

**The multi-dimensionality of decisions on energetic
refurbishment: Results of a qualitative study covering different
types of property owners**

- Study carried out by order of KfW Bankengruppe -

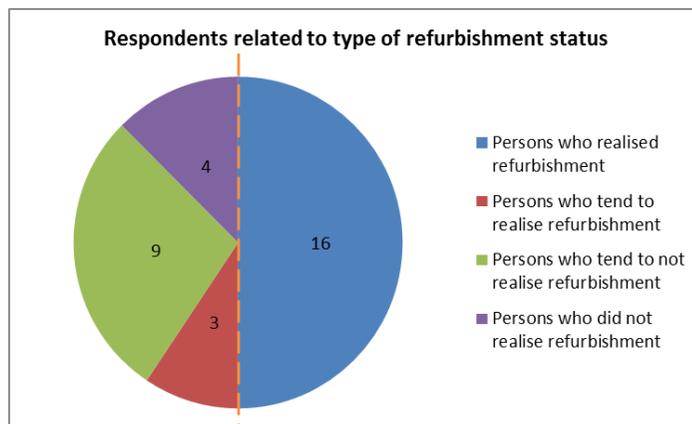
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- Description of the study: objectives, approach
- Main Results
- Starting points for overcoming barriers

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- Reconstruction of the decision-making process asking why some property owners decide to refurbish while other do not
 - Taking the view of the owners and their personal, subjective way of thinking
 - Elaborate on motives, barriers and considerations between decision-making factors
 - Focus on the interplay of different influencing factors
 - Lay the foundation for an advancement of effective actions to promote building renovation which are in line with the needs of property owners
 - Target group: Owners of different types of buildings within the old building stock
 - Owner occupiers, private landlords
 - Different types of households, different socio-demographic characteristics
 - Owners who did refurbishment and who did not

- Qualitative research approach
 - semi-structured interviews with private property owners
 - Complete transcription of the interviews and qualitative content analysis with Maxqda 11
- Selection of respondents
 - Challenge to identify owners who did refurbishment and owners who did not; and who correspond to different types of owners and types of buildings
 - 2 level approach following criteria-based contrasting: 1. selection of 3 cities in Germany; 2. Conduction of a screening containing all information for respondent selection
- Realised sample (N= 32 respondents)



- 50% owns a single- or two-family house; 50% a multi-family house; sample covers different building age classes
- 2/3 are owner occupiers, 1/3 private landlords
- Sample covers different household types: persons close to retirement age, childless owners, families with children

