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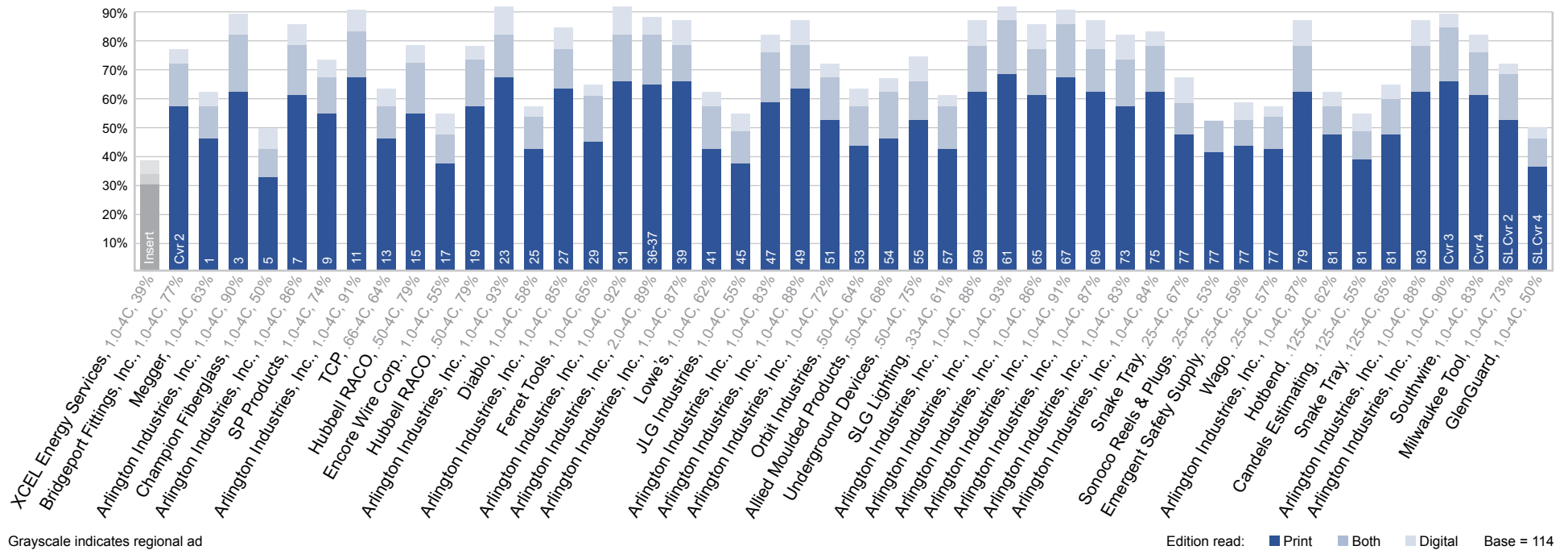
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November 2020

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%	Arlington Industries, Inc.	90%	100%	Southwire	83%	85%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	88%	100%	Ferret Tools	65%	84%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	86%	100%	Arlington Industries, Inc.	88%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	85%	100%	Arlington Industries, Inc.	83%	82%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	83%	100%	Arlington Industries, Inc.	86%	81%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	72%	100%	Arlington Industries, Inc.	93%	80%
Arlington Industries, Inc.	90%	Allied Moulded Products	68%	100%	Arlington Industries, Inc.	90%	80%
Arlington Industries, Inc.	89%	Ferret Tools	65%	100%	Arlington Industries, Inc.	85%	80%
Arlington Industries, Inc.	88%	Snake Tray	65%	100%	Arlington Industries, Inc.	84%	80%
Arlington Industries, Inc.	88%	Orbit Industries	64%	100%	Arlington Industries, Inc.	91%	79%

Definitions of Scores



mediaViewPro™

Independent Ad Campaign Analytics

Total Ad Recall - Audience Exposure

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

Total Ad Influence - Audience Engagement

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

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

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

Total Buying Actions - Audience Involvement

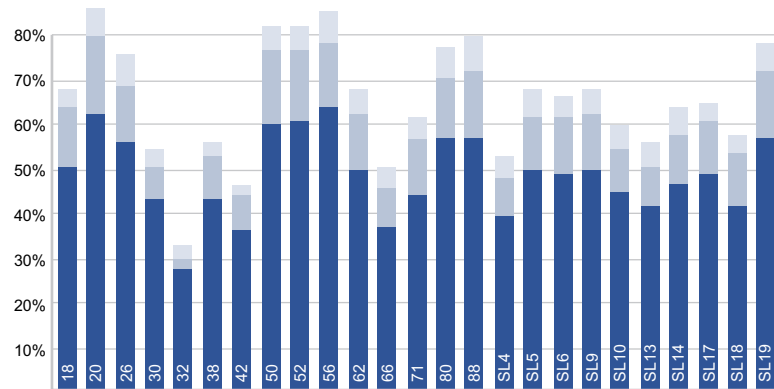
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either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

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

Editorial



Recall Scores by Page Number



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

	Page Number	Recall Seeing	Read Some	Read Most
CODE FAQ'S: Psychiatrist's office, pool inspection and...	18	68%	76%	62%
Tools make the electrician	20	87%	78%	57%
CODE INSIDER: Get smart enough	26	76%	82%	66%
SAFETY PUZZLE: Clued in	30	55%	73%	48%
Place your order	32	33%	58%	37%
LEGAL: Slaying a contract beast	38	56%	75%	57%
Renovation stat!	42	47%	72%	44%
CODE APPLICATIONS: The six disconnect rule	50	83%	77%	70%
NEW PRODUCTS	52	83%	82%	65%
TOOLS AND ACCESSORIES	56	86%	79%	66%
Back to basics	62	68%	79%	61%
INTEGRATED SYSTEMS: Droning on	66	51%	71%	50%
NEW PRODUCTS: Integrated systems	71	62%	77%	50%
COOL TOOLS: Cable pullers	80	78%	76%	63%
CODE COMMENTS: Staying current with the NEC	88	80%	83%	70%
FROM THE FIELD: Marty Rouse	SL4	53%	75%	48%
TOOLBOX TALK: Cold-weather PPE	SL5	68%	71%	67%
Temporary power installations	SL6	67%	78%	56%
NFPA 70E: Routine maintenance	SL9	68%	81%	64%
The power of teamwork	SL10	60%	78%	55%
QUIZ: What's current?	SL13	56%	71%	53%
Safety from the top down	SL14	64%	75%	58%
MANAGEMENT: Are you a leader or a manager?	SL17	65%	77%	58%
TRAINING: Calculated distance	SL18	58%	78%	60%
NEW PRODUCTS	SL19	79%	75%	66%

Base = 228

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

I like to stay informed on what is happening in the industry.

