

McGraw Hill  
CONSTRUCTION

Research and Analytics

# Market Research

connecting people\_projects\_products





## LEARN.



## DISCOVER.



## MEASURE.



## VALIDATE.



Get answers to your questions about your customers, competitors, and markets so you can better capitalize on trends and growth opportunities.

- PRODUCT AWARENESS/BRAND EQUITY
- NEW PRODUCT DEVELOPMENT
- CUSTOMER SEGMENTATION
- CUSTOMER SATISFACTION
- MARKET SIZING & FORECASTS
- MARKET SHARE & SPECIFICATION SHARE

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Our clients include manufacturers, contractors, distributors, owners, architects, engineers, industry associations, and adjacent markets. Learn how we are serving their needs with our unmatched market research capabilities.

# Our capabilities

## ■ PRODUCT AWARENESS/BRAND EQUITY

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- Product Awareness:** What is your brand/product awareness among architects, contractors, building owners? In certain geographies? Among people focusing on certain project types?
- Brand Equity:** How is your brand perceived by your target market?
- Competitive Benchmarking:** Who are your competitors, what are their weaknesses, and how can you better compete? How is your brand positioned vs. competitors?

## ■ NEW PRODUCT DEVELOPMENT

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- Product Idea Testing:** How do architects, contractors, and building owners respond to your new product ideas?
- Customer Needs:** What are the unmet needs in your product category?
- New Product Demand Projection:** How large is the market opportunity? What is the likely demand for your new product? What will drive adoption of the new product by architects, contractors, building owners? How will market trends and economic shifts affect demand?
- Ad Testing:** How will your new advertising campaign be perceived by your customers, and how should it be modified?

## ■ CUSTOMER SEGMENTATION

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- Customer Segmentation:** What are the key customer segments for your product or service? What is the size and growth rate of each?
- Identification of Top Prospects:** Who are your top prospects based on active construction projects, planned projects, project type, and geography? Which prospects (architects, contractors, building owners) are not loyal to your key competitors?
- Sales Lead Prioritization:** How should you prioritize sales leads from trade shows and other marketing vehicles (pre-qualification)?
- New Market Entry:** What new markets (new project types, new product categories, new services, new geographies) are most attractive for you?

## ■ CUSTOMER SATISFACTION

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- Satisfaction:** Are your customers satisfied with your products and services? Would your customers recommend them to a colleague?
- Satisfaction Drivers:** What are the key elements that drive customer satisfaction for your product or service? How can you make them more compelling and competitive?
- Competitive Benchmarking:** How do you stack up against your competition in terms of customer satisfaction and loyalty?

## ■ MARKET SIZING & FORECASTS

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- Market Size & Forecasts:** What is the current size, growth rate, and forecasted size of specific markets (based on geographies, project types, services, product category specifications)?
- Green Market:** What is the size, growth rate, tipping point of sustainability?
- Production Planning:** Are there changes in market demand that might affect production decisions for specific product lines?
- Sales & Marketing Planning:** How can you best assign fact-based sales goals to maximize sales force and distributor performance? Are your marketing activities directed toward the highest potential growth sectors?

## ■ MARKET SHARE & SPECIFICATION SHARE

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- Market Share:** What share of the available market opportunity do you capture by geography for your products and services?
- Specification Share:** What percentage of the time is your product specified in active construction projects?



# What makes McGraw-Hill Construction unique?

- Proprietary Dodge database of construction projects is used as the basis of customer segmentation, market sizing, top prospect identification, spec share analysis. Real data provides fact-based, actionable insights.
- Dodge database enables micro-targeting of survey samples to get insights that will meet your needs. Examples:
  - Sample of architects who specify a certain product category
  - Sample of owners who incorporate green/sustainability
  - Sample of contractors currently bidding for work on hospitals in California
- McGraw-Hill Construction's industry-leading Outlook forecast and methodology are widely accepted as the industry standard for market sizing and forecasting.
- Online panels of industry professionals enable quick, affordable, primary market research.
- Far-reaching industry relationships enable high-impact qualitative interviews and focus groups with targeted customer samples.
- Deep knowledge of construction industry, market trends, and economic conditions provides the foundation for all market research, thus reducing the risk that the impact of an important industry dynamic has been overlooked.
- Part of The McGraw-Hill Companies, well known for our longevity and integrity, and for our market leading businesses including J.D. Power and Associates, Standard & Poor's, and *BusinessWeek*.

