

Renovation plans and interest for one-stop-shop initiatives in Kronoberg

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Presentation outline

1. Overview of the research
2. Renovation plans for 2020 in Kronoberg
3. Interest for one-stop shop-initiatives
4. Conclusions / take-home messages

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Research overview



Overview

Method: Online survey

Date: Spring 2017

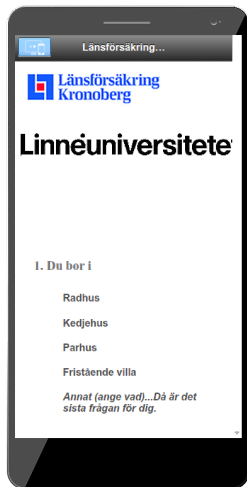
Target: House owners in the
Kronoberg region

Sample: Länsforsäkring
Kronoberg members

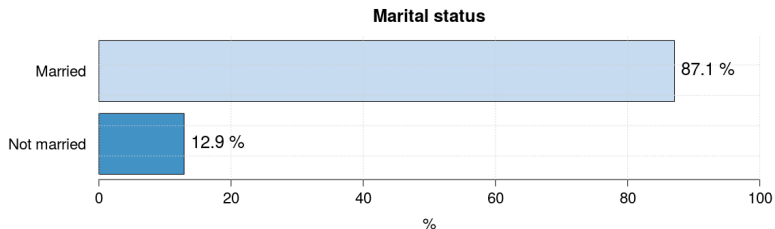
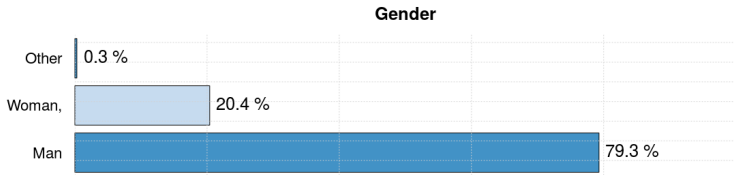
Goal: Understanding their
interest and attitudes
towards house renovation

Answers: 971

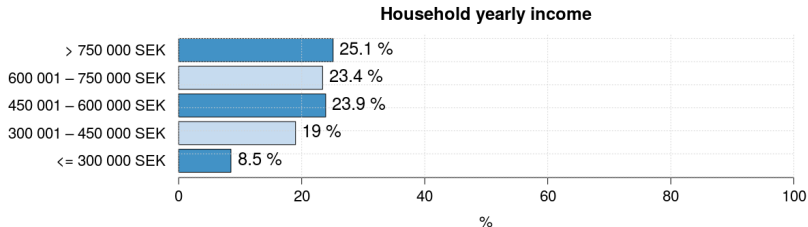
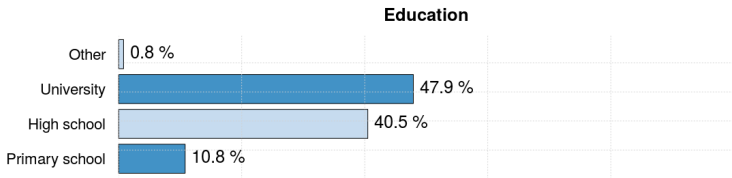
Resp. rate: 13.5% (normal)



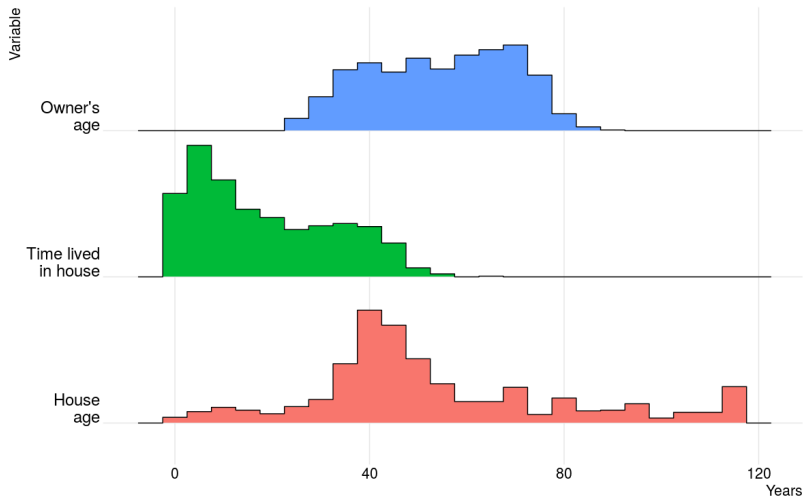
Basic info on respondents



Basic info on respondents (2)



