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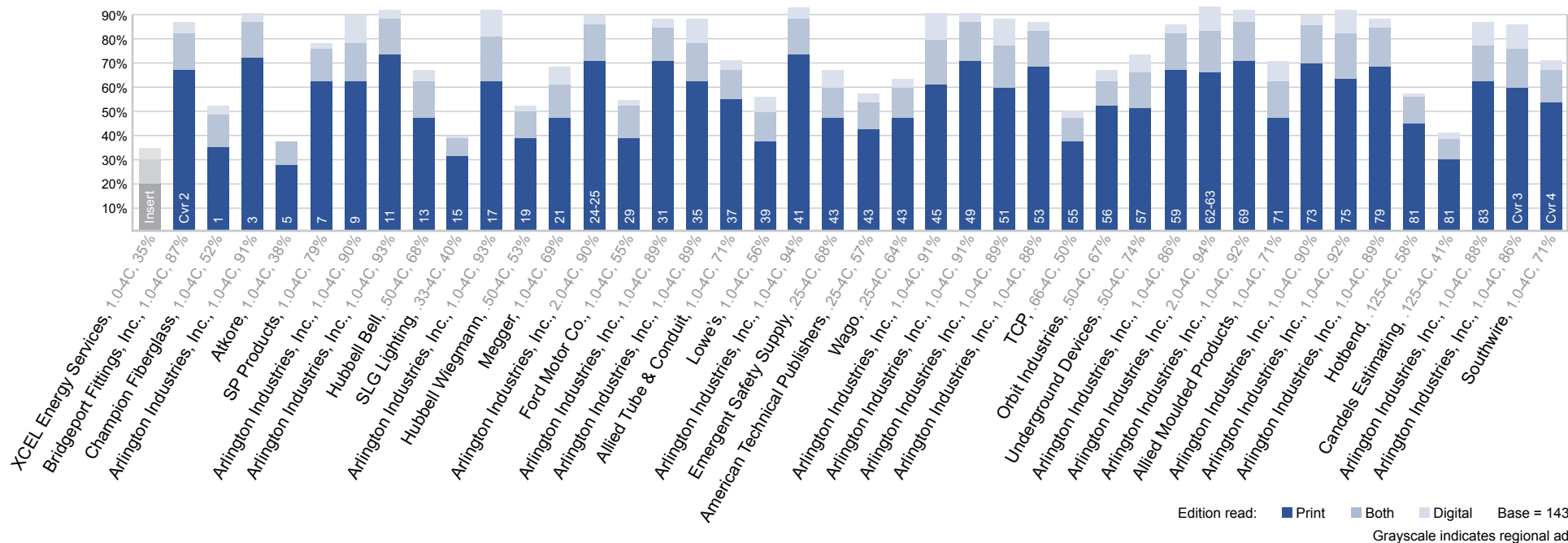
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August 2020

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.	94%	Hubbell Wiegmann	53%	100%	Arlington Industries, Inc.	90%	83%
Arlington Industries, Inc.	94%	SLG Lighting	40%	100%	Arlington Industries, Inc.	88%	83%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	91%	99%	Bridgeport Fittings, Inc.	87%	81%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	88%	99%	Arlington Industries, Inc.	94%	79%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	90%	98%	Arlington Industries, Inc.	93%	79%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	89%	98%	Arlington Industries, Inc.	90%	79%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	86%	98%	Arlington Industries, Inc.	91%	78%
Arlington Industries, Inc.	91%	Candels Estimating	41%	98%	Arlington Industries, Inc.	89%	78%
Arlington Industries, Inc.	91%	Atkore	38%	98%	Arlington Industries, Inc.	89%	78%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	94%	97%	Hubbell Wiegmann	53%	77%

Definitions of Scores



mediaViewPro™

Independent Ad Campaign Analytics

Total Ad Recall - Audience Exposure

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

Total Ad Influence - Audience Engagement

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

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

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

Total Buying Actions - Audience Involvement

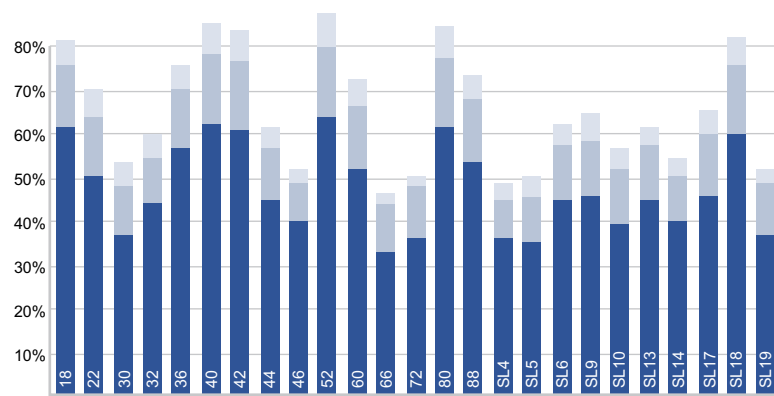
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either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

