

CHALMERS



How Swedish residents aged 23 to 33 view their future housing

*Master of Science Thesis in the Master's Design and Construction Project
Management*

ELMIRA MARDANI AZARI

Department of Civil and Environmental Engineering
Division of construction management department

CHALMERS UNIVERSITY OF TECHNOLOGY
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Master's Thesis 2013:104

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Examensarbete / Institutionen för bygg- och miljöteknik,
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ABSTRACT

This report focuses on how Swedish residents aged 23 to 33 view their future housing. Therefore a web-based questionnaire survey was sent through the Apsis software programme to students at Chalmers University and HSB "bosparare" in Gothenburg born between 1980 and 1989. The questionnaire survey consisted of 21 questions and sub-questions in different categories such as apartment layout, future housing plans, current housing and household composition.

The housing company HSB (Hyresgästernas sparkasse - och byggnadsförening; "the Savings and Construction Association of the Tenants") is a member-owned cooperative organization with a primary focus on "bosparande", housing and housing management. All members have the opportunity to "bospara", save money in form of points every month, where the highest amount of collected points will receive priority when buying or renting housing.

NKI ("Nöjd-Kund-Index") a customer satisfaction index is a rating system that is in widespread use. It is used to quantify customers satisfaction at different organizations. The "bosparar"-survey and "Ungdomspanelen" are used for internal measurement at HSB.

The results of the survey conducted during this thesis are used to make comparisons with the latest "bosparar"-survey. The median, average, standard deviation and HSB's predictions are presented, were totally 1120 collected answers were received. In five cases, a specific set of response types are chosen to examine any causality between them and responses to other question. This was done after determining which areas were most interesting to HSB.

Conclusions and recommendations for future projects are presented, build near public transport, a central location for smaller apartments and near forest and nature for larger apartments. Projects with many smaller apartments directed at young adults should have a place for bike care area. All groups are open to cooperative apartments, except the majority of individuals living in villas.

Key words: Housing, bosparare, marketing, HSB, housing company

Hur svenskar i åldern 23 till 33 ser på sitt framtida boende

Examensarbete inom Design and Construction Project Management

ELMIRA MARDANI AZARI

Institutionen för bygg- och miljöteknik

Avdelningen för Construction Management

Chalmers tekniska högskola

SAMMANFATTNING

Denna rapport fokuserar på svenska 80-talisternas framtida bostadssyn. En webbaserad enkät skickades ut via mjukvara-programmet Apsis till studenter på Chalmers tekniska högskola och HSBs bosparare i Göteborg födda mellan 1980 och 1989. Enkäten bestod av 21 frågor och delfrågor, inom kategorierna som planlösning, framtida bostadsplaner, nuvarande bostad och hushåll.

HSB (Hyresgästernas sparkasse och byggnadsförening) är en medlemsägd kooperativ organisation som fokuserar på bosparande, byggande och förvaltning. Alla medlemmar har möjligheten att bospara, spara pengar i form av poäng per månad, där högst antal sparade poäng ger förtur vid köp eller hyra av bostad.

NKI ("Nöjd-Kund-Index") är ett klassificeringssystem av kundnöjdhet som är i allmänt bruk. Det används för att mäta kundnöjdheten inom olika organisationer. Bospararundersökningen och Ungdomspanelen är interna undersökningar inom HSB.

Resultaten av enkätundersökningen jämfördes med den senaste bospararundersökningen. Medianen, medelvärdet, standardavvikelsen och HSBs förutsägelser presenteras, där det totalt inkom 1120 svarsenkäter. I fem fall, har en specifik uppsättning svarstyper valts för att undersöka eventuella samband mellan dessa och svar på andra frågor. Detta utfördes efter att ha fastställt områden som intresserat HSB.

Slutsatser och rekommendationer för framtida projekt är att bygga nära kollektivtrafiken, ett centralt läge för mindre lägenheter och nära skog och natur för större lägenheter. Projekt med många mindre lägenheter som är riktade mot unga vuxna skall ha plats för cykelvård. Alla undersökta grupper har överlag en positiv syn på bostadsrättsformen, förutom majoriteten av de som bor i villa.

Nyckelord: Bostad, bosparare, marknadsföring, HSB, byggföretag

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Preface

This thesis is the final step in the two-year master programme "Design and Construction Project Management" given by the Construction Management department at Chalmers. The thesis has been written in close collaboration with HSB in Gothenburg during the first semester of 2013 and covers 30 credits.

I would like to thank my supervisors, Cecilia Andersson at HSB and Pim Polesie at the Construction Management department at Chalmers and my examiner Göran Lindahl. They have all helped me by providing guidance during the process of writing the thesis.

I would also like to give special acknowledgements directed to Christine Räisänen Professor at the Construction Management department for giving me valuable feedback on the cover letter and the questionnaire survey.

I also want to express my gratitude to market analyst Karin Jaxmark and Cecilia Lööf, head of information at HSB and the rest of the employees at HSB.

A special thanks to the individuals who took the time to answer the questionnaire survey.

Lastly, I would like to thank my partner Shahin Ghazinouri for supporting me during this time.

Gothenburg May 2013

Elmira Mardani Azari

1 Introduction

This section describes the background, purpose and demarcations of the thesis project.

1.1 Background

HSB is a cooperative association for housing, where their main works are home saving, housing and housing management. A home-saver, or "bosparare", has a membership in HSB and collects points for saving money in an account managed by HSB. These points can be used to gain priority when buying or renting a home.

HSB is specifically interested in how the biggest "bosparar" group view their future housing. According to figure 1 (bosparar survey, 2011) the biggest group (23%) is born between 1980 and 1989. By determining this group's preferences, the company could adapt to them when implementing new projects and create the optimal process for future projects.

Questionnaire surveys are commonly used at HSB. Both external surveys such as customer-satisfaction-index, NKI ("Nöjd-Kund-Index") and internal surveys such as the "bosparar" surveys and "Ungdomspanelen" are used. The NKI survey is common for many companies where there is a desire to determine customers satisfaction. Each year the NKI survey presents the year's most satisfied customers, and the best projects and the best companies get positive exposition.

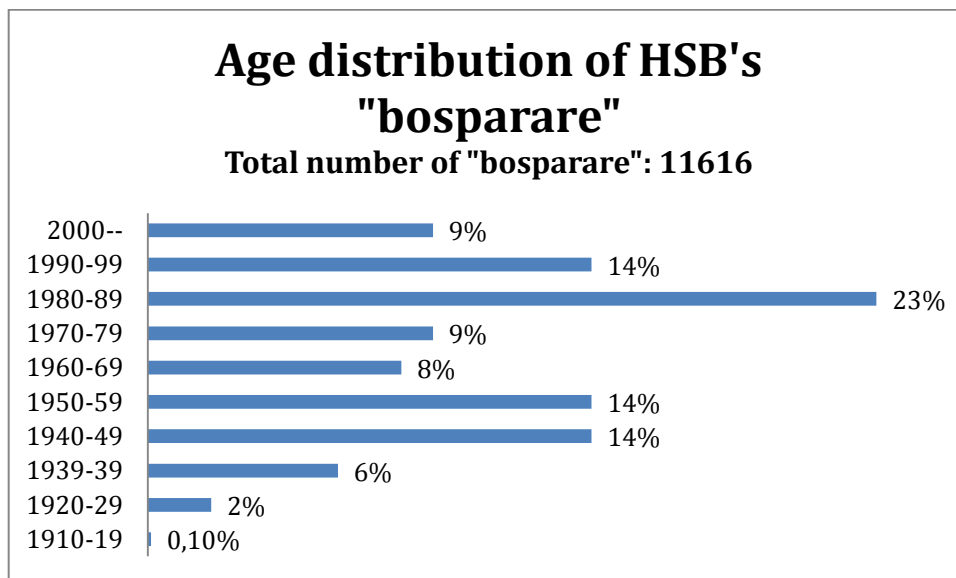


Figure 1 - All ages of HSBs bosparare in Gothenburg is presented, were the individuals born at 1980 to 1989 is the biggest bosparar group.

1.1.1 History of HSB

1923 a tenant's compound in Stockholm created "Hyresgästernas Sparkasse och Byggnadsförening" (HSB), where the main purpose was to create comfortable housing with a fair price for members. HSB is Sweden's biggest housing cooperation

and consist of 31 regional compounds, about 548 000 members and around 3 900 tenant compounds and 35 000 trustees (HSB).

1.2 Purpose

The purpose of the report is to analyse how individuals born between 1980 and 1989 view their future housing.

The aim of the report is to allow HSB to better understand what their customers want. To improve the optional choices process it is important for HSB to understand what their customers want.

Specifically, the aim of the research was to provide answers for the questions “What does HSB want to know about their customers?” and “What do potential HSB customers want?”.

1.3 Demarcations

This report focuses on individuals living in the municipality of Gothenburg and has been directed mostly at students at Chalmers University and "bosparare" at HSB born between 1980-01-01 and 1989-12-31. This specific group was chosen because it is their biggest "bosparar" group. Since HSB operates in a Swedish context and focuses on Swedish customers, the questionnaire survey, the cover letter and the thank you letter were sent out only in Swedish.

Only relevant questions are presented in this report and combined questions (two questions mixed into one diagram), which interests HSB and is a difference in the result. The differing results from earlier bosparar survey from 2011 are compared with the questionnaire survey. The report only covers notable differences in the results, the complete results are available in the appendix.

2 Method and process

This section contains a description of the thesis method and an explanation of the process used. Furthermore, the interview, meetings, cover letter, thank you letter and the questionnaire survey are presented.

2.1 Method

2.1.1 Evaluation of method

Various methods and processes called were explored before the study commenced. The most prevalent are “inductive” method, “deductive” method, “abductive” method and iterative process. The deductive method uses reasoning to reach a conclusion based on general statements that are known to be true. For instance, given that all cars have four wheels, and given that an object is a car, one can deduce that it has four wheels (Douven I., 2011).

The inductive method, on the other hand, uses specific examples or empirical evidence to reach a conclusion. For instance, if we have only observed red cars, we may induce that all cars are red (Douven I., 2011).

The abductive method is a combination of the inductive method and deductive method, as it allows inferring a statement as an explanation of observed outcomes. For instance, if we hear a car alarm going off, we may abduce that someone is trying to steal it. An attempted theft would explain the alarm going off, so it serves as an explanation for the sound of the alarm. Abductive reasoning is used to select the most probably hypothesis that satisfies the observation (Douven I., 2011).

According to Dubois A. and Gadde L-E (2002) theory cannot be understood without empirical observation and vice versa.

After analysing the various methods, an abductive method was chosen, because it was decided that there is not sufficient existing research on the selected customer group. Thus, the approach was to combine research with the empirical results from a survey in order to form an understanding of how to appeal to the selected customer group.

The reports study is an empirical study, where the result is based on the questionnaire survey and the discussion, while the literature research section is based on the sources such as books, papers, reports, NKI surveys and "bosparar" survey.

2.1.2 Interviews

An interview was conducted with HSB's market analyst. The market analyst got access to the questionnaire survey before it was sent out and marked what she believed that the majority of the individuals born between 1980 and 1989 would answer. This was done to compare the majority's answer with HSB's current assumptions. The interview was divided into three parts. The first part covered what type of questions HSB was interested in knowing about. The second part covered what the market analyst's expectations was of the survey outcome and the third part covered how young adults view their future housing.

While conducting the interviews, special attention was paid to the so-called "interviewing effect" (Andersen, 1998), which according to Sörkvist (2000) is the possibility that the respondent changes the answers in the interview to sound more correct or prestigious.

2.1.2.1 Benefits

Interviews are a flexible method to use, because there is a possibility for the interviewer to ask for explanations and ask follow-up questions (Sörkvist, 2000). According to Andersen (1998) there is a higher possibility that the answer is valid in a personal interview than a questionnaire survey. It usually creates a private connection between the interviewee and the interviewer, which could affect the validity in a positive way.

2.1.2.2 Disadvantages

A disadvantage could be that the interviewee is usually never anonymous, which could create problem when it comes to private questions. In this case, it is reasonable to assume that there were no private questions that could make the interviewee uncomfortable. The results will show how close or disclose the market analyst is when it comes to what the customers wants while buying housing.

2.1.3 Survey

A survey makes it possible to send to an amount group of people at the same time, but is on the other hand a major work to put together.

2.1.3.1 Benefits

The benefits with a questionnaire survey compared with an interview are the large amount of people that can get the survey and answer the questions by being anonymous and perform the survey when they have time (Sörkvist, 2000).

2.1.3.2 Disadvantages

The disadvantage is that the answerer is unknown for the author, the flexibility is low and the type of questions in the survey must usually be kept simple. There is a possibility that misunderstanding occurs for the answerer, if there is no one to ask for explanations. Usually it takes more effort to create a questionnaire survey because it takes time to create the questions and compile and analyse the results (Sörkvist, 2000).

2.2 Selected method

The survey was chosen because to make it comparable with the earlier questionnaire surveys at HSB. Because of demarcation the interview was not chosen.

2.2.1 Survey response rate

The questionnaire survey was sent out to 8752 individuals from Chalmers and HSBs bosparare and the total amount of received answers was 1120. This is a high amount of received answers. The high amount of received answers could depend on Dr. Christine Räisänen feedback with the cover letter, were she pointed that it should not

state that the sender was a consultant at HSB, but a master's student at Chalmers. Therefore, this was highlighted in the text and the HSB logotype was deleted. This was important to maintain credibility for the research. Another probable reason for the high amount of received answers could depend on the donation to "Kooperation utan gränser", were this could work as a "carrot" for the answerer. Some young adults emailed me that it was a good idea to donate and that it got them motivated to make the questionnaire survey. In general it was committed people that many of them sent me feedback on the questionnaire survey to the given email on the cover letter (Appendix).

The Apsis software programme collected 1 120 answers, these 1 120 is young adults that has pushed the send in questionnaire survey button. Notice that there is no need to answer the entire questions. Addition to the collected answers 338 people did not complete the questionnaire to the end, which means that this group of individuals are counted as loss.

2.2.2 Cover letter, reminder letter and thank you letter

The cover letter that follows with the questionnaire survey is short and consists of a short presentation of myself, the purpose with the questionnaire survey and which type of customer group the questionnaire is directed to. An approximate time to make the questionnaire is presented. HSB and SIDA donate an amount of money for each filed questionnaire. SIDA donates 4 times more the amount of money that HSB donates. This donation was done to interest more individuals to answer the questionnaire survey. The donation can be used as a "carrot" for the answerer, that each person gets something back through answering the questionnaire.

A reminder letter usually has a positive impact on the survey response rate. In the "NKI" and the bosparar surveys, reminder letters were sent out to collect more answers. In this case, it was decided that there was no need for a reminder letter due to the high initial response rate.

A thank you letter was sent approximately one week after the questionnaire survey, with the amount donated by HSB presented.

2.3 Process

The report consist of literature research, such as books, papers, reports, NKI surveys and bosparar surveys. The software program "Apsis" was used to send out and collect the results of the questionnaire survey. The questionnaire survey was a web-based survey and sent out to a major group of people. The survey was sent to 8 752 people, of these 7 984 were students at Chalmers University and 768 were "bosparare" living in Gothenburg. Both groups consisted only of individuals born between 1980-01-01 and 1989-12-31. The Chalmers' students email addresses were obtained from Chalmers IT-service and the "bosparar" email addresses were obtained from the market coordinator at HSB.

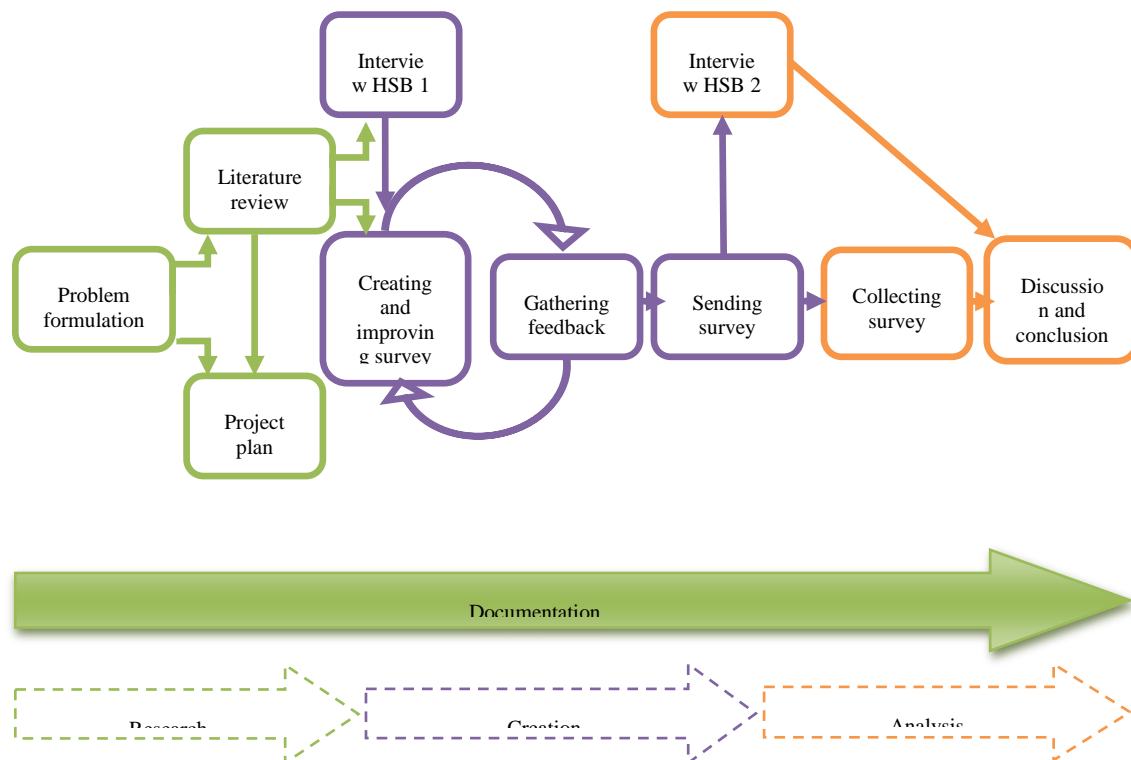


Figure 2 - The process that was used in this thesis

During the thesis period HSB came up with new suggestions and new focus areas, so as the process of writing the thesis went by the purpose of the report shifted. At the start, the purpose was to improve HSBs optional choices list. To improve the options list, there was a need to understand what the targeted customer group wants, which finally developed into finding out what individuals look for when buying a new housing. To narrow it down further, a decision was made to focus on individuals in Gothenburg's municipality and HSB's biggest "bospar" group, which consists of individuals aged between 23 and 33 years.

The process is shown in figure 2. Both interviews were done with the market analyst, the first interview was while creating the survey and the second interview was before collecting the results of the survey. Creating and improving survey together with gathering feedback was an iterative process. There was a long process before the questionnaire survey was sent out, where the survey was discussed and the questions improved by incorporating feedback by the market analyst, head of information, and thesis supervisor at HSB and the thesis supervisor at Chalmers, as well as a professor in the management department at Chalmers. Together with the questionnaire survey a cover letter was sent out, where the purpose of the survey and the purpose of the work were explained.

Employees at HSB that did not have any relation with this report were selected and given time to influence the survey and come with feedback, they were the project economist and the head of project. These employees gave feedback and an average of the time they took to complete the survey was calculated and used as the approximate time needed.

In the discussion and conclusion sections of the report, some of the survey questions have been analysed and compared. These have been selected because they were of particular interest to HSB. The reports process is divided into 3 stages research of the theoretical framework, the creation of the questionnaire survey and the analysis of the results, which describes the process.

2.3.1 Meetings

2.3.1.1 Meetings with the supervisors

During the thesis process regular meetings were held with the supervisors at HSB and Chalmers. The thesis was further developed based on feedback from these meeting which had a major impact on the final output.

2.3.1.2 Meeting with opponent group

During the thesis process a draft of the thesis was provided to the opponent, Maria Mattsson, who is a DCPM student at Chalmers. The opponent also provided a draft of her report for review. The feedback from this process proved to be beneficial to both parties as there was still time to reflect and improve the report.

2.3.1.3 Internal HSB meetings

During the thesis, there was an opportunity to attend several internal meetings. This process provided beneficial to the development of the purpose of the thesis. The idea was formed to improve on the organization's process of designing optional choices for new housing projects. On the general meetings, it was discovered that there was a need to better understand what the customers want. To improve the process of optional choices, this needed to be better studied. Several of the questions in the questionnaire survey resulted from the discussions during these meetings.

2.4 Software tools

2.4.1 Apsis

The questionnaire survey was constructed using a software program by Apsis. Apsis is a company that develops services designed to make it easier for companies and organizations to communicate with their target group. Apsis' main service is providing email marketing and they specialize in providing strategy, production and technology solutions (Apsis, 2013). The software program was used to send the questionnaire survey to the desired target group through email and providing a convenient way to collect the results of the survey. Email was used as the delivery method as it was assumed that most of the people in Sweden have access to it (92% according to Ipsos, 2013). More and more people have access to smartphones, which makes it easy to connect through email.

2.4.2 Microsoft Excel

Microsoft Excel was used to create the circle diagrams in the result section (chapter 4). The output from the Apsis software was imported to Microsoft Excel and used to generate the new diagrams.

2.4.3 Standard deviation

Standard deviation is a measure of how much a data set differs from a given value, usually the average. It is a measurement of the statistical spread, which makes it interesting to see how the spread of the variable looks like (SCB, 2011).

The standard deviation is the average deviation from the variable's average. Then creates the formed differences for all variable values. These deviations must be squared, sum up and divide by the number of observations and take the square root of in the last part (SCB, 2011).

Standard deviation formula:

$$\sigma = \sqrt{\frac{\sum x^2 - N * \bar{M}^2}{N}}$$

σ = Standard deviation

x = Measured variable

M = Average

N = Number of observations

2.5 Questionnaire survey creation

This part explains how the survey questions originated. These questions include different aspects such as environmental friendliness, international inspiration, apartment layout, future housing, current housing, household composition and suggestions of improvements from survey recipients.

2.5.1 Environmental options package

Outside of the master thesis, an assignment for HSB was also undertaken. The assignment involved creating the first environmental friendly options package in a project for HSB. The different aspects for the environmental friendly package were bathroom, kitchen and other areas. Bathroom and kitchen are major areas for environmental products in general. The kitchen products that were chosen for the package were dishwasher, fridge, freezer, fridge with freezer with lower energy consumption. Furthermore there were worktop in natural stone, splash in laminate made by high pressure laminate and eco kitchen faucet. In the bathroom, products such as shower enclosure with "Svanen"-certified, bathroom faucet with automatic sensor, washing machine and tumbler with lower energy consumption were chosen. In

other areas, products such as "Svanen"-certified wall colour, flooring with recycled and natural renewable, LED lightning spotlights with automatic sensor and as inspirational products, interior and exterior wall plants and greenhouse for the balcony were chosen.

Some of the questions in the questionnaire survey were in the area of environmental sustainability. The idea was to explore if the individual is inclined to pick environmental friendly products while buying a new housing. All of the environmental friendly products that were presented for HSB are not included in the questionnaire survey because of the need to keep it brief.

2.5.2 Survey options

Many of the initial questions in the survey have options to rate something in a 1 to 5 scale. The scale used is 1) Unimportant, 2) Slightly important, 3) Important, 4) Very important and 5) Critical. A couple of questions from the questionnaire survey were discussed in meetings from different sections such as the market and new production meetings where optional choices were discussed. Example of these questions is quiet room (room with thicker isolated walls that isolate higher noise levels) and glazed balcony (balcony enclosed by glass), where there was an interest to see if individuals were interested in these optional choices or not.

Some questions, such as window in bathroom, storage options and walk-in-closet were taken from the "bosparar"-survey 2011.

The wall socket question was inspired by the climate smart-house "One Tonne Life" and which is placed in Sweden, Stockholm. The purpose of the house is to reduce Carbon dioxide emissions from 7 tonne to 1 tonne per person (One Tonne Life). In this house there were wall socket with USB-charger. Smart phones and tablets are popular among people, especially young people and it would be interesting to see if there is an interest in such wall sockets.

2.5.3 International inspiration

Optional choices were discussed in one of the meetings from different sections at market and new production. One of the project managers pointed that customers may not like to live according to typical Swedish standards and perhaps may want to live as is typical in Shanghai, Teheran or as in the TV series "The Sopranos". Inspired by these remarks, some of the questions are based on preferences common in other countries. Some questions such as intercom with video camera, installed burglar alarm, washing possibilities in the kitchen area and different options that the housing compound could offer in the common areas and the questions about the design of the apartment layout, most of these kinds of questions are products that is taken from other countries, and not common in Sweden.

To do the laundry in the kitchen is common in England and other places in Europe (Thekitchen). This is common because of the smaller area in the bathrooms or small apartments. The intercom with video camera is common in USA (Homespy). However, the author's personal inspiration for this suggestion is from Iran, where it is

common. Burglar alarm are more usual in villas at Sweden, but are common for apartments in the USA (SimpliSafe). Hotels have more and more different common areas for customers, especially exclusive hotels. It would be interesting to see if there is a desire to live as in exclusive hotels with different common areas. Examples of such areas could be gym, library, lobby with furnitures and roof terraces. The exclusive hotels usually have extra high ceiling with big and deep windows, it would be interesting to see if people would prefer this kind of standard. Usually in Iran, there is no focus on the hall at all, the “hall” is connected with the rest of the apartment layout, which is commonly the living room area.

2.5.4 Apartment layout

The question on a sliding wall between living room and kitchen was inspired by “Bostadens omätbara värden”, by Ola Nylander & Kjell Forshed. The authors explain the generality and flexibility of apartments in a project in Spain, where the walls are sliding and can be used to easily adapt the apartment to a growing family.

It gets usual to affect the apartment layout, and usually construction companies in Sweden offers some types of different apartment layout, so it would be interesting to see if it is the same for young adults in Sweden.

