



# RENOVATING YOUR HOME HEAVEN OR HELL?

INWIDO TREND REPORT 2014

# TRUST AND RELATIONSHIPS

## – THE FORMULA FOR SUCCESS



*“Homeowners don’t trust craftsmen unless it’s their craftsman”*



At Inwido, we have made it our mission to contribute to smart homes that improve people's well-being. A natural consequence of this is that we want to learn as much as we can about our consumers, developing tangible knowledge that we can bring to market.

Working in different countries, with different cultures and different ways to buy windows and doors, it is key for us to explore and analyse consumer trends and habits. Doing this, we can service the consumer in the best possible way and gain insights that fuel our innovation.

In our first report (2012) we focused on consumers and their relationship to their homes. What was important to them? What role did their homes play in their lives and how did we think this would evolve?

In this second report, we have taken a new consumer perspective; looking at the relationship between the consumer and the craftsman, and what consumers think and experience before, during and after a renovation. A lot boils down to the relationship and trust between the homeowner and the craftsman. Homeowners that have their “own craftsman” display trust when renovating. Those that don’t, in general don’t trust craftsmen.

Here is a lot to learn and I sincerely think that Inwido can play an important future role in bridging the gap between the consumer and the craftsman.

Other interesting insights relate to consumer anxiety during a renovation, and that for some people, renovation is addictive!

Inwido and our industry have some big challenges. Though a majority of consumers have ageing windows and doors and they perceive that exchanging old ones is cost/energy efficient as well as being a relatively simple manoeuvre – they still don’t have this high on their renovation priority list. This is something we will work hard to change and presents us with a great opportunity.

With this report, we have started out on yet another stage of our voyage with the consumer. We know we have a long way to go – but getting there is half the fun!

Please – enjoy the report, and don’t hesitate to contact us if you have any questions.

Kind regards

Håkan Jeppsson  
CEO Inwido group

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# THE INWIDO REPORT 2014 IN SHORT

In this report, we set out to discover the truths about renovations. What drives us to do them? What are the success factors? And how about the relationships between craftsmen and consumers? How do consumers see themselves and how do they view the craftsmen? In order to understand the renovation journey we have used three types of sources: Trends and desktop research, an ethnographic study, and a quantitative survey of more than 2500 respondents among home-owners on the Nordic markets. The results show that:

## **The right craftsman is the number one key to a successful renovation**

Although an overwhelming majority of consumers are satisfied with both their renovations and their craftsmen, consumers point out that finding the right craftsman for the job is what truly matters.

## **The relationship between the consumer and the craftsman is what matters**

And this is a complex story, where consumers' urge to control the craftsmen's work, together with nervousness about things going wrong, can be a toxic mix that provides severe bumps on the renovation road. Where a healthy relationship between consumer and craftsman is established, the setting for a successful renovation is far better. Surely, both consumers and craftsmen can reach out in order to better understand their respective counterpart.

## **It's all about trust**

In order to establish a healthy consumer-craftsman relationship the low level of trust in craftsmen as a profession, in general, must improve. Only journalists and management consultants are more mistrusted than craftsmen among some common Nordic professions. But still, those who hire craftsmen are almost always happy with them. This indicates a fair amount of prejudice out there, fueled by alarming reports in the media.

## **Renovations touch the inner being of the consumer**

The results show that improving your home is ultimately about improving yourself and your own identity, and this is what stirs up emotions regarding renovations and craftsmen. The stakes are high and therefore tensions arise. Consumers are at their core both rational and irrational in their behavior. This study shows that there are both legitimate and irrational fears that things can go wrong when renovating.

## **Bridging the great divide – a cultural clash between craftsmen & consumers**

But perhaps the tensions are also fueled by a cultural clash between the craftsman & the consumer. In our explorative ethnographic research in Sweden & Denmark the craftsman seem to carry his (or in some cases her) knowledge in his fingertips, works with delivering the best job possible given the conditions and expects the unexpected. The craftsman seem to want open minded consumers who understand that the work they do is partly impossible to plan while the consumer anticipates that control, communication and a detailed plan will guarantee success. Although this clash needs to be further researched, we can conclude that it is not the end result that is the problem for the consumers, but rather it is the process of getting there that can be painful. The results from this study indicate that particularly white-collar professional lack trust in and understanding of – the craftsman's profession.

## **Enter renovation society, both heaven and hell**

Consumers show no sign of being saturated with renovations; this will be an ongoing phenomenon for the years to come. Retail sales data on construction material, the rise of the home as a status symbol and the need to restore and improve the energy efficiency of old housing are all drivers of the renovation society. As the home becomes an expression of identity and reflects social status, it drives the consumer to create and recreate the dream home more often. Although the road of renovations ahead can be hellish, we shall not forget that end results usually will end up heavenly.

## **Windows – winner of the value/effort ratio race**

When it comes to what to renovate we can see that some parts of the home is more neglected than others. 48% of the Nordic consumers have windows and doors that are older than 15 years. In our study we can see that when it comes to specific details to renovate, consumers state that the thing giving them the most bang for the bucks, while not costing a lot of effort to renovate, are the windows. The windows are appreciated to raise the value of the home the most while they are considered to be quite easy to renovate.

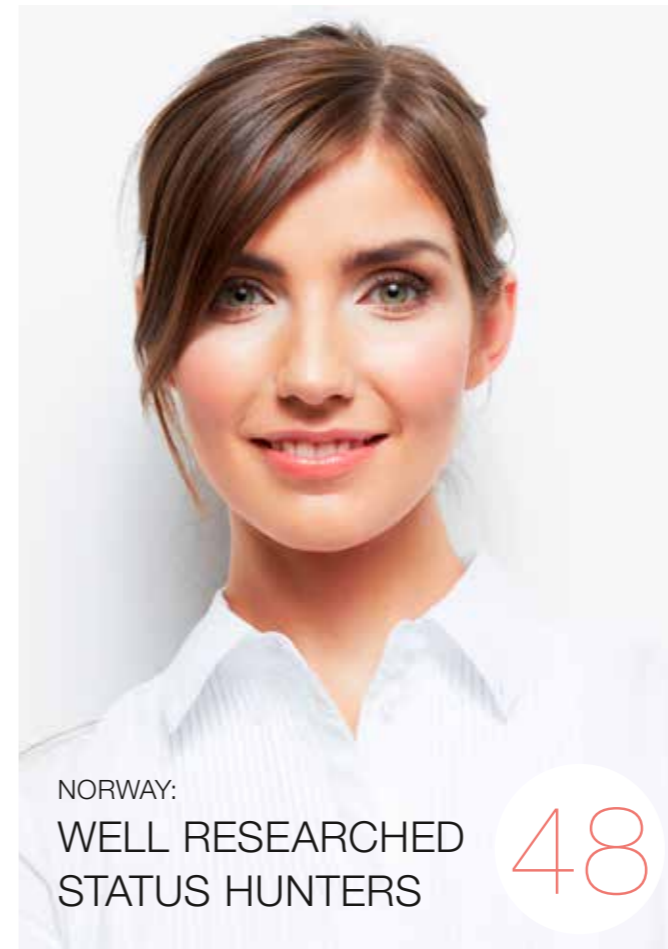


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# RENOVATING YOUR DREAM HOME – HEAVEN OR HELL?

*Consumers are hooked  
on renovations.  
37% of Nordic  
consumers say that  
renovations are addictive*

## WHY A REPORT ON RENOVATION?

The home is increasingly important for consumers. It is not just the place where we live, but also a stage for the most intimate parts of our life. It is here we rest and recuperate from the hectic world outside. The home has become an expression of who we are. As such, the home is very much part of creating and maintaining an identity both for the individual adults who live in the home but also as the mutual basis for all of the inhabitants of a home.



There is an increased importance of the home as a status symbol. Chasing the dream home therefore becomes increasingly important to us. To renovate is one part of the chase – and also something that many consumers see as a shortcut to their dream home.

Propensity to buy services around renovation is increasing globally and perhaps also the willingness to pay for such services. The stress of a demanding job, the responsibilities of having a family drives consumer demand for service. In the US, which is perhaps the leading service economy, employment of interior designers is expected to grow 19% from 2008 to 2018. The consumers are willing

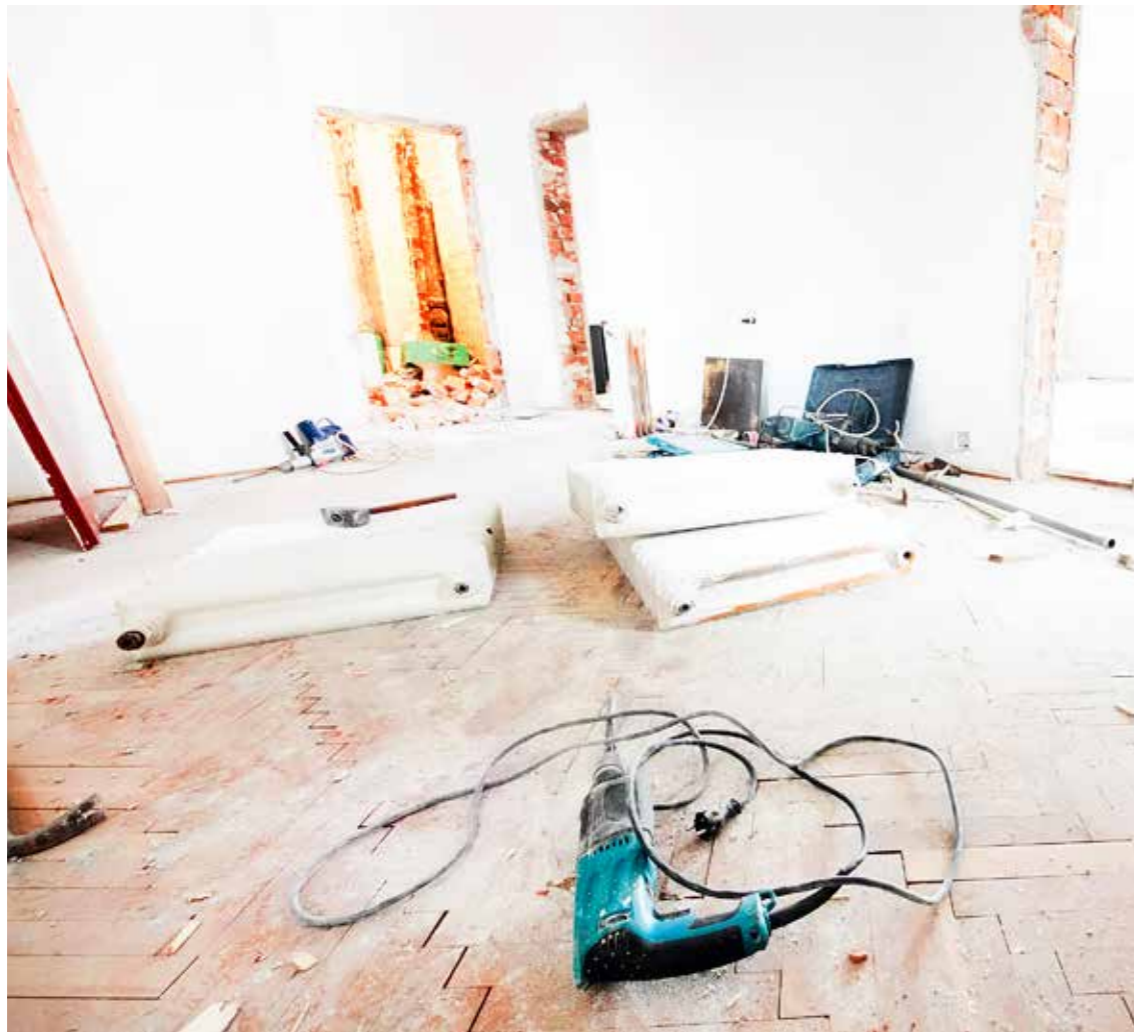


to pay for what they themselves cannot or don't want to do. As a result the building trade is to a higher degree offering the concept of Do-it-for-me, rather than Do-it-yourself and targeting those groups of consumers who "view rearranging their iTunes or downloading the newest version of iPhone operating system as work around their home."<sup>1</sup>

### Energy efficient renovations – driving forces for the future

We renovate our homes because we want to, and the willingness to pay for it is likely to increase. But we also renovate because we have to. In face of climate change, states

and builders demand more energy efficient solutions. This is reflected in all Nordic markets. In Finland, by 2020, all houses will have to be "zero level energy houses" and all new construction in Norway will have to comply with a national passive house standard, also by 2020. Furthermore, Norway aims at halving the energy consumption in its existing buildings' portfolio by 2040. In 2012 Danish parliament acknowledged that effective renovation is one of the most efficient ways to cut energy costs and energy waste. Until 2016 Denmark is investing 24 billion Danish kroner in renovation with support from Landsbyggefond – an independent institution that support public building. Lastly, the Swedish Parlia-



ment has decided that energy use per heated area of the building needs to be reduced by 20% by 2020 and halved by 2050. One of the largest improvement potentials of houses in the energy efficiency department is a new energy efficient set of windows. As windows are crucial in improving the energy efficiency of the climate shell of houses, changing the windows also gives the home a face lift while also saving money for the consumer and contributing to a more sustainable future.

**Renovation is a state of mind – enter renovation society**

Hence, there are powerful driving forces on societal and individual levels that will make home renovations an important part of our lives in the years to come. It also seems we renovate our homes more often than before.

The Danish stimulus package toward renovation is causing record high levels of renovating in Denmark. The renovations taking place are often big projects that have been

put off due to high costs. Between 2010 and 2016 the state is expected to invest about 30 billion Danish kroner. The shorter cycle is implicated if looking to the retail sales of construction goods. In Sweden the sales for 2012 was 48 billion Swedish kronor. That represents an increase of 25% to four years ago. The country with the least positive outlook to renovation in the year to come is Finland, only 15% of the Finnish consumers compared to the Nordic average of 22% plan to do a larger renovation within a year. According to the OP-Pohjola-group Finnish consumers continue to live in a harsh economical uncertainty, but can be expected to benefit from a more positive development the upcoming years, as Finnish economy is expected to bounce back in 2015<sup>2</sup>. Perhaps the outlook for renovations in Finland will be more positive as a result.

As the home have become a status symbol and an expression of who we are it becomes more important to cater that expression and update the statement the home makes about it's habitants. Renovation therefore tends to

become an on-going process and not necessarily something done just once in a lifetime. With a staggering number of almost 5000 tags of "renovera" on Instagram, Swedish consumers are demonstrating their ability to renovate and build. Showing exciting pictures of continuous creating and structures being produced as they go along – renovation is an established marker for social status.

**But Is it hell, or heaven? That's the question!**

On the other hand, renovations are not free from problems. Probably all of us know of renovations gone bad among friends and loved ones or have a tale or two to tell ourselves. Mistrust and complications in relation to working with craftsmen is something affecting the Nordic markets. "Byggmesterforbund" in Norway, The "Finnish Competition and Consumer Authority", the "Consumer agency" in Sweden and "Forbrugerrådet" in Denmark all address issues related to this in one or another way. Finland is together with Sweden the country in our consumer survey

where one is least confident in hiring a craftsman; only 47% agree that they feel confident in this matter, which is almost 10% less than the Nordic average.

