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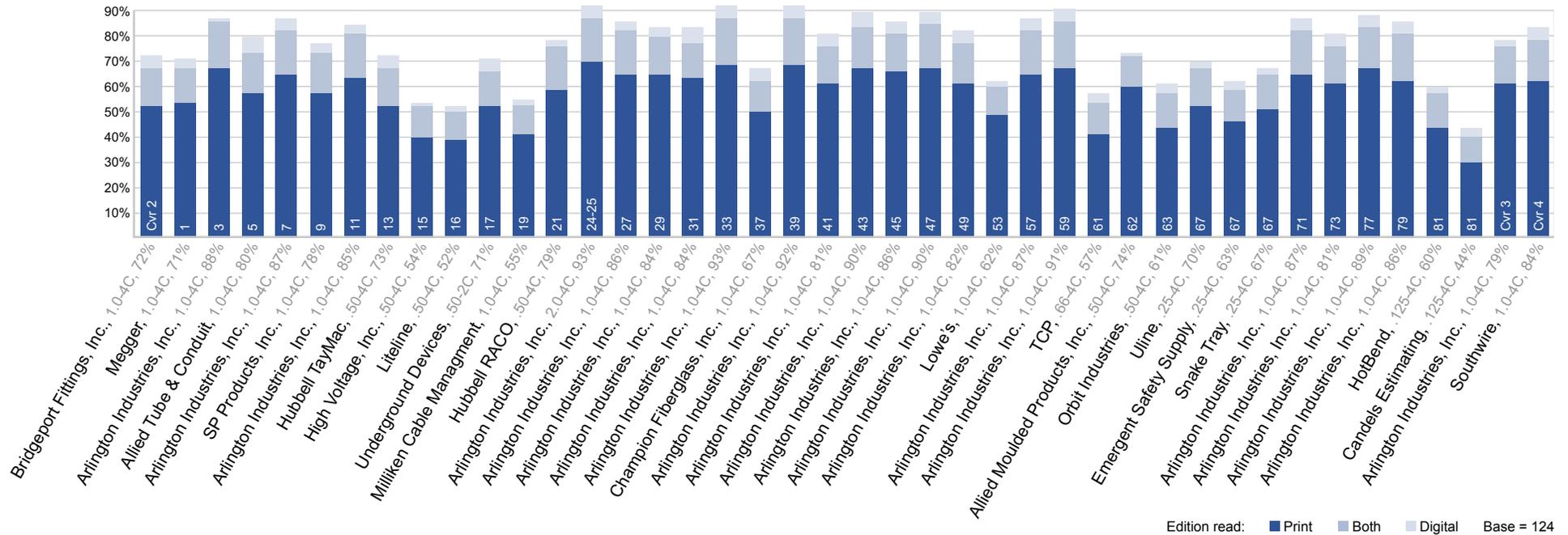


June 2021

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.	93%	Arlington Industries, Inc.	89%	100%	Arlington Industries, Inc.	85%	89%
Arlington Industries, Inc.	93%	Arlington Industries, Inc.	93%	99%	Arlington Industries, Inc.	88%	87%
Arlington Industries, Inc.	92%	Arlington Industries, Inc.	91%	99%	Arlington Industries, Inc.	86%	87%
Arlington Industries, Inc.	91%	Arlington Industries, Inc.	90%	99%	Allied Moulded Products, Inc.	74%	84%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	87%	99%	Arlington Industries, Inc.	89%	83%
Arlington Industries, Inc.	90%	Arlington Industries, Inc.	84%	99%	Arlington Industries, Inc.	87%	83%
Arlington Industries, Inc.	89%	Southwire	84%	99%	Arlington Industries, Inc.	84%	82%
Arlington Industries, Inc.	88%	Megger	71%	99%	Arlington Industries, Inc.	81%	82%
Arlington Industries, Inc.	87%	Arlington Industries, Inc.	93%	98%	Arlington Industries, Inc.	87%	80%
Arlington Industries, Inc.	87%	Arlington Industries, Inc.	92%	98%	Arlington Industries, Inc.	86%	80%

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 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

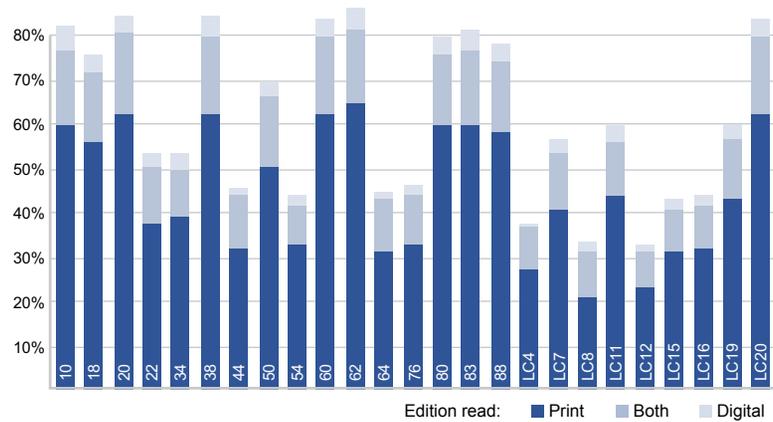
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 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 10.

	Page Number	Recall Seeing	Read Some	Read Most
Safety	10	83%	80%	55%
Service Maintenance	18	76%	78%	47%
Code FAQs	20	85%	85%	74%
Blueprint to Rebuild America	22	54%	63%	32%
Back in Business in 2021	34	54%	61%	42%
Code Quiz	38	85%	80%	76%
Where We Grid From Here	44	46%	65%	37%
Code Insider	50	70%	84%	68%
Setting Sail at Niagara Falls	54	44%	61%	44%
Products: Hand Tools	60	84%	81%	56%
New Products	62	87%	83%	54%
The Home Office is Open	64	45%	69%	39%
Integrated Systems Products	76	47%	68%	47%
Cool Tools	80	80%	79%	57%
Code Applications	83	82%	82%	66%
Code Comments	88	79%	81%	64%
Rights-of-way are for the birds	LC4	38%	61%	35%
Safety Briefing	LC7	57%	77%	48%
We're Engaged!	LC8	34%	59%	30%
Training	LC11	60%	70%	40%
Connecting the River to the Road	LC12	33%	61%	25%
Utility Report	LC15	43%	63%	30%
The Way The Offshore Wind Blows	LC16	44%	59%	46%
Compliance	LC19	60%	77%	50%
New Products	LC20	84%	75%	59%

Base = 248

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



EC keeps the industry in front of me and helps me to see what others are doing.