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

Editorial



Recall Scores by Page Number



Editorial reader recall scores are based on each editorial item's "Recall Seeing" score. The score for each item studied is expressed as a percentage and presented by page number in the chart above. The first editorial item listed is found on page 18.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs: Corrosion Protection, When Requirements...	18	82%	80%	61%
2020 Profile of the Electrical Contractor, part 2	22	71%	73%	46%
Your Business: Sales Savvy	30	54%	63%	38%
Productive Prefab	32	60%	72%	42%
Code Applications: Corrosive Influences	36	76%	76%	60%
Code Quiz: Staying Grounded	40	86%	83%	69%
New Products: Testers and Meters	42	84%	75%	57%
Service/Maintenance: Strength in Numbers	44	62%	68%	43%
Sustainable Buy-In: Green Home Certification	46	52%	56%	31%
New Products	52	88%	82%	65%
Code Insider: Read Me First!	60	73%	78%	63%
On the Market: Coworking Together	66	47%	55%	31%
Integrated System Products	72	51%	63%	41%
Cool Tools: Gadgets	80	85%	80%	65%
Code Comments: Calm Before the Storm	88	74%	81%	53%
From the Field: Ron Hall	SL 4	49%	65%	50%
Management: Communicate, Collaborate and Listen	SL 5	51%	61%	45%
A Whole New World: Keeping employees safe during...	SL 6	63%	65%	41%
NFPA 70E: Reorganizing With the Times	SL 9	65%	69%	42%
Smart Safety Solutions: Expert Panel	SL 10	57%	67%	39%
Quiz: Safety in the New Normal	SL 13	62%	66%	49%
You Can't Dig Too Carefully: Vacuum Excavators	SL 14	55%	60%	42%
Toolbox Talk: COVID-19 Safety	SL 17	66%	64%	52%
New Products	SL 18	83%	80%	64%
Training: Wind Power Practice Makes Perfect	SL 19	52%	56%	34%

Base = 286

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.



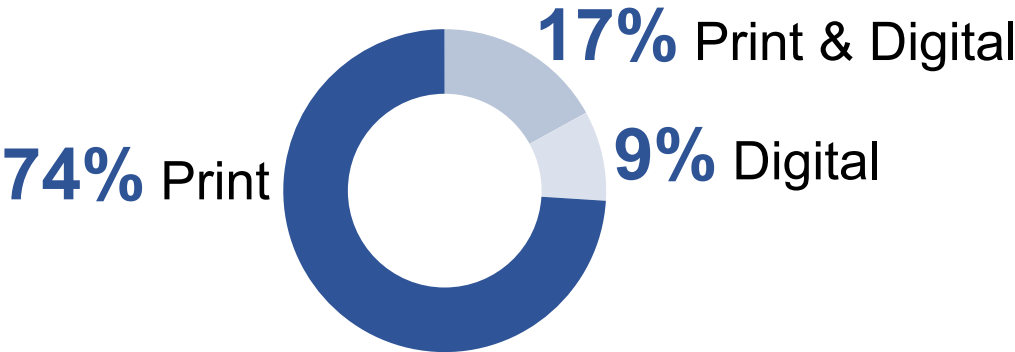
**Readers comment
on the magazine**

[Electrical Contractor] keeps me updated on tools and material and code applications.

This magazine keeps me up-to-date on products and best practices used by contractors. It really helps me consider new product development and needs for contractors going forward.

I love the quizzes and all the code information. It makes me go back to NEC and I also make copies for the employees.

Print & Digital Edition Magazine Readership



A combined 91% of *Electrical Contractor* respondents read the print edition: 74% read print only, and 17% read both print and digital editions. A combined 26% of respondents read the digital edition: 9% read the digital version only, and 17% read both print and digital formats.

Print	74%
Print and digital	17%
Digital.	9%
No response	0%

Base = 286

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 = 286

Time spent reading

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

45 minutes or more	33%
30 - 44 minutes	33%
15 - 29 minutes	27%
Less than 15 minutes	7%
No response	0%

Base = 286

Editorial: Reading Habits



[I read Electrical Contractor] to keep track of the latest trends and products.

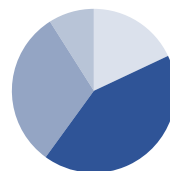
I read [Electrical Contractor] mostly for product updates and ways to maximize productivity and profit in a small company.

[Electrical Contractor is a] valuable resource for the latest electrical news and products.

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

When read

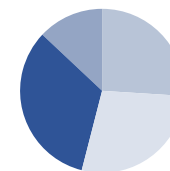
Same day issue is received	18%
Within three days	42%
Within a week	31%
One week or later	9%
No response	0%



Base = 286

Respondents rate *Electrical Contractor*

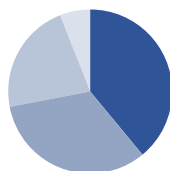
Personal favorite.	26%
Very important	28%
Important	33%
Somewhat important.	13%
Not important	0%
No response	0%



Base = 286

How often each issue is read

4 or more times.	39%
3 times	33%
2 times	22%
1 time	6%
No response	0%



Base = 286

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 = 286

Editorial: Reading Habits *continued*



[Electrical Contractor] gives me professional insight into what is going on in the community.

[I read Electrical Contractor for the] trade news, professional commentaries, and products.

[I read Electrical Contractor] to see what contractors are dealing with.

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%	76%	12%	8%	4%	0%	0%	0%
EC&M	54%	43%	11%	6%	5%	1%	21%	13%
Cabling Installation & Maintenance	6%	3%	3%	1%	2%	3%	55%	33%
Communications News	3%	2%	1%	1%	2%	4%	57%	33%
Security Dealer	3%	2%	1%	3%	4%	4%	52%	34%
Security Magazine								

