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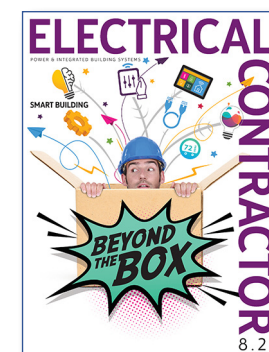
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August 2021

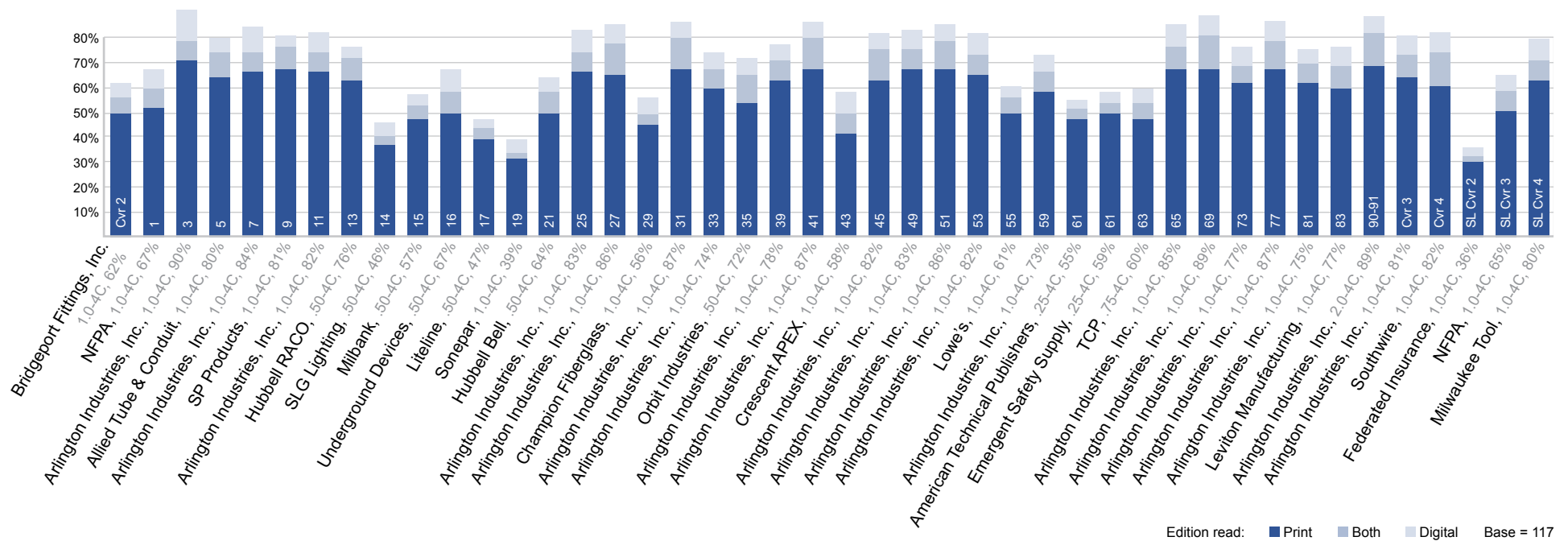
Independent Ad Performance News:

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Executive Summary: Ad Traffic by Page Number



Edition read: Print Both Digital Base = 117

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. – 3	90%	Arlington Industries, Inc. – 27	86%	100%	Arlington Industries, Inc. – Cv3	81%	84%
Arlington Industries, Inc. – 69	89%	Liteline – 17	47%	100%	Arlington Industries, Inc. – 65	85%	83%
Arlington Industries, Inc. – 90-91	89%	Orbit Industries – 35	72%	99%	Arlington Industries, Inc. – 59	73%	83%
Arlington Industries, Inc. – 31	87%	Arlington Industries, Inc. – 69	89%	98%	Arlington Industries, Inc. – 41	87%	82%
Arlington Industries, Inc. – 41	87%	Arlington Industries, Inc. – 31	87%	98%	Arlington Industries, Inc. – 7	84%	81%
Arlington Industries, Inc. – 77	87%	Arlington Industries, Inc. – 41	87%	98%	Arlington Industries, Inc. – 49	83%	81%
Arlington Industries, Inc. – 51	86%	Arlington Industries, Inc. – 51	86%	98%	Arlington Industries, Inc. – 53	82%	81%
Arlington Industries, Inc. – 27	86%	Arlington Industries, Inc. – 65	85%	98%	Arlington Industries, Inc. – 11	82%	81%
Arlington Industries, Inc. – 65	85%	Hubbell Bell – 21	64%	98%	Arlington Industries, Inc. – 39	78%	81%
Arlington Industries, Inc. – 7	84%	TCP – 63	60%	98%	Arlington Industries, Inc. – 81	75%	81%

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

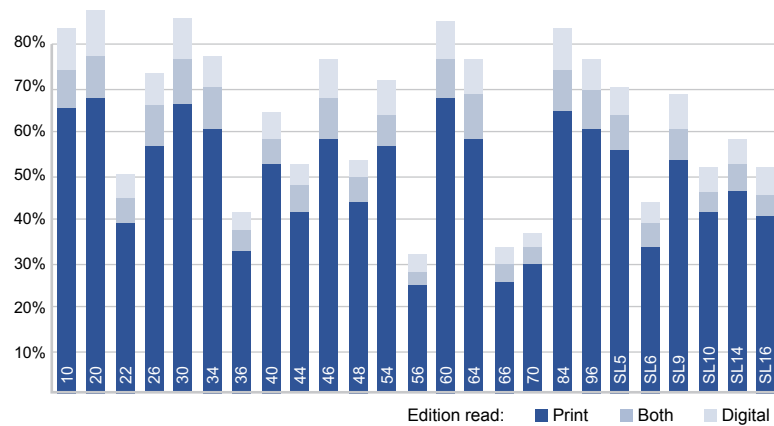
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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	84%	70%	56%
Code FAQs	20	88%	78%	68%
All Electric Home: Gavin	22	51%	69%	37%
Service/Maintenance	26	74%	72%	58%
Code quiz	30	87%	74%	67%
Featured products	34	78%	74%	50%
Beyond the Box: Bloom	36	42%	57%	50%
Estimating	40	65%	60%	46%
Your Business	44	53%	66%	43%
Code Insider	46	77%	74%	67%
Smart home devices: Swedberg	48	54%	72%	46%
Pro Tips	54	72%	78%	63%
Pyramid Electric: Swedberg	56	32%	56%	33%
New Products	60	86%	76%	63%
Code Applications	64	77%	74%	65%
Automation: Hebert	66	34%	62%	38%
On the Market-marinas: Swedberg	70	37%	57%	38%
Cool Tools	84	84%	75%	60%
Code Comments	96	77%	75%	66%
Toolbox talk	SL5	71%	72%	53%
Beat the Heat: Atkinson	SL6	44%	64%	43%
NFPA 70E	SL9	69%	68%	62%
Safety in High Places: Griffin	SL10	52%	65%	50%
Best practices: Returning to work	SL14	59%	64%	47%
Aerial Lift Incident: O'Connor	SL16	52%	69%	61%

