

### Why this report?

For many companies targeting the electrical installers in Europe, it is important to know which segments can be distinguished in their target group. The Q2 2018 report provides very detailed insights in different segments in the electrical installation sector. Which personas can be made? In which countries are installers more conservative and in which countries are installers already very progressive? USP Marketing Consultancy dives deeper in more detailed questions, like the importance of pricing and innovations. This report could be very valuable for your marketing and communication strategy towards electrical installers.

#### Research characteristics

- Turnover & orderbook developments of electrical installers
- Special topic: Segmentation
- Fieldwork conducted in Q2 2018
- Insights for seven countries about one of the most important indicators regarding the personas of electrical installers, Segmentation.

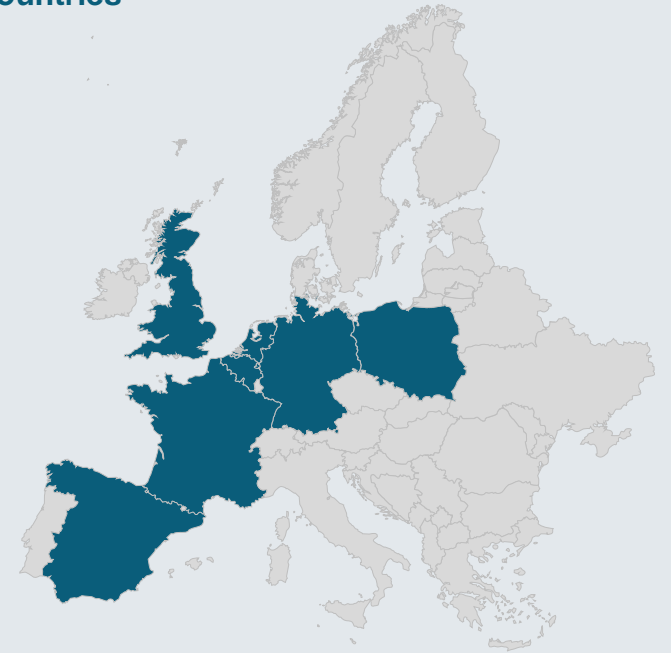
#### Methodology

- Quantitative phone research:
  - 175 successful interviews in Germany, France, UK, Poland and Spain & 100 successful interviews in Belgium and The Netherlands
- 1,075 successful interviews with electrical installers per quarter in total

#### Target group



#### Countries



#### Costs

The price for a full report is **€ 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

- Innovation and sustainability
- Brand loyalty
- Passion for the job
- Purchase behaviour and media usage
- Price and commerce