

# Wood in your home

- A survey in seven European countries regarding interior decoration styles and the interest for Swedish interior pine products for the home.

Financier:



Project group:



:Data Collection



# Preface

This is the second study performed within the science- and development program BioInnovation – The future of bio based building and housing (FBBB) and the subproject, market conditions and customer preferences. The purpose of the study was to answer questions such as:

- Do the preferences for pine differ in different countries? How?
- Which interior design styles are preferred and how does pine fit in to those styles?
- What preferences exist for different interior products in different European countries?

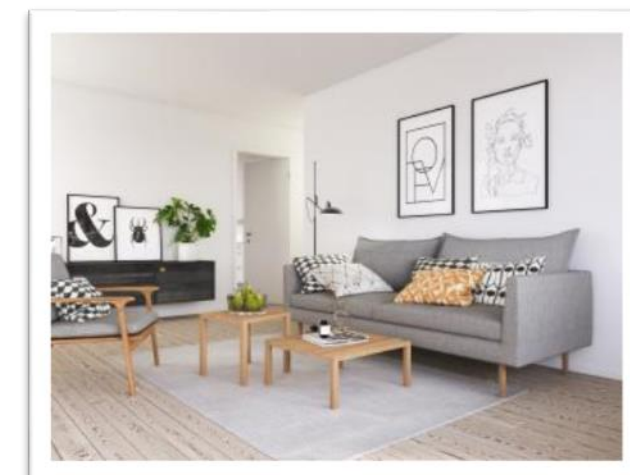
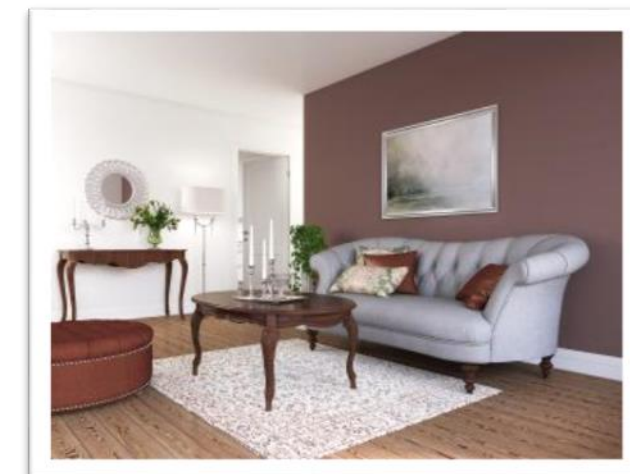
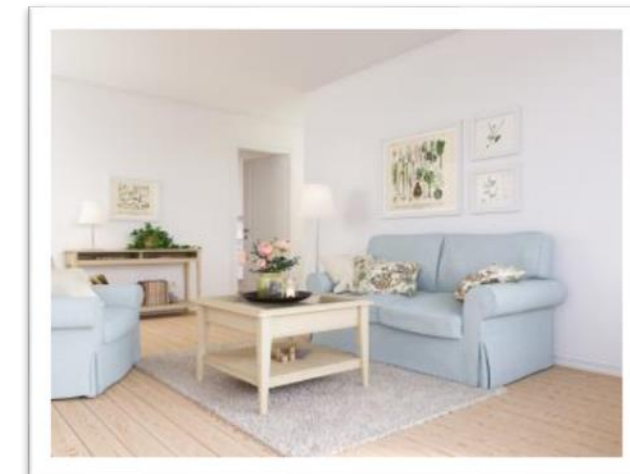
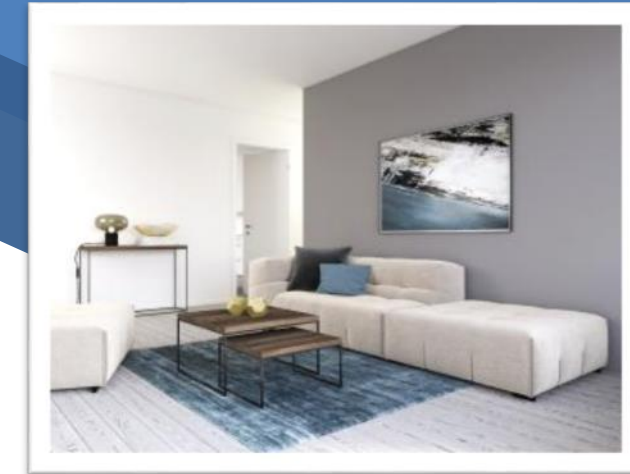
The study was performed as a survey in seven European countries – Sweden, Norway, Great Britain, Poland, Germany, France and Spain. In total over 7000 answers were collected.

The survey and following analysis was done by Mantap Global AB on behalf of the project group, Visualisera AB contributed with it's interior expertise.

The results show there are differences between interior styles between the countries and also where in the room pine products are preferred. Floors and furniture contribute positively to attractiveness in most countries, and that there may be too much wood. A general conclusion is that performing market surveys helps to gain more accuracy and competitiveness when it comes to product development.

Project group: Luleå technical university, Linköping university and the industry organization Swedish Wood.

Partners: Partners: Norra skogsägarna, SCA, SSC Skellefteå AB, Svesskog and träBranschNorr.



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## Method:

- Quantitative through a web-based questionnaire.  
The survey is conducted through a web survey using random assessment that represents the target group.
- **Target group:**  
A nationally representative selection of men and women aged 20 – 65 in: Sweden 🇸🇪, Norway 🇳🇴, Great Britain 🇬🇧, Germany 🇩🇪, Poland 🇵🇱, France 🇫🇷 and Spain 🇪🇸.
- **Data collection period:**  
2018-07-11 – 2018-08-15.
- **Completed interviews:**  
7434.
- **Number of questions:**  
35.
- **LOI (Length of Interview):** 12 minutes
- We have calculated statistical significance for a standard confidence level of 95%.

## **Background:**

- For many decades Swedish pine wood have been sought after on the international market. In recent years this has changed and suppliers of pine products have lost sales and market shares. There are several reasons for the decline but a question that has remained unanswered is if preferences about wood in general and pine specifically has changed among consumers. Manufacturers of pine products are therefore interested in finding out what people´s preferences for visible wood are in different markets, what the different use cases/products are, their interest in different surface treatments and how this affects the markets preferences for Swedish pine wood in general.

## **Purpose:**

- The overall purpose of the study is to identify different markets requirements and expectations for interior wood products for building and housing, especially when it comes to pine.

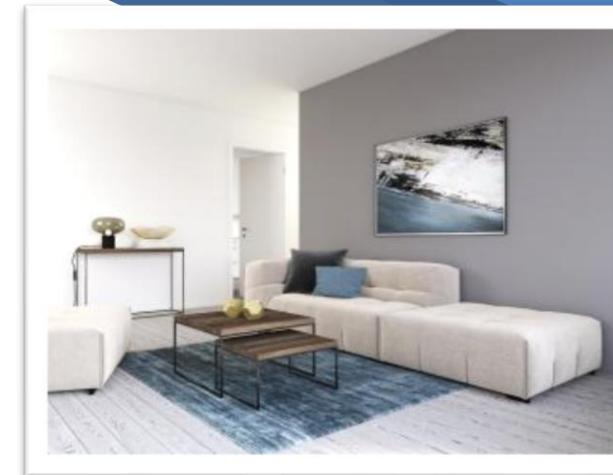


# About the styles

*The respondents have answered how they perceive different interior styles. They have been defined by the project group and are described below.*

## **The Modern style**

Few decorations and a minimalistic design of both furniture and fittings. Apparently easy meetings between different materials and different designs. with no or very simple borders. As in the Scandinavian style, the colours are mainly black, white and grey, with an emphasis on smoky and dark colours. The properties of the materials are in focus, and glossy, matt and rough are enthusiastically mixed to produce the desired effects.



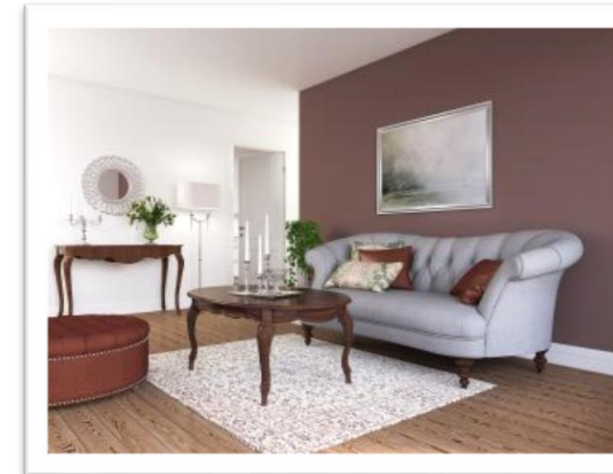
## **The Country style**

The country style can be both robust and romantic, but the chosen style is intermediate with sturdy tables but light and floral accessories. It also leans a little towards the lighter Scandinavian country style with pinewood flooring, white glazed panelling and profiled borders. The cushion covers are somewhat more European and come from Laura Ashley.



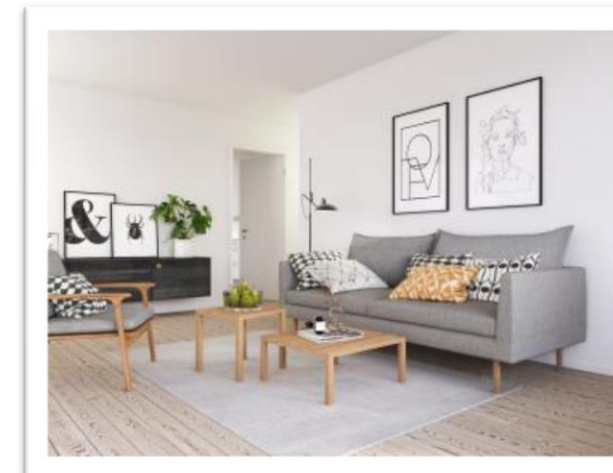
## **The Classic style**

In the classic style, a dark background wall was chosen with historicizing mirrors with wooden frames. The atmosphere in the room is warm and cosy with a graceful design of furniture and borders. The dark rather heavy colours are brightened by metal, glass and a high gloss in the treatment of wooden features and fabrics. The furniture and fittings are rich in detail.



## **The Scandinavian style**

Graphic patterns combined with the classic Scandinavian furniture design with a tendency towards the minimalistic. The walls have smooth panels and simple borders. The colours are black, grey and white with wooden tones with some accent colour. Clean, simple surfaces together with well-made but, from a design point of view, simple wooden furniture.



# About the study

## Comparative values

On questions where the response options are distributed on a scale (1-5), we have chosen to merge the two options that indicate if you are positive and the two that indicate if you are negative. This makes it easy to compare how well different styles (or alike) has performed.

### For example;

#### Could you imagine having the modern style in your home?

1. Yes, I like it a lot – 50%
2. Yes, I like it – 25%
3. Neither like nor dislike it – 10%
4. No, I don't like it – 5%
5. No, I don't like it at all – 10%

This would mean that for the above question 75% are positive (chosen alternative 1 or 2) and 15% would be negative (chosen alternative 4 or 5). There is also a neutral group (chosen alternative 3) which make up 10%.

# Summary and reflections



## **Interior decoration styles**

The modern style is the most preferred, in all countries. The Scandinavian style is the second most preferred, followed by the country style. The classic style is the least preferred, in all countries.

## **Suitable quantity of wood in different styles**

The alternative "wood in the floor and furniture" is the most preferred amount of wood for all interior styles. The alternative "wood in the floor, furniture and accent wall" is the second most preferred amount of wood for all styles. The alternative "no wood" is the least preferred amount of wood for all styles.

## **Where in the room to put wood material**

More people stated they do not want wood in the kitchen compared to the living room and bedroom. Furniture (one or more pieces) and Door are popular places to have wood in for all 3 rooms. Having wood in all walls is the least preferred alternative. The preferences for where to put wood are similar for the living room and bedroom, the kitchen differs somewhat.

## **Flooring material preferences**

Wood/Parquet is the most popular flooring material in the living room and bedroom, in the kitchen it's Tiles/Clinker tiles/Stone. Wood/Parquet places second in the kitchen. The preferences for flooring materials are similar for the living room and bedroom.

## **Importance of three factors when purchasing a floor**

How easy it is to keep clean is considered the most important factor, by some margin, in all countries. The option of home delivery is considered to be the second most important factor in all countries except Spain where the option of assistance with installation is considered to be of equal importance. The difference in importance between home delivery and assistance with installation is relatively small in all countries.

## **Colour scheme preferences for wooden flooring**

The light colour scheme is the most popular option in all countries, by some margin. The white, dark and untreated colour schemes are similar in popularity. The coloured colour scheme is the least popular in all countries.

## **Pine in wooden flooring**

Most people like to use pine but almost as many state that they generally prefer other types of wood. That the type of wood does not matter is the third most popular alternative. Being unsure/of no opinion is the least popular alternative.

## **Visible knots in wooden flooring**

Most people like to have visible knots in wooden flooring, especially in Poland. Flooring without visible knots is the second most popular alternative. Few respondents want painted flooring and even fewer would never chose to have wooden flooring at home.

## **What type(s) of wall covering is preferred at home**

Painted surface is the most preferred alternative in all rooms. Wallpaper is the second most popular alternative in the living room and bedroom, in the kitchen it is Tiles/Clinker tiles/Brick. Wooden panelling places third in the living room and bedroom and in fourth in the kitchen. Just as when choosing flooring material, the preferences for wall coverings are similar in the living room and bedroom, while the kitchen differs somewhat.

## **Importance of three factors when purchasing wall covering**

As when purchasing a floor, how easy it is to keep clean is considered the most important factor in all countries, by some margin. The option of home delivery is considered to be the second most important factor in all countries except Spain where the option of assistance with installation is considered more important. The difference in importance between home delivery and assistance with installation is relatively small in all countries.

## **Colour scheme preferences for wooden panelling**

The light colour scheme is the most preferred one, just as it was when choosing colour schemes for wooden flooring. There is a big difference though, the white colour scheme is almost as popular as the light one when it comes to wooden panelling. The untreated colour scheme is the third most popular, followed by the dark colour scheme in fourth place. The coloured colour scheme is again the least preferred alternative, even though more preferred for wooden panelling compared with for wooden flooring.

## **Visible knots in wooden panelling**

Just as for wooden flooring, most people like to have visible knots in wooden panelling, and again especially so in Poland. Flooring without visible knots is the second most popular alternative. More people stated that they would never have wooden wall panels at home compared to never having wooden flooring at home.

## **Interest in interior decoration/renovation**

In Poland, France and Spain more people describe their interest as great. In Sweden and Norway less people describe their interest as great.

## **Influence on purchasing decisions from different persons**

You yourself is considered to have the greatest deal of influence in all countries. Family/relatives/friends is considered to have the second most influence in all countries, except in Spain. Spain differs a lot from the other countries, in short all groups are considered to have a bigger influence compared with the other countries. Shop staff is the group with the least amount of influence in all countries.

## **Rank the factors, price, quality and appearance/design when buying floor and wall covering**

There are pretty big differences between how the different countries rank the factors, but in general one can say that price is considered to be most important, followed by quality and appearance/design is considered the least important.

## **Where to purchase interior decoration products**

To purchase interior decoration products in a shop is the most preferred option in all countries. Norway, Spain and Poland have more people who want to purchase in a shop compared with the other countries. Being neutral is the second most common alternative, in all countries. Purchasing online is the least preferred alternative in all countries. Sweden and Great Britain have more people who want to shop online compared with the other countries.

## **Three statements regarding interior decoration products**

To “value products that have a low environmental impact” is the statement most agree with. That “wood is generally better than other materials, from an environmental perspective” is the second most agreed with statement. “I am willing to pay more for a product if it is better for the environment” is the statement least people agree with.

## **Willingness to pay more for an environmentally friendly interior design product**

Most people are willing to pay 6-10% more. Paying 11-25% more is the second most preferred alternative and in third place is paying 1-5% more. Paying more than 50% extra is the least preferred alternative.



**Trying to find overarching themes in a survey is difficult and should be taken with a pinch of salt as they are based on interpretations of the results. With that said, there are a few observations worth highlighting:**

- Sweden, Norway and Germany seem to have similar preferences in many of the questions.
- France chooses, to a greater extent than the other countries, alternatives other than wood when possible.
- Sweden, Norway and Poland choose, to a greater extent than the other countries, to use wood instead of other alternatives.
- The preferences for flooring material, colour schemes and wall coverings are similar for the living room and bedroom.
- Spain often has extreme preferences. That is to say they either end up at the top or bottom when comparing the results of the different countries.

# Results and Analysis



# Interior design styles

This is the question the respondents answered.  
The results are found on the following page.

### Interior design styles

In this section, we are interested in what you think about the following four interior design styles.

\* Could you imagine having any of these styles in your home?  
For each style, answer by choosing one of the options in the drop-down menu under the image.



Modern

✓ -- Select --  
Yes, I like it a lot  
Yes, I like it  
Maybe, I neither like nor dislike it  
No, I don't like it  
No, I don't like it at all



Country

✓ -- Select --  
Yes, I like it a lot  
Yes, I like it  
Maybe, I neither like nor dislike it  
No, I don't like it  
No, I don't like it at all



Classic

✓ -- Select --  
Yes, I like it a lot  
Yes, I like it  
Maybe, I neither like nor dislike it  
No, I don't like it  
No, I don't like it at all



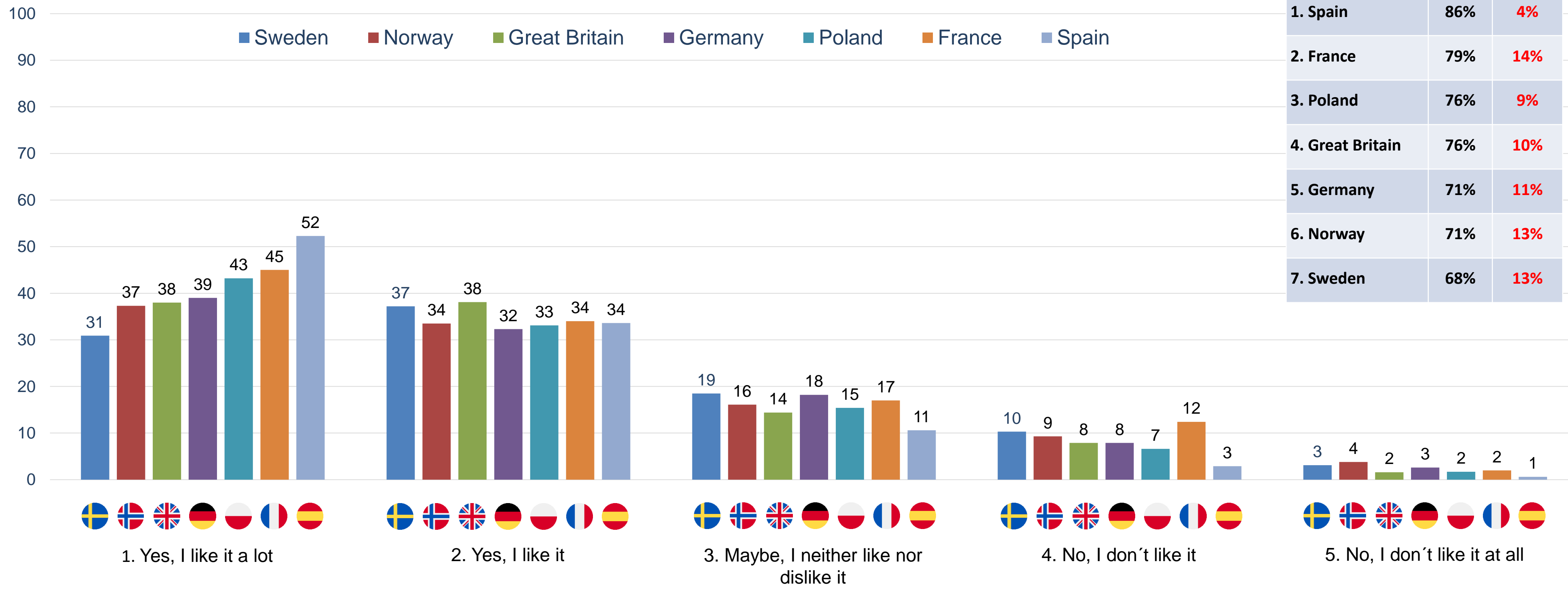
Scandinavian

✓ -- Select --  
Yes, I like it a lot  
Yes, I like it  
Maybe, I neither like nor dislike it  
No, I don't like it  
No, I don't like it at all

# Question 1: Could you imagine having the modern style in your home?



## Modern style



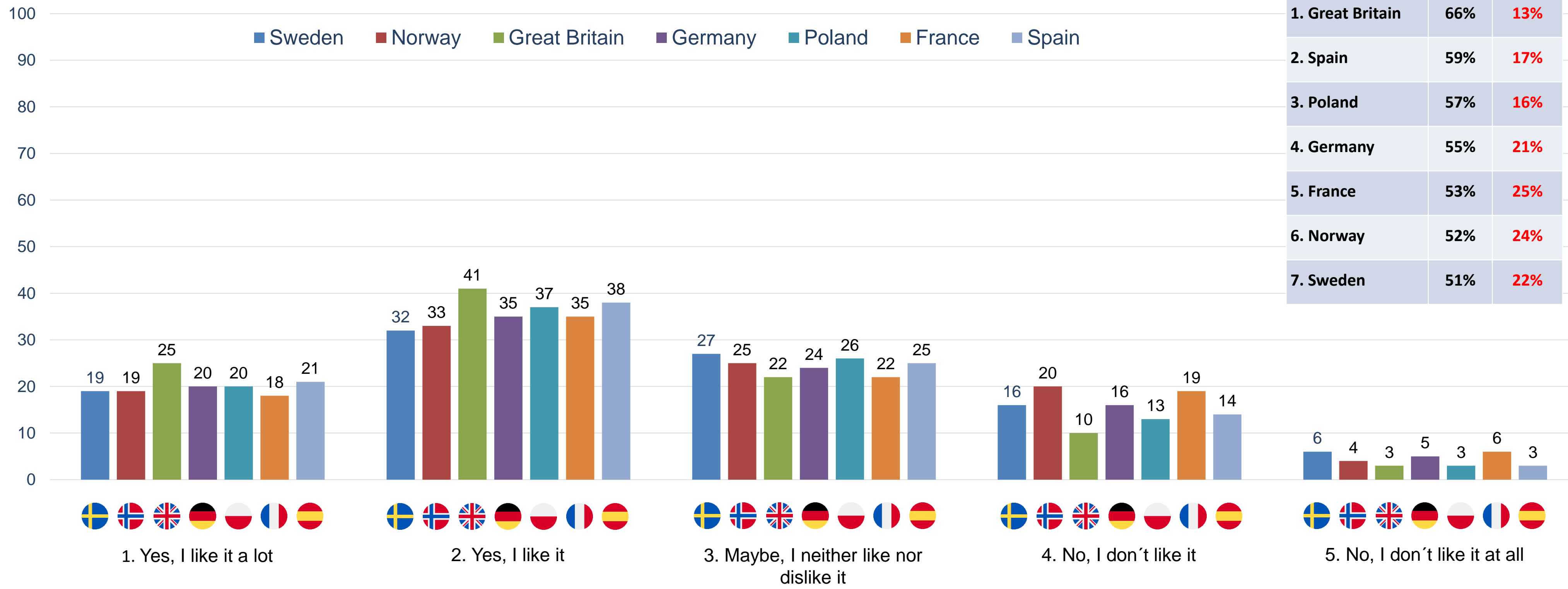
Country	Positive	Negative
1. Spain	86%	4%
2. France	79%	14%
3. Poland	76%	9%
4. Great Britain	76%	10%
5. Germany	71%	11%
6. Norway	71%	13%
7. Sweden	68%	13%



# Question 1: Could you imagine having the country style in your home?



## Country style

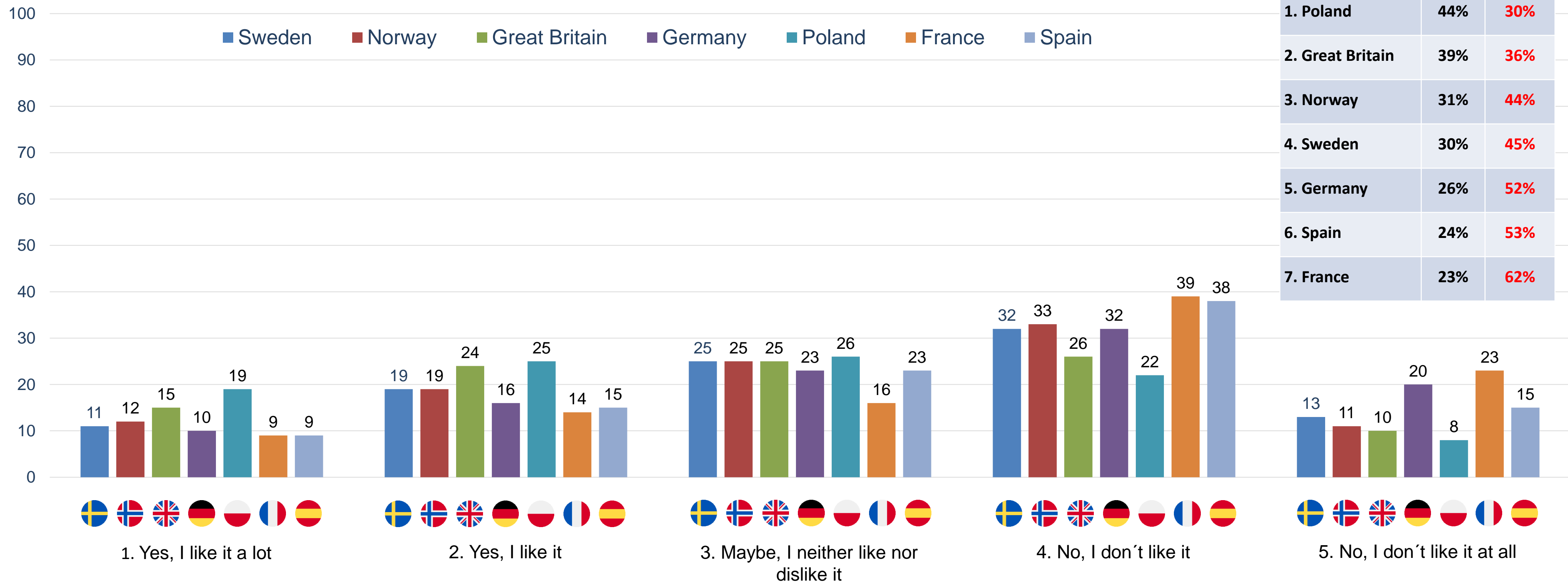


Country	Positive	Negative
1. Great Britain	66%	13%
2. Spain	59%	17%
3. Poland	57%	16%
4. Germany	55%	21%
5. France	53%	25%
6. Norway	52%	24%
7. Sweden	51%	22%

# Question 1: Could you imagine having the classic style in your home?



## Classic style

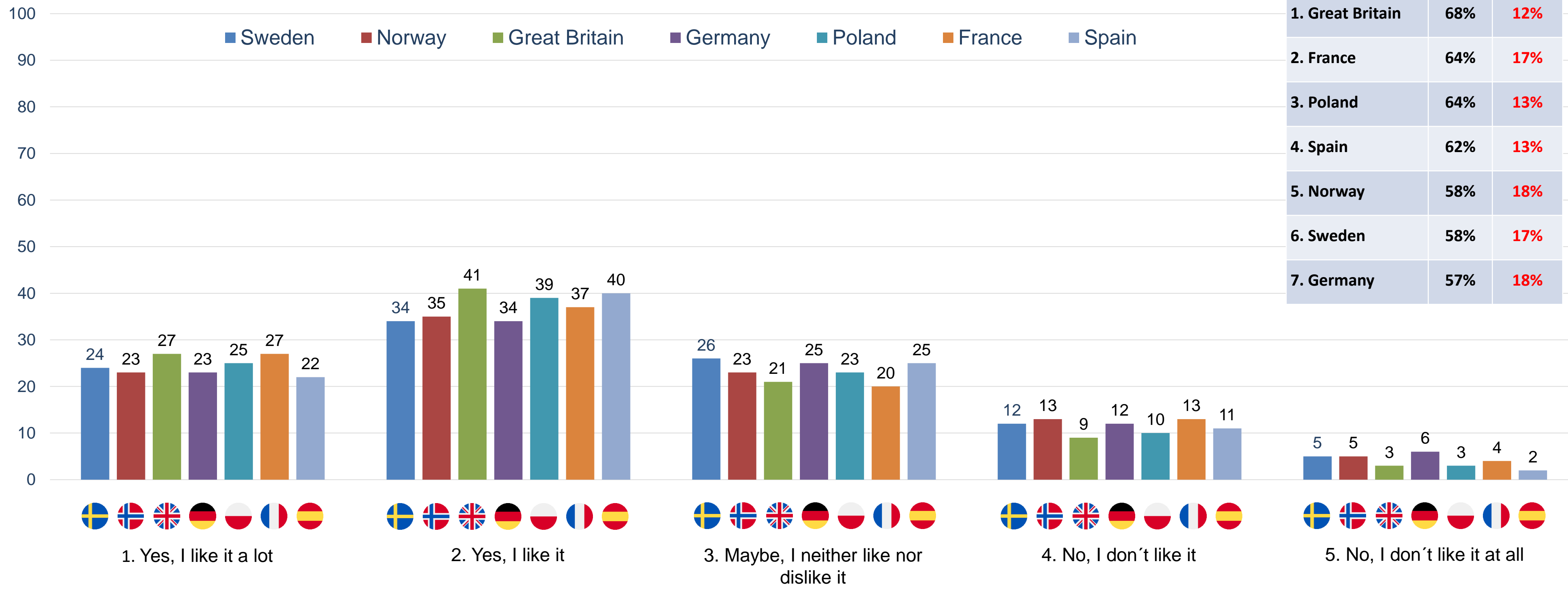


Country	Positive	Negative
1. Poland	44%	30%
2. Great Britain	39%	36%
3. Norway	31%	44%
4. Sweden	30%	45%
5. Germany	26%	52%
6. Spain	24%	53%
7. France	23%	62%

