

# mediaView™ Pro

Complete Ad Campaign Analytics

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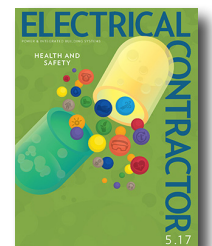
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# mediaView™ Pro

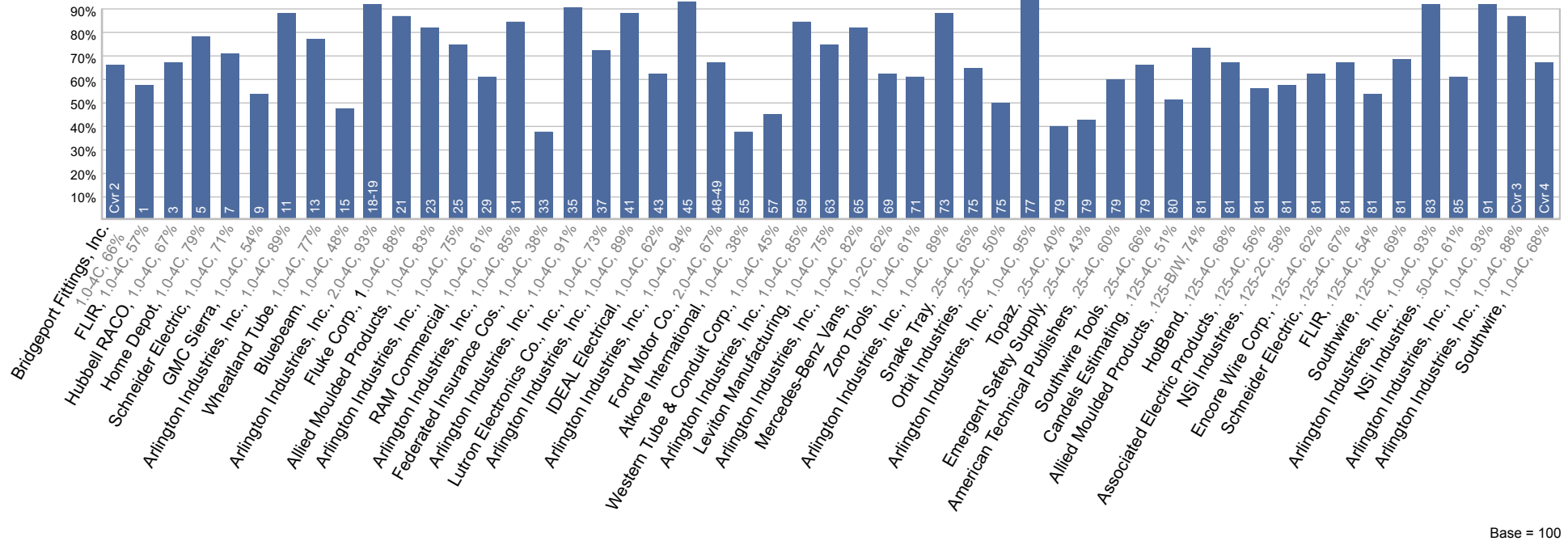
Complete Ad Campaign Analytics



May 2017

**Independent Ad Performance News:**  
*Advertising Exposure*  
*Audience Engagement and Involvement*  
*Preliminary and Active Buying Actions*

## Executive Summary: Ad Traffic by Page Number



Base = 100

## Top-performing ads based on audience exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
Arlington Industries, Inc.	95%	Fluke Corp.	88%	100%	Arlington Industries, Inc.	91%	84%
Arlington Industries, Inc.	94%	Allied Moulded Products	83%	100%	Arlington Industries, Inc.	93%	79%
Arlington Industries, Inc.	93%	Lutron Electronics Co., Inc.	73%	100%	Arlington Industries, Inc.	95%	78%
Arlington Industries, Inc.	93%	Western Tube & Conduit Corp.	45%	100%	Arlington Industries, Inc.	94%	78%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	93%	78%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	89%	99%	Arlington Industries, Inc.	89%	78%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	95%	98%	Arlington Industries, Inc.	89%	77%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	94%	98%	Allied Moulded Products	83%	77%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	85%	76%
Fluke Corp.	88%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	93%	75%

## Definitions of Scores

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## Complete Ad Campaign Analytics

### Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

### Total Ad Influence - Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

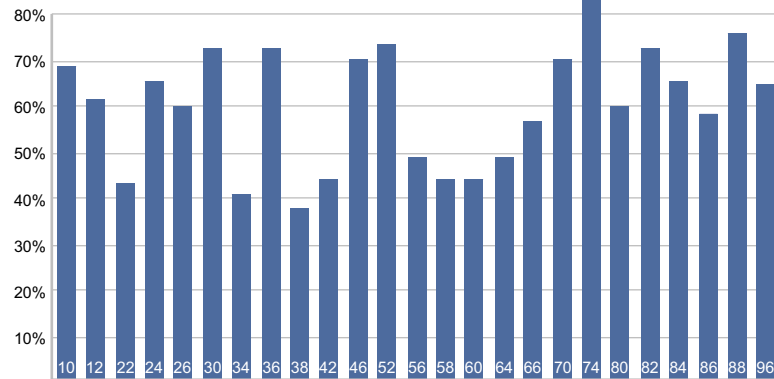
### Total Buying Actions - Audience Involvement

One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either has, or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

