

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

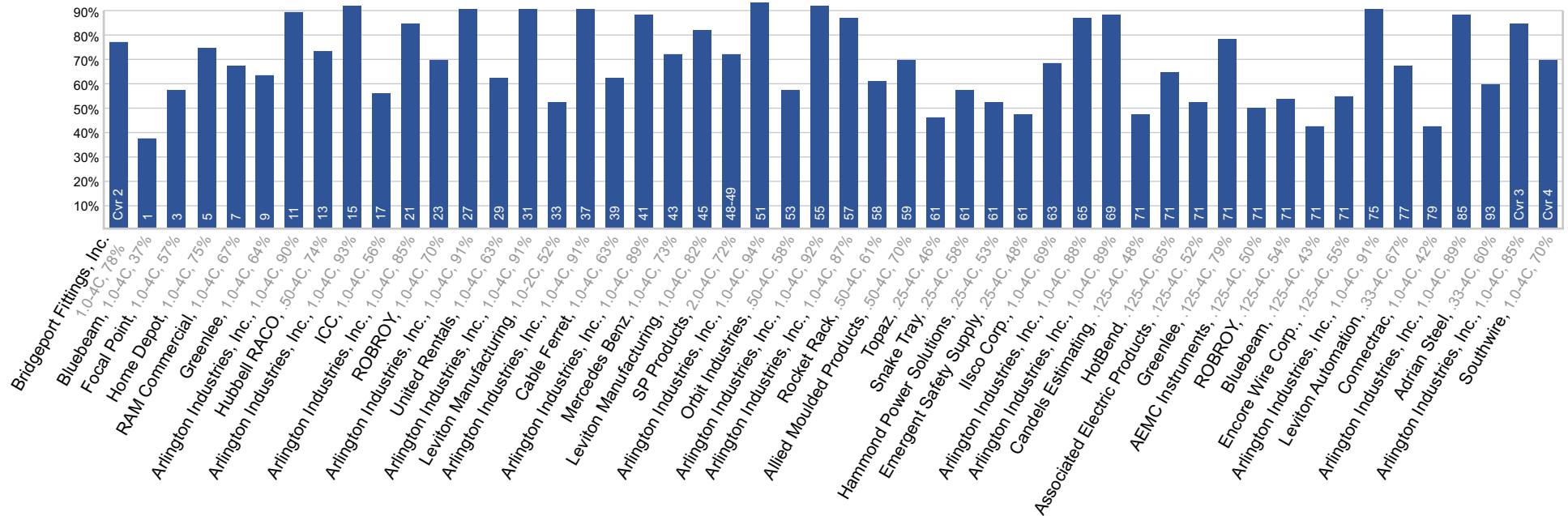
mediaView™
Pro Complete Ad Campaign Analytics



November 2018

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

Executive Summary: Ad Traffic by Page Number



Base = 111

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%	Leviton Manufacturing	82%	100%	Arlington Industries, Inc.	89%	87%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	91%	83%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	90%	99%	Arlington Industries, Inc.	85%	83%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	92%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	91%	98%	Arlington Industries, Inc.	93%	81%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	89%	98%	Arlington Industries, Inc.	89%	81%
Arlington Industries, Inc.	91%	ROBROY	70%	98%	Arlington Industries, Inc.	94%	80%
Arlington Industries, Inc.	90%	Cable Ferret	63%	98%	Arlington Industries, Inc.	91%	79%
Arlington Industries, Inc.	89%	Focal Point	57%	98%	Arlington Industries, Inc.	87%	79%
Arlington Industries, Inc.	89%	Hammond Power Solutions	53%	98%	Arlington Industries, Inc.	85%	79%

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.

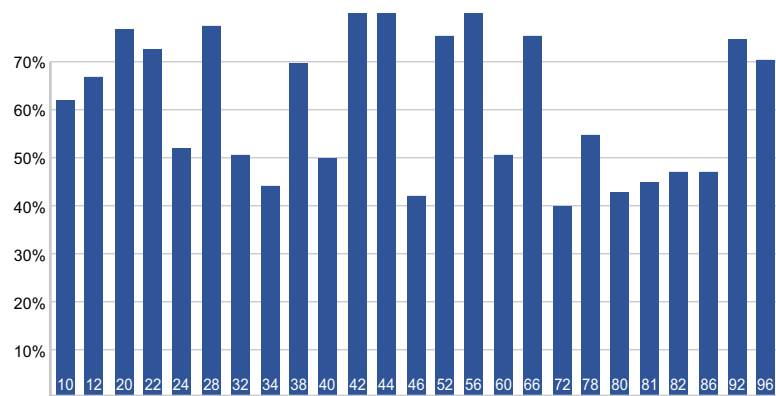
Total Buying Actions - Audience Involvement

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 10.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: Relax!	10	62%	71%	48%
INDUSTRY WATCH: After Hurricane Michael, ECs restore...	12	67%	64%	42%
LIGHTING: Going commercial	20	77%	73%	46%
ESTIMATING: Sweat the small stuff	22	73%	75%	51%
PROFILE: Nowhere to hide: Inventory management tool...	24	52%	67%	40%
CODE FAQs: Unused opening citation, tamper resistance...	28	78%	79%	68%
UTILITY BUSINESS: How smart is it?	32	51%	63%	44%
PROFILE: Juicing up wine country: Grafton Electric	34	44%	50%	27%
SAFETY QUIZ: Using tools and equipment safely	38	70%	76%	57%
LEGAL: But you promised!	40	50%	70%	51%
ARC FLASH SAFETY: Burning up	42	80%	75%	63%
CODE APPLICATIONS: Cable and conductor insulation	44	80%	78%	68%
PROFILE: App happy	46	42%	60%	44%
PRODUCTS: Tools and accessories	52	76%	82%	58%
NEW PRODUCTS	56	80%	76%	64%
PROFILE: Pedal to the metal: EVs hitting the road	60	51%	61%	42%
CODE IN FOCUS: Motors, motor circuits, and controllers...	66	76%	72%	58%
PROFILE: Capital sunshine: Kelly Electric and Constellation	72	40%	55%	41%
LIFE SAFETY SYSTEMS: Network connections	78	55%	53%	48%
SECURITY: Hit refresh	80	43%	53%	52%
TECHNOLOGY: A quiet but severe risk	81	45%	67%	40%
FIBER OPTICS: Out in the open	82	47%	57%	33%
INTEGRATED SYSTEMS PRODUCTS	86	47%	64%	47%
COOL TOOLS: Hole saws	92	75%	76%	58%
CODE COMMENTS: Here's your sign	96	71%	77%	65%

Base = 222

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



It is the pre-eminent publication in the industry.
— Owner

[I read Electrical Contractor for] current code topics, innovations, new and useful tools and equipment, business insights and supports. I've been in the electrical industry for over 50 years, still working and greatly enjoy many of the articles and ads and read EC regularly with great interest.

