

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**

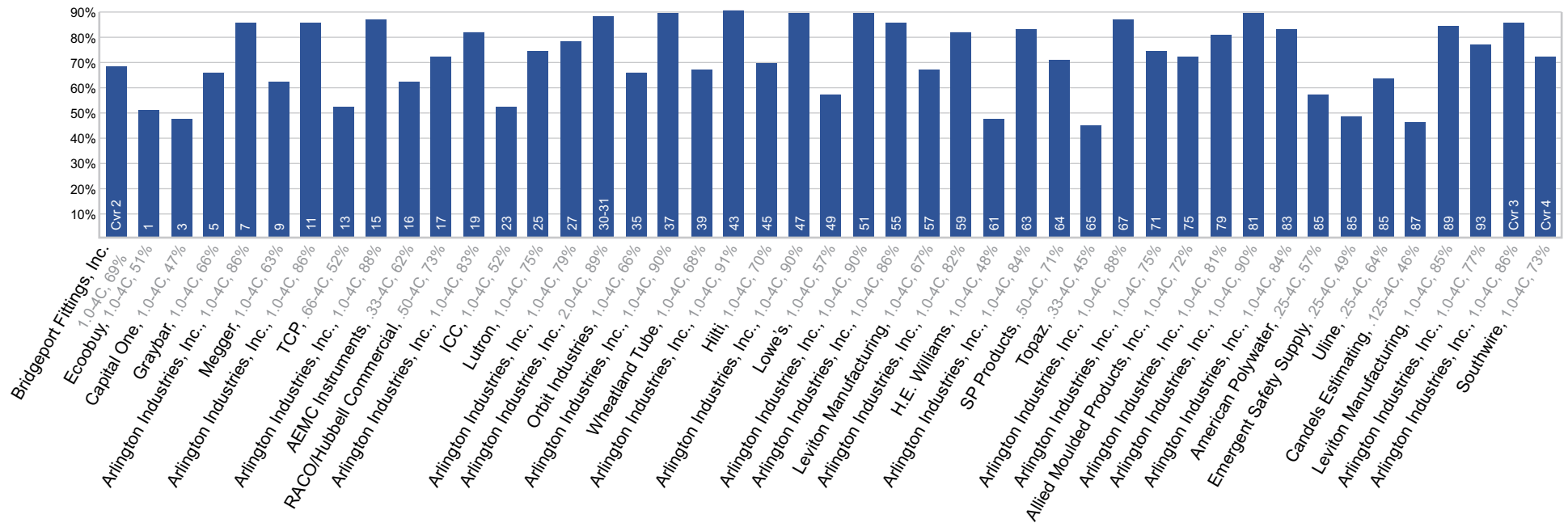
    About Baxter Research Center ..... **9.1**



December 2019

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

## Executive Summary: Ad Traffic by Page Number



Base = 135

## 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.	91%	Arlington Industries, Inc.	88%	100%	Arlington Industries, Inc.	84%	87%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	86%	100%	Southwire	73%	83%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	82%	100%	Arlington Industries, Inc.	86%	82%
Arlington Industries, Inc.	90%	RACO/Hubbell Commercial...	73%	100%	Arlington Industries, Inc.	86%	82%
Arlington Industries, Inc.	90%	Hilti	70%	100%	Arlington Industries, Inc.	86%	82%
Arlington Industries, Inc.	89%	Orbit Industries	66%	100%	Arlington Industries, Inc.	83%	82%
Arlington Industries, Inc.	88%	Arlington Industries, Inc.	86%	99%	Arlington Industries, Inc.	82%	81%
Arlington Industries, Inc.	88%	Arlington Industries, Inc.	86%	99%	Arlington Industries, Inc.	81%	80%
Arlington Industries, Inc.	86%	Arlington Industries, Inc.	86%	99%	Arlington Industries, Inc.	88%	79%
Arlington Industries, Inc.	86%	Arlington Industries, Inc.	84%	99%	Arlington Industries, Inc.	86%	79%

## 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

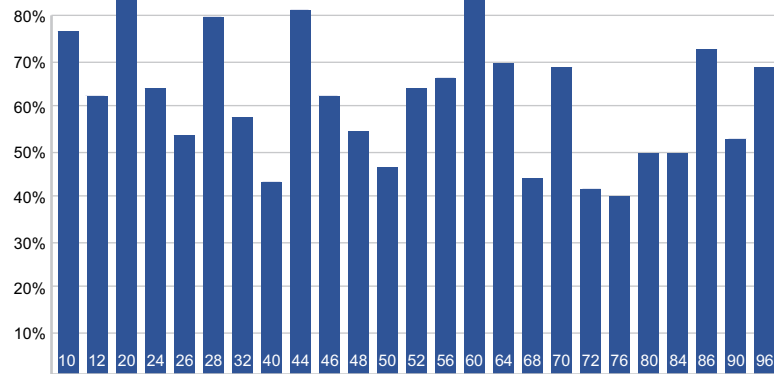
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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: Look out above	10	77%	74%	53%
INDUSTRY WATCH	12	63%	76%	48%
The replacements: LEDs	20	84%	77%	68%
LIGHTING: The EC in an IoT world	24	64%	70%	58%
YOUR BUSINESS: The defining difference	26	54%	63%	44%
CODE FAQs: Ampacity determination, retrofitted signs...	28	80%	79%	68%
Sustainability turns a corner: outdoor lighting controls	32	58%	71%	51%
Almost heaven: M&L Electric wires Charleston coliseum	40	43%	58%	44%
CODE APPLICATIONS: Know the current	44	82%	77%	65%
POWER QUALITY: Finding a solution	46	63%	68%	47%
PRO TIPS: Sticky feet and staying organized	48	55%	73%	48%
RESIDENTIAL: Ice, washing machines and a phone	50	47%	66%	55%
It's a question of quality: Lighting upgrades	52	64%	78%	46%
CODE INSIDER: Efficient standards	56	67%	76%	51%
NEW PRODUCTS	60	85%	76%	63%
PRODUCTS: Luminaires	64	70%	76%	57%
INDUSTRIAL: Fast-tracked conversion	68	44%	64%	57%
CODE QUIZ: Special circumstances	70	69%	72%	66%
ON THE MARKET: Technologically caring	72	42%	64%	41%
SECURITY FOCUS: Running with the bull market	76	40%	53%	38%
FIBER OPTICS: Illuminating options	80	50%	58%	41%
INTEGRATED SYSTEMS PRODUCTS	84	50%	60%	37%
COOL TOOLS: Clamp meters	86	73%	70%	61%
Remaining focused through change: NECA President Larry...	90	53%	68%	56%
CODE COMMENTS: Changes to chapter 5: special...	96	69%	75%	56%

Base = 270

### 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



[Electrical Contractor] keeps me up to date with the latest products and the industry in general

— Owner

[I read Electrical Contractor to] learn what new items and products are on the market. Code questions are very helpful and keep the mind active. I also enjoy hearing about new methods, industry work and standards as well as projects around the country.