2.5.5 Common area

The question “When I pick housing it is important with...” originates from the “Ungdomspanelen” survey. However, it was decided to not include all the options in the survey, such as the options with low rates and non-rates. These options were “close to service”, “close to schools and children care”, “vehicle communication”, “close to exercise areas”, “close to the sea”, “rural area” and “close to family and friends”.

It gets usual to have a green house or buy or produce locally produced vegetables (Trädgårdshallen), which made it interesting to see if people would prefer “allotments on the roof”.

The questions “place for bike care”, “balcony” and “common roof terrace” is taken from “Ungdomspanelen” (HSB).

2.5.6 Future housing, current housing and household

In the part of the questionnaire survey which covers “my future housing”, “my current housing” and “household”, the basic questions about the individual person is taken from “bosparar”-surveys and “NKI” surveys. The reason for this was to make it easier to compare with earlier customer groups and to find out the current living situation of the individuals, and their plans when it comes to their future. The head of information and the market analyst wanted to keep the same structure in the questionnaire survey as in the earlier bosparar survey that were done in HSB. The final questions in the survey covered basic information about the respondent were placed at the end because the market analyst at HSB thought that it was better to have more challenging

questions in the beginning of the survey. The idea was that this would increase the number of finished surveys.

One of the questions, “If I cannot imagine buying a cooperative apartment, it is because of...”, is a question that was interesting to the CEO of HSB in Gothenburg. He wanted to understand how potential customer are thinking and why some customers do not want to buy a cooperative apartment.

To differ the students at Chalmers from HSBs "bosparare", question such as “Are you are studying or non-studying at the moment?” and “Are you a HSB member?” were included in the “household composition” section.

3 Theoretical framework

In this section the literature research is presented, with definitions of a customer, member and "bosparare", and a description of how customer satisfaction is measured at HSB. Furthermore, it is described how to understand what customers want, how the questionnaire survey was designed and how a green package of environment friendly options was created.

3.1 Definition of customer

According to Gustafsson et al. (1997), there are several different definitions of customer. Some of these are, subscriber, consumer, user, client, patient and student.

According to Kotler (2005), the customer is important to an organization. The customer is not dependent of the organization but the organization is dependent of its customers. It is important that the organization respects the customers' wishes, which affect customer satisfaction.

3.2 Membership in HSB

Membership in HSB provides the opportunity to become a bosparare, which gives priority when buying new housing, depending on how many bosparar-points are collected. Other benefits are the membership newspaper "Hemma i HSB", membership offers and regional benefits. As a member it is possible influence the HSB organization (HSB).

3.2.1 Bosparare

HSBs customers have the opportunity to bospara, which means that the customer collects points every month, which are used to calculate priority when buying a new housing. It is also possible to collect points for someone else, such as children or grandchildren. The member with most points is given priority in new housing projects. Thus, the primary focus of HSB is to sell new housing to bosparare, and when there is no more interest from them, to the rest of the market. Every 100 SEK in the system is worth 1 bosparar point. The customer can save any amount of money, but, but it is only possible to earn a maximum of 3 bosparar points every month. Three different bosparar forms are available, these are "HSB Bosparkonto", "HSB Fasträntekonto" and "SPAX HSB Bospar". The first form is a usual bank account, with free withdrawals and deposits. The second form is a bound saving with a guaranteed rate, while the third form is a stock index obligation that combines rate savings security with the stock market's potential for high returns (HSB).

3.3 What customers want

3.3.1 Customer satisfaction

According to Blomqvist and Haeger (1996), the important questions for the customer are, "what did I get, how did I get it, and what did it cost me?" This is illustrated by

the “Iron triangle” in figure 3 which consists of time, cost and quality (Grewal D., 2000).

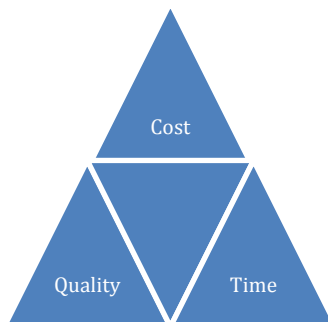


Figure 3 - The iron triangle of time, cost and quality.

Customer satisfaction is important because it usually makes the customers loyal to the company and spreads a positive reputation. A higher satisfaction than other competitors is desirable. Examples of things that can affect satisfaction are for instance, level of service and product cost. To succeed as a company is to never maximize the satisfaction and try to find a balance (Kotler, 2005).

3.3.2 What customers want in general

Usually minor companies have an easier time keeping track of what their customers want, while larger companies usually find it harder to understand. Usually they make use of measurements and analysis to get a better understanding of their customers (Ström and Tillberg, 2003). Customer surveys and a dialogue with the customer is important since they can make it clearer what the customers want (Jacobsen and Torsvik, 2002).

“Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it you can’t improve it.” (Harrington J.)

Dialogue is important for both the company and its customers. The customers can provide feedback on what they feel are missing and what is needed, while the company can learn and listen from customer (Blomqvist and Haeger, 1996). This process can make the customer feel that the company cares about their opinion and the company receives useful information that can be implemented in the organization in order to better adapt to the customer’s wishes. By involving existing customers earlier in new products or processes the company can save time and cost.

3.4 NKI

“Nöjd-Kund-Index” (NKI) is an index based on statistical analysis using questionnaire surveys. Usually “Statistiska centralbyrån” (SCB) conducts NKI

surveys but HSB has contracted a company called Prognoscentret to conduct the questionnaire survey and calculate the company's NKI. An NKI survey provides companies the possibility to evaluate customers satisfaction, identify areas of improvement and compare the results between different projects or regions. Prognoscentret's survey method is the same as the official NKI surveys in Sweden and other countries, which makes it possible to compare with other sectors and companies (Prognoscentret).

NKI is based on three standardized basic values, these are; the customer's satisfaction with the organization, how well the organization matches the customers expectation and how well the organization matches the customers ideal (Andersson et al., 2002). Thus these three values form the organizations total grade, which is called NKI (Statiska centrabyrån)(Prognoscentret).

The primary purpose of the survey is to assess how satisfied customers are with the company and how their satisfaction is affected by factors that is related with the process of buying a new housing. A unique explanation model is calculated for each company. The model is based on NKI and factors that reflect different parts of the organization. These quality factor are measured using different indicators and have an effect on the total satisfaction NKI (Prognoscentret).

In the survey, the customers have possibility to express how good or bad different areas of the organization are perceived. When the model is calculated two results are obtained, a grade of each factor and a weight of each of the factor's effect on customer satisfaction (Prognoscentret).

Each year the NKI survey presents the year's most satisfied customers, where the best project and the best company get exposure. To make it as fair as possible there are a couple of rules for the sector index, these are: It is possible that one concern can have several contestants but only if the subsidiary has its own operation, the company has to implement surveys according to the guidelines, the year's best project has to have at least a 50% response rate, the company's NKI-value has to have a lesser error margin than the praxis in the NKI survey, and a response rate at 60% which is about 150 answer (Prognoscentret).

3.4.1 Prognoscentret

Prognoscentret AB, together with Prognosecenteret AS, is Scandinavian's managing company in market analysis of construction sector and property sector. The purpose of the NKI surveys are to create a platform for comparison and development of customer satisfaction (Prognoscentret).

Prognoscentret is contracted by several major housing developers in Sweden and Norway to measure customer satisfaction in Sweden and Norway. Typically, the first questionnaire is sent out 1-2 months after the occupancy and the second 3-5 months

after the warranty inspection. The perceived value-for-money of the housing is an important aspect for the total customer satisfaction, other factors are interior choices, location and service (Prognoscentret).

Some aspects that can improve the NKI score in general are, living up to customers expectations, not having a gap between the customers' expectations and perceived quality, managing customer complaints and having a personal contact with the customers (Prognoscentret).

3.4.2 Previous customer surveys

The highest and lowest company scores are presented for every grade of the occupancy survey. The difference in grades between the highest and the lowest company value are presented in the warranty survey. Companies and legal persons are not included in the surveys, it is only for private consumers.

HSB always creates two customer surveys, the first is sent out about 1-2 month after occupancy, while the second survey is sent out after the warranty inspection, which is after two years and there is at least two months between the inspection and the survey. This is done because most of the actors aim to be finished with the workarounds in two months.

The first survey is performed to get feedback on the buying process and the customers first assessment of the new housing, while the second survey serves to evaluate the housing quality. The first survey consists of housing, environment awareness, outdoor housing, information, personnel, reliability and indoor housing. The second survey consist of housing, environment adaptation, area around, common areas, service, reliability and indoor environment. These two surveys create NKI, loyalty, image, expectations, and affordable.

The questionnaire answer scale is 1-10, were 10 is the highest grade. The answers are recalculated to an index between 0-100, where unacceptable is between 0-55, and medium-fine NKI is considered as 65-75 and a 75-100 is an extraordinary position. The measured customer satisfaction had increased in the both surveys performed last year. In 2011, the first survey was on the level of 72, while the second survey was at 64. The satisfaction and loyalty have reduced after two years (Prognoscentret is careful with these types of conclusions if it is not the same customers that replied to both surveys).

Factors that affect the customer satisfaction are reliability and service of personnel and housing. In both surveys reliability received the lowest ratings. To improve reliability, it is important to correct errors and fulfil commitments. Usually expectation is an important factor when it comes to customer satisfaction.

In the NKI survey the difference between expected and perceived quality is analysed, where different aspects matters, such as housing, reliability, information, personal, affordable, environment, outdoor housing and indoor housing. These results are compared with other companies' results in the construction sector. (Prognoscentret).

3.4.3 Changes in the survey

In 2011, a change was made to the NKI survey after the warranty inspection. Customers no longer assess their housing by different parts, such as kitchen, bathroom and balcony. Customers assess the total quality of the housing instead. Different types of quality factors are in the NKI warranty priority matrix. These quality factors are service, reliability, neighbourhood (närområdet), environment adaptation, indoor environment, housing and common areas (Prognoscentret).

3.5 Bosparar survey

It is important to have good communication and an understanding of how the bosparare wants to live and communicate with the company. This type of thinking facilitates future projects. HSB's first bosparar survey was conducted in 2004 by HSB, and then 2010, while the latest one is from 2011. The 2004 and 2010 surveys covered all of Sweden, while 2011 was just for Gothenburg. The 2004 and 2011 surveys focused on new production, while the 2010 survey focused on membership and bosparande. The bosparar surveys are only used internally and the results are not public. All of the surveys have been used as reference for this report and some questions are taken from the latest bosparar survey in order to make it possible to compare the results.

The purpose of HSB's bosparar survey is to allow the members the opportunity to influence the company.

3.5.1 The bosparar survey 2011

The questionnaire survey was sent out to about 5000 members in Gothenburg and about 1300 contributed. The company wants to establish a routine for communication and let bosparare influence their new projects. The survey questions focused on aspects such as where and how the bosparare wants to live, what type of quality is important inside and outside the housing, demographics and how and what the bospare wants to influence.

3.5.2 The bosparar survey 2010

This survey was sent to all bospare in Sweden and was a web-based questionnaire survey. Three reminders were sent out to obtain a high response rate as possible.

1349 completed surveys were obtained out of 3536. There were questions such as how many points the bosparare has collected and who and why they are collecting, which bosparar form is the most common form and how high/low their satisfaction is, how much the customers know about the projects, and if they would recommend the company to others. The results were analyzed and different proposals were presented to improve the organization.

3.5.3 The bosparar survey 2004

HSB's bosparar survey from 2004 served as the basis of the surveys made in 2010 and 2011. The survey was made to improve future projects and get a broader

understanding of HSBs bosparare, customer requirement and wishes. The survey was divided into two sections, the first section consisted of a qualitative study with six focus groups (the focus group were divided into two sections called bosparare and the market), while the second section was a quantitative survey with 1 010 out of 2 500 bosparare participating. The survey focused on why customers chose to bospara, optional payments and what customer want when it comes to design. Four out of six groups were in Gothenburg, while the remaining two were in Linköping.

There are several different types of customers. The bosparare's values, interests and activities were used to created eight customer groups with different needs. Theses groups are "Funktion/vanlig", "Design/stickaut", "Utåtriktad/priskänslig", "Stadgad traditionalist", "Familjen i centrum", "Design/exklusive", "Utåtriktad/rotad" and "Tradition/genomtänkt". The group were formed from different types of characteristics such as education level, salary level, high or low risk taker, positive or negative against change, type of current housing and the desired type of housing (Löfgren P. and Steffen K., 2004).

3.6 "Ungdomspanelen"

HSB's "Ungdomspanel" is used to find out how people between 18 and 29 years want to live in their future housing. Therefore a web questionnaire survey is sent 4 times a year to young members that are interested to participate in surveys. The results is sooner presented internal at the company, were the company understands what the young people wants in their future housing. Anyone who completes 2 surveys gets the possibility to chose between a coffee gift card or a donation by HSB to "Kooperation utan gränser" as a thanks (HSB).

3.7 Customer survey

Customer surveys are a popular method in the construction sector to measure customer's satisfaction or dissatisfaction. The most common measurement system is "NKI". The results can be used to find out what the company should focus on to keep the existing customer and how to attract new customers (Madsen, 2004).

3.7.1 Eight aspects for success

According to Madsen, 2004 there are eight aspects that should be used to create a successful questionnaire survey in property management. They are presented in table 1.

Table 1 - Madsens 8 aspects to follow while creating a questionnaire survey.

Eight aspects that bring success while creating a questionnaire survey	
1.	Do not have to many questions in the survey
2.	Send out the survey to makers and users
3.	Send out the survey to all tenants
4.	Do not send out surveys to often
5.	Motivate the surveys well
6.	Send out the same survey to caretakers/managers
7.	Do internal and extern benchmarking
8.	Consider if an external consultant should make the measurements

3.7.2 Structure of the questionnaire survey

Both questionnaire surveys from the occupancy and the warranty inspection had almost the same structure. They focused on HSB as company and information on household members. The first survey focuses on the customer satisfaction of the new housing and the second on quality. There were around 30 questions, whereof one description question (Prognoscentret).

3.7.3 Cover letter for NKI

The cover letters in the questionnaire survey from the occupancy and the warranty inspection have the same structure. At the beginning of the cover letter, there is an explanation on why the customer should complete the survey, who made the survey and a guarantee that the customer is anonymous. At the end, the last date for the survey is presented and a description on how to send the in the attached envelope and contact details in case of questions. The company donates an amount of money to a helping organization for each completed survey(Prognoscentret).

3.7.4 Cover letter and reminder letter for the bosparare survey

It is recommended to not have too many questions in a web-based survey. If a large amount of questions are necessary, it is usually better to use postal delivery for the survey. ScandInfo Marketing Research AB made a questionnaire survey for HSB in 2004 and decided to send out the questionnaire with a introduction letter. The introduction letter describes the purpose of the survey, who the client is and who the commissioned implementer is. A stamped and addressed envelope was included for the customer to send the response with. A week later a reminder letter was sent out with the questionnaire survey to the respondents that did not reply (Löfgren P. and Steffen K., 2004). The NKI survey for 2011 sent 2 reminders to the customer. The last reminder had a new questionnaire survey attached and a new reply envelope. To

assure the quality of the replies, 5% of the answers were double-checked. This is recommended by SS-ISO 20252:2007. (Prognoscentret) The survey should consider the decision makers and the customers, because of the different opinion. The survey should be sent out to a high volume of customers to ensure the reliability of the obtained statistical data. Usually once a year is sufficient frequency for a survey. It is important to motivate why the survey is needed so the recipient feels motivated and understands the purpose of the survey. To obtain a wider perspective, Madsen recommends sending the survey to everyone that is linked to building maintenance and the caretakers. The internal and external survey can be used to benchmark against competitors and find out where the company is better than the competitors, and what they need to improve. Madsen also recommends taking help from a consultant to conduct the survey. It is not necessary to use a consultant, but it could be appreciated by the customers, because of the confidentiality.

3.8 Previous campaigns at HSB

In one of the projects at HSB in Gothenburg, many 1-room-and-kitchen apartments were unsold, and the newly produced building was a fair bit away from downtown. Since it was determined that the smaller apartments were most attractive to young people, a marketing campaign was created see figure 4 which a bus card for one year, a gift card for a bicycle and a gift card for a year's worth of food from a nearby supermarket.

There is no formalized way to create a campaign at HSB, but it is seen as important to adapt to the target group. The creative process of the campaign lasted less than one month. Three persons at HSB collaborated to create the. In the beginning of the process there was an idea meeting, where different aspects such as price, advantages, and disadvantages were taken into consideration. One advantage was the mountain bike courts near the living area. Another advantage was that the building was finished, so it was possible to visit the building before buying the housing. Usually young people are viewed as having a quicker decision making process than older people, which is why the campaign was directed towards them. Young people usually have less experience of how much the monthly costs are for an apartment. That is why the totally month costs were brought up and calculated in the campaign. Young people usually do not know what is included in a new produced housing, so this was highlighted in the campaign, such as example balcony, dishwasher and washing machine.

Once the general nature of the campaign was decided, it was handed over to a media bureau. The media bureau creates a campaign plan. In this case the advertising was at the “www.boplats.nu” website, in newspapers and tram posters. After the first advertising campaigns were run, a measurement process was conducted. The measurement process consists of peoples reaction, understanding and thinking of the campaign and this is done to see if the campaign is having the desired impact. Since it only took about one month after the campaign started running to sell all the unsold 1-room-and-kitchen apartments, this was considered an extremely successful campaign at HSB (Interviewee responsible for marketing new production employee from HSB).

KÖP EN 1:A OCH GÖR EN SJUKT BRA DEAL!

Just nu finns det gale många anledningar att köpa en 1:a i brf Vitsippan. Vad sägs om mat för ett helt år, årskort på Västtrafik, presentkort på cykel, diskmaskin, tvättmaskin, balkong med Tuves grymmaste utsikt och den sköna känslan av att flytta in i något helt nybyggt? Som bonus har du bara 20 steg till naturen och cirka 20 min med stombussen till centrum. Passa på! Erbjudandet gäller t.o.m. 30 april 2013.

Allt detta ingår för 4 055 kr/mån*

- Västtrafiks årskort** Du får åka gratis i ett helt år. Stombuss runt hörnet.
- Cykel Välj** en cykel som passar dig, till ett värde av 5 000 kr.
- Matvaror** Presentkort på ICA som borde räcka i ett helt år.
- Balkong** På sommaren blir balkongen ett extra rum.
- Naturnära** Sköna motionsrundor för både träning och avkoppling.
- Diskmaskin** Du slipper diska och får mer tid över till roligare saker.
- Mediapaket** TV och bredband från Telia, bara att koppla upp sig!
- Bra läge** Lätt Tuves bästa utsikt. Ina älskar.
- Tvättmaskin** Du kan tvätta precis när du vill. Och slipper tvättstugan.
- Nära city** Typ 20 minuter in till stan. Du hinner leksamt lyssna på 7 låtar.
- Tryggt köp** HSB lämnar dig inte i sticket. Vi finns alltid i närheten.

• Kolla in fler fördelar. Sök på #brfvitsippan på Instagram eller gå in på www.facebook.com/HSBvitsippan

BRF VITSIPPAN – SNABBFAKTA
 Visning: För personlig visning kontakta säljare.
 Adress: Glästorps Röseväg 13, Västra Tuve.
 (Stombuss 17, hållplats I Hinnebacksgatan.)
 Lägenhetsstorlek: 1 RoK, 10,5 kvm.
 Försäljning: Karin Pollak, 0707-21 51 02,
karin.pollak@hsg.hsb.se
hsb.se/goteborg/vitsippan

*** PRISEXEMPEL**

Insats	1 000 000 kr
Kontantinsats 15 %	150 150 kr
Lånebelopp	852 550 kr
Suttråna (dec 2012)	3,3 %
Räntekostnad/mån	1 636 kr
Månadsavgift	2 119 kr
Månadskostnad	4 055 kr

Et och vattnet tillkommer under cirka 300 kr/mån.

Erbjudandet kan bli värdet ca 2-2,5 kr. Eventuellt skatt betalas av köparen. Erbjudandet kan inte bytas mot kontanter, ej heller mot andra produkter än de som anges.

HSB – där möjligheterna bor

Figure 4 - One of HSBs advertisement flyers for the project.

3.9 Environmental friendly options

In the questionnaire survey, some of the questions are about providing environmentally friendly options and green packages. Many companies try to become more environmental friendly in an effort to attract more customers.

The customer in Sweden that buys a new tenant in the beginning of the process has the opportunity to make apartment layout choices. More companies try to project an environmentally friendly image and offers "green" optional packages. These packages consist of environmental friendly products. Many companies have an environmental friendly section in their production or their products.

“Svanen” is a world leading eco-certification (Svanen) with strong environment requirements and climate requirements. Around 20 years ago “Svanen” became Scandinavias official eco-label. When certifying a product, a life cycle analysis is performed that takes into account energy consumption, water consumption, chemicals and waste and the results are used to determine how environmental friendly the product is (Svanen).

4 Results

In this section the results of the questionnaire survey, average, standard deviation and the prediction of HSB's market analyses are presented. The results from five questions in the questionnaire survey are also presented.

4.1 Results by customer group

4.1.1 Importance of an environment friendly accommodation

Question 1 and 6d in figure 5 and figure 6 shows that the older this customer group is, the more importance they place on environmentally friendly accommodation. The alternative 1, 2 and 3 reduce with age. 37 % of ages 30-33 years consider it very important with environmental friendly housing.

How important is an environment friendly accommodation?

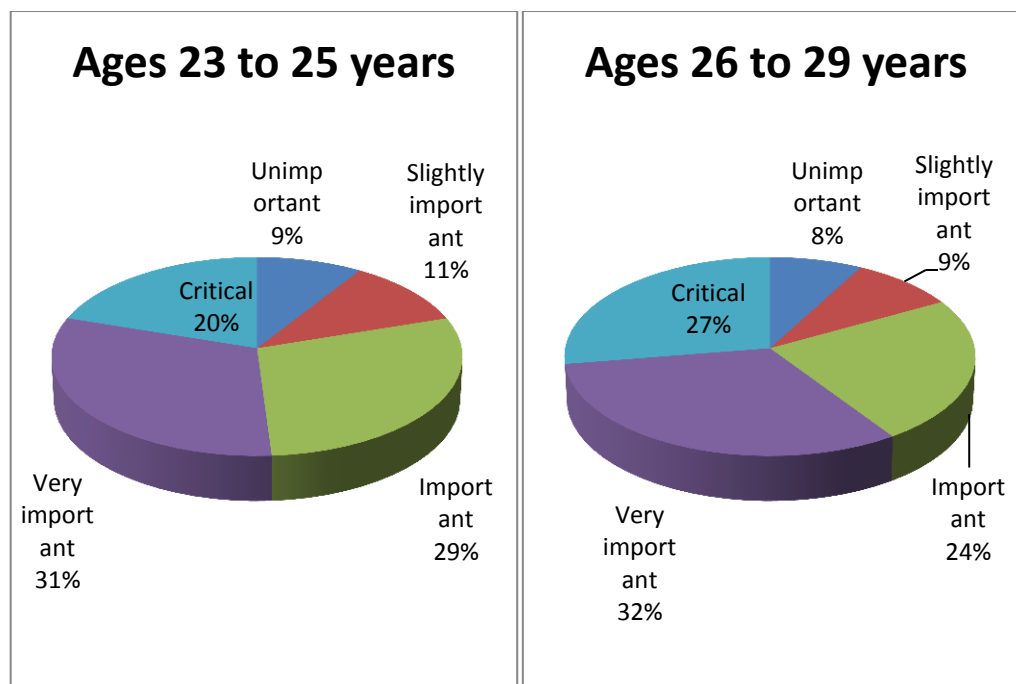


Figure 5 - Importance of environmentally friendly housing for different ages

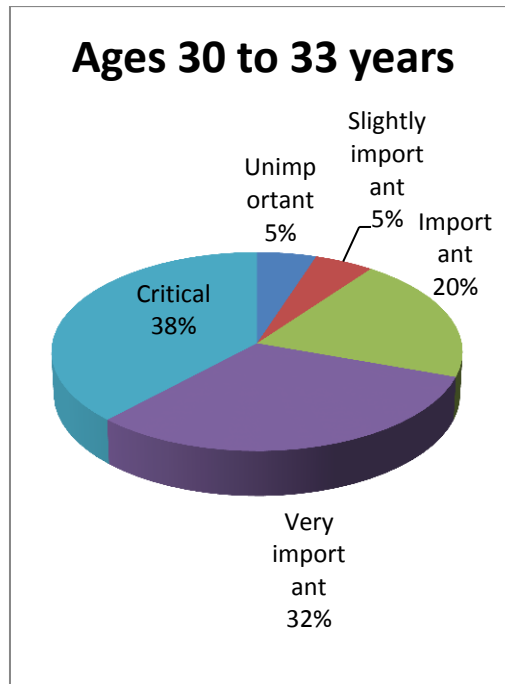


Figure 6 -Importance of environmentally friendly - ages 30 to 33

4.1.2 Reasons why some individuals are not interested in a cooperative apartment

The results from questions 1 and 12 indicate that the younger the individual is, the more likely it is that they do not have the cash contribution that is required. This reason is also the overall most common one. Other common reasons are “I feel comfortable in my current accommodation” and “I do not like to commit myself”. The cash contribution issue diminishes in the older groups. The reason of not wanting to bear additional costs disappears completely in the 30-33 year group. Not liking the residential form is more or less constant between 7 - 9 % in all groups. The percentages that do not want to commit themselves reduce with age.

