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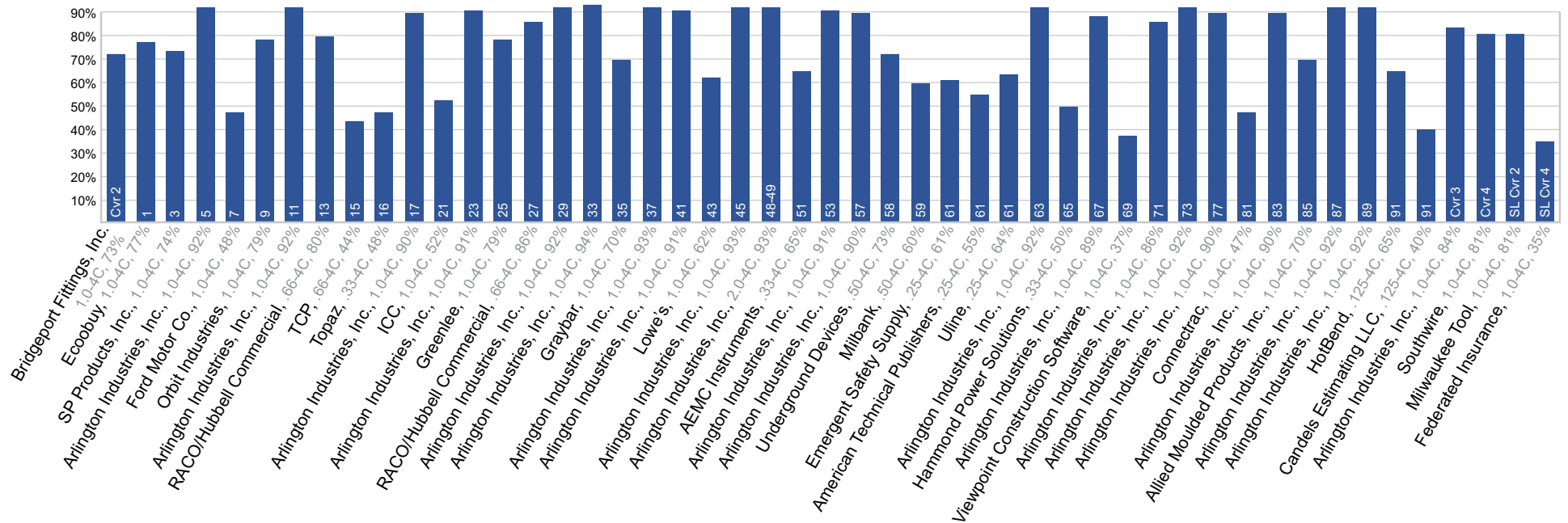
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February 2020

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

Executive Summary: Ad Traffic by Page Number



Base = 150

Top-performing ads based on respondent exposure, engagement and involvement

Recall Seeing Ad Audience Exposure 5.0	Total Recall Seeing	Ad Influence Audience Engagement 6.0	Total Recall Seeing	Total Ad Influence	Buying Action Audience Involvement 7.0	Total Recall Seeing	One or More Buying Actions
Arlington Industries, Inc.	94%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	90%	88%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	89%	88%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	92%	84%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	90%	84%
Arlington Industries, Inc.	92%	Ecoobuy	77%	98%	Arlington Industries, Inc.	92%	83%
Arlington Industries, Inc.	92%	Bridgeport Fittings, Inc.	73%	98%	Arlington Industries, Inc.	90%	82%
Arlington Industries, Inc.	92%	Emergent Safety Supply	61%	98%	Arlington Industries, Inc.	93%	81%
Arlington Industries, Inc.	92%	Federated Insurance	35%	98%	Arlington Industries, Inc.	92%	81%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	94%	97%	Arlington Industries, Inc.	92%	81%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	93%	97%	Arlington Industries, Inc.	86%	81%

Definitions of Scores



mediaViewPro™

Independent Ad Campaign Analytics

Total Ad Recall - Audience Exposure

- **Recall Seeing** – Respondents who recalled seeing an item; total exposure. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were sufficiently engaged to be drawn into the copy by the headline, layout or content.
- **Read Most** – Respondents who, after beginning to read an item, were interested enough to read most of it.

Total Ad Influence - Audience Engagement

Total Ad Influence scores are based on the percentage of respondents who, after seeing an ad, indicated how it influenced them:

- **Make Ad-Brand Connection** – Those respondents who, after seeing an ad, were able to associate the ad with a company or brand.
- **Like the Ad** – Respondents who report finding an ad appealing.
- **More Favorable Opinion** – Respondents who, after seeing an ad, developed a more positive opinion of the advertised product or service.
- **Newly Aware** – Those respondents who, prior to seeing an ad, were not familiar with the advertised item and are now newly aware of it.

NOTE: Percentage totals may not equal 100, due to rounding.

Total Buying Actions - Audience Involvement

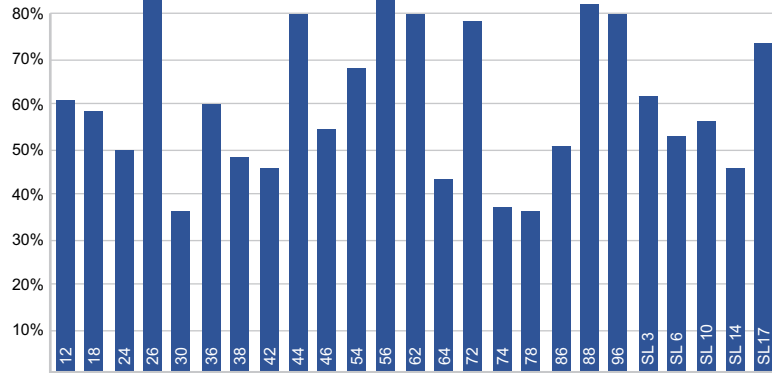
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either has, or is likely to:

- **Save the Ad** – Respondents who indicate interest in an advertised item by either saving an ad for future reference, or are likely to do so in the future.
- **Discuss the Advertised Product** – Those respondents who report they are likely to discuss, or have discussed, an advertised item with a colleague.
- **Visit Ad's Website** – Respondents who report they would likely access, or have already accessed, an advertiser's website after seeing an ad.
- **Contact Salesperson** – Respondents who report they would likely contact, or have contacted, a salesperson in response to an advertised product or service.
- **Try Product/Service** – Those respondents who report they would try, or had already tried, an advertised product or service.
- **Consider Purchase** – Those respondents who have considered purchasing a product, or are likely to consider purchasing in the future.
- **Recommend or Specify** – Respondents who have, or are likely to, recommend or specify a product or service.
- **Purchase** – Respondents who have either actively purchased, or are likely to purchase, a product/service after seeing an advertisement.

