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mediaView™ Pro

Independent Ad
Campaign Analytics



May 2020

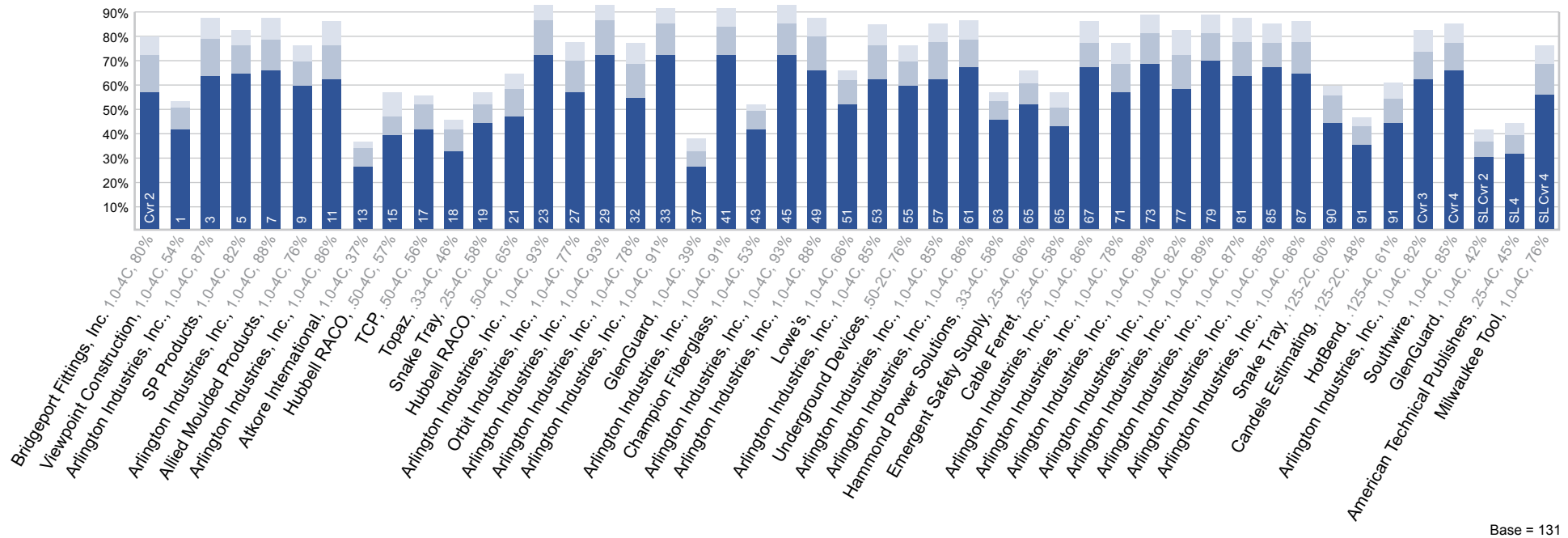
Independent Ad Performance News:

Advertising Exposure

Audience Engagement and Involvement

Preliminary and Active Buying Actions

Executive Summary: Ad Traffic by Page Number



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.	93%	Snake Tray	58%	100%	Arlington Industries, Inc.	88%	80%
Arlington Industries, Inc.	93%	Hubbell RACO	65%	97%	Arlington Industries, Inc.	87%	80%
Arlington Industries, Inc.	93%	TCP	56%	97%	Arlington Industries, Inc.	86%	78%
Arlington Industries, Inc.	91%	Viewpoint Construction Software	54%	97%	Arlington Industries, Inc.	82%	77%
Arlington Industries, Inc.	91%	GlenGuard	39%	97%	Arlington Industries, Inc.	87%	76%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	93%	96%	Southwire	85%	76%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	88%	96%	Arlington Industries, Inc.	78%	76%
Arlington Industries, Inc.	88%	Orbit Industries, Inc.	77%	96%	Arlington Industries, Inc.	86%	75%
Arlington Industries, Inc.	88%	Lowe's	66%	96%	Milwaukee Tool	76%	74%
Arlington Industries, Inc.	87%	American Technical Publishers	45%	96%	Arlington Industries, Inc.	91%	72%

Definitions of Scores



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

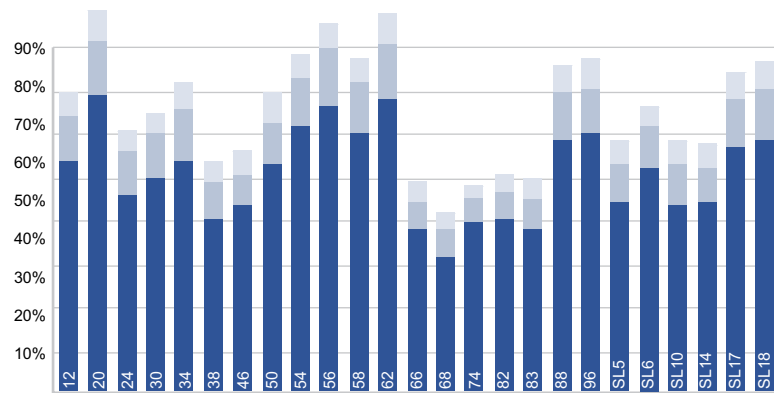
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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	70%	81%	35%
CODE FAQs: Unclear definitions, emergency disconnects...	20	89%	88%	73%
Lean on me: Utilities, Hurricane Season and COVID-19	24	61%	66%	38%
CODE INSIDER: Going global	30	65%	72%	57%
On your back: Wearable tools for contractors	34	72%	75%	46%
Family Matters: Electric Service and Supply Co. Lights up...	38	54%	63%	38%
Invisible Enemies: Fighting unseen foes to protect employees	46	56%	73%	34%
PROTIPS: Knowing what to do	50	70%	81%	44%
PRODUCTS: Safety Equipment	54	79%	82%	49%
CODE APPLICATIONS: Learning from the past	56	86%	87%	65%
What's new? NFPA 70E Update	58	78%	83%	58%
NEW PRODUCTS	62	88%	86%	57%
LEGAL: I missed it, but so what?	66	49%	78%	42%
Seriously Dangerous: SIF metrics and prevention strategies	68	42%	74%	35%
FIRE FOCUS: The most critical period	74	48%	69%	42%
FIBER OPTICS: Bends and breaks	82	51%	59%	40%
INTEGRATED SYSTEMS PRODUCTS	83	50%	58%	34%
COOL TOOLS: Cabling tools	88	76%	78%	53%
CODE COMMENTS: Stay within sight	96	78%	85%	52%
MANAGEMENT: The Domino Effect How taking a risk...	SL 5	59%	78%	48%
Making Safety personal: Electrical accident survivors...	SL 6	67%	79%	55%
Meeting of the Safety Minds	SL 10	59%	76%	40%
Reducing The Risk	SL 14	58%	81%	40%
TOOLBOX TALK	SL 17	75%	81%	51%
PRODUCTS	SL 18	77%	82%	49%

Base = 262

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.



