

# ELECTRICAL CONTRACTOR

POWER & INTEGRATED BUILDING SYSTEMS

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February 2016

## adView™ 4

*Report to Advertisers*



Compiled and published by

**BAXTER**  
RESEARCH CENTER

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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.

*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.

### Definitions of scores

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The *adView 4* ad study reports demonstrate ad performance in the context of the three steps recognized as essential to the brand building experience: exposure, engagement and involvement.†

#### **Exposure**

**Recall Seeing** shows the ability of an ad or editorial item to attract the respondent's attention. The "recall seeing" score reports the total percentage of respondents indicating they had been exposed to an item by either seeing it or reading it.

#### **Engagement**

**Read Some** indicates the percentage of "recall seeing" respondents who, after seeing the item, were engaged enough to be led into the copy by the headline, layout and subject material.

#### **Involvement**

**Read Most** describes the percentage of "read some" respondents who found the copy to be sufficiently interesting so that they became involved enough to read more than half of the editorial or advertising item.

**Seeing literature promoting the product/service** notes the percentage of respondents who recall seeing promotional literature for the product or service advertised in the past 60 days.

**Having a sales discussion about the product/service** notes the percentage of respondents who recall discussing the product or service advertised with a sales representative, staff member or co-worker, over the phone or in person, in the past 60 days.

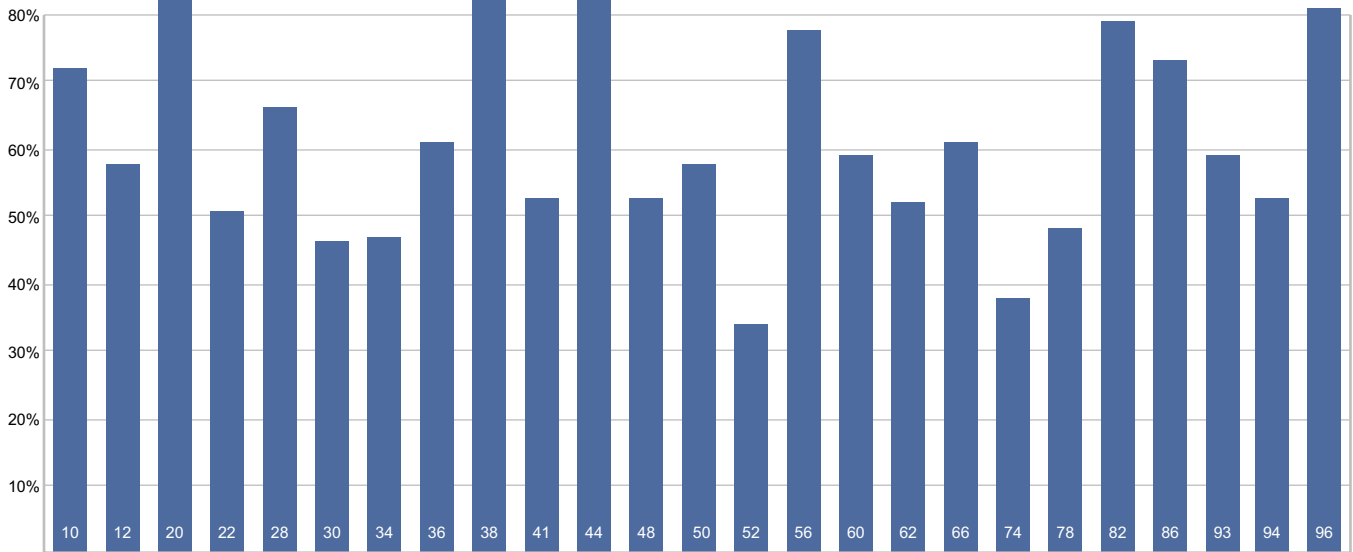
**Visiting the advertiser's website for product information** notes the percentage of respondents who recall visiting the advertiser's website in the past 60 days.

Note: Literature, discussion and website scores should not be considered direct measures of the program's performance. They are measures of the respondents' recall of the literature, conversation or website.

