

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**

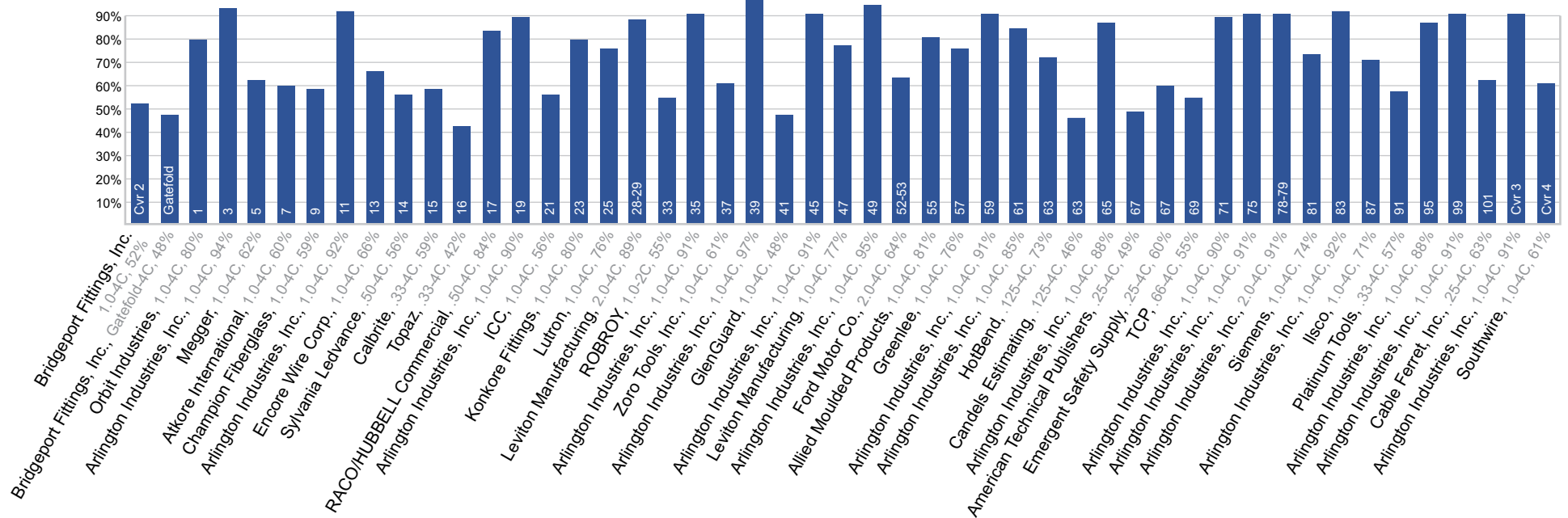
    About Baxter Research Center ..... **9.1**



May 2019

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

## Executive Summary: Ad Traffic by Page Number



Base = 154

## 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%	Ford Motor Co.	64%	99%	Arlington Industries, Inc.	91%	87%
Arlington Industries, Inc.	95%	Arlington Industries, Inc.	91%	98%	Arlington Industries, Inc.	97%	84%
Arlington Industries, Inc.	94%	Atkore International	60%	98%	Arlington Industries, Inc.	94%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	95%	97%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	91%	97%	Arlington Industries, Inc.	91%	83%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	91%	97%	Arlington Industries, Inc.	91%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	91%	97%	Arlington Industries, Inc.	91%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	90%	97%	Arlington Industries, Inc.	91%	82%
Arlington Industries, Inc.	91%	Leviton Manufacturing	89%	97%	Allied Moulded Products	81%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	85%	97%	Arlington Industries, Inc.	95%	80%
					Arlington Industries, Inc.	91%	80%

## 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.

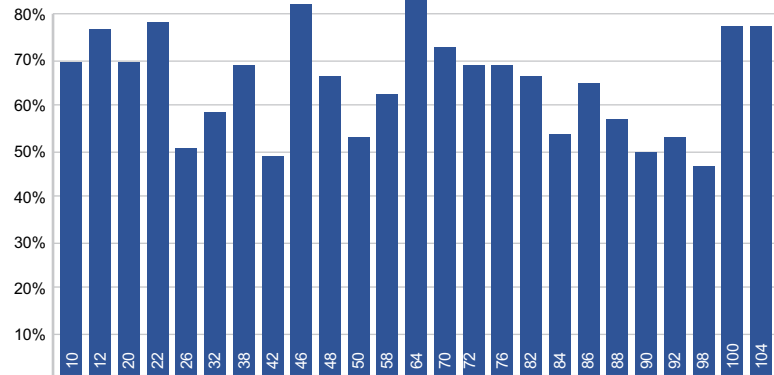
### Total Buying Actions - Audience Involvement

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 10.

	Page Number	Recall Seeing	Read Some	Read Most
SAFETY: Safety from scratch	10	70%	76%	42%
INDUSTRY WATCH: OSHA inspections to increase	12	77%	77%	44%
ESTIMATING: Learn from my experience	20	70%	71%	52%
CODE FAQs: Temporary power, sealing ceiling tiles...	22	79%	82%	68%
Safe bet: EC firms share safety measures	26	51%	73%	35%
Smart safety	32	59%	73%	35%
CODE INSIDER: Lifelong learning	38	69%	78%	57%
Sanitizing light	42	49%	65%	50%
ARC FLASH SAFETY: Questions and answers	46	83%	78%	54%
SAFETY QUIZ: The most wonderful time of the year	48	67%	73%	51%
Staying cool	50	53%	68%	42%
OSHA: A history	58	63%	68%	37%
NEW PRODUCTS	64	85%	80%	68%
CODE APPLICATIONS: Bottle it up	70	73%	79%	57%
PRODUCTS: Safety equipment	72	69%	74%	51%
Counterfeits can kill	76	69%	78%	63%
TECHNOLOGY: Fakes and frauds	82	67%	76%	53%
FIRE FOCUS: Winning the bid the wrong way	84	54%	67%	42%
RESIDENTIAL: Detecting electrical skullduggery	86	65%	75%	55%
LIFE SAFETY SYSTEMS: Hey, where's the fire?	88	57%	68%	41%
SECURITY: New spin on emergency communications	90	50%	56%	36%
FIBER OPTICS: What do you mean, 5G wireless?	92	53%	55%	38%
UTILITY BUSINESS: Rocking a hard place	98	47%	49%	43%
COOL TOOLS: Ladders and ladder safety	100	78%	78%	61%
CODE COMMENTS: Who is a qualified person?	104	78%	77%	68%

