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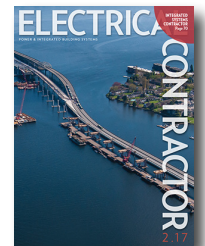
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mediaView™ Pro

Complete Ad
Campaign Analytics

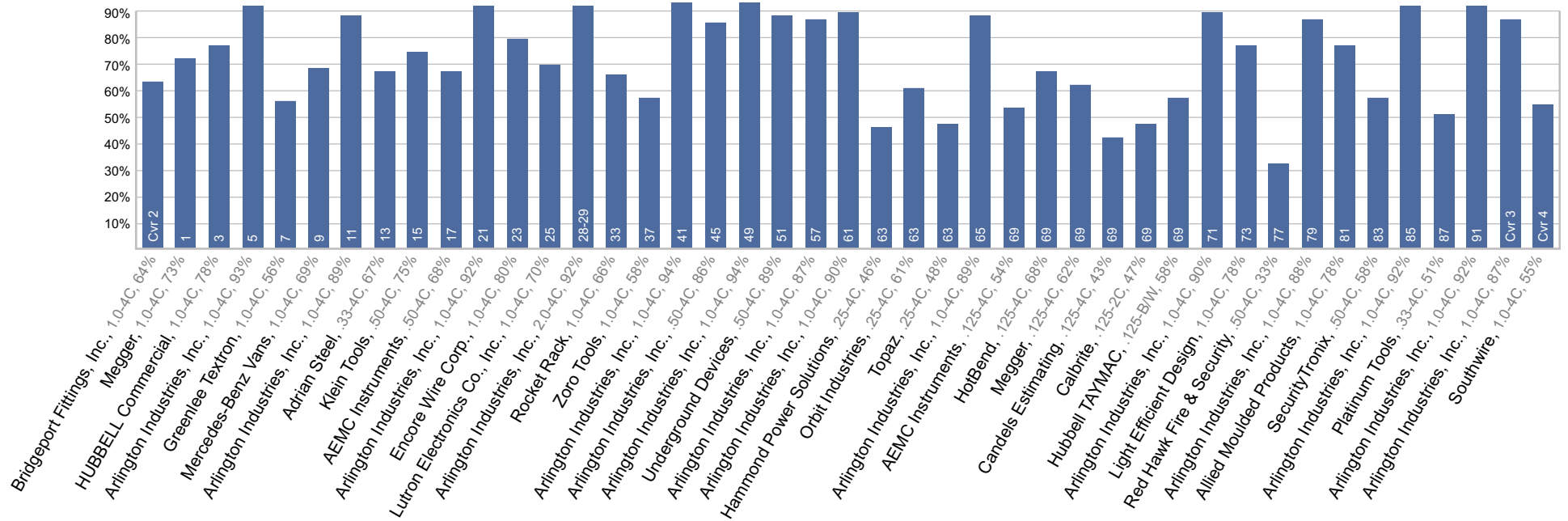


February 2017

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



Executive Summary: Ad Traffic by Page Number



Base = 101

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. (pg 41)	94%	Bridgeport Fittings, Inc.	64%	100%	Arlington Industries (pg 71)	90%	89%
Arlington Industries, Inc. (pg 49)	94%	Red Hawk Fire & Security	33%	100%	Arlington Industries (pg 91)	92%	88%
Arlington Industries, Inc. (pg 5)	93%	Arlington Industries (pg 41)	94%	99%	Arlington Industries (pg 41)	94%	87%
Arlington Industries, Inc. (pg 21)	92%	Arlington Industries (pg 65)	89%	99%	Arlington Industries (pg 65)	89%	87%
Arlington Industries, Inc. (pg 28-29)	92%	Arlington Industries (cvr 3)	87%	99%	Arlington Industries (pg 28-29)	92%	85%
Arlington Industries, Inc. (pg 85)	92%	Allied Moulded Products	78%	99%	Arlington Industries (pg 79)	88%	85%
Arlington Industries, Inc. (pg 91)	92%	Arlington Industries (pg 28-29)	92%	98%	HUBBELL Commercial...	78%	85%
Arlington Industries, Inc. (pg 71)	90%	Arlington Industries (pg 85)	86%	98%	Arlington Industries (pg 85)	92%	84%
Arlington Industries, Inc. (pg 61)	90%	AEMC Instruments	68%	98%	Arlington Industries (pg 11)	89%	84%
Arlington Industries, Inc. (pg 65)	89%	Rocket Rack	66%	98%	Arlington Industries (cvr 3)	87%	83%

Definitions of Scores



mediaView™ Pro

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 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

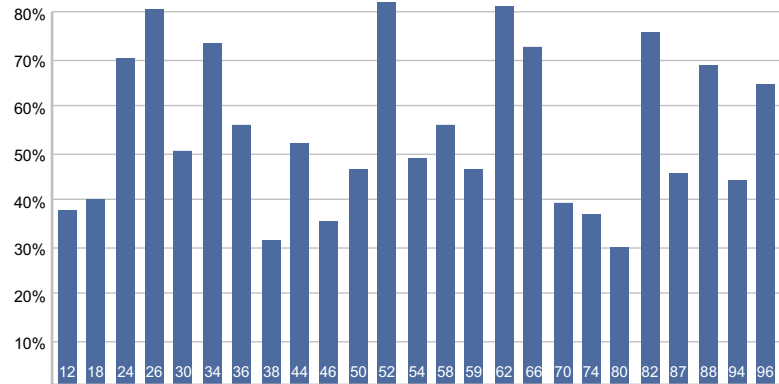
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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 12.