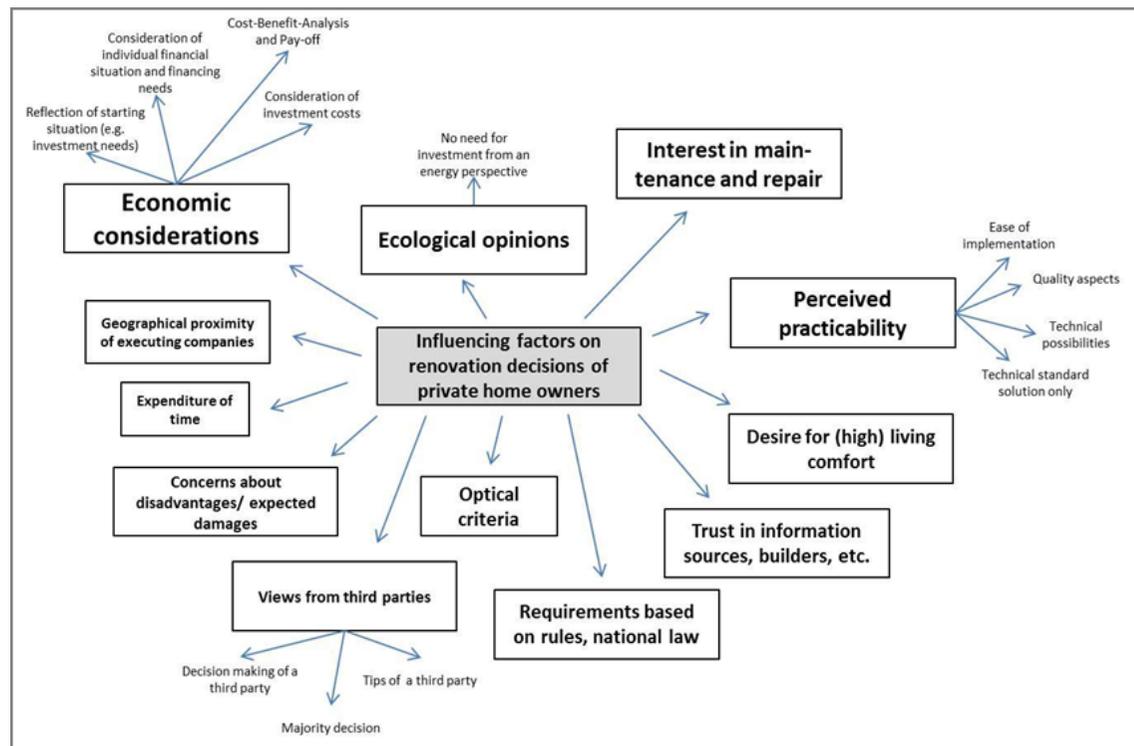
Main Results – 4 propositions

- Decision processes are multi-dimensional: many factors influence the decision-making process, but not each factor is relevant in each situation of for each owner, because
- Decisions on refurbishment depend on individual backgrounds of owners (and buildings)
- Each decision on refurbishment has two stages and usually needs a specific reason for it. At each stage there are specific barriers for the realisation of refurbishments
- Support with overcoming barriers is possible

1. Decision processes are multi-dimensional

The interviews show a total of twelve topics being relevant for decision-making

Among them economic considerations are very important, followed by ecological opinions and the interest in maintenance and repair of buildings



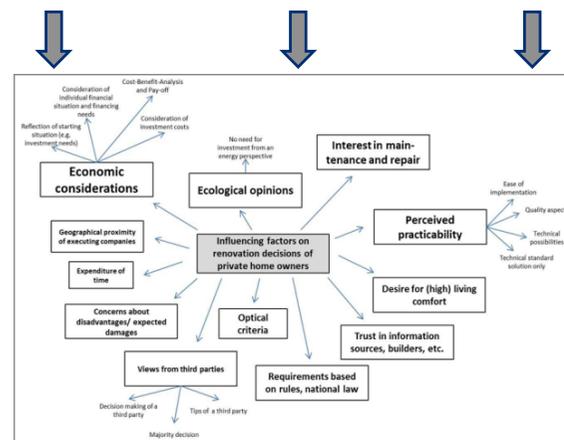
- Not all factors are relevant in each situation or for each owner, but several factors are weighed against each other
- Factors work as dimensions and therefore can have impact in both directions
 - ➔ owners weigh and assess factors differently
 - ➔ e.g. those who refurbish and those who do not consider same factors, but assess them differently

