

## CUSTOM MARKET RESEARCH

# Get Answers From Hard to Reach Audiences

When you're trying to get in front of building product customers, finding answers to even the simplest questions can sometimes feel downright impossible.

Fortunately, our team has four decades of experience recruiting hard to reach building product customers, like tradespeople and suppliers, to conduct custom market research. Our market researchers also excel when studying specific segments of homeowners based on various attributes.

- ✓ PROS
- ✓ SPECIFIERS
- ✓ FACILITY MANAGERS
- ✓ SUPPLIERS
- ✓ HOMEOWNERS

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# By The Numbers

LAST YEAR ALONE WE SURVEYED

- 30,775** Homeowners
- 26,512** Generalist Residential Pros
- 9,011** Specialist Residential Pros
- 3,494** Suppliers
- 1,211** Facility/Property Managers
- 615** Commercial Pros
- 554** Architects & Designers
- 182** Manufacturers

- 24,030** GCs, Remodelers, and Handymen
- 2,482** Home Builders

- 1,784** Exterior, Roofing, Windows, Siding
- 1,209** Landscapers
- 1,031** Carpenters
- 1,017** Painters
- 900** HVAC Installers / Technicians
- 726** Plumbers
- 560** Electricians
- 392** Mechanical Contractors
- 357** Flooring Installers
- 349** Drywall Pros
- 288** Concrete Pros
- 255** Fencing/Decking Pros
- 143** Kitchen & Bath Specialists
- 155** Auto Workers



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# RESEARCHING PROS



## 01 Trade

### Generalist Pros

- Builders
- Remodelers
- GCs
- Handymen

### Specialist Pros

- Framers/Rough Carpenters
- Finish Carpenters
- HVAC Technicians
- Painters
- Electricians
- Concrete/Masons
- Plumbers
- Exterior Contractors
- Roofers
- Siding Installers
- Window/Door Installers
- Flooring Installers
- Landscaper/Arborist
- Deck/Fence Contractors
- Drywallers
- Insulation Contractors
- Mechanical contractors
- A/V Installers

## 02 Type of Work

- Residential/Commercial
- Single vs. Multi-family

## 03 Job to be Done

- Repair/Maintenance
- Restoration
- Remodel
- New Construction

## 04 Scope/Scale

- Project Type
- Project Size
- Company Size
- Annual Revenue

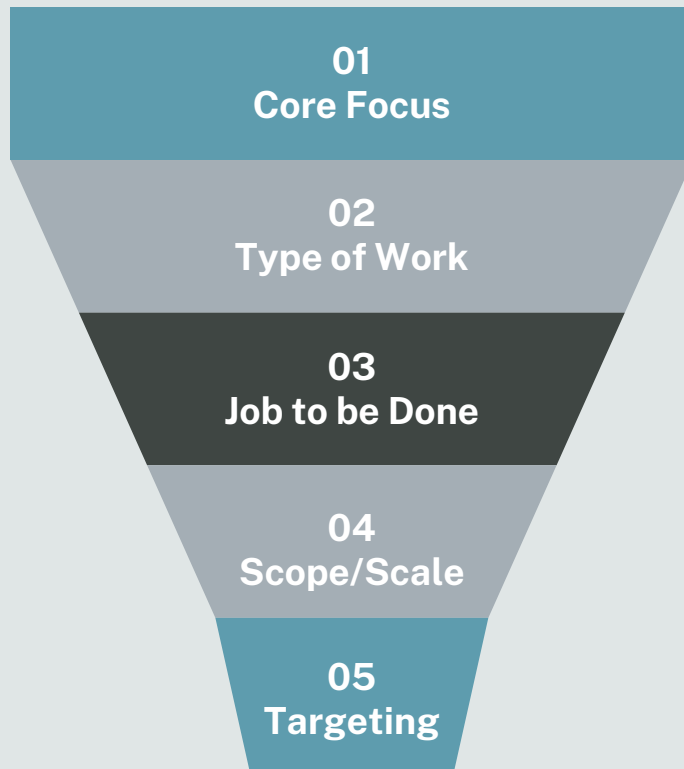
## 05 Targeting

Can further segment to research by:

- Recent Purchases
- Recent Jobs Done
- Location

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# RESEARCHING SPECIFIERS



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*Statistically Reliable N*

## 01 Core Focus

- Residential Architects
- Commercial Architects
- Landscape Architects
- Interior Designers
- Kitchen and Bath Specialists
- Engineers

## 03 Job to be Done

- New Construction
- Restoration
- Remodel

## 04 Scope/Scale

- Project Type
- Project Size
- Company Size
- Annual Revenue

## 02 Type of Work

- Residential vs. Commercial
- Single-family vs. Multi-family

## 05 Targeting

Can further segment to research by attributes like:

- Recent Specs
- Recent Projects
- Location

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# RESEARCHING FACILITY MANAGERS



## 01 Role

- Sports Field Managers
- Golf Courses
- Governments/ Municipalities
- Industrial Facilities Manager
  - Plants
  - Warehouses
- Commercial Facilities Managers
  - Offices
  - Healthcare
  - Education
  - Institutional
- Multi-family complex facilities managers

