

ELECTRICAL CONTRACTOR

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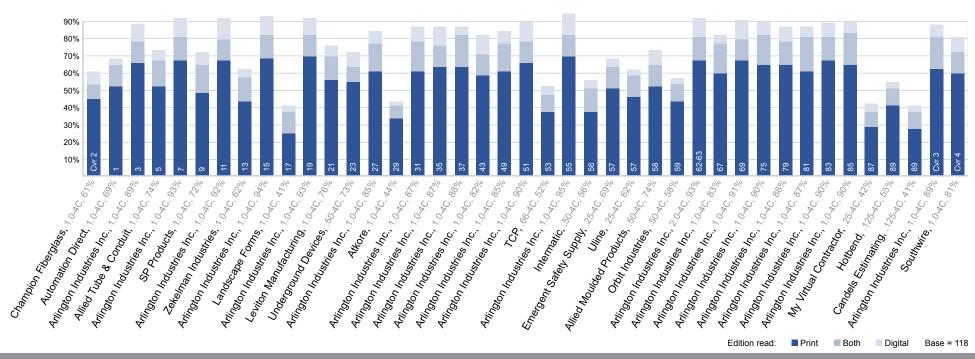
June 2022

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. – 55	95%	Southwire – Cvr 4	81%	100%	Arlington Industries Inc. – 83	90%	85%
Arlington Industries Inc. – 15	94%	Arlington Industries Inc. – 55	95%	99%	Arlington Industries Inc. – 55	95%	84%
Arlington Industries Inc. – 19	93%	Arlington Industries Inc. – 69	91%	99%	Arlington Industries Inc. – 7	93%	82%
Arlington Industries Inc. – 62-63	93%	Arlington Industries Inc. – 83	90%	99%	Arlington Industries Inc. – 3	89%	82%
Arlington Industries Inc. – 7	93%	Arlington Industries Inc. – 51	90%	99%	Arlington Industries Inc. – 69	91%	80%
Arlington Industries Inc. – 11	92%	Arlington Industries Inc. – 35	87%	99%	Arlington Industries Inc. – 75	90%	80%
Arlington Industries Inc. – 69	91%	Arlington Industries Inc. – 43	82%	99%	Arlington Industries Inc. – 79	88%	80%
Arlington Industries Inc. – 75	90%	Arlington Industries Inc. – 19	93%	98%	Orbit Industries – 59	58%	80%
Arlington Industries Inc. – 83	90%	Emergent Safety Supply – 57	69%	98%	Arlington Industries Inc. – 35	87%	79%
Arlington Industries Inc. – 85	90%	Atkore – 29	44%	98%	Arlington Industries Inc. – 27	85%	79%

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

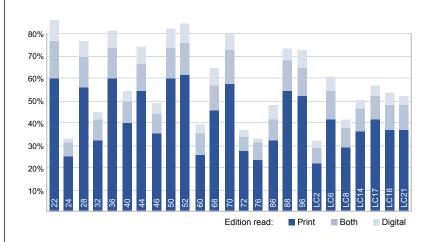
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 22.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs	22	87%	80%	79%
Moving Arizona Forward	24	33%	64%	33%
Service/Maintenance	28	77%	86%	53%
Soaking up the Sun	32	45%	73%	42%
Code Quiz	36	82%	83%	72%
Renewing and Reusing Residential	40	55%	73%	55%
Code Insider	44	75%	79%	71%
Raising the Profile for Net Zero	46	49%	57%	39%
Code Applications	50	83%	80%	71%
New Products	52	85%	78%	65%
Nothing but Net Zero	60	39%	59%	39%
Residential	68	65%	72%	57%
Featured Products: Hand Tools	70	80%	76%	57%
Straighten Up and Fly Right	72	37%	54%	35%
On the Market: food and beverage service	76	33%	55%	28%
Integrated Systems Products	86	48%	71%	41%
Cool Tools: Circuit Analyzers	88	74%	78%	52%
Code Comments	96	73%	81%	64%
Front-Line Force	LC 2	32%	69%	32%
Safety Briefing	LC 6	61%	72%	45%
Native Champions for Solar	LC 8	42%	60%	44%
Lineworkers' Essential Tools	LC 14	51%	73%	49%
Training	LC 17	57%	74%	50%
Switchgear Meets a New Era	LC 18	54%	74%	48%
Line Products	LC 21	52%	69%	44%
			В	ase = 236

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



This is my magazine of choice.

— Owner

Keeps me current with latest products and info. Great for anyone in the electrical field.

— Electrician

New products and information. Always informative and learning.

