



APARTMENT BUILDING RENOVATION SURVEY

Campaign preliminary survey report

Ordered by KredEx

January 2011



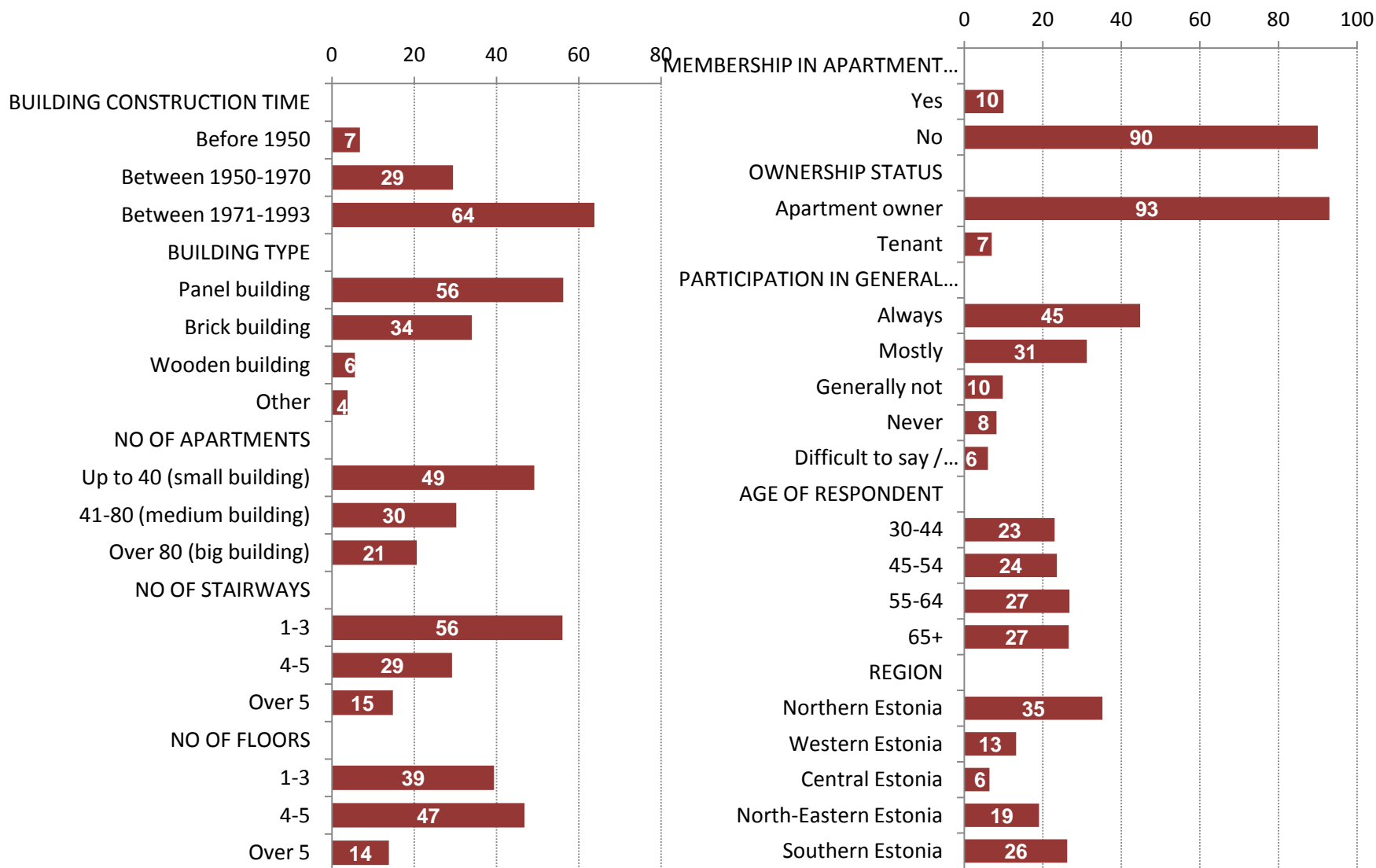
Part-financed by the European Union
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Partnership Instrument)



