

Purple Building & DIY Research

Market research services for the building and DIY industries

More about Purple Market Research

Purple Market Research is a high quality market research consultancy. **We specialise in research in the building and DIY sectors.**

“ Purple’s ability to make sense of the market and of our requirements produced an excellent piece of work ”



“ I have worked with a number of market research agencies and felt frustrated in terms of getting access to their best people, being flexible and being proactive. Purple has been far superior to most other agencies I have worked with...I would not hesitate to recommend Purple to anyone else ”



Some of our other clients in the building and DIY sectors



How can Purple Market Research help you?

Purple Market Research offers **expertise and experience** in conducting research in building and DIY markets.

Our panels and other research services offer insights into many business issues affecting the building and DIY sectors:

Market analysis:

- Market sizing and profiling
- Market perceptions of suppliers
- Awareness and usage of suppliers
- Market trends

Purchasing behaviour:

- Budgets
- Decision making process
- Spending trends

Products:

- Product categories purchased
- Volume and frequency of purchase
- Brands used

Purple Building and DIY panels

We have a series of **panels** for key groups in the building industry:

- **General public** – members of the public who have done (or had done) building work or landscaping
- **Small builders** – independent jobbing builders, small building firms and small landscape contractors
- **Larger builders** – medium to large building companies and house builders
- **Builders merchants**
- **Architects**

Panels are available for **focus groups, depth interviews** and **quantitative surveys**.

We also offer:

- **Guru research:** exploratory research among key decision makers in the industry – trade bodies, major builders, government representatives, key suppliers to the industry
- **Purple Helpdesk:** a subscription desk research and market analysis service.

Purple Market Research Ltd.

Vista Business Centre 50 Salisbury Road Hounslow Middlesex TW4 6JQ UK

Joint Managing Directors and Founding Partners are:



TREVOR WILKINSON

T: +44 (0)20 8538 0133

M: +44 (0)7767 607757

E: Trevor@purplemr.co.uk

STEPHEN BAIRFELT

T: +44 (0)20 8538 0134

M: +44 (0)7767 898873

E: Stephen@purplemr.co.uk




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www.purplemr.co.uk