

Contents:

Executive Summary

 All ads by page number..... **2.0**

 Top ads by exposure, engagement, involvement

Definitions of Scores..... 3.0

Editorial

 Recall scores by page number..... **4.0**

 Reading habits **4.1**

Ad Scores by product or service category:

 Exposure, engagement and involvement totals **5.0**

 Audience engagement totals with details **6.0**

 Involvement totals with buying action details **7.0**

Demographics

 Influence and action totals **8.0**

 Social media..... **8.2**

About mediaView Pro

 About mediaView Pro..... **9.0**

 Methodology..... **9.1**

 About the survey sponsor..... **9.1**

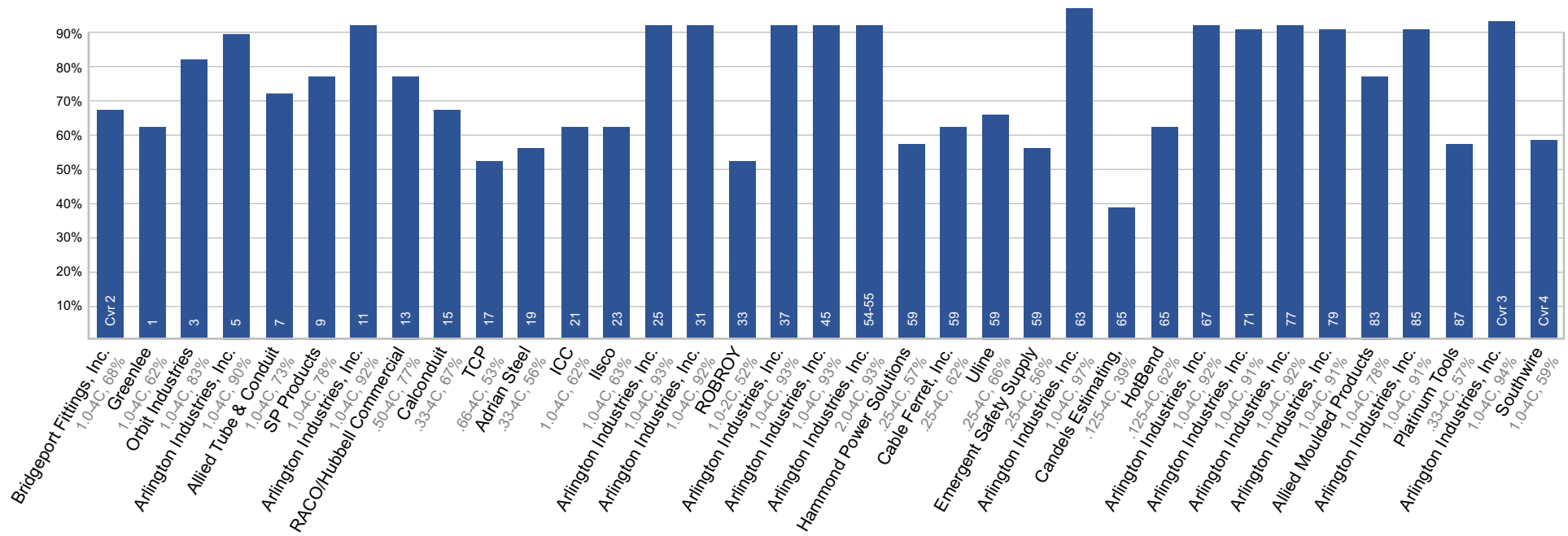
 About Baxter Research Center **9.1**



February 2019

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

Executive Summary: Ad Traffic by Page Number



Base = 194

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.	97%	Arlington Industries, Inc.	94%	99%	Arlington Industries, Inc.	94%	88%
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	93%	99%	Arlington Industries, Inc.	90%	86%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	92%	99%	Arlington Industries, Inc.	92%	85%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	93%	84%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	93%	84%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	91%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	91%	83%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	91%	98%	Arlington Industries, Inc.	97%	81%