— President

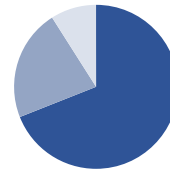
It showcases new advances in technology. New products from exciting new vendors.

— CEO

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

Format preference

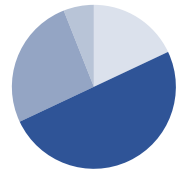
Print	69%
Print and digital	22%
Digital	9%
No response	0%



Base = 222

When read

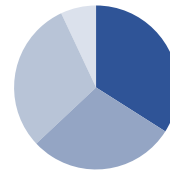
Same day the issue is received	18%
Within three days	50%
Within a week	26%
One week or later	6%
No response	0%



Base = 222

Time spent reading

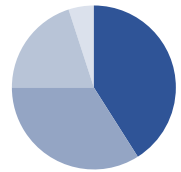
45 minutes or more.	34%
30 - 44 minutes.	29%
15 - 29 minutes.	30%
Less than 15 minutes	7%
No response	0%



Base = 222

How often each issue is read

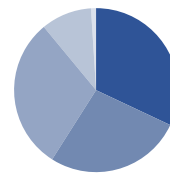
4 or more times.	41%
3 times	34%
2 times	20%
1 time	5%
No response	0%



Base = 222

Respondents rate *Electrical Contractor*

Personal favorite.	32%
Very important	27%
Important	30%
Somewhat important.	10%
Not important	1%
No response	0%



Base = 222

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.7 other professionals.

1.7
Other
People

Base = 222

Editorial: Reading Habits *continued*



The Electrical Contractor magazine is a great resource for many various items such as new products, how-tos, industry news, and code clarification. This magazine is an excellent resource for all electrical contractors.

— Owner

It keeps me informed of trends in the industry. Also, it is good to see stories on companies that push the envelope.

— Project Manager

I enjoy the code questions and the ads for new products.

— President

Industry magazine readership

Eighty-nine percent (89%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
Electrical Contractor	89%	75%	14%	9%	2%	0%	0%	0%
EC&M	52%	40%	12%	10%	4%	2%	25%	7%
Security Magazine	6%	4%	2%	2%	2%	1%	55%	34%
Security Dealer	5%	3%	2%	2%	1%	3%	56%	33%
Cabling Installation & Maintenance	4%	4%	0%	3%	5%	2%	56%	30%
Communications News	4%	2%	2%	1%	2%	1%	57%	35%

Base = 222

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



	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.	15	1.0-4C	93%	72%	46%	97%	81%
Arlington Industries, Inc.	55	1.0-4C	92%	66%	57%	98%	82%
Arlington Industries, Inc.	27	1.0-4C	91%	62%	48%	99%	77%
Arlington Industries, Inc.	31	1.0-4C	91%	59%	50%	98%	78%
Arlington Industries, Inc.	11	1.0-4C	90%	71%	50%	99%	78%
Arlington Industries, Inc.	69	1.0-4C	89%	67%	50%	93%	78%
Arlington Industries, Inc.	41	1.0-4C	89%	65%	55%	98%	81%
Arlington Industries, Inc.	57	1.0-4C	87%	64%	57%	92%	79%
Arlington Industries, Inc.	Cvr 3	1.0-4C	85%	69%	44%	91%	83%
Arlington Industries, Inc.	21	1.0-4C	85%	67%	58%	94%	79%
Hubbell RACO	13	.50-4C	74%	70%	42%	92%	79%
Allied Moulded Products	59	.50-4C	70%	67%	30%	92%	64%
Orbit Industries	53	.50-4C	58%	57%	42%	94%	62%
Category averages:			84%	66%	48%	95%	77%
Circuit protection							
Leviton Manufacturing	45	1.0-4C	82%	66%	41%	100%	74%
Leviton Manufacturing	33	1.0-2C	52%	75%	41%	94%	60%
Category averages:			67%	71%	41%	97%	67%
Computer software							
Bluebeam	71	.125-4C	43%	49%	38%	89%	32%
Bluebeam	1	1.0-4C	37%	35%	38%	92%	32%
Category averages:			40%	42%	38%	91%	32%
Contractor equipment							
Home Depot	5	1.0-4C	75%	52%	41%	91%	71%
HotBend	71	.125-4C	65%	52%	32%	93%	54%
<i>(continued)</i>							
							Base = 111

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.

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



[I read Electrical Contractor] to see new-est materials, methods, tips and refresh [my] understanding of codes. Also [to] refresh and learn new concepts of estimating and bidding projects as well as closing the sale and dealing with customers.

— Chief Estimator

Good source of information for current trends and relevant industry topics. Also like seeing new product advertisements.

— Lead Program Manager

I read Electrical Contractor to be more informed about products and services offered in my field of work.

— Owner Pres

	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>							
Cable Ferret	39	1.0-4C	63%	63%	43%	98%	68%
United Rentals	29	1.0-4C	63%	49%	45%	90%	57%
Associated Electric Products	71	.125-4C	52%	52%	37%	87%	43%
Category averages:			64%	54%	40%	92%	59%
Contractor services (incl. rental & mechanical)							
Home Depot	5	1.0-4C	75%	52%	41%	91%	71%
Candels Estimating	71	.125-4C	48%	40%	26%	93%	33%
Category averages:			62%	46%	34%	92%	52%
Data comm equipment							
ICC	17	1.0-4C	56%	39%	36%	96%	44%
Connectrac	79	1.0-4C	42%	48%	40%	95%	51%
Category averages:			49%	44%	38%	96%	48%
Electrical distributor (incl. low volt.)							
Home Depot	5	1.0-4C	75%	52%	41%	91%	71%
Electronic equipment							
Cable Ferret	39	1.0-4C	63%	63%	43%	98%	68%
Energy management							
Leviton Automation	77	.33-4C	67%	67%	40%	92%	68%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	11	1.0-4C	90%	71%	50%	99%	78%
Arlington Industries, Inc.	85	1.0-4C	89%	64%	46%	92%	87%

(continued)

Base = 111

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



I read it to keep up with new products, keep fresh with the code quiz, and to pick up new ideas.