BACKGROUND OF THE SURVEY

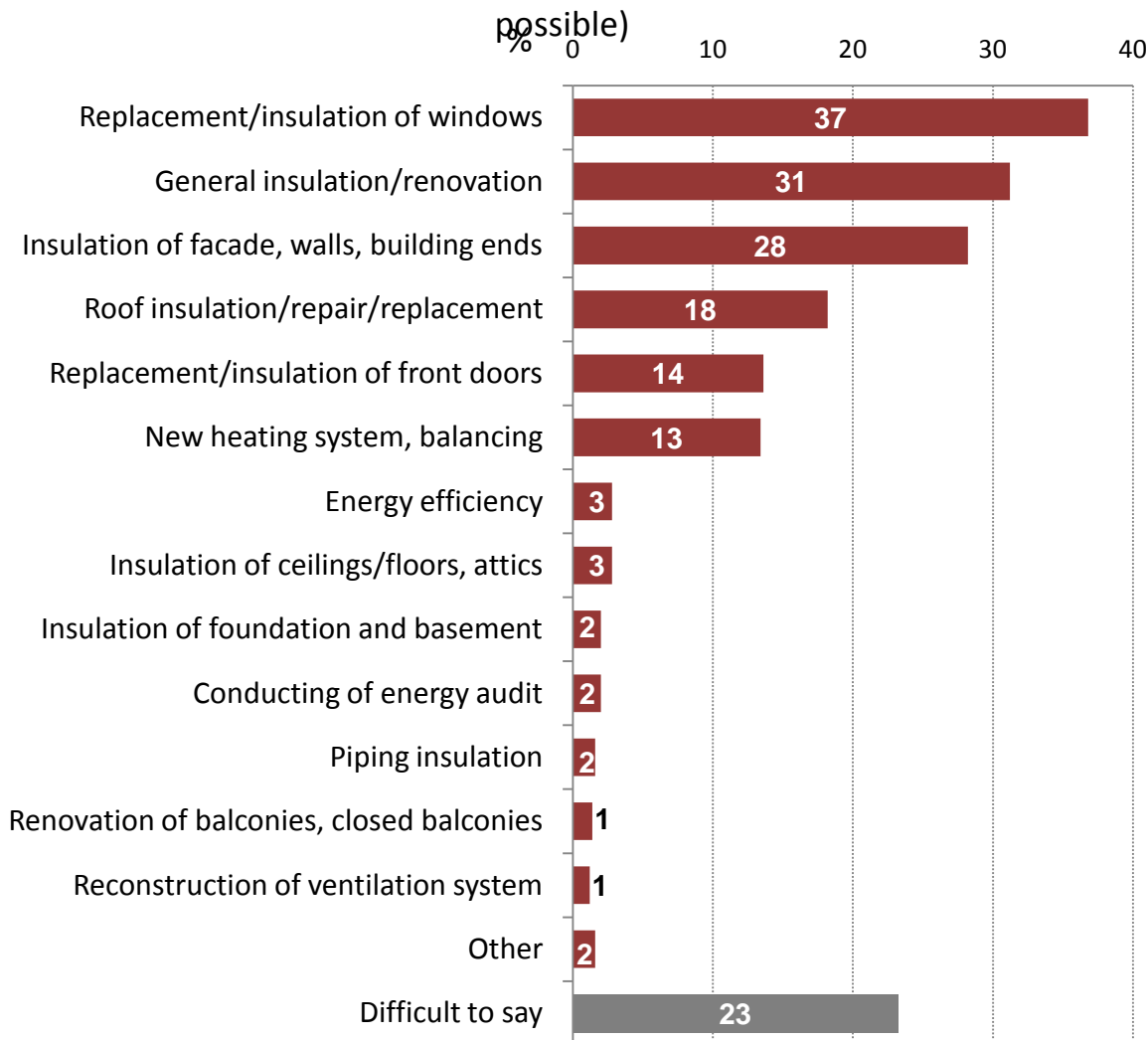
- **The task for the campaign preliminary survey** was to map the current situation in apartment associations: what are the attitudes towards renovation of apartment buildings, whether and to what extent it was done, for what reasons it is not done, what are the differences between target groups etc.
- **Methodology:**
 - Target group residents in the apartment buildings built until 1993 (90% of the sample) and chairmen of board/members of apartment associations (10% of the sample); age 30+
 - Method of the survey: phone interview (so-called CATI)
 - Method of the selection: random selection for residents, random selection from the Krediidiinfo database - for apartment association board members
 - Number of respondents: 500
 - Time of survey: 7-20 January 2011

RESPONDENT PROFILE (%)



Energy saving opportunities in apartment buildings

What are – to your knowledge – the most important activities apartment buildings can save energy with? (%; multiple answers possible)