Base = 286

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	39	1.0-4C	56%	45%	32%	97%	63%
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	62-63	2.0-4C	94%	66%	45%	97%	68%
Arlington Industries, Inc.	41	1.0-4C	94%	61%	49%	97%	79%
Arlington Industries, Inc.	75	1.0-4C	92%	63%	48%	96%	70%
Arlington Industries, Inc.	69	1.0-4C	92%	58%	58%	95%	76%
Arlington Industries, Inc.	3	1.0-4C	91%	65%	58%	97%	74%
Arlington Industries, Inc.	49	1.0-4C	91%	64%	53%	96%	78%
Arlington Industries, Inc.	45	1.0-4C	91%	58%	58%	99%	69%
Arlington Industries, Inc.	24-25	2.0-4C	90%	66%	56%	97%	79%
Arlington Industries, Inc.	9	1.0-4C	90%	66%	53%	98%	67%
Arlington Industries, Inc.	73	1.0-4C	90%	64%	53%	97%	83%
Arlington Industries, Inc.	31	1.0-4C	89%	65%	53%	96%	78%
Arlington Industries, Inc.	35	1.0-4C	89%	64%	47%	97%	70%
Arlington Industries, Inc.	51	1.0-4C	89%	60%	51%	98%	70%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	62%	45%	98%	73%
Allied Moulded Products	71	1.0-4C	71%	63%	33%	93%	56%
Hubbell Bell	13	.50-4C	68%	62%	36%	94%	55%
Emergent Safety Supply	43	.25-4C	68%	59%	33%	95%	44%
Orbit Industries	56	.50-4C	67%	60%	43%	97%	66%
Hubbell Wiegmann	19	.50-4C	53%	49%	38%	100%	77%
Category averages:			84%	62%	48%	97%	70%
Contractor equipment							
Hotbend	81	.125-4C	58%	47%	30%	90%	51%
Contractor services (incl. rental & mechanical)							
Candels Estimating	81	.125-4C	41%	51%	38%	98%	36%
<i>(continued)</i>							

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.

Base = 143

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
Electrical distributor (incl. low volt.)							
Lowe's	39	1.0-4C	56%	45%	32%	97%	63%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	9	1.0-4C	90%	66%	53%	98%	67%
Arlington Industries, Inc.	51	1.0-4C	89%	60%	51%	98%	70%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	57%	54%	96%	81%
Arlington Industries, Inc.	59	1.0-4C	86%	66%	47%	97%	72%
SP Products	7	1.0-4C	79%	53%	40%	92%	62%
Orbit Industries	56	.50-4C	67%	60%	43%	97%	66%
Category averages:			83%	60%	48%	96%	70%
Hand tools							
Wago	43	.25-4C	64%	55%	37%	94%	62%
Hotbend	81	.125-4C	58%	47%	30%	90%	51%
Category averages:			61%	51%	34%	92%	57%
Lighting products/fixtures							
TCP	55	.66-4C	50%	50%	36%	97%	52%
SLG Lighting	15	.33-4C	40%	53%	29%	100%	49%
Category averages:			45%	52%	33%	99%	51%
Meters/instru (test) power & low volt.							
Megger	21	1.0-4C	69%	55%	42%	92%	48%
Power tools							
Hotbend	81	.125-4C	58%	47%	30%	90%	51%
Raceway/cable tray/conduit							
Arlington Industries, Inc.	9	1.0-4C	90%	66%	53%	98%	67%
SP Products	7	1.0-4C	79%	53%	40%	92%	62%

(continued)

Base = 143

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
Raceway/cable tray/conduit <i>continued</i>							
Allied Tube & Conduit	37	1.0-4C	71%	45%	31%	92%	59%
Emergent Safety Supply	43	.25-4C	68%	59%	33%	95%	44%
Champion Fiberglass	1	1.0-4C	52%	56%	41%	94%	61%
Atkore	5	1.0-4C	38%	47%	33%	98%	34%
Category averages:			66%	54%	39%	95%	55%
Training/Safety organization							
American Technical Publishers	43	.25-4C	57%	49%	29%	94%	49%
Vehicles							
Ford Motor Co.	29	1.0-4C	55%	38%	38%	96%	38%
Wire & cable							
Southwire	Cvr 4	1.0-4C	71%	55%	46%	96%	70%
Atkore	5	1.0-4C	38%	47%	33%	98%	34%
Category averages:			55%	51%	40%	97%	52%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	11	1.0-4C	93%	66%	52%	96%	79%
Arlington Industries, Inc.	17	1.0-4C	93%	61%	53%	97%	70%
Arlington Industries, Inc.	79	1.0-4C	89%	65%	50%	96%	78%
Arlington Industries, Inc.	53	1.0-4C	88%	69%	49%	96%	83%
Arlington Industries, Inc.	83	1.0-4C	88%	65%	47%	99%	73%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	57%	54%	96%	81%
Allied Tube & Conduit	37	1.0-4C	71%	45%	31%	92%	59%
Hubbell Bell	13	.50-4C	68%	62%	36%	94%	55%
Hubbell Wiegmann	19	.50-4C	53%	49%	38%	100%	77%
Category averages:			81%	60%	46%	96%	73%

(continued)

Base = 143

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							
Underground Devices	57	.50-4C	74%	49%	36%	93%	49%
Atkore	5	1.0-4C	38%	47%	33%	98%	34%
Category averages:			56%	48%	35%	96%	42%
Wiring devices							
Arlington Industries, Inc.	62-63	2.0-4C	94%	66%	45%	97%	68%
Arlington Industries, Inc.	41	1.0-4C	94%	61%	49%	97%	79%
Arlington Industries, Inc.	75	1.0-4C	92%	63%	48%	96%	70%
Arlington Industries, Inc.	69	1.0-4C	92%	58%	58%	95%	76%
Arlington Industries, Inc.	3	1.0-4C	91%	65%	58%	97%	74%
Arlington Industries, Inc.	49	1.0-4C	91%	64%	53%	96%	78%
Arlington Industries, Inc.	45	1.0-4C	91%	58%	58%	99%	69%
Arlington Industries, Inc.	24-25	2.0-4C	90%	66%	56%	97%	79%
Arlington Industries, Inc.	73	1.0-4C	90%	64%	53%	97%	83%
Arlington Industries, Inc.	31	1.0-4C	89%	65%	53%	96%	78%
Arlington Industries, Inc.	79	1.0-4C	89%	65%	50%	96%	78%
Arlington Industries, Inc.	53	1.0-4C	88%	69%	49%	96%	83%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	62%	45%	98%	73%
Category averages:			91%	64%	52%	97%	76%
Regional Ad/Energy management							
XCEL Energy Services	Insert	1.0-4C	35%	51%	33%	84%	33%

