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December 2021

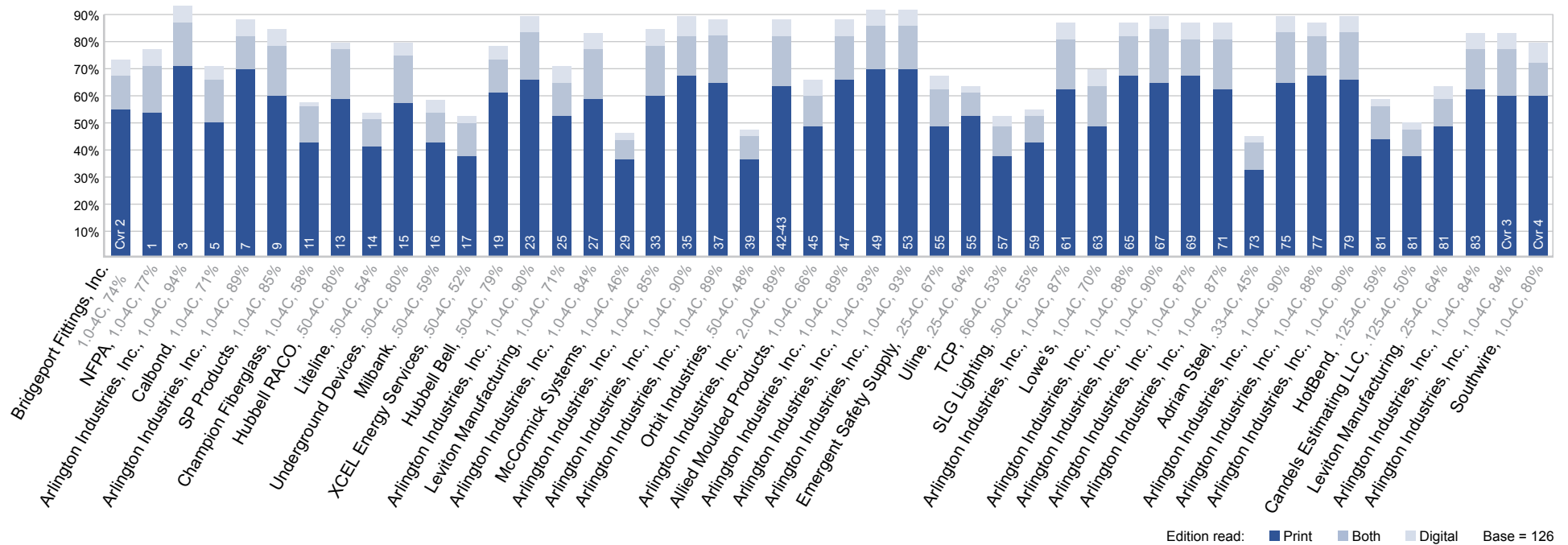
Independent Ad Performance News:

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. – 3	94%	Arlington Industries, Inc. – 3	94%	100%	Arlington Industries, Inc. – Cv 3	84%	82%
Arlington Industries, Inc. – 53	93%	Arlington Industries, Inc. – 49	93%	100%	Arlington Industries, Inc. – 37	89%	81%
Arlington Industries, Inc. – 49	93%	Arlington Industries, Inc. – 42-43	89%	100%	Arlington Industries, Inc. – 49	93%	79%
Arlington Industries, Inc. – 35	90%	Arlington Industries, Inc. – 47	89%	100%	Arlington Industries, Inc. – 67	90%	79%
Arlington Industries, Inc. – 23	90%	Arlington Industries, Inc. – 77	88%	100%	Arlington Industries, Inc. – 79	90%	79%
Arlington Industries, Inc. – 67	90%	Arlington Industries, Inc. – 33	85%	100%	Arlington Industries, Inc. – 47	89%	79%
Arlington Industries, Inc. – 79	90%	Bridgeport Fittings, Inc. – Cv 2	74%	100%	Arlington Industries, Inc. – 75	90%	78%
Arlington Industries, Inc. – 75	90%	SLG Lighting – 59	55%	100%	Arlington Industries, Inc. – 7	89%	78%
Arlington Industries, Inc. – 7	89%	Arlington Industries, Inc. – 53	93%	99%	Arlington Industries, Inc. – 71	87%	78%
Arlington Industries, Inc. – 37	89%	Arlington Industries, Inc. – 35	90%	99%	Arlington Industries, Inc. – 33	85%	78%

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

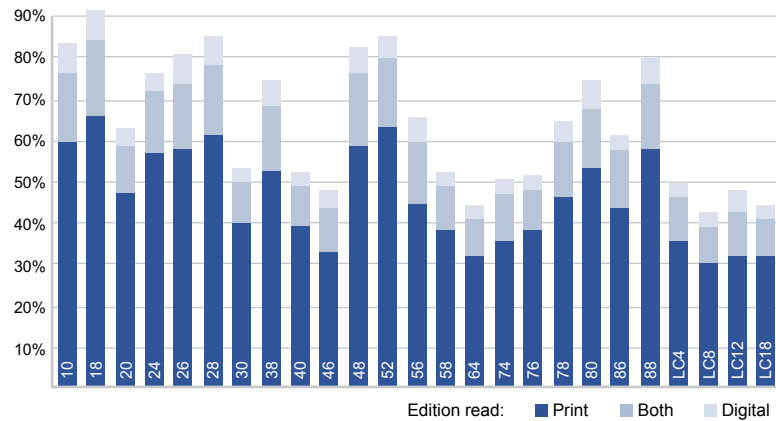
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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%	73%	57%
Code FAQs	18	92%	80%	81%
Intelligence Made Visible: Lighting Design Tips	20	63%	73%	37%
Residential	24	77%	68%	56%
Service/Maintenance	26	81%	80%	58%
Code Quiz	28	86%	78%	75%
Now You See It, Now You Don't: Temporary Lighting	30	54%	72%	44%
Code Insider	38	75%	81%	66%
Fixating on Fixtures: Creating and Using a Luminaire	40	53%	64%	38%
Your Business	46	48%	69%	36%
Code Applications	48	83%	82%	68%
New Products	52	86%	76%	65%
Featured Products: luminaires	56	66%	71%	45%
Rebate Update: energy-efficient product incentives	58	53%	58%	35%
On the Market: Smart Libraries	64	45%	47%	33%
Integrated Systems Products	74	51%	59%	37%
Fiber Optics	76	52%	50%	38%
Life Safety Systems Quiz	78	65%	72%	53%
Cool Tools: insulation testers	80	75%	75%	61%
Alternative Energy	86	62%	74%	39%
Code Comments	88	80%	84%	72%
The Keys to Getting Power Back: Hurricane Ida	LC4	50%	66%	33%
Transformation Stations: Forest Electric	LC8	43%	63%	37%
What Exactly is a Modernized Grid	LC12	48%	60%	45%
Preserving What's Important: Protected Land	LC18	45%	62%	36%