	Page Number	Recall Seeing	Read Some	Read Most
INDUSTRY WATCH: Potential for color tuning in senior...	12	38%	58%	41%
FOCUS: Supply in search of demand: Microgrids	18	40%	63%	40%
LIGHTING: Certifiably skilled	24	71%	72%	53%
CODE FAQs: Conductors, unfinished basements and more	26	81%	80%	75%
FOCUS: Balance of power: Women in contracting	30	51%	57%	45%
ESTIMATING: Laboring over change orders	34	74%	72%	57%
IDEAS THAT WORK: Dealing with grout, tape solution and...	36	56%	68%	68%
PROFILE: Power floats: DBE Electric and Amaya Electric	38	31%	52%	44%
CODE APPLICATIONS: Passing gas	44	52%	67%	54%
FOCUS: Phasing in intelligence	46	35%	69%	33%
SERVICE/MAINTENANCE: Do women make better...	50	47%	72%	50%
PRODUCTS: Tools and accessories	52	83%	77%	67%
FOCUS: Tunable white lighting	54	49%	63%	42%
ALTERNATIVE ENERGY: Back to reality	58	56%	71%	40%
TECHNOLOGY: The 24/7 power era	59	47%	57%	56%
NEW PRODUCTS	62	82%	79%	62%
CODE IN FOCUS: General installation requirements, part...	66	73%	81%	64%
FOCUS: Smarter and safer cities	70	39%	54%	38%
ON THE MARKET: The right sales pitch	74	37%	59%	41%
MEET THE INTEGRATOR: On the road to success	80	30%	50%	47%
COOL TOOLS: Fish sticks and fishing tools	82	76%	75%	65%
INTEGRATED SYSTEMS PRODUCTS	87	46%	59%	48%
COOL TOOLS: Saws	88	69%	74%	69%
YOUR BUSINESS: The right environment	94	44%	70%	39%
CODE COMMENTS: Chemicals, fuels and hazardous...	96	65%	72%	60%

Base = 202

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



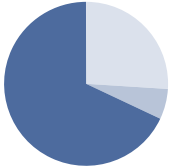
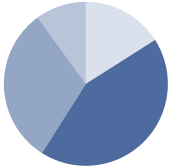
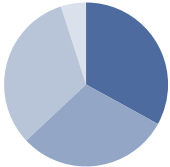
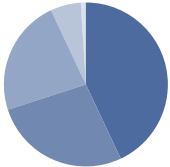
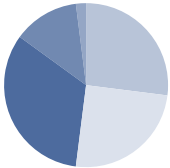
How, when, how long and how often respondents read *Electrical Contractor*

Digital devices used by respondents

Ninety-nine percent (99%) of *Electrical Contractor* respondents report having access to one or more of the digital devices listed below.

Cell phone	95%
Desktop computer	80%
Laptop computer	66%
Tablet	48%
E-reader	5%
None of the above	0%
No response	1%

Base = 202

<p>Format preference</p> <p>Print 68%</p> <p>Print and digital 26%</p> <p>Digital 6%</p> <p>No response 0%</p> 	<p>When read</p> <p>Same day the issue is received 16%</p> <p>Within three days 43%</p> <p>Within a week 31%</p> <p>One week or later 10%</p> <p>No response 0%</p> 
<p>Time spent reading</p> <p>45 minutes or more 33%</p> <p>30 - 44 minutes 30%</p> <p>15 - 29 minutes 32%</p> <p>Less than 15 minutes 5%</p> <p>No response 0%</p> 	<p>How often each issue is read</p> <p>4 or more times 43%</p> <p>3 times 27%</p> <p>2 times 23%</p> <p>1 time 6%</p> <p>No response 1%</p> 
<p>Respondents rate <i>Electrical Contractor</i></p> <p>Personal favorite 27%</p> <p>Very important 25%</p> <p>Important 33%</p> <p>Somewhat important 13%</p> <p>Not important 2%</p> <p>No response 0%</p> 	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.3 other professionals.</p> <p>1.3 Other People</p>