**Question 1:** Could you imagine having the Scandinavian style in your home?



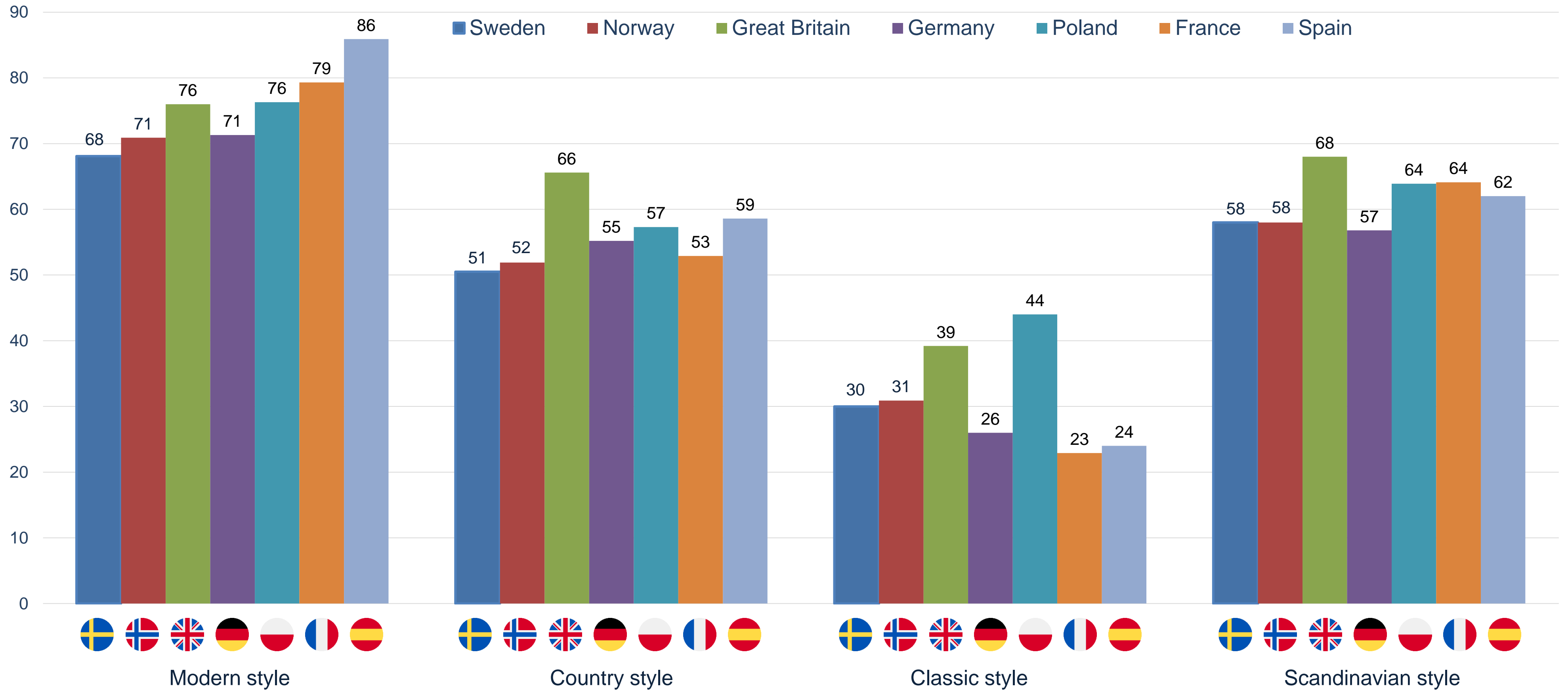
### Scandinavian style



Country	Positive	Negative
1. Great Britain	68%	12%
2. France	64%	17%
3. Poland	64%	13%
4. Spain	62%	13%
5. Norway	58%	18%
6. Sweden	58%	17%
7. Germany	57%	18%

# Question 1: Could you imagine having any of these styles in your home?

## Summary – All styles, all countries



## Interior design styles

### Modern

The modern style is most popular in Spain, where 86% are positive to the style. It is second most popular in France where 79% are positive. Poland and Great Britain are joint third place with 76%. Norway and Germany are joint fourth, both with 71%. Sweden has the least amount of people, 68%, who are positive to the modern style.

### Country

The country style is most popular in Great Britain, where 66% are positive to the style. It is second most popular in Spain where 59% are positive. Poland is in third place with 57%. Germany is fourth with 55%. France is in fifth place with 53%. Norway is second last with 52%. Sweden has the least amount of people, 51%, who are positive to the country style.

### Classic

The classic style is most popular in Poland, where 44% are positive to the style. It is second most popular in Great Britain where 39% are positive. Norway is third with 31% and Sweden is in fourth place with 30%. Germany is in fifth place with 26%. Spain is second last with 24%. France have the least amount of people, 23%, who are positive to the classic style.

### Scandinavian

The Scandinavian style is most popular in Great Britain, where 68% are positive to the style. France and Poland is joint second with both having 64% who are positive to the style. Spain is in fourth place with 62%. Norway and Sweden are joint fifth with 58% each. Germany has the least amount of people, 57%, who are positive to the Scandinavian style.



## Conclusions – Could you imagine having any of these styles in your home?

### General

- The modern style is the most preferred. Between 68 – 86% are positive.  
The Scandinavian style is the second most preferred. Between 57 – 68% are positive.  
The country style is the third most preferred. Between 51 – 66% are positive.  
The classic style is the least preferred. Between 23 – 44% are positive.
- The biggest differences between the countries are found in the modern and classic styles. There is an 18% difference between first and last place for the modern style and a 19% difference for the classic style.
- In total Sweden has the least amount of people who are positive. In fact, they have the least amount of people who are positive in the modern, country and Scandinavian styles.
- In total Great Britain has the most amount of people who are positive. They have the most amount of positive people for the country and Scandinavian style, second most for the classic style and the fourth most for the modern style.
- Norway and Germany have similar results in all styles. The biggest difference is found in the classic style where Norway has 31% and Germany 26%, a difference of 6 percentage points.

## Conclusions – Could you imagine having any of these styles in your home?

### Modern style

- In Spain more people are positive to the modern style compared with the other countries. Spain also have less people who are negative to the modern style.
- In Sweden less people stated that they like the modern style a lot.
- France has the most amount of negative people, however, they also have the second most positive ones.

### Country style


- In Great Britain more people are positive to the country style.
- In France and Norway more people are negative to the country style.

### Classic style

- In Poland and Great Britain more people are positive to the classic style.
- In France more people are negative to the classic style.
- In Norway, Sweden, Germany, Spain and France more people are negative than positive to the classic style.

### Scandinavian style

- In Sweden, Norway and Germany more people are negative to the Scandinavian style.



**Suitable quantity of  
wood in different styles**

This is the question the respondents answered.  
The results are found on the following page.

### Suitable quantity of wood in different styles

Here we ask for your opinion on how much wood material is suitable in a living room, for each of the interior design styles. For each style, three images are displayed, each with different quantities of wood.

#### \* Style 1

How well do you think the amount of wood suits each style? (Note that you do not have to like the style)  
Choose an option in the drop down menu under each image.



Wood in the floor, furniture and accent wall

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



Wood in the floor and furniture

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



No wood

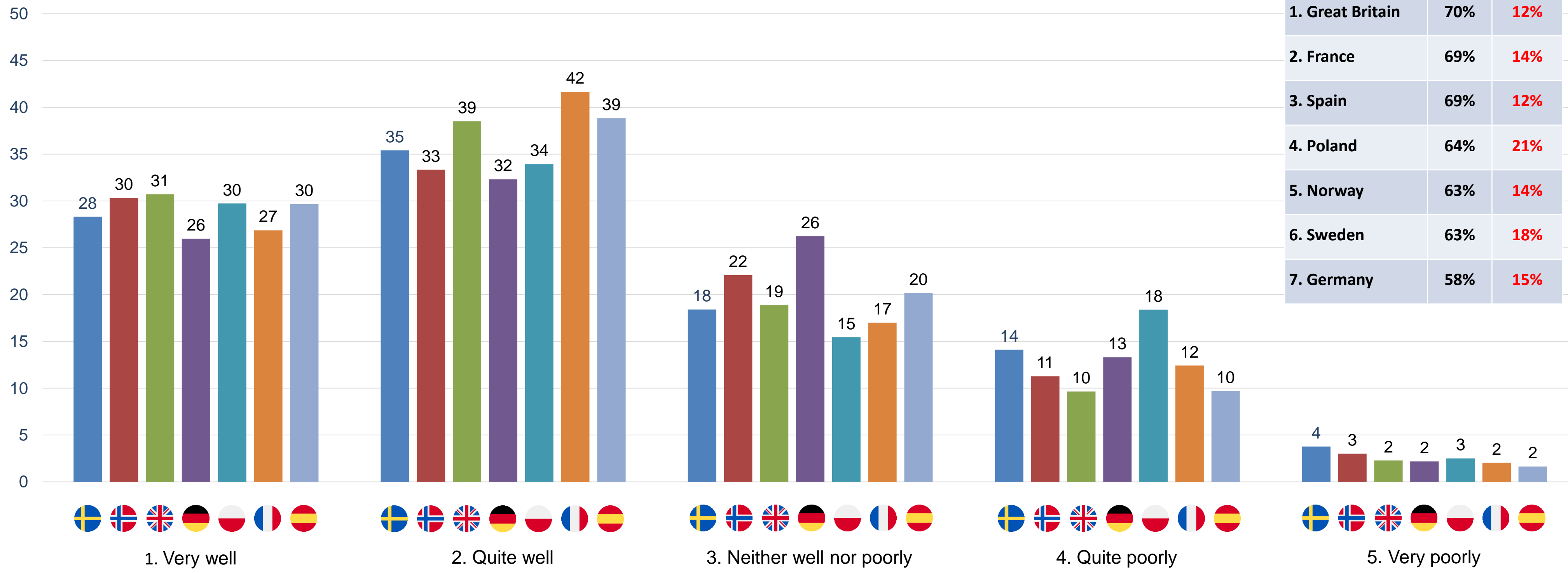
✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



**Question 2: How well do you think the amount of wood suits the modern style?**



**Wood in the floor, furniture and accent wall**



Country	Positive	Negative
1. Great Britain	70%	12%
2. France	69%	14%
3. Spain	69%	12%
4. Poland	64%	21%
5. Norway	63%	14%
6. Sweden	63%	18%
7. Germany	58%	15%

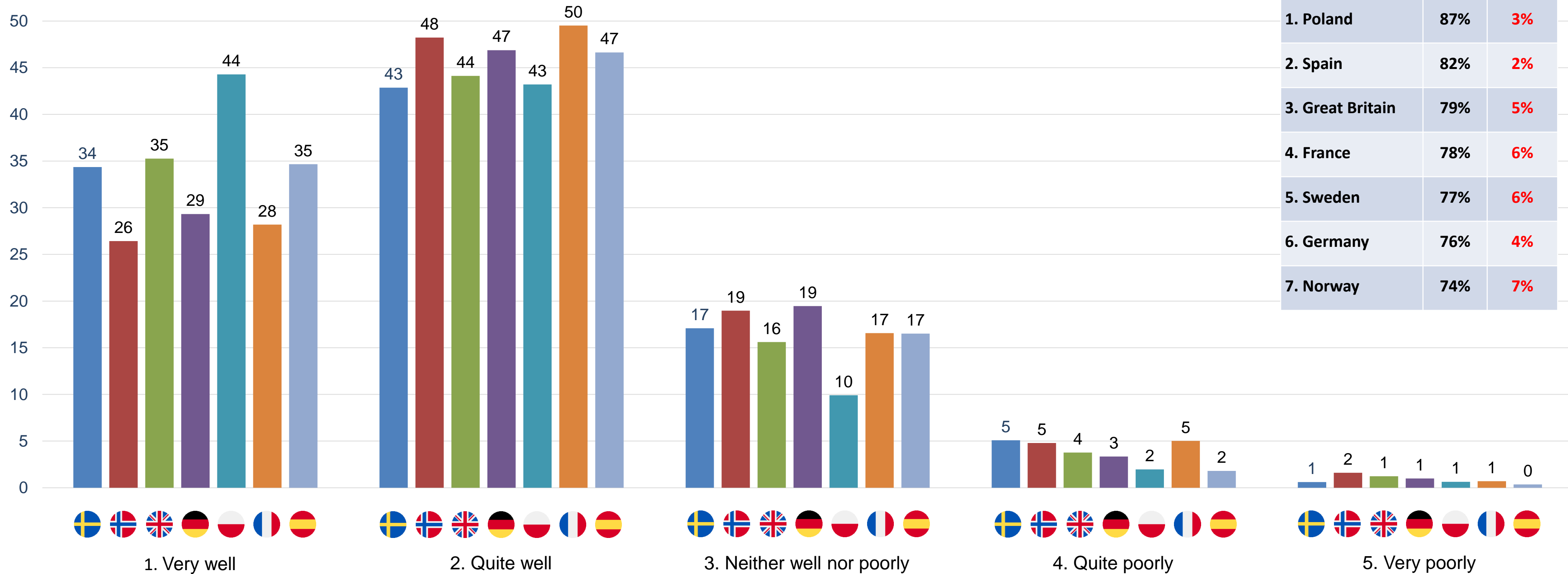
Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.



## Question 2: How well do you think the amount of wood suits the modern style?



### Wood in the floor and furniture



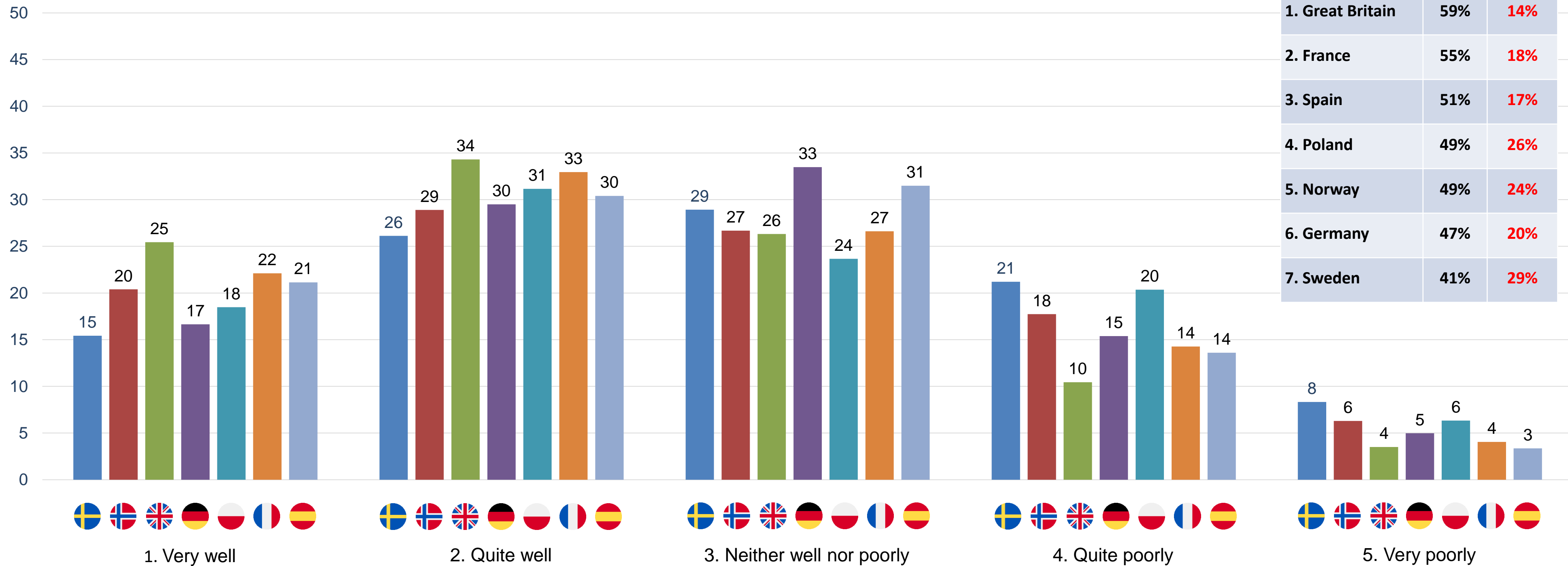
Country	Positive	Negative
1. Poland	87%	3%
2. Spain	82%	2%
3. Great Britain	79%	5%
4. France	78%	6%
5. Sweden	77%	6%
6. Germany	76%	4%
7. Norway	74%	7%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

## Question 2: How well do you think the amount of wood suits the modern style?



### No wood



Country	Positive	Negative
1. Great Britain	59%	14%
2. France	55%	18%
3. Spain	51%	17%
4. Poland	49%	26%
5. Norway	49%	24%
6. Germany	47%	20%
7. Sweden	41%	29%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

## Suitable quantity of wood in different styles – Modern style

### Wood in the floor, furniture and accent wall

Wood in the floor, furniture and accent wall is most popular in Great Britain where 70% are positive to that amount of wood. Spain and France places joint second with 69% each. Poland is in fourth place with 64%. Norway and Sweden are joint fifth with 63% each. Germany has the least amount of people, 58%, who are positive to this amount of wood.

### Wood in the floor and furniture

Wood in the floor and furniture is most popular in Poland where 87% are positive to that amount of wood. Spain places second with 82%. In third place is Great Britain with 79%. France is fourth with 78%. Sweden is in fifth place with 77%. Germany places second last with 76%. Norway has the least amount of people, 74%, who are positive to this amount of wood.

### No wood

No wood is most popular in Great Britain where 59% are positive to that amount of wood. France places second with 55%. In third place is Spain with 51%. Poland and Norway are joint fourth with 49% each. Germany places second last with 47%. Sweden has the least amount of people, 41%, who are positive to this amount of wood.



**Modern style**

## Conclusions - Suitable quantity of wood - Modern style

### General

- Wood in the floor and furniture is the most preferred quantity. Between 74 – 87% are positive.  
Wood in the floor, furniture and accent wall is the second most preferred quantity. Between 58 – 70% are positive.  
No wood is the least preferred quantity. Between 41 – 59% are positive.
- In Poland less people are neutral (neither well nor poorly) to every quantity of wood, when compared with the other countries.
- In Germany more people are neutral to every quantity of wood.

### Wood in the floor, furniture and accent wall

- Poland has the highest amount of negative people but they also have the fourth most popular ones.

### Wood in the floor and furniture

- In Poland more people are positive to wood in the floor and furniture.

### No wood

- In Great Britain more people are positive to the alternative no wood.
- In Sweden less people are positive to the alternative no wood
- In Sweden more people are negative to the alternative no wood.



Modern style



This is the question the respondents answered.  
The results are found on the following page.

**Style 2**

How well do you think the amount of wood suits each style? (Note that you do not have to like the style)

Choose one option in the drop down menu under each image.



Wood in the floor, furniture and accent wall

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



Wood in the floor and furniture

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



No wood

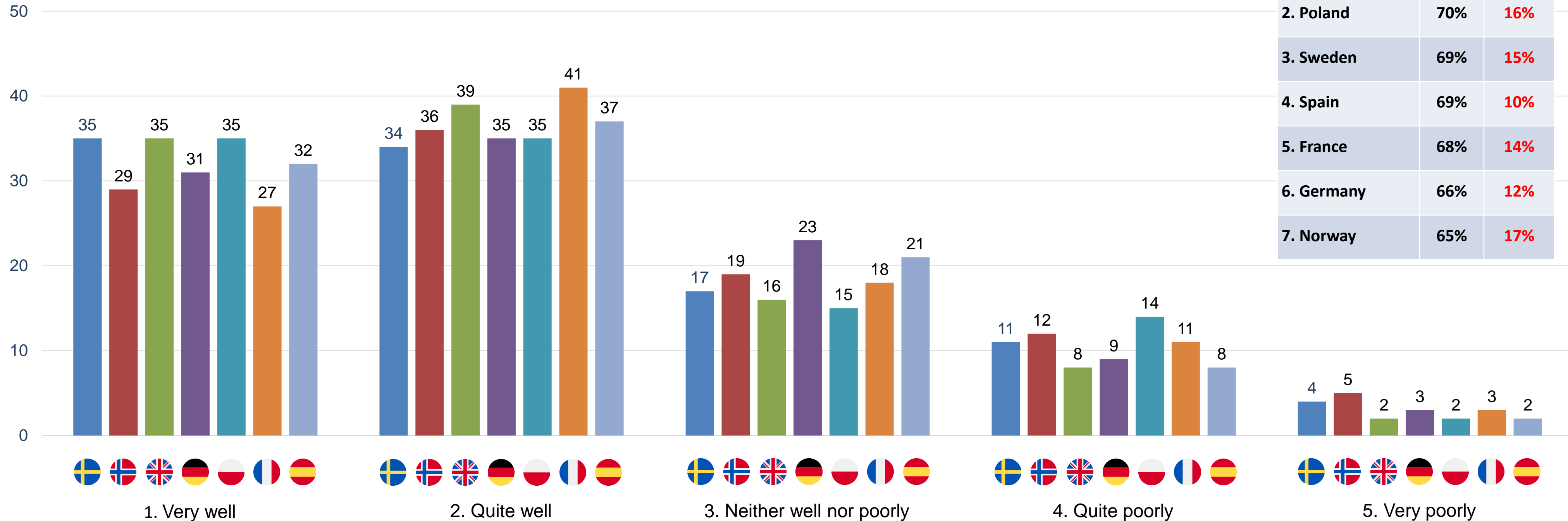
✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



**Question 2: How well do you think the amount of wood suits the country style?**



**Wood in the floor, furniture and accent wall**

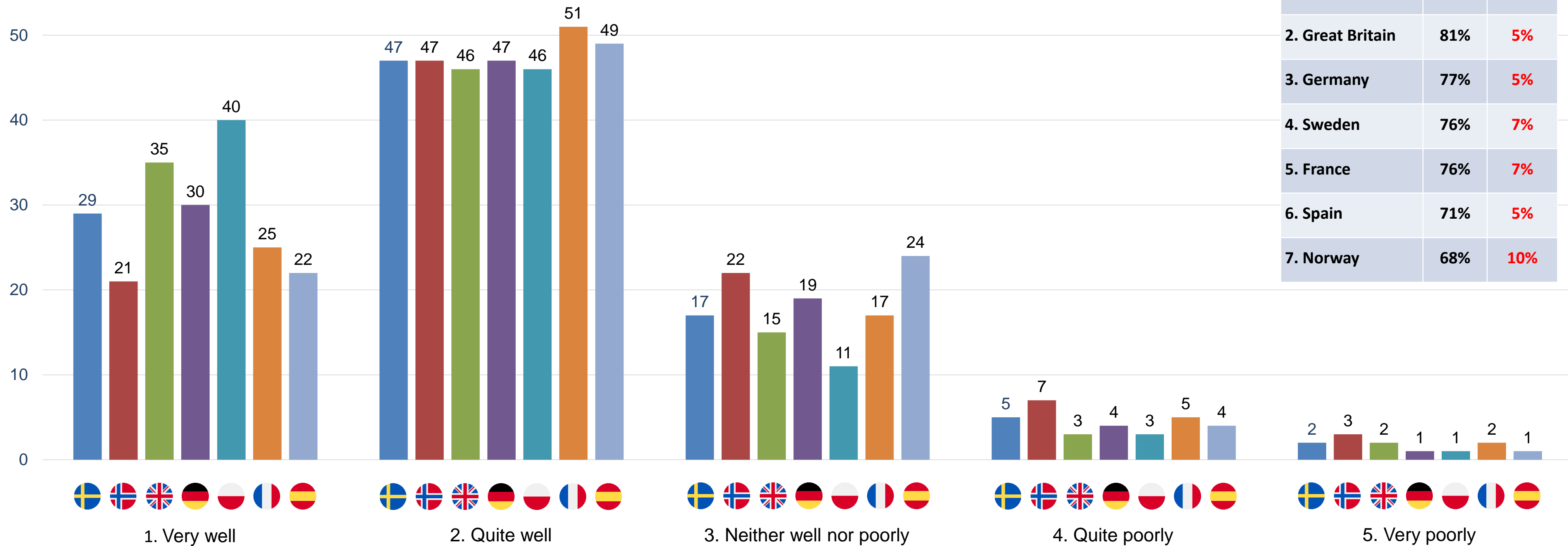


Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

## Question 2: How well do you think the amount of wood suits the country style?



### Wood in the floor and furniture



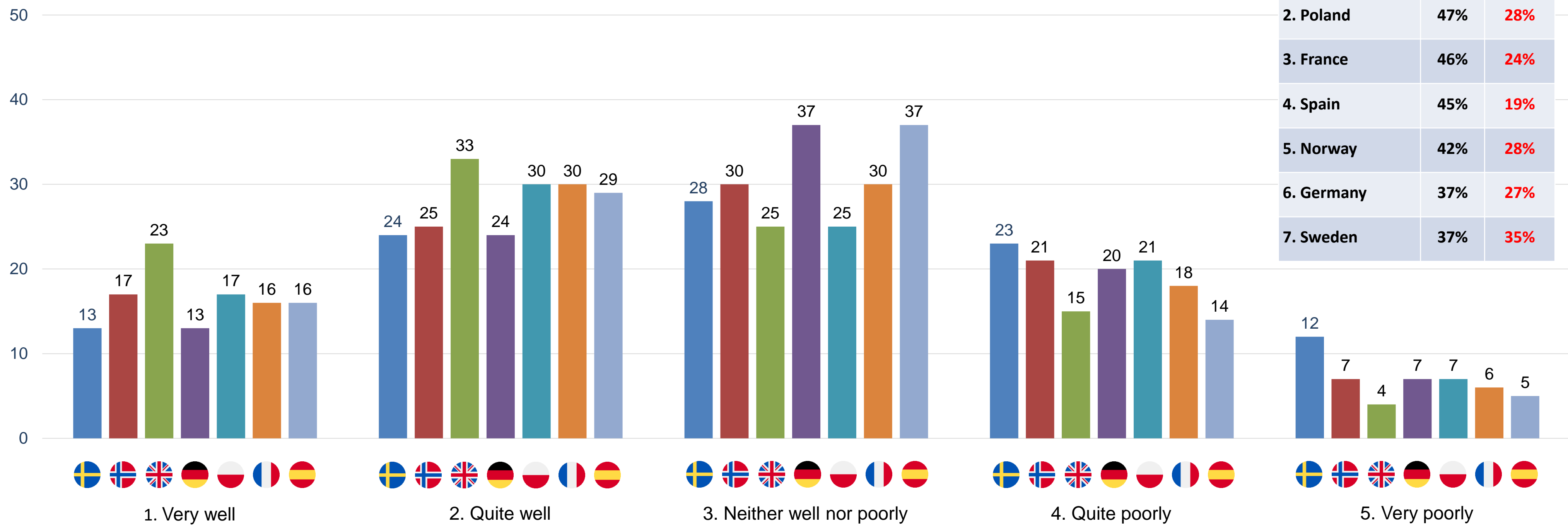
Country	Positive	Negative
1. Poland	86%	4%
2. Great Britain	81%	5%
3. Germany	77%	5%
4. Sweden	76%	7%
5. France	76%	7%
6. Spain	71%	5%
7. Norway	68%	10%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

**Question 2: How well do you think the amount of wood suits the country style?**



**No wood**



Country	Positive	Negative
1. Great Britain	56%	19%
2. Poland	47%	28%
3. France	46%	24%
4. Spain	45%	19%
5. Norway	42%	28%
6. Germany	37%	27%
7. Sweden	37%	35%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

## Suitable quantity of wood in different styles – Country style

### Wood in the floor, furniture and accent wall

Wood in the floor, furniture and accent wall is most popular in Great Britain where 74% are positive to that amount of wood. Poland is in second place with 70%. Sweden and Spain is joint fourth with 69% each. France is fifth with 68%. Germany is second last with 66%. Norway has the least amount of people, 65%, who are positive to this amount of wood.