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 12.

	Page Number	Recall Seeing	Read Some	Read Most
INDUSTRY WATCH	12	61%	74%	42%
An International Education: Addressing labor shortages...	18	59%	78%	52%
YOUR BUSINESS: All in the family	24	50%	70%	54%
CODE FAQs: Battery rooms, portable receptacles and more	26	84%	80%	70%
Movie Magic: Dynalectri electrifies the academy museum	30	36%	53%	58%
ALTERNATIVE ENERGY: The nature of the bee	36	60%	70%	45%
A step in the right direction: hiring the previously incarcerated	38	48%	60%	41%
PRO TIPS: Colors, Coins and Seals	42	46%	72%	55%
CODE APPLICATIONS: Making the code at home	44	80%	76%	67%
Women at work	46	55%	69%	45%
CODE INSIDER: In times past	54	68%	75%	67%
NEW PRODUCTS	56	86%	81%	61%
FEATURED PRODUCTS: Boxes, switched and receptacles	62	80%	80%	64%
YOU'VE GOT A FRIEND: Partnering with the facility manager	64	43%	63%	48%
CODE QUIZ: Cables and communications	72	79%	70%	64%
ON THE MARKET: Broadcast in the fast lane	74	37%	57%	52%
SECURITY FOCUS: Craft a superior solution	78	36%	53%	47%
INTEGRATED SYSTEMS PRODUCTS	86	51%	63%	47%
COOL TOOLS: Electric-powered hand saws	88	83%	77%	61%
CODE COMMENTS: Requirements for special conditions	96	80%	80%	66%
NEWS: Wearable tech could prevent work accidents	SL 3	62%	71%	57%
Invincible Generation: training for apprentices	SL 6	53%	70%	57%
Recipe for safety: prevention through design	SL 10	56%	75%	52%
Today's specials: on-site training	SL 14	46%	67%	61%
PRODUCTS	SL 17	74%	76%	63%

Base = 300

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 *helps me*] to keep up-to-date on new ideas, new product and tools.

— President

I appreciate the comprehensive coverage of industry issues. The story on the NY Telephone Fire was especially interesting because I was there on the restoration. At the time I was a Western Electric Communications Tech.

— Owner

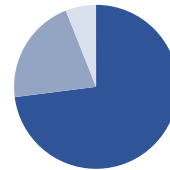
I like staying up-to-date on current trends and see what's happening around the country.

— Manager

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

Format preference

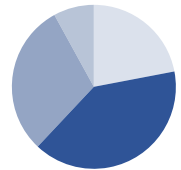
Print	73%
Print and digital	21%
Digital	6%
No response	0%



Base = 300

When read

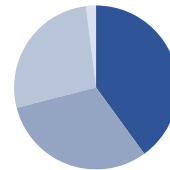
Same day the issue is received	22%
Within three days	40%
Within a week	30%
One week or later	8%
No response	0%



Base = 300

Time spent reading

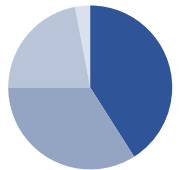
45 minutes or more.	40%
30 - 44 minutes.	31%
15 - 29 minutes.	27%
Less than 15 minutes	2%
No response	0%



Base = 300

How often each issue is read

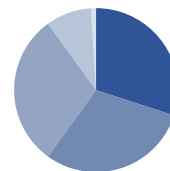
4 or more times.	41%
3 times	34%
2 times	22%
1 time	3%
No response	0%



Base = 300

Respondents rate *Electrical Contractor*

Personal favorite.	30%
Very important	30%
Important	30%
Somewhat important.	9%
Not important	1%
No response	0%



Base = 300

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.5 other professionals.

1.5
Other
People

Base = 300

Editorial: Reading Habits *continued*



[Electrical Contractor] *keeps us updated and reminds us of things we can improve on.*

— Owner

Interesting articles and news about new products and new methods.

— President

[Electrical Contractor] *helps keep me informed about the electrical business.*

— Owner

Industry magazine readership

Ninety-one percent (91%) of respondents are regular readers of *Electrical Contractor* and report reading three or four of the four most recent issues.

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
Electrical Contractor	91%	79%	12%	5%	4%	0%	0%	0%
EC&M	56%	49%	7%	6%	4%	2%	15%	17%
Cabling Installation & Maintenance	8%	5%	3%	1%	3%	1%	49%	38%
Security Magazine	8%	5%	3%	2%	3%	2%	44%	41%
Communications News	5%	3%	2%	1%	3%	2%	48%	41%
Security Dealer	5%	3%	2%	1%	2%	2%	49%	41%

