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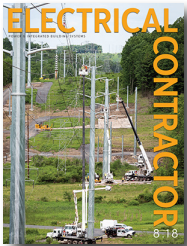
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mediaViewPro™

Complete Ad Campaign Analytics



August 2018

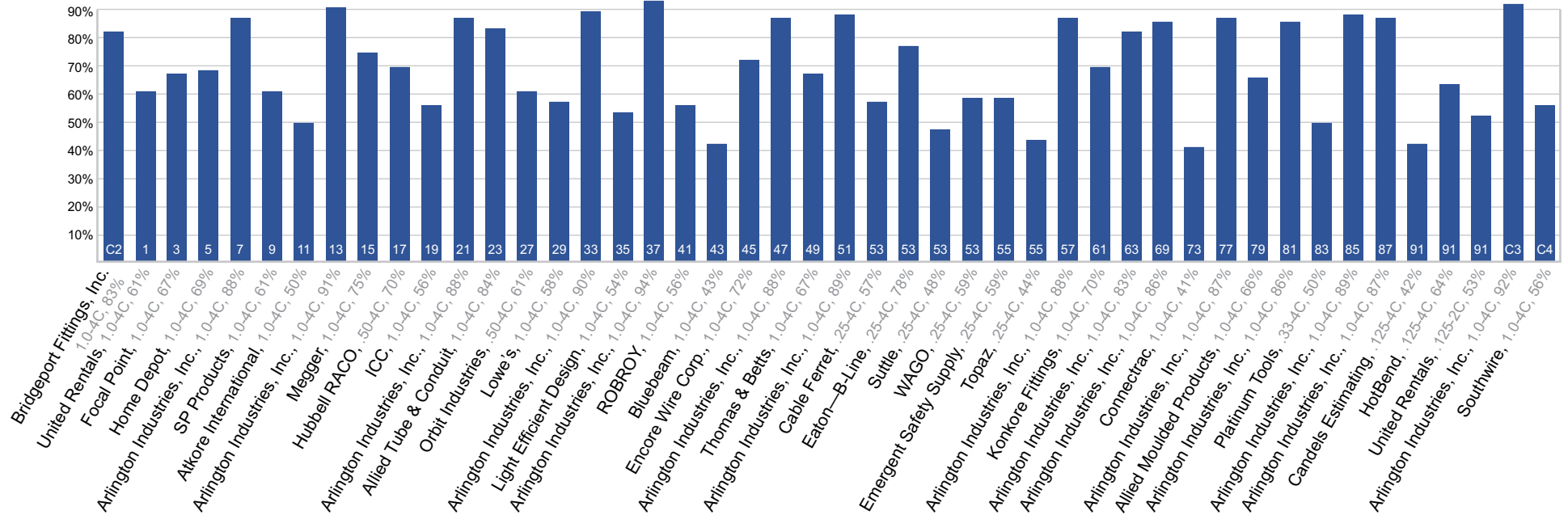
Independent Ad Performance News:

Advertising Exposure

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Executive Summary: Ad Traffic by Page Number



Base = 127

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.	89%	100%	Arlington Industries, Inc.	88%	81%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	89%	100%	Arlington Industries, Inc.	89%	80%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	88%	100%	Arlington Industries, Inc.	88%	80%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	87%	100%	Arlington Industries, Inc.	87%	80%
Arlington Industries, Inc.	89%	Eaton—B-Line	78%	100%	Arlington Industries, Inc.	86%	79%
Arlington Industries, Inc.	89%	Konkore Fittings	70%	100%	Arlington Industries, Inc.	92%	78%
Arlington Industries, Inc.	88%	WAGO	59%	100%	Arlington Industries, Inc.	87%	78%
Arlington Industries, Inc.	88%	Platinum Tools	50%	100%	Arlington Industries, Inc.	83%	77%
Arlington Industries, Inc.	88%	Connectrac	41%	100%	Arlington Industries, Inc.	90%	76%
Arlington Industries, Inc.	88%	Arlington Industries, Inc.	90%	99%	Arlington Industries, Inc.	89%	76%

Definitions of Scores



mediaViewPro™

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

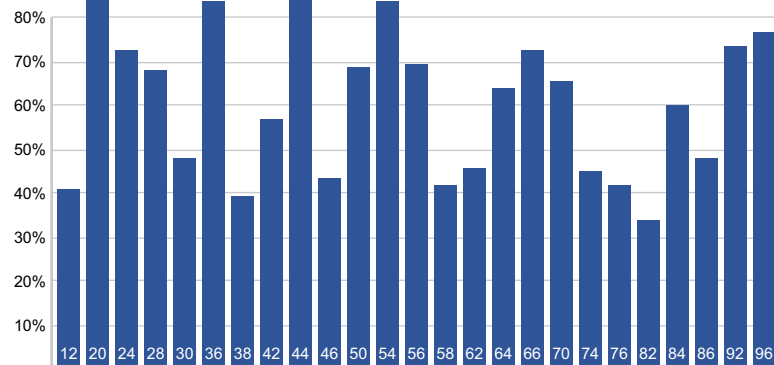
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either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