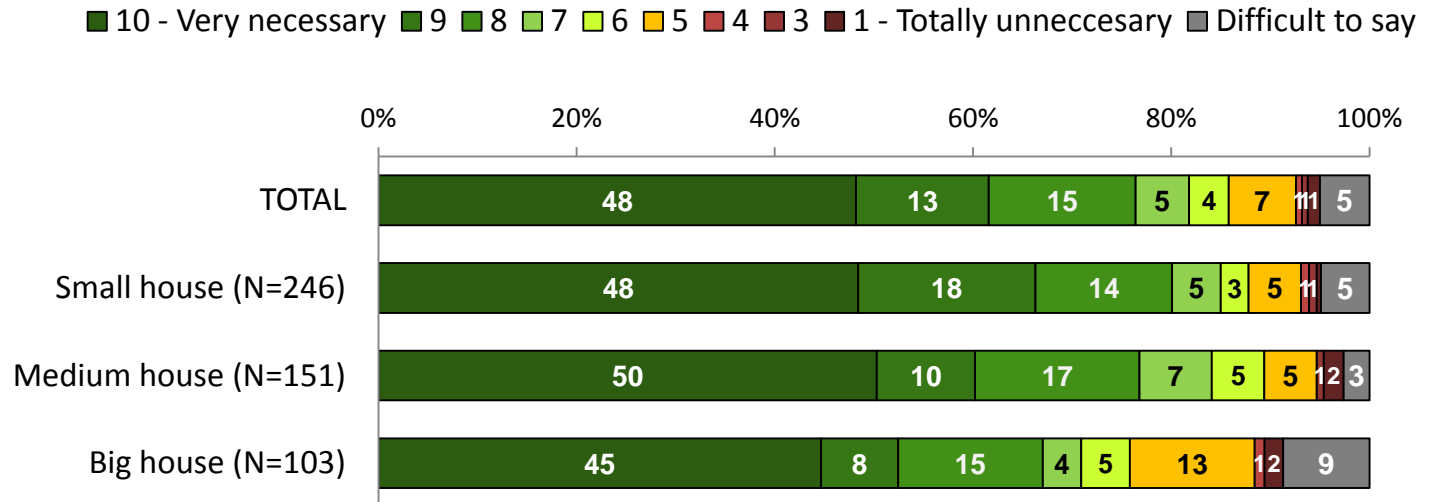


- As energy saving options, different activities related to **insulation of building** were mainly considered.
- More than on the average, replacement of windows was mentioned in panel buildings, roof insulation or replacement in wooden buildings.
- Chairmen of apartment associations mentioned all activities (excl. energy efficiency) more often than common residents.

Need for renovation to save energy

- The vast majority of apartment residents thought that renovation for the purpose of energy saving is **necessary**.
- Renovation is considered more important by:
 - Residents in smaller buildings
 - Residents of older buildings
 - Residents of wooden buildings
 - Respondents in Western and North-Eastern Estonia

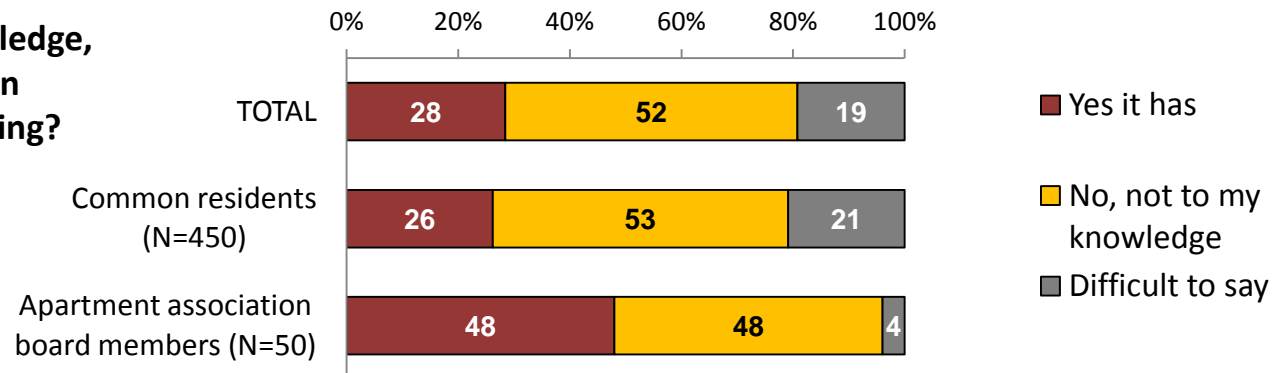
Do you personally consider renovation of apartment buildings necessary or unnecessary for the purpose of energy saving?



