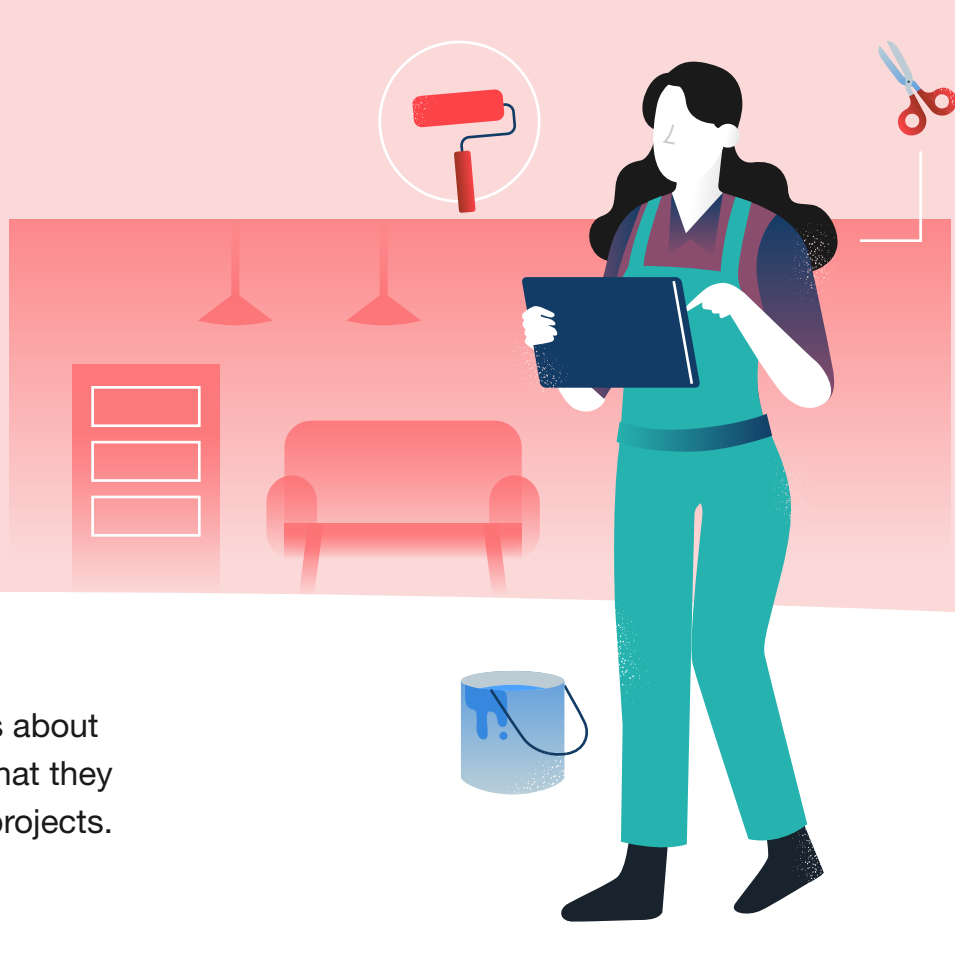
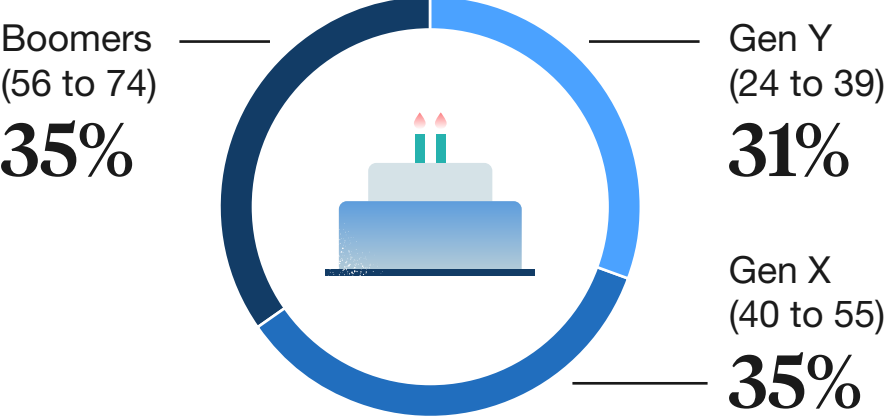