**Readers comment
on the magazine**

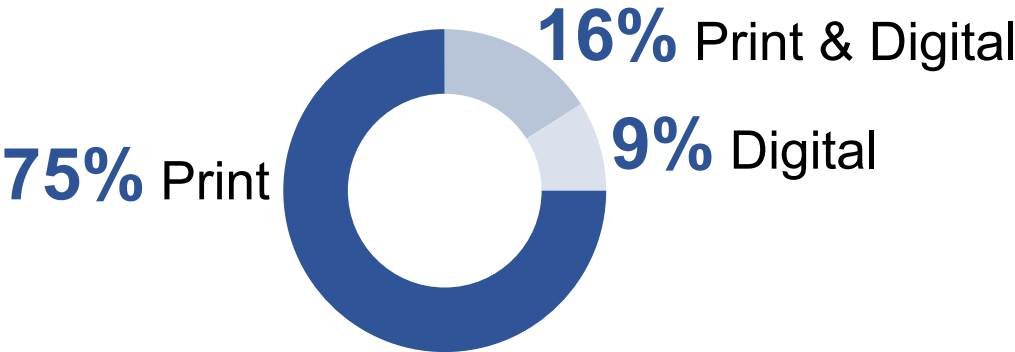


Great information and support for the electrical industry. Please keep it coming !!!
— President

[Electrical Contractor] keeps me informed on standards and new products along with highlighting key information about what's coming down the road.
— Principal

[Electrical Contractor helps me] to stay abreast of strategy and product trends. I also rely on code news and discussions.
— CEO

Print & Digital Edition Magazine Readership



A combined 91% of *Electrical Contractor* respondents read the print edition: 75% read print only, and 16% read both print and digital editions. A combined 25% of respondents read the digital edition: 9% read the digital version only, and 16% read both print and digital formats.

Print	75%
Print and digital	16%
Digital.	9%
No response	0%

Base = 262

Format preference

The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	66%
Print and digital	26%
Digital.	8%
No response	0%

Base = 262

Time spent reading

On average, respondents report reading their copies of *Electrical Contractor* for the following amounts of time:

45 minutes or more	32%
30 - 44 minutes	34%
15 - 29 minutes	29%
Less than 15 minutes	5%
No response	0%

Base = 262

Editorial: Reading Habits

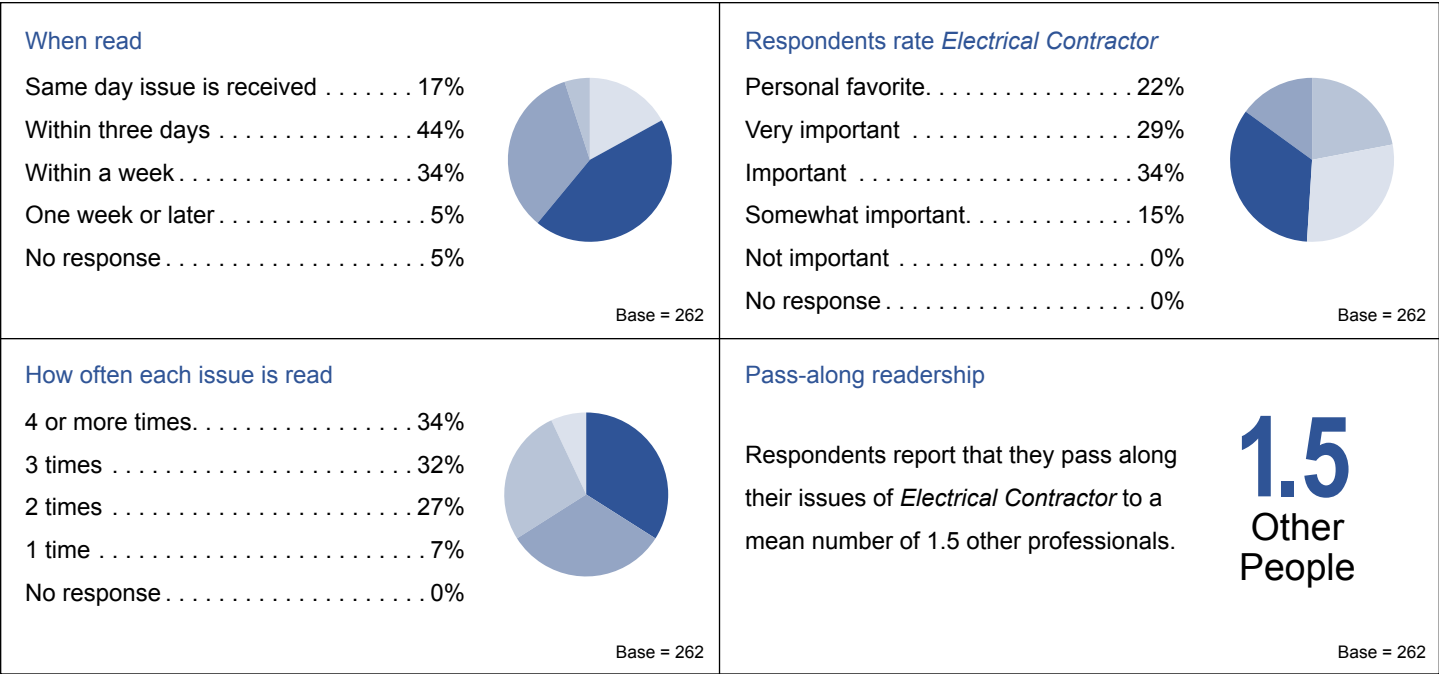


[Electrical Contractor] *is the only magazine I know that is dedicated to the contractor/management side.*
— President

[The magazine] *keeps me abreast of news products and industry news and trends.*
— Project Admin.