Conducting an energy audit

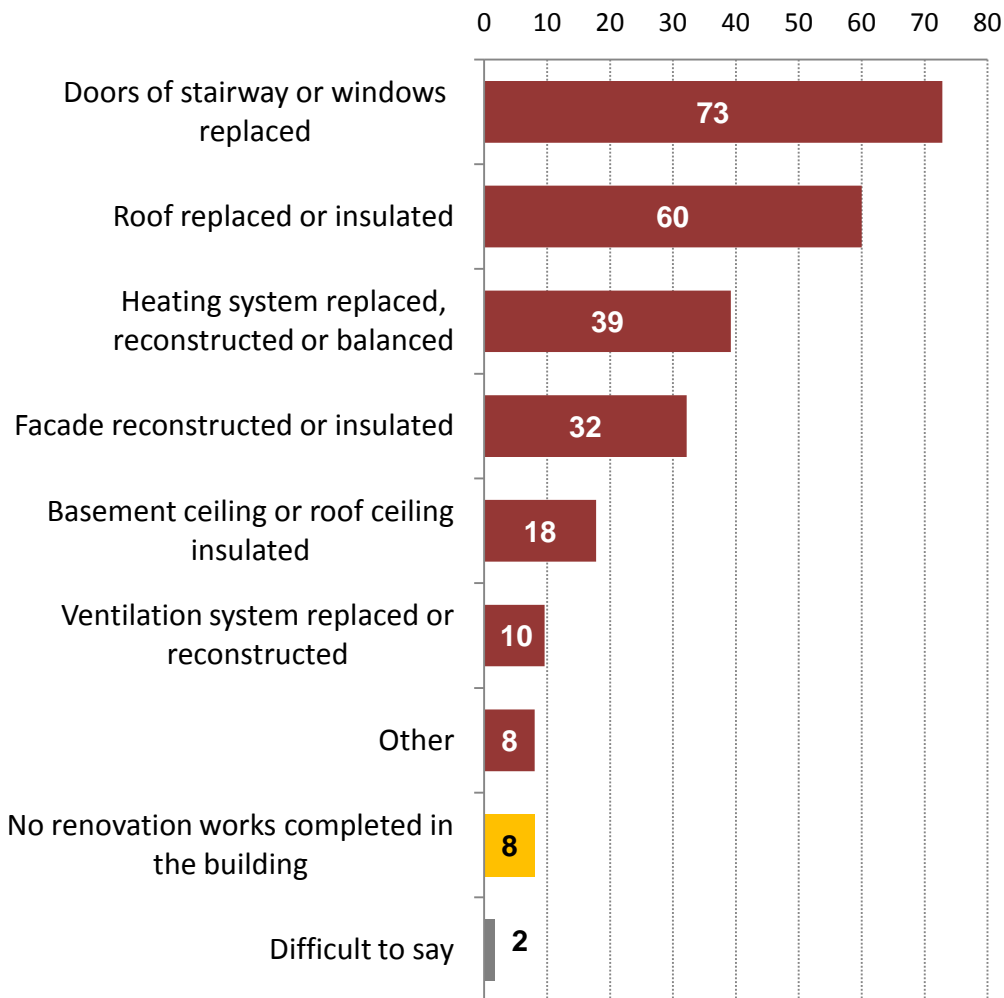
- Just over a quarter (28%) of respondents though that energy audit was conducted in their building.
- The fact that energy audit had been conducted based on the opinion of almost a half (48%) of apartment association board members and only a quarter (26%) of common residents, gives the reason to believe that not all residents **may be aware of** the conducting of energy audit.
- More often than on the average, energy audit was completed in:
 - medium-sized buildings, i.e. those with 41-80 apartments (45%);
 - panel buildings (32%; only 7% in wooden buildings);
 - Northern and North-Eastern Estonia (32-33%).

According to your knowledge,
has an energy audit been
conducted in your building?



Completed renovation works

What kind of renovation works have been completed in the building where you live? (%; multiple answers possible)

