

Survey 2019

Equipment World Connectivity Report

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WORLD.**



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Methodology

The following report examines the results of a survey that was emailed to contractors from *Equipment World* Research. The purpose of the survey was to gather information on how contractors use current technologies, such as smartphones and other mobile devices, computers, digital magazines and social media. The questionnaire also included a section on equipment preferences, as well as general demographics.

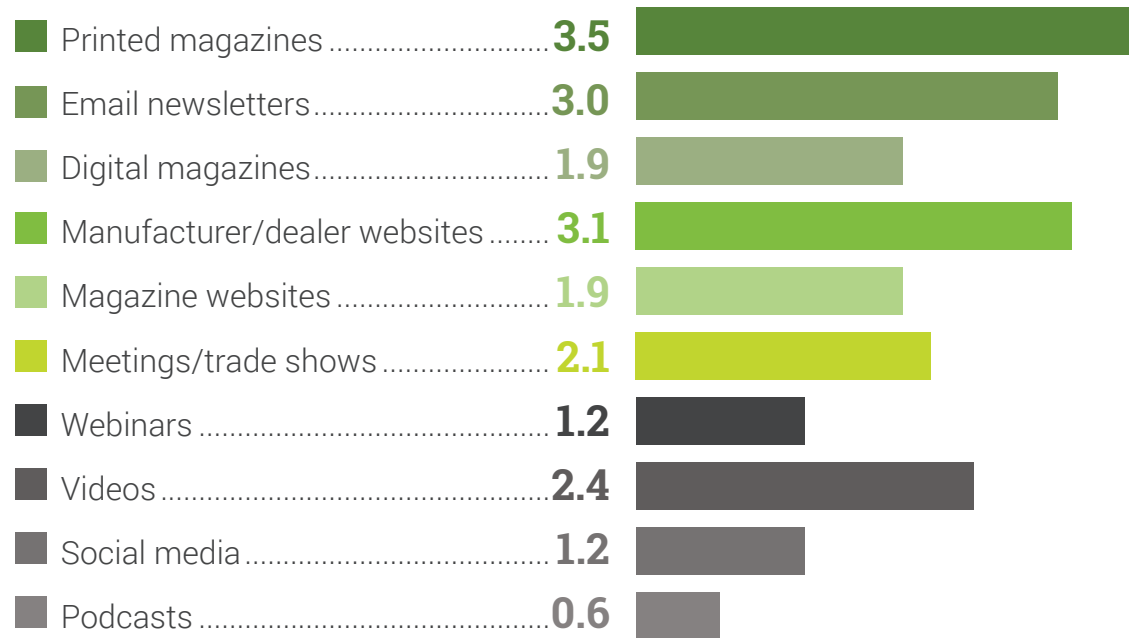
A total of 210 completed surveys were submitted and are included in this report.

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On a scale of 0 to 5 (where 0=never and 5=constantly) how frequently do you use the following sources of information about the construction industry?



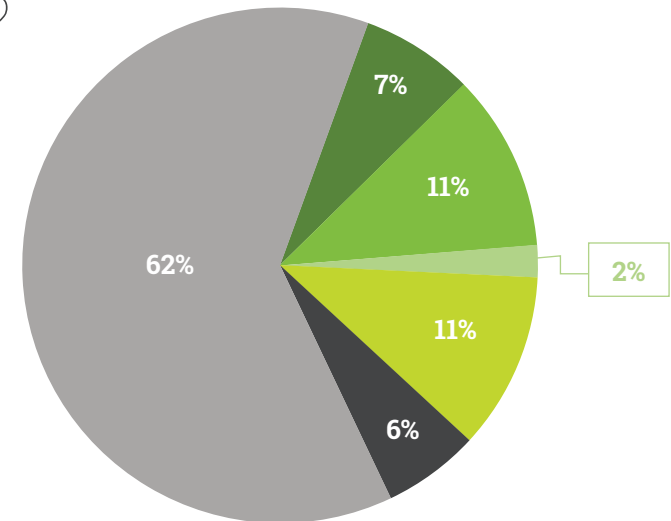
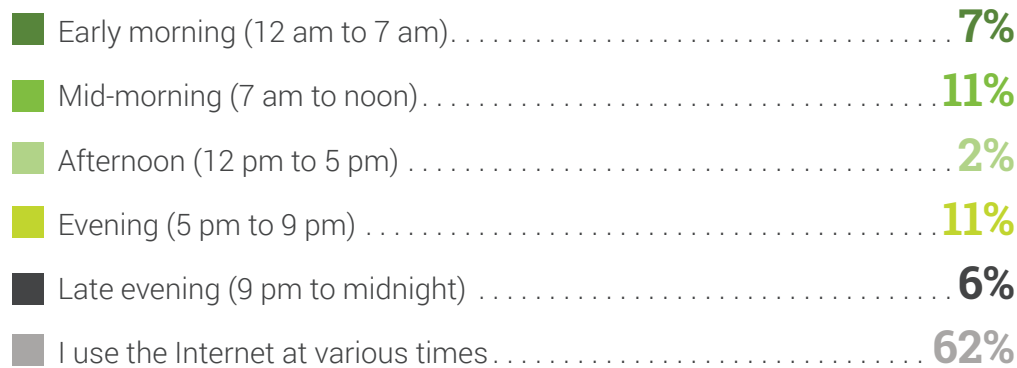
Source	0 - Never	1	2	3	4	5 - Constantly
Printed magazines	6%	6%	11%	19%	21%	37%
Email newsletters	8%	10%	16%	26%	24%	17%
Digital magazines	31%	12%	18%	16%	13%	9%
Manufacturer/dealer websites	9%	6%	16%	25%	27%	18%
Magazine websites	28%	17%	20%	16%	15%	4%
Meetings/trade shows	22%	19%	19%	16%	18%	6%
Webinars	50%	17%	12%	12%	5%	4%
Videos	15%	14%	20%	23%	20%	8%
Social Media	48%	20%	9%	11%	7%	5%
Podcasts	67%	16%	10%	6%	1%	2%

If you could only receive construction industry information from just one of the following sources, which would you choose?