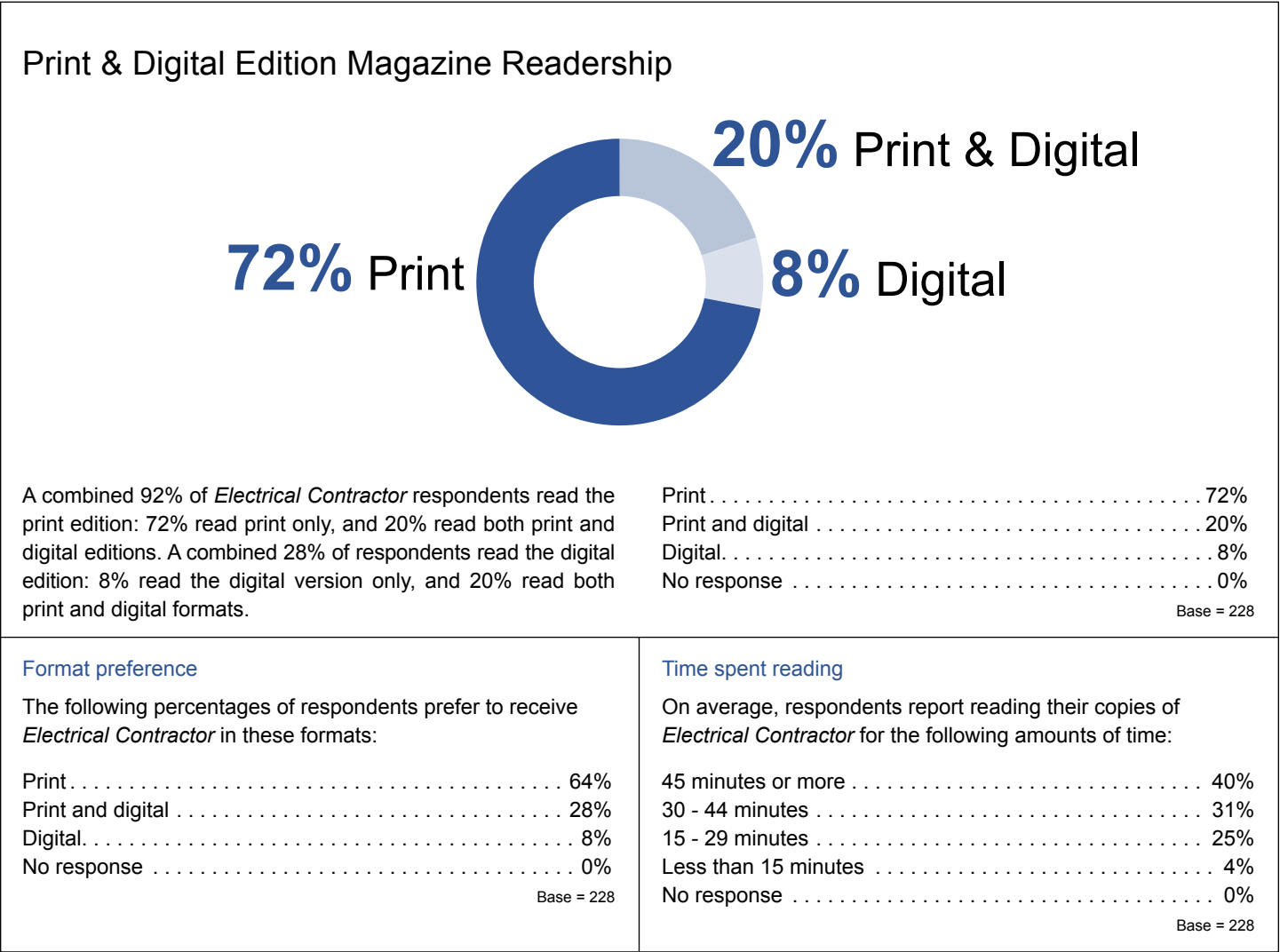
— Owner

[I read Electrical Contractor to find out more about] new products, materials and tools.

— President

[I am] interested in industry trends.

— Supervising Electrical Engineer



Editorial: Reading Habits



[Electrical Contractor] keeps me up-to-date on what is going on in other parts of the country, as well as provides some insight from other leading industry professionals and how they do business.
— Owner

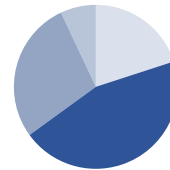
[Electrical Contractor] keeps me updated on new tools and technologies, and gives me insight into the electrical field.
— General Foreman

I like to keep up on what's new in the electrical contractor industry and the Electrical Contractor publication provides this information.
— President/Engineer

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

When read

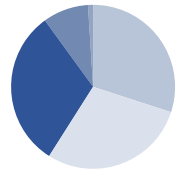
Same day issue is received	20%
Within three days	45%
Within a week	28%
One week or later	7%
No response	0%



Base = 228

Respondents rate *Electrical Contractor*

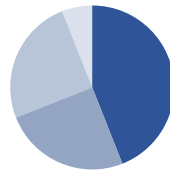
Personal favorite.	30%
Very important	29%
Important	31%
Somewhat important.	9%
Not important	1%
No response	0%



Base = 228

How often each issue is read

4 or more times.	44%
3 times	25%
2 times	25%
1 time	6%
No response	0%



Base = 228

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.8 other professionals.

