

95%

After seeing an ad in *Electrical Contractor*, 95% of respondents reported being influenced by ads in one or more ways.

80% of respondents indicated that seeing an ad impacted their, or someone in their organization's buying actions.

80%

56%

56% of respondents took one or more *preliminary* buying actions.

71% of respondents took one or more *active* buying actions.

71%

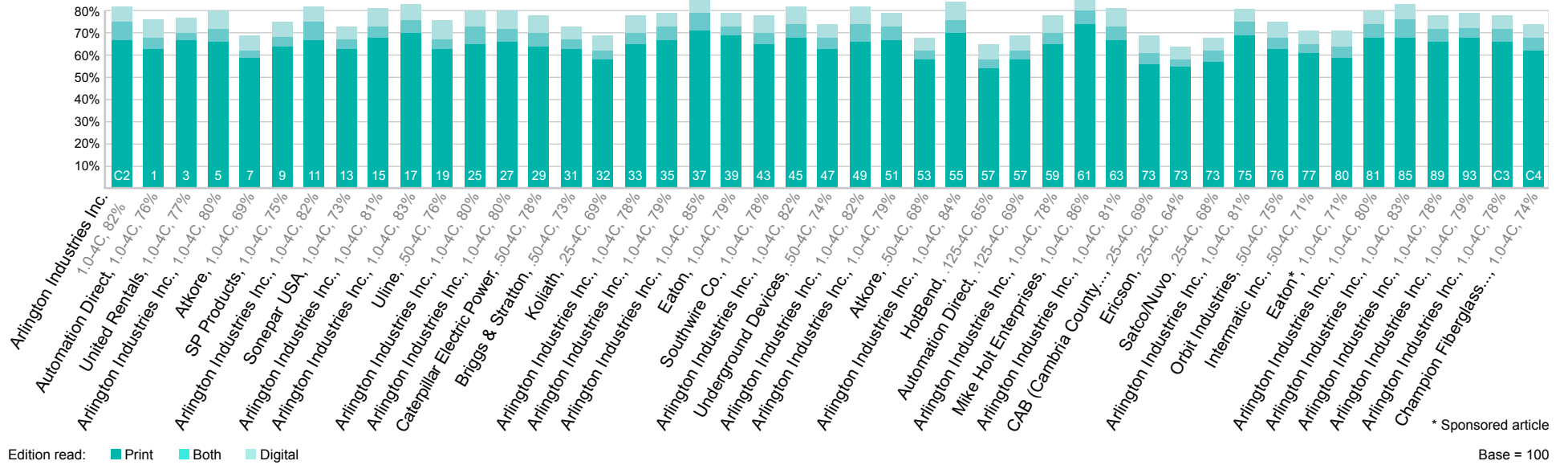


Independent Print Ad Performance Metrics:

Ad Recall • Ad Influence • Buying Actions

Executive Summary

Ad traffic by page number

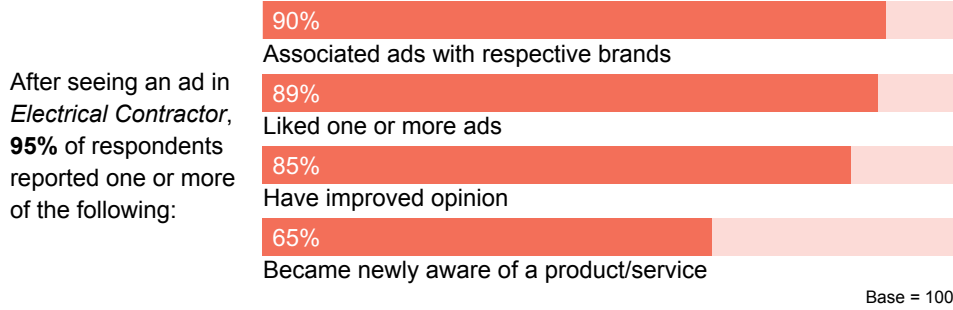


Top-performing ads

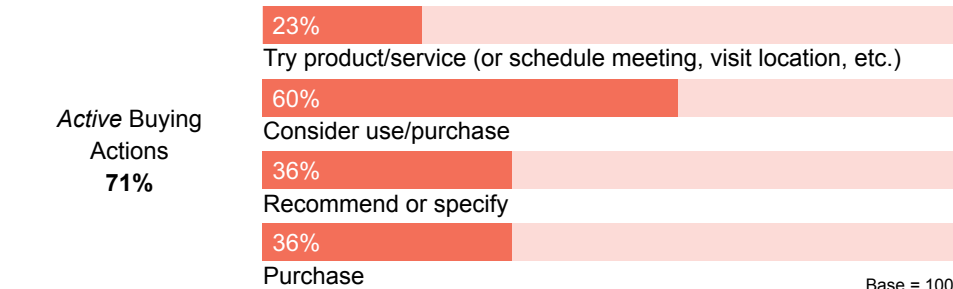
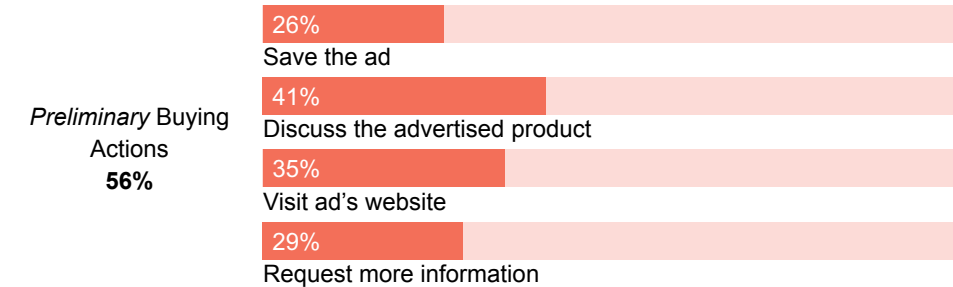
Recall Seeing Ad See 5.0	Total Recall Seeing	Ad Influence See 6.0	Total Recall Seeing	Total Ad Influence	Buying Action See 7.0	Total Recall Seeing	One or More Buying Actions
Mike Holt Enterprises — 61	86%	Arlington Industries Inc. — 37	85%	100%	Arlington Industries Inc. — 45	82%	83%
Arlington Industries Inc. — 37	85%	Arlington Industries Inc. — 85	83%	100%	Arlington Industries Inc. — 51	79%	79%
Arlington Industries Inc. — 55	84%	Arlington Industries Inc. — 75	81%	100%	Southwire Co. — 43	78%	78%
Arlington Industries Inc. — 85	83%	Arlington Industries Inc. — 63	81%	100%	Arlington Industries Inc. — 5	80%	77%
Arlington Industries Inc. — 17	83%	Arlington Industries Inc. — 89	78%	100%	Arlington Industries Inc. — 11	82%	74%
Arlington Industries Inc. — 49	82%	Southwire Co. — 43	78%	100%	Arlington Industries Inc. — 49	82%	73%
Arlington Industries Inc. — 11	82%	Orbit Industries — 76	75%	100%	Arlington Industries Inc. — 33	78%	73%
Arlington Industries Inc. — 45	82%	Intermatic Inc. — 77	71%	100%	Arlington Industries... — Cvr 2	82%	71%
Arlington Industries Inc. — Cvr 2	82%	Ericson — 73	64%	100%	Arlington Industries Inc. — 93	79%	71%
Arlington Industries Inc. — 75	81%	Arlington Industries Inc. — 11	82%	97%	Mike Holt Enterprises — 61	86%	70%

