

### Why this report?

Baby boomers, millennials, generation Y & X, all well know marketing terms. But how does this effect their DIY behavior? Which group does more DIY jobs? Which group buys more online? To what degree do age groups effect DIY behavior? The Q2 2016 customer segmentation report provides detailed information on the DIY behavior of the various age groups. This information is vital for understanding the DIY market and addressing the various age groups most efficiently.

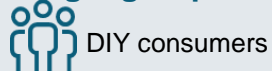
#### Research characteristics

- Special theme: Consumer Segmentation
- Fieldwork conducted in Q2 2016
- About 100 pages in PDF
- Key insights in the developments in the home improvement market, like DIY vs. DIFM and the share of online purchases

#### 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

- What are the differences in DIY behaviour among Baby boomers, Generation X consumers and Generation Y consumers (also known as Millennials)?
- Will the older generation more often hire professionals to do a home improvement job for them?
- Are the DIY skills of younger generations improving to a higher level?