Basic info on respondents (3)

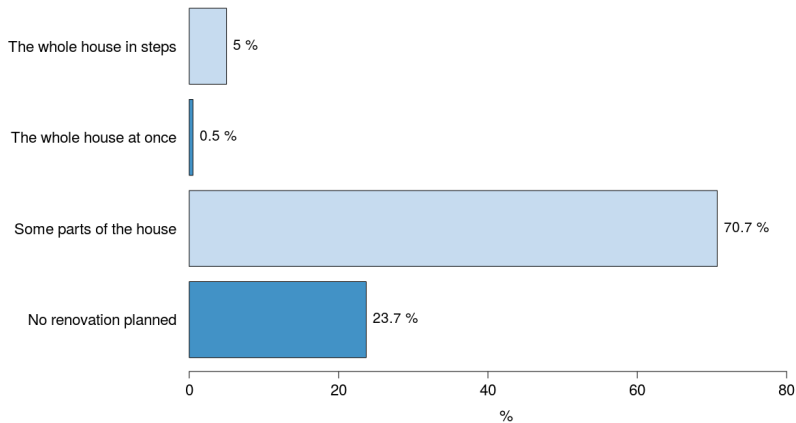


Renovation plans for 2020

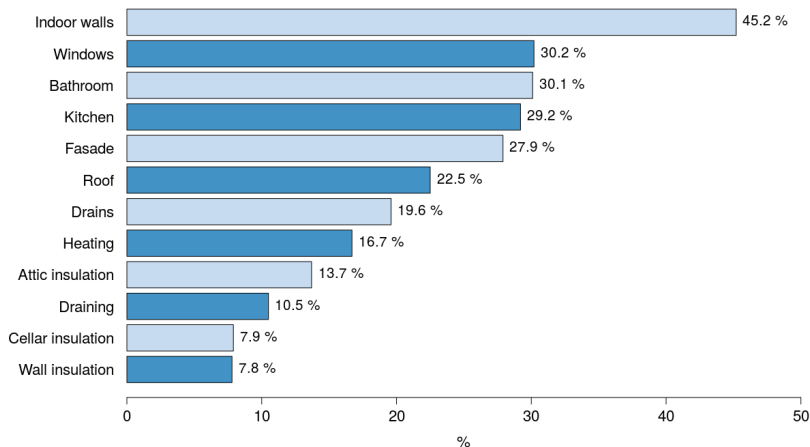


Plans for 2020

Plans to renew:

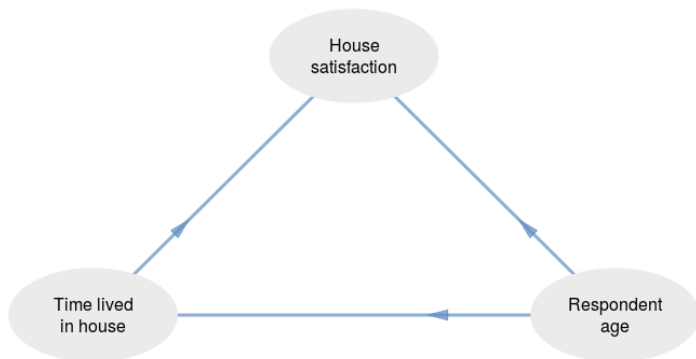


What will be renovated

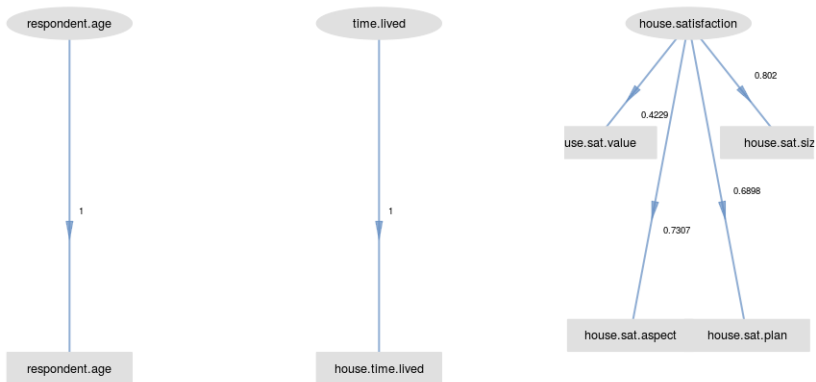


A parenthesis: Path modelling

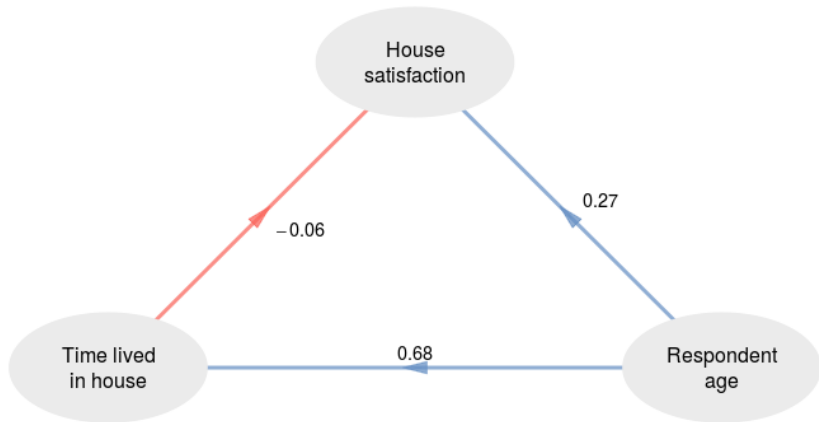
- ▶ A powerful technique allowing to study chains of causal relations among manifest and latent variables