[Electrical Contractor] *keeps me abreast of new tools, new installation methods, contractor strategies, and code issues.*
— Owner

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



Editorial: Reading Habits *continued*



[Electrical Contractor] *keeps me up-to-date as it has for the last 20+ years.*

— Owner

[Electrical Contractor] *is a great way to stay on top of what trends the industry is moving to, whether it's tools, techniques, or innovation. It is a great resource to see issues that might arise because of code changes or new products that are ahead of the code. I always try to give my issues to the apprentices on my job so that they might start to read it. It is also a great advertisement resource for new and innovative products.*

— Manager

Industry magazine readership

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

	Read 3 or 4 of 4	Read 4 of 4	Read 3 of 4	Read 2 of 4	Read 1 of 4	Receive & Don't Read	Do Not Receive	No Response
Electrical Contractor	88%	71%	17%	8%	4%	0%	0%	0%
EC&M	50%	40%	10%	9%	4%	5%	15%	17%
Cabling Installation & Maintenance	9%	7%	2%	5%	3%	4%	43%	36%
Security Magazine	6%	5%	1%	4%	4%	6%	40%	40%
Security Dealer	4%	4%	0%	3%	2%	6%	44%	41%
Communications News	3%	2%	1%	2%	2%	5%	45%	43%

Base = 262

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	51	1.0-4C	66%	53%	31%	96%	67%
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	29	1.0-4C	93%	67%	40%	96%	69%
Arlington Industries, Inc.	45	1.0-4C	93%	57%	43%	93%	66%
Arlington Industries, Inc.	33	1.0-4C	91%	63%	40%	94%	69%
Arlington Industries, Inc.	79	1.0-4C	89%	70%	40%	93%	65%
Arlington Industries, Inc.	73	1.0-4C	89%	65%	41%	92%	67%
Arlington Industries, Inc.	7	1.0-4C	88%	76%	45%	95%	80%
Arlington Industries, Inc.	49	1.0-4C	88%	73%	31%	96%	72%
Arlington Industries, Inc.	81	1.0-4C	87%	70%	51%	93%	80%
Arlington Industries, Inc.	87	1.0-4C	86%	72%	50%	95%	78%
Arlington Industries, Inc.	11	1.0-4C	86%	72%	47%	95%	75%
Arlington Industries, Inc.	67	1.0-4C	86%	69%	42%	92%	70%
Arlington Industries, Inc.	53	1.0-4C	85%	72%	46%	95%	72%
Arlington Industries, Inc.	57	1.0-4C	85%	71%	42%	93%	72%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	73%	55%	95%	77%
Arlington Industries, Inc.	77	1.0-4C	82%	67%	47%	92%	72%
Arlington Industries, Inc.	71	1.0-4C	78%	77%	45%	93%	76%
Arlington Industries, Inc.	32	1.0-4C	78%	65%	41%	93%	71%
Orbit Industries, Inc.	27	1.0-4C	77%	65%	28%	96%	71%
Allied Moulded Products	9	1.0-4C	76%	55%	31%	95%	66%
Emergent Safety Supply	65	.25-4C	66%	64%	36%	94%	58%
Hubbell RACO	21	.50-4C	65%	66%	33%	97%	62%
Hubbell RACO	15	.50-4C	57%	61%	31%	92%	59%
Category averages:			82%	68%	41%	94%	70%

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 = 131

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	1	1.0-4C	54%	50%	30%	97%	28%
Contractor equipment							
HotBend	91	.125-4C	61%	48%	28%	91%	57%
Cable Ferret	65	.25-4C	58%	55%	25%	92%	58%
Category averages:			60%	52%	27%	92%	58%
Contractor services (incl. rental & mechanical)							
Candels Estimating	91	.125-2C	48%	54%	12%	92%	37%
Distribution equipment							
Hammond Power Solutions	63	.33-4C	58%	57%	24%	91%	45%
Electrical distributor (incl. low volt.)							
Lowe's	51	1.0-4C	66%	53%	31%	96%	67%
Electronic equipment							
Cable Ferret	65	.25-4C	58%	55%	25%	92%	58%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	73	1.0-4C	89%	65%	41%	92%	67%
Arlington Industries, Inc.	49	1.0-4C	88%	73%	31%	96%	72%
Arlington Industries, Inc.	81	1.0-4C	87%	70%	51%	93%	80%
Arlington Industries, Inc.	67	1.0-4C	86%	69%	42%	92%	70%
Arlington Industries, Inc.	61	1.0-4C	86%	60%	46%	93%	63%
Arlington Industries, Inc.	85	1.0-4C	85%	56%	38%	92%	62%
SP Products	5	1.0-4C	82%	57%	34%	95%	61%

(continued)

Base = 131

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
Fasteners, hangers, clamps, supports <i>continued</i>							
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	66%	40%	94%	67%
Orbit Industries, Inc.	27	1.0-4C	77%	65%	28%	96%	71%
Atkore International	13	1.0-4C	37%	24%	0%	95%	25%
Category averages:			80%	61%	35%	94%	64%
Hand tools							
HotBend	91	.125-4C	61%	48%	28%	91%	57%
Cable Ferret	65	.25-4C	58%	55%	25%	92%	58%
Category averages:			60%	52%	27%	92%	58%
Lighting products/fixtures							
TCP	17	.50-4C	56%	50%	25%	97%	53%
Power tools							
HotBend	91	.125-4C	61%	48%	28%	91%	57%
Raceway/cable tray/conduit							
Arlington Industries, Inc.	73	1.0-4C	89%	65%	41%	92%	67%
SP Products	5	1.0-4C	82%	57%	34%	95%	61%
Emergent Safety Supply	65	.25-4C	66%	64%	36%	94%	58%
Snake Tray	90	.125-2C	60%	45%	19%	91%	59%
Snake Tray	19	.25-4C	58%	47%	19%	100%	52%
Champion Fiberglass	43	1.0-4C	53%	42%	18%	91%	36%
Atkore International	13	1.0-4C	37%	24%	0%	95%	25%
Category averages:			64%	49%	24%	94%	51%
<i>(continued)</i>							

