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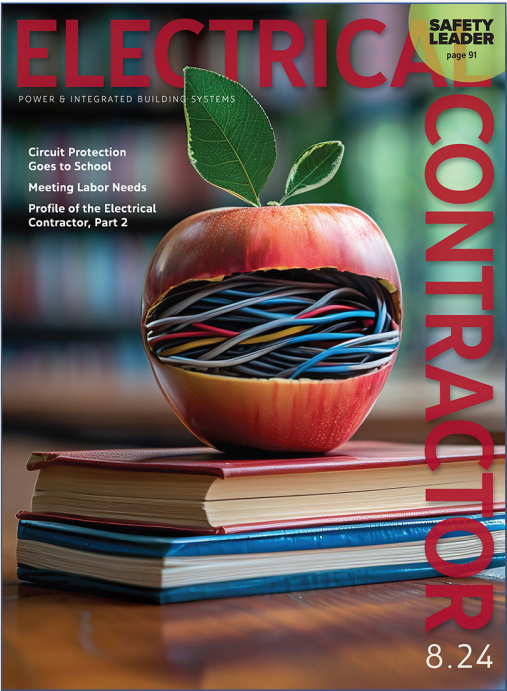
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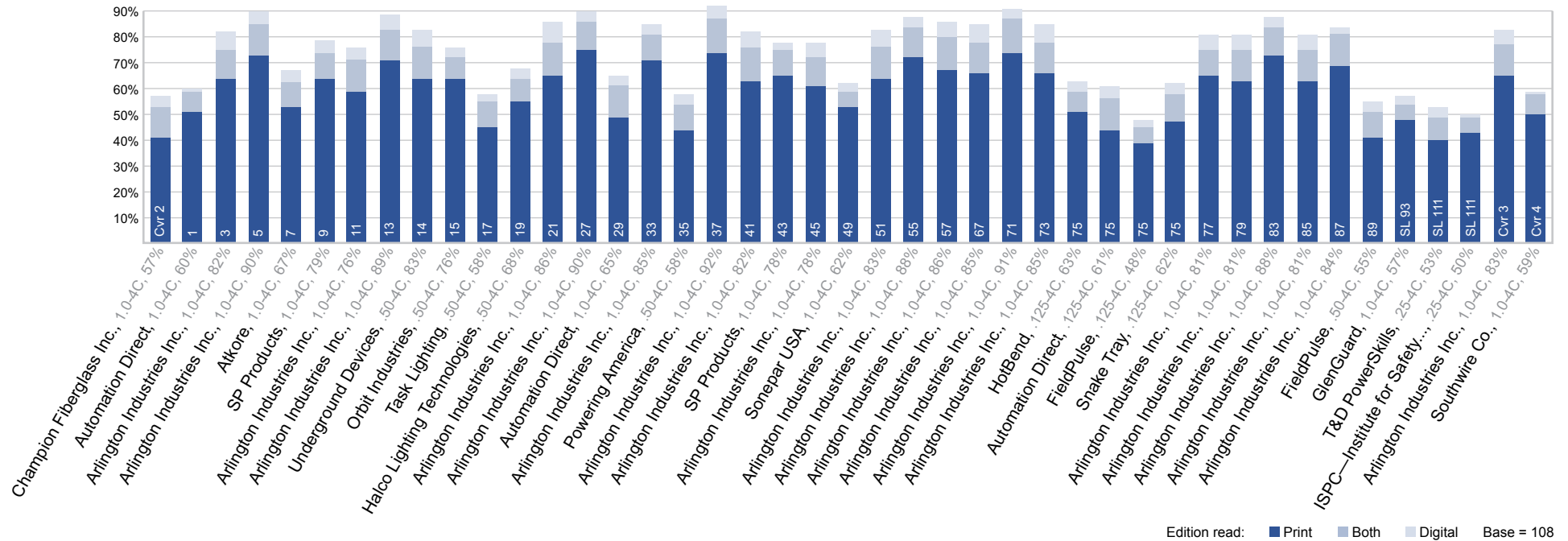
Independent Print Ad Performance News:

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. — 37	92%	Arlington Industries Inc. — 5	90%	89%	Arlington Industries Inc. — 55	88%	75%
Arlington Industries Inc. — 71	91%	Arlington Industries Inc. — 33	85%	88%	Arlington Industries Inc. — 41	82%	74%
Arlington Industries Inc. — 5	90%	Orbit Industries — 15	76%	88%	Arlington Industries Inc. — 5	90%	73%
Arlington Industries Inc. — 27	90%	Arlington Industries Inc. — 27	90%	86%	Arlington Industries Inc. — 27	90%	72%
Arlington Industries Inc. — 13	89%	Arlington Industries Inc. — 55	88%	86%	Arlington Industries Inc. — 13	89%	71%
Arlington Industries Inc. — 55	88%	Arlington Industries Inc. — 37	92%	85%	Arlington Industries Inc. — 11	76%	71%
Arlington Industries Inc. — 83	88%	Arlington Industries Inc. — 71	91%	85%	Arlington Industries Inc. — Cv3	83%	70%
Arlington Industries Inc. — 57	86%	Arlington Industries Inc. — 87	84%	85%	Arlington Industries Inc. — 79	81%	70%
Arlington Industries Inc. — 21	86%	SP Products — 43	78%	85%	Arlington Industries Inc. — 71	91%	69%
Arlington Industries Inc. — 73	85%	Arlington Industries Inc. — Cv3	83%	84%	Arlington Industries Inc. — 83	88%	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.

