

Eureka!

ILLUMINATING RESEARCH



Eureka! Moment Report

The Future of Finding Tradespeople

Click to
proceed



Contents

Contents	Page
About this report	3
Main findings	4
Summary of how consumers currently find tradespeople	6
Full list of routes that consumers use	7
Consideration: Online search for tradespeople	9
Specialist online trade directories	10
The emergence of retailer-led online brands	12
Types of work most suited to retailer offer	14
Potential barriers to retailer offer (for consumers)	15
Potential barriers for consumers: variations	16
Key reflections	18
Contact Eureka! Research	19





Homeowners need trusted tradespeople for a wide range of maintenance and improvement jobs. There have never been more potential ways to find and select these professionals.



New entrants such as Amazon and John Lewis are actively disrupting the traditional trade directory route in this category.



A total of five survey questions were asked as part of our exclusive 'mini poll' of **homeowners** in the UK (25% own outright, 75% own with a mortgage).



Online fieldwork was conducted early August 2018 by Eureka! Research.



327
households

327 households carried out the survey across the United Kingdom.

The sample was skewed towards females and includes a broad range of age groups and SEG groups although some caution should be exercised when interpreting smaller base sizes.

The project was conducted in partnership with our industry partners:

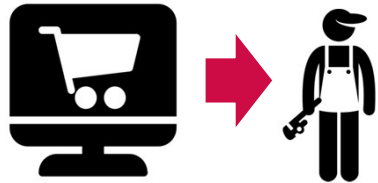
Installer

IRG
INSIGHT RETAIL GROUP

Insightdiy



Main findings



amazon
John Lewis

✓ **1 in 5 homeowners**
most likely to adopt a retailer-led service



Electrical work– potentially
strongest gateway category

Key barriers to trialling retailer
led service:



**Lack of familiarity with
tradesperson**

41%



**More expensive than
conventional route**

39%



**Uncertainty about
resolving issues**

29%



Word of mouth still
very important

Channels used by consumers



3 in 4
households use a
digital channel
when searching
for a trade



Est. 4.8 million
homes would
currently use free-to-
access online trade
listings
(32% of homeowners)

Checkatrade

rated people
better homes - better work - better lives



Current key
brands:

41%

25%

17%

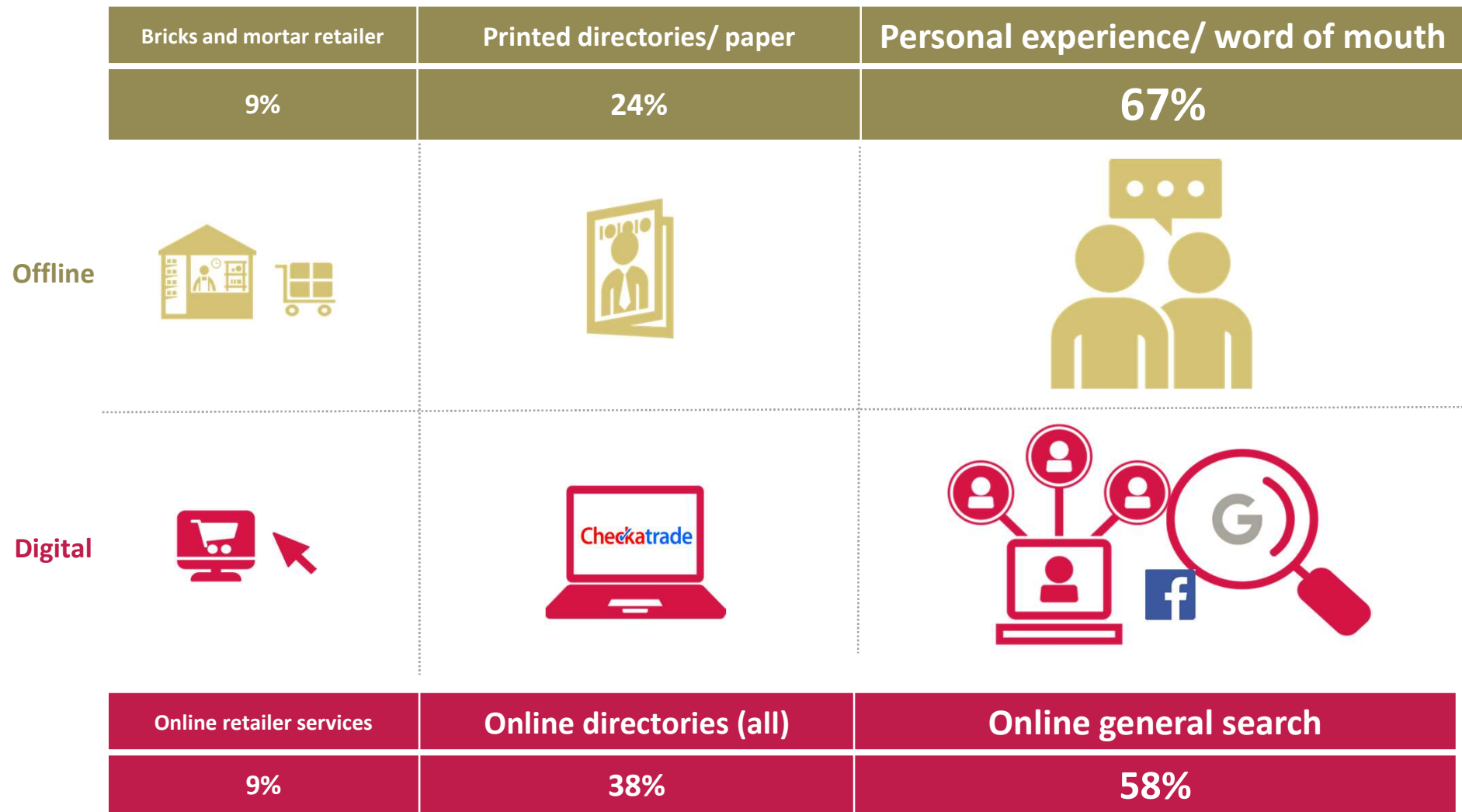


Eureka!
ILLUMINATING RESEARCH

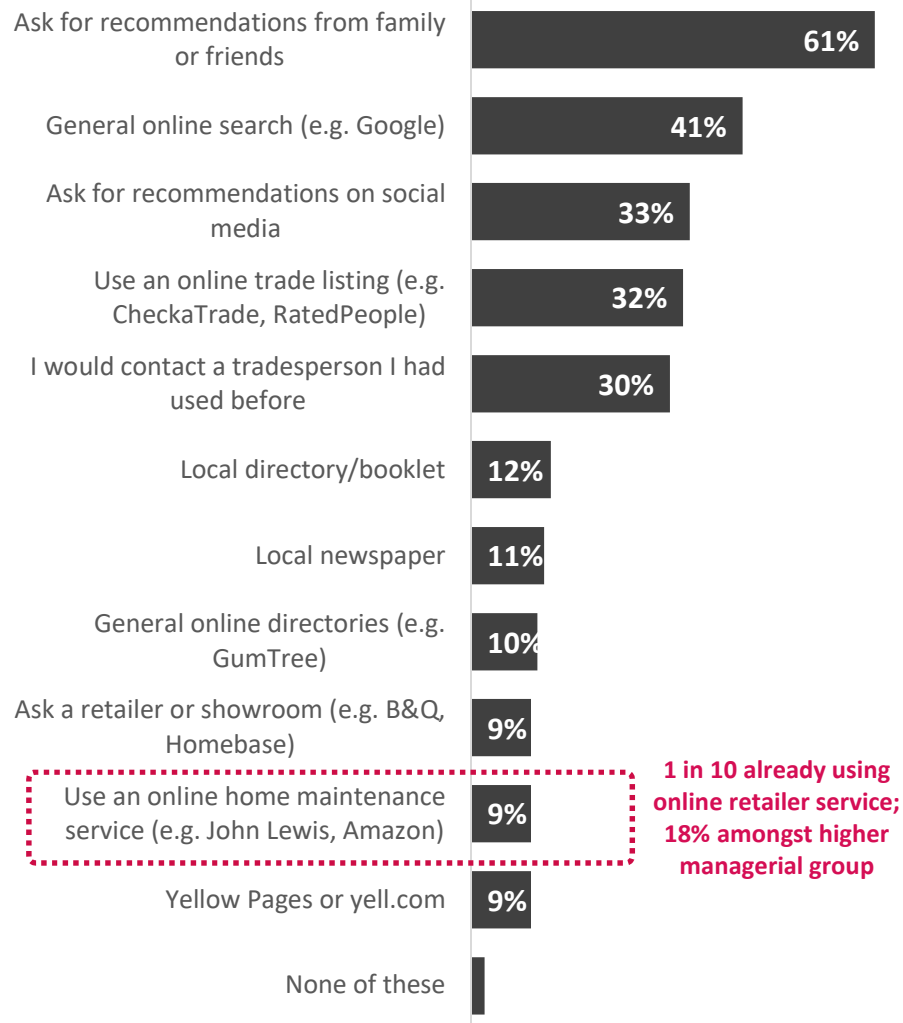