† Percentage totals may not equal 100, due to rounding.

## Editorial recall

### Editorial recall by page number



**Editorial reader traffic 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 of the study issue.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: An elevated threat	10	72%	74%	49%
INDUSTRY WATCH: Historic renovation not without...	12	58%	74%	44%
CODE FAQs: Type NM cable, ceiling wires for support...	20	85%	85%	69%
PROFILE: This old building: Pepper Construction,...	22	51%	63%	47%
ESTIMATING: Help! I need somebody!	28	66%	71%	47%
FOCUS: Commissioning and retrocommissioning	30	46%	57%	38%
FINANCIAL: Negative effects	34	47%	62%	45%
TECHNOLOGY: Changing the power paradigm	36	61%	70%	42%
CODE APPLICATIONS: Pass the source	38	82%	82%	66%
APP OF THE MONTH	41	53%	66%	54%
NEW PRODUCTS	44	83%	77%	66%
QUIZ: Is it time to upgrade that cabling?	48	53%	68%	53%
IDEAS THAT WORK: Jigsaw protection, wire looping...	50	58%	76%	57%
PROFILE: Game plan: Pueblo Electric	52	34%	50%	47%
CODE IN FOCUS: General installation requirements,...	56	78%	87%	59%
SERVICE/MAINTENANCE: The thing about the Internet...	60	59%	69%	39%
FOCUS: 100 years of innovation: History...	62	52%	73%	50%
LIGHTING: Flattering light	66	61%	74%	42%
MEET THE INTEGRATOR: Specializing without specializing	74	38%	53%	45%
LIFE SAFETY: End-to-end performance	78	48%	67%	47%
COOL TOOLS: Portable power	82	79%	78%	55%
COOL TOOLS: Electric motor testers	86	73%	74%	54%
VEHICLE EQUIPMENT	93	59%	64%	50%
FIRE/LIFE SAFETY: In with the new	94	53%	64%	56%
CODE COMMENTS: New rules	96	81%	84%	68%

Base = 232

**Readership comparison**

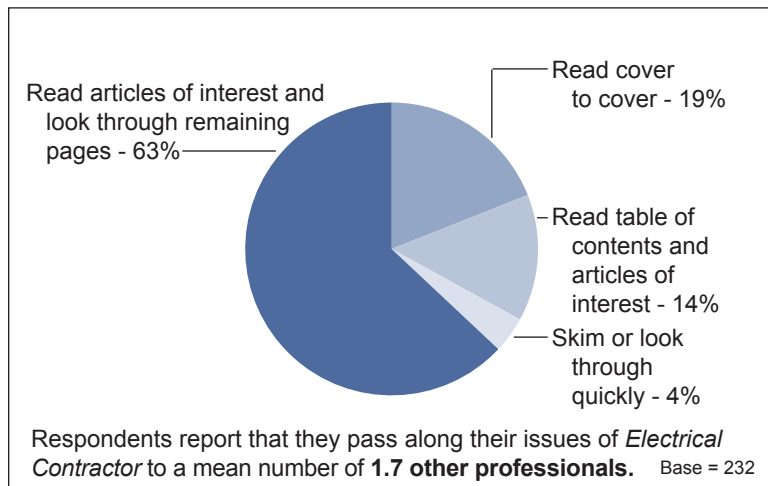
Eighty-five percent (85%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	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>85%</b>	<b>65%</b>	<b>20%</b>	<b>10%</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>EC&amp;M</i>	38%	29%	9%	10%	4%	2%	26%	20%
<i>Cabling Installation &amp; Maintenance</i>	5%	3%	2%	1%	1%	3%	52%	38%
<i>Security Magazine</i>	4%	2%	2%	2%	2%	4%	52%	36%
<i>Security Dealer</i>	2%	2%	0%	1%	2%	4%	54%	37%
<i>Communications News</i>	1%	1%	0%	0%	3%	4%	54%	38%