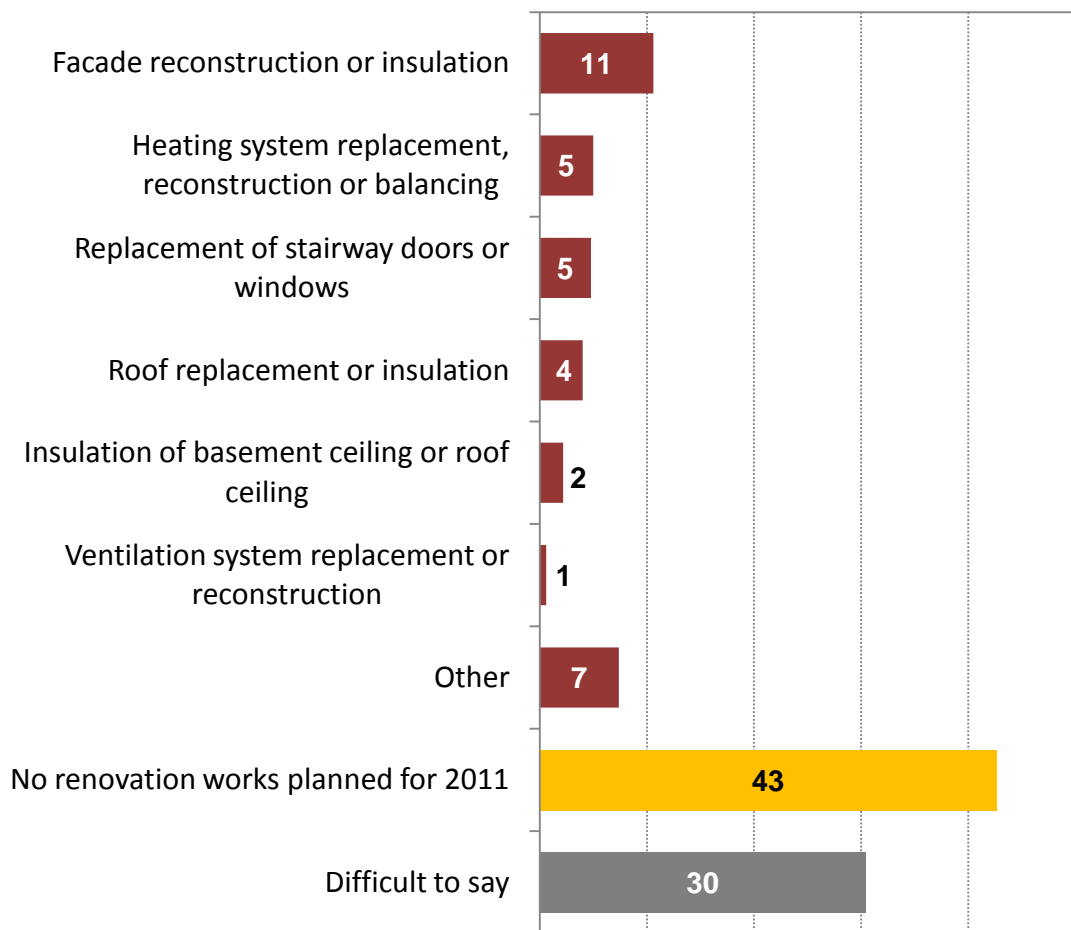


- In the greatest number of apartment buildings, **door of stairway or windows** have been replaced and **roof** insulated or replaced.
- In addition to the works listed, replacement of power system, basement windows and water pipes were mainly mentioned.
- No renovation works **have been conducted in 8%** of the apartment buildings. Above average, it occurs in
 - buildings constructed before 1950, and wooden buildings (21%);
 - buildings with less than 40 apartments (15%),
 - Western Estonia (15%).
- Main **reasons** for non-renovation are lack of money (60%), inactive association board (25%) and lack of consensus among residents (23%).

Planned renovation works in 2011

Are you aware of any renovation works planned to be conducted in your building during 2011? What kind of works?