— Owner

Since we live in a rural area I find all the new items useful. Have found deck plugs and floor box part numbers now stocked at our supply houses. Always like to see where the industry might be headed.

— Sec/Treas.

[I read Electrical Contractor for] interesting technical articles and code issues.

— 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>							
SP Products	48-49	2.0-4C	72%	60%	42%	91%	58%
Allied Moulded Products	59	.50-4C	70%	67%	30%	92%	64%
Rocket Rack	58	.50-4C	61%	61%	54%	96%	75%
Category averages:			76%	65%	44%	94%	72%
Hand tools							
HotBend	71	.125-4C	65%	52%	32%	93%	54%
Home automation							
Leviton Automation	77	.33-4C	67%	67%	40%	92%	68%
Lighting controls							
Leviton Automation	77	.33-4C	67%	67%	40%	92%	68%
Focal Point	3	1.0-4C	57%	63%	31%	98%	66%
Category averages:			62%	65%	36%	95%	67%
Lighting products/fixtures							
Focal Point	3	1.0-4C	57%	63%	31%	98%	66%
Topaz	61	.25-4C	46%	57%	46%	90%	43%
Category averages:			52%	60%	39%	94%	55%
Meters/instru (test) power & low volt.							
AEMC Instruments	71	.125-4C	50%	46%	39%	84%	43%
Power tools							
Greenlee	71	.125-4C	79%	59%	43%	96%	68%
IlSCO Corp.	63	1.0-4C	69%	57%	18%	97%	76%

(continued)

Base = 111

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



Keeps me updated on old ways, new ways, safety topics and lots more.

— Substation Leader

[I read Electrical Contractor to] keep up with industry changes, especially tools, materials, code and safety issues.

— Owner

It has very interesting and valuable information.

— Electrician

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Power tools <i>continued</i>							
Greenlee	9	1.0-4C	64%	59%	42%	97%	63%
Category averages:			71%	58%	34%	97%	69%
Raceway/cable tray/conduit							
Snake Tray	61	.25-4C	58%	48%	39%	96%	60%
Connectrac	79	1.0-4C	42%	48%	40%	95%	51%
Category averages:			50%	48%	40%	96%	56%
Safety equipment/apparel							
Emergent Safety Supply	61	.25-4C	48%	52%	36%	93%	43%
Transformers							
Hammond Power Solutions	61	.25-4C	53%	53%	46%	98%	68%
Vehicle equipment							
Adrian Steel	93	.33-4C	60%	40%	21%	91%	50%
Vehicles							
Mercedes Benz	43	1.0-4C	73%	44%	25%	91%	31%
RAM Commercial	7	1.0-4C	67%	39%	46%	88%	30%
Category averages:			70%	42%	36%	90%	31%
Wire & cable							
SP Products	48-49	2.0-4C	72%	60%	42%	91%	58%
Southwire	Cvr 4	1.0-4C	70%	56%	51%	94%	72%
Encore Wire Corp.	71	.125-4C	55%	42%	26%	94%	57%
Category averages:			66%	53%	40%	93%	62%

(continued)

Base = 111

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

I read it to keep up on the latest in electrical technology and industry advancements. Also to learn about new products and standards.

— Journeyman Electrician

I like the code articles and new product ads.

— Owner

[I read Electrical Contractor] to check on the latest trends, methods, and tools.

— President

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable connectors/terminators							
Arlington Industries, Inc.	51	1.0-4C	94%	59%	47%	95%	80%
Arlington Industries, Inc.	37	1.0-4C	91%	65%	51%	95%	83%
Arlington Industries, Inc.	75	1.0-4C	91%	60%	44%	95%	79%
Arlington Industries, Inc.	65	1.0-4C	88%	67%	47%	96%	76%
Greenlee	71	.125-4C	79%	59%	43%	96%	68%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	78%	64%	44%	96%	79%
Greenlee	9	1.0-4C	64%	59%	42%	97%	63%
ICC	17	1.0-4C	56%	39%	36%	96%	44%
Category averages:			80%	59%	44%	96%	72%
Wire & cable management							
Arlington Industries, Inc.	85	1.0-4C	89%	64%	46%	92%	87%
Arlington Industries, Inc.	65	1.0-4C	88%	67%	47%	96%	76%
ROBROY	23	1.0-4C	70%	51%	47%	98%	75%
Cable Ferret	39	1.0-4C	63%	63%	43%	98%	68%
Encore Wire Corp.	71	.125-4C	55%	42%	26%	94%	57%
ROBROY	71	.125-4C	54%	43%	48%	80%	43%
Connectrac	79	1.0-4C	42%	48%	40%	95%	51%
Category averages:			66%	54%	42%	93%	65%
Wiring devices							
Arlington Industries, Inc.	51	1.0-4C	94%	59%	47%	95%	80%
Arlington Industries, Inc.	15	1.0-4C	93%	72%	46%	97%	81%
Arlington Industries, Inc.	37	1.0-4C	91%	65%	51%	95%	83%
Arlington Industries, Inc.	11	1.0-4C	90%	71%	50%	99%	78%
Arlington Industries, Inc.	85	1.0-4C	89%	64%	46%	92%	87%
Arlington Industries, Inc.	65	1.0-4C	88%	67%	47%	96%	76%
SP Products	48-49	2.0-4C	72%	60%	42%	91%	58%
Category averages:			88%	65%	47%	95%	78%