Base = 131

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 4	1.0-4C	76%	59%	40%	94%	74%
GlenGuard	SL Cvr 2	1.0-4C	42%	45%	21%	96%	50%
GlenGuard	37	1.0-4C	39%	46%	17%	97%	37%
Category averages:			52%	50%	26%	96%	54%
Training/Safety organization							
American Technical Publishers	SL 4	.25-4C	45%	58%	23%	96%	54%
Transformers							
Hammond Power Solutions	63	.33-4C	58%	57%	24%	91%	45%
Wire & cable							
Southwire	Cvr 4	1.0-4C	85%	60%	41%	95%	76%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	23	1.0-4C	93%	69%	42%	94%	70%
Arlington Industries, Inc.	41	1.0-4C	91%	69%	41%	95%	72%
Arlington Industries, Inc.	79	1.0-4C	89%	70%	40%	93%	65%
Arlington Industries, Inc.	7	1.0-4C	88%	76%	45%	95%	80%
Arlington Industries, Inc.	3	1.0-4C	87%	76%	42%	94%	76%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	66%	40%	94%	67%
Hubbell RACO	21	.50-4C	65%	66%	33%	97%	62%
Topaz	18	.33-4C	46%	54%	28%	93%	49%
Category averages:			80%	68%	39%	94%	68%

(continued)

Base = 131

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.	79	1.0-4C	89%	70%	40%	93%	65%
Arlington Industries, Inc.	49	1.0-4C	88%	73%	31%	96%	72%
Arlington Industries, Inc.	3	1.0-4C	87%	76%	42%	94%	76%
Arlington Industries, Inc.	87	1.0-4C	86%	72%	50%	95%	78%
Arlington Industries, Inc.	61	1.0-4C	86%	60%	46%	93%	63%
Arlington Industries, Inc.	57	1.0-4C	85%	71%	42%	93%	72%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	73%	55%	95%	77%
Arlington Industries, Inc.	77	1.0-4C	82%	67%	47%	92%	72%
Underground Devices	55	.50-2C	76%	42%	47%	94%	49%
Atkore International	13	1.0-4C	37%	24%	0%	95%	25%
Category averages:			80%	63%	40%	94%	65%
Wiring devices							
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	73%	55%	95%	77%

Base = 131

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	51	1.0-4C	66%	96%	60%	81%	61%	66%
Boxes, conduit bodies & enclosures								
Hubbell RACO	21	.50-4C	65%	97%	52%	78%	58%	50%
Arlington Industries, Inc.	29	1.0-4C	93%	96%	74%	90%	67%	86%
Arlington Industries, Inc.	49	1.0-4C	88%	96%	70%	89%	67%	74%
Orbit Industries, Inc.	27	1.0-4C	77%	96%	53%	81%	63%	60%
Arlington Industries, Inc.	7	1.0-4C	88%	95%	78%	90%	74%	82%
Arlington Industries, Inc.	87	1.0-4C	86%	95%	78%	87%	68%	74%
Arlington Industries, Inc.	11	1.0-4C	86%	95%	76%	88%	70%	76%
Arlington Industries, Inc.	53	1.0-4C	85%	95%	77%	85%	67%	83%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	95%	78%	86%	73%	85%
Allied Moulded Products	9	1.0-4C	76%	95%	57%	77%	57%	69%
Arlington Industries, Inc.	33	1.0-4C	91%	94%	67%	91%	65%	80%
Emergent Safety Supply	65	.25-4C	66%	94%	32%	75%	59%	27%
Arlington Industries, Inc.	45	1.0-4C	93%	93%	73%	84%	63%	83%
Arlington Industries, Inc.	79	1.0-4C	89%	93%	73%	88%	67%	71%
Arlington Industries, Inc.	81	1.0-4C	87%	93%	74%	88%	71%	70%
Arlington Industries, Inc.	57	1.0-4C	85%	93%	71%	81%	56%	68%
Arlington Industries, Inc.	71	1.0-4C	78%	93%	71%	88%	63%	68%
Arlington Industries, Inc.	32	1.0-4C	78%	93%	74%	88%	67%	69%
Arlington Industries, Inc.	73	1.0-4C	89%	92%	73%	84%	63%	77%
Arlington Industries, Inc.	67	1.0-4C	86%	92%	76%	88%	69%	86%
Arlington Industries, Inc.	77	1.0-4C	82%	92%	68%	79%	63%	63%
Hubbell RACO	15	.50-4C	57%	92%	47%	73%	55%	45%
Category averages:			82%	94%	68%	84%	65%	70%

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 = 131

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	1	1.0-4C	54%	97%	26%	67%	36%	31%
Contractor equipment								
Cable Ferret	65	.25-4C	58%	92%	35%	62%	50%	35%
HotBend	91	.125-4C	61%	91%	52%	67%	43%	55%
Category averages:			60%	92%	44%	65%	47%	45%
Contractor services (incl. rental & mechanical)								
Candels Estimating	91	.125-2C	48%	92%	31%	54%	35%	35%
Distribution equipment								
Hammond Power Solutions	63	.33-4C	58%	91%	34%	57%	43%	38%
Electrical distributor (incl. low volt.)								
Lowe's	51	1.0-4C	66%	96%	60%	81%	61%	66%
Electronic equipment								
Cable Ferret	65	.25-4C	58%	92%	35%	62%	50%	35%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	49	1.0-4C	88%	96%	70%	89%	67%	74%
Orbit Industries, Inc.	27	1.0-4C	77%	96%	53%	81%	63%	60%
SP Products	5	1.0-4C	82%	95%	44%	80%	60%	64%
Atkore International	13	1.0-4C	37%	95%	18%	45%	25%	18%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	94%	56%	83%	67%	72%
Arlington Industries, Inc.	81	1.0-4C	87%	93%	74%	88%	71%	70%
Arlington Industries, Inc.	61	1.0-4C	86%	93%	73%	84%	66%	78%

(continued)