(%; multiple answers possible) 30 40 50

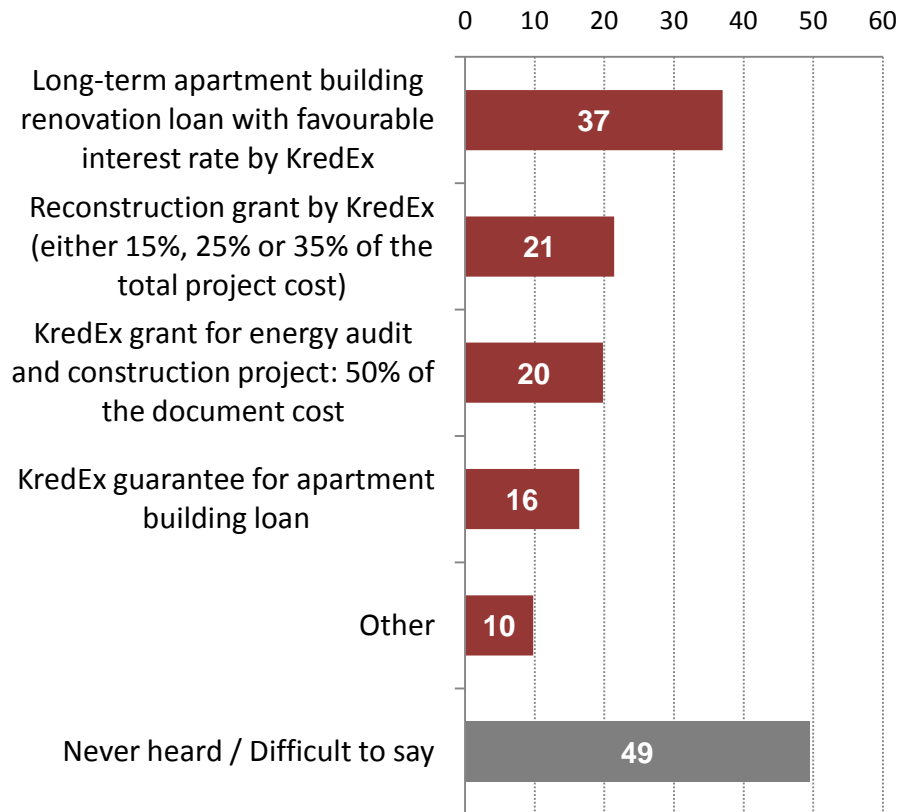


- In 2011, to the knowledge of residents, some renovation works are planned in **every fourth** (27%) apartment building. More different works planned were mentioned by apartment association board members.
- In most cases, facade work is planned. In addition to the given options, stairway repair, piping replacement and balcony renovation were mentioned mostly.
- Those planning some renovation works were more than on the average found in:
 - buildings constructed between 1971-1993;
 - medium-sized buildings;
 - panel buildings;
 - Central and Southern Estonia. 8

Awareness of different financing measures

Do you know what financing measures, in addition to residents' own resources, can apartment associations use for renovation?

(%; multiple answers possible)

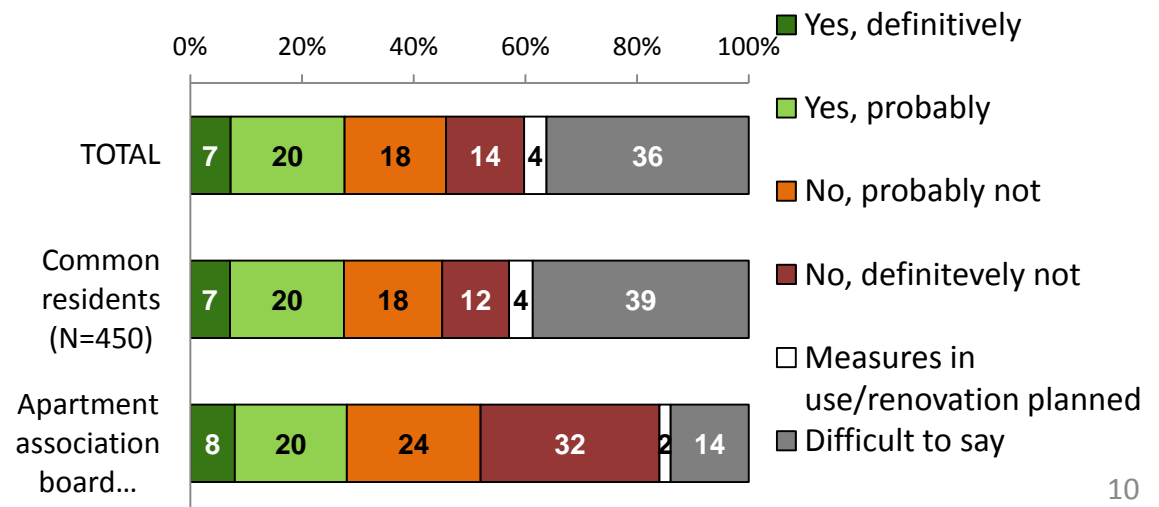


- **43%** of the respondents had heard of at least one of at least one of the financing measures offered by KredEx.
- The most known is the **long-term apartment building renovation loan with favourable interest rate** by KredEx.
- Above average frequency, no financing measure was mentioned by residents:
 - of wooden buildings;
 - of big buildings (with over 80 apartments);
 - of buildings constructed before 1950;
 - of Central Estonia;
 - of older age (55+);
 - not connected with apartment associations.
- In addition to those provided by KredEx, bank loan as well as local government grant and state grant were the ones mentioned mostly.