Base = 308

## 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



*I read it to keep up with the latest trends and products, learn more about the trade, and find out about subjects I need to learn more about.*  
— CEO / General Manager

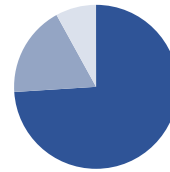
*Electrical Contractor is simply the best trade publication for our industry.*  
— Project Administrator

*I like to read about the topics pertinent to me as an EC. The magazine's articles generally inform and interest me. I love seeing the new products in both the articles and ads.*  
— Owner

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

#### Format preference

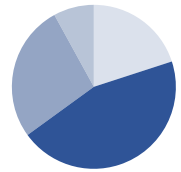
Print	74%
Print and digital	18%
Digital	8%
No response	0%



Base = 308

#### When read

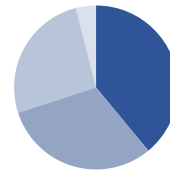
Same day the issue is received	20%
Within three days	45%
Within a week	27%
One week or later	8%
No response	0%



Base = 308

#### Time spent reading

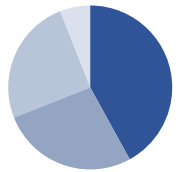
45 minutes or more	39%
30 - 44 minutes	31%
15 - 29 minutes	26%
Less than 15 minutes	4%
No response	0%



Base = 308

#### How often each issue is read

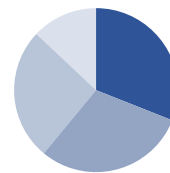
4 or more times	42%
3 times	27%
2 times	25%
1 time	6%
No response	0%



Base = 308

#### Respondents rate *Electrical Contractor*

Personal favorite	31%
Very important	30%
Important	26%
Somewhat important	13%
Not important	0%
No response	0%



Base = 308

#### 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 = 308

## Editorial: Reading Habits *continued*



*I want to stay current on NEC, products, and installation methods. I believe in continuing education for electricians.*

— Master Electrician

*It is the best mag on the subject of electrical contracting. I've been reading it for years.*

— Owner

*The industry and technology changes rapidly. This is a great resource for emerging technology as well as updates on long standing issues and practices. As a code enforcement electrical inspector, it's critical to have relevant and trustworthy information.*

— Electrical Inspector

### Industry magazine readership

Eighty-eight percent (88%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
<b>Electrical Contractor</b>	<b>88%</b>	<b>75%</b>	<b>13%</b>	<b>8%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>EC&amp;M</b>	55%	46%	9%	5%	4%	0%	19%	17%
<b>Cabling Installation &amp; Maintenance</b>	9%	6%	3%	3%	1%	0%	55%	32%
<b>Security Magazine</b>	7%	6%	1%	3%	2%	2%	50%	36%
<b>Security Dealer</b>	6%	5%	1%	2%	1%	1%	56%	34%
<b>Communications News</b>	5%	4%	1%	1%	2%	1%	56%	35%

Base = 308

Note: This data defines 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
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc.	49	1.0-4C	95%	67%	52%	97%	80%
Arlington Industries, Inc.	11	1.0-4C	92%	73%	51%	95%	84%
Arlington Industries, Inc.	83	1.0-4C	92%	59%	46%	95%	58%
Arlington Industries, Inc.	59	1.0-4C	91%	68%	58%	97%	83%
Arlington Industries, Inc.	35	1.0-4C	91%	67%	52%	97%	82%
Arlington Industries, Inc.	45	1.0-4C	91%	66%	57%	97%	80%
Arlington Industries, Inc.	78-79	2.0-4C	91%	62%	45%	95%	68%
Arlington Industries, Inc.	Cvr 3	1.0-4C	91%	60%	58%	95%	82%
Arlington Industries, Inc.	99	1.0-4C	91%	59%	67%	98%	87%
Arlington Industries, Inc.	19	1.0-4C	90%	64%	43%	97%	79%
Arlington Industries, Inc.	65	1.0-4C	88%	68%	52%	96%	68%
Arlington Industries, Inc.	61	1.0-4C	85%	68%	50%	97%	71%
RACO/HUBBELL Commercial Construction	17	.50-4C	84%	64%	30%	95%	71%
Allied Moulded Products	55	1.0-4C	81%	64%	40%	94%	82%
Konkore Fittings	23	1.0-4C	80%	60%	48%	95%	68%
Orbit Industries	1	1.0-4C	80%	56%	40%	95%	71%
Calbrite	15	.33-4C	59%	42%	28%	96%	44%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	44%	48%	93%	57%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	67%	44%	90%	64%
Topaz	16	.33-4C	42%	50%	38%	88%	54%
Category averages:			81%	61%	47%	95%	72%
<b>Circuit protection</b>							
Siemens	81	1.0-4C	74%	54%	45%	92%	59%
<b>Contractor equipment</b>							
HotBend	63	.125-4C	73%	60%	41%	91%	53%
<i>(continued)</i>							

Base = 154

### 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*

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
<b>Contractor equipment</b> <i>continued</i>							
Cable Ferret, Inc.	101	.25-4C	63%	59%	46%	89%	55%
Category averages:			68%	60%	44%	90%	54%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	63	.125-4C	46%	48%	41%	96%	38%
<b>Data comm equipment</b>							
ICC	21	1.0-4C	56%	43%	29%	93%	33%
<b>Electrical distributor (incl. low volt.)</b>							
Zoro Tools, Inc.	37	1.0-4C	61%	61%	41%	97%	69%
<b>Electronic equipment</b>							
Cable Ferret, Inc.	101	.25-4C	63%	59%	46%	89%	55%
<b>Energy management</b>							
Leviton Manufacturing	28-29	2.0-4C	89%	78%	51%	97%	71%
Leviton Manufacturing	47	1.0-4C	77%	56%	44%	93%	74%
Lutron	25	1.0-4C	76%	68%	46%	95%	76%
Category averages:			81%	67%	47%	95%	74%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc.	71	1.0-4C	90%	62%	59%	96%	79%
Allied Moulded Products	55	1.0-4C	81%	64%	40%	94%	82%
Atkore International	7	1.0-4C	60%	52%	26%	98%	64%
Platinum Tools	91	.33-4C	57%	51%	38%	91%	58%
Category averages:			72%	57%	41%	95%	71%