Base = 232

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

**How readers read *Electrical Contractor***



**Primary business**

- Electrical/low-voltage contracting . . . . . 84%
- Engineering/architecture/consulting . . . . . 3%
- Systems integration/consulting . . . . . 2%
- Wholesaler/distributor . . . . . 1%
- Other . . . . . 8%
- No response . . . . . 2%

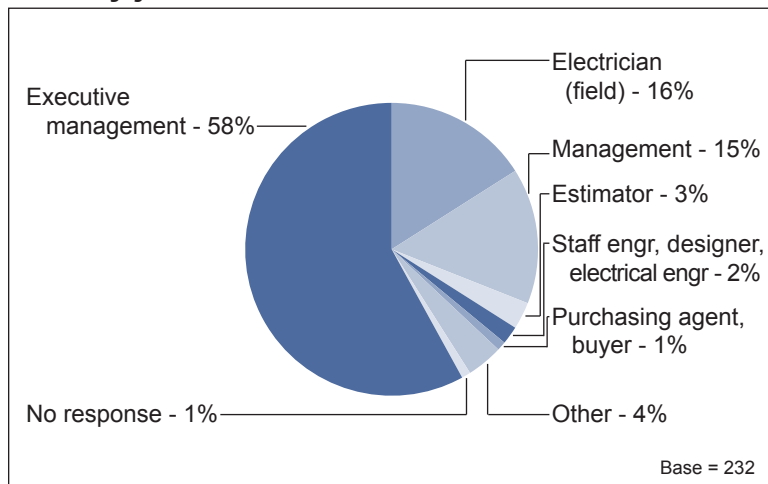
Base = 232

**Building systems installed**

- Lighting control systems . . . . . 84%
- Premises wiring . . . . . 83%
- Power quality systems (stand by, co-gen, etc.) . . . . . 64%
- Fire monitoring/control systems . . . . . 56%
- Security (including CCTV, access/motion/intrusion systems) . . . . . 56%
- Communication systems . . . . . 53%
- Electronic life safety systems . . . . . 41%
- Total building automation systems (including HVAC/controls) . . . . . 36%
- None of the above . . . . . 1%
- No response . . . . . 0%

Base = 232

**Primary job title or function**



## Respondent demographics/Purchasing

### Building types

<b>Commercial</b> . . . . .	.88%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b> . . . . .	.70%
Includes single family and multi-family	
<b>Institutional</b> . . . . .	.61%
Includes hospital, nursing home, education (K12, college, university), government, administration, police, correctional, military, and transportation (airport/rail/other)	
<b>Industrial</b> . . . . .	.58%
Includes manufacturing plants, power generation and utility	
<b>Non-building</b> . . . . .	.23%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
<b>Emerging/alternative energy sources</b> . . . . .	.23%
Includes solar, wind, geothermal, etc.	
None of the above . . . . .	.1%
No response . . . . .	.0%

Base = 232

### Actions taken

Ninety-seven percent (97%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.

<b>Specified/bought</b>	70%
Specified/bought products or services seen in ads or articles	
<b>Visited</b>	61%
Visited an advertiser's website for more information	
<b>Recommended</b>	53%
Recommended the purchase of products or services seen in ads or articles	
<b>Discussed</b>	43%
Discussed an advertisement with someone else in the company	
<b>Referred</b>	31%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue	
<b>Saved</b>	28%
Saved an advertisement on file for future reference	
<b>Considered</b>	25%
Considered doing business with a company seen in ads or articles	
<b>Requested</b>	21%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	
<b>Used</b>	9%
Used the <i>Electrical Contractor</i> website to request further information	
<b>Other</b>	1%
No actions taken = 3%	
No response = 0%	

Base = 232

**Ad study schedule:**  
Reserve space now!\*

2016

<b>May</b> closing April 11	<b>August</b> closing July 11
<b>November</b> closing October 10	

