

Why this report?

Internet has thoroughly changed the way consumers are gathering and consuming information, but how has this affected the electrical installers? Are they using apps? Social media? Digital documentation? Or is printed and personal contact still the most important information source? The Q1 2017 report, media orientation and consumption, answers these questions and many more. Need to know information for your marketing and communication plans.

Research characteristics

- Turnover & orderbook developments of electrical installers
- Special topic: Media orientation and consumption
- Fieldwork conducted in Q1 2017
- Report in PowerPoint, PDF and hardcopy
- Overview of the way installers search for and prefer to receive information

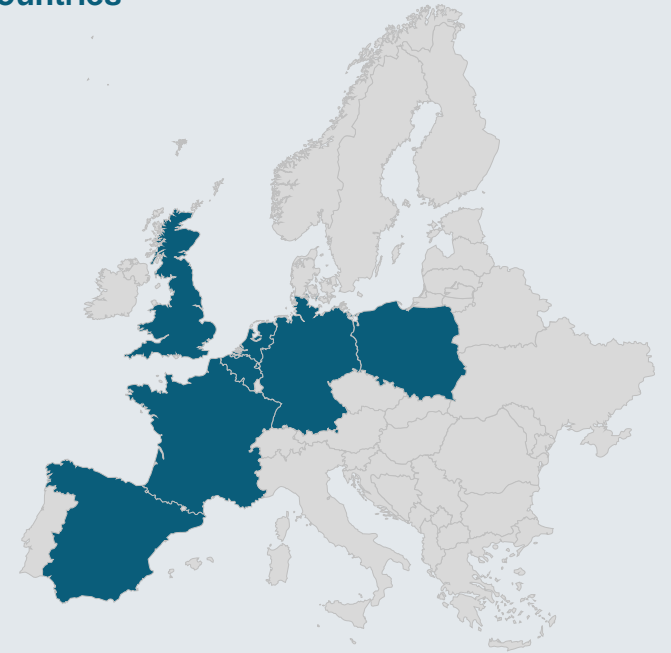
Methodology

- Quantitative phone research:
 - 200 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
 - 1200 successful interviews with Electrical installers per quarter in total

Target group



Countries



Costs

Total report **Changing role of the wholesaler:**

€ 4,000

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 14,000 euro.

Examples of the research questions

- Information sources used by installers (split by personal, new and social media)
- Actual division in magazines read, tradeshows visited, etc.
- Preferred way to be informed (for product technical and commercial)
- Turnover & order book developments