— Signing Supervisor

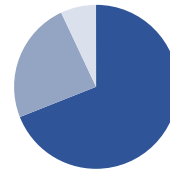
[Electrical Contractor] helps me stay informed on new products and wiring methods.

— Instructor

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

#### Format preference

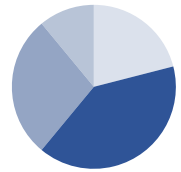
Print . . . . .	69%
Print and digital . . . . .	24%
Digital . . . . .	7%
No response . . . . .	0%



Base = 270

#### When read

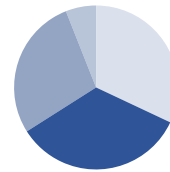
Same day the issue is received . . . .	21%
Within three days . . . . .	40%
Within a week . . . . .	28%
One week or later . . . . .	11%
No response . . . . .	0%



Base = 270

#### Time spent reading

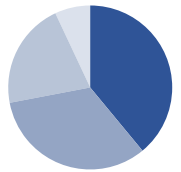
45 minutes or more. . . . .	32%
30 - 44 minutes . . . . .	34%
15 - 29 minutes . . . . .	28%
Less than 15 minutes . . . . .	6%
No response . . . . .	0%



Base = 270

#### How often each issue is read

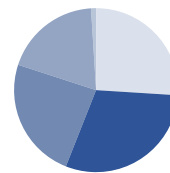
4 or more times. . . . .	39%
3 times . . . . .	33%
2 times . . . . .	21%
1 time . . . . .	7%
No response . . . . .	0%



Base = 270

#### Respondents rate *Electrical Contractor*

Personal favorite. . . . .	26%
Very important . . . . .	30%
Important . . . . .	24%
Somewhat important. . . . .	19%
Not important . . . . .	1%
No response . . . . .	0%



Base = 270

#### Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.6 other professionals.

**1.6**  
Other  
People

Base = 270

## Editorial: Reading Habits *continued*



[Electrical Contractor] *assists in keeping up with current industry trends and products. Always looking for new methods to save on labor costs.*

— Technician

[Electrical Contractor] *keeps me abreast of trends*

— Owner

*Good source for summary review of safety and code. Indicator on how the industry is reshaping, highlights issues affecting others in the industry.*

— General Manager

### Industry magazine readership

Eighty-four percent (84%) 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>84%</b>	<b>71%</b>	<b>13%</b>	<b>12%</b>	<b>4%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>EC&amp;M</b>	45%	38%	7%	9%	3%	2%	24%	17%
<b>Cabling Installation &amp; Maintenance</b>	8%	7%	1%	2%	2%	2%	53%	33%
<b>Communications News</b>	5%	5%	0%	4%	1%	2%	53%	35%
<b>Security Dealer</b>	5%	4%	1%	1%	1%	3%	53%	37%
<b>Security Magazine</b>	5%	5%	0%	2%	3%	1%	51%	38%

Base = 270

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>Alarm &amp; signal systems</b>							
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	51%	49%	94%	77%
Lowe's	49	1.0-4C	57%	47%	37%	95%	72%
Category averages:			63%	49%	43%	95%	75%
<b>Boxes, conduit bodies &amp; enclosures</b>							
Arlington Industries, Inc.	43	1.0-4C	91%	68%	56%	94%	73%
Arlington Industries, Inc.	81	1.0-4C	90%	73%	55%	95%	73%
Arlington Industries, Inc.	51	1.0-4C	90%	63%	53%	96%	72%
Arlington Industries, Inc.	30-31	2.0-4C	89%	69%	62%	98%	77%
Arlington Industries, Inc.	67	1.0-4C	88%	64%	54%	97%	79%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	71%	59%	99%	79%
Arlington Industries, Inc.	11	1.0-4C	86%	65%	63%	99%	82%
Arlington Industries, Inc.	55	1.0-4C	86%	64%	38%	100%	82%
Arlington Industries, Inc.	83	1.0-4C	84%	71%	55%	99%	87%
Arlington Industries, Inc.	63	1.0-4C	84%	68%	56%	96%	77%
Arlington Industries, Inc.	19	1.0-4C	83%	60%	54%	98%	82%
Arlington Industries, Inc.	59	1.0-4C	82%	70%	53%	100%	81%
Arlington Industries, Inc.	79	1.0-4C	81%	70%	49%	99%	80%
Arlington Industries, Inc.	27	1.0-4C	79%	62%	59%	99%	79%
Arlington Industries, Inc.	93	1.0-4C	77%	65%	44%	99%	70%
Arlington Industries, Inc.	71	1.0-4C	75%	65%	51%	95%	77%
RACO/Hubbell Commercial Construction	17	.50-4C	73%	70%	47%	100%	73%
Allied Moulded Products, Inc.	75	1.0-4C	72%	67%	42%	96%	66%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	67%	35%	96%	76%
Orbit Industries	35	1.0-4C	66%	61%	40%	100%	68%
Topaz	65	.33-4C	45%	60%	33%	98%	55%
Category averages:			80%	66%	50%	98%	76%

(continued)