Source	Average
Printed magazines	58%
Email newsletters	17%
Digital magazines	11%
Manufacturer/dealer websites	9%
Magazine websites	0%
Meetings/trade shows	3%
Webinars	1%
Videos	1%
Social media (Facebook, Twitter, etc.)	1%
Podcasts	0%

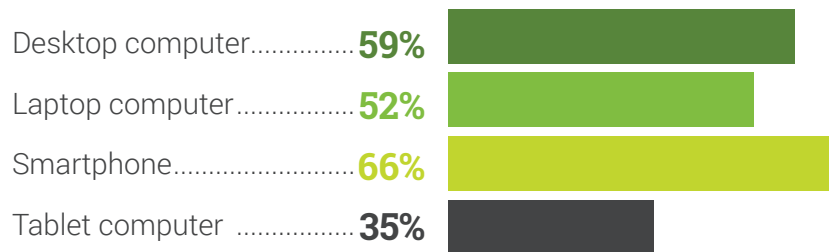
Print continues to be the top single industry source, but a multi-channel strategy is key.

When are you most likely to use the Internet?



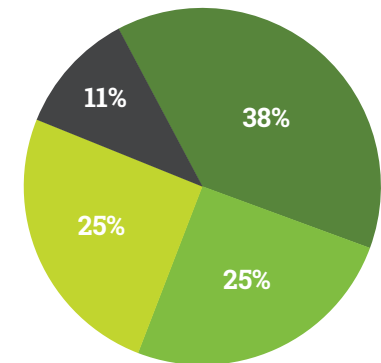
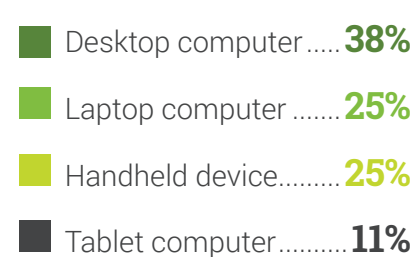
Which of the following do you use to access the Internet?

(Check all that apply.)

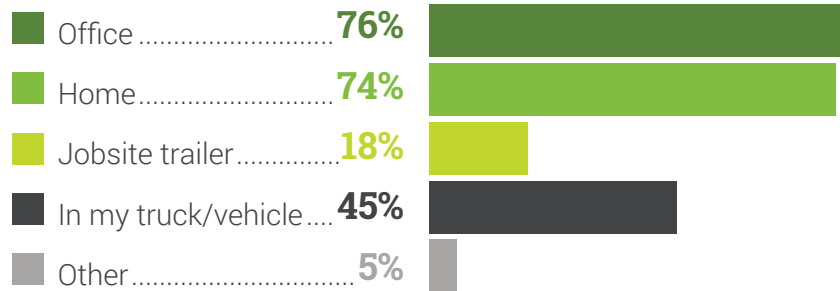


Which do you use most often to access the Internet?

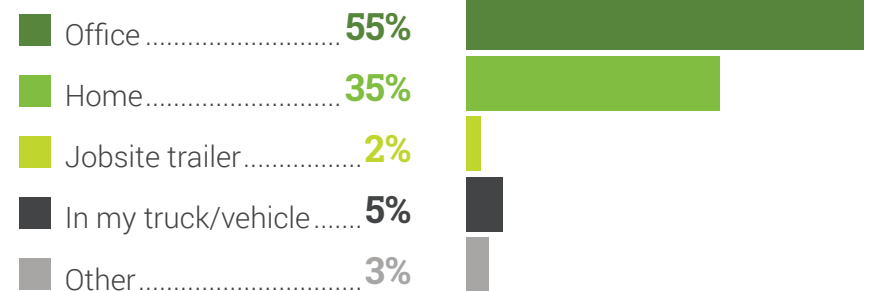
(Check only one.)



Where do you access the Internet? (Check all that apply.)

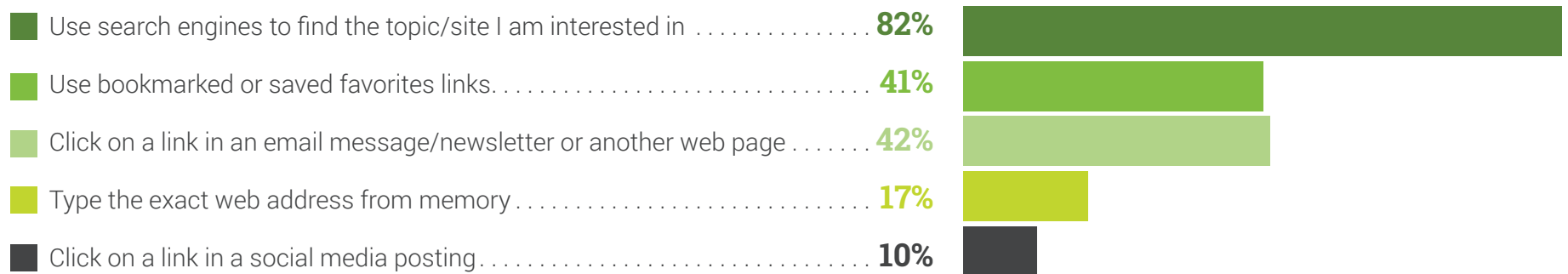


Where do you most often access the Internet?

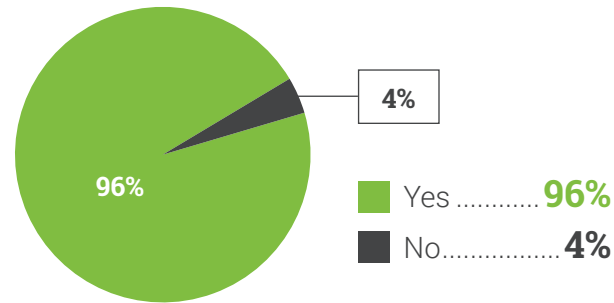


Search ranks highest, underscoring the importance of paid digital and SEO to enhance organic search.

How do you most often get to an Internet site? (Check all that apply.)