— Proprietor

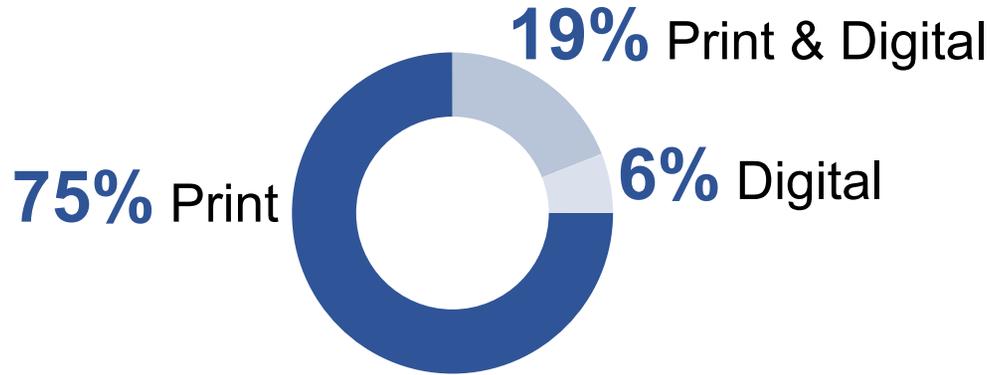
I use Electrical Contractor to find new tools of the trade, keep abreast to the latest compliance laws, and to learn new tricks of the trade for electrical contractors.

— Owner

[I read Electrical Contractor to find] code, safety and new product updates and information.

— President

Print & Digital Edition Magazine Readership



A combined 94% of *Electrical Contractor* respondents read the print edition: 75% read print only, and 19% read both print and digital editions. A combined 25% of respondents read the digital edition: 6% read the digital version only, and 19% read both print and digital formats.

Print	75%
Print and digital	19%
Digital.	6%
No response	0%

Base = 248

Format preference

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

Print	65%
Print and digital	27%
Digital.	8%
No response	0%

Base = 248

Respondents rate *Electrical Contractor*

Personal favorite.	26%
Very important	26%
Important	33%
Somewhat important.	16%
Not important	0%
No response	0%

Base = 248

Note: The square brackets show that words have been added to direct quotations to provide enough context for the quote to make sense.

Editorial: Reading Habits



I am an instructor at an electrical training school and like to stay up-to-date on all the industry has to offer. I love the code questions which help keep me on target too. I recommend this magazine to all of my students.

— CEO

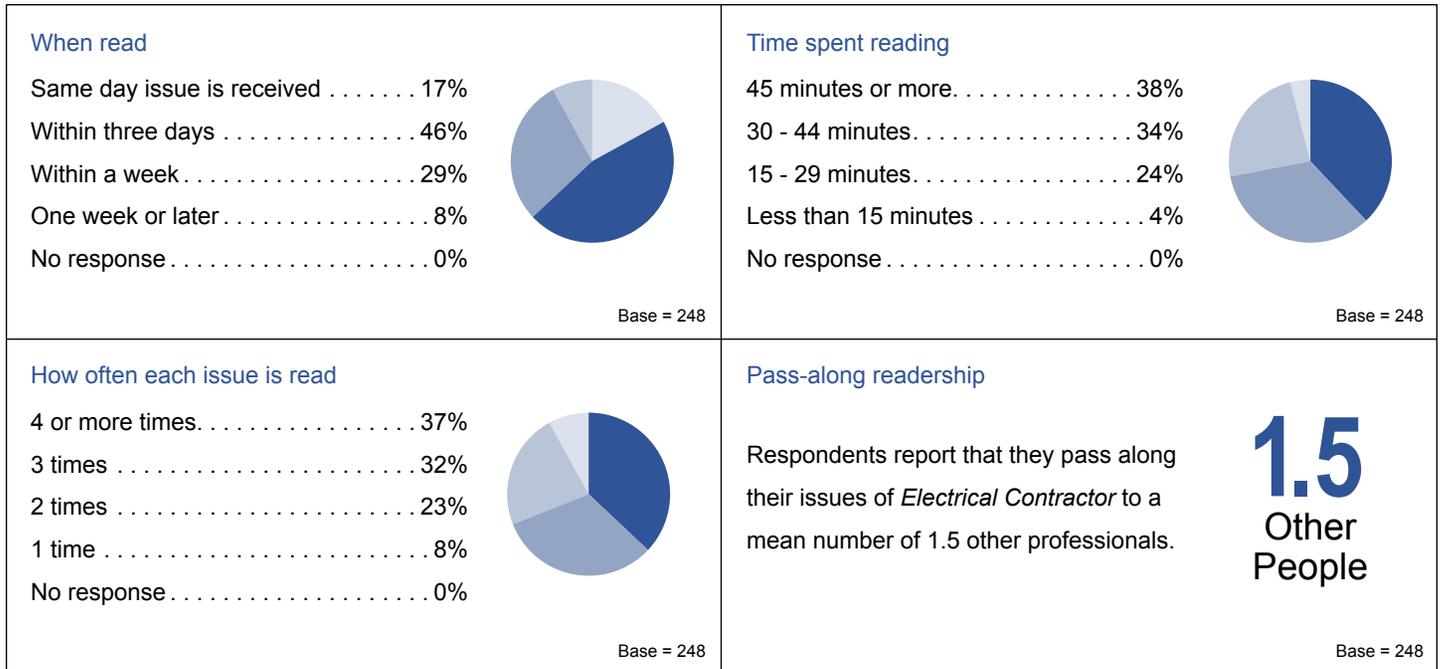
[Electrical Contractor provides] updates on some code changes as well as updates on new tools, boxes and fittings—not to mention some of the questions and answers other electricians have run into.

— Principal

[I read Electrical Contractor to] get ideas on different ways of doing things.