### Wood in the floor and furniture

Wood in the floor and furniture is most popular in Poland where 86% are positive to that amount of wood. Great Britain places second with 81%. In third place is Germany with 77%. Sweden is fourth with 76%. France is in fifth place with 76%. Spain places second last with 71%. Norway has the least amount of people, 68%, who are positive to this amount of wood.

### No wood

No wood is most popular in Great Britain where 56% are positive to that amount of wood. Poland places second with 47%. In third place is France with 46%. Spain is in fourth place with 45%. Norway places fifth with 42%. Germany is second last with 37%. Sweden has the least amount of people, 37%, who are positive to this amount of wood.



**Country style**

## Conclusions - Suitable quantity of wood - Country style

### General

- Wood in the floor and furniture is the most preferred quantity. Between 65 – 74% are positive.  
Wood in the floor, furniture and accent wall is the second most preferred quantity. Between 58 – 70% are positive.  
No wood is the least preferred quantity. Between 37 – 63% are positive.
- In Great Britain more people are positive to the country style compared with the other countries.
- In Poland less people are neutral (neither well nor poorly) to every quantity of wood.

### Wood in the floor, furniture and accent wall

- In Great Britain more people are positive to wood in the floor, furniture and accent wall.
- Poland has the second most positive amount of people while also having the most amount of negative ones.

### Wood in the floor and furniture

- In Poland and Great Britain more people are positive to wood in the floor and furniture.
- In Norway more people are negative.

### No wood

- In Great Britain more people are positive to no wood.
- In Sweden more people are negative.



Country style



## Conclusions - Suitable quantity of wood - Country style

### No wood – continuation from last page

- In Germany and Sweden less people are positive to no wood.
- In Spain and Great Britain less people are negative.



**Country style**

This is the question the respondents answered.  
The results are found on the following page.

**• Style 3**

How well do you think the amount of wood suits the style? (Note that you do not have to like the style)

Choose an option in the drop down menu under each image.



Wood in the floor, furniture and accent wall

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



Wood in the floor and furniture

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



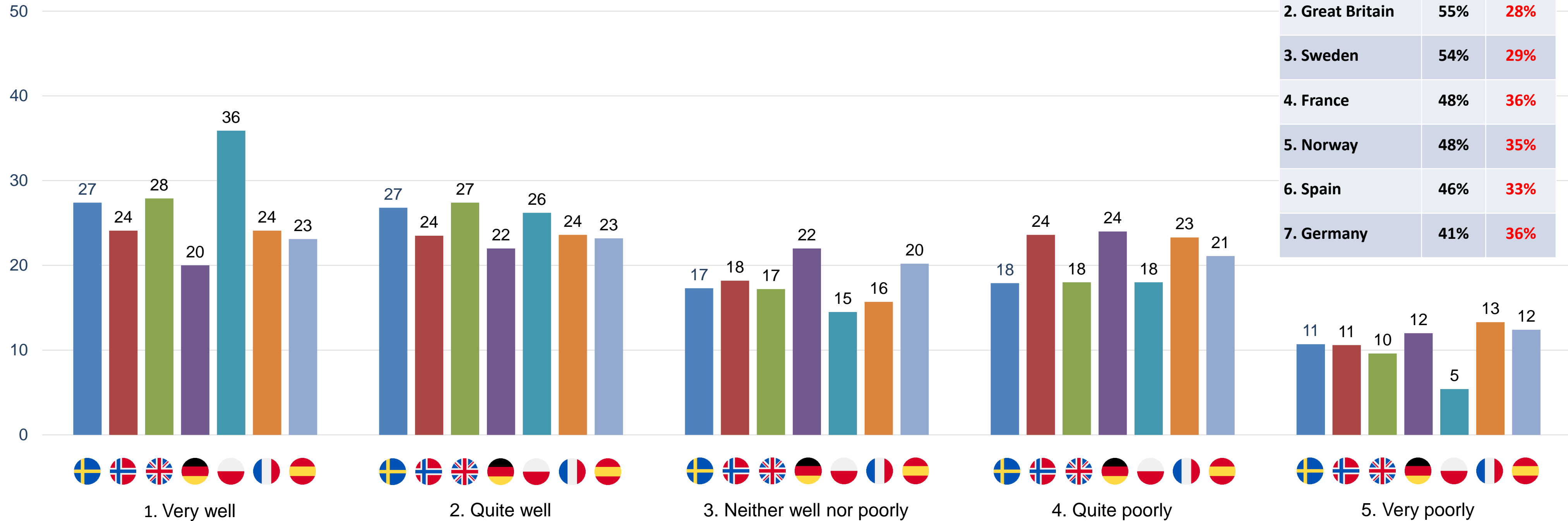
No wood

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly

**Question 2:** How well do you think the amount of wood suits the classic style?



**Wood in the floor, furniture and accent wall**



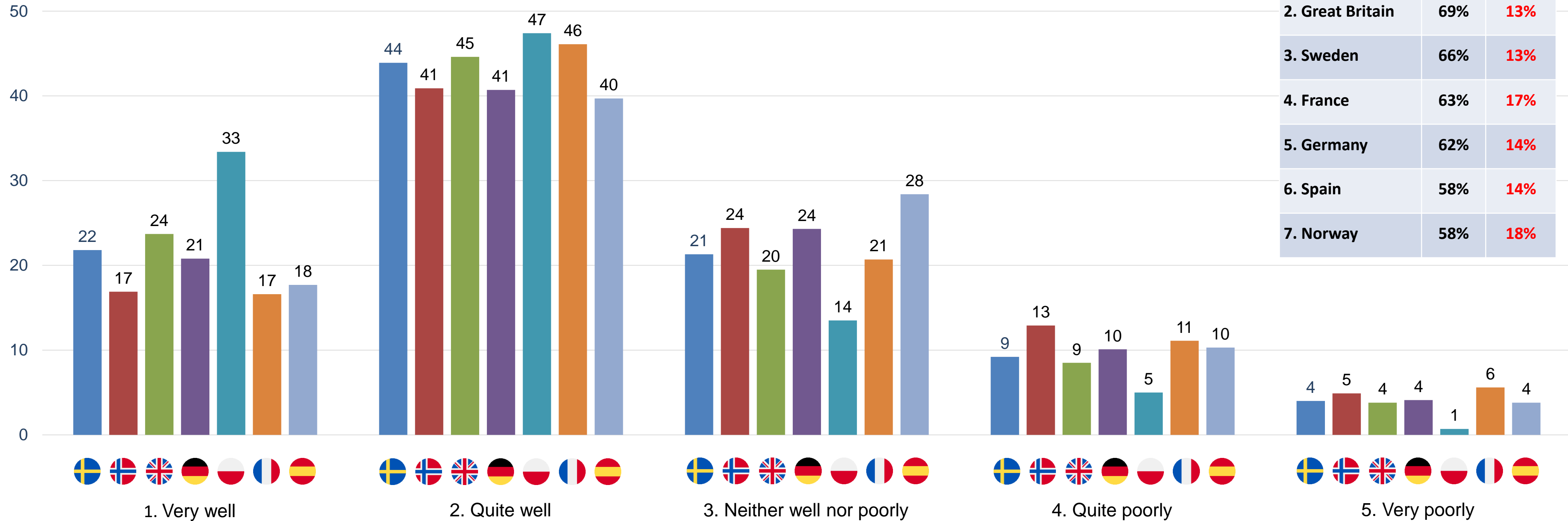
Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.



**Question 2:** How well do you think the amount of wood suits the classic style?



### Wood in the floor and furniture



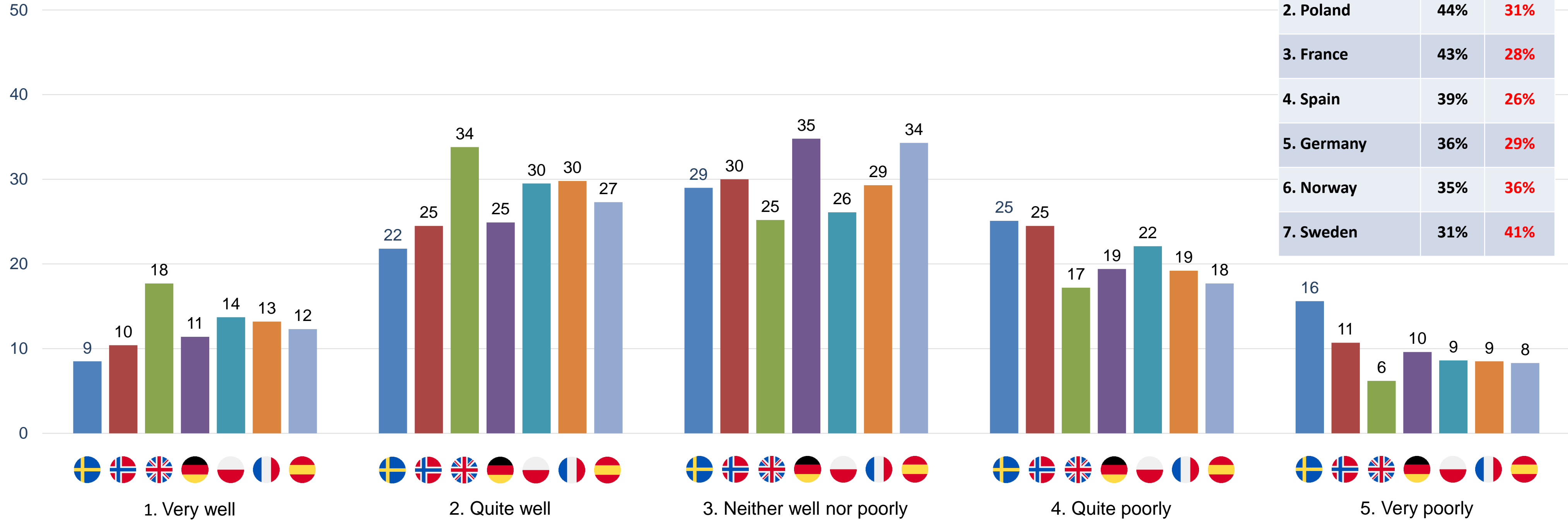
Country	Positive	Negative
1. Poland	80%	6%
2. Great Britain	69%	13%
3. Sweden	66%	13%
4. France	63%	17%
5. Germany	62%	14%
6. Spain	58%	14%
7. Norway	58%	18%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

**Question 2: How well do you think the amount of wood suits the classic style?**



**No wood**



Country	Positive	Negative
1. Great Britain	52%	23%
2. Poland	44%	31%
3. France	43%	28%
4. Spain	39%	26%
5. Germany	36%	29%
6. Norway	35%	36%
7. Sweden	31%	41%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.



## Suitable quantity of wood in different styles – Classic style

### Wood in the floor, furniture and accent wall

Wood in the floor, furniture and accent wall is most popular in Poland where 62% are positive to that amount of wood. Great Britain is in second place with 55%. Sweden is in third place with 54%. France and Norway are joint fourth with 48% each. Spain is second last with 46%. Germany has the least amount of people, 46% who are positive to this amount of wood.

### Wood in the floor and furniture

Wood in the floor and furniture is most popular in Poland where 80% are positive to that amount of wood. Great Britain places second with 69%. In third place is Sweden with 66%. France is fourth with 63%. Germany is in fifth place with 62%. Spain and Norway has the least amount of people, 68%, who are positive to this amount of wood.

### No wood

No wood is most popular in Great Britain where 52% are positive to that amount of wood. Poland places second with 44%. In third place is France with 43%. Spain is in fourth place with 39%. Germany places fifth with 36%. Norway is second last with 35%. Sweden has the least amount of people, 31%, who are positive to this amount of wood.



**Classic style**

## Conclusions - Suitable quantity of wood - Classic style

### General

- Wood in the floor and furniture is the most preferred quantity. Between 58 – 80% are positive.  
Wood in the floor, furniture and accent wall is the second most preferred quantity. Between 41 – 62% are positive.  
No wood is the least preferred quantity. Between 31 – 52% are positive.
- In Poland less people are neutral (neither well nor poorly) to every quantity of wood.
- Poland has the most or second most amount of positive people for each of the alternatives.

### Wood in the floor, furniture and accent wall

- In Poland more people are positive to wood in the floor, furniture and accent wall.
- In Germany less people are positive to wood in the floor, furniture and accent wall.

### Wood in the floor and furniture

- In Poland more people are positive to wood in the floor and furniture. They also have fewer negative people.

### No wood

- In Great Britain more people are positive to the alternative no wood.
- In Sweden and Norway more people are negative than positive to the alternative no wood.



Classic style

This is the question the respondents answered.  
The results are found on the following page.

**\* Style 4**

How well do you think that the amount of wood suits the style? (Note that you do not have to like the style)

Choose an option in the drop down menu under each image.



Wood in the floor, furniture and accent wall

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



Wood in the floor and furniture

✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



No wood

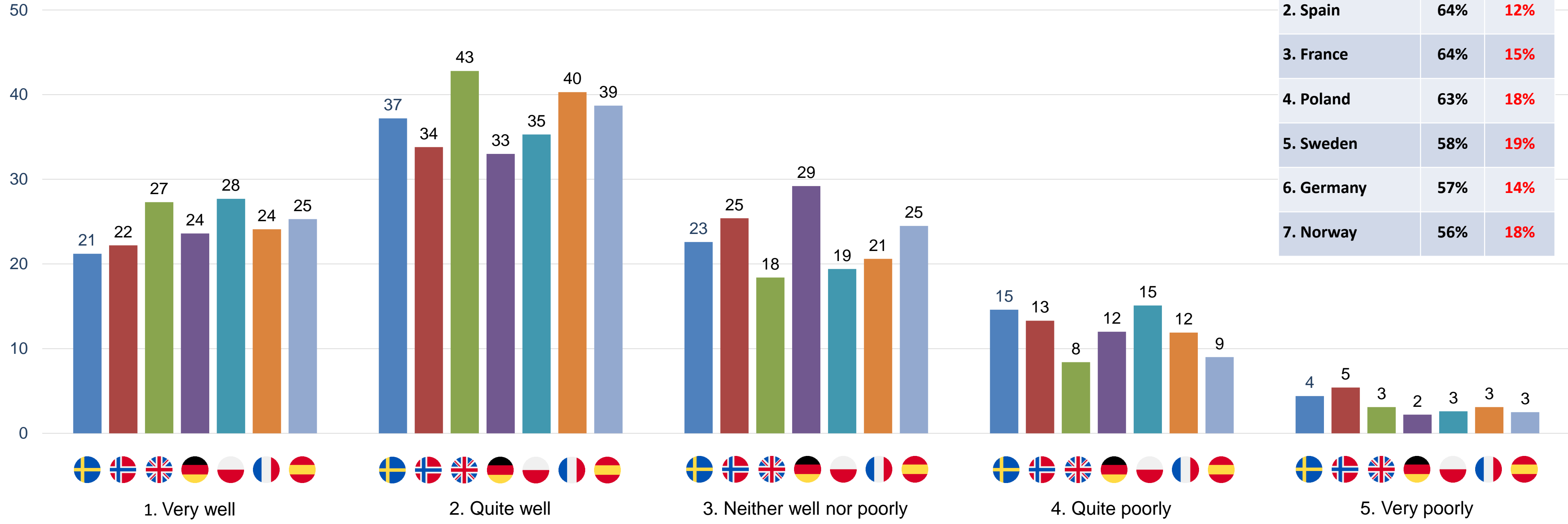
✓ -- Select --  
Very well  
Quite well  
Neither well nor poorly  
Quite poorly  
Very poorly



**Question 2: How well do you think the amount of wood suits the Scandinavian style?**



**Wood in the floor, furniture and accent wall**

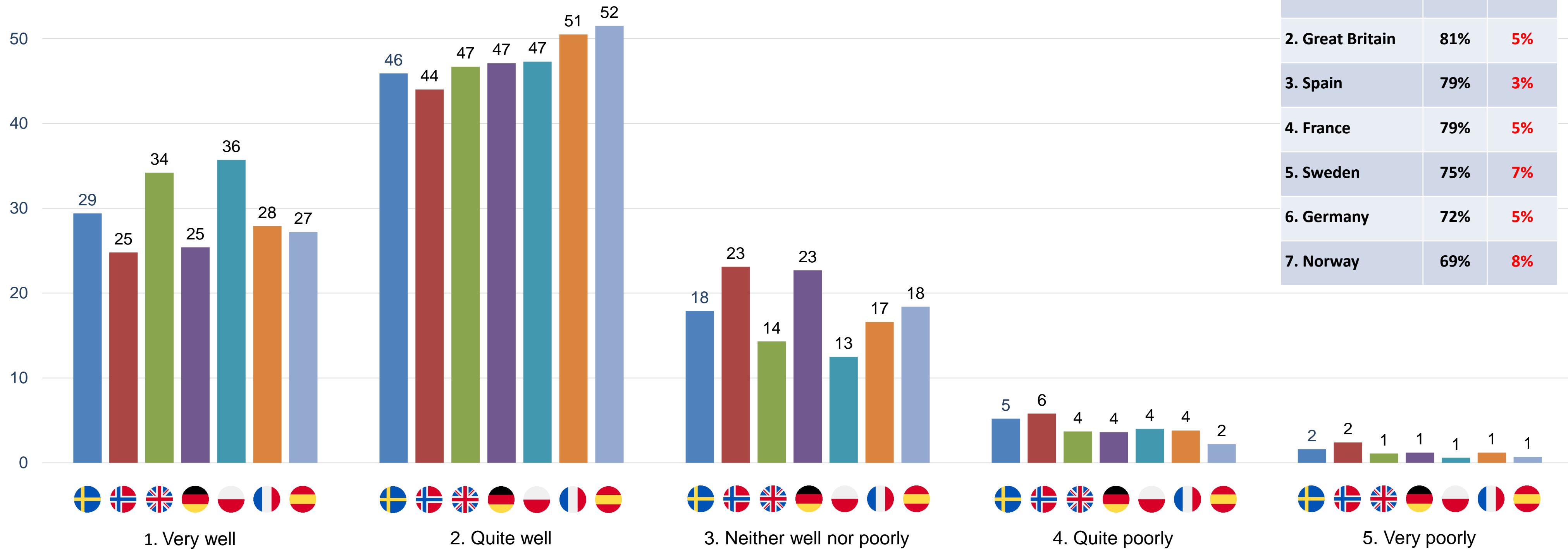


Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

**Question 2: How well do you think the amount of wood suits the Scandinavian style?**



**Wood in the floor and furniture**



Country	Positive	Negative
1. Poland	83%	5%
2. Great Britain	81%	5%
3. Spain	79%	3%
4. France	79%	5%
5. Sweden	75%	7%
6. Germany	72%	5%
7. Norway	69%	8%

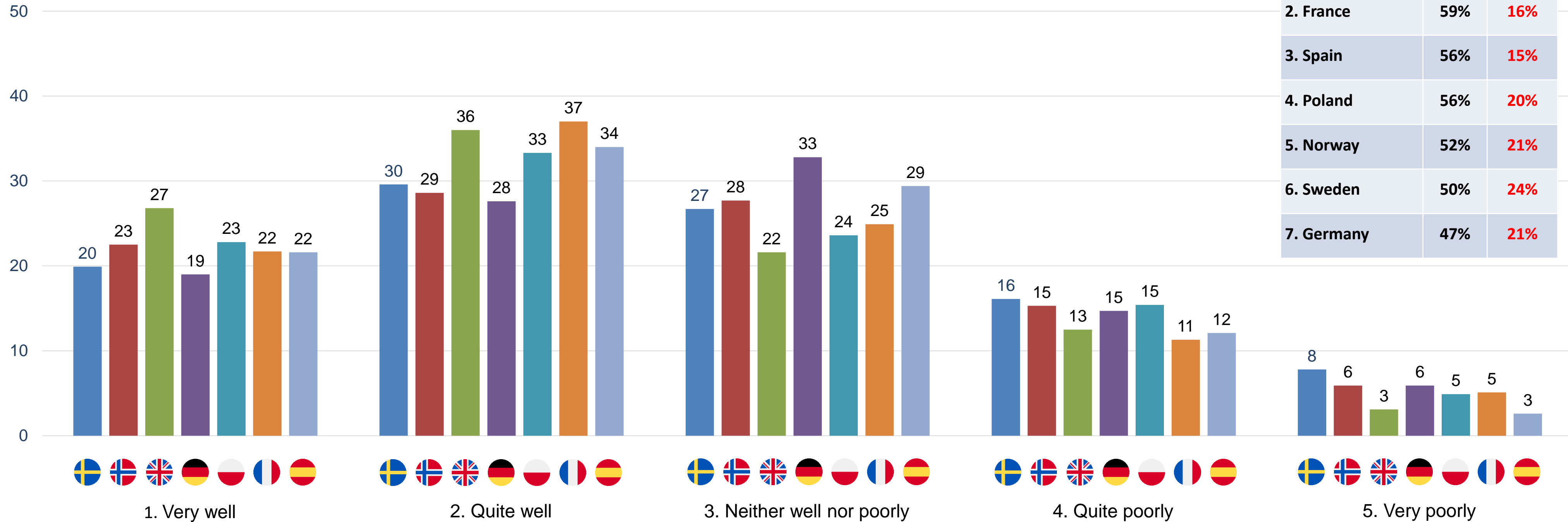
Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.



**Question 2: How well do you think the amount of wood suits the Scandinavian style?**



**No wood**



Country	Positive	Negative
1. Great Britain	63%	16%
2. France	59%	16%
3. Spain	56%	15%
4. Poland	56%	20%
5. Norway	52%	21%
6. Sweden	50%	24%
7. Germany	47%	21%

Those who chose alternative 1 & 2 are considered positive, those who chose alternative 4 & 5 are considered negative.

## Suitable quantity of wood in different styles – Scandinavian style

### Wood in the floor, furniture and accent wall

Wood in the floor, furniture and accent wall is most popular in Great Britain where 70% are positive to that amount of wood. Spain is in second place with 64%. France is in third place with 64%. Poland is fourth with 63%. Sweden places fifth with 58%. Germany is second last with 57%. Norway has the least amount of people, 56%, who are positive to this amount of wood.

### Wood in the floor and furniture

Wood in the floor and furniture is most popular in Poland where 83% are positive to that amount of wood. Great Britain places second with 81%. Spain and France is joint third with 79% each. Sweden is fifth with 75%. Germany places second last with 72%. Norway has the least amount of people, 69%, who are positive to this amount of wood.

### No wood

No wood is most popular in Great Britain where 63% are positive to that amount of wood. France places second with 59%. Spain and Poland is joint third with 56% each. Norway is in fifth place with 52%. Sweden places second last with 50%. Germany has the least amount of people, 47%, who are positive to this amount of wood.



**Scandinavian style**

## Conclusions - Suitable quantity of wood - Scandinavian style

### General

- Wood in the floor and furniture is the most preferred quantity. Between 69 – 83% are positive.  
Wood in the floor, furniture and accent wall is the second most preferred quantity. Between 57 – 70% are positive.  
No wood is the least preferred quantity. Between 47 – 56% are positive.
- Norway, Sweden and Germany have the least amount of positive people in all 3 alternatives.
- France and Spain have very similar results, the only difference is for the alternative no wood, where France scores 3 percentage points higher.
- In Poland less people are neutral (neither well nor poorly) to every quantity of wood.

### Wood in the floor, furniture and accent wall

- In Great Britain more people are positive to wood in the floor, furniture and accent wall compared with the other countries.

### Wood in the floor and furniture

- In Norway less people are positive to wood in the floor and furniture.

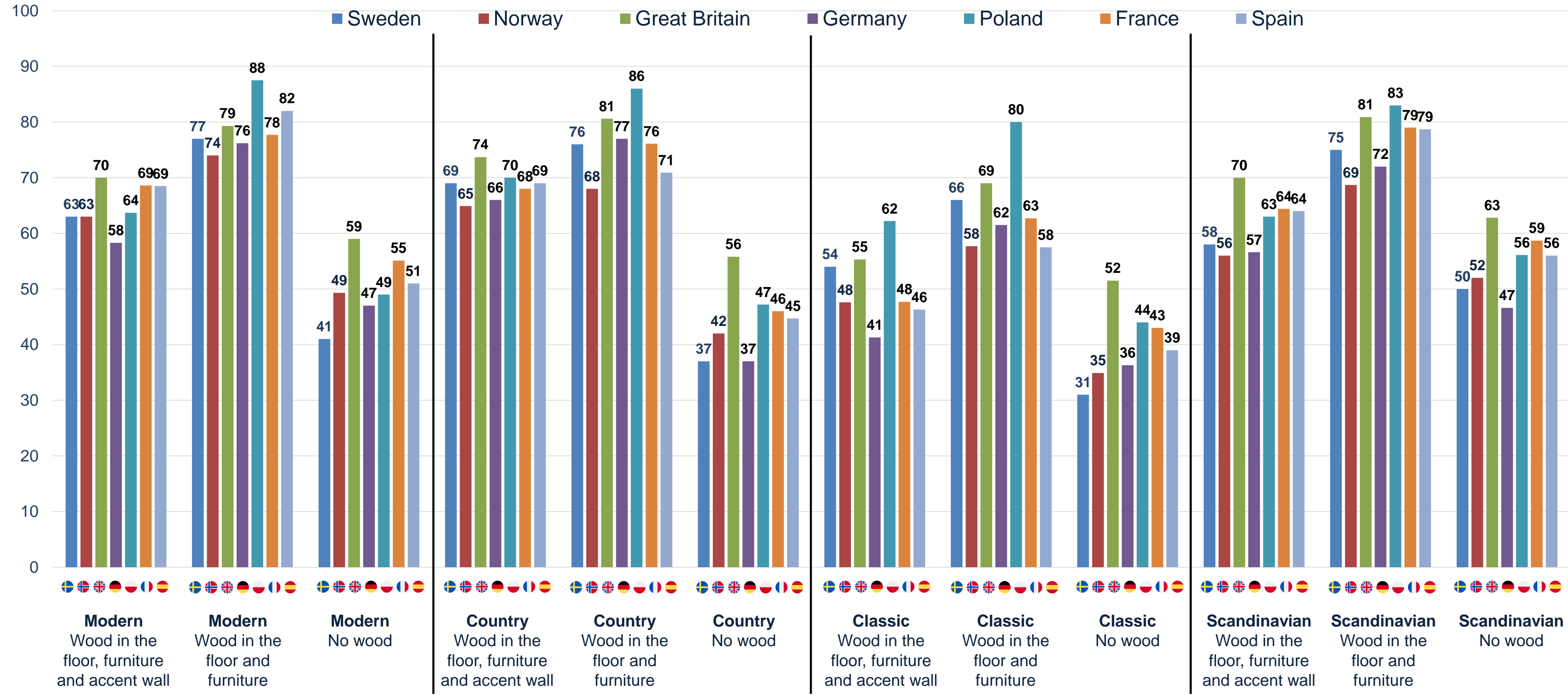
### No wood

- In Spain and Great Britain more people are positive to the alternative no wood.
- In Germany less people are positive to the alternative no wood.



Scandinavian style

## Question 2: Summary – all countries, all styles and all amounts of wood



The values over the bars indicate how many that are positive towards the amount of wood.

## Summary – Suitable quantity of wood – All styles, all amounts of wood

- Wood in the floor and furniture is the most preferred option for all styles.  
Wood in the floor, furniture and accent wall is the second most preferred option for all styles.  
No wood is the least preferred option for all styles.
- Norway and Germany almost always end up in the bottom three with the least amount of positive people, for all styles and all amounts of wood. The only exception is the Country style – wood in the floor and furniture where Germany places third.
- In Poland less people are neutral compared with the other countries.
- In Germany more people are neutral.
- Poland always have the most amount of positive people for the alternative wood in the floor and furniture.
- Sweden has the least amount of positive people for the alternative no wood. The only exception is for the Scandinavian style where Germany has the least amount of positive people.
- Germany has the least amount of positive people for the alternative wood in the floor, furniture and accent wall. The only exception is for the country style where Norway has the least amount of positive people.
- Norway always have the least amount of positive people for the alternative wood in the floor and furniture.





**Where to put  
wood material**

This is the question the respondents answered.  
The results are found on the following page.

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## Where to put wood material

Below are three questions regarding where you would like to see wood material in your home. The wood can be painted or treated in any way possible.