Executive Summary *continued*

Total ad influence for all studied ads



Total Buying Actions 80% Eighty percent (80%) 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 buying actions:



Ad scores by size

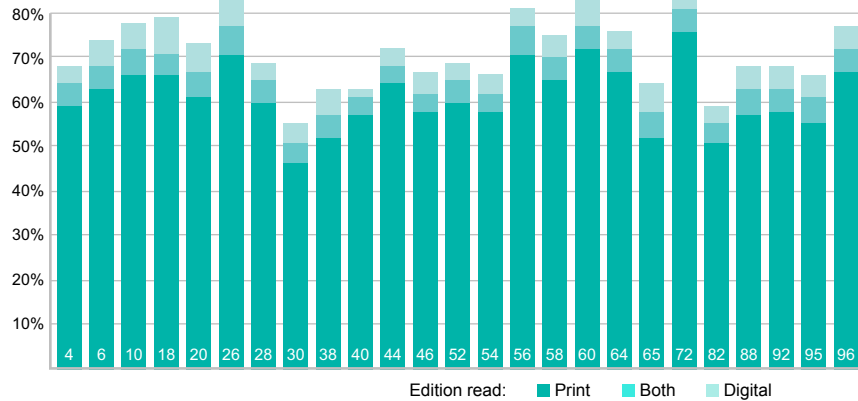


	Number of Ads	Recall Seeing	Read Some	Read Most
One page	32	79%	62%	45%
One-half page	7	74%	51%	39%
One-fourth page	4	68%	42%	40%
One-eighth page	2	67%	37%	29%
Issue Averages:		77%	58%	43%

Base = 100

Editorial: Recall Scores by Page Number

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 4.

	Page Number	Recall Seeing	Read Some	Read Most
Editor's Eye	4	68%	65%	34%
CEO's Corner/David Long: Powering the Connected...	6	74%	80%	34%
Industry Watch	10	78%	86%	58%
Code FAQs / Jim Dollard: Arc Energy Reduction...	18	79%	81%	69%
2026 Profile of the Electrical Contractor, Part 2...	20	73%	74%	56%
Code Applications: Avoiding Overfill	26	83%	84%	71%
Current Outlook: Accentuate the Positives	28	69%	78%	43%
Whoa BESSy / Chuck Ross	30	55%	71%	41%
First Person / Derek Vigstol: Review for Safety	38	63%	75%	45%
At the Center of PoE / Susan Degrange	40	63%	79%	40%
Estimating / Steve Carr: Industrial Revolution	44	72%	75%	54%
Profile: Taking It to the Streets / Susan Bloom	46	67%	76%	35%
Code How-To / Derek Vigstol: A Series in Review	52	69%	86%	59%
Alternative Energy / Chuck Ross: Where the Sun...	54	66%	73%	52%
Cool Tools / Donny Metcalf: Level Up Your Game	56	81%	83%	69%
Featured Products: Work Site Accessories	58	75%	80%	68%
Code Review / Mike Holt: All About Branch Circuits	60	83%	83%	77%
Code Quiz / Michael Johnston: Professional...	64	76%	83%	68%
NECA Las Vegas Special Section	65	64%	63%	38%
New Products	72	86%	84%	74%
Weaving the Web / Jeff Beavers	82	59%	69%	32%
Fire/Life Safety / Wayne D. Moore: Let's Get It Started	88	68%	71%	42%
Life Safety Systems Quiz / Larry Rietz: Elevator...	92	68%	63%	58%
Integrated Systems Products	95	66%	70%	50%
Code Comments / Michael Johnston: Workmanship...	96	77%	79%	74%

Base = 100

Please see [Definitions of Scores \(9.0\)](#) for complete information.

Reading Habits

Readers comment
on the magazine

[Electrical Contractor] keeps a fresh updated pulse on the electrical contracting industry from a variety of angles. You have a great magazine.
— General Manager

[I read Electrical Contractor to] keep current on the latest industry information/products.
— Owner

[Electrical Contractor] helps keep me current and knowing what's happening in the industry. It also helps me learn about new products and solutions that I might want to expand my business into.
— President

Format preference

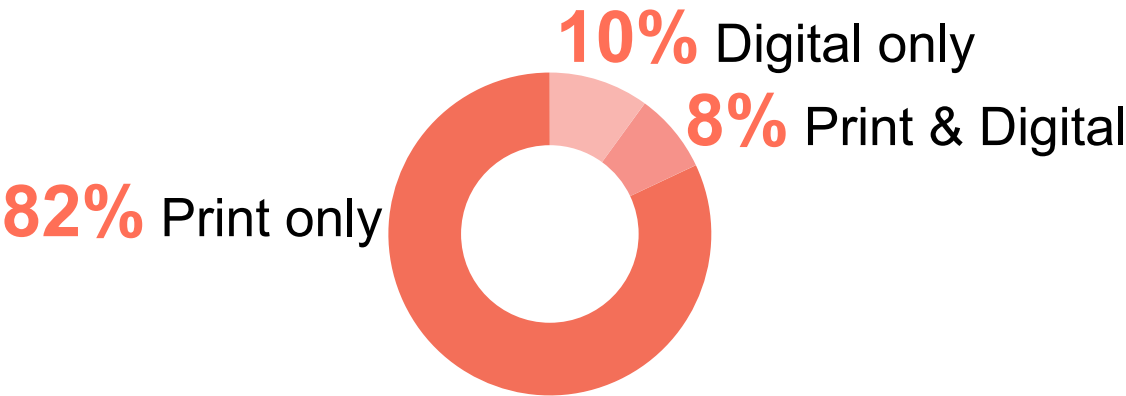
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print format	65%
Both print & digital formats	24%
Digital format	11%
No response	0%

Base = 100

Note: Square brackets indicate 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: 82% read print only. A combined 18% of respondents read the digital edition: 10% read the digital version only. And 8% read both print and digital formats.

Print only	82%
Digital only	10%
Print and digital	8%
No response	0%

Base = 100

Respondents rate *Electrical Contractor*

One hundred percent (100%) of respondents state that *Electrical Contractor* is an important publication for them.

Personal favorite	28%
Very important	31%
Important	28%
Somewhat important	13%
Not important	0%
No response	0%

Base = 100

Digital devices used by respondents

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

Smartphone	85%
Laptop computer	74%
Desktop computer	65%
Tablet	44%
E-reader	8%
None of the above	0%
No response	0%

Base = 100

Reading Habits *continued*

ELECTRICAL
CONTRACTOR
POWER & INTEGRATED BUILDING SYSTEMS



I read [Electrical Contractor] to catch up with the latest happenings in the electrical field, newest cool tools and gadgets, and for the code questions.

