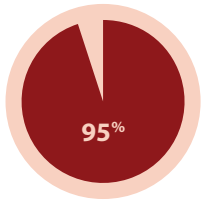


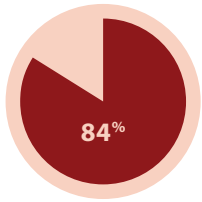
2015 ELECTRICAL CONTRACTORS' TECHNOLOGY BENCHMARKING SURVEY

USE OF TECHNOLOGY

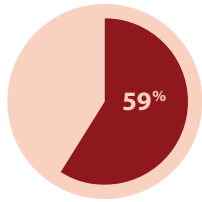
What types of devices do you use at work?*



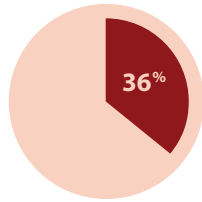
Desktop computer



Smartphone or Web-enabled phone



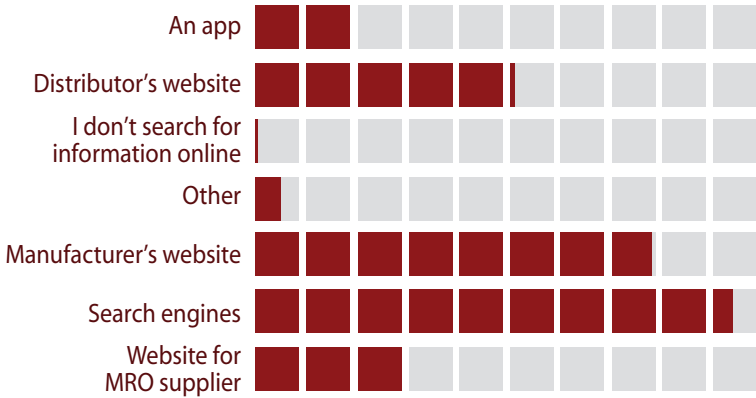
Tablet



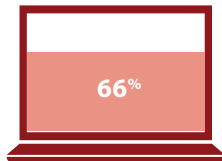
Mobile phone for calls and texting only

WEBSITE PREFERENCES

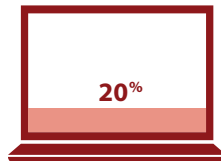
When searching for information about electrical products online, which of the following do you use?*



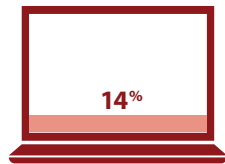
When searching for information about electrical products online, which of the following do you use most?*



Search engines



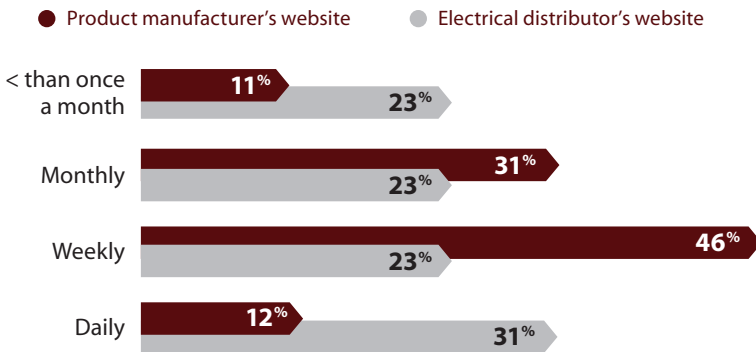
Manufacturer's website



Distributor's website

UTILIZING WEBSITES

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

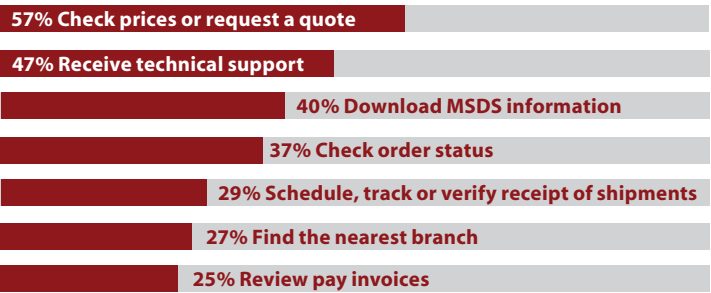
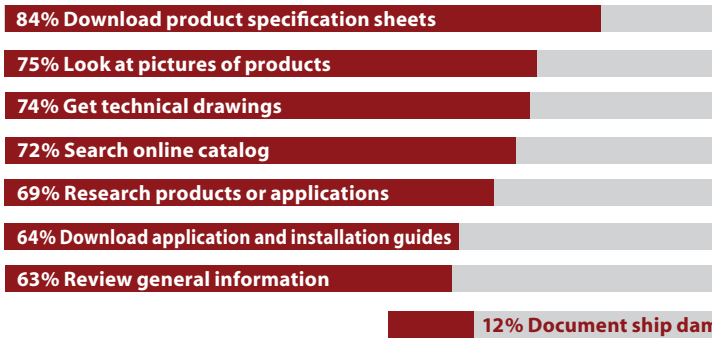


Why contractors search Google First:

- [Google cast a] broad net. I may end up on a manufacturer's website or a supplier's site. [It] provides the most flexibility.
- Normally, I search by a description or by a number without a manufacturer. Using Google makes this simpler.
- [My] homepage is set to Google and I simply type in the product I am looking for, which usually takes me to the product or at the very least the manufacturer's website.
- It comes up with what I need...it's fast and easy...[also] if I am trying to get a quick ballpark price, the manufacturer or distributor site does not have that information.
- Google is so much faster to find product data than most manufacturers' websites.

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:

- Manufacturers websites have poor search capabilities.
- Almost impossible to find what you are looking for when searching a catalog.
- Getting price and availability finding a local distributor.
- Distributor's or product number does not match the factory's website number.
- Lack of matches unless you have exact matches.

Top 5 important tasks contractors do online:

- Download product specification sheets.
- Download application and installation guides.
- Get technical drawings.
- Search online catalog for a products by description, product category, brand name, and/or partial part number, etc.
- Look at pictures of products.

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