If I cannot imagine buying a cooperative apartment, it is because of:

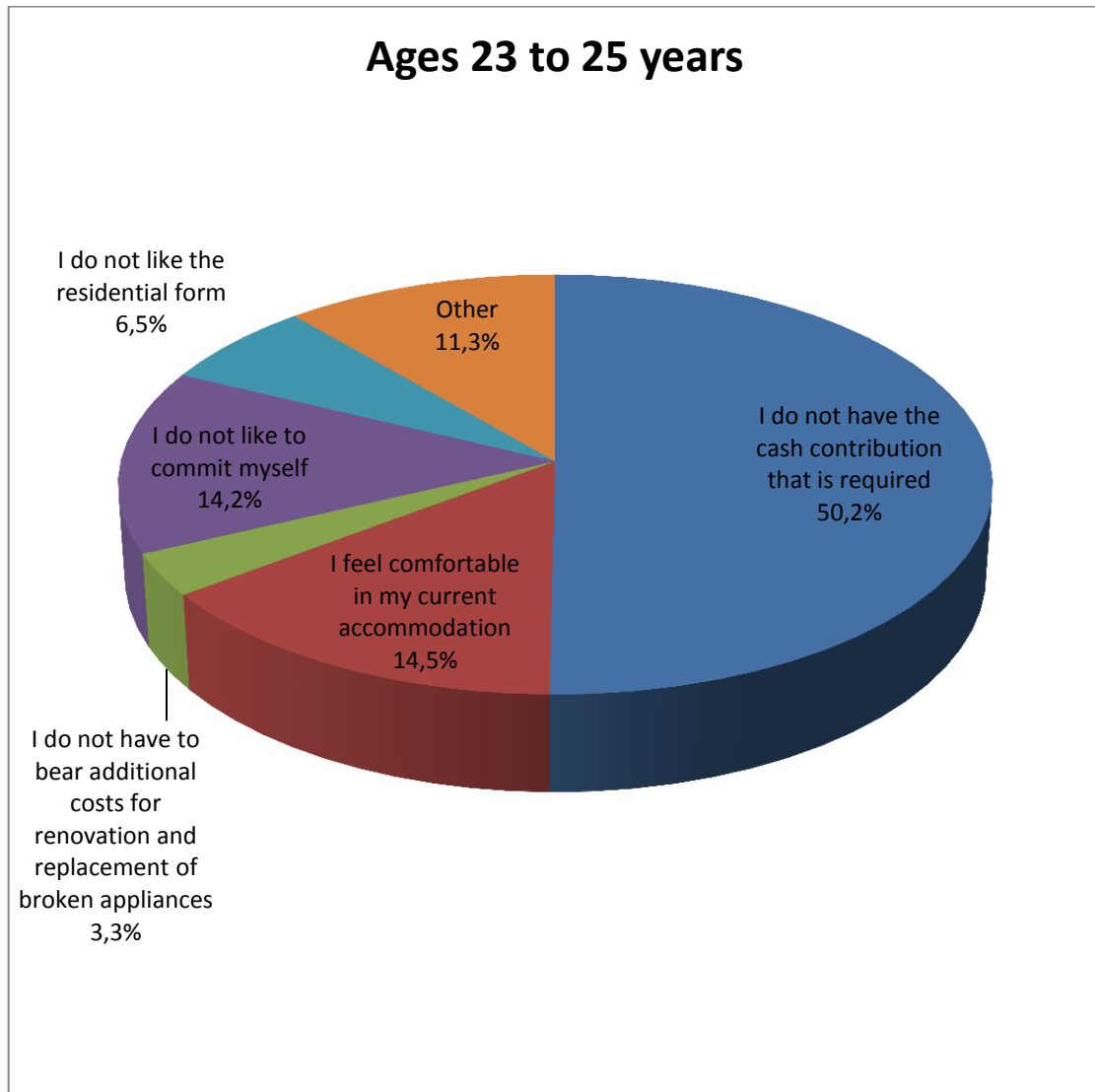


Figure 7 - Reasons why 23-25 years cannot imagine buying a cooperative apartment.

Ages 26 to 29 years

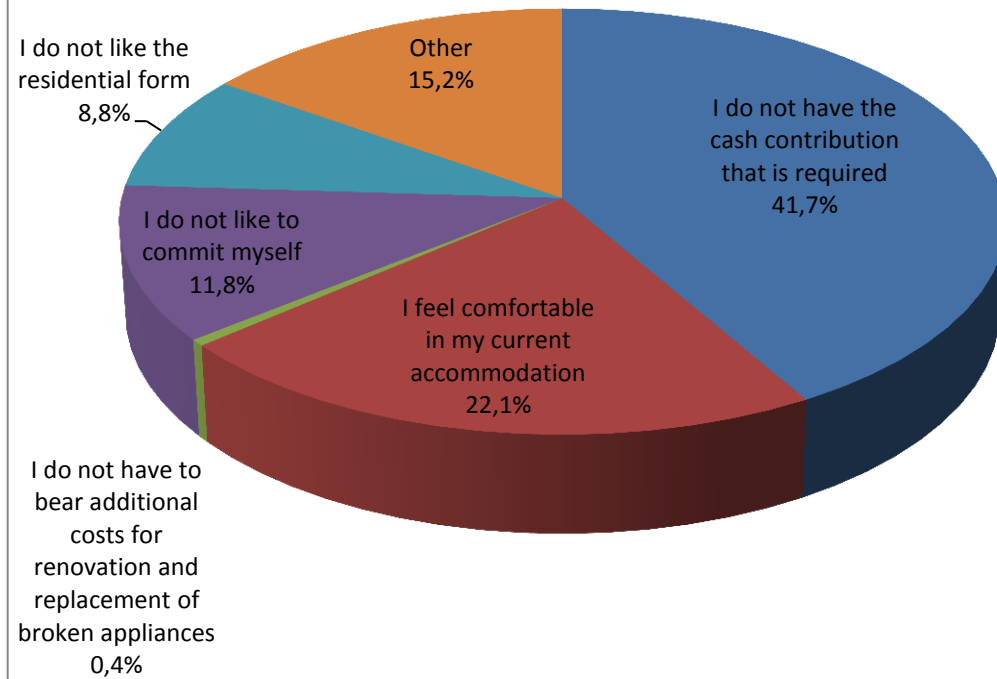


Figure 8 - Reasons why 26-29 years cannot imagine buying a cooperative apartment.

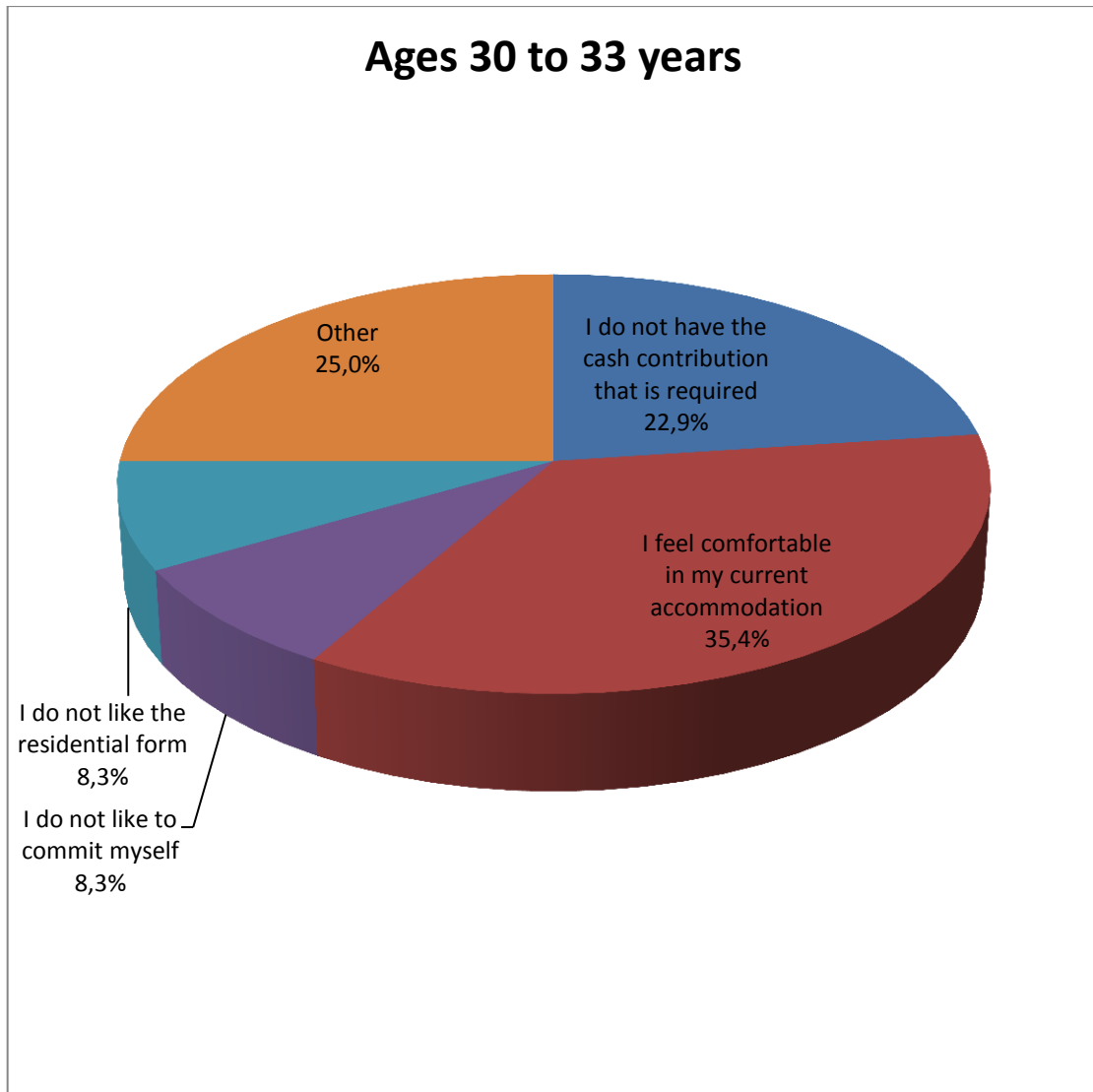


Figure 9 - Reasons why 30-33 years cannot imagine buying a cooperative apartment.

4.1.3 Desired type of future accommodation

The results from questions 11 and 16 shows that most individuals who live in a cooperative apartment do not want to move in a tenancy, instead they mostly want to move into a cooperative apartment or in a villa. The majority of those living in villas have no relocation plans or wish to move into another villa. Those who are living with their parents mostly prefer to move into a tenancy or a cooperative apartment. Those who do not live in a primary contract in tend to want to move into a tenancy or a cooperative apartment. Those with a primary contract mostly want to move to a cooperative apartment followed by a tenancy or a villa. Those who have picked the "other" option mostly prefer tenancies or cooperative apartments.

I want to move into:

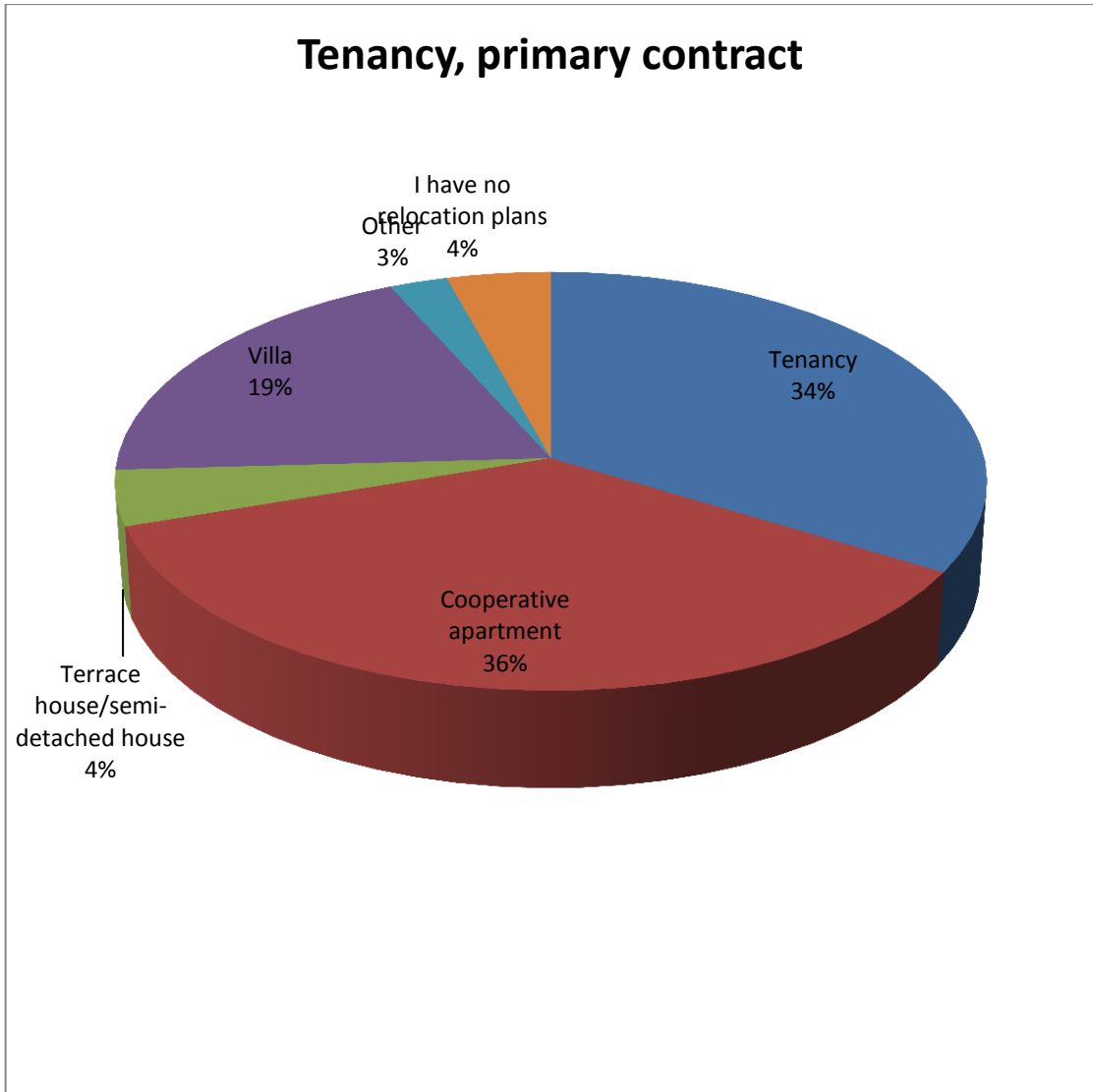


Figure 10 - Preference of future housing form - Tenancy, primary contract

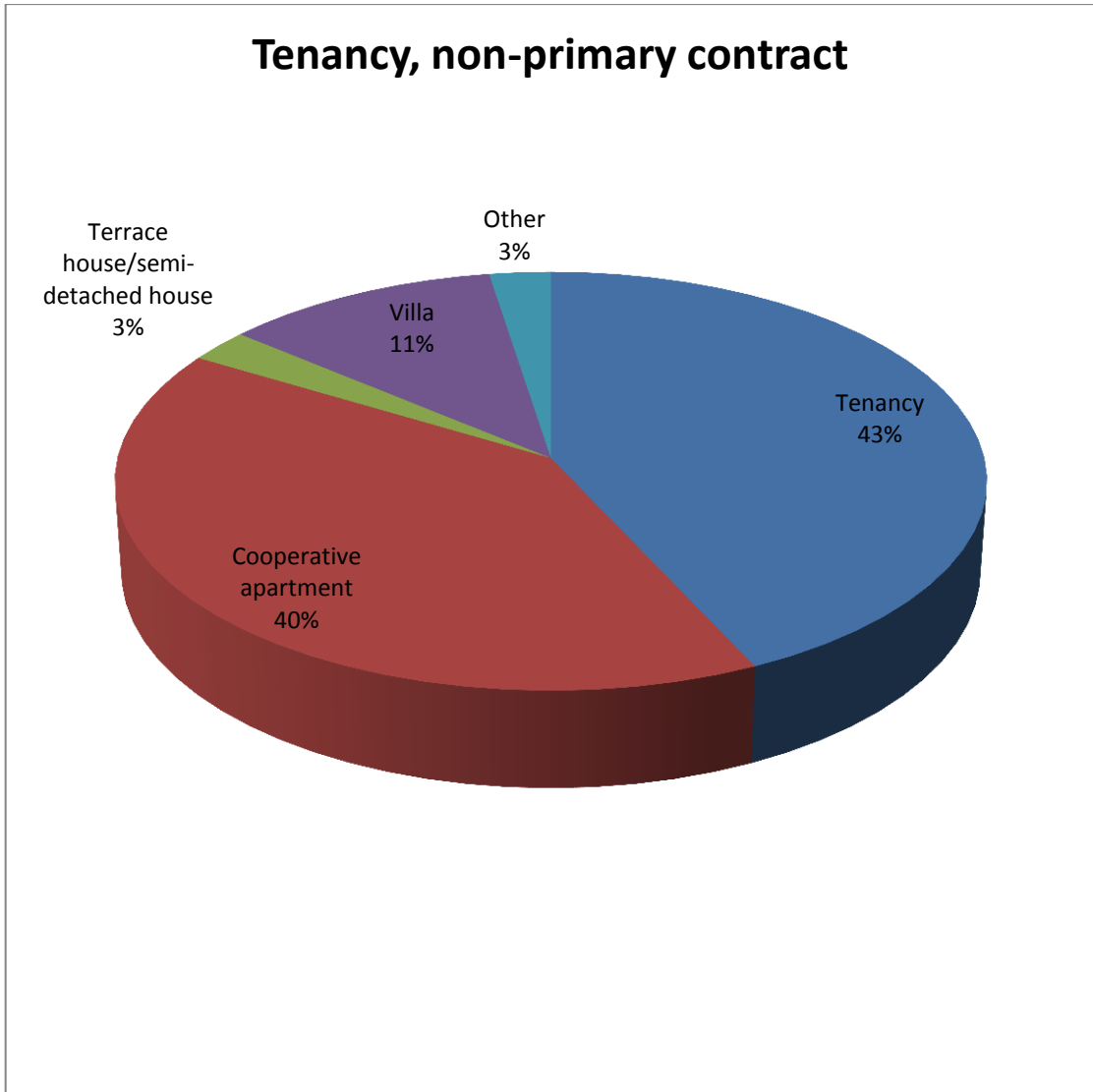


Figure 11 - Preference of future housing form - Tenancy, non-primary contract

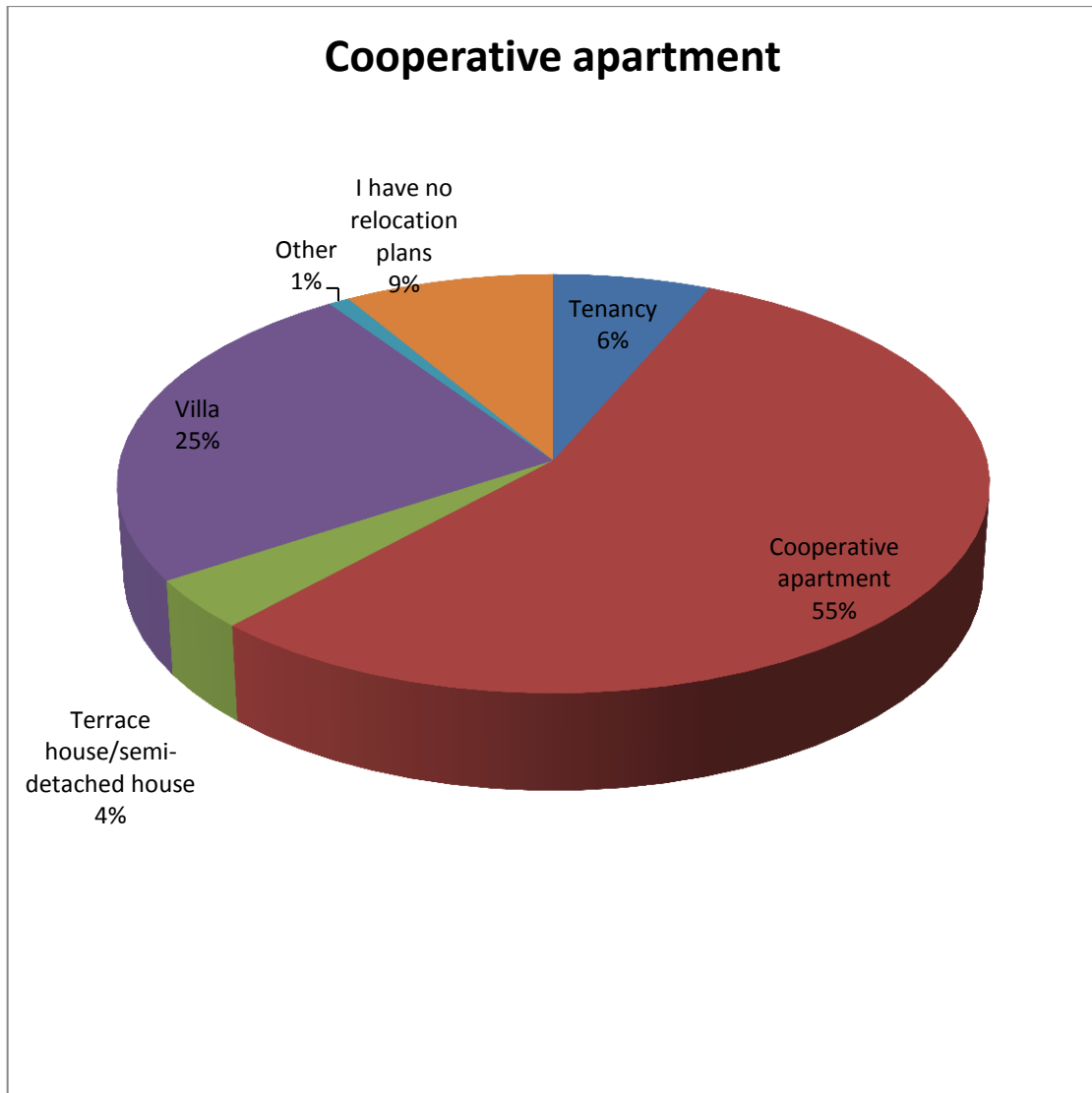


Figure 12 - Preference of future housing form - Cooperative apartment

Villa/terrace house/semi-detached house

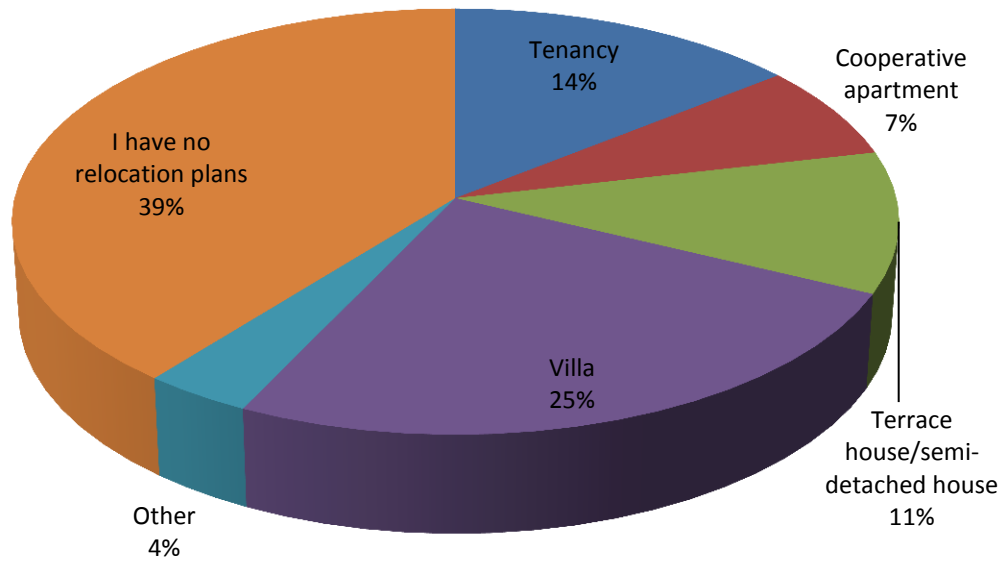


Figure 13 - Preference of future housing form - Villa/terrace house/semi-detached house

