

Why this report?

The Q1 2018 report is set-up differently than the previous reports of the European Home Improvement Monitor. The same eleven countries are being investigated, but the reports are more detailed and more specific from now on. This report provides an in-depth look in on the orientation process of DIY consumers in the home improvement market. Furthermore, this report shows the drivers and barriers of home improvement jobs. The Q1 2018 report of the European Home about orientation shows the developments for multiple years, the splits and various comparisons are made on age, income, DIY experience and many more.

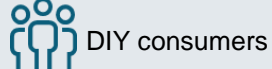
Research characteristics

- Special theme: Orientation; drivers and barriers during home improvement jobs
- Fieldwork conducted in Q1 2018
- About 100 pages in PDF
- A real in-depth look on the orientation process in the home improvement market

Methodology

- Quantitative online interviews:
- 600 successful interviews per quarter in Austria, Belgium, Denmark, France Germany, Italy, The Netherlands, Poland, Spain, Sweden and the United Kingdom.
- Annually, 26,400 successful online interviews

Target group



Countries



Costs

Total report available for: **€ 3,000**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is **9,000 euro**.

Examples of the research questions

- Year to-year developments in conducting home improvement per country.
- Splits and comparisons are made, which provide a real in-depth look on the orientation process of home improvement market.
- Insights for multiple years, trends and developments are shown for all countries.