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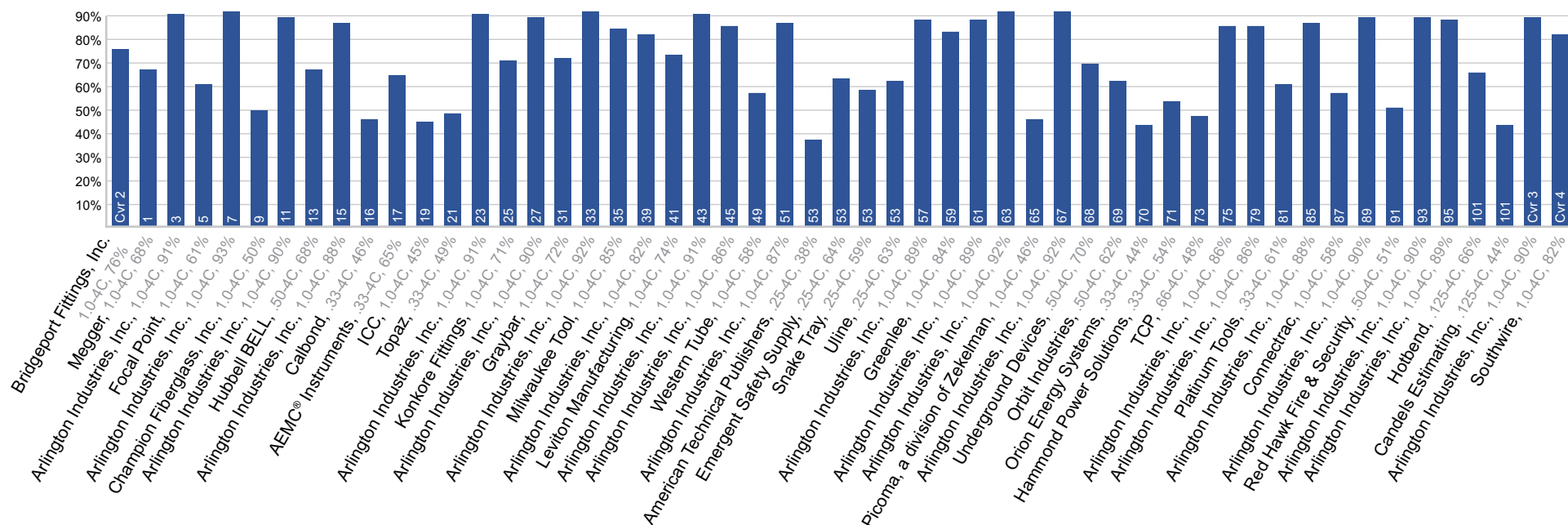
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September 2019

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

## Executive Summary: Ad Traffic by Page Number



Base = 145

## 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.	93%	Arlington Industries, Inc.	92%	99%	Arlington Industries, Inc.	91%	82%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	90%	82%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	90%	99%	Arlington Industries, Inc.	93%	81%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	90%	99%	Arlington Industries, Inc.	89%	79%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	86%	99%	Arlington Industries, Inc.	86%	79%
Arlington Industries, Inc.	91%	Milwaukee Tool	85%	99%	Arlington Industries, Inc.	92%	78%
Arlington Industries, Inc.	91%	Greenlee	84%	99%	Arlington Industries, Inc.	91%	78%
Arlington Industries, Inc.	90%	Konkore Fittings	71%	99%	Arlington Industries, Inc.	89%	78%
Arlington Industries, Inc.	90%	Uline	63%	99%	Arlington Industries, Inc.	92%	77%
Arlington Industries, Inc.	90%	Orbit Industries	62%	99%	Arlington Industries, Inc.	90%	77%

## 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

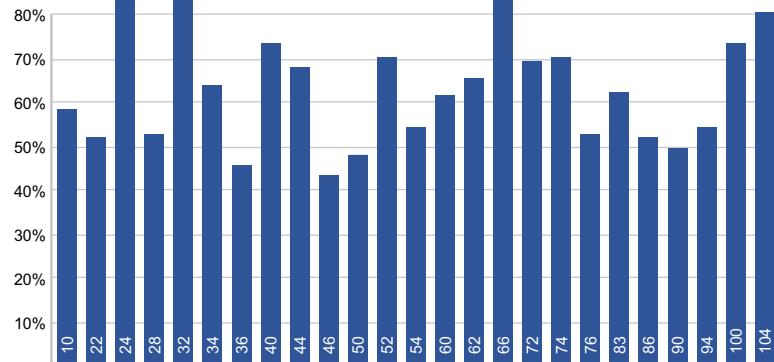
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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: U.S. lags behind global HazCom standard	10	59%	63%	32%
ESTIMATING: A California change-up	22	52%	69%	47%
CODE FAQs: Objectionable current, new NEC...	24	88%	78%	72%
Solar of the north	28	53%	64%	41%
ARC FLASH SAFETY: Preparing for possibilities	32	88%	80%	51%
LIGHTING: Midstream rebates	34	64%	72%	41%
Making the equipment tick: Smart inverters	36	46%	70%	41%
CODE INSIDER: Stay out of the headlines	40	74%	78%	59%
WORDS OF WISDOM: How do you find and retain good...	44	68%	76%	50%
The doctor is in: Frey Electric and University at Buffalo's...	46	43%	56%	33%
LEGAL: Do you delve or just look?	50	48%	71%	41%
SAFETY QUIZ: Look out below	52	71%	73%	60%
What's your beef?: ECs discuss industry challenges	54	55%	76%	45%
RESIDENTIAL: Ghosts and problems	60	62%	79%	61%
SERVICE/MAINTENANCE: Connecting contractors...	62	66%	74%	53%
NEW PRODUCTS	66	88%	78%	62%
LAMPS	72	70%	74%	48%
CODE APPLICATIONS: Protecting people from ESD	74	71%	77%	58%
Utilities go in new directions: Underground report	76	53%	70%	35%
TECHNOLOGY: Reaping the benefits of solar	83	63%	70%	48%
CABLING QUIZ: Data center cabling update	86	52%	63%	39%
INTEGRATED SYSTEMS PRODUCTS	90	50%	66%	30%
FIRE/LIFE SAFETY: History in the making	94	55%	75%	46%
COOL TOOLS: Construction software	100	74%	72%	57%
CODE COMMENTS: Wire and protection changes	104	81%	84%	62%

Base = 290

### 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 like to read about situations that are similar to situations I experience in the workplace; also ads for products and helpful techniques.*

— Owner

*When a customer comes in looking for an item that we never had before I remember that you guys had a solution in your magazine and I go right to it. It also keeps my head in the game as far as what's going on in our field.*

— Mgr.

