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mediaView™  
Pro Complete Ad Campaign Analytics



May 2018

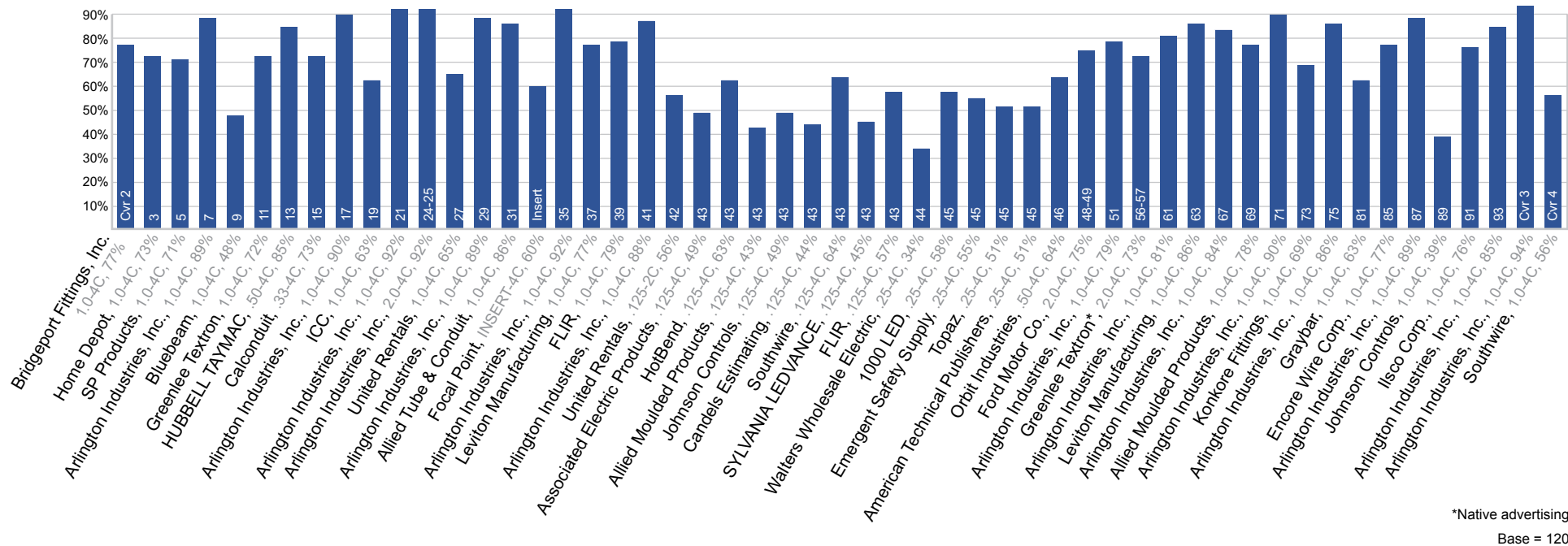
Independent Ad Performance News:

*Advertising Exposure*

*Audience Engagement and Involvement*

*Preliminary and Active Buying Actions*

## Executive Summary: Ad Traffic by Page Number



## 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.	94%	Arlington Industries, Inc.	86%	99%	Arlington Industries, Inc.	86%	86%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	90%	98%	Arlington Industries, Inc.	90%	84%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	89%	98%	Arlington Industries, Inc.	94%	82%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	89%	98%	Arlington Industries, Inc.	89%	82%
Arlington Industries, Inc.	89%	Allied Tube & Conduit	86%	98%	Leviton Manufacturing	86%	78%
Arlington Industries, Inc.	89%	Leviton Manufacturing	86%	98%	Arlington Industries, Inc.	85%	78%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	85%	98%	Arlington Industries, Inc.	90%	77%
Arlington Industries, Inc.	88%	HUBBELL TAYMAC	85%	98%	Allied Tube & Conduit	86%	76%

## 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

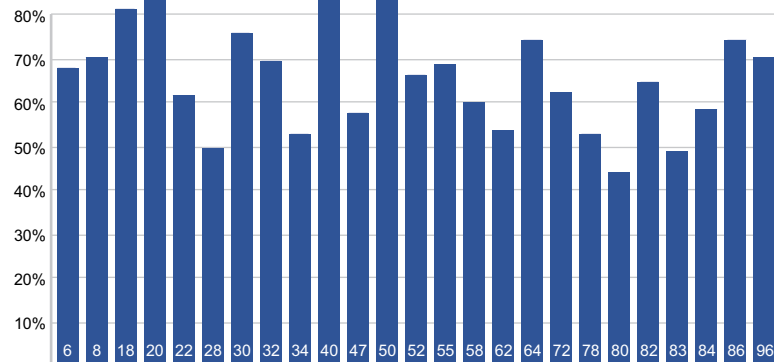
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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 6.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: Out in the open	6	68%	74%	42%
INDUSTRY WATCH: States failing to adopt latest NEC...	8	71%	73%	50%
LIGHTING: Lights out for savings	18	82%	76%	52%
ARC FLASH SAFETY: Raising awareness	20	88%	75%	58%
FOCUS: Leading through safety	22	62%	71%	39%
UTILITY BUSINESS: Energy hogs	28	50%	64%	34%
SAFETY QUIZ: Fall protection safety requirements	30	76%	76%	55%
CODEFAQS: Maintenance requirements, EGCs and more	32	70%	76%	66%
FOCUS: Beyond the ceiling	34	53%	62%	42%
NEW PRODUCTS	40	85%	73%	60%
INTEGRATED SYSTEM PRODUCTS	47	58%	66%	34%
CODE APPLICATIONS: Misunderstood after all this time	50	85%	80%	63%
FOCUS: Get a grip: Tool ergonomics	52	67%	70%	49%
PRODUCTS: Safety equipment	55	69%	78%	44%
FOCUS: Standing up straight: Ergonomic safety	58	60%	67%	45%
LEGAL: Which way the wind blows	62	54%	69%	49%
CODE IN FOCUS: Motors, motor circuits and controllers...	64	75%	80%	52%
FOCUS: Workforce of the future	72	63%	75%	53%
FIRE FOCUS: Fire alarm longevity	78	53%	58%	42%
FIBER OPTICS: After the glass rush	80	44%	57%	40%
TECHNOLOGY: What's new and what's safe	82	65%	74%	50%
SECURITY: Hot markets to watch	83	49%	59%	38%
CABLING QUIZ: The right tools for the job	84	59%	61%	44%
COOL TOOLS: Personal protective equipment	86	75%	73%	58%
CODE COMMENTS: Prescriptive versus performance rules	96	71%	75%	62%