*(continued)*

Base = 154



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
<b>Hand tools</b>							
HotBend	63	.125-4C	73%	60%	41%	91%	53%
<b>Home automation</b>							
Leviton Manufacturing	28-29	2.0-4C	89%	78%	51%	97%	71%
Leviton Manufacturing	47	1.0-4C	77%	56%	44%	93%	74%
Category averages:			83%	67%	48%	95%	73%
<b>Lighting controls</b>							
Leviton Manufacturing	28-29	2.0-4C	89%	78%	51%	97%	71%
Leviton Manufacturing	47	1.0-4C	77%	56%	44%	93%	74%
Lutron	25	1.0-4C	76%	68%	46%	95%	76%
Category averages:			81%	67%	47%	95%	74%
<b>Lighting products/fixtures</b>							
Sylvania Ledvance	14	.50-4C	56%	52%	34%	94%	63%
TCP	69	.66-4C	55%	47%	38%	96%	66%
Topaz	16	.33-4C	42%	50%	38%	88%	54%
Category averages:			51%	50%	37%	93%	61%
<b>Meters/instru (test) power &amp; low volt.</b>							
Megger	5	1.0-4C	62%	50%	32%	97%	55%
Platinum Tools	91	.33-4C	57%	51%	38%	91%	58%
Category averages:			60%	51%	35%	94%	57%
<b>Power tools</b>							
Greenlee	57	1.0-4C	76%	51%	28%	95%	52%
IlSCO	87	1.0-4C	71%	52%	32%	93%	70%
Category averages:			74%	52%	30%	94%	61%

*(continued)*

Base = 154

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
<b>Raceway/cable tray/conduit</b>							
Champion Fiberglass	9	1.0-4C	59%	46%	22%	91%	46%
ROBROY	33	1.0-2C	55%	38%	24%	97%	29%
Category averages:			57%	42%	23%	94%	38%
<b>Safety equipment/apparel</b>							
Emergent Safety Supply	67	.25-4C	60%	55%	36%	93%	39%
GlenGuard	41	1.0-4C	48%	48%	35%	91%	51%
Category averages:			54%	52%	36%	92%	45%
<b>Training/Safety organization</b>							
American Technical Publishers	67	.25-4C	49%	49%	42%	93%	62%
<b>Vehicles</b>							
Ford Motor Co.	52-53	2.0-4C	64%	44%	32%	99%	42%
<b>Wire &amp; cable</b>							
Encore Wire Corp.	13	1.0-4C	66%	55%	33%	96%	77%
Southwire	Cvr 4	1.0-4C	61%	56%	53%	92%	64%
Atkore International	7	1.0-4C	60%	52%	26%	98%	64%
Category averages:			62%	54%	37%	95%	68%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	39	1.0-4C	97%	69%	51%	96%	84%
Arlington Industries, Inc.	3	1.0-4C	94%	69%	49%	96%	84%
Arlington Industries, Inc.	75	1.0-4C	91%	68%	55%	95%	76%
Arlington Industries, Inc.	95	1.0-4C	88%	65%	51%	94%	72%
Arlington Industries, Inc.	61	1.0-4C	85%	68%	50%	97%	71%
Greenlee	57	1.0-4C	76%	51%	28%	95%	52%

*(continued)*

Base = 154

## 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
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>							
ICC	21	1.0-4C	56%	43%	29%	93%	33%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	44%	48%	93%	57%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	67%	44%	90%	64%
Category averages:			76%	60%	45%	94%	66%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc.	3	1.0-4C	94%	69%	49%	96%	84%
Arlington Industries, Inc.	75	1.0-4C	91%	68%	55%	95%	76%
Arlington Industries, Inc.	71	1.0-4C	90%	62%	59%	96%	79%
Encore Wire Corp.	13	1.0-4C	66%	55%	33%	96%	77%
Cable Ferret, Inc.	101	.25-4C	63%	59%	46%	89%	55%
Champion Fiberglass	9	1.0-4C	59%	46%	22%	91%	46%
Calbrite	15	.33-4C	59%	42%	28%	96%	44%
ROBROY	33	1.0-2C	55%	38%	24%	97%	29%
Category averages:			72%	55%	40%	95%	61%
<b>Wiring devices</b>							
Arlington Industries, Inc.	3	1.0-4C	94%	69%	49%	96%	84%
Arlington Industries, Inc.	11	1.0-4C	92%	73%	51%	95%	84%
Category averages:			93%	71%	50%	96%	84%

Base = 154

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc.	99	1.0-4C	91%	98%	87%	95%	75%	83%
Arlington Industries, Inc.	49	1.0-4C	95%	97%	82%	93%	70%	70%
Arlington Industries, Inc.	59	1.0-4C	91%	97%	85%	93%	71%	85%
Arlington Industries, Inc.	35	1.0-4C	91%	97%	87%	93%	73%	91%
Arlington Industries, Inc.	45	1.0-4C	91%	97%	88%	94%	68%	88%
Arlington Industries, Inc.	19	1.0-4C	90%	97%	86%	95%	72%	87%
Arlington Industries, Inc.	61	1.0-4C	85%	97%	79%	89%	65%	83%
Arlington Industries, Inc.	65	1.0-4C	88%	96%	76%	89%	68%	82%
Calbrite	15	.33-4C	59%	96%	32%	77%	51%	33%
Arlington Industries, Inc.	11	1.0-4C	92%	95%	85%	93%	74%	89%
Arlington Industries, Inc.	83	1.0-4C	92%	95%	70%	88%	61%	73%
Arlington Industries, Inc.	78-79	2.0-4C	91%	95%	77%	88%	63%	82%
Arlington Industries, Inc.	Cvr 3	1.0-4C	91%	95%	82%	91%	73%	86%
RACO/HUBBELL Commercial Construction	17	.50-4C	84%	95%	78%	88%	70%	70%
Konkore Fittings	23	1.0-4C	80%	95%	50%	88%	69%	53%
Orbit Industries	1	1.0-4C	80%	95%	49%	91%	65%	61%
Allied Moulded Products	55	1.0-4C	81%	94%	72%	85%	70%	73%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	93%	51%	78%	49%	57%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	90%	52%	71%	54%	59%
Topaz	16	.33-4C	42%	88%	54%	60%	50%	63%
Category averages:			81%	95%	71%	87%	66%	73%
<b>Circuit protection</b>								
Siemens	81	1.0-4C	74%	92%	74%	77%	54%	67%
<b>Contractor equipment</b>								
HotBend	63	.125-4C	73%	91%	50%	70%	57%	48%
<i>(continued)</i>								