Base = 300

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
Alarm & signal systems							
Lowe's	43	1.0-4C	62%	56%	34%	94%	68%
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	33	1.0-4C	94%	70%	59%	97%	75%
Arlington Industries, Inc.	48-49	2.0-4C	93%	69%	55%	97%	73%
Arlington Industries, Inc.	45	1.0-4C	93%	67%	60%	97%	81%
Arlington Industries, Inc.	11	1.0-4C	92%	75%	55%	98%	81%
Arlington Industries, Inc.	73	1.0-4C	92%	73%	54%	98%	80%
Arlington Industries, Inc.	89	1.0-4C	92%	68%	59%	98%	78%
Arlington Industries, Inc.	63	1.0-4C	92%	66%	59%	95%	79%
Arlington Industries, Inc.	53	1.0-4C	91%	73%	56%	99%	73%
Arlington Industries, Inc.	41	1.0-4C	91%	68%	53%	95%	78%
Arlington Industries, Inc.	77	1.0-4C	90%	72%	66%	95%	84%
Arlington Industries, Inc.	57	1.0-4C	90%	72%	62%	96%	88%
Arlington Industries, Inc.	17	1.0-4C	90%	71%	55%	97%	80%
Arlington Industries, Inc.	83	1.0-4C	90%	69%	58%	96%	82%
Arlington Industries, Inc.	67	1.0-4C	89%	71%	63%	96%	88%
RACO/Hubbell Commercial Construction	27	.66-4C	86%	69%	44%	95%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	62%	56%	95%	67%
RACO/Hubbell Commercial Construction	13	.66-4C	80%	63%	50%	95%	75%
Orbit Industries	9	1.0-4C	79%	66%	48%	93%	65%
Underground Devices	58	.50-4C	73%	58%	43%	91%	57%
Allied Moulded Products, Inc.	85	1.0-4C	70%	66%	41%	96%	63%
Emergent Safety Supply	61	.25-4C	61%	52%	34%	98%	60%
Milbank	59	.50-4C	60%	65%	41%	95%	70%
Category averages:			85%	68%	53%	96%	75%

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.

(continued)

Base = 150

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
Computer software							
Viewpoint Construction Software	69	1.0-4C	37%	41%	20%	96%	33%
Contractor equipment							
Southwire	Cvr 4	1.0-4C	81%	63%	35%	95%	74%
HotBend	91	.125-4C	65%	54%	34%	94%	56%
Uline	61	.25-4C	64%	45%	31%	93%	51%
Category averages:			70%	54%	33%	94%	60%
Contractor services (incl. rental & mechanical)							
Candels Estimating LLC	91	.125-4C	40%	48%	26%	94%	42%
Data comm equipment							
ICC	21	1.0-4C	52%	52%	56%	93%	57%
Electrical distributor (incl. low volt.)							
Graybar	35	1.0-4C	70%	47%	42%	91%	60%
Uline	61	.25-4C	64%	45%	31%	93%	51%
Lowe's	43	1.0-4C	62%	56%	34%	94%	68%
Category averages:			65%	49%	36%	93%	60%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	57	1.0-4C	90%	72%	62%	96%	88%
Arlington Industries, Inc.	83	1.0-4C	90%	69%	58%	96%	82%
Arlington Industries, Inc.	71	1.0-4C	86%	69%	59%	95%	81%
SP Products, Inc.	3	1.0-4C	74%	64%	51%	95%	74%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	68%	46%	98%	74%
Category averages:			83%	68%	55%	96%	80%

(continued)

Base = 150

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
Hand tools							
Southwire	Cvr 4	1.0-4C	81%	63%	35%	95%	74%
Greenlee	25	1.0-4C	79%	63%	52%	97%	68%
HotBend	91	.125-4C	65%	54%	34%	94%	56%
Category averages:			75%	60%	40%	95%	66%
Insurance							
Federated Insurance	SL Cvr 4	1.0-4C	35%	51%	39%	98%	43%
Lighting products/fixtures							
Ecoobuy	1	1.0-4C	77%	66%	45%	98%	76%
TCP	15	.66-4C	44%	50%	23%	93%	45%
Category averages:			61%	58%	34%	96%	61%
Meters/instru (test) power & low volt.							
AEMC Instruments	51	.33-4C	65%	52%	38%	94%	60%
Power tools							
Greenlee	25	1.0-4C	79%	63%	52%	97%	68%
Raceway/cable tray/conduit							
Arlington Industries, Inc.	83	1.0-4C	90%	69%	58%	96%	82%
Topaz	16	.33-4C	48%	52%	36%	95%	48%
Connectrac	81	1.0-4C	47%	55%	27%	93%	54%
Category averages:			62%	59%	40%	95%	61%

(continued)

Base = 150

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
Safety equipment/apparel							
Milwaukee Tool	SL Cvr 2	1.0-4C	81%	68%	53%	96%	78%
Emergent Safety Supply	61	.25-4C	61%	52%	34%	98%	60%
Category averages:			71%	60%	44%	97%	69%
Training/Safety organization							
American Technical Publishers	61	.25-4C	55%	58%	41%	97%	64%
Transformers							
Hammond Power Solutions	65	.33-4C	50%	46%	26%	89%	42%
Vehicles							
Ford Motor Co.	7	1.0-4C	48%	52%	28%	92%	43%
Wire & cable							
Southwire	Cvr 4	1.0-4C	81%	63%	35%	95%	74%
SP Products, Inc.	3	1.0-4C	74%	64%	51%	95%	74%
Category averages:			78%	64%	43%	95%	74%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	37	1.0-4C	93%	71%	53%	96%	77%
Arlington Industries, Inc.	11	1.0-4C	92%	75%	55%	98%	81%
Arlington Industries, Inc.	29	1.0-4C	92%	71%	58%	97%	84%
Arlington Industries, Inc.	5	1.0-4C	92%	70%	64%	97%	83%
Arlington Industries, Inc.	23	1.0-4C	91%	71%	57%	97%	79%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	68%	46%	98%	74%
ICC	21	1.0-4C	52%	52%	56%	93%	57%
Category averages:			84%	68%	56%	97%	76%

(continued)

Base = 150

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management							
Arlington Industries, Inc.	87	1.0-4C	92%	71%	60%	96%	81%
Arlington Industries, Inc.	5	1.0-4C	92%	70%	64%	97%	83%
Arlington Industries, Inc.	77	1.0-4C	90%	72%	66%	95%	84%
Arlington Industries, Inc.	57	1.0-4C	90%	72%	62%	96%	88%
Arlington Industries, Inc.	17	1.0-4C	90%	71%	55%	97%	80%
Arlington Industries, Inc.	67	1.0-4C	89%	71%	63%	96%	88%
Connectrac	81	1.0-4C	47%	55%	27%	93%	54%
Category averages:			84%	69%	57%	96%	80%
Wiring devices							
Arlington Industries, Inc.	87	1.0-4C	92%	71%	60%	96%	81%
Arlington Industries, Inc.	89	1.0-4C	92%	68%	59%	98%	78%
Category averages:			92%	70%	60%	97%	80%