Base = 234

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

[I read Electrical Contractor to learn about] new product information, trends, discussions, code issues, etc.

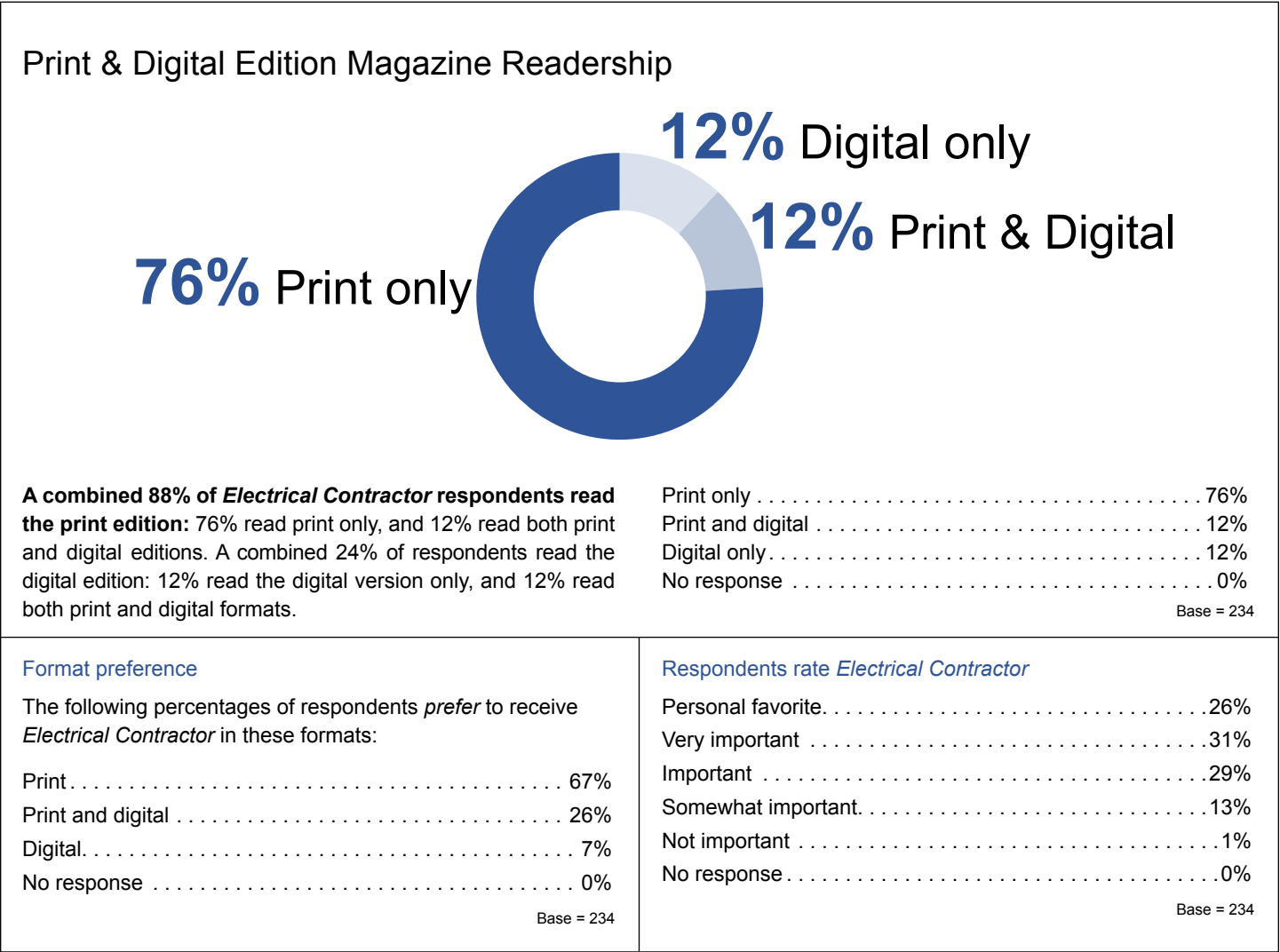
— President

[Electrical Contractor] gives me great insight into the industry that is current and relevant.

— Owner

I'm always looking for ways to improve my business, and there are often tips or advice in each issue to help me achieve that goal.

— Owner Estimator



Editorial: Reading Habits



[Electrical Contractor] *helps me keep abreast of all the new products and industry standards.*
— Owner

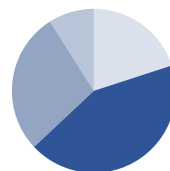
[Electrical Contractor] *allows me to see other viewpoints in my chosen trade.*
— General Manager

I learn about other firms experiences, updates to code, and new products.
— Owner

When, how long and how often respondents read *Electrical Contractor*

When read

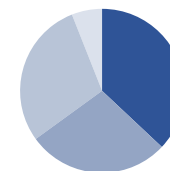
Same day issue is received	20%
Within three days	43%
Within a week	28%
One week or later	9%
No response	0%



Base = 234

Time spent reading

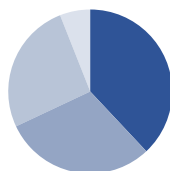
45 minutes or more.	37%
30 - 44 minutes.	28%
15 - 29 minutes.	29%
Less than 15 minutes	6%
No response	0%



Base = 234

How often each issue is read

4 or more times.	38%
3 times	30%
2 times	26%
1 time	6%
No response	0%



Base = 234

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.7 other professionals.

