

93%

After seeing an ad in *Electrical Contractor*, 93% of respondents reported being influenced by ads in one or more ways.

79% of respondents indicated that seeing an ad impacted their, or someone in their organization's buying actions.

79%

60%

60% of respondents took one or more *preliminary* buying actions.

66% of respondents took one or more *active* buying actions.

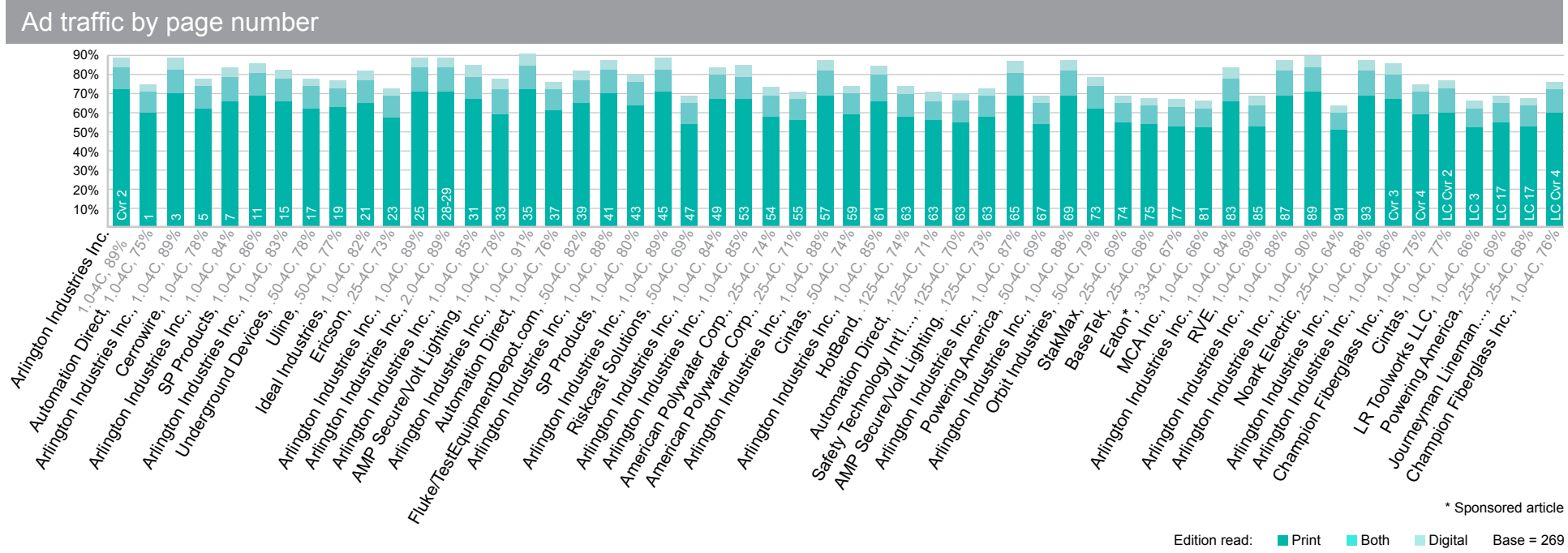
66%



**Independent Print Ad Performance Metrics:**

*Ad Recall • Ad Influence • Buying Actions*

# Executive Summary



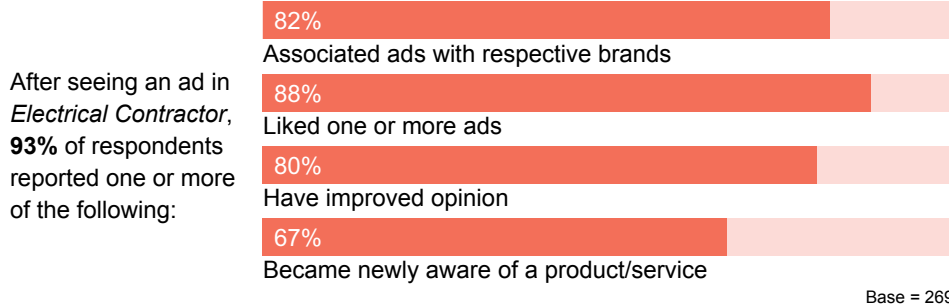
## Top-performing ads

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
Arlington Industries Inc. — 35	91%	Arlington Industries Inc. — 28-29	89%	100%	Arlington Industries Inc. — 57	88%	79%
Arlington Industries Inc. — 89	90%	Arlington Industries Inc. — 89	90%	99%	Arlington Industries Inc. — 89	90%	77%
Arlington Industries Inc. — 28-29	89%	Arlington Industries Inc. — 3	89%	99%	Arlington Industries Inc. — 93	88%	76%
Arlington Industries Inc. — 25	89%	Arlington Industries Inc. — 57	88%	99%	Arlington.... — 28-29	89%	75%
Arlington Industries Inc. — 3	89%	Arlington Industries Inc. — 87	88%	99%	Arlington Industries.... — Cvr 2	89%	74%
Arlington Industries Inc. — Cvr 2	89%	Arlington Industries Inc. — 65	87%	99%	Arlington Industries Inc. — 69	88%	74%
Arlington Industries Inc. — 45	89%	Arlington Industries Inc. — 7	84%	99%	Ideal Industries — 21	82%	74%
Arlington Industries Inc. — 57	88%	Arlington Industries Inc. — 35	91%	98%	Arlington Industries Inc. — 87	88%	73%
Arlington Industries Inc. — 87	88%	Arlington Industries Inc. — 83	84%	98%	Arlington Industries Inc. — 83	84%	73%
Arlington Industries Inc. — 69	88%	Fluke/TestEquip... — 39	82%	98%	Arlington Industries Inc. — 25	89%	72%

## Executive Summary *continued*

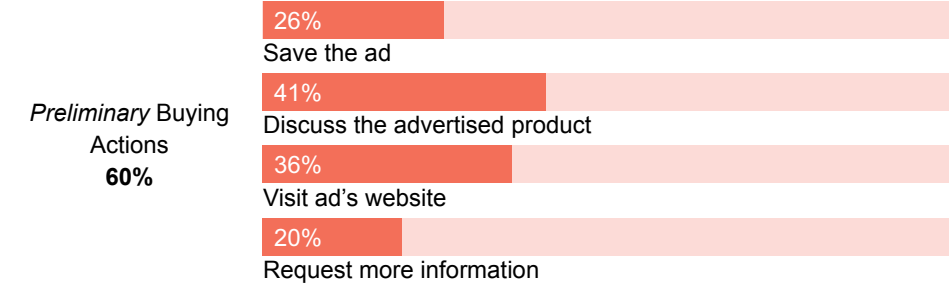


### Total ad influence for all studied ads

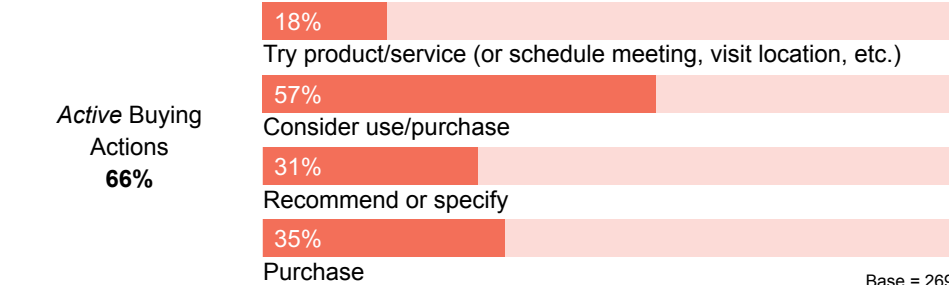


After seeing an ad in *Electrical Contractor*, **93%** of respondents reported one or more of the following:

**Total Buying Actions 79%**  
 Seventy-nine percent (79%) 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:

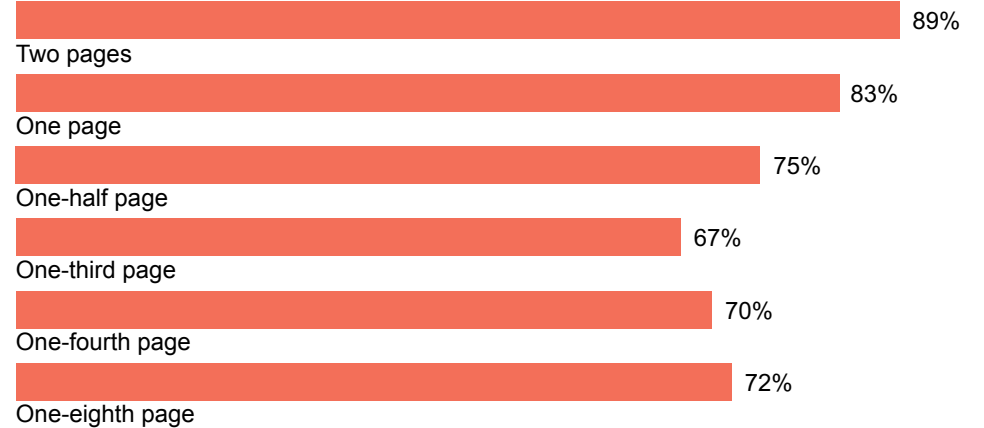


**Preliminary Buying Actions 60%**



**Active Buying Actions 66%**

### Ad scores by size



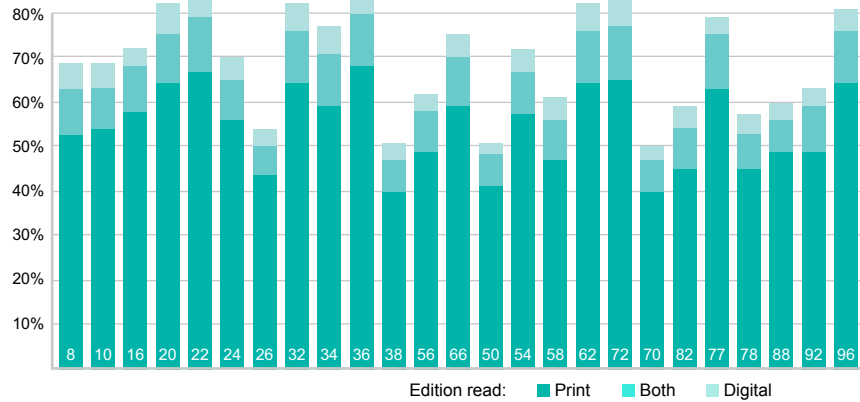
	Number of Ads	Recall Seeing	Read Some	Read Most
Two pages	1	89%	79%	50%
One page	33	83%	64%	44%
One-half page	7	75%	51%	41%
One-third page	1	67%	55%	38%
One-fourth page	8	70%	49%	40%
One-eighth page	4	72%	58%	42%
<b>Issue Averages:</b>		<b>79%</b>	<b>60%</b>	<b>43%</b>

Base = 269

## 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 8.

	Page Number	Recall Seeing	Read Some	Read Most
CEO's Corner	8	69%	71%	39%
President's Desk	10	69%	68%	38%
Industry Watch	16	72%	78%	50%
Safety	20	82%	77%	59%
Code FAQs	22	85%	81%	80%
Current Outlook	24	70%	76%	51%
Better with BIM	26	54%	65%	40%
Lighting	32	82%	79%	60%
Service/Maintenance	34	77%	79%	62%
Code Applications	36	86%	83%	76%
The Forgotten Story	38	51%	67%	41%
Legal	56	62%	68%	48%
Code How-To	66	75%	80%	70%
Waterfront Wonder	50	51%	63%	38%
Featured Products	54	72%	81%	57%
Leading the Charge	58	61%	67%	44%
Cool Tools	62	82%	80%	65%
New Products	72	83%	81%	69%
When You Call on Me	70	50%	60%	37%
Security	82	59%	64%	50%
Code Question of the Day Spotlight	77	79%	80%	73%
In Data We Trust	78	57%	61%	34%
Fiber Optics	88	60%	60%	44%
Cabling Quiz	92	63%	65%	66%
Code Comments	96	81%	83%	66%

Base = 269

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

# Reading Habits



## Readers comment on the magazine



*[I read Electrical Contractor because] I want to keep up with new innovations and ideas, as well as read issues contractors are struggling with in the field. Also to see what new ideas are headed our way.*

— Electrical Inspector

*[Electrical Contractor] keeps me up-to-date with new products, and new code requirements.*

— President

*[Electrical Contractor] keeps me updated with new products and information.*

— Analyst

### Format preference

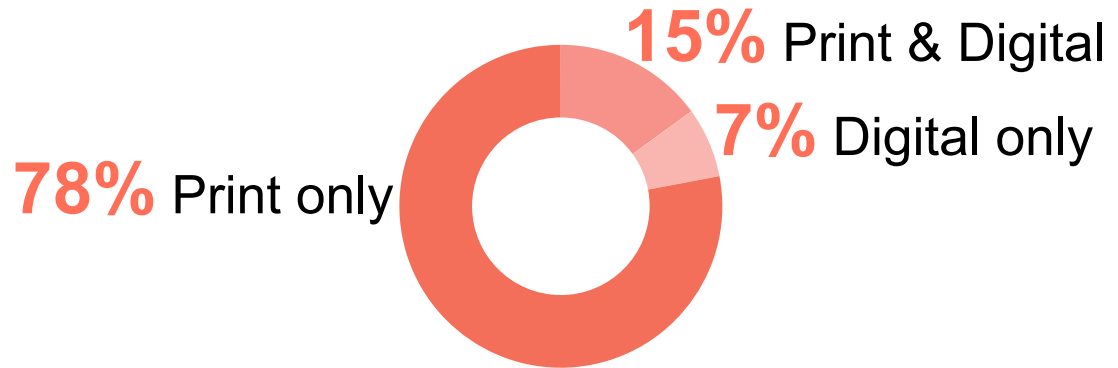
The following percentages of respondents prefer to receive *Electrical Contractor* in these formats:

Print format . . . . .	70%
Both print & digital formats . . . . .	22%
Digital format . . . . .	8%
No response . . . . .	0%

Base = 269

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 93% of *Electrical Contractor* respondents read the print edition:** 78% read print only. A combined 22% of respondents read the digital edition: 7% read the digital version only. And 15% read both print and digital formats.

Print only . . . . .	78%
Print and digital . . . . .	15%
Digital only . . . . .	7%
No response . . . . .	0%

Base = 269

### 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 . . . . .	30%
Important . . . . .	30%
Somewhat important . . . . .	7%
Not important . . . . .	1%
No response . . . . .	0%

Base = 269

### 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 . . . . .	91%
Laptop computer . . . . .	75%
Desktop computer . . . . .	67%
Tablet . . . . .	39%
E-reader . . . . .	6%
None of the above . . . . .	0%
No response . . . . .	0%