Base = 135

### 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>Circuit protection</b>							
Leviton Manufacturing	89	1.0-4C	85%	67%	58%	97%	72%
<b>Contractor equipment</b>							
Uline	85	.25-4C	64%	48%	32%	97%	60%
<b>Contractor services (incl. rental &amp; mechanical)</b>							
Capital One	3	1.0-4C	47%	26%	17%	95%	35%
Candels Estimating	87	.125-4C	46%	41%	37%	92%	38%
Category averages:			47%	34%	27%	94%	37%
<b>Data comm equipment</b>							
ICC	23	1.0-4C	52%	48%	40%	97%	61%
<b>Distribution equipment</b>							
Leviton Manufacturing	89	1.0-4C	85%	67%	58%	97%	72%
<b>Electrical distributor (incl. low volt.)</b>							
Graybar	5	1.0-4C	66%	50%	39%	96%	63%
Uline	85	.25-4C	64%	48%	32%	97%	60%
Lowe's	49	1.0-4C	57%	47%	37%	95%	72%
Category averages:			62%	48%	36%	96%	65%
<b>Energy management</b>							
Lutron	25	1.0-4C	75%	72%	39%	95%	76%
<b>Fasteners, hangers, clamps, supports</b>							
Arlington Industries, Inc.	63	1.0-4C	84%	68%	56%	96%	77%
Arlington Industries, Inc.	59	1.0-4C	82%	70%	53%	100%	81%

*(continued)*

Base = 135



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>Fasteners, hangers, clamps, supports</b> <i>continued</i>							
Arlington Industries, Inc.	93	1.0-4C	77%	65%	44%	99%	70%
Arlington Industries, Inc.	71	1.0-4C	75%	65%	51%	95%	77%
SP Products	64	.50-4C	71%	59%	45%	97%	69%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	67%	35%	96%	76%
Category averages:			76%	66%	47%	97%	75%
<b>Fire-stop systems</b>							
Hilti	45	1.0-4C	70%	66%	41%	100%	72%
<b>Home automation</b>							
Leviton Manufacturing	57	1.0-4C	67%	55%	43%	96%	58%
<b>Lighting controls</b>							
Lutron	25	1.0-4C	75%	72%	39%	95%	76%
Leviton Manufacturing	57	1.0-4C	67%	55%	43%	96%	58%
Category averages:			71%	64%	41%	96%	67%
<b>Lighting products/fixtures</b>							
TCP	13	.66-4C	52%	48%	28%	95%	55%
Ecoobuy	1	1.0-4C	51%	53%	26%	98%	65%
H.E. Williams	61	1.0-4C	48%	42%	35%	96%	42%
Topaz	65	.33-4C	45%	60%	33%	98%	55%
Category averages:			49%	51%	31%	97%	54%
<b>Meters/instru (test) power &amp; low volt.</b>							
Megger	9	1.0-4C	63%	49%	35%	97%	63%
AEMC Instruments	16	.33-4C	62%	50%	23%	97%	55%
Category averages:			63%	50%	29%	97%	59%

*(continued)*

Base = 135

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>							
Arlington Industries, Inc.	63	1.0-4C	84%	68%	56%	96%	77%
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	51%	49%	94%	77%
Category averages:			76%	60%	53%	95%	77%
<b>Safety equipment/apparel</b>							
Emergent Safety Supply	85	.25-4C	49%	53%	31%	98%	64%
<b>Wire &amp; cable</b>							
SP Products	64	.50-4C	71%	59%	45%	97%	69%
<b>Wire &amp; cable connectors/terminators</b>							
Arlington Industries, Inc.	37	1.0-4C	90%	72%	60%	95%	76%
Arlington Industries, Inc.	47	1.0-4C	90%	70%	59%	95%	75%
Arlington Industries, Inc.	15	1.0-4C	88%	67%	66%	100%	76%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	71%	59%	99%	79%
Arlington Industries, Inc.	11	1.0-4C	86%	65%	63%	99%	82%
Southwire	Cvr 4	1.0-4C	73%	68%	48%	97%	83%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	67%	35%	96%	76%
American Polywater	85	.25-4C	57%	51%	34%	95%	58%
ICC	23	1.0-4C	52%	48%	40%	97%	61%
Category averages:			77%	64%	52%	97%	74%
<b>Wire &amp; cable management</b>							
Arlington Industries, Inc.	81	1.0-4C	90%	73%	55%	95%	73%
Arlington Industries, Inc.	7	1.0-4C	86%	76%	54%	99%	82%
Arlington Industries, Inc.	83	1.0-4C	84%	71%	55%	99%	87%

*(continued)*

Base = 135

## 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 management</b> <i>continued</i>							
Arlington Industries, Inc.	59	1.0-4C	82%	70%	53%	100%	81%
Arlington Industries, Inc.	93	1.0-4C	77%	65%	44%	99%	70%
Category averages:			84%	71%	52%	98%	79%
<b>Wiring devices</b>							
Arlington Industries, Inc.	81	1.0-4C	90%	73%	55%	95%	73%
Arlington Industries, Inc.	7	1.0-4C	86%	76%	54%	99%	82%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	71%	59%	99%	79%
Arlington Industries, Inc.	83	1.0-4C	84%	71%	55%	99%	87%
Southwire	Cvr 4	1.0-4C	73%	68%	48%	97%	83%
SP Products	64	.50-4C	71%	59%	45%	97%	69%
Category averages:			82%	70%	53%	98%	79%