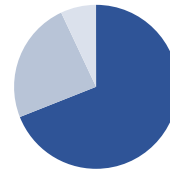
*It's a good resource for industry news and product evaluations. It's always nice to find a publication that specializes in your field.*

— President

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

#### Format preference

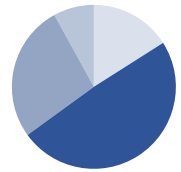
Print . . . . .	69%
Print and digital . . . . .	24%
Digital . . . . .	7%
No response . . . . .	0%



Base = 290

#### When read

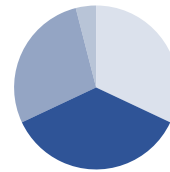
Same day the issue is received . . . .	16%
Within three days . . . . .	49%
Within a week . . . . .	27%
One week or later . . . . .	8%
No response . . . . .	0%



Base = 290

#### Time spent reading

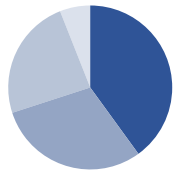
45 minutes or more. . . . .	32%
30 - 44 minutes. . . . .	36%
15 - 29 minutes. . . . .	28%
Less than 15 minutes . . . . .	4%
No response . . . . .	0%



Base = 290

#### How often each issue is read

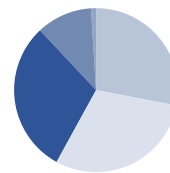
4 or more times. . . . .	40%
3 times . . . . .	30%
2 times . . . . .	24%
1 time . . . . .	6%
No response . . . . .	0%



Base = 290

#### Respondents rate *Electrical Contractor*

Personal favorite. . . . .	28%
Very important . . . . .	30%
Important . . . . .	30%
Somewhat important. . . . .	11%
Not important . . . . .	1%
No response . . . . .	0%



Base = 290

#### 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 = 290

## Editorial: Reading Habits *continued*



*I enjoy the publication for multiple reasons.*

*One, it helps me keep up to date. Two, I*

*appreciate the showcase of new products.*

*Three, it provides me with valuable contacts for companies that I may wish to do business with.*

— Owner

*[I] like seeing the advertisements for ideas of new products to use.*

— Electrician

*It's helpful to read about new products that are becoming available; also a good way to help keep up with changes in code.*

— Genera

### Industry magazine readership

*Eighty-seven percent (87%) 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>87%</b>	<b>73%</b>	<b>14%</b>	<b>8%</b>	<b>5%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>EC&amp;M</b>	51%	39%	12%	8%	3%	1%	22%	15%
<b>Cabling Installation &amp; Maintenance</b>	8%	6%	2%	1%	1%	2%	54%	34%
<b>Security Dealer</b>	5%	3%	2%	0%	1%	2%	57%	35%
<b>Communications News</b>	4%	3%	1%	1%	2%	2%	54%	37%
<b>Security Magazine</b>	4%	3%	1%	2%	2%	1%	54%	37%

Base = 290

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.	7	1.0-4C	93%	70%	60%	98%	81%
Arlington Industries, Inc.	63	1.0-4C	92%	65%	62%	98%	75%
Arlington Industries, Inc.	67	1.0-4C	92%	65%	55%	99%	77%
Arlington Industries, Inc.	33	1.0-4C	92%	61%	54%	95%	78%
Arlington Industries, Inc.	43	1.0-4C	91%	57%	62%	96%	76%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	69%	63%	98%	82%
Arlington Industries, Inc.	11	1.0-4C	90%	64%	66%	99%	74%
Arlington Industries, Inc.	89	1.0-4C	90%	61%	55%	97%	76%
Arlington Industries, Inc.	95	1.0-4C	89%	64%	60%	97%	75%
Arlington Industries, Inc.	61	1.0-4C	89%	64%	56%	95%	78%
Arlington Industries, Inc.	57	1.0-4C	89%	64%	51%	96%	79%
Arlington Industries, Inc.	15	1.0-4C	88%	63%	58%	98%	72%
Arlington Industries, Inc.	85	1.0-4C	88%	61%	57%	95%	75%
Arlington Industries, Inc.	51	1.0-4C	87%	66%	54%	98%	74%
Arlington Industries, Inc.	79	1.0-4C	86%	59%	61%	96%	75%
Arlington Industries, Inc.	75	1.0-4C	86%	56%	48%	98%	69%
Arlington Industries, Inc.	39	1.0-4C	82%	59%	54%	98%	76%
Konkore Fittings	25	1.0-4C	71%	66%	30%	99%	71%
Underground Devices	68	.50-4C	70%	44%	26%	97%	63%
Hubbell BELL	13	.50-4C	68%	62%	33%	97%	67%
Orbit Industries	69	.50-4C	62%	52%	41%	99%	71%
Topaz	21	.33-4C	49%	53%	31%	96%	70%
Calbond	16	.33-4C	46%	43%	30%	97%	49%
Category averages:			82%	60%	51%	97%	73%
<b>Contractor equipment</b>							
Hotbend	101	.125-4C	66%	56%	38%	96%	56%

(continued)

Base = 145

### 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>							
Uline	53	.25-4C	63%	52%	30%	99%	63%
Category averages:			65%	54%	34%	98%	60%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Candels Estimating	101	.125-4C	44%	41%	33%	88%	23%
<b>Data comm equipment</b>							
ICC	19	1.0-4C	45%	42%	26%	93%	57%
<b>Electrical distributor (incl. low volt.)</b>							
Graybar	31	1.0-4C	72%	54%	31%	94%	58%
Uline	53	.25-4C	63%	52%	30%	99%	63%
Category averages:			68%	53%	31%	97%	61%
<b>Energy management</b>							
Leviton Manufacturing	41	1.0-4C	74%	73%	48%	98%	61%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc.	39	1.0-4C	82%	59%	54%	98%	76%
Platinum Tools	81	.33-4C	61%	56%	38%	95%	60%
Category averages:			72%	58%	46%	97%	68%
<b>Hand tools</b>							
Hotbend	101	.125-4C	66%	56%	38%	96%	56%
<b>Home automation</b>							
Leviton Manufacturing	41	1.0-4C	74%	73%	48%	98%	61%