1.8
Other
People

Base = 228

Editorial: Reading Habits *continued*



[Electrical Contractor] keeps me updated on the latest products and electrical info.

— Owner

[I read Electrical Contractor] to see what and how the competition is doing and to also educate myself about new ways of handling some work scenarios.

— Purchasing Agent

It helps me to stay updated with the ever-changing trade. The code articles help keep me current regarding changes in the NEC.

— Owner

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%	75%	13%	10%	2%	0%	0%	0%
EC&M	49%	38%	11%	5%	3%	1%	34%	8%
Cabling Installation & Maintenance	11%	8%	3%	3%	3%	1%	58%	24%
Communications News	8%	5%	3%	1%	2%	2%	61%	26%
Security Magazine	8%	5%	3%	3%	3%	2%	58%	26%
Security Dealer	6%	4%	2%	2%	3%	2%	60%	27%

Base = 228

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
Boxes, conduit bodies & enclosures							
Arlington Industries, Inc.	61	1.0-4C	93%	62%	50%	96%	74%
Arlington Industries, Inc.	31	1.0-4C	92%	62%	49%	99%	69%
Arlington Industries, Inc.	67	1.0-4C	91%	64%	47%	99%	79%
Arlington Industries, Inc.	11	1.0-4C	91%	57%	50%	98%	78%
Arlington Industries, Inc.	3	1.0-4C	90%	56%	52%	100%	80%
Arlington Industries, Inc.	36-37	2.0-4C	89%	58%	60%	96%	76%
Arlington Industries, Inc.	83	1.0-4C	88%	70%	53%	98%	69%
Arlington Industries, Inc.	59	1.0-4C	88%	67%	58%	100%	82%
Arlington Industries, Inc.	49	1.0-4C	88%	66%	53%	96%	78%
Arlington Industries, Inc.	79	1.0-4C	87%	67%	57%	93%	72%
Arlington Industries, Inc.	39	1.0-4C	87%	63%	62%	96%	79%
Arlington Industries, Inc.	7	1.0-4C	86%	57%	49%	96%	81%
Arlington Industries, Inc.	27	1.0-4C	85%	71%	55%	100%	80%
Arlington Industries, Inc.	75	1.0-4C	84%	67%	48%	97%	80%
Arlington Industries, Inc.	47	1.0-4C	83%	61%	47%	99%	82%
Hubbell RACO	19	.50-4C	79%	53%	57%	99%	78%
Hubbell RACO	15	.50-4C	79%	51%	45%	97%	71%
Arlington Industries, Inc.	51	1.0-4C	72%	61%	41%	100%	78%
Allied Moulded Products	54	.50-4C	68%	56%	34%	100%	71%
Orbit Industries	53	.50-4C	64%	55%	51%	100%	60%
Emergent Safety Supply	77	.25-4C	59%	69%	49%	96%	57%
Category averages:			83%	62%	51%	98%	75%
Contractor equipment							
Hotbend	81	.125-4C	62%	58%	31%	98%	62%
Contractor services (incl. rental & mechanical)							
Candels Estimating	81	.125-4C	55%	65%	47%	100%	62%
<i>(continued)</i>							
Base = 114							

Definitions:

Recall Seeing score is a percentage of the base number.

Read Some is a percentage of the “Recall Seeing” score.

Read Most is the percentage of the “Read Some” score.

Total Ad Influence is a percentage of the “Recall Seeing” score.

One or More Buying Actions is a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

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

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Electrical distributor (incl. low volt.)							
Lowe's	41	1.0-4C	62%	47%	62%	93%	59%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	53%	56%	99%	73%
Arlington Industries, Inc.	49	1.0-4C	88%	66%	53%	96%	78%
Arlington Industries, Inc.	69	1.0-4C	87%	64%	54%	99%	73%
Arlington Industries, Inc.	75	1.0-4C	84%	67%	48%	97%	80%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	49%	39%	94%	72%
SP Products	9	1.0-4C	74%	70%	63%	95%	74%
Orbit Industries	53	.50-4C	64%	55%	51%	100%	60%
Category averages:			81%	61%	52%	97%	73%
Hand tools							
Ferret Tools	29	1.0-4C	65%	51%	42%	100%	84%
Hotbend	81	.125-4C	62%	58%	31%	98%	62%
Wago	77	.25-4C	57%	54%	42%	96%	75%
Category averages:			61%	54%	38%	98%	74%
Lighting products/fixtures							
Milwaukee Tool	SL Cvr 2	1.0-4C	73%	55%	48%	99%	79%
TCP	13	.66-4C	64%	59%	58%	96%	65%
SLG Lighting	57	.33-4C	61%	48%	34%	98%	60%
Category averages:			66%	54%	47%	98%	68%
Meters/instru (test) power & low volt.							
Megger	1	1.0-4C	63%	54%	47%	91%	59%

(continued)