Base = 269

## Reading Habits *continued*

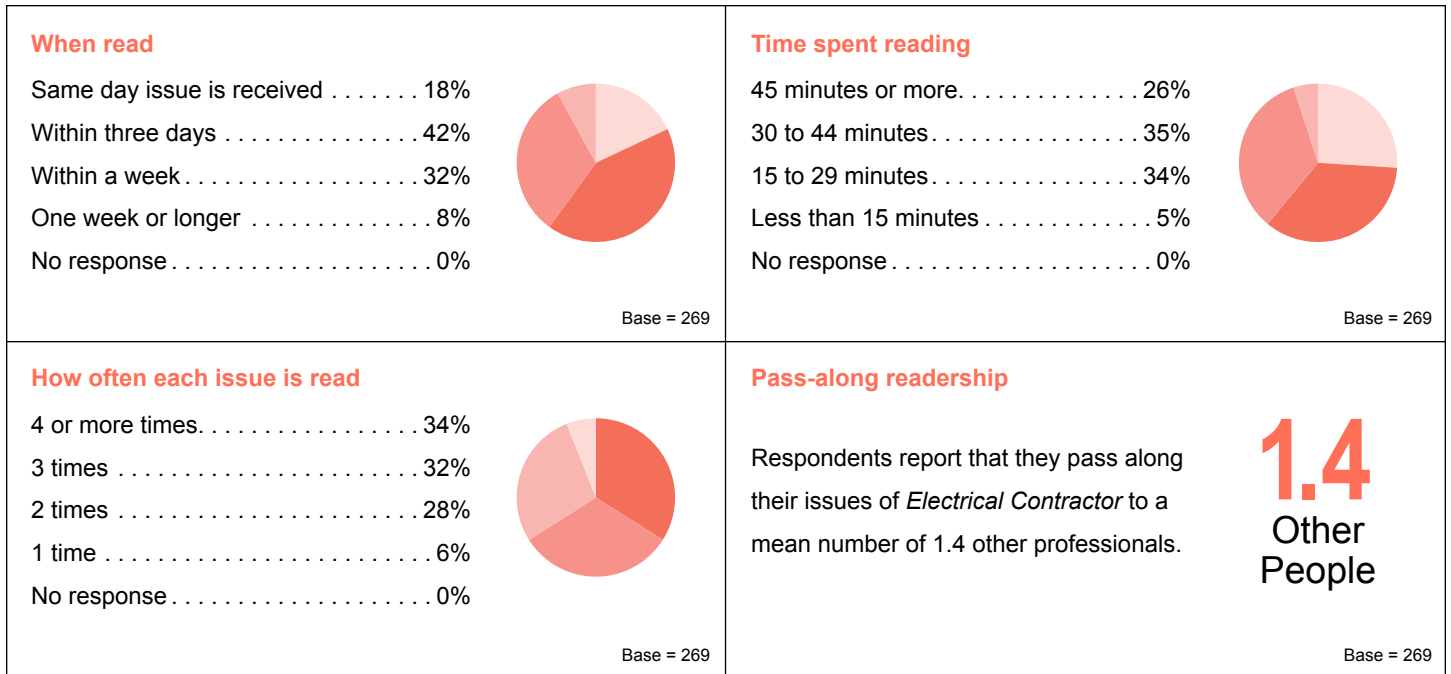


[Electrical Contractor] has articles and advertisements relevant to my business interests.  
— Owner

I like to stay informed about the industry, new products and labor savings devices, and how we can continue to grow and help our customers and our employees.  
— Project Manager

[Electrical Contractor is] very informative for code explanation, new product info.  
— Owner

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



Reading Habits *continued*

### Industry magazine readership

Ninety percent (90%) 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
<b><i>Electrical Contractor Magazine</i></b>	<b>90%</b>	<b>71%</b>	<b>19%</b>	7%	3%	0%	0%	0%
<i>EC&amp;M</i>	<b>50%</b>	<b>38%</b>	<b>12%</b>	7%	3%	1%	22%	17%
<i>Electrical Products &amp; Solutions</i>	<b>16%</b>	<b>12%</b>	<b>4%</b>	3%	2%	2%	50%	27%
<i>Electrical News</i>	<b>14%</b>	<b>10%</b>	<b>4%</b>	3%	1%	2%	52%	28%
<i>ICT Today</i>	<b>9%</b>	<b>6%</b>	<b>3%</b>	2%	1%	1%	55%	32%
<i>LD&amp;A</i>	<b>8%</b>	<b>5%</b>	<b>3%</b>	3%	1%	1%	54%	33%

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

Base = 269

## Ad Scores: Total Recall Seeing by Product Category

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Alarm &amp; signal systems</b>					
Safety Technology International (STI)	63	.125-4C	70%	57%	43%
<b>Boxes, conduit bodies &amp; enclosures</b>					
Arlington Industries Inc.	35	1.0-4C	91%	71%	51%
Arlington Industries Inc.	89	1.0-4C	90%	77%	49%
Arlington Industries Inc.	28-29	2.0-4C	89%	79%	50%
Arlington Industries Inc.	25	1.0-4C	89%	74%	47%
Arlington Industries Inc.	3	1.0-4C	89%	71%	48%
Arlington Industries Inc.	45	1.0-4C	89%	67%	50%
Arlington Industries Inc.	57	1.0-4C	88%	76%	54%
Arlington Industries Inc.	87	1.0-4C	88%	75%	50%
Arlington Industries Inc.	69	1.0-4C	88%	74%	52%
Arlington Industries Inc.	93	1.0-4C	88%	72%	49%
Arlington Industries Inc.	41	1.0-4C	88%	68%	48%
Arlington Industries Inc.	65	1.0-4C	87%	71%	52%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	69%	49%
Arlington Industries Inc.	31	1.0-4C	85%	69%	47%
Arlington Industries Inc.	61	1.0-4C	85%	67%	51%
Arlington Industries Inc.	53	1.0-4C	85%	64%	46%
Arlington Industries Inc.	7	1.0-4C	84%	74%	52%
Arlington Industries Inc.	83	1.0-4C	84%	73%	46%
Arlington Industries Inc.	15	1.0-4C	83%	71%	42%
Orbit Industries	73	.50-4C	79%	63%	46%
Ericson	23	.25-4C	73%	48%	34%
Category averages:			86%	70%	48%

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

(continued)

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Circuit protection</b>					
Ideal Industries	21	1.0-4C	82%	66%	48%
Eaton*	77	.33-4C	67%	55%	38%
Noark Electric	91	.25-4C	64%	47%	43%
Category averages:			71%	56%	43%
<b>Composites/castings</b>					
BaseTek	75	.25-4C	68%	40%	41%
<b>Computer software</b>					
Riskcast Solutions	47	.50-4C	69%	33%	35%
MCA Inc.	81	1.0-4C	66%	36%	29%
Category averages:			68%	35%	32%
<b>Conductor stripping</b>					
LR Toolworks LLC	LC 3	1.0-4C	66%	48%	38%
<b>Conduit/tubing</b>					
Arlington Industries Inc.	3	1.0-4C	89%	71%	48%
Arlington Industries Inc.	53	1.0-4C	85%	64%	46%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	53%	35%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	45%	35%
Category averages:			81%	58%	41%
<b>Contractor equipment</b>					
Uline	19	.50-4C	77%	49%	42%
Automation Direct	37	1.0-4C	76%	50%	32%
HotBend	63	.125-4C	74%	57%	45%
Automation Direct	63	.125-4C	71%	59%	40%
Category averages:			75%	54%	40%

\* Sponsored article

*(continued)*

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Distribution equipment</b>					
Ericson	23	.25-4C	73%	48%	34%
<b>Electrical distributor (incl. low volt.)</b>					
Uline	19	.50-4C	77%	49%	42%
Automation Direct	1	1.0-4C	75%	59%	36%
Category averages:			76%	54%	39%
<b>EV charging stations</b>					
RVE	85	1.0-4C	69%	45%	35%
<b>Fasteners, hangers, clamps, supports</b>					
Arlington Industries Inc.	25	1.0-4C	89%	74%	47%
Arlington Industries Inc.	41	1.0-4C	88%	68%	48%
SP Products	11	1.0-4C	86%	63%	39%
Arlington Industries Inc.	49	1.0-4C	84%	62%	48%
SP Products	43	1.0-4C	80%	68%	39%
Category averages:			85%	67%	44%
<b>Fire-stop systems</b>					
American Polywater Corp.	55	.25-4C	71%	55%	36%
<b>Fittings</b>					
Arlington Industries Inc.	35	1.0-4C	91%	71%	51%
Arlington Industries Inc.	Cvr 2	1.0-4C	89%	70%	50%
Arlington Industries Inc.	41	1.0-4C	88%	68%	48%
SP Products	11	1.0-4C	86%	63%	39%