---

### \* Living room

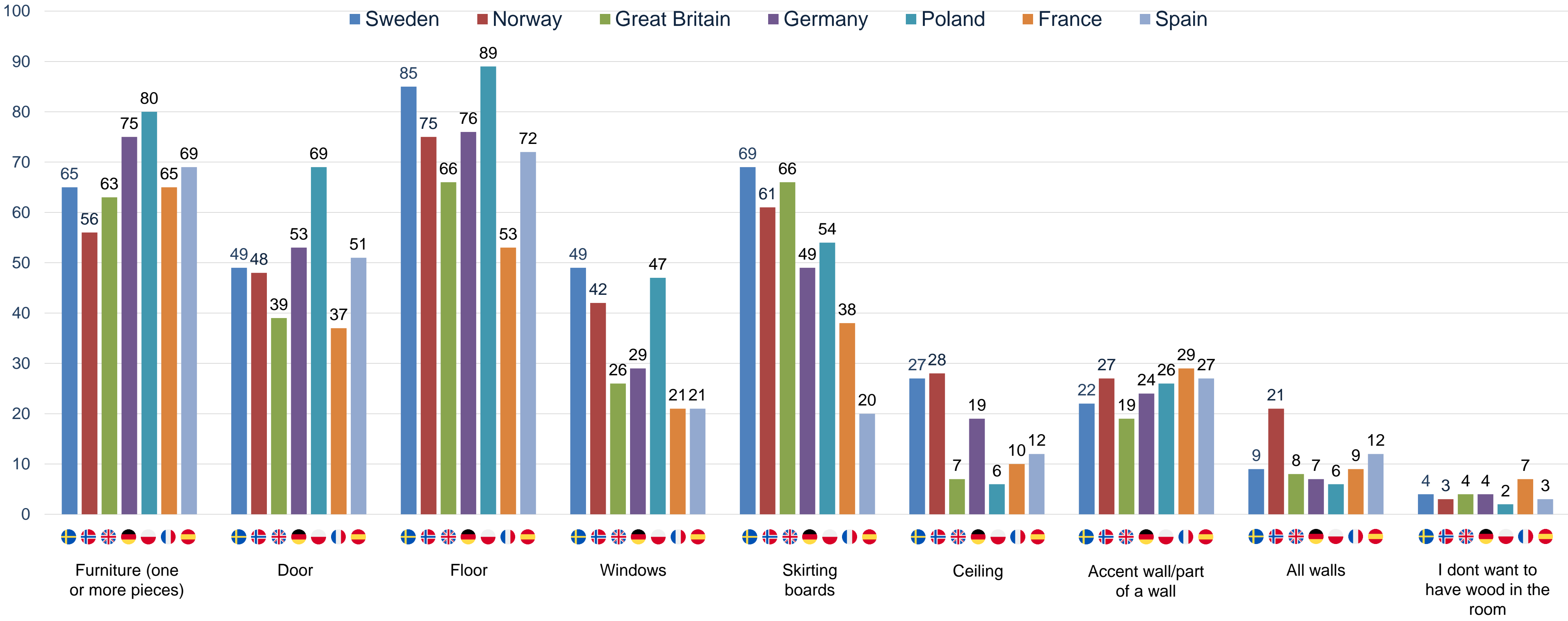
Think about your living room. Where in the room do you want to see wood material?

Click on all the surfaces where you would like to have wood.

- |  |  |
|--|--|
| <input type="checkbox"/> Floor                         | <input type="checkbox"/> Skirting boards                       |
| <input type="checkbox"/> All walls                     | <input type="checkbox"/> Ceiling                               |
| <input type="checkbox"/> Accent wall/section of a wall | <input type="checkbox"/> Furniture (one or more pieces)        |
| <input type="checkbox"/> Windows                       | <input type="checkbox"/> I don't want to have wood in the room |
| <input type="checkbox"/> Door                          |  |

### Question 3: Think about your living room. Where in the room do you want to see wood material?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.



## Conclusions – Where in your living room do you want wood?

- In Germany and Poland more people want wood in furniture(s) in the living room.
- In Poland more people want wood in doors  
In Great Britain and France less people want wood in doors
- In Sweden and Poland more people want wood in floors  
In France less people want wood in floors
- In Sweden, Norway and Poland more people want wood in windows
- In Sweden, Norway and Great Britain more people want wood in skirting boards  
In Spain less people want wood in skirting boards
- In Sweden and Norway more people want wood in the ceiling  
In Great Britain and Poland less people want wood in the ceiling
- In Norway more people want wood in all walls
- In France more people do not want wood in the living room

Ranking
1. Floor
2. Furniture
3. Skirting boards
4. Door
5. Windows
6. Accent wall/part of a wall
7. Ceiling
8. All walls
9. Don't want wood

This is the question the respondents answered.  
The results are found on the following page.

---

**\* Kitchen**

**Think about your kitchen. Where in the room do you want to see wood material?**

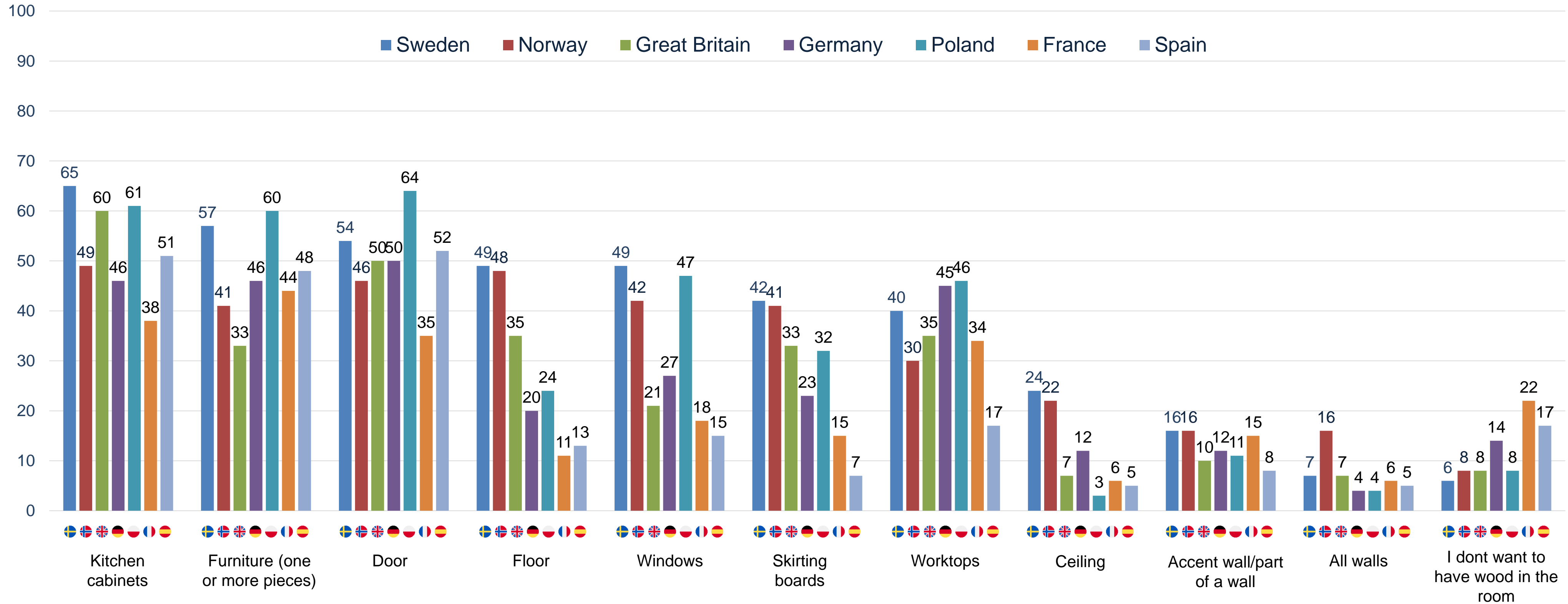
Click on all of the surfaces where you would like to have wood.

- Floor
- All walls
- Accent wall/section of a wall
- Windows
- Door
- Skirting boards
- Ceiling
- Worktops
- Kitchen cabinets
- Furniture (one or more pieces)
- I don't want to have wood in the room



## Question 4: Think about your kitchen. Where in the room do you want to see wood material?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.



## Conclusions – Where in your kitchen do you want wood?

- In Sweden, Great Britain and Poland more people want wood in kitchen cabinets in the kitchen  
In France less people want wood in kitchen cabinets
- In Sweden and Poland more people want wood in furniture(s)  
- In France less people want wood in furniture(s)
- In Poland more people want wood in doors  
IN France less people want wood in doors
- In Sweden and Norway more people want wood in floors  
In France and Spain less people want wood in floors
- In Sweden, Norway and Poland more people want wood in windows
- In Sweden and Norway more people want wood in skirting boards  
In France and Spain less people want wood in skirting boards
- In Sweden, Germany and Poland more people want wood in worktops  
In Spain less people want wood in worktops
- In Sweden and Norway more people want wood in the ceiling  
In Great Britain, Poland, France and Spain less people want wood in the ceiling
- In Sweden, Norway and France more people want wood in accent wall/part of a wall
- In Norway more people want wood in all walls
- In Germany, France and Spain more people do not want wood in the kitchen

Ranking
1. Floor
2. Furniture
3. Skirting boards
4. Door
5. Windows
6. Accent wall/part of a wall
7. Ceiling
8. All walls
9. Don't want wood

This is the question the respondents answered.  
The results are found on the following page.

---

\* **Bedroom**

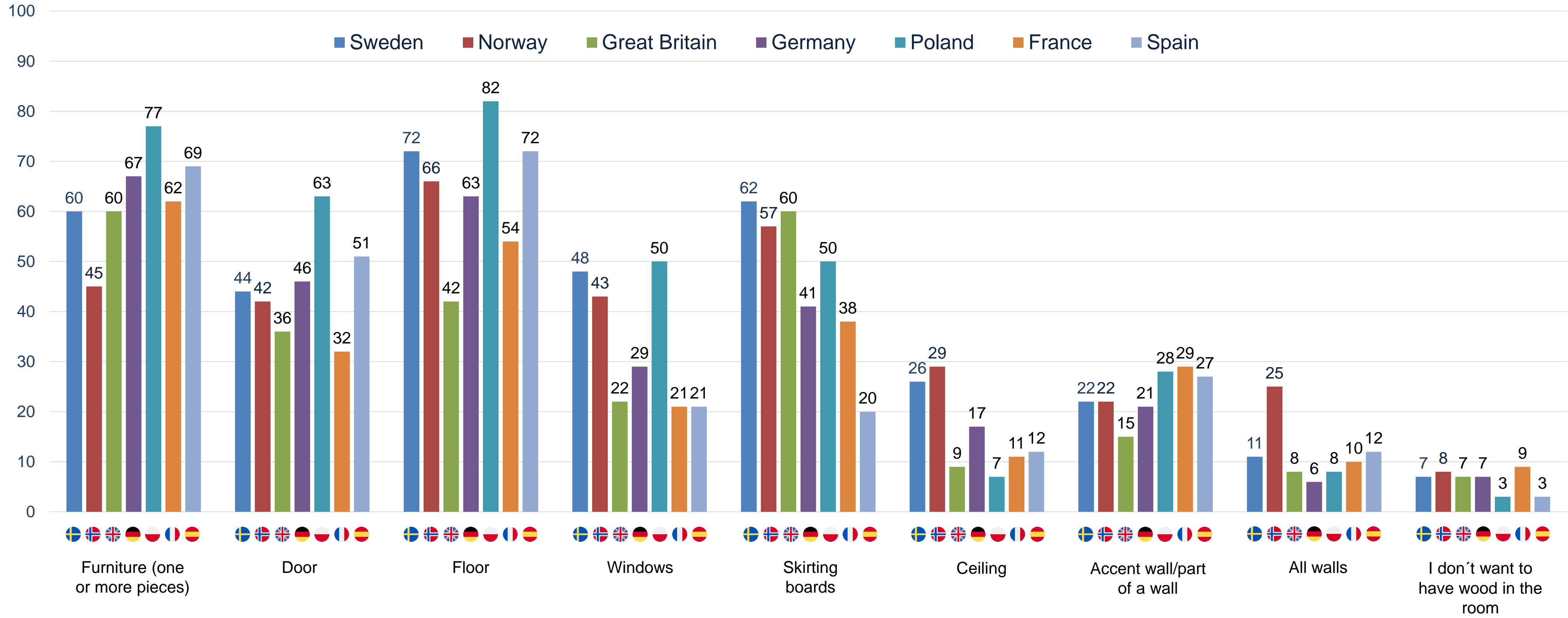
**Think about your bedroom. Where in the room do you want to see wood material?**

Klicka för all of the surfaces where you would like to have wood.

- Floor
- All walls
- Accent wall/section of a wall
- Windows
- Door
- Skirting boards
- Ceiling
- Furniture (one or more pieces)
- I don't want to have wood in the room

## Question 5: Think about your bedroom. Where in the room do you want to see wood material?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.





## Conclusions – Where in your bedroom do you want wood?

- In Poland more people want wood in furniture(s) in the bedroom
- In Norway less people want wood in furniture(s)
  
- In Poland more people want wood in doors
- In Great Britain and France less people want wood in doors
  
- In Sweden, Poland and Spain more people want wood in the floor
- In Great Britain less people want wood in the floor
  
- In Sweden, Norway and Poland more people want wood in windows
  
- In Sweden, Norway and Great Britain more people want wood in skirting boards
- In Spain less people want wood in skirting boards
  
- In Sweden and Norway more people want wood in the ceiling
- In Great Britain and Poland less people want wood in the ceiling
  
- In Poland, France and Spain more people want wood in accent wall/part of a wall
- In Great Britain less people want wood in accent wall/part of a wall
  
- In Norway more people want wood in all walls
- In Germany less people want wood in all walls
  
- In Poland and Spain less people do not want wood in the bedroom.

Ranking
1. Floor
2. Furniture
3. Skirting boards
4. Door
5. Windows
6. Accent wall/part of a wall
7. Ceiling
8. All walls
9. Don't want wood

## Summary – Where in the room do you want wood? – All rooms

- In Spain more people want to have wood in furniture and door compared with the other rooms.
- In Spain less people want to have wood in skirting boards and windows.
- Sweden and Norway have similar preferences for all rooms.
- In France more people want wood in an accent wall/part of a wall.
- In Norway more people want wood in all walls.
- In all rooms more people from France do not want to have wood.
- The preferences for all countries are more alike for the living room and bedroom compared with the kitchen.

**Flooring material**

**Which flooring  
materials do you  
prefer in your  
home?**

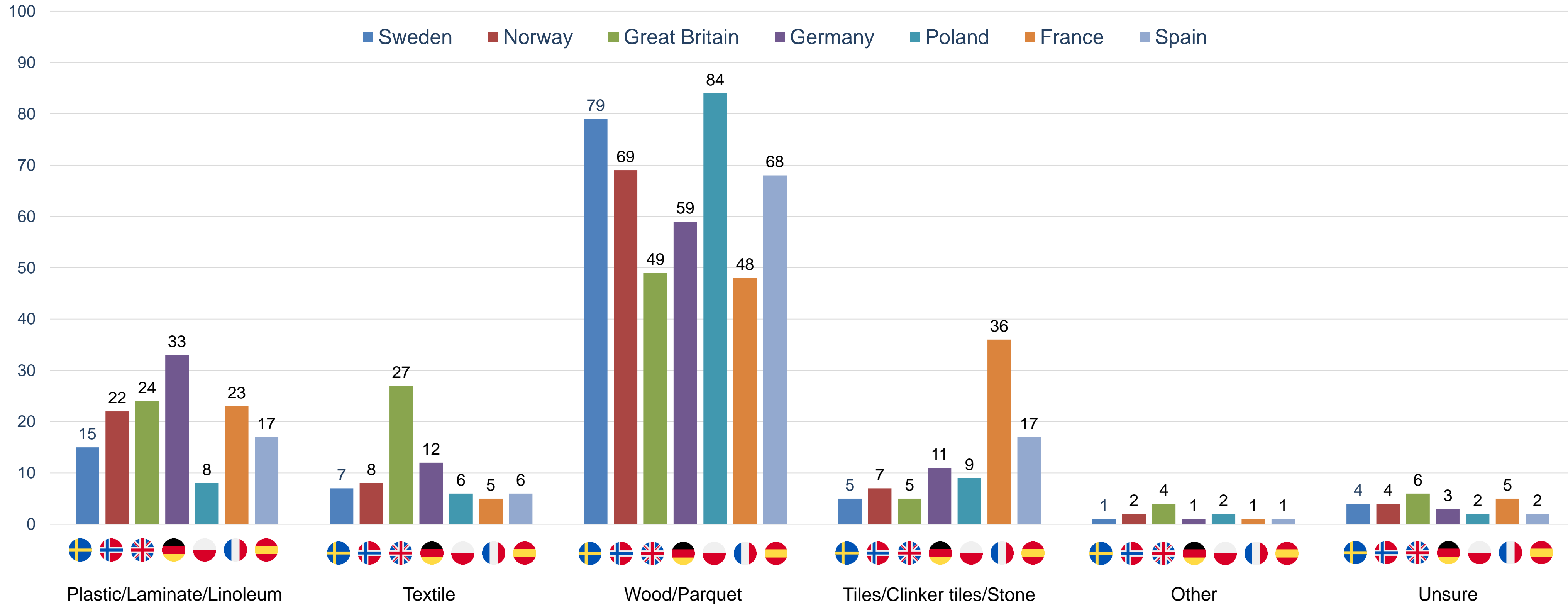




## Question 6: Which flooring materials would you prefer to have in your living room?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

### Living room



## Conclusions – Which flooring material(s) do you prefer in your living room?

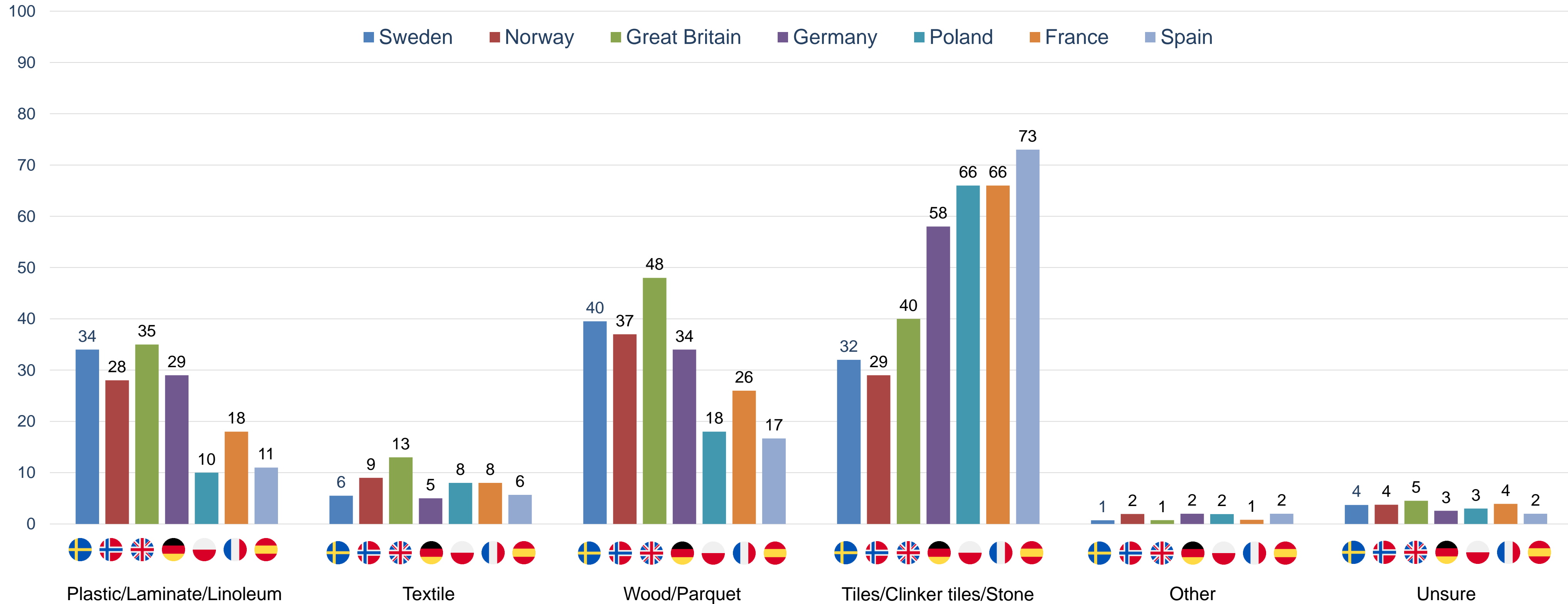
- In Poland less people want Plastic/Laminate/Linoleum as flooring material in the living room, compared with the other countries.  
In Germany more people want Plastic/Laminate/Linoleum
- In Great Britain more people want textile.
- In Sweden and Poland more people want Wood/Parquet.  
In Great Britain and France less people want Wood/Parquet.
- In France and Spain more people want Tiles/Clinker tiles/Stone.

Ranking
1. Wood/Parquet
2. Plastic/Laminate/Linoleum
3. Tiles/Clinker tiles/Stone
4. Textile
5. Unsure
6. Other

## Question 6: Which flooring materials would you prefer to have in your kitchen?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

### Kitchen



## Conclusions – Which flooring material(s) do you prefer in your kitchen?

- In Sweden and Great Britain more people want Plastic/Laminate/Linoleum as flooring material in the kitchen, compared with the other countries.  
In Poland and Spain less people want Plastic/Laminate/Linoleum.
- In Great Britain more people want textile.
- In Sweden and Norway more people want Wood/Parquet.  
In Germany, France and Spain less people want Wood/Parquet.
- In Spain more people want Tiles/Clinker tiles/Stone.  
In Sweden, Great Britain and Norway less people want Tiles/Clinker tiles/Stone.

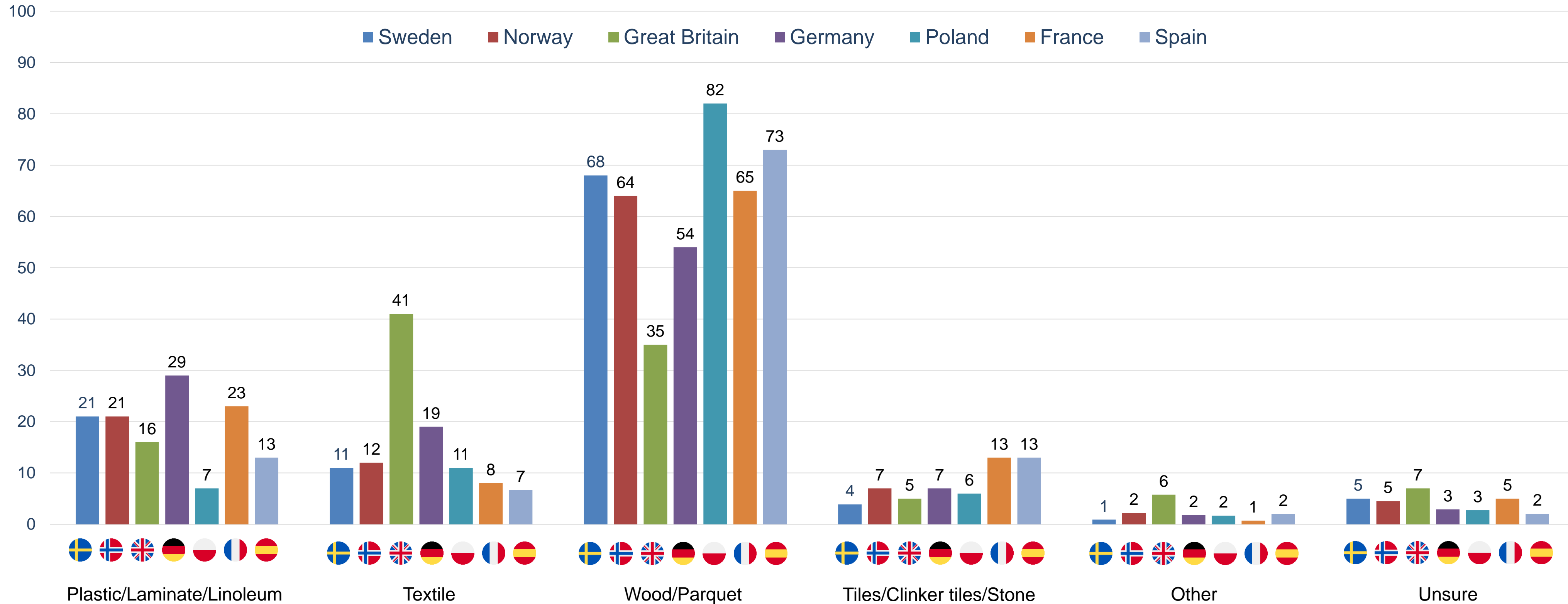
Ranking
1. Tiles/Clinker tiles/Stone
2. Wood/Parquet
3. Plastic/Laminate/Linoleum
4. Textile
5. Unsure
6. Other



## Question 6: Which flooring materials would you prefer to have in your bedroom?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

### Bedroom



## Conclusions – Which flooring material(s) do you prefer in your bedroom?

- In Germany more people want Plastic/Laminate/Linoleum as flooring material in the bedroom, compared with the other countries.  
In Poland less people want Plastic/Laminate/Linoleum
- In Great Britain and Germany more people want textile.
- In Poland more people want Wood/Parquet.  
In Great Britain less people want Wood/Parquet.
- In France and Spain more people want tiles/Clinker tiles/Stone
- In Great Britain more people chose “other” as an alternative.

Ranking
1. Wood/Parquet
2. Plastic/Laminate/Linoleum
3. Textile
4. Tiles/Clinker tiles/Stone
5. Unsure
6. Other

## Summary – What flooring material(s) do you prefer in your home? – All rooms

- The preferences for flooring materials in the living room and bedroom are more alike compared to the kitchen.
- In Sweden and Norway more people want to have Wood/Parquet as flooring material.
- In Great Britain more people want textile.
- More people want Wood/Parquet in the living room and bedroom.
- In Poland less people want Plastic/Laminate/Linoleum.
- In France and Spain more people want Tiles/Clinker tiles/Stone.

**Importance of three  
factors when  
purchasing a floor**

This is the question the respondents answered.  
The results are found on the following page.