Finding Tradespeople

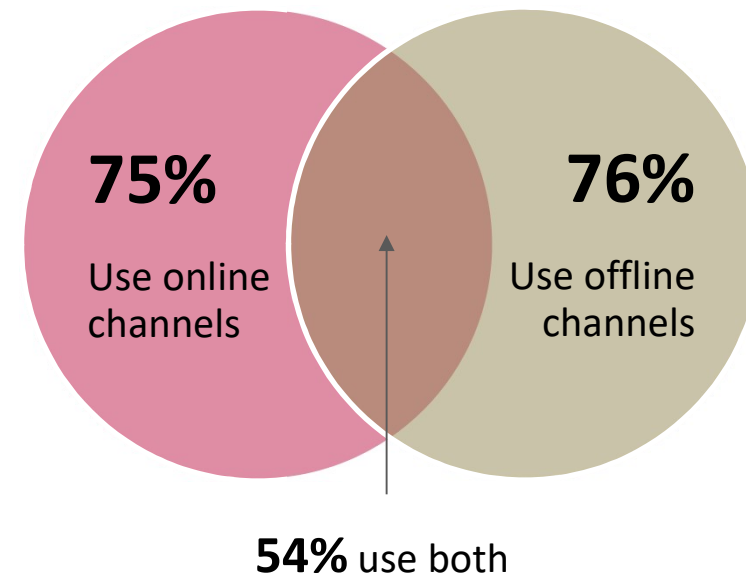
Summary of how consumers currently find tradespeople