Base = 252

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



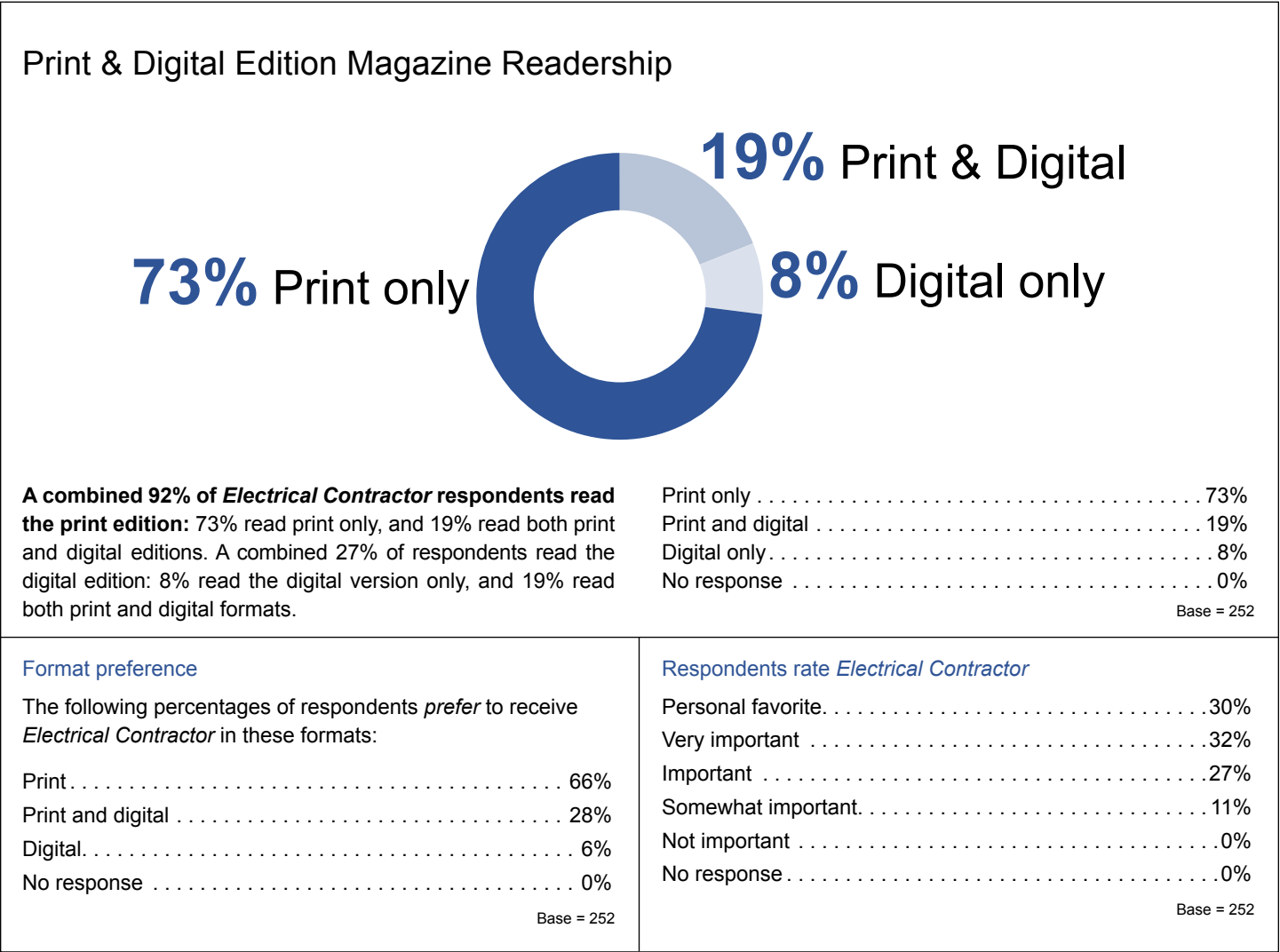
Readers comment on the magazine



[I read Electrical Contractor to find out] about new products and check on industry news.
— Owner

It is my industry's trade publication so it is targeted info for me.
— CEO

[I read Electrical Contractor to] find new products, new ideas, and ways to do things better.
— President



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 choose articles that pertain to the areas I work in. I also encourage other electrical contractors to read the same articles.

— President

I see new products, code comments, opinions and other important information [in Electrical Contractor].

— President/CEO

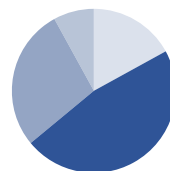
I like it for information on code, new products, and articles on new products and installations.

— Owner

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

When read

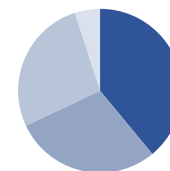
Same day issue is received	17%
Within three days	47%
Within a week	28%
One week or later	8%
No response	0%



Base = 252

Time spent reading

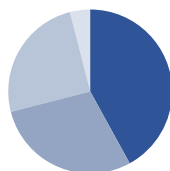
45 minutes or more.	39%
30 - 44 minutes.	29%
15 - 29 minutes.	27%
Less than 15 minutes	5%
No response	0%



Base = 252

How often each issue is read

4 or more times.	42%
3 times	29%
2 times	25%
1 time	4%
No response	0%



Base = 252

Pass-along readership

Respondents report that they pass along their issues of *Electrical Contractor* to a mean number of 1.3 other professionals.