*(continued)*

Base = 145



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>Lighting controls</b>							
Leviton Manufacturing	41	1.0-4C	74%	73%	48%	98%	61%
Focal Point	5	1.0-4C	61%	57%	40%	94%	57%
Category averages:			68%	65%	44%	96%	59%
<b>Lighting products/fixtures</b>							
Focal Point	5	1.0-4C	61%	57%	40%	94%	57%
Topaz	21	.33-4C	49%	53%	31%	96%	70%
TCP	73	.66-4C	48%	60%	28%	93%	65%
Orion Energy Systems	70	.33-4C	44%	41%	22%	93%	58%
Category averages:			51%	53%	30%	94%	63%
<b>Meters/instru (test) power &amp; low volt.</b>							
Megger	1	1.0-4C	68%	50%	38%	89%	64%
AEMC® Instruments	17	.33-4C	65%	55%	28%	95%	55%
Platinum Tools	81	.33-4C	61%	56%	38%	95%	60%
Category averages:			65%	54%	35%	93%	60%
<b>Power tools</b>							
Milwaukee Tool	35	1.0-4C	85%	64%	52%	99%	76%
Greenlee	59	1.0-4C	84%	68%	40%	99%	74%
Category averages:			85%	66%	46%	99%	75%
<b>Raceway/cable tray/conduit</b>							
Arlington Industries, Inc.	75	1.0-4C	86%	56%	48%	98%	69%
Snake Tray	53	.25-4C	59%	42%	32%	93%	52%
Western Tube, a division of Zekelman Industries	49	1.0-4C	58%	55%	34%	97%	70%

(continued)

Base = 145

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> <i>continued</i>							
Connectrac	87	1.0-4C	58%	50%	28%	98%	59%
Champion Fiberglass, Inc.	9	1.0-4C	50%	48%	38%	96%	57%
Picoma, a division of Zekelman Industries	65	1.0-4C	46%	59%	37%	95%	65%
Calbond	16	.33-4C	46%	43%	30%	97%	49%
Category averages:			58%	50%	35%	96%	60%
<b>Safety equipment/apparel</b>							
Emergent Safety Supply	53	.25-4C	64%	56%	28%	96%	61%
<b>Security products &amp; systems</b>							
Red Hawk Fire & Security	91	.50-4C	51%	49%	28%	96%	53%
<b>Training/Safety organization</b>							
American Technical Publishers	53	.25-4C	38%	45%	35%	94%	68%
<b>Transformers</b>							
Hammond Power Solutions	71	.33-4C	54%	52%	36%	97%	56%
<b>Wire &amp; cable</b>							
Southwire	Cvr 4	1.0-4C	82%	62%	35%	96%	76%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	7	1.0-4C	93%	70%	60%	98%	81%
Arlington Industries, Inc.	3	1.0-4C	91%	70%	58%	99%	82%
Arlington Industries, Inc.	23	1.0-4C	91%	66%	53%	97%	78%
Arlington Industries, Inc.	27	1.0-4C	90%	67%	55%	95%	77%
Arlington Industries, Inc.	93	1.0-4C	90%	67%	50%	99%	77%
Arlington Industries, Inc.	45	1.0-4C	86%	70%	57%	99%	79%

*(continued)*

Base = 145

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>							
Greenlee	59	1.0-4C	84%	68%	40%	99%	74%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	76%	63%	46%	98%	75%
ICC	19	1.0-4C	45%	42%	26%	93%	57%
Category averages:			83%	65%	49%	97%	76%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc.	67	1.0-4C	92%	65%	55%	99%	77%
Arlington Industries, Inc.	3	1.0-4C	91%	70%	58%	99%	82%
Arlington Industries, Inc.	23	1.0-4C	91%	66%	53%	97%	78%
Arlington Industries, Inc.	27	1.0-4C	90%	67%	55%	95%	77%
Arlington Industries, Inc.	93	1.0-4C	90%	67%	50%	99%	77%
Arlington Industries, Inc.	57	1.0-4C	89%	64%	51%	96%	79%
Arlington Industries, Inc.	45	1.0-4C	86%	70%	57%	99%	79%
Southwire	Cvr 4	1.0-4C	82%	62%	35%	96%	76%
Connectrac	87	1.0-4C	58%	50%	28%	98%	59%
Champion Fiberglass, Inc.	9	1.0-4C	50%	48%	38%	96%	57%
Category averages:			82%	63%	48%	97%	74%
<b>Wiring devices</b>							
Underground Devices	68	.50-4C	70%	44%	26%	97%	63%

Base = 145

## 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.	67	1.0-4C	92%	99%	89%	93%	77%	85%
Arlington Industries, Inc.	11	1.0-4C	90%	99%	85%	94%	77%	80%
Konkore Fittings	25	1.0-4C	71%	99%	48%	86%	66%	47%
Orbit Industries	69	.50-4C	62%	99%	49%	84%	77%	43%
Arlington Industries, Inc.	7	1.0-4C	93%	98%	83%	97%	80%	86%
Arlington Industries, Inc.	63	1.0-4C	92%	98%	85%	93%	79%	85%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	98%	80%	96%	83%	66%
Arlington Industries, Inc.	15	1.0-4C	88%	98%	85%	93%	78%	81%
Arlington Industries, Inc.	51	1.0-4C	87%	98%	87%	94%	79%	84%
Arlington Industries, Inc.	75	1.0-4C	86%	98%	80%	90%	78%	64%
Arlington Industries, Inc.	39	1.0-4C	82%	98%	75%	93%	76%	74%
Arlington Industries, Inc.	89	1.0-4C	90%	97%	84%	90%	75%	83%
Arlington Industries, Inc.	95	1.0-4C	89%	97%	83%	92%	75%	66%
Underground Devices	68	.50-4C	70%	97%	47%	86%	60%	52%
Hubbell BELL	13	.50-4C	68%	97%	58%	84%	70%	49%
Calbond	16	.33-4C	46%	97%	42%	73%	47%	46%
Arlington Industries, Inc.	43	1.0-4C	91%	96%	84%	91%	75%	85%
Arlington Industries, Inc.	57	1.0-4C	89%	96%	82%	89%	79%	85%
Arlington Industries, Inc.	79	1.0-4C	86%	96%	81%	91%	71%	84%
Topaz	21	.33-4C	49%	96%	46%	79%	68%	47%
Arlington Industries, Inc.	33	1.0-4C	92%	95%	79%	91%	74%	82%
Arlington Industries, Inc.	61	1.0-4C	89%	95%	82%	91%	72%	86%
Arlington Industries, Inc.	85	1.0-4C	88%	95%	83%	85%	72%	86%
Category averages:			82%	97%	74%	89%	73%	72%
<b>Contractor equipment</b>								
Uline	53	.25-4C	63%	99%	79%	84%	67%	81%
<i>(continued)</i>								

