

Building-owner typologies for energy efficient housing renovation:

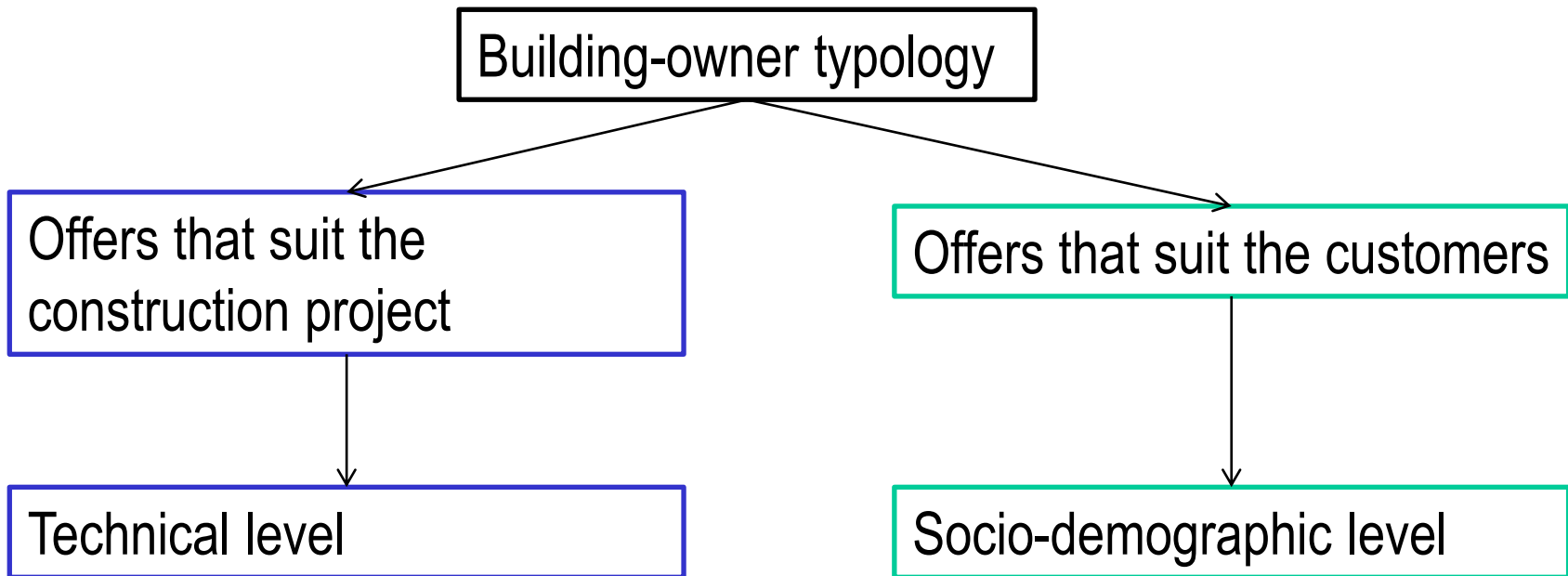
Survey based research on motivation and measures within different customer segments

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Why building-owner typologies?



- Motives for renovation are different, depending on the customer segments
- Tailored offers combined with specific, target group oriented advice improve the willingness for implementing renovation projects