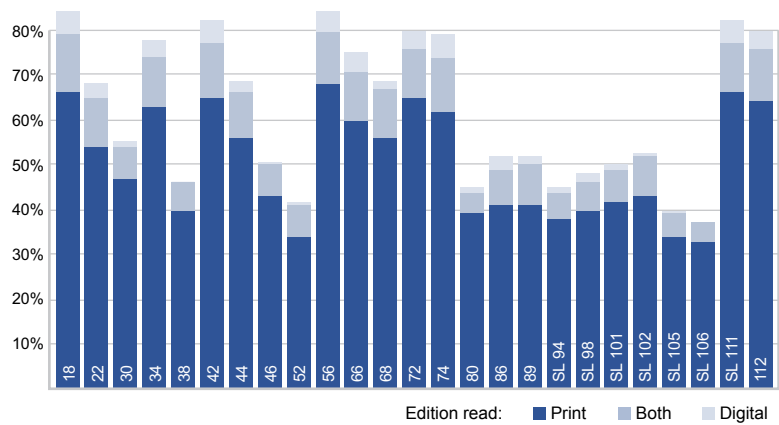
NOTE: Percentage totals may not equal 100, due to rounding.

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.

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 18.

	Page Number	Recall Seeing	Read Some	Read Most
Code FAQs	18	84%	85%	66%
2024 Profile of the Electrical Contractor, Part 2	22	68%	81%	38%
Stronger Together	30	55%	67%	35%
Code How-To	34	78%	86%	63%
Taking Flight	38	46%	59%	37%
Code Quiz	42	82%	84%	68%
Residential	44	69%	75%	54%
The Ever-Automated Warehouse	46	51%	65%	30%
Relocation Motion	52	42%	60%	32%
Cool Tools	56	84%	86%	68%
Featured Products: Testers/meters	66	75%	81%	67%
Circuit Protection Goes to School	68	69%	83%	53%
Code Applications	72	80%	83%	68%
New Products	74	79%	87%	67%
On the Market: Asset Tracking in Hospitals	80	45%	58%	27%
Fiber Optics	86	52%	52%	22%
Integrated Systems Products	89	52%	54%	32%
Better Than HAL: A.I.	SL 94	45%	58%	31%
Fall Back on Lifelines	SL 98	48%	60%	31%
Training: Staffing for Mega Solar Projects	SL 101	50%	60%	40%
Energized and Motorized: LOTO	SL 102	53%	64%	47%
First Person	SL 105	40%	53%	24%
VPP Gets a Facelift	SL 106	37%	51%	32%
New Products	SL 111	82%	84%	62%
Code Comments	112	80%	85%	68%

Base = 216

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

[Electrical contractor] adds perspective, information and shows new products and the possible uses for them. — President

[Electrical contractor] keeps us informed on the newest products. — Service manager

[Electrical contractor] is a line of information from outside of the place that we are in. — Owner

Format preference

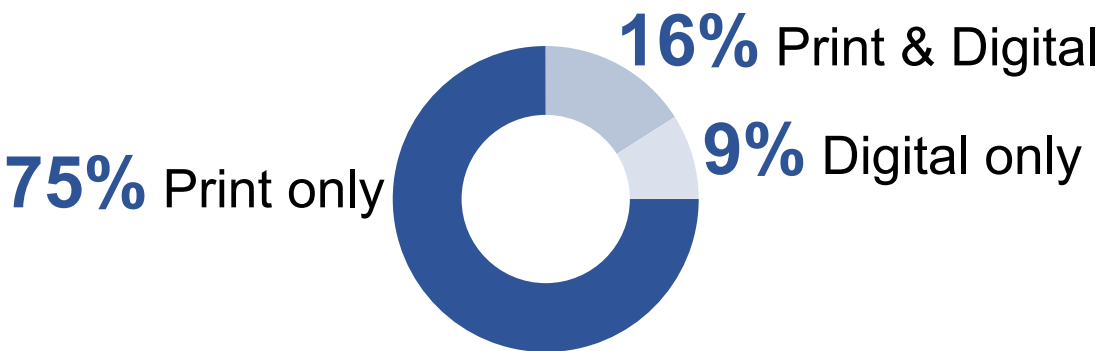
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print	67%
Print and digital	24%
Digital	9%
No response	0%

Base = 216

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 91% of *Electrical Contractor* respondents read the print edition: 75% read print only. A combined 25% of respondents read the digital edition: 9% read the digital version only. And 16% read both print and digital formats.

Print only	75%
Print and digital	16%
Digital only	9%
No response	0%

Base = 216

Digital devices used by respondents

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

Smartphone	88%
Laptop computer	78%
Desktop computer	66%
Tablet	43%
E-reader	7%
None of the above	1%
No response	0%

Base = 216

Respondents rate *Electrical Contractor*

Ninety-nine percent (99%) of respondents state that *Electrical Contractor* is an important publication for them.

Personal favorite	32%
Very important	29%
Important	25%
Somewhat important	13%
Not important	1%
No response	0%

Base = 216

Editorial: Reading Habits

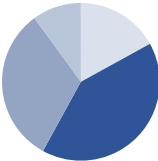
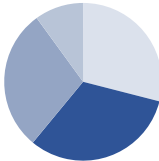
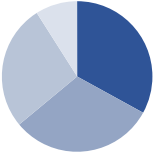


[Electrical contractor] *keep you up-to-date on the industry and helps you find innovated ideas to use for future applications.*
— Field operations manager

I like to keep up with code questions and changes, as well as being aware of new tools and products.
— Owner

[I read electrical contractor] *to keep a pulse on my current and future customers, as well as on productions, distribution, etc.*
— National account manager

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

<p>When read</p> <p>Same day issue is received 17%</p> <p>Within three days 41%</p> <p>Within a week 32%</p> <p>One week or longer 10%</p> <p>No response 0%</p>  <p>Base = 216</p>	<p>Time spent reading</p> <p>45 minutes or more. 29%</p> <p>30 to 44 minutes 32%</p> <p>15 to 29 minutes 29%</p> <p>Less than 15 minutes 10%</p> <p>No response 0%</p>  <p>Base = 216</p>
<p>How often each issue is read</p> <p>4 or more times. 33%</p> <p>3 times 31%</p> <p>2 times 27%</p> <p>1 time 9%</p> <p>No response 0%</p>  <p>Base = 216</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 1.5 other professionals.</p> <p>1.5 Other People</p> <p>Base = 216</p>

Editorial: Reading Habits *continued*



I use [Electrical Contractor] as a reference to keep updated on news, changes and revised information as it pertains to products and code. I revisit articles that may apply to a project that I'm working on now or in the future. Articles are greatly informative and the writers provides information from different perspectives that I may not have had. I keep it on my desk for future references.