## Editorial

## Recall Scores by Page Number



**Editorial reader recall scores** are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 10.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: When the past haunts you	10	69%	74%	57%
INDUSTRY WATCH: New York increases penalties...	12	62%	76%	53%
FIBER OPTICS: That's so boring	22	43%	56%	29%
ESTIMATING: Excellence versus perfection	24	66%	76%	54%
FOCUS: The forward momentum of safety	26	60%	70%	45%
CODE FAQS: Contrasting two standards, rooftop HVAC...	30	73%	77%	64%
QUIZ: Planning and designing a fiber optic network	34	41%	56%	35%
LIGHTING: Still developing	36	73%	78%	56%
FOCUS: Take your construction vitamins: WELL standard	38	38%	58%	45%
UTILITY BUSINESS: Melting down	42	44%	59%	46%
FOCUS: 2018 NFPA 70E: What's new? What's changed?	46	71%	79%	61%
CODE IN FOCUS: General installation requirements, part...	52	74%	80%	63%
LEGAL: Is it done yet?	56	49%	78%	47%
POWER QUALITY: Helping others help you	58	44%	68%	50%
PROFILE: Do no harm: Healthcare projects and ECs	60	44%	70%	42%
FIRE/LIFE SAFETY: Reusing fire alarm system cable	64	49%	67%	42%
FOCUS: Safety is a lifestyle	66	57%	72%	46%
IDEAS THAT WORK	70	71%	80%	60%
NEW PRODUCTS	74	84%	79%	62%
YOUR BUSINESS: What you should know	80	60%	77%	52%
CODE APPLICATIONS: Gather around	82	73%	79%	60%
PRODUCTS: Safety equipment & apparel	84	66%	76%	50%
RESIDENTIAL: Lost in translation	86	59%	69%	61%
COOL TOOLS: Personal protective equipment	88	76%	79%	55%
CODE COMMENTS: Special conditions and communication...	96	65%	74%	63%

Base = 300

### Definitions:

**Recall Seeing** is a percentage of the base number.

**Read Some** is a percentage of the "Recall Seeing" score.

**Read Most** is a percentage of the "Read Some" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

## Editorial: Reading Habits



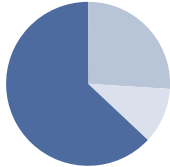
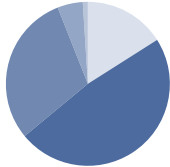
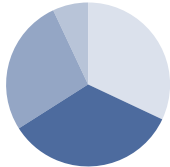
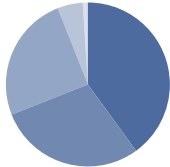
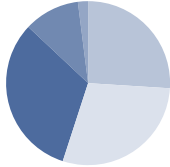
### How, when, how long and how often respondents read *Electrical Contractor*

#### Digital devices used by respondents

One hundred percent (100%) of *Electrical Contractor* respondents report having access to one or more of the digital devices listed below.

Cell phone . . . . .	96%
Laptop computer . . . . .	74%
Desktop computer . . . . .	73%
Tablet . . . . .	52%
E-reader . . . . .	4%
None of the above . . . . .	0%
No response . . . . .	0%

Base = 300

<p><b>Format preference</b></p> <p>Print . . . . . 63%</p> <p>Print and digital . . . . . 26%</p> <p>Digital . . . . . 11%</p> <p>No response . . . . . 0%</p> 	<p><b>When read</b></p> <p>Same day the issue is received . . . . 16%</p> <p>Within three days . . . . . 48%</p> <p>Within a week . . . . . 30%</p> <p>One week or later . . . . . 5%</p> <p>No response . . . . . 1%</p> 
<p><b>Time spent reading</b></p> <p>45 minutes or more . . . . . 32%</p> <p>30 - 44 minutes . . . . . 34%</p> <p>15 - 29 minutes . . . . . 27%</p> <p>Less than 15 minutes . . . . . 7%</p> <p>No response . . . . . 0%</p> 	<p><b>How often each issue is read</b></p> <p>4 or more times . . . . . 40%</p> <p>3 times . . . . . 29%</p> <p>2 times . . . . . 25%</p> <p>1 time . . . . . 5%</p> <p>No response . . . . . 1%</p> 
<p><b>Respondents rate <i>Electrical Contractor</i></b></p> <p>Personal favorite . . . . . 26%</p> <p>Very important . . . . . 29%</p> <p>Important . . . . . 32%</p> <p>Somewhat important . . . . . 11%</p> <p>Not important . . . . . 2%</p> <p>No response . . . . . 0%</p> 	<p><b>Pass-along readership</b></p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.6 other professionals.</p> <p><b>1.6</b> Other People</p>

Base = 300



## Ad Scores: Exposure, Engagement and Involvement Totals by Product Category

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc.	77	1.0-4C	95%	69%	58%	98%	78%
Arlington Industries, Inc.	45	1.0-4C	94%	62%	52%	98%	78%
Arlington Industries, Inc.	83	1.0-4C	93%	81%	63%	98%	79%
Arlington Industries, Inc.	91	1.0-4C	93%	81%	57%	97%	75%
Arlington Industries, Inc.	18-19	2.0-4C	93%	60%	43%	98%	78%
Arlington Industries, Inc.	35	1.0-4C	91%	77%	67%	99%	84%
Arlington Industries, Inc.	73	1.0-4C	89%	66%	54%	97%	70%
Arlington Industries, Inc.	41	1.0-4C	89%	62%	55%	97%	77%
Arlington Industries, Inc.	11	1.0-4C	89%	57%	55%	99%	78%
Arlington Industries, Inc.	Cvr 3	1.0-4C	88%	61%	57%	98%	75%
Allied Moulded Products	23	1.0-4C	83%	69%	40%	100%	77%
Arlington Industries, Inc.	65	1.0-4C	82%	70%	51%	97%	74%
Allied Moulded Products	81	.125-B/W	74%	65%	46%	95%	64%
Hubbell RACO	3	1.0-4C	67%	61%	29%	98%	75%
Orbit Industries	75	.25-4C	50%	52%	46%	96%	52%
Category averages:			85%	66%	52%	98%	74%
<b>Circuit protection</b>							
Leviton Manufacturing	63	1.0-4C	75%	71%	43%	94%	68%
<b>Computer software</b>							
Bluebeam	15	1.0-4C	48%	56%	41%	95%	55%
<b>Contractor equipment</b>							
HotBend	81	.125-4C	68%	34%	30%	91%	60%
Associated Electric Products	81	.125-4C	56%	55%	32%	94%	59%
Category averages:			62%	45%	31%	93%	60%

