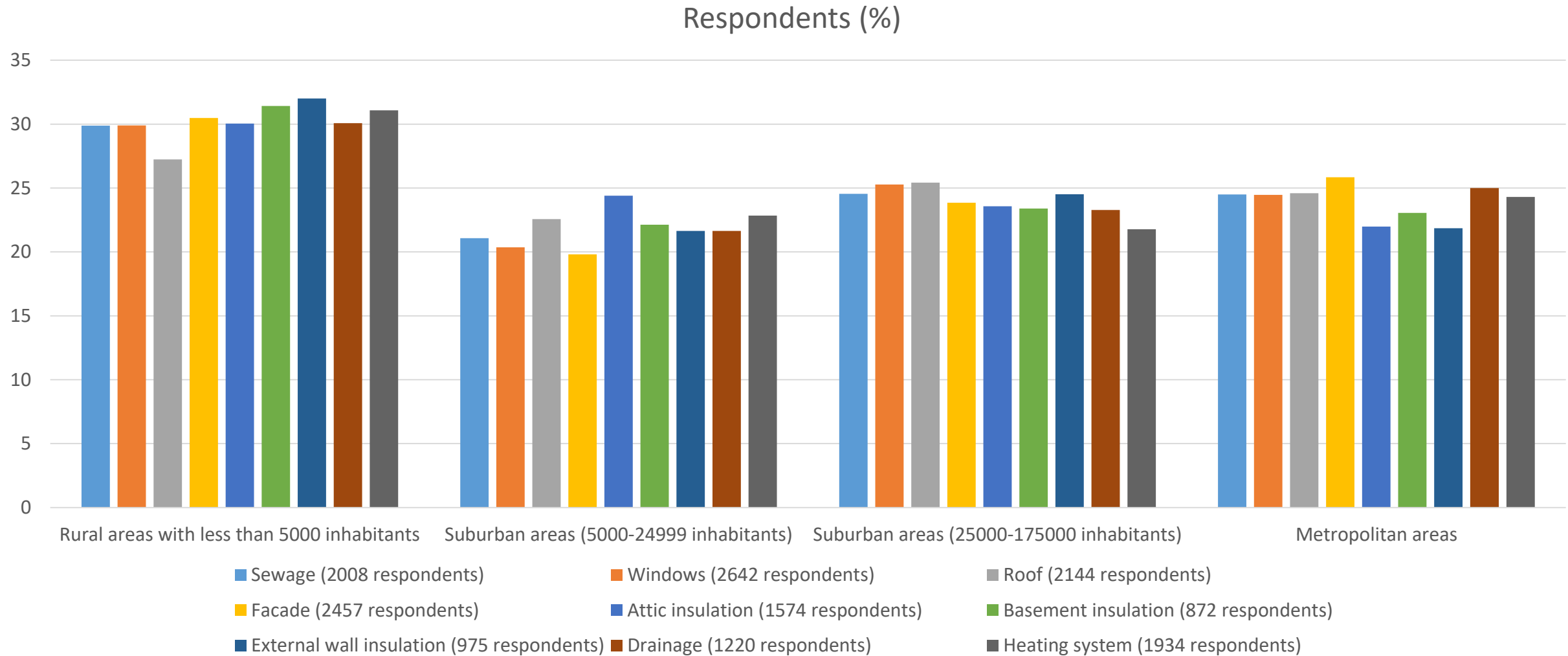
➤ Factors not affecting planning

- Gender
- Level of education
- Marital Status
- Previous energy renovations
- Income