Base = 111

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.	27	1.0-4C	91%	99%	77%	98%	68%	74%
Arlington Industries, Inc.	11	1.0-4C	90%	99%	76%	94%	71%	81%
Arlington Industries, Inc.	55	1.0-4C	92%	98%	81%	96%	72%	87%
Arlington Industries, Inc.	31	1.0-4C	91%	98%	80%	95%	70%	83%
Arlington Industries, Inc.	41	1.0-4C	89%	98%	80%	96%	74%	80%
Arlington Industries, Inc.	15	1.0-4C	93%	97%	74%	94%	73%	73%
Arlington Industries, Inc.	21	1.0-4C	85%	94%	78%	92%	67%	82%
Orbit Industries	53	.50-4C	58%	94%	42%	78%	54%	40%
Arlington Industries, Inc.	69	1.0-4C	89%	93%	69%	90%	69%	78%
Arlington Industries, Inc.	57	1.0-4C	87%	92%	75%	90%	70%	75%
Hubbell RACO	13	.50-4C	74%	92%	55%	83%	68%	46%
Allied Moulded Products	59	.50-4C	70%	92%	51%	81%	58%	66%
Arlington Industries, Inc.	Cvr 3	1.0-4C	85%	91%	71%	88%	76%	70%
Category averages:			84%	95%	70%	90%	68%	72%
Circuit protection								
Leviton Manufacturing	45	1.0-4C	82%	100%	69%	93%	60%	60%
Leviton Manufacturing	33	1.0-2C	52%	94%	71%	58%	54%	71%
Category averages:			67%	97%	70%	76%	57%	66%
Computer software								
Bluebeam	1	1.0-4C	37%	92%	29%	58%	34%	39%
Bluebeam	71	.125-4C	43%	89%	39%	66%	37%	42%
Category averages:			40%	91%	34%	62%	36%	41%
Contractor equipment								
Cable Ferret	39	1.0-4C	63%	98%	44%	89%	63%	33%
HotBend	71	.125-4C	65%	93%	53%	85%	46%	59%
<i>(continued)</i>								
Base = 111								

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>								
Home Depot	5	1.0-4C	75%	91%	67%	79%	46%	87%
United Rentals	29	1.0-4C	63%	90%	52%	65%	50%	57%
Associated Electric Products	71	.125-4C	52%	87%	37%	65%	43%	46%
Category averages:			64%	92%	51%	77%	50%	56%
Contractor services (incl. rental & mechanical)								
Candels Estimating	71	.125-4C	48%	93%	25%	60%	33%	23%
Home Depot	5	1.0-4C	75%	91%	67%	79%	46%	87%
Category averages:			62%	92%	46%	70%	40%	55%
Data comm equipment								
ICC	17	1.0-4C	56%	96%	36%	58%	40%	47%
Connectrac	79	1.0-4C	42%	95%	32%	70%	54%	38%
Category averages:			49%	96%	34%	64%	47%	43%
Electrical distributor (incl. low volt.)								
Home Depot	5	1.0-4C	75%	91%	67%	79%	46%	87%
Electronic equipment								
Cable Ferret	39	1.0-4C	63%	98%	44%	89%	63%	33%
Energy management								
Leviton Automation	77	.33-4C	67%	92%	76%	84%	60%	75%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	11	1.0-4C	90%	99%	76%	94%	71%	81%
Rocket Rack	58	.50-4C	61%	96%	54%	93%	75%	41%
<i>(continued)</i>								
Base = 111								

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>								
Arlington Industries, Inc.	85	1.0-4C	89%	92%	76%	92%	77%	84%
Allied Moulded Products	59	.50-4C	70%	92%	51%	81%	58%	66%
SP Products	48-49	2.0-4C	72%	91%	34%	73%	52%	43%
Category averages:			76%	94%	58%	87%	67%	63%
Hand tools								
HotBend	71	.125-4C	65%	93%	53%	85%	46%	59%
Home automation								
Leviton Automation	77	.33-4C	67%	92%	76%	84%	60%	75%
Lighting controls								
Focal Point	3	1.0-4C	57%	98%	42%	81%	66%	38%
Leviton Automation	77	.33-4C	67%	92%	76%	84%	60%	75%
Category averages:			62%	95%	59%	83%	63%	57%
Lighting products/fixtures								
Focal Point	3	1.0-4C	57%	98%	42%	81%	66%	38%
Topaz	61	.25-4C	46%	90%	28%	55%	40%	43%
Category averages:			52%	94%	35%	68%	53%	41%
Meters/instru (test) power & low volt.								
AEMC Instruments	71	.125-4C	50%	84%	32%	59%	41%	41%
Power tools								
IlSCO Corp.	63	1.0-4C	69%	97%	69%	92%	71%	65%
Greenlee	9	1.0-4C	64%	97%	60%	83%	65%	50%

(continued)

Base = 111

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
Power tools <i>continued</i>								
Greenlee	71	.125-4C	79%	96%	77%	90%	67%	81%
Category averages:			71%	97%	69%	88%	68%	65%
Raceway/cable tray/conduit								
Snake Tray	61	.25-4C	58%	96%	54%	80%	54%	58%
Connectrac	79	1.0-4C	42%	95%	32%	70%	54%	38%
Category averages:			50%	96%	43%	75%	54%	48%
Safety equipment/apparel								
Emergent Safety Supply	61	.25-4C	48%	93%	25%	57%	45%	30%
Transformers								
Hammond Power Solutions	61	.25-4C	53%	98%	41%	84%	57%	41%
Vehicle equipment								
Adrian Steel	93	.33-4C	60%	91%	48%	78%	53%	48%
Vehicles								
Mercedes Benz	43	1.0-4C	73%	91%	51%	67%	43%	58%
RAM Commercial	7	1.0-4C	67%	88%	67%	67%	39%	72%
Category averages:			70%	90%	59%	67%	41%	65%
Wire & cable								
Southwire	Cvr 4	1.0-4C	70%	94%	71%	88%	60%	53%
Encore Wire Corp.	71	.125-4C	55%	94%	53%	76%	57%	49%
SP Products	48-49	2.0-4C	72%	91%	34%	73%	52%	43%
Category averages:			66%	93%	53%	79%	56%	48%

(continued)

