



5 out of 10 people want to change floors in their home

Ceramic floors are the most popular floors in European homes, followed by wooden floors and laminate. 5 out of 10 people want to change floors in their home, especially in their living room, bedroom and kitchen. Most important information when deciding on a new floor is maintenance information and floor samples. People associate a wooden floor with 'natural' and 'warm feeling', following the ecological and authenticity trend, and consider it a good investment on the long run. These are conclusions from the European Consumer Survey on Parquet, conducted by InSites Consulting in 8 European Countries commissioned by the FEP (the European Federation of the Parquet Industry).

Ceramic floors are most popular and are followed by wooden floors

A ceramic floor is the most popular type of floor in Europe, installed in 89% of the houses or apartments. Runner up is the wooden floor (43%), followed by laminate (34%). Carpet (27%) and vinyl (19%) are the least popular.

The popularity of wooden floors is different depending on the country. Top country is Sweden, where you can find wooden floors in 8 out of 10 homes. Also Poland (67%) and Austria (65%) like wooden floors. Spanish houses or apartments have the least wooden floors (16%).

Wooden floors are mostly installed in bedrooms or living rooms. The most used installation of wooden floor is half glued down or nailed parquet. Floating parquet is also commonly used.

5 out 10 people want to change floors in their home

50% of people who own or rent a house or an apartment consider changing floors in the upcoming 5 years. Especially the floors of the living room, bedroom and kitchen. If people can choose which parquet they want to install, the majority (60%) chooses floating parquet. They prefer buying parquet at a specialist dealer (45%) above a DIY store (39%). Still, currently installed floors were most often purchased in DIY stores after consultation of professional stores.

"People tend to visit professional stores first and use it as an information source throughout their decision process but often purchase their floor in the DIY store" explains Christophe Vergult, Managing partner of InSites Consulting.

A store visit has most impact on the actual decision process. Information on maintenance and cleaning of the floor is crucial, as well as actual floor samples. A lot less, but also important when making their decision on which floor to buy is the opinion of others (39%) and own previous experiences (38%).

Wooden floor is a good investment on the long run

Looking at trends, we see that people care a lot about the decoration of the house or the apartment they live in. When decorating, people prefer real products over fake copies, even if they cost more. This doesn't mean that budget is not an issue. People believe that the economical crisis has a strong impact on their spending and the crisis will also have a strong impact on future spending. But they consider a wooden floor to be a good investment on the long run.

A lot of people cocoon and spend more time at home in an average week, compared to 5 years ago. A wooden floor is associated with providing a 'warm feeling'. This is less the case with laminate, ceramic or natural stone, vinyl, concrete or carpet.

People also find that building in an eco-responsible way is important and they live their life as ecologically as possible. Wooden floors are associated with feelings of natural, authentic and durable. Parquet is least associated with chemical products.

These survey data result from a market survey conducted by InSites Consulting under the order of the FEP (the European Federation of the Parquet Industry) in May 2009. The European Consumer Survey on Parquet provides an overview of the market structure, potential, knowledge and perception of different floors, as well as the buying process, purchasing reasons and expectations. In total, 8.194 consumers took part in this online survey in 8 countries: the Netherlands, France, Spain, Sweden, Germany, Poland, Austria and Italy. The figures are representative for each country and for Europe, according to age (25-70) and gender.

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Contact:
Christophe Vergult
Managing Partner
InSites Consulting
Christophe.vergult@InSites.eu
T +32 9 269 15 06 | M +32 496 232 932

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