Base = 131

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
Fasteners, hangers, clamps, supports <i>continued</i>								
Arlington Industries, Inc.	73	1.0-4C	89%	92%	73%	84%	63%	77%
Arlington Industries, Inc.	67	1.0-4C	86%	92%	76%	88%	69%	86%
Arlington Industries, Inc.	85	1.0-4C	85%	92%	69%	84%	60%	71%
Category averages:			80%	94%	61%	81%	61%	67%
Hand tools								
Cable Ferret	65	.25-4C	58%	92%	35%	62%	50%	35%
HotBend	91	.125-4C	61%	91%	52%	67%	43%	55%
Category averages:			60%	92%	44%	65%	47%	45%
Lighting products/fixtures								
TCP	17	.50-4C	56%	97%	49%	69%	47%	47%
Power tools								
HotBend	91	.125-4C	61%	91%	52%	67%	43%	55%
Raceway/cable tray/conduit								
Snake Tray	19	.25-4C	58%	100%	65%	72%	57%	65%
SP Products	5	1.0-4C	82%	95%	44%	80%	60%	64%
Atkore International	13	1.0-4C	37%	95%	18%	45%	25%	18%
Emergent Safety Supply	65	.25-4C	66%	94%	32%	75%	59%	27%
Arlington Industries, Inc.	73	1.0-4C	89%	92%	73%	84%	63%	77%
Snake Tray	90	.125-2C	60%	91%	47%	70%	53%	53%
Champion Fiberglass	43	1.0-4C	53%	91%	34%	53%	34%	40%
Category averages:			64%	94%	45%	68%	50%	49%
<i>(continued)</i>								

Base = 131

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								
GlenGuard	37	1.0-4C	39%	97%	13%	58%	42%	18%
GlenGuard	SL Cvr 2	1.0-4C	42%	96%	15%	61%	43%	24%
Milwaukee Tool	SL Cvr 4	1.0-4C	76%	94%	71%	86%	68%	69%
Category averages:			52%	96%	33%	68%	51%	37%
Training/Safety organization								
American Technical Publishers	SL 4	.25-4C	45%	96%	46%	79%	56%	50%
Transformers								
Hammond Power Solutions	63	.33-4C	58%	91%	34%	57%	43%	38%
Wire & cable								
Southwire	Cvr 4	1.0-4C	85%	95%	79%	92%	69%	86%
Wire & cable connectors/terminators								
Hubbell RACO	21	.50-4C	65%	97%	52%	78%	58%	50%
Arlington Industries, Inc.	41	1.0-4C	91%	95%	77%	87%	66%	83%
Arlington Industries, Inc.	7	1.0-4C	88%	95%	78%	90%	74%	82%
Arlington Industries, Inc.	23	1.0-4C	93%	94%	79%	91%	67%	87%
Arlington Industries, Inc.	3	1.0-4C	87%	94%	75%	89%	68%	79%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	94%	56%	83%	67%	72%
Arlington Industries, Inc.	79	1.0-4C	89%	93%	73%	88%	67%	71%
Topaz	18	.33-4C	46%	93%	37%	56%	49%	54%
Category averages:			80%	94%	66%	83%	65%	72%

(continued)

Base = 131

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.	49	1.0-4C	88%	96%	70%	89%	67%	74%
Arlington Industries, Inc.	87	1.0-4C	86%	95%	78%	87%	68%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	95%	78%	86%	73%	85%
Atkore International	13	1.0-4C	37%	95%	18%	45%	25%	18%
Arlington Industries, Inc.	3	1.0-4C	87%	94%	75%	89%	68%	79%
Underground Devices	55	.50-2C	76%	94%	41%	72%	49%	49%
Arlington Industries, Inc.	79	1.0-4C	89%	93%	73%	88%	67%	71%
Arlington Industries, Inc.	61	1.0-4C	86%	93%	73%	84%	66%	78%
Arlington Industries, Inc.	57	1.0-4C	85%	93%	71%	81%	56%	68%
Arlington Industries, Inc.	77	1.0-4C	82%	92%	68%	79%	63%	63%
Category averages:			80%	94%	65%	80%	60%	66%
Wiring devices								
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	95%	78%	86%	73%	85%
Base = 131								

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	51	1.0-4C	66%	67%	9%	7%	9%	1%	9%	24%	4%	23%
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	7	1.0-4C	88%	80%	5%	9%	5%	1%	10%	23%	8%	45%
Arlington Industries, Inc.	81	1.0-4C	87%	80%	10%	10%	6%	1%	11%	30%	5%	26%
Arlington Industries, Inc.	87	1.0-4C	86%	78%	10%	10%	10%	1%	10%	30%	4%	24%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	77%	9%	12%	10%	2%	15%	23%	6%	35%
Arlington Industries, Inc.	71	1.0-4C	78%	76%	11%	11%	5%	1%	8%	41%	0%	13%
Arlington Industries, Inc.	11	1.0-4C	86%	75%	8%	7%	2%	1%	12%	30%	8%	27%
Arlington Industries, Inc.	49	1.0-4C	88%	72%	9%	7%	9%	1%	14%	32%	5%	25%
Arlington Industries, Inc.	53	1.0-4C	85%	72%	5%	6%	5%	1%	10%	31%	4%	28%
Arlington Industries, Inc.	57	1.0-4C	85%	72%	9%	8%	7%	3%	7%	31%	3%	29%
Arlington Industries, Inc.	77	1.0-4C	82%	72%	11%	5%	8%	4%	5%	38%	7%	9%
Arlington Industries, Inc.	32	1.0-4C	78%	71%	10%	13%	7%	1%	8%	32%	4%	21%
Orbit Industries, Inc.	27	1.0-4C	77%	71%	9%	10%	10%	0%	9%	41%	6%	11%
Arlington Industries, Inc.	67	1.0-4C	86%	70%	5%	8%	6%	1%	11%	27%	7%	31%
Arlington Industries, Inc.	29	1.0-4C	93%	69%	10%	8%	7%	2%	11%	28%	9%	23%

