

mediaView™ Pro

Complete Ad Campaign Analytics

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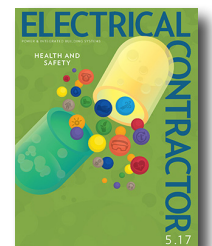
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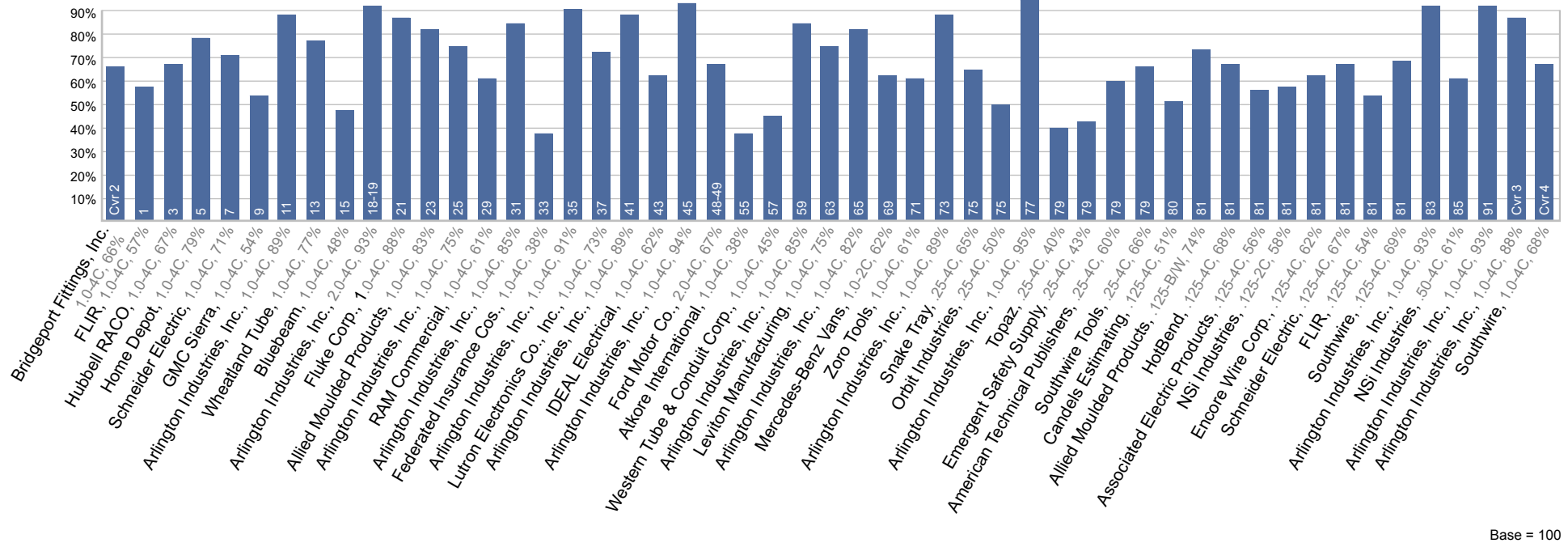
Complete Ad
Campaign Analytics



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.

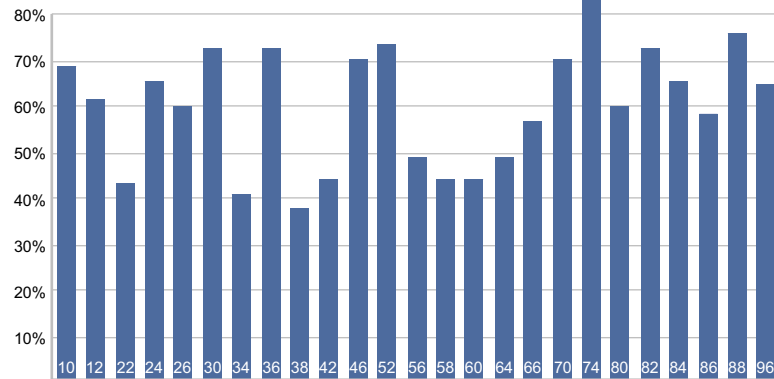
Total Buying Actions - Audience Involvement

