

Executive Summary

All ads by page number..... **2.0**

Top ads by exposure, engagement, involvement

Definitions of Scores..... **3.0**

Editorial

Recall scores by page number..... **4.0**

Platform use/digital devices/reading habits **4.1**

Reading habits **4.2**

Ad Scores by product or service category:

Exposure, engagement and involvement totals **5.0**

Audience engagement totals with details **6.0**

Involvement totals with buying action details **7.0**

Demographics..... **8.0**

About mediaViewPro

About mediaViewPro..... **9.0**

Methodology..... **9.1**

About the survey sponsor..... **9.1**

About Baxter Research Center **9.1**

BAXTER

RESEARCH CENTER™

POWERFUL INSIGHTS. ACTIONABLE INTELLIGENCE.



February 2021

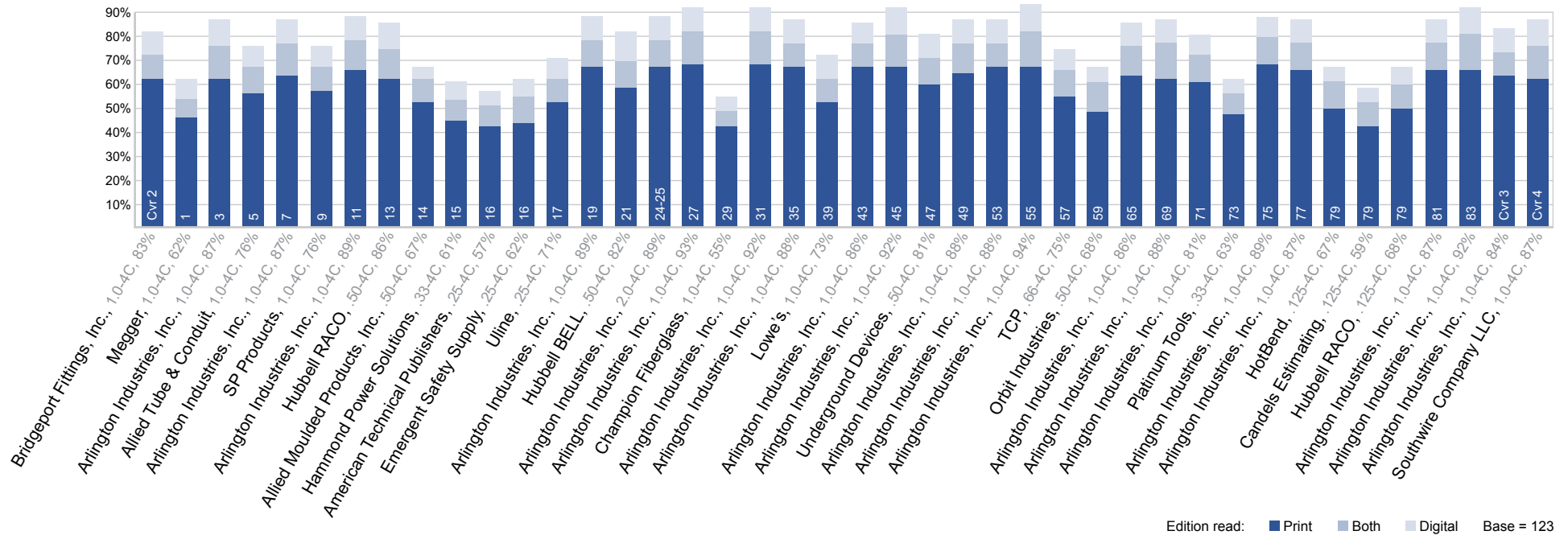
Independent Ad Performance News:

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%	Arlington Industries, Inc.	86%	100%	Arlington Industries, Inc.	88%	83%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	81%	100%	Arlington Industries, Inc.	86%	82%
Arlington Industries, Inc.	92%	Underground Devices	81%	100%	Arlington Industries, Inc.	84%	82%
Arlington Industries, Inc.	92%	SP Products	76%	100%	Bridgeport Fittings, Inc.	83%	82%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	94%	99%	Arlington Industries, Inc.	81%	80%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	93%	99%	Arlington Industries, Inc.	87%	77%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	92%	99%	Arlington Industries, Inc.	92%	76%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	89%	99%	Arlington Industries, Inc.	92%	76%
Arlington Industries, Inc.	89%	Arlington Industries, Inc.	89%	99%	Arlington Industries, Inc.	92%	76%
Arlington Industries, Inc.	88%	Arlington Industries, Inc.	88%	99%	Arlington Industries, Inc.	89%	76%

Definitions of Scores



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 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

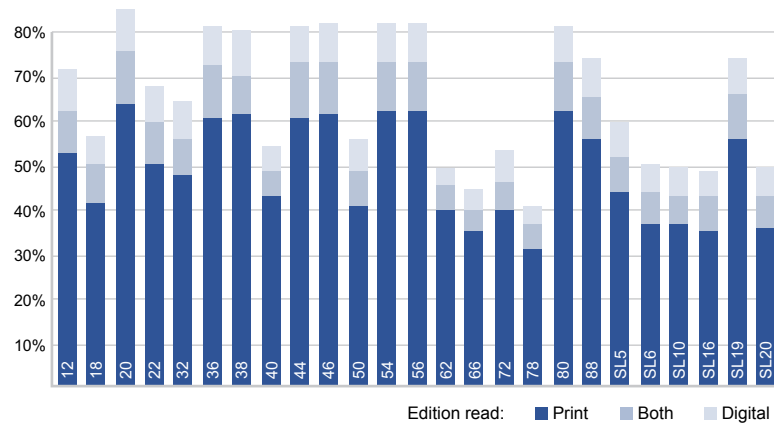
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization, either 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 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	72%	79%	40%
Your Business	18	57%	74%	45%
Code FAQs	20	86%	81%	71%
Feature: Attracting Next-Gen Electricians	22	68%	82%	50%
Feature: Leading by Example	32	65%	69%	47%
Code Insider	36	82%	80%	70%
Pro Tips	38	81%	81%	64%
Feature: Show and Tell	40	55%	73%	55%
Code Quiz	44	82%	78%	67%
Products: Boxes, Switches and Receptacles	46	83%	76%	56%
Feature: Service with a Smile	50	56%	71%	43%
Code Applications	54	83%	80%	70%
New Products	56	83%	78%	58%
Feature: Coming together for the better	62	50%	66%	39%
On the market: packing and tracking	66	45%	56%	36%
Security	72	54%	56%	33%
ISC Products	78	41%	49%	40%
Cool Tools	80	82%	79%	60%
Code Comments	88	75%	83%	63%
Management	SL5	60%	65%	46%
Feature: forming fresh habits	SL6	51%	69%	37%
Feature: A whole new way of thinking	SL10	50%	72%	39%
Feature: Send the right message	SL16	49%	71%	49%
Toolbox Talk	SL19	75%	73%	56%
Best Practices: Cannabis	SL20	50%	56%	39%