Base = 154

### 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
<b>Contractor equipment</b> <i>continued</i>								
Cable Ferret, Inc.	101	.25-4C	63%	89%	37%	75%	59%	47%
Category averages:			68%	90%	44%	73%	58%	48%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	63	.125-4C	46%	96%	35%	65%	38%	33%
<b>Data comm equipment</b>								
ICC	21	1.0-4C	56%	93%	38%	71%	43%	41%
<b>Electrical distributor (incl. low volt.)</b>								
Zoro Tools, Inc.	37	1.0-4C	61%	97%	42%	85%	58%	44%
<b>Electronic equipment</b>								
Cable Ferret, Inc.	101	.25-4C	63%	89%	37%	75%	59%	47%
<b>Energy management</b>								
Leviton Manufacturing	28-29	2.0-4C	89%	97%	71%	88%	64%	66%
Lutron	25	1.0-4C	76%	95%	83%	89%	69%	83%
Leviton Manufacturing	47	1.0-4C	77%	93%	74%	89%	67%	88%
Category averages:			81%	95%	76%	89%	67%	79%
<b>Fasteners, hangers, clamps, supports</b>								
Atkore International	7	1.0-4C	60%	98%	41%	78%	63%	50%
Arlington Industries, Inc.	71	1.0-4C	90%	96%	84%	90%	69%	85%
Allied Moulded Products	55	1.0-4C	81%	94%	72%	85%	70%	73%
Platinum Tools	91	.33-4C	57%	91%	39%	68%	54%	45%
Category averages:			72%	95%	59%	80%	64%	63%

*(continued)*

Base = 154

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Hand tools</b>								
HotBend	63	.125-4C	73%	91%	50%	70%	57%	48%
<b>Home automation</b>								
Leviton Manufacturing	28-29	2.0-4C	89%	97%	71%	88%	64%	66%
Leviton Manufacturing	47	1.0-4C	77%	93%	74%	89%	67%	88%
Category averages:			83%	95%	73%	89%	66%	77%
<b>Lighting controls</b>								
Leviton Manufacturing	28-29	2.0-4C	89%	97%	71%	88%	64%	66%
Lutron	25	1.0-4C	76%	95%	83%	89%	69%	83%
Leviton Manufacturing	47	1.0-4C	77%	93%	74%	89%	67%	88%
Category averages:			81%	95%	76%	89%	67%	79%
<b>Lighting products/fixtures</b>								
TCP	69	.66-4C	55%	96%	50%	80%	68%	47%
Sylvania Ledvance	14	.50-4C	56%	94%	60%	65%	54%	54%
Topaz	16	.33-4C	42%	88%	54%	60%	50%	63%
Category averages:			51%	93%	55%	68%	57%	55%
<b>Meters/instru (test) power &amp; low volt.</b>								
Megger	5	1.0-4C	62%	97%	61%	87%	59%	63%
Platinum Tools	91	.33-4C	57%	91%	39%	68%	54%	45%
Category averages:			60%	94%	50%	78%	57%	54%
<b>Power tools</b>								
Greenlee	57	1.0-4C	76%	95%	69%	81%	56%	72%
IlSCO	87	1.0-4C	71%	93%	59%	79%	62%	57%
Category averages:			74%	94%	64%	80%	59%	65%

*(continued)*

Base = 154

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Raceway/cable tray/conduit</b>								
ROBROY	33	1.0-2C	55%	97%	42%	64%	41%	44%
Champion Fiberglass	9	1.0-4C	59%	91%	33%	71%	49%	36%
Category averages:			57%	94%	38%	68%	45%	40%
<b>Safety equipment/apparel</b>								
Emergent Safety Supply	67	.25-4C	60%	93%	37%	72%	45%	41%
GlenGuard	41	1.0-4C	48%	91%	33%	63%	53%	35%
Category averages:			54%	92%	35%	68%	49%	38%
<b>Training/Safety organization</b>								
American Technical Publishers	67	.25-4C	49%	93%	47%	70%	62%	40%
<b>Vehicles</b>								
Ford Motor Co.	52-53	2.0-4C	64%	99%	65%	81%	51%	68%
<b>Wire &amp; cable</b>								
Atkore International	7	1.0-4C	60%	98%	41%	78%	63%	50%
Encore Wire Corp.	13	1.0-4C	66%	96%	60%	89%	69%	65%
Southwire	Cvr 4	1.0-4C	61%	92%	71%	83%	56%	74%
Category averages:			62%	95%	57%	83%	63%	63%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc.	61	1.0-4C	85%	97%	79%	89%	65%	83%
Arlington Industries, Inc.	39	1.0-4C	97%	96%	83%	94%	72%	87%
Arlington Industries, Inc.	3	1.0-4C	94%	96%	84%	94%	68%	87%
Arlington Industries, Inc.	75	1.0-4C	91%	95%	80%	88%	71%	80%
Greenlee	57	1.0-4C	76%	95%	69%	81%	56%	72%
Arlington Industries, Inc.	95	1.0-4C	88%	94%	75%	90%	67%	82%