(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 = 131

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>												
Arlington Industries, Inc.	33	1.0-4C	91%	69%	10%	9%	5%	2%	13%	33%	8%	20%
Arlington Industries, Inc.	73	1.0-4C	89%	67%	7%	6%	7%	0%	9%	23%	6%	29%
Arlington Industries, Inc.	45	1.0-4C	93%	66%	7%	9%	10%	4%	14%	26%	4%	23%
Allied Moulded Products	9	1.0-4C	76%	66%	10%	13%	8%	3%	13%	33%	3%	22%
Arlington Industries, Inc.	79	1.0-4C	89%	65%	10%	8%	7%	1%	8%	28%	4%	23%
Hubbell RACO	21	.50-4C	65%	62%	7%	12%	5%	2%	7%	28%	2%	17%
Hubbell RACO	15	.50-4C	57%	59%	10%	6%	10%	2%	8%	31%	2%	12%
Emergent Safety Supply	65	.25-4C	66%	58%	11%	8%	11%	0%	11%	24%	7%	4%
Category averages:			82%	70%	9%	9%	7%	2%	10%	30%	5%	23%
Computer software												
Viewpoint Construction Software	1	1.0-4C	54%	28%	5%	5%	8%	3%	5%	8%	0%	2%
Contractor equipment												
Cable Ferret	65	.25-4C	58%	58%	8%	8%	12%	2%	10%	25%	0%	8%
HotBend	91	.125-4C	61%	57%	9%	7%	9%	3%	16%	19%	2%	7%
Category averages:			60%	58%	9%	8%	11%	3%	13%	22%	1%	8%
Contractor services (incl. rental & mechanical)												
Candels Estimating	91	.125-2C	48%	37%	12%	6%	13%	0%	4%	6%	2%	4%
Distribution equipment												
Hammond Power Solutions	63	.33-4C	58%	45%	15%	8%	11%	0%	9%	17%	2%	9%
Electrical distributor (incl. low volt.)												
Lowe's	51	1.0-4C	66%	67%	9%	7%	9%	1%	9%	24%	4%	23%
<i>(continued)</i>												
Base = 131												

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
Electronic equipment												
Cable Ferret	65	.25-4C	58%	58%	8%	8%	12%	2%	10%	25%	0%	8%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	81	1.0-4C	87%	80%	10%	10%	6%	1%	11%	30%	5%	26%
Arlington Industries, Inc.	49	1.0-4C	88%	72%	9%	7%	9%	1%	14%	32%	5%	25%
Orbit Industries, Inc.	27	1.0-4C	77%	71%	9%	10%	10%	0%	9%	41%	6%	11%
Arlington Industries, Inc.	67	1.0-4C	86%	70%	5%	8%	6%	1%	11%	27%	7%	31%
Arlington Industries, Inc.	73	1.0-4C	89%	67%	7%	6%	7%	0%	9%	23%	6%	29%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	67%	1%	5%	5%	0%	15%	26%	7%	33%
Arlington Industries, Inc.	61	1.0-4C	86%	63%	8%	9%	6%	1%	11%	24%	9%	26%
Arlington Industries, Inc.	85	1.0-4C	85%	62%	7%	9%	4%	1%	11%	22%	4%	26%
SP Products	5	1.0-4C	82%	61%	13%	15%	11%	3%	9%	30%	5%	17%
Atkore International	13	1.0-4C	37%	25%	5%	2%	11%	0%	5%	11%	0%	5%
Category averages:			80%	64%	7%	8%	8%	1%	11%	27%	5%	23%
Hand tools												
Cable Ferret	65	.25-4C	58%	58%	8%	8%	12%	2%	10%	25%	0%	8%
HotBend	91	.125-4C	61%	57%	9%	7%	9%	3%	16%	19%	2%	7%
Category averages:			60%	58%	9%	8%	11%	3%	13%	22%	1%	8%
Lighting products/fixtures												
TCP	17	.50-4C	56%	53%	12%	15%	20%	3%	7%	25%	2%	10%
Power tools												
HotBend	91	.125-4C	61%	57%	9%	7%	9%	3%	16%	19%	2%	7%
<i>(continued)</i>												Base = 131

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
Raceway/cable tray/conduit												
Arlington Industries, Inc.	73	1.0-4C	89%	67%	7%	6%	7%	0%	9%	23%	6%	29%
SP Products	5	1.0-4C	82%	61%	13%	15%	11%	3%	9%	30%	5%	17%
Snake Tray	90	.125-2C	60%	59%	11%	9%	8%	2%	9%	21%	6%	11%
Emergent Safety Supply	65	.25-4C	66%	58%	11%	8%	11%	0%	11%	24%	7%	4%
Snake Tray	19	.25-4C	58%	52%	10%	10%	7%	0%	7%	23%	7%	10%
Champion Fiberglass	43	1.0-4C	53%	36%	4%	6%	9%	0%	6%	11%	2%	6%
Atkore International	13	1.0-4C	37%	25%	5%	2%	11%	0%	5%	11%	0%	5%
Category averages:			64%	51%	9%	8%	9%	1%	8%	20%	5%	12%
Safety equipment/apparel												
Milwaukee Tool	SL Cvr 4	1.0-4C	76%	74%	5%	7%	7%	2%	12%	36%	5%	19%
GlenGuard	SL Cvr 2	1.0-4C	42%	50%	15%	9%	17%	0%	9%	15%	4%	2%
GlenGuard	37	1.0-4C	39%	37%	3%	11%	13%	0%	5%	11%	0%	11%
Category averages:			52%	54%	8%	9%	12%	1%	9%	21%	3%	11%
Training/Safety organization												
American Technical Publishers	SL 4	.25-4C	45%	54%	6%	10%	6%	0%	4%	23%	2%	15%
Transformers												
Hammond Power Solutions	63	.33-4C	58%	45%	15%	8%	11%	0%	9%	17%	2%	9%
Wire & cable												
Southwire	Cvr 4	1.0-4C	85%	76%	8%	10%	9%	1%	8%	27%	6%	35%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	7	1.0-4C	88%	80%	5%	9%	5%	1%	10%	23%	8%	45%
Arlington Industries, Inc.	3	1.0-4C	87%	76%	5%	7%	2%	1%	11%	31%	7%	43%

(continued)