— President

How long and how often respondents read *Electrical Contractor*



Editorial: Reading Habits *continued*



Always trying to keep up with products and methods used in the industry. It is interesting to see how others handle the same situation we have to handle. It helps keep my employees and myself up to date and fresh on code issues.

— President

[I read Electrical Contractor] to keep up with the trends my contractors are seeing.

— Executive Director

Industry magazine readership

*Eighty-eight percent (85%) 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	85%	69%	16%	11%	4%	0%	0%	0%
EC&M	51%	40%	11%	8%	5%	2%	17%	17%
Cabling Installation & Maintenance	14%	11%	3%	2%	3%	4%	45%	32%
Security Magazine	9%	7%	2%	4%	4%	3%	42%	38%
Communications News	7%	6%	1%	2%	3%	2%	49%	37%
Security Dealer	6%	5%	1%	2%	3%	2%	49%	38%

Base = 248

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.	33	1.0-4C	93%	71%	53%	99%	77%
Arlington Industries, Inc.	24-25	2.0-4C	93%	70%	52%	98%	78%
Arlington Industries, Inc.	59	1.0-4C	91%	66%	48%	99%	78%
Arlington Industries, Inc.	43	1.0-4C	90%	69%	52%	99%	79%
Arlington Industries, Inc.	77	1.0-4C	89%	71%	57%	100%	83%
Arlington Industries, Inc.	3	1.0-4C	88%	67%	51%	92%	87%
Arlington Industries, Inc.	71	1.0-4C	87%	74%	58%	99%	80%
Arlington Industries, Inc.	57	1.0-4C	87%	69%	40%	92%	77%
Arlington Industries, Inc.	79	1.0-4C	86%	71%	49%	94%	87%
Arlington Industries, Inc.	11	1.0-4C	85%	68%	53%	94%	89%
Arlington Industries, Inc.	31	1.0-4C	84%	70%	47%	91%	80%
Arlington Industries, Inc.	29	1.0-4C	84%	70%	46%	99%	82%
Arlington Industries, Inc.	49	1.0-4C	82%	67%	49%	91%	70%
Arlington Industries, Inc.	73	1.0-4C	81%	69%	54%	91%	75%
Arlington Industries, Inc.	41	1.0-4C	81%	63%	53%	96%	82%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	67%	49%	94%	79%
Hubbell RACO	21	.50-4C	79%	66%	37%	89%	77%
Allied Moulded Products, Inc.	62	.50-4C	74%	58%	37%	98%	84%
Hubbell TayMac	13	.50-4C	73%	56%	22%	97%	78%
Emergent Safety Supply	67	.25-4C	63%	65%	27%	92%	59%
Orbit Industries	63	.50-4C	61%	67%	44%	95%	72%
Category averages:			82%	67%	47%	95%	79%
Contractor equipment							
Uline	67	.25-4C	70%	53%	27%	95%	69%
HotBend	81	.125-4C	60%	50%	43%	98%	73%
Category averages:			65%	52%	35%	97%	71%
<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 = 124

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	81	.125-4C	44%	48%	33%	93%	43%
Electrical distributor (incl. low volt.)							
Uline	67	.25-4C	70%	53%	27%	95%	69%
Lowe's	53	1.0-4C	62%	53%	30%	93%	60%
Category averages:			66%	53%	29%	94%	65%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	3	1.0-4C	88%	67%	51%	92%	87%
Arlington Industries, Inc.	71	1.0-4C	87%	74%	58%	99%	80%
Arlington Industries, Inc.	57	1.0-4C	87%	69%	40%	92%	77%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	67%	49%	94%	79%
SP Products, Inc.	9	1.0-4C	78%	53%	44%	95%	70%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	67%	44%	96%	80%
Orbit Industries	63	.50-4C	61%	67%	44%	95%	72%
Category averages:			79%	66%	47%	95%	78%
Hand tools							
HotBend	81	.125-4C	60%	50%	43%	98%	73%
Lighting products/fixtures							
TCP	61	.66-4C	57%	54%	39%	91%	56%
Liteline	16	.50-4C	52%	48%	24%	98%	60%
Category averages:			55%	51%	32%	95%	58%
Meters/instru (test) power & low volt.							
Megger	1	1.0-4C	71%	52%	32%	99%	71%
High Voltage, Inc.	15	.50-4C	54%	57%	32%	94%	59%
Category averages:			63%	55%	32%	97%	65%

(continued)

Base = 124

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	60%	50%	43%	98%	73%
Raceway/cable tray/conduit							
Allied Tube & Conduit	5	1.0-4C	80%	48%	26%	95%	64%
SP Products, Inc.	9	1.0-4C	78%	53%	44%	95%	70%
Champion Fiberglass, Inc.	37	1.0-4C	67%	57%	39%	92%	58%
Snake Tray	67	.25-4C	67%	57%	34%	89%	56%
Emergent Safety Supply	67	.25-4C	63%	65%	27%	92%	59%
Category averages:			71%	56%	34%	93%	61%
Safety equipment/apparel							
Arlington Industries, Inc.	29	1.0-4C	84%	70%	46%	99%	82%
Wire & cable							
Southwire	Cvr 4	1.0-4C	84%	58%	37%	99%	78%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	33	1.0-4C	93%	71%	53%	99%	77%
Arlington Industries, Inc.	39	1.0-4C	92%	68%	57%	98%	78%
Arlington Industries, Inc.	59	1.0-4C	91%	66%	48%	99%	78%
Arlington Industries, Inc.	3	1.0-4C	88%	67%	51%	92%	87%
Arlington Industries, Inc.	7	1.0-4C	87%	66%	53%	94%	83%
Arlington Industries, Inc.	27	1.0-4C	86%	72%	50%	90%	80%
Arlington Industries, Inc.	45	1.0-4C	86%	70%	48%	89%	78%
Allied Tube & Conduit	5	1.0-4C	80%	48%	26%	95%	64%
Hubbell RACO	21	.50-4C	79%	66%	37%	89%	77%
Hubbell TayMac	13	.50-4C	73%	56%	22%	97%	78%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	67%	44%	96%	80%
Category averages:			84%	65%	44%	94%	78%