*(continued)*

Base = 154

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>								
ICC	21	1.0-4C	56%	93%	38%	71%	43%	41%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	93%	51%	78%	49%	57%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	90%	52%	71%	54%	59%
Category averages:			76%	94%	68%	84%	61%	72%
<b>Wire &amp; cable management</b>								
ROBROY	33	1.0-2C	55%	97%	42%	64%	41%	44%
Arlington Industries, Inc.	3	1.0-4C	94%	96%	84%	94%	68%	87%
Arlington Industries, Inc.	71	1.0-4C	90%	96%	84%	90%	69%	85%
Encore Wire Corp.	13	1.0-4C	66%	96%	60%	89%	69%	65%
Calbrite	15	.33-4C	59%	96%	32%	77%	51%	33%
Arlington Industries, Inc.	75	1.0-4C	91%	95%	80%	88%	71%	80%
Champion Fiberglass	9	1.0-4C	59%	91%	33%	71%	49%	36%
Cable Ferret, Inc.	101	.25-4C	63%	89%	37%	75%	59%	47%
Category averages:			72%	95%	57%	81%	60%	60%
<b>Wiring devices</b>								
Arlington Industries, Inc.	3	1.0-4C	94%	96%	84%	94%	68%	87%
Arlington Industries, Inc.	11	1.0-4C	92%	95%	85%	93%	74%	89%
Category averages:			93%	96%	85%	94%	71%	88%

Base = 154



## 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
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc.	99	1.0-4C	91%	87%	11%	12%	11%	0%	14%	37%	9%	40%
Arlington Industries, Inc.	11	1.0-4C	92%	84%	11%	11%	9%	0%	21%	35%	12%	35%
Arlington Industries, Inc.	59	1.0-4C	91%	83%	13%	9%	9%	0%	13%	32%	8%	32%
Arlington Industries, Inc.	35	1.0-4C	91%	82%	11%	8%	8%	1%	14%	36%	8%	25%
Arlington Industries, Inc.	Cvr 3	1.0-4C	91%	82%	8%	10%	8%	0%	15%	31%	10%	38%
Allied Moulded Products	55	1.0-4C	81%	82%	6%	11%	9%	0%	10%	35%	6%	30%
Arlington Industries, Inc.	49	1.0-4C	95%	80%	10%	8%	10%	0%	11%	42%	6%	24%
Arlington Industries, Inc.	45	1.0-4C	91%	80%	9%	8%	7%	0%	13%	40%	11%	28%
Arlington Industries, Inc.	19	1.0-4C	90%	79%	14%	10%	7%	0%	14%	34%	9%	26%
Arlington Industries, Inc.	61	1.0-4C	85%	71%	6%	7%	6%	4%	9%	34%	6%	35%
RACO/HUBBELL Commercial Construction	17	.50-4C	84%	71%	5%	6%	6%	3%	8%	40%	6%	29%
Orbit Industries	1	1.0-4C	80%	71%	9%	9%	9%	1%	8%	37%	7%	18%
Arlington Industries, Inc.	78-79	2.0-4C	91%	68%	5%	6%	7%	2%	10%	25%	10%	30%
Arlington Industries, Inc.	65	1.0-4C	88%	68%	4%	4%	6%	2%	11%	25%	9%	34%
Konkore Fittings	23	1.0-4C	80%	68%	11%	8%	7%	1%	12%	28%	4%	13%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	64%	14%	13%	17%	3%	12%	28%	4%	12%

### 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 = 154

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Boxes, conduit bodies &amp; enclosures</b> <i>continued</i>												
Arlington Industries, Inc.	83	1.0-4C	92%	58%	7%	8%	6%	2%	5%	29%	10%	18%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	57%	7%	13%	15%	3%	12%	26%	7%	15%
Topaz	16	.33-4C	42%	54%	15%	8%	6%	2%	10%	19%	6%	13%
Calbrite	15	.33-4C	59%	44%	4%	7%	7%	4%	1%	21%	1%	5%
Category averages:			81%	72%	9%	9%	9%	1%	11%	32%	7%	25%
<b>Circuit protection</b>												
Siemens	81	1.0-4C	74%	59%	8%	8%	11%	0%	3%	31%	3%	10%
<b>Contractor equipment</b>												
Cable Ferret, Inc.	101	.25-4C	63%	55%	10%	8%	10%	0%	1%	19%	7%	7%
HotBend	63	.125-4C	73%	53%	13%	6%	13%	1%	7%	16%	2%	9%
Category averages:			68%	54%	12%	7%	12%	1%	4%	18%	5%	8%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	63	.125-4C	46%	38%	4%	7%	5%	0%	2%	15%	5%	5%
<b>Data comm equipment</b>												
ICC	21	1.0-4C	56%	33%	1%	3%	3%	3%	4%	20%	10%	7%
<b>Electrical distributor (incl. low volt.)</b>												
Zoro Tools, Inc.	37	1.0-4C	61%	69%	7%	8%	15%	3%	11%	30%	7%	14%
<b>Electronic equipment</b>												
Cable Ferret, Inc.	101	.25-4C	63%	55%	10%	8%	10%	0%	1%	19%	7%	7%
<i>(continued)</i>												Base = 154

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Energy management</b>												
Lutron	25	1.0-4C	76%	76%	9%	7%	7%	3%	9%	33%	11%	31%
Leviton Manufacturing	47	1.0-4C	77%	74%	6%	6%	6%	1%	8%	31%	7%	32%
Leviton Manufacturing	28-29	2.0-4C	89%	71%	13%	13%	16%	3%	13%	37%	5%	16%
Category averages:			81%	74%	9%	9%	10%	2%	10%	34%	8%	26%
<b>Fasteners, hangers, clamps, supports</b>												
Allied Moulded Products	55	1.0-4C	81%	82%	6%	11%	9%	0%	10%	35%	6%	30%
Arlington Industries, Inc.	71	1.0-4C	90%	79%	10%	10%	8%	0%	15%	30%	12%	38%
Atkore International	7	1.0-4C	60%	64%	13%	5%	13%	0%	8%	31%	1%	11%
Platinum Tools	91	.33-4C	57%	58%	9%	5%	9%	0%	9%	30%	7%	8%
Category averages:			72%	71%	10%	8%	10%	0%	11%	32%	7%	22%
<b>Hand tools</b>												
HotBend	63	.125-4C	73%	53%	13%	6%	13%	1%	7%	16%	2%	9%
<b>Home automation</b>												
Leviton Manufacturing	47	1.0-4C	77%	74%	6%	6%	6%	1%	8%	31%	7%	32%
Leviton Manufacturing	28-29	2.0-4C	89%	71%	13%	13%	16%	3%	13%	37%	5%	16%
Category averages:			83%	73%	10%	10%	11%	2%	11%	34%	6%	24%
<b>Lighting controls</b>												
Lutron	25	1.0-4C	76%	76%	9%	7%	7%	3%	9%	33%	11%	31%
Leviton Manufacturing	47	1.0-4C	77%	74%	6%	6%	6%	1%	8%	31%	7%	32%
Leviton Manufacturing	28-29	2.0-4C	89%	71%	13%	13%	16%	3%	13%	37%	5%	16%
Category averages:			81%	74%	9%	9%	10%	2%	10%	34%	8%	26%
<i>(continued)</i>												Base = 154