Base = 111

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 connectors/terminators								
Greenlee	9	1.0-4C	64%	97%	60%	83%	65%	50%
Arlington Industries, Inc.	65	1.0-4C	88%	96%	71%	91%	76%	71%
Greenlee	71	.125-4C	79%	96%	77%	90%	67%	81%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	78%	96%	73%	92%	67%	64%
ICC	17	1.0-4C	56%	96%	36%	58%	40%	47%
Arlington Industries, Inc.	51	1.0-4C	94%	95%	75%	90%	73%	78%
Arlington Industries, Inc.	37	1.0-4C	91%	95%	76%	92%	75%	78%
Arlington Industries, Inc.	75	1.0-4C	91%	95%	76%	94%	71%	84%
Category averages:			80%	96%	68%	86%	67%	69%
Wire & cable management								
ROBROY	23	1.0-4C	70%	98%	56%	90%	73%	48%
Cable Ferret	39	1.0-4C	63%	98%	44%	89%	63%	33%
Arlington Industries, Inc.	65	1.0-4C	88%	96%	71%	91%	76%	71%
Connectrac	79	1.0-4C	42%	95%	32%	70%	54%	38%
Encore Wire Corp.	71	.125-4C	55%	94%	53%	76%	57%	49%
Arlington Industries, Inc.	85	1.0-4C	89%	92%	76%	92%	77%	84%
ROBROY	71	.125-4C	54%	80%	26%	43%	30%	28%
Category averages:			66%	93%	51%	79%	61%	50%
Wiring devices								
Arlington Industries, Inc.	11	1.0-4C	90%	99%	76%	94%	71%	81%
Arlington Industries, Inc.	15	1.0-4C	93%	97%	74%	94%	73%	73%
Arlington Industries, Inc.	65	1.0-4C	88%	96%	71%	91%	76%	71%
Arlington Industries, Inc.	51	1.0-4C	94%	95%	75%	90%	73%	78%
Arlington Industries, Inc.	37	1.0-4C	91%	95%	76%	92%	75%	78%
Arlington Industries, Inc.	85	1.0-4C	89%	92%	76%	92%	77%	84%
SP Products	48-49	2.0-4C	72%	91%	34%	73%	52%	43%
Category averages:			88%	95%	69%	89%	71%	73%

Base = 111

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.	Cvr 3	1.0-4C	85%	83%	9%	17%	10%	4%	17%	30%	7%	38%
Arlington Industries, Inc.	55	1.0-4C	92%	82%	10%	12%	14%	7%	19%	34%	8%	39%
Arlington Industries, Inc.	15	1.0-4C	93%	81%	9%	14%	13%	8%	14%	40%	9%	33%
Arlington Industries, Inc.	41	1.0-4C	89%	81%	11%	11%	12%	6%	21%	37%	7%	32%
Arlington Industries, Inc.	57	1.0-4C	87%	79%	5%	13%	6%	0%	10%	29%	5%	45%
Arlington Industries, Inc.	21	1.0-4C	85%	79%	8%	15%	7%	4%	14%	28%	4%	47%
Hubbell RACO	13	.50-4C	74%	79%	7%	15%	10%	1%	24%	37%	3%	27%
Arlington Industries, Inc.	31	1.0-4C	91%	78%	9%	15%	9%	5%	14%	36%	7%	33%
Arlington Industries, Inc.	11	1.0-4C	90%	78%	11%	13%	12%	7%	15%	38%	8%	35%
Arlington Industries, Inc.	69	1.0-4C	89%	78%	6%	13%	8%	4%	13%	24%	6%	45%
Arlington Industries, Inc.	27	1.0-4C	91%	77%	10%	12%	7%	6%	16%	44%	6%	26%
Allied Moulded Products	59	.50-4C	70%	64%	8%	15%	7%	0%	10%	32%	7%	24%
Orbit Industries	53	.50-4C	58%	62%	12%	14%	12%	6%	18%	30%	6%	12%
Category averages:			84%	77%	9%	14%	10%	4%	16%	34%	6%	34%

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 = 111

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Circuit protection												
Leviton Manufacturing	45	1.0-4C	82%	74%	19%	15%	14%	6%	17%	35%	6%	18%
Leviton Manufacturing	33	1.0-2C	52%	60%	6%	4%	10%	4%	4%	21%	4%	27%
Category averages:			67%	67%	13%	10%	12%	5%	11%	28%	5%	23%
Computer software												
Bluebeam	71	.125-4C	43%	32%	11%	0%	3%	3%	3%	13%	3%	3%
Bluebeam	1	1.0-4C	37%	32%	5%	8%	5%	3%	8%	11%	5%	13%
Category averages:			40%	32%	8%	4%	4%	3%	6%	12%	4%	8%
Contractor equipment												
Home Depot	5	1.0-4C	75%	71%	5%	11%	8%	1%	12%	20%	1%	42%
Cable Ferret	39	1.0-4C	63%	68%	9%	11%	21%	5%	19%	33%	4%	14%
United Rentals	29	1.0-4C	63%	57%	7%	5%	7%	5%	28%	15%	7%	17%
HotBend	71	.125-4C	65%	54%	15%	8%	12%	3%	14%	20%	5%	10%
Associated Electric Products	71	.125-4C	52%	43%	4%	11%	4%	2%	9%	22%	2%	11%
Category averages:			64%	59%	8%	9%	10%	3%	16%	22%	4%	19%
Contractor services (incl. rental & mechanical)												
Home Depot	5	1.0-4C	75%	71%	5%	11%	8%	1%	12%	20%	1%	42%
Candels Estimating	71	.125-4C	48%	33%	10%	5%	8%	5%	3%	10%	0%	0%
Category averages:			62%	52%	8%	8%	8%	3%	8%	15%	1%	21%
Data comm equipment												
Connectrac	79	1.0-4C	42%	51%	11%	16%	8%	0%	14%	14%	5%	11%
ICC	17	1.0-4C	56%	44%	7%	7%	11%	2%	5%	18%	2%	13%
Category averages:			49%	48%	9%	12%	10%	1%	10%	16%	4%	12%

(continued)