(continued)

Base = 124

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management							
Arlington Industries, Inc.	47	1.0-4C	90%	70%	51%	97%	72%
Arlington Industries, Inc.	77	1.0-4C	89%	71%	57%	100%	83%
Arlington Industries, Inc.	71	1.0-4C	87%	74%	58%	99%	80%
Arlington Industries, Inc.	27	1.0-4C	86%	72%	50%	90%	80%
Arlington Industries, Inc.	79	1.0-4C	86%	71%	49%	94%	87%
Southwire	Cvr 4	1.0-4C	84%	58%	37%	99%	78%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	67%	49%	94%	79%
Underground Devices	17	.50-2C	71%	48%	32%	91%	67%
Champion Fiberglass, Inc.	37	1.0-4C	67%	57%	39%	92%	58%
Milliken Cable Management	19	1.0-4C	55%	45%	24%	94%	67%
Category averages:			79%	63%	45%	95%	75%
Wiring devices							
Arlington Industries, Inc.	33	1.0-4C	93%	71%	53%	99%	77%
Arlington Industries, Inc.	24-25	2.0-4C	93%	70%	52%	98%	78%
Arlington Industries, Inc.	39	1.0-4C	92%	68%	57%	98%	78%
Arlington Industries, Inc.	47	1.0-4C	90%	70%	51%	97%	72%
Arlington Industries, Inc.	7	1.0-4C	87%	66%	53%	94%	83%
Arlington Industries, Inc.	45	1.0-4C	86%	70%	48%	89%	78%
Category averages:			90%	69%	52%	96%	78%

Base = 124



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.	77	1.0-4C	89%	100%	84%	96%	78%	84%
Arlington Industries, Inc.	33	1.0-4C	93%	99%	81%	94%	75%	82%
Arlington Industries, Inc.	59	1.0-4C	91%	99%	87%	94%	79%	88%
Arlington Industries, Inc.	43	1.0-4C	90%	99%	78%	96%	79%	79%
Arlington Industries, Inc.	71	1.0-4C	87%	99%	86%	92%	78%	84%
Arlington Industries, Inc.	29	1.0-4C	84%	99%	79%	94%	80%	69%
Arlington Industries, Inc.	24-25	2.0-4C	93%	98%	80%	94%	73%	84%
Allied Moulded Products, Inc.	62	.50-4C	74%	98%	80%	92%	79%	87%
Hubbell TayMac	13	.50-4C	73%	97%	69%	89%	78%	61%
Arlington Industries, Inc.	41	1.0-4C	81%	96%	82%	95%	75%	77%
Orbit Industries	63	.50-4C	61%	95%	49%	82%	68%	54%
Arlington Industries, Inc.	79	1.0-4C	86%	94%	82%	91%	78%	79%
Arlington Industries, Inc.	11	1.0-4C	85%	94%	83%	91%	71%	88%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	94%	82%	87%	73%	75%
Arlington Industries, Inc.	3	1.0-4C	88%	92%	78%	89%	72%	78%
Arlington Industries, Inc.	57	1.0-4C	87%	92%	73%	88%	71%	66%
Emergent Safety Supply	67	.25-4C	63%	92%	38%	81%	60%	44%
Arlington Industries, Inc.	31	1.0-4C	84%	91%	70%	90%	72%	69%
Arlington Industries, Inc.	49	1.0-4C	82%	91%	81%	90%	70%	77%
Arlington Industries, Inc.	73	1.0-4C	81%	91%	75%	91%	69%	75%
Hubbell RACO	21	.50-4C	79%	89%	69%	85%	66%	64%
Category averages:			82%	95%	76%	91%	74%	74%
Contractor equipment								
HotBend	81	.125-4C	60%	98%	71%	90%	69%	77%
Uline	67	.25-4C	70%	95%	71%	85%	80%	81%
Category averages:			65%	97%	71%	88%	75%	79%
<i>(continued)</i>								Base = 124

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	81	.125-4C	44%	93%	26%	64%	36%	38%
Electrical distributor (incl. low volt.)								
Uline	67	.25-4C	70%	95%	71%	85%	80%	81%
Lowe's	53	1.0-4C	62%	93%	75%	71%	64%	80%
Category averages:			66%	94%	73%	78%	72%	81%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	71	1.0-4C	87%	99%	86%	92%	78%	84%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	96%	70%	89%	76%	58%
SP Products, Inc.	9	1.0-4C	78%	95%	62%	86%	67%	67%
Orbit Industries	63	.50-4C	61%	95%	49%	82%	68%	54%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	94%	82%	87%	73%	75%
Arlington Industries, Inc.	3	1.0-4C	88%	92%	78%	89%	72%	78%
Arlington Industries, Inc.	57	1.0-4C	87%	92%	73%	88%	71%	66%
Category averages:			79%	95%	71%	88%	72%	69%
Hand tools								
HotBend	81	.125-4C	60%	98%	71%	90%	69%	77%
Lighting products/fixtures								
Liteline	16	.50-4C	52%	98%	51%	77%	60%	49%
TCP	61	.66-4C	57%	91%	42%	85%	49%	47%
Category averages:			55%	95%	47%	81%	55%	48%
Meters/instru (test) power & low volt.								
Megger	1	1.0-4C	71%	99%	73%	92%	72%	71%
High Voltage, Inc.	15	.50-4C	54%	94%	37%	84%	59%	49%
Category averages:			63%	97%	55%	88%	66%	60%

(continued)