Base = 246

Definitions:

Recall Seeing is a percentage of the base number.

Read Some is a percentage of the "Recall Seeing" score.

Read Most is a percentage of the "Read Some" score.

Percentage totals may not equal 100, due to rounding.

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



Editorial: Platform Use/Reader Preferences



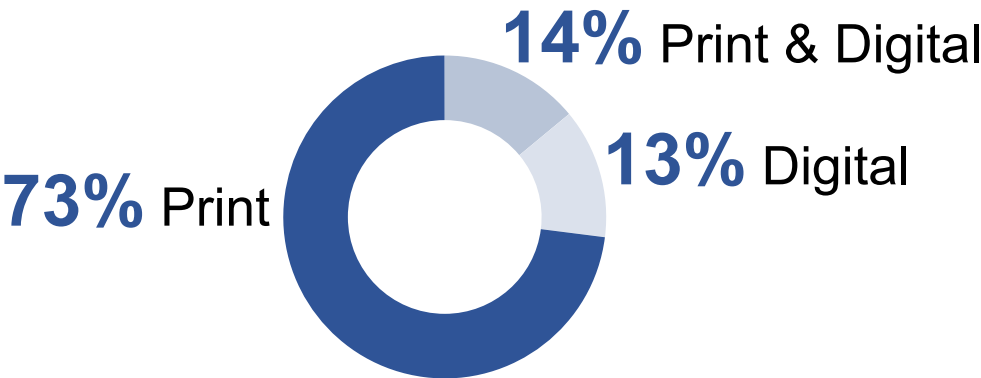
Readers comment
on the magazine

[Electrical Contractor] keeps me up-to-date on current trends, regulations and products.
— Owner

[I read Electrical Contractor to] keep up with code changes, new tools and materials, code questions and answers.
— Vice President

[The magazine] keeps me up-to-date on code and what is going on in the industry.
— Master Electrician

Print & Digital Edition Magazine Readership



A combined 87% of *Electrical Contractor* respondents read the print edition: 73% read print only, and 14% read both print and digital editions. A combined 27% of respondents read the digital edition: 13% read the digital version only, and 14% read both print and digital formats.

Print	73%
Print and digital	14%
Digital.	13%
No response	0%

Base = 246

Format preference

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

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

Base = 246

Respondents rate *Electrical Contractor*

Personal favorite.	30%
Very important	28%
Important	31%
Somewhat important.	10%
Not important	1%
No response	0%

Base = 246

Editorial: Reading Habits



I love the business insights, new tools and products and code questions.

— Principal

[Electrical Contractor] gives my company insight into new products available, and applies code articles with real job site conditions.

— Owner

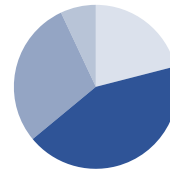
I read [Electrical Contractor] to keep up with low-voltage wiring and associated products & codes. I especially like the new products section.

— President

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

When read

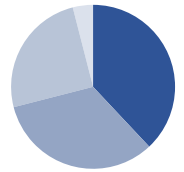
Same day issue is received	21%
Within three days	43%
Within a week	29%
One week or later	7%
No response	0%



Base = 246

Time spent reading

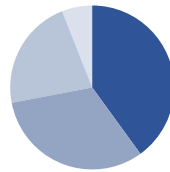
45 minutes or more.	38%
30 - 44 minutes.	33%
15 - 29 minutes.	25%
Less than 15 minutes	4%
No response	0%



Base = 246

How often each issue is read

4 or more times.	40%
3 times	32%
2 times	22%
1 time	6%
No response	0%



Base = 246

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.4 other professionals.

1.4
Other
People

Base = 246

Editorial: Reading Habits *continued*



I read Electrical Contractor mostly for the what is trending in the industry and what is new out there.

— Principal

[Electrical Contractor] keeps me abreast of what's new in the electrical world.

— Owner

Best-written trade publication for electricians.

— 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	57%	48%	9%	6%	4%	0%	21%	12%
Cabling Installation & Maintenance	9%	8%	1%	3%	1%	2%	54%	31%
Security Magazine	8%	6%	2%	4%	1%	5%	49%	33%
Communications News	5%	4%	1%	2%	2%	1%	56%	34%
Security Dealer	5%	4%	1%	1%	2%	1%	57%	34%

Base = 246

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



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.