Base = 114

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
Power tools							
Hotbend	81	.125-4C	62%	58%	31%	98%	62%
Diablo	25	1.0-4C	58%	55%	44%	98%	79%
Category averages:			60%	57%	38%	98%	71%
Raceway/cable tray/conduit							
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	53%	56%	99%	73%
SP Products	9	1.0-4C	74%	70%	63%	95%	74%
Snake Tray	77	.25-4C	67%	58%	38%	95%	52%
Snake Tray	81	.125-4C	65%	49%	19%	100%	72%
Emergent Safety Supply	77	.25-4C	59%	69%	49%	96%	57%
Champion Fiberglass	5	1.0-4C	50%	52%	42%	95%	44%
Category averages:			68%	59%	45%	97%	62%
Safety equipment/apparel							
JLG Industries	45	1.0-4C	55%	56%	42%	96%	63%
GlenGuard	SL Cvr 4	1.0-4C	50%	44%	45%	98%	66%
Category averages:			53%	50%	44%	97%	65%
Wire & cable							
Southwire	Cvr 4	1.0-4C	83%	70%	48%	99%	85%
Encore Wire Corp.	17	1.0-4C	55%	55%	47%	96%	56%
Category averages:			69%	63%	48%	98%	71%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	23	1.0-4C	93%	66%	61%	95%	80%
Arlington Industries, Inc.	69	1.0-4C	87%	64%	54%	99%	73%
Arlington Industries, Inc.	65	1.0-4C	86%	67%	57%	100%	78%
Arlington Industries, Inc.	73	1.0-4C	83%	61%	57%	100%	72%
Hubbell RACO	19	.50-4C	79%	53%	57%	99%	78%

(continued)

Base = 114

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 connectors/terminators <i>continued</i>							
Hubbell RACO	15	.50-4C	79%	51%	45%	97%	71%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	49%	39%	94%	72%
Category averages:			83%	59%	53%	98%	75%
Wire & cable management							
Arlington Industries, Inc.	67	1.0-4C	91%	64%	47%	99%	79%
Underground Devices	55	.50-4C	75%	57%	47%	94%	55%
Encore Wire Corp.	17	1.0-4C	55%	55%	47%	96%	56%
Sonoco Reels & Plugs	77	.25-4C	53%	45%	38%	98%	71%
Category averages:			69%	55%	45%	97%	65%
Wiring devices							
Arlington Industries, Inc.	3	1.0-4C	90%	56%	52%	100%	80%
Arlington Industries, Inc.	59	1.0-4C	88%	67%	58%	100%	82%
Arlington Industries, Inc.	49	1.0-4C	88%	66%	53%	96%	78%
Arlington Industries, Inc.	79	1.0-4C	87%	67%	57%	93%	72%
Arlington Industries, Inc.	65	1.0-4C	86%	67%	57%	100%	78%
Arlington Industries, Inc.	7	1.0-4C	86%	57%	49%	96%	81%
Category averages:			88%	63%	54%	98%	79%
Regional ad							
XCEL Energy Services	Insert	1.0-4C	39%	54%	38%	94%	41%

Base = 114

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
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	3	1.0-4C	90%	100%	80%	98%	79%	76%
Arlington Industries, Inc.	59	1.0-4C	88%	100%	79%	93%	73%	72%
Arlington Industries, Inc.	27	1.0-4C	85%	100%	75%	96%	72%	69%
Arlington Industries, Inc.	51	1.0-4C	72%	100%	67%	89%	70%	58%
Allied Moulded Products	54	.50-4C	68%	100%	60%	85%	73%	66%
Orbit Industries	53	.50-4C	64%	100%	40%	76%	62%	38%
Arlington Industries, Inc.	31	1.0-4C	92%	99%	70%	88%	60%	71%
Arlington Industries, Inc.	67	1.0-4C	91%	99%	84%	94%	73%	84%
Arlington Industries, Inc.	47	1.0-4C	83%	99%	79%	95%	71%	80%
Hubbell RACO	19	.50-4C	79%	99%	74%	91%	70%	64%
Arlington Industries, Inc.	11	1.0-4C	91%	98%	76%	90%	72%	71%
Arlington Industries, Inc.	83	1.0-4C	88%	98%	63%	93%	63%	64%
Arlington Industries, Inc.	75	1.0-4C	84%	97%	80%	92%	78%	73%
Hubbell RACO	15	.50-4C	79%	97%	69%	89%	73%	68%
Arlington Industries, Inc.	61	1.0-4C	93%	96%	79%	90%	65%	83%
Arlington Industries, Inc.	36-37	2.0-4C	89%	96%	72%	88%	69%	71%
Arlington Industries, Inc.	49	1.0-4C	88%	96%	78%	94%	69%	82%
Arlington Industries, Inc.	39	1.0-4C	87%	96%	71%	92%	74%	71%
Arlington Industries, Inc.	7	1.0-4C	86%	96%	76%	94%	74%	69%
Emergent Safety Supply	77	.25-4C	59%	96%	44%	74%	50%	37%
Arlington Industries, Inc.	79	1.0-4C	87%	93%	72%	90%	68%	77%
Category averages:			83%	98%	71%	90%	69%	69%
Contractor equipment								
Hotbend	81	.125-4C	62%	98%	51%	85%	55%	58%
Contractor services (incl. rental & mechanical)								
Candels Estimating	81	.125-4C	55%	100%	40%	79%	50%	40%
<i>(continued)</i>								
Base = 114								

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	41	1.0-4C	62%	93%	63%	71%	54%	75%
Fasteners, hangers, clamps, supports								
Orbit Industries	53	.50-4C	64%	100%	40%	76%	62%	38%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	99%	75%	91%	69%	65%
Arlington Industries, Inc.	69	1.0-4C	87%	99%	70%	89%	76%	77%
Arlington Industries, Inc.	75	1.0-4C	84%	97%	80%	92%	78%	73%
Arlington Industries, Inc.	49	1.0-4C	88%	96%	78%	94%	69%	82%
SP Products	9	1.0-4C	74%	95%	58%	83%	68%	62%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	94%	72%	90%	63%	80%
Category averages:			81%	97%	68%	88%	69%	68%
Hand tools								
Ferret Tools	29	1.0-4C	65%	100%	59%	95%	86%	57%
Hotbend	81	.125-4C	62%	98%	51%	85%	55%	58%
Wago	77	.25-4C	57%	96%	57%	86%	67%	63%
Category averages:			61%	98%	56%	89%	69%	59%
Lighting products/fixtures								
Milwaukee Tool	SL Cvr 2	1.0-4C	73%	99%	78%	95%	71%	71%
SLG Lighting	57	.33-4C	61%	98%	45%	78%	60%	53%
TCP	13	.66-4C	64%	96%	44%	74%	57%	52%
Category averages:			66%	98%	56%	82%	63%	59%
Meters/instru (test) power & low volt.								
Megger	1	1.0-4C	63%	91%	59%	78%	52%	74%

