

Contents:

Executive Summary

 All ads by page number..... 2.0

 Top ads by exposure, engagement, involvement

Definitions of Scores..... 3.0

Editorial

 Recall scores by page number..... 4.0

 Reading habits 4.1

Ad Scores by product or service category:

 Exposure, engagement and involvement totals 5.0

 Audience engagement totals with details 6.0

 Involvement totals with buying action details 7.0

Demographics

 Influence and action totals 8.0

 Social media..... 8.2

About mediaView Pro

 About mediaView Pro..... 9.0

 Methodology..... 9.1

 About the survey sponsor..... 9.1

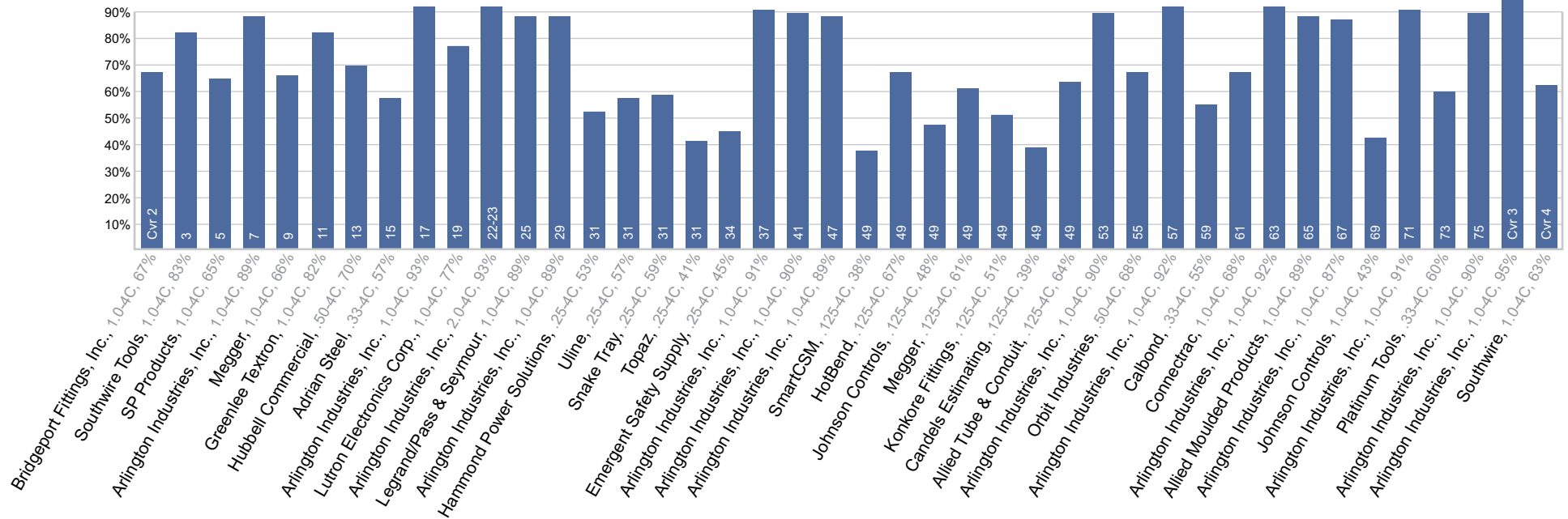
 About Baxter Research Center 9.1



February 2018

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

Executive Summary: Ad Traffic by Page Number



Base = 169

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%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	93%	81%
Arlington Industries, Inc.	93%	Legrand/Pass & Seymour	89%	98%	Arlington Industries, Inc.	92%	79%
Arlington Industries, Inc.	93%	Southwire Tools	83%	98%	Legrand/Pass & Seymour	89%	79%
Arlington Industries, Inc.	92%	Connectrac	68%	98%	Arlington Industries, Inc.	89%	78%
Arlington Industries, Inc.	92%	Snake Tray	59%	98%	Arlington Industries, Inc.	89%	77%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	95%	97%	Bridgeport Fittings, Inc.	67%	76%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	91%	97%	Arlington Industries, Inc.	95%	75%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	91%	97%	Hubbell Commercial...	70%	75%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	89%	97%	Arlington Industries, Inc.	90%	74%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	87%	97%	Arlington Industries, Inc.	90%	74%

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 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

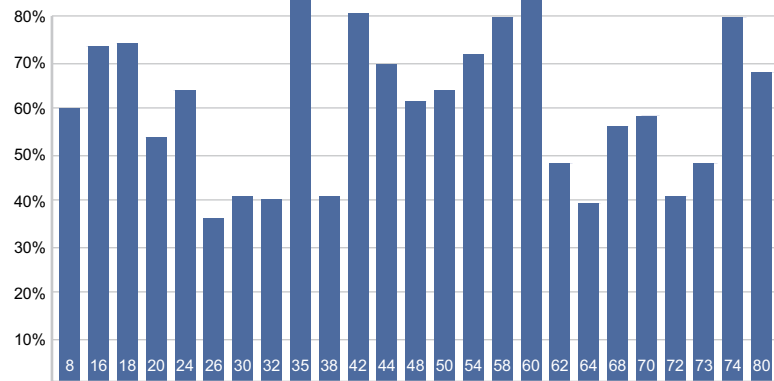
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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 8.

	Page Number	Recall Seeing	Read Some	Read Most
INDUSTRY WATCH: The new tax law and what it means...	8	60%	68%	44%
SERVICE/MAINTENANCE: Safety can never be first	16	74%	76%	61%
LIGHTING: Achieving the maximum	18	75%	79%	49%
CODEFAQS: Livestock, draining and more	20	54%	70%	58%
POWER QUALITY: Raising awareness	24	64%	73%	49%
FOCUS: A fast-moving train	26	36%	64%	39%
INDUSTRIAL: From storage to production	30	41%	66%	30%
FOCUS: The great awakening	32	40%	68%	33%
CODE QUIZ: Code check-in	35	84%	83%	73%
PROJECT PROFILE: Jumbo project	38	41%	68%	50%
CODE APPLICATIONS: Safe or not safe?	42	81%	80%	74%
FOCUS: Where lighting is going	44	70%	79%	58%
ESTIMATING: Scope it out	48	62%	68%	62%
FOCUS: OSHA Outlook 2018 - The year ahead	50	64%	70%	53%
CODE IN FOCUS: General installation requirements...	54	72%	81%	69%
PRODUCTS: Tools and accessories	58	80%	78%	68%
NEW PRODUCTS	60	84%	76%	63%
FIBER OPTICS: Fiber optic cables in detail	62	48%	54%	46%
ON THE MARKET: Collecting and sharing data	64	39%	56%	27%
FIRE/LIFE SAFETY: Will you be ready?	68	56%	68%	47%
LIFE SAFETY QUIZ: Carbon monoxide detection	70	59%	75%	59%
TECHNOLOGY: Smart burgers	72	41%	63%	46%
INTEGRATED SYSTEMS PRODUCTS	73	48%	63%	37%
COOL TOOLS: Knockout tools	74	80%	75%	67%
CODE COMMENTS: Road map	80	68%	76%	67%