Base = 143

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	39	1.0-4C	56%	97%	54%	81%	57%	66%
Boxes, conduit bodies & enclosures								
Hubbell Wiegmann	19	.50-4C	53%	100%	68%	83%	70%	59%
Arlington Industries, Inc.	45	1.0-4C	91%	99%	78%	95%	76%	81%
Arlington Industries, Inc.	9	1.0-4C	90%	98%	73%	90%	68%	75%
Arlington Industries, Inc.	51	1.0-4C	89%	98%	75%	92%	70%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	98%	70%	90%	69%	78%
Arlington Industries, Inc.	62-63	2.0-4C	94%	97%	78%	95%	70%	84%
Arlington Industries, Inc.	41	1.0-4C	94%	97%	76%	93%	75%	79%
Arlington Industries, Inc.	3	1.0-4C	91%	97%	78%	90%	67%	64%
Arlington Industries, Inc.	24-25	2.0-4C	90%	97%	79%	92%	73%	74%
Arlington Industries, Inc.	73	1.0-4C	90%	97%	81%	91%	70%	75%
Arlington Industries, Inc.	35	1.0-4C	89%	97%	72%	93%	71%	67%
Orbit Industries	56	.50-4C	67%	97%	50%	79%	66%	48%
Arlington Industries, Inc.	75	1.0-4C	92%	96%	73%	92%	72%	74%
Arlington Industries, Inc.	49	1.0-4C	91%	96%	77%	90%	68%	72%
Arlington Industries, Inc.	31	1.0-4C	89%	96%	82%	93%	70%	84%
Arlington Industries, Inc.	69	1.0-4C	92%	95%	81%	89%	64%	82%
Emergent Safety Supply	43	.25-4C	68%	95%	26%	60%	44%	31%
Hubbell Bell	13	.50-4C	68%	94%	48%	72%	52%	50%
Allied Moulded Products	71	1.0-4C	71%	93%	53%	79%	56%	62%
Category averages:			84%	97%	69%	87%	67%	69%
Contractor equipment								
Hotbend	81	.125-4C	58%	90%	28%	61%	47%	42%
Contractor services (incl. rental & mechanical)								
Candels Estimating	81	.125-4C	41%	98%	29%	55%	35%	27%
<i>(continued)</i>								

Base = 143

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
Electrical distributor (incl. low volt.)								
Lowe's	39	1.0-4C	56%	97%	54%	81%	57%	66%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	9	1.0-4C	90%	98%	73%	90%	68%	75%
Arlington Industries, Inc.	51	1.0-4C	89%	98%	75%	92%	70%	74%
Arlington Industries, Inc.	59	1.0-4C	86%	97%	77%	92%	73%	72%
Orbit Industries	56	.50-4C	67%	97%	50%	79%	66%	48%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	96%	74%	90%	66%	76%
SP Products	7	1.0-4C	79%	92%	45%	84%	60%	58%
Category averages:			83%	96%	66%	88%	67%	67%
Hand tools								
Wago	43	.25-4C	64%	94%	44%	75%	56%	37%
Hotbend	81	.125-4C	58%	90%	28%	61%	47%	42%
Category averages:			61%	92%	36%	68%	52%	40%
Lighting products/fixtures								
SLG Lighting	15	.33-4C	40%	100%	39%	59%	45%	24%
TCP	55	.66-4C	50%	97%	43%	61%	49%	43%
Category averages:			45%	99%	41%	60%	47%	34%
Meters/instru (test) power & low volt.								
Megger	21	1.0-4C	69%	92%	53%	74%	52%	63%
Power tools								
Hotbend	81	.125-4C	58%	90%	28%	61%	47%	42%
Raceway/cable tray/conduit								
Arlington Industries, Inc.	9	1.0-4C	90%	98%	73%	90%	68%	75%
Atkore	5	1.0-4C	38%	98%	32%	52%	34%	28%

(continued)

Base = 143

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
Raceway/cable tray/conduit <i>continued</i>								
Emergent Safety Supply	43	.25-4C	68%	95%	26%	60%	44%	31%
Champion Fiberglass	1	1.0-4C	52%	94%	36%	75%	57%	42%
SP Products	7	1.0-4C	79%	92%	45%	84%	60%	58%
Allied Tube & Conduit	37	1.0-4C	71%	92%	52%	68%	55%	56%
Category averages:			66%	95%	44%	72%	53%	48%
Training/Safety organization								
American Technical Publishers	43	.25-4C	57%	94%	26%	65%	46%	31%
Vehicles								
Ford Motor Co.	29	1.0-4C	55%	96%	59%	68%	41%	65%
Wire & cable								
Atkore	5	1.0-4C	38%	98%	32%	52%	34%	28%
Southwire	Cvr 4	1.0-4C	71%	96%	73%	85%	68%	69%
Category averages:			55%	97%	53%	69%	51%	49%
Wire & cable connectors/terminators								
Hubbell Wiegmann	19	.50-4C	53%	100%	68%	83%	70%	59%
Arlington Industries, Inc.	83	1.0-4C	88%	99%	81%	91%	76%	81%
Arlington Industries, Inc.	17	1.0-4C	93%	97%	82%	92%	73%	85%
Arlington Industries, Inc.	11	1.0-4C	93%	96%	82%	93%	71%	79%
Arlington Industries, Inc.	79	1.0-4C	89%	96%	77%	92%	68%	80%
Arlington Industries, Inc.	53	1.0-4C	88%	96%	77%	93%	75%	71%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	96%	74%	90%	66%	76%
Hubbell Bell	13	.50-4C	68%	94%	48%	72%	52%	50%
Allied Tube & Conduit	37	1.0-4C	71%	92%	52%	68%	55%	56%
Category averages:			81%	96%	71%	86%	67%	71%