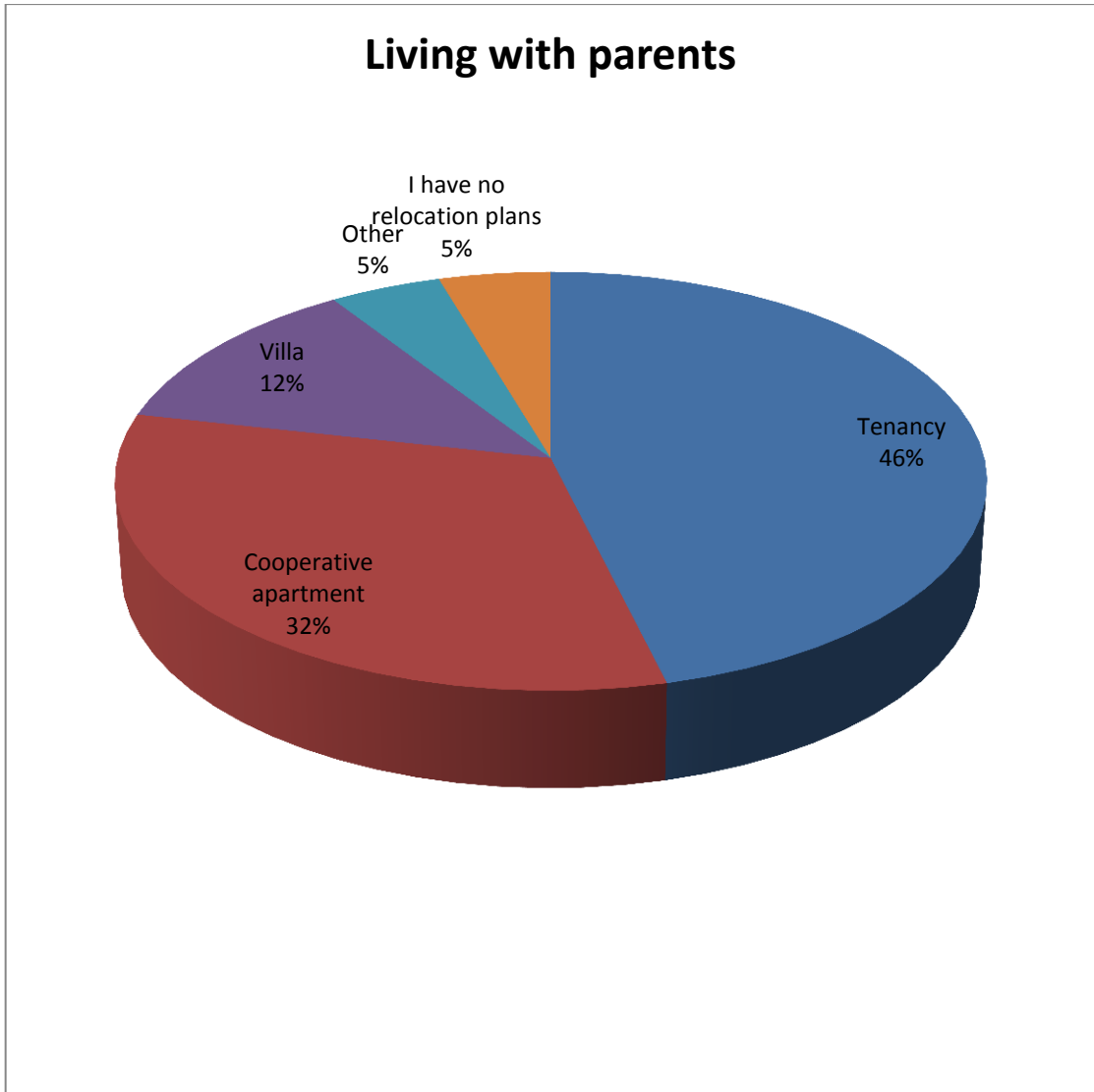


Figure 14 - Preference of future housing form - Living with parents

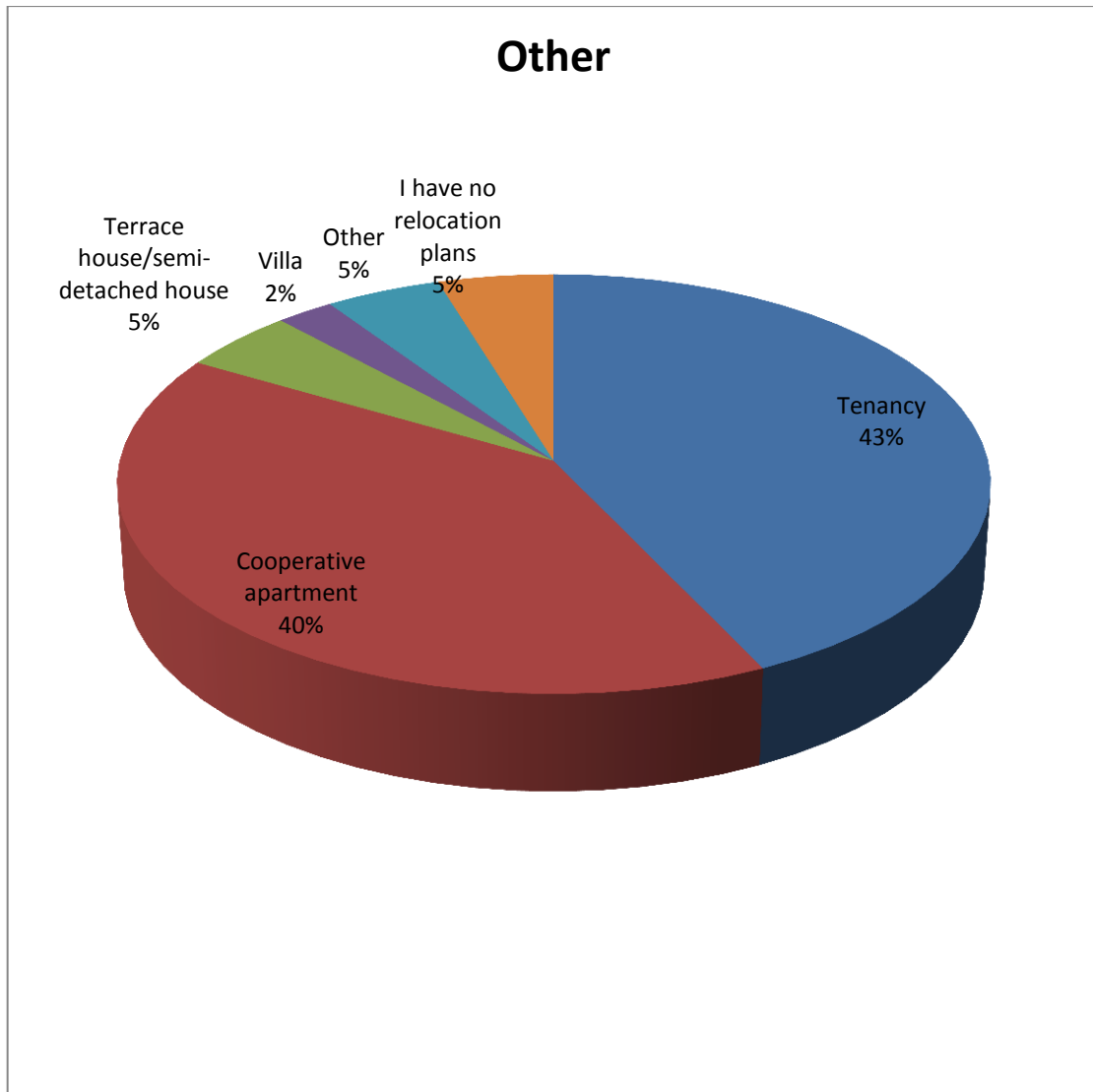


Figure 15 - Preference of future housing form - "other"

4.1.4 Most important aspects while selecting a house

The results from question 15 and 19 show that a majority of singles, couples and families prefer to live “near to public transport”. Singles also prefer to live in a central location, which is also important to couples while most families with children do not find it important. Among those who do not have children, twice as many find it important with a central position. Among those who have children, 30% more think it is important to live “near to forest and nature” compared to individuals without children.

When I pick housing it is important with:

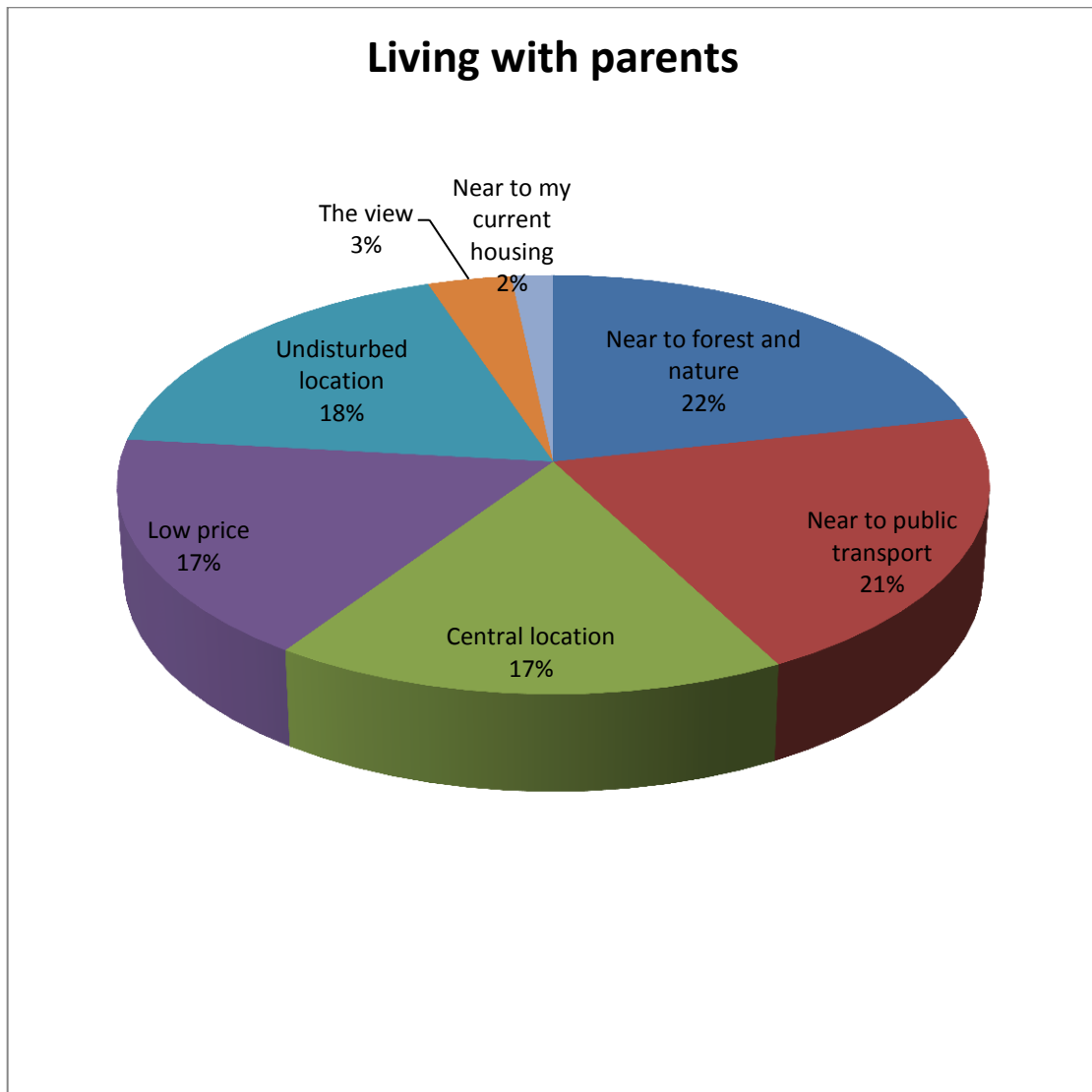


Figure 16 - Type of aspects that are important when choosing a housing for individuals living with their parents place.

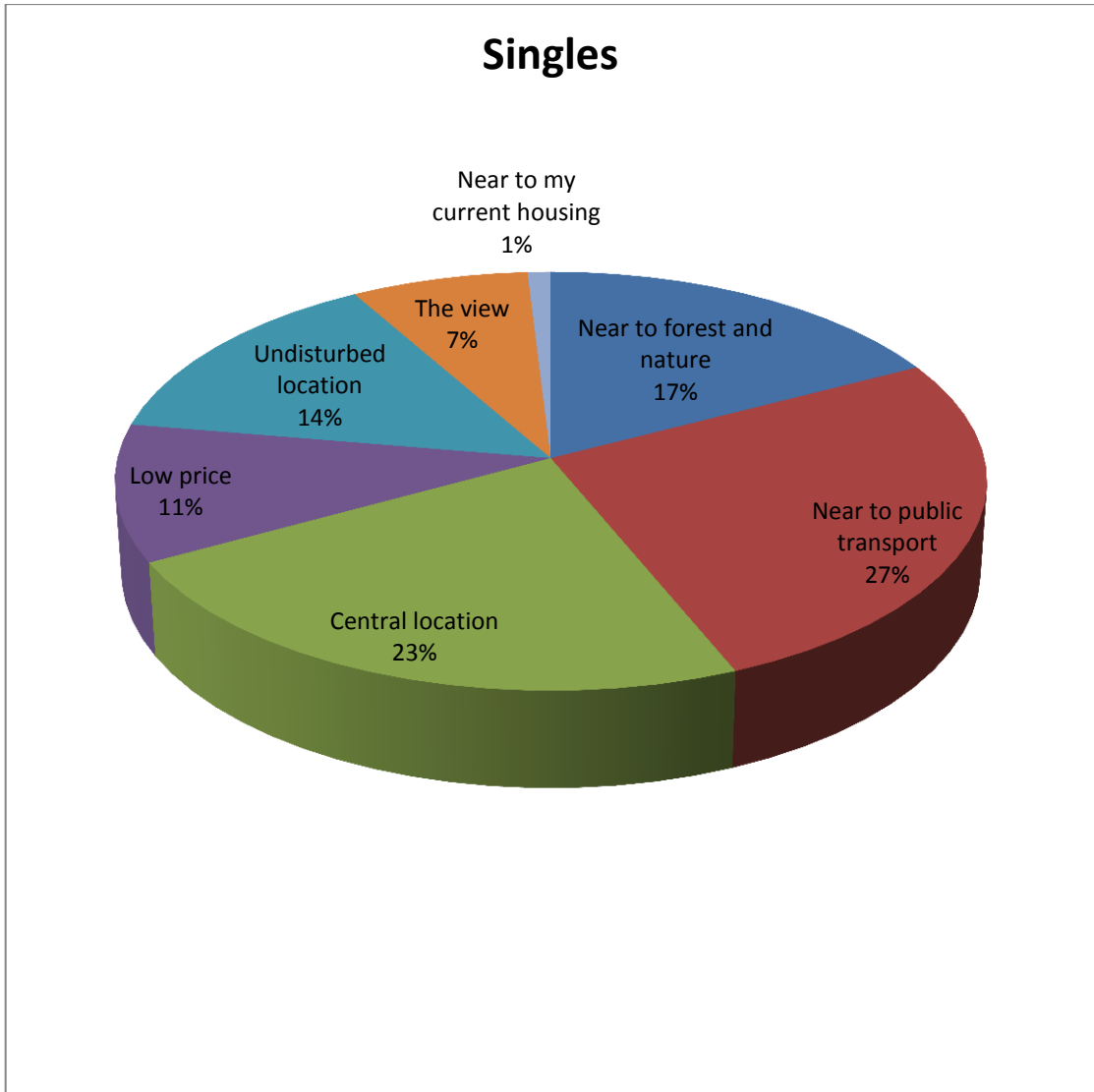


Figure 17 - Type of aspects that are important when choosing a housing for singles.

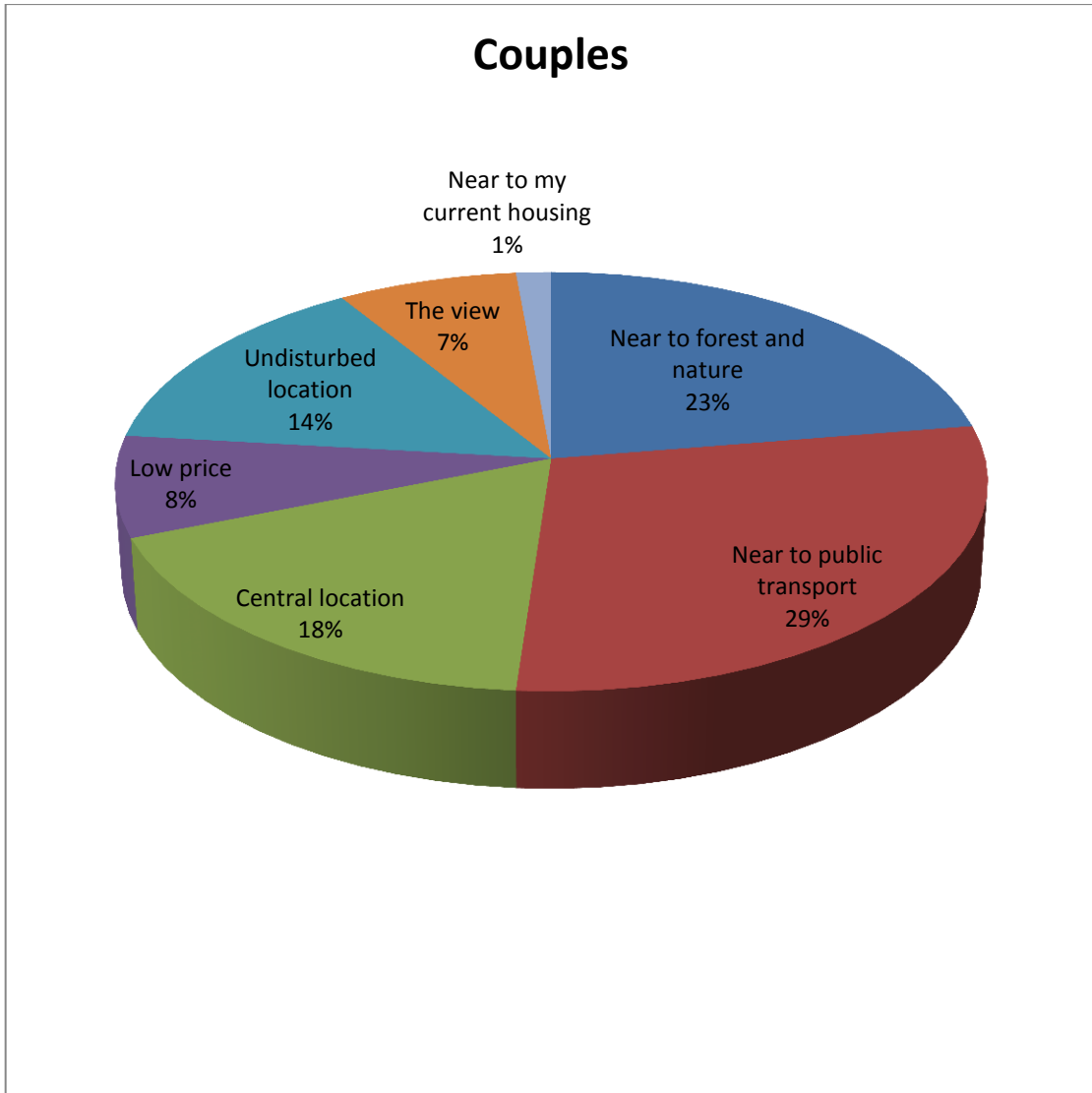


Figure 18 - Type of aspects that are important when choosing a housing for pairs living together.

Collective/live-in

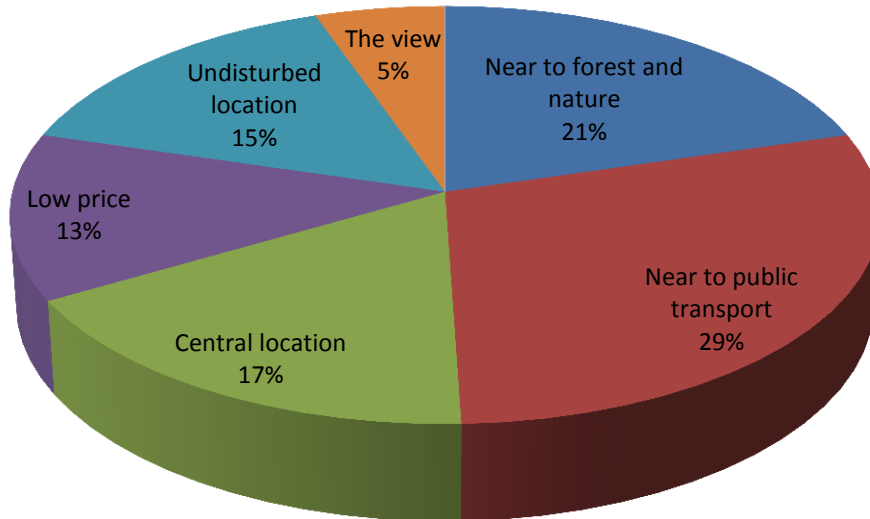


Figure 19 - Type of aspects that are important when choosing a housing for individuals living collectively.

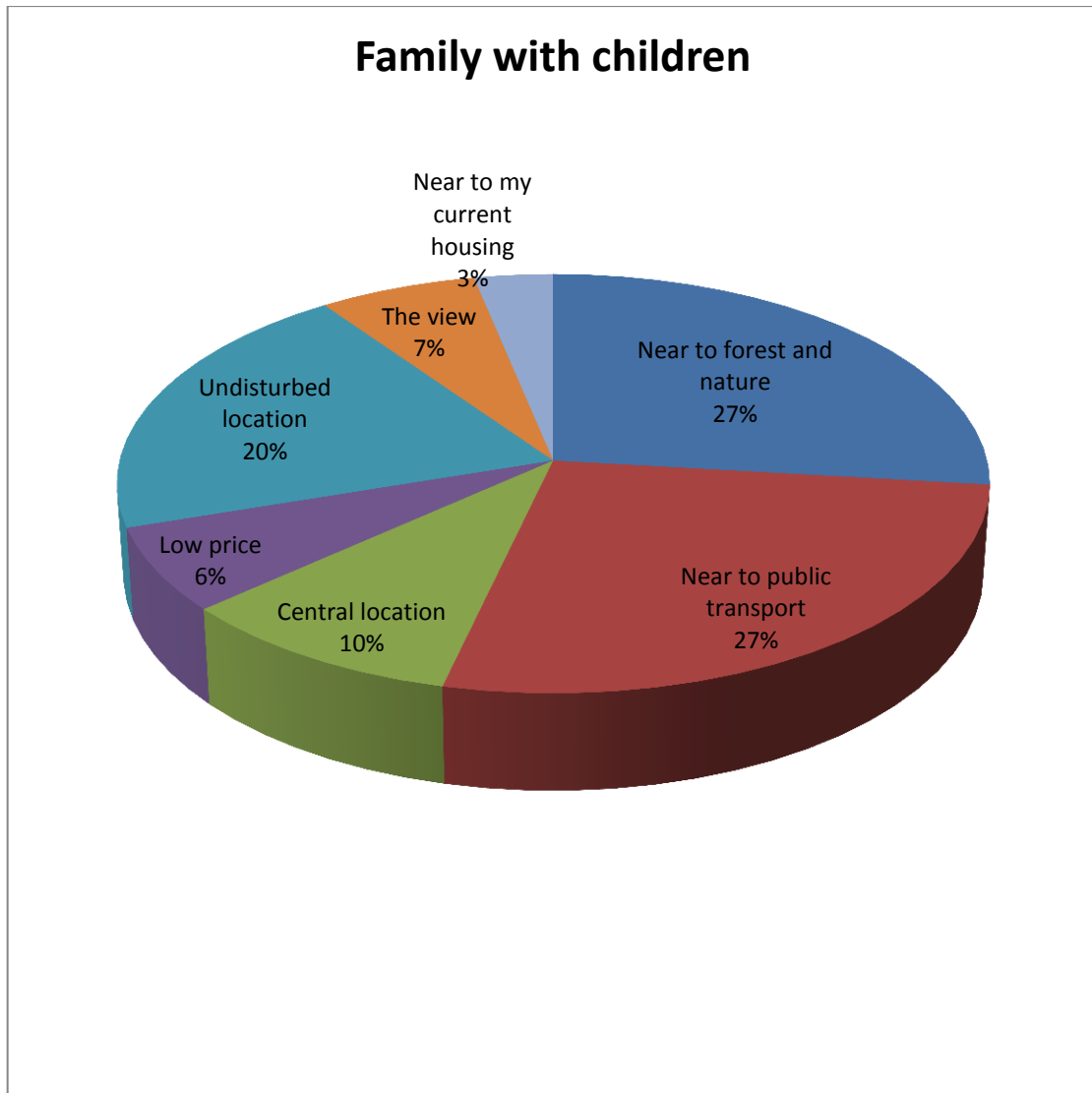


Figure 20 - Type of aspects that are important when choosing a housing for families with children.

4.1.5 Desired type of future accommodation

The results from questions 14 and 18 show that non-students are more likely to live in villas. All groups tend to prefer cooperative apartments. Men and women studying in figure 23 and 24 show almost the same results, while non-students differ somewhat between men and women, a larger proportion of the men prefer cooperative apartment, while more women want to live in villas, a difference of 53%.

I want to move into:

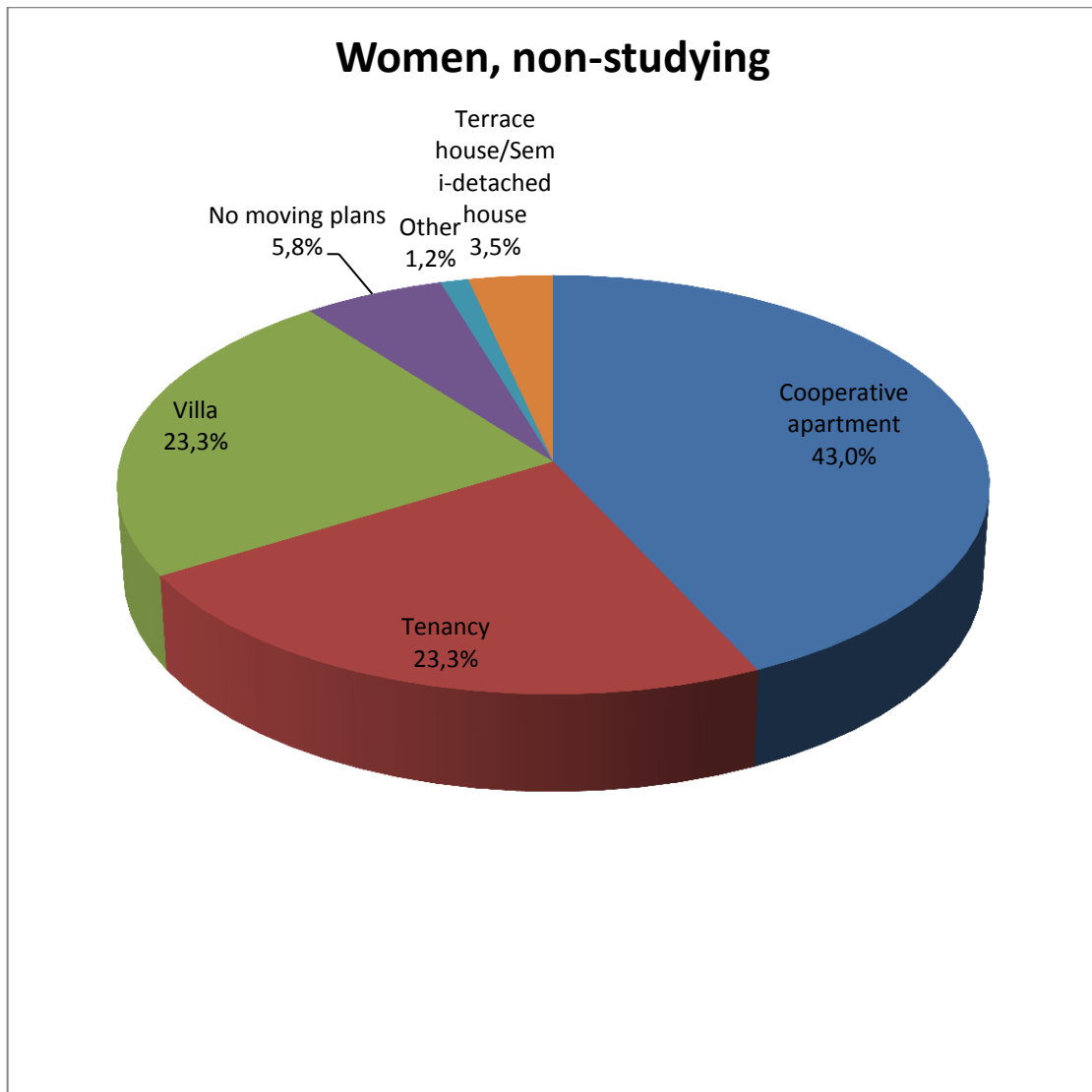


Figure 21 - Type of housing most interesting to women, non-studying.