Base = 338

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

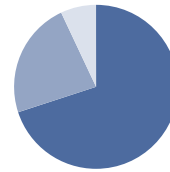
Ninety-nine percent (99%) of *Electrical Contractor* respondents report having access to one or more of the digital devices listed below.

Smart phone	85%
Desktop computer	70%
Laptop computer	67%
Tablet	48%
E-reader	4%
None of the above	1%
No response	0%

Base = 338

Format preference

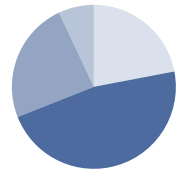
Print	70%
Print and digital	23%
Digital	7%
No response	0%



Base = 338

When read

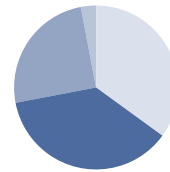
Same day the issue is received	22%
Within three days	47%
Within a week	24%
One week or later	7%
No response	0%



Base = 338

Time spent reading

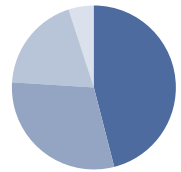
45 minutes or more	35%
30 - 44 minutes	37%
15 - 29 minutes	25%
Less than 15 minutes	3%
No response	0%



Base = 338

How often each issue is read

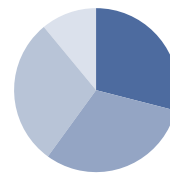
4 or more times	46%
3 times	30%
2 times	19%
1 time	5%
No response	0%



Base = 338

Respondents rate *Electrical Contractor*

Personal favorite	29%
Very important	31%
Important	29%
Somewhat important	11%
Not important	0%
No response	0%



Base = 338

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.6 other professionals.

1.6
Other
People

Base = 338

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
Alarm & signal systems							
Johnson Controls	49	.125-4C	48%	50%	25%	94%	32%
Johnson Controls	69	1.0-4C	43%	33%	36%	94%	34%
Category averages:			46%	42%	31%	94%	33%
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	60%	58%	97%	75%
Arlington Industries, Inc.	17	1.0-4C	93%	65%	50%	94%	81%
Arlington Industries, Inc.	22-23	2.0-4C	93%	63%	56%	95%	70%
Arlington Industries, Inc.	63	1.0-4C	92%	66%	52%	95%	79%
Arlington Industries, Inc.	57	1.0-4C	92%	65%	60%	98%	70%
Arlington Industries, Inc.	71	1.0-4C	91%	64%	48%	97%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	59%	43%	97%	73%
Arlington Industries, Inc.	75	1.0-4C	90%	69%	53%	95%	74%
Arlington Industries, Inc.	41	1.0-4C	90%	66%	58%	96%	74%
Arlington Industries, Inc.	53	1.0-4C	90%	63%	63%	95%	73%
Arlington Industries, Inc.	7	1.0-4C	89%	65%	48%	97%	71%
Arlington Industries, Inc.	29	1.0-4C	89%	64%	53%	96%	78%
Allied Moulded Products	65	1.0-4C	89%	62%	36%	95%	66%
Arlington Industries, Inc.	47	1.0-4C	89%	56%	44%	93%	77%
Arlington Industries, Inc.	67	1.0-4C	87%	69%	48%	97%	73%
Orbit Industries	55	.50-4C	68%	46%	48%	96%	53%
Calbond	59	.33-4C	55%	44%	42%	94%	42%
Konkore Fittings	49	.125-4C	51%	41%	33%	93%	51%
Category averages:			85%	60%	50%	96%	70%
Circuit protection							
Legrand/Pass & Seymour	25	1.0-4C	89%	67%	50%	98%	79%
Computer software							
SmartCSM	49	.125-4C	38%	39%	27%	93%	44%

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 = 169
(continued)

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



Readers comment on the magazine



This magazine is consistently the most informative with the most interesting articles compared to the several other trade magazines I receive. I look forward to it very much, always well written articles. Thank you!

— Owner

The best publication for our industry.

— Vice President

To be a good electrical contractor you need to read Electrical Contractor.

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Contractor equipment							
Southwire Tools	3	1.0-4C	83%	57%	43%	98%	66%
HotBend	49	.125-4C	67%	46%	48%	88%	46%
Uline	31	.25-4C	57%	42%	33%	91%	48%
Category averages:			69%	48%	41%	92%	53%
Contractor services (incl. rental & mechanical)							
Candels Estimating	49	.125-4C	39%	33%	31%	96%	36%
Data comm equipment							
Connectrac	61	1.0-4C	68%	51%	40%	98%	52%
Electrical distributor (incl. low volt.)							
Uline	31	.25-4C	57%	42%	33%	91%	48%
Energy management							
Lutron Electronics Corp.	19	1.0-4C	77%	61%	51%	97%	59%
Fasteners, hangers, clamps, supports							
Allied Moulded Products	65	1.0-4C	89%	62%	36%	95%	66%
SP Products	5	1.0-4C	65%	46%	40%	95%	57%
Allied Tube & Conduit	49	.125-4C	64%	52%	33%	90%	48%
Platinum Tools	73	.33-4C	60%	50%	40%	93%	46%
Category averages:			70%	53%	37%	93%	54%
Grounding/bonding							
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	60%	58%	97%	75%
Arlington Industries, Inc.	17	1.0-4C	93%	65%	50%	94%	81%
Arlington Industries, Inc.	22-23	2.0-4C	93%	63%	56%	95%	70%
Arlington Industries, Inc.	63	1.0-4C	92%	66%	52%	95%	79%
Arlington Industries, Inc.	57	1.0-4C	92%	65%	60%	98%	70%
Arlington Industries, Inc.	71	1.0-4C	91%	64%	48%	97%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	59%	43%	97%	73%

Base = 169
(continued)

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



When you work in an area long enough you will forget about all the other aspects of this trade. Electrical Contractor broadens my understanding of our trade.