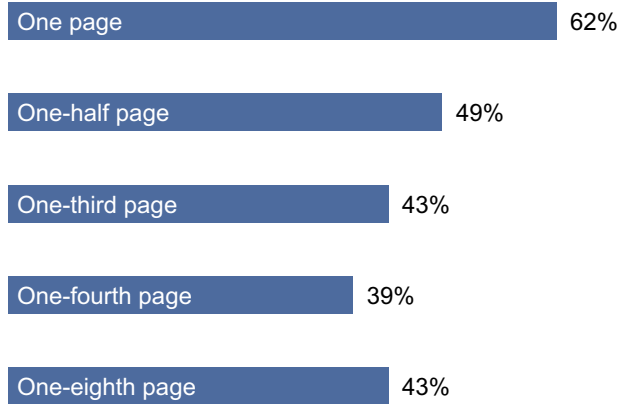
Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

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

## Ad scores



### Average scores by ad size



	Number of Ads	Recall Seeing	Read Some	Read Most
One page	31	62%	45%	50%
One-half page	5	49%	38%	39%
One-third page	1	43%	35%	53%
One-fourth page	4	39%	34%	38%
One-eighth page	5	43%	34%	43%
<b>Issue averages:</b>		<b>56%</b>	<b>42%</b>	<b>47%</b>

