

Why this report:

The corona crisis has a profound impact on our daily lives, but also on the business value chain of the construction and installation industry. There are many areas that are affected, but one of the key ones would be the orientation and media usage behaviour of installers.

There already was a strong trend towards digital orientation and the usage of for example social media amongst installers, at the cost of more traditional media sources. But what impact did the corona crisis have? How quickly did their behaviour change? And perhaps most importantly, will it last? And what will happen with tradeshow and personal visits of sales reps?

These questions and many more, will be answered in the new Q4 2020 report of the European mechanical installation monitor.



Most read professional magazines



Share of installers reading digital manufacturer's newsletters

MOST READ IN:

NETHERLANDS **BELGIUM**
74% **73%**

LEAST READ IN:

GERMANY
42%

Top 3 - Types of information searched for in digital newsletters

- 1 Innovations/ novelties/ new products
- 2 Technical product information/ specifications
- 3 Information about prices

Key research questions:

- Used information sources;
- Most useful information sources for the installers and sources used on the job site;
- Professional magazines read by the installers;
- Radio stations installers listen to;
- Websites visited by the installers and the information they search for on a manufacturer website;
- Impact of COVID-19 situation on their digital information sources usage;
- Most popular social media and apps, including reasons for using them, etc.

Countries covered in the report:

The United Kingdom, Germany, France, Poland, Belgium and the Netherlands

Methodology:

The report is based on 650 successful telephone interviews with mechanical installers in 6 countries.

Cost:

2,500 Euro for the full report

Interested?

The full report is available now for 2,500 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 8,400 Euro.

Contact

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