Base = 150

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
Alarm & signal systems								
Lowe's	43	1.0-4C	62%	94%	54%	84%	57%	70%
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	53	1.0-4C	91%	99%	72%	94%	67%	75%
Arlington Industries, Inc.	11	1.0-4C	92%	98%	78%	93%	62%	84%
Arlington Industries, Inc.	73	1.0-4C	92%	98%	78%	97%	67%	78%
Arlington Industries, Inc.	89	1.0-4C	92%	98%	79%	96%	68%	83%
Emergent Safety Supply	61	.25-4C	61%	98%	39%	66%	58%	40%
Arlington Industries, Inc.	33	1.0-4C	94%	97%	76%	93%	64%	82%
Arlington Industries, Inc.	48-49	2.0-4C	93%	97%	77%	94%	65%	81%
Arlington Industries, Inc.	45	1.0-4C	93%	97%	82%	92%	74%	81%
Arlington Industries, Inc.	17	1.0-4C	90%	97%	81%	93%	68%	84%
Arlington Industries, Inc.	57	1.0-4C	90%	96%	84%	95%	71%	83%
Arlington Industries, Inc.	83	1.0-4C	90%	96%	84%	95%	68%	85%
Arlington Industries, Inc.	67	1.0-4C	89%	96%	85%	94%	72%	89%
Allied Moulded Products, Inc.	85	1.0-4C	70%	96%	63%	82%	63%	62%
Arlington Industries, Inc.	63	1.0-4C	92%	95%	81%	91%	66%	84%
Arlington Industries, Inc.	41	1.0-4C	91%	95%	80%	90%	68%	84%
Arlington Industries, Inc.	77	1.0-4C	90%	95%	84%	94%	69%	87%
RACO/Hubbell Commercial Construction	27	.66-4C	86%	95%	73%	86%	66%	68%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	95%	66%	88%	66%	59%
RACO/Hubbell Commercial Construction	13	.66-4C	80%	95%	65%	90%	62%	59%
Milbank	59	.50-4C	60%	95%	56%	88%	61%	57%
Orbit Industries	9	1.0-4C	79%	93%	46%	81%	63%	54%
Underground Devices	58	.50-4C	73%	91%	45%	76%	57%	48%
Category averages:			85%	96%	72%	89%	66%	73%
<i>(continued)</i>								
Base = 150								

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
Computer software								
Viewpoint Construction Software	69	1.0-4C	37%	96%	22%	57%	37%	26%
Contractor equipment								
Southwire	Cvr 4	1.0-4C	81%	95%	75%	93%	65%	75%
HotBend	91	.125-4C	65%	94%	54%	78%	59%	56%
Uline	61	.25-4C	64%	93%	57%	67%	46%	62%
Category averages:			70%	94%	62%	79%	57%	64%
Contractor services (incl. rental & mechanical)								
Candels Estimating LLC	91	.125-4C	40%	94%	29%	58%	38%	29%
Data comm equipment								
ICC	21	1.0-4C	52%	93%	40%	78%	52%	34%
Electrical distributor (incl. low volt.)								
Lowe's	43	1.0-4C	62%	94%	54%	84%	57%	70%
Uline	61	.25-4C	64%	93%	57%	67%	46%	62%
Graybar	35	1.0-4C	70%	91%	64%	80%	57%	68%
Category averages:			65%	93%	58%	77%	53%	67%
Fasteners, hangers, clamps, supports								
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	98%	67%	88%	72%	70%
Arlington Industries, Inc.	57	1.0-4C	90%	96%	84%	95%	71%	83%
Arlington Industries, Inc.	83	1.0-4C	90%	96%	84%	95%	68%	85%
Arlington Industries, Inc.	71	1.0-4C	86%	95%	78%	92%	70%	83%
SP Products, Inc.	3	1.0-4C	74%	95%	48%	88%	68%	62%
Category averages:			83%	96%	72%	92%	70%	77%

(continued)

Base = 150

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
Hand tools								
Greenlee	25	1.0-4C	79%	97%	69%	91%	66%	66%
Southwire	Cvr 4	1.0-4C	81%	95%	75%	93%	65%	75%
HotBend	91	.125-4C	65%	94%	54%	78%	59%	56%
Category averages:			75%	95%	66%	87%	63%	66%
Insurance								
Federated Insurance	SL Cv 4	1.0-4C	35%	98%	28%	65%	50%	30%
Lighting products/fixtures								
Ecoobuy	1	1.0-4C	77%	98%	54%	92%	70%	57%
TCP	15	.66-4C	44%	93%	38%	64%	41%	34%
Category averages:			61%	96%	46%	78%	56%	46%
Meters/instru (test) power & low volt.								
AEMC Instruments	51	.33-4C	65%	94%	56%	83%	59%	51%
Power tools								
Greenlee	25	1.0-4C	79%	97%	69%	91%	66%	66%
Raceway/cable tray/conduit								
Arlington Industries, Inc.	83	1.0-4C	90%	96%	84%	95%	68%	85%
Topaz	16	.33-4C	48%	95%	35%	76%	45%	45%
Connectrac	81	1.0-4C	47%	93%	34%	67%	52%	30%
Category averages:			62%	95%	51%	79%	55%	53%

(continued)