Renovating a home seems to be a stressful affair that drains the consumers of their most precious currencies; time, energy and money. So do we live in a low-trust "Gotham city" renovation society?

On the other hand we seem to renovate more often and for other purposes than pure functionality, like we lived in an idyllic renovation Shire from Lord of the Rings. In this report we set out to discover the truths about renovations. What drives us to do them? What are the success factors? And how about the relationships between craftsmen and consumers? How do consumers see themselves and how do they view the craftsmen?

You are about to find out. Welcome to join us in an exploration of the consumer journey towards the dream home through the tricky path of renovation.

## ABOUT THIS REPORT

In order to understand the renovation journey we have used three types of material.



The materials have been used to illustrate different sides of the driving forces behind renovation, the consumers view on renovation and some explorative findings of how the craftsmen themselves see the process. You will find a more extensive description of the methodology behind this report under the section "Method".

# INSIGHTS AT A GLANCE: MYTHS AND TRUTHS ABOUT RENOVATION & CRAFTSMEN

*“The one quality that Nordic consumers want in a craftsman is that he or she is reliable”*



**Myth** *Most consumers are not happy with their renovations.*

**Truth** 86% of Nordic consumers were actually satisfied with their latest renovation.

Note: Even if many are satisfied, the renovation road can be bumpy. 15% of Nordic consumers say that their latest renovation was as stressful as a life crisis!

**Myth** *The more money you spend the better the result.*

**Truth** Consumers in all different income and home spending groups are just as satisfied with their renovations.

The No 1 success factor – is to hire the right craftsman. 40% of Nordic consumers state this as crucial in order to be satisfied with a renovation.

**Myth** *Craftsmen are unreliable.*

**Truth** 40% of Nordic consumers rate the last craftsman they hired as “good” and 37% as “excellent”. Thus, 77% are more than satisfied with their latest hired craftsman.

And – 93% of the Nordic consumers, who have a craftsman they usually hire, trust him or her.

But the myth does have some truth to it. Consumers have low faith in craftsmen in general. Only 35% of Nordic consumers trust craftsmen.

**Myth** *Renovating your home is a project that ends!*

**Truth** 37% of Nordic consumers say that renovations are addictive and are constantly looking for new things to improve.

**Myth** *Changing windows is expensive and hard work.*

**Truth** According to Nordic consumers, changing windows is the renovation effort that will raise home value the most. At the same time, it is considered relatively effortless compared to other renovations.

Note: 48% of the Nordic consumers have windows and exterior doors that are older than 15 years.



# 7 CONSUMER INSIGHTS ON RENOVATION

In this section, we present 7 insights on how consumers feel about renovations.  
We start with the most basic question: what drives consumers to renovate?



# 1 Quest for home identity drives renovation demand

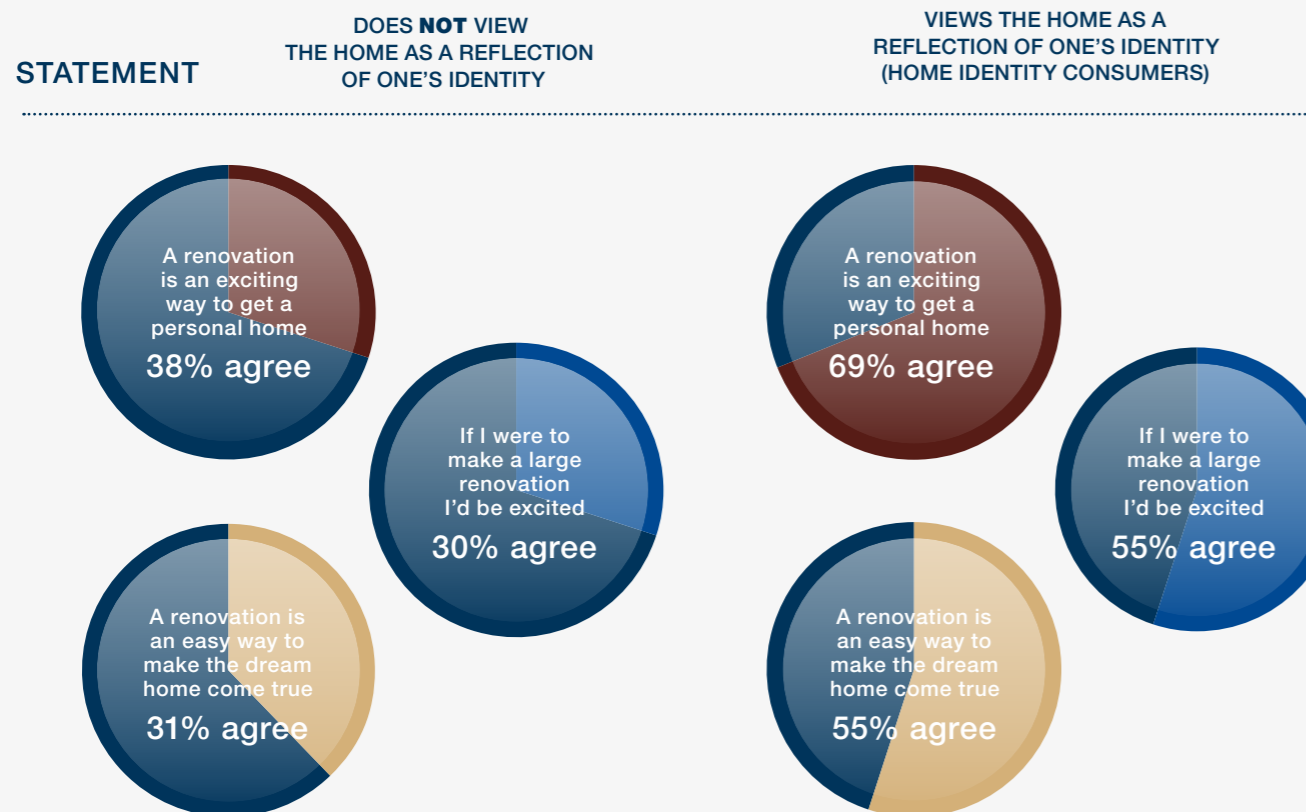
Consumers see the home as a reflection of their identity, but to a varying extent. This dimension in their attitudes is important, since it seems to explain a lot of their desires. In this report, we wanted to find out if the seeking of a home identity actually is a key driver for renovation demand. It certainly seems so, and that is our first consumer insight.

Nordic consumers who feel that the home is a part of their identity are indeed the ones who would feel most excited about undertaking a renovation. The stronger consumers

identify with their homes, the more excited they are when they renovate:

55% of those who feel that the home is a reflection of one's identity would be excited if they were to make an extensive renovation. In comparison, only 30% of those who do not feel that the home is a reflection of one's identity would be excited.

Moreover, "home identity consumers" to a far higher extent say that a renovation is an easy way to make the dream home come true and



Attitudes towards renovation among consumers who see their home as a reflection of one's identity and among those who don't.

an exciting way to get a more personal home. Clearly, some homeowners are more enthused by renovations than others, and a dividing line goes between those who see their

home as a part of their identity, and those who don't. The bottom line is: the quest for home identity is a fundamental driver for renovation demand.



## 2 Renovation is addictive

Given quite recently implemented government subsidies in the Nordic countries for renovation services, consumers could be expected to do all the necessary renovations needed resulting in the perceived need for major home improvements to fade.

Although looking at consumers' home improvement plans 2014 compared to 2012, there is little evidence for fewer renovations being made the upcoming years. Just as many, or even more, plan a major home improvement as in 2012.

Homeowners simply seem to want more of that feeling of a substantial improvement

being made in the home. As many as 37% of all consumers in our study agree that renovations are addictive – if you have done one you suddenly discover that there is need for more...

Some consumers get more "addicted" than others. Those who get a kick out of renovating say it feels like it made them into a "new person", also this group of consumers are particularly addicted. 57% of these consumers say that renovations are addictive. Not surprisingly, they are also those who to a large extent feel that the home is an important part of their identity.

### 3 Changing windows is low hanging fruits

We asked respondents to choose which among some specific renovations that would:

- Increase the value of the home the most
- Would require the most effort to renovate

The difference between the two is interesting, because it says something about how much “bang for the bucks” you get, i.e. which renovation increases home value with as little effort as possible. Among some specific renovations or home improvements, changing

the roof stands out as what would increase the value most of a home. However, this is not an easy procedure, and requires lots of effort and expertise.

A “low hanging fruit”, which would raise the value of a home and not require that much of an effort, is changing windows. 21% of the respondents say that this would actually increase the value of the home the most, while only 14% say that it would require most effort.

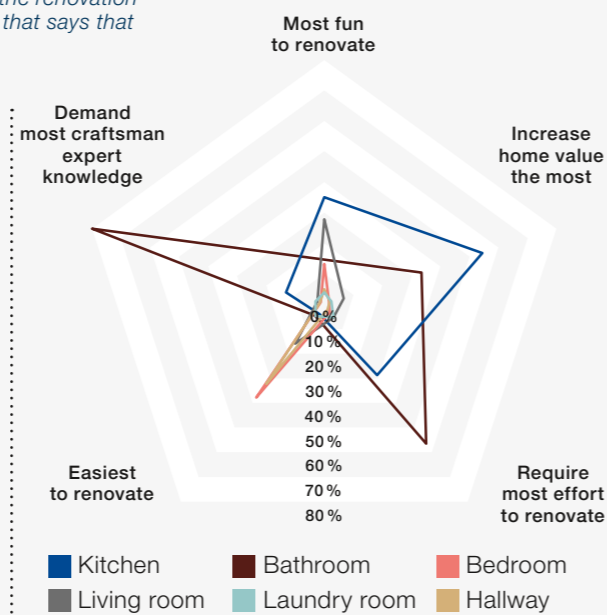
RENOVATION	% INCREASE VALUE THE MOST	% REQUIRE MOST EFFORT	DIFFERENCE % INCREASE VALUE-% REQUIRE EFFORT
Changing windows	21%	14%	7%
Re-painting exterior	8%	5%	3%
Tiling in the kitchen	6%	4%	2%
Changing outer doors	2%	2%	0%
Changing floors	10%	13%	-3%
Changing roof	29%	33%	-4%
Tiling in the bathroom	24%	30%	-6%

What characterizes specific renovations, according to consumers. Sorted by the difference between the share that says that the renovation would raise the value of the home the most, and the share that says that the renovation would require most effort.

Looking at some more aspects of renovating and comparing different rooms, there are clear differences between renovating e.g. a bathroom compared to renovating a living room.

The results, shown in the spider diagram below, illustrate that the kitchen are homeowners’ favourite room to renovate. It’s the room that is the most fun to renovate, and by far the room that would raise the value the most of a home when renovated.

The bathroom is the room that requires most effort, and also expertise from craftsmen to the highest extent. The other rooms are easy to renovate, but offer little payback in terms of fun and value increase.



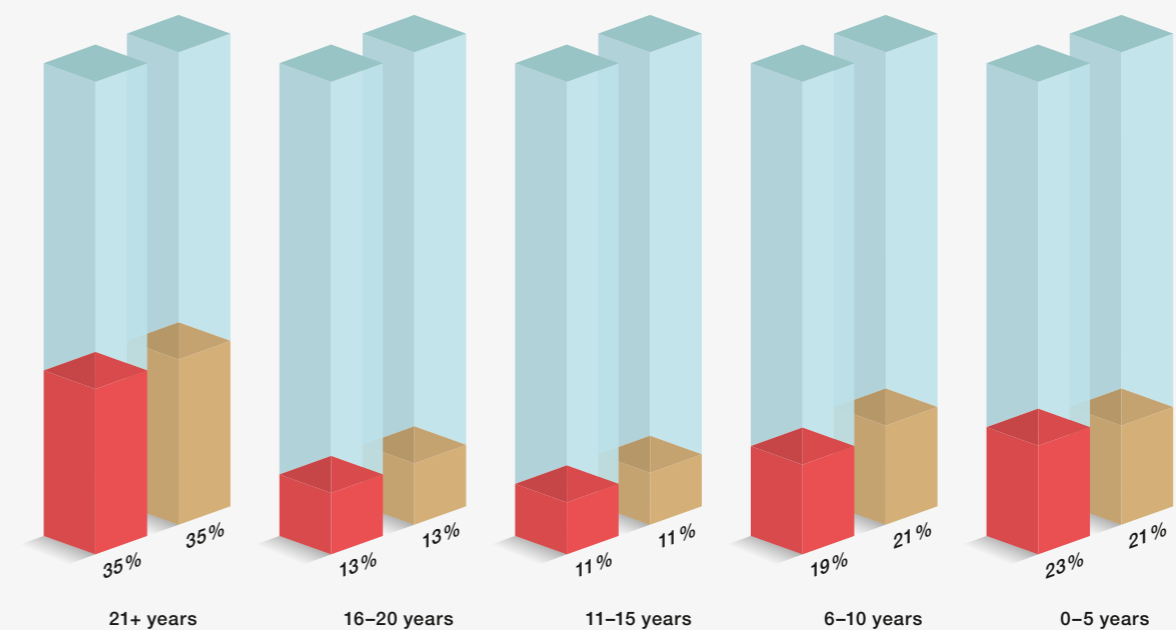
What characterizes renovations of different rooms, according to consumers.

### 4 Time to change the way we look at the exterior

Nordic windows and doors are old. At least one third of them, according to consumers, who state that both their windows and their exterior doors are more than 20 years old. While a fair share of homeowners have renovated their kitchens or bathrooms already, the windows and exterior doors remain to be changed.

Depending on such variables as climate, the quality of the door and also usage, the door should be changed as soon as it starts to

present lacking abilities of upholding security or preventing draft or lacking energy efficiency. In addition to that, doors today are statements of the homeowners and surely have potential to dramatically alter the whole impression of the home if changed into something more personal and aesthetically beautiful. Therefore, when everything else is getting fixed, tending to the doors and windows could for many become the “icing on the cake.”



The age of Nordic consumers' windows and exterior doors.

