

2016 REPORT

# EQUIPMENT WORLD. CONNECTIVITY STUDY



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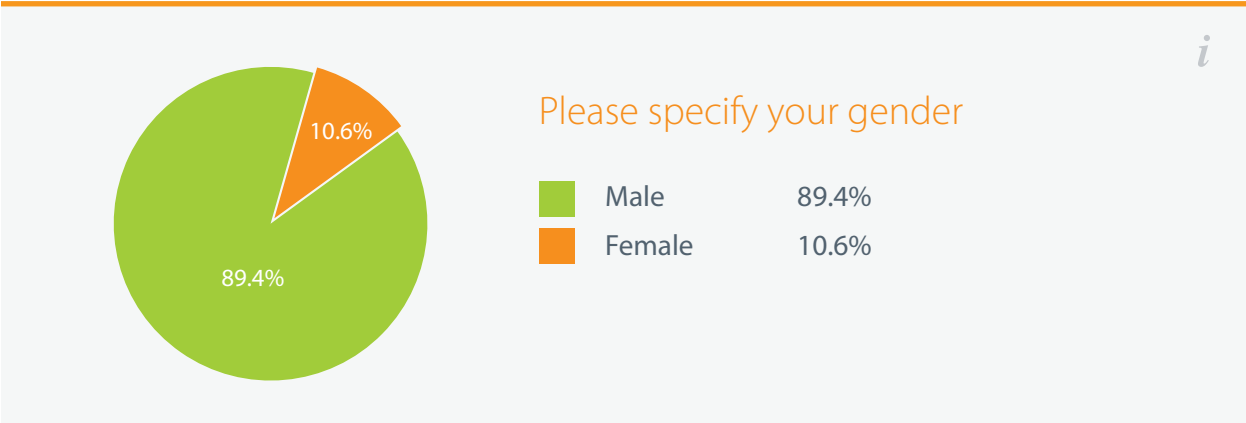
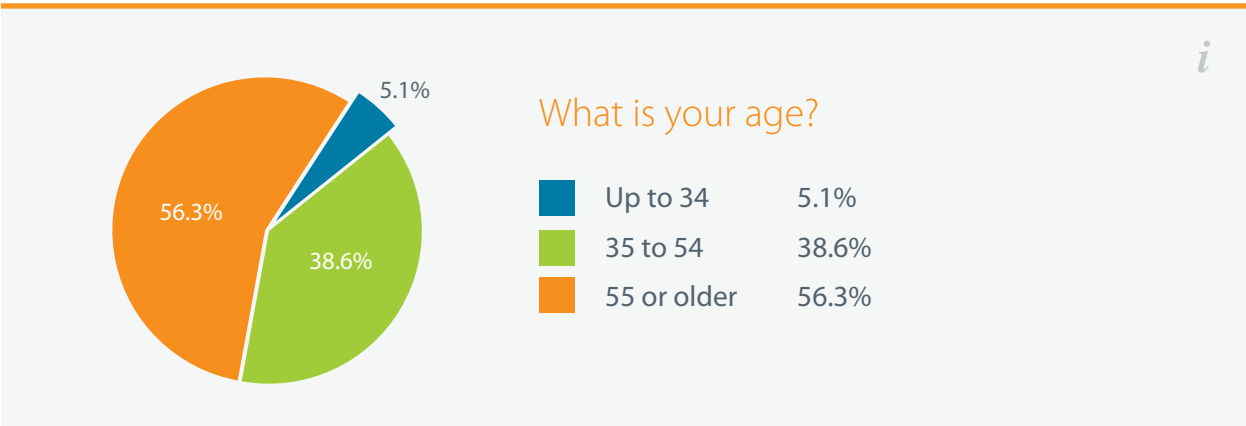
# METHODOLOGY

The following report examines the results of a survey that was mailed and e-mailed to *Equipment World* contractor subscribers in summer 2015. The purpose of the survey was to gather information on how *Equipment World* readers use current technologies – such as smart phones and other mobile devices, computers, the Internet, digital magazines and social media – both personally and professionally. Where relevant, a cross-tabulation by age is provided.

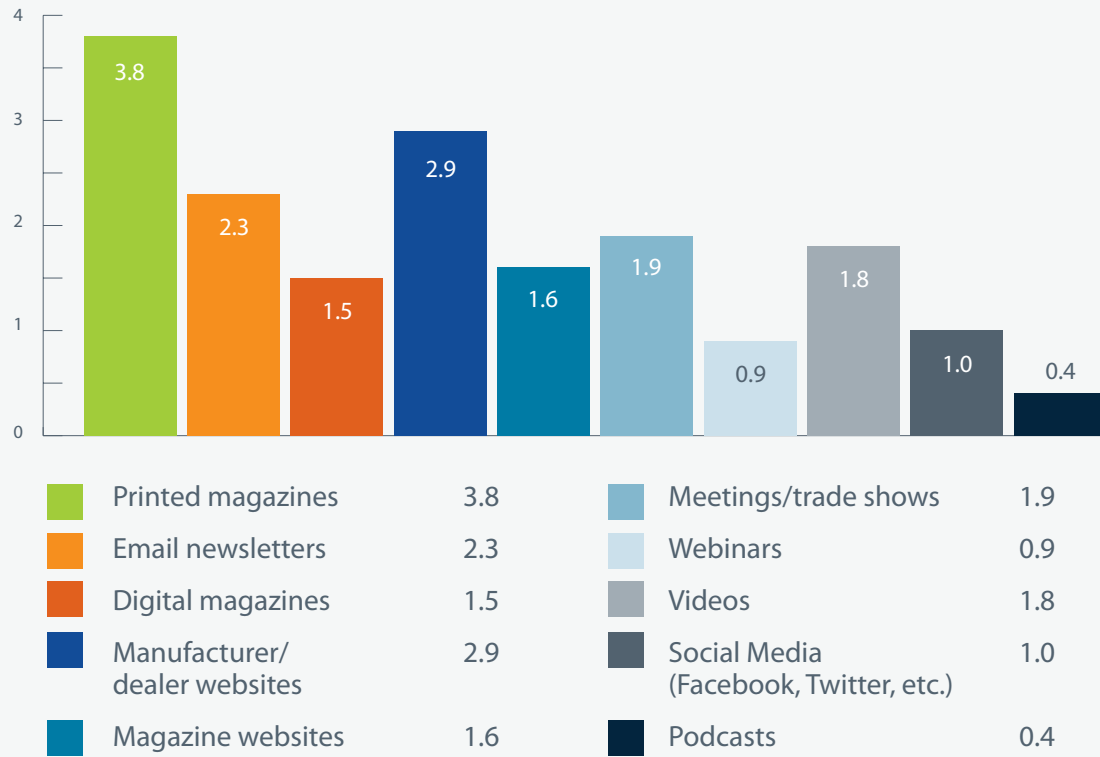
The mailed survey packet was sent to 4,000 *Equipment World* subscribers and included the survey, a letter from *Equipment World's* editorial director, Marcia Gruver Doyle, and a postage-paid return envelope. The html version was sent as a link in an e-mail cover message.

As an incentive to complete and return the survey, respondents were offered entry into a contest in which they could possibly win various cash prizes. A total of 223 completed surveys were returned and are included in this report.

# GENERAL INFORMATION



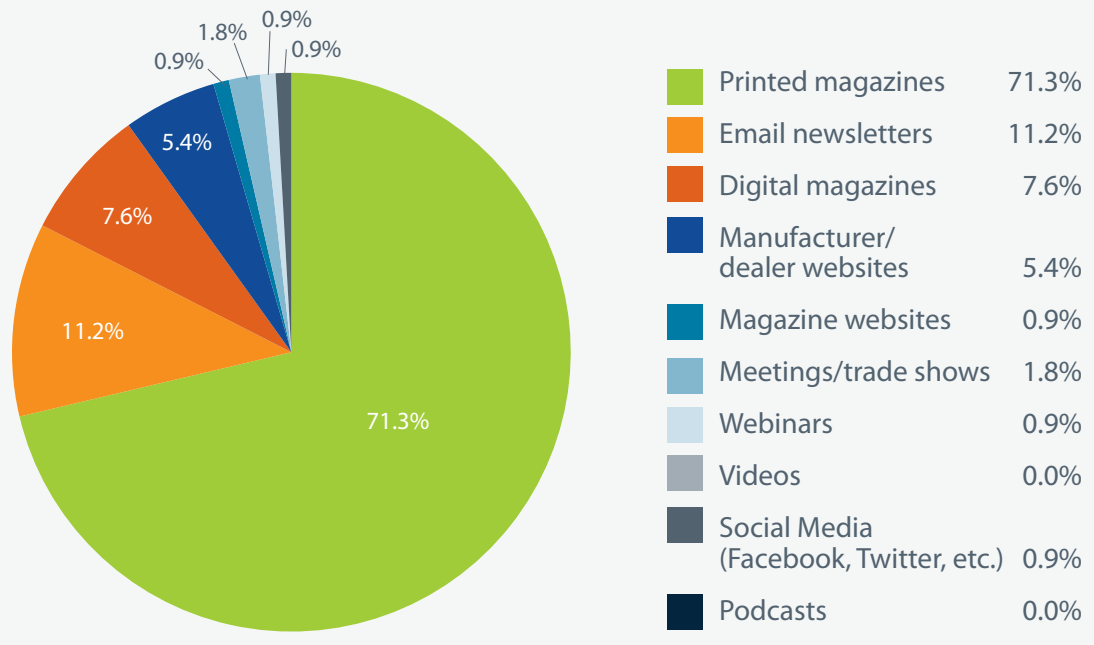
On a scale of 0 to 5 (where 0=never and 5=constantly) how frequently do you use the following sources of information about the construction industry?



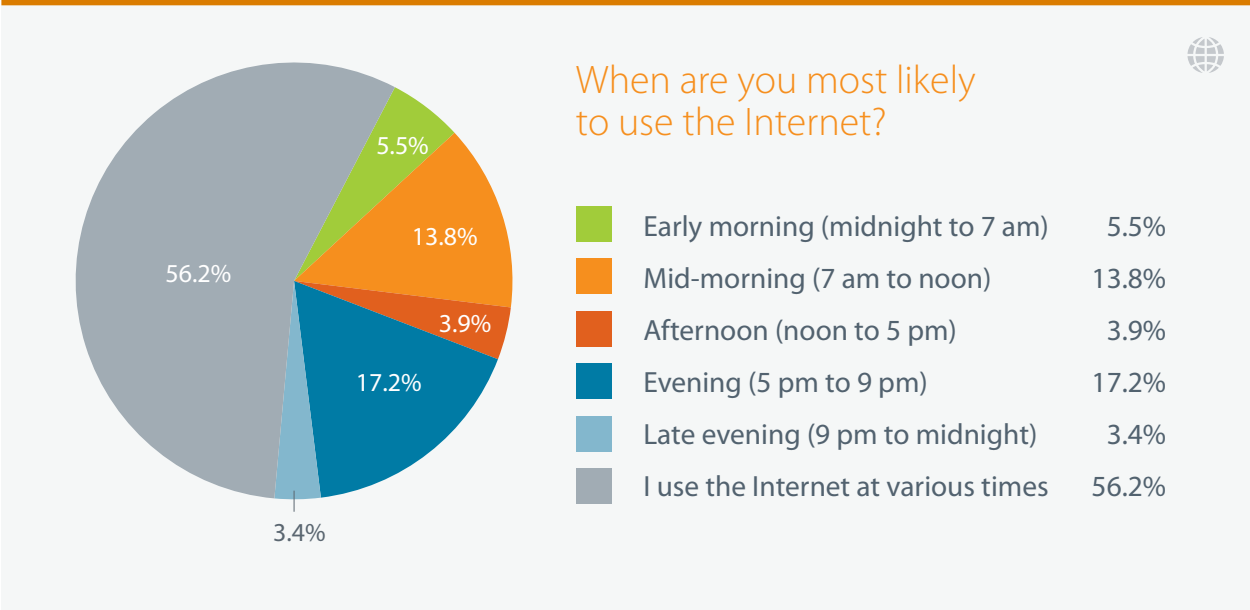
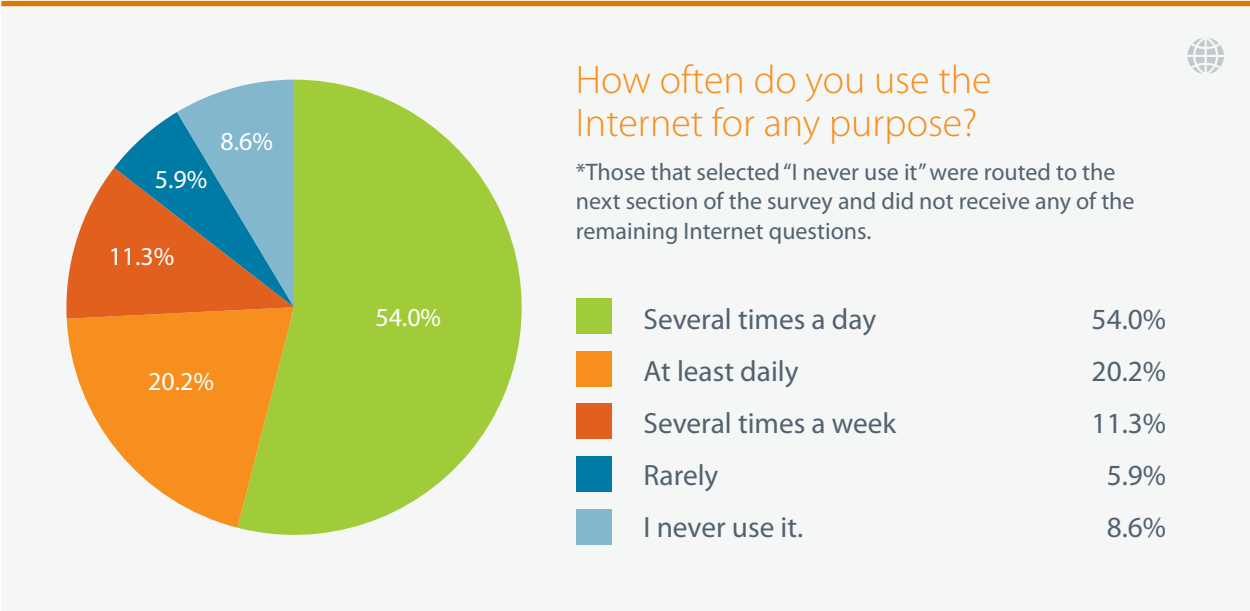
	0 - Never	1	2	3	4	5 - Constantly
Printed magazines	0.9%	7.2%	9.4%	17.0%	21.6%	43.9%
Email newsletters	19.3%	15.6%	17.0%	20.3%	17.9%	9.9%
Digital magazines	39.2%	19.0%	14.7%	10.0%	10.9%	6.2%
Manufacturer/dealer websites	11.0%	7.9%	13.9%	24.1%	28.7%	14.4%
Magazine websites	28.0%	25.1%	18.5%	17.5%	9.0%	1.9%
Meetings/trade shows	21.5%	25.7%	15.0%	22.4%	12.1%	3.3%
Webinars	56.6%	19.3%	9.0%	9.9%	3.3%	1.9%
Videos	28.2%	21.2%	17.5%	17.5%	9.9%	5.7%
Social Media (Facebook, Twitter, etc.)	56.4%	15.0%	14.1%	5.6%	3.3%	5.6%
Podcasts	75.9%	13.2%	6.6%	2.4%	1.4%	0.5%



