

# Consumer survey on Danes' purchase of copies of Danish design classics

**September 2024**

**Conducted by Norstat for the Rights Alliance**

The analysis is funded by Dreyers Fond, Træets Uddannelses- og Udviklingsfond, Kulturministeriet and UBVA as a part of the campaign "Støt Originalt Dansk Design".

# About the analysis

The analysis was conducted by Norstat on September 2024

Sample size: 1.520

Method: Interviews from Norstat's online panel

Target group: 6-69-year-olds, nationally representative in terms of age, gender, and region in Denmark.

## Definition

When the survey inquires about copies, respondents are made aware that these are copies of Danish design within the categories of furniture and lamps.

This report only concerns data on copies of Danish design within the categories of furniture and lamps.

## Main findings of the analysis

**54%**

Have genuine Danish design classics in their homes.

**19%**

Have copies of Danish design in their homes.

**19%**

Are considering buying copies of Danish design within the next two years.

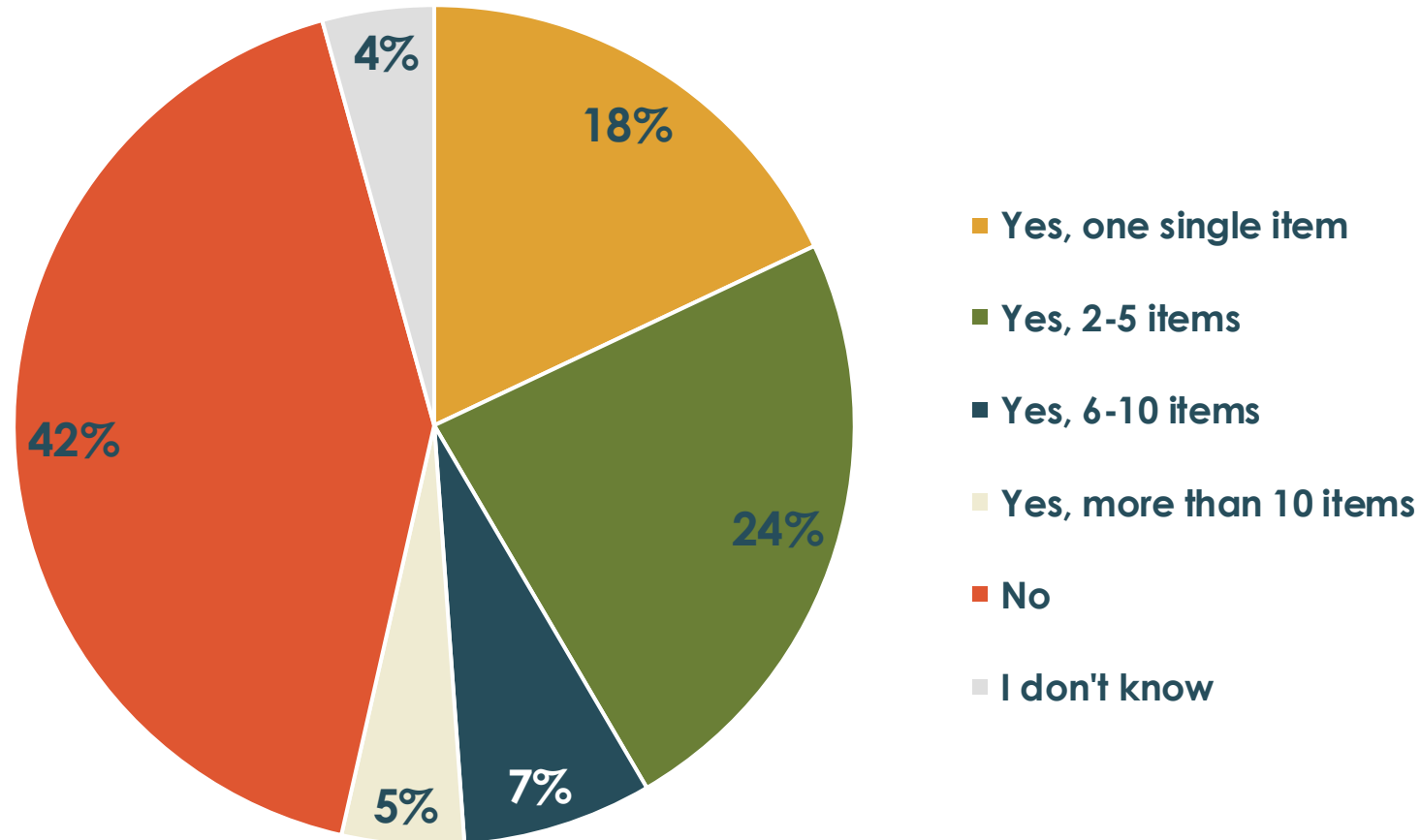
**8%**

Have bought copies of Danish design within the past five years.