Although consumers probably are aware of this, few of them plan to change their exterior doors or windows the upcoming years. Compared to other renovations, these are very easy (exterior doors) and increase home

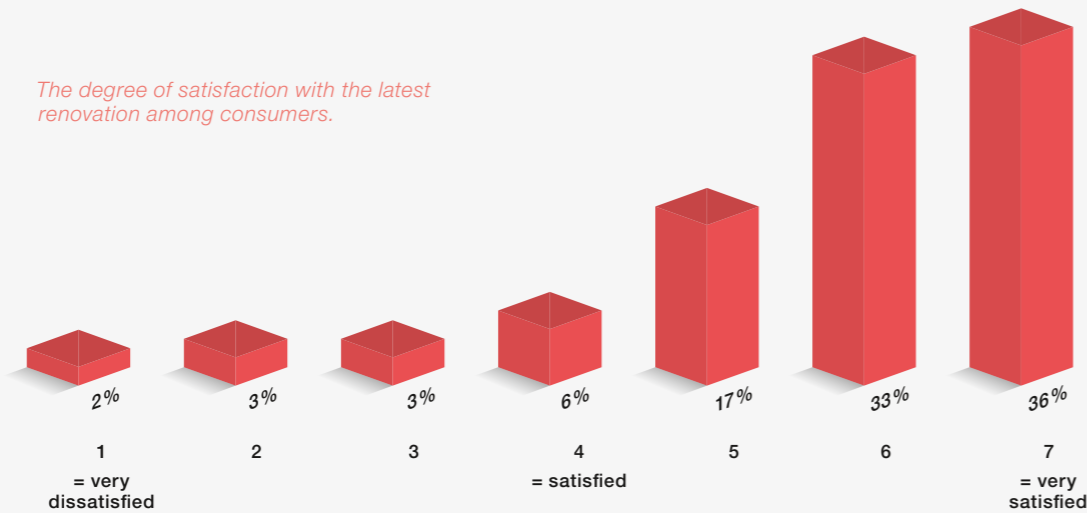
value to a high extent with low effort (windows). Taking that into account, you could surely say that it is time for change regarding windows and doors.

# 5 The typical renovation is successful

Some consumers are so enthused about renovations that they describe them as life-changing events. There are many horror stories about renovations out there, but the facts point in another direction. Only 2% of

the consumers who had made a substantial renovation were "very dissatisfied." 36% were "very satisfied", and a vast majority were satisfied with the renovation.

The degree of satisfaction with the latest renovation among consumers.



Moreover, 82% of consumers stated that it was worth the investment making the renovation, 80% said that the craftsman carried out a good job.

This is quite a contrast to the descriptions of numerous reports in various media and by the different organisations that deal with complaints targeted towards craftsmen in the Nordics. Tales and surveys reveal how everything in relation to renovations go wrong and the craftsmen are the ones who get

blamed. That might be true in some cases, but the average renovation is another story. However, once the renovation is over, it is easy to say that you're satisfied. When you are in the process of renovating, it can be very stressful. Remember, more than 40% of consumers say that it was hard making the renovation, and 15% said it was as stressful as a life crisis.



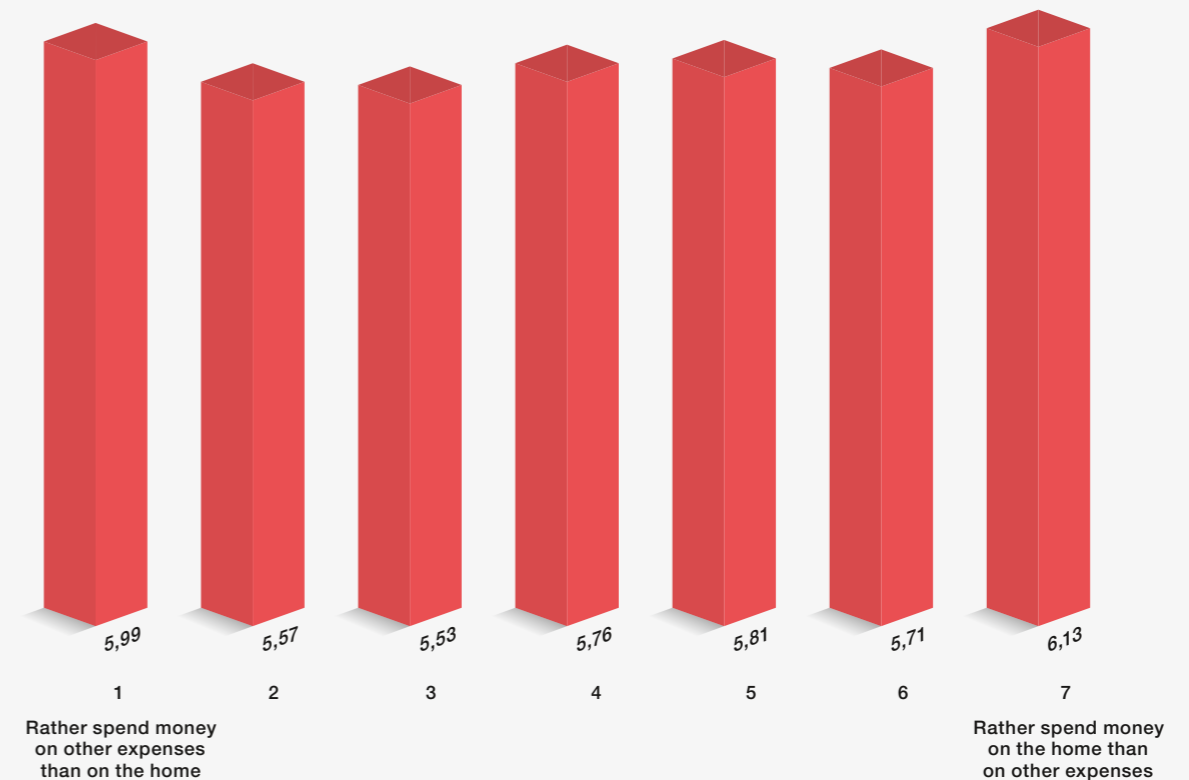
# 6 Throwing money at the problem doesn't help



Although most consumers are happy with their renovations, some appear happier than others. Is it a matter of money? You could expect that consumers that spend a lot of money on their home would be happier with their renovations.

However, there is little to support that thesis. First of all, across all income groups, people are pretty much just as satisfied with their latest renovation. You don't need to be rich to renovate well.

If we look at what consumers actually say they prefer to spend money on, the home or other expenses, there is no obvious correlation. Indeed, those who strongly agree with the statement that they rather spend money on their home than on other expenses are slightly more satisfied with their latest renovation, but then, so are those who state the opposite.



The degree of satisfaction with the latest renovation among consumers with different home spending.

We find no other pattern here than consumers being just as satisfied with their renovations unrelated to how much money they spend on their homes. Throwing money at

the problem is obviously no guarantee for successful renovations, but then what is? Let's ask the consumers what they think.

# 7 Good craftsmen – success factor no. 1

Renovations are investments. And investments have to pay off. It comes as no surprise that for a homeowner to be satisfied with a renovation, a value increase of the home is of key importance. Also, getting value for money is what counts for a majority of homeowners.

But even more important is that you hire good craftsmen. It's not about hiring any craftsman, but finding the right one. When asked about what is most important in order to be satisfied with a renovation, consumers

say that hiring good craftsmen is of top priority. Other craftsman-related success factors are that you have a good personal contact with the craftsman, and that he/she understands your vision for the end result.

## TOP 10 RENOVATION SUCCESS FACTORS ACCORDING TO CONSUMERS

1. That you hire good craftsmen (40% of consumers say this is "crucial")
2. That you get value for money from the renovation (38%)
3. That the renovation increases comfort at home (35%)
4. That the renovation is properly planned (34%)
5. That the budget is kept (31%)
6. The craftsman shares and understands the vision for the end result (30%)
7. That the renovation proceeds smoothly (29%)
8. That you have a clear vision of the end result (28%)
9. That you have good personal contact with the craftsman (28%)
10. That you don't feel anxious during the renovation (26%)

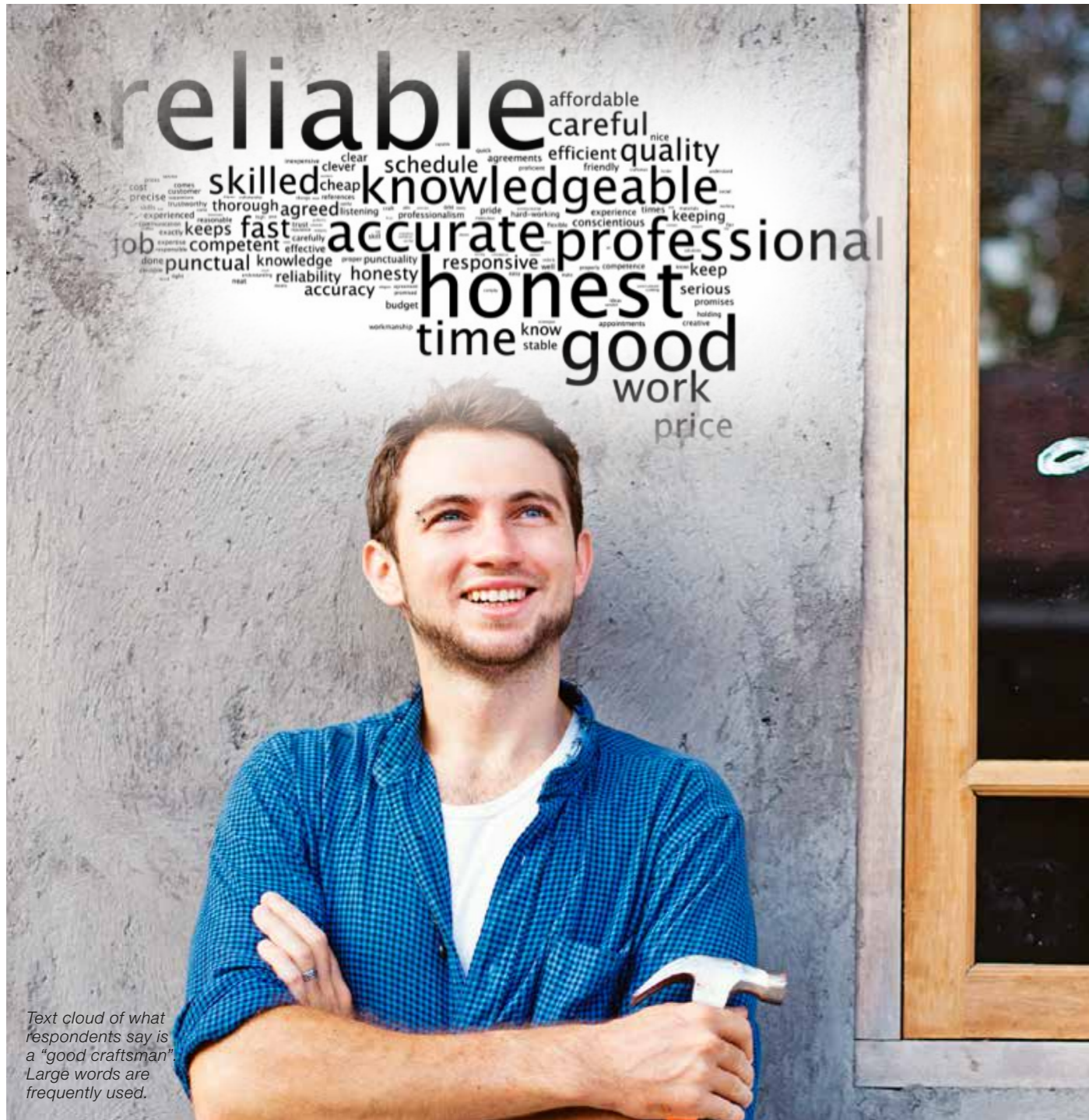




# 7 CONSUMER INSIGHTS ON CRAFTSMEN

In the section describing 7 insights on consumers and renovation, we concluded that according to consumers, the craftsman is the most important success factor in order to be satisfied with a renovation – even more important than getting value for money. In this section, we dig deeper into consumers' attitudes towards craftsmen.





Text cloud of what respondents say is a "good craftsman". Large words are frequently used.

# 1 It's all about trust

The Nordic countries are somewhat unique when it comes to the level of societal trust. When people trust each other making agreements, there is little need for unnecessary bureaucracy, which is positive for both consumers, providers of services and for society in general.

Accordingly, when consumers are asked to state what is on top of their heads when

thinking of a good craftsman, the two qualities that stand out are reliable and honest.

Other important qualities that consumers state have more to do with the craftsman's skills – that they are professional, knowledgeable and accurate. Far less important is the price of the service that the craftsman is providing.

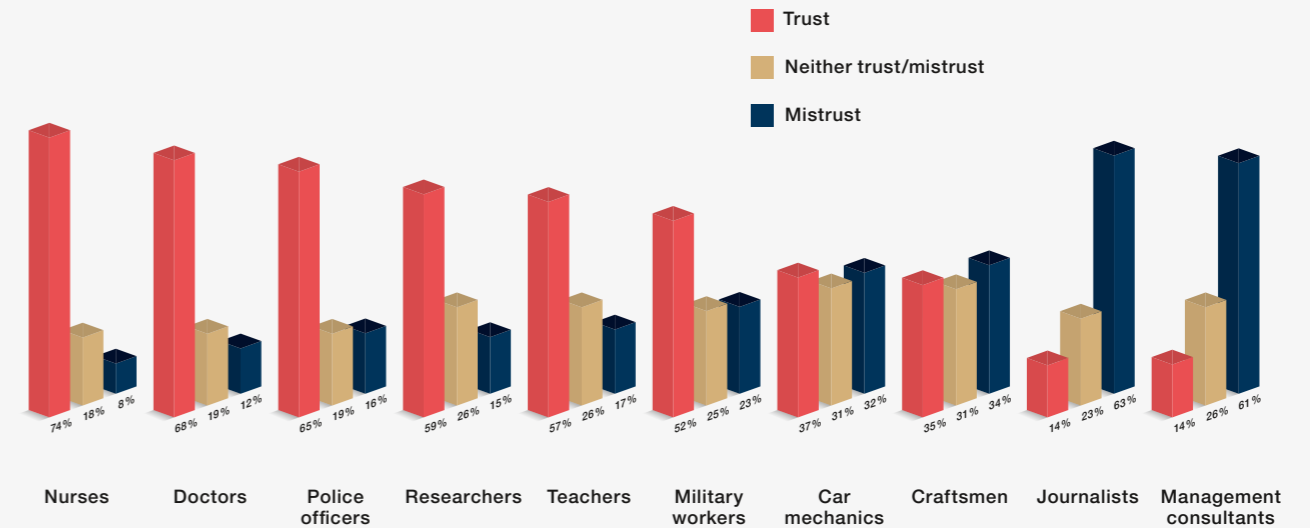
## 2 Craftsmen in general are mistrusted, not as much as journalists though!

We can clearly see that for some common professions, the level of trust Nordic consumers have for them is extraordinary. About 60–70% of the respondents state that they have a high level of trust for doctors, nurses, police officers and teachers. Almost the same goes for researchers and those working in the military.

For craftsmen, trust is significantly lower. Only one in three Nordic homeowners state

that they trust the profession in general. Just as many say that they don't trust craftsmen, while just as many neither trust nor distrust them. Results vary very little between countries. Car mechanics are equally mistrusted.

The only professions experiencing less trust from the respondents are journalists and management consultants: Only 10–15% trust these professions.



The level of trust consumers have for different professions.

This is clearly not the best news for craftsmen, or consumers for that matter. But still a reality they face.