Base = 135

## 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>Alarm &amp; signal systems</b>								
Lowe's	49	1.0-4C	57%	95%	59%	81%	64%	63%
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	94%	64%	85%	64%	70%
Category averages:			63%	95%	62%	83%	64%	67%
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries, Inc.	55	1.0-4C	86%	100%	76%	94%	67%	86%
Arlington Industries, Inc.	59	1.0-4C	82%	100%	81%	97%	75%	77%
RACO/Hubbell Commercial Const.	17	.50-4C	73%	100%	62%	87%	68%	52%
Orbit Industries	35	1.0-4C	66%	100%	55%	88%	68%	58%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	99%	75%	93%	74%	72%
Arlington Industries, Inc.	11	1.0-4C	86%	99%	85%	96%	70%	87%
Arlington Industries, Inc.	83	1.0-4C	84%	99%	79%	95%	71%	81%
Arlington Industries, Inc.	79	1.0-4C	81%	99%	76%	93%	72%	67%
Arlington Industries, Inc.	27	1.0-4C	79%	99%	78%	93%	69%	69%
Arlington Industries, Inc.	93	1.0-4C	77%	99%	58%	91%	74%	49%
Arlington Industries, Inc.	30-31	2.0-4C	89%	98%	73%	87%	67%	78%
Arlington Industries, Inc.	19	1.0-4C	83%	98%	72%	91%	67%	74%
Topaz	65	.33-4C	45%	98%	47%	73%	65%	43%
Arlington Industries, Inc.	67	1.0-4C	88%	97%	70%	93%	68%	66%
Arlington Industries, Inc.	51	1.0-4C	90%	96%	67%	90%	60%	73%
Arlington Industries, Inc.	63	1.0-4C	84%	96%	70%	89%	66%	68%
Allied Moulded Products, Inc.	75	1.0-4C	72%	96%	48%	82%	57%	58%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	96%	74%	87%	74%	71%
Arlington Industries, Inc.	81	1.0-4C	90%	95%	69%	87%	61%	75%
Arlington Industries, Inc.	71	1.0-4C	75%	95%	78%	91%	69%	72%
Arlington Industries, Inc.	43	1.0-4C	91%	94%	72%	85%	66%	75%
Category averages:			80%	98%	70%	90%	68%	69%

### 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.

(continued)

Base = 135

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>Circuit protection</b>								
Leviton Manufacturing	89	1.0-4C	85%	97%	63%	87%	60%	52%
<b>Contractor equipment</b>								
Uline	85	.25-4C	64%	97%	59%	77%	52%	64%
<b>Contractor services (incl. rental &amp; mechanical)</b>								
Capital One	3	1.0-4C	47%	95%	60%	67%	47%	56%
Candels Estimating	87	.125-4C	46%	92%	17%	50%	25%	29%
Category averages:			47%	94%	39%	59%	36%	43%
<b>Data comm equipment</b>								
ICC	23	1.0-4C	52%	97%	39%	79%	56%	47%
<b>Distribution equipment</b>								
Leviton Manufacturing	89	1.0-4C	85%	97%	63%	87%	60%	52%
<b>Electrical distributor (incl. low volt.)</b>								
Uline	85	.25-4C	64%	97%	59%	77%	52%	64%
Graybar	5	1.0-4C	66%	96%	67%	81%	52%	71%
Lowe's	49	1.0-4C	57%	95%	59%	81%	64%	63%
Category averages:			62%	96%	62%	80%	56%	66%
<b>Energy management</b>								
Lutron	25	1.0-4C	75%	95%	53%	84%	55%	49%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries, Inc.	59	1.0-4C	82%	100%	81%	97%	75%	77%
Arlington Industries, Inc.	93	1.0-4C	77%	99%	58%	91%	74%	49%

*(continued)*

Base = 135

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>Fasteners, hangers, clamps, supports</b> <i>continued</i>								
SP Products	64	.50-4C	71%	97%	47%	83%	60%	56%
Arlington Industries, Inc.	63	1.0-4C	84%	96%	70%	89%	66%	68%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	96%	74%	87%	74%	71%
Arlington Industries, Inc.	71	1.0-4C	75%	95%	78%	91%	69%	72%
Category averages:			76%	97%	68%	90%	70%	66%
<b>Fire-stop systems</b>								
Hilti	45	1.0-4C	70%	100%	62%	88%	73%	65%
<b>Home automation</b>								
Leviton Manufacturing	57	1.0-4C	67%	96%	57%	81%	58%	53%
<b>Lighting controls</b>								
Leviton Manufacturing	57	1.0-4C	67%	96%	57%	81%	58%	53%
Lutron	25	1.0-4C	75%	95%	53%	84%	55%	49%
Category averages:			71%	96%	55%	83%	57%	51%
<b>Lighting products/fixtures</b>								
Ecoobuy	1	1.0-4C	51%	98%	31%	76%	63%	37%
Topaz	65	.33-4C	45%	98%	47%	73%	65%	43%
H.E. Williams	61	1.0-4C	48%	96%	16%	56%	27%	25%
TCP	13	.66-4C	52%	95%	34%	68%	46%	45%
Category averages:			49%	97%	32%	68%	50%	38%
<b>Meters/instru (test) power &amp; low volt.</b>								
Megger	9	1.0-4C	63%	97%	55%	84%	57%	64%
AEMC Instruments	16	.33-4C	62%	97%	39%	72%	48%	43%
Category averages:			63%	97%	47%	78%	53%	54%

*(continued)*

Base = 135

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>								
Arlington Industries, Inc.	63	1.0-4C	84%	96%	70%	89%	66%	68%
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	94%	64%	85%	64%	70%
Category averages:			76%	95%	67%	87%	65%	69%
<b>Safety equipment/apparel</b>								
Emergent Safety Supply	85	.25-4C	49%	98%	45%	82%	64%	44%
<b>Wire &amp; cable</b>								
SP Products	64	.50-4C	71%	97%	47%	83%	60%	56%
<b>Wire &amp; cable connectors/terminators</b>								
Arlington Industries, Inc.	15	1.0-4C	88%	100%	79%	90%	72%	80%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	99%	75%	93%	74%	72%
Arlington Industries, Inc.	11	1.0-4C	86%	99%	85%	96%	70%	87%
Southwire	Cvr 4	1.0-4C	73%	97%	54%	90%	75%	41%
ICC	23	1.0-4C	52%	97%	39%	79%	56%	47%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	96%	74%	87%	74%	71%
Arlington Industries, Inc.	37	1.0-4C	90%	95%	70%	90%	65%	77%
Arlington Industries, Inc.	47	1.0-4C	90%	95%	77%	86%	69%	76%
American Polywater	85	.25-4C	57%	95%	40%	69%	40%	40%
Category averages:			77%	97%	66%	87%	66%	66%
<b>Wire &amp; cable management</b>								
Arlington Industries, Inc.	59	1.0-4C	82%	100%	81%	97%	75%	77%
Arlington Industries, Inc.	7	1.0-4C	86%	99%	84%	96%	73%	89%
Arlington Industries, Inc.	83	1.0-4C	84%	99%	79%	95%	71%	81%