1.7
Other
People

Base = 234

Editorial: Reading Habits *continued*



Electrical Contractor is a good source for the latest products that are solutions to challenges on the job site.

— GM HR and Safety

[I read Electrical Contractor to find out more about] uses of new products, tool ideas, and NEC code issues/resolutions.

— Owner

[I read Electrical Contractor] to keep up with code changes and new products, and to increase productivity and make work easier.

— Master Electrician

Industry magazine readership

Eighty-seven percent (87%) 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	87%	74%	13%	10%	3%	0%	0%	0%
EC&M	53%	41%	12%	8%	2%	3%	18%	16%
Cabling Installation & Maintenance	9%	6%	3%	2%	1%	3%	52%	33%
Security Dealer	6%	3%	3%	1%	1%	2%	55%	35%
Security Magazine	6%	3%	3%	3%	3%	3%	48%	37%
Communications News	5%	2%	3%	2%	1%	2%	54%	36%

Base = 234

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.	3	1.0-4C	90%	57%	59%	97%	79%
Arlington Industries, Inc.	90-91	2.0-4C	89%	58%	50%	94%	76%
Arlington Industries, Inc.	41	1.0-4C	87%	60%	50%	98%	82%
Arlington Industries, Inc.	77	1.0-4C	87%	60%	50%	97%	71%
Arlington Industries, Inc.	51	1.0-4C	86%	59%	51%	98%	76%
Arlington Industries, Inc.	27	1.0-4C	86%	56%	50%	100%	76%
Arlington Industries, Inc.	65	1.0-4C	85%	66%	55%	98%	83%
Arlington Industries, Inc.	7	1.0-4C	84%	64%	61%	96%	81%
Arlington Industries, Inc.	25	1.0-4C	83%	59%	59%	96%	80%
Arlington Industries, Inc.	11	1.0-4C	82%	66%	61%	96%	81%
Arlington Industries, Inc.	45	1.0-4C	82%	59%	48%	96%	76%
Arlington Industries, Inc.	Cvr 3	1.0-4C	81%	63%	59%	96%	84%
Arlington Industries, Inc.	73	1.0-4C	77%	66%	53%	95%	78%
Hubbell RACO	13	.50-4C	76%	57%	42%	95%	69%
Arlington Industries, Inc.	81	1.0-4C	75%	71%	57%	97%	81%
Arlington Industries, Inc.	59	1.0-4C	73%	67%	59%	94%	83%
Orbit Industries	35	.50-4C	72%	53%	37%	99%	65%
Hubbell Bell	21	.50-4C	64%	50%	34%	98%	74%
Emergent Safety Supply	61	.25-4C	59%	68%	43%	93%	54%
Milbank	15	.50-4C	57%	53%	43%	95%	72%
Category averages:			79%	61%	51%	96%	76%
Electrical distributor (incl. low volt.)							
Lowe's	55	1.0-4C	61%	61%	46%	92%	60%
Sonepar	19	1.0-4C	39%	36%	36%	95%	38%
Category averages:			50%	49%	41%	94%	49%
<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 = 117

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	31	1.0-4C	87%	63%	42%	98%	79%
Arlington Industries, Inc.	27	1.0-4C	86%	56%	50%	100%	76%
Arlington Industries, Inc.	25	1.0-4C	83%	59%	59%	96%	80%
Arlington Industries, Inc.	11	1.0-4C	82%	66%	61%	96%	81%
SP Products	9	1.0-4C	81%	56%	42%	96%	65%
Arlington Industries, Inc.	33	1.0-4C	74%	62%	63%	93%	75%
Orbit Industries	35	.50-4C	72%	53%	37%	99%	65%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	65%	50%	94%	77%
Category averages:			78%	60%	51%	97%	75%
Insurance							
Federated Insurance	SL Cvr 2	1.0-4C	36%	39%	36%	92%	17%
Lighting controls							
Leviton Manufacturing	83	1.0-4C	77%	64%	47%	94%	74%
Lighting products/fixtures							
Milwaukee Tool	SL Cvr 4	1.0-4C	80%	61%	59%	95%	70%
TCP	63	.75-4C	60%	47%	43%	98%	60%
Liteline	17	.50-4C	47%	38%	28%	100%	54%
SLG Lighting	14	.50-4C	46%	54%	32%	91%	48%
Category averages:			58%	50%	41%	96%	58%
Power tools							
Crescent APEX	43	1.0-4C	58%	67%	54%	96%	63%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	81%	56%	42%	96%	65%
Allied Tube & Conduit	5	1.0-4C	80%	44%	40%	96%	70%

(continued)

Base = 117

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Raceway/cable tray/conduit <i>continued</i>							
Emergent Safety Supply	61	.25-4C	59%	68%	43%	93%	54%
Champion Fiberglass	29	1.0-4C	56%	63%	43%	94%	56%
Category averages:			69%	58%	42%	95%	61%
Safety equipment/apparel							
Arlington Industries, Inc.	31	1.0-4C	87%	63%	42%	98%	79%
Training/Safety organization							
NFPA	1	1.0-4C	67%	52%	37%	96%	58%
NFPA	SL Cvr 3	1.0-4C	65%	63%	37%	94%	65%
American Technical Publishers	61	.25-4C	55%	51%	46%	97%	63%
Category averages:			62%	55%	40%	96%	62%
Wire & cable							
Southwire	Cvr 4	1.0-4C	82%	59%	46%	93%	77%
Wire & cable connectors/terminators							
Arlington Industries, Inc.	69	1.0-4C	89%	60%	47%	98%	77%
Arlington Industries, Inc.	49	1.0-4C	83%	66%	55%	95%	81%
Arlington Industries, Inc.	53	1.0-4C	82%	67%	58%	96%	81%
Allied Tube & Conduit	5	1.0-4C	80%	44%	40%	96%	70%
Arlington Industries, Inc.	39	1.0-4C	78%	65%	63%	95%	81%
Arlington Industries, Inc.	73	1.0-4C	77%	66%	53%	95%	78%
Hubbell RACO	13	.50-4C	76%	57%	42%	95%	69%
Arlington Industries, Inc.	33	1.0-4C	74%	62%	63%	93%	75%
Hubbell Bell	21	.50-4C	64%	50%	34%	98%	74%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	65%	50%	94%	77%
Category averages:			77%	60%	51%	96%	76%