KredEx grants as a motivator for renovation

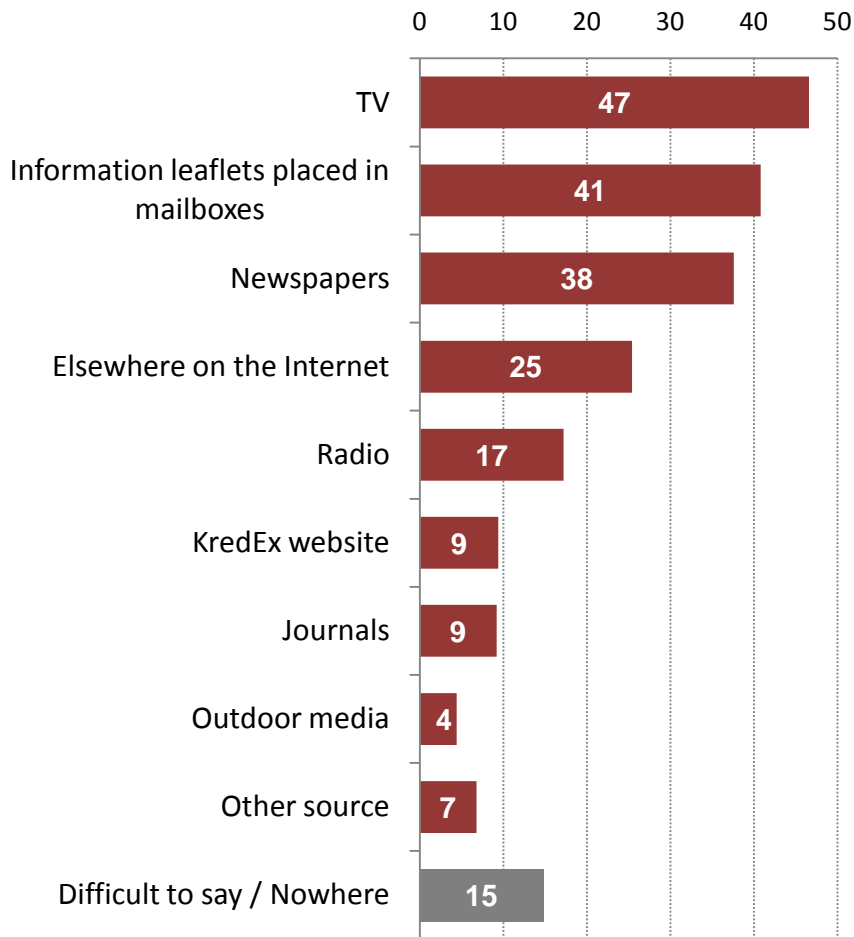
- Just **over a quarter** (27%) of the respondents found that grants and loans offered by KredEx **could motivate** their apartment association to conduct their building renovation in 2011.
- For more than a half of apartment association chairmen, opportunities offered by KredEx were insufficient motivators for renovation; but almost one third of common residents had often no opinion on this matter.
- The younger the respondents were, the more often they thought that those measures would motivate to conduct renovation. More frequently, the respondents residing in smaller buildings and those participating in general meetings consider the KredEx measures motivating as well.

Are the reconstruction grant and the loan with favourable interest rate offered by KredEx measures that are motivating enough for your apartment association to conduct the renovation of your building?



Information sources drawing attention

Let's say that there is an information campaign on building renovation. In which sources would the information most probably draw your attention?
(%; multiple answers possible)

