



# AIBD DATABASE DEVELOPMENT REPORT



PREPARED FOR:

Steve Mickley

August 2020

**A | I** American Institute  
**B | D** of Building Design



# BACKGROUND RESEARCH APPROACH AND METHODOLOGY

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# Research Approach



## WHAT?

Online **5-minute**  
quantitative **survey**



## WHEN?

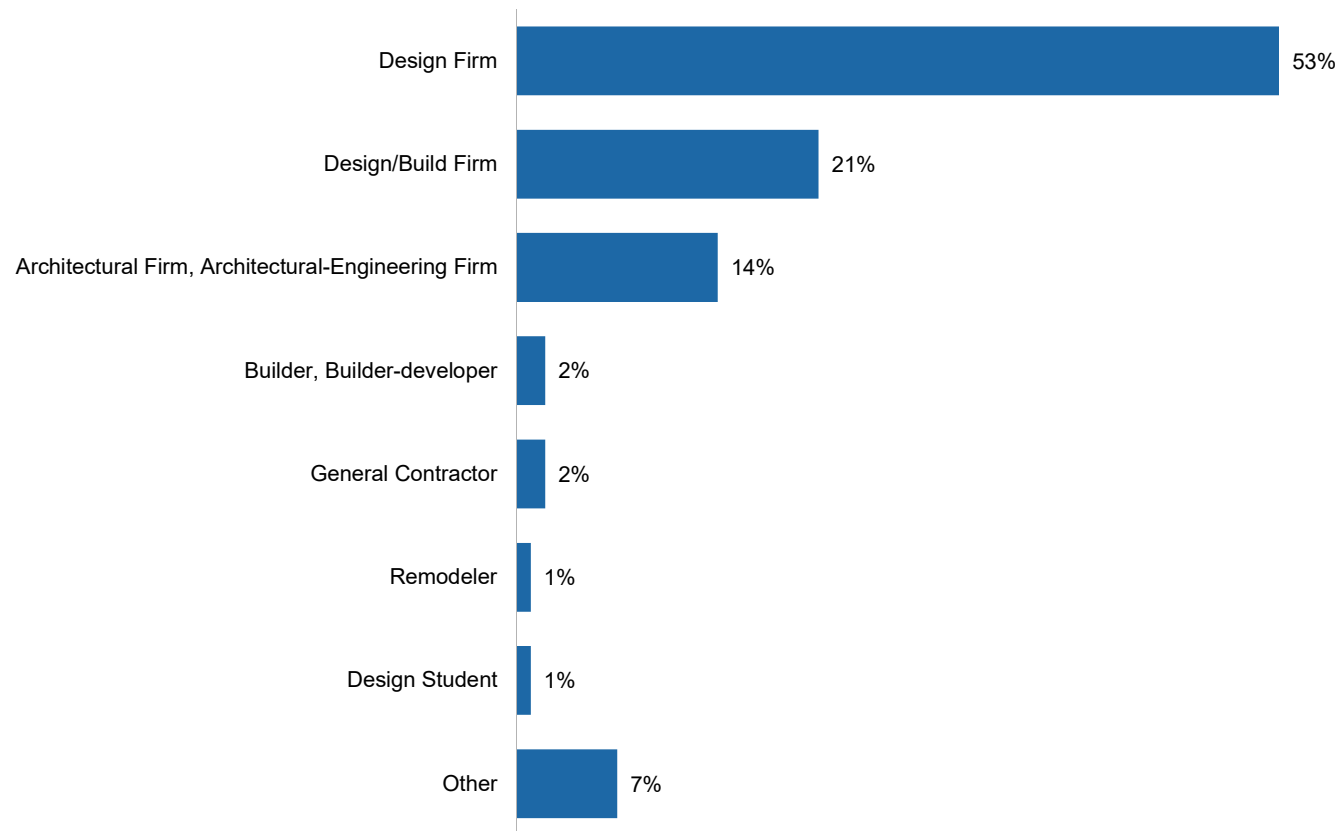
Completed between  
**July 30 to August 24, 2020**



## WHO?

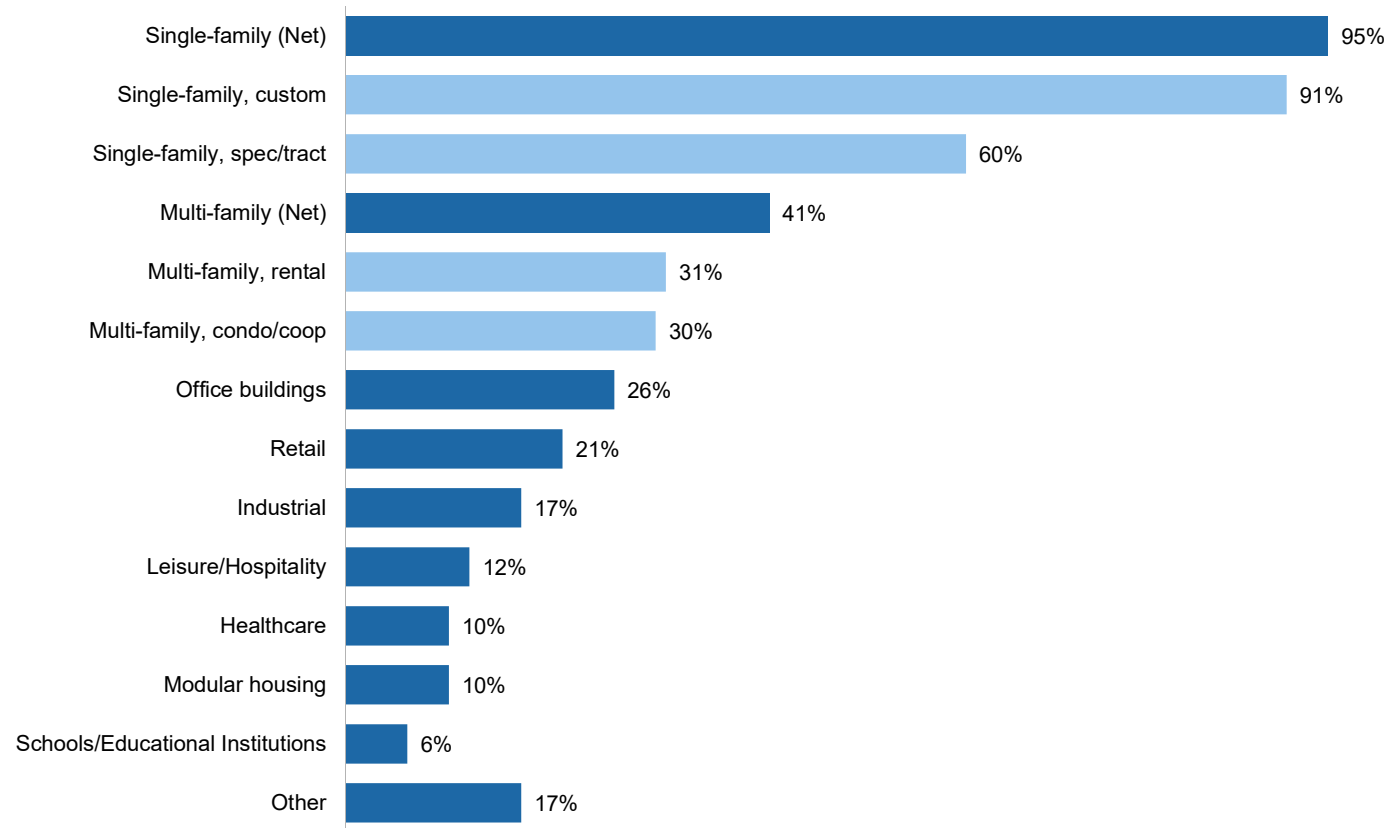
- Trifecta sent survey to **8541 Designers** (from an internal list provided by AIBD)
- Respondent incentive: sweepstakes to get 1 of 3 **\$100.00 Amazon gift cards**
- **443 completed surveys** (5% response rate)