*(continued)*

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Fittings</b> <i>continued</i>					
Arlington Industries Inc.	53	1.0-4C	85%	64%	46%
SP Products	43	1.0-4C	80%	68%	39%
Category averages:			87%	67%	46%
<b>Grounding/bonding</b>					
Arlington Industries Inc.	89	1.0-4C	90%	77%	49%
Arlington Industries Inc.	3	1.0-4C	89%	71%	48%
Arlington Industries Inc.	57	1.0-4C	88%	76%	54%
Arlington Industries Inc.	87	1.0-4C	88%	75%	50%
Arlington Industries Inc.	93	1.0-4C	88%	72%	49%
Arlington Industries Inc.	65	1.0-4C	87%	71%	52%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	69%	49%
Arlington Industries Inc.	61	1.0-4C	85%	67%	51%
Category averages:			88%	72%	50%
<b>Hand tools</b>					
HotBend	63	.125-4C	74%	57%	45%
<b>Lighting products/fixtures</b>					
AMP Secure/Volt Lighting	33	1.0-4C	78%	56%	34%
AMP Secure/Volt Lighting	63	.125-4C	73%	60%	39%
Category averages:			76%	58%	37%
<b>Meters/instru (test) power &amp; low volt.</b>					
Fluke/TestEquipmentDepot.com	39	.50-4C	82%	71%	48%
<i>(continued)</i>					

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Raceway/cable tray/conduit</b>					
Arlington Industries Inc.	25	1.0-4C	89%	74%	47%
SP Products	11	1.0-4C	86%	63%	39%
Arlington Industries Inc.	15	1.0-4C	83%	71%	42%
SP Products	43	1.0-4C	80%	68%	39%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	53%	35%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	45%	35%
Category averages:			82%	62%	40%
<b>Safety equipment/apparel</b>					
Cintas	LC Cvr 2	1.0-4C	77%	52%	45%
Cintas	59	.50-4C	74%	49%	39%
Category averages:			76%	51%	42%
<b>Sealants and lubricants</b>					
American Polywater Corp.	54	.25-4C	74%	51%	42%
American Polywater Corp.	55	.25-4C	71%	55%	36%
Category averages:			73%	53%	39%
<b>Structural bases</b>					
BaseTek	75	.25-4C	68%	40%	41%
<b>Training/safety organization</b>					
Powering America	LC 17	.25-4C	69%	49%	35%
Powering America	67	.50-4C	69%	43%	37%
Category averages:			69%	46%	36%
<i>(continued)</i>					

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Transmissions/ distribution lines</b>					
Journeyman Lineman UndergroundLineman.com	LC 17	.25-4C	68%	50%	41%
<b>Wire &amp; cable</b>					
Cerrowire	5	1.0-4C	78%	62%	42%
Automation Direct	37	1.0-4C	76%	50%	32%
Automation Direct	1	1.0-4C	75%	59%	36%
Automation Direct	63	.125-4C	71%	59%	40%
Category averages:			75%	58%	38%
<b>Wire &amp; cable connectors/ terminators</b>					
Ideal Industries	21	1.0-4C	82%	66%	48%
American Polywater Corp.	54	.25-4C	74%	51%	42%
Ericson	23	.25-4C	73%	48%	34%
Category averages:			76%	55%	41%
<b>Wire &amp; cable management</b>					
Underground Devices	17	.50-4C	78%	51%	43%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	53%	35%
Automation Direct	37	1.0-4C	76%	50%	32%
Automation Direct	1	1.0-4C	75%	59%	36%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	45%	35%
Automation Direct	63	.125-4C	71%	59%	40%
StakMax	74	.25-4C	69%	52%	44%
Category averages:			74%	53%	38%
<i>(continued)</i>					

Base = 269

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

	Page	Size & Color	Total Recall Seeing	Read Some	Read Most
<b>Wiring devices</b>					
Arlington Industries Inc.	35	1.0-4C	91%	71%	51%
Arlington Industries Inc.	89	1.0-4C	90%	77%	49%
Arlington Industries Inc.	28-29	2.0-4C	89%	79%	50%
Arlington Industries Inc.	45	1.0-4C	89%	67%	50%
Arlington Industries Inc.	87	1.0-4C	88%	75%	50%
Arlington Industries Inc.	93	1.0-4C	88%	72%	49%
Arlington Industries Inc.	65	1.0-4C	87%	71%	52%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	69%	49%
Arlington Industries Inc.	31	1.0-4C	85%	69%	47%
Arlington Industries Inc.	61	1.0-4C	85%	67%	51%
Arlington Industries Inc.	7	1.0-4C	84%	74%	52%
Arlington Industries Inc.	83	1.0-4C	84%	73%	46%
Arlington Industries Inc.	49	1.0-4C	84%	62%	48%
Arlington Industries Inc.	15	1.0-4C	83%	71%	42%
Eaton*	77	.33-4C	67%	55%	38%
Category averages:			85%	70%	48%

\* Sponsored article

Base = 269

## 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
<b>Alarm &amp; signal systems</b>								
Safety Technology International (STI)	63	.125-4C	70%	92%	54%	66%	46%	36%
<b>Boxes, conduit bodies &amp; enclosures</b>								
Arlington Industries Inc.	28-29	2.0-4C	89%	100%	86%	94%	86%	16%
Arlington Industries Inc.	89	1.0-4C	90%	99%	89%	92%	85%	6%
Arlington Industries Inc.	3	1.0-4C	89%	99%	91%	85%	76%	16%
Arlington Industries Inc.	57	1.0-4C	88%	99%	84%	89%	83%	19%
Arlington Industries Inc.	87	1.0-4C	88%	99%	87%	91%	75%	16%
Arlington Industries Inc.	65	1.0-4C	87%	99%	87%	87%	79%	10%
Arlington Industries Inc.	7	1.0-4C	84%	99%	85%	88%	77%	11%
Arlington Industries Inc.	35	1.0-4C	91%	98%	85%	82%	69%	17%
Arlington Industries Inc.	83	1.0-4C	84%	98%	82%	86%	75%	18%
Arlington Industries Inc.	61	1.0-4C	85%	97%	86%	89%	77%	16%
Arlington Industries Inc.	15	1.0-4C	83%	97%	81%	86%	81%	22%
Arlington Industries Inc.	69	1.0-4C	88%	96%	85%	90%	76%	9%
Arlington Industries Inc.	41	1.0-4C	88%	96%	87%	87%	76%	15%
Arlington Industries Inc.	45	1.0-4C	89%	95%	80%	77%	66%	16%
Arlington Industries Inc.	93	1.0-4C	88%	95%	85%	86%	76%	13%
Arlington Industries Inc.	31	1.0-4C	85%	95%	83%	75%	68%	12%
Orbit Industries	73	.50-4C	79%	95%	63%	89%	73%	32%
Arlington Industries Inc.	25	1.0-4C	89%	94%	82%	84%	67%	17%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	94%	77%	79%	69%	24%
Arlington Industries Inc.	53	1.0-4C	85%	94%	76%	77%	65%	21%
Ericson	23	.25-4C	73%	89%	47%	62%	56%	44%
Category averages:			86%	97%	81%	85%	74%	18%

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

(continued)

Base = 269

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
<b>Circuit protection</b>								
Noark Electric	91	.25-4C	64%	98%	32%	57%	43%	60%
Eaton*	77	.33-4C	67%	96%	57%	71%	49%	33%
Ideal Industries	21	1.0-4C	82%	93%	56%	84%	74%	26%
Category averages:			71%	96%	48%	71%	55%	40%
<b>Composites/castings</b>								
BaseTek	75	.25-4C	68%	96%	26%	68%	56%	68%
<b>Computer software</b>								
Riskcast Solutions	47	.50-4C	69%	96%	16%	49%	43%	71%
MCA Inc.	81	1.0-4C	66%	94%	28%	46%	30%	70%
Category averages:			68%	95%	22%	48%	37%	71%
<b>Conductor stripping</b>								
LR Toolworks LLC	LC 3	1.0-4C	66%	92%	33%	67%	59%	57%
<b>Conduit/tubing</b>								
Arlington Industries Inc.	3	1.0-4C	89%	99%	91%	85%	76%	16%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	96%	53%	67%	51%	53%
Arlington Industries Inc.	53	1.0-4C	85%	94%	76%	77%	65%	21%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	92%	51%	69%	47%	47%
Category averages:			81%	95%	68%	75%	60%	34%
<b>Contractor equipment</b>								
HotBend	63	.125-4C	74%	97%	70%	75%	55%	28%
Automation Direct	63	.125-4C	71%	95%	71%	66%	52%	36%
Uline	19	.50-4C	77%	94%	65%	74%	56%	20%
Automation Direct	37	1.0-4C	76%	94%	40%	69%	54%	51%
Category averages:			75%	95%	62%	71%	54%	34%