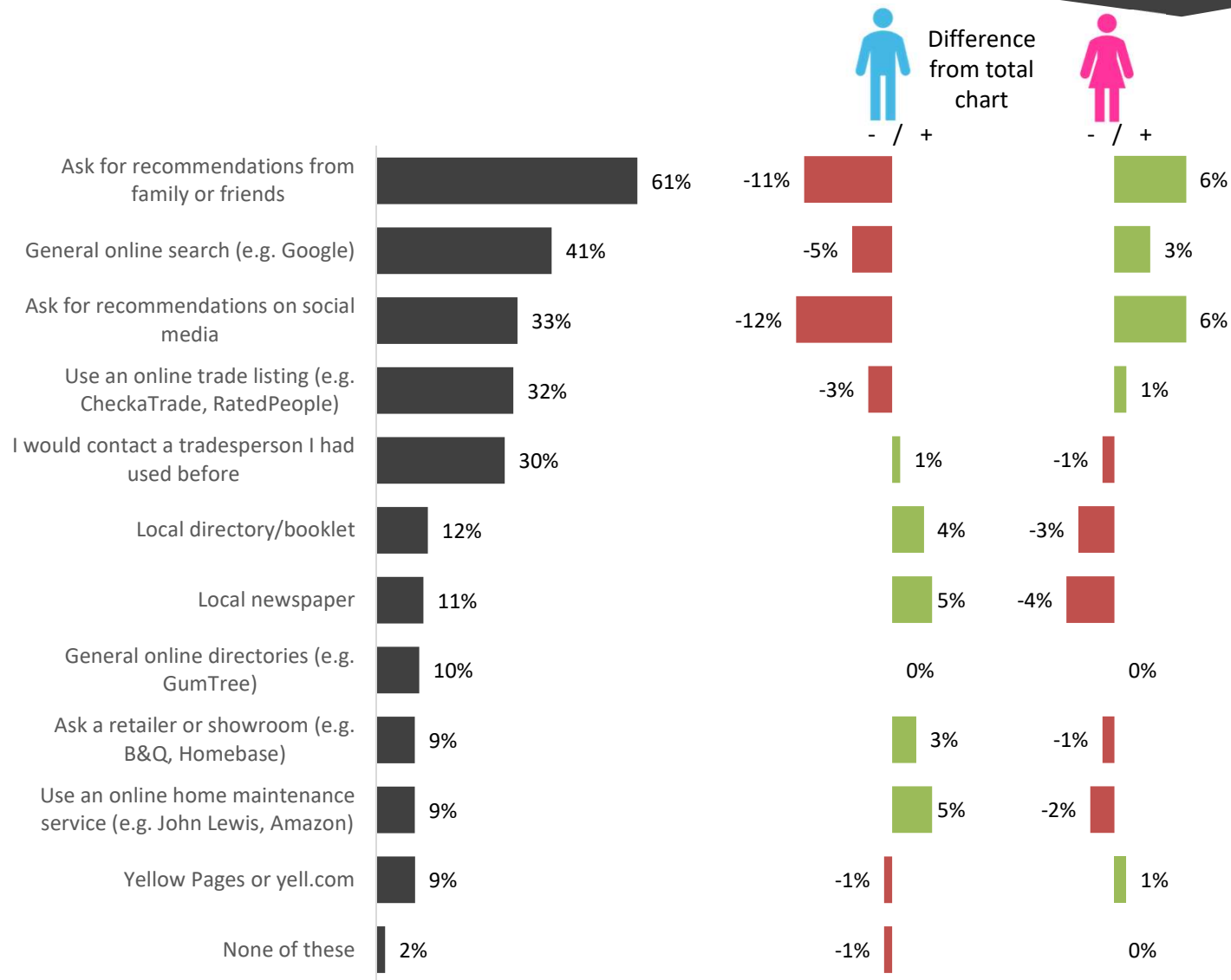
Full list of routes that consumers use



Word of mouth recommendation is still the most **powerful route** for finding a tradesperson. However, the results indicate that modern consumers use a whole range of techniques, and are just as likely to use a digital platform as a traditional one



Men and women seek tradespeople differently



Males somewhat live up to the stereotype by finding help themselves and not relying as strongly on recommendations. Fewer than 7 in 10 use online.

Females strongly favour asking for recommendations. 8 in 10 use an online channel, social particularly strong compared with men.



Consideration: Online search for tradespeople

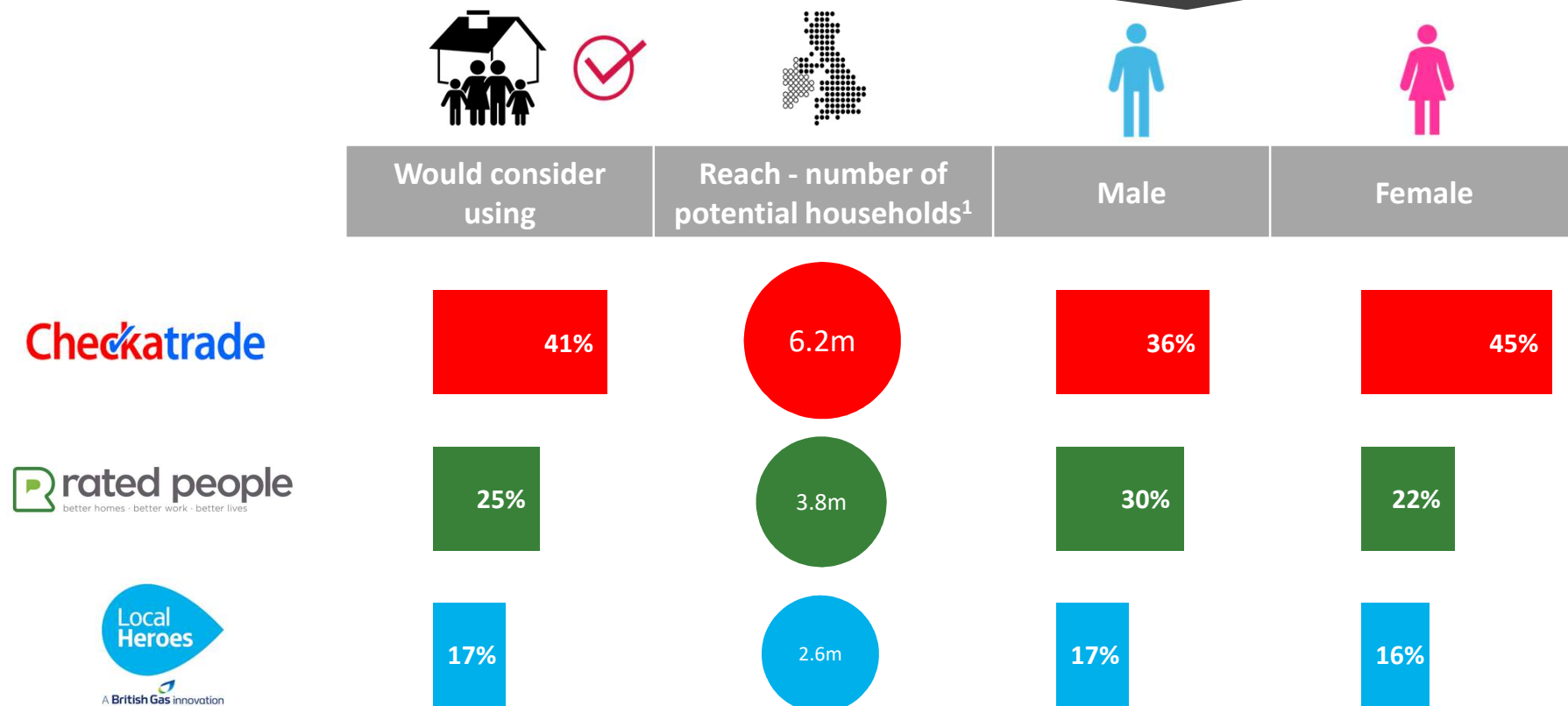
The **digital space** is evolving, as brands more typically associated with general ecommerce, enter the home services category. Will the free-to-access brands suffer as a consequence? Or will the whole digital category increase in size in the medium term?