## Current Profession

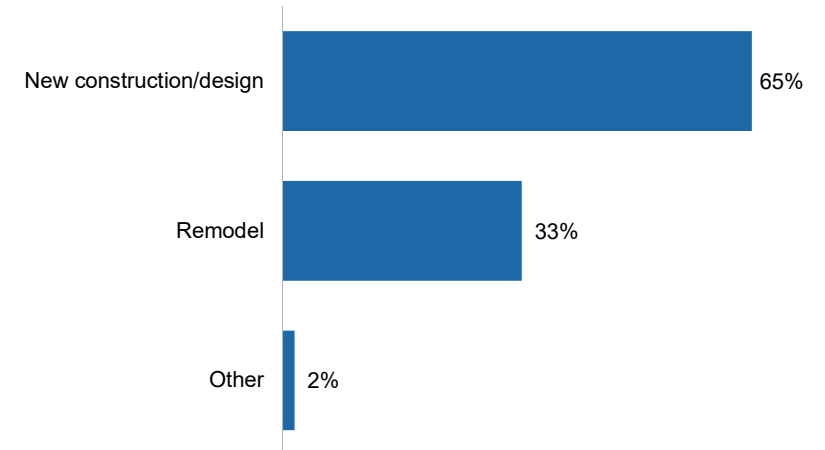
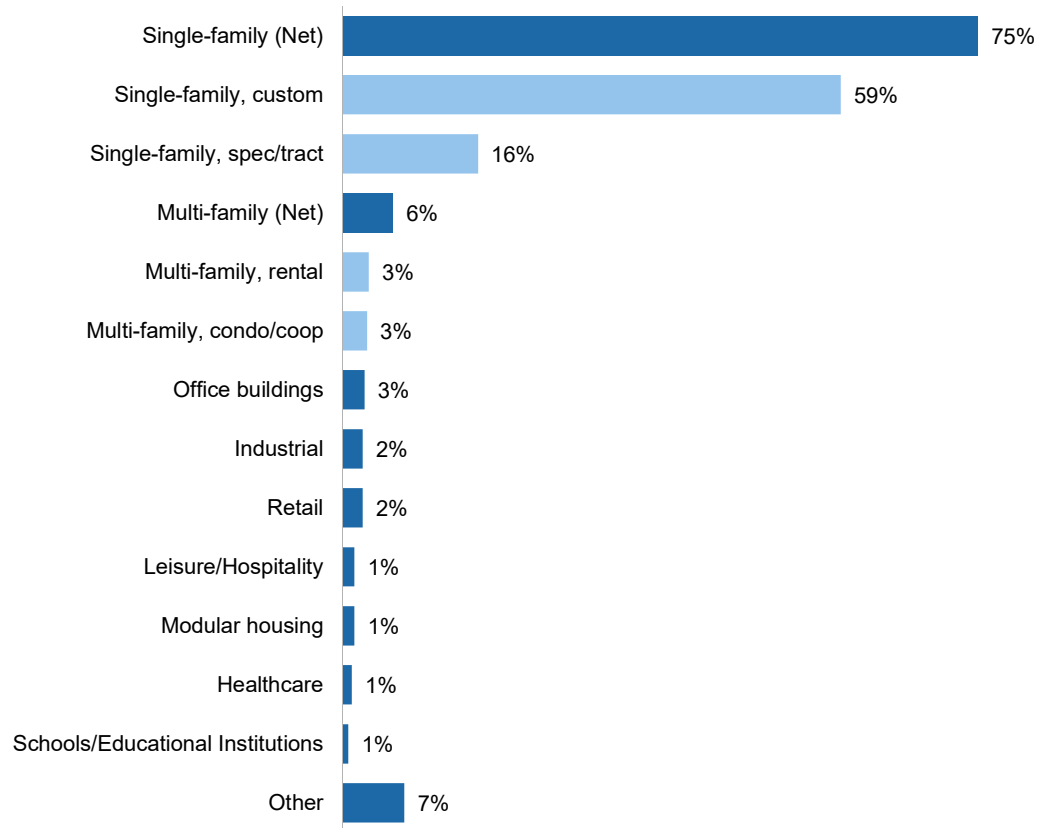


Q1. Which best describes the company where you are currently working?  
BASE: Total Respondents (N=443)

## Types of Projects



## Mean % of Projects

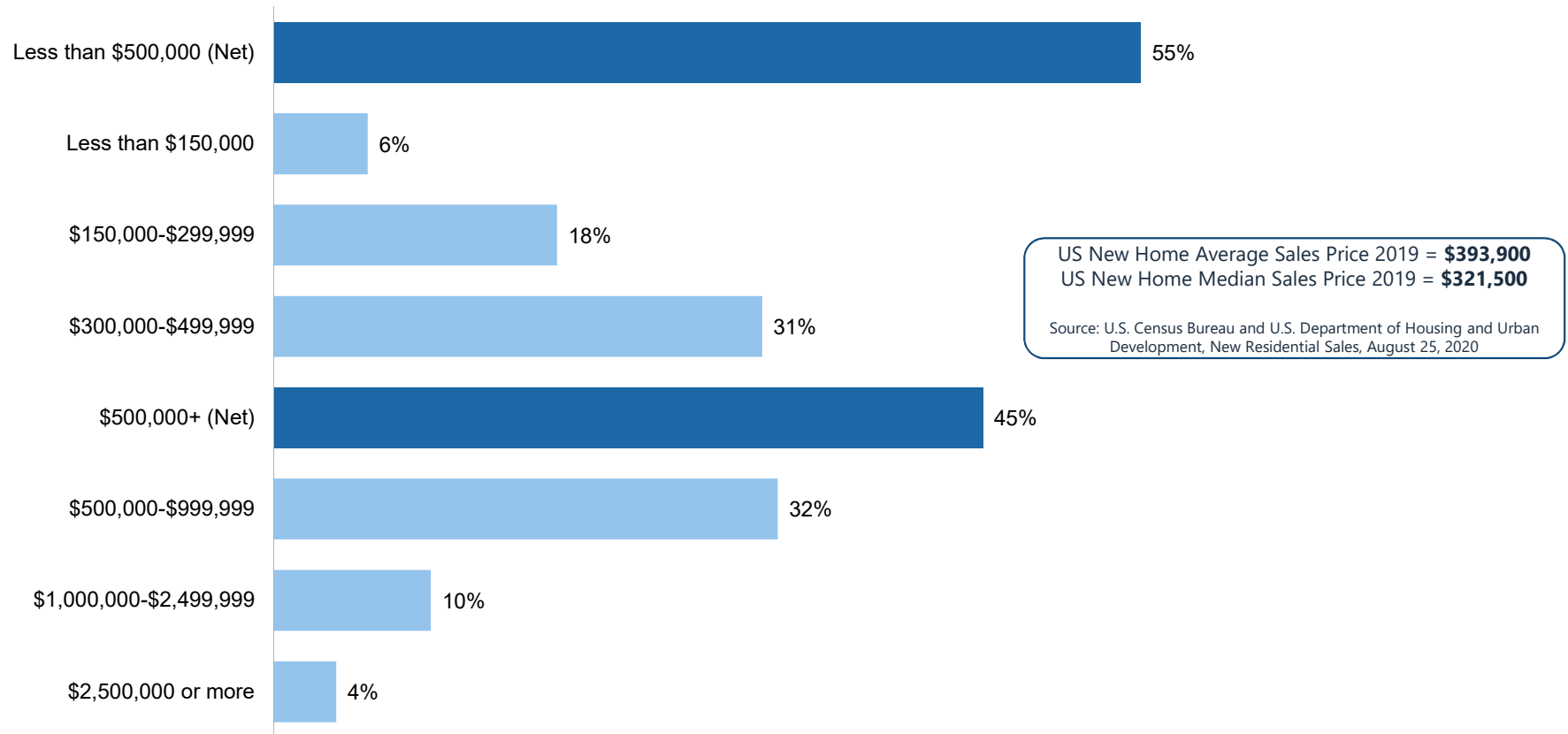


Q3. Typically, what percentage of your company's business falls into each category? Please consider both new construction/design and remodeling projects.