(continued)

Base = 114

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
Power tools								
Hotbend	81	.125-4C	62%	98%	51%	85%	55%	58%
Diablo	25	1.0-4C	58%	98%	74%	94%	83%	75%
Category averages:			60%	98%	63%	90%	69%	67%
Raceway/cable tray/conduit								
Snake Tray	81	.125-4C	65%	100%	53%	88%	64%	59%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	99%	75%	91%	69%	65%
Emergent Safety Supply	77	.25-4C	59%	96%	44%	74%	50%	37%
SP Products	9	1.0-4C	74%	95%	58%	83%	68%	62%
Snake Tray	77	.25-4C	67%	95%	48%	70%	48%	46%
Champion Fiberglass	5	1.0-4C	50%	95%	35%	72%	47%	44%
Category averages:			68%	97%	52%	80%	58%	52%
Safety equipment/apparel								
GlenGuard	SL Cvr 4	1.0-4C	50%	98%	34%	80%	57%	27%
JLG Industries	45	1.0-4C	55%	96%	57%	78%	52%	67%
Category averages:			53%	97%	46%	79%	55%	47%
Wire & cable								
Southwire	Cvr 4	1.0-4C	83%	99%	79%	92%	64%	84%
Encore Wire Corp.	17	1.0-4C	55%	96%	53%	73%	49%	56%
Category averages:			69%	98%	66%	83%	57%	70%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	65	1.0-4C	86%	100%	78%	90%	72%	79%
Arlington Industries, Inc.	73	1.0-4C	83%	100%	76%	90%	73%	75%
Arlington Industries, Inc.	69	1.0-4C	87%	99%	70%	89%	76%	77%
Hubbell RACO	19	.50-4C	79%	99%	74%	91%	70%	64%
Hubbell RACO	15	.50-4C	79%	97%	69%	89%	73%	68%

(continued)

Base = 114

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 connectors/terminators <i>continued</i>								
Arlington Industries, Inc.	23	1.0-4C	93%	95%	75%	89%	70%	81%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	94%	72%	90%	63%	80%
Category averages:			83%	98%	73%	90%	71%	75%
Wire & cable management								
Arlington Industries, Inc.	67	1.0-4C	91%	99%	84%	94%	73%	84%
Sonoco Reels & Plugs	77	.25-4C	53%	98%	53%	89%	64%	53%
Encore Wire Corp.	17	1.0-4C	55%	96%	53%	73%	49%	56%
Underground Devices	55	.50-4C	75%	94%	43%	80%	55%	48%
Category averages:			69%	97%	58%	84%	60%	60%
Wiring devices								
Arlington Industries, Inc.	3	1.0-4C	90%	100%	80%	98%	79%	76%
Arlington Industries, Inc.	59	1.0-4C	88%	100%	79%	93%	73%	72%
Arlington Industries, Inc.	65	1.0-4C	86%	100%	78%	90%	72%	79%
Arlington Industries, Inc.	49	1.0-4C	88%	96%	78%	94%	69%	82%
Arlington Industries, Inc.	7	1.0-4C	86%	96%	76%	94%	74%	69%
Arlington Industries, Inc.	79	1.0-4C	87%	93%	72%	90%	68%	77%
Category averages:			88%	98%	77%	93%	73%	76%
Regional ad								
XCEL Energy Services	Insert	1.0-4C	39%	94%	32%	59%	38%	29%
Base = 114								

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
Arlington Industries, Inc.	59	1.0-4C	88%	82%	11%	8%	14%	3%	14%	28%	4%	34%
Arlington Industries, Inc.	47	1.0-4C	83%	82%	11%	13%	9%	3%	16%	28%	5%	26%
Arlington Industries, Inc.	7	1.0-4C	86%	81%	10%	10%	9%	3%	14%	32%	10%	23%
Arlington Industries, Inc.	3	1.0-4C	90%	80%	12%	12%	8%	2%	13%	30%	10%	29%
Arlington Industries, Inc.	27	1.0-4C	85%	80%	13%	10%	15%	4%	11%	28%	6%	27%
Arlington Industries, Inc.	75	1.0-4C	84%	80%	11%	8%	9%	5%	18%	35%	7%	23%
Arlington Industries, Inc.	67	1.0-4C	91%	79%	10%	11%	9%	2%	22%	23%	7%	32%
Arlington Industries, Inc.	39	1.0-4C	87%	79%	11%	11%	16%	1%	18%	25%	8%	26%
Arlington Industries, Inc.	11	1.0-4C	91%	78%	11%	11%	9%	4%	13%	29%	12%	23%
Arlington Industries, Inc.	49	1.0-4C	88%	78%	8%	10%	14%	0%	15%	25%	6%	26%
Hubbell RACO	19	.50-4C	79%	78%	8%	11%	8%	3%	20%	35%	8%	18%
Arlington Industries, Inc.	51	1.0-4C	72%	78%	16%	14%	13%	2%	14%	22%	6%	19%
Arlington Industries, Inc.	36-37	2.0-4C	89%	76%	13%	10%	10%	5%	12%	23%	8%	24%
Arlington Industries, Inc.	61	1.0-4C	93%	74%	12%	12%	7%	4%	15%	23%	7%	26%
Arlington Industries, Inc.	79	1.0-4C	87%	72%	11%	11%	11%	6%	11%	20%	11%	32%
Hubbell RACO	15	.50-4C	79%	71%	8%	11%	9%	3%	12%	32%	5%	8%
Allied Moulded Products	54	.50-4C	68%	71%	8%	15%	11%	0%	15%	26%	3%	18%