*(continued)*

Base = 135

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 management</b> <i>continued</i>								
Arlington Industries, Inc.	93	1.0-4C	77%	99%	58%	91%	74%	49%
Arlington Industries, Inc.	81	1.0-4C	90%	95%	69%	87%	61%	75%
Category averages:			84%	98%	74%	93%	71%	74%
<b>Wiring devices</b>								
Arlington Industries, Inc.	7	1.0-4C	86%	99%	84%	96%	73%	89%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	99%	75%	93%	74%	72%
Arlington Industries, Inc.	83	1.0-4C	84%	99%	79%	95%	71%	81%
Southwire	Cvr 4	1.0-4C	73%	97%	54%	90%	75%	41%
SP Products	64	.50-4C	71%	97%	47%	83%	60%	56%
Arlington Industries, Inc.	81	1.0-4C	90%	95%	69%	87%	61%	75%
Category averages:			82%	98%	68%	91%	69%	69%

Base = 135



## 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>Alarm &amp; signal systems</b>												
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	77%	6%	15%	12%	2%	15%	35%	5%	25%
Lowe's	49	1.0-4C	57%	72%	14%	14%	14%	3%	22%	27%	9%	34%
Category averages:			63%	75%	10%	15%	13%	3%	19%	31%	7%	30%
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries, Inc.	83	1.0-4C	84%	87%	12%	20%	17%	3%	20%	32%	6%	36%
Arlington Industries, Inc.	11	1.0-4C	86%	82%	8%	12%	10%	1%	15%	27%	8%	47%
Arlington Industries, Inc.	55	1.0-4C	86%	82%	11%	16%	15%	3%	17%	30%	8%	31%
Arlington Industries, Inc.	19	1.0-4C	83%	82%	12%	10%	12%	3%	11%	34%	9%	24%
Arlington Industries, Inc.	59	1.0-4C	82%	81%	12%	12%	15%	2%	13%	38%	4%	31%
Arlington Industries, Inc.	79	1.0-4C	81%	80%	16%	16%	16%	5%	13%	40%	7%	22%
Arlington Industries, Inc.	67	1.0-4C	88%	79%	11%	14%	16%	1%	13%	39%	8%	22%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	79%	9%	13%	13%	3%	20%	31%	8%	30%
Arlington Industries, Inc.	27	1.0-4C	79%	79%	13%	13%	12%	2%	16%	33%	6%	32%
Arlington Industries, Inc.	30-31	2.0-4C	89%	77%	9%	13%	11%	2%	16%	35%	13%	26%
Arlington Industries, Inc.	63	1.0-4C	84%	77%	10%	18%	11%	3%	16%	32%	9%	26%

(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 = 135

## 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.	71	1.0-4C	75%	77%	12%	17%	14%	2%	14%	36%	12%	26%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	76%	11%	18%	15%	2%	22%	32%	8%	31%
Arlington Industries, Inc.	43	1.0-4C	91%	73%	12%	9%	11%	3%	13%	31%	12%	24%
Arlington Industries, Inc.	81	1.0-4C	90%	73%	8%	12%	13%	3%	17%	28%	12%	26%
RACO/Hubbell Commercial Const.	17	.50-4C	73%	73%	13%	18%	13%	4%	21%	34%	11%	19%
Arlington Industries, Inc.	51	1.0-4C	90%	72%	15%	13%	11%	3%	8%	31%	13%	22%
Arlington Industries, Inc.	93	1.0-4C	77%	70%	8%	19%	11%	1%	15%	43%	9%	17%
Orbit Industries	35	1.0-4C	66%	68%	11%	18%	14%	0%	18%	33%	8%	21%
Allied Moulded Products, Inc.	75	1.0-4C	72%	66%	8%	12%	16%	1%	10%	30%	4%	19%
Topaz	65	.33-4C	45%	55%	8%	16%	14%	2%	16%	29%	4%	12%
Category averages:			80%	76%	11%	15%	13%	2%	15%	33%	9%	26%
<b>Circuit protection</b>												
Leviton Manufacturing	89	1.0-4C	85%	72%	8%	15%	15%	2%	15%	26%	8%	15%
<b>Contractor equipment</b>												
Uline	85	.25-4C	64%	60%	8%	8%	14%	1%	12%	26%	4%	18%
<b>Contractor services (incl. rental &amp; mechanical)</b>												
Candels Estimating	87	.125-4C	46%	38%	2%	8%	12%	0%	2%	12%	2%	4%
Capital One	3	1.0-4C	47%	35%	7%	9%	9%	4%	11%	11%	4%	13%
Category averages:			47%	37%	5%	9%	11%	2%	7%	12%	3%	9%
<b>Data comm equipment</b>												
ICC	23	1.0-4C	52%	61%	11%	16%	18%	5%	15%	29%	13%	15%
<b>Distribution equipment</b>												
Leviton Manufacturing	89	1.0-4C	85%	72%	8%	15%	15%	2%	15%	26%	8%	15%
<i>(continued)</i>												Base = 135

