

ORIENTATION & MEDIA CONSUMPTION

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.

Questions regarding the economic development (asked every quarter)

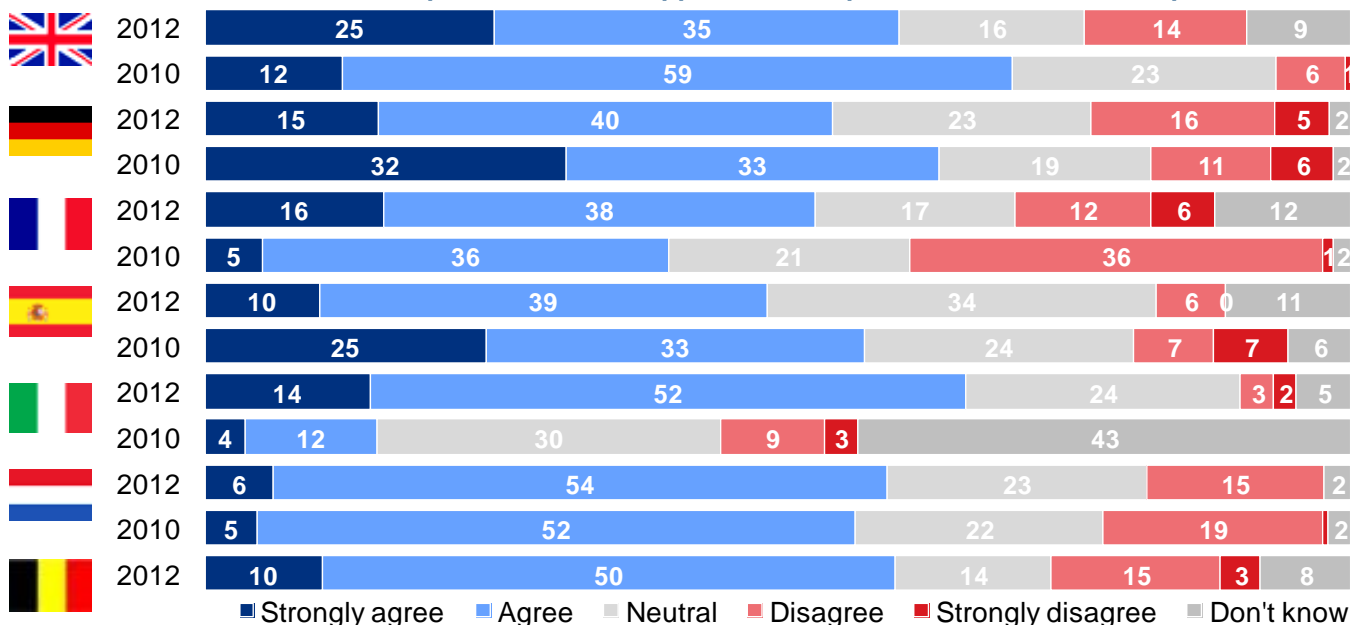
- Order book and turnover development
- Development in the number of projects
- Size of the order book
- Segment affected by the economic circumstances
- Expectation to have an empty order book
- Consequences of the economic crisis
- Biggest opportunities and threats this year
- Forecast for the future building volumes

Questions regarding Orientation & Media Consumption

- 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:

In advertisements I prefer to see the applications of products rather than the product itself



Report characteristics

Fieldwork period:	Q4, 2012
Number of pages:	117
Language:	English
Availability:	Digital (PDF) and Hard copy
Impression of the report:	Orientation & Media Consumption report
Single report:	€ 1.750 (excl. VAT)
Order the report:	http://www.arch-vision.eu/index.php?pg=form

Key characteristics of European Architectural Barometer

Current Countries:	Germany, France, Italy, Spain, The Netherlands, UK, Belgium
Future Countries:	Poland (Q1, 2013)
Number of Interviews:	1.400 successful interviews per country (200 per country)
Architects involved:	Bigger agencies (≥ 2 FTE) active in the residential and non residential market
Reliability & false margin:	90% reliability and a false margin between +/- 6 to 7%
Fieldwork period:	week 12/13 (Q1 report), week 25/26 (Q2), week 38/39 (Q3) and week 50/51 (Q4)
Report available:	week 16 (Q1), week 29 (Q2), week 42 (Q3), week 4 (Q4)
Report form:	About 80-90 pages in Power Point, customer receives digital and printed report
Language:	English
Planned theme's :	Q1-2013: Love Brands Q2 - 2013: Architectural Design & Technology Trends Q3 - 2013: Sustainability Q4 -2013: Impact of safety, fire and labour regulations
Price:	€ 5.800 per year, subscription will be prolonged automatically.
Cancelation:	3 months for subscription date.
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