Definitions of Scores



mediaViewPro™

Independent 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

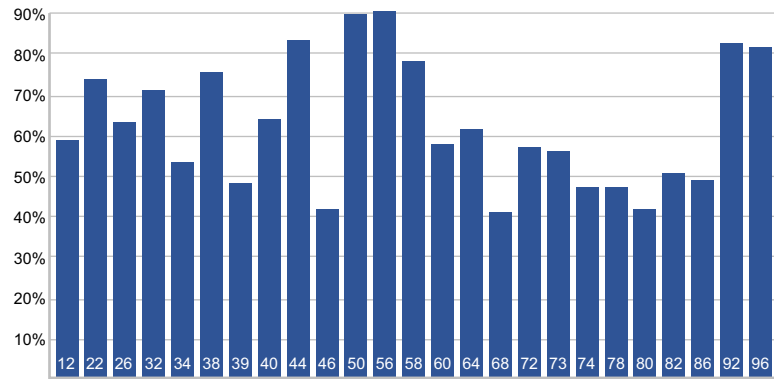
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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: Survey finds electrical craft wages in flux	12	59%	76%	47%
CODE FAQs: Elevators, required maintenance and more	22	74%	76%	68%
Moving the Needle: Recruiting young workers	26	63%	71%	49%
SERVICE/MAINTENANCE: Invest in your people	32	71%	72%	55%
The Untapped Resource: Diversity in electrical construction	34	54%	72%	44%
RESIDENTIAL: Lighting technology of the millennium	38	76%	76%	62%
INDUSTRIAL: Sell, promote and be proud	39	48%	65%	45%
The Industry Strikes Back: Attacking the workforce shortage	40	64%	72%	50%
CODE QUIZ: Approval and other requirements	44	84%	80%	73%
Safe Haven: Sierra Electric Inc. helps the boys & girls club	46	42%	55%	39%
NEW PRODUCTS	50	90%	79%	69%
HAND TOOLS	56	91%	79%	67%
CODE APPLICATIONS: Stay classy	58	79%	80%	70%
A Bright Spot for Employment: Renewable energy	60	58%	67%	51%
CODE INSIDER: Room to breathe	64	62%	76%	64%
Choose Your Own Pathway: Hiring financial planners	68	41%	54%	45%
POWER QUALITY: The real deal	72	57%	65%	51%
ALTERNATIVE ENERGY: Partly cloudy	73	56%	68%	45%
SECURITY FOCUS: Embracing change in security	74	47%	60%	36%
FIBER OPTICS: Substandard subcontractors	78	47%	57%	44%
ON THE MARKET: Letting the sunshine in	80	42%	57%	42%
TECHNOLOGY: Let's get virtual	82	51%	59%	43%
INTEGRATED SYSTEMS PRODUCTS	86	49%	61%	50%
COOL TOOLS: Insulated tools	92	83%	77%	66%
CODE COMMENTS: Safety by design	96	82%	80%	65%

Base = 388

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 covers topics that relate to our field of work. Has ads with products that make things easier for us.

— Electrician

Stimulates ideas and confirms knowledge.

— CEO

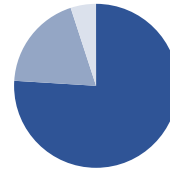
Electrical Contractor keeps me informed on all of the latest studies so I can stay up to date and be a better contractor. I also find out about emerging technologies and tools!

— Owner

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

Format preference

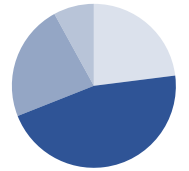
Print	76%
Print and digital	19%
Digital	5%
No response	0%



Base = 388

When read

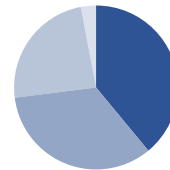
Same day the issue is received	23%
Within three days	46%
Within a week	23%
One week or later	8%
No response	0%



Base = 388

Time spent reading

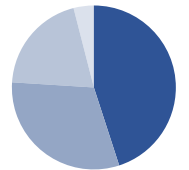
45 minutes or more	39%
30 - 44 minutes	34%
15 - 29 minutes	24%
Less than 15 minutes	3%
No response	0%



Base = 388

How often each issue is read

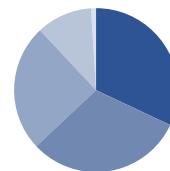
4 or more times	45%
3 times	31%
2 times	20%
1 time	4%
No response	0%



Base = 388

Respondents rate *Electrical Contractor*

Personal favorite	32%
Very important	31%
Important	25%
Somewhat important	11%
Not important	1%
No response	0%



Base = 388

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 = 388

Editorial: Reading Habits *continued*



In a busy world it's the main way I stay up to date on new trends, tools, etc.

— VP

I appreciate the in-depth articles. This magazine is my electrical news outlet!

— Electrician

I really like the code questions and the product ads.

— Owner

Industry magazine readership

Ninety-one percent (91%) 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	91%	79%	12%	6%	2%	0%	0%	0%
EC&M	57%	48%	9%	6%	4%	1%	19%	13%
Cabling Installation & Maintenance	6%	5%	1%	3%	2%	1%	54%	34%
Security Magazine	5%	4%	1%	2%	2%	1%	54%	36%
Security Dealer	4%	3%	1%	1%	1%	2%	55%	37%
Communications News	2%	1%	1%	1%	2%	2%	56%	37%

