

Online Purchasing Behavior by Professional Contractors

The Contractor Study

2019

Large increases in online purchasing driven by those under 35

Wide variety of products biggest factor in online purchasing, followed by prices

Larger companies are spending more online than in the past

The coasts are more price sensitive, while the Midwest and South value convenience to jobsite

Top product categories for online purchases

How Contractors Purchase Products



Where are homeowners buying more online?



Change in Online Usage

Products Purchased

Money Spent