	Page Number	Recall Seeing	Read Some	Read Most
INDUSTRY WATCH: Electricraft Inc. wraps up waste...	12	41%	56%	26%
CODE FAQs: County fair GFCIs, documentation and more	20	85%	80%	71%
2018 Profile of the Electrical Contractor, Part 2: Getting...	24	73%	77%	50%
SERVICE/MAINTENANCE: Productivity begins with product	28	68%	75%	51%
Chicago Beats the Odds: The city's construction boom	30	48%	56%	41%
CODE APPLICATIONS: Overload or not?	36	84%	83%	76%
A First-Class Renovation: Morrow-Meadows Corp.	38	39%	54%	48%
YOUR BUSINESS: What can you do about turnover?	42	57%	74%	52%
CODE QUIZ: Grounding electrical systems	44	88%	84%	77%
Working Backwards to Plan Ahead: The last planner system	46	43%	67%	55%
PRODUCTS: Lamps	50	69%	74%	51%
NEW PRODUCTS	54	84%	80%	61%
RESIDENTIAL: Repair or replace?	56	70%	76%	68%
Powering Upstate: O'Connell Electric Co.	58	42%	62%	50%
INDUSTRIAL: A safe bet: Oklahoma Electrical Supply...	62	46%	52%	29%
ALTERNATIVE ENERGY: Solar power around the world	64	64%	63%	45%
CODE IN FOCUS: Motors, motor circuits and controllers...	66	73%	79%	74%
Common Ground: Protecting buried infrastructure	70	66%	80%	60%
SECURITY FOCUS: Maintain the perimeter	74	45%	51%	52%
FIBER OPTICS: Words to live by	76	42%	50%	43%
ON THE MARKET: Connecting corporations	82	34%	41%	43%
LIFE SAFETY QUIZ: Fire alarm survivability requirements	84	60%	72%	56%
INTEGRATED SYSTEMS PRODUCTS	86	48%	63%	50%
COOL TOOLS: Label tools	92	74%	77%	65%
CODE COMMENTS: Generator grounding essentials	96	77%	82%	70%

Base = 254

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



Readers comment on the magazine



Relevant, easy read, user-friendly layout loaded with valuable resources and information.

— CEO

I like to read about what's new out there in the electrical industry. I also like to see the advertisements for the equipment and tools.

— Supervisor of Electricians

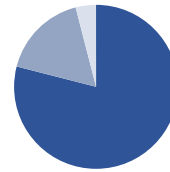
I have been reading it for years and find it interesting from cover to cover.

— Owner

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

Format preference

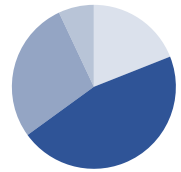
Print	79%
Print and digital	17%
Digital	4%
No response	0%



Base = 254

When read

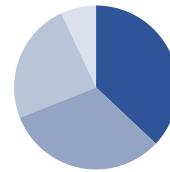
Same day the issue is received	19%
Within three days	46%
Within a week	28%
One week or later	7%
No response	0%



Base = 254

Time spent reading

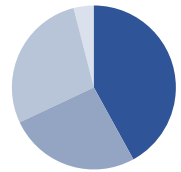
45 minutes or more	37%
30 - 44 minutes	32%
15 - 29 minutes	24%
Less than 15 minutes	7%
No response	0%



Base = 254

How often each issue is read

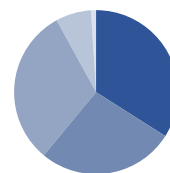
4 or more times	42%
3 times	26%
2 times	28%
1 time	4%
No response	0%



Base = 254

Respondents rate *Electrical Contractor*

Personal favorite	34%
Very important	27%
Important	31%
Somewhat important	7%
Not important	1%
No response	0%



Base = 254

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.3 other professionals.

1.3
Other
People

Base = 254

Editorial: Reading Habits *continued*



It helps keep me abreast of trends in the industry, shows products and or tools that I might not have considered or known about, refreshes knowledge of NEC.

— Proprietor

Forward-trending articles about relevant topics with regard to our industry.

— Owner

I really like the new products that are advertised throughout the magazine.

— Estimator

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
Electrical Contractor	90%	79%	11%	6%	4%	0%	0%	0%
EC&M	55%	47%	8%	5%	3%	2%	18%	17%
Cabling Installation & Maintenance	7%	5%	2%	2%	1%	2%	50%	38%
Security Dealer	4%	4%	0%	3%	0%	3%	49%	41%
Security Magazine	4%	3%	1%	2%	1%	3%	48%	42%
Communications News	3%	2%	1%	2%	0%	2%	51%	42%

Base = 254

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

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




I look forward to the new products and the code section.
— Owner

Touches on things we're currently doing, should be doing, or need to start doing.
— President

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.

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	37	1.0-4C	94%	64%	53%	98%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	92%	65%	50%	97%	78%
Arlington Industries, Inc.	33	1.0-4C	90%	61%	56%	99%	76%
Arlington Industries, Inc.	85	1.0-4C	89%	76%	62%	100%	80%
Arlington Industries, Inc.	51	1.0-4C	89%	66%	53%	100%	76%
Arlington Industries, Inc.	7	1.0-4C	88%	77%	62%	97%	81%
Arlington Industries, Inc.	21	1.0-4C	88%	63%	56%	99%	73%
Arlington Industries, Inc.	77	1.0-4C	87%	68%	63%	100%	80%
Arlington Industries, Inc.	81	1.0-4C	86%	76%	60%	98%	79%
Arlington Industries, Inc.	69	1.0-4C	86%	66%	51%	99%	76%
Arlington Industries, Inc.	63	1.0-4C	83%	71%	56%	98%	77%
Hubbell RACO	17	.50-4C	70%	66%	39%	96%	59%
Konkore Fittings	61	1.0-4C	70%	46%	38%	100%	61%
Allied Moulded Products	79	1.0-4C	66%	59%	46%	96%	63%
Orbit Industries	27	.50-4C	61%	54%	36%	97%	48%
Suttle	53	.25-4C	48%	50%	33%	92%	48%
Category averages:			80%	64%	51%	98%	71%
Circuit protection							
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	54%	50%	96%	70%
Computer software							
Bluebeam	43	1.0-4C	43%	28%	17%	98%	24%
Contractor equipment							
Home Depot	5	1.0-4C	69%	46%	47%	91%	64%
HotBend	91	.125-4C	64%	52%	39%	96%	63%

(continued)

Base = 127

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



Like to check out new items, read about new happenings in the electrical field, and new techniques on installations, also what companies are doing what in the industry

— Owner

[I read Electrical Contractor to] stay up-to-date on NEC code, new materials, methods, tools, and ideas.

— Superintendent

Helps me stay in touch with new products and where they can be used.