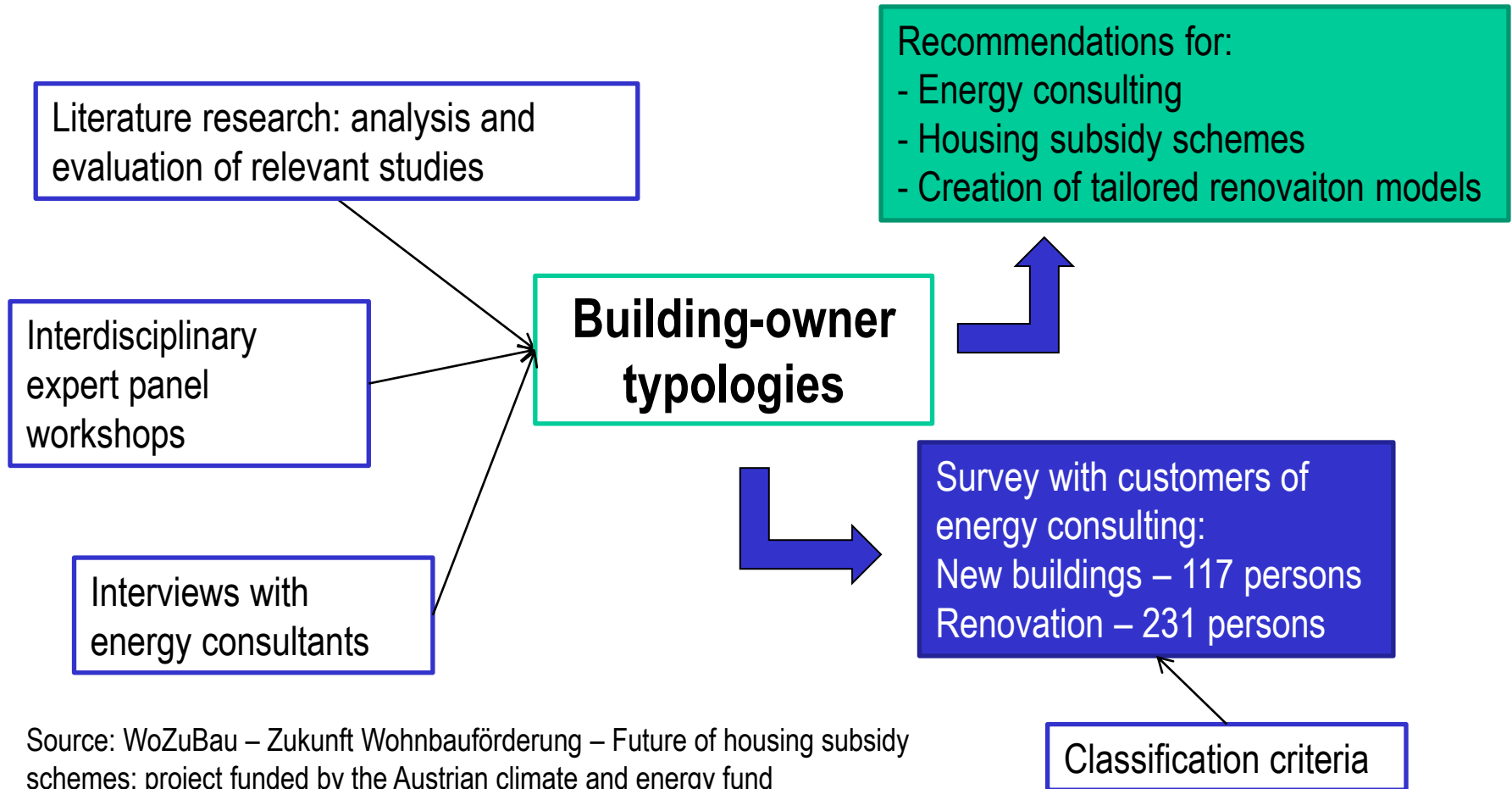
Classification criteria relevant for a building-owner typology based approach



Socio-demographic Characteristics	Building-related characteristics	Motives	Values and Preferences	Sources of information
<ul style="list-style-type: none">• Age• Gender• Income• Education• Household type	<ul style="list-style-type: none">• Age of the building• Length of ownership• Situation• Legal status: ownership / rent	<ul style="list-style-type: none">• Energy efficiency and energy saving• Indoor climate and comfort• Renewable energy• Maintenance	<ul style="list-style-type: none">• Type “<i>environmentally conscious and nature-oriented</i>”• Type “<i>forward thinking and technophile</i>”• Type “<i>cost-conscious and careful</i>”	<ul style="list-style-type: none">• Internet• Exhibitions• Housing subsidies departments• Municipalities• Building experts / architects• Social networks and friends

How to use building-owner typologies?