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



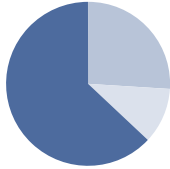
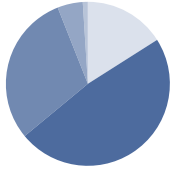
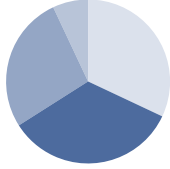
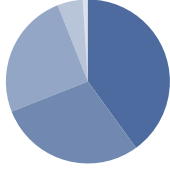
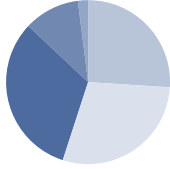
How, when, how long and how often respondents read *Electrical Contractor*

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>Format preference</p> <p>Print 63%</p> <p>Print and digital 26%</p> <p>Digital 11%</p> <p>No response 0%</p>  | <p>When read</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>Time spent reading</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>How often each issue is read</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>Respondents rate <i>Electrical Contractor</i></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>Pass-along readership</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>1.6 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 |
|---|-------|--------------|------------------------------------|--------------|--------------|-------------------------------------|--|
| Boxes, conduit bodies & enclosures | | | | | | | |
| 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% |
| Circuit protection | | | | | | | |
| Leviton Manufacturing | 63 | 1.0-4C | 75% | 71% | 43% | 94% | 68% |
| Computer software | | | | | | | |
| Bluebeam | 15 | 1.0-4C | 48% | 56% | 41% | 95% | 55% |
| Contractor equipment | | | | | | | |
| 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 |
|--|------|--------------|------------------------------------|--------------|--------------|-------------------------------------|--|
| Contractor services (incl. rental & mechanical) | | | | | | | |
| Candels Estimating | 80 | .125-4C | 51% | 55% | 36% | 91% | 26% |
| Data comm equipment | | | | | | | |
| IDEAL Electrical | 43 | 1.0-4C | 62% | 61% | 47% | 91% | 39% |
| Electrical distributor (incl. low volt.) | | | | | | | |
| Zoro Tools | 71 | 1.0-4C | 61% | 57% | 46% | 94% | 46% |
| Fasteners, hangers, clamps, supports | | | | | | | |
| 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% |
| Grounding/bonding | | | | | | | |
| Arlington Industries, Inc. | 65 | 1.0-4C | 82% | 70% | 51% | 97% | 74% |
| Hand tools | | | | | | | |
| 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% |
| Insurance | | | | | | | |
| 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 |
|---|-------|--------------|------------------------------------|--------------|--------------|-------------------------------------|--|
| Lighting controls | | | | | | | |
| Lutron Electronics Co., Inc. | 37 | 1.0-4C | 73% | 71% | 56% | 100% | 72% |
| Lighting products/fixtures | | | | | | | |
| Topaz | 79 | .25-4C | 40% | 33% | 31% | 93% | 48% |
| Meters/instru (test) power & low volt. | | | | | | | |
| 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% |
| Raceway/cable tray/conduit | | | | | | | |
| 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% |
| Safety equipment/apparel | | | | | | | |
| Emergent Safety Supply | 79 | .25-4C | 43% | 53% | 35% | 90% | 44% |
| Training/safety organization | | | | | | | |
| American Technical Publishers | 79 | .25-4C | 60% | 53% | 38% | 98% | 52% |
| Vehicles | | | | | | | |
| 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 |
|--|-------|--------------|------------------------------------|--------------|--------------|-------------------------------------|--|
| Vehicles <i>continued</i> | | | | | | | |
| GMC Sierra | 9 | 1.0-4C | 54% | 35% | 26% | 98% | 40% |
| Category averages: | | | 61% | 38% | 30% | 94% | 42% |
| Wire & cable | | | | | | | |
| 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% |
| Wire & cable connectors/terminators | | | | | | | |
| 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% |
| Wire & cable management | | | | | | | |
| 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% |
| Wiring devices | | | | | | | |
| 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 |
|---|-------|-----------------|------------------------------|-------------------------------------|--------------------------------|----------------|------------------------------|----------------|
| Boxes, conduit bodies & enclosures | | | | | | | | |
| 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% |
| Circuit protection | | | | | | | | |
| Leviton Manufacturing | 63 | 1.0-4C | 75% | 94% | 80% | 86% | 71% | 85% |
| Computer software | | | | | | | | |
| Bluebeam | 15 | 1.0-4C | 48% | 95% | 43% | 67% | 50% | 36% |
| Contractor equipment | | | | | | | | |
| 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 |
|--|------|--------------|------------------------|-------------------------------|--------------------------|-------------|------------------------|-------------|
| Contractor services (incl. rental & mechanical) | | | | | | | | |
| Candels Estimating | 80 | .125-4C | 51% | 91% | 28% | 61% | 39% | 35% |
| Data comm equipment | | | | | | | | |
| IDEAL Electrical | 43 | 1.0-4C | 62% | 91% | 54% | 75% | 55% | 61% |
| Electrical distributor (incl. low volt.) | | | | | | | | |
| Zoro Tools | 71 | 1.0-4C | 61% | 94% | 44% | 69% | 54% | 52% |
| Fasteners, hangers, clamps, supports | | | | | | | | |
| 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% |
| Grounding/bonding | | | | | | | | |
| Arlington Industries, Inc. | 65 | 1.0-4C | 82% | 97% | 83% | 92% | 74% | 89% |
| Hand tools | | | | | | | | |