In general, we tend to have low trust in what we know little about. When we look at consumers with different professions and to what extent they trust craftsmen, a pattern emerges. Classic "white collar" professions, e.g. researchers, IT-workers, economists, etc. display the lowest trust in craftsmen. "Blue collar" workers like construction workers and industry operators have higher trust in crafts-

men. That "white collar" professions have less insight into craftsman work might be a reason for why they confine less in them.

Likewise, consumers in all Nordic countries believe that hiring craftsmen from their respective home countries will make the renovation better. The confidence gap with respect to craftsmen increases with another "unknown" added to the unknowns about renovations in general. That is a recipe for mistrust for craftsmen.

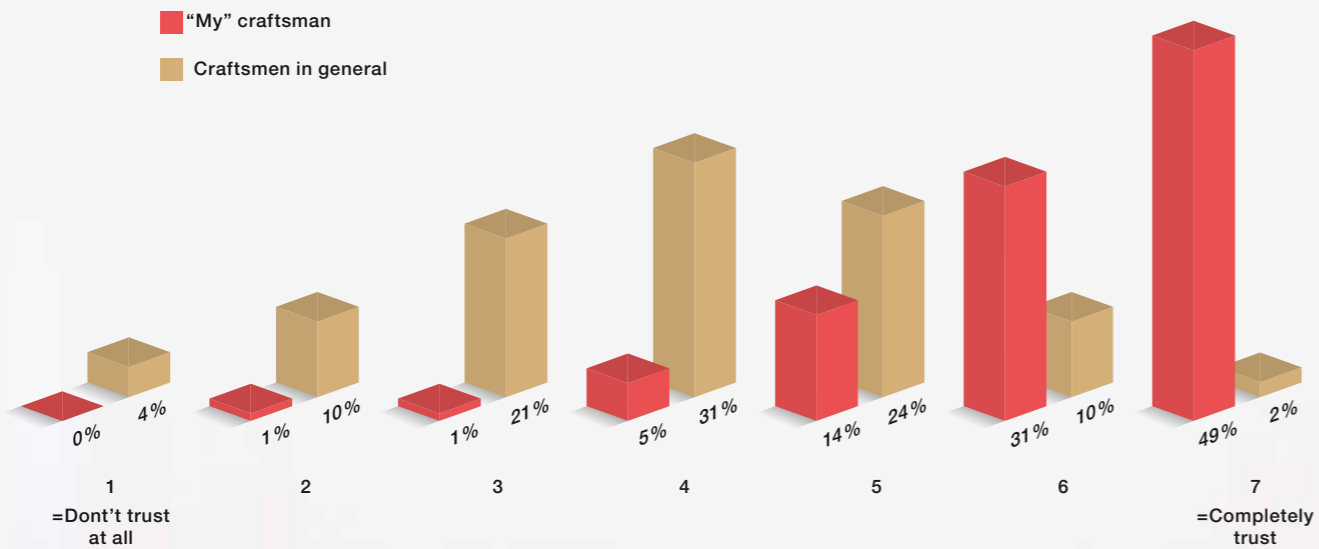
### 3 ...But I trust "My" craftsman!

So, trust in craftsmen in general is quite low for different reasons, probably mainly because consumers lack understanding in the craftsman's work logic. But that is not the entire story.

Many consumers across all income groups have a craftsman they usually hire. When asked about to what extent consumers trust that particular craftsman, the picture is com-

pletely different. 49% of those consumers state that they trust "their" craftsman completely; almost none of them mistrust their craftsman.

When trust between craftsman and consumer is established, a renovation proceeds much more smoothly. Consequently, consumers with an "own" craftsman are more satisfied with their renovations.



The level of trust for craftsmen in general and the craftsman that is usually hired ("my craftsman").

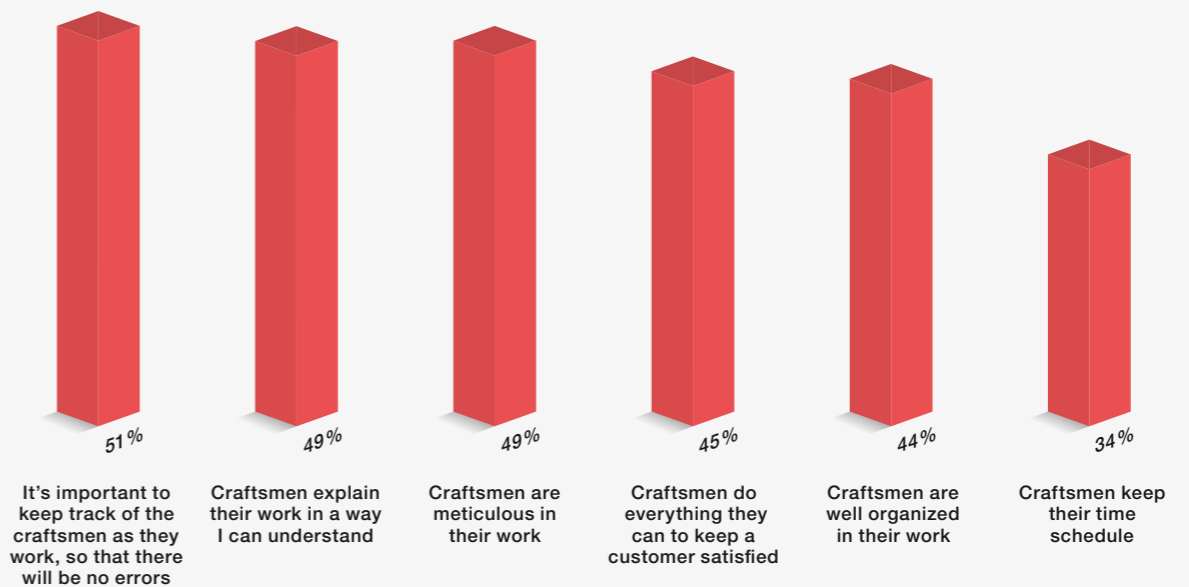


### 4 Control freak consumers

Asked in more detail about their view on craftsmen, we get more clues to why levels of trust in craftsmen are not that high in general. A minority of consumers say that craftsmen explain their work in a way they can understand, that they are meticulous, that they do everything they can to keep a customer satisfied, that they are well organized, and that they keep a time schedule. These are qualities that in most professions – especially in the white-collar service sector – are minimum requirements for any professional.

Thus, the reaction from many consumers is to try to control and keep track of everything the craftsman does, even if they deep down probably know that a renovation will be better if they give the craftsmen space and let them do their job. Consequently consumers turn into control freaks.

For craftsmen, that is probably the worst possible way of handling the common project that a renovation is. What could be observed in the ethnographic fieldwork among craftsmen in both Sweden and Denmark was the way they work with the body as their main and most important tool. Their knowledge is embodied in their hands, wrists and sight, and the knowledge of how to do things is seldom articulated. In contrast, most white-collar workers depend on articulated knowledge, being able to verbally describe their world and problems to others. Therefore there might be a collision of two different worlds causing much of the problems between craftsmen and their clients, however this would need further research to establish.



The extent to which consumers agree with the following statements about craftsmen (5–7 on a scale where 1 = disagree completely, 7 = agree completely).

Although there is a fair share of prejudice against craftsmen based on a bad media image (yes, people working with media have lower trust in craftsmen than others), the bottom line here is that consumers don't trust craftsmen because they fail to see their profession's logic. Obviously, there is a

gap to bridge here, consisting of too many unknowns for consumers. Craftsmen can certainly make a bigger effort explaining their business, but consumers too can reduce their stress level by realizing that craftsman work isn't just exactly like their own.





*What consumers believe craftsmen would think of them as clients. Large words are frequently used.*

## 7 The impeccable consumer is a pain to the craftsman – and they know it!

Now we have studied consumers' attitudes towards craftsmen. But to twist the picture a bit, we let the consumers take the craftsmen's perspective. What do they think craftsmen would think of them? And how do consumers think that craftsmen want their clients in general?

Although most consumers describe themselves in a very positive way in general, as being nice, friendly, and knowledgeable, one of the most frequent descriptions is also that they are demanding. Many craftsmen surely

agree and, the demands in their view are perhaps not always fair or realistic.

Consumers seem very keen on getting it exactly their way: they have a dream, and it's the craftsman's mission to realize it. What creates stress for both the craftsman and the consumer could be that sometimes the dream is just that – a dream. If the consumer lacks the ability to consider what is possible and not possible to renovate and they believe that being demanding will make it happen, the risk of creating an

unfair situation quickly arises. All too well do the craftsmen know what it means to burst the bubble, but perhaps a great craftsman will help the consumer to blow a new?

A comment that was expressed by craftsmen in relation to consumers who feel the need to constantly check and control the renovation process both in Sweden and Denmark, even almost articulated in the exact same way was: "If ever I'll get it wrong, it's then." The conclusion doesn't have to be far fetched:

it seems as if there is a situation between craftsmen and consumers that is based on miscommunication, misunderstanding and even mistrust of each others starting points when going into a renovation project together, this is a problem for both parties.

We now "get" the consumer perspective on renovations. In our next report, we will dig deeper into the craftsmen's perspective with the mission to "get" the craftsmen's view of the process as well.





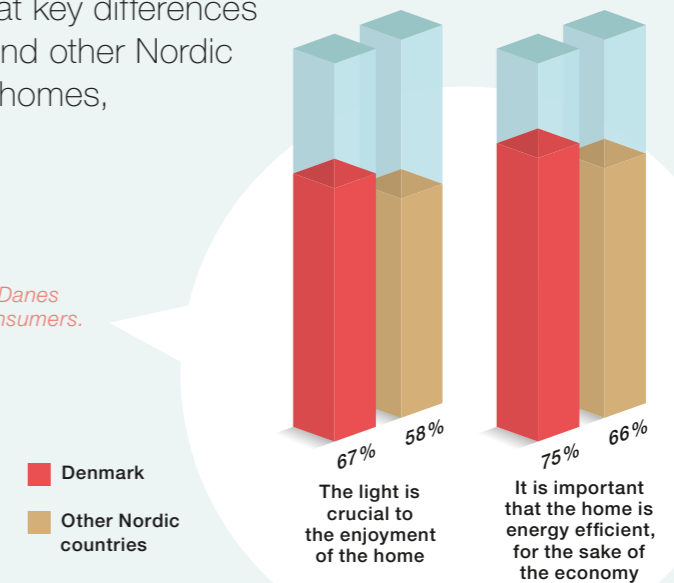
# DENMARK

## HEALTHY RELATION WITH CRAFTSMEN

**Say hello to the Dane:** A person who is well aware of the home and make both economical and aesthetical renovations. Being focused on how to save energy both for economical and environmental reasons is what characterizes the Dane. When calling in a craftsman, the Dane will know whom to call. Nurturing the relation with the craftsman is vital for the Dane, knowing that he/she is the expert in renovations and therefore intuitively making sure to include their trusted friend in the whole process. Perhaps because of the trusting relationship between the Dane and the craftsman, the Danish consumer is more prone to get addicted to renovating; loving every second of it, as it is both a social and practical undertaking.

Among the Nordic consumers, what characterises the Danish consumer, compared to the others? In this section we take a look at key differences between Danish consumers and other Nordic consumers when it comes to homes, renovation and craftsmen.

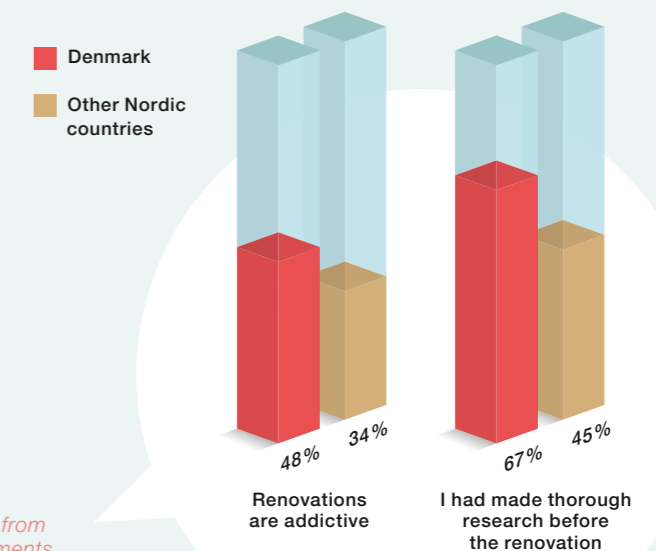
*Attitudes towards the home where Danes stand out from the other Nordic consumers. % that agree with the statements.*



### Danes love to save energy

Energy is important to Danes, being one of the few net energy exporters in Europe. Energy is important for Denmark as a nation, but it also seems important to Danish consumers. Danes stand out when it comes to saving energy for the sake of the climate. 39% of Danish consumers say that they have made their home more energy efficient for the sake of the climate, compared to 33% in the other Nordic countries. However, most Danes are concerned about their economy in relation to energy, 75% of Danish consumers state financial reasons behind their quest for energy efficiency.

country. 67% of Danish consumers say that the light is crucial to the enjoyment of the home, compared to 58% among their neighbours.



*Attitudes towards the renovation where Danes stand out from the other Nordic consumers. % that agree with the statements.*

The “right light” – whether it is natural or from lamps – is another aspect that is more important in Denmark than in any other Nordic

### Addicted and well-researched renovators

Danes almost seem obsessed with renovation. In no other Nordic country do consumers agree with the statement that renovations are “addictive” more than in Denmark. Perhaps that is why they seem to make far more research before a renovation than the other Nordic consumers, having this in

common with the Norwegians. When being asked, as many as 67% say that they had made thorough research, compared to only 45% in the other Nordic countries. Interestingly Danes do not plan to undertake large renovations to a higher extent than others, so apparently, something is holding them back.





## The Kitchen is the Danes' favourite room to renovate

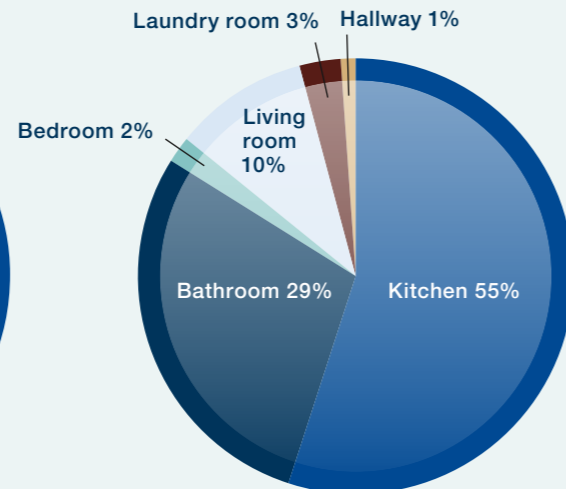
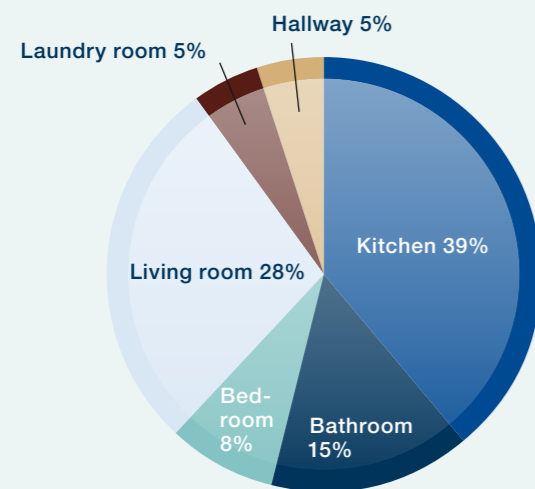
Danes are famous for their cooking skills, with the restaurant Noma in Copenhagen having been rewarded the best restaurant in the world several times in the last years. But apart from gourmet restaurants, Danes enjoy making food and their kitchens as well. 39% of them state that the kitchen would

be most fun to renovate, while the bathroom comes in second at 28%. 55% of Danish consumers say that a kitchen renovation would increase home value the most, followed by 29% who bet on the bathroom. Together with the Swedes, Danes are the kitchen-lovers of the North.