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(continued)

Base = 269

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
<b>Distribution equipment</b>								
Ericson	23	.25-4C	73%	89%	47%	62%	56%	44%
<b>Electrical distributor (incl. low volt.)</b>								
Uline	19	.50-4C	77%	94%	65%	74%	56%	20%
Automation Direct	1	1.0-4C	75%	93%	46%	59%	46%	54%
Category averages:			76%	94%	56%	67%	51%	37%
<b>EV charging stations</b>								
RVE	85	1.0-4C	69%	95%	34%	48%	43%	59%
<b>Fasteners, hangers, clamps, supports</b>								
Arlington Industries Inc.	49	1.0-4C	84%	97%	81%	89%	70%	29%
Arlington Industries Inc.	41	1.0-4C	88%	96%	87%	87%	76%	15%
SP Products	43	1.0-4C	80%	96%	68%	85%	69%	31%
Arlington Industries Inc.	25	1.0-4C	89%	94%	82%	84%	67%	17%
SP Products	11	1.0-4C	86%	94%	65%	90%	65%	31%
Category averages:			85%	95%	77%	87%	69%	25%
<b>Fire-stop systems</b>								
American Polywater Corp.	55	.25-4C	71%	98%	50%	74%	57%	50%
<b>Fittings</b>								
Arlington Industries Inc.	35	1.0-4C	91%	98%	85%	82%	69%	17%
Arlington Industries Inc.	Cvr 2	1.0-4C	89%	96%	83%	88%	72%	21%
Arlington Industries Inc.	41	1.0-4C	88%	96%	87%	87%	76%	15%
SP Products	43	1.0-4C	80%	96%	68%	85%	69%	31%

(continued)

Base = 269

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
<b>Fittings</b> <i>continued</i>								
SP Products	11	1.0-4C	86%	94%	65%	90%	65%	31%
Arlington Industries Inc.	53	1.0-4C	85%	94%	76%	77%	65%	21%
Category averages:			87%	96%	77%	85%	69%	23%
<b>Grounding/bonding</b>								
Arlington Industries Inc.	89	1.0-4C	90%	99%	89%	92%	85%	6%
Arlington Industries Inc.	3	1.0-4C	89%	99%	91%	85%	76%	16%
Arlington Industries Inc.	57	1.0-4C	88%	99%	84%	89%	83%	19%
Arlington Industries Inc.	87	1.0-4C	88%	99%	87%	91%	75%	16%
Arlington Industries Inc.	65	1.0-4C	87%	99%	87%	87%	79%	10%
Arlington Industries Inc.	61	1.0-4C	85%	97%	86%	89%	77%	16%
Arlington Industries Inc.	93	1.0-4C	88%	95%	85%	86%	76%	13%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	94%	77%	79%	69%	24%
Category averages:			88%	98%	86%	87%	78%	15%
<b>Hand tools</b>								
HotBend	63	.125-4C	74%	97%	70%	75%	55%	28%
<b>Lighting products/fixtures</b>								
AMP Secure/Volt Lighting	63	.125-4C	73%	97%	65%	67%	50%	38%
AMP Secure/Volt Lighting	33	1.0-4C	78%	87%	49%	72%	60%	36%
Category averages:			76%	92%	57%	70%	55%	37%
<b>Meters/instru (test) power &amp; low volt.</b>								
Fluke/TestEquipmentDepot.com	39	.50-4C	82%	98%	88%	79%	62%	7%
<i>(continued)</i>								

Base = 269

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
<b>Raceway/cable tray/conduit</b>								
Arlington Industries Inc.	15	1.0-4C	83%	97%	81%	86%	81%	22%
SP Products	43	1.0-4C	80%	96%	68%	85%	69%	31%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	96%	53%	67%	51%	53%
Arlington Industries Inc.	25	1.0-4C	89%	94%	82%	84%	67%	17%
SP Products	11	1.0-4C	86%	94%	65%	90%	65%	31%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	92%	51%	69%	47%	47%
Category averages:			82%	95%	67%	80%	63%	34%
<b>Safety equipment/apparel</b>								
Cintas	LC Cvr 2	1.0-4C	77%	97%	57%	71%	60%	45%
Cintas	59	.50-4C	74%	86%	53%	66%	59%	33%
Category averages:			76%	92%	55%	69%	60%	39%
<b>Sealants and lubricants</b>								
American Polywater Corp.	55	.25-4C	71%	98%	50%	74%	57%	50%
American Polywater Corp.	54	.25-4C	74%	92%	51%	73%	54%	41%
Category averages:			73%	95%	51%	74%	56%	46%
<b>Structural bases</b>								
BaseTek	75	.25-4C	68%	96%	26%	68%	56%	68%
<b>Training/safety organization</b>								
Powering America	LC 17	.25-4C	69%	98%	50%	57%	57%	48%
Powering America	67	.50-4C	69%	90%	33%	50%	35%	58%
Category averages:			69%	94%	42%	54%	46%	53%

Base = 269

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
<b>Transmissions/ distribution lines</b>								
Journeyman Lineman								
UndergroundLineman.com	LC 17	.25-4C	68%	94%	29%	53%	37%	61%
<b>Wire &amp; cable</b>								
Automation Direct	63	.125-4C	71%	95%	71%	66%	52%	36%
Automation Direct	37	1.0-4C	76%	94%	40%	69%	54%	51%
Cerrowire	5	1.0-4C	78%	93%	40%	76%	66%	49%
Automation Direct	1	1.0-4C	75%	93%	46%	59%	46%	54%
Category averages:			75%	94%	49%	68%	55%	48%
<b>Wire &amp; cable connectors/ terminators</b>								
Ideal Industries	21	1.0-4C	82%	93%	56%	84%	74%	26%
American Polywater Corp.	54	.25-4C	74%	92%	51%	73%	54%	41%
Ericson	23	.25-4C	73%	89%	47%	62%	56%	44%
Category averages:			76%	91%	51%	73%	61%	37%
<b>Wire &amp; cable management</b>								
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	96%	53%	67%	51%	53%
Underground Devices	17	.50-4C	78%	95%	50%	82%	66%	34%
Automation Direct	63	.125-4C	71%	95%	71%	66%	52%	36%
Automation Direct	37	1.0-4C	76%	94%	40%	69%	54%	51%
Automation Direct	1	1.0-4C	75%	93%	46%	59%	46%	54%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	92%	51%	69%	47%	47%
StakMax	74	.25-4C	69%	91%	42%	67%	53%	64%
Category averages:			74%	94%	50%	68%	53%	48%

Base = 269

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
<b>Wiring devices</b>								
Arlington Industries Inc.	28-29	2.0-4C	89%	100%	86%	94%	86%	16%
Arlington Industries Inc.	89	1.0-4C	90%	99%	89%	92%	85%	6%
Arlington Industries Inc.	87	1.0-4C	88%	99%	87%	91%	75%	16%
Arlington Industries Inc.	65	1.0-4C	87%	99%	87%	87%	79%	10%
Arlington Industries Inc.	7	1.0-4C	84%	99%	85%	88%	77%	11%
Arlington Industries Inc.	35	1.0-4C	91%	98%	85%	82%	69%	17%
Arlington Industries Inc.	83	1.0-4C	84%	98%	82%	86%	75%	18%
Arlington Industries Inc.	61	1.0-4C	85%	97%	86%	89%	77%	16%
Arlington Industries Inc.	49	1.0-4C	84%	97%	81%	89%	70%	29%
Arlington Industries Inc.	15	1.0-4C	83%	97%	81%	86%	81%	22%
Eaton*	77	.33-4C	67%	96%	57%	71%	49%	33%
Arlington Industries Inc.	45	1.0-4C	89%	95%	80%	77%	66%	16%
Arlington Industries Inc.	93	1.0-4C	88%	95%	85%	86%	76%	13%
Arlington Industries Inc.	31	1.0-4C	85%	95%	83%	75%	68%	12%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	94%	77%	79%	69%	24%
Category averages:			85%	97%	82%	85%	73%	17%