— Master Electrician

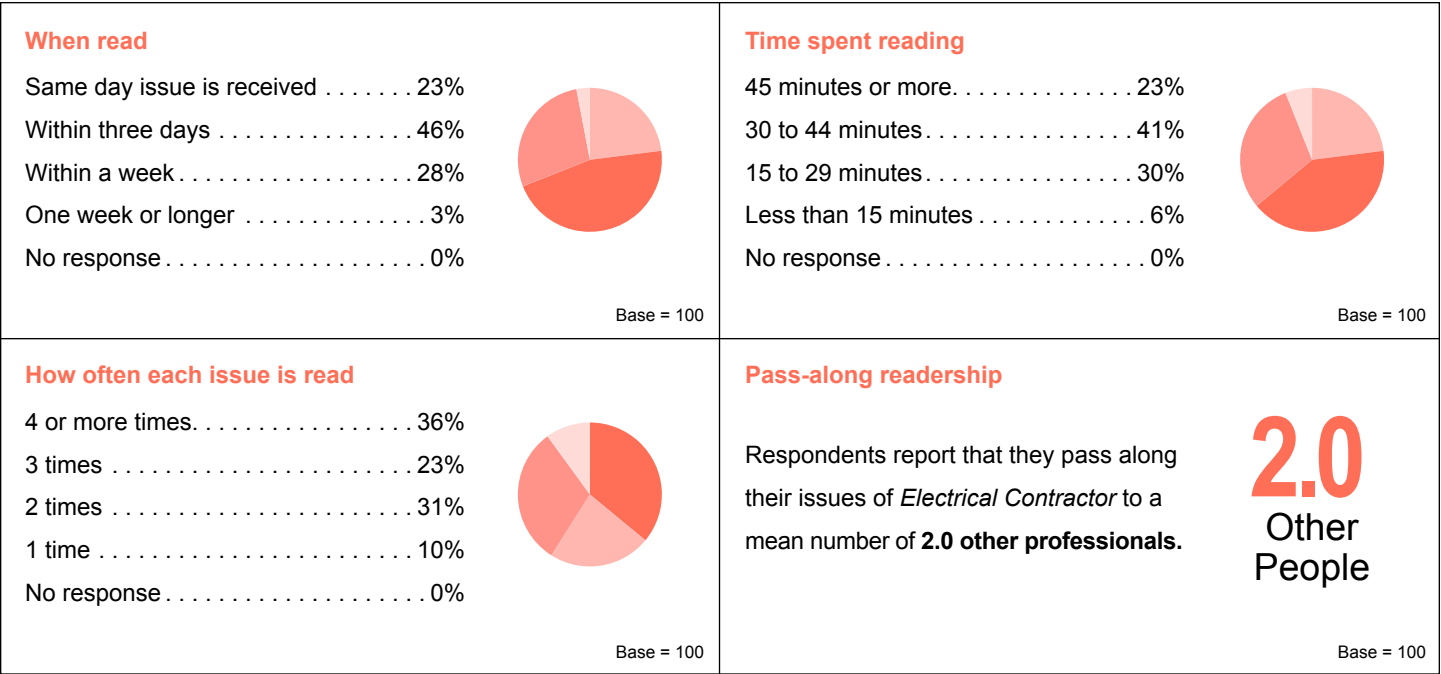
[I find Electrical Contractor to contain] very informative information! Helpful articles.

— Manager

I like the articles [in Electrical Contractor] about what is coming down the pike, the code questions, and the advertisements. Actually, I find the whole magazine enjoyable.

— President

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



Reading Habits *continued*



The magazine features excellent articles on electrical safety, which we regularly use during our safety meetings. We also review new products that may be relevant to our operations. As a result, our company developed a new lockout/tagout (LOTO) accessory for electrical panels. This innovation reduced the cost of the devices used to secure electrical panels and circuit breakers by approximately 75%. We now manufacture our own locking bars for electrical panels in compliance with OSHA requirements. I'm a senior member of IEEE and I consider this magazine like a safety tool.

— Project Manager

Industry magazine readership

Eighty percent (80%) 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	80%	65%	15%	19%	1%	0%	0%	0%
EC&M	39%	31%	8%	13%	5%	3%	20%	20%
Electrical News	12%	9%	3%	9%	3%	4%	43%	29%
Electrical Products & Solutions	11%	8%	3%	11%	5%	5%	39%	29%
ICT Today	7%	4%	3%	5%	3%	5%	46%	34%
LD&A	7%	4%	3%	4%	5%	4%	44%	36%

Note: This data defines known readers of *Electrical Contractor*. No attempt was made to use subscriber lists from the other publications listed above. Base = 100

Ad Scores: Total Recall Seeing by Product Category

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Bollards					
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	62%	45%
Arlington Industries Inc.	89	1.0-4C	78%	68%	47%
Category averages:			80%	65%	46%
Boxes, conduit bodies & enclosures					
Arlington Industries Inc.	85	1.0-4C	83%	65%	44%
Arlington Industries Inc.	49	1.0-4C	82%	72%	51%
Arlington Industries Inc.	45	1.0-4C	82%	68%	50%
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	62%	45%
Arlington Industries Inc.	75	1.0-4C	81%	68%	44%
Arlington Industries Inc.	27	1.0-4C	80%	76%	33%
Arlington Industries Inc.	25	1.0-4C	80%	68%	48%
Arlington Industries Inc.	5	1.0-4C	80%	59%	55%
Arlington Industries Inc.	51	1.0-4C	79%	61%	60%
Arlington Industries Inc.	33	1.0-4C	78%	69%	43%
Arlington Industries Inc.	89	1.0-4C	78%	68%	47%
Arlington Industries Inc.	59	1.0-4C	78%	62%	60%
Orbit Industries	76	.50-4C	75%	65%	33%
Intermatic Inc.	77	.50-4C	71%	46%	39%
Category averages:			79%	65%	47%
Bushings					
Arlington Industries Inc.	37	1.0-4C	85%	73%	45%
Arlington Industries Inc.	27	1.0-4C	80%	76%	33%
Arlington Industries Inc.	35	1.0-4C	79%	68%	43%
Category averages:			81%	72%	40%

Please see [Definitions of Scores \(9.0\)](#)
for complete information.