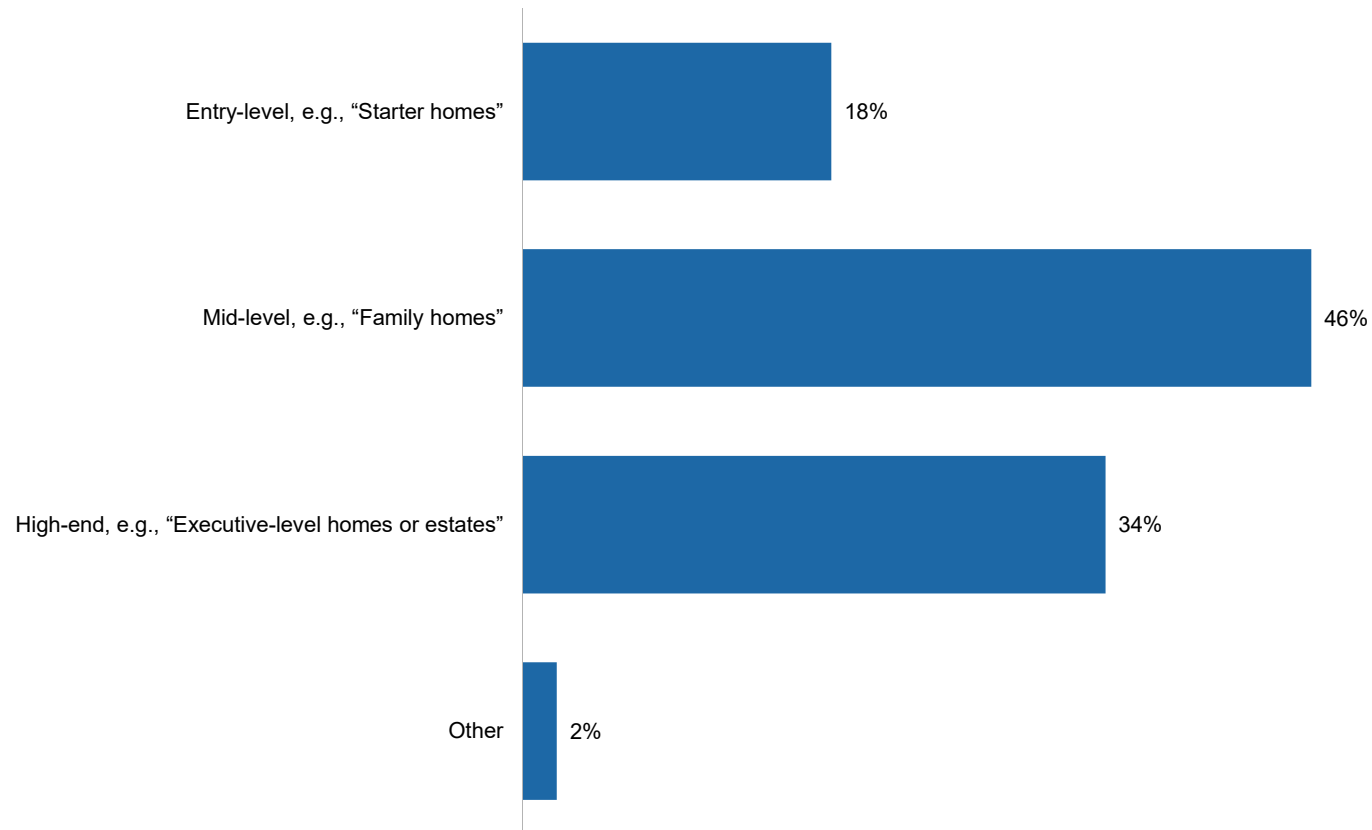
Q4. Typically, what percentage of your company's business falls into each category?

BASE: Currently working in the design field (N=439)