## 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>Electrical distributor (incl. low volt.)</b>												
Lowe's	49	1.0-4C	57%	72%	14%	14%	14%	3%	22%	27%	9%	34%
Graybar	5	1.0-4C	66%	63%	13%	19%	7%	9%	11%	15%	5%	17%
Uline	85	.25-4C	64%	60%	8%	8%	14%	1%	12%	26%	4%	18%
Category averages:			62%	65%	12%	14%	12%	4%	15%	23%	6%	23%
<b>Energy management</b>												
Lutron	25	1.0-4C	75%	76%	14%	14%	11%	3%	11%	33%	11%	16%
<b>Fasteners, hangers, clamps, supports</b>												
Arlington Industries, Inc.	59	1.0-4C	82%	81%	12%	12%	15%	2%	13%	38%	4%	31%
Arlington Industries, Inc.	63	1.0-4C	84%	77%	10%	18%	11%	3%	16%	32%	9%	26%
Arlington Industries, Inc.	71	1.0-4C	75%	77%	12%	17%	14%	2%	14%	36%	12%	26%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	76%	11%	18%	15%	2%	22%	32%	8%	31%
Arlington Industries, Inc.	93	1.0-4C	77%	70%	8%	19%	11%	1%	15%	43%	9%	17%
SP Products	64	.50-4C	71%	69%	18%	9%	14%	4%	14%	31%	6%	15%
Category averages:			76%	75%	12%	16%	13%	2%	16%	35%	8%	24%
<b>Fire-stop systems</b>												
Hilti	45	1.0-4C	70%	72%	12%	14%	14%	3%	14%	36%	9%	24%
<b>Home automation</b>												
Leviton Manufacturing	57	1.0-4C	67%	58%	11%	7%	15%	9%	9%	18%	7%	15%
<b>Lighting controls</b>												
Lutron	25	1.0-4C	75%	76%	14%	14%	11%	3%	11%	33%	11%	16%
Leviton Manufacturing	57	1.0-4C	67%	58%	11%	7%	15%	9%	9%	18%	7%	15%
Category averages:			71%	67%	13%	11%	13%	6%	10%	26%	9%	16%

(continued)

Base = 135

## 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>												
Ecoobuy	1	1.0-4C	51%	65%	18%	5%	8%	5%	8%	34%	0%	8%
TCP	13	.66-4C	52%	55%	14%	7%	11%	4%	9%	25%	0%	9%
Topaz	65	.33-4C	45%	55%	8%	16%	14%	2%	16%	29%	4%	12%
H.E. Williams	61	1.0-4C	48%	42%	5%	9%	9%	2%	0%	11%	5%	5%
Category averages:			49%	54%	11%	9%	11%	3%	8%	25%	2%	9%
<b>Meters/instru (test) power &amp; low volt.</b>												
Megger	9	1.0-4C	63%	63%	10%	7%	16%	1%	9%	27%	3%	10%
AEMC Instruments	16	.33-4C	62%	55%	10%	10%	10%	3%	10%	19%	3%	12%
Category averages:			63%	59%	10%	9%	13%	2%	10%	23%	3%	11%
<b>Raceway/cable tray/conduit</b>												
Arlington Industries, Inc.	63	1.0-4C	84%	77%	10%	18%	11%	3%	16%	32%	9%	26%
Wheatland Tube, a division of Zekelman Industries	39	1.0-4C	68%	77%	6%	15%	12%	2%	15%	35%	5%	25%
Category averages:			76%	77%	8%	17%	12%	3%	16%	34%	7%	26%
<b>Safety equipment/apparel</b>												
Emergent Safety Supply	85	.25-4C	49%	64%	11%	16%	18%	4%	15%	24%	4%	13%
<b>Wire &amp; cable</b>												
SP Products	64	.50-4C	71%	69%	18%	9%	14%	4%	14%	31%	6%	15%
<b>Wire &amp; cable connectors/terminators</b>												
Southwire	Cvr 4	1.0-4C	73%	83%	10%	24%	13%	5%	23%	43%	10%	21%
Arlington Industries, Inc.	11	1.0-4C	86%	82%	8%	12%	10%	1%	15%	27%	8%	47%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	79%	9%	13%	13%	3%	20%	31%	8%	30%

(continued)

Base = 135

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



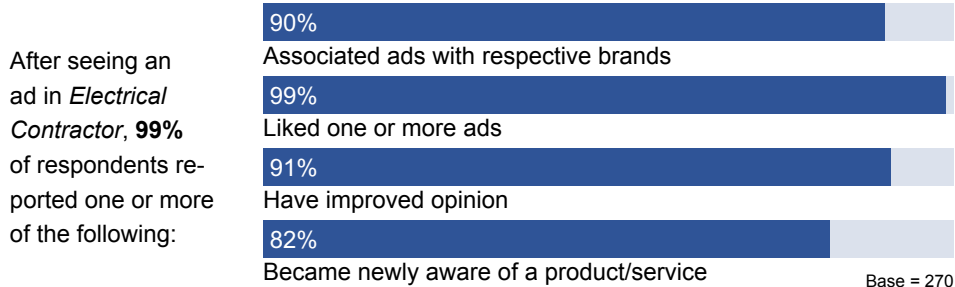
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
<b>Wire &amp; cable connectors/terminators</b> <i>continued</i>												
Arlington Industries, Inc.	37	1.0-4C	90%	76%	11%	11%	13%	1%	15%	31%	6%	27%
Arlington Industries, Inc.	15	1.0-4C	88%	76%	7%	13%	11%	3%	18%	33%	9%	29%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	69%	76%	11%	18%	15%	2%	22%	32%	8%	31%
Arlington Industries, Inc.	47	1.0-4C	90%	75%	8%	16%	13%	2%	18%	30%	9%	27%
ICC	23	1.0-4C	52%	61%	11%	16%	18%	5%	15%	29%	13%	15%
American Polywater	85	.25-4C	57%	58%	9%	6%	6%	2%	8%	23%	2%	17%
Category averages:			77%	74%	9%	14%	12%	3%	17%	31%	8%	27%
<b>Wire &amp; cable management</b>												
Arlington Industries, Inc.	83	1.0-4C	84%	87%	12%	20%	17%	3%	20%	32%	6%	36%
Arlington Industries, Inc.	7	1.0-4C	86%	82%	7%	10%	11%	3%	17%	30%	8%	45%
Arlington Industries, Inc.	59	1.0-4C	82%	81%	12%	12%	15%	2%	13%	38%	4%	31%
Arlington Industries, Inc.	81	1.0-4C	90%	73%	8%	12%	13%	3%	17%	28%	12%	26%
Arlington Industries, Inc.	93	1.0-4C	77%	70%	8%	19%	11%	1%	15%	43%	9%	17%
Category averages:			84%	79%	9%	15%	13%	2%	16%	34%	8%	31%
<b>Wiring devices</b>												
Arlington Industries, Inc.	83	1.0-4C	84%	87%	12%	20%	17%	3%	20%	32%	6%	36%
Southwire	Cvr 4	1.0-4C	73%	83%	10%	24%	13%	5%	23%	43%	10%	21%
Arlington Industries, Inc.	7	1.0-4C	86%	82%	7%	10%	11%	3%	17%	30%	8%	45%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	79%	9%	13%	13%	3%	20%	31%	8%	30%
Arlington Industries, Inc.	81	1.0-4C	90%	73%	8%	12%	13%	3%	17%	28%	12%	26%
SP Products	64	.50-4C	71%	69%	18%	9%	14%	4%	14%	31%	6%	15%
Category averages:			82%	79%	11%	15%	14%	4%	19%	33%	8%	29%