**24%**

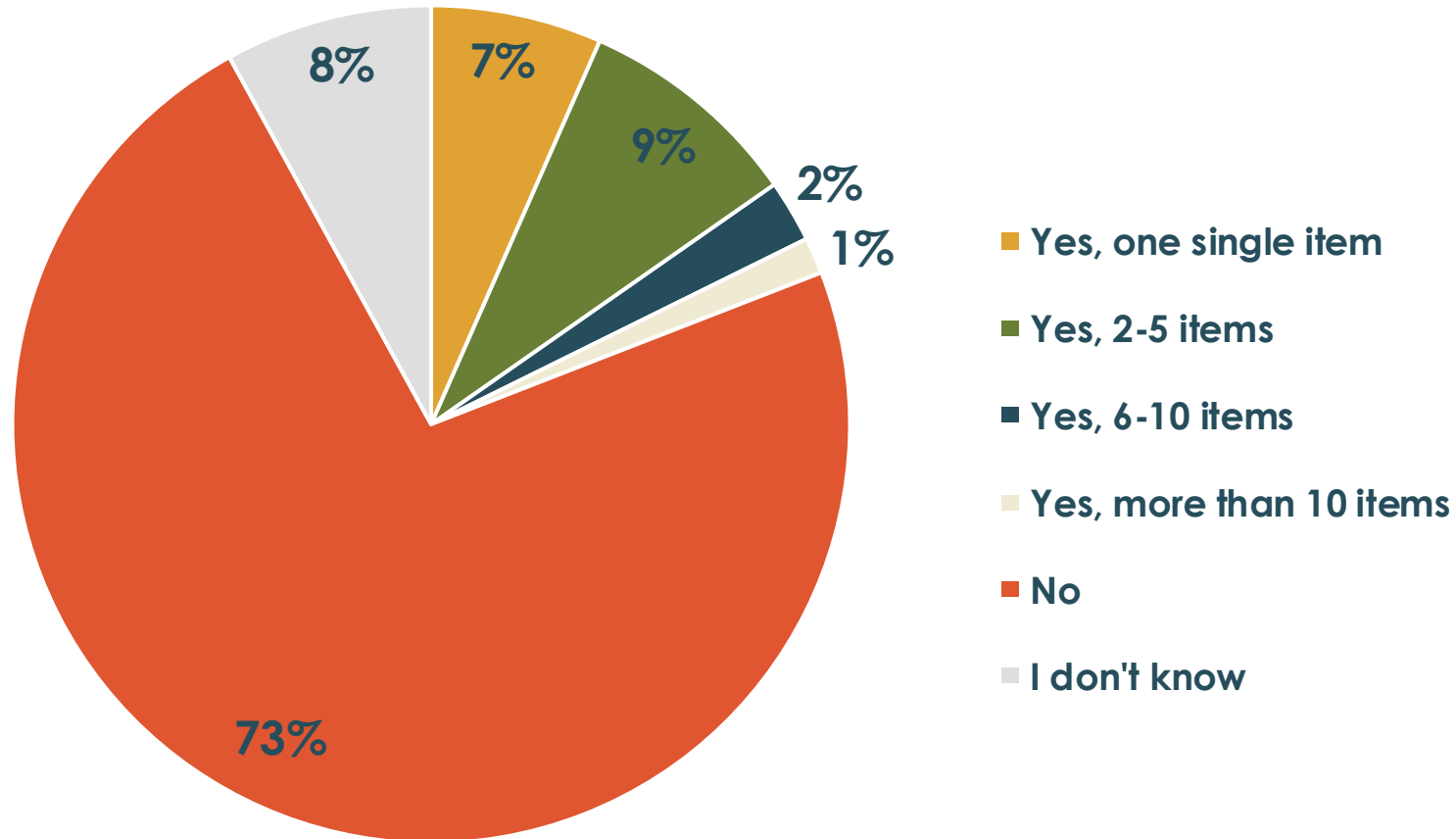
Are unaware of the rules regarding the sale and resale of copies.

## Do you have genuine Danish design classics in your home?



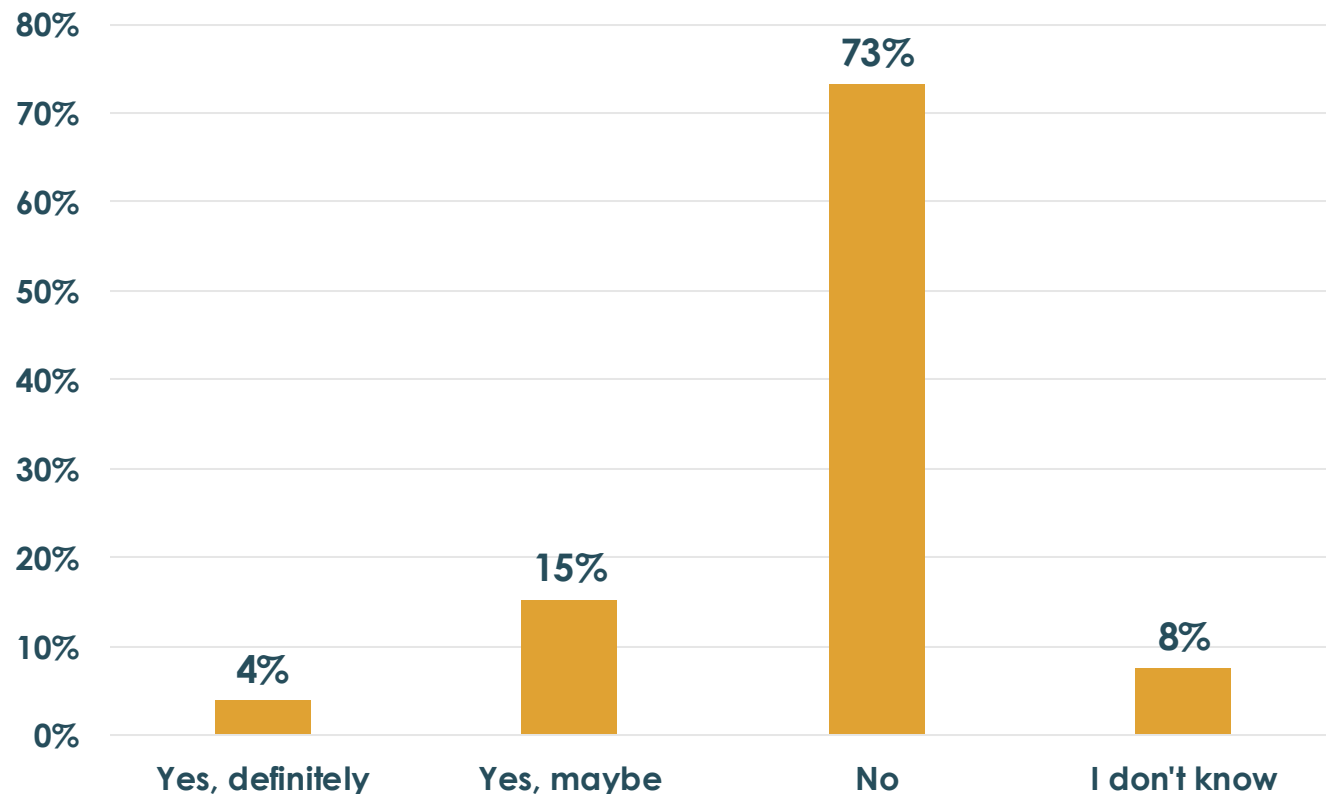
- 54% of Danes have genuine Danish design classics in their homes.
- Every fourth Dane has between 2 and 5 pieces of Danish design in their home.

