

# Manufacturer Website Research

Thursday, November 12, 2020

# 237

Total Responses

Date Created: Friday, March 13, 2020

Complete Responses: 236

# Q1: Which size screen do you use for your design ideas and specification product research?

Answered: 236 Skipped: 1

	ALMOST NEVER	SELDOM	SOMETIMES	USUALLY	TOTAL
Computer - Desktop or Portable	0.00% 0	0.00% 0	0.42% 1	99.58% 235	236
Smart Phone - iPhone or Android	52.43% 108	25.73% 53	19.90% 41	1.94% 4	206
Tablet - iPad or other	59.80% 122	18.14% 37	20.59% 42	1.47% 3	204
Binders or other printed materials	0.00% 0	0.00% 0	100.00% 1	0.00% 0	1

## Q2: Which resources are used to select and evaluate products to incorporate into your design ideas and specifications?

Answered: 237 Skipped: 0

	ALMOST NEVER	SELDOM	SOMETIMES	USUALLY	TOTAL
Advertising - print and Internet	22.84% 53	42.24% 98	28.45% 66	6.47% 15	232
Prior experience with product/manufacturer	0.00% 0	1.27% 3	28.39% 67	70.34% 166	236
Local representative Input	2.54% 6	5.08% 12	52.54% 124	39.83% 94	236
Internet research	0.00% 0	2.59% 6	26.72% 62	70.69% 164	232
Existing specification (office or master specification system)	2.99% 7	7.26% 17	35.47% 83	54.27% 127	234
Ask other specifiers	12.93% 30	24.57% 57	53.45% 124	9.05% 21	232
Manufacturer email newsletters	24.45% 56	41.92% 96	31.88% 73	1.75% 4	229
Trade shows - national and local	14.91% 34	28.95% 66	47.37% 108	8.77% 20	228
Client/Facility Manager	13.60% 31	29.82% 68	46.49% 106	10.09% 23	228
Lunch and Learns	9.61% 22	16.16% 37	61.14% 140	13.10% 30	229
Internet Forums and Blogs	29.39% 67	32.46% 74	34.65% 79	3.51% 8	228

### Q3: Which Social Media do you use for for new product introductions and product research?

Answered: 232 Skipped: 5

	ALMOST NEVER	SELDOM	SOMETIMES	USUALLY	TOTAL RESPONDENTS
LinkedIn	62.93% 146	18.10% 42	12.50% 29	6.47% 15	232
Facebook	90.04% 208	6.06% 14	3.03% 7	0.87% 2	231
Twitter	91.27% 209	5.24% 12	2.62% 6	0.87% 2	229

## Q4: Where do you start your Internet research?

Answered: 236 Skipped: 1

	ALMOST NEVER	SELDOM	SOMETIMES	USUALLY	TOTAL
Google or other Search Engine	0.86% 2	3.02% 7	25.43% 59	70.69% 164	232
Sweets	65.42% 140	18.69% 40	12.62% 27	3.27% 7	214
ARCAT	39.27% 86	28.31% 62	26.03% 57	6.39% 14	219
MasterSpec	29.15% 65	19.28% 43	30.49% 68	21.08% 47	223
BSDSpeclink	70.18% 153	12.39% 27	12.84% 28	4.59% 10	218
Know or Guess website address	0.00% 0	0.00% 0	0.00% 0	100.00% 1	1
4specs	29.78% 67	10.67% 24	24.44% 55	35.11% 79	225

## Q5: What do you want to find on the manufacturer's website?

Answered: 235 Skipped: 2

	ALMOST NEVER	SELDOM	SOMETIMES	USUALLY	TOTAL RESPONDENTS
CSI formatted specifications	2.14% 5	5.13% 12	22.22% 52	70.51% 165	234
CAD details	23.77% 53	13.00% 29	33.18% 74	30.49% 68	223
BIM objects	38.29% 85	14.41% 32	24.32% 54	23.42% 52	222
Continuing Ed courses	18.22% 41	33.33% 75	38.22% 86	10.22% 23	225
Product data sheets	0.85% 2	0.85% 2	8.09% 19	90.21% 212	235
Product selection guide	0.43% 1	3.42% 8	31.20% 73	65.81% 154	234

## Q6: Help us understand your role in the design process

Answered: 237 Skipped: 0

ANSWER CHOICES	RESPONSES	
Project architect/Project Manager	39.66%	94
Design team member	4.22%	10
Full time specifier (including SCIP)	48.95%	116
Other (please specify)	7.17%	17
TOTAL		237



## Q7: What is your age?

Answered: 235 Skipped: 2

ANSWER CHOICES	RESPONSES	
Under 34	5.11%	12
35-44	7.66%	18
45-54	18.30%	43
55-64	29.36%	69
65+	39.57%	93
TOTAL		235