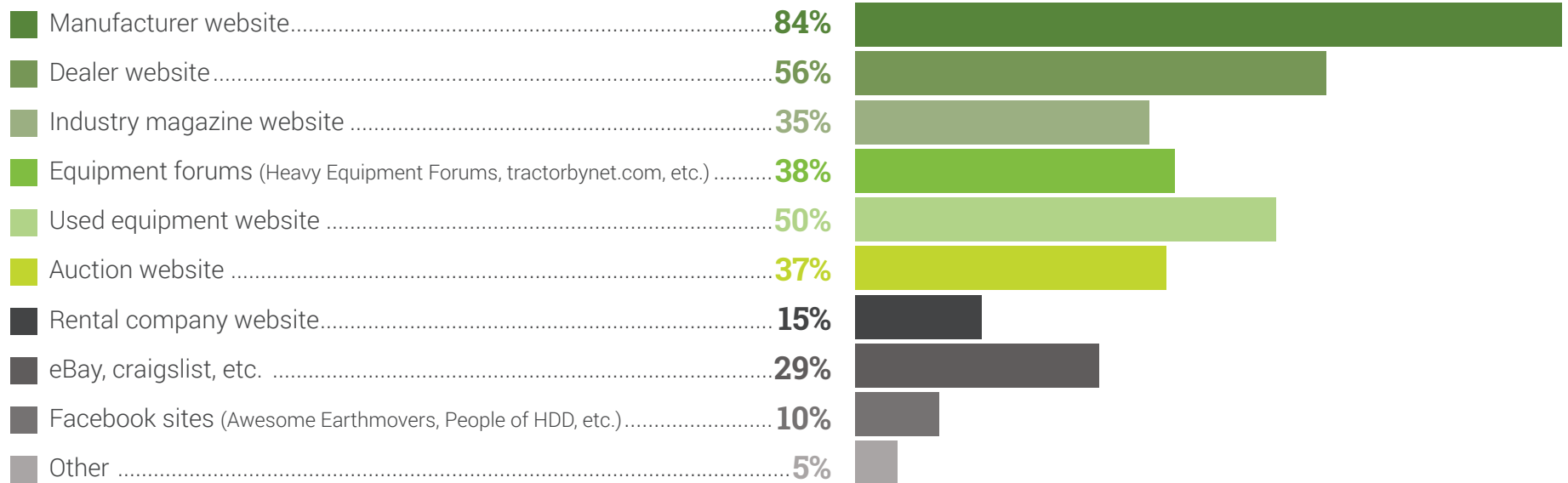


Do you use the Internet to search for equipment/truck/tool information?



When looking for equipment/truck/tool information on the Internet, where do you typically go? (Check all that apply.)

Only those respondents that said they used the Internet to search for equipment/truck/tool information received this question.



How do you use the Internet during your equipment/truck/tool buying process?

(Check all that apply.)

Only those respondents that said they used the Internet to search for equipment/truck/tool information received this question.

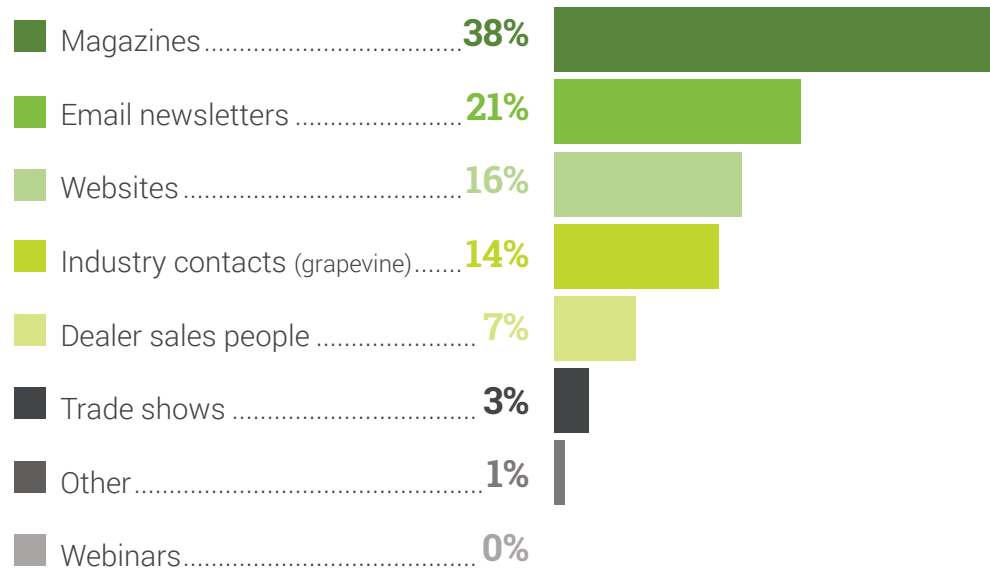
Research brands and models	89%
Find a dealer	52%
Research specs	76%
Read reviews of models	66%
Read reviews on Internet forums/bulletin boards	31%
Find/schedule rental equipment	13%
Read comments on social media sites	14%

What website do you use the most to research during your equipment/truck/tool/rental company location process?

This question was asked open-ended (no multiple choice offered) and has been categorized for analysis. Only those respondents who said they use the Internet during the equipment/truck/tool buying process received this question.

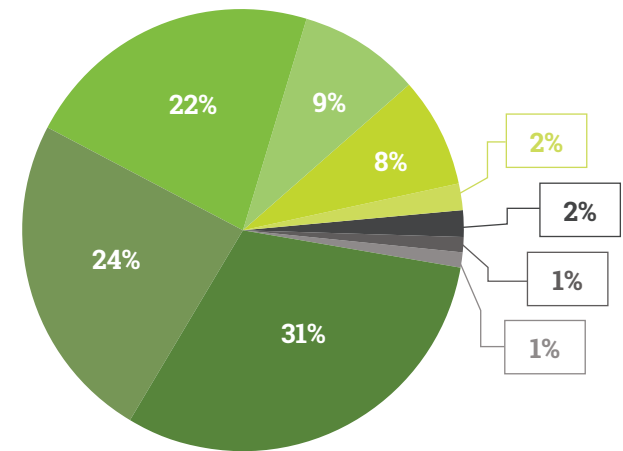
Google	34%
Other	16%
Any/all/varies/depends/none in particular	11%
Machinery Trader	9%
Manufacturer website	8%
Equipment World	8%
Ritchie Bros.	5%
Don't know/Not sure	3%
Bing	2%
Ebay	2%
Yahoo	2%
United Rentals	1%

What's your top resource for industry news? (Check only one.)