## Are there copies of Danish design in your home?



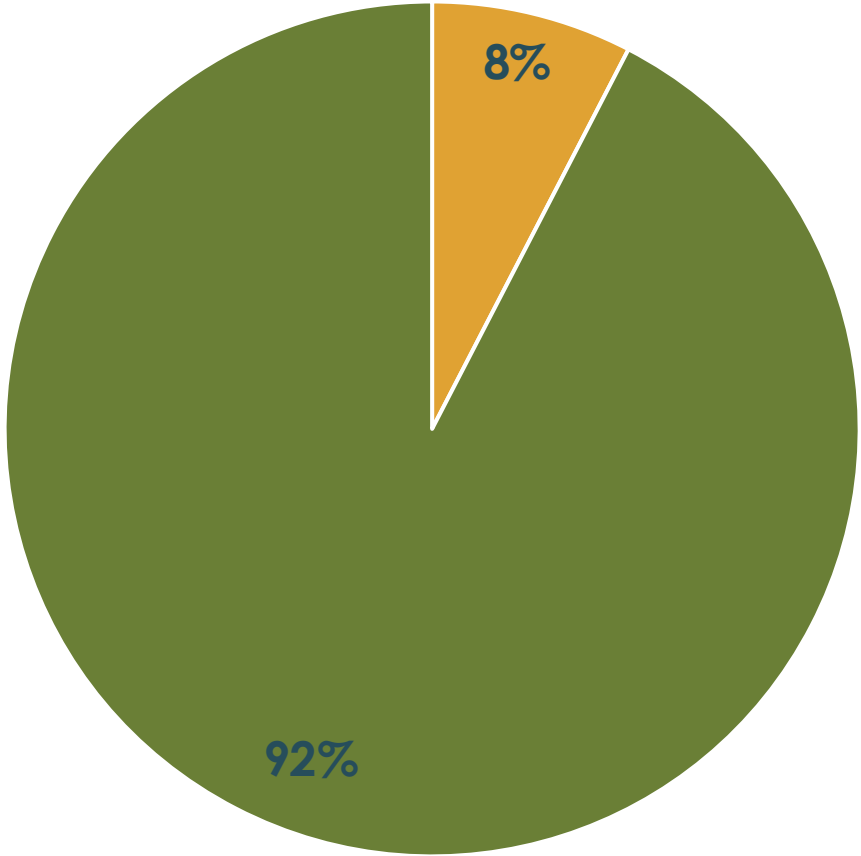
- 19% of Danes have copies of Danish design in their homes. That corresponds to every 5th Dane.
- 12% have more than one design copy in their home.
- 8% of Danes say that they do not know if they have design copies in their home.

## Do you/your household expect or have an interest in buying copies of Danish design within the next 2 years?



- 19% of Danes are considering buying copies of Danish design within the next 2 years. That corresponds to every 5th Dane.
- 8% of Danes say they do not know if they will buy design copies within the next 2 years.