— Owner

Industry magazine readership

Eighty-six percent (86%) 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	86%	73%	13%	10%	4%	0%	0%	0%
EC&M	48%	39%	9%	7%	5%	2%	20%	18%
Electrical Products & Solutions	16%	12%	4%	2%	2%	3%	46%	31%
Electrical News	11%	7%	4%	1%	2%	3%	51%	32%
ICT Today	5%	3%	2%	1%	1%	2%	55%	36%
LD&A	5%	4%	1%	2%	2%	1%	52%	38%

Base = 216

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.	27	1.0-4C	90%	57%	53%	86%	72%
Arlington Industries Inc.	55	1.0-4C	88%	58%	55%	86%	75%
Arlington Industries Inc.	83	1.0-4C	88%	56%	57%	83%	69%
Arlington Industries Inc.	57	1.0-4C	86%	60%	62%	82%	66%
Arlington Industries Inc.	67	1.0-4C	85%	64%	56%	76%	69%
Arlington Industries Inc.	33	1.0-4C	85%	62%	47%	88%	65%
Arlington Industries Inc.	51	1.0-4C	83%	58%	65%	77%	68%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	58%	54%	84%	70%
Arlington Industries Inc.	79	1.0-4C	81%	60%	57%	78%	70%
Arlington Industries Inc.	85	1.0-4C	81%	58%	62%	78%	67%
Arlington Industries Inc.	77	1.0-4C	81%	54%	45%	83%	65%
Arlington Industries Inc.	45	1.0-4C	78%	65%	51%	76%	60%
Arlington Industries Inc.	11	1.0-4C	76%	70%	64%	79%	71%
Orbit Industries	15	.50-4C	76%	62%	51%	88%	68%
Category averages:			83%	60%	56%	82%	68%
Computer software							
FieldPulse	89	.50-4C	55%	44%	42%	73%	36%
FieldPulse	75	.125-4C	48%	50%	54%	79%	44%
Category averages:			52%	47%	48%	76%	40%
Conduit/tubing							
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	60%	41%	76%	37%
Contractor equipment							
Automation Direct	29	1.0-4C	65%	54%	34%	81%	36%
HotBend	75	.125-4C	63%	52%	42%	84%	54%
Automation Direct	75	.125-4C	61%	66%	35%	74%	35%
Automation Direct	1	1.0-4C	60%	52%	42%	83%	44%
Category averages:			62%	56%	38%	81%	42%
<i>(continued)</i>							

Base = 108

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
Electrical distributor (incl. low volt.)							
Sonepar USA	49	1.0-4C	62%	50%	32%	82%	46%
Fasteners, hangers, clamps, supports							
Arlington Industries Inc.	55	1.0-4C	88%	58%	55%	86%	75%
Arlington Industries Inc.	73	1.0-4C	85%	65%	55%	77%	66%
Arlington Industries Inc.	51	1.0-4C	83%	58%	65%	77%	68%
Arlington Industries Inc.	79	1.0-4C	81%	60%	57%	78%	70%
SP Products	9	1.0-4C	79%	54%	56%	84%	66%
SP Products	43	1.0-4C	78%	59%	50%	85%	66%
Orbit Industries	15	.50-4C	76%	62%	51%	88%	68%
Category averages:			81%	59%	56%	82%	68%
Grounding/bonding							
Arlington Industries Inc.	21	1.0-4C	86%	59%	59%	80%	69%
Hand tools							
HotBend	75	.125-4C	63%	52%	42%	84%	54%
Lighting products/fixtures							
Halco Lighting Technologies	19	.50-4C	68%	53%	47%	84%	56%
Task Lighting	17	.50-4C	58%	47%	30%	75%	43%
Category averages:			63%	50%	39%	80%	50%
Raceway/cable tray/conduit							
SP Products	9	1.0-4C	79%	54%	56%	84%	66%
SP Products	43	1.0-4C	78%	59%	50%	85%	66%
Snake Tray	75	.125-4C	62%	52%	41%	69%	42%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	60%	41%	76%	37%
Category averages:			69%	56%	47%	79%	53%

(continued)

Base = 108

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 93	1.0-4C	57%	42%	33%	81%	44%
Training/safety organization							
Powering America	35	.50-4C	58%	55%	34%	76%	33%
T&D PowerSkills	SL 111	.25-4C	53%	58%	35%	78%	38%
ISPC—Institute for Safety in Powerline Construction	SL 111	.25-4C	50%	58%	31%	82%	45%
Category averages:			54%	57%	33%	79%	39%
Wire & cable							
Atkore	7	1.0-4C	67%	60%	53%	78%	69%
Southwire Co.	Cvr 4	1.0-4C	59%	47%	21%	84%	53%
Category averages:			63%	54%	37%	81%	61%
Wire & cable connectors/ terminators							
Arlington Industries Inc.	37	1.0-4C	92%	59%	59%	85%	68%
Arlington Industries Inc.	71	1.0-4C	91%	60%	62%	85%	69%
Arlington Industries Inc.	13	1.0-4C	89%	62%	56%	82%	71%
Arlington Industries Inc.	3	1.0-4C	82%	57%	60%	81%	67%
Atkore	7	1.0-4C	67%	60%	53%	78%	69%
Category averages:			84%	60%	58%	82%	69%
Wire & cable management							
Arlington Industries Inc.	5	1.0-4C	90%	69%	58%	89%	73%
Arlington Industries Inc.	13	1.0-4C	89%	62%	56%	82%	71%
Arlington Industries Inc.	21	1.0-4C	86%	59%	59%	80%	69%
Arlington Industries Inc.	73	1.0-4C	85%	65%	55%	77%	66%

(continued)

