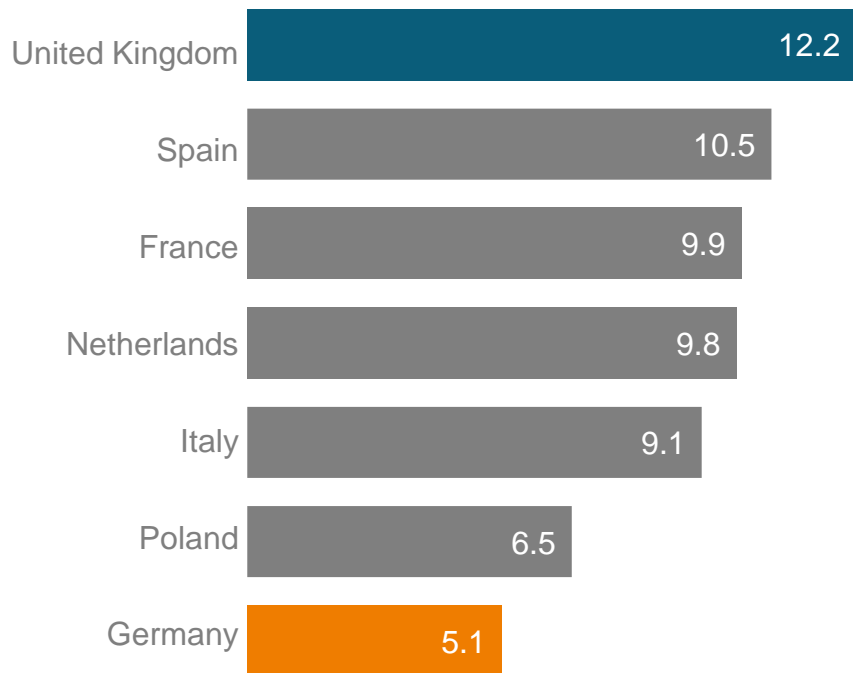


## Why this report:

Professional handymen are an important target group in building construction, but because they are part of such a broadly defined population, the professional handyman is hard to define and reach out to. As a result, professional handymen are a **rarely researched target group** and there is **very little known** about their business and behaviour.

The European Handyman Insight Monitor aims to solve that by profiling the professional handyman and **provides key insights that help manufacturers and merchants to understand the business and behaviour of European handymen** by means of phone interviews with registered handyman companies across 7 major European markets.

### Average number of activities:



### Typical jobs...



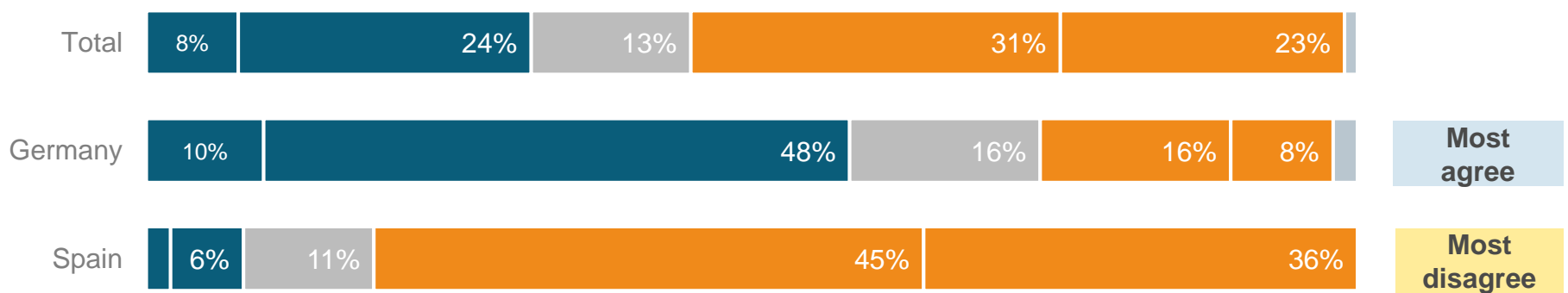
### ...and clients:

- 86%** work for private homeowners
- 16%** work for companies
- 11%** work for other contractors

### Buying power of handymen

Strongly agree | Agree | Neutral | Disagree | Strongly disagree | No opinion

*“Homeowners are more frequently buying products themselves and hire me just for the on-site work”*



### Key research topics:

- Profile of the handyman
- Activities & Product usage
- Purchase channels
- Brand performance scans

### Countries covered in the report:

The United Kingdom, Germany, France, Poland, the Netherlands, Italy, Spain

### Methodology:

1500+ telephone surveys, conducted in December 2021-January 2022.

## Interested?

### Contact

Dirk Hoogenboom | Research Consultant  
 Mobile +31 6 52098924  
 E-mail [Hoogenboom@usp-mc.nl](mailto:Hoogenboom@usp-mc.nl)  
 Website [www.usp-mc.nl/en](http://www.usp-mc.nl/en)