Base = 145

### 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>								
Hotbend	101	.125-4C	66%	96%	56%	81%	60%	56%
Category averages:			65%	98%	68%	83%	64%	69%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Candels Estimating	101	.125-4C	44%	88%	25%	46%	34%	29%
<b>Data comm equipment</b>								
ICC	19	1.0-4C	45%	93%	41%	62%	52%	47%
<b>Electrical distributor (incl. low volt.)</b>								
Uline	53	.25-4C	63%	99%	79%	84%	67%	81%
Graybar	31	1.0-4C	72%	94%	69%	79%	58%	72%
Category averages:			68%	97%	74%	82%	63%	77%
<b>Energy management</b>								
Leviton Manufacturing	41	1.0-4C	74%	98%	78%	85%	69%	64%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries, Inc.	39	1.0-4C	82%	98%	75%	93%	76%	74%
Platinum Tools	81	.33-4C	61%	95%	40%	69%	66%	40%
Category averages:			72%	97%	58%	81%	71%	57%
<b>Hand tools</b>								
Hotbend	101	.125-4C	66%	96%	56%	81%	60%	56%
<b>Home automation</b>								
Leviton Manufacturing	41	1.0-4C	74%	98%	78%	85%	69%	64%

*(continued)*

Base = 145

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>Lighting controls</b>								
Leviton Manufacturing	41	1.0-4C	74%	98%	78%	85%	69%	64%
Focal Point	5	1.0-4C	61%	94%	35%	76%	55%	40%
Category averages:			68%	96%	57%	81%	62%	52%
<b>Lighting products/fixtures</b>								
Topaz	21	.33-4C	49%	96%	46%	79%	68%	47%
Focal Point	5	1.0-4C	61%	94%	35%	76%	55%	40%
TCP	73	.66-4C	48%	93%	50%	67%	63%	53%
Orion Energy Systems	70	.33-4C	44%	93%	35%	67%	47%	35%
Category averages:			51%	94%	42%	72%	58%	44%
<b>Meters/instru (test) power &amp; low volt.</b>								
AEMC® Instruments	17	.33-4C	65%	95%	55%	81%	64%	59%
Platinum Tools	81	.33-4C	61%	95%	40%	69%	66%	40%
Megger	1	1.0-4C	68%	89%	49%	74%	55%	58%
Category averages:			65%	93%	48%	75%	62%	52%
<b>Power tools</b>								
Milwaukee Tool	35	1.0-4C	85%	99%	90%	91%	79%	84%
Greenlee	59	1.0-4C	84%	99%	86%	92%	74%	80%
Category averages:			85%	99%	88%	92%	77%	82%
<b>Raceway/cable tray/conduit</b>								
Arlington Industries, Inc.	75	1.0-4C	86%	98%	80%	90%	78%	64%
Connectrac	87	1.0-4C	58%	98%	41%	80%	66%	34%
Western Tube, a division of Zekelman Industries	49	1.0-4C	58%	97%	46%	91%	74%	59%

*(continued)*

Base = 145

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> <i>continued</i>								
Calbond	16	.33-4C	46%	97%	42%	73%	47%	46%
Champion Fiberglass, Inc.	9	1.0-4C	50%	96%	39%	77%	65%	45%
Picoma, a division of Zekelman Industries	65	1.0-4C	46%	95%	47%	87%	77%	45%
Snake Tray	53	.25-4C	59%	93%	45%	65%	45%	52%
Category averages:			58%	96%	49%	80%	65%	49%
<b>Safety equipment/apparel</b>								
Emergent Safety Supply	53	.25-4C	64%	96%	44%	82%	67%	43%
<b>Security products &amp; systems</b>								
Red Hawk Fire & Security	91	.50-4C	51%	96%	40%	75%	63%	32%
<b>Training/Safety organization</b>								
American Technical Publishers	53	.25-4C	38%	94%	40%	70%	55%	43%
<b>Transformers</b>								
Hammond Power Solutions	71	.33-4C	54%	97%	46%	75%	61%	49%
<b>Wire &amp; cable</b>								
Southwire	Cvr 4	1.0-4C	82%	96%	79%	92%	65%	79%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc.	3	1.0-4C	91%	99%	91%	97%	81%	85%
Arlington Industries, Inc.	93	1.0-4C	90%	99%	86%	92%	71%	84%
Arlington Industries, Inc.	45	1.0-4C	86%	99%	89%	95%	82%	86%
Greenlee	59	1.0-4C	84%	99%	86%	92%	74%	80%
Arlington Industries, Inc.	7	1.0-4C	93%	98%	83%	97%	80%	86%