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**How important are the following factors when purchasing a floor?**

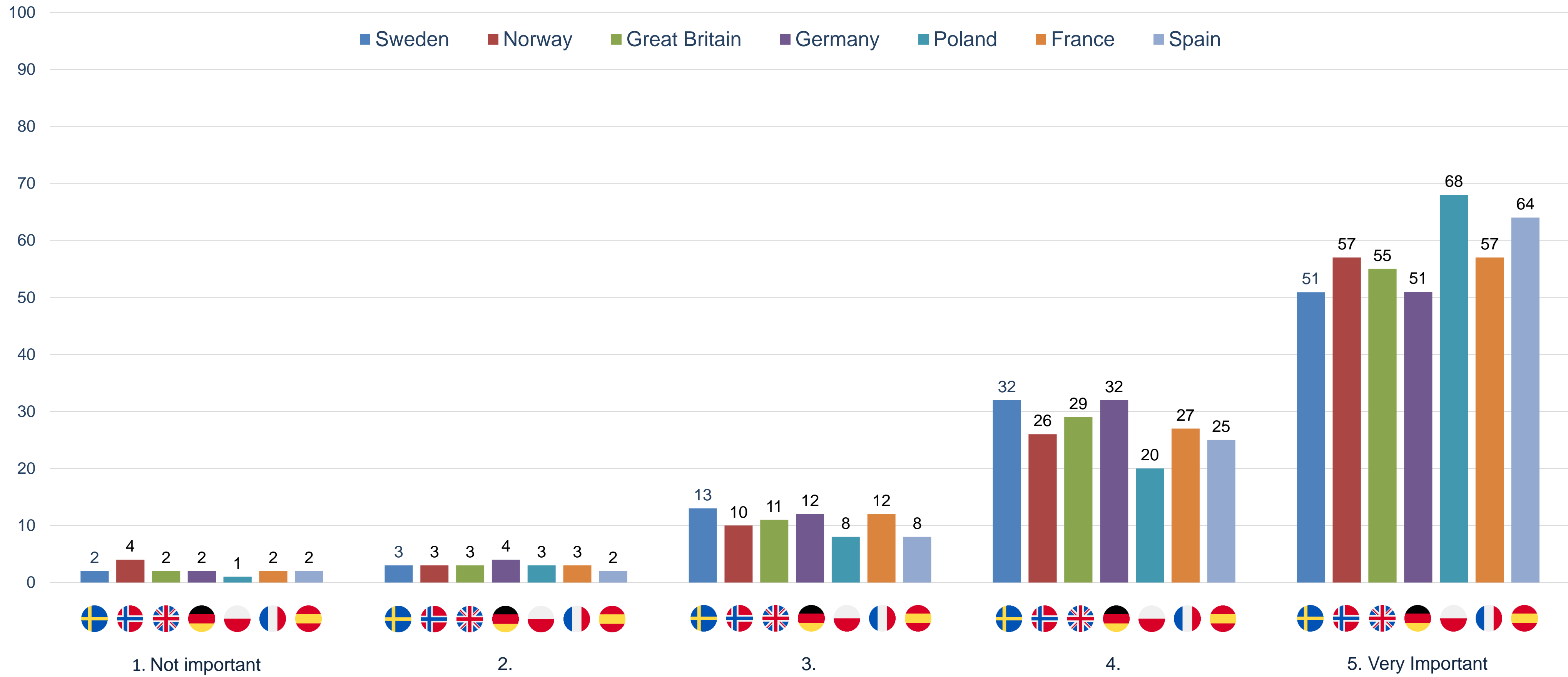
	Not important					Very important
	1	2	3	4	5	
* How easy it is to keep clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Option of assistance with installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Option of home delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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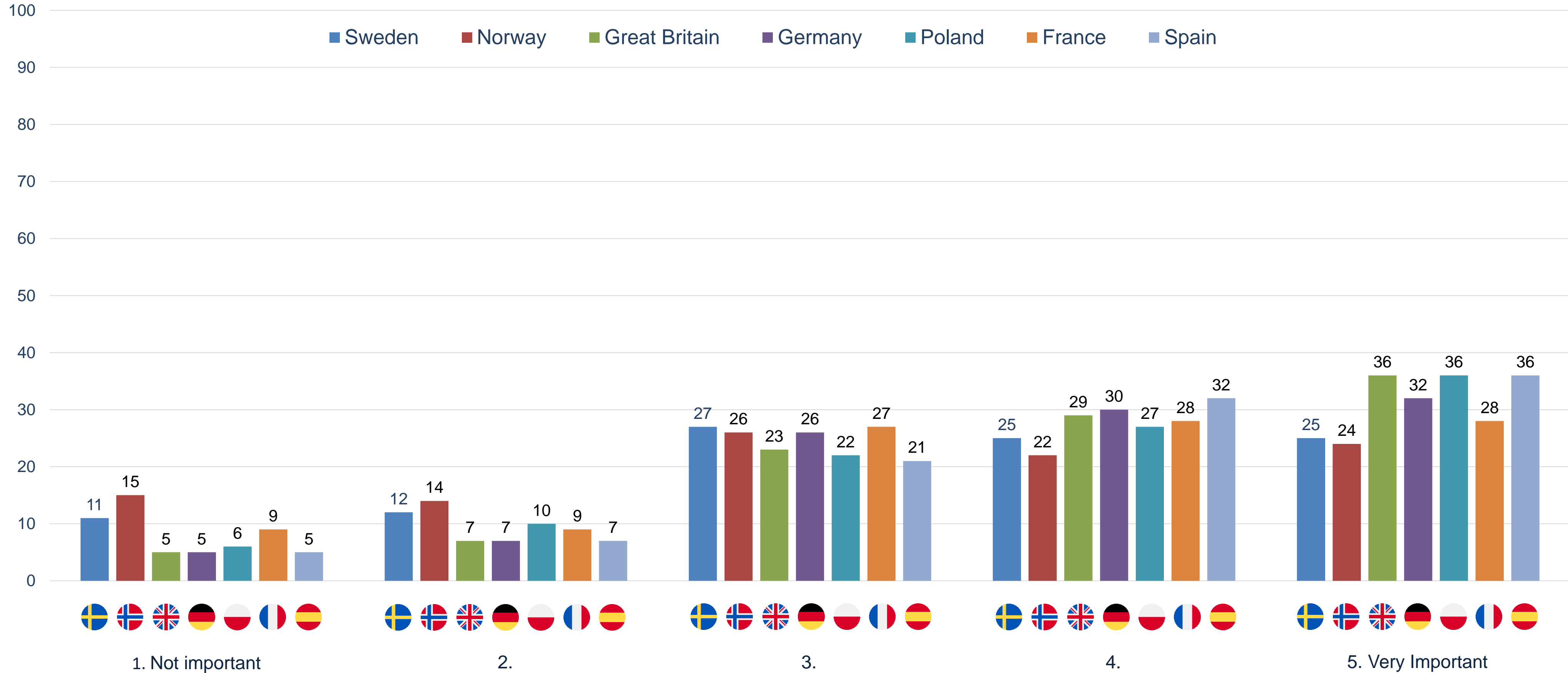
# Question 7: How important are the following factors when purchasing a floor?

## How easy it is to keep clean



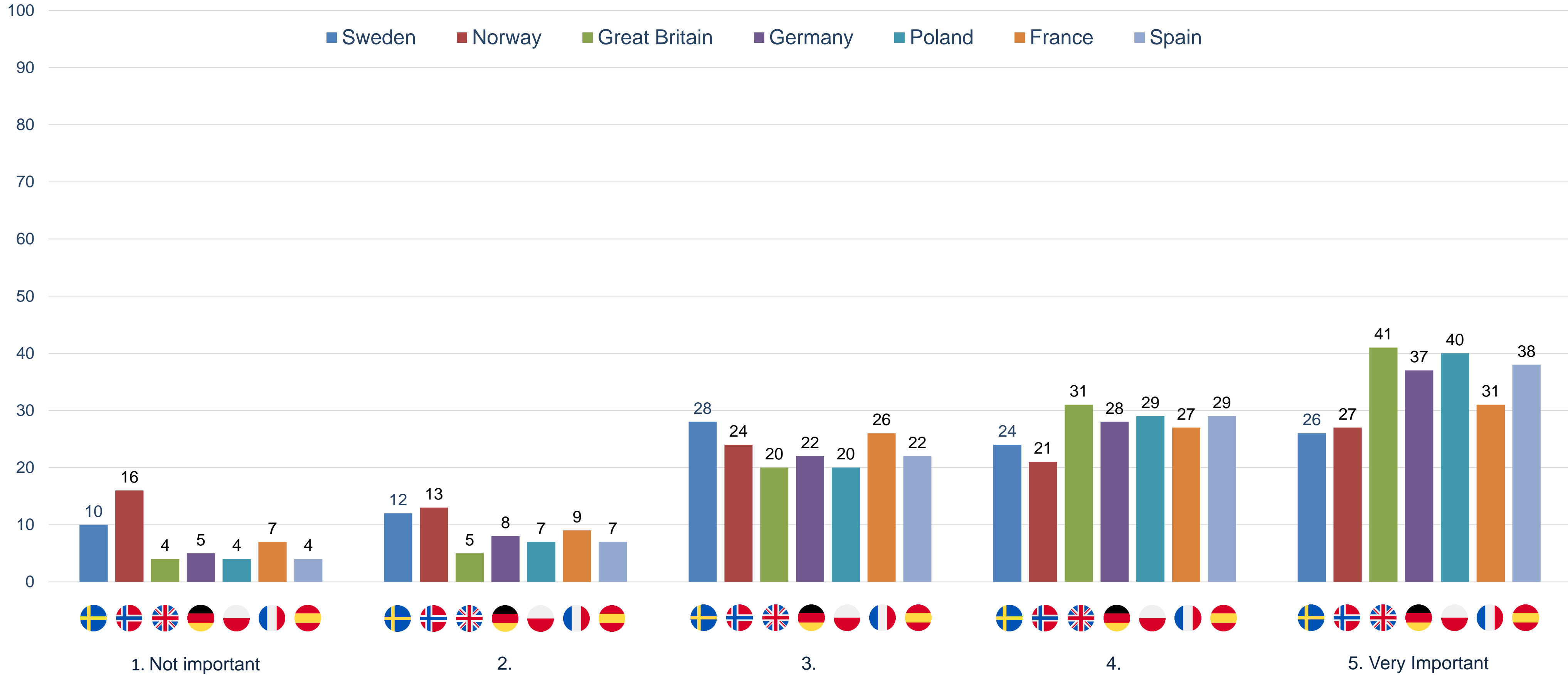
# Question 7: How important are the following factors when purchasing a floor?

## Option of assistance with installation

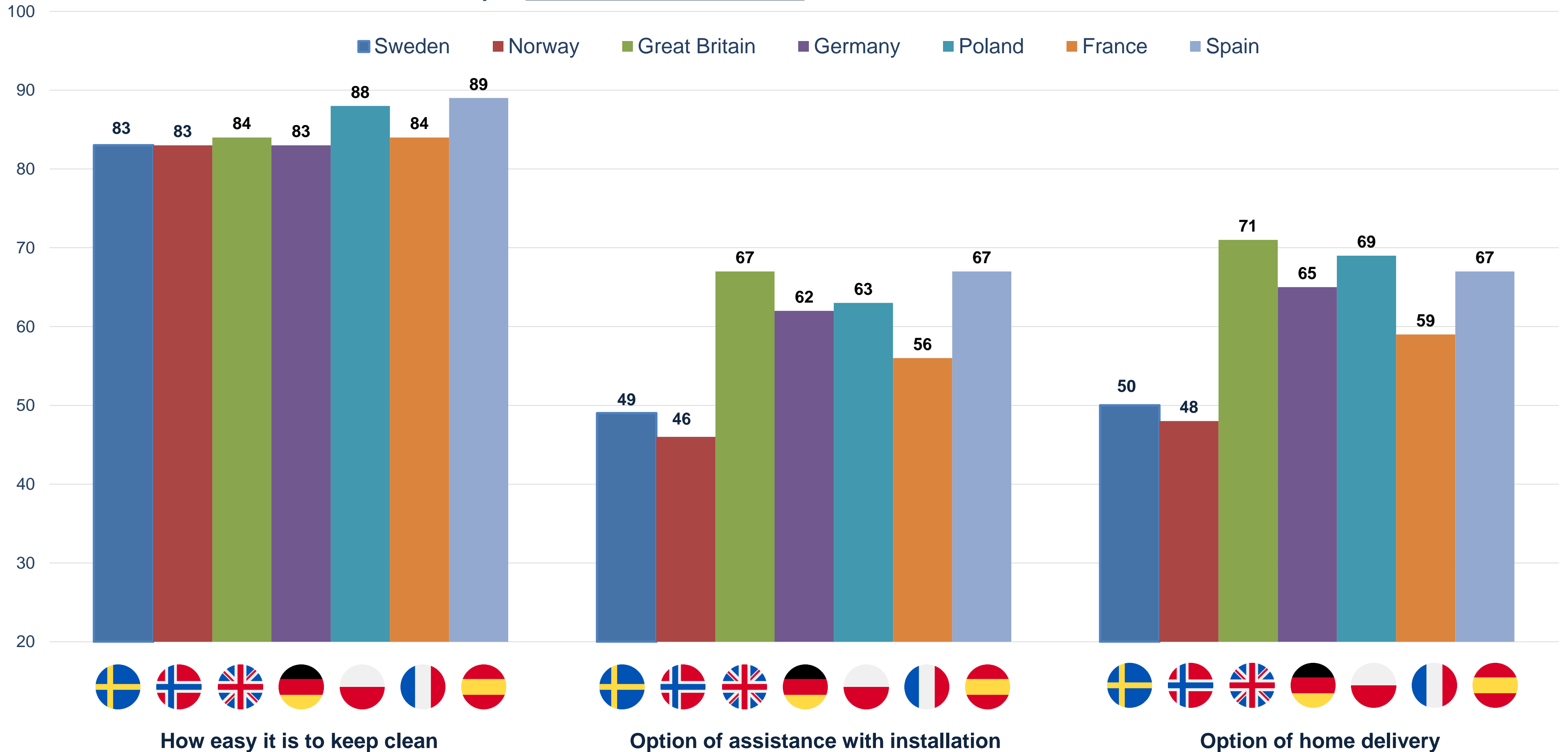


# Question 7: How important are the following factors when purchasing a floor?

## Option of home delivery



**Question 7: How important are the following factors when purchasing a floor?**  
Summary – all countries, all factors



The values above the bars are the combined value of alternatives 4 and 5, which indicates how many consider the factor to be important/very important..

## Conclusions – How important are the following factors when purchasing a floor?

- Spain is the only country where option of home delivery isn't considered more important than option of assistance with installation.
- In Poland and Spain more people consider how easy it is to keep clean to be important compared with the other countries.
- In Sweden, France and Norway less people consider the option of assistance with installation and home delivery to be important.
- In Great Britain, Poland and Spain more people consider home delivery to be important.

### Ranking

1. How easy it is to keep clean
2. Option of home delivery
3. Option of assistance with installation



# Wooden flooring

Preferences for colour and appearance

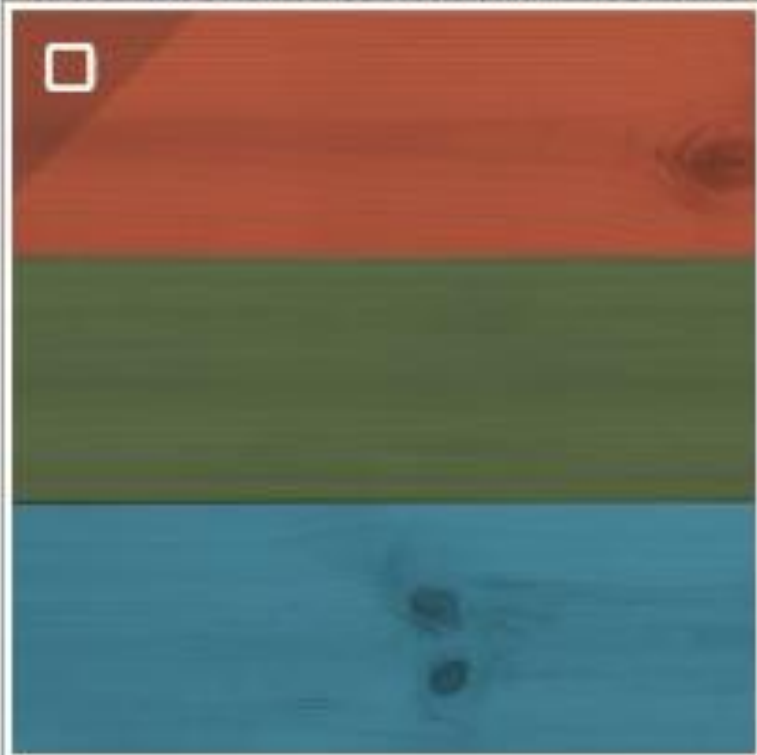
This is the question the respondents answered.  
The results are found on the following page.

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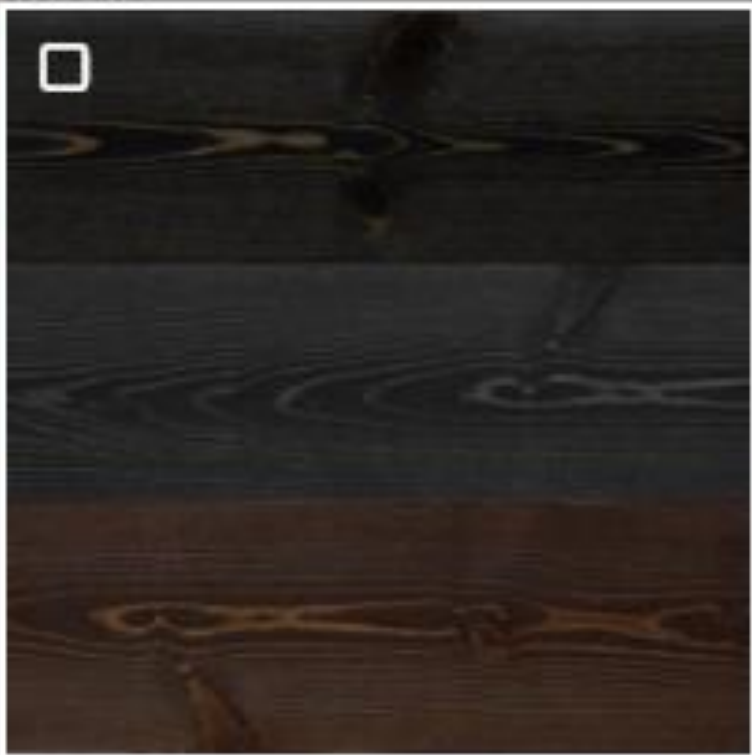
**\* Colour**

Imagine wooden flooring in your home. Which colour scheme(s) do you prefer?

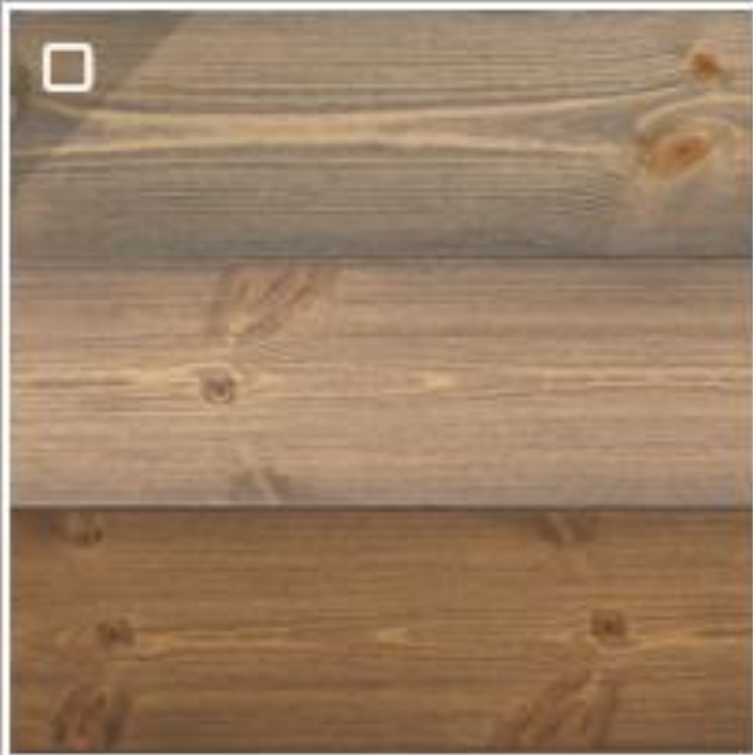
Click on the alternative(s) you like the most.



Coloured



Dark



Light



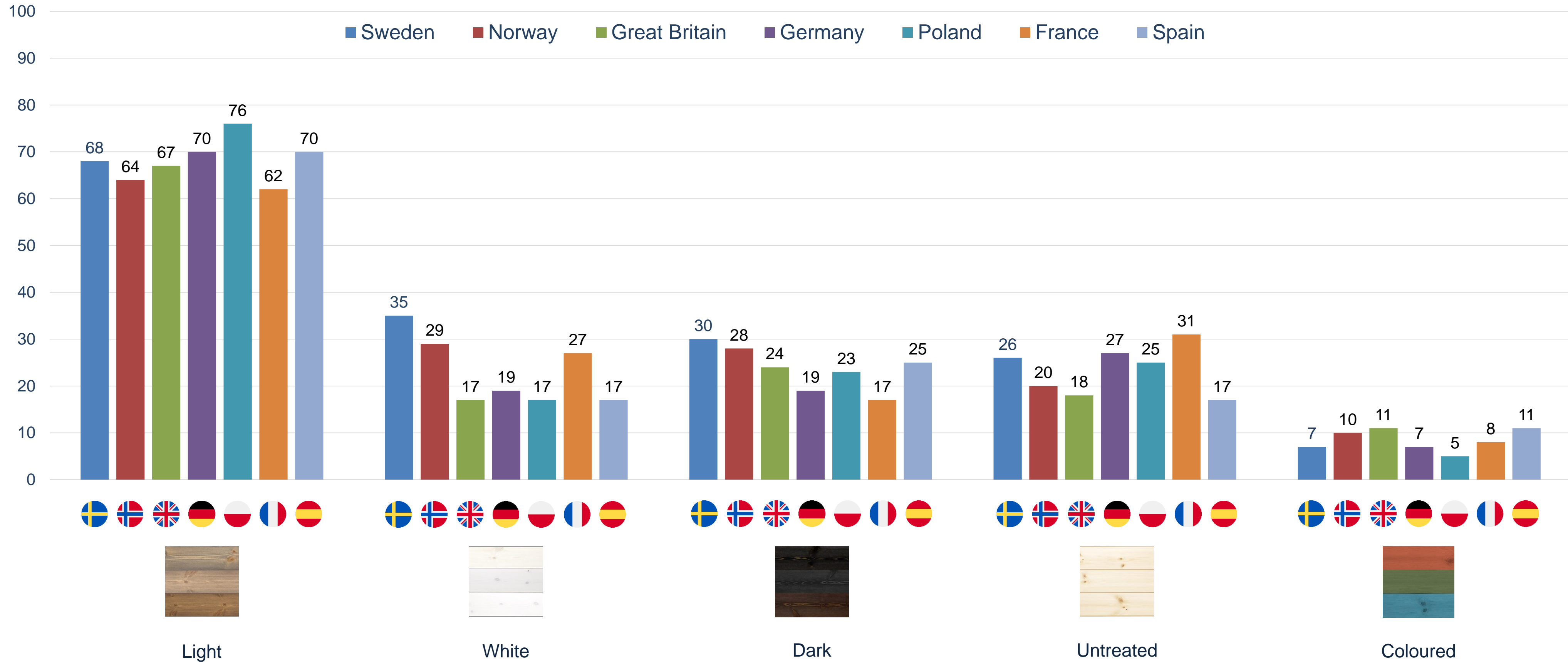
White



Untreated

### Question 8: Imagine wooden flooring in your home. Which colour scheme(s) do you prefer?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.



## Conclusions – What colour scheme(s) do you prefer in wooden flooring?

- In Poland more people prefer the light colour scheme compared with the other countries.
- In Sweden, France and Norway more people prefer the white colour scheme.
- In Sweden and Norway more people prefer the dark colour scheme.  
In France and Germany less people prefer the dark colour scheme.
- In France more people prefer the untreated colour scheme.  
In Norway, Great Britain and Spain less people prefer the untreated colour scheme.
- In Norway, Great Britain and Spain more people prefer the coloured colour scheme.

Ranking
1. Light
2. Dark
3. Untreated
4. White
5. Coloured

# **Pine in wooden flooring**



This is the question the respondents answered.  
The results are found on the following page.

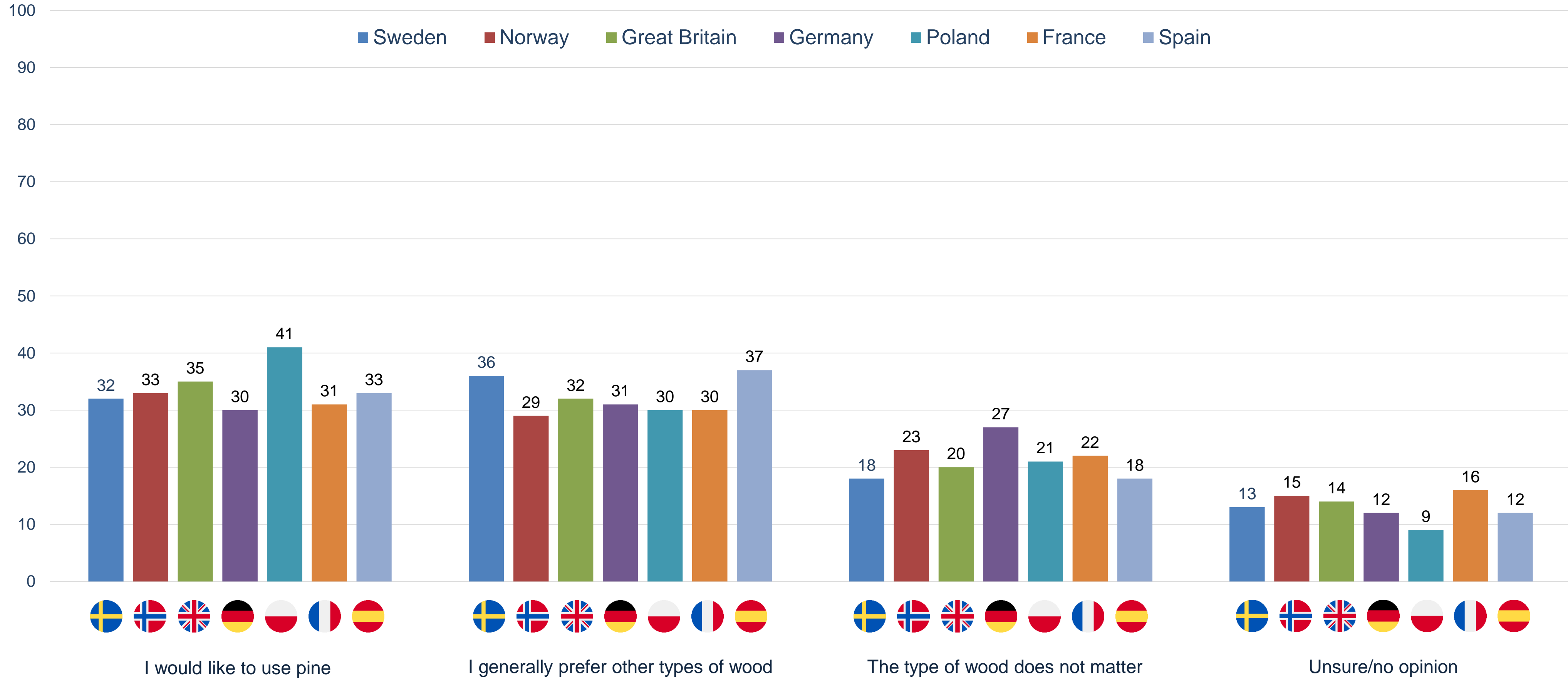
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**\* Wood type**

**Imagine wooden flooring in your home. What do you think about pine (the type of wood shown in the images above)?**

- I would like to use pine
- I generally prefer other types of wood
- The type of wood does not matter
- Unsure/no opinion

**Question 9:** Imagine wooden flooring in your home. What do you think about pine?



## Conclusions – What do you think about pine in wooden flooring?

- In Poland more people like to use pine compared with the other countries.
- In Sweden and Spain more people generally prefer other types of wood.
- In Germany more people stated that the type of wood does not matter.
- In Poland less people stated that they are unsure/of no opinion.

### Ranking

1. Like to use pine
2. Generally prefer other types of wood
3. The type of wood does not matter
4. Unsure/no opinion

**Visible knots  
in wooden flooring**

This is the question the respondents answered.  
The results are found on the following page.

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### **Knots**

**Knots are common in wood material. Examples of knots are the dark circles/ovals seen in the image above.**

**What do you think about visible knots in wooden flooring?**

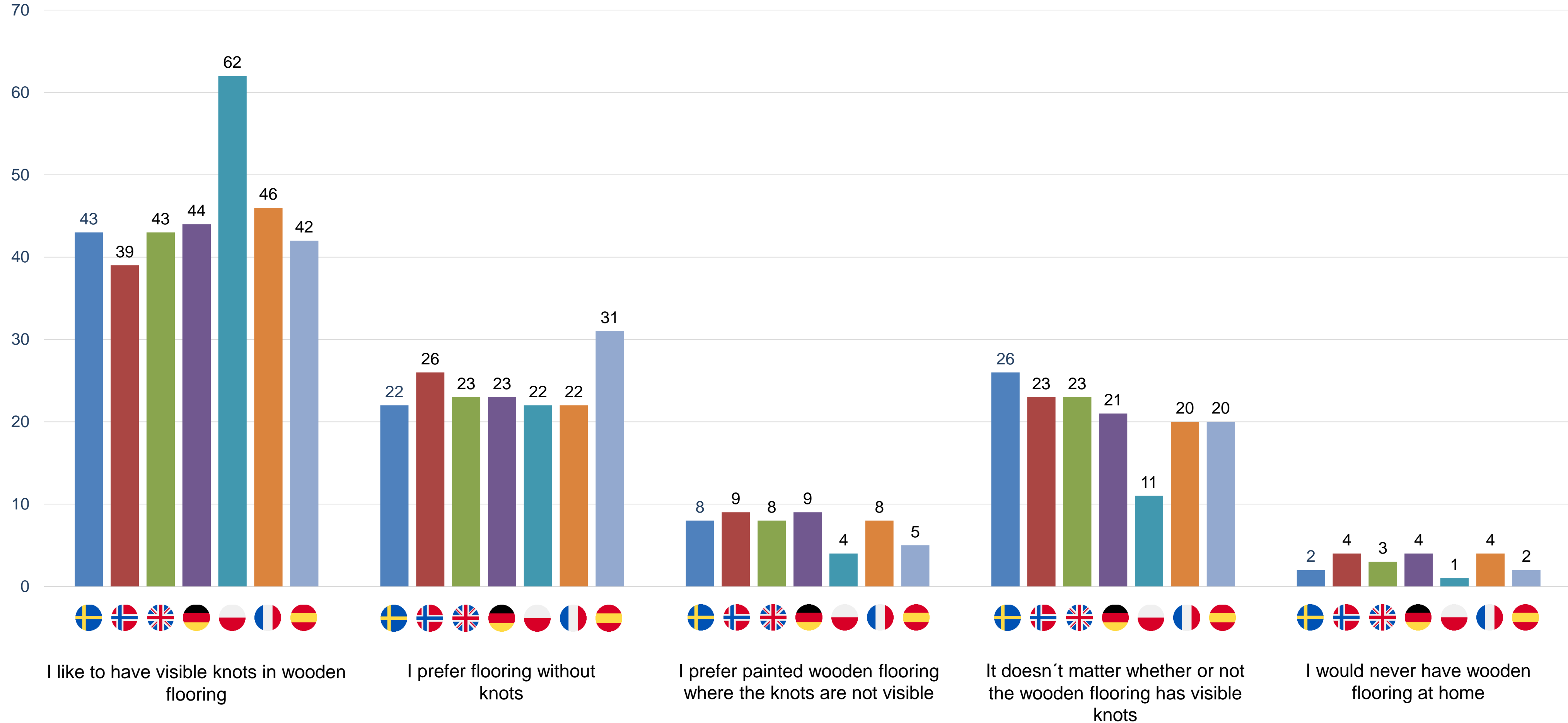
Indicate the alternative which best reflects your opinion.

