

## **New survey: Three out of four Swedes will fix up their homes during the summer vacation**

**A summer without travelling means fixing at home. Three out of four Swedes\* state they will take care of their homes during their summer vacation.**

Clas Ohlson has via its loyalty programme Club Clas, with 2.7 million members, asked how the Swedes plan their free time this summer. Among those who participated in the survey, 25 per cent state that they have had to cancel plans to travel abroad, and only 5 per cent will travel abroad during the holidays. As many as 65 per cent say that they, on the contrary, intend to spend their vacation at home.

Many people see their summer holiday as an opportunity to take care of and fix things at home. Three quarters (75 per cent) will spend their time on things like repairs, painting and gardening. Of these, 13 per cent say they will spend most of their vacation taking care of their homes, while eight out of ten (80 per cent) plan to do so for some or a lesser share of the vacation.

“We have been able to see both in total sales and in the wide range of products we sell, with everything from string lights and hand tools to high-pressure washers, that many choose to invest a little extra in their homes this summer. With that in mind, it is great to see that a majority of the respondents also experience that they have become more satisfied with their homes in recent times,” says Sofie Struwe, responsible for Club Clas at Clas Ohlson.

“For those of us who work with a combination of products, guidance in stores and through our customer service and services such as Clas Fixare, it is also interesting to see how different customers want help with different things, in addition to finding good products for their home projects. For example, we see that repairs is an area where many want help, especially among the younger respondents, while a large majority of all respondents trust their own taste and know-how when it comes to home furnishings, Sofie Struwe concludes.

Top five home projects for the Swedes this summer:

1. Gardening, 64 per cent
2. Paint, 56 per cent
3. Repair, 49 per cent
4. Build, 34 per cent
5. Decorate, 29 per cent

### **About the survey**

The survey was conducted between 6 July and 8 July among the members of Clas Ohlson's loyalty programme Club Clas \*. A total of 1,687 respondents participated.

### **For further information, please contact:**

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**Clas Ohlson** was founded in 1918 as a mail order business based in Insjön, Dalarna, Sweden. Today, we are a retail company with customers in five markets, about 4,500 co-workers, and annual sales of approximately 8.8 billion SEK. Our share is listed on Nasdaq Stockholm. A lot has happened since the start in 1918, but one thing has remained the same over the years; that we want to help and inspire people to improve their everyday lives by offering smart, simple, practical solutions at attractive prices. Visit [about.clasohlson.com/en](https://about.clasohlson.com/en) to read about our passion for simplifying life in all kinds of homes.