## Average Sale Price of Residential Units Sold: Past 12 Months



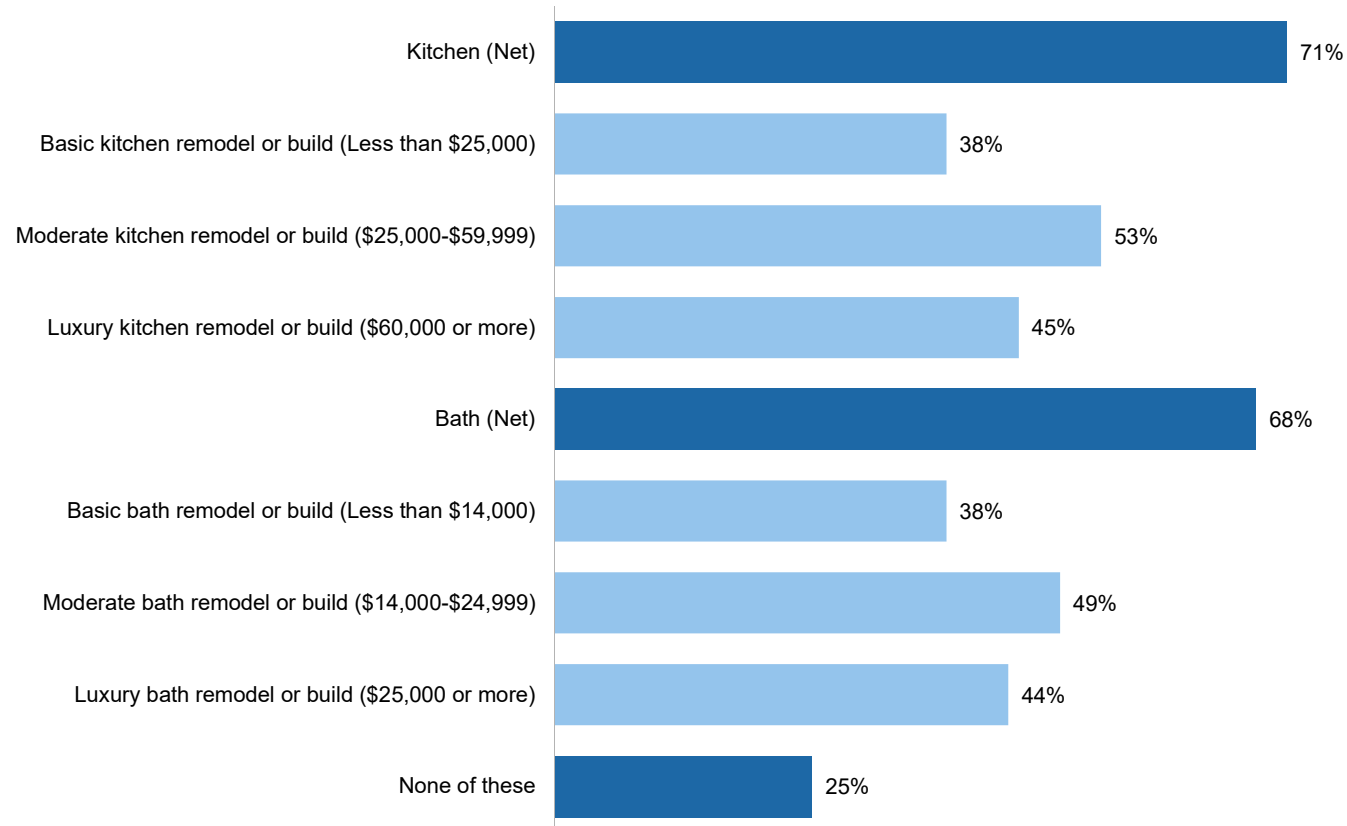
## Types of Residential Projects



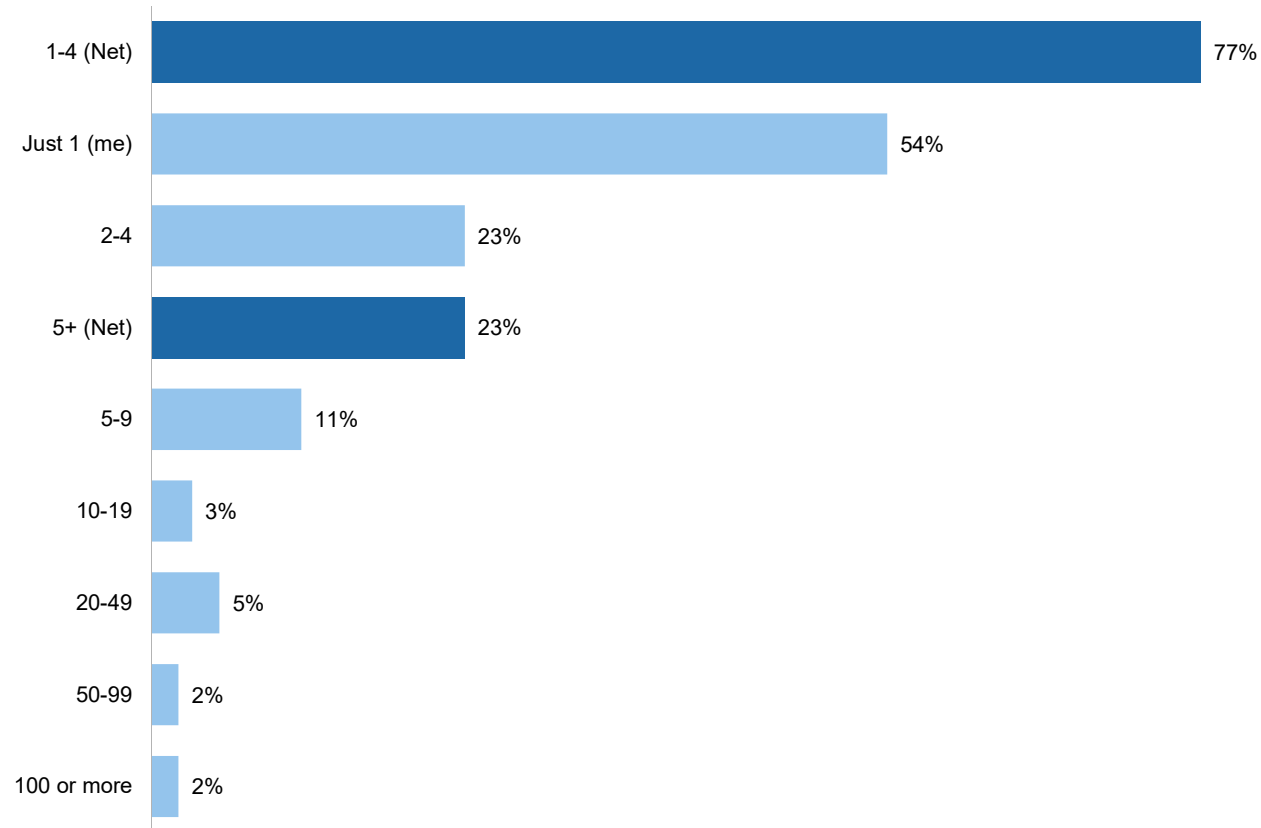
Q6. Again, considering residential projects your company does, about what percent of projects fall into each category?  
BASE: Currently working in the design field on new residential projects (N=396)