## 02 Job to be Done

- Repair/Maintenance
- Restoration
- Remodel
- New Construction

## 03 Scope/Scale

- Project Type
- Project Size
- Company Size
- Annual Revenue

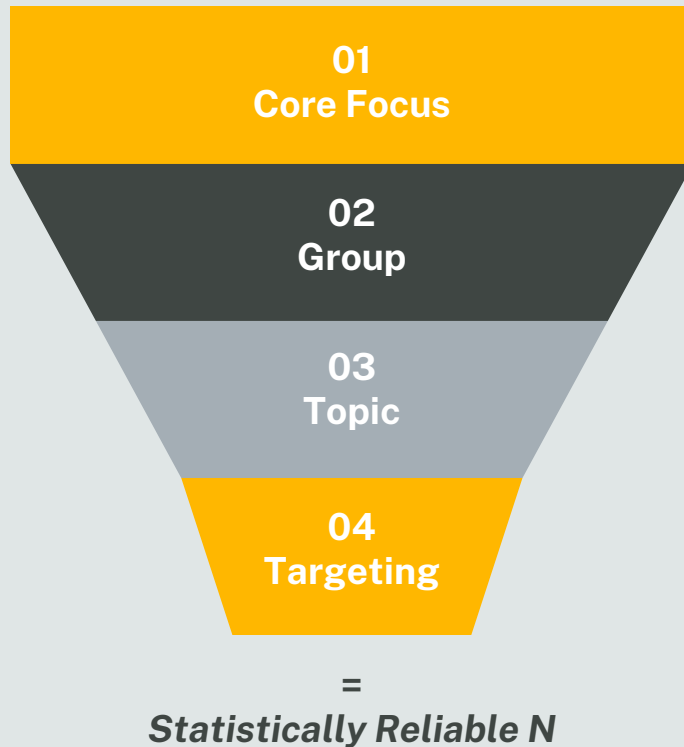
## 04 Targeting

Can further segment to research by attributes like:

- Recent Purchases
- Recent Jobs Done
- Location

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# RESEARCHING SUPPLIERS



## 01 Core Focus

- Big Box Stores
  - The Home Depot
  - Lowe's
  - Menards
- Independent Home Centers
- Hardware Stores
  - Ace
  - True Value
  - Do-It Best
- Mass Retailers
  - Walmart
- Farm & Ranch Stores
  - Tractor Supply
- Dealers & Distributors
- Wholesale Suppliers
- Lumber & Building Material
  - Builder's First Source
  - 84 Lumber
- Speciality Suppliers
- Industrial Suppliers
  - Grainger
- OPE Dealers
- Automotive Dealers
- A/V and Smart Home Dealers

## 02 Group

Customer type in the distribution value chain you seek to understand:

- Pros
- Homeowners
- Manufacturers

## 03 Topic

Type of answers sought:

- Purchase journey
- Product sales
- Brand feedback
- Customer experience

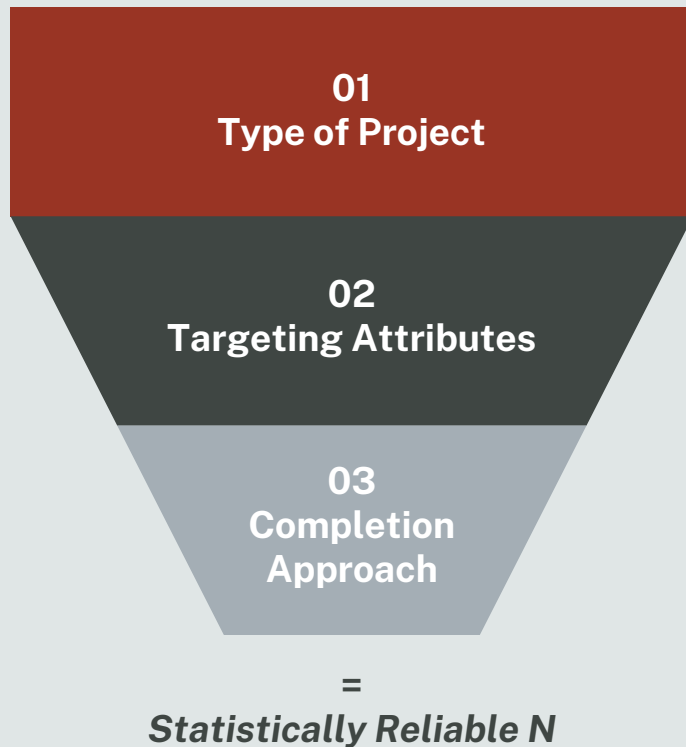
## 04 Targeting

Can further segment to research by:

- Location
- Products sold
- Brick & mortar vs. eCommerce

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# RESEARCHING HOMEOWNERS



## 01 Type of Project

- Repair/replacement
- Remodel
- New Construction

## 02 Targeting Attributes

- Income
- Recent Purchases
- Location

## 03 Completion Approach

- DIY
- DIFM
- BIY

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OUR B2B CUSTOMER REACH + ROBUST DATA QUALITY CONTROLS ARE WHY

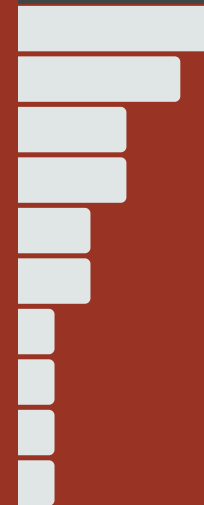
# The Farnsworth Group is the Most Preferred Research Firm

We polled customer insights managers, brand and product managers, and marketing division leaders to find out who they prefer to get research from. More than double reported The Farnsworth Group to be their most preferred market research vendor compared to the next provider.

And, notably, the second most preferred vendor was The Home Improvement Research Institute, a non-profit that commissions a large portion of their annual research from The Farnsworth Group on behalf of their member base.



## Who Prefer The Farnsworth Group



BRAND HEALTH



CUSTOMER U&A



MARKET SIZING



PRODUCT DEVELOPMENT

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