2. Decisions depend on the individual backgrounds

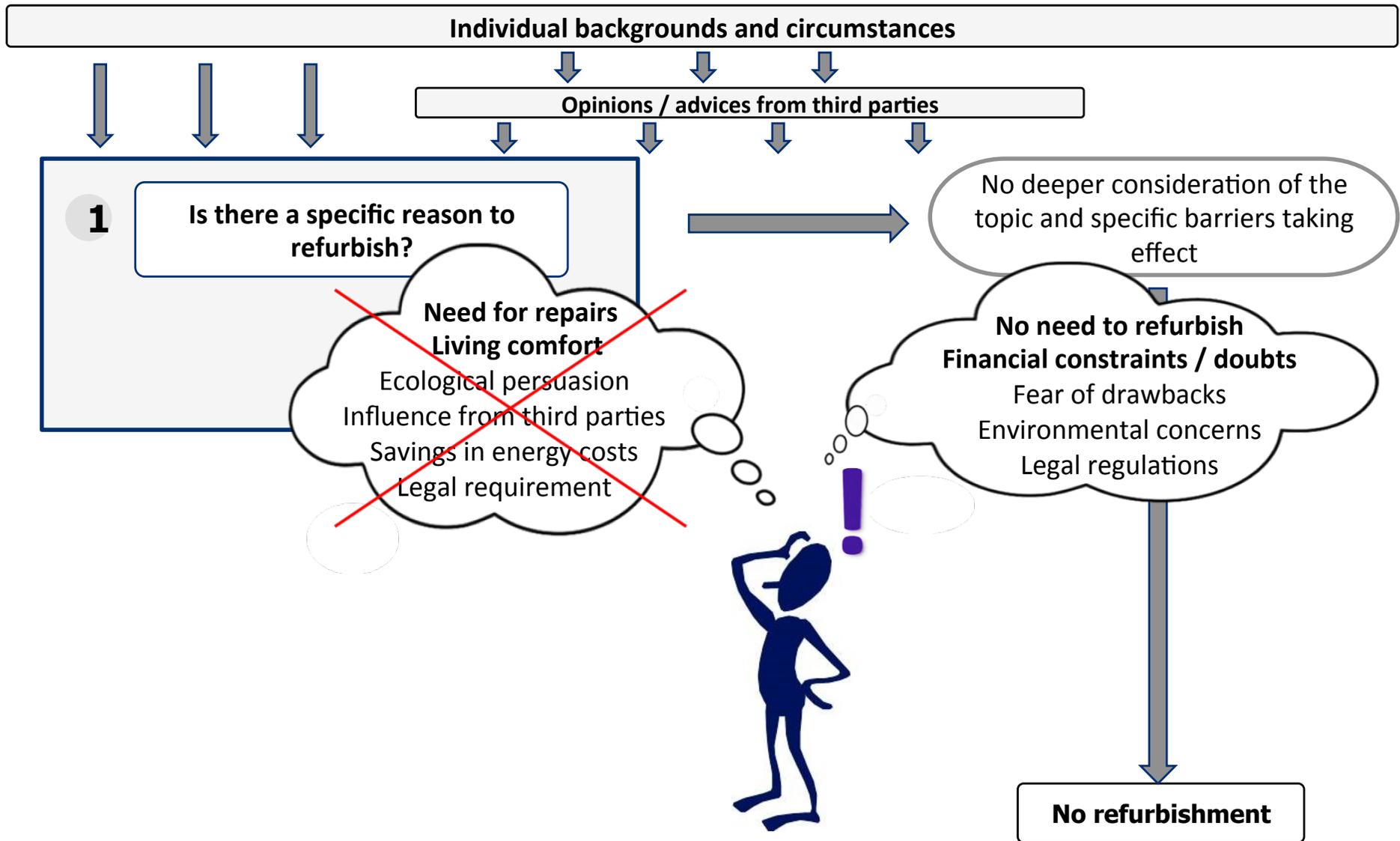
Backgrounds are crucial for the fact which different factors are considered and in which way they are valuated and assessed