## Projects Worked: Past Year

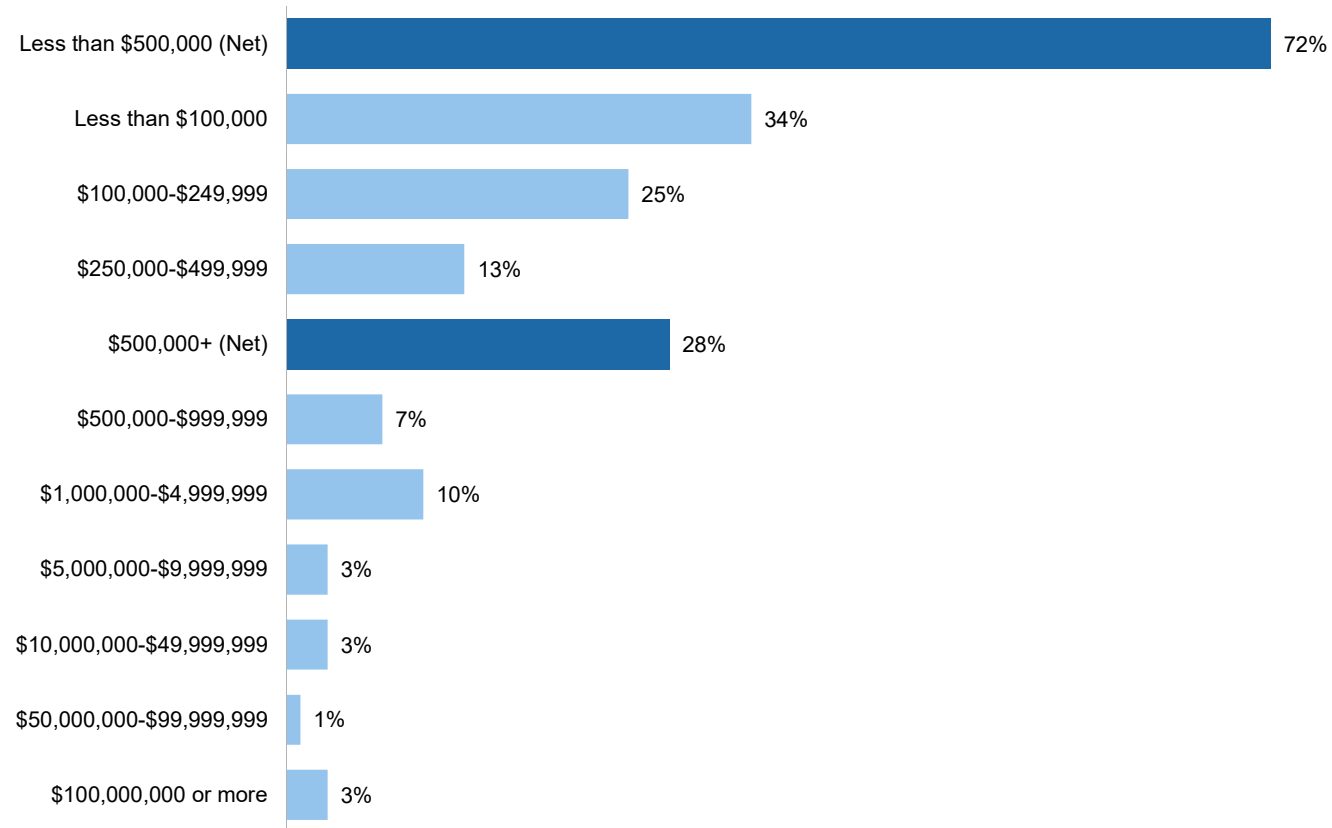


## Full-time Employees

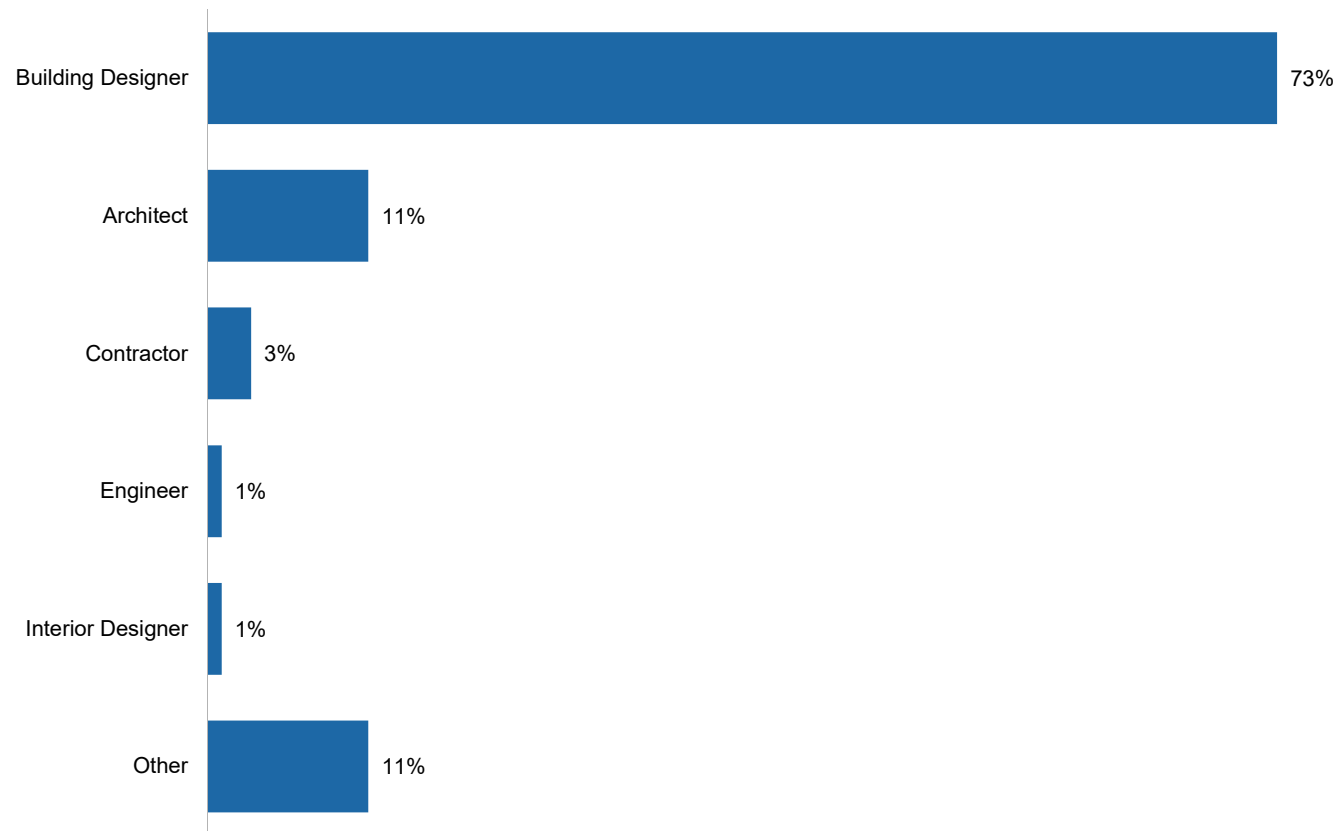


Q8. Typically, how many full-time employees are there in the company you work for?  
BASE: Currently working in the design field (N=439)

