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## last year

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**Isaac M. O'Bannon** • Apr. 15, 2013

The use of smartphones by contractors while on the job jumped 35% from last year, according to new research from [EMA Contractors](#), a specialty group at [Eric Mower + Associates](#).

Tablet use jumped even more, with users of iPads, Kindles, Surface and other devices up nearly 54% over last year (overall, 22% of contractors are using tablets). However, most contractors (68%) said they use smartphones as part of their workday.

Of those surveyed, 40% of contractors said they use smartphones when making purchasing decisions, making it second to desktop computers back at the office. More than half (56%) of respondents think smartphones are the fastest growing technology device in the building and construction space, followed in second place by tablets (nearly 20%).

“Smartphone and tablet use among contractors on the jobsite continues its dramatic rise and marketers that are not focusing resources in this area are missing an important opportunity,” said [John O'Hara](#), EMA partner and leader of EMA Contractors. “At a minimum, marketers should be looking at developing apps that help contractors do their job, websites that are optimized for mobile devices and product literature that can be properly used on tablets.”

According to the survey, increased technology device usage is being driven mostly by convenience, as smartphones and tablets allow contractors to stay connected with coworkers, distributors and vendors/subcontractors; increase productivity; and save

time while on the job. Being able to check specifications, compare products and

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EMA conducted the Connecting with Contractors study among 200 U.S. general contractors, electricians, plumbers and HVAC specialists.

EMA Contractors, part of [EMA Group B2B](#), includes experts from EMA Insight, Strategy + Planning; Creative Ideation; Design + Branding; Public Relations; and Social Media divisions. The group works with leading brands including Charlotte Pipe and Foundry, Gastite, TimberTech, Legrand/Pass & Seymour and Southwire.

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