(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 = 114

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.	31	1.0-4C	92%	69%	9%	9%	9%	4%	13%	19%	9%	23%
Arlington Industries, Inc.	83	1.0-4C	88%	69%	11%	10%	14%	3%	15%	29%	9%	21%
Orbit Industries	53	.50-4C	64%	60%	14%	16%	8%	4%	6%	20%	0%	8%
Emergent Safety Supply	77	.25-4C	59%	57%	11%	11%	11%	2%	11%	22%	7%	11%
Category averages:			83%	75%	11%	11%	11%	3%	14%	26%	7%	23%
Contractor equipment												
Hotbend	81	.125-4C	62%	62%	9%	5%	9%	0%	11%	24%	7%	9%
Contractor services (incl. rental & mechanical)												
Candels Estimating	81	.125-4C	55%	62%	10%	19%	12%	6%	8%	17%	2%	6%
Electrical distributor (incl. low volt.)												
Lowe's	41	1.0-4C	62%	59%	14%	8%	15%	0%	17%	14%	5%	7%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	75	1.0-4C	84%	80%	11%	8%	9%	5%	18%	35%	7%	23%
Arlington Industries, Inc.	49	1.0-4C	88%	78%	8%	10%	14%	0%	15%	25%	6%	26%
SP Products	9	1.0-4C	74%	74%	14%	9%	18%	5%	12%	29%	8%	22%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	73%	8%	14%	11%	4%	16%	32%	14%	16%
Arlington Industries, Inc.	69	1.0-4C	87%	73%	8%	10%	10%	6%	17%	30%	7%	24%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	72%	8%	8%	13%	4%	17%	34%	10%	23%
Orbit Industries	53	.50-4C	64%	60%	14%	16%	8%	4%	6%	20%	0%	8%
Category averages:			81%	73%	10%	11%	12%	4%	14%	29%	7%	20%
Hand tools												
Ferret Tools	29	1.0-4C	65%	84%	14%	14%	9%	3%	21%	31%	9%	22%
Wago	77	.25-4C	57%	75%	14%	12%	14%	2%	12%	22%	4%	10%
Hotbend	81	.125-4C	62%	62%	9%	5%	9%	0%	11%	24%	7%	9%
Category averages:			61%	74%	12%	10%	11%	2%	15%	26%	7%	14%

(continued)

Base = 114

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												
Milwaukee Tool	SL Cvr 2	1.0-4C	73%	79%	10%	14%	12%	1%	15%	37%	10%	22%
TCP	13	.66-4C	64%	65%	9%	13%	13%	4%	9%	22%	7%	17%
SLG Lighting	57	.33-4C	61%	60%	7%	15%	5%	0%	15%	22%	4%	13%
Category averages:			66%	68%	9%	14%	10%	2%	13%	27%	7%	17%
Meters/instru (test) power & low volt.												
Megger	1	1.0-4C	63%	59%	17%	15%	15%	2%	9%	26%	4%	7%
Power tools												
Diablo	25	1.0-4C	58%	79%	11%	6%	8%	2%	19%	30%	2%	32%
Hotbend	81	.125-4C	62%	62%	9%	5%	9%	0%	11%	24%	7%	9%
Category averages:			60%	71%	10%	6%	9%	1%	15%	27%	5%	21%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	74%	74%	14%	9%	18%	5%	12%	29%	8%	22%
Arlington Industries, Inc.	Cvr 3	1.0-4C	90%	73%	8%	14%	11%	4%	16%	32%	14%	16%
Snake Tray	81	.125-4C	65%	72%	12%	9%	19%	3%	16%	22%	7%	7%
Emergent Safety Supply	77	.25-4C	59%	57%	11%	11%	11%	2%	11%	22%	7%	11%
Snake Tray	77	.25-4C	67%	52%	7%	11%	11%	4%	7%	20%	9%	7%
Champion Fiberglass	5	1.0-4C	50%	44%	9%	9%	14%	2%	2%	14%	2%	5%
Category averages:			68%	62%	10%	11%	14%	3%	11%	23%	8%	11%
Safety equipment/apparel												
GlenGuard	SL Cvr 4	1.0-4C	50%	66%	18%	14%	16%	2%	11%	18%	5%	5%
JLG Industries	45	1.0-4C	55%	63%	7%	9%	17%	2%	11%	17%	7%	7%
Category averages:			53%	65%	13%	12%	17%	2%	11%	18%	6%	6%
Wire & cable												
Southwire	Cvr 4	1.0-4C	83%	85%	11%	18%	14%	7%	8%	33%	5%	32%
Encore Wire Corp.	17	1.0-4C	55%	56%	13%	4%	9%	4%	7%	24%	2%	9%
Category averages:			69%	71%	12%	11%	12%	6%	8%	29%	4%	21%

(continued)