(continued)

Base = 143

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								
Atkore	5	1.0-4C	38%	98%	32%	52%	34%	28%
Underground Devices	57	.50-4C	74%	93%	37%	74%	53%	40%
Category averages:			56%	96%	35%	63%	44%	34%
Wiring devices								
Arlington Industries, Inc.	45	1.0-4C	91%	99%	78%	95%	76%	81%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	98%	70%	90%	69%	78%
Arlington Industries, Inc.	62-63	2.0-4C	94%	97%	78%	95%	70%	84%
Arlington Industries, Inc.	41	1.0-4C	94%	97%	76%	93%	75%	79%
Arlington Industries, Inc.	3	1.0-4C	91%	97%	78%	90%	67%	64%
Arlington Industries, Inc.	24-25	2.0-4C	90%	97%	79%	92%	73%	74%
Arlington Industries, Inc.	73	1.0-4C	90%	97%	81%	91%	70%	75%
Arlington Industries, Inc.	75	1.0-4C	92%	96%	73%	92%	72%	74%
Arlington Industries, Inc.	49	1.0-4C	91%	96%	77%	90%	68%	72%
Arlington Industries, Inc.	31	1.0-4C	89%	96%	82%	93%	70%	84%
Arlington Industries, Inc.	79	1.0-4C	89%	96%	77%	92%	68%	80%
Arlington Industries, Inc.	53	1.0-4C	88%	96%	77%	93%	75%	71%
Arlington Industries, Inc.	69	1.0-4C	92%	95%	81%	89%	64%	82%
Category averages:			91%	97%	77%	92%	71%	77%
Regional ad/Energy management								
XCEL Energy Services	Insert	1.0-4C	35%	84%	29%	56%	40%	36%
Base = 143								

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	39	1.0-4C	56%	63%	10%	10%	11%	6%	14%	24%	9%	16%
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	73	1.0-4C	90%	83%	10%	9%	12%	5%	20%	39%	9%	24%
Arlington Industries, Inc.	41	1.0-4C	94%	79%	10%	14%	10%	1%	16%	35%	11%	23%
Arlington Industries, Inc.	24-25	2.0-4C	90%	79%	10%	13%	12%	2%	19%	42%	11%	20%
Arlington Industries, Inc.	49	1.0-4C	91%	78%	13%	17%	11%	4%	20%	34%	9%	18%
Arlington Industries, Inc.	31	1.0-4C	89%	78%	10%	14%	12%	3%	19%	34%	13%	26%
Hubbell Wiegmann	19	.50-4C	53%	77%	14%	12%	12%	2%	17%	35%	9%	15%
Arlington Industries, Inc.	69	1.0-4C	92%	76%	8%	9%	10%	4%	21%	35%	9%	25%
Arlington Industries, Inc.	3	1.0-4C	91%	74%	13%	12%	11%	3%	15%	31%	9%	23%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	73%	15%	9%	14%	3%	17%	27%	10%	32%
Arlington Industries, Inc.	75	1.0-4C	92%	70%	9%	13%	10%	4%	18%	31%	13%	30%
Arlington Industries, Inc.	35	1.0-4C	89%	70%	11%	16%	9%	2%	12%	34%	6%	21%
Arlington Industries, Inc.	51	1.0-4C	89%	70%	9%	12%	12%	5%	13%	28%	10%	30%
Arlington Industries, Inc.	45	1.0-4C	91%	69%	9%	9%	9%	2%	17%	27%	9%	33%
Arlington Industries, Inc.	62-63	2.0-4C	94%	68%	10%	10%	12%	3%	13%	26%	13%	30%

(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 = 143

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.	9	1.0-4C	90%	67%	11%	11%	14%	3%	16%	30%	14%	20%
Orbit Industries	56	.50-4C	67%	66%	10%	12%	12%	0%	15%	38%	6%	9%
Allied Moulded Products	71	1.0-4C	71%	56%	7%	12%	11%	2%	12%	19%	9%	19%
Hubbell Bell	13	.50-4C	68%	55%	11%	13%	14%	1%	7%	22%	8%	9%
Emergent Safety Supply	43	.25-4C	68%	44%	14%	10%	11%	3%	5%	15%	4%	6%
Category averages:			84%	70%	11%	12%	11%	3%	15%	31%	10%	22%
Contractor equipment												
Hotbend	81	.125-4C	58%	51%	13%	18%	8%	1%	11%	19%	6%	8%
Contractor services (incl. rental & mechanical)												
Candels Estimating	81	.125-4C	41%	36%	4%	9%	7%	4%	7%	15%	5%	0%
Electrical distributor (incl. low volt.)												
Lowe's	39	1.0-4C	56%	63%	10%	10%	11%	6%	14%	24%	9%	16%
Fasteners, hangers, clamps, supports												
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	81%	10%	11%	11%	2%	25%	39%	7%	26%
Arlington Industries, Inc.	59	1.0-4C	86%	72%	10%	10%	10%	4%	20%	37%	11%	17%
Arlington Industries, Inc.	51	1.0-4C	89%	70%	9%	12%	12%	5%	13%	28%	10%	30%
Arlington Industries, Inc.	9	1.0-4C	90%	67%	11%	11%	14%	3%	16%	30%	14%	20%
Orbit Industries	56	.50-4C	67%	66%	10%	12%	12%	0%	15%	38%	6%	9%
SP Products	7	1.0-4C	79%	62%	12%	10%	8%	2%	13%	31%	9%	10%
Category averages:			83%	70%	10%	11%	11%	3%	17%	34%	10%	19%
Hand tools												
Wago	43	.25-4C	64%	62%	10%	10%	13%	1%	14%	24%	5%	5%
Hotbend	81	.125-4C	58%	51%	13%	18%	8%	1%	11%	19%	6%	8%
Category averages:			61%	57%	12%	14%	11%	1%	13%	22%	6%	7%

