

Why this report?

“The HVAC installer” doesn’t exist. Some are more traditional, others are already more developed with regards to digitalization. In the Q1 2016 report, Segmentation of installers, we divided the HVAC installer population in 4 segments and measured how large these groups are in each country. Furthermore, key characteristics are given for each group. The report provides need to know information for understanding the different types of HVAC installers in Europe.

Research characteristics

- Turnover and orderbook developments of the HVAC installers and plumbers.
- Special theme: Segmentation of Installers.
- Fieldwork conducted in Q1 2016.
- About 60 pages in PDF.

Methodology



Quantitative phone research:

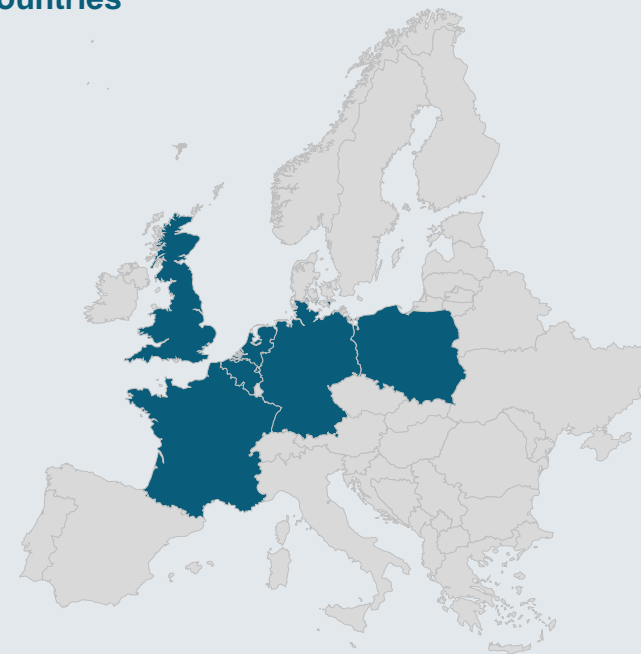
200 successful interviews per country.
1200 successful interviews with HVAC installers and plumbers in total.

Target group



HVAC installers and plumbers.

Countries



Costs

Total report Purchase channels: **€ 2,500**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is 8,400 euro.

Examples of the research questions

- 27 statements for segmentation of the installers amongst which statements regarding:
- Usage of digital materials and online shopping
- Brand loyalty
- Sustainability and energy efficiency
- Attitude towards and usage of innovative products etc.