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

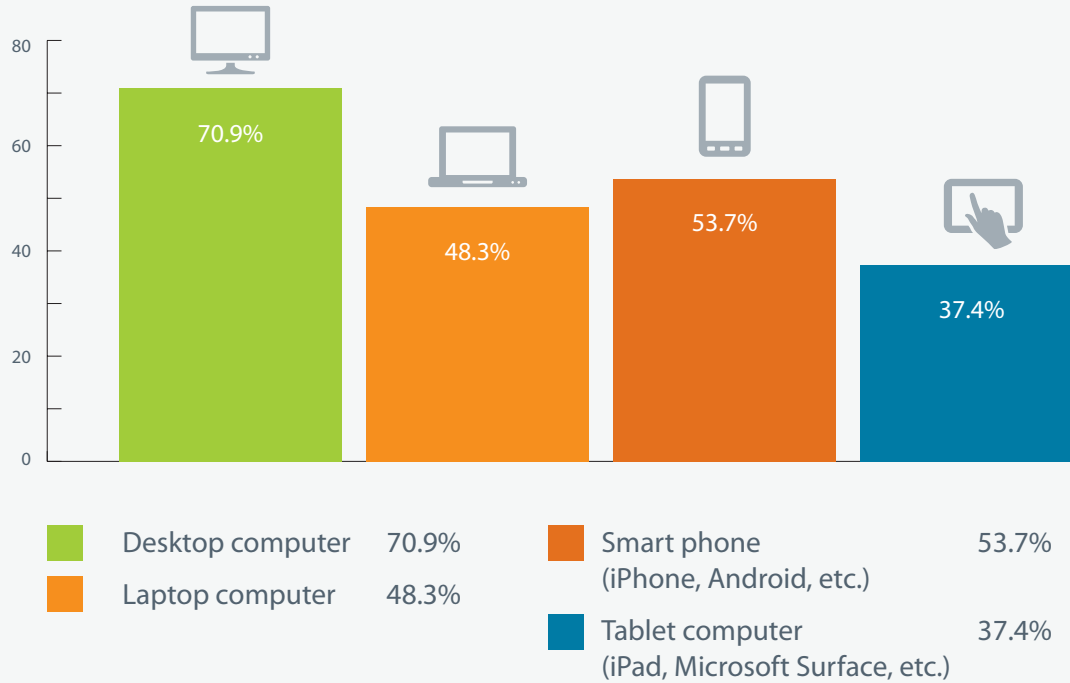


# INTERNET USE

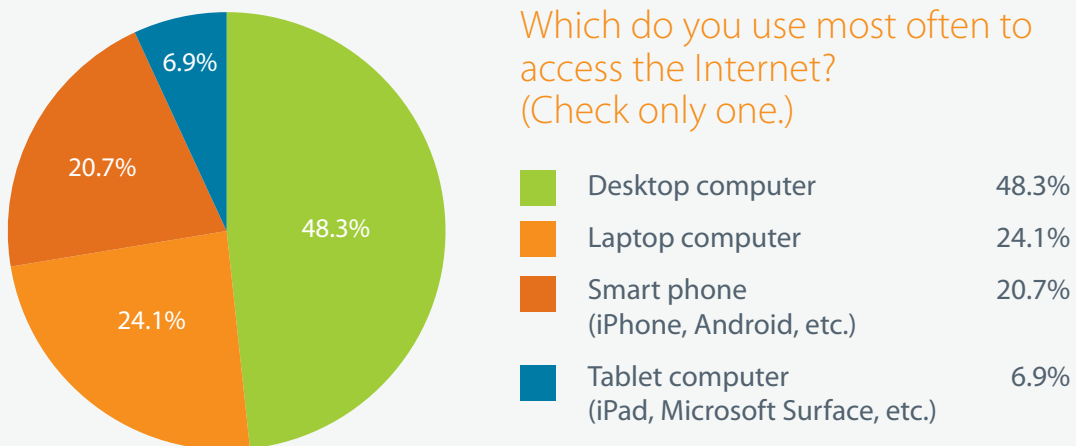




Which of the following do you use to access the Internet?  
(Check all that apply.)

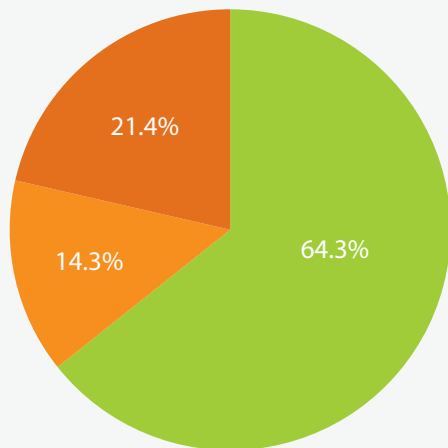


Which do you use most often to access the Internet?  
(Check only one.)





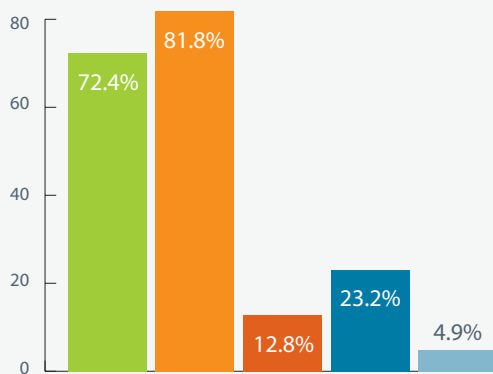
### What tablet computer do you use most often?



iPad/iPad mini	64.3%
Samsung Galaxy tablet/notebook	14.3%
Kindle Fire	21.4%
Microsoft Surface	0.0%
Other	0.0%



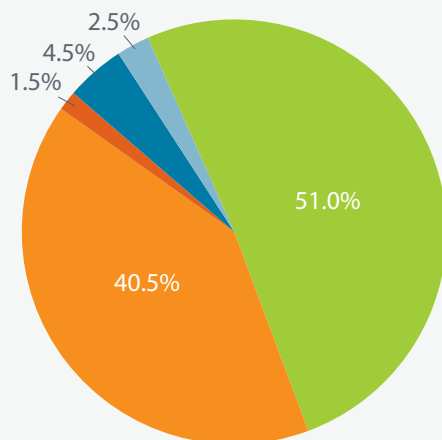
### Where do you access the Internet? (Check all that apply.)



Office	72.4%
Home	81.8%
Jobsite trailer	12.8%
Laptop in my truck/vehicle	23.2%
Other	4.9%



### Where do you most often access the Internet?

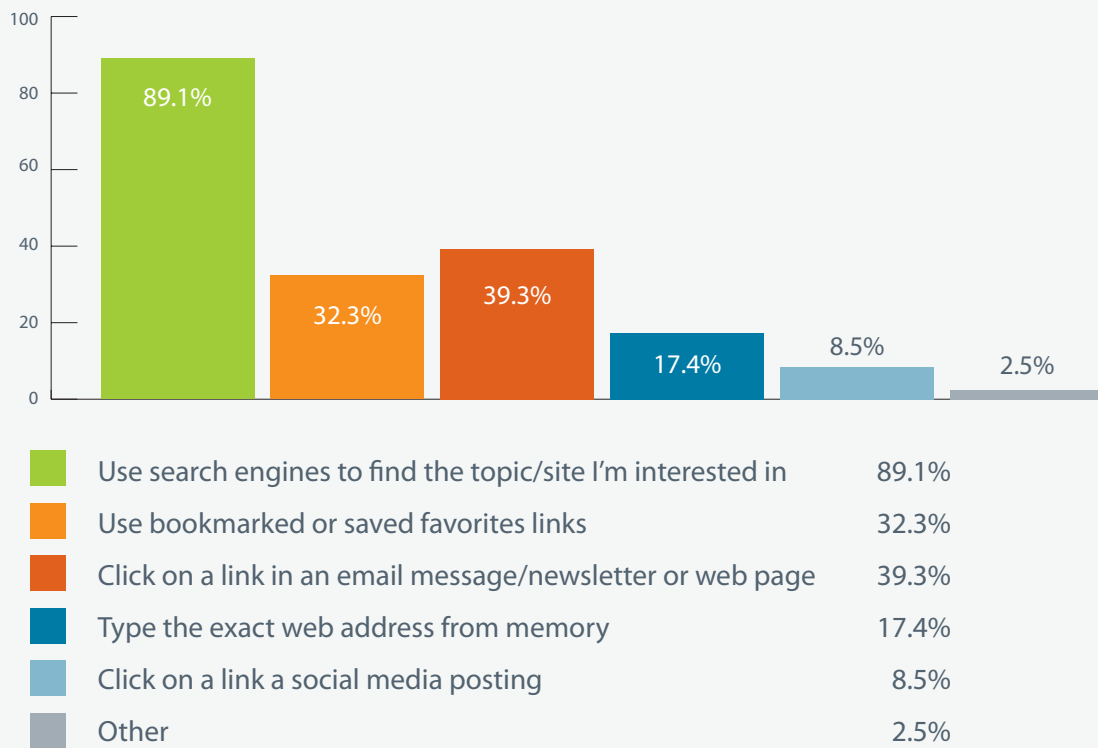


Office	51.0%
Home	40.5%
Jobsite trailer	1.5%
Laptop in my truck/vehicle	4.5%
Other	2.5%