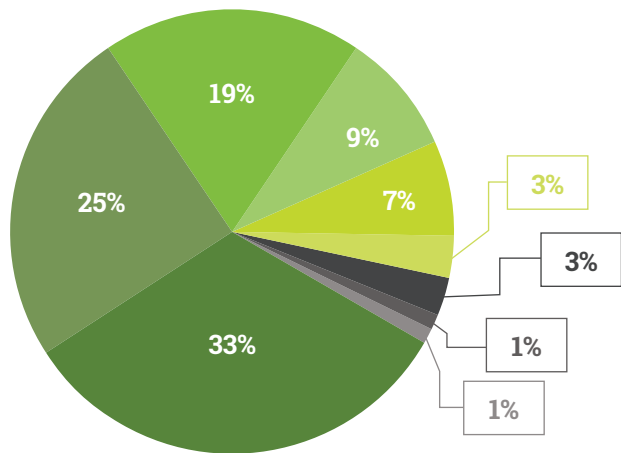
Magazines and Email newsletters are top sources for industry, product and technical information.

What's your top resource for detailed product information? (Check only one.)



What's your top resource for technology news?

(Check only one.)



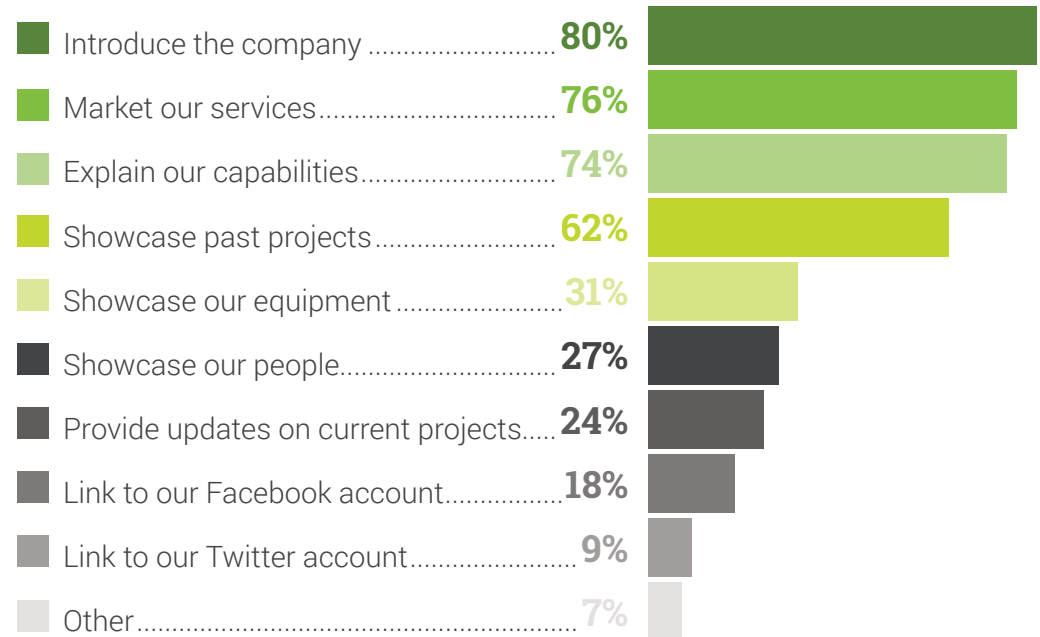
Does your company have a website?



If so, what have you used it to do?

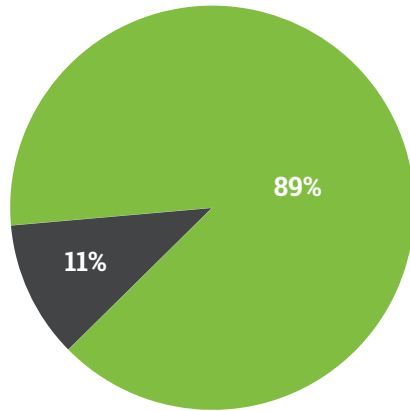
(Check all that apply.)

Only those that said they have a company website received this question.



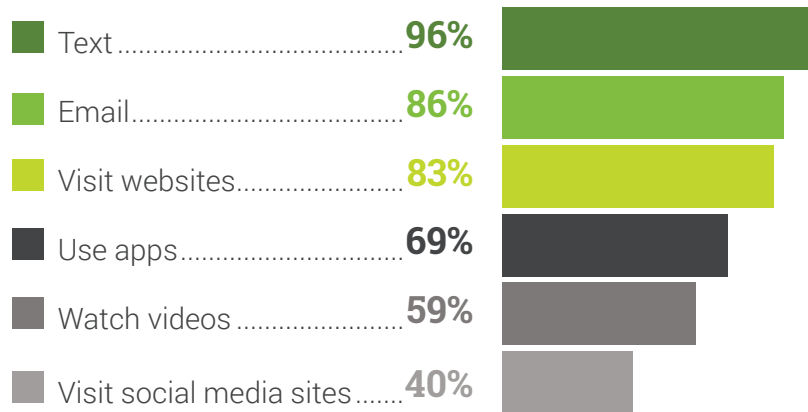
Do you use a smartphone?