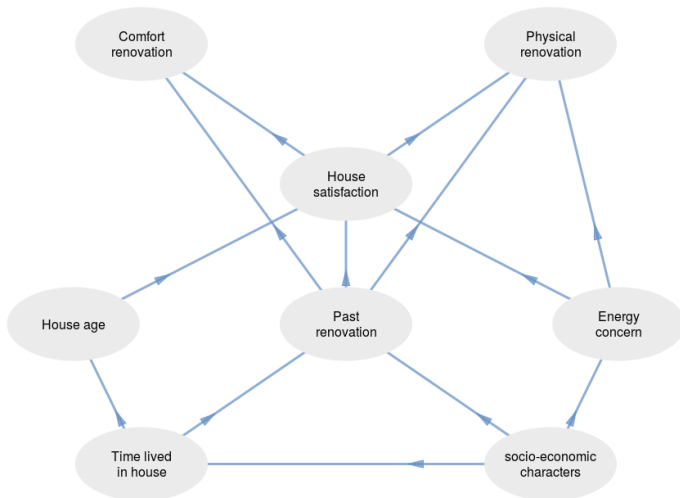
The outer model



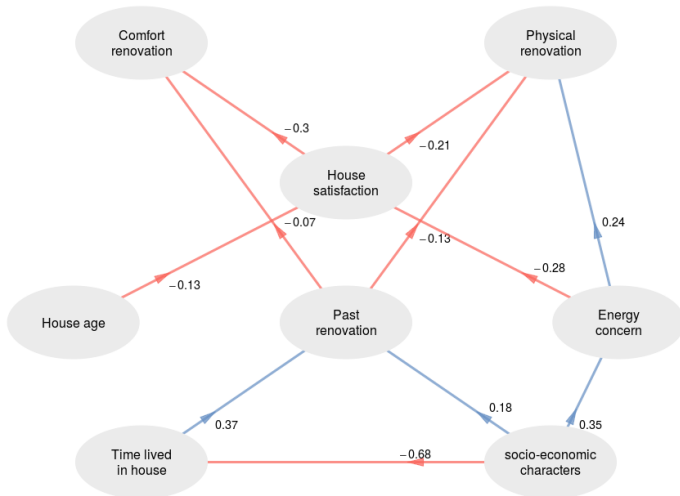
The inner model



Factors affecting renovations



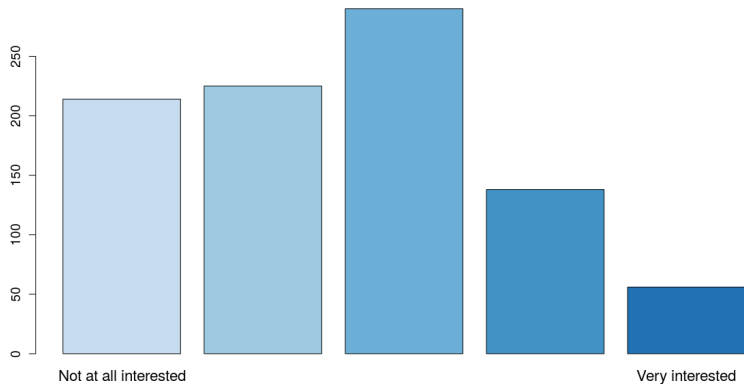
Factors affecting renovations (2)



Interest for one-stop shop initiatives



Interest for a one-stop shop (OSS)



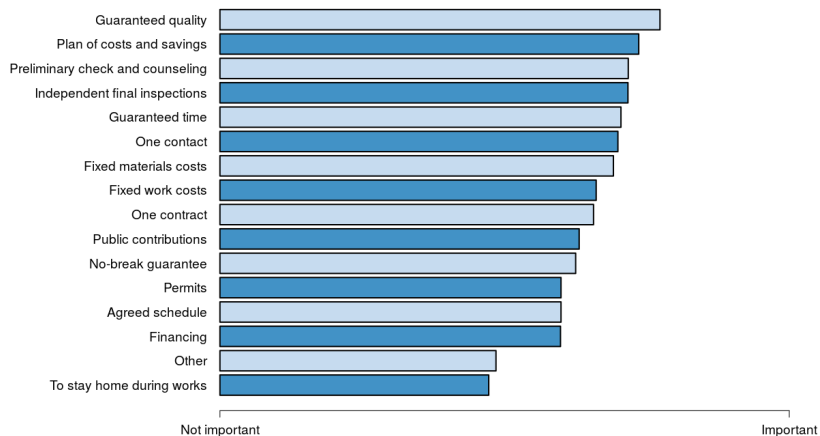
Interest for a one-stop shop (OSS) (2)

Age (years):	≤ 30	(30,50]	(50,70]	> 70	
	4.5	47.7	36.4	11.4	
Educa- tion:	Primary school	High school	University	Other	
	8.3	35.2	55.4	1.0	
Household income:	≤ 300k	(300k, 400k]	(400k, 600k]	(600k, 750k]	> 750k
	9.4	15.7	23.0	22.5	29.3

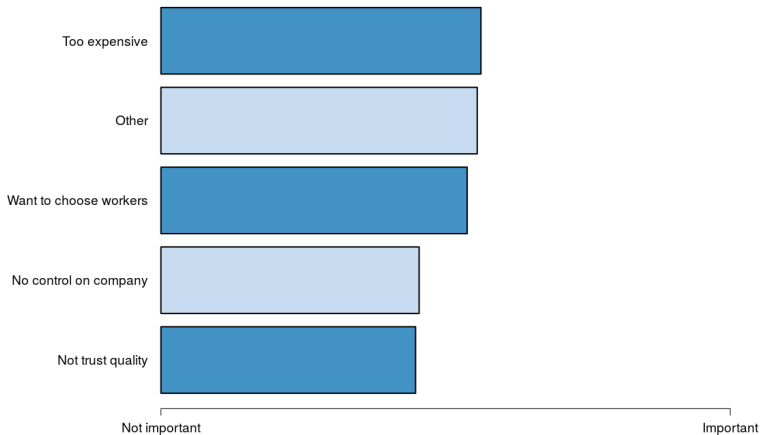
Socio-economic characteristics of interested respondents