Base = 150

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
Safety equipment/apparel								
Emergent Safety Supply	61	.25-4C	61%	98%	39%	66%	58%	40%
Milwaukee Tool	SL Cv 2	1.0-4C	81%	96%	81%	92%	67%	76%
Category averages:			71%	97%	60%	79%	63%	58%
Training/Safety organization								
American Technical Publishers	61	.25-4C	55%	97%	56%	88%	67%	50%
Transformers								
Hammond Power Solutions	65	.33-4C	50%	89%	31%	63%	45%	37%
Vehicles								
Ford Motor Co.	7	1.0-4C	48%	92%	55%	75%	45%	60%
Wire & cable								
Southwire	Cvr 4	1.0-4C	81%	95%	75%	93%	65%	75%
SP Products, Inc.	3	1.0-4C	74%	95%	48%	88%	68%	62%
Category averages:			78%	95%	62%	91%	67%	69%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	11	1.0-4C	92%	98%	78%	93%	62%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	98%	67%	88%	72%	70%
Arlington Industries, Inc.	29	1.0-4C	92%	97%	81%	93%	69%	87%
Arlington Industries, Inc.	5	1.0-4C	92%	97%	82%	91%	70%	85%
Arlington Industries, Inc.	23	1.0-4C	91%	97%	80%	91%	65%	84%
Arlington Industries, Inc.	37	1.0-4C	93%	96%	75%	91%	64%	81%
ICC	21	1.0-4C	52%	93%	40%	78%	52%	34%
Category averages:			84%	97%	72%	89%	65%	75%

(continued)

Base = 150

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management								
Arlington Industries, Inc.	5	1.0-4C	92%	97%	82%	91%	70%	85%
Arlington Industries, Inc.	17	1.0-4C	90%	97%	81%	93%	68%	84%
Arlington Industries, Inc.	87	1.0-4C	92%	96%	84%	95%	70%	86%
Arlington Industries, Inc.	57	1.0-4C	90%	96%	84%	95%	71%	83%
Arlington Industries, Inc.	67	1.0-4C	89%	96%	85%	94%	72%	89%
Arlington Industries, Inc.	77	1.0-4C	90%	95%	84%	94%	69%	87%
Connectrac	81	1.0-4C	47%	93%	34%	67%	52%	30%
Category averages:			84%	96%	76%	90%	67%	78%
Wiring devices								
Arlington Industries, Inc.	89	1.0-4C	92%	98%	79%	96%	68%	83%
Arlington Industries, Inc.	87	1.0-4C	92%	96%	84%	95%	70%	86%
Category averages:			92%	97%	82%	96%	69%	85%
Base = 150								

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
Alarm & signal systems												
Lowe's	43	1.0-4C	62%	68%	10%	11%	9%	3%	6%	25%	3%	23%
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	57	1.0-4C	90%	88%	7%	8%	12%	1%	14%	33%	9%	35%
Arlington Industries, Inc.	67	1.0-4C	89%	88%	5%	6%	10%	0%	12%	30%	10%	41%
Arlington Industries, Inc.	77	1.0-4C	90%	84%	7%	5%	8%	0%	12%	31%	9%	43%
Arlington Industries, Inc.	83	1.0-4C	90%	82%	9%	5%	10%	1%	10%	37%	5%	31%
Arlington Industries, Inc.	45	1.0-4C	93%	81%	11%	4%	8%	1%	10%	27%	3%	36%
Arlington Industries, Inc.	11	1.0-4C	92%	81%	8%	11%	7%	2%	13%	34%	6%	44%
Arlington Industries, Inc.	73	1.0-4C	92%	80%	7%	16%	8%	3%	13%	36%	3%	29%
Arlington Industries, Inc.	17	1.0-4C	90%	80%	9%	10%	6%	1%	16%	38%	3%	38%
Arlington Industries, Inc.	63	1.0-4C	92%	79%	11%	5%	10%	1%	11%	27%	9%	32%
Arlington Industries, Inc.	89	1.0-4C	92%	78%	7%	13%	8%	2%	13%	38%	6%	32%
Arlington Industries, Inc.	41	1.0-4C	91%	78%	10%	5%	12%	2%	10%	31%	6%	24%
Arlington Industries, Inc.	33	1.0-4C	94%	75%	9%	10%	6%	3%	8%	32%	4%	36%
RACO/Hubbell Commercial	13	.66-4C	80%	75%	13%	5%	15%	2%	14%	28%	6%	21%

Construction

(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 = 150

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
Boxes, conduit bodies & enclosures <i>continued</i>												
RACO/Hubbell Commercial Construction	27	.66-4C	86%	74%	9%	13%	5%	2%	14%	34%	5%	25%
Arlington Industries, Inc.	48-49	2.0-4C	93%	73%	11%	16%	7%	3%	8%	31%	4%	28%
Arlington Industries, Inc.	53	1.0-4C	91%	73%	10%	14%	7%	2%	9%	31%	3%	23%
Milbank	59	.50-4C	60%	70%	13%	6%	16%	0%	12%	17%	9%	12%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	67%	13%	12%	6%	1%	8%	34%	7%	15%
Orbit Industries	9	1.0-4C	79%	65%	13%	7%	10%	0%	6%	31%	2%	15%
Allied Moulded Products, Inc.	85	1.0-4C	70%	63%	7%	13%	8%	2%	10%	31%	2%	21%
Emergent Safety Supply	61	.25-4C	61%	60%	13%	16%	9%	1%	4%	28%	6%	5%
Underground Devices	58	.50-4C	73%	57%	14%	12%	10%	2%	8%	24%	5%	11%
Category averages:			85%	75%	10%	10%	9%	1%	11%	31%	6%	27%
Computer software												
Viewpoint Construction Software	69	1.0-4C	37%	33%	13%	9%	9%	2%	0%	9%	2%	2%
Contractor equipment												
Southwire	Cvr 4	1.0-4C	81%	74%	9%	8%	14%	0%	11%	24%	4%	25%
HotBend	91	.125-4C	65%	56%	6%	5%	9%	0%	7%	24%	2%	8%
Uline	61	.25-4C	64%	51%	10%	8%	10%	1%	4%	21%	2%	13%
Category averages:			70%	60%	8%	7%	11%	0%	7%	23%	3%	15%
Contractor services (incl. rental & mechanical)												
Candels Estimating LLC	91	.125-4C	40%	42%	8%	12%	13%	2%	0%	15%	2%	2%
Data comm equipment												
ICC	21	1.0-4C	52%	57%	4%	4%	12%	1%	12%	22%	3%	19%