(continued)

Base = 100

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Circuit protection					
Eaton	39	1.0-4C	79%	44%	29%
Eaton*	80	1.0-4C	71%	58%	49%
Category averages:			75%	51%	39%
Conduit/tubing					
Champion Fiberglass Inc.	Cvr 4	1.0-4C	74%	55%	39%
Atkore	7	1.0-4C	69%	33%	22%
Category averages:			72%	44%	31%
Connectors					
Arlington Industries Inc.	49	1.0-4C	82%	72%	51%
Arlington Industries Inc.	81	1.0-4C	80%	61%	59%
Category averages:			81%	67%	55%
Contractor equipment					
Uline	19	.50-4C	76%	43%	42%
Sonepar USA	13	1.0-4C	73%	48%	46%
Koliath	32	.25-4C	69%	38%	31%
HotBend	57	.125-4C	65%	37%	38%
Ericson	73	.25-4C	64%	44%	32%
Category averages:			69%	42%	38%
Contractor services (incl. rental & mechanical)					
United Rentals	3	1.0-4C	77%	36%	32%
Couplings					
SP Products	9	1.0-4C	75%	55%	32%
* Sponsored article (continued)					

Base = 100

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Distribution equipment					
Ericson	73	.25-4C	64%	44%	32%
Drill bits, reamers					
SP Products	9	1.0-4C	75%	55%	32%
Electrical distributor (incl. low volt.)					
Automation Direct	1	1.0-4C	76%	63%	31%
Uline	19	.50-4C	76%	43%	42%
Sonepar USA	13	1.0-4C	73%	48%	46%
Automation Direct	57	.125-4C	69%	36%	20%
Category averages:			74%	48%	35%
Fasteners, hangers, clamps, supports					
Arlington Industries Inc.	17	1.0-4C	83%	63%	50%
Arlington Industries Inc.	15	1.0-4C	81%	65%	45%
Arlington Industries Inc.	81	1.0-4C	80%	61%	59%
Arlington Industries Inc.	5	1.0-4C	80%	59%	55%
Arlington Industries Inc.	93	1.0-4C	79%	68%	44%
Category averages:			81%	63%	51%
Fittings					
Arlington Industries Inc.	11	1.0-4C	82%	71%	50%
Arlington Industries Inc.	25	1.0-4C	80%	68%	48%
Arlington Industries Inc.	Cvr 3	1.0-4C	78%	68%	55%
Category averages:			80%	69%	51%
<i>(continued)</i>					

Base = 100

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Generators					
Caterpillar Electric Power	29	.50-4C	78%	44%	59%
Briggs & Stratton	31	.50-4C	73%	58%	33%
Category averages:			76%	51%	46%
Grounding/bonding					
Arlington Industries Inc.	37	1.0-4C	85%	73%	45%
Arlington Industries Inc.	55	1.0-4C	84%	75%	54%
Arlington Industries Inc.	35	1.0-4C	79%	68%	43%
Arlington Industries Inc.	89	1.0-4C	78%	68%	47%
Category averages:			82%	71%	47%
Hand tools					
HotBend	57	.125-4C	65%	37%	38%
Lighting products/fixtures					
Satco/Nuvo	73	.25-4C	68%	41%	54%
Power generation					
Caterpillar Electric Power	29	.50-4C	78%	44%	59%
Briggs & Stratton	31	.50-4C	73%	58%	33%
Category averages:			76%	51%	46%
Raceway/cable tray/conduit					
Arlington Industries Inc.	27	1.0-4C	80%	76%	33%
Security products & systems					
Satco/Nuvo	73	.25-4C	68%	41%	54%
<i>(continued)</i>					

Base = 100

Ad Scores: Total Recall Seeing by Product Category *continued*

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
Training/safety organization					
Mike Holt Enterprises	61	1.0-4C	86%	72%	55%
Automation Direct	57	.125-4C	69%	36%	20%
Category averages:			78%	54%	38%
Wire & cable					
Southwire Co.	43	1.0-4C	78%	55%	42%
Automation Direct	1	1.0-4C	76%	63%	31%
Atkore	53	.50-4C	68%	47%	28%
Category averages:			74%	55%	34%
Wire & cable connectors/terminators					
Arlington Industries Inc.	49	1.0-4C	82%	72%	51%
Wire & cable management					
Arlington Industries Inc.	63	1.0-4C	81%	65%	45%
Southwire Co.	43	1.0-4C	78%	55%	42%
Automation Direct	1	1.0-4C	76%	63%	31%
Underground Devices	47	.50-4C	74%	51%	39%
CAB (Cambria County Association for the Blind and Handicapped)	73	.25-4C	69%	45%	42%
Atkore	7	1.0-4C	69%	33%	22%
Category averages:			75%	52%	37%
Wiring devices					
Eaton	39	1.0-4C	79%	44%	29%
Eaton*	80	1.0-4C	71%	58%	49%
Category averages:			75%	51%	39%

* Sponsored article

Base = 100

Ad Scores: Total Ad Influence by Product Category



	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Bollards								
Arlington Industries Inc.	89	1.0-4C	78%	100%	81%	96%	63%	11%
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	96%	71%	92%	58%	8%
Category averages:			80%	98%	76%	94%	61%	10%
Boxes, conduit bodies & enclosures								
Arlington Industries Inc.	85	1.0-4C	83%	100%	83%	79%	58%	25%
Arlington Industries Inc.	75	1.0-4C	81%	100%	73%	86%	64%	18%
Arlington Industries Inc.	89	1.0-4C	78%	100%	81%	96%	63%	11%
Orbit Industries	76	.50-4C	75%	100%	50%	77%	62%	42%
Intermatic Inc.	77	.50-4C	71%	100%	45%	64%	45%	50%
Arlington Industries Inc.	5	1.0-4C	80%	97%	87%	90%	73%	20%
Arlington Industries Inc.	45	1.0-4C	82%	96%	71%	79%	50%	25%
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	96%	71%	92%	58%	8%
Arlington Industries Inc.	51	1.0-4C	79%	96%	89%	89%	68%	14%
Arlington Industries Inc.	25	1.0-4C	80%	94%	71%	77%	58%	19%
Arlington Industries Inc.	33	1.0-4C	78%	92%	77%	81%	54%	23%
Arlington Industries Inc.	59	1.0-4C	78%	92%	73%	81%	62%	23%
Arlington Industries Inc.	49	1.0-4C	82%	90%	87%	83%	63%	10%
Arlington Industries Inc.	27	1.0-4C	80%	88%	81%	72%	56%	13%
Category averages:			79%	96%	74%	82%	60%	22%
Bushings								
Arlington Industries Inc.	37	1.0-4C	85%	100%	86%	89%	54%	25%
Arlington Industries Inc.	35	1.0-4C	79%	93%	79%	75%	54%	25%
Arlington Industries Inc.	27	1.0-4C	80%	88%	81%	72%	56%	13%
Category averages:			81%	94%	82%	79%	55%	21%

Please see [Definitions of Scores \(9.0\)](#)
for complete information.