*(continued)*

Base = 145

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>								
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	76%	98%	69%	93%	73%	64%
Arlington Industries, Inc.	23	1.0-4C	91%	97%	79%	91%	72%	84%
Arlington Industries, Inc.	27	1.0-4C	90%	95%	79%	90%	76%	87%
ICC	19	1.0-4C	45%	93%	41%	62%	52%	47%
Category averages:			83%	97%	78%	90%	73%	78%
<b>Wire &amp; cable management</b>								
Arlington Industries, Inc.	67	1.0-4C	92%	99%	89%	93%	77%	85%
Arlington Industries, Inc.	3	1.0-4C	91%	99%	91%	97%	81%	85%
Arlington Industries, Inc.	93	1.0-4C	90%	99%	86%	92%	71%	84%
Arlington Industries, Inc.	45	1.0-4C	86%	99%	89%	95%	82%	86%
Connectrac	87	1.0-4C	58%	98%	41%	80%	66%	34%
Arlington Industries, Inc.	23	1.0-4C	91%	97%	79%	91%	72%	84%
Arlington Industries, Inc.	57	1.0-4C	89%	96%	82%	89%	79%	85%
Southwire	Cvr 4	1.0-4C	82%	96%	79%	92%	65%	79%
Champion Fiberglass, Inc.	9	1.0-4C	50%	96%	39%	77%	65%	45%
Arlington Industries, Inc.	27	1.0-4C	90%	95%	79%	90%	76%	87%
Category averages:			82%	97%	75%	90%	73%	75%
<b>Wiring devices</b>								
Underground Devices	68	.50-4C	70%	97%	47%	86%	60%	52%

Base = 145



## 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.	Cvr 3	1.0-4C	90%	82%	13%	15%	16%	2%	11%	43%	9%	22%
Arlington Industries, Inc.	7	1.0-4C	93%	81%	10%	16%	15%	3%	18%	33%	10%	38%
Arlington Industries, Inc.	57	1.0-4C	89%	79%	13%	11%	11%	2%	18%	30%	8%	32%
Arlington Industries, Inc.	33	1.0-4C	92%	78%	12%	11%	15%	3%	14%	31%	10%	22%
Arlington Industries, Inc.	61	1.0-4C	89%	78%	13%	12%	12%	3%	14%	29%	8%	35%
Arlington Industries, Inc.	67	1.0-4C	92%	77%	9%	10%	10%	2%	9%	40%	9%	29%
Arlington Industries, Inc.	43	1.0-4C	91%	76%	12%	9%	11%	2%	15%	26%	9%	30%
Arlington Industries, Inc.	89	1.0-4C	90%	76%	14%	9%	11%	2%	15%	29%	8%	29%
Arlington Industries, Inc.	39	1.0-4C	82%	76%	15%	11%	15%	3%	14%	28%	10%	24%
Arlington Industries, Inc.	63	1.0-4C	92%	75%	12%	10%	10%	2%	13%	39%	9%	25%
Arlington Industries, Inc.	95	1.0-4C	89%	75%	8%	17%	8%	0%	12%	40%	8%	22%
Arlington Industries, Inc.	85	1.0-4C	88%	75%	14%	11%	10%	2%	16%	30%	10%	30%
Arlington Industries, Inc.	79	1.0-4C	86%	75%	17%	8%	13%	3%	12%	31%	6%	25%
Arlington Industries, Inc.	11	1.0-4C	90%	74%	9%	14%	12%	4%	17%	37%	6%	27%
Arlington Industries, Inc.	51	1.0-4C	87%	74%	11%	13%	15%	6%	12%	34%	9%	26%
Arlington Industries, Inc.	15	1.0-4C	88%	72%	11%	16%	11%	7%	13%	36%	5%	22%
Konkore Fittings	25	1.0-4C	71%	71%	17%	13%	12%	1%	13%	30%	10%	12%

(continued)

### Definitions:

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

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

Percentage totals may not equal 100, due to rounding.

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

Base = 145

## 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>												
Orbit Industries	69	.50-4C	62%	71%	19%	14%	16%	4%	11%	40%	7%	10%
Topaz	21	.33-4C	49%	70%	9%	16%	18%	7%	11%	35%	12%	11%
Arlington Industries, Inc.	75	1.0-4C	86%	69%	12%	12%	11%	2%	12%	41%	10%	13%
Hubbell BELL	13	.50-4C	68%	67%	11%	15%	15%	3%	10%	27%	9%	17%
Underground Devices	68	.50-4C	70%	63%	14%	10%	11%	2%	10%	21%	8%	10%
Calbond	16	.33-4C	46%	49%	14%	12%	12%	0%	2%	12%	3%	5%
Category averages:			82%	73%	13%	12%	13%	3%	13%	32%	8%	22%
<b>Contractor equipment</b>												
Uline	53	.25-4C	63%	63%	11%	11%	11%	7%	15%	27%	7%	12%
Hotbend	101	.125-4C	66%	56%	15%	11%	9%	1%	6%	23%	6%	5%
Category averages:			65%	60%	13%	11%	10%	4%	11%	25%	7%	9%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	101	.125-4C	44%	23%	11%	7%	7%	0%	4%	7%	0%	0%
<b>Data comm equipment</b>												
ICC	19	1.0-4C	45%	57%	21%	19%	12%	2%	0%	14%	5%	10%
<b>Electrical distributor (incl. low volt.)</b>												
Uline	53	.25-4C	63%	63%	11%	11%	11%	7%	15%	27%	7%	12%
Graybar	31	1.0-4C	72%	58%	10%	16%	14%	5%	13%	28%	8%	8%
Category averages:			68%	61%	11%	14%	13%	6%	14%	28%	8%	10%
<b>Energy management</b>												
Leviton Manufacturing	41	1.0-4C	74%	61%	11%	14%	17%	6%	8%	33%	7%	13%

(continued)

