

Contents:

Executive Summary

All ads by page number..... 2.0

Top ads by exposure, engagement, involvement

Definitions of Scores..... 3.0

Editorial

Recall scores by page number..... 4.0

Reading habits 4.1

Ad Scores by product or service category:

Exposure, engagement and involvement totals 5.0

Audience engagement totals with details 6.0

Involvement totals with buying action details 7.0

Demographics..... 8.0

About adViewPRO

About adViewPRO 9.0

Methodology..... 9.1

About the survey sponsor..... 9.1

About Baxter Research Center 9.1



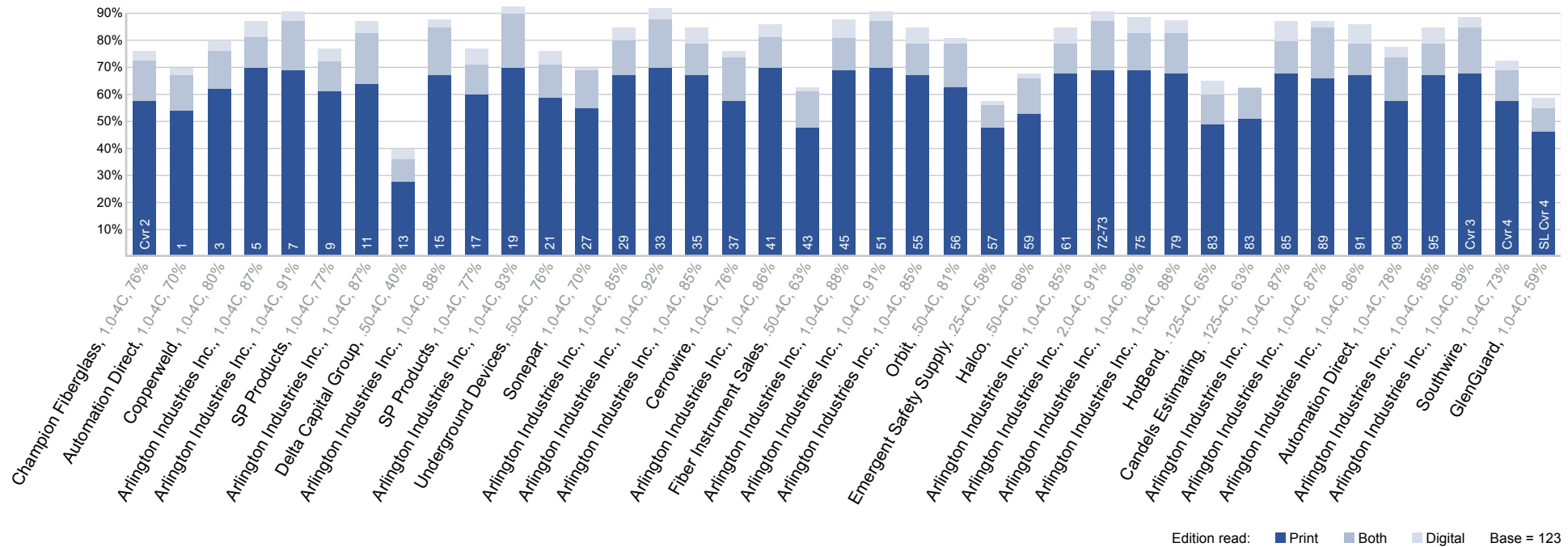
Independent Print Ad Performance News:

Total Ad Recall – Ad Exposure

Total Ad Influence – Audience Engagement & Involvement

Total Buying Action – Preliminary & Active

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. — 19	93%	Arlington Industries Inc. — 79	88%	90%	Southwire — Cvr 4	73%	74%
Arlington Industries Inc. — 33	92%	Arlington Industries Inc. — 19	93%	85%	Arlington Industries Inc. — 19	93%	72%
Arlington Industries Inc. — 7	91%	Arlington Industries Inc. — Cv3	89%	85%	Arlington Industries Inc. — Cv3	89%	71%
Arlington Industries Inc. — 72-73	91%	Arlington Industries Inc. — 15	88%	85%	Arlington Industries Inc. — 29	85%	71%
Arlington Industries Inc. — 51	91%	Arlington Industries Inc. — 33	92%	84%	Arlington Industries Inc. — 33	92%	70%
Arlington Industries Inc. — Cv3	89%	Arlington Industries Inc. — 51	91%	84%	Arlington Industries Inc. — 11	87%	70%
Arlington Industries Inc. — 75	89%	Arlington Industries Inc. — 11	87%	84%	Arlington Industries Inc. — 85	87%	70%
Arlington Industries Inc. — 15	88%	Orbit — 56	81%	84%	Arlington Industries Inc. — 79	88%	69%
Arlington Industries Inc. — 79	88%	Copperweld — 3	80%	84%	Arlington Industries Inc. — 89	87%	69%
Arlington Industries Inc. — 45	88%	Champion Fiberglass — Cv2	76%	84%	Arlington Industries Inc. — 95	85%	69%

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

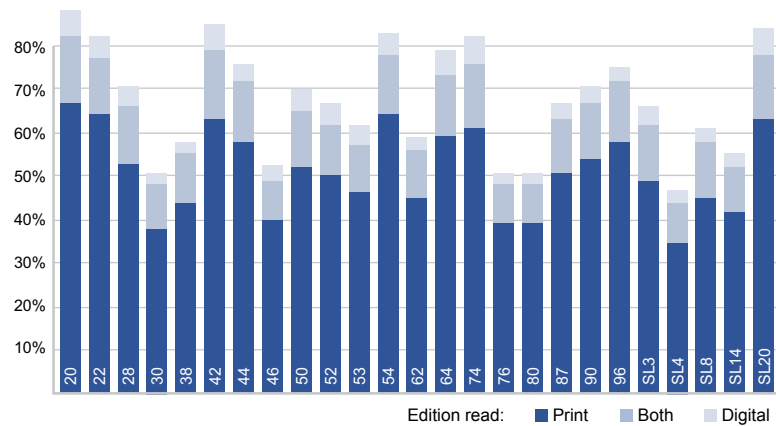
One or More Buying Actions, or Audience Involvement, represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad further influenced their buying actions. These audience members saw an ad and indicated that they, or someone in their organization either 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 to do so in the future.
- **Discuss the Advertised Product** – 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.
- **Request More Information** – Respondents who report they would likely, or have already, requested more information in response to an advertised product or service.
- **Try Product/Service** – Respondents who report they would try, or had already tried, an advertised product or service (or schedule a meeting, visit a location, etc.).
- **Consider Use/Purchase** – 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, or are likely to, purchase an advertised product or service.