Base = 202

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
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	41	1.0-4C	94%	77%	51%	99%	87%
Arlington Industries, Inc.	49	1.0-4C	94%	71%	60%	97%	81%
Arlington Industries, Inc.	5	1.0-4C	93%	57%	57%	97%	73%
Arlington Industries, Inc.	28-29	2.0-4C	92%	67%	58%	98%	85%
Arlington Industries, Inc.	91	1.0-4C	92%	62%	58%	96%	88%
Arlington Industries, Inc.	71	1.0-4C	90%	69%	60%	97%	89%
Arlington Industries, Inc.	11	1.0-4C	89%	70%	58%	97%	84%
Underground Devices	51	.50-4C	89%	53%	34%	95%	58%
Arlington Industries, Inc.	79	1.0-4C	88%	60%	55%	97%	85%
Arlington Industries, Inc.	57	1.0-4C	87%	75%	57%	97%	76%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	62%	61%	99%	83%
Arlington Industries, Inc.	45	.50-4C	86%	66%	44%	98%	76%
Allied Moulded Products	81	1.0-4C	78%	71%	35%	99%	81%
HUBBELL Commercial Construction	3	1.0-4C	78%	68%	28%	97%	85%
Orbit Industries	63	.25-4C	61%	51%	45%	95%	69%
Hubbell TAYMAC	69	.125-B/W	58%	48%	29%	95%	58%
Calbrite	69	.125-2C	47%	53%	16%	94%	61%
Category averages:			83%	64%	47%	97%	78%
Contractor equipment							
HotBend	69	.125-4C	68%	49%	36%	93%	66%
Contractor services (incl. rental & mechanical)							
Candels Estimating	69	.125-4C	43%	37%	19%	91%	52%
Electrical distributor (incl. low volt.)							
Zoro Tools	37	1.0-4C	58%	53%	19%	90%	54%

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 = 101
(continued)

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

Readers comment on the magazine



Very interested in the new products and articles.

— Owner

I like to keep up on the latest technological advances in the industry.

— Electrician

I always learn something every month.

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Electronic equipment							
SecurityTronix	83	.50-4C	58%	48%	43%	97%	56%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	85	1.0-4C	92%	67%	58%	97%	84%
Arlington Industries, Inc.	65	1.0-4C	89%	72%	61%	99%	87%
Rocket Rack	33	1.0-4C	66%	64%	43%	98%	64%
Platinum Tools	87	.33-4C	51%	39%	35%	92%	53%
Category averages:			75%	61%	49%	97%	72%
Grounding/bonding							
Arlington Industries, Inc.	65	1.0-4C	89%	72%	61%	99%	87%
Hand tools							
Klein Tools	15	.50-4C	75%	65%	53%	97%	75%
HotBend	69	.125-4C	68%	49%	36%	93%	66%
Category averages:			72%	57%	45%	95%	71%
Lighting controls							
Lutron Electronics Co., Inc.	25	1.0-4C	70%	71%	56%	96%	72%
Lighting products/fixtures							
Light Efficient Design	73	1.0-4C	78%	56%	48%	97%	73%
Topaz	63	.25-4C	48%	50%	29%	97%	53%
Category averages:			63%	53%	39%	97%	63%
Meters/instru (test) power & low volt.							
Megger	1	1.0-4C	73%	47%	44%	97%	67%
AEMC Instruments	17	.50-4C	68%	43%	41%	98%	60%

Base = 101
(continued)

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



[I read Electrical Contractor to] keep up with codes, new products, trends.

— Owner

Provides updated industry information that I would not have the time to investigate, and also new industry changes and advancements. Very important!

— Pres.

[I read Electrical Contractor] to stay abreast of news/changes in the industry.

— Supt.

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Meters/instru (test) power & low volt. <i>continued</i>							
Megger	69	.125-4C	62%	48%	40%	95%	51%
AEMC Instruments	69	.125-4C	54%	43%	35%	94%	59%
Platinum Tools	87	.33-4C	51%	39%	35%	92%	53%
Category averages:			62%	44%	39%	95%	58%
Power tools							
Greenlee Textron	7	1.0-4C	56%	63%	40%	96%	65%
Security products & systems							
SecurityTronix	83	.50-4C	58%	48%	43%	97%	56%
Red Hawk Fire & Security	77	.50-4C	33%	30%	30%	100%	54%
Category averages:			46%	39%	37%	99%	55%
Transformers							
Hammond Power Solutions	63	.25-4C	46%	43%	25%	97%	52%
Vehicle equipment							
Adrian Steel	13	.33-4C	67%	40%	22%	92%	47%
Vehicles							
Mercedes-Benz Vans	9	1.0-4C	69%	43%	37%	90%	38%
Wire & cable							
Encore Wire Corp.	23	1.0-4C	80%	48%	37%	95%	68%
Southwire	Cvr 4	1.0-4C	55%	62%	38%	88%	73%
Category averages:			68%	55%	38%	92%	71%

Base = 101
(continued)

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



Helps us keep up with progression of our industry, awareness of new ideas, products, methods, etc.

— Owner

[I read Electrical Contractor] to keep up with new products, trends, codes and business climate.