- Yes **89%**
- No **11%**



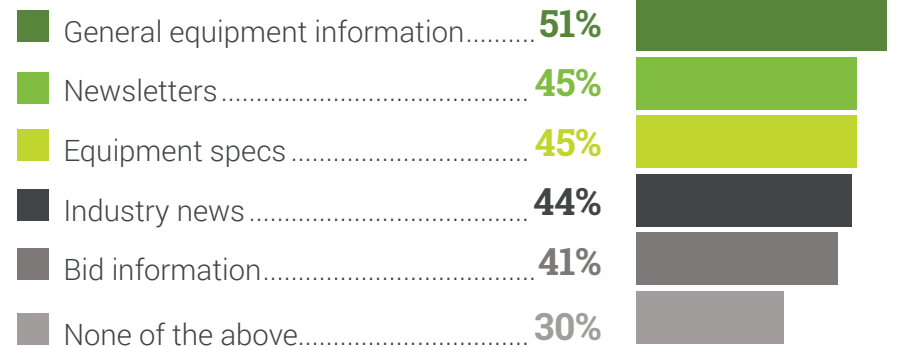
Which of the following do you do on your phone? (Check all that apply.)

Only those that said they use a smartphone received this question.



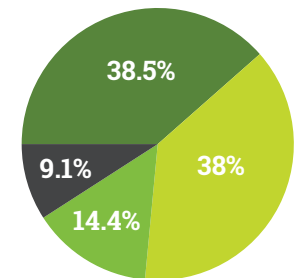
Do you receive the following types of information on your phone? (Check all that apply.)

Only those that said they use a smartphone received this question.



Which do you use more on your smartphone? Only those that said they use a smartphone received this question.

- Internet browser **38.5%**
- Apps **14.4%**
- I use the Internet browser and apps about equally **38%**
- I don't use these **9.1%**



What types of smartphone apps do you use regularly?

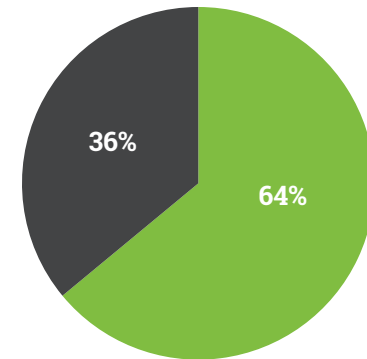
Only those that said they use a smartphone received this question.

Weather	91%
News	52%
Work-related	62%
Music & audio	29%
Sports	19%
Travel	18%
Personal finance	17%
Games	11%
Video	21%
Books	10%
Magazines	13%
Other	8%
Does not apply	4%

Do you use any smartphone apps for getting news?

Only those that said they use a smartphone received this question.

■ Yes **64%**
■ No **36%**



If so, what type of a news app?

Only those respondents who said they use smartphone apps for getting news received this question.

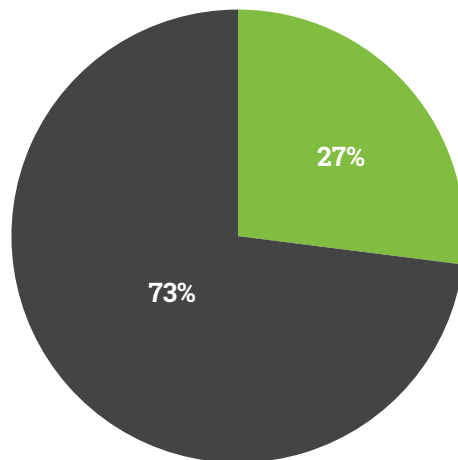
■ Apps by news organizations **63%**
(Fox News, New York Times, USA Today, etc.)
■ Aggregators **48%**
(Flipboard, Yahoo News, Google News, etc.)
■ RSS readers **5%**
■ Other **7%**



Do you use any smartphone or tablet apps for equipment information?

Only those that said they use a smartphone received this question.

■ Yes **27%**
■ No..... **73%**

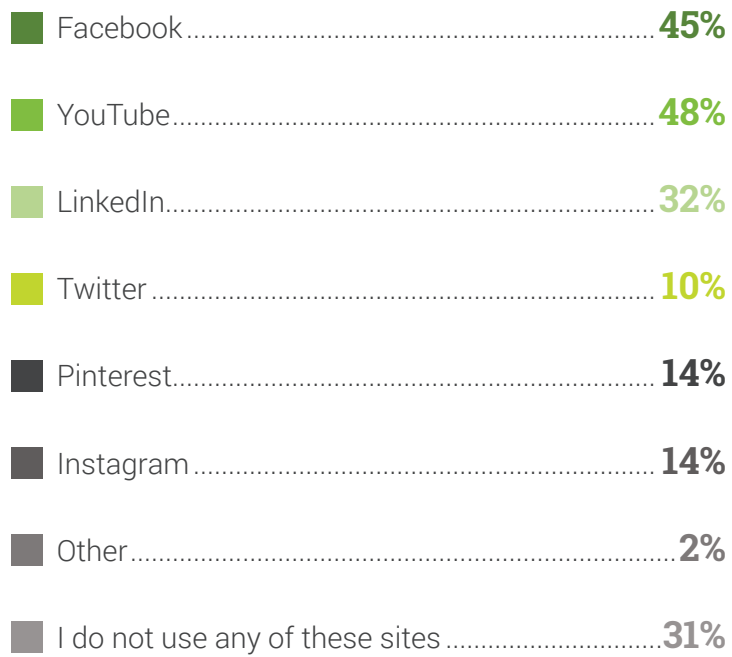


If so, what are they?

Only those respondents that said they use any smartphone or tablet apps for equipment information received this question. This question was asked as an open-ended literal response. The responses with a number indicate those that were listed more than once.

- Google (4)
- Equipment World (3)
- Ritchie Bros. (3)
- Machinery Trader (2)
- Specs and features (2)
- Omnitrac
- Heavy Rent
- Truck Trader
- Construction Equipment Guide
- Netscape
- Manufacturer websites
- Equipment search and parts search
- PDF reader for manuals
- Bosch Bluehound
- Fleet Watcher, JD Link, Vision Link
- Auction results
- Geo Tab Tracking
- MyGMC
- Dropbox folder with all company equipment specs.
- Rental availability and rates
- Cummins
- Cat.com

Do you use any of these social media sites?



	24 to 34	35 to 54	55 or older
Facebook	40%	53%	41%
YouTube	80%	58%	40%
LinkedIn	0%	40%	30%
Twitter	0%	16%	7%
Pinterest	20%	21%	9%
Instagram	20%	25%	7%
Other	20%	4%	1%
I do not use any of these sites	20%	22%	38%

Facebook and YouTube are used most but one-third do not use social media at all.