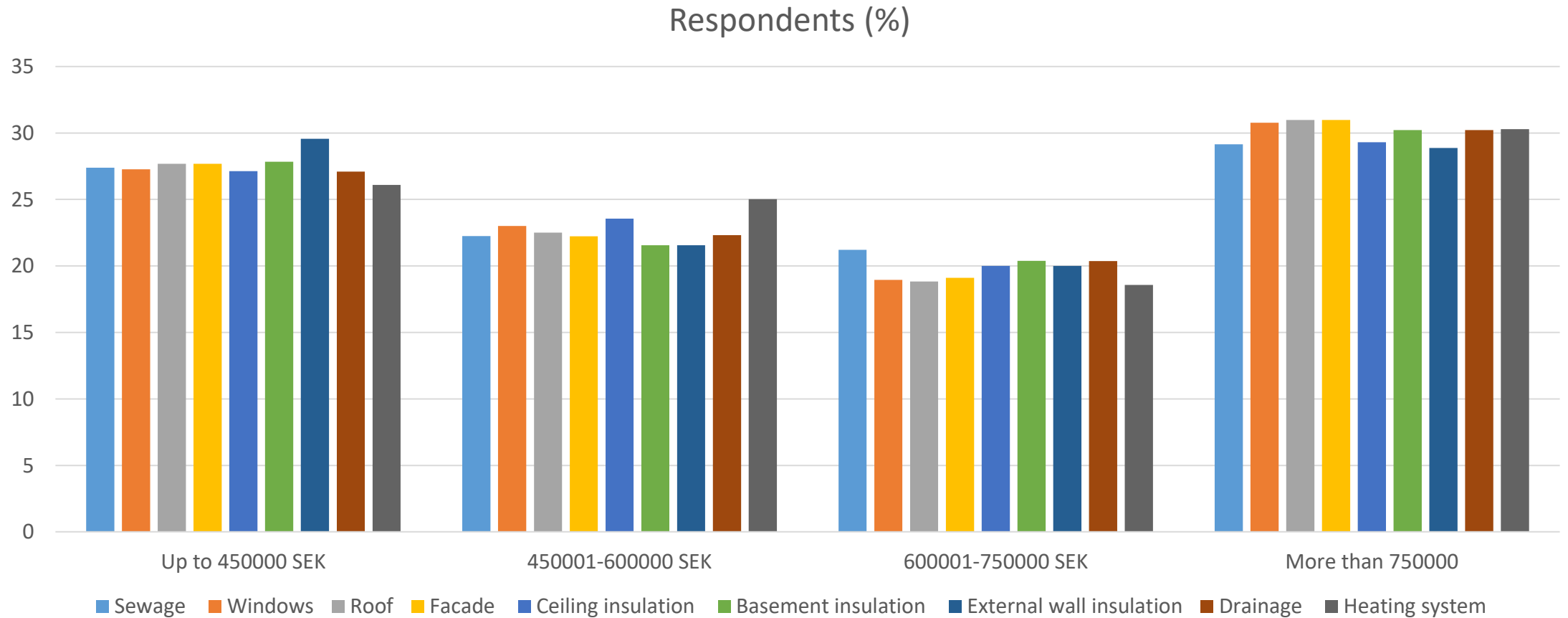
PLANS TO RENOVATE UNTIL 2020 #2

- 9099 respondents declared their intention to perform some type of renovation until 2020
 - 20% of respondents intend to perform only one energy related renovation
 - 43% of respondents intend to perform more than one energy related renovations
-
- 57.7 % of respondents will pay for renovation from own savings
 - 48.65% of respondents do not know the cost of renovation
 - 51.53% of respondents are willing to invest an average of 365000 SEK for renovation

RURAL AREAS MORE LIKELY TO CHOOSE ENERGY RENOVATIONS



BALANCE IN TYPE OF PREFERRED ENERGY RENOVATION PER INCOME GROUP



SOURCES OF INFORMATION

➤ Most preferred

- Association's press
 - Relative/Friends/Neighbours
 - Internet
 - Construction/Renovation firms
 - Installers/Technical workers
 - Building materials' suppliers
 - Electricity/Heat suppliers
-