— Partner

Helps me keep up with new practices and equipment.

— Project Manager

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable connectors/terminators							
Arlington Industries, Inc.	41	1.0-4C	94%	77%	51%	99%	87%
Arlington Industries, Inc.	21	1.0-4C	92%	72%	58%	97%	82%
Arlington Industries, Inc.	61	1.0-4C	90%	64%	57%	97%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	56%	47%	100%	78%
Greenlee Textron	7	1.0-4C	56%	63%	40%	96%	65%
Category averages:			79%	66%	51%	98%	78%
Wire & cable management							
Calbrite	69	.125-2C	47%	53%	16%	94%	61%
Wiring devices							
Arlington Industries, Inc.	61	1.0-4C	90%	64%	57%	97%	76%

Base = 101

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
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	41	1.0-4C	94%	99%	88%	94%	82%	91%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	99%	85%	96%	70%	89%
Allied Moulded Products	81	1.0-4C	78%	99%	63%	87%	76%	75%
Arlington Industries, Inc.	28-29	2.0-4C	92%	98%	85%	94%	74%	88%
Arlington Industries, Inc.	45	.50-4C	86%	98%	77%	92%	73%	77%
Arlington Industries, Inc.	49	1.0-4C	94%	97%	84%	91%	74%	84%
Arlington Industries, Inc.	5	1.0-4C	93%	97%	77%	92%	71%	80%
Arlington Industries, Inc.	71	1.0-4C	90%	97%	83%	92%	79%	86%
Arlington Industries, Inc.	11	1.0-4C	89%	97%	80%	90%	78%	84%
Arlington Industries, Inc.	79	1.0-4C	88%	97%	80%	93%	72%	86%
Arlington Industries, Inc.	57	1.0-4C	87%	97%	81%	90%	75%	81%
HUBBELL Commercial Construction	3	1.0-4C	78%	97%	64%	90%	75%	69%
Arlington Industries, Inc.	91	1.0-4C	92%	96%	83%	90%	73%	89%
Underground Devices	51	.50-4C	89%	95%	39%	87%	60%	45%
Orbit Industries	63	.25-4C	61%	95%	49%	90%	64%	62%
Hubbell TAYMAC	69	.125-B/W	58%	95%	48%	68%	48%	63%
Calbrite	69	.125-2C	47%	94%	45%	79%	55%	39%
Category averages:			83%	97%	71%	89%	71%	76%
Contractor equipment								
HotBend	69	.125-4C	68%	93%	50%	78%	59%	55%
Contractor services (incl. rental & mechanical)								
Candels Estimating	69	.125-4C	43%	91%	27%	61%	39%	33%
Electrical distributor (incl. low volt.)								
Zoro Tools	37	1.0-4C	58%	90%	37%	68%	49%	37%

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 = 101
(continued)

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

Keeps me familiar with new products.

— Owner

Provides up-to-date information on the electrical industry and its heartbeat. The code section keeps me thinking about my installations and their compliance.

— VP Operations

Keeps me up on new products.

— Operation Manager

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Electronic equipment								
SecurityTronix	83	.50-4C	58%	97%	31%	64%	49%	31%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	65	1.0-4C	89%	99%	85%	96%	83%	87%
Rocket Rack	33	1.0-4C	66%	98%	40%	84%	65%	40%
Arlington Industries, Inc.	85	1.0-4C	92%	97%	80%	91%	75%	88%
Platinum Tools	87	.33-4C	51%	92%	45%	63%	45%	42%
Category averages:			75%	97%	63%	84%	67%	64%
Grounding/bonding								
Arlington Industries, Inc.	65	1.0-4C	89%	99%	85%	96%	83%	87%
Hand tools								
Klein Tools	15	.50-4C	75%	97%	88%	84%	59%	94%
HotBend	69	.125-4C	68%	93%	50%	78%	59%	55%
Category averages:			72%	95%	69%	81%	59%	75%
Lighting controls								
Lutron Electronics Co., Inc.	25	1.0-4C	70%	96%	68%	86%	70%	58%
Lighting products/fixtures								
Light Efficient Design	73	1.0-4C	78%	97%	43%	87%	72%	48%
Topaz	63	.25-4C	48%	97%	37%	60%	50%	40%
Category averages:			63%	97%	40%	74%	61%	44%
Meters/instru (test) power & low volt.								
AEMC Instruments	17	.50-4C	68%	98%	42%	77%	58%	46%
Megger	1	1.0-4C	73%	97%	62%	83%	65%	65%

Base = 101
(continued)

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

I am always looking for new ideas, new tools to make my job easier, and always looking to better understand the electrical code.

— Owner

I enjoy the new products and code sections.

— President

Keeps me up-to-date with tools and materials for the field.

