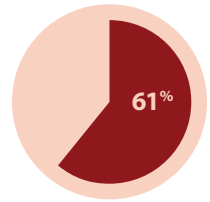


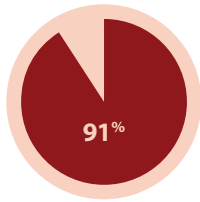
2016 ELECTRICAL CONTRACTORS' TECHNOLOGY BENCHMARKING SURVEY

USE OF TECHNOLOGY

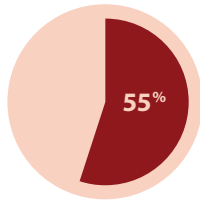
What types of devices do you use at work?*



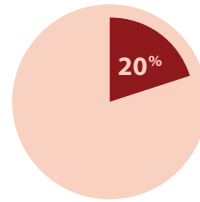
Desktop computer



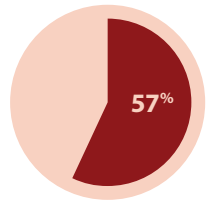
Smartphone or Web-enabled phone



Tablet



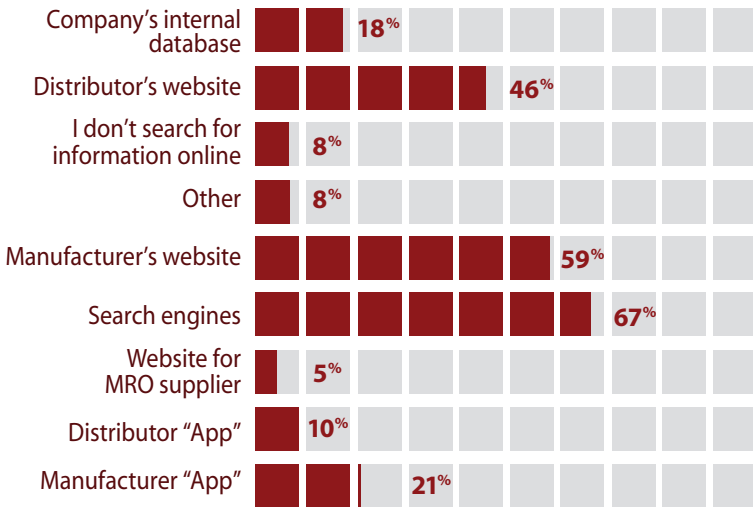
Mobile phone for calls and texting only



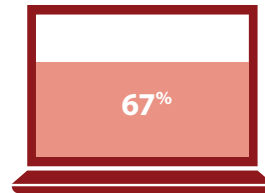
Laptop

WEBSITE PREFERENCES

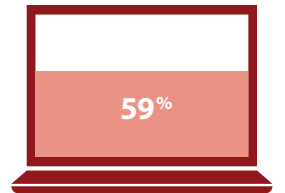
When searching for information about electrical products online, which of the following do you use?*



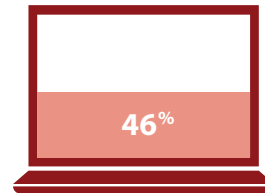
When searching for information about electrical products online, which of the following do you use most?*



Search engines



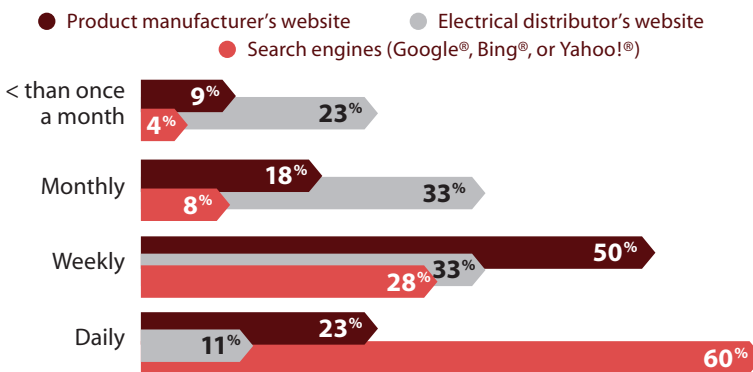
Manufacturer's website



Distributor's website

UTILIZING WEBSITES

When searching for information about electrical products online, how often do you use the following?*

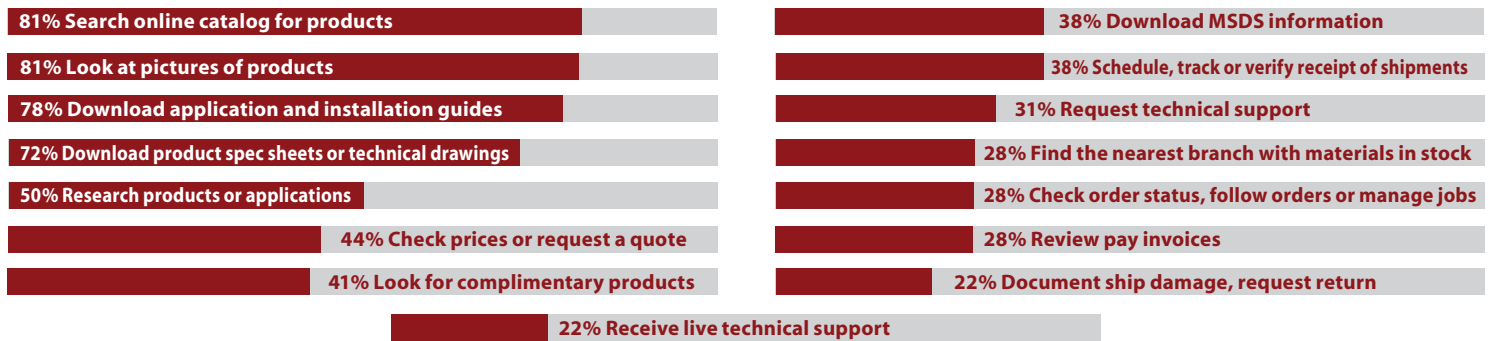


Why do contractors turn to search engines more often than specific websites?*

- I get an immediate picture and approximate cost for the item in question.
- For finding part numbers for ordering material.
- It is very convenient and takes very little time. The main distributors and manufacturers typically come up as well.
- Many options are available with our having to type in an exact website address.

ONLINE BUSINESS ACTIVITIES

What type of activities do you typically do online when searching for electrical products or information?*



Top 5 most frustrating tasks when searching for electrical products online:

- Out of date online inventory
- Insufficient pricing information, and calling for pricing takes too long
- Search word criteria rarely includes common names of items
- Online catalog pages load and move slowly
- Documents, such as MSDS, tech sheet and instructions, for items are not always in the same place

Top 5 important tasks contractors do online:

- Searching online catalogs for products by description, product category, brand name and/or partial part number etc.
- Looking at pictures of products
- Downloading application and installation guides
- Downloading product specification sheets or technical drawings
- Researching products or applications

* Multiple responses allowed for all questions in this category, so percentages will not equal 100.