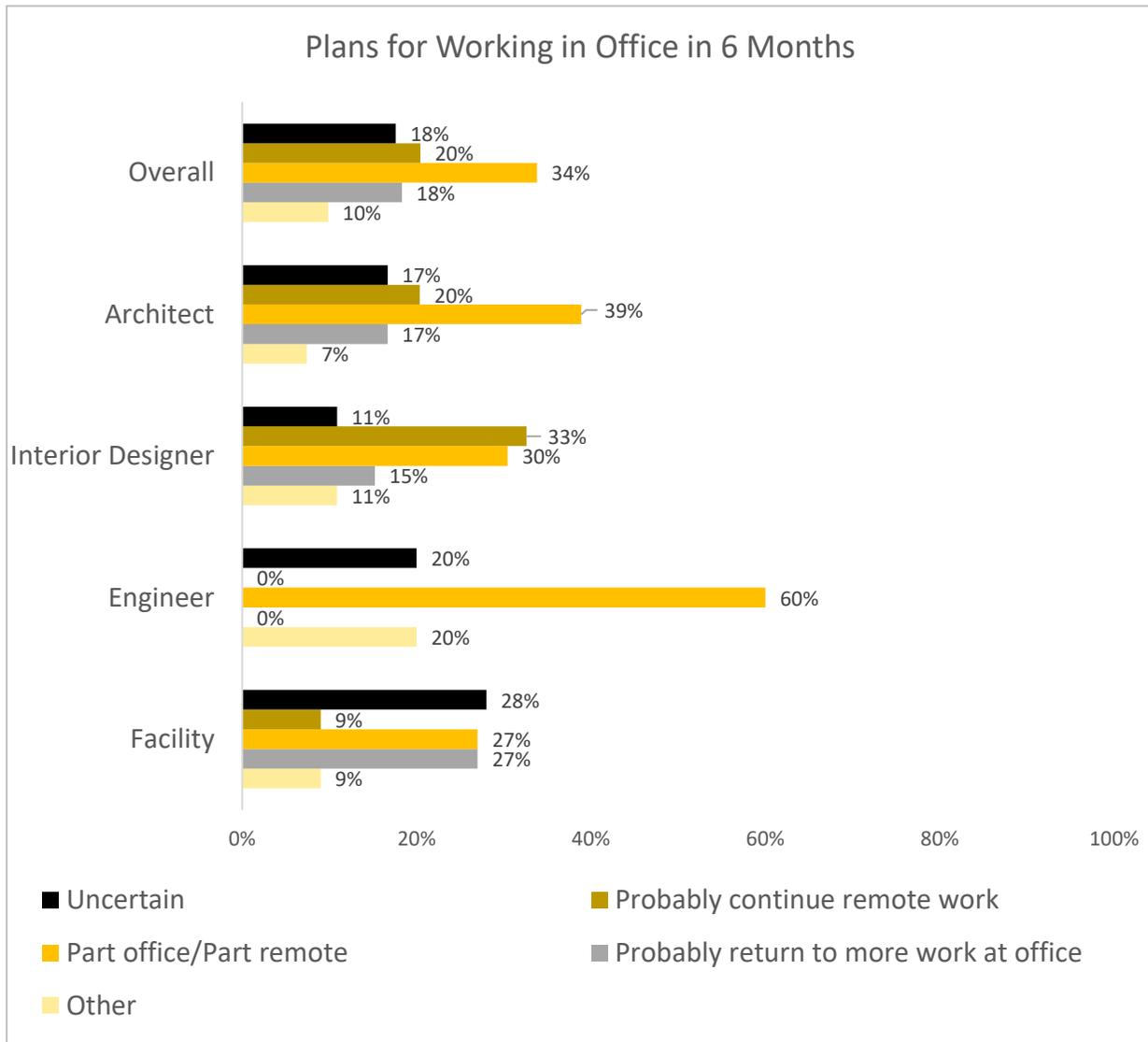


The majority of building professionals anticipate returning to part office/part remote within the next 6 months, but many still plan to work remote or are uncertain about the future.

What are your company's plans for working in the office over the next 6 months?



TAKE AWAY: The COVID-19 pandemic has forced many building professionals into a remote work situation and even within the next 6 months the majority of professionals will be working part office/part remote. To succeed in this new environment, manufacturers will need to ensure their online product resources are up to date and easily accessible.



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Purpose:

To find out if building professionals plan to return to work in the office within the next 6 months.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 156 completed surveys.

Conclusion:

The majority (54%) of building professionals indicate that they will still be working remotely at least to some extent within the next six months. Based on this research, architects and engineers are more likely than interior designers to return to office work. Some the issues building professionals have is the lack of access to sophisticated design software programs, company resources and slow or inconsistent internet connections. While some building professionals indicate they are less productive working remotely, others find there are fewer distractions and they have more flexibility of their time and life balance. Due to COVID, many employees were required to work at home and the work environment changed immediately. Based on this research, it is too soon to tell if the future for working remotely will be the new "norm". It is unknown whether the majority of professionals will return to working 100% of the time in the office and how long, if ever, that will take. For the near future, the majority of building professionals will be working at least part time remotely, which means product manufacturers will need to explore the best communications methods and channels for getting product information to this audience. Since a manufacturer's website is the most valuable tool for building professionals looking for product information, manufacturers need to continuously update their websites. In addition, manufacturers should survey their audience to see where they can make improvements and/or changes.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=156. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.