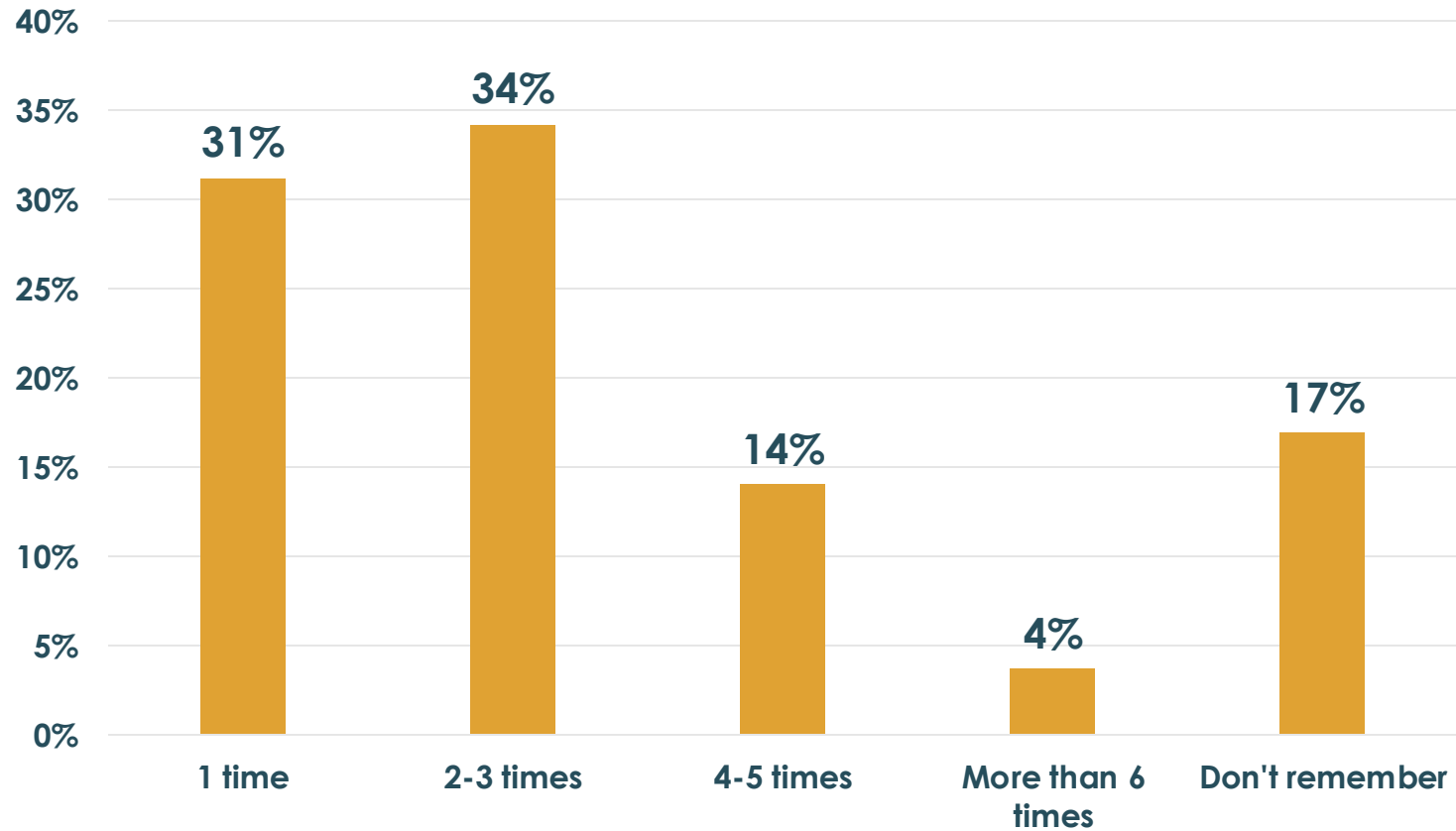
# Have you/your household bought copies of Danish design within the past 5 years?



- Yes
- No

8% of Danes have bought copies of Danish design within the past 5 years.

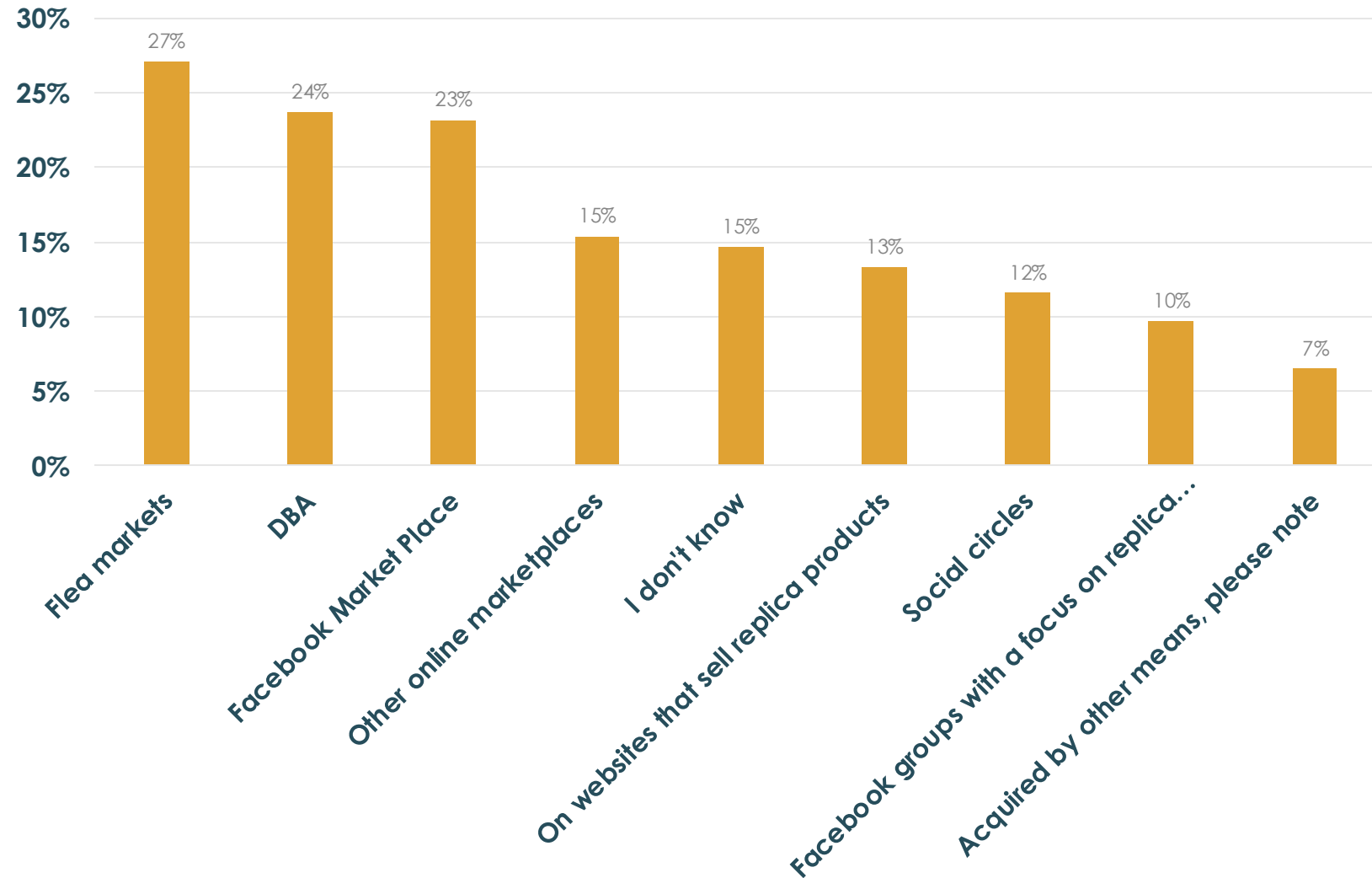
## Approximately how many times have you/your household bought copies of Danish design within the past 5 years?



