

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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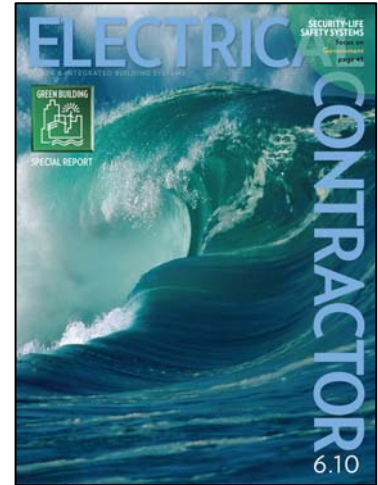
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# ELECTRICAL CONTRACTOR

POWER AND INTEGRATED BUILDING SYSTEMS

National Electrical Contractors Association, Inc.  
3 Bethesda Metro Center, Suite 1100  
Bethesda, MD 20814-5372  
Tel. No.: (301) 215-4502  
FAX No.: (301) 215-4501  
<http://www.ecmag.com/>

Official Publication of: National Electrical Contractors Association, Inc.  
Established: 1939  
Issues Per Year: 12



**FIELD SERVED**

ELECTRICAL CONTRACTOR serves the field of electrical contracting including inside, line work, lighting, maintenance, control, electrical work, voice-data systems, security, fire and life safety, fiber optics, home and building automation systems, integrated building systems applications and other allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, partners, presidents, accredited NECA representatives, engineers, estimators, purchasing agents, project managers, supervisors, foremen, electricians, other personnel and company copies in the above field.

**PURPOSE**

The supplemental data reported herein contains an analysis of the types of construction the respondent or their company has preformed and the building components the respondent or their company has installed.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,051
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	450
Digital _____	-
All Other _____	1,018
<b>TOTAL</b>	<b>3,519</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	86,441	100.0	86,441	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>86,441</b>	<b>100.0</b>	<b>86,441</b>	<b>100.0</b>	-	-

2a. QUALIFIED CIRCULATION BY ISSUES			
2010 Issue	Number Removed	Number Added	Total Qualified
January _____	207	429	86,745
February _____	493	950	87,202
March _____	7,651	7,621	87,172
April _____	1,804	1,192	86,560
May _____	5,036	3,846	85,370
June _____	185	412	85,597
<b>TOTAL</b>	<b>15,376</b>	<b>14,450</b>	

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	58,009	27,732	24,758	1.12	00:59	02:02
February _____	54,098	26,329	23,530	1.12	00:57	01:57
March _____	60,984	29,541	26,150	1.13	00:57	01:58
April _____	49,471	25,334	22,492	1.13	00:59	01:54
May _____	51,714	27,274	24,390	1.12	00:58	01:50
June _____	56,051	28,198	25,053	1.13	00:54	01:47
<b>AVERAGE:</b>	<b>55,055</b>	<b>27,401</b>	<b>24,396</b>	<b>1.13</b>	<b>00:57</b>	<b>01:55</b>

\*See Paragraph 8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**  
 This issue is 1.5% or 1,285 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
			MANAGEMENT		Superintendents, Supervisors, Project Managers, Electrical Foremen (B)	Electricians/ Electrical Journeymen, Technicians (C)	Staff Engineers, Designers, Electrical Engineers (D)	Estimators (E)	Purchasing Agents, Buyers (F)
			Owners/Partners, Chairmen, Presidents, Vice Pres., Secretaries, Treasurers, General Managers (A)	Accredited NECA Representative					
1. a. Electrical/Low Voltage Contracting (Management employees at NECA Member Companies including company copies) _____	4,027	4.7	2,460	1,567	-	-	-	-	-
b. Electrical/Low Voltage Contracting (Management employees at Non-NECA Member Companies including company copies) _____	54,550	63.9	54,550	-	-	-	-	-	-
c. Electrical/Low Voltage Contracting (Non-Management employees, including company copies) _____	26,793	31.4	-	-	10,939	12,478	965	1,835	576
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,370</b>	<b>100.0</b>	<b>57,010</b>	<b>1,567</b>	<b>10,939</b>	<b>12,478</b>	<b>965</b>	<b>1,835</b>	<b>576</b>

**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2010**

This is an analysis of 78,574 or 92.0% respondents by business and industry who indicated the building components they have installed. Since any of one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