(continued)

Base = 143

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
Lighting products/fixtures												
TCP	55	.66-4C	50%	52%	11%	5%	11%	3%	13%	16%	5%	10%
SLG Lighting	15	.33-4C	40%	49%	8%	8%	8%	6%	14%	20%	6%	0%
Category averages:			45%	51%	10%	7%	10%	5%	14%	18%	6%	5%
Meters/instru (test) power & low volt.												
Megger	21	1.0-4C	69%	48%	9%	10%	15%	3%	8%	18%	3%	1%
Power tools												
Hotbend	81	.125-4C	58%	51%	13%	18%	8%	1%	11%	19%	6%	8%
Raceway/cable tray/conduit												
Arlington Industries, Inc.	9	1.0-4C	90%	67%	11%	11%	14%	3%	16%	30%	14%	20%
SP Products	7	1.0-4C	79%	62%	12%	10%	8%	2%	13%	31%	9%	10%
Champion Fiberglass	1	1.0-4C	52%	61%	16%	13%	19%	4%	9%	25%	6%	3%
Allied Tube & Conduit	37	1.0-4C	71%	59%	7%	14%	7%	1%	14%	24%	8%	8%
Emergent Safety Supply	43	.25-4C	68%	44%	14%	10%	11%	3%	5%	15%	4%	6%
Atkore	5	1.0-4C	38%	34%	8%	4%	14%	2%	0%	6%	4%	6%
Category averages:			66%	55%	11%	10%	12%	3%	10%	22%	8%	9%
Training/Safety organization												
American Technical Publishers	43	.25-4C	57%	49%	10%	9%	13%	1%	10%	21%	3%	1%
Vehicles												
Ford Motor Co.	29	1.0-4C	55%	38%	7%	10%	10%	0%	4%	10%	4%	3%
Wire & cable												
Southwire	Cvr 4	1.0-4C	71%	70%	15%	15%	5%	3%	14%	25%	7%	5%
Atkore	5	1.0-4C	38%	34%	8%	4%	14%	2%	0%	6%	4%	6%
Category averages:			55%	52%	12%	10%	10%	3%	7%	16%	6%	6%

(continued)

Base = 143

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												
Arlington Industries, Inc.	53	1.0-4C	88%	83%	9%	16%	12%	5%	25%	40%	10%	20%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	87%	81%	10%	11%	11%	2%	25%	39%	7%	26%
Arlington Industries, Inc.	11	1.0-4C	93%	79%	11%	13%	9%	4%	21%	37%	10%	27%
Arlington Industries, Inc.	79	1.0-4C	89%	78%	9%	11%	11%	3%	20%	32%	9%	29%
Hubbell Wiegmann	19	.50-4C	53%	77%	14%	12%	12%	2%	17%	35%	9%	15%
Arlington Industries, Inc.	83	1.0-4C	88%	73%	9%	18%	13%	4%	19%	35%	10%	32%
Arlington Industries, Inc.	17	1.0-4C	93%	70%	7%	9%	7%	0%	18%	29%	11%	34%
Allied Tube & Conduit	37	1.0-4C	71%	59%	7%	14%	7%	1%	14%	24%	8%	8%
Hubbell Bell	13	.50-4C	68%	55%	11%	13%	14%	1%	7%	22%	8%	9%
Category averages:			81%	73%	10%	13%	11%	2%	18%	33%	9%	22%
Wire & cable management												
Underground Devices	57	.50-4C	74%	49%	15%	10%	11%	1%	4%	18%	3%	6%
Atkore	5	1.0-4C	38%	34%	8%	4%	14%	2%	0%	6%	4%	6%
Category averages:			56%	42%	12%	7%	13%	2%	2%	12%	4%	6%
Wiring devices												
Arlington Industries, Inc.	73	1.0-4C	90%	83%	10%	9%	12%	5%	20%	39%	9%	24%
Arlington Industries, Inc.	53	1.0-4C	88%	83%	9%	16%	12%	5%	25%	40%	10%	20%
Arlington Industries, Inc.	41	1.0-4C	94%	79%	10%	14%	10%	1%	16%	35%	11%	23%
Arlington Industries, Inc.	24-25	2.0-4C	90%	79%	10%	13%	12%	2%	19%	42%	11%	20%
Arlington Industries, Inc.	49	1.0-4C	91%	78%	13%	17%	11%	4%	20%	34%	9%	18%
Arlington Industries, Inc.	31	1.0-4C	89%	78%	10%	14%	12%	3%	19%	34%	13%	26%
Arlington Industries, Inc.	79	1.0-4C	89%	78%	9%	11%	11%	3%	20%	32%	9%	29%
Arlington Industries, Inc.	69	1.0-4C	92%	76%	8%	9%	10%	4%	21%	35%	9%	25%
Arlington Industries, Inc.	3	1.0-4C	91%	74%	13%	12%	11%	3%	15%	31%	9%	23%
Arlington Industries, Inc.	Cvr 3	1.0-4C	86%	73%	15%	9%	14%	3%	17%	27%	10%	32%
Arlington Industries, Inc.	75	1.0-4C	92%	70%	9%	13%	10%	4%	18%	31%	13%	30%