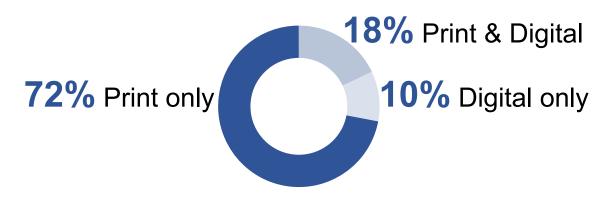
— Principal

I enjoy reading about the different lines of electrical work. [Electrical Contractor] also helps to keep me current on code requirements and changes.

— Principal

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

Print & Digital Edition Magazine Readership



A combined 90% of Electrical Contractor respondents read the print edition: 72% read print only, and 18% read both print and digital editions. A combined 28% of respondents read the digital edition: 10% read the digital version only, and 18% read both print and digital formats.

Print only	
Print and digital	
Digital only	
No response	
Base = 236	,

Format preference

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

Print	1%
Print and digital	5%
Digital	1%
No response)%
_	

Base = 236

Respondents rate Electrical Contractor

Personal favorite	27%
Very important	29%
Important	30%
Somewhat important	13%
Not important	1%
No response	0%
D	226

Editorial: Reading Habits



I like to see the new products and the code changes and answers to common concerns.

- Owner

[Electrical Contractor] keeps me up-to-date on current conditions, future conditions, applications and electrical equipment.

- Senior Project Manager

I enjoy hearing the state of the industry. And the products and sponsors of the magazine are beneficial to learn about.

— Electrician

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

When read Same day issue is received 17% Within three days 44% One week or later 6%





Less than 15 minutes 8%

Base = 236

Base = 236

Base = 236

How often each issue is read

4 or more times
3 times
2 times
1 time
No response



Pass-along readership

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

People

Editorial: Reading Habits continued





[Electrical Contractor] helps with trends in the industry, code compliance explanations, new products, regulatory and governmental issues impacting industry.

— Owner

Keeps me up-to-date with new products and code issues.

— Principal

Industry magazine readership

Eighty-three percent (83%) 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	83%	66%	17%	11%	6%	0%	0%	0%
EC&M	46%	36%	10%	8%	6%	0%	21%	19%
Electrical News	17%	10%	7%	4%	4%	0%	44%	31%
Electrical Products & Solutions	13%	9%	4%	4%	4%	2%	45%	32%
LD&A	7%	4%	3%	2%	3%	1%	49%	38%
ICT Today	5%	4%	1%	3%	2%	1%	54%	35%
								Base = 236

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	Total	Involvement One or More Buying Actions
	гауе	α σοιοι	Recall Seeing	301116	IVIOSI	Ad Illidelice	Buying Actions
Alarm & signal systems			/				
Zekelman Industries	13	1.0-4C	62%	63%	36%	95%	64%
Boxes, conduit bodies & enclos	ures						
Arlington Industries Inc.	55	1.0-4C	95%	60%	49%	99%	84%
Arlington Industries Inc.	15	1.0-4C	94%	57%	54%	96%	74%
Arlington Industries Inc.	19	1.0-4C	93%	69%	47%	98%	76%
Arlington Industries Inc.	62-63	2.0-4C	93%	61%	58%	95%	74%
Arlington Industries Inc.	7	1.0-4C	93%	57%	45%	94%	82%
Arlington Industries Inc.	11	1.0-4C	92%	61%	45%	95%	76%
Arlington Industries Inc.	69	1.0-4C	91%	60%	55%	99%	80%
Arlington Industries Inc.	75	1.0-4C	90%	70%	49%	96%	80%
Arlington Industries Inc.	83	1.0-4C	90%	64%	55%	99%	85%
Arlington Industries Inc.	51	1.0-4C	90%	61%	45%	99%	77%
Arlington Industries Inc.	3	1.0-4C	89%	64%	54%	97%	82%
Arlington Industries Inc.	79	1.0-4C	88%	64%	50%	96%	80%
Arlington Industries Inc.	37	1.0-4C	88%	63%	45%	96%	74%
Arlington Industries Inc.	81	1.0-4C	87%	66%	47%	96%	78%
Arlington Industries Inc.	31	1.0-4C	87%	66%	46%	94%	71%
Arlington Industries Inc.	35	1.0-4C	87%	61%	53%	99%	79%
Arlington Industries Inc.	27	1.0-4C	85%	64%	52%	95%	79%
Arlington Industries Inc.	67	1.0-4C	83%	63%	56%	94%	72%
Allied Moulded Products	58	.50-4C	74%	55%	39%	95%	75%
Emergent Safety Supply	57	.25-4C	69%	55%	29%	98%	68%
Orbit Industries	59	.50-4C	58%	64%	24%	95%	80%
Category averages:			86%	62%	47%	96%	77%
Computer software							
My Virtual Contractor	87	.25-4C	42%	57%	17%	95%	57%
(continued)							Base = 118

Definitions:

Recall Seeing score is a percentage of the base number.