Base = 114

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

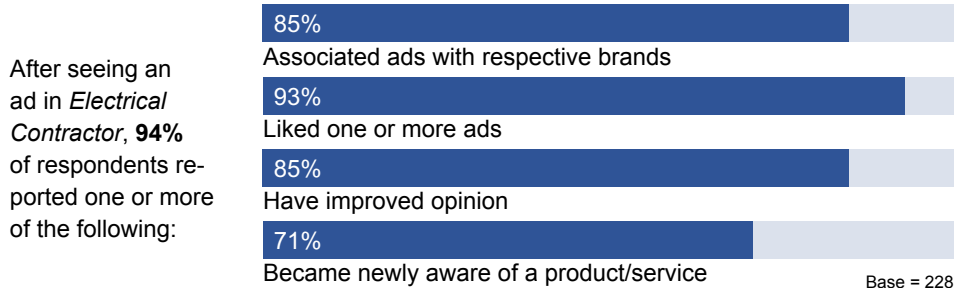


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wire & cable connectors/terminators												
Arlington Industries, Inc.	23	1.0-4C	93%	80%	9%	9%	9%	1%	19%	27%	5%	33%
Arlington Industries, Inc.	65	1.0-4C	86%	78%	10%	8%	14%	4%	17%	29%	8%	35%
Hubbell RACO	19	.50-4C	79%	78%	8%	11%	8%	3%	20%	35%	8%	18%
Arlington Industries, Inc.	69	1.0-4C	87%	73%	8%	10%	10%	6%	17%	30%	7%	24%
Arlington Industries, Inc.	73	1.0-4C	83%	72%	8%	4%	10%	4%	20%	21%	4%	30%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	77%	72%	8%	8%	13%	4%	17%	34%	10%	23%
Hubbell RACO	15	.50-4C	79%	71%	8%	11%	9%	3%	12%	32%	5%	8%
Category averages:			83%	75%	8%	9%	10%	4%	17%	30%	7%	24%
Wire & cable management												
Arlington Industries, Inc.	67	1.0-4C	91%	79%	10%	11%	9%	2%	22%	23%	7%	32%
Sonoco Reels & Plugs	77	.25-4C	53%	71%	2%	18%	11%	4%	13%	29%	11%	13%
Encore Wire Corp.	17	1.0-4C	55%	56%	13%	4%	9%	4%	7%	24%	2%	9%
Underground Devices	55	.50-4C	75%	55%	11%	11%	8%	5%	8%	20%	8%	14%
Category averages:			69%	65%	9%	11%	9%	4%	13%	24%	7%	17%
Wiring devices												
Arlington Industries, Inc.	59	1.0-4C	88%	82%	11%	8%	14%	3%	14%	28%	4%	34%
Arlington Industries, Inc.	7	1.0-4C	86%	81%	10%	10%	9%	3%	14%	32%	10%	23%
Arlington Industries, Inc.	3	1.0-4C	90%	80%	12%	12%	8%	2%	13%	30%	10%	29%
Arlington Industries, Inc.	49	1.0-4C	88%	78%	8%	10%	14%	0%	15%	25%	6%	26%
Arlington Industries, Inc.	65	1.0-4C	86%	78%	10%	8%	14%	4%	17%	29%	8%	35%
Arlington Industries, Inc.	79	1.0-4C	87%	72%	11%	11%	11%	6%	11%	20%	11%	32%
Category averages:			88%	79%	10%	10%	12%	3%	14%	27%	8%	30%
Regional ad												
XCEL Energy Services	Insert	1.0-4C	39%	41%	6%	12%	12%	6%	0%	12%	3%	3%
												Base = 114

Demographics: Influence and Action Totals



Total ad influence for national ads*

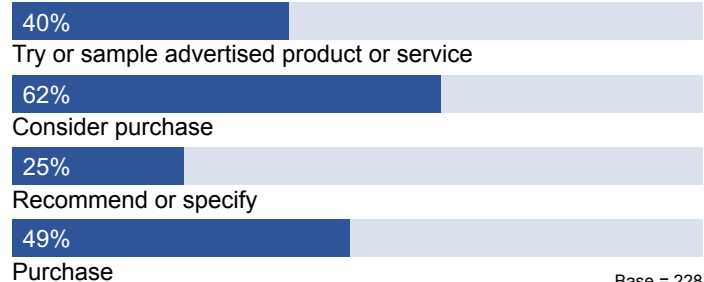


Total Buying Behavior 84%

Eighty-four percent (84%) 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 80%



Ad scores by size for national ads*

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	58%	60%
One page	32	78%	60%	51%
Two-thirds page	1	64%	59%	58%
One-half page	5	73%	54%	47%
One-third page	1	61%	48%	34%
One-fourth page	4	59%	57%	42%
One-eighth page	3	61%	57%	32%
Issue averages:		75%	59%	48%

Base = 114

Building types

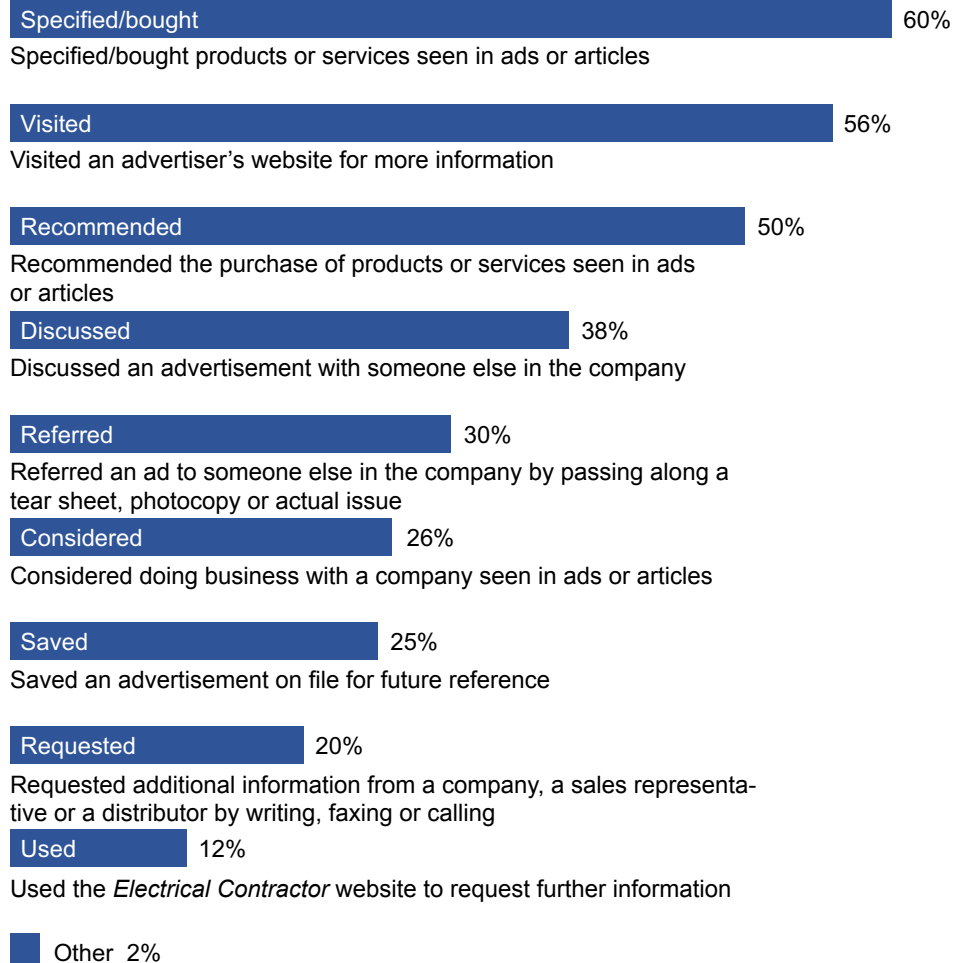
Commercial	82%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	71%
Includes single family and multi-family	
Industrial	64%
Includes manufacturing plants, power generation and utility	
Institutional	55%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	21%
Includes solar, wind, geothermal, etc.	
Non-building	21%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
No response	0%