— Electrician Mgr. Estimator

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Contractor equipment <i>continued</i>							
United Rentals	1	1.0-4C	61%	48%	24%	87%	51%
Cable Ferret	53	.25-4C	57%	51%	34%	95%	62%
United Rentals	91	.125-2C	53%	51%	19%	97%	50%
Category averages:			61%	50%	33%	93%	58%
Contractor services (incl. rental & mechanical)							
Candels Estimating	91	.125-4C	42%	33%	14%	88%	28%
Data comm equipment							
ICC	19	1.0-4C	56%	55%	13%	88%	47%
Connectrac	73	1.0-4C	41%	41%	35%	100%	32%
Category averages:			49%	48%	24%	94%	40%
Electrical distributor (incl. low volt.)							
Lowe's	29	1.0-4C	58%	45%	23%	92%	52%
Electronic equipment							
Cable Ferret	53	.25-4C	57%	51%	34%	95%	62%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	85	1.0-4C	89%	76%	62%	100%	80%
Arlington Industries, Inc.	47	1.0-4C	88%	74%	52%	100%	72%
Arlington Industries, Inc.	77	1.0-4C	87%	68%	63%	100%	80%
Arlington Industries, Inc.	69	1.0-4C	86%	66%	51%	99%	76%
Eaton—B-Line	53	.25-4C	78%	64%	38%	100%	62%
Allied Moulded Products	79	1.0-4C	66%	59%	46%	96%	63%
SP Products	9	1.0-4C	61%	48%	45%	98%	46%

(continued)

Base = 127

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

Operating our business in a rural area doesn't always give us ample opportunity to collaborate with our peers. With EC Magazine we can keep up with current trends, have access to new products that we can recommend to our suppliers and customers, and have a resource to help us diagnose and correct field issues that are new to us based on the constant changes in technology.

— Owner

[I read Electrical Contractor for] continuing education and tech/product advancements.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Fasteners, hangers, clamps, supports <i>continued</i>							
Atkore International	11	1.0-4C	50%	52%	35%	94%	48%
Platinum Tools	83	.33-4C	50%	50%	48%	100%	56%
Category averages:			73%	62%	49%	99%	65%
Hand tools							
HotBend	91	.125-4C	64%	52%	39%	96%	63%
Home automation							
Suttle	53	.25-4C	48%	50%	33%	92%	48%
Lighting controls							
Focal Point	3	1.0-4C	67%	55%	49%	94%	46%
Lighting products/fixtures							
Focal Point	3	1.0-4C	67%	55%	49%	94%	46%
Light Efficient Design	35	1.0-4C	54%	52%	46%	98%	62%
Topaz	55	.25-4C	44%	43%	37%	96%	47%
Category averages:			55%	50%	44%	96%	52%
Meters/instru (test) power & low volt.							
Megger	15	1.0-4C	75%	67%	46%	90%	62%
Platinum Tools	83	.33-4C	50%	50%	48%	100%	56%
Category averages:			63%	59%	47%	95%	59%
Raceway/cable tray/conduit							
Allied Tube & Conduit	23	1.0-4C	84%	71%	40%	99%	75%
Connectrac	73	1.0-4C	41%	41%	35%	100%	32%
Category averages:			63%	56%	38%	100%	54%

(continued)

Base = 127

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



It keeps me up-to-date on growing trends and new products. I also learn how other contractors handle different aspects of the business.

— Owner

[I read Electrical Contractor to] look at the ads.

— President

Reading EC keeps me informed with new products and installation techniques. The code question and answers keep me on my toes to refresh my working knowledge.

— Electrician

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Safety equipment/apparel							
Emergent Safety Supply	55	.25-4C	59%	61%	25%	95%	64%
Wire & cable							
Encore Wire Corp.	45	1.0-4C	72%	56%	33%	94%	73%
Home Depot	5	1.0-4C	69%	46%	47%	91%	64%
SP Products	9	1.0-4C	61%	48%	45%	98%	46%
Southwire	Cvr 4	1.0-4C	56%	57%	34%	89%	61%
Atkore International	11	1.0-4C	50%	52%	35%	94%	48%
Category averages:			62%	52%	39%	93%	58%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	13	1.0-4C	91%	69%	56%	97%	74%
Arlington Industries, Inc.	7	1.0-4C	88%	77%	62%	97%	81%
Arlington Industries, Inc.	47	1.0-4C	88%	74%	52%	100%	72%
Arlington Industries, Inc.	57	1.0-4C	88%	70%	66%	98%	80%
Arlington Industries, Inc.	87	1.0-4C	87%	67%	53%	99%	78%
Allied Tube & Conduit	23	1.0-4C	84%	71%	40%	99%	75%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	66%	45%	96%	76%
WAGO	53	.25-4C	59%	78%	37%	100%	66%
ICC	19	1.0-4C	56%	55%	13%	88%	47%
Category averages:			80%	70%	47%	97%	72%
Wire & cable management							
Arlington Industries, Inc.	37	1.0-4C	94%	64%	53%	98%	74%
Arlington Industries, Inc.	47	1.0-4C	88%	74%	52%	100%	72%
Arlington Industries, Inc.	77	1.0-4C	87%	68%	63%	100%	80%
Arlington Industries, Inc.	87	1.0-4C	87%	67%	53%	99%	78%

(continued)

Base = 127

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



[I read Electrical Contractor to] keep up-to-date with latest products and news.

— VP

Has kept me up-to-date on code issues that may have been overlooked. Introduced me to new products that I haven't seen before.

— President

[I read Electrical Contractor for] important information about current trends, products, and concerns.