Approach within the Austrian research project „WoZuBau“

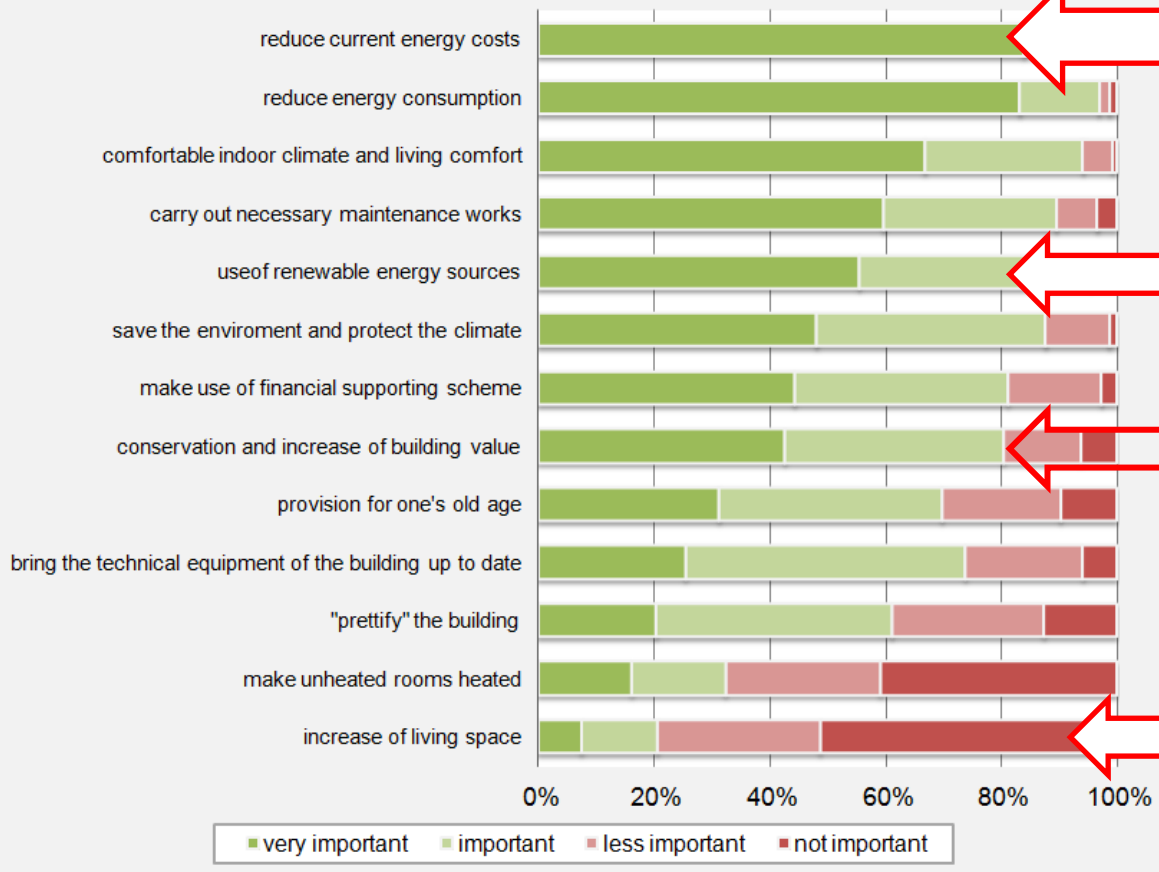


Source: WoZuBau – Zukunft Wohnbauförderung – Future of housing subsidy schemes; project funded by the Austrian climate and energy fund