— Electrician

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Meters/instru (test) power & low volt. <i>continued</i>								
Megger	69	.125-4C	62%	95%	54%	73%	54%	51%
AEMC Instruments	69	.125-4C	54%	94%	38%	65%	47%	47%
Platinum Tools	87	.33-4C	51%	92%	45%	63%	45%	42%
Category averages:			62%	95%	48%	72%	54%	50%
Power tools								
Greenlee Textron	7	1.0-4C	56%	96%	70%	83%	67%	61%
Security products & systems								
Red Hawk Fire & Security	77	.50-4C	33%	100%	42%	65%	50%	38%
SecurityTronix	83	.50-4C	58%	97%	31%	64%	49%	31%
Category averages:			46%	99%	37%	65%	50%	35%
Transformers								
Hammond Power Solutions	63	.25-4C	46%	97%	45%	70%	55%	48%
Vehicle equipment								
Adrian Steel	13	.33-4C	67%	92%	39%	69%	43%	43%
Vehicles								
Mercedes-Benz Vans	9	1.0-4C	69%	90%	62%	71%	54%	58%
Wire & cable								
Encore Wire Corp.	23	1.0-4C	80%	95%	51%	81%	67%	53%
Southwire	Cvr 4	1.0-4C	55%	88%	69%	67%	60%	77%
Category averages:			68%	92%	60%	74%	64%	65%

Base = 101
(continued)

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

I read E.C. magazine for new ideas and trends. I also read it for information about where our industry is going such as LED lighting. I find it very informative. Like the "Ideas that Work" column every month and the articles from code to installation. All of this makes for good reading.

— Owner

Keeps me up-to-date on trends and new products.

— Supervisor Electrical Group

Helps me keep up with the market.

— Owner

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable connectors/terminators								
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	100%	61%	90%	69%	63%
Arlington Industries, Inc.	41	1.0-4C	94%	99%	88%	94%	82%	91%
Arlington Industries, Inc.	21	1.0-4C	92%	97%	83%	94%	79%	90%
Arlington Industries, Inc.	61	1.0-4C	90%	97%	76%	89%	73%	81%
Greenlee Textron	7	1.0-4C	56%	96%	70%	83%	67%	61%
Category averages:			79%	98%	76%	90%	74%	77%
Wire & cable management								
Calbrite	69	.125-2C	47%	94%	45%	79%	55%	39%
Wiring devices								
Arlington Industries, Inc.	61	1.0-4C	90%	97%	76%	89%	73%	81%

Base = 101



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
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	71	1.0-4C	90%	89%	13%	11%	14%	4%	18%	37%	5%	32%
Arlington Industries, Inc.	91	1.0-4C	92%	88%	8%	9%	14%	3%	21%	29%	11%	43%
Arlington Industries, Inc.	41	1.0-4C	94%	87%	8%	9%	12%	0%	23%	31%	5%	45%
Arlington Industries, Inc.	28-29	2.0-4C	92%	85%	6%	14%	11%	2%	23%	27%	15%	35%
Arlington Industries, Inc.	79	1.0-4C	88%	85%	13%	14%	8%	1%	18%	34%	10%	25%
HUBBELL Commercial Construction	3	1.0-4C	78%	85%	12%	18%	13%	1%	16%	45%	1%	18%
Arlington Industries, Inc.	11	1.0-4C	89%	84%	9%	10%	10%	1%	19%	29%	4%	34%
Arlington Industries, Inc.	Cvr 3	1.0-4C	87%	83%	13%	13%	8%	0%	17%	38%	14%	28%
Arlington Industries, Inc.	49	1.0-4C	94%	81%	6%	8%	14%	0%	21%	36%	6%	30%
Allied Moulded Products	81	1.0-4C	78%	81%	10%	10%	16%	4%	18%	43%	4%	13%
Arlington Industries, Inc.	57	1.0-4C	87%	76%	3%	11%	11%	1%	21%	36%	3%	22%
Arlington Industries, Inc.	45	.50-4C	86%	76%	5%	10%	8%	2%	21%	26%	10%	34%
Arlington Industries, Inc.	5	1.0-4C	93%	73%	9%	8%	8%	1%	15%	27%	11%	35%
Orbit Industries	63	.25-4C	61%	69%	13%	10%	8%	0%	8%	31%	3%	13%
Calbrite	69	.125-2C	47%	61%	12%	15%	12%	0%	9%	27%	0%	6%
Underground Devices	51	.50-4C	89%	58%	11%	10%	8%	2%	8%	21%	2%	15%
Hubbell TAYMAC	69	.125-B/W	58%	58%	8%	10%	10%	3%	13%	30%	8%	15%
Category averages:			83%	78%	9%	11%	11%	1%	17%	32%	7%	26%