— Owner

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management <i>continued</i>							
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	54%	50%	96%	70%
Cable Ferret	53	.25-4C	57%	51%	34%	95%	62%
Southwire	Cvr 4	1.0-4C	56%	57%	34%	89%	61%
ROBROY	41	1.0-4C	56%	52%	17%	95%	60%
Connectrac	73	1.0-4C	41%	41%	35%	100%	32%
Category averages:			70%	59%	43%	97%	65%
Wiring devices							
SP Products	9	1.0-4C	61%	48%	45%	98%	46%
Suttle	53	.25-4C	48%	50%	33%	92%	48%
Category averages:			55%	49%	39%	95%	47%

Base = 127

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	85	1.0-4C	89%	100%	78%	98%	68%	83%
Arlington Industries, Inc.	51	1.0-4C	89%	100%	83%	94%	73%	81%
Arlington Industries, Inc.	77	1.0-4C	87%	100%	80%	98%	76%	85%
Konkore Fittings	61	1.0-4C	70%	100%	36%	87%	61%	43%
Arlington Industries, Inc.	33	1.0-4C	90%	99%	80%	93%	71%	78%
Arlington Industries, Inc.	21	1.0-4C	88%	99%	80%	92%	69%	84%
Arlington Industries, Inc.	69	1.0-4C	86%	99%	72%	96%	72%	76%
Arlington Industries, Inc.	37	1.0-4C	94%	98%	81%	90%	69%	75%
Arlington Industries, Inc.	81	1.0-4C	86%	98%	76%	95%	70%	83%
Arlington Industries, Inc.	63	1.0-4C	83%	98%	70%	91%	66%	66%
Arlington Industries, Inc.	Cvr 3	1.0-4C	92%	97%	78%	91%	74%	80%
Arlington Industries, Inc.	7	1.0-4C	88%	97%	86%	95%	71%	84%
Orbit Industries	27	.50-4C	61%	97%	36%	75%	46%	44%
Hubbell RACO	17	.50-4C	70%	96%	60%	74%	54%	54%
Allied Moulded Products	79	1.0-4C	66%	96%	47%	80%	61%	56%
Suttle	53	.25-4C	48%	92%	25%	58%	40%	25%
Category averages:			80%	98%	67%	88%	65%	69%
Circuit protection								
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	96%	66%	89%	70%	72%
Computer software								
Bluebeam	43	1.0-4C	43%	98%	16%	47%	29%	22%
Contractor equipment								
United Rentals	91	.125-2C	53%	97%	57%	64%	43%	64%
HotBend	91	.125-4C	64%	96%	38%	71%	53%	51%
<i>(continued)</i>								
Base = 127								

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.

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 <i>continued</i>								
Cable Ferret	53	.25-4C	57%	95%	32%	70%	48%	29%
Home Depot	5	1.0-4C	69%	91%	67%	76%	42%	82%
United Rentals	1	1.0-4C	61%	87%	46%	79%	50%	74%
Category averages:			61%	93%	48%	72%	47%	60%
Contractor services (incl. rental & mechanical)								
Candels Estimating	91	.125-4C	42%	88%	21%	42%	26%	33%
Data comm equipment								
Connectrac	73	1.0-4C	41%	100%	20%	52%	39%	23%
ICC	19	1.0-4C	56%	88%	29%	59%	46%	37%
Category averages:			49%	94%	25%	56%	43%	30%
Electrical distributor (incl. low volt.)								
Lowe's	29	1.0-4C	58%	92%	61%	62%	52%	67%
Electronic equipment								
Cable Ferret	53	.25-4C	57%	95%	32%	70%	48%	29%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	85	1.0-4C	89%	100%	78%	98%	68%	83%
Arlington Industries, Inc.	47	1.0-4C	88%	100%	78%	92%	71%	73%
Arlington Industries, Inc.	77	1.0-4C	87%	100%	80%	98%	76%	85%
Eaton—B-Line	53	.25-4C	78%	100%	56%	79%	59%	55%
Platinum Tools	83	.33-4C	50%	100%	31%	69%	56%	33%
Arlington Industries, Inc.	69	1.0-4C	86%	99%	72%	96%	72%	76%
SP Products	9	1.0-4C	61%	98%	33%	64%	36%	44%

(continued)

Base = 127

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
Fasteners, hangers, clamps, supports <i>continued</i>								
Allied Moulded Products	79	1.0-4C	66%	96%	47%	80%	61%	56%
Atkore International	11	1.0-4C	50%	94%	33%	65%	48%	33%
Category averages:			73%	99%	56%	82%	61%	60%
Hand tools								
HotBend	91	.125-4C	64%	96%	38%	71%	53%	51%
Home automation								
Suttle	53	.25-4C	48%	92%	25%	58%	40%	25%
Lighting controls								
Focal Point	3	1.0-4C	67%	94%	22%	64%	41%	28%
Lighting products/fixtures								
Light Efficient Design	35	1.0-4C	54%	98%	33%	82%	60%	27%
Topaz	55	.25-4C	44%	96%	30%	62%	32%	38%
Focal Point	3	1.0-4C	67%	94%	22%	64%	41%	28%
Category averages:			55%	96%	28%	69%	44%	31%
Meters/instru (test) power & low volt.								
Platinum Tools	83	.33-4C	50%	100%	31%	69%	56%	33%
Megger	15	1.0-4C	75%	90%	49%	77%	56%	61%
Category averages:			63%	95%	40%	73%	56%	47%
Raceway/cable tray/conduit								
Connectrac	73	1.0-4C	41%	100%	20%	52%	39%	23%
Allied Tube & Conduit	23	1.0-4C	84%	99%	59%	93%	74%	53%
Category averages:			63%	100%	40%	73%	57%	38%

(continued)