Motives of the customers



motives of customers for renovation



Main motives: „reduction of energy costs“, „increase of living comfort“

Very important: „increased use of renewable energy sources“

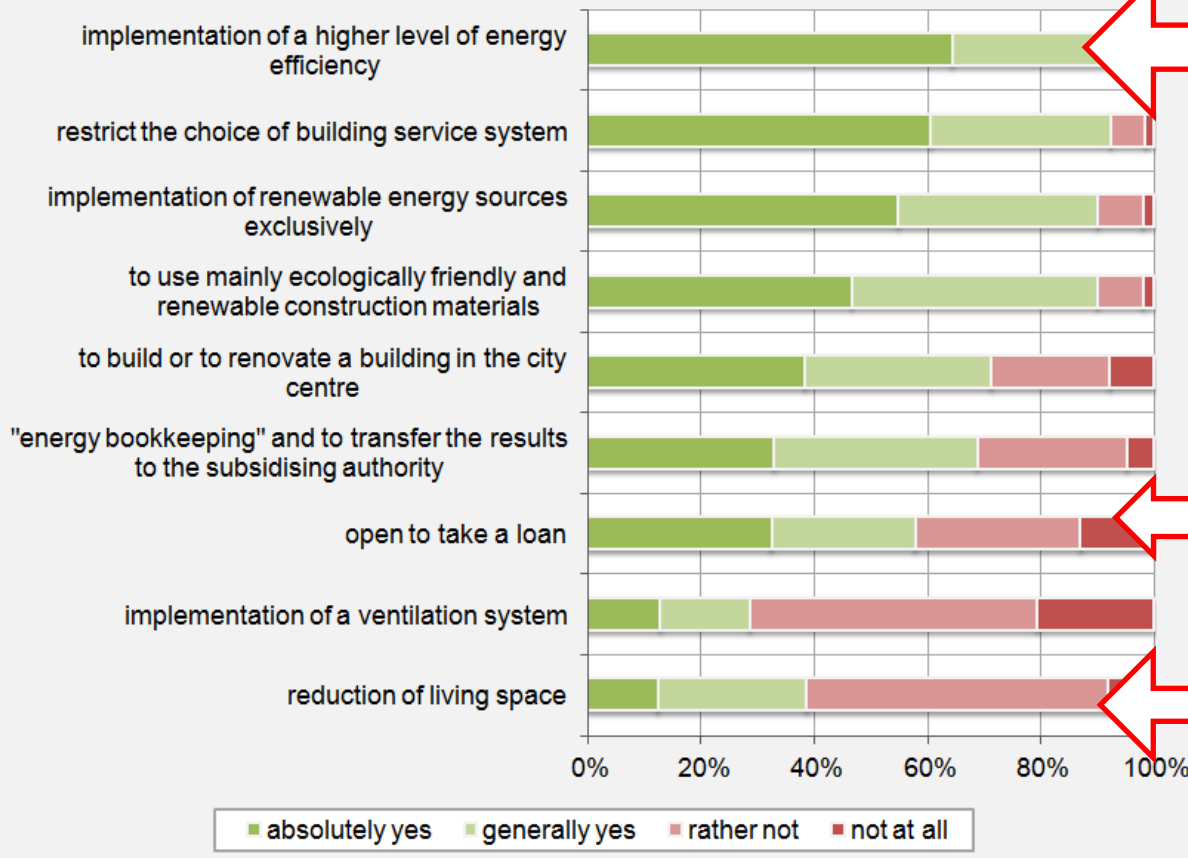
Medium range: „conservation or increase of building value“

Negligible: „increase of living space“

Willingness for implementing measures in combination with higher housing subsidies



Willingness for implementing measures in combination with higher housing subsidies