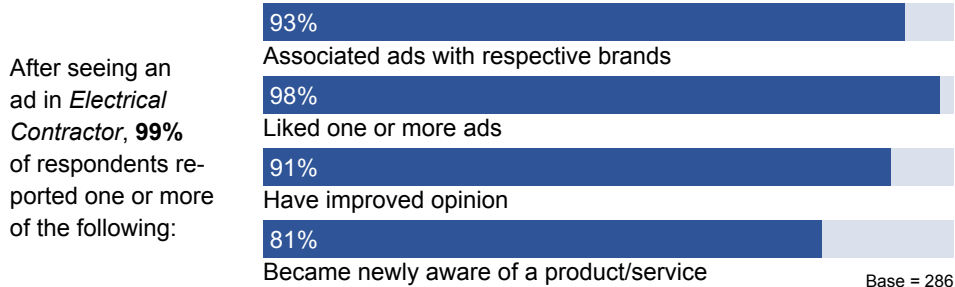
(continued)

Base = 143

Demographics: Influence and Action Totals

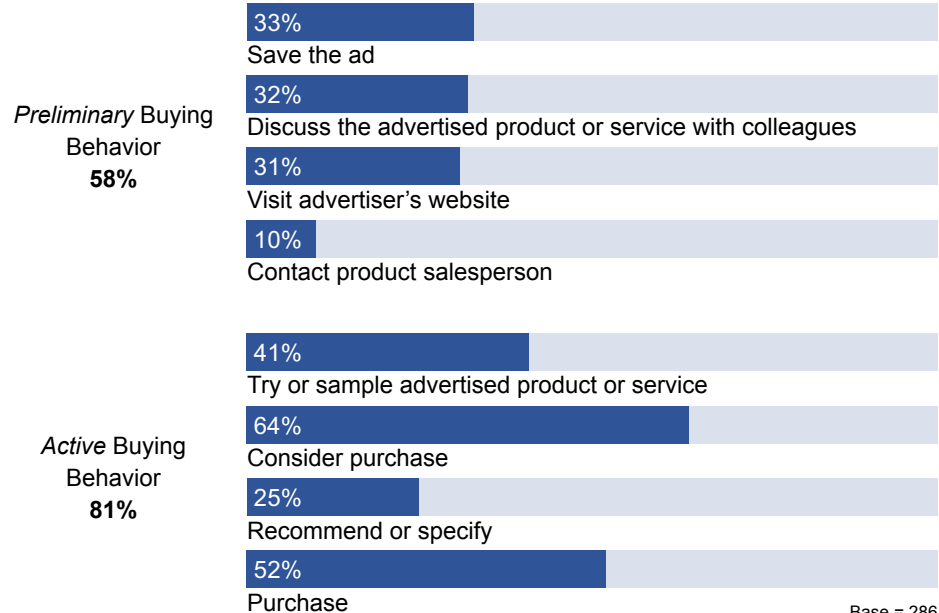


Total ad influence for national ads*



Total Buying Behavior 89%

Eighty-nine percent (89%) 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 81%

Ad scores by size for national ads*

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	2	92%	66%	51%
One page	28	81%	59%	47%
Two-thirds page	1	50%	50%	36%
One-half page	4	66%	55%	38%
One-third page	1	40%	53%	29%
One-fourth page	3	63%	54%	33%
One-eighth page	2	50%	49%	34%
Issue averages:		75%	58%	44%

Base = 143

Building types

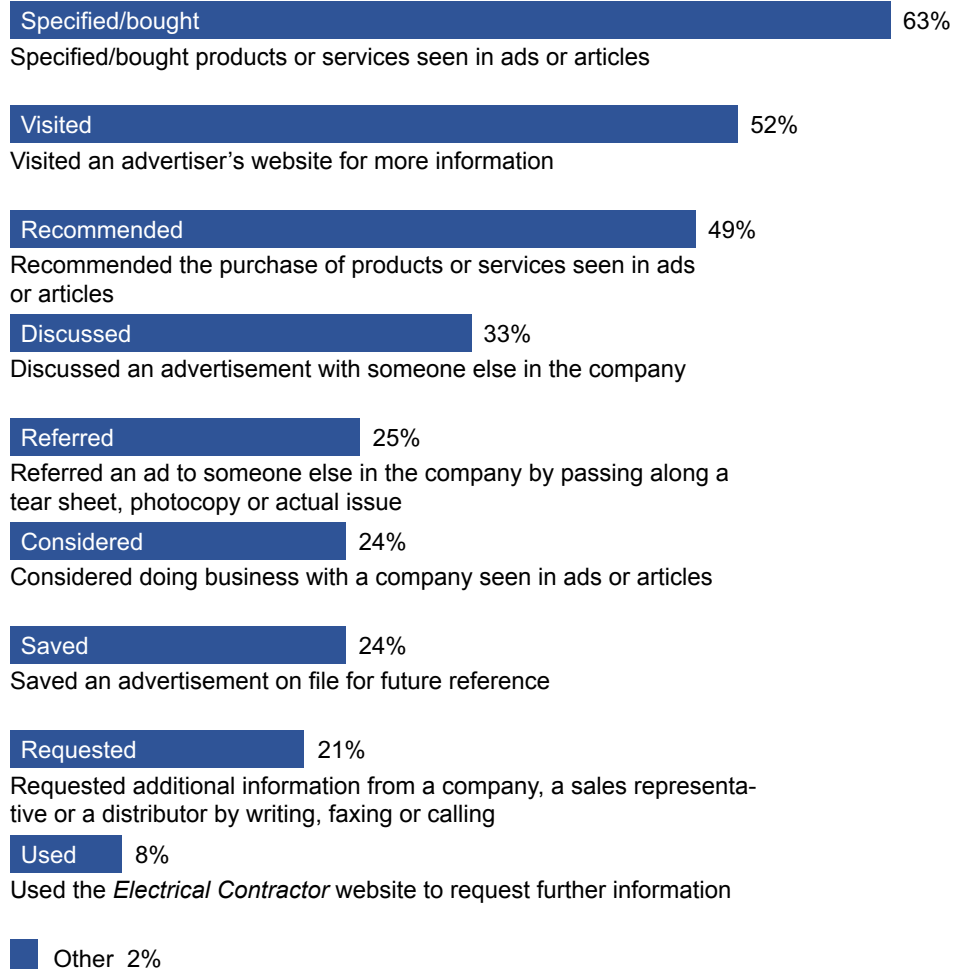
Commercial	86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	73%
Includes single family and multi-family	
Industrial	62%
Includes manufacturing plants, power generation and utility	
Institutional	55%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	28%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	27%
Includes solar, wind, geothermal, etc.	
No response	0%

