

# HVAC Contractors' Internet Usage



**39%** of contractors use Facebook for business



**37%** of contractors use Linked-In for business



**20%** of contractors use YouTube for business



**14%** of contractors use Twitter for business. Of the 14% that use Twitter, **67%** tweet for business purposes.



**37%** do not participate in any social media for business

- 20% go to a manufacturer's website daily
- 14% go to a distributor's website daily
- 55% purchase from a manufacturer's website
- 75% purchase from a distributor's website
- 75% have a company website
- 23% spend more than 20 hours a week on the Internet for business purposes