Base = 127

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
Safety equipment/apparel								
Emergent Safety Supply	55	.25-4C	59%	95%	28%	70%	54%	28%
Wire & cable								
SP Products	9	1.0-4C	61%	98%	33%	64%	36%	44%
Encore Wire Corp.	45	1.0-4C	72%	94%	63%	84%	69%	66%
Atkore International	11	1.0-4C	50%	94%	33%	65%	48%	33%
Home Depot	5	1.0-4C	69%	91%	67%	76%	42%	82%
Southwire	Cvr 4	1.0-4C	56%	89%	45%	66%	48%	47%
Category averages:			62%	93%	48%	71%	49%	54%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	47	1.0-4C	88%	100%	78%	92%	71%	73%
WAGO	53	.25-4C	59%	100%	66%	82%	59%	70%
Arlington Industries, Inc.	87	1.0-4C	87%	99%	86%	92%	73%	87%
Allied Tube & Conduit	23	1.0-4C	84%	99%	59%	93%	74%	53%
Arlington Industries, Inc.	57	1.0-4C	88%	98%	81%	94%	72%	87%
Arlington Industries, Inc.	13	1.0-4C	91%	97%	79%	91%	61%	81%
Arlington Industries, Inc.	7	1.0-4C	88%	97%	86%	95%	71%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	96%	64%	92%	71%	55%
ICC	19	1.0-4C	56%	88%	29%	59%	46%	37%
Category averages:			80%	97%	70%	88%	66%	70%
Wire & cable management								
Arlington Industries, Inc.	47	1.0-4C	88%	100%	78%	92%	71%	73%
Arlington Industries, Inc.	77	1.0-4C	87%	100%	80%	98%	76%	85%
Connectrac	73	1.0-4C	41%	100%	20%	52%	39%	23%
Arlington Industries, Inc.	87	1.0-4C	87%	99%	86%	92%	73%	87%
Arlington Industries, Inc.	37	1.0-4C	94%	98%	81%	90%	69%	75%

(continued)

Base = 127

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 <i>continued</i>								
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	96%	66%	89%	70%	72%
Cable Ferret	53	.25-4C	57%	95%	32%	70%	48%	29%
ROBROY	41	1.0-4C	56%	95%	43%	71%	62%	36%
Southwire	Cvr 4	1.0-4C	56%	89%	45%	66%	48%	47%
Category averages:			70%	97%	59%	80%	62%	59%
Wiring devices								
SP Products	9	1.0-4C	61%	98%	33%	64%	36%	44%
Suttle	53	.25-4C	48%	92%	25%	58%	40%	25%
Category averages:			55%	95%	29%	61%	38%	35%
Base = 127								

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	7	1.0-4C	88%	81%	6%	8%	9%	1%	12%	36%	5%	40%
Arlington Industries, Inc.	85	1.0-4C	89%	80%	4%	6%	11%	3%	19%	38%	5%	39%
Arlington Industries, Inc.	77	1.0-4C	87%	80%	6%	6%	11%	3%	15%	40%	6%	35%
Arlington Industries, Inc.	81	1.0-4C	86%	79%	5%	8%	9%	3%	19%	44%	7%	28%
Arlington Industries, Inc.	Cvr 3	1.0-4C	92%	78%	7%	13%	12%	1%	15%	34%	12%	32%
Arlington Industries, Inc.	63	1.0-4C	83%	77%	8%	9%	12%	5%	22%	41%	7%	24%
Arlington Industries, Inc.	33	1.0-4C	90%	76%	10%	12%	7%	0%	11%	39%	9%	29%
Arlington Industries, Inc.	51	1.0-4C	89%	76%	5%	9%	9%	1%	12%	34%	12%	32%
Arlington Industries, Inc.	69	1.0-4C	86%	76%	6%	4%	8%	2%	12%	37%	5%	33%
Arlington Industries, Inc.	37	1.0-4C	94%	74%	9%	12%	9%	0%	17%	34%	13%	30%
Arlington Industries, Inc.	21	1.0-4C	88%	73%	6%	15%	8%	1%	15%	34%	11%	31%
Allied Moulded Products	79	1.0-4C	66%	63%	3%	9%	11%	0%	9%	30%	13%	21%
Konkore Fittings	61	1.0-4C	70%	61%	9%	11%	12%	1%	13%	28%	9%	13%
Hubbell RACO	17	.50-4C	70%	59%	9%	4%	9%	1%	10%	26%	1%	14%
Orbit Industries	27	.50-4C	61%	48%	7%	7%	11%	3%	10%	25%	3%	7%
Suttle	53	.25-4C	48%	48%	10%	4%	12%	2%	10%	19%	2%	2%
Category averages:			80%	71%	7%	9%	10%	2%	14%	34%	8%	26%

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

Please see Definitions of Scores (3.0), and Methodology (9.1), for complete information.

(continued)

Base = 127

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Circuit protection												
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	70%	4%	4%	11%	1%	14%	28%	7%	30%
Computer software												
Bluebeam	43	1.0-4C	43%	24%	2%	2%	9%	0%	4%	4%	4%	7%
Contractor equipment												
Home Depot	5	1.0-4C	69%	64%	3%	5%	7%	0%	12%	17%	7%	45%
HotBend	91	.125-4C	64%	63%	7%	15%	11%	0%	10%	24%	8%	4%
Cable Ferret	53	.25-4C	57%	62%	6%	5%	14%	2%	10%	25%	5%	6%
United Rentals	1	1.0-4C	61%	51%	4%	7%	10%	4%	16%	16%	3%	7%
United Rentals	91	.125-2C	53%	50%	5%	2%	9%	3%	16%	14%	3%	7%
Category averages:			61%	58%	5%	7%	10%	2%	13%	19%	5%	14%
Contractor services (incl. rental & mechanical)												
Candels Estimating	91	.125-4C	42%	28%	2%	2%	9%	0%	5%	7%	0%	2%
Data comm equipment												
ICC	19	1.0-4C	56%	47%	10%	3%	10%	3%	8%	8%	0%	7%
Connectrac	73	1.0-4C	41%	32%	2%	5%	7%	0%	7%	9%	7%	7%
Category averages:			49%	40%	6%	4%	9%	2%	8%	9%	4%	7%
Electrical distributor (incl. low volt.)												
Lowe's	29	1.0-4C	58%	52%	3%	0%	13%	3%	10%	13%	2%	21%
Electronic equipment												
Cable Ferret	53	.25-4C	57%	62%	6%	5%	14%	2%	10%	25%	5%	6%

(continued)