Base = 388

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.	63	1.0-4C	97%	67%	43%	97%	81%
Arlington Industries, Inc.	Cvr 3	1.0-4C	94%	71%	54%	99%	88%
Arlington Industries, Inc.	54-55	2.0-4C	93%	69%	56%	98%	84%
Arlington Industries, Inc.	25	1.0-4C	93%	66%	52%	98%	84%
Arlington Industries, Inc.	45	1.0-4C	93%	62%	50%	98%	81%
Arlington Industries, Inc.	37	1.0-4C	93%	60%	57%	99%	79%
Arlington Industries, Inc.	11	1.0-4C	92%	68%	57%	98%	84%
Arlington Industries, Inc.	31	1.0-4C	92%	64%	59%	99%	80%
Arlington Industries, Inc.	79	1.0-4C	91%	71%	63%	99%	78%
Arlington Industries, Inc.	71	1.0-4C	91%	69%	63%	97%	84%
Arlington Industries, Inc.	85	1.0-4C	91%	68%	63%	98%	83%
Arlington Industries, Inc.	5	1.0-4C	90%	67%	58%	98%	86%
Orbit Industries	3	1.0-4C	83%	63%	48%	97%	79%
Allied Moulded Products	83	1.0-4C	78%	58%	31%	95%	73%
RACO/Hubbell Commercial Construction	13	.50-4C	77%	70%	35%	98%	78%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	60%	39%	96%	76%
Category averages:			89%	66%	52%	98%	81%
Contractor equipment							
Uline	59	.25-4C	66%	45%	27%	93%	50%
HotBend	65	.125-4C	62%	53%	30%	96%	55%
Cable Ferret, Inc.	59	.25-4C	62%	52%	44%	96%	70%
Category averages:			63%	50%	34%	95%	58%
Contractor services (incl. rental & mechanical)							
Candels Estimating	65	.125-4C	39%	44%	41%	97%	49%
<i>(continued)</i>							

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 = 194

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Data comm equipment							
ICC	21	1.0-4C	62%	50%	29%	98%	50%
Electrical distributor (incl. low volt.)							
Uline	59	.25-4C	66%	45%	27%	93%	50%
Electronic equipment							
Cable Ferret, Inc.	59	.25-4C	62%	52%	44%	96%	70%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	79	1.0-4C	91%	71%	63%	99%	78%
Arlington Industries, Inc.	5	1.0-4C	90%	67%	58%	98%	86%
SP Products	9	1.0-4C	78%	63%	43%	98%	72%
Allied Moulded Products	83	1.0-4C	78%	58%	31%	95%	73%
Platinum Tools	87	.33-4C	57%	63%	28%	94%	57%
Category averages:			79%	64%	45%	97%	73%
Hand tools							
HotBend	65	.125-4C	62%	53%	30%	96%	55%
Lighting products/fixtures							
TCP	17	.66-4C	53%	40%	24%	95%	53%
Meters/instru (test) power & low volt.							
Platinum Tools	87	.33-4C	57%	63%	28%	94%	57%

(continued)

Base = 194

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Power tools							
IlSCO	23	1.0-4C	63%	60%	29%	95%	66%
Greenlee	1	1.0-4C	62%	66%	44%	96%	66%
Category averages:			63%	63%	37%	96%	66%
Raceway/cable tray/conduit							
Allied Tube & Conduit	7	1.0-4C	73%	59%	35%	98%	76%
Calconduit	15	.33-4C	67%	60%	40%	95%	62%
ROBROY	33	1.0-2C	52%	33%	29%	95%	51%
Category averages:			64%	51%	35%	96%	63%
Safety equipment/apparel							
Emergent Safety Supply	59	.25-4C	56%	55%	26%	96%	70%
Transformers							
Hammond Power Solutions	59	.25-4C	57%	53%	27%	96%	53%
Vehicle equipment							
Adrian Steel	19	.33-4C	56%	50%	29%	96%	55%
Wire & cable							
SP Products	9	1.0-4C	78%	63%	43%	98%	72%
Southwire	Cvr 4	1.0-4C	59%	54%	41%	97%	69%
Category averages:			69%	59%	42%	98%	71%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	77	1.0-4C	92%	72%	53%	98%	85%
Arlington Industries, Inc.	67	1.0-4C	92%	66%	54%	97%	84%

(continued)

Base = 194

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

	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 <i>continued</i>							
Arlington Industries, Inc.	79	1.0-4C	91%	71%	63%	99%	78%
Arlington Industries, Inc.	71	1.0-4C	91%	69%	63%	97%	84%
Allied Tube & Conduit	7	1.0-4C	73%	59%	35%	98%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	60%	39%	96%	76%
Greenlee	1	1.0-4C	62%	66%	44%	96%	66%
ICC	21	1.0-4C	62%	50%	29%	98%	50%
Category averages:			79%	64%	48%	97%	75%
Wire & cable management							
Arlington Industries, Inc.	5	1.0-4C	90%	67%	58%	98%	86%
Calconduit	15	.33-4C	67%	60%	40%	95%	62%
Cable Ferret, Inc.	59	.25-4C	62%	52%	44%	96%	70%
ROBROY	33	1.0-2C	52%	33%	29%	95%	51%
Category averages:			68%	53%	43%	96%	67%
Wiring devices							
Arlington Industries, Inc.	85	1.0-4C	91%	68%	63%	98%	83%
SP Products	9	1.0-4C	78%	63%	43%	98%	72%
Category averages:			85%	66%	53%	98%	78%