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 20.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs	20	88%	81%	77%
Feature: Tricks of the Trade	22	82%	80%	64%
Residential	28	71%	73%	63%
Feature: Out of State, Not Out of Bounds	30	51%	67%	41%
Feature: Learning to Share the Wealth	38	58%	67%	44%
Code Insider	42	85%	80%	71%
Estimating	44	76%	74%	48%
Feature: A Historic Facelift	46	53%	68%	39%
Power Quality	50	70%	69%	54%
Featured products: Lamps	52	67%	70%	53%
Featured products: Drivers/Light Engines	53	62%	66%	51%
New Products	54	83%	80%	64%
Feature: It's Time for an Update	62	59%	69%	46%
Code Quiz	64	79%	78%	74%
Code Applications	74	82%	82%	72%
Feature: Master Systems Integration	76	51%	59%	47%
On the Market	80	51%	63%	44%
Fire Safety Q&A	87	67%	72%	50%
Cool Tools: Lithium-Ion Batteries	90	71%	80%	56%
Code Comments	96	75%	83%	69%
Training	SL3	66%	74%	51%
Feature: Southward Bound	SL4	47%	60%	43%
Feature: The Culture of a Safe Work Site	SL8	61%	75%	52%
Feature: Ground Control to 811	SL14	55%	69%	53%
New Products	SL20	84%	79%	70%

Base = 246

Definitions:

Recall Seeing is a percentage of the base number.

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

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

Percentage totals may not equal 100 due to rounding.

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



Editorial: Platform Use/Reader Preferences



Readers comment on the magazine



[I read Electrical Contractor to keep] up with a rapidly-changing profession.

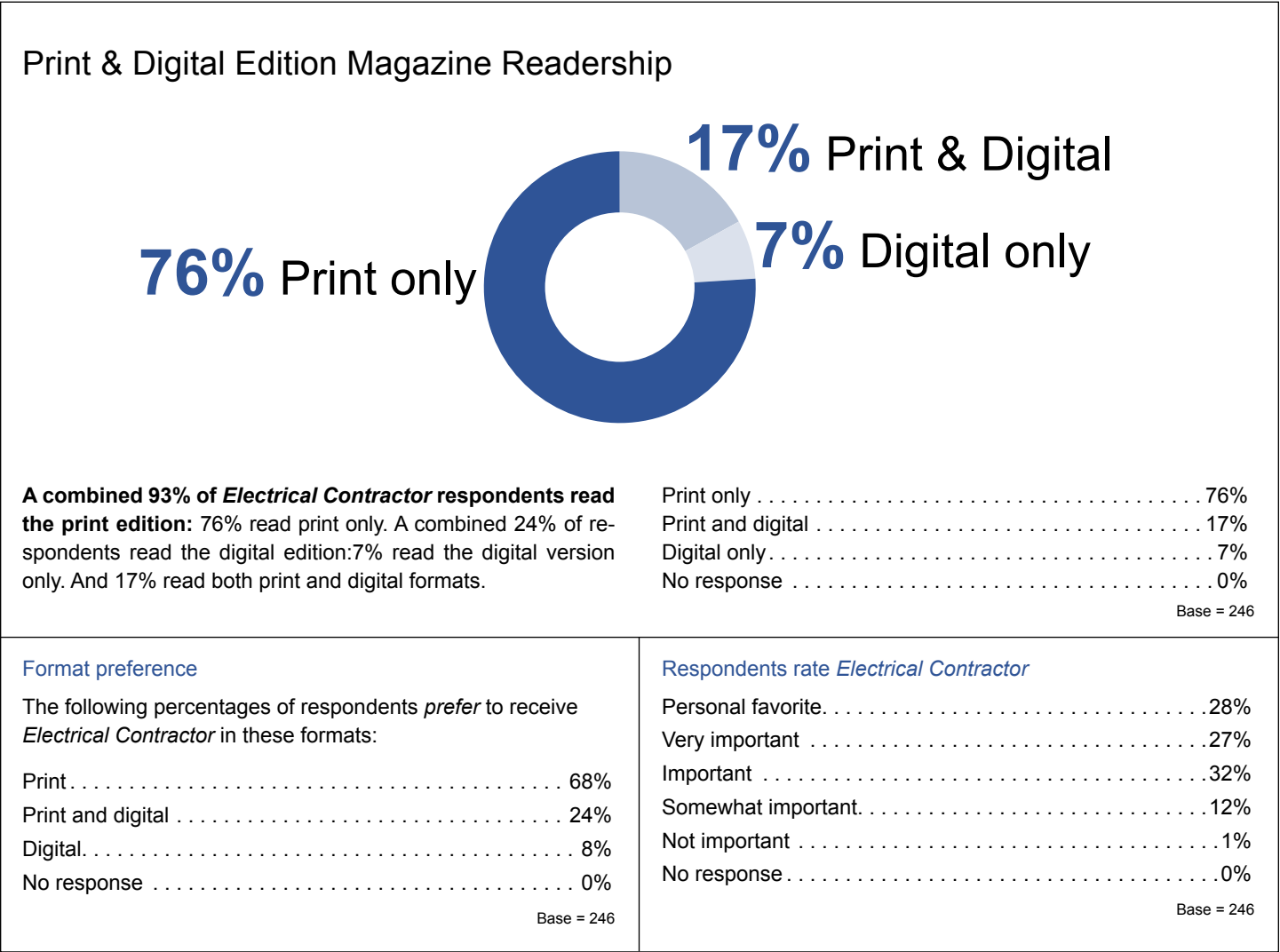
— Owner

[The magazine is an] excellent publication for electrical contractors!

— Manager

[Electrical Contractor] aids in keeping up with some of the latest product developments, NEC code issues, etc.