### Definitions:

**Recall Seeing** score is a percentage of the base number.

**Read Some** is a percentage of the “Recall Seeing” score.

**Read Most** is the percentage of the “Read Some” score.

**Total Ad Influence** is a percentage of the “Recall Seeing” score.

**One or More Buying Actions** is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 100  
(continued)

Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*

**Readers comment on the magazine**



*I find it informative and encouraging. It helps me make decisions on purchases, create budgets for want lists and head off being blindsided by changes in the industry.*

— President

*[I read Electrical Contractor for] keeping up with new products and industry trends. Code sections are always helpful.*

— Owner

*This publication helps me to stay abreast of the electrical industry and to gain more insight on the challenges faced by electrical contractors who are working in the field.*

— Electrical Engineer

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	80	.125-4C	51%	55%	36%	91%	26%
<b>Data comm equipment</b>							
IDEAL Electrical	43	1.0-4C	62%	61%	47%	91%	39%
<b>Electrical distributor (incl. low volt.)</b>							
Zoro Tools	71	1.0-4C	61%	57%	46%	94%	46%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc.	91	1.0-4C	93%	81%	57%	97%	75%
Allied Moulded Products	23	1.0-4C	83%	69%	40%	100%	77%
Arlington Industries, Inc.	65	1.0-4C	82%	70%	51%	97%	74%
Arlington Industries, Inc.	25	1.0-4C	75%	64%	38%	95%	73%
Atkore International	55	1.0-4C	38%	47%	44%	94%	38%
Category averages:			74%	66%	46%	97%	67%
<b>Grounding/bonding</b>							
Arlington Industries, Inc.	65	1.0-4C	82%	70%	51%	97%	74%
<b>Hand tools</b>							
Home Depot	5	1.0-4C	79%	56%	41%	91%	67%
HotBend	81	.125-4C	68%	34%	30%	91%	60%
Southwire Tools	79	.25-4C	66%	48%	22%	93%	50%
IDEAL Electrical	43	1.0-4C	62%	61%	47%	91%	39%
Category averages:			69%	50%	35%	92%	54%
<b>Insurance</b>							
Federated Insurance Cos.	33	1.0-4C	38%	29%	9%	94%	38%

Base = 100  
(continued)



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



*It is vital to keep up with new products and changes in the code. There is also a lot to learn from reading this magazine. I have read it since the early 70's. I wouldn't be without it!*

— Owner

*Like to see what the industry is doing in other parts of the country.*

— President

*Keeps me up-to-date on the codes and tools. The code quiz is my favorite.*

— Supervisor

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Lighting controls</b>							
Lutron Electronics Co., Inc.	37	1.0-4C	73%	71%	56%	100%	72%
<b>Lighting products/fixtures</b>							
Topaz	79	.25-4C	40%	33%	31%	93%	48%
<b>Meters/instru (test) power &amp; low volt.</b>							
Fluke Corp.	21	1.0-4C	88%	67%	39%	100%	68%
Southwire Tools	79	.25-4C	66%	48%	22%	93%	50%
FLIR	1	1.0-4C	57%	47%	30%	96%	42%
FLIR	81	.125-4C	54%	54%	34%	98%	59%
Category averages:			66%	54%	31%	97%	55%
<b>Raceway/cable tray/conduit</b>							
Wheatland Tube	13	1.0-4C	77%	48%	32%	97%	57%
Snake Tray	75	.25-4C	65%	46%	23%	93%	46%
Western Tube & Conduit Corp.	57	1.0-4C	45%	38%	24%	100%	59%
Category averages:			62%	44%	26%	97%	54%
<b>Safety equipment/apparel</b>							
Emergent Safety Supply	79	.25-4C	43%	53%	35%	90%	44%
<b>Training/safety organization</b>							
American Technical Publishers	79	.25-4C	60%	53%	38%	98%	52%
<b>Vehicles</b>							
Ford Motor Co.	48-49	2.0-4C	67%	39%	38%	93%	48%
Mercedes-Benz Vans	69	1.0-2C	62%	34%	14%	91%	32%
RAM Commercial	29	1.0-4C	61%	44%	41%	93%	47%

Base = 100  
(continued)



Ad Scores: Exposure, Engagement and Involvement Totals by Product Category *continued*



*[I read Electrical Contractor] to stay current with what's going on in the electrical field.*

— President

*Keeps us up-to-date with industry trends, hot products, and some interesting experience reads.*

— Estimator/PM

*I like your code sections and new material.*

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Vehicles</b> <i>continued</i>							
GMC Sierra	9	1.0-4C	54%	35%	26%	98%	40%
Category averages:			61%	38%	30%	94%	42%
<b>Wire &amp; cable</b>							
Southwire	81	.125-4C	69%	54%	30%	95%	61%
Southwire	Cvr 4	1.0-4C	68%	51%	29%	95%	65%
Encore Wire Corp.	81	.125-4C	62%	48%	30%	92%	65%
Atkore International	55	1.0-4C	38%	47%	44%	94%	38%
Category averages:			59%	50%	33%	94%	57%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	41	1.0-4C	89%	62%	55%	97%	77%
Arlington Industries, Inc.	31	1.0-4C	85%	72%	64%	96%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	66%	64%	19%	97%	73%
NSi Industries	85	.50-4C	61%	59%	33%	96%	59%
NSi Industries	81	.125-2C	58%	50%	45%	98%	52%
Category averages:			72%	61%	43%	97%	67%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc.	59	1.0-4C	85%	67%	39%	97%	73%
Schneider Electric	7	1.0-4C	71%	63%	47%	97%	73%
Southwire	Cvr 4	1.0-4C	68%	51%	29%	95%	65%
Schneider Electric	81	.125-4C	67%	66%	45%	90%	57%
Encore Wire Corp.	81	.125-4C	62%	48%	30%	92%	65%
Category averages:			71%	59%	38%	94%	67%
<b>Wiring devices</b>							
Arlington Industries, Inc.	59	1.0-4C	85%	67%	39%	97%	73%