Base = 194

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.	Cvr 3	1.0-4C	94%	99%	83%	92%	77%	85%
Arlington Industries, Inc.	37	1.0-4C	93%	99%	81%	93%	73%	81%
Arlington Industries, Inc.	31	1.0-4C	92%	99%	80%	94%	79%	77%
Arlington Industries, Inc.	79	1.0-4C	91%	99%	84%	94%	76%	81%
Arlington Industries, Inc.	54-55	2.0-4C	93%	98%	85%	95%	76%	91%
Arlington Industries, Inc.	25	1.0-4C	93%	98%	83%	96%	77%	83%
Arlington Industries, Inc.	45	1.0-4C	93%	98%	76%	94%	73%	80%
Arlington Industries, Inc.	11	1.0-4C	92%	98%	87%	94%	74%	88%
Arlington Industries, Inc.	85	1.0-4C	91%	98%	84%	94%	74%	83%
Arlington Industries, Inc.	5	1.0-4C	90%	98%	90%	95%	76%	86%
RACO/Hubbell Commercial Construction	13	.50-4C	77%	98%	67%	93%	69%	60%
Arlington Industries, Inc.	63	1.0-4C	97%	97%	77%	93%	71%	82%
Arlington Industries, Inc.	71	1.0-4C	91%	97%	85%	92%	77%	83%
Orbit Industries	3	1.0-4C	83%	97%	56%	93%	71%	60%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	96%	58%	85%	72%	54%
Allied Moulded Products	83	1.0-4C	78%	95%	56%	87%	67%	64%
Category averages:			89%	98%	77%	93%	74%	77%
Contractor equipment								
HotBend	65	.125-4C	62%	96%	38%	72%	51%	47%
Cable Ferret, Inc.	59	.25-4C	62%	96%	44%	80%	64%	39%
Uline	59	.25-4C	66%	93%	44%	69%	51%	44%
Category averages:			63%	95%	42%	74%	55%	43%
Contractor services (incl. rental & mechanical)								
Candels Estimating	65	.125-4C	39%	97%	42%	66%	48%	35%
<i>(continued)</i>								
Base = 194								

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
Data comm equipment								
ICC	21	1.0-4C	62%	98%	40%	66%	47%	38%
Electrical distributor (incl. low volt.)								
Uline	59	.25-4C	66%	93%	44%	69%	51%	44%
Electronic equipment								
Cable Ferret, Inc.	59	.25-4C	62%	96%	44%	80%	64%	39%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	79	1.0-4C	91%	99%	84%	94%	76%	81%
Arlington Industries, Inc.	5	1.0-4C	90%	98%	90%	95%	76%	86%
SP Products	9	1.0-4C	78%	98%	49%	86%	63%	49%
Allied Moulded Products	83	1.0-4C	78%	95%	56%	87%	67%	64%
Platinum Tools	87	.33-4C	57%	94%	33%	70%	51%	39%
Category averages:			79%	97%	62%	86%	67%	64%
Hand tools								
HotBend	65	.125-4C	62%	96%	38%	72%	51%	47%
Lighting products/fixtures								
TCP	17	.66-4C	53%	95%	35%	66%	49%	31%
Meters/instru (test) power & low volt.								
Platinum Tools	87	.33-4C	57%	94%	33%	70%	51%	39%
<i>(continued)</i>								
Base = 194								

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								
Greenlee	1	1.0-4C	62%	96%	53%	79%	64%	41%
IlSCO	23	1.0-4C	63%	95%	50%	81%	64%	55%
Category averages:			63%	96%	52%	80%	64%	48%
Raceway/cable tray/conduit								
Allied Tube & Conduit	7	1.0-4C	73%	98%	46%	86%	67%	46%
Calconduit	15	.33-4C	67%	95%	38%	72%	56%	50%
ROBROY	33	1.0-2C	52%	95%	44%	59%	45%	40%
Category averages:			64%	96%	43%	72%	56%	45%
Safety equipment/apparel								
Emergent Safety Supply	59	.25-4C	56%	96%	35%	74%	64%	33%
Transformers								
Hammond Power Solutions	59	.25-4C	57%	96%	39%	73%	51%	38%
Vehicle equipment								
Adrian Steel	19	.33-4C	56%	96%	44%	75%	57%	51%
Wire & cable								
SP Products	9	1.0-4C	78%	98%	49%	86%	63%	49%
Southwire	Cvr 4	1.0-4C	59%	97%	63%	87%	73%	53%
Category averages:			69%	98%	56%	87%	68%	51%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	79	1.0-4C	91%	99%	84%	94%	76%	81%
Arlington Industries, Inc.	77	1.0-4C	92%	98%	85%	94%	78%	83%

(continued)

Base = 194

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 <i>continued</i>								
Allied Tube & Conduit	7	1.0-4C	73%	98%	46%	86%	67%	46%
ICC	21	1.0-4C	62%	98%	40%	66%	47%	38%
Arlington Industries, Inc.	67	1.0-4C	92%	97%	82%	94%	77%	84%
Arlington Industries, Inc.	71	1.0-4C	91%	97%	85%	92%	77%	83%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	96%	58%	85%	72%	54%
Greenlee	1	1.0-4C	62%	96%	53%	79%	64%	41%
Category averages:			79%	97%	67%	86%	70%	64%
Wire & cable management								
Arlington Industries, Inc.	5	1.0-4C	90%	98%	90%	95%	76%	86%
Cable Ferret, Inc.	59	.25-4C	62%	96%	44%	80%	64%	39%
Calconduit	15	.33-4C	67%	95%	38%	72%	56%	50%
ROBROY	33	1.0-2C	52%	95%	44%	59%	45%	40%
Category averages:			68%	96%	54%	77%	60%	54%
Wiring devices								
Arlington Industries, Inc.	85	1.0-4C	91%	98%	84%	94%	74%	83%
SP Products	9	1.0-4C	78%	98%	49%	86%	63%	49%
Category averages:			85%	98%	67%	90%	69%	66%