High willingness: implementation of a higher level of energy efficiency

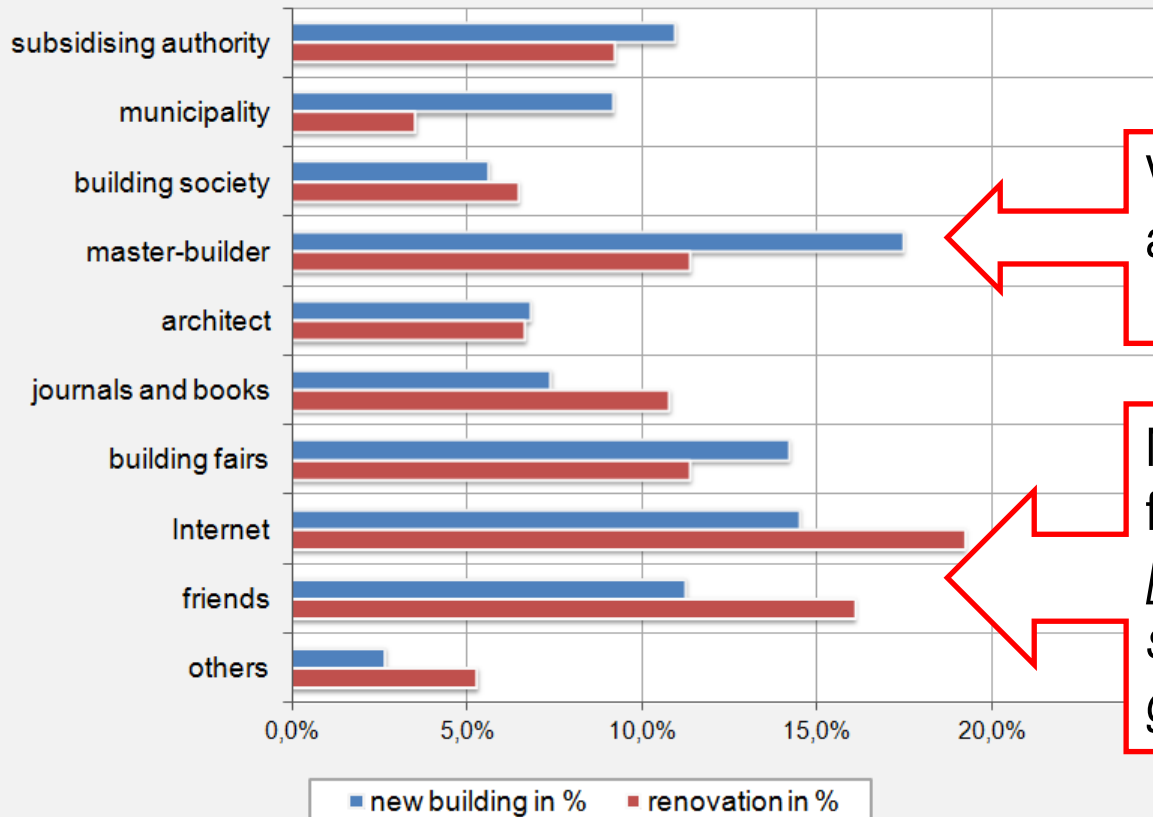
Medium willingness: 33% are open to taking on a loan

Low willingness: implementation of ventilation systems, reduction of living space

Information sources of costumers of energy consultants



What sources of information and professionals other than energy consultancy have been useful?



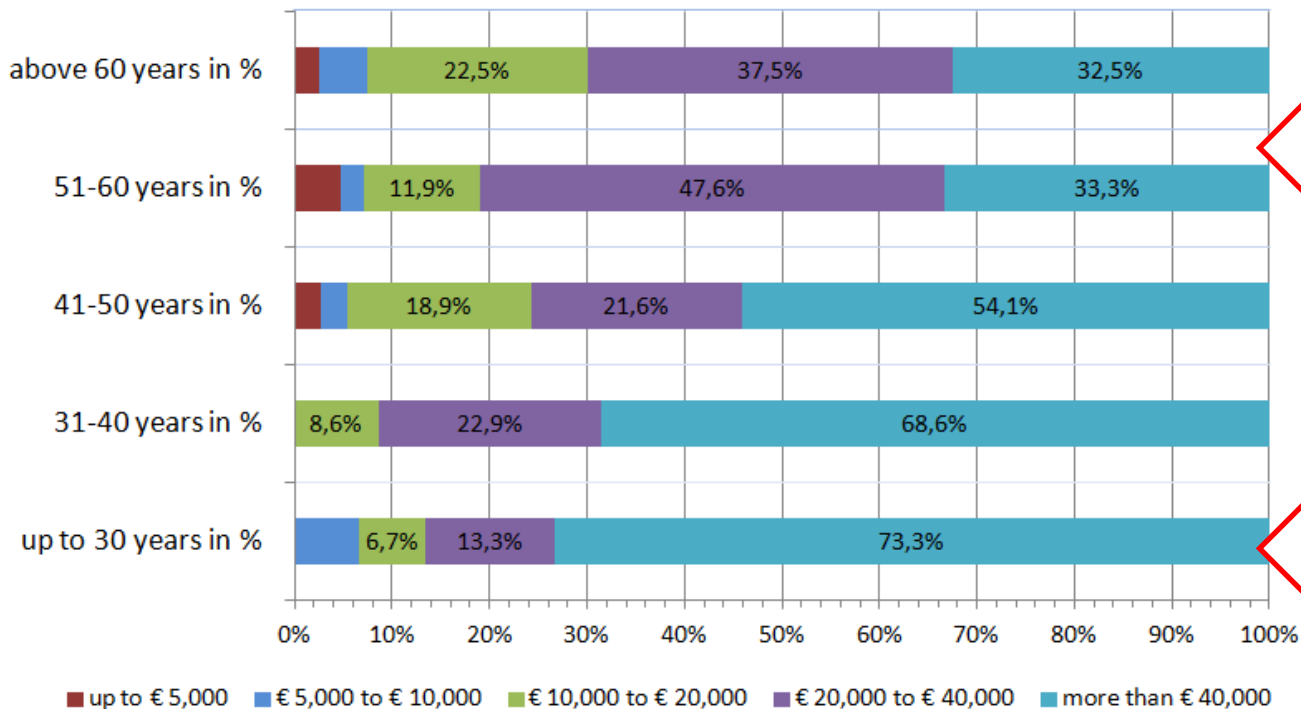
Very important: building experts and exhibitions