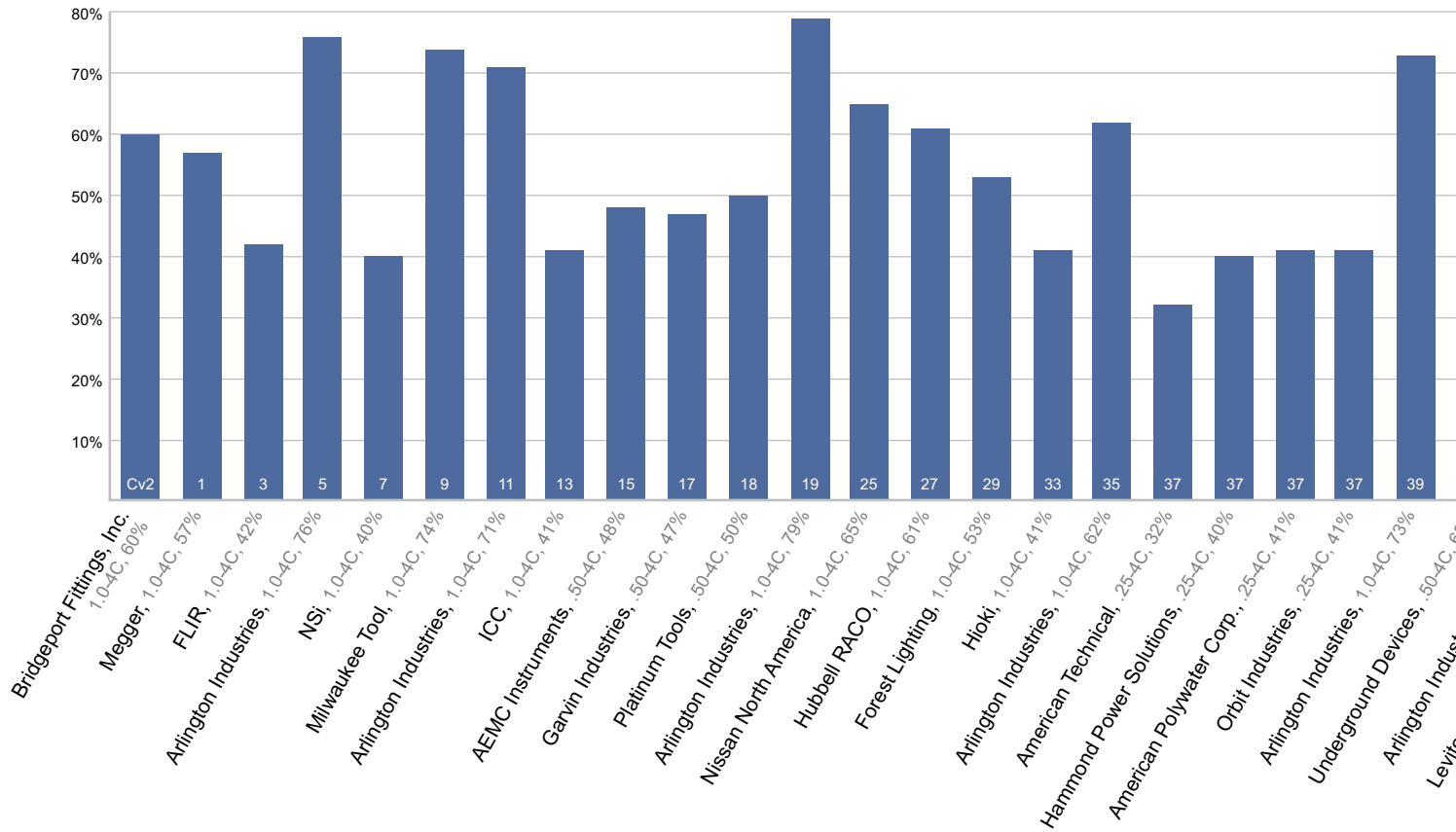
Base = 116

### “Recall seeing” by page number

Cvr 2	Bridgeport Fittings, Inc.	60%	43	Arlington Industries, Inc.	68%
1	Megger	57%	45	Leviton Manufacturing	41%
3	FLIR	42%	47	Leviton Manufacturing	40%
5	Arlington Industries, Inc.	76%	49	Arlington Industries, Inc.	65%
7	NSi	40%	51	Southwire Tools	59%
9	Milwaukee Tool	74%	55	Arlington Industries, Inc.	71%
11	Arlington Industries, Inc.	71%	59	Arlington Industries, Inc.	69%
13	ICC	41%	61	AEMC Instruments	47%
15	AEMC Instruments	48%	61	HotBend	54%
17	Garvin Industries	47%	61	Candels Estimating LLC	28%
18	Platinum Tools	50%	61	Megger	40%
19	Arlington Industries, Inc.	79%	61	NSi	47%
25	Nissan North America, Inc.	65%	65	Day & Night Solar	59%
27	Hubbell RACO	61%	67	Arlington Industries, Inc.	63%
29	Forest Lighting	53%	71	Arlington Industries, Inc.	76%
33	Hioki	41%	75	Allied Moulded Products	66%
35	Arlington Industries, Inc.	62%	79	Arlington Industries, Inc.	79%
37	American Technical Publishers	32%	81	Red Hawk Fire & Security	33%
37	Hammond Power Solutions	40%	85	Arlington Industries, Inc.	67%
37	American Polywater Corp.	41%	87	Adrian Steel	43%
37	Orbit Industries	41%	89	Arlington Industries, Inc.	82%
39	Arlington Industries, Inc.	73%	Cvr 3	Arlington Industries, Inc.	78%
41	Underground Devices	68%	Cvr 4	Southwire	54%