Base = 108

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



	Page	Size & Color	Exposure Total Recall Seeing	Read Some	Read Most	Engagement Total Ad Influence	Involvement One or More Buying Actions
Wire & cable management <i>continued</i>							
Arlington Industries Inc.	67	1.0-4C	85%	64%	56%	76%	69%
Arlington Industries Inc.	87	1.0-4C	84%	61%	57%	85%	69%
Underground Devices	14	.50-4C	83%	43%	42%	76%	49%
Arlington Industries Inc.	41	1.0-4C	82%	67%	71%	78%	74%
Arlington Industries Inc.	3	1.0-4C	82%	57%	60%	81%	67%
Automation Direct	29	1.0-4C	65%	54%	34%	81%	36%
Automation Direct	75	.125-4C	61%	66%	35%	74%	35%
Automation Direct	1	1.0-4C	60%	52%	42%	83%	44%
Southwire Co.	Cvr 4	1.0-4C	59%	47%	21%	84%	53%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	60%	41%	76%	37%
Category averages:			76%	59%	49%	80%	58%
Wiring devices							
Arlington Industries Inc.	5	1.0-4C	90%	69%	58%	89%	73%
Arlington Industries Inc.	27	1.0-4C	90%	57%	53%	86%	72%
Arlington Industries Inc.	13	1.0-4C	89%	62%	56%	82%	71%
Arlington Industries Inc.	83	1.0-4C	88%	56%	57%	83%	69%
Arlington Industries Inc.	57	1.0-4C	86%	60%	62%	82%	66%
Arlington Industries Inc.	67	1.0-4C	85%	64%	56%	76%	69%
Arlington Industries Inc.	33	1.0-4C	85%	62%	47%	88%	65%
Arlington Industries Inc.	87	1.0-4C	84%	61%	57%	85%	69%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	58%	54%	84%	70%
Arlington Industries Inc.	41	1.0-4C	82%	67%	71%	78%	74%
Arlington Industries Inc.	85	1.0-4C	81%	58%	62%	78%	67%
Arlington Industries Inc.	77	1.0-4C	81%	54%	45%	83%	65%
Arlington Industries Inc.	45	1.0-4C	78%	65%	51%	76%	60%
Arlington Industries Inc.	11	1.0-4C	76%	70%	64%	79%	71%
Category averages:			84%	62%	57%	82%	69%

Base = 108

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



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.

	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.	33	1.0-4C	85%	88%	76%	82%	64%	18%
Orbit Industries	15	.50-4C	76%	88%	55%	77%	65%	43%
Arlington Industries Inc.	27	1.0-4C	90%	86%	78%	80%	60%	8%
Arlington Industries Inc.	55	1.0-4C	88%	86%	76%	82%	65%	17%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	84%	71%	78%	67%	19%
Arlington Industries Inc.	83	1.0-4C	88%	83%	72%	75%	59%	12%
Arlington Industries Inc.	77	1.0-4C	81%	83%	74%	76%	58%	16%
Arlington Industries Inc.	57	1.0-4C	86%	82%	72%	80%	67%	11%
Arlington Industries Inc.	11	1.0-4C	76%	79%	71%	78%	65%	22%
Arlington Industries Inc.	79	1.0-4C	81%	78%	74%	74%	61%	9%
Arlington Industries Inc.	85	1.0-4C	81%	78%	71%	76%	64%	10%
Arlington Industries Inc.	51	1.0-4C	83%	77%	68%	73%	60%	7%
Arlington Industries Inc.	67	1.0-4C	85%	76%	65%	73%	64%	11%
Arlington Industries Inc.	45	1.0-4C	78%	76%	65%	71%	60%	26%
Category averages:			83%	82%	71%	77%	63%	16%
Computer software								
FieldPulse	75	.125-4C	48%	79%	33%	56%	42%	52%
FieldPulse	89	.50-4C	55%	73%	22%	51%	36%	54%
Category averages:			52%	76%	28%	54%	39%	53%
Conduit/tubing								
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	76%	39%	60%	42%	44%
Contractor equipment								
HotBend	75	.125-4C	63%	84%	40%	68%	53%	47%
Automation Direct	1	1.0-4C	60%	83%	23%	59%	42%	58%
Automation Direct	29	1.0-4C	65%	81%	21%	60%	37%	63%
<i>(continued)</i>								
Base = 108								

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 equipment <i>continued</i>								
Automation Direct	75	.125-4C	61%	74%	29%	50%	35%	42%
Category averages:			62%	81%	28%	59%	42%	53%
Electrical distributor (incl. low volt.)								
Sonepar USA	49	1.0-4C	62%	82%	42%	64%	40%	46%
Fasteners, hangers, clamps, supports								
Orbit Industries	15	.50-4C	76%	88%	55%	77%	65%	43%
Arlington Industries Inc.	55	1.0-4C	88%	86%	76%	82%	65%	17%
SP Products	43	1.0-4C	78%	85%	60%	79%	60%	33%
SP Products	9	1.0-4C	79%	84%	58%	76%	57%	33%
Arlington Industries Inc.	79	1.0-4C	81%	78%	74%	74%	61%	9%
Arlington Industries Inc.	73	1.0-4C	85%	77%	68%	74%	59%	11%
Arlington Industries Inc.	51	1.0-4C	83%	77%	68%	73%	60%	7%
Category averages:			81%	82%	66%	76%	61%	22%
Grounding/bonding								
Arlington Industries Inc.	21	1.0-4C	86%	80%	71%	76%	65%	16%
Hand tools								
HotBend	75	.125-4C	63%	84%	40%	68%	53%	47%
Lighting products/fixtures								
Halco Lighting Technologies	19	.50-4C	68%	84%	44%	71%	52%	41%
Task Lighting	17	.50-4C	58%	75%	30%	56%	46%	54%
Category averages:			63%	80%	37%	64%	49%	48%

(continued)