### RENOVATION

% "MOST FUN TO RENOVATE"

% "INCREASE HOME VALUE THE MOST"



Danes' favourite rooms to renovate.

## Changing windows a huge energy-saver

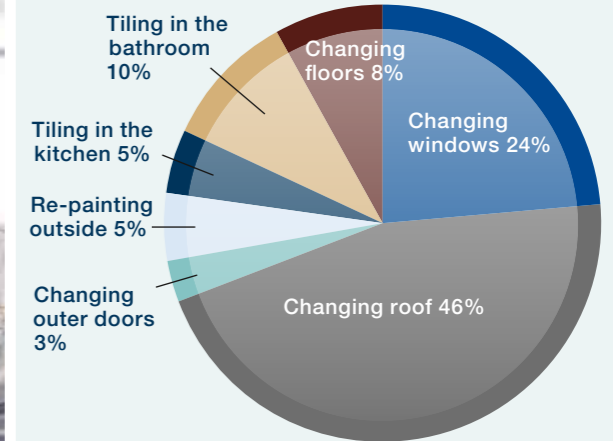
In no other Nordic country do consumers think that changing windows will increase the value of their home to as high extent as in Denmark. Changing windows can be a huge energy-saver, perhaps this is what the Danes have in mind. Also, the Danes are the ones that state changing windows as requiring effort to the lowest extent, which means that the difference between increased value and

required effort regarding windows is twice as big than in the other Nordic countries. Tiling in the bathroom and changing floors, on the other hand requires far more effort than the gain in home value, whereas only about 10% of Danish consumers state that these are the renovations that would increase home value the most, about 20% state that they would require most effort to undertake.

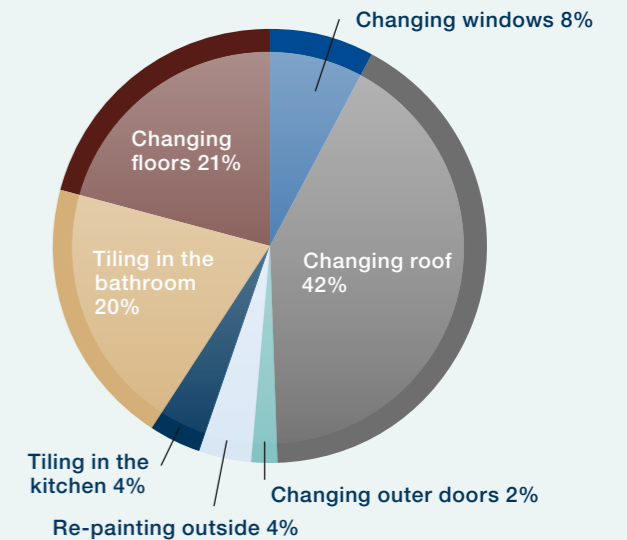


### RENOVATION

% INCREASE VALUE THE MOST



% REQUIRE MOST EFFORT



DIFFERENCE % INCREASE VALUE-% REQUIRE EFFORT

Changing windows	16%
Changing roof	4%
Changing outer doors	1%
Re-painting outside	1%
Tiling in the kitchen	1%
Tiling in the bathroom	-10%
Changing floors	-13%

What characterizes specific renovations, according to Danish consumers. Sorted by the difference between the share that says that the renovation would raise the value of the home the most, and the share that says that the renovation would require most effort.

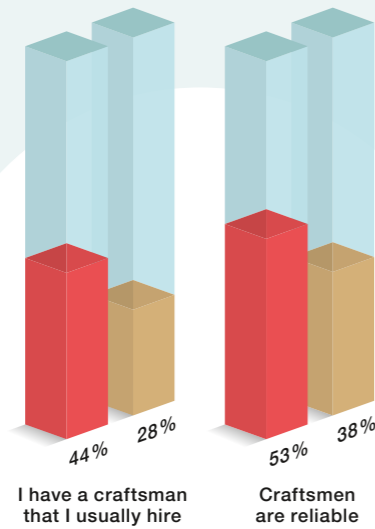


## Healthy relationship with craftsmen

Many Danes succeed where so many others fail. They manage to establish trust in craftsmen to a much higher extent than their Nordic neighbours. The secret is that they find a craftsman that they usually hire – and hold on to him or her. 44% of Danes have a craftsman they usually hire, compared to 28% among their neighbours.

Consequently, Danes think that craftsmen are reliable to a much higher extent than

other Nordic consumers. A majority of 53% agree with the statement that craftsmen are reliable compared to only 38% in the other Nordic countries. That seems to change the fundamentals for their relationship: it is more informal, relaxed and equal in Denmark than elsewhere. The result: Danes are nowhere near the angst e.g. Swedes feel before hiring a craftsman.



■ Denmark  
■ Other Nordic countries

*Attitudes to the craftsmen where Danes stand out from the other Nordic consumers. % that agree with the statements.*

PROFESSION	% "TRUST" – DENMARK	% "TRUST" – OTHER NORDIC COUNTRIES
Nurses	68%	76%
Doctors	67%	69%
Police officers	64%	66%
Researchers	55%	60%
Military workers	50%	53%
Teachers	46%	60%
<b>Craftsmen</b>	<b>40%</b>	<b>34%</b>
Car mechanics	34%	37%
Management consultants	15%	13%
Journalists	10%	15%

*Level of trust in craftsmen and other professions in Denmark.*

One consumer says that a craftsman would probably say of him/her that:

*"I respect the knowledge of the craftsman"*

Summing up an attitude somewhat harder to find in the Nordic countries outside of Denmark.

Trust in general in craftsmen as a profession is higher in Denmark than in the other Nordic countries, but still much lower than in other professions. That being said, Danes generally display lower levels of trust in most professions, so relatively, trust in craftsmen is high among Danes.



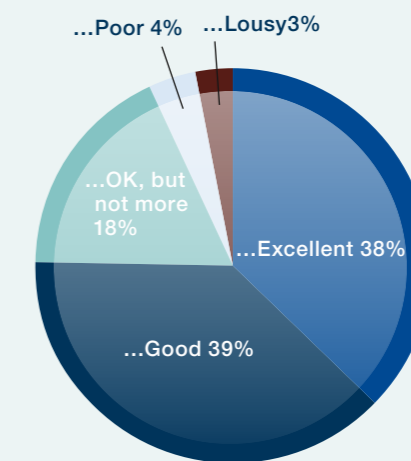
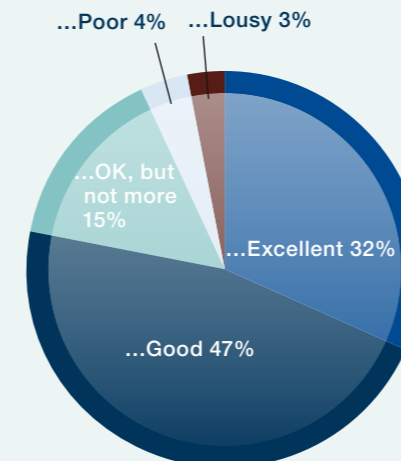
Danes, as well as the other Nordic consumers are happy with their craftsmen. So with respect to craftsman performance, they are satisfied. Although Danes to a lower extent rate their craftsmen as "excellent", almost all

say that the craftsmen are either that, or at least "good". Danes do have a healthy relationship with their craftsmen that their Nordic neighbours could learn from!

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... – DENMARK

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... – OTHER NORDIC COUNTRIES

RATING



*Ratings of the latest hired craftsman in Denmark and the other Nordic countries.*



# FINLAND

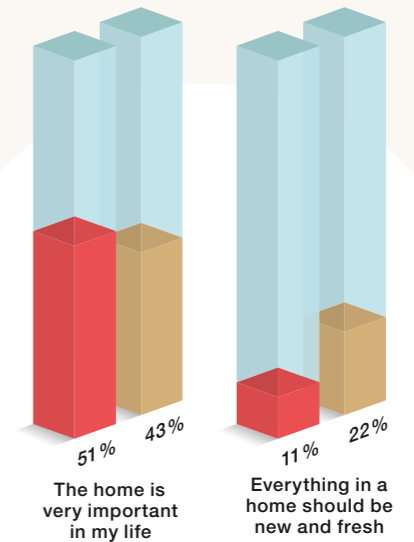
## LAI D BACK APPROACH TO HOME IMPROVEMENT

**Introducing the Finn:** A person who typically won't engage in the renovating project as a life-changing event. The home is for the Finn a place of rest and recovery. As long as the home's comfortable, the Finn won't see any cause to make it shiny and new. Even if they don't have 100% faith in craftsmen they will most likely leave the craftsman alone while working, since that is the most sensible approach. The bedroom is the room they find most fun to renovate, whilst the kitchen adds most value to their homes.

Among the Nordic consumers, what characterises the Finnish consumer, compared to the others? In this section we take a look at key differences between Finnish consumers and other Nordic consumers when it comes to homes, renovation and craftsmen.

*Attitudes towards the home where Finns stand out from the other Nordic consumers. % that agree with the statements.*

■ Finland  
■ Other Nordic countries



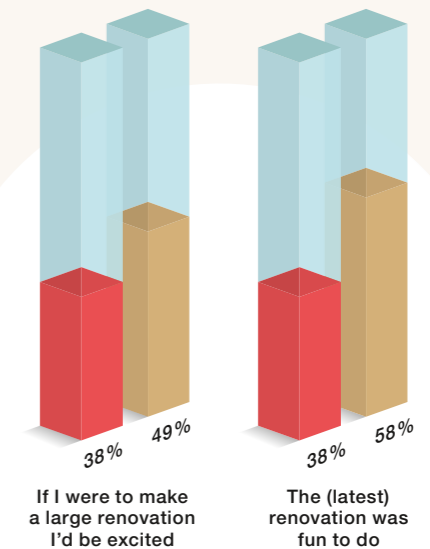
### My home is important, but only to me

The home is of very high importance to the Finnish consumer, more important in their lives than in the other Nordic countries. 51% of Finns say that the home is "very important" in their lives, compared to 43% among consumers in the other Nordic countries.

But the attitude towards the home is also quite relaxed, especially compared to the Swedes' and the Norwegians' status-oriented approach. Finns do not think that their

countrymen are particularly impressed by a nice home, and the feeling that everything is brand new is of little importance.

■ Finland  
■ Other Nordic countries



*Attitudes towards the renovation where Finns stand out from the other Nordic consumers. % that agree with the statements.*

### Not overexcited about renovation

In the other Nordic countries, where the home is perhaps the main status symbol for consumers, there is almost a "renovation craze". Finns are different here. They don't seem to want to show the world that they have the most impressive home on the planet, as long as they are satisfied with it themselves.

This is probably why, compared to the others, Finnish consumers are less keen on renova-

tions. Not that many of them feel particularly excited about the thought of undertaking a large renovation, and their latest renovation wasn't the experience of a lifetime either.

Instead of making a lot of research before the renovation, like the Danes and the Norwegians, Finns typically leave the job to the craftsman and does not meddle in his or her business.

## Living room and bedroom is the favourite room to renovate

While the kitchen often is the favourite or the second most popular room to renovate, in Finland it comes in third on 22% of Finnish consumers after the living room on 33% and the bedroom on 26%. In no other country is the bedroom as popular a renovation object as in Finland. Finns are not over-excited about renovation, therefore it is probably no coincidence that the bedroom also is considered an easier/more effortless renovation in Finland than among their neighbours.

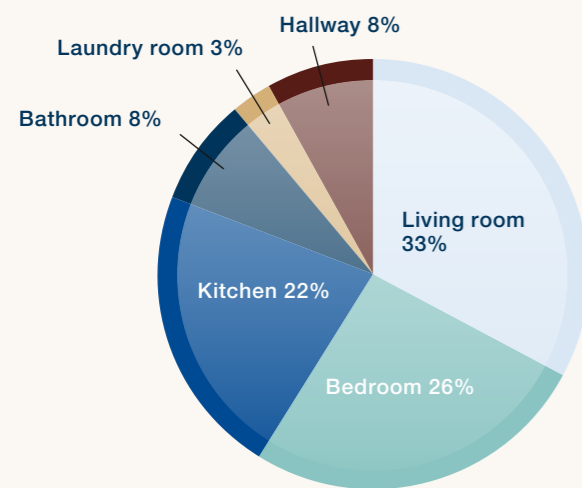
Apparently, a good sleeping environment is more important to the Finns, than a trendy

kitchen. In fact, the trend of cooking at home with friends is not as strong in Finland as elsewhere in the north<sup>4</sup>, which could be a reason why Finns don't find a kitchen renovation that fun.

In terms of increase in home value, however, Finns acknowledge the kitchen as the top money-maker. In general, the "fun" renovations are not the ones that drive up the value of the home in Finland as they are in the other Nordic countries.

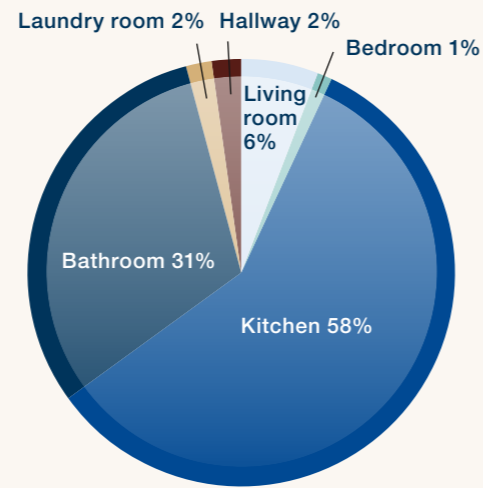
### RENOVATION

#### % "MOST FUN TO RENOVATE"



Finns' favourite rooms to renovate.

#### % "INCREASE HOME VALUE THE MOST"



## Windows are perceived hard to renovate but increases the home value

Most Nordic consumers say that changing windows will increase the value of their home with a relatively low effort. Although the Finns agree that a window change would increase home value, many point out that particular renovation as one that is hard to undertake.

