

## DECISION MAKING UNIT & MEDIA OREINTATION

The European Architectural Barometer gives information about important indicators for the development of the European construction market. Since Q4 2011 the report includes forecast for the future European building volumes. That makes this quarterly study highly useful for organisations with a focus on Europe that also want to compare different countries regarding expected building volumes and construction trends.

In the time of Internet and constant digitalisation a lot of the traditional communication channels lose their efficiency and knowledge about the media usage and behaviour of your main target group of customers is essential. This report focuses on the architects and their media consumption. It shows how and via which communication channels architects of the seven countries should be approached, what is the role of the social media, what type of information you as manufacturer must have on your website. This report can help you to improve your company's marketing/communication strategy.

In addition to the Media orientation topic the report gives you an insight in the product groups on which the architects are the main decision makers when it comes to the selection of types of products and brands. very important information for understanding their behaviour regarding your product group and for adjusting your marketing means.

### Questions regarding the economic development (asked every quarter)









- Order book and turnover development
- Development in the number of projects
- Size of the order book
- Expectation to have an empty order book

### Questions regarding Decision making unit & Media Orientation

- Product types for which the architect is a decision maker or influencer
- Product types for which the architect is most decisive for brand selection
- Statements regarding the decision making process for brands and products in the building industry.
- What kind of information architects usually search for and which sources are most important.
- Of which products architects usually read the information they receive.
- Which are the two most important sources of information for architects when it comes to different types of information.
- What is the usage of different types of media.
- To what extent do architects agree with different statement about orientation and media consumption.

## Some results:

### Most essential type of manufacturer documentation

								
Website of the manufacturer	45%	26%	18%	21%	24%	38%	34%	17%
Catalogues	5%	30%	40%	31%	29%	7%	17%	51%
Digital product documentation	33%	26%	13%	22%	21%	40%	18%	24%
Product brochures/sheets/leaflets	11%	7%	18%	16%	4%	5%	21%	5%
General company brochure	3%	5%	6%	4%	3%	1%	4%	2%
Video tutorials	1%	1%	1%	0%	10%	1%	1%	0%
Manufacturers (smartphone) Apps	2%	2%	0%	1%	3%	1%	0%	1%
The social media channel of the manufacturer	0%	1%	0%	1%	3%	1%	0%	1%

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## Report characteristics

<b>Fieldwork period:</b>	Q1, 2014
<b>Number of pages:</b>	99
<b>Language:</b>	English
<b>Availability:</b>	Digital (PDF) and Hard copy
<b>Impression of the report:</b>	<a href="#">DMU &amp; Media Orientation</a>
<b>Single report:</b>	€ 1.750 (excl. VAT)
<b>Order the report:</b>	<a href="http://www.arch-vision.eu/index.php?pg=form">http://www.arch-vision.eu/index.php?pg=form</a>

## Key characteristics of European Architectural Barometer

<b>Current Countries:</b>	Germany, France, Italy, Spain, The Netherlands, UK, Belgium, Poland
<b>Number of Interviews:</b>	1.600 successful interviews per country (200 per country)
<b>Architects involved:</b>	Bigger agencies ( $\geq 2$ FTE) active in the residential and non residential market
<b>Reliability &amp; false margin:</b>	90% reliability and a false margin between +/- 6 to 7%
<b>Fieldwork period:</b>	week 12/13 (Q1 report), week 25/26 (Q2), week 38/39 (Q3) and week 50/51 (Q4)
<b>Report available:</b>	week 16 (Q1), week 29 (Q2), week 42 (Q3), week 4 (Q4)
<b>Report form:</b>	About 80-90 pages in Power Point, customer receives digital and printed report
<b>Language:</b>	English
<b>Planned theme's :</b>	Q2 - 2014: Architectural Design & Technology Trends Q3 - 2014: Sustainability Q4 -2014: Innovations
<b>Price:</b>	€ 5.800 per year, subscription will be prolonged automatically.
<b>Cancelation:</b>	3 months for subscription date.
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