Base = 127

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												
Arlington Industries, Inc.	85	1.0-4C	89%	80%	4%	6%	11%	3%	19%	38%	5%	39%
Arlington Industries, Inc.	77	1.0-4C	87%	80%	6%	6%	11%	3%	15%	40%	6%	35%
Arlington Industries, Inc.	69	1.0-4C	86%	76%	6%	4%	8%	2%	12%	37%	5%	33%
Arlington Industries, Inc.	47	1.0-4C	88%	72%	10%	10%	10%	1%	13%	34%	10%	29%
Allied Moulded Products	79	1.0-4C	66%	63%	3%	9%	11%	0%	9%	30%	13%	21%
Eaton—B-Line	53	.25-4C	78%	62%	9%	12%	9%	1%	8%	28%	8%	13%
Platinum Tools	83	.33-4C	50%	56%	6%	7%	7%	0%	7%	37%	7%	9%
Atkore International	11	1.0-4C	50%	48%	9%	4%	13%	2%	9%	20%	2%	4%
SP Products	9	1.0-4C	61%	46%	10%	7%	8%	0%	11%	16%	2%	11%
Category averages:			73%	65%	7%	7%	10%	1%	11%	31%	6%	22%
Hand tools												
HotBend	91	.125-4C	64%	63%	7%	15%	11%	0%	10%	24%	8%	4%
Home automation												
Suttle	53	.25-4C	48%	48%	10%	4%	12%	2%	10%	19%	2%	2%
Lighting controls												
Focal Point	3	1.0-4C	67%	46%	5%	8%	14%	3%	6%	14%	3%	5%
Lighting products/fixtures												
Light Efficient Design	35	1.0-4C	54%	62%	11%	5%	11%	7%	7%	27%	2%	5%
Topaz	55	.25-4C	44%	47%	4%	9%	4%	0%	13%	21%	6%	4%
Focal Point	3	1.0-4C	67%	46%	5%	8%	14%	3%	6%	14%	3%	5%
Category averages:			55%	52%	7%	7%	10%	3%	9%	21%	4%	5%

(continued)

Base = 127

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	15	1.0-4C	75%	62%	6%	10%	14%	3%	12%	21%	1%	10%
Platinum Tools	83	.33-4C	50%	56%	6%	7%	7%	0%	7%	37%	7%	9%
Category averages:			63%	59%	6%	9%	11%	2%	10%	29%	4%	10%
Raceway/cable tray/conduit												
Allied Tube & Conduit	23	1.0-4C	84%	75%	8%	7%	14%	2%	20%	39%	1%	16%
Connectrac	73	1.0-4C	41%	32%	2%	5%	7%	0%	7%	9%	7%	7%
Category averages:			63%	54%	5%	6%	11%	1%	14%	24%	4%	12%
Safety equipment/apparel												
Emergent Safety Supply	55	.25-4C	59%	64%	8%	7%	23%	2%	8%	26%	3%	5%
Wire & cable												
Encore Wire Corp.	45	1.0-4C	72%	73%	8%	1%	13%	4%	16%	21%	5%	25%
Home Depot	5	1.0-4C	69%	64%	3%	5%	7%	0%	12%	17%	7%	45%
Southwire	Cvr 4	1.0-4C	56%	61%	5%	6%	13%	3%	16%	22%	2%	14%
Atkore International	11	1.0-4C	50%	48%	9%	4%	13%	2%	9%	20%	2%	4%
SP Products	9	1.0-4C	61%	46%	10%	7%	8%	0%	11%	16%	2%	11%
Category averages:			62%	58%	7%	5%	11%	2%	13%	19%	4%	20%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	7	1.0-4C	88%	81%	6%	8%	9%	1%	12%	36%	5%	40%
Arlington Industries, Inc.	57	1.0-4C	88%	80%	5%	7%	7%	2%	20%	32%	6%	43%
Arlington Industries, Inc.	87	1.0-4C	87%	78%	9%	10%	7%	0%	14%	38%	8%	32%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	76%	8%	7%	10%	4%	23%	39%	4%	27%
Allied Tube & Conduit	23	1.0-4C	84%	75%	8%	7%	14%	2%	20%	39%	1%	16%
Arlington Industries, Inc.	13	1.0-4C	91%	74%	7%	8%	9%	3%	13%	36%	11%	33%

(continued)