# 2021 Building Products Customer Guide to DIYers

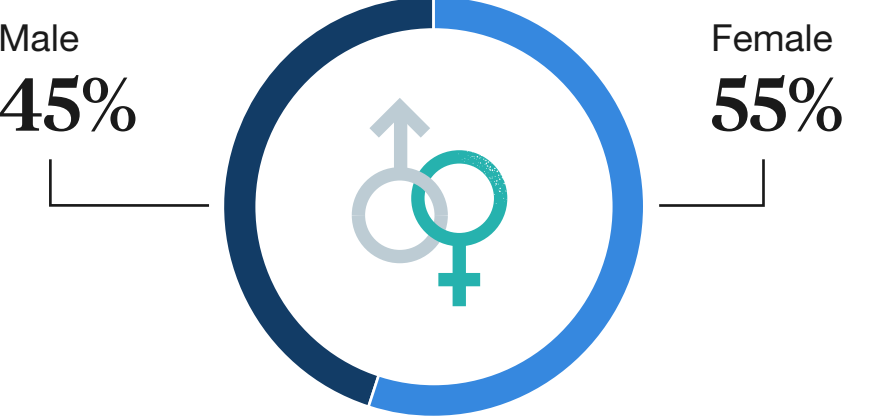
We surveyed just over 1,000 DIYers from across the United States about their buying behaviors over the past year. All respondents noted that they have decision-making influence on products purchased for their projects.