Base = 108

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Raceway/cable tray/conduit								
SP Products	43	1.0-4C	78%	85%	60%	79%	60%	33%
SP Products	9	1.0-4C	79%	84%	58%	76%	57%	33%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	76%	39%	60%	42%	44%
Snake Tray	75	.125-4C	62%	69%	39%	51%	43%	36%
Category averages:			69%	79%	49%	67%	51%	37%
Safety equipment/apparel								
GlenGuard	SL 93	1.0-4C	57%	81%	23%	63%	48%	61%
Training/safety organization								
ISPC—Institute for Safety in Powerline Construction	SL 111	.25-4C	50%	82%	27%	67%	56%	53%
T&D PowerSkills	SL 111	.25-4C	53%	78%	29%	52%	43%	47%
Powering America	35	.50-4C	58%	76%	24%	51%	37%	57%
Category averages:			54%	79%	27%	57%	45%	52%
Wire & cable								
Southwire Co.	Cvr 4	1.0-4C	59%	84%	56%	72%	52%	27%
Atkore	7	1.0-4C	67%	78%	46%	67%	61%	32%
Category averages:			63%	81%	51%	70%	57%	30%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	37	1.0-4C	92%	85%	77%	81%	62%	14%
Arlington Industries Inc.	71	1.0-4C	91%	85%	78%	81%	63%	8%
Arlington Industries Inc.	13	1.0-4C	89%	82%	72%	76%	56%	12%
Arlington Industries Inc.	3	1.0-4C	82%	81%	71%	79%	67%	19%
Atkore	7	1.0-4C	67%	78%	46%	67%	61%	32%
Category averages:			84%	82%	69%	77%	62%	17%

(continued)

Base = 108

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



	Page	Size & Color	Exposure Recall Seeing	Engagement Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Wire & cable management								
Arlington Industries Inc.	5	1.0-4C	90%	89%	74%	84%	70%	24%
Arlington Industries Inc.	87	1.0-4C	84%	85%	78%	77%	62%	15%
Southwire Co.	Cvr 4	1.0-4C	59%	84%	56%	72%	52%	27%
Automation Direct	1	1.0-4C	60%	83%	23%	59%	42%	58%
Arlington Industries Inc.	13	1.0-4C	89%	82%	72%	76%	56%	12%
Arlington Industries Inc.	3	1.0-4C	82%	81%	71%	79%	67%	19%
Automation Direct	29	1.0-4C	65%	81%	21%	60%	37%	63%
Arlington Industries Inc.	21	1.0-4C	86%	80%	71%	76%	65%	16%
Arlington Industries Inc.	41	1.0-4C	82%	78%	73%	75%	64%	11%
Arlington Industries Inc.	73	1.0-4C	85%	77%	68%	74%	59%	11%
Arlington Industries Inc.	67	1.0-4C	85%	76%	65%	73%	64%	11%
Underground Devices	14	.50-4C	83%	76%	46%	67%	51%	24%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	76%	39%	60%	42%	44%
Automation Direct	75	.125-4C	61%	74%	29%	50%	35%	42%
Category averages:			76%	80%	56%	70%	55%	27%
Wiring devices								
Arlington Industries Inc.	5	1.0-4C	90%	89%	74%	84%	70%	24%
Arlington Industries Inc.	33	1.0-4C	85%	88%	76%	82%	64%	18%
Arlington Industries Inc.	27	1.0-4C	90%	86%	78%	80%	60%	8%
Arlington Industries Inc.	87	1.0-4C	84%	85%	78%	77%	62%	15%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	84%	71%	78%	67%	19%
Arlington Industries Inc.	83	1.0-4C	88%	83%	72%	75%	59%	12%
Arlington Industries Inc.	77	1.0-4C	81%	83%	74%	76%	58%	16%
Arlington Industries Inc.	13	1.0-4C	89%	82%	72%	76%	56%	12%
Arlington Industries Inc.	57	1.0-4C	86%	82%	72%	80%	67%	11%
Arlington Industries Inc.	11	1.0-4C	76%	79%	71%	78%	65%	22%
Arlington Industries Inc.	41	1.0-4C	82%	78%	73%	75%	64%	11%
Arlington Industries Inc.	85	1.0-4C	81%	78%	71%	76%	64%	10%

(continued)

Base = 108

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.	67	1.0-4C	85%	76%	65%	73%	64%	11%
Arlington Industries Inc.	45	1.0-4C	78%	76%	65%	71%	60%	26%
Category averages:			84%	82%	72%	77%	63%	15%
Base = 108								

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.	55	1.0-4C	88%	75%	15%	25%	9%	4%	6%	27%	11%	15%
Arlington Industries Inc.	27	1.0-4C	90%	72%	18%	19%	11%	4%	5%	28%	9%	26%
Arlington Industries Inc.	11	1.0-4C	76%	71%	11%	13%	16%	6%	13%	37%	16%	21%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	70%	13%	17%	16%	7%	8%	38%	14%	18%
Arlington Industries Inc.	79	1.0-4C	81%	70%	6%	10%	13%	5%	7%	38%	18%	28%
Arlington Industries Inc.	83	1.0-4C	88%	69%	15%	21%	11%	2%	4%	28%	11%	18%
Arlington Industries Inc.	67	1.0-4C	85%	69%	5%	18%	11%	5%	10%	36%	19%	30%
Arlington Industries Inc.	51	1.0-4C	83%	68%	9%	13%	12%	6%	8%	28%	12%	29%
Orbit Industries	15	.50-4C	76%	68%	16%	21%	12%	6%	2%	32%	2%	11%
Arlington Industries Inc.	85	1.0-4C	81%	67%	7%	13%	13%	6%	10%	36%	15%	28%
Arlington Industries Inc.	57	1.0-4C	86%	66%	13%	15%	18%	6%	12%	35%	13%	23%
Arlington Industries Inc.	33	1.0-4C	85%	65%	11%	22%	11%	4%	4%	25%	11%	15%
Arlington Industries Inc.	77	1.0-4C	81%	65%	11%	20%	9%	3%	1%	26%	6%	16%
Arlington Industries Inc.	45	1.0-4C	78%	60%	7%	21%	8%	8%	7%	33%	12%	12%
Category averages:			83%	68%	11%	18%	12%	5%	7%	32%	12%	21%