Therefore, when looking at the difference between value increase and required effort, windows rank third among Finnish consum-

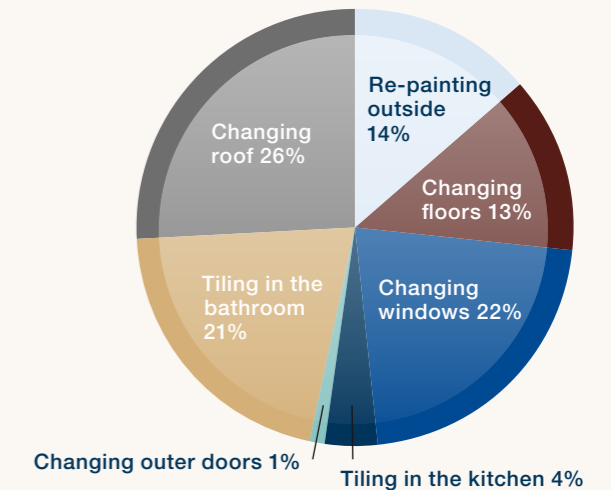
ers. On top, we find re-painting outside, not because of the value increase, but because of the low effort required.

Only looking at what would raise home value the most, changing roof is no 1 in Finland. This renovation, however, is also the one that require most effort.

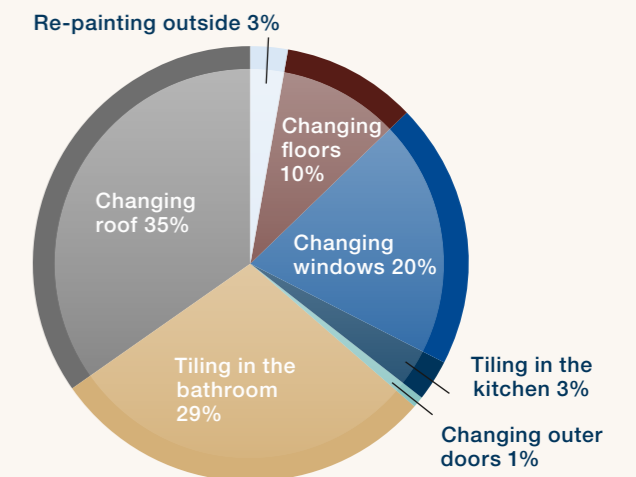


### RENOVATION

#### % INCREASE VALUE THE MOST



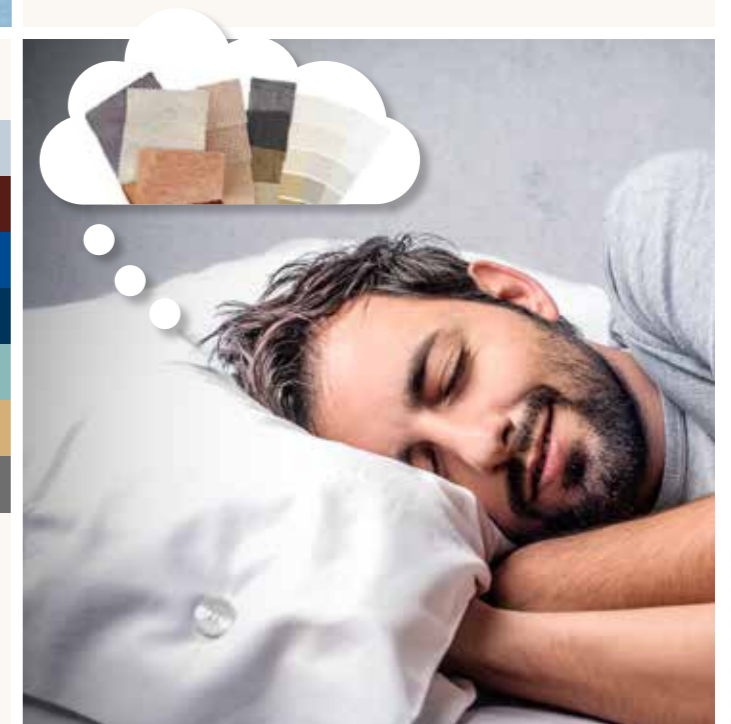
#### % REQUIRE MOST EFFORT



#### DIFFERENCE % INCREASE VALUE-% REQUIRE EFFORT

Re-painting outside	11%
Changing floors	3%
Changing windows	2%
Tiling in the kitchen	1%
Changing outer doors	0%
Tiling in the bathroom	-8%
Changing roof	-9%

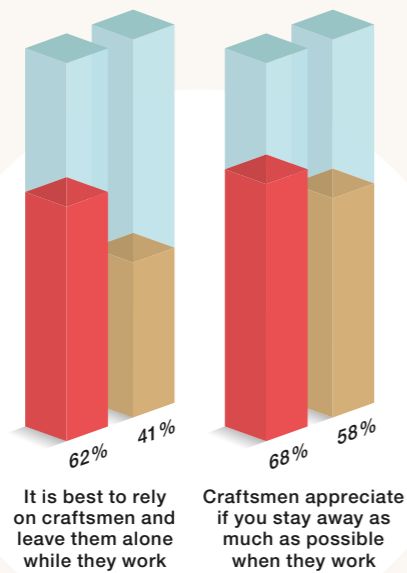
What characterizes specific renovations, according to Finnish consumers. Sorted by the difference between the share that says that the renovation would raise the value of the home the most, and the share that says that the renovation would require most effort.



## Finns leave it up to the craftsmen, even if they don't trust them

So Finns are not over-excited about renovation, probably because they are not that status-oriented in their view of their home, plus they do not think that it is that important with everything in a home being 100% new and fresh.

Before a renovation, they don't make a lot of research and when hiring craftsmen, they leave the job pretty much to them. Most Finns think that it is best to rely on craftsmen and leave them alone as much as possible when they work. This is also exactly what they think the craftsmen appreciate.



Attitudes to the craftsmen where Finns stand out from the other Nordic consumers. % that agree with the statements.

PROFESSION	% "TRUST" - FINLAND	% "TRUST" - OTHER NORDIC COUNTRIES
Police officers	78%	61%
Nurses	76%	74%
Doctors	75%	66%
Teachers	69%	53%
Researchers	64%	58%
Military workers	61%	49%
Car mechanics	48%	33%
<b>Craftsmen</b>	<b>31%</b>	<b>37%</b>
Journalists	18%	13%
Management consultants	13%	14%

Level of trust in craftsmen and other professions in Finland.

Summing up the Finns' laid-back attitude towards renovation and craftsmen, one consumer says:

*"I have not been at home during the renovation, that is probably the best thing to do"*

It could seem that the Finns trust craftsmen to a higher extent than others, but that is not the case. As it turns out, Finns are less comfortable hiring craftsmen than others. They also have lower trust in craftsmen than their neighbours. While car mechanics and teachers show exceptional level of trust in a Nordic perspective, only journalists and Management consultants display lower levels of trust than craftsmen.



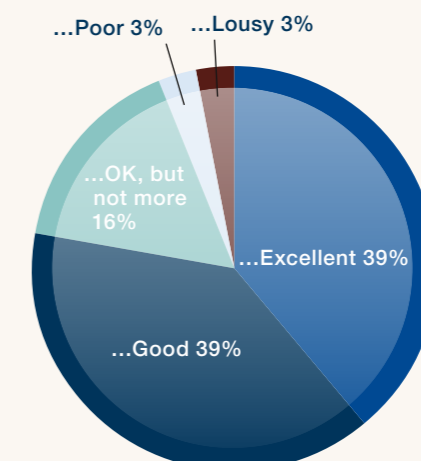
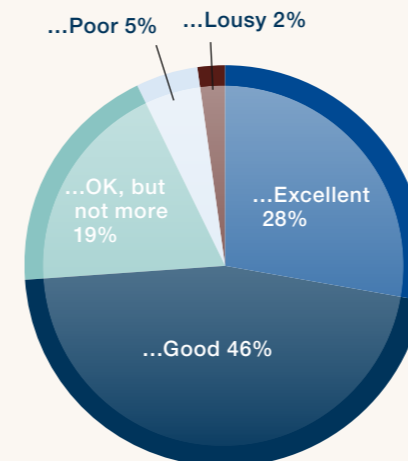
Most Finns are satisfied with their craftsmen, but less so than others. Especially, few of them rate their craftsmen as excellent. In general, letting the craftsmen do their job without intruding – like Finns obviously do – seems to be one key success factor when

making a renovation. But the consumer also has to be engaged in the project to give the craftsmen the best conditions to do a good job. Perhaps the Finns are a bit too laid-back, to the extent that they don't care enough of the end result?

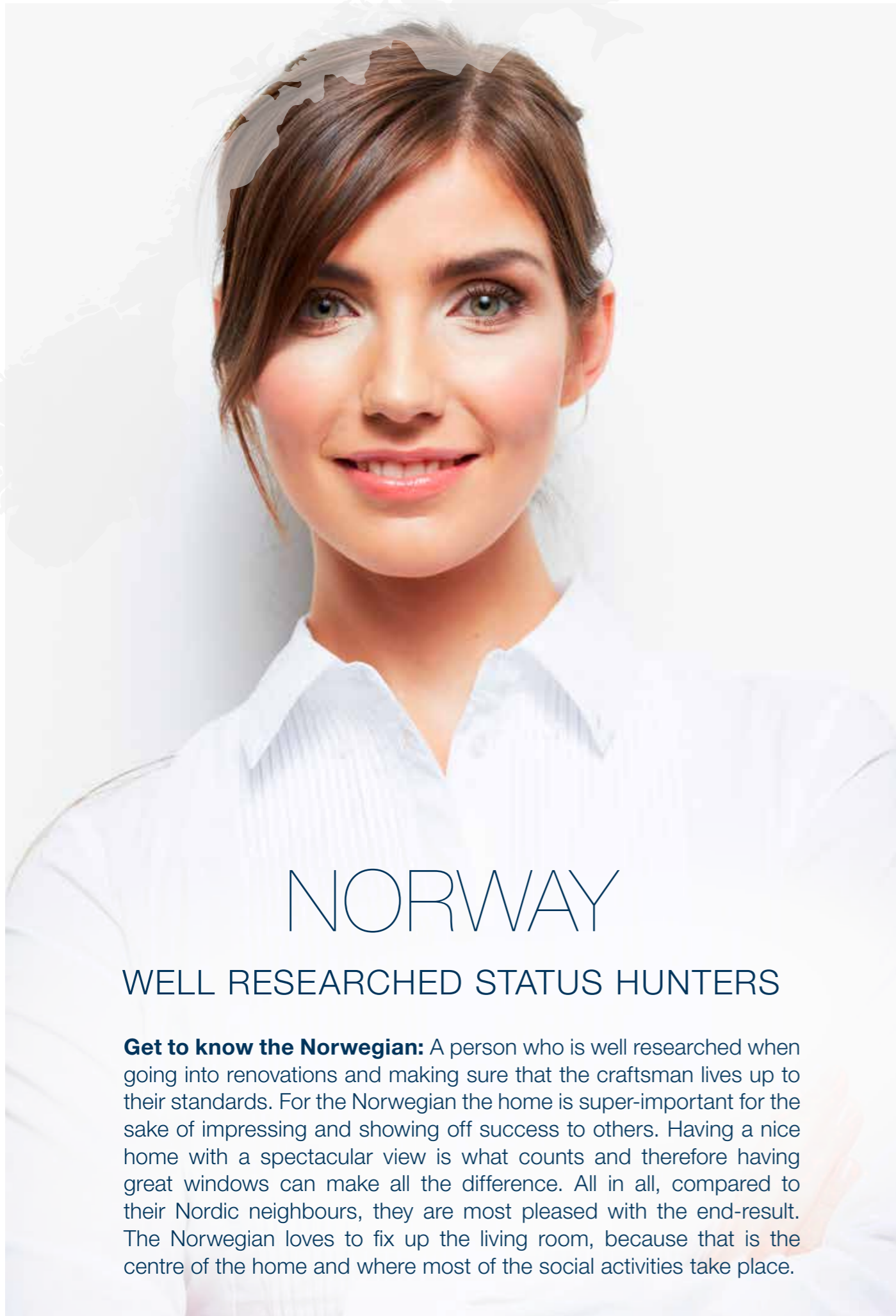
% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - FINLAND

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - OTHER NORDIC COUNTRIES

RATING



Ratings of the latest hired craftsman in Finland and the other Nordic countries.



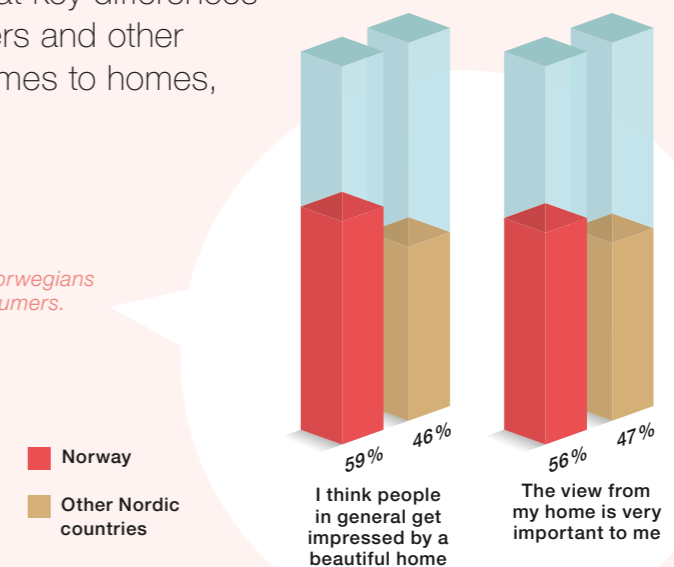
# NORWAY

## WELL RESEARCHED STATUS HUNTERS

**Get to know the Norwegian:** A person who is well researched when going into renovations and making sure that the craftsman lives up to their standards. For the Norwegian the home is super-important for the sake of impressing and showing off success to others. Having a nice home with a spectacular view is what counts and therefore having great windows can make all the difference. All in all, compared to their Nordic neighbours, they are most pleased with the end-result. The Norwegian loves to fix up the living room, because that is the centre of the home and where most of the social activities take place.

Among the Nordic consumers, what characterises the Norwegian consumer, compared to the others? In this section we take a look at key differences between Norwegian consumers and other Nordic consumers when it comes to homes, renovation and craftsmen.