	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.	55	1.0-4C	94%	65%	46%	99%	71%
Arlington Industries, Inc.	45	1.0-4C	92%	61%	55%	98%	76%
Arlington Industries, Inc.	83	1.0-4C	92%	60%	56%	97%	76%
Arlington Industries, Inc.	11	1.0-4C	89%	63%	52%	95%	68%
Arlington Industries, Inc.	75	1.0-4C	89%	58%	54%	99%	74%
Arlington Industries, Inc.	24-25	2.0-4C	89%	54%	58%	99%	76%
Arlington Industries, Inc.	69	1.0-4C	88%	63%	49%	95%	75%
Arlington Industries, Inc.	35	1.0-4C	88%	61%	46%	98%	75%
Arlington Industries, Inc.	49	1.0-4C	88%	56%	51%	99%	75%
Arlington Industries, Inc.	3	1.0-4C	87%	66%	51%	99%	72%
Arlington Industries, Inc.	81	1.0-4C	87%	63%	53%	98%	75%
Arlington Industries, Inc.	7	1.0-4C	87%	59%	47%	97%	71%
Arlington Industries, Inc.	77	1.0-4C	87%	57%	56%	99%	77%
Arlington Industries, Inc.	65	1.0-4C	86%	60%	54%	100%	75%
Hubbell RACO	13	.50-4C	86%	58%	30%	99%	73%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	65%	60%	98%	82%
Hubbell BELL	21	.50-4C	82%	46%	24%	93%	59%
Arlington Industries, Inc.	71	1.0-4C	81%	57%	65%	100%	80%
Hubbell RACO	79	.125-4C	68%	59%	50%	99%	62%
Orbit Industries	59	.50-4C	68%	51%	31%	95%	57%
Allied Moulded Products, Inc.	14	.50-4C	67%	61%	37%	94%	72%
Emergent Safety Supply	16	.25-4C	62%	45%	32%	93%	43%
Category averages:			84%	59%	48%	97%	71%
Computer software							
Champion Fiberglass	29	1.0-4C	55%	51%	43%	97%	47%
Contractor equipment							
Uline	17	.25-4C	71%	38%	26%	96%	52%
HotBend	79	.125-4C	67%	54%	39%	97%	57%
Category averages:			69%	46%	33%	97%	55%
<i>(continued)</i>							

Base = 123

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
Contractor services (incl. rental & mechanical)							
Candels Estimating	79	.125-4C	59%	58%	41%	95%	33%
Distribution equipment							
Hammond Power Solutions	15	.33-4C	61%	39%	29%	95%	40%
Electrical distributor (incl. low volt.)							
Lowe's	39	1.0-4C	73%	38%	25%	91%	45%
Uline	17	.25-4C	71%	38%	26%	96%	52%
Category averages:			72%	38%	26%	94%	49%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	83	1.0-4C	92%	60%	56%	97%	76%
Arlington Industries, Inc.	53	1.0-4C	88%	65%	53%	99%	83%
Arlington Industries, Inc.	49	1.0-4C	88%	56%	51%	99%	75%
Arlington Industries, Inc.	65	1.0-4C	86%	60%	54%	100%	75%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	55%	48%	99%	82%
SP Products	9	1.0-4C	76%	46%	31%	100%	59%
Orbit Industries	59	.50-4C	68%	51%	31%	95%	57%
Platinum Tools	73	.33-4C	63%	54%	44%	95%	56%
Category averages:			81%	56%	46%	98%	70%
Hand tools							
HotBend	79	.125-4C	67%	54%	39%	97%	57%
Lighting products/fixtures							
TCP	57	.66-4C	75%	61%	43%	99%	63%
Meters/instru (test) power & low volt.							
Platinum Tools	73	.33-4C	63%	54%	44%	95%	56%
Megger	1	1.0-4C	62%	42%	38%	94%	66%
Category averages:			63%	48%	41%	95%	61%

(continued)

Base = 123

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	79	.125-4C	67%	54%	39%	97%	57%
Raceway/cable tray/conduit							
Arlington Industries, Inc.	53	1.0-4C	88%	65%	53%	99%	83%
Arlington Industries, Inc.	77	1.0-4C	87%	57%	56%	99%	77%
SP Products	9	1.0-4C	76%	46%	31%	100%	59%
Allied Tube & Conduit	5	1.0-4C	76%	41%	26%	99%	59%
Emergent Safety Supply	16	.25-4C	62%	45%	32%	93%	43%
Champion Fiberglass	29	1.0-4C	55%	51%	43%	97%	47%
Category averages:			74%	51%	40%	98%	61%
Training/Safety organization							
American Technical Publishers	16	.25-4C	57%	60%	24%	95%	66%
Transformers							
Hammond Power Solutions	15	.33-4C	61%	39%	29%	95%	40%
Wire & cable							
Southwire Company LLC	Cvr 4	1.0-4C	87%	60%	46%	98%	72%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	27	1.0-4C	93%	59%	47%	99%	73%
Arlington Industries, Inc.	31	1.0-4C	92%	61%	50%	99%	76%
Arlington Industries, Inc.	83	1.0-4C	92%	60%	56%	97%	76%
Arlington Industries, Inc.	19	1.0-4C	89%	62%	56%	98%	74%
Arlington Industries, Inc.	43	1.0-4C	86%	66%	53%	99%	82%
Hubbell RACO	13	.50-4C	86%	58%	30%	99%	73%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	55%	48%	99%	82%
Hubbell BELL	21	.50-4C	82%	46%	24%	93%	59%
Allied Tube & Conduit	5	1.0-4C	76%	41%	26%	99%	59%

(continued)

Base = 123

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	79	.125-4C	68%	59%	50%	99%	62%
Category averages:			85%	57%	44%	98%	72%
Wire & cable management							
Southwire Company LLC	Cvr 4	1.0-4C	87%	60%	46%	98%	72%
Underground Devices	47	.50-4C	81%	54%	43%	100%	58%
Category averages:			84%	57%	45%	99%	65%
Wiring devices							
Arlington Industries, Inc.	55	1.0-4C	94%	65%	46%	99%	71%
Arlington Industries, Inc.	27	1.0-4C	93%	59%	47%	99%	73%
Arlington Industries, Inc.	45	1.0-4C	92%	61%	55%	98%	76%
Arlington Industries, Inc.	31	1.0-4C	92%	61%	50%	99%	76%
Arlington Industries, Inc.	11	1.0-4C	89%	63%	52%	95%	68%
Arlington Industries, Inc.	19	1.0-4C	89%	62%	56%	98%	74%
Arlington Industries, Inc.	75	1.0-4C	89%	58%	54%	99%	74%
Arlington Industries, Inc.	24-25	2.0-4C	89%	54%	58%	99%	76%
Arlington Industries, Inc.	69	1.0-4C	88%	63%	49%	95%	75%
Arlington Industries, Inc.	35	1.0-4C	88%	61%	46%	98%	75%
Arlington Industries, Inc.	3	1.0-4C	87%	66%	51%	99%	72%
Arlington Industries, Inc.	81	1.0-4C	87%	63%	53%	98%	75%
Arlington Industries, Inc.	7	1.0-4C	87%	59%	47%	97%	71%
Arlington Industries, Inc.	43	1.0-4C	86%	66%	53%	99%	82%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	65%	60%	98%	82%
Arlington Industries, Inc.	71	1.0-4C	81%	57%	65%	100%	80%
Category averages:			88%	61%	53%	98%	75%