➤ Less preferred

- Consultants
- Inspectors
- Municipal climate & energy advisor
- Social Media

CREDIBILITY OF SOURCES OF INFORMATION

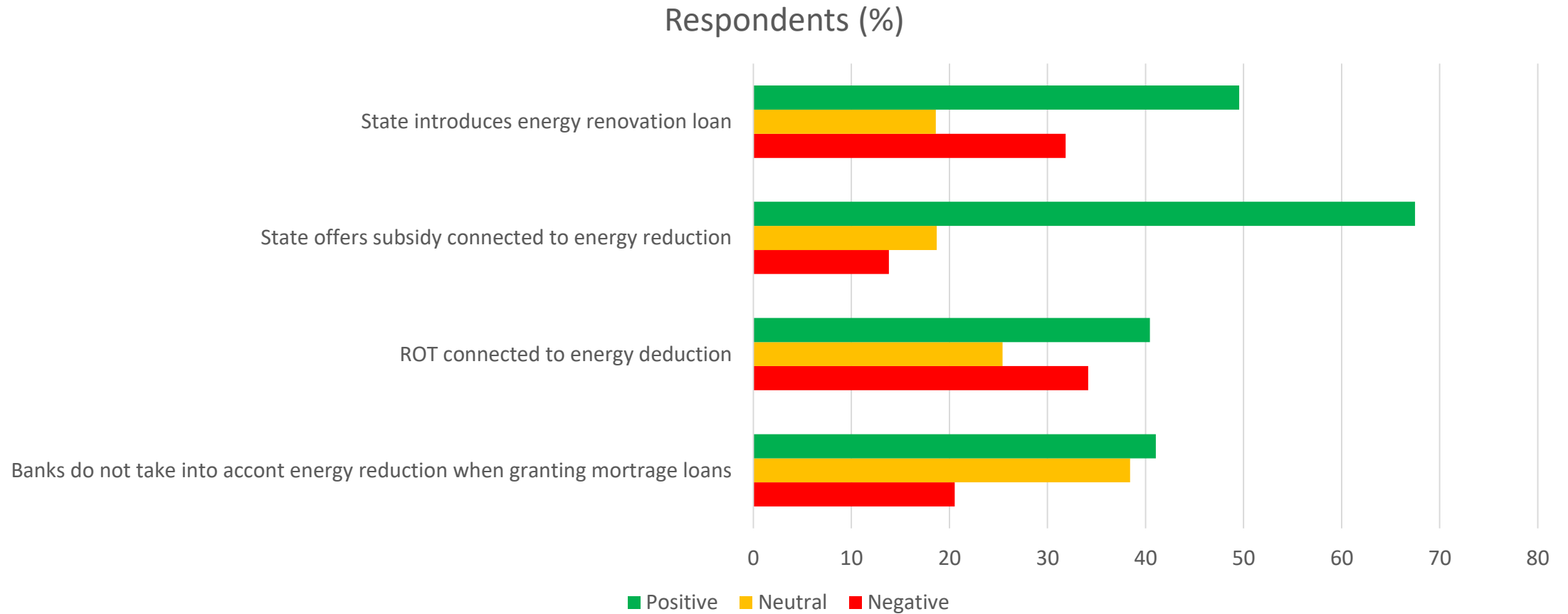
➤ Most credible

- Friends/Relatives/Neighbours
 - Municipal energy & climate advisor
 - Installers/Craftsmen
-