Base = 116

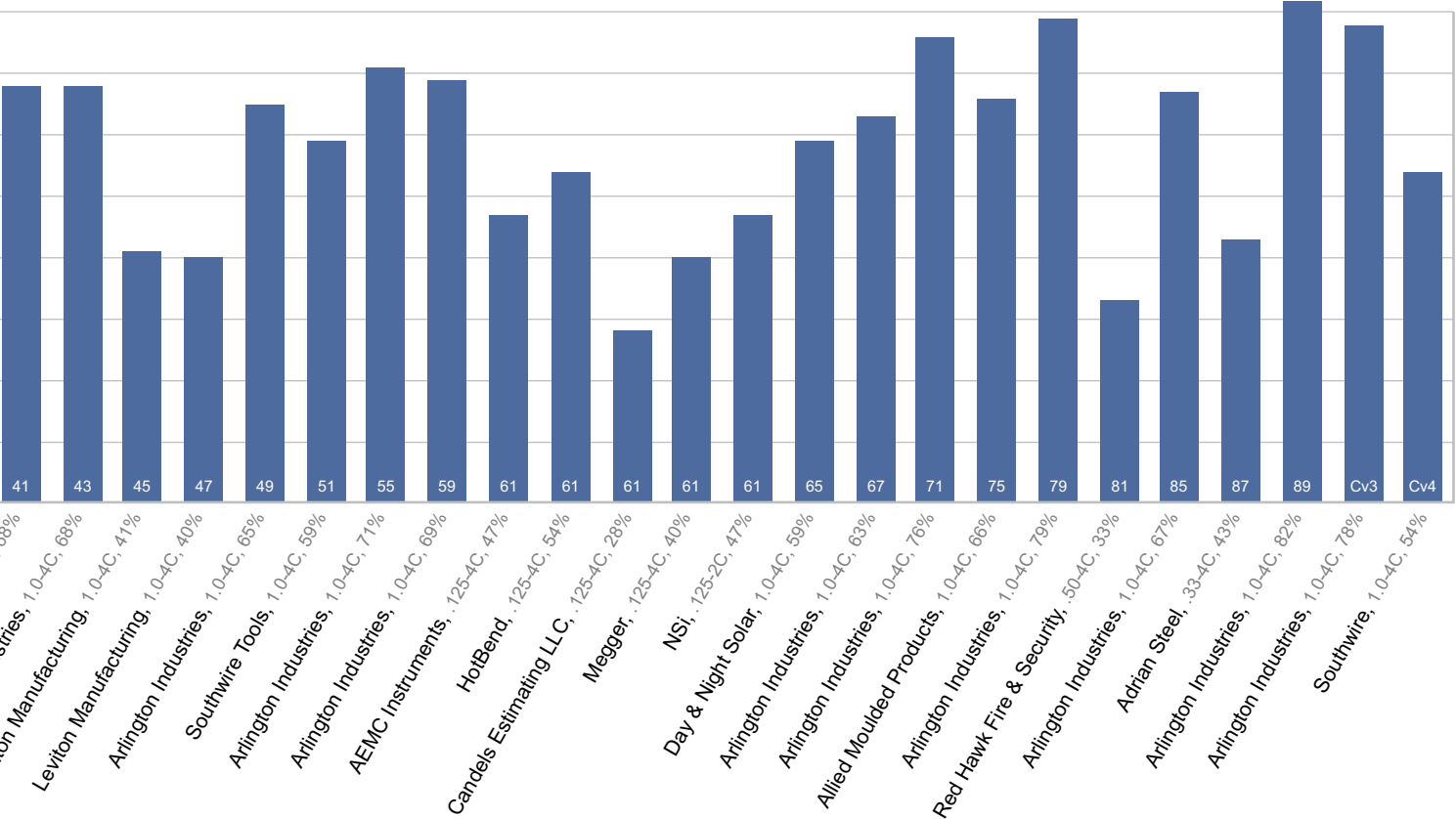
## Ad “recall seeing” scores by page number



## Ad scores by product category

	Page Number	Size and Color	Issue exposure			In the past 60 days		
			Recall Seeing	Read Some	Read Most	Seeing Product or Service Literature	Discussing Product or Service	Visiting Advertiser's Website
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc.	89	1.0-4C	82%	45%	59%	9%	7%	10%
Arlington Industries, Inc.	79	1.0-4C	79%	57%	62%	10%	17%	17%
Arlington Industries, Inc.	Cvr 3	1.0-4C	78%	49%	63%	14%	10%	10%
Arlington Industries, Inc.	71	1.0-4C	76%	59%	56%	10%	9%	12%
Arlington Industries, Inc.	55	1.0-4C	71%	55%	67%	9%	11%	9%
Arlington Industries, Inc.	59	1.0-4C	69%	42%	48%	9%	8%	5%
Arlington Industries, Inc.	43	1.0-4C	68%	40%	63%	9%	8%	5%
Arlington Industries, Inc.	85	1.0-4C	67%	48%	50%	7%	6%	9%
Allied Moulded Products	75	1.0-4C	66%	52%	41%	7%	9%	8%
Arlington Industries, Inc.	49	1.0-4C	65%	58%	53%	7%	15%	10%
Arlington Industries, Inc.	35	1.0-4C	62%	48%	50%	5%	9%	9%
Hubbell RACO	27	1.0-4C	61%	43%	54%	5%	10%	9%
Garvin Industries	17	.50-4C	47%	45%	43%	4%	6%	8%
Orbit Industries	37	.25-4C	41%	37%	40%	4%	9%	3%
<b>Category averages:</b>			<b>67%</b>	<b>48%</b>	<b>54%</b>	<b>8%</b>	<b>10%</b>	<b>9%</b>