Base = 100

## Ad Scores: Audience Engagement Totals with Influence Details by Product Category

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Boxes, conduit bodies &amp; enclosures</b>								
Allied Moulded Products	23	1.0-4C	83%	100%	69%	92%	72%	80%
Arlington Industries, Inc.	35	1.0-4C	91%	99%	80%	95%	84%	84%
Arlington Industries, Inc.	11	1.0-4C	89%	99%	73%	91%	72%	78%
Arlington Industries, Inc.	77	1.0-4C	95%	98%	77%	91%	78%	82%
Arlington Industries, Inc.	45	1.0-4C	94%	98%	73%	93%	75%	84%
Arlington Industries, Inc.	83	1.0-4C	93%	98%	83%	95%	77%	85%
Arlington Industries, Inc.	18-19	2.0-4C	93%	98%	69%	90%	69%	75%
Arlington Industries, Inc.	Cvr 3	1.0-4C	88%	98%	84%	94%	79%	83%
Hubbell RACO	3	1.0-4C	67%	98%	74%	93%	74%	89%
Arlington Industries, Inc.	91	1.0-4C	93%	97%	78%	91%	77%	86%
Arlington Industries, Inc.	73	1.0-4C	89%	97%	78%	89%	67%	79%
Arlington Industries, Inc.	41	1.0-4C	89%	97%	77%	89%	67%	73%
Arlington Industries, Inc.	65	1.0-4C	82%	97%	83%	92%	74%	89%
Orbit Industries	75	.25-4C	50%	96%	46%	74%	57%	46%
Allied Moulded Products	81	.125-B/W	74%	95%	64%	83%	66%	78%
Category averages:			85%	98%	74%	90%	73%	79%
<b>Circuit protection</b>								
Leviton Manufacturing	63	1.0-4C	75%	94%	80%	86%	71%	85%
<b>Computer software</b>								
Bluebeam	15	1.0-4C	48%	95%	43%	67%	50%	36%
<b>Contractor equipment</b>								
Associated Electric Products	81	.125-4C	56%	94%	51%	75%	55%	47%
HotBend	81	.125-4C	68%	91%	45%	76%	55%	55%
Category averages:			62%	93%	48%	76%	55%	51%

### Definitions:

**Total Ad Influence** (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 100  
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



*Keeps me informed about new products.*

— President/Treasurer

*It is a great resource.*

— VP

*I like to see ideas that have proven successful when implemented by other contractors and to see new innovations in the industry.*

— Project Manager

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	80	.125-4C	51%	91%	28%	61%	39%	35%
<b>Data comm equipment</b>								
IDEAL Electrical	43	1.0-4C	62%	91%	54%	75%	55%	61%
<b>Electrical distributor (incl. low volt.)</b>								
Zoro Tools	71	1.0-4C	61%	94%	44%	69%	54%	52%
<b>Fasteners, hangers, clamps, supports</b>								
Allied Moulded Products	23	1.0-4C	83%	100%	69%	92%	72%	80%
Arlington Industries, Inc.	91	1.0-4C	93%	97%	78%	91%	77%	86%
Arlington Industries, Inc.	65	1.0-4C	82%	97%	83%	92%	74%	89%
Arlington Industries, Inc.	25	1.0-4C	75%	95%	68%	89%	68%	74%
Atkore International	55	1.0-4C	38%	94%	29%	65%	47%	50%
Category averages:			74%	97%	65%	86%	68%	76%
<b>Grounding/bonding</b>								
Arlington Industries, Inc.	65	1.0-4C	82%	97%	83%	92%	74%	89%
<b>Hand tools</b>								
Southwire Tools	79	.25-4C	66%	93%	48%	80%	50%	50%
Home Depot	5	1.0-4C	79%	91%	67%	84%	60%	77%
HotBend	81	.125-4C	68%	91%	45%	76%	55%	55%
IDEAL Electrical	43	1.0-4C	62%	91%	54%	75%	55%	61%
Category averages:			69%	92%	54%	79%	55%	61%
<b>Insurance</b>								
Federated Insurance Cos.	33	1.0-4C	38%	94%	29%	56%	47%	24%

Base = 100  
(continued)

**Ad Scores: Audience Engagement Totals with Influence Details by Product Category** *continued*


*[I read Electrical Contractor for] new ideas.*

— President

*It is an industry leader in new technology, safety, new products and code issues.*

— Owner

*[I read Electrical Contractor] to keep up with current developments in the industry.*

— Principal

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Lighting controls</b>								
Lutron Electronics Co., Inc.	37	1.0-4C	73%	100%	63%	85%	72%	62%
<b>Lighting products/fixtures</b>								
Topaz	79	.25-4C	40%	93%	45%	72%	59%	34%
<b>Meters/instru (test) power &amp; low volt.</b>								
Fluke Corp.	21	1.0-4C	88%	100%	84%	94%	64%	91%
FLIR	81	.125-4C	54%	98%	63%	76%	61%	72%
FLIR	1	1.0-4C	57%	96%	48%	68%	52%	46%
Southwire Tools	79	.25-4C	66%	93%	48%	80%	50%	50%
Category averages:			66%	97%	61%	80%	57%	65%
<b>Raceway/cable tray/conduit</b>								
Western Tube & Conduit Corp.	57	1.0-4C	45%	100%	36%	82%	62%	46%
Wheatland Tube	13	1.0-4C	77%	97%	57%	84%	57%	60%
Snake Tray	75	.25-4C	65%	93%	44%	67%	46%	56%
Category averages:			62%	97%	46%	78%	55%	54%
<b>Safety equipment/apparel</b>								
Emergent Safety Supply	79	.25-4C	43%	90%	41%	62%	49%	41%
<b>Training/safety organization</b>								
American Technical Publishers	79	.25-4C	60%	98%	50%	68%	60%	54%
<b>Vehicles</b>								
GMC Sierra	9	1.0-4C	54%	98%	71%	73%	52%	73%
Ford Motor Co.	48-49	2.0-4C	67%	93%	74%	76%	57%	78%
RAM Commercial	29	1.0-4C	61%	93%	67%	73%	55%	76%

Base = 100  
(continued)

Ad Scores: Audience Engagement Totals with Influence Details by Product Category *continued*



*EC, in my opinion, is the top publication in its category.*

— PR and Editorial Relations

*[I read Electrical Contractor for] interesting articles about new products and approaches.*