Base = 123

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.	65	1.0-4C	86%	100%	77%	92%	66%	82%
Arlington Industries, Inc.	71	1.0-4C	81%	100%	78%	91%	71%	76%
Arlington Industries, Inc.	55	1.0-4C	94%	99%	80%	93%	74%	79%
Arlington Industries, Inc.	75	1.0-4C	89%	99%	80%	92%	67%	80%
Arlington Industries, Inc.	24-25	2.0-4C	89%	99%	73%	89%	65%	76%
Arlington Industries, Inc.	49	1.0-4C	88%	99%	82%	93%	77%	84%
Arlington Industries, Inc.	3	1.0-4C	87%	99%	76%	88%	63%	79%
Arlington Industries, Inc.	77	1.0-4C	87%	99%	76%	93%	70%	81%
Hubbell RACO	13	.50-4C	86%	99%	72%	92%	65%	78%
Hubbell RACO	79	.125-4C	68%	99%	67%	75%	58%	68%
Arlington Industries, Inc.	45	1.0-4C	92%	98%	84%	96%	79%	90%
Arlington Industries, Inc.	35	1.0-4C	88%	98%	77%	89%	61%	83%
Arlington Industries, Inc.	81	1.0-4C	87%	98%	77%	88%	67%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	98%	81%	90%	67%	77%
Arlington Industries, Inc.	83	1.0-4C	92%	97%	77%	94%	67%	83%
Arlington Industries, Inc.	7	1.0-4C	87%	97%	73%	86%	67%	73%
Arlington Industries, Inc.	11	1.0-4C	89%	95%	76%	85%	60%	78%
Arlington Industries, Inc.	69	1.0-4C	88%	95%	79%	88%	67%	82%
Orbit Industries	59	.50-4C	68%	95%	48%	78%	54%	46%
Allied Moulded Products, Inc.	14	.50-4C	67%	94%	59%	83%	66%	65%
Hubbell BELL	21	.50-4C	82%	93%	57%	78%	55%	55%
Emergent Safety Supply	16	.25-4C	62%	93%	33%	70%	40%	35%
Category averages:			84%	97%	72%	87%	65%	74%
Computer software								
Champion Fiberglass	29	1.0-4C	55%	97%	42%	75%	49%	44%
Contractor equipment								
HotBend	79	.125-4C	67%	97%	56%	81%	59%	56%
Uline	17	.25-4C	71%	96%	52%	80%	48%	66%
Category averages:			69%	97%	54%	81%	54%	61%
<i>(continued)</i>								Base = 123

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
Contractor services (incl. rental & mechanical)								
Candels Estimating	79	.125-4C	59%	95%	33%	63%	37%	39%
Distribution equipment								
Hammond Power Solutions	15	.33-4C	61%	95%	43%	67%	38%	53%
Electrical distributor (incl. low volt.)								
Uline	17	.25-4C	71%	96%	52%	80%	48%	66%
Lowe's	39	1.0-4C	73%	91%	61%	65%	39%	70%
Category averages:			72%	94%	57%	73%	44%	68%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	65	1.0-4C	86%	100%	77%	92%	66%	82%
SP Products	9	1.0-4C	76%	100%	52%	91%	62%	57%
Arlington Industries, Inc.	53	1.0-4C	88%	99%	82%	90%	67%	80%
Arlington Industries, Inc.	49	1.0-4C	88%	99%	82%	93%	77%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	99%	62%	94%	70%	79%
Arlington Industries, Inc.	83	1.0-4C	92%	97%	77%	94%	67%	83%
Orbit Industries	59	.50-4C	68%	95%	48%	78%	54%	46%
Platinum Tools	73	.33-4C	63%	95%	47%	76%	53%	61%
Category averages:			81%	98%	66%	89%	65%	72%
Hand tools								
HotBend	79	.125-4C	67%	97%	56%	81%	59%	56%
Lighting products/fixtures								
TCP	57	.66-4C	75%	99%	56%	77%	60%	53%
Meters/instru (test) power & low volt.								
Platinum Tools	73	.33-4C	63%	95%	47%	76%	53%	61%
Megger	1	1.0-4C	62%	94%	67%	88%	64%	60%
Category averages:			63%	95%	57%	82%	59%	61%

(continued)

Base = 123

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	79	.125-4C	67%	97%	56%	81%	59%	56%
Raceway/cable tray/conduit								
SP Products	9	1.0-4C	76%	100%	52%	91%	62%	57%
Arlington Industries, Inc.	53	1.0-4C	88%	99%	82%	90%	67%	80%
Arlington Industries, Inc.	77	1.0-4C	87%	99%	76%	93%	70%	81%
Allied Tube & Conduit	5	1.0-4C	76%	99%	56%	86%	58%	70%
Champion Fiberglass	29	1.0-4C	55%	97%	42%	75%	49%	44%
Emergent Safety Supply	16	.25-4C	62%	93%	33%	70%	40%	35%
Category averages:			74%	98%	57%	84%	58%	61%
Training/Safety organization								
American Technical Publishers	16	.25-4C	57%	95%	57%	81%	59%	67%
Transformers								
Hammond Power Solutions	15	.33-4C	61%	95%	43%	67%	38%	53%
Wire & cable								
Southwire Company LLC	Cvr 4	1.0-4C	87%	98%	73%	91%	67%	83%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	27	1.0-4C	93%	99%	75%	95%	68%	81%
Arlington Industries, Inc.	31	1.0-4C	92%	99%	75%	97%	70%	81%
Arlington Industries, Inc.	43	1.0-4C	86%	99%	83%	97%	68%	88%
Hubbell RACO	13	.50-4C	86%	99%	72%	92%	65%	78%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	99%	62%	94%	70%	79%
Allied Tube & Conduit	5	1.0-4C	76%	99%	56%	86%	58%	70%
Hubbell RACO	79	.125-4C	68%	99%	67%	75%	58%	68%
Arlington Industries, Inc.	19	1.0-4C	89%	98%	79%	89%	67%	78%
Arlington Industries, Inc.	83	1.0-4C	92%	97%	77%	94%	67%	83%