| 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% |
| Insurance | | | | | | | | |
| 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 |
|---|-------|--------------|------------------------|-------------------------------|--------------------------|-------------|------------------------|-------------|
| Lighting controls | | | | | | | | |
| Lutron Electronics Co., Inc. | 37 | 1.0-4C | 73% | 100% | 63% | 85% | 72% | 62% |
| Lighting products/fixtures | | | | | | | | |
| Topaz | 79 | .25-4C | 40% | 93% | 45% | 72% | 59% | 34% |
| Meters/instru (test) power & low volt. | | | | | | | | |
| 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% |
| Raceway/cable tray/conduit | | | | | | | | |
| 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% |
| Safety equipment/apparel | | | | | | | | |
| Emergent Safety Supply | 79 | .25-4C | 43% | 90% | 41% | 62% | 49% | 41% |
| Training/safety organization | | | | | | | | |
| American Technical Publishers | 79 | .25-4C | 60% | 98% | 50% | 68% | 60% | 54% |
| Vehicles | | | | | | | | |
| 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 |
|--|-------|--------------|------------------------|-------------------------------|--------------------------|-------------|------------------------|-------------|
| Vehicles <i>continued</i> | | | | | | | | |
| Mercedes-Benz Vans | 69 | 1.0-2C | 62% | 91% | 68% | 72% | 51% | 64% |
| Category averages: | | | 61% | 94% | 70% | 74% | 54% | 73% |
| Wire & cable | | | | | | | | |
| 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% |
| Wire & cable connectors/terminators | | | | | | | | |
| 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% |
| Wire & cable management | | | | | | | | |
| 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% |
| Wiring devices | | | | | | | | |
| 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 |
|---|-------|--------------|------------------------|--|-------------|--------------------------------|--------------------|---------------------|---------------------|-------------------|----------------------|----------|
| Boxes, conduit bodies & enclosures | | | | | | | | | | | | |
| 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 |
|--|------|--------------|------------------------|--|-------------|--------------------------------|--------------------|---------------------|----------------------|-------------------|----------------------|----------|
| Circuit protection | | | | | | | | | | | | |
| Leviton Manufacturing | 63 | 1.0-4C | 75% | 68% | 11% | 9% | 6% | 2% | 15% | 27% | 9% | 26% |
| Computer software | | | | | | | | | | | | |
| Bluebeam | 15 | 1.0-4C | 48% | 55% | 2% | 17% | 17% | 5% | 14% | 19% | 7% | 19% |
| Contractor equipment | | | | | | | | | | | | |
| 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% |
| Contractor services (incl. rental & mechanical) | | | | | | | | | | | | |
| Candels Estimating | 80 | .125-4C | 51% | 26% | 7% | 2% | 9% | 0% | 2% | 4% | 2% | 2% |
| Data comm equipment | | | | | | | | | | | | |
| IDEAL Electrical | 43 | 1.0-4C | 62% | 39% | 7% | 9% | 7% | 0% | 9% | 20% | 2% | 5% |
| Electrical distributor (incl. low volt.) | | | | | | | | | | | | |
| Zoro Tools | 71 | 1.0-4C | 61% | 46% | 6% | 6% | 13% | 2% | 9% | 19% | 0% | 9% |
| Fasteners, hangers, clamps, supports | | | | | | | | | | | | |
| 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 |
|---|------|--------------|------------------------|--|-------------|--------------------------------|--------------------|---------------------|----------------------|-------------------|----------------------|----------|
| Grounding/bonding | | | | | | | | | | | | |
| Arlington Industries, Inc. | 65 | 1.0-4C | 82% | 74% | 8% | 7% | 8% | 3% | 13% | 24% | 10% | 33% |
| Hand tools | | | | | | | | | | | | |
| 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% |
| Insurance | | | | | | | | | | | | |
| Federated Insurance Cos. | 33 | 1.0-4C | 38% | 38% | 9% | 6% | 9% | 3% | 0% | 6% | 0% | 9% |
| Lighting controls | | | | | | | | | | | | |
| Lutron Electronics Co., Inc. | 37 | 1.0-4C | 73% | 72% | 15% | 18% | 28% | 3% | 10% | 32% | 7% | 17% |
| Lighting products/fixtures | | | | | | | | | | | | |
| Topaz | 79 | .25-4C | 40% | 48% | 3% | 10% | 7% | 3% | 14% | 21% | 0% | 7% |
| Meters/instru (test) power & low volt. | | | | | | | | | | | | |
| 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% |
| Raceway/cable tray/conduit | | | | | | | | | | | | |
| 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 |
|--|-------|--------------|------------------------|--|-------------|--------------------------------|--------------------|---------------------|----------------------|-------------------|----------------------|----------|
| Raceway/cable tray/conduit <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% |
| Safety equipment/apparel | | | | | | | | | | | | |
| Emergent Safety Supply | 79 | .25-4C | 43% | 44% | 10% | 10% | 8% | 0% | 5% | 18% | 0% | 5% |
| Training/safety organization | | | | | | | | | | | | |
| American Technical Publishers | 79 | .25-4C | 60% | 52% | 6% | 6% | 10% | 4% | 6% | 20% | 2% | 4% |
| Vehicles | | | | | | | | | | | | |
| 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% |
| Wire & cable | | | | | | | | | | | | |
| 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% |
| Wire & cable connectors/terminators | | | | | | | | | | | | |
| 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*