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Lighting products/fixtures</b>												
TCP	69	.66-4C	55%	66%	14%	14%	12%	0%	11%	26%	7%	8%
Sylvania Ledvance	14	.50-4C	56%	63%	14%	10%	11%	0%	11%	32%	3%	7%
Topaz	16	.33-4C	42%	54%	15%	8%	6%	2%	10%	19%	6%	13%
Category averages:			51%	61%	14%	11%	10%	1%	11%	26%	5%	9%
<b>Meters/instru (test) power &amp; low volt.</b>												
Platinum Tools	91	.33-4C	57%	58%	9%	5%	9%	0%	9%	30%	7%	8%
Megger	5	1.0-4C	62%	55%	7%	5%	11%	3%	8%	20%	7%	11%
Category averages:			60%	57%	8%	5%	10%	2%	9%	25%	7%	10%
<b>Power tools</b>												
IlSCO	87	1.0-4C	71%	70%	10%	9%	9%	1%	13%	33%	6%	16%
Greenlee	57	1.0-4C	76%	52%	8%	6%	8%	2%	6%	22%	7%	18%
Category averages:			74%	61%	9%	8%	9%	2%	10%	28%	7%	17%
<b>Raceway/cable tray/conduit</b>												
Champion Fiberglass	9	1.0-4C	59%	46%	8%	3%	8%	1%	5%	20%	8%	9%
ROBROY	33	1.0-2C	55%	29%	0%	3%	9%	2%	2%	14%	3%	2%
Category averages:			57%	38%	4%	3%	9%	2%	4%	17%	6%	6%
<b>Safety equipment/apparel</b>												
GlenGuard	41	1.0-4C	48%	51%	9%	7%	7%	2%	5%	28%	5%	7%
Emergent Safety Supply	67	.25-4C	60%	39%	3%	11%	4%	3%	3%	18%	7%	8%
Category averages:			54%	45%	6%	9%	6%	3%	4%	23%	6%	8%
<b>Training/Safety organization</b>												
American Technical Publishers	67	.25-4C	49%	62%	15%	8%	15%	0%	7%	22%	2%	7%

(continued)

Base = 154

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Vehicles</b>												
Ford Motor Co.	52-53	2.0-4C	64%	42%	8%	5%	4%	3%	5%	19%	4%	10%
<b>Wire &amp; cable</b>												
Encore Wire Corp.	13	1.0-4C	66%	77%	2%	9%	4%	2%	15%	40%	7%	20%
Southwire	Cvr 4	1.0-4C	61%	64%	6%	9%	7%	6%	8%	29%	8%	20%
Atkore International	7	1.0-4C	60%	64%	13%	5%	13%	0%	8%	31%	1%	11%
Category averages:			62%	68%	7%	8%	8%	3%	10%	33%	5%	17%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc.	39	1.0-4C	97%	84%	8%	11%	10%	1%	18%	35%	10%	31%
Arlington Industries, Inc.	3	1.0-4C	94%	84%	10%	16%	12%	0%	18%	30%	10%	36%
Arlington Industries, Inc.	75	1.0-4C	91%	76%	12%	10%	8%	0%	12%	33%	7%	23%
Arlington Industries, Inc.	95	1.0-4C	88%	72%	4%	6%	5%	2%	9%	28%	8%	37%
Arlington Industries, Inc.	61	1.0-4C	85%	71%	6%	7%	6%	4%	9%	34%	6%	35%
Bridgeport Fittings, Inc.	Gatefold	4C	48%	64%	14%	13%	17%	3%	12%	28%	4%	12%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	52%	57%	7%	13%	15%	3%	12%	26%	7%	15%
Greenlee	57	1.0-4C	76%	52%	8%	6%	8%	2%	6%	22%	7%	18%
ICC	21	1.0-4C	56%	33%	1%	3%	3%	3%	4%	20%	10%	7%
Category averages:			76%	66%	8%	9%	9%	2%	11%	28%	8%	24%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc.	3	1.0-4C	94%	84%	10%	16%	12%	0%	18%	30%	10%	36%
Arlington Industries, Inc.	71	1.0-4C	90%	79%	10%	10%	8%	0%	15%	30%	12%	38%
Encore Wire Corp.	13	1.0-4C	66%	77%	2%	9%	4%	2%	15%	40%	7%	20%
Arlington Industries, Inc.	75	1.0-4C	91%	76%	12%	10%	8%	0%	12%	33%	7%	23%
Cable Ferret, Inc.	101	.25-4C	63%	55%	10%	8%	10%	0%	1%	19%	7%	7%
Champion Fiberglass	9	1.0-4C	59%	46%	8%	3%	8%	1%	5%	20%	8%	9%

(continued)

Base = 154

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

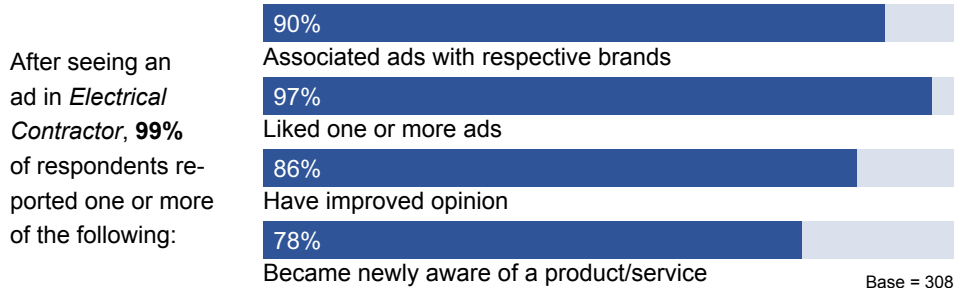


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable management</b> <i>continued</i>												
Calbrite	15	.33-4C	59%	44%	4%	7%	7%	4%	1%	21%	1%	5%
ROBROY	33	1.0-2C	55%	29%	0%	3%	9%	2%	2%	14%	3%	2%
Category averages:			72%	61%	7%	8%	8%	1%	9%	26%	7%	18%
<b>Wiring devices</b>												
Arlington Industries, Inc.	3	1.0-4C	94%	84%	10%	16%	12%	0%	18%	30%	10%	36%
Arlington Industries, Inc.	11	1.0-4C	92%	84%	11%	11%	9%	0%	21%	35%	12%	35%
Category averages:			93%	84%	11%	14%	11%	0%	20%	33%	11%	36%
Base = 154												