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

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

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

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

Percentage totals may not equal 100, due to rounding.

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

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



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Total	Involvement One or More Buying Actions
Contractor equipment							
Uline	57	.25-4C	62%	44%	30%	87%	51%
Hotbend	89	.125-4C	55%	49%	30%	88%	62%
Category averages:			59%	47%	30%	88%	57%
Contractor services (incl. rental & m	nechanical)					
Candels Estimating	89	.125-4C	41%	59%	29%	97%	56%
Electrical distributor (incl. low volt.)							
Uline	57	.25-4C	62%	44%	30%	87%	51%
Fasteners, hangers, clamps, suppor	rts						
Arlington Industries Inc.	55	1.0-4C	95%	60%	49%	99%	84%
Arlington Industries Inc.	69	1.0-4C	91%	60%	55%	99%	80%
Arlington Industries Inc.	43	1.0-4C	82%	65%	45%	99%	76%
SP Products	9	1.0-4C	72%	54%	38%	94%	62%
Orbit Industries	59	.50-4C	58%	64%	24%	95%	80%
Category averages:			80%	61%	42%	97%	76%
Hand tools							
Hotbend	89	.125-4C	55%	49%	30%	88%	62%
Lighting controls							
Leviton Manufacturing	21	1.0-4C	76%	67%	33%	96%	71%
Intermatic	56	.50-4C	56%	55%	45%	86%	65%
Category averages:			66%	61%	39%	91%	68%
(continued)							Base = 118

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



		Size	Exposure Total	Read	Read	Engagement Total	One or More
	Page	& Color	Recall Seeing	Some	Most	Ad Influence	Buying Actions
Lighting products/fixtures							
TCP	53	.66-4C	52%	54%	39%	92%	61%
Landscape Forms	17	1.0-4C	41%	54%	32%	89%	63%
Category averages:			47%	54%	36%	91%	62%
Power tools							
Hotbend	89	.125-4C	55%	49%	30%	88%	62%
Raceway/cable tray/conduit							
Arlington Industries Inc.	67	1.0-4C	83%	63%	56%	94%	72%
Arlington Industries Inc.	43	1.0-4C	82%	65%	45%	99%	76%
Allied Tube & Conduit	5	1.0-4C	74%	58%	33%	90%	64%
SP Products	9	1.0-4C	72%	54%	38%	94%	62%
Emergent Safety Supply	57	.25-4C	69%	55%	29%	98%	68%
Zekelman Industries	13	1.0-4C	62%	63%	36%	95%	64%
Champion Fiberglass	Cvr 2	1.0-4C	61%	49%	37%	95%	59%
Atkore	29	1.0-4C	44%	52%	17%	98%	56%
Category averages:			68%	57%	36%	95%	65%
Wire & cable							
Southwire	Cvr 4	1.0-4C	81%	63%	37%	100%	79%
Automation Direct	1	1.0-4C	69%	59%	34%	95%	68%
Atkore	29	1.0-4C	44%	52%	17%	98%	56%
Category averages:			65%	58%	29%	98%	68%
Wire & cable connectors/terminat	ors						
Arlington Industries Inc.	85	1.0-4C	90%	63%	44%	93%	74%
Arlington Industries Inc.	51	1.0-4C	90%	61%	45%	99%	77%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	62%	44%	97%	74%
Arlington Industries Inc.	37	1.0-4C	88%	63%	45%	96%	74%
(continued)							Base = 118

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	One or More
Wire & cable connectors/termina	tors continued						
Arlington Industries Inc.	49	1.0-4C	85%	68%	48%	95%	73%
Allied Tube & Conduit	5	1.0-4C	74%	58%	33%	90%	64%
Category averages:			86%	63%	43%	95%	73%
Wire & cable management							
Arlington Industries Inc.	15	1.0-4C	94%	57%	54%	96%	74%
Southwire	Cvr 4	1.0-4C	81%	63%	37%	100%	79%
Underground Devices	23	.50-4C	73%	45%	42%	97%	63%
Champion Fiberglass	Cvr 2	1.0-4C	61%	49%	37%	95%	59%
Atkore	29	1.0-4C	44%	52%	17%	98%	56%
Category averages:			71%	53%	37%	97%	66%
Wiring devices							
Arlington Industries Inc.	15	1.0-4C	94%	57%	54%	96%	74%
Arlington Industries Inc.	51	1.0-4C	90%	61%	45%	99%	77%
Arlington Industries Inc.	79	1.0-4C	88%	64%	50%	96%	80%
Arlington Industries Inc.	49	1.0-4C	85%	68%	48%	95%	73%
Category averages:			89%	63%	49%	97%	76%