Base = 228

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

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 = 228

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	57%
Management: project manager, superintendent, supervisor, foreman	15%
Electrician (field), journeyman, technician, installer, service person	14%
Estimator	4%
Inspector	3%
Staff engineer, designer, electrical engineer	3%
Purchasing agent, buyer	1%
Other	3%
No response	0%

Base = 228

Primary business

Electrical contracting/low-voltage contracting	82%
Engineering/architecture/consulting	4%
Systems integration/consulting	4%
Wholesaler/distributor	1%
Other	9%
No response	0%

Base = 228

Building systems installed

Lighting	83%
Maintenance, service, repair	82%
Premises wiring	72%
Power quality systems (includes standby, co-gen, etc.)	60%
Security (includes CCTV, access/motion/intrusion systems)	58%
Fire/life safety systems	53%
Communications systems (VDV)	44%
Total building automation systems (includes HVAC, lighting)	41%
Alternative-energy systems	34%
Fiber optics	33%
None of the above	1%
No response	0%

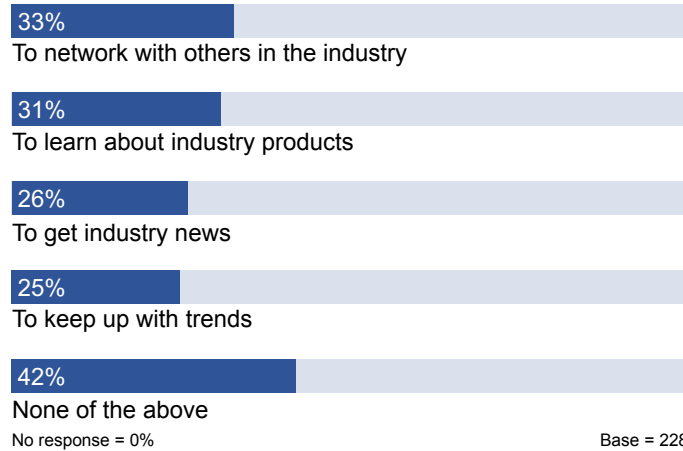
Base = 228

Demographics: Social Media



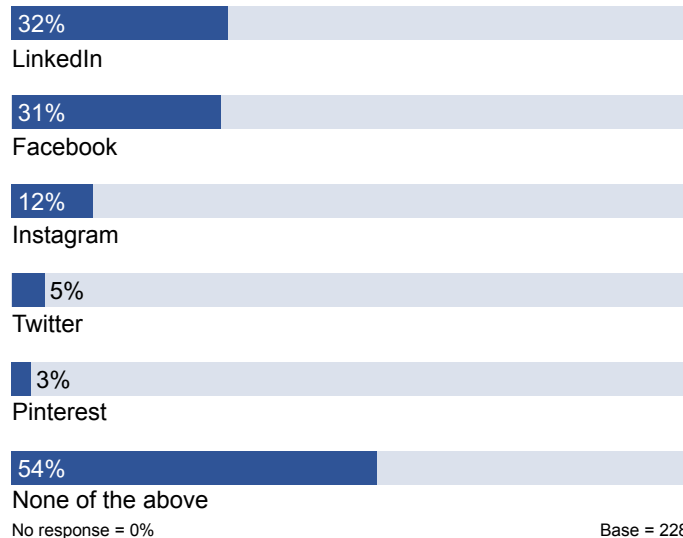
Professional use of social media

Fifty-eight percent (58%) of Electrical Contractor respondents report one or more of these reasons for using social media.



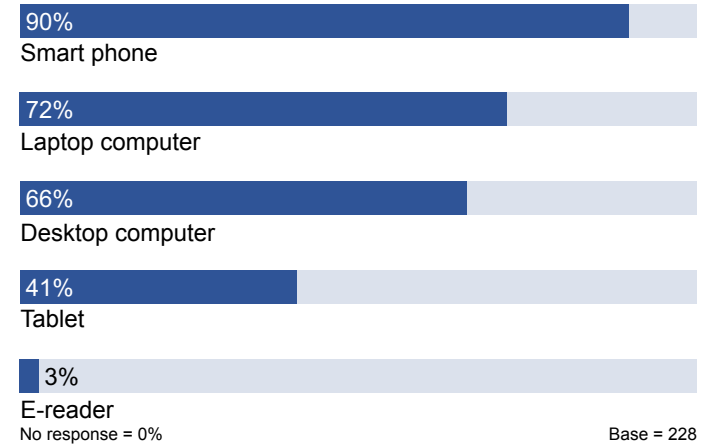
Social media platforms used for work

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.



2021

Ad Study Schedule

Reserve your space now!

February
closing
January 5

June
closing
May 5

August
closing
July 5

December
closing
November 5

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

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

About 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 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
print, digital and online media.

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