Base = 145

## 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>Fasteners, hangers, clamps, supports</b>												
Arlington Industries, Inc.	39	1.0-4C	82%	76%	15%	11%	15%	3%	14%	28%	10%	24%
Platinum Tools	81	.33-4C	61%	60%	8%	11%	12%	2%	11%	29%	6%	5%
Category averages:			72%	68%	12%	11%	14%	3%	13%	29%	8%	15%
<b>Hand tools</b>												
Hotbend	101	.125-4C	66%	56%	15%	11%	9%	1%	6%	23%	6%	5%
<b>Home automation</b>												
Leviton Manufacturing	41	1.0-4C	74%	61%	11%	14%	17%	6%	8%	33%	7%	13%
<b>Lighting controls</b>												
Leviton Manufacturing	41	1.0-4C	74%	61%	11%	14%	17%	6%	8%	33%	7%	13%
Focal Point	5	1.0-4C	61%	57%	17%	13%	13%	1%	1%	24%	7%	5%
Category averages:			68%	59%	14%	14%	15%	4%	5%	29%	7%	9%
<b>Lighting products/fixtures</b>												
Topaz	21	.33-4C	49%	70%	9%	16%	18%	7%	11%	35%	12%	11%
TCP	73	.66-4C	48%	65%	17%	13%	18%	5%	12%	25%	8%	12%
Orion Energy Systems	70	.33-4C	44%	58%	18%	16%	14%	4%	9%	25%	4%	4%
Focal Point	5	1.0-4C	61%	57%	17%	13%	13%	1%	1%	24%	7%	5%
Category averages:			51%	63%	15%	15%	16%	4%	8%	27%	8%	8%
<b>Meters/instru (test) power &amp; low volt.</b>												
Megger	1	1.0-4C	68%	64%	15%	16%	17%	0%	5%	30%	7%	7%
Platinum Tools	81	.33-4C	61%	60%	8%	11%	12%	2%	11%	29%	6%	5%
AEMC® Instruments	17	.33-4C	65%	55%	12%	22%	17%	3%	9%	23%	4%	10%
Category averages:			65%	60%	12%	16%	15%	2%	8%	27%	6%	7%

(continued)

Base = 145

## 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>Power tools</b>												
Milwaukee Tool	35	1.0-4C	85%	76%	13%	17%	17%	4%	12%	38%	8%	24%
Greenlee	59	1.0-4C	84%	74%	12%	18%	16%	3%	13%	43%	11%	11%
Category averages:			85%	75%	13%	18%	17%	4%	13%	41%	10%	18%
<b>Raceway/cable tray/conduit</b>												
Western Tube, a division of Zekelman Industries	49	1.0-4C	58%	70%	16%	20%	13%	4%	11%	32%	9%	17%
Arlington Industries, Inc.	75	1.0-4C	86%	69%	12%	12%	11%	2%	12%	41%	10%	13%
Picoma, a division of Zekelman Industries	65	1.0-4C	46%	65%	12%	15%	13%	3%	12%	33%	7%	10%
Connectrac	87	1.0-4C	58%	59%	20%	9%	13%	3%	8%	23%	3%	5%
Champion Fiberglass, Inc.	9	1.0-4C	50%	57%	19%	13%	13%	0%	4%	22%	3%	4%
Snake Tray	53	.25-4C	59%	52%	16%	13%	12%	0%	4%	20%	4%	4%
Calbond	16	.33-4C	46%	49%	14%	12%	12%	0%	2%	12%	3%	5%
Category averages:			58%	60%	16%	13%	12%	2%	8%	26%	6%	8%
<b>Safety equipment/apparel</b>												
Emergent Safety Supply	53	.25-4C	64%	61%	13%	13%	11%	4%	8%	29%	7%	1%
<b>Security products &amp; systems</b>												
Red Hawk Fire & Security	91	.50-4C	51%	53%	12%	12%	11%	2%	5%	23%	7%	5%
<b>Training/Safety organization</b>												
American Technical Publishers	53	.25-4C	38%	68%	17%	17%	11%	2%	6%	28%	4%	2%
<b>Transformers</b>												
Hammond Power Solutions	71	.33-4C	54%	56%	19%	14%	12%	5%	7%	25%	3%	8%

(continued)