Current brand consideration for trade search (full list)



Largest specialist trade directory brands



There is significant potential brand reach for trade directory brands, who position themselves in terms of trust, reach and convenience. How will this market change as other players push for market share – such as TrustATrader, or new entrants such as Verified by Expert Trades. Further research is also required to understand at which stage in the journey online directories become most important to consumers



Expert
Trades



Eureka!
ILLUMINATING RESEARCH



**Finding Tradespeople
- Retailer led offers**

The emergence of retailer-led online brands

amazon John Lewis

Companies such as Amazon and John Lewis have started providing a paid service that gives their customers access to a pool of vetted tradespeople and service providers.

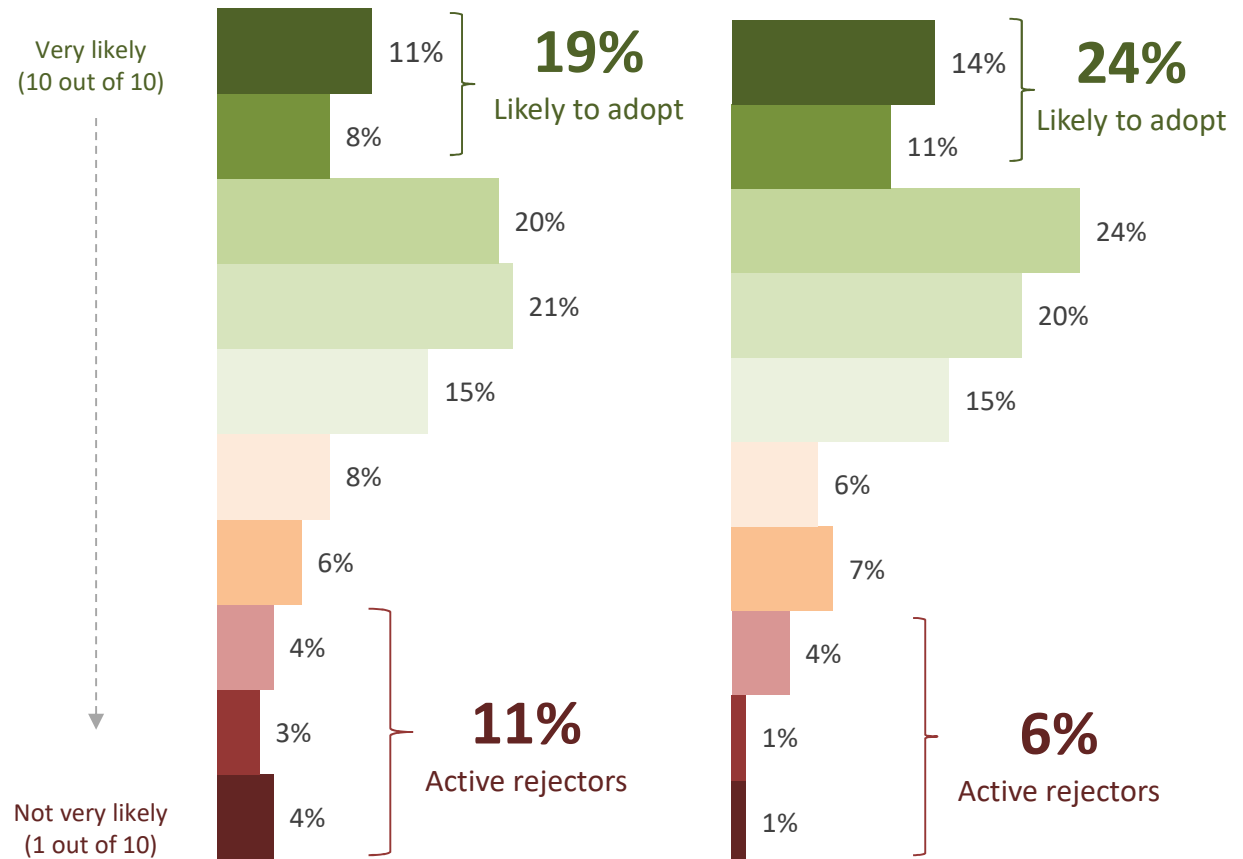
How likely are our homeowners to use such a service?