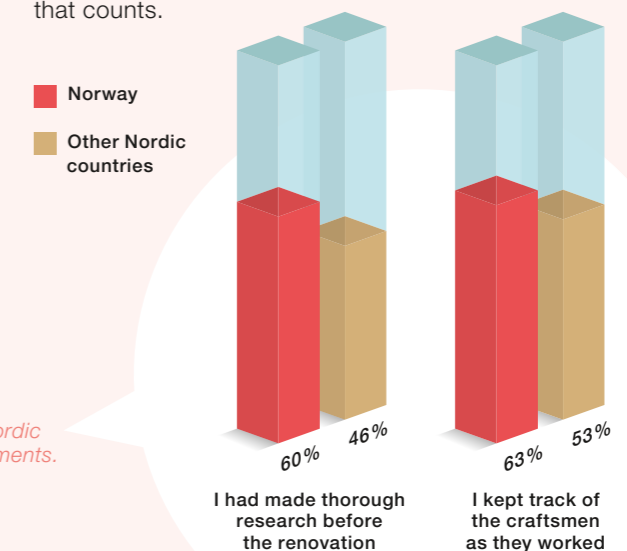
*Attitudes towards the home where Norwegians stand out from the other Nordic consumers. % that agree with the statements.*



### Norwegians want to show off a nice view

Although a recent dip, home prices in Norway have increased steadily for a long period of time and like in Sweden, this seems to have driven up the home as a major status symbol in Norway as well. Norwegians particularly stand out when it comes to what role the home plays as a status symbol. As many of them as 59% think that people in general are quite impressed by a nice home, compared to only 46% in the other Nordic countries. In Norway, the actual building and its interior is not only what makes a home beautiful, according to homeowners. More so than in the

other Nordic countries, Norwegians state that the view from the home is important to them. When Norwegians want to impress on others with their home, it is not only the inside that counts.



*Attitudes towards the renovation where Norwegians stand out from the other Nordic consumers. % that agree with the statements.*

### If you know best, you'd better keep an eye on the craftsman

So, Norwegians are status oriented in their view of a home. That means, when making a renovation, they put the image of themselves at risk. Perhaps that's why they seem to make far more research before a renovation than the other Nordic consumers. When being asked, as many as 60% say that they had made thorough research, compared to only 46% in the other Nordic countries.

Accordingly, when you have done your research, it comes naturally that you keep track of the craftsmen when they work so nothing gets wrong according to how things are supposed to be conducted. When being asked about their latest renovation, a clear majority of Norwegians said that they kept track of the craftsmen as they worked.

## The living room is most fun to renovate

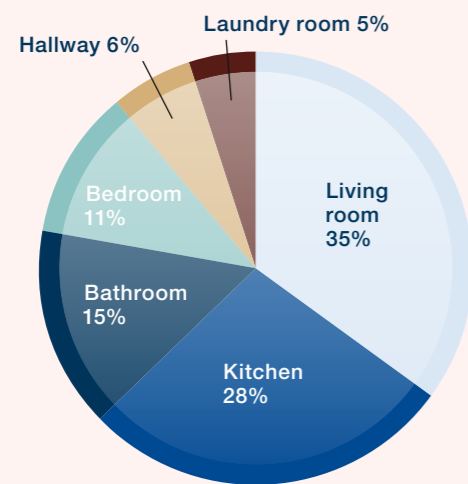
In Denmark and Sweden, the kitchen is both the favourite room to renovate (most fun), and the renovation that is believed to give the biggest value increase to a home, reflecting an increasing interest in food and cooking.

In Norway, however, the living room is favourite renovation object. 35% of Norwegians state that the living room would be most fun to renovate, compared to only 26% in the

other Nordic countries. 46% say that a bathroom renovation would increase home value the most, compared to 30% among their Nordic neighbours. Surely, Norwegians love to cook as well, but according to a recent report<sup>3</sup>, the kitchen is a less “social” room in Norway than elsewhere in the Nordic countries. That could be a reason why they favour the living room and the bathroom as renovation objects.

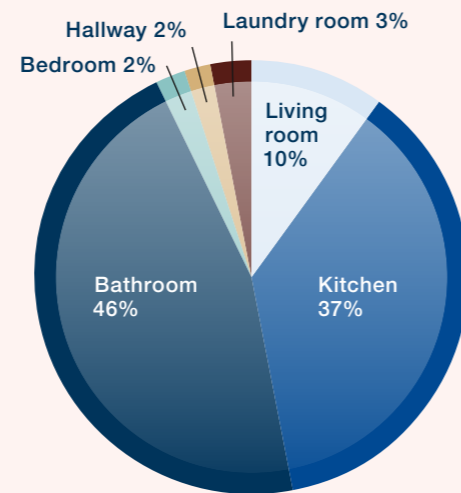
### RENOVATION

% "MOST FUN TO RENOVATE"



Norwegians' favourite rooms to renovate.

% "INCREASE HOME VALUE THE MOST"



## Biggest value increase in changing windows

Given the importance of a nice view, it is no surprise that the Norwegian consumers consider changing windows to be the renovation that would give the biggest value increase compared to the effort required.

Just as the Swedes, Norwegians feel that tiling in the bathroom and changing roof would raise

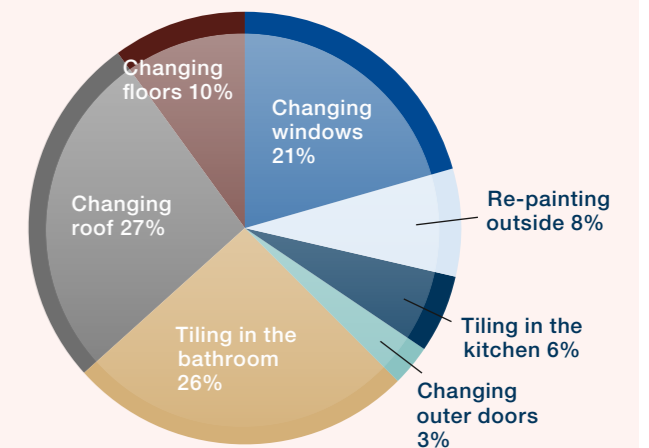
the value of the home. But again, these two renovations come with a significant effort. The other renovations require little effort, but few Norwegian consumers say that they would raise the value of the home significantly. A fair share of Norwegians say that a good re-painting to give the home a shiny surface would make their home more valuable, though.

<sup>3</sup>The OBH Nordica home cooking report 2014

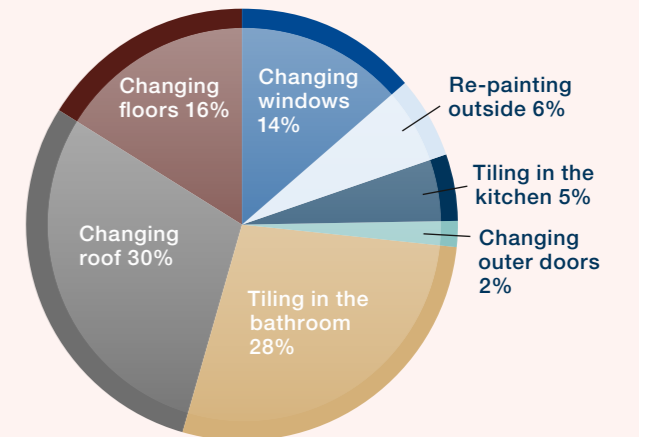


### RENOVATION

% INCREASE VALUE THE MOST



% REQUIRE MOST EFFORT



DIFFERENCE % INCREASE VALUE-% REQUIRE EFFORT

Changing windows	7%
Re-painting outside	2%
Tiling in the kitchen	1%
Changing outer doors	1%
Tiling in the bathroom	-2%
Changing roof	-3%
Changing floors	-6%

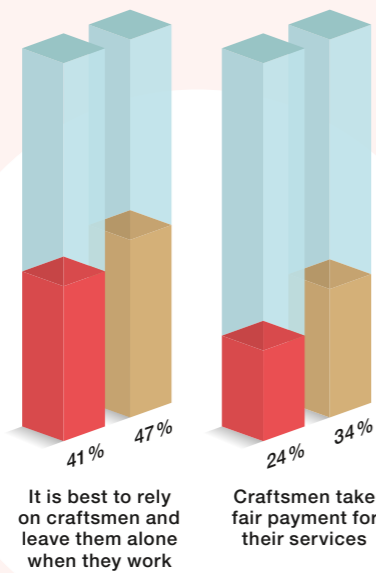
What characterizes specific renovations, according to Norwegian consumers. Sorted by the difference between the share that says that the renovation would raise the value of the home the most, and the share that says that the renovation would require most effort.



## Suspicious, but Satisfied with the craftsman's performance

Norwegians might not be the easiest of consumers to handle if you are a craftsman. They make a lot of research before a renovation and they keep track of your work. In Norway, they are also sceptical about the price of

craftsmen's services. The share that believes that craftsmen take fair payment for their services is low, far lower than in other Nordic countries. Only 41% say that it is best to rely on the craftsman to do their job left alone.



Attitudes to the craftsmen where Norwegians stand out from the other Nordic consumers.

PROFESSION	% "TRUST" - NORWAY	% "TRUST" - OTHER NORDIC COUNTRIES
Nurses	74%	74%
Doctors	65%	69%
Police officers	59%	67%
Teachers	53%	58%
Researchers	52%	61%
Military workers	48%	53%
<b>Craftsmen</b>	<b>35%</b>	<b>36%</b>
Car mechanics	31%	38%
Management consultants	13%	14%
Journalists	13%	14%

Level of trust in Craftsmen and other professions in Norway.

That Norwegians sometimes give the craftsmen a hard time is at least something they are aware of. One consumer states that a craftsman would probably say of him/her that:

*"I meddle to much in their business and I talk to much"*

Trust in general in craftsmen as a profession is slightly lower in Norway than in the other Nordic countries. Compared to other professions, only car mechanics, journalists and management consultants are least trustworthy, according to Norwegians.



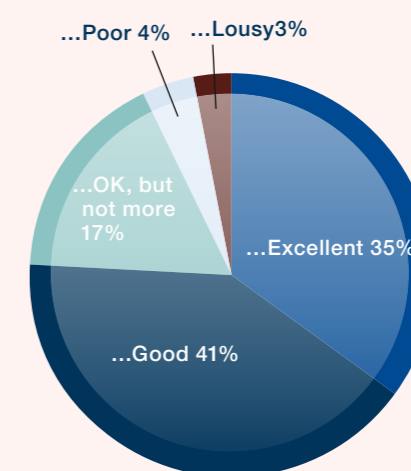
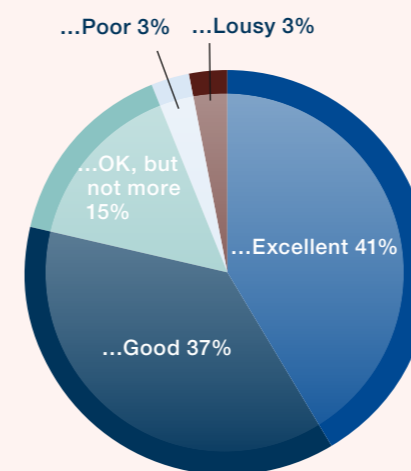
However, when Norwegians rate the last craftsman they hired, as many as 4 out of 10 rate the craftsman as "excellent", the best rating possible. So with respect to craftsman

performance, they are satisfied. In fact, Norwegians are more pleased with their craftsman than their Nordic neighbours – maybe they should have a little more faith in them!

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - NORWAY

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - OTHER NORDIC COUNTRIES

RATING



Ratings of the latest hired craftsman in Norway and the other Nordic countries.

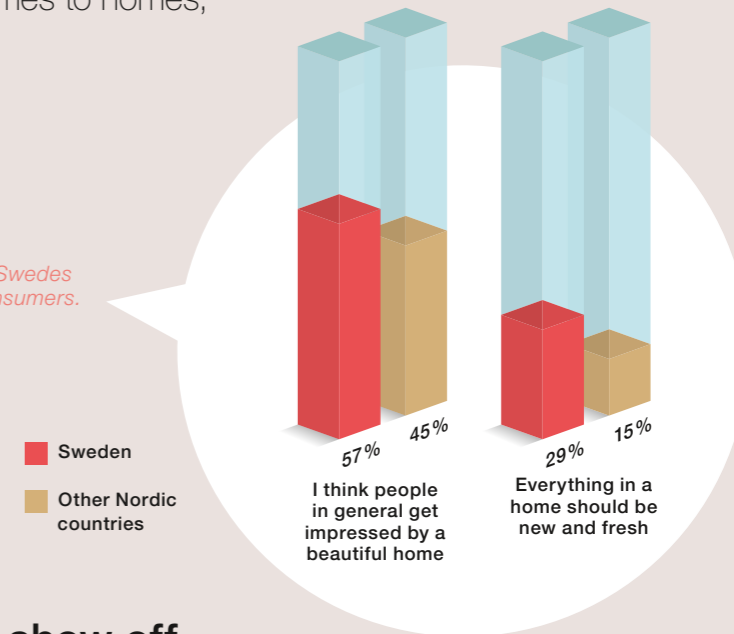
# SWEDEN

## EXCITED BUT NERVOUS STATUS HUNTERS

**Meet the Swede:** A person who loves to undertake renovations as a way to improve life, living and reputation. Surrounded by trends in both renovation and in interior design the Swede will actively engage in the process of planning, dreaming and finding inspiration both online and in the big building stores. However when in need of a craftsman the Swede will, with a large dose of anxiety, start asking for references, perhaps even looking for renovation deals online. In contrast to this, those who have nurtured good relationships with their craftsmen have a much better experience and are, as a result of this, happy with both the process of renovation and the end-result.

Among the Nordic consumers, what characterizes the Swede, compared to the others? In this section we take a look at key differences between Swedish consumers and other Nordic consumers when it comes to homes, renovation and craftsmen.

Attitudes towards the home where Swedes stand out from the other Nordic consumers. % that agree with the statements.

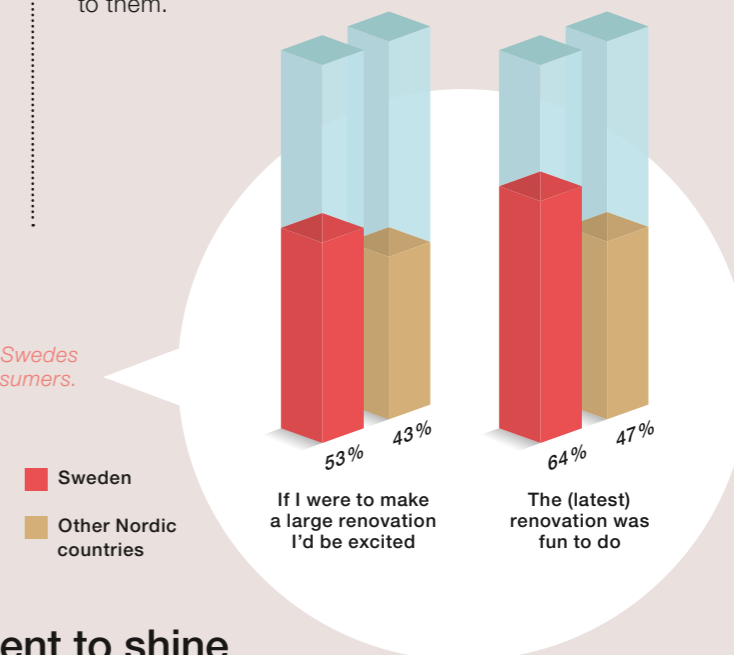


### The home is something to show off

Home prices in Sweden have increased steadily for decades now, and in some areas, there is a significant housing shortage. Getting your own home is not as easy as it used to be. With increasing shortage, usually, increasing status follows. The pattern seems to be valid in Sweden when it comes to homes. Swedes stand out when it comes to what role the home plays as a status symbol. As many of them as 57% think that people in general are quite impressed by a nice home, compared to only 45% in the other Nordic

countries. Swedes are also particularly keen on a home where everything is new and fresh. The shiny surface that can be shown off to others obviously matter a great deal to them.