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 = 101
(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
Contractor equipment												
HotBend	69	.125-4C	68%	66%	9%	16%	19%	0%	3%	29%	0%	7%
Contractor services (incl. rental & mechanical)												
Candels Estimating	69	.125-4C	43%	52%	9%	12%	18%	0%	12%	12%	0%	3%
Electrical distributor (incl. low volt.)												
Zoro Tools	37	1.0-4C	58%	54%	12%	2%	7%	0%	10%	20%	2%	7%
Electronic equipment												
SecurityTronix	83	.50-4C	58%	56%	10%	13%	8%	3%	8%	21%	8%	0%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	65	1.0-4C	89%	87%	7%	8%	13%	3%	21%	28%	10%	52%
Arlington Industries, Inc.	85	1.0-4C	92%	84%	7%	11%	12%	3%	13%	33%	9%	42%
Rocket Rack	33	1.0-4C	66%	64%	7%	9%	11%	2%	9%	35%	2%	7%
Platinum Tools	87	.33-4C	51%	53%	21%	13%	16%	0%	8%	13%	5%	5%
Category averages:			75%	72%	11%	10%	13%	2%	13%	27%	7%	27%
Grounding/bonding												
Arlington Industries, Inc.	65	1.0-4C	89%	87%	7%	8%	13%	3%	21%	28%	10%	52%
Hand tools												
Klein Tools	15	.50-4C	75%	75%	5%	6%	13%	2%	14%	27%	3%	39%
HotBend	69	.125-4C	68%	66%	9%	16%	19%	0%	3%	29%	0%	7%
Category averages:			72%	71%	7%	11%	16%	1%	9%	28%	2%	23%
Lighting controls												
Lutron Electronics Co., Inc.	25	1.0-4C	70%	72%	7%	9%	23%	2%	16%	39%	5%	18%

Base = 101
(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
Lighting products/fixtures												
Light Efficient Design	73	1.0-4C	78%	73%	15%	10%	13%	2%	10%	37%	5%	8%
Topaz	63	.25-4C	48%	53%	10%	13%	3%	0%	10%	23%	3%	3%
Category averages:			63%	63%	13%	12%	8%	1%	10%	30%	4%	6%
Meters/instru (test) power & low volt.												
Megger	1	1.0-4C	73%	67%	8%	13%	13%	0%	11%	25%	5%	10%
AEMC Instruments	17	.50-4C	68%	60%	10%	10%	8%	0%	2%	27%	2%	6%
AEMC Instruments	69	.125-4C	54%	59%	9%	18%	9%	3%	12%	15%	12%	9%
Platinum Tools	87	.33-4C	51%	53%	21%	13%	16%	0%	8%	13%	5%	5%
Megger	69	.125-4C	62%	51%	10%	10%	7%	5%	10%	22%	2%	5%
Category averages:			62%	58%	12%	13%	11%	2%	9%	20%	5%	7%
Power tools												
Greenlee Textron	7	1.0-4C	56%	65%	13%	11%	26%	2%	15%	20%	2%	7%
Security products & systems												
SecurityTronix	83	.50-4C	58%	56%	10%	13%	8%	3%	8%	21%	8%	0%
Red Hawk Fire & Security	77	.50-4C	33%	54%	0%	23%	12%	0%	12%	19%	4%	8%
Category averages:			46%	55%	5%	18%	10%	2%	10%	20%	6%	4%
Transformers												
Hammond Power Solutions	63	.25-4C	46%	52%	12%	15%	12%	3%	6%	15%	0%	9%
Vehicle equipment												
Adrian Steel	13	.33-4C	67%	47%	12%	8%	10%	0%	4%	12%	4%	6%

Base = 101
(continued)



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

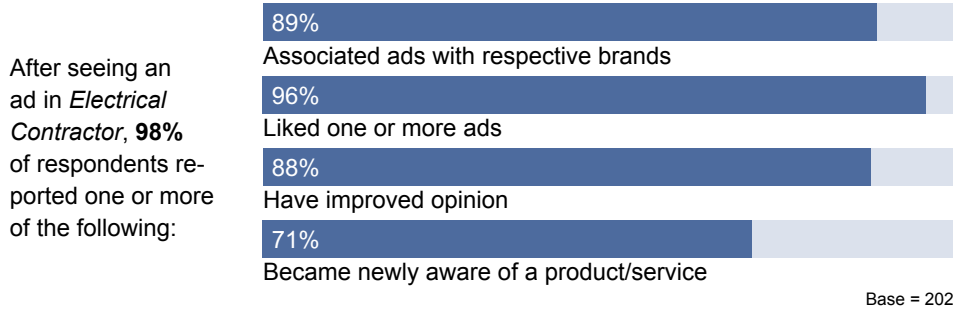
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/Service	Consider Purchase	Recommend or Specify	Purchase
Vehicles												
Mercedes-Benz Vans	9	1.0-4C	69%	38%	4%	8%	2%	2%	8%	21%	2%	6%
Wire & cable												
Southwire	Cvr 4	1.0-4C	55%	73%	8%	13%	8%	2%	17%	27%	2%	19%
Encore Wire Corp.	23	1.0-4C	80%	68%	9%	5%	9%	2%	14%	33%	9%	19%
Category averages:			68%	71%	9%	9%	9%	2%	16%	30%	6%	19%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	41	1.0-4C	94%	87%	8%	9%	12%	0%	23%	31%	5%	45%
Arlington Industries, Inc.	21	1.0-4C	92%	82%	6%	12%	12%	0%	17%	35%	3%	37%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	64%	78%	12%	12%	10%	2%	20%	31%	6%	20%
Arlington Industries, Inc.	61	1.0-4C	90%	76%	8%	13%	6%	2%	24%	22%	10%	30%
Greenlee Textron	7	1.0-4C	56%	65%	13%	11%	26%	2%	15%	20%	2%	7%
Category averages:			79%	78%	9%	11%	13%	1%	20%	28%	5%	28%
Wire & cable management												
Calbrite	69	.125-2C	47%	61%	12%	15%	12%	0%	9%	27%	0%	6%
Wiring devices												
Arlington Industries, Inc.	61	1.0-4C	90%	76%	8%	13%	6%	2%	24%	22%	10%	30%