- 52% of those who have bought design copies have done so more than once.
- 4% say they have bought design copies more than 6 times.

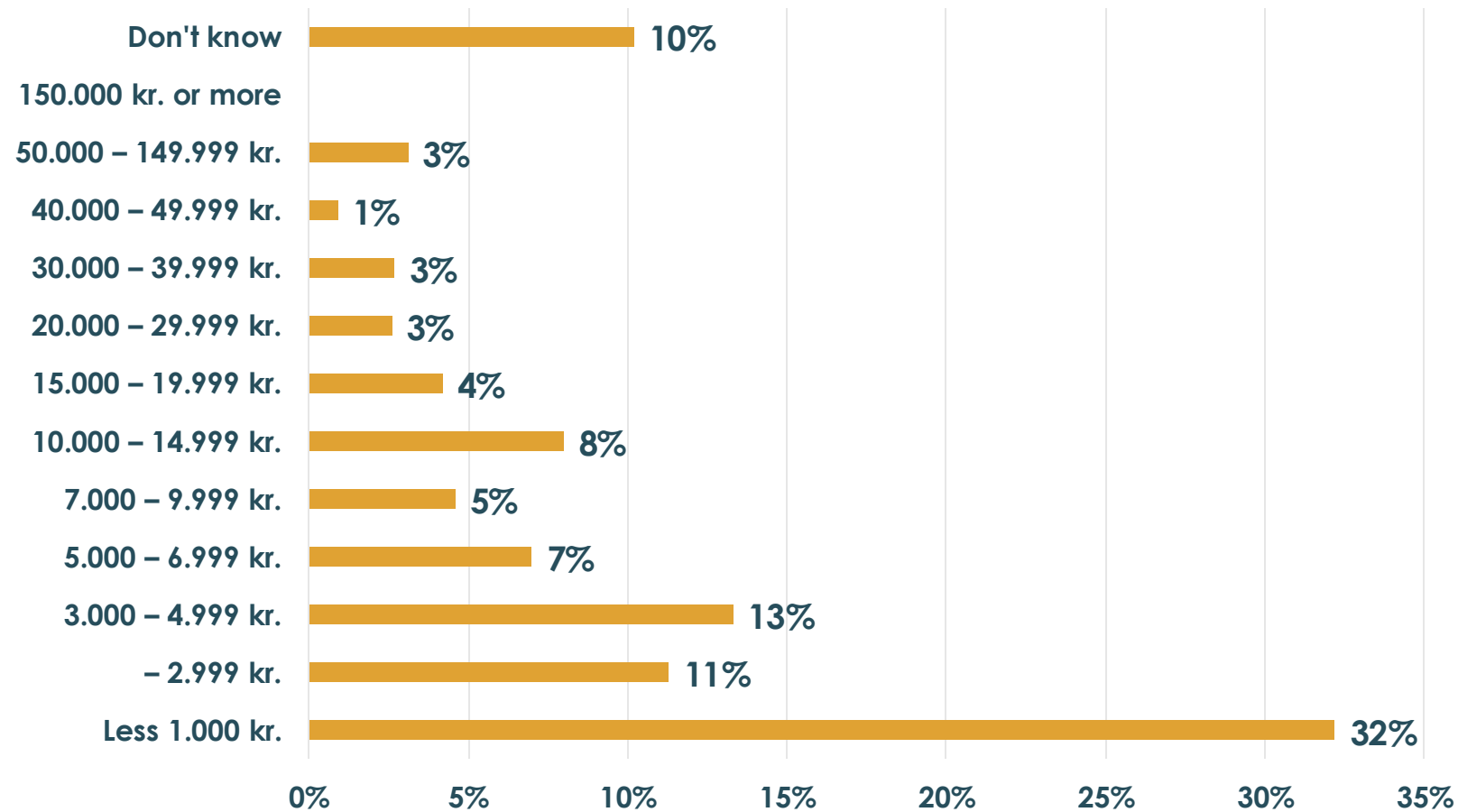


## Where have you/your household bought copies of Danish design in the past 5 years? (Possible to choose several answers)