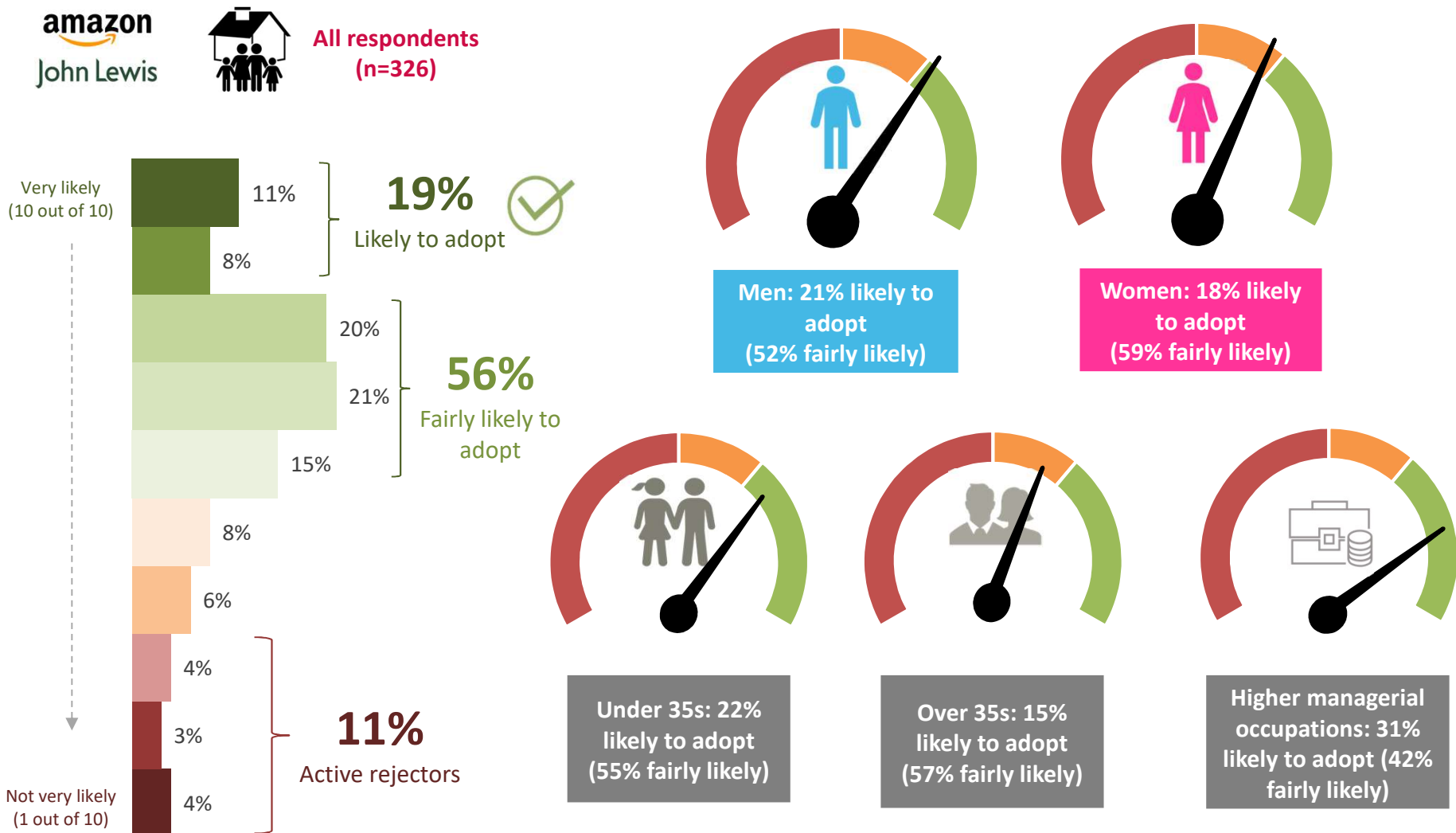
All respondents
(n=326)



Those already using
online directories
(n=123)



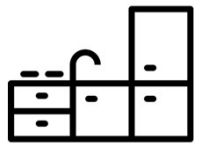
Who would be most likely to adopt the Amazon or John Lewis model?