- I like to have visible knots in wooden flooring
- I prefer flooring without knots
- I prefer painted wooden flooring where the knots are not visible
- It doesn't matter whether or not the wooden flooring has visible knots
- I would never have wooden flooring at home



## Question 10: What do you think about visible knots in wooden flooring?

■ Sweden ■ Norway ■ Great Britain ■ Germany ■ Poland ■ France ■ Spain



## Conclusions – What do you think about visible knots in wooden flooring?

- In Poland more people like to have visible knots in wooden flooring.
- In Spain more people prefer flooring without knots.
- In Poland and Spain less people prefer painted wooden flooring where the knots are not visible.
- In Poland less people stated that it does not matter whether or not the wooden flooring has visible knots.

Ranking
1. Like to have visible knots in wooden flooring
2. Prefer flooring without knots
3. It doesn't matter whether or not the wooden flooring has visible knots
4. Prefer painted wooden flooring where the knots are not visible
5. Would never have wooden flooring at home



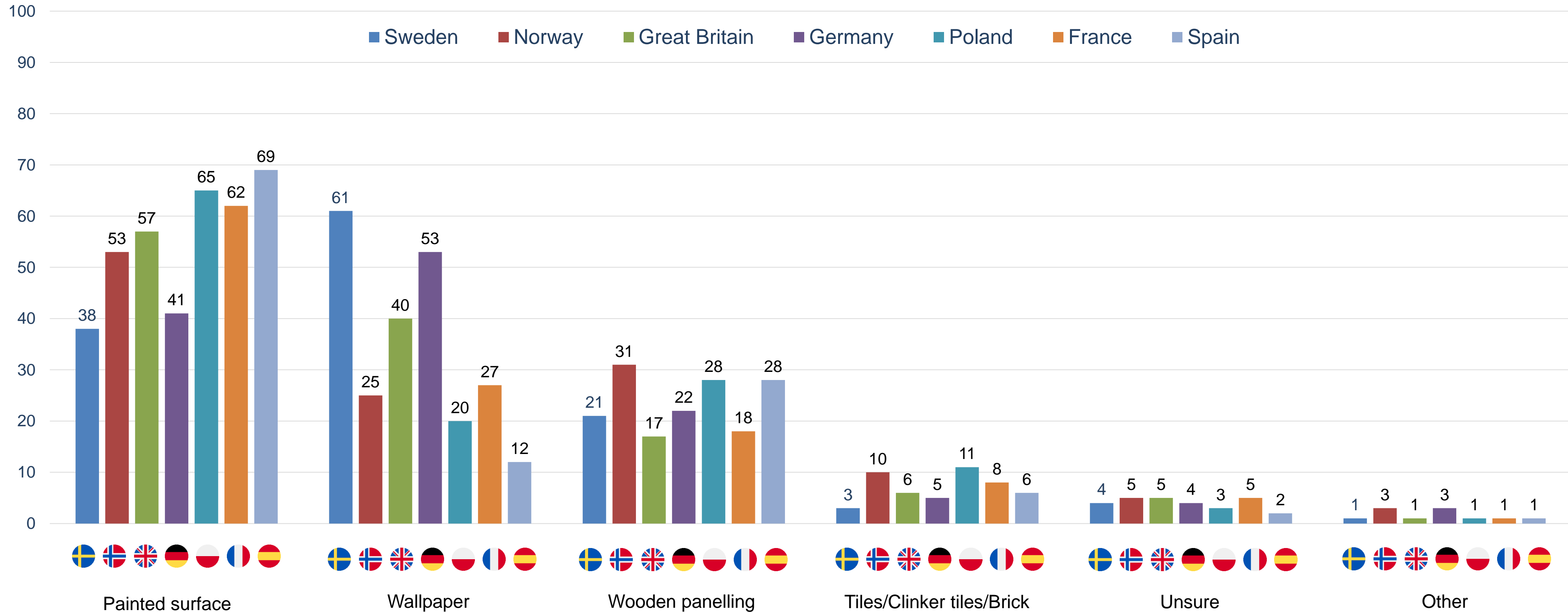
**Wall covering**



# Question 11: What type(s) of wall covering would you prefer to have in your living room?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

## Living room



## Conclusions – What wall coverings do you prefer to have in your living room?

- In Poland, France and Spain more people prefer painted surface in the living room compared with the other countries.  
In Sweden and Germany less people prefer painted surface.
- In Sweden and Germany more people prefer wallpaper.  
In Spain less people prefer wallpaper.
- In Norway, Poland and Spain more people prefer wooden panelling.  
In Great Britain and France less people prefer wooden panelling.
- In Norway and Poland more people prefer Tiles/Clinker tiles/Brick.  
In Sweden less people prefer Tiles/Clinker tiles/Brick.
- In Norway and Germany more people prefer "another" wall covering in the living room.

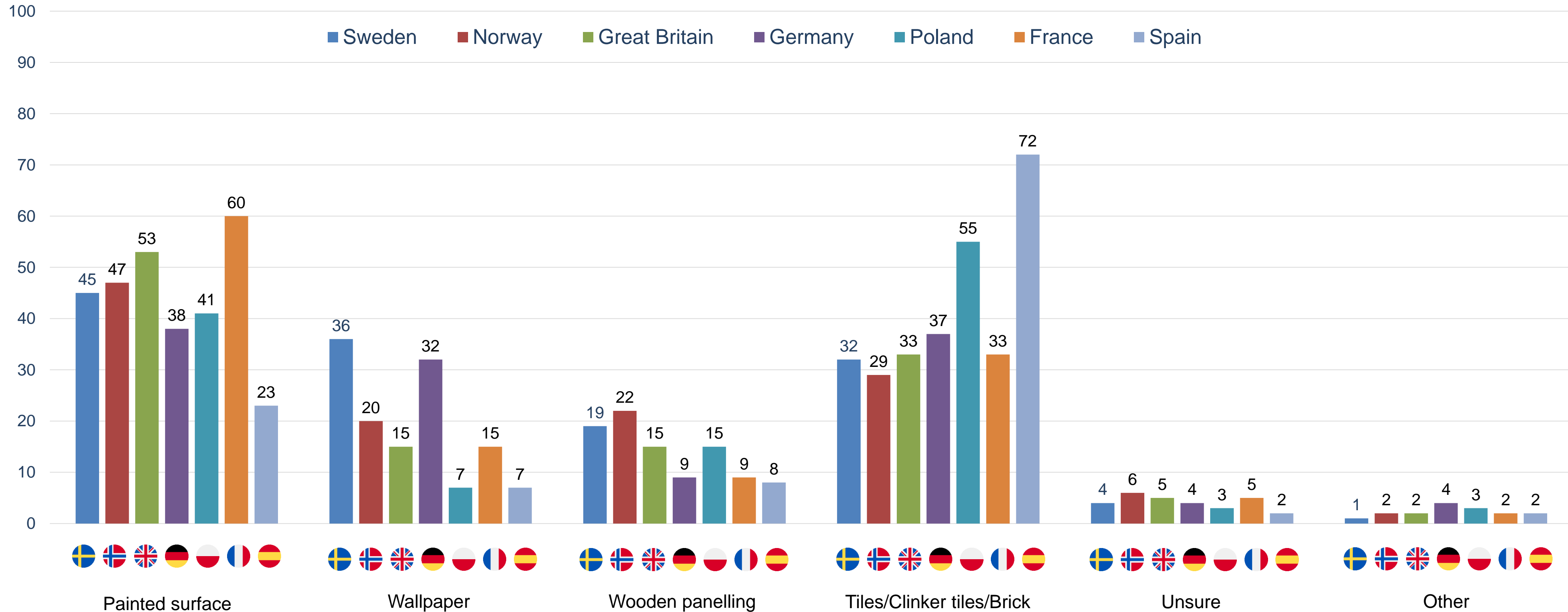
Ranking
1. Painted surface
2. Wallpaper
3. Wooden panelling
4. Tiles/Clinker tiles/Brick
6. Unsure
7. Other



## Question 11: What type(s) of wall covering would you prefer to have in your kitchen?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

### Kitchen



## Conclusions – What wall coverings do you prefer to have in your kitchen?

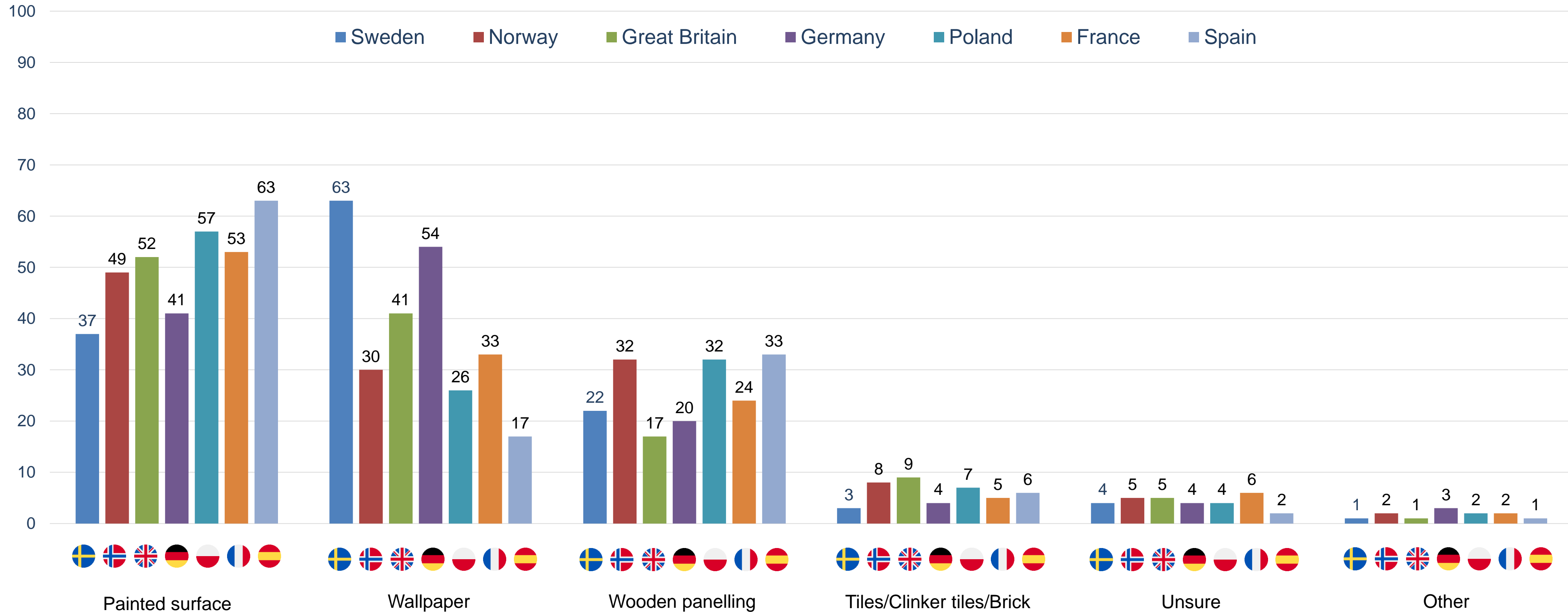
- In Great Britain and France more people prefer painted surface in the kitchen compared with the other countries.  
In Spain less people prefer painted surface.
- In Sweden and Germany more people prefer wallpaper.  
In Poland and Spain less people prefer wallpaper.
- In Sweden and Norway more people prefer wooden panelling.  
In Germany, France and Spain less people prefer wooden panelling.
- In Poland more people prefer Tiles/Clinker tiles/Brick.

Ranking
1. Painted surface
2. Tiles/Clinker tiles/Brick
3. Wallpaper
4. Wooden panelling
5. Unsure
6. Other

## Question 11: What type(s) of wall covering would you prefer to have in your bedroom?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.

### Bedroom



## Conclusions – What wall coverings do you prefer to have in your bedroom?

- In Spain more people prefer painted surface in the bedroom compared with the other countries.  
In Sweden and Germany less people prefer painted surface.
- In Sweden and Germany more people prefer wallpaper.  
In Spain less people prefer wallpaper.
- In Norway, Poland and Spain more people prefer wooden panelling.
- In Norway and Great Britain more people prefer Tiles/Clinker tiles/Brick  
In Sweden and Germany less people prefer Tiles/Clinker tiles/Brick.

Ranking
1. Painted surface
2. wallpaper
3. Wooden panelling
4. Tiles/Clinker tiles/Brick
6. Unsure
7. Other

## Conclusions – Wall coverings – All rooms

- The preferences for wall coverings are relatively alike for the living room and bedroom.
- Sweden and Germany have similar preferences in all of the rooms.
- In Poland and Spain less people prefer wallpaper in all of the rooms.
- In Great Britain less people prefer wooden panelling in all of the rooms.

**Importance of three  
factors when buying  
wall covering**



This is the question the respondents answered.  
The results are found on the following page.

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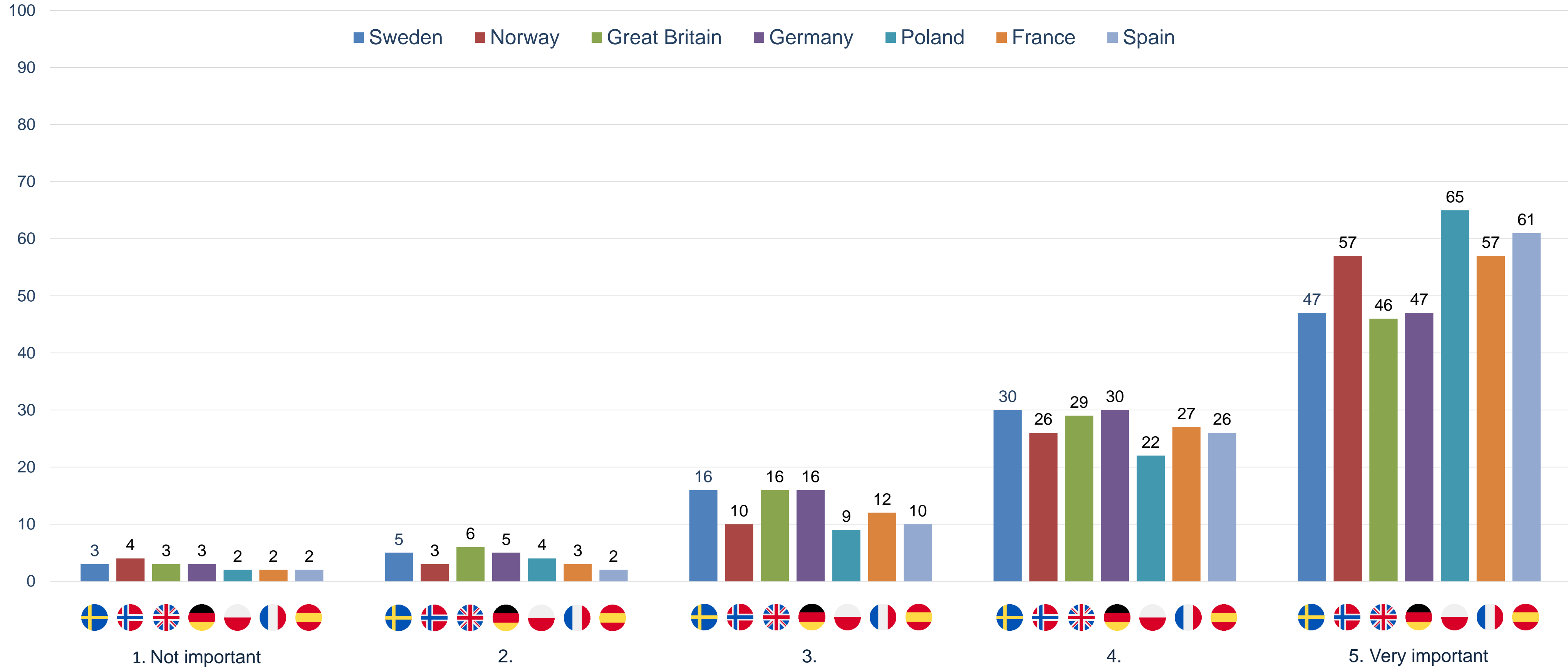
**How important are the following factors when purchasing wall covering?**

	Not important					Very important
	1	2	3	4	5	
* How easy it is to keep clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Option of assistance with installation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Option of home delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

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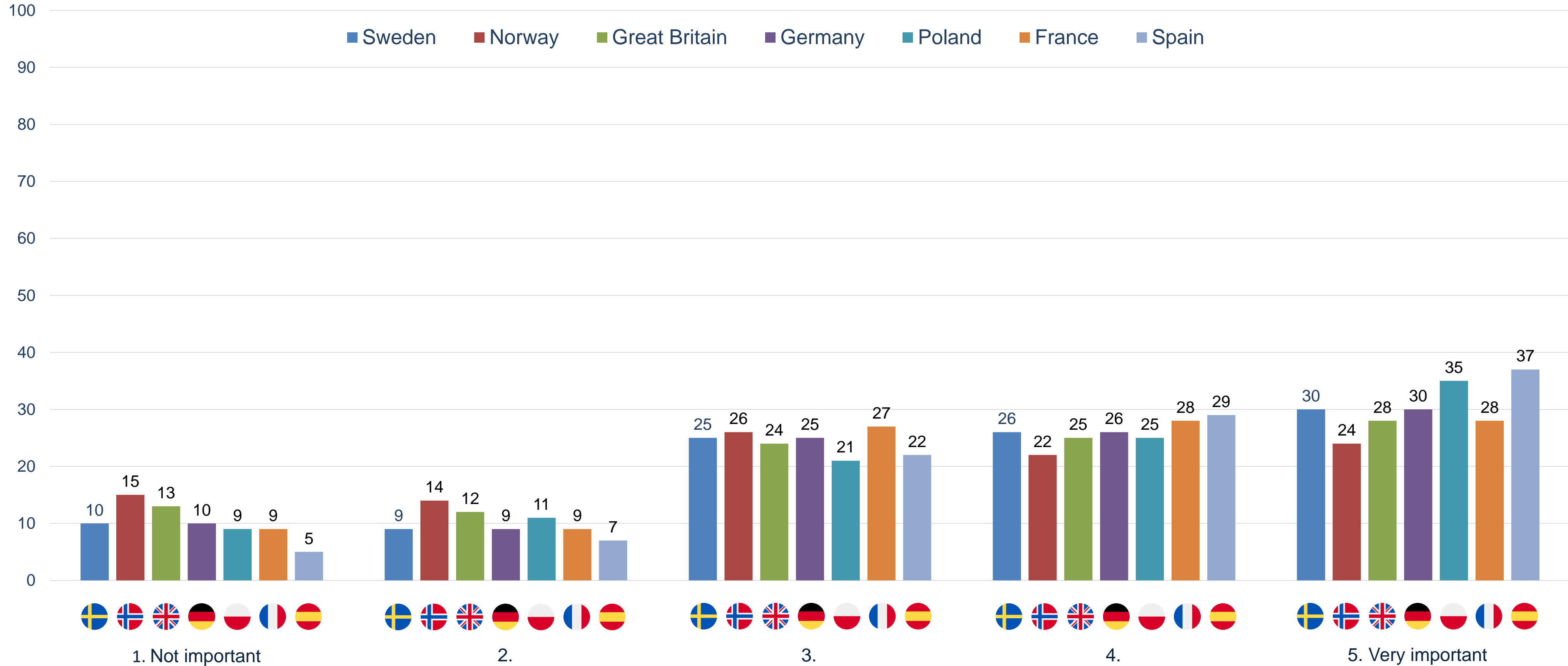
**Question 12: How important are the following factors when purchasing wall covering?**

**How easy it is to keep clean**



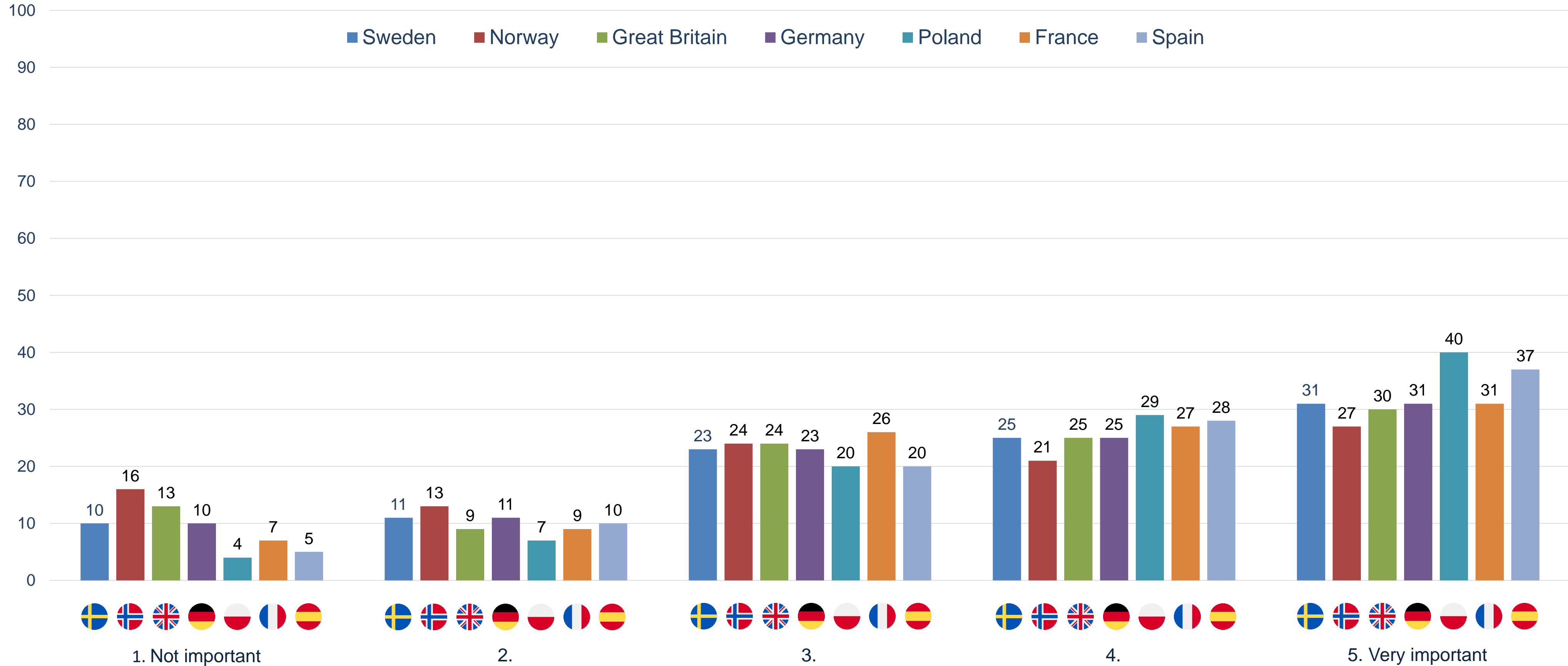
# Question 12: How important are the following factors when purchasing wall covering?

## Option of assistance with installation

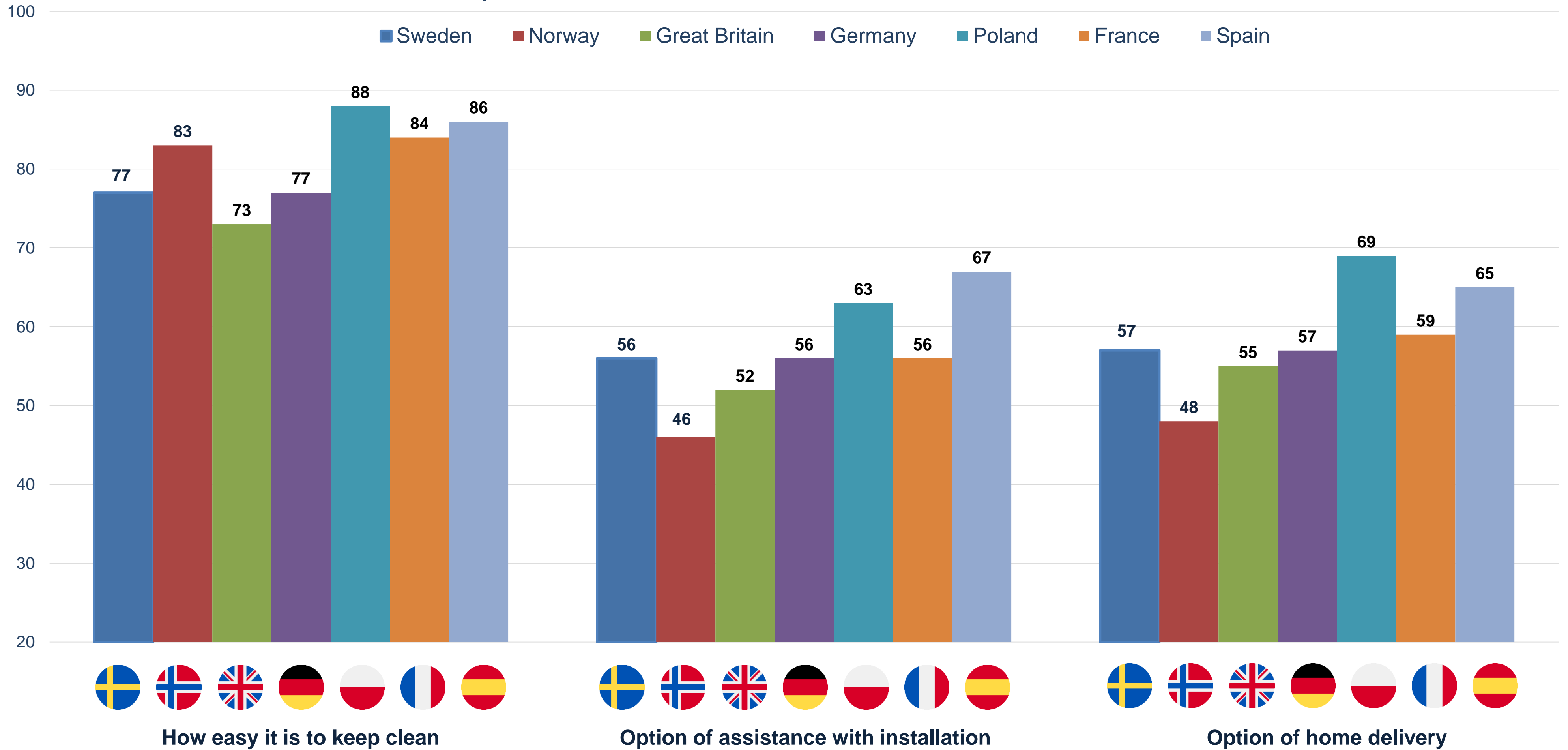


# Question 12: How important are the following factors when purchasing wall covering?

## Option of home delivery



**Question 12: How important are the following factors when purchasing wall covering?**  
Summary - all countries, all factors



The values above the bars are the combined value of alternatives 4 and 5, which indicates how many consider the factor to be important/very important..

## Conclusions – How important are these 3 factors when purchasing wall coverings?

- In Sweden, Great Britain and Germany how easy it is to keep clean is considered less important compared with the other countries.
- In Poland and Spain option of home delivery and assistance with installation are considered more important.
- In Norway option of home delivery and assistance with installation are considered less important.
- Spain is the only country where assistance with installation is considered to be more important than home delivery.

Ranking
1. How easy it is to keep clean
2. Option of home delivery
3. Option of assistance with installation



# Wall panels

Preferences for colour and appearance

**Colour scheme  
preferences for  
wooden wall  
panels**

This is the question the respondents answered.  
The results are found on the following page.