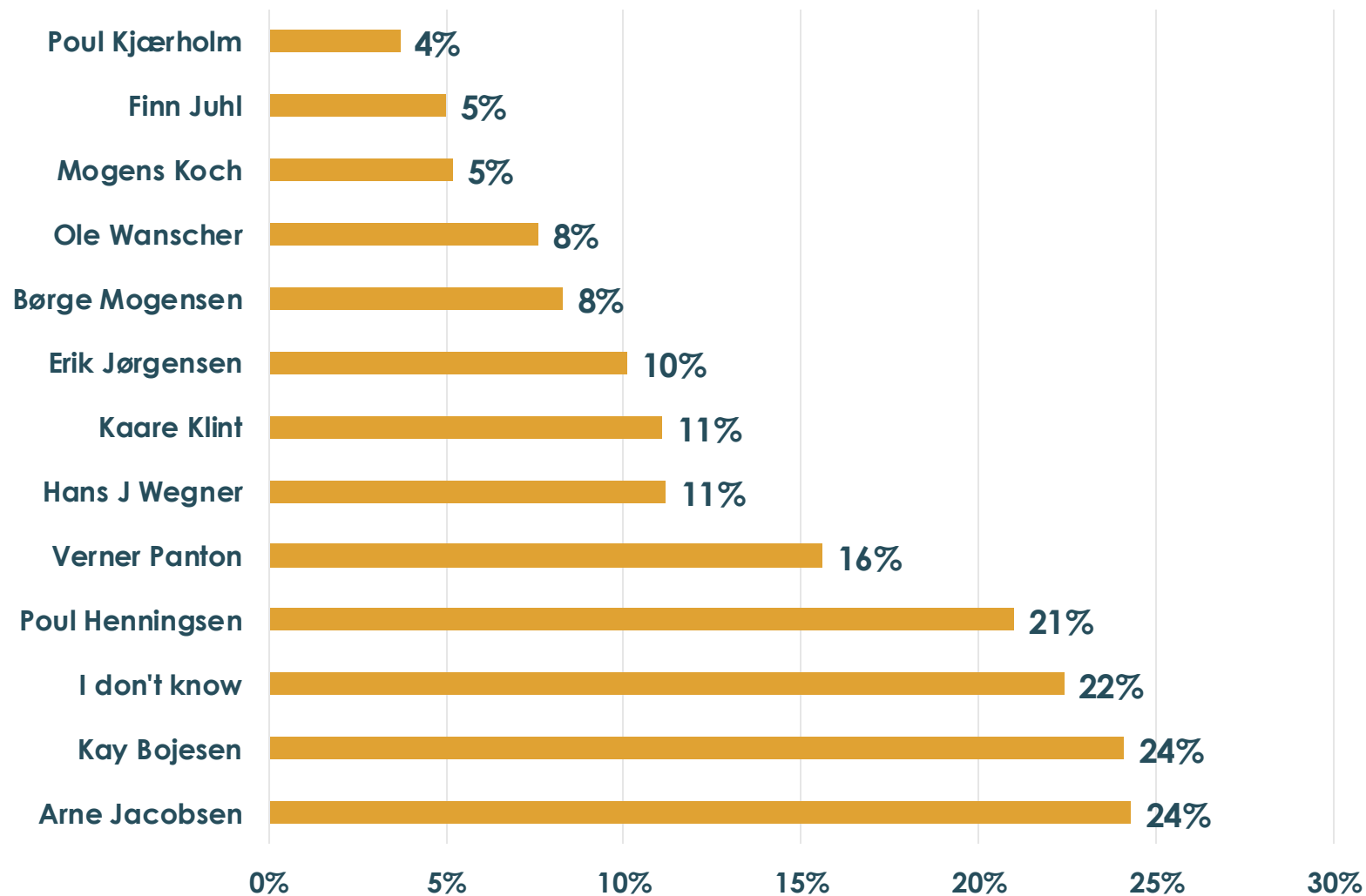
- Flea markets and online marketplaces are the most popular places to find copies. This refers to illegal resale.
- 13% state that they have bought from websites that sell counterfeit goods.

