

Why this report?

Media orientation & consumption of architects is an important issue for manufacturers active in the construction sector. This report provides multiple insights into which magazines are read by architects, the importance of social media, which trade fairs are the most interesting in each country and more can be found in the report. With this report, USP Marketing Consultancy provides insights into the media orientation and consumption of architects in Europe.

Research characteristics

- Construction volumes forecast until 2020
- Special theme: Media Orientation & Consumption
- Fieldwork conducted in Q1 2018
- About 100 pages in PDF and hardcopy
- EXCLUSIVE: factsheets per country

Methodology



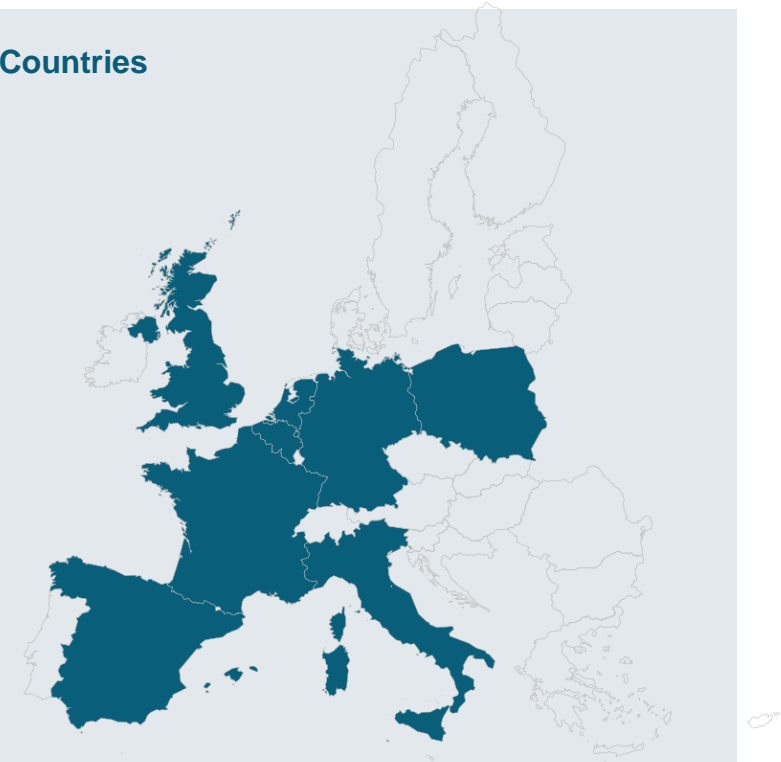
Quantitative phone research:
1400 successful interviews with architects in total

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

- For which products of product groups architects usually search information;
- What kind of professionally related information they usually search for;
- What kind of media sources architects use;
- Via what type of websites architects search for information on the internet