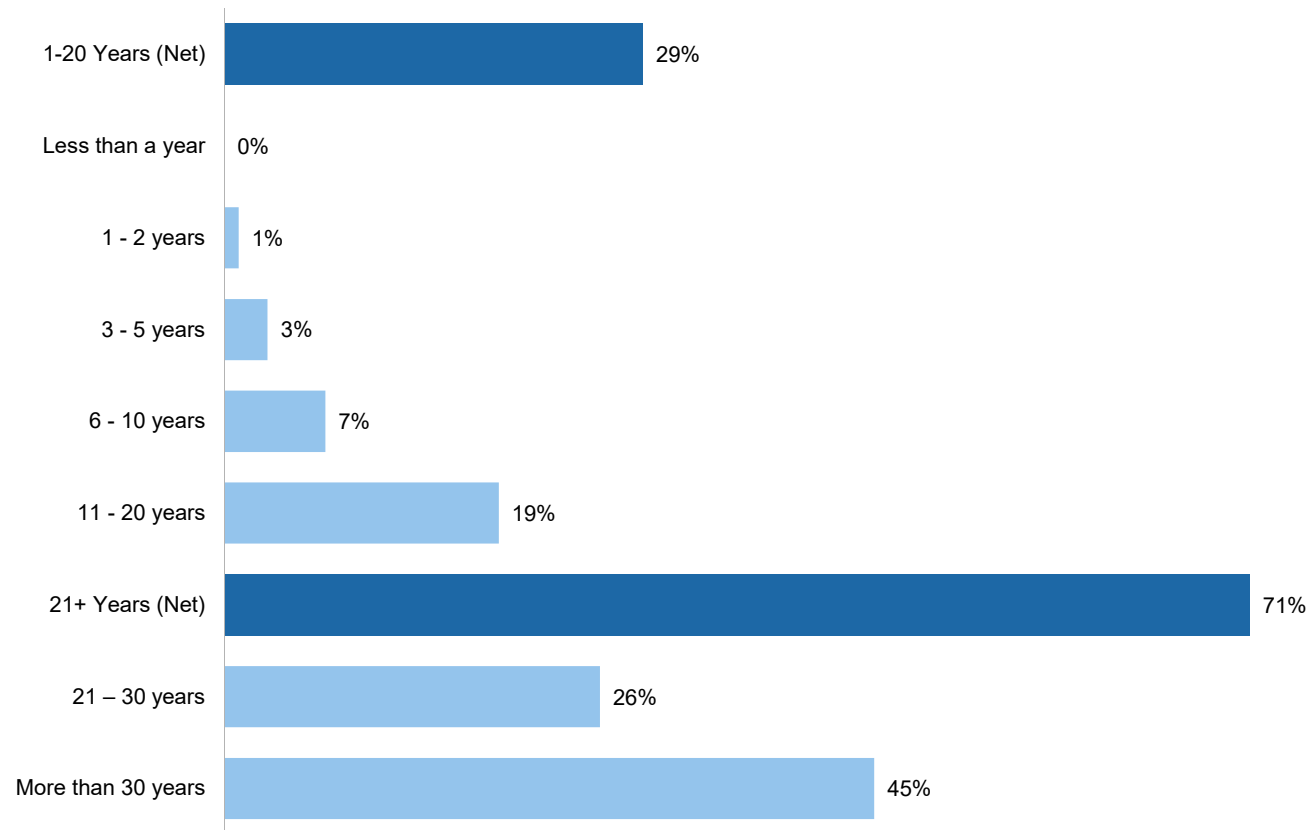
## Annual Revenue



## Job Function

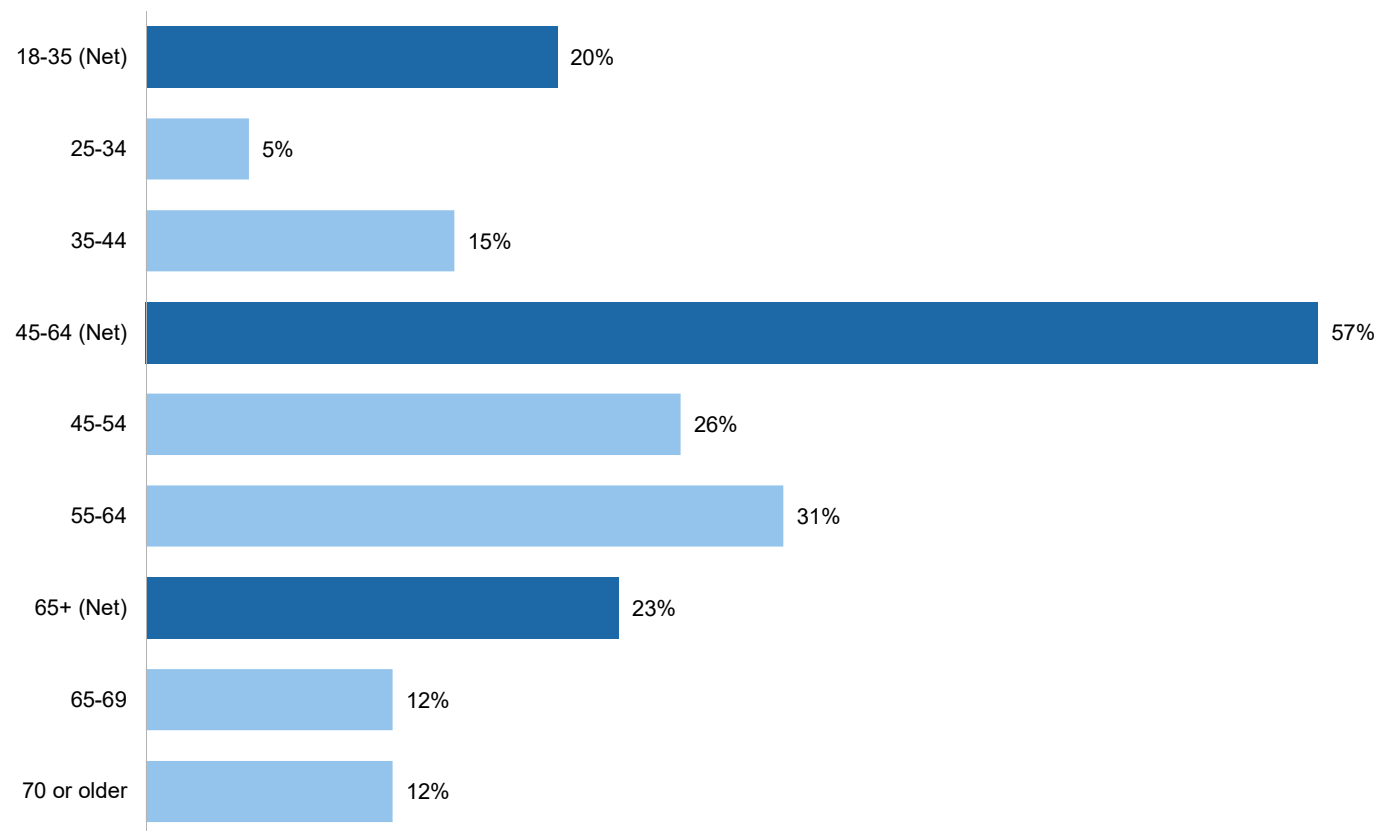


## Length of Time Worked in Profession



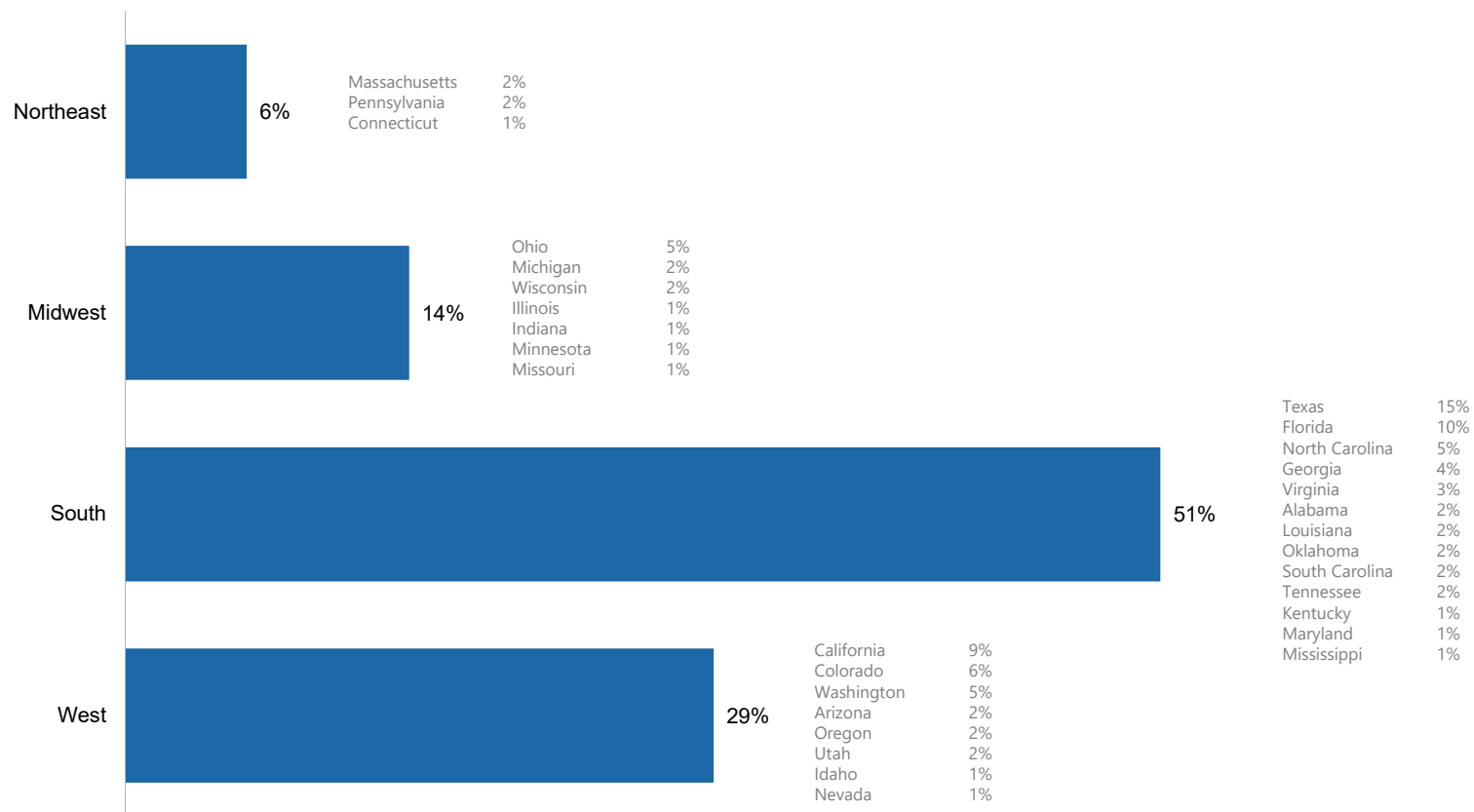
Q11. How long have you worked in your profession?  
BASE: Currently working in the design field (N=439)

# Age



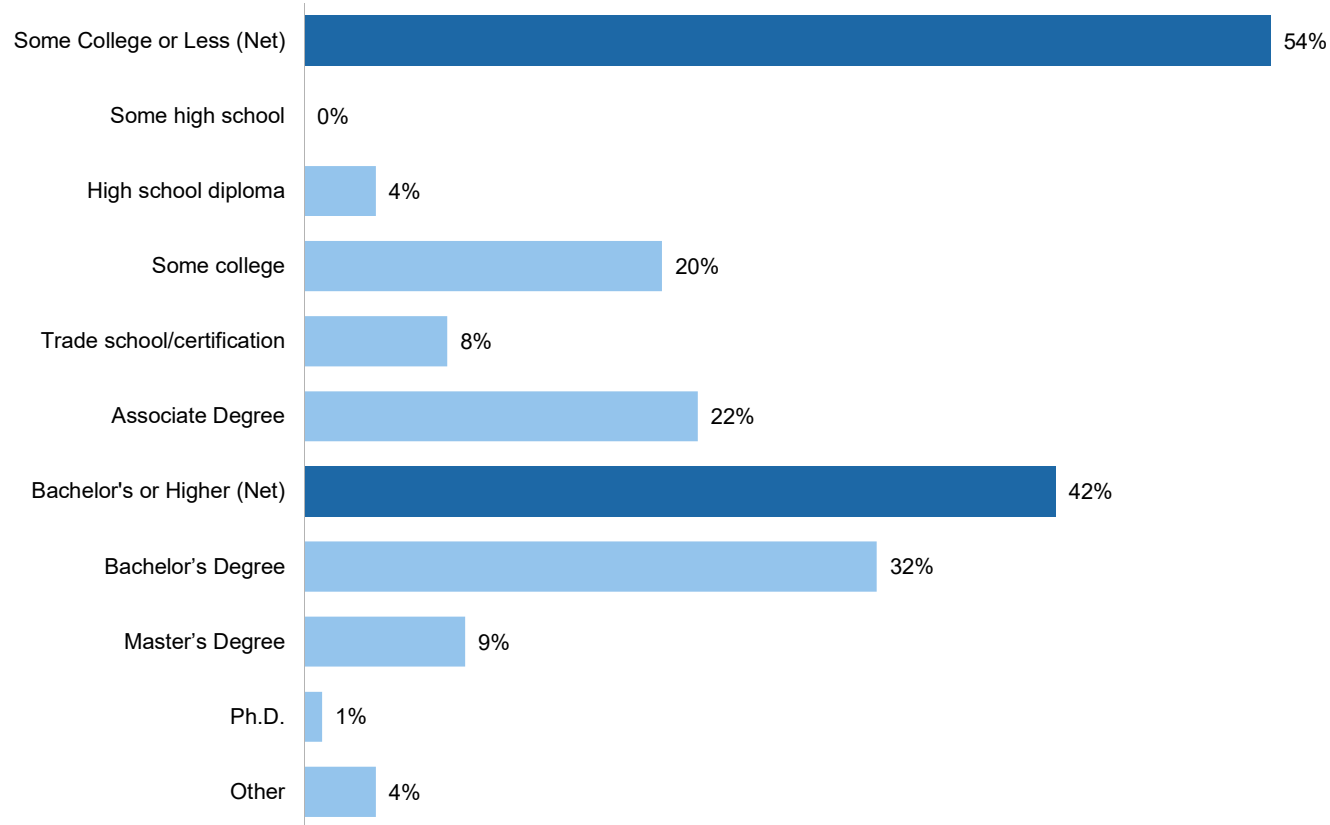
Q1. In which of these groups does your age fall?  
BASE: Total Respondents (N=443)