Individual backgrounds and circumstances

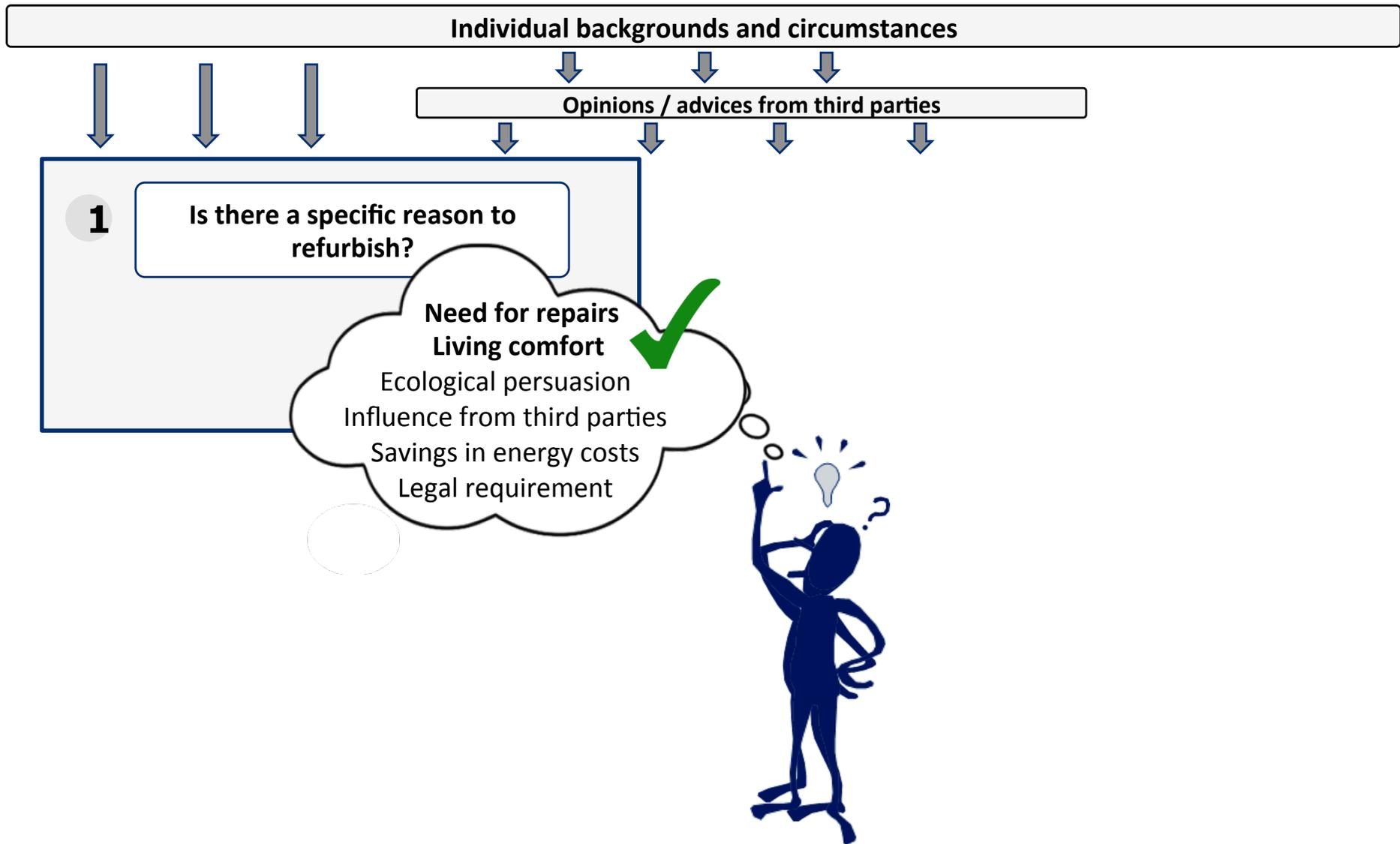
- **Personal living situation / socio-economic characteristics:** age, household size, family structure, capital resources
- **Perceptions of building condition and urgency of maintenance actions**
- **Individual goals associated with the building:** retirement security, being out of debt at retirement age, value retention
- **Use perspective of building** (purpose and clarity of purpose): remain family owned or not, not sure whether children will live in it
- **Date of acquisition of ownership**
- **Individual skills and knowledge, experiences, impressions from their environment**