(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 = 108

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
Computer software												
FieldPulse	75	.125-4C	48%	44%	12%	15%	13%	4%	2%	10%	10%	4%
FieldPulse	89	.50-4C	55%	36%	7%	12%	12%	10%	2%	8%	3%	2%
Category averages:			52%	40%	10%	14%	13%	7%	2%	9%	7%	3%
Conduit/tubing												
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	37%	10%	15%	18%	11%	3%	16%	11%	8%
Contractor equipment												
HotBend	75	.125-4C	63%	54%	13%	18%	10%	4%	3%	18%	6%	3%
Automation Direct	1	1.0-4C	60%	44%	11%	9%	13%	2%	3%	13%	5%	5%
Automation Direct	29	1.0-4C	65%	36%	9%	4%	13%	7%	3%	19%	4%	0%
Automation Direct	75	.125-4C	61%	35%	5%	11%	14%	3%	3%	12%	5%	3%
Category averages:			62%	42%	10%	11%	13%	4%	3%	16%	5%	3%
Electrical distributor (incl. low volt.)												
Sonepar USA	49	1.0-4C	62%	46%	13%	13%	9%	1%	1%	10%	6%	4%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	55	1.0-4C	88%	75%	15%	25%	9%	4%	6%	27%	11%	15%
Arlington Industries Inc.	79	1.0-4C	81%	70%	6%	10%	13%	5%	7%	38%	18%	28%
Arlington Industries Inc.	51	1.0-4C	83%	68%	9%	13%	12%	6%	8%	28%	12%	29%
Orbit Industries	15	.50-4C	76%	68%	16%	21%	12%	6%	2%	32%	2%	11%
Arlington Industries Inc.	73	1.0-4C	85%	66%	8%	16%	12%	9%	11%	33%	13%	24%
SP Products	9	1.0-4C	79%	66%	14%	21%	13%	3%	3%	23%	7%	6%
SP Products	43	1.0-4C	78%	66%	18%	18%	11%	5%	4%	32%	6%	5%
Category averages:			81%	68%	12%	18%	12%	5%	6%	30%	10%	17%

(continued)

Base = 108

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
Grounding/bonding												
Arlington Industries Inc.	21	1.0-4C	86%	69%	12%	11%	14%	8%	10%	37%	14%	25%
Hand tools												
HotBend	75	.125-4C	63%	54%	13%	18%	10%	4%	3%	18%	6%	3%
Lighting products/fixtures												
Halco Lighting Technologies	19	.50-4C	68%	56%	10%	14%	11%	4%	4%	27%	5%	5%
Task Lighting	17	.50-4C	58%	43%	10%	8%	14%	3%	5%	17%	3%	5%
Category averages:			63%	50%	10%	11%	13%	4%	5%	22%	4%	5%
Raceway/cable tray/conduit												
SP Products	9	1.0-4C	79%	66%	14%	21%	13%	3%	3%	23%	7%	6%
SP Products	43	1.0-4C	78%	66%	18%	18%	11%	5%	4%	32%	6%	5%
Snake Tray	75	.125-4C	62%	42%	13%	15%	9%	6%	9%	21%	9%	6%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	37%	10%	15%	18%	11%	3%	16%	11%	8%
Category averages:			69%	53%	14%	17%	13%	6%	5%	23%	8%	6%
Safety equipment/apparel												
GlenGuard	SL 93	1.0-4C	57%	44%	13%	19%	13%	3%	3%	11%	2%	3%
Training/safety organization												
ISPC—Institute for Safety in Powerline Construction	SL 111	.25-4C	50%	45%	13%	20%	7%	4%	5%	13%	2%	2%
T&D PowerSkills	SL 111	.25-4C	53%	38%	14%	12%	10%	10%	7%	16%	3%	3%
Powering America	35	.50-4C	58%	33%	10%	13%	13%	3%	5%	11%	3%	5%
Category averages:			54%	39%	12%	15%	10%	6%	6%	13%	3%	3%
<i>(continued)</i>												Base = 108

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												
Atkore	7	1.0-4C	67%	69%	17%	21%	21%	7%	14%	38%	11%	15%
Southwire Co.	Cvr 4	1.0-4C	59%	53%	9%	11%	13%	3%	2%	16%	11%	13%
Category averages:			63%	61%	13%	16%	17%	5%	8%	27%	11%	14%
Wire & cable connectors/ terminators												
Arlington Industries Inc.	13	1.0-4C	89%	71%	11%	18%	8%	4%	4%	30%	11%	20%
Arlington Industries Inc.	71	1.0-4C	91%	69%	11%	22%	9%	2%	6%	30%	9%	24%
Atkore	7	1.0-4C	67%	69%	17%	21%	21%	7%	14%	38%	11%	15%
Arlington Industries Inc.	37	1.0-4C	92%	68%	15%	22%	7%	3%	4%	28%	7%	20%
Arlington Industries Inc.	3	1.0-4C	82%	67%	11%	19%	17%	8%	8%	37%	13%	26%
Category averages:			84%	69%	13%	20%	12%	5%	7%	33%	10%	21%
Wire & cable management												
Arlington Industries Inc.	41	1.0-4C	82%	74%	9%	22%	15%	5%	9%	32%	17%	31%
Arlington Industries Inc.	5	1.0-4C	90%	73%	15%	26%	8%	5%	6%	31%	8%	21%
Arlington Industries Inc.	13	1.0-4C	89%	71%	11%	18%	8%	4%	4%	30%	11%	20%
Arlington Industries Inc.	21	1.0-4C	86%	69%	12%	11%	14%	8%	10%	37%	14%	25%
Arlington Industries Inc.	67	1.0-4C	85%	69%	5%	18%	11%	5%	10%	36%	19%	30%
Arlington Industries Inc.	87	1.0-4C	84%	69%	10%	19%	9%	3%	4%	31%	10%	24%
Arlington Industries Inc.	3	1.0-4C	82%	67%	11%	19%	17%	8%	8%	37%	13%	26%
Arlington Industries Inc.	73	1.0-4C	85%	66%	8%	16%	12%	9%	11%	33%	13%	24%
Southwire Co.	Cvr 4	1.0-4C	59%	53%	9%	11%	13%	3%	2%	16%	11%	13%
Underground Devices	14	.50-4C	83%	49%	7%	12%	16%	7%	4%	26%	10%	9%
Automation Direct	1	1.0-4C	60%	44%	11%	9%	13%	2%	3%	13%	5%	5%
Champion Fiberglass Inc.	Cvr 2	1.0-4C	57%	37%	10%	15%	18%	11%	3%	16%	11%	8%
Automation Direct	29	1.0-4C	65%	36%	9%	4%	13%	7%	3%	19%	4%	0%
Automation Direct	75	.125-4C	61%	35%	5%	11%	14%	3%	3%	12%	5%	3%
Category averages:			76%	58%	9%	15%	13%	6%	6%	26%	11%	17%