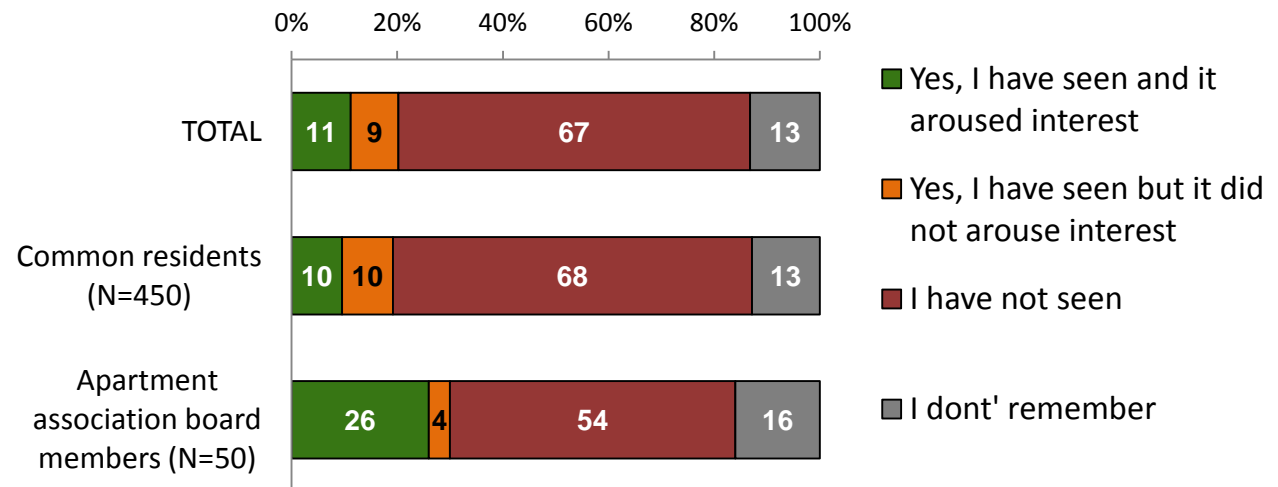


- The best places to communicate on renovation are **TV, information leaflets** placed in mailboxes and **newspapers**.
- Leaflets placed in mailboxes and information in newspapers would draw the attention of most apartment association chairmen. This target group also mentioned Internet (incl. KredEx website) more than other residents.
- In North-Eastern Estonia, TV and Internet were mentioned much less than in other regions; however, leaflets placed in mailboxes were mentioned slightly more than on the average.
- In addition to the options given, the residents would like to obtain information from apartment association or internal

Spotting of information leaflet *Terve Kodu (Healthy Home)*

- The information leaflet on building renovation called Terve Kodu was noticed by 20% of respondents. It was interesting for over a half of them (11%).
- Those, who had seen the leaflet more often than on the average and were interested in it, were
 - apartment association board members;
 - respondents in Central Estonia;
 - residents of panel buildings;
 - residents of buildings constructed between 1950-1970.

In November 2010, information leaflet on building renovation called Terve Kodu reached the mailboxes of apartment buildings. Have you seen such a leaflet and was it interesting for you?



SUMMARY AND CONCLUSIONS I

- The vast majority of apartment residents finds that renovation for the purpose of energy saving is necessary. Building insulation was seen as the main option to save energy. It seems that many residents have got the message about renovation as an opportunity to improve a building's heat retention and thus save energy in the long term context.
- **Energy audit – meant for the basis of a considered renovation – is completed by only a bit more than a quarter of apartment buildings, according to residents' responses.** However, here it can be believed – due to different opinions among apartment association board members and common residents - that all residents may not have been aware of an energy audit having been conducted in their building.
- **As current renovation works, most of the works done included stairway door replacement or replacement of windows (in 73% of buildings), as well as roof insulation or roof replacement (60%).** In more than one third of buildings, heating system has been replaced, reconstructed or balanced, and in one third of buildings, facade has been reconstructed or insulated.
- However, no renovation work has been done in 8% of apartment buildings. In most cases, those are smaller and older apartment buildings. Main reasons for non-renovation are lack of money, inactive association board (25%) and lack of consensus among residents.
- In 2011, to the knowledge of residents, some renovation works are planned in every fourth (27%) apartment building. In most cases, facade work is planned. An above average number of renovation planners are in newer, medium-sized and panel buildings.
- 43% of respondents have heard of at least one financing measure offered by KredEx. The most known is the long-term apartment building renovation loan with favourable interest rate by KredEx. 20% of the respondents have seen the leaflet on building renovation called Terve Kodu and it was interesting for a half of them. As expected, apartment association board members are better informed and more interested in the topic.

SUMMARY AND CONCLUSIONS II

- Just over a quarter (27%) of the respondents finds that grants and loans offered by KredEx could motivate their apartment association to conduct their building renovation in 2011. At this point, it became evident that attitudes of apartment association chairmen towards the motivating impact of support measures are rather sceptical (56% do not find them motivating). Common residents often have no clear position.
- According to the results of the survey, the best places to communicate on renovation are TV, information leaflets placed in mailboxes and newspapers. Leaflets placed in mailboxes and information in newspapers would draw the attention of most apartment association chairs. For common residents, TV is the most preferred way of receiving information.
- As apartment association board members are more aware of renovation than common residents, and their preferences for information sources are somewhat different, approaching to apartment association chairmen as a separate target group in the campaign could be considered. While the campaign messages aimed at common residents could include more general, educative and interest-generating aspects, apartment association chairpersons need definitively more detailed information about specific (financing) options. In turn, apartment association members and general meetings are information channels through which information will eventually reach the residents.
- **Pursuant to the survey, smaller apartment buildings could also become an important target group for the campaign.** In buildings with less than 40 apartments, less renovation works have been conducted than in bigger buildings – and there are also less planned for the current year. On the other hand, residents of smaller buildings consider renovation necessary more often than on the average and find that the KredEx grants could motivate renovations in their building.

Additional information

Saar Poll OÜ

Endla 4, 10142 Tallinn, Estonia

Ph: 6 311 302

E-mail: infosaar@saarpoll.ee

www.saarpoll.ee