Do you use your smartphone to access social media?



	24 to 34	35 to 54	55 or older
Yes	75%	79%	66%
No	25%	21%	34%

Do you have a personal Facebook account?



Only those respondents who said they use Facebook received this question.



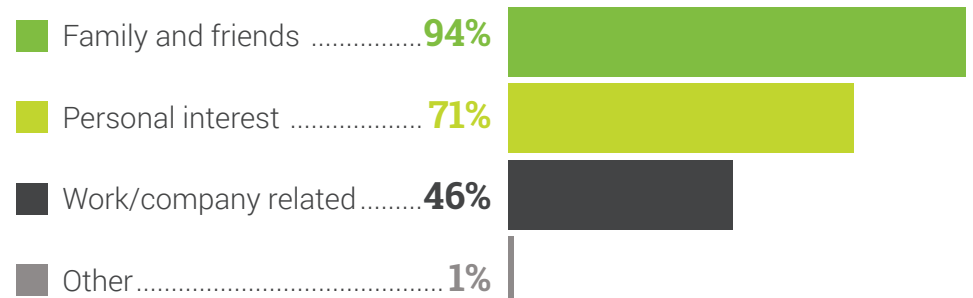
	24 to 34	35 to 54	55 or older
Yes	100%	95%	87%
No	0%	5%	14%

What type of information do you view on Facebook?



Only those respondents who said they have a personal Facebook account received this question.

	24 to 34	35 to 54	55 or older
Family and friends	100%	100%	89%
Work/company related	0%	53%	42%
Personal interest	50%	66%	76%
Other	0%	3%	0%

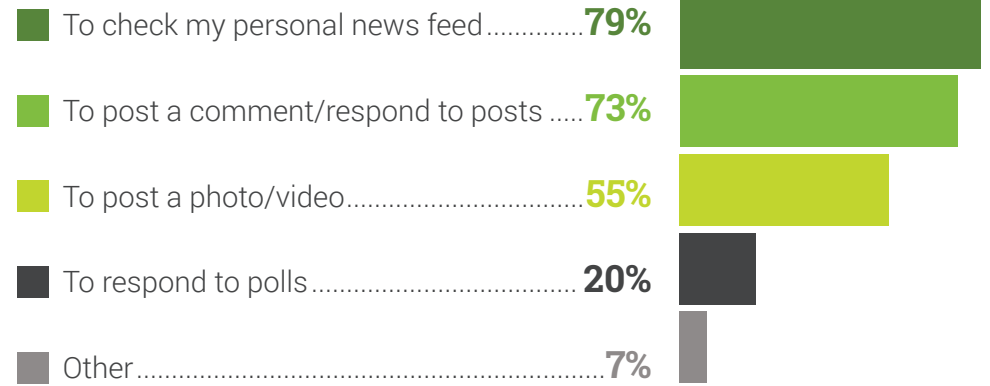


How have you used Facebook?



Only those respondents who said they have a personal Facebook account received this question.

	24 to 34	35 to 54	55 or older
To check my personal news feed	100%	82%	76%
To post a comment/respond to posts	100%	71%	73%
To post a photo/video	100%	63%	47%
To respond to polls	50%	26%	13%
Other	0%	3%	11%



Do you maintain a personal Twitter account?



Only those respondents who said they use Twitter received this question.

	24 to 34	35 to 54	55 or older
Yes	0%	83%	56%
No	0%	17%	44%



Do you subscribe to any YouTube channels?



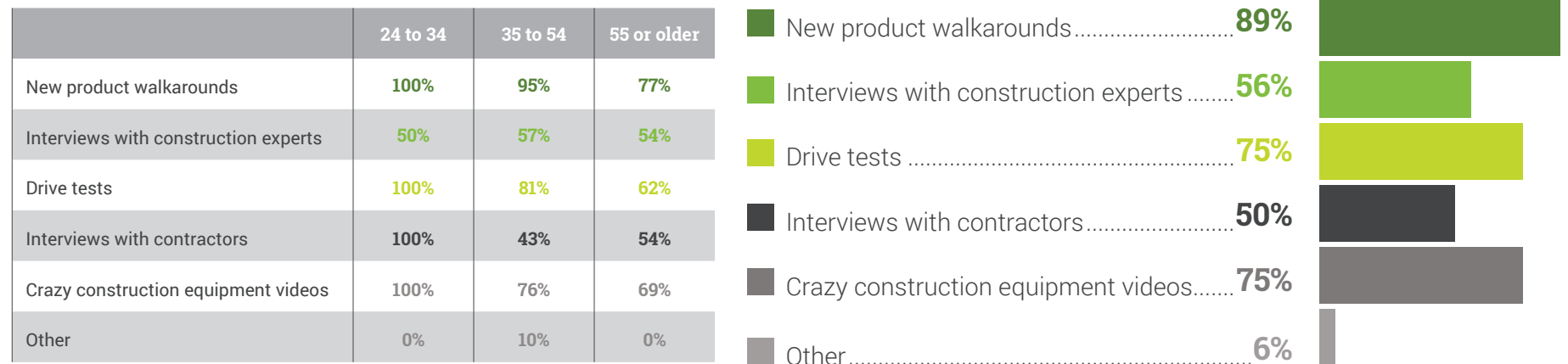
Only those respondents who said they use YouTube received this question.



What type of construction-related videos do you like? (Check all that apply.)

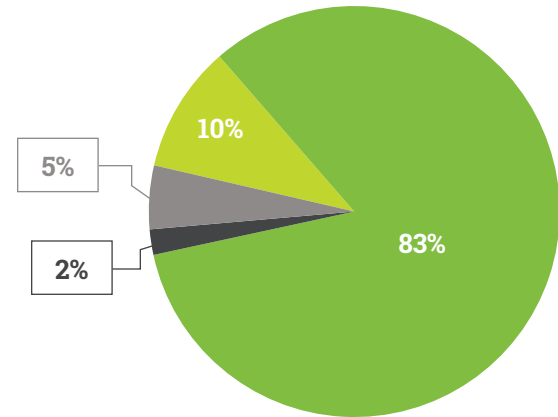


Only those respondents who said they subscribe to YouTube channels received this question.