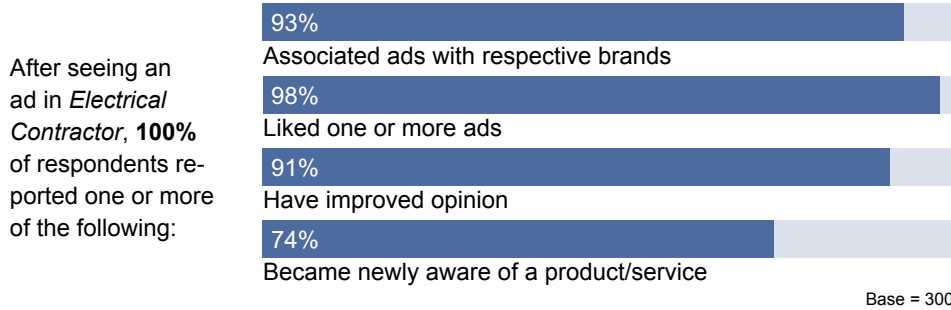
| | Page | Size & Color | Exposure Recall Seeing | Involvement One or More Buying Actions | Save the Ad | Discuss the Advertised Product | Visit Ad's Website | Contact Salesperson | Try Product/ Service | Consider Purchase | Recommend or Specify | Purchase |
|---|-------|--------------|------------------------|--|-------------|--------------------------------|--------------------|---------------------|----------------------|-------------------|----------------------|----------|
| Wire & cable connectors/terminators <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% |
| Wire & cable management | | | | | | | | | | | | |
| 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% |
| Wiring devices | | | | | | | | | | | | |
| Arlington Industries, Inc. | 59 | 1.0-4C | 85% | 73% | 3% | 15% | 7% | 0% | 8% | 37% | 4% | 20% |