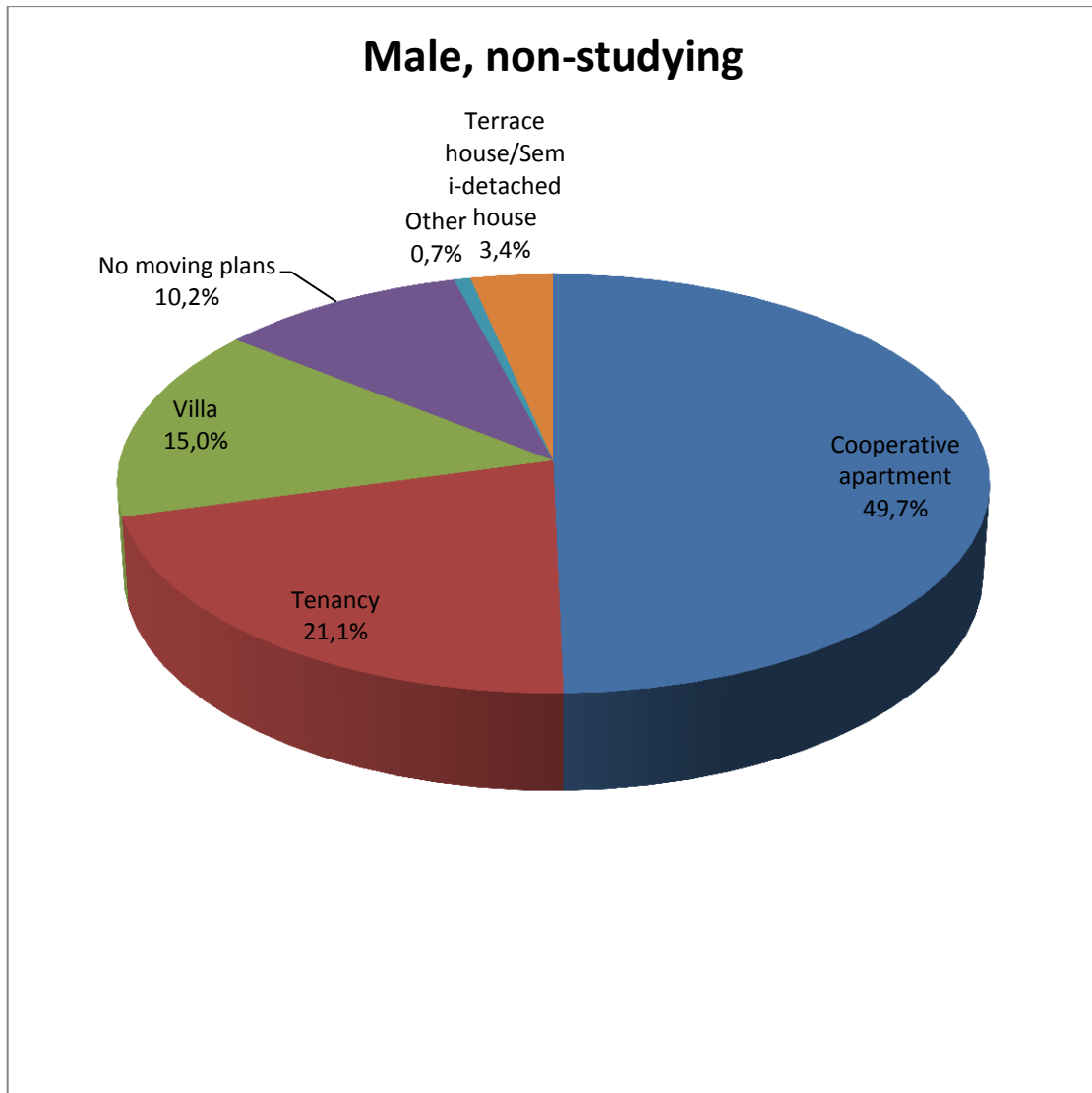


Figure 22 - Type of housing most interesting to male, non-studying is.

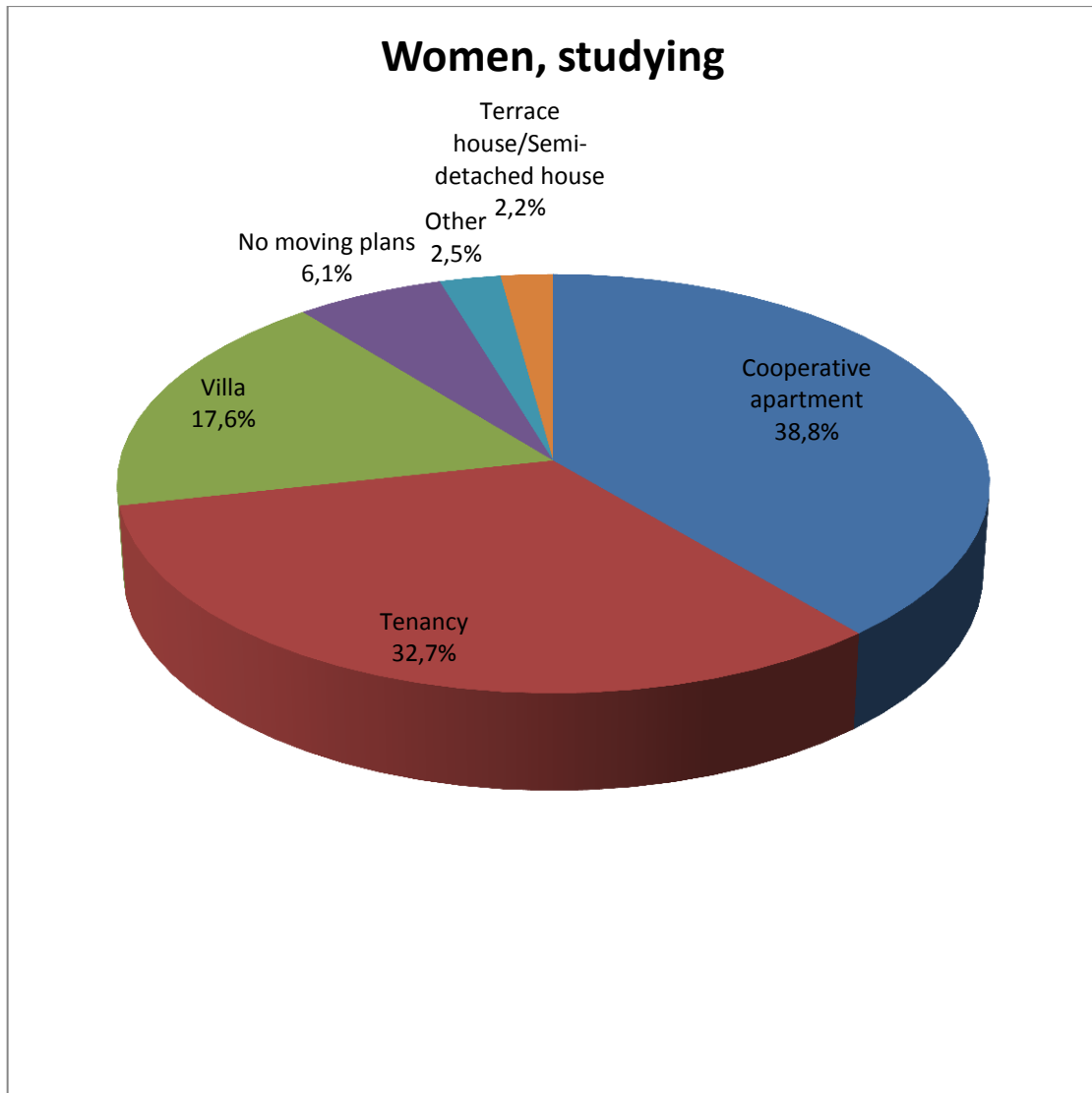


Figure 23 - Type of housing most interesting to women, studying.

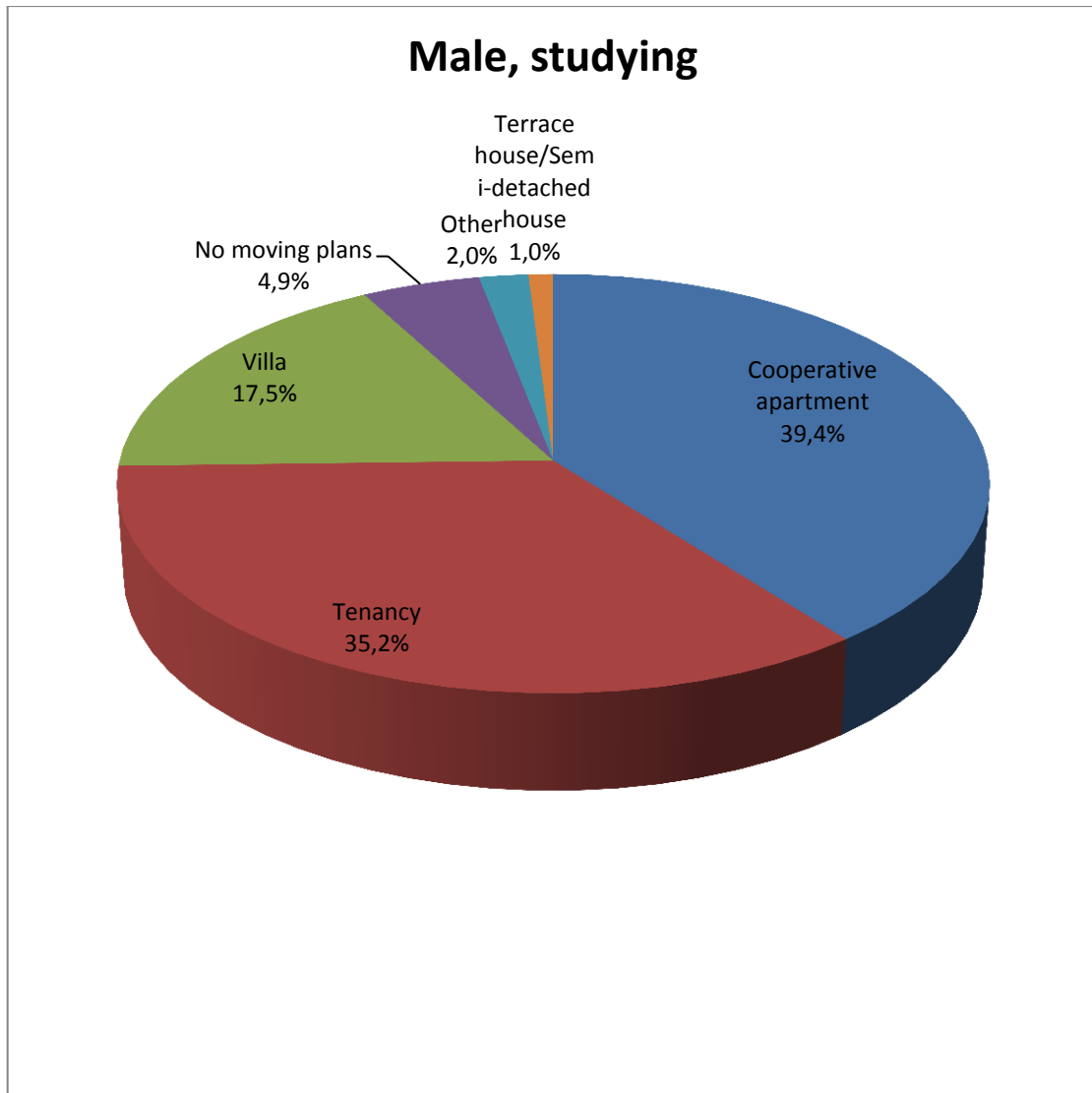


Figure 24 - Type of housing most interesting to male, studying.

4.2 Results of the questionnaire survey and interview

Table 2 - The results of the survey and the market analyst's prediction

	Question	Avg.	Standard deviation	Median	Market analyst's prediction
1	Age	-		24 years	-
2a	Storage options	4.14	0.87	4	4
2b	Walk-in-closet	3.23	1.22	3	3
2c	Window in bathroom	2.49	1.29	1	2
2d	Extra high ceiling	2.84	1.14	3	3
2e	Big and deep windows	3.08	1.08	3	4
2f	Quiet room	3.29	1.26	4	2
2g	Balcony	3.88	1.07	4	5
2h	Glazed balcony	2.08	1.11	1	3
2i	Intercom with video camera	1.69	0.98	1	3
2j	Expand the wall socket with USB-charger or other	2.05	1.15	1	4
2k	Burglar alarm	2.34	1.17	1	2
2l	Appliances with lower energy consumption	3.79	1.11	4	4
2m	Tab with automatic water shut-off	2.22	1.22	1	3
2n	Sensor controlled lighting in the walk-in-closet/storage	2.24	1.27	1	3
2o	Environmental friendly wall paint and floor material	3.35	1.31	4	4
2p	Environmental friendly material as glass/laminate instead of tile in kitchen	2.67	1.29	3	4
2q	Greenhouse on balcony	1.96	1.16	1	3
3	I prefer:	-		Separated washing machine and dryer	Combined washing machine and dryer
4	I prefer to wash in:	-		Separate space in	Separate space in the

				the bathroom	bathroom
5	I prefer:	-		Shower	Shower
6a	Gym	3.10	1.34	4	4
6b	Library	1.82	1.05	1	1
6c	Place for bike care	3.35	1.24	4	4
6d	Environmentally accommodation	3.52	1.20	4	4
6e	Lobby with furnitures	1.65	0.94	1	2
6f	Common barbecue place at the yard	3.38	1.08	4	4
6g	Common roof terrace	3.21	1.14	4	4
6h	Allotments on the roof	2.50	1.36	1	2
7	I prefer to influence how walls and rooms will be designed:	-		Yes, I want to choose between 3 different alternative apartment layouts	Yes, I want to choose between 3 different alternative apartment layouts
8	I prefer an apartment layout that has:	-		Completely open between kitchen and the living room	Completely open between kitchen and the living room
9	I prefer an apartment layout that has:	-		A separate hall	A separate hall
10	In my future housing the plan is to:	-		Move in 3 years	Move in 3 years
11	I want to move in to:	-		Cooperative apartment	Tenancy
12	If I can not imagine buying a cooperative apartment, it is because of:			I do not have the cash contribution that is required & I feel comfortable in my current accommodation	I do not have the cash contribution that is required & I do not like to commit myself
13	I am looking for a:	-		2 room and kitchen	2 room and kitchen
14	I do rather live in:	-		Central Gothenburg	Central Gothenburg
15	When I pick housing it is important with:	-		Near to public transport &	Central location & Low price
16	In the current situation I live in:	-		Tenancy, a primarily contract	Tenancy, a secondary contract or third contract
17	In the current situation I live in:	-		1 room and kitchen	1 room and kitchen
18	I am:	-		Male and study	-

19	The household living in total:	-		2 persons	1 person
20	Number of children:	-		No children	No children
21	I am a HSB member:	-		No	-

5 Discussion and analysis

In this chapter, the theoretical framework is discussed and analysed. Furthermore the latest bosparar survey, the results of the questionnaire survey and interesting questions from the questionnaire survey are discussed and analysed.

There is no specific procedure to follow when designing a campaign at HSB, but it is important to adapt to the target group. This is similar to the situation of designing a questionnaire survey, the questions in the questionnaire survey can be used for other customer groups, but sometimes they have to be adapted.

The NKI questions for 2011 were changed so that customers assess the quality of the entire housing, rather than parts of it. NKI analyzes satisfied customers are with a company. In this case, the majority of the recipients are not HSB customers, so the role of HSB was not as important when the questions were created.

The "8 aspect" advices for doing a customer survey were presented earlier in chapter 3.7.1 table 1. Several of these aspects were used in this report. This survey contained fewer questions than the earlier NKI surveys and bosparar surveys and was sent out to a specific group of customers. The majority of this group have never received a survey from HSB. The bosparare group received the latest bosparar survey in 2011. Some benchmarking was done with the earlier bosparar survey. There was no possibility to make external benchmarking because of demarcation. In this case, there was no need for an external consultant to be involved because the sender is a student and doing this survey for her master thesis so the responders were assumed to be comfortable answering the survey.

When comparing the latest bosparar survey from 2011 with the results from this report, some results differ.

In the bosparar survey, the majority live in villas, while in this survey the majority live in tenancies. The majority of bosparare live in 5 room and kitchen, while in this report the majority lives in 1 room and kitchen. This is likely due to the age group differences. The majority of the bosparar survey recipients want to move into a 3 or 4 room and kitchen, while the individuals born between 1980 and 1989 prefer 2-3 room and kitchen. The younger adults probably want to move into a bigger apartment than they are living in right now, while the majority of the older group of bosparare live in villas and are accustomed to larger residencies.

The function of the quiet room was explained in the questionnaire survey, while there was no explanation offered in the bosparar survey. The room was very interesting for the young adults, while it seemed not to be so interesting for the bosparare in general, other than singles. Since singles and young adults typically live in apartments, this group could be more exposed to noise from neighbours and this could explain why they value the quiet room more than older individuals and families who typically live in villas and do not see this aspect as an issue.

The window in the bathroom is interesting for bosparare, while it was not interesting for the younger adults. This could be due to bosparare living in villas which usually have windows in the bathroom.

A place for bike care was popular for younger individuals, while it was not interesting for the bosparare. This could be due to the younger individuals, of which the majority were students, are less likely to own a car and more likely to use a bicycle, while the bosparare usually have a car and do not find bike care as important.

The market analyst was generally accurate in her predictions of what the majority of the individuals born between 1980-01-01 and 1989-12-31 want in the market. The results that differed somewhat were answers to question number 2f, 2h, 2i, 2j, 2m, 2n, 2q, 3 and 16 (see chapter 4.2).

In question number 15 (Appendix B) “when I pick housing it is important with:” There could be a failure. The options “near to public transport” and “Central location” are a tendency that is covered in earlier research in the bosparar survey (Bosparar survey, 2011). It is certain that individuals have answered correct on the alternatives “near to public transport”, “central location”, “near to my current housing”, “low price” and “the view”, except the “undisturbed location” and “near to forest and nature”. The “low price” is not important, while still many individuals do not have afforded to buy housing. One theory could be that if individuals study master except taking a break, they are usually finished at the age of 23 years old with their masters. Usually the students study a programme with high salary when they are finished and this questionnaire was about their view on their future housing and the majority of the individuals wanted to move to their future housing in 3 year, and then usually the majority could be able to afford it.

According to the market analyst at HSB, the older demographic that have been used for bosparar surveys are uncompromising, picky and have high standards. They want almost everything in the similar question “when I pick housing it is important with”. Young adults today seem to be similarly uncompromising. The students in the survey could be counting on a future high salary and that would raise their desired standards.

The analysis of the environmental friendly question results shows that individuals do not seem to care about the specific technology used. For instance “tab with automatic water suspension” or “sensor controlled lighting in the walk-in-closet/storage” are not as interesting as “appliances with lower energy consumption”. Some of these products may have been perceived as costly. In the “Ungdomspanelen” survey there were more cost related questions. They were not included in the survey because of demarcation, but it would have been interesting to ask if individuals are willing to pay more for environmentally friendly products.

5.1 Feedback from survey recipients

Many survey respondents emailed and asked where they can take part of the finished report and one person asked where the final amount of donated money would be presented. A “thank you letter” was sent out one week after the final deadline of the survey, where the total donation was presented. HSB wanted to know if some of the respondents were interested in signing up for HSBs “Ungdomspanel”, which involves responding to similar surveys a few times a year. (Appendix D).

One person emailed me a suggestion on adding an option at the end of the questionnaire survey (Appendix C) to provide the possibility of writing a personal opinion. It was decided to not include such a an option, due to the large amount of respondents. It would take too much time to summarize all the personal opinions.

One person emailed and pointed out that he missed a question about offering daily services. (Appendix C) The question “When I pick housing it is important with” was taken from “Ungdomspanelens” survey (HSB). It was decided to not include all the opinions in the survey such as low rates and non rates, this opinions were “close to service”, “close to schools and children care”, “vehicle communication”, “close to exercise areas”, “close to the sea”, “rural area” and ”close to family and friends”.

About common areas in the Appedix, “carpentry workshop” and “pool” was missing. It was decided to not have any “pool” question, because it was rated non important in the “Ungdomspanelen” survey (HSB) The “carpentry workshop” was an interesting opinion. Common areas were interesting and should be in future surveys.

A person was missing questions about Internet connection and parking places, these were not brought up by the market analyst and should in my opinion be in future surveys (Appendix C).

A person commented on the availability of storage in the basement, which was not in the survey, because HSB did not find it interesting. Building storages in the basement with real doors to prevent thieves is too expensive, because it is needed to build indoor walls too (Appendix C).

6 Conclusions and recommendations

The purpose of the report was to analyse how individuals born between 1980-01-01 and 1989-12-31 view their future housing. The research questions were; "What does HSB want to know about this group?" and "What does this group want from HSB?"

The market analyst had a relatively clear understanding of how young adults view their future housing. Suggestions for improvement could be to give more information and explanation when advertising a specific product, a standard or a new innovation that individuals do not know about. For instance, the purpose of the quiet room was explained in the questionnaire survey and the majority seem to prefer it. The customers should be given a clear understanding of how the product works and what the purpose is with the technology.

Projects with many smaller apartments directed at young adults should have a place for bike care area.

The environmental option should be emphasized for projects directed at individuals aged around 30.

For future projects, try to build near public transport, a central location for smaller apartments and near forest and nature for larger apartments.

A low price does not seem to be very important for the groups covered by the survey, except the one living with parents.

Almost all the young adults seem open to cooperative apartments, except the individuals living in villas. The young adults living in villas typically have no interest in other forms of accommodation.

6.1 Error sources

In the Apsis program some changes were not saved when the questionnaire were sent out. This affected questions 15, 17 and 19. Number 15, "When I pick a housing it is important with" the alternatives "Undisturbed location" and "Near to forest and nature" were already selected when presented to the subject. It was still possible to deselect these, but it is possible this led to a bias towards these options. In Question number 17, "In the current situation I live in", one of the options in the end was "Has no moving plans", which is an invalid statement. It is likely that nobody will pick that option, because there is no correct answer for the question. Number 19 "The household living in total" one of the answer options in the end was "alternative", which is a wrong option. Probably nobody will pick that option, because there is no correct answer for the question.

Depending on the Antivirus software program, some young adults maybe got this email as non-approved to open the questionnaire survey because of the Antivirus controller.

Almost all master programs at Chalmers are international programs, which mean that there are students from all over the world and the courses are in English. This questionnaire survey has been sent out to all young adults at Chalmers born between 1980-01-01 and 1989-12-31, which means that there are students from abroad. Since the questionnaire survey is sent out in Swedish, there could be a lot of young adults that do not response it because they cannot speak Swedish.

I assume around 100 people of the received 1120 answerers are not Chalmers students, that they just got the questionnaire survey because they had a registered email address in the database. Usually the student that ends education at Chalmers has access to the email addresses another extra year.

6.2 Suggestions for further research

In-depth interviews with customers or potential customers to get more qualitative answers, where they have the opportunity to explain themselves and explain their decisions, for instance, why the low price does not matter for the majority of the customers.

Make more thorough benchmarking of companies and analyse what they can earn from other successful companies in order to secure a higher position in the NKI survey.

Improve the internal optional choices process.

Introduce cost-related questions in the next survey to see if individuals are willing to pay extra for certain options.

The market analyst predictions that differ from the survey results are interesting and should be studied in more detail.

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HSBs "Ungdomspanel", 2012

8 Appendix

Appendix A: Cover letter

Appendix B: Questionnaire survey

Appendix C: Tips

Appendix D: Thank you letter

Appendix E: Diagrams

Appendix A: Cover letter

You are invited to participate in our questionnaire survey. Click on the link to participate:

Link

Hi,

My name is Elmira and I am a master student at Chalmers University. In my thesis I am going to explore how the young adults aged 23 to 33 view their future housing and now you have the opportunity to tell what you think! The questionnaire survey takes only about 5 minutes to implement and as thank for your participation HSB and SIDA will donate 20 SEK totally to “Kooperation utan gränser”.

If you have questions you are welcome to contact me at 010-442 21 51 or elmira.mardani@gbg.hsb.se

Thank you, for your participation!