— Owner



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



With not having a lot of time on my hands, Electrical Contractor helps me keep up-to-date with issues involving electrical work.
— Electrician

[Electrical Contractor helps me] keep up with new products; to learn what is going on in the electrical industry; and to learn what is being discussed for the future.
— Owner

[Electrical Contractor] keeps me up-to-date with products, codes and emerging technology.
— Project Engineer

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

<p>When read</p> <p>Same day issue is received 21%</p> <p>Within three days 37%</p> <p>Within a week 30%</p> <p>One week or longer 11%</p> <p>No Response 1%</p> <p>Base = 246</p>	<p>Time spent reading</p> <p>45 minutes or more. 30%</p> <p>30 to 44 minutes 36%</p> <p>15 to 29 minutes 25%</p> <p>Less than 15 minutes 9%</p> <p>No response 0%</p> <p>Base = 246</p>
<p>How often each issue is read</p> <p>4 or more times. 38%</p> <p>3 times 33%</p> <p>2 times 20%</p> <p>1 time 9%</p> <p>No Response 0%</p> <p>Base = 246</p>	<p>Pass-along readership</p> <p>Respondents report that they pass along their issues of <i>Electrical Contractor</i> to a mean number of 1.3 other professionals.</p> <p>1.3 Other People</p> <p>Base = 246</p>

Editorial: Reading Habits *continued*



I look for new products, tools, and ideas.

— Owner

[Electrical Contractor] keeps you in-the-know of new techniques, tools, and applications to be applied out in the field.

— Lineman

I work in the industry. I like knowing what's new for parts and what's coming in the future for work trends.

— Master Electrician

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 Magazine	83%	67%	16%	10%	7%	0%	0%	0%
EC&M	48%	39%	9%	8%	2%	1%	25%	16%
Electrical News	15%	12%	3%	3%	2%	1%	50%	29%
Electrical Products & Solutions	13%	11%	2%	3%	2%	3%	48%	31%
LD&A	8%	6%	2%	3%	1%	2%	51%	35%
ICT Today	4%	4%	0%	3%	0%	2%	56%	35%

Base = 246

Note: This data defines known readers of *Electrical Contractor*. No attempt was made to use subscriber lists from the other publications listed above.

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



	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.	19	1.0-4C	93%	66%	54%	85%	72%
Arlington Industries Inc.	7	1.0-4C	91%	68%	60%	81%	65%
Arlington Industries Inc.	72-73	2.0-4C	91%	64%	55%	82%	65%
Arlington Industries Inc.	51	1.0-4C	91%	59%	57%	84%	64%
Arlington Industries Inc.	75	1.0-4C	89%	52%	54%	79%	63%
Arlington Industries Inc.	15	1.0-4C	88%	64%	59%	85%	67%
Arlington Industries Inc.	79	1.0-4C	88%	63%	51%	90%	69%
Arlington Industries Inc.	45	1.0-4C	88%	58%	47%	78%	64%
Arlington Industries Inc.	89	1.0-4C	87%	66%	58%	80%	69%
Arlington Industries Inc.	85	1.0-4C	87%	60%	52%	79%	70%
Arlington Industries Inc.	5	1.0-4C	87%	57%	52%	79%	63%
Arlington Industries Inc.	91	1.0-4C	86%	58%	54%	74%	64%
Arlington Industries Inc.	41	1.0-4C	86%	57%	49%	74%	62%
Arlington Industries Inc.	29	1.0-4C	85%	56%	54%	79%	71%
Arlington Industries Inc.	95	1.0-4C	85%	55%	45%	78%	69%
Orbit	56	.50-4C	81%	60%	47%	84%	66%
Emergent Safety Supply	57	.25-4C	58%	52%	37%	76%	52%
Category averages:			86%	60%	52%	80%	66%
Contractor equipment							
HotBend	83	.125-4C	65%	51%	27%	76%	51%
Contractor services (incl. rental & mechanical)							
Candels Estimating	83	.125-4C	63%	56%	20%	78%	47%
Delta Capital Group	13	.50-4C	40%	25%	20%	80%	22%
Category averages:			52%	41%	20%	79%	35%
Electrical distributor (incl. low volt.)							
Sonepar	27	1.0-4C	70%	59%	32%	83%	49%
<i>(continued)</i>							
							Base = 123

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	Engagement Total Ad Influence	Involvement One or More Buying Actions
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	33	1.0-4C	92%	61%	50%	84%	70%
Arlington Industries Inc.	7	1.0-4C	91%	68%	60%	81%	65%
Arlington Industries Inc.	45	1.0-4C	88%	58%	47%	78%	64%
Arlington Industries Inc.	91	1.0-4C	86%	58%	54%	74%	64%
Arlington Industries Inc.	35	1.0-4C	85%	61%	50%	79%	67%
Arlington Industries Inc.	61	1.0-4C	85%	58%	53%	77%	62%
Orbit	56	.50-4C	81%	60%	47%	84%	66%
SP Products	17	1.0-4C	77%	64%	33%	75%	61%
SP Products	9	1.0-4C	77%	49%	39%	75%	55%
Category averages:			85%	60%	48%	79%	64%
Hand tools							
HotBend	83	.125-4C	65%	51%	27%	76%	51%
Lighting products/fixtures							
Halco	59	.50-4C	68%	54%	24%	80%	57%
Meters/instru (test) power & low volt.							
Automation Direct	93	1.0-4C	78%	62%	42%	83%	63%
Raceway/cable tray/conduit							
Arlington Industries Inc.	33	1.0-4C	92%	61%	50%	84%	70%
SP Products	17	1.0-4C	77%	64%	33%	75%	61%
SP Products	9	1.0-4C	77%	49%	39%	75%	55%
Champion Fiberglass	Cvr 2	1.0-4C	76%	50%	32%	84%	51%
Emergent Safety Supply	57	.25-4C	58%	52%	37%	76%	52%
Category averages:			76%	55%	38%	79%	58%

(continued)

Base = 123

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

	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Safety equipment/apparel							
GlenGuard	SL Cvr 4	1.0-4C	59%	42%	28%	72%	40%
Wire & cable							
Copperweld	3	1.0-4C	80%	55%	43%	84%	55%
Cerrowire	37	1.0-4C	76%	57%	35%	81%	56%
Southwire	Cvr 4	1.0-4C	73%	71%	42%	80%	74%
Automation Direct	1	1.0-4C	70%	60%	43%	77%	57%
Fiber Instrument Sales	43	.50-4C	63%	46%	21%	84%	42%
Category averages:			72%	58%	37%	81%	57%
Wire & cable connectors/terminators							
Arlington Industries Inc.	19	1.0-4C	93%	66%	54%	85%	72%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	63%	59%	85%	71%
Arlington Industries Inc.	11	1.0-4C	87%	67%	57%	84%	70%
Category averages:			90%	65%	57%	85%	71%
Wire & cable management							
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	63%	59%	85%	71%
Arlington Industries Inc.	91	1.0-4C	86%	58%	54%	74%	64%
Arlington Industries Inc.	55	1.0-4C	85%	61%	50%	80%	67%
Arlington Industries Inc.	61	1.0-4C	85%	58%	53%	77%	62%
Champion Fiberglass	Cvr 2	1.0-4C	76%	50%	32%	84%	51%
Underground Devices	21	.50-4C	76%	46%	46%	74%	45%
Category averages:			83%	56%	49%	79%	60%
Wiring devices							
Arlington Industries Inc.	19	1.0-4C	93%	66%	54%	85%	72%
Arlington Industries Inc.	7	1.0-4C	91%	68%	60%	81%	65%