— Electrician

The articles and advertisements in EC are relevant to my work, and are a good source of information.

— Owner

It's in my blood. I need the information. I appreciate the views and comments of the authors. Have been in the field for 38 years plus and still learning, it's great. It is a necessary tool in our tool box.

— Master Electrician

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Grounding/bonding <i>continued</i>							
Arlington Industries, Inc.	75	1.0-4C	90%	69%	53%	95%	74%
Arlington Industries, Inc.	41	1.0-4C	90%	66%	58%	96%	74%
Arlington Industries, Inc.	53	1.0-4C	90%	63%	63%	95%	73%
Arlington Industries, Inc.	7	1.0-4C	89%	65%	48%	97%	71%
Arlington Industries, Inc.	29	1.0-4C	89%	64%	53%	96%	78%
Arlington Industries, Inc.	47	1.0-4C	89%	56%	44%	93%	77%
Arlington Industries, Inc.	67	1.0-4C	87%	69%	48%	97%	73%
Category averages:			91%	64%	52%	96%	74%
Hand tools							
HotBend	49	.125-4C	67%	46%	48%	88%	46%
Lighting controls							
Legrand/Pass & Seymour	25	1.0-4C	89%	67%	50%	98%	79%
Lutron Electronics Corp.	19	1.0-4C	77%	61%	51%	97%	59%
Category averages:			83%	64%	51%	98%	69%
Lighting products/fixtures							
Topaz	31	.25-4C	41%	49%	35%	93%	45%
Meters/instru (test) power & low volt.							
Megger	9	1.0-4C	66%	41%	33%	93%	52%
Megger	49	.125-4C	61%	46%	25%	94%	49%
Platinum Tools	73	.33-4C	60%	50%	40%	93%	46%
Category averages:			62%	46%	33%	93%	49%
Power tools							
Southwire Tools	3	1.0-4C	83%	57%	43%	98%	66%
Greenlee Textron	11	1.0-4C	82%	54%	43%	97%	69%
Category averages:			83%	56%	43%	98%	68%

Base = 169
(continued)

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



It has everything a contractor needs to stay up-to-date in today's fast-moving world.

— Owner

Expands my code knowledge, identifies trends in the industry, shows new tools and methods, and provides training opportunities.

— President & General Counsel

We have too little opportunity to discuss with others in similar businesses the topics we need to stay informed. It is a precious information source.

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Raceway/cable tray/conduit							
Connectrac	61	1.0-4C	68%	51%	40%	98%	52%
Snake Tray	31	.25-4C	59%	39%	35%	98%	45%
Calbond	59	.33-4C	55%	44%	42%	94%	42%
Category averages:			61%	45%	39%	97%	46%
Safety equipment/apparel							
Emergent Safety Supply	34	.25-4C	45%	47%	33%	97%	53%
Security products & systems							
Johnson Controls	49	.125-4C	48%	50%	25%	94%	32%
Johnson Controls	69	1.0-4C	43%	33%	36%	94%	34%
Category averages:			46%	42%	31%	94%	33%
Transformers							
Hammond Power Solutions	31	.25-4C	53%	47%	28%	97%	49%
Vehicle equipment							
Adrian Steel	15	.33-4C	57%	35%	40%	95%	52%
Wire & cable							
SP Products	5	1.0-4C	65%	46%	40%	95%	57%
Southwire	Cvr 4	1.0-4C	63%	51%	34%	88%	55%
Category averages:			64%	49%	37%	92%	56%
Wire & cable connectors/terminators							
Greenlee Textron	11	1.0-4C	82%	54%	43%	97%	69%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	67%	73%	37%	94%	76%
Allied Tube & Conduit	49	.125-4C	64%	52%	33%	90%	48%
Category averages:			71%	60%	38%	94%	64%

Base = 169
(continued)

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



It gives me a broad view of the industry outside of my microcosm in Central Ohio.

— I&E Technician

Over the many years reading the publication, I always look forward to the articles. I appreciate the expanding of the magazine when it comes to all aspects of the ever-changing electrical tradesfield.

— Owner

[I read Electrical Contractor for] very great reading and great ads.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management							
Connectrac	61	1.0-4C	68%	51%	40%	98%	52%
Southwire	Cvr 4	1.0-4C	63%	51%	34%	88%	55%
Category averages:			66%	51%	37%	93%	54%
Wiring devices							
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	60%	58%	97%	75%
Arlington Industries, Inc.	17	1.0-4C	93%	65%	50%	94%	81%
Arlington Industries, Inc.	22-23	2.0-4C	93%	63%	56%	95%	70%
Arlington Industries, Inc.	63	1.0-4C	92%	66%	52%	95%	79%
Arlington Industries, Inc.	57	1.0-4C	92%	65%	60%	98%	70%
Arlington Industries, Inc.	71	1.0-4C	91%	64%	48%	97%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	59%	43%	97%	73%
Arlington Industries, Inc.	75	1.0-4C	90%	69%	53%	95%	74%
Arlington Industries, Inc.	41	1.0-4C	90%	66%	58%	96%	74%
Arlington Industries, Inc.	53	1.0-4C	90%	63%	63%	95%	73%
Arlington Industries, Inc.	7	1.0-4C	89%	65%	48%	97%	71%
Arlington Industries, Inc.	29	1.0-4C	89%	64%	53%	96%	78%
Arlington Industries, Inc.	47	1.0-4C	89%	56%	44%	93%	77%
Arlington Industries, Inc.	67	1.0-4C	87%	69%	48%	97%	73%
Hubbell Commercial Construction/RACO	13	.50-4C	70%	56%	44%	96%	75%
SP Products	5	1.0-4C	65%	46%	40%	95%	57%
Category averages:			88%	62%	51%	96%	73%