(continued)

Base = 150

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Electrical distributor (incl. low volt.)												
Lowe's	43	1.0-4C	62%	68%	10%	11%	9%	3%	6%	25%	3%	23%
Graybar	35	1.0-4C	70%	60%	12%	9%	12%	5%	9%	14%	9%	17%
Uline	61	.25-4C	64%	51%	10%	8%	10%	1%	4%	21%	2%	13%
Category averages:			65%	60%	11%	9%	10%	3%	6%	20%	5%	18%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	57	1.0-4C	90%	88%	7%	8%	12%	1%	14%	33%	9%	35%
Arlington Industries, Inc.	83	1.0-4C	90%	82%	9%	5%	10%	1%	10%	37%	5%	31%
Arlington Industries, Inc.	71	1.0-4C	86%	81%	8%	5%	10%	0%	12%	30%	7%	30%
SP Products, Inc.	3	1.0-4C	74%	74%	12%	11%	15%	0%	11%	34%	4%	16%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	74%	9%	11%	12%	2%	9%	30%	6%	28%
Category averages:			83%	80%	9%	8%	12%	1%	11%	33%	6%	28%
Hand tools												
Southwire	Cvr 4	1.0-4C	81%	74%	9%	8%	14%	0%	11%	24%	4%	25%
Greenlee	25	1.0-4C	79%	68%	17%	10%	17%	2%	8%	23%	5%	7%
HotBend	91	.125-4C	65%	56%	6%	5%	9%	0%	7%	24%	2%	8%
Category averages:			75%	66%	11%	8%	13%	1%	9%	24%	4%	13%
Insurance												
Federated Insurance	SL Cvr 4	1.0-4C	35%	43%	13%	15%	9%	0%	2%	15%	4%	2%
Lighting products/fixtures												
Ecoobuy	1	1.0-4C	77%	76%	13%	8%	15%	2%	16%	34%	6%	13%
TCP	15	.66-4C	44%	45%	7%	16%	9%	0%	2%	9%	2%	9%
Category averages:			61%	61%	10%	12%	12%	1%	9%	22%	4%	11%

(continued)

Base = 150

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
Meters/instru (test) power & low volt.												
AEMC Instruments	51	.33-4C	65%	60%	9%	6%	11%	0%	9%	26%	3%	13%
Power tools												
Greenlee	25	1.0-4C	79%	68%	17%	10%	17%	2%	8%	23%	5%	7%
Raceway/cable tray/conduit												
Arlington Industries, Inc.	83	1.0-4C	90%	82%	9%	5%	10%	1%	10%	37%	5%	31%
Connectrac	81	1.0-4C	47%	54%	18%	16%	16%	2%	2%	13%	7%	5%
Topaz	16	.33-4C	48%	48%	10%	5%	6%	0%	11%	18%	2%	11%
Category averages:			62%	61%	12%	9%	11%	1%	8%	23%	5%	16%
Safety equipment/apparel												
Milwaukee Tool	SL Cvr 2	1.0-4C	81%	78%	7%	16%	14%	2%	12%	30%	7%	37%
Emergent Safety Supply	61	.25-4C	61%	60%	13%	16%	9%	1%	4%	28%	6%	5%
Category averages:			71%	69%	10%	16%	12%	2%	8%	29%	7%	21%
Training/Safety organization												
American Technical Publishers	61	.25-4C	55%	64%	13%	5%	16%	0%	6%	27%	6%	11%
Transformers												
Hammond Power Solutions	65	.33-4C	50%	42%	9%	9%	8%	2%	3%	17%	5%	8%
Vehicles												
Ford Motor Co.	7	1.0-4C	48%	43%	10%	8%	10%	0%	2%	23%	5%	0%
Wire & cable												
Southwire	Cvr 4	1.0-4C	81%	74%	9%	8%	14%	0%	11%	24%	4%	25%

(continued)

Base = 150

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



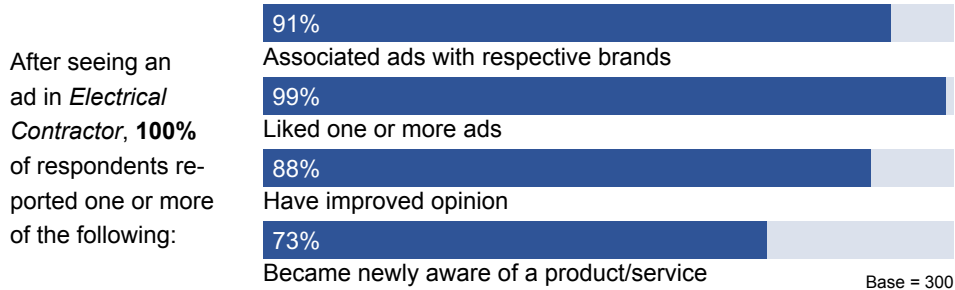
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable <i>continued</i>												
SP Products, Inc.	3	1.0-4C	74%	74%	12%	11%	15%	0%	11%	34%	4%	16%
Category averages:			78%	74%	11%	10%	15%	0%	11%	29%	4%	21%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	29	1.0-4C	92%	84%	11%	7%	8%	1%	12%	25%	9%	42%
Arlington Industries, Inc.	5	1.0-4C	92%	83%	10%	6%	9%	3%	17%	30%	10%	42%
Arlington Industries, Inc.	11	1.0-4C	92%	81%	8%	11%	7%	2%	13%	34%	6%	44%
Arlington Industries, Inc.	23	1.0-4C	91%	79%	7%	10%	6%	1%	11%	38%	4%	35%
Arlington Industries, Inc.	37	1.0-4C	93%	77%	9%	8%	6%	2%	7%	37%	4%	36%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	73%	74%	9%	11%	12%	2%	9%	30%	6%	28%
ICC	21	1.0-4C	52%	57%	4%	4%	12%	1%	12%	22%	3%	19%
Category averages:			84%	76%	8%	8%	9%	2%	12%	31%	6%	35%
Wire & cable management												
Arlington Industries, Inc.	57	1.0-4C	90%	88%	7%	8%	12%	1%	14%	33%	9%	35%
Arlington Industries, Inc.	67	1.0-4C	89%	88%	5%	6%	10%	0%	12%	30%	10%	41%
Arlington Industries, Inc.	77	1.0-4C	90%	84%	7%	5%	8%	0%	12%	31%	9%	43%
Arlington Industries, Inc.	5	1.0-4C	92%	83%	10%	6%	9%	3%	17%	30%	10%	42%
Arlington Industries, Inc.	87	1.0-4C	92%	81%	7%	5%	8%	2%	16%	33%	6%	38%
Arlington Industries, Inc.	17	1.0-4C	90%	80%	9%	10%	6%	1%	16%	38%	3%	38%
Connectrac	81	1.0-4C	47%	54%	18%	16%	16%	2%	2%	13%	7%	5%
Category averages:			84%	80%	9%	8%	10%	1%	13%	30%	8%	35%
Wiring devices												
Arlington Industries, Inc.	87	1.0-4C	92%	81%	7%	5%	8%	2%	16%	33%	6%	38%
Arlington Industries, Inc.	89	1.0-4C	92%	78%	7%	13%	8%	2%	13%	38%	6%	32%
Category averages:			92%	80%	7%	9%	8%	2%	15%	36%	6%	35%