(continued)

Base = 117

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.	41	1.0-4C	87%	60%	50%	98%	82%
Arlington Industries, Inc.	77	1.0-4C	87%	60%	50%	97%	71%
Arlington Industries, Inc.	51	1.0-4C	86%	59%	51%	98%	76%
Arlington Industries, Inc.	7	1.0-4C	84%	64%	61%	96%	81%
Arlington Industries, Inc.	49	1.0-4C	83%	66%	55%	95%	81%
Arlington Industries, Inc.	53	1.0-4C	82%	67%	58%	96%	81%
Arlington Industries, Inc.	11	1.0-4C	82%	66%	61%	96%	81%
Southwire	Cvr 4	1.0-4C	82%	59%	46%	93%	77%
Arlington Industries, Inc.	39	1.0-4C	78%	65%	63%	95%	81%
Arlington Industries, Inc.	33	1.0-4C	74%	62%	63%	93%	75%
Arlington Industries, Inc.	59	1.0-4C	73%	67%	59%	94%	83%
Underground Devices	16	.50-4C	67%	52%	34%	93%	51%
Champion Fiberglass	29	1.0-4C	56%	63%	43%	94%	56%
Category averages:			79%	62%	53%	95%	75%
Wiring devices							
Arlington Industries, Inc.	69	1.0-4C	89%	60%	47%	98%	77%
Arlington Industries, Inc.	77	1.0-4C	87%	60%	50%	97%	71%
Arlington Industries, Inc.	73	1.0-4C	77%	66%	53%	95%	78%
Arlington Industries, Inc.	59	1.0-4C	73%	67%	59%	94%	83%
Category averages:			82%	63%	52%	96%	77%

Base = 117

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.	27	1.0-4C	86%	100%	77%	89%	70%	83%
Orbit Industries	35	.50-4C	72%	99%	46%	85%	71%	54%
Arlington Industries, Inc.	41	1.0-4C	87%	98%	83%	93%	75%	87%
Arlington Industries, Inc.	51	1.0-4C	86%	98%	71%	93%	70%	81%
Arlington Industries, Inc.	65	1.0-4C	85%	98%	78%	93%	78%	84%
Hubbell Bell	21	.50-4C	64%	98%	69%	85%	69%	66%
Arlington Industries, Inc.	3	1.0-4C	90%	97%	77%	93%	82%	82%
Arlington Industries, Inc.	77	1.0-4C	87%	97%	67%	88%	66%	64%
Arlington Industries, Inc.	81	1.0-4C	75%	97%	76%	92%	78%	77%
Arlington Industries, Inc.	7	1.0-4C	84%	96%	79%	94%	74%	80%
Arlington Industries, Inc.	25	1.0-4C	83%	96%	76%	92%	77%	71%
Arlington Industries, Inc.	11	1.0-4C	82%	96%	83%	91%	78%	81%
Arlington Industries, Inc.	45	1.0-4C	82%	96%	75%	90%	65%	78%
Arlington Industries, Inc.	Cvr 3	1.0-4C	81%	96%	80%	93%	73%	82%
Arlington Industries, Inc.	73	1.0-4C	77%	95%	76%	92%	70%	70%
Hubbell RACO	13	.50-4C	76%	95%	68%	85%	66%	64%
Milbank	15	.50-4C	57%	95%	79%	84%	70%	81%
Arlington Industries, Inc.	90-91	2.0-4C	89%	94%	70%	87%	61%	77%
Arlington Industries, Inc.	59	1.0-4C	73%	94%	81%	89%	76%	79%
Emergent Safety Supply	61	.25-4C	59%	93%	39%	77%	57%	36%
Category averages:			79%	96%	73%	89%	71%	74%
Electrical distributor (incl. low volt.)								
Sonepar	19	1.0-4C	39%	95%	31%	62%	44%	33%
Lowe's	55	1.0-4C	61%	92%	55%	77%	55%	65%
Category averages:			50%	94%	43%	70%	50%	49%
<i>(continued)</i>								

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.

Base = 117

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	27	1.0-4C	86%	100%	77%	89%	70%	83%
Orbit Industries	35	.50-4C	72%	99%	46%	85%	71%	54%
Arlington Industries, Inc.	31	1.0-4C	87%	98%	72%	91%	73%	66%
Arlington Industries, Inc.	25	1.0-4C	83%	96%	76%	92%	77%	71%
Arlington Industries, Inc.	11	1.0-4C	82%	96%	83%	91%	78%	81%
SP Products	9	1.0-4C	81%	96%	50%	87%	63%	62%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	94%	63%	89%	74%	35%
Arlington Industries, Inc.	33	1.0-4C	74%	93%	71%	82%	66%	66%
Category averages:			78%	97%	67%	88%	72%	65%
Insurance								
Federated Insurance	SL Cvr 2	1.0-4C	36%	92%	22%	36%	28%	22%
Lighting controls								
Leviton Manufacturing	83	1.0-4C	77%	94%	71%	85%	65%	65%
Lighting products/fixtures								
Liteline	17	.50-4C	47%	100%	38%	65%	52%	33%
TCP	63	.75-4C	60%	98%	47%	74%	60%	45%
Milwaukee Tool	SL Cvr 4	1.0-4C	80%	95%	83%	80%	61%	64%
SLG Lighting	14	.50-4C	46%	91%	24%	72%	35%	26%
Category averages:			58%	96%	48%	73%	52%	42%
Power tools								
Crescent APEX	43	1.0-4C	58%	96%	44%	83%	67%	41%
Raceway/cable tray/conduit								
SP Products	9	1.0-4C	81%	96%	50%	87%	63%	62%
Allied Tube & Conduit	5	1.0-4C	80%	96%	54%	84%	58%	63%
<i>(continued)</i>								Base = 117