Base = 124

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	60%	98%	71%	90%	69%	77%
Raceway/cable tray/conduit								
Allied Tube & Conduit	5	1.0-4C	80%	95%	51%	91%	62%	65%
SP Products, Inc.	9	1.0-4C	78%	95%	62%	86%	67%	67%
Champion Fiberglass, Inc.	37	1.0-4C	67%	92%	29%	85%	60%	37%
Emergent Safety Supply	67	.25-4C	63%	92%	38%	81%	60%	44%
Snake Tray	67	.25-4C	67%	89%	45%	81%	53%	52%
Category averages:			71%	93%	45%	85%	60%	53%
Safety equipment/apparel								
Arlington Industries, Inc.	29	1.0-4C	84%	99%	79%	94%	80%	69%
Wire & cable								
Southwire	Cvr 4	1.0-4C	84%	99%	84%	96%	78%	77%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	33	1.0-4C	93%	99%	81%	94%	75%	82%
Arlington Industries, Inc.	59	1.0-4C	91%	99%	87%	94%	79%	88%
Arlington Industries, Inc.	39	1.0-4C	92%	98%	81%	93%	78%	84%
Hubbell TayMac	13	.50-4C	73%	97%	69%	89%	78%	61%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	96%	70%	89%	76%	58%
Allied Tube & Conduit	5	1.0-4C	80%	95%	51%	91%	62%	65%
Arlington Industries, Inc.	7	1.0-4C	87%	94%	79%	89%	76%	83%
Arlington Industries, Inc.	3	1.0-4C	88%	92%	78%	89%	72%	78%
Arlington Industries, Inc.	27	1.0-4C	86%	90%	80%	87%	69%	76%
Arlington Industries, Inc.	45	1.0-4C	86%	89%	80%	88%	71%	78%
Hubbell RACO	21	.50-4C	79%	89%	69%	85%	66%	64%
Category averages:			84%	94%	75%	90%	73%	74%

(continued)

Base = 124

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management								
Arlington Industries, Inc.	77	1.0-4C	89%	100%	84%	96%	78%	84%
Arlington Industries, Inc.	71	1.0-4C	87%	99%	86%	92%	78%	84%
Southwire	Cvr 4	1.0-4C	84%	99%	84%	96%	78%	77%
Arlington Industries, Inc.	47	1.0-4C	90%	97%	84%	92%	77%	85%
Arlington Industries, Inc.	79	1.0-4C	86%	94%	82%	91%	78%	79%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	94%	82%	87%	73%	75%
Milliken Cable Management	19	1.0-4C	55%	94%	54%	79%	65%	65%
Champion Fiberglass, Inc.	37	1.0-4C	67%	92%	29%	85%	60%	37%
Underground Devices	17	.50-2C	71%	91%	47%	81%	59%	50%
Arlington Industries, Inc.	27	1.0-4C	86%	90%	80%	87%	69%	76%
Category averages:			79%	95%	71%	89%	72%	71%
Wiring devices								
Arlington Industries, Inc.	33	1.0-4C	93%	99%	81%	94%	75%	82%
Arlington Industries, Inc.	24-25	2.0-4C	93%	98%	80%	94%	73%	84%
Arlington Industries, Inc.	39	1.0-4C	92%	98%	81%	93%	78%	84%
Arlington Industries, Inc.	47	1.0-4C	90%	97%	84%	92%	77%	85%
Arlington Industries, Inc.	7	1.0-4C	87%	94%	79%	89%	76%	83%
Arlington Industries, Inc.	45	1.0-4C	86%	89%	80%	88%	71%	78%
Category averages:			90%	96%	81%	92%	75%	83%

Base = 124



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.	11	1.0-4C	85%	89%	5%	10%	15%	1%	16%	21%	14%	50%
Arlington Industries, Inc.	3	1.0-4C	88%	87%	7%	8%	13%	1%	16%	30%	12%	39%
Arlington Industries, Inc.	79	1.0-4C	86%	87%	7%	9%	8%	4%	13%	25%	13%	41%
Allied Moulded Products, Inc.	62	.50-4C	74%	84%	8%	8%	7%	0%	13%	36%	11%	30%
Arlington Industries, Inc.	77	1.0-4C	89%	83%	11%	8%	8%	1%	11%	29%	13%	36%
Arlington Industries, Inc.	29	1.0-4C	84%	82%	11%	10%	11%	0%	17%	38%	10%	23%
Arlington Industries, Inc.	41	1.0-4C	81%	82%	8%	8%	6%	3%	13%	36%	13%	27%
Arlington Industries, Inc.	71	1.0-4C	87%	80%	12%	13%	7%	0%	16%	24%	16%	43%
Arlington Industries, Inc.	31	1.0-4C	84%	80%	7%	12%	7%	4%	16%	35%	12%	27%
Arlington Industries, Inc.	43	1.0-4C	90%	79%	12%	8%	11%	3%	9%	39%	9%	21%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	79%	14%	7%	9%	4%	13%	32%	18%	27%
Arlington Industries, Inc.	24-25	2.0-4C	93%	78%	12%	10%	13%	2%	16%	35%	17%	22%
Arlington Industries, Inc.	59	1.0-4C	91%	78%	10%	6%	6%	0%	12%	26%	9%	31%
Hubbell TayMac	13	.50-4C	73%	78%	17%	6%	13%	0%	13%	42%	13%	11%
Arlington Industries, Inc.	33	1.0-4C	93%	77%	9%	6%	6%	1%	16%	35%	13%	32%
Arlington Industries, Inc.	57	1.0-4C	87%	77%	11%	12%	8%	4%	14%	33%	12%	24%

(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 = 124



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>												
Hubbell RACO	21	.50-4C	79%	77%	8%	9%	4%	1%	15%	24%	11%	31%
Arlington Industries, Inc.	73	1.0-4C	81%	75%	10%	10%	8%	4%	9%	35%	9%	23%
Orbit Industries	63	.50-4C	61%	72%	14%	9%	7%	4%	14%	44%	9%	4%
Arlington Industries, Inc.	49	1.0-4C	82%	70%	10%	5%	5%	1%	14%	24%	11%	28%
Emergent Safety Supply	67	.25-4C	63%	59%	13%	6%	6%	3%	10%	24%	3%	8%
Category averages:			82%	79%	10%	9%	8%	2%	14%	32%	12%	28%
Contractor equipment												
HotBend	81	.125-4C	60%	73%	15%	8%	12%	0%	10%	27%	10%	15%
Uline	67	.25-4C	70%	69%	14%	7%	7%	0%	8%	29%	10%	22%
Category averages:			65%	71%	15%	8%	10%	0%	9%	28%	10%	19%
Contractor services (incl. rental & mechanical)												
Candels Estimating	81	.125-4C	44%	43%	10%	10%	12%	5%	5%	19%	7%	5%
Electrical distributor (incl. low volt.)												
Uline	67	.25-4C	70%	69%	14%	7%	7%	0%	8%	29%	10%	22%
Lowe's	53	1.0-4C	62%	60%	7%	5%	7%	2%	11%	22%	5%	24%
Category averages:			66%	65%	11%	6%	7%	1%	10%	26%	8%	23%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	3	1.0-4C	88%	87%	7%	8%	13%	1%	16%	30%	12%	39%
Arlington Industries, Inc.	71	1.0-4C	87%	80%	12%	13%	7%	0%	16%	24%	16%	43%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	80%	13%	9%	8%	5%	12%	39%	12%	20%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	79%	14%	7%	9%	4%	13%	32%	18%	27%
Arlington Industries, Inc.	57	1.0-4C	87%	77%	11%	12%	8%	4%	14%	33%	12%	24%
Orbit Industries	63	.50-4C	61%	72%	14%	9%	7%	4%	14%	44%	9%	4%
SP Products, Inc.	9	1.0-4C	78%	70%	21%	11%	15%	1%	8%	33%	10%	8%
Category averages:			79%	78%	13%	10%	10%	3%	13%	34%	13%	24%
<i>(continued)</i>												Base = 124