Base = 145

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



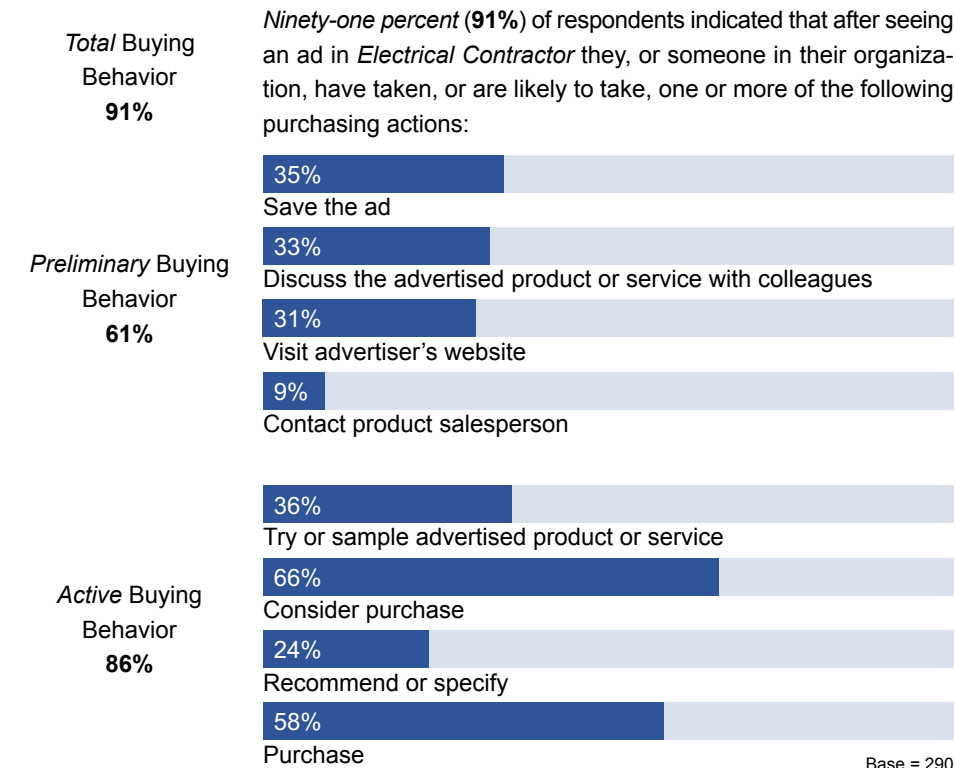
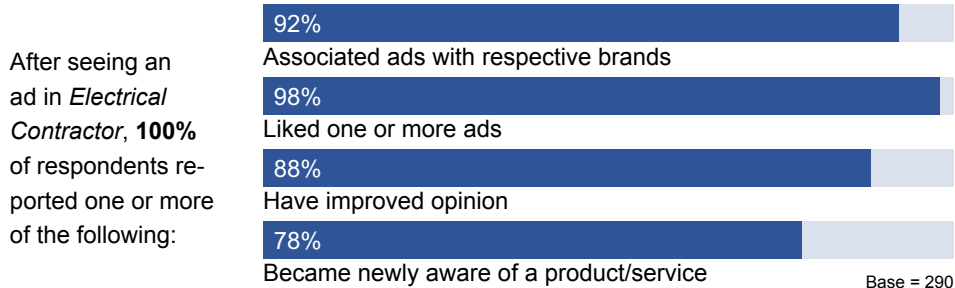
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable</b>												
Southwire	Cvr 4	1.0-4C	82%	76%	15%	9%	11%	3%	15%	32%	9%	22%
<b>Wire &amp; cable connectors/terminators</b>												
Arlington Industries, Inc.	3	1.0-4C	91%	82%	10%	21%	12%	4%	19%	36%	8%	33%
Arlington Industries, Inc.	7	1.0-4C	93%	81%	10%	16%	15%	3%	18%	33%	10%	38%
Arlington Industries, Inc.	45	1.0-4C	86%	79%	10%	16%	13%	3%	18%	39%	11%	30%
Arlington Industries, Inc.	23	1.0-4C	91%	78%	11%	11%	9%	4%	12%	29%	7%	36%
Arlington Industries, Inc.	27	1.0-4C	90%	77%	9%	11%	12%	2%	13%	31%	8%	34%
Arlington Industries, Inc.	93	1.0-4C	90%	77%	13%	10%	9%	2%	19%	26%	8%	37%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	76%	75%	12%	13%	13%	2%	22%	35%	10%	22%
Greenlee	59	1.0-4C	84%	74%	12%	18%	16%	3%	13%	43%	11%	11%
ICC	19	1.0-4C	45%	57%	21%	19%	12%	2%	0%	14%	5%	10%
Category averages:			83%	76%	12%	15%	12%	3%	15%	32%	9%	28%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc.	3	1.0-4C	91%	82%	10%	21%	12%	4%	19%	36%	8%	33%
Arlington Industries, Inc.	57	1.0-4C	89%	79%	13%	11%	11%	2%	18%	30%	8%	32%
Arlington Industries, Inc.	45	1.0-4C	86%	79%	10%	16%	13%	3%	18%	39%	11%	30%
Arlington Industries, Inc.	23	1.0-4C	91%	78%	11%	11%	9%	4%	12%	29%	7%	36%
Arlington Industries, Inc.	67	1.0-4C	92%	77%	9%	10%	10%	2%	9%	40%	9%	29%
Arlington Industries, Inc.	27	1.0-4C	90%	77%	9%	11%	12%	2%	13%	31%	8%	34%
Arlington Industries, Inc.	93	1.0-4C	90%	77%	13%	10%	9%	2%	19%	26%	8%	37%
Southwire	Cvr 4	1.0-4C	82%	76%	15%	9%	11%	3%	15%	32%	9%	22%
Connectrac	87	1.0-4C	58%	59%	20%	9%	13%	3%	8%	23%	3%	5%
Champion Fiberglass, Inc.	9	1.0-4C	50%	57%	19%	13%	13%	0%	4%	22%	3%	4%
Category averages:			82%	74%	13%	12%	11%	3%	14%	31%	7%	26%
<b>Wiring devices</b>												
Underground Devices	68	.50-4C	70%	63%	14%	10%	11%	2%	10%	21%	8%	10%

Base = 145

## Demographics: Influence and Action Totals



### Total ad influence for all studied ads



### Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
One page	36	80%	62%	49%
Two-thirds page	1	48%	60%	28%
One-half page	4	63%	52%	32%
One-third page	6	53%	50%	31%
One-fourth page	4	56%	49%	31%
One-eighth page	2	55%	49%	36%
<b>Issue averages:</b>		<b>73%</b>	<b>58%</b>	<b>44%</b>

Base = 145

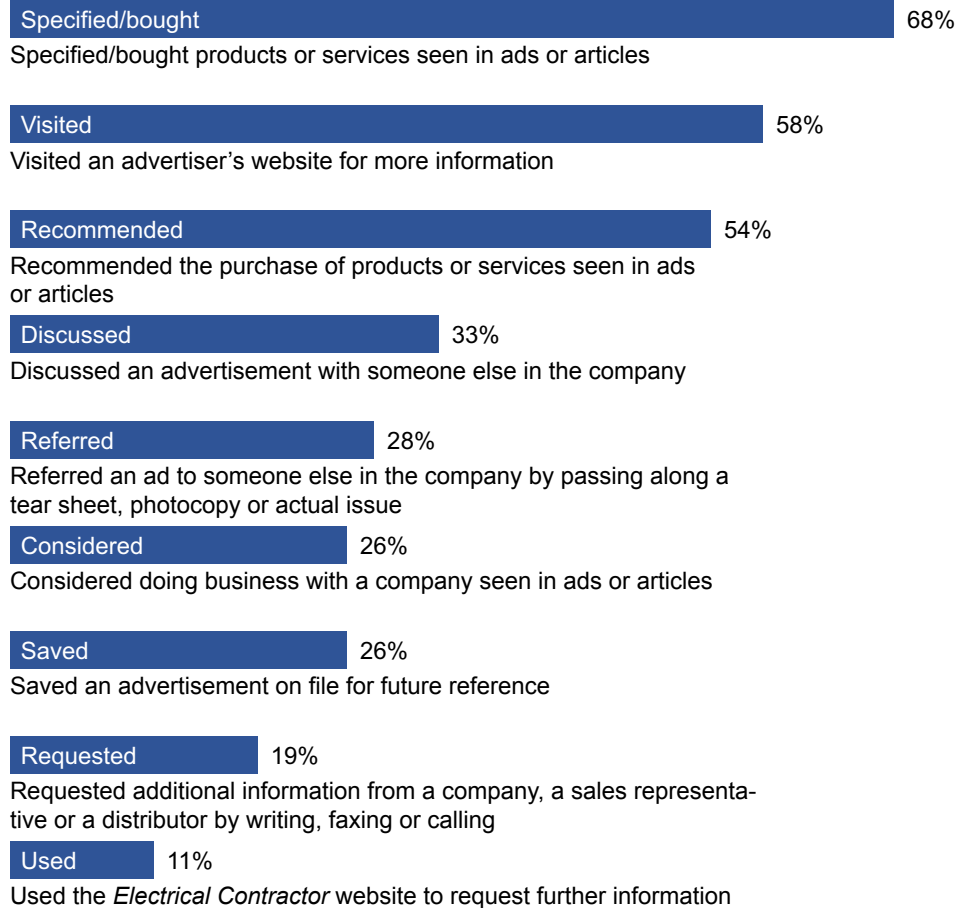
### Building types

<b>Commercial</b>	84%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	73%
Includes single family and multi-family	
<b>Industrial</b>	58%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	58%
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>	21%
Includes solar, wind, geothermal, etc.	
None of the above	1%
No response	0%