Base = 194

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	94%	88%	10%	9%	13%	2%	20%	36%	7%	40%
Arlington Industries, Inc.	5	1.0-4C	90%	86%	6%	11%	13%	1%	17%	35%	9%	39%
Arlington Industries, Inc.	54-55	2.0-4C	93%	84%	11%	11%	16%	3%	14%	34%	11%	40%
Arlington Industries, Inc.	25	1.0-4C	93%	84%	9%	10%	13%	1%	13%	30%	8%	37%
Arlington Industries, Inc.	11	1.0-4C	92%	84%	9%	11%	13%	4%	12%	26%	10%	48%
Arlington Industries, Inc.	71	1.0-4C	91%	84%	10%	15%	16%	3%	14%	31%	12%	43%
Arlington Industries, Inc.	85	1.0-4C	91%	83%	12%	13%	14%	5%	16%	33%	9%	39%
Arlington Industries, Inc.	63	1.0-4C	97%	81%	11%	10%	9%	3%	15%	38%	6%	25%
Arlington Industries, Inc.	45	1.0-4C	93%	81%	14%	10%	7%	3%	12%	35%	5%	25%
Arlington Industries, Inc.	31	1.0-4C	92%	80%	14%	14%	14%	2%	11%	38%	7%	26%
Arlington Industries, Inc.	37	1.0-4C	93%	79%	12%	13%	13%	2%	13%	33%	10%	31%
Orbit Industries	3	1.0-4C	83%	79%	12%	13%	15%	4%	17%	38%	7%	19%
Arlington Industries, Inc.	79	1.0-4C	91%	78%	10%	11%	17%	3%	14%	31%	10%	38%
RACO/Hubbell Commercial Construction	13	.50-4C	77%	78%	9%	8%	12%	1%	18%	33%	5%	23%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	76%	14%	15%	12%	3%	15%	41%	5%	12%
Allied Moulded Products	83	1.0-4C	78%	73%	12%	7%	11%	2%	14%	32%	4%	23%
Category averages:			89%	81%	11%	11%	13%	3%	15%	34%	8%	32%

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 = 194

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
Contractor equipment												
Cable Ferret, Inc.	59	.25-4C	62%	70%	17%	19%	21%	4%	15%	34%	7%	9%
HotBend	65	.125-4C	62%	55%	13%	9%	13%	1%	10%	18%	5%	9%
Uline	59	.25-4C	66%	50%	8%	5%	10%	1%	8%	21%	0%	9%
Category averages:			63%	58%	13%	11%	15%	2%	11%	24%	4%	9%
Contractor services (incl. rental & mechanical)												
Candels Estimating	65	.125-4C	39%	49%	17%	11%	11%	2%	6%	11%	2%	5%
Data comm equipment												
ICC	21	1.0-4C	62%	50%	15%	5%	13%	2%	6%	14%	6%	13%
Electrical distributor (incl. low volt.)												
Uline	59	.25-4C	66%	50%	8%	5%	10%	1%	8%	21%	0%	9%
Electronic equipment												
Cable Ferret, Inc.	59	.25-4C	62%	70%	17%	19%	21%	4%	15%	34%	7%	9%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	5	1.0-4C	90%	86%	6%	11%	13%	1%	17%	35%	9%	39%
Arlington Industries, Inc.	79	1.0-4C	91%	78%	10%	11%	17%	3%	14%	31%	10%	38%
Allied Moulded Products	83	1.0-4C	78%	73%	12%	7%	11%	2%	14%	32%	4%	23%
SP Products	9	1.0-4C	78%	72%	11%	9%	17%	4%	16%	29%	4%	15%
Platinum Tools	87	.33-4C	57%	57%	14%	4%	10%	2%	13%	24%	4%	13%
Category averages:			79%	73%	11%	8%	14%	2%	15%	30%	6%	26%
Hand tools												
HotBend	65	.125-4C	62%	55%	13%	9%	13%	1%	10%	18%	5%	9%

(continued)