(continued)

Base = 100

Ad Scores: Total Ad Influence by Product Category *continued*

	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Circuit protection								
Eaton*	80	1.0-4C	71%	95%	55%	73%	55%	41%
Eaton	39	1.0-4C	79%	83%	71%	58%	50%	17%
Category averages:			75%	89%	63%	66%	53%	29%
Conduit/tubing								
Atkore	7	1.0-4C	69%	95%	35%	60%	40%	65%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	74%	88%	60%	76%	48%	32%
Category averages:			72%	92%	48%	68%	44%	49%
Connectors								
Arlington Industries Inc.	81	1.0-4C	80%	96%	81%	70%	52%	26%
Arlington Industries Inc.	49	1.0-4C	82%	90%	87%	83%	63%	10%
Category averages:			81%	93%	84%	77%	58%	18%
Contractor equipment								
Ericson	73	.25-4C	64%	100%	27%	67%	40%	67%
Sonepar USA	13	1.0-4C	73%	95%	25%	55%	35%	75%
Uline	19	.50-4C	76%	94%	88%	75%	59%	13%
HotBend	57	.125-4C	65%	94%	44%	44%	44%	50%
Koliath	32	.25-4C	69%	85%	15%	45%	30%	65%
Category averages:			69%	94%	40%	57%	42%	54%
Contractor services (incl. rental & mechanical)								
United Rentals	3	1.0-4C	77%	91%	64%	64%	50%	27%
Couplings								
SP Products	9	1.0-4C	75%	88%	53%	71%	47%	24%
* Sponsored article (continued)								
Base = 100								

Ad Scores: Total Ad Influence by Product Category *continued*



	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Distribution equipment								
Ericson	73	.25-4C	64%	100%	27%	67%	40%	67%
Drill bits, reamers								
SP Products	9	1.0-4C	75%	88%	53%	71%	47%	24%
Electrical distributor (incl. low volt.)								
Automation Direct	1	1.0-4C	76%	96%	38%	81%	65%	50%
Automation Direct	57	.125-4C	69%	96%	46%	33%	33%	58%
Sonepar USA	13	1.0-4C	73%	95%	25%	55%	35%	75%
Uline	19	.50-4C	76%	94%	88%	75%	59%	13%
Category averages:			74%	95%	49%	61%	48%	49%
Fasteners, hangers, clamps, supports								
Arlington Industries Inc.	5	1.0-4C	80%	97%	87%	90%	73%	20%
Arlington Industries Inc.	81	1.0-4C	80%	96%	81%	70%	52%	26%
Arlington Industries Inc.	17	1.0-4C	83%	93%	79%	79%	57%	29%
Arlington Industries Inc.	93	1.0-4C	79%	93%	75%	86%	57%	18%
Arlington Industries Inc.	15	1.0-4C	81%	91%	55%	64%	41%	32%
Category averages:			81%	94%	75%	78%	56%	25%
Fittings								
Arlington Industries Inc.	11	1.0-4C	82%	97%	84%	90%	61%	29%
Arlington Industries Inc.	Cvr 3	1.0-4C	78%	95%	86%	86%	64%	27%
Arlington Industries Inc.	25	1.0-4C	80%	94%	71%	77%	58%	19%
Category averages:			80%	95%	80%	84%	61%	25%

(continued)

Base = 100

Ad Scores: Total Ad Influence by Product Category *continued*

	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Generators								
Caterpillar Electric Power	29	.50-4C	78%	90%	59%	62%	45%	34%
Briggs & Stratton	31	.50-4C	73%	85%	56%	74%	52%	22%
Category averages:			76%	88%	58%	68%	49%	28%
Grounding/bonding								
Arlington Industries Inc.	37	1.0-4C	85%	100%	86%	89%	54%	25%
Arlington Industries Inc.	89	1.0-4C	78%	100%	81%	96%	63%	11%
Arlington Industries Inc.	55	1.0-4C	84%	96%	84%	76%	52%	24%
Arlington Industries Inc.	35	1.0-4C	79%	93%	79%	75%	54%	25%
Category averages:			82%	97%	83%	84%	56%	21%
Hand tools								
HotBend	57	.125-4C	65%	94%	44%	44%	44%	50%
Lighting products/fixtures								
Satco/Nuvo	73	.25-4C	68%	91%	27%	59%	41%	64%
Power generation								
Caterpillar Electric Power	29	.50-4C	78%	90%	59%	62%	45%	34%
Briggs & Stratton	31	.50-4C	73%	85%	56%	74%	52%	22%
Category averages:			76%	88%	58%	68%	49%	28%
Raceway/cable tray/conduit								
Arlington Industries Inc.	27	1.0-4C	80%	88%	81%	72%	56%	13%
Security products & systems								
Satco/Nuvo	73	.25-4C	68%	91%	27%	59%	41%	64%
<i>(continued)</i>								
Base = 100								

Ad Scores: Total Ad Influence by Product Category *continued*



	Page	Size & Color	Recall Seeing	Total Ad Influence	Make Ad-Brand Connection	Like the Ad	More Favorable Opinion	Newly Aware
Training/safety organization								
Automation Direct	57	.125-4C	69%	96%	46%	33%	33%	58%
Mike Holt Enterprises	61	1.0-4C	86%	93%	74%	85%	74%	7%
Category averages:			78%	95%	60%	59%	54%	33%
Wire & cable								
Southwire Co.	43	1.0-4C	78%	100%	81%	89%	56%	7%
Automation Direct	1	1.0-4C	76%	96%	38%	81%	65%	50%
Atkore	53	.50-4C	68%	90%	43%	71%	67%	48%
Category averages:			74%	95%	54%	80%	63%	35%
Wire & cable connectors/ terminators								
Arlington Industries Inc.	49	1.0-4C	82%	90%	87%	83%	63%	10%
Wire & cable management								
Arlington Industries Inc.	63	1.0-4C	81%	100%	72%	76%	62%	24%
Southwire Co.	43	1.0-4C	78%	100%	81%	89%	56%	7%
Automation Direct	1	1.0-4C	76%	96%	38%	81%	65%	50%
Atkore	7	1.0-4C	69%	95%	35%	60%	40%	65%
Underground Devices	47	.50-4C	74%	94%	35%	71%	47%	76%
CAB (Cambria County Association for the Blind and Handicapped)	73	.25-4C	69%	82%	12%	41%	35%	65%
Category averages:			75%	95%	46%	70%	51%	48%
Wiring devices								
Eaton*	80	1.0-4C	71%	95%	55%	73%	55%	41%
Eaton	39	1.0-4C	79%	83%	71%	58%	50%	17%
Category averages:			75%	89%	63%	66%	53%	29%