(continued)

Base = 123

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



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wiring devices <i>continued</i>							
Arlington Industries Inc.	72-73	2.0-4C	91%	64%	55%	82%	65%
Arlington Industries Inc.	51	1.0-4C	91%	59%	57%	84%	64%
Arlington Industries Inc.	75	1.0-4C	89%	52%	54%	79%	63%
Arlington Industries Inc.	15	1.0-4C	88%	64%	59%	85%	67%
Arlington Industries Inc.	79	1.0-4C	88%	63%	51%	90%	69%
Arlington Industries Inc.	11	1.0-4C	87%	67%	57%	84%	70%
Arlington Industries Inc.	89	1.0-4C	87%	66%	58%	80%	69%
Arlington Industries Inc.	85	1.0-4C	87%	60%	52%	79%	70%
Arlington Industries Inc.	5	1.0-4C	87%	57%	52%	79%	63%
Arlington Industries Inc.	41	1.0-4C	86%	57%	49%	74%	62%
Arlington Industries Inc.	55	1.0-4C	85%	61%	50%	80%	67%
Arlington Industries Inc.	35	1.0-4C	85%	61%	50%	79%	67%
Arlington Industries Inc.	61	1.0-4C	85%	58%	53%	77%	62%
Arlington Industries Inc.	29	1.0-4C	85%	56%	54%	79%	71%
Arlington Industries Inc.	95	1.0-4C	85%	55%	45%	78%	69%
Category averages:			88%	61%	54%	81%	67%
Base = 123							

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	79	1.0-4C	88%	90%	79%	82%	63%	17%
Arlington Industries Inc.	19	1.0-4C	93%	85%	72%	81%	60%	17%
Arlington Industries Inc.	15	1.0-4C	88%	85%	78%	80%	61%	17%
Arlington Industries Inc.	51	1.0-4C	91%	84%	74%	78%	62%	20%
Orbit	56	.50-4C	81%	84%	49%	79%	62%	36%
Arlington Industries Inc.	72-73	2.0-4C	91%	82%	72%	78%	60%	14%
Arlington Industries Inc.	7	1.0-4C	91%	81%	75%	75%	63%	14%
Arlington Industries Inc.	89	1.0-4C	87%	80%	72%	79%	62%	15%
Arlington Industries Inc.	75	1.0-4C	89%	79%	72%	75%	65%	5%
Arlington Industries Inc.	85	1.0-4C	87%	79%	67%	75%	67%	7%
Arlington Industries Inc.	5	1.0-4C	87%	79%	72%	70%	61%	9%
Arlington Industries Inc.	29	1.0-4C	85%	79%	68%	71%	63%	16%
Arlington Industries Inc.	45	1.0-4C	88%	78%	67%	73%	63%	8%
Arlington Industries Inc.	95	1.0-4C	85%	78%	70%	69%	64%	10%
Emergent Safety Supply	57	.25-4C	58%	76%	31%	56%	42%	41%
Arlington Industries Inc.	91	1.0-4C	86%	74%	66%	68%	59%	14%
Arlington Industries Inc.	41	1.0-4C	86%	74%	64%	67%	61%	9%
Category averages:			86%	80%	68%	74%	61%	16%
Contractor equipment								
HotBend	83	.125-4C	65%	76%	49%	65%	55%	28%
Contractor services (incl. rental & mechanical)								
Delta Capital Group	13	.50-4C	40%	80%	22%	36%	32%	60%
Candels Estimating	83	.125-4C	63%	78%	40%	58%	45%	44%
Category averages:			52%	79%	31%	47%	39%	52%
Electrical distributor (incl. low volt.)								
Sonepar	27	1.0-4C	70%	83%	38%	61%	48%	47%
<i>(continued)</i>								
Base = 123								

Definitions:

Total Ad Influence (Audience Engagement) represents the percentage of respondents who, after seeing an ad, reported they did one or more of the four listed items.

All Ad Influence scores are a percentage of the “Recall Seeing” score.

Percentage totals may not equal 100, due to rounding.

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

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Fasteners, hangers, clamps, supports								
Arlington Industries Inc.	33	1.0-4C	92%	84%	77%	81%	63%	18%
Orbit	56	.50-4C	81%	84%	49%	79%	62%	36%
Arlington Industries Inc.	7	1.0-4C	91%	81%	75%	75%	63%	14%
Arlington Industries Inc.	35	1.0-4C	85%	79%	70%	74%	67%	10%
Arlington Industries Inc.	45	1.0-4C	88%	78%	67%	73%	63%	8%
Arlington Industries Inc.	61	1.0-4C	85%	77%	67%	70%	61%	13%
SP Products	17	1.0-4C	77%	75%	43%	64%	58%	33%
SP Products	9	1.0-4C	77%	75%	44%	64%	55%	25%
Arlington Industries Inc.	91	1.0-4C	86%	74%	66%	68%	59%	14%
Category averages:			85%	79%	62%	72%	61%	19%
Hand tools								
HotBend	83	.125-4C	65%	76%	49%	65%	55%	28%
Lighting products/fixtures								
Halco	59	.50-4C	68%	80%	58%	67%	53%	29%
Meters/instru (test) power & low volt.								
Automation Direct	93	1.0-4C	78%	83%	48%	71%	60%	35%
Raceway/cable tray/conduit								
Arlington Industries Inc.	33	1.0-4C	92%	84%	77%	81%	63%	18%
Champion Fiberglass	Cvr 2	1.0-4C	76%	84%	50%	70%	51%	41%
Emergent Safety Supply	57	.25-4C	58%	76%	31%	56%	42%	41%
SP Products	17	1.0-4C	77%	75%	43%	64%	58%	33%
SP Products	9	1.0-4C	77%	75%	44%	64%	55%	25%
Category averages:			76%	79%	49%	67%	54%	32%

(continued)