Base = 100

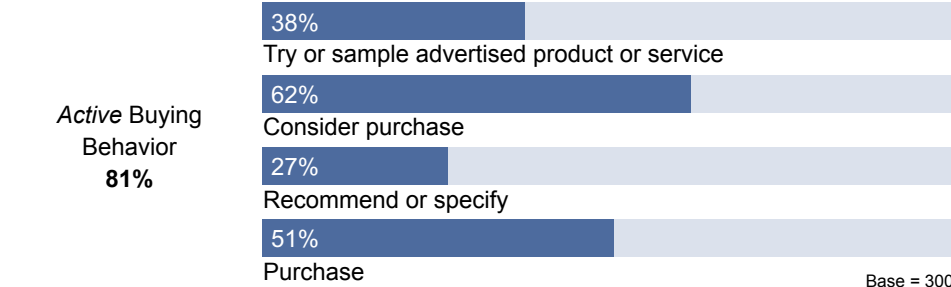
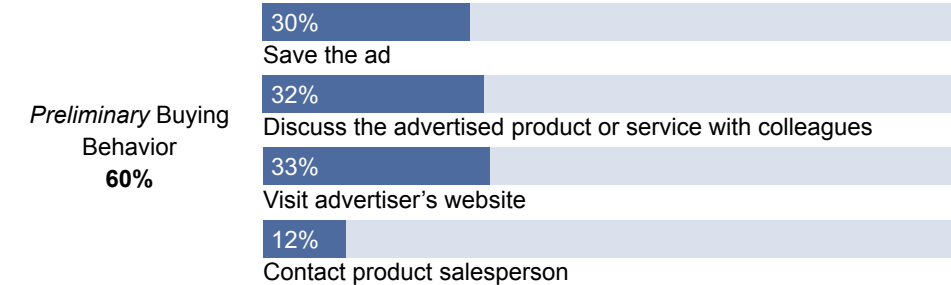


Demographics: Influence and Action Totals

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:



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% |
| Issue averages: | 51 | 69% | 57% | 40% |

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

| | |
|--|-----|
| Commercial | 84% |
| Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings | |
| Residential | 75% |
| Includes single family and multi-family | |
| Industrial | 57% |
| Includes manufacturing plants, power generation and utility | |
| Institutional | 50% |
| Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other) | |
| Emerging/alternative energy sources | 25% |
| Includes solar, wind, geothermal, etc. | |
| Non-building | 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 |
|---|---------------------|----------------|----------------|----------------|----------------|-------------------------|-------------------|----------------|
| Electrical Contractor | 88% | 74% | 14% | 8% | 4% | 0% | 0% | 0% |
| <i>EC&M</i> | 50% | 37% | 13% | 9% | 3% | 2% | 19% | 17% |
| <i>Cabling Installation & 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