Most important: internet and friends
[50% of customers in the segment of renovation are generation 50+]

Age of people and willingness to invest



Age of people and willingness to invest



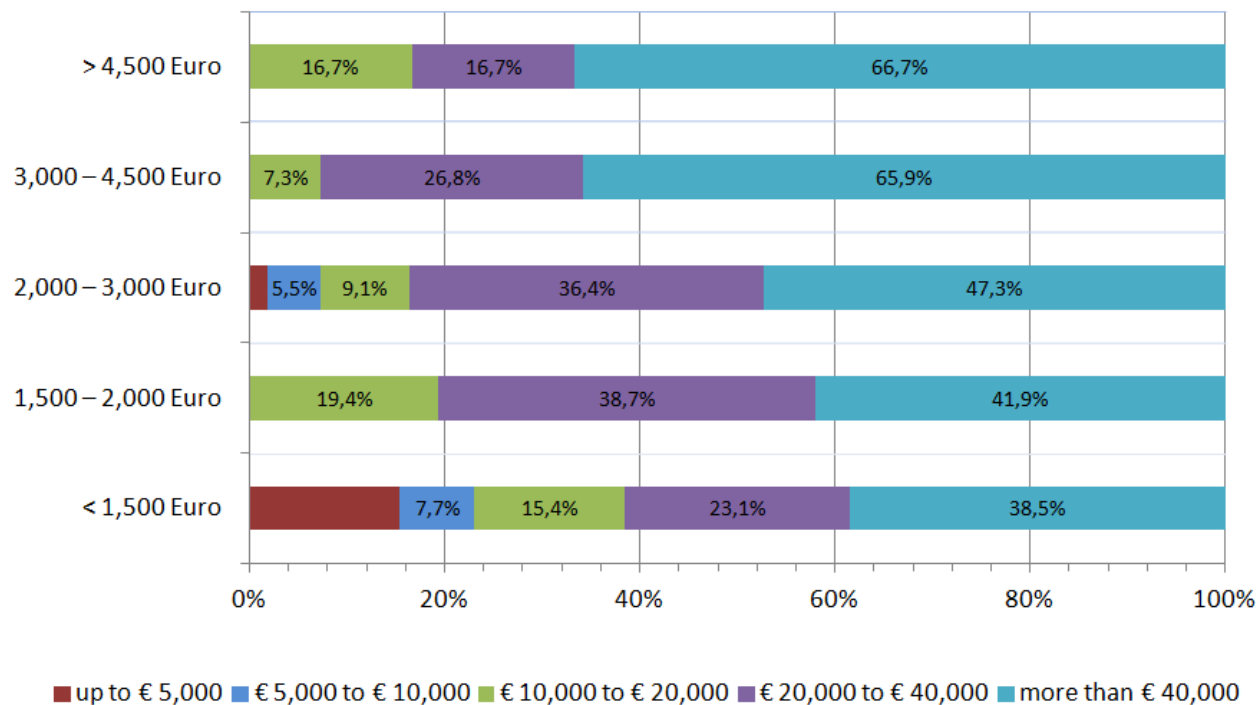
In older age groups also small investments, e.g. for maintenance procedures, play a certain role.

Younger people tend to invest more.