Base = 123

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Safety equipment/apparel								
GlenGuard	SL Cvr 4	1.0-4C	59%	72%	32%	57%	46%	36%
Wire & cable								
Copperweld	3	1.0-4C	80%	84%	46%	76%	57%	35%
Fiber Instrument Sales	43	.50-4C	63%	84%	29%	55%	43%	58%
Cerrowire	37	1.0-4C	76%	81%	47%	66%	54%	40%
Southwire	Cvr 4	1.0-4C	73%	80%	72%	77%	69%	18%
Automation Direct	1	1.0-4C	70%	77%	41%	69%	60%	31%
Category averages:			72%	81%	47%	69%	57%	36%
Wire & cable connectors/terminators								
Arlington Industries Inc.	19	1.0-4C	93%	85%	72%	81%	60%	17%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	85%	77%	82%	63%	10%
Arlington Industries Inc.	11	1.0-4C	87%	84%	78%	81%	63%	11%
Category averages:			90%	85%	76%	81%	62%	13%
Wire & cable management								
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	85%	77%	82%	63%	10%
Champion Fiberglass	Cvr 2	1.0-4C	76%	84%	50%	70%	51%	41%
Arlington Industries Inc.	55	1.0-4C	85%	80%	73%	72%	62%	7%
Arlington Industries Inc.	61	1.0-4C	85%	77%	67%	70%	61%	13%
Arlington Industries Inc.	91	1.0-4C	86%	74%	66%	68%	59%	14%
Underground Devices	21	.50-4C	76%	74%	43%	63%	51%	27%
Category averages:			83%	79%	63%	71%	58%	19%
Wiring devices								
Arlington Industries Inc.	79	1.0-4C	88%	90%	79%	82%	63%	17%
Arlington Industries Inc.	19	1.0-4C	93%	85%	72%	81%	60%	17%
Arlington Industries Inc.	15	1.0-4C	88%	85%	78%	80%	61%	17%

(continued)

Base = 123

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

	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wiring devices <i>continued</i>								
Arlington Industries Inc.	51	1.0-4C	91%	84%	74%	78%	62%	20%
Arlington Industries Inc.	11	1.0-4C	87%	84%	78%	81%	63%	11%
Arlington Industries Inc.	72-73	2.0-4C	91%	82%	72%	78%	60%	14%
Arlington Industries Inc.	7	1.0-4C	91%	81%	75%	75%	63%	14%
Arlington Industries Inc.	89	1.0-4C	87%	80%	72%	79%	62%	15%
Arlington Industries Inc.	55	1.0-4C	85%	80%	73%	72%	62%	7%
Arlington Industries Inc.	75	1.0-4C	89%	79%	72%	75%	65%	5%
Arlington Industries Inc.	85	1.0-4C	87%	79%	67%	75%	67%	7%
Arlington Industries Inc.	5	1.0-4C	87%	79%	72%	70%	61%	9%
Arlington Industries Inc.	35	1.0-4C	85%	79%	70%	74%	67%	10%
Arlington Industries Inc.	29	1.0-4C	85%	79%	68%	71%	63%	16%
Arlington Industries Inc.	95	1.0-4C	85%	78%	70%	69%	64%	10%
Arlington Industries Inc.	61	1.0-4C	85%	77%	67%	70%	61%	13%
Arlington Industries Inc.	41	1.0-4C	86%	74%	64%	67%	61%	9%
Category averages:			88%	81%	72%	75%	63%	12%
Base = 123								

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	19	1.0-4C	93%	72%	12%	24%	18%	6%	7%	35%	17%	20%
Arlington Industries Inc.	29	1.0-4C	85%	71%	8%	18%	15%	5%	10%	42%	19%	12%
Arlington Industries Inc.	85	1.0-4C	87%	70%	9%	16%	13%	6%	10%	37%	18%	18%
Arlington Industries Inc.	79	1.0-4C	88%	69%	7%	21%	16%	7%	11%	35%	17%	15%
Arlington Industries Inc.	89	1.0-4C	87%	69%	13%	25%	17%	4%	8%	25%	15%	21%
Arlington Industries Inc.	95	1.0-4C	85%	69%	9%	14%	13%	4%	14%	38%	12%	16%
Arlington Industries Inc.	15	1.0-4C	88%	67%	8%	27%	14%	7%	7%	32%	13%	15%
Orbit	56	.50-4C	81%	66%	9%	17%	14%	7%	6%	39%	10%	10%
Arlington Industries Inc.	7	1.0-4C	91%	65%	10%	24%	16%	4%	10%	25%	17%	20%
Arlington Industries Inc.	72-73	2.0-4C	91%	65%	7%	21%	18%	5%	5%	29%	17%	17%
Arlington Industries Inc.	51	1.0-4C	91%	64%	6%	24%	11%	5%	6%	33%	10%	10%
Arlington Industries Inc.	45	1.0-4C	88%	64%	8%	14%	9%	6%	8%	46%	12%	8%
Arlington Industries Inc.	91	1.0-4C	86%	64%	7%	10%	14%	6%	9%	38%	13%	11%
Arlington Industries Inc.	75	1.0-4C	89%	63%	10%	8%	15%	8%	11%	39%	12%	15%
Arlington Industries Inc.	5	1.0-4C	87%	63%	7%	16%	11%	5%	7%	33%	14%	20%
Arlington Industries Inc.	41	1.0-4C	86%	62%	6%	12%	13%	7%	11%	34%	10%	18%
Emergent Safety Supply	57	.25-4C	58%	52%	8%	10%	14%	4%	3%	27%	10%	1%
Category averages:			86%	66%	8%	18%	14%	6%	8%	35%	14%	15%

(continued)

Definitions:

One or More Buying Actions (Audience Involvement) represents the percentage of respondents who, after seeing an ad, indicated they have done, or are likely to do, one or more of the eight listed items.

All Buying Action scores are a percentage of the "Recall Seeing" score.

Percentage totals may not equal 100, due to rounding.