Base = 131

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



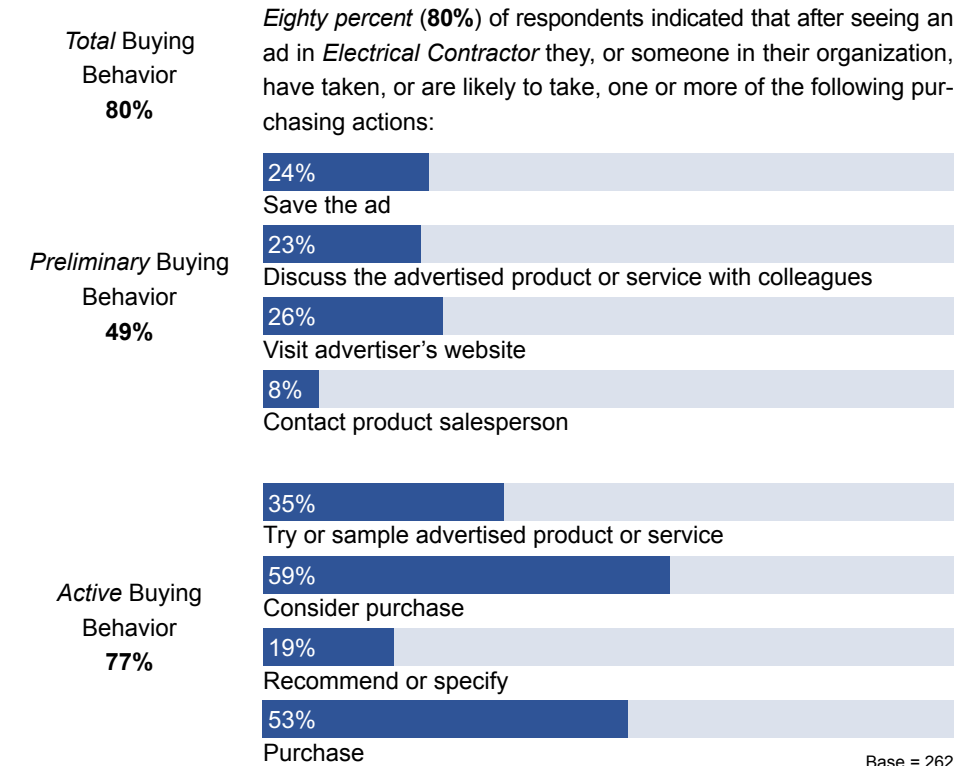
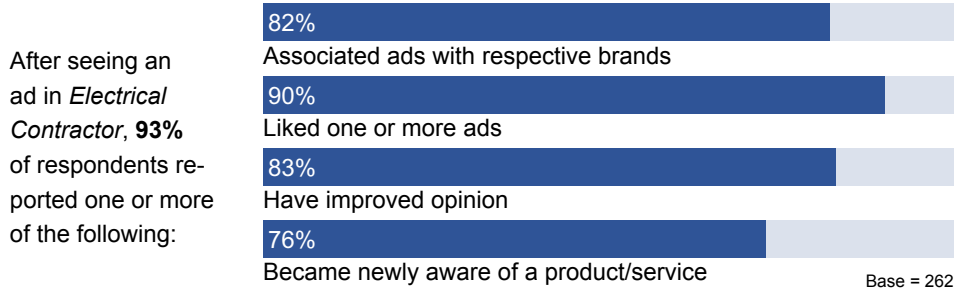
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable connectors/terminators <i>continued</i>												
Arlington Industries, Inc.	41	1.0-4C	91%	72%	11%	9%	8%	2%	12%	26%	7%	29%
Arlington Industries, Inc.	23	1.0-4C	93%	70%	7%	8%	8%	1%	15%	24%	5%	31%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	80%	67%	1%	5%	5%	0%	15%	26%	7%	33%
Arlington Industries, Inc.	79	1.0-4C	89%	65%	10%	8%	7%	1%	8%	28%	4%	23%
Hubbell RACO	21	.50-4C	65%	62%	7%	12%	5%	2%	7%	28%	2%	17%
Topaz	18	.33-4C	46%	49%	7%	5%	7%	0%	10%	24%	0%	12%
Category averages:			80%	68%	7%	8%	6%	1%	11%	26%	5%	29%
Wire & cable management												
Arlington Industries, Inc.	87	1.0-4C	86%	78%	10%	10%	10%	1%	10%	30%	4%	24%
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	77%	9%	12%	10%	2%	15%	23%	6%	35%
Arlington Industries, Inc.	3	1.0-4C	87%	76%	5%	7%	2%	1%	11%	31%	7%	43%
Arlington Industries, Inc.	49	1.0-4C	88%	72%	9%	7%	9%	1%	14%	32%	5%	25%
Arlington Industries, Inc.	57	1.0-4C	85%	72%	9%	8%	7%	3%	7%	31%	3%	29%
Arlington Industries, Inc.	77	1.0-4C	82%	72%	11%	5%	8%	4%	5%	38%	7%	9%
Arlington Industries, Inc.	79	1.0-4C	89%	65%	10%	8%	7%	1%	8%	28%	4%	23%
Arlington Industries, Inc.	61	1.0-4C	86%	63%	8%	9%	6%	1%	11%	24%	9%	26%
Underground Devices	55	.50-2C	76%	49%	10%	11%	8%	1%	12%	17%	5%	7%
Atkore International	13	1.0-4C	37%	25%	5%	2%	11%	0%	5%	11%	0%	5%
Category averages:			80%	65%	9%	8%	8%	2%	10%	27%	5%	23%
Wiring devices												
Arlington Industries, Inc.	Cvr 3	1.0-4C	82%	77%	9%	12%	10%	2%	15%	23%	6%	35%

Base = 131

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	34	79%	63%	38%
One-half page	4	64%	55%	34%
One-third page	2	52%	56%	26%
One-fourth page	4	57%	56%	26%
One-eighth page	3	56%	49%	20%
Issue averages:		73%	60%	35%

Base = 131

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	72%
Includes single family and multi-family	
Industrial	66%
Includes manufacturing plants, power generation and utility	
Institutional	57%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	26%
Includes solar, wind, geothermal, etc.	
Non-building	20%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
No response	0%