Base = 116

	Issue exposure			In the past 60 days				
	Page Number	Size and Color	Recall Seeing	Read Some	Read Most	Seeing Product or Service Literature	Discussing Product or Service	Visiting Advertiser's Website
<b>Circuit protection</b>								
Leviton Manufacturing	45	1.0-4C	41%	44%	50%	4%	7%	11%
Leviton Manufacturing	47	1.0-4C	40%	33%	62%	3%	5%	10%
<b>Category averages:</b>			<b>41%</b>	<b>39%</b>	<b>56%</b>	<b>4%</b>	<b>6%</b>	<b>11%</b>
<b>Contractor equipment</b>								
Southwire Tools	51	1.0-4C	59%	46%	41%	1%	10%	10%
HotBend	61	.125-4C	54%	30%	56%	2%	8%	9%
<b>Category averages:</b>			<b>57%</b>	<b>38%</b>	<b>49%</b>	<b>2%</b>	<b>9%</b>	<b>10%</b>
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating LLC	61	.125-4C	28%	32%	44%	1%	3%	2%
<b>Energy management</b>								
Day & Night Solar	65	1.0-4C	59%	44%	42%	3%	7%	8%

(continued)

## Ad scores by product category *continued*

	Page Number	Size and Color	Issue exposure			In the past 60 days		
			Recall Seeing	Read Some	Read Most	Seeing Product or Service Literature	Discussing Product or Service	Visiting Advertiser's Website
<b>Energy management</b> <i>continued</i>								
NSi	7	1.0-4C	40%	35%	57%	3%	3%	7%
<b>Category averages:</b>			<b>50%</b>	<b>40%</b>	<b>50%</b>	<b>3%</b>	<b>5%</b>	<b>8%</b>
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries, Inc.	79	1.0-4C	79%	57%	62%	10%	17%	17%
Arlington Industries, Inc.	85	1.0-4C	67%	48%	50%	7%	6%	9%
Arlington Industries, Inc.	67	1.0-4C	63%	51%	50%	4%	12%	7%
Platinum Tools	18	.50-4C	50%	40%	45%	2%	8%	5%
<b>Category averages:</b>			<b>65%</b>	<b>49%</b>	<b>52%</b>	<b>6%</b>	<b>11%</b>	<b>10%</b>
<b>Grounding/bonding</b>								
Arlington Industries, Inc.	49	1.0-4C	65%	58%	53%	7%	15%	10%
<b>Hand tools</b>								
HotBend	61	.125-4C	54%	30%	56%	2%	8%	9%
<b>Lighting controls</b>								
NSi	7	1.0-4C	40%	35%	57%	3%	3%	7%
<b>Lighting products/fixtures</b>								
Forest Lighting	29	1.0-4C	53%	38%	45%	5%	3%	8%
NSi	61	.125-2C	47%	38%	33%	3%	7%	7%
NSi	7	1.0-4C	40%	35%	57%	3%	3%	7%
<b>Category averages:</b>			<b>47%</b>	<b>37%</b>	<b>45%</b>	<b>4%</b>	<b>4%</b>	<b>7%</b>
<b>Meters/instru (test) power &amp; low volt.</b>								
Megger	1	1.0-4C	57%	42%	38%	3%	7%	10%
Platinum Tools	18	.50-4C	50%	40%	45%	2%	8%	5%
AEMC Instruments	15	.50-4C	48%	29%	29%	3%	3%	9%
AEMC Instruments	61	.125-4C	47%	28%	31%	2%	4%	2%
FLIR	3	1.0-4C	42%	31%	38%	3%	3%	6%
Hioki	33	1.0-4C	41%	24%	10%	2%	2%	2%
Megger	61	.125-4C	40%	43%	53%	2%	6%	5%
<b>Category averages:</b>			<b>46%</b>	<b>34%</b>	<b>35%</b>	<b>2%</b>	<b>5%</b>	<b>6%</b>
<b>Power generation</b>								
Day & Night Solar	65	1.0-4C	59%	44%	42%	3%	7%	8%
<b>Power tools</b>								
Milwaukee Tool	9	1.0-4C	74%	57%	57%	5%	15%	21%