Income and willingness to invest



Income and willingness to invest



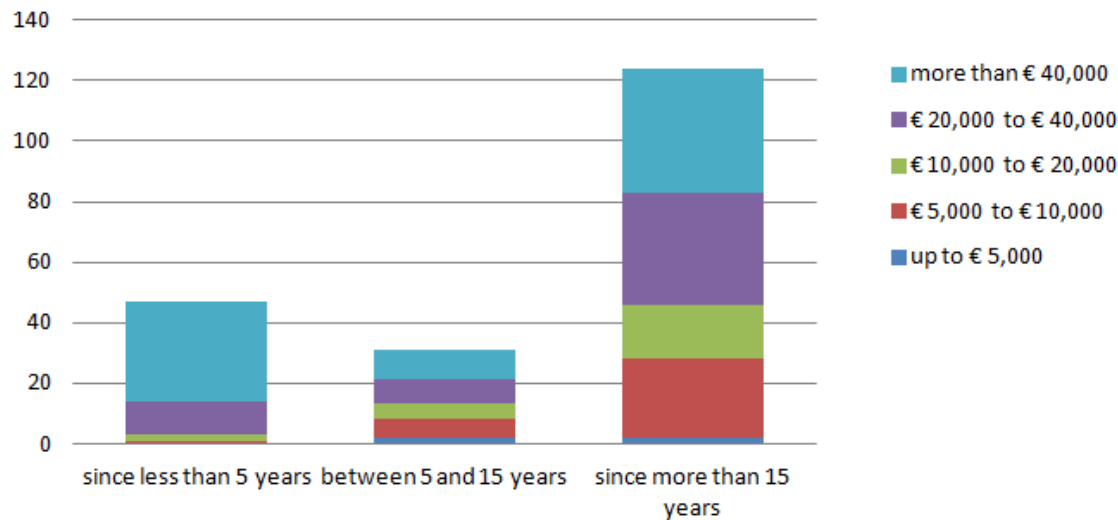
In general: income correlates with the amount of investment.

Length of ownership and willingness to invest



Length of ownership and willingness to invest

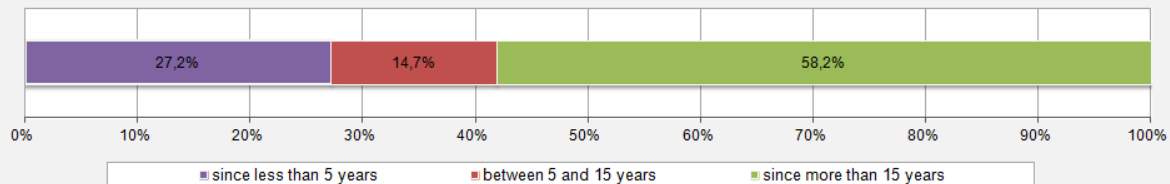
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Length of ownership is a relevant factor for willingness to invest

High willingness to invest for buildings which have been owned since less than 5 years

Length of ownership of buildings



Tailored, target group specific renovation offers



Model 1: „Age-appropriate and energy efficient“

- **Target group:** generation 50+, middle and high income
- **Motives:** comfort of living, conservation of value, retirement provision, environment and climate protection
- **Approach:** first contact via financial services providers; after that energy consulting

Model 2: „Purchase of single family houses“

- **Target group:** younger people, middle to high income
- **Motives:** wish to become a home owner, environment and climate protection, energy efficiency
- **Approach:** financial services providers; information campaigns, comprehensive energy consulting

Model 3: „Energy and housing subsidies consulting – energy & heating check“

- **Target group:** low income, old building, shorter length of ownership
- **Motives:** maintenance procedures, reduction of energy demand, increase of renewables
- **Approach:** low-threshold offers, plumbers, engineers, energy consultants

Model 4: „Step-by-step renovation“

- **Target group:** young to middle-aged; low willingness to take out a loan
- **Motives:** maintenance procedures, reduction of energy demand, environmental protection
- **Approach:** increase of personal benefits; emphasis on concrete opportunities for action

- **The building-owner typology oriented approach is a strong instrument for strengthening**
 - ◆ The volume of the renovation market
 - ◆ The quality of renovations (→ NZEB renovation)
 - **Building-owner typologies have to be considered within the whole renovation process**
 - **Knowledge on building-owner typologies has to be integrated in the education of professionals, esp. energy consultants**
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