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Base = 269

## Ad Scores: Buying Action 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
<b>Alarm &amp; signal systems</b>												
Safety Technology International (STI)	63	.125-4C	70%	56%	8%	18%	8%	2%	6%	18%	10%	14%
<b>Boxes, conduit bodies &amp; enclosures</b>												
Arlington Industries Inc.	57	1.0-4C	88%	79%	10%	18%	14%	5%	9%	48%	13%	26%
Arlington Industries Inc.	89	1.0-4C	90%	77%	14%	19%	15%	3%	8%	37%	19%	27%
Arlington Industries Inc.	93	1.0-4C	88%	76%	11%	19%	16%	6%	6%	44%	14%	14%
Arlington Industries Inc.	28-29	2.0-4C	89%	75%	10%	16%	16%	4%	13%	51%	14%	22%
Arlington Industries Inc.	69	1.0-4C	88%	74%	9%	13%	13%	3%	9%	39%	13%	19%
Arlington Industries Inc.	87	1.0-4C	88%	73%	8%	23%	12%	5%	3%	40%	15%	24%
Arlington Industries Inc.	83	1.0-4C	84%	73%	9%	16%	14%	9%	9%	36%	7%	16%
Arlington Industries Inc.	25	1.0-4C	89%	72%	8%	25%	13%	2%	7%	34%	8%	19%
Arlington Industries Inc.	3	1.0-4C	89%	72%	8%	15%	13%	3%	7%	37%	13%	23%
Arlington Industries Inc.	35	1.0-4C	91%	70%	6%	15%	10%	4%	9%	33%	12%	26%
Arlington Industries Inc.	61	1.0-4C	85%	70%	3%	19%	21%	4%	7%	43%	17%	20%
Arlington Industries Inc.	65	1.0-4C	87%	68%	6%	15%	13%	4%	6%	39%	11%	20%
Arlington Industries Inc.	41	1.0-4C	88%	67%	9%	14%	13%	4%	8%	35%	13%	25%
Arlington Industries Inc.	15	1.0-4C	83%	66%	7%	3%	7%	7%	8%	41%	10%	7%
Arlington Industries Inc.	53	1.0-4C	85%	65%	8%	23%	14%	2%	5%	39%	14%	15%
Arlington Industries Inc.	7	1.0-4C	84%	65%	8%	14%	7%	0%	8%	45%	16%	20%
Orbit Industries	73	.50-4C	79%	62%	10%	12%	15%	7%	7%	45%	8%	12%
Arlington Industries Inc.	45	1.0-4C	89%	61%	7%	14%	14%	3%	7%	34%	8%	20%
Arlington Industries Inc.	31	1.0-4C	85%	60%	10%	8%	15%	5%	0%	32%	10%	15%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	56%	11%	7%	15%	7%	6%	30%	13%	15%
Ericson	23	.25-4C	73%	44%	5%	15%	9%	2%	4%	20%	9%	5%
Category averages:			86%	68%	8%	15%	13%	4%	7%	38%	12%	19%

(continued)

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

Base = 269

Ad Scores: Buying Action 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
<b>Circuit protection</b>												
Ideal Industries	21	1.0-4C	82%	74%	5%	26%	9%	4%	4%	35%	11%	25%
Eaton*	77	.33-4C	67%	47%	8%	20%	12%	2%	2%	16%	6%	4%
Noark Electric	91	.25-4C	64%	47%	9%	17%	21%	2%	6%	13%	6%	2%
Category averages:			71%	56%	7%	21%	14%	3%	4%	21%	8%	10%
<b>Composites/castings</b>												
BaseTek	75	.25-4C	68%	48%	14%	12%	12%	6%	2%	22%	6%	4%
<b>Computer software</b>												
Riskcast Solutions	47	.50-4C	69%	37%	12%	10%	14%	6%	2%	10%	8%	4%
MCA Inc.	81	1.0-4C	66%	37%	9%	11%	6%	7%	2%	13%	2%	2%
Category averages:			68%	37%	11%	11%	10%	7%	2%	12%	5%	3%
<b>Conductor stripping</b>												
LR Toolworks LLC	LC 3	1.0-4C	66%	41%	10%	16%	18%	6%	4%	16%	0%	6%
<b>Conduit/tubing</b>												
Arlington Industries Inc.	3	1.0-4C	89%	72%	8%	15%	13%	3%	7%	37%	13%	23%
Arlington Industries Inc.	53	1.0-4C	85%	65%	8%	23%	14%	2%	5%	39%	14%	15%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	49%	18%	20%	9%	2%	2%	22%	2%	2%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	49%	12%	12%	12%	6%	2%	16%	10%	8%
Category averages:			81%	59%	12%	18%	12%	3%	4%	29%	10%	12%
<b>Contractor equipment</b>												
Automation Direct	63	.125-4C	71%	52%	11%	5%	9%	4%	4%	23%	5%	14%
Automation Direct	37	1.0-4C	76%	51%	9%	11%	6%	9%	0%	27%	13%	7%
HotBend	63	.125-4C	74%	50%	5%	8%	15%	5%	5%	27%	8%	12%
Uline	19	.50-4C	77%	48%	7%	15%	15%	4%	9%	24%	9%	15%
Category averages:			75%	50%	8%	10%	11%	6%	5%	25%	9%	12%

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(continued)

Base = 269

Ad Scores: Buying Action 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
<b>Distribution equipment</b>												
Ericson	23	.25-4C	73%	44%	5%	15%	9%	2%	4%	20%	9%	5%
<b>Electrical distributor (incl. low volt.)</b>												
Uline	19	.50-4C	77%	48%	7%	15%	15%	4%	9%	24%	9%	15%
Automation Direct	1	1.0-4C	75%	39%	5%	16%	7%	4%	2%	21%	7%	11%
Category averages:			76%	44%	6%	16%	11%	4%	6%	23%	8%	13%
<b>EV charging stations</b>												
RVE	85	1.0-4C	69%	41%	7%	14%	7%	2%	2%	11%	5%	5%
<b>Fasteners, hangers, clamps, supports</b>												
Arlington Industries Inc.	25	1.0-4C	89%	72%	8%	25%	13%	2%	7%	34%	8%	19%
SP Products	43	1.0-4C	80%	68%	13%	22%	14%	4%	7%	32%	11%	12%
Arlington Industries Inc.	41	1.0-4C	88%	67%	9%	14%	13%	4%	8%	35%	13%	25%
SP Products	11	1.0-4C	86%	63%	8%	21%	19%	8%	8%	31%	12%	15%
Arlington Industries Inc.	49	1.0-4C	84%	59%	10%	13%	6%	2%	8%	27%	10%	16%
Category averages:			85%	66%	10%	19%	13%	4%	8%	32%	11%	17%
<b>Fire-stop systems</b>												
American Polywater Corp.	55	.25-4C	71%	56%	15%	9%	15%	7%	4%	20%	6%	7%
<b>Fittings</b>												
Arlington Industries Inc.	Cvr 2	1.0-4C	89%	74%	6%	19%	11%	1%	3%	44%	14%	18%
Arlington Industries Inc.	35	1.0-4C	91%	70%	6%	15%	10%	4%	9%	33%	12%	26%
SP Products	43	1.0-4C	80%	68%	13%	22%	14%	4%	7%	32%	11%	12%
Arlington Industries Inc.	41	1.0-4C	88%	67%	9%	14%	13%	4%	8%	35%	13%	25%

(continued)