Base = 286

* Scores from regional ads are not included in these calculations.

Demographics *continued***Purchasing actions taken**

Ninety-one percent (91%) 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 = 9%
No response = 0%

Base = 286

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	51%
Management: project manager, superintendent, supervisor, foreman	21%
Electrician (field), journeyman, technician, installer, service person	16%
Estimator	3%
Inspector.	2%
Purchasing agent, buyer.	1%
Staff engineer, designer, electrical engineer.	1%
Other	5%
No response	0%

Base = 286

Primary business

Electrical contracting/low-voltage contracting.	83%
Engineering/architecture/consulting	4%
Wholesaler/distributor.	3%
Systems integration/consulting.	2%
Other.	8%
No response	0%

Base = 286

Building systems installed

Lighting.	86%
Maintenance, service, repair	81%
Premises wiring	76%
Power quality systems (includes standby, co-gen, etc.)	65%
Security (includes CCTV, access/motion/intrusion systems)	55%
Fire/life safety systems.	53%
Communications systems (VDV)	40%
Total building automation systems (includes HVAC, lighting).	40%
Alternative-energy systems	33%
Fiber optics.	28%
None of the above	3%
No response	0%

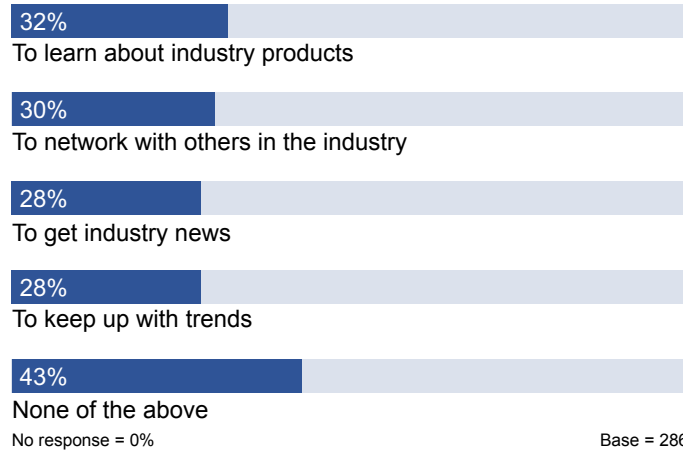
Base = 286

Demographics: Social Media



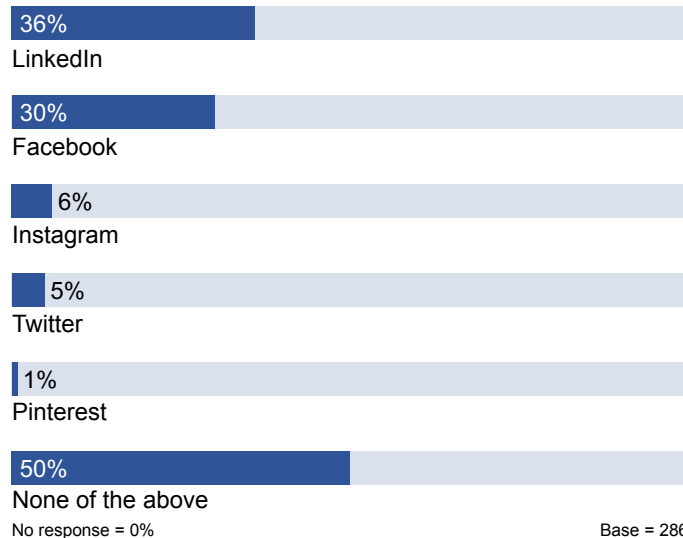
Professional use of social media

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



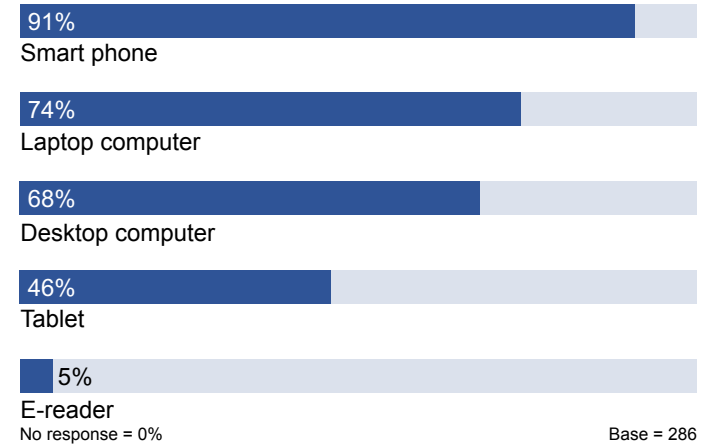
Social media platforms used for work

Fifty percent (50%) 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

BAXTER
RESEARCH CENTER

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 81,697* 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 2020 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**
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
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