Base = 101

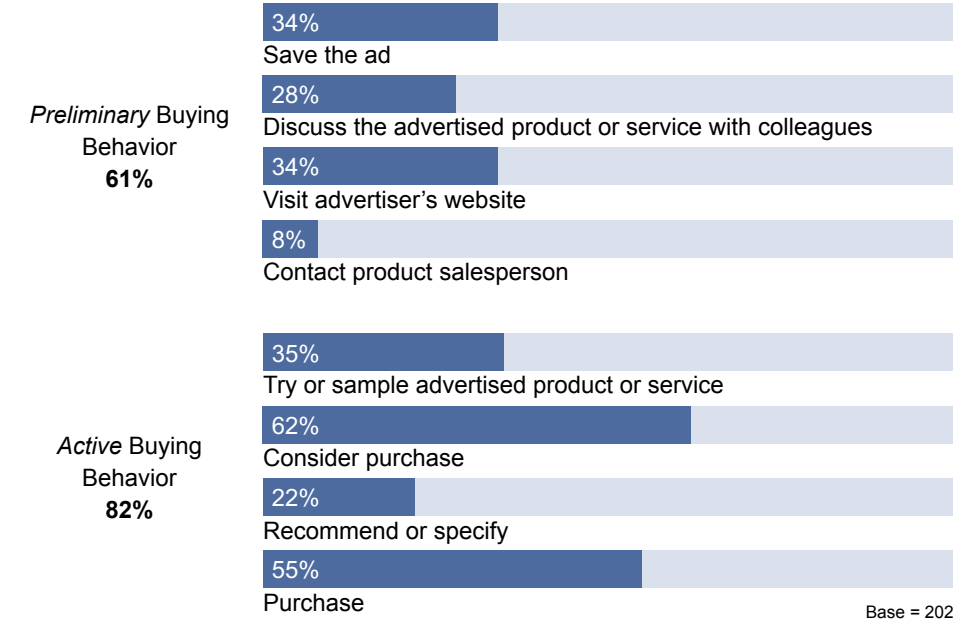


Demographics: Influence and Action Totals

Total ad influence for all studied ads



Total Buying Behavior 92% Ninety-two percent (92%) 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:



Ad scores by size

Ad Size	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	92%	67%	58%
One page	25	80%	63%	49%
One-half page	6	68%	51%	41%
One-third page	2	59%	40%	29%
One-fourth page	3	52%	48%	33%
One-eighth page	6	55%	46%	29%
Issue averages:	43	72%	57%	43%

Base = 101

Primary business

Electrical contracting/low-voltage contracting	87%
Engineering/architecture/consulting	2%
Other	9%
No response	2%

Base = 202

Building types

Commercial	87%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	80%
Includes single family and multi-family	
Industrial	60%
Includes manufacturing plants, power generation and utility	
Institutional	49%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	23%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	21%
Includes solar, wind, geothermal, etc.	
No response	0%

Base = 202

Demographics *continued*



Readership comparison

Eighty-nine percent (89%) 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
Electrical Contractor	89%	74%	15%	9%	2%	0%	0%	0%
<i>EC&M</i>	50%	41%	9%	11%	2%	2%	21%	14%
<i>Cabling Installation & Maintenance</i>	4%	2%	2%	0%	2%	5%	46%	43%
<i>Security Dealer</i>	3%	3%	0%	1%	2%	3%	48%	43%
<i>Security Magazine</i>	3%	3%	0%	1%	2%	5%	46%	43%
<i>Communications News</i>	2%	1%	1%	0%	2%	3%	48%	45%

Base = 202

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

Electrical contracting/low-voltage contracting	87%
Specified/bought products or services seen in ads or articles	66%
Visited an advertiser's website for more information	63%
Recommended the purchase of products or services seen in ads or articles	53%
Discussed an advertisement with someone else in the company	35%
Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue	27%
Saved an advertisement on file for future reference.	24%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	23%
Considered doing business with a company seen in ads or articles	22%
Used the <i>Electrical Contractor</i> website to request further information	9%
Other.	1%
No actions taken.	8%
No response	0%