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Raceway/cable tray/conduit <i>continued</i>								
Champion Fiberglass	29	1.0-4C	56%	94%	39%	80%	48%	39%
Emergent Safety Supply	61	.25-4C	59%	93%	39%	77%	57%	36%
Category averages:			69%	95%	46%	82%	57%	50%
Safety equipment/apparel								
Arlington Industries, Inc.	31	1.0-4C	87%	98%	72%	91%	73%	66%
Training/Safety organization								
American Technical Publishers	61	.25-4C	55%	97%	53%	85%	61%	59%
NFPA	1	1.0-4C	67%	96%	66%	87%	61%	77%
NFPA	SL Cvr 3	1.0-4C	65%	94%	65%	80%	61%	70%
Category averages:			62%	96%	61%	84%	61%	69%
Wire & cable								
Southwire	Cvr 4	1.0-4C	82%	93%	74%	86%	68%	85%
Wire & cable connectors/terminators								
Arlington Industries, Inc.	69	1.0-4C	89%	98%	81%	91%	64%	80%
Hubbell Bell	21	.50-4C	64%	98%	69%	85%	69%	66%
Arlington Industries, Inc.	53	1.0-4C	82%	96%	81%	93%	74%	85%
Allied Tube & Conduit	5	1.0-4C	80%	96%	54%	84%	58%	63%
Arlington Industries, Inc.	49	1.0-4C	83%	95%	81%	91%	79%	79%
Arlington Industries, Inc.	39	1.0-4C	78%	95%	76%	91%	73%	74%
Arlington Industries, Inc.	73	1.0-4C	77%	95%	76%	92%	70%	70%
Hubbell RACO	13	.50-4C	76%	95%	68%	85%	66%	64%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	94%	63%	89%	74%	35%
Arlington Industries, Inc.	33	1.0-4C	74%	93%	71%	82%	66%	66%
Category averages:			77%	96%	72%	88%	69%	68%

(continued)

Base = 117

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.	41	1.0-4C	87%	98%	83%	93%	75%	87%
Arlington Industries, Inc.	51	1.0-4C	86%	98%	71%	93%	70%	81%
Arlington Industries, Inc.	77	1.0-4C	87%	97%	67%	88%	66%	64%
Arlington Industries, Inc.	7	1.0-4C	84%	96%	79%	94%	74%	80%
Arlington Industries, Inc.	53	1.0-4C	82%	96%	81%	93%	74%	85%
Arlington Industries, Inc.	11	1.0-4C	82%	96%	83%	91%	78%	81%
Arlington Industries, Inc.	49	1.0-4C	83%	95%	81%	91%	79%	79%
Arlington Industries, Inc.	39	1.0-4C	78%	95%	76%	91%	73%	74%
Arlington Industries, Inc.	59	1.0-4C	73%	94%	81%	89%	76%	79%
Champion Fiberglass	29	1.0-4C	56%	94%	39%	80%	48%	39%
Southwire	Cvr 4	1.0-4C	82%	93%	74%	86%	68%	85%
Arlington Industries, Inc.	33	1.0-4C	74%	93%	71%	82%	66%	66%
Underground Devices	16	.50-4C	67%	93%	37%	75%	52%	46%
Category averages:			79%	95%	71%	88%	69%	73%
Wiring devices								
Arlington Industries, Inc.	69	1.0-4C	89%	98%	81%	91%	64%	80%
Arlington Industries, Inc.	77	1.0-4C	87%	97%	67%	88%	66%	64%
Arlington Industries, Inc.	73	1.0-4C	77%	95%	76%	92%	70%	70%
Arlington Industries, Inc.	59	1.0-4C	73%	94%	81%	89%	76%	79%
Category averages:			82%	96%	76%	90%	69%	73%
Base = 117								

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	81%	84%	12%	16%	17%	1%	10%	32%	11%	43%
Arlington Industries, Inc.	65	1.0-4C	85%	83%	12%	12%	16%	0%	11%	29%	19%	48%
Arlington Industries, Inc.	59	1.0-4C	73%	83%	8%	13%	15%	0%	17%	28%	19%	43%
Arlington Industries, Inc.	41	1.0-4C	87%	82%	13%	17%	19%	2%	11%	27%	15%	30%
Arlington Industries, Inc.	7	1.0-4C	84%	81%	11%	13%	11%	2%	18%	33%	14%	39%
Arlington Industries, Inc.	11	1.0-4C	82%	81%	5%	18%	10%	3%	14%	33%	15%	40%
Arlington Industries, Inc.	81	1.0-4C	75%	81%	8%	7%	16%	1%	18%	31%	8%	34%
Arlington Industries, Inc.	25	1.0-4C	83%	80%	11%	11%	11%	3%	14%	38%	10%	24%
Arlington Industries, Inc.	3	1.0-4C	90%	79%	12%	16%	15%	3%	16%	34%	12%	36%
Arlington Industries, Inc.	73	1.0-4C	77%	78%	12%	11%	11%	0%	14%	29%	9%	41%
Arlington Industries, Inc.	90-91	2.0-4C	89%	76%	13%	21%	14%	1%	12%	19%	13%	23%
Arlington Industries, Inc.	51	1.0-4C	86%	76%	13%	19%	15%	2%	8%	30%	17%	24%
Arlington Industries, Inc.	27	1.0-4C	86%	76%	13%	17%	17%	2%	12%	27%	12%	33%
Arlington Industries, Inc.	45	1.0-4C	82%	76%	8%	14%	14%	2%	10%	23%	14%	35%
Hubbell Bell	21	.50-4C	64%	74%	13%	23%	16%	5%	13%	38%	10%	11%
Milbank	15	.50-4C	57%	72%	14%	23%	11%	5%	12%	28%	12%	28%