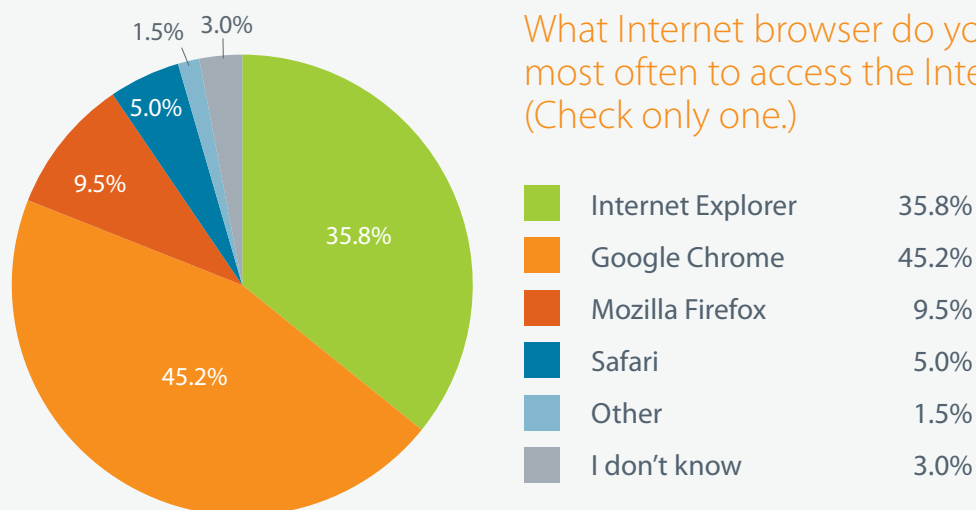


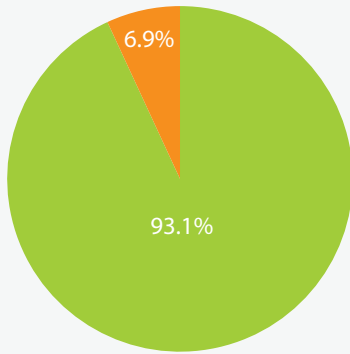


## How do you most often get to an Internet site? (Check all that apply.)



## What Internet browser do you use most often to access the Internet? (Check only one.)





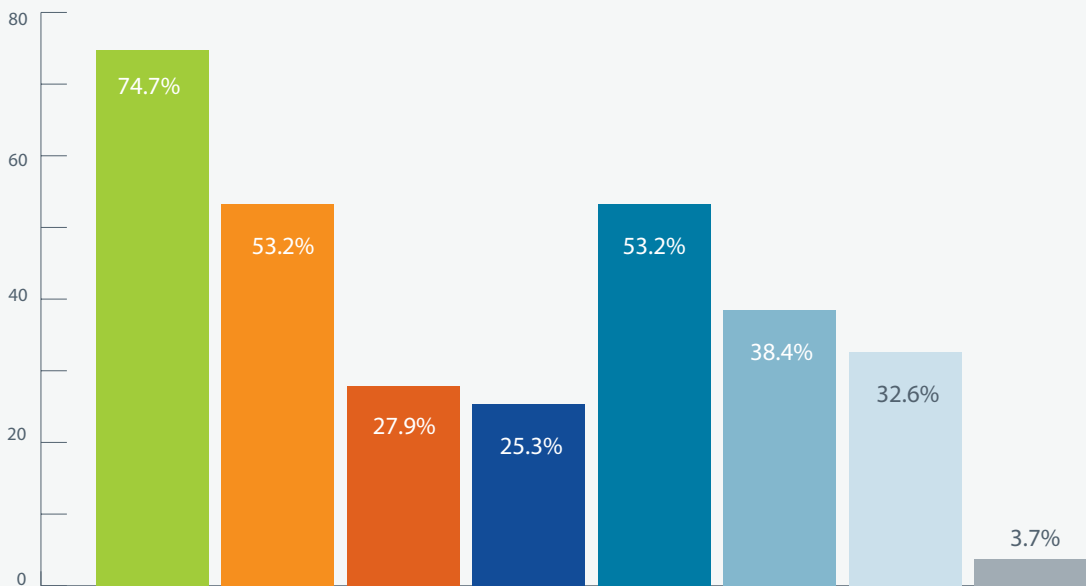
Do you use the Internet to search for equipment/truck/tool information?

- Yes 93.1%
- No 6.9%



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

Only those respondents who indicated they use the Internet to search for equipment/truck/tool information.



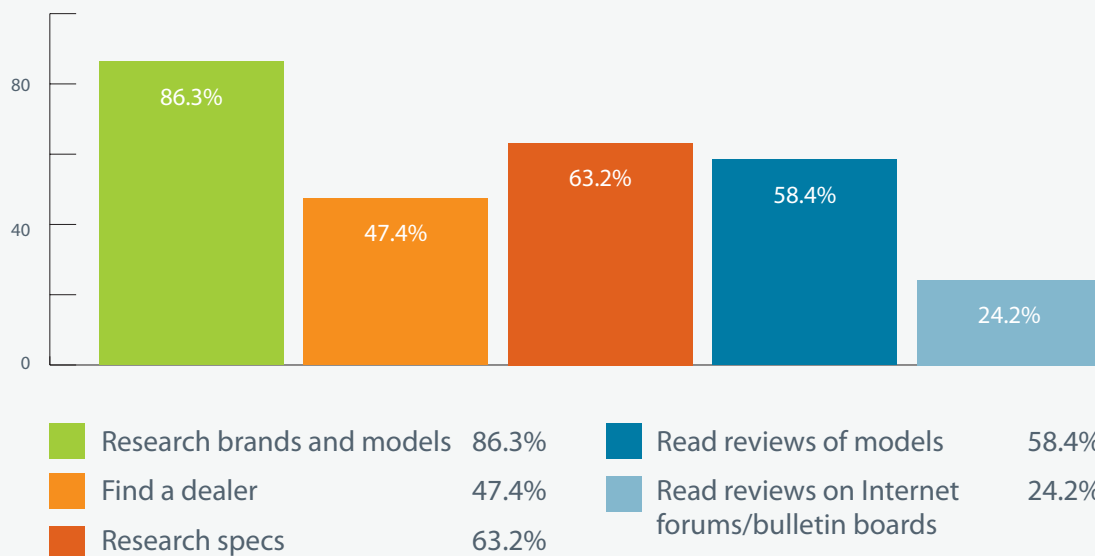
- |   |       |  |       |
|---|-------|--|-------|
| <span style="color: green;">■</span> Manufacturer website   | 74.7% | <span style="color: blue;">■</span> Used equipment website                           | 53.2% |
| <span style="color: orange;">■</span> Dealer website  | 53.2% | <span style="color: lightblue;">■</span> Auction website (IronPlanet, Ritchie Bros.) | 38.4% |
| <span style="color: darkorange;">■</span> Industry magazine website                                       | 27.9% | <span style="color: lightblue;">■</span> eBay, Craig's List, etc.                    | 32.6% |
| <span style="color: darkblue;">■</span> Equipment forums (Heavy Equipment Forums, tractorbynet.com, etc.) | 25.3% | <span style="color: gray;">■</span> Other  | 3.7%  |





## How do you use the Internet during your equipment/truck/tool buying process? (Check all that apply.)

Only those respondents who indicated they use the Internet to search for equipment/truck/tool information received this question.



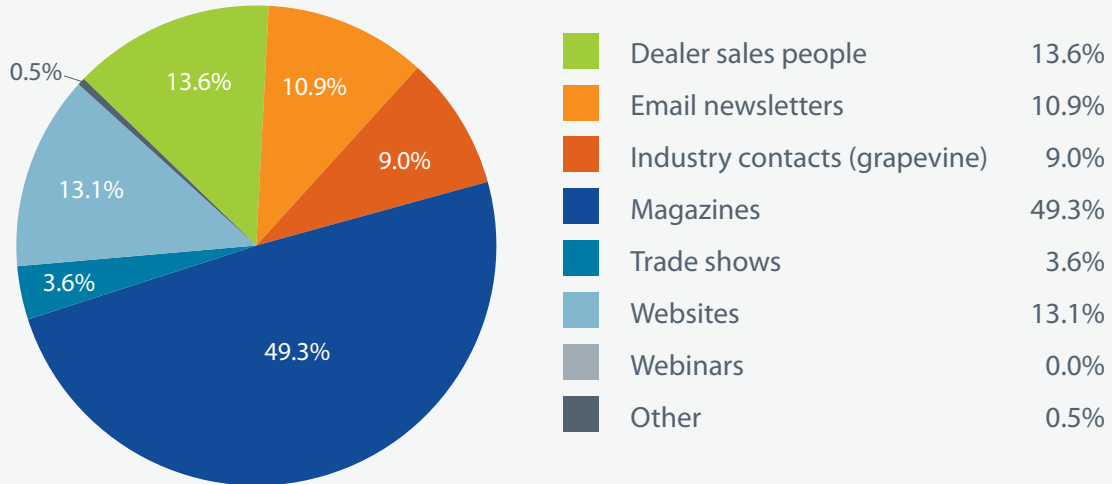
## What website do you use the most to research during your equipment/truck/tool buying process?

Only those respondents who indicated they use the Internet to search for equipment/truck/tool information received this question.

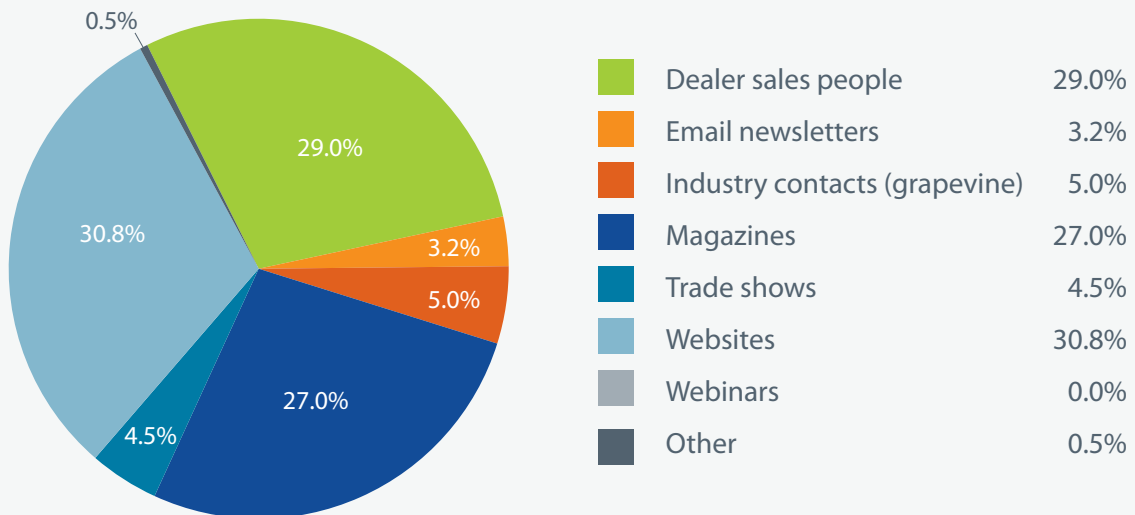
Search engines	24.6%
Manufacturer	17.5%
Shoppers	13.5%
Equipment auction websites	13.5%
Many/various/no site in particular/depends	11.1%
Trade publication websites	16.6%
Dealer	4.8%
Ebay	3.2%
craigslist	3.2%
Other	2.4%



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

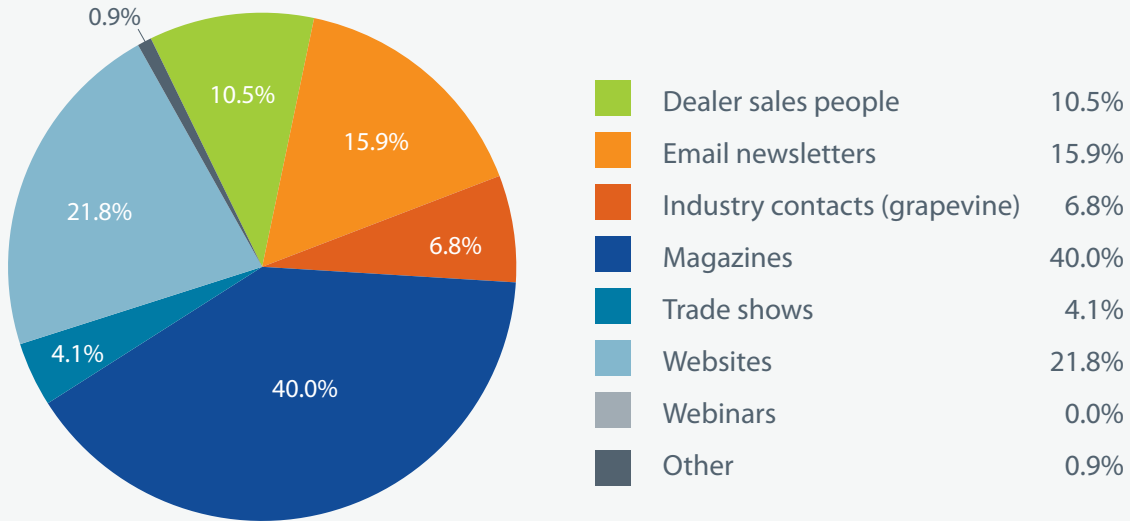


### What's your top resource for detailed product information? (Check only one.)

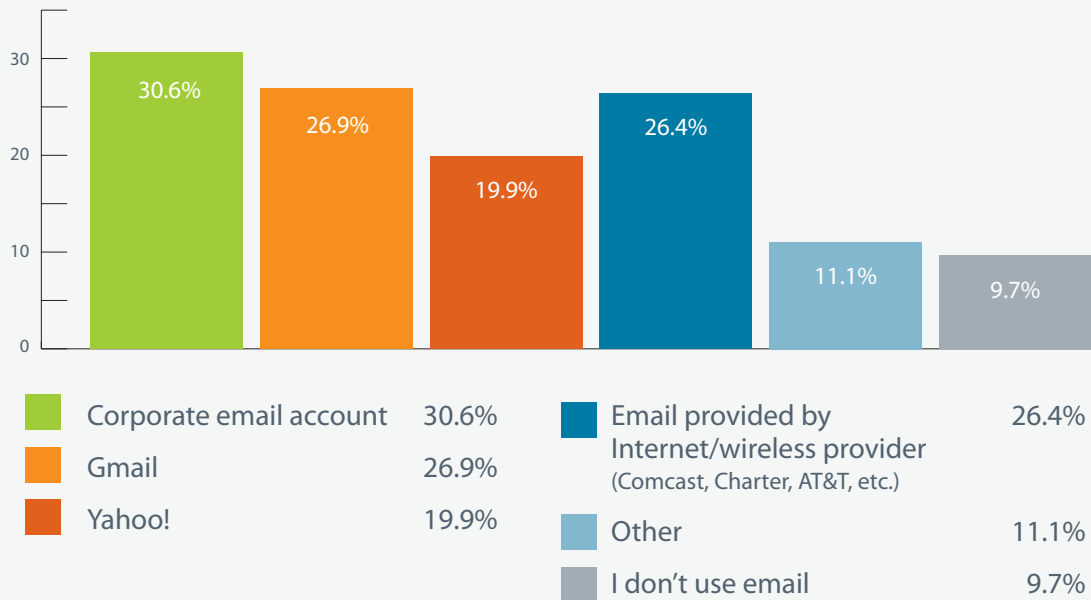




### What's your top resource for technology news? (Check only one.)



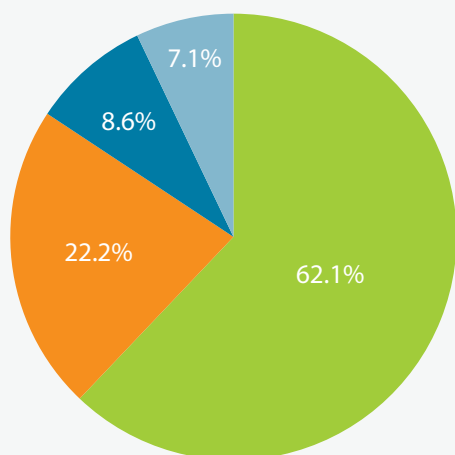
### What service do you use for email? (Check all that apply.)