1.3
Other
People

Base = 252

Editorial: Reading Habits *continued*



[Electrical Contractor] gives us some insight on new trends ideas and what the rest of the industry is challenged with.

— President

[Electrical Contractor] keeps me up-to-date on what is going on in the industry. Keeps me informed about new products or improved products. Codes are always changing, and I get different opinions. Keeps me informed on what is going on nationwide and even worldwide with items and projects.

— Owner

Industry magazine readership

Eighty-nine percent (89%) 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	89%	76%	13%	8%	3%	0%	0%	0%
EC&M	50%	41%	9%	9%	3%	1%	18%	19%
Cabling Installation & Maintenance	9%	7%	2%	1%	2%	2%	52%	34%
Security Magazine	7%	4%	3%	4%	2%	3%	44%	40%
Communications News	4%	3%	1%	2%	2%	1%	52%	39%
Security Dealer	4%	3%	1%	2%	2%	3%	49%	40%

Base = 252

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	94%	63%	58%	100%	76%
Arlington Industries, Inc.	35	1.0-4C	90%	67%	55%	99%	77%
Arlington Industries, Inc.	75	1.0-4C	90%	50%	58%	99%	78%
Arlington Industries, Inc.	37	1.0-4C	89%	58%	52%	99%	81%
Arlington Industries, Inc.	42-43	2.0-4C	89%	55%	51%	100%	76%
Arlington Industries, Inc.	47	1.0-4C	89%	53%	55%	100%	79%
Arlington Industries, Inc.	65	1.0-4C	88%	72%	56%	99%	77%
Arlington Industries, Inc.	69	1.0-4C	87%	75%	51%	98%	67%
Arlington Industries, Inc.	71	1.0-4C	87%	54%	55%	98%	78%
Arlington Industries, Inc.	61	1.0-4C	87%	53%	54%	99%	74%
Arlington Industries, Inc.	33	1.0-4C	85%	56%	50%	100%	78%
Arlington Industries, Inc.	27	1.0-4C	84%	56%	43%	98%	73%
Hubbell RACO	13	.50-4C	80%	58%	59%	98%	71%
Hubbell Bell	19	.50-4C	79%	63%	40%	99%	78%
Calbond	5	1.0-4C	71%	48%	38%	96%	67%
Emergent Safety Supply	55	.25-4C	67%	58%	33%	95%	63%
Allied Moulded Products	45	1.0-4C	66%	58%	37%	99%	57%
Milbank	16	.50-4C	59%	64%	39%	98%	62%
Orbit Industries	39	.50-4C	48%	52%	32%	96%	57%
Category averages:			80%	59%	48%	98%	72%
Computer software							
McCormick Systems	29	1.0-4C	46%	33%	27%	98%	41%
Contractor equipment							
Uline	55	.25-4C	64%	52%	24%	98%	52%
HotBend	81	.125-4C	59%	47%	32%	95%	49%
Category averages:			62%	50%	28%	97%	51%
<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 = 126

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 LLC	81	.125-4C	50%	32%	38%	88%	39%
Electrical distributor (incl. low volt.)							
Lowe's	63	1.0-4C	70%	50%	40%	97%	69%
Uline	55	.25-4C	64%	52%	24%	98%	52%
Category averages:			67%	51%	32%	98%	61%
Fasteners, hangers, clamps, supports							
Arlington Industries, Inc.	7	1.0-4C	89%	67%	57%	98%	78%
Arlington Industries, Inc.	77	1.0-4C	88%	72%	48%	100%	75%
Arlington Industries, Inc.	71	1.0-4C	87%	54%	55%	98%	78%
SP Products	9	1.0-4C	85%	54%	37%	97%	67%
Arlington Industries, Inc.	83	1.0-4C	84%	70%	56%	98%	75%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	56%	55%	99%	82%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	61%	56%	100%	76%
Orbit Industries	39	.50-4C	48%	52%	32%	96%	57%
Category averages:			80%	61%	50%	98%	74%
Hand tools							
HotBend	81	.125-4C	59%	47%	32%	95%	49%
Lighting controls							
Leviton Manufacturing	25	1.0-4C	71%	54%	34%	96%	59%
Leviton Manufacturing	81	.25-4C	64%	72%	48%	97%	63%
Category averages:			68%	63%	41%	97%	61%

(continued)

Base = 126

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
Lighting products/fixtures							
SLG Lighting	59	.50-4C	55%	55%	33%	100%	60%
Liteline	14	.50-4C	54%	46%	40%	98%	55%
TCP	57	.66-4C	53%	47%	36%	98%	65%
Category averages:			54%	49%	36%	99%	60%
Power tools							
HotBend	81	.125-4C	59%	47%	32%	95%	49%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	85%	54%	37%	97%	67%
Calbond	5	1.0-4C	71%	48%	38%	96%	67%
Emergent Safety Supply	55	.25-4C	67%	58%	33%	95%	63%
Champion Fiberglass	11	1.0-4C	58%	55%	31%	98%	48%
Category averages:			70%	54%	35%	97%	61%
Regional ad							
XCEL Energy Services	17	.50-4C	52%	44%	26%	96%	36%
Safety equipment/apparel							
Arlington Industries, Inc.	7	1.0-4C	89%	67%	57%	98%	78%
Training/Safety organization							
NFPA	1	1.0-4C	77%	62%	27%	99%	71%
Vehicle equipment							
Adrian Steel	73	.33-4C	45%	47%	29%	91%	33%
Wire & cable							
Southwire	Cvr 4	1.0-4C	80%	65%	50%	98%	65%

(continued)