Base = 111

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
Electrical distributor (incl. low volt.)												
Home Depot	5	1.0-4C	75%	71%	5%	11%	8%	1%	12%	20%	1%	42%
Electronic equipment												
Cable Ferret	39	1.0-4C	63%	68%	9%	11%	21%	5%	19%	33%	4%	14%
Energy management												
Leviton Automation	77	.33-4C	67%	68%	13%	10%	14%	8%	16%	30%	5%	17%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	85	1.0-4C	89%	87%	7%	11%	7%	2%	25%	30%	10%	42%
Arlington Industries, Inc.	11	1.0-4C	90%	78%	11%	13%	12%	7%	15%	38%	8%	35%
Rocket Rack	58	.50-4C	61%	75%	20%	14%	16%	5%	18%	39%	14%	14%
Allied Moulded Products	59	.50-4C	70%	64%	8%	15%	7%	0%	10%	32%	7%	24%
SP Products	48-49	2.0-4C	72%	58%	10%	13%	7%	6%	15%	24%	4%	10%
Category averages:			76%	72%	11%	13%	10%	4%	17%	33%	9%	25%
Hand tools												
HotBend	71	.125-4C	65%	54%	15%	8%	12%	3%	14%	20%	5%	10%
Home automation												
Leviton Automation	77	.33-4C	67%	68%	13%	10%	14%	8%	16%	30%	5%	17%
Lighting controls												
Leviton Automation	77	.33-4C	67%	68%	13%	10%	14%	8%	16%	30%	5%	17%
Focal Point	3	1.0-4C	57%	66%	15%	11%	21%	6%	15%	21%	11%	11%
Category averages:			62%	67%	14%	11%	18%	7%	16%	26%	8%	14%

(continued)

Base = 111

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Lighting products/fixtures												
Focal Point	3	1.0-4C	57%	66%	15%	11%	21%	6%	15%	21%	11%	11%
Topaz	61	.25-4C	46%	43%	8%	13%	5%	3%	8%	15%	5%	15%
Category averages:			52%	55%	12%	12%	13%	5%	12%	18%	8%	13%
Meters/instru (test) power & low volt.												
AEMC Instruments	71	.125-4C	50%	43%	9%	7%	7%	2%	9%	18%	5%	7%
Power tools												
IlSCO Corp.	63	1.0-4C	69%	76%	18%	13%	21%	8%	19%	23%	5%	15%
Greenlee	71	.125-4C	79%	68%	12%	13%	13%	4%	19%	30%	6%	19%
Greenlee	9	1.0-4C	64%	63%	13%	15%	13%	3%	7%	33%	3%	10%
Category averages:			71%	69%	14%	14%	16%	5%	15%	29%	5%	15%
Raceway/cable tray/conduit												
Snake Tray	61	.25-4C	58%	60%	12%	14%	20%	2%	8%	22%	6%	12%
Connectrac	79	1.0-4C	42%	51%	11%	16%	8%	0%	14%	14%	5%	11%
Category averages:			50%	56%	12%	15%	14%	1%	11%	18%	6%	12%
Safety equipment/apparel												
Emergent Safety Supply	61	.25-4C	48%	43%	14%	9%	7%	2%	7%	23%	2%	9%
Transformers												
Hammond Power Solutions	61	.25-4C	53%	68%	14%	11%	18%	5%	7%	25%	2%	9%
Vehicle equipment												
Adrian Steel	93	.33-4C	60%	50%	17%	7%	10%	0%	9%	21%	5%	7%

(continued)

Base = 111

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Vehicles												
Mercedes Benz	43	1.0-4C	73%	31%	4%	7%	6%	1%	0%	10%	3%	4%
RAM Commercial	7	1.0-4C	67%	30%	3%	6%	7%	0%	3%	12%	1%	9%
Category averages:			70%	31%	4%	7%	7%	1%	2%	11%	2%	7%
Wire & cable												
Southwire	Cvr 4	1.0-4C	70%	72%	12%	9%	7%	4%	12%	37%	9%	26%
SP Products	48-49	2.0-4C	72%	58%	10%	13%	7%	6%	15%	24%	4%	10%
Encore Wire Corp.	71	.125-4C	55%	57%	18%	8%	8%	4%	4%	24%	0%	14%
Category averages:			66%	62%	13%	10%	7%	5%	10%	28%	4%	17%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	37	1.0-4C	91%	83%	8%	16%	6%	4%	13%	25%	7%	43%
Arlington Industries, Inc.	51	1.0-4C	94%	80%	6%	16%	7%	1%	16%	27%	6%	43%
Arlington Industries, Inc.	75	1.0-4C	91%	79%	6%	9%	7%	0%	14%	22%	8%	48%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	78%	79%	7%	15%	15%	7%	22%	37%	8%	29%
Arlington Industries, Inc.	65	1.0-4C	88%	76%	6%	12%	5%	4%	17%	27%	4%	35%
Greenlee	71	.125-4C	79%	68%	12%	13%	13%	4%	19%	30%	6%	19%
Greenlee	9	1.0-4C	64%	63%	13%	15%	13%	3%	7%	33%	3%	10%
ICC	17	1.0-4C	56%	44%	7%	7%	11%	2%	5%	18%	2%	13%
Category averages:			80%	72%	8%	13%	10%	3%	14%	27%	6%	30%
Wire & cable management												
Arlington Industries, Inc.	85	1.0-4C	89%	87%	7%	11%	7%	2%	25%	30%	10%	42%
Arlington Industries, Inc.	65	1.0-4C	88%	76%	6%	12%	5%	4%	17%	27%	4%	35%
ROBROY	23	1.0-4C	70%	75%	13%	16%	11%	8%	17%	35%	6%	14%
Cable Ferret	39	1.0-4C	63%	68%	9%	11%	21%	5%	19%	33%	4%	14%
Encore Wire Corp.	71	.125-4C	55%	57%	18%	8%	8%	4%	4%	24%	0%	14%

(continued)