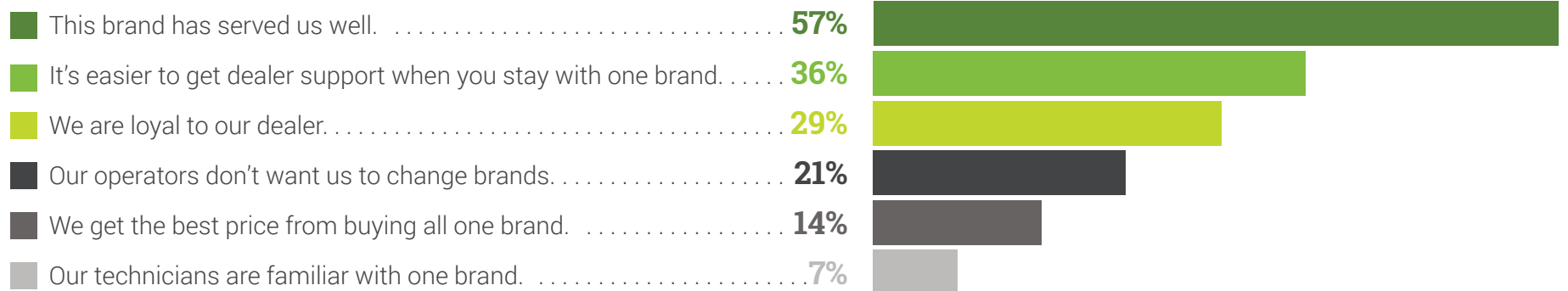
When buying equipment and trucks, do you consider different brands?

■ Yes. We consider at least two different brands.	83%
■ No. We always stay with the same brand.	10%
■ Other	2%
■ Don't know	5%

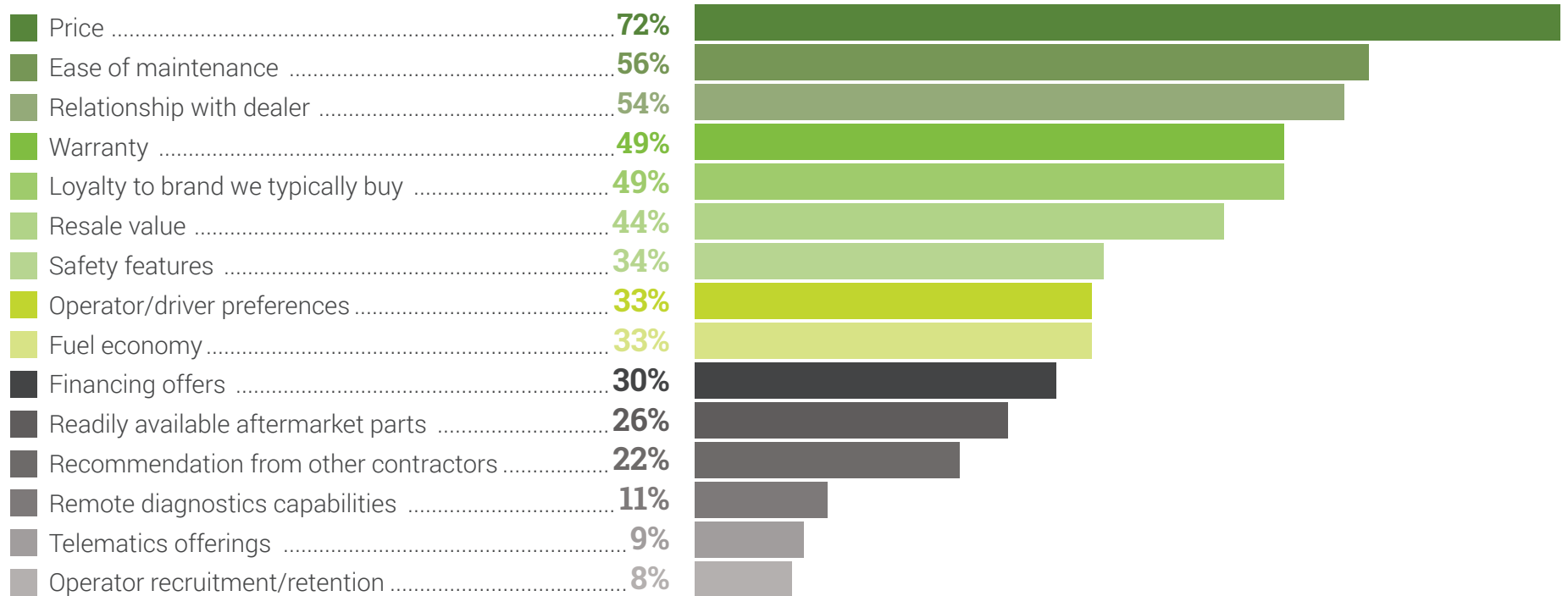


Most look at two brands minimum before making a purchase decision.

If not, why not? (Check all that apply) Only those respondents that said they always stay with the same brand received this question.



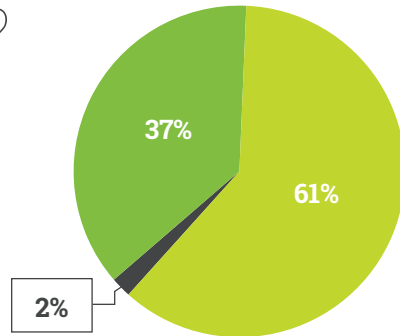
What influences your decision to buy a specific equipment or truck brand? (Please select at least three options)



After price, ease of maintenance and dealer relationships are the biggest factors in buying decisions.

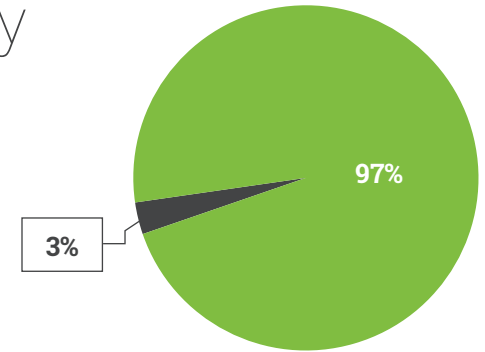
What is your age?