Base = 269

Ad Scores: Buying Action 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
<b>Fittings</b> <i>continued</i>												
Arlington Industries Inc.	53	1.0-4C	85%	65%	8%	23%	14%	2%	5%	39%	14%	15%
SP Products	11	1.0-4C	86%	63%	8%	21%	19%	8%	8%	31%	12%	15%
Category averages:			87%	68%	8%	19%	14%	4%	7%	36%	13%	19%
<b>Grounding/bonding</b>												
Arlington Industries Inc.	57	1.0-4C	88%	79%	10%	18%	14%	5%	9%	48%	13%	26%
Arlington Industries Inc.	89	1.0-4C	90%	77%	14%	19%	15%	3%	8%	37%	19%	27%
Arlington Industries Inc.	93	1.0-4C	88%	76%	11%	19%	16%	6%	6%	44%	14%	14%
Arlington Industries Inc.	87	1.0-4C	88%	73%	8%	23%	12%	5%	3%	40%	15%	24%
Arlington Industries Inc.	3	1.0-4C	89%	72%	8%	15%	13%	3%	7%	37%	13%	23%
Arlington Industries Inc.	61	1.0-4C	85%	70%	3%	19%	21%	4%	7%	43%	17%	20%
Arlington Industries Inc.	65	1.0-4C	87%	68%	6%	15%	13%	4%	6%	39%	11%	20%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	56%	11%	7%	15%	7%	6%	30%	13%	15%
Category averages:			88%	71%	9%	17%	15%	5%	7%	40%	14%	21%
<b>Hand tools</b>												
HotBend	63	.125-4C	74%	50%	5%	8%	15%	5%	5%	27%	8%	12%
<b>Lighting products/fixtures</b>												
AMP Secure/Volt Lighting	63	.125-4C	73%	62%	8%	13%	15%	5%	3%	37%	5%	5%
AMP Secure/Volt Lighting	33	1.0-4C	78%	54%	9%	10%	18%	6%	10%	31%	9%	4%
Category averages:			76%	58%	9%	12%	17%	6%	7%	34%	7%	5%
<b>Meters/instru (test) power &amp; low volt.</b>												
Fluke/TestEquipmentDepot.com	39	.50-4C	82%	67%	7%	14%	14%	5%	5%	40%	11%	17%

(continued)

Base = 269

## Ad Scores: Buying Action 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
<b>Raceway/cable tray/conduit</b>												
Arlington Industries Inc.	25	1.0-4C	89%	72%	8%	25%	13%	2%	7%	34%	8%	19%
SP Products	43	1.0-4C	80%	68%	13%	22%	14%	4%	7%	32%	11%	12%
Arlington Industries Inc.	15	1.0-4C	83%	66%	7%	3%	7%	7%	8%	41%	10%	7%
SP Products	11	1.0-4C	86%	63%	8%	21%	19%	8%	8%	31%	12%	15%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	49%	18%	20%	9%	2%	2%	22%	2%	2%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	49%	12%	12%	12%	6%	2%	16%	10%	8%
Category averages:			82%	61%	11%	17%	12%	5%	6%	29%	9%	11%
<b>Safety equipment/apparel</b>												
Cintas	59	.50-4C	74%	50%	12%	12%	9%	0%	2%	21%	7%	3%
Cintas	LC Cvr 2	1.0-4C	77%	46%	6%	22%	9%	8%	0%	9%	6%	3%
Category averages:			76%	48%	9%	17%	9%	4%	1%	15%	7%	3%
<b>Sealants and lubricants</b>												
American Polywater Corp.	55	.25-4C	71%	56%	15%	9%	15%	7%	4%	20%	6%	7%
American Polywater Corp.	54	.25-4C	74%	53%	14%	15%	14%	5%	5%	22%	5%	10%
Category averages:			73%	55%	15%	12%	15%	6%	5%	21%	6%	9%
<b>Structural bases</b>												
BaseTek	75	.25-4C	68%	48%	14%	12%	12%	6%	2%	22%	6%	4%
<b>Training/safety organization</b>												
Powering America	67	.50-4C	69%	46%	13%	25%	13%	4%	4%	8%	4%	2%
Powering America	LC 17	.25-4C	69%	40%	14%	12%	14%	5%	5%	10%	5%	2%
Category averages:			69%	43%	14%	19%	14%	5%	5%	9%	5%	2%
<b>Transmissions/distribution lines</b>												
Journeyman Lineman UndergroundLineman.com	LC 17	.25-4C	68%	45%	6%	14%	16%	4%	0%	12%	4%	2%

Base = 269

## Ad Scores: Buying Action 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
<b>Wire &amp; cable</b>												
Cerrowire	5	1.0-4C	78%	52%	10%	12%	10%	7%	6%	22%	13%	3%
Automation Direct	63	.125-4C	71%	52%	11%	5%	9%	4%	4%	23%	5%	14%
Automation Direct	37	1.0-4C	76%	51%	9%	11%	6%	9%	0%	27%	13%	7%
Automation Direct	1	1.0-4C	75%	39%	5%	16%	7%	4%	2%	21%	7%	11%
Category averages:			75%	49%	9%	11%	8%	6%	3%	23%	10%	9%
<b>Wire &amp; cable connectors/terminators</b>												
Ideal Industries	21	1.0-4C	82%	74%	5%	26%	9%	4%	4%	35%	11%	25%
American Polywater Corp.	54	.25-4C	74%	53%	14%	15%	14%	5%	5%	22%	5%	10%
Ericson	23	.25-4C	73%	44%	5%	15%	9%	2%	4%	20%	9%	5%
Category averages:			76%	57%	8%	19%	11%	4%	4%	26%	8%	13%
<b>Wire &amp; cable management</b>												
Underground Devices	17	.50-4C	78%	63%	13%	26%	18%	5%	0%	26%	5%	13%
StakMax	74	.25-4C	69%	53%	11%	16%	18%	4%	4%	27%	2%	7%
Automation Direct	63	.125-4C	71%	52%	11%	5%	9%	4%	4%	23%	5%	14%
Automation Direct	37	1.0-4C	76%	51%	9%	11%	6%	9%	0%	27%	13%	7%
Champion Fiberglass Inc.	LC Cvr 4	1.0-4C	76%	49%	18%	20%	9%	2%	2%	22%	2%	2%
Champion Fiberglass Inc.	Cvr 4	1.0-4C	75%	49%	12%	12%	12%	6%	2%	16%	10%	8%
Automation Direct	1	1.0-4C	75%	39%	5%	16%	7%	4%	2%	21%	7%	11%
Category averages:			74%	51%	11%	15%	11%	5%	2%	23%	6%	9%
<b>Wiring devices</b>												
Arlington Industries Inc.	89	1.0-4C	90%	77%	14%	19%	15%	3%	8%	37%	19%	27%
Arlington Industries Inc.	93	1.0-4C	88%	76%	11%	19%	16%	6%	6%	44%	14%	14%
Arlington Industries Inc.	28-29	2.0-4C	89%	75%	10%	16%	16%	4%	13%	51%	14%	22%
Arlington Industries Inc.	87	1.0-4C	88%	73%	8%	23%	12%	5%	3%	40%	15%	24%
Arlington Industries Inc.	83	1.0-4C	84%	73%	9%	16%	14%	9%	9%	36%	7%	16%

Base = 269

## Ad Scores: Buying Action 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
<b>Wiring devices</b> <i>continued</i>												
Arlington Industries Inc.	35	1.0-4C	91%	70%	6%	15%	10%	4%	9%	33%	12%	26%
Arlington Industries Inc.	61	1.0-4C	85%	70%	3%	19%	21%	4%	7%	43%	17%	20%
Arlington Industries Inc.	65	1.0-4C	87%	68%	6%	15%	13%	4%	6%	39%	11%	20%
Arlington Industries Inc.	15	1.0-4C	83%	66%	7%	3%	7%	7%	8%	41%	10%	7%
Arlington Industries Inc.	7	1.0-4C	84%	65%	8%	14%	7%	0%	8%	45%	16%	20%
Arlington Industries Inc.	45	1.0-4C	89%	61%	7%	14%	14%	3%	7%	34%	8%	20%
Arlington Industries Inc.	31	1.0-4C	85%	60%	10%	8%	15%	5%	0%	32%	10%	15%
Arlington Industries Inc.	49	1.0-4C	84%	59%	10%	13%	6%	2%	8%	27%	10%	16%
Arlington Industries Inc.	Cvr 3	1.0-4C	86%	56%	11%	7%	15%	7%	6%	30%	13%	15%
Eaton*	77	.33-4C	67%	47%	8%	20%	12%	2%	2%	16%	6%	4%
Category averages:			85%	66%	9%	15%	13%	4%	7%	37%	12%	18%