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

Base = 123

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Contractor equipment												
HotBend	83	.125-4C	65%	51%	13%	13%	13%	9%	4%	28%	13%	8%
Contractor services (incl. rental & mechanical)												
Candels Estimating	83	.125-4C	63%	47%	4%	14%	10%	6%	1%	13%	4%	4%
Delta Capital Group	13	.50-4C	40%	22%	4%	10%	6%	2%	4%	10%	2%	4%
Category averages:			52%	35%	4%	12%	8%	4%	3%	12%	3%	4%
Electrical distributor (incl. low volt.)												
Sonepar	27	1.0-4C	70%	49%	11%	22%	13%	3%	3%	14%	3%	5%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	33	1.0-4C	92%	70%	12%	20%	17%	8%	7%	36%	11%	17%
Arlington Industries Inc.	35	1.0-4C	85%	67%	11%	16%	16%	5%	8%	38%	11%	18%
Orbit	56	.50-4C	81%	66%	9%	17%	14%	7%	6%	39%	10%	10%
Arlington Industries Inc.	7	1.0-4C	91%	65%	10%	24%	16%	4%	10%	25%	17%	20%
Arlington Industries Inc.	45	1.0-4C	88%	64%	8%	14%	9%	6%	8%	46%	12%	8%
Arlington Industries Inc.	91	1.0-4C	86%	64%	7%	10%	14%	6%	9%	38%	13%	11%
Arlington Industries Inc.	61	1.0-4C	85%	62%	12%	12%	13%	5%	12%	31%	12%	13%
SP Products	17	1.0-4C	77%	61%	12%	16%	18%	4%	7%	29%	11%	9%
SP Products	9	1.0-4C	77%	55%	7%	14%	14%	6%	6%	31%	13%	8%
Category averages:			85%	64%	10%	16%	15%	6%	8%	35%	12%	13%
Hand tools												
HotBend	83	.125-4C	65%	51%	13%	13%	13%	9%	4%	28%	13%	8%
Lighting products/fixtures												
Halco	59	.50-4C	68%	57%	8%	14%	12%	4%	1%	20%	7%	7%

(continued)

Base = 123

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



	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Meters/instru (test) power & low volt.												
Automation Direct	93	1.0-4C	78%	63%	15%	22%	16%	6%	5%	32%	7%	6%
Raceway/cable tray/conduit												
Arlington Industries Inc.	33	1.0-4C	92%	70%	12%	20%	17%	8%	7%	36%	11%	17%
SP Products	17	1.0-4C	77%	61%	12%	16%	18%	4%	7%	29%	11%	9%
SP Products	9	1.0-4C	77%	55%	7%	14%	14%	6%	6%	31%	13%	8%
Emergent Safety Supply	57	.25-4C	58%	52%	8%	10%	14%	4%	3%	27%	10%	1%
Champion Fiberglass	Cvr 2	1.0-4C	76%	51%	7%	27%	11%	4%	1%	21%	10%	2%
Category averages:			76%	58%	9%	17%	15%	5%	5%	29%	11%	7%
Safety equipment/apparel												
GlenGuard	SL Cvr 4	1.0-4C	59%	40%	11%	10%	8%	8%	1%	19%	3%	1%
Wire & cable												
Southwire	Cvr 4	1.0-4C	73%	74%	11%	14%	21%	7%	10%	38%	19%	13%
Automation Direct	1	1.0-4C	70%	57%	11%	11%	11%	8%	2%	24%	10%	7%
Cerrowire	37	1.0-4C	76%	56%	9%	20%	12%	4%	3%	25%	5%	8%
Copperweld	3	1.0-4C	80%	55%	10%	21%	15%	3%	3%	30%	7%	9%
Fiber Instrument Sales	43	.50-4C	63%	42%	9%	13%	8%	6%	0%	9%	6%	3%
Category averages:			72%	57%	10%	16%	13%	6%	4%	25%	9%	8%
Wire & cable connectors/terminators												
Arlington Industries Inc.	19	1.0-4C	93%	72%	12%	24%	18%	6%	7%	35%	17%	20%
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	71%	6%	25%	15%	6%	9%	30%	15%	22%
Arlington Industries Inc.	11	1.0-4C	87%	70%	11%	23%	13%	9%	6%	29%	14%	18%
Category averages:			90%	71%	10%	24%	15%	7%	7%	31%	15%	20%
<i>(continued)</i>												Base = 123