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
Alarm & signal systems							<u> </u>	
Zekelman Industries	13	1.0-4C	62%	95%	49%	88%	61%	59%
Boxes, conduit bodies & e	nclosures							
Arlington Industries Inc.	55	1.0-4C	95%	99%	83%	93%	69%	84%
Arlington Industries Inc.	69	1.0-4C	91%	99%	80%	95%	68%	83%
Arlington Industries Inc.	83	1.0-4C	90%	99%	81%	94%	69%	83%
Arlington Industries Inc.	51	1.0-4C	90%	99%	74%	90%	72%	76%
Arlington Industries Inc.	35	1.0-4C	87%	99%	78%	90%	69%	77%
Arlington Industries Inc.	19	1.0-4C	93%	98%	75%	89%	66%	88%
Emergent Safety Supply	57	.25-4C	69%	98%	47%	73%	60%	45%
Arlington Industries Inc.	3	1.0-4C	89%	97%	73%	89%	72%	72%
Arlington Industries Inc.	15	1.0-4C	94%	96%	75%	89%	66%	70%
Arlington Industries Inc.	75	1.0-4C	90%	96%	74%	93%	74%	74%
Arlington Industries Inc.	79	1.0-4C	88%	96%	78%	93%	65%	81%
Arlington Industries Inc.	37	1.0-4C	88%	96%	74%	84%	67%	79%
Arlington Industries Inc.	81	1.0-4C	87%	96%	80%	89%	69%	76%
Arlington Industries Inc.	62-63	2.0-4C	93%	95%	80%	92%	66%	86%
Arlington Industries Inc.	11	1.0-4C	92%	95%	71%	88%	70%	70%
Arlington Industries Inc.	27	1.0-4C	85%	95%	75%	90%	70%	86%
Allied Moulded Products	58	.50-4C	74%	95%	57%	86%	58%	68%
Orbit Industries	59	.50-4C	58%	95%	50%	88%	70%	41%
Arlington Industries Inc.	7	1.0-4C	93%	94%	74%	88%	64%	78%
Arlington Industries Inc.	31	1.0-4C	87%	94%	76%	87%	68%	83%
Arlington Industries Inc.	67	1.0-4C	83%	94%	73%	86%	65%	73%
Category averages:			86%	96%	73%	89%	67%	75%
Computer software								
My Virtual Contractor	87	.25-4C	42%	95%	43%	70%	57%	43%
(continued)								Base = 1

Audience Engagement 6.0 Involvement 7.0

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.

6.1



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Contractor equipment								
Hotbend	89	.125-4C	55%	88%	42%	68%	54%	34%
Uline	57	.25-4C	62%	87%	55%	69%	55%	62%
Category averages:			59%	88%	49%	69%	55%	48%
Contractor services (incl.	rental & mo	echanica	1)					
Candels Estimating	89	.125-4C	41%	97%	44%	65%	38%	38%
Electrical distributor (incl.	low volt.)							
Uline	57	.25-4C	62%	87%	55%	69%	55%	62%
Fasteners, hangers, clamp	s, support	s						
Arlington Industries Inc.	55	1.0-4C	95%	99%	83%	93%	69%	84%
Arlington Industries Inc.	69	1.0-4C	91%	99%	80%	95%	68%	83%
Arlington Industries Inc.	43	1.0-4C	82%	99%	69%	92%	72%	67%
Orbit Industries	59	.50-4C	58%	95%	50%	88%	70%	41%
SP Products	9	1.0-4C	72%	94%	61%	87%	66%	66%
Category averages:			80%	97%	69%	91%	69%	68%
Hand tools								
Hotbend	89	.125-4C	55%	88%	42%	68%	54%	34%
Lighting controls								
Leviton Manufacturing	21	1.0-4C	76%	96%	78%	86%	71%	79%
Intermatic	56	.50-4C	56%	86%	43%	69%	73%	45%
Category averages:			66%	91%	61%	78%	72%	62%
(continued)								Base = 11