Base = 126

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							
Arlington Industries, Inc.	53	1.0-4C	93%	74%	54%	99%	73%
Arlington Industries, Inc.	49	1.0-4C	93%	69%	48%	100%	79%
Arlington Industries, Inc.	23	1.0-4C	90%	57%	59%	99%	77%
Arlington Industries, Inc.	67	1.0-4C	90%	56%	50%	99%	79%
Arlington Industries, Inc.	79	1.0-4C	90%	53%	54%	99%	79%
Arlington Industries, Inc.	61	1.0-4C	87%	53%	54%	99%	74%
Hubbell RACO	13	.50-4C	80%	58%	59%	98%	71%
Hubbell Bell	19	.50-4C	79%	63%	40%	99%	78%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	61%	56%	100%	76%
Category averages:			86%	60%	53%	99%	76%
Wire & cable management							
Arlington Industries, Inc.	65	1.0-4C	88%	72%	56%	99%	77%
Southwire	Cvr 4	1.0-4C	80%	65%	50%	98%	65%
Underground Devices	15	.50-4C	80%	45%	36%	96%	55%
Champion Fiberglass	11	1.0-4C	58%	55%	31%	98%	48%
Category averages:			77%	59%	43%	98%	61%
Wiring devices							
Arlington Industries, Inc.	49	1.0-4C	93%	69%	48%	100%	79%
Arlington Industries, Inc.	23	1.0-4C	90%	57%	59%	99%	77%
Arlington Industries, Inc.	67	1.0-4C	90%	56%	50%	99%	79%
Arlington Industries, Inc.	77	1.0-4C	88%	72%	48%	100%	75%
Arlington Industries, Inc.	33	1.0-4C	85%	56%	50%	100%	78%
Arlington Industries, Inc.	83	1.0-4C	84%	70%	56%	98%	75%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	56%	55%	99%	82%
Category averages:			88%	62%	52%	99%	78%

Base = 126

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries, Inc.	3	1.0-4C	94%	100%	84%	95%	71%	87%
Arlington Industries, Inc.	42-43	2.0-4C	89%	100%	82%	94%	75%	86%
Arlington Industries, Inc.	47	1.0-4C	89%	100%	86%	96%	76%	86%
Arlington Industries, Inc.	33	1.0-4C	85%	100%	84%	96%	76%	89%
Arlington Industries, Inc.	35	1.0-4C	90%	99%	86%	94%	72%	89%
Arlington Industries, Inc.	75	1.0-4C	90%	99%	81%	97%	70%	89%
Arlington Industries, Inc.	37	1.0-4C	89%	99%	84%	93%	73%	87%
Arlington Industries, Inc.	65	1.0-4C	88%	99%	86%	93%	77%	79%
Arlington Industries, Inc.	61	1.0-4C	87%	99%	78%	92%	70%	76%
Hubbell Bell	19	.50-4C	79%	99%	83%	95%	72%	86%
Allied Moulded Products	45	1.0-4C	66%	99%	43%	82%	60%	34%
Arlington Industries, Inc.	69	1.0-4C	87%	98%	77%	94%	72%	74%
Arlington Industries, Inc.	71	1.0-4C	87%	98%	86%	92%	71%	88%
Arlington Industries, Inc.	27	1.0-4C	84%	98%	82%	94%	73%	78%
Hubbell RACO	13	.50-4C	80%	98%	79%	90%	71%	80%
Milbank	16	.50-4C	59%	98%	72%	85%	68%	73%
Calbond	5	1.0-4C	71%	96%	53%	83%	72%	55%
Orbit Industries	39	.50-4C	48%	96%	41%	72%	54%	41%
Emergent Safety Supply	55	.25-4C	67%	95%	56%	86%	67%	52%
Category averages:			80%	98%	75%	91%	71%	75%
Computer software								
McCormick Systems	29	1.0-4C	46%	98%	43%	61%	46%	41%
Contractor equipment								
Uline	55	.25-4C	64%	98%	66%	79%	58%	68%
HotBend	81	.125-4C	59%	95%	39%	75%	47%	44%
Category averages:			62%	97%	53%	77%	53%	56%
<i>(continued)</i>								
Base = 126								

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 LLC	81	.125-4C	50%	88%	41%	63%	43%	39%
Electrical distributor (incl. low volt.)								
Uline	55	.25-4C	64%	98%	66%	79%	58%	68%
Lowe's	63	1.0-4C	70%	97%	73%	77%	61%	73%
Category averages:			67%	98%	70%	78%	60%	71%
Fasteners, hangers, clamps, supports								
Arlington Industries, Inc.	77	1.0-4C	88%	100%	83%	97%	78%	80%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	100%	66%	93%	73%	58%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	99%	83%	97%	78%	86%
Arlington Industries, Inc.	7	1.0-4C	89%	98%	83%	93%	73%	76%
Arlington Industries, Inc.	71	1.0-4C	87%	98%	86%	92%	71%	88%
Arlington Industries, Inc.	83	1.0-4C	84%	98%	79%	94%	75%	78%
SP Products	9	1.0-4C	85%	97%	51%	88%	68%	57%
Orbit Industries	39	.50-4C	48%	96%	41%	72%	54%	41%
Category averages:			80%	98%	72%	91%	71%	71%
Hand tools								
HotBend	81	.125-4C	59%	95%	39%	75%	47%	44%
Lighting controls								
Leviton Manufacturing	81	.25-4C	64%	97%	70%	75%	55%	69%
Leviton Manufacturing	25	1.0-4C	71%	96%	56%	76%	59%	53%
Category averages:			68%	97%	63%	76%	57%	61%
<i>(continued)</i>								