Base = 111

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

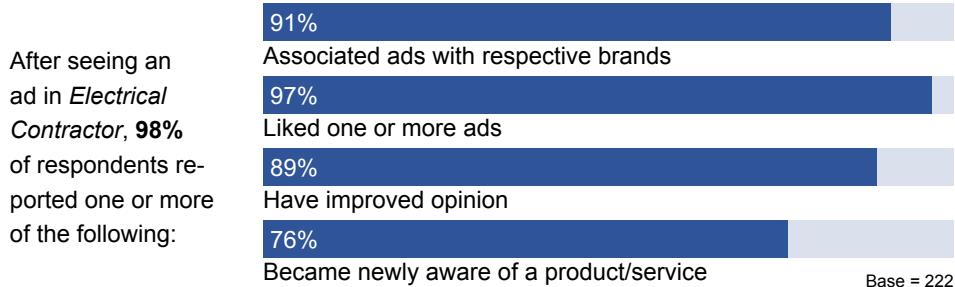


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable management <i>continued</i>												
Connectrac	79	1.0-4C	42%	51%	11%	16%	8%	0%	14%	14%	5%	11%
ROBROY	71	.125-4C	54%	43%	4%	9%	13%	2%	9%	20%	2%	9%
Category averages:			66%	65%	10%	12%	10%	4%	15%	26%	4%	20%
Wiring devices												
Arlington Industries, Inc.	85	1.0-4C	89%	87%	7%	11%	7%	2%	25%	30%	10%	42%
Arlington Industries, Inc.	37	1.0-4C	91%	83%	8%	16%	6%	4%	13%	25%	7%	43%
Arlington Industries, Inc.	15	1.0-4C	93%	81%	9%	14%	13%	8%	14%	40%	9%	33%
Arlington Industries, Inc.	51	1.0-4C	94%	80%	6%	16%	7%	1%	16%	27%	6%	43%
Arlington Industries, Inc.	11	1.0-4C	90%	78%	11%	13%	12%	7%	15%	38%	8%	35%
Arlington Industries, Inc.	65	1.0-4C	88%	76%	6%	12%	5%	4%	17%	27%	4%	35%
SP Products	48-49	2.0-4C	72%	58%	10%	13%	7%	6%	15%	24%	4%	10%
Category averages:			88%	78%	8%	14%	8%	5%	16%	30%	7%	34%
Base = 111												

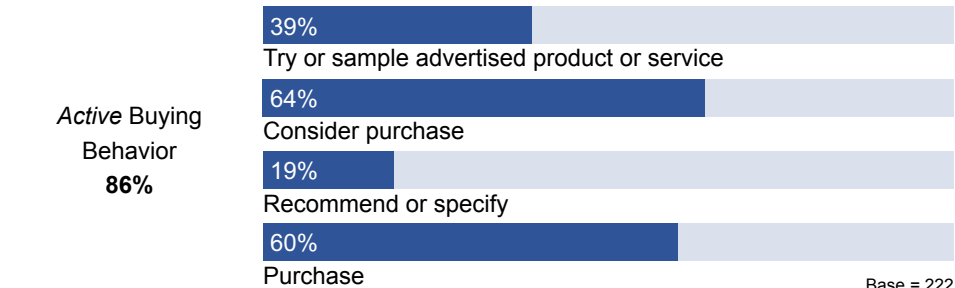
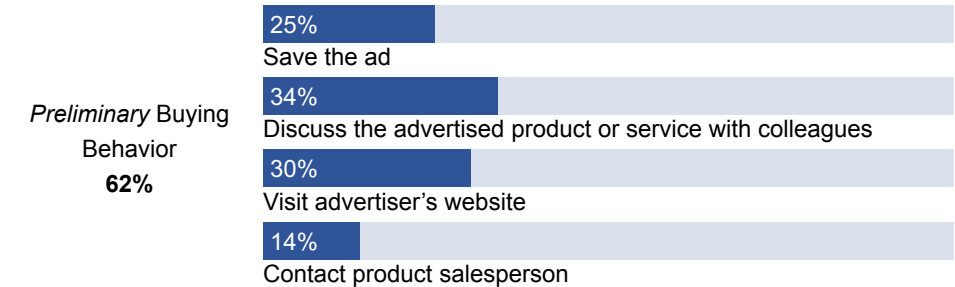
Demographics: Influence and Action Totals



Total ad influence for all studied ads



Total Buying Behavior 91% *Ninety-one percent (91%) of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:*



Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	72%	60%	42%
One page	31	76%	59%	44%
One-half page	4	66%	64%	42%
One-third page	2	64%	54%	31%
One-fourth page	4	51%	53%	42%
One-eighth page	8	56%	48%	36%
Issue averages:		70%	57%	42%

Base = 111

Primary business

Electrical contracting/low-voltage contracting	88%
Engineering/architecture/consulting	2%
Systems integration/consulting	2%
Other	8%
No response	0%

Base = 222

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	74%
Includes single family and multi-family	
Industrial	65%
Includes manufacturing plants, power generation and utility	
Institutional	56%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	28%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	25%
Includes solar, wind, geothermal, etc.	
None of the above	1%
No response	0%