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								
TCP	53	.66-4C	52%	92%	39%	73%	57%	45%
Landscape Forms	17	1.0-4C	41%	89%	34%	76%	63%	32%
Category averages:			47%	91%	37%	75%	60%	39%
Power tools								
Hotbend	89	.125-4C	55%	88%	42%	68%	54%	34%
Raceway/cable tray/conduit	:							
Arlington Industries Inc.	43	1.0-4C	82%	99%	69%	92%	72%	67%
Emergent Safety Supply	57	.25-4C	69%	98%	47%	73%	60%	45%
Atkore	29	1.0-4C	44%	98%	40%	67%	53%	44%
Zekelman Industries	13	1.0-4C	62%	95%	49%	88%	61%	59%
Champion Fiberglass	Cvr 2	1.0-4C	61%	95%	41%	75%	56%	39%
Arlington Industries Inc.	67	1.0-4C	83%	94%	73%	86%	65%	73%
SP Products	9	1.0-4C	72%	94%	61%	87%	66%	66%
Allied Tube & Conduit	5	1.0-4C	74%	90%	55%	83%	61%	64%
Category averages:			68%	95%	54%	81%	62%	57%
Wire & cable								
Southwire	Cvr 4	1.0-4C	81%	100%	76%	93%	74%	69%
Atkore	29	1.0-4C	44%	98%	40%	67%	53%	44%
Automation Direct	1	1.0-4C	69%	95%	59%	88%	70%	67%
Category averages:			65%	98%	58%	83%	66%	60%
Wire & cable connectors/ter	rminators							
Arlington Industries Inc.	51	1.0-4C	90%	99%	74%	90%	72%	76%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	97%	80%	92%	63%	85%
Arlington Industries Inc.	37	1.0-4C	88%	96%	74%	84%	67%	79%
Arlington Industries Inc.	49	1.0-4C	85%	95%	77%	87%	66%	79%
(continued)								Base = 118

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/ter	minators	continued						
Arlington Industries Inc.	85	1.0-4C	90%	93%	79%	87%	61%	82%
Allied Tube & Conduit	5	1.0-4C	74%	90%	55%	83%	61%	64%
Category averages:			86%	95%	73%	87%	65%	78%
Wire & cable management								
Southwire	Cvr 4	1.0-4C	81%	100%	76%	93%	74%	69%
Atkore	29	1.0-4C	44%	98%	40%	67%	53%	44%
Underground Devices	23	.50-4C	73%	97%	42%	85%	69%	49%
Arlington Industries Inc.	15	1.0-4C	94%	96%	75%	89%	66%	70%
Champion Fiberglass	Cvr 2	1.0-4C	61%	95%	41%	75%	56%	39%
Category averages:			71%	97%	55%	82%	64%	54%
Wiring devices								
Arlington Industries Inc.	51	1.0-4C	90%	99%	74%	90%	72%	76%
Arlington Industries Inc.	15	1.0-4C	94%	96%	75%	89%	66%	70%
Arlington Industries Inc.	79	1.0-4C	88%	96%	78%	93%	65%	81%
Arlington Industries Inc.	49	1.0-4C	85%	95%	77%	87%	66%	79%
Category averages:			89%	97%	76%	90%	67%	77%

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	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Alarm & signal systems												
Zekelman Industries	13	1.0-4C	62%	64%	15%	19%	14%	3%	5%	32%	10%	15%
Boxes, conduit bodies & enc	losures											
Arlington Industries Inc.	83	1.0-4C	90%	85%	7%	23%	14%	8%	9%	30%	17%	26%
Arlington Industries Inc.	55	1.0-4C	95%	84%	8%	22%	11%	5%	9%	39%	22%	22%
Arlington Industries Inc.	7	1.0-4C	93%	82%	8%	22%	16%	4%	12%	34%	17%	18%
Arlington Industries Inc.	3	1.0-4C	89%	82%	11%	27%	20%	7%	17%	44%	16%	17%
Arlington Industries Inc.	69	1.0-4C	91%	80%	6%	24%	12%	5%	7%	31%	18%	21%
Arlington Industries Inc.	75	1.0-4C	90%	80%	13%	25%	17%	11%	10%	36%	23%	12%
Arlington Industries Inc.	79	1.0-4C	88%	80%	12%	22%	17%	10%	6%	28%	14%	18%
Orbit Industries	59	.50-4C	58%	80%	18%	20%	20%	9%	11%	41%	16%	14%
Arlington Industries Inc.	35	1.0-4C	87%	79%	9%	22%	15%	8%	12%	36%	19%	15%
Arlington Industries Inc.	27	1.0-4C	85%	79%	10%	21%	17%	2%	6%	33%	19%	21%
Arlington Industries Inc.	81	1.0-4C	87%	78%	11%	24%	19%	6%	11%	43%	19%	20%
Arlington Industries Inc.	51	1.0-4C	90%	77%	13%	16%	12%	7%	11%	30%	18%	13%
Arlington Industries Inc.	19	1.0-4C	93%	76%	7%	18%	15%	4%	7%	33%	20%	18%
Arlington Industries Inc.	11	1.0-4C	92%	76%	9%	24%	13%	7%	7%	35%	16%	10%
Allied Moulded Products	58	.50-4C	74%	75%	5%	20%	22%	8%	6%	31%	17%	17%
Arlington Industries Inc.	15	1.0-4C	94%	74%	10%	22%	19%	4%	12%	33%	16%	20%
(continued)												
Definitions:												
One or More Buying Actions (A the percentage of respondents who, have done, or are likely to do, one or	after seeing a	ın ad, indic	ated they									
All Buying Action scores are a percer	ntage of the "	Recall Seei	ng" score.									
Percentage totals may not equal 100	0, due to rou	inding.										
Please see Definitions of Scores (3. complete information.	.0), and Met	thodology	(9.1), for									Base = 118