Base = 126

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
Lighting products/fixtures								
SLG Lighting	59	.50-4C	55%	100%	40%	75%	64%	33%
Liteline	14	.50-4C	54%	98%	27%	68%	46%	34%
TCP	57	.66-4C	53%	98%	52%	73%	67%	48%
Category averages:			54%	99%	40%	72%	59%	38%
Power tools								
HotBend	81	.125-4C	59%	95%	39%	75%	47%	44%
Raceway/cable tray/conduit								
Champion Fiberglass	11	1.0-4C	58%	98%	41%	77%	46%	38%
SP Products	9	1.0-4C	85%	97%	51%	88%	68%	57%
Calbond	5	1.0-4C	71%	96%	53%	83%	72%	55%
Emergent Safety Supply	55	.25-4C	67%	95%	56%	86%	67%	52%
Category averages:			70%	97%	50%	84%	63%	51%
Regional ad								
XCEL Energy Services	17	.50-4C	52%	96%	28%	52%	34%	24%
Safety equipment/apparel								
Arlington Industries, Inc.	7	1.0-4C	89%	98%	83%	93%	73%	76%
Training/Safety organization								
NFPA	1	1.0-4C	77%	99%	67%	92%	67%	71%
Vehicle equipment								
Adrian Steel	73	.33-4C	45%	91%	31%	53%	40%	33%
Wire & cable								
Southwire	Cvr 4	1.0-4C	80%	98%	63%	88%	69%	58%

(continued)

Base = 126

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								
Arlington Industries, Inc.	49	1.0-4C	93%	100%	87%	99%	80%	93%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	100%	66%	93%	73%	58%
Arlington Industries, Inc.	53	1.0-4C	93%	99%	81%	97%	71%	85%
Arlington Industries, Inc.	23	1.0-4C	90%	99%	82%	94%	70%	86%
Arlington Industries, Inc.	67	1.0-4C	90%	99%	84%	97%	75%	85%
Arlington Industries, Inc.	79	1.0-4C	90%	99%	82%	96%	72%	85%
Arlington Industries, Inc.	61	1.0-4C	87%	99%	78%	92%	70%	76%
Hubbell Bell	19	.50-4C	79%	99%	83%	95%	72%	86%
Hubbell RACO	13	.50-4C	80%	98%	79%	90%	71%	80%
Category averages:			86%	99%	80%	95%	73%	82%
Wire & cable management								
Arlington Industries, Inc.	65	1.0-4C	88%	99%	86%	93%	77%	79%
Southwire	Cvr 4	1.0-4C	80%	98%	63%	88%	69%	58%
Champion Fiberglass	11	1.0-4C	58%	98%	41%	77%	46%	38%
Underground Devices	15	.50-4C	80%	96%	55%	85%	69%	69%
Category averages:			77%	98%	61%	86%	65%	61%
Wiring devices								
Arlington Industries, Inc.	49	1.0-4C	93%	100%	87%	99%	80%	93%
Arlington Industries, Inc.	77	1.0-4C	88%	100%	83%	97%	78%	80%
Arlington Industries, Inc.	33	1.0-4C	85%	100%	84%	96%	76%	89%
Arlington Industries, Inc.	23	1.0-4C	90%	99%	82%	94%	70%	86%
Arlington Industries, Inc.	67	1.0-4C	90%	99%	84%	97%	75%	85%
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	99%	83%	97%	78%	86%
Arlington Industries, Inc.	83	1.0-4C	84%	98%	79%	94%	75%	78%
Category averages:			88%	99%	83%	96%	76%	85%

Base = 126

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.	37	1.0-4C	89%	81%	8%	13%	13%	2%	15%	31%	12%	36%
Arlington Industries, Inc.	47	1.0-4C	89%	79%	6%	8%	12%	2%	15%	33%	8%	27%
Arlington Industries, Inc.	75	1.0-4C	90%	78%	9%	10%	10%	3%	11%	31%	8%	26%
Arlington Industries, Inc.	71	1.0-4C	87%	78%	6%	9%	13%	2%	16%	30%	6%	30%
Arlington Industries, Inc.	33	1.0-4C	85%	78%	7%	8%	13%	2%	17%	30%	10%	34%
Hubbell Bell	19	.50-4C	79%	78%	5%	10%	7%	1%	19%	36%	10%	42%
Arlington Industries, Inc.	35	1.0-4C	90%	77%	8%	9%	9%	2%	16%	31%	9%	35%
Arlington Industries, Inc.	65	1.0-4C	88%	77%	8%	13%	9%	2%	16%	38%	14%	36%
Arlington Industries, Inc.	3	1.0-4C	94%	76%	10%	10%	12%	5%	15%	33%	10%	28%
Arlington Industries, Inc.	42-43	2.0-4C	89%	76%	9%	13%	12%	2%	15%	33%	7%	26%
Arlington Industries, Inc.	61	1.0-4C	87%	74%	5%	8%	13%	1%	14%	33%	7%	29%
Arlington Industries, Inc.	27	1.0-4C	84%	73%	8%	6%	12%	2%	17%	28%	10%	31%
Hubbell RACO	13	.50-4C	80%	71%	5%	8%	10%	2%	15%	35%	6%	33%
Arlington Industries, Inc.	69	1.0-4C	87%	67%	5%	10%	8%	2%	19%	34%	9%	24%
Calbond	5	1.0-4C	71%	67%	18%	10%	12%	4%	10%	31%	6%	10%
Emergent Safety Supply	55	.25-4C	67%	63%	11%	10%	14%	3%	13%	24%	10%	14%
Milbank	16	.50-4C	59%	62%	15%	15%	12%	5%	12%	28%	15%	25%

