

RENOVATION PLANS OF POLES

B2C survey results

2020

IN THE REPORT:

- The report **contains the results** of a survey on Poles' home renovation plans.
- It presents the **characteristics of those who plan to renovate** their flat/house in the nearest future.
- It gives an idea of the gap between **Poles' home renovation needs and plans**.
- It shows **the level of familiarity** with manufacturers of construction and renovation materials.
- It shows **how Poles go about home renovation**.

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WHY IT'S WORTH IT:

- With this report you'll be able to formulate an informed **strategy and build competitive advantage**
- Helps you **identify and understand customers**
- Provides hints for **constructing an advertising message and marketing plan**
- Shows the **scope of planned home renovation works**.