Types of work most suited to retailer-led offer



Electrical work 45%



Kitchen fitting 38%



Plastering 37%



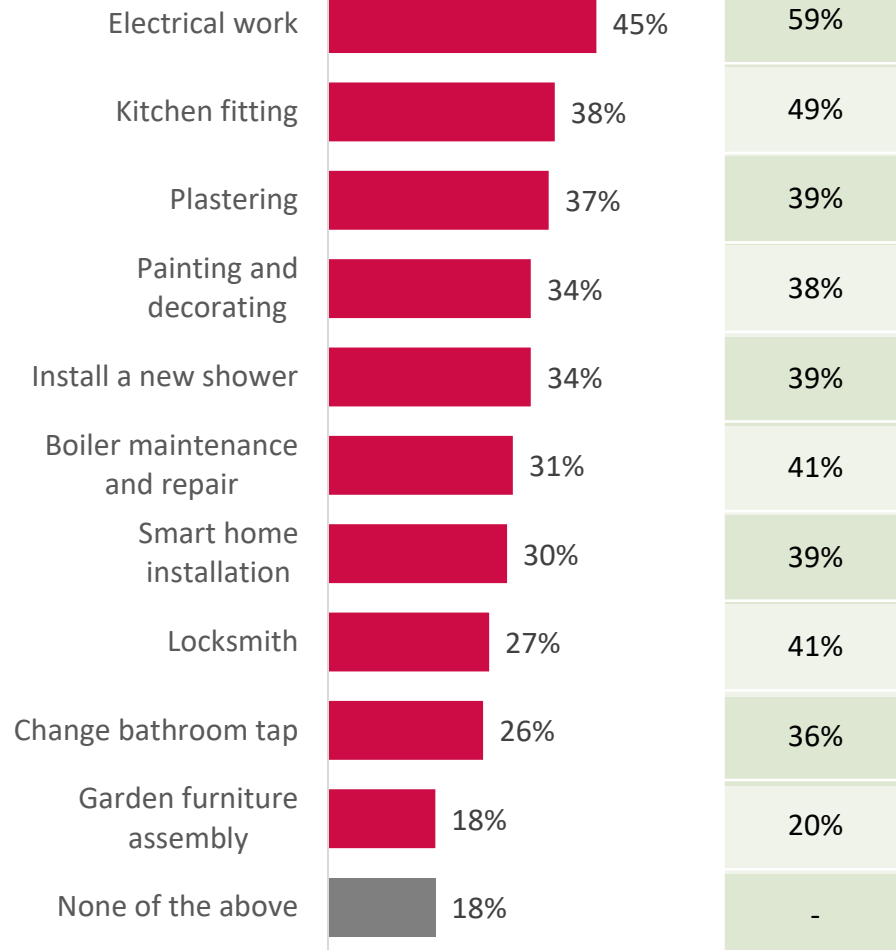
30% cite the installation of Smart Tech, rising to 34% in the younger age group and 36% in the highest professionals group. See our [Smart technology adoption report \(Spring 2018\)](#) for much more on this burgeoning sector!



All respondents
(n=326)



Those most
likely to
adopt (n=61)