Base = 127

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



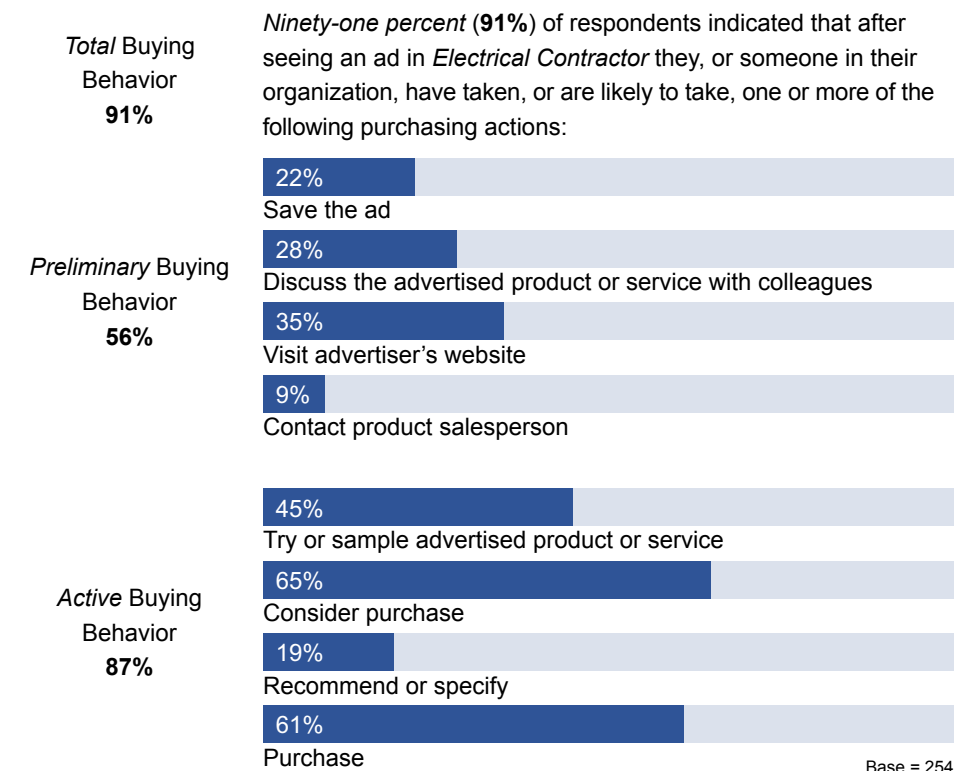
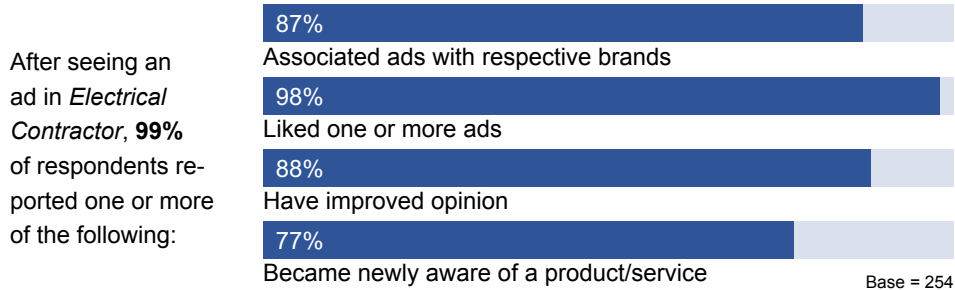
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable connectors/terminators <i>continued</i>												
Arlington Industries, Inc.	47	1.0-4C	88%	72%	10%	10%	10%	1%	13%	34%	10%	29%
WAGO	53	.25-4C	59%	66%	5%	10%	8%	2%	10%	26%	15%	25%
ICC	19	1.0-4C	56%	47%	10%	3%	10%	3%	8%	8%	0%	7%
Category averages:			80%	72%	8%	8%	9%	2%	15%	32%	7%	28%
Wire & cable management												
Arlington Industries, Inc.	77	1.0-4C	87%	80%	6%	6%	11%	3%	15%	40%	6%	35%
Arlington Industries, Inc.	87	1.0-4C	87%	78%	9%	10%	7%	0%	14%	38%	8%	32%
Arlington Industries, Inc.	37	1.0-4C	94%	74%	9%	12%	9%	0%	17%	34%	13%	30%
Arlington Industries, Inc.	47	1.0-4C	88%	72%	10%	10%	10%	1%	13%	34%	10%	29%
Thomas & Betts, a Member of the ABB Group	49	1.0-4C	67%	70%	4%	4%	11%	1%	14%	28%	7%	30%
Cable Ferret	53	.25-4C	57%	62%	6%	5%	14%	2%	10%	25%	5%	6%
Southwire	Cvr 4	1.0-4C	56%	61%	5%	6%	13%	3%	16%	22%	2%	14%
ROBROY	41	1.0-4C	56%	60%	16%	9%	12%	3%	5%	17%	0%	9%
Connectrac	73	1.0-4C	41%	32%	2%	5%	7%	0%	7%	9%	7%	7%
Category averages:			70%	65%	7%	7%	10%	1%	12%	27%	6%	21%
Wiring devices												
Suttle	53	.25-4C	48%	48%	10%	4%	12%	2%	10%	19%	2%	2%
SP Products	9	1.0-4C	61%	46%	10%	7%	8%	0%	11%	16%	2%	11%
Category averages:			55%	47%	10%	6%	10%	1%	11%	18%	2%	7%

Base = 127

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
One page	34	74%	60%	45%
One-half page	2	66%	60%	38%
One-third page	1	50%	50%	48%
One-fourth page	6	58%	58%	34%
One-eighth page	3	53%	45%	24%
Issue averages:		70%	58%	42%

Base = 127

Primary business

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

Base = 254

Building types

Commercial	87%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	76%
Includes single family and multi-family	
Industrial	58%
Includes manufacturing plants, power generation and utility	
Institutional	55%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	27%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	24%
Includes solar, wind, geothermal, etc.	
No response	0%