Base = 150

Demographics: Influence and Action Totals

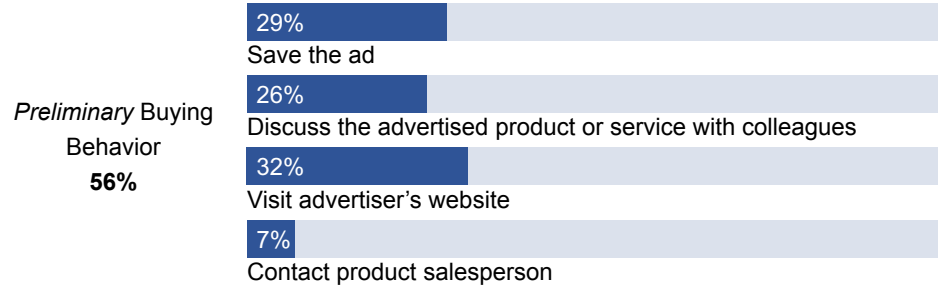


Total ad influence for all studied ads

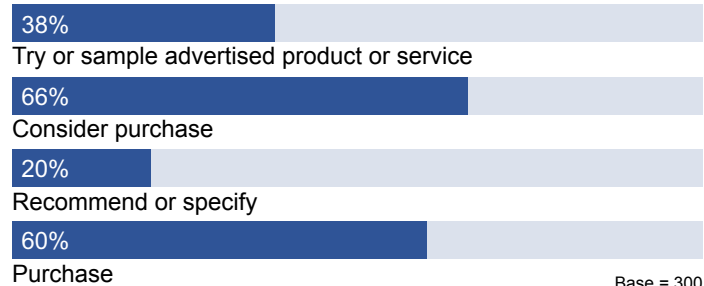


Total Buying Behavior **91%**

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



Active Buying Behavior **86%**



Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	93%	69%	55%
One page	35	79%	65%	51%
Two-thirds page	3	70%	61%	39%
One-half page	2	67%	62%	42%
One-third page	3	54%	50%	33%
One-fourth page	3	60%	52%	35%
One-eighth page	2	53%	51%	30%
Issue averages:		75%	62%	47%

Base = 150

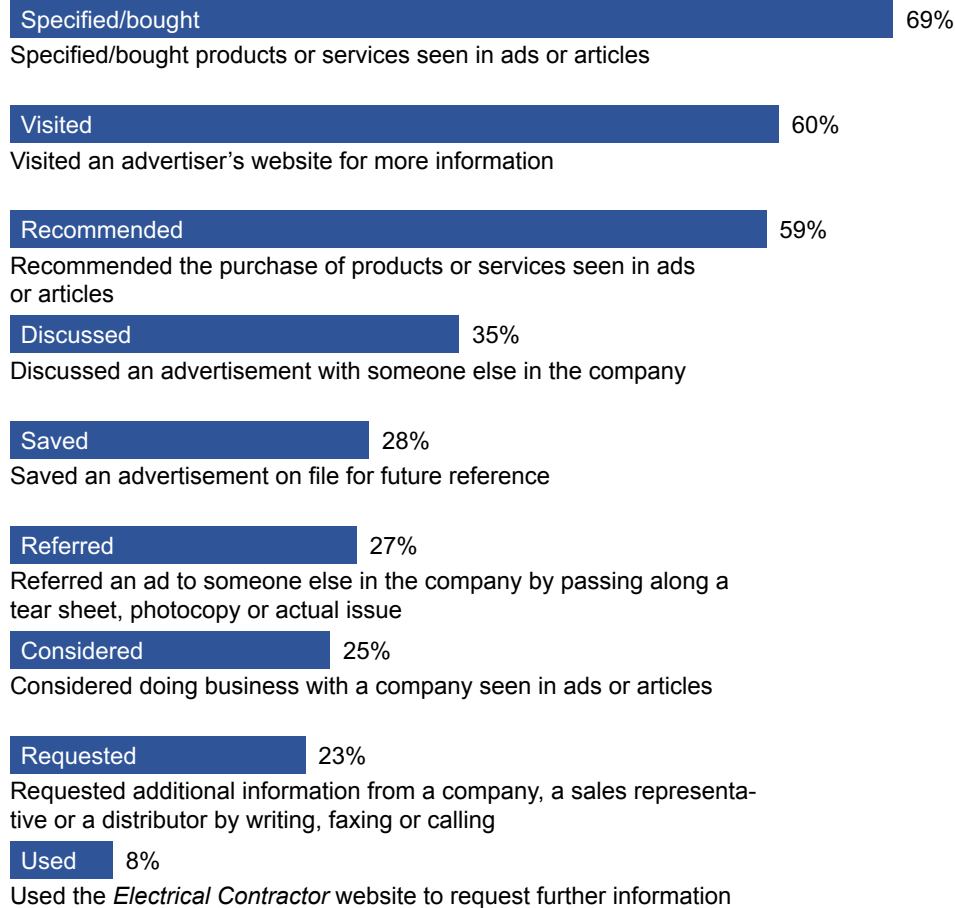
Building types

Commercial	86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	78%
Includes single family and multi-family	
Industrial	51%
Includes manufacturing plants, power generation and utility	
Institutional	50%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	20%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	17%
Includes solar, wind, geothermal, etc.	
No response	0%