Attitudes towards renovation where Swedes stand out from the other Nordic consumers. % that agree with the statements.



### Renovation means a moment to shine – Swedes more thrilled than others

So, Swedes like that feeling of everything in the home being new and fresh. Perhaps that's why the thought of renovating is quite exciting to them? As it turns out, the thought of making a large renovation makes them

much more thrilled than consumers on the other Nordic markets. Likewise, when being asked about their latest renovation, they remember it as quite fun to undertake.

## Kitchen reigns supreme as the favourite renovation object

If the home is the number one status symbol to the Swedes, the number one status skill is cooking. According to Henrik Francke, editor of the magazine Gourmet, "Food is the new music". There are as many cooking programmes on Swedish television as there are about home improvement. Food and cooking is steaming hot in Sweden.

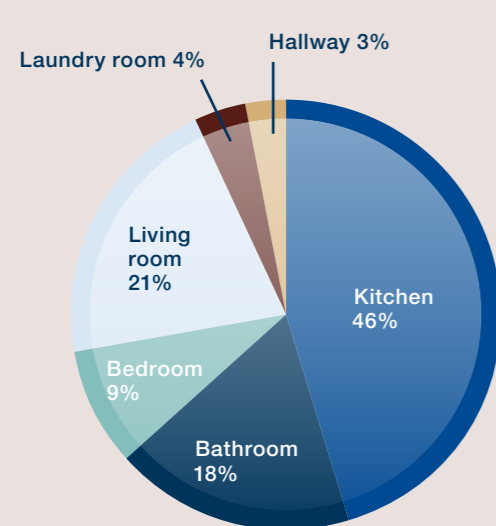
Hence, comparing different rooms and which of them that would be most fun and increase home value the most according to Swedish

consumers, it comes as no surprise that the kitchen is by far Swedes' favourite renovation object. 46% of them state that the kitchen would be most fun to renovate, compared to 29% in the other Nordic countries. A vast majority of 63% say that a kitchen renovation would increase home value the most, compared to 50% among their Nordic neighbours. Clearly, a newly renovated and fresh kitchen is the perfect arena for Swedes to show of their cooking skills to their friends.

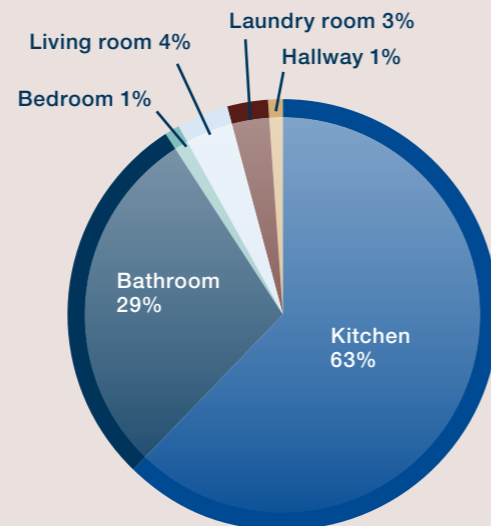
### RENOVATION

% "MOST FUN TO RENOVATE"

% "INCREASE HOME VALUE THE MOST"



Swedes' favourite rooms to renovate.



## Changing windows gives most value increase

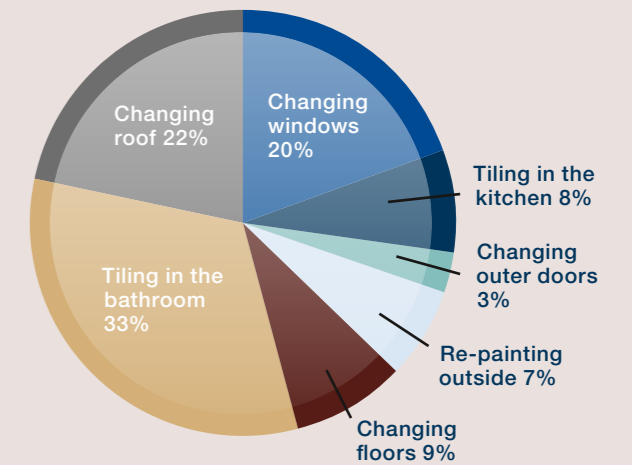
Among more specific renovations, the Swedish consumers consider changing windows to be the renovation that would give the biggest value increase compared to the effort required. Kitchen-crazy Swedes also think that tiling in the kitchen is a renovation that increase home value to some extent, with little effort.

Although perceived as raising home value, tiling in the bathroom and changing the roof are two renovations where the effort outweighs the value gained, according to Swedish consumers.

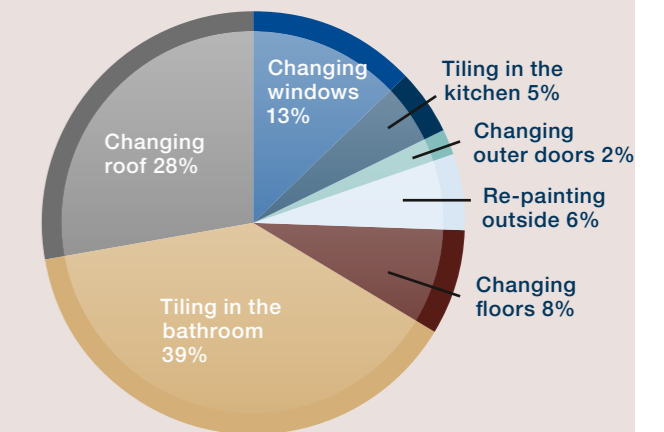


### RENOVATION

% INCREASE VALUE THE MOST



% REQUIRE MOST EFFORT



DIFFERENCE % INCREASE VALUE-% REQUIRE EFFORT

Changing windows	7%
Tiling in the kitchen	3%
Changing outer doors	1%
Re-painting outside	1%
Changing floors	1%
Tiling in the bathroom	-6%
Changing roof	-6%

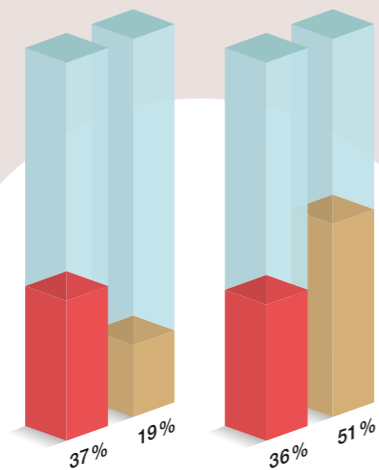
What characterizes specific renovations, according to Swedish consumers. Sorted by the difference between the share that says that the renovation would raise the value of the home the most, and the share that says that the renovation would require most effort.



## When so much is at stake, leaving control to the craftsman makes them nervous

Swedes seem to love renovation because it gives them what they want in a home, that fresh feeling of something brand new. But one thing stresses them: dealing with craftsmen. Obviously, renovations are important to Swedes, because it increases the status of their homes. A lot is at stake, and when hiring a craftsman, the craftsman is in control, not

the consumer, which seems to be hard for Swedes to accept. Only 36% compared to 51% in the other Nordic countries state that it is best to rely on the craftsman and leave them alone when they work. Almost twice as many Swedes (37%) compared to the other Nordic consumers say that they would be nervous about hiring a craftsman for a renovation.



Attitudes to the craftsmen where Swedes stand out from the other Nordic consumers. % that agree with the statements.

PROFESSION	% "TRUST" - SWEDEN	% "TRUST" - OTHER NORDIC COUNTRIES
Nurses	77%	73%
Doctors	67%	69%
Researchers	63%	57%
Police officers	61%	67%
Teachers	57%	57%
Military workers	50%	53%
<b>Craftsmen</b>	<b>36%</b>	<b>35%</b>
Car mechanics	34%	38%
Journalists	15%	14%
Management consultants	14%	14%

Level of trust in Craftsmen and other professions in Sweden.

Swedes' relation to craftsmen does not seem that healthy. What are they afraid of? When thinking about the worst-case scenario when hiring a craftsman, many point out the rather diffuse fear that "everything goes wrong". One consumer describes the worst-case scenario as:

*"That the craftsman starts the renovation and suddenly disappears or does everything wrong"*

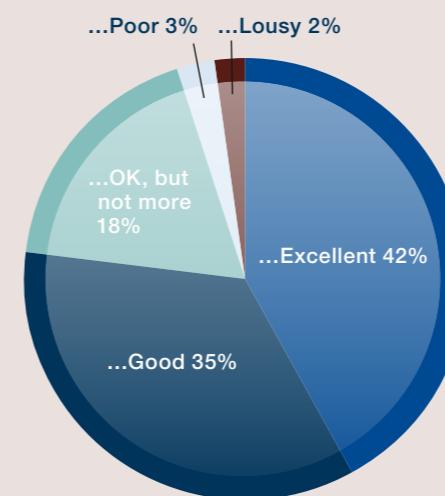
The quote illustrates that Swedes' trust in craftsmen is not overwhelming. Compared to other professions, they are less trusted than other common professions, but more trusted than car mechanics, journalists and management consultants.



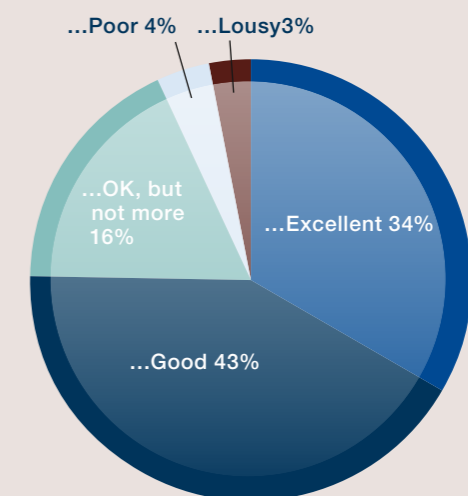
However, craftsmen in general are not less trusted in Sweden than in the other Nordic countries, and Swedes that hire craftsmen are satisfied with them. Most Swedes rate their latest hired craftsman as either "excel-

lent" or "good". In fact, in spite of (irrational) fears about everything that can go wrong, Swedes are more pleased with their craftsmen than their Nordic neighbours!

% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - SWEDEN



% THAT RATE THE LATEST HIRED CRAFTSMAN AS... - OTHER NORDIC COUNTRIES



Ratings of the latest hired craftsman in Sweden and the other Nordic countries.

# MOVING FORWARD: 3 CONCLUSIONS ON THE FUTURE OF RENOVATIONS

We have now presented seven consumer insights on renovation and seven insights on their attitudes towards craftsmen. Three concluding remarks sums up the key findings of the report from a future perspective:

## 1 Renovations are here to stay

First of all, renovations are here to stay, consumers show no signs of stopping making renovation plans for the future. Why? Definitely out of necessity, many of the homes built in the post-war era need restorations. Just look at how old the exterior doors and windows are, in general.

But more importantly from a consumer perspective, this study has shown that renovating is a way of expressing identity.

A lot of consumers identify strongly with their homes, and improving your home is hence not far from improving yourself. In the future, we are likely to see more personalized, creative examples of making home improvements.

## 2 Time to get rid of irrational fears

There are many horror stories about renovation, and for sure, consumers take a risk when undertaking a large renovation. There are many examples of naïve consumers who did not get what they expected out of a renovation.

But still, an overwhelming majority of consumers in the Nordic countries are satisfied with their renovations and their craftsmen – once the job is done. The road until then is often bumpy, to say the least. There is however no need for consumers to become control freaks and keep track of everything a craftsman does, something that will likely make the situation worse. Instead, it is best to try to eliminate the most important unknowns from start, and let the craftsman take care of the rest.

## 3 Bridging the gap between craftsman and consumer

To be able to leave it to the craftsman, the trust for the profession in general needs to improve. For sure, there are a few tricksters among craftsmen out there, but based on how consumers rate the latest craftsman they hired, they are remarkably few.

From a consumer perspective, what we can conclude from this report is quite obvious: The end result is not the problem for consumers; it is the process getting there that can be painful. The results indicate that particularly white-collar professionals lack trust in – and understanding of – the craftsman's profession. But it takes two to tango. Just as consumers have a hard time understanding craftsmen, the other way around may be true as well: craftsmen lack understanding of the consumer's desires. To some extent, we miss the other side of the story here. In the next and third report in this trilogy of the homes, we'll build on the findings here and try to complete the picture.

# METHOD

In this report, we have used a multi-method approach, using trend research, ethnography and a quantitative survey.

## Quantitative survey

The quantitative survey used web panels of more than 2639 homeowners from Sweden (1053), Denmark (504), Finland (524) and Norway (558), provided by Cint.

Cint's web panels are representative to the populations of each country respectively, with regards to gender, age and region. The results have been weighted based on gender and country of residence, to adjust for minor biases among respondents.

## Ethnography

During December and January in 2013/2014 we conducted an international ethnographic study among craftsmen in Sweden and Denmark, in both capitals as well as in smaller towns in both countries. Through in-depth interviewing and participant observations in their day-to-day work life we were allowed insight into their world. We met with both small and large companies, experienced craftsmen

and "newbies." We observed them when working in consumers' homes, when going shopping for material, we had lunch with them, accompanied them when visiting new customers and eventually found ourselves helping them out with easier tasks – like holding a jar with nails.

A total of about 50 craftsmen (50% Danes, 50% Swedes) have been in contact with the ethnographic researcher during the period of the study. The material in total consists of about 60 hours observation time, 40 hours of recorded and unrecorded interviews (structured and unstructured), detailed fieldnotes and hundreds of pictures and visually recorded material. All informants have been male.

## Trends and desktop research

Kairos Future has also used its extensive trend database along with desktop research on each Nordic market.

## About Inwido

Inwido is Europe's largest supplier of innovative and environmentally friendly window and door solutions. We have operations in 9 markets and export to a large number of other countries. The Group markets some 20 strong local brands including Elitfönster, SnickarPer, Hajom, Hemmafönster, Outline, Tiivi, Pihla, Diplomat and Sokolka.

Inwido has approximately 3,100 employees and generated sales of just more than SEK 4.3 billion in 2013.

Our brands have broad market coverage, targeting both the consumer and industrial markets. In 2013, the consumer market accounted for roughly 70% of our total sales.

Inwido's principal owner, Ratos, is a private equity conglomerate listed on the Stockholm Stock Exchange. For further information, please visit [www.inwido.com](http://www.inwido.com).

## About Kairos Future

Kairos Future is an international consulting and research company that helps companies and business leaders to understand and shape their futures. We work as consultants for strategic futures, providing our clients with trend analysis and scenario planning, strategy and innovation, strategic change and capability development. Our aim is to make complexity actionable.

The company was founded in 1993, has its head office in Stockholm as well as representatives and partners around the globe.