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## MARKET RESEARCH EXPERTISE AND EXPERIENCE

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### The right survey sample

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The McGraw-Hill Construction data warehouse provides our research team with appropriate sample from the Architect/Engineer/Contractor/Owner community. For example, we can:

- Identify those owners who incorporate green and sustainability in their projects
- Select architects based on the products they specify

### Dodge database

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- Most comprehensive coverage of construction projects in North America
  - Tracking over 600,000 active projects annually
  - 65,000 digitized plans and specifications
  - Monitoring 1.4 million AEC and Owner decision makers

### Instrument design

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- Discovery phase—investigation to fact find and share information between client project team and MHC researchers
- Selection of appropriate collection method—the three major methods of CATI, online, and mail vary in usefulness depending on the survey instrument
- Guidance on suitability of firmographic, attitudinal, and behavioral questioning to the research objectives
- Compliance with industry standards for ethical research practices

### Advanced analytical techniques tested in the real world

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- Key driver analysis to identify major factors behind purchasing behavior and overall customer satisfaction
- Conjoint/segmentation analysis to determine what attributes most influence a targeted customer base
- Price point testing to support alternative go-to-market strategies

### Integration into client business model

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- Providing specific, prioritized, and actionable recommendations to improve value to customers
- Full immersion in your business, enabling us to recommend actions leading to better strategic and tactical business planning

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## PROFESSIONAL CREDENTIALS

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- Marketing Research Association (MRA) and European Society for Opinion and Marketing Research (ESOMAR) certifications among team members
- Requisite 10+ years prior experience at top firms such as GfK/NOP World, Synovate, Harris Interactive, and Taylor Nelson Sofres (TNS) or equivalent for all team members
- Council of American Survey Research Organizations (CASRO)



# Our clients

say

“ **Oldcastle** knew the importance of unlocking the organic potential of each of its sub-brands by aligning them on a common brand framework. The McGraw-Hill Construction team of market research professionals validated that common framework, which we now know is ‘reliability.’ To do so, the team conducted a well designed and superbly comprehensive Brand Equity study across our major sub-brands of Building Systems, Enclosure Solutions, Bridge Systems, and Environmental. Well done! ”

*TR Kunesh, Vice President of Marketing, Oldcastle Precast*

“ **Siemens Building Technologies** is extremely pleased with the market research capabilities of McGraw-Hill Construction. The results reported in MHC’s landmark Greening of Corporate America SmartMarket Report are both exciting and revealing. McGraw-Hill Construction also did an excellent job in conducting an important product ideation study for us in short order. The findings proved vital in helping to guide our market development strategy. MHC is a true partner. ”

*Brad Haeberle, Vice President of Marketing, Siemens Building Technologies, Inc.*

### About McGraw-Hill Construction

McGraw-Hill Construction (MHC), part of The McGraw-Hill Companies, connects people, projects and products across the design and construction industry, serving owners, architects, engineers, general contractors, subcontractors, building product manufacturers, suppliers, dealers, distributors, and adjacent markets.

A reliable and trusted source for more than a century, MHC has remained North America's leading provider of construction project and product information, plans and specifications, industry news, market research, and industry trends and forecasts. In recent years, MHC has emerged as an industry leader in the critical areas of sustainability and interoperability as well.

In print, online, and through events, MHC offers a variety of tools, applications, and resources that embed in the workflow of our customers, providing them with the information and intelligence they need to be more productive, successful, and competitive.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)*, *GreenSource* and 11 regional publications, McGraw-Hill Construction serves more than one million customers within the \$4.6 trillion global construction community. To learn more, visit us at [www.construction.com](http://www.construction.com).

To learn more about our market research capabilities, call 800.591.4462 or go to [dodge.construction.com/analytics/](http://dodge.construction.com/analytics/)

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30% Pre-Consumer Fiber