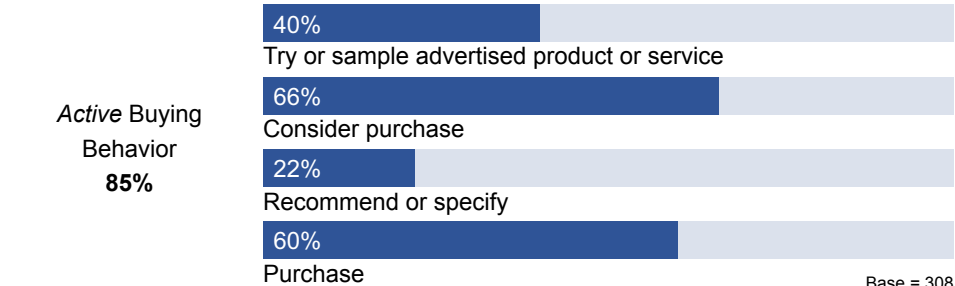
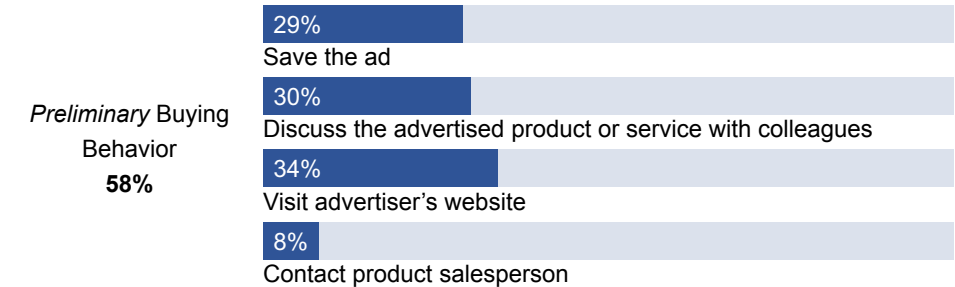
## Demographics: Influence and Action Totals



### Total ad influence for all studied ads



**Total Buying Behavior 90%** Ninety percent (90%) 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
Gatefold	1	48%	67%	44%
Two pages	3	81%	61%	43%
One page	34	78%	59%	45%
Two-thirds page	1	55%	47%	38%
One-half page	2	70%	58%	32%
One-third page	3	53%	48%	35%
One-fourth page	3	57%	54%	41%
One-eighth page	2	60%	54%	41%
<b>Issue averages:</b>		<b>73%</b>	<b>58%</b>	<b>43%</b>

Base = 154

### Building types

<b>Commercial</b>	83%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	75%
Includes single family and multi-family	
<b>Industrial</b>	59%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	54%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Non-building</b>	24%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
<b>Emerging/alternative energy sources</b>	22%
Includes solar, wind, geothermal, etc.	
No response	0%

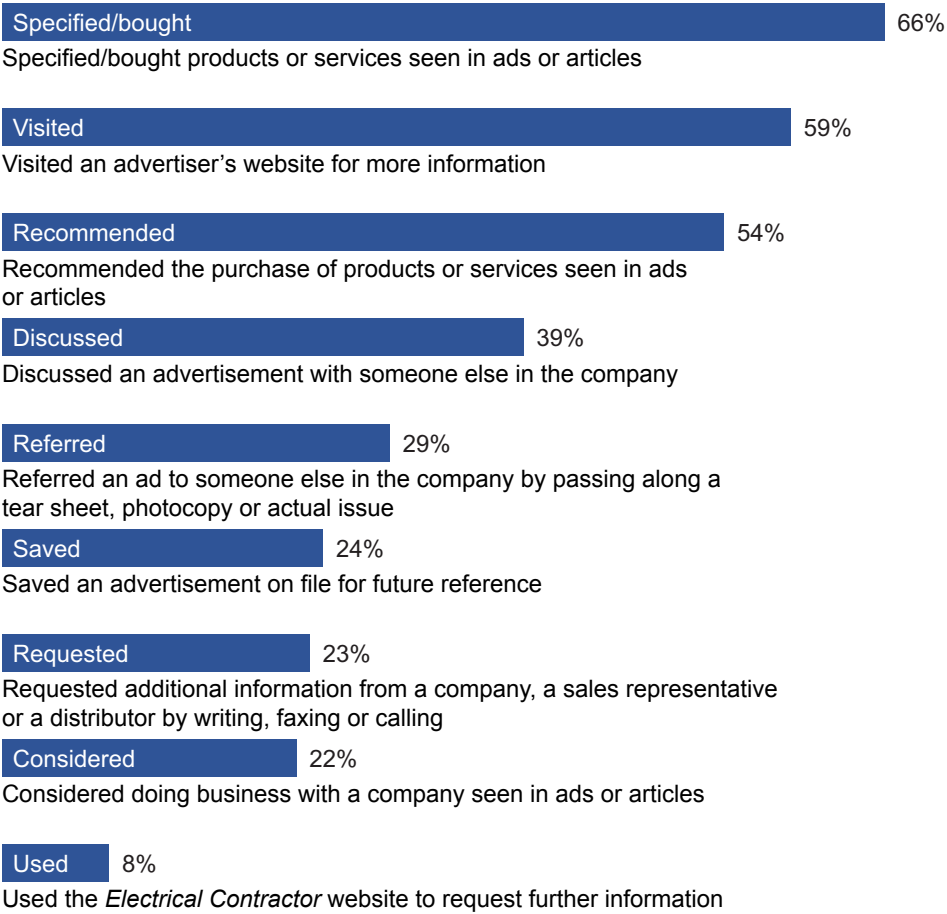
Base = 308

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 = 308

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc. . . . .	61%
Management: project manager, superintendent, supervisor, foreman . . . . .	15%
Electrician (field), journeyman, technician, installer, service person . . . . .	14%
Staff engineer, designer, electrical engineer. . . . .	3%
Estimator . . . . .	2%
Inspector. . . . .	1%
Purchasing agent, buyer. . . . .	1%
Other. . . . .	3%
No response . . . . .	0%