* Sponsored article

Base = 100

Ad Scores: Buying Actions by Product Category



	Page	Size & Color	Recall Seeing	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
Bollards												
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	71%	8%	29%	8%	13%	0%	38%	17%	8%
Arlington Industries Inc.	89	1.0-4C	78%	70%	11%	22%	15%	4%	7%	48%	15%	15%
Category averages:			80%	71%	10%	26%	12%	9%	4%	43%	16%	12%
Boxes, conduit bodies & enclosures												
Arlington Industries Inc.	45	1.0-4C	82%	83%	21%	21%	13%	4%	8%	38%	17%	17%
Arlington Industries Inc.	51	1.0-4C	79%	79%	11%	21%	7%	4%	4%	46%	18%	25%
Arlington Industries Inc.	5	1.0-4C	80%	77%	17%	30%	17%	10%	7%	43%	20%	23%
Arlington Industries Inc.	49	1.0-4C	82%	73%	10%	23%	20%	10%	17%	43%	20%	30%
Arlington Industries Inc.	33	1.0-4C	78%	73%	12%	23%	8%	4%	8%	58%	12%	27%
Arlington Industries Inc.	Cvr 2	1.0-4C	82%	71%	8%	29%	8%	13%	0%	38%	17%	8%
Arlington Industries Inc.	89	1.0-4C	78%	70%	11%	22%	15%	4%	7%	48%	15%	15%
Orbit Industries	76	.50-4C	75%	69%	12%	27%	19%	23%	12%	35%	15%	12%
Intermatic Inc.	77	.50-4C	71%	68%	9%	23%	9%	5%	0%	32%	5%	9%
Arlington Industries Inc.	85	1.0-4C	83%	67%	8%	21%	21%	17%	8%	42%	8%	13%
Arlington Industries Inc.	59	1.0-4C	78%	65%	12%	15%	4%	8%	4%	42%	19%	12%
Arlington Industries Inc.	75	1.0-4C	81%	64%	9%	32%	14%	14%	9%	50%	9%	23%
Arlington Industries Inc.	25	1.0-4C	80%	61%	3%	19%	13%	13%	6%	29%	19%	19%
Arlington Industries Inc.	27	1.0-4C	80%	59%	13%	22%	22%	3%	3%	34%	13%	16%
Category averages:			79%	70%	11%	23%	14%	9%	7%	41%	15%	18%
Bushings												
Arlington Industries Inc.	35	1.0-4C	79%	64%	4%	18%	14%	11%	11%	46%	21%	14%
Arlington Industries Inc.	37	1.0-4C	85%	61%	0%	11%	11%	7%	7%	32%	7%	25%
Arlington Industries Inc.	27	1.0-4C	80%	59%	13%	22%	22%	3%	3%	34%	13%	16%
Category averages:			81%	61%	6%	17%	16%	7%	7%	37%	14%	18%

(continued)

Please see [Definitions of Scores \(9.0\)](#) for complete information.

Base = 100

Ad Scores: Buying Actions by Product Category *continued*



	Page	Size & Color	Recall Seeing	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
Circuit protection												
Eaton*	80	1.0-4C	71%	59%	5%	27%	0%	9%	0%	14%	5%	0%
Eaton	39	1.0-4C	79%	50%	8%	17%	8%	8%	4%	17%	17%	21%
Category averages:			75%	55%	7%	22%	4%	9%	2%	16%	11%	11%
Conduit/tubing												
Champion Fiberglass Inc.	Cvr 4	1.0-4C	74%	60%	8%	16%	12%	4%	0%	28%	4%	8%
Atkore	7	1.0-4C	69%	45%	15%	20%	10%	5%	5%	10%	10%	5%
Category averages:			72%	53%	12%	18%	11%	5%	3%	19%	7%	7%
Connectors												
Arlington Industries Inc.	49	1.0-4C	82%	73%	10%	23%	20%	10%	17%	43%	20%	30%
Arlington Industries Inc.	81	1.0-4C	80%	56%	19%	22%	11%	7%	11%	33%	11%	11%
Category averages:			81%	65%	15%	23%	16%	9%	14%	38%	16%	21%
Contractor equipment												
Uline	19	.50-4C	76%	59%	9%	13%	9%	0%	3%	28%	9%	9%
Ericson	73	.25-4C	64%	47%	7%	20%	13%	7%	0%	13%	13%	0%
Koliath	32	.25-4C	69%	40%	0%	10%	20%	5%	0%	10%	5%	0%
HotBend	57	.125-4C	65%	39%	0%	11%	0%	0%	0%	28%	6%	0%
Sonepar USA	13	1.0-4C	73%	35%	10%	10%	15%	15%	0%	15%	5%	5%
Category averages:			69%	44%	5%	13%	11%	5%	1%	19%	8%	3%
Contractor services (incl. rental & mechanical)												
United Rentals	3	1.0-4C	77%	55%	14%	23%	18%	14%	9%	27%	18%	14%
* Sponsored article (continued)												
												Base = 100

Ad Scores: Buying Actions by Product Category *continued*



	Page	Size & Color	Recall Seeing	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
Couplings												
SP Products	9	1.0-4C	75%	65%	6%	24%	12%	12%	0%	41%	6%	18%
Distribution equipment												
Ericson	73	.25-4C	64%	47%	7%	20%	13%	7%	0%	13%	13%	0%
Drill bits, reamers												
SP Products	9	1.0-4C	75%	65%	6%	24%	12%	12%	0%	41%	6%	18%
Electrical distributor (incl. low volt.)												
Uline	19	.50-4C	76%	59%	9%	13%	9%	0%	3%	28%	9%	9%
Automation Direct	1	1.0-4C	76%	58%	4%	12%	15%	15%	4%	35%	12%	15%
Sonepar USA	13	1.0-4C	73%	35%	10%	10%	15%	15%	0%	15%	5%	5%
Automation Direct	57	.125-4C	69%	33%	8%	17%	4%	8%	4%	13%	4%	4%
Category averages:			74%	46%	8%	13%	11%	10%	3%	23%	8%	8%
Fasteners, hangers, clamps, supports												
Arlington Industries Inc.	5	1.0-4C	80%	77%	17%	30%	17%	10%	7%	43%	20%	23%
Arlington Industries Inc.	93	1.0-4C	79%	71%	7%	18%	21%	11%	7%	46%	14%	18%
Arlington Industries Inc.	17	1.0-4C	83%	57%	7%	14%	14%	14%	14%	32%	14%	11%
Arlington Industries Inc.	81	1.0-4C	80%	56%	19%	22%	11%	7%	11%	33%	11%	11%
Arlington Industries Inc.	15	1.0-4C	81%	55%	9%	18%	5%	9%	9%	23%	14%	5%
Category averages:			81%	63%	12%	20%	14%	10%	10%	35%	15%	14%
Fittings												
Arlington Industries Inc.	11	1.0-4C	82%	74%	6%	13%	6%	6%	16%	61%	29%	23%
Arlington Industries Inc.	Cvr 3	1.0-4C	78%	68%	0%	14%	9%	14%	9%	50%	9%	14%
Arlington Industries Inc.	25	1.0-4C	80%	61%	3%	19%	13%	13%	6%	29%	19%	19%
Category averages:			80%	68%	3%	15%	9%	11%	10%	47%	19%	19%

(continued)

Base = 100

Ad Scores: Buying Actions by Product Category *continued*



	Page	Size & Color	Recall Seeing	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
Generators												
Caterpillar Electric Power	29	.50-4C	78%	52%	7%	17%	10%	14%	7%	14%	17%	14%
Briggs & Stratton	31	.50-4C	73%	52%	11%	19%	15%	15%	0%	22%	11%	4%
Category averages:			76%	52%	9%	18%	13%	15%	4%	18%	14%	9%
Grounding/bonding												
Arlington Industries Inc.	89	1.0-4C	78%	70%	11%	22%	15%	4%	7%	48%	15%	15%
Arlington Industries Inc.	35	1.0-4C	79%	64%	4%	18%	14%	11%	11%	46%	21%	14%
Arlington Industries Inc.	37	1.0-4C	85%	61%	0%	11%	11%	7%	7%	32%	7%	25%
Arlington Industries Inc.	55	1.0-4C	84%	56%	4%	4%	0%	4%	4%	44%	8%	4%
Category averages:			82%	63%	5%	14%	10%	7%	7%	43%	13%	15%
Hand tools												
HotBend	57	.125-4C	65%	39%	0%	11%	0%	0%	0%	28%	6%	0%
Lighting products/fixtures												
Satco/Nuvo	73	.25-4C	68%	50%	5%	18%	18%	14%	0%	18%	0%	5%
Power generation												
Caterpillar Electric Power	29	.50-4C	78%	52%	7%	17%	10%	14%	7%	14%	17%	14%
Briggs & Stratton	31	.50-4C	73%	52%	11%	19%	15%	15%	0%	22%	11%	4%
Category averages:			76%	52%	9%	18%	13%	15%	4%	18%	14%	9%
Raceway/cable tray/conduit												
Arlington Industries Inc.	27	1.0-4C	80%	59%	13%	22%	22%	3%	3%	34%	13%	16%
Security products & systems												
Satco/Nuvo	73	.25-4C	68%	50%	5%	18%	18%	14%	0%	18%	0%	5%
<i>(continued)</i>												Base = 100