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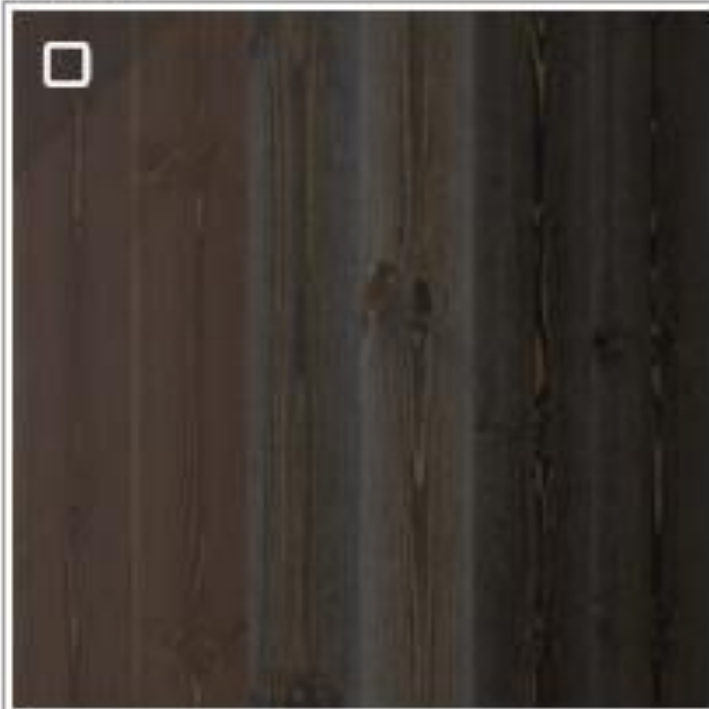
**\* Colour**

Imagine wooden wall panels in your home. Which colour scheme(s) do you prefer?

Click on the alternative(s) you like the most.



Coloured



Dark



Light



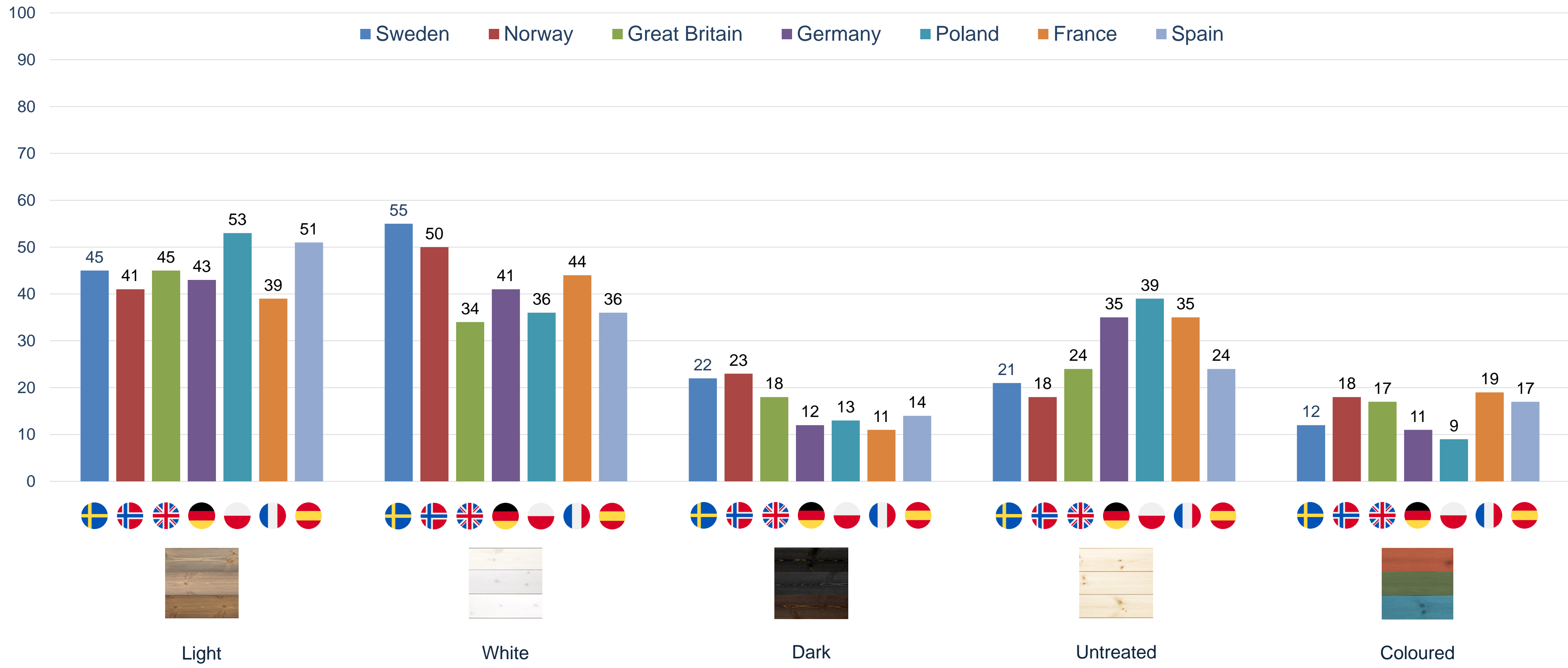
White



Untreated

### Question 13: Imagine wooden wall panels in your home. Which colour scheme(s) do you prefer?

\* This is a multiple choice question. The values above the bars indicate how many chose each alternative.



## Conclusions – What colour scheme(s) do you prefer in wooden wall panels?

- In Poland and Spain more people prefer the light colour scheme for wooden wall panels compared with the other countries.
- In Sweden and Norway more people prefer the white colour scheme.
- In Sweden, Norway and Great Britain more people prefer the dark colour scheme.
- In Germany, Poland and France more people prefer the untreated colour scheme.  
In Sweden and Norway less people prefer the untreated colour scheme.
- In Sweden, Germany and Poland less people prefer the coloured colour scheme.

Ranking
1. Light
2. White
3. Untreated
4. Dark
5. Coloured

**Visible knots  
in wall panels**



This is the question the respondents answered.  
The results are found on the following page.

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## **Knots**

**Knots are common in wood material. Examples of knots are the dark circles/ovals seen in the image above.**

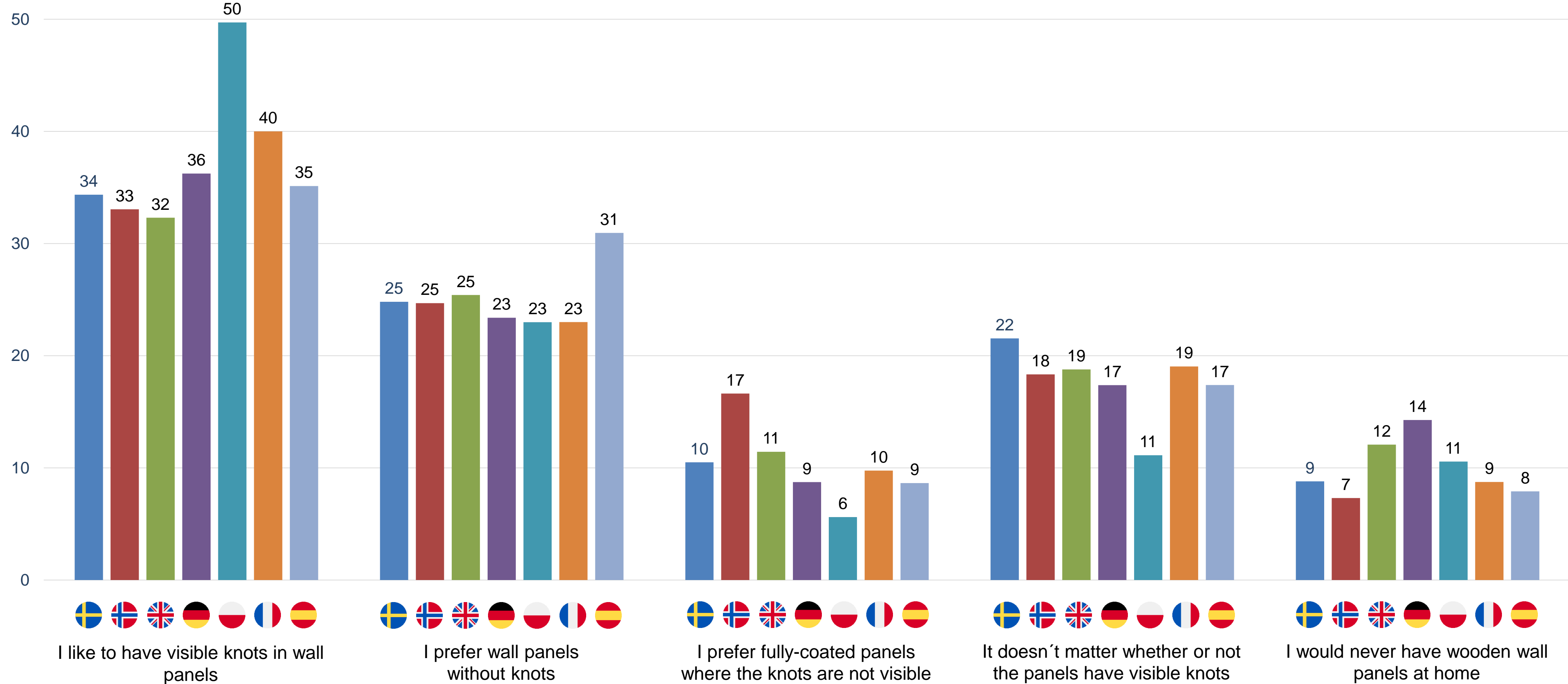
**What do you think about visible knots in wall panels?**

Indicate the alternative which best reflect your opinion.

- I like to have visible knots in wall panels
- I prefer wall panels without knots
- I prefer fully-coated panels where the knots are not visible
- It doesn't matter whether or not the panels have visible knots
- I would never have wooden wall panels at home

## Question 14: What do you think about visible knots in wooden panelling?

■ Sweden ■ Norway ■ Great Britain ■ Germany ■ Poland ■ France ■ Spain



## Conclusions – What do you think about visible knots in wooden panelling?

- In Poland more people like to have visible knots in wall panels compared with the other countries.
- In Spain more people prefer wall panels without knots.
- In Norway more people prefer fully-coated panels where the knots are not visible.
- In Poland less people prefer fully-coated panels where the knots are not visible.
- In Poland less people state that it doesn't matter whether or not the panels have visible knots.
- In Germany, Great Britain and Poland more people would never have wooden wall panels at home.
- The ranking of the different answers are the same for wooden panelling and wooden flooring.
- More people prefer fully-coated wall panels where the knots are not visible compared to painted wooden flooring where the knots are not visible.
- More people would never have wooden wall panels at home compared to never having wooden flooring at home.

Ranking
1. Like to have visible knots in wall panels
2. Prefer wall panels without knots
3. It doesn't matter whether or not the panels have visible knots
4. Prefer fully-coated panels where the knots are not visible
5. Would never have wooden wall panels at home



# **Decoration and renovation**

This is the question the respondents answered.  
The results are found on the following page.

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## Decoration and renovation

Below are some questions about your interest in interior decoration and renovation.

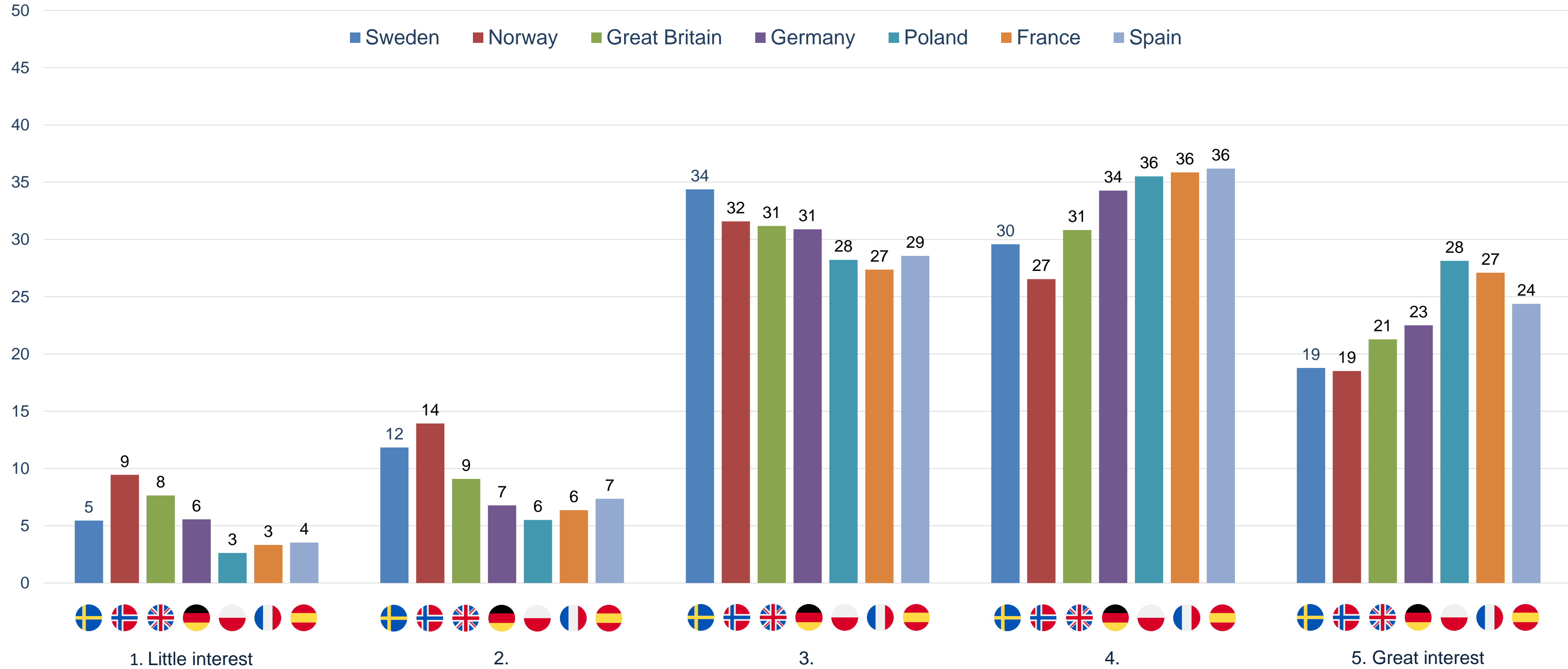
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Little interest

Great interest

\* How would you describe your interest in interior decoration/renovation?

## Question 15: How would you describe your interest in interior decoration/renovation?



## Conclusions – How would you describe your interest in interior decoration/renovation?

- In Poland, France and Spain more people describe their interest in interior decoration/renovation as great compared with the other countries.
- In Sweden and Norway less people describe their interest as great.
- In Sweden more people are neutral (chose option 3)
- In Sweden, Norway and Great Britain more people describe their interest as little.

Country	Interested	Uninterested
1. Poland	64%	9%
2. France	63%	9%
3. Spain	60%	11%
4. Germany	57%	13%
5. Great Britain	52%	17%
6. Sweden	49%	17%
7. Norway	46%	23%



**Influence from  
different people  
when buying interior  
decoration products**

This is the question the respondents answered.  
The results are found on the following page.

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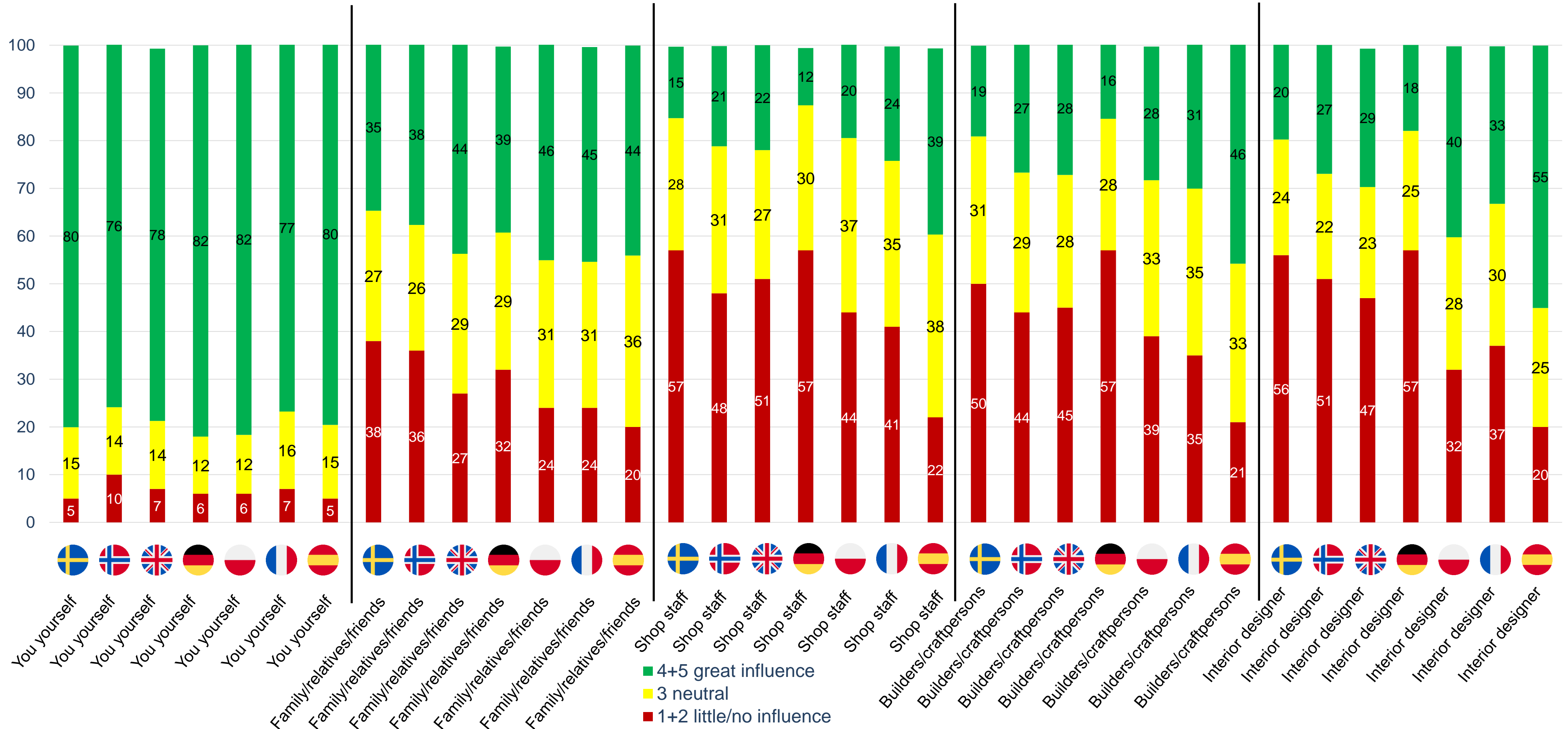
**How much influence do the following people have on decisions related to which interior decoration products (flooring, wall covering, furniture) you have at home?**

Indicate on a scale of 1-5 how much influence each party has. 1=no influence, 5=great influence.

	None					A great deal
	1	2	3	4	5	
* You yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Family/relations/friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Shop staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Builders/craftpersons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
* Interior designer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

---

# Question 16: How much influence do the following people have on decisions related to which interior decoration products you have at home?



## Conclusions – How much influence do the following people have on decisions related to which interior decoration products you have at home?

- More people from Spain state that Shop staff, Builders/craftsperson's and Interior designers have a great deal of influence compared with the other countries.
- Spain is the only country where Family/relatives/friends are not considered to have the second most influence. Interior designer and builders/craftsperson's are considered to have a greater influence than Family/relatives/friends.
- In Sweden, Norway and Germany people consider Family/relatives/friends to have less influence.
- In Sweden and Germany people consider Shop staff to have less influence.
- In Sweden, Great Britain and Germany people consider Builders/craftsperson's to have less influence.
- In Poland and Spain people consider Interior designer to have a great deal of influence.
- In Sweden and Germany people consider Interior designer to have less influence.

Ranking
1. You yourself
2. Family/relatives/friends
3. Interior designer
4. Builders/craftpersons
5. Shop staff

**Which factors are  
most important  
when buying flooring  
and wall covering?**

This is the question the respondents answered.  
The results are found on the following page.

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**\* Imagine that you will buy flooring and wall covering for your home.  
Rank the following factors from 1 to 3 based on how important they are to you.  
Scale: (1) most important, (2) second most important (3) least important factor.**

Price

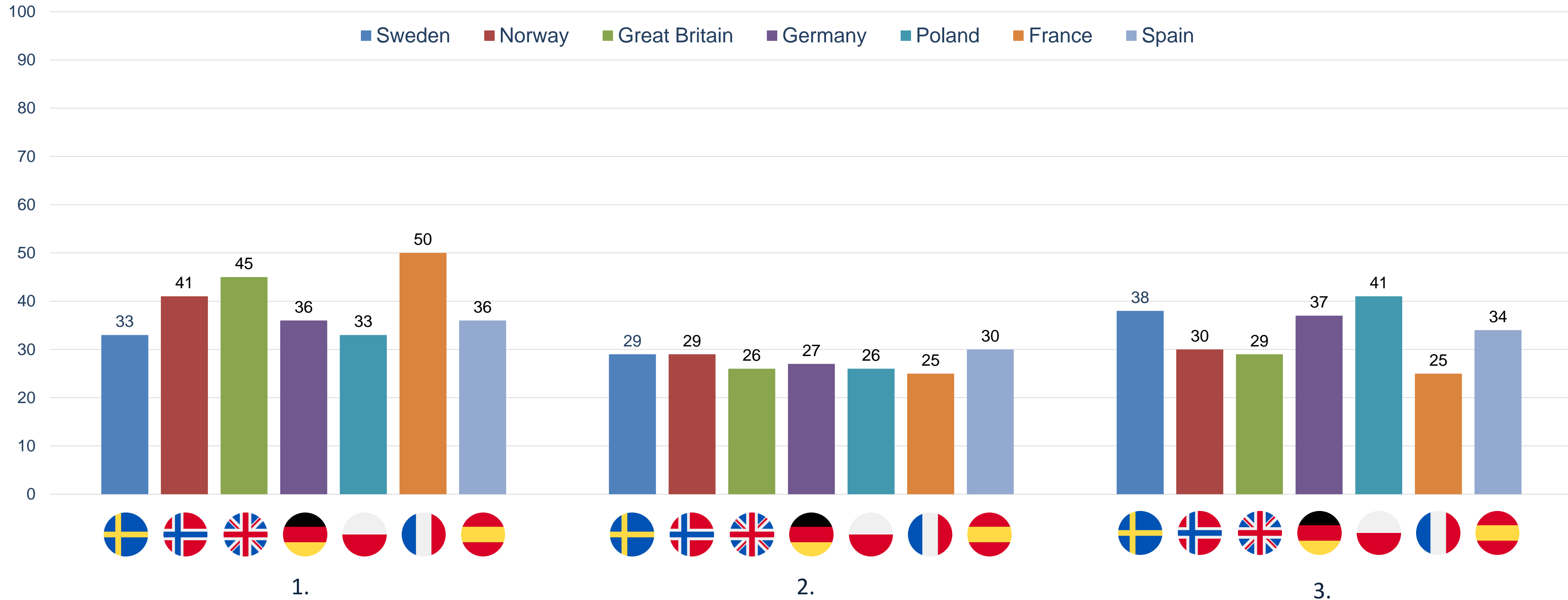
Quality

Appearance/design

Rank values must be from 1 to 3

**Question 17:** Imagine that you will buy flooring and wall covering for your home. Rank the following factors from 1 to 3 based on how important they are to you.

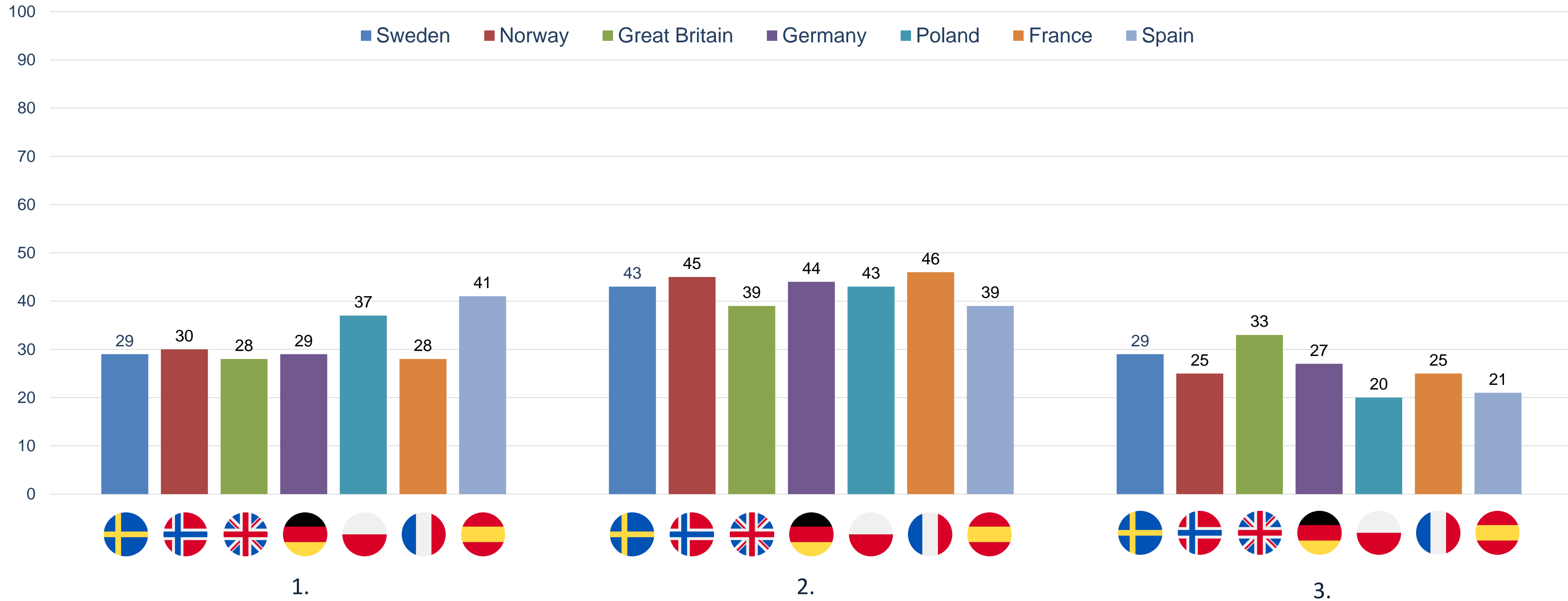
**Price**





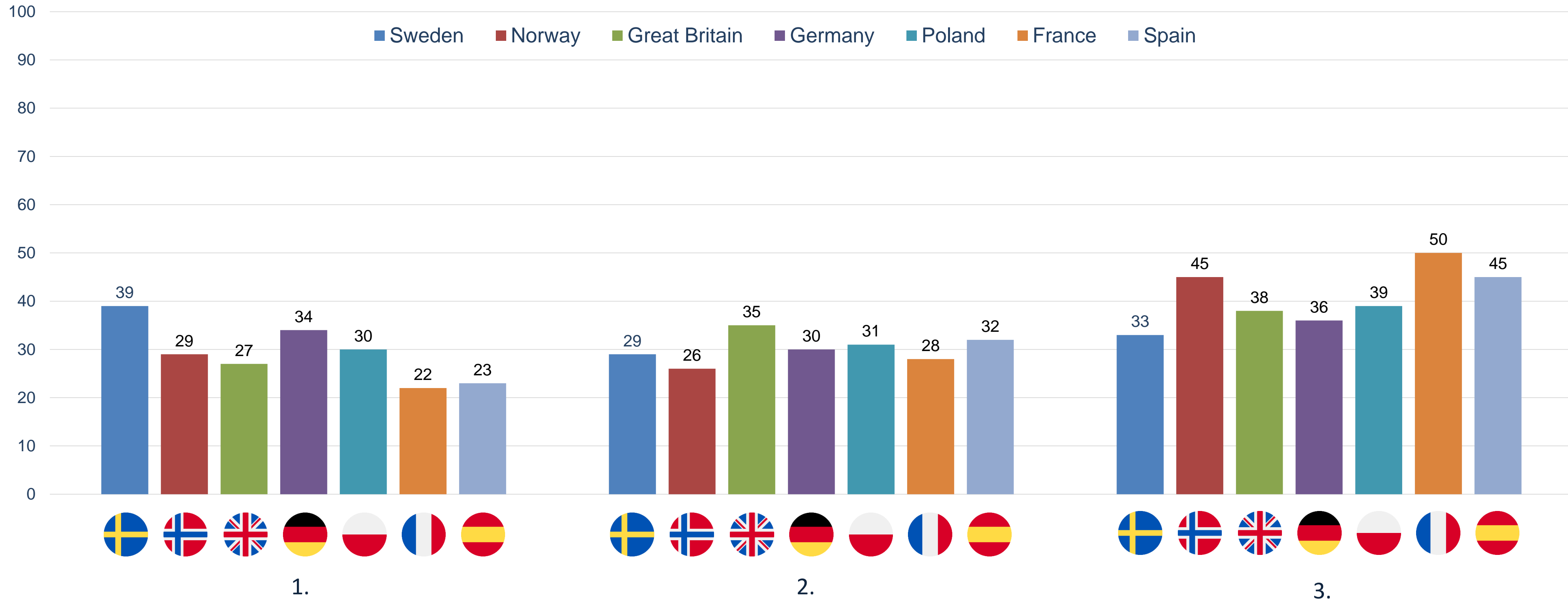
**Question 17:** Imagine that you will buy flooring and wall covering for your home. Rank the following factors from 1 to 3 based on how important they are to you.

