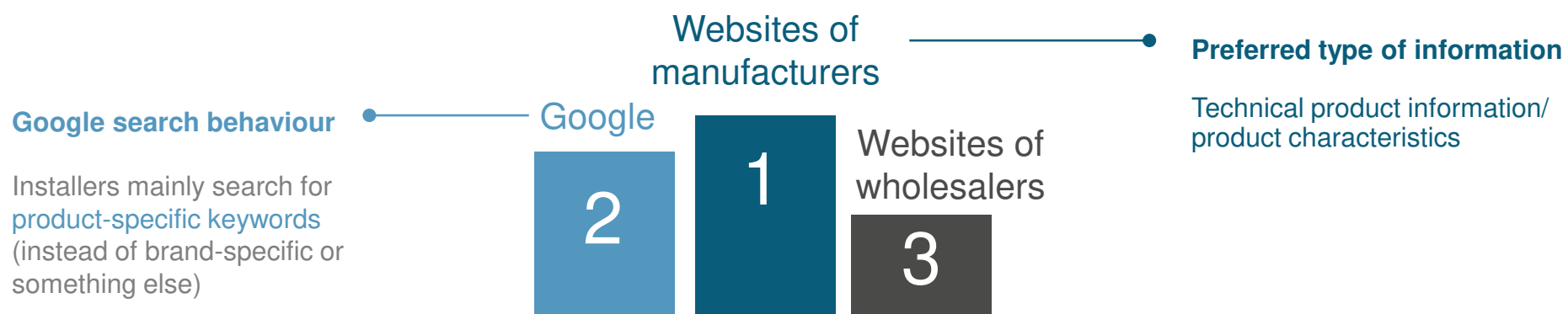


Why this report:

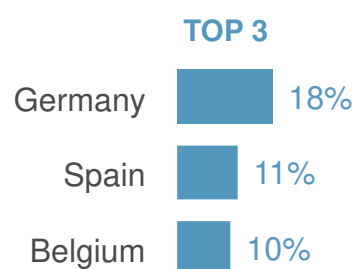
It is important to allocate your marketing & communication budgets in the right and most efficient way. For that, it is important to understand the installers' media orientation and behaviour. What (types of) media sources do they use? Which sources are most useful for them? What about the rise of social media and all kinds of apps and digital tools? These and many more questions are answered in this Q1 2021 report.

Most used types of websites



Expect to visit traditional trade shows, when situation with COVID-19 is stabilised

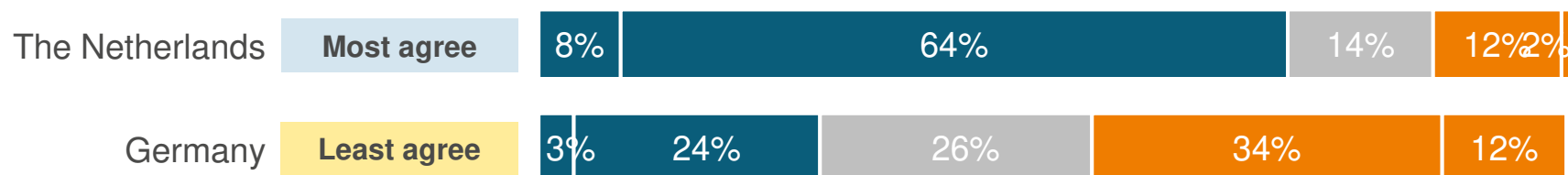
Participated in any virtual trade shows



Statement:

“I further investigate new products after seeing/ hearing about it in an ad”

(STRONGLY) AGREE | NEUTRAL | (STRONGLY) DISAGREE | DON'T KNOW



Key research questions:

- Which (types of) media sources are used by installers and how that developed over time;
- The most useful information sources for installers;
- Visiting (virtual) trade shows;
- Changes in digital media usage during COVID-19;
- Most important types of websites and what installers search on those websites;
- The usage of apps & digital tools and social media;
- Turnover and orderbook developments of electrical installers;
- The expected impact of COVID-19 on 2021 turnover of the installers.

Countries covered in the report:

The United Kingdom, Germany, France, Poland, Belgium, the Netherlands and Spain.

Methodology:

The report is based on 815 successful telephone interviews with electrical installers in 7 countries.

Interested?

The full report is available now for 4,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 14,000 Euro.

Contact

Dirk Hoogenboom | Research Consultant
Mobile +31 6 52098924
E-mail Hoogenboom@usp-mc.nl
Website www.usp-mc.nl/en