## Approximately how much money have you/your household spent on copies of Danish design within the past 5 years?



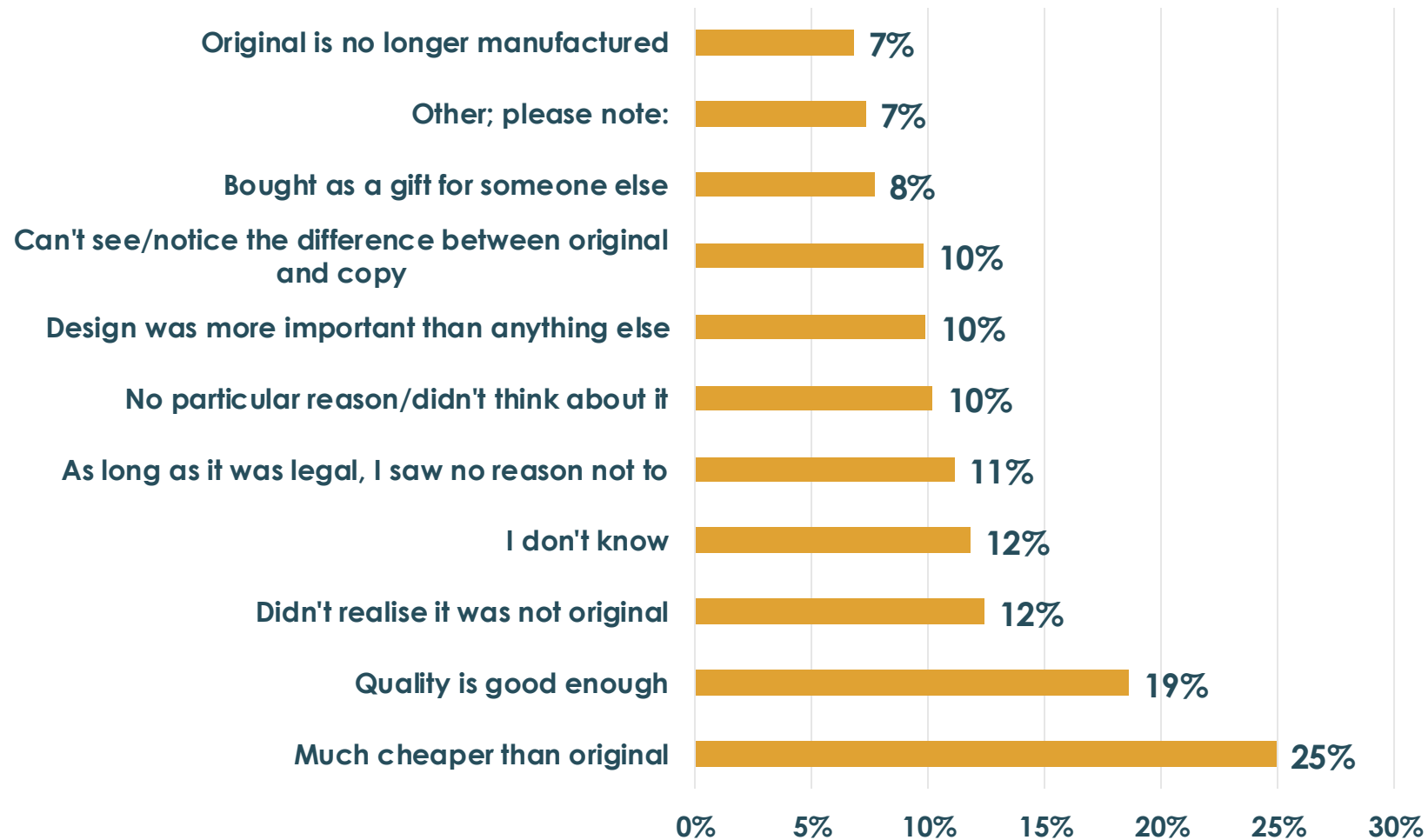
- One in three of those who said they have bought copies, indicated that they spent less than 1,000 DKK.
- 14% have spent more than 15,000 DKK.
- 3% have spent more than 50,000 DKK.

## Which Danish designers/brands have you/your household bought copies of within the past 5 years? (Possible to choose several answers)



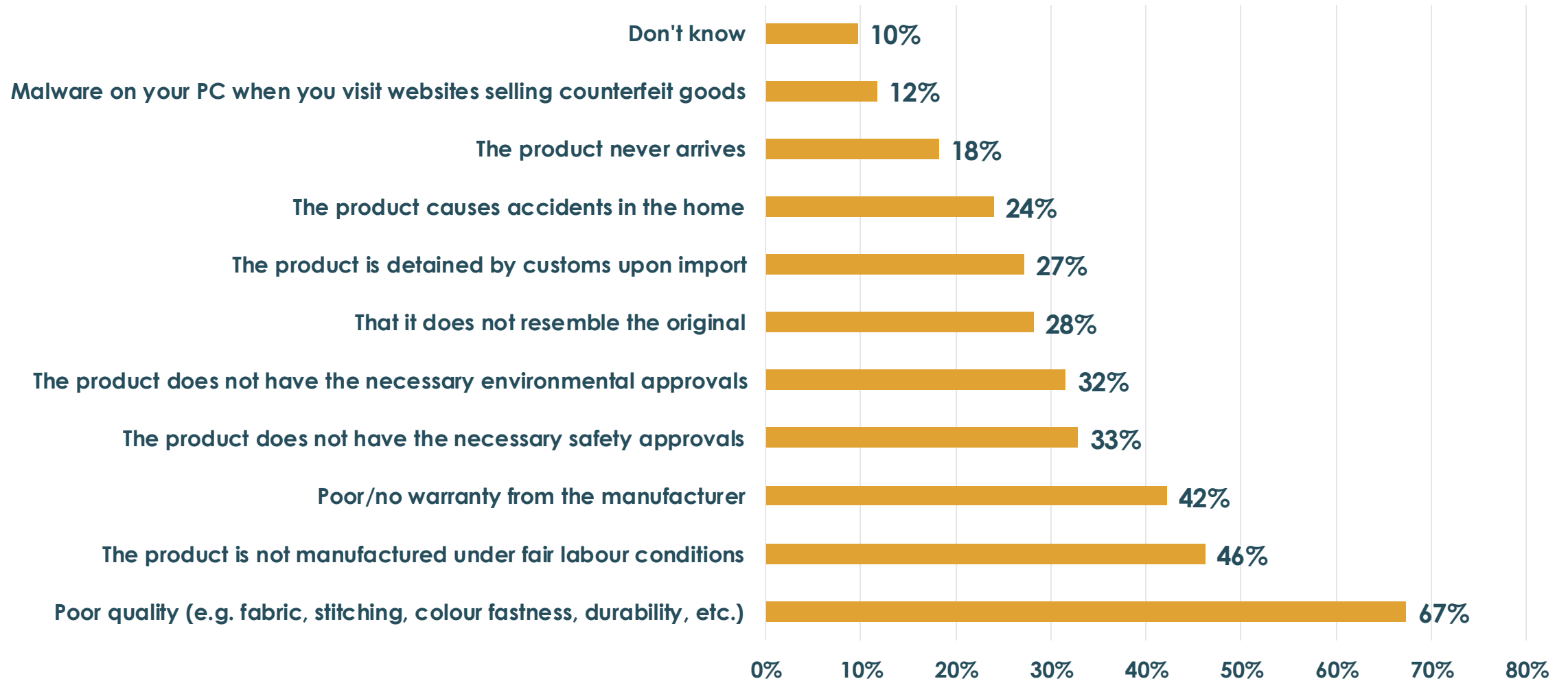
- The most popular brands to acquire as copies are Arne Jacobsen, Kay Bojesen, Poul Henningsen, and Verner Panton.
- But also brands such as Wegner, Klint, and Børge Mogensen are popular.
- One in five do not know the name of the brand.