Base = 116  
(continued)

	Page Number	Size and Color	Issue exposure			In the past 60 days		
			Recall Seeing	Read Some	Read Most	Seeing Product or Service Literature	Discussing Product or Service	Visiting Advertiser's Website
<b>Security products &amp; systems</b>								
NSi	61	.125-2C	47%	38%	33%	3%	7%	7%
Red Hawk Fire & Security	81	.50-4C	33%	30%	30%	3%	3%	3%
<b>Category averages:</b>			<b>40%</b>	<b>34%</b>	<b>32%</b>	<b>3%</b>	<b>5%</b>	<b>5%</b>
<b>Transformers</b>								
Hammond Power Solutions	37	.25-4C	40%	33%	31%	2%	9%	4%
<b>Vehicle equipment</b>								
Adrian Steel	87	.33-4C	43%	35%	53%	3%	5%	4%
<b>Vehicles</b>								
Nissan North America, Inc.	25	1.0-4C	65%	37%	29%	2%	9%	6%
<b>Wire &amp; cable</b>								
Southwire	Cvr 4	1.0-4C	54%	56%	47%	3%	11%	7%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc.	19	1.0-4C	79%	43%	56%	12%	10%	9%
Arlington Industries, Inc.	Cvr 3	1.0-4C	78%	49%	63%	14%	10%	10%
Arlington Industries, Inc.	5	1.0-4C	76%	49%	54%	8%	8%	11%
Arlington Industries, Inc.	39	1.0-4C	73%	53%	59%	9%	16%	15%
Arlington Industries, Inc.	11	1.0-4C	71%	48%	59%	9%	10%	9%
Arlington Industries, Inc.	35	1.0-4C	62%	48%	50%	5%	9%	9%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	60%	47%	46%	8%	15%	8%
American Polywater Corp.	37	.25-4C	41%	32%	54%	1%	8%	3%
ICC	13	1.0-4C	41%	17%	57%	4%	4%	2%
<b>Category averages:</b>			<b>65%</b>	<b>43%</b>	<b>55%</b>	<b>8%</b>	<b>10%</b>	<b>8%</b>
<b>Wiring devices</b>								
Arlington Industries, Inc.	79	1.0-4C	79%	57%	62%	10%	17%	17%
Underground Devices	41	.50-4C	68%	46%	48%	3%	9%	10%
Leviton Manufacturing	45	1.0-4C	41%	44%	50%	4%	7%	11%
Leviton Manufacturing	47	1.0-4C	40%	33%	62%	3%	5%	10%
<b>Category averages:</b>			<b>57%</b>	<b>45%</b>	<b>56%</b>	<b>5%</b>	<b>10%</b>	<b>12%</b>
<b>Miscellaneous</b>								
American Technical Publishers	37	.25-4C	32%	34%	27%	2%	3%	3%
Candels Estimating LLC	61	.125-4C	28%	32%	44%	1%	3%	2%
<b>Category averages:</b>			<b>30%</b>	<b>33%</b>	<b>36%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>

Base = 116

### Research methodology

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Baxter Research Center Inc.'s ad study programs are conducted via email using accepted advertising and editorial reader research methods and practices. This sample was selected from the sponsoring publication's qualified circulation of 80,036\* using a structured random-interval selection process.

Preparation of the survey instrument, sample selection, emailing, processing, tabulation and generation of the final report are conducted under the supervision of BRC.

Respondents 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. The 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 at B2Ba2z.com. Advertiser access to B2Ba2z.com is controlled by the sponsoring publication. Advertisers wishing to view online data should contact their magazine advertising sales representative for a password. A copy of the questionnaire is available on request from BRC.

\* June 2015 BPA Worldwide Statement