\* Sponsored article

Base = 269

## Reader Information



### Purchasing actions taken

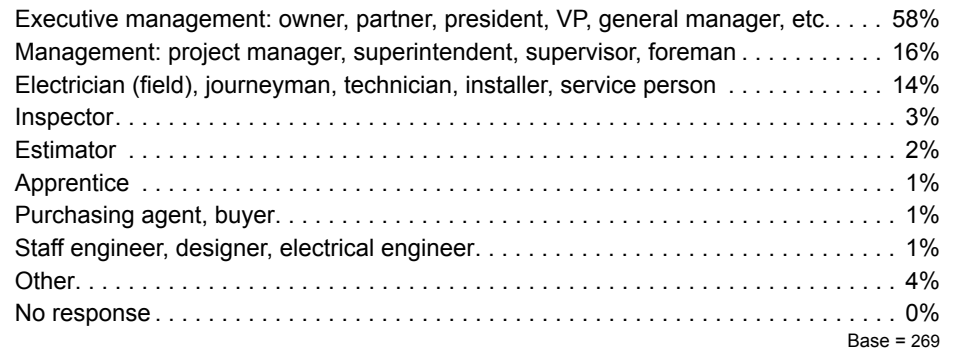
Ninety-four percent (94%) of the respondents report taking one or more purchasing actions during the past year as a result of ads/editorials appearing in *Electrical Contractor*.



Other = 0%  
 No actions taken = 6%  
 No response = 0%

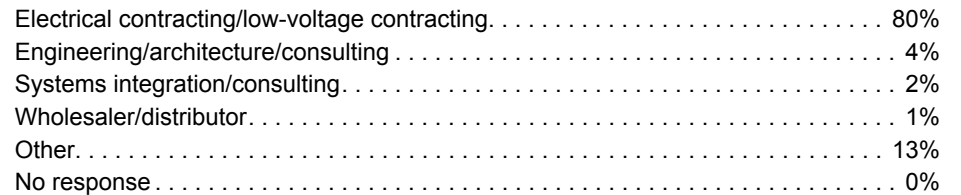
Base = 269

### Primary job title or function



Base = 269

### Primary business



Base = 269

# 2025

## Ad Study Schedule

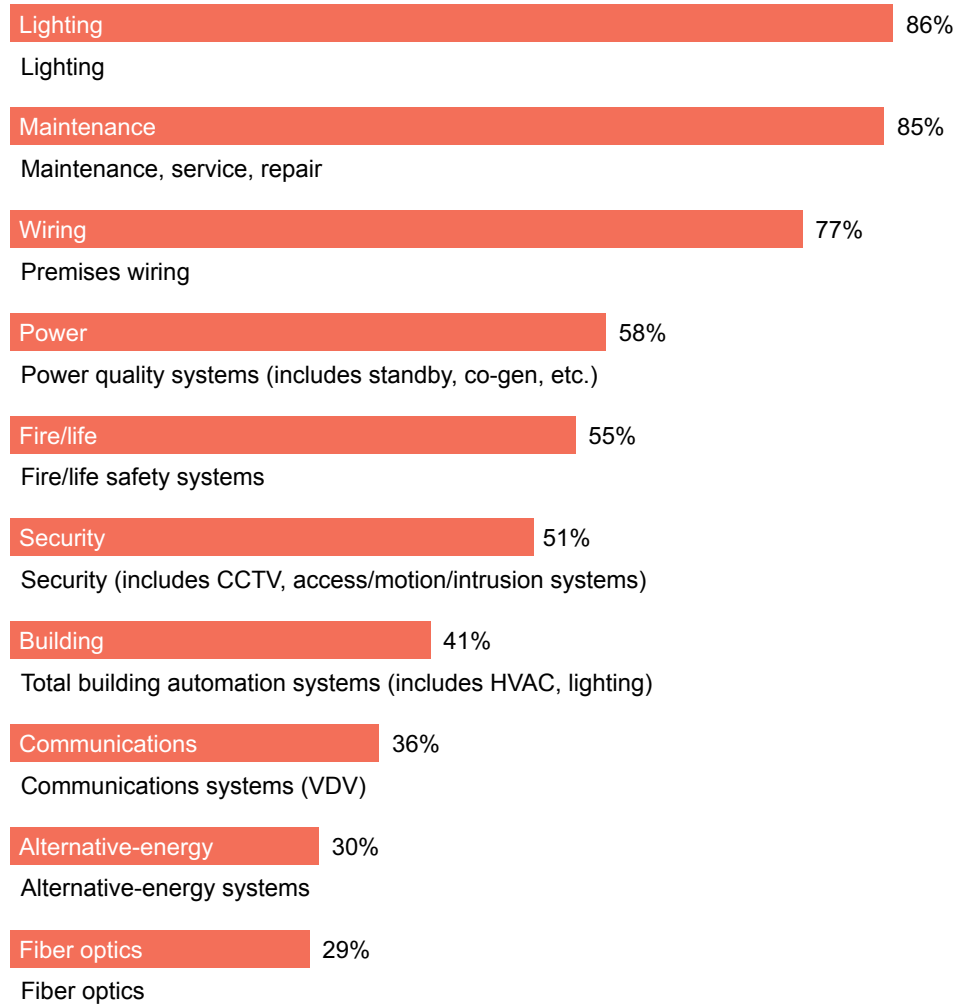
Reserve your space now!

<b>February</b> <i>closing Jan. 10</i>	<b>July</b> <i>closing June 10</i>	<b>September</b> <i>closing Aug. 10</i>	<b>December</b> <i>closing Nov. 10</i>
Contact your <i>Electrical Contractor</i> sales representative now to reserve your space in the next ad study issue.			
<i>Electrical Contractor</i> reserves the right to change this research schedule without notice.			

## Reader Information *continued*



### Building systems installed

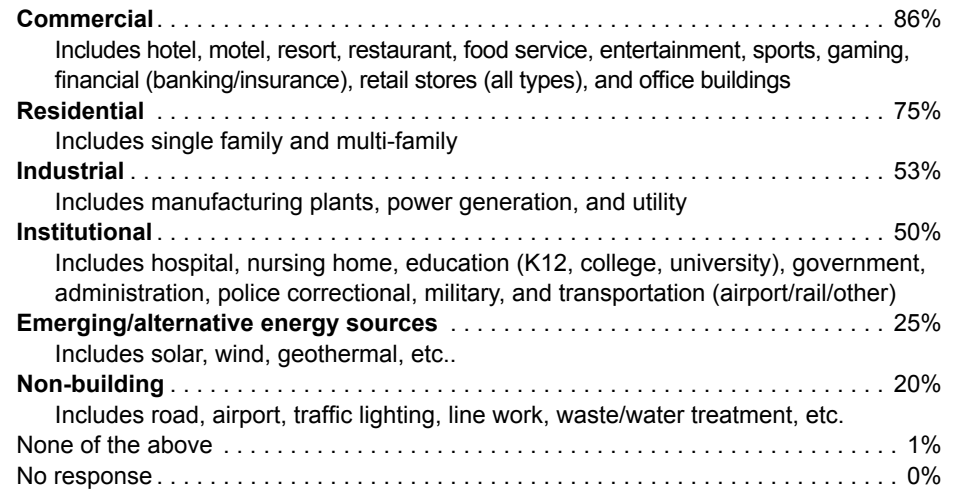


None of the above = 2%

No response = 0%

Base = 269

### Building types



Base = 269

## 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

### BAXTER adViewPRO™

#### Print Ad Analytics

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 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 BRC.

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 BRC.

\* June 2025 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.



**ELECTRICAL  
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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.

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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.

To learn more about the psychology behind *adViewPRO*, visit [brc.com/adViewPRO](http://brc.com/adViewPRO).

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