(continued)

Base = 123

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>								
Hubbell BELL	21	.50-4C	82%	93%	57%	78%	55%	55%
Category averages:			85%	98%	70%	90%	65%	76%
Wire & cable management								
Underground Devices	47	.50-4C	81%	100%	49%	83%	59%	57%
Southwire Company LLC	Cvr 4	1.0-4C	87%	98%	73%	91%	67%	83%
Category averages:			84%	99%	61%	87%	63%	70%
Wiring devices								
Arlington Industries, Inc.	71	1.0-4C	81%	100%	78%	91%	71%	76%
Arlington Industries, Inc.	55	1.0-4C	94%	99%	80%	93%	74%	79%
Arlington Industries, Inc.	27	1.0-4C	93%	99%	75%	95%	68%	81%
Arlington Industries, Inc.	31	1.0-4C	92%	99%	75%	97%	70%	81%
Arlington Industries, Inc.	75	1.0-4C	89%	99%	80%	92%	67%	80%
Arlington Industries, Inc.	24-25	2.0-4C	89%	99%	73%	89%	65%	76%
Arlington Industries, Inc.	3	1.0-4C	87%	99%	76%	88%	63%	79%
Arlington Industries, Inc.	43	1.0-4C	86%	99%	83%	97%	68%	88%
Arlington Industries, Inc.	45	1.0-4C	92%	98%	84%	96%	79%	90%
Arlington Industries, Inc.	19	1.0-4C	89%	98%	79%	89%	67%	78%
Arlington Industries, Inc.	35	1.0-4C	88%	98%	77%	89%	61%	83%
Arlington Industries, Inc.	81	1.0-4C	87%	98%	77%	88%	67%	74%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	98%	81%	90%	67%	77%
Arlington Industries, Inc.	7	1.0-4C	87%	97%	73%	86%	67%	73%
Arlington Industries, Inc.	11	1.0-4C	89%	95%	76%	85%	60%	78%
Arlington Industries, Inc.	69	1.0-4C	88%	95%	79%	88%	67%	82%
Category averages:			88%	98%	78%	91%	68%	80%
Base = 123								

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
Boxes, conduit bodies & enclosures												
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	82%	7%	11%	10%	2%	22%	31%	9%	46%
Arlington Industries, Inc.	71	1.0-4C	81%	80%	13%	11%	6%	2%	18%	35%	11%	29%
Arlington Industries, Inc.	77	1.0-4C	87%	77%	9%	7%	8%	2%	11%	32%	11%	30%
Arlington Industries, Inc.	45	1.0-4C	92%	76%	8%	7%	3%	1%	16%	29%	9%	31%
Arlington Industries, Inc.	83	1.0-4C	92%	76%	9%	5%	9%	2%	14%	32%	10%	34%
Arlington Industries, Inc.	24-25	2.0-4C	89%	76%	12%	9%	10%	1%	14%	33%	9%	31%
Arlington Industries, Inc.	69	1.0-4C	88%	75%	12%	5%	7%	1%	14%	26%	8%	33%
Arlington Industries, Inc.	35	1.0-4C	88%	75%	11%	7%	8%	0%	13%	33%	9%	30%
Arlington Industries, Inc.	49	1.0-4C	88%	75%	7%	8%	5%	0%	12%	27%	7%	30%
Arlington Industries, Inc.	81	1.0-4C	87%	75%	9%	9%	10%	3%	13%	37%	9%	32%
Arlington Industries, Inc.	65	1.0-4C	86%	75%	8%	10%	8%	3%	17%	38%	8%	25%
Arlington Industries, Inc.	75	1.0-4C	89%	74%	11%	9%	7%	2%	12%	28%	11%	37%
Hubbell RACO	13	.50-4C	86%	73%	8%	7%	7%	0%	15%	24%	5%	28%
Arlington Industries, Inc.	3	1.0-4C	87%	72%	9%	7%	4%	1%	17%	28%	9%	36%
Allied Moulded Products, Inc.	14	.50-4C	67%	72%	15%	7%	4%	1%	14%	30%	4%	27%
Arlington Industries, Inc.	55	1.0-4C	94%	71%	9%	8%	7%	2%	9%	30%	9%	32%