Potential barriers to a retailer led service



Not knowing the tradesperson they send to install it

41%



It would be more expensive than the conventional route

39%

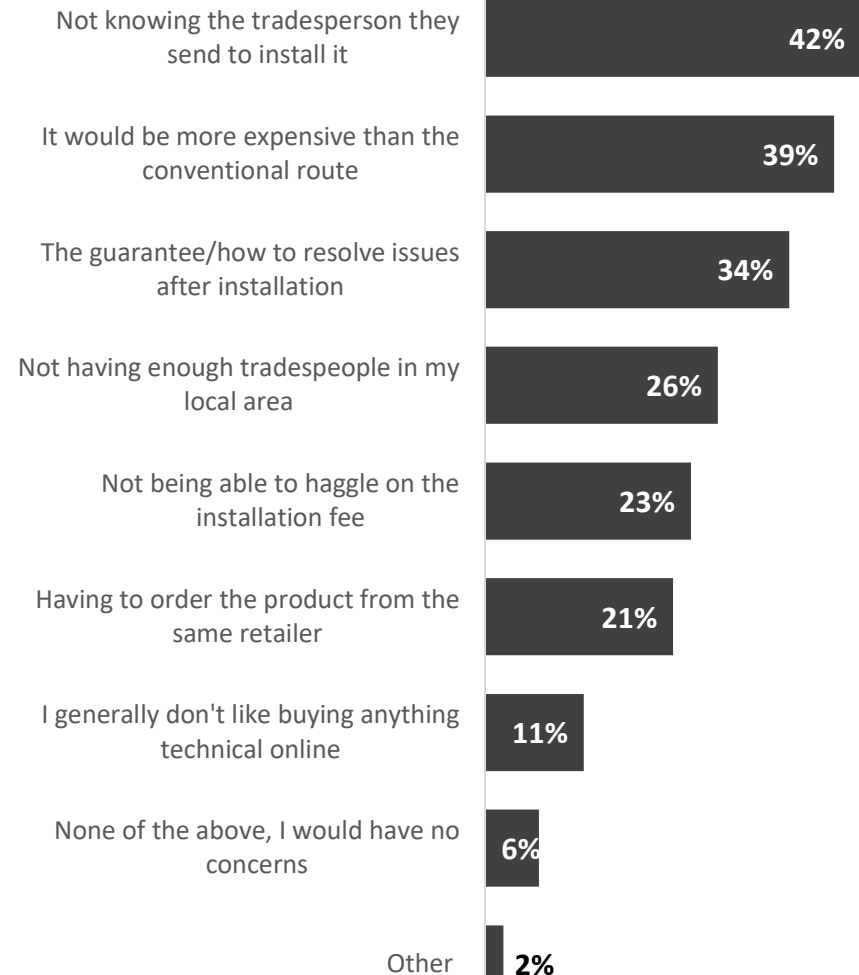


The guarantee/how to resolve issues after installation

29%



56% of those who reject the online route – say this is due to perception of it being more expensive



Key barriers for different consumer segments



	<i>Total</i>	Men	Women	Under 35s	Over 35s	Higher managerial	Intermediate managerial
Not knowing the tradesperson	42%	36%	46%	36%	48%	51%	45%
Would be more expensive	39%	27%	45%	39%	38%	27%	43%
Guarantee	34%	32%	36%	32%	36%	33%	30%
Insufficient tradespeople in area	26%	21%	29%	28%	24%	18%	34%
Not being able to haggle	23%	32%	18%	23%	23%	22%	26%
<i>Base:</i>	328	118	207	159	169	45	117



Lack of familiarity is a potential obstacle for many consumers, especially those in the more mature, higher managerial segment. Cost is more of a factor for female consumers, although men are more likely to say they would want to haggle



Eureka!

ILLUMINATING RESEARCH

Key reflections



Key findings for brands in this space

Implications for trade directory brands

Our results indicate that this is a fairly established route to market – around 4.8 million homeowners would currently use free-to-access online trade listings if they needed a tradesperson

Our results indicate that consumers are warm to eRetailers entering this space – around one in four homeowners appear to be particularly receptive to this proposition. The lucrative higher earning segment appear to be most likely to trial such a service

Lack of personal familiarity with the 'suggested' tradesperson and higher costs are the largest barriers – this could be a point of differentiation for brands looking to separate themselves from the crowd

Further research is needed to understand where online search comes in the sequence of consumer selection

Implications for installers

Reputation is key. Although the number of options at homeowners' disposal has never been greater, installers should keep in mind that word of mouth is still the most critical path for finding a trade – 61% ask friends and family directly, 33% ask their network on social media

Installers need to manage their online reputation and presence. Although the days of Yellow Pages are (almost) gone, they need to ask themselves whether they should be part of the new era of specialised online directories – one third of homeowners would currently use this, and we expect this proportion to increase

Consumers have most appetite to find electricians, kitchen fitters and plasterers through online services

Knowing which online directory to invest in is potentially becoming a minefield. Checkatrade are currently market leaders but the landscape is changing quickly as new players enter the category. Closely monitoring audience reach and best brand fit with your own business offer will be key



Contact Eureka!

Richard & Dave (Directors and founders of **Eureka! Research**) focus on the home improvement sector, specifically including the kitchens and bathrooms sector and merchant and retail distribution channels.

We use both traditional and cutting-edge research methodologies to get closer to what consumers, tradespeople or retailers think about the market and new product.

Other **recent Eureka! reports** that you might be interested in (get in contact and we will point you in the right direction):



Smart technology adoption (Spring 2018)



Online boiler purchasing (Winter 2017/18)



www.eurekaresearch.co.uk

0121 679 5465/ 07501 519155

richard@eurekaresearch.co.uk

dave@eurekaresearch.co.uk

Twitter @eurekaMR

Press enquiries:
hello@eurekaresearch.co.uk