Base = 202

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	70%
Electrician (field), journeyman, technician, installer, serviceperson	15%
Management: project manager, superintendent, supervisor, foreman	7%
Estimator	2%
Inspector.	1%
Staff engineer, designer, electrical engr.	1%
Other	4%
No response.	0%

Base = 202

Building systems installed

Lighting.	91%
Maintenance, service, repair	88%
Premises wiring	77%
Power quality systems (includes standby, co-gen, etc.)	61%
Fire/life safety systems.	52%
Security (includes CCTV, access/motion/intrusion systems)	52%
Total building automation systems (includes HVAC, lighting).	35%
Communications systems (VDV)	32%
Alternative-energy systems	30%
Fiber optics.	26%
No response.	0%

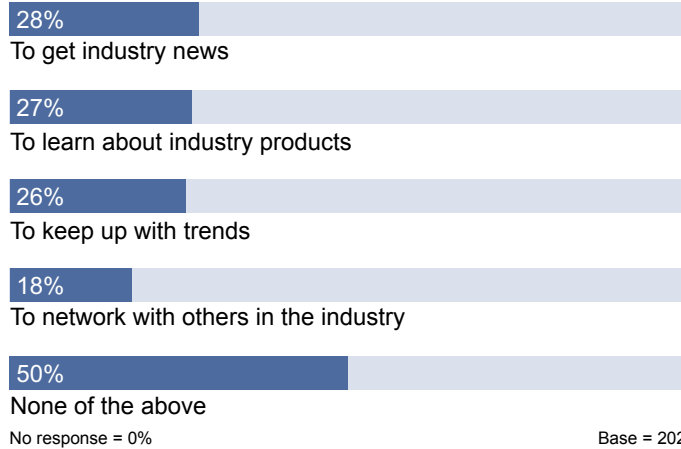
Base = 202

Demographics: Social Media



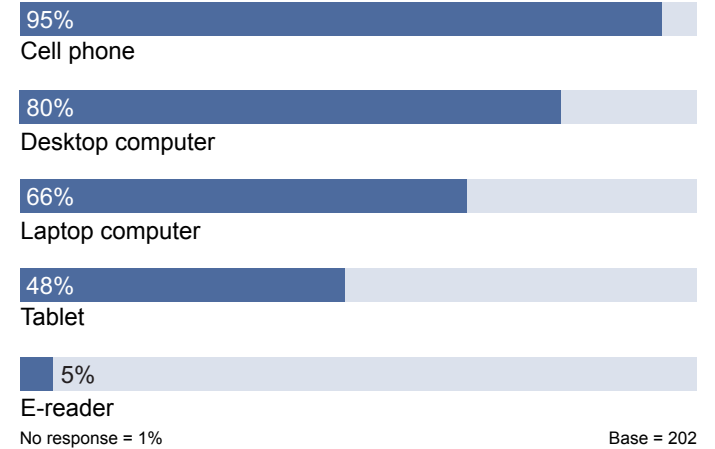
Professional use of social media

Fifty percent (50%) of Electrical Contractor respondents report one or more of these reasons for using social media.



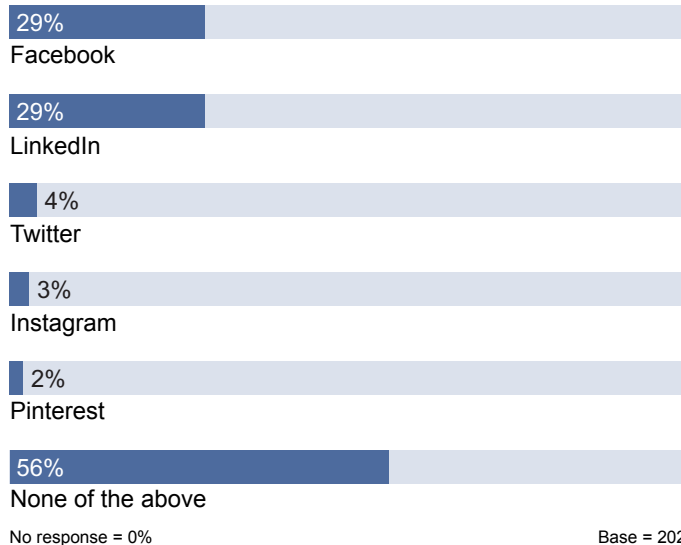
Digital devices owned or used by respondents

Ninety-nine percent (99%) of Electrical Contractor respondents report having access to one or more of these digital devices.



Social media platforms used for work

Forty-four percent (44%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



2017

Ad Study Schedule

Reserve your space now!

February <i>closing</i> January 10	May <i>closing</i> April 10	August <i>closing</i> July 10	November <i>closing</i> October 10
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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.¹
- Only primary business objectives such as increasing profit or market share are true final measures of business success.²
- 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.³
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.⁴

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.

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