(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 = 123

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.	7	1.0-4C	87%	71%	10%	7%	9%	0%	14%	34%	7%	30%
Arlington Industries, Inc.	11	1.0-4C	89%	68%	9%	4%	9%	2%	11%	32%	5%	30%
Hubbell RACO	79	.125-4C	68%	62%	10%	7%	9%	1%	17%	28%	7%	22%
Hubbell BELL	21	.50-4C	82%	59%	10%	2%	5%	1%	8%	28%	5%	13%
Orbit Industries	59	.50-4C	68%	57%	13%	10%	10%	0%	10%	27%	5%	10%
Emergent Safety Supply	16	.25-4C	62%	43%	10%	3%	0%	0%	5%	20%	3%	8%
Category averages:			84%	71%	10%	7%	7%	1%	13%	30%	8%	28%
Computer software												
Champion Fiberglass	29	1.0-4C	55%	47%	10%	7%	8%	2%	10%	17%	0%	7%
Contractor equipment												
HotBend	79	.125-4C	67%	57%	12%	9%	3%	0%	15%	21%	1%	10%
Uline	17	.25-4C	71%	52%	11%	6%	8%	0%	6%	21%	4%	10%
Category averages:			69%	55%	12%	8%	6%	0%	11%	21%	3%	10%
Contractor services (incl. rental & mechanical)												
Candels Estimating	79	.125-4C	59%	33%	4%	7%	4%	2%	7%	14%	5%	7%
Distribution equipment												
Hammond Power Solutions	15	.33-4C	61%	40%	7%	8%	3%	0%	7%	18%	5%	5%
Electrical distributor (incl. low volt.)												
Uline	17	.25-4C	71%	52%	11%	6%	8%	0%	6%	21%	4%	10%
Lowe's	39	1.0-4C	73%	45%	7%	4%	7%	1%	6%	12%	3%	16%
Category averages:			72%	49%	9%	5%	8%	1%	6%	17%	4%	13%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	53	1.0-4C	88%	83%	9%	8%	11%	2%	13%	40%	7%	34%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	82%	13%	12%	9%	3%	14%	39%	10%	34%
Arlington Industries, Inc.	83	1.0-4C	92%	76%	9%	5%	9%	2%	14%	32%	10%	34%
<i>(continued)</i>												Base = 123

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
Fasteners, hangers, clamps, supports <i>continued</i>												
Arlington Industries, Inc.	49	1.0-4C	88%	75%	7%	8%	5%	0%	12%	27%	7%	30%
Arlington Industries, Inc.	65	1.0-4C	86%	75%	8%	10%	8%	3%	17%	38%	8%	25%
SP Products	9	1.0-4C	76%	59%	9%	9%	1%	0%	4%	30%	9%	11%
Orbit Industries	59	.50-4C	68%	57%	13%	10%	10%	0%	10%	27%	5%	10%
Platinum Tools	73	.33-4C	63%	56%	10%	10%	10%	0%	8%	21%	6%	18%
Category averages:			81%	70%	10%	9%	8%	1%	12%	32%	8%	25%
Hand tools												
HotBend	79	.125-4C	67%	57%	12%	9%	3%	0%	15%	21%	1%	10%
Lighting products/fixtures												
TCP	57	.66-4C	75%	63%	11%	5%	12%	4%	9%	25%	5%	17%
Meters/instru (test) power & low volt.												
Megger	1	1.0-4C	62%	66%	15%	16%	6%	3%	7%	27%	3%	13%
Platinum Tools	73	.33-4C	63%	56%	10%	10%	10%	0%	8%	21%	6%	18%
Category averages:			63%	61%	13%	13%	8%	2%	8%	24%	5%	16%
Power tools												
HotBend	79	.125-4C	67%	57%	12%	9%	3%	0%	15%	21%	1%	10%
Raceway/cable tray/conduit												
Arlington Industries, Inc.	53	1.0-4C	88%	83%	9%	8%	11%	2%	13%	40%	7%	34%
Arlington Industries, Inc.	77	1.0-4C	87%	77%	9%	7%	8%	2%	11%	32%	11%	30%
SP Products	9	1.0-4C	76%	59%	9%	9%	1%	0%	4%	30%	9%	11%
Allied Tube & Conduit	5	1.0-4C	76%	59%	6%	8%	3%	3%	10%	22%	6%	23%
Champion Fiberglass	29	1.0-4C	55%	47%	10%	7%	8%	2%	10%	17%	0%	7%
Emergent Safety Supply	16	.25-4C	62%	43%	10%	3%	0%	0%	5%	20%	3%	8%
Category averages:			74%	61%	9%	7%	5%	2%	9%	27%	6%	19%

(continued)

Base = 123

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
Training/Safety organization												
American Technical Publishers	16	.25-4C	57%	66%	17%	10%	5%	0%	3%	29%	7%	12%
Transformers												
Hammond Power Solutions	15	.33-4C	61%	40%	7%	8%	3%	0%	7%	18%	5%	5%
Wire & cable												
Southwire Company LLC	Cvr 4	1.0-4C	87%	72%	6%	9%	9%	3%	12%	38%	9%	19%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	43	1.0-4C	86%	82%	8%	10%	6%	2%	14%	31%	14%	43%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	83%	82%	13%	12%	9%	3%	14%	39%	10%	34%
Arlington Industries, Inc.	31	1.0-4C	92%	76%	9%	7%	3%	1%	12%	34%	7%	35%
Arlington Industries, Inc.	83	1.0-4C	92%	76%	9%	5%	9%	2%	14%	32%	10%	34%
Arlington Industries, Inc.	19	1.0-4C	89%	74%	10%	7%	5%	2%	18%	33%	10%	36%
Arlington Industries, Inc.	27	1.0-4C	93%	73%	8%	8%	3%	1%	9%	26%	5%	37%
Hubbell RACO	13	.50-4C	86%	73%	8%	7%	7%	0%	15%	24%	5%	28%
Hubbell RACO	79	.125-4C	68%	62%	10%	7%	9%	1%	17%	28%	7%	22%
Hubbell BELL	21	.50-4C	82%	59%	10%	2%	5%	1%	8%	28%	5%	13%
Allied Tube & Conduit	5	1.0-4C	76%	59%	6%	8%	3%	3%	10%	22%	6%	23%
Category averages:			85%	72%	9%	7%	6%	2%	13%	30%	8%	31%
Wire & cable management												
Southwire Company LLC	Cvr 4	1.0-4C	87%	72%	6%	9%	9%	3%	12%	38%	9%	19%
Underground Devices	47	.50-4C	81%	58%	12%	10%	9%	2%	12%	23%	6%	10%
Category averages:			84%	65%	9%	10%	9%	3%	12%	31%	8%	15%
Wiring devices												
Arlington Industries, Inc.	43	1.0-4C	86%	82%	8%	10%	6%	2%	14%	31%	14%	43%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	82%	7%	11%	10%	2%	22%	31%	9%	46%
Arlington Industries, Inc.	71	1.0-4C	81%	80%	13%	11%	6%	2%	18%	35%	11%	29%