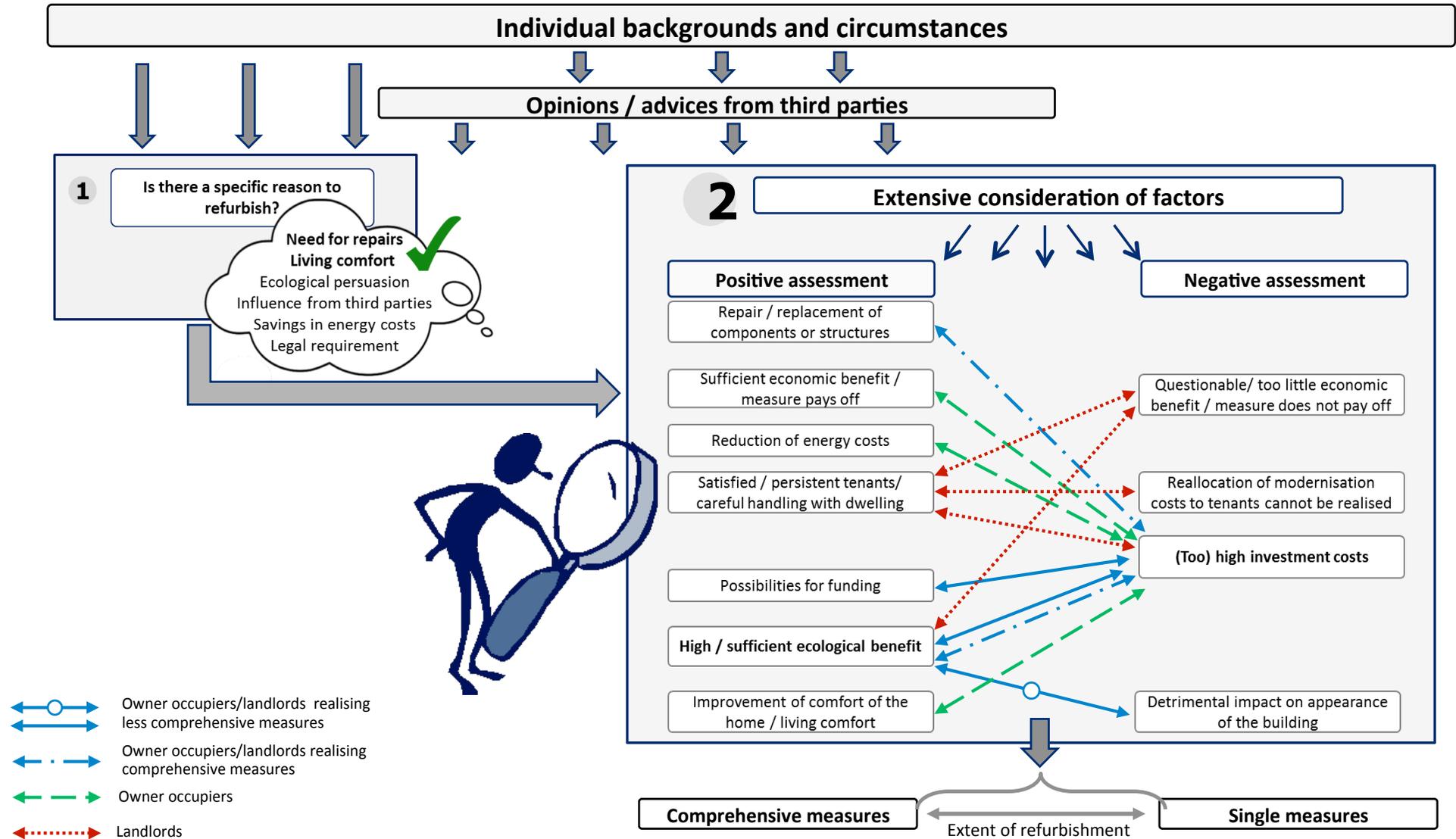
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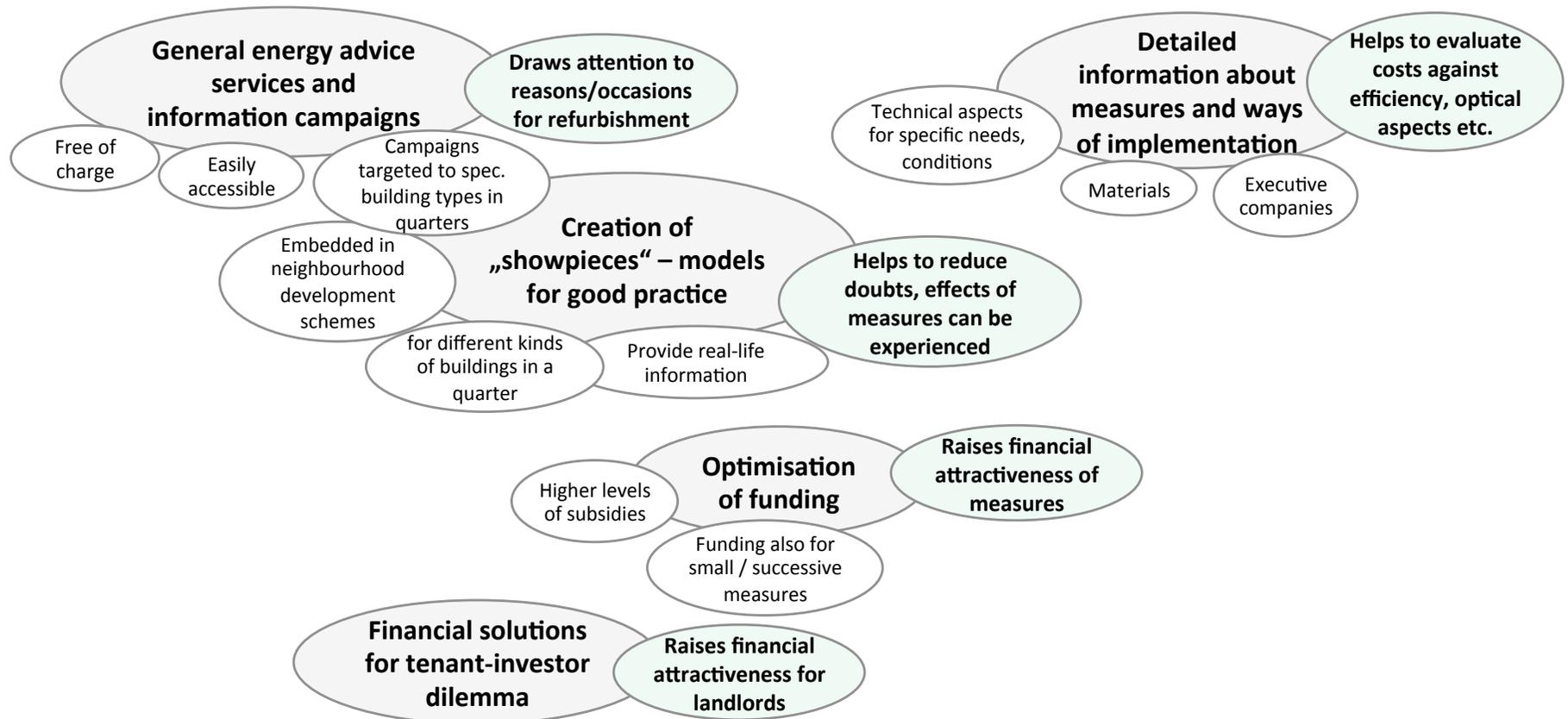


4. Starting points for overcoming barriers

Measures can benefit from strong influence of independent third parties and should aim at both levels

1. Create greater awareness for possible reasons for refurbishment (Level 1)

2. Support with detailed assessment of factors (Level 2)



Thank you for your attention !!

Questions?
Comments ?

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