BUSINESS	TOTAL QUALIFIED	TOTAL RESPONDENTS	Voice Data/ Fiber Optics/ Premises Wiring	Voice Data/ Fiber Optics/ Premises Wiring/ Life Safety/ Security Work	Life Safety/ Security Work	Maintenance	Building Automation Systems	Power Quality Systems
1. a. Electrical/Low Voltage Contracting (Management employees at NECA Member Companies including company copies) _____	4,027	3,074	2,154	2,784	2,579	2,694	2,028	2,193
b. Electrical/Low Voltage Contracting (Management employees at Non-NECA Member Companies including company copies) _____	54,550	50,114	24,825	38,587	33,009	44,314	25,848	28,670
c. Electrical/Low Voltage Contracting (Non-Management employees, including company copies) _____	26,793	25,386	16,508	21,755	19,253	22,252	15,216	16,063
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,370</b>	<b>78,574</b>	<b>43,487</b>	<b>63,126</b>	<b>54,841</b>	<b>69,260</b>	<b>43,092</b>	<b>46,926</b>

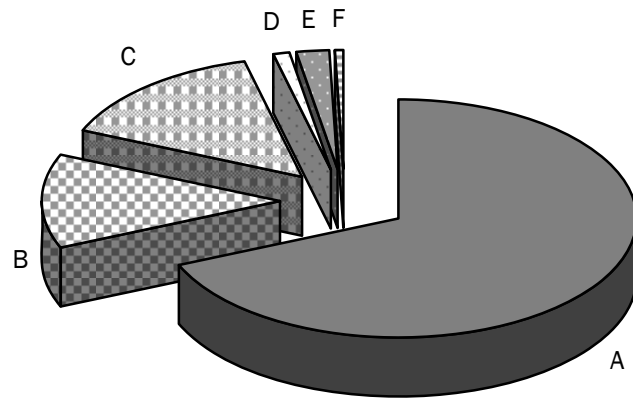
**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2010**

This is an analysis of 79,199 or 92.8% respondents by business and industry who indicated the types of construction they perform. See questionnaire used to elicit these data on the back of this report. Since any of one respondent may have checked more than one response, the totals for each of these products should not be added together as the total may exceed the total circulation.

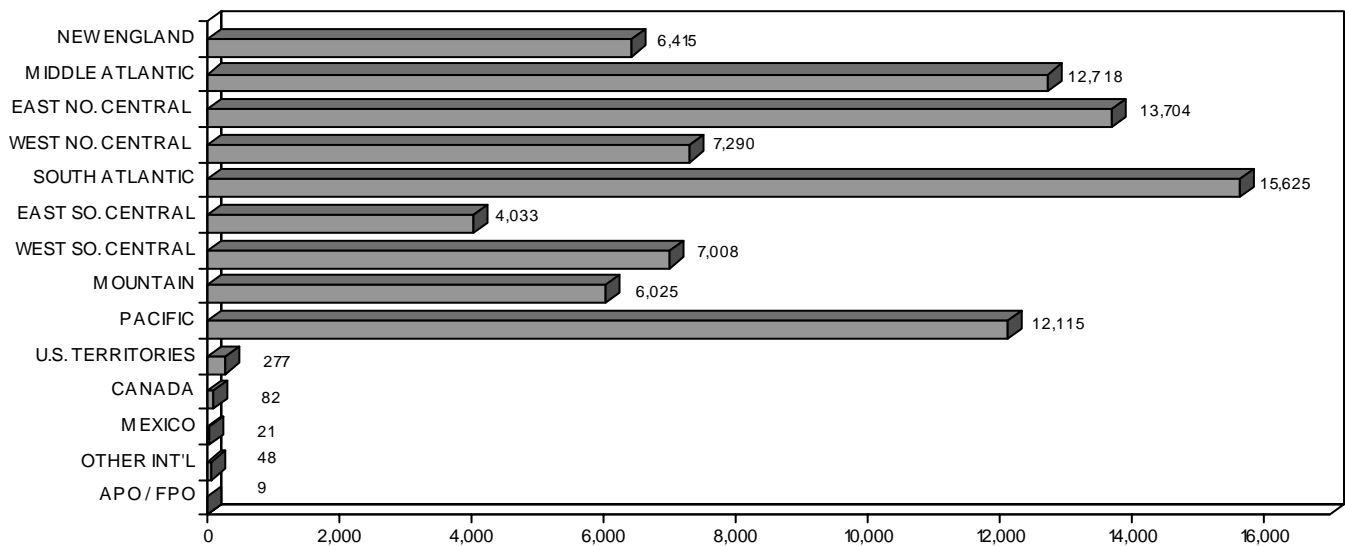
BUSINESS	TOTAL QUALIFIED	TOTAL RESPONDENTS	Commercial	Industrial	Institutional	Residential	Traffic Signal/Line Work/ Road Lighting
2. a. Electrical/Low Voltage Contracting (Management employees at NECA Member Companies including company copies) _____	4,027	3,152	2,980	2,522	2,319	1,521	1,378
b. Electrical/Low Voltage Contracting (Management employees at Non-NECA Member Companies including company copies) _____	54,550	50,935	45,431	29,809	23,996	41,287	17,425
c. Electrical/Low Voltage Contracting (Non-Management employees, including company copies) _____	26,793	25,112	22,457	17,194	15,886	17,111	11,265
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,370</b>	<b>79,199</b>	<b>70,868</b>	<b>49,525</b>	<b>42,201</b>	<b>59,919</b>	<b>30,068</b>