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
Hand tools												
HotBend	81	.125-4C	60%	73%	15%	8%	12%	0%	10%	27%	10%	15%
Lighting products/fixtures												
Liteline	16	.50-4C	52%	60%	19%	9%	7%	2%	7%	21%	9%	5%
TCP	61	.66-4C	57%	56%	13%	11%	16%	7%	5%	31%	4%	4%
Category averages:			55%	58%	16%	10%	12%	5%	6%	26%	7%	5%
Meters/instru (test) power & low volt.												
Megger	1	1.0-4C	71%	71%	13%	15%	17%	3%	9%	33%	12%	11%
High Voltage, Inc.	15	.50-4C	54%	59%	14%	16%	18%	6%	8%	16%	6%	4%
Category averages:			63%	65%	14%	16%	18%	5%	9%	25%	9%	8%
Power tools												
HotBend	81	.125-4C	60%	73%	15%	8%	12%	0%	10%	27%	10%	15%
Raceway/cable tray/conduit												
SP Products, Inc.	9	1.0-4C	78%	70%	21%	11%	15%	1%	8%	33%	10%	8%
Allied Tube & Conduit	5	1.0-4C	80%	64%	8%	9%	12%	3%	12%	26%	8%	17%
Emergent Safety Supply	67	.25-4C	63%	59%	13%	6%	6%	3%	10%	24%	3%	8%
Champion Fiberglass, Inc.	37	1.0-4C	67%	58%	20%	9%	12%	6%	9%	22%	6%	6%
Snake Tray	67	.25-4C	67%	56%	13%	13%	5%	6%	8%	27%	8%	6%
Category averages:			71%	61%	15%	10%	10%	4%	9%	26%	7%	9%
Safety equipment/apparel												
Arlington Industries, Inc.	29	1.0-4C	84%	82%	11%	10%	11%	0%	17%	38%	10%	23%
Wire & cable												
Southwire	Cvr 4	1.0-4C	84%	78%	11%	13%	10%	1%	13%	30%	7%	27%

(continued)

Base = 124



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.	3	1.0-4C	88%	87%	7%	8%	13%	1%	16%	30%	12%	39%
Arlington Industries, Inc.	7	1.0-4C	87%	83%	10%	10%	10%	4%	18%	27%	12%	36%
Arlington Industries, Inc.	27	1.0-4C	86%	80%	8%	11%	7%	2%	18%	36%	14%	24%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	72%	80%	13%	9%	8%	5%	12%	39%	12%	20%
Arlington Industries, Inc.	39	1.0-4C	92%	78%	9%	8%	8%	0%	16%	26%	15%	38%
Arlington Industries, Inc.	59	1.0-4C	91%	78%	10%	6%	6%	0%	12%	26%	9%	31%
Arlington Industries, Inc.	45	1.0-4C	86%	78%	7%	7%	4%	4%	12%	27%	13%	34%
Hubbell TayMac	13	.50-4C	73%	78%	17%	6%	13%	0%	13%	42%	13%	11%
Arlington Industries, Inc.	33	1.0-4C	93%	77%	9%	6%	6%	1%	16%	35%	13%	32%
Hubbell RACO	21	.50-4C	79%	77%	8%	9%	4%	1%	15%	24%	11%	31%
Allied Tube & Conduit	5	1.0-4C	80%	64%	8%	9%	12%	3%	12%	26%	8%	17%
Category averages:			84%	78%	10%	8%	8%	2%	15%	31%	12%	28%
Wire & cable management												
Arlington Industries, Inc.	79	1.0-4C	86%	87%	7%	9%	8%	4%	13%	25%	13%	41%
Arlington Industries, Inc.	77	1.0-4C	89%	83%	11%	8%	8%	1%	11%	29%	13%	36%
Arlington Industries, Inc.	71	1.0-4C	87%	80%	12%	13%	7%	0%	16%	24%	16%	43%
Arlington Industries, Inc.	27	1.0-4C	86%	80%	8%	11%	7%	2%	18%	36%	14%	24%
Arlington Industries, Inc.	Cvr 3	1.0-4C	79%	79%	14%	7%	9%	4%	13%	32%	18%	27%
Southwire	Cvr 4	1.0-4C	84%	78%	11%	13%	10%	1%	13%	30%	7%	27%
Arlington Industries, Inc.	47	1.0-4C	90%	72%	9%	4%	5%	0%	13%	27%	11%	28%
Underground Devices	17	.50-2C	71%	67%	21%	13%	9%	3%	11%	20%	4%	9%
Milliken Cable Management	19	1.0-4C	55%	67%	15%	13%	13%	0%	13%	33%	10%	6%
Champion Fiberglass, Inc.	37	1.0-4C	67%	58%	20%	9%	12%	6%	9%	22%	6%	6%
Category averages:			79%	75%	13%	10%	9%	2%	13%	28%	11%	25%

(continued)