(continued)

Base = 108

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

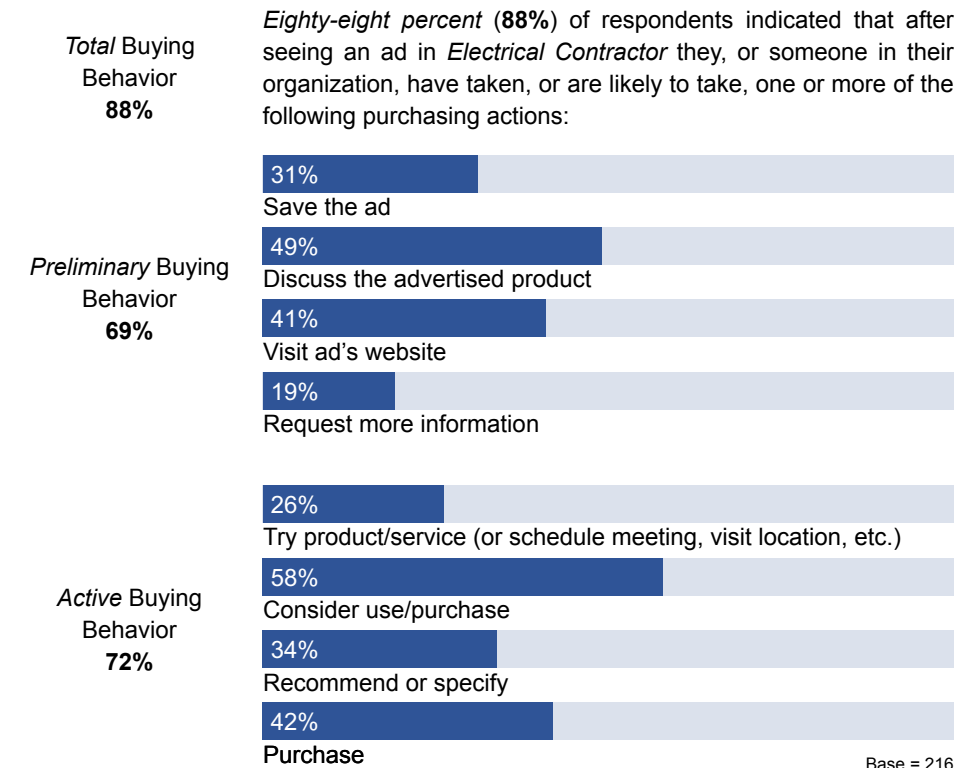
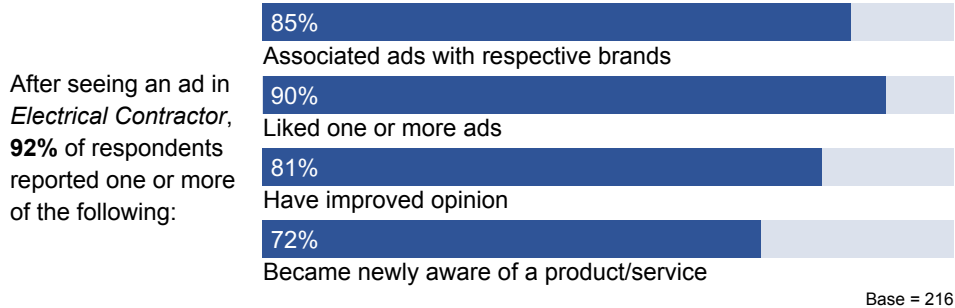


	Page	Size & Color	Exposure Recall Seeing	Involvement One or More Buying Actions	Save the Ad	Discuss the Advertised Product	Visit Ad's Website	Request More Information	Try Product/ Service	Consider Use/ Purchase	Recommend or Specify	Purchase
Wiring devices												
Arlington Industries Inc.	41	1.0-4C	82%	74%	9%	22%	15%	5%	9%	32%	17%	31%
Arlington Industries Inc.	5	1.0-4C	90%	73%	15%	26%	8%	5%	6%	31%	8%	21%
Arlington Industries Inc.	27	1.0-4C	90%	72%	18%	19%	11%	4%	5%	28%	9%	26%
Arlington Industries Inc.	13	1.0-4C	89%	71%	11%	18%	8%	4%	4%	30%	11%	20%
Arlington Industries Inc.	11	1.0-4C	76%	71%	11%	13%	16%	6%	13%	37%	16%	21%
Arlington Industries Inc.	Cvr 3	1.0-4C	83%	70%	13%	17%	16%	7%	8%	38%	14%	18%
Arlington Industries Inc.	83	1.0-4C	88%	69%	15%	21%	11%	2%	4%	28%	11%	18%
Arlington Industries Inc.	67	1.0-4C	85%	69%	5%	18%	11%	5%	10%	36%	19%	30%
Arlington Industries Inc.	87	1.0-4C	84%	69%	10%	19%	9%	3%	4%	31%	10%	24%
Arlington Industries Inc.	85	1.0-4C	81%	67%	7%	13%	13%	6%	10%	36%	15%	28%
Arlington Industries Inc.	57	1.0-4C	86%	66%	13%	15%	18%	6%	12%	35%	13%	23%
Arlington Industries Inc.	33	1.0-4C	85%	65%	11%	22%	11%	4%	4%	25%	11%	15%
Arlington Industries Inc.	77	1.0-4C	81%	65%	11%	20%	9%	3%	1%	26%	6%	16%
Arlington Industries Inc.	45	1.0-4C	78%	60%	7%	21%	8%	8%	7%	33%	12%	12%
Category averages:			84%	69%	11%	19%	12%	5%	7%	32%	12%	22%
Base = 108												