Base = 240

### 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

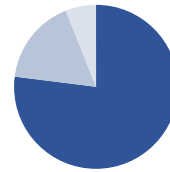
One hundred percent (100%) of *Electrical Contractor* respondents report having access to one or more of the digital devices listed below.

Smart phone	88%
Desktop computer	74%
Laptop computer	70%
Tablet	42%
E-reader	6%
None of the above	0%
No response	0%

Base = 240

#### Format preference

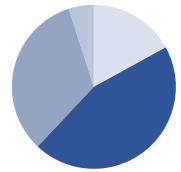
Print	77%
Print and digital	17%
Digital	6%
No response	0%



Base = 240

#### When read

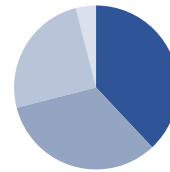
Same day the issue is received	17%
Within three days	45%
Within a week	33%
One week or later	5%
No response	0%



Base = 240

#### Time spent reading

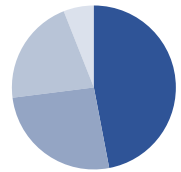
45 minutes or more	38%
30 - 44 minutes	33%
15 - 29 minutes	25%
Less than 15 minutes	4%
No response	0%



Base = 240

#### How often each issue is read

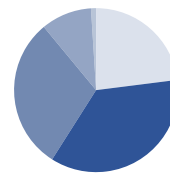
4 or more times	47%
3 times	26%
2 times	21%
1 time	6%
No response	0%



Base = 240

#### Respondents rate *Electrical Contractor*

Personal favorite	23%
Very important	36%
Important	30%
Somewhat important	10%
Not important	1%
No response	0%



Base = 240

#### Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.4 other professionals.

**1.4**  
Other  
People

Base = 240

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



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Alarm &amp; signal systems</b>							
Johnson Controls	43	.125-4C	49%	49%	25%	94%	49%
Johnson Controls	89	1.0-4C	39%	36%	21%	87%	26%
Category averages:			44%	43%	23%	91%	38%
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	59%	58%	96%	82%
Arlington Industries, Inc.	21	1.0-4C	92%	63%	55%	96%	84%
Arlington Industries, Inc.	24-25	2.0-4C	92%	63%	53%	98%	73%
Arlington Industries, Inc.	35	1.0-4C	92%	61%	59%	98%	84%
Arlington Industries, Inc.	17	1.0-4C	90%	64%	48%	98%	84%
Arlington Industries, Inc.	7	1.0-4C	89%	67%	47%	98%	69%
Arlington Industries, Inc.	29	1.0-4C	89%	62%	60%	98%	74%
Arlington Industries, Inc.	93	1.0-4C	85%	61%	44%	98%	78%
Arlington Industries, Inc.	67	1.0-4C	84%	55%	61%	97%	68%
Arlington Industries, Inc.	51	1.0-4C	79%	61%	48%	95%	76%
Allied Moulded Products	69	1.0-4C	78%	59%	41%	93%	70%
Konkore Fittings	73	1.0-4C	69%	59%	44%	96%	70%
Orbit Industries	46	.50-4C	64%	64%	49%	90%	70%
Allied Moulded Products	43	.125-4C	43%	47%	30%	87%	64%
Category averages:			81%	60%	50%	96%	75%
<b>Circuit protection</b>							
Leviton Manufacturing	63	1.0-4C	86%	67%	52%	98%	78%
Leviton Manufacturing	37	1.0-4C	77%	62%	38%	95%	72%
Graybar	81	1.0-4C	63%	48%	30%	93%	58%
Category averages:			75%	59%	40%	95%	69%

### 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 = 120  
(continued)

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



### Readers comment on the magazine



*Love the articles. I love the ads. Keeps me up on things that I would otherwise not know about or fall behind...*

— Owner

*It helps to keep updated on the latest technology in the trade, and the practical code-related Q&A is great. There's no other publication like it.*

— Journeyman Electrician

*Good articles on estimating and code articles as well as legal issues and contract problems facing other contractors. Good info.*

— Partner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Computer software</b>							
Bluebeam	9	1.0-4C	48%	31%	20%	95%	38%
<b>Contractor equipment</b>							
Home Depot	3	1.0-4C	73%	51%	35%	98%	66%
United Rentals	27	1.0-4C	65%	46%	20%	95%	58%
HotBend	43	.125-4C	63%	52%	39%	92%	63%
United Rentals	42	.125-2C	56%	48%	22%	92%	60%
Associated Electric Products	43	.125-4C	49%	43%	14%	93%	44%
Category averages:			61%	48%	26%	94%	58%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	43	.125-4C	44%	48%	14%	90%	23%
<b>Data comm equipment</b>							
ICC	19	1.0-4C	63%	43%	30%	97%	46%
<b>Distribution equipment</b>							
Graybar	81	1.0-4C	63%	48%	30%	93%	58%
<b>Electrical distributor (incl. low volt.)</b>							
Walters Wholesale Electric	44	.25-4C	34%	44%	33%	97%	61%
<b>Fasteners, hangers, clamps, supports</b>							
Allied Tube & Conduit	31	1.0-4C	86%	70%	40%	98%	76%
Arlington Industries, Inc.	61	1.0-4C	81%	57%	50%	95%	69%
Allied Moulded Products	69	1.0-4C	78%	59%	41%	93%	70%
SP Products	5	1.0-4C	71%	65%	43%	87%	66%
Allied Moulded Products	43	.125-4C	43%	47%	30%	87%	64%
Category averages:			72%	60%	41%	92%	69%