# Region



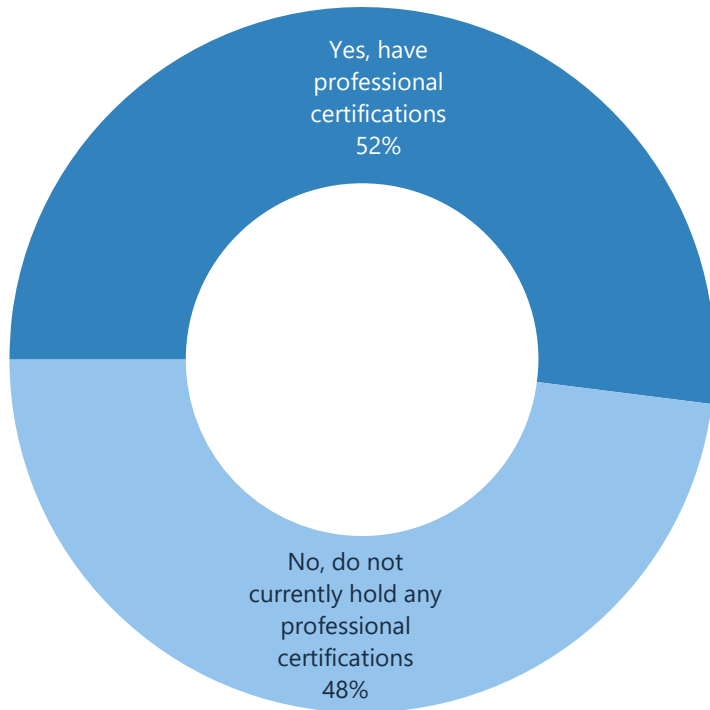
Q13. Please indicate in which state you reside.  
BASE: Total Respondents (N=443)