Base = 135

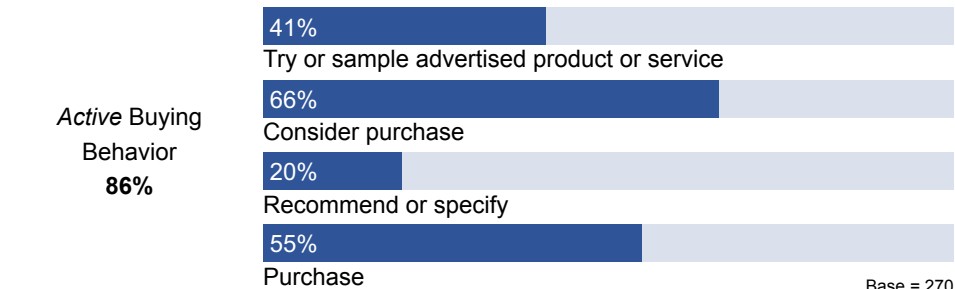
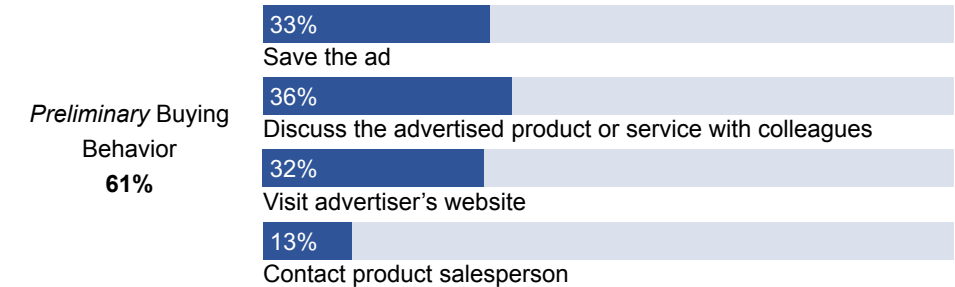
## Demographics: Influence and Action Totals



### Total ad influence for all studied ads



**Total Buying Behavior 92%** *Ninety-two percent (92%) 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	89%	69%	62%
One page	35	76%	62%	47%
Two-thirds page	1	52%	48%	28%
One-half page	2	72%	65%	46%
One-third page	2	54%	55%	28%
One-fourth page	3	57%	51%	32%
One-eighth page	1	46%	41%	37%
<b>Issue averages:</b>		<b>72%</b>	<b>60%</b>	<b>45%</b>

Base = 135

### Building types

<b>Commercial</b>	82%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
<b>Residential</b>	71%
Includes single family and multi-family	
<b>Industrial</b>	57%
Includes manufacturing plants, power generation and utility	
<b>Institutional</b>	51%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
<b>Emerging/alternative energy sources</b>	22%
Includes solar, wind, geothermal, etc.	
<b>Non-building</b>	20%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	1%
No response	0%

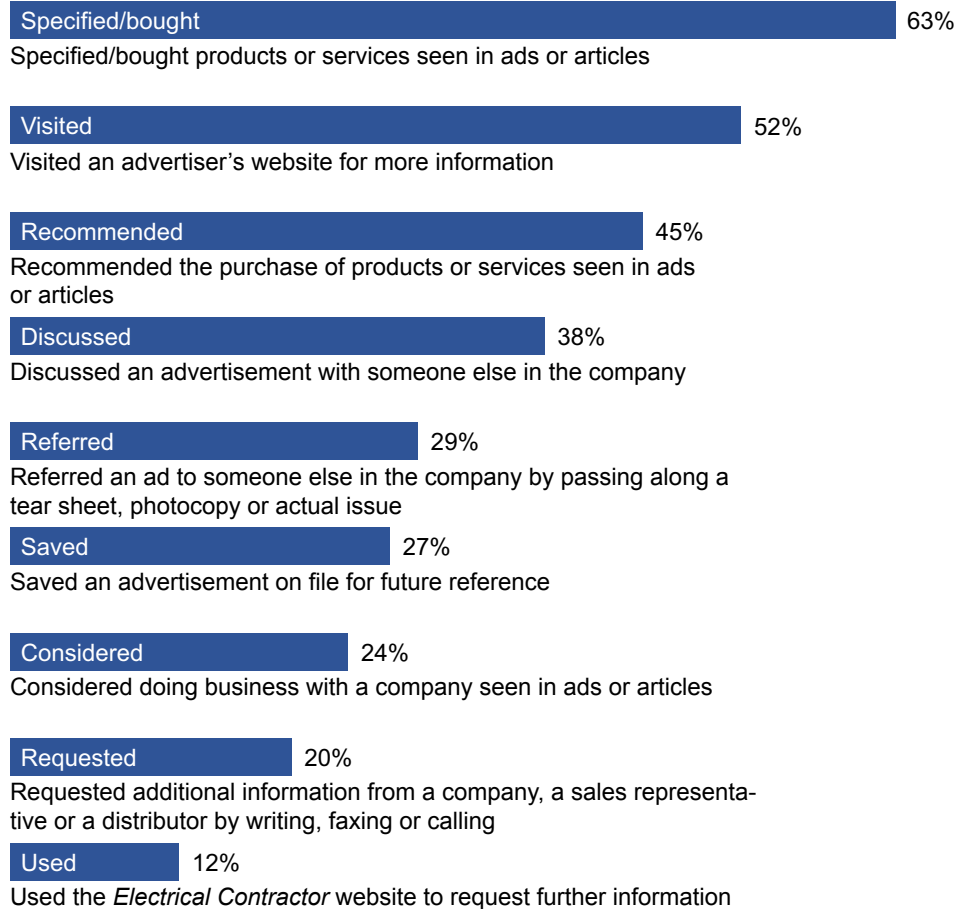
Base = 270

## Demographics *continued*



### Purchasing actions taken

Ninety-two percent (92%) 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 2%  
No actions taken = 8%  
No response = 0%