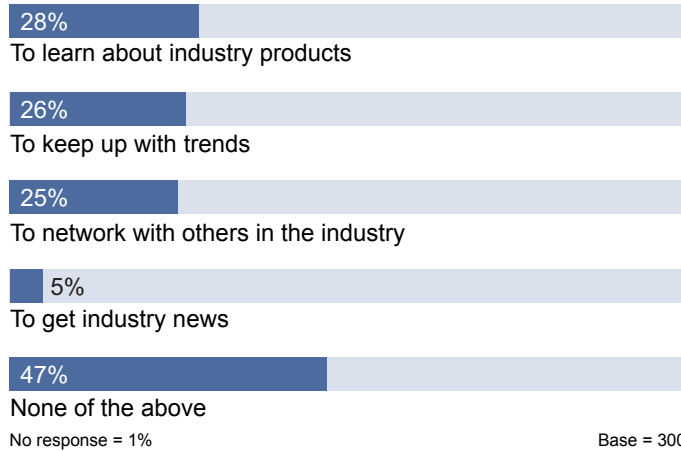
| | |
|---|-----|
| Lighting | 87% |
| Maintenance, service, repair | 77% |
| Premises wiring | 76% |
| Power quality systems (includes standby, co-gen, etc.) | 55% |
| Security (includes CCTV, access/motion/intrusion systems) | 53% |
| Fire/life safety systems | 52% |
| Communications systems (VDV) | 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

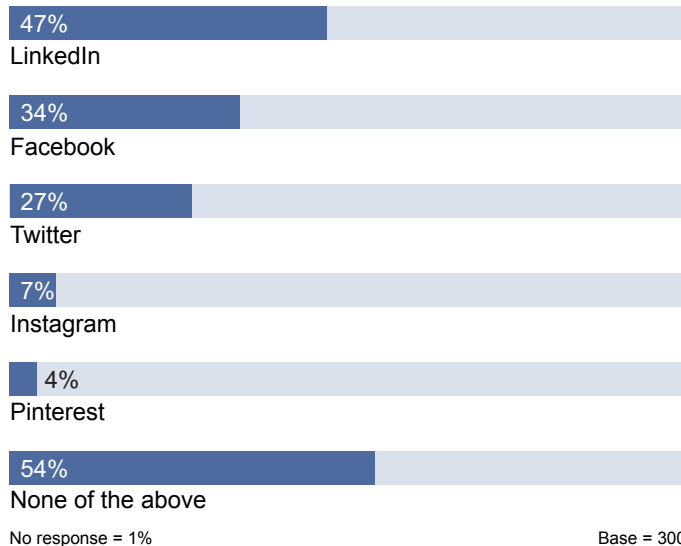
Professional use of social media

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



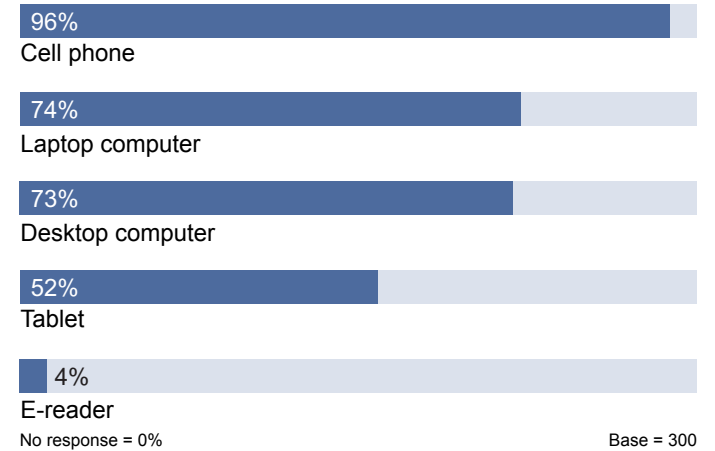
Social media platforms used for work

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>February <i>closing</i> January 10</p> | <p>May <i>closing</i> April 10</p> | <p>August <i>closing</i> July 10</p> | <p>November <i>closing</i> October 10</p> |
|--|---|---|--|

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

BAXTER
RESEARCH CENTER.

About mediaView Pro: Methodology

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.

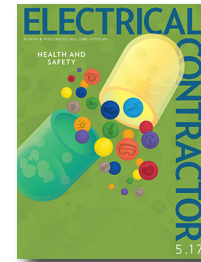
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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.



Publisher
Andrea E. Klee

NECA
3 Bethesda Metro Center, Suite 1100
Bethesda, MD 20814-5372

Phone: 301-657-3110
Fax: 301-215-4501

**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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