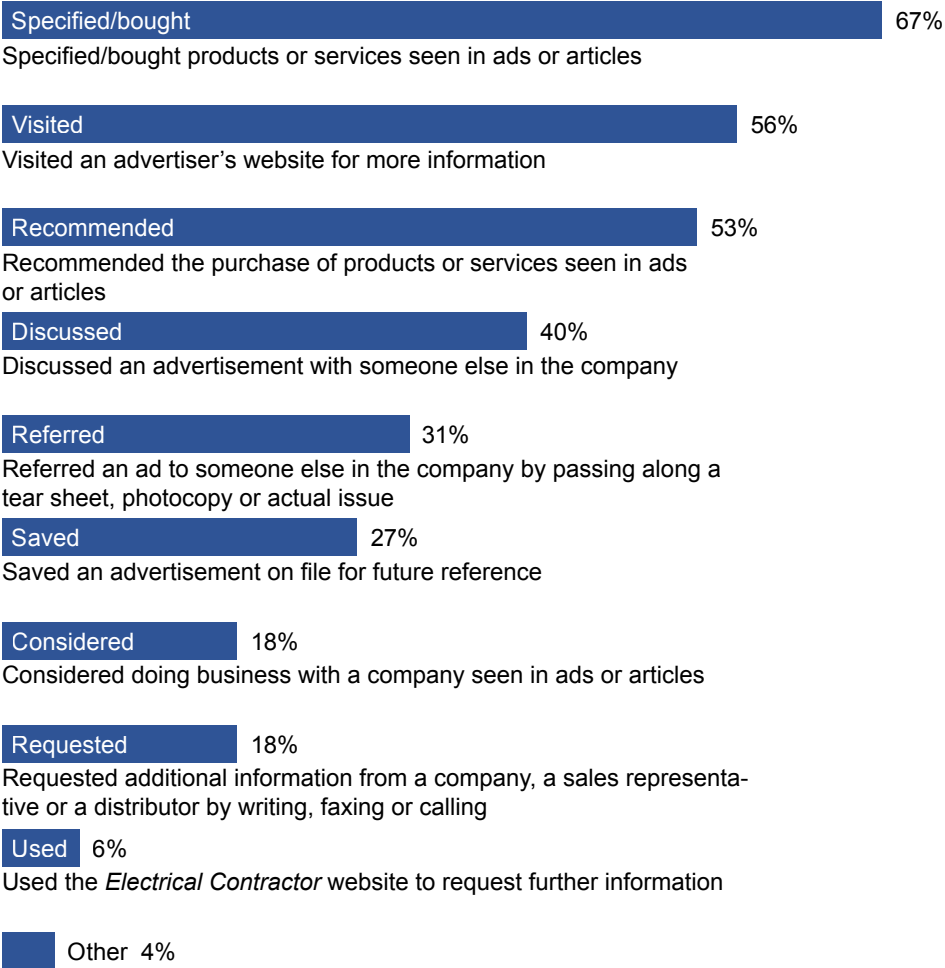
Base = 254

Demographics *continued*



Purchasing 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*.



No actions taken = 5%

No response = 0%

Base = 103

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	60%
Electrician (field), journeyman, technician, installer, serviceperson	17%
Management: project manager, superintendent, supervisor, foreman	14%
Estimator	4%
Inspector.	2%
Staff engineer, designer, electrical engineer.	1%
Other	2%
No response	0%

Base = 254

Building systems installed

Lighting	89%
Maintenance, service, repair	85%
Premises wiring	80%
Fire/life safety systems	60%
Power quality systems (includes standby, co-gen, etc.)	57%
Security (includes CCTV, access/motion/intrusion systems)	49%
Communications systems (VDV)	39%
Total building automation systems (includes HVAC, lighting).	37%
Alternative-energy systems	26%
Fiber optics	26%
None of the above	1%
No response	0%

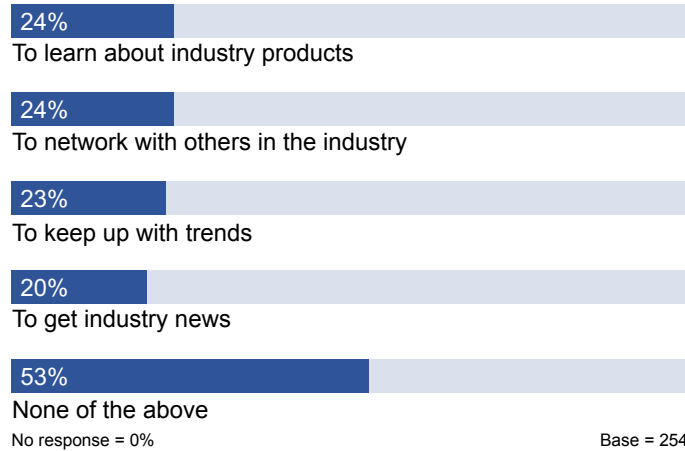
Base = 254

Demographics: Social Media



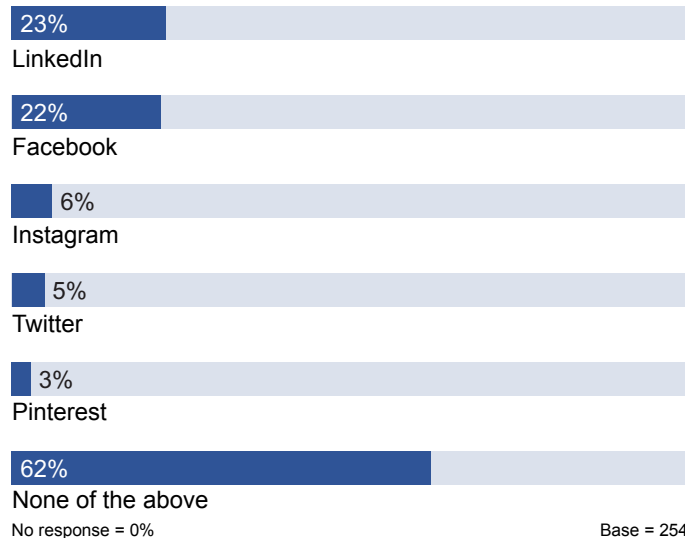
Professional use of social media

Forty-seven percent (47%) of *Electrical Contractor* respondents report one or more of these reasons for using social media.



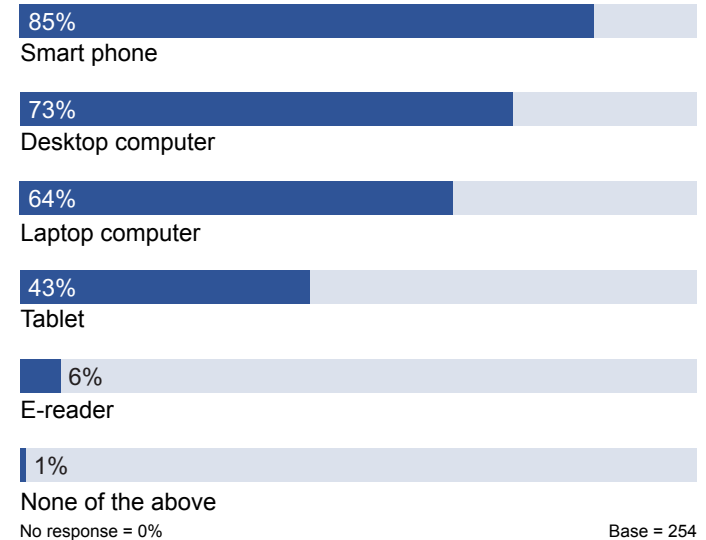
Social media platforms used for work

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

mediaViewPro™

Complete Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaView Pro* study programs are conducted on-line using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 80,084* 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.

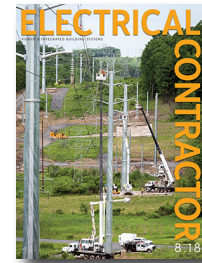
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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 survey is available upon request from BRC.

* June 2018 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.



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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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