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



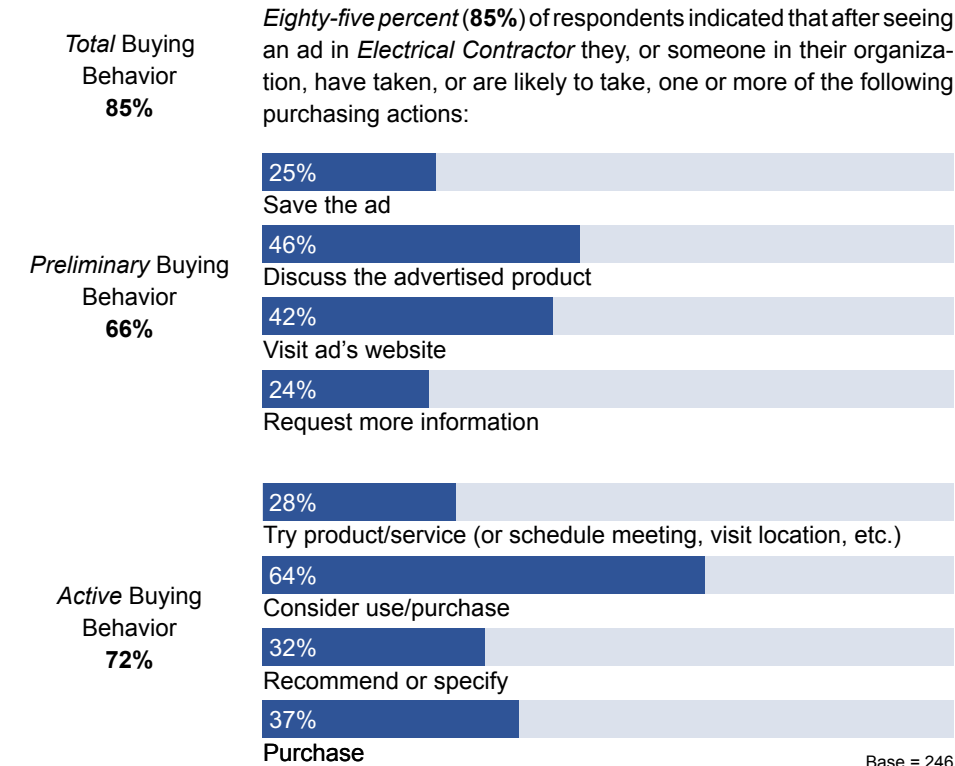
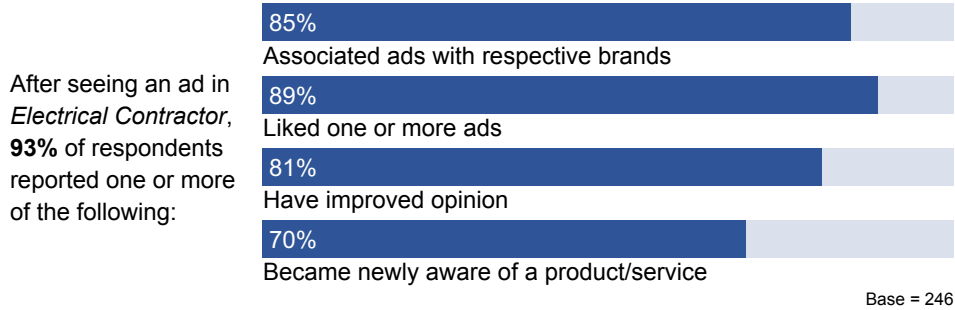
	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wire & cable management												
Arlington Industries Inc.	Cvr 3	1.0-4C	89%	71%	6%	25%	15%	6%	9%	30%	15%	22%
Arlington Industries Inc.	55	1.0-4C	85%	67%	11%	13%	15%	7%	12%	38%	16%	15%
Arlington Industries Inc.	91	1.0-4C	86%	64%	7%	10%	14%	6%	9%	38%	13%	11%
Arlington Industries Inc.	61	1.0-4C	85%	62%	12%	12%	13%	5%	12%	31%	12%	13%
Champion Fiberglass	Cvr 2	1.0-4C	76%	51%	7%	27%	11%	4%	1%	21%	10%	2%
Underground Devices	21	.50-4C	76%	45%	11%	7%	11%	3%	4%	22%	5%	9%
Category averages:			83%	60%	9%	16%	13%	5%	8%	30%	12%	12%
Wiring devices												
Arlington Industries Inc.	19	1.0-4C	93%	72%	12%	24%	18%	6%	7%	35%	17%	20%
Arlington Industries Inc.	29	1.0-4C	85%	71%	8%	18%	15%	5%	10%	42%	19%	12%
Arlington Industries Inc.	11	1.0-4C	87%	70%	11%	23%	13%	9%	6%	29%	14%	18%
Arlington Industries Inc.	85	1.0-4C	87%	70%	9%	16%	13%	6%	10%	37%	18%	18%
Arlington Industries Inc.	79	1.0-4C	88%	69%	7%	21%	16%	7%	11%	35%	17%	15%
Arlington Industries Inc.	89	1.0-4C	87%	69%	13%	25%	17%	4%	8%	25%	15%	21%
Arlington Industries Inc.	95	1.0-4C	85%	69%	9%	14%	13%	4%	14%	38%	12%	16%
Arlington Industries Inc.	15	1.0-4C	88%	67%	8%	27%	14%	7%	7%	32%	13%	15%
Arlington Industries Inc.	55	1.0-4C	85%	67%	11%	13%	15%	7%	12%	38%	16%	15%
Arlington Industries Inc.	35	1.0-4C	85%	67%	11%	16%	16%	5%	8%	38%	11%	18%
Arlington Industries Inc.	7	1.0-4C	91%	65%	10%	24%	16%	4%	10%	25%	17%	20%
Arlington Industries Inc.	72-73	2.0-4C	91%	65%	7%	21%	18%	5%	5%	29%	17%	17%
Arlington Industries Inc.	51	1.0-4C	91%	64%	6%	24%	11%	5%	6%	33%	10%	10%
Arlington Industries Inc.	75	1.0-4C	89%	63%	10%	8%	15%	8%	11%	39%	12%	15%
Arlington Industries Inc.	5	1.0-4C	87%	63%	7%	16%	11%	5%	7%	33%	14%	20%
Arlington Industries Inc.	41	1.0-4C	86%	62%	6%	12%	13%	7%	11%	34%	10%	18%
Arlington Industries Inc.	61	1.0-4C	85%	62%	12%	12%	13%	5%	12%	31%	12%	13%
Category averages:			88%	67%	9%	18%	15%	6%	9%	34%	14%	17%

Base = 123

Demographics: Influence and Action Totals



Total ad influence for all studied ads



Ad scores by size

	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	91%	64%	55%
One page	30	83%	59%	48%
One-half page	5	66%	46%	32%
One-fourth page	1	58%	52%	37%
One-eighth page	2	64%	54%	24%
Issue Averages:		79%	57%	44%

Base = 123

Building types

Commercial	85%
Includes hotel, motel, resort, restaurant, food service, entertainment, sports, gaming, financial (banking/insurance), retail stores (all types), and office buildings	
Residential	70%
Includes single family and multi-family	
Industrial	61%
Includes manufacturing plants, power generation and utility	
Institutional	54%
Includes hospital, nursing home, education (K12, college, university), govt., administration, police, correctional, military, transportation (airport/rail/other)	
Emerging/alternative energy sources	21%
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%