## How often do you check your email account?

Those who said they did not use email in the previous question did not receive this question.

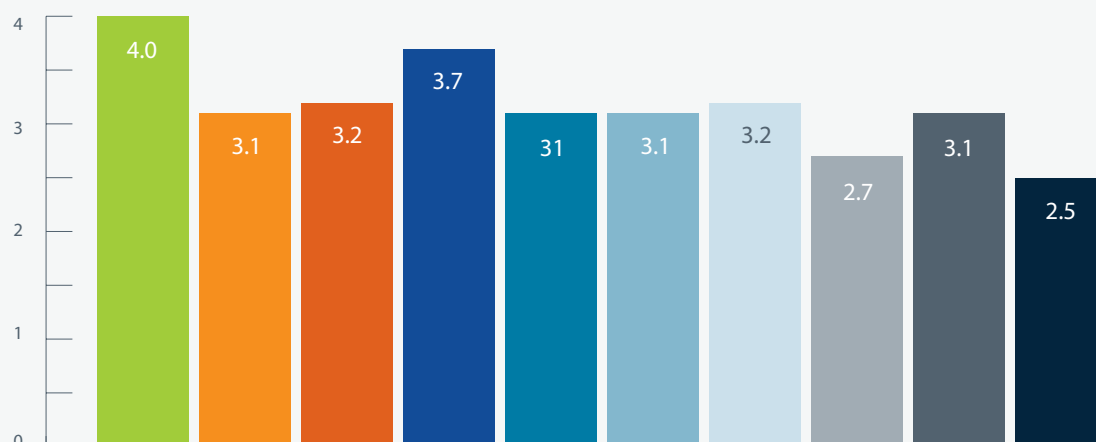


Several times a day	62.1%
At least daily	22.2%
Several times a week	8.6%
Once a week or less often	7.1%





On a scale of 0 to 5 (with 5 being extremely important and 0 not important at all), how important is it to include the following on a construction website?



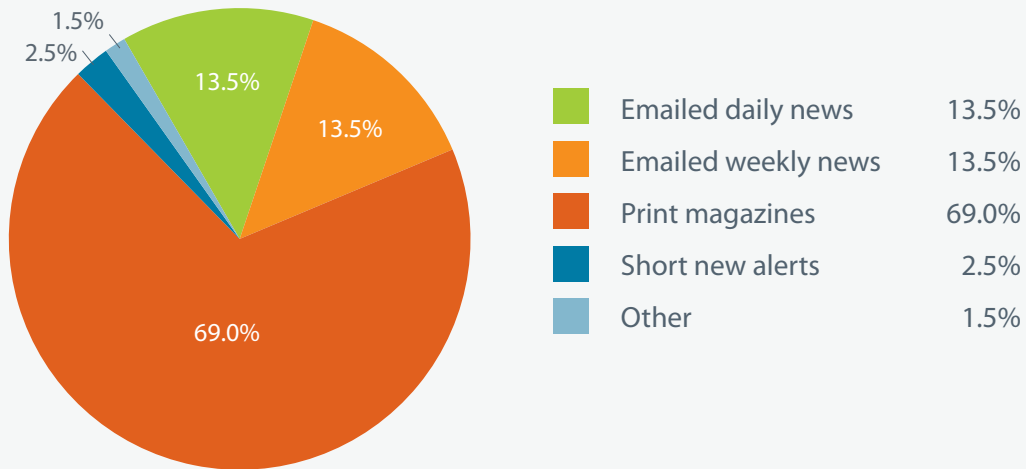
<span style="color: #92d050;">■</span> New product information	4.0	<span style="color: #4682b4;">■</span> Business information/ best practices	3.1
<span style="color: #ffa500;">■</span> Product videos	3.1	<span style="color: #add8e6;">■</span> News from manufacturers	3.2
<span style="color: #ff4500;">■</span> Project photo galleries	3.2	<span style="color: #a9a9a9;">■</span> White papers (authoritative reports on important construction industry issues)	2.7
<span style="color: #00008b;">■</span> Service and maintenance information	3.7	<span style="color: #333333;">■</span> Service/how-to videos	3.1
<span style="color: #008080;">■</span> Industry/market news	3.1	<span style="color: #000033;">■</span> Industry event calendar	2.5

	0 - Not important at all	1	2	3	4	5 - Extremely important
New product information	1.5%	3.5%	5.5%	16.6%	31.7%	41.2%
Product videos	8.1%	8.6%	16.2%	21.8%	25.9%	19.4%
Project photo galleries	5.6%	7.1%	13.7%	33.0%	21.3%	19.3%
Service and maintenance information	2.5%	2.5%	10.1%	22.7%	32.8%	29.4%
Industry/market news	4.1%	9.6%	21.8%	22.3%	24.4%	17.8%
Business information/best practices	3.0%	11.1%	15.7%	29.3%	23.7%	17.2%
News from manufacturers	3.5%	7.1%	17.7%	24.2%	33.3%	14.2%
White papers (authoritative reports on important construction industry issues)	8.2%	16.4%	15.9%	25.6%	25.1%	8.8%
Service/how-to videos	6.1%	12.2%	11.2%	22.3%	29.4%	18.8%
Industry event calendar	10.7%	17.3%	20.3%	28.9%	13.7%	9.1%

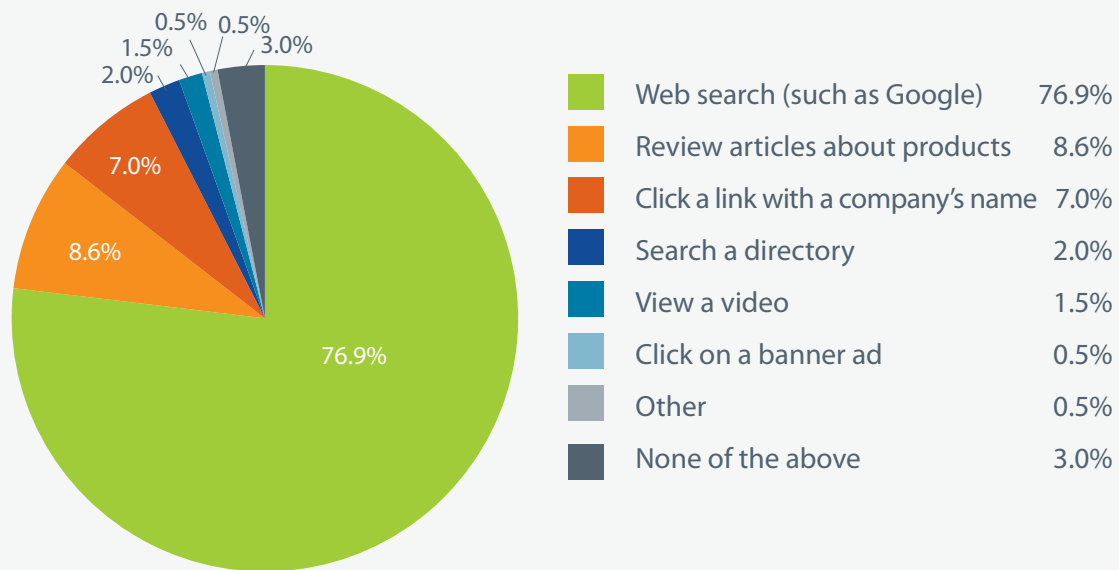




In which of the following ways do you most often read industry news? (Check only one.)



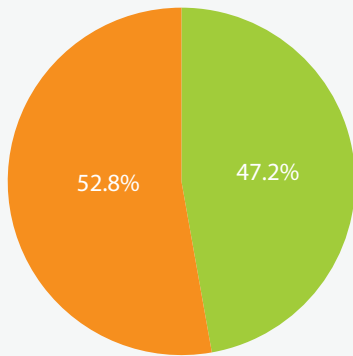
When looking for equipment or services information from companies online, which of the following are you most likely to try first?







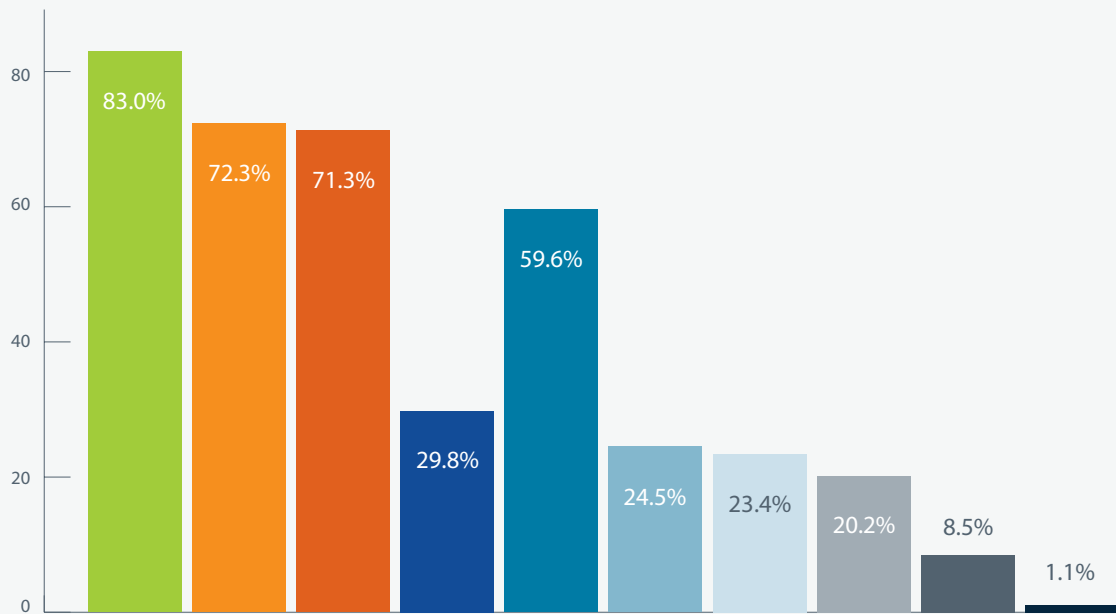
## Does your company have a website?



- Yes 47.2%
- No 52.8%

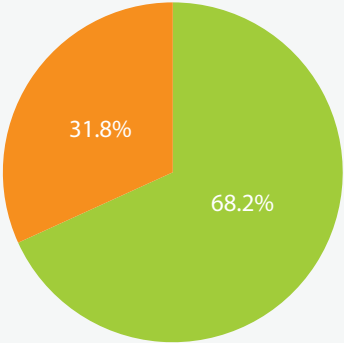


## If so, what have you used it to do? (Check all that apply.)



- |                          |       |                                     |       |
|--------------------------|-------|-------------------------------------|-------|
| Introduce the company    | 83.0% | Showcase our equipment              | 24.5% |
| Market our services      | 72.3% | Provide updates on current projects | 23.4% |
| Explain our capabilities | 71.3% | Link to our Facebook account        | 20.2% |
| Showcase our people      | 29.8% | Link to our Twitter account         | 8.5%  |
| Showcase past projects   | 59.6% | Other                               | 1.1%  |

# SMART PHONE USE

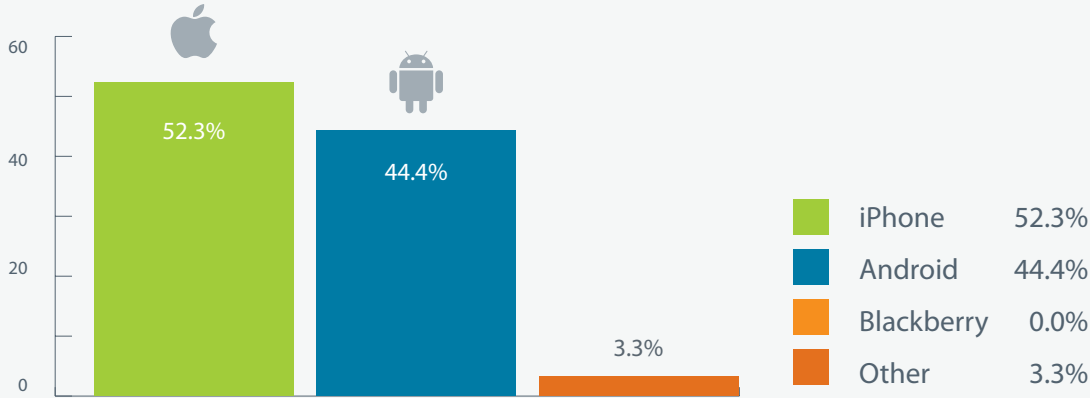


## Do you use a smart phone?

Those respondents who said they did not use a smart phone were routed to the next section and did not receive any additional smart phone questions.