(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 = 117

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.	77	1.0-4C	87%	71%	13%	15%	10%	3%	13%	23%	9%	23%
Hubbell RACO	13	.50-4C	76%	69%	16%	19%	20%	1%	14%	31%	8%	15%
Orbit Industries	35	.50-4C	72%	65%	12%	19%	15%	7%	9%	35%	13%	12%
Emergent Safety Supply	61	.25-4C	59%	54%	13%	7%	13%	0%	7%	23%	9%	11%
Category averages:			79%	76%	12%	16%	14%	2%	13%	30%	12%	30%
Electrical distributor (incl. low volt.)												
Lowe's	55	1.0-4C	61%	60%	10%	10%	18%	3%	11%	23%	11%	19%
Sonepar	19	1.0-4C	39%	38%	5%	8%	8%	5%	3%	18%	3%	5%
Category averages:			50%	49%	8%	9%	13%	4%	7%	21%	7%	12%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	11	1.0-4C	82%	81%	5%	18%	10%	3%	14%	33%	15%	40%
Arlington Industries, Inc.	25	1.0-4C	83%	80%	11%	11%	11%	3%	14%	38%	10%	24%
Arlington Industries, Inc.	31	1.0-4C	87%	79%	13%	20%	16%	5%	15%	28%	11%	23%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	77%	11%	16%	16%	6%	15%	42%	13%	18%
Arlington Industries, Inc.	27	1.0-4C	86%	76%	13%	17%	17%	2%	12%	27%	12%	33%
Arlington Industries, Inc.	33	1.0-4C	74%	75%	10%	7%	18%	0%	14%	32%	8%	25%
SP Products	9	1.0-4C	81%	65%	21%	18%	20%	2%	16%	30%	12%	16%
Orbit Industries	35	.50-4C	72%	65%	12%	19%	15%	7%	9%	35%	13%	12%
Category averages:			78%	75%	12%	16%	15%	4%	14%	33%	12%	24%
Insurance												
Federated Insurance	SL Cvr 2	1.0-4C	36%	17%	3%	3%	8%	0%	0%	3%	8%	0%
Lighting controls												
Leviton Manufacturing	83	1.0-4C	77%	74%	13%	19%	14%	3%	16%	24%	10%	25%

(continued)

Base = 117

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 4	1.0-4C	80%	70%	14%	16%	15%	5%	8%	29%	9%	20%
TCP	63	.75-4C	60%	60%	18%	16%	19%	6%	11%	29%	8%	8%
Liteline	17	.50-4C	47%	54%	17%	21%	17%	2%	8%	17%	8%	6%
SLG Lighting	14	.50-4C	46%	48%	11%	11%	15%	0%	11%	20%	7%	2%
Category averages:			58%	58%	15%	16%	17%	3%	10%	24%	8%	9%
Power tools												
Crescent APEX	43	1.0-4C	58%	63%	11%	15%	11%	0%	11%	28%	13%	13%
Raceway/cable tray/conduit												
Allied Tube & Conduit	5	1.0-4C	80%	70%	15%	18%	16%	5%	10%	30%	11%	16%
SP Products	9	1.0-4C	81%	65%	21%	18%	20%	2%	16%	30%	12%	16%
Champion Fiberglass	29	1.0-4C	56%	56%	7%	6%	6%	0%	6%	24%	11%	7%
Emergent Safety Supply	61	.25-4C	59%	54%	13%	7%	13%	0%	7%	23%	9%	11%
Category averages:			69%	61%	14%	12%	14%	2%	10%	27%	11%	13%
Safety equipment/apparel												
Arlington Industries, Inc.	31	1.0-4C	87%	79%	13%	20%	16%	5%	15%	28%	11%	23%
Training/Safety organization												
NFPA	SL Cvr 3	1.0-4C	65%	65%	19%	28%	20%	3%	6%	16%	10%	12%
American Technical Publishers	61	.25-4C	55%	63%	14%	22%	14%	7%	8%	27%	8%	10%
NFPA	1	1.0-4C	67%	58%	13%	21%	17%	4%	13%	17%	13%	13%
Category averages:			62%	62%	15%	24%	17%	5%	9%	20%	10%	12%
Wire & cable												
Southwire	Cvr 4	1.0-4C	82%	77%	11%	21%	11%	2%	8%	29%	14%	36%

(continued)

Base = 117

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.	49	1.0-4C	83%	81%	11%	11%	14%	0%	15%	28%	10%	43%
Arlington Industries, Inc.	53	1.0-4C	82%	81%	10%	14%	13%	1%	13%	26%	11%	45%
Arlington Industries, Inc.	39	1.0-4C	78%	81%	12%	11%	16%	0%	15%	34%	8%	35%
Arlington Industries, Inc.	73	1.0-4C	77%	78%	12%	11%	11%	0%	14%	29%	9%	41%
Arlington Industries, Inc.	69	1.0-4C	89%	77%	11%	16%	15%	2%	11%	15%	13%	41%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	62%	77%	11%	16%	16%	6%	15%	42%	13%	18%
Arlington Industries, Inc.	33	1.0-4C	74%	75%	10%	7%	18%	0%	14%	32%	8%	25%
Hubbell Bell	21	.50-4C	64%	74%	13%	23%	16%	5%	13%	38%	10%	11%
Allied Tube & Conduit	5	1.0-4C	80%	70%	15%	18%	16%	5%	10%	30%	11%	16%
Hubbell RACO	13	.50-4C	76%	69%	16%	19%	20%	1%	14%	31%	8%	15%
Category averages:			77%	76%	12%	15%	16%	2%	13%	31%	10%	29%
Wire & cable management												
Arlington Industries, Inc.	59	1.0-4C	73%	83%	8%	13%	15%	0%	17%	28%	19%	43%
Arlington Industries, Inc.	41	1.0-4C	87%	82%	13%	17%	19%	2%	11%	27%	15%	30%
Arlington Industries, Inc.	7	1.0-4C	84%	81%	11%	13%	11%	2%	18%	33%	14%	39%
Arlington Industries, Inc.	49	1.0-4C	83%	81%	11%	11%	14%	0%	15%	28%	10%	43%
Arlington Industries, Inc.	53	1.0-4C	82%	81%	10%	14%	13%	1%	13%	26%	11%	45%
Arlington Industries, Inc.	11	1.0-4C	82%	81%	5%	18%	10%	3%	14%	33%	15%	40%
Arlington Industries, Inc.	39	1.0-4C	78%	81%	12%	11%	16%	0%	15%	34%	8%	35%
Southwire	Cvr 4	1.0-4C	82%	77%	11%	21%	11%	2%	8%	29%	14%	36%
Arlington Industries, Inc.	51	1.0-4C	86%	76%	13%	19%	15%	2%	8%	30%	17%	24%
Arlington Industries, Inc.	33	1.0-4C	74%	75%	10%	7%	18%	0%	14%	32%	8%	25%
Arlington Industries, Inc.	77	1.0-4C	87%	71%	13%	15%	10%	3%	13%	23%	9%	23%
Champion Fiberglass	29	1.0-4C	56%	56%	7%	6%	6%	0%	6%	24%	11%	7%
Underground Devices	16	.50-4C	67%	51%	10%	9%	9%	0%	10%	24%	7%	9%
Category averages:			79%	75%	10%	13%	13%	1%	12%	29%	12%	31%