Base = 169

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
Alarm & signal systems								
Johnson Controls	49	.125-4C	48%	94%	43%	51%	37%	41%
Johnson Controls	69	1.0-4C	43%	94%	28%	48%	42%	34%
Category averages:			46%	94%	36%	50%	40%	38%
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	57	1.0-4C	92%	98%	81%	95%	68%	85%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	97%	74%	92%	70%	76%
Arlington Industries, Inc.	71	1.0-4C	91%	97%	73%	86%	65%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	97%	78%	87%	67%	82%
Arlington Industries, Inc.	7	1.0-4C	89%	97%	76%	89%	67%	71%
Arlington Industries, Inc.	67	1.0-4C	87%	97%	74%	89%	65%	70%
Arlington Industries, Inc.	41	1.0-4C	90%	96%	78%	90%	73%	78%
Arlington Industries, Inc.	29	1.0-4C	89%	96%	81%	90%	69%	86%
Orbit Industries	55	.50-4C	68%	96%	41%	76%	49%	37%
Arlington Industries, Inc.	22-23	2.0-4C	93%	95%	78%	88%	64%	85%
Arlington Industries, Inc.	63	1.0-4C	92%	95%	85%	87%	67%	87%
Arlington Industries, Inc.	75	1.0-4C	90%	95%	81%	88%	63%	85%
Arlington Industries, Inc.	53	1.0-4C	90%	95%	76%	91%	73%	82%
Allied Moulded Products	65	1.0-4C	89%	95%	55%	87%	59%	72%
Arlington Industries, Inc.	17	1.0-4C	93%	94%	81%	87%	68%	89%
Calbond	59	.33-4C	55%	94%	31%	68%	41%	34%
Arlington Industries, Inc.	47	1.0-4C	89%	93%	80%	85%	68%	87%
Konkore Fittings	49	.125-4C	51%	93%	33%	67%	58%	42%
Category averages:			85%	96%	70%	86%	64%	73%
Circuit protection								
Legrand/Pass & Seymour	25	1.0-4C	89%	98%	80%	92%	73%	83%
Computer software								
SmartCSM	49	.125-4C	38%	93%	35%	60%	47%	36%

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 = 169
(continued)

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor equipment								
Southwire Tools	3	1.0-4C	83%	98%	64%	91%	65%	67%
Uline	31	.25-4C	57%	91%	56%	75%	44%	67%
HotBend	49	.125-4C	67%	88%	43%	71%	43%	63%
Category averages:			69%	92%	54%	79%	51%	66%
Contractor services (incl. rental & mechanical)								
Candels Estimating	49	.125-4C	39%	96%	43%	70%	36%	43%
Data comm equipment								
Connectrac	61	1.0-4C	68%	98%	33%	84%	57%	34%
Electrical distributor (incl. low volt.)								
Uline	31	.25-4C	57%	91%	56%	75%	44%	67%
Energy management								
Lutron Electronics Corp.	19	1.0-4C	77%	97%	64%	80%	61%	56%
Fasteners, hangers, clamps, supports								
Allied Moulded Products	65	1.0-4C	89%	95%	55%	87%	59%	72%
SP Products	5	1.0-4C	65%	95%	46%	82%	60%	53%
Platinum Tools	73	.33-4C	60%	93%	30%	71%	55%	34%
Allied Tube & Conduit	49	.125-4C	64%	90%	49%	62%	45%	54%
Category averages:			70%	93%	45%	76%	55%	53%
Grounding/bonding								
Arlington Industries, Inc.	57	1.0-4C	92%	98%	81%	95%	68%	85%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	97%	74%	92%	70%	76%
Arlington Industries, Inc.	71	1.0-4C	91%	97%	73%	86%	65%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	97%	78%	87%	67%	82%
Arlington Industries, Inc.	7	1.0-4C	89%	97%	76%	89%	67%	71%

Base = 169
(continued)

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Grounding/bonding <i>continued</i>								
Arlington Industries, Inc.	67	1.0-4C	87%	97%	74%	89%	65%	70%
Arlington Industries, Inc.	41	1.0-4C	90%	96%	78%	90%	73%	78%
Arlington Industries, Inc.	29	1.0-4C	89%	96%	81%	90%	69%	86%
Arlington Industries, Inc.	22-23	2.0-4C	93%	95%	78%	88%	64%	85%
Arlington Industries, Inc.	63	1.0-4C	92%	95%	85%	87%	67%	87%
Arlington Industries, Inc.	75	1.0-4C	90%	95%	81%	88%	63%	85%
Arlington Industries, Inc.	53	1.0-4C	90%	95%	76%	91%	73%	82%
Arlington Industries, Inc.	17	1.0-4C	93%	94%	81%	87%	68%	89%
Arlington Industries, Inc.	47	1.0-4C	89%	93%	80%	85%	68%	87%
Category averages:			91%	96%	78%	89%	68%	81%
Hand tools								
HotBend	49	.125-4C	67%	88%	43%	71%	43%	63%
Lighting controls								
Legrand/Pass & Seymour	25	1.0-4C	89%	98%	80%	92%	73%	83%
Lutron Electronics Corp.	19	1.0-4C	77%	97%	64%	80%	61%	56%
Category averages:			83%	98%	72%	86%	67%	70%
Lighting products/fixtures								
Topaz	31	.25-4C	41%	93%	40%	65%	49%	45%
Meters/instru (test) power & low volt.								
Megger	49	.125-4C	61%	94%	55%	77%	44%	59%
Megger	9	1.0-4C	66%	93%	64%	76%	56%	71%
Platinum Tools	73	.33-4C	60%	93%	30%	71%	55%	34%
Category averages:			62%	93%	50%	75%	52%	55%
Power tools								
Southwire Tools	3	1.0-4C	83%	98%	64%	91%	65%	67%
Greenlee Textron	11	1.0-4C	82%	97%	79%	86%	61%	77%
Category averages:			83%	98%	72%	89%	63%	72%

Base = 169
(continued)