— Construction Manager

*Helps me stay current as to electrical codes, construction methods and business-related ideas.*

— Senior Electrical Engineer

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Vehicles</b> <i>continued</i>								
Mercedes-Benz Vans	69	1.0-2C	62%	91%	68%	72%	51%	64%
Category averages:			61%	94%	70%	74%	54%	73%
<b>Wire &amp; cable</b>								
Southwire	81	.125-4C	69%	95%	59%	83%	53%	56%
Southwire	Cvr 4	1.0-4C	68%	95%	62%	88%	70%	45%
Atkore International	55	1.0-4C	38%	94%	29%	65%	47%	50%
Encore Wire Corp.	81	.125-4C	62%	92%	50%	88%	63%	50%
Category averages:			59%	94%	50%	81%	58%	50%
<b>Wire &amp; cable connectors/terminators</b>								
NSi Industries	81	.125-2C	58%	98%	60%	66%	58%	62%
Arlington Industries, Inc.	41	1.0-4C	89%	97%	77%	89%	67%	73%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	66%	97%	65%	87%	58%	60%
Arlington Industries, Inc.	31	1.0-4C	85%	96%	84%	92%	77%	82%
NSi Industries	85	.50-4C	61%	96%	59%	75%	67%	63%
Category averages:			72%	97%	69%	82%	65%	68%
<b>Wire &amp; cable management</b>								
Arlington Industries, Inc.	59	1.0-4C	85%	97%	76%	90%	69%	80%
Schneider Electric	7	1.0-4C	71%	97%	76%	87%	66%	73%
Southwire	Cvr 4	1.0-4C	68%	95%	62%	88%	70%	45%
Encore Wire Corp.	81	.125-4C	62%	92%	50%	88%	63%	50%
Schneider Electric	81	.125-4C	67%	90%	70%	77%	56%	67%
Category averages:			71%	94%	67%	86%	65%	63%
<b>Wiring devices</b>								
Arlington Industries, Inc.	59	1.0-4C	85%	97%	76%	90%	69%	80%

Base = 100



## Ad Scores: Involvement Totals with Buying Action Details by Product Category

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc.	35	1.0-4C	91%	84%	11%	20%	17%	4%	28%	30%	16%	39%
Arlington Industries, Inc.	83	1.0-4C	93%	79%	9%	13%	10%	3%	14%	37%	9%	34%
Arlington Industries, Inc.	77	1.0-4C	95%	78%	10%	12%	12%	6%	15%	30%	9%	34%
Arlington Industries, Inc.	45	1.0-4C	94%	78%	11%	13%	13%	5%	14%	33%	9%	34%
Arlington Industries, Inc.	18-19	2.0-4C	93%	78%	6%	14%	10%	3%	9%	35%	11%	23%
Arlington Industries, Inc.	11	1.0-4C	89%	78%	6%	11%	10%	3%	10%	29%	11%	34%
Arlington Industries, Inc.	41	1.0-4C	89%	77%	4%	12%	5%	3%	16%	34%	5%	22%
Allied Moulded Products	23	1.0-4C	83%	77%	10%	8%	10%	1%	17%	24%	6%	37%
Arlington Industries, Inc.	91	1.0-4C	93%	75%	8%	14%	10%	3%	17%	36%	10%	34%
Arlington Industries, Inc.	Cvr 3	1.0-4C	88%	75%	11%	12%	12%	5%	16%	33%	11%	35%
Hubbell RACO	3	1.0-4C	67%	75%	7%	13%	13%	2%	21%	25%	3%	28%
Arlington Industries, Inc.	65	1.0-4C	82%	74%	8%	7%	8%	3%	13%	24%	10%	33%
Arlington Industries, Inc.	73	1.0-4C	89%	70%	5%	4%	3%	3%	9%	28%	4%	32%
Allied Moulded Products	81	.125-B/W	74%	64%	6%	2%	2%	2%	9%	30%	5%	19%
Orbit Industries	75	.25-4C	50%	52%	15%	7%	13%	0%	7%	28%	4%	7%
Category averages:			85%	74%	8%	11%	10%	3%	14%	30%	8%	30%

### Definitions:

**One or More Buying Actions** (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

Base = 100  
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Circuit protection</b>												
Leviton Manufacturing	63	1.0-4C	75%	68%	11%	9%	6%	2%	15%	27%	9%	26%
<b>Computer software</b>												
Bluebeam	15	1.0-4C	48%	55%	2%	17%	17%	5%	14%	19%	7%	19%
<b>Contractor equipment</b>												
HotBend	81	.125-4C	68%	60%	9%	18%	5%	2%	9%	20%	5%	5%
Associated Electric Products	81	.125-4C	56%	59%	12%	6%	10%	2%	12%	20%	0%	8%
Category averages:			62%	60%	11%	12%	8%	2%	11%	20%	3%	7%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	80	.125-4C	51%	26%	7%	2%	9%	0%	2%	4%	2%	2%
<b>Data comm equipment</b>												
IDEAL Electrical	43	1.0-4C	62%	39%	7%	9%	7%	0%	9%	20%	2%	5%
<b>Electrical distributor (incl. low volt.)</b>												
Zoro Tools	71	1.0-4C	61%	46%	6%	6%	13%	2%	9%	19%	0%	9%
<b>Fasteners, hangers, clamps, supports</b>												
Allied Moulded Products	23	1.0-4C	83%	77%	10%	8%	10%	1%	17%	24%	6%	37%
Arlington Industries, Inc.	91	1.0-4C	93%	75%	8%	14%	10%	3%	17%	36%	10%	34%
Arlington Industries, Inc.	65	1.0-4C	82%	74%	8%	7%	8%	3%	13%	24%	10%	33%
Arlington Industries, Inc.	25	1.0-4C	75%	73%	8%	18%	8%	0%	6%	39%	6%	13%
Atkore International	55	1.0-4C	38%	38%	3%	6%	6%	0%	6%	12%	6%	12%
Category averages:			74%	67%	7%	11%	8%	1%	12%	27%	8%	26%

Base = 100  
(continued)





Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Grounding/bonding</b>												
Arlington Industries, Inc.	65	1.0-4C	82%	74%	8%	7%	8%	3%	13%	24%	10%	33%
<b>Hand tools</b>												
Home Depot	5	1.0-4C	79%	67%	6%	11%	6%	0%	13%	26%	6%	23%
HotBend	81	.125-4C	68%	60%	9%	18%	5%	2%	9%	20%	5%	5%
Southwire Tools	79	.25-4C	66%	50%	4%	11%	9%	0%	13%	15%	7%	9%
IDEAL Electrical	43	1.0-4C	62%	39%	7%	9%	7%	0%	9%	20%	2%	5%
Category averages:			69%	54%	7%	12%	7%	1%	11%	20%	5%	11%
<b>Insurance</b>												
Federated Insurance Cos.	33	1.0-4C	38%	38%	9%	6%	9%	3%	0%	6%	0%	9%
<b>Lighting controls</b>												
Lutron Electronics Co., Inc.	37	1.0-4C	73%	72%	15%	18%	28%	3%	10%	32%	7%	17%
<b>Lighting products/fixtures</b>												
Topaz	79	.25-4C	40%	48%	3%	10%	7%	3%	14%	21%	0%	7%
<b>Meters/instru (test) power &amp; low volt.</b>												
Fluke Corp.	21	1.0-4C	88%	68%	8%	17%	13%	3%	14%	29%	6%	18%
FLIR	81	.125-4C	54%	59%	11%	9%	20%	2%	11%	20%	9%	17%
Southwire Tools	79	.25-4C	66%	50%	4%	11%	9%	0%	13%	15%	7%	9%
FLIR	1	1.0-4C	57%	42%	4%	8%	8%	2%	8%	12%	4%	6%
Category averages:			66%	55%	7%	11%	13%	2%	12%	19%	7%	13%
<b>Raceway/cable tray/conduit</b>												
Western Tube & Conduit Corp.	57	1.0-4C	45%	59%	8%	18%	15%	8%	8%	33%	3%	5%
Wheatland Tube	13	1.0-4C	77%	57%	12%	13%	9%	0%	9%	28%	1%	10%

Base = 100  
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Raceway/cable tray/conduit</b> <i>continued</i>												
Snake Tray	75	.25-4C	65%	46%	6%	9%	6%	2%	4%	17%	7%	6%
Category averages:			62%	54%	9%	13%	10%	3%	7%	26%	4%	7%
<b>Safety equipment/apparel</b>												
Emergent Safety Supply	79	.25-4C	43%	44%	10%	10%	8%	0%	5%	18%	0%	5%
<b>Training/safety organization</b>												
American Technical Publishers	79	.25-4C	60%	52%	6%	6%	10%	4%	6%	20%	2%	4%
<b>Vehicles</b>												
Ford Motor Co.	48-49	2.0-4C	67%	48%	3%	9%	5%	0%	0%	26%	10%	9%
RAM Commercial	29	1.0-4C	61%	47%	4%	13%	9%	0%	2%	20%	0%	9%
GMC Sierra	9	1.0-4C	54%	40%	2%	4%	10%	2%	4%	23%	6%	4%
Mercedes-Benz Vans	69	1.0-2C	62%	32%	4%	6%	9%	4%	0%	11%	4%	6%
Category averages:			61%	42%	3%	8%	8%	2%	2%	20%	5%	7%
<b>Wire &amp; cable</b>												
Southwire	Cvr 4	1.0-4C	68%	65%	22%	18%	12%	3%	5%	23%	5%	8%
Encore Wire Corp.	81	.125-4C	62%	65%	13%	10%	8%	0%	10%	13%	8%	15%
Southwire	81	.125-4C	69%	61%	14%	14%	5%	0%	12%	22%	5%	15%
Atkore International	55	1.0-4C	38%	38%	3%	6%	6%	0%	6%	12%	6%	12%
Category averages:			59%	57%	13%	12%	8%	1%	8%	18%	6%	13%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc.	41	1.0-4C	89%	77%	4%	12%	5%	3%	16%	34%	5%	22%
Arlington Industries, Inc.	31	1.0-4C	85%	76%	14%	14%	9%	4%	14%	24%	4%	36%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	66%	73%	8%	8%	8%	2%	23%	32%	8%	15%

Base = 100  
(continued)



Ad Scores: Involvement Totals with Buying Action Details by Product Category *continued*

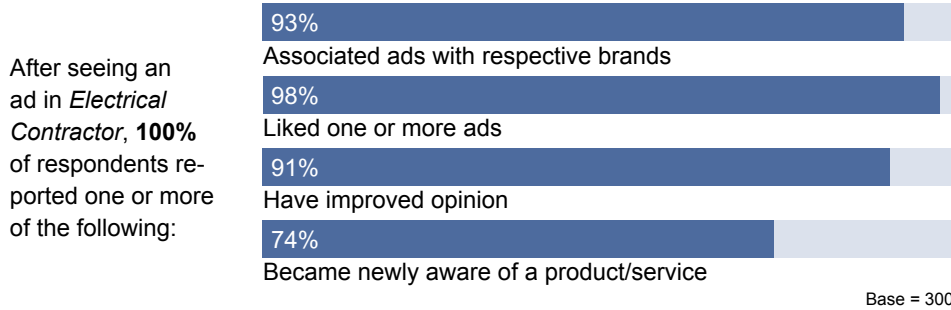
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>												
NSi Industries	85	.50-4C	61%	59%	6%	4%	10%	4%	8%	22%	6%	29%
NSi Industries	81	.125-2C	58%	52%	10%	2%	8%	2%	12%	26%	4%	12%
Category averages:			72%	67%	8%	8%	8%	3%	15%	28%	5%	23%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc.	59	1.0-4C	85%	73%	3%	15%	7%	0%	8%	37%	4%	20%
Schneider Electric	7	1.0-4C	71%	73%	8%	21%	13%	2%	6%	37%	8%	21%
Southwire	Cvr 4	1.0-4C	68%	65%	22%	18%	12%	3%	5%	23%	5%	8%
Encore Wire Corp.	81	.125-4C	62%	65%	13%	10%	8%	0%	10%	13%	8%	15%
Schneider Electric	81	.125-4C	67%	57%	10%	8%	3%	2%	10%	20%	2%	18%
Category averages:			71%	67%	11%	14%	9%	1%	8%	26%	5%	16%
<b>Wiring devices</b>												
Arlington Industries, Inc.	59	1.0-4C	85%	73%	3%	15%	7%	0%	8%	37%	4%	20%