(continued)

Base = 117

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

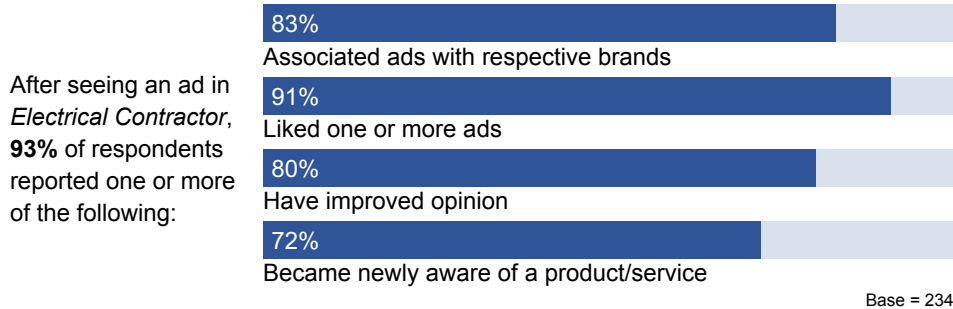


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wiring devices												
Arlington Industries, Inc.	59	1.0-4C	73%	83%	8%	13%	15%	0%	17%	28%	19%	43%
Arlington Industries, Inc.	73	1.0-4C	77%	78%	12%	11%	11%	0%	14%	29%	9%	41%
Arlington Industries, Inc.	69	1.0-4C	89%	77%	11%	16%	15%	2%	11%	15%	13%	41%
Arlington Industries, Inc.	77	1.0-4C	87%	71%	13%	15%	10%	3%	13%	23%	9%	23%
Category averages:			82%	77%	11%	14%	13%	1%	14%	24%	13%	37%

Demographics: Influence and Action Totals

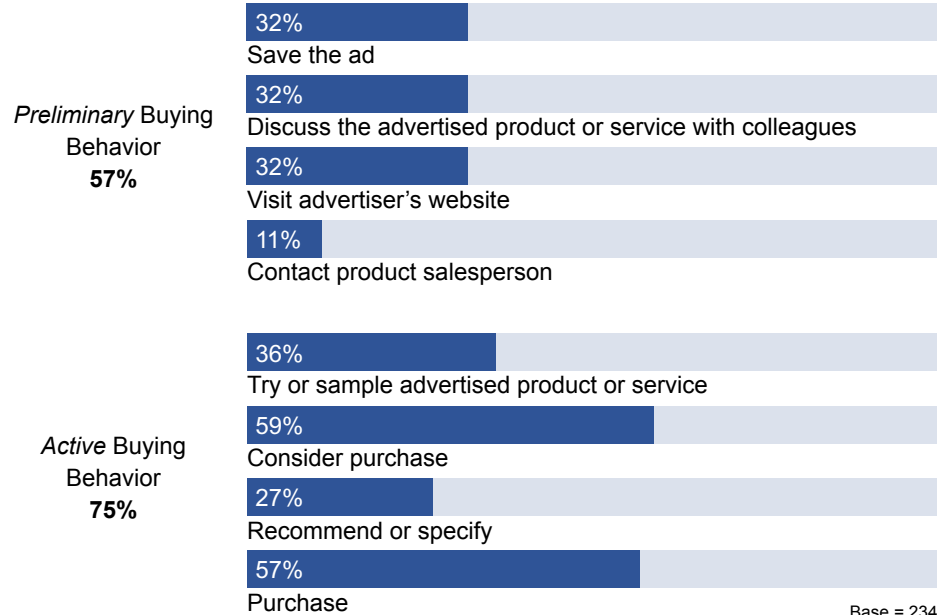


Total ad influence for all studied ads



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:



Active Buying Behavior **75%**

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	58%	50%
One page	33	76%	60%	51%
Three-fourths page	1	60%	47%	43%
One-half page	7	61%	51%	36%
One-fourth page	2	57%	60%	45%
Issue averages:		72%	58%	48%

Base = 117

Building types

Commercial	89%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	74%
Includes single family and multi-family	
Industrial	62%
Includes manufacturing plants, power generation and utility	
Institutional	56%
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	22%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	0%
No response	0%