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Raceway/cable tray/conduit								
Connectrac	61	1.0-4C	68%	98%	33%	84%	57%	34%
Snake Tray	31	.25-4C	59%	98%	52%	75%	52%	54%
Calbond	59	.33-4C	55%	94%	31%	68%	41%	34%
Category averages:			61%	97%	39%	76%	50%	41%
Safety equipment/apparel								
Emergent Safety Supply	34	.25-4C	45%	97%	44%	77%	63%	42%
Security products & systems								
Johnson Controls	49	.125-4C	48%	94%	43%	51%	37%	41%
Johnson Controls	69	1.0-4C	43%	94%	28%	48%	42%	34%
Category averages:			46%	94%	36%	50%	40%	38%
Transformers								
Hammond Power Solutions	31	.25-4C	53%	97%	44%	73%	56%	52%
Vehicle equipment								
Adrian Steel	15	.33-4C	57%	95%	46%	71%	52%	54%
Wire & cable								
SP Products	5	1.0-4C	65%	95%	46%	82%	60%	53%
Southwire	Cvr 4	1.0-4C	63%	88%	56%	67%	44%	68%
Category averages:			64%	92%	51%	75%	52%	61%
Wire & cable connectors/terminators								
Greenlee Textron	11	1.0-4C	82%	97%	79%	86%	61%	77%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	67%	94%	69%	90%	73%	69%
Allied Tube & Conduit	49	.125-4C	64%	90%	49%	62%	45%	54%
Category averages:			71%	94%	66%	79%	60%	67%

Base = 169
(continued)

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management								
Connectrac	61	1.0-4C	68%	98%	33%	84%	57%	34%
Southwire	Cvr 4	1.0-4C	63%	88%	56%	67%	44%	68%
Category averages:			66%	93%	45%	76%	51%	51%
Wiring devices								
Arlington Industries, Inc.	57	1.0-4C	92%	98%	81%	95%	68%	85%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	97%	74%	92%	70%	76%
Arlington Industries, Inc.	71	1.0-4C	91%	97%	73%	86%	65%	73%
Arlington Industries, Inc.	37	1.0-4C	91%	97%	78%	87%	67%	82%
Arlington Industries, Inc.	7	1.0-4C	89%	97%	76%	89%	67%	71%
Arlington Industries, Inc.	67	1.0-4C	87%	97%	74%	89%	65%	70%
Arlington Industries, Inc.	41	1.0-4C	90%	96%	78%	90%	73%	78%
Arlington Industries, Inc.	29	1.0-4C	89%	96%	81%	90%	69%	86%
Hubbell Commercial Construction/ RACO	13	.50-4C	70%	96%	69%	88%	68%	61%
Arlington Industries, Inc.	22-23	2.0-4C	93%	95%	78%	88%	64%	85%
Arlington Industries, Inc.	63	1.0-4C	92%	95%	85%	87%	67%	87%
Arlington Industries, Inc.	75	1.0-4C	90%	95%	81%	88%	63%	85%
Arlington Industries, Inc.	53	1.0-4C	90%	95%	76%	91%	73%	82%
SP Products	5	1.0-4C	65%	95%	46%	82%	60%	53%
Arlington Industries, Inc.	17	1.0-4C	93%	94%	81%	87%	68%	89%
Arlington Industries, Inc.	47	1.0-4C	89%	93%	80%	85%	68%	87%
Category averages:			88%	96%	76%	88%	67%	78%

Base = 169

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
Alarm & signal systems												
Johnson Controls	69	1.0-4C	43%	34%	5%	8%	9%	2%	3%	17%	3%	2%
Johnson Controls	49	1.125-4C	48%	32%	9%	7%	12%	3%	3%	9%	1%	3%
Category averages:			46%	33%	7%	8%	11%	3%	3%	13%	2%	3%
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	17	1.0-4C	93%	81%	9%	8%	6%	1%	17%	23%	8%	36%
Arlington Industries, Inc.	63	1.0-4C	92%	79%	3%	8%	12%	1%	16%	29%	9%	37%
Arlington Industries, Inc.	29	1.0-4C	89%	78%	6%	8%	9%	1%	15%	27%	10%	38%
Arlington Industries, Inc.	47	1.0-4C	89%	77%	6%	11%	10%	2%	16%	23%	9%	41%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	75%	8%	9%	14%	3%	9%	32%	9%	31%
Arlington Industries, Inc.	75	1.0-4C	90%	74%	3%	9%	9%	2%	19%	31%	5%	35%
Arlington Industries, Inc.	41	1.0-4C	90%	74%	13%	14%	16%	2%	14%	27%	8%	33%
Arlington Industries, Inc.	71	1.0-4C	91%	73%	6%	11%	9%	1%	16%	35%	6%	19%
Arlington Industries, Inc.	37	1.0-4C	91%	73%	8%	11%	12%	1%	11%	33%	10%	24%
Arlington Industries, Inc.	53	1.0-4C	90%	73%	11%	14%	12%	2%	11%	30%	8%	32%
Arlington Industries, Inc.	67	1.0-4C	87%	73%	5%	8%	10%	1%	20%	27%	6%	27%
Arlington Industries, Inc.	7	1.0-4C	89%	71%	12%	13%	13%	4%	14%	32%	8%	21%
Arlington Industries, Inc.	22-23	2.0-4C	93%	70%	8%	9%	8%	1%	12%	26%	8%	26%
Arlington Industries, Inc.	57	1.0-4C	92%	70%	10%	14%	16%	3%	13%	27%	13%	33%
Allied Moulded Products	65	1.0-4C	89%	66%	10%	11%	14%	5%	9%	32%	10%	23%

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 = 169
(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
Boxes, conduit bodies & enclosures <i>continued</i>												
Orbit Industries	55	.50-4C	68%	53%	9%	9%	7%	2%	12%	21%	2%	4%
Konkore Fittings	49	.125-4C	51%	51%	9%	12%	13%	1%	10%	19%	4%	9%
Calbond	59	.33-4C	55%	42%	10%	8%	8%	3%	10%	13%	4%	6%
Category averages:			85%	70%	8%	10%	11%	2%	14%	27%	8%	26%
Circuit protection												
Legrand/Pass & Seymour	25	1.0-4C	89%	79%	11%	14%	17%	2%	19%	32%	8%	32%
Computer software												
SmartCSM	49	.125-4C	38%	44%	15%	5%	16%	2%	7%	15%	2%	7%
Contractor equipment												
Southwire Tools	3	1.0-4C	83%	66%	19%	13%	20%	4%	11%	26%	6%	12%
Uline	31	.25-4C	57%	48%	9%	4%	5%	1%	9%	23%	4%	11%
HotBend	49	.125-4C	67%	46%	10%	9%	8%	1%	8%	16%	1%	11%
Category averages:			69%	53%	13%	9%	11%	2%	9%	22%	4%	11%
Contractor services (incl. rental & mechanical)												
Candels Estimating	49	.125-4C	39%	36%	11%	6%	8%	2%	6%	11%	4%	6%
Data comm equipment												
Connectrac	61	1.0-4C	68%	52%	9%	12%	16%	3%	9%	23%	6%	8%
Electrical distributor (incl. low volt.)												
Uline	31	.25-4C	57%	48%	9%	4%	5%	1%	9%	23%	4%	11%
Energy management												
Lutron Electronics Corp.	19	1.0-4C	77%	59%	10%	12%	18%	5%	13%	26%	3%	15%
Fasteners, hangers, clamps, supports												
Allied Moulded Products	65	1.0-4C	89%	66%	10%	11%	14%	5%	9%	32%	10%	23%
SP Products	5	1.0-4C	65%	57%	11%	9%	5%	1%	9%	26%	3%	10%
												Base = 169 (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
Fasteners, hangers, clamps, supports <i>continued</i>												
Allied Tube & Conduit	49	.125-4C	64%	48%	5%	6%	6%	1%	10%	20%	2%	18%
Platinum Tools	73	.33-4C	60%	46%	9%	8%	10%	1%	9%	26%	1%	3%
Category averages:			70%	54%	9%	9%	9%	2%	9%	26%	4%	14%
Grounding/bonding												
Arlington Industries, Inc.	17	1.0-4C	93%	81%	9%	8%	6%	1%	17%	23%	8%	36%
Arlington Industries, Inc.	63	1.0-4C	92%	79%	3%	8%	12%	1%	16%	29%	9%	37%
Arlington Industries, Inc.	29	1.0-4C	89%	78%	6%	8%	9%	1%	15%	27%	10%	38%
Arlington Industries, Inc.	47	1.0-4C	89%	77%	6%	11%	10%	2%	16%	23%	9%	41%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	75%	8%	9%	14%	3%	9%	32%	9%	31%
Arlington Industries, Inc.	75	1.0-4C	90%	74%	3%	9%	9%	2%	19%	31%	5%	35%
Arlington Industries, Inc.	41	1.0-4C	90%	74%	13%	14%	16%	2%	14%	27%	8%	33%
Arlington Industries, Inc.	71	1.0-4C	91%	73%	6%	11%	9%	1%	16%	35%	6%	19%
Arlington Industries, Inc.	37	1.0-4C	91%	73%	8%	11%	12%	1%	11%	33%	10%	24%
Arlington Industries, Inc.	53	1.0-4C	90%	73%	11%	14%	12%	2%	11%	30%	8%	32%
Arlington Industries, Inc.	67	1.0-4C	87%	73%	5%	8%	10%	1%	20%	27%	6%	27%
Arlington Industries, Inc.	7	1.0-4C	89%	71%	12%	13%	13%	4%	14%	32%	8%	21%
Arlington Industries, Inc.	22-23	2.0-4C	93%	70%	8%	9%	8%	1%	12%	26%	8%	26%
Arlington Industries, Inc.	57	1.0-4C	92%	70%	10%	14%	16%	3%	13%	27%	13%	33%
Category averages:			91%	74%	8%	11%	11%	2%	15%	29%	8%	31%
Hand tools												
HotBend	49	.125-4C	67%	46%	10%	9%	8%	1%	8%	16%	1%	11%
Lighting controls												
Legrand/Pass & Seymour	25	1.0-4C	89%	79%	11%	14%	17%	2%	19%	32%	8%	32%
Lutron Electronics Corp.	19	1.0-4C	77%	59%	10%	12%	18%	5%	13%	26%	3%	15%
Category averages:			83%	69%	11%	13%	18%	4%	16%	29%	6%	24%
Lighting products/fixtures												
Topaz	31	.25-4C	41%	45%	9%	4%	11%	2%	9%	16%	4%	13%

Base = 169
(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
Meters/instru (test) power & low volt.												
Megger	9	1.0-4C	66%	52%	16%	3%	5%	2%	7%	16%	4%	10%
Megger	49	.125-4C	61%	49%	9%	10%	9%	1%	8%	23%	1%	4%
Platinum Tools	73	.33-4C	60%	46%	9%	8%	10%	1%	9%	26%	1%	3%
Category averages:			62%	49%	11%	7%	8%	1%	8%	22%	2%	6%
Power tools												
Greenlee Textron	11	1.0-4C	82%	69%	11%	14%	16%	6%	15%	30%	7%	16%
Southwire Tools	3	1.0-4C	83%	66%	19%	13%	20%	4%	11%	26%	6%	12%
Category averages:			83%	68%	15%	14%	18%	5%	13%	28%	7%	14%
Raceway/cable tray/conduit												
Connectrac	61	1.0-4C	68%	52%	9%	12%	16%	3%	9%	23%	6%	8%
Snake Tray	31	.25-4C	59%	45%	10%	11%	12%	4%	5%	17%	2%	8%
Calbond	59	.33-4C	55%	42%	10%	8%	8%	3%	10%	13%	4%	6%
Category averages:			61%	46%	10%	10%	12%	3%	8%	18%	4%	7%
Safety equipment/apparel												
Emergent Safety Supply	34	.25-4C	45%	53%	19%	16%	13%	2%	13%	21%	2%	6%
Security products & systems												
Johnson Controls	69	1.0-4C	43%	34%	5%	8%	9%	2%	3%	17%	3%	2%
Johnson Controls	49	.125-4C	48%	32%	9%	7%	12%	3%	3%	9%	1%	3%
Category averages:			46%	33%	7%	8%	11%	3%	3%	13%	2%	3%
Transformers												
Hammond Power Solutions	31	.25-4C	53%	49%	12%	10%	8%	4%	7%	18%	3%	7%
Vehicle equipment												
Adrian Steel	15	.33-4C	57%	52%	11%	10%	14%	2%	11%	19%	2%	11%
Wire & cable												
SP Products	5	1.0-4C	65%	57%	11%	9%	5%	1%	9%	26%	3%	10%

Base = 169
(continued)

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



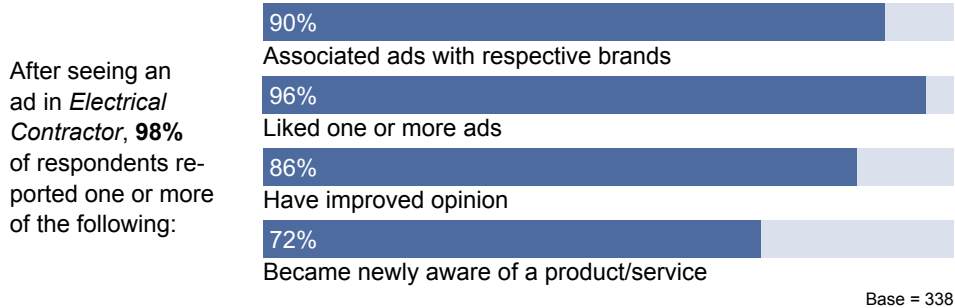
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable <i>continued</i>												
Southwire	Cvr 4	1.0-4C	63%	55%	2%	4%	9%	1%	12%	22%	2%	20%
Category averages:			64%	56%	7%	7%	7%	1%	11%	24%	3%	15%
Wire & cable connectors/terminators												
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	67%	76%	7%	6%	6%	1%	17%	33%	5%	27%
Greenlee Textron	11	1.0-4C	82%	69%	11%	14%	16%	6%	15%	30%	7%	16%
Allied Tube & Conduit	49	.125-4C	64%	48%	5%	6%	6%	1%	10%	20%	2%	18%
Category averages:			71%	64%	8%	9%	9%	3%	14%	28%	5%	20%
Wire & cable management												
Southwire	Cvr 4	1.0-4C	63%	55%	2%	4%	9%	1%	12%	22%	2%	20%
Connectrac	61	1.0-4C	68%	52%	9%	12%	16%	3%	9%	23%	6%	8%
Category averages:			66%	54%	6%	8%	13%	2%	11%	23%	4%	14%
Wiring devices												
Arlington Industries, Inc.	17	1.0-4C	93%	81%	9%	8%	6%	1%	17%	23%	8%	36%
Arlington Industries, Inc.	63	1.0-4C	92%	79%	3%	8%	12%	1%	16%	29%	9%	37%
Arlington Industries, Inc.	29	1.0-4C	89%	78%	6%	8%	9%	1%	15%	27%	10%	38%
Arlington Industries, Inc.	47	1.0-4C	89%	77%	6%	11%	10%	2%	16%	23%	9%	41%
Arlington Industries, Inc.	Cvr 3	1.0-4C	95%	75%	8%	9%	14%	3%	9%	32%	9%	31%
Hubbell Commercial Construction/ RACO	13	.50-4C	70%	75%	9%	6%	7%	1%	17%	36%	5%	21%
Arlington Industries, Inc.	75	1.0-4C	90%	74%	3%	9%	9%	2%	19%	31%	5%	35%
Arlington Industries, Inc.	41	1.0-4C	90%	74%	13%	14%	16%	2%	14%	27%	8%	33%
Arlington Industries, Inc.	71	1.0-4C	91%	73%	6%	11%	9%	1%	16%	35%	6%	19%
Arlington Industries, Inc.	37	1.0-4C	91%	73%	8%	11%	12%	1%	11%	33%	10%	24%
Arlington Industries, Inc.	53	1.0-4C	90%	73%	11%	14%	12%	2%	11%	30%	8%	32%
Arlington Industries, Inc.	67	1.0-4C	87%	73%	5%	8%	10%	1%	20%	27%	6%	27%
Arlington Industries, Inc.	7	1.0-4C	89%	71%	12%	13%	13%	4%	14%	32%	8%	21%
Arlington Industries, Inc.	22-23	2.0-4C	93%	70%	8%	9%	8%	1%	12%	26%	8%	26%
Arlington Industries, Inc.	57	1.0-4C	92%	70%	10%	14%	16%	3%	13%	27%	13%	33%
SP Products	5	1.0-4C	65%	57%	11%	9%	5%	1%	9%	26%	3%	10%
Category averages:			88%	73%	8%	10%	11%	2%	14%	29%	8%	29%

Base = 169

Demographics: Influence and Action Totals

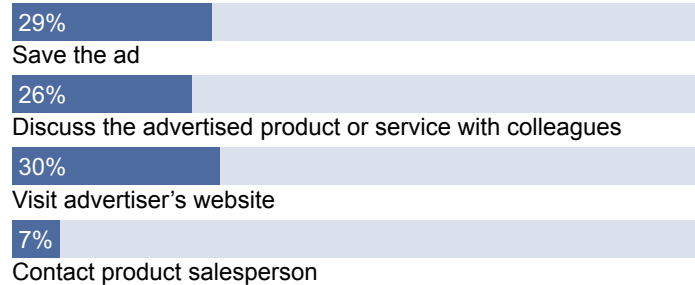


Total ad influence for all studied ads

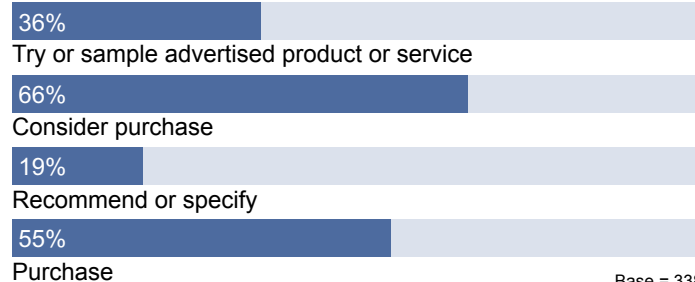


Total Buying Behavior **88%**

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



Preliminary Buying Behavior **53%**



Active Buying Behavior **83%**

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	93%	63%	56%
One page	24	82%	59%	47%
One-half page	2	69%	51%	46%
One-third page	3	57%	43%	41%
One-fourth page	5	51%	45%	33%
One-eighth page	7	53%	44%	32%
Issue averages:	42	71%	54%	42%

Base = 169

Primary business

Electrical contracting/low-voltage contracting	89%
Engineering/architecture/consulting	2%
Systems integration/consulting	2%
Other	7%
No response	0%

Base = 338

Building types

Commercial	88%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	76%
Includes single family and multi-family	
Industrial	52%
Includes manufacturing plants, power generation and utility	
Institutional	51%
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	22%
Includes solar, wind, geothermal, etc.	
None of the above	0%
No response	0%

Base = 338

Demographics *continued***Industry magazine readership**

Ninety-two percent (92%) 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	92%	81%	11%	5%	3%	0%	0%	0%
<i>EC&M</i>	54%	48%	6%	6%	5%	1%	20%	14%
<i>Cabling Installation & Maintenance</i>	8%	6%	2%	1%	2%	1%	51%	37%
<i>Security Magazine</i>	7%	5%	2%	2%	2%	1%	50%	38%
<i>Security Dealer</i>	5%	3%	2%	1%	1%	1%	53%	39%
<i>Communications News</i>	4%	3%	1%	1%	2%	1%	54%	38%

Base = 338

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

Ninety-four percent (94%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.

Specified/bought products or services seen in ads or articles	66%
Visited an advertiser's website for more information	60%
Recommended the purchase of products or services seen in ads or articles	54%
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	33%
Saved an advertisement on file for future reference.	28%
Considered doing business with a company seen in ads or articles	24%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	18%
Used the <i>Electrical Contractor</i> website to request further information	10%
Other.	3%
No actions taken.	5%
No response.	0%

Base = 338

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	59%
Electrician (field), journeyman, technician, installer, serviceperson	15%
Management: project manager, superintendent, supervisor, foreman	15%
Estimator	3%
Staff engineer, designer, electrical engineer.	3%
Apprentice	1%
Inspector.	1%
Other.	3%
No response.	0%

Base = 338

Building systems installed

Lighting.	89%
Maintenance, service, repair	84%
Premises wiring	80%
Power quality systems (includes standby, co-gen, etc.)	62%
Fire/life safety systems.	53%
Security (includes CCTV, access/motion/intrusion systems)	50%
Communications systems (VDV)	37%
Total building automation systems (includes HVAC, lighting).	36%
Alternative-energy systems	26%
Fiber optics.	26%
None of the above	1%
No response.	0%

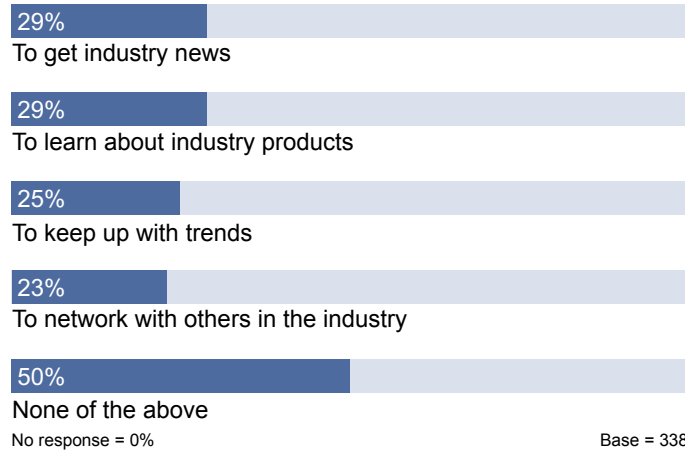
Base = 338

Demographics: Social Media



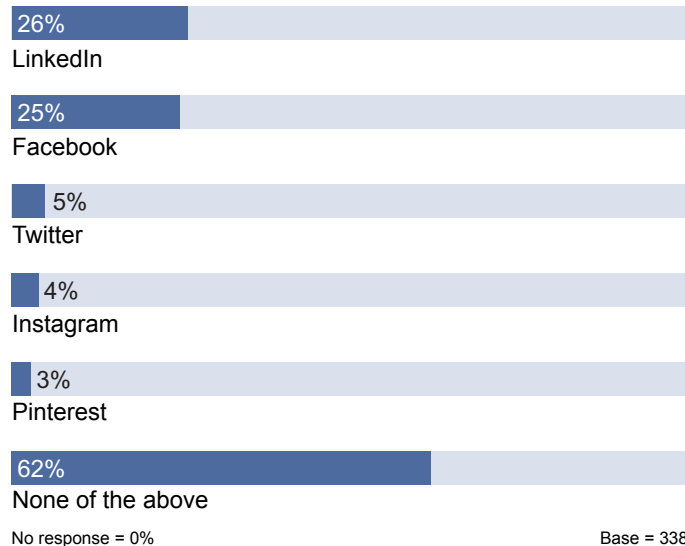
Professional use of social media

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



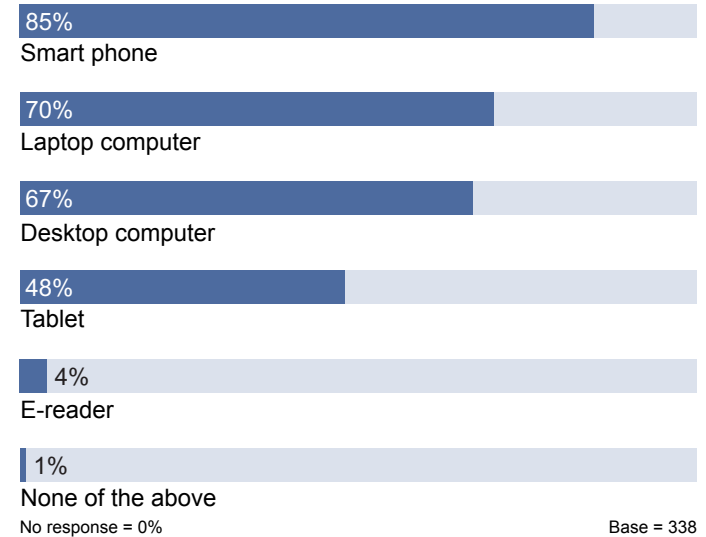
Social media platforms used for work

Thirty-eight percent (38%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



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.



2018

Ad Study Schedule

Reserve your space now!

February
closing
January 10

May
closing
April 5

August
closing
July 6

November
closing
October 5

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 80,145* 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 2017 BPA WorldwideSM 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.

BAXTER
RESEARCH CENTER