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	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & end	closures con	ntinued										
Arlington Industries Inc.	62-63	2.0-4C	93%	74%	7%	17%	12%	6%	7%	34%	17%	15%
Arlington Industries Inc.	37	1.0-4C	88%	74%	7%	20%	13%	6%	4%	37%	17%	20%
Arlington Industries Inc.	67	1.0-4C	83%	72%	9%	19%	14%	4%	8%	39%	18%	14%
Arlington Industries Inc.	31	1.0-4C	87%	71%	10%	23%	14%	6%	6%	32%	18%	13%
Emergent Safety Supply	57	.25-4C	69%	68%	7%	20%	22%	13%	7%	23%	12%	3%
Category averages:			86%	77%	9%	21%	16%	7%	9%	34%	18%	17%
Computer software												
My Virtual Contractor	87	.25-4C	42%	57%	11%	14%	30%	8%	3%	11%	8%	3%
Contractor equipment												
Hotbend	89	.125-4C	55%	62%	10%	28%	18%	10%	10%	28%	10%	12%
Uline	57	.25-4C	62%	51%	13%	15%	22%	5%	7%	22%	9%	11%
Category averages:			59%	57%	12%	22%	20%	8%	9%	25%	10%	12%
Contractor services (incl. re	ntal & mec	hanical)										
Candels Estimating	89	.125-4C	41%	56%	0%	15%	18%	18%	9%	9%	9%	3%
Electrical distributor (incl. lo	w volt.)											
Uline	57	.25-4C	62%	51%	13%	15%	22%	5%	7%	22%	9%	11%
Fasteners, hangers, clamps,	supports											
Arlington Industries Inc.	55	1.0-4C	95%	84%	8%	22%	11%	5%	9%	39%	22%	22%
Arlington Industries Inc.	69	1.0-4C	91%	80%	6%	24%	12%	5%	7%	31%	18%	21%
Orbit Industries	59	.50-4C	58%	80%	18%	20%	20%	9%	11%	41%	16%	14%
Arlington Industries Inc.	43	1.0-4C	82%	76%	7%	22%	13%	6%	10%	36%	17%	10%
SP Products	9	1.0-4C	72%	62%	7%	23%	7%	10%	6%	31%	15%	11%
Category averages:			80%	76%	9%	22%	13%	7%	9%	36%	18%	16%
(continued)												Base = 118