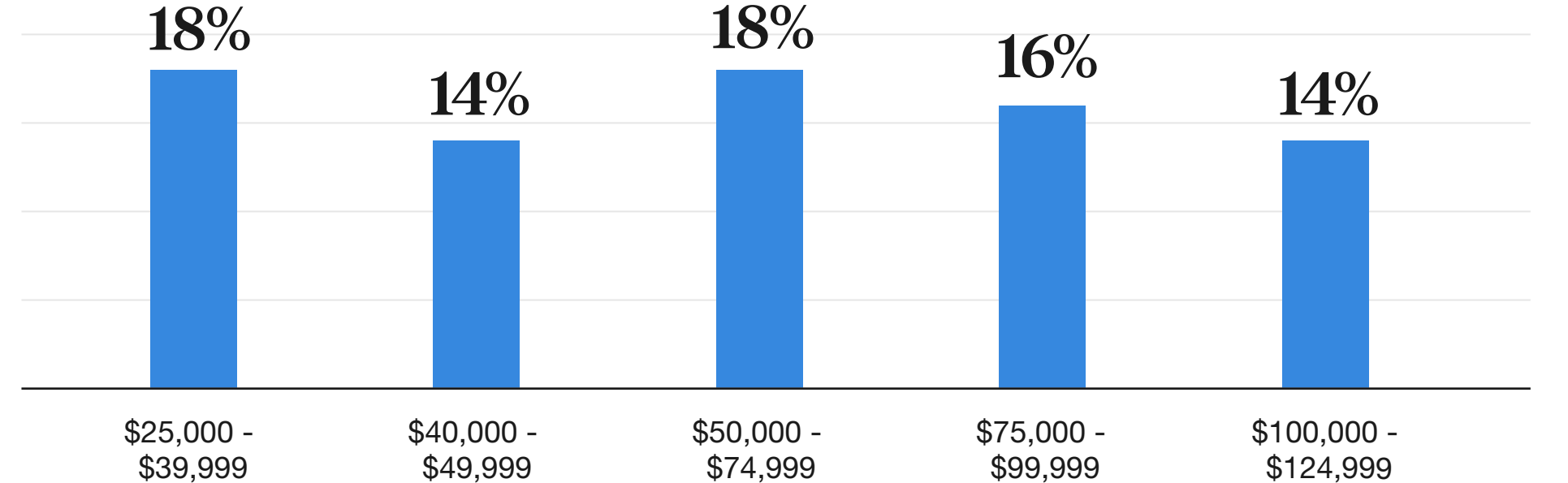
## Age



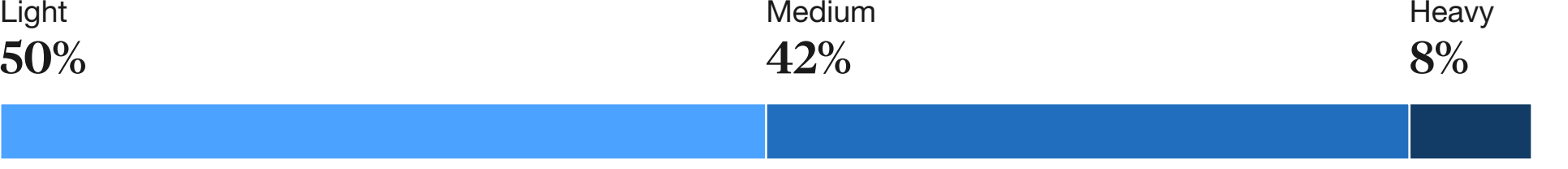
## Gender



## Household Income (Before Taxes)



## Amount of DIY Experience



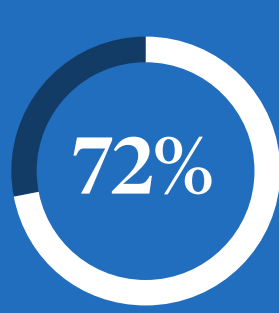
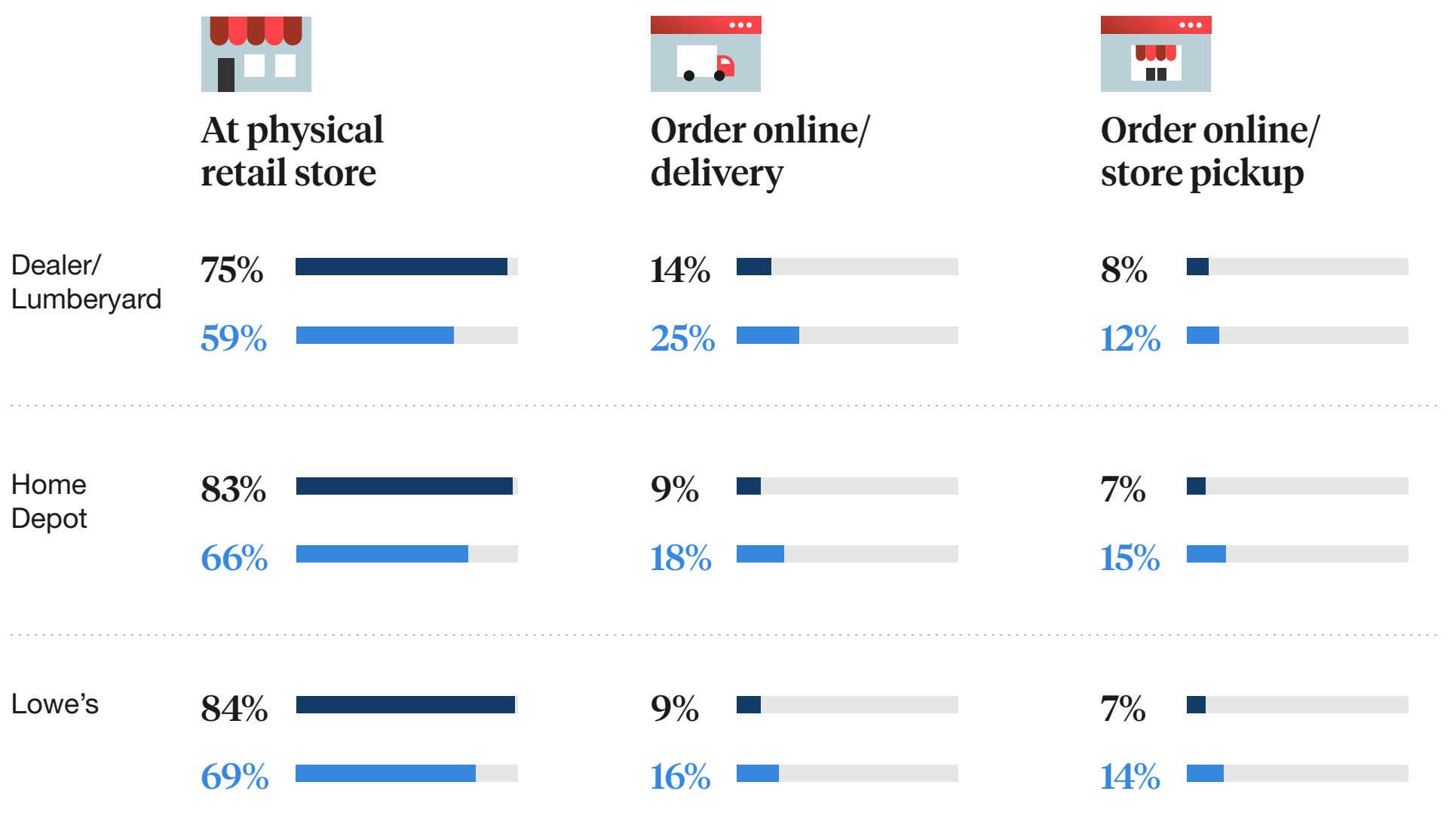
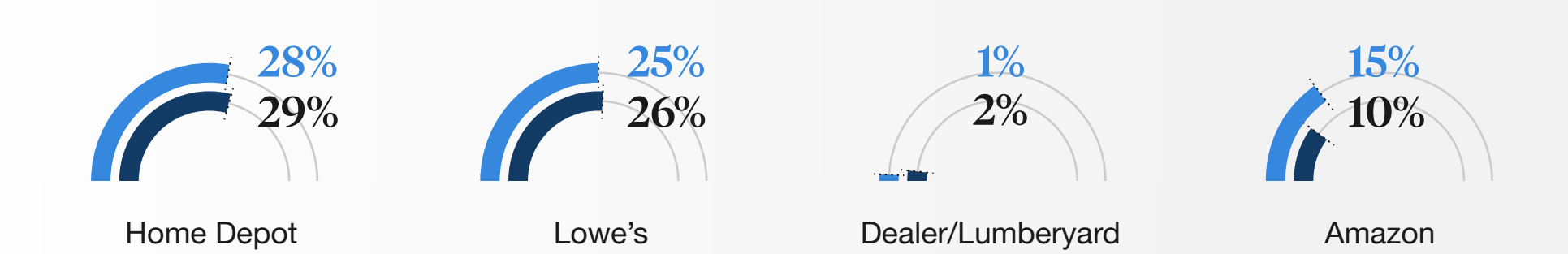
## Purchase Channels