- 24 to 34 **2%**
- 35 to 54 **37%**
- 55 or older **61%**



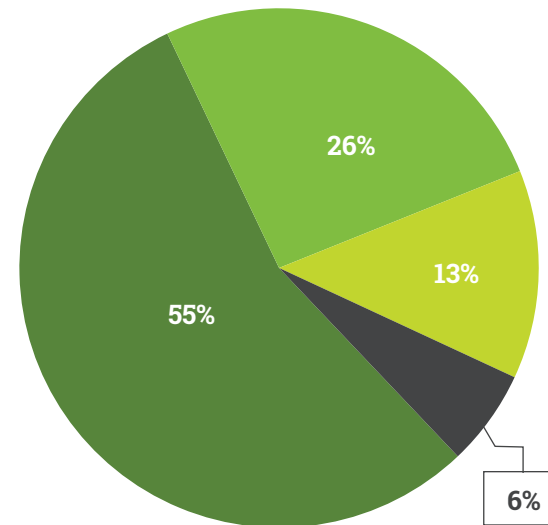
Please specify your gender:

- Female **3%**
- Male **97%**

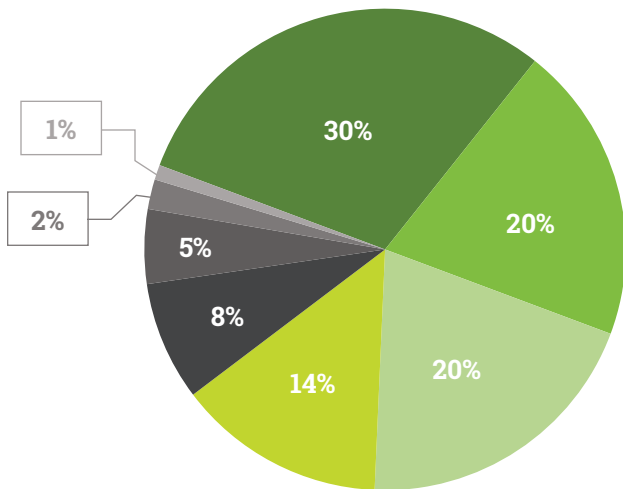
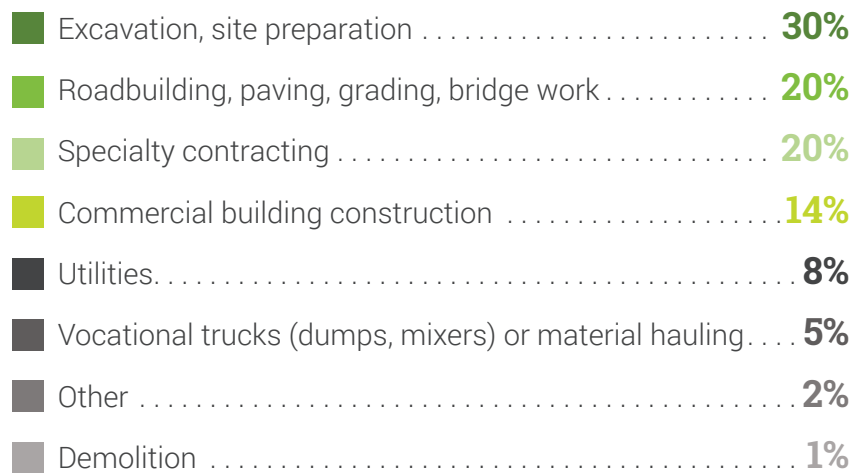


What position do you hold in your company or organization?

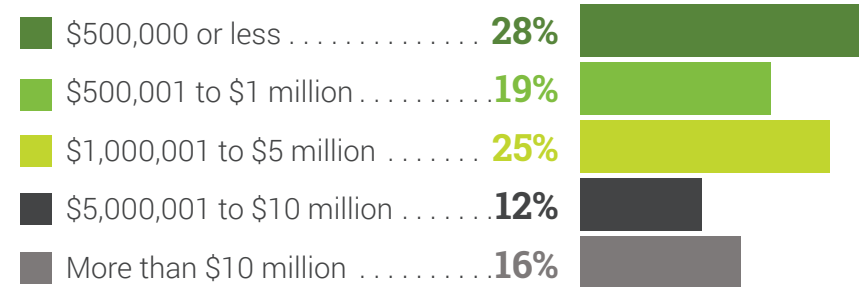
- Upper Management **55%**
CEO, Chairman of the Board, Owner, Partner, President, Vice President, CFO, Treasurer
- Middle Management **26%**
Administrator, Manager, Supervisor, Superintendent, Engineer, Purchasing Agent and other executive official.
- Equipment Staff **13%**
Equipment management, Shop & Mechanical Supervisor, Fleet Superintendent, Estimator and Heavy Equipment Operator
- Other **6%**



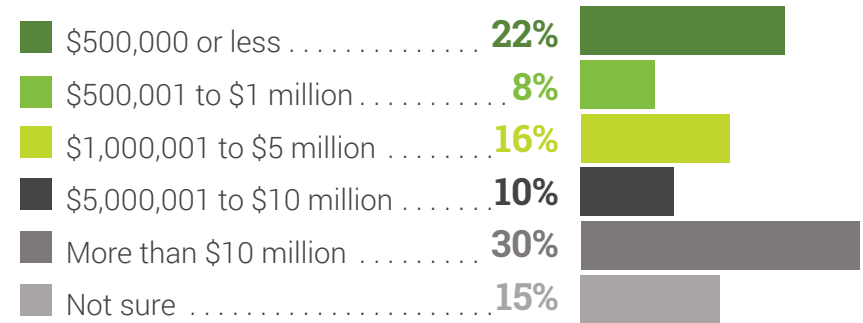
What is your company's primary business?



What is the replacement value of the equipment (rolling stock) your company currently owns or leases?



What is your company's annual volume of business?





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