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	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Hand tools												
Hotbend	89	.125-4C	55%	62%	10%	28%	18%	10%	10%	28%	10%	12%
Lighting controls												
Leviton Manufacturing	21	1.0-4C	76%	71%	10%	23%	22%	12%	4%	32%	17%	15%
Intermatic	56	.50-4C	56%	65%	6%	24%	18%	6%	10%	31%	14%	10%
Category averages:			66%	68%	8%	24%	20%	9%	7%	32%	16%	13%
Lighting products/fixtures												
Landscape Forms	17	1.0-4C	41%	63%	11%	18%	18%	21%	3%	21%	8%	5%
TCP	53	.66-4C	52%	61%	8%	22%	14%	6%	10%	24%	6%	2%
Category averages:			47%	62%	10%	20%	16%	14%	7%	23%	7%	4%
Power tools												
Hotbend	89	.125-4C	55%	62%	10%	28%	18%	10%	10%	28%	10%	12%
Raceway/cable tray/conduit												
Arlington Industries Inc.	43	1.0-4C	82%	76%	7%	22%	13%	6%	10%	36%	17%	10%
Arlington Industries Inc.	67	1.0-4C	83%	72%	9%	19%	14%	4%	8%	39%	18%	14%
Emergent Safety Supply	57	.25-4C	69%	68%	7%	20%	22%	13%	7%	23%	12%	3%
Allied Tube & Conduit	5	1.0-4C	74%	64%	5%	19%	12%	10%	5%	32%	10%	9%
Zekelman Industries	13	1.0-4C	62%	64%	15%	19%	14%	3%	5%	32%	10%	15%
SP Products	9	1.0-4C	72%	62%	7%	23%	7%	10%	6%	31%	15%	11%
Champion Fiberglass	Cvr 2	1.0-4C	61%	59%	14%	24%	24%	5%	8%	22%	12%	0%
Atkore	29	1.0-4C	44%	56%	5%	21%	21%	9%	7%	14%	19%	5%
Category averages:			68%	65%	9%	21%	16%	8%	7%	29%	14%	8%
(continued)												Base = 118

7.2

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



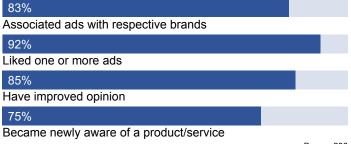
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable												
Southwire	Cvr 4	1.0-4C	81%	79%	6%	28%	21%	6%	15%	40%	16%	18%
Automation Direct	1	1.0-4C	69%	68%	12%	18%	18%	5%	8%	40%	12%	12%
Atkore	29	1.0-4C	44%	56%	5%	21%	21%	9%	7%	14%	19%	5%
Category averages:			65%	68%	8%	22%	20%	7%	10%	31%	16%	12%
Wire & cable connectors/ter	minators											
Arlington Industries Inc.	51	1.0-4C	90%	77%	13%	16%	12%	7%	11%	30%	18%	13%
Arlington Industries Inc.	85	1.0-4C	90%	74%	8%	25%	18%	5%	11%	33%	17%	18%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	74%	9%	25%	20%	11%	10%	34%	16%	16%
Arlington Industries Inc.	37	1.0-4C	88%	74%	7%	20%	13%	6%	4%	37%	17%	20%
Arlington Industries Inc.	49	1.0-4C	85%	73%	9%	20%	11%	6%	9%	33%	17%	20%
Allied Tube & Conduit	5	1.0-4C	74%	64%	5%	19%	12%	10%	5%	32%	10%	9%
Category averages:			86%	73%	9%	21%	14%	8%	8%	33%	16%	16%
Wire & cable management												
Southwire	Cvr 4	1.0-4C	81%	79%	6%	28%	21%	6%	15%	40%	16%	18%
Arlington Industries Inc.	15	1.0-4C	94%	74%	10%	22%	19%	4%	12%	33%	16%	20%
Underground Devices	23	.50-4C	73%	63%	8%	25%	17%	6%	9%	26%	11%	3%
Champion Fiberglass	Cvr 2	1.0-4C	61%	59%	14%	24%	24%	5%	8%	22%	12%	0%
Atkore	29	1.0-4C	44%	56%	5%	21%	21%	9%	7%	14%	19%	5%
Category averages:			71%	66%	9%	24%	20%	6%	10%	27%	15%	9%
Wiring devices												
Arlington Industries Inc.	79	1.0-4C	88%	80%	12%	22%	17%	10%	6%	28%	14%	18%
Arlington Industries Inc.	51	1.0-4C	90%	77%	13%	16%	12%	7%	11%	30%	18%	13%
Arlington Industries Inc.	15	1.0-4C	94%	74%	10%	22%	19%	4%	12%	33%	16%	20%
Arlington Industries Inc.	49	1.0-4C	85%	73%	9%	20%	11%	6%	9%	33%	17%	20%
Category averages:			89%	76%	11%	20%	15%	7%	10%	31%	16%	18%
												Base = 118

Demographics: Influence and Action Totals



Total ad influence for all studied ads

After seeing an ad in *Electrical Contractor*, **94%** of respondents reported one or more of the following:



Base = 236

Base = 236

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:

Preliminary Buying
Behavior
66%

23%
Save the ad
45%

Discuss with someone else 39%

Visit this advertiser's website

27%

Request more information

Active Buying Behavior 71% Try product/service (or schedule meeting, visit location, etc.) 61%