With kind regards

Elmira Mardani

Appendix B: Questionnaire survey

1. Age: *Select from the drop down menu years*

- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- 31
- 32
- 33

Choices

2. In my future housing it is important with:

(1=not important, 5=really important)

a) Storage options

- 1 2 3 4 5

b) Walk-in-closet

- 1 2 3 4 5

c) Window in bathroom

- 1 2 3 4 5

d) Extra high ceiling

- 1 2 3 4 5

e) Big and deep windows

- 1 2 3 4 5

f) Quiet room (a room with thicker isolated walls and that manages higher noise level)

- 1 2 3 4 5

g) Balcony

- 1 2 3 4 5

h) Glazed balcony

1 2 3 4 5

i) Intercom with video camera

1 2 3 4 5

j) Expand the wall socket with USB-charger or other

1 2 3 4 5

k) Burglar alarm

1 2 3 4 5

l) Appliances with lower energy consumption

1 2 3 4 5

m) Tap with automatic water shut-off

1 2 3 4 5

n) Sensor controlled lighting in the walk-in-closet/storage

1 2 3 4 5

o) Environmental friendly wall paint and floor material

1 2 3 4 5

p) Environmental friendly material as glass/laminate instead of tile in kitchen

1 2 3 4 5

q) Greenhouse on balcony

1 2 3 4 5

3. I prefer: (chose 1 alternative)

Separated washing machine and dryer (more space)

Combined washing machine and dryer (less space)

4. I prefer to wash in: (chose 1 alternative)

The bathroom

Separate space in the bathroom

The kitchen

Common laundry

5. I prefer: (chose 1 alternative)

Shower

Bathtub

6. The apartment is more attractive if the housing compound offers:
(1=not important, 5=really important)

a) Gym

1 2 3 4 5

b) Library

1 2 3 4 5

c) Place for bike care

1 2 3 4 5

d) Environmentally accommodation

1 2 3 4 5

e) Lobby with furnitures

1 2 3 4 5

f) Common barbecue place at the yard

1 2 3 4 5

g) Common roof terrace

1 2 3 4 5

h) Allotments on the roof

1 2 3 4 5

Apartment layout

7. I prefer to influence how walls and rooms will be designed:

Yes, I want to be free to influence

Yes, I want to choose between 3 different alternative apartment layouts

No, it is not important

8. I prefer an apartment layout that has:

Completely open between kitchen and the living room

Door between kitchen and the living room

A sliding wall between kitchen and living room

It does not matter

9. I prefer an apartment layout that has:

A separate hall

No hall, direct entrance to kitchen/living room

It does not matter

My future housing

10. In my future housing the plan is to:

Move in 1 year

Move in 3 years

Move in 5 years

Move in 5-10 years

I do not have any moving plans

11. I want to move in to:

Tenancy

Cooperative apartment

Terrace house/semi-detached house

Villa

Another

I have no relocation plans

12. If I can not imagine buying a cooperative apartment, it is because of: (chose 2 alternatives)

I feel comfortable in my current accommodation

I do not have the cash contribution that is required

I do not like to commit myself

I do not like the residential form

I do not have to bear additional costs for renovation and replacement of broken appliances

Another reason

13. I am looking for a: (chose 1 alternative)

1 room and kitchen

1,5 (small bedroom) room and kitchen

- 2 room and kitchen
- 3 room and kitchen
- 4 room and kitchen or bigger
- I have no relocation plans

14. I do rather live in: Jag vill helst bo i: *Select from the drop down menu*

- Central Gothenburg
- Eastern Gothenburg (Lunden, Björkekärr, Gamlestaden and more)
- North Eastern Gothenburg (Angered, Bergsjön, Kortedala and more)
- Western Gothenburg (Majorna, Västra Frölunda and more)
- South Western Gothenburg (Askim, Hovås, Brottkärr, Billdal Kullavik, Särö)
- Northern Älvstranden
- Hisingen (Torslanda, Tuve, Backa, Säve med mera)
- Some of the islands in Gothenburg's skärgård
- Ale
- Alingsås
- Härryda
- Kungsbacka
- Kungälv
- Lerum
- Lysekil
- Orust
- Partille
- Stenungsund
- Tjörn
- Öckerö

15. When I pick housing it is important with: (maximum 2 alternatives)

- Near to public transport
- Central location
- Undisturbed location
- Near to forest and nature
- Near to my current housing
- Low price
- The view

My current housing

16. In the current situation I live in:

- Tenancy, a primarily contract
- Tenancy, a secondary contract or third contract
- Cooperative apartment
- Terrace house/semi-detached house
- Villa
- With parents
- Another

17. In the current situation I live in:

- 1 room and kitchen
- 1,5 (small bedroom) room and kitchen
- 2 room and kitchen
- 3 room and kitchen
- 4 room and kitchen or bigger
- Have no moving plans

Household

18. I am:

- Women and study
- Women, non studying
- Male and study
- Male, non studying

19. The household living in total:

- 1 person
- 2 persons
- 3 persons or more
- Alternative

20. Number of children:

- 1 child
- 2 children
- 3 children or more
- No children

21. I am a HSB member:

- Yes and I am a bosparare
- Yes but I am not a bosparare
- No

Thank you, for your participation!

Appendix C: Tips

“I was missing a box in the end were there is possible to fill in comments or other info...It can be good to be able to clarify some things.”

“Location: There were no alternative that bring up level of service in the area, or building structure. Personally I don't care about living central but I want to live in rich precinct structure on daily service. My answer had to be central. Actuating configuration: I want to affect my accommodation but not necessarily to change the apartment layout or pick between different alternatives in the new production. However it is well if there are plenty of apartments to choose between so I can find something suitable. Common functions: I was missing the alternatives carpentry workshop and bathing area among common functions.”

“I think namely that it is important with community in the accommodation. Not to only have a terrace to share but that the accommodation form and the building should encourage communication with neighbors and visitation. I have lived in several of collective and it is for me the best accommodation form. A good collective is dependent of a dynamic building that can handle dynamic flows of activities but that has a center for meetings. Therefore I believe that we need to think outside the box in future accommodation and find a new accommodation form were we are allowed to create communities.”

“Internet connection for reasonable prices, it depends on solution can a usual 100 mbit ine cost between 100 and 600 Crones/month, it makes a big difference on a student budget.”

“Parking, this is a huge concern in the whole Gothenburg, queue to get or >1000 Crones for each place. Know a lot that has unselected accommodation of the reason that is not possible to park in the area. Parking garage under the house is well preferred, around 1.5 place/apartment and don't forget that it should be some parking for gests for each compound!”

“Storage in basement or windward, a lot important. Preferably with real doors to reduce the risk of break-in! Don't believe the typical 80's wants winter tire, bikes, skis and stuff standing in the storage in the apartment.”

Appendix D: Thank you letter

Hi!

Many thanks to you that engaged and responded to my questionnaire survey about how young adults aged 23 to 33 view their future housing. HSB and SIDA donates totally 22 400 SEK to “Kooperation utan gränser”.

If you want to take part of the complete presentation contact me at elmira.mardani@gbg.hsb.se

With kind regards

Elmira Mardani

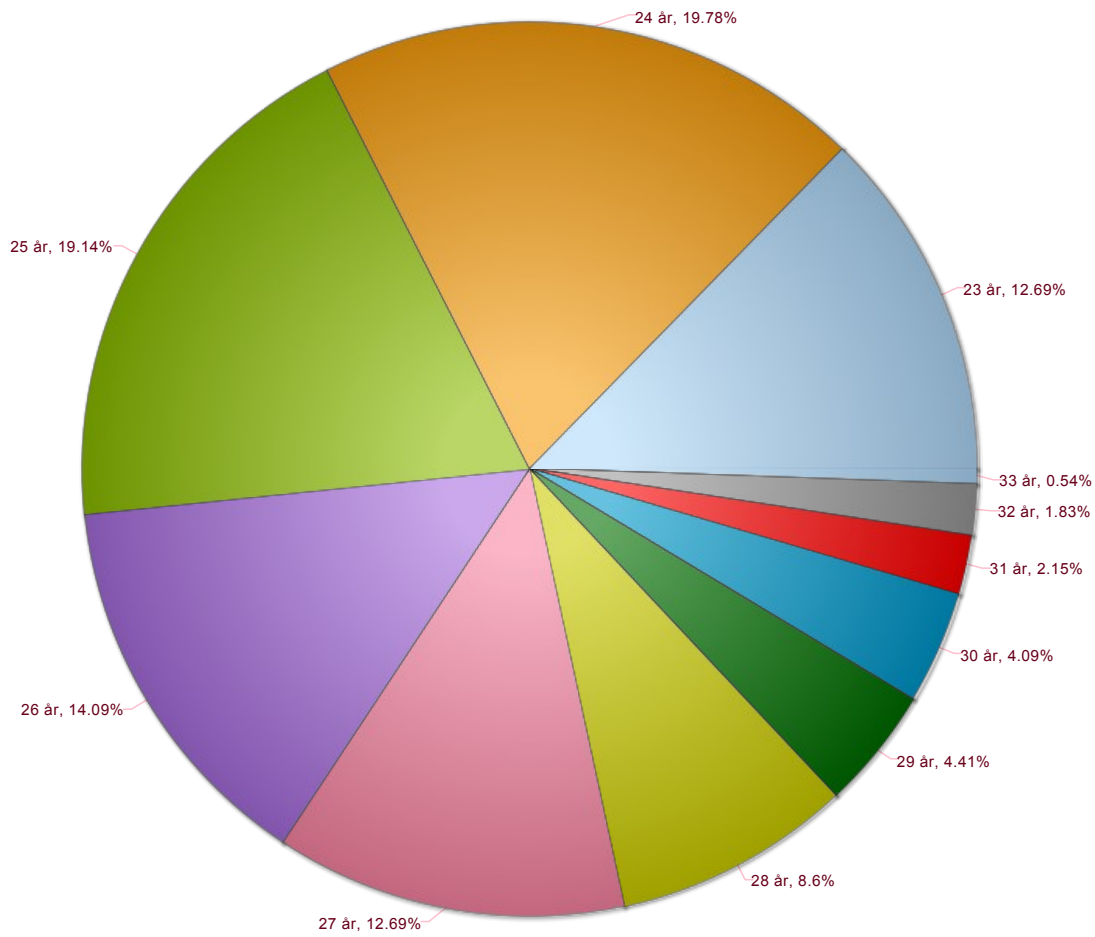
Chalmers, “Design and Construction Project Management”

PS: The head of information, Cecilia at HSB has helped me with the survey and she wonders if you can imagine being in “Ungdomspanelen” ahead to answer at similar questions. You should be between 18 and 29 years were you get a questionnaire survey sent 4 times a year. As thanks for you time you get a charged coffee card or donates the money to “Kooperation utan gränser”.

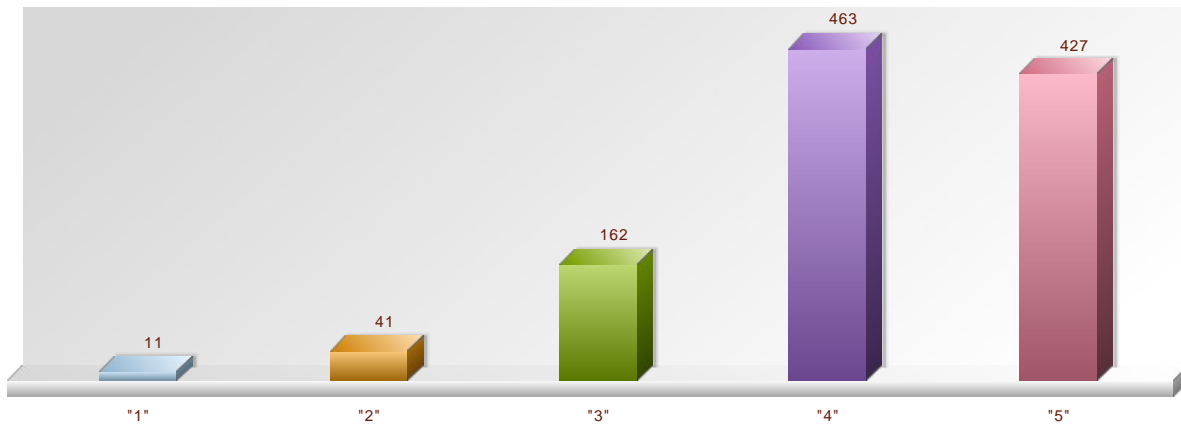
Sign up for “Ungdomspanelen”

Appendix E: Diagrams

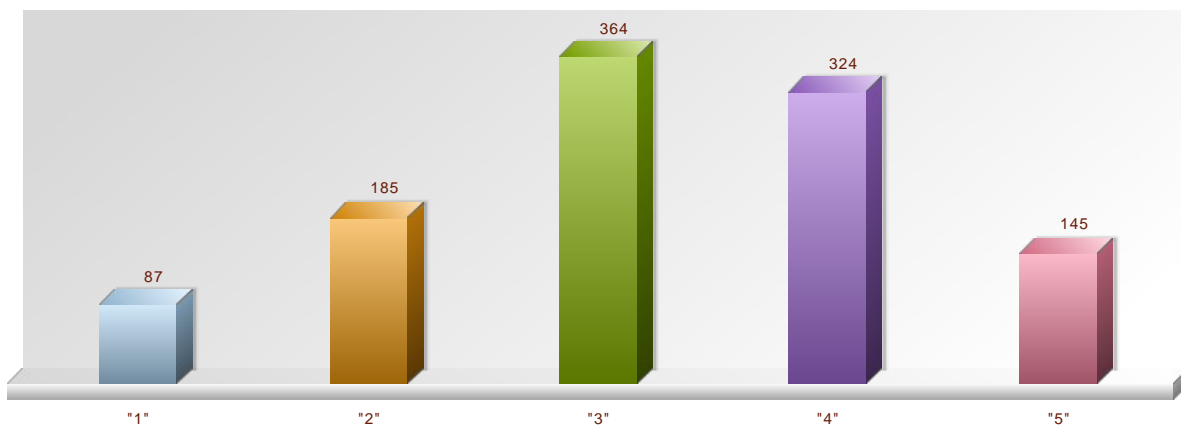
1. Ålder



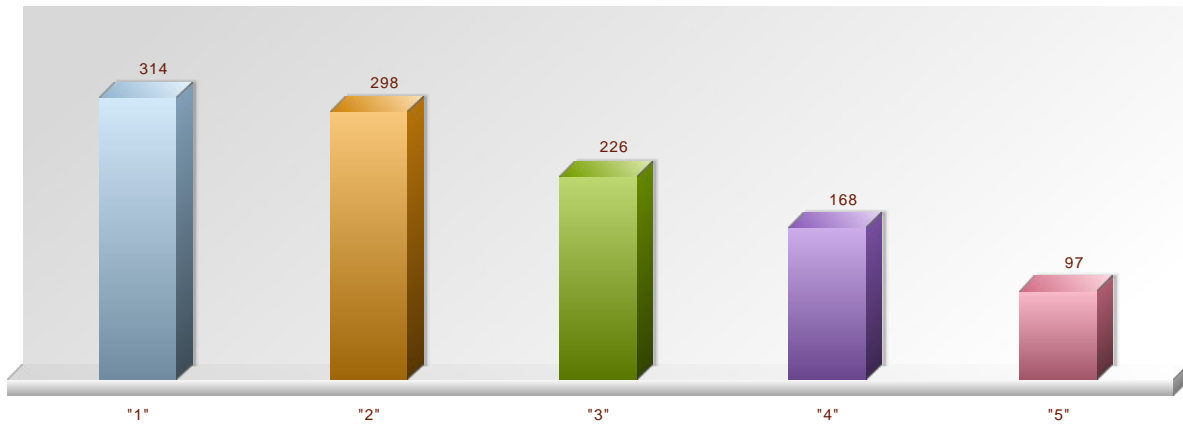
2. I min framtida bostad är det viktigt med: Förvaringsmöjligheter



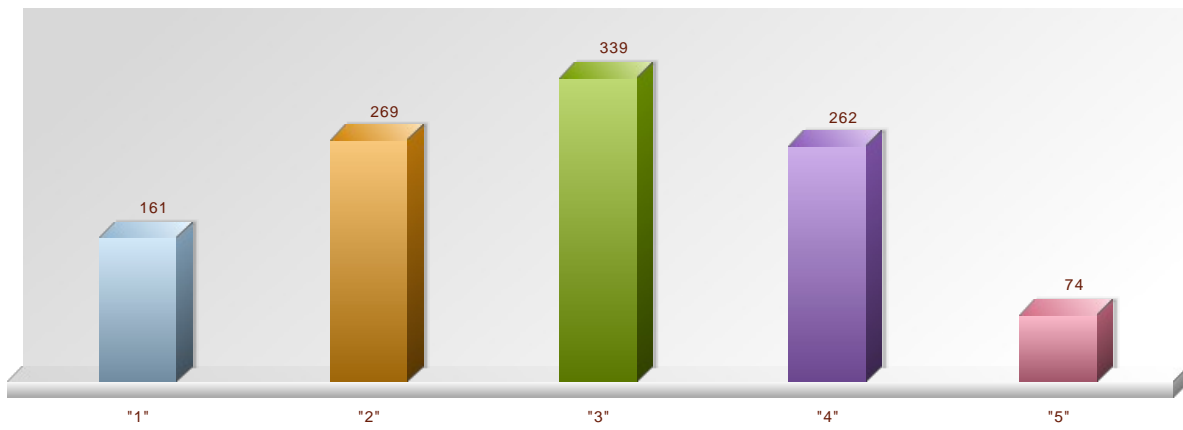
Klädkammare



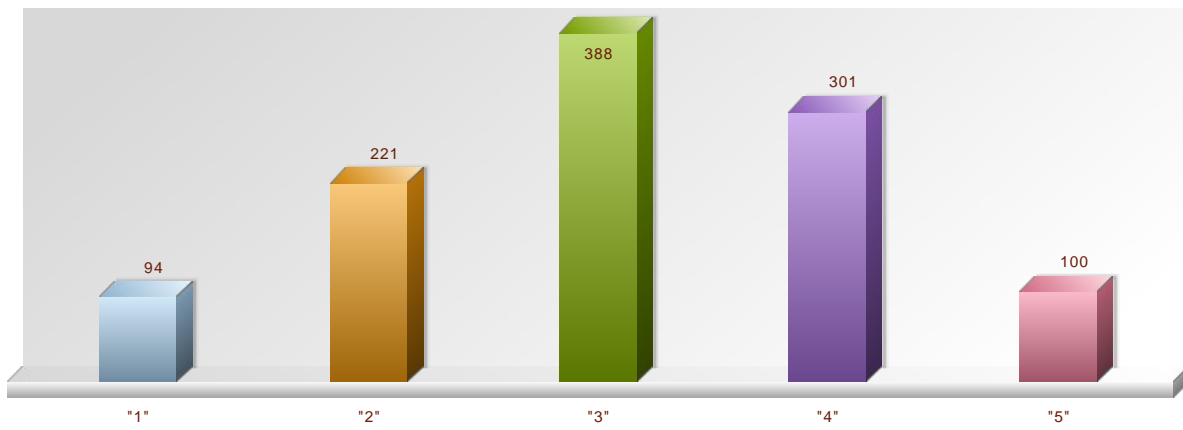
Fönster i badrum



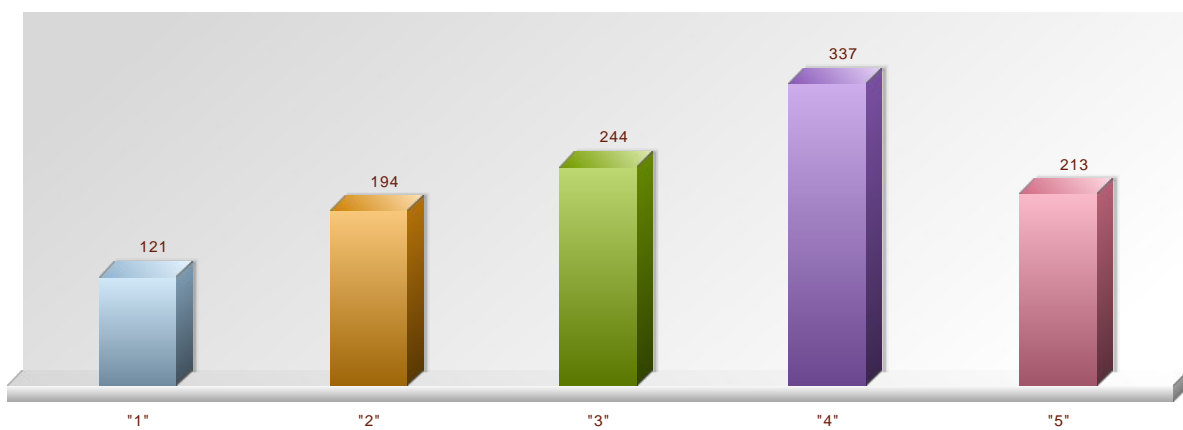
Extra högt i tak



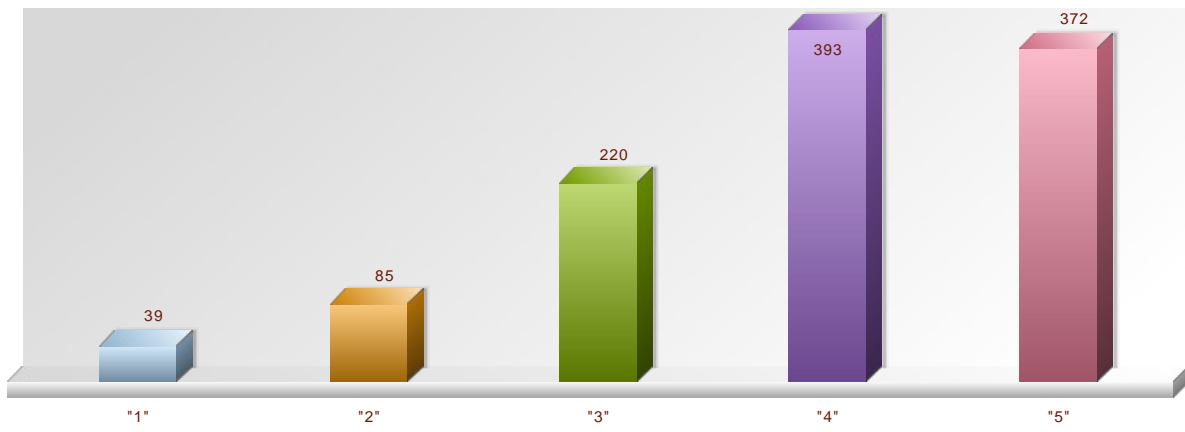
Stora och djupa fönster



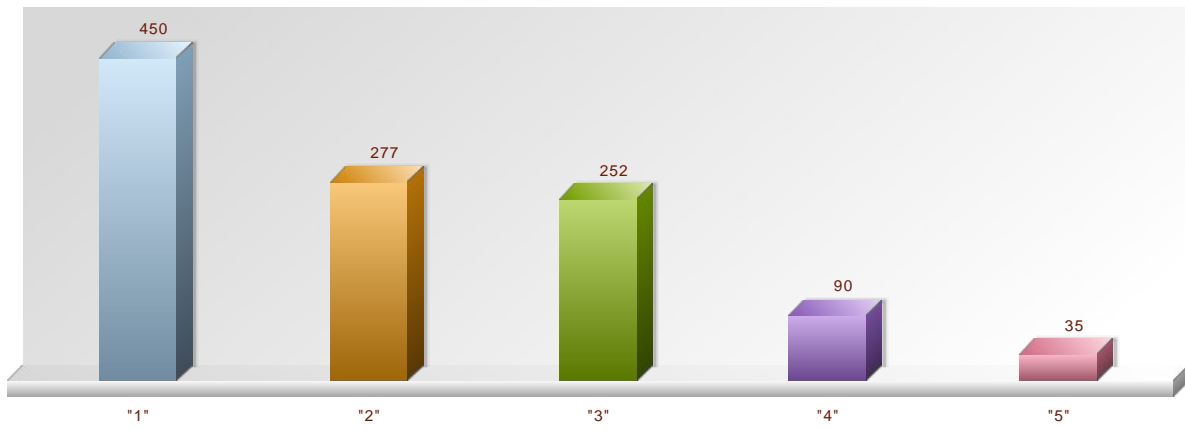
Tyst rum (ett rum med tjockare isoleringsväggar och som klarar högre ljudnivå)