Base = 194

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												
TCP	17	.66-4C	53%	53%	11%	5%	8%	0%	11%	21%	2%	11%
Meters/instru (test) power & low volt.												
Platinum Tools	87	.33-4C	57%	57%	14%	4%	10%	2%	13%	24%	4%	13%
Power tools												
IlSCO	23	1.0-4C	63%	66%	15%	15%	18%	3%	11%	34%	6%	8%
Greenlee	1	1.0-4C	62%	66%	17%	12%	14%	2%	10%	22%	4%	6%
Category averages:			63%	66%	16%	14%	16%	3%	11%	28%	5%	7%
Raceway/cable tray/conduit												
Allied Tube & Conduit	7	1.0-4C	73%	76%	15%	13%	14%	1%	15%	35%	8%	11%
Calconduit	15	.33-4C	67%	62%	12%	12%	11%	1%	12%	25%	4%	11%
ROBROY	33	1.0-2C	52%	51%	12%	7%	10%	3%	5%	15%	2%	7%
Category averages:			64%	63%	13%	11%	12%	2%	11%	25%	5%	10%
Safety equipment/apparel												
Emergent Safety Supply	59	.25-4C	56%	70%	16%	14%	17%	3%	10%	29%	7%	10%
Transformers												
Hammond Power Solutions	59	.25-4C	57%	53%	8%	9%	11%	3%	9%	12%	2%	11%
Vehicle equipment												
Adrian Steel	19	.33-4C	56%	55%	12%	12%	15%	0%	3%	23%	0%	7%
<i>(continued)</i>												Base = 194

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



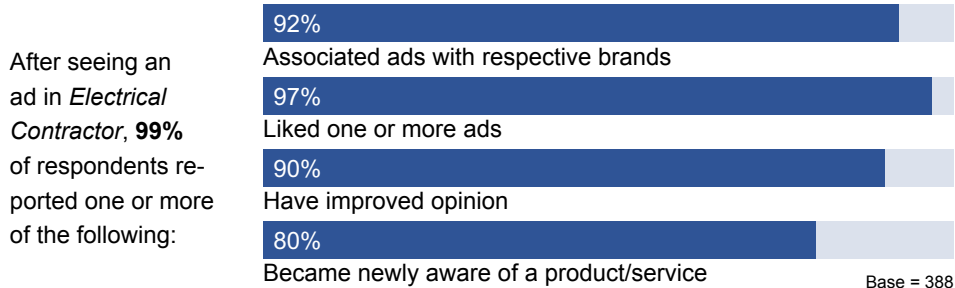
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable												
SP Products	9	1.0-4C	78%	72%	11%	9%	17%	4%	16%	29%	4%	15%
Southwire	Cvr 4	1.0-4C	59%	69%	14%	15%	17%	4%	10%	21%	9%	23%
Category averages:			69%	71%	13%	12%	17%	4%	13%	25%	7%	19%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	77	1.0-4C	92%	85%	10%	11%	9%	2%	19%	35%	8%	43%
Arlington Industries, Inc.	67	1.0-4C	92%	84%	11%	9%	6%	3%	21%	37%	7%	35%
Arlington Industries, Inc.	71	1.0-4C	91%	84%	10%	15%	16%	3%	14%	31%	12%	43%
Arlington Industries, Inc.	79	1.0-4C	91%	78%	10%	11%	17%	3%	14%	31%	10%	38%
Allied Tube & Conduit	7	1.0-4C	73%	76%	15%	13%	14%	1%	15%	35%	8%	11%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	68%	76%	14%	15%	12%	3%	15%	41%	5%	12%
Greenlee	1	1.0-4C	62%	66%	17%	12%	14%	2%	10%	22%	4%	6%
ICC	21	1.0-4C	62%	50%	15%	5%	13%	2%	6%	14%	6%	13%
Category averages:			79%	75%	13%	11%	13%	2%	14%	31%	8%	25%
Wire & cable management												
Arlington Industries, Inc.	5	1.0-4C	90%	86%	6%	11%	13%	1%	17%	35%	9%	39%
Cable Ferret, Inc.	59	.25-4C	62%	70%	17%	19%	21%	4%	15%	34%	7%	9%
Calconduit	15	.33-4C	67%	62%	12%	12%	11%	1%	12%	25%	4%	11%
ROBROY	33	1.0-2C	52%	51%	12%	7%	10%	3%	5%	15%	2%	7%
Category averages:			68%	67%	12%	12%	14%	2%	12%	27%	6%	17%
Wiring devices												
Arlington Industries, Inc.	85	1.0-4C	91%	83%	12%	13%	14%	5%	16%	33%	9%	39%
SP Products	9	1.0-4C	78%	72%	11%	9%	17%	4%	16%	29%	4%	15%
Category averages:			85%	78%	12%	11%	16%	5%	16%	31%	7%	27%