Base = 100



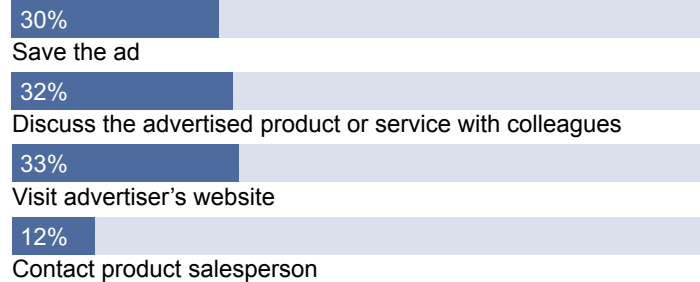
## Demographics: Influence and Action Totals

### Total ad influence for all studied ads

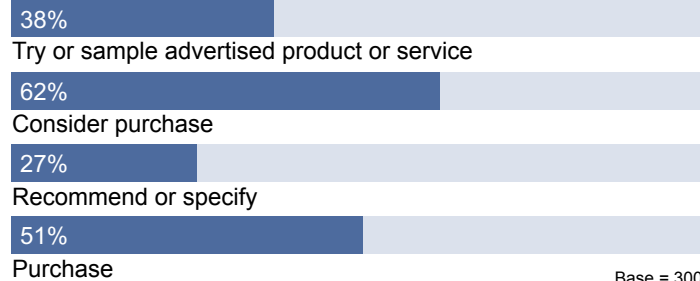


#### Total Buying Behavior **88%**

*Eighty-eight percent (88%)* of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:



#### Preliminary Buying Behavior **60%**



#### Active Buying Behavior **81%**

### Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	2	80%	50%	41%
One page	33	73%	59%	43%
One-half page	1	61%	59%	33%
One-fourth page	6	54%	48%	33%
One-eighth page	9	62%	53%	36%
<b>Issue averages:</b>	<b>51</b>	<b>69%</b>	<b>57%</b>	<b>40%</b>

Base = 100

### Primary business

Electrical contracting/low-voltage contracting	77%
Engineering/architecture/consulting	4%
Systems integration/consulting	1%
Wholesaler/distributor	1%
Other	16%
No response	1%

Base = 300

### Building types

<b>Commercial</b>	84%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	75%
Includes single family and multi-family	
<b>Industrial</b>	57%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	50%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Emerging/alternative energy sources</b>	25%
Includes solar, wind, geothermal, etc.	
<b>Non-building</b>	22%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	2%
No response	0%

Base = 300

Demographics *continued*



**Readership comparison**

Eighty-eight percent (88%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<b>Electrical Contractor</b>	<b>88%</b>	<b>74%</b>	<b>14%</b>	<b>8%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>EC&amp;M</i>	50%	37%	13%	9%	3%	2%	19%	17%
<i>Cabling Installation &amp; Maintenance</i>	7%	4%	3%	2%	2%	1%	55%	33%
<i>Communications News</i>	4%	2%	2%	2%	1%	1%	55%	37%
<i>Security Magazine</i>	3%	2%	1%	4%	1%	1%	53%	38%
<i>Security Dealer</i>	2%	1%	1%	2%	2%	1%	56%	37%

Base = 300

Note: These data define known readers of *Electrical Contractor*. No attempt was made to use subscriber lists from the other publications listed above.

**Actions taken**

Specified/bought products or services seen in ads or articles	61%
Visited an advertiser's website for more information	60%
Recommended the purchase of products or services seen in ads or articles	49%
Discussed an advertisement with someone else in the company	38%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue	30%
Kept an advertisement on file for future reference	25%
Considered doing business with a company seen in ads or articles	23%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	16%
Used the <i>Electrical Contractor</i> website to request further information	11%
Other	2%
No actions taken	5%
No response	0%

Base = 300

**Primary job title or function**

Executive management: owner, partner, president, VP, general manager, etc.	57%
Management: project manager, superintendent, supervisor, foreman	17%
Electrician (field), journeyman, technician, installer, serviceperson	14%
Staff engineer, designer, electrical engr.	3%
Estimator	2%
Inspector	1%
Other	6%
No response	0%

Base = 300

**Building systems installed**

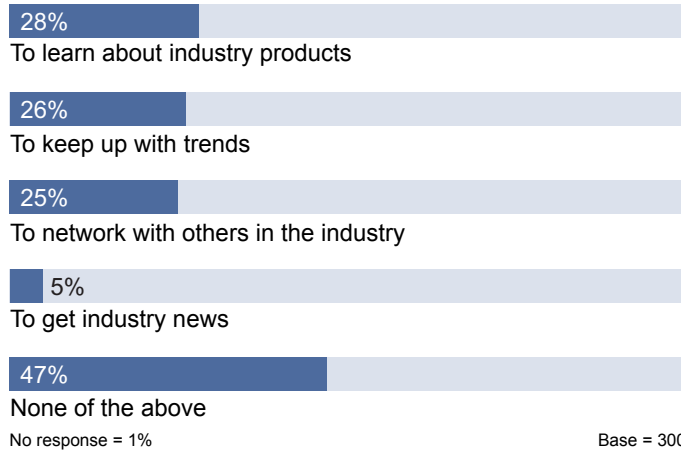
Lighting	87%
Maintenance, service, repair	77%
Premises wiring	76%
Power quality systems (includes standby, co-gen, etc.)	55%
Security (includes CCTV, access/motion/intrusion systems)	53%
Fire/life safety systems	52%
Communications systems (VDV)	38%
Total building automation systems (includes HVAC, lighting)	36%
Fiber optics	30%
Alternative-energy systems	26%
None of the above	4%
No response	0%

