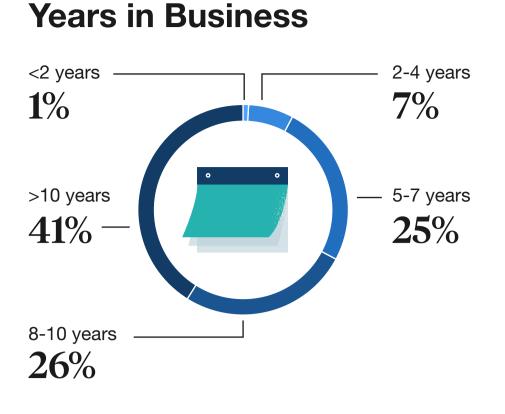
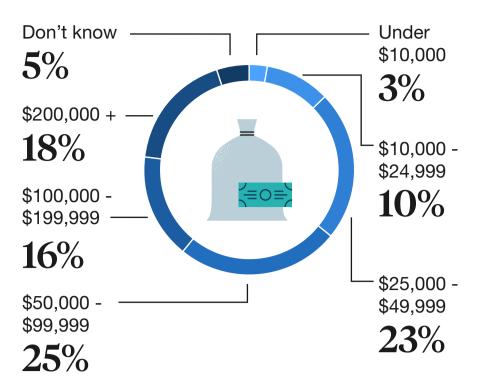
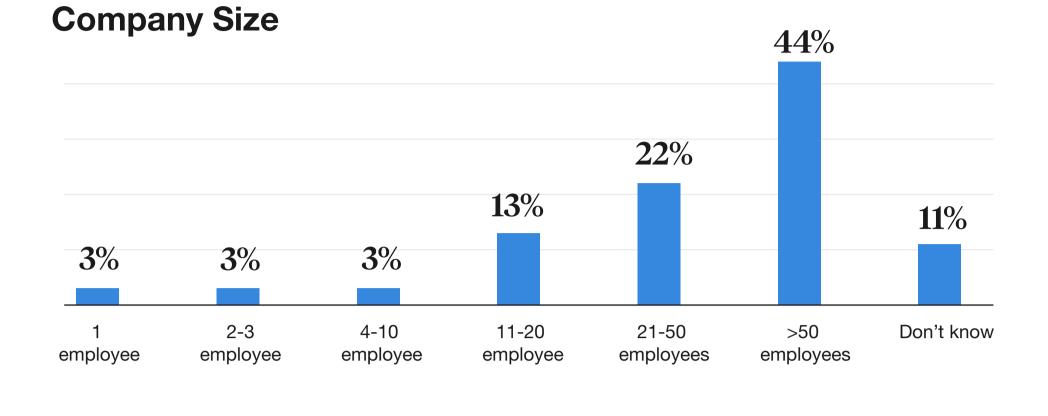
2021 Building Products Customer Guide to **Architects** & **Designers**

We surveyed 150 architects, designers and engineers from across the United States about their purchasing and buying behaviors throughout the past year. The A&D community members included in the survey all have direct decision-making authority or influence on the building products purchased for their projects.



Average Cost of Project









Single Family vs. Multifamily Projects



Purchase Channels

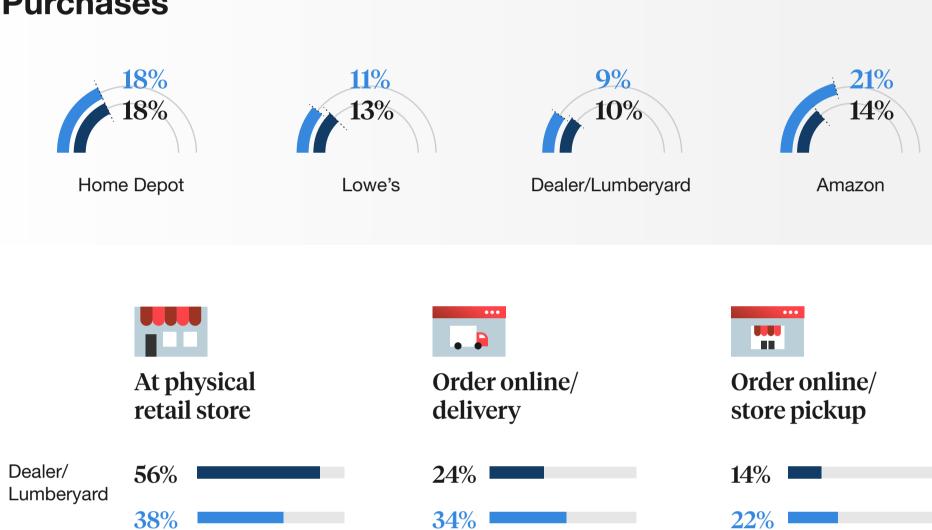
Current Day

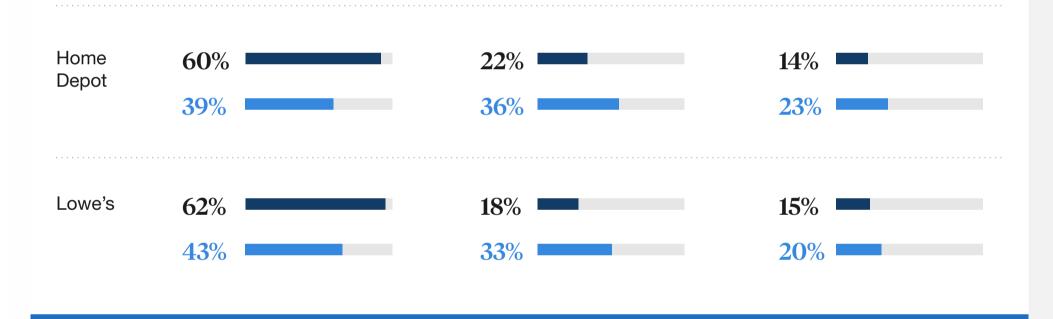
Compared to pre-pandemic purchase behaviors, architects and designers have started purchasing more online. Amazon purchases increased from **14% to 21%** while in-store sales declined at physical retail stores. However, these stores did see an increase in their buy online, store pick-up and delivery options.



Purchases

Pre-Pandemic





This shift to online purchasing is here to stay.

of design professionals expect building product suppliers to offer **online ordering** going forward.

Purchase Behaviors

81%

Availability was the driving force behind architects and designers making a change in brands and retailers.

When asked why,



tried a new retailer because they had what they needed in stock.



Tried a New Retailer During the Pandemic

Yes 35% No **65%**

Brand Selection and Expectations

39% of design pros used a building product or brand for the first time during the pandemic and most liked it better.

When asked why they made a switch,



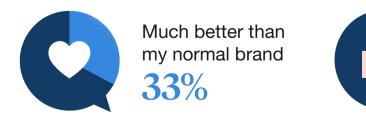
indicated their usual/preferred brand was out of stock and the new brand was readily available.



Tried a New Brand



New Brand vs. Old Brand





Somewhat better **31%**

Brand Discovery

Online advertising and digital marketing was the number one driver for architects and designers finding new brands and products.



How New Brands Were Discovered

Online ad

59%

Supplier or retail website

55%

Brand's website



Social media

33%

Social Media Platforms Used to Research Products

YouTube	71%
F Facebook	69%
O Instagram	67%
in LinkedIn	36%