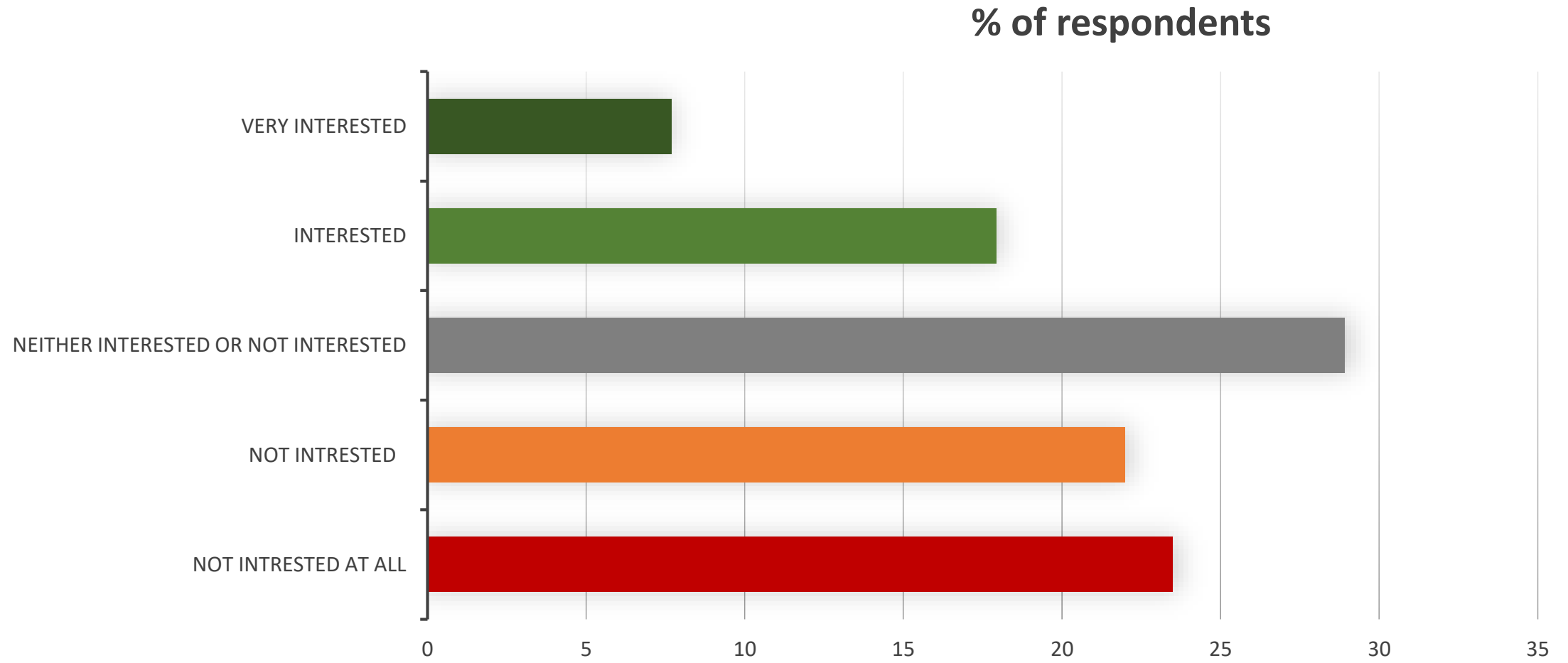
➤ Least credible

- Social media
- Building material suppliers

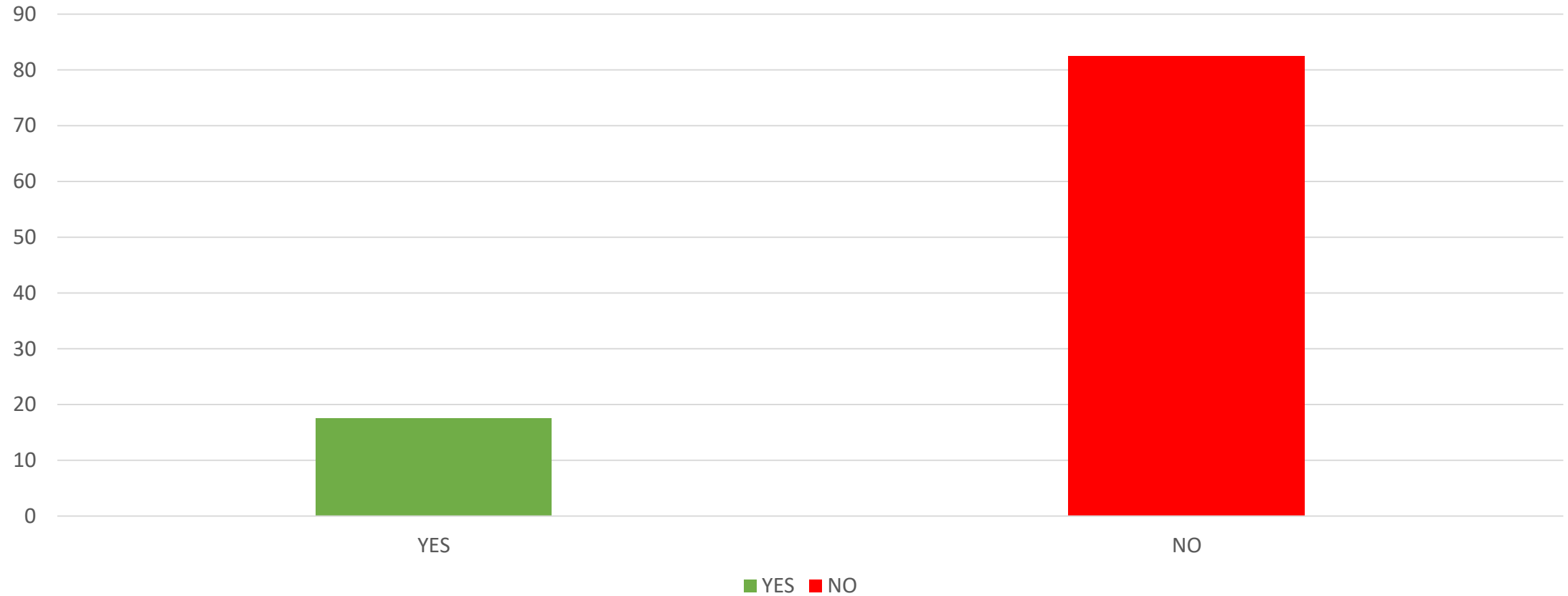
HOW FINANCIAL MOTIVES CAN AFFECT DECISIONS FOR ENERGY RENOVATIONS



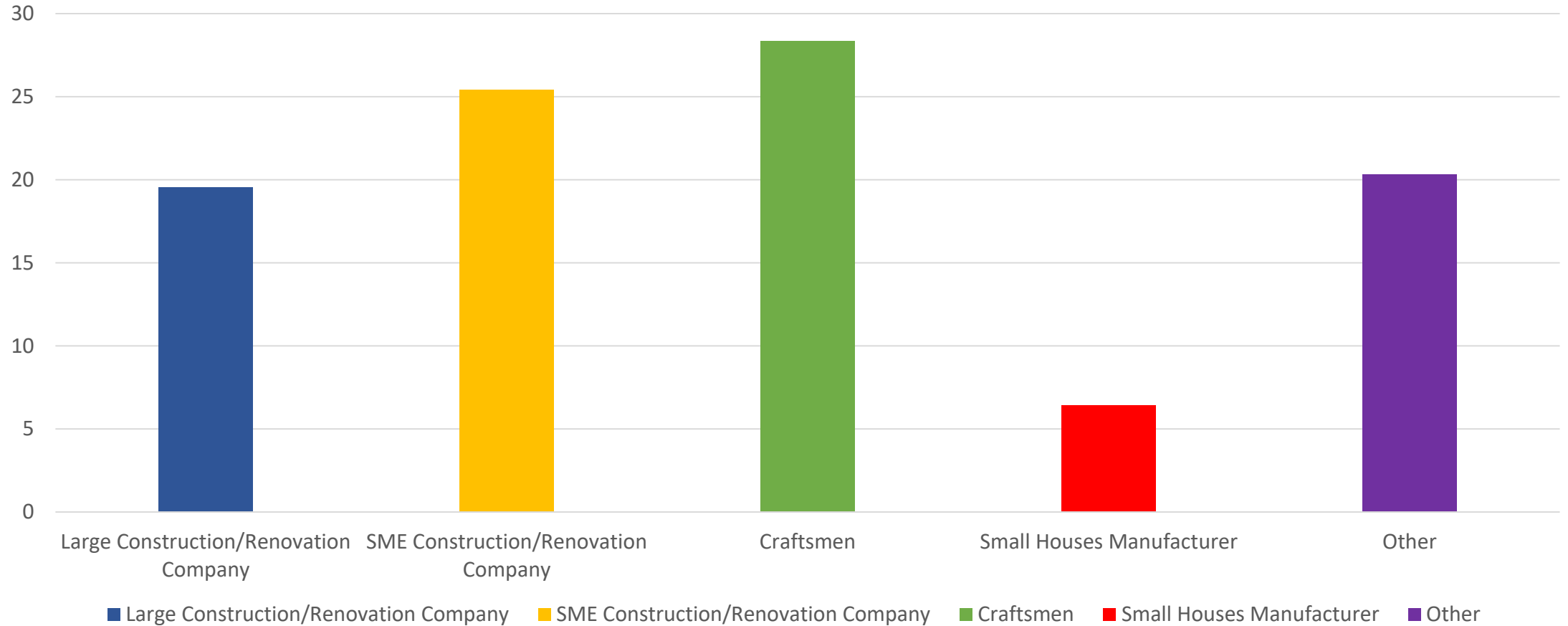
25.6 % OF RESPONDENTS INTERESTED IN ONE-STOP-SHOP



HOMEOWNERS NOT AWARE OF ENTREPRENEURS WHO OFFER COMPLETE RENOVATION PACKAGES

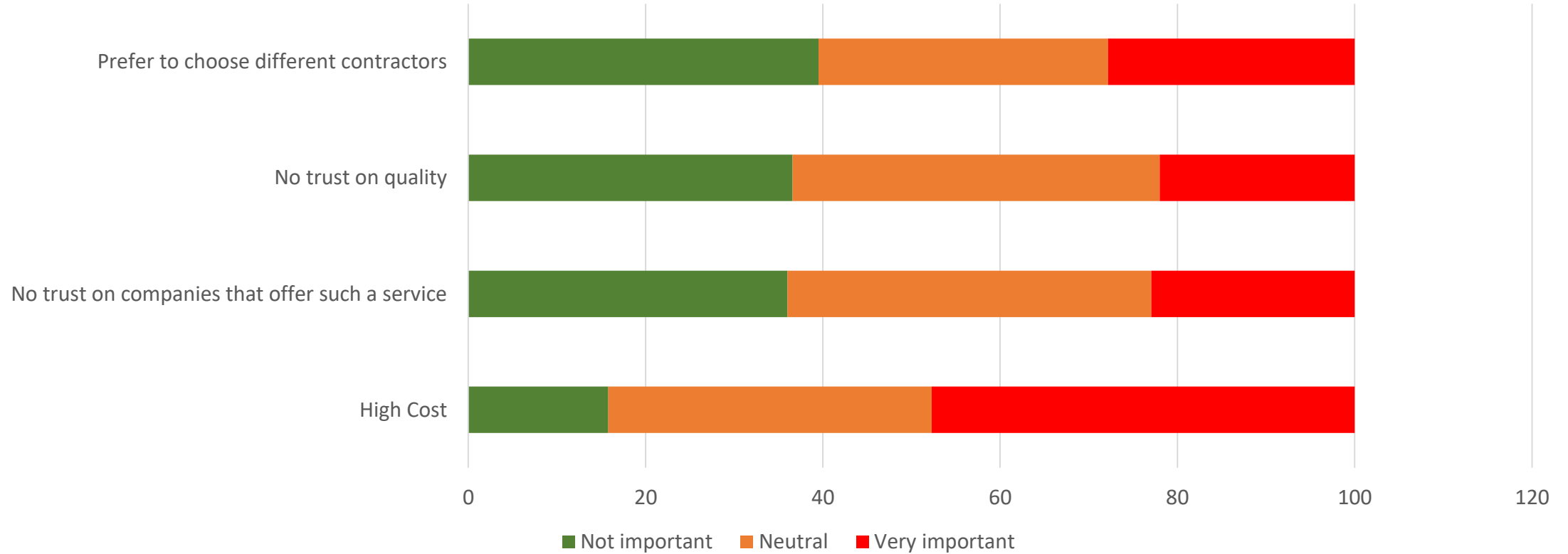


WHO CAN DELIVER SUCH A SERVICE



BARRIERS FOR OSS

Chart Title



CONCLUSIONS

- Despite of age group, homeowners intend to renovate mostly parts of their house
- Homeowners between 29-49 years are more willing to renovate the whole house (at once or stepwise)
- Renovating stepwise is a more preferred option
- Additional ceiling insulation, roof, drainage, kitchen and bathroom are the most preferred renovations for the future
- 63% of those who plan a renovation until 2020 have in mind to perform an energy-related renovation
- Homeowners living in rural areas are more willing to perform energy renovations
- Balance in type of preferred energy renovation per income group
- 25.6% of the respondents show interest in one-stop-shop
- SMEs, craftsmen or other are those who can deliver an OSS service
- High cost, is a preventing factor for homeowners to choose OSS





THANK YOU FOR YOUR TIME!

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Familjen Kamprads stiftelse

The Kamprad Family Foundation for Entrepreneurship, Research & Charity

Linnæus University 