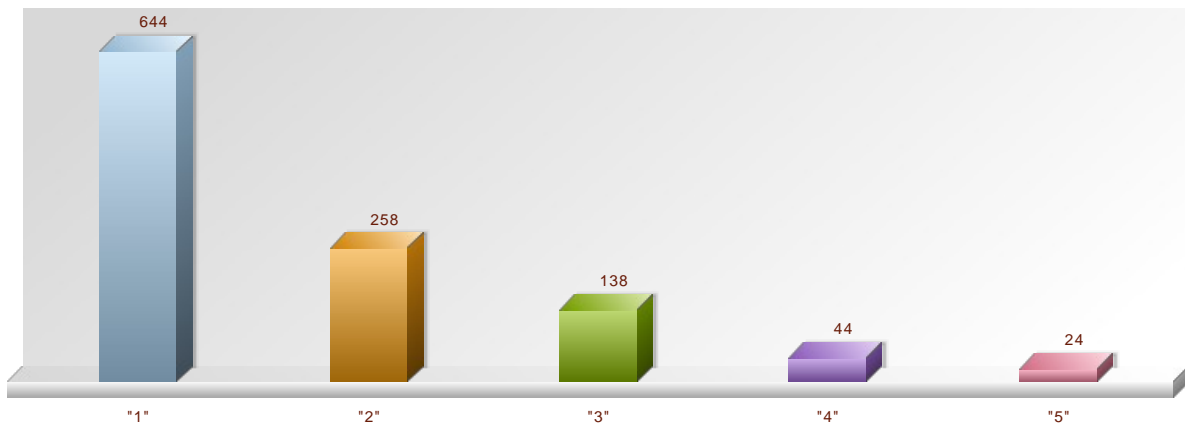
Balkong



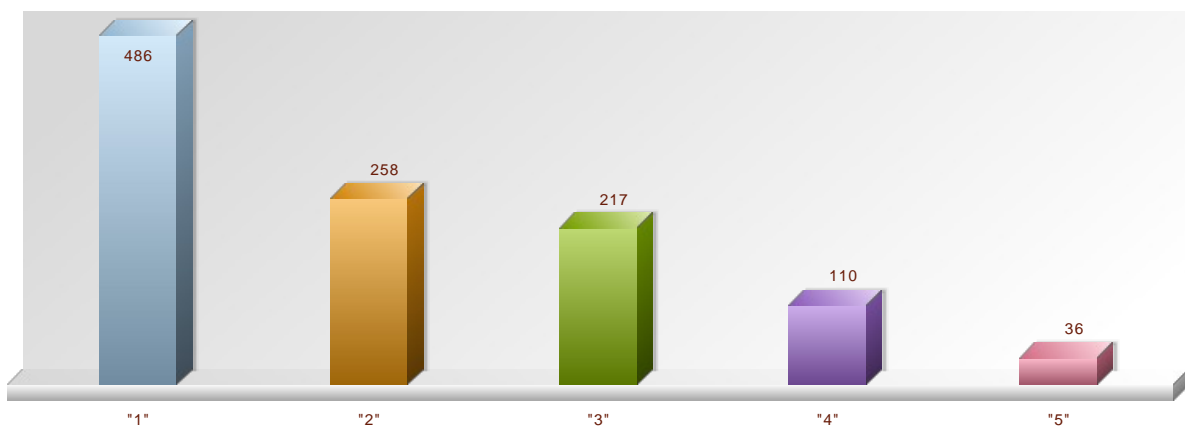
Inglasad balkong

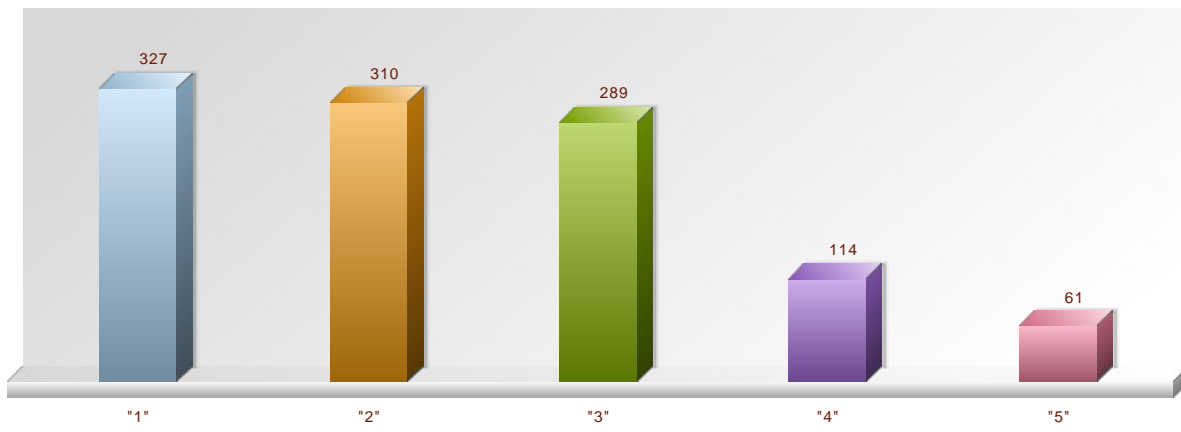


Porttelefon med videokamera

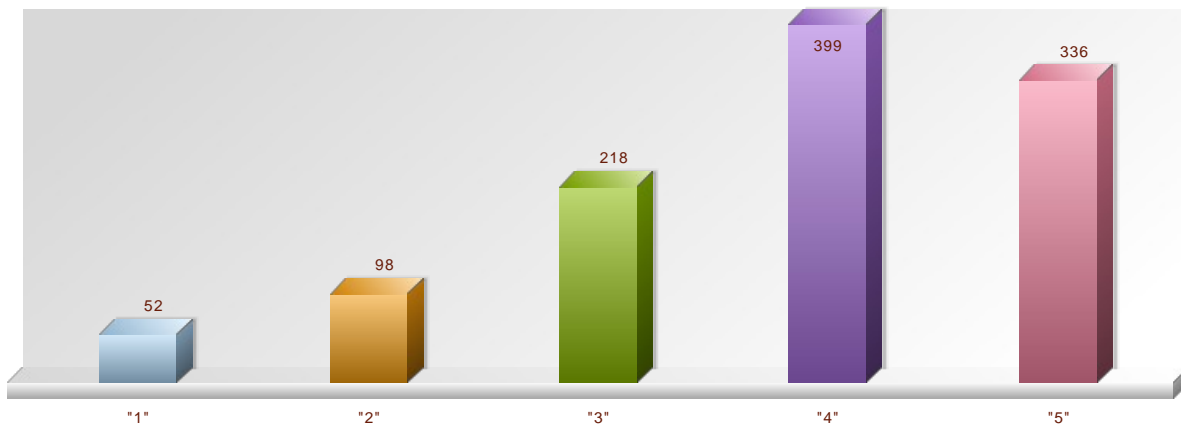


Uttöka väggtagg med USB-laddare eller liknande

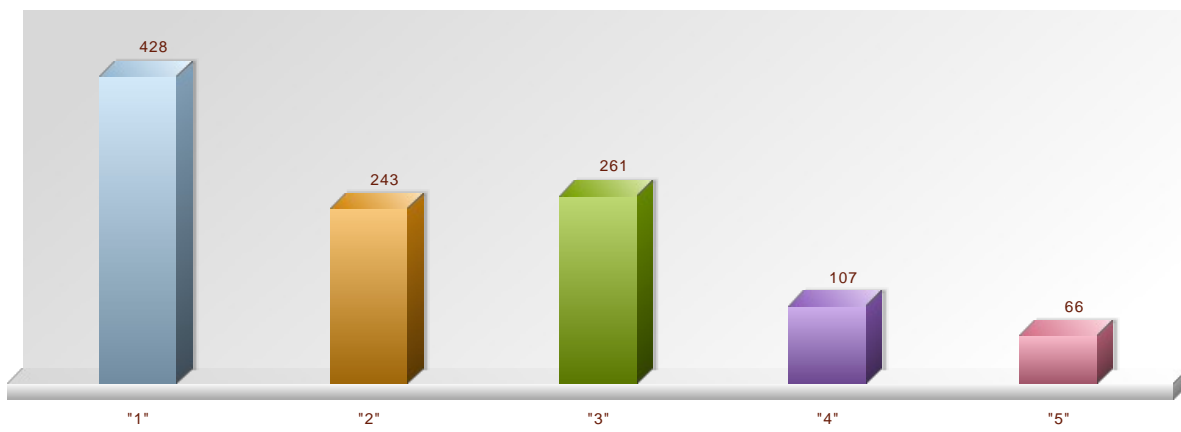




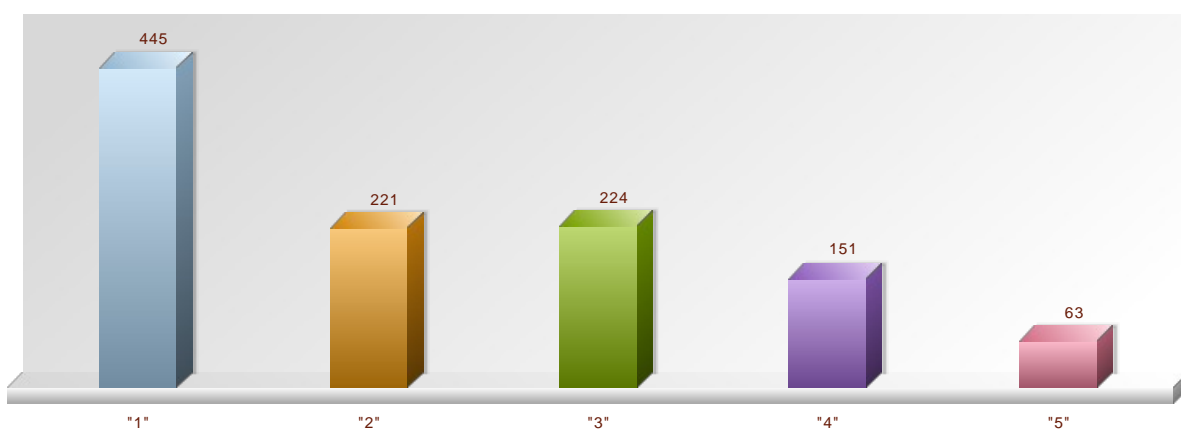
Vitvaror med lägre energiförbrukning

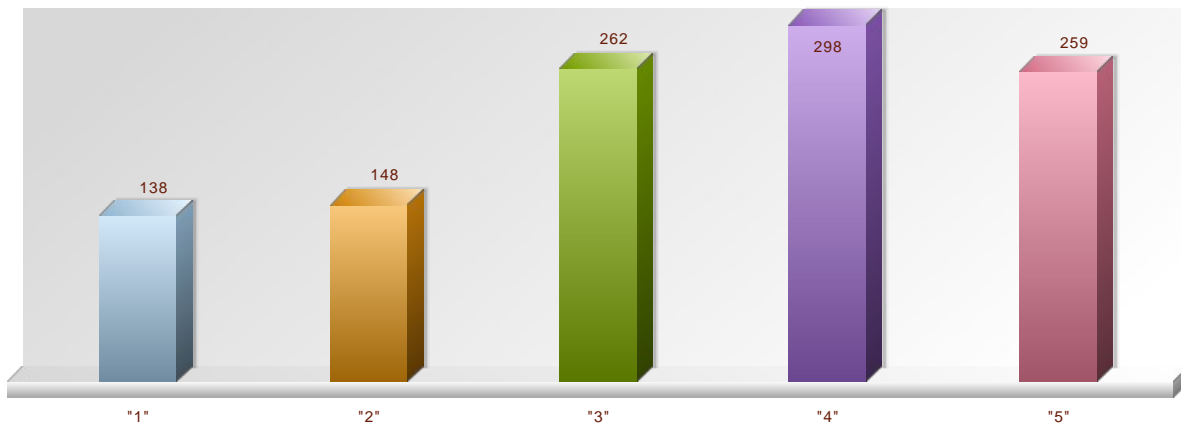


Kran med automatisk vattenavstängning

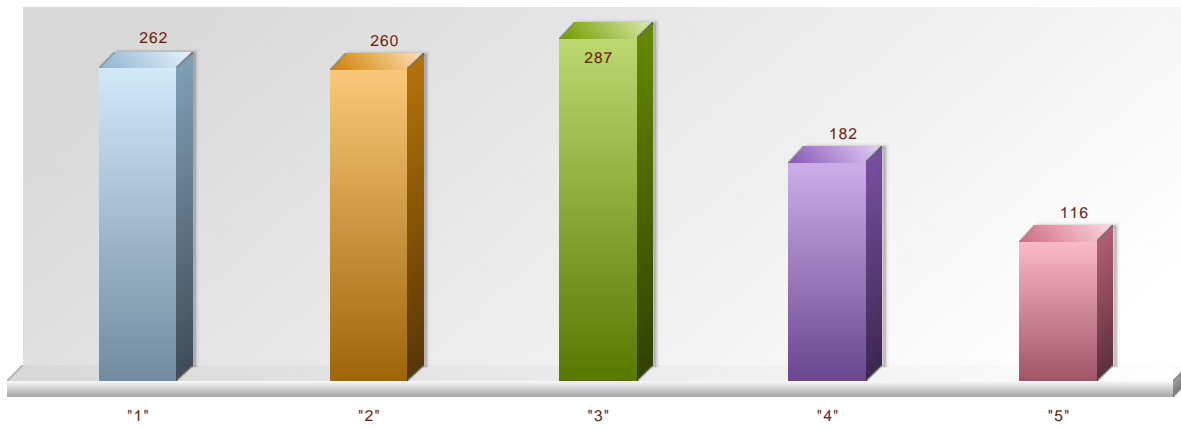


Sensorstyrd belysning i klädkammare/förråd

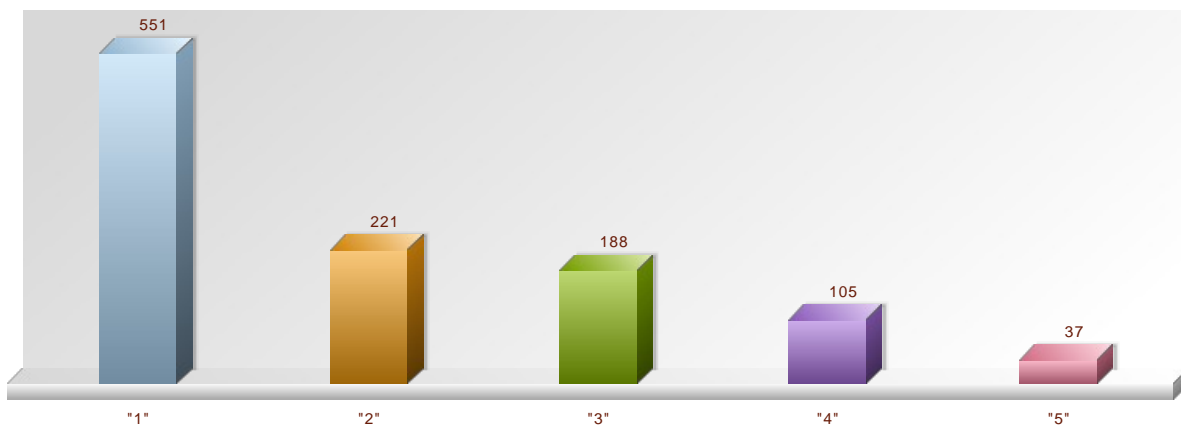




Miljövämlig material som glas/laminat istället för kakel i kök



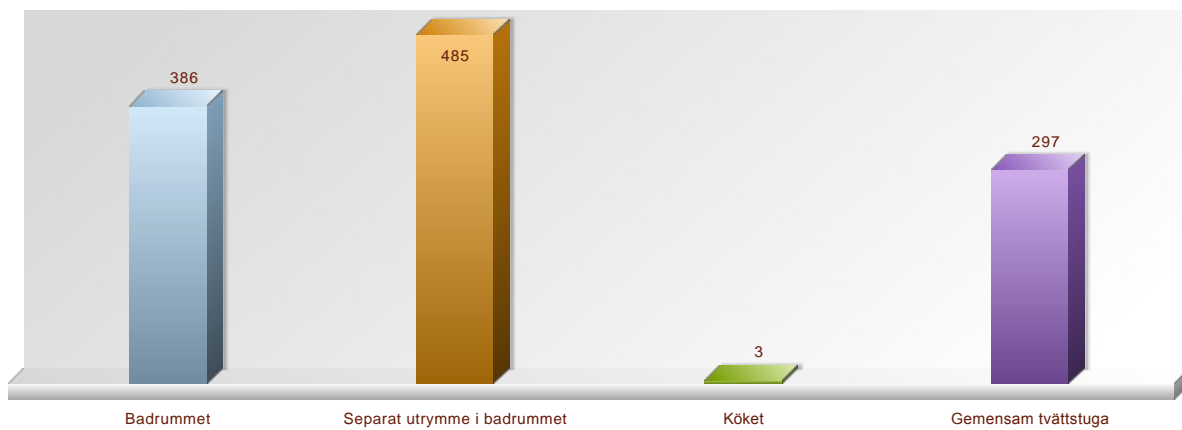
Växthus på balkong



3. Tvättmöjligheter, jag föredrar: (välj 1 alternativ)



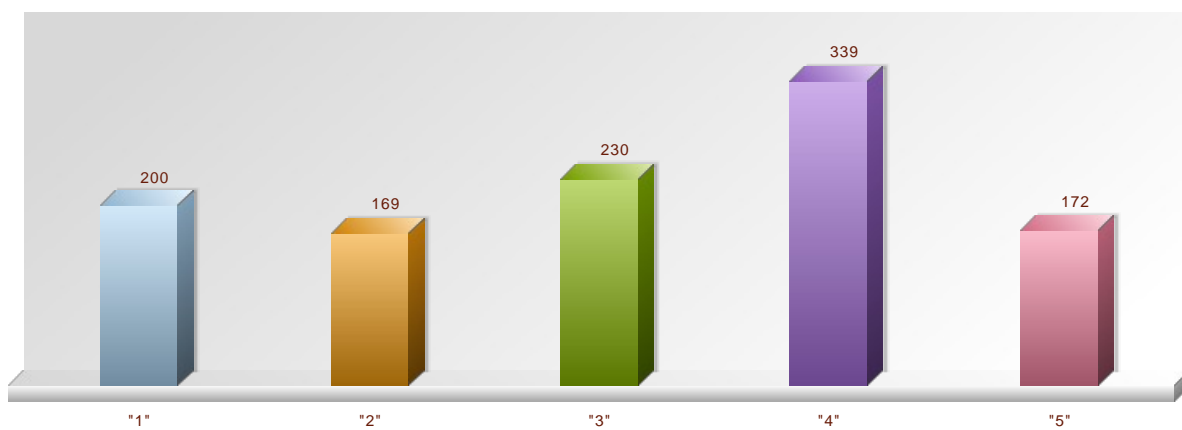
4. Jag föredrar att tvätta i: (välj 1 alternativ)



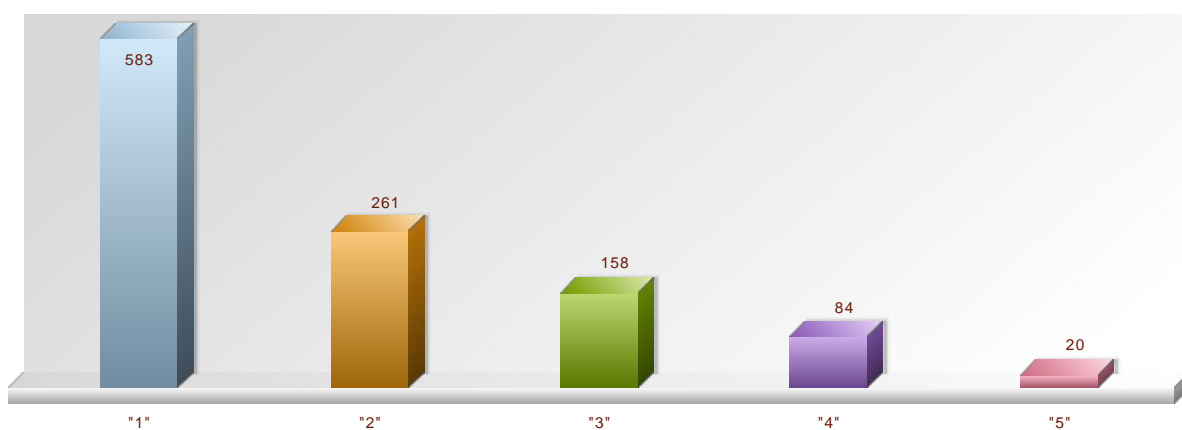
5. Jag föredrar: (välj 1 alternativ)



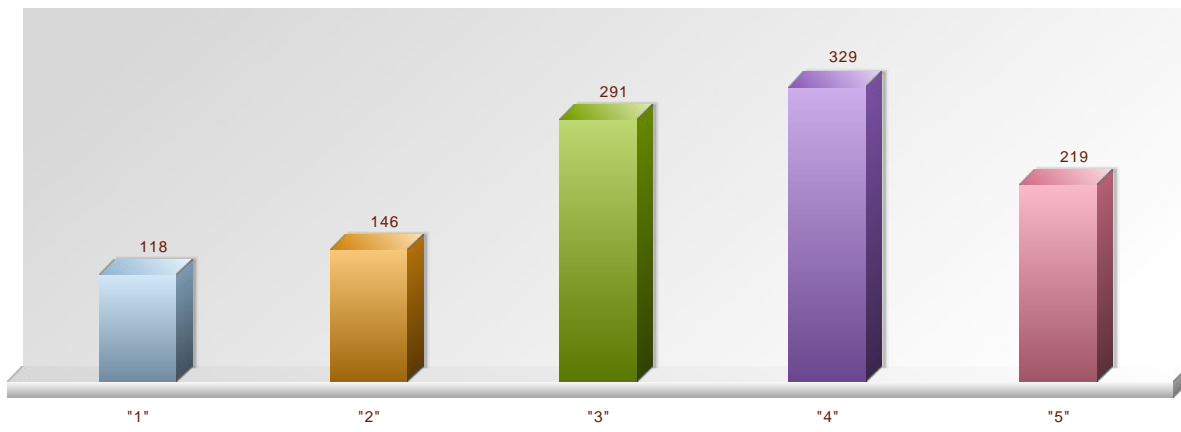
6. Lägheten blir mer attraktiv om bostadsrättsföreningen erbjuder: Gym