Base = 124

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



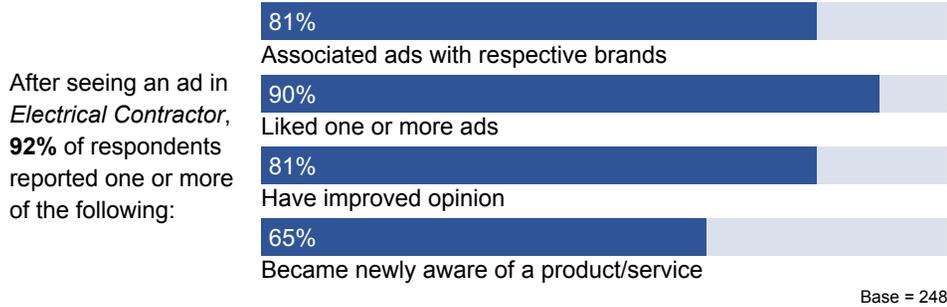
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wiring devices												
Arlington Industries, Inc.	7	1.0-4C	87%	83%	10%	10%	10%	4%	18%	27%	12%	36%
Arlington Industries, Inc.	24-25	2.0-4C	93%	78%	12%	10%	13%	2%	16%	35%	17%	22%
Arlington Industries, Inc.	39	1.0-4C	92%	78%	9%	8%	8%	0%	16%	26%	15%	38%
Arlington Industries, Inc.	45	1.0-4C	86%	78%	7%	7%	4%	4%	12%	27%	13%	34%
Arlington Industries, Inc.	33	1.0-4C	93%	77%	9%	6%	6%	1%	16%	35%	13%	32%
Arlington Industries, Inc.	47	1.0-4C	90%	72%	9%	4%	5%	0%	13%	27%	11%	28%
Category averages:			90%	78%	9%	8%	8%	2%	15%	30%	14%	32%

Base = 124

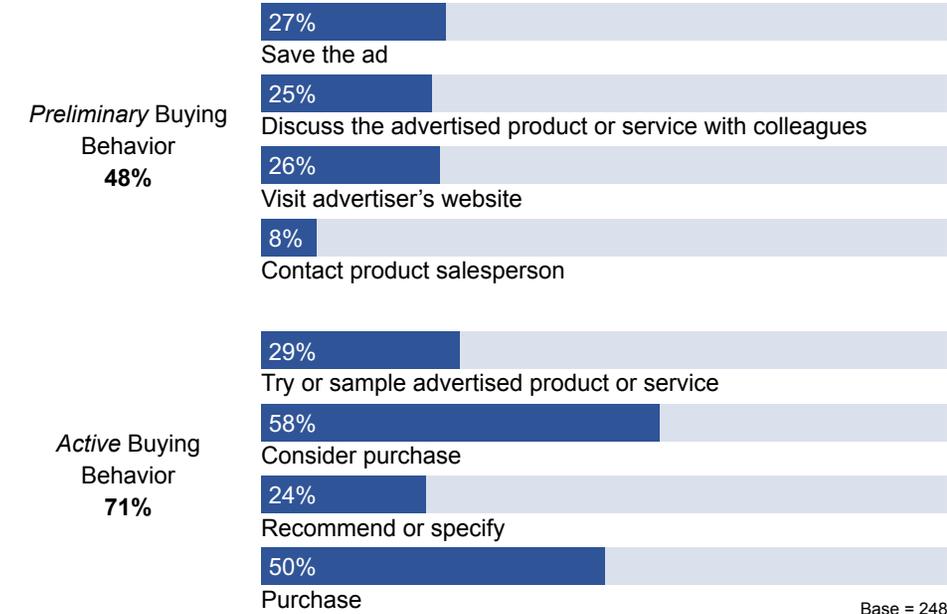


Demographics: Influence and Action Totals

Total ad influence for all studied ads



Total Buying Behavior 78% Seventy-eight percent (78%) 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	93%	70%	52%
One page	28	82%	65%	46%
Two-thirds page	1	57%	54%	39%
One-half page	7	66%	57%	33%
One-fourth page	3	67%	58%	29%
One-eighth page	2	52%	49%	38%
Issue averages:		77%	62%	42%

Base = 124

Building types

Commercial	84%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	69%
Includes single family and multi-family	
Industrial	58%
Includes manufacturing plants, power generation and utility	
Institutional	53%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	24%
Includes solar, wind, geothermal, etc.	
Non-building	24%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	1%
No response	0%