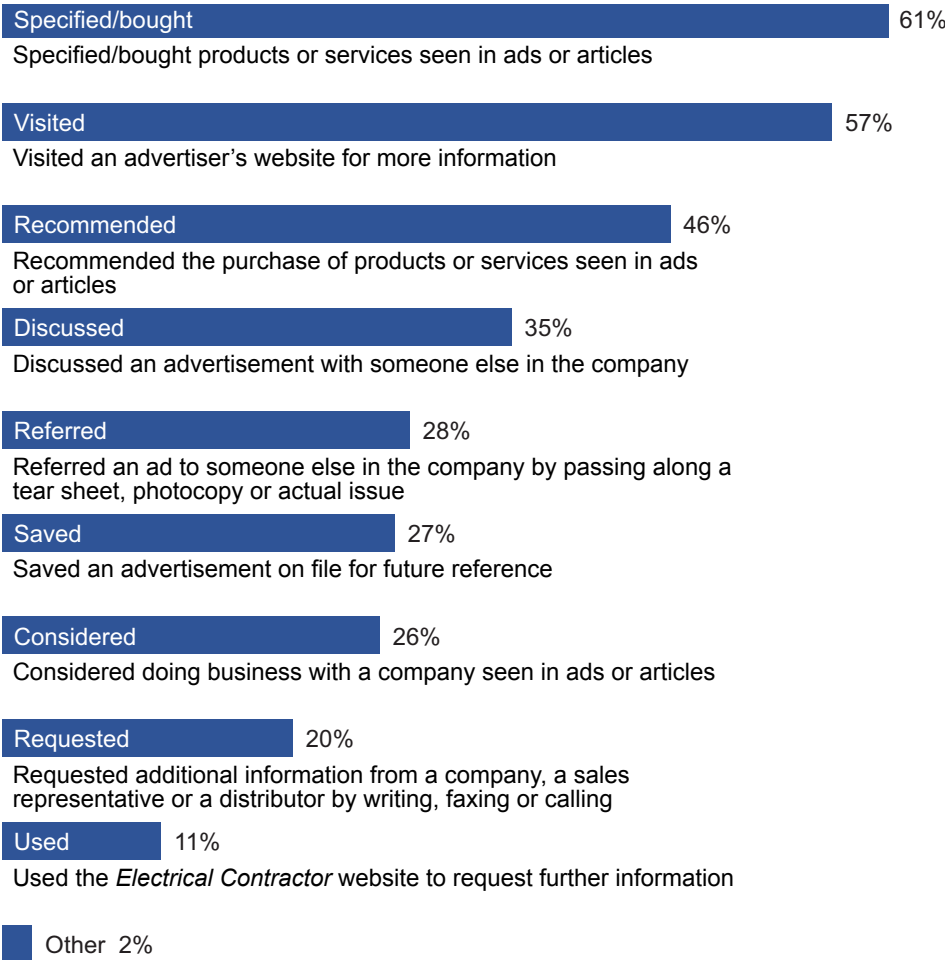
Base = 246

Demographics: Purchasing and Reader Profile



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 = 246

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	55%
Management: project manager, superintendent, supervisor, foreman	17%
Electrician (field), journeyman, technician, installer, service person	15%
Estimator	3%
Staff engineer, designer, electrical engineer.	3%
Inspector.	2%
Apprentice	1%
Purchasing agent, buyer.	1%
Other.	2%
No response	1%

Base = 246

Primary business

Electrical contracting/low-voltage contracting.	80%
Engineering/architecture/consulting	6%
Systems integration/consulting.	3%
Wholesaler/distributor.	1%
Other.	10%
No response	0%

Base = 246

Building systems installed

Maintenance, service, repair	82%
Lighting	81%
Premises wiring	72%
Power quality systems (includes standby, co-gen, etc.)	59%
Fire/life safety systems.	57%
Security (includes CCTV, access/motion/intrusion systems)	52%
Communications systems (VDV)	40%
Total building automation systems (includes HVAC, lighting).	37%
Fiber optics.	29%
Alternative-energy systems	28%
None of the above	4%
No response	0%

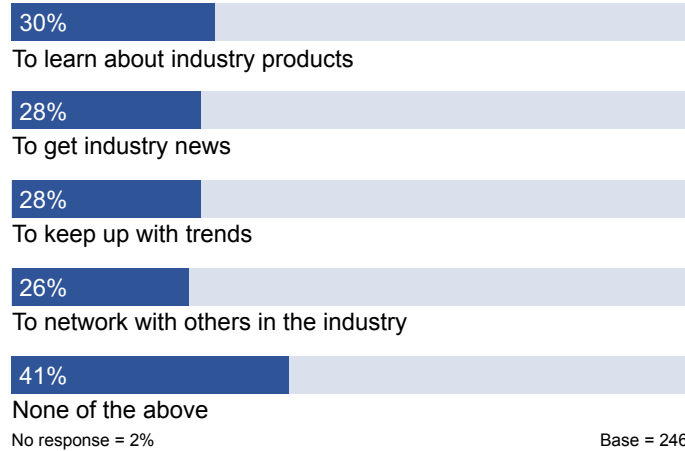
Base = 246

Demographics: Social Media



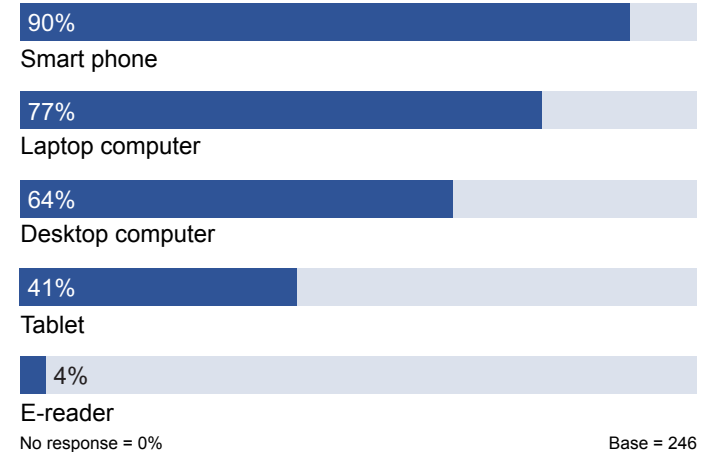
Professional use of social media

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



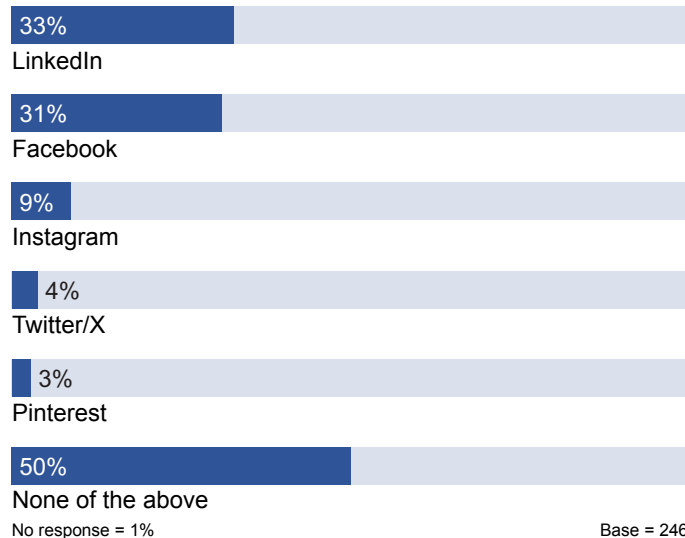
Digital devices owned or used by respondents

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



Social media platforms used for work

Fifty percent (50%) of Electrical Contractor respondents report using one or more of these social media platforms for work.



2023

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
- Previously aware of product or service

Total Buying Action *Audience Involvement*

Preliminary Buying Action

- Save the ad
- Discuss the advertised product
- Visit ad's website
- Request more information

Active Buying Action

- Try product/service
- Consider use/purchase
- Recommend or specify
- Purchase

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

**ELECTRICAL
CONTRACTOR**
POWER & INTEGRATED BUILDING SYSTEMS



Baxter Research Center's (BRC) *adViewPRO* study programs are conducted online using accepted advertising and editorial reader research methods and practices.

The reader panel was selected from the sponsoring publication's qualified circulation of 83,102* 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 2023 BPA Worldwide Brand Report

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
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POWER & INTEGRATED BUILDING SYSTEMS

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.

BAXTER
RESEARCH CENTER
POWERFUL INSIGHTS. ACTIONABLE INTELLIGENCE.