(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 = 126

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>												
Allied Moulded Products	45	1.0-4C	66%	57%	10%	13%	13%	1%	15%	34%	7%	12%
Orbit Industries	39	.50-4C	48%	57%	11%	13%	15%	4%	15%	26%	11%	11%
Category averages:			80%	72%	9%	10%	12%	2%	15%	32%	9%	27%
Computer software												
McCormick Systems	29	1.0-4C	46%	41%	13%	7%	15%	2%	7%	7%	13%	2%
Contractor equipment												
Uline	55	.25-4C	64%	52%	8%	13%	11%	0%	13%	24%	13%	15%
HotBend	81	.125-4C	59%	49%	14%	10%	12%	2%	15%	15%	7%	7%
Category averages:			62%	51%	11%	12%	12%	1%	14%	20%	10%	11%
Contractor services (incl. rental & mechanical)												
Candels Estimating LLC	81	.125-4C	50%	39%	6%	6%	10%	2%	2%	16%	6%	6%
Electrical distributor (incl. low volt.)												
Lowe's	63	1.0-4C	70%	69%	9%	10%	16%	1%	13%	24%	7%	23%
Uline	55	.25-4C	64%	52%	8%	13%	11%	0%	13%	24%	13%	15%
Category averages:			67%	61%	9%	12%	14%	1%	13%	24%	10%	19%
Fasteners, hangers, clamps, supports												
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	82%	9%	12%	14%	3%	20%	31%	4%	33%
Arlington Industries, Inc.	7	1.0-4C	89%	78%	7%	10%	13%	4%	16%	34%	13%	24%
Arlington Industries, Inc.	71	1.0-4C	87%	78%	6%	9%	13%	2%	16%	30%	6%	30%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	76%	13%	18%	15%	9%	24%	40%	15%	15%
Arlington Industries, Inc.	77	1.0-4C	88%	75%	7%	10%	11%	3%	22%	36%	10%	32%
Arlington Industries, Inc.	83	1.0-4C	84%	75%	7%	13%	10%	3%	17%	37%	12%	36%
SP Products	9	1.0-4C	85%	67%	11%	9%	13%	4%	18%	32%	6%	17%

(continued)

Base = 126

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>												
Orbit Industries	39	.50-4C	48%	57%	11%	13%	15%	4%	15%	26%	11%	11%
Category averages:			80%	74%	9%	12%	13%	4%	19%	33%	10%	25%
Hand tools												
HotBend	81	.125-4C	59%	49%	14%	10%	12%	2%	15%	15%	7%	7%
Lighting controls												
Leviton Manufacturing	81	.25-4C	64%	63%	3%	12%	15%	6%	15%	28%	10%	22%
Leviton Manufacturing	25	1.0-4C	71%	59%	11%	13%	15%	3%	11%	23%	13%	16%
Category averages:			68%	61%	7%	13%	15%	5%	13%	26%	12%	19%
Lighting products/fixtures												
TCP	57	.66-4C	53%	65%	8%	10%	19%	2%	13%	33%	4%	13%
SLG Lighting	59	.50-4C	55%	60%	13%	20%	13%	4%	9%	27%	11%	11%
Liteline	14	.50-4C	54%	55%	14%	20%	16%	4%	11%	25%	9%	2%
Category averages:			54%	60%	12%	17%	16%	3%	11%	28%	8%	9%
Power tools												
HotBend	81	.125-4C	59%	49%	14%	10%	12%	2%	15%	15%	7%	7%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	85%	67%	11%	9%	13%	4%	18%	32%	6%	17%
Calbond	5	1.0-4C	71%	67%	18%	10%	12%	4%	10%	31%	6%	10%
Emergent Safety Supply	55	.25-4C	67%	63%	11%	10%	14%	3%	13%	24%	10%	14%
Champion Fiberglass	11	1.0-4C	58%	48%	13%	16%	14%	4%	2%	23%	4%	2%
Category averages:			70%	61%	13%	11%	13%	4%	11%	28%	7%	11%
Regional ad												
XCEL Energy Services	17	.50-4C	52%	36%	6%	8%	12%	2%	6%	12%	6%	4%

(continued)

Base = 126

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
Safety equipment/apparel												
Arlington Industries, Inc.	7	1.0-4C	89%	78%	7%	10%	13%	4%	16%	34%	13%	24%
Training/Safety organization												
NFPA	1	1.0-4C	77%	71%	13%	18%	21%	1%	13%	29%	8%	12%
Vehicle equipment												
Adrian Steel	73	.33-4C	45%	33%	9%	9%	11%	4%	11%	11%	7%	9%
Wire & cable												
Southwire	Cvr 4	1.0-4C	80%	65%	8%	13%	9%	6%	19%	31%	10%	20%
Wire & cable connectors/terminators												
Arlington Industries, Inc.	49	1.0-4C	93%	79%	7%	10%	7%	3%	17%	32%	15%	40%
Arlington Industries, Inc.	67	1.0-4C	90%	79%	8%	9%	10%	0%	16%	30%	5%	28%
Arlington Industries, Inc.	79	1.0-4C	90%	79%	7%	11%	10%	1%	15%	27%	4%	39%
Hubbell Bell	19	.50-4C	79%	78%	5%	10%	7%	1%	19%	36%	10%	42%
Arlington Industries, Inc.	23	1.0-4C	90%	77%	5%	13%	10%	3%	18%	31%	9%	33%
Bridgeport Fittings, Inc.	Cvr 2	1.0-4C	74%	76%	13%	18%	15%	9%	24%	40%	15%	15%
Arlington Industries, Inc.	61	1.0-4C	87%	74%	5%	8%	13%	1%	14%	33%	7%	29%
Arlington Industries, Inc.	53	1.0-4C	93%	73%	4%	12%	11%	2%	18%	39%	12%	33%
Hubbell RACO	13	.50-4C	80%	71%	5%	8%	10%	2%	15%	35%	6%	33%
Category averages:			86%	76%	7%	11%	10%	2%	17%	34%	9%	32%
Wire & cable management												
Arlington Industries, Inc.	65	1.0-4C	88%	77%	8%	13%	9%	2%	16%	38%	14%	36%
Southwire	Cvr 4	1.0-4C	80%	65%	8%	13%	9%	6%	19%	31%	10%	20%
Underground Devices	15	.50-4C	80%	55%	8%	6%	10%	1%	11%	24%	6%	14%
Champion Fiberglass	11	1.0-4C	58%	48%	13%	16%	14%	4%	2%	23%	4%	2%
Category averages:			77%	61%	9%	12%	11%	3%	12%	29%	9%	18%

(continued)