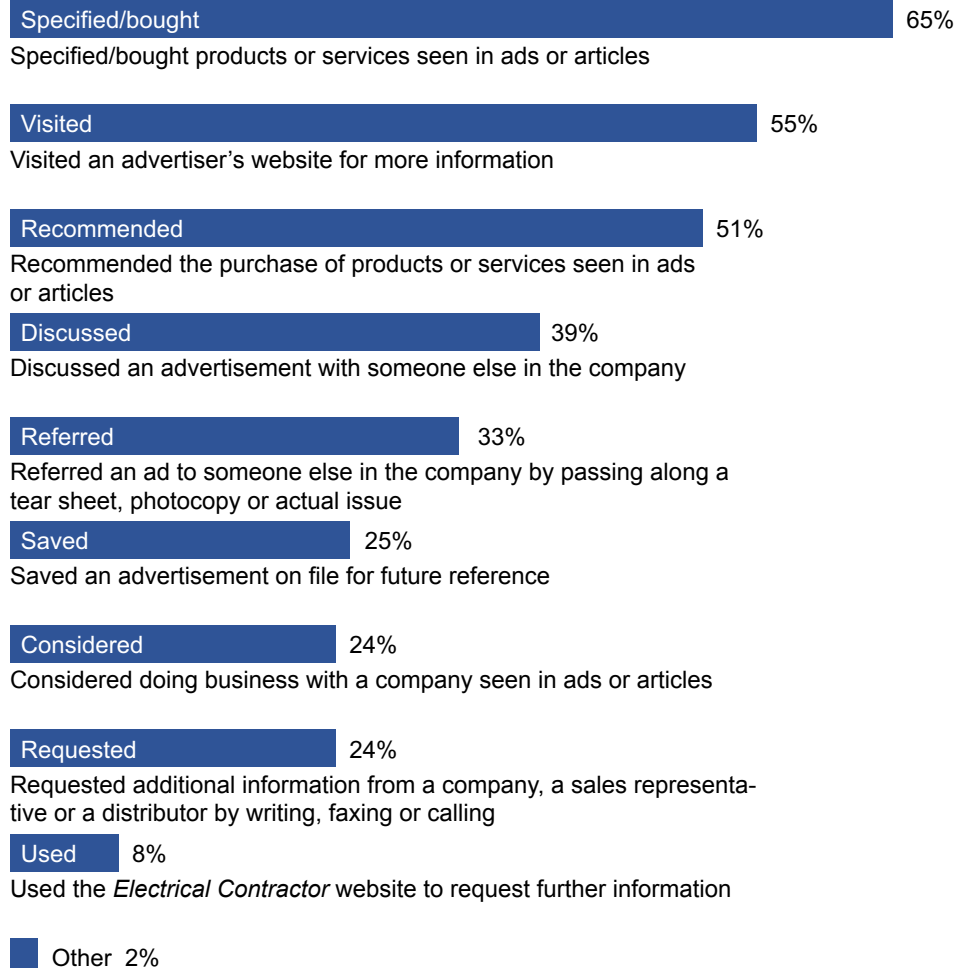
Base = 262

Demographics *continued*



Purchasing actions taken

Ninety-four percent (94%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



No actions taken = 6%
No response = 0%

Base = 262

Primary job title or function

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

Base = 262

Primary business

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

Base = 262

Building systems installed

Maintenance, service, repair	86%
Lighting.	83%
Premises wiring	78%
Power quality systems (includes standby, co-gen, etc.)	61%
Fire/life safety systems.	55%
Security (includes CCTV, access/motion/intrusion systems)	51%
Communications systems (VDV)	46%
Total building automation systems (includes HVAC, lighting).	42%
Fiber optics.	35%
Alternative-energy systems	32%
None of the above	1%
No response	0%

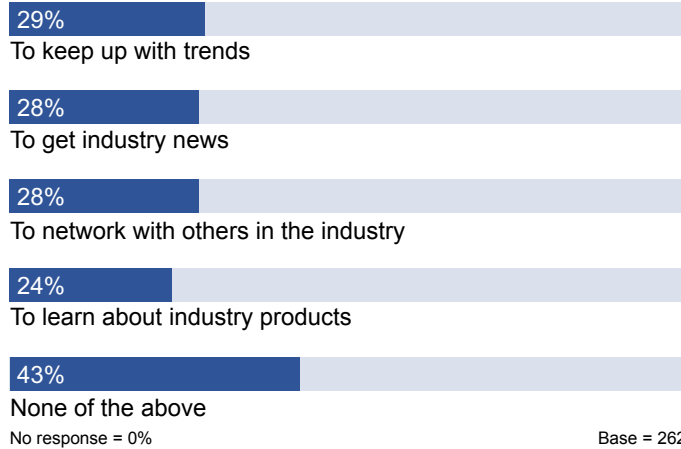
Base = 262

Demographics: Social Media



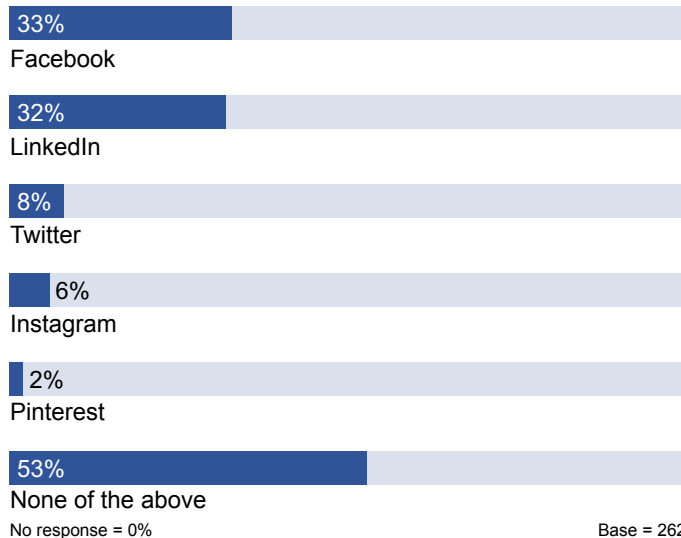
Professional use of social media

Fifty-seven percent (57%) of Electrical Contractor respondents report one or more of these reasons for using social media.



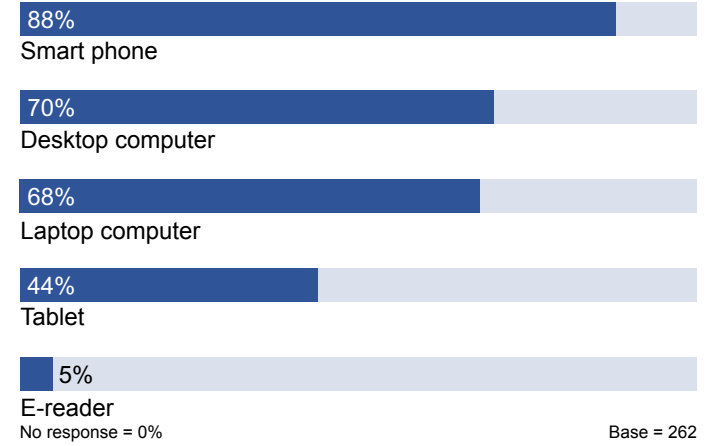
Social media platforms used for work

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.



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 online 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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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.

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