### Quality



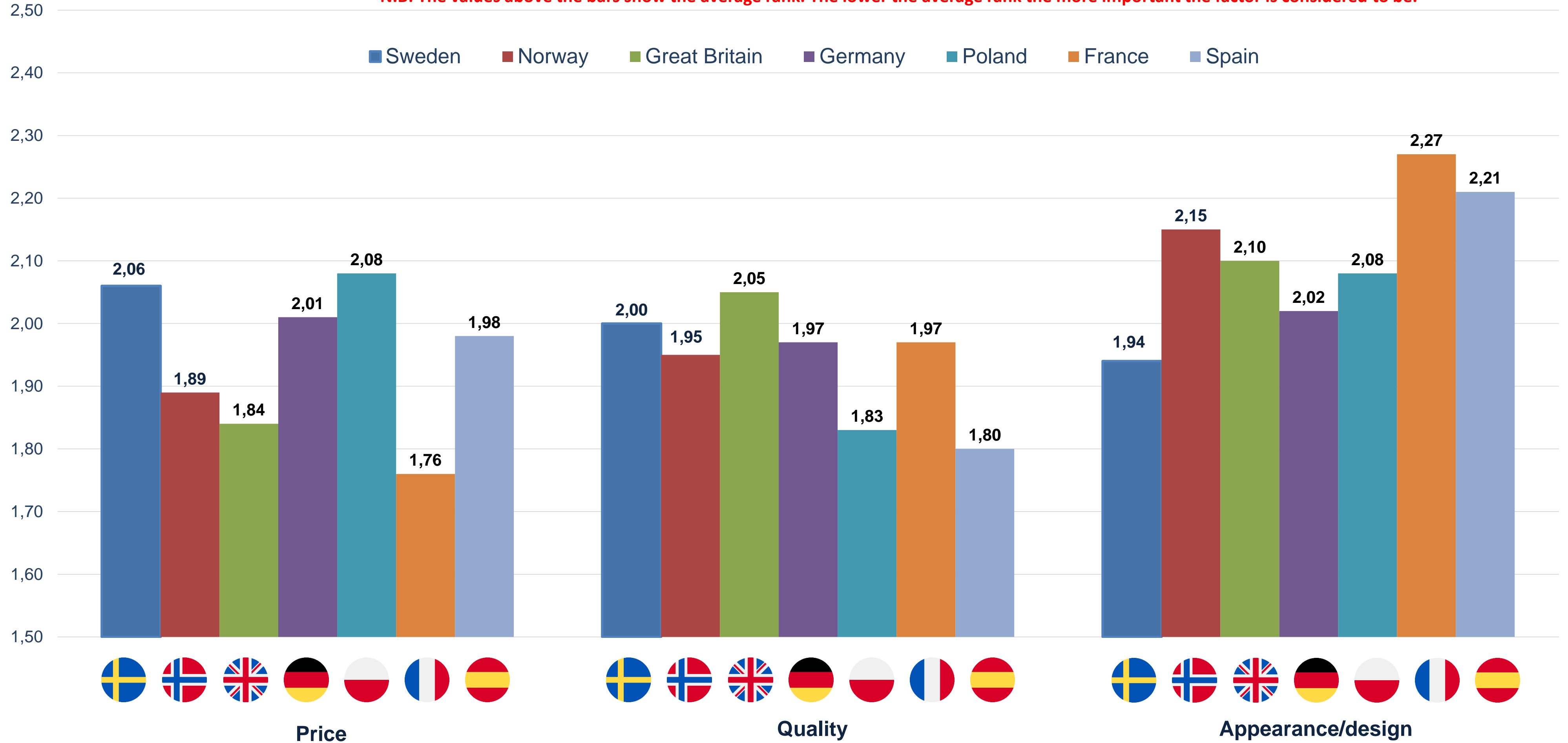
**Question 17:** Imagine that you will buy flooring and wall covering for your home. Rank the following factors from 1 to 3 based on how important they are to you.

### Appearance/design



# Question 17: Summary – all countries, all factors – Price, Quality, Appearance/design

**N.B: The values above the bars show the average rank. The lower the average rank the more important the factor is considered to be.**



## Conclusions – Which factors (Price, Quality, Appearance/design) are most important when buying flooring and wall covering for your home?

- In Poland price is considered to be less important when buying flooring and wall covering compared with the other countries.
- In France price is considered more important.
- In Great Britain quality is considered less important.
- In Poland and Spain quality is considered more important.
- In France and Spain appearance/design is considered less important
- In Sweden and Germany the difference between the factors is smaller compared to the other countries.
- In France and Spain the difference between the factors is bigger.

Ranking
1. Price
2. Quality
3. Appearance/design

**Purchase online  
or in a shop**

This is the question the respondents answered.  
The results are found on the following page.

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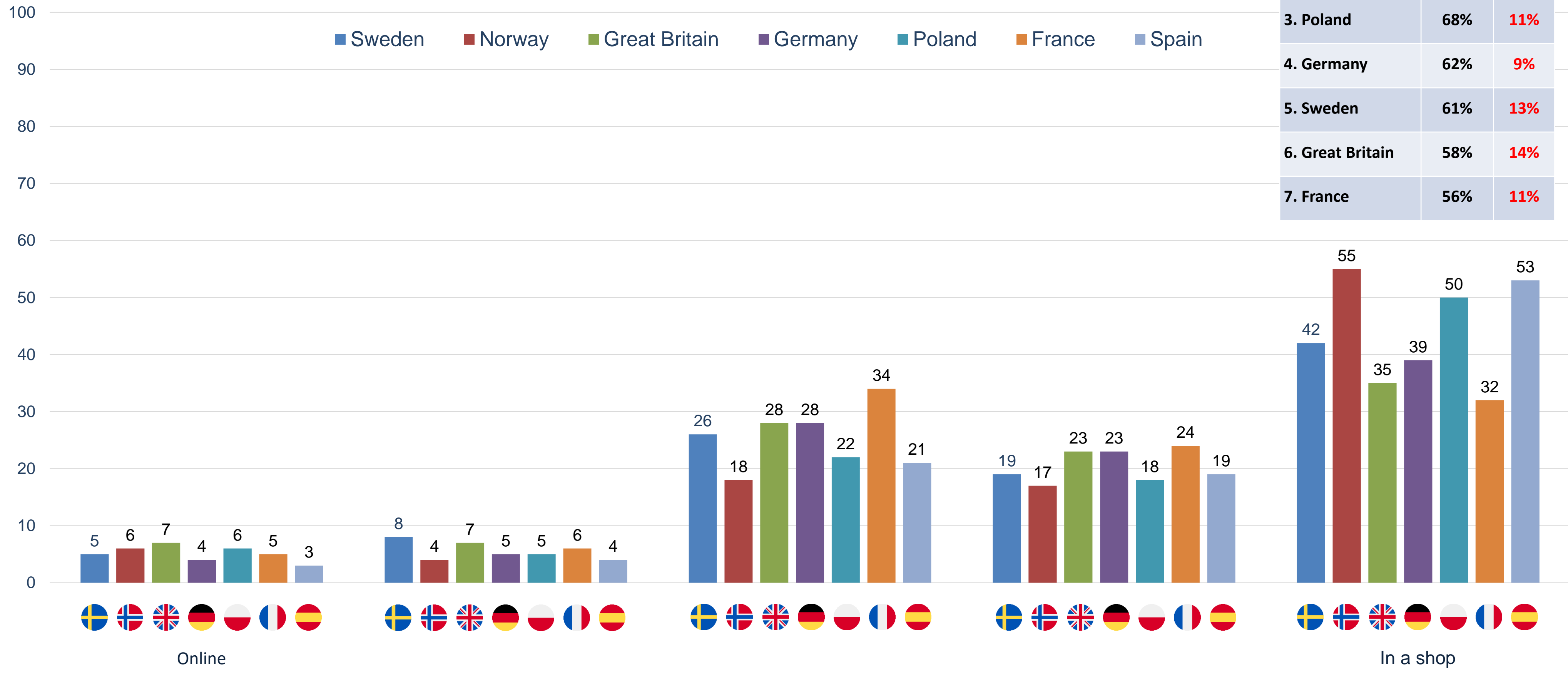
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	Online				In a shop
* Where would you choose to purchase the interior decoration products?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

### Question 18: Where would you choose to purchase the interior decoration products?

Country	in a shop	online
1. Norway	72%	10%
2. Spain	72%	7%
3. Poland	68%	11%
4. Germany	62%	9%
5. Sweden	61%	13%
6. Great Britain	58%	14%
7. France	56%	11%





## Conclusions – Where would you chose to purchase interior decoration products?

- In all countries most people prefer to purchase interior decoration products in a shop.  
In all countries the one's who are neutral (option 3) the second biggest group.  
In all countries the least amount of people prefer to purchase interior decoration products online.
- In Norway, Spain and Poland more people would chose to purchase in a shop compared with the other countries.
- In Great Britain and Sweden more people would chose to shop online.
- In France more people are neutral (chose option 3).

Country	in a shop	online
1. Norway	72%	10%
2. Spain	72%	7%
3. Poland	68%	11%
4. Germany	62%	9%
5. Sweden	61%	13%
6. Great Britain	58%	14%
7. France	56%	11%



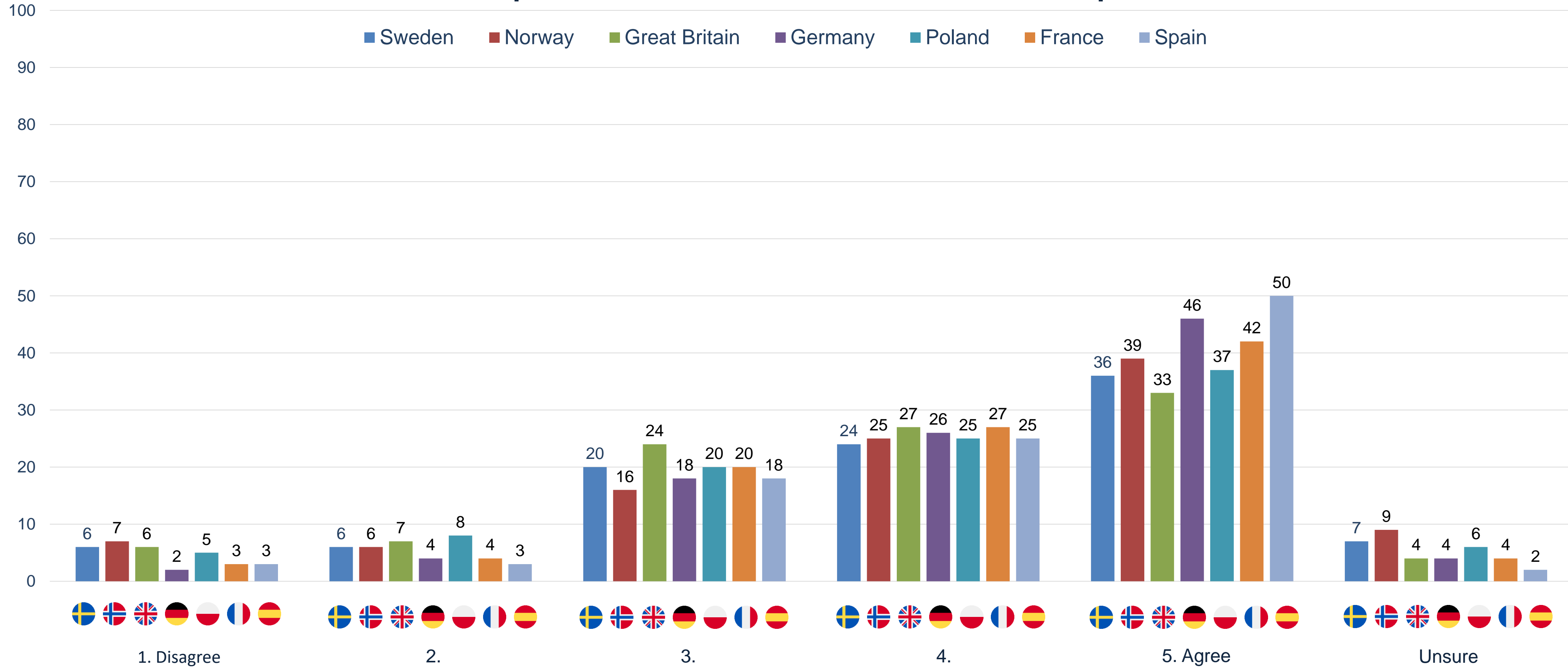
**Environment**

**Statements regarding  
interior decoration  
products  
- Environment**



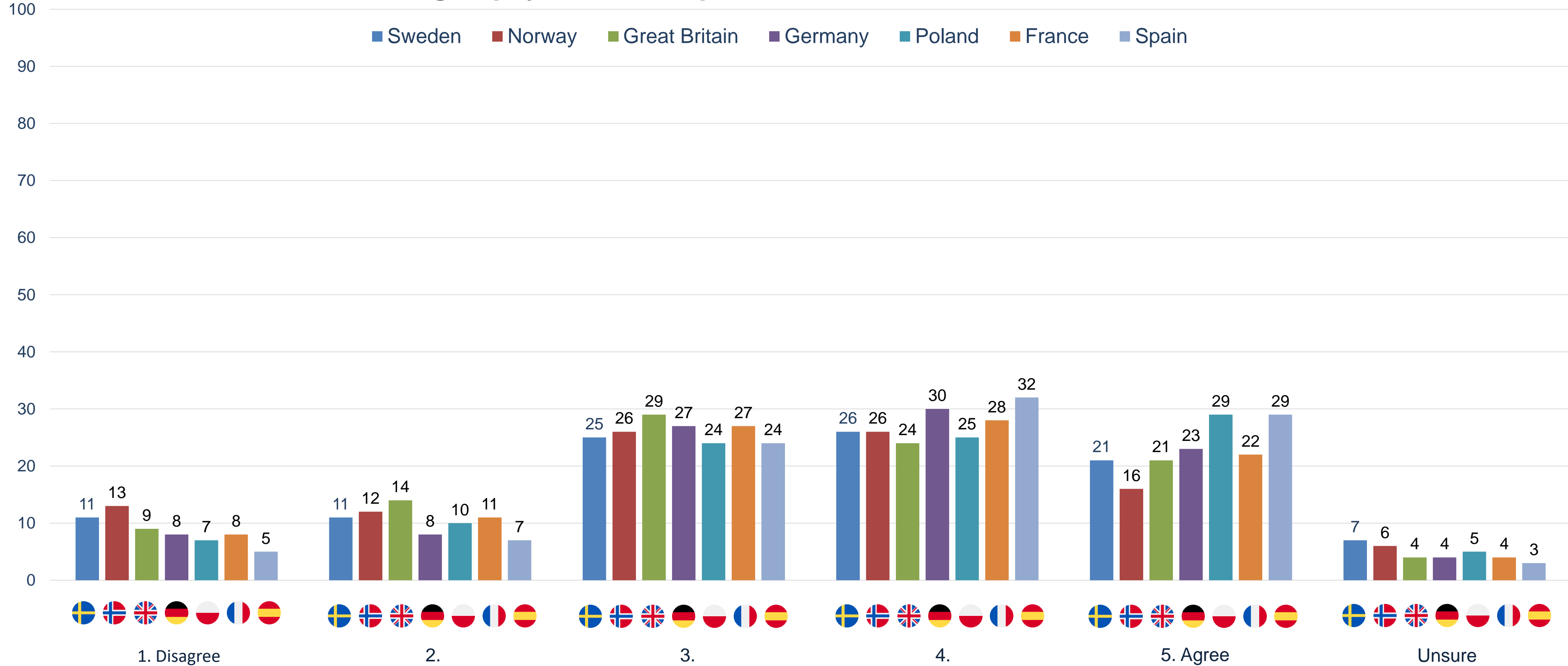
**Question 19:** Below are three statements regarding interior decoration products (flooring, wall covering, furniture). Indicate the extent to which they reflect your opinion.

**I value products that have a low environmental impact**



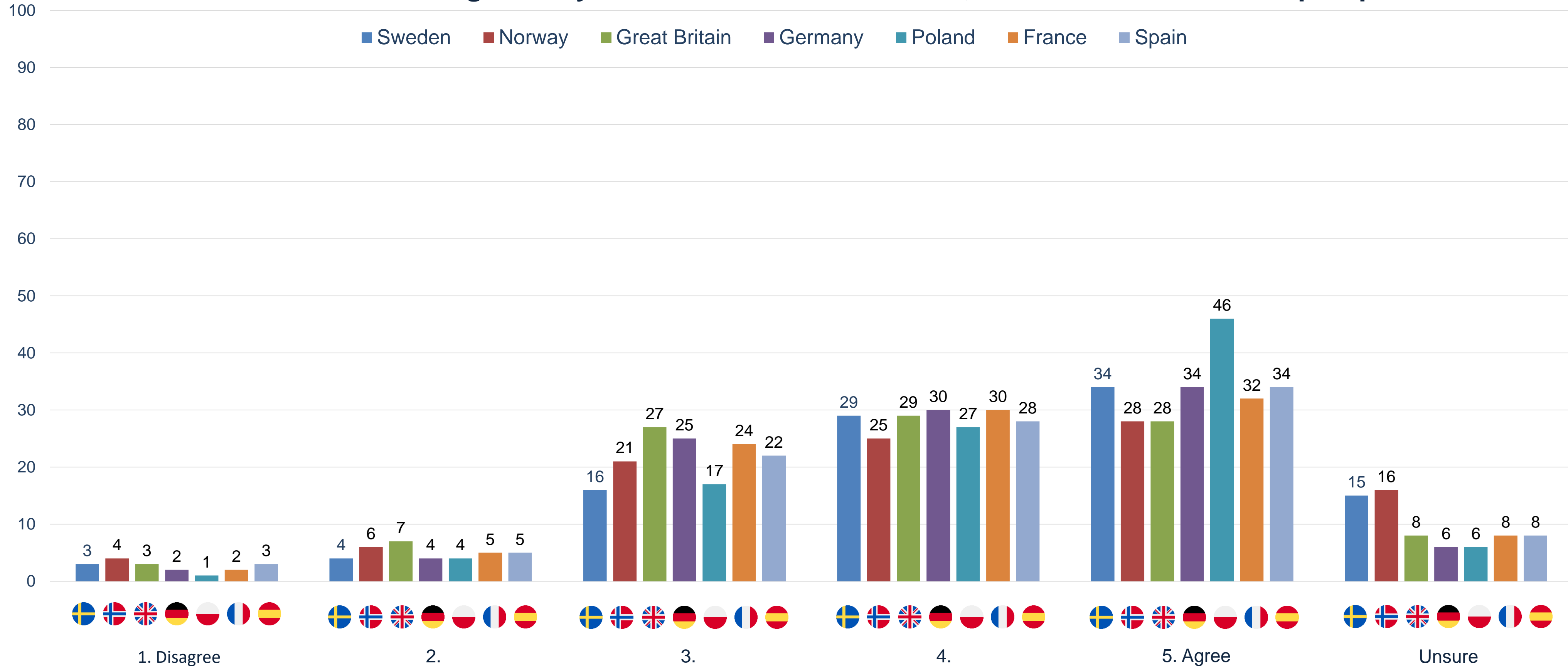
**Question 19:** Below are three statements regarding interior decoration products (flooring, wall covering, furniture). Indicate the extent to which they reflect your opinion.

**I am willing to pay more for a product if it is better for the environment**



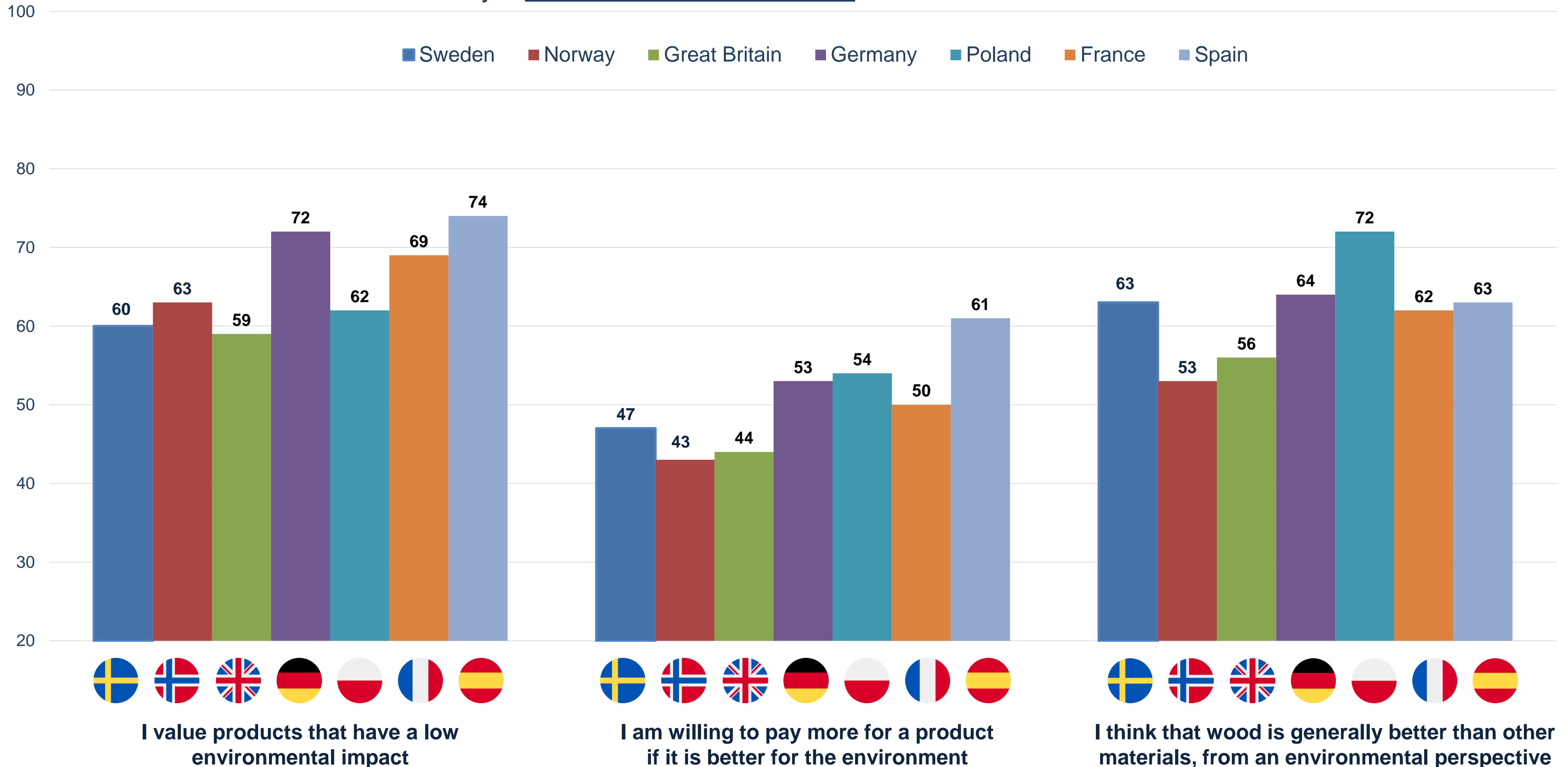
**Question 19:** Below are three statements regarding interior decoration products (flooring, wall covering, furniture). Indicate the extent to which they reflect your opinion.

**I think that wood is generally better than other materials, from an environmental perspective**





**Question 19:** Below are three statements regarding interior decoration products (flooring, wall covering, furniture). Indicate the extent to which they reflect your opinion.  
Summary – all countries, all statements



The values above the bars is the combined value of alternative 4 & 5, indicating how many that agree with the statement.

**Conclusions – Below are three statements regarding interior decoration products (flooring, wall covering, furniture). Indicate the extent to which they reflect your opinion.**

- Fewer people agree with the statement “I am willing to pay more for a product if it is better for the environment” compared with the other two statements.
- In France, Spain and Germany more people value products that have a low environmental impact compared with the other countries.
- In Spain more people are willing to pay more for a product if it is better for the environment.
- In Great Britain and Norway less people are willing to pay more for a product if it is better for the environment.
- In Poland more people consider wood to generally be better than other materials, from an environmental perspective.
- In Great Britain and Norway less people consider wood to generally be better than other materials, from an environmental perspective.

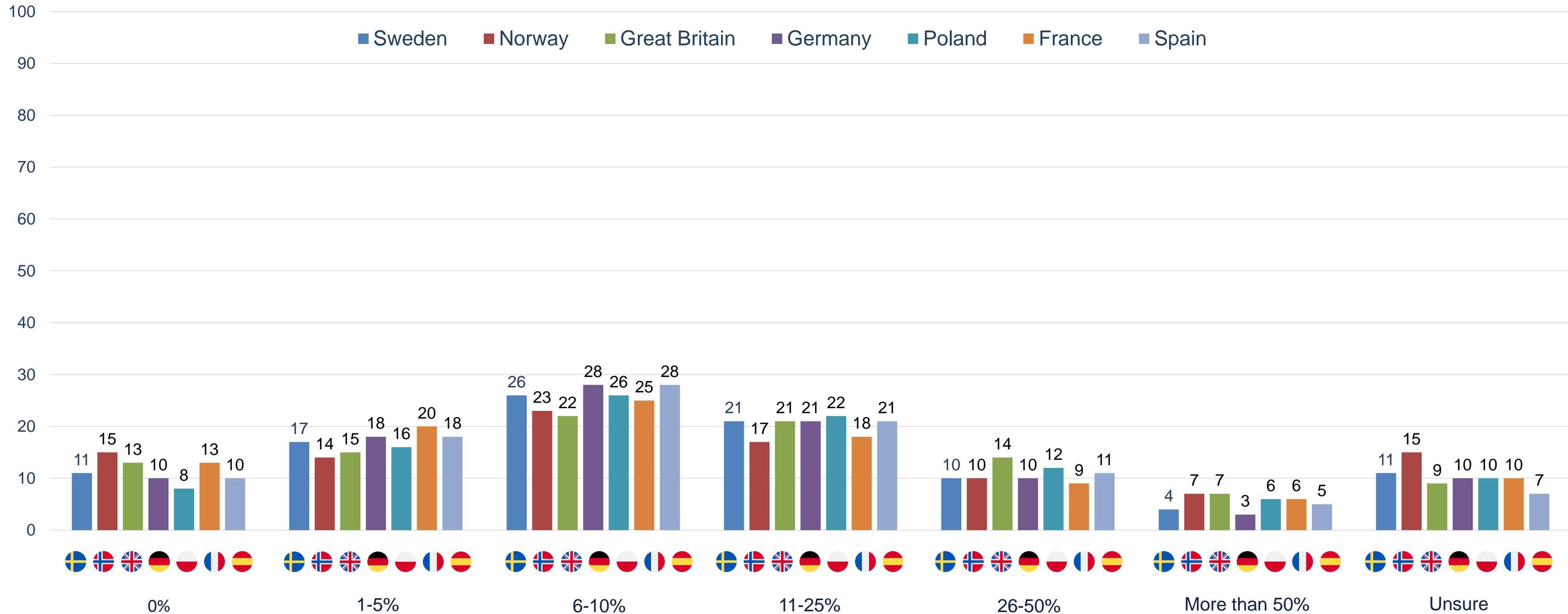
Ranking
1. I value products that have a low environmental impact
2. I think that wood is generally better than other materials, from an environmental perspective
3. I am willing to pay more for a product if it is better for the environment

**How much more are  
you willing to pay for  
an environmentally  
friendly interior  
design product?**



**Question 20:** Generally speaking, how much more are you willing to pay for an environmentally friendly interior design product?

### Willingness to pay more



## Conclusions – How much more are you willing to pay for an environmentally friendly interior design product?

- In Norway more people are willing to pay 0% more for an environmentally friendly interior design product compared to the other countries.
- In Poland less people are willing to pay 0% more.
- In France more people are willing to pay 1-5% more.
- In Great Britain and Norway less people are willing to pay 6-10% more.
- In France and Norway less people are willing to pay 11-25% more.
- In Great Britain more people are willing to pay 26-50% more.
- In Sweden and Germany less people are willing to pay more than 50% more.
- In Norway more people are unsure about how much more they are willing to pay.

Ranking
1. 6-10%
2. 11-25%
3. 1-5%
4. 0%
5. 26-50%
6. Vet inte
7. Mer än 50% mer

# Wood in your home – The end

A big thank you to all the parties involved in the project.