Base = 270

### Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc. . . . .	48%
Electrician (field), journeyman, technician, installer, service person . . . . .	19%
Management: project manager, superintendent, supervisor, foreman . . . . .	17%
Estimator . . . . .	5%
Staff engineer, designer, electrical engineer. . . . .	3%
Apprentice . . . . .	2%
Inspector. . . . .	1%
Purchasing agent, buyer. . . . .	1%
Other . . . . .	4%
No response . . . . .	0%

Base = 270

### Primary business

Electrical contracting/low-voltage contracting. . . . .	79%
Engineering/architecture/consulting . . . . .	7%
Systems integration/consulting. . . . .	1%
Wholesaler/distributor. . . . .	1%
Other. . . . .	12%
No response . . . . .	0%

Base = 270

### Building systems installed

Lighting. . . . .	86%
Maintenance, service, repair . . . . .	84%
Premises wiring . . . . .	73%
Power quality systems (includes standby, co-gen, etc.) . . . . .	57%
Fire/life safety systems. . . . .	49%
Security (includes CCTV, access/motion/intrusion systems) . . . . .	49%
Total building automation systems (includes HVAC, lighting). . . . .	37%
Communications systems (VDV) . . . . .	33%
Alternative-energy systems . . . . .	29%
Fiber optics. . . . .	26%
None of the above . . . . .	3%
No response . . . . .	0%

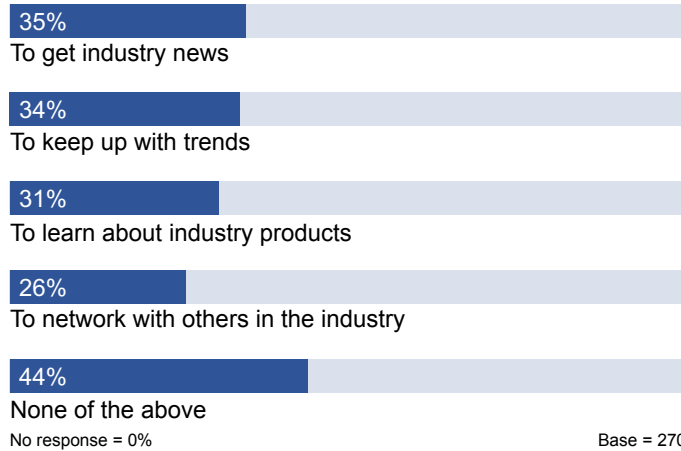
Base = 270

## Demographics: Social Media



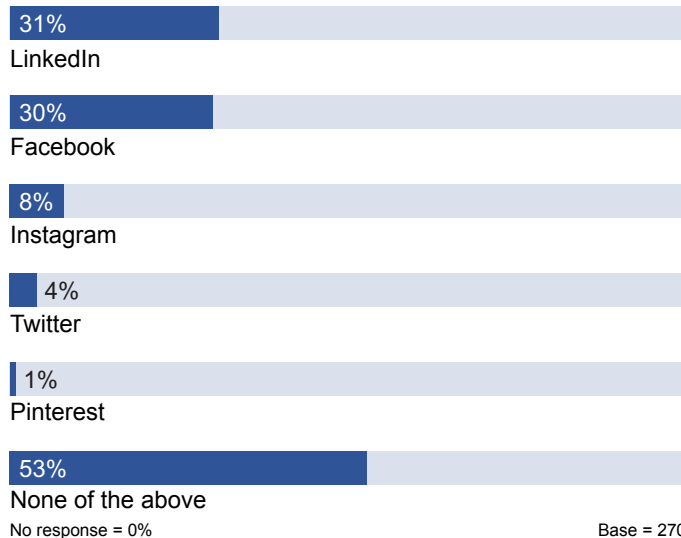
### Professional use of social media

*Fifty-six percent (56%) of Electrical Contractor respondents report one or more of these reasons for using social media.*



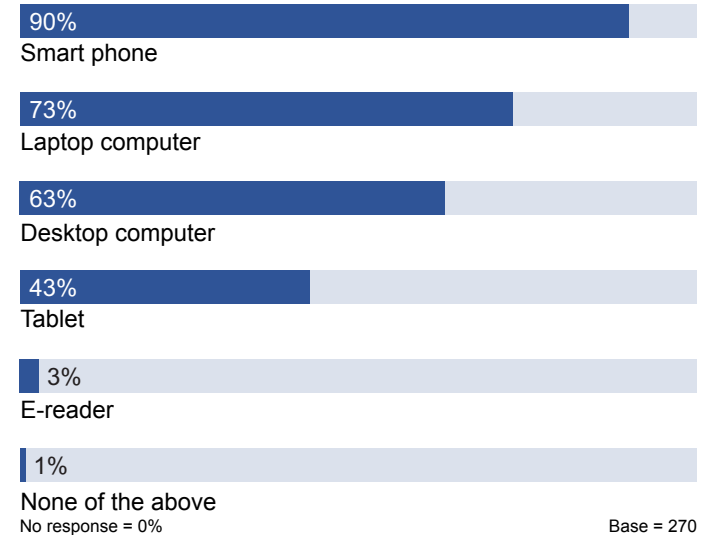
### Social media platforms used for work

*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

*Ninety-nine percent (99%) of Electrical Contractor respondents report having access to one or more of these digital devices.*



# 2020

## Ad Study Schedule

Reserve your space now!

**February**  
closing  
January 6

**May**  
closing  
April 6

**August**  
closing  
July 6

**November**  
closing  
October 5

Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

*Electrical Contractor* reserves the right to change this research schedule without notice.



## About mediaView Pro



### *about* **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* **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 80,030\* 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.



**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