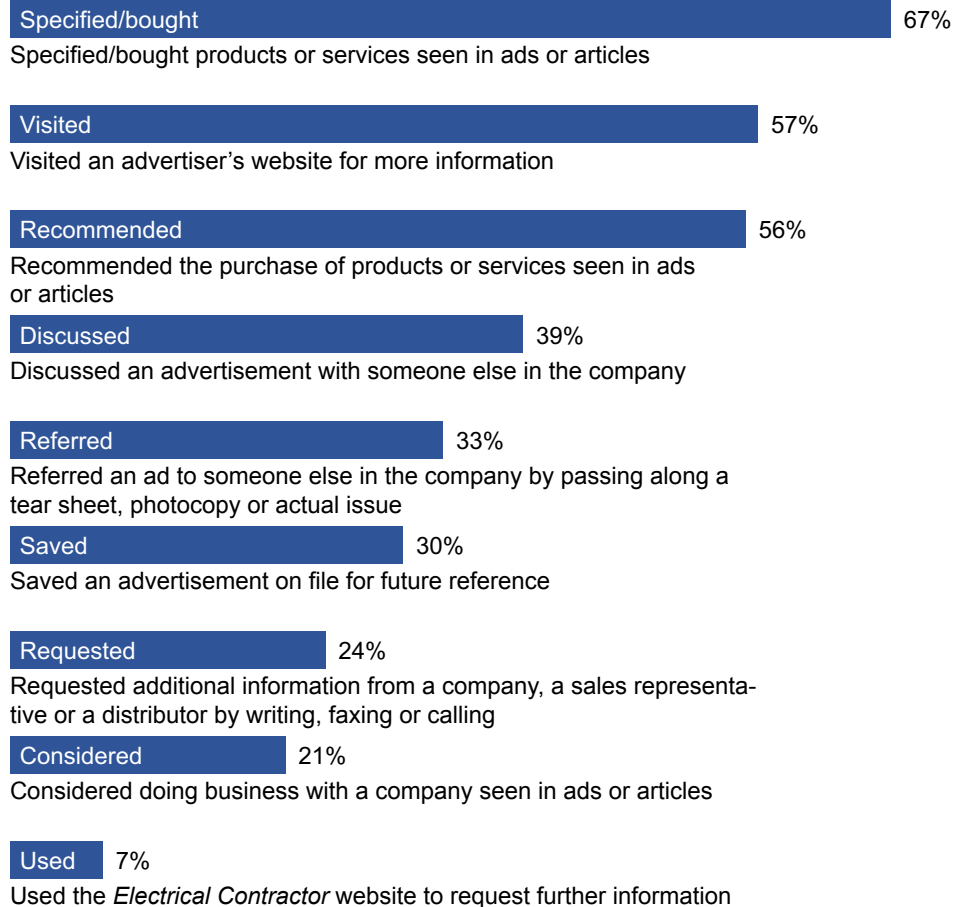
Base = 222

Demographics *continued*



Purchasing actions taken

Ninety-seven percent (97%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



Other 1%
 No actions taken = 3%
 No response = 0%

Base = 222

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	65%
Management: project manager, superintendent, supervisor, foreman	13%
Electrician (field), journeyman, technician, installer, serviceperson	12%
Inspector.	2%
Staff engineer, designer, electrical engineer.	2%
Estimator	1%
Purchasing agent, buyer.	1%
Other.	4%
No response	0%

Base = 222

Building systems installed

Lighting.	90%
Maintenance, service, repair	84%
Premises wiring	77%
Power quality systems (includes standby, co-gen, etc.)	61%
Fire/life safety systems.	56%
Security (includes CCTV, access/motion/intrusion systems)	54%
Communications systems (VDV)	47%
Total building automation systems (includes HVAC, lighting).	37%
Fiber optics.	31%
Alternative-energy systems	30%
None of the above	2%
No response	0%

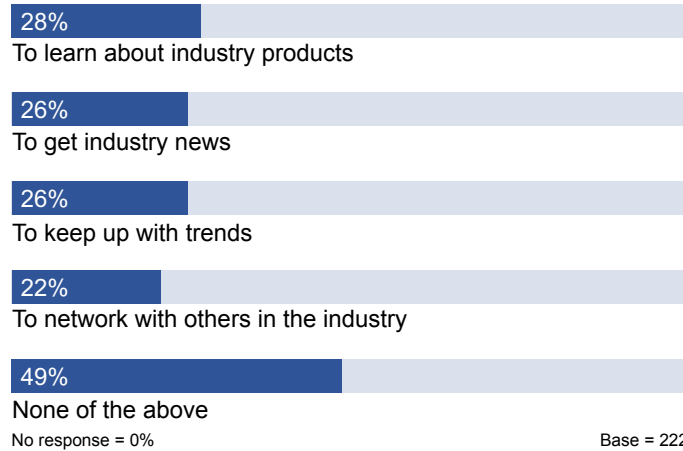
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Demographics: Social Media



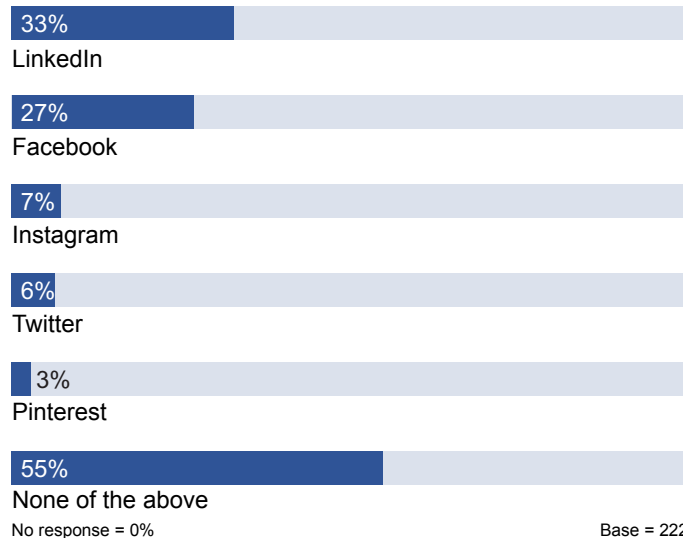
Professional use of social media

Fifty-one percent (51%) of Electrical Contractor respondents report one or more of these reasons for using social media.



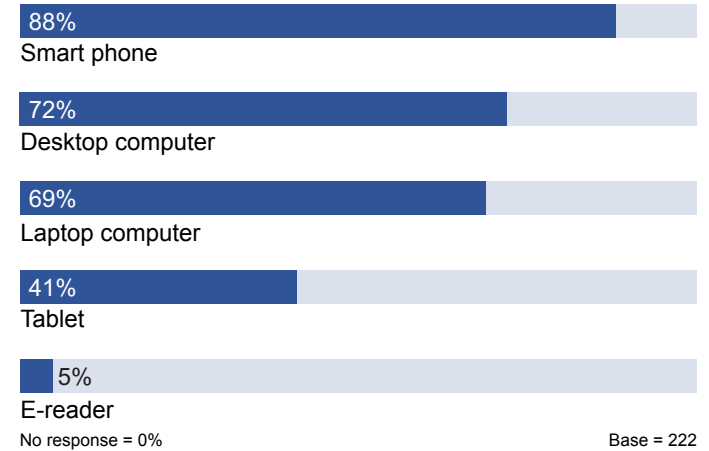
Social media platforms used for work

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.



2019

Ad Study Schedule

Reserve your space now!

February
closing
January 7

May
closing
April 5

September
closing
August 5

December
closing
November 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

mediaViewPro™

Complete Ad Campaign Analytics

What are some of the concepts behind mediaView Pro Ad Campaign Analytics?

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

Why does mediaView Pro focus on intermediate objectives?

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

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

Total Ad Recall
Audience Exposure

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

Total Ad Influence
Audience Engagement

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

Total Buying Action
Audience Involvement

Preliminary Buying Action

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

Active Buying Action

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

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About mediaView Pro: Methodology



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 online 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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