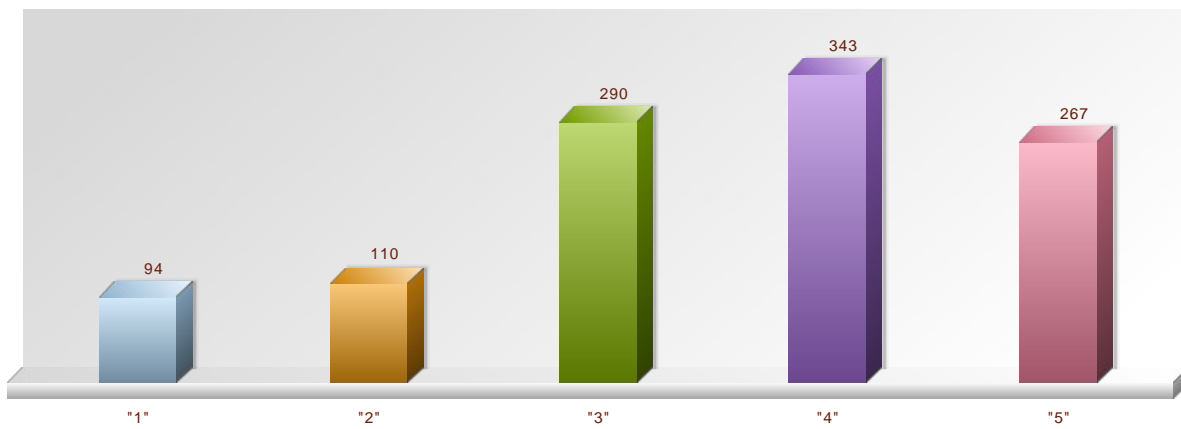
Bibliotek



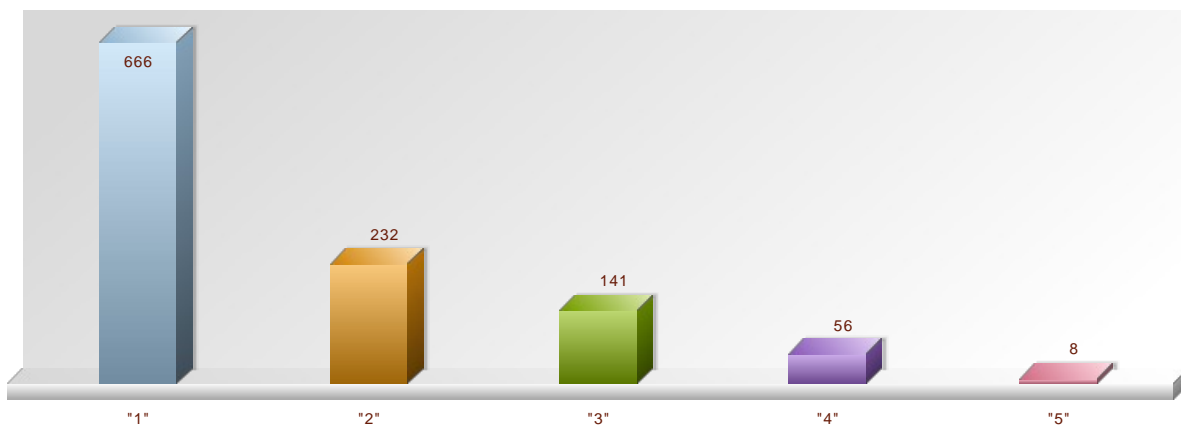
Plats för vård av cykel



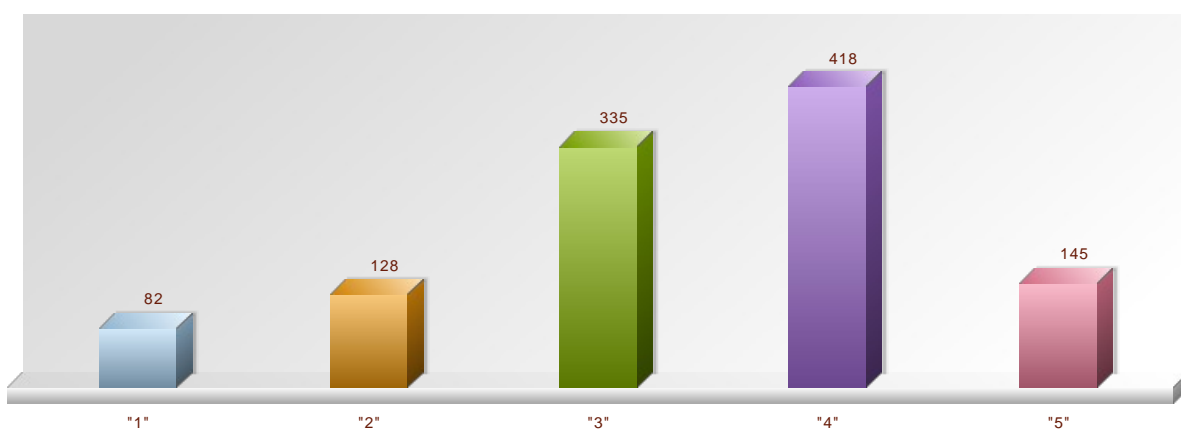
Miljöriktigt boende

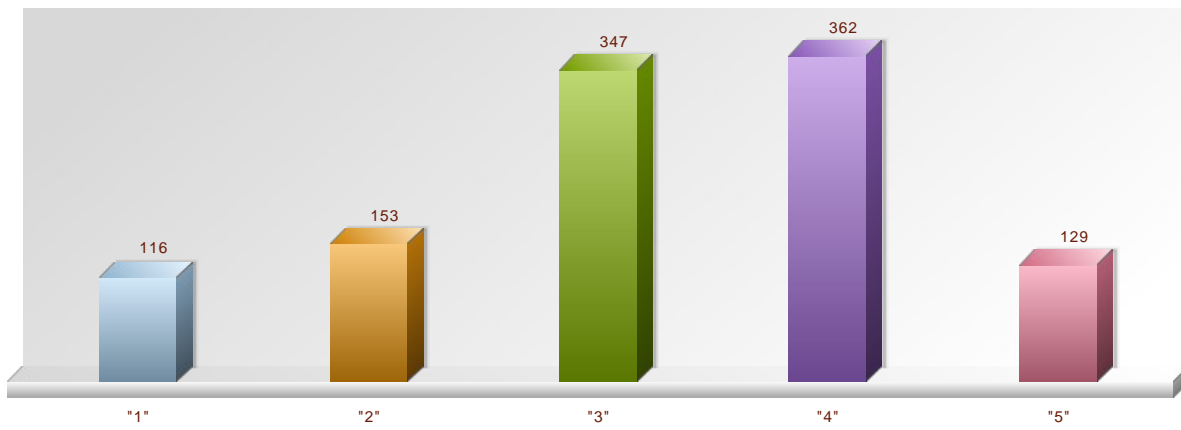


Lobby med fätöljer

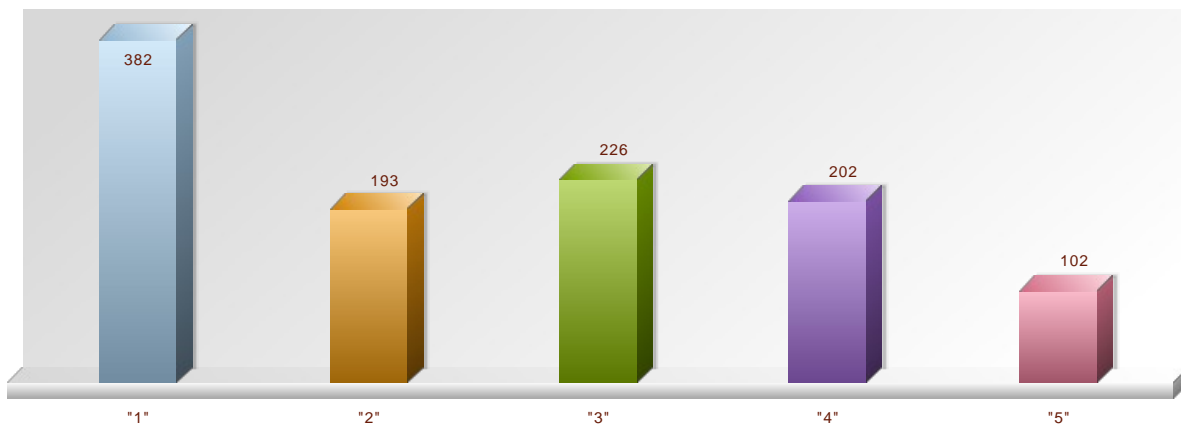


Gemensam grillplats på gården

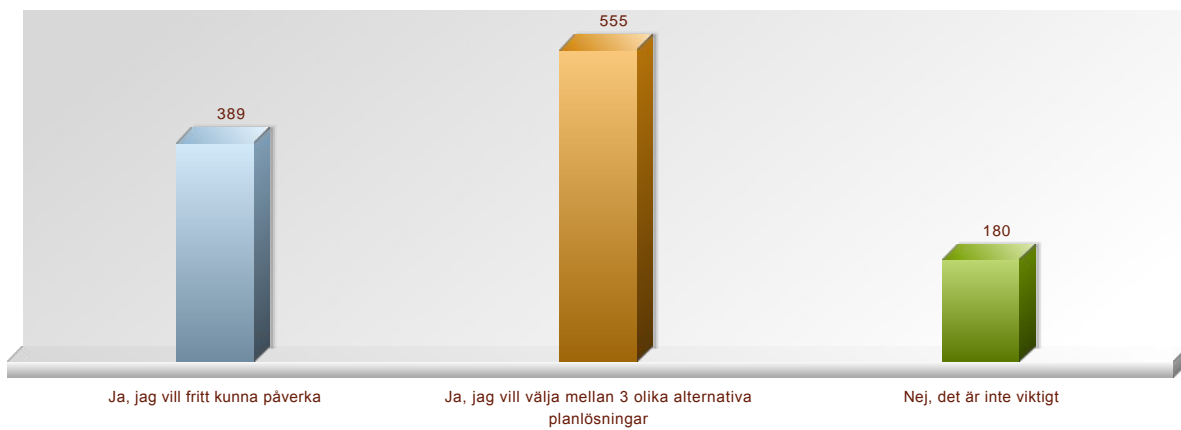




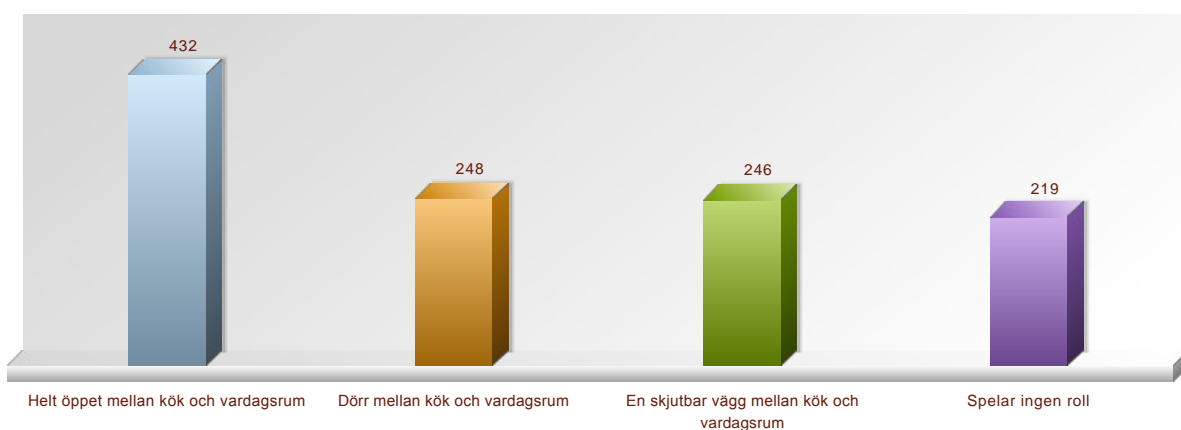
Kolonilotter på tak



7. Jag föredrar att påverka hur väggar och rum ska utformas: (välj 1 alternativ)



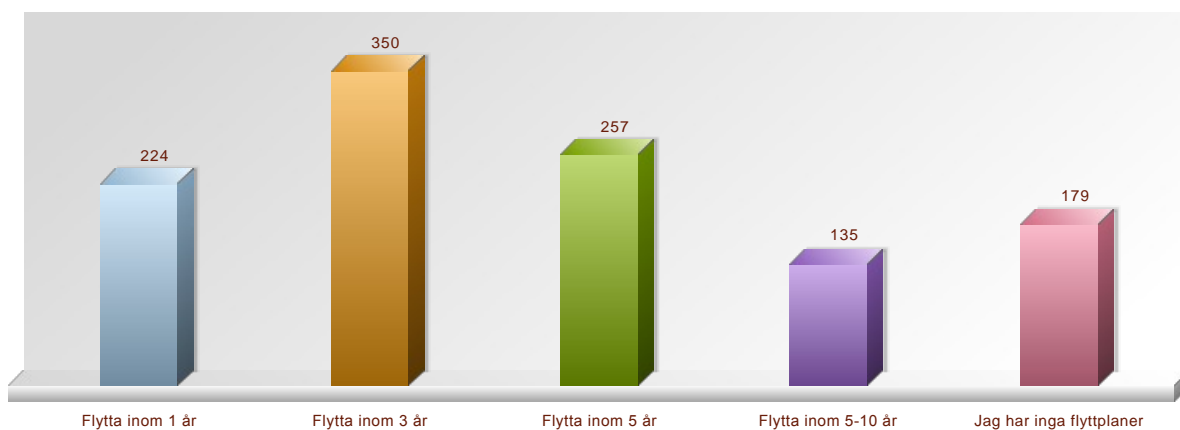
8. Jag föredrar en planlösning som har: (välj 1 alternativ)



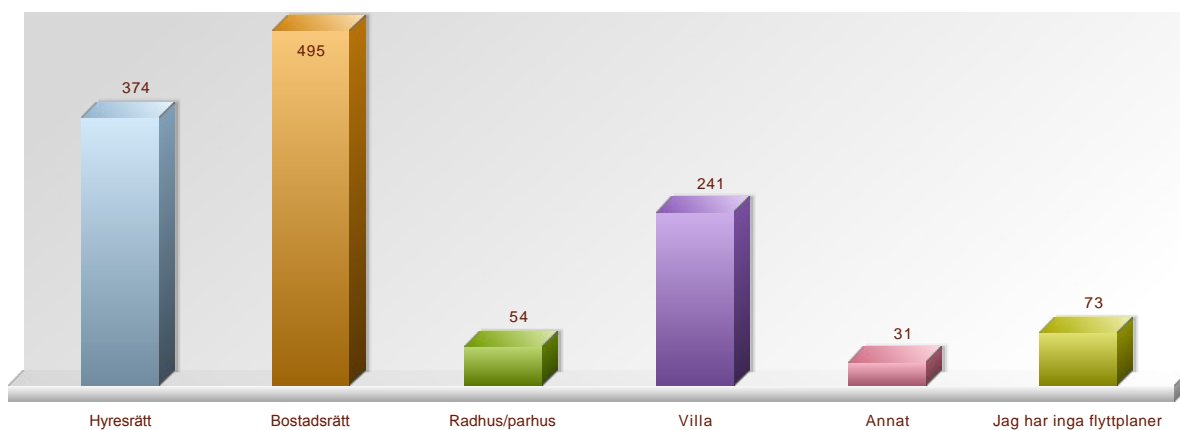
9. Jag föredrar en planlösning som har: (välj 1 alternativ)



10. I min framtida bostad är planen att: (välj 1 alternativ)



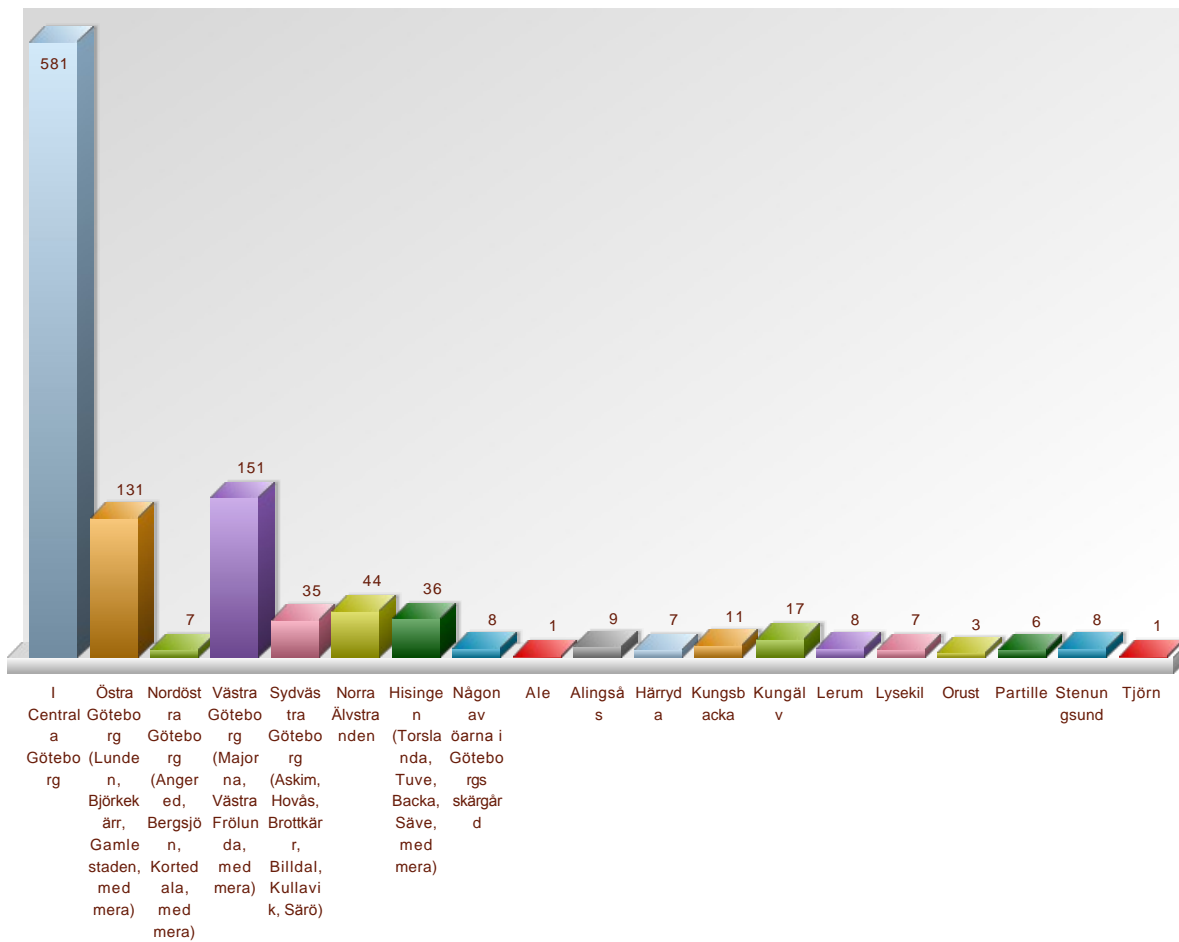
11. Jag vill flytta in i: (välj 1 alternativ)



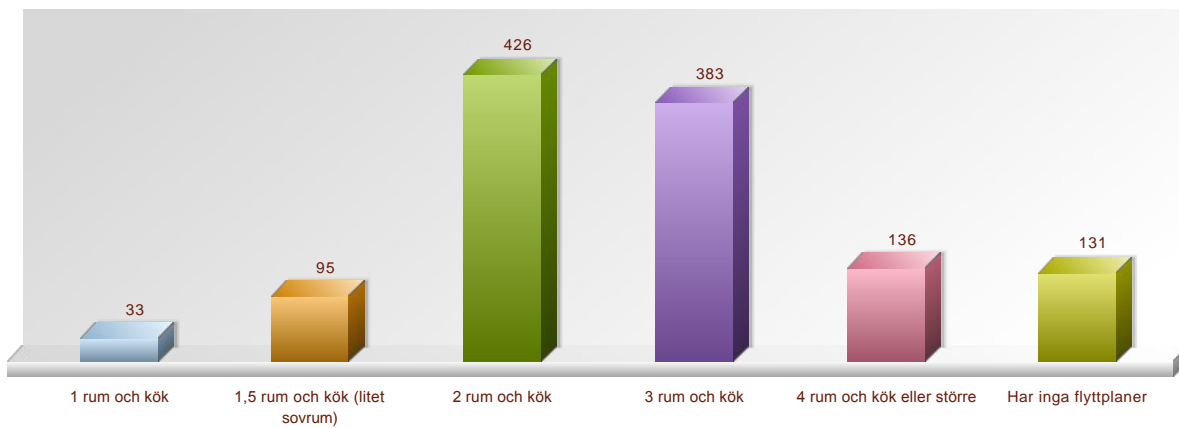
12. Om jag inte kan tänka mig att köpa en bostadsrätt beror detta till största delen på att: (välj max 2 alternativ)



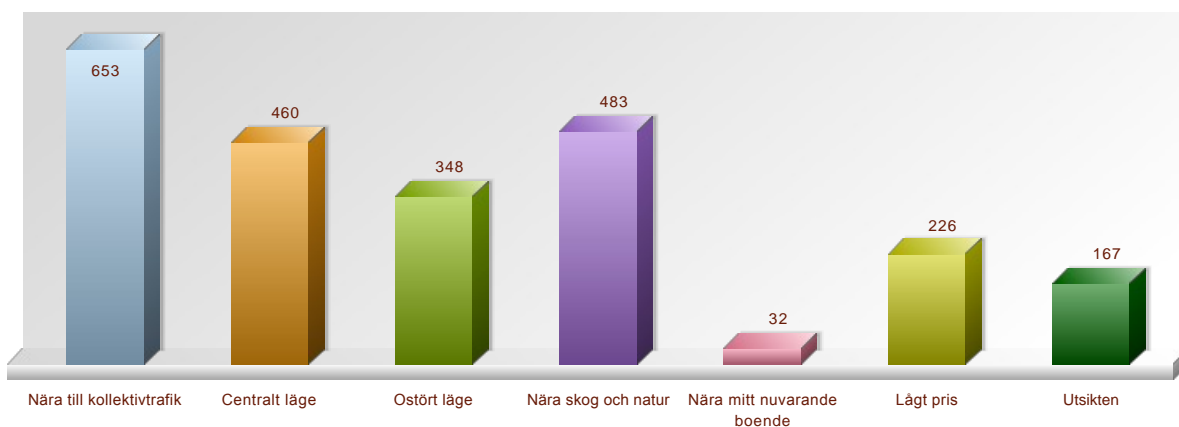
14. Jag vill helst bo i:



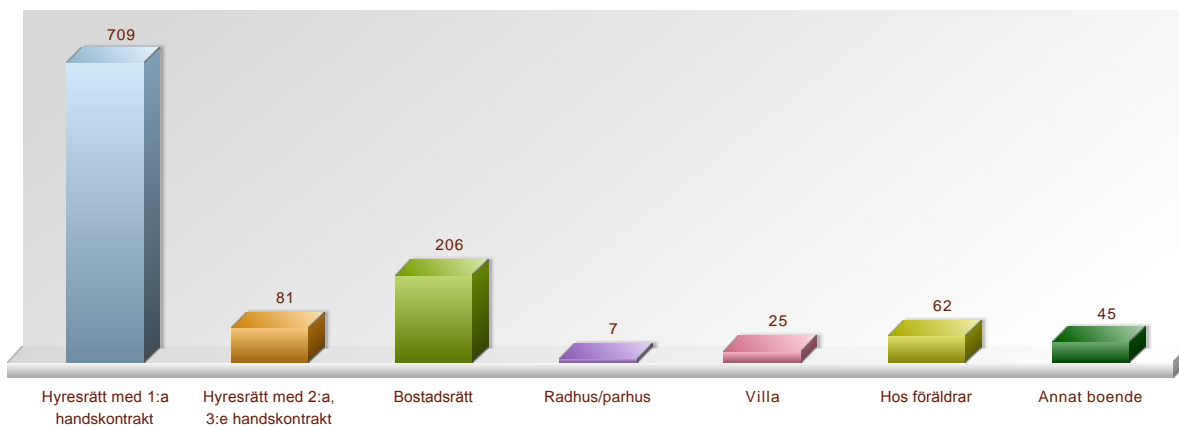
13. Jag söker efter en: (välj 1 alternativ)



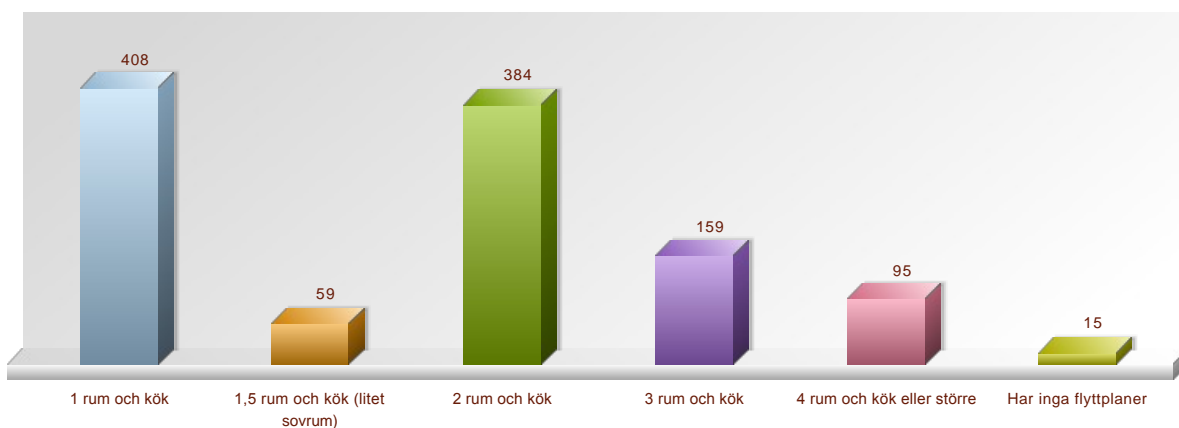
15. När jag väljer boende är det viktigt med: (välj max 2 alternativ)



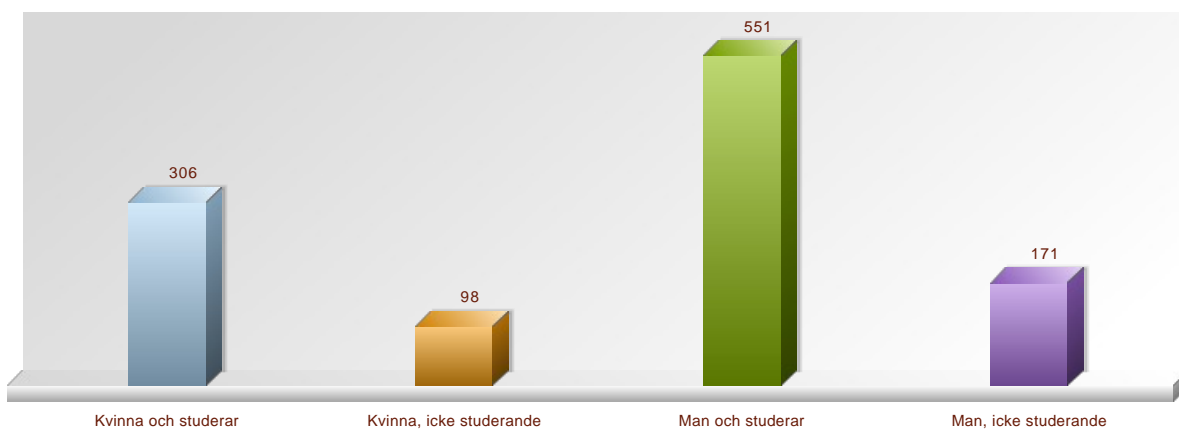
16. I dagsläget bor jag i:



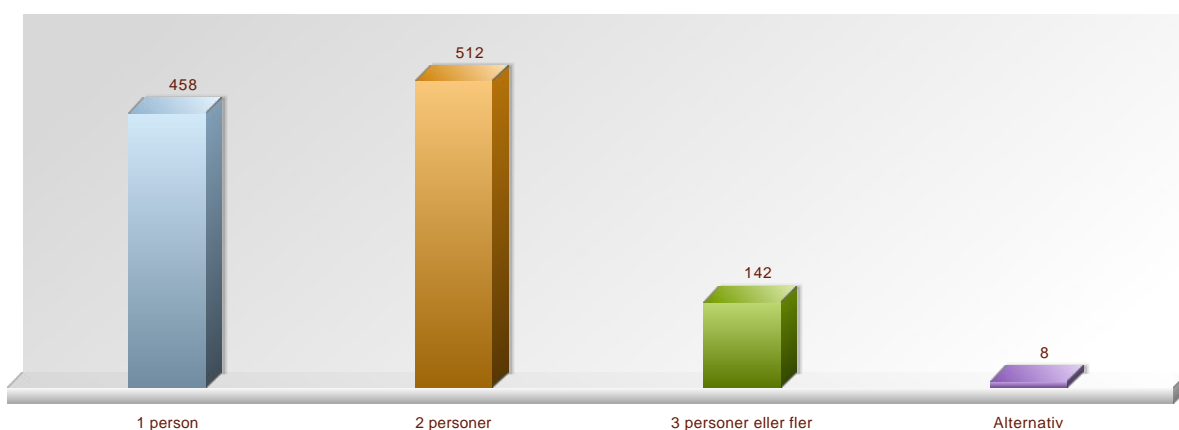
17. I dagsläget bor jag i:



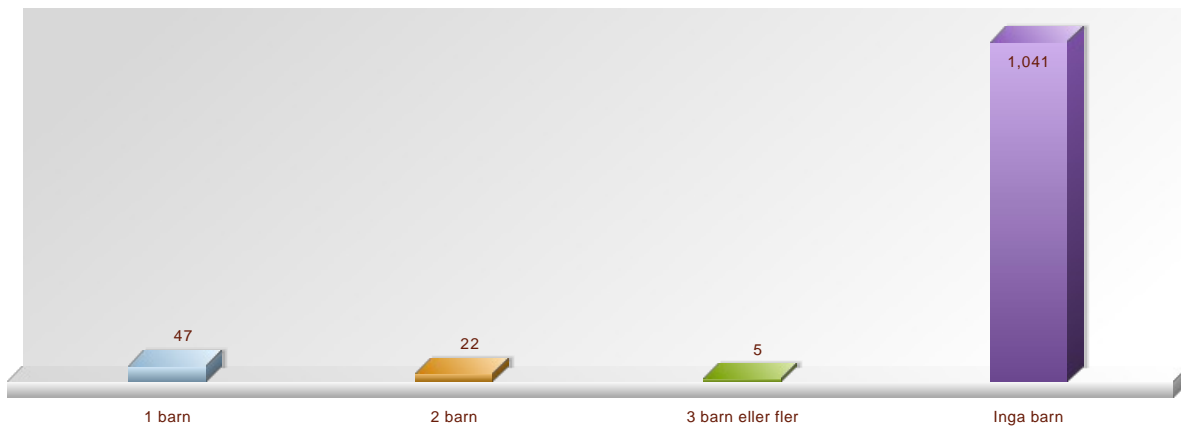
18. Jag är:



19. I hushållet bor det totalt:



20. Antal barn



21. Jag är HSB medlem