Yes	68.2%
No	31.8%

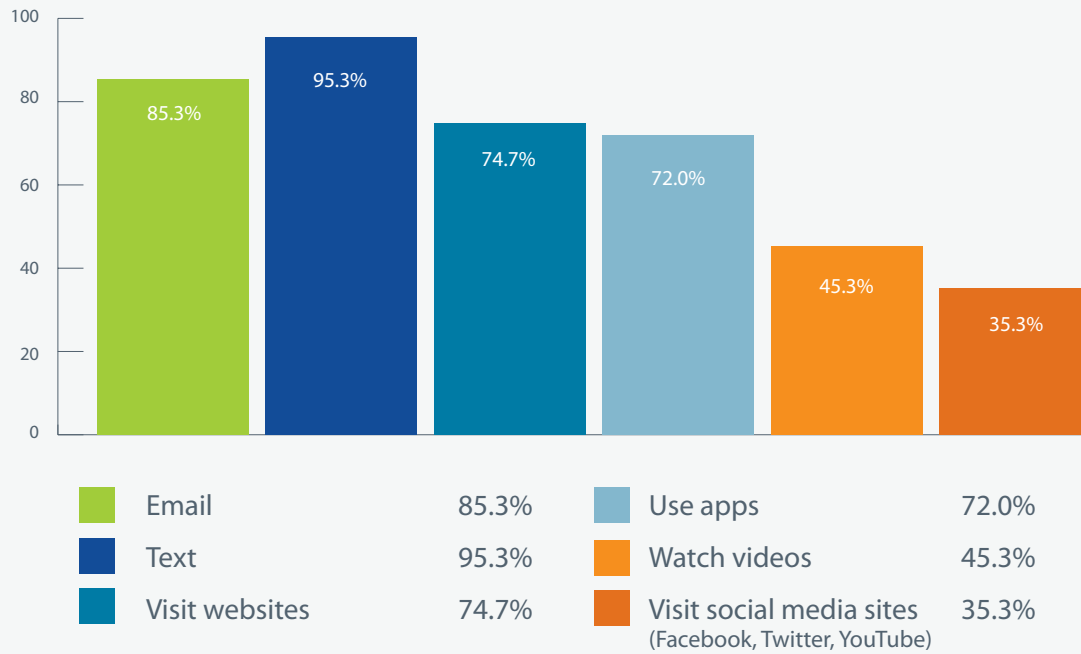
## What type of cell phone do you use?





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

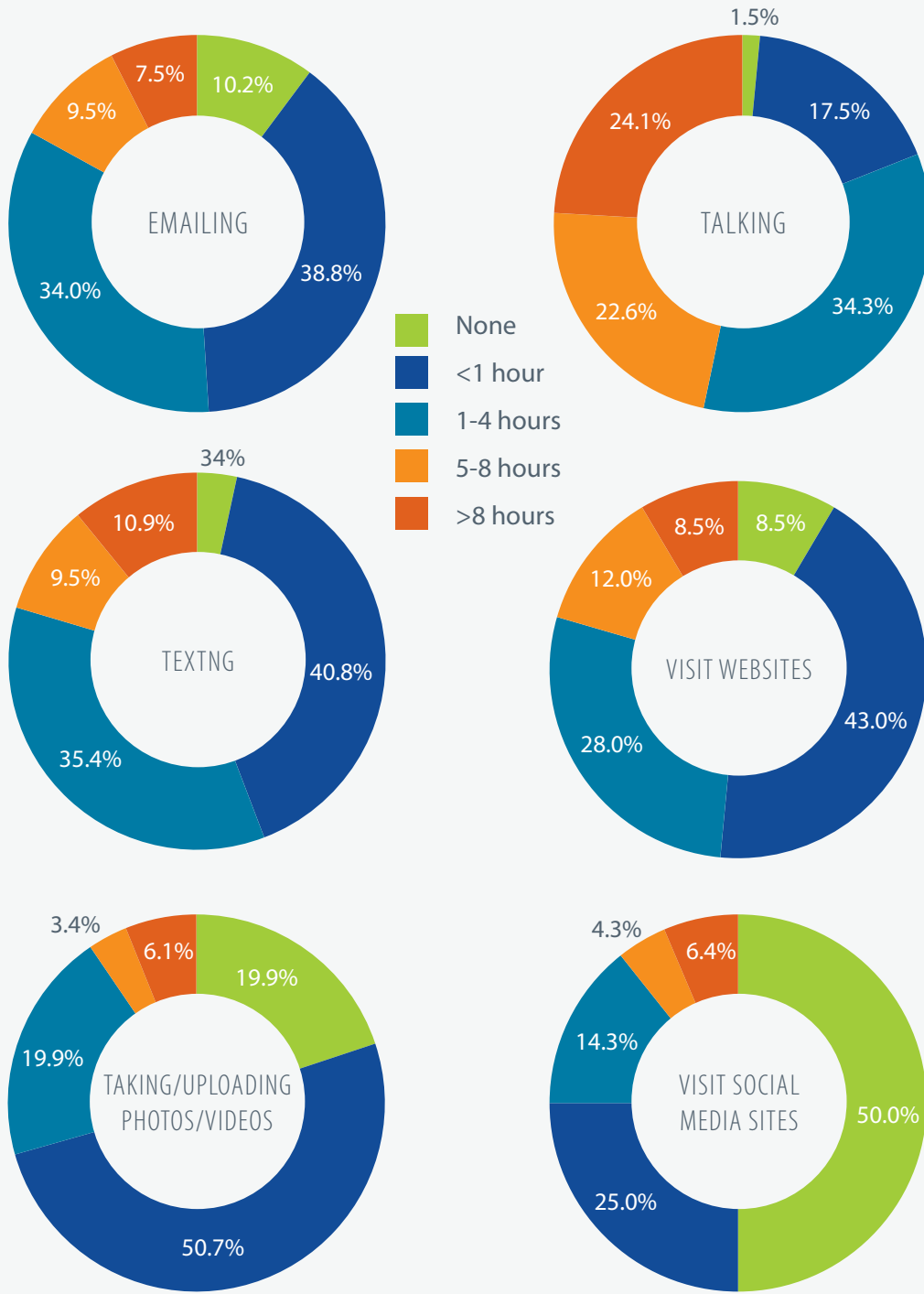
Based on those respondents who said their phone was internet-enabled.





## How many hours in an average week do you spend using or doing the following on your phone?

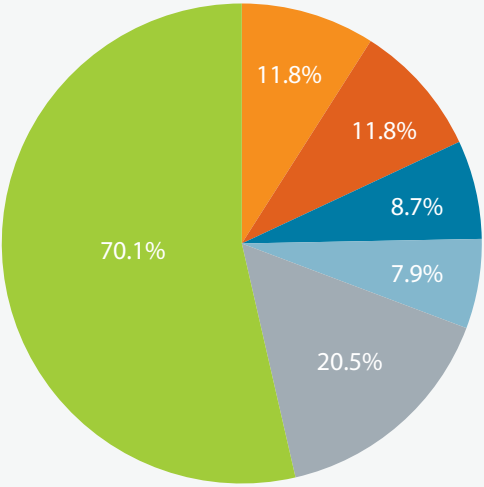
Respondents received only the categories they said they do on their phone.





### When do you typically check your email?

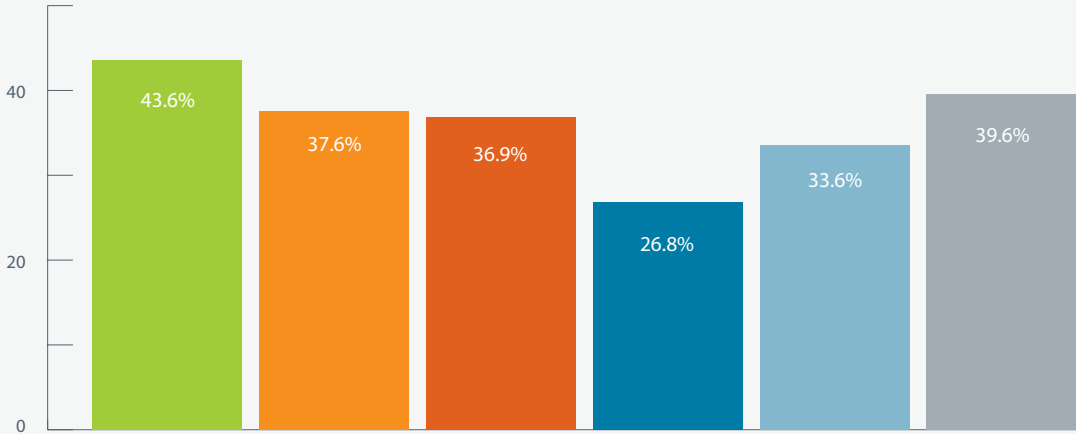
Only those respondents who said they use their phones to check their email received this question.



Before work	11.8%
Morning	11.8%
Lunch	8.7%
Afternoon	7.9%
Evening	20.5%
I check it all day long	70.1%



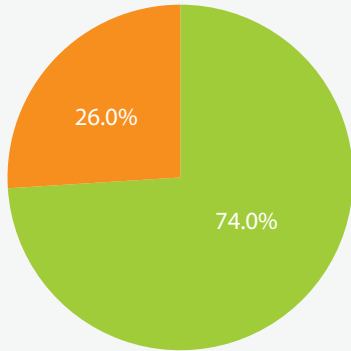
### Do you receive the following types of information on your phone? (Check all that apply.)



Bid information	43.6%	Equipment specs	26.8%
Newsletters	37.6%	Industry news	33.6%
General equipment information	36.9%	None of the above	39.6%



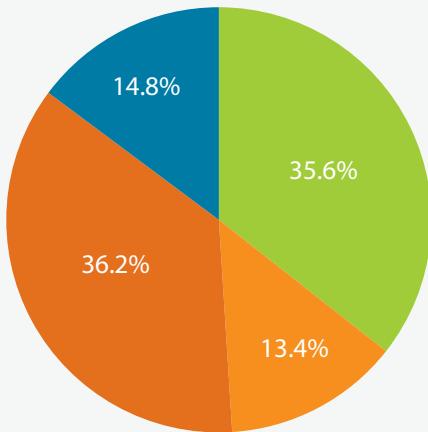
### Do you currently download apps for your smart phone?



- Yes 74.0%
- No 26.0%



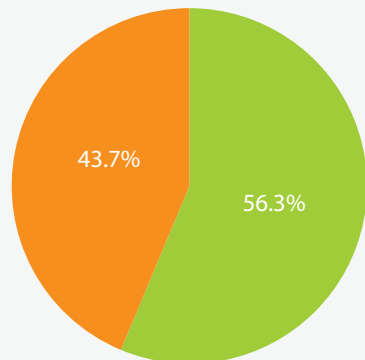
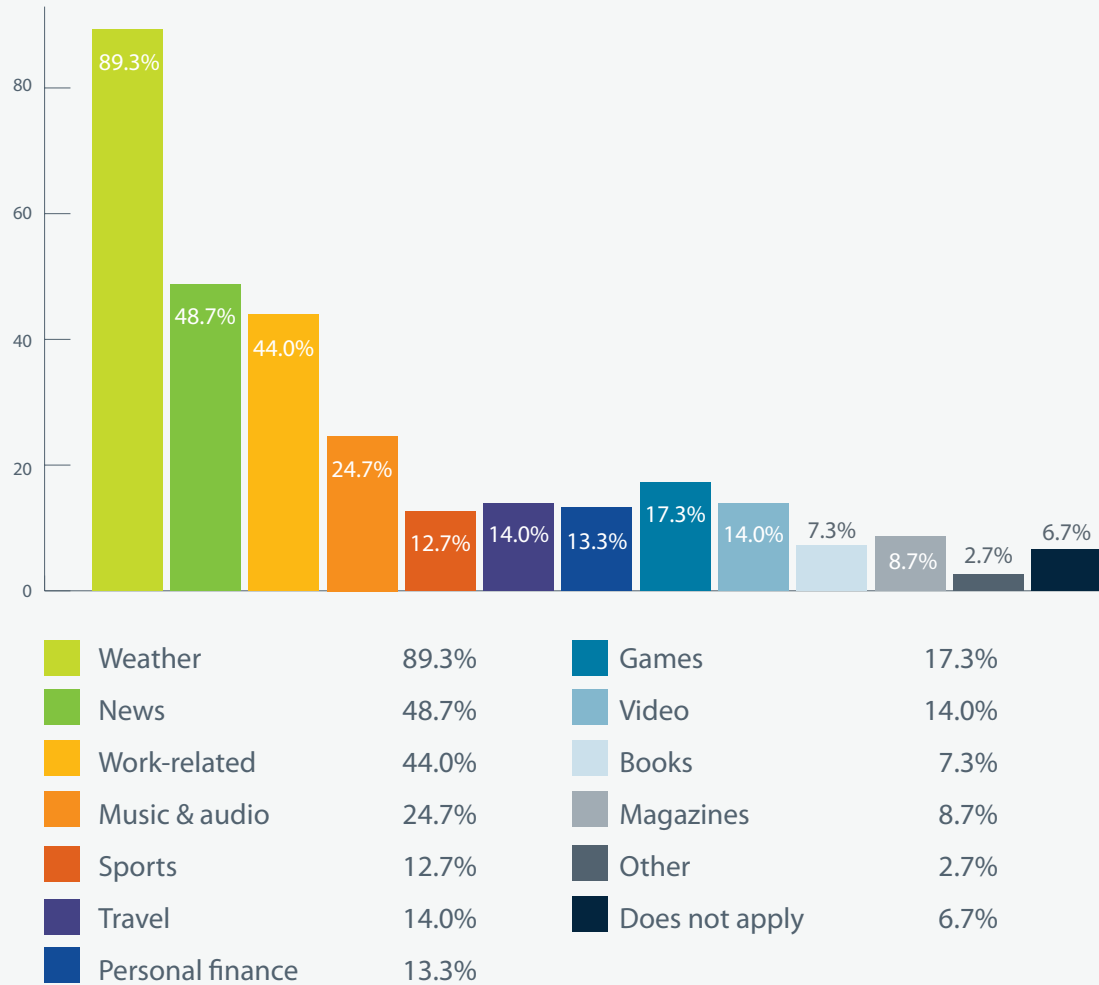
### Which do you use more on your smart phone?