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
One page	31	79%	59%	52%
One-half page	6	66%	51%	41%
One-fourth page	2	52%	58%	33%
One-eighth page	4	59%	55%	43%
Issue Averages:		74%	57%	49%

Base = 108

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	68%
Includes single family and multi-family	
Industrial	60%
Includes manufacturing plants, power generation and utility	
Institutional	57%
Includes hospital, nursing home, education (K12, college, university), government, administration, police correctional, military, and transportation (airport/rail/other)	
Emerging/alternative energy sources	27%
Includes energy sources- includes solar, wind, geothermal, etc..	
Non-building	22%
Includes road, airport, traffic lighting, line work waste/water treatment, etc.	
None of the above	0%
No response	0%

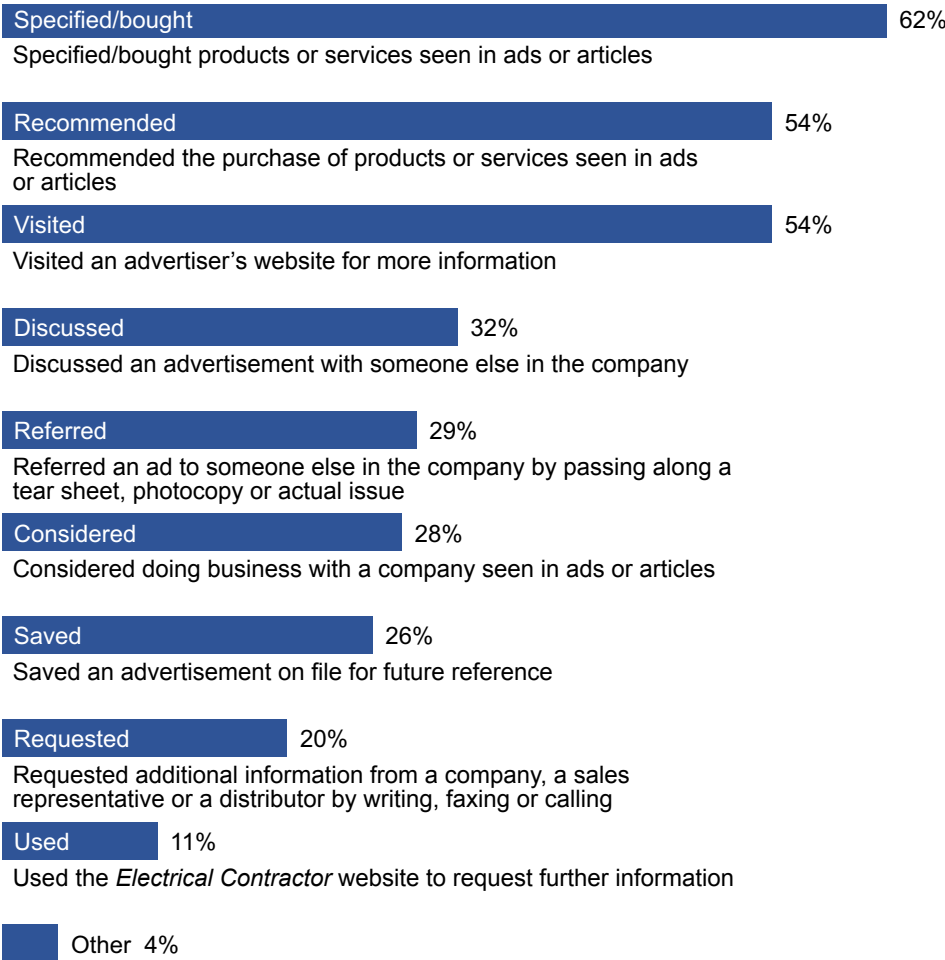
Base = 216

Demographics: Purchasing and Reader Profile



Purchasing actions taken

Ninety-one percent (91%) 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 = 9%
No response = 0%

Base = 216

Primary job title or function

Executive management: owner, partner, president, VP, general manager, etc.	56%
Management: project manager, superintendent, supervisor, foreman	16%
Electrician (field), journeyman, technician, installer, service person	11%
Estimator	4%
Staff engineer, designer, electrical engineer.	4%
Inspector.	2%
Purchasing agent, buyer.	1%
Apprentice	0%
Other	6%
No response	0%

Base = 216

Primary business

Electrical contracting/low-voltage contracting.	82%
Engineering/architecture/consulting	6%
Systems integration/consulting.	1%
Wholesaler/distributor.	1%
Other	10%
No response	0%

Base = 216

Building systems installed

Lighting.	90%
Maintenance, service, repair	86%
Premises wiring	79%
Power quality systems (includes standby, co-gen, etc.)	67%
Fire/life safety systems.	63%
Security (includes CCTV, access/motion/intrusion systems)	58%
Communications systems (VDV)	42%
Total building automation systems (includes HVAC, lighting).	40%
Fiber optics.	34%
Alternative-energy systems	29%
None of the above	3%
No response	0%

Base = 216

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



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 circulation of 82,278* 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.

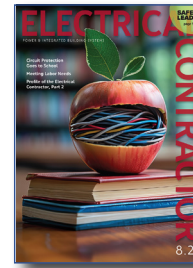
Readers invited to participate via email are provided with a secure link to the questionnaire. To ensure optimal delivery, all surveys are sent using BRC's bonded email servers.

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 2024 Alliance for Audited Media

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**
POWER & INTEGRATED BUILDING SYSTEMS

ELECTRICAL CONTRACTOR is the only monthly publication strictly for electrical and low-voltage contractors. These contractors consistently rank *ELECTRICAL CONTRACTOR* 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. *ELECTRICAL CONTRACTOR* is the only AAM-audited industry magazine, which verifies the magazine's subscription base.

2024

Ad Study Schedule

Reserve your space now!

February
closing January 10

June
closing May 10

August
closing July 10

December
closing Nov. 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.