Base = 194

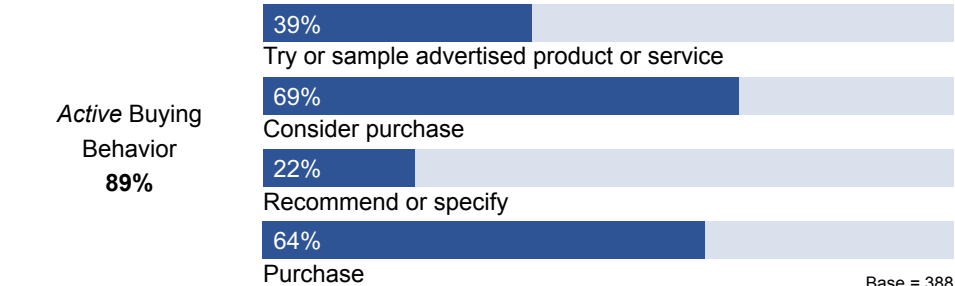
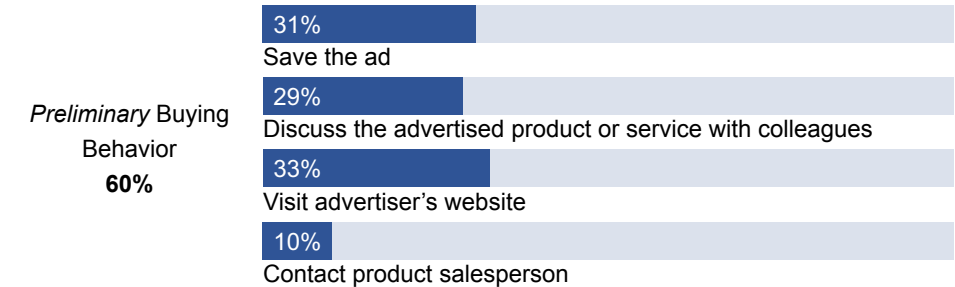
Demographics: Influence and Action Totals



Total ad influence for all studied ads



Total Buying Behavior 93% *Ninety-three percent (93%) 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	93%	69%	56%
One page	23	82%	62%	48%
Two-thirds page	1	53%	40%	24%
One-half page	1	77%	70%	35%
One-third page	3	60%	58%	32%
One-fourth page	4	60%	51%	31%
One-eighth page	2	51%	49%	36%
Issue averages:		75%	60%	43%

Base = 194

Primary business

Electrical contracting/low-voltage contracting	87%
Engineering/architecture/consulting	4%
Systems integration/consulting	1%
Wholesaler/distributor	1%
Other	7%
No response	0%

Base = 388

Building types

Commercial	81%
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	56%
Includes manufacturing plants, power generation and utility	
Institutional	52%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	21%
Includes solar, wind, geothermal, etc.	
Non-building	20%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
No response	0%

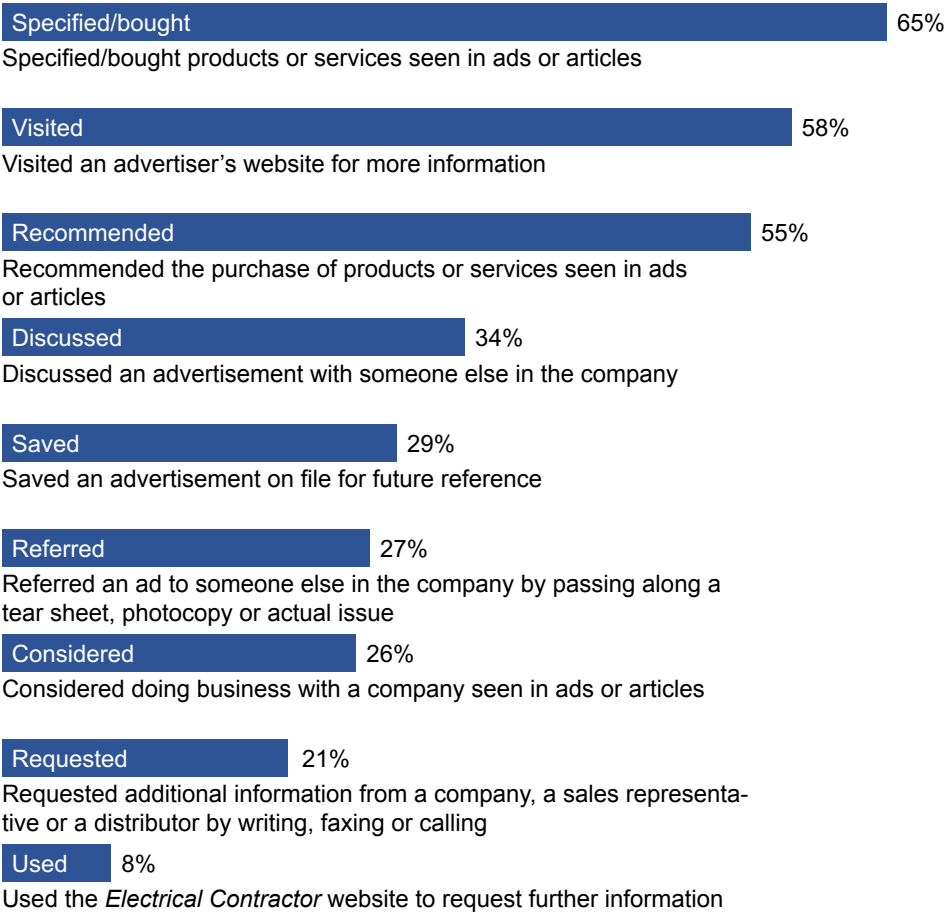
Base = 388

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*.



