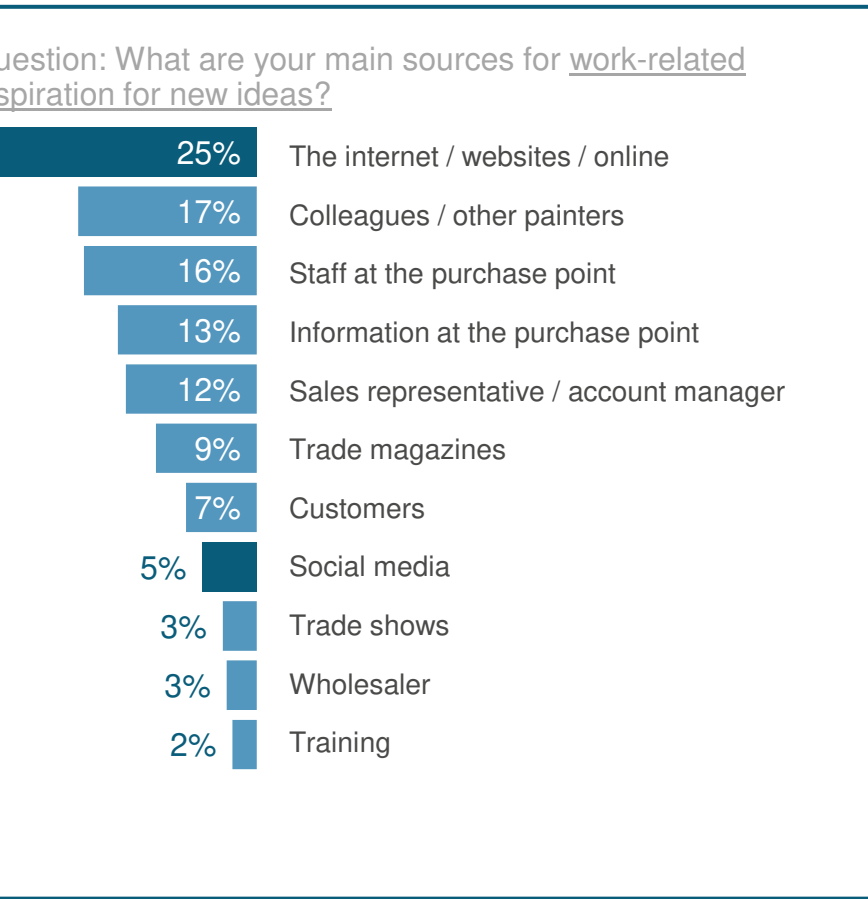
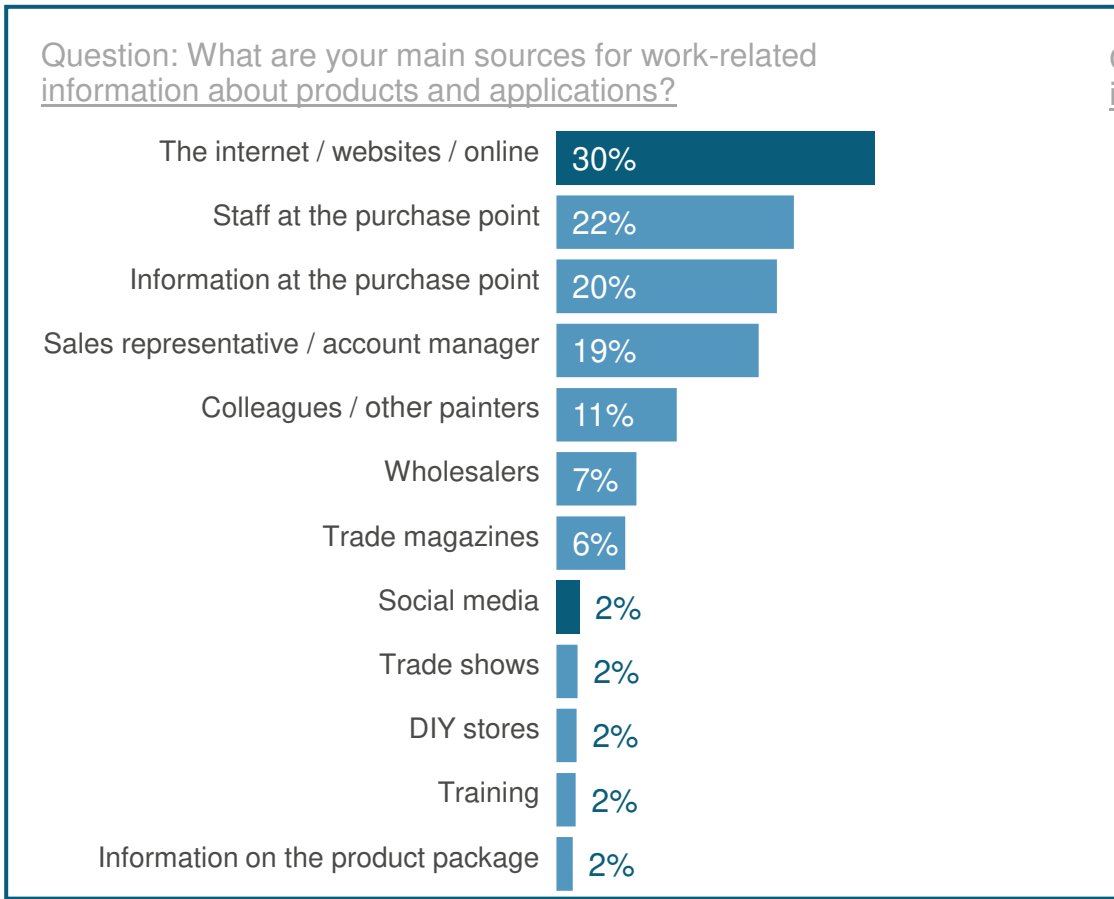
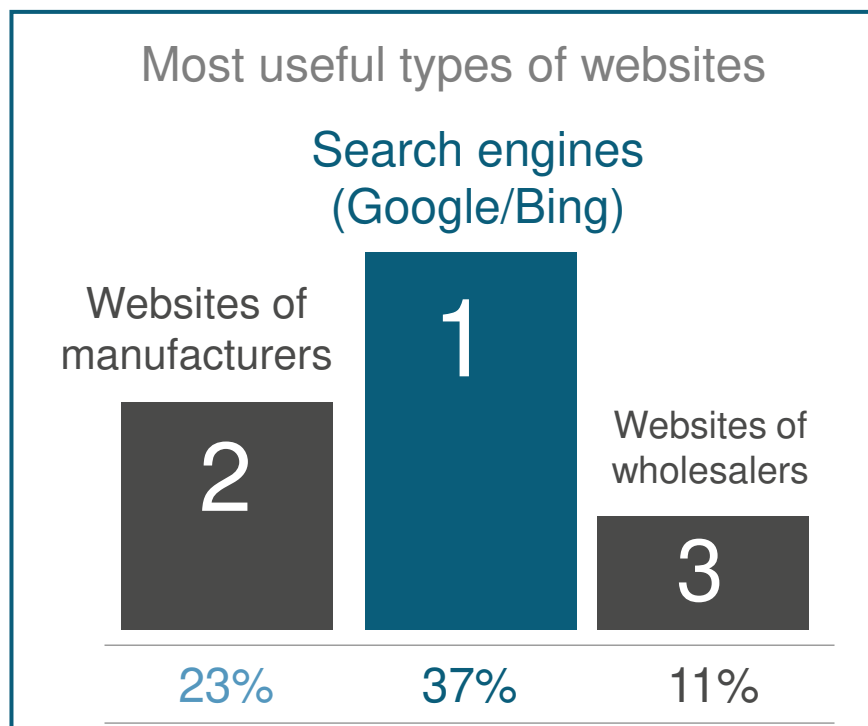
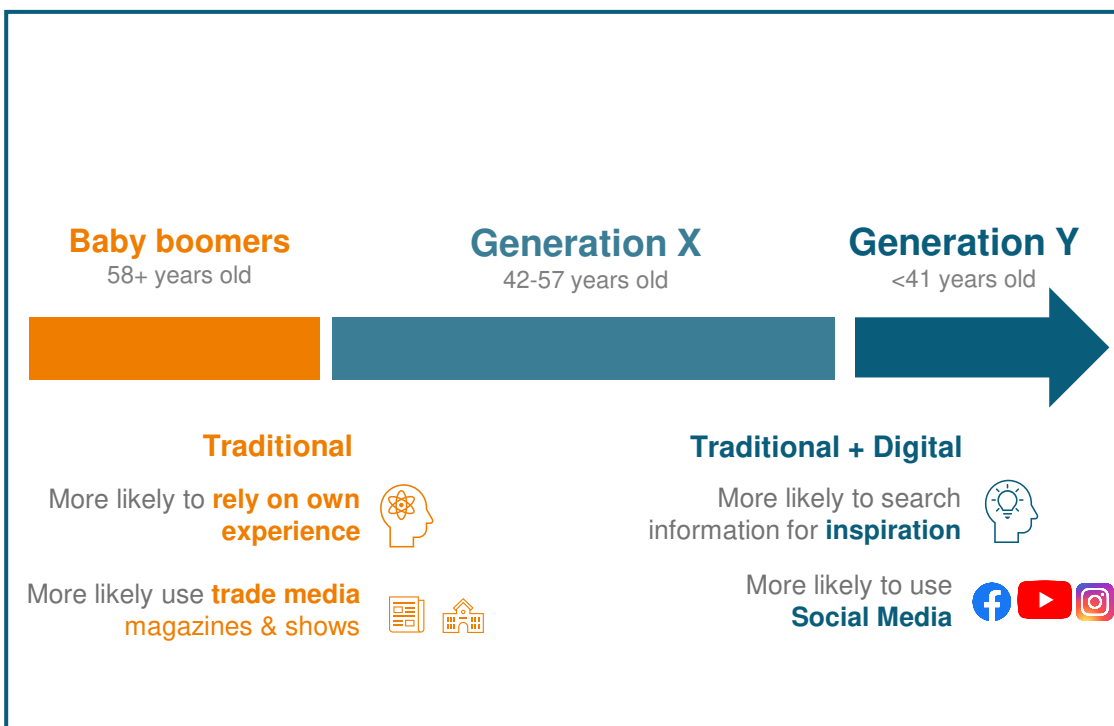


Why this report:

Selecting the right media has never been as complicated as it is now. In this multi-media environment, it is important for you to know how to allocate your marketing & communication budget in the right and most efficient way. Therefore, the 2022 theme topic helps you to understand (1.) painters' media orientation behaviour, (2.) media channels through which painters can be reached best, and (3.) painters' media habits and preferences.



Key research topics:

1. **Profile** of the professional painter
2. **Trend** tracking (recurring yearly)
3. **Orientation and media usage**
4. **Brand** performance scans (recurring yearly; provided as a separate report file)

Countries covered in the report:
The United Kingdom, Germany, France, Poland, The Netherlands, Italy, Spain, Belgium, Czech Republic, Denmark, Sweden

Methodology:
2000+ telephone surveys, conducted in March 2022 - April 2022.

Interested?

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