## Education





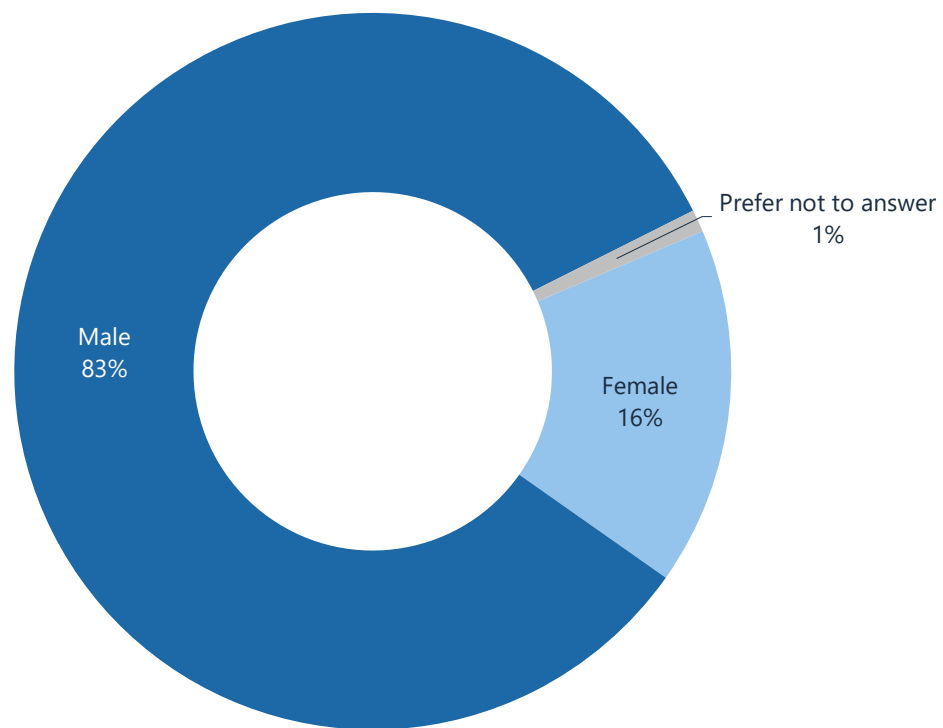
## Professional Certifications



8% AIBD

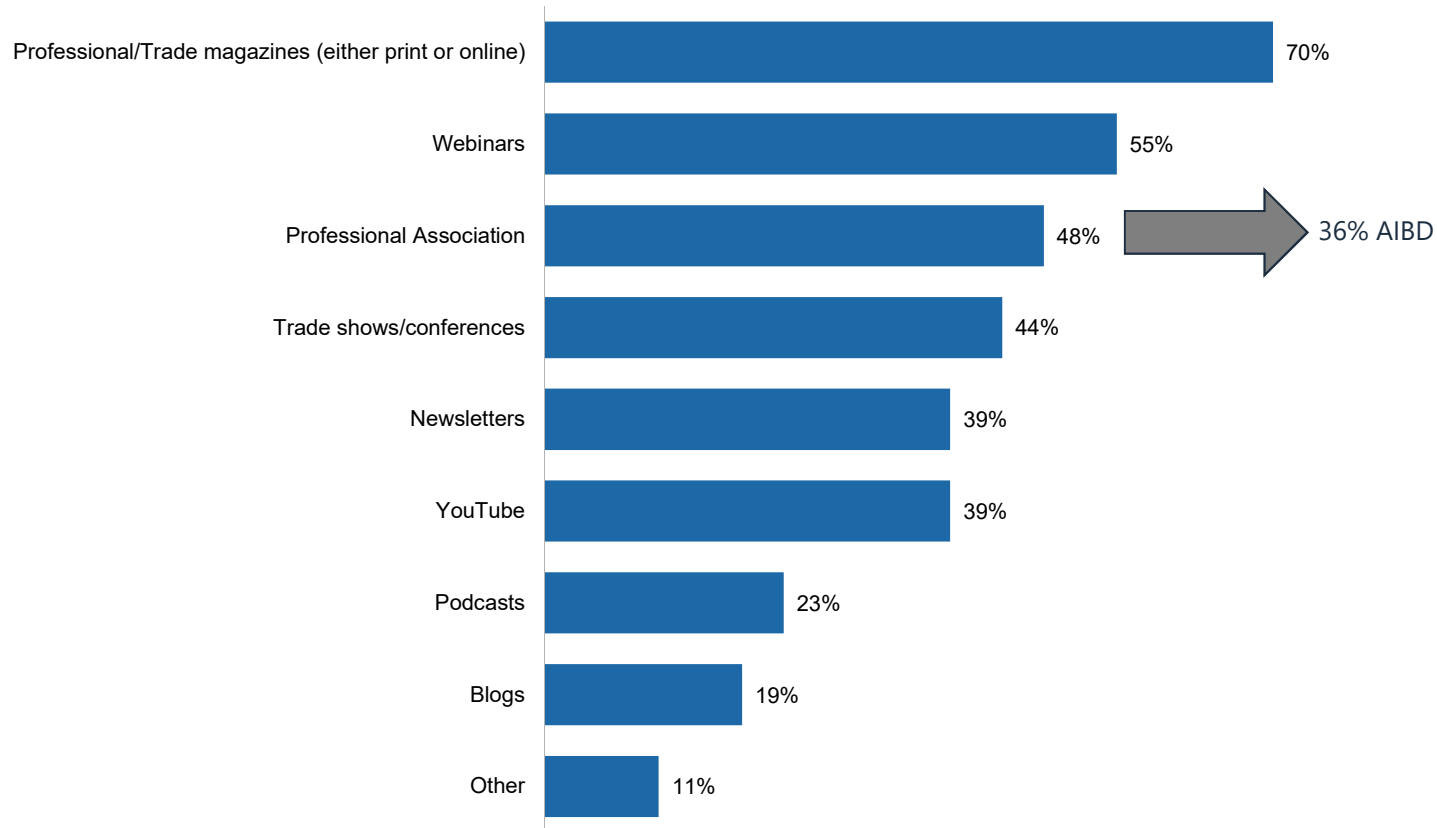


## Gender

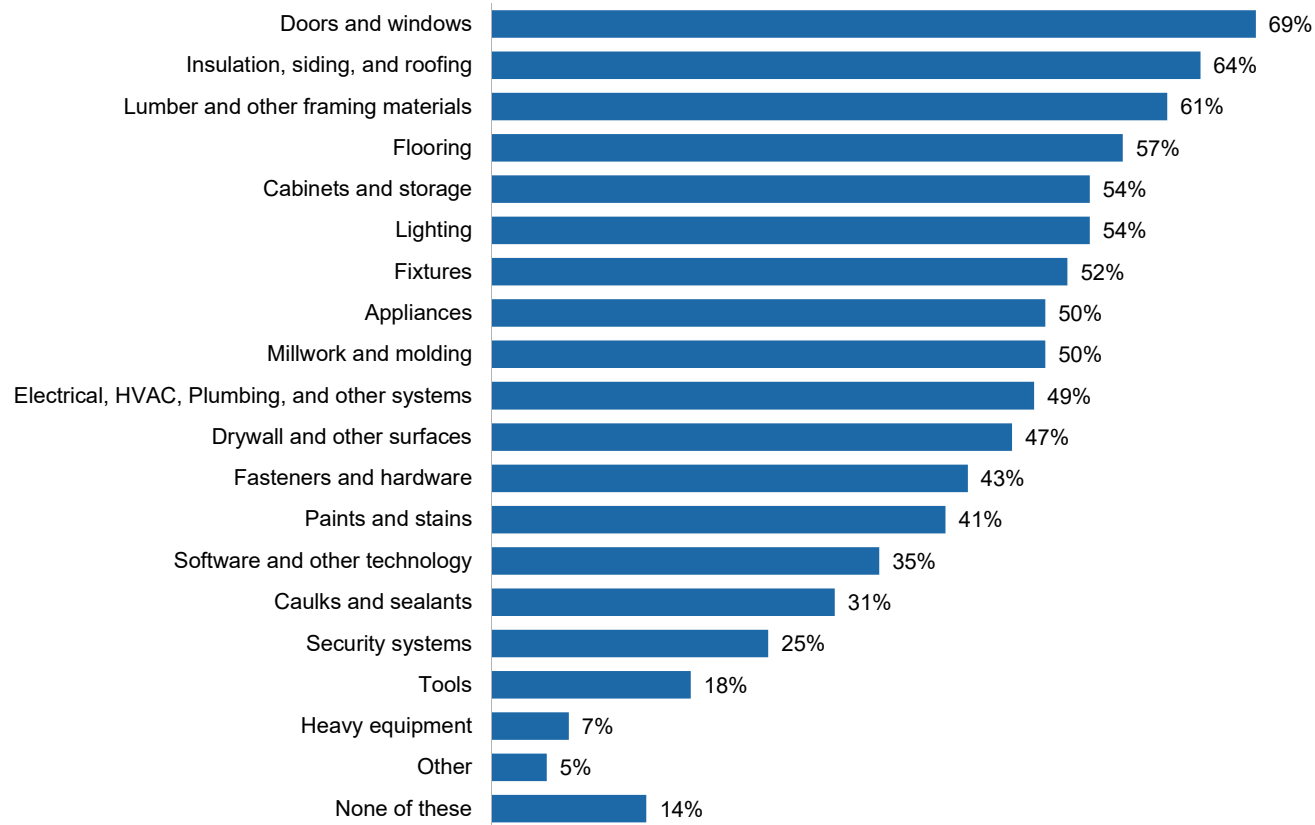


Q16. Are you?  
BASE: Total Respondents (N=443)

## Sources Used to Stay Up To Date



## Products Purchase/Specify/Recommend for Job



# Products Purchase/Specify/Recommend by Project

| Products Purchase/Specify/Recommend           | Type(s) of Projects   |                           |                          |                      |                 |                  |        |                     |            |            |                                  |       |
|---|-----------------------|---------------------------|--------------------------|----------------------|-----------------|------------------|--------|---------------------|------------|------------|----------------------------------|-------|
|   | Single-family, custom | Single-family, spec/tract | Multi-family, condo/coop | Multi-family, rental | Modular housing | Office buildings | Retail | Leisure/Hospitality | Healthcare | Industrial | Schools/Educational Institutions | Other |
|   | N=401                 | N=265                     | N=132                    | N=137                | N=42            | N=116            | N=91   | N=54                | N=45       | N=76       | N=28                             | N=74  |
| Appliances                                    | 52%                   | 50%                       | 55%                      | 56%                  | 71%             | 59%              | 60%    | 67%                 | 67%        | 68%        | 61%                              | 58%   |
| Cabinets and storage                          | 56%                   | 53%                       | 52%                      | 58%                  | 74%             | 61%              | 60%    | 67%                 | 71%        | 64%        | 71%                              | 59%   |
| Caulks and sealants                           | 31%                   | 29%                       | 36%                      | 39%                  | 57%             | 39%              | 44%    | 46%                 | 58%        | 53%        | 61%                              | 38%   |
| Doors and windows                             | 70%                   | 71%                       | 72%                      | 74%                  | 83%             | 78%              | 78%    | 72%                 | 80%        | 80%        | 75%                              | 72%   |
| Drywall and other surfaces                    | 48%                   | 46%                       | 50%                      | 54%                  | 74%             | 59%              | 66%    | 63%                 | 67%        | 68%        | 61%                              | 50%   |
| Electrical, HVAC, Plumbing, and other systems | 49%                   | 48%                       | 50%                      | 54%                  | 81%             | 58%              | 64%    | 56%                 | 64%        | 68%        | 64%                              | 61%   |
| Fasteners and hardware                        | 44%                   | 39%                       | 46%                      | 47%                  | 62%             | 51%              | 58%    | 59%                 | 64%        | 67%        | 57%                              | 54%   |
| Fixtures                                      | 52%                   | 50%                       | 56%                      | 59%                  | 79%             | 66%              | 67%    | 74%                 | 76%        | 75%        | 75%                              | 59%   |
| Flooring                                      | 58%                   | 57%                       | 60%                      | 61%                  | 81%             | 69%              | 70%    | 72%                 | 69%        | 71%        | 61%                              | 58%   |
| Heavy equipment                               | 7%                    | 8%                        | 9%                       | 12%                  | 19%             | 10%              | 11%    | 15%                 | 18%        | 18%        | 21%                              | 11%   |
| Insulation, siding, and roofing               | 66%                   | 65%                       | 65%                      | 72%                  | 81%             | 75%              | 76%    | 72%                 | 78%        | 80%        | 71%                              | 72%   |
| Lighting                                      | 55%                   | 51%                       | 54%                      | 58%                  | 88%             | 65%              | 66%    | 69%                 | 67%        | 72%        | 71%                              | 54%   |
| Lumber and other framing materials            | 61%                   | 60%                       | 65%                      | 68%                  | 83%             | 68%              | 71%    | 76%                 | 78%        | 80%        | 68%                              | 68%   |
| Millwork and molding                          | 51%                   | 49%                       | 51%                      | 52%                  | 69%             | 58%              | 64%    | 57%                 | 69%        | 66%        | 54%                              | 54%   |
| Paints and stains                             | 41%                   | 40%                       | 45%                      | 49%                  | 79%             | 51%              | 54%    | 61%                 | 67%        | 57%        | 64%                              | 49%   |
| Security systems                              | 25%                   | 26%                       | 28%                      | 30%                  | 48%             | 32%              | 31%    | 35%                 | 33%        | 36%        | 43%                              | 31%   |
| Software and other technology                 | 36%                   | 36%                       | 40%                      | 45%                  | 52%             | 38%              | 32%    | 50%                 | 47%        | 43%        | 54%                              | 43%   |
| Tools   | 17%                   | 19%                       | 22%                      | 23%                  | 43%             | 22%              | 21%    | 28%                 | 27%        | 29%        | 36%                              | 23%   |
| Other   | 5%                    | 5%                        | 8%                       | 7%                   | 12%             | 9%               | 9%     | 15%                 | 16%        | 14%        | 14%                              | 18%   |
| None of these                                 | 14%                   | 14%                       | 12%                      | 9%                   | 2%              | 7%               | 10%    | 6%                  | 4%         | 4%         | 4%                               | 11%   |

Q18. Which of these products do you, yourself, purchase, specify and/or recommend as part of your current job?  
 BASE: Currently working in the design field

## AIBD Membership