## What is the reason that you/your household have bought copies of Danish design in the past 5 years and/or expect to buy copies of Danish design in the next 2 years? (Possible to choose several answers)

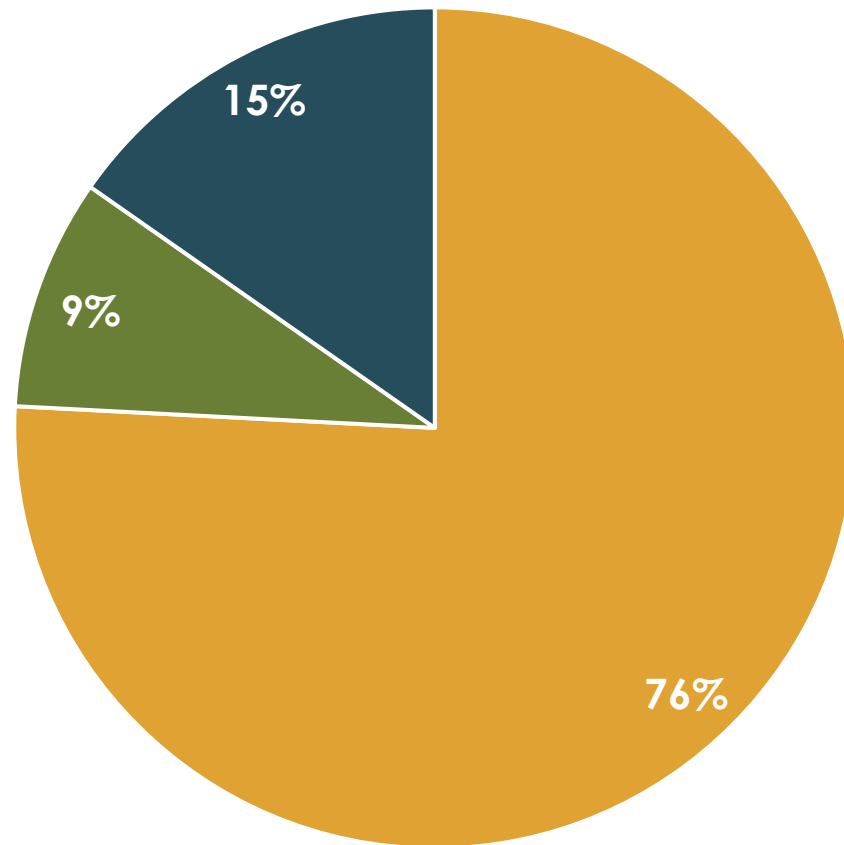


- One in four buy copies because of the price.
- One in five believe that the quality of the copy is 'good enough'.
- 2% were not aware that it was not the original they had purchased.

## What risks do you think there might be with buying design copies instead of original Danish design furniture and lamps? (Possible to choose several answers)



## Which of the following statements do you think is correct?



- It is illegal to sell and resell design copies in Denmark
- It is legal to sell and resell design copies in Denmark
- I don't know

# Details about the analysis

Sample size: 1.520

Method: Interviews from Norstat's online panel.

The analysis was conducted by Norstat in September 2024.

Target group: 16-69-year-olds, nationally representative in terms of age, gender, and region in Denmark.

Quota distribution:

- Quotas are used to ensure that the conducted interviews represent the country in terms of gender, age, region, and education. National census data will determine the distribution.
- The age quota distribution is divided into three intervals: 18-29-year-olds, 30-39-year-olds, and 40-49-year-olds. 50-59-year-olds and 60-69-year-olds.
- For geographic distribution, a regional division is used.
- Age, gender, and regional quotas are interconnected.

Weighting: Data can be weighted with a factor of 0.6-1.8 per individual quota (age, gender, geography) to achieve a representative distribution.

With 1,500 interviews, the maximum margin of error is +/-2.5%, with a confidence interval of 95%. This means that the results of the survey will, with 95% certainty, fall within +/- 2.5%.

The analysis is funded by the Dreyer Foundation, the Wood Education and Development Fund, the Ministry of Culture, and UBVA (Akademikerne) as part of the 'Støt Originalt Dansk Design' campaign.