61%
Consider use/purchasing
33%
Recommend or specify

36%

26%

Purchase

Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	93%	61%	58%
One page	30	82%	62%	44%
Two-thirds page	1	52%	54%	39%
One-half page	4	65%	55%	38%
One-fourth page	3	58%	52%	25%
One-eighth page	2	48%	54%	30%
Issue averages:		76%	60%	42%

Base = 118

Building types

Commercial	82%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	67%
Includes single family and multi-family	
Industrial	57%
Includes manufacturing plants, power generation and utility	
Institutional	49%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	31%
Includes solar, wind, geothermal, etc.	
Non-building	21%
Includes road, airport, traffic lighting, line work, waste/water treatment, etc.	
None of the above	. 1%
No response	. 0%

Demographics: Purchasing and Reader Profile



Purchasing actions taken Ninety-four percent (94%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in Electrical Contractor. Visited Visited an advertiser's website for more information

Specified/bought

53%

Base = 236

Specified/bought products or services seen in ads or articles

Recommended

51%

Recommended the purchase of products or services seen in ads or articles

Discussed

36%

Discussed an advertisement with someone else in the company

Referred

29%

Referred an ad to someone else in the company by passing along a tear sheet, photocopy or actual issue

Saved

28%

Saved an advertisement on file for future reference

Considered

21%

Considered doing business with a company seen in ads or articles

Requested

18%

Requested additional information from a company, a sales representative or a distributor by writing, faxing or calling

Used

9%

Used the *Electrical Contractor* website to request further information



No actions taken = 6% No response = 0%

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc 55%
Management: project manager, superintendent, supervisor, foreman
Electrician (field), journeyman, technician, installer, service person
Estimator
Purchasing agent, buyer
Staff engineer, designer, electrical engineer
Apprentice
Inspector0%
Other
No response
Base = 236

Primary business

Electrical contracting/low-voltage contracting	78%
Engineering/architecture/consulting	. 6%
Systems integration/consulting	. 3%
Wholesaler/distributor	. 3%
Other	10%
No response	. 0%
Base	= 236

Building systems installed

Lighting	7%
Maintenance, service, repair	2%
Premises wiring	5%
Power quality systems (includes standby, co-gen, etc.)	2%
Fire/life safety systems	2%
Security (includes CCTV, access/motion/intrusion systems) 5	1%
Total building automation systems (includes HVAC, lighting)4	1%
Communications systems (VDV)	0%
Alternative-energy systems	4%
Fiber optics	8%
None of the above	3%
No response	0%
Base =	236

Fifty-two percent

social media.

(**52%**) of *Electrical*

Contractor respondents

report one or more of

these reasons for using

Demographics: Social Media



Professional use of social media

To learn about industry products

28%

To get industry news

26%

To network with others in the industry

23%

To keep up with trends

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.

Base = 123

77%

Smart phone

Laptop computer

67%
Desktop computer

41% Tablet

5%

E-reader

1%

None of the above

No response = 0%

Base = 118

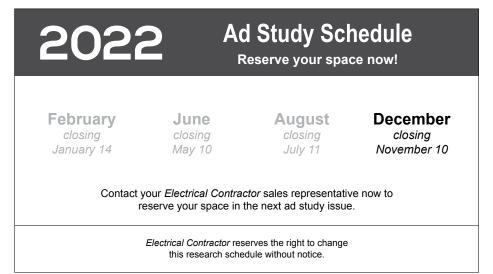
Social media platforms used for work

29%

None of the above

No response = 0%

LinkedIn 26% Forty-four percent Facebook (44%) of Electrical 10% Contractor respondents report using one or Instagram more of these social 5% media platforms for work. Twitter 3% Pinterest 56% None of the above No response = 0% Base = 236



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

Total Ad Influence

Audience Engagement

Total Buying Action Audience Involvement

- Recall seeing (reader exposure)
- Read some of the ad (reader engagement)
- Read most of the ad (reader involvement)
- Make ad-brand connection
- Like the ad
- Better opinion of product or service
- Newly aware of product or service

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.

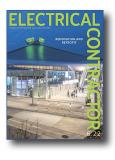
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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.



Publisher Andrea E. Klee

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

Phone: 202-991-6300



ELECTRICAL CONTRACTOR is the only monthly publication strictly for electrical and low-voltage contractors. ECs consistently rank it as the most well read and preferred magazine in the industry. Readers are management-level decision-makers and specifiers, working across the construction spectrum, from commercial to residential, industrial, institutional and nonbuilding projects. Content spans a variety of topics, including codes, standards, installation tips, new products, advice for running a business, lighting and trends, all written by industry experts.

Baxter Research Center (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.