Base = 308

Primary business

Electrical contracting/low-voltage contracting. . . . .	89%
Engineering/architecture/consulting . . . . .	3%
Systems integration/consulting. . . . .	1%
Wholesaler/distributor. . . . .	1%
Other. . . . .	6%
No response . . . . .	0%

Base = 308

Building systems installed

Lighting. . . . .	89%
Maintenance, service, repair . . . . .	82%
Premises wiring . . . . .	77%
Power quality systems (includes standby, co-gen, etc.) . . . . .	58%
Fire/life safety systems. . . . .	53%
Security (includes CCTV, access/motion/intrusion systems) . . . . .	51%
Communications systems (VDV) . . . . .	36%
Total building automation systems (includes HVAC, lighting). . . . .	32%
Fiber optics. . . . .	28%
Alternative-energy systems . . . . .	25%
None of the above . . . . .	2%
No response . . . . .	0%

Base = 308

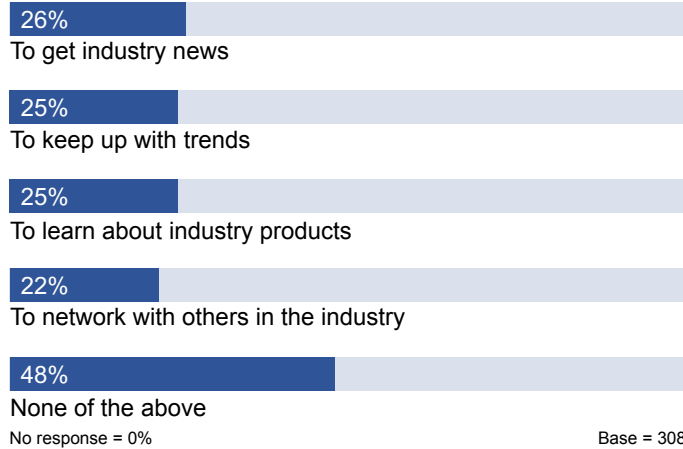


## Demographics: Social Media



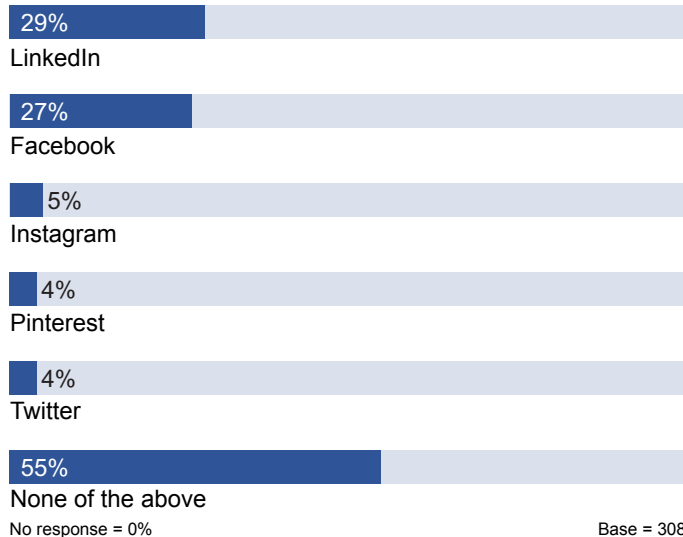
### Professional use of social media

*Fifty-two percent (52%) of Electrical Contractor respondents report one or more of these reasons for using social media.*



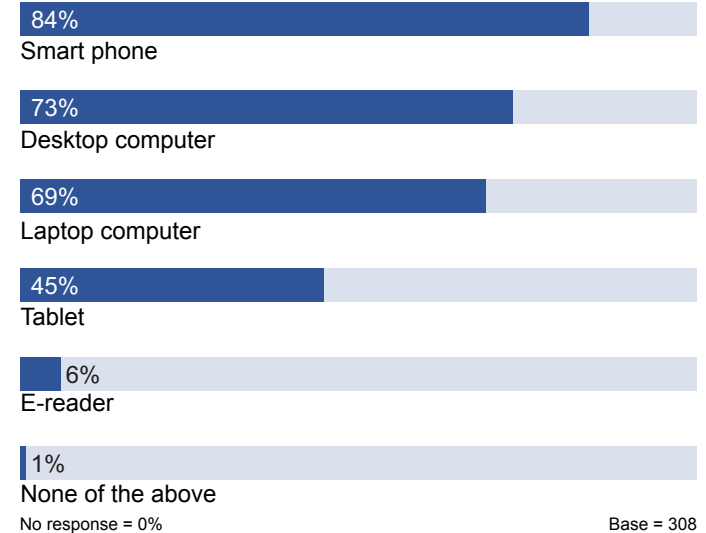
### Social media platforms used for work

*Forty-five percent (44%) 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.<sup>1</sup>
- Only primary business objectives such as increasing profit or market share are true final measures of business success.<sup>2</sup>
- A significant change across a wide range of intermediate objectives is a reliable predictor of business success.
- Because the importance of individual intermediate objectives varies by ad campaign, no single intermediate measure can be an infallible predictor.
- Best practice requires tracking multiple intermediate effects.<sup>3</sup>
- Assigning greater or lesser value to each intermediate objective, to better align with your specific campaign goals, improves campaign accountability and effectiveness.<sup>4</sup>

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

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

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

##### Total Ad Recall *Audience Exposure*

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

##### Total Ad Influence *Audience Engagement*

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

##### Total Buying Action *Audience Involvement*

##### Preliminary Buying Action

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

##### Active Buying Action

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

**BAXTER**  
RESEARCH CENTER

## About mediaView Pro: Methodology



### about mediaView<sup>Pro</sup><sup>TM</sup> 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 is 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 Worldwide<sup>SM</sup> Statement

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



**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* 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.