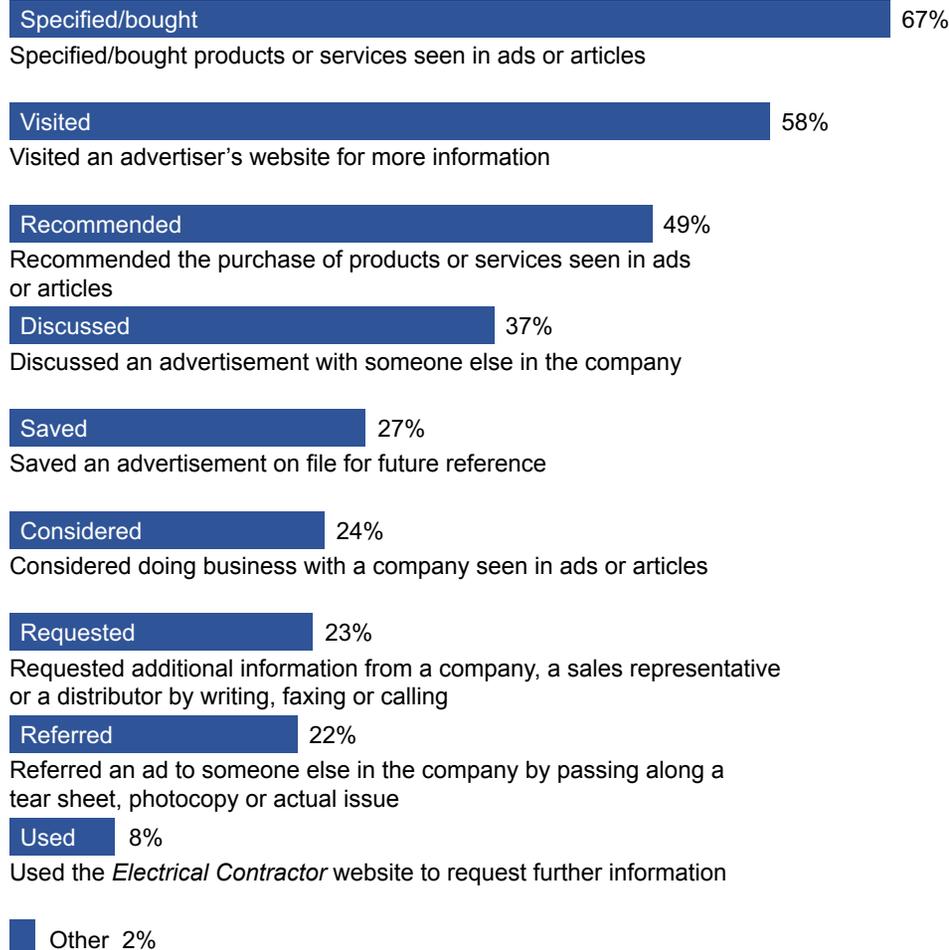
Base = 246

Demographics *continued*



Purchasing actions taken

Ninety-two percent (92%) 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 = 8%
No response = 0%

Base = 248

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	56%
Management: project manager, superintendent, supervisor, foreman	16%
Electrician (field), journeyman, technician, installer, service person	15%
Estimator	4%
Inspector	2%
Staff engineer, designer, electrical engineer	2%
Apprentice	1%
Purchasing agent, buyer	0%
Other	4%
No response	0%

Base = 248

Primary business

Electrical contracting/low-voltage contracting	84%
Engineering/architecture/consulting	4%
Systems integration/consulting	3%
Wholesaler/distributor	2%
Other	7%
No response	0%

Base = 248

Building systems installed

Lighting	83%
Maintenance, service, repair	83%
Premises wiring	73%
Power quality systems (includes standby, co-gen, etc.)	62%
Fire/life safety systems	57%
Security (includes CCTV, access/motion/intrusion systems)	53%
Total building automation systems (includes HVAC, lighting)	40%
Communications systems (VDV)	38%
Alternative-energy systems	31%
Fiber optics	30%
None of the above	2%
No response	0%

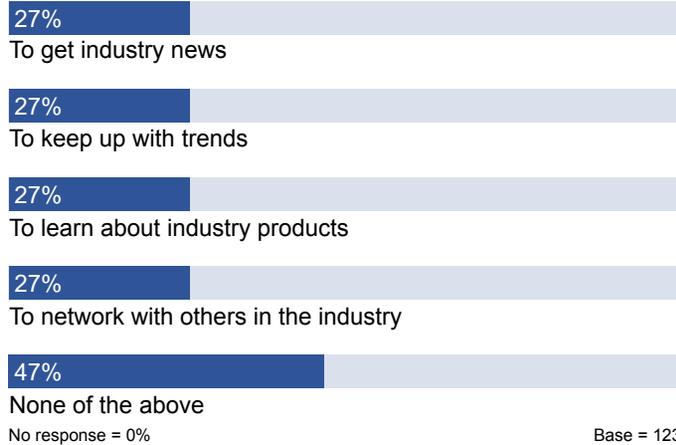
Base = 248

Demographics: Social Media



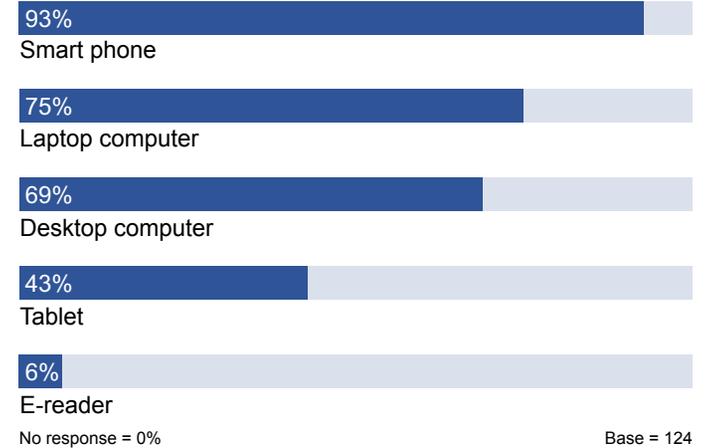
Professional use of social media

Fifty-three percent (53%) of Electrical Contractor respondents report one or more of these reasons for using social media.



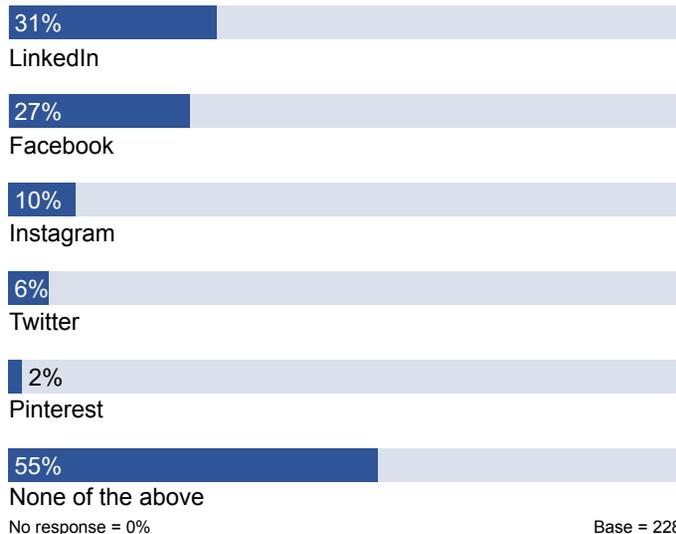
Digital devices owned or used by respondents

One hundred percent (100%) of Electrical Contractor respondents report having access to one or more of these digital devices.



Social media platforms used for work

Forty-five percent (45%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



2021

Ad Study Schedule

Reserve your space now!

<p>February <i>closing</i> January 5</p>	<p>June <i>closing</i> May 5</p>	<p>August <i>closing</i> July 5</p>	<p>December <i>closing</i> November 5</p>
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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.

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

About adViewPro: Methodology



Baxter Research Center'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 81,844* 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.

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