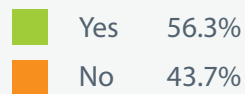
- Internet browser 35.6%
- Apps 13.4%
- I use the Internet browser and apps about equally 36.2%
- I don't use these 14.8%



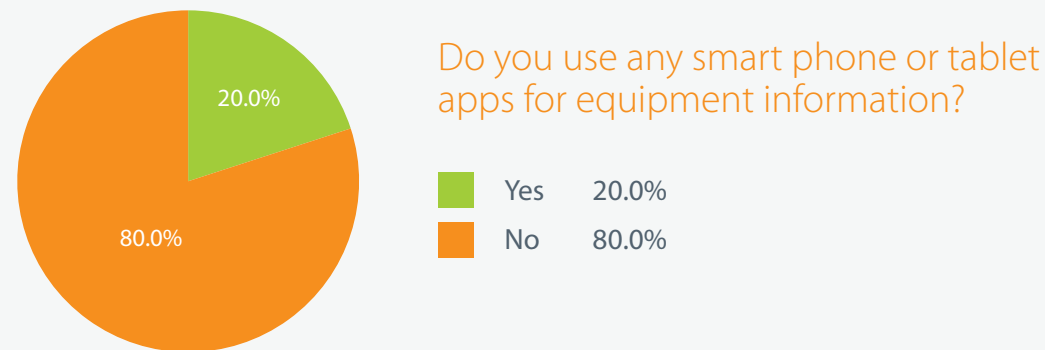
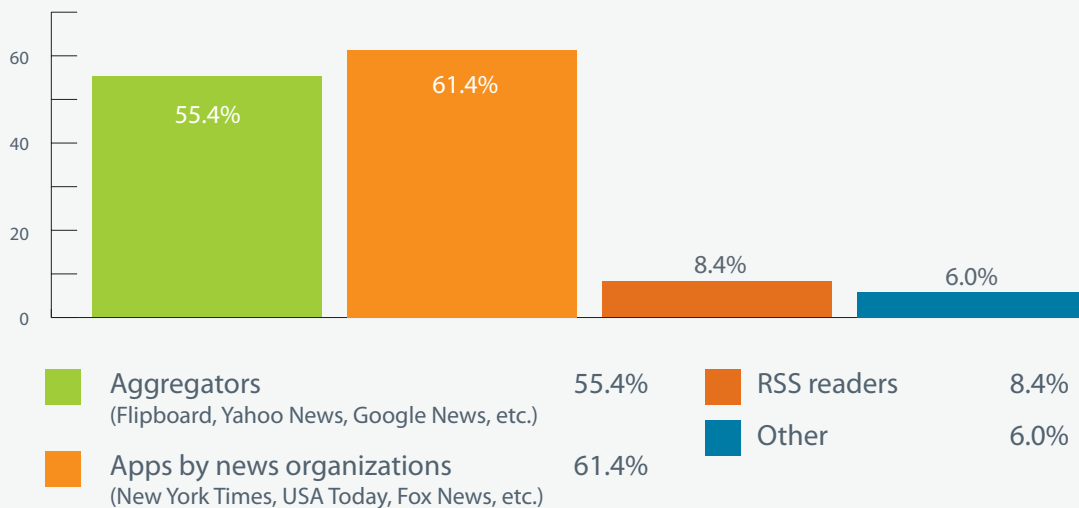
## What types of smart phone apps do you use regularly?



## Do you use any smart phone or tablet apps for getting news?



## If so, what type of a news app?



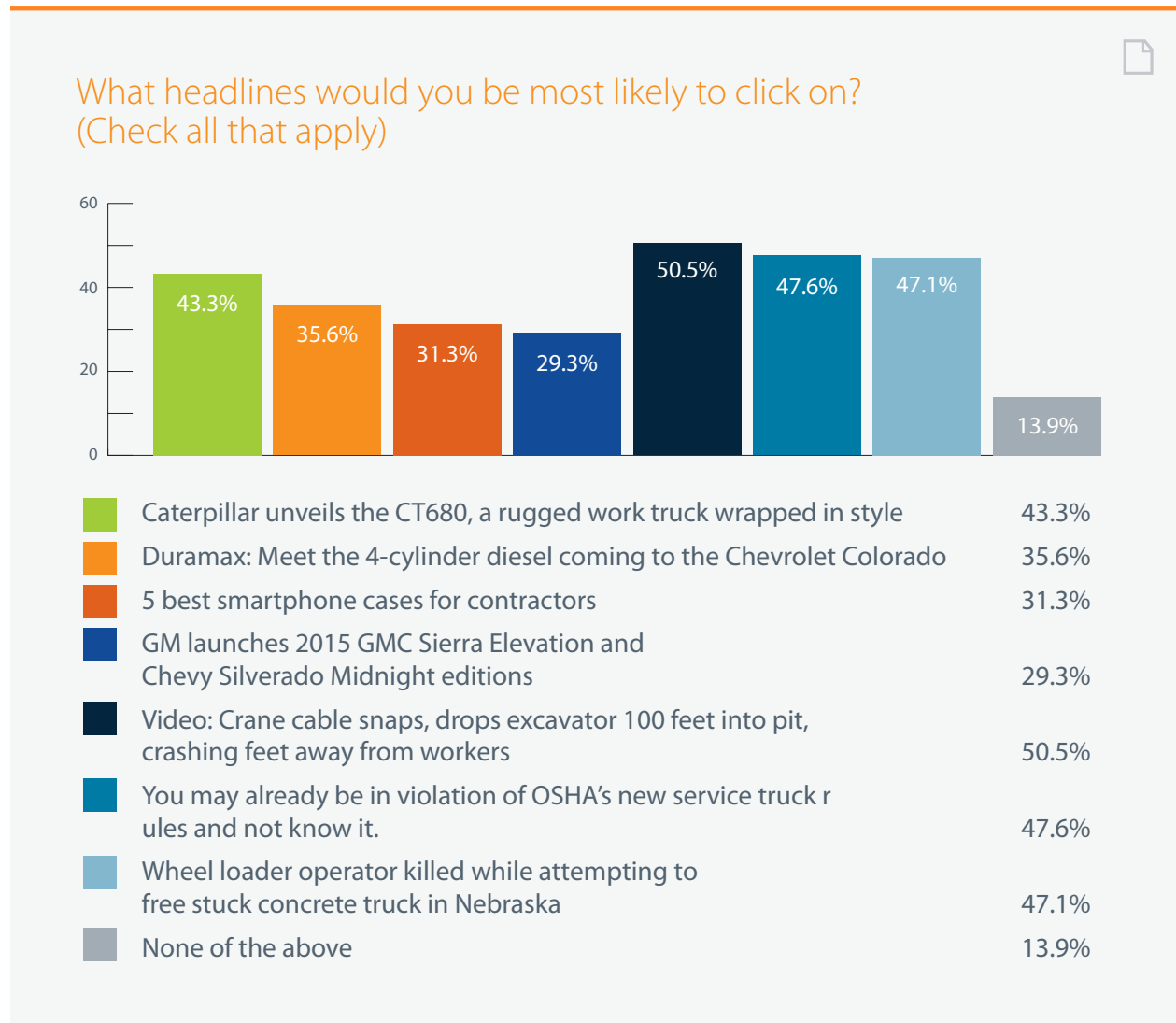
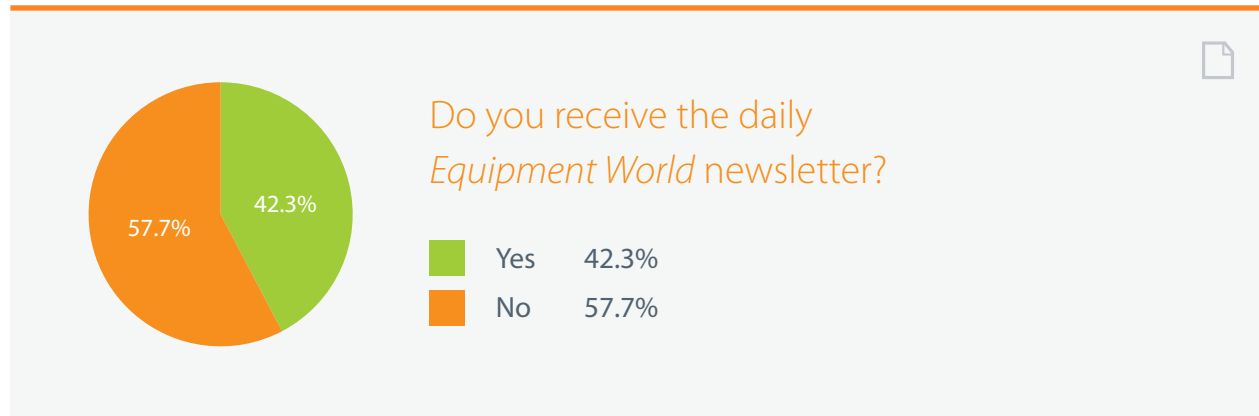
## If so, what are they?

- Search Engine to find things. Than anywhere I need to go.
- Equipment specs
- Backhoes, excavators
- Machinery trader
- Machinery trader
- Dealer app
- Android
- Specs, operating weights, ect
- Cat, Mack
- GPS equipment info
- General Equipment, Cat-Bayside Mach. Cat Mining
- Cat, Cummins, John Deere, Manitowoc, Terex, Linkbelt
- Looking up specs
- Machinery Trader, Auto Trader
- JD Link
- News
- Parts
- Bobcat, etc.
- iPhone/Equipment World
- Construction Equipment





# NEWSLETTERS



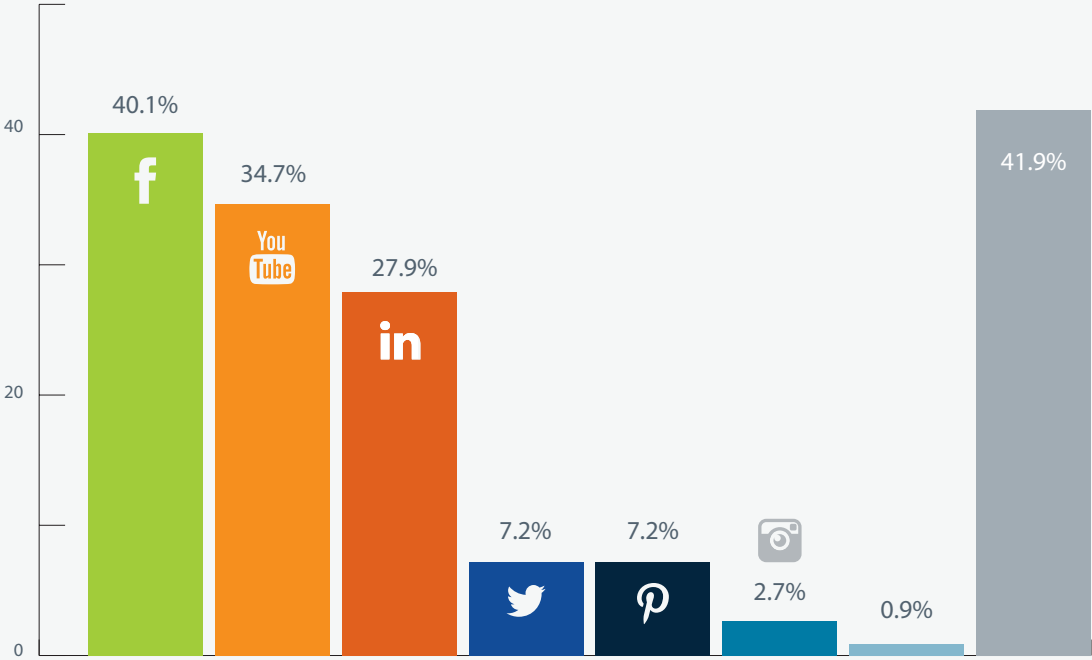
## What stories would you like to see in an industry newsletter?