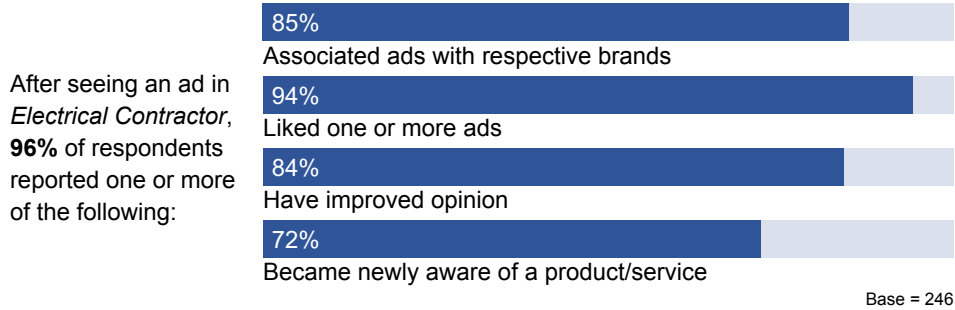
(continued)

Base = 123

Demographics: Influence and Action Totals

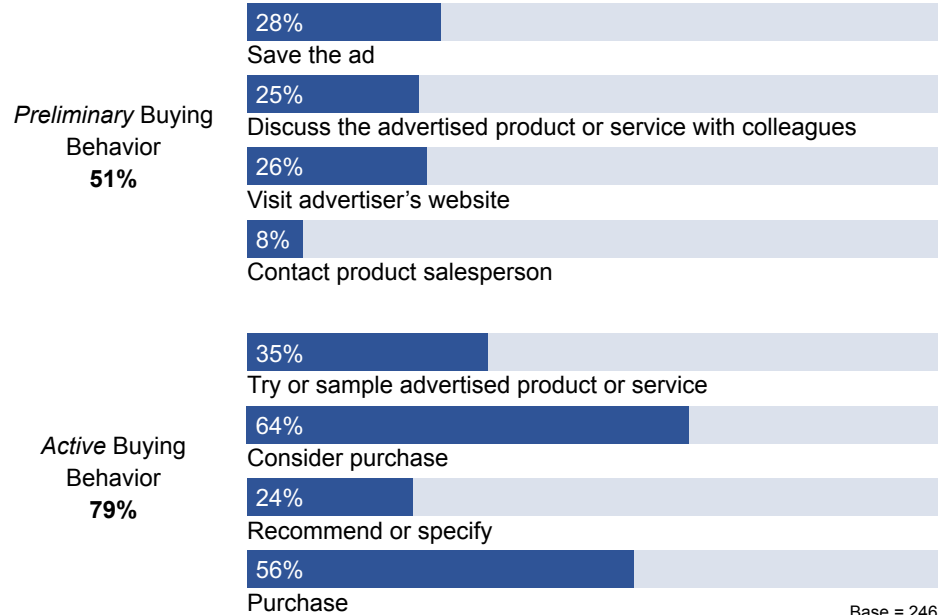


Total ad influence for all studied ads



Total Buying Behavior 83%

Eighty-three percent (83%) of respondents indicated that after seeing an ad in *Electrical Contractor* they, or someone in their organization, have taken, or are likely to take, one or more of the following purchasing actions:



Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	54%	58%
One page	27	84%	58%	49%
Two-thirds page	1	75%	61%	43%
One-half page	5	77%	54%	33%
One-third page	2	62%	47%	37%
One-fourth page	3	63%	48%	27%
One-eighth page	3	65%	57%	43%
Issue averages:		79%	56%	44%

Base = 123

Building types

Commercial	85%
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	61%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	27%
Includes solar, wind, geothermal, etc.	
Non-building	25%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	1%
No response	0%