Compared to pre-pandemic standards, DIYer purchase behaviors haven't shifted dramatically, but some have started purchasing more online. Amazon purchases increased from **10% to 15%**. 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.



■ Pre-Pandemic ■ Current Day

## Purchases



This shift to online purchasing is here to stay. **72%** of DIYers expect building product suppliers to make **online ordering** an option.

## Purchase Behaviors

The DIYers we surveyed said that they make purchases based on availability — they purchase from the suppliers who have the products and services they want, when they want them.



When those DIYers were asked why,



## Tried a New Retailer During the Pandemic

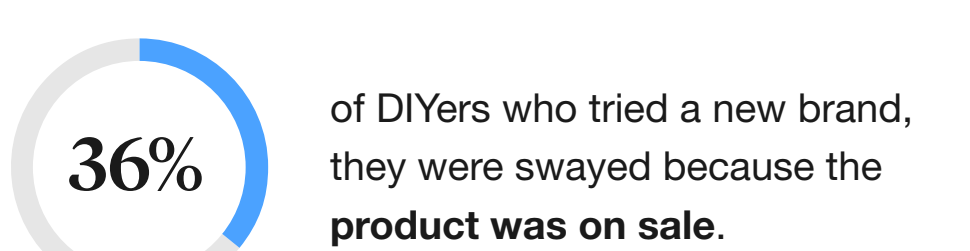
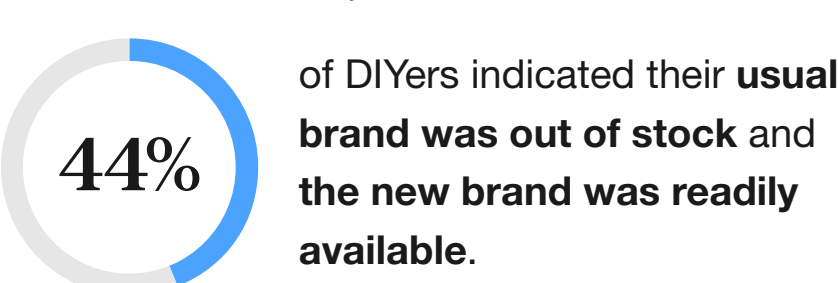


## Brand Selection and Expectations

20% of DIYers indicated they used a home improvement brand for the first time during the pandemic.



When asked why,



## Tried a New Brand

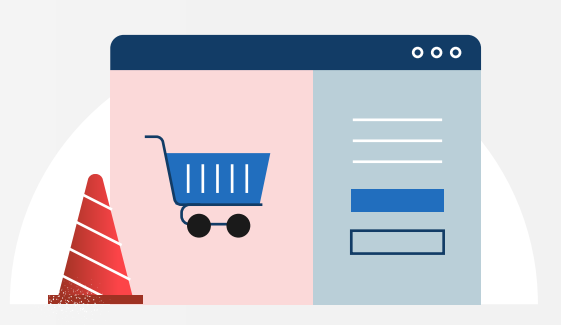


## New Brand vs. Old Brand



## Brand Discovery

A combination of retailer sites, brand websites and social media led DIYers to the discovery of new brands, but some of them found new brands while shopping in the store.



## How New Brands Were Discovered



## Social Media Platforms Used to Research Products