- Concrete related stories
- New products
- New construction products, cost saving business tips.
- Accidents
- A listing of “equal” equipment of several manufacturers to determine my selection of the machine that best fits our needs and manufacturer’s contact information.
- New tools/equipment
- Safety, innovation, new technology
- Regulatory information, stories about successful best practices on site and for running a business
- More excavating safety
- New equipment compareables
- Equipment reviews
- New developments to make the equipment better and cheaper to run
- Equipment specs
- A showcase on American made products at work and how what we do employs the American people.
- New equipment and vehicles
- Safety
- Equipment stories
- History
- Industry forecast, job progress, safety issues, equipment issues
- Up and coming technology
- Industry news, new equipment models, business related information
- Possibly local stories
- More reviews on smaller equipment used for other than excavation.
- Business profiles.
- OSHA and FRA Updates. Equipment praises and failures.
- Safety stories, new products
- More about ongoing major projects, world wide.
- Jobsite stories
- New and innovative equipment
- How to get more leads
- Grading and ditch cleaning equipment, excavators (which you do pretty well on)
- Highway const. Updates
- Interesting ones
- Comparables on equipment
- New equipment info.
- Machine and truck reviews
- Regional market surveys
- They do a good job now
- More osha regs
- Issues other contractors are having
- Equipment used in large reclamation jobs
- Equipment updates and new products
- Time saving innovations
- Work place safety so I may relate it to my employees
- I like ones centered around the safety and equipment
- Local rental yard stories
- Quarry equipment
- Safety, new equipment, how to figure percentages of slope, how to install sewer pipe correctly...
- New equipment & tools
- Advance telematics use for mixed fleets.
- Trends in new equipment.
- Anything that would pertain to earthmoving equipment and utility installation
- Safety and new equipment
- Dodge, small equipment news
- Used equipment
- About cleaning up the environment, hazardous water, dumpsters
- What new section
- OSHA’s compliance
- Small contractor related news and products. Products available on West coast.
- Trends
- Safety
- Safety precaution successes
- Trends
- To stop phone use when on road. In the car and truck
- Why we don’t build machines in our country anymore/we are parts assemblers
- Drilling, backhoe, competition of compact excavators.



# SOCIAL MEDIA

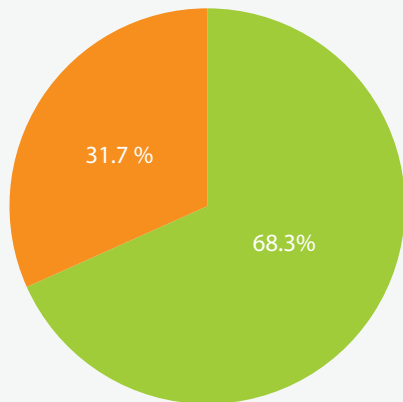
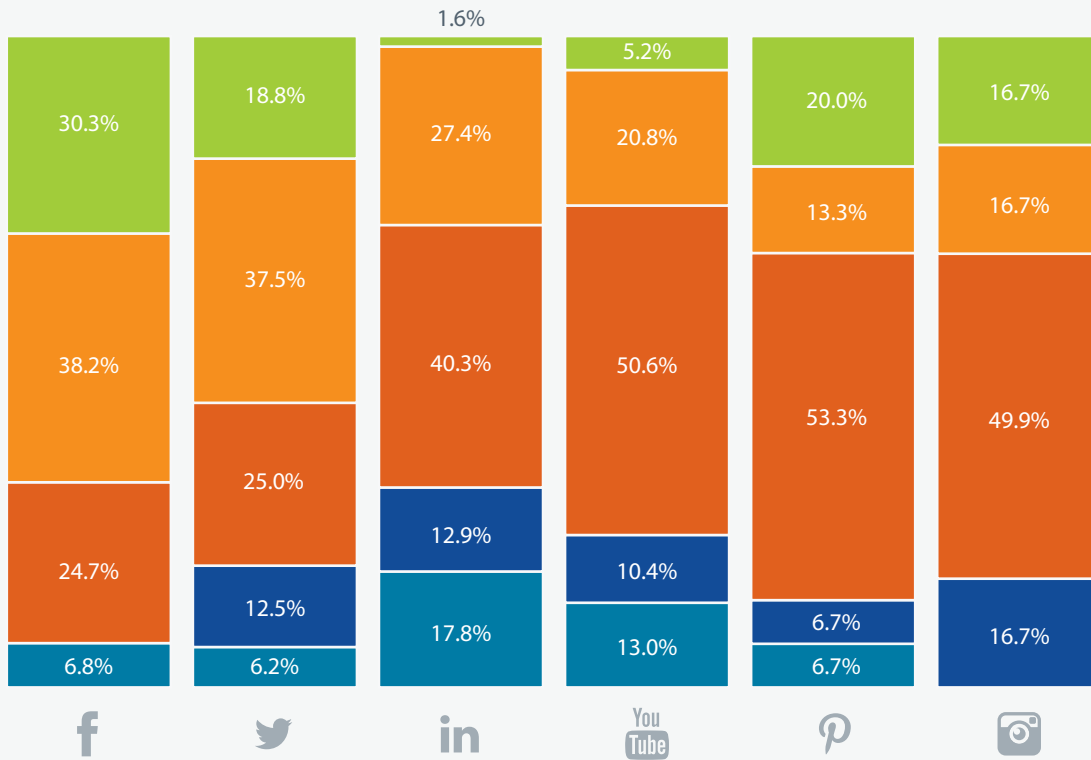
Do you use any of these social media sites?



Facebook	40.1%	Pinterest	7.2%
YouTube	34.7%	Instagram	2.7%
LinkedIn	27.9%	Other	0.9%
Twitter	7.2%	I do not use any of these sites	41.9%

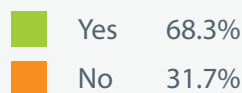
## If so, how often do you visit?

Respondents received only those social media sites they selected in the previous question.

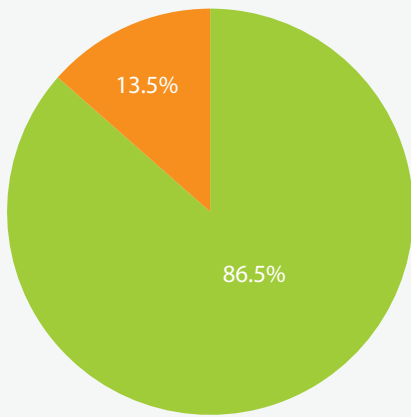


## Do you use your smart phone to access social media?

Only those respondents who said they use some type of social media received this question.



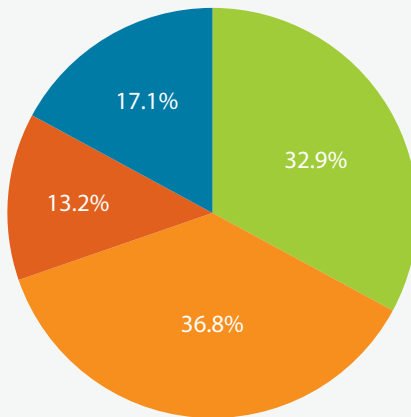
# FACEBOOK



## Do you have a personal Facebook account?

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

- Yes 86.5%
- No 13.5%



## How often do you access Facebook?

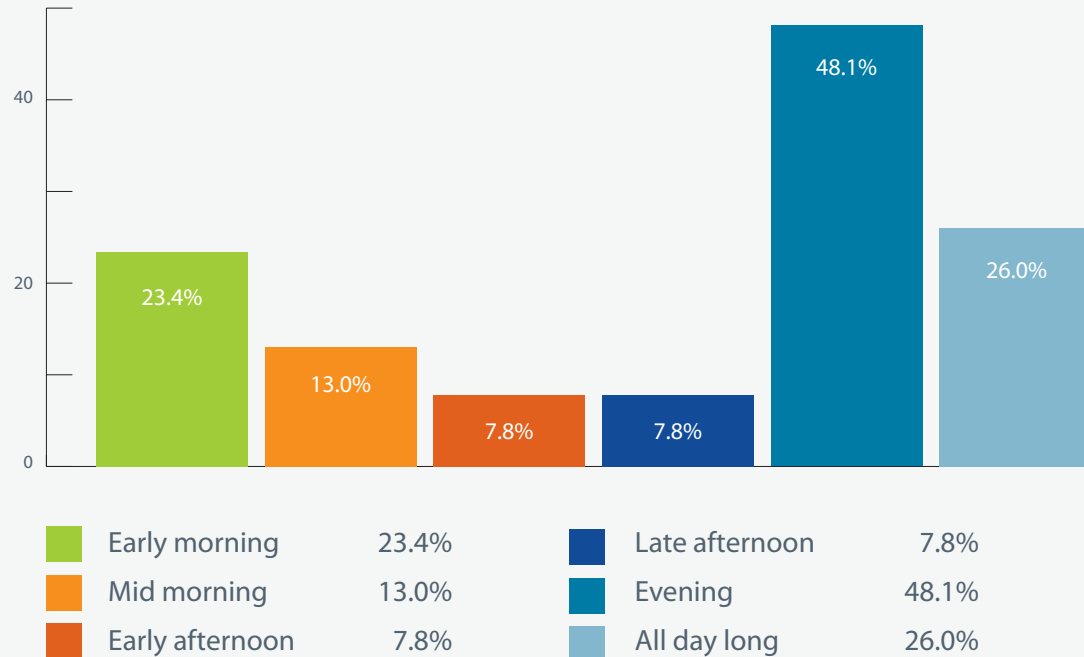
Only those respondents who said they have a personal Facebook account received this question.

- Several times a day 32.9%
- At least daily 36.8%
- Several times a week 13.2%
- Once a week or less often 17.1%



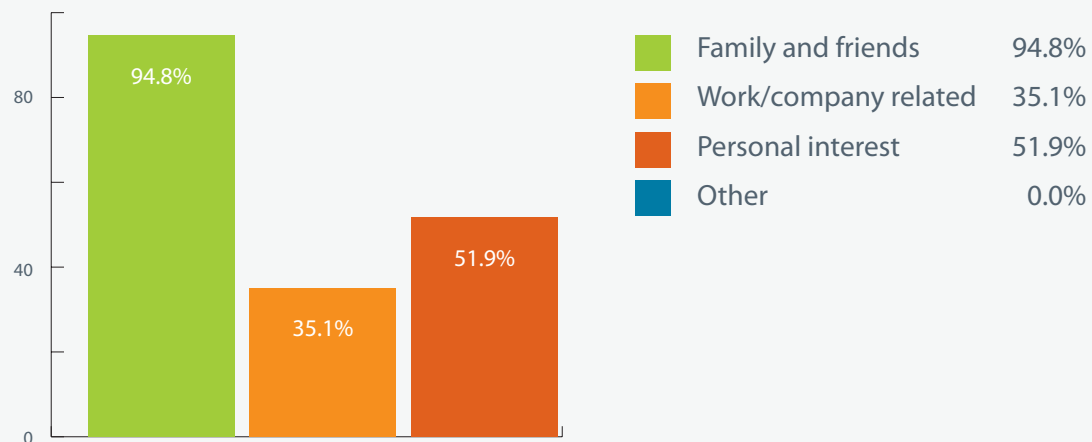
## What times are you most likely to log into Facebook?

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



## What type of information do you view on Facebook?

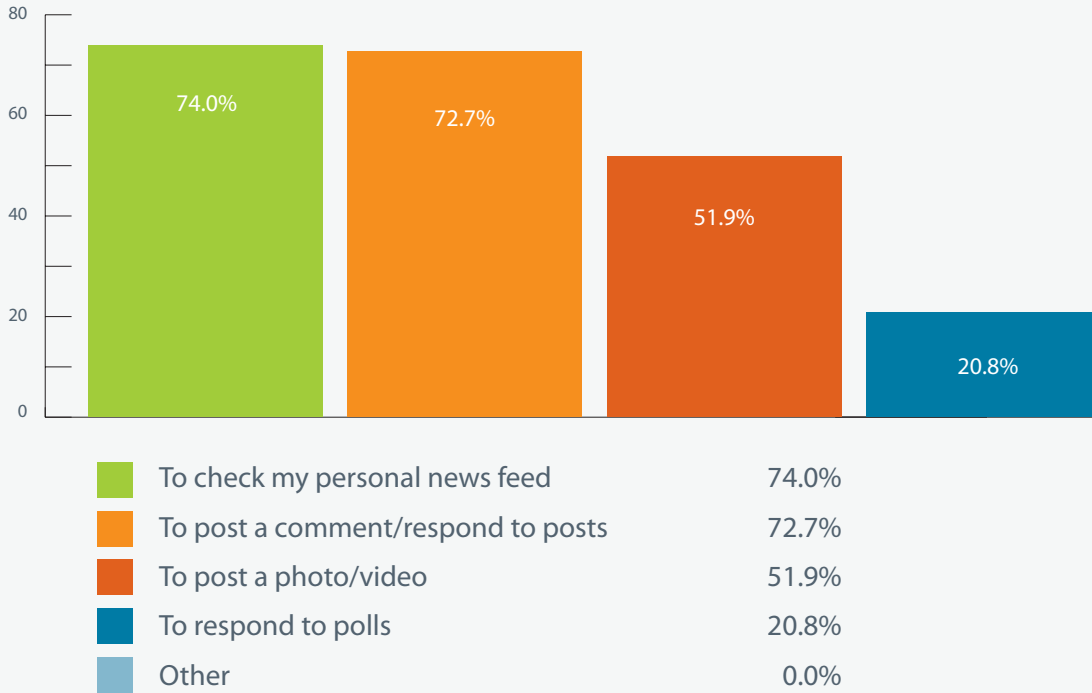
Only those respondents who said they have a personal Facebook account received this question.