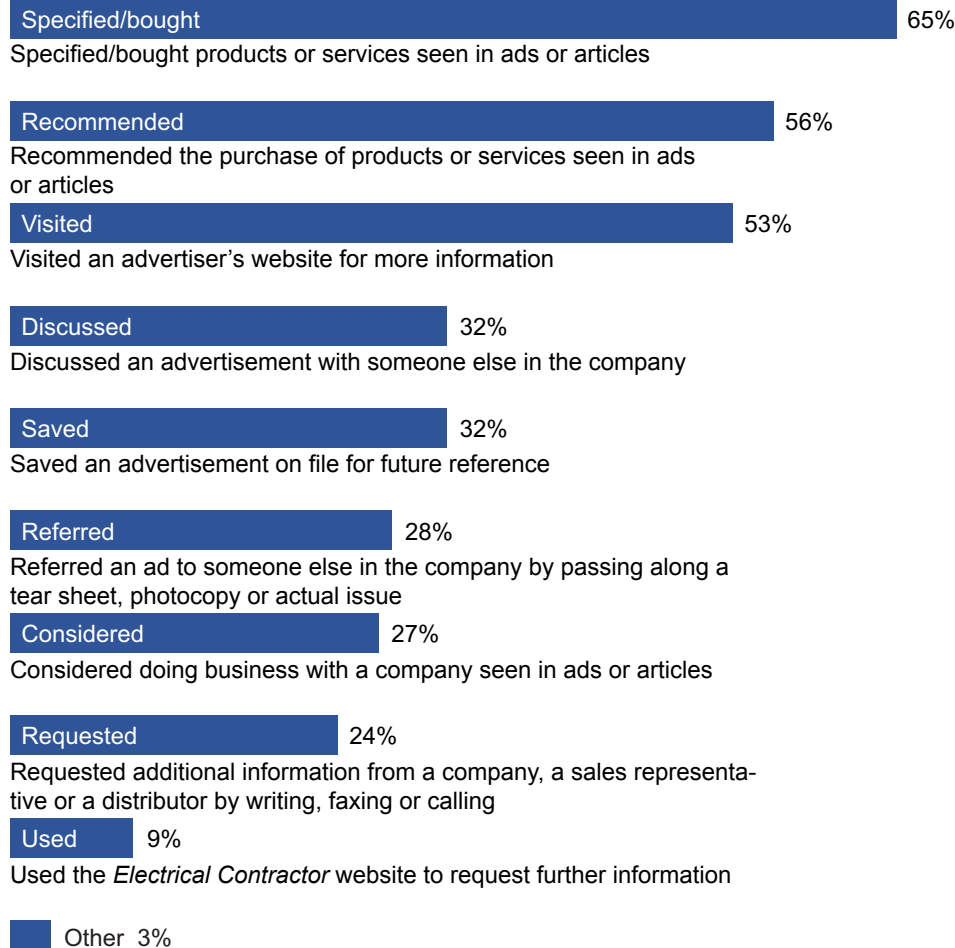
Base = 246

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 = 234

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	59%
Management: project manager, superintendent, supervisor, foreman	18%
Electrician (field), journeyman, technician, installer, service person	12%
Estimator	2%
Purchasing agent, buyer.	2%
Staff engineer, designer, electrical engineer.	2%
Apprentice	1%
Inspector.	1%
Other.	3%
No response	0%

Base = 234

Primary business

Electrical contracting/low-voltage contracting.	86%
Engineering/architecture/consulting	3%
Systems integration/consulting.	3%
Wholesaler/distributor.	1%
Other.	7%
No response	0%

Base = 234

Building systems installed

Lighting.	90%
Maintenance, service, repair	85%
Premises wiring	83%
Fire/life safety systems.	59%
Power quality systems (includes standby, co-gen, etc.)	58%
Security (includes CCTV, access/motion/intrusion systems)	53%
Total building automation systems (includes HVAC, lighting).	40%
Communications systems (VDV)	38%
Fiber optics.	34%
Alternative-energy systems	28%
None of the above	1%
No response	0%

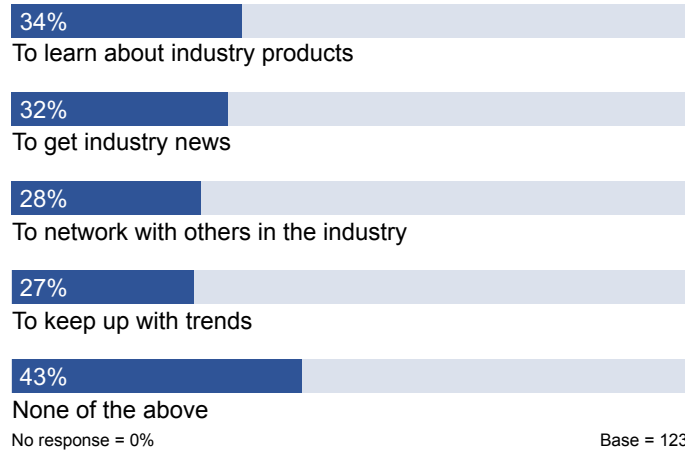
Base = 234

Demographics: Social Media



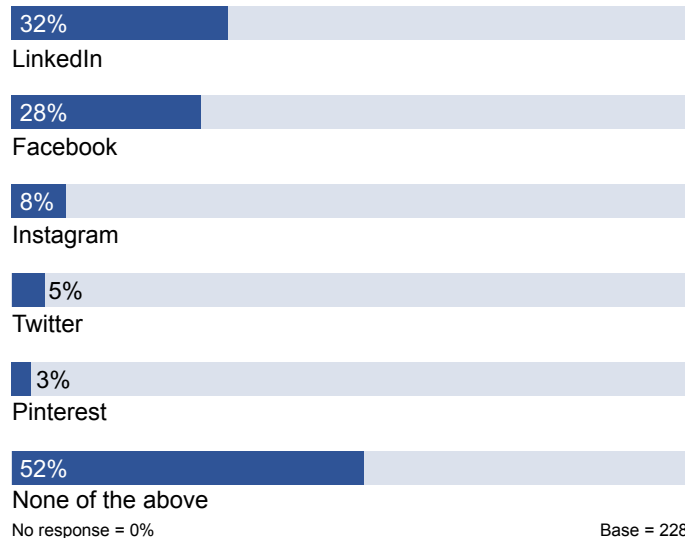
Professional use of social media

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



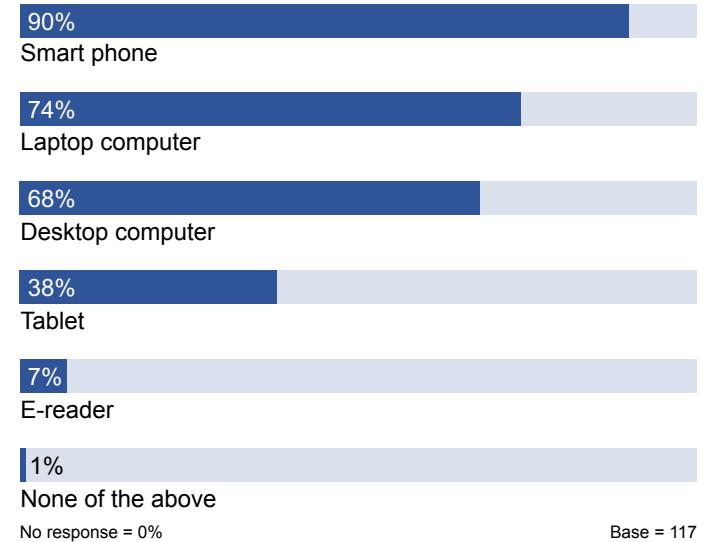
Social media platforms used for work

Forty-eight percent (48%) 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's (BRC) *adViewPro* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

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.

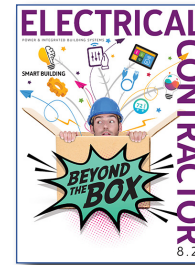
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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.

* June 2021 BPA WorldwideSM Statement

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BRC's audience metrics guide, optimize and inspire ad-campaign effectiveness in print, digital and online media.