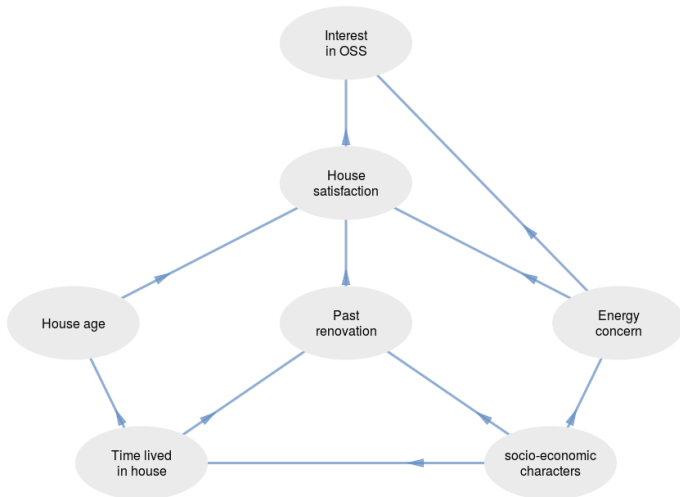
Important for OSS (interested only)



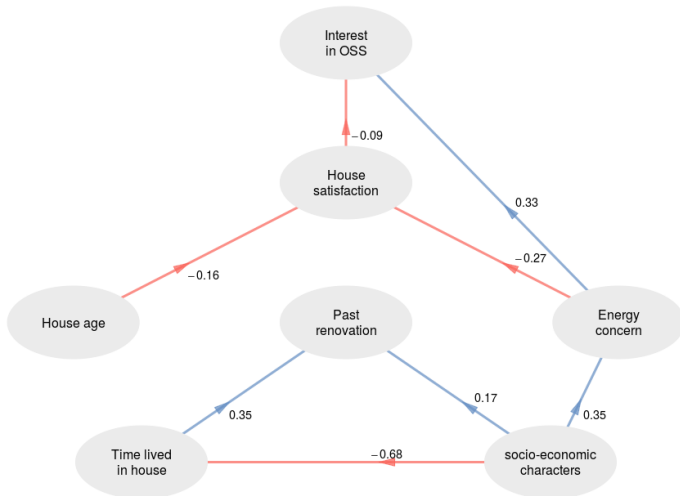
Not interested because



Factors affecting interest



Factors affecting interest (2)



Take-home messages



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- ▶ Younger, environmentally concerned people unsatisfied with the conditions of their current homes are the ones that most likely plan energy renovations



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- ▶ Most renovation work will be done for aesthetics or comfort reasons
- ▶ Younger, environmentally concerned people unsatisfied with the conditions of their current homes are the ones that most likely plan energy renovations
- ▶ Interest for a OSS initiative is high in a small subset of respondents $\approx 20\%$ only



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- ▶ These then to be younger, wealthier, highly educated and with a strong interest for environment and energy



Take-home messages

- ▶ Many are planning to renew but only few the whole house
- ▶ Most renovation work will be done for aesthetics or comfort reasons
- ▶ Younger, environmentally concerned people unsatisfied with the conditions of their current homes are the ones that most likely plan energy renovations
- ▶ Interest for a OSS initiative is high in a small subset of respondents $\approx 20\%$ only
- ▶ These then to be younger, wealthier, highly educated and with a strong interest for environment and energy
- ▶ Guarantee on costs/benefits, time, and work quality are the main concerns towards a OSS company



Thank you for your attention!

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