**3a. Breakout of Qualified Circulation by Job Title  
(Please Refer to Paragraph 3a for Complete Descriptions)**

CLASSIFICATION BY TITLE	COPIES
A Owners/Partners, Chairmen, Presidents, Vice Pres., Secretaries, Treasurers, General Managers, Accredited NECA Representative	58,577
B Superintendents, Supervisors, Project Managers, Electrical Foremen _____	10,939
C Electricians/Electrical Journeyman, Technicians_____	12,478
D Staff Engineers, Designers, Electrical Engineers _____	965
E Estimators _____	1,835
F Purchasing Agents, Buyers _____	576



**4. GEOGRAPHICAL BREAKOUT**



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	<b>69,368</b>	<b>14,520</b>	-	<b>83,888</b>	<b>98.3</b>
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,482</b>	-	-	<b>1,482</b>	<b>1.7</b>
Association rosters and directories _____	1,482	-	-	1,482	1.7
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,850</b>	<b>14,520</b>	-	<b>85,370</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.0</b>	<b>17.0</b>	-	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	85,243	99.9
Individuals by name only _____	-	-
Titles or functions only _____	127	0.1
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,370</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	667		400-427 Kentucky _____	1,229	
030-038 New Hampshire _____	621		370-385 Tennessee _____	1,342	
050-059 Vermont _____	298		350-369 Alabama _____	970	
010-027 Massachusetts _____	2,744		386-397 Mississippi _____	492	
028-029 Rhode Island _____	441		<b>EAST SO. CENTRAL</b>	<b>4,033</b>	<b>4.7</b>
060-069 Connecticut _____	1,644		716-729 Arkansas _____	608	
<b>NEW ENGLAND</b>	<b>6,415</b>	<b>7.5</b>	700-714 Louisiana _____	1,063	
100-149 New York _____	5,235		730-749 Oklahoma _____	990	
070-089 New Jersey _____	3,269		750-799 Texas _____	4,347	
150-196 Pennsylvania _____	4,214		<b>WEST SO. CENTRAL</b>	<b>7,008</b>	<b>8.2</b>
<b>MIDDLE ATLANTIC</b>	<b>12,718</b>	<b>14.9</b>	590-599 Montana _____	421	
430-459 Ohio _____	3,061		832-838 Idaho _____	603	
460-479 Indiana _____	1,850		820-831 Wyoming _____	227	
600-629 Illinois _____	3,408		800-816 Colorado _____	1,656	
480-499 Michigan _____	3,195		870-884 New Mexico _____	641	
530-549 Wisconsin _____	2,190		850-865 Arizona _____	1,052	
<b>EAST NO. CENTRAL</b>	<b>13,704</b>	<b>16.1</b>	840-847 Utah _____	787	
550-567 Minnesota _____	2,029		889-898 Nevada _____	638	
500-528 Iowa _____	1,240		<b>MOUNTAIN</b>	<b>6,025</b>	<b>7.1</b>
630-658 Missouri _____	1,589		995-999 Alaska _____	202	
580-588 North Dakota _____	345		980-994 Washington _____	1,690	
570-577 South Dakota _____	394		970-979 Oregon _____	941	
680-693 Nebraska _____	814		900-961 California _____	8,963	
660-679 Kansas _____	879		967-968 Hawaii _____	319	
<b>WEST NO. CENTRAL</b>	<b>7,290</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>12,115</b>	<b>14.2</b>
197-199 Delaware _____	309		<b>UNITED STATES</b>	<b>84,933</b>	<b>99.5</b>
206-219 Maryland _____	1,728		969 & 004-009 U.S. Territories _____	277	
200-205 Washington, DC _____	69		Canada _____	82	
220-246 Virginia _____	1,941		Mexico _____	21	
247-268 West Virginia _____	410		Other International _____	48	
270-289 North Carolina _____	2,957		APO/FPO _____	9	
290-299 South Carolina _____	1,047		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>85,370</b>	<b>100.0</b>
300-319 Georgia _____	2,430				
320-349 Florida _____	4,734				
<b>SOUTH ATLANTIC</b>	<b>15,625</b>	<b>18.3</b>			

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	87,467	86,424	85,876	87,025	86,717	86,441
Qualified Non-Paid: _____	87,467	86,424	85,876	87,025	86,717	86,441
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. ADDITIONAL DATA**

Paragraphs 3c and 7 are reported at the option of the publisher.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**

# WELCOME TO ELECTRICAL CONTRACTOR

ELECTRICAL CONTRACTOR

SUBSCRIPTION CARD Reserve Your FREE Subscription NOW!