Other 1%
No actions taken = 5%
No response = 0%

Base = 388

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	58%
Electrician (field), journeyman, technician, installer, serviceperson	19%
Management: project manager, superintendent, supervisor, foreman	15%
Staff engineer, designer, electrical engineer.	3%
Estimator	2%
Other.	3%
No response	0%

Base = 388

Building systems installed

Lighting	90%
Maintenance, service, repair	87%
Premises wiring	81%
Power quality systems (includes standby, co-gen, etc.)	60%
Fire/life safety systems.	55%
Security (includes CCTV, access/motion/intrusion systems)	50%
Total building automation systems (includes HVAC, lighting)	39%
Communications systems (VDV)	36%
Alternative-energy systems	28%
Fiber optics.	26%
None of the above	1%
No response	0%

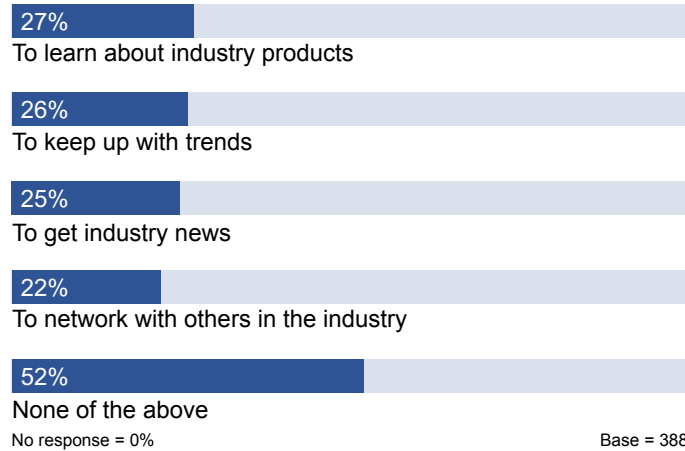
Base = 388

Demographics: Social Media



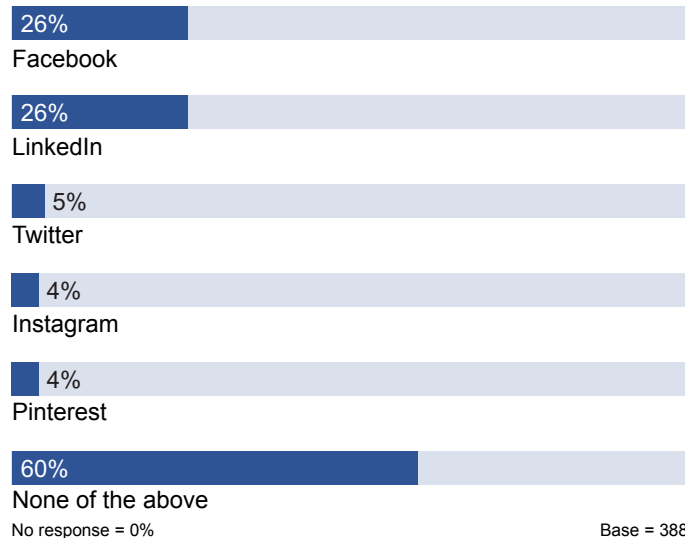
Professional use of social media

Forty-eight percent (48%) of *Electrical Contractor* respondents report one or more of these reasons for using social media.



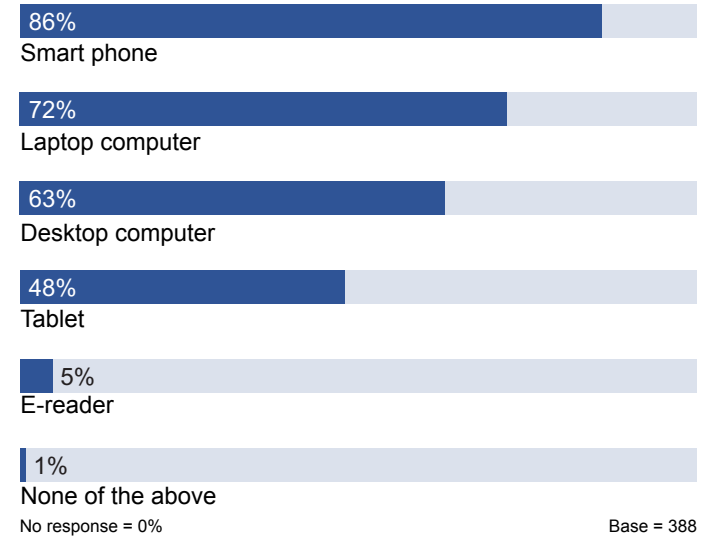
Social media platforms used for work

Forty percent (40%) 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.



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™

Independent 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™

Independent 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.



Publisher
Andrea E. Klee

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

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

**ELECTRICAL
CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS

ELECTRICAL CONTRACTOR is the only monthly publication strictly for electrical and low-voltage contractors. ECs consistently rank it as the most well read and preferred magazine in the industry. Readers are management-level decision-makers and specifiers, working across the construction spectrum, from commercial to residential, industrial, institutional and nonbuilding projects. Content spans a variety of topics, including codes, standards, installation tips, new products, advice for running a business, lighting and trends, all written by industry experts. .

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

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

BAXTER
RESEARCH CENTER