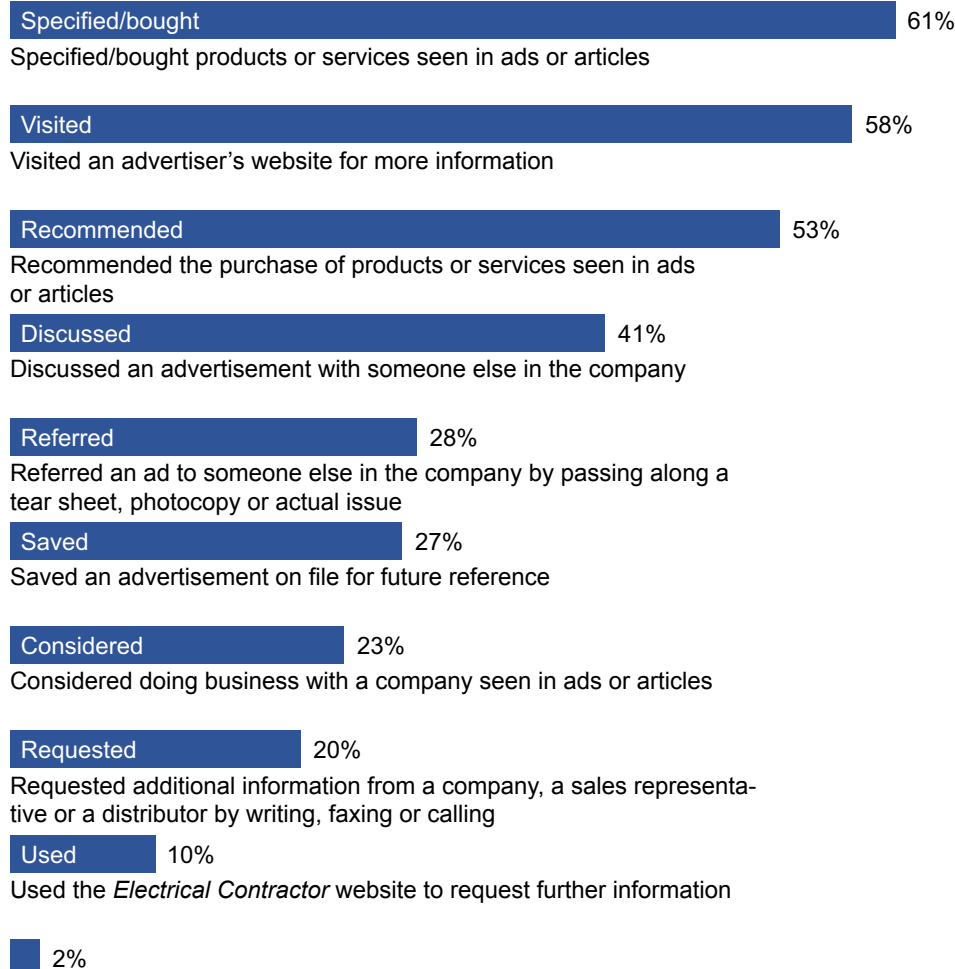
Base = 246

Demographics *continued*



Purchasing actions taken

Ninety-three percent (93%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



Base = 246

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	61%
Electrician (field), journeyman, technician, installer, service person	14%
Management: project manager, superintendent, supervisor, foreman	13%
Estimator	3%
Staff engineer, designer, electrical engineer.	3%
Inspector.	1%
Apprentice	0%
Purchasing agent, buyer.	0%
Other.	5%
No response	0%

Base = 246

Primary business

Electrical contracting/low-voltage contracting.	84%
Engineering/architecture/consulting	3%
Systems integration/consulting.	3%
Wholesaler/distributor.	2%
Other.	8%
No response	0%

Base = 246

Building systems installed

Lighting.	84%
Maintenance, service, repair	81%
Premises wiring	76%
Fire/life safety systems.	58%
Security (includes CCTV, access/motion/intrusion systems)	58%
Power quality systems (includes standby, co-gen, etc.)	56%
Communications systems (VDV)	44%
Total building automation systems (includes HVAC, lighting).	37%
Fiber optics.	35%
Alternative-energy systems	29%
None of the above	2%
No response	0%

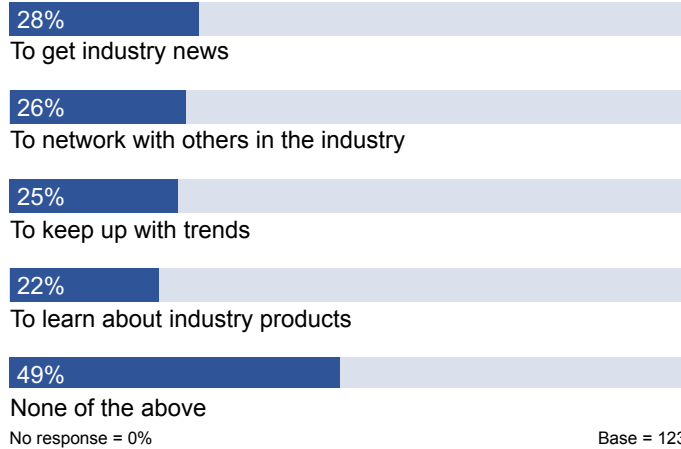
Base = 246

Demographics: Social Media



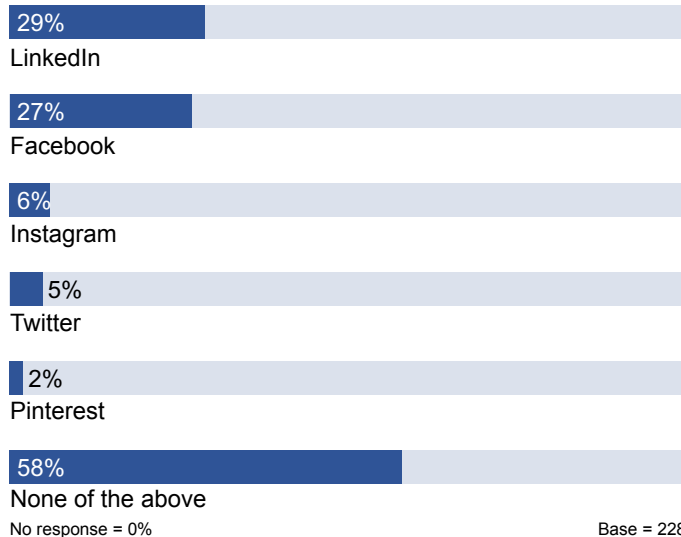
Professional use of social media

Fifty-one percent (51%) of Electrical Contractor respondents report one or more of these reasons for using social media.



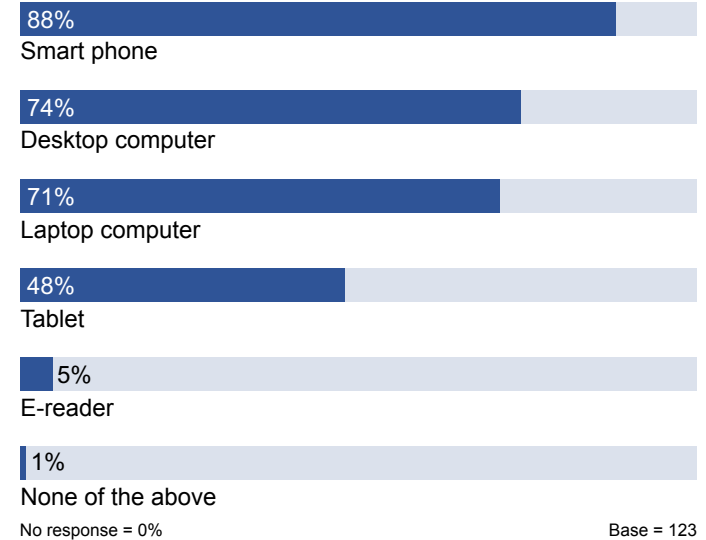
Social media platforms used for work

Forty-two percent (42%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



Digital devices owned or used by respondents

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



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 adViewPro



What are some of the concepts behind adViewPro 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 adViewPro 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.

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

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]

About adViewPro: Methodology



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

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.



Publisher
Andrea E. Klee

NECA
1201 Pennsylvania Ave. NW, Suite 1200,
Washington, D.C. 20004

Phone: 202-991-6300



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.