Base = 290

Demographics *continued***Purchasing actions taken**

Ninety-six percent (96%) 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 3%

No actions taken = 4%

No response = 0%

Base = 290

**Primary job title or function**

Executive management: owner, partner, president, VP, general manager, etc. . . . .	54%
Electrician (field), journeyman, technician, installer, service person . . . . .	17%
Management: project manager, superintendent, supervisor, foreman . . . . .	17%
Estimator . . . . .	3%
Inspector. . . . .	2%
Staff engineer, designer, electrical engineer. . . . .	2%
Purchasing agent, buyer. . . . .	1%
Other. . . . .	4%
No response . . . . .	0%

Base = 290

**Primary business**

Electrical contracting/low-voltage contracting. . . . .	85%
Engineering/architecture/consulting . . . . .	3%
Wholesaler/distributor. . . . .	2%
Systems integration/consulting. . . . .	1%
Other. . . . .	9%
No response . . . . .	0%

Base = 290

**Building systems installed**

Lighting. . . . .	88%
Maintenance, service, repair . . . . .	84%
Premises wiring . . . . .	78%
Power quality systems (includes standby, co-gen, etc.) . . . . .	59%
Fire/life safety systems. . . . .	57%
Security (includes CCTV, access/motion/intrusion systems) . . . . .	52%
Total building automation systems (includes HVAC, lighting). . . . .	36%
Communications systems (VDV) . . . . .	35%
Fiber optics. . . . .	26%
Alternative-energy systems . . . . .	25%
None of the above . . . . .	3%
No response . . . . .	0%

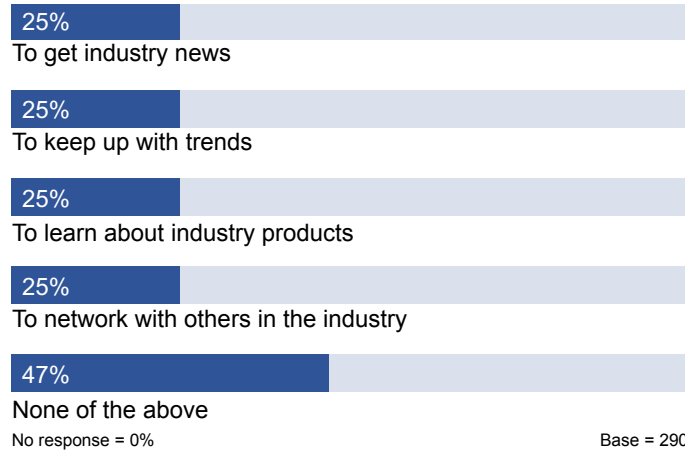
Base = 290

## Demographics: Social Media



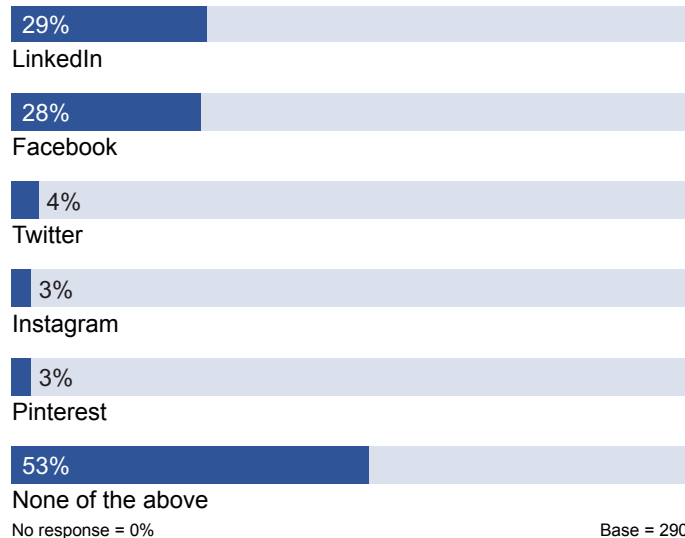
### Professional use of social media

*Fifty-three percent (53%) of Electrical Contractor respondents report one or more of these reasons for using social media.*



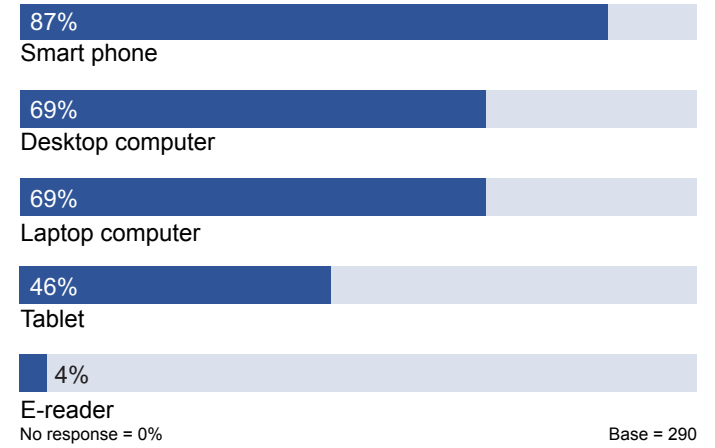
### Social media platforms used for work

*Forty-seven percent (47%) 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* **mediaView**Pro™

#### 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 Pro™ 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 80,030\* 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.

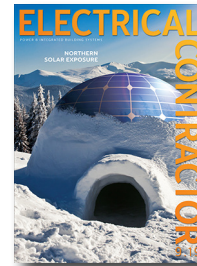
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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 2019 BPA Worldwide<sup>SM</sup> Statement

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



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*ELECTRICAL CONTRACTOR* 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.