Base = 126

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

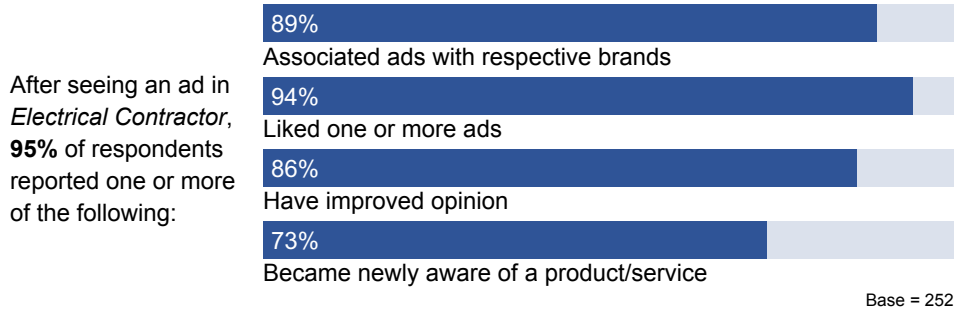


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Contact Salesperson	Try Product/ Service	Consider Purchase	Recommend or Specify	Purchase
Wiring devices												
Arlington Industries, Inc.	Cvr 3	1.0-4C	84%	82%	9%	12%	14%	3%	20%	31%	4%	33%
Arlington Industries, Inc.	49	1.0-4C	93%	79%	7%	10%	7%	3%	17%	32%	15%	40%
Arlington Industries, Inc.	67	1.0-4C	90%	79%	8%	9%	10%	0%	16%	30%	5%	28%
Arlington Industries, Inc.	33	1.0-4C	85%	78%	7%	8%	13%	2%	17%	30%	10%	34%
Arlington Industries, Inc.	23	1.0-4C	90%	77%	5%	13%	10%	3%	18%	31%	9%	33%
Arlington Industries, Inc.	77	1.0-4C	88%	75%	7%	10%	11%	3%	22%	36%	10%	32%
Arlington Industries, Inc.	83	1.0-4C	84%	75%	7%	13%	10%	3%	17%	37%	12%	36%
Category averages:			88%	78%	7%	11%	11%	2%	18%	32%	9%	34%
Base = 126												

Demographics: Influence and Action Totals



Total ad influence for all studied ads

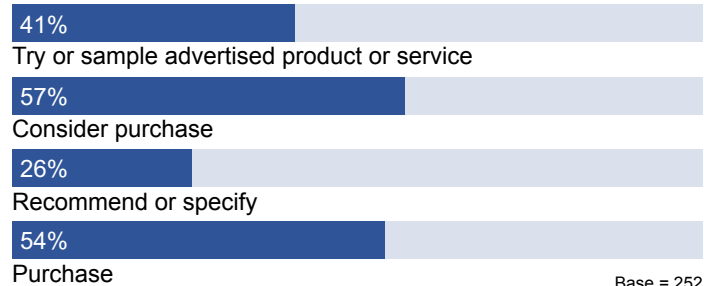


Total Buying Behavior **85%**

Eighty-five percent (85%) 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 **79%**



Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	55%	51%
One page	30	82%	59%	48%
Two-thirds page	1	53%	47%	36%
One-half page	8	63%	53%	38%
One-third page	1	45%	47%	29%
One-fourth page	3	65%	61%	35%
One-eighth page	2	55%	40%	35%
Issue averages:		75%	57%	44%

Base = 126

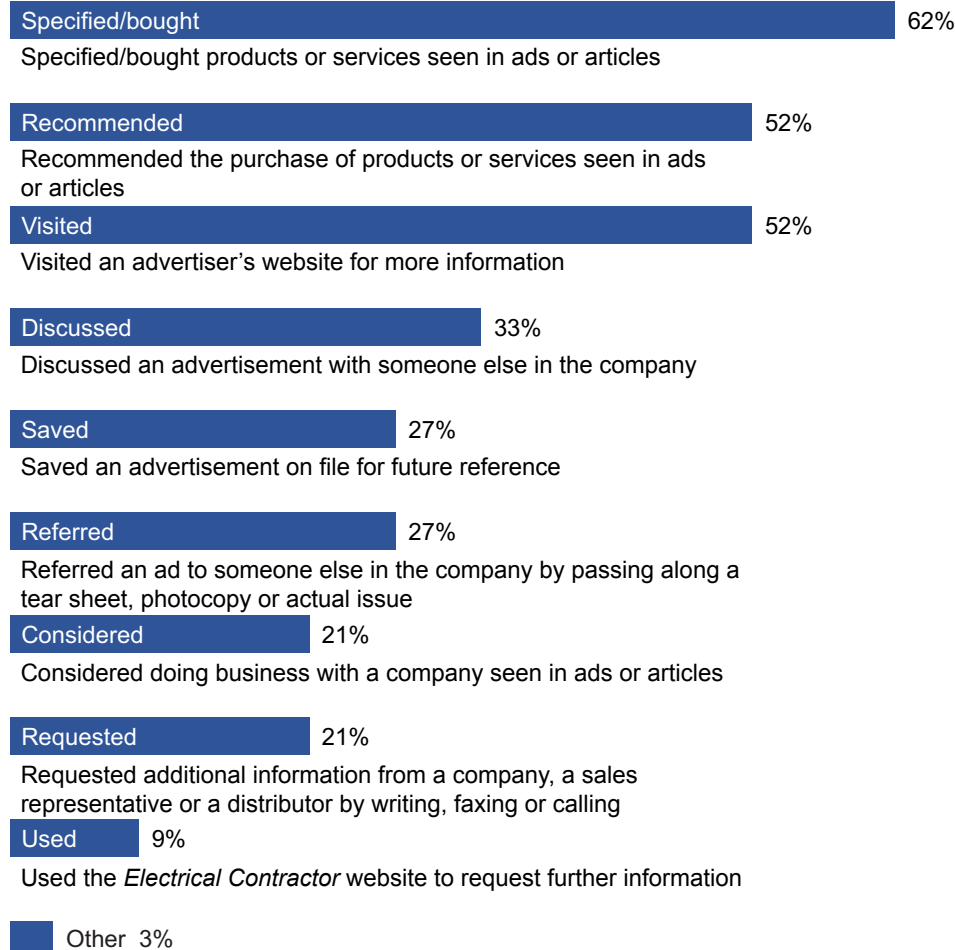
Building types

Commercial	86%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	69%
Includes single family and multi-family	
Industrial	59%
Includes manufacturing plants, power generation and utility	
Institutional	58%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Non-building	28%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
Emerging/alternative energy sources	23%
Includes solar, wind, geothermal, etc.	
None of the above	0%
No response	0%

Base = 252

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*.