Just fill out and mail this postage-free card today. We require that you completely fill out this form. Include your company address AND your mailing address. Be sure to SIGN AND DATE the form. Incomplete forms cannot be processed.

1 a. I would like to BEGIN receiving ELECTRICAL CONTRACTOR.  Yes (1)  No (2)  
 b. I would like to CONTINUE receiving ELECTRICAL CONTRACTOR.  Yes (1)  No (2)

Signature (required) \_\_\_\_\_ Date (required) \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

To receive ELECTRICAL CONTRACTOR at home.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

2. PRIMARY business of your company or employer (CHECK ONE)  
 (01)  Electrical Contracting/Low Voltage Contracting—(includes power (inside, line, lighting, maintenance, control etc.) electrical work, and/or all VOV, security, fire/life safety, fiber optics, home/building automation systems, and integrated building systems applications)  
 (03)  Engineering/Architecture/Consulting  
 (05)  Systems Integration/Consulting  
 (02)  Wholesale/Distributor  
 (06)  Other \_\_\_\_\_

3. PRIMARY Job Title or function (CHECK ONE)  
 (01)  Executive Management: Owner, Partner, President, VP, Gen. Manager, etc.  
 (18)  Management: Project Manager, Superintendent, Supervisor, Foreman, etc.  
 (12)  Electrician (field), Journeyman, Technician, Installer, Service Person, etc.  
 (07)  Staff Engineer, Designer, Electrical Engineer  
 (08)  Estimators  
 (09)  Purchasing Agents, Buyers  
 (06)  Other \_\_\_\_\_

4. CHECK ALL of the Building Components you or your Company have installed. (REQUIRED)  
 (30)  Security (includes CCTV, Access/Motion/Intrusion Systems)  
 (37)  Fire Life Safety Systems  
 (36)  Building Automation Control Systems (includes HVAC, Lighting)  
 (39)  Fiber Optics/Comm. Systems (VDV/Premises Wiring)  
 (40)  Maintenance/Service/Repair  
 (41)  Power Quality Systems (Standby, Co-gen, etc.)  
 (42)  None of the Above

5. Total number who work for your entire company (all locations)  
 (01)  1-4 (02)  5-9 (03)  10-19 (04)  20-49 (05)  50-99 (06)  100-249 (07)  250-499 (08)  500+

6. CHECK ALL Construction Types you or your company have performed:  
**F-2—COMMERCIAL**  
 (20)  Hotel/Resort/Restaurants/Food/Service/Entertainment/Sports/Gaming  
 (21)  Financial (Banking/Insurance)  
 (22)  Retail Stores (all Types)  
 (24)  Office Buildings  
**F-3—INSTITUTIONAL**  
 (26)  Hospital/Nursing Home  
 (27)  Education (K-12/College/University)  
 (28)  Govt. Admin/Police/Correctional/Military  
 (29)  Transportation (Airport, Train, Other)  
**F-4—INDUSTRIAL**  
 (32)  Manufacturing Plants  
 (33)  Power Gen./Utility  
**F-5—RESIDENTIAL**  
 (34)  Single Family  
 (36)  Multi-Family (6+ floors)  
**F-6—NON-BUILDINGS**  
 (35)  Road/Airport/Traffic Lighting, Line Work, Waste/Water Treatment, etc.)  
 (99)  None of the Above

7. What is your company's estimated total annual sales?  
 (A)  Under \$250,000  
 (B)  \$250,000-\$999,999  
 (C)  \$1 mil.-\$2.49 mil.  
 (D)  \$2.5 mil.-\$9.9 mil.  
 (E)  \$10 mil. +

8. Optional  
 Check here if you do not want EC to loan your name to marketers for promotional mailings.

**Email Policy:** Only known electrical contracting market advertisers/marketing partners can, under our strict control, access email addresses, and only for the purpose of sending bona-fide product or service opportunities limited to our industry. To opt out of receiving such market related information, please check here.

Now that you've completed the card, please fold, tape and mail it—EC pays the postage or fax this card to 847-291-4816.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

John W. Maisel, Publisher

Astra J. Hudson, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2010

State Maryland

County Montgomery

Received by BPA Worldwide July 15, 2010

Type PSJ

ID Number E015S0J0