Ad Scores: Buying Actions by Product Category *continued*



	Page	Size & Color	Recall Seeing	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
Training/safety organization												
Mike Holt Enterprises	61	1.0-4C	86%	70%	19%	22%	19%	15%	4%	26%	19%	26%
Automation Direct	57	.125-4C	69%	33%	8%	17%	4%	8%	4%	13%	4%	4%
Category averages:			78%	52%	14%	20%	12%	12%	4%	20%	12%	15%
Wire & cable												
Southwire Co.	43	1.0-4C	78%	78%	4%	19%	15%	4%	4%	44%	26%	33%
Automation Direct	1	1.0-4C	76%	58%	4%	12%	15%	15%	4%	35%	12%	15%
Atkore	53	.50-4C	68%	52%	5%	29%	5%	10%	0%	29%	5%	5%
Category averages:			74%	63%	4%	20%	12%	10%	3%	36%	14%	18%
Wire & cable connectors/ terminators												
Arlington Industries Inc.	49	1.0-4C	82%	73%	10%	23%	20%	10%	17%	43%	20%	30%
Wire & cable management												
Southwire Co.	43	1.0-4C	78%	78%	4%	19%	15%	4%	4%	44%	26%	33%
Arlington Industries Inc.	63	1.0-4C	81%	62%	7%	14%	7%	3%	0%	48%	7%	3%
Automation Direct	1	1.0-4C	76%	58%	4%	12%	15%	15%	4%	35%	12%	15%
Underground Devices	47	.50-4C	74%	53%	6%	6%	12%	12%	0%	18%	6%	0%
Atkore	7	1.0-4C	69%	45%	15%	20%	10%	5%	5%	10%	10%	5%
CAB (Cambria County Association for the Blind and Handicapped)	73	.25-4C	69%	29%	0%	18%	0%	12%	6%	12%	0%	6%
Category averages:			75%	54%	6%	15%	10%	9%	3%	28%	10%	10%
Wiring devices												
Eaton*	80	1.0-4C	71%	59%	5%	27%	0%	9%	0%	14%	5%	0%
Eaton	39	1.0-4C	79%	50%	8%	17%	8%	8%	4%	17%	17%	21%
Category averages:			75%	55%	7%	22%	4%	9%	2%	16%	11%	11%

* Sponsored article

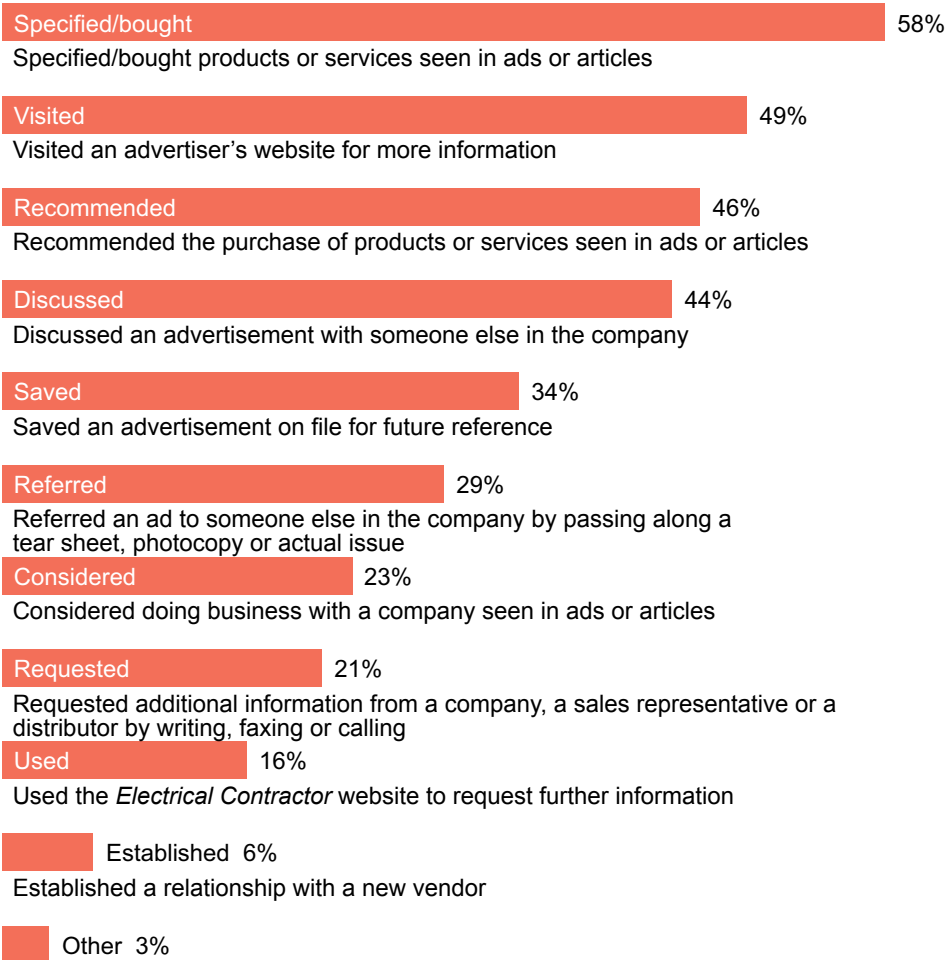
Base = 100

Reader Information

ELECTRICAL
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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*.