No actions taken = 7%
No response = 0%

Base = 252

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	48%
Electrician (field), journeyman, technician, installer, service person	21%
Management: project manager, superintendent, supervisor, foreman	16%
Staff engineer, designer, electrical engineer.	4%
Estimator	3%
Inspector.	2%
Purchasing agent, buyer.	2%
Apprentice	0%
Other	4%
No response	0%

Base = 252

Primary business

Electrical contracting/low-voltage contracting.	85%
Engineering/architecture/consulting	4%
Systems integration/consulting.	2%
Wholesaler/distributor.	1%
Other.	8%
No response	0%

Base = 252

Building systems installed

Lighting.	87%
Maintenance, service, repair	85%
Premises wiring	79%
Fire/life safety systems.	61%
Power quality systems (includes standby, co-gen, etc.)	58%
Security (includes CCTV, access/motion/intrusion systems)	56%
Total building automation systems (includes HVAC, lighting).	40%
Communications systems (VDV)	35%
Fiber optics.	32%
Alternative-energy systems	23%
None of the above	2%
No response	0%

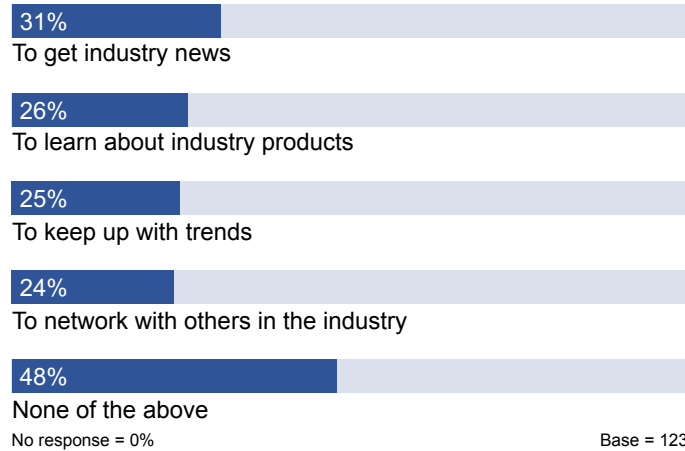
Base = 252

Demographics: Social Media



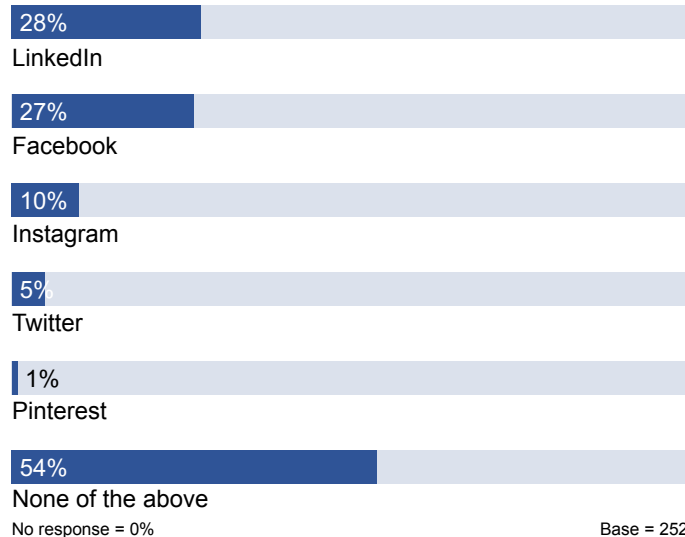
Professional use of social media

Fifty-two percent (52%) of Electrical Contractor respondents report one or more of these reasons for using social media.



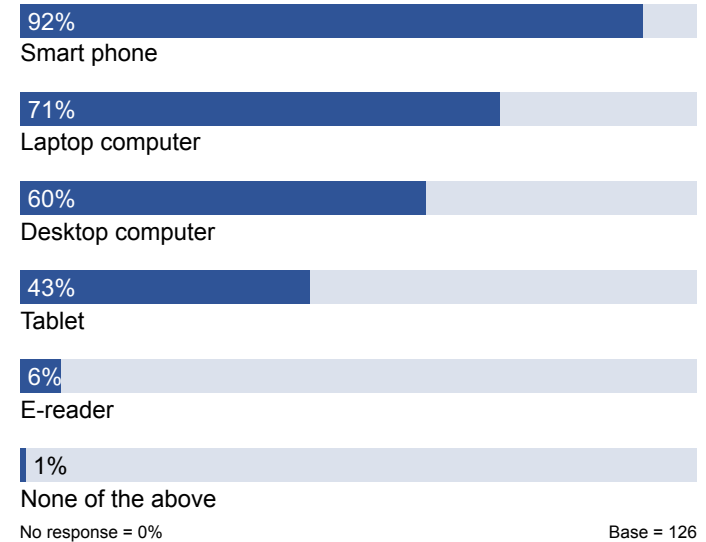
Social media platforms used for work

Forty-six percent (46%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



Digital devices owned or used by respondents

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



2022

Ad Study Schedule

Reserve your space now!

February
closing
January 14

June
closing
May 10

August
closing
July 10

December
closing
November 10

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

This publication is designed to provide accurate and authoritative information gathered from subscriber questionnaires. In publishing this report, neither the author nor the publisher is engaged in rendering legal, accounting or any other professional service. If required, legal advice or other expert assistance should be sought from a licensed professional.



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ELECTRICAL CONTRACTOR 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 (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.