Base = 300

## Demographics: Social Media

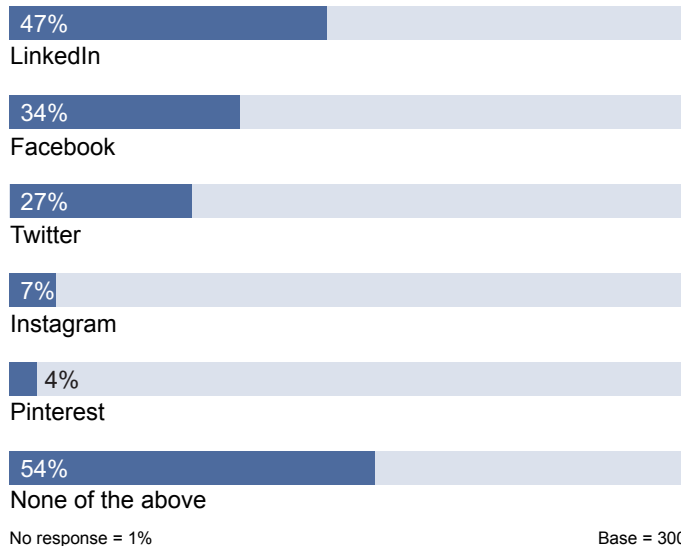
### Professional use of social media

*Fifty-two percent (52%) of Electrical Contractor respondents report one or more of these reasons for using social media.*



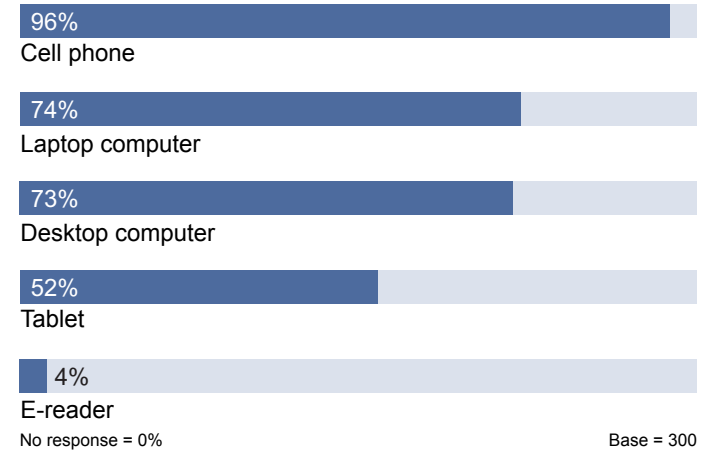
### Social media platforms used for work

*Forty-five percent (45%) of Electrical Contractor respondents report using one or more of these social media platforms for work.*



### Digital devices owned or used by respondents

*One hundred percent (100%) of Electrical Contractor respondents report having access to one or more of these digital devices.*



# 2017

## Ad Study Schedule

Reserve your space now!

<p><b>February</b> <i>closing</i> January 10</p>	<p><b>May</b> <i>closing</i> April 10</p>	<p><b>August</b> <i>closing</i> July 10</p>	<p><b>November</b> <i>closing</i> October 10</p>
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Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

*Electrical Contractor* reserves the right to change this research schedule without notice.

## About mediaView Pro



*about*

# mediaView™ Pro

## Complete Ad Campaign Analytics

### What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

- Ad campaigns setting primary and intermediate objectives are more accountable and more effective.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

### Why does mediaView Pro focus on intermediate objectives?

*Intermediate objectives* are the means to achieving primary ad campaign objectives. Taken individually, each intermediate objective offers insight into how your campaign is working in comparison with other campaigns reaching your audience.

<sup>1</sup> Les Binet and Peter Field, *Marketing in the Era of Accountability* (World Advertising Research Center, Great Britain, Alden Press, 2007), 19. | <sup>2</sup> [ibid, 77] | <sup>3</sup> [ibid, 77] | <sup>4</sup> [ibid, 2]

### Total Ad Recall *Audience Exposure*

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)

### Total Ad Influence *Audience Engagement*

- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

### Total Buying Action *Audience Involvement*

- Preliminary Buying Action
- Save the ad for future reference
  - Discuss the advertised product
  - Visit advertiser website
  - Contact advertiser salesperson

### Active Buying Action

- Try advertised product or service
- Consider purchasing
- Recommend or specify
- Purchase the product or service

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## About mediaView Pro: Methodology

**ELECTRICAL  
CONTRACTOR**  
POWER & INTEGRATED BUILDING SYSTEMS

*about*

### **mediaView™ Pro** Complete Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted via email using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 80,040\* using a structured random-interval selection process. Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of final reports are conducted under the supervision of BRC.

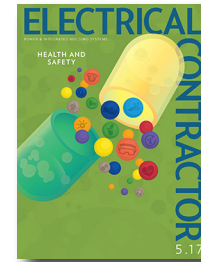
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

In those cases where two versions of the questionnaire are produced to maintain an appropriate level of reader response, both are identical with the exception of the ad listings, which are divided equally between the two. Ad recall data are based on a minimum of 100 returns. Splitting the survey into two or three versions to accommodate more ads will result in editorial and respondent profiles increasing to 200 and 300, respectively. Ad recall data will achieve a lesser number, but no fewer than 100 returns.

Ad and editorial reader recall data are fully disclosed in this report and online through advertiser micro-sites. Advertiser access to their micro-site is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a link and password. A copy of the questionnaire is available on request from BRC.

\* June 2016 BPA Worldwide Statement

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



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**ELECTRICAL  
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POWER & INTEGRATED BUILDING SYSTEMS

*ELECTRICAL CONTRACTOR* provides the total spectrum of information needs of electrical contractors involved in every aspect of traditional electric power and integrated low-voltage building systems, including security; life/fire safety; communications; and building automation controls. Technical information includes code, standards, installation, and technique, all written by the largest staff of acknowledged industry leaders in their fields.

Baxter Research Center Inc. (BRC) is a leading provider of independent, mixed-media audience analytics.

BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

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