Base = 300

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 = 300

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	67%
Electrician (field), journeyman, technician, installer, service person	14%
Management: project manager, superintendent, supervisor, foreman	9%
Estimator	3%
Staff engineer, designer, electrical engineer.	2%
Inspector.	1%
Purchasing agent, buyer.	1%
Apprentice	0%
Other.	3%
No response	0%

Base = 300

Primary business

Electrical contracting/low-voltage contracting.	89%
Engineering/architecture/consulting	3%
Wholesaler/distributor.	1%
Systems integration/consulting.	0%
Other.	7%
No response	0%

Base = 300

Building systems installed

Lighting.	90%
Maintenance, service, repair	84%
Premises wiring	82%
Power quality systems (includes standby, co-gen, etc.)	60%
Fire/life safety systems.	52%
Security (includes CCTV, access/motion/intrusion systems)	51%
Total building automation systems (includes HVAC, lighting).	32%
Communications systems (VDV)	31%
Alternative-energy systems	22%
Fiber optics.	19%
None of the above	1%
No response	0%

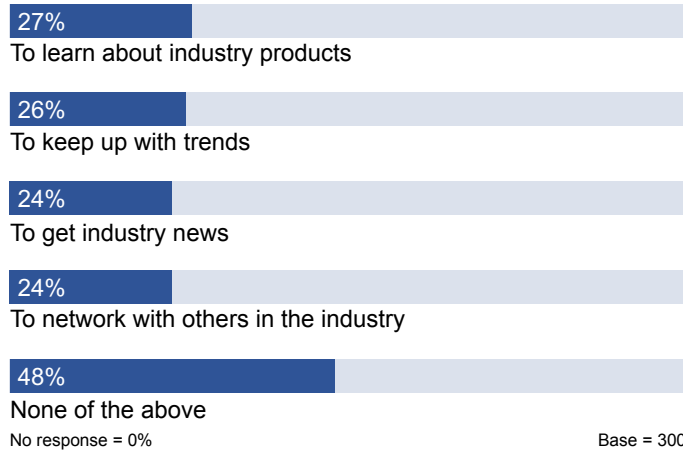
Base = 300

Demographics: Social Media



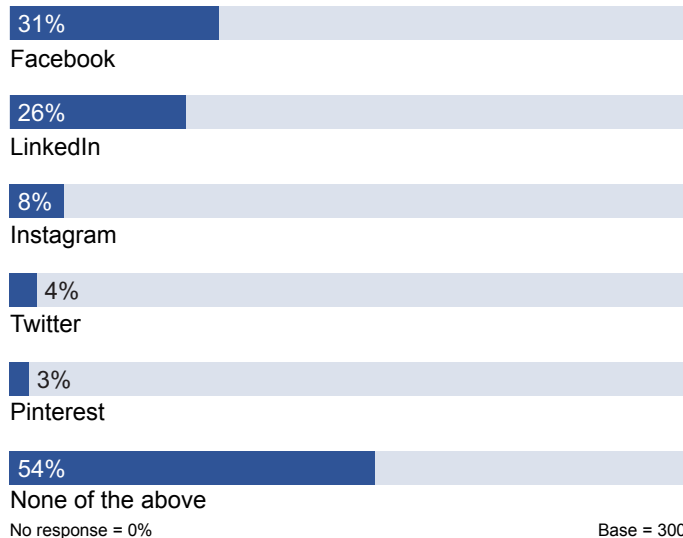
Professional use of social media

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



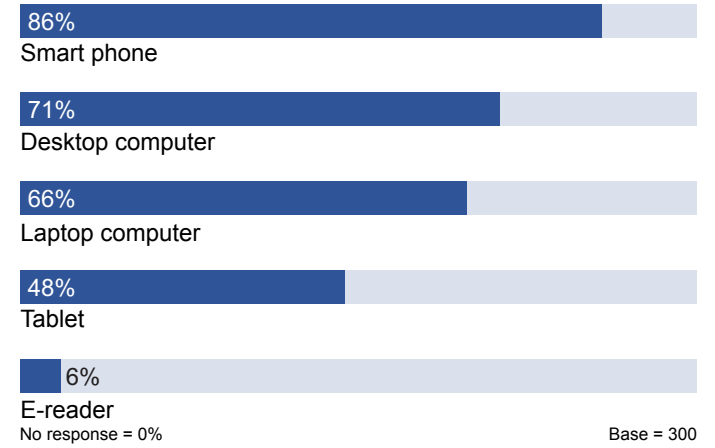
Social media platforms used for work

Forty-six percent (46%) 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.



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 mediaViewPro



about mediaViewPro™

Independent Ad Campaign Analytics

What are some of the concepts behind mediaViewPro Ad Campaign Analytics?

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

Why does mediaViewPro focus on intermediate objectives?

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

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

Total Ad Recall *Audience Exposure*

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

Total Ad Influence *Audience Engagement*

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

Total Buying Action *Audience Involvement*

Preliminary Buying Action

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

Active Buying Action

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

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About mediaViewPro: Methodology



about **mediaViewPro™** Independent Ad Campaign Analytics

Baxter Research Center Inc.'s (BRC) *mediaViewPro* 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.

Both 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 WorldwideSM Statement

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



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

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

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