## How have you used Facebook?

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

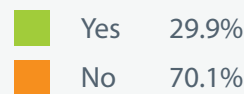
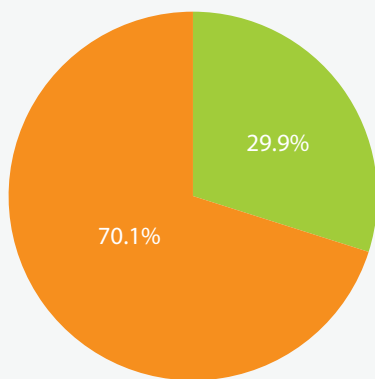


## YOUTUBE



## Do you subscribe to any YouTube channels?

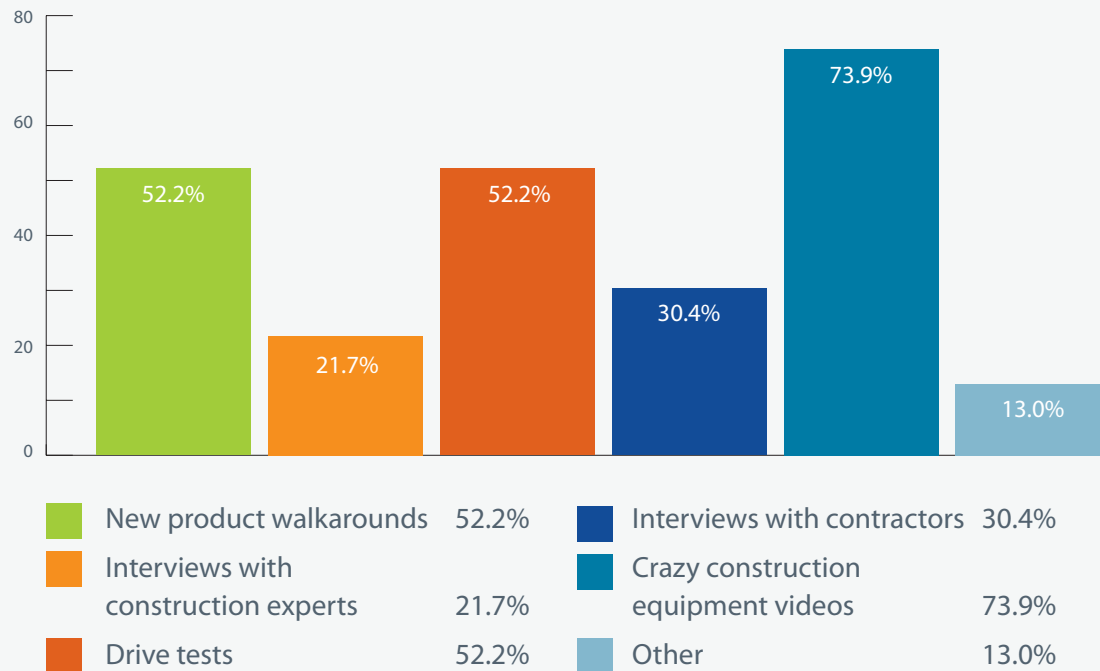
Only those respondents who said they use YouTube received this question.





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

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

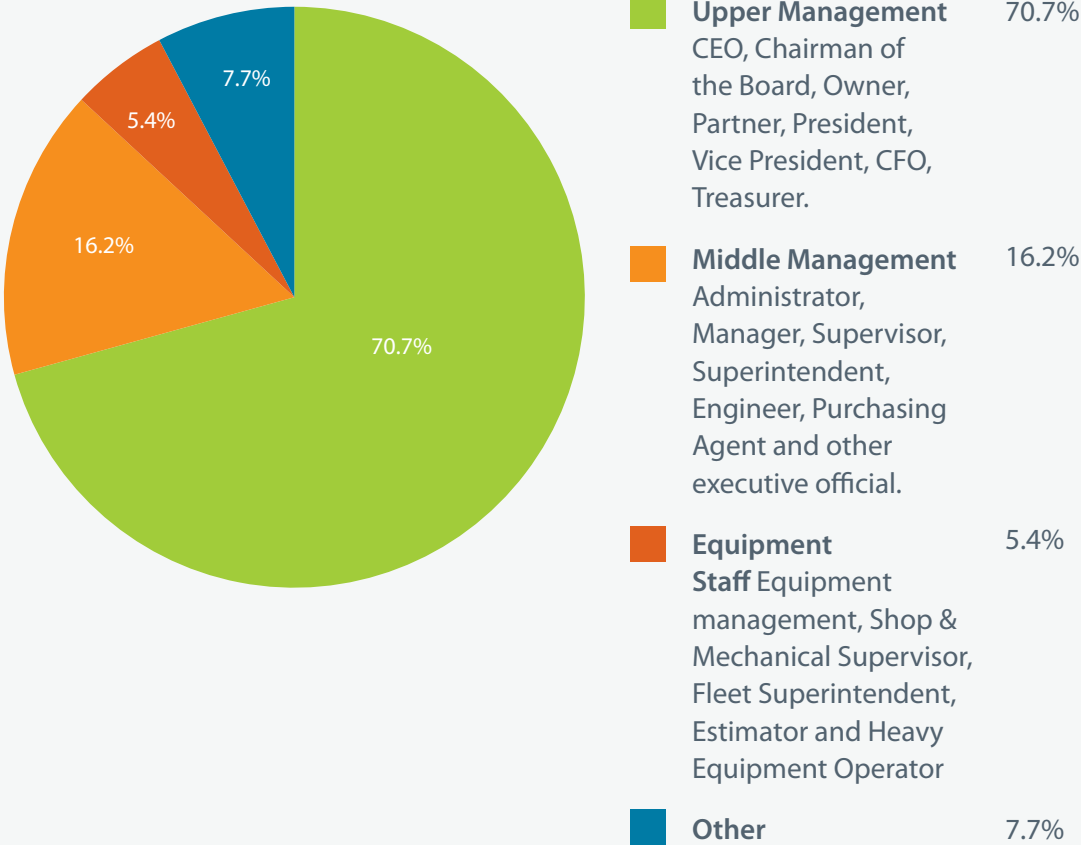




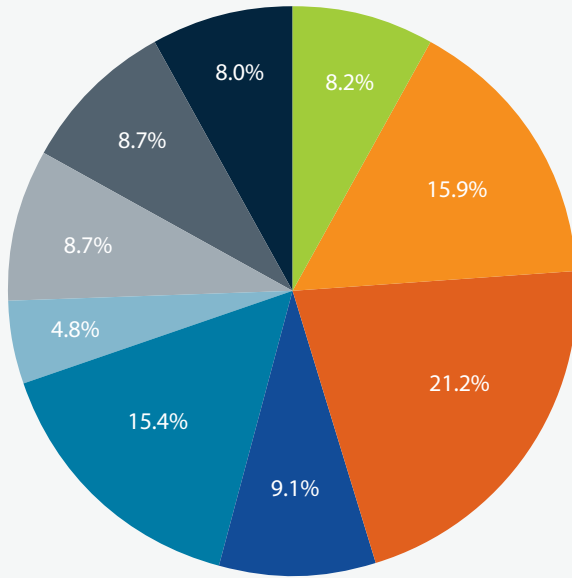
# COMPANY DEMOGRAPHICS

What position do you hold in your company or organization?

*i*

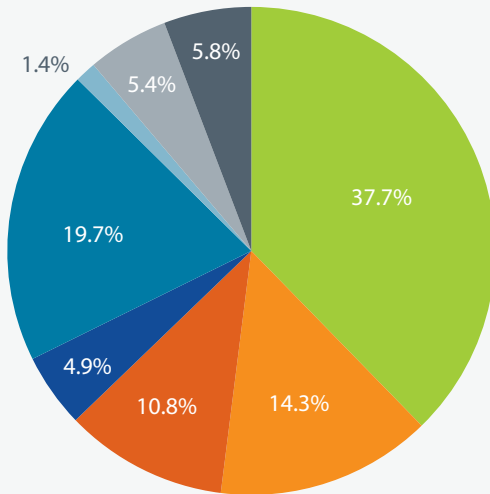


### In what state is your company's headquarters?



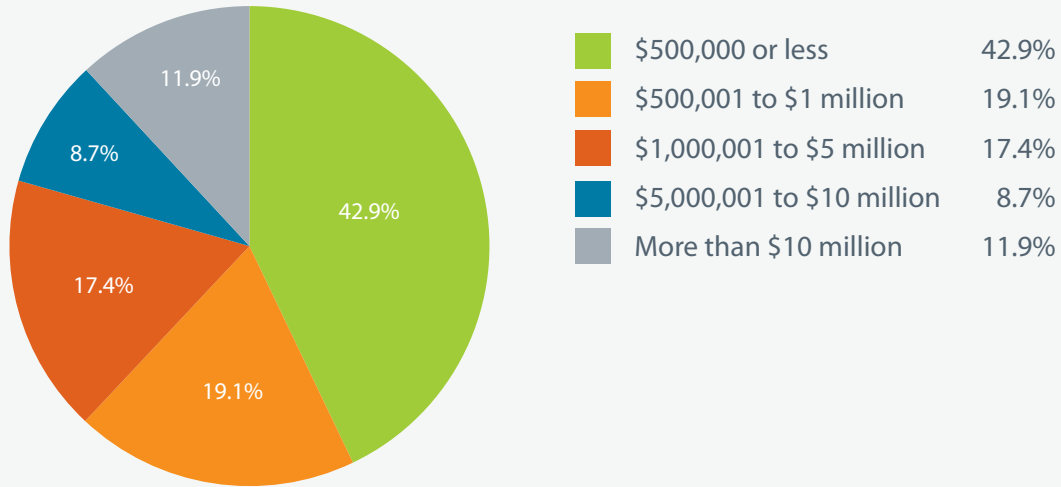
New England	8.2%
Middle Atlantic	15.9%
East North Central	21.2%
West North Central	9.1%
South Atlantic	15.4%
East South Central	4.8%
West South Central	8.7%
Mountain	8.7%
Pacific	8.0%

### What is your company's primary business?

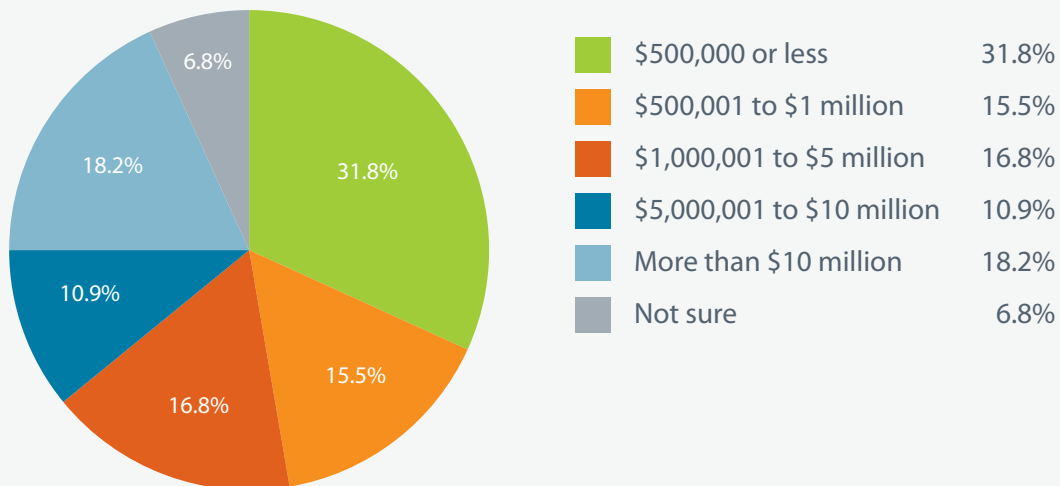


Excavation, site preparation	37.7%
Commercial building construction	14.3%
Roadbuilding, paving, grading, bridge work	10.8%
Utilities	4.9%
Specialty contracting	19.7%
Demolition	1.4%
Vocational trucks (dumps, mixers) or material hauling	5.4%
Other	5.8%

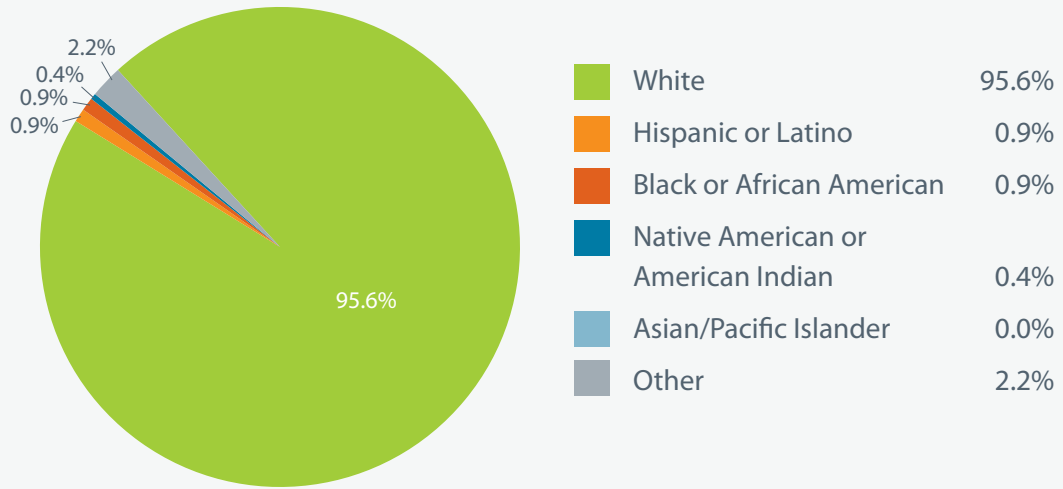
What is the replacement value of the equipment (rolling stock) your company currently owns or leases?



What is your company's annual volume of business?



Please specify your ethnicity:



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