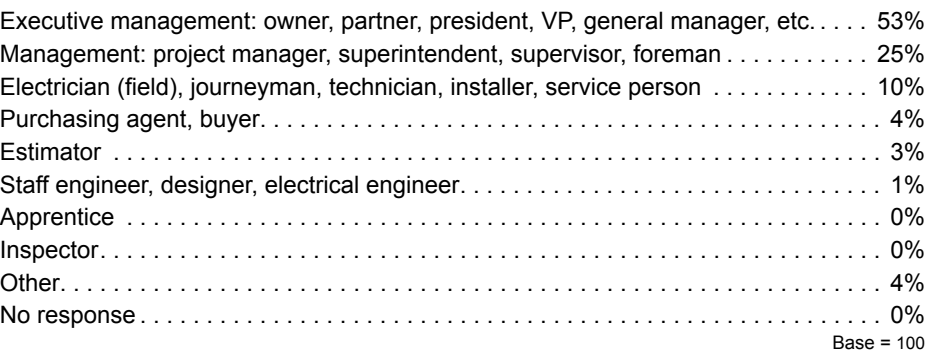


No actions taken = 6%

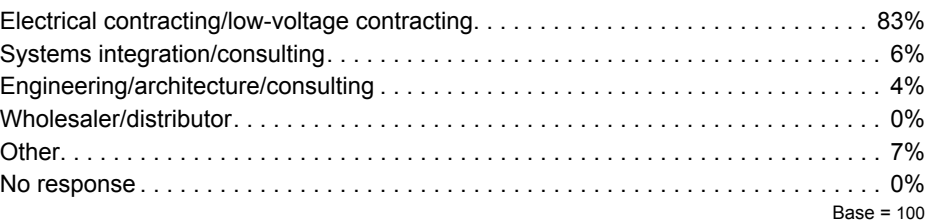
No response = 0%

Base = 100

Primary job title or function



Primary business



2026 Ad Study Schedule

Reserve your space now!

February	June	August	December
closing January 5	closing May 5	closing July 7	closing Nov. 5

Contact your *Electrical Contractor* sales representative now to reserve your space in the next ad study issue.

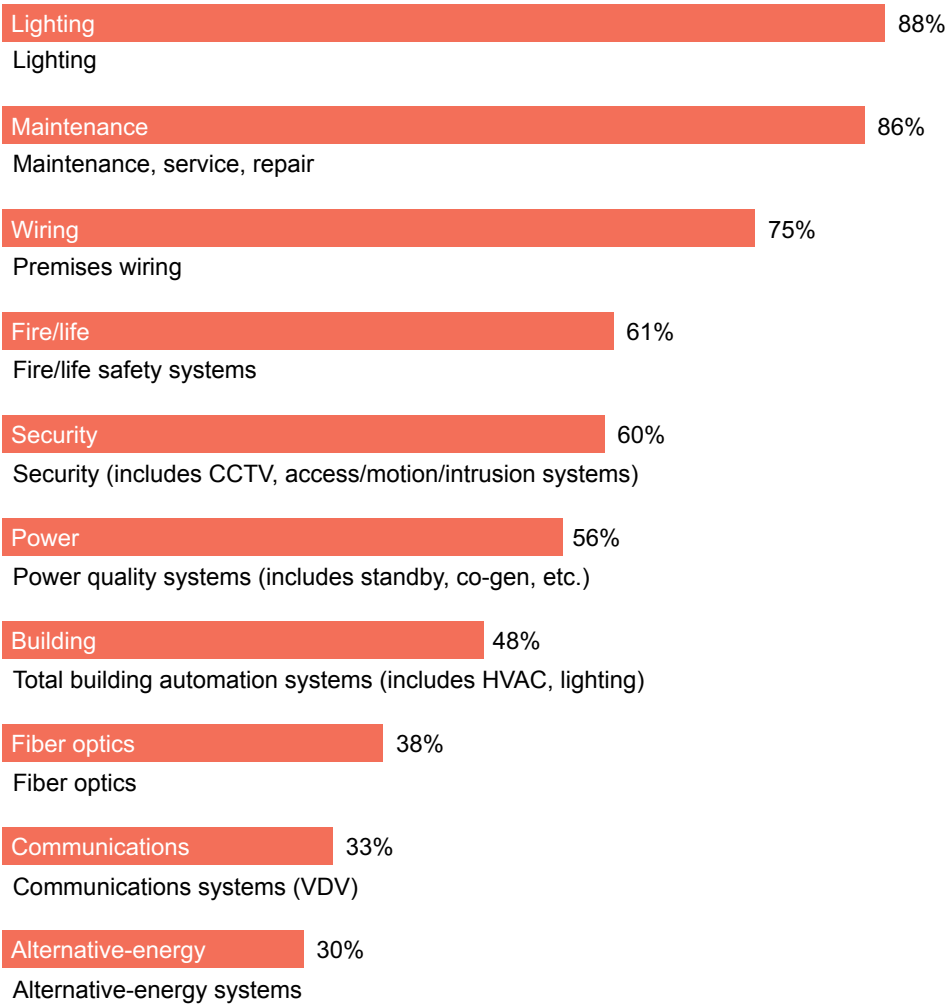
Electrical Contractor reserves the right to change this research schedule without notice.

Reader Information *continued*

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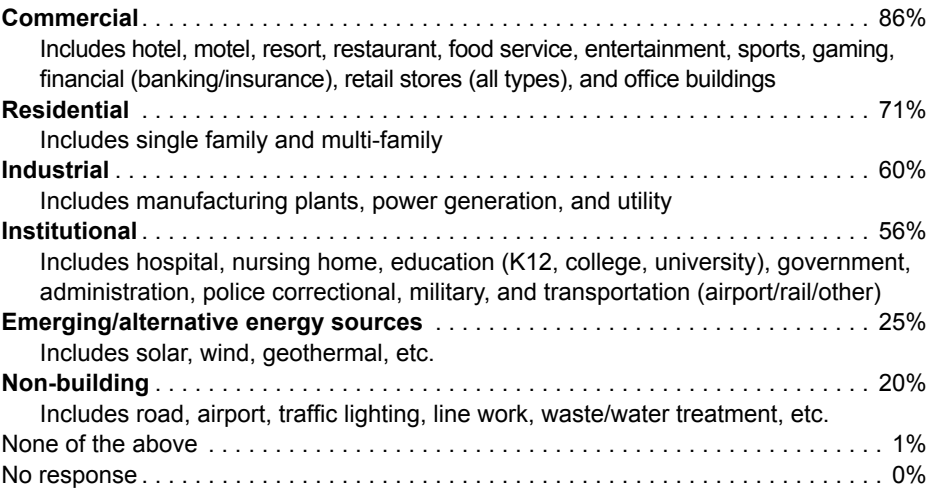
Building systems installed



None of the above = 1%
No response = 0%

Base = 100

Building types



Base = 100

Definitions of Scores

Total Ad Recall

- **Recall Seeing** – Respondents who recalled seeing an item. Shows the ability of an item to attract reader attention.
- **Read Some** – Respondents who, seeing an item, were 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

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 or service and are now newly aware of it.

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

Total Buying Actions

One or More Buying Actions represents the percentage of respondents who, after reporting they recalled the ad, also indicate how the ad impacted 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.

About adViewPRO: Methodology

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BAXTER adViewPRO™

Print Ad Analytics

Baxter Research Group's *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 84,055* 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 Baxter Research Group.

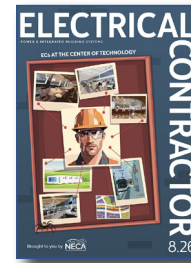
Readers invited to participate via email are provided with a secure link to the questionnaire.

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, with a standard of 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 Baxter Research Group.

* June 2026 Alliance for Audited Media

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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.

Baxter Research Group is a leading provider of independent, mixed-media audience analytics.

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

To learn more about the psychology behind *adViewPRO*, visit brc.com/adViewPRO.

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