Base = 120  
(continued)



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



*Extremely informative in very many areas of electrical contracting. This publication keeps us up to date about new innovative products, work methods, code updates and explanations, safety issues, and so many other electrical issues.*

— President

*Provides professional insight in to specific electrical construction subjects that interest me.*

— Owner

*Articles are right on the mark with issues we deal with; great up to date on new materials and tools.*

— CEO

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Hand tools</b>							
Home Depot	3	1.0-4C	73%	51%	35%	98%	66%
HotBend	43	.125-4C	63%	52%	39%	92%	63%
Category averages:			68%	52%	37%	95%	65%
<b>Lighting controls</b>							
Focal Point	Insert	4C	60%	53%	44%	92%	32%
<b>Lighting products/fixtures</b>							
Focal Point	Insert	4C	60%	53%	44%	92%	32%
1000 LED	45	.25-4C	58%	62%	36%	91%	44%
Topaz	45	.25-4C	51%	47%	33%	92%	42%
SYLVANIA LEDVANCE	43	.125-4C	45%	51%	13%	88%	48%
Category averages:			54%	53%	32%	91%	42%
<b>Meters/instru (test) power &amp; low volt.</b>							
FLIR	39	1.0-4C	79%	52%	32%	95%	60%
FLIR	43	.125-4C	57%	53%	33%	92%	67%
Category averages:			68%	53%	33%	94%	64%
<b>Power tools</b>							
IlSCO Corp.	91	1.0-4C	76%	54%	32%	96%	70%
Greenlee Textron*	56-57	2.0-4C	73%	64%	36%	97%	73%
Greenlee Textron	11	1.0-4C	72%	60%	35%	97%	65%
Category averages:			74%	59%	34%	97%	69%
<b>Raceway/cable tray/conduit</b>							
Calconduit	15	.33-4C	73%	48%	29%	96%	54%

\*Native advertising  
Base = 120  
(continued)



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



*[I read Electrical Contractor for] continuing education and technology awareness.*

— President

*Keeps me informed; always learn something new. Helps me to stay focused on industry, reminds me of the importance of safety, new methods, tools and helps to stay ahead of the curve.*

— Project Manager

*Love the quizzes.*

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Safety equipment/apparel</b>							
Emergent Safety Supply	45	.25-4C	55%	56%	26%	94%	72%
<b>Security products &amp; systems</b>							
Johnson Controls	43	.125-4C	49%	49%	25%	94%	49%
Johnson Controls	89	1.0-4C	39%	36%	21%	87%	26%
Category averages:			44%	43%	23%	91%	38%
<b>Training/Safety organization</b>							
American Technical Publishers	45	.25-4C	51%	53%	44%	91%	63%
<b>Vehicles</b>							
Ford Motor Co.	48-49	2.0-4C	75%	39%	28%	96%	52%
<b>Wire &amp; cable</b>							
Encore Wire Corp.	85	1.0-4C	77%	57%	36%	93%	75%
SP Products	5	1.0-4C	71%	65%	43%	87%	66%
Southwire	43	.125-4C	64%	64%	32%	93%	65%
Southwire	Cvr 4	1.0-4C	56%	57%	31%	87%	46%
Category averages:			67%	61%	36%	90%	63%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	71	1.0-4C	90%	54%	43%	95%	77%
Arlington Industries, Inc.	87	1.0-4C	89%	64%	47%	96%	82%
Arlington Industries, Inc.	29	1.0-4C	89%	62%	60%	98%	74%
Arlington Industries, Inc.	41	1.0-4C	88%	59%	54%	94%	73%
Allied Tube & Conduit	31	1.0-4C	86%	70%	40%	98%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	73%	38%	92%	71%

Base = 120  
(continued)

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



*Nice broad range of topics. Well done.*

— President

*[I read Electrical Contractor] for the ads and articles.*

— Owner

*Helps me stay up to date on new products and learn what other contractors are doing about problems that I may experience.*

— Estimator

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>							
Greenlee Textron*	56-57	2.0-4C	73%	64%	36%	97%	73%
Greenlee Textron	11	1.0-4C	72%	60%	35%	97%	65%
ICC	19	1.0-4C	63%	43%	30%	97%	46%
Category averages:			81%	61%	43%	96%	71%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc.	87	1.0-4C	89%	64%	47%	96%	82%
Encore Wire Corp.	85	1.0-4C	77%	57%	36%	93%	75%
Calconduit	15	.33-4C	73%	48%	29%	96%	54%
Southwire	Cvr 4	1.0-4C	56%	57%	31%	87%	46%
Category averages:			74%	57%	36%	93%	64%
<b>Wiring devices</b>							
Arlington Industries, Inc.	21	1.0-4C	92%	63%	55%	96%	84%
Arlington Industries, Inc.	75	1.0-4C	86%	64%	47%	99%	86%
HUBBELL TAYMAC	13	.50-4C	85%	61%	38%	98%	73%
SP Products	5	1.0-4C	71%	65%	43%	87%	66%
Category averages:			84%	63%	46%	95%	77%

\*Native advertising  
Base = 120

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Alarm &amp; signal systems</b>								
Johnson Controls	43	.125-4C	49%	94%	49%	60%	51%	53%
Johnson Controls	89	1.0-4C	39%	87%	19%	35%	26%	19%
Category averages:			44%	91%	34%	48%	39%	36%
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc.	24-25	2.0-4C	92%	98%	77%	89%	64%	85%
Arlington Industries, Inc.	35	1.0-4C	92%	98%	90%	93%	74%	91%
Arlington Industries, Inc.	17	1.0-4C	90%	98%	85%	93%	66%	87%
Arlington Industries, Inc.	7	1.0-4C	89%	98%	74%	92%	57%	84%
Arlington Industries, Inc.	29	1.0-4C	89%	98%	82%	91%	67%	81%
Arlington Industries, Inc.	93	1.0-4C	85%	98%	75%	94%	65%	67%
Arlington Industries, Inc.	67	1.0-4C	84%	97%	79%	89%	61%	77%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	96%	80%	91%	71%	82%
Arlington Industries, Inc.	21	1.0-4C	92%	96%	90%	89%	73%	92%
Konkore Fittings	73	1.0-4C	69%	96%	45%	87%	64%	46%
Arlington Industries, Inc.	51	1.0-4C	79%	95%	78%	88%	68%	74%
Allied Moulded Products	69	1.0-4C	78%	93%	61%	81%	59%	64%
Orbit Industries	46	.50-4C	64%	90%	48%	78%	57%	58%
Allied Moulded Products	43	.125-4C	43%	87%	54%	64%	49%	62%
Category averages:			81%	96%	73%	87%	64%	75%
<b>Circuit protection</b>								
Leviton Manufacturing	63	1.0-4C	86%	98%	66%	87%	69%	59%
Leviton Manufacturing	37	1.0-4C	77%	95%	75%	87%	64%	82%
Graybar	81	1.0-4C	63%	93%	56%	71%	53%	64%
Category averages:			75%	95%	66%	82%	62%	68%

### 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 = 120  
(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
<b>Computer software</b>								
Bluebeam	9	1.0-4C	48%	95%	29%	57%	36%	36%
<b>Contractor equipment</b>								
Home Depot	3	1.0-4C	73%	98%	65%	83%	59%	60%
United Rentals	27	1.0-4C	65%	95%	63%	78%	58%	70%
Associated Electric Products	43	.125-4C	49%	93%	42%	71%	40%	60%
HotBend	43	.125-4C	63%	92%	54%	76%	59%	58%
United Rentals	42	.125-2C	56%	92%	62%	69%	52%	65%
Category averages:			61%	94%	57%	75%	54%	63%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	43	.125-4C	44%	90%	28%	53%	33%	28%
<b>Data comm equipment</b>								
ICC	19	1.0-4C	63%	97%	35%	68%	40%	38%
<b>Distribution equipment</b>								
Graybar	81	1.0-4C	63%	93%	56%	71%	53%	64%
<b>Electrical distributor (incl. low volt.)</b>								
Walters Wholesale Electric	44	.25-4C	34%	97%	33%	70%	52%	30%
<b>Fasteners, hangers, clamps, supports</b>								
Allied Tube & Conduit	31	1.0-4C	86%	98%	73%	93%	73%	62%
Arlington Industries, Inc.	61	1.0-4C	81%	95%	70%	83%	62%	70%
Allied Moulded Products	69	1.0-4C	78%	93%	61%	81%	59%	64%
SP Products	5	1.0-4C	71%	87%	47%	76%	62%	60%
Allied Moulded Products	43	.125-4C	43%	87%	54%	64%	49%	62%
Category averages:			72%	92%	61%	79%	61%	64%

Base = 120  
(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
<b>Hand tools</b>								
Home Depot	3	1.0-4C	73%	98%	65%	83%	59%	60%
HotBend	43	.125-4C	63%	92%	54%	76%	59%	58%
Category averages:			68%	95%	60%	80%	59%	59%
<b>Lighting controls</b>								
Focal Point	Insert	4C	60%	92%	17%	47%	31%	24%
<b>Lighting products/fixtures</b>								
Focal Point	Insert	4C	60%	92%	17%	47%	31%	24%
Topaz	45	.25-4C	51%	92%	42%	69%	46%	33%
1000 LED	45	.25-4C	58%	91%	30%	67%	50%	39%
SYLVANIA LEDVANCE	43	.125-4C	45%	88%	52%	60%	50%	55%
Category averages:			54%	91%	35%	61%	44%	38%
<b>Meters/instru (test) power &amp; low volt.</b>								
FLIR	39	1.0-4C	79%	95%	57%	81%	55%	65%
FLIR	43	.125-4C	57%	92%	69%	82%	61%	67%
Category averages:			68%	94%	63%	82%	58%	66%
<b>Power tools</b>								
Greenlee Textron*	56-57	2.0-4C	73%	97%	80%	86%	73%	76%
Greenlee Textron	11	1.0-4C	72%	97%	80%	89%	75%	66%
IlSCO Corp.	91	1.0-4C	76%	96%	44%	89%	62%	52%
Category averages:			74%	97%	68%	88%	70%	65%
<b>Raceway/cable tray/conduit</b>								
Calconduit	15	.33-4C	73%	96%	45%	75%	53%	45%

\*Native advertising  
Base = 120  
(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
<b>Safety equipment/apparel</b>								
Emergent Safety Supply	45	.25-4C	55%	94%	46%	80%	68%	42%
<b>Security products &amp; systems</b>								
Johnson Controls	43	.125-4C	49%	94%	49%	60%	51%	53%
Johnson Controls	89	1.0-4C	39%	87%	19%	35%	26%	19%
Category averages:			44%	91%	34%	48%	39%	36%
<b>Training/Safety organization</b>								
American Technical Publishers	45	.25-4C	51%	91%	46%	70%	57%	50%
<b>Vehicles</b>								
Ford Motor Co.	48-49	2.0-4C	75%	96%	68%	80%	54%	80%
<b>Wire &amp; cable</b>								
Encore Wire Corp.	85	1.0-4C	77%	93%	54%	82%	68%	55%
Southwire	43	.125-4C	64%	93%	68%	75%	60%	70%
SP Products	5	1.0-4C	71%	87%	47%	76%	62%	60%
Southwire	Cvr 4	1.0-4C	56%	87%	44%	73%	44%	46%
Category averages:			67%	90%	53%	77%	59%	58%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc.	29	1.0-4C	89%	98%	82%	91%	67%	81%
Allied Tube & Conduit	31	1.0-4C	86%	98%	73%	93%	73%	62%
Greenlee Textron*	56-57	2.0-4C	73%	97%	80%	86%	73%	76%
Greenlee Textron	11	1.0-4C	72%	97%	80%	89%	75%	66%
ICC	19	1.0-4C	63%	97%	35%	68%	40%	38%
Arlington Industries, Inc.	87	1.0-4C	89%	96%	82%	90%	71%	85%

\*Native advertising  
Base = 120  
(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
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>								
Arlington Industries, Inc.	71	1.0-4C	90%	95%	78%	84%	63%	83%
Arlington Industries, Inc.	41	1.0-4C	88%	94%	76%	86%	66%	79%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	92%	75%	87%	64%	73%
Category averages:			81%	96%	73%	86%	66%	71%
<b>Wire &amp; cable management</b>								
Arlington Industries, Inc.	87	1.0-4C	89%	96%	82%	90%	71%	85%
Calconduit	15	.33-4C	73%	96%	45%	75%	53%	45%
Encore Wire Corp.	85	1.0-4C	77%	93%	54%	82%	68%	55%
Southwire	Cvr 4	1.0-4C	56%	87%	44%	73%	44%	46%
Category averages:			74%	93%	56%	80%	59%	58%
<b>Wiring devices</b>								
Arlington Industries, Inc.	75	1.0-4C	86%	99%	85%	96%	72%	92%
HUBBELL TAYMAC	13	.50-4C	85%	98%	62%	87%	63%	69%
Arlington Industries, Inc.	21	1.0-4C	92%	96%	90%	89%	73%	92%
SP Products	5	1.0-4C	71%	87%	47%	76%	62%	60%
Category averages:			84%	95%	71%	87%	68%	78%

Base = 120



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



	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Alarm &amp; signal systems</b>												
Johnson Controls	43	.125-4C	49%	49%	9%	11%	6%	6%	4%	11%	4%	4%
Johnson Controls	89	1.0-4C	39%	26%	10%	0%	6%	0%	3%	6%	0%	0%
Category averages:			44%	38%	10%	6%	6%	3%	4%	9%	2%	2%
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc.	21	1.0-4C	92%	84%	7%	12%	10%	3%	12%	34%	8%	34%
Arlington Industries, Inc.	35	1.0-4C	92%	84%	9%	9%	10%	0%	13%	42%	7%	35%
Arlington Industries, Inc.	17	1.0-4C	90%	84%	10%	11%	8%	1%	13%	37%	8%	28%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	82%	8%	14%	4%	1%	11%	34%	8%	35%
Arlington Industries, Inc.	93	1.0-4C	85%	78%	7%	5%	11%	0%	11%	34%	2%	25%
Arlington Industries, Inc.	51	1.0-4C	79%	76%	5%	4%	7%	1%	16%	41%	4%	28%
Arlington Industries, Inc.	29	1.0-4C	89%	74%	7%	7%	7%	1%	17%	29%	4%	31%
Arlington Industries, Inc.	24-25	2.0-4C	92%	73%	6%	5%	5%	1%	14%	32%	5%	34%
Allied Moulded Products	69	1.0-4C	78%	70%	5%	7%	9%	0%	7%	30%	9%	14%
Konkore Fittings	73	1.0-4C	69%	70%	12%	15%	9%	1%	13%	28%	3%	12%
Orbit Industries	46	.50-4C	64%	70%	7%	2%	10%	2%	22%	37%	3%	20%
Arlington Industries, Inc.	7	1.0-4C	89%	69%	5%	8%	6%	2%	13%	27%	6%	31%

### 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 = 120  
(continued)

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b> <i>continued</i>												
Arlington Industries, Inc.	67	1.0-4C	84%	68%	5%	4%	5%	1%	12%	35%	3%	29%
Allied Moulded Products	43	.125-4C	43%	64%	10%	3%	3%	0%	21%	23%	0%	10%
Category averages:			81%	75%	7%	8%	7%	1%	14%	33%	5%	26%
<b>Circuit protection</b>												
Leviton Manufacturing	63	1.0-4C	86%	78%	14%	16%	18%	4%	16%	36%	5%	15%
Leviton Manufacturing	37	1.0-4C	77%	72%	7%	5%	7%	3%	20%	34%	3%	25%
Graybar	81	1.0-4C	63%	58%	5%	7%	8%	0%	10%	19%	0%	12%
Category averages:			75%	69%	9%	9%	11%	2%	15%	30%	3%	17%
<b>Computer software</b>												
Bluebeam	9	1.0-4C	48%	38%	12%	10%	10%	0%	2%	2%	0%	5%
<b>Contractor equipment</b>												
Home Depot	3	1.0-4C	73%	66%	7%	6%	6%	0%	16%	31%	4%	19%
HotBend	43	.125-4C	63%	63%	7%	8%	10%	3%	14%	19%	2%	8%
United Rentals	42	.125-2C	56%	60%	6%	10%	6%	4%	15%	17%	8%	6%
United Rentals	27	1.0-4C	65%	58%	3%	10%	17%	2%	13%	12%	5%	7%
Associated Electric Products	43	.125-4C	49%	44%	9%	7%	2%	0%	9%	16%	0%	7%
Category averages:			61%	58%	6%	8%	8%	2%	13%	19%	4%	9%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	43	.125-4C	44%	23%	5%	5%	3%	0%	8%	3%	0%	0%
<b>Data comm equipment</b>												
ICC	19	1.0-4C	63%	46%	8%	3%	9%	2%	6%	17%	5%	11%
Base = 120 (continued)												

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Distribution equipment</b>												
Graybar	81	1.0-4C	63%	58%	5%	7%	8%	0%	10%	19%	0%	12%
<b>Electrical distributor (incl. low volt.)</b>												
Walters Wholesale Electric	44	.25-4C	34%	61%	6%	12%	6%	0%	12%	18%	3%	6%
<b>Fasteners, hangers, clamps, supports</b>												
Allied Tube & Conduit	31	1.0-4C	86%	76%	7%	12%	12%	1%	15%	29%	6%	17%
Allied Moulded Products	69	1.0-4C	78%	70%	5%	7%	9%	0%	7%	30%	9%	14%
Arlington Industries, Inc.	61	1.0-4C	81%	69%	6%	5%	8%	3%	19%	36%	3%	23%
SP Products	5	1.0-4C	71%	66%	7%	10%	18%	0%	15%	29%	1%	16%
Allied Moulded Products	43	.125-4C	43%	64%	10%	3%	3%	0%	21%	23%	0%	10%
Category averages:			72%	69%	7%	7%	10%	1%	15%	29%	4%	16%
<b>Hand tools</b>												
Home Depot	3	1.0-4C	73%	66%	7%	6%	6%	0%	16%	31%	4%	19%
HotBend	43	.125-4C	63%	63%	7%	8%	10%	3%	14%	19%	2%	8%
Category averages:			68%	65%	7%	7%	8%	2%	15%	25%	3%	14%
<b>Lighting controls</b>												
Focal Point	Insert	4C	60%	32%	7%	3%	5%	0%	5%	10%	2%	0%
<b>Lighting products/fixtures</b>												
SYLVANIA LEDVANCE	43	.125-4C	45%	48%	10%	0%	5%	0%	12%	24%	0%	12%
1000 LED	45	.25-4C	58%	44%	11%	6%	9%	2%	2%	19%	4%	9%
Topaz	45	.25-4C	51%	42%	4%	0%	6%	0%	6%	19%	0%	8%
Focal Point	Insert	4C	60%	32%	7%	3%	5%	0%	5%	10%	2%	0%
Category averages:			54%	42%	8%	2%	6%	1%	6%	18%	2%	7%

Base = 120  
(continued)

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Meters/instru (test) power &amp; low volt.</b>												
FLIR	43	.125-4C	57%	67%	14%	16%	14%	0%	8%	16%	4%	6%
FLIR	39	1.0-4C	79%	60%	13%	11%	15%	4%	4%	21%	5%	5%
Category averages:			68%	64%	14%	14%	15%	2%	6%	19%	5%	6%
<b>Power tools</b>												
Greenlee Textron*	56-57	2.0-4C	73%	73%	9%	21%	14%	1%	6%	21%	4%	13%
IlSCO Corp.	91	1.0-4C	76%	70%	14%	19%	13%	5%	8%	24%	4%	9%
Greenlee Textron	11	1.0-4C	72%	65%	7%	21%	11%	1%	7%	18%	1%	7%
Category averages:			74%	69%	10%	20%	13%	2%	7%	21%	3%	10%
<b>Raceway/cable tray/conduit</b>												
Calconduit	15	.33-4C	73%	54%	8%	5%	5%	0%	11%	25%	3%	13%
<b>Safety equipment/apparel</b>												
Emergent Safety Supply	45	.25-4C	55%	72%	12%	14%	18%	0%	8%	28%	2%	8%
<b>Security products &amp; systems</b>												
Johnson Controls	43	.125-4C	49%	49%	9%	11%	6%	6%	4%	11%	4%	4%
Johnson Controls	89	1.0-4C	39%	26%	10%	0%	6%	0%	3%	6%	0%	0%
Category averages:			44%	38%	10%	6%	6%	3%	4%	9%	2%	2%
<b>Training/Safety organization</b>												
American Technical Publishers	45	.25-4C	51%	63%	13%	17%	15%	2%	7%	11%	7%	4%
<b>Vehicles</b>												
Ford Motor Co.	48-49	2.0-4C	75%	52%	8%	15%	4%	1%	6%	21%	6%	8%
												*Native advertising Base = 120 (continued)

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



	Page	Size & Color	Exposure Recall Seeing	Involvement <b>One or More Buying Actions</b>	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable</b>												
Encore Wire Corp.	85	1.0-4C	77%	75%	6%	14%	10%	0%	13%	30%	6%	20%
SP Products	5	1.0-4C	71%	66%	7%	10%	18%	0%	15%	29%	1%	16%
Southwire	43	.125-4C	64%	65%	9%	9%	5%	0%	14%	21%	4%	21%
Southwire	Cvr 4	1.0-4C	56%	46%	2%	6%	8%	0%	10%	23%	6%	8%
Category averages:			67%	63%	6%	10%	10%	0%	13%	26%	4%	16%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc.	87	1.0-4C	89%	82%	7%	9%	8%	1%	14%	33%	8%	37%
Arlington Industries, Inc.	71	1.0-4C	90%	77%	4%	1%	4%	0%	15%	30%	1%	43%
Allied Tube & Conduit	31	1.0-4C	86%	76%	7%	12%	12%	1%	15%	29%	6%	17%
Arlington Industries, Inc.	29	1.0-4C	89%	74%	7%	7%	7%	1%	17%	29%	4%	31%
Arlington Industries, Inc.	41	1.0-4C	88%	73%	4%	4%	6%	1%	15%	28%	1%	36%
Greenlee Textron*	56-57	2.0-4C	73%	73%	9%	21%	14%	1%	6%	21%	4%	13%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	71%	12%	10%	12%	3%	10%	32%	6%	21%
Greenlee Textron	11	1.0-4C	72%	65%	7%	21%	11%	1%	7%	18%	1%	7%
ICC	19	1.0-4C	63%	46%	8%	3%	9%	2%	6%	17%	5%	11%
Category averages:			81%	71%	7%	10%	9%	1%	12%	26%	4%	24%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc.	87	1.0-4C	89%	82%	7%	9%	8%	1%	14%	33%	8%	37%
Encore Wire Corp.	85	1.0-4C	77%	75%	6%	14%	10%	0%	13%	30%	6%	20%
Calconduit	15	.33-4C	73%	54%	8%	5%	5%	0%	11%	25%	3%	13%
Southwire	Cvr 4	1.0-4C	56%	46%	2%	6%	8%	0%	10%	23%	6%	8%
Category averages:			74%	64%	6%	9%	8%	0%	12%	28%	6%	20%
												*Native advertising Base = 120 (continued)

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

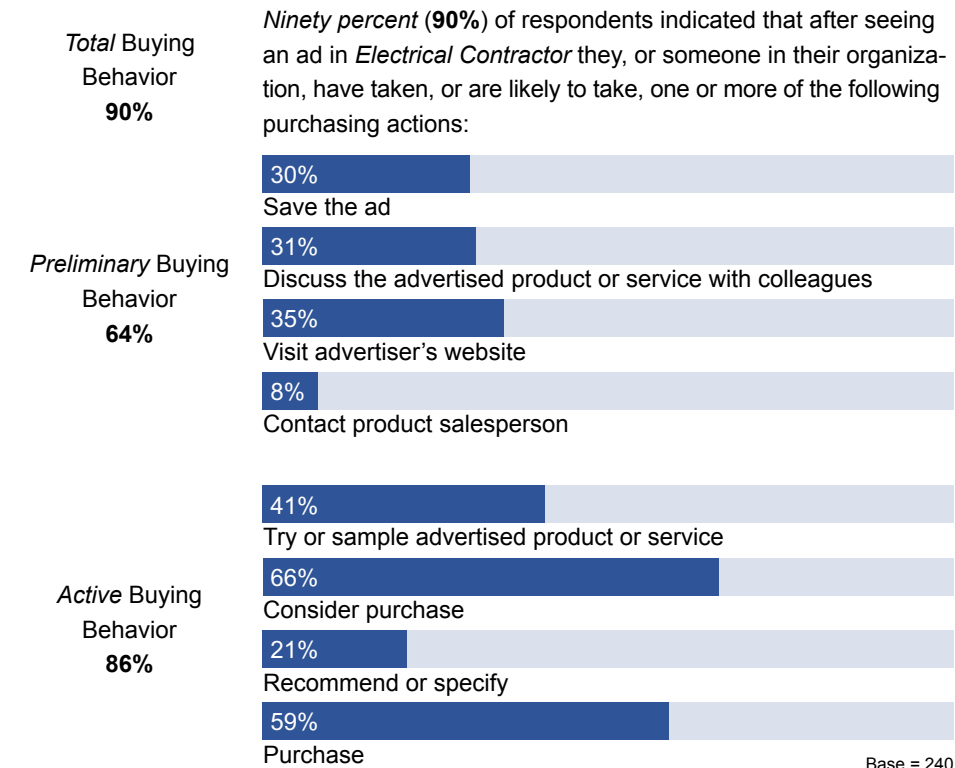
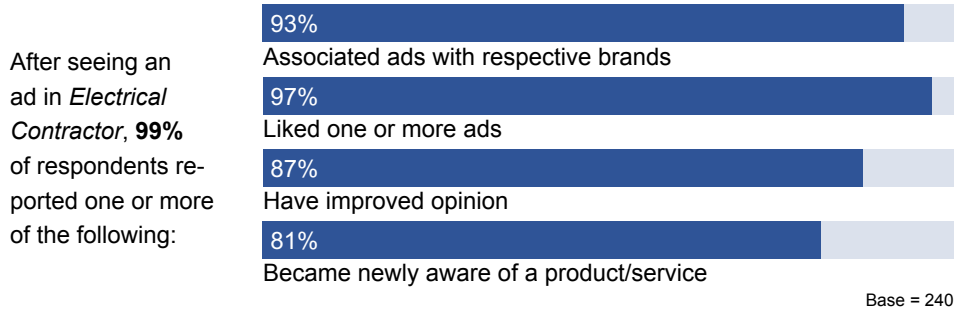


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wiring devices												
Arlington Industries, Inc.	75	1.0-4C	86%	86%	5%	1%	3%	0%	18%	32%	4%	49%
Arlington Industries, Inc.	21	1.0-4C	92%	84%	7%	12%	10%	3%	12%	34%	8%	34%
HUBBELL TAYMAC	13	.50-4C	85%	73%	7%	2%	3%	2%	15%	32%	8%	30%
SP Products	5	1.0-4C	71%	66%	7%	10%	18%	0%	15%	29%	1%	16%
Category averages:			84%	77%	7%	6%	9%	1%	15%	32%	5%	32%

## Demographics: Influence and Action Totals



### Total ad influence for all studied ads



### Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Insert	1	60%	53%	44%
Two pages	3	80%	55%	39%
One page	32	78%	58%	42%
One-half page	2	75%	63%	44%
One-third page	1	73%	48%	29%
One-fourth page	5	50%	52%	34%
One-eighth page	9	52%	51%	25%
<b>Issue averages:</b>		<b>70%</b>	<b>56%</b>	<b>38%</b>

Base = 120

### Primary business

Electrical contracting/low-voltage contracting . . . . .	87%
Engineering/architecture/consulting . . . . .	5%
Systems integration/consulting . . . . .	3%
Wholesaler/distributor . . . . .	1%
Other . . . . .	4%
No response . . . . .	0%

Base = 240

### Building types

<b>Commercial</b> . . . . .	85%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b> . . . . .	75%
Includes single family and multi-family	
<b>Industrial</b> . . . . .	61%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b> . . . . .	53%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Emerging/alternative energy sources</b> . . . . .	22%
Includes solar, wind, geothermal, etc.	
<b>Non-building</b> . . . . .	21%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
No response . . . . .	0%

Base = 240



Demographics *continued*

## Industry magazine readership

Ninety percent (90%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<b>Electrical Contractor</b>	<b>90%</b>	<b>79%</b>	<b>11%</b>	<b>6%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<i>EC&amp;M</i>	52%	44%	8%	8%	4%	1%	16%	19%
<i>Cabling Installation &amp; Maintenance</i>	10%	6%	4%	3%	1%	3%	46%	37%
<i>Security Magazine</i>	6%	4%	2%	3%	2%	5%	45%	39%
<i>Communications News</i>	5%	3%	2%	1%	3%	2%	48%	41%
<i>Security Dealer</i>	4%	3%	1%	3%	2%	4%	47%	40%

Base = 240

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-five percent (95%) 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	62%
Visited an advertiser's website for more information	61%
Recommended the purchase of products or services seen in ads or articles	57%
Discussed an advertisement with someone else in the company	37%
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	22%
Considered doing business with a company seen in ads or articles	20%
Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling	19%
Used the <i>Electrical Contractor</i> website to request further information	5%
Other	2%
No actions taken	5%
No response	0%

Base = 240

## Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	56%
Electrician (field), journeyman, technician, installer, serviceperson	18%
Management: project manager, superintendent, supervisor, foreman	14%
Estimator	4%
Purchasing agent, buyer	2%
Inspector	1%
Staff engineer, designer, electrical engineer	1%
Other	4%
No response	0%

Base = 240

## Building systems installed

Lighting	88%
Maintenance, service, repair	81%
Premises wiring	78%
Power quality systems (includes standby, co-gen, etc.)	62%
Security (includes CCTV, access/motion/intrusion systems)	54%
Fire/life safety systems	50%
Communications systems (VDV)	38%
Total building automation systems (includes HVAC, lighting)	33%
Alternative-energy systems	31%
Fiber optics	27%
None of the above	2%
No response	0%

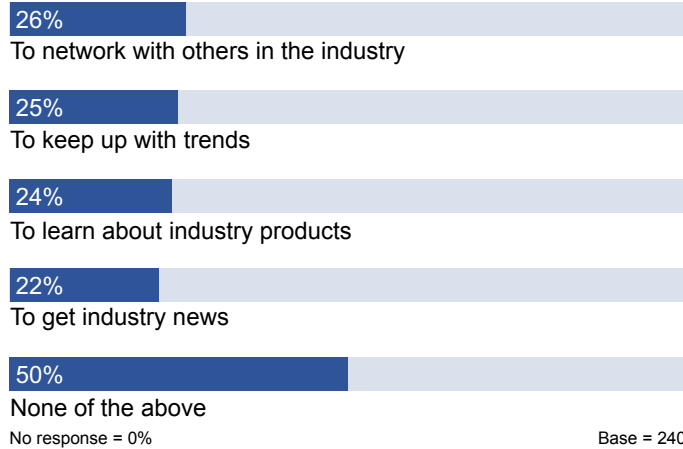
Base = 240

## Demographics: Social Media



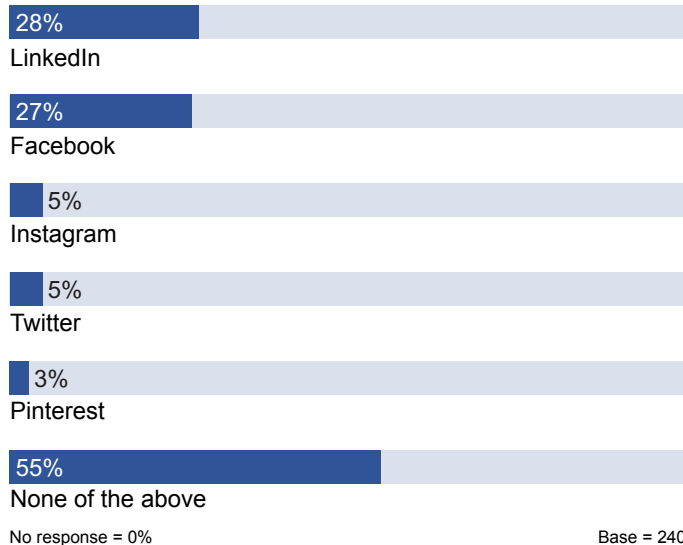
### Professional use of social media

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



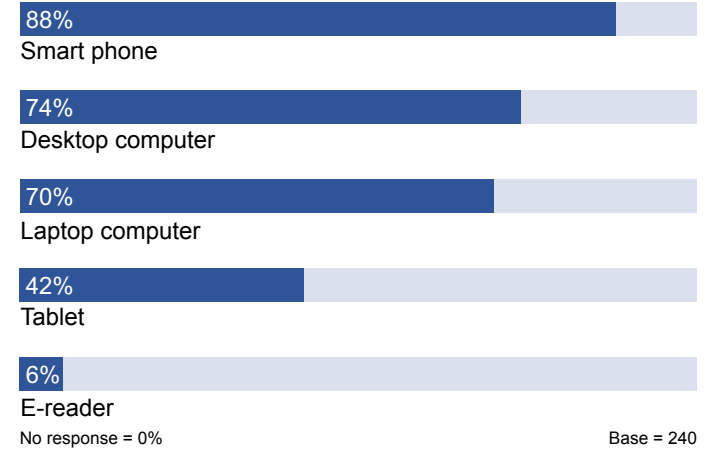
### Social media platforms used for work

*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.*



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

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

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

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

### Total Ad Recall *Audience Exposure*

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

### Total Ad Influence *Audience Engagement*

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

### Total Buying Action *Audience Involvement*

#### Preliminary Buying Action

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

#### Active Buying Action

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

**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 Worldwide<sup>SM</sup> Statement

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



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**ELECTRICAL  
CONTRACTOR**  
POWER & INTEGRATED BUILDING SYSTEMS

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

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

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

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