


Why this report?

Architects are very important for how buildings are built and what materials are used. In the last decade the role of the architect has changed with regards to product and brand choice, but also in the way they consume media. In the Q1 2016 report, DMU and media orientation, clear insights are presented on the current status of the architects regarding decision making and how you can reach them. Vital information for your marketing and communication plans.


Research characteristics

- Construction volumes forecast until 2019
- Special theme: Sustainability
- Fieldwork conducted in Q3 2017
- About 100 pages in PDF and hardcopy

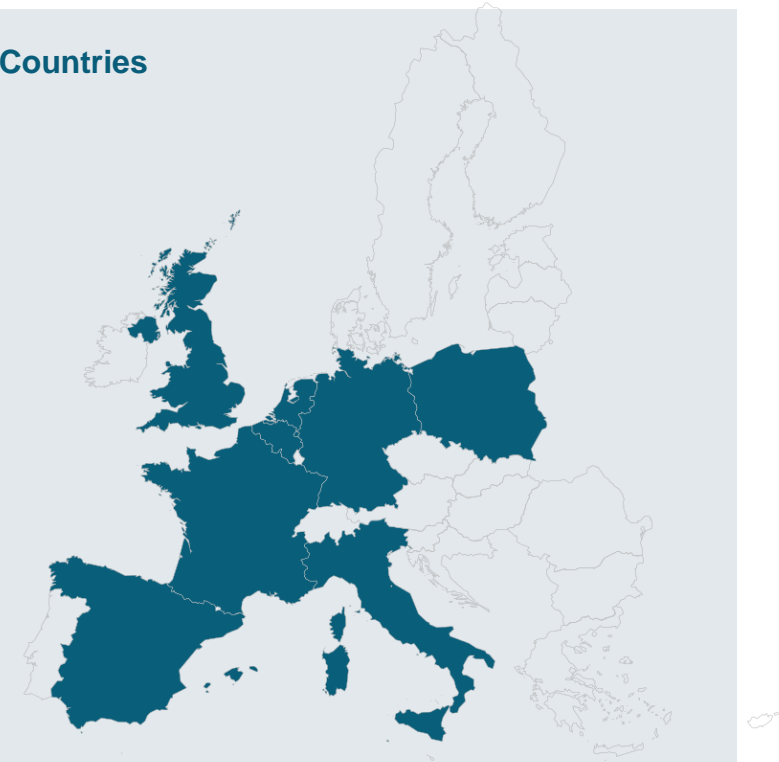
Methodology

-  Quantitative phone research:
200 successful interviews per country
1600 successful interviews with architects in total

Target group

-  Architects (2fte and more) active in the residential and the non-residential market

Countries



Costs

Total report: **€ 1,750**

There is also a possibility to subscribe:

- The price for subscribing to this monitor is 6,000 euro.

Examples of the research questions

- On which product types do architects have the biggest influence (not making the end decision) on the PRODUCT selection?
- For which of the product types do architects make the end decision